Simulation of the Presidential Election Game

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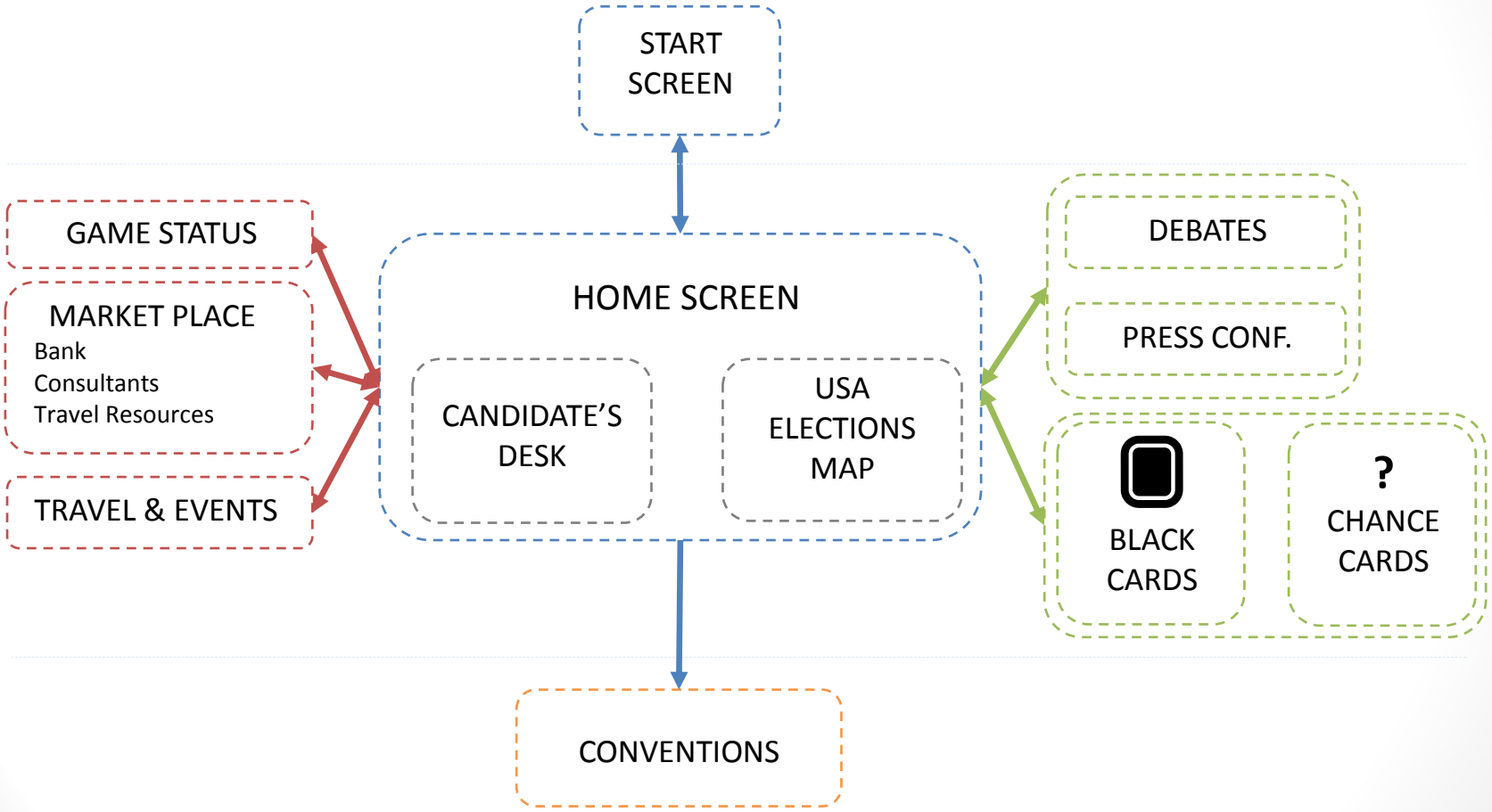
The High Level Diagram & Wireframe

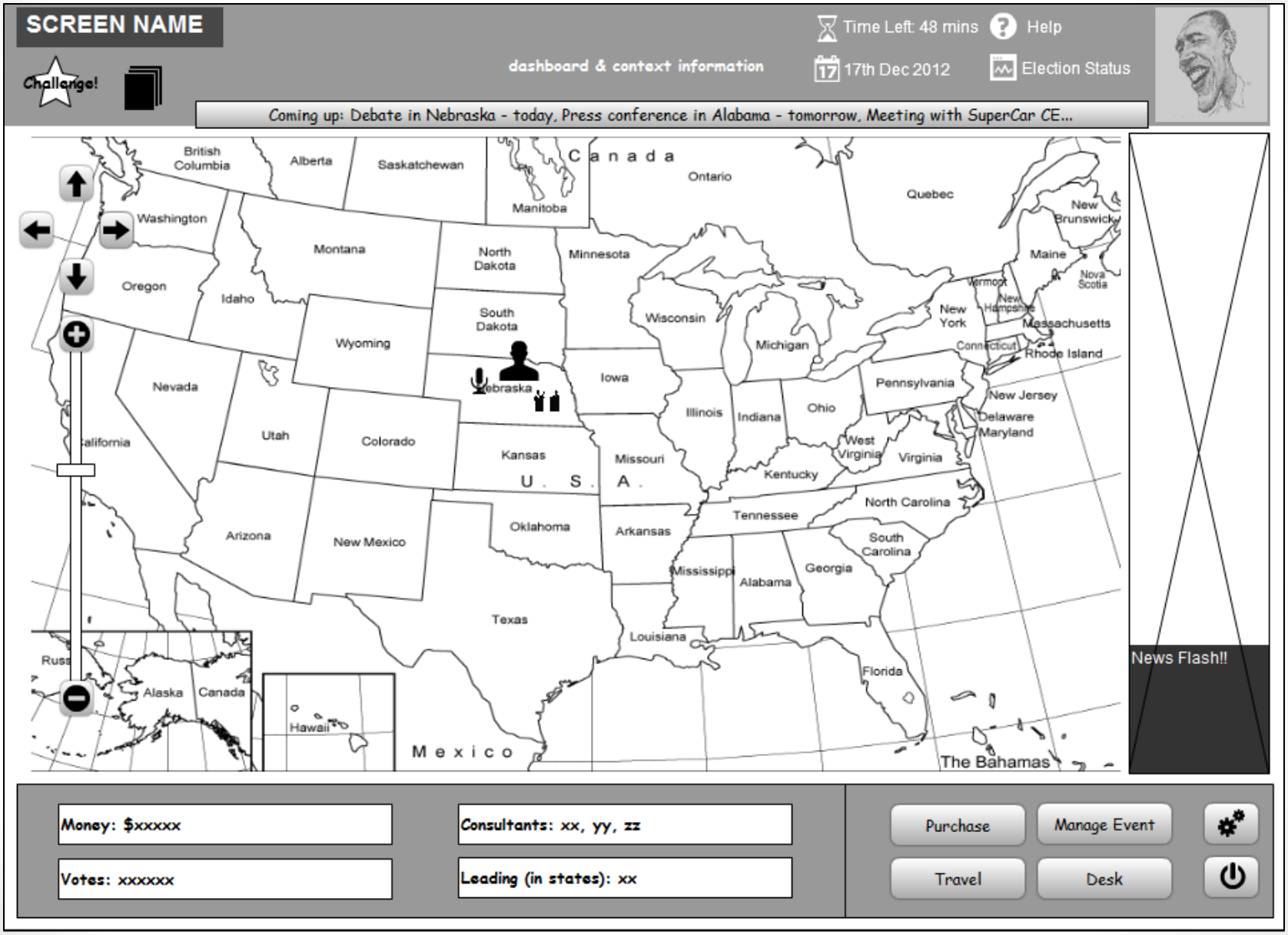
THE DESIGN

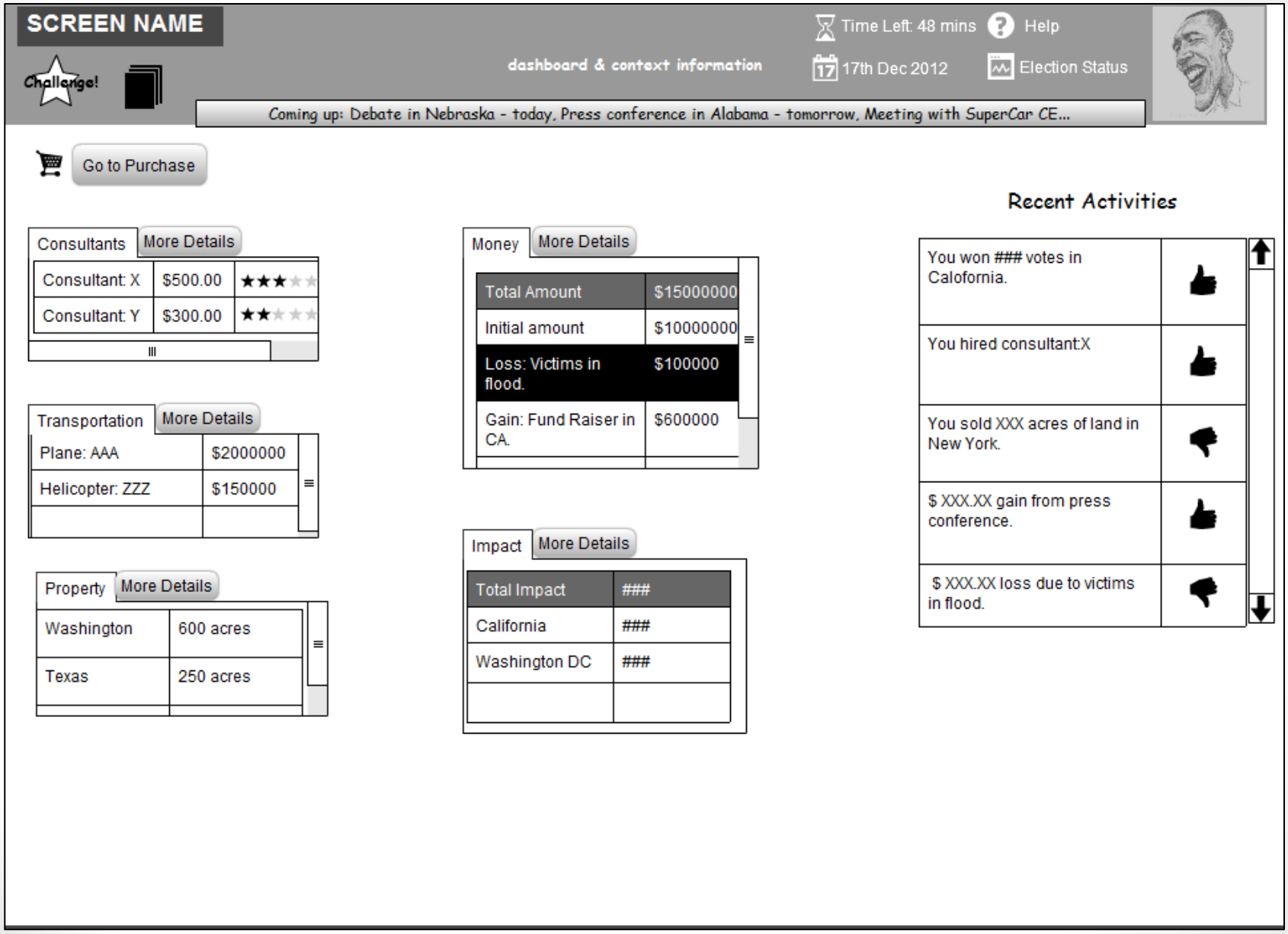
High Level Flow Design



The Wireframes

SNAPSHOTS


SCREEN NAME
Challenge!
dashboard & context information
Time Left: 48 mins
Help
17th Dec 2012
Election Status
Coming up: Debate in Nebraska - today, Press conference in Alabama - tomorrow, Meeting with SuperCar CE...
British Columbia
Alberta
Saskatchewan
Manitoba
Canada
Ontario
Quebec
New Brunswick
Maine
Nova Scotia
Washington
Montana
North Dakota
Minnesota
Oregon
Idaho
South Dakota
Wisconsin
Vermont
New Hampshire
New York
Massachusetts
Wyoming
Michigan
Connecticut
Rhode Island
Nebraska
Iowa
Pennsylvania
New Jersey
Nevada
Illinois
Indiana
Ohio
Delaware
Maryland
California
Utah
Colorado
West Virginia
Virginia
Kansas
Missouri
U. S. A.
Kentucky
North Carolina
Tennessee
Oklahoma
Arkansas
South Carolina
Arizona
New Mexico
Mississippi
Alabama
Georgia
Texas
Louisiana
Florida
Russ
Alaska
Canada
Hawaii
Mexico
The Bahamas
News Flash!!
Money: $xxxxx
Consultants: xx, yy, zz
Votes: xxxxxx
Leading (in states): xx
Purchase
Manage Event
Travel
Desk


SCREEN NAME
Challenge!
dashboard & context information
Time Left: 48 mins
Help
17th Dec 2012
Election Status
Coming up: Debate in Nebraska - today, Press conference in Alabama - tomorrow, Meeting with SuperCar CE...
Go to Purchase
Consultants
More Details
Consultant: X
$500.00
Consultant: Y
$300.00
Transportation
More Details
Plane: AAA
$2000000
Helicopter: ZZZ
$150000
Property
More Details
Washington
600 acres
Texas
250 acres
Money
More Details
Total Amount
$15000000
Initial amount
$10000000
Loss: Victims in flood.
$100000
Gain: Fund Raiser in CA.
$600000
Impact
More Details
Total Impact
###
California
###
Washington DC
###
Recent Activities
You won ### votes in Calofornia.
You hired consultant:X
You sold XXX acres of land in New York.
$ XXX.XX gain from press conference.
$ XXX.XX loss due to victims in flood.

Edit
Review
Add Note
Close
I challenge you to a debate!
Accept the challenge?
Yes
No
British Columbia
Washington
Oregon
Idaho
Nevada
California
Utah
Colorado
Arizona
New Mexico
Kansas
Oklahoma
Texas
Missouri
Illinois
Indiana
Ohio
West Virginia
Virginia
Kentucky
Tennessee
North Carolina
South Carolina
Georgia
Mississippi
Alabama
Louisiana
Florida
New York
Vermont
New Hampshire
Massachusetts
Connecticut
Rhode Island
New Jersey
Delaware
Maryland
Maine
Nova Scotia
New Brunswick
Alaska
Canada
Hawaii
Mexico
The Bahamas
Money: $500,000
Consultants: 1
Automobiles: 1 plane
Votes: 500,000
Leading (in states): 20
Land: 5000 (sq. miles)
Purchase
Manage Event
Travel
Consultant

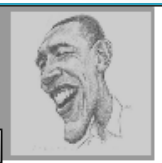
SCREEN NAME

Challenge!

dashboard & context information

Time Left: 48 mins | Help

17th Dec 2012 | Election Status



Coming up: Debate in Nebraska - today, Press conference in Alabama - tomorrow, Meeting with SuperCar CE...

Black Card

Black Card 1 | Black Card 2 | Black Card 3

The FBI has discovered a suspicious relation between a candidate and an important political figure of another nation. This information is leaked to the press, and the candidate looses 500,000 voters. (This card can be used against any other player.)

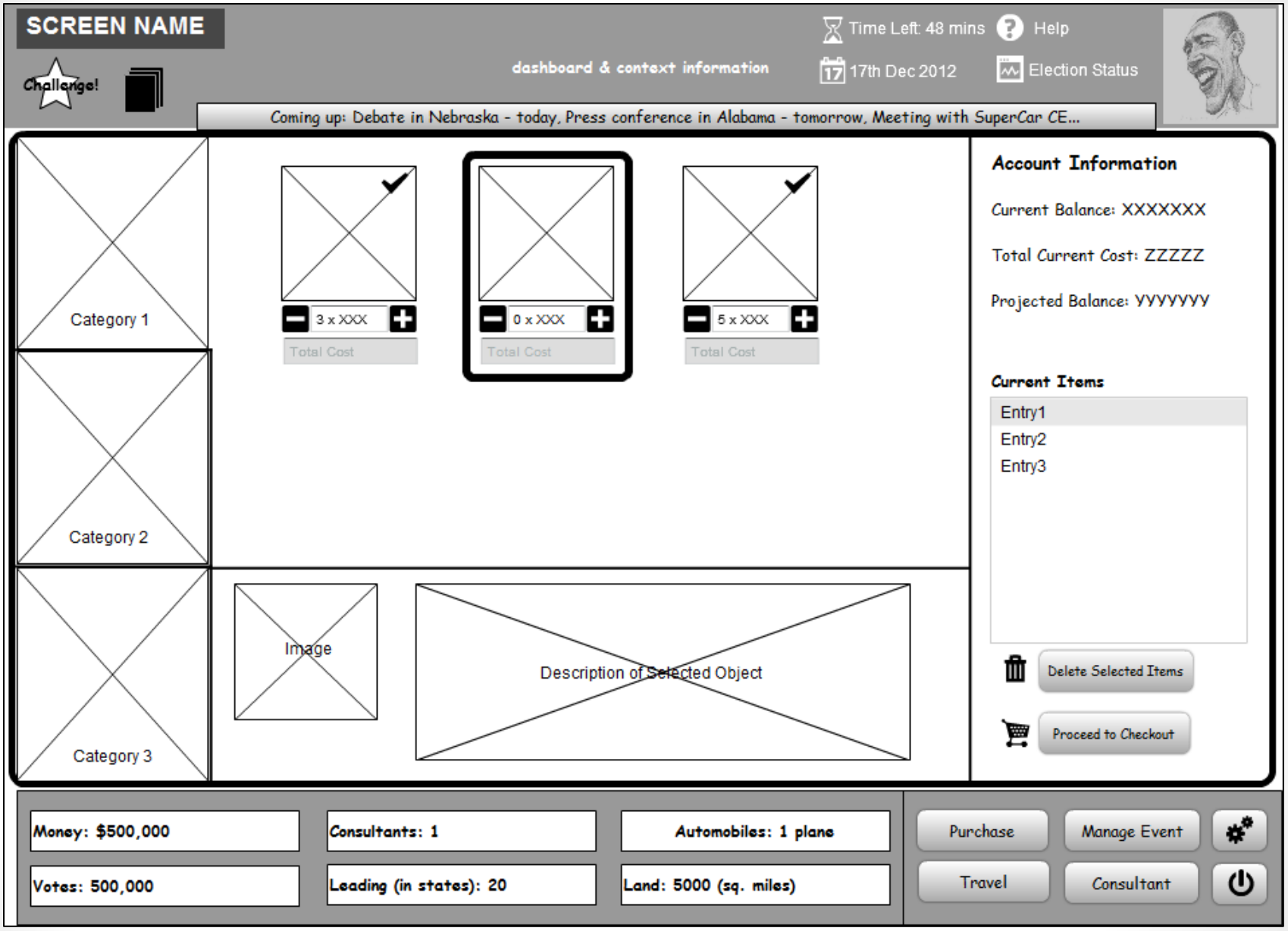
Resource Loss:

Votes: 500,000

Victim List

- ○ Kristine Bell
- ○ Issac Newton
- ○ Albert Einstein
- ○ Fred Smith

Play Card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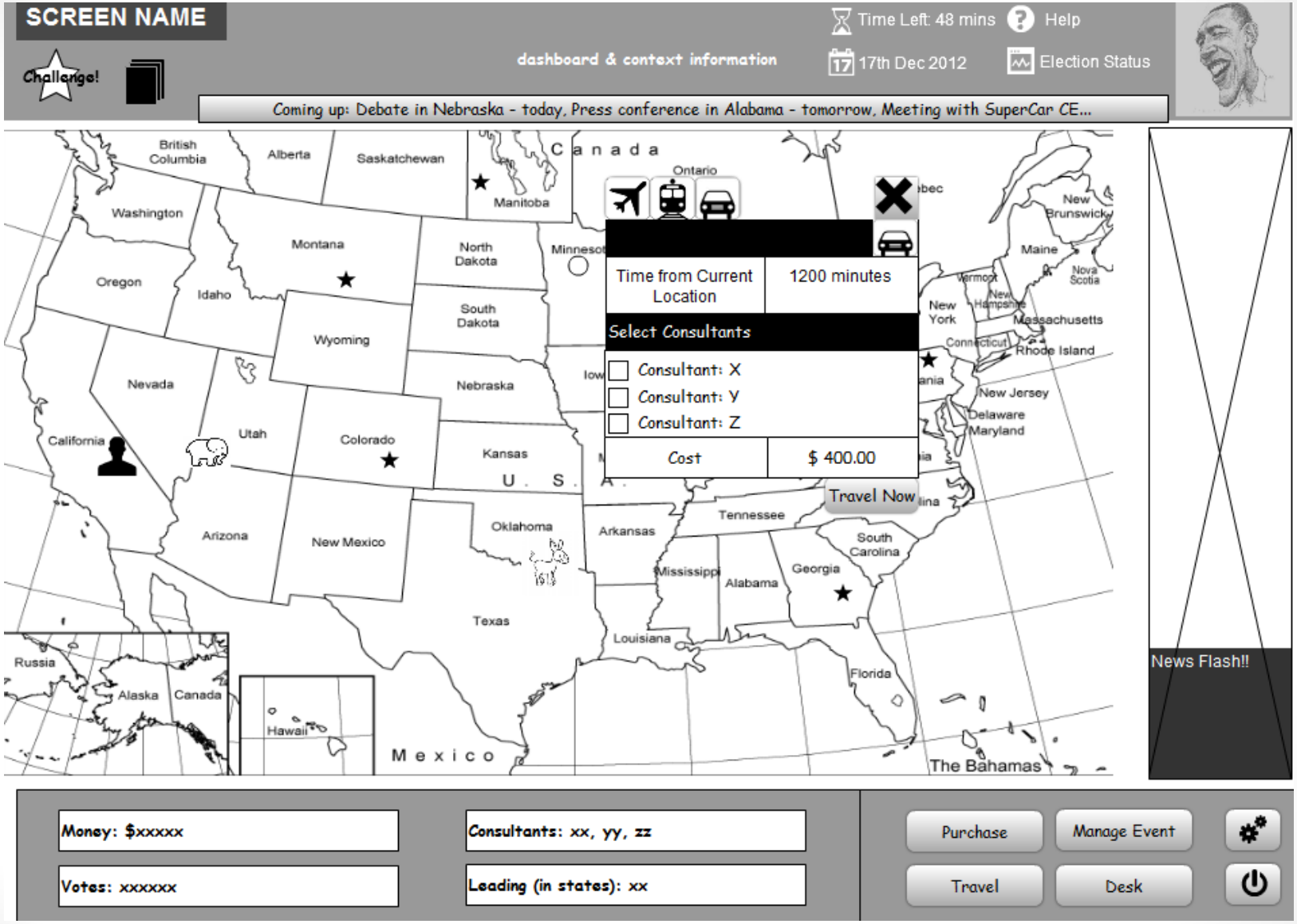
Category 1
Category 2
Category 3
3 x XXX
0 x XXX
5 x XXX
Total Cost
Total Cost
Total Cost
Image
Description of Selected Object
Account Information
Current Balance: XXXXXXX
Total Current Cost: ZZZZZ
Projected Balance: YYYYYYY
Current Items
Entry1
Entry2
Entry3
Delete Selected Items
Proceed to Checkout
Money: $500,000
Consultants: 1
Automobiles: 1 plane
Votes: 500,000
Leading (in states): 20
Land: 5000 (sq. miles)
Purchase
Manage Event
Travel
Consultant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Nebraska
Nevada
Utah
Colorado
Kansas
California
U. S. A.
Arizona
New Mexico
Oklahoma
Texas
Arkansas
Louisiana
Tennessee
Mississippi
Alabama
Georgia
South Carolina
Florida
New Brunswick
Maine
Nova Scotia
Vermont
New Hampshire
New York
Massachusetts
Connecticut
Rhode Island
New Jersey
Delaware
Maryland
Time from Current Location
1200 minutes
Select Consultants
Consultant: X
Consultant: Y
Consultant: Z
Cost
$ 400.00
Travel Now
Russia
Alaska
Canada
Hawaii
Mexico
The Bahamas
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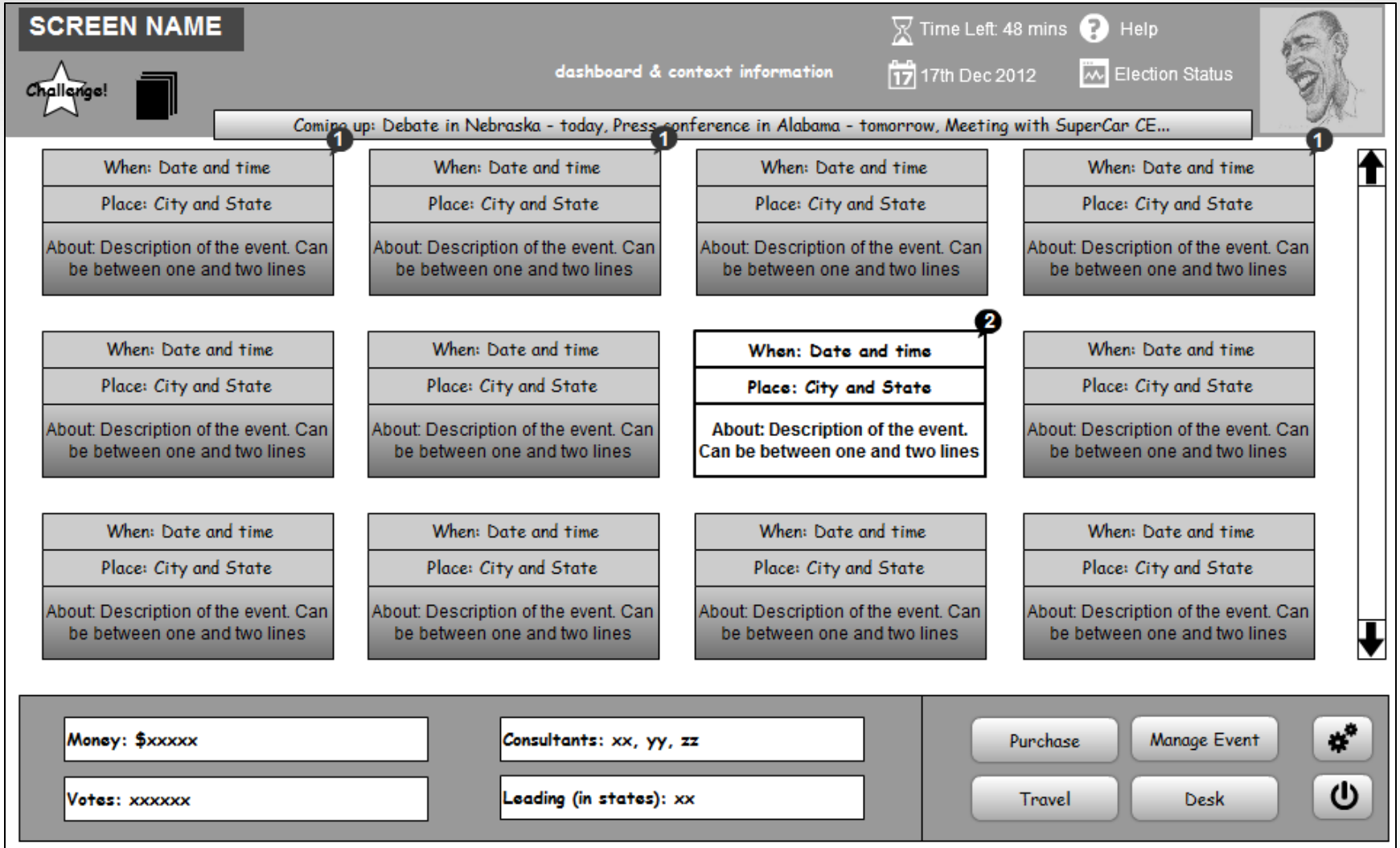
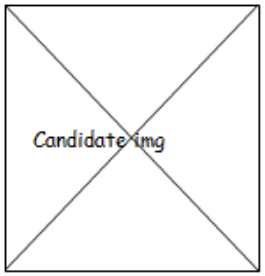


Footnotes

1. Clicking on one of these boxes opens a larger dialog on the screen, which is shown in Events-AcceptOrReject page. More over these boxes are color coded:
   - Green indicates that the candidate has accepted the event.
   - Blue indicates the pending action state.
   - Red indicates that he has rejected to attend the event.
2. Bold text indicates that the event is "NEW". It was added since the candidate last visited this page.

CONVENTIONS

Venue, Dates



Candidate#3 - Information

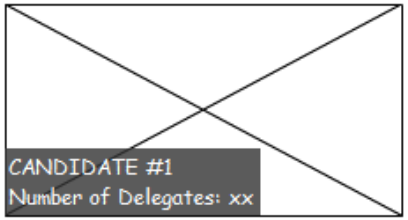
Congratulations Candidate#3! You have won the Presidential Nomination for the Democratic Party!

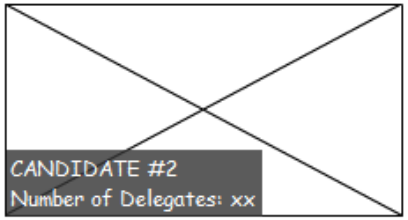
Please proceed by choosing a fellow candidate as your running mate for the post of Vice-President.

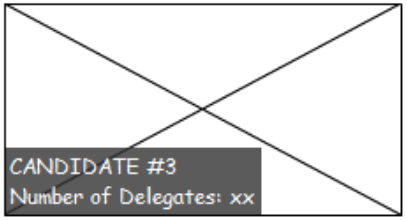
- ◯ Candidate#1
- ◯ Candidate#2
- ◯ Candidate#3

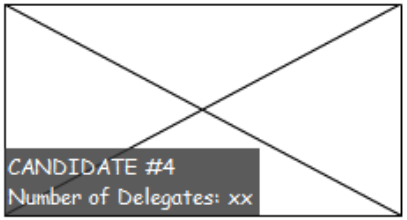
Select

Standings









So Far: Cognitive Walkthroughs & User Studies

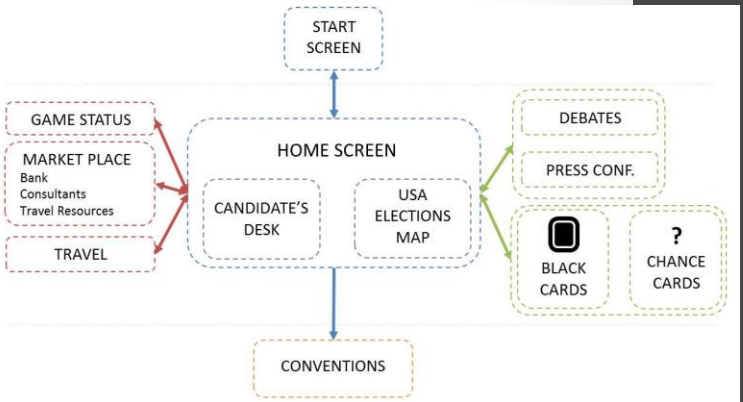
THE EVALUATIONS

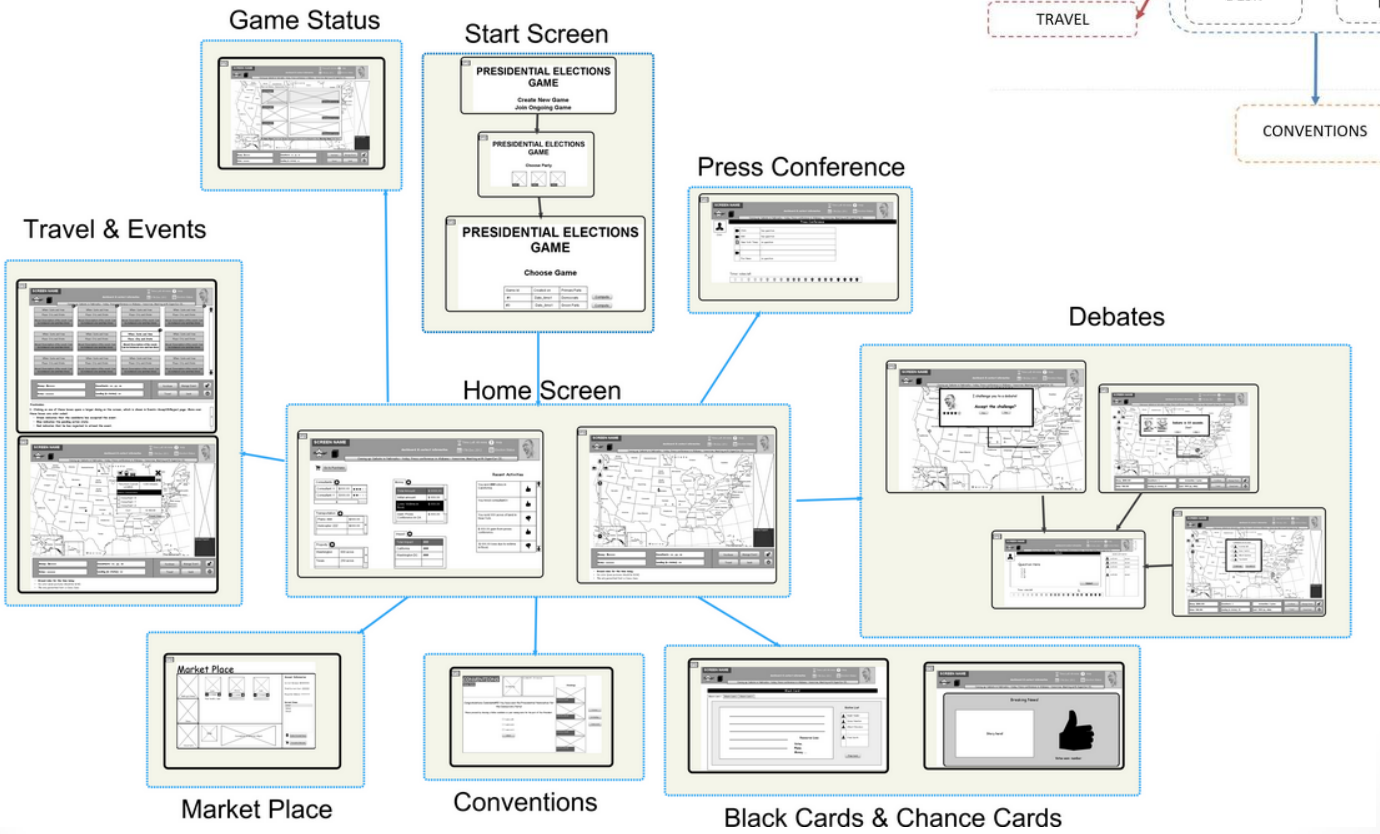
Methods Used

- Cognitive Walkthrough
- User Studies
  - 1 pilot test + 5 user studies
- Heuristic Evaluation (TBD)
- Client Opinion (TBD)

Cognitive Walkthrough

- High-level Wireframes

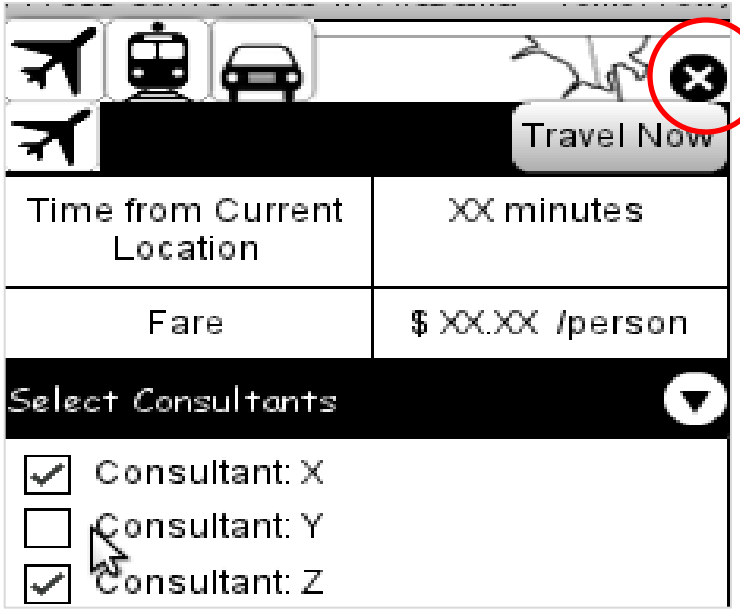


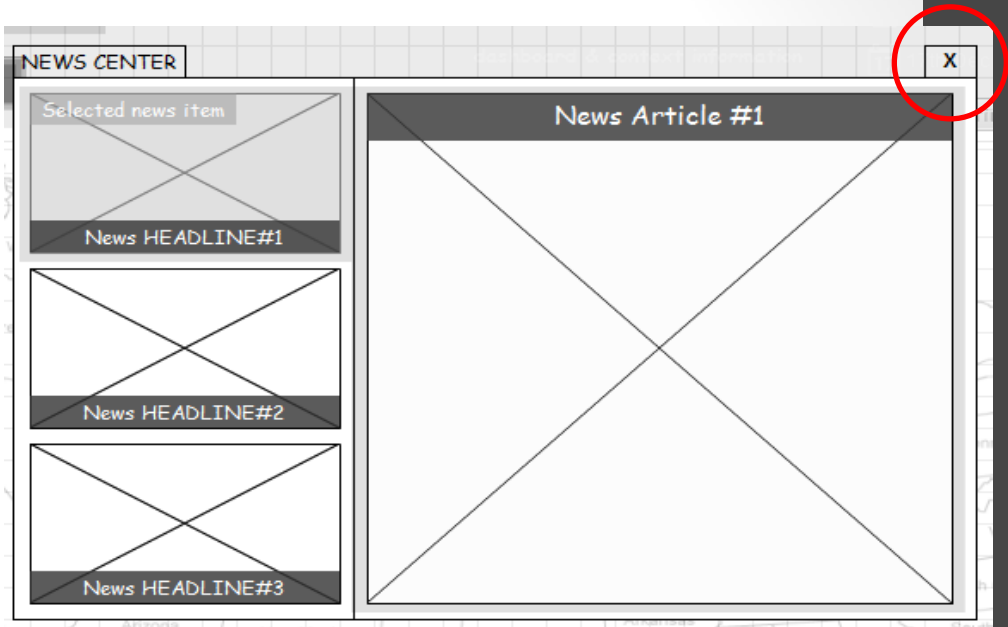


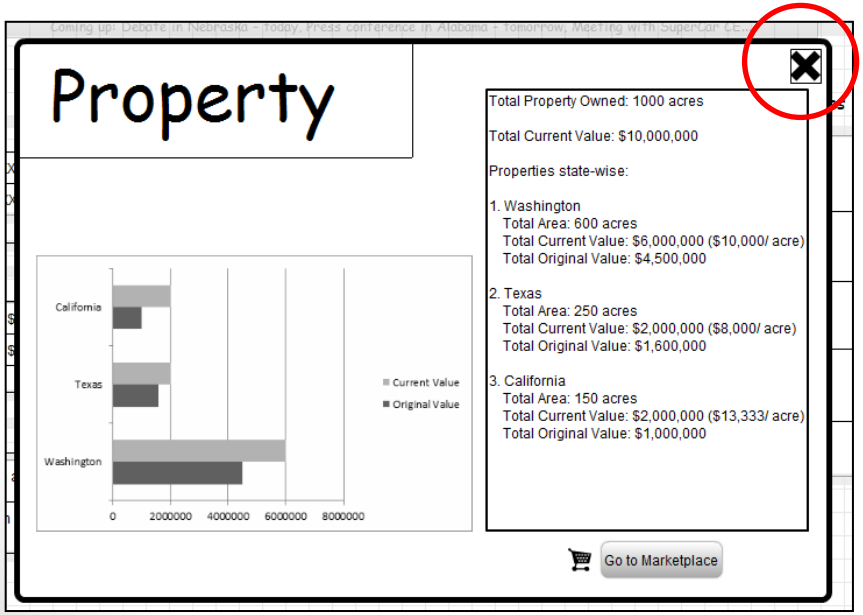
Impressions from Cognitive Walkthrough

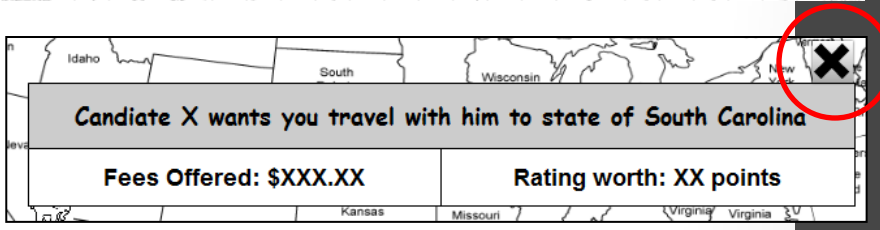
- Inconsistencies
- Representational changes
- Redundancy

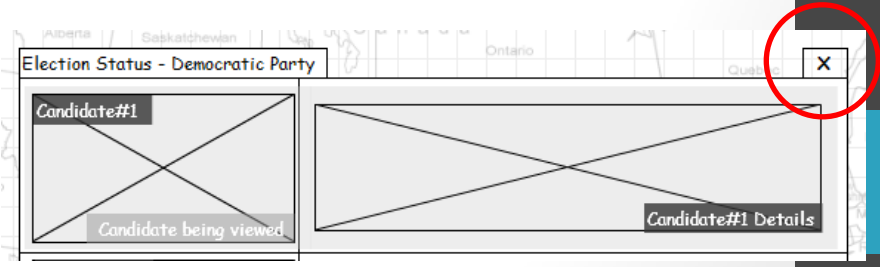
Inconsistencies







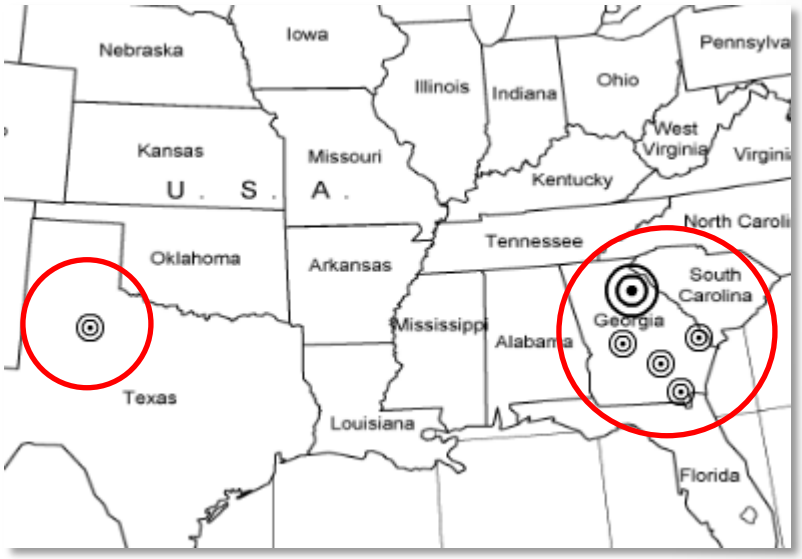




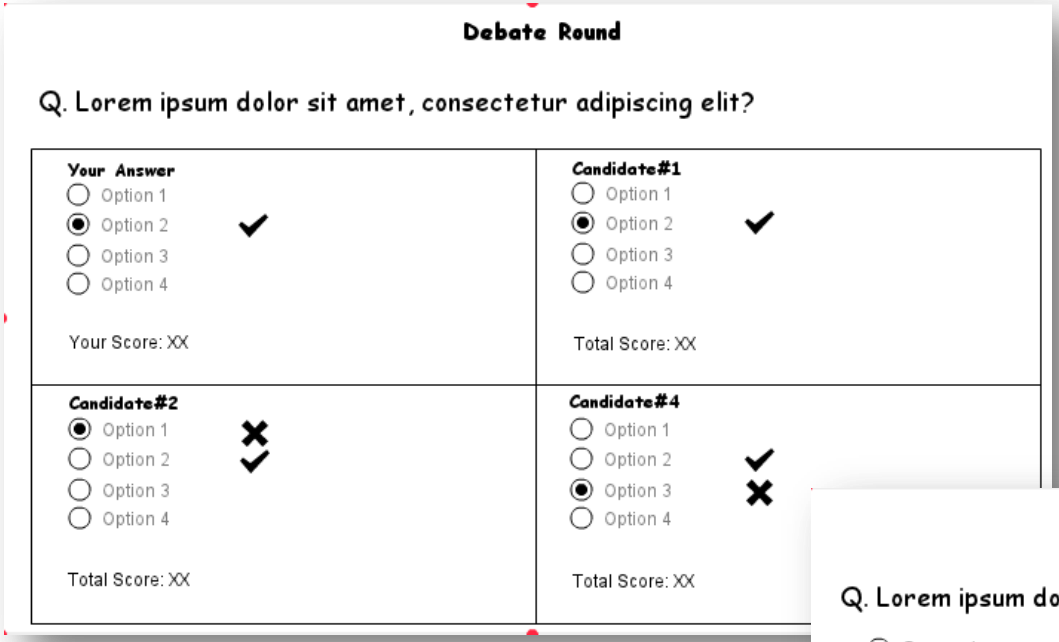
Representational changes

Before

After

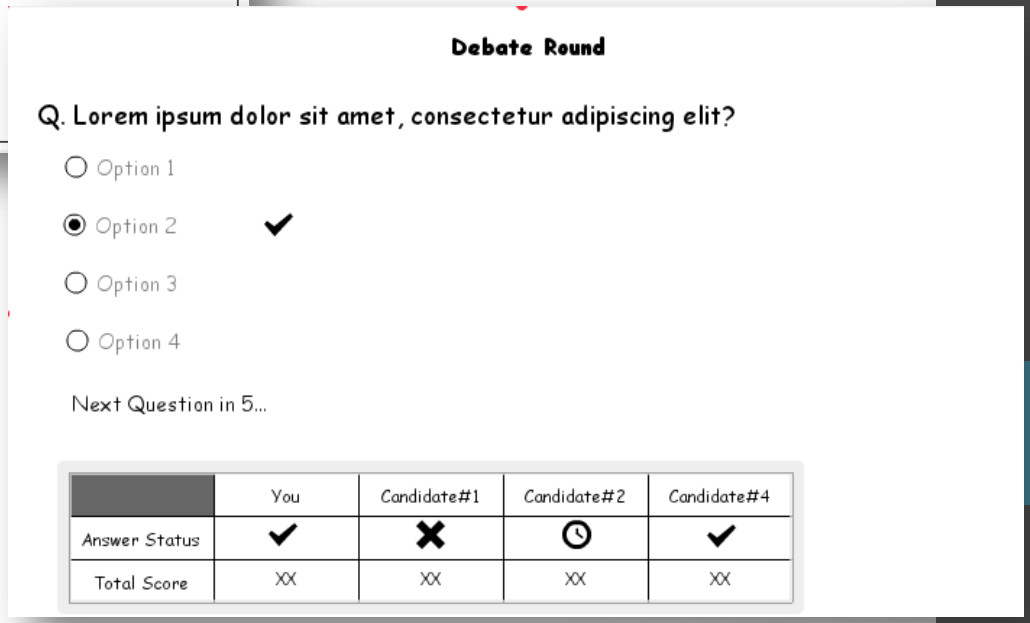


Redundancy



Before

After

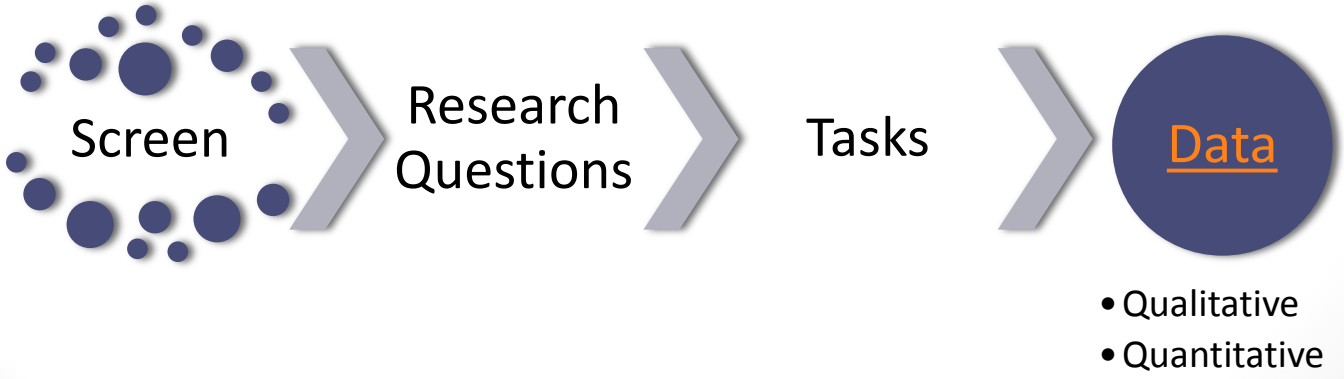


User Studies

- 1 pilot test + 5 user studies
- We evaluated
  - Layout
  - Navigation
  - Cognitive overload for the Users

The Experiment

- Initial Questionnaire
  - Demographics, Game preference/experience, Experience with elections
- Pre Test Instructions
  - Instructional Materials
  - Task Instructions
- 13 Very Specific Tasks
- Post Test Questionnaire
  - Feedbacks
- Duration: 1 hour +



Tasks

Scenario-1

User is challenged to debate

Directions:

You will read the context & instructions section below to complete a task for scenario1. There are a set of questions for you to answer for each screen within each task/scenario. The screens are numbered by the order they will appear. **While you complete your task, answer each question for the screen you are interacting with**. Please **think aloud** and say **what confuses you**, **what you expect to happen**, and **any recommendations**. At the end of each scenario, feel free to give any additional feedback.

Before you begin please read the context & Instruction sections and familiarize yourself with the screen questions. Please let the proctor know when you are ready to begin. Once you have completed your task let the proctor know. Thanks!

Context & Instructions:

You are Ted Ross, a presidential candidate. You traveled to Georgia to gain votes on your campaign through the South. A rival party candidate, Fred Smith, challenges you to a debate! Accepting the debate will potentially give you enough votes to take the lead in Georgia. Declining the debate will result in losing a substantial amount of votes. Pick the challenge option that will allow you to possibly take or keep the lead in Georgia. Once you enter into the debate try to answer the debate question correctly and submit your answer to the debate moderator. It is possible that some other candidates will have also joined the debate.

Task Question(s):

Screen 1

1) How many votes do you have before you accept the challenge?

Answer: _____

Difficulty to answer(circle one): easy moderate hard

2) What state are you challenged in ?

Answer: _____

Difficulty to answer(circle one): easy moderate hard

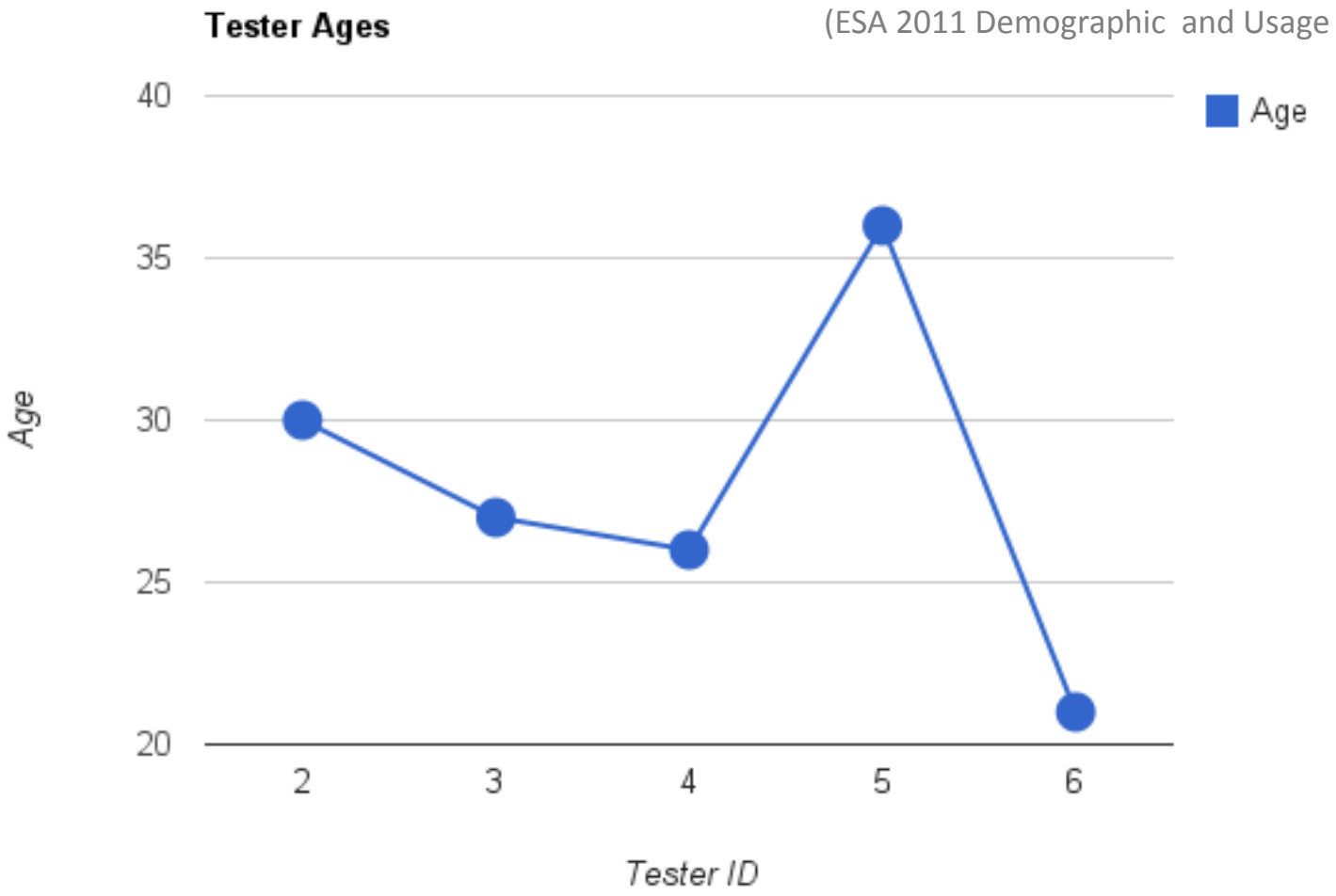
Scenario question

Difficulty Rating

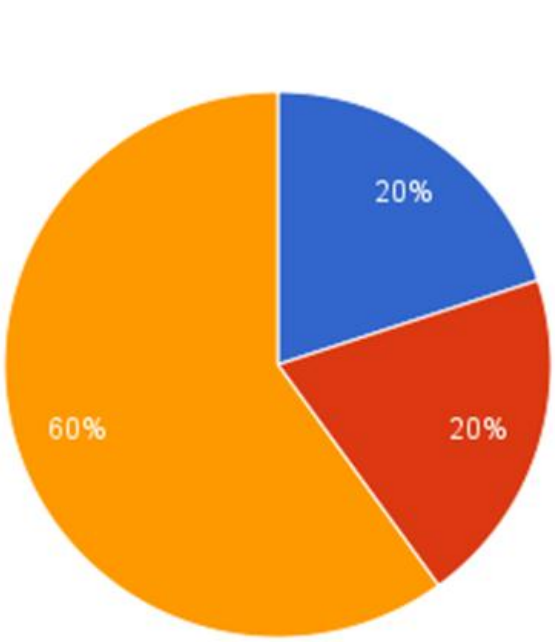
Demographics (initial questionnaire)

*American Gamer Age Average: 37

(ESA 2011 Demographic and Usage Data)

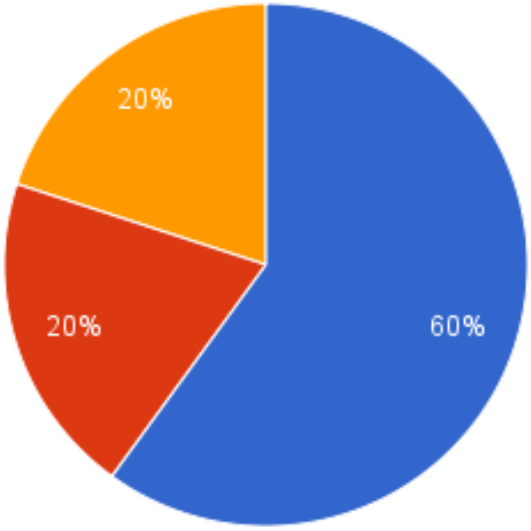


Demographics (initial questionnaire)



Country of Origin

- Columbia
- Taiwan
- United States



Occupation

- Graduate Student
- Game Designer
- Undergraduate Student

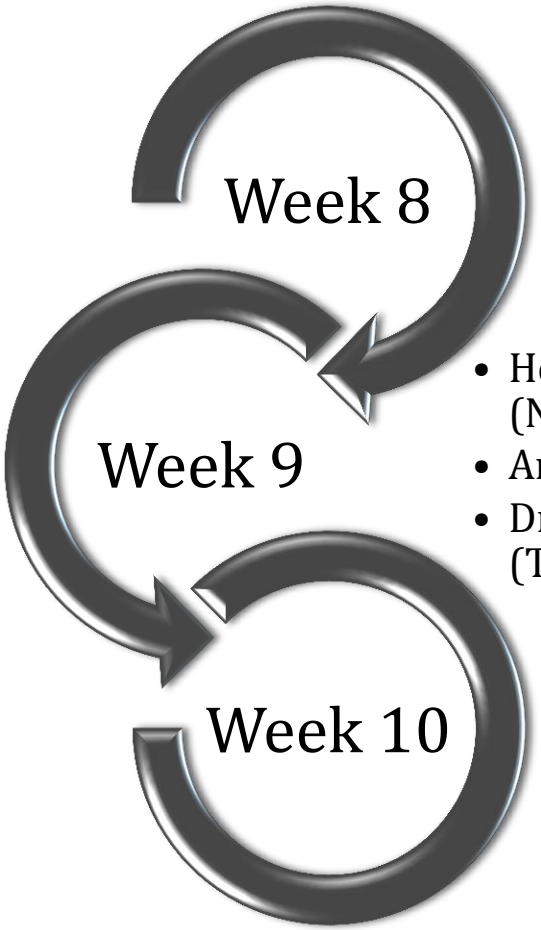
Problems Encountered

- Interpretation problems of user tasks
- Over-curious users
  - Exploring too much
- Limitations of wire-framing
  - Some users expected the ticker news bar to actually be scrolling
- Camtasia© bug
  - For user test 2, the audio and video recording failed to save at the end due to a bug in relation with the windows registry.

Impressions from User Study

- Clear navigation is a must.
- Users shouldn’t be required to scroll.
- Users require feedback when they perform actions.
- Users had mixed opinions about using graphical aids but liked them in general.
- Users didn’t like having to perform mathematical calculations.
- Users don’t appreciate redundant information as it confuses them.
- Icons: Make them more prominent
  Make its affordability of ‘click’ prominent
  Make them consistent
  Must have labels and tool tips

Revised Timeline



- Client Opinion (Team)
- Wireframe Consolidation (Nikhil)

- Heuristic Testing (Nikhil)
- Analyze Data (Team)
- Draw Conclusions (Team)

- Recommend Revisions (Team)
- Write up Report (Team)

QUESTIONS?

THANK YOU