

App idea: Sharks in the Water

A game of tag in the digital age. Players can be “sharks” or “fishes”. Shark players have to get close to fish players to increase their score but if 4 fish players get around the shark player the shark loses a score point and the 4 fishes each gain 1 point. Once the original fish count or shark count reaches 0 the game is reset and players are randomly chosen to be a shark or a fish when a new game starts.

Short Summary:

Anyone anywhere can play. Anyone that has the app turned on can play. The “shark” players get a count of the “fish” players in the proximal area and gets a feed count increase when they get close enough to a fish player. Fish players get a count of shark players in the area and can see their location farther out than the shark player can see the fish player locations.

Demographic:

This app is for any demographic but is focused more on the age range between 15 – 40 because it can require some physical activity.

High fidelity, interactive prototype:

Invision.com link: <https://invis.io/AD9LX65N2>

Test plan, preparation and findings:

The purpose of the UX test questions is to find out if everyday people can understand the most basic elements used in the *Sharks in the Water* app.

UX testing script:

- Imagine you're playing a game of tag with your phone and you had to be close enough to other players to tag them, how would you do it with this app?
- If players can be a shark (the person who is 'it') or a fish (the people staying away from the person who is 'it'), can you tell if you are shark or a fish from this screen?
- Can you tell where you are on the map?

1st location: Stake-n-Shake over by Alafaya ave., time: 1930L

Notes:

Was asked to leave after asking first person when they declined due to no soliciting policy.

2nd location: "The Christmas House", time: 2020L

Notes:

1st tester:

User was female. Was unfocused and ready to move-on.
Could only ask one question...

"Which screen would you use based on the game I described?"

She preferred the second screen with the corner showing the user's shark or fish status.

2nd tester:

For this user I told him that some of the app had tap events even though none of it does.

I asked:

"If this was a game of tag where the sharks where *'it'* and they had to tag the fish how would you do it?"

- User was male.
- Didn't understand to context of the app.
- Didn't understand what the "Strike" button was for or what it was meant to do.
- Had to reiterate what the point of the app was a couple times.
- Tried to use the top left user shark/fish status icon as a swipe or button.
- Tried to open the menu by pressing the menu icon.
- Tried to tap on the shark fin and fish map markers.
- Understood where the user's current position was.
- User said it's an interesting idea, but it looked like they felt like they'd never use it.

The useful info I found was that people probably wouldn't use this app if it's just for playing tag. The useful user I found tried to tap the other user map makers to tag them instead of tapping the "Strike" button. I also found that the top left user status icon might be a good doorway into the menu or the leader board because the user tried to swipe or tap it like a button.