

Assignment 7: Prototype Test & Top Findings

Research Protocol

Recruitment Strategy:

- Email friends and family to recruit participants
- Males or females
- Any age or location in the Bay Area

Background Screener Questions:

1. Do you own an iPhone?
2. Are you able to walk around campus for up to 30 minutes?
3. Are you interested in scavenger hunt-type games?

During Interview:

1. Introduction (3 mins)
 - Thanks, intros, NDA & photo release, brief overview about why we are there
 - Ask them what they expect the app will do
 - Ask them whether they would continue further into the app based on their understanding/expectations/assumptions
2. Key App Scenarios (20 min)
 - How do you feel using the app?
 - Is it easy to understand and move on?
 - Do you like the concept of playing games while touring?
 - Would you rather play it solo or with friends? Why?
 - How comfortable are you using the app?
 - What parts of the app did you like the most? Why?
 - What parts of the app did you not like at all? Why?
 - What do you think of having social media network sharing at the end of the game?
3. Closing Questions (5 min)
 - Would you use such an app? Why or why not?
 - Did you enjoy the game? Why or why not?
 - Thanks & goodbye

Post-Interview:

- Send follow-up thank-you email

Interviewees

- Female, 20-29 yrs old, grad student at UC Berkeley
- Female, 25-39 yrs old, grad student at UC Berkeley

- Female, 20-29 yrs old, works at UC Berkeley
- Male, 25-39 yrs old, grad student at UC Berkeley
- Male, 25-39 yrs old, grad student at UC Berkeley

One test was conducted with two participants playing against each other simultaneously (as per the scenario in prototype).

Top Findings

Usability / Interaction:

1. The buttons/links to be clicked in different screens should be in the same place since people tend to keep their fingers/thumbs at the same place.
2. If there is all text, clickable link needs to be in different color. If it is in different color and not clickable, it is confusing.
3. If there is text and symbols, symbols attract more attention, so they need to be clickable.
4. People use color differences within a screen to distinguish between clickable and non-clickable entities.
5. People don't have a lot of patience to read text--need to make rules clearer and show examples.
6. Users expect the map to show them where to go next, not to give them a clue or puzzle to solve.

Game Play / Concept of App:

1. It is no fun playing game individually; users want to play alongside at least one friend.
2. If playing against people in a different location, users want to know the status of other players--whether they are ahead or behind in the game.
3. Need more hints and interaction to solve the puzzle.
4. Users aren't motivated by points or a time limit.
5. The clues should be about **doing** something NOT **going** somewhere. The place they need to go to play the next game should be specified as an instruction instead of a puzzle.
6. Users want to know what's significant about the location, why they were asked to solve a puzzle about that place. They want to learn facts as they move around to different locations. (This contradicts what we heard in our user research interviews. We suspect this indicates that people don't really know what they want until they are in the actual situation.)
7. This game seems built for younger people. Our users would like to play this game if it appealed to people in their 20s and 30s. Want to discover cool places to hang out, like bars, restaurants, or coffee shops.
8. It is harder to play the game simultaneously with some other person while competing with them. Since everyone has a different speed, the slower one always follows the faster one.

Plans to Change Prototype

- Create screens for new user experience, including:
 - tutorial
 - login
 - invite friends to play
- Improve usability by standardizing location and design of clickable buttons.
- Use map to give directions to locations, not as puzzle clues.
- Clarify and streamline the terminology (e.g. “game”, “puzzle”, “clue”, “challenge”, “riddle”, etc.)
- Simplify modes of game play so each game session has only ONE kind of game. Users can choose different types of games for different sessions.
- Prioritize game play in groups of friends.
- Remove points and time limit.
- Add facts/trivia about the destinations throughout the game session.
- Add fun destinations along the way, especially as a gathering place at the end of the game session. (We learned of this desire from our user research, but our prototype didn’t make it explicit.)