

IAT 432 – Assignment 4: Field Study (15%)

Team Member Names _____

Team # _____ Grade _____

Introduction Poor Satisfactory Good Excellent

Is it concise and to the point?
Does it summarize the situation you are studying and why?

Methodology Poor Satisfactory Good Excellent

Does say who the participants were (backgrounds, etc) without revealing identities?
Does it explain what steps were taken in the study and how they were conducted?
Does it provide rationale for the study steps?

Results: Poor Satisfactory Good Excellent

IMI/Enjoyment Poor Satisfactory Good Excellent

Observations: What is the data for the IMI/Enjoyment questionnaire? (e.g., mean/std dev, appropriate graphs)
Interpretation: What does your analysis of the data tell you about each of the player's experiences with game play?

Cued Debrief Recall Poor Satisfactory Good Excellent

Observations: What is the data for the cued debrief recall? (e.g., positive, neutral, negative counts, graphs)
Interpretation: What does your analysis of the data tell you about each of the player's experiences with game play?

Comparison of Methods Poor Satisfactory Good Excellent

Observations: How does the data compare between the IMI Questionnaire and the Cued Debrief Recall analysis?
Interpretation: What can you conclude based on the comparisons?
Are there issues or challenges with the methods?

Suggested Improvements Poor Satisfactory Good Excellent

Describe 2-3 key aspects of the **controller mapping** design that you think works (backing up your choices with data)
Are the improvements higher-level ideas rather than nit picky points? Are the improvements based on the data?

Describe 2-3 key aspects of the **screen layout** design that you think works (backing up your choices with data)
Are the improvements higher-level ideas rather than nit picky points? Are the improvements based on the data?

Conclusion Poor Satisfactory Good Excellent

Is it concise and to the point?
Does it summarize what was done and what the main findings were?

Appendix 1: Raw Data Poor Satisfactory Good Excellent

Does it include all original data sheets and notes?
Are the data sheets filled-in adequately?

Appendix 2: Video Poor Satisfactory Good Excellent

Does it describe what was studied? The goals? The Methods?
Does it use video clips from the study sessions to show the main findings?
Does it use video clips to show the suggested design improvements?

Writing Quality Poor Satisfactory Good Excellent

Is the document written at a high quality as expected at the 4th year university level?
Are there spelling or grammar mistakes?
Is the writing interesting and engaging?

Note: You will receive a recommendation of Poor, Satisfactory, Good, or Excellent on the above aspects. This is meant to provide an overall impression of each section of your document but does not map directly to a final grade. E.g., just because you get all "Good" ratings does not mean you automatically get a 'B'. The evaluator will base your final grade on the overall quality of your submission, taking into account all of the above listed sections where some may be emphasized more than others.