



Group Declaration of Academic Honesty

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INFO90004 Evaluating the User Experience

Assignment Title:

Assignment 2 - Usability test plan, report, and video
presentation

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Submitted Date/Time:

06/04/2023

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Exclusive summary

This report is a usability test evaluation of The Game Crafter website. Three testing methods were used in the evaluation: Card sorting, Tree jack and Loop 11, through which the site was tested for effectiveness, memorability, efficiency, learnability, security and usefulness. A total of 45 groups of effective data were obtained by the three methods. Six key findings and suggestions were made by mining these data in multiple dimensions. First, the site lacks user guidance and support, making it difficult for new users to navigate and complete tasks. It is recommended to provide clear introductory tutorials and contextual help to improve the user experience. Second, there are problems with website navigation. The lack of a back button makes it difficult to go back to the previous page. Navigation menus are too complex, confusing users and making it difficult to find what they are looking for. It is recommended to add a clear and easily accessible back button to all pages, simplify navigation menus, and organize navigation tabs in a logical and user-friendly manner. Third, responsive design provides effective feedback to users, but a lack of guidance to new users can lead to confusion. It is recommended to provide clear feedback and automatic cropping during image uploads, improve tracking of upload progress, and provide clear instructions to optimize the task of purchasing components. Furthermore, the site lacks adequate feedback and guidance, making it difficult for users to confirm the success of the operation. To solve this problem, it is necessary to provide clear error messages, identify the problem, and provide appropriate guidance. In addition, the news page needs clear external link prompts to inform the user of the destination of the link and improve the user experience. Then, the site's layout was inconsistent, especially in the navigation and news sections, causing confusion for users. To improve the user experience, it is recommended to add a "back to Top" button to standardize the layout and format of the page. Finally, the site has ethical and security issues, and the sharing of users' private data is unclear. Mechanisms for user review and consent should be provided to ensure ethical compliance. Through these key findings and related recommendations for improvement, it is hoped that the usability and user experience of "the Game Crafter" will be improved.

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Video link

<https://youtu.be/v4oY5FNzC1I>

Introduction

In this project, our team aimed to evaluate The game crafter website through usability testing. On this site, users can purchase board games, create and publish their own games, and view the latest information about the games. The scope of the testing was based on six usability goals, including effective, memorable, efficient, easy to learn, safe, and useful. Three different testing tools were used to test all aspects of the site's usability: Cardsorting, Treejack, and Loop 11. After pre-testing by team members in groups, participants were selected for formal testing that better met the target tasks. The details of the tested participants were covered in the Participant section. Since the team was an online group, the test was mainly sent to participants as a link through online software such as WeChat between April 20 and May 3. The test team collected 45 valid data from participants (20 card sorting, 20 tree jacks, and 5 loop 11). By observing the actual performance of the participants in completing the pre-defined tasks and analyzing the test data, the team concluded several more obvious deficiencies and shortcomings for the usability of the website, and provided relevant suggestions for the website to improve after discussion.

Method

In the evaluation of 'The Game Crafter', three methods were used. They are the moderated method loop11 and the unmoderated method: tree jack and card sorting. The unmoderated method is through the optimal workshop. All tests were given ethical approval by participants prior to the test, which can be seen in the appendix B.

Loop 11 is a web-based user experience testing tool that evaluates and optimizes the user interface and interaction design of a web page. It provides a range of capabilities, including creating user test tasks, recording user test processes, allowing participants and moderator to communicate in real time, collecting and analysing user feedback data, generating reports and visualizing results.

Six tasks were created for this purpose, which cover the main functions of the web page. Five participants were invited to test the function of the web page by completing these six tasks. Before that, in order to ensure the feasibility of our task and the accuracy of loop11 feedback data, three participants were invited to conduct a pilot test. Feedback from the pilot test is used to refine and modify the task and loop 11 judgment conditions. After the test, the statistics provided by loop11, including the success rate, the time of use, the participant's path, the recorded video and the notes of the three note-takers were analyzed, and a large number of web design problems that troubled users were found.

'Tree Jack' is an information architecture testing tool, which is mainly used to evaluate and optimize the navigation and information structure of web pages. Its main purpose is to verify that navigation tabs and links on web pages can help users accurately find the information they need.

To do this, two tasks are created. Participants were asked to find the required page in the navigation TAB of the site by using multiple-choice questions without visiting the page. In addition, user feedback and suggestions were used to investigate the ease of navigation. Five participants were selected for the pilot test, and 20 participants were later selected for the formal test. Get more comprehensive user feedback on the web structure and web navigation tabs.

Card sorting aims mainly at assessing and optimizing the structure of information on a web page and how information is sorted. Its primary purpose was to understand how users organize and categorize information, and to design more effective web structures based on how users perceive and understand information.

But in this test, the main purpose is to know whether users and web pages have the same classification of information, that is, whether the web page classification conforms to the majority of users' ideas. In this process, participants are asked to classify the tags extracted from the "news" interface of the web page, collect their cognition of the organization and relevance of these tags, and compare with the classification of the web page, so as to obtain the information structure and classification of the web page. Ten participants were selected for pilot testing, and the quantity and quality of tags and categories were iteratively optimized to ensure that our testing time consumption and feedback were reasonable and effective. Then 20 participants took the formal test. By comparison, the information structure of webpage is obtained.

Participants

There are a total 45 participants who are included in the tests, five for the moderated Loop 11 test and 20 for each unmoderated test including tree jack and card sorting. In the test plan stage, a screening questionnaire posting at school and other game related social media are used to screen the participants and there are a total of 111 responses collected by sharing with the questionnaire the URL.

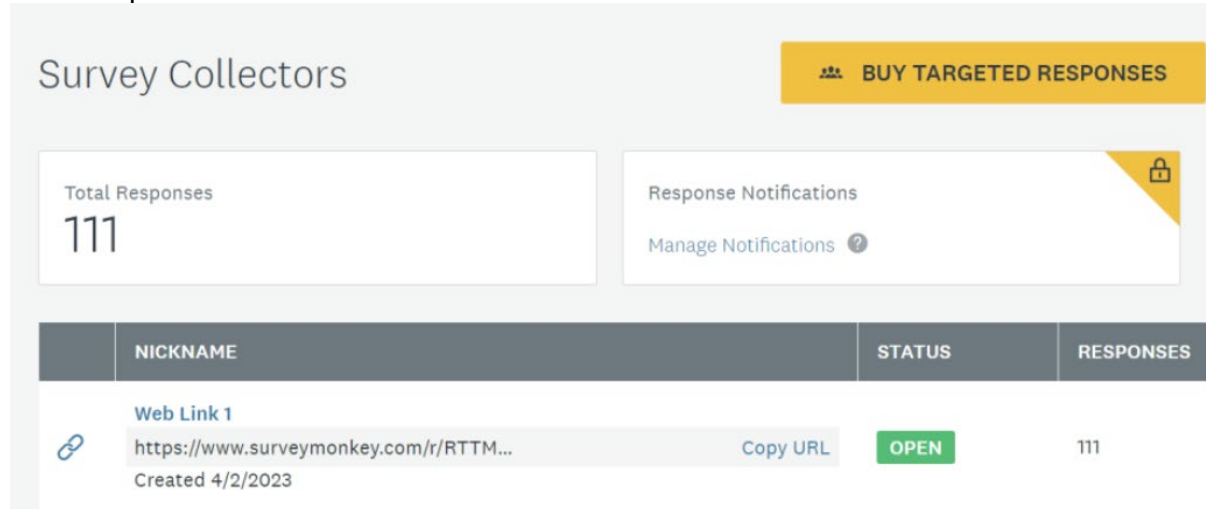


Figure 1: pre-study questionnaire

The people who were willing to take the test and leave their email addresses are contacted. After filtering with the basic information such as age, gender, how much they love the games and making games, and familiarity with website usage, 45 participants are filtered to do the tests. As it is planned, participants who are interested in tabletop games are made of varying levels of familiarity to gather a range of perspectives and insights. Different types of problems are found according to the strategy filtering the participants.

The following is the composition of participants for Loop 11:

Participant ID	Age group	Gender	Interest in tabletop games	Familiarity with Website Usage
1	18-24	Male	High	High
2	35-44	Male	High	Moderate
3	25-34	Female	High	High
4	18-24	Female	Moderate	Moderate
5	25-34	Male	High	Moderate

Table 1: The composition of participants for Loop 11

The composition of unmoderated tests for tree jack and card sorting are shown as below:

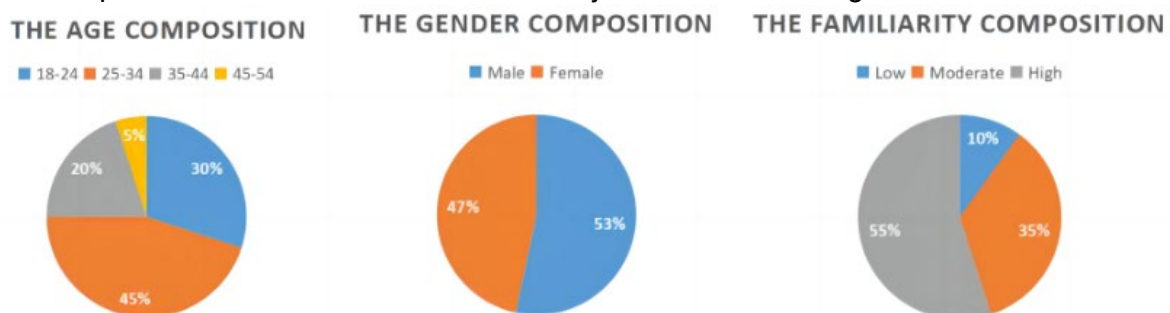


Figure 2: pre-study questionnaire screening results

Findings and recommendations

Finding 1 - No sufficient users' instructions and supports

Sufficient user instructions and support can help users to quickly understand and familiarize with the website's features, navigation and workflows. However, the website lacks guidance for new users, and the complex functions are not explained, making it difficult for users to complete the testing tasks within the limited time.

1.1 There is no clear tutorial for new users

There are a lot of functions when users visit the website without clear descriptions and instructions for each block. Although the main page has certain guidance for users on how to make games, buy games and sell games, these guidelines are not enough for users to complete all testing tasks because of the complex functions of web pages. Especially when users doing the task sharing the game with discount, 80% users found that is difficult to find the coupons which can be shown in Figure 1.1-1, where there are half testers struggling to find the coupons in the navigation bar abandoning the task and the other half trying to share in the game page failing to find the access to the coupons and sharing in a wrong way. According to the testers' performance and speaking, some of them lost patience after a long time searching 30 pages and others trying to do the task in their own ways. Finally, only one participant who has experience on some similar website succeeded, which shows the website is lacking instructions on some functions. Cornett's (2004) research shows that users can improve user experience when they are faced with clearer user guidance. Therefore, website design guidelines for new users can help users get familiar with the website faster.

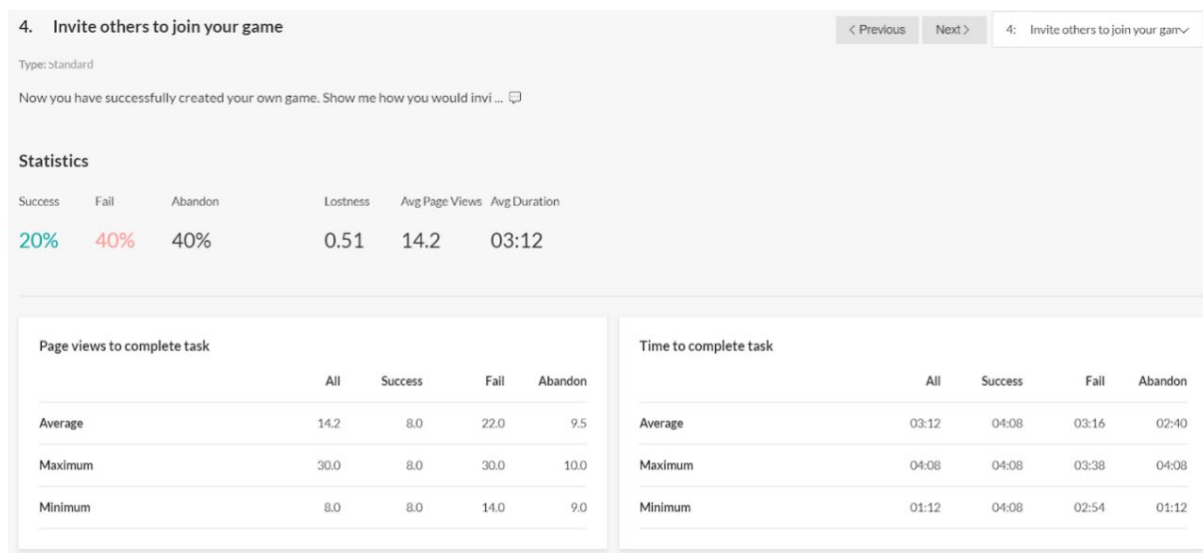


Figure 1.1-1: Loop 11 test result for inviting others

1.2 There is no contextual Help and explanations

When users are required to fill in some information, some tooltips on mouse hover and information Icons could help users quickly understand the information in the website. If a brief explanation or definition is added to the add components buttons, the website users would get more quickly to understand the features. According to the loop 11 test for the task to buy components, although the testers all passed the task to buy components, the average page views with 32.6 pages and the average success time with 8 minutes and 5 seconds were beyond expectation as shown in Figure 1.2-a. It was observed that participants took a long

time to check every category to find the specific components. According to Korhonen et al. (2010), contextuality has an important impact on the user experience. Recommendations are given to improve the contextual help of the website.

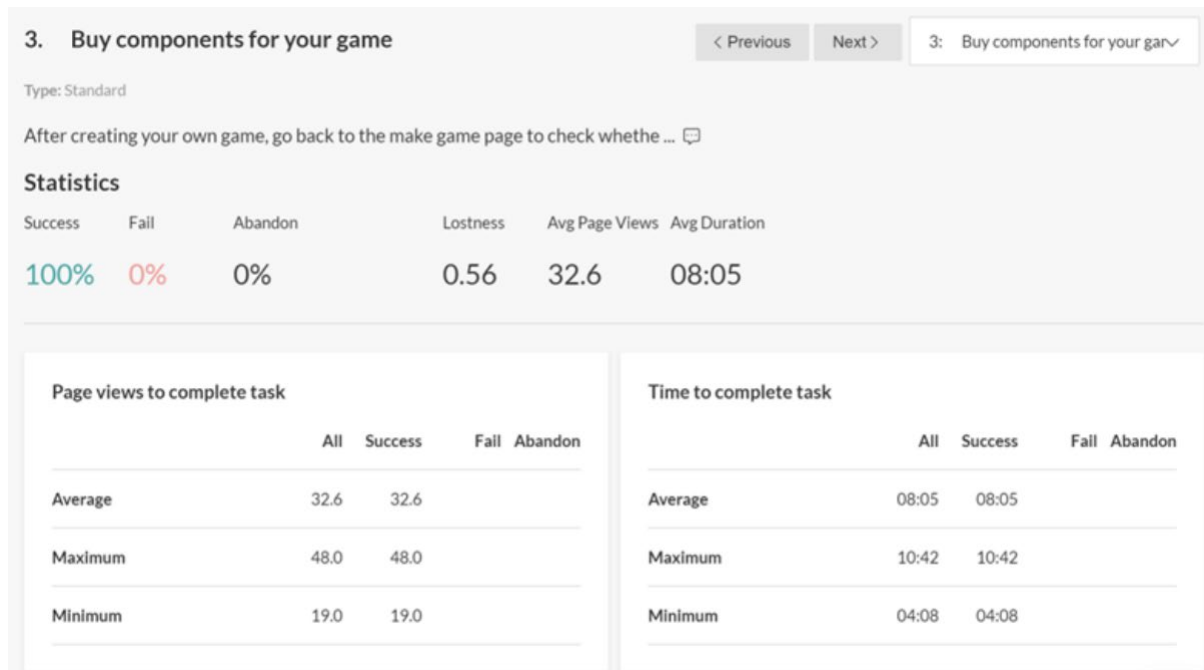


Figure 1.2-a: Loop 11 test result for buying components

According to dos Santos et al. (2011), mouse hover is one of the best suit navigation. If tooltips were added on the mouse hover as shown in Figure 1.2-b, it would be more clear for testers to identify the classifications, which might reduce the time and the viewing pages to complete the task.

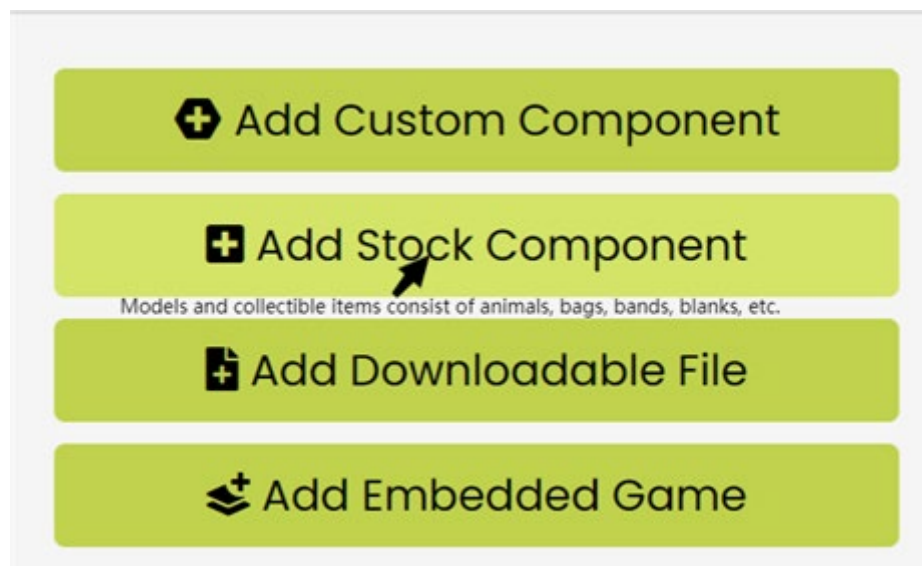


Figure 1.2-b: Example on tooltips on mouse hover of the components

There is also a lack of some descriptions with information Icons as shown in Figure 1.2-c. If an information Icon was added as shown like cool factor 1, it would be more understandable for users to fill in the blanks.

The screenshot shows a form for creating a game. On the left is a sidebar with navigation links: Overview, Vitals, Pricing, Marketing (highlighted in blue), Analytics, Safe Search, Professional Review, Shop Page, Shop Preferences, Taxonomy, Action Shots, and Related Games. The main form area contains several fields, each with a 'Required' warning icon (a triangle with an exclamation mark). The fields are: Short Description, Cool Factor 1, Cool Factor 2, Cool Factor 3, Web Site, and Advertisement. A tooltip is visible over the Short Description field, containing the text: 'A cool factor what is specific of your game to attract users purchase the game'. To the right of the Cool Factor fields, there are character count indicators: 'Characters Remaining: 60 / 60'.

Figure 1.2-c: Example of adding a information icon for “Short Description”

Finding 2 - Problems with page navigation

Web navigation plays an important role in web design. It is the main way for users to browse and navigate web content, which directly affects user experience and website usability. A well-designed web navigation can help users quickly find information and improve user satisfaction and retention. (Michaela, 2022) However, the navigation of the page was not very good and there were several problems. Users get lost in the web, unable to find the information they need.

2.1 Missing back button

The back button is an important part of the user's ability to navigate the web smoothly because users often end up on the wrong page. But the site does not provide a reasonable way to return to some pages. Especially on the 'news' screen. During loop11 testing, a participant mistakenly enters the 'news' screen, but cannot find a way back to the main screen. Finally, very helpless to give up the task way jump interface. He said in the test that if he wasn't testing the site he would have to shut it down. This fully reflects the site in the back button design. There is a big problem and it will cause a lot of user loss.



Figure 2.1-a: The news page missing back button

The suggestion is that all pages need to provide a clear back button and a back-to-home button. Give ICONS on the news page the same ability to return to the main screen as any other page. Ensure that users have a clear and easy way to return.

2.2 Complex Navigation tag use

As can be seen in the figure below, the site uses a complex multi-level menu. In each test, nearly a third of participants complained that the use of multilevel menus made it difficult for participants to find what they wanted on the page. Seriously affects the use of users. Long drop-down and multi-level menu lists in the navigation bar create a non-visualized browsing experience for users, which may make users feel lost and confused when doing the tasks. (Nielsen, 2012) A loop11 participant gave a description of the menu, saying that when he saw this complex structure of the menu, he had lost confidence in the web page to a large extent. Another participant opened the web page and said that the complex navigation structure was so annoying that she would simply switch to another website.

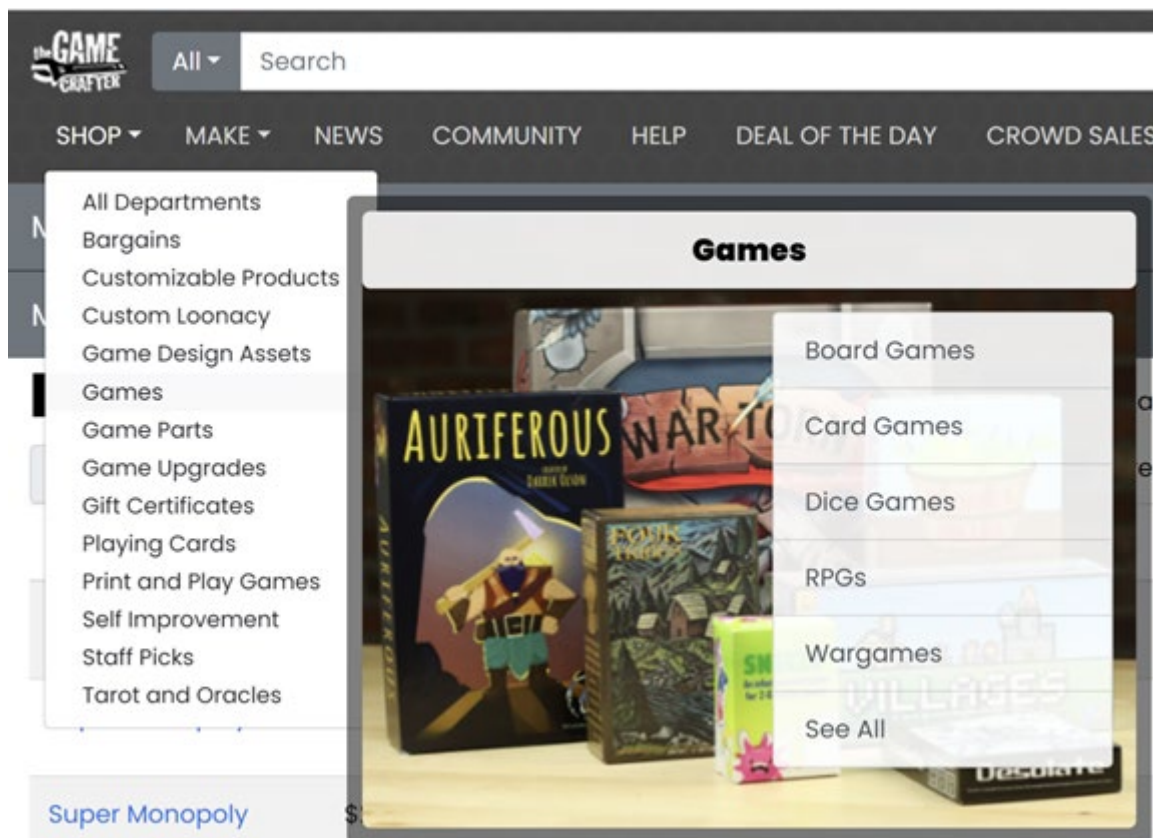


Figure 2.2-a: The complex navigation structure

Not only is the hierarchy complex, but the navigation tags are also quite numerous, making it impossible for users to find the page they want. In the loop 11 test, all five participants complained about the complex menu bar, which made it impossible for them to find any function, whether it was creating or sharing a game, the navigation tabs were two long lines long and there were many collapsed tabs. One of the participants was looking for a sharing game and chose to try it one menu at a time because he couldn't find it. But he found that there were too many menus to try and finally had to choose to give up. He said that the number of menus did not look like navigation at all and was not designed for the user's convenience but to show off how much functionality we have on our website.

As Kalbach (2008) presented, good navigation labels had a great influence on user experience, and there are some recommendations that could help to improve it. The drop-down menus list

labels may be classified more specifically to make it more readable as shown in Figure 2.2-b. Furthermore, adding icons to the navigation bar can enhance the user experience by enhancing visibility and recognition, enhancing user recognition rather than memory.

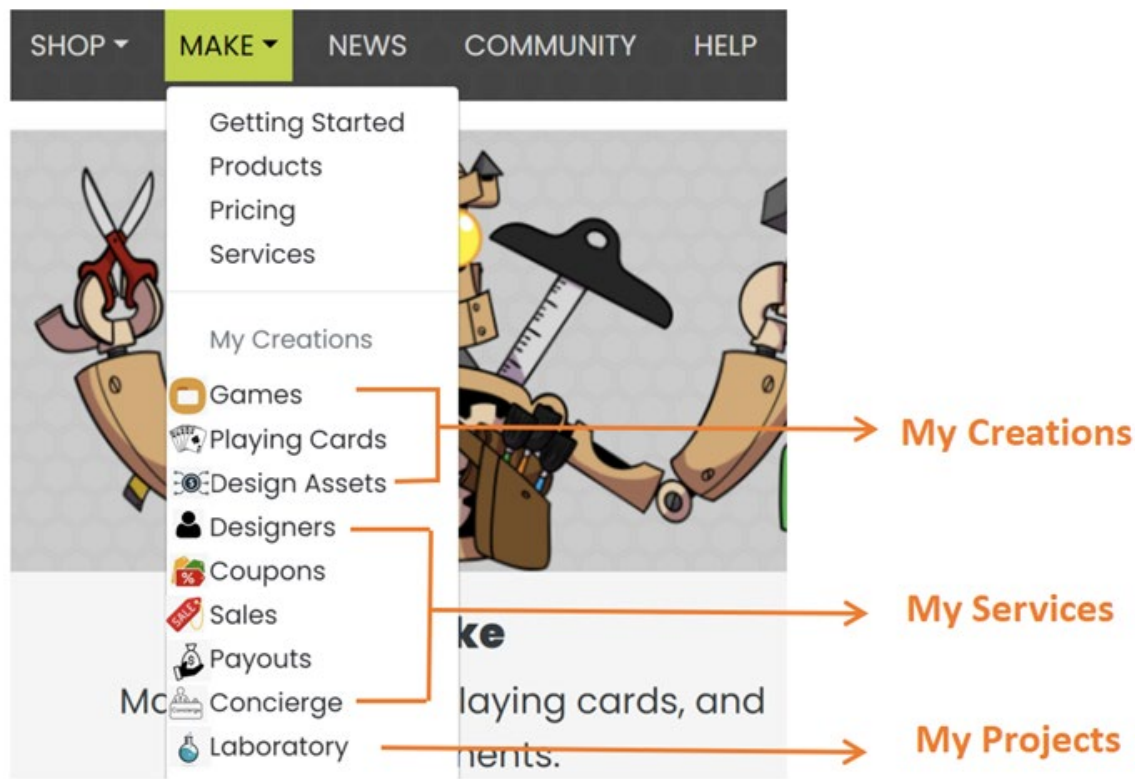


Figure 2.2-b: Example of classifying the menu labels and icons

2.3 Navigation tag confusion and disorder

Disorderly navigation tags on a website mean that the navigation tags are not arranged in a clear logical or organised order. The confusion of navigation tags, on the other hand, is a problem with the representation of the tags. As a result, users may not be able to understand exactly what each tag represents. They can both lead to users not finding the page they need. (Barnum, 2011)

The navigation tabs for purchasing games and components on this site are quite disorganised and confusing, and users may have to spend more time and go through multiple page jumps to navigate and find the game or component they need. Many of the game categories in the chart below are ones that many participants reported they could not understand. Examples include war games and RPGs.

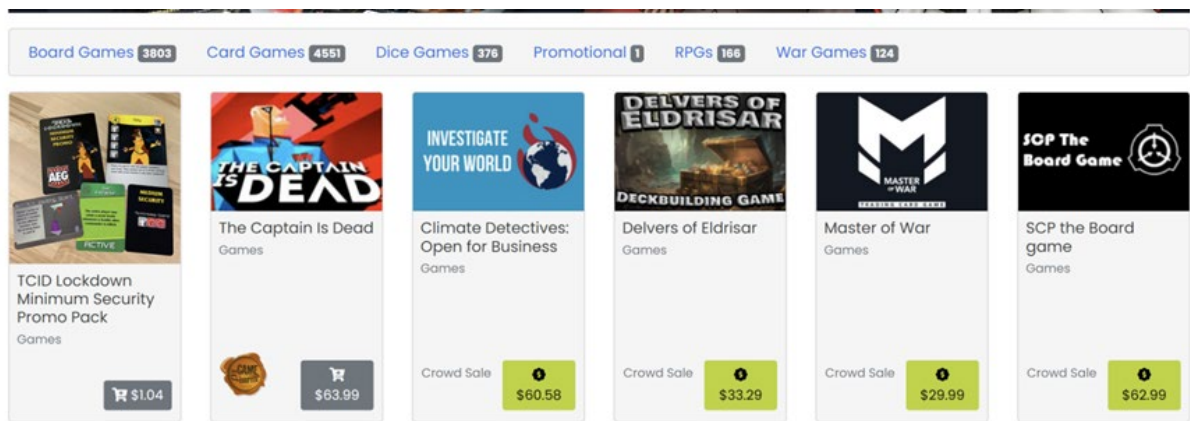


Figure 2.3-a: The navigation tabs for games

Despite the 80 percent success rate and the short time it took to buy the game in Loop 11 (less than a minute), all participants used search rather than navigation directly to find the game to be noticed because the task was given a clear name for the game.

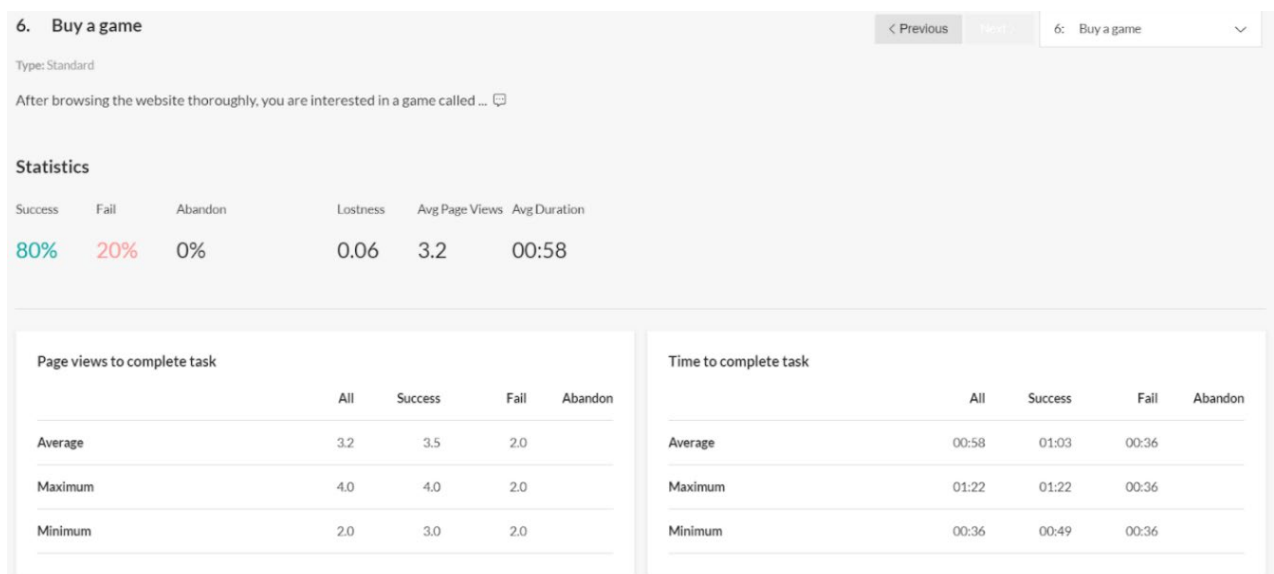


Figure 2.3-b: The Loop 11 test result for buying a game

The problem of navigation was even more evident in the tree jack as shown in Figure 2.3-c. 50% of the participants were unable to find the game in the navigation category. Most of the testers who succeeded in the task were indirect successes. This is a good example of confusing navigation in purchasing games. The tree jack results show that website users find it difficult to locate the games without searching for them.

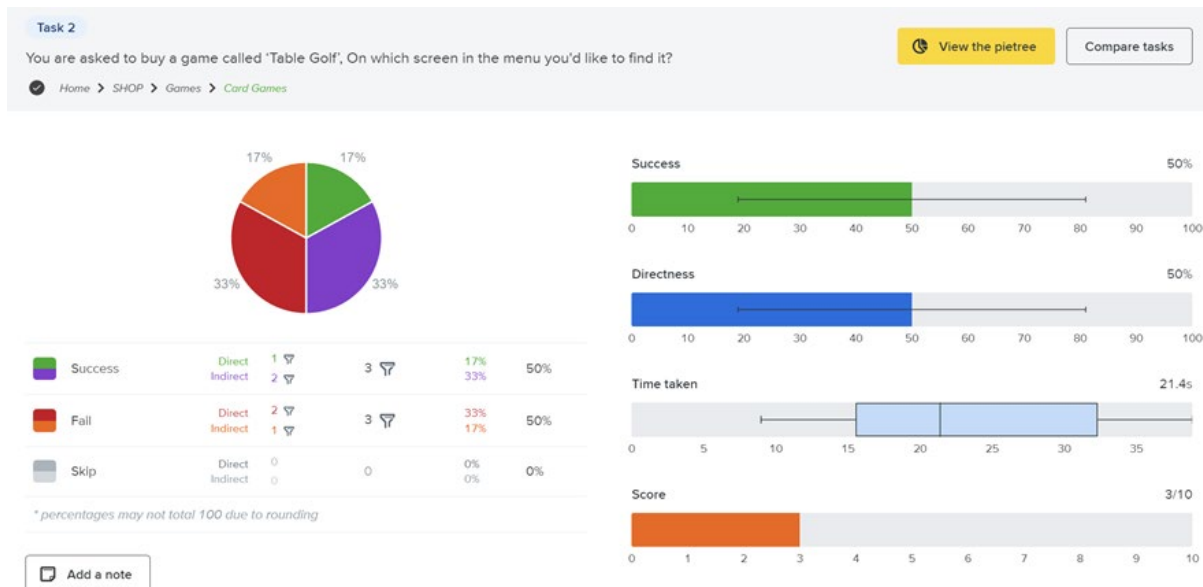


Figure 2.3-c: Tree jack results for the buy "Table Golf" game

In the navigation of game and component purchases, provide a variety of categories, such as publisher, game theme, or feature tags. Each classification method is carefully divided to make navigation labels more orderly and logical. Don't use abbreviations or words that are difficult for normal users to understand.

Another concrete manifestation is the use of a wishlist. In loop11, 80% of participants failed the wishlist task. Because they couldn't find the wishlist. Even though they spent a lot of time browsing many web pages, they didn't have a wishlist page. There is no way for users to navigate to the desired feature, they have to find it by feeling.

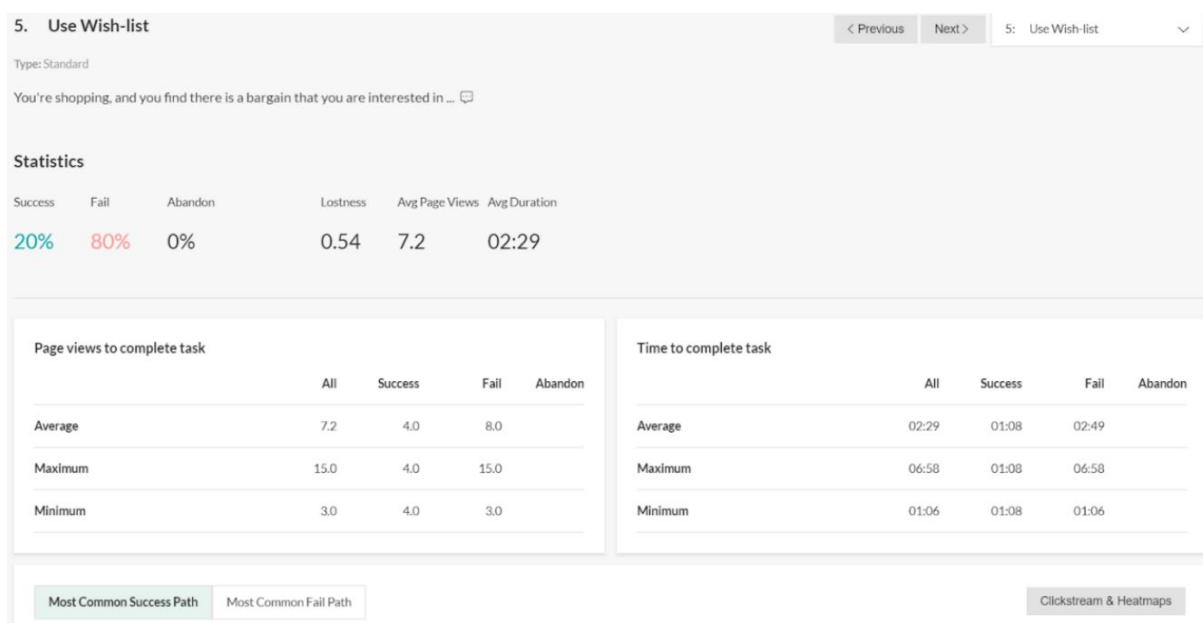


Figure 2.3-d: The Loop 11 test result for using wish-list

Overall, when designing navigation for a Web site, it is important to provide clear and concise labels for navigation items. Naming should be direct and specific, avoiding abstract or vague terms. Users should be able to understand the purpose of each navigation option at a glance. In addition, it is equally important to organize navigation with an orderly and logical structure. Consider using hierarchical or grouped menus to categorize related content, but it needs to be concise and clear. (Krug, 2014)

Finding 3 - Lack of responsive design

Responsive design of a website helps users to efficiently understand their progress in completing actions and the success or failure of using features. A basic responsive design should provide timely and effective feedback to users. (Kadlec, 2012). However, the lack of responsive feedback for new users leaves users confused about the success of their actions and makes it difficult for them to confirm that they have completed their test tasks correctly.

3.1 Lack of clear response to image upload progress

3.1.1 Error message is not eye-catching

There are extremely strict limits on the size of the images that need to be uploaded, which results in the need for users to manually crop in most cases, greatly reducing the efficiency of users in completing the operation and making it more difficult for them to complete the upload task efficiently. As Gardner (2017) presented those images should work in a flexible context. In addition, the placement of the error message for image uploads is extremely inconspicuous, making it easy for users to overlook the problem. One loop11 participant ignored the error prompt and got stuck while completing the upload task.

After we found this problem, in order to improve the user experience and save time, we added images of the right size for users during the follow-up testing process. It is recommended that the website add an automatic crop function to the upload image page to avoid adding invisible difficulties to the use of the function. At the same time, the location of the error message should be placed in a prominent and conspicuous place, not a flash so that users do not get effective feedback.

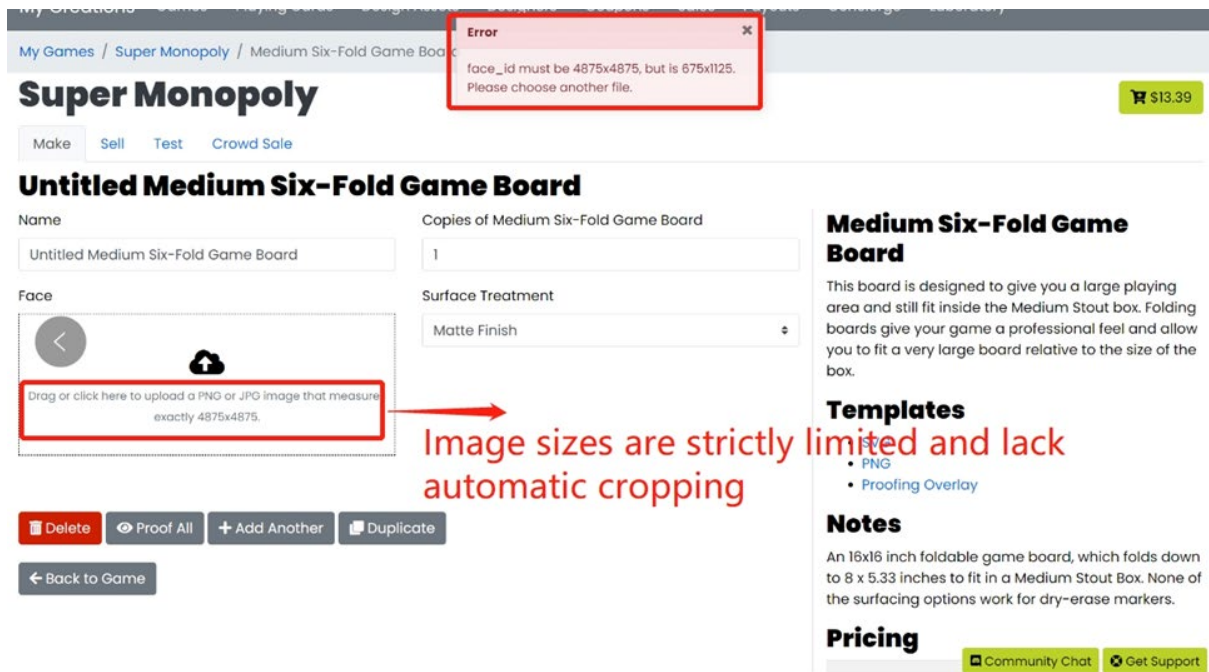


Figure 3.1-a: Image upload crop and hint issues

3.1.2 Upload progress cannot be clearly tracked

When users upload images, the progress bar can't follow the real-time transfer progress display, and the transfer progress bar keeps getting stuck in the fixed interface, making users confused about the transfer speed. In addition, there is no clear feedback after the image is uploaded. One loop11 tester lamented that the upload time wait was too long and that the progress bar did not give him clear instructions making him lose patience.

It is suggested that the website should be optimized for uploading images, and the progress bar needs to follow the process of uploading images to change in time. Providing a good user experience and feedback can enhance the accessibility of a website.

(Almeida&Monteiro,2017) Set obvious feedback tips to optimize user experience after the upload is completed. In addition, when the image does not load after a certain time, a time out warning should be set to alert the user.

Make

Getting Started

Products

Pricing

Services

My Creations

Games

Playing Cards

Design Assets

Designers

Coupons

Sales

Payouts

Concierge

Laboratory

My Games

Super Monopoly

Medium Six-Fold Game Board

Super Monopoly

Make

Sell

Test

Crowd Sale

Untitled Medium Six-Fold Game Board


Name

Untitled Medium Six-Fold Game Board

Copies of Medium Six-Fold Game Board

1

Face



Cancel upload

Surface Treatment

Matte Finish

Delete

Proof All

Add Another

Duplicate

Medium Six-Fold Game Board

This board is designed to give you a large playing area and still fit inside the Medium box. Folding boards give your game a professional feel and allow you to fit a vertical board relative to the size of the box.

Templates

- PNG
- SVG
- Proofing Overlay

Notes

An 16x16 inch foldable game board, which folds down to 8 x 5.3 inches.

Community Chat

Get

Figure 3.1-b: Prompt issue of image upload progress

The same problem was found in the task of purchasing components, where one tester spent a lot of time double-checking due to the lack of response to successful additions resulting in nearly 11 minutes to complete the purchase task. The data is shown in Figure 3.1-c.

3. Buy components for your game

< Previous

Next >

3: Buy components for your game

Type: Standard

After creating your own game, go back to the make game page to check whether ...

Statistics

Success	Fail	Abandon	Lostness	Avg Page Views	Avg Duration
100%	0%	0%	0.56	32.6	08:05

Page views to complete task

	All	Success	Fail	Abandon
Average	32.6	32.6		
Maximum	48.0	48.0		
Minimum	19.0	19.0		

Time to complete task

	All	Success	Fail	Abandon
Average	08:05	08:05		
Maximum	10:42	10:42		
Minimum	04:08	04:08		

Figure 3.1-c: Loop 11 test result for buying components

3.2 No visible indication of successful component addition

When users add components to the game, there is no direct jump to the add list after successful addition, or a prompt to indicate that the user has added successfully. This results in users not only wondering whether their actions were successful or not but also spending time looking for the back to game button to return to the add list to see if the add was successful. When we tested with loop11, one user was lost in this screen after completing the upload and could not determine if his operation was successful. He spent a long time repeatedly determining and looking for the button to return to the previous level, resulting in a task completion time of three minutes, far exceeding the average time, as shown in Figure 3.2-b.

The user should be given an obvious signal when the operation is completed. Set up prompt confirmation messages so that users get timely feedback. Further, the responsive design improves the user experience while saving the user time and effort, allowing them to find the information they need or accomplish their goals more quickly.

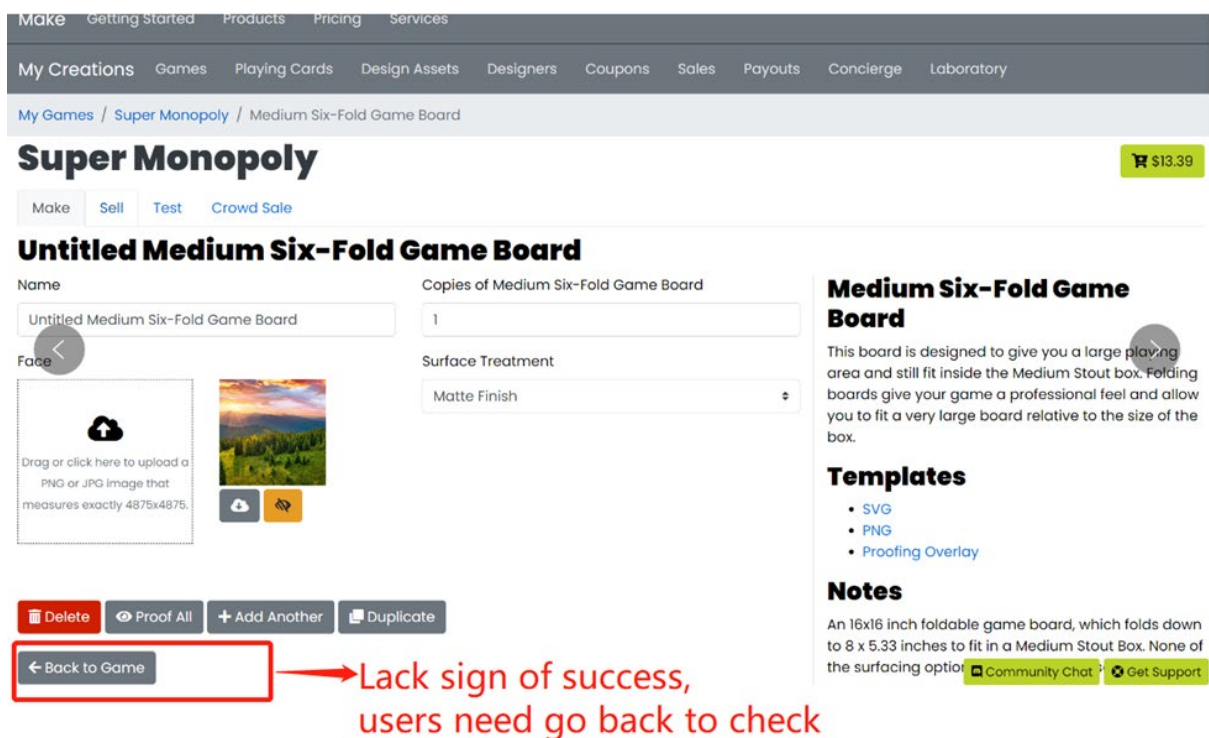


Figure 3.2-a: Lack of successful response to operations

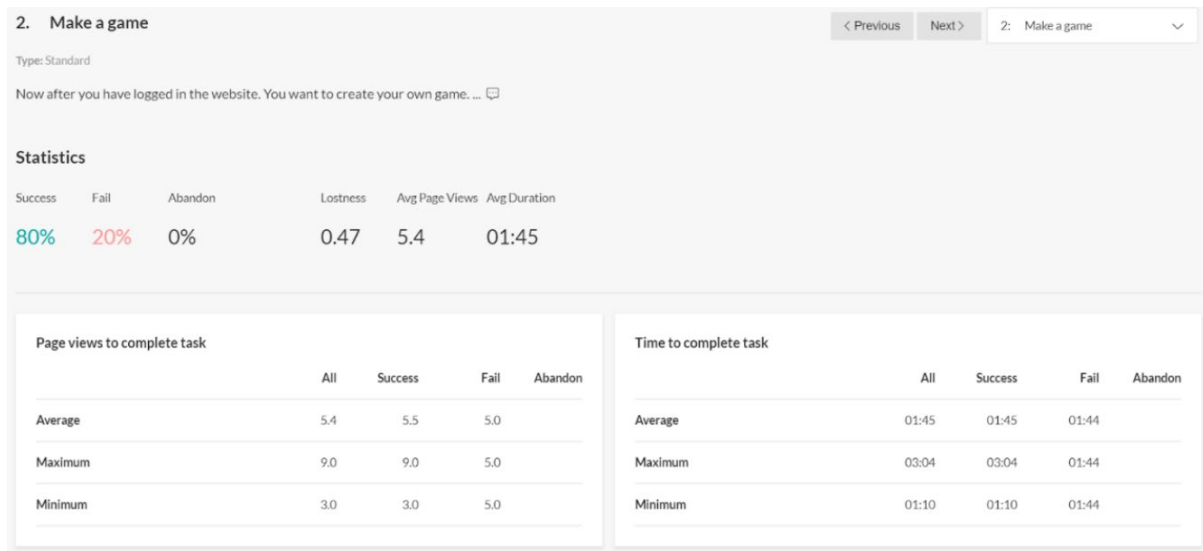


Figure 3.2-b: Loop 11 test result for making a game

Finding 4 - No sufficient feedback and instructions for web users

When the users operate on the website, each step is required to have clear feedback for users so that the users may confirm if they are successful. Clear feedback and instructions will let users know what to do, which improves usability and user experience. However, the website lacks sufficient feedback and instruction on some pages such as the games and news section, which should be improved with some user-friendly measures.

4.1 Inconsistent page response and lack of error messages

Participants would perform better and be more satisfied using web pages that have consistent rather than inconsistent interface design. (Ant Ozok & Salvendy, 2000) However, the page response was buggy and lacked error messages, leading users to question the correctness of their actions. When users completed the task of purchasing the component, 80% of users reported that when they were adding a second dice, not only was the product bar duplicated but the number of items displayed was confusing to users. There is no description or explanation of the UI or whether the operation is correct. Only when users chose to go back to the parent page did they realize that the number of items had been added correctly, and the inconsistent response of the interface confused. Linderman & Fried (2004) state that effective error alerts on web pages contribute to guiding user actions and enhancing user experience. However, 60% of users tried to delete the duplicate item bar to correct the action, but the page was buggy and the duplicate item bar could not be deleted and the page lacked error messages for this action. As shown in Figure 4.1-c, the above-mentioned problems resulted in longer average task completion time due to misguidance of the website, which greatly affected the operation and experience of users.

It is recommended to fix the bug in the website to avoid errors when setting the number of items in the system. The website should provide a consistent user experience to prevent misleading users due to web page response issues. Furthermore, functions that do not

operate need to give the user an obvious error message and indicate the reason for the error report. Error messages should be clear and concise to help users be able to understand and correct errors. In addition, the website should provide revocable and modifiable options. When a user submits incorrect information or performs an incorrect action, there should be an executable method for the user to remove the incorrect item or change the quantity purchased.

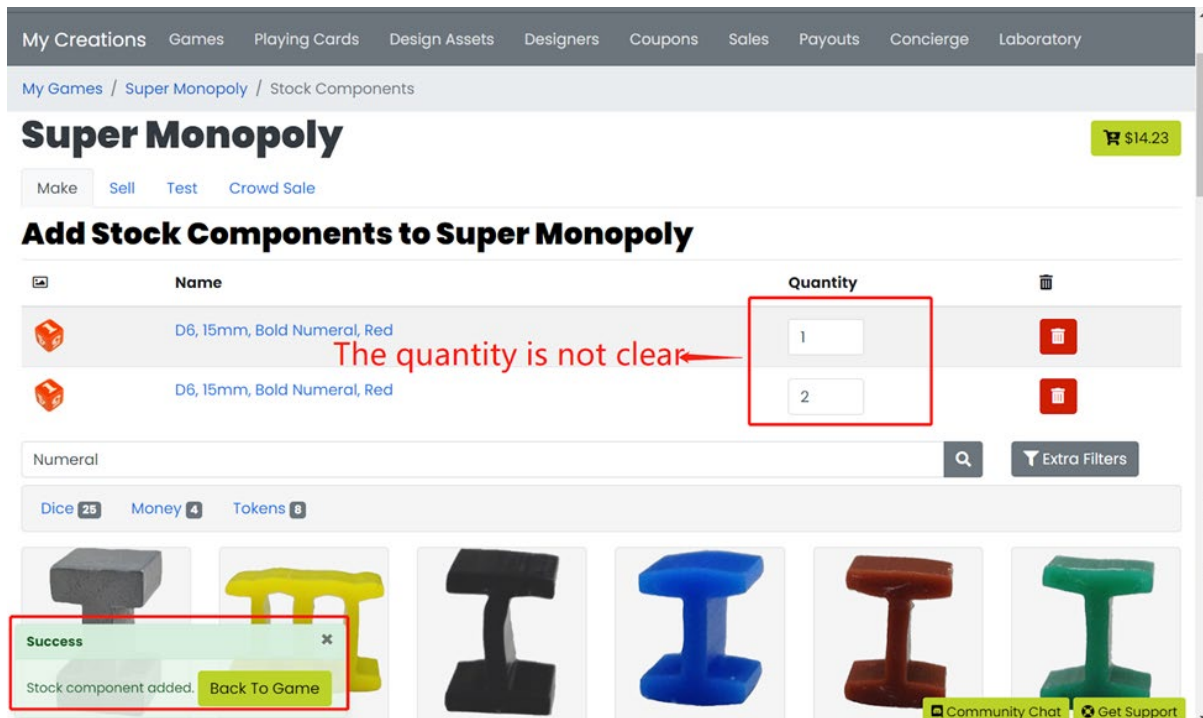


Figure 4.1-a: Confusing item bar display

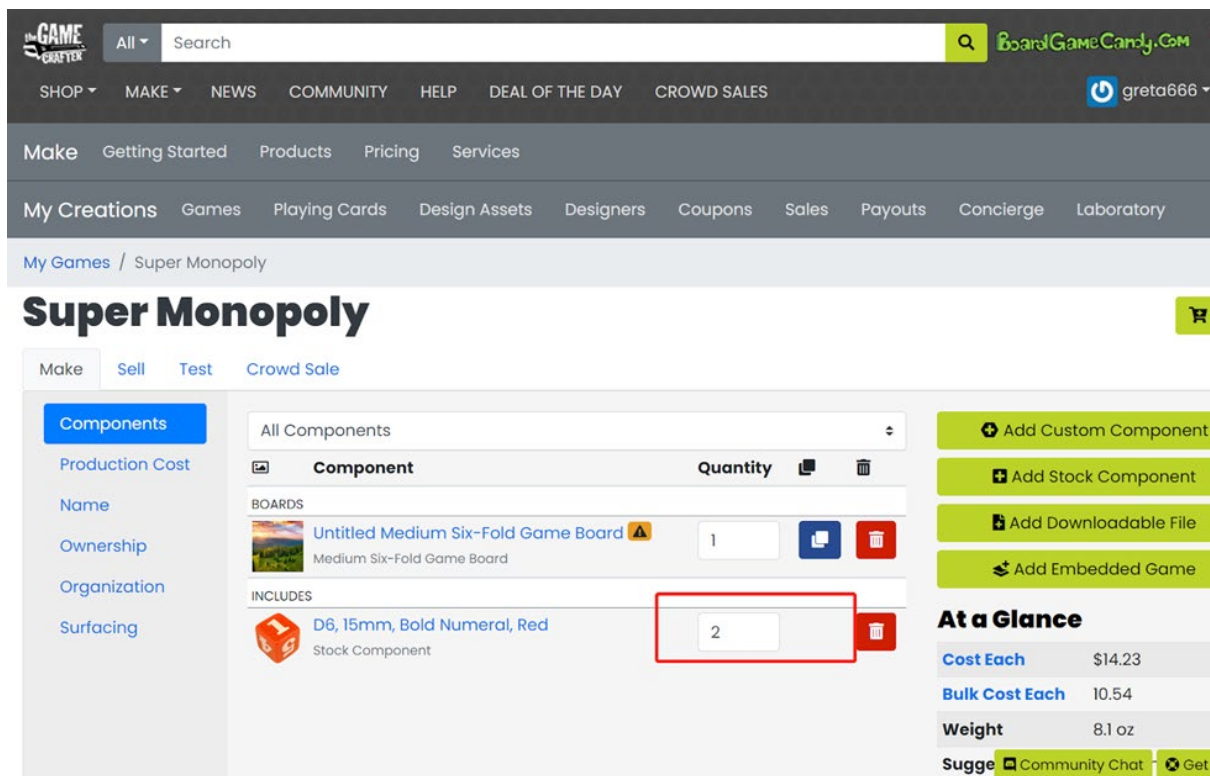


Figure 4.1-b: Correct item bar display

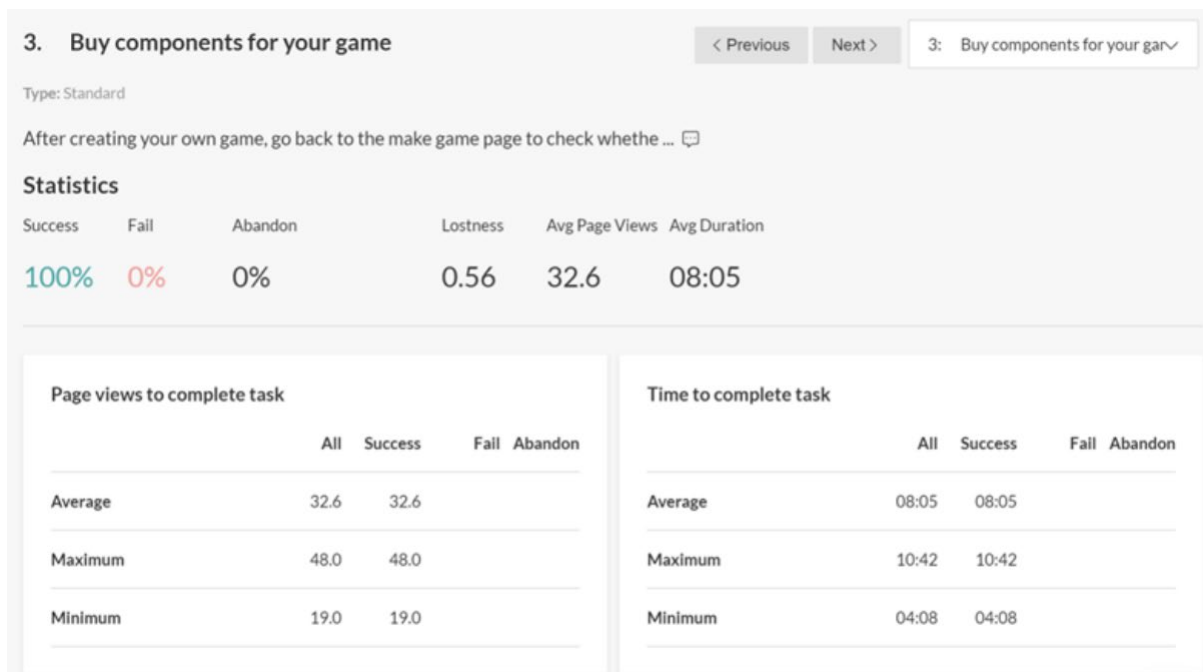


Figure 4.1-c: Loop 11 test result for buying components

4.2 The navigation and external links are not explained and labeled on the news page

The news page has a lot of events with external links that are underlined as shown in Figure 4.2-a without any changes when the mouse hovers. No feedback from mouse hover may confuse users if the operation is correct. After the card sorting test, the post questionnaire

was given to users with an open-ended question investigating user experience about news pages with the website link. According to user feedback, it is difficult for users to find external links, because the links are very similar to the main body, and there are no UI changes including colours or bold when the mouse hovers as shown in Figure 4.2-a.

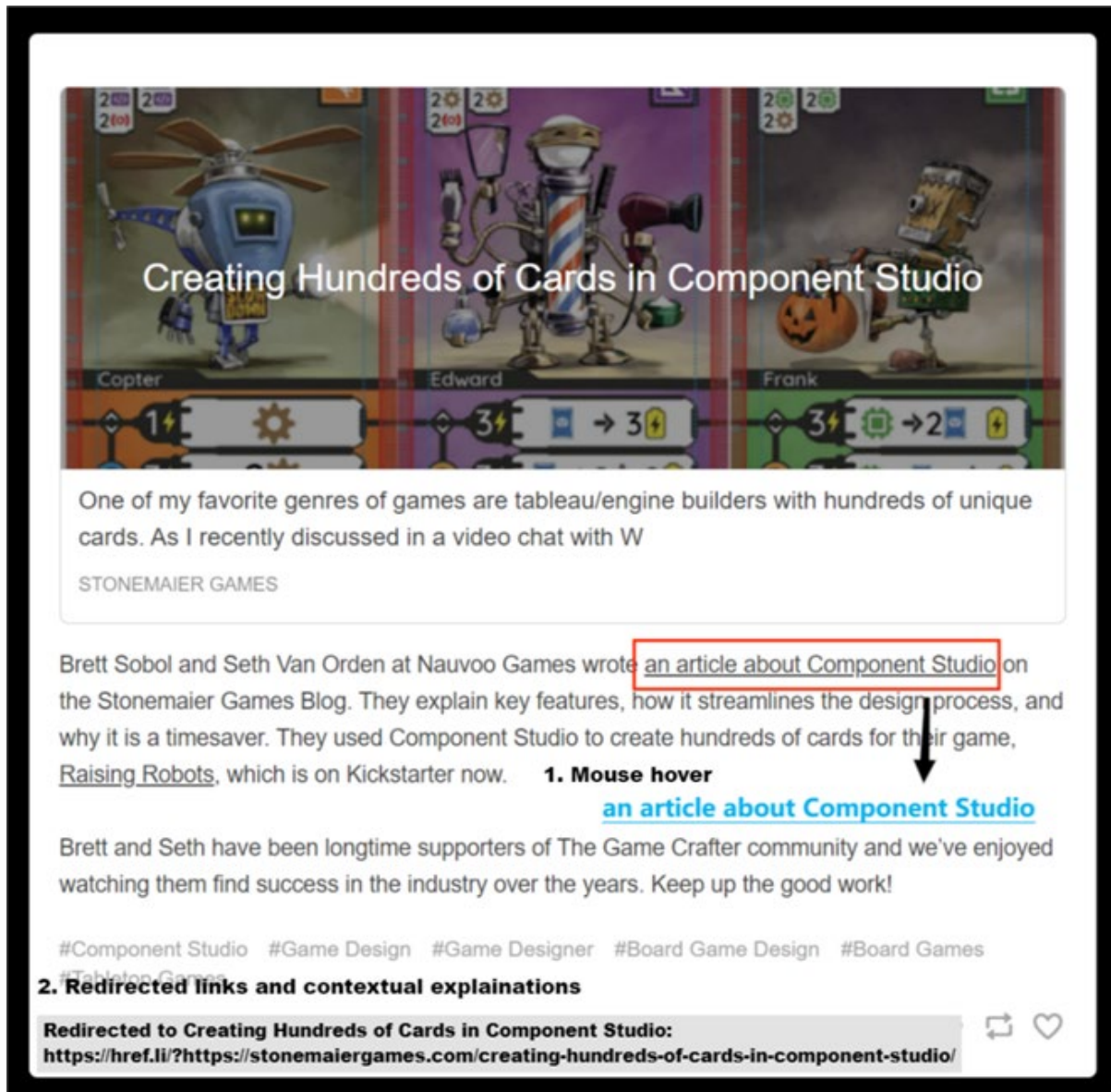


Figure 4.2-a: Example of the links when the mouse hovers

An additional suggestion except changing the UI is that when a link is clicked, the user should be informed where the page will be redirected and the security of links can be guaranteed. (Egger, 2001) Moreover, contextual explanations can be applied in the form of hover messages or icon indications to explain the purpose and content of external links.

Finding 5 - Ambiguous contents and presentations

The website has some problems with confusing layout, such as the layout of the navigation bar and some pages such as News, which may cause users to be confused or even lost when browsing the web pages.

5.1 The Hierarchy and formatting of the news page are not clear

All the news is posted on the news page causing the page to be lengthy, which makes the page not slide to the end. The pages are not filtered by tags or times well, which makes it hard for users to find interesting events. There are some tags under the events that were collected by our group as the cards in the card sorting test. As the card sorting results are shown in Figure 5.1-a. The website users are confused about how to identify the event tags. As for the results of the card sorting test, data was distributed in the matrix that showed the cards were classified differently by participants. According to the post questionnaires of card sorting from participants, most of them found it difficult to identify the cards. The qualitative and quantitative analysis shows that the Hierarchy of the news page is messy.

Some recommendations are that adds more navigation more clearly to show different events with clear classifications, add a “back to top” button, and adding abstract content to show what is popular or new. In addition, card sorting tags may help web designers with how to navigate the events and what kind of content is recommended and prioritized. Designers should classify events to navigation in the form most users prefer, and decide what to highlight on the home page according to user-selected priorities.

Popular placements matrix

	Game Design an...	Game Compone...	Promotion and M...	Game Events an...	unsorted
Game designer	95%	5%			
Game development	95%		5%		
Boardgame design	90%	5%	5%		
Game design	85%	5%		10%	
Indie game	55%	10%		35%	
Game Playthrough	50%	10%	20%	20%	
RPG (Role-playing game)	45%	15%		40%	
Solo game	45%	10%		45%	
Tabletop game	45%	15%	5%	35%	
Castle	15%	75%	5%	5%	
3D printing	20%	65%	10%	5%	
Component Studio	30%	60%		10%	
Game board	10%	60%		30%	
Game pieces	20%	60%	5%	15%	
Gaming terrain	40%	50%		10%	
Marketing			100%		
Promotion	15%		80%	5%	
Game publishing	20%		75%	5%	
Crowd funding	20%		65%	15%	
Youtube	5%	10%	60%	25%	
Podcast	5%	10%	55%	30%	
TTRPG campaign	20%		10%	70%	
Board Game Art	15%	15%	5%	65%	
Assets Game Art	25%	15%	15%	45%	
Board Game Review	20%	10%	25%	45%	
Crafter Con	15%	25%	15%	45%	

Figure 5.1-b: Popular placements matrix of the card sorting test on the news page

5.2 The page fonts and formatting of the website are not uniform

The fonts of the main page and help page are different which may reduce the accessibility of the help page. There is also a lack of consistency in the formatting of the news page. These inconsistencies may cause inaccessibility for users and then cause poor user experience.

The recommendation is to unify the format of the page, including background, font, and color, which makes users more likely to adapt and accept information when they visit the page.

Finding 6 - There are security and privacy issues

In addition to basic functionality issues, there are ethical and security issues with websites. Since users are required to enter personal information and conduct transactions on the site, the security and privacy of user data is an area that requires extra attention. Users' private

data is shared, but sometimes users may not be aware of it, and the page on the website that explains this is not clear enough for some users to notice, which violates their right to know. One user who was using the site questioned why the site did not have an authorization prompt like most other sites. Especially when he buys a game that involves payment information, he was concerned about whether his privacy could be reasonably protected. Unethical data processing practices can reduce users' privacy concerns if they are mitigated by an unambiguous privacy policy on the website. (Pollach, 2005).

Websites should be set up to allow users to check whether they agree to this policy to ensure ethical compliance. In addition, websites should ensure that appropriate security measures are in place.

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- We believe it is necessary to share information in order to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of TGC's terms of use, or as otherwise required by law.
- We transfer information about you if TGC is acquired by or merged with another company. In this event, TGC will notify you before information about you is transferred and becomes subject to a different privacy policy.

Figure 6-a: Information not clearly communicated to users

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Appendix A - Meeting Minutes

Appendix – 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
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 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, the first draft of the 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 information. 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. 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.	Getan Liu	20/05/2023

<p>Participate in team paper writing, revision and review.</p> <p>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.</p>	Yuhang Yue	20/05/2023
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Appendix - Minutes of meetings

Appendix - Minutes of meetings 1

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

Actions from previous meetings

Task	Who is responsible	Deadline
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 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 yourself 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

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 tasks for the upcoming plan, and everyone needed to cooperate and communicate with each other. Because of the high relevance of each other's tasks.

Agreed actions from this meeting

Task	Who is responsible	Deadline
<ul style="list-style-type: none">• Define project scope, monitor project progress, and define project objectives.• Complete pre-planning of timelines, familiarize yourself with how to recruit participants, how to evaluate, and develop questionnaires.• Assist other members in clarifying the content of the study.	Yiwen Zhang	05/04/2023
<ul style="list-style-type: none">• Develop tasks to design moderated and unmoderated testing processes and details based on pre-evaluation of the site and its usable functionality.• Design user test content and user interview process in combination with pre-defined tasks and pre-evaluated websites.	Liang Cao	05/04/2023
<ul style="list-style-type: none">• Develop tasks to design moderated and unmoderated testing processes and details based on pre-evaluation of the site and its usable functionality.• Design user recruitment requirements, design user interview process, and plan result analysis steps.	Getan Liu	05/04/2023

<ul style="list-style-type: none"> • 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. • Organize and fill out the materials required for the appendix and familiarize with the user interview process. 	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"> • Sorting out and review the plan • Identify and solve current problems • Review the evaluability of the developed tasks

Appendix - Minutes of meetings 2

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

Task	Who is responsible	Deadline
Check if there are any usability issues with the website, and share the results of the last meeting, then reassign everyone's tasks	Yiwen Zhang	07/04/2023
Conducting the initial loop11 test, designing the interview process, interview questions, and questionnaires	Liang Cao	07/04/2023
Assemble a card sorting details according to the preferences of the users based on the information collected about their research requirements	Getan Liu	07/04/2023

The tree jack test should be prepared and designed according to the website framework and website structure	Yuhang Yue	07/04/2023
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Items discussed and decisions made

- The goals and scope of the project are discussed.
- Setting the plans to conduct user research on the website www.thegamecrafter.com.
- The methods of data collection and analysis are discussed.

Agreed actions from this meeting

Task	Who is responsible	Deadline
Conduct user testing to determine the usability of the website www.thegamecrafter.com , analyze loop11 results, tree jack results, and card sorting results to determine the feasibility of the project.	Yiwen Zhang	14/04/2023
Obtaining and analyzing research data from loop11, presenting loop11's testing platform, user testing process and tasks designed by loop11	Liang Cao	14/04/2023

Preparation of the sorting criteria and testing template for sorting cards, creating labels and categories for cards, discussing whether users should sort by themselves or in accordance with preset categories.	Getan Liu	14/04/2023
Analyze the website menus and design the framework of the website's tree, following the website menus	Yuhang Yue	14/04/2023

Next meeting

Location	Zoom meeting
Date & Time	17/04/2023
Goals	<ul style="list-style-type: none"> • Analyze the results of usability testing and user research. • The progress of the data analysis for the user research should be shared. • Prepare the report by assigning the task.

Appendix - Minutes of meetings 3

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

Actions from previous meetings

Task	Who is responsible	Deadline
Provide a synopsis of the results of the user research, analyze the advantages and disadvantages of the three methods, and match the tasks and interview questions in a reasonable manner	Yiwen Zhang	17/04/2023
Review the research results of loop11, analyze the interview process of the participants, and formulate reasonable tasks and interview questions in accordance with the website design logic.	Liang Cao	17/04/2023

Discuss the degree to which each page is suitable for card sorting, as well as their advantages and disadvantages	Getan Liu	17/04/2023
Provide the website directory structure that treejack requires, as well as prepare a document for how to use treejack in the most effective manner	Yuhang Yue	17/04/2023

Items discussed and decisions made

- Each dedicated member of the research team shows and shares results on tree jack, card sorting, and loop11
- Make a list of its strengths and weaknesses, and indicate which parts could be tested, analyzed, and improved

Agreed actions from this meeting

Task	Who is responsible	Deadline
Assist other members in presenting each section and offer constructive suggestions. Combining the advantages of each method, allocate tasks in a reasonable manner based on the respective advantages.	Yiwen Zhang	26/04/203
Assisting loop11 with research data collected and analyzing loop11's research data, presenting loop11's testing platform, loop11's testing process for users, and loop11's design processes for tasks	Liang Cao	26/04/203

Explain each page's suitability for card sorting, and indicate whether it has the advantages or disadvantages associated with card sorting on that page	Getan Liu	26/04/203
Providing treejack with the website directory structure that the program requires is part of the task, as well as preparing a document giving detailed instructions on how to use treejack effectively	Yuhang Yue	26/04/203

Next meeting

Location	Zoom meeting
Date & Time	28/04/2023
Goals	<ul style="list-style-type: none"> • Perform a detailed analysis of the results of the usability testing and user research. • During the user research, the progress of the data analysis should be communicated. • The task should be assigned in order to prepare the report.

Appendix - Minutes of meetings 4

Subject:	INFO90004 Evaluating the User Experience
Group name/	K11G1

identifier	
Meeting Location, Date & Time	Melbourne Connect Level 2
Group members present	<p>Yiwen Zhang 1293928</p> <p>Yuhang Yue 1292557</p> <p>Getan Liu 1230861</p> <p>Liang Cao 1280315</p> <p>Jinhui Fan 1341877</p>
Apologies	Due to the change in team members, we have welcomed a new member, Jinhui Fan.

Actions from previous meetings

Task	Who is responsible	Deadline
Offer constructive suggestions to other members when it comes to presenting each section. Guides and advises each section during the meeting.	Yiwen Zhang	28/04/2023
A demonstration of loop11's use and user testing process, as well as an analysis of its advantages and disadvantages	Liang Cao	28/04/2023

Provide examples of pages suitable for card sorting and explain the reasoning and labels involved in the analysis.	Getan Liu	28/04/2023
Completed the tree jack's directory structure and page framework as well as asked five effective questions during the user testing process	Yuhang Yue	28/04/2023

Items discussed and decisions made

- Analyzed and discussed the loop11 research findings regarding website pain points
- In this conference, we will discuss the issues and challenges associated with loop11
- Task-specific questionnaire design

Agreed actions from this meeting

Task	Who is responsible	Deadline
<p>As a result of the addition of new members, it is necessary to reorganize the project schedule and assign new responsibilities.</p> <p>Analyze website pain points identified in previous research stage, with a focus on loop11 for special seminars</p>	Yiwen Zhang	05/05/2023
In Loop11, logging in, making a game, and purchasing components have user experience issues, continue to research and design	Liang Cao	05/05/2023

There are obvious pain points in the design of Loop11 with regards to inviting others to join the game and adding items to the Wish List. Analyze how to optimize the website in accordance with its design.	Getan Liu	05/05/2023
Users will be confused by the interactive experience on the news page. When visiting, analyze the pain points and design loop11 user tests.	Yuhang Yue	05/05/2023
Buy a game navigation bar issues, shopping cart issues, checkout issues, etc. Continue to analyze and research to catch the pain points	Jinhui Fan	05/05/2023

Next meeting

Location	Zoom meeting
Date & Time	05/05/2023
Goals	<ul style="list-style-type: none"> • In the next meeting, we will complete the materials required for the design and user testing of loop11 • At the next meeting, we will begin the pain point analysis and design of the optimal workshop

Appendix - Minutes of meetings 5

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 Jinhui Fan 1341877
Apologies	

Actions from previous meetings

Task	Who is responsible	Deadline
Review of all loop11 pain points and materials required for user testing, share the result of research to group member.	Yiwen Zhang	03/05/2320

Complete the Loop11 specified part of the analysis Logging in Creating a game Purchasing components	Liang Cao	03/05/2320
Complete the Loop11 specified part of the analysis Wish List	Getan Liu	03/05/2320
Complete the Loop11 specified part of the analysis News	Yuhang Yue	03/05/2320
Complete the Loop11 specified part of the analysis Buy a game navigation bar Shopping cart Checkout,	Jinhui Fan	03/05/2320

Items discussed and decisions made

- This is the end of the user experience design and research analysis of loop11
- Start by analyzing the optimal workshop

Agreed actions from this meeting

Task	Who is responsible	Deadline

Set up user testing for optimal workshop, evaluated tasks, and planned participant recruitment	Yiwen Zhang	08/05/2023
Conducting information architecture assessments using the Tree Jack methodology to identify navigational issues and areas of improper information organization on the site.	Liang Cao	08/05/2023
Researching and organizing the requirements and needs of participants, including age, gender, skill level, etc., in order to provide reference for participant selection in the user testing and evaluation process	Getan Liu	08/05/2023
Conducting card sorting tests using Card Sorting methodology to explore users' understanding and expectations of information sorting on the site to identify potential information structure issues	Yuhang Yue	08/05/2023
Responsible for analyzing the user interface design of the website, focusing on interaction issues, page layout, usability and other improvement points, and making design suggestions.	Jinhui Fan	08/05/2023

Next meeting

Location	Zoom meeting
Date & Time	10/05/2023
Goals	<ul style="list-style-type: none"> • Performed website information architecture assessments using the Tree Jack and card sorting methodology, identifying navigation issues and areas of improper information organization. • Write reports on the site's architectural issues, including the problems identified and recommendations for improvement.

Appendix - Minutes of meetings 6

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

	<p>Liang Cao 1280315</p> <p>Jinhui Fan 1341877</p>
Apologies	

Actions from previous meetings

Task	Who is responsible	Deadline
<p>Responsible for coordinating the progress of the overall project, ensuring that tasks are assigned and executed as planned.</p> <p>Perform information architecture evaluation and user testing of the website using Optimal Workshop tools, including Tree Jack and Card Sorting methods.</p> <p>Collect and collate findings and reports from team members and prepare papers to raise architectural issues and usability problems of the website, and suggest appropriate solutions and improvements.</p>	Yiwen Zhang	10/05/2023
<p>Examines the specific implementation steps and best practices of the Tree Jack methodology.</p> <p>Evaluate the information architecture of the website using the Tree Jack methodology, focusing on navigation structure, information organization, and user experience.</p>	Liang Cao	10/05/2023

Analyze Tree Jack test results to identify problems and bottlenecks in the website architecture.		
<p>Determine the number of participants and how to recruit them, such as through online surveys, social media, or hiring participants</p> <p>Design and distribute participant screening questionnaires or surveys to screen participants who meet the requirements.</p>	Getan Liu	10/05/2023
<p>Examine the specific steps and best practices of the Card Sorting methodology.</p> <p>Design and prepare cards for Card Sorting tests, including collecting relevant content and building information architecture.</p>	Yuhang Yue	10/05/2023
<p>Research and analyze website interface design and interaction issues.</p> <p>Evaluate the user interface of a website, focusing on layout, visual elements, navigation and interaction.</p>	Jinhui Fan	10/05/2023

Items discussed and decisions made

- Discuss all aspects of optimal workshop design
- Analysis of user testing results combined with user evaluation research in order to assist in the preparation of a paper

Agreed actions from this meeting

Task	Who is responsible	Deadline

<p>Coordinate the entire close-out workflow to ensure the smooth running of tasks.</p> <p>Responsible for overall project management and schedule control, coordinating the work of team members, and providing support and guidance.</p> <p>Assist in data analysis and writing final reports, integrating findings and opinions of team members.</p>	Yiwen Zhang	15/05/2023
<p>Assist in editing video footage and editing it into the final user test video.</p> <p>Assist in writing the final report and collating research findings and analysis data from team members.</p>	Liang Cao	15/05/2023
<p>Responsible for collecting test results and questionnaires from participants and compiling data.</p> <p>Perform data cleaning and integration for subsequent data analysis.</p>	Getan Liu	15/05/2023
<p>Responsible for data analysis, statistical analysis and visual presentation based on the collected test results and questionnaire data.</p> <p>Provide insights and conclusions regarding website architecture issues and usability issues.</p>	Yuhang Yue	15/05/2023
<p>Assist in writing the final report and collating research findings and analysis data from team members.</p> <p>Responsible for the formatting and layout of the report to ensure clarity and readability of content.</p>	Jinhui Fan	15/05/2023

Next meeting

Location	Baillieu Library
Date & Time	17/05/2023
Goals	All core content must be completed Review methodologies, loop11, and optimal workshop Make preparations for the next presentation by recording it

Appendix - Minutes of meetings 7

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 Jinhui Fan 1341877

Apologies	
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Actions from previous meetings

Task	Who is responsible	Deadline
Prepare presentation materials and complete the integration and review of all parts	Yiwen Zhang	17/05/2023
Make an outline and guidelines for the video	Liang Cao	17/05/2023
Integrate the collected data into the presentation and participate in the creation of the presentation	Getan Liu	17/05/2023
Participation in video production and editing, material collection and integration	Yuhang Yue	17/05/2023
Participate in recording the video of this user test and organize all the notes and feedback	Jinhui Fan	17/05/2023

Items discussed and decisions made

- Format of the entire report
- Check grammar and text structure in each section

Agreed actions from this meeting

Task	Who is responsible	Deadline
Inspection and final review We have completed the project, thanks to each member for their dedication and hard work	Yiwen Zhang	21/05/2023
Inspection and final review We have completed the project, thanks to each member for their dedication and hard work	Liang Cao	21/05/2023
Inspection and final review We have completed the project, thanks to each member for their dedication and hard work	Getan Liu	21/05/2023
Inspection and final review We have completed the project, thanks to each member for their dedication and hard work	Yuhang Yue	21/05/2023

Inspection and final review

Jinhui Fan

21/05/2023

We have completed the project, thanks to each member for their dedication and hard work

Appendix B – Full test protocol

I am responsible for conducting our Loop11 testing as a User Experience Researcher, and I am very excited to work with you to explore and improve our website.

This test is based on gamecrafter.com, an online platform for game developers and enthusiasts that provides a wide variety of tools and resources for creating and selling games. As part of our efforts to improve and optimize the user experience, we wish to test and analyze the site to understand the user's experience and any problems encountered while using it.

The feedback and insights you provide as a real user will be instrumental in improving the user experience of the site. You will play a vital role during testing as you will provide valuable feedback and insights. Additionally, I will provide guidance throughout the testing process in order to ensure you run smoothly during the testing process.

Our testing will be conducted using Loop11, a professional user testing platform that will help us collect and analyze your behavior and feedback as you use the website. In order to gain a better understanding of the user experience, you will be asked to perform several tasks and answer some questions related to the use of the site. This data will be extremely helpful to us.

I will do my best to answer your questions and make sure you have a clear understanding of the testing process. If you have any questions regarding any step of the testing process, please contact me.

We greatly appreciate the time and resources you have dedicated to testing and improving www.thegamecrafter.com. Let's explore it together and make it even better!

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

Additional Researchers: Dr. Johanne Trippas johanne.trippas@unimelb.edu.au, Mrs. Kirsty Fromholtz k.fromholtz@unimelb.edu.au

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

Student Researcher contact: yuhyue@student.unimelb.edu.au, jinhuiif@student.unimelb.edu.au, yiwzhang6@student.unimelb.edu.au, getanl@student.unimelb.edu.au, licao1@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.

Participant Signature:

Date:

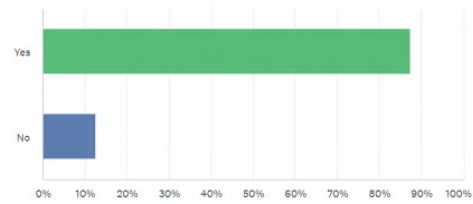
Q1



Customize

Save as ▼

Are you interested in tabletop games?



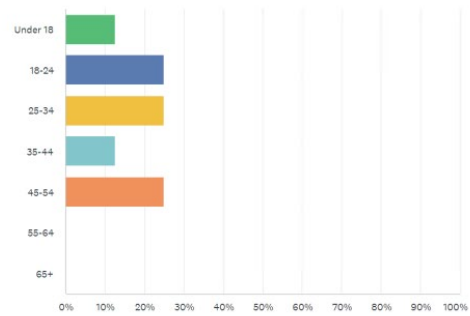
Q2




Customize

Save as ▼

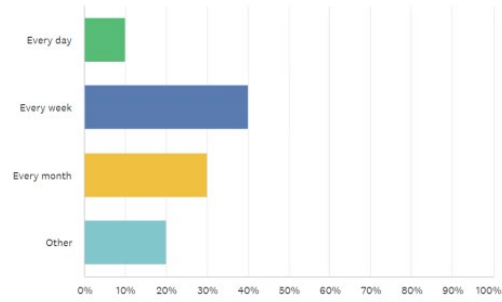
How old are you?




Q3

 Customize Save as ▼

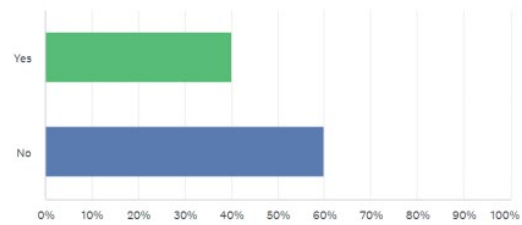
How often do you play tabletop games?




Q4

 Customize Save as ▼

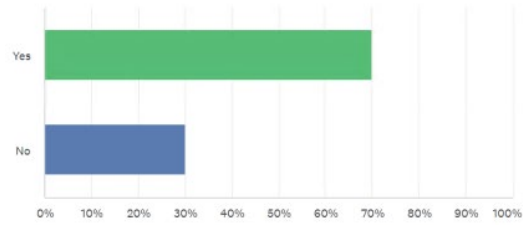
Have you ever designed a tabletop game before?




Q5

 Customize Save as ▼

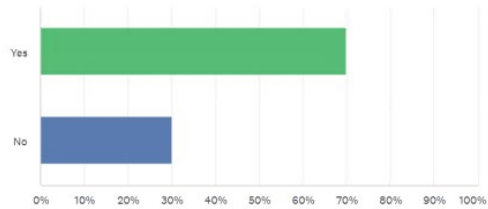
Are you interested in game design software?



Q6

 Customize Save as ▼

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



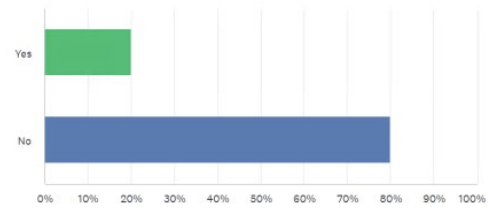
Q7



Customize

Save as ▼

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



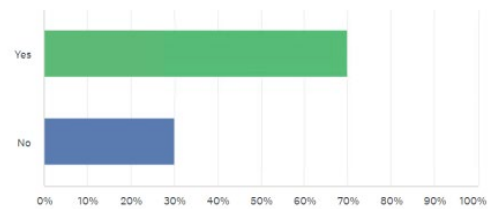
Q8



Customize

Save as ▼

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



Q9

Save as

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

RESPONSES (5)

WORD CLOUD

TAGS (0)

Sentiments: OFF

Search Responses

Filter: by tag

Showing 5 responses

sfg198765@gmail.com

2023/5/16 19:27

View respondent's answers

Add tags

fanz0523@gmail.com

2023/5/16 19:23

View respondent's answers

Add tags

681932567@qq.com

2023/5/16 19:20

View respondent's answers

Add tags

78105326@qq.com

2023/5/16 19:19

View respondent's answers

Add tags

781505326@qq.com

2023/4/2 19:52

View respondent's answers

Add tags

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.

Daily	Weekly	Monthly	Never

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

Non user	Novice	Competent	Very experienced

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

4. How often?

Daily	Weekly	Monthly	Never	Several

				times/years

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

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

7. How easy was it to find?

Easy	OK	Difficult

8. Do you use a smartphone to access the Internet? YES / NO

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

Path:

Comments:

Task 2	User rating					
<p><i>Make a game</i></p> <p>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?</p>	Participant #	1	2	3	4	5
	Rating 1-5					

Path:

Comments:

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

Path:

Comments:

Task 4	User rating					
<i>Use Wishlist</i> Can you add items from your cart to your	Participant #	1	2	3	4	5

wish list? Can you easily find the product you want to buy right now from the wish list?	Rating 1-5					
--	------------	--	--	--	--	--

Path:

Comments:

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

Path:

Comments:

General Questions

1. Please rate the website on the following scales.

"This website is one that I would like to use frequently."	Strongly disagree	Moderately disagree	Neither disagree nor agree	Moderately agree	Strongly agree
"As far as I am concerned, the website is unnecessarily complex."	Strongly disagree	Moderately disagree	Neither disagree nor agree	Moderately agree	Strongly agree
"My experience with the website was that it was very easy to use."	Strongly disagree	Moderately disagree	Neither disagree nor agree	Moderately agree	Strongly agree

"I believe I would require the assistance of a technical person in order to use this website."	Strongly disagree	Moderately disagree	Neither disagree nor agree	Moderately agree	Strongly agree
"This website had a good mix of functions that were well integrated."	Strongly disagree	Moderately disagree	Neither disagree nor agree	Moderately agree	Strongly agree
"This website seemed to contain too many inconsistencies.".	Strongly disagree	Moderately disagree	Neither disagree nor agree	Moderately agree	Strongly agree
"The majority of users should be able to access this website within a short period of time."	Strongly disagree	Moderately disagree	Neither disagree nor agree	Moderately agree	Strongly agree

"The website was extremely difficult to navigate and use."	Strongly disagree	Moderately disagree	Neither disagree nor agree	Moderately agree	Strongly agree
"Overall, I had a very positive experience using the website."	Strongly disagree	Moderately disagree	Neither disagree nor agree	Moderately agree	Strongly agree
"There were a number of things I had to learn before I could get started with this website."	Strongly disagree	Moderately disagree	Neither disagree nor agree	Moderately agree	Strongly agree

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

Feature	Ranking

Other, please specify:	
------------------------	--

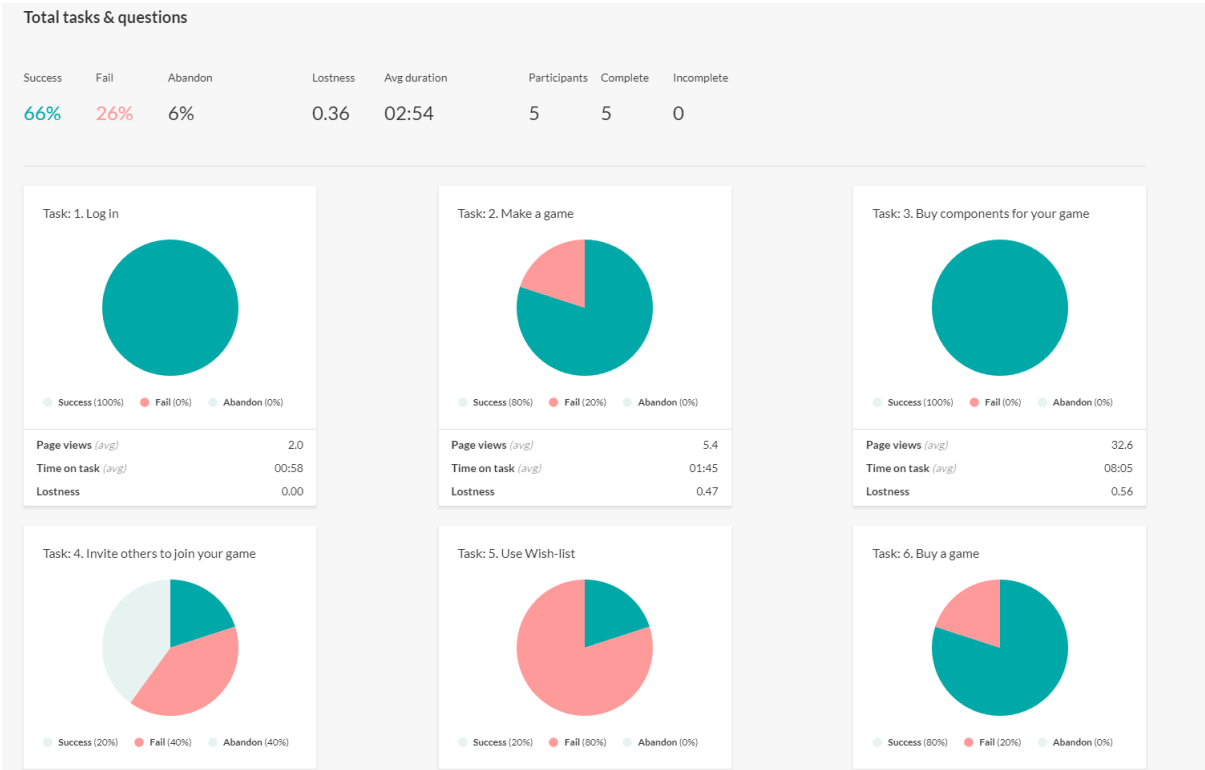
3. Any other commen

Appendix C - Row Data

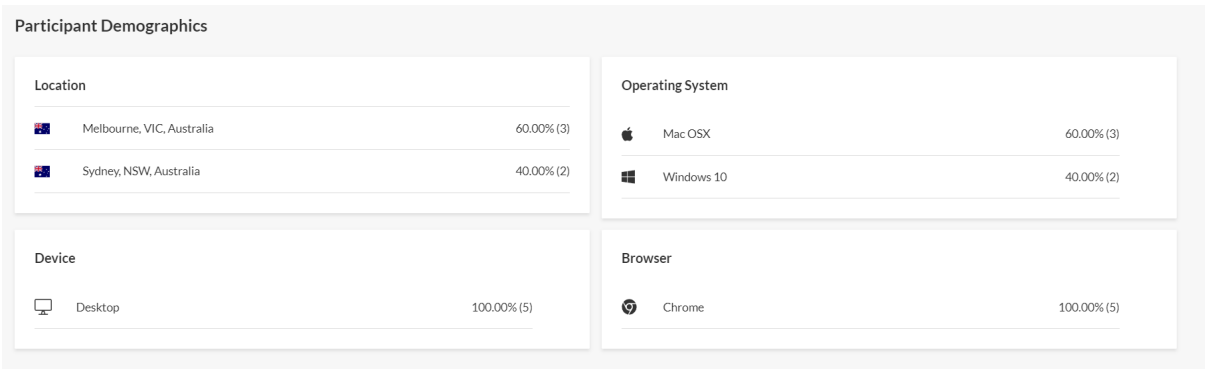
Test result

Loop11

Total tasks & questions



Participant Demographics



Task - 1. Log in

1. Log in

Previous

Next >

1: Log in

Type: Standard

You are very interested in table games and have found this game site and wa ...

Statistics

Success

Fail

Abandon

Lostness

Avg Page Views

Avg Duration

100%

0%

0%

0.00

2.0

00:58

Page views to complete task

	All	Success	Fail	Abandon
Average	2.0	2.0		
Maximum	2.0	2.0		
Minimum	2.0	2.0		

Time to complete task

	All	Success	Fail	Abandon
Average	00:58	00:58		
Maximum	01:51	01:51		
Minimum	00:22	00:22		

Task - 2. Make a game

2. Make a game

< Previous

Next >

2: Make a game

Type: Standard

Now after you have logged in the website. You want to create your own game. ...

Statistics

Success

Fail

Abandon

Lostness

Avg Page Views

Avg Duration

80%

20%

0%

0.47

5.4

01:45

Page views to complete task

	All	Success	Fail	Abandon
Average	5.4	5.5	5.0	
Maximum	9.0	9.0	5.0	
Minimum	3.0	3.0	5.0	

Time to complete task

	All	Success	Fail	Abandon
Average	01:45	01:45	01:44	
Maximum	03:04	03:04	01:44	
Minimum	01:10	01:10	01:44	

Task - 3. Buy components for your game

3. Buy components for your game

< PreviousNext >

3: Buy components for your gar✓

Type: Standard

After creating your own game, go back to the make game page to check whethe ...

Statistics

Success

Fail

Abandon

Lostness

Avg Page Views

Avg Duration

100%

0%

0%

0.56

32.6

08:05

Page views to complete task

	All	Success	Fail	Abandon
Average	32.6	32.6		
Maximum	48.0	48.0		
Minimum	19.0	19.0		

Time to complete task

	All	Success	Fail	Abandon
Average	08:05	08:05		
Maximum	10:42	10:42		
Minimum	04:08	04:08		

Task - 4. Invite others to join your game

4. Invite others to join your game

< PreviousNext >

4: Invite others to join your gar✓

Type: Standard

Now you have successfully created your own game. Show me how you would invi ...

Statistics

Success

Fail

Abandon

Lostness

Avg Page Views

Avg Duration

20%

40%

40%

0.51

14.2

03:12

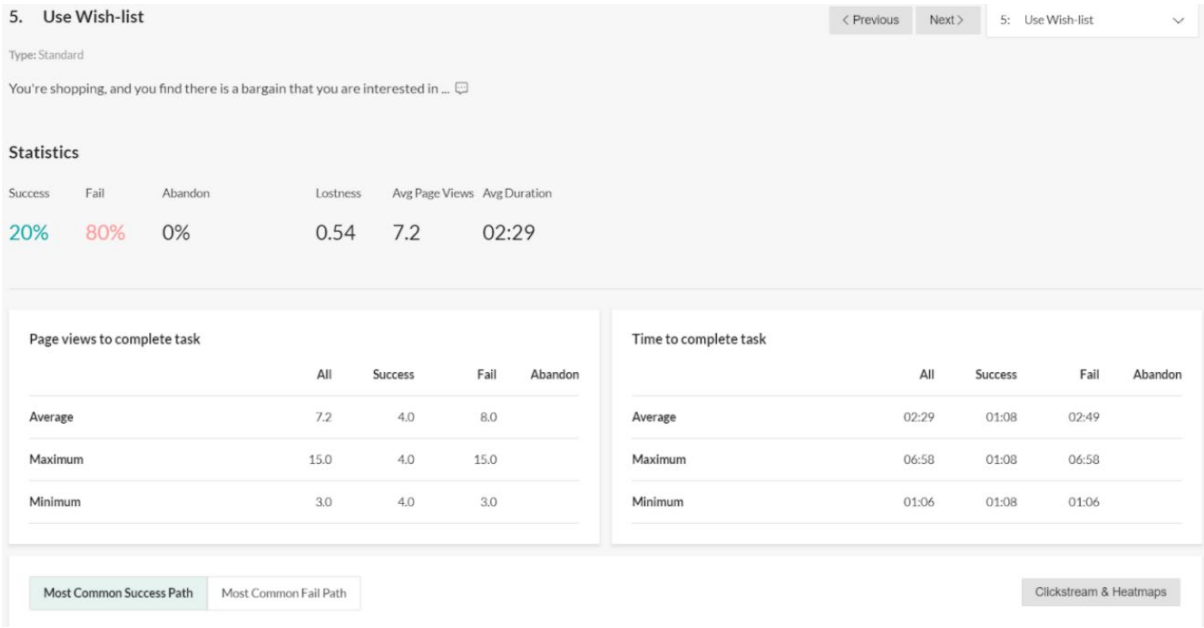
Page views to complete task

	All	Success	Fail	Abandon
Average	14.2	8.0	22.0	9.5
Maximum	30.0	8.0	30.0	10.0
Minimum	8.0	8.0	14.0	9.0

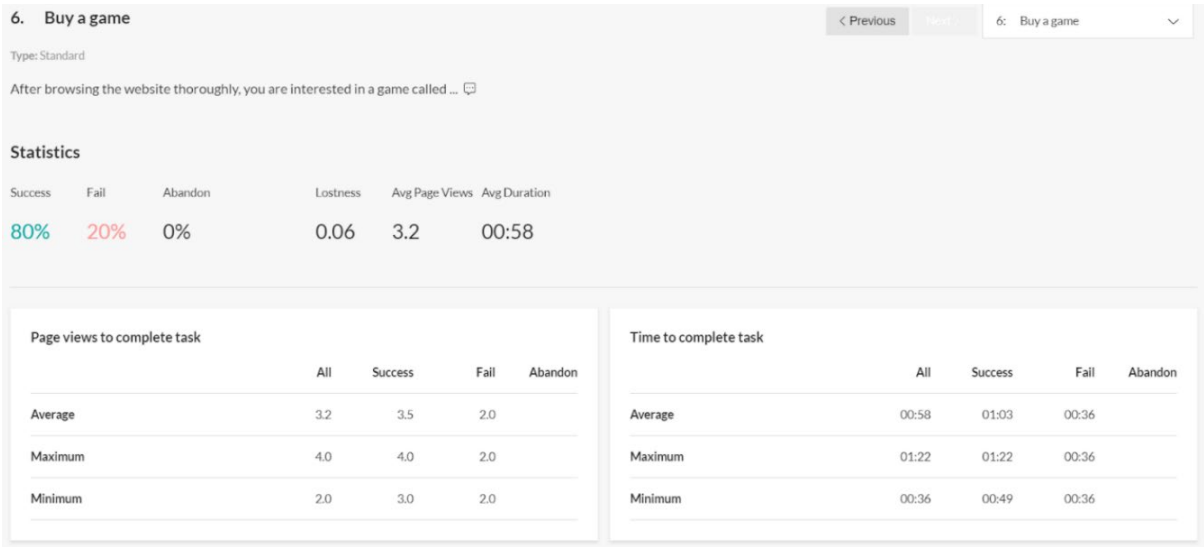
Time to complete task

	All	Success	Fail	Abandon
Average	03:12	04:08	03:16	02:40
Maximum	04:08	04:08	03:38	04:08
Minimum	01:12	04:08	02:54	01:12

Task - 5. Use Wish-list



Task - 6. Buy a game



Participants

INFO90004 Loop 11 - Group K11G1

DashboardTasksVideosQuestionsParticipantsClickstream & Heatmapsnew AI Insights

1 - 5 of 5

View Design

		Browser / OS / Device	Date/Time	Success	Duration
	Participant 1 Melbourne, VIC, Australia		07:53 AM UTC 14 May 2023	66%	09:52
	Participant 2 Sydney, NSW, Australia		08:25 AM UTC 14 May 2023	50%	18:07
	Participant 3 Melbourne, VIC, Australia		08:55 AM UTC 14 May 2023	83%	19:18
	Participant 4 Melbourne, VIC, Australia		09:21 AM UTC 14 May 2023	66%	19:05
	Participant 5 Sydney, NSW, Australia		09:44 AM UTC 14 May 2023	66%	24:15

Optimal workshop

Card sorting - categories

Your categories ⓘ

Add a note

Search

Category	Contains	Cards	Freq	Avg pos
Game Components and Materials	20 different cards	Castle	15	3.7
		3D printing	13	2.1
		Game board	12	4.1
		Show 17 more cards		
Game Design and Development	25 different cards	Game development	19	6.4
		Game designer	19	5.4
		Boardgame design	18	5.2
Game Events and Conventions	22 different cards	TTRPG campaign	14	4.6
		Board Game Art	13	5.0
		Solo game	9	4.1
		Show 19 more cards		
Promotion and Marketing	18 different cards	Marketing	20	3.2
		Promotion	16	2.9
		Game publishing	15	3.5
		Show 15 more cards		

Showing 1 to 4 of 4 categories (filtered from 5 total categories)

Card sorting - matrix

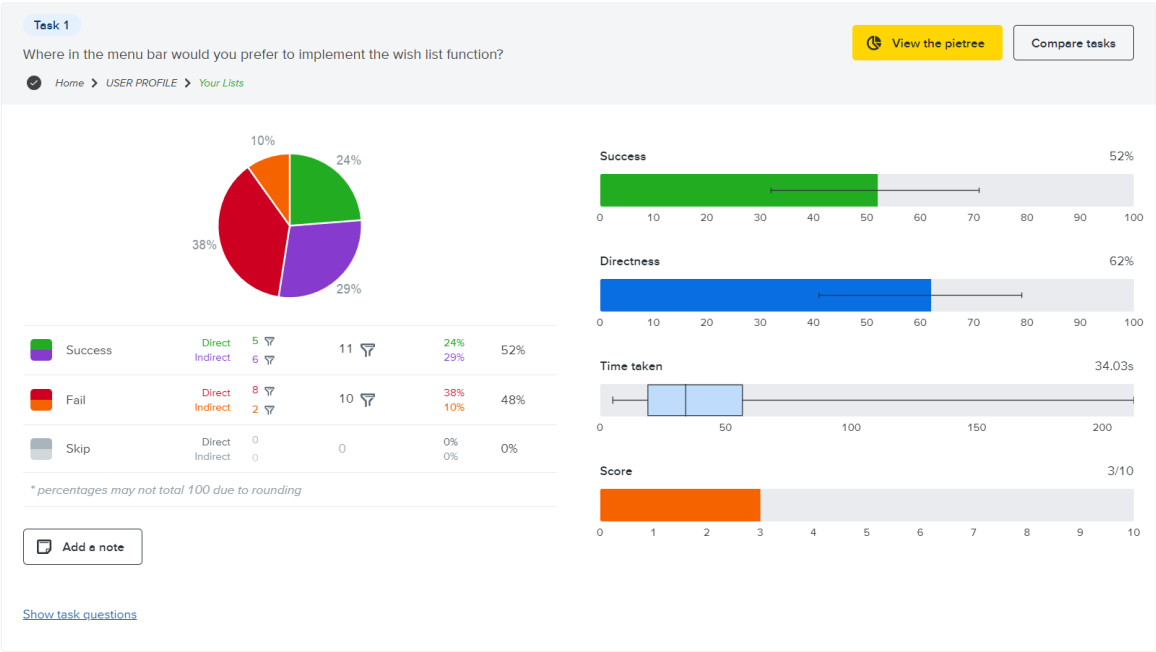
The results matrix

	Game Design an...	Game Compone...	Promotion and M...	Game Events an...	unsorted
Game design	17	1		2	
Boardgame design	18	1	1		
Game designer	19	1			
Indie game	11	2		7	
Solo game	9	2		9	
Game development	19		1		
RPG (Role-playing game)	9	3		8	
Game pieces	4	12	1	3	
Gaming terrain	8	10		2	
3D printing	4	13	2	1	
Game board	2	12		6	
Component Studio	6	12		2	
Promotion	3		16	1	
Marketing			20		
Crowd funding	4		13	3	
Game publishing	4		15	1	
Crafter Con	3	5	3	9	
Tabletop game	9	3	1	7	
TTRPG campaign	4		2	14	
Castle	3	15	1	1	
Assets Game Art	5	3	3	9	
Board Game Art	3	3	1	13	
Board Game Review	4	2	5	9	
Podcast	1	2	11	6	
Youtube	1	2	12	5	
Game Playthrough	10	2	4	4	

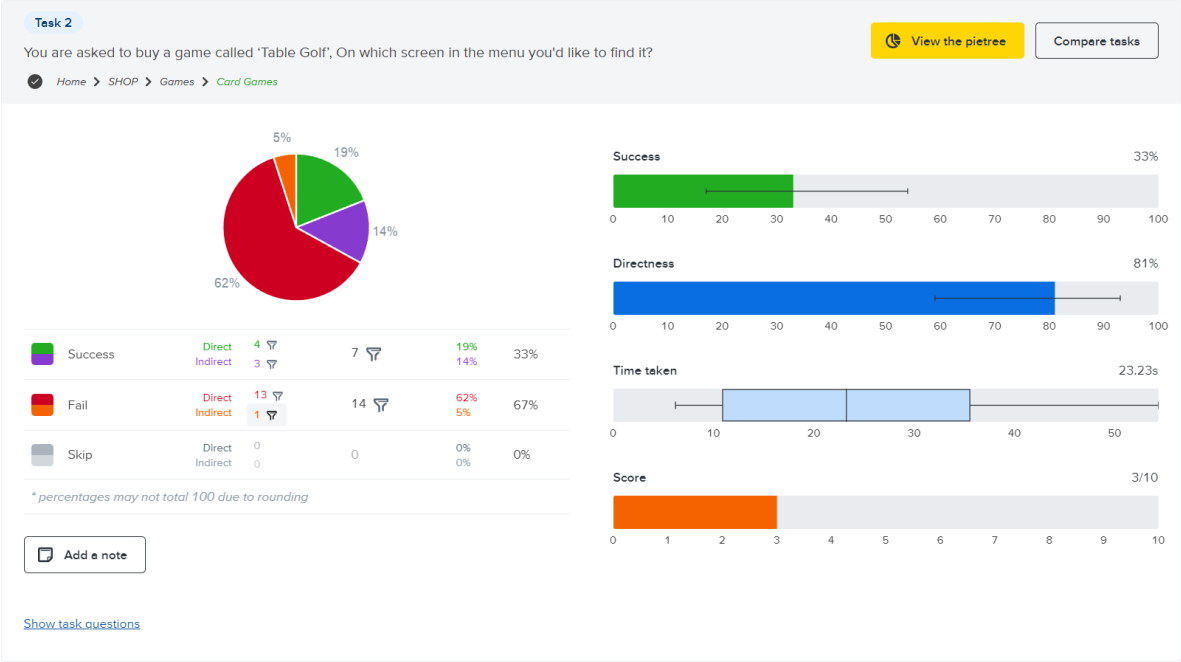
Popular placements matrix ?

	Game Design an...	Game Compone...	Promotion and M...	Game Events an...	unsorted
Game designer	95%	5%			
Game development	95%		5%		
Boardgame design	90%	5%	5%		
Game design	85%	5%		10%	
Indie game	55%	10%		35%	
Game Playthrough	50%	10%	20%	20%	
RPG (Role-playing game)	45%	15%		40%	
Solo game	45%	10%		45%	
Tabletop game	45%	15%	5%	35%	
Castle	15%	75%	5%	5%	
3D printing	20%	65%	10%	5%	
Component Studio	30%	60%		10%	
Game board	10%	60%		30%	
Game pieces	20%	60%	5%	15%	
Gaming terrain	40%	50%		10%	
Marketing			100%		
Promotion	15%		80%	5%	
Game publishing	20%		75%	5%	
Crowd funding	20%		65%	15%	
Youtube	5%	10%	60%	25%	
Podcast	5%	10%	55%	30%	
TTRPG campaign	20%		10%	70%	
Board Game Art	15%	15%	5%	65%	
Assets Game Art	25%	15%	15%	45%	
Board Game Review	20%	10%	25%	45%	
Crafter Con	15%	25%	15%	45%	

Tree jack - task 1



Tree jack - task 2



Optimal workshop questionnaires - card sorting

Question 1

Add a note

Radio button

How familiar are you with the concept of game design?

Hide responses with no data

20 out of 20 participants answered

Answer	Percentage	Frequency
Very familiar	<div></div>	10% 2
Somewhat familiar	<div></div>	50% 10
Not familiar	<div></div>	40% 8

Question 2

Add a note

Radio button

Did you find the card sorting task easy to understand and complete?

Hide responses with no data

20 out of 20 participants answered

Answer	Percentage	Frequency
Yes	<div></div>	45% 9
No	<div></div>	55% 11

Question 3

Add a note

Radio button

Were there any specific labels that you found difficult to categorize?

Hide responses with no data

20 out of 20 participants answered

Answer	Percentage	Frequency
Yes	<div></div>	85% 17
No	<div></div>	15% 3

Question 4

Add a note

Multi-line text (optional)

Is there any specific labels related to the news page you feel is missing from our website that would enhance the user experience?

Search answers

Participant

Answer

Participant 1

Participant 2

No

Participant 3

Participant 4

game type

Participant 6

The UI is vital part of the user experience. And website elements. So improve these two parts are enough

Participant 8

Participant 10

I forgot

Participant 11

I'd like to see search lists for popular games

Participant 12

No.

Participant 13

I haven't thought of more yet

Question 4

Add a note

Multi-line text (optional)

Is there any specific labels related to the news page you feel is missing from our website that would enhance the user experience?

Search answers

Participant

Answer

Participant 14

Game conventions.

Participant 15

Participant 16

The labels are really confused and some of them are abbreviation

Participant 18


Participant 19

Participant 20

The game design and events are hard to be identified.

Optimal workshop questionnaires - tree jack



Question 1

 Add a note

Radio button

Based on your navigation preferences, how do you think the wishlists should be in the user profile bar?

☒ Hide responses with no data
20 out of 20 participants answered

Answer	Percentage	Frequency	
Highly unlikely	<div><div></div></div>	5% 1	 Filter
Unlikely	<div><div></div></div>	5% 1	 Filter
Neutral	<div><div></div></div>	20% 4	 Filter
Likely	<div><div></div></div>	40% 8	 Filter
Highly likely	<div><div></div></div>	30% 6	 Filter






Question 1

 Add a note

Radio button

Based on your navigation preferences, how do you likely to find the "Table golf" game in Card games?

☒ Hide responses with no data
20 out of 20 participants answered

Answer	Percentage	Frequency	
Highly unlikely	<div><div></div></div>	0% 0	 Filter
Unlikely	<div><div></div></div>	30% 6	 Filter
Neutral	<div><div></div></div>	10% 2	 Filter
Likely	<div><div></div></div>	30% 6	 Filter
Highly likely	<div><div></div></div>	30% 6	 Filter




Question 1

 Add a note

Radio button

Where did you suggest placing the wish list function in the menu bar?

☒ Hide responses with no data
20 out of 20 participants answered

Answer	Percentage	Frequency	
At the top of the menu bar	<div><div></div></div>	40% 8	 Filter
In a drop-down menu	<div><div></div></div>	15% 3	 Filter
In a separate section of the menu bar	<div><div></div></div>	45% 9	 Filter




Question 2

 Add a note

Radio button

How easy was it for you to locate the wish list function in the menu bar during the task?

☒ Hide responses with no data
20 out of 20 participants answered

Answer	Percentage	Frequency	
Very easy	<div><div></div></div>	40% 8	 Filter
Somewhat easy	<div><div></div></div>	25% 5	 Filter
Neither easy nor difficult	<div><div></div></div>	20% 4	 Filter
Somewhat difficult	<div><div></div></div>	10% 2	 Filter
Very difficult	<div><div></div></div>	5% 1	 Filter




Question 3

 Add a note

Radio button

Do you think the placement of the wish list function in the menu bar would influence your decision to use it?

☒ Hide responses with no data
20 out of 20 participants answered

Answer	Percentage	Frequency	
Yes, it would make me more likely to use the wish list function	<div><div></div></div>	50% 10	 Filter
No, it would not influence my decision to use the wish list fu...	<div><div></div></div>	15% 3	 Filter
I am not sure	<div><div></div></div>	35% 7	 Filter

Question 4

 Add a note



Radio button

Where did you suggest looking for the game "Table Golf" on the menu?



Hide responses with no data

20 out of 20 participants answered

Answer	Percentage	Frequency	
In the Games section	<div><div></div></div>	95% 19	 Filter
In the Sports section	<div><div></div></div>	5% 1	 Filter
In the Arcade section	<div><div></div></div>	0% 0	 Filter
In the Entertainment section	<div><div></div></div>	0% 0	 Filter

Question 5

 Add a note

Radio button

How easy was it for you to locate the game "Table Golf" in the menu during the task?



Hide responses with no data

20 out of 20 participants answered

Answer	Percentage	Frequency	
Very easy	<div><div></div></div>	25% 5	 Filter
Somewhat easy	<div><div></div></div>	35% 7	 Filter
Neither easy nor difficult	<div><div></div></div>	25% 5	 Filter
Somewhat difficult	<div><div></div></div>	15% 3	 Filter
Very difficult	<div><div></div></div>	0% 0	 Filter

Question 6

 Add a note




Radio button

Do you think the section of the menu where the game "Table Golf" is located would influence your decision to purchase it?



Hide responses with no data

20 out of 20 participants answered

Answer	Percentage	Frequency	
Yes, it would make me more likely to purchase the game	<div><div></div></div>	35% 7	 Filter
No, it would not influence my decision to purchase the game	<div><div></div></div>	35% 7	 Filter
I am not sure	<div><div></div></div>	30% 6	 Filter

Question 7

 Add a note

Multi-line text (optional)

20 out of 20 participants answered

Is there anything else you would like to share about the placement of the wish list function in the menu bar? (Open-ended question)

Search answers

Participant 

Answer 

[Participant 1](#)

[Participant 2](#)

[Participant 3](#)

[Participant 5](#)

Make the elegant and greater UI

[Participant 6](#)

[Participant 8](#)

[Participant 9](#)

no

[Participant 10](#)

I think the wish list can be placed next to the shopping cart, represented by a heart-shaped sign

[Participant 11](#)

The menu of Steam works better, maybe you can learn its style.

[Participant 12](#)

You can learn from Taobao

Question 7

 Add a note

Multi-line text (optional)

20 out of 20 participants answered

Is there anything else you would like to share about the placement of the wish list function in the menu bar? (Open-ended question)

Search answers

Participant 

Answer 

[Participant 13](#)

[Participant 14](#)

[Participant 15](#)

There may be a button like cart would be better

[Participant 16](#)

[Participant 17](#)

The tag should be more visible

[Participant 18](#)

The menu is too long for me to navigate

[Participant 20](#)

[Participant 19](#)

Recommended next to shopping cart as with many other web pages

Appendix D - Interview records

Loop11 Test ID: 1

Task	Notes	Findings	Advices
1. Log in	Log in to the account that has already been created		
2. Make a game	Follow the guidance to make a game		
3. Buy components for your game	It is a bit difficult to use the shopping cart		
4. Invite others to join your game	The invitation module has been abandoned, as the user cannot locate it	The invite could not be found	Give a more clear navigation
5. Use Wish-list	After searching for a long time, the user chose an uncertain option, but was unsuccessful	It is difficult to locate a wish list	For wishlists, use a menu alone, or use obvious navigation
6. Buy a game	Successful completion of the cart payment process		

Loop11 Test ID: 2

Task	Notes	Findings	Advices
1. Log in	Successful and easy to login		
2. Make a game	After jumping the user lost and the task failed		Users should be instructed with detailed tutorials
3. Buy components for your game	Uploading pictures has been a bit confusing, it will take some time		
4. Invite others to join your game	Eventually, the user fails to find the invite module	Directly, the user gives up without any ideas	On the game page, there is a button that needs to be clearly

			designated as an invitation
5. Use Wish-list	The wish list is still not accessible for this user	User found the wrong wish list module	
6. Buy a game	The task is relatively straightforward		

Loop11 Test ID: 3

Task	Notes	Findings	Advices
1. Log in	User-friendly tasks		
2. Make a game	Easy to make a game		
3. Buy components for your game	The user may find it a little confusing	The image upload slow and there is no time out announcements	The components may have more instructions for each section
4. Invite others to join your game	Moderately difficult		
5. Use Wish-list	It was a bit difficult for the user, but it worked out in the end	Could not find the creation button for the list	
6. Buy a game			

Loop11 Test ID: 4

Task	Notes	Findings	Advices
1. Log in	Simple Task for the user		
2. Make a game	Follow the moderator guidance to make a game		
3. Buy components for your game	Easy task		

4. Invite others to join your game	A little hard	There is a ownership block that confused users	
5. Use Wish-list	Medium hard-to-use wish list		
6. Buy a game	Easy		

Loop11 Test ID: 5

Task	Notes	Findings	Advices
1. Log in	Easy task		
2. Make a game	Easy to create		
3. Buy components for your game	A relatively straightforward process	The back to the game button is not shown clearly	
4. Invite others to join your game	Easy		
5. Use Wish-list	Hard to find the wishlist		
6. Buy a game	Almost all the users try to use the search bar rather than using the navigation		