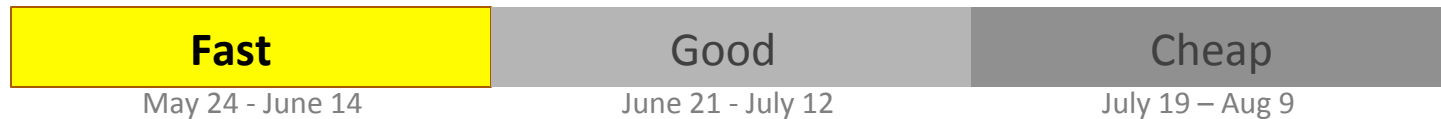


# Electric Eel: Ideas

*Prepared for Science World*



User Experience Design | Masters of Digital Media

# Electric Eel – Overlooked



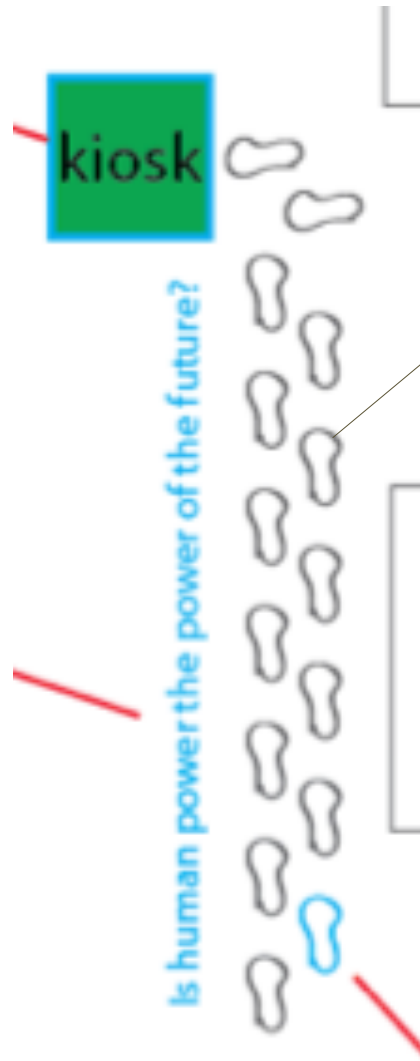
## Observations of Pain Points:

- Kiosk is overlooked & unused compared to other exhibits in the gallery.
- Some visitors try to engage by touching the screen.
- Currently, it looks more like an informational kiosk rather than an exhibit.

**Improve Signage & Appearance:**  
Provide a stand-alone vertical sign adjacent to the kiosk to draw attention to it and provide a brief explanation.

Possibly decorate kiosk exterior with color/graphics to reduce grey “corporate” feel.

# Electric Eel – Overlooked

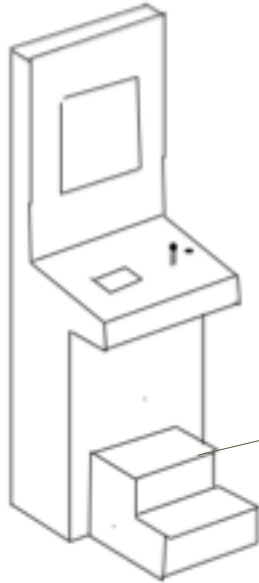


## Some Additional Ideas:

Add floor decals of footsteps leading to the kiosk. Would be especially nice if they had a sensor that would light up if you stood near or on them!

Add an interactive element above the kiosk on the wall; for example, a light or sound that is responsive to whether a player is winning/losing a game.

# Electric Eel – Hard to Reach



## Observations of Pain Points:

- Small children and shorter-statured visitors have difficulty reaching the controls & seeing the screen.
- Parents struggle to lift children up.

### **Provide Stepstool:**

Provide a stepstool for vertically-challenged visitors, or parents with young children.

# Electric Eel – Confusing Kiosk Controls



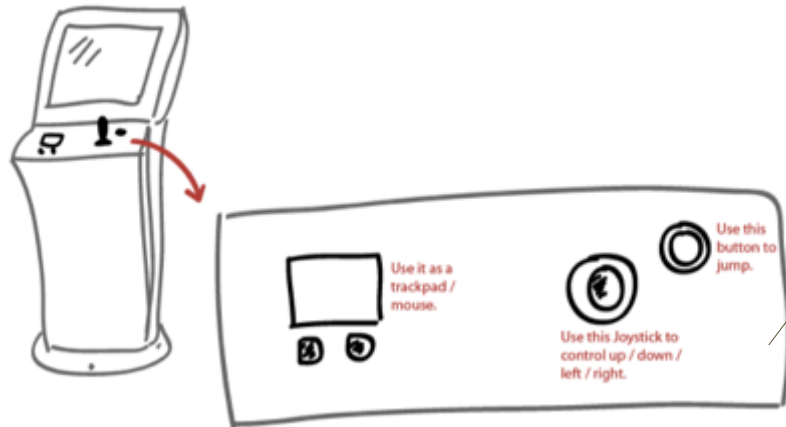
## Observations of Pain Points:

- Number of controllers causes confusion; visitors start using them haphazardly to try and start the game.
- Visitors across all age groups seemed to choose joystick first, most likely because it's 3-dimensional and familiar.
- Visitors can cheat by using touchpad/mouse buttons.

## Restrict Input Devices by:

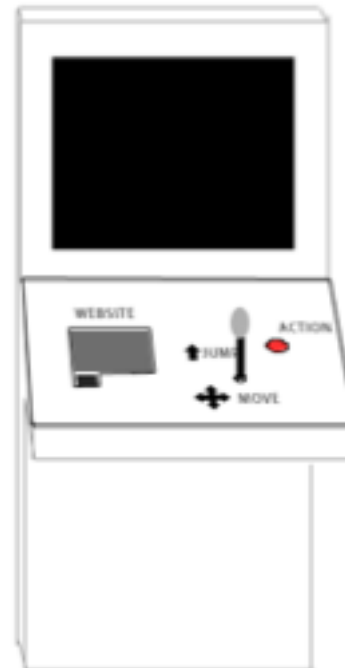
- Covering & disabling trackpad
- -or- placing instructions next to each input method
- -or- replacing with joystick and single button (centered to kiosk)
- -or- default to starting game when a button is pushed.

# Electric Eel – Confusing Kiosk Controls

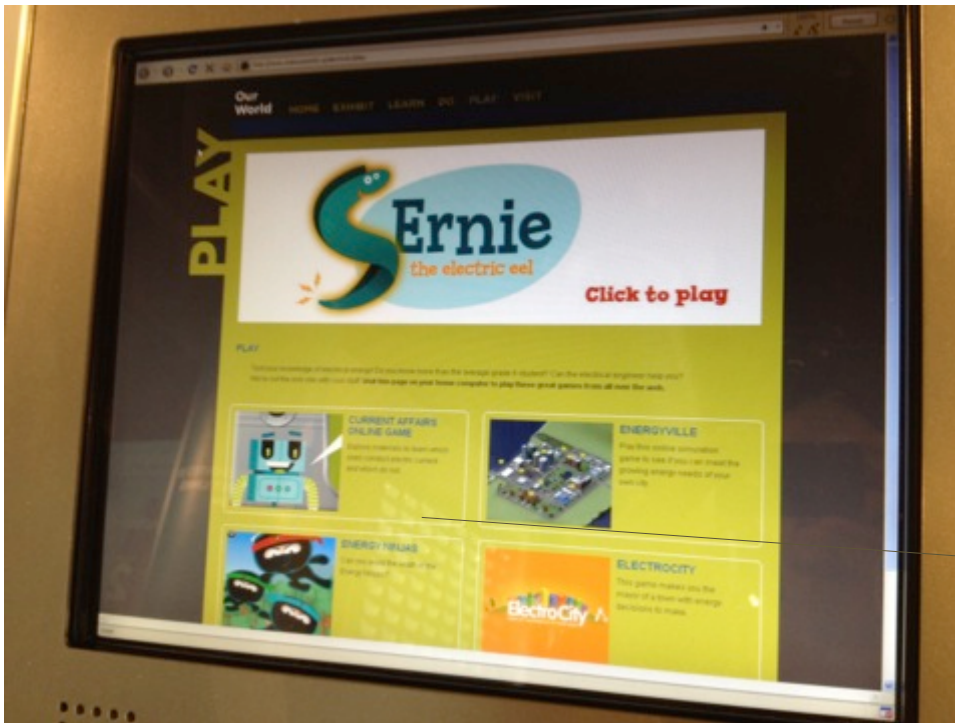


## Some Additional Ideas:

Provide explanatory text next to controls.



# Electric Eel – What's clickable?



## Observations of Pain Points:

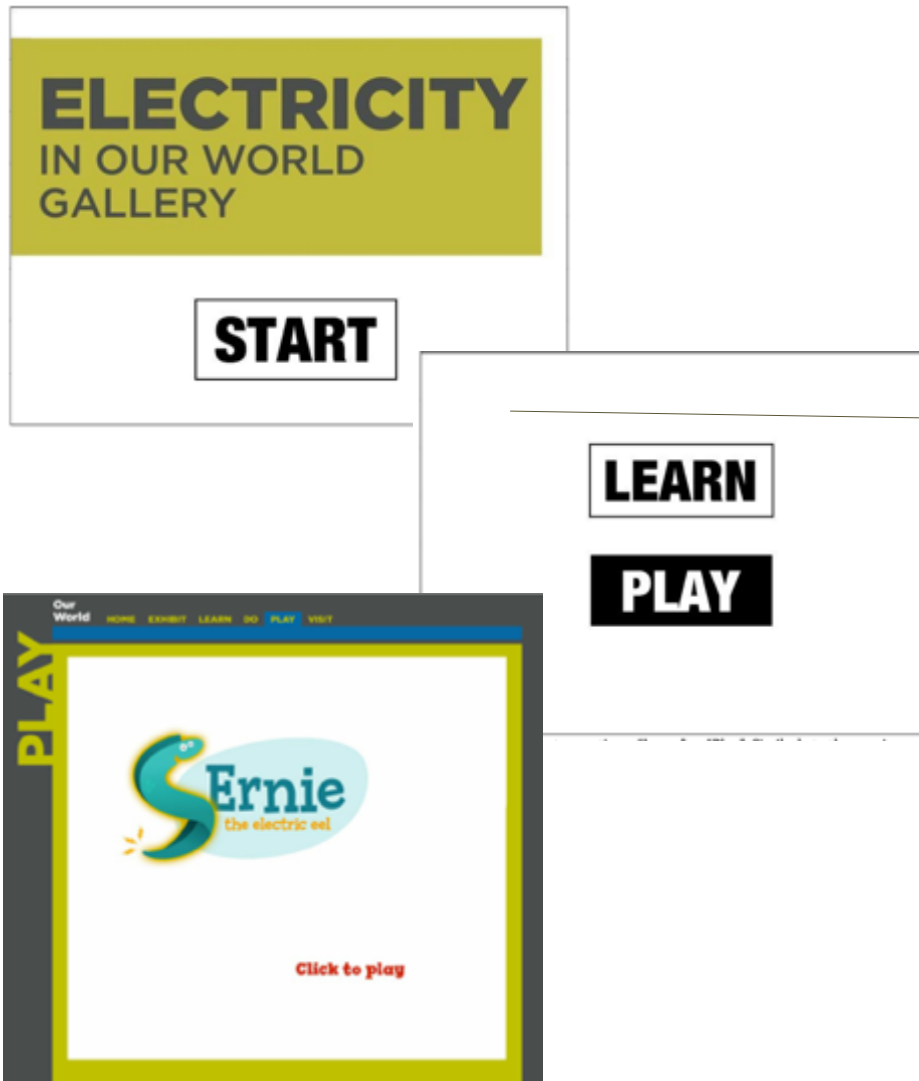
- Visitors try to select other non-functional games & get frustrated in the process.
- More often than not, visitors first choose other games than Ernie, indicating that it's not the most appealing option.

## Eliminate non-functional games:

Create a kiosk version of the website and eliminate non-clickable areas to reduce confusion and frustration.

Could provide a QR code to let players know there are more games available online.

# Electric Eel – Barriers to Playing



## Observations of Pain Points:

- Visitors have to go through many screens before finally getting to play the game.

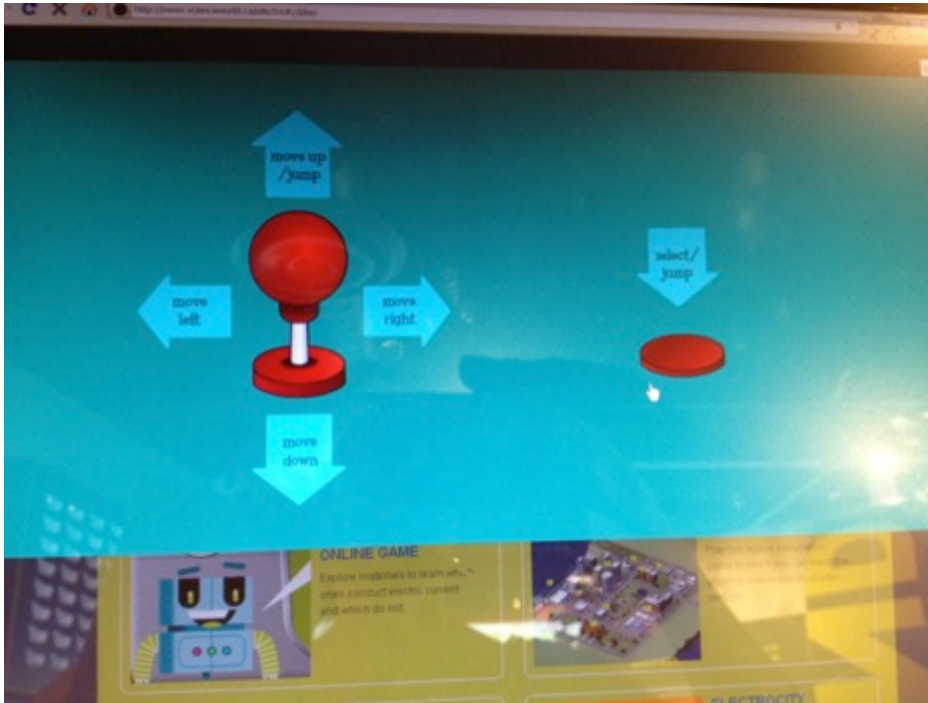
### Replace intro screen:

Have kiosk default to a simple “Start” or “Play” screen that can be controlled with the joystick.

Next the visitor could choose between “Learn” (to access written content) or “Play.” The default choice would be “Play.”



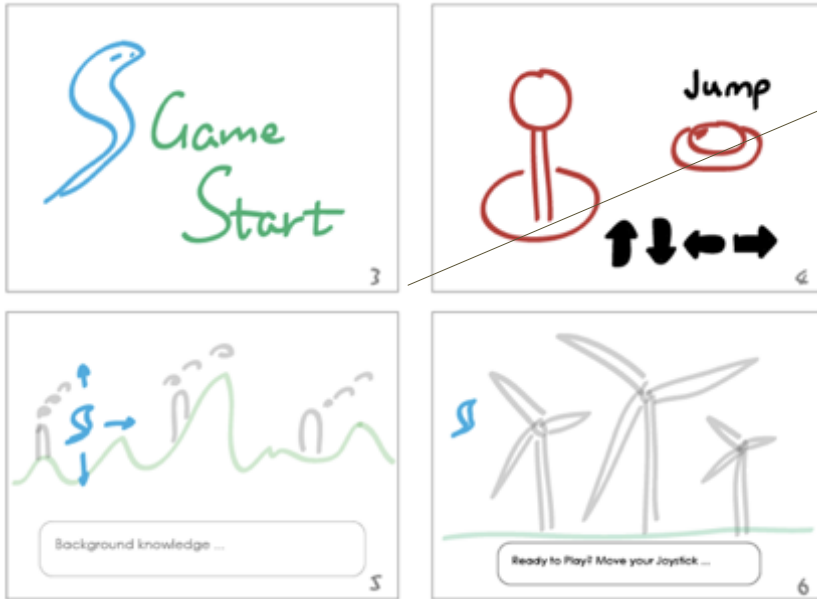
# Electric Eel – Skipped Intro



## Observations of Pain Points:

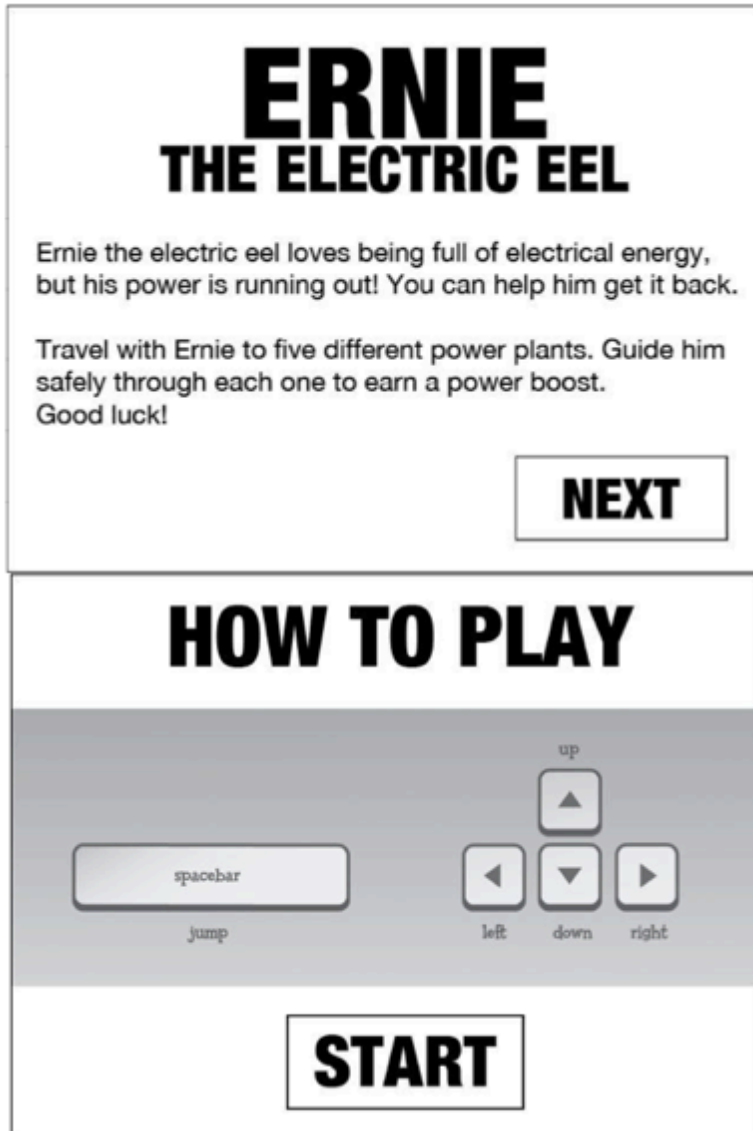
- Visitors skip over “boring” intro.
- As a result, they don’t know how to play the game and quickly die and lose interest in the game

# Electric Eel – Skipped Intro



**Build Instructions into Play:**  
Allow users to learn about game controls by practicing them before the game starts. Brief text could accompany this “hands-on” tutorial.

# Electric Eel – Skipped Intro



**Give Users More Control:**  
Alternately, create a quick “wizard” like tutorial that briefly describes the game and visually shows the controls.

# Electric Eel – Skipped Intro



## Give Users More Control:

It could also include a “Back” and “Next” button if necessary.

Users could then control how quickly they go through the screens, and could return to it from the main menu at a later point in time as well.



# Electric Eel – It's Hard!



## Observations of Pain Points:

- Visitors only play for a few minutes, leaving mid-play, indicating that it is not engaging and/or is too hard.
- Joystick is not very precise, making the game overly difficult leading to abandonment.



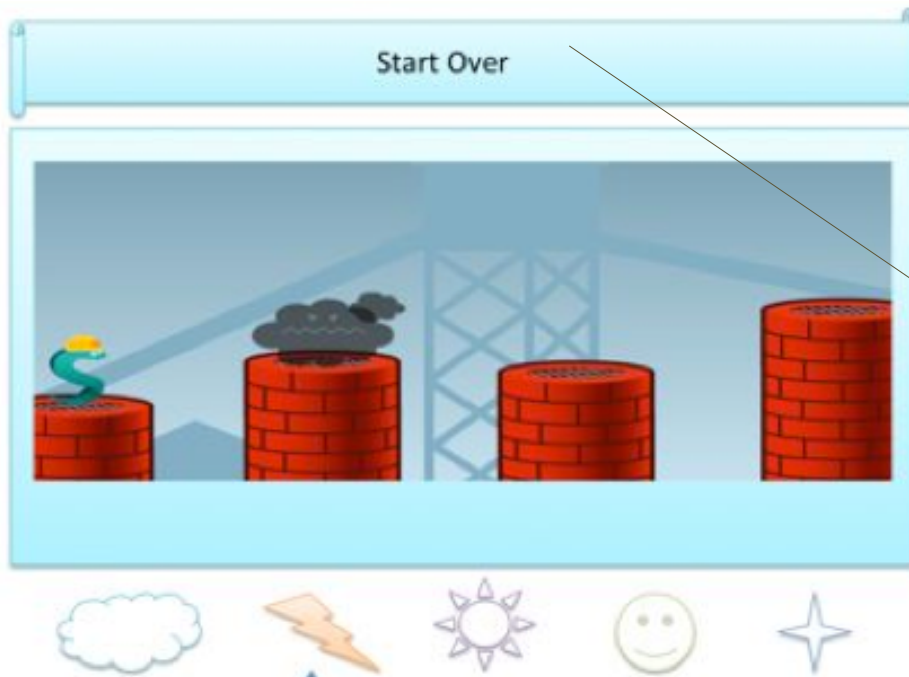
# Electric Eel – It's Hard!



## Allow Players to Choose from Five Levels:

- Give players control over the levels so they can explore as they like (especially since levels don't change difficulty).
- Assign each level an icon that players can choose in the main menu.

# Electric Eel – Quitting



## Observations of Pain Points:

- Visitors walk up to kiosk after another player has abandoned it mid-game.
- No way for a user to Quit.

## Provide an exit:

- Give players an option to Start Over (or Quit).
- Build a time-out into the kiosk so that it returns to a default screen after a certain duration of inactivity has passed.