Evaluation Plan

Stress Die for Daily Gamification

CONCEPT INTENT

The intent of the concept is to provide a squeezable stress relief object to new Prime full stack students. The object has a secondary use; to introduce gamification to a student's day, such as picking programming tasks from a white board, picking a team member for a specific task, or selecting other choices that students may be presented with. The dice could be used for informal gaming within pods (i.e. where to go for lunch, etc). "Dice Fights" could occur in classrooms as a team building and stress reducing activity. The die would be colored and branded to match Prime's visual identity.

METHODOLOGY

- Present the dice to 3-4 members or groups of the Full Stack cohorts in sessions of approximately 10 minutes each
- Observe and record verbal and actionable reactions to the dice.
- Gain insight into the die's uses after leaving Prime.
- Understand the extent to which Prime full stack students might value the dice in the following areas.
    - As a stress reliever in individual and group contexts.
    - As a random task picker.
    - As a device that facilitates impromptu gaming or gambling sessions.
- Understand whether the die reminds them of Prime and to what degree.
- Understand what they might do with the die after leaving Prime.
- Understand the effects of gamification on student's task assignment and goal achievement.

MATERIALS NEEDED

- Prototype dice (multiple units for group testing).
- Session worksheets (attached).

Evaluation Plan

Worksheet #____

INTRO SCRIPT

Hi, I'm Kris and I'm with the UX design cohort here at Prime. Could you spare 10 minutes to help me with something? I'm testing a new concept for a welcome gift that would be given to Full Stack cohort members on their first day. I'll be showing you a low-fidelity prototype of the gift.

GAMIFICATION QUESTIONS AND NOTES

- Before I show you the gift, I have a couple simple questions. Do you like to play games? Video games, board games, gambling, bar games, or any kind of games?

- If not, why?

(Put the box out on table if it isn't already. Observe and note reactions to the gift box. After the box observations, prompt them to open the box if necessary.)

PROTOTYPE QUESTIONS AND NOTES *Observe Reactions, Verbal And Actionable*

- I'll ask you to pretend this is on your desk on the first day class here at Prime.
  What was your reaction to the box?
  What were your thoughts when you opened it and took the gift out of the box?
  How did you feel about the object?

- Now assume you're working in your pod in class. Think about your day.
  How might you use this?
  Introduce 2nd Die: What would happen if everyone in your pod had one?

Evaluation Plan

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- Could you use this to choose programming tasks? How might that happen?

- Could you use this for impromptu gaming or low-stakes gambling with your cohort?

- Would you actually squeeze this for stress relief?

- Are there other ways this might reduce stress? *(Prompt throw at each other, etc)*

- Does it make you think of Prime? How?

- What could you imagine that you might do with this after Prime?

- THANK YOU FOR YOUR TIME & HELP!