

# Piloting plan

AIM Games Platform

## Prelude

With the objective of establishing some quality assurance and making sure the final product is clear and intuitive, the AIM Games development team presents the current piloting plan to carry it out with help from the piloting agreement signatories.

## Business piloting plan

To present the platform to our potential customers we will first introduce ourselves and will then proceed to present the application to the pilot user. The user will be required to carry out the following tasks. No guidance will be provided and the time it takes them to carry out the tasks will be noted.

- Register as a new company in the application (expected: go to menu, then Log in, then Register as a business)
- Get information on how to do a certain task in a graphics engine (expected: go to Threads and the search for a related thread)
- Hire someone of a certain profile (expected: curricula, then maybe post a job offer)
- Ask about an issue with a graphics engine (expected: Threads, publish a thread)
- Look for employees that can prove a certain ability (expected: publish a challenge)
- Offer a job position with a salary adjusted to market value (expected: list job offers, see the salaries offered, create a job offer with respect to that)
- Access an RPG Maker course and leave a review (expected: access the RPG Maker course in Threads, leave a comment).
- Go to a game dev event (expected: access Events, look for an event, confirm assistance)

During the process we will take note of every suggestion emitted by the pilot user, along with any points that cause confusion and/or workflow disruption. The survey on Annex I will be handed out to them upon completion of the task set.

## Freelancer piloting plan

To present the platform to our users we will first introduce ourselves and will then proceed to present the application to the pilot user. The user will be required to carry out the following tasks. No guidance will be provided and the time it takes them to carry out the tasks will be noted.

- Register as a new user in the application (expected: go to menu, then Log in, then Register)
- Introduce some data about yourself to be more attractive for hiring (expected: go to Curriculum and add data)
- Search for a Game Jam to go to (expected: Events, see which one is a jam, that is, Game Camp)
- Contact a company to ask for a job (expected: job offers, Contact)
- Demonstrate your abilities to a company (expected: challenges, respond to a challenge)

## Piloting plan

During the process we will take note of every suggestion emitted by the pilot user, along with any points that cause confusion and/or workflow disruption. The survey on Annex I will be handed out to them upon completion of the task set.

## User experience piloting plan

To optimize our user interface, we will take volunteers from the school and from some other public places, we will present the application to them and briefly explain its objective. After this, a role will be chosen, be it freelancer or business, and two use cases will be chosen at random from the ones shown above. The user will then be asked to carry them out, taking the same action course as previously stated. When finished, they will be asked to explore the application for one minute. After this, and taking note of all suggestions expressed, they will be handed the survey on Annex III.

## Business results

### Times

	<i>Gunstar Studio</i>	<i>TieSoft</i>	<i>Dual Mirror Games</i>
<i>Register as a new company in the application</i>	4min 50s Greatest setback: "password too similar to other fields" restriction	4m 12s Greatest setback: mandatory picture	3m 15s Greatest setback: "Sure this isn't going to charge me money?"
<i>Get information on how to do a certain task in a graphics engine</i>	47s Greatest setback: not understanding what threads are	1m 10s Greatest setback: not understanding what threads are	34s Greatest setback: looking at Events first
<i>Hire someone of a certain profile</i>	50s Greatest setback: looking at Job offers first	25s No setbacks	22s No setbacks
<i>Ask about an issue with a graphics engine</i>	1m 20s Greatest setback: looking at Events first	45s No setbacks	48s No setbacks
<i>Look for employees that can prove a certain ability</i>	3m 45s Greatest setback: looking at Job offers for a long time	2m 50s Greatest setback: looking at Job offers for a long time	3m 21s Greatest setback: looking at Job offers for a long time
<i>Offer a job position with a salary adjusted to market value</i>	2m 10s Greatest setback: not knowing what I meant with it being adjusted to market value	1m 23s No setbacks (clarified from Gunstar Studio)	1m 15s No setbacks (clarified from Gunstar Studio)
<i>Access an RPG Maker course and leave a review</i>	3m 20s Greatest setback: not thinking threads may have courses	2m 49s Greatest setback: not thinking threads may have courses	2m 32s Greatest setback: not thinking threads may have courses

<i>Go to a game dev event</i>	14s	10s	8s
	No setbacks	No setbacks	No setbacks

## Feedback

### Gunstar Studio

- It would be interesting to explain the challenges in the home page, since they seem a little unintuitive.
- Should check if the thread's material has been used before leaving a remark.
- Would not pay before seeing what the platform has to offer: limited-time visitor permission.

### Survey:

1. 2 (plus 26 interns)
2. 10
3. The best: functionality. The least: appearance.
4. See feedback and times.
5. Uses Google. Adds: centralization and community.
6. Can't say for sure, needs a free test when the application is running properly.

### TieSoft

- There should be a coin system to post job offers and challenges, this allows for bigger vs smaller studio balancing in terms of cost and system abuse.
- The coins should be automatically refilled with time up to a limit determined by the payment plan. They could also be bought separately, with a steeper cost.
- The application is not very visually appealing
- Please, some improvements in the messaging system
- The user showed interest in hiring the services as soon as possible

### Survey:

1. 3 (plus 6 interns and 2 collaborators)
2. 9
3. The best: search for talent at an affordable cost. The worst: messaging system.
4. See times.
5. They usually search in person. Gives agility, centralizing and effectiveness.
6. 90€/year if there is content on the platform.

### Dual Mirror Games

- Make search bar in the main page to search in all relevant entities (curricula, job offers, challenges and events).
- Send an automatic information message when you confirm assistance to an event with all the event details.
- Make the picture field not required in the registration form.
- No "see" button, just make the whole field a button (in lists where there is a button to show details).

### Survey:

1. 4 (plus 5 interns and 4 collaborators)
2. 7.5
3. The best: being able to post challenges to check the abilities of a candidate. The worst: no way to show the company's current development projects.
4. See times.

## Piloting plan

5. They usually call game schools and they send people. It offers variety and searchability.
6. 110€/year that they expect to reduce through helping in organizing events.

## Freelancer results

### Times

	<i>Alberto Sánchez</i>	<i>Vinnicios Thyago Dias</i>	<i>Francisco Sánchez</i>
<i>Register as a new user in the application (expected: go to menu, then Log in, then Register)</i>	2m 10s Greatest setback: mandatory picture field	2m 21s Greatest setback: mandatory picture field	1m 55s Greatest setback: mandatory picture field
<i>Introduce some data about yourself to be more attractive for hiring (expected: go to Curriculum and add data)</i>	35s No setbacks	58s No setbacks	42s No setbacks
<i>Search for a Game Jam to go to (expected: Events, see which one is a jam, that is, Game Camp)</i>	1m 20s Greatest setback: looking for where you can see if it's a game jam	1m 5s Greatest setback: looking for where you can see if it's a game jam	45s No setbacks
<i>Contact a company to ask for a job (expected: job offers, Contact)</i>	12s No setbacks	13s No setbacks	11s No setbacks
<i>Demonstrate your abilities to a company (expected: challenges, respond to a challenge)</i>	2m 10s Greatest setback: not understanding what challenges are	1m 48s Greatest setback: not understanding what challenges are	2m 32s Greatest setback: not understanding what challenges are

### Feedback

#### Alberto Sánchez

- Aesthetically indistinct
- Message system not quite powerful enough
- Cool HTML5 showcase system
- All actors can see the challenge responses, is this the correct way?

#### Vinnicios Thyago Dias

- It would be nice to be able to promote your curriculum paying some money for some determined search terms
- Curriculum promotion price in accordance to number of key words and promotion time
- Please make the photo not required when registering
- It would be cool to have a Google Maps display for the event location
- Asks why isn't the game compatible in curriculum, it's due to security reasons

#### Francisco Sánchez

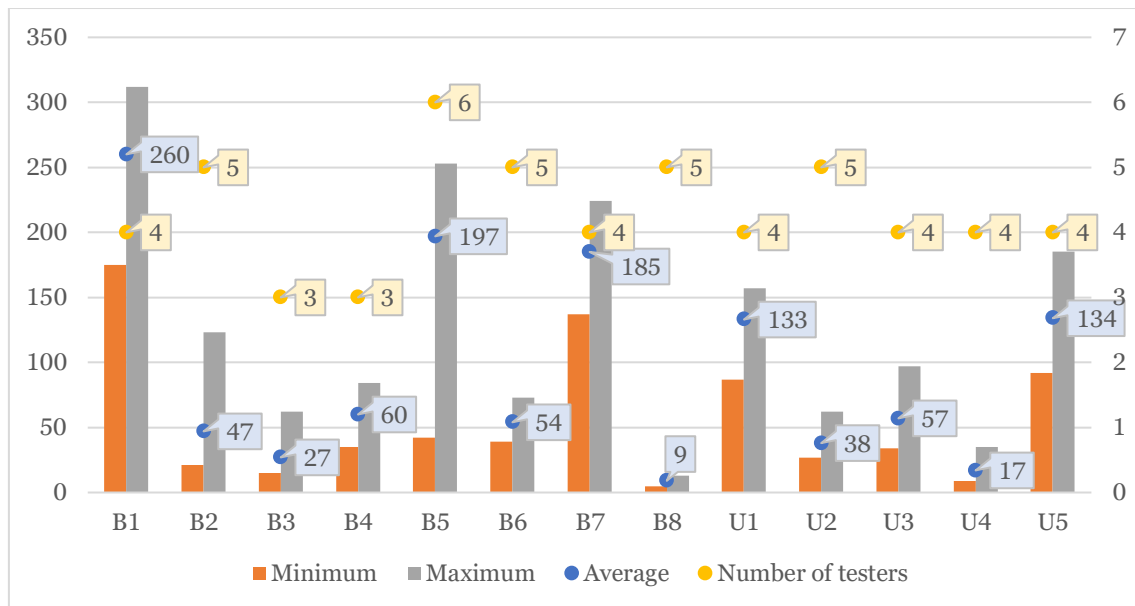
- Why are some buttons not stylized?
- Job offer has some layout issues

- Why do I see the responses to challenges made by others?
- Group message list by user and make it so the display shows the message history with that person
- 'I see myself in a landing page photo!'

## Experience design results

The number of people we estimated to extract a significant result for experience design; however, after 28 testers we considered we already had the data we needed, so this is how many people were finally interviewed.

Here we have an aggregate graph of the time spent for each task. Please, consider that not all tasks had the same difficulty, and not all tasks were carried out by the same number of people.



Survey:

1. Average: 7.714

Individual results:

7	0	5	10	10	8	9	9	8	7	9	8	6	5	9
---	---	---	----	----	---	---	---	---	---	---	---	---	---	---

10	9	10	4	8	7	9	10	8	9	7	6	9
----	---	----	---	---	---	---	----	---	---	---	---	---

2.

<i>Order (by number of appearances)</i>	<i>The best</i>	<i>The worst</i>
1.	Go to interesting events	Thread and challenge not very intuitive
2.	Judge adequacy through challenges	Visually unappealing
3.	The live HTML5 display is a good idea	Messaging unintuitive

3. Generally, almost all the users had trouble with the threads and the challenges, furthering our impression of these being systems that deserve some dedicated explaining in the application. We will delve into the way to carry this out in the next sprint. Other areas of concern, although to a lesser extent, were the fact that the picture field was mandatory in the register, the way multiple URLs are handled and the lack of a way to quickly identify what kind of event each one is (solvable via tags).
4. The main known competitors were LinkedIn, InfoJobs and Icaro. The perceived advantage was mainly on the point we make about creating a feeling of community among our members, and some better usability and modernization when compared to Icaro.

## Annex I: Business survey

1. How many employees does your studio currently have?
2. From 0 to 10, how much value do you think the platform adds to your studio?
3. What do you like the most? And the least?

---

---

---

---

4. What feature have you found more confusing? Why?

---

---

---

---

5. What tools do you currently use to cover the services we offer? Do you think we offer an improvement?

---

---

---

---

6. How much would you pay for our services?

\_\_\_\_\_, \_\_\_\_\_ €      month / year      (mark your preferred option)

## Anexo II: Encuesta de usuarios base

1. From 0 to 10, how much value do you think the platform gives you?

1. What do you like most? And least?

---

---

---

---

2. What feature have you found more confusing? Why?

---

---

---

---

3. What tools do you currently use to cover the services we offer? Do you think we offer an improvement?

---

---

---

---



### Anexo III: Encuesta de experiencia de usuario

1. From 0 to 10, how much value do you think the platform adds to a videogame studio?

2. What do you like the most? And the least?

---

---

---

---

3. What feature have you found more confusing? Why?

---

---

---

---

4. What tools do you know that cover the services we offer? Do you think we offer an improvement?

---

---

---

---