HUMAN BENCHMARK

TURINYS

Analysis with possible solutions

The current games are functional but lack excitement, which may lead to low user engagement. To make the games more thrilling and engaging, the following improvements can be implemented:

Make games actually EXCITING to play for the user.

- Add Combos/Streaks

  - Concept: Introduce a combo/streak system similar to Call of Duty (e.g., 3 kills - Killing Spree, 4 - Unstoppable, etc.).

  - Implementation:

    o Reward users for consecutive successes (e.g., hitting targets or achieving fast reaction times).

    o If the user misses or fails, the combo resets, encouraging them to try again.

  - Impact: This creates a sense of progression and achievement, motivating users to keep playing.

- Dynamic Difficulty and Reflex TimeReaction time:

  - Concept: Make the speed/difficulty adaptive and ever-increasing.

  - Implementation:

    o Start with an easy level and gradually increase the difficulty as the user progresses.

    o Higher levels should reward more points, creating a risk-reward balance.

  - Impact: This keeps the game challenging and engaging, as users are constantly pushed to improve.

- Reaction Time Feedback

  - Concept: Provide humorous and motivational feedback after each test.

  - Implementation:

    o Use messages and images to give users a sense of accomplishment or playful criticism (e.g., "356ms - What are you? A Blue Whale? Wake up.", "230ms - Guess who's faster than an elephant?", "<200ms - Have you ever considered trying Formula 1?").

  - Impact: This adds personality to the game and makes users feel more connected, encouraging them to try again.

Leader boards and scoring

- Concept: Revamp the scoring system to motivate users to compete.

- Implementation:

  o Base scoring on points rather than just hit counts or reaction times.

  o Highlight top players with unique names or rewards (e.g., staying on top for a whole day earns a special badge or title).

- Impact: This fosters competition and gives users a reason to return and improve their performance.

Simplify game creation:

- Concept: Reduce ambiguity in game creation to improve user experience.

- Implementation:

  o Disable unnecessary inputs for specific game types.

  o Add tooltips or recommendations for input fields (e.g., "Speed of Targets: Recommended range 1-10").

- Impact: This makes the game creation process more intuitive and user-friendly.

Target audience: Mostly gamers (9-30).

- Concept: Tailor the app to its primary audience (gamers aged 9-30).

- Implementation:

    o Use a gaming-style UI with gamer lexicon (e.g., "GAME OVER," "LEVEL UP").

    o Offer two modes for Reflex Time:

    o Family-friendly: Catching rabbits or other non-violent targets.

    o Gamer-focused: Shooting enemies like Nazis or ghosts.

- Impact: This ensures the app resonates with its core audience, increasing engagement and retention.