

# Sugar Rush - User Interviews Round 1

**Date:**

## **INTRODUCTORY SCRIPT**

*No need to follow this exactly if it makes things sound awkward/unnatural – change as you like! The main points to get across are what the game is, why we’re interviewing them, and that none of their answers will be judged (i.e. it’s not a test).*

**INTERVIEWER:** Hi! Thanks very much for agreeing to take part.

So, some context – we are currently building an educational game designed to raise awareness around sugar content in ordinary foods. We are doing some initial research to find out more about whether people might use such a game and to see what sort of features might be popular. In this interview, we’re going to be asking you for some general information about yourself, and then walking you through the prototype of our game.

Just to make you aware – we would like to store some basic data about you, including your name, sex and age, in addition to the responses you give in this interview. This is for research purposes only, and we will not share it with anyone outside our project team except in anonymized format. Are you ok for us to do that?

**USER:** Yes/No

**INTERVIEWER:** Also, just so you know - there aren’t any right or wrong answers – we want to make sure our application is useful and easy to use, so if at any point anything is confusing, please don’t be afraid to share!

Do you have any questions before we start?

**USER:** [?]

**INTERVIEWER:** Ok, I’m going to start by asking you some general questions about yourself... is that ok?

**Move to part 1 of the interview.**

---

## **PART 1 – USER BACKGROUND**

**INTERVIEWER:** Ok, moving on to...

1. Now, just a bit about games in general – do you enjoy playing online or mobile games?
  - a. **If yes** – what type of games do you enjoy? Could you tell me why?
  - b. **If no** – could you tell me why not? Have you ever played any online or mobile games, and what did you not enjoy about them?

*Enter details of response here...*

*If user answers yes, proceed with the following questions. Else, skip to next section.*

2. How often do you play games?

3. When you play games, how long would you typically play them for?

4. What is your preferred platform for playing games (e.g. PlayStation, computer, phone etc.)? Why?

5. What would you say your favorite game is? Why?

*If the user is struggling, prompt them by asking them if there are any specific features of the game that they like.*

6. Is there anything that frustrates you about any of the games you play? Anything that you would like to see done differently?

7. Are there any games that you have tried that you *didn't* enjoy? Why?

8. Besides fun, is there anything you like to get out of a game?

**Move to part 2 of the interview.**

---

## **PART 2 – WALKTHROUGH OF PROTOTYPE**

**INTERVIEWER:** Ok, thank you – now we're going to move onto the second part of interview, and I'll show you through our game's prototype. At this stage, we're just interested in how you feel about the game's content and flow – so please don't worry too much about how the game looks at this stage, as we may be changing that!

***Then, open the application and take the user through the application, allowing them to click through the application as they like/seems natural to them.***

1. **Homepage** – record if user behaviour is as expected, and encourage them to share their first impressions. **Note that play as guest is not enabled.** Suggested prompts:
- a. *Is the purpose of the game clear to you?*
  - b. *How would you initiate gameplay?*
  - c. *How would you register?*
  - d. *How do you feel about this page?*

2. **Login Page** - record if user behaviour is as expected, and encourage them to share their first impressions. **Encourage user to attempt to register.**

3. **Registration Page** - record if user behaviour is as expected, and encourage them to share their first impressions. Suggested prompt:

a. *How do you feel about registering for this game?*

4. **Village Home Page** - record if user behaviour is as expected, and encourage them to share their first impressions. **Encourage user to find the help button if they don't understand.**

Suggested prompt:

a. *How would you initiate gameplay?*

b. *What do you think the locked houses mean?*

c. *How would you get help?*

d. *What do you think the house with the number 1 on it is?*

5. **Help Pop-up** – **Skip this if the user doesn't seek help on the previous page.** Record if user behaviour is as expected, and encourage them to share their first impressions.

6. **Breakfast** – **Each meal is an interactive button. Encourage the user to choose one.** Record if user behaviour is as expected, and encourage them to share their first impressions.

Suggested prompts:

a. *What do you think you should do on this page?*

b. *How would you get help?*

7. **Breakfast (with food item chosen)** - Record if user behaviour is as expected, and encourage them to share their first impressions. Suggested prompts:

a. *What do you think the red/green colour means?*

b. *How do you feel about the wizard? Why do you think he is there?*

c. *What do the cubes represent?*

8. **Help Pop-up** – **Skip this if the user doesn't seek help on the previous page.** Record if user behaviour is as expected, and encourage them to share their first impressions.

***The next page is the Game Over page. Explain here that this would not be the natural flow of the game - while there are multiple levels/meals to get through, we will skip these now for the purposes of time.***

9. **Game Over Page – Encourage user to click around and explore the page.** Record if user behaviour is as expected, and encourage them to share their first impressions. Suggested prompts:

- a. *What information would you like to see in the Game Summary box?*
- b. *How would you review your meal choices?*
- c. *How would you get help?*

10. **Meal Summary Page -** Record if user behaviour is as expected, and encourage them to share their first impressions. Suggested prompts:

- a. *What information would you like to see in the nutritional information boxes?*
- b. *Is there anything you would change about this page to make it more informative?*

11. **Share Pop-up-** Record if user behaviour is as expected, and encourage them to share their first impressions. Suggested prompts:

- a. *How do you feel about sharing your results? Is this something you would be likely to do?*

12. **Help Pop-up – Skip this if the user doesn't seek help on the previous page.** Record if user behaviour is as expected, and encourage them to share their first impressions.

**INTERVIEWER:** Ok, that's the end of the game. Just a few general questions now:

13. What do you like about the game?

14. What don't you like about the game?

15. What features would you add to the game to improve it?

**INTERVIEWER:** Ok, that's the end of the interview. Thank you very much for your help – do you have any questions or are there any final comments you'd like to make?

--