



# UNLOCKING THE MINDS OF GAMERS

Seren worked with Kingston University to analyse the reach of usability testing for video games and how biometric testing could widen the company's client base

## Project description and aims

Seren is a design consultancy specialising in advanced measurement techniques, including data analysis and optimisation, to unlock value from quantitative data sources. Understanding what makes a great user experience is key to success for the company. However, using traditional testing methods for user experience is not fully effective for video games.

The company collaborated with the Design School in the Faculty of Art, Design and Architecture at Kingston University to deliver a refined approach for the inclusion of psychophysiological (biometric) data in gaming, retail and digital media product-user research. The project had the aim of conducting an academic review of existing usability testing for video games and research into the use of biometric (psychophysiological) testing in order better to understand emotional and physical responses in the area of immersion (engagement) and flow.

## Impact on the business

Terry Heath, director at Seren, said:

"The participation in the Fusion Collaborative Award programme helped our methodology development and networking with potential partners and clients.

The collaboration has broadened our approach to primary customer research, data gathering, analysis, and immersive user experience (UX) design. Seren now has an improved research toolkit and a wider potential marketplace due to the addition of gaming to our portfolio of experience. Furthermore, the relationship has opened up a number of new partnerships and activities that may in the future lead to new revenue streams and/or enhanced promotion opportunities for us.

## Future directions

- We will undertake a wide range of extensive game testing to compile a core database of biometric experiences, plus extension of the methodology to other immersive UX.
- We will introduce new games platforms (PS4 and Xbox One).
- The methodology could also be extended to cover adaptations such as multi-player and online gaming.



## ESSENTIAL INFO

**SME:** Terry Heath, Sven Krause, Seren

**Academics:** Karen Cham, Carl Yates, Kingston University

**Duration:** 3 months

PART FUNDED BY:



PROJECT PARTNERS:

