USER TESTING AND QUALITY ASSURANCE

EXERCISE
5

Source: David Travis on Unsplash

EXERCISE BRIEFING

As mentioned in the slides already, today's exercise is about contextual consumption. Basically, user testing often happens decontextualized: focus is on how the game functions, but in this exercise, we broaden the scope to better understand the socio-cultural meanings people attach to games.

Thus, today's exercise is as follows: *conduct user interviews on why people play games, in what situations, and what kind of issues make people feel annoyed by games* (you can also add your own themes along these lines)

Here are some questions you could ask:

What kind of games do you play and why?
Can you show us this game?
In what kind of situations do you play games? Single player or multiplayer? Why?
Do you consider yourself a player?
What kind of issues make you feel annoyed with games? Can you give any examples?
But feel free to come up with your own questions!

Output requirements: Each team interviews 4 to 5 people

Identify main issues or insights (3 to 4) from your interviews
List these in your mindmap with business implications
Also, list games mentioned by the interviewees
Please keep in mind that the mindmap should be self-explanatory: i.e. it doesn't need additional explanations, but whoever is looking at it should understand what your main points are

Suggested output structure: End result: mindmaps of the main findings / insights on miro, https://miro.com/app/board/o9J_kiWyqCM=/