

SPARTAN GREEN

P L A Y T E S T R E P O R T

STATEMENT OF PURPOSE

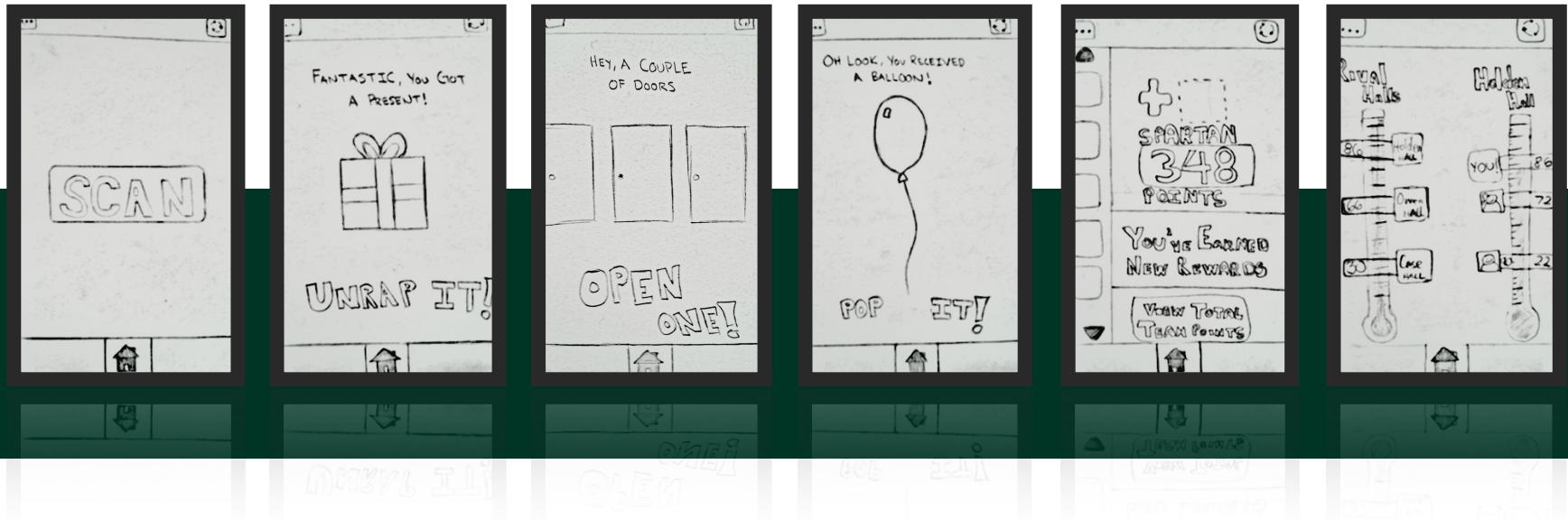
We set out to test very specific elements of the proposed user experience in ***Spartan Green***. These elements include:

SCANNING THE RECEIPT
RECEIVING A REWARD MINI GAME TO PLAY
BEING AWARDED POINTS
COMPARING SELF AND TEAM SCORES

*“We looked to gauge how these elements affected ***motivation*** and ***excitement***.”*

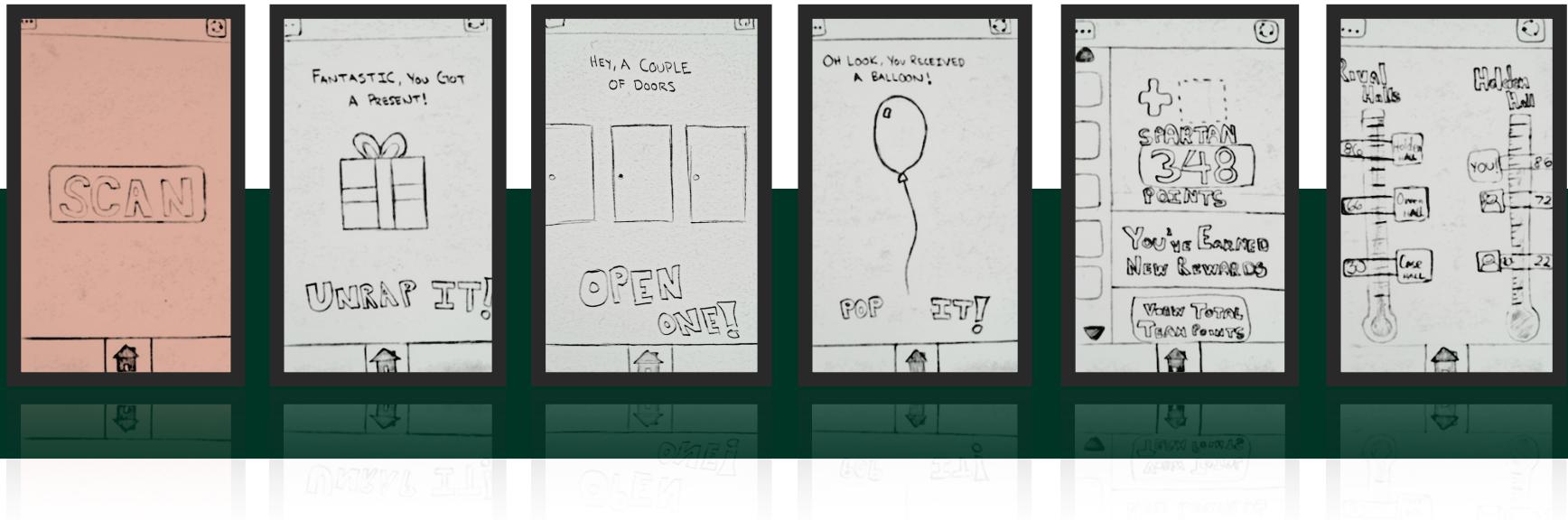
DESCRIPTION OVERVIEW

The playtest consisted of users being presented with a series of index cards representing a number of different screens.



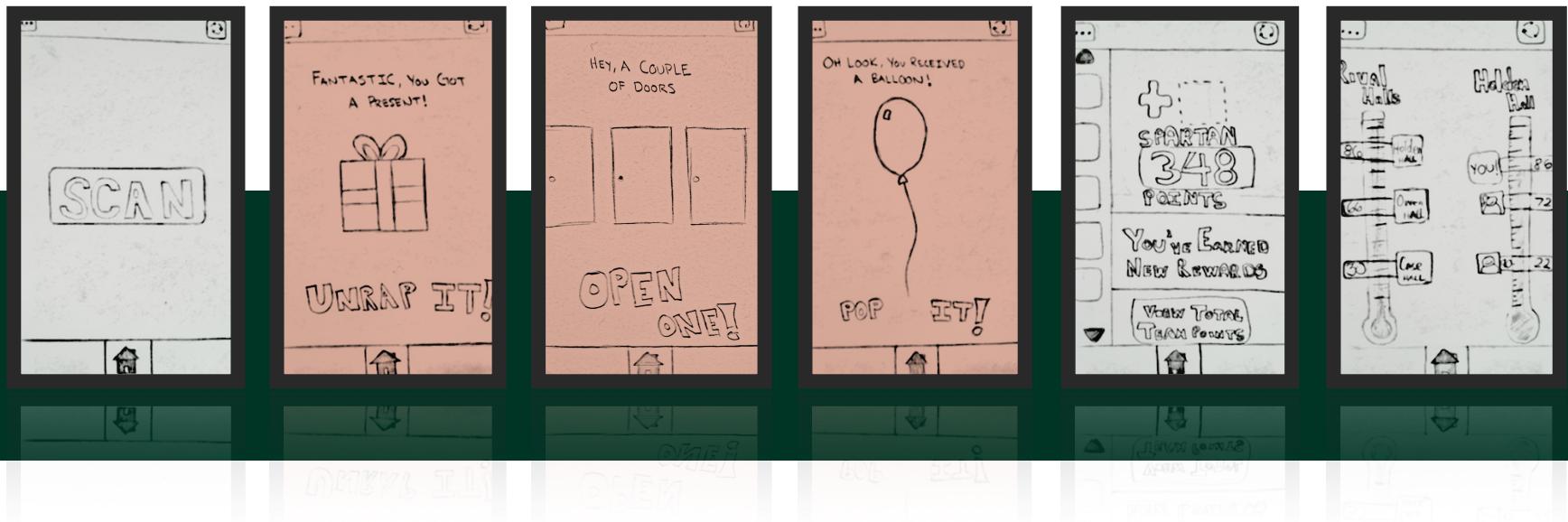
SCANNING

The user begins by acting out scanning a fake receipt with the smart device.



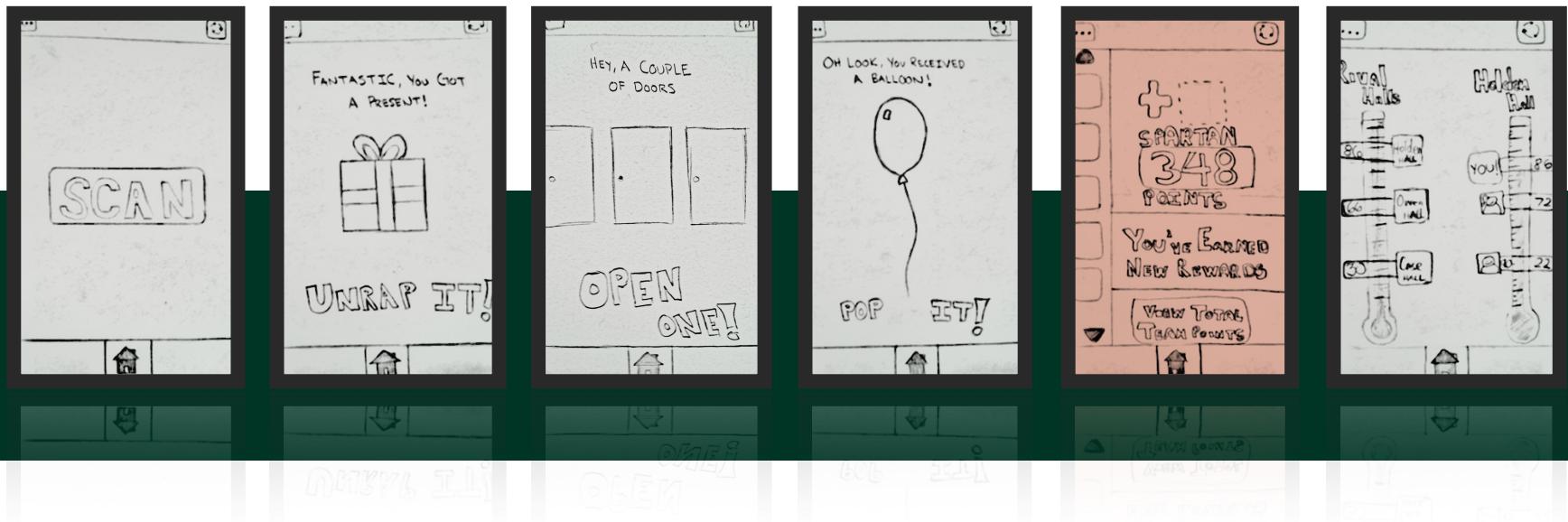
GAMEPLAY

After the scanning is complete, the player is presented with one of 3 mini games.



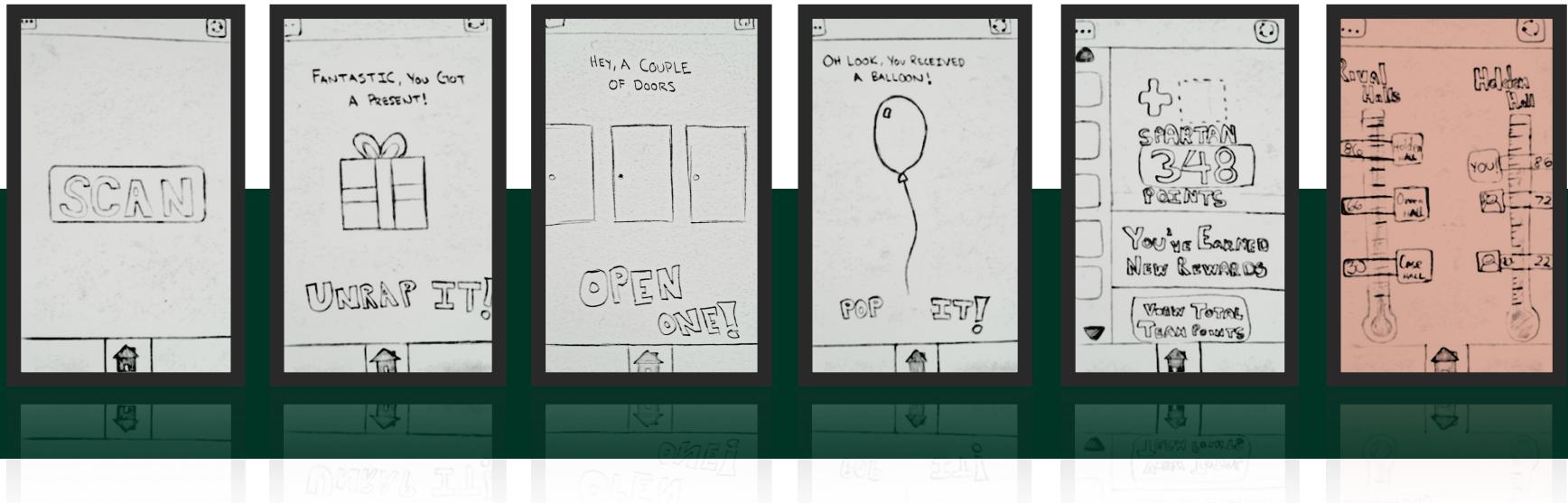
RESULTS

Upon completion of the mini game, the user is shown a “results” screen.



COMPARISON

The user can then view their score relative to their team and their team's score relative to other teams.



SAMPLE DESCRIPTION

*Selection standards: designers from other app teams.

| User | Gender | Education | Game Relavance |
|----------------------|--------|----------------|----------------------------------|
| Happy Camper | Male | Master student | Not much |
| Energetic Enthusiast | Female | Master student | Casual player |
| Winner Dinner | Female | Master student | Not much |
| Logical Liaison | Female | Phd student | More research than playing games |
| Bro Skillet | Male | Master student | Core Player |

OBSERVATION



Happy Camper

Energetic Enthusiast

Winner Dinner

Logical Liaison

Bro Skillet

Scanning Intuition

VERY INTUITIVE

SOMEWHAT INTUITIVE

INTUITIVE

NOT INTUITIVE

INTUITIVE

OBSERVATION



Happy Camper

Excitement

EXCITING

Energetic Enthusiast

SOMEWHAT EXCITING

Winner Dinner

EXCITING

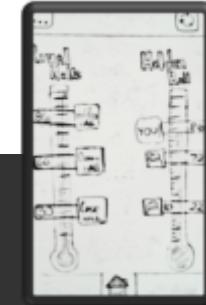
Logical Liaison

SOMEWHAT EXCITING

Bro Skillet

VERY EXCITED

OBSERVATION



Happy Camper

Energetic Enthusiast

Winner Dinner

Logical Liaison

Bro Skillet

Motivation

MOTIVATIVE

SOMEWHAT MOTIVATIVE

MOTIVATIVE

MOTIVATIVE

MOTIVATIVE

OBSERVATION: Gestures-MEDIUM

In our prototype, we included three games for users to play in order to receive points. For one of these, a gift wrapped present is displayed and the user is required to “unwrap” it with their fingers.

Of the five participants, two of them did not find the interface intuitive enough to afford unwrapping the gift with their finger tips.



For these two participants, unwrapping the present did not come easily, and they became slightly frustrated with the experience. In order to continue, they required direction. It is important to consider affordances in future app versions to create a seamless experience.

OBSERVATION: Games-SERIOUS

In order to receive points, users must play one of three randomly assigned games. These games include only one that allows the user to randomly determine their own points and two that do not.



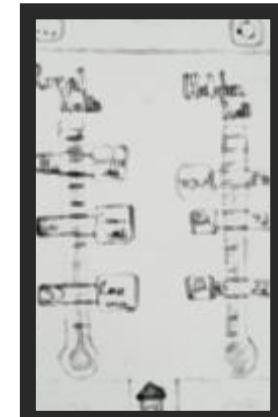
Of the five participants, four of them cited the games feature as the most exciting part of the app.

However, they were considered to be “mini-games” or not diverse enough in selection. As a result, there is a chance for the user to become bored from the small selection, as well as from the low level of difficulty associated with the games. This should be repaired.

OBSERVATION: Winning-SERIOUS

Our paper prototype depicted the user as part of the winning team, meaning that the last page of the app displayed a large amount of points and their “name” at the top of the scoreboard.

All five participants cited this as a cause for excitement, and felt particularly good to be part of the winning team.



Because we did not include a screen for a team that is lagging, we cannot conclude whether or not being part of a losing team may cause frustration or lessen motivation rather than increase it. It may then be necessary to include elements other than rivalry.

PLAYTEST SURVEY RESULTS

| User | Feeling of Experience | Motivation to scan again | Feeling of the app | Motivation to recycle | Most exciting part of app |
|----------------------|------------------------------------|--------------------------|--------------------|-----------------------|------------------------------|
| Happy Camper | Like a winner | Probably | Good | Yes | Popping points, anticipation |
| Energetic Enthusiast | Overall, cool | Might not | Fine | Yes | Opening gift |
| Winner Dinner | Like I was accomplishing something | Yes | Smooth, intuitive | Yes | Winning, more points |
| Logical Liaison | Silly, then pretty good | Yes | Smooth | Yes | Games, not points |
| Bro Skillet | Excited | Yes | Smooth, intuitive | Yes | Scanning |

PLAYTEST SURVEY RESULTS

| User | Reaction from winning points | Enjoyment from points awarded from games | Favorite part of app | Reaction to seeing other team standings | Negative aspects of app |
|----------------------|-----------------------------------|--|--------------------------|--|-----------------------------------|
| Happy Camper | "Yay, fun!" | "Yeah, diverse games" | Door game | "Doing better felt good," | None |
| Energetic Enthusiast | "Whoo! Lucky!" | "Yeah, but just seemed like work." | Comparing team standings | "Really cool." | "Points page confusing." |
| Winner Dinner | "Wanted to see if I was winning." | "Yes, more than one game." | Game features | "Competitive, forming identity with dorm." | "Games not challenging enough." |
| Logical Liaison | "Happy!" | "Yes" | Mini-games | "Good!" | "Learning how to use the app." |
| Bro Skillet | "Pumped, 'cause of high score." | "Yes, instant feedback from..." | Feedback | "Rockin', 'cause we're winning." | "Directions needed" f"gesturing." |

- Fun parts are the best appetizers, even just very simple mechanics;
- Other motivative elements besides rivalry need to be included;
- Affordances and guidance need to be provided in a seamless way;
- Use multiple ways to emphasize the win because being a winner is always unbeatable motivative;
- While cheering for victors, non-winners' emotions and post motivations can't be ignored.

Summary of advice

- to designers.