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LET'S BATTLE

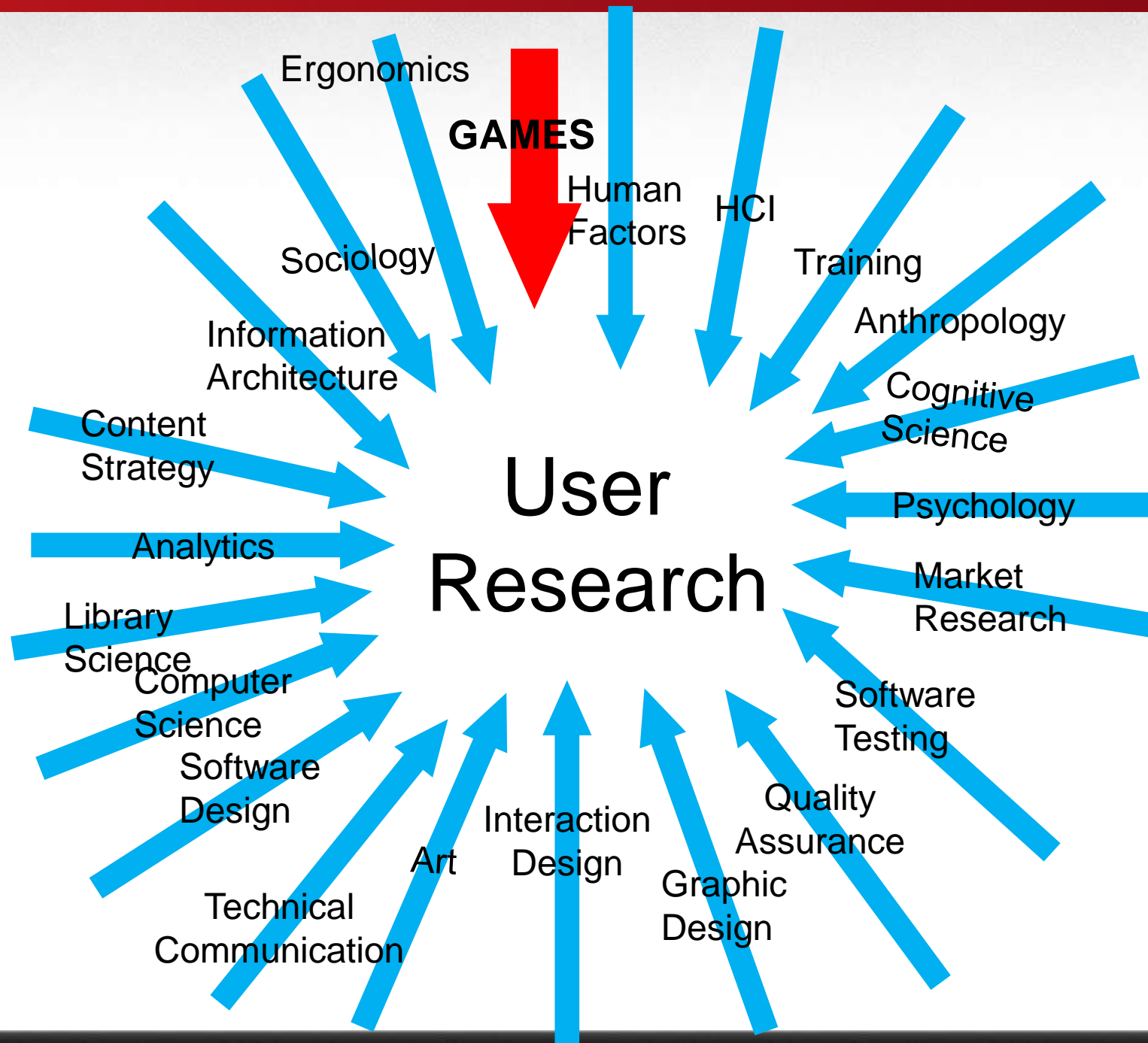
БОЛЬШАЯ ИСТОРИЯ GAMES USER RESEARCH

СПАСИБО,
MICHAEL MEDLOCK!

Senior User Researcher
Games and Entertainment
(Microsoft Games Studios)



GAMES USER RESEARCH (GUR)



> 3500 лет до н.э.

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Игра Сенет

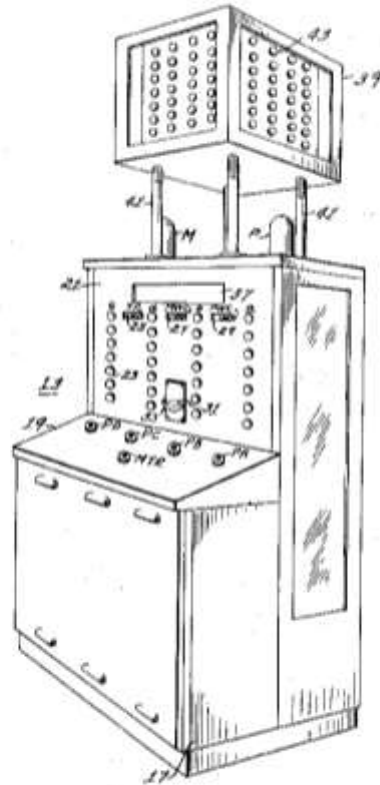


Sept. 24, 1940.

E. U. CONDON ET AL
MACHINE TO PLAY GAME OF NIM

2,215,544

Original Filed April 26, 1940 11 Sheets-Sheet 1



WITNESSES:
James J. [unclear]
Wynne Diamond

Fig. 1.

INVENTORS
Edward U. Condon, Gerald L. Tammey,
and Willard A. Bern,
BY
F. H. Lytle
ATTORNEY



Эдвард Кондон (Edward U. Condon),
игра НИМ

Dec. 14, 1948.

T. T. GOLDSMITH, JR., ET AL

2,455,992

CATHODE-RAY TUBE AMUSEMENT DEVICE

Filed Jan. 25, 1947

2 Sheets-Sheet 2

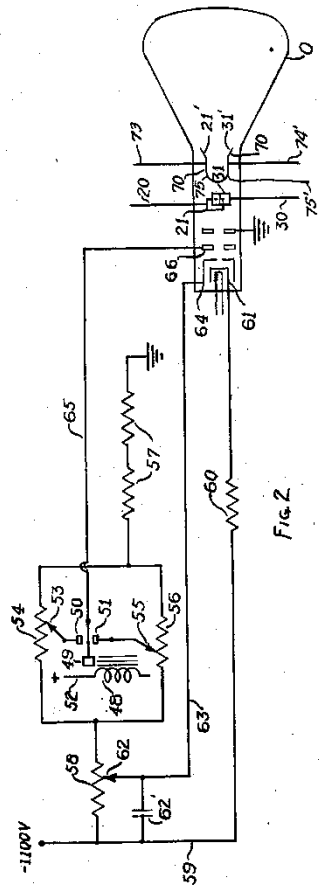


Fig. 2

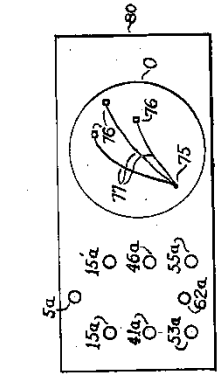


Fig. 4

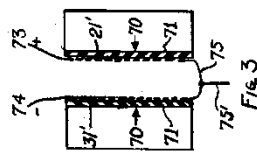
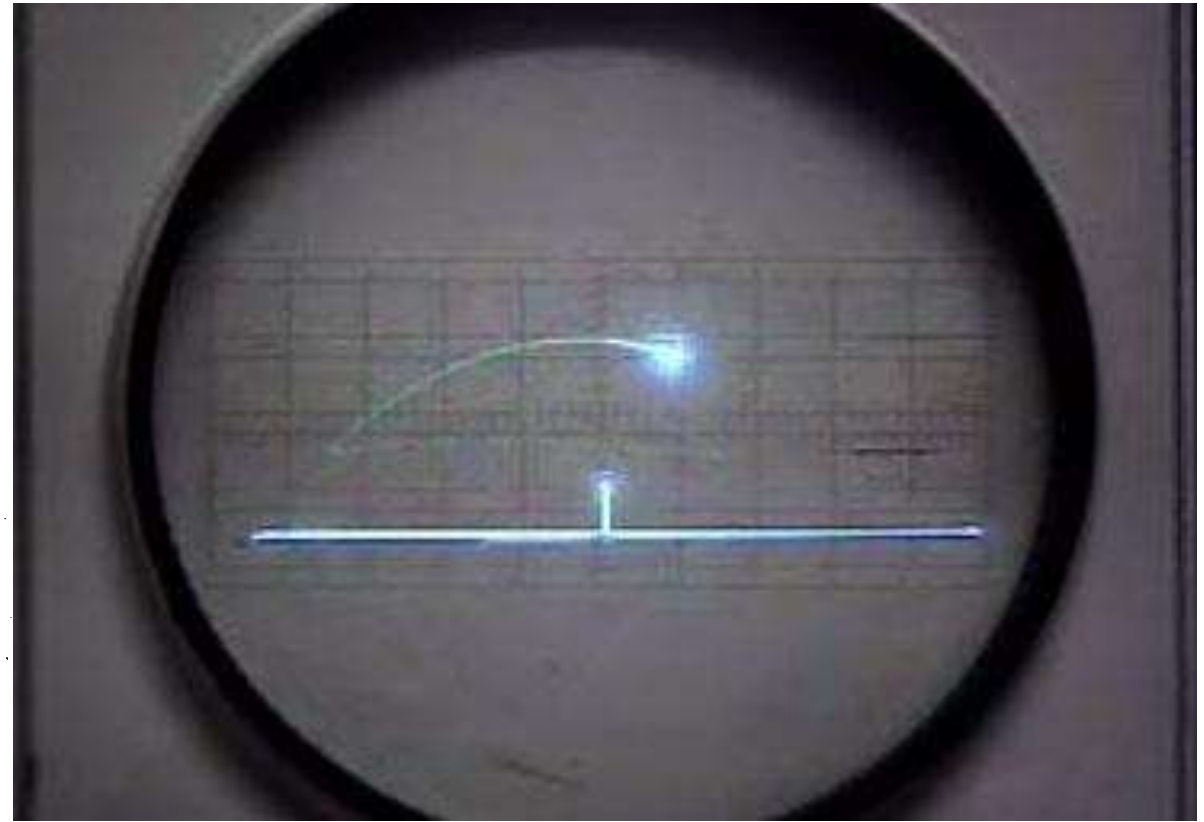


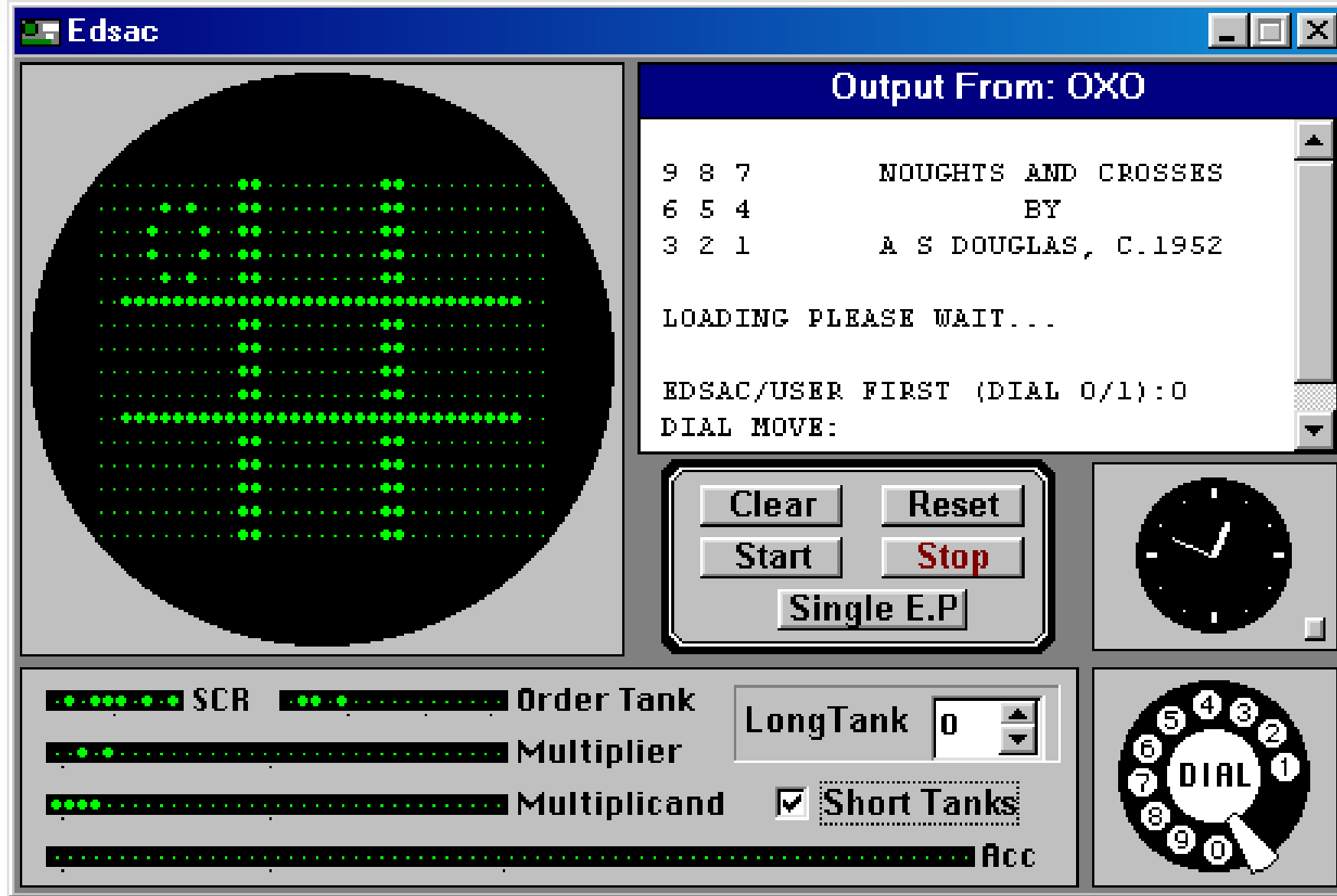
Fig. 3

Thomas T. Goldsmith, Jr.
Estle Ray Mann, INVENTORS

BY
Charles W. Montimer



Thomas T. Goldsmith Jr. и Estle Ray Mann



Александр
Дуглас
(Alexander S.
Douglas),
игра OXO



Мертон Роберт Кинг
(Robert Merton)

Социолог
Книга The Focused Interview



Эрнест Дихтер
(Ernest Dichter)

маркетолог
Focus Group

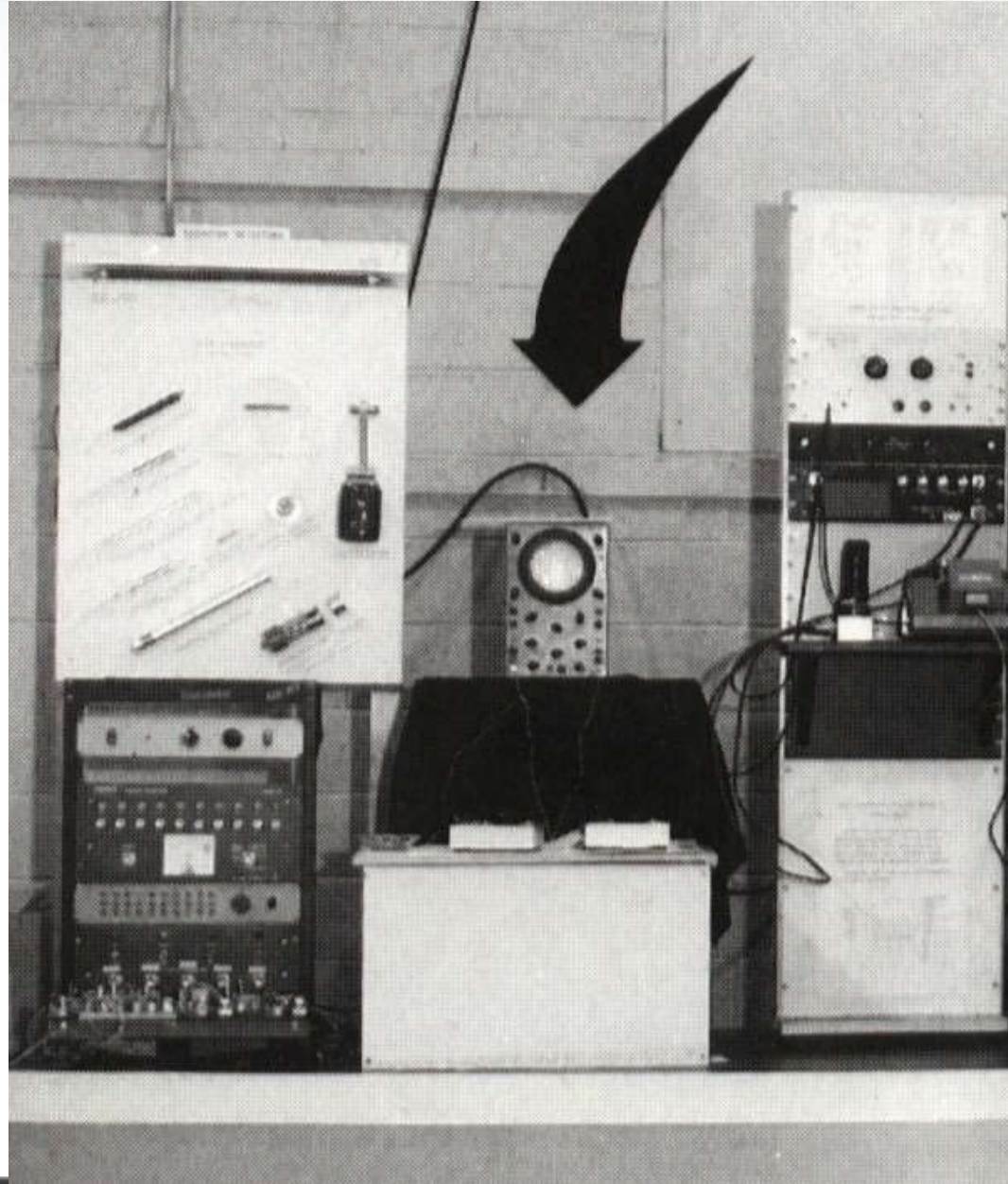
> 1957

Human Factors Society



> 1958

Вилли Хигинботэм
(Willy
Higinbotham),
игра в теннис

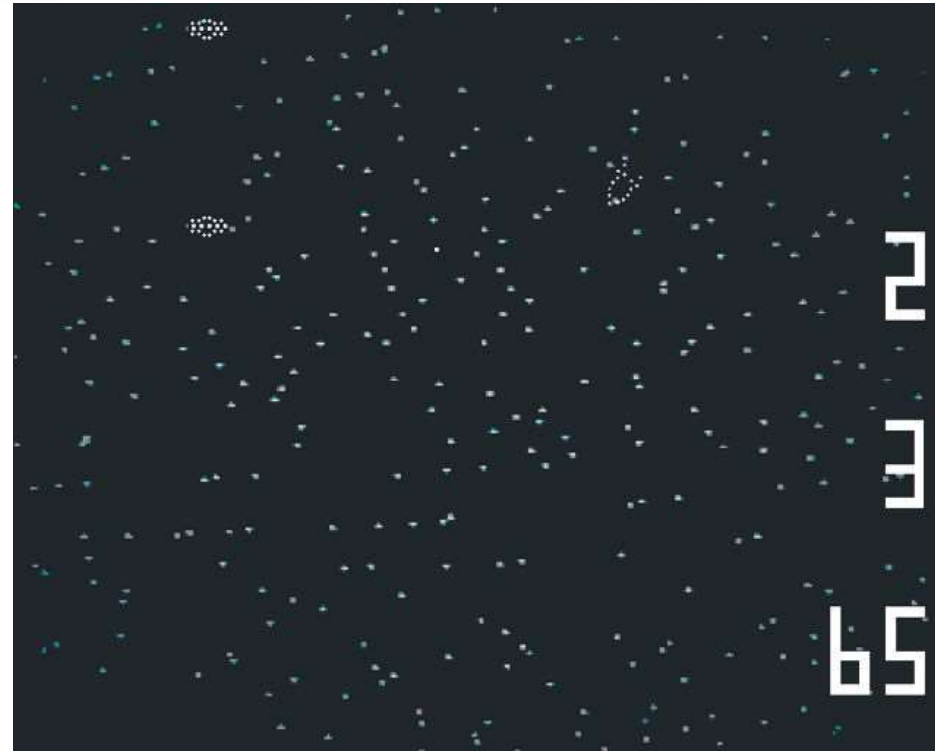


> 1962

Стив Рассел (Steve Russell), игра Spacewar! (первая видео игра для компьютера)



> 1971



Нолан Бушнелл(Nolan Bushnell), игра Computer Space (аркадная версия Spacewar!)

NAMA Mid-Year Legislative Review

NAMA recently issued a bulletin to its member operators, listing new legislation, either enacted or under consideration, in 41 State Legislatures adjourning end of June.

Concerning cigarette vending in par-

Speizer & Kantor To Atari Inc. Team



Meet Terry Speizer and Carol Kantor ... both relatively new additions to Atari, Inc.'s executive staff roster.

Speizer has been named regional sales manager for Atari coin op products. His primary emphasis will focus on product sales and marketing support to Atari's distributor outlets in the Western States.

"Terry's appointment is part of our continuing efforts to increase communication, and offer more personalized service to our distributors and operators," said national sales manager, Frank Ballouz.

Speizer's previous sales and marketing experience includes positions as domestic sales coordinator and field sales representative in the West for American Microsystems, Inc. and the Falstaff Brewing Company.

ticular, twenty four states considered 53 bills to increase the excise tax on smokes. Of this number, eleven are still pending in six states. So far, no state has enacted legislation to increase cigarette excise taxes. However, Washington, D.C., raised its tax from 10¢ to 13¢ per pack effective July 1, 1976.

Four states are still considering legislation to impose an excise tax on other tobacco products, and three states defeated such proposals.

Alabama, Tennessee, Virginia, and New Mexico considered legislation allowing local communities to adopt local cigarette taxes but all were killed except a bill still pending in Alabama.

Four states considered legislation to reduce the cigarette excise tax, but none passed.

A large number of legislatures considered bills to restrict smoking in public places in one way or another. Five states have enacted restrictive legislation, **Utah, Kentucky, Ohio, Michigan, and Hawaii.** The Utah law would prohibit smoking in public places or at public meetings except in designated smoking areas. The Kentucky law would prohibit smoking in any school building or any part of the building used for school purposes, except for adult employees of the school system who smoke in a room designated for such purpose by the principal or superintendent. Curiously, it would allow a principal or superintendent to permit secondary students to smoke if he designates a smoking area. The Ohio law prohibits smoking in areas of public assembly. Michigan adopted four laws, two of

Кэрол Кэнтор (Carol Kantor) Первый Games User Researcher



Colette Weil, Mary Takatsuno и Linda Benzler

Distribution:
 F. Salinas
 S. Berman
 S. Erlston
 S. Calton
 J. Williams
 S. Lippke
 S. Hayes
 S. Opperman
 S. Osborne
 L. Salas
 J. Day
 J. Redline
 S. Brubaker
 S. Van Elteren
 C. Weil

MARKETING RESEARCH
 October 10, 1980

MISSILE COMMAND II
FOCUS GROUP SUMMARY

This report highlights the major findings from two focus groups for the MISSILE COMMAND II prototype. Note that focus groups are directional, qualitative information tools and based on specific objectives set for the groups. The focus group method, due to smaller sample size, is not projectable to the total population.

ANALYSIS AND GROUP CONSIDERATIONS:
 D. Bentley, L. Butcher, N. Takatsuno

DISTRIBUTION:
 S. AVILLAR
 S. CALPTE
 S. COMBER
 J. FARRANE
 E. SERRAO
 M. HALL
 M. KASAR
 J. MARCUS
 S. MONCRIEF
 S. OSBORNE
 L. SALAS
 S. RIVERA
 S. VAN ELSTEN
 E. VICKERS
 E. DUFFY

COIN-OPERATOR GAMES DIVISION
MARKET RESEARCH
 APRIL 20, 1983

CONFIDENTIAL

PLAYER MOVIE SUMMARY REPORT
STAR WARS

FINDINGS IN THIS REPORT ONLY PROVIDE ADDITIONAL INPUTS FOR DIRECTION ON GAME PLAY DEVELOPMENT AND MARKETING STRATEGY.

TEST LOCATION: WRENCH GAME PALACE, PLEASANT HILL
DATE OF LOCATION: APRIL 2, 1983 TO PRESENT
INTERVIEWING DATES: APRIL 8 AND 9, 1983
FIELD WORK AND ANALYSIS: S. BUTCHER, J. HENDEL
ENGINEERING SUPPORT: M. HALL, S. MONCRIEF, S. RIVERA
SAMPLE SIZE: NO RATINGS, 60 IN-DEPTH INTERVIEWS
GAME CONTROLS: 1 COIN PER PLAYER, 1 PLAYER GAME ONLY
BOARDS: NO BOARDS

GAME PLAY DESCRIPTION:
 AS THE GAME'S NAME IMPLIES, STAR WARS' GAME PLAY IS BASED ON THE MOTION PICTURE. GAME PLAY CONSISTS OF THREE DISTINCT PHASES. IN THE FIRST PHASE THE PLAYER COMBATS ENEMY SPACE CRAFT. THE NEXT SEQUENCE INVOLVES AVOIDING AND SHOOTING TOWERS AND SUBMERS ON THE SURFACE OF THE DEATH STAR. IN THE FINAL PHASE THE PLAYER FLIES DOWN THE TRENCH ON THE DEATH STAR AND ATTEMPTS TO SHOOT A TORPEDO DOWN THE ESCAPE TUBE.

A NEW TYPE OF CONTROL, APPROPRIATELY NAMED A FLIGHT CONTROL, IS USED IN THIS GAME. IT IS A MODIFIED VERSION OF THE CONTROL USED ON THE ARMY BATTLE SIM. GAME, THE PLAYER USES THE FLIGHT CONTROL FOR MOVEMENT AND FOR FIRING. THE FLIGHT CONTROL REPLACES THE JOYSTICK AND FREEDOM HAND DURING PHASE 1.



DISTRIBUTION:
 S. Avillar
 S. Calpte
 S. Comber
 J. Farrane
 E. Serrao
 M. Hall
 M. Kasar
 J. Marcus
 S. Moncrief
 S. Osborne
 L. Salas
 S. Rivera
 S. Van Elsten
 E. Vickers
 E. Duffy

MARKETING RESEARCH
 October 10, 1980

PLAYER MOVIE SUMMARY REPORT
MISSILE COMMAND II

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 E. Duffy

MARKET RESEARCH
 OCTOBER 1, 1980

EMPIRE STRIKES BACK
FOCUS GROUP SUMMARY AND DIRECTIONAL CONSIDERATIONS
 SEPTEMBER 26, 1980
 MODERATED AND ANALYZED BY
 MARY TAKATSUNO

FOCUS GROUP RESEARCH YIELDS QUALITATIVE RATHER THAN QUANTITATIVE INFORMATION USE TO ITS NAME AND ONLY ATTEMPTS TO IDENTIFY ONLY BE USED AS A DEVELOPMENTAL/RESEARCH AID FOR THE PROJECT TEAM.

GAME AND PLAY DESCRIPTION:
 The player takes on the role of Luke Skywalker in the film in an effort to rescue the last Jedi from Darth Vader's forces on the planet Tatooine. The game is played in first-person either in a top-down or in the Star Wars style.

During Phase 1, only three Darth Vader's forces were observed. In later play, the player would require one or more Darth Vader's forces. These three enemies are expected to be introduced in an intermediate, but were not in the focus. In later play, the player would require one or more Darth Vader's forces. In later play, the player would require one or more Darth Vader's forces. In later play, the player would require one or more Darth Vader's forces.

At the end of this session, a profile of Star Wars, describing the player who "The Star Wars" is "Star Wars".

The game "Star Wars" is a first person of "Star Wars" is "Star Wars". The game "Star Wars" is a first person of "Star Wars" is "Star Wars". The game "Star Wars" is a first person of "Star Wars" is "Star Wars".

GROUP STRUCTURE:
 Two sets of focus groups of 25 players, followed by 10 to 15 to 20 and 10 to 15 to 20. The focus groups are held in a room that is not in the room.



> 1980 – 1985

- > 1980 Ericson and Simon опубликовали "Verbal Reports as Data"
- > 1981 Наблюдение за играющими детьми
- > 1982 Jim Lewis, статья респондентах для юзабилити-тестирования
- > 1983 The Psychology of Human Computer Interaction
- > 1985 Nintendo Japan.

8ми бальный опрос, оценивающий графику, музыку, контролы, героев, темп игры и интересность



NINTENDO POWER PLAYER'S EVALUATION FORM

NAME OF GAME		
SYSTEM	COMPANY	
GAME TYPE	EVALUATOR	
DATE	ISSUE REVIEWED IN NINTENDO POWER	

EVALUATION	POWER PLAYER	POWER METER	Evaluator's Comments
G Graphics & Sound			
P Play Control			
C Challenge			
T Theme & Fun			

JANUARY 1985

> 1986 – 1990

- > 1986 John Brooke. System Usability Scale (SUS)
- > 1986 Don Norman. Book Psychology of Everyday Things
- > 1986 Первая Game Development Conference (GDC)
- > 1990 Jakob Nielsen, Rolf Molich



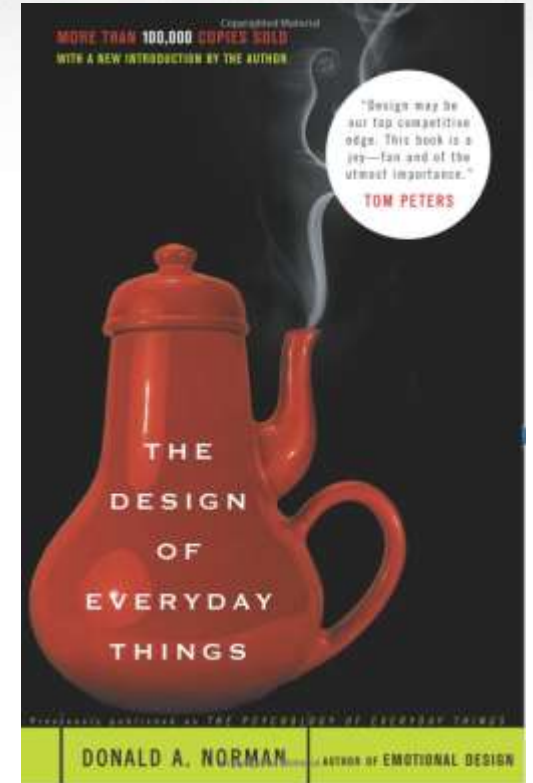
CHI 90 Proceedings

April 1990

HEURISTIC EVALUATION OF USER INTERFACES

Jakob Nielsen and
Technical University of Denmark
Department of Computer Science
DK-2800 Lyngby Copenhagen
Denmark
dat.JN@NEUVM1.bitnet

Rolf Molich
Baltica A/S
Mail Code B22
Klausdalsbrovej 601
DK-2750 Ballerup
Denmark



> 1991 – 1995

- > 1991 Usability Professionals Association (UPA)
- > 1992 Brenda Laurel. Этнографическое исследование девочек с 8 до 14 лет и игр
- > 1993 Jakob Nielsen. Книга Usability Engineering



- > 1994 Первое задокументированное традиционное юзабилити - тестирование. Microsoft Games



> 1996 – 2000

- > 1997 Playtesting group at MS Games. Bill Fullton
Внутренние стандарты на исследование
- > 1997 Whitepapers tutorial, навигация, миникарта
- > 1998 ISO 9241-11
- > 2000 Microsoft Games Usability team + Playtest team =
Microsoft Games User Research (17 специалистов)



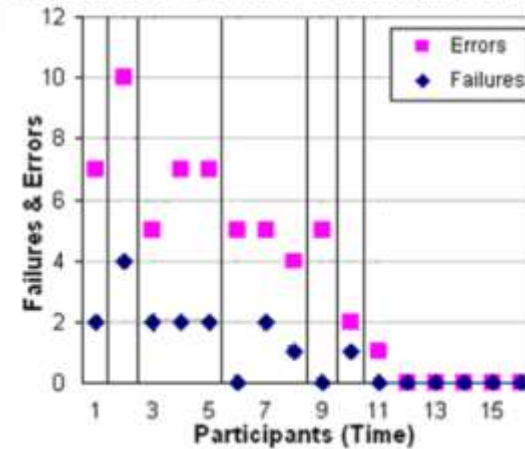
> 2001 – 2005

- > 2002 RITE Method. Age of Ampires
- > 2002 Melissa Federoff publishes Usability Guidelines for the Creation and Evaluation of Fun in Video Games
- > 2002 Первая исследовательская лаборатория. Sony America
- > 2003-2005 Группы исследователей Nielsen Norman Group, Ubisoft, Electronic Arts, THQ, Warner Brothers

AGE OF EMPIRES RITE TEST RESULTS

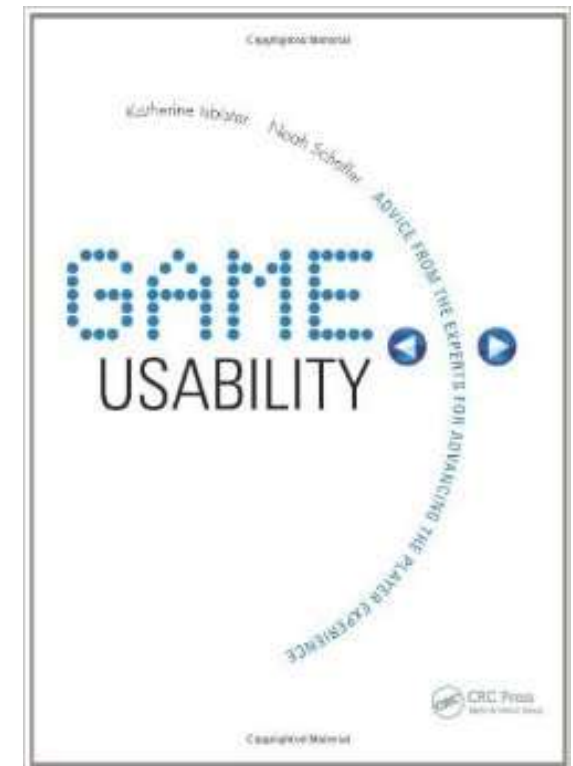
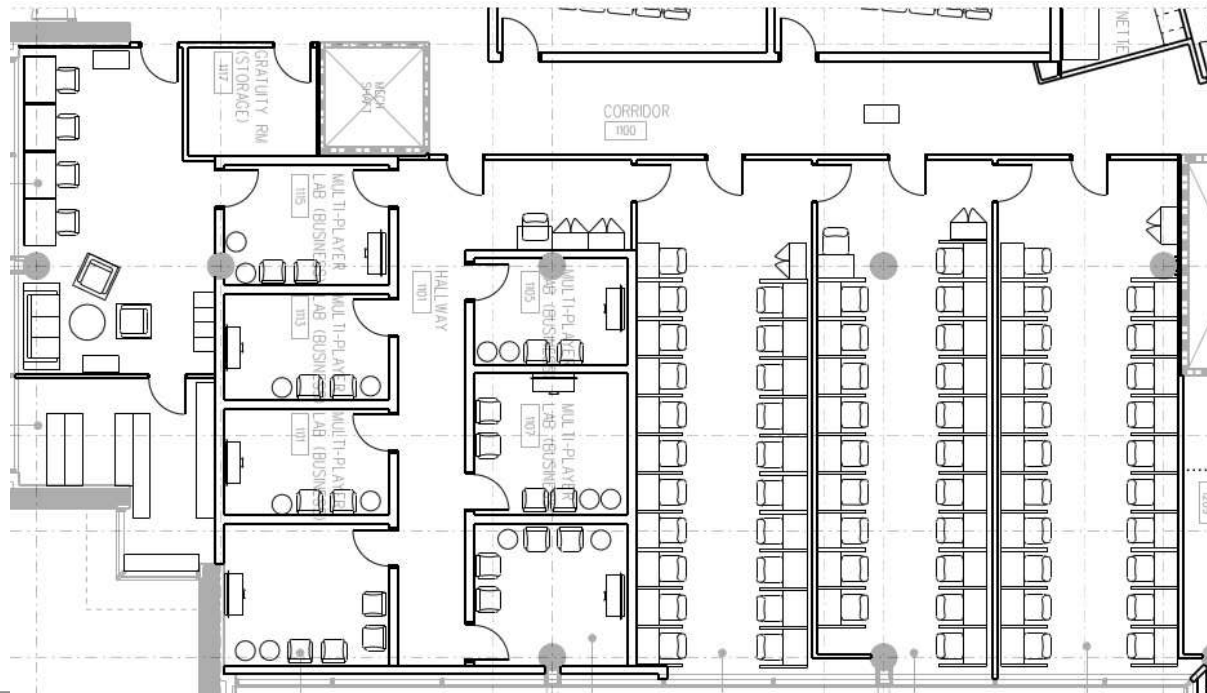
The results are summarized in Figure 1, which is a record of all the failures and errors over time (as represented by the participants) on the Age of Empires II tutorial. In addition, the graph shows the points at which the tutorial was revised. Every vertical line on the graph indicates a point at which a different version of the tutorial was used. Changes were implemented between participants 1, 2, 5, 8, 9, and 10 (6 iterations).

Figure 1. A record of errors over time as changes to the Age of Empires II tutorial were made using the RITE method.



> 2006 – 2009

- > 2007 XEODesign. Первое тестирование игры на Iphone
- > 2008 Книга Game Usability: Advancing the Player Experience
- > 2006 - 2009 Activision, Valve, Zynga
- > 2009 Microsoft GUR labs



> 2010 – 2014

> 2010

GAMES SUMMIT
USER RESEARCH

> 2011 Riot

> 2013 Epic Games, Amazon Game Studios

> 2014 Ubisoft 68 специалистов

> GUR В СНГ

> 2012 Mail.ru Group



> 2012 Wargaming.net

> 2013 Playtestix

> NEXT

- > Новые методики
- > Специалисты
- > Психофизиология



ПРОДОЛЖЕНИЕ СЛЕДУЕТ...

Софья Чебанова

s_chebanova@wargaming.net