Task 2.1
Research Methods

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Problem Statement

Players need an App that will provide them with social stimulation alongside mental and some physical activity.

The app needs to be simple enough yet intriguing enough for a group of multiple players to be able to understand and hold their attention for the time span of the game.

App will need to be reliable where internet connection is scarce as to not disconnect the players.

Problem Review

Creating an app that provides an emotional investment such as a story, theme or mission to complete may assist in keeping the user's attention and keep them from leaving the game prematurely .   Many current apps that are in the Scavenger hunt realm seem to be lacking this element and by adding it could give "Purrsuit" an advantage in this genre.

Research for when kind of story will begin first, as it will benefit the app to get a sense of how users would feel about not only this concept but what kind of theming or mission the user will be conducting in the game will be accepted by a larger group of players (as this is a social game meant to be played together),

Choice of Methods

1

User Survey

Our problem statement focuses a large part on keeping the attention of the users with the use of story, theme and sense of purpose to complete. By starting with User Surveys we can reach a general broad variety of users from different locations and get a feel for what kind of story or purpose has the potential to attract and keep users.

By doing surveys instead of interviews we will be able to give the users several options all at once without over stimulating them in personal interviews. We will receive more thought out and honest feedback instead of rushed answers. In this method we will also be able to give the users an optional area where they can provide, in their own words, what they think about the concept and offer their thoughts from a user's perspective.

2

Diary Study

An important factor of the success for 'Purrsuit' is understanding the users and what motivates them to play a game over a decent period of time. Since Scavenger hunt style games/apps have the potential of lasting at least an hour to a good portion of the afternoon we want to be able to understand how the users play, how often, if they feel frustrated or enjoying the game.

This method will allow us to see into the mind of the user in practical real time during their journey. We will learn if out motivation for them to play is designed well enough to keep attention or if they loose motivation and end the game prematurely. This will be vital data as we will be able to compare survey answers with their actions.

We will also learn if they have or plan to share this app with their friends.

3

Contextual Inquiries

'Purrsuit's nature is steep in user interactions. So in order to give the app the best chance of success we need to understand how the users interact with the app in the app's designed settings-out and about the town.

By observing the users in person as they interact with the app will show us in real time how effective the navigation is and if the process of the game is functional out in the real world. This will be vital data as we will be able to compare survey answers with their actions. We will able to easily see any frictions that may present themselves so they can be corrected.

Conclusion

For this project we will start with User Surveys, being a very affordable method to get a wide variety of user's feedback we will be able to quickly and effectively get a feel for how the app concept is perceived and which story path will connect with the most users.

Following this will be two fairly complicated and time consuming methods, but since our app is very human focused we will want data straight from observing in real time through Contextual inquires and honest thoughts over a period of time that we would get from Diary Surveys. Focusing on how the user's feel while interacting with the app and its concept will only help strengthen our understanding on expectations verses what is actually important in the real world when it comes to this style of game play.

If any more data is needed during the app's creation User interviews can also be conducted to help support the finding for the preferred methods. The cons of doing the interview verses the surveys is people want to give the "right" answer and may rush in providing one without thinking too intently about it. Interviewees may also get quickly overwhelmed if there are too many options, and many people have a hard time giving their opinions on the spot. This would leave us with inaccurate data to go off of.