



User Research II

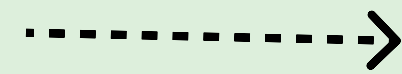
Rummy Circle

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Journey



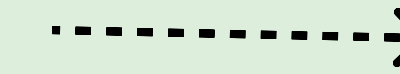
Psychology



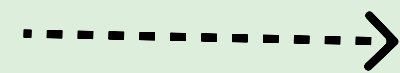
Why Jungle Rummy



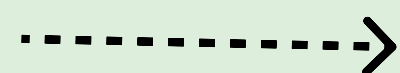
Experiment



Testing



Data Research



Testimonials



Recommendation





Overview

- The study of how an individual's thoughts, feelings, and actions are affected.
- How a person behave in society is social psychology.
- Understanding how we act & think differently depending on the social context we are in.

Social Psychology

- Social proof
- Heuristic & Biases





Part 1

(The power of mind)





Chosen psychology

Social proof

The Tendency of Human Beings to follow the actions of others when making decisions, placing weight on these actions to assume “the correct decision.”

Core Principal: People follow others actions and behaviors because they believe it's the right thing to do.

Heuristic & Biases

Heuristic are mental shortcuts that helps us make quick decision but can sometimes leads to errors in judgment.

Core Principal: In a nutshell, heuristics are mental shortcuts our brains use, and biases are the errors that can happen because of them.





Part 2

(Understanding the user)





Rummy circle:

Rummy Circle is an online platform for playing Rummy, offering various game variations, tournaments, and cash games in a secure environment. It's popular among Rummy enthusiasts for its convenience and variety.

Hypothesis:

Card-based-real-Money-Game can improve skills such as *memory*, *strategic* thinking & *decision making abilities*.

Research goals:

Does people used different strategies while playing game.

what kind of decisions they need to make while playing, are they always correct in hurry.

Do user need sharp memory





Research Plan:



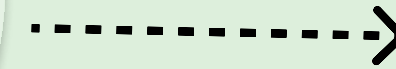
Diary entry



Observations



Experiments



Testing

Study- moderate
Participants-4
Duration-2 week.

Target Audience:

18+ enthusiasts of various age who looking for enjoyable way to play . Eight targets to both casual players and those who are serious about the game.





Social Psychology influence

Social proof:

- Displaying the popularity by showing the number of active players, the number of game played, and the number of Wins or Achievements of players. This can create a sense of popularity and attract more users to the game.
- Display testimonials from satisfied users, highlighting the benefits of playing the game.
- Allow users to share their achievements or invite their friends to play the game on social media. This can help to create a sense of community and encourage more people to try game.





Social Psychology influence

Heuristic & Biases:

- Players use heuristics to quickly assess their hand and decide which cards to keep and which to discard. For example, they might prioritize keeping cards that are part of a sequence or set, based on their past experiences of what usually leads to winning hands.
- Players exhibit biases when assessing the likelihood of drawing a particular card or when estimating the strength of their opponents' hands
- For example, a player might tend to remember instances where drawing a certain card led to winning, leading them to overvalue that card's importance in future games.





Part 3

(Researching the user Experience)





Observation table

	P1	P2	P3	P4
Win				
Quick decision making				
Decision under pressure				
Recall information quickly				
Experienced player				
Forming sets, sequence first.				
Discarding high value cards first.				
Lose				





User 1:

I've been playing Rummy for years, but since I found Junglee Rummy, it's been my top choice. Easy to use, fun tournaments, and fast payouts make it the best for me.

User 2:

I liked playing Rummy on Junglee Rummy, but now I'm annoyed by all the technical problems. It's frustrating to get disconnected during a game.

User 3:

As a serious Rummy player, I've tried many online platforms, but Junglee Rummy is special for its fairness and honesty. I like that they work hard to prevent cheating and ensure everyone has a fair chance to win.

User 4:

I've had bad experiences with Junglee Rummy's customer support. It takes ages to hear back, and when you finally do, the solutions they offer often don't fix the issues.





Part 4

(Design for the User)





Visual Guides:

To put visual guides or infographics that break down the rules and strategies of Jungle Rummy into easy-to-understand visuals. These can help simplify complex concepts and make learning the game more accessible.

Interactive Quizzes:

to provide a part in interactive quizzes that test your knowledge of Jungle Rummy rules and strategies. These quizzes should be designed in a simple format with multiple-choice questions or true/false statements, allowing you to learn while having fun.

Peer Support Groups:

Join peer support groups or forums where Jungle Rummy players share tips, experiences, and advice. These groups can provide a supportive environment for asking questions, receiving feedback, and learning from others' experiences in a simple and accessible way.





USER I



USER II



USER III



Thank you!

