

Module specification

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Module Code	GME610
Module Title	Games User Research
Level	6
Credit value	20
Faculty	FACE
HECoS Code	101268
Cost Code	GAGM
Pre-requisite module	N/A

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
BSc (Hons) Game Development	Core
BA (Hons) Game Art and Animation	Core

Breakdown of module hours

Learning and teaching hours	24 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs
Project supervision hours	0 hrs
Active learning and teaching hours total	24 hrs
Placement hours	0 hrs
Guided independent study hours	176 hrs
Module duration (Total hours)	200 hrs

Module aims

This module aims to do the following:

- Develop understanding of contemporary user research methodologies utilised within games testing and evaluation.
- Explore the principles of user experience, player engagement, and usability within game design practice.
- Enable students to design and implement structured playtesting activities for the collection of user feedback and performance data.
- Develop analytical skills in the interpretation of qualitative and quantitative data generated through playtesting.
- Encourage critical evaluation of iterative design processes and the role of user feedback in informing game production decisions.

Module Learning Outcomes

At the end of this module, students will be able to:

1	Critically evaluate contemporary user research and playtesting methodologies used within game production.
2	Design and plan structured user testing sessions appropriate to a game production context.
3	Conduct effective playtesting activities and collect relevant qualitative and quantitative user data.
4	Critically analyse and assess data generated from user testing session.
5	Appraise completed user testing process to identify actionable design improvements.

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

This assessment will require students to design, conduct, and evaluate a structured programme of user research based around iterative playtesting of an in-development game project. Students will investigate relevant testing methodologies and produce a detailed testing plan for two staged playtesting sessions. Following the implementation of both testing events,

students will analyse collected user feedback and performance data to critically evaluate the impact of iterative testing on game refinement, demonstrating understanding of the value of continuous user research within the game production process.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 2, 3, 4, 5	Portfolio	N/A	100%	N/A

Derogations

None

Learning and Teaching Strategies

This module will utilise lectures and seminars to introduce core principles of game user research, playtesting methodologies and user experience evaluation within game development. Facilitated workshop activities will support students in planning structured testing sessions, discussing research approaches and developing methods for data collection.

The module delivery in later weeks will adopt a practice-led approach, which will enable students to apply theoretical concepts through iterative playtesting and analysis of user feedback linked to live game development projects. Structured processes and tutor guidance will be used throughout to reflect professional industry approaches to user testing and iterative design refinement.

Welsh Elements

Students will have the right to submit assessed work in Welsh, to receive academic supervision and access learning resources and correspondence in Welsh. Students are encouraged to engage with Welsh cultural themes, creative elements and enterprising opportunities as part of student-led activities and assignments to facilitate wider contextual awareness and distinctive creative outputs.

Indicative Syllabus Outline

Indicative Syllabus includes the following topic areas:

- Advanced Game Design Techniques & Strategies
- Methods of Feedback & QA Testing
- Case Studies & Design Evaluations
- Player Experience Design in Games
- Long Term Engagement Models
- Player Psychology
- Addition Design & Flow Theory
- User Experience Design & Testing
- Game Balancing

Indicative Bibliography

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads:

Drachen, A. (2018), *Games User Research*, Oxford: Oxford University Press.

Other indicative reading:

Bromley, S., Long, S. (2021). *How to Be a Games User Researcher: Run Better playtests, Reveal Usability and UX issues, and Make Games Better*, New York: Steve Bromley.

Roberts, G. (2023), *The Product Innovator's Handbook: How to design and manufacture a product that people want to buy*, London: Practical Inspiration Publishing.

Stahlke, S., Mirza-Babaei, P. (2022), *The Game Designer's Playbook: An Introduction to Game Interaction Design*, Oxford: Oxford University Press.

Administrative Information

For office use only	
Initial approval date	July 2026
With effect from date	September 2027
Date and details of revision	
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