

# User Interviews / Qualitative Survey

## Why did I choose this research method?

Melnik (2022) states User Interviews are useful to gain insight about an existing product.

User Interviews (n.d.) states that insights that Qualitative surveys provide can be very valuable.

I need to understand if my prototype is what the users want, or if there are tweaks that need to be completed to meet satisfaction.

## How did I conduct the research?

Melnik (2022) states that a User Interview runs best with 5 interviewees. I ensured I completed the Interview with 5 people. Melnik also talks about having multiple distinct user groups, which I don't need to worry about since all my interviewees were people who played games.

Unfortunately, due to most interviewees being overseas and at different time zones to me, I created a survey with Google Forms for each person to fill out as they test my prototype.

My survey first starts with instructions on how to download and run the prototype. Then there are open ended questions about different features within my prototype (Melnik, 2022). Each question section has several different ways to ask the same question, e.g. "What do you think of the menu layout? Are there things that should be moved around or changed? Should there be something added or removed?"

## What changes need to be made for my final build?

- Fix filters,
  - Change words to icons that are same size as each other
  - Create super filters for Armour and Weapons that collapse the sub-filters
  - Remove tick boxes, use icons as buttons with effects
  - Keyboard shortcuts for filters
  - Add search bar
  - Sorting: most recent, name, weight, etc
- Fix item info (both selected and equipped),
  - Selected and Equipped sections need to swap locations
  - Remove selected in menu, show on item hover
  - Remove unneeded headings: name, rarity
  - Change specific features into logos: weight, damage, armour
- Better colour scheme,
  - Monochromatic
  - Space theme to fit base game

## References

Melnik, N. (2022, January 10). *Conducting User Interviews, Usability Testing, and Surveys*.  
<https://www.uxmatters.com/mt/archives/2022/01/conducting-user-interviews-usability-testing-and-surveys.php>

User Interviews. (n.d.). *Surveys*.  
<https://www.userinterviews.com/ux-research-field-guide-chapter/surveys>