

# Playtesting: Evaluation

## Introduction:

In this document I shall give an overview into my findings and actionable items that came as a result of the overall user testing that took place. In total I held two playtesting sessions with 6 varying individuals. Through these two testing I presented two varying prototypes, a basic iOS Application that gives a glimpse into AR and a high fidelity figma mock-up that showcases the overall UX and aesthetic that I am hoping to aim for with the application.

## Overview of testing session:

As previously outlined in my playtesting document, I used three primarily techniques to collect data and run my playtesting session accordingly, these were the thinking out loud technique crossed with a cognitive walkthrough and general observation of the users. The testing questions were segmented into varying block categories:

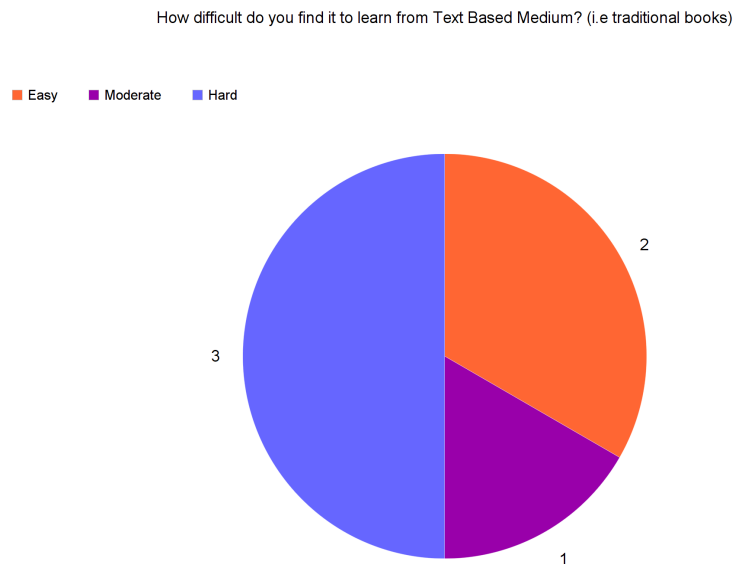
- General Information
- Functionality & Interest
- Design Aesthetic & Appeal

## Findings:

Below I have analysed my findings from the user testing sessions using a combination of pie charts, bar charts and general common points of feedback gathered from the users.

## General Information:

### 1. How difficult do you find it to learn from Text Based Medium? (i.e. traditional books)

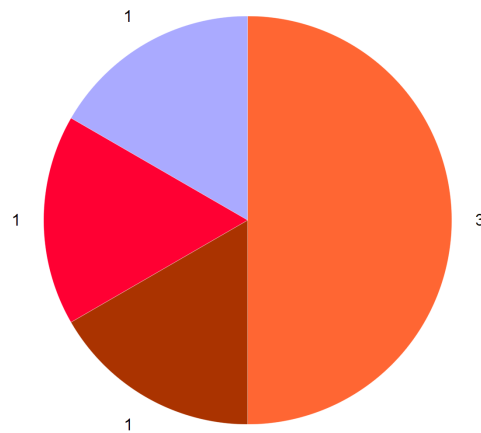


In relation to alternatives learning mediums, the participants that stated they would rather use an interactive medium had some interesting feedback:

- Interactive Mediums help them learn at there own pace. They find platforms like Wiki or YouTube to be most engaging. Specifically, YouTube as the combination of Audio/Visual keeps them alert and engaged.
  - It they can touch, feel, hear etc. something they are more likely to be engaged.
  - Text based learning is found to be monotonous by users.
2. From your first impression, could you note what the intended purpose of this application may be? (i.e. subject matter of app)

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Something to do with history    Unsure    Educational Application    A Game

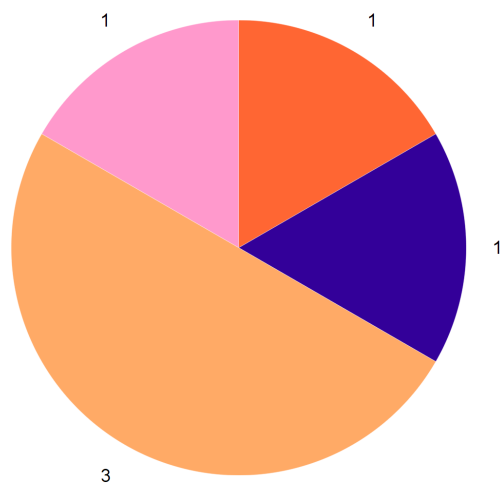


## Functionality & Interest:

1. Using this prototype, what aspects did you feel assisted you better with grasping the topic at hand, over a text based medium?

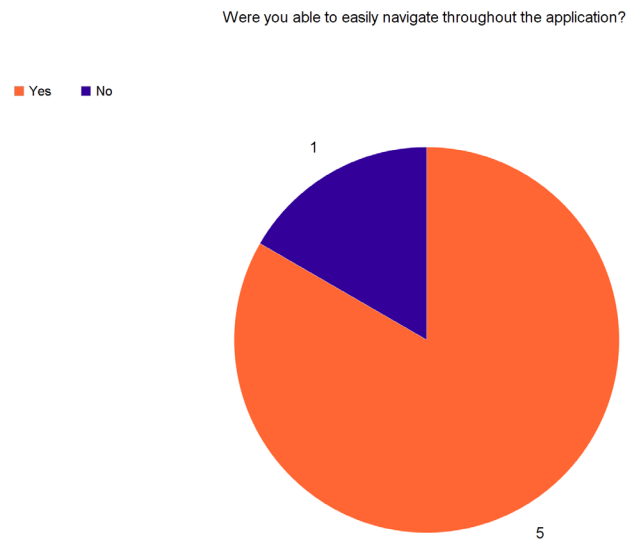
Using this prototype, what aspects did you feel assisted you better with grasping the topic at hand, over a text based medium ?

None, would rather learn from a book    Video    Interaction with 3D Model    Key facts presented on visual representation



2. What aspect captured your attention the most?
  - a. There was a consensus among the users on which aspects of the entire project they found most engaging.
    - i. **4 out of the 6** users found that the novelty of using augmented reality grabbed their attention most when using this application. It was noted that the fact they could interact with certain character or models (i.e. WW2 planes) to gain a greater insight was a nice touch.
    - ii. **2 out of 6** users noted that the inclusions of physical objects i.e. the storybook was a nice feature to give the digital side an ability to translate into the physical world.
3. Discuss which aspects you did not like or felt needed improvements?
  - a. On the prototype it was noted that the loading screen was confusing and took too long to transition to the home screen. Users felt there was like an invisible “call to action” here.
  - b. It was noted that the iconography used in the home page and with the wording/copywriting was slightly misleading and intended something else.  
**Example:** Key Characters & Key Events icons felt misleading along with the wording.

4. Were you able to easily navigate throughout the application? Was the user experience good?

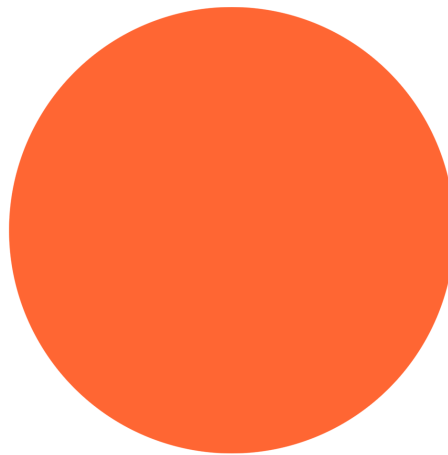


5. If you were to add an additional feature to this application, what would you like to see?
- a. Ability to add audio notes
  - b. A “track your progress” feature so you can see what you have already reviewed.
  - c. Ability to take video snippets of the AR object you are interacting with and sharing it with friends.
6. What is the target market audience for the application, in your own opinion?
- a. All testers felt that this should be targeted primarily at school or maybe as a at home teaching tool for parents to use and play with, with there children.
  - b. Some users noted that the application should be broken up into age defined groups i.e. the stone age is gaged at 5 -7-year olds, it was also noted that different books should be offered.
    - i. Book on WW2 – once purchased you unlock that event in the app.

7. Did you feel engaged with the application, if no please explain?

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■ Yes



6

## Design Aesthetic & Appeal

1. Could you discuss the aspects of the design aesthetic you found **most** appealing?
  - a. The imagery for the application was received as very consistent, giving a on point brand message indicating what the application may be used for.
  - b. The design was sleek, minimal and simplistic to use. Intuitive for the most part.
2. Could you discuss the aspects of the design aesthetic you found **least** appealing?
  - a. The fonts used for the application and book need to be bigger.
  - b. The design lacked a “back button”, you needed to use the home button to be able to access the menus.
  - c. Iconography used was misleading.
3. Could the overall aesthetic be changed to make it better?

- a. **6 out of 6** users noted they liked the current aesthetic and felt only minor changes previously mentioned needed to be introduced.

## General Feedback and Critiques:

- Noted that the logo should be present on all screens except the AR scanner to keep consistency.
- Additional Fact + Key Characters should be grouped into one segment.
- Character Information should present a gallery or a timeline of key moments they experienced.
- Associated characters should be mentioned i.e. if you view JFK than Marlyn Monroe will come up as a recommend checking out.
- Addition of a back button to each back.

## Actionable Items:

After analysing the data presented to me by my user testing groups, it has become apparent that there is a few design flaws that need to be addressed with the overall product. In all, feedback was well received with most users noting that they felt that there was a need for an application like this. The vast majority agreed that they felt the current design aesthetic and usability was of a good standard but did have some underlining issues.

### 1) Navigation and flow of application:

It was noted that there were some issues present in relation to navigable items presented, below are some key issues I need to rectify to make the experience more enjoyable:

- Each page needs the inclusion of a back button and the Hamburg menu needs to allow a user check additional details such and have quick access to AR function.
- Iconography used needs to be more clearly associated with the action.
- The “Additional Fact” & “Key Characters” should be grouped as one function under a title such as “Key Facts”

## 2) Facts Pages

The facts option on the main menu will encompass both the “Additional Facts” & Key Characters” into one. It should do the following

- Categorize the events and the key characters together.
- Each key character should have associated links or videos for additional info (like Wiki). It should also show associated characters or events.
- Photo galleries and videos should be present.
- Information should be presented clear and concise like IMBD using bullet points and just core facts.

## 3) Augmented Reality Element

- Testers felt that design wise the models should be kept simplistic and fun
- Should encompass animation effects
- Should allow users to drag, drop zoom and click certain bits for additional facts.

## Conclusion

In conclusion the general feedback was favourable, as mentioned there has been a few actionable items identified by users that need to be tackled in the newest version of this application.