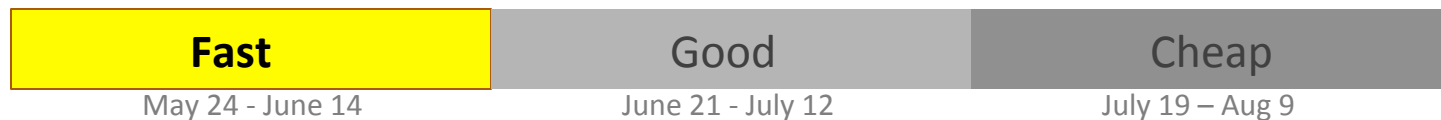


Eureka Games: Ideas

Prepared for Science World



User Experience Design | Masters of Digital Media

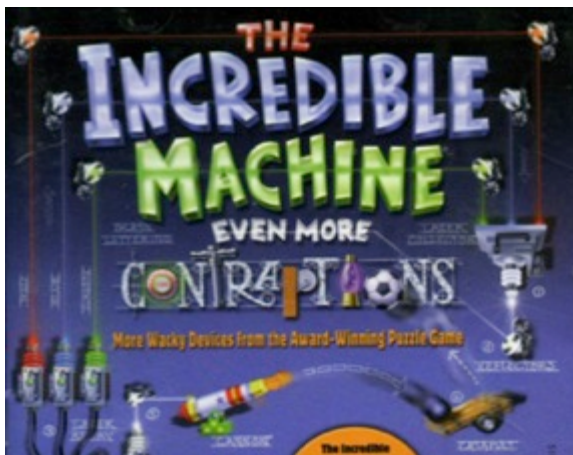
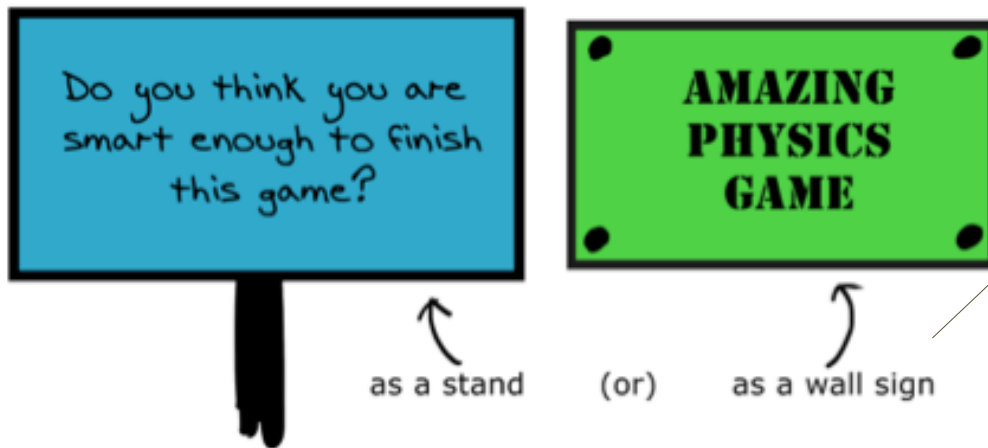
Eureka Games – Overlooked



Observations of Pain Points:

- Kiosk is overshadowed by other exhibits due to its location, lack of signage and dim lighting.
- Often plagued by “down time.”
- Noise from adjacent exhibit is distracting.

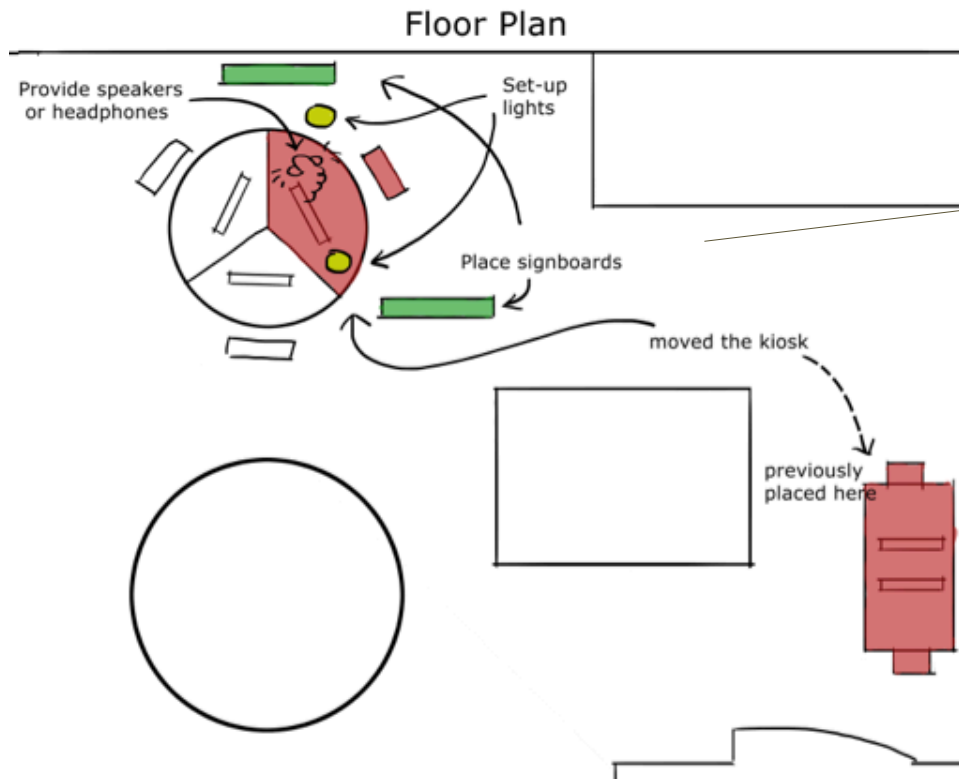
Eureka Games – Overlooked



Improve Signage:

- Challenge visitors by placing a provocative sign (see left) near the kiosk, or simply provide a wall-mounted sign that highlights that it's a game.
- -or- Place stand-alone vertical sign adjacent to the kiosk to draw attention to it and provide a brief explanation. It could simply state the game title and a one-sentence synopsis.
- If machine is down, have staff place an "Out of Order" sign on it with an approximate day/time when it will be up & running again.

Eureka Games – Overlooked



Improve Location & Lighting:

- Modify floor plan to increase foot traffic and reduce noise. Some students noted on the times it was moved to an alternate location, it attracted significantly more visitors.
- Another option would be to have speakers to help players immerse themselves in the gameplay experience.
- If kiosk cannot be moved, create a spotlight and wall-mounted signage to draw awareness to it.

Eureka Games – Geared to Solo Visitor



Observations of Pain Points:

- Game allows more than one player but will only seat one at a time.
- Parents with children have nowhere to sit.
- Game-playing sessions may be lengthy but uncomfortable seating discourages this.
- Seats are too high for smaller children.

Reconfigure the Station:

- Encourage multiple players (and accommodate families) by providing at least two comfortable seats.
- Consider providing a more “game like” experience by providing something like a small, comfortable couch.

Eureka Games – Confusing Input Devices



Observations of Pain Points:

- Visitors see the track ball and buttons and don't seem to know what to do.
- Visitors are prompted to type and cannot find a keyboard so they move to the adjacent computer to see if that keyboard works instead.

Use familiar input devices:

- If possible, use the more familiar trackpad/mouse button combination or replace monitor with touchscreen.
- -or- combine the trackball with button functionality so that buttons can be eliminated.
- -or- label each control on the panel.

Eureka Games – Confusing screens



Observations of Pain Points:

- Too many game choices and options tend to overwhelm visitors.

Reduce number of games:

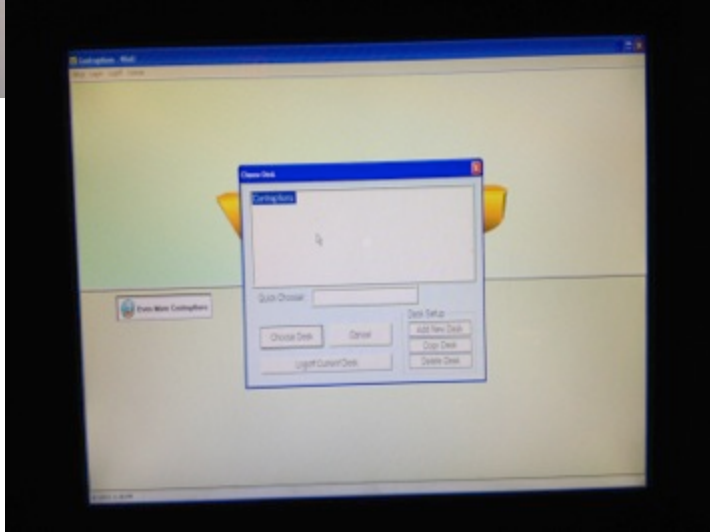
- If possible, modify the menu (or create a custom menu) to show a default of 3-5 games to choose from the Main Menu, perhaps providing a “More” option for Advanced/Returning Visitors.

Eureka Games – Barriers to Playing

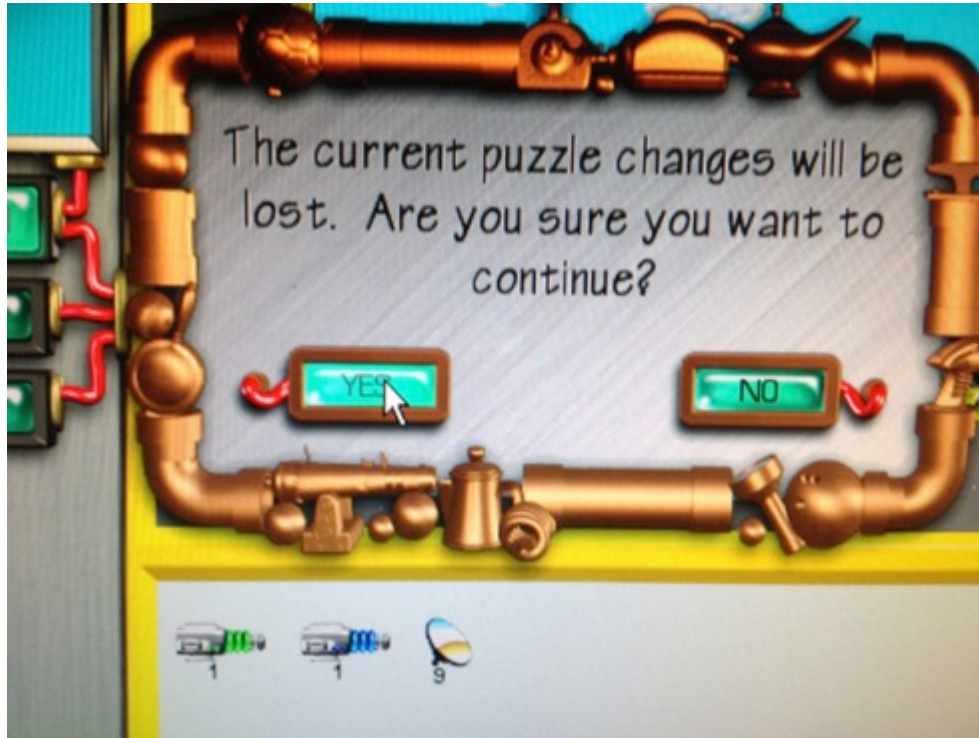


Observations of Pain Points:

- Game requires some time investment for visitors to understand. Most visitors give up after 1-2 minutes, but even more persistent visitors would spend 5-10 minutes trying to play before giving up.
- Strange error messages and bootup screens also confuse visitors.



Eureka Games – Barriers to Playing



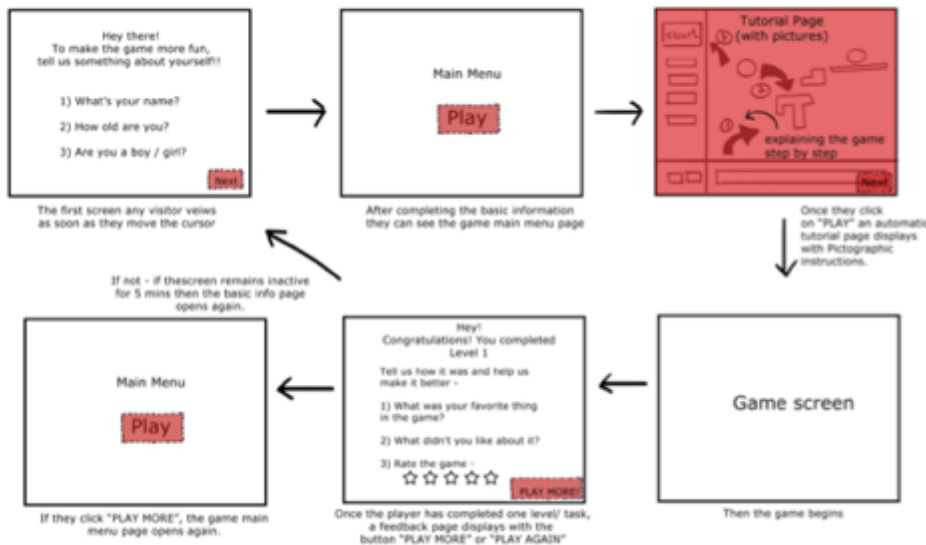
Observations of Pain Points:

- Players would start by playing what was already on the screen—even games that were abandoned mid-session.
- As a result, they are confused by what the game is about and how to play it.
- If players try to exit, they get a “Are you sure” message which leaves them uncertain how to proceed.

Eureka Games – Barriers to Playing



INTRODUCTORY KIOSK SCREEN WIREFRAME



Provide easy way to “Quit” or “Start Over”:

- If possible, create UI that allows users to start over.
- Also program the game to timeout after a certain duration of inactivity.

Prevent visitors from seeing bootup screens:

- Don't allow users to reboot machine.

Create a Welcome Screen

- Instead of rebooting to Windows and restarting the software, the game should default to a Welcome screen when a player chooses to restart.

Provide a quick, simple synopsis of each game.

- After player selects a game, provide a short description/ tutorial about the game.

Eureka Games – Skipped Instructions



Observations of Pain Points:

- Younger visitors (under 10) cannot read or understand complex instructions in the “How to Build” section.
- Main Menu has many options that sound similar (i.e. “Help” vs. “How to Build” and “Play” vs. “Build”).
- Older visitors often will skip over “boring” text-heavy instructions and start randomly clicking to figure out how to play the game.

Consider finding alternative game:

- This game may be more suitable for older players and in a home environment rather than in a public space with a wide range of ages.

Eureka Games – Gathering Metrics

Who are you Skip to game Even More Contraptions

My name is

I'm a  

Girl Boy

I'm years old

1 Who are you? 2 Play the game 3 Rate the game

Thanks !!

To help us make better, please rate the game

☆☆☆☆☆

(Click the stars, five is the best).

Observations of Pain Points:

- Science World has no means which to gather basic demographic information or quality of the experience.

Create a simple, fun survey at the beginning and end with star rating:

- Limit the survey to two or three questions and use simple graphics so that younger visitors can answer as well.
- If player chooses “Quit” offer a simple five star rating of the game.
- I suggest the following screen sequence:
 1. Main Menu → Game Selection
 2. Gender/Age survey
 3. Game Play → Quit (dwell time capture)
 4. Rate the game