Simulation of the Presidential Election Game

Lee Martie, Hsiao-Hsuan Yu, Ankit Jasuja, Madhusudhan CS, Nikhil Rao and Vijay Krishna
The High Level Diagram & Wireframe

THE DESIGN
High Level Flow Design

START SCREEN

GAME STATUS
- Market Place
  - Bank
  - Consultants
  - Travel Resources
- Travel & Events

HOME SCREEN
- Candidate’s Desk
- USA Elections Map

DEBATES
- Press Conf.
- Black Cards
- Chance Cards

CONVENTIONS
The Wireframes

SNAPSHOTS
Money: $xxxxx
Consultants: xx, yy, zz
Votes: xxxxxx
Leading (in states): xx
I challenge you to a debate!

Accept the challenge?

Yes  No
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 loses 500,000 voters. (This card can be used against any other player.)

Resource Loss:
Votes: 500,000

Victim List:
- Kristine Bell
- Isaac Newton
- Albert Einstein
- Fred Smith

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

Debate Round

Q. Lorem ipsum dolor sit amet, consectetur adipiscing elit?

<table>
<thead>
<tr>
<th>Your Answer</th>
<th>Candidate#1</th>
<th>Candidate#2</th>
<th>Candidate#4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Option 1</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Option 2</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Option 3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Option 4</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Your Score: XX

Total Score: XX

<table>
<thead>
<tr>
<th>Candidate#2</th>
<th>Candidate#4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total Score: XX

After

Debate Round

Q. Lorem ipsum dolor sit amet, consectetur adipiscing elit?

<table>
<thead>
<tr>
<th></th>
<th>You</th>
<th>Candidate#1</th>
<th>Candidate#2</th>
<th>Candidate#4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answer Status</td>
<td>✓</td>
<td>✗</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Total Score</td>
<td>XX</td>
<td>XX</td>
<td>XX</td>
<td>XX</td>
</tr>
</tbody>
</table>

Next Question in 5...
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 +

Screen -> Research Questions -> Tasks -> Data

- Qualitative
- Quantitative
Tasks

Scenario-1
User is challenged to debate

Directions:
You will read the context & instructions section below to complete a task for scenario 1. 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
Demographics (initial questionnaire)

*American Gamer Age Average: 37
(ESA 2011 Demographic and Usage Data)
Demographics (initial questionnaire)

Country of Origin
- Columbia: 60%
- Taiwan: 20%
- United States: 20%

Occupation
- Graduate Student: 60%
- Game Designer: 20%
- Undergraduate Student: 20%
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

- **Week 8**
  - Client Opinion (Team)
  - Wireframe Consolidation (Nikhil)

- **Week 9**
  - Heuristic Testing (Nikhil)
  - Analyze Data (Team)
  - Draw Conclusions (Team)

- **Week 10**
  - Recommend Revisions (Team)
  - Write up Report (Team)
QUESTIONS?

THANK YOU