Software Engineering Project-Property Tycoon-Group 5 User Research Plan

This document is based on G6078: Game Design and Development Assignment 2 – Report Template.
08/03/2025

1.   Introduction

The user research aims to gather insights to enhance the gameplay experience of our game. We will focus on understanding player interactions, preferences, and challenges to ensure a captivating and enjoyable game.

2.   User Research Objectives

- Evaluate the overall user experience and interface usability for first-time and returning players
- Assess the clarity of game rules, mechanics, and tutorials for new players
- Measure player engagement and satisfaction with core gameplay elements like property purchasing, auctions, and development
- Evaluate the balance and challenge level of AI opponents
- Identify potential improvements for game flow, pacing, and player decision-making
- Understand player preferences regarding game modes (full game, time-limited, abridged)

3.   Research Questions

- How intuitive is the current UI for new players? What elements cause confusion?
- How engaging is the property auction system? Do players understand and enjoy the bidding process?
- How do players perceive the difficulty levels of AI opponents? Are they challenging yet fair?
- What game elements cause the most frustration or create barriers to enjoyment?
- How many minutes do the players prefer to set in abridged mode?
- How well do players understand the winning conditions and strategic paths to victory?
- Which game mode (full game, time-limited, abridged) provides the most satisfying experience?

4.   Methods

- Playtesting Sessions:

Observation of new and experienced players during gameplay
Think-aloud protocols to capture real-time feedback and pain points
Post-play interviews to gather detailed feedback on specific features

5.   Participants

Computer science students with varying levels of gaming experience
Board game enthusiasts familiar with property trading games
Casual gamers with limited experience in strategy games
Players with varying age ranges (18-65) to ensure diverse perspectives

6.   Ethics

We have confirmed that the activities and participants are covered under the Ethical Compliance Form for UG and PGT Projects.

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