BBA UX Report

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Introduction

The report involved will encompass tests, feedback and iterations from testers to prove a hypothesis based on Australian culture and its lack of representation in gaming, the tests and results there of will be analised and collated to either prove or disprove the proposed idea and collected for this report

Hypothesis: There is a lack of Australian representation in gaming overall

Summary

* A platform game accessible to casual players that proposes a light hearted view of the Australian social cultures
* Researcher: Andrew Phillip Gonzalez – Student of Game Design and Development
* Goals
* - Can players see a proper reflection of Australian social cultures?
* - Can it be relevant to an international market? (testing to be done with overseas testers)
* -As a short game, can it determine its effectiveness to create curiosity therefore a market overseas?
* Testing methodology: Interviews one on one, questionnaires online, especially overseas, and a prototype if available, otherwise the questionnaire will involve an imagery of the scenario of the game
* Participants: 0
* Test Length: 1 – 4 days, testing locally and sending out questionnaires internationally and collating data
* Key Findings: none thus far

Methodology

Scenario: Ideally the interviews conducted locally will be a mix between the academy at the academy’s own premises and known gaming communities where the interview will take place at their place of choosing or online for faster collecting and feedback.

* Location: could be varied at the school and other areas of Sydney existent
* Time and Date: nothing set yet
* Interviewee: The sole designer and researcher with 12 names (Andrew Phillip Gonzalez for short)
* Interviewee task: with either a scenario written, a pen and paper prototype or a proper build of the game, the player will be asked to play the game with no prompts or hints other than basic instructions based on the medium presented for testing
* Observations: Play time, behaviour changes throughout game and emerging patterns
* Interactions: Interviewee will ask questions based on the experience of the game and the impressions left, where they reflective of Australian culture, was it deviated, were there issues? Etc…

Questionnaire/Test Plan

To test the hypothesis, testers will be asked to play 4 games (6 if there is not enough data)

* Can you tell where these games were made?
* Where are they set?
* What culture does it represent or is it surrounded by?

After revealing which games were made in Australia, then these questions would apply

* Did the game have any particular Australian cultural representation?
* What would you add to the game to make it as Australian or more Australian?
* In representing Australian culture in games, would there be anything to avoid in adding that may be seen as offensive or could be misunderstood?

Results

This will be the breakdown of the questionnaire and condensed into statements for easy reading and become actionable statements

Implementation

Affinity Mapping

A sorting of the data gathered and collected into respective categories

Persona

A result of the condensed and collected data to be represented in the form of a persona

Game Implementation

An accounting of the changes in the game based on the feedback received and analisis of the persona to better build of the game

Concl00usion