

# Changemaker Educations - Project Feedback

This document contains feedback regarding the UX exam project at *Mainframe Industries* for the following students:

- Amanda Alling Andrén
- Beatrice Ferrera
- Christian Wahl
- Marko Ilic

## **Project Leads (Mainframe Industries)**

- Jasmin Dahncke (Senior UX Designer)
- Sulka Haro (Design Director)

## **Project Support (Outsourced)**

- Brandon Cole (Accessibility Specialist)
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## Project Overview

**Educational Institution:** [Changemaker Educations](#)

**Duration:** 14 working days (29.11.2021-16.12.2021)

### **Deliverables:**

- **Benchmarking Document**
  - Break down of current state of the art user experience for accessibility features around the chosen disability
- **Prototype**
  - Wireframe and/or sound file prototype of a possible user experience solution in our game project
- **Design Document**
  - Written documentation of the prototype design

### **What we provided:**

- Access to our game project
- Reference games for benchmarking
- Support from a Game & UX Designer for each deliverable
- Support from our accessibility specialist Brandon Cole
- Shared Slack channel for the duration of the project

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## Project Feedback

The games industry has grown from a niche hobby some decades ago to a current estimated total of 2.69 billion people playing digital games today. This growth has been fueled by the industry enabling an increasingly wide audience of players to enjoy games across a multitude of gaming platforms. Current studies indicate the gamer audience now includes players from all age groups and the gender split of gamers is closing in to representing the general population in the west, with women representing 45% of gameplay audiences.

However, the one demographic lagging behind in gameplay is players with special needs - those with various disabilities, leading them in many cases unable to fully interact with content designed for players with full motor and sensory capabilities. We are very happy to see the student group adopt a subject for their project that aims to bridge this gap. We believe games should be enjoyable by everyone and we applaud the team was willing to take on this challenge. Creating accessibility features for the visually impaired is extremely challenging and the team succeeded in this beyond our expectations.

The students were extremely efficient and diligent in their work, this already showed early on during the project planning and benchmarking phase and continued throughout the entire project. Their problem solving skills, organization and teamwork was truly inspiring.

We were very impressed with the clarity of presentations given during the project and how well the team communicated the project status throughout the assignment duration.

The group structured the entire project by themselves and made use of the tools we provided them with, which mostly involved working together with accessibility specialists Brandon Cole. With Brandon they independently planned and organized user interviews and tests to get a better understanding of the audience and how to solve the challenges they are facing.

The process used by the team was an almost flawless execution of the design thinking framework, starting with making sure they understood and empathized with the core audience, then moving on to document and discuss the findings in their team and starting to design a first prototype.

The team did an excellent job with testing the prototype on the core audience. The test audience was excited and felt relaxed during testing. The team collected findings from the tests consistently and was able to immediately turn the findings into actionable items for the subsequent phase of the project.

Overall we are extremely pleased with the work the four have been doing, they have provided us with plenty of useful material that will help to create a better product in terms of accessibility and additionally they might have laid the groundwork to enable blind gamers to navigate in sandbox games, which would be an industry first. We are excited to share these findings with the games industry and want to congratulate Changemaker Educations on their excellent study program.