**User Feedback Strategy**

We decided to go to the actual locations that users would be likely to first use our app, the Freshmen Yard. We then conducted “Wizard of Oz”-like user tests. After explaining the purpose of the app and asking if they would like to test it, we gave them the task of finding the next treasure using our paper prototype, which we manually operated as they interacted with it. We observed them and noted which parts they had difficulty with and which parts worked well. Once they had found the treasure, we then asked them various questions about what they did and didn’t like about the app and gave them a chance to offer any thoughts or suggestions they had. We felt that our strategy actually worked extremely well. We were able to have three lengthy and informative interactions with our users. These interactions confirmed the usability and usefulness of our key features, while also providing us with a better idea of flaws that we had to improve and other features that they would find useful.

**Main Findings**

We found that all of the users enjoyed using our app, which as a game is one of our key indicators of success. At some point in both the boy’s test and the group of children’s test they got lost in the game and it was as if we were not there. Even the mom from the first test, after initially suggesting she didn’t have much time for the test, insisted that we run through the entire test with her, including going from the JH statue to Widener. It seems like this enjoyment in all three cases mainly stemmed from a feeling of exploration and curiosity, where the users were excited to search for this hidden jewel that doesn’t even exist. Not only positive comments, but also subtler things like wider eyes, smiles, louder voices and other body language clearly conveyed this excitement.

One of the recurring themes that we heard in our user testing with the third group was that the users felt like there was a lack of an overarching objective in the game. They enjoyed finding the treasure, but after they had they questioned what lasting impact finding the treasure had had on them. They asked “What happens after getting the treasure?” and then made some suggestions of what they would like to see implemented, including secret areas that were unlocked after a certain number of treasures had been found, COOP discounts, and video content of the inside of buildings or professors speaking.

The users in our third test also pointed out that the walk between different locations would be boring since once they had found the right direction they would not have to look at their phone again. They suggested “optional stories” that could pop up when walking past something interesting or “music and sounds” that could make the walk more entertaining, saying, “silence is boring”. Although there is an argument to be made for encouraging the user to look up while walking from place to place, this is definitely a valid point. It is a difficult problem to solve though and the likes of Pokemon Go seem to have conceded that it is a necessary part of these kinds of games.

Another major positive for us was that the eight year old boy was able to interact with the app as we wanted him to and only needed minor input from his parents in order to get to the treasure. In all three user tests this ease of use was present with the users not having to ask questions or pause, yet still following the correct steps to get to their objective. This suggests that our UI lends itself to an intuitive understanding of what the next correct step is. This is extremely important as most users of our app would be first time visitors of Harvard and thus first time users of the app so it is vital that the app works intuitively as there is no learning window.