

Assignment 8

Part one:

Comparison and improvement: Prototype vs WeGame

1. Filter function

After searching for the keyword of “国产单机游戏” in WeGame, the result page is shown as below (Figure-1). There is no individual page for domestic console games on the WeGame website. As can be seen from the figure-1, this page provides the function of filtering by the popularity, launching time, and rate, which is too abstract and lacks details.



Figure-1 (WeGame search result page)

In terms of the “游戏库” (Game Library) page, a collection of console games in the prototype (Figure-2), the filtering function allows users to search games by the type and mechanism, which provides more details of games according to users' needs. For instance, if people want to play specific kinds of games, they can just click the labels below the navigation bar and jump to the corresponding page.

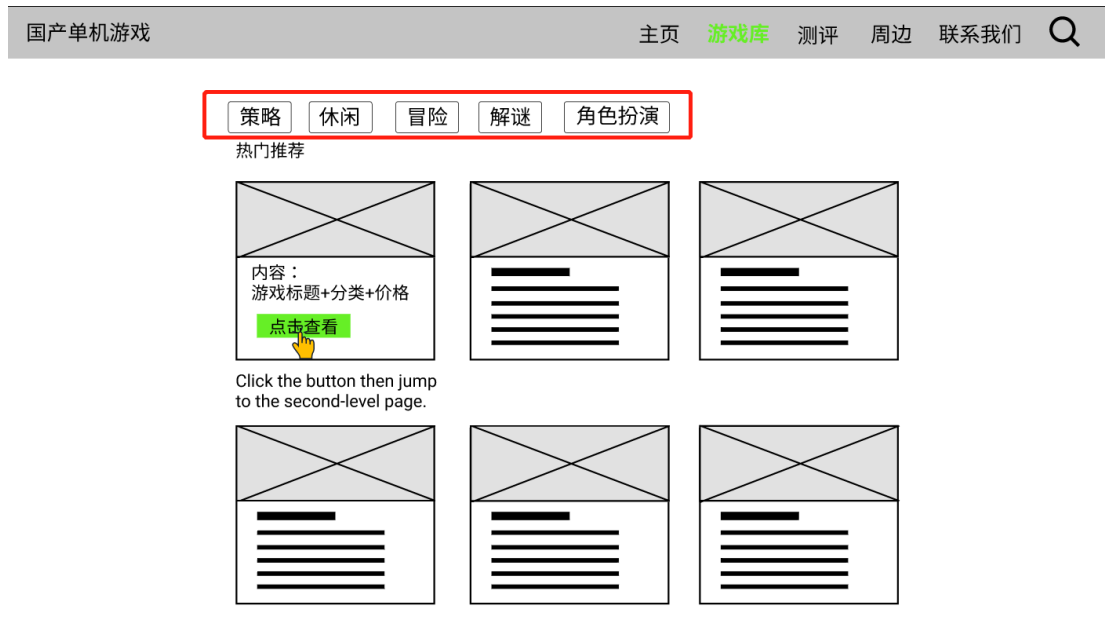


Figure-2 (Page of “游戏库”)

Meanwhile, users also could adopt the search function for games (Figure-3), which divides the games by keyword, type, and price.

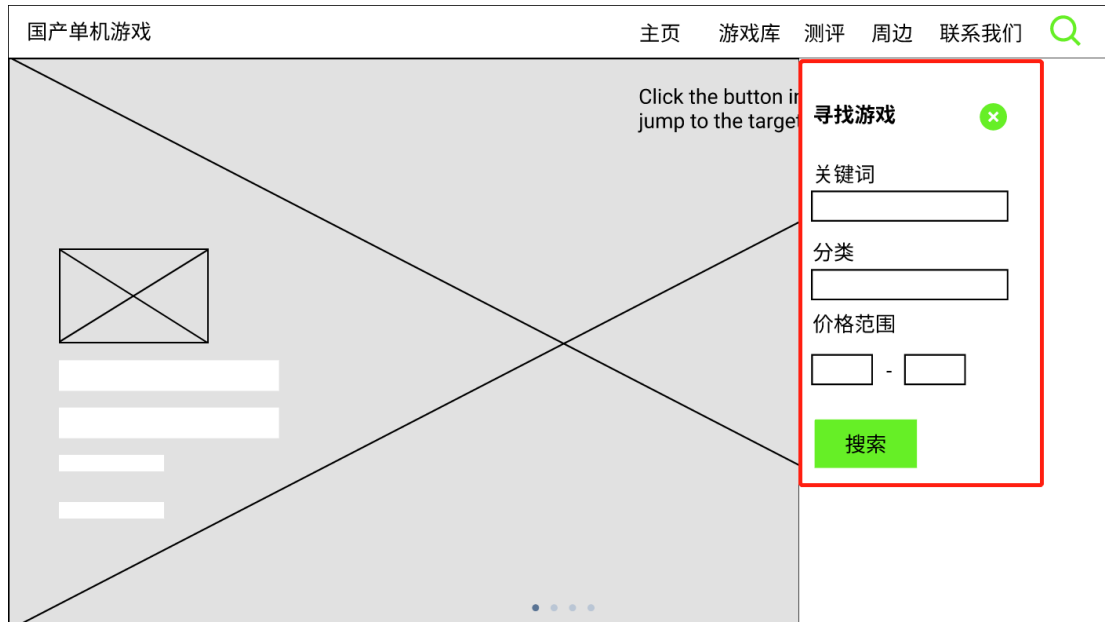


Figure-3 (Prototype for search function)

2. The peripheral products (WeGame does not contain this function)

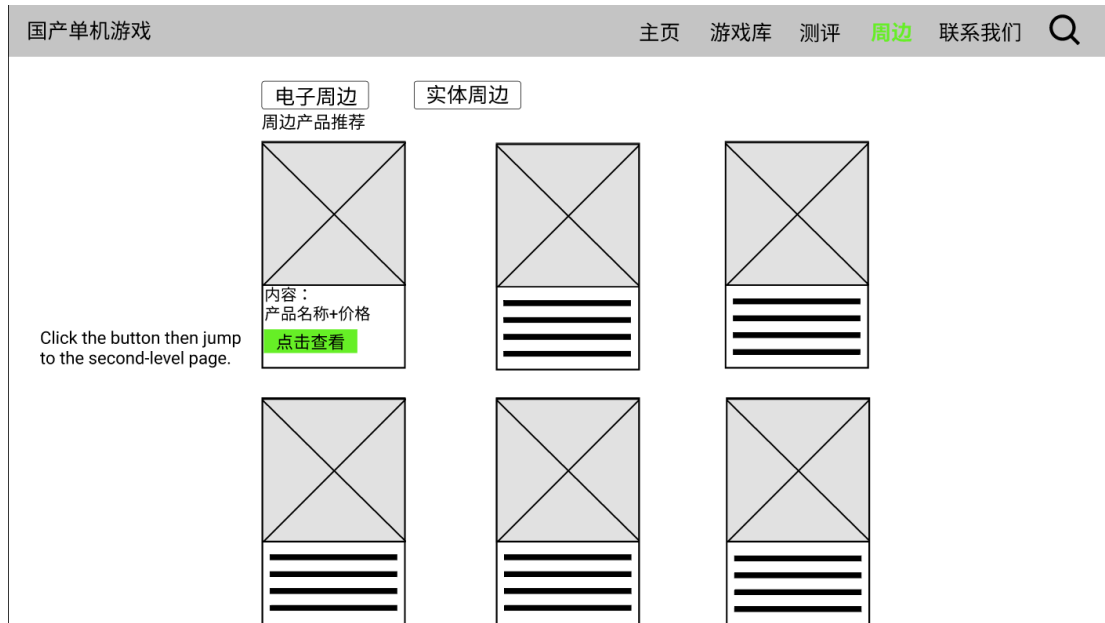


Figure-4 (Page of “周边产品”)

The function of finding the peripheral products is also to be taken into consideration since people nowadays have formed the habit of collecting the peripherals and they are willing to pay for them. On this page, the products are divided into two kinds, the electronic (like the music album, etc.) and the entity (like the toys, etc.). Users could click the button and find the interested one.

Part two:

The plan of usability test

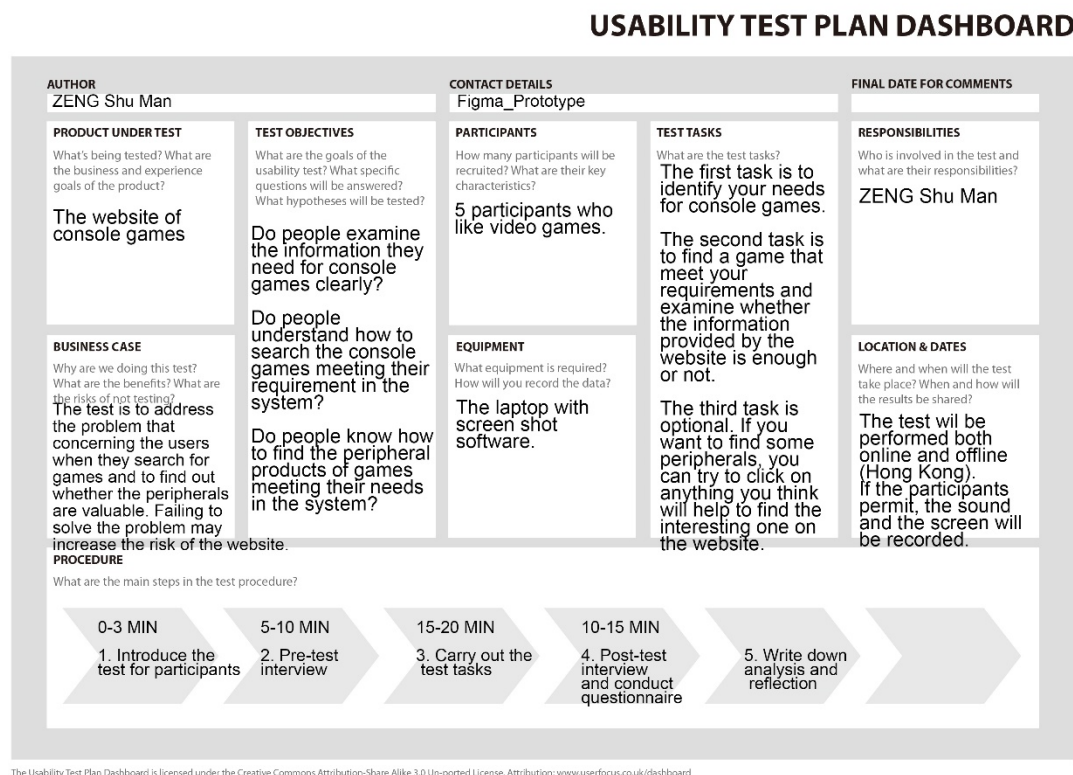


Figure-5(Usability test plan)

Test objectives:

- Do people examine the information they need for console games clearly?
- Do people understand how to search the console games meeting their requirements in the system?
- Do people know how to find the peripheral products of games meeting their needs?

During the usability test, the participants were asked to complete the following tasks:

- The first task is to identify your needs for console games.
- The second task is to find a game that meets your requirements and examine whether the information provided by the website is enough or not.
- The third task is optional. If you want to find some peripherals, you can try to click on anything

you think will help to find the interesting one on the website.

To cover more types of respondents, 3 of them have gaming experience and 2 of them want to have a try but without experience. But the result for the test failed to see the obvious difference of answers between them.

Sample 1 is a college student who plays games once or twice a month and she is willing to buy peripherals of games. Sample 2 is a college student who plays games nearly once a week to relax and she would buy the peripherals if they are cheap. Sample 3 is a college student who plays games every day and he is also willing to pay for the peripheral products. Sample 4 and 5 are college students who want to try domestic console games but lack gaming experience.

In terms of the preference for the PC version or smartphone version, the five participants choose to conduct with the previous one, because they thought the larger screen would enhance their experience of watching pictures and videos on the website.

According to the first task, 5 participants could examine their needs for the games clearly, focusing on the type, comments, story background, mechanics, price, and so on.

During the second part, the participants were asked to find the game meeting their needs in the prototype. As observed in the test, most of the participants clicked on the “游戏库” button for further information, as they thought the page would be useful for scanning all sorts of games. In addition, the respondents considered the labels (like “策略” “休闲” etc.) examining the type of games were navigational and helped them find the game directly according to their needs.

Though the third task is optional, in the investigation, all the participants expressed that they were willing to pay for the peripheral products. For instance, the participants would consider surfing the specific page if the website allows them to browse products related to the game. Additionally,

they also would consider purchasing a product if they come across one that intrigues them.

According to the response, to some degree, the third task demonstrated the users' positive attitude towards the peripheral products section on the website.

Due to the limited information in the prototype, the participants completed all the tasks within 3 minutes. But they all find the game and product according to their needs smoothly and successfully. Thus, to some degree, the prototype provided the content they needed and helped them find the game meeting their needs.

After the tasks, all the respondents were asked to finish a questionnaire, which is designed for measuring the website's perceived ease-of-use and perceived usefulness. As for the feedback, the participants highly recognized that the website was of great use and ease. But one suggestion for improving the fluency provided by one respondent is that a function (Figure-6) should be added for jumping to the page of game details from the page of reviewing passage.

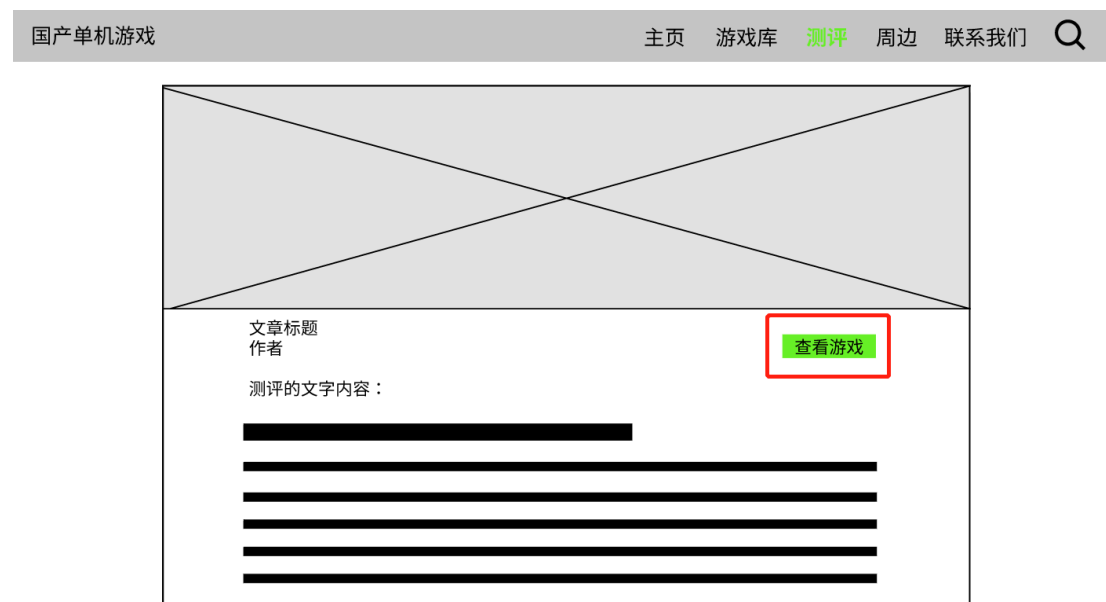


Figure-6 (Page of reviewing passage)

Prototype address:

https://www.figma.com/proto/iRZvOdYbT9pwUeSjWqKqsi/assignment_7_ZENG-Shuman?page-id=0%3A1&node-id=2%3A2&viewport=241%2C48%2C0.25&scaling=scale-down&starting-point-node-id=2%3A2&show-proto-sidebar=1