

Business Card Game Test

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FontysICT

Sem2

Date: 17.04.2024

Introduction

We created a short game for potential students to play on the Open Day at Fontys, which goal is to help them understand the study profiles better. To do so, for each profile there are 3 mini-games, which consist of tasks, related to what is studied in that profile.

We created a proof-of-concept mini-game for the **Media Design** profile, that asks the player to create a sketch of a business card for a car dealership, with certain requirements, they must meet to receive a point.

In this research paper I discuss how I tested the mini-game, to see if there are flaws in it, and the findings we came up with.

Research method.

We stuck with the DOT research framework and decided to conduct **usability testing** in the **lab** section. That consist of detecting problems users have with our design and correcting them before it goes live.

In order to make people want to participate in the research, we promised them a free snickers or mars snack, after its completion. That way they were interested in doing it and felt happy after our interaction with them.

Results and data gathered.

We did 12 test games in total, and the results I concluded are the following:

- People don't know what phone number and email to fill in, since one isn't given.
- People sometimes don't understand that the two squares on the paper represent the front and the back side of the card.
- They don't know if they have to fill in both sides of the card.
- They don't pay enough attention to the requirements.
- Sometimes they don't notice the business card is for a car dealership.

Analysis and Conclusion

Having this information in mind I understand that we must:

- Give phone number and email address to fill.
- Showcase the front and back sides.
- Emphasize and restructure the requirements.
- Mention they don't have to fill in both sides.

References

None.