

Case Study





Zynga Inc. is the world's largest social game developer with more than 290 million monthly active users playing their games, which include leading Facebook games FarmVille, CityVille, FrontierVille, Zynga Poker and Mafia Wars, among others. Zynga games are available on a number of platforms aside from Facebook including MySpace, Yahoo, Android, iPad and iPhone.

In order to best serve their dedicated gaming audience, Zynga needed to connect with their users in a meaningful, non-interruptive way to gather feedback on how to further improve Zynga games. No easy task, considering that many Zynga users only have a few minutes per day to spare on games. Although Zynga makes a point of using usage data in their design and decision-making, they needed to build on their rich usage data to understand how their players think and feel.

The Zynga user research department worked with Survey Analytics to build a survey solution that fit their unique needs. The surveys created by the Zynga team and deployed by Survey Analytics:

- included questions that could be randomly distributed across a broad set of players.
- launched within the Zynga game experience.
- took less than two minutes for respondents to complete.
- sampled a breadth of perspectives from thousands of Zynga players without disrupting their game experience.
- used conjoint analysis to minimize the number of questions that players need to answer, but clearly understand players' needs.

After launching the surveys, Zynga received thousands of responses and a wealth of actionable, real-time information to benefit their users. As a result of that information, Zynga has

- prioritized and rapidly pursued improvements and new feature additions to address player needs.
- planned possible new games to add to their catalogue of game titles.



“The Survey Analytics team is committed to innovation and easy-to-use collaborative tools,” said Kevin Keeker, Senior User Researcher at Zynga. *“Survey Analytics allows users to pursue complex sets of data through randomization, dynamic questions presentation, counterbalancing, and much more. We’ve worked with them on a number of projects so far and we’re looking forward to a long-lasting partnership that helps us fulfill our ongoing need for richer and more dynamic user information.”*

To learn more about Zynga games and their other initiatives, visit www.zynga.com or www.zynga.org.

Game Feedback

Gaming is becoming an ever more important part of the digital ecosystem. However, in an increasingly flooded marketplace, research companies are suggesting that the key to being successful in the gaming industry is building good games based on the feedback of all players. However, collecting user feedback from gamers without disrupting the gaming experience requires simplicity and accessibility.

Survey Analytics’ leading software ensures not only an accessible and streamlined experience for the survey taker, but also for the survey creator. This allows companies to collect meaningful feedback while also ensuring an efficient survey experience for the user.

Enterprise Research Platform

Why more organizations choose SurveyAnalytics.com

Superior Technology

The system has been designed from the ground up to accommodate the needs of anyone conducting online research. Our simple interface, cutting edge features, and competitive price have landed us in the top tier of web-based survey software providers. We truly believe that you will not find a better value on the web today.

Reliability and Commitment

Our absolute commitment is to the success of our clients. We recognize what our clients need to make their online research a success and we're 100% focused on creating solutions that meet and exceed these requirements.

Proven Track Record

Thousands of clients worldwide have chosen our system to conduct their online research. Companies, both large and small have chosen us as their trusted partner for conducting online research.

Security

Our system adheres to the highest level of security standards on the internet. Data security and privacy are addressed at all levels starting with survey delivery all the way through protecting your survey results.

Support

Our customers have access to an expert team of developers who are responsible for ensuring 100% client success.



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