The User Experience Evaluation Study on Gamified Classroom via Prezi

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Abstract : Game dynamics and game mechanics are the two main components that used in gamification to engage and encourage students to learn. The advantages of gamified classroom are engaging students, increasing students interest, preserving students focus and remain a positive behaviour. However, the empirical studies on gamification are still at early stage, especially the effectiveness of various gamification components have not been evaluated. Thus, this study is aimed to conduct a user experience (UX) evaluation on gamified classroom through Prezi, which focused on learning experience, gaming experience, adaptivity, and gameplay experience. This study is a further study extended from the previous exploratory study to explore more on UX of gamified classroom via Prezi by interview. A focus group study, which involves 22 students from a foundation course has been conducted for the study. Besides the empirical data from the previous study, this focus group study has significantly found that 90.9% respondents show their positive perceptions on gaming experience via Prezi. They are interested, feel fresh, good, and highly motivated of the contents of Prezi. 95.5% participants have had a positive learning experience from the gamified classroom via Prezi, which can engage them, made them concentrate on learning and easy to remember what they have learned if compared to the traditional classroom slides. The adaptivity of the gamified classroom also high due to its zooming user interface, narrative, rewards and engagement features. This study has uncovered on how far the impact of gamification components in the classroom, especially UX that implemented in gamified classroom.

Keywords : user experience (UX), gamification, gamified classroom, Prezi
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