Proposal for Increasing Popularity and Functionality of the Arcade in the CSULB Student Union

To: Carrie Damschroder

From: John Smith

Date: November 3, 2009

RE: Proposal for Increasing Quality and Popularity of the USU Arcade

We request permission to research quality control and student opinion of the campus arcade. Through our research we will find ways to make the arcade run more efficiently as well as increase student awareness and popularity.

Background

Although the arcade is located in the USU, it is not owned by CSULB. It is a profit sharing venue in which CSULB and Primetime amusement split the profits each month. Under this agreement, CSULB supplies the facility and users, while Primetime Amusement supplies the games and maintenance. According to their website, Primetime Amusement provides "Free 24 hour service to all of the equipment." An impromptu survey of arcade users indicates that it often takes days or weeks for games to be fixed. In addition, there are not very many new games featured, and the cost of each play is 50 cents. For students who are struggling financially, the cost of playing several games can be too much, especially when many of these games can be played for free at home on the internet. Also a lack of current games fails to create return players. Primetime Amusement's website indicates that they will rotate games every six months, free of charge; however, our impromptu survey indicated that this does not happen. These issues are not due to a lack of service on the part of Primetime Amusement, but a lack of communication between students, the USU staff, and Primetime Amusement.

There are several issues related to the university as well. The arcade is located on the bottom floor of the USU, which is not visible from many of the busiest walkways. In fact, 75 percent of the members writing this proposal didn't know the arcade existed, despite spending a considerable amount of time in the USU. If that number equates to the student body, about 30,000 students have no idea that there is an arcade in the USU. Increased marketing, such as game nights or tournaments could help increase awareness and create a group of regulars.

Proposed Project

The results of our project are intended for use by the USU staff and Primetime Amusement. Neither the USU staff nor Primetime Amusement are interested in devoting a lot of time to the arcade, as it is generally a self-contained venue. However, both parties are concerned with revenue and would be open to ideas for ways to increase profits. We expect that our research will provide insight on ways to increase profit that are appealing to the USU. We will research arcades at other schools which have more current selections of games and wider range of customers. By analyzing the difference in pricing, policy, types of games and the kinds of customers, we hope to find information that would help form recommendations for improving conditions at the USU arcade. We expect our research to address ways to decrease the amount of time a game is broken, how many students know about the arcade, what would attract students, and how to successfully market the arcade to students. After our research is completed, the USU staff and Primetime Amusement will be able to make small changes that make their partnership more profitable.

Outline of Final Draft

1. Present Environment
2. Objectives
3. Research

    a. Student surveys

        i. Arcade users
        ii. Students who don't use the arcade
    b. Research comparable arcades

        i. Universities

            1. UCLA
            2. CSUN
        ii. Local arcades

            1. Denjin Arcade or Simi Valley
            2. Family Fun Arcade of Granada Hills
            3. Arcade Infinity of Roland Heights
4. Research Analysis
5. Recommendations
6. Conclusion

Physical Design of Final Draft

We will create an empirical report detailing the various ways the arcade can be improved. Data will include results of arcade user and student surveys, as well as information gathered from local arcades.

Visual Aides

- Graphical analysis of student surveys
- Pictures

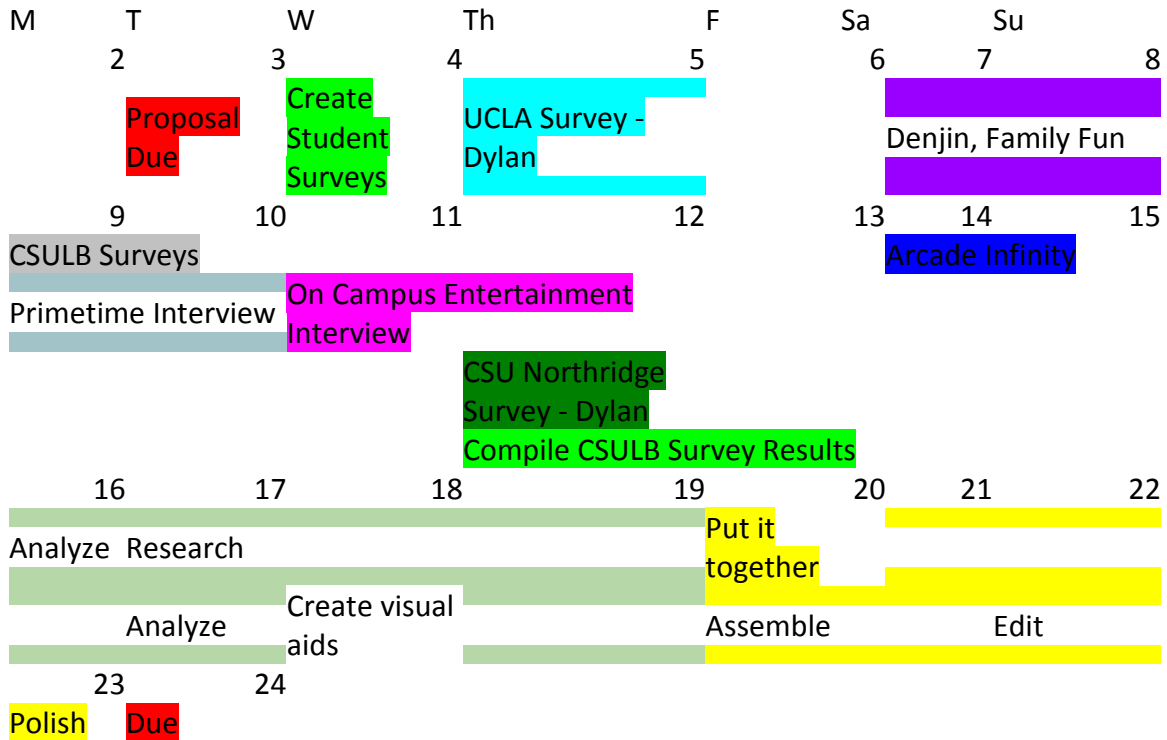   o Current arcade
    o Comparable arcades

Stakeholders

Stakeholders include CSULB, USU staff, Primetime Amusement, regular arcade players, and the CSULB student body.

Plan of Action

To ensure the quality of the USU arcade and student participation are increased, we will:

- Establish current conditions in the arcade
- Conduct student surveys
- Contact local universities and arcade owners and establish current conditions at comparable arcades
- Show how changes to the current arcade will increase customers and profitability

Schedule

M	T	W	Th	F	Sa	Su
2	3	4	5	6	7	8

2 (T): Proposal Due

3 (W): Create Student Surveys

4–5 (Th–F): UCLA Survey - Dylan

6–8 (Sa–Su): Denjin, Family Fun

9	10	11	12	13	14	15

9 (M): CSULB Surveys

13–15: Arcade Infinity

Primetime Interview

10–11: On Campus Entertainment Interview

11–12: CSU Northridge Survey - Dylan

Compile CSULB Survey Results

16	17	18	19	20	21	22

Analyze Research

19 (F): Put it together

21–22: (yellow)

Analyze

Create visual aids

Assemble   **Edit**

23	24

23 (M): Polish

24 (T): Due

Qualifications

We have a member of our research team who has been a regular player at the USU arcade for several years. This member has seen the arcade wax and wane in popularity and has an interest in the future of the arcade. This member also has knowledge of the relatively underground scene of competitive fighting games and will be able to better survey the regular players at the USU arcade and other arcades. The other members of our team provide the perspective of potential arcade customers. They offer insight on how other people who would not necessarily go to the arcade may be attracted by any changes made to the arcade.

Together our team is capable of relating to and gathering information from different groups of students.

Resources

Our team will use the following resources.

To get information about the CSULB arcade:

- Survey of general student body
- Survey of regular players
- Interviews with Student Union and Primetime Amusement staff

Comparable Arcades

- Survey of UCLA students
- Survey of CSU Northridge
- Interviews with arcade owners/staff
- On Campus Entertainment Interview

The schedule allots enough time for us to gather all of the needed resources to complete the research. There will be some extra days where we can make up for any resources that we could not get a hold of. The most likely resource to not be able to get a hold of would be arcade owners/staff and interviews with arcade service vendor staff For this reason extra time has been allotted to making sure these resources can be reached.

Conclusion

Writing proposal and empirical reports is an important skill to have in all of our careers, whether that's as a software engineer or teacher. Software engineers are required to work with a variety of people, including designers and marketers. It is important for a software engineer to know which questions to ask and how to work well with other departments. Teachers often have to work together when planning curriculums or dealing with students who have problems. The skills involved in writing these reports are transferable and will give us valuable skills for our careers.