CTIN404
Units: 2
Spring 2019—Mondays—6:00-7:50pm

Final Wednesday May 2, 2019 7-9pm

Location: SCI L114

Instructor: Heather Desurvire
Office Hours: Arranged upon request
Contact Info: Heather3d@gmail.com, +1 310 463 4603
Heather@UserBehavioristics.com

Student Assistant: Lauren Goggins
Office: lgoggin@usc.edu +1 818 572-7761
Office Hours: Arranged upon request
Contact Info: moseske@usc.edu +1 310 570-7836

IT Help: Interactive Media and Games Dept for Lab related issues.
A hands on experience of learning principles of player experience

- Learn how to create and evaluate a game for barriers to optimal player experience
- Learn how to plan and create a playtesting and user testing, interview, report and present
- Industry ready, learn industry standard methods and diplomacy
- Guest speakers show case studies using methods you are learning
- Lab tour of local game company

Takeaways

- Arsenal of game research methods you can do
- Knowledge of player experience principles giving you insight of what makes

- Required Book: Handbook of Usability Testing (HOUT)
- Readings + Handouts
- Assignments and Templates are all on this website + and submitting assignments, here: googledocs

Submit all assignments on GoogleDocs
• share with Instructor: Heather@userbehavioristics.com + Heather3d@gmail.com & SA: moseske@usc.edu
• Make sure the document is "edit" able for all of us
• All Assignments are due on Saturday evening of that week at 6pm sharp
  o [6pm+1 minute grade goes down (see syllabus for how much)]

Assignment Naming Conventions
"CTIN404 2017 Assignment <Week of Assignment> <ASSIGNMENT NAME> <FIRST NAME> <LAST NAME>

• Note no underscores
• Share the assignment with Heather and SA on GoogleDocs
• For example:
  • "CTIN404 2019 Week 1 Heuristic Evaluation Fred Smith"

404 Spring 2019 Weekly Syllabus
All Assignment Instructions and Handouts can be downloaded from the syllabus on the website
Website: http://Heather3dusc.wix.com/uscgameresearch  ***Spring break does not count as a week!**

Class Dates
Week 1 - Jan 7th  Week 5 - Feb 4th  Week 9 - March 4th  Week 12 - April 1
Week 2 - Jan 14th  Week 6 - Feb 11th  Spring Break March 10-18  Week 13 - April 8
Week 3 - Jan 21st MLK DAY  Week 7 - Feb 18th Pres Day  Week 10 - March 19  Week 14 - April 15
Week 4 - Jan 28th  Week 8 - Feb 25th  Week 11 - March 25th  Week 15 – April 22
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| Week 1              | None  | 1. Introduction to Course and Instructor  
|                     |       | 2. What is Player experience?  
|                     |       |   ○ Why is it important?  
|                     |       |   ○ Careers: Admin + Analysis + Interviewing + Communication  
|                     |       |   ○ Personal: Diplomacy  
|                     |       | 3. Exercise on what makes a game optimal  
|                     |       |   ○ Barriers to Optimal Play: Usability/Game Mechanics/New Player Experience...  
|                     |       | 4. Meet Everyone (Tent Tags + Usability Lesson #1)  
|                     |       |   ○ Favorite game and why; what to learn in course  
|                     |       |   ○ What makes games fun?  
|                     |       |   ○ What makes games not fun?  
|                     |       | 5. Out-of-Box Experience  
|                     |       | 6. Create Partnerships  
|                     |       |   ○ Exchange phone #’s and Emails and names  
|                     |       |   ○ Agree when to meet for week 2 assignment  
|                     |       | 1. Read handout: Play Principles  
|                     |       |   ○ You will use these throughout The semester, get to know These  
|                     |       | 2. Assignment #1  
|                     |       |   ○ Submit on Googledocs (Make Sure it is editable with Professor and SA)  
|                     |       | 3. Reading Assignment: HOUT (Handbook for User Testing) Chapters 1 & 2  
|                     |       |   ○ Write a summary paragraph For each chapter  
|                     |       | 4. Reading Assignment: Online Publications  
|                     |       |   ○ Write a Short summary paragraph for each required paper:  
|                     |       | Required Readings:  
|                     |       |   • Better Games Through Usability Evaluation and Testing  
|                     |       |   • Beyond Psychological |
**Handout: Syllabus**

SA will collect all student names, email, cell phones, and partnerships by end of class

Printed handouts of PLAY + Syllabus & Tent Tags

Be sure to schedule out 2 weeks before and after week 8 and week 11 on playtest lab calendar

SA: Kinect BoxOne, Controller every week, batteries, Tent tags, xboxone + game

Secure Lab Date a few week days+weekend before during week and weekend after Week 8 and Week 11 for Lab with Prof. Wixon by Class 1.

** theory: Getting Data that Improves Games**

- Beyond Usability in Games (Pagulayan)

**Not required, but recommended:**

Designing for Fun (Pagulayan)

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| Week 2 | 1. Assignment #1  
2. HOUT paragraph summaries for Chapters 1 & 2  
3. Reading Assignment: Online |
| --- | --- |
| 1. Why do we need to learn UC Principles first?  
2. How do you do a Heuristic Evaluation? |
| 1. Read handout again: Play Principles  
2. Assignment: HE on Game  
○ Assignment #3 handout |
Publication paragraph summaries
4. #2 Handout - Collaborate on Game
5. #2 Template
3. HOUT paragraph summaries for Chapters 3 & 4

3. Robot Out of Box Experience
4. What are the elements that are barriers
   ○ Using Heuristics UX
   ○ Positive and Negative (3 groups board)

Handout: PLAY
Bring every week
SA printed handouts of Jakob Nielsen's UX Principles
HD: Bring Robo + iPhone Dongle

○ Assignment #3 template (includes readings)
3. Reading Assignment: write a summary paragraph for each reading:
   ○ Experimental Design 1 (p.144-175)
   ○ 10 Usability Heuristics for User Interface Design by Jakob Nielson
   ○ 10 Usability (Alternate version)

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<td>1. Read Handout Again: PLAY Principles</td>
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<td>2. Assignment: Partner Collaboration</td>
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<td>○ #2 Handout - Collaborate on Game</td>
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<td>○ #2 Template</td>
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<td>3. Reading Assignment: HOUT Chapters 3 &amp; 4</td>
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<td>○ Write summary paragraph for Each chapter</td>
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| Week 4 | 1. Read handout again: PLAY Principles  
2. Assignment: Heuristic Evaluation [HE] on Game  
   ○ Assignment #3 handout  
   ○ Assignment #3 template (includes readings)  
3. Summary paragraphs for:  
   - Experimental Design 1 (p.144-175)  
   - 10 Usability Heuristics for User Interface Design by Jakob Nielson  
   - 10 Usability (Alternate version) | 1. Lecture on Delight/Usefulness/Usability - Make me Amazing  
2. Exercise on Delight/Usefulness/Usability  
   ○ Why are all three Necessary? | 1. Assignment 4: Gamification Write-up  
   ○ Identify 4-5 game mechanics to Gamify/make more Delightful  
   ○ Submit a description of at Least 4-5 mechanics  
2. Assignment: Before Week 5 choose Game Concepts from 484  
   ○ Go to Googledocs & read all 484 Game Concepts Starting Sunday at 9am (They are available after this time)  
   ○ Choose 3 games that you would want to work on  
   ○ Class Week 5 we’ll choose Games, if you know what you Want you’re more likely to get it  
3. Reading Assignment: HOUT Chapters 5, 6, & 7  
   ○ Write a short summary paragraph for each chapter  
4. Reading Assignment: Submit a short summary paragraph for this:  
   ○ Single Subject Experimental Design |
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SA: Make sure you get all concepts from 484 SA over weekend, all by Sunday 6pm. They all go in the collaboration folder to share in week 5.
1. Assignment 4: Gamification write-up
2. Choose 3 games concepts from 484
3. HOUT chapter summaries for chapters 5, 6, & 7
4. Single Subject Experimental Design Summary paragraph

1. Choose Game Concepts from 484 (each 404 student gets one game)
2. Class:
   ○ Review Hypotheses Generation
   ○ In class exercise in generating Hypothesis
3. Test Plan
   ○ Review how

**Guest Lecturer: Dennis Wixon**

**Reviews**
- Hypothesis Generation
- Test Plan
- Choose Game Concepts
- Behavior Lecture

**Handouts**
- Test Plan How To’s folder
- Screener
- Data Collection
- Test Plan +Summary Report
- How to be an effective user researcher

SA will record the students name with the 484 game, shares doc with class so they can contact 484 students be sure that lab dates are secured

1. Assignment: Heuristic Evaluation [HE] for Generating Hypothesis
   ○ Assignment #5 Handout
   ○ Assignment #5 Template

2. WITH DESIGNER: Schedule & meet with your 484 Game Partners (at least one; both is great- at least 1 is required to meet with you). Call them Tuesday a.m. to set up meeting.
   ○ Identify with them the game Mechanics, art style, player Experience
   ○ PX Goals & Hypotheses Creation:
     - Find out their goals for PX (in their words)
     - Translate those into goals you can identify as the PX in the Test Plan for Week 6
   - Based on speaking with them about their goals, what you think their PX goals are and what you think the concept of the game is, then you can do the Heuristic Evaluation assignment (but it is due this week)
     - Total 2.5 hours total ⚪ Week 8 + Week 11

*** [MEET DESIGNER IN PERSON THIS WEEK, must be scheduled by Week 5, and completed by Week 6, as 484 will have a huge deliverable after] ***

Contact SA to help you if you are
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| Week 5 Continued | | | 3. Schedule Playtest 1 and 2 (PT1 & PT2)  
   ○ Identify which dates/times work best for you and your partner, and the designers  
   ○ For each game schedule 90 Mins for PT1 and PT2 (and ensure the designer can be there 1 hour before to set up the game) |
| **Week 6** | 1. Assignment: Heuristic Evaluation for Generating Hypothesis  
   ○ Assignment #5 Handout  
   ○ Assignment #5 Template  
   2. WITH DESIGNER: Schedule & meet with your 484 Game Partners (at least one; both is great- at least 1 is required to meet with you).  
   3. Schedule Playtest 1 and 2 (PT1 & PT2)  
   *** [MEET DESIGNER IN PERSON THIS WEEK, must be scheduled by Week 5, and | 1. 6:00PM-6:30PM and Lab Tour Review Doing Playtesting  
   ○ Different methods for specific Goals  
   ○ Survey (Review how)  
   ○ Playtesting  
   ○ Focus Groups  
   ○ Analytics  
   ○ One-on-One Playtesting  
   ○ Remote User Testing  
   ○ GUR Methods  
   ○ Game Consent Form  
   2. Lab Tour 6:15PM-8:00PM |
| | | **Professor Dennis Wixon: Lab Tour** |
| | | 1. Assignment: Prepping Player Research Test Plan for 484 Game  
   ○ 6_A Handout Test Plan and Screener  
   ○ 6_A Template Test Plan  
   ○ 6_A Template Screener  
   Be sure you are setting up a survey on Googledocs or similar and collect data to present in your report |
| | | 2. Collecting Data During Study  
   ○ 6_B Handout Moderator Script  
   ○ 6_A Template Data |
| Completed by Week 6, as 484 will have a huge deliverable after] *** | SA will ensure that 404 students have scheduled their PT1 & PT2 with 484 students; all students scheduled by end of week 6

 SA Have Briefing Scripts printed handouts

 Print out latest Lab Guide (ensure you have latest from Dennis Wixon) | Collection

○ 6_B Handout Instructions for Researchers with Designers

3. Lab Related

○ 6_B Handout Lab Guide

○ 6_B Handout Lab Policies

4. Other Useful Handouts Back up

○ 6_B Handout How to Use Silverback Software

○ 6_B Handout How to make movie clips

5. Reading Assignment: HOUT Chapter 8 & 9 ○ write summary paragraphs for each |

| Week 7 | **NO CLASS: PRESIDENT’S DAY** |

1. Recruit for Week 8 PT1; Recruit 3 players for each partner, total 6 for both partners. 30 minutes each.

2. Review + practice process

3. Review week 6 handouts and complete test plan |
| Week 8 User Test 1 | 1. Recruit for week 8 PT1  
2. Review + practice process  
3. Review week 6 handouts and complete test plan | 1. Review Lab procedure + Materials  
- Test Plan  
- Summary Report  
- Review with designers + Plan for playtest 2  
- Practice Moderation in Lab | PLAYTESTING WEEK 8  
1. Playtest 1: Collect Data and then write a Summary Report  
   - Template Summary Report 1  
     Includes instructions  
   - Upload your video to youtube Playlist (link online under week 8)  
   - If your playtest is scheduled |
| Week 8 continued User Test 1 | 1. Review Lab procedure + Materials  
- Test Plan  
- Summary Report  
- Review with designers + Plan for playtest 2  
- Practice Moderation in Lab | 1. Review Lab procedure + Materials  
- Test Plan  
- Summary Report  
- Review with designers + Plan for playtest 2  
- Practice Moderation in Lab | PLAYTESTING WEEK 8  
1. Playtest 1: Collect Data and then write a Summary Report  
   - Template Summary Report 1  
     Includes instructions  
   - Upload your video to youtube Playlist (link online under week 8)  
   - If your playtest is scheduled |
| Week 9 | 1. Playtest 1: Summary Report  
2. Short summary paragraph for: How to be an effective Researcher - Handout | 1. FLOW - How we are attempting to attain this middle line  
- 9 Flow Handout  
2. How to review the report and results  
- Lesson on diplomacy  
3. How Principles of Film and Games intersect | 1. Reading  
write short summary paragraph on each article:  
- 8a Distinguishing Games, Work, Fun, Flow and Play: A Framework for UX Design  
- 8b Emotion and Flow #11(PDF pages 46o72) |
### Week 10

1. **Reading**
   - Write short summary paragraph on each article:
     - 8a Distinguishing Games, Work, Fun, Flow and Play: A Framework for UX Design
     - 8b Emotion and Flow #11 (PDF pages 46-72) (Two articles)

2. Meet with 484 Designers about report results and Test Plan 2

### User Testing Examples:
- Frustrated not Taught Tak
- Told not taught CnC
- Too much Info Hero
- Blizzard Cataclysm (Games & Learning)
- Match 3 + RM = Gardenscapes + RM principles
- Games and Learning Video
  - Economy A Five Year Old in Debt
  - Schell
  - Age

### SPRING BREAK ** HAVE FUN!!

### Week 11

1. **PLAYTESTING WEEK 11**
2. Playtest 2 Report due
   - 10 Template Summary Report 2
   - 10 Metrics Example include in Report 2
   - UPLOAD your video to youtube Playlist (link on website)

   If playtest is scheduled for Thursday or after, see professor for due date
- **George**
  3. Wrap up loose ends

SA Coordinates field trip (TBD) with students and rides (ensures those absent get information about rides)

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SA will get 484 game names and the contact info by end of this week 4

| Week 11 | 1. Playtest Week 11 | 2. Playtest 2 Report due | 1. Metrics and Analytics  
| | | | ○ How to use these, and why to Collect them (Hint: they are Part of the story)  
| | | | 2. New Player Experience and First Time User Experience  
| | | | SA Print out GAP Principles + Print out handouts of GH Explanation for Week 11 or/+/12  
| | | | SA Bring GH and Guitars - ensure the xbox live system works  
| | | | HD Bring GH Live + GH + Game with NPE + iPhone dongle, Gardenscapes  
| | | | 1. Required Reading:  
| | | | ○ GAP Principles  
| | | | 2. Heuristic Evaluation on GAP New Player Experience  
| | | | ○ 11 Template Assignment Heuristic Evaluation GAP }
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| Week 11   |                                                                                                                                              | Demonstrate GAP in how something works poorly and works better GAP  
| continued |                                                                                     | • Karaoke Rev Video                                                                                                    | Player Experience  
|           | 3. In Class exercise on NPE GH Live  
|           | ○ Break up in groups  
|           | ○ HE using GAP (and still PLAY)                                                                                                          | 3. Do your Test Plan 2 for PT2  
|           | Handoouts: GAP                                                                      | ○ Use same Test Plan  
|           |                                                                                                                                              | Templates & Samples for  
|           |                                                                                                                                              | Test Plan 2 but add metrics  
|           |                                                                                                                                              | ○ See from week 10  
|           |                                                                                                                                              | ○ Add the goals you  
|           |                                                                                                                                              | Received when you met  
|           |                                                                                                                                              | With your designer  
|           |                                                                                                                                              | 4. Recruit for Playtest 2 (confirm with playtesters the night before) |
| Week 12   | 1. Read GAP Principles  
| User Test 2| 2. 11 Template Assignment Heuristic Evaluation GAP Player Experience  
|           | 3. 11 Handout Explanation of GAP  
|           | 3. Test Plan 2 for PT2  
|           | 4. Recruit for Playtest 2                                                                                                                   | 1. Emotion + Immersion  
|           |                                                                                                                                              | ○ Why are emotionless games  
|           |                                                                                                                                              | Still fun & still filled with  
|           |                                                                                                                                              | Immersion  
|           | 2. Bad Games  
|           | ○ Why are they bad games?  
|           | ○ Final Analysis using  
|           | PLAY/GAP/UX  
|           | 3. Analyze a Game                                                                                                                           | 1. Readings  
|           |                                                                                                                                              | ○ write 1-2 sentences for each article:  
<p>|           |                                                                                                                                              | ○David Perry Emotional Connection Checklist |</p>
<table>
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<tr>
<th><strong>Week 13</strong></th>
<th>1. 1-2 sentences for David Perry Emotional Connection Checklist</th>
<th>TBD</th>
<th>1. Prepare your final presentation, must be ready by Monday Week 14  ○ 12 Presentation Sample Example</th>
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<td><strong>Week 14</strong></td>
<td><strong>ALL FINAL PRESENTATION DUE no exceptions</strong></td>
<td>Random selection of 50% Final Presentation in class today</td>
<td><strong>FINAL PRESENTATION</strong>  ALL PRESENTATIONS ARE DUE TODAY. Lottery in class of who is doing their presentation. MUST be present at both week 14 &amp; week 15, regardless of when you present to get full credit on FINAL</td>
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**Handouts: GAP**
- GH sample
- Summary Report
- Post Mortem Assignment

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HD: Infinity + Bad Games
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