

## Group declaration of Academic Honesty

<b>Subject Code/Name:</b>	INFO90004 Evaluating the User Experience
<b>Assignment Title:</b>	Assignment 2A - Evaluation Plan
<b>Tutorial Day/Time:</b>	Thursday 5.15 Pm
<b>Tutor/Instructor Name:</b>	Kirsty Fromholtz
<b>Submitted Date/Time:</b>	06/04/2023
<b>Group number/name:</b>	K11G1

### Declaration

We declare that this assignment is our group's own work and does not involve plagiarism or collusion. We also declare that the material contained in this assignment has not previously been submitted for assessment in any other formal course of study. Furthermore we declare that (place a cross in each box):

we did not cut-and-paste information from others without appropriate use of quotation marks and direct reference to their work;

we did not re-word the ideas of others without proper and clear acknowledgement;

we did not write ideas or suggestions that originated from other students and claim these as our own;

we did not include words from other students' work unless this was explicitly permitted in the description of this assignment.

we have not made any other violations of the University's Plagiarism and Collusion policy (see next page).

### We understand that any violation of the above will result in a possible:



ZERO mark for this assignment, and/or

ZERO mark for the subject, and

our names will be recorded on the DIS Plagiarism database and will be forwarded to the Faculty of Science to be recorded on the Faculty's Plagiarism Database. This could lead to termination of our places at this university.

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	ID	Full name	Signature	Date	Contribution (total must sum to 100%)
1	1293928	Yiwen Zhang	yiwen Zhang	31/03/2023	25%
2	1230861	Getan Liu	Getan Liu	31/03/2023	25%

3	1280315	Liang Cao		31/03/2023	25%
4	1292557	Yuhang Yue		31/03/2023	25%

Note: For electronic submissions the signatures may be typed. Also, unless otherwise indicated, it will be assumed that all group members made an equal contribution to the overall effort. If a dispute arises, the matter should be reported to the lecturer-in-charge for consideration.

## Meaning of terms

### PLAGIARISM

Plagiarism is the presentation by a student of an assignment which has in fact been copied in whole or in part from another student's work, or from any other source (e.g. published books, periodicals, or the web) without due acknowledgement in the text.

### COLLUSION

Collusion is the presentation by a student of an assignment that is claimed to be his or her own work, but is in fact the result in whole or in part of unauthorized collaboration with another person or persons.

For more information, please read the University's Plagiarism Policy at <http://academichonesty.unimelb.edu.au/policy.html>

### Process for plagiarism or collusion violation

A brief summary of this process is:

Lecturer will meet with the student and the Year Coordinator (or representative).

If agreement is reached that an offence has occurred, penalties are applied and the student's name is recorded in the Department's and/or Faculty's database.

If it is the second or later offence, the matter is handed to Faculty to deal with.

## Scope

This usability study aims to test the effectiveness, efficiency, safety, utility, learnability, and memorability of a tabletop game design and publishing website. The study will focus on user testing with specific scenarios and tasks to determine if users can register and log in, perform basic functions, find particular pages, set up coupons correctly, purchase games, add items to a wish list, and create their games.

The target users are game designers, hobbyists, and game publishers interested in designing and selling tabletop games. Potential users include those interested in game design, educators, entrepreneurs, and game clubs. The study will involve 20 remote participants and five moderated participants, who will be screened through a questionnaire to ensure they meet the requirements and are interested in tabletop games. Users under 18 and those commercially related to tabletop games will be excluded.

The study will include both moderated and unmoderated components. In the moderated component, Loop11, a user experience platform, will be used to assist participants in testing the website. Participants will sign up and log in, read the testing instructions carefully, and provide feedback on the difficulty level of the tasks and their expectations and suggestions. The data collected will be analyzed to evaluate the user experience and improve the website's usability.

The unmoderated component will involve remote participants who will be given a link to the website to complete the tasks independently. This method will save researchers time and quickly collect data, but it may not provide as in-depth information as the moderated component. Overall, this study will provide insights into the usability of the tabletop game design and publishing website and help identify areas for improvement to enhance the user experience.

## Objectives

According to the definition of the six usability goals by Preece, Rogers, and Sharp (2015), testing this website aims to determine whether the product is effective, efficient, and usable while also being secure, easy to learn, and memorable. The objectives of this study are: Can users register and log in to the website without encountering any problems? Can users complete tasks like publishing games and adding coupons with almost no errors? Can users find the pages they want to browse in a short time? Is the website's operation easy to remember for users?

We have developed six testing scenarios corresponding to the usability goals to provide a more intuitive explanation of the above objects.

1. **Effectiveness:** In task 1, can users successfully register and log in to the website and perform basic functions such as changing avatars, Updating personal information, and browsing web pages?
2. **Efficiency:** In task 5, we have a testing scenario where users must find a specific page. Can users find a certain page through the complex navigation bar quickly? Can the user efficiently obtain helpful information by browsing this interface?
3. **Safety:** In task 3, can users correctly set up coupons and receive feedback to avoid errors and financial losses?
4. **Utility:** In task 6, we have created a scenario where a user wants to purchase a game they are interested in. Can the user buy the desired game through the website?
5. **Learnability:** In task 4, is it easy for users to learn how to add desired items to their wish list? Is managing the wish list easy to understand?
6. **Memorability:** In task 2, We created a testing scenario where users try to make their own game. First-time users may need help finding the correct path.

Therefore, we collected this information to determine if users can complete the instructions and if the path is easy to remember. Can users find their own created games and modify the game descriptions?

## ***Project Team***

Each person in the group has a different personality, so assigning different tasks and using the relevant skills and interests for the project is appropriate. The group will have four roles: Project manager, User experience specialist, Quality assurance tester, and Content specialist.

The detailed team roles are as follows:



**Project Manager**  
**Yiwen Zhang**

Yiwen Zhang has strong communication and leadership skills and is suitable for coordinating interpersonal relationships within the group. She also has strong time and project management skills to plan tasks and time well and meet goals and deadlines.



**Content Specialist**  
**Getan Liu**

Getan Liu has rich experience in creating and managing product content. At the same time, Getan Liu can also contribute to areas such as copywriting and content strategy.



**Quality Assurance Tester**  
**Liang Cao**

Liang Cao has some review experience and enough project experience to provide enough guidance and improvement suggestions for the project. At the same time, Liang Cao has enough patience and care to ensure the quality of the project and reduce mistakes.



**User Experience Specialist**  
**Yuhang Yue**

Yuhang Yue has extensive customer service experience in the IT industry and is highly skilled in effective communication with customers. He has a strong interest in user experience and is confident in his ability to contribute to this field.

## ***Users and Recruitment***

### **Target users**

- Game designers who are prepared to design, publish and sell their own tabletop games.
- Hobbyists who are interested in designing and publishing their own tabletop games.
- Game publishers who are prepared to create games and prototypes and sell them.

### **Potential users**

- Users who are interested in tabletop games and want to design or learn more about game design.
- Educators who want to use games as a teaching tool in the classroom.
- Entrepreneurs who try to start a company with tabletop games.
- Game clubs that want to design their own games for communities.

### **Participants**

As Alroobaea and Mayhew (2019) said, 5 participants for most usability tests are enough, while 15 users are optimal for medium to large projects to prevent errors. According to Nielsen's (2012) research, 20 users are best used for quantitative analysis. Therefore, to count the data from the user test, 20 users will participate in remote study, and five will participate in the moderated study.

User testing should include actual users who are using and researching the product or potential users with the exact needs and background who may become users (Moran, 2019). The user testing community consists mainly of users who are potentially interested in tabletop games and may include some experts, such as game designers, to ensure that usability can be tested from different perspectives.

User testing does not include people who are not interested in tabletop games and people who are commercially related to tabletop games. Non-potential users may affect the accuracy of the test, and those who are commercially related may be required to pay a fee. People who are under 18 are also excluded as the website policy requires.

### **Recruitment**

Questionnaire (Appendix A) will be generated to screen users who volunteer to participate in the survey, and the questions in the survey will help screen users who can participate in the test. SurveyMonkey will be used to design a survey with a web link to share with social media, such as Facebook, Twitter, and YouTube. Some personal networks that meet the requirements may be included in the test by filling in the questionnaire.

### **Consent**

The consent form (Appendix B) and plain language statement (Appendix C) will be signed by the users who are involved in optimal workshop and moderated study. A copy will be collected after signing.

### **Test Format**

We plan to conduct a user experience study using Loop11, a data collection and testing platform. The study will involve moderated testing, where we will identify and recruit participants, organize the test, provide a testing environment, perform the test, and collect and analyze data. The results will then be used to evaluate the user experience.

For unmoderated testing, we will use Optimal Workshop, an online research tool for user experience testing. Our focus will be on card sorting and tree testing. Card sorting is a user research method that helps understand how participants organize information on a website. Participants will divide cards into custom groups to provide insight into website structure perception and expectations. Tree testing is a UI-free method that evaluates website or application effectiveness. Participants identify the correct task path in a website/application tree structure. Tree testing is an effective and efficient method that saves time and produces easily-analyzed results.

We will use Loop11 for usability testing of user registration, login, game publishing, and coupon adding. We will use Optimal Workshop's Treejack tool to evaluate navigability and efficiency. Card Sorting will evaluate users' ability to remember website operations.

### **Outline of our online in-person testing (Optimal workshop):**

1. Define testing goals for the scope and number of tasks.
2. Design clear and structured testing tasks and structures, and prepare cards with all necessary information.
3. Recruit suitable participants via Optimal Workshop or social media, and determine the required number.
4. Prepare testing environment, including software, hardware, and network.




### **Participants will be asked to (Loop11):**

1. Sign up and log in to the testing platform.
2. Read the testing instructions carefully before browsing the website.
3. Provide feedback on the difficulty level of the test task, expectations, and suggestions.
4. Complete a questionnaire after the testing for more detailed feedback.

### **Participants will be asked to (Treejack / Card sorting):**

1. Click through a tree structure (Treejack) and/or group and categorize website content (Card Sorting) to locate specific information or pages.
2. Provide feedback on task difficulty, expectations, and suggestions.
3. Complete a questionnaire for more detailed feedback.
4. Follow testing instructions carefully and provide thoughtful and detailed feedback for accurate and reliable results.

## Task Scenarios

Task	Page	Test scenario	Notes
<i>Example 1. Find events</i> 	Homepage – events pane	Your local library is running a workshop on how to set up an Apple Watch for an older person. Can you find out when and where this workshop will be held, and whether you need to book a place?	E.g. When it will be held, where. Can they book in for an event?
1. Sign in (Loop 11)	Homepage - Not signed in - sign in	You are very interested in table games and have <del>accidentally</del> found this game site and want to browse it. Register an account and modify personal information.	E.g. Where is the page for registration and login? Can you successfully upload a profile picture on this website?
2. Make a game (Loop 11)	Homepage - Make - My Creations – Games - Make components	You want to create your own game. Can you use this site to create a new  game for yourself? After creating your own game, can you buy components for your  game? What should you do?	E.g. Can they successfully create their own game and add a description on this website? Can they customize the components they want, add them to the shopping cart, and successfully purchase them on this website?
3. Invite others to join your game (Loop 11)	Homepage - Make - Coupons - Add a coupon	Now you have successfully created your own game. <del>Can you invite others to join your game? How should you do it?</del>	E.g. Can they set the coupons accurately on this website?



4. Use Wishlist (Loop11 & Treejack)	Homepage – Shop – goods information page - Your lists – Shopping cart	You're shopping, and you find something you don't want to buy right now but are interested in, so you need a wish list. Can you add items you are interested into your wish list? Is your wish list easy to manage, and can you quickly find the items you want in your wish list?	<i>E.g.</i> Can you add items from your cart to your wish list? Can you easily find the product you want to buy right now from the wish list?
5. Use News (Card Sorting)	Homepage – News	You're interested in news about some board games. Can you browse the news easily? Are there any categories for the news?	<i>E.g.</i> Can you find the news you are interested in easily? Is the interface for browsing news good?
6. Buy game (Loop11 & Treejack)	Homepage - Shop - Games information page - Shopping cart	After browsing the website thoroughly, you are interested in several games. Can you easily find and purchase the games you want through the website?	<i>E.g.</i> Can you successfully purchase the games you are interested in?

Overall, our six predefined tasks cover tasks in different representative scenarios, including new user registration and usage, user game creation or purchase, and the requirement for users to use features such as wishlists and browsing news. Each scenario provides detailed instructions while also allowing for user autonomy in experiencing the website. Loop11 is used for usability testing of registration, login, game publishing, and coupon adding. Optimal Workshop's Treejack will assess navigability and efficiency. Card Sorting will evaluate users' ability to remember website operations.

**Key dates and milestones for the project**

Start date	End date	Activity	Time est.	Task Owner	Risks	Input	% complete
<b>1. Project management</b>							
28/03/2023	29/03/2023	1.1 Ethics report	5 h	All team members	Insufficient information may cause the file to fail.		100%
28/03/2023	06/04/2023	1.2 Proof-read and submit evaluation plan	9 days	All team members			100%
06/04/2023	23/05/2023	1.3 Proof-read and submit evaluation report	47 days	All team members		1.2	10%
12/05/2023	17/05/2023	1.4 Write video script	8 h	All team members			0
17/05/2023	22/05/2023	1.5 Record video	5 days	All team members		1.4	0
22/05/2023	23/05/2023	1.6 Submit video	1 day	Yuhang Yue		1.5	0
28/03/2023	23/05/2023	1.7 Project meetings	15 days	All team members	Lack of active participation by members may result in missing information. - Attend meetings on time.		10%
<b>2. Plan research</b>							
28/03/2023	06/04/2023	2.1 Define the objectives	10 h	Getan Liu			100%
28/03/2023	06/04/2023	2.2 Identify project team	5 h	All team members			100%
28/03/2023	06/04/2023	2.3 Define the target users and recruit participants	10 days	All team members			100%
28/03/2023	10/04/2023	2.4 Identify test format	5 days	All team members	Incorrectly defined test methods may yield inaccurate test results.		80%

28/03/2023	10/04/2023	2.5 Identify test Scenarios for testing	5 days	All team members		2.4	80%
06/04/2023	23/05/2023	2.6 Schedule the meetings	13 days	Yiwen Zhang		2.5	0
<b>Conduct research</b>							
10/04/2023	11/04/2023	3.1 Group participants to tests	1 day	Liang Cao			0
11/04/2023	16/04/2023	3.2 Collect data from moderated testing	5 days	All team members		3.1	0
11/04/2023	21/04/2023	3.3 Collect data from remote study	10 days	All team members		3.1	0
21/04/2023	23/04/2023	3.4 Organize and classify data	2 days	All team members		3.2 & 3.3	0
<b>Analyse findings and develop recommendations</b>							
23/04/2023	25/04/2023	4.1 Organize and review and give statistical analysis of the collected data	2 days	All team members	Improperly organized data may lead to finding errors.		0
25/04/2023	27/04/2023	4.2 Identify key findings	2 days	All team members		4.1	0
27/04/2023	30/04/2023	4.3 Categorize findings	3 days	All team members		4.2	0
30/04/2023	07/05/2023	4.4 Develop recommendations based on findings	7 days	All team members		4.3	0
07/05/2023	11/05/2023	4.5 Prioritize recommendations and report it	4 days	All team members		4.4	0

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## ***References***

Alroobaea, R., & Mayhew, P. J. (2014). How many participants are really enough for usability studies? 2014 Science and Information Conference.

<https://doi.org/10.1109/sai.2014.6918171>

Moran, K. (2019, December 1). Usability testing 101. Nielsen Norman Group. Retrieved April 2, 2023, from <https://www.nngroup.com/articles/usability-testing-101/>

Nielsen, J. (2012, June 3). How many test users in a usability study? Nielsen Norman Group. Retrieved April 2, 2023, from <https://www.nngroup.com/articles/how-many-test-users/>

Preece, J., Sharp, H., & Rogers, Y. (2015). Interaction design: beyond human-computer interaction. John Wiley & Sons.

## **Play with tabletop games design website!**

Thanks for filling out the questionnaire, I would like to invite users to participate in the tabletop games web review, please leave your email if you are interested.

1. Are you interested in tabletop games?

☐ Yes

☐ No

2. How old are you?

☐ Under 18

☐ 18-24

☐ 25-34

☐ 35-44

☐ 45-54

☐ 55-64

☐ 65+

3. How often do you play tabletop games?

- 
- ☐ Every day
  - ☐ Every week
  - ☐ Every month
  - ☐ Other

4. Have you ever designed a tabletop game before?

- ☐ Yes
- ☐ No

5. Are you interested in game design software?

- ☐ Yes
- ☐ No

6. Are you interested in designing and publishing your own tabletop game?

- ☐ Yes
- ☐ No

7. Have you ever used <https://www.thegamecrafter.com/> before?

- ☐ Yes
- ☐ No

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8. Do you like help with improved on  
<https://www.thegamecrafter.com/?>

☐ Yes

☐ No

9. If you are interested in testing with the website  
please leave an email

Submit

Powered by



SurveyMonkey®

See how easy it is to [create a survey](#).

[Privacy & Cookie Notice](#)

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## Appendix B - Consent Form

School of Computing and Information Systems  
Faculty of Engineering and I.T.



**Project: INFO90004 Evaluation Project**

**Responsible Researcher:** Dr Melissa Rogerson [melissa.rogerson@unimelb.edu.au](mailto:melissa.rogerson@unimelb.edu.au)

**Additional Researchers:** Dr Johanne Trippas [johanne.trippas@unimelb.edu.au](mailto:johanne.trippas@unimelb.edu.au)

*[tutor names to be added by responsible researcher]*

**Student Researchers:** Yiwen Zhang, Yuhang Yue, Liang Cao, Getan Liu

**Student Researcher contact:** yuhyue@student.unimelb.edu.au

**Name of Participant:** \_\_\_\_\_

1. I consent to participate in this project, the details of which have been explained to me, and I have been provided with a written plain language statement to keep.
2. I understand that the purpose of this research is to evaluate a website for the purposes of completing a graduate coursework subject at The University of Melbourne.
3. I understand that my participation in this project is for research purposes only.
4. I acknowledge that the possible effects of participating in this research project have been explained to my satisfaction.
5. In this project I will be required to complete a number of tasks on a specified website.
6. I understand that my interview will be audio and/or video-recorded and that short segments of this may be used in a video summary to illustrate key issues with the website and/or things that it does well.
7. I understand that my participation is voluntary and that I am free to withdraw from this project anytime without explanation or prejudice and to withdraw any unprocessed data that I have provided.
8. I have been informed that the confidentiality of the information I provide will be safeguarded subject to any legal requirements; my data will be password protected and accessible only by the named researchers.
9. I understand that given the small number of participants involved in the study, it may not be possible to guarantee my anonymity.
10. I understand that after I sign and return this consent form, it will be retained by the student researchers.



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**Participant Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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## Appendix C - Plain Language Statement

*School of Computing and Information Systems  
Faculty of Engineering and I.T.*



### ***Project: INFO90004 Evaluation Project***

**Responsible Researcher:** Dr Melissa Rogerson [melissa.rogerson@unimelb.edu.au](mailto:melissa.rogerson@unimelb.edu.au)

**Additional Researchers:** Dr Johanne Trippas [johanne.trippas@unimelb.edu.au](mailto:johanne.trippas@unimelb.edu.au)

*[tutor names to be added by responsible researcher]*

**Student Researchers:** Yiwen Zhang, Yuhang Yue, Liang Cao, Getan Liu

**Student Researcher contact:** yuhyue@student.unimelb.edu.au

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#### Introduction

Thank you for your interest in participating in this research project. The following few pages will provide you with further information about the project, so that you can decide if you would like to take part in this research.

Please take the time to read this information carefully. You may ask questions about anything you don't understand or want to know more about.

Your participation is voluntary. If you don't wish to take part, you don't have to. If you begin participating, you can also stop at any time.

#### What is this research about?

In this student project, groups of graduate students will conduct an evaluation of the usability and user experience of a public website. The aim of the project is to understand how easy or difficult the website is to use, to identify where and why any difficulties occur, and to make recommendations about how to fix those issues.

#### What will I be asked to do?

Should you agree to participate, you will be asked to do one or both of the following:

- Complete an online survey using special software designed for this kind of evaluation. Your responses to questions will be collected automatically by the software and your identity will not be revealed to researchers. The survey takes about 10-15 minutes to complete.
- Participate in an online interview with a student researcher where you are asked to share your computer screen and complete specific tasks on a particular website. The student researcher will ask you questions about your use of the website. The online interview will take about 30-60 minutes and will be recorded for analysis. Short segments of the interview may be used in a video summary to illustrate key issues with the website and/or things it does well.

#### What are the possible benefits?

Your participation in this study helps us to train our students in how to conduct and analyse a study to evaluate the user experience and usability of a website. Although there are no direct benefits to you or to the site that is studied, your participation helps us to build a group of

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graduates who can work constructively and efficiently to make websites, computer systems, apps and other products easier and more efficient to use.

What are the possible risks?

We have not identified any risks to participants as part of this study.

Do I have to take part?

No. Participation is completely voluntary. You are able to withdraw at any time.

Because we cannot identify individual participants, we cannot remove your data after you submit the online survey. If you wish to withdraw from the interview study, please contact the student researchers and ask them to delete your data.

Will I hear about the results of this project?

If you wish to read the report from the project, please contact the student researchers directly.

What will happen to information about me?

Student researchers will store your data on a password-protected computer system. It will be deleted after the research project ends when the students complete their studies.

You will be referred to by a pseudonym in reporting the research.

Where can I get further information?

If you would like more information about this project, please contact the student researchers [\[provide student researcher contact information here again\]](#); or the Lecturer in charge of the subject, Dr Melissa Rogerson, at [melissa.rogerson@unimelb.edu.au](mailto:melissa.rogerson@unimelb.edu.au).

Who can I contact if I have any concerns about the project?

This project has human research ethics approval from The University of Melbourne (Approval 20182). If you have any concerns or complaints about the conduct of this research project, which you do not wish to discuss with the research team, you should contact the Research Integrity Administrator, Office of Research Ethics and Integrity, University of Melbourne, VIC 3010. Tel: +61 8344 1376 or Email: [research-integrity@unimelb.edu.au](mailto:research-integrity@unimelb.edu.au). All complaints will be treated confidentially. In any correspondence please provide the name of the research team and/or the name or ethics ID number of the research project.

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### **Appendix D – Group contract**

Subject:	INFO90004 Evaluating the User Experience
Date:	04/04/2023
Group name/ identifier	K11G1
Group members:	Yiwen Zhang 1293928 Yuhang Yue 1292557 Getan Liu 1230861 Liang Cao 1280315
Agreed time commitment	10 hours per week, Weeks 5 to 12
Meeting time/s	Once a week/ every Monday per weeks
How will you keep in touch with one another?	We use WeChat for daily communication, zoom for discussion and task assignment during meetings, and Google Drive for sharing research findings.
Where will you store shared files?	Google drive

### **Group goals**

- Members of the team actively participate in the research process and actively contribute their own ideas and results.
- Encourage constructive suggestions and actively maintain a learning environment within the team.
- Throughout this research, we pay close attention to the two user research platforms Loop11 and Optimal Workshop, as well as the user evaluation tools involved.

### **Deadlines, Roles and Responsibilities**

Eg Project outline, research notes, first draft of report, proofreading, collating, final editing, etc.

Tasks	Who is responsible	Deadline
Participate in team paper writing, revision and review. Lead the direction of user research projects and monitor project progress. Define project objectives and scope, become familiar with the interview process, recruit participants and assist in completing interviews.	Yiwen Zhang	20/05/2023
Participate in team paper writing, revision and review. Analyze the sites evaluated on behalf of the generation, become familiar with user research tools, and develop relevant. Participate in the preparation and production of presentations, design the content of interviews, and assist participants in completing tests.	Liang Cao	20/05/2023
Participate in team paper writing, revision and review.	Getan Liu	20/05/2023

Analyze the sites evaluated on behalf of the generation, become familiar with user research tools, and develop relevant. Assist in the conduct of interviews, analyze participants' test results, and analyze and record interview details throughout.		
Participate in team paper writing, revision and review. Familiar with both Loop11 and Optimal user research platforms and the tools involved in using them to analyze user test results. Write related appendix documents and editing work for related videos.	Yuhang Yue	20/05/2023

### ***Appendix E - Minutes of meetings***

Subject:	INFO90004 Evaluating the User Experience
Group name/ identifier	K11G1
Meeting Location, Date & Time	Melbourne Connect Level 2
Group members present	Yiwen Zhang 1293928 Yuhang Yue 1292557 Getan Liu 1230861 Liang Cao 1280315
Apologies	

### **Actions from previous meetings**

<b>Task</b>	<b>Who is responsible</b>	<b>Deadline</b>
Pre-familiarize with Loop11 and optimal workshop, the two user research platforms, and the requirements for this research.	Yiwen Zhang	29/03/2023
Define project scope and objectives. Pre-familiar with the project details and how to use of the user research platforms.	Getan Liu	29/03/2023
Understand the current pre-selected evaluation website, familiarize with the features included, list the advantages and disadvantages, and analyze the evaluation usability.	Liang Cao	29/03/2023
Familiarize with the tools in Loop11 and the Optimal workshop and select the appropriate tool for analyzing its usability based on the pre-selected evaluation site.	Yuhang Yue	29/03/2023

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## Items discussed and decisions made

The scope and objectives of this study were discussed at our meeting, and broad steps were developed. There was a division of task for the upcoming plan, and everyone needed to cooperate and communicate with each other. Because of the high relevance of each other's tasks.

- The difference between loop11 and optimal workshop
- The impact of moderated and unmoderated on user research
- Question design of the survey questionnaire
- Evaluation of website selection and functional usability analysis

## Agreed actions from this meeting

Task	Who is responsible	Deadline
<ul style="list-style-type: none"><li>● Define project scope, monitor project progress, and define project objectives.</li><li>● Complete pre-planning of timelines, familiarize yourself with how to recruit participants, how to evaluate, and develop questionnaires.</li><li>● Assist other members in clarifying the content of the study.</li></ul>	Yiwen Zhang	05/04/2023
<ul style="list-style-type: none"><li>● Develop tasks to design moderated and unmoderated testing processes and details based on pre-evaluation of the site and its usable functionality.</li><li>● Design user test content and user interview process in combination with pre-defined tasks and pre-evaluated websites.</li></ul>	Liang Cao	05/04/2023
<ul style="list-style-type: none"><li>● Develop tasks to design moderated and unmoderated testing processes and details based on pre-evaluation of the site and its usable functionality.</li><li>● Design user recruitment requirements, design user interview process, and plan result analysis steps.</li></ul>	Getan Liu	05/04/2023
<ul style="list-style-type: none"><li>● Try out the loop11 and optimal workshop tools and organize a discussion on how to define the selection of tools according to the pre-assessment site.</li><li>● Organize and fill out the materials required for appendix and familiarize with the user interview process.</li></ul>	Yuhang Yue	05/04/2023

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**Next meeting**

Location	Melbourne Connect level 2
Date & Time	07/04/2023
Goals	<ul style="list-style-type: none"><li>● Sorting out and review the plan</li><li>● Identify and solve current problems</li><li>● Review the evaluability of the developed tasks</li></ul>

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## ***Appendix F – Full test protocol***

### **One-on-one User Test Guide**

#### **Introduction**

1. Introduce yourself (facilitator)
  - I am a current student from the University of Melbourne with a Master's in IT and I can help you with the evaluation of the website and then would like to get your feedback and suggestions.
  - The following information will help them improve their website experience.
2. Explain what we are testing:
  - We are testing the proposed new designs and structure for the <https://www.thegamecrafter.com/> website.
3. Explain testing procedure:
  - There are a number of tasks that I would like you to complete
  - As you progress through the tasks, you may ask questions
  - As you proceed, please explain what you are doing out loud
  - Please let me know when a task has been completed
4. Explain purpose of this session:
  - We would like to hear your feedback regarding the content and features of this site
  - Testing the system itself, not your ability to use it
  - The website was not designed by me
5. Advise participant
  - We will also be recording your actions on the screen as well as a video of you through the webcam. I will take some notes so that I can concentrate on what you are doing.
  - Neither this research nor your comments will be shared with anyone not associated with this project in any way
  - Observer
  - It takes approximately 15 to 20 minutes
6. Any questions so far?



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## Participant profiles

Name:
Interview time:

7. On average, how often do you use the internet?

Daily	Weekly	Monthly	Never

8. How would you rate your expertise with using the internet?

Non user	Novice	Competent	Very experienced

9. Have you used the game crafter website before? YES / NO

10. How often?

Daily	Weekly	Monthly	Never	Several times/years

11. IF YES: What were you looking for/seeking to do on the website?

12. Did you find or do it? YES / NO

13. How easy was it to find?

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Easy	OK	Difficult

14. Do you use a smartphone to access the Internet?



YES / NO

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## Tasks

Users attempt each task and rate it 1 – impossible > 5 – easy

**Facilitator: Show image of website homepage on desktop / laptop, start recording with the software.**

Task 1:	User rating					
 <b>Sign in</b> Where is the page for registration and login? Can you successfully upload a profile picture  this website?	Participant #	1	2	3	4	5
	Rating 1-5					

Path:

Comments:

Task 2:	User rating					
<b>Make a game</b> Can you successfully create your own game and add a description on this website? Can you customize the components you want, add them to the shopping cart, and successfully purchase them on this website?	Participant #	1	2	3	4	5
	Rating 1-5					

Path:

Comments:

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Task 3	User rating					
<b><i>Invite others to join your game</i></b> Can you set the coupons accurately on this website?	Participant #	1	2	3	4	5
	Rating 1-5					

Path:

Comments:

Task 4	User rating					
<b><i>Use Wishlist</i></b> Can you add items from your cart to your wish list? Can you easily find the product you want to buy right now from the wish list?	Participant #	1	2	3	4	5
	Rating 1-5					

Path:

Comments:

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Task 5:	User rating					
<b><i>Use News</i></b> Can you find the news you are interested in easily? Is the interface for browsing news good?	Participant #	1	2	3	4	5
	Rating 1-5					

*Path:*

Comments:

Task 6	User rating					
<b><i>Buy game</i></b> Can you successfully purchase the games you are interested in?	Participant #	1	2	3	4	5
	Rating 1-5					

*Path:*

Comments:

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## General Questions

1. Please rate the website on the following scales.

	Strongly disagree	Moderately disagree	Neither disagree nor agree	Moderately agree	Strongly agree
"This website is one that I would like to use frequently."					
"As far as I am concerned, the website is unnecessarily complex."					
"My experience with the website was that it was very easy to use."					
"I believe I would require the assistance of a technical person in order to use this website."					
"This website had a good mix of functions that were well integrated."					
"This website seemed to contain too many inconsistencies."					
"The majority of users should be able to access this website within a short period of time."					
"The website was extremely difficult to navigate and use."					
"Overall, I had a very positive experience using the website."					
"There were a number of things I had to learn before I could get started with this website."					

2. What are the three most interesting or important aspects of the homepage to you?

Feature	Ranking
Other, please specify:	

3. Any other comments?