Gamification User Testing

March, Week 1

For this week's user testing, our group mainly tested the gamification feature of our app to see what users would do next. Participants were provided with following conditions:

- General guidelines on how the pointing system is distributed
- Gamification page with fake data to observe users' actions
- Give users 5-10 minutes to use the system. Following were given:
    - System showing points increasing with certain actions
    - Freely roam in order to observe behavioral changes

User Feedback

Users have shown the following feedbacks divided into positive and negative groups:

Positive:
- Enjoyed that point distribution is displayed as graphs rather than simple numerical values
- Easy to follow as users can estimate approximately what portion of the task is done
- Considered that having "ranking" feature motivates the users to complete the tasks. Commented that it certainly fits the purpose of the app in a sense of "competition"
- The color scheme looks very neat (relative to the beginning phase of user testing)

Negative:
- Hopes to see the overview of the task, with potential suggestions as follows:
    - Approximated time of completing the task (similar to feature in LinkedIn, when the article is shared approximated time taken to complete reading is displayed so the user knows whether they should click it or not)

- Show level of how they are doing. For example, although you rank high in ranking, all users could be doing poorly or too well. Ranking sometimes cannot guarantee a user performance's quality. Maybe include a indicator that shows the scale of performance (for example, if you are scoring 5/10 within a week on starting a task, level "intermediate")
- If prizes are given, indicate. This may work as an incentive and motivation to users. Merits could be emphasized.

Suggestions

The overall feedback by participants were positive. Some of that commented that gamification screen is their favorite screen in our app along with Feed screen.

Current features seem to not need changes based on the feedbacks given. Although, additional features in terms of display can be added as indicated in suggestions.

Note: Participants in user testing are excited to see full outcome of the app with actual data when close to submission date. They were truly looking forward to see how the features will turn out at the very end. This is a noteworthy note.