Feedback Factory

Designing a game to help students learn to collaborate in online spaces.

User Research
Survey results from 4th and 5th graders gave us insights into what features we should include in our game.

Top Suggested Game Features
- Items 8 mentions
- Collaboration 6 mentions
- Character Customization 5 mentions
- Quizzes 5 mentions
- Mini Games 5 mentions

Surveyed from 32 4th and 5th graders

Ideation & Prototype
We narrowed our list of game features using the MDA (Mechanics, Dynamics, Aesthetics) Framework and made a paper prototype for user testing.

Concept Evaluation
During user testing, we received helpful feedback and suggestions for the next iteration, an interactive clickable prototype.

Game Overview
Feedback Factory is a restaurant-themed game in which players run their own restaurant while learning to distinguish between three types of comments: Evaluation, Advice, and Feedback.

Problem
In this digital age, online collaboration is very common and students need to develop these skills to be successful, but how to teach these skills is a new challenge in education.

That’s why we designed Feedback Factory, a game that helps geographically-separated students learn how to give useful peer feedback in online spaces.

Features
- Expression: Players can express themselves through character and restaurant customization.
- Challenge: Players experience challenge through varying difficulty and time constraints.

Expression
I like how big you make your pizzas, but my little brother has trouble holding them. Is there a way to make some pieces smaller?

Challenge
Not too many people but they don’t seem too happy. Can you suggest something to make them make a choice here?

Feedback
Don’t be worried if your feedback isn’t the best. We don’t expect that! It makes things more interesting.