

BEEHIVE BUZZ

VALIDATION

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What Is Our Product?

Beehive Buzz is a trivia card game designed for children aged 8 and over to be both fun and educational. The categories we have chosen consist of classics as well as a Kiwiana one to keep to relevant to New Zealand. We wish we would have known these facts as kids which is why we designed this game. Whilst the game is designed to teach kids common knowledge, the main aim of the game is to win and have fun. This is why we have introduced cards such as the Steal, Block and Reverse cards.

What's Included?

Each pack comes with 50 Question Cards, 48 Action Cards, and a set of instructions .

All of this is packed nicely into a printed cardboard case.

Action Cards Types

- 30 Category Cards
- 4 Wild Cards
- 4 Steal Cards
- 4 Block Cards
- 4 Reverse Cards
- 1 Buzz Card

Categories

- Sports and Leisure
- Geography
- History
- Nature
- Kiwiana



How We Validated Our Idea

We validated our card game in three different ways

- Played at a small local school and gave them a survey at the end for feedback
- Sent out a survey on local Facebook Groups for parents to fill out
- Received feedback from experts

Survey

Where We Posted

We decided to post our survey in 13 groups to allow the most amount of responses possible. The aim was to collect data from a wide range of areas in Christchurch, which we did by expanding outside of neighbourhoods around Cashmere High School

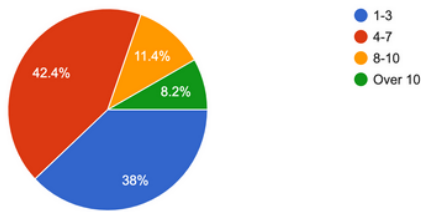
Groups	
Somerfield Residents Association	Hoon Hay Community Group
St Martins Neighbourhood	Halswell Community Group
Cashmere Community Group	Bishopdale Community Group
Longhurst & Knight Stream Community Group	Heathcote Valley Community Group
Riccarton Community Group	Waltham Community Group
Opawa Community Group	Spreydon Community Group
Westmoreland Community Group	

What Was Included In Our Survey?

Our survey consists of 13 questions targeted, to ensure we collected reliable data from people within our target market, we ensured that anyone who didn't have kids or plays card games with them was filtered out early in the survey. Because of this, all data collected from people are potential customers whose feedback is essential to ensuring our product can be the best it can be.

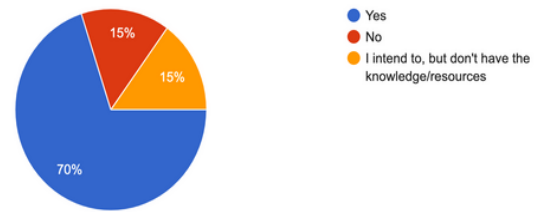
Results

How Many Card Games Do You Own?
158 responses



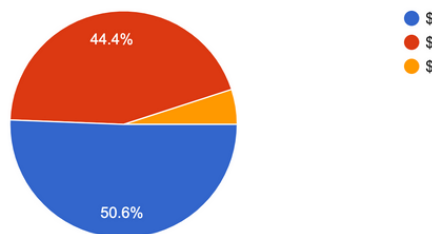
From our survey, we were able to collect data on the number of card games our target market owns. We found that the most common ranges were between 1-3 and 4-7 with a small amount having over 8+. This shows us that to encourage people to buy our card game, we need to show that it can compete with the 1-7 they already have.

Do You Teach Your Kids General NZ Knowledge?
160 responses



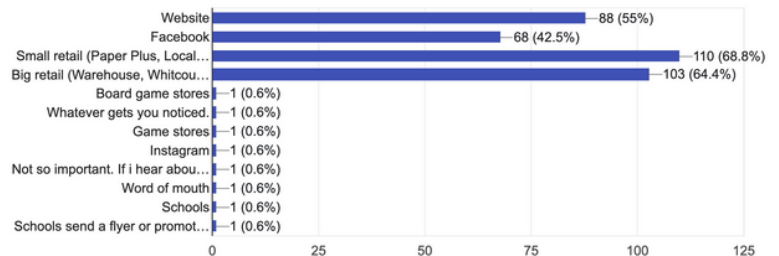
The data collected from this shows us that 70% of parents already teach their children about general kiwi knowledge. However, a large amount also said they want to, but don't know themselves or lack the resources. This confirms our theory that there is a problem within our target market we can solve.

What Price Range Would Be Appropriate?
160 responses



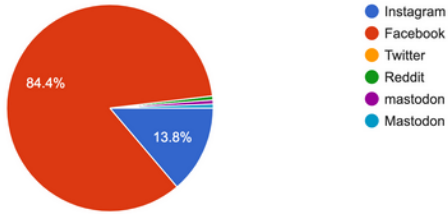
We have about a 50/50 split between \$10-15 and \$15-20. At the stage of getting this survey data, we were yet to confirm the style of game we were creating fully. With our pack including 100+ cards, high-quality packaging and is made locally in New Zealand, we believe the price range of \$15-20 is where we will target.

Where Would Be The Best Places For You To Buy Our Card Game?
160 responses



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What Social Media Do You Use The Most?
160 responses



To ensure any marketing was done in an effective way, we asked them what their main social media habits were. We found that the majority of them predominantly used Facebook, with a small chunk using Instagram.

What Are Key Things You Look For In A Card Game?
160 responses

Fun
Easy and fun
Fun, educational
Fun, simplicity,
Easy to play, quick, fun
Enjoyfull
One that allows all ages to be reasonably fairly matched, such as an 8 year old can have a chance against an 11 year old and not get destroyed.
something for all age groups
Age appropriate. fun and engaging

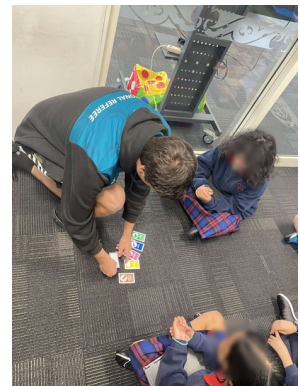
To finish off the survey, we asked what people look for in a card game. The most common responses were:

- Fun
- Simple
- Fair Matched between ages
- Colourful
- Intuitive

Local School

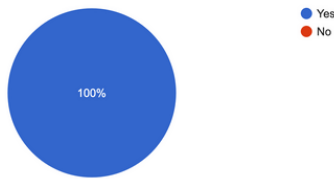
What We Did

To gain feedback about our card game and validate our idea we took a prototype of our game to Sacred Heart primary school located in Addington, Christchurch. We took two groups to play the game, one from years 5 & 6 and another from years 7 & 8.



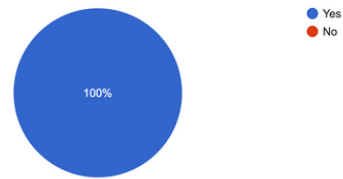
Feedback

Did you enjoy the game?
7 responses



For the 7 students who filled out our survey, all of them said they enjoyed the game. From watching them play the game, this is what we expected. All the students stayed thoroughly involved with all aspects of the game.

Were the rules clear?
7 responses



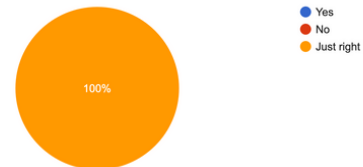
All of the students said the rules were clear, although there were a few that got left out which they let us know later in the survey.

What part of the game did you like?
7 responses

The questions
all
I liked the questions and the different cards there were like steal, block ect.
I enjoyed the trivia part of the game
I liked how there were many questions and the game didn't go on repeat with the questions.
The bit where you get to hit the buzz.

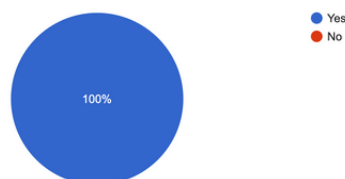
When we asked what part of the game the students enjoyed, we found that the most common responses were the different question and the fun aspects of the game such as the Buzz Card and the Block/Steal cards.

Were the questions too difficult?
7 responses



We initially thought some of the questions may be too hard for the younger year group, however we found that about 70% of questions were answered right on the 1st or 2nd go. All students though the questions were just right, which is good when making age recommendations on our packaging and social media

Would you play again?
7 responses



To finish off the survey, we asked all the kids if they would play the game again, and all 7 said Yes!

Industry Experts

Anton Holzner

We both talked to Anton Holzner about our product and potential market opportunities that we could take advantage of. Anton Holzner is a Business Growth Specialist for ChristchurchNZ, a company that focuses on the city's economic development, however, prior to this he was a manager for Business Mentors NZ.

He discussed with us our price point and how it relates to other similar products in the market and how we were going to set ourselves apart from the competition. From this meeting, we have begun to think more about how we can adapt the gameplay to make it last longer and be more fun for kids to we are set apart from competitors.

Jonathan Brooks

Both Ben & Blake talked to Jonathan Brooks about our card game and how we can market and expand our business in the future. Jonathan Brooks is a National Lightweight Systems Manager at NZ Brick Distributors, however, prior to this, Jonathan was the chair of the Avonside Girls High School board.

He discussed with us our possible marketing platforms and pointed out that targeting kids on TikTok could be a good way to drive sales as well as advertising to parents through Facebook. Jonathan also talked to us about future versions of the game and the possibility of expanding into different categories or markets such as an Australian version. From this meeting, we've begun to explore how we could use different social media to our advantage.

Card/Board Game Store

Our business was also looking for other board games that were fun to play and why they were so successful. We knew that the best way to gain an idea of good and replay-able games was to seek out recommendations from those who were passionate about them. So, we decided to visit a local dine-in restaurant in Christchurch that was known for purchasing the best card games on the market. We were impressed by the variety of games they had available and the enthusiasm with which they spoke about each one. They were able to give us valuable insight into which games were popular with customers and which ones were most likely to keep people coming back for more. We also revealed Beehive Buzz and the idea around the game. When shown, they were enthused about the game in general and wondered what our plan for the future was. They suggested that we keep working on our final design and add more strategy to the game to make it as fun as possible.

What We Learnt

From the feedback given on our multiple surveys as well as from our speed coaching sessions, we have decided to change the following aspects of our game:

Length Of Game

- We discovered through playing the game within our class that it was too easy to win due to the Buzz card allowing a point to be won each turn. To address this issue, we have decided to adapt the gameplay to include Buzz Cards that players may play to answer someone else's questions.
- On top of this, we would like to make some of the questions slightly harder and reduce the number of multichoice questions. The aim of this is to decrease the amount of questions players answer correctly and increase the length of the game.

Gameplay

- When playing at a local school, we quickly realised that the multichoice options had to be repeated multiple times. From this, we have decided to reduce the options per question from four to three and put all numerical values in order to make them easier to remember.
- Some of the cards, such as the "Yeah Nah" card were very rarely used throughout the games we played. Because of this, we are looking at changing these cards to a "Swap" card. The aim of this card would be to reduce the number of times a player got stuck with two of the same category, as only one of them counts towards an overall winner.

Validation Video



<https://www.youtube.com/watch?v=9R6R9yv1nKQ>