

USER TESTING

AINT354

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MARKET RESEARCH: KNOW YOUR USER

Who is going to use your product?

- Are there similar products?
- Who uses those products?
- What similarities are there to your product?

Check out competitors media - save items of interest to a spreadsheet/mind map

- Blogs, forums, reddit pages, wikipedia entries etc
- social media presence
 - Which ones specifically?
- User reviews
 - Lets plays
 - Streams
 - Review/guide videos
 - Check out comment sections

Find the fans:

- Age group/gender/country
- What other products/media do they like?
- What social media do they use?

Build a mind map of all the related products, their user bases and where they meet!

MARKET RESEARCH: RESOURCES

Somewhere, there is a resource for all products in a certain market

- Mobile games/apps
 - App annie
 - Casual connect
- PC games
 - Steam charts
 - Steam DB
- General
 - Superdata

TEST PLAN

What questions are you asking?

- The more specific you are, the better the results
 - Did anything look like a bug?
 - Do the controls make sense
 - Did you manage to find x item?
 - Did you work out how to do x thing?

Ask for ratings on specific things, for example

- Rate the jump mechanic out of 5, from too low to too high
- Rate this section of the level out of 7, from boring to too much action
- Did you find the secret room? yes/no

Think about splitting each user test up into 2 or three parts

- Get users to feedback on 3-5 questions after each part
- Users will remember things more clearly after a couple of short bursts of gameplay
- May forget things after one long session

PLAYTESTING: EXPECTATIONS

Meeting user expectations

- Do the similar products have biases for certain types of controls/art styles/gameplay
- Is the user expecting a certain thing from the experience based on previous experiences?
- Perhaps ask if the user is familiar with competitor products

Example

- Brake to win had automatic steering
- Users would try to steer and we would have to explain during test sessions
- We added a screen at the start of a race with a “no steering required” icon
 - Highlighted controls and explained their functions

PLAYTESTING: TECHNIQUES

Recorded sessions

- Screen capture - OBS
- Streaming would be great
 - Last year students streamed a couch co-op game test from their shared house
- Green screen is available for VR projects in in room 212 ;)
- Rooms 210, 211 and 212 also have some nice PC's for recording game tests

Unity playables

- Good for a small number of longer play sessions
- You can record transform data into animations
- Use timeline to “play back” a level
- Useful for spotting trouble spots in game difficulty

Unity analytics

- Good for a large number of small play sessions
- Limited data can be saved
- Takes 8+ hours for servers to update data

FEEDBACK

Implement a questionnaire according to the test plan

- Try and get relevant data for your product
 - Age group/gender
 - Other interests
 - Platforms they play on
 - Favourite social media

Perhaps have a short interview after the session, so they can give any extra feedback

- Some users have a lot to say after a session

Some games have ratings popups between levels or at short intervals

- They ask simple questions like
 - How are you finding the game so far out of 5
 - Rate the quest you just completed out of 5

DATA ANALYSIS

Going back to the core questions in the test plan

- Compare ratings
 - Spreadsheet
- Heatmaps
 - Great for certain types of games

More in-depth analysis

- Qualitative
 - Comparing user comments
 - Include interviews
 - NVIVO
- Quantitative
 - Comparing data
 - Include ratings
 - Heatmaps
 - Positional game data
 - Statistical game data
 - “R”

GDPR

Be aware of the laws around **collection of user data**

- Make questionnaires as anonymous as possible
- Video footage of people requires consent beforehand
- Consult GDPR guidelines online

[GDPR Guide](#)

[GDPR Gov website](#)

REFERENCES

Research

[App Annie](#)

[Casual Connect](#)

[Steam Charts](#)

[Steam DB](#)

[Superdata](#)

Tools

[OBS screen recorder software \(FREE\)](#)

[NVIVO](#)

[R](#) - statistical analysis

Unity

[Analytics](#)

[Heatmaps](#)

[Timeline](#)

[GameObject Recorder](#)