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Assignment 3

1) You are responsible for the design and release of a new video-game title. The company is looking for large audience appeal. What type of evaluation do you think would be appropriate to determine if it might become a hit.

The meaning of becoming a hit is that many people are playing the game, and so buy it. It could be described as three steps below.

1) When people first meet the game at a glance, they should become interested in it. No matter how great it is, if people do not start to play the game, they cannot know the greatness of the game. So, it is very important to make people play it once. For this object, the first impression of the game should be charming. Visual attracts : People would stop at the beautiful and delicate visual effects. Motivation : Novelty : If there have been many similar games already, people would not see our games.

2) After they play it once, they should become want to play the game again and again, and, so to speak, be engaged into it. Motivation : Motivation makes people keep playing the game even if when they slightly lose the interests on it. Challenge (Balance of difficulty) : Related with the concept of hard fun. People are engaged into the game when they face some not-too-hard problems, try to solve them, and then overcome them. Balance of predictability and unpredictability : People fill bored when the game is so predictable, while people fill desperate and lose their interests when the game is so unpredictable. So, it is important that when people expect A, the game should suggest A', not A nor B.

3) While they are playing the game, they should involve others such as their friends in the game. By inserting collaborative features and competitive features, such as team-vs-team modes into the game, we can make the players bring their friends into the world of this game.

2) You are on a cirriculum team developing a course for learning basic concepts in a field (8. 01, 18.02, 6.001). What metrics do you think are most relevant to determining how the course design might be improved.

The most important thing which should be considered in designing the basic class is how to make students be interested and engaged into the contents of the class, because it makes students learn and search the knowledge and information actively.

Motivation : It is well proven that the self-motivated students are the most effective learners.

Challenge (balance of difficulty) : Related with hard fun. When students are challenged by appropriate difficult problems, they try to solve the problems, and feel delights when they defeat them. If the problems are too easy, students feel bored, while if the problems are too difficult, students feel desperate and lose their interests on the class. Thus, we should arrange the problems of the class by their difficulty in step-by-step ascending order.

Creativeness : Every people have desires to spread the wings of their creativity and the power of imagination. Moreover, most of the greatest finds and inventions are from the creativity. Thus, it is very important to make a creative environment not only to make students engaged but also to cause rich results from the class.

3) You are making an artwork or demo that you want to use to engage a broad diverse audience. What metrics do you apply to an evaluation of this work. What are your preferred ways of gaining feedback?

1) How many people stop at my works? It is similar to the case of the games. Before making people engaged into my works, I should make them stop at my works, see them, and have interests on them. Uniqueness and novelty are important factors in this stage because they can catch attention from passersby.

2) How much time people spend at my works with concentration? Although the most important feedbacks from the audience are how and how much they feel through my works, it is not easy to measure and evaluate them. Thus, we can estimate and approximate them by measuring the time that people spend with my works.

3) How many times people come back again to my works with their colleagues? If a work shows new aspects every time people appreciate it again and again, it could gain a long-term value, while a work which cannot show any difference could be disposable. Thus, I can evaluate my works' long-term values by measuring how many times people come back again to see new aspects from my works.

4) discuss attributes that you think would be most important in terms of stimulating you to have a long term relationship with a robot.

There could be two kinds of relationship with a robot; relationship with an incomplete robot I am making, and relationship with a finished robot I owned. In this case, we will deal only with the relationship with a finished robot.

Although robots are made for practical needs and technical helps, a long term relationship with a robot could be from the familiarity with the robot. If there is no familiarity with the robot, when there comes new able models, the relationship with the robot would be broken.

There are several attributes to form the familiarity with the robot.

1) Interactions : When people act something to the robot and see the responses, they feel like that the robot recognizes them. Because people prefer mutual relationship, it is easier to make relationship with the robot which can interact with people than which cannot.

2) Time & Personal Memories : People easily feel affection to something with which they spend lots of time, because through the time, the thing, which was a common product at first, has become to their own unique thing. We often see that even a common blanket could be the most precious treasure of a child.

3) External Appearance : People would feel more comfortable with robots with nice and smooth looks than metallic cold robots.