

Report on Haptics Questionnaire for Game Studios and Professionals

[Haptics Industry Forum - Gaming Work Group](#)

Source: <https://hapticsif.org/haptics-questionnaire-for-game-studios-and-professionals/>

Report on Haptics Questionnaire for Game Studios and Professionals	1
Introduction	1
Demographics and Organizational Profile	1
Familiarity and Adoption of Haptic Technology	3
Perceptions and Experiences	5
Interest in Advanced Haptic Integration	6
Conclusion and Recommendations	7

Introduction

This detailed report presents an analysis based on responses to a haptics questionnaire distributed among game studios and professionals. The aim is to evaluate the current integration of haptic technology within the gaming industry and to identify opportunities and barriers toward its broader adoption.

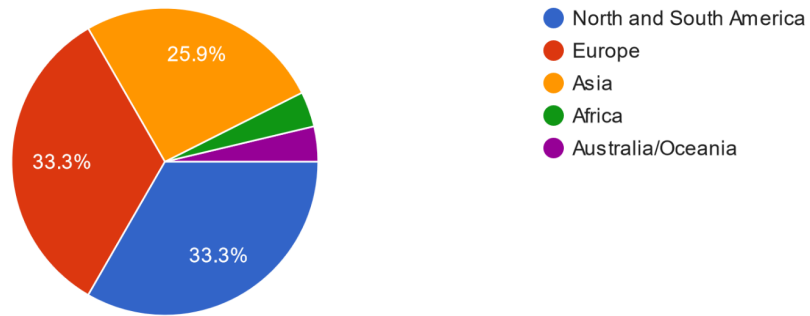
Demographics and Organizational Profile

- **Geographic Distribution:** The survey garnered balanced participation from Europe and North America, each contributing 33%, with Asia also showing strong interest at 26%. This diverse geographical spread indicates a global engagement and interest in haptic technology across major gaming markets. (27 responses gathered)
- **Organization Focus:** A significant majority (74%) of the respondents are involved in game development. Other sectors represented include game publishing, content creation, and hardware development, each accounting for about 15% of responses. This suggests that haptic technology is perceived as potentially beneficial across various facets of the gaming industry.

- Organization Size:** Most participants come from mid-sized organizations (10-99 employees), which may have more flexibility to innovate compared to smaller or larger firms.

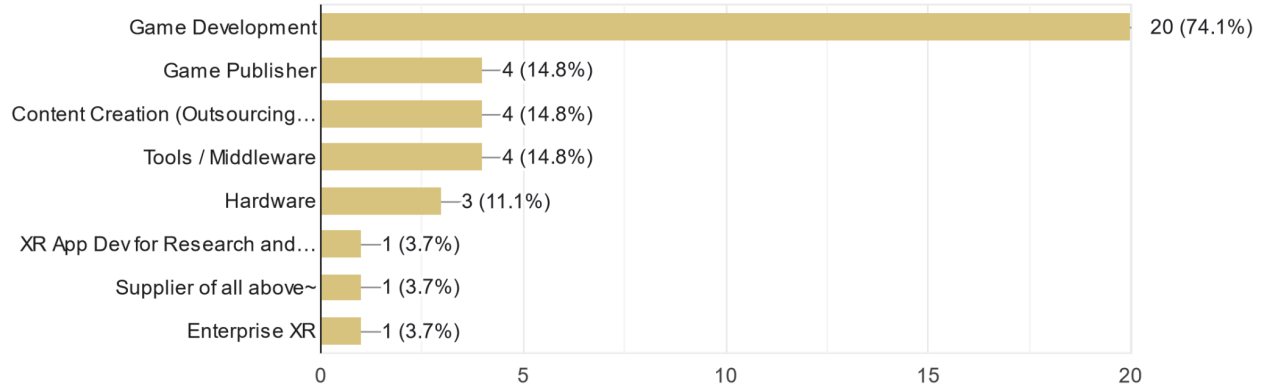
Location

27 responses



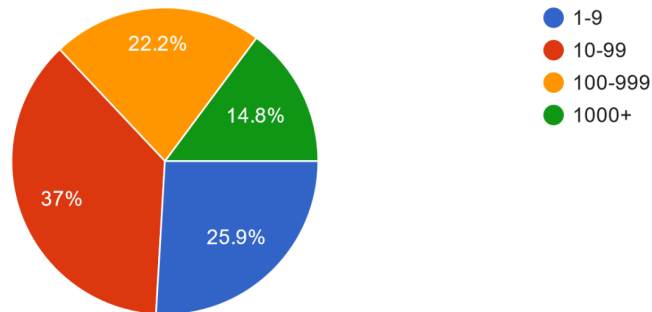
What is the primary focus of your organization?

27 responses



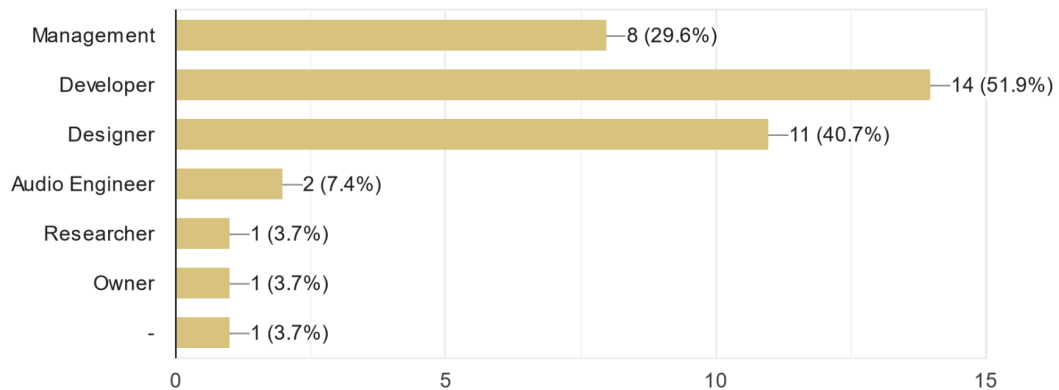
Size of your Organization

27 responses



What is your role within your organization?

27 responses

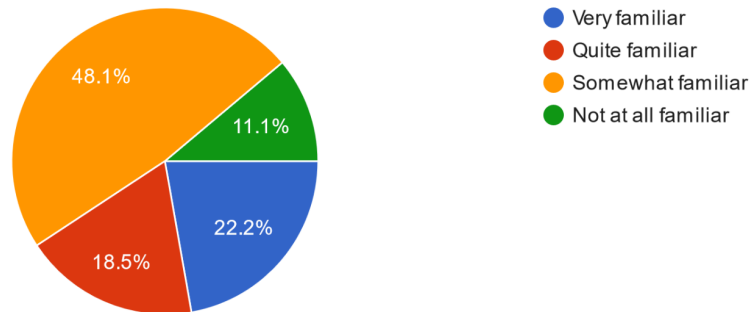


Familiarity and Adoption of Haptic Technology

- **Current Familiarity:** About 22% of organizations are very familiar with haptic technology, but a larger segment (48%) is only somewhat familiar, suggesting a significant potential for growth in expertise and understanding.
- **Desired Familiarity:** There is a strong expression of interest in becoming more familiar with haptic technology, with 66% of participants desiring more familiarity, signaling a readiness to engage more deeply with haptics.

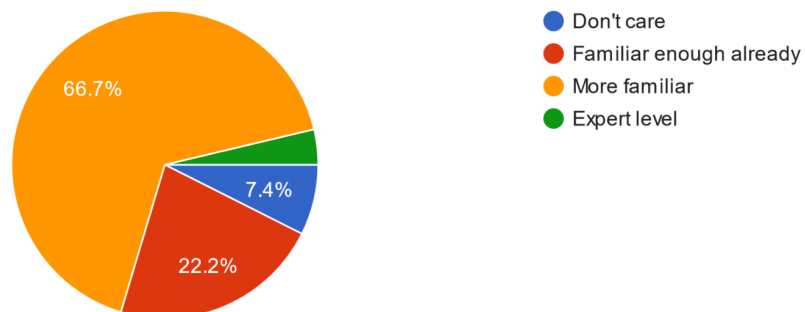
How familiar is your organization with haptic technology?

27 responses



How familiar would your organization like to be with haptic technology?

27 responses

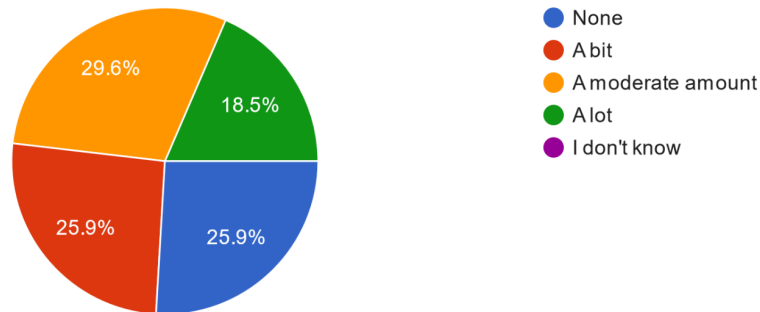


Current Use vs. Desired Use

- **Current Use:** Most organizations are either using haptics moderately (~30%) or only a bit (~26%), which reflects the nascent stage of haptic technology integration within the industry.
- **Desired Future Use:** A notable shift is observed in the desire for more extensive use, with 44.5% of respondents feeling that haptics should be utilized more within their operations, highlighting the perceived potential of haptics to enhance gaming experiences.

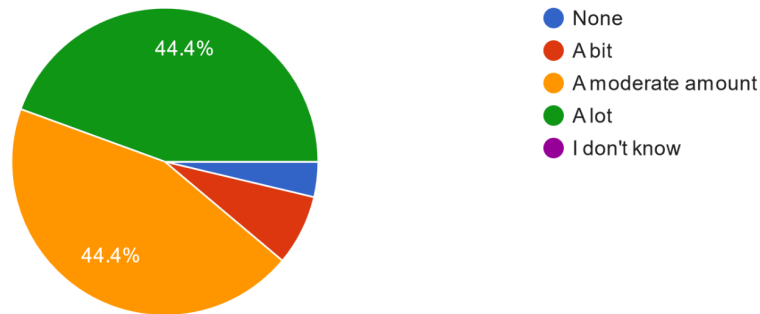
How extensively does your organization currently use haptic technology?

27 responses



How extensively does your organization feel it should use haptic technology?

27 responses



Perceptions and Experiences

- **Positive Experiences:**

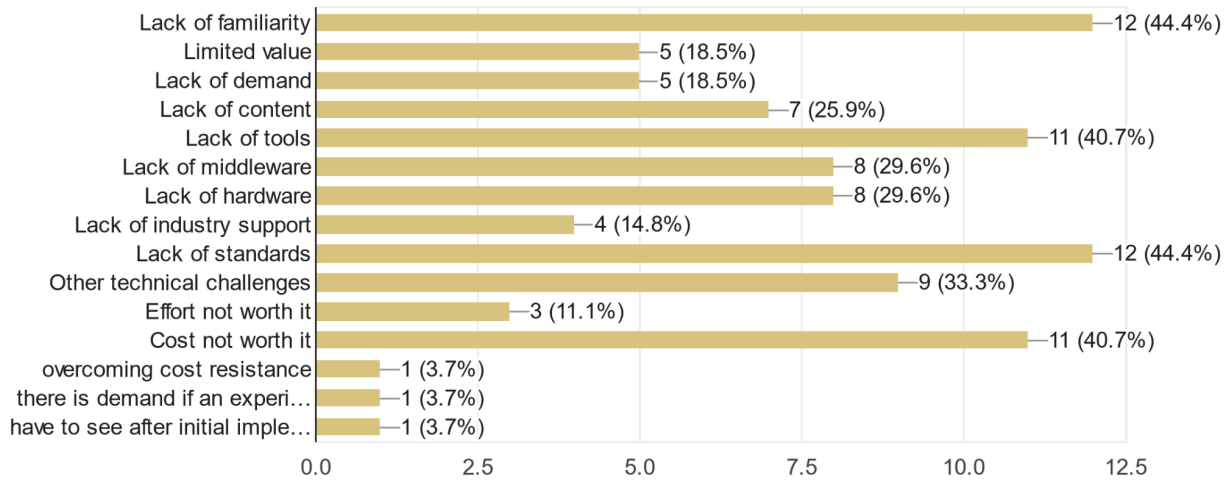
- "Haptics have significantly enhanced the level of feedback and immersion in games, making gameplay more engaging and interactive," shared a respondent whose organization has implemented haptic feedback in VR experiences and mobile gaming.
- "Increased player retention and improved game feel in action sequences have been notable benefits," another added, highlighting the tangible impacts of haptic integration.

- **Challenges:**

- A common challenge cited was the lack of familiarity with the technology, as one participant noted, "We need more accessible information and training on how to effectively implement haptics."
- The need for standardized approaches was also highlighted: "The absence of industry standards makes it difficult to consistently integrate haptics across different platforms."

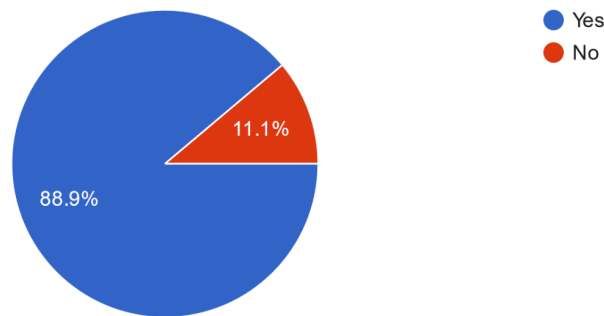
What are the challenges preventing your organization from further incorporating haptics? (multiple choice)

27 responses



Do you see any interest in using haptic to increase immersion in games?

27 responses

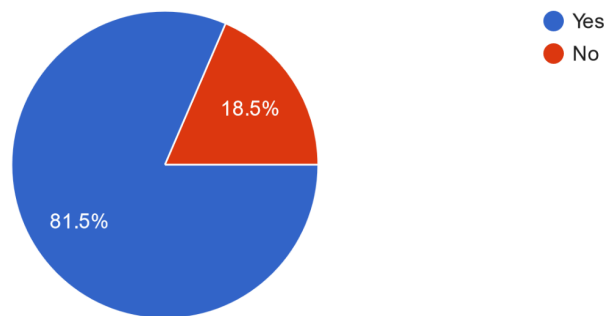


Interest in Advanced Haptic Integration

- **Increased Immersion:** An overwhelming majority (89%) see the use of haptics as a key method to increase immersion in games.
- **Purchase Influence:** Many respondents (81%) believe that incorporating haptic features could positively influence purchase decisions, with one noting, "Haptic features not only enhance the immersive experience but also serve as a key differentiating factor in a crowded market."

Would incorporating haptic features into games/devices influence the purchase decision?

27 responses



Conclusion and Recommendations

The survey highlights a significant interest and a positive outlook toward the adoption of haptic technology among game studios, driven by its potential to enhance user engagement and provide a competitive edge. However, there are challenges that need to be addressed to fully harness this technology. Based on the responses, the HIF Gaming Working Group recommends the following actions:

- **Education and Training:** Expand educational initiatives and training programs to increase familiarity and expertise in haptic technology across the industry.
- **Standardization Efforts:** Develop industry-wide standards to facilitate easier and more consistent integration of haptics into gaming systems.
- **Research and Development:** Encourage research and development efforts to overcome technical challenges and explore innovative applications of haptic feedback.

- **Promotion and Awareness:** Popularize haptics through articles and content geared towards game developers and gamers to raise awareness and demonstrate the practical benefits and innovative applications of haptic technology.

By focusing on these areas, the gaming industry can effectively capitalize on the benefits of advanced haptic systems and enhance the overall gaming experience for users worldwide.