

Identifying User Values for an Activating Game for Children

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Introduction: Goals of the study

- Research project: VALU – Tools for Identifying User needs and Values in Designing Successful Technology Products
- The goal was to get first ideas for an activating game for children
 - Raising children and activating children are particularly *value loaded*
- A tool was needed for identifying user values
 - Sentence completion



Introduction: Psychological values

- Describe what is important to a person in life

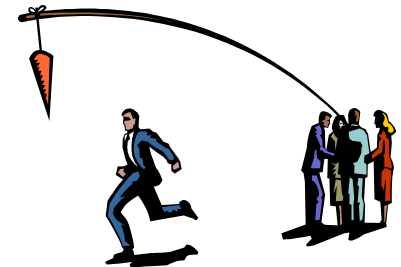


Social relatedness	Esteem, status, achievement, conformity, equality, helpfulness
Emotional and hedonistic	Aroused feeling or affective states, pleasure, fun, sensory enjoyment
Growth and self-actualization	Independent thought and action: choosing, creating and exploring
Universal	Protection of the welfare of all people and for nature



Introduction: User values

- *User values* are their personal values that affect their views about what is important in a certain product
 - Connection to product preference
 - Essential in *persuading* users






Sentence completion

- is a combination of a questionnaire and a projective technique
 - Used in psychology and consumer research
 - Respondents' are asked to complete given sentences
 - **first reactions and associations**
 - **using own words**
 - Projective technique needed as it is difficult to discuss what is valuable if directly asked





Sentence completion is revealing inner thoughts (Hoyer and MacInnis, 2007)

- People who don't smoke are...
 -happier
 -wise
- Teenagers who start to smoke are....
 -crazy
 -foolish





Methods of the case

- 10 families were interviewed
 - The interviews lasted from one to one and a half hours
 - The child's interests and ways of spending time and exercising, parents' point of view were discussed
- 10 parents filled in a sentence completion questionnaire
- Two researchers analyzed independently the results and counted the number of values mentioned





Sentence completion for identifying user values

General	The most important thing to me is... It is important in my children's spare time activities that...
Social relatedness	When my child exercises, other children...
Emotional and hedonistic	The emotion my children's exercising arouses... My child's best experience was...
Growth and self-actualization	Exercising helps my child to....





Examples of the parents' responses (1/2)

The most important thing to me is...	... the well-being of me and my family.
My children exercise...	...irregularly, but willingly when they have company.
It is important in my children's spare time activities that...	...she enjoys it and it is good for her healthy.
My children receive positive attention in spare time activities if...	... he participates or succeeds e.g. meets a goal.



Examples of the parents' responses (2/2)

The emotion my children's exercising arouses...	... is that I should encourage them more to regularly exercise.
My child's best experience was...	...down-hill skiing as there were friends.
About my children's spare time activities I want to know...	...the company he has and how is he acting.



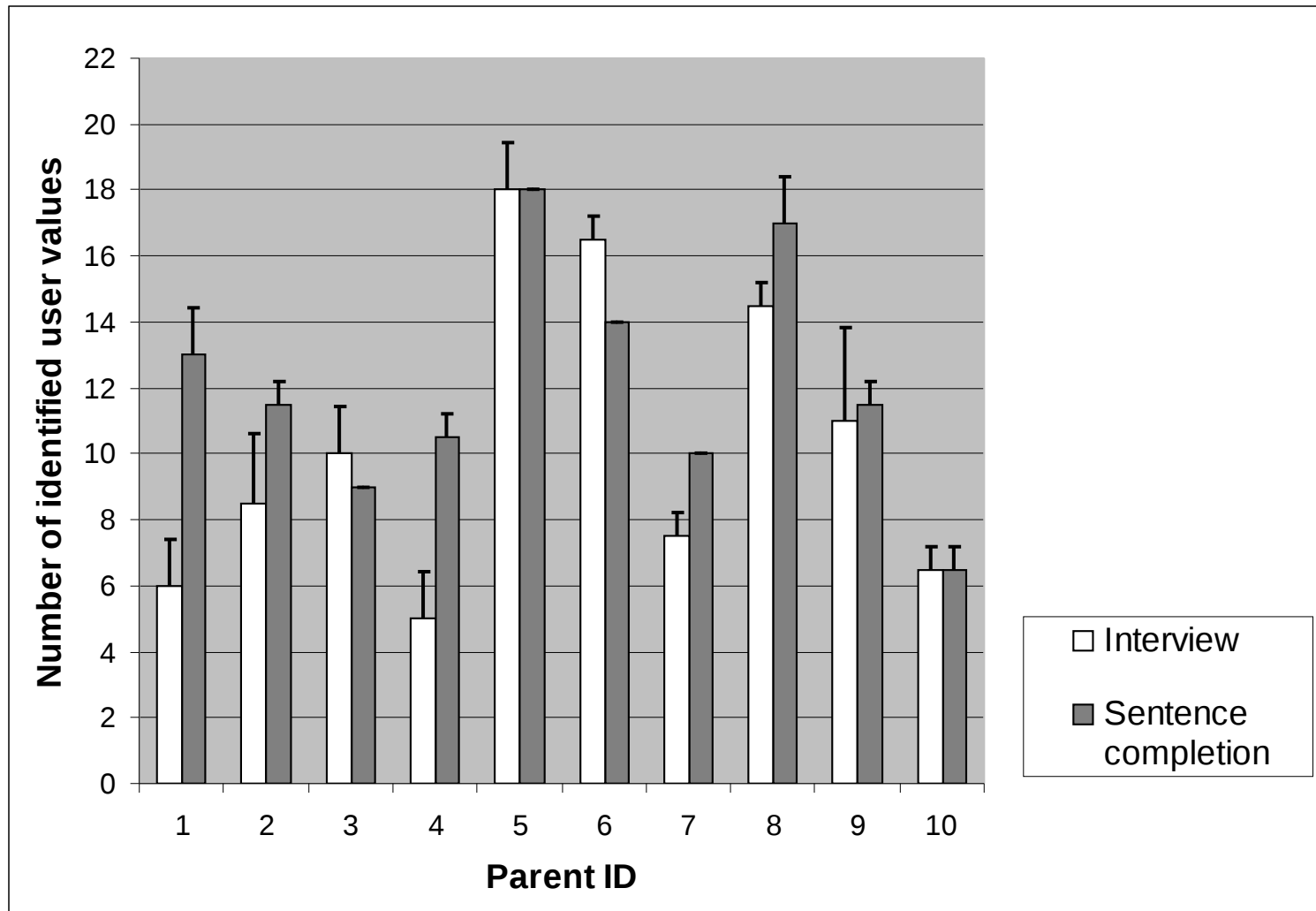


Comparing interviewing and sentence completion

- Both revealed the same values and provided similar results
- The interviews gave a lot of detailed information needed to deeply understand the family and the members' needs and values
- Sentence completion gave more focused information on family values and uncovered some hidden values that were not stated during the interviews



Results: Comparing sentence completion to interviewing





Conclusions

- The results were a good starting point for designing a game concept that is seen as attractive by both parents and children
 - Parents highlighted the importance of social and emotional values
 - Too much competitiveness was not seen good
- The concept should support children's natural playfulness and not solely focus on individual achievement but mutual co-operation





Conclusions

- Sentence completion revealed slightly more values than interviews
 - Unhidden values were identified not mentioned in interviews
 - A suitable tool particularly when you need intimate information that is difficult to discuss face to face
- Interviews were more time-demanding but provided more general information about users and their activities

