UNIVERSITI TEKNOLOGI MARA

EVALUATION OF USER EXPERIENCE WHILE PLAYING EDUCATIONAL GAMES

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ABSTRACT

Almost everything that people engage in their lives contributes to user experience. User experience consists of experiences that are obtained when the people interacts with an artifact. It concerns on how people feel about an artifact, including the pleasure and satisfaction when using it, looking at it, and holding it. Computer game is also something that can evokes variety of user experiences. Therefore, this study is anticipated with the intention of evaluating user experience while playing computer games particularly for an educational game. The purposes of this study are to examine the attributes of user experience that can be obtain while playing educational games and to acquire deeper insights into the user experience measurements that can be obtained from the eye tracker. The main method that is applied in this study is experimental study using the eye tracking. The results of the study encompass the user experience attributes while playing educational game and better insights into the user experience measurements from the eye tracker. The significance of this study is to provide empirical findings on the user experience while playing educational game which then can be used as guidance in improving the user experience in educational game.

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