XR P3 Playtesting Report

Studio 12 playtesting with Studio 5 on 4/10/23 at VizStudio

Briefly describe the current state of your product / website.

Our product is in the late stage of development and is starting to closely resemble our vision. We have physical pieces that can be connected and visualizations being displayed on the user's device. There are still one or two key things missing from our product that we hope to add.

Describe what you hope to see during this playtest.

We hope to see the user excited to engage with the product and try out different sounds with different songs. Additionally we are hoping to get confirmation on our suspicions that the sound changes are not really clear enough and will require in-game sliders to better understand.

After they playtest our product…

Describe how the playtest proceeded. What did the users do?

The users were all immediately drawn to the puzzle pieces. They started by scanning all of the different puzzle pieces and trying out different combinations. After they played around with the puzzle pieces, they also took a look at the songbook.

Was the product / website's purpose intuitive? Did users appear confused at any point?

The users were definitely confused by the effects—they initially weren't able to hear a difference. After explaining the effects and providing earbuds, the users were more attentive and were able to discern a difference between the base wave and wave with an effect applied. They also seemed confused about the purpose of the app until we explained it.

What kind of things did the users say while interacting?

The users mostly said things relating to the purpose of the app, and to different puzzle pieces. At the time, there really wasn't much experimentation to do and so they were mentioning how it got stale pretty quickly. They also said that the physical representation and connection mechanic was cool and were interested to see how it would look when finished. Additionally the users had a great idea of implementing a marketplace for people to upload their own puzzle pieces and effects, allowing us to grow our library without putting in more work.

In its current state, in what ways (big or small) is the product / website succeeding?

Users really like the puzzle pieces, and immediately seem interested in engaging with them. The product is definitely succeeding at the fundamental level as it piques interest, and invites users to play around with it. The issue now becomes building on that foundation until we have something substantial that can really be used for a more extended period and allow users to gain something from it.

In its current state, in what ways (big or small) is the product / website falling short?

Some of the puzzle piece images were still not being tracked as well as others by the AR image tracking, it is difficult to hear the difference when an effect is added sometimes, and there is not enough content or educational information.

In what areas will you invest your time this week?

This week, we are focusing on making the app more intuitive by iterating on the animated visualizations, and providing more information on the different effects. We also want to flesh out the features so we have more effects and songs. Finally, we want to polish the app so that everything feels and looks really good.

After we playtest their product…

Describe the other team's product / website.

Studio 5 created a VR boxing simulator. Users get a quick tutorial, and then they can enter a training minigame. The minigame is similar to Beat Saber, with different targets coming towards the user. Each color corresponds to a hand, so the target has to be punched with the correct hand; there are also hits that the user has to block by putting up their fists.

Do you think this product / website addresses the five criteria for P3 success?

Technical sophistication: The product is fairly sophisticated, with punching bags that respond to hits, and even NPCs that are punchable. There were a few bugs.
Novelty: The product is fairly novel; although VR boxing has been done before, the Beat Saber style training seems quite novel.
Social Impact: The product promotes physical activity and does a pretty good job of simulating boxing. It could definitely be used to get people interested in boxing.
XR Emphasis: The product very much uses VR to improve the immersiveness of the experience, which makes it very engaging to use.
Financial Sustainability: The studio plans to sell the product for $10 on Steam, although they were considering changing that.