ENG1 Assessment 2 Report

Cohort 3, Group 23

Deliverable #5: User Evaluation

Oliver Dixon
od641@york.ac.uk

George Cranton
gc1263@york.ac.uk

Praj Dethekar
pd910@york.ac.uk

Denys Sova
ds1855@york.ac.uk

Shivan Ramharry
sr1907@york.ac.uk

Albara Shoukri
aams508@york.ac.uk

Rafael Duarte
rd1395@york.ac.uk

Department of Computer Science
University of York

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Overview of Data-Collection Methods

To begin conducting our User Evaluation, we first needed to select our participants. We narrowed our potential participants to University of York students as doing it this way helped us avoid any ethical concerns that might arise. We decided as a group that it would be easier for us if we kept our potential participants only to Computer Science students as we felt it would be easier for us to explain what our product is and we would be able to get better responses in terms of improvements and issues with the product. On the other hand, we also wanted at least one of our participants to be a non-CS student and isn't familiar with playing video games. Only choosing students from Computer Science may introduce bias into our results and having a different perspective will help us get more diverse data. The minimum requirement of participants was 3 but we chose to get 7 participants, one for each group member, as having more participants will help reduce bias in our data and get more representative results.

When making our procedure, we wanted it to be as hands off and open-ended as possible. Doing it this way allowed us to gather information on how intuitive our design is to first time players, and how easy it is to understand our game. Our procedure began with a small introduction of the team member leading the evaluation and a brief overview of what is expected from the participant. We then gave them a list of tasks to complete, in any order, while playing the game, and ending it off with a short Q&A session. Our goal was to get an understanding of how users felt about our game and any shortcomings that we may have overlooked in development. If any issues were found while playing the game, we would take note of it, ask the participant for any suggested improvements and ask for a severity rating which would give us an idea of how serious the issue was to the overall experience of the game. The severity rating is a 1-10 score where 1 means not severe at all and 10 means extremely severe. Once all the participants were done, we had a meeting as a team and talked through our findings. We made a table with all the issues that were encountered, how many people encountered them and calculated an average severity score for each particular issue.

Conducting a user evaluation focusing on University of York Computer Science students, while also including participants from different courses, ensures ethical compliance and provides our group with varying feedback that is beneficial to the improvement of our game. Opting for seven participants instead of the minimum requirement of three helps in reducing bias and increasing the reliability of the findings. Employing an open-ended procedure allows us to gain comprehensive insights into user experiences, while our structured feedback collection enables for systematic data analysis.

Tabulated Feedback

Identified Usability Problem	Severity
User went to vending machine when trying to find somewhere to eat	4
Not easy to notice that they had eaten (when played without audio)	3
Writing on buildings wasn't easy to read	3
Tried to sleep early and wasn't able to	4
When studying at the Piazza building you had to guess more numbers than when at the Computer Science building	3
Felt as though you shouldn't be able to eat as many times as you want	2
I wasn't able to go to sleep earlier because the button "sleep" wasn't active.	3
I wanted to perform some activities in the Ron Cooke Hub building, but the pop-up menu didn't appear.	2
Had issue finding where to change gender in the game	1
Had difficulty finding where activities were at first, and got a fail as a score, so I had to replay the game.	3
You can eat infinitely and it doesn't take up any time or energy.	4
Failing without an explanation is confusing to the player	5
Can't choose your own name	1
User tried to enter Ron Cooke Hub	1
User was able to walk on water	3
I was able to walk onto the water	3
I was disappointed that Achievements are visible only once the game is over. It would be nice to see a clear progression during play-time	2