

**PSN SECTION REDESIGN UX
TESTING QUALITATIVE
RESEARCH**

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Overview

This report is a summary of impressions following seven Card Sort IDI's and fourteen Usability Site Test interviews with 18-35 year old gamers, both male and female who play multi-player video games at least once a week online on a console that they own. Both current users of PlayStation 3 and owners of other video consoles, like Xbox 360 who intend to purchase a PlayStation 3 in the near future were interviewed. No more than 25% of each of the two tests included gamers who primarily use their PlayStation 3 for services or other than games, like using it for Netflix, Hulu, or any of the branded sports services like NFL Prime Ticket. All respondents represented that neither they nor anyone in their immediate family work in any critical industry, including media, market research, or the design, manufacturing, marketing or distribution of video game products.

IDIs were conducted November 16, 17 and 18th 2011 at the Ayzenberg Group office in Pasadena, California and were both audiotaped and videotaped. Agency stakeholders and moderator observed each of the interviews.

Objectives

The objectives of this research were as follows:

- To explore and understand the taxonomy and labeling used when gamers sort cards with gaming content
- To explore and understand how gamers perceive category information with four distinct IA structures
- To learn which of the four IA structures is most preferred, which least preferred and reasons for choices made
- To capture gamers general perceptions and experiences with gaming (NOTE: Findings regarding this last objective will be evaluated by the client, and are therefore not included in this report)

A SPECIAL NOTE ABOUT THE FINDINGS

It should be mentioned that qualitative research cannot be used to quantitatively measure those factors and opinions that people have about gaming. The discussions do, however, provide insights that can lead to a better understanding of the reactions that people have regarding these issues. In this report, dominant themes of the interviews are being submitted to provide an overall view of the information gathered. Implications have been drawn where they seem warranted by the majority of the participants.

Testing Methods

Method Detail:

Question Session	
Oral question and answers	
How we'll do it:	<ol style="list-style-type: none">1. At the end of the session we will ask a series of open ended and numerical rating questions to gauge deeper understanding and comprehension of PSN.
Expected result:	<ul style="list-style-type: none">○ Data that illustrates how participants perceive various aspects of the PlayStation Network
What we'll learn:	<ul style="list-style-type: none">○ Greater detail on how users understand the PlayStation Network.○ Understanding that may influence IA decisions.
How we'll measure success:	<ul style="list-style-type: none">○ Collecting a robust set of responses for analysis
Question List	See Appendix A – 32 Questions

Card Sort

Method Detail:

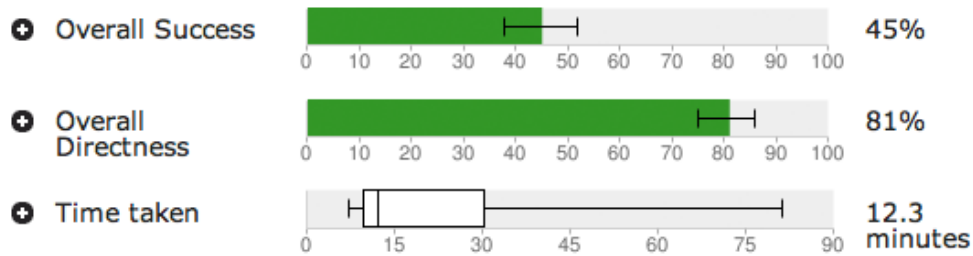
Card Sort

Set Context

How we'll do it:	<ul style="list-style-type: none">○ We spent 10-30 minutes with the participants asking them to categorize a set of cards into groups. No mention of the number of groups or aid will be provided as the participants go through the sorting exercise. We may from time to time as clarifying questions.
Expected result:	<ul style="list-style-type: none">○ Qualitative data that illustrate user-generated taxonomies and labeling.
What we'll learn:	<ul style="list-style-type: none">○ How the participant approaches console, game and or entertainment content.
How we'll measure success:	If we are able to collect contextual data that will illuminate the participant's responses to the exercises.

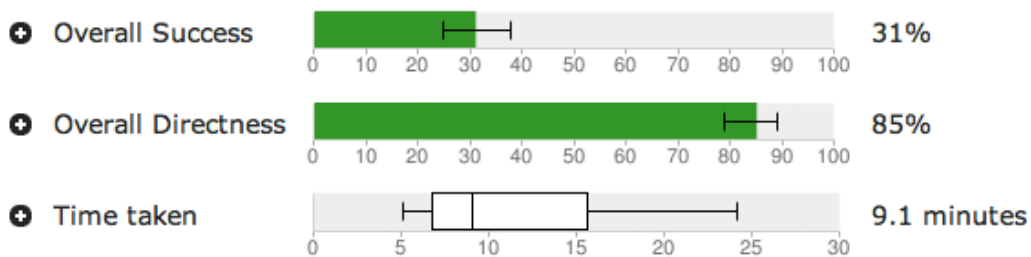
APPENDIX C – Response Time Results

CURRENT NAVIGATION



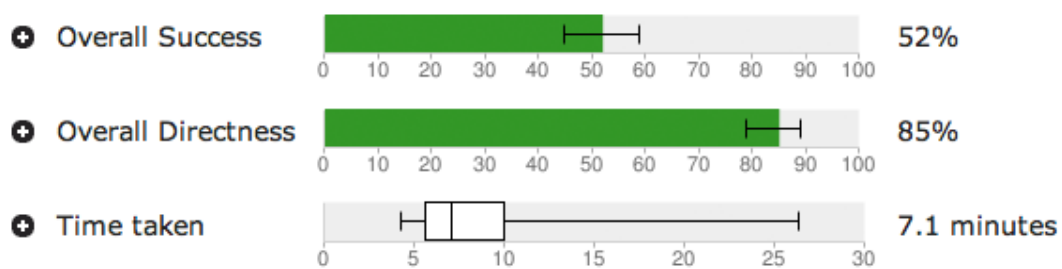
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MENTAL MODEL NAVIGATION



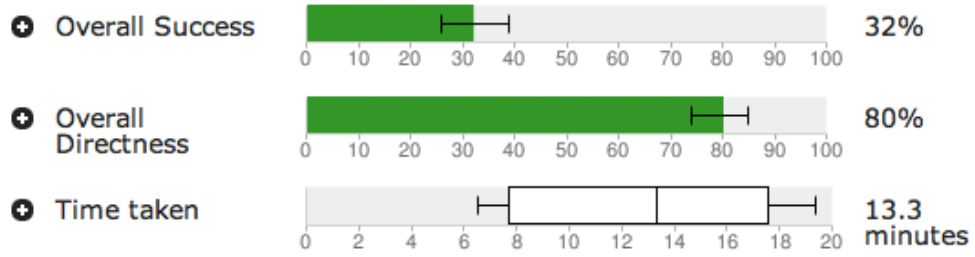
Detailed Results located in file : Treejack-playstation2-1-RESULTS.xls

MODIFIED CURRENT NAVIGATION



Detailed Results located in file : Treejack-playstation3-1-RESULTS.xls

TASK BASED NAVIGATION



Detailed Results located in file : Treejack-playstation4-1-RESULTS.xls