

presentation #3

cat distribution system inc.

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short intro

MEOW ... we have some results

1. set up
2. toy hunt
results & improvements
3. flappy cat
results & improvements
4. HARUS
results

minigame 1

memory

Players play the memory card game where different cat characters are shown. The first pair will be their future ingame cat.

minigame 2

toy hunt

Players collect and retrieve cat toys distributed throughout the game world.

minigame 3

flappy cat

In a mini-game, the cat needs to dodge objects, with the added challenge of helping the cat lose weight.

what we did

Step 1

observation

We observed players testing the game to identify usability issues, challenges, and overall engagement without intervening.

Step 2

harus test

At the end of each testing session, we conducted a HARUS survey to evaluate system usability by analyzing engagement, satisfaction, and preferences through structured feedback.

Step 3

analysis

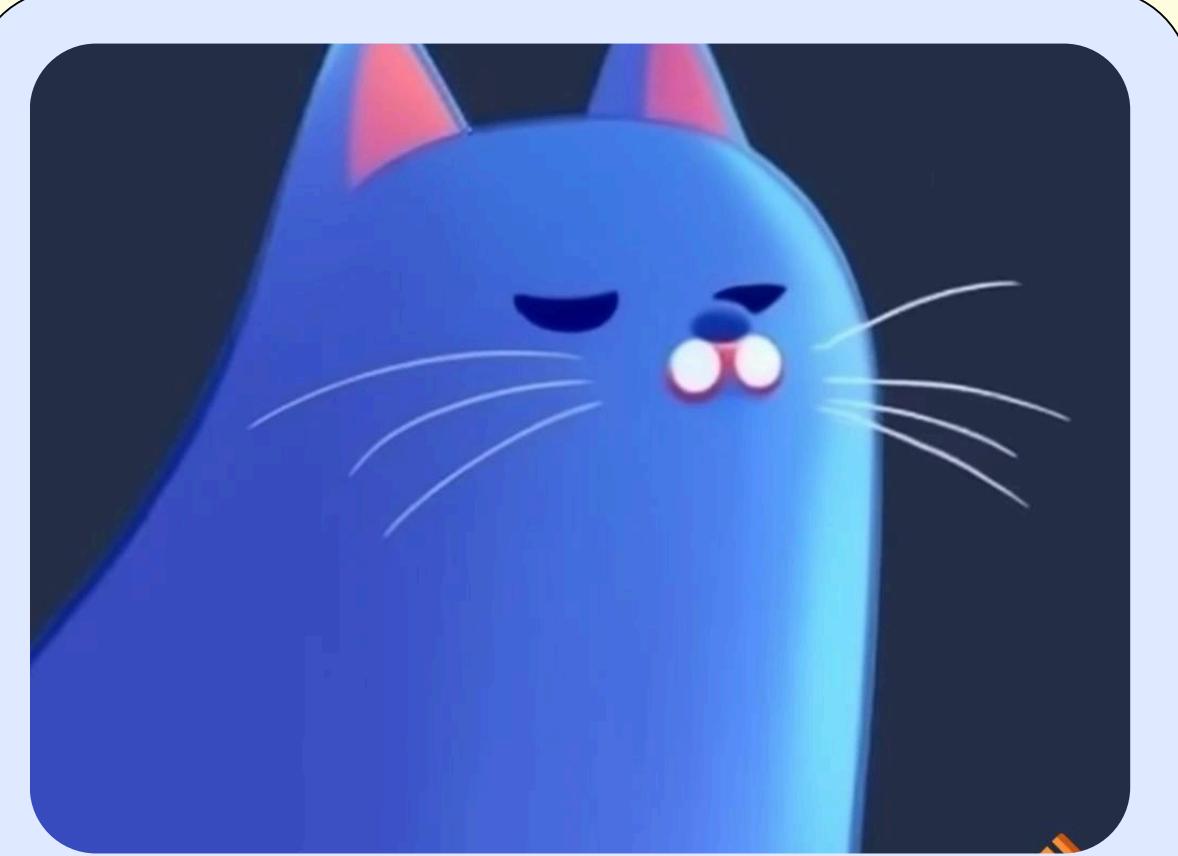
We analyzed the insights gained and derived potential changes for improvement.

set up

06.12.2024

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our participants



player A

Age 15

Male

very into games

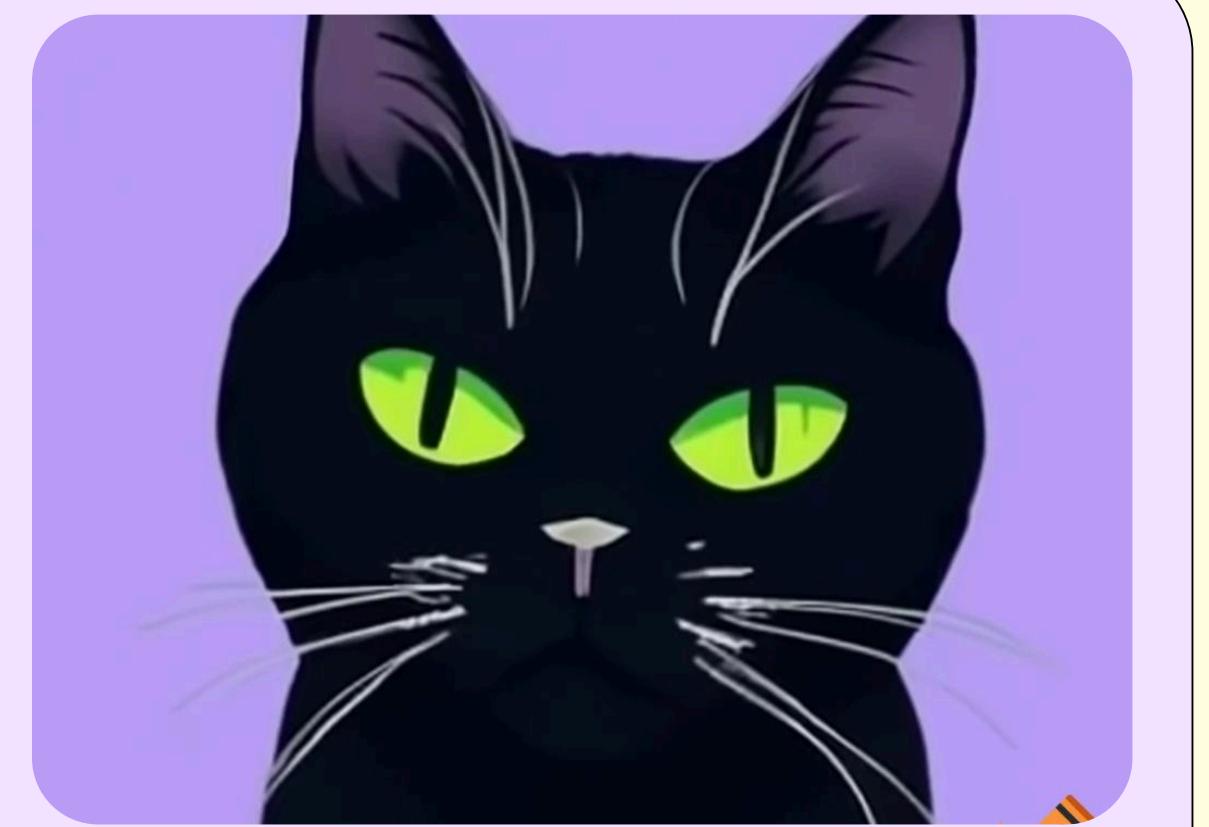


player B

Age 19

Male

a little into games



player C

Age 22

Female

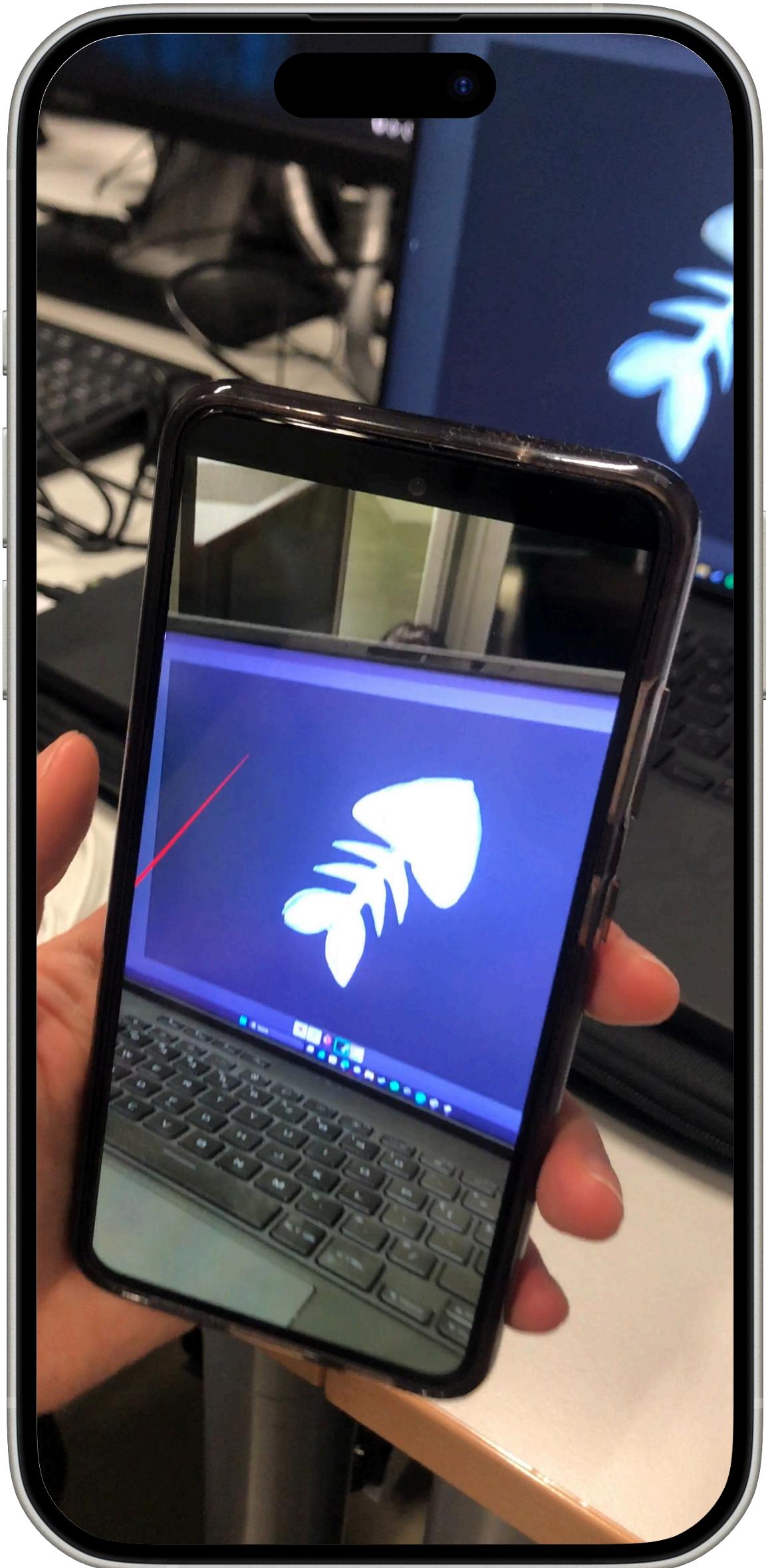
not into games but into cats

key findings

overall

navigation & userflow

- **Home Screen**
Players were unsure of tasks and needed guidance to proceed.
- **Progress Tracking**
No overall progress indicator on the homescreen
- **UI Design**
Consistent Style is currently lacking;
CTA sizes need to be bigger & give feedback



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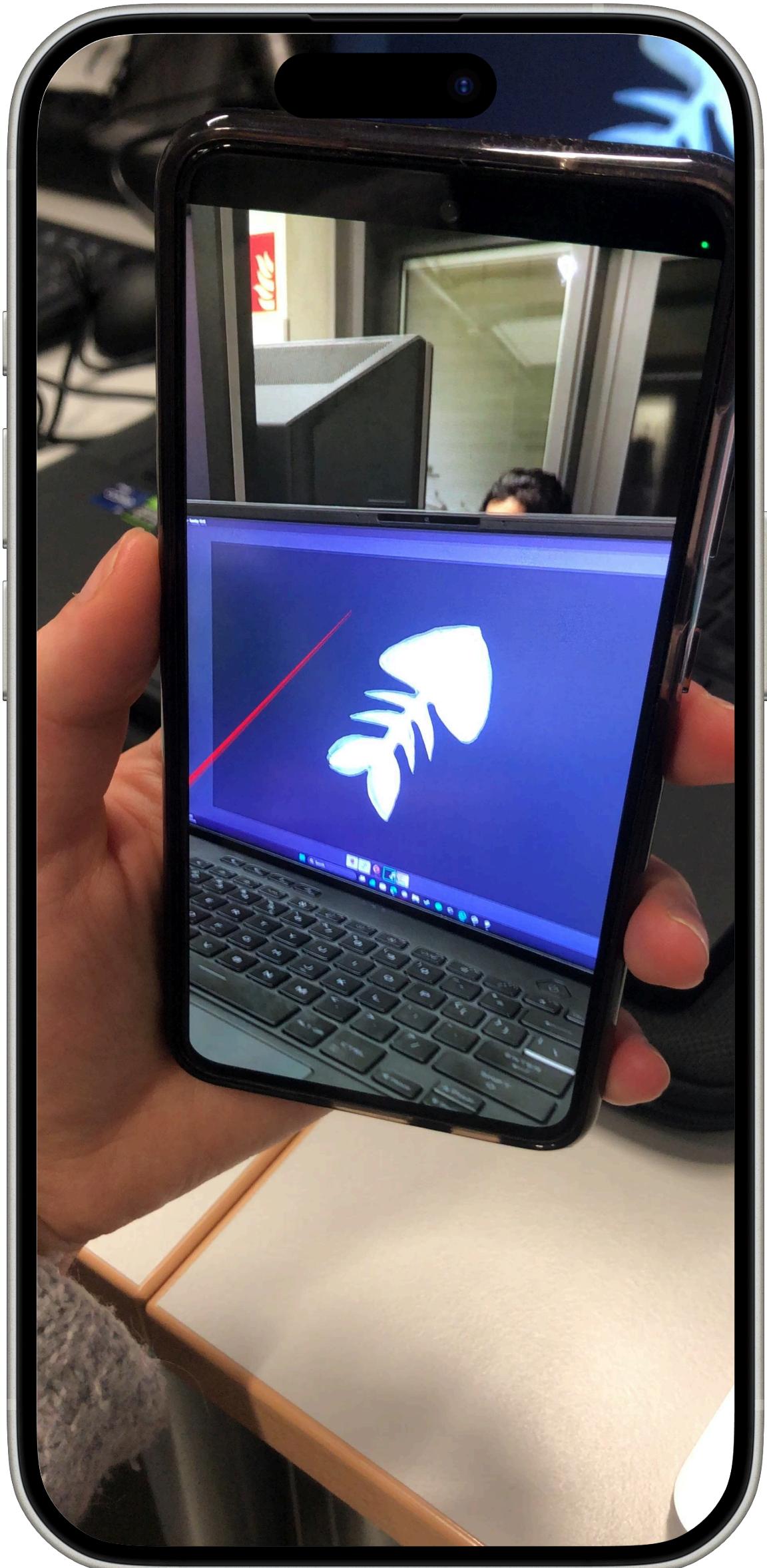
improvements

- Add clear instructions or visual cues for tasks on the home screen
- Display overall progress (e.g., "1/2 games completed") to guide users.
- Style game, implement style and feedback for clickable elements, to ensure user navigation/interaction

overall

overall game mechanics

- **AR Scanning**
Dependency on scanning caused friction
- **Game Completion**
Final win lacked impact



overall

overall game mechanics

- **AR Scanning**
Dependency on scanning caused friction
- **Game Completion**
Final win lacked impact

improvements

- Add troubleshooting tips or clear guidance regarding what to scan; make sure all marker images are easily scannable
- Enhance the final game completion with celebratory elements like badges or animations

key findings

game 2

toy hunt

- **Object Collection**

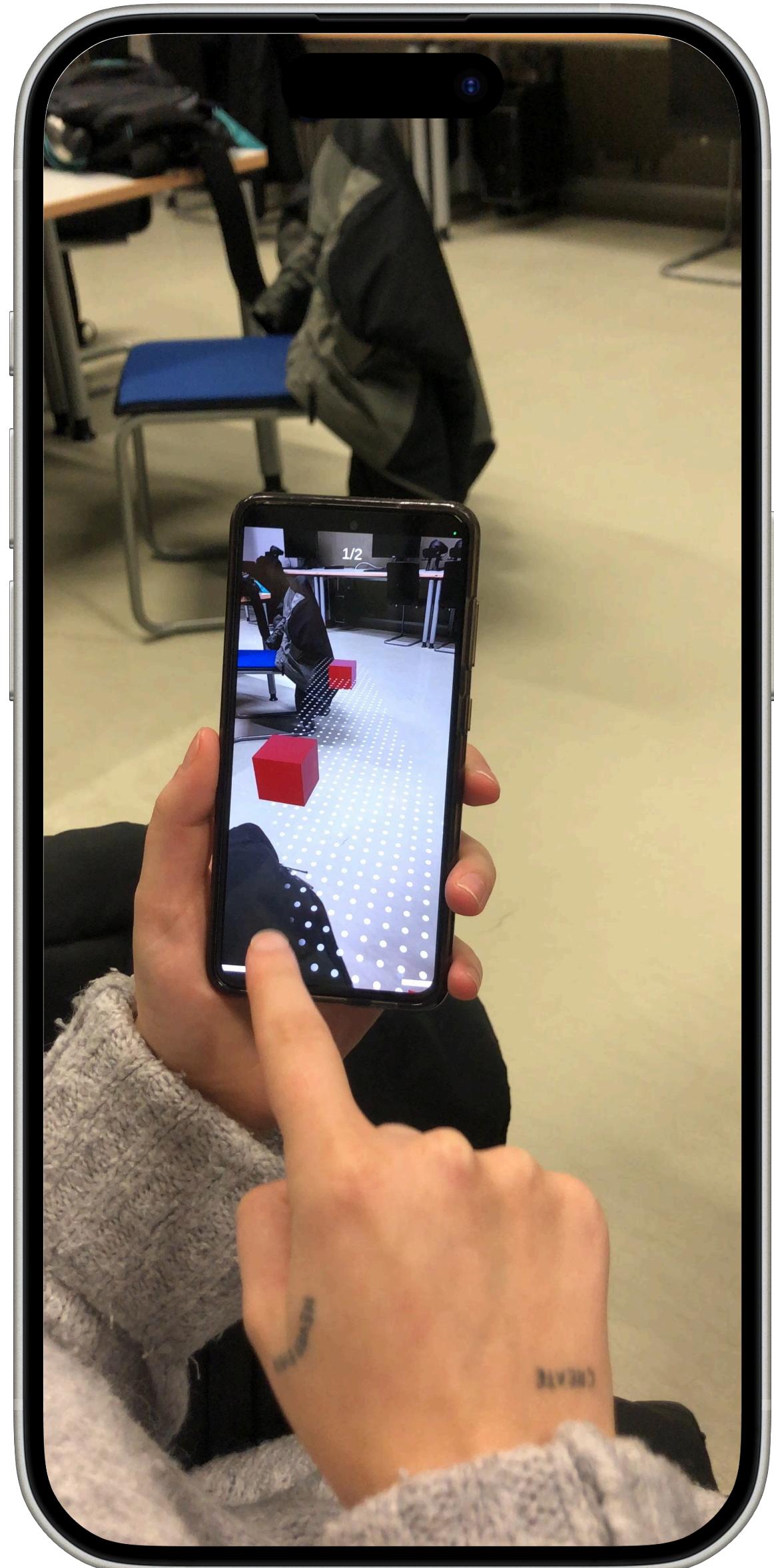
Confusion about collectable items;
players struggled to identify required objects;
sometimes objects weren't collectable with the first
tap

- **Explanations**

Instructions were too unclear and added confusion
e.g. the toys that need to be found weren't clearly
named / didn't match with the placeholders

- **Spawn Issues**

Objects sometimes spawned in walls or out of
reach, creating frustration



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improvements

- Provide clearer in-game prompts for collectible items,
(e.g., "We're looking for cat toys!" or "Already collected")
- Assure objects are collectable with first tap
- Revise the explanation to avoid confusion (e.g. clarify
what users need to find like "feather and bird ")
- Adjust object spawning to ensure items are reachable
and not obstructed by walls.

key findings

game 3

flappy cat

- **Controls**

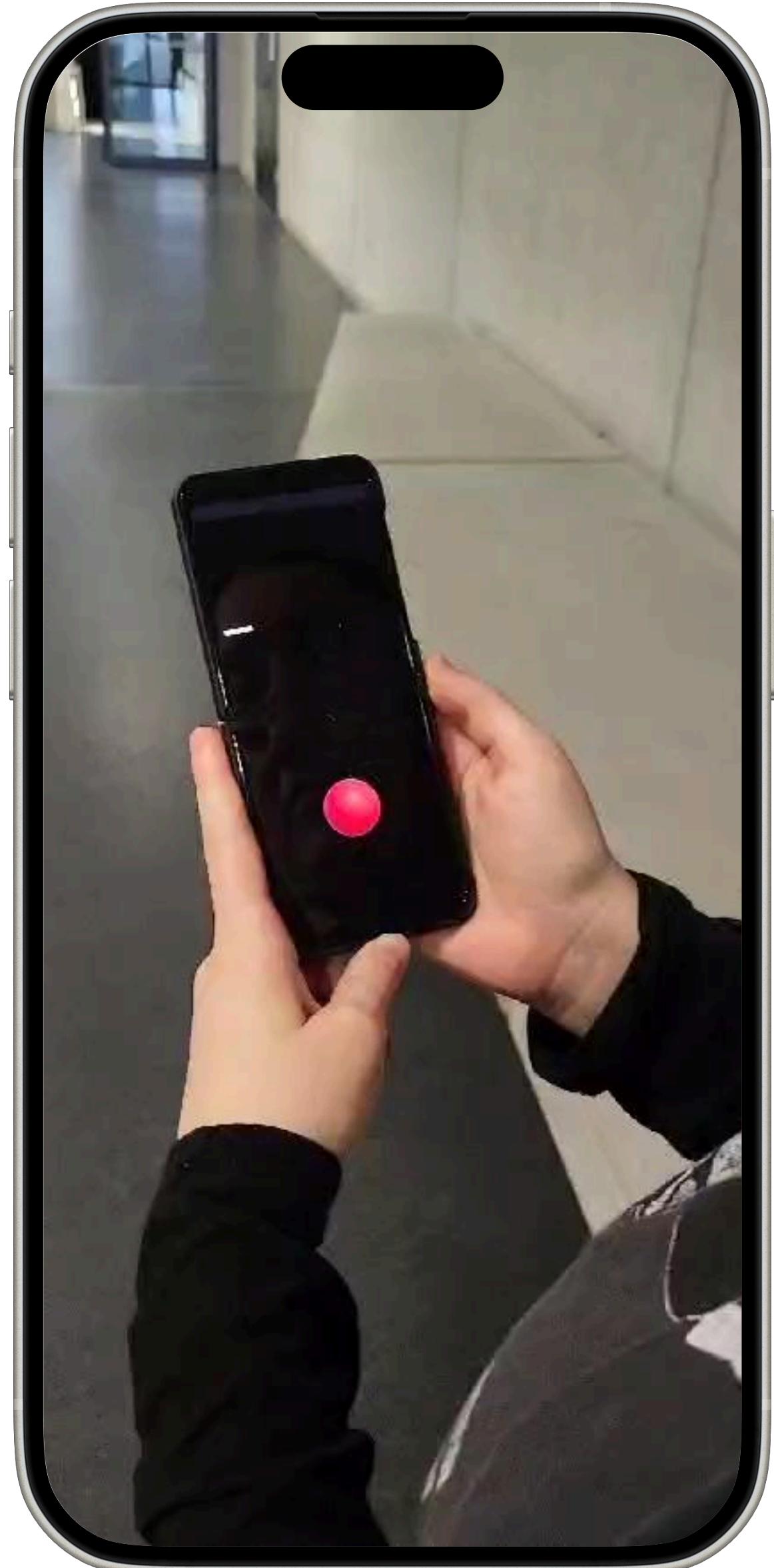
Players mistook controls for tapping/swiping instead of tilting

- **Navigation**

Players pressed incorrect buttons post-game, struggling to return to the home screen.

- **Replay Flow**

The explanation screen reappears after "Try Again," interrupting gameplay continuity.



game 3

flappy cat

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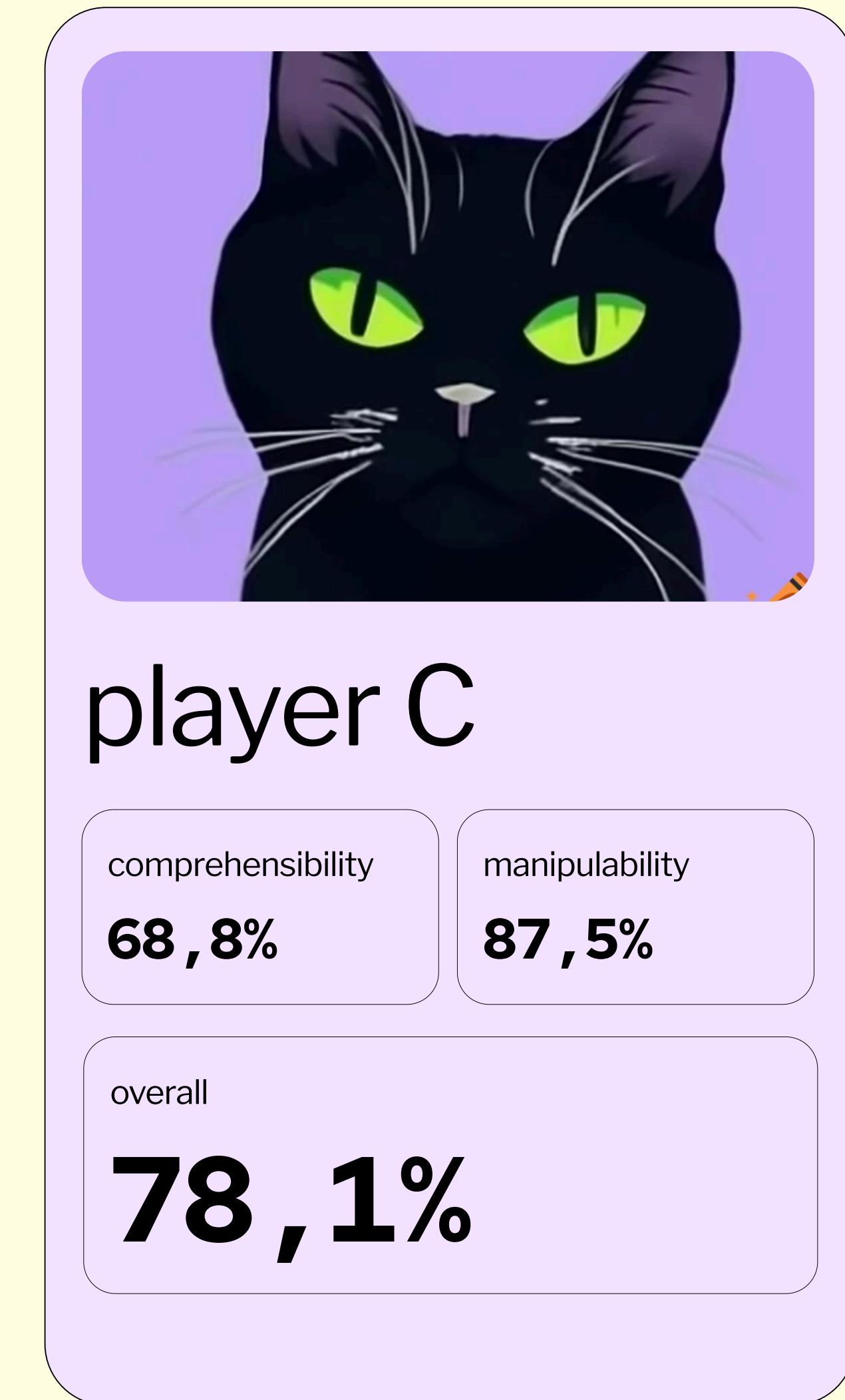
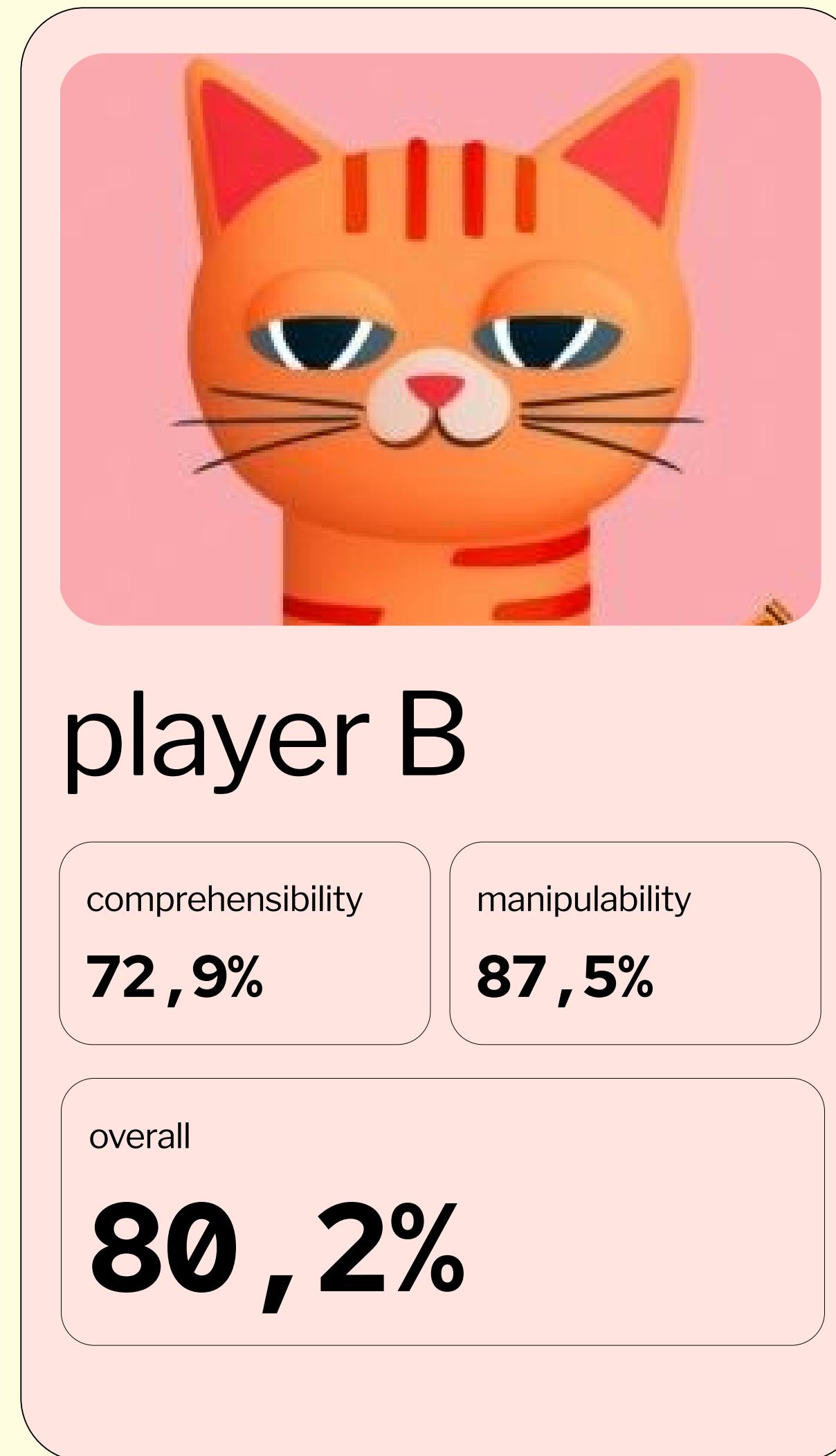
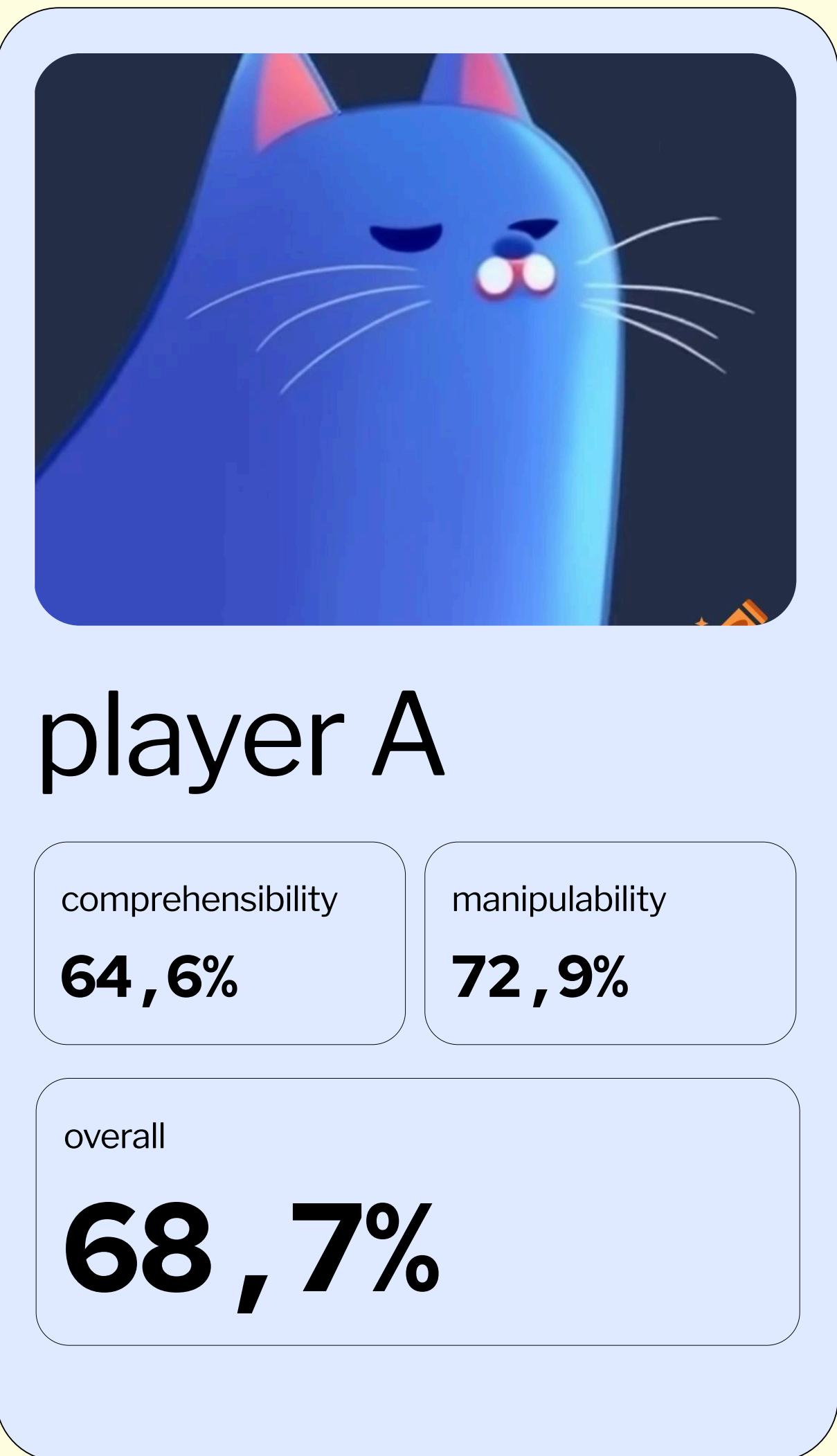
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improvements

- Include “tutorial” before game start that shows again how to play/tilt for playing
- Improve post-game navigation with clear, distinct buttons for replay, home, and other actions.
- Include 3D Model as Cat to make clear what kind of “action/interaction” is needed from the user
- Simplify the explanation screen by showing it only once per session or providing an optional “view instructions” button.



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thx

