

Observation

Why am I doing this?

I did an observation to see how players naturally behave while playing a party game. This will help me understand the real emotions and interactions that happen during a game.

How am I doing this?

I did an observation during a party while they played 30 Seconds and Hitster without participating to focus on their behaviour, interactions and reactions.



What did I find out?

- Competition creates a lot of fun and laughter. It played a significant role in making a game enjoyable.
- Emotional reactions to winning or losing add to the enjoyment.
- The social and emotional engagement is often more fun than the outcome of the game.

So?

The observation confirmed that players indeed find competitive gameplay more fun and enjoying, something I found out during the target group interview as well. It is important to make our game competitive to encourage social engagement to make the game more enjoyable, since it's mentioned twice during my research. I also learned that doing an observation on their natural behaviour can lead to insights you wouldn't find with other research methods, since they're not focused on natural behaviour and raw emotions.