COS20001: User-Centered Design

Competitive Analysis

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A. Introduction

In this paper, I will employ user-centered design concepts to apply an evidence-based approach to software requirements elicitation and usability design principles. We will be taking an in-depth look to analyze the pros and cons of the two chosen applications which will be Kahoot and Quizizz. We will be analyzing both the user interface (UI) and the functionalities of the two mentioned applications. The information and recommendations provided in this report will be valuable to the future development of Quitch.

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B. Product Description

The omnipresence of video games in every aspect of a student life and value of game as an educational tool has been recognized by educators around the globe, the demand for new game-based learning platforms leads to the growth of many effective platforms and application. Among them are Kahoot and Quizizz which are arguably two of the most well-known names in the industry for game-based learning systems.

1/ PRODUCTS

KAHOOT

Kahoot is a game-based learning platform, it is considered an effective educational tool in schools and other educational institution. Since its introduction in 2012, the popularity of Kahoot has only risen and its effectiveness of being an interactive learning platform for students is recognized by educators around the world. Teachers can generate multiple-choice quizzes that may be accessed through web browser or Kahoot application on mobile device and the student, from participating in these quizzes, can review their knowledge or accumulate new information in a competitive, exciting race against other students.

QUIZIZZ

Quizizz is a learning platform that provides a variety of features to make a classroom more enjoyable, dynamic, and engaging. Since being launched in India in 2015, Quizizz has been recognized as a delightful substance for boring classes, especially during the Covid 19 pandemic, when we can see the rise of online, interactive learning. Quite similar to Kahoot, Quizizz allows teachers to create lessons, formative assessment, or even assign homework in a captivating way, Quizizz also provides educators with a detailed class-level and student-level reports to furthermore enhancing the knowledge of students.

2/ STATISTIC COMPARISION

|	Kahoot	Quizizz
Website link	- Kahoot.com	- Quizizz.com
Price	- Free for basic plan - $3 - $9 for premium plan	- Free for basic plan - $2 for Quizizz super
Premium service	- Allow more players - Additional study mode - Personalized learning path	- Access Quizizz library - 100,000 quizzes and courses - Interactive video and sound
Main functions	- Anyone can create and participate in quizzes - Join in game through generated PINs code - Leaderboards for competition between players	- Customized, multiple choices quizzes and courses - Join in game through PINs code - Power-ups and leaderboards for competition between players

3/ USER INTERFACE

KAHOOT
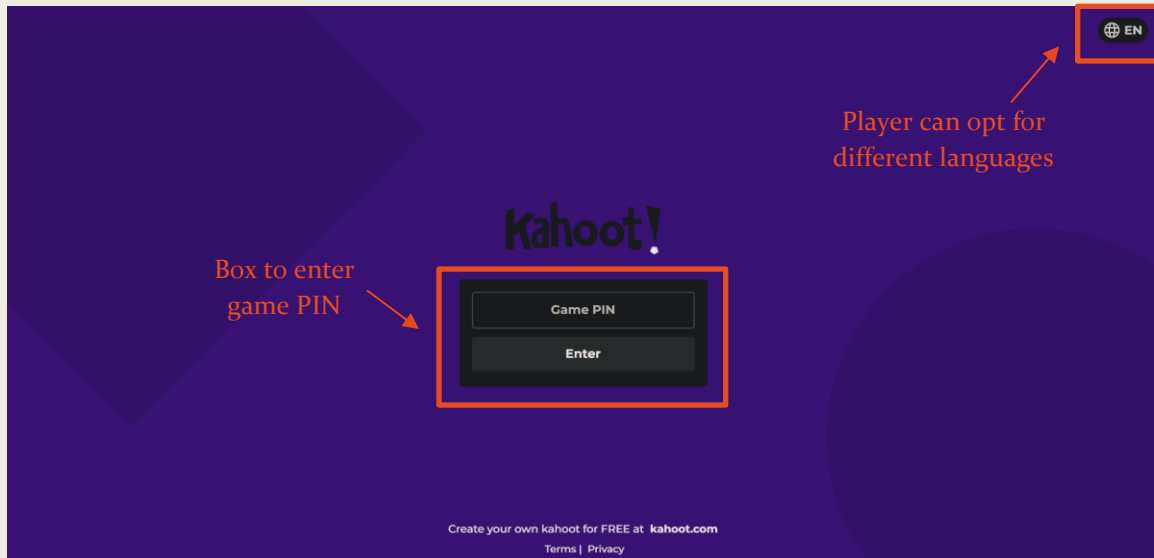
Kahoot greeting scene is fairly straightforward with a logo and a box to enter game PIN that player wished to join, however, there is an option for users to opt for different languages.
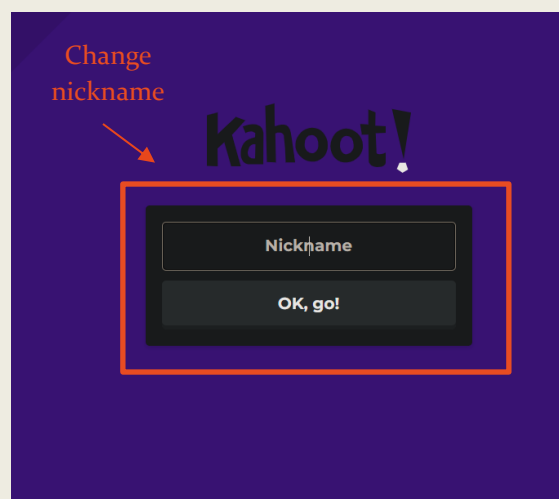

Upon joining the game through PIN, players will have a chance to choose a name that will be displayed throughout the course of the game.

One of the disadvantages of Kahoot is that it will require at least two devices for the game to be operated. Therefore, hereinafter, we will look at how the game progresses through two screens, the teacher screen which will displays the questions and statistic, and the student screen which will only display the option of choosing and the result.
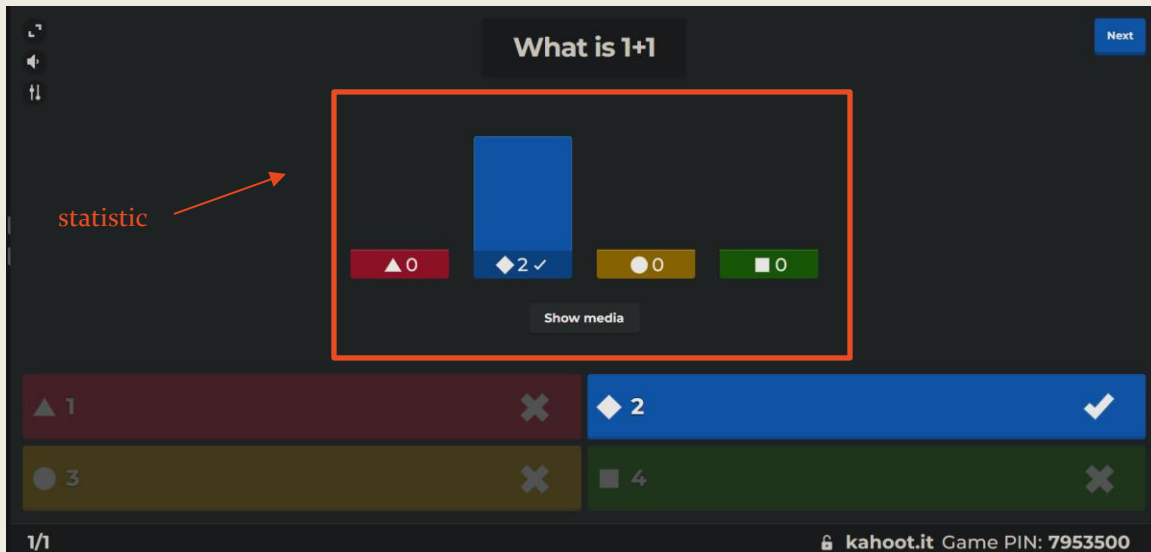
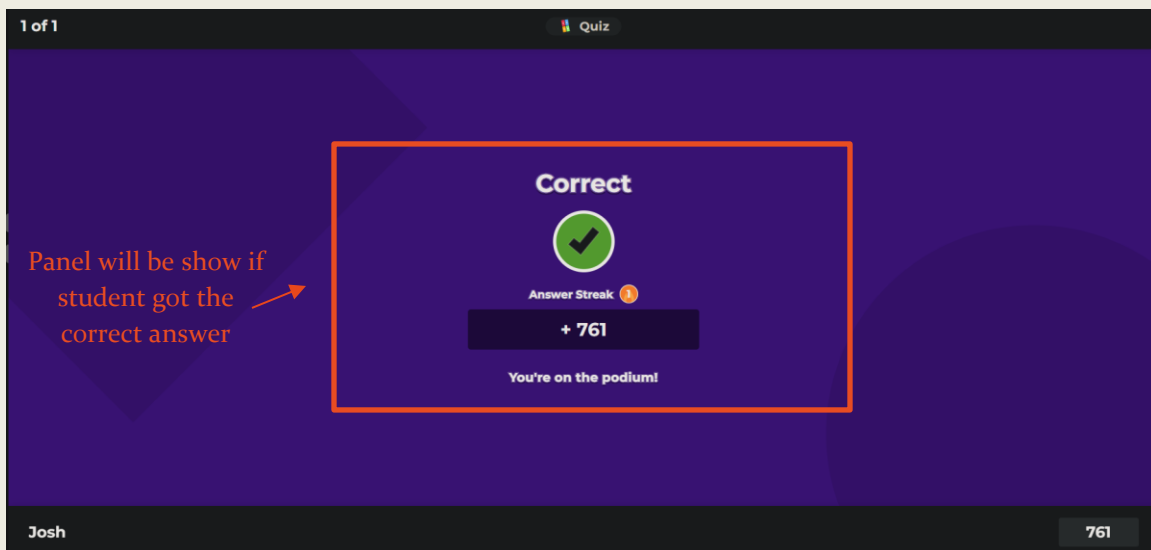Teacher screen:

Student screen:

V
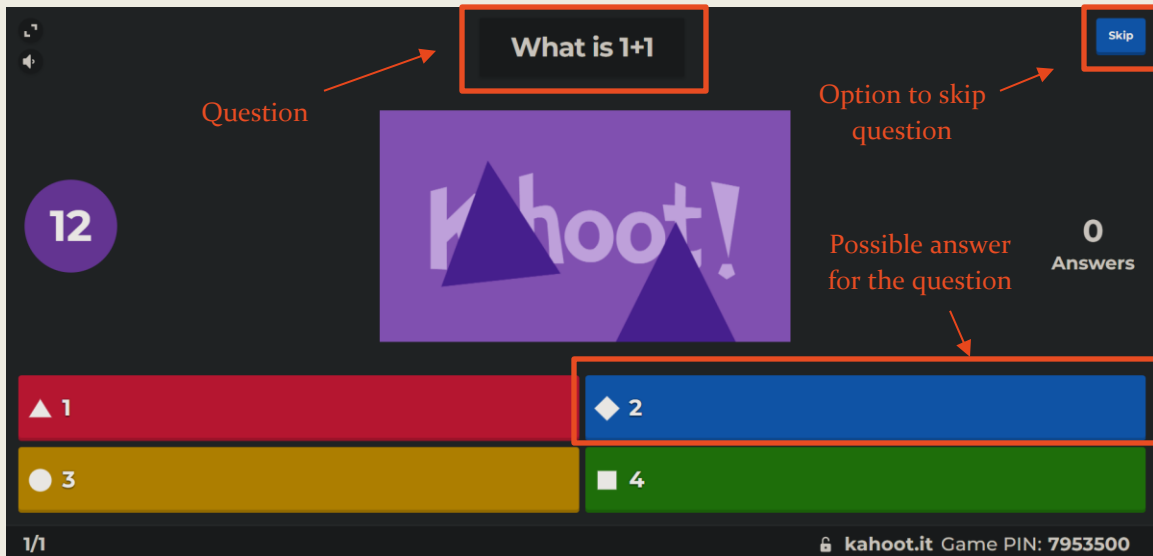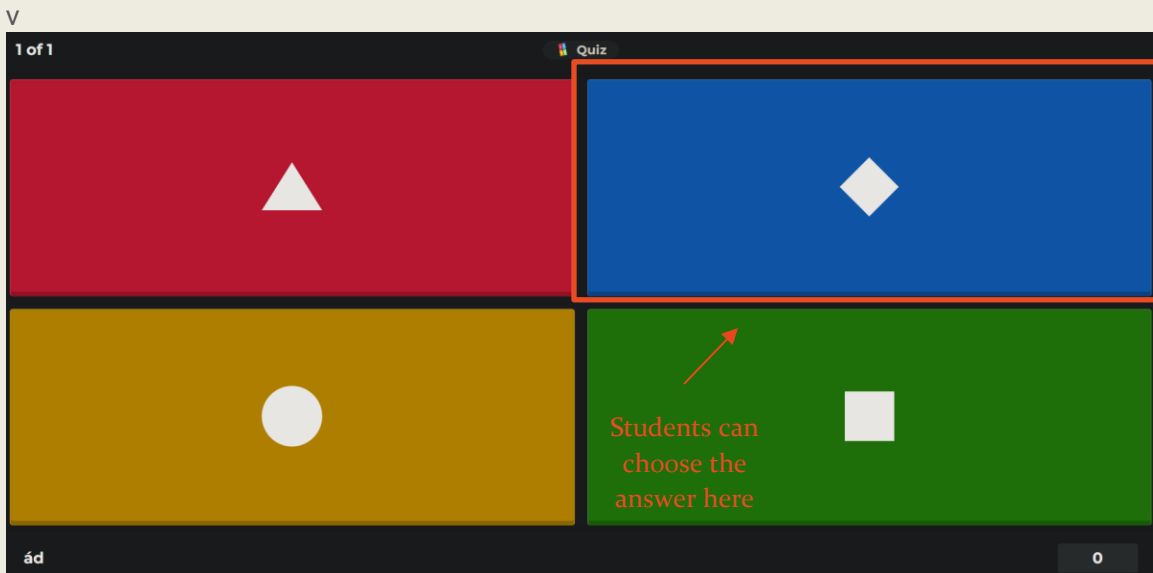
The students will have to see the question through other devices to play the game
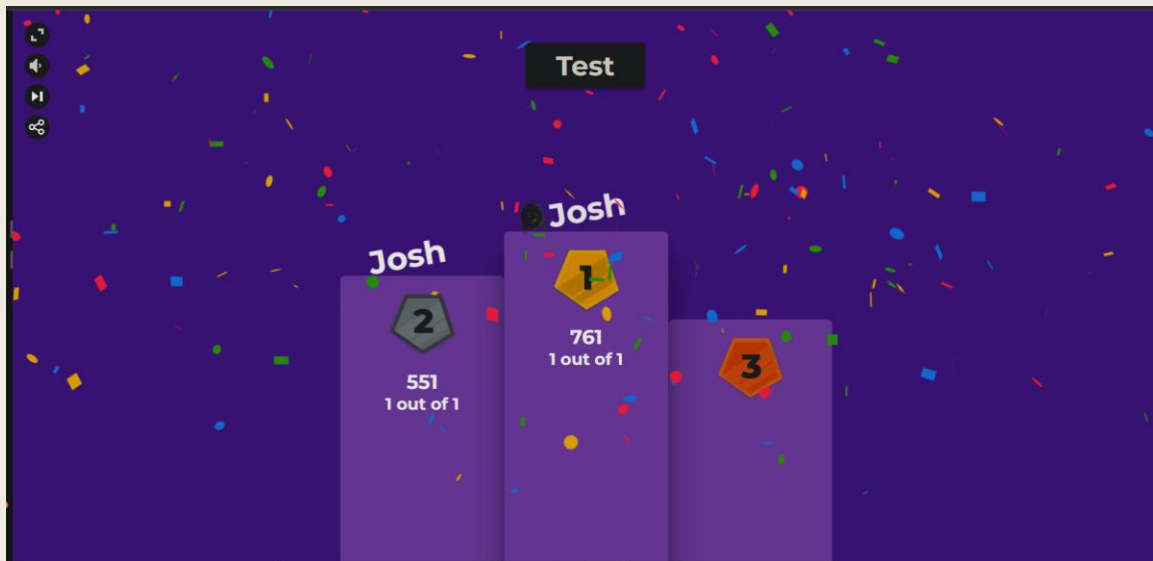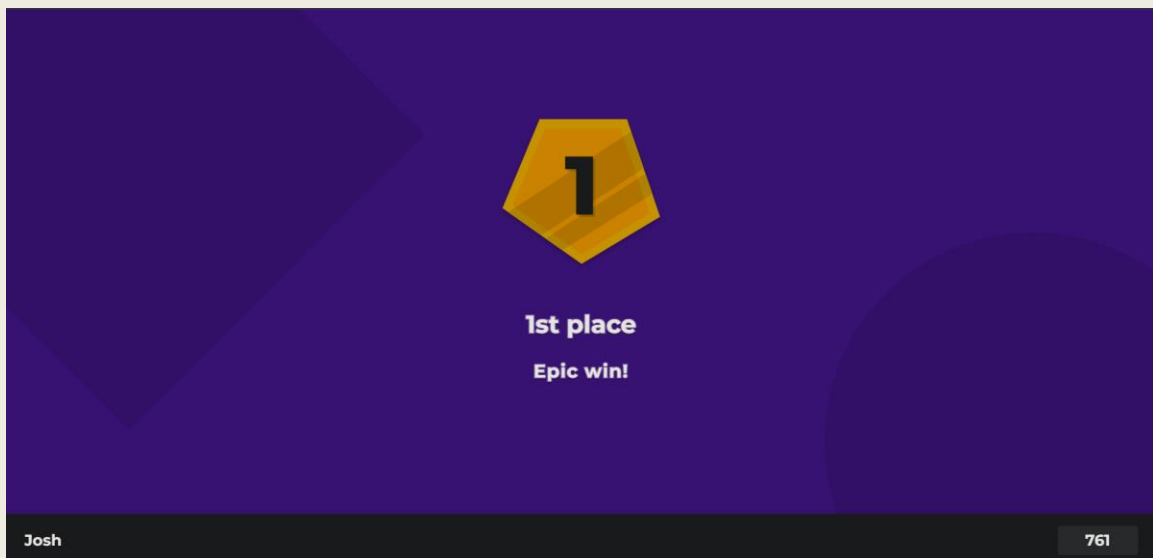
Teacher screen:

Student screen:

After submitting the answer, Kahoot will show if the student has got the correct answer and also the amount of correct answer from all the students.
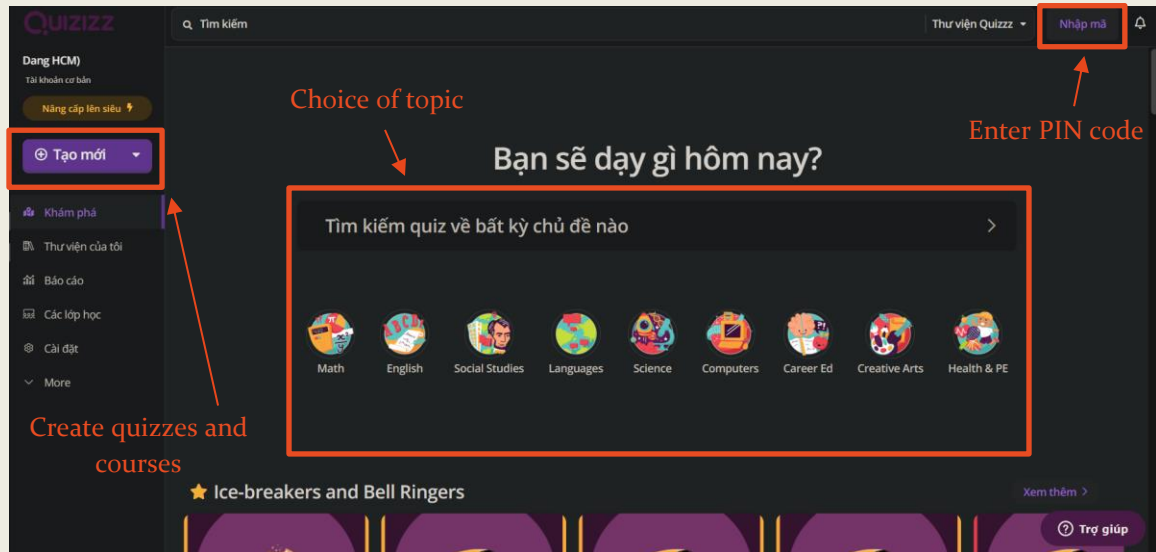
Teacher screen:

Student screen:

After a game the result of the student and three top positions of that game will be shown.
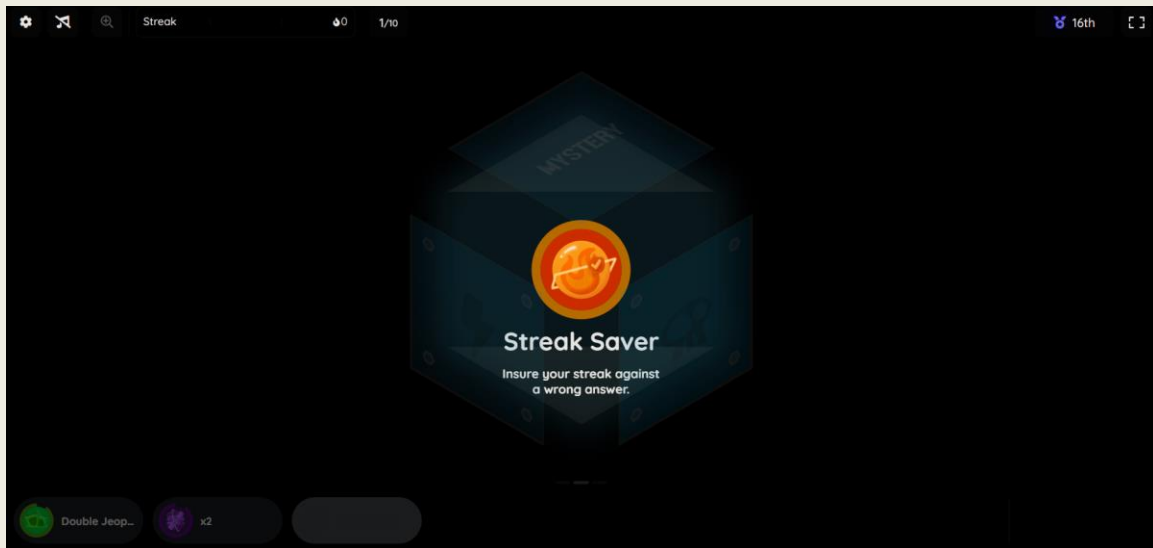
Quizizz

Quizizz greeting screen is a little bit overwhelming for beginner, however, the sheer functionalities provided by Quizizz are also its advantage.
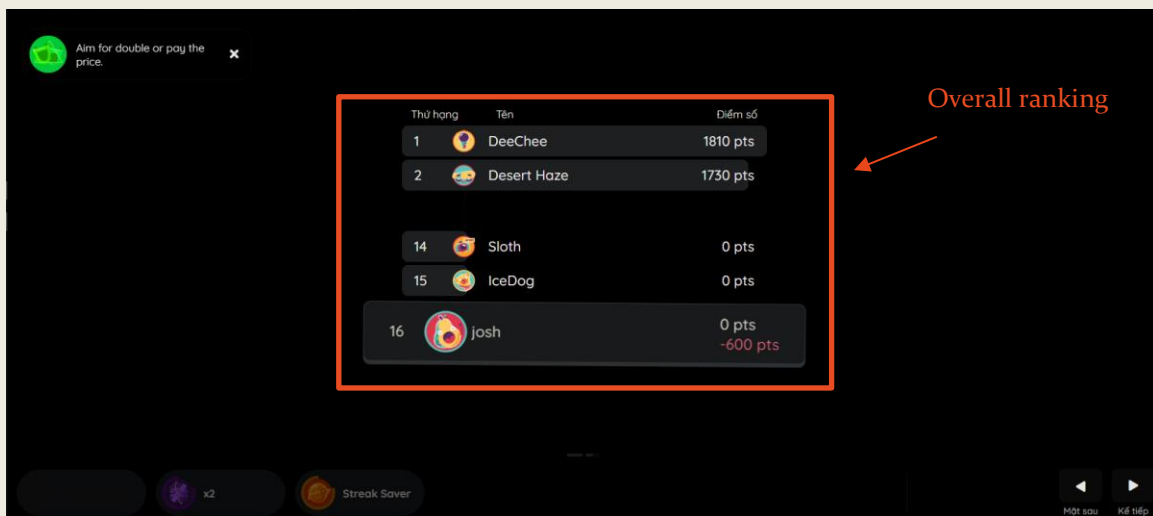

After joining a game, the player will be presented with various question of different formats which is included but not limited to short answers and multiple choices.
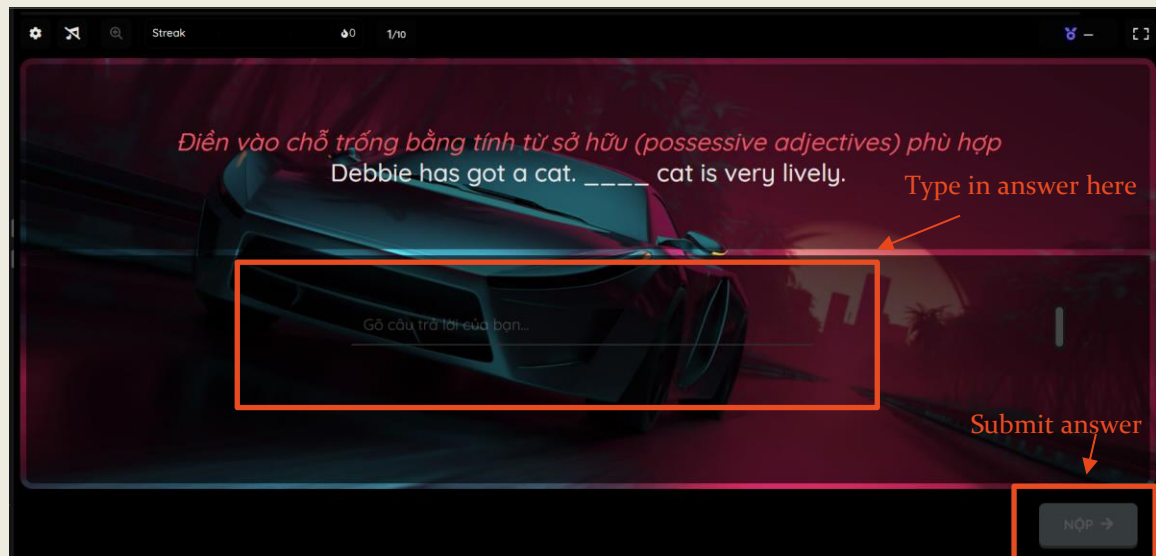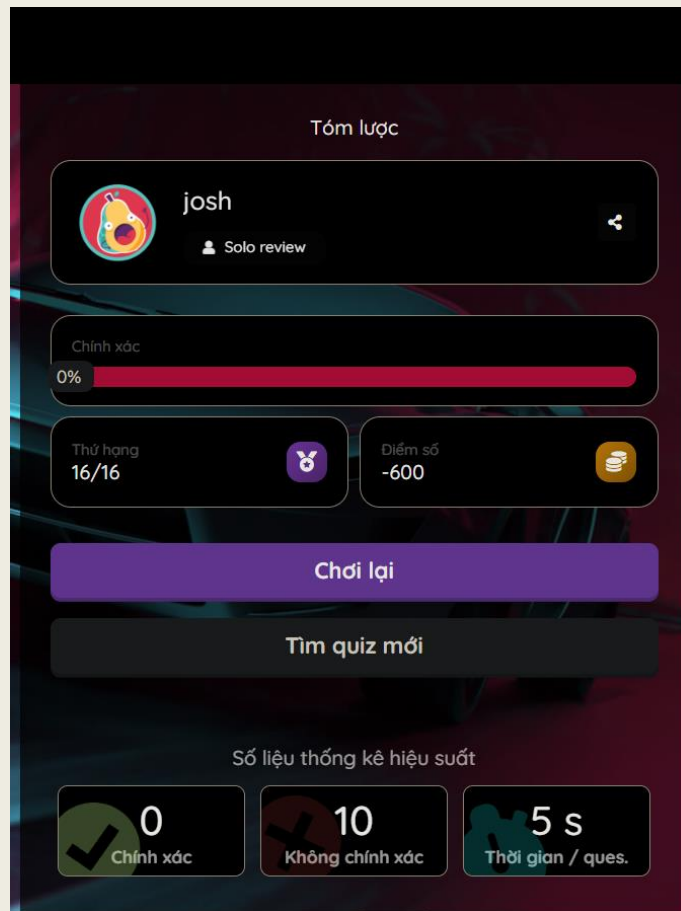
After a question, the player will then earn different power-ups to compete other players, the variation of power-ups is random.
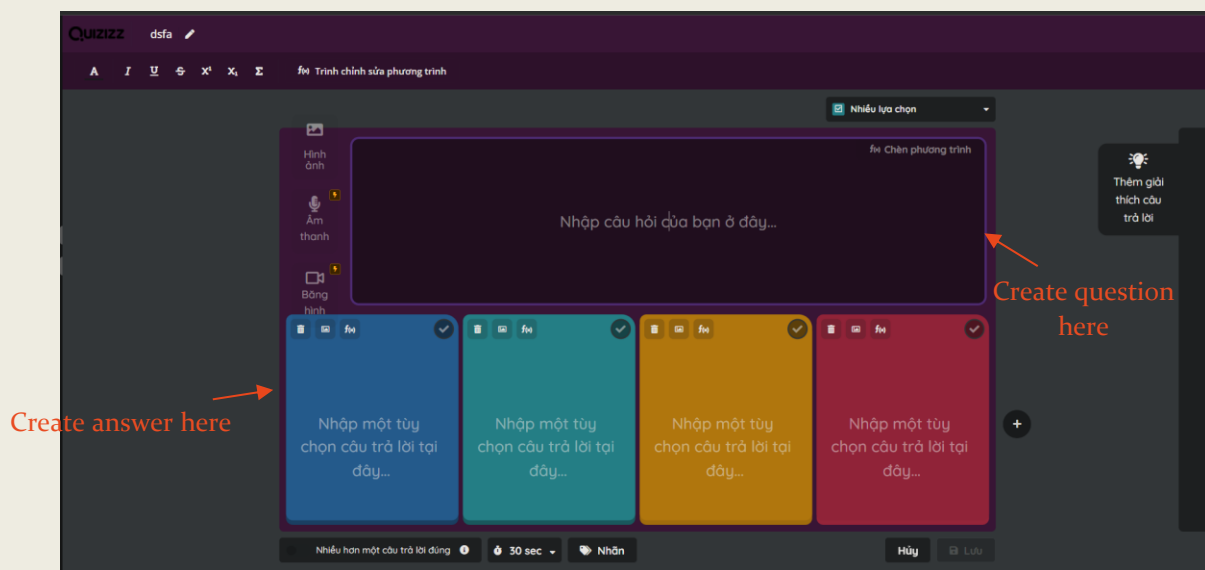

Overall ranking

After that Quizizz will show the ranking of the top players as well as the user themselves.

After a game there will be a statistic panel of the process of the user and option to replay the quiz.

Quizizz and Kahoot educator portal
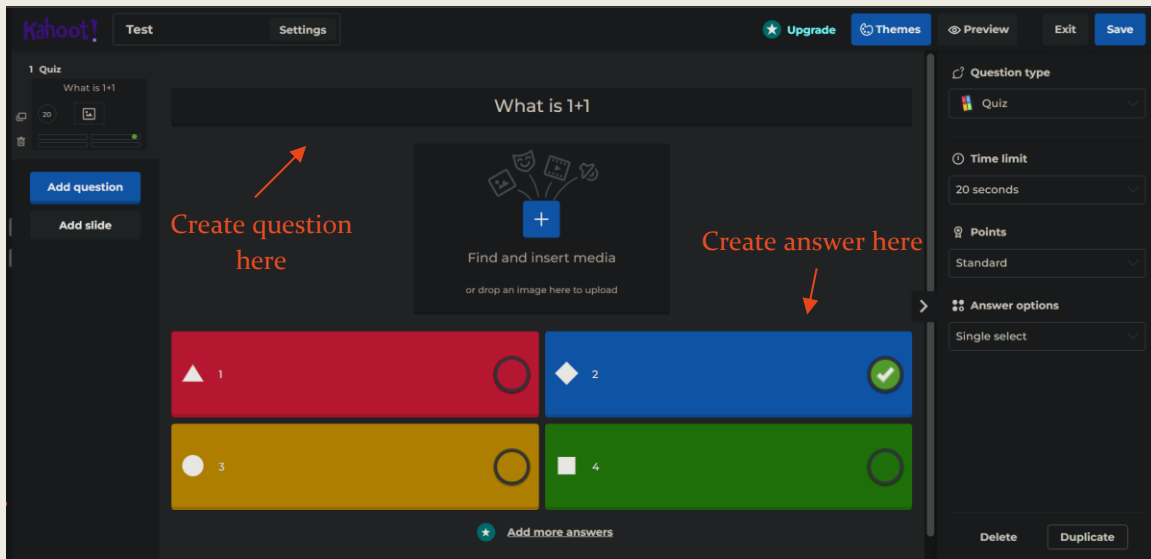
The question creating process of Kahoot and Quizizz is fairly similar, we start off by creating a question and then the answer, it is noteworthy that the teacher can choose multiple correct answers also.

Educators then can preview the created quizzes or published it onto the platform.

4/ COMPETITIVE ANALYSIS

	Kahoot	Quizizz
Unique features	Online competition with many players.	Power-ups to make quiz more competitive.
Design Strength	Clear and straightforward layout .	Modern design with many functionalities.
Design weakness	Quiz visual design is outdated and boring.	Design is a little bit overwhelming for beginner
Functionalities weakness	Requires at least 2 devices to operate	Difficulties for beginner to navigate through quizzes

C. Recommendations

With all the analysis conducted through this report, Quitch has many rooms for improvements.

Firstly, we will discuss about the design layout of Quitch:

- The greeting screen for Quitch's user should be simple so as to navigate user more easily to the game
- The game design, however, should be modern, or pop culture-related to captivate the attention of students.

Functionalities and game design is also an important aspect of game-based platform:

- The idea of power-ups, revenge rounds and dual from Quizizz is very interesting and can be applied to Quitch to leverage its game.
- Videos, Sounds, and memes after each question can also be immensely entertaining to the youth.
- Detailed analysis of answer and after-match reports are also details that can be add to Quitch

Educator Portal is also very vital, as there will be no questions if the system does not fully and completely support the creators.

- Quitch should allow multiple formats of questions as well as multiple correct answer for teacher to create
- Cross-platform compatibility will also play an important role in the success of Quitch.

D.Conclusion

The report has succeeded in comparing the benefits and negatives of the two most popular educational game-based application, Quizizz and Kahoot, with the above analysis and recommendations, Quitch will be able to leverage its functionalities and design to better captivate the attentions of students and being recognized as the better platform for students to accumulate knowledge in an exciting way.