

#ODDBALL
CSC 591, Spring 2024

Phase 5 - Evaluation

Client: Professor *Patrick Fitzgerald*, NC State Design

Team:

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Index

- 1. Participants**
- 2. Lab Setup**
- 3. Interviews**
- 4. Results**

Participants:

Number of participants: We chose to have 6 participants

Characteristics of participants:

University students with different majors and degree levels
Willing to participate
Experience or interest in playing games
Individuals with diverse backgrounds
Participants who are willing to provide constructive feedback and suggestions for improvement
Those with varying levels of gaming experience to evaluate the game's user-friendliness

How we recruited them:

We approached some students with this survey form:

<https://kha3r3j7gf2.typeform.com/to/vEMsHFEe>

We also approached some people in the library randomly while we were taking the interviews.

1st Participant: Master's in Computer Science (Female, Age 23)

2nd participant: Master's in Civil Engineering (Male, Age 29)

3rd participant: Master's in Mechanical Engineering (Male, Age 23)

4th participant: Master's in Engineering Management (Female, Age 25)

5th participant: Majoring in Statistics (Male, Age 19)

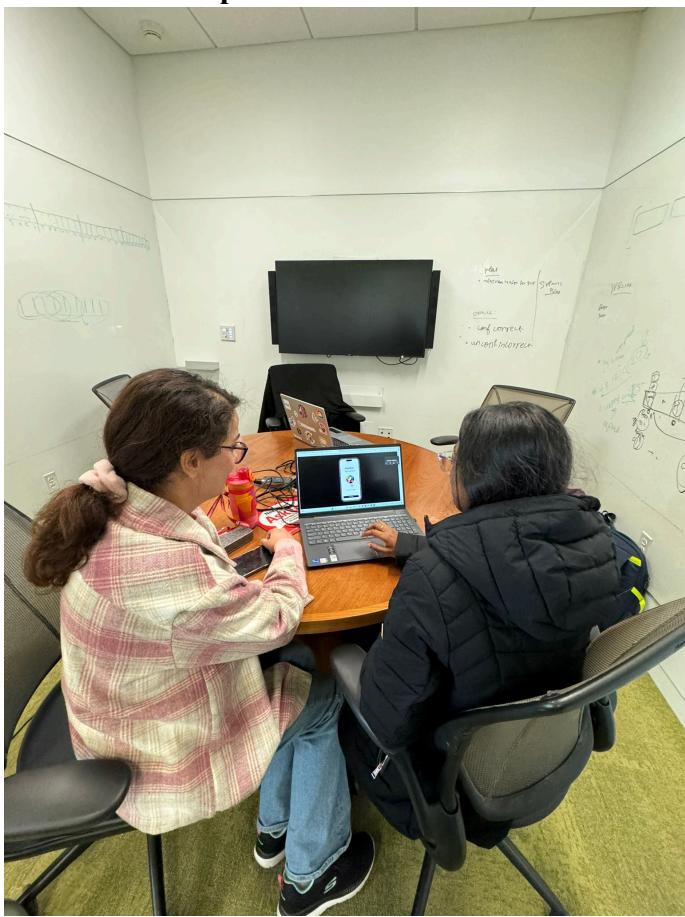
6th participant: Majoring in Architecture (Female, Age 20)

Lab setup:

Description of lab setup:

We were able to physically conduct the interviews. So we opted to conduct the interviews in the library. The participants were asked if they were willing to participate in this interview. They were given a time according to their availability. There was one interviewer and the rest of the members were present as observers/notetakers. The observers/note-takers were in a different room and connected via Zoom.

Interview room picture:



Observer room pictures:



Tools used:



1. Typeform: We created a survey using Typeform to ask participants if they would like to join our interview. We asked several questions related to the gameplay.
2. Zoom: We used Zoom as the online platform to conduct the meet, while the interviewer and participant were in a room, the observers joined the meet to watch and take notes about what was discussed.
3. Figma: We used Figma to present our prototype which allowed participants to try the game, get the experience of the gameplay, and give feedback.
4. Photoshop: We used Photoshop to add curtains to the images for one of the fun reveal mechanics.

Interviews:

Interview script:

Thank you for taking the time to test out our prototype. I am going to walk you through this session.

As part of our UX course project called OddBall, we are designing a game that is fun and educational. The game allows the user to select an odd one out of some AI-generated images.

We have a prototype we'd like you to take a look at. Just a quick reminder, some features may not work as expected, and that's okay. We're not evaluating you, we're here to gather insights on how we can improve the prototype.

When you interact with the prototype, please think aloud as much as possible.

Now, I'll give you some simple tasks.

Tasks:

- Register and login
- Select an educational path
- Choose a player or play solo
- Complete level
- Change educational path

Questions:

As you go through it, could you tell me what you think each part of the user interface does?

Landing Page:

- a. What are your initial thoughts on the landing page when first looking at it?
Do you understand what this prototype is for? (their first impressions) (take notes on what they say)

Login Page and sign up:

- a. You wanted to go to the login page, do you have any comments on this page?
- b. Is the navigation intuitive?
- c. Were you able to easily distinguish between different sections like login, signup, and choosing educational themes?

Choosing Interest:

- a. Now based on your interest choose the area that you want to play:
- b. **If selected biology:**
 - What do you think of raising curtains as the slow reveal mechanic? How does it influence your engagement with the game?
 - From a user perspective, how do you find the inclusion of AI-generated images in the gameplay experience?
 - What do you think of the visual appeal of the prototype?
- c. **If choosing History:**
 - What do you think of blurred images as the slow reveal mechanic?
 - Did you find the slow/fun reveal mechanics of uncovering images fun and engaging?
 - Did it add to the suspense and challenge?

After the interview:

1. Educational Content Integration:

- a. How effectively was the educational content integrated with gameplay? (1 = Not at all, 5 = Extremely effective)
- b. To what extent did the integration of educational content enhance your learning experience? (1 = Not at all, 5 = Significantly)

2. Clarity During Gameplay and Navigation:

- a. How clear were the instructions during gameplay? (1 = Very confusing, 5 = Very clear)
- b. How much do you feel unsure about what to do next while playing? (1 = Frequently, 5 = Never)

3. Navigation and Interaction:

- a. How easy was it to navigate between screens and interact with buttons? (1 = Very difficult, 5 = Very easy)

- b. Did you encounter any issues while navigating or interacting with elements?
 (1 = Many issues, 5 = No issues)

4. Overall experience:

- a. Could you summarize your overall experience with the prototype? What did you find easy or challenging?
- b. Did you have any issues with the navigation from the beginning to the end?

Grid with observations:

Participant #	1	2	3	4	5	6
Fun Reveal Mechanic	Raising the curtain is pretty. I couldn't see half of the images, so it was exciting to see the whole picture and guess the correct answer.	The rising curtains part was hard. I like the images being blurry. It is fun and engaging.	Blurring images was interesting and I understood what the game was about, but I couldn't guess the image right away.	The idea is good. It gave me 3 clicks or chances to guess the right answer, which is typically a good strategy, and kept me playing till I guessed it right.	The blur thing is nice.	It made me think about the blurred effect. It was engaging. The curtain is better than the blur thing, it gives simple clues and is good for understanding what the prototype is about.
Educational Paths	Based on the theme selected. As long as the pictures don't look	In the themes, the background and intention of the theme	It adds value, It gave me a thought and then I selected the correct option out	The educational aspect was interesting to be added to a game. It	I don't think that the person who wants to know more about educationa	The game was focused and concentrated on specific themes,

	alien, anything looks good. The educational aspect is good.	were understandable.	of it. Curtains are cute and fun. Never seen anything like that before.	integrated gaming and learning together, which was helpful.	I paths needs to get the images in the game on the first try. They slowly understand the odd one out.	and it was interesting to choose the odd one out.
AI integration	The images look real not AI generated .	AI-generated images enhanced the game experience .	Definitely okay with it. Every time I face a new challenge, like not passing a level, it's cool to learn from a lot of different themes or fields.	I didn't realize that the images were AI-generated. Interesting thing! This way I think that a lot of images can be generated easily.	I thought the images were from a database. Integrating AI gives more flexibility and the specific themes can get many images.	The scope of better images gives more interesting frames.
Navigation and interaction	The landing page looks nice, including the sign-in page and if there's no account found, then it's navigating to the signup page.	Navigation is intuitive and easily understandable. Create the account, register, and go to the next page. It was clearly written about how to go by the login	It had a separate page and it integrated one page to another seamlessly . When clicking anything, it easily navigated.	The navigation page is nice and can distinguish between pages. The buttons are good to navigate. The landing page is nice and the page is interesting to see.	Since I have 3 options, I might eventually know the right answer. I thought it would be better to reveal the wrong answer completely so that the user might	The sign-in and login page were simple yet reliable. I clearly understood that the prototype was for a game. The design was usual, there's nothing very different

		page.			understand what the image can be related to.	to get confused about.
Clarity during gameplay	Before including the blurry images at any level, It would have been better if there was a pop-up stating that the next images would be masked. I thought the image was still loading.	Every theme was clearly described and images were clearly related to it, which was nice.	When I saw the sign-in, I got a clear picture of what the game was about.	The font and the color chosen is a bit dark. The landing page and sign-in pages were good for an introduction to the game. The sign-in and register page design was nice.	Instructions were pretty clear on how to play the game. The profile icon is at the left bottom, which was new to me, usually, it is in the top right corner. It was creative.	The instructions were very clear and sure to go on how to go by the game after selecting the themes.
Overall experience	I was waiting for the Blurr images to be revealed, and that waiting time was exciting. Throughout the process, I was thinking about the right	Animations are interactive . The colors, appearance, and color combinations are good.	It was good. Thinking aloud was new. Learned new things by answering different questions. Instructions were clear and I was sure what was happening.	Creative thinking of the user's perspective when playing the game, improves intuitive skills. Recognition and creative thinking will be increased for children.	I like the interface and ideas behind the gameplay. The actual purpose was not addressed, it was not that, they needed to see what is the image about, it was about how the image	It was fun and I liked the design. The game asked the questions and all the tasks were assigned properly for navigating through the game.

	answer. I thought there could be multiple answers.		On the first page, it's better to give more instructions on how to use the prototype. Usage of the app and design was nice. Gave me the thought through the pictures and I suggest you integrate this with video content. I enjoyed the experience .	Instructions are more clear on the landing page. Since there are only 3 chances, lastly, the user will understand the correct answer. The navigation is pretty clear and well-directed. This prototype is well designed.	selection is done for educational purposes.	
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Grid with ratings:

Participant #	1	2	3	4	5	6
Fun Reveal Mechanic	4	5	4	5	5	5
Educational Paths	4	5	4	3	5	3
AI integration	5	5	5	5	5	5

Navigation and interaction	5	5	5	4	5	3
Clarity during gameplay	5	5	5	4	5	4
Overall experience	5	5	5	5	5	4

Results:

Participant #	1	2	3	4	5	6
What are your initial thoughts on the landing page when first looking at it? Do you understand what this prototype is for?	It was nice to see the game logo and then going to the login and signup pages effortlessly. The logo gave off the theme of the game.	The navigation was simple and nice. After logging in, it was clear that it was a game to pick the odd one out.	The process was clear and simple for logging in. The prototype was interactive and easy to understand .	The pages are simple. It was easy to understand what to do.	It was nice. The prototype looks nice. I like the logo.	The prototype looks great. I like the color combination.
Were you able to easily distinguish between different sections	Yes, the pages are easily distinguishable. There are different	There are two different pages to sign-up and log in. So, it was	Different educational paths were displayed to select from all	Adding an educational aspect to a game was a smart idea. It	Yes, the pages are built neatly and they are easy to navigate.	The pages were nice when I tried navigating to other login

like login, signup, and choosing educational themes?	themes in the game that are easy to select from all the options mentioned.	easy to login and register for the account. Everything was clearly mentioned.	and it has a wide range of variations.	combined playing games with learning, which was very useful.	All the ideas were great especially, integrating AI-generated images.	pages. The educational aspect is interesting.
How do you find the inclusion of AI-generated images in the gameplay experience ?	The pictures seem like they are real, not made by AI.	AI-generated images made the game more enjoyable.	I'm fine with it. Whenever I encounter a new challenge, such as failing to pass a level, it's interesting to see various themes and learn from them.	I didn't know the images were made by AI. That's interesting ! It seems like this method can create many images quickly.	Using AI adds more options and generates many images of specific themes.	Having better images makes the scenes more interesting.
What do you think of blurred images as the slow reveal mechanic? Did it add to the suspense and challenge?	I liked the blurred images; they made it more suspenseful and challenging to guess.	The slow reveal of the images was exciting and added a fun challenge.	Using blurred images was interesting , but it could get a bit confusing at times.	The blurred images added a good twist and made the game more engaging.	I wasn't a fan of the blurred images, it was a bit slow and decreased my enjoyment . I liked the curtains' reveal technique better.	The blurred images were a great touch, they really built up the anticipation.

What do you think of the visual appeal of the prototype?	I think the prototype looks really good. The colors are bright and catchy.	The design of the prototype is very simple and clean, which makes it easy to understand .	It's quite nice and doesn't have anything unnecessary that could distract me from going to the next pages.	I really like how the prototype looks. It's interesting and interactive .	The prototype showed how the game works properly, which makes it more fun to use.	I like how the prototype is designed. It's clear and to the point.
Did the integration of educational content enhance your learning experience ?	Yes, I was learning about different themes while having fun with the game.	Yes, I felt like I was getting better at spotting patterns and differences after each play.	My observation skills are getting better in a fun way, which can be considered a good way of learning.	I need to carefully focus on each of the images to tell the difference. So my concentration levels are being tested here.	It gave me progress in both gaming and knowledge .	Yes, It was interesting to combine education and gaming together. I understood how to tell the difference.

Patterns found:

- The game was rated 5/5 for its engaging and enjoyable experience by users.
- Users appreciated the combination of education and fun offered by the game.
- Many users identified the fun reveal mechanic and AI integration as the most intriguing features.
- Some users did not like the presence of an extra navigation button, finding it unintuitive. Apart from that, the navigation seemed seamless to them.
- The instructions were clear and easy for the users to follow.
- Overall, users rated the game approximately 9.6/10.

Follow-Ups recommended:

- Improve the navigation button on the left bottom
- Develop the actual content to be more clearer and informative
- Choose better color schemes
- Build a more attractive page for the first screen after login

- Make the right answer bigger than others when revealing the right answer
- Provide a button to learn more about all the provided options