

Pokémon GO Raid Battle System

Executive Summary

Niantic wants to know how their active player's feel about the new raid battle system and they would like to know what steps can be taken to retain and appease their current player base.

Our research findings have shown that current player sentiment towards the raid battle system mostly good but their enjoyment of the game shows signs of stagnation in the near future.

Proposal

Based on our research findings, we propose taking the following actions to retain the current player base and improve the raid battle system:

1. Create an in-game meet-up feature that enables players to communicate to other players in their area that they are going to a specific raid.
2. Increase the active raid battle time range to 5:00am – 11:00pm and increase the amount of weekend raids to accommodate busy player schedules.
3. Increase the number of pokéstops and gyms in rural areas.
4. Implement classic Pokémon franchise features not yet added to the game such as PvP battles and trading.

Risks

We have identified the following risks associated with the above proposed steps:

1. Pokemon GO is an all-ages app. Having adults and children playing a game that has them leaving their houses and going to designated locations in the real world comes with inherent risks. Implementing a chat/meet-up feature to the game may enable immoral individuals to prey on underage persons. To mitigate these issues we've come up with these possible solutions:
 - a. Create a meet-up feature that does not include a chat function. For example, players could see a raid in their local area and place a virtual "flag" on that gym that lets other players know they intend on battling that specific raid.
 - b. Create an age limit for the meet-up feature that would mandate persons under 18 unable to access this feature which may limit liability.
2. Having raids active at night poses the same inherent risks associated with it as the meet-up system. By implementing an age-limit for after-hours raids you could help mitigate any legal ramifications that could occur from having children playing alone at night.
3. Almost no risk in terms of player opinion. Giving rural players the chance to defeat gyms and collect Pokémon at a higher rate will undoubtedly increase player satisfaction. The only possible risk we can identify is if the newly created pokéstops and gyms are created haphazardly (spread out at large distance) then it may cause frustration among rural players who would like more centralized pokéstops in areas that they live. Targeting small towns and rural areas of interest should mitigate this concern.
4. Implementation of classic Pokemon franchise features such as trading and PvP battling could disrupt the in-game economy. If a player can just trade-up from bad to amazing Pokémon, they may not feel the need to collect Pokémon and level them up as they do now. These features can most assuredly be added but careful planning and execution will be needed to guarantee that the game will remain a level playing field among its players.

Recommendation

Pokémon is a household name and has millions of fans across the globe. By expanding and improving the current raid battle system and implementing new features to the game we believe you can retain your current user base and attract even more players in 2018 and beyond.