

Dynasty Baseball:

Testing Report and Findings

Performed for Fantasy Moguls

HCDE 517, Winter 2014

Team SODO Cano

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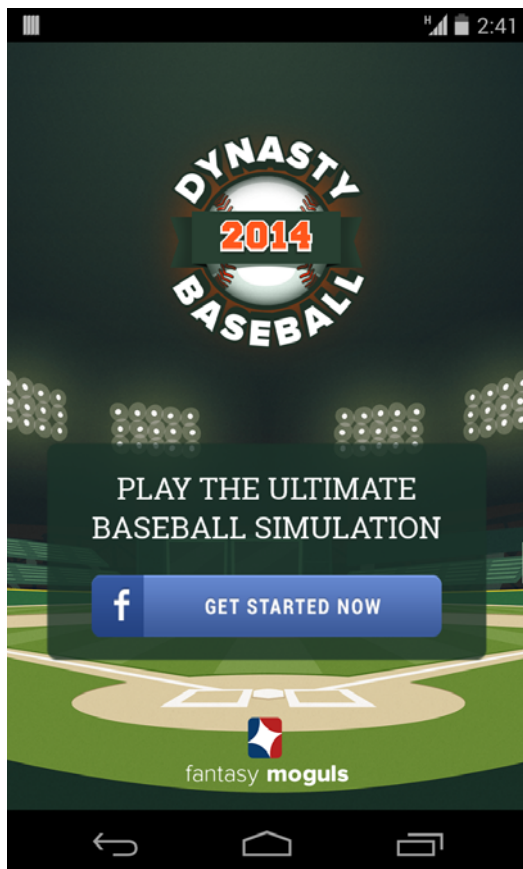
Bruce Perry



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Introduction



This report summarizes the usability research performed by UW graduate students Bruce Perry, Amy Sanford, Matthew Yukubousky, and Qiuyan Zhang on the Dynasty Baseball mobile application. It includes our methodology for replicating the study, findings, analysis, and recommendations for improvements of the Dynasty Baseball Android App.

All recommendations are based on findings from user tests conducted during the period of usability research. Our focus was on improving the new user experience to increase retention of new players beyond the initial setup. At the beginning of this study, only 25% of those who installed the app returned the next day to play a game. Further, of those new user installs, 20% of those who successfully created teams did not continue to play a single game. We wanted to increase understanding of any confusions or issues which may have led to this new user attrition.

Executive Summary

What we did

Our team designed and conducted a task-oriented usability study of the Dynasty Baseball Android app. We aimed to identify future design opportunities and eliminate common usability issues. The findings of this usability study will help improve the new user experience for future versions of Dynasty Baseball.

Who and how we tested

We had six participants who had no previous experience with Dynasty Baseball perform nine tasks. The tasks focused on the process which the game's designers envision the game being played. Many of the patterns are cyclical, as some tasks may need to be performed multiple times before unlocking additional features or proceeding to the next intended step. Tasks included creating an account, creating a new team, performing a draft, joining a league, playing games with other teams, finding newly unlocked features, evaluating the impact of new features, and advancing to a higher league level. It is important to note that the designers do not consider this current flow to be the ideal. Rather, it is what is expected of first time users of the application at this time.

Critical Findings

Research Questions	Summary Insights
Is the team registration process easy to navigate?	Most participants found the process easy. Some participants suggested choosing a favorite team rather than a city during setup. Confirmation may be needed after successfully creating a team, as well as an introduction to the player's lineup.
Do users understand the draft process?	Participants understood it and usually replaced the player with lowest player ratings with a drafted player with higher ratings. However, assigned draft position caused confusion among participants.

Research Questions	Summary Insights
In what ways can the game be improved to keep the user interested beyond the 3-day bounce rate?	We cannot make a definitive conclusion here, but we would recommend to improve on some aspects including more prominently displaying the menu button location, adding confirmations to actions, clarifying word choices and terms, offering basic tutorials, adding comparisons to the player swapping interface, and enhancing the reward systems. We believe this would make the game easier to understand and thus be more engaging in the long term.
Do players find the game simulation engaging?	Players felt as if they were competing against percentages, and there was little sense of accomplishment associated with winning a game. However, some participants thought playing with friends on Facebook would be fun. More robust interactions with Facebook friends could enhance player engagement and sense of accomplishment.
Do players advance through the game and unlock features in the flow the designers have envisioned?	Most participants did a good job creating a team, picking a draft, and joining a league according to the instructions and “Urgent Task” notices; however, more instructions and confirmations are needed to guide players to try newly unlocked features and smoothly advance to higher levels. Users were often uncertain where to access new features.

Study Overview

Our research objectives were primarily focused on the the new user experience for first time players. It is our hope that the findings and recommendations provided can increase the long term retention rates for new players of Dynasty Baseball. Additionally, we hope to address new player concerns discovered or elucidated upon during the testing process. These concerns were discovered through observation of participant behavior, participant comments, task performance, and survey data.

Our usability tests were created with the following objectives in mind:

Objectives

- Collect both qualitative and quantitative data on the new user experience for first time players
- Identify aspects of the game which may be confusing to new users
- Identify aspects of the game which may contribute to user attrition within the first week of use

The aforementioned objectives would be met by addressing the following questions for research:

Research Questions

- Is the team registration process easy to navigate?
- Do users understand the draft process?
- Is there enough user interaction during the baseball games?
- In what ways can the game be improved to keep the user interested beyond the 3 day bounce rate?
- Do players find the game simulation engaging?
- Do players advance through the game and unlock features in the flow the designers have envisioned?

Description of the Study

Participant Profiles

We targeted a select population based on Dynasty Baseball's feedback of current and desired users. These select users include:

1. **Casual baseball fans** who attend or watch a limited number of games each season.
2. **Hardcore baseball fans** who are interested in baseball statistics and history.
3. **Fantasy sports fans** who have previous experience with and may actively play fantasy sports.
4. **Mobile users** who own and utilize a smart-phone.
5. **Facebook users** who have an active Facebook account.

With the information about the current and desired users, our team used these demographics to recruit participants for the study. Our breakdown of participants was as follows.

Gender	Age	Fan level
Male 84% Female 17%	18-25 33% 26-30 66% 31-35 0% 36-40 0%	Casual 66% Hardcore 33%

Methodology

Overview

This summative study evaluated the Dynasty Baseball Android App based on how well new users performed tasks during their first login. The test moderator had limited interactions with the participants during sessions. Evaluation methods were both qualitative and quantitative.

Test participants were recruited according to overall interest level in baseball, background experience with fantasy sports, and mobile platform proficiency. Participants were recruited via the researcher's social networks and by word of mouth. All participants were screened via a short online survey to ensure they were qualified. An active Facebook account was also a requirement of our study due to the game's policy for creating an account to play the game.

Participant Selection & Recruitment

After identifying the target participant groups, our team used social networking on Facebook to collectively recruit six participants who were between the ages of 18-30 years of age. It was established that the following characteristics would exclude participants from the study:

- People who are not baseball fans
- People who do not have a Facebook account
- Previous users of Dynasty Baseball on any platform
- People who have recently participated in a usability study, or those who are employed in the UX field
- Minors under the age of 18

Test Protocol

We ran an individual pilot test after finalizing our test plan and testing materials to ensure that both the process and materials were fit for a larger study. No major changes were made to our initial testing procedure as a result. However, small changes to the testing environment were made after the pilot. A small tripod for the GoPro camera and an 8" X 11" platform were introduced to facilitate better recording of the sessions as well as to clearly indicate to participants the boundaries for the test area.

We began each test session by having the participant read and sign a consent form for their participation and for video collection, followed by general questions concerning their occupation and if they were able to find the testing location easily. We then introduced a think aloud scenario about the coffee shop's location and description to prime them on how they should behave during the study.

We provided one task at a time, and asked them to complete each one while thinking aloud about their thought process and any confusion they encountered. There were nine tasks involved. Each each participant was asked to complete the same set of tasks in the same order. Certain features in the game require players to unlock them through proceeding through levels of play. This necessitated that tasks be sequenced and presented in the same order.

After the participant completed each task, they completed a post-task survey as well as a post-test survey after they completed the last task. Once completing the survey, the participant was finished.

Test Environment, Equipment & Logistics



Day II of testing ... brought to you by “Zoka Coffee”

Six sessions were conducted over the course of two days - Feb. 20th, 2014 and Feb. 22nd, 2014. The sessions were conducted in two different locations, with one day's sessions being located at a Starbucks coffee shop in Pioneer Square, and the second day's sessions being conducted at University Zoka Coffee in the University District. These locations were chosen to simulate real life locations of use of the app. We felt that a coffee shop represented an appropriate use setting for these tests, as the product being tested was a mobile application with a game experience that can be initiated and paused at indeterminate times. The background conversation and ambient noise present in the location helped to simulate the expected use of the app in public. While we acknowledge that not all first time users would be using the app in a public setting, it is reasonable to assume that many users of the app would be accessing it in settings such as a restaurant, on the bus, at a baseball game, or another location where distraction is present. This should increase external validity for the results of our study.

Data Collection

We collected quantitative and qualitative data about each participant's behavior and comments. Initially, we had included timing sections into each task to collect quantitative data on task completion. However, we found after the first two user tests that timing task completion wasn't relevant towards our overall goal. We decided to exclude its collection in future tests. Our quantitative data included satisfaction and ease of use measures using a five point Likert scale survey. The survey was collected via a written & computerized survey after each task and test.

The qualitative data we collected included comments, observations, and quotes noted by the notetaker during the session. These markers were logged on pre-made note taking sheets. These notes were later compiled into a spreadsheet to be analyzed once testing was complete. These markers were used to identify issues and strengths from each sessions, as well as to identify overall trends. Data infographics were created from this data, and are included in this report in appendix D.

The aforementioned data collection sheets for both post-task and post-test data are included in appendices B and C, respectively.

Findings & Success

App successes

Overall, participants navigated the initial experience of login and team creation with ease, finding themselves in the main user interface of the app quickly. Team creation was rated as a low difficulty task, with all participants successfully completing the task and only one requiring prompting or assistance (P5). From here, the majority of participants gravitated towards the “Urgent Tasks” callout. One participant (P6) noted that, “it seems like it’s what they wanted (me to do),” showing that this method of a call to action is effective. Once players familiarized themselves with the flow of the game, second level leagues were generally seen as being easier, despite the confusion over level terminology. One participant (P1) noted that, “since I played games the first round, I knew what to do the second round.” This indicates that players may be successful in learning the basics of the gameplay after successfully completing their first league. Several participants also noted that they liked the baseball look of the player user interface.

Impact: Classifying severity, scope & frequency of usability issues

For the purposes of this study, we have classified the usability issues discovered into varying levels of severity and scope. The following severity ratings were assigned to indicate the level of impact of the issue on user experience. Issues that were considered to be low in severity did not prevent users from completing tasks, but were identified as being confusing or inconsistent. Medium severity level issues did not prevent users from completing tasks, but contributed to higher task difficulty and moderate user frustration. Issues rated with high severity were identified as those that added significant difficulty or confusion to the task and contributed to participants failing to complete tasks. We have assigned these a numerical value on a scale of one to three.

This study has also attempted to classify the level of scope to identify where within the app these issues are occurring. Issues assigned a task level scope are those which were only seen in task specific areas of the app. These would be exclusive to a task which was included in our test protocol, such as joining a league, drafting a player, or signing a free agent. Issues which were classified with a general scope are those which occurred in other task areas of the app that were not specifically being tested during our research. Issues identified as having global scope are considered issues that are in user interface elements that are pervasive throughout the app or that affect the overall user experience.

Measures of frequency will be classified by the number of participants who made errors during the task, number of participants that experienced the specific issue, or number that failed the task.

The possibility of confounding factors exists with all research. Though we are confident in the validity of the data collected, we would like to address any possible limitations of our study at this time. The participant pool was aggregated from the social networks of the researchers. We were careful to align the tests as much as possible so that the researcher performing the test was not acquainted with the participant. This was done to limit any subconscious or conscious effort on the part of the participant to please the tester.

Additionally, though a full pilot study was conducted, it was discovered during the tests that a few of the tasks could have benefited from improved wording. Specifically, these were the tasks which referred to league levels. In order not to lead participants, we excluded any words from the app's user interface from being in our task descriptions. However, participants struggled with understanding the term "level" as it was applied to the league tasks.

Opportunities & Recommendations

Our study evaluated the task cycle and scenarios that a first time user of the app would be expected to undergo. General usability issues found within the app were also marked down. The findings below are organized by two sections: task-related findings and general findings. Each finding was given a severity ranking based on how it impacts new players.

The severity is measured on a three-point scale. For the purpose of study, severity levels are defined as:

- **Severity 1** - Subtle problems, points to a future enhancement
- **Severity 2** - Creates confusion and delays in task completion
- **Severity 3** - Prevents completion of a task

General findings not specific to task

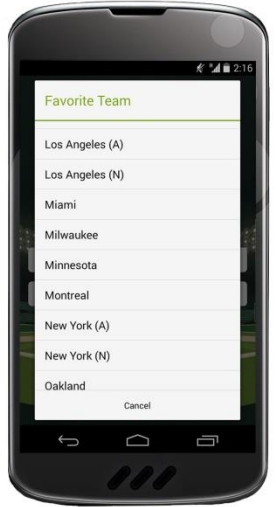
Finding	Severity	Supporting Data	Participant Quote(s)	Recommendation	Screenshots
Expressed desire for more social integration	1/subtle problems, points to future enhancement	3 of 6 players mentioned wanting to play against friends more	"It'd be fun to play with friends - I think that'd make me more likely to play." - P2 "I'd like to have some friends in a league and compete with them. I'd like to see who they have and maybe make trades too." - P4	Increase interaction between player and Facebook friends on the app. Consider ongoing league options for groups of friends.	
Low sense of satisfaction derived from winning games	1/subtle problems, points to future enhancement	2 of 6 players indicated low satisfaction with winning games	"there was no feeling of accomplishment or a wow factor when you win. Felt very bland" - P1	Enhance game simulation and congratulatory messaging after winning games	
Make arrow above urgent tasks actionable	1/subtle problems, points to future enhancement	2 out of 6 players clicked the arrow instead of swiping side to side	"The swipe is nice, but you would expect the arrow to work" - P3	Make arrow actionable, in addition to side swipe option	 * Figure A

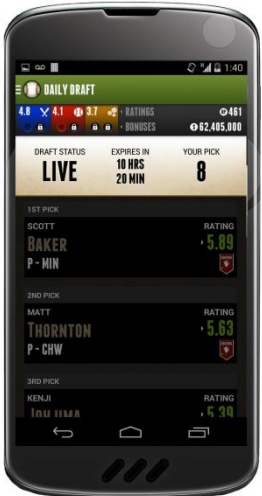
Finding	Severity	Supporting Data	Participant Quote(s)	Recommendation	Screenshots
Users are confused over the meaning of the three team rating icons (hitting, pitching, and bullpen)	2/creates confusion and delay	5 out of 6 players completed playing a level, but 4 out of 6 players required prompting	"How good each team is at batting, pitching, fielding - but I have no idea." - P6	Define what three icons mean. Make each icon clickable for information on meaning and importance. (Note: this has been improved since test)	
Users are confused over the meaning of RP and money	2/creates confusion and delay	5 out of 6 players indicated they were not sure of the meaning of RP	"I don't know. In game currency? I have no idea." - P6	Provide an explanation of these terms in a menu or sidebar. Provide examples of use for RP and money.	 The screenshot shows a mobile app interface for a baseball league. At the top, it says 'LEAGUE' with a status bar showing 2:07. Below that are tabs for 'STANDINGS' and 'LEADERS'. The main content area shows 'INACTIVE' players with columns for 'HITS', 'PITCHES', 'GAMES', and 'ADVANCE'. A 'JOIN LEAGUE' button is visible. Below that, it shows player stats for 'JOHN BAGWELL' (SKANKES) with a record of 8.5, 8.2, 5.9, and 12-0. It also shows a matchup between 'J. BROWN (7.7)' and 'H. PARRA (3.3)'. At the bottom, it shows 'SCOTT BELVEDERE' (APPETITE 4 PRODUCTIO) with a record of 6-3. * Figure B
General lack of tooltips or help buttons	2/creates confusion and delay	6 out of 6 players completed tasks without tooltips or help buttons, however 6 out of 6 asked for assistance during at least one task	"Not sure what the menu means - information screen, tutorial?" - P6	Add a help button, or a general FAQ page accessible from menu. Consider linking to the Dynasty Baseball online forums that are accessible on Facebook version.	

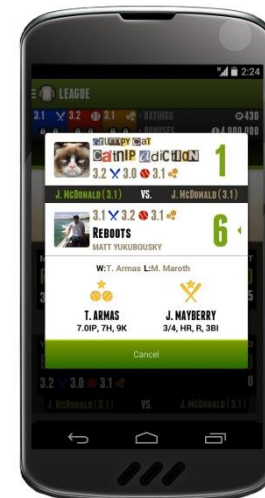
Finding	Severity	Supporting Data	Participant Quote(s)	Recommendation	Screenshots
General lack of feedback and rewards for completing leagues and levels	2/creates confusion and delay	4 out 6 players completed levels and unlocked rewards, 3 out 6 used new rewards	“More feedback on how to achieve something or get more functions.” - P5 “Really, being more explicit with the menu options would be very helpful, as well as giving feedback when things are completed.” - P4	Add confirmation or a larger award for unlocking leagues and completing levels	 * Figure C
The menu button is not in a clear location	2/creates confusion and delay	2 out of 6 players were delayed by finding the menu button and complained about it.	“Three line menu button blended in” - P4	Make the main menu button more obvious on the screen.	 * Figure D

Finding	Severity	Supporting Data	Participant Quote(s)	Recommendation	Screenshots
Free agency is not easy to locate	3/prevents completion of task	6 out 6 players did not sign a free agent, 2 out of the 6 noticed the free agent option but did not use it	"I'm looking to buy some players with this money, but I don't have any available at this time." - P4	Emphasize free agent capabilities and qualifications to unlock and use it	

Findings Related to Tasks

Task #	Finding	Severity	Supporting Data	Participant Quote(s)	Recommendation	Screenshots
3	Choosing a favorite city causes confusion	1/subtle problems, points to future enhancement	1 out 6 players found choosing the city confusing based on some cities having multiple entries with no clear way to differentiate between		Change picking city to picking favorite team. Example, consider changing New York(A) and New York (N) to New York Yankees and New York Mets, respectively.	 * Figure E

Task #	Finding	Severity	Supporting Data	Participant Quote(s)	Recommendation	Screenshots
3	Lack of confirmation that you have successfully created a team	1/subtle problems, points to future enhancement	2 out of 6 participants expected confirmation after creating a team that it had been successful	"I didn't see the confirmation" - P3 "I believe the team is created since the name is there, but I don't know where my players are, I am confused now..." -P4	Provide a clear confirmation that team has been created.	
4	Users are confused at the beginning of a draft when their pick number/best available player is not visible.	1/subtle problems, points to future enhancement	6 out 6 players completed the draft, but 1 player required additional prompting, players look for clarification		Clearly indicate where in the draft rotation the user is. Scroll automatically to the best available player if that player is not visible from the top of the list.	 * Figure F

Task #	Finding	Severity	Supporting Data	Participant Quote(s)	Recommendation	Screenshots
5 & 7	The “cancel” button after winning or losing a game is confusing.	1/subtle problems, points to future enhancement	2 out of 6 participants complained about the cancel button.	“I don’t know the meaning of cancel” - P1 “Makes me feel I might have made a mistake” -P4	Change the word “cancel” to “OK” or a word with a positive valence.	 * Figure G
6	Lack of inclusion of a lineup comparison	2/creates confusion and delay	5 out 6 players were able to swap out players, but 4 out of the 6 found the task somewhat frustrating	"I would expect one list of my players and one list of who's available at the same time." - P5	Add and show available players to drop/swap when you are selecting from your bench or signing/drafting a player . Ratings of the player being added and the players on the team should be easy to compare	

Findings related to System Bugs

Description	Severity
Facebook authorization removes periods from email logins if you enter an incorrect password with the correct email	2
Dynasty Baseball crashed during league play on Nexus 4	3 (rare frequency)

Future research

Opportunities for further study

Further research should be done in order to better understand player engagement as well as ways in which the app can enhance players feelings of satisfaction while playing the game. We would aim to test a higher number of users to gain additional insight into player behavior in the application. Though we were able to gain valuable insights from six participants, an ongoing testing cycle of more users could inform future revisions of the app.

Were we to test again, clarifications would also be made to our terminology used in the test procedures. Questions aimed at league levels would be reworked to aid in participant understanding. For example, a league could be explained as a “group of other teams.” League levels could then be described as playing against a new group of teams, sequentially.

Additionally, we would use equipment which is more tailored to mobile testing. An application for iOS called Reflector can capture video from mobile device screens for analysis. We were not able to locate a similar application for Android to utilize for our tests, but would look to record video directly from the phone screen to capture the full interaction rather than use the GoPro camera. Participant body language and gestures used could then be examined further.

Lessons learned

This test cycle provided us with valuable lessons for usability testing. For one, we learned that pilot studies are a very useful tool in finalizing a testing plan and kit. Doing one or two dry runs of your test before beginning full scale usability testing helps to ensure that the tasks being tested as well as the descriptions of the tasks are accurate. Further, you may discover that participants will navigate the tasks and your test in ways which were not expected while drafting the test plan. In this regard, it is important to be flexible and make adaptations as they are needed.

Additionally, we discovered that recruiting for usability testing can be a difficult task itself. Though surveys are easy to distribute and may net you many responses, this does not guarantee that you will be able to find many qualified or willing participants from the responses. We understand the value of participant time, and underestimated the difficulty of finding willing participants. From this experience, we have learned that, were we to be running tests on a consistent basis, it would be preferable to have a recruiting agency to locate participants for us.

We recommend investigating the following to increase user engagement and overall ease of use:

- Implement suggestions from this usability study and address issues rated high in severity
- Consider inclusion of short tutorial feature for first time players
- Increase dialogue between app and players to allow players to more easily locate functions
- Purchase Android phones (and other platform phones, as they are implemented) for periodic in house user testing

Appendix A

Scenario and task descriptions

Scenario

You are a baseball fan and occasionally attend games or watch them on television. Your friend told you that there is an app called Dynasty Baseball where you can create and manage your own baseball team. You decide to try it out. Now you are going to get started using the app and perform a few tasks.

Task descriptions and success criteria

1. Open the Dynasty Baseball app on this device.

2. Create an account to play the game.

Observation:

- Do participants know how to sign up the game with their facebook account?
- What kind of errors do they make?

Success criteria:

- Participants sign up for the game with their facebook account.

3. Now you want to create your own team. Follow the instructions on screen to do so. The task is completed when you create your own team.

Observation:

- Do participants understand and follow the instructions to create a team?
- What kind of errors do they make?

Success criteria:

- Participants create their own teams following the instruction.
- Participants spend less than three minutes to form a team.

4. Now you want a new player on your team. Find a way to add a new player to your team. The task is completed when you add a new player to your team.

Observation:

- Do participants understand the way to add a new player is to pick a draft?
- How long does it take for them to pick a free draft?
- What kind of errors do they make?

Success criteria:

- Participants add a new player by picking a free draft.
- Participants spend less than three minutes to pick a draft.

5. You want to start to play against other teams. Find a way to do so and play games with other teams on your level. The task is completed when you have played against other teams.

Observation:

- Do participants understand the way to play against other teams is to join a league?
- How long does it take for them to join a league?
- What kind of errors do they make?

Success criteria:

- Participants join a league.
- Participants take less than three minutes to join a league.
- Participants play three games to finish the league.

6. Now that you have completed your first league, you want to find out what you can do with the players on your team. The task is completed when you make 1-2 changes on your team.

Find 1-2 ways to make a change on your team.

Observation:

- Do participants notice the newly unlocked feature: FREE AGENT?
- Do participants know they can draft new players?
- Do participants know they can check out their roster and alter the batting/pitching line-ups?
- How long does it take for them to make these changes?
- What kind of confusion/errors arise during the process?

Success criteria:

- Participants make 1-2 changes on their team.
- Participants spend less than three minutes to make the change(s).

7. Now that you have made some changes to your team, you want to play on a higher level. The task is completed when you play games with teams on a higher level.

Observation:

- Do participants know how to join a league with a higher level?
- What kind of errors do they make?

Success criteria:

- Participants join league 2 & play games.

8. You have completed your second league. Now you want to find new functions you could use in addition to those previously available. Locate a new function and indicate when you have done so.

Observation:

- Do participants notice the newly unlocked feature: DAILY GAMES?
- What kind of confusion/errors arise during the process?

Success criteria:

- Participants find the unlocked feature daily games.

9. Use the new function and evaluate the impact it can have on your team.

Success criteria:

- Participants understand how playing daily games could increase the RP of the team.

Appendix B

Post task questions and data collection sheets

Please STOP and, based on the most recent task, answer the questions & discuss the following with your observer.

1. On a scale of 1-5, how difficult did you find using Dynasty Baseball to accomplish this task? Please circle a number (1-easy, 5 -difficult)

1	2	3	4	5
Easy to Accomplish		Moderate difficulty to accomplish		Difficult to Accomplish

2. At any point while completing this task, did you feel frustrated? Please circle a number (1-not frustrated, 5-very frustrated)

1	2	3	4	5
Not Frustrated		Moderate Frustration		Very Frustrated

3. Did you feel as if this task worked as you expected? Please circle a number. (1-as expected, 5-not as expected)

1	2	3	4	5
As Expected		Expected		Not as Expected

4. What could be improved in Dynasty Baseball to make this task easier?

5. Do you have any additional comments about this task:

Appendix C:

Post-test questionnaire

Thank you for participating in today's study. Please answer the following questions regarding your experience today.

1. On a scale of 1-5, please rate the overall ease of use of Dynasty Baseball? Please check a space next to a number.

1	2	3	4	5
Easy to Accomplish		Moderate difficulty to accomplish		Difficult to Accomplish

2. What task(s) did you find easy to perform?

3. What task(s) performed had challenges?

4. Please describe what the following terms mean to you, in terms of this game:

4.A. *RP*

4.B. *Ratings*

4.C. *Badges*

4.D. *League*

4.E. *Daily Draft*

5. Please describe your understanding of the win/loss system.

6. Rate the likelihood of your continued use of this game in the future.

1	2	3	4	5
Very Likely		Likely		Not Likely

7. Rate the likelihood of you sharing this game with your friends.

1	2	3	4	5
Very Likely		Likely		Not Likely

8. Dynasty Baseball is

1	2	3	4	5
Very Enjoyable		Enjoyable		Not Enjoyable

9. Dynasty Baseball is

1	2	3	4	5
Very Relatable		Relatable		Not Relatable

10. Rate your satisfaction with this game (overall).

1	2	3	4	5
Very Satisfied		Satisfied		Not Satisfied

11. Share any further thoughts, opinions, or comments you have on this game. Your honesty is welcome and encouraged!

Thank you again for taking the time to be a part of our test

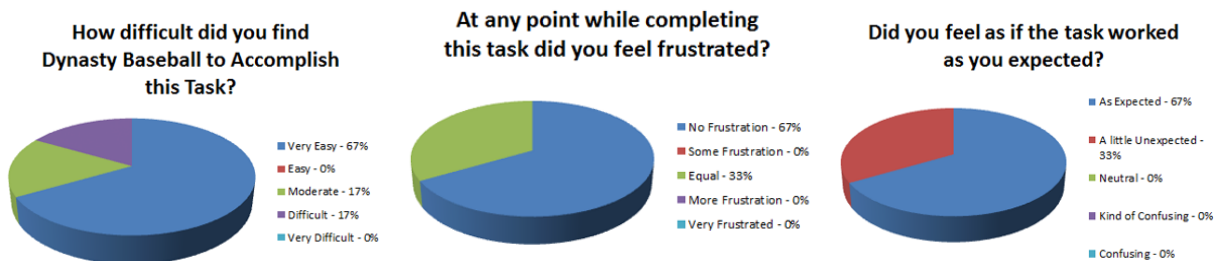
Appendix D:

Post Task Results:

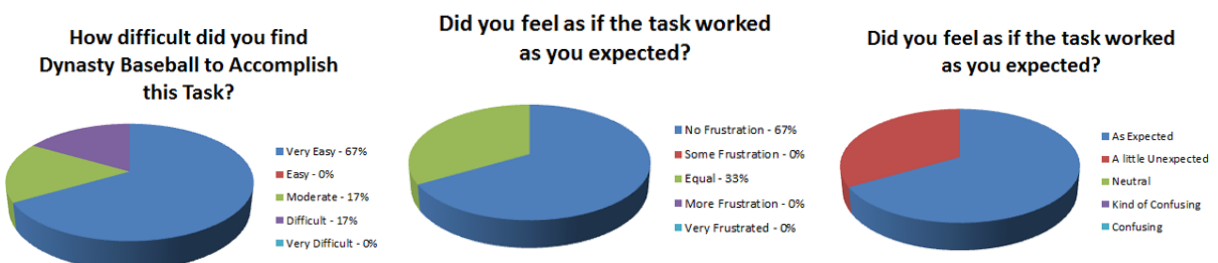
Task #1: Open the Dynasty Baseball app on this device.



Task #2: Create an account to play the game.



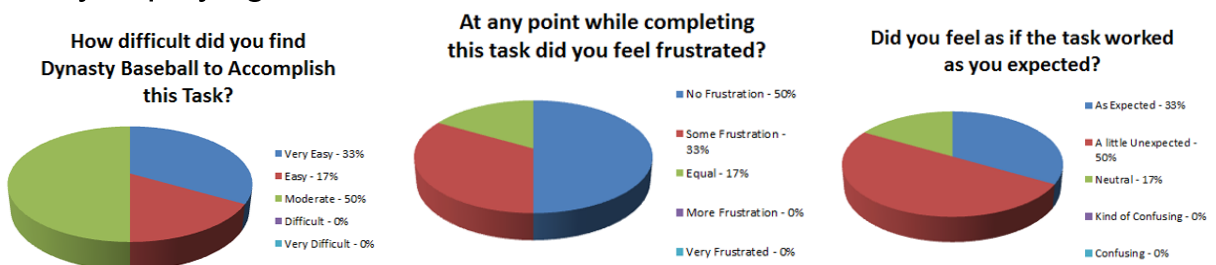
Task #3: Now you want to create your own team. Follow the instructions on screen to do so. The task is completed when you create your own team.



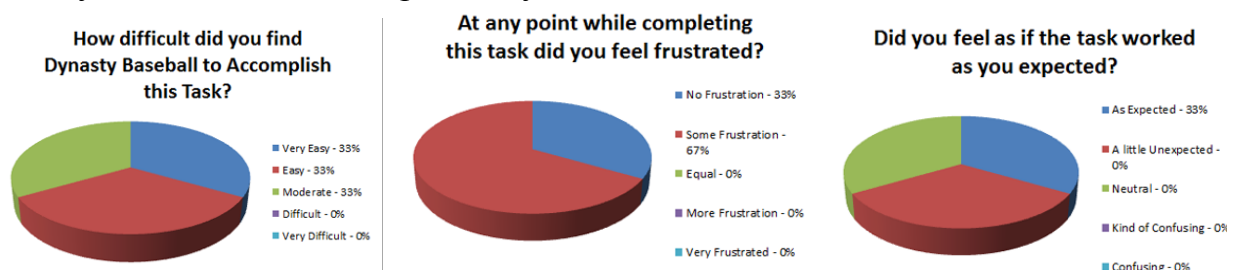
Task #4: Now you want a new player on your team. Find a way to add a new player to your team. The task is completed when you add a new player to your team.



Task #5: You want to start to play against other teams. Find a way to do so and play games with other teams on your level. The task is completed when you play against other teams.



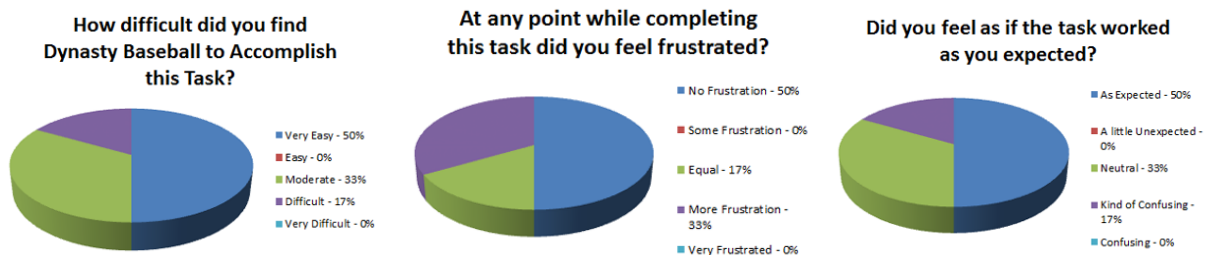
Task #6: Now that you have completed your first league, you want to find out what you can do with the players on your team. The task is completed when you make 1-2 changes on your team.



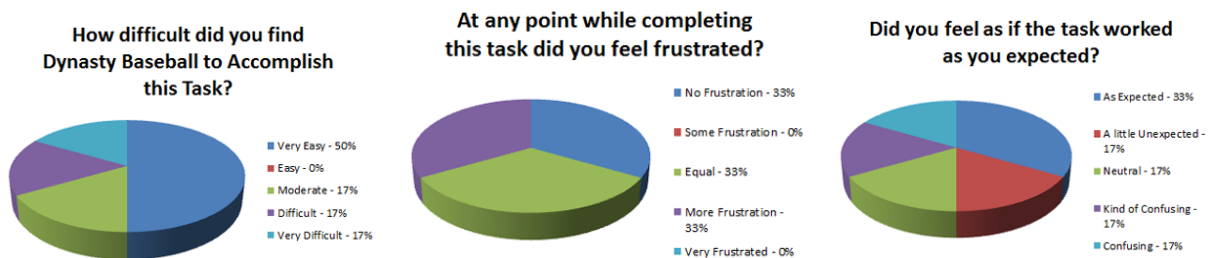
Task #7: Now that you have made some changes to your team, you want to play on a higher level. The task is completed when you play games with teams on a higher level.



Task #8: You have completed your second league. Now you want to find new functions you could use in addition to those previously available. Locate a new function and indicate when you have done so.

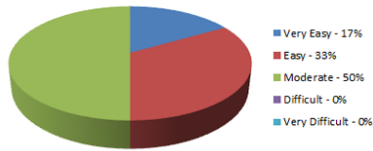


Task #9: Use the new function and evaluate the impact it can have on your team.

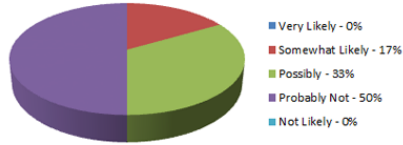


Post Test Results:

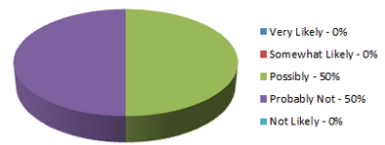
On a scale of 1 - 5, please rate the overall ease of use of Dynasty Baseball.



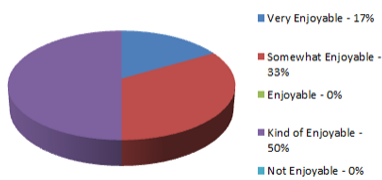
Rate the likelihood of your continued use of this game in the future.



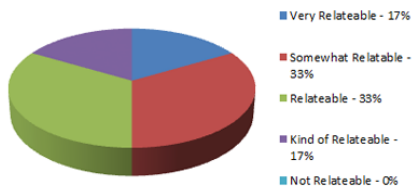
Rate the likelihood of you sharing this game with your friends.



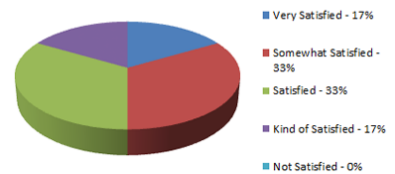
Was this game enjoyable?



Was this game relatable?



Rate your overall satisfaction with this game.



Tester's comments

What Task(s) did you find easy to perform? Why?

- Playing games required minimal effort. Easy to add and drop players.
- Swapping players, using free agent, navigating menu
- Participating in a league was easy as well as comparing players in my lineup.
- I liked the interface and once I found how to manage my lineup function I liked the way I was able to swap players. I think the bench players should show up from the main starter view when I click on swap player
- Signing in, creating the team and changing the line-up was pretty straight forward because it is very similar to the process used in for other apps and fantasy sports games.
- Most tasks were fairly easy after trial and error. It was easy to play games, but boring. The menu was also easy to use

What Task(s) did you find challenging to perform? Why?

- There were a few spots that were tricky to locate.
- Changing batting order - kind of thought I'd be able to drag players around to switch order and couldn't - took a second to figured out
- Navigation. The app doesn't seem to make it clear how to get around in the beginning or offer any indicators as to how to get started.
- Finding the menu was a little tough for me.
- Finding other teams to play, leagues to play in, and finding other functions was difficult because none of the icons explicitly directed me on how to do so or confirmation that I had done so (probably because I didn't complete any tasks for the latter).
- Overall, I think the app needs work on improving the clarity of different functions, such as, finding new functions. There are no hints when new functions are unlocked. I also did not know what the symbols meant, or the difference between different games.

What do the following terms mean to you?

RP

- Relief pitchers. Selecting them for games.
- Not sure
- (Had to open the app again) I didn't seem to use any of the RP I gained but the app made them seem as though they are a reward or value system that could theoretically be spent on options/features down the line.
- Not clear on what to do with this or with my money that I have.
- No idea
- No idea

Daily Draft

- Drafting a new set of players for your team each day.
- It was easy to select and swap players
- A number of new players you can draft each day presumably having not played for more than a day.
- Get a player every 12 hrs. May have to give up someone better on your team to pick up? Where do those players come from? Are they random?
- Ability to draft a new player each day.
- Draft you can do once a day

Ratings

- This game was easy to play.
- Menu easy to find and navigate, easy to swap players and play games
- I think ratings are a point system used to determine how good a team is in comparison to another team. This is used in the calculation for game outcomes, presumably. (I had to look back at the app briefly to see ratings)
- Player ratings are clear. I'm able to easily tell which player is statistically better; I think one good addition will be what my overall team rating is. How do I stack up?
- The talent, ability, or skill of each team/player.
- ERA, batting average, errors are rolled together

League

- Playing against other teams.
- Was easy to put together league and play other leagues
- An arbitrary set of users who have created teams that are at your current league level. As you continue to do well in leagues you can gain league promotion to face more highly rated opponents.
- Would like to see what players the people in my league have so I know who I'm going against. Is there any communication with those guys in my league
- A group of teams who play against each other
- Level

Badges

- Achievements that can be unlocked with playing.
- Easy to see what badges I had, wasn't sure at first how to get more
- The badges seem like an achievement system, allow for me to continue to promote and unlock features for my team.
- Badges are cool but I couldn't figure out how to get more badges and equip players with the easily.
- Achievements or accomplishments for completing tasks in the league
- Boosts

The Win / Loss Odds

- The higher odds win the game. But a win is not guaranteed.
- It was clear what all the teams' win/loss records were and it was clear when I won
- Some calculation based on the set of players I have as compared to my opponents to determine a chance of success in an individual matchup.
- Its shows me if I am most likely to win or lose. Every game I was favored to win I won. Not sure if this is always the case
- Based on the skill or rating of each team (and players), the odds likely describe the likelihood of beating other teams.
- Percentage I have to win

Appendix E:

Android Screenshots



Figure A: Make Arrow Above Urgent Tasks Actionable

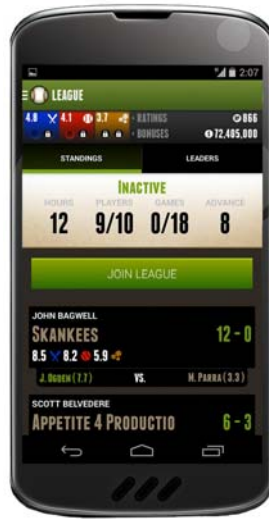


Figure B: What is the Explanation for RP, etc.



Figure C: Feedback & Rewards for Unlocked Leagues & Levels



Figure D: The Menu Button is Not Clear

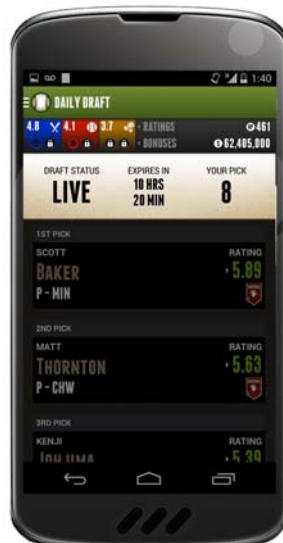


Figure E: Indicate to the User Where in the Draft Process they are.



Figure F: The "Cancel" Button After Winning or Losing a Game is Confusing.

Appendix F:

Video Clips: Findings not Related to Tasks

Finding	Quote	Video Clip
Finding 1: Confusion over three icons means (hitting, starters & bullpen)	Quotes: "Maybe just to have specifically denote that the numbers correspond to the rating for the hitting, the pitching and the ... I guess I'm not sure what the other one is." - P5	http://www.youtube.com/watch?v=SalUBcj-D2U&list=PLaAaMRsU414iiux-yVCiaolsdoJI_6mV6&index=12
Finding 2: Explanation of RP & other abbreviations	Quotes: "I don't know. In game currency? I have no idea." - P6	
Finding 3: Lack of tooltips or help buttons	Quote: "I think it would be good to have a little question mark, or something, where when you click on the question mark it will line up and tell you what different buttons do." "Here's how you do this ..." - P2	http://www.youtube.com/watch?v=ll-mIAx2ESM&list=PLaAaMRsU414iiux-yVCiaolsdoJI_6mV6&index=5
Finding 4: Make arrow above urgent tasks actionable	Quote: "The swipe is nice, but you would expect the arrow to work" - P3	
Finding 5: Feedback and rewards for unlocked leagues & levels	Quote: "It would be nice if you could still click on them and tell you how you could unlock it." - P6	http://www.youtube.com/watch?v=qsoLO12M3rU

Finding	Quote	Video Clip
Finding 6: The menu button is not clear	Quotes: "Because these three lines for the menu kind of blended in and I didn't really notice that, I thought they were part of the logo. So I was clicking on everything to try to find out where my team was. Except for this. I guess this makes sense now when I click on it." - P4	http://www.youtube.com/edit?o=U&video_id=Fcy46fEAAVl
Finding 7: Identify Free Agent more clear	Quotes:	

Findings Related to Task

Finding	Quote	Video Clip
Finding 8: Indicate where in draft user is - EG for 7th pick, user is left still at the top of the list - scroll down automatically to best available player for position of draft	Quote:	
Finding 9: Lack of inclusion of lineup comparison	Quote: "I would expect one list of my players and one list of who's available at the same time." - P5	
Finding 10: Choosing Favorite City	Quote: "If there were an arrow I would have expected that. I looked just like the other box until you selected it."	http://www.youtube.com/watch?v=Wl741sv63P8
Finding 11: Lack of confirmation that you have successfully created a team	Quote: "I didn't see the confirmation" - P4 "I believe the team is created since the name is there, but I don't know where my players are, I am confused now..." -P5	P4: http://youtu.be/SAF5X4-9HGA P5: http://youtu.be/iZISstBvl1k

Finding	Quote	Video Clip
Finding 12: The “cancel” button after winning or losing a game is confusing.	Quotes: “I don’t know the meaning of cancel” - P1 “Makes me feel I might have made a mistake” -P4	http://youtu.be/56eY2yzooQo