Level 4 Project design evaluation - A distributed game using adverts in web browsers

Ad targeting is a huge concern when browsing through the internet. Personal data is used in ways most people are not aware of. The aim of this project is to create an engaging game involving ads to analyse and evaluate people's knowledge when it comes to ad profiling and targeting and also to raise awareness of the issues with ad targeting.

For context, this is how the game will work:
Players are given a category of adverts (or vote for a category), the purpose of the game is to visit pages in Facebook (approach 1) or websites in a browser (approach 2) in order to see an advert for the category given. The first player to see the relevant ad wins. When the game ends, players can see a summary of the game with details such as the winner, total time elapsed, total ads seen, etc.

For more details, see: https://github.com/Eftichios/Level-4-Individual-Project/wiki/High-level-user-journey

We will gather relevant metrics from the games in order to evaluate how the players understanding of ad targeting evolved as they continue to play the game.
As there are no guidelines for playing the game, it would be interesting to see the different strategies that players use to win.

This survey will help me decide which out of two prototype designs is more preferable.

Any data will be submitted anonymously.

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Supervisor's email: Matthew.Chalmers@glasgow.ac.uk

* Required

1. Before we continue, I ask that: *

Check all that apply.

☐ You agree to take part in the survey and that the data you provide can be used for the development of the project

☐ You are 16 years old or older

☐ You have no impairment that may limit your understanding or communication

☐ Neither I or my supervisor is in a position of authority or influence over you

☐ You understand that you may withdraw at anytime from the survey

☐ You have identified both mine and my supervisors email addresses if there is any need to contact either of us after completion of the survey
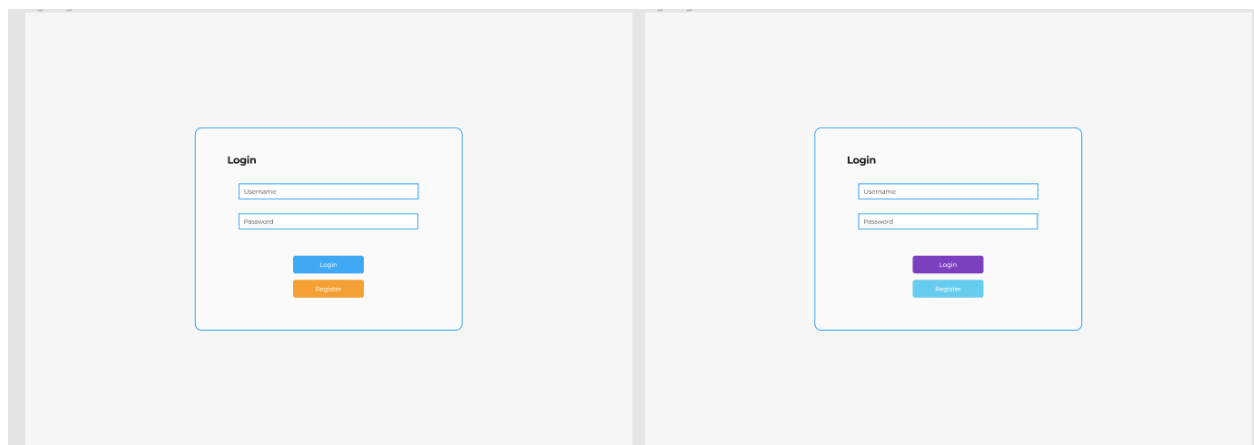
Design Prototypes

Below I will include screenshots of various screens in the web app. Please indicate which of the two you prefer. You can view all of the wireframes for both of the designs along with user journeys in the links provided below. To interact with the prototype, click on the play button in the top right corner.

https://www.figma.com/file/dXfVTCD07pPxPspj63iiZM/Design-1?node-id=22%3A23 (Design 1)

https://www.figma.com/file/IOYS45UXzcAzmOSj2xMABI/Design-2?node-id=5%3A0 (Design 2)

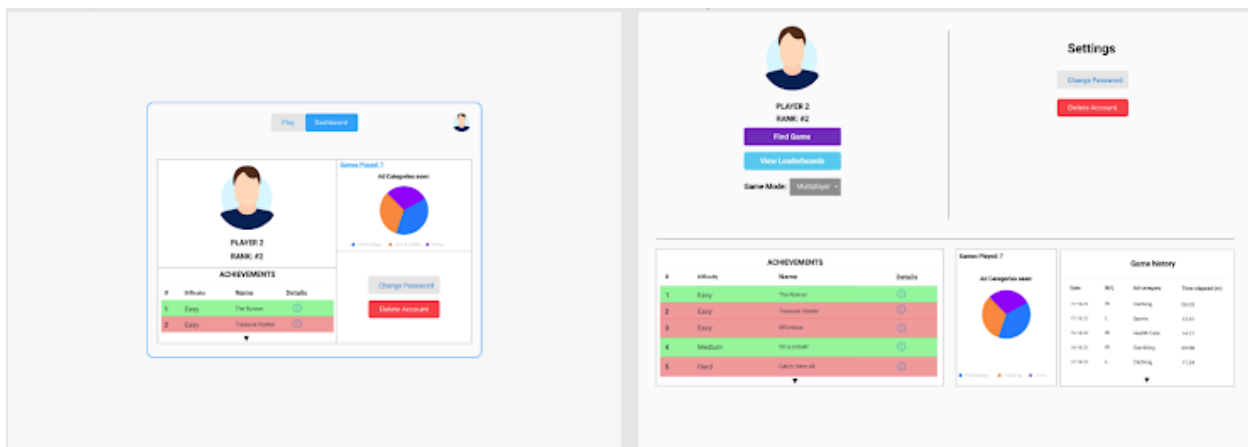## Colour scheme (https://drive.google.com/file/d/1obiv_LUj3T-kFjZOFMwDebpeo9n5G7tT/view?usp=sharing)

2. I Prefer the colours of: *

Mark only one oval.

○ Design 1 (left)

○ Design 2 (right)

Dashboard
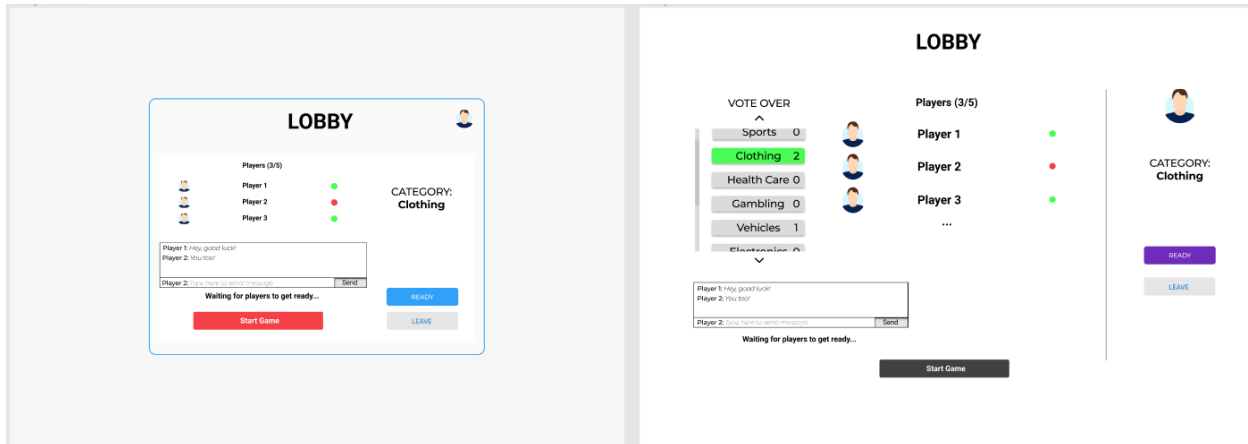(https://drive.google.com/file/d/1_GPY7wpXwie2suUiURalcvD_zUQu_JUm/view?usp=sharing)

3. I Prefer the dashboard of: *

Mark only one oval.

○ Design 1 (left)

○ Design 2 (right)

Lobby (https://drive.google.com/file/d/1iaz22UCwD7HtjyPytgnKqrTluUtkK1Oz/view?usp=sharing)
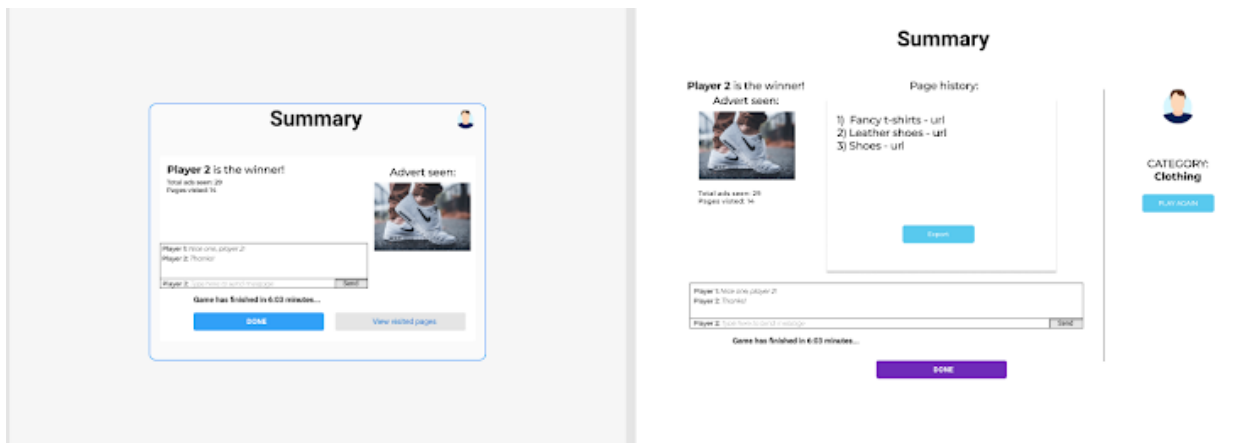

4. I Prefer the lobby of: *

Mark only one oval.

◯ Design 1 (left)

◯ Design 2 (right)

Summary (https://drive.google.com/file/d/1Vw16OCB_P-Vbi1L7k1q7-JLIPKUVxiLA/view?usp=sharing)

5. I Prefer the summary of: *

    Mark only one oval.

    ◯ Design 1 (left)

    ◯ Design 2 (right)

6. (Optional) If you went through the prototypes in the links provided, is there anything you would like to add about the two designs?

    _____

    _____

    _____

    _____

    _____

Open-ended questions

This section is optional but it would be useful if you could give your opinions on the following questions.

7. If you were a player, which game approach would you prefer to be playing, Facebook ads or browser ads?

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    _____

    _____

    _____

8. If you had to manually input ad categories that you see while playing the game, would you still play?

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9. Is there something that is unclear about the game play?

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10. Do you have any suggestions for extra features or design decisions?

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11. Any other comments or thoughts?

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Thank you for your time!

I appreciate you taking your time to complete this survey. It would definitely help me build a useful and usable design.
If you have any questions or need any clarifications, send me an email!