

Usability Test for GameLink: Find Your Perfect Gaming Squad Exhibit

Assignment 4

Overview and Setup of Test

Thank you for participating in this usability test for the GameLink: Find Your Perfect Gaming Squad interactive exhibit. This touchscreen exhibit guides you through a multi-step process to explore the history and elements of multiplayer gaming by selecting game foundations, soundtracks, maps, and hardware, culminating in a personalized gaming squad profile. The exhibit includes a homepage and 5 interactive pages.

I'll be reading from notes to ensure consistency and clarity. The purpose of this test is to evaluate how intuitive, engaging, and effective the exhibit is for users. Your feedback will help us improve the experience. All results will remain anonymous, and we encourage you to share your honest opinions. There are no right or wrong answers. Your experience is what matters.

Before we begin, I have a few pre-test questions to understand your background.

Pre-Test Questions

- What is your age, occupation, and level of education?
- How often do you play video games, and what types of games do you enjoy (e.g., shooter, strategy, RPG)?
- Have you interacted with interactive exhibits in museums or similar settings? If so, describe your experience.
- Are you familiar with multiplayer gaming or matchmaking systems? If yes, what has been your experience with them?

Thank you for providing these answers. As I said earlier, the information remains confidential. For this test, you'll interact with the GameLink touchscreen

exhibit. Your goal is to navigate through all pages, make selections, and complete the process to view your squad summary and registration option at the end. Please think aloud as you navigate, sharing what you're thinking, what's clear or confusing, and how you feel about each screen. I'll guide you through specific tasks for each screen and ask questions to understand your experience. Feel free to explore naturally. If you encounter issues, let me know, but try to proceed as you would in a real setting. There's no time limit, but the tasks typically take 20–25 minutes. I'll observe and take notes but won't intervene unless you're stuck or have a question.

Let's begin with the homepage.

Homepage

Screen 1: Homepage

Description: The homepage features a header saying GAMELINK, a title reading "Find Your Perfect Gaming Squad", and four large, non-clickable buttons labeled History, Soundtrack, Maps, and Gear. Below, there's a statement: "Step into the future of multiplayer gaming", and a bright yellow START button.

Tasks:

Locate and tap the bright yellow START button to begin the exhibit.

Observe the layout and share your initial impressions.

Screen-Specific Questions:

- What is this screen asking you to do, and is it clear how to move forward?
- On a scale of 1–5 (1 = not at all, 5 = exceeds expectations), does the design and content of this homepage meet your expectations for an interactive gaming exhibit?

- Are the non-clickable buttons (History, Soundtrack, Maps, Gear) confusing, or do they make sense as a preview of what's to come?
- Is there anything about this screen that feels unclear or could be improved?

Screen 2: Pick Your Squad's Roots

Description: The screen is titled "Pick Your Squad's Roots" with a progress bar showing 1/4. A carousel with options is displayed, with arrows to navigate, and text at the top reads: "Every squad needs a foundation. Choose a historic game that defines your style:". There are Back and Next buttons at the bottom.

Tasks:

Use the carousel to explore the historic game options.

Select one game that aligns with your style and tap Next to proceed.

Screen-Specific Questions:

- What is this screen asking you to do, and is it clear how to make a selection and move forward?
- On a scale of 1–5 (1 = very difficult, 5 = very easy), how easy is it to use the carousel to browse and select a game?
- Do the game choices make sense for defining a squad's style? Are there any games you feel are missing?
- Does the progress bar help you understand where you are in the process? Why or why not?

Screen 3: Soundtrack Boost

Description: The screen is titled "Soundtrack Boost" with a progress bar showing 2/4. A video plays a song, and users choose the correct answer from multiple options. Back and Next buttons are at the bottom.

Tasks:

Watch the video and select the correct answer from the provided options.

Tap Next to proceed.

Screen-Specific Questions:

- What is this screen asking you to do, and is it clear how to interact with the video and options?
- On a scale of 1–5 (1 = not at all, 5 = exceeds expectations), does this screen's interactivity (video and quiz) meet your expectations for a gaming exhibit?
- Is the process of selecting an answer intuitive? Were the options clear and relevant?
- How engaging is the video component, and does it add value to the experience?

Screen 4: Choose Your Map Strategist

Description: The screen is titled "Choose Your Map Strategist" with a progress bar showing 3/4. Text reads: "Squads need a battlefield. Pick a map for your mission". The screen has four columns, each with two videos referencing map developers for famous video games. Back and Next buttons are at the bottom.

Tasks:

Explore the videos in at least two columns.

Select a map for your mission and tap Next to proceed.

Screen-Specific Questions:

- What is this screen asking you to do, and is it clear how to choose a map and move forward?
- On a scale of 1–5 (1 = very difficult, 5 = very easy), how easy is it to navigate the columns and videos to make a selection?
- Do the video-based map options feel relevant and engaging for choosing a battlefield?
- Is the layout of four columns with videos effective, or does it feel overwhelming or confusing?

Screen 5: Equip Your Squad

Description: The screen is titled "Equip Your Squad" with a progress bar showing 4/4. Text reads: "Timeline of gaming hardware. Tap to expand each picture". The screen displays a timeline from the 1980s to today, with pictures of gaming auxiliary devices and brief descriptions. A bright yellow Finish button is at the bottom.

Tasks:

Tap at least two pictures on the timeline to expand and read their descriptions.

Tap the Finish button to proceed.

Screen-Specific Questions:

- What is this screen asking you to do, and is it clear how to interact with the timeline and move forward?
- On a scale of 1–5 (1 = not at all, 5 = exceeds expectations), does the timeline format meet your expectations for exploring gaming hardware history?

- Is the process of tapping to expand pictures intuitive and engaging? Are the descriptions informative?
- Does the timeline feel comprehensive, or are there devices you expected to see that were missing?

Screen 6: Mission Success!

Description: The screen displays "Mission Success!" with a visual composition of a video game based on the user's previous selections. A "Stats Summary" section shows the selected game, soundtrack, map, and hardware. A button reads "REGISTER NOW TO MEET YOUR SQUAD".

Tasks:

Review the squad composition and Stats Summary.

Tap the REGISTER NOW TO MEET YOUR SQUAD button to simulate registration.

Screen-Specific Questions:

- What is this screen asking you to do, and is it clear what the summary and registration button represent?
- On a scale of 1–5 (1 = not at all, 5 = exceeds expectations), does the final squad composition and summary meet your expectations for the exhibit's outcome?
- Does the visual composition of the game based on your selections feel rewarding and relevant?
- Is the call to register now clear, or does it feel out of place?

Follow-Up Questions

Thank you for completing the usability test! Your feedback is incredibly valuable for improving the GameLink exhibit. I have a few final questions to gather your overall impressions:

Rating (1–5 Scale):

- How would you rate the overall process of navigating the GameLink exhibit (1 = very difficult, 5 = very easy)?
- How engaging was the entire experience (1 = not engaging, 5 = highly engaging)?
- How likely would you be to recommend this exhibit to others (1 = not likely, 5 = very likely)?
- Which screen or interaction (For example: carousel, video quiz, timeline) felt the most intuitive or enjoyable, and why?
- Which screen or interaction felt the most confusing or frustrating, and what would improve it?
- What did you like most about the exhibit's design, content, or interactivity across all screens?
- What would you change or add to enhance the overall experience?
- How does this exhibit compare to other interactive exhibits or gaming-related experiences you've encountered?
- Did the exhibit effectively capture the evolution of multiplayer gaming or address common gaming community needs (e.g., finding compatible teammates)?
- Is there anything else you'd like to share about your experience or suggestions for the exhibit?

Thank you again for taking the time to participate! Your feedback will help us refine the GameLink exhibit to create a better experience for future visitors. If you have any final thoughts or questions, feel free to share them now.

Suggestions by participants:

The participants provided valuable insights that suggest several possible improvements to enhance user experience. Recommendations include adding a brief onboarding tutorial to clarify navigation and final result, improving accessibility with larger fonts and multilingual options, and streamlining the process with skippable sections or progress-saving options to accommodate diverse audiences. Incorporating more dynamic visuals, such as animations in the background, and gamified elements like badges could improve engagement, a “help” button could clarify instructions and feedback mechanisms would reduce confusion. Ensuring the exhibit caters to both casual and competitive gamers, with options and social features, would address varied audiences.

Conclusion

The test provided critical insights into strengths and areas for improvement, affirming its potential as a captivating and educational opportunity. Participants appreciated the exhibit’s interactive approach and its creative integration of gaming history, from selecting historic games to exploring hardware timelines. However, feedback highlighted the need for enhanced usability through clearer instructions, intuitive navigation, and streamlined processes to accommodate users with varying levels of gaming expertise and time constraints. Accessibility improvements, such as multilingual support and a help button, would ensure inclusivity for diverse museum visitors. Additionally, incorporating more dynamic elements like animations, or gamified rewards and social features to connect users with similar gaming preferences could significantly boost engagement and align with the exhibit’s goal of fostering community. By implementing these recommendations, the GameLink platform can turn into a polished, immersive, and appealing experience that not only celebrates the history of multiplayer gaming but also inspires visitors.

Participant 1

Pre-Test Questions

- Gaming Frequency and Preferences: I play video games occasionally, maybe once or twice a month. I enjoy casual games like Animal Crossing and puzzle games like Tetris. I'm not into competitive or multiplayer games.
- Interactive Exhibit Experience: I've used interactive exhibits in art and science museums, like touchscreens for virtual tours or quizzes. They're usually fun but can be confusing if instructions aren't clear.
- Multiplayer/Matchmaking Experience: Not really familiar with multiplayer gaming. I've heard of matchmaking in games like Fortnite, but I've never used it myself.

Ratings:

- Navigation: 4/5 (mostly easy, but some screens need clearer instructions).
- Engagement: 3/5 (fun but not gripping for a non-gamer like me).
- Recommend: 3/5 (I'd recommend it to gamers, but it's not for everyone).
- Most Intuitive/Enjoyable: The timeline on Screen 5 was fun and easy to explore. It felt like a mini history lesson.
- Most Confusing/Frustrating: Screen 4's four-column video layout was overwhelming. Simplifying it to one or two columns would help.
- What I Liked Most: The clean design and bright colors made it visually appealing. The progress bar kept me on track.
- What I'd Change/Add: Add a tutorial at the start, shorter videos, and more casual game options. A "help" button would be great for clarity.
- Comparison to Other Exhibits: It's similar to museum touchscreens but less polished. Some exhibits have animations or gamified rewards.

- Capturing Multiplayer Evolution: It does a decent job with the history parts but doesn't fully explain how squads or matchmaking work.
- Additional Feedback: Larger fonts and a skip option for videos would make it more accessible for casual users like me.

Participant 2

Pre-Test Questions

- Gaming Frequency and Preferences: I play daily, mostly competitive shooters like Valorant and Call of Duty, and some MOBAs like League of Legends.
- Interactive Exhibit Experience: I've tried a few gaming-related exhibits at conventions, like VR demos or esports setups. They're awesome when they're fast and immersive.
- Multiplayer/Matchmaking Experience: Very familiar. I use matchmaking in most games I play. It's great when it pairs you with good teammates but frustrating when it doesn't.

Ratings:

- Navigation: 5/5 (super intuitive, no issues).
- Engagement: 4/5 (really fun but could be more immersive).
- Recommend: 4/5 (great for gamers, but casuals might not get it).
- Most Intuitive/Enjoyable: The timeline on Screen 5 is awesome. It made me think of unlocking gear in a game.
- Most Confusing/Frustrating: Screen 3's soundtrack quiz felt out of place. I'd replace it with a music vibe selector.

- What I Liked Most: The progress bar and gaming aesthetic kept me hooked. It feels like a game itself.
- What I'd Change/Add: More animations, gamified rewards like badges, and a social feature to share squads. A "help" button for newbies would be good.
- Comparison to Other Exhibits: Better than most museum exhibits but not as flashy as gaming convention demos.
- Capturing Multiplayer Evolution: It nails the history but could do more to show how matchmaking works today.
- Additional Feedback: Add multilingual options and a save-progress feature for people who get interrupted.

Participant 3

Pre-Test Questions

- Gaming Frequency and Preferences: I don't play video games, but my grandkids do. I've seen them play Minecraft and racing games.
- Interactive Exhibit Experience: I've used touchscreens in history and natural science museums. They're engaging if they're easy to use, but I struggle with small text or complex menus.
- Multiplayer/Matchmaking Experience: Not familiar at all. I know my grandkids play online with friends, but I don't understand how it works.

Ratings:

- Navigation: 3/5 (some screens were easy, but others were hard for a non-gamer).
- Engagement: 2/5 (it's interesting but not for someone like me).
- Recommend: 2/5 (I'd recommend it for younger people or gamers).

- Most Intuitive/Enjoyable: The timeline on Screen 5 was the easiest and most like a museum exhibit.
- Most Confusing/Frustrating: Screen 4's video columns were too much. Simpler options would help.
- What I Liked Most: The progress bar and bright colors made it feel friendly.
- What I'd Change/Add: Larger text, a tutorial, and a skip option for videos. A "help" button would help me.
- Comparison to Other Exhibits: It's more complex than other museum touchscreens. Simpler navigation would make it better.
- Capturing Multiplayer Evolution: It taught me about gaming history, but I didn't understand the squad part.
- Additional Feedback: Make it more accessible for older users or non-gamers with clearer instructions and multilingual options.