No Dice

User Experience Research Report

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Table of Contents
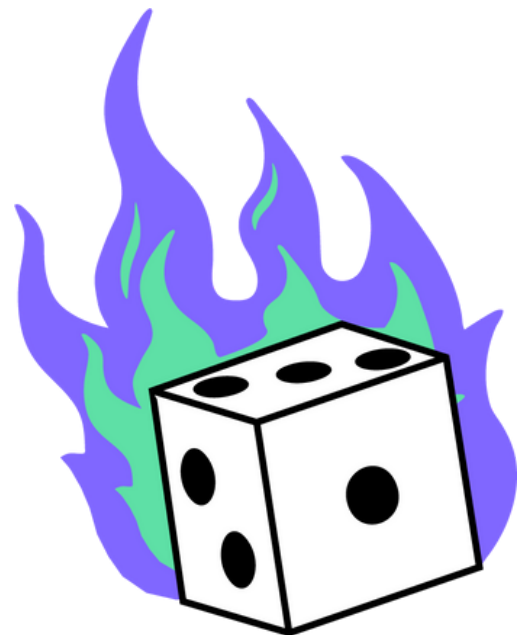
Product Overview

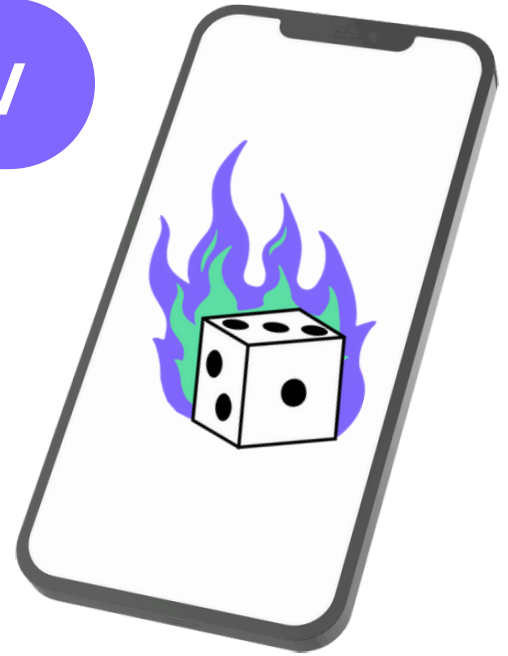Research Goals

Sample Information

Positive Findings

Areas for Improvement

Appendices

Product Overview

No Dice is an app currently under development that aims to provide users with a space to connect with each other about board games. In the app, users can leave personalized board game reviews, view the board game library information, add games to their collection, and even roll dice using the digital simulator.

Research Goals

Our main goal was to gain insights about what parts of the app work easily and logically according to our prospective users and what areas may need to be reworked. The two primary hypotheses we want to test given the goals of our research are:

1 Users want to share experiences with friends in a way that is customizable and personal, but also easy and straightforward.

2 The board game information that users view at a glance is crucial to a user's decision to learn about a game or add it to their collection.

Sample Information

The sample used for this study was intended to match No Dice's target audience. Demographic and behavioral information about the study's 8 participants is shown below, as well as the target audience information.

Target Audience
- Age: 18-30
- Active Social Media Users
- Plays Board Games at least once a month

Study Participants
- Age: 21-29
- 100% Use Social Media Actively
- 88% Play Board Games at least once a month (25% play 3-5 times per month)

Positive Findings

4.75 Seconds

Average time taken to accurately find board game information in the game library.

100% Accuracy

Participants had 100% Task Accuracy on the Posting Interface and Game Library screens

Notable Quotes

"I can see many people, including myself, wanting to use this when it comes out."

-Senior at UGA

"Everything was really easy to find... it's exactly what I want from an app."

-Med School Student

Participants were given a list of product reaction cards to describe their experience with No Dice. The following word cloud showcases the terms they chose, with size corresponding to frequency.

entertaining personal novel

organized simplistic

straight fun stimulating

calm

friendly comprehensive convenient

clean intuitive useful

innovative forward

understandable engaging

creative

attractive

accessible

effortless usable responsive

Areas for Improvement

A majority of participants felt that the **posting button**, though logically placed on the main feed, should also be each game's **library entry** so players can write a review straight from the game page. Prototype's for these iteration are shown below.

Original Game Page

New Post Button

Though all the participants successfully identified board game information in the game library, they provided feedback that some of the information seemed like it was unnecessary and created clutter, namely the **game publisher** and **year.**

Original Game Entry

New Game Entry Format

Appendices

Limitations

Participants for this study were recruited through personal connections to the tester, so some marginal biases are to be expected when interpreting the results of the trials. The sample was an accurate depiction of our target audience with the exception of gender. The target market for No Dice is an equal split of males and females with the true population leaning slightly towards males, but the participants of this study did not reflect that, as 5 females were tested as opposed to 3 males.

A limitation to be noted in these trials is that No Dice is an individual project, so all test administering duties were delegated to a single individual. This resulted in notes and demos being shorthanded at the time of the tests, but recordings were used for the tester to go back through note taking documents to add more detail.

Testing Instruments

Testing instruments, procedures, consent forms, survey questions, and trial tasks are outlined in the No Dice User Experience Research Plan (UXRP). This document is available on the project website at the URL.

Link to project website: https://projects.nmi.cool/2024/em/nodice/assets/files/project-research/NoDice_UXRP.pdf

Findings

Findings from each trial were recorded on digital trial note taking sheets through Google Docs. Responses from pre-test and post-test surveys are recorded by Google Forms and translated to Google Sheets for analysis. Audio and video recordings of trials were used to verify trial results as well as take notes after trial were completed due to the testing limitation noted above.

Link to project files and documents:
https://drive.google.com/drive/folders/1YXBMjwmsigEpkJRSILl-HOX_stDtwDNP?usp=drive_link