

# **Advice on Running Effective Focus Groups when Conducting Ethnographic Research into Game User Interface Localisation**

**COMP160 - Software Engineering Essay**

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Please include an abstract of at most 100 words (these do not count towards your word count).

## **1 Introduction**

Gathering a focus group of natives in order to test a game can be considered a vital part of tailoring to local customs.[1, 2] Native testers can help UI portray conveyed meaning, invoke the intended emotions, and adjust mistranslations.[2] Papers [3, 4, 5] suggest that form, typeface, and colour could present different emotions to different cultures. These insights could be applied to a game's UI in order to make a more intuitive experience for the users in that country, and to match the originally intended emotional response. Ethnographic research can identify needs to foster new insights into how software is adapted.[6]

## 2 Your section title here

Write the main body of your essay here. Add more sections if appropriate. You may choose to write about each of your three papers in its own section, or you may choose a different structure. Either way, remember that you are being assessed on technical insight and analysis: it is not enough to merely summarise the contents of the three papers. You must demonstrate the ability to make inferences beyond what is written in the papers, and to draw the three papers together into a single coherent narrative.

Your essay must make a clear recommendation, in terms of which of the three techniques you have reviewed is the best according to whichever metric or metrics you feel is most appropriate. You must justify your choice, backing it up with empirical evidence. However remember that an academic essay is not a murder mystery: you should already have briefly discussed your recommendation in the introduction and in other parts of the essay. Do not save it for a grand reveal at the end.

## 3 Conclusion

Write your conclusion here. The conclusion should do more than summarise the essay, making clear the contribution of the work and highlighting key points, limitations, and outstanding questions. It should not introduce any new content or information.

## References

- [1] M. P. S. Bhatia and A. Vasal, "Localisation and requirement engineering in context to indian scenario," in *15th IEEE International Requirements Engineering Conference (RE 2007)*, Oct 2007, pp. 393–394.

- [2] M. Farid, “Software engineering globalization and localization,” in *1990 IEEE International Conference on Systems, Man, and Cybernetics Conference Proceedings*, Nov 1990, pp. 491–495.
- [3] A. Manning and N. Amare, “Cross-cultural emotion responses to form, color, and typeface designs,” in *IEEE International Professional Communication 2013 Conference*, July 2013, pp. 1–4.
- [4] J. Caldwell, “A re-evaluation of emotion response to color and form,” in *2016 IEEE International Professional Communication Conference (IPCC)*, Oct 2016, pp. 1–11.
- [5] ———, “Cross-cultural emotion responses to japanese typefaces,” in *2014 IEEE International Professional Communication Conference (IPCC)*, Oct 2014, pp. 1–11.
- [6] A. Schroder and F. Steinhoff, “Rethinking the obvious: Two cases on how ethnographic research enhances new product development in the context of b2b and b2c customer integration,” in *PICMET '09 - 2009 Portland International Conference on Management of Engineering Technology*, Aug 2009, pp. 1976–1982.