Vodafone – NID Gaming project

User Research

By : Deepti Jha & Shivendra Singh

Guide : Mamata N. Rao
Dr. Lucia Terrenghi
Julian Pye

| DDE | National Institute of Design | R & D Campus | Bangalore |

Content

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- Research
- Analysis
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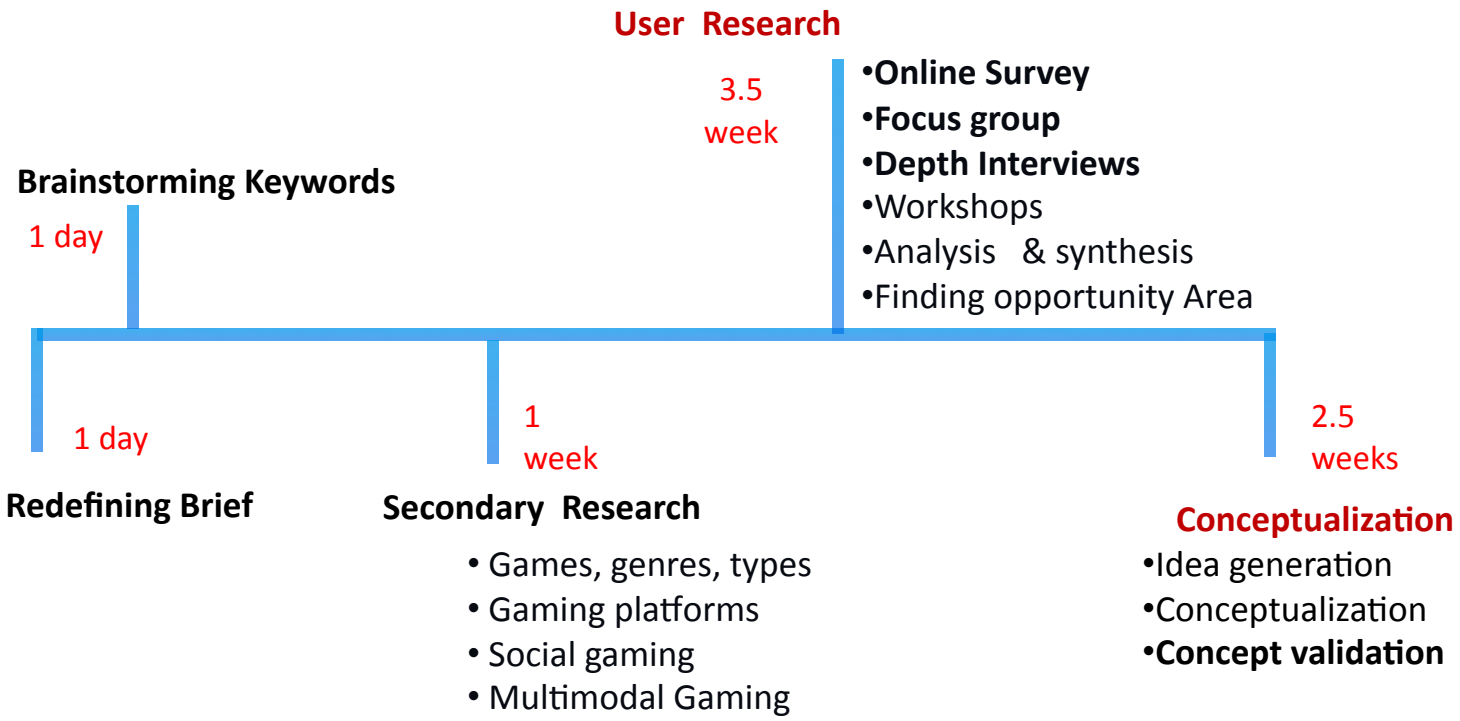
- Idea Generation
- Concepts

Project Brief

- "Expanding Social Gaming through Multimodal Interaction".
- Design a mobile social game as inclusive as possible by taking advantage of different interaction modalities.
- The game should be based on actions that take place on a mobile device as well as on a shared, touch based display placed in a public area.
- The game should engage multiple players. Define cross-platform playing contexts (e.g. single user with a single mobile device in a bus playing with / against a user at home playing on the TV screen by using her/his mobile device as a controller).
- The project should encompass some phases of user research, co-design and experience evaluation.

Timeline

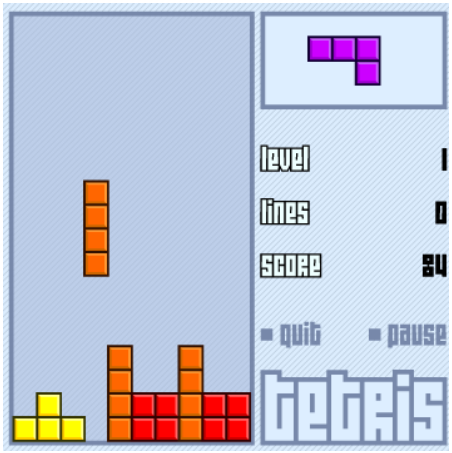

User Research
3.5 week
•Online Survey
•Focus group
•Depth Interviews
•Workshops
•Analysis & synthesis
•Finding opportunity Area
Brainstorming Keywords
1 day
1 day
Redefining Brief
1 week
Secondary Research
• Games, genres, types
• Gaming platforms
• Social gaming
• Multimodal Gaming
2.5 weeks
Conceptualization
•Idea generation
•Conceptualization
•Concept validation

Game Design Workshop by Vodafone, Europe

- Videogame Examples and Overview
- Principles in Game Design and User Motivation
- Examples of Modality in Videogames

Jump and Run

Role Playing Game



Puzzle

Secondary Research

Genres

Action game
Action-adventure game
Adventure game
Role-playing game
Simulation game
Sports game
Strategy game

Gaming Platforms

Arcade game
Audio game
Console game
Handheld game
Mobile game
Online game
Personal computer game

Secondary Research

Mobile Gaming

- A mobile game is a video game played on a mobile phone, Smartphone, PDA, handheld computer or portable media player. This does not include games played on handheld video game systems such as Play Station Portable or Nintendo DS.
- Mobile games are played using the technologies present on the device itself.
- The first game that was pre-installed onto a mobile phone was Snake on selected Nokia models in 1997.

Ref : *Research on 'Games' by Department of Journalism and Communication Research, Hanover University*

Secondary Research

Mobile Gaming Platforms

Mobile games are developed using platforms and technologies such as
Windows Mobile

Palm OS

Symbian OS

Adobe's Flash Lite

DoCoMo's DoJa

Sun's Java ME (formerly branded "Java 2 Micro Edition" or J2ME)

Qualcomm's BREW (Binary Runtime Environment for Wireless)

iPhone OS

Google Android platforms

Other platforms are also available, but not as common

User Research

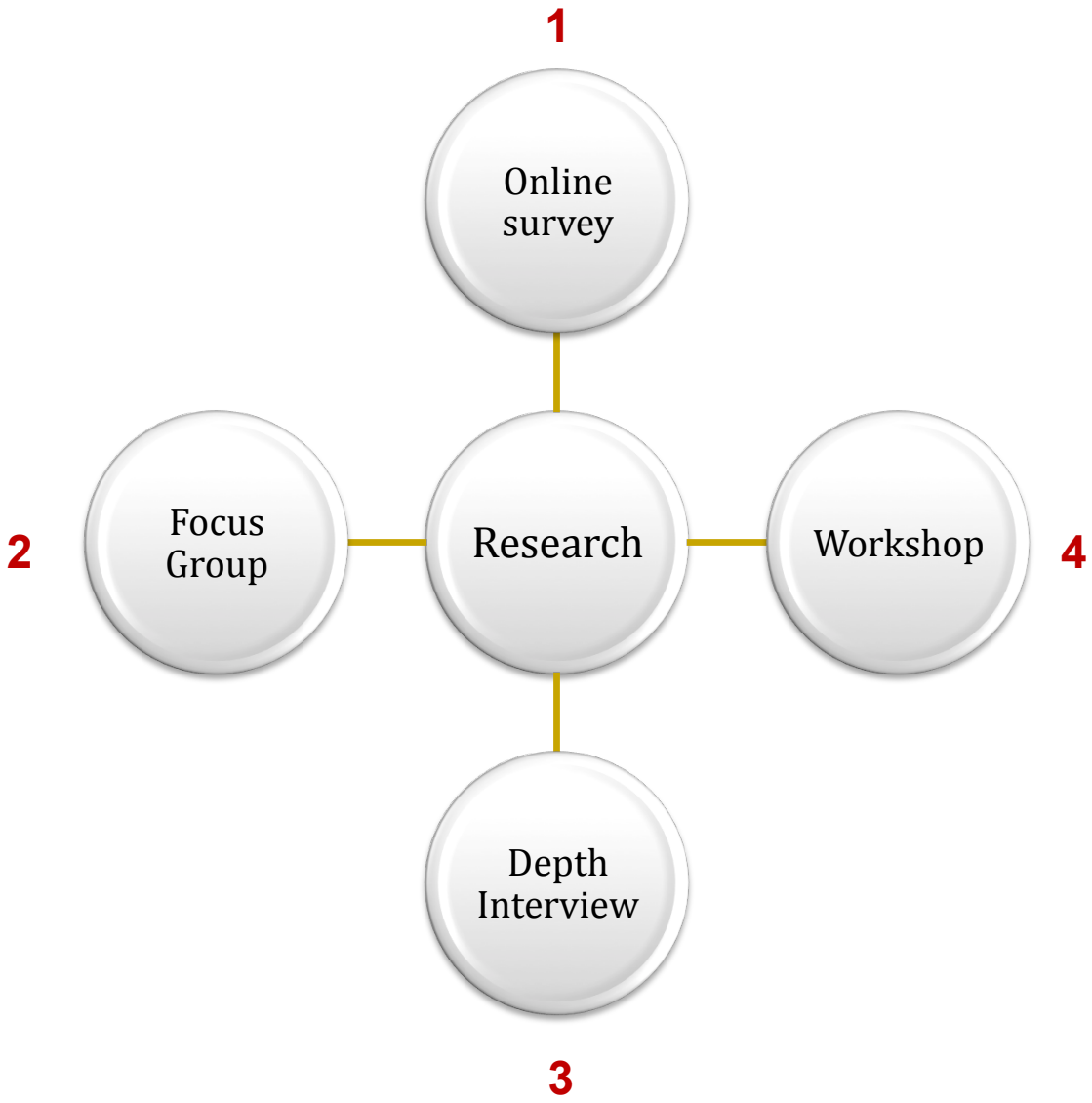
Objective

- To gain insights about user pattern, gaming behavior and motivation factors.
- To gain understandings of usage of multimodal and gesture based technology.
- To gain insights about social gaming popularity .
- To understand the motivation pattern for gamers and barriers for non-gamers

Target Audience

- Age Group: 16 to 26 yrs (Male Female both)
- Middle and Upper class

Research Methodology



Online Survey

Objective

- Quick research in the area of gaming
- Finding Platforms, Technology, Types of game
- Purpose of Gaming
- Finding Hours of play, and time & occasions

Methodology : Online questionnaire, was done as a initial parallel research activity with Depth interviews

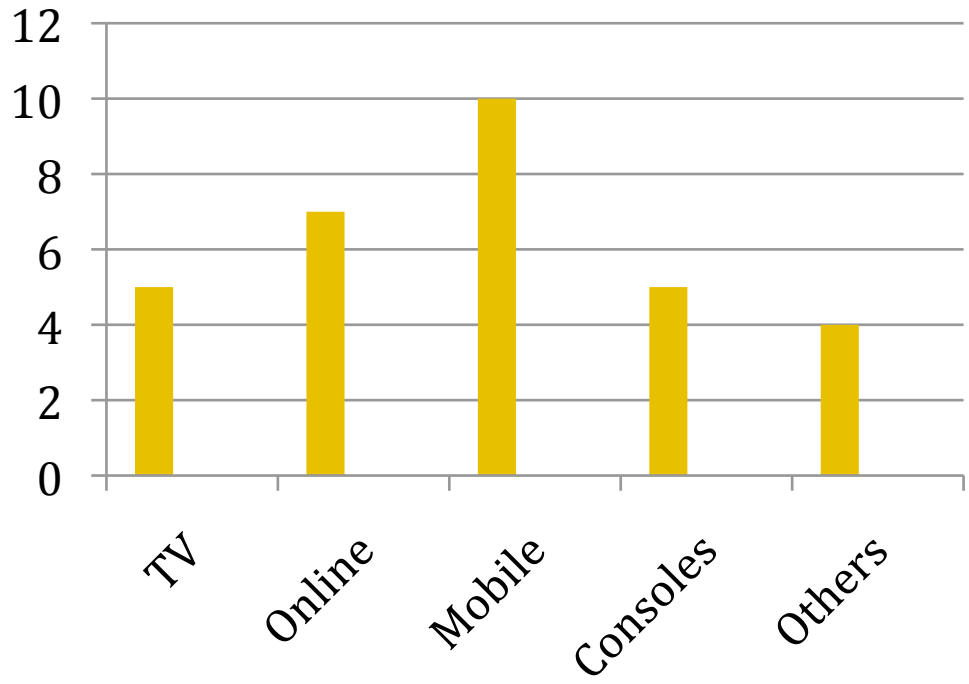
No of people covered: 30

Outcome

- Primary purpose of gaming is fun, and interaction is the secondary purpose if compared individually
- People may prefer multiplayer / multilingual / cross cultural game over games only focusing any single culture.
- Majority of people like racing games over fight games, education games were given least preference
- Tactile (button based) interaction is preferred over touch screen

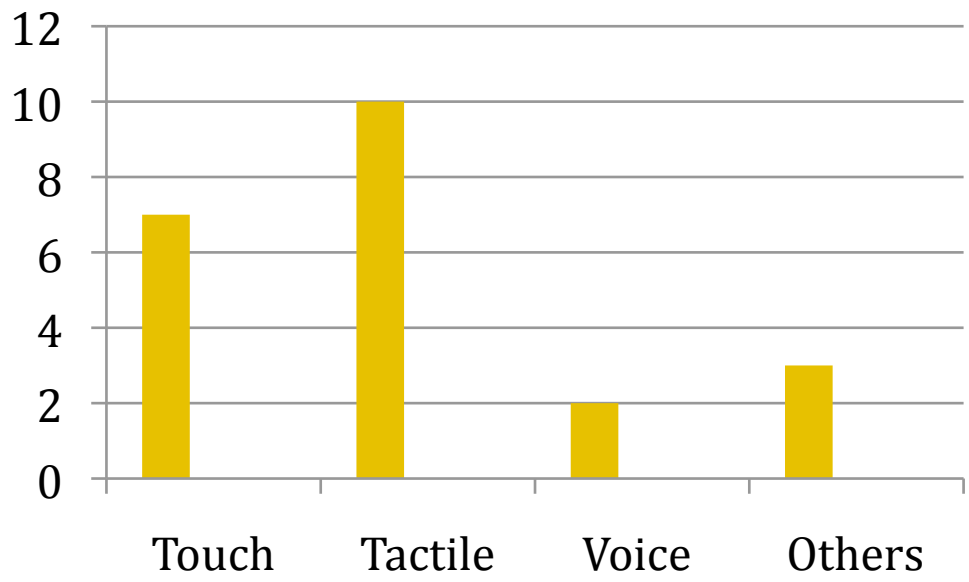
Online Survey

In our online survey maximum people opted for **Mobile** & Online gaming



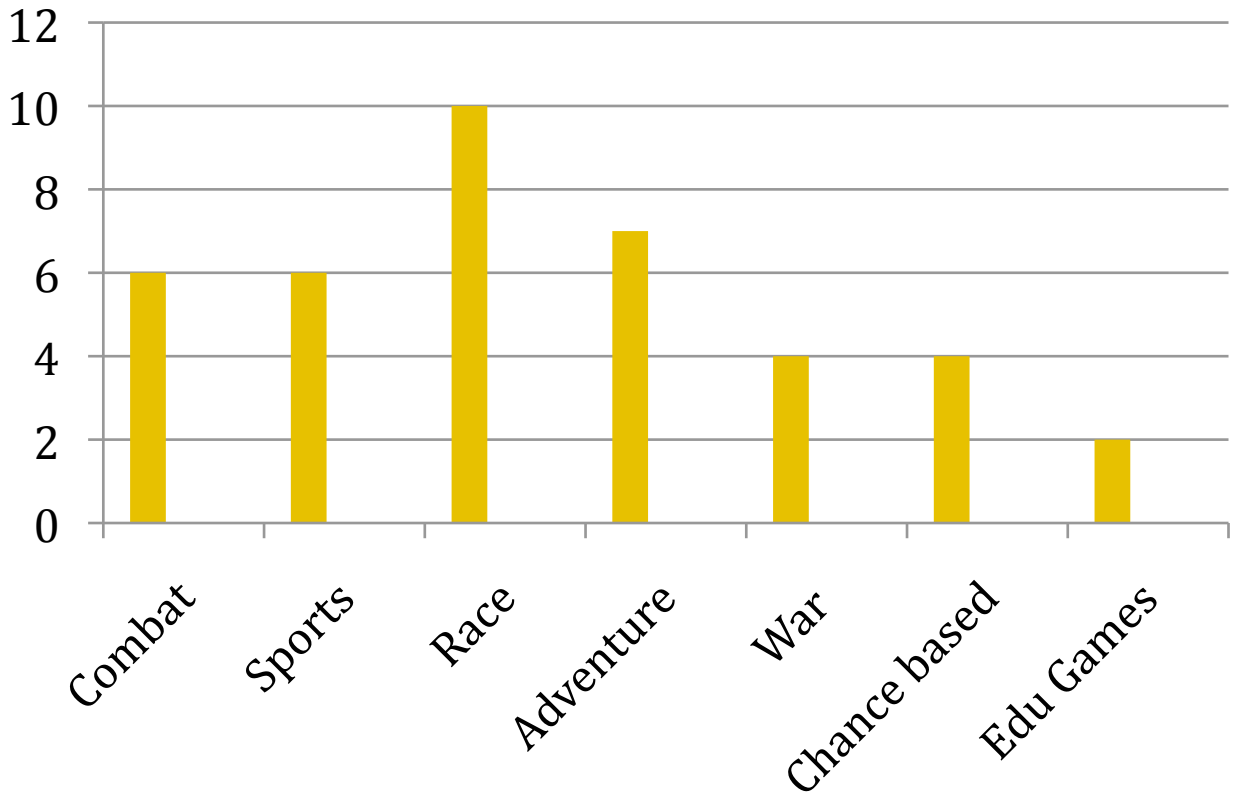
Online Survey

Tactile / Button based technology was favoured over touch for gaming



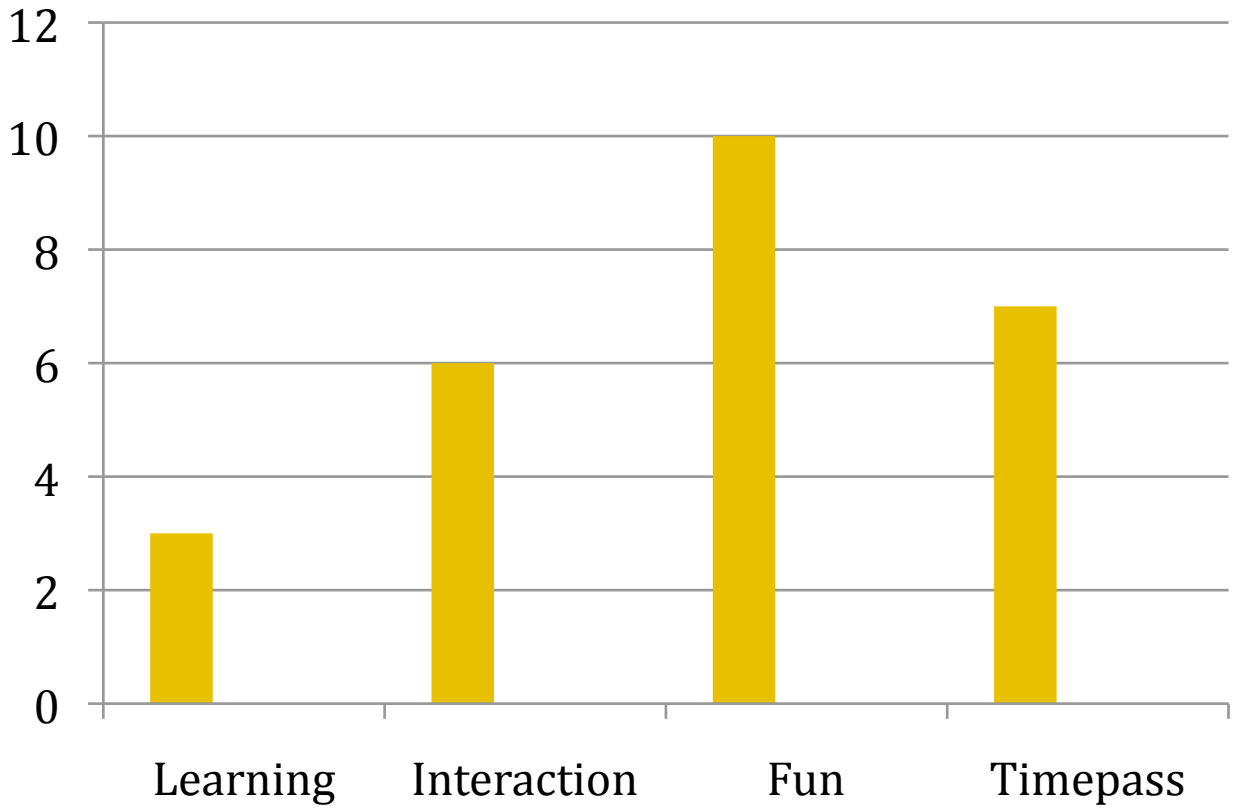
Online Survey

People like **racing & adventure** games over fight and educational gamesg



Online Survey

Basic purpose of Gaming is Fun, and not learning or interaction



Comments by Vodafone

"When" and in what particular context people

There are several "killing time" situations *(e.g., commuting, waiting rooms) that are normally quite common in western countries.*

It would be good to take a ***closer look at people's motivation, differences in motivation between ages and genders****, so as to understand what engages different people.*

Memory games, or cultural quiz, for example, might engage women more than fight games. *A game designs could leverage such a fact to engage women in strategic games, just to make an example...*

Share with us how you plan to conduct the next research steps e.g., ***quetsionnaire, focus of research, target group.***

Focus Group

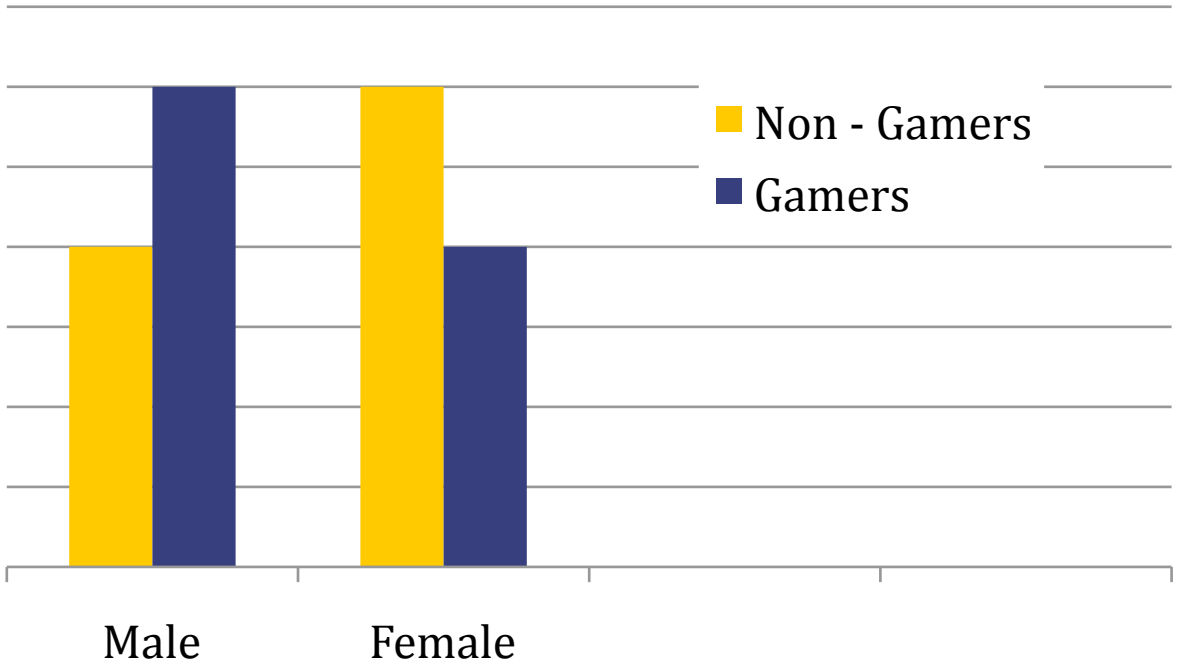
Objective

- To understand difference in gaming context, choices and degree of involvement in different kinds of game.
- Gaining insights from interaction between gamers and non-gamers (amongst participants)
- Also to understand motivation and barriers for gamers and non- gamers, taking in account the choices of game played in past and factors which motivates for multiplayer and social gaming.

Focus Group

Group Selection –Male and Female or Gamers and Non- gamers

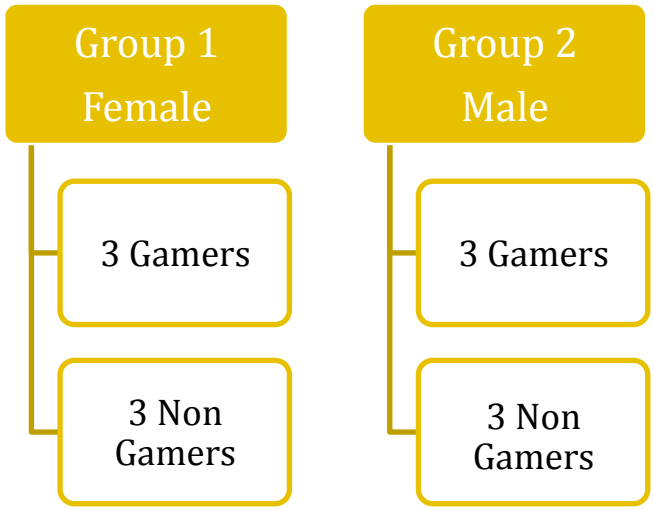
Although Gender may or may not be the factor for generalizing the gamers and non gamers . It does not differentiate gamers from non gamers



Ref : *Research on 'Gender and Computer Games' by Department of Journalism and Communication Research, Hanover University of Music and Drama*

Focus Group

Group Selection



No of focus group conducted: 4

Defining Gamer and Non Gamers

Gamers: Gaming is an activity which exists in their daily/priority list (taking time out to play) have information about current trends in gaming and take interest in latest games.

Non Gamers: Gaming is not in priority, not involved and doesn't have information about latest games and popular ones, may play at times to burn time.

Focus Group

Methodology

No of focus group conducted: 4

Group Size: 6 Participants, 1 moderator, 1 observer / analyzer

Duration : 40 – 50 minutes

Process: - Introduction of topic

- Raising points of discussion
- Noting key points / Participants viewpoint
- Blank Slips distributed to participants for giving additional note on topic discussed.
- Collection of slips and concluding the discussion

Focus Group

Points of discussion

- Different games played
- What motivates game playing
- What stops to play game
- Context of game play
- To what degree involvement is there
- Future trend in gaming
- What can add to excitement of gaming
- Technology on which games are played

Video

Comments by Vodafone

*Keep the **questions quite open** and understand what people associate with playing and what motivates or keeps them from doing so.*

*The interview should possibley be a **sort of in depth interview** in which the **technology comes in the end**, because at this stage you mostly wnat to understand **motivations and barriers**, and in principle technology should just serve as tool*

I agree that some kind of interaction techniques, like touch, might motivate people to play in some cases

In order to achieve your deisgn goal motivate people to play and get back to the game, you need to maximize motivations and/or weaken blocks.

Comments by Vodafone

***Some quick comments on the questionnaire**:*

- *I would not limit the gaming platform to mobile, but ask the question about games in general (fixed and mobile)*

- *For those that do not play games and for those that play only few times, also ask what would lead them to play/play more (e.g. the motivators) – as an example someone who might think games are not interesting, because they see them merely for 'burning time', might be interested if other motivators (such as fitness, etc) would be fulfilled*

- *The reason for this is that an interesting game design resulting from this workshop might not just be the emulation of something that already works, but maybe a new idea that would lead people that are currently not interested in video games to play games*

Kind regards,
Julian

Depth Interview

Objective
To get understanding of barrier and dislike factors for male & female behind gaming

No of males & female : 11 (6 male & 5 female)

Methodology
Duration of interview: 30-40 minutes

Video recording was done to ensure availability of every point covered.

Outcome of focus group and depth interview was analyzed at the end together after conducting workshop with same audience

Workshop

Objective

- To get insight about the gaming on public displays in public area
- Insights about using mobile devices, types of games, playtime, interaction with devices, physical response while playing, gestures and expressions etc

No of male : 6 (3 Gamer & 3 Non Gamer)
No of female : 6 (3 Gamer & 3 Non Gamer)

Methodology

- HP Touch Smart PC and active board was used for gaming and was placed at a public place
- Observing the handheld devices such as Gaming Console, (Tactile), Nintendo Wii Remote which were used for play
- The games which are were played were Racing, PRG, MRPG, MMORPG, Small games, Casual touch based games.

1	Female		Male	
	Non – Gamers	Gamers	Non- Gamers	Gamers
Category	Casual games Arcade - puzzle	Casual games Arcade - puzzle Arcade -strategy Arcade - adventure Racing RPG, MRPG	Casual games Arcade – puzzle Racing	Arcade -strategy Arcade - adventure Racing RPG, MRPG
Example of maximum game played	Tetris, Snake	Tetris, Snake, Minesweeper, Mario, Prince NFS, Contra, Counter strike, Farm Villa - facebook	Snake, Car/bike racing games NFS	Mario, NFS, Counter strike, Quake3, IGI, Age of Empires, Mafia wars & Farm Villa-facebook
Context / Duration / Involvement	Waiting for train / bus, travelling, Waiting anywhere 10-15 mins	Group gatherings Friends place, 30-40mins	Depends on environment and when compelled by peer group, Friends place Waiting for train / Bus travelling, Waiting Anywhere, at times while visiting malls 20 – 30 mins	Gaming Parlors Playing on LAN in college PC labs, more than 1 hour, For Social networking on facebooks Regularly
Platform	Mobile phone,	PC, Online, Consoles-Wii, Hanheld devices-Mobile	PC, Online, Mobile	PC , Lan, Online, Consoles-Wii, Xbox, Play station , Handheld devices-PSP, Mobile,

2	Female		Male	
	Non-Gamers	Gamers	Non-Gamers	Gamers
Motivation	Kill-time, getting entertained, game playable on handheld or accessible games, stress relief from casual play	Thrill of wining, Breaking highest score, simple and easily understandable games, less complex rules,	Time-passing and getting entertained while waiting , any game playable on handheld or accessible, Peer compelling, engaging games, recreation means	Scoring more than friend / collegue, competing with peers, real life situation, real life graphics, war experience, Ability to perform tasks which are not possible in real life
Barriers	Requires too much of engagement Waste of time , it's a distraction Just gaining scores and winning doesn't excite, not having any other benefits ("what will get from this? Lets do something productive"), Game life / virtual life doesn't seem true , less exciting gaming subjects, complex rules	Accessibility of games and platform, less motivation from female counterparts, loosing game on male counterparts, not able to relate with game life / virtual life prevents continuous excitement	Waste of time Just gaining scores and winning doesn't excite, not having any other benefits	Accessibility of games and platform.

3	Female	Male
	Non-Gamers	Non-Gamers
Opportunity Area	1) Multiplayer /AI casual games, playable on handheld device 3) Game with social interaction & fun 4) Fun filled game competing with friends /colleagues 7) Less complex rules and quick ending games 5) Subjects which female can relate to 6) Subjects- mind ,puzzles and logic based exercises. 7) Parallel activity/ communication possible while Playing	1) Single player competitive games, playable on handheld device 2) Gaming on public displays using handheld device (mobiles) in trains during long journey for 'kill time' situation. 3) Quick level games & less time consuming. 5) Subjects from real life scenarios, highly competitive . 5) Adding benefits and real life reward / gifts

Thank You

NID-Vodafone Game Design

Shivendra Singh | Design for Digital Experience | National Institute of Design | Research & Development Campus | Bangalore

Single Player Scenario

- The user has to select the instrument to create music, in a given limited time.
- Then user can Listen & download the music to their phones.
- User Can Share Music to get rewards.

MY MUZIK BAND
Play
Sound
High Score
Instruction

MY MUZIK BAND
Play
Sound
High Score
Instruction

MY MUZIK BAND
Single Player
Multiplayer
Back

my MUZIK BAND
Single Player
Multiplayer
Back

MY MUZIK BAND
Guitar
Drum
Piano
Bongo
Back

MY MUZIK BAND
Guitar
Drum
Piano
Bongo
Back

MUZIK
Timer
02:00
*Click on guitar to activate.
To play guitar click on guitar strings.
Change chords with dropdown.
Chords
Open
Major
Back
Music Counter
0000

MUZIK
Timer
01:00
*Click on guitar to activate.
To play guitar click on guitar strings.
Change chords with dropdown.
Chords
Open
Major
Back
Music Counter
0002

MUZIK
Timer
00:10
*Click on guitar to activate.
To play guitar click on guitar strings.
Change chords with dropdown.
Chords
Open
Major
Back
Music Counter
0003

MY MUZIK BAND
Music Created by you
0004
Your Created Music
0001 Play Downlaod
0002 Play Downlaod
0003 Play Downlaod
0004 Play Downlaod

MY MUZIK BAND
Music Created by you
0004
Your Created Music
0001 Play Downlaod
0002 Play Downlaod
0003 Play Downlaod
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MY MUZIK BAND
Music Created by you
0004
Playing 0001
00:02/00:30
Your Created Music
0001 Play Downlaod
0002 Play Downlaod
0003 Play Downlaod
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MY MUZIK BAND
Music Created by you
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0001 Play Downlaod
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MY MUZIK BAND
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MY MUZIK BAND
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MY MUZIK BAND
Guitar
Drum
Piano
Bongo
Back

MY MUZIK BAND
Guitar
Drum
Piano
Bongo
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To play drums click on drums
Click on drums to activate.
Timer
02:00
Music Counter
0000
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To play drums click on drums
Click on drums to activate.
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To play drums click on drums
Click on drums to activate.
Timer
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Music Counter
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MY MUZIK BAND
Music Created by you
0002
Your Created Music
0001
Play
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MY MUZIK BAND
Guitar
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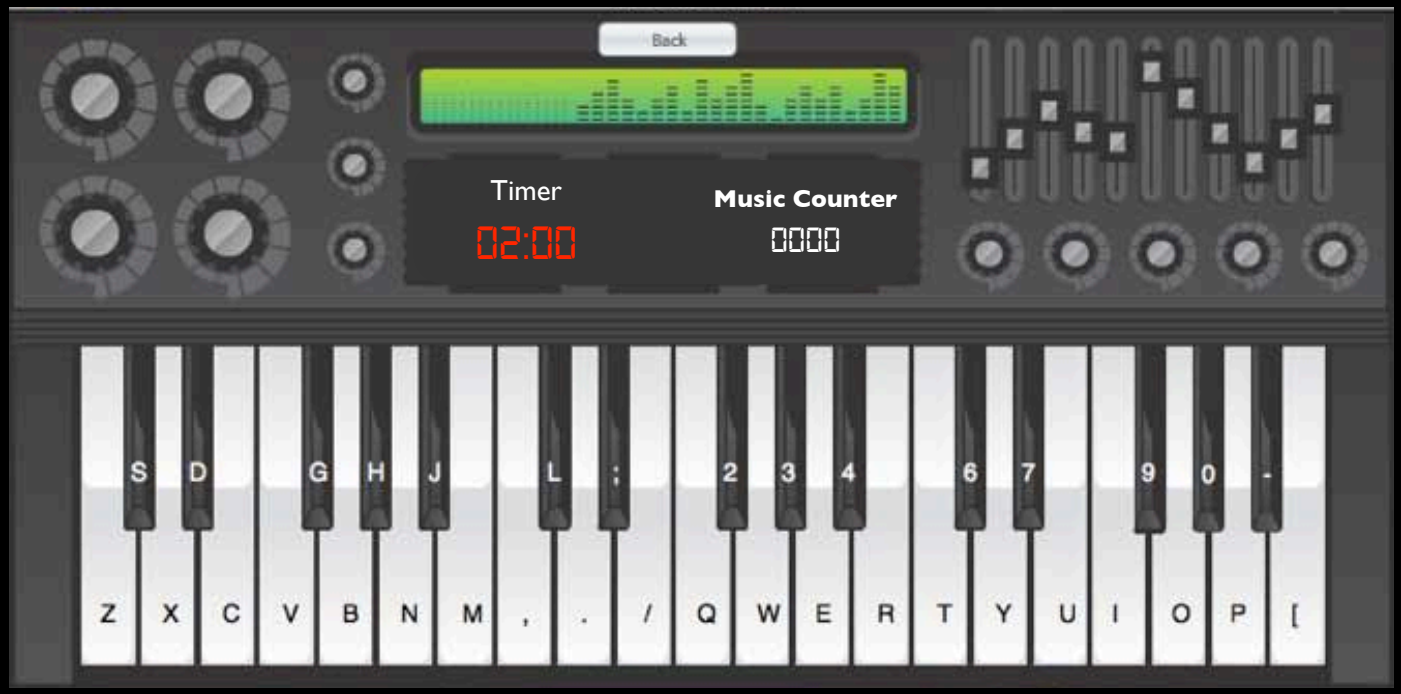
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Back
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Music Counter
0001
S D G H J L ; 2 3 4 6 7 9 0 -
Z X C V B N M , . / Q W E R T Y U I O P [

Back
Timer
00:00
Music Counter
0002
S D G H J L ; 2 3 4 6 7 9 0 -
Z X C V B N M , . / Q W E R T Y U I O P [

MY MUZIK BAND
Music Created by you
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Your Created Music
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MY MUZIK BAND
Guitar
Drum
Piano
Bongo
Back

my MUZIK BAND
Guitar
Drum
Piano
Bongo
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MU MUZIK BAND
Timer
02:00
Click on bongos to activate.
To play bongos click on bongos
Back
Music Counter
0000

MU MUZIK BAND
Timer
01:10
Click on bongos to activate.
To play bongos click on bongos
Back
Music Counter
0002

MU MUZIK BAND
Timer
00:00
Click on bongos to activate.
To play bongos click on bongos
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Music Counter
0003

MY MUZIK BAND
Music Created by you
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Your Created Music
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MY MUZIK BAND
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NID-HP-Vodafone Game Design Project

Shivendra Singh | Design for Digital Experience | National Institute of Design | Research & Development Campus | Bangalore

Multi Player Scenario

- The user has to select the instrument and join the band to create the music.
- The time is limited to 5 minutes for composing a music.
- Then members in the band can Listen & download the music to their phones.
- User Can Share Music to get rewards.

MY MUZIK BAND
Play
Sound
High Score
Instruction

MY MUZIK BAND
Play
Sound
High Score
Instruction

MY MUZIK BAND
Single Player
Multiplayer
Back

MY MUZIK BAND
Single Player
Multiplayer
Back

MY MUZIK BAND
Guitar
Drum
Piano
Bongo
Back

MY MUZIK BAND
Searching for other players

MY MUZIK BAND
Searching for other players
Raghu on Drums Add
Aaditya on Guitar Add
Shivendra on Drums Add
Sheetal on Piano Add
Jai Shankar on Guitar Add
Mahima on Bongos Add

MY MUZIK BAND
Searching for other players
Raghu on Drums Add
Aaditya on Guitar Add
Shivendra on Drums Add
Sheetal on Piano
Jai Shankar on Guitar
Mahima on Bongos

MY MUZIK BAND
Searching for Shared Display
HP Touch Smart
Add
MacBook Pro
Add

MY MUZIK BAND
Searching for Shared Display
HP Touch Smart
MacBook Pro
Add

MY MUZIK BAND
Loading Other players
Music Created by you
0000
Timer
05:00
Rahul
on Drums

MY MUZIK BAND
Loading Other players
Music Created by you
0000
Timer
05:00
Sheetal
on Piano
Rahul
on Drums

MY MUZIK BAND
Loading Other players
Music Created by you
0000
Timer
05:00
Sheetal
on Piano
Jai Shankar
on Guitar
Rahul
on Drums

MY MUZIK BAND
Loading Other players
Music Created by you
0000
Timer
05:00
Sheetal
on Piano
Jai Shankar
on Guitar
Rahul
on Drums
Mahima
on Bongos

MY MUZIK BAND
Start
Music Created by you
0000
Timer
05:00
Sheetal
on Piano
Jai Shankar
on Guitar
Rahul
on Drums
Mahima
on Bongos

MY MUZIK BAND
Music Created by you
0000
Timer
03:00
Sheetal
on Piano
Jai Shankar
on Guitar
Rahul
on Drums
Mahima
on Bongos

MY MUZIK BAND
Music Created by you
0001
Timer
01:00
Sheetal
on Piano
Jai Shankar
on Guitar
Rahul
on Drums
Mahima
on Bongos

MY MUZIK BAND
Music Created by you
0002
Timer
00:00
Sheetal
on Piano
Jai Shankar
on Guitar
Rahul
on Drums
Mahima
on Bongos

MY MUZIK BAND
Music Created by you
0002
Your Created Music
0001
Play
Downlaod
0002
Play
Downlaod

MY MUZIK BAND
Music Created by you
0002
Your Created Music
0001
Play
Downlaod
0002
Play
Downlaod

MY MUZIK BAND
Music Created by you
0002
Playing 0001
00:02/02:30
Your Created Music
0001
Play
Downlaod
0002
Play
Downlaod

MY MUZIK BAND
Music Created by you
0002
Your Created Music
0001
Play
Downlaod
0002
Play
Downlaod

MY MUZIK BAND
Music Created by you
0002
Your Created Music
0001
Play
Download
0002
Play
Downlaod

MY MUZIK BAND
Your Created Music
0001
Play
Downlaod
0002
Play
Downlaod
Saving
0%
The Default Location is the Download folder on your Phone

MY MUZIK BAND
Your Created Music
0001
Play
Downlaod
0002
Play
Downlaod
Saving
20%
The Default Location is the Download folder on your Phone

MY MUZIK BAND
Your Created Music
0001
Play
Downlaod
0002
Play
Downlaod
Saving
40%
The Default Location is the Download folder on your Phone

MY MUZIK BAND
Your Created Music
0001
Play
Downlaod
0002
Play
Downlaod
Saving
60%
The Default Location is the Download folder on your Phone

MY MUZIK BAND
Your Created Music
0001
Play
Downlaod
0002
Play
Downlaod
Saving
80%
The Default Location is the Download folder on your Phone

MY MUZIK BAND
Your Created Music
0001
Play
Downlaod
0002
Play
Downlaod
Saving
100%
The Default Location is the Download folder on your Phone