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# **UniTycoon**

## **User Evaluation**

**Group 6**

**TEAM6 Game Studios**

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## **Methods of User Evaluation**

The following sections will outline the methods used for various parts of the user evaluation.

### **Recruitment**

Our method used for recruiting people to take part in our user evaluation was for members of our team to ask other students within our cohort that we know to take part in our user evaluation. The target audience was described as “people who are over 18, and have experienced university exam challenges”, and since we asked our fellow students to participate, we were confident that our participants would fit this description. We made sure to have at least 3 participants in order to collect a significant enough amount of data.

### **Data Collection Tools and Data**

During a user evaluation session, a scribe took notes on any significant events and comments, making sure to take note of all of the usability problems that were discovered during the session. These notes were taken on a Google Doc in the team’s shared Google Drive so that the entire team would be able to access and read them. The notes were later compiled into a table below, with each problem given a severity rating from 0 to 4:

- A rating of 0 indicates that we do not think that the problem is an issue.
- A rating of 1 indicates that the problem does not affect the gameplay in a significant way.
- A rating of 2 indicates that the problem should be fixed but only after higher severity rating problems have been fixed first.
- A rating of 3 indicates that the problem should be fixed as it affects the playability of the game in a major way.
- A rating of 4 indicates that the problem should be fixed as soon as possible as it prevents or makes intended gameplay extremely difficult to perform.

Documenting and fixing these issues will help to eliminate any confusion or usability issues the player may have with the game to make the gameplay more engaging and enjoyable. Adding severity scores to these problems will help the team dedicate their time to the most pressing issues first as smaller issues can be fixed later down the line.

### **Procedures**

Once a participant had expressed interest in taking part in the user evaluation, they were given an information sheet that explained the purpose and details of the user evaluation session, as well as the processing of information relating to participants. A time and date was organised for the session to take place, and the user would be given an online consent form to agree to before the session could begin. During the session the user would be given a laptop with a copy of the game, and be given simple tasks to complete in the game whilst a scribe would watch and take notes. The notifications on the laptop would be turned off so that the participant would not get distracted during the play session. The participant would not be given any direction on how to complete the tasks given to them in order to find any problems that the user had with the game’s user interface or gameplay, assistance only being given when the user was stuck and unable to advance. After the tasks were completed, the participant was asked some questions about their experience with the game to find out how it could be improved.

## Usability Problems

The following table contains all of the problems that our participants found with our project, a severity rating for each problem, and a description explaining the problem

Problem	Severity (0-4)	Description
Unable to place a some buildings due to space constraints	1	Could not place buildings that visibly seemed to fit in the allotted space. I.e a 2x2 building could not be placed in a 2x2 area in the top left of the map
"Press H for Help" is covered (top right)	2	The text box in the top right of the screen with a message saying "Press H for Help" was covered by the border of the box, it was still readable
Unsure of what "Student Rating" meant	1	User was unsure what the "Student Rating" statistic means in regards to the building that they were placing
After completing a game there are 2 options for "Press Space to Start"	2	The user noticed 2 options to "Press Space to Start" while on the leaderboard screen. Did not know if one options was different to the other
Not all events were completely realistic	1	The user felt that the event "Flock of Geese" did not feel realistic but did not affect quality of the game or need to be realistic
Unsure if the satisfaction could go down or not	2	The user was unsure if the satisfaction % could go down as they did not notice it deplete as they were playing, did not affect gameplay
Unsure if names longer than 6 letters can be saved to leaderboard	1	The user noticed when entering their name to the leaderboard the input box had 6 underscores, one for each letter. Their name was not more than 6 characters but wasn't sure if they could enter a 7th character or not
Events block screen while trying to place buildings	2	While dragging a building to be placed events can appear, preventing the game from being played smoothly
Event pop-up does not pause timer	3	Feel rushed to make a choice as time to play is running out
Events can appear despite the game is paused	2	While having the game paused, an so simulation stopped, events can still appear
Events take a while to read	3	Feel rushed to read events
Satisfaction rating felt wrong/confusing	1	Placed a Large Building and the satisfaction rating didn't change/went down
Lack of Visual and Narrative Feedback	4	Criticism was the lack of coherency in the stage, certain things were behind certain things and therefore there was no way of indicating what the current events for instance were
There is no tutorial	3	While the game wasn't complicated and relatively self explaining, lack of tutorial prevents any insight into deeper mechanics or strategy
Events had no real consequence	3	Events had no real impact on gameplay aside from vague consequences
The stats were vague	4	There was lack of clarity on the stats so there was no direction

