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Assignment 3

1) You are responsible for the design and release of a new video-game title. The company is looking for large audience appeal. What type of evaluation do you think would be appropriate to determine if it might become a hit?

I would conduct user studies and follow the following attributes (I will do a questioner for the attributes that are harder to observe):

- How excited the users are to play the game?
- How much of a new experience it is for them?
- How much are they aware of what's going on around them?
- How much have they enjoyed the game?
- How tough/easy was the game for them?
- Did they feel they improved?
- How long have they played it?
- Will they play it again?
- Will they tell their friends?

Video games are active immersive experience. As overall I would say that in game design the most important thing is fun. How much fun it is to play a game. All those matrices are essentially ways to measure fun. How exciting and pleasurable something is, how much time I tend to it, and do I drag my friends to my new obsession... I would say that if all of the questions are answered in a positive way, then we have a big hit on our hands. If there are some attributes that don't work, we need to work on them specifically to guaranty the big hit.

2) You are on a curriculum team developing a course for learning basic concepts in a field (8. 01, 18.02, 6.001). What metrics do you think are most relevant to determining how the course design might be improved?

The relevant metrics are:

- Learning curve – are the students making progress in the desired timeframe?
- Does the challenge resonate with the students' developing skill?
- Are they excited enough? Are they anxious to do their next task?

Courses are active immersive experience as well, but the emphasis is on the learning of the skill and less about fun. The most important thing is the progress of the students. Of course if we want to make sure that the students make progress and learn something new, we have to make it pleasurable enough, challengeable but not too much. We have to make sure we get their attention and interest and by using examples or homework that the students use something that is meaningful for them we more likely to get them more engaged in the course.

3) You are making an artwork or demo that you want to use to engage a broad diverse audience. What metrics do you apply to an evaluation of this work? What are your preferred ways of gaining feedback?

- How many people stopped by the piece?
- What is the level of excitement?
- How new/surprising is the experience for them?
- What mood does the viewer get into, watching the piece?
- What thoughts did the piece provoked in their minds?
- What memories did it surfaced?
- Did it make them feel special?
- Did they learn something from it? About the world? About themselves?
- Did they like it?
- How long did they watch it/played with it?
- Will they tell their friends to watch it?

Art is a passive affecting experience. What we want to see is that a work grabs the attention of people and that it makes them feel something about it and about themselves. As in the case of video games, the two ways I like to set feedback are observe people interact with the work and question them right after the experience.

4) Discuss attributes that you think would be most important in terms of stimulating you to have a long term relationship with a robot.

- Familiarity
- New experience
- Reliability
- Uniqueness
- Meaningful
- Emotional
- Challenge
- Skill

Having a relationship with a robot is an active affecting experience. The most important aspect is building a strong relationship. Since it is a machine human relationship, there are few aspects that must be fulfilled in order for this relationship to work. First the robot has to be reliable. If it is designed to do a certain task or even just to react to you in a certain way, failing to do so in an "intelligent" way, will compromise the trust of the human towards the machine. Another aspect is level of interest or surprising aspect. The robot should be capable of diverse reaction and giving new experiences, otherwise the human will get bored with it pretty fast. The third essential aspect, in my opinion, is the emotional aspect, if the robot can engage with the human in a meaningful emotional way (remember stuff about the user, do stuff the user expect in the right time, remind him personal stuff, etc.) It will create an interdependency that will be a foundation for long, deep relationship.