

Figure 1: Player Affect Journey Map from Think Aloud Sessions (11in X 17in)



DESIGN INTERVENTION

"Okay, the gameplay is actually fun compared to tutorial because in tutorial you only see some percentage of the actual game."

"I think it's pretty good to have free quest, not everyone wants to get competitive and spend money for in game purchases."

"Oh George Molina, old Stryker 10,000 train XP - Jeez!"

"This seems like it's going to take hours just to figure out how it works...They're trying to suck you in."

"I basically did nothing. I am not very passionate about the game as it looks pretty easy."

"Why there's so many different things. perk points rubies quests, like all these terms are wild."

"I'm gonna check out what stamina does. What? It took me to the store. Tell me what it does. How do I find out what this does?"

PLAYING MATCH

QUESTS

STORE

WORLD TOUR

Interest/Excitement (8/10)

- Playing a Real Game for First Time
- Match the Real World of Soccer
- Receiving Gold Pack Player

Excitement/ Appreciation (3/10)

- Value of Quests Feature

Interest/Excitement (3/10)

- Receiving & Opening Free Packs to get a New Player

Excitement/Enjoyment (3/10)

- New Mode
- Playing actual game
- Getting Used to Controls

Annoyance/Frustration/ Disappointment (8/10)

- Lack of Control of Tutorial and Game Logic
- Match Difficulty Level

Confusion/Annoyance (4/10)

- Overwhelming amount of new information
- Lack of Control over Tutorial

Confusion/Impatience (9/10)

- Currency System & Purpose
- Moving through Store, Impatient to Play the Game

Disappointment/ Frustration (6/10)

- Length of the World Tour
- Confusion over Gestures/Controls of the Game