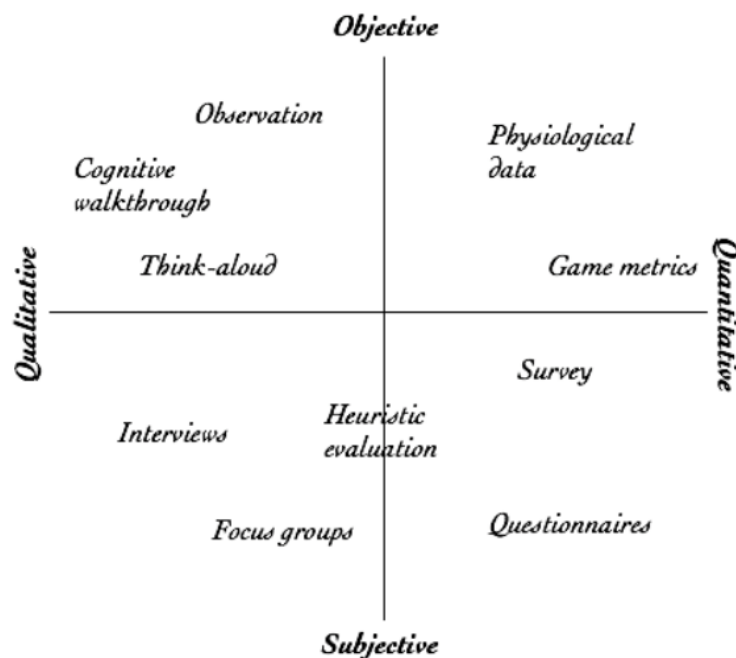


Exercise 1: Choosing a GUR scenario

Scenario: Imagine you are the only UX researcher at a small independent game studio. The studio's current project is a single-player shooter with 20 short levels. The team has approached you to conduct some last-minute playtesting before demoing the first 5 levels of the game at a convention. Both PC and Xbox builds of the game are available. You only have two days to work from start to finish, and the team expects a brief report with your findings. After receiving your report, the team will have a week to make adjustments to the game.

Challenge: Given what we have talked about in the first module, and your own experience, how would you design a user research study for this scenario and what method/methods would you choose to employ given the available resources? What are the pros and cons of your chosen strategy? You can use the below figure for inspiration.

Grand challenge: If you have time, consider a method orthogonal to the one chosen, e.g. game metrics if you choose focus groups. Assume the producer demanded this method be used, how could we apply it and what would we be able to report on?



Exercise: Discuss at table 5-10 minutes then group discussion 5 minutes. (20m)

Additional reading:

<http://uxpamagazine.org/getting-ahead-of-the-game/>