Testing Interview for Gaming Prototype

* The user easily understood the metaphor of the carrot and the stick. He identified that a carrot meant a positive aspect and the stick was something negative. The user also understood that the candy icons meant tome type of progress but could not see what they were for.
* Upon further investigation, the user identified that the carrot meant the completion of a task. He then proceeded to click on the carrot and could tell that it is peers who award carrots. On the other side, the stick is given for not completing a task.
* There was some initial confusing on the diagram with the carrots, though he could identify the markers and how one showed a level that was reached and the others showed how many additional carrots leading to the following level.
* After this, the user was probed to see if he understood the connection between the diagram and the candy icons. He then realised the candy icons mean levels. From this observation, the user gave two suggestions:
  + First: instead of having the level up icons on a section apart, the icons should be in place of the blue and orange markers on the diagram.
  + Second: as a key insight, the user told us that the idea of candy icons as well as carrot and stick were good, but not necessarily translatable into different contexts. The user of the imagery would be dependent on the type of task trying to be achieved.
* Apart from the stick and the carrots, the user also understood that the nudge was a warning without consequences.
* Metaphor is intuitive. While it is a smart system, the icons seem childish to the user and this could be a problem to the seriousness that the accountability app also should contain. In addition to this, the point measurements would be tricky and the user mentioned he prefers a currency system.
* Upon changing the screen, the user could identify all the elements that changed based on receiving carrots. The user believes it would feel good to receive points, comparing it to gaining experience or achieving something within a game.
* Regarding if the system would help in accountability, it would depend on the person and on the situation.
* After being shown that Alex gave the user a stick, we were curios on knowing how he would feel about that. The user expressed he would feel some negative feelings towards Alex because of the fine and losing points. This is because the user would feel like he has accomplished the task but not being rewarded because of one man’s opinion.
* When asked if the feeling would change if the person was very knowledgeable in the field of the goal, the user said he would still have mixed feelings suggesting maybe that people should get deductions if they don’t post and get different point quantities depending on quality of post.
* The user saw no negative effects from the Nudge.
  + He mentioned that there is also the trap of a notification here, which could be easily ignored. However, the nudge is better than nothing. The nudge could also be problematic because while it might be felt as encouragement, there it also the chance of it being a reminder of a shortcoming.
* This specific user believed that the gamification elements would help him be more efficient as he is a fan of video games that hold achievements which create the feeling of progression. In the same way, he uses Trello to create milestones and reach them.