



Experiencing Trivia



A codesign research project by Mackie Herrlinger







Table of Contents

Introduction

Slides 3-8

Objectives

Co-designers & Stakeholders

Focus + Scope

Preconceptions

Meeting the Co-design Criteria

Research

Slides 9-12

Research Team

Secondary Research

Plan

Slides 13-

Research Methods

Activity Schedule

Research Timeline

Participant Timeline

Anticipated Deliverables



A group of five diverse young adults are captured in a moment of pure joy and celebration. They are all smiling broadly, with some raising their fists or hands in the air. The man in the center, wearing glasses and a grey t-shirt, has his mouth wide open in a shout. To his left, a woman with blonde hair is clapping. Behind him, another woman with curly hair is partially visible. In front of him, a man with a beard is also clapping. To the right, a woman with her hair in a bun is raising her hand. The background shows a modern interior with large windows and a balcony. The overall atmosphere is one of excitement and camaraderie.

Introduction

Objectives



Understand the current trivia experience and what makes it enjoyable



Explore new design spaces to improve the experience

Co-designers & Stakeholders

Primary
stakeholders:



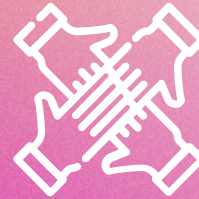
Trivia game developers,
trivia authors, trivia tv
show staff, venue
owners and staff

Secondary
stakeholders:



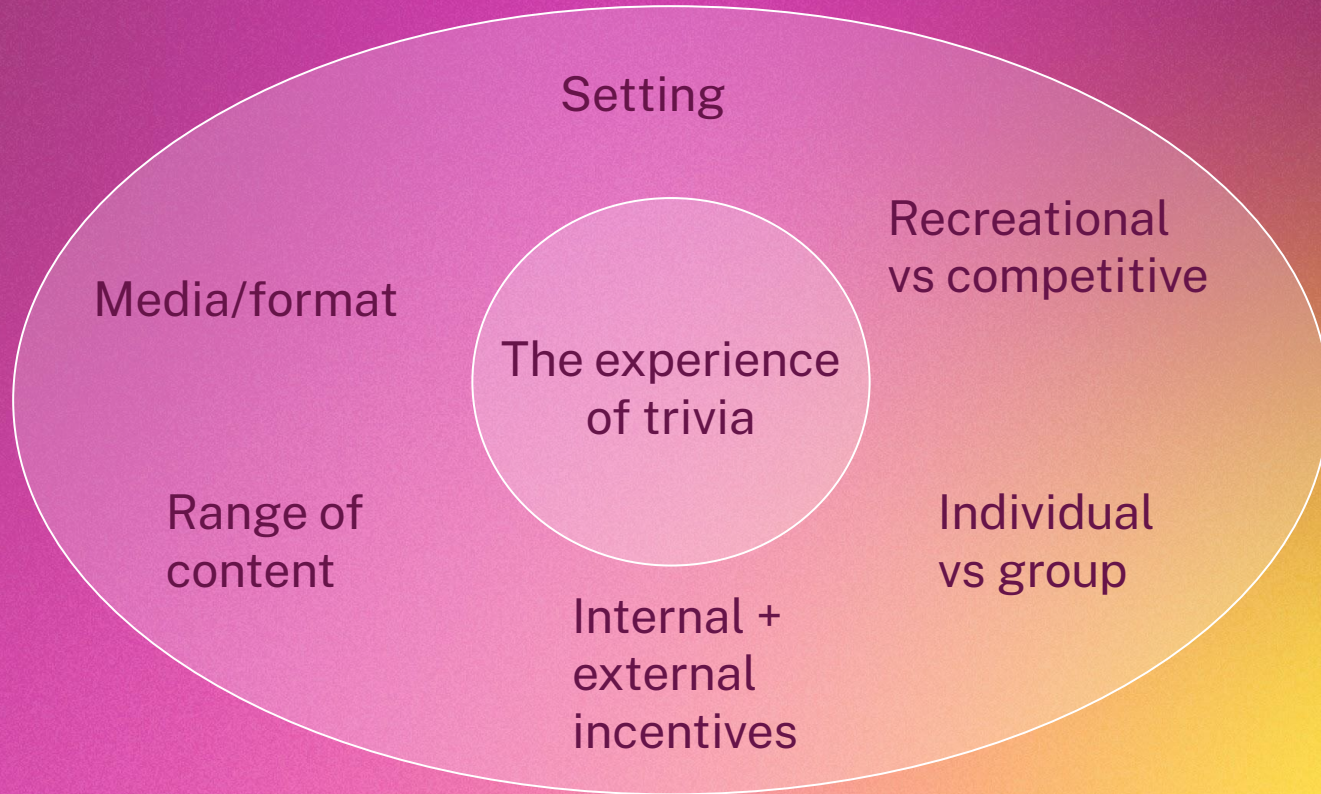
Game companies,
television networks

Co-designers:



Trivia players of
all ages and
backgrounds

Focus + Scope



Preconceptions

People prefer to play trivia in groups

People don't want to pay to play

People would rather trivia be too easy than too hard

Trivia apps are downloaded for short periods of time

People play trivia most often at bars

People who like trivia also like puzzle games



Meeting the Co-design Criteria

Co-design means designing *with* people, rather than *for* people., that is why in this project, our team will work with 15-20 trivia enthusiasts in order to explore the possibilities of what the trivia experience could look like in order to improve the game for all players.

Research

Research Team



8-10 Facilitators

Design research professionals who are responsible for collecting information, facilitating workshops, and analyzing the data



2-3 Designers

Design professionals who can assist with technology and visualization applied throughout the project



15-20 Co-Designers

Trivia enthusiasts age 18+ from various backgrounds who will be directly involved with the imagining of new design spaces



Secondary Research

Why do people like trivia?

- ★ According to John Kounios, the director of Drexel University's doctoral program in applied cognitive and brain sciences, the brain releases a rush of dopamine, the "feel-good" hormone, upon correctly answering a trivia question
- ★ Humans are naturally competitive, and trivia, like any other game, is a chance for friendly competition
- ★ Trivia is for anyone who wants to play: unlike a quiz, there is no real "studying" for trivia. As 74-time *Jeopardy!* Champion Ken Jennings says the only way to be "good" at trivia "is to be a rabidly curious, information-omnivorous person your entire life."
- ★ Many people play pub trivia, which combines the forces of socialization, alcohol, and camaraderie to make for an enjoyable experience
- ★ While the dopamine alone makes a good incentive, other rewards, such as money or giveaways, draw people in

Secondary Research Continued

Why Is Trivia Important ?

- ★ Trivia engages the frontal cortex, the part of the brain responsible for most memory and recall functions. Thus, trivia is essentially a workout for the brain, as players must not only know the answer but recall it within a short amount of time.
- ★ The dopamine rush that trivia can provide is nearly the same as a rush from more destructive habits like gambling, which
- ★ means that trivia could potentially become a substitute, since it has no direct negative side effects
- ★ Trivia is objective, which makes it (at least in theory) a mediator between people of all backgrounds. That being said, trivia may become increasingly important in sharing and trusting in knowledge, especially as the possibility of a “post-truth” world looms



Research Plan

Research Methods

SAY: Methods focused on what people think and say about the topic



Survey

A short survey to gain insight on current trivia habits and preferences, including questions about setting, format, categories, existing trivia media, incentives, etc.

Goal: 300 responses

Research Methods Continued

DO: Methods concerned with people's' actions and behaviors



Observations

Observe players in a wide variety of trivia game settings (virtual and in-person, individual and team, family-friendly and pub, recreational and competitive, etc.) to see how people interact with trivia and each other

Goal: 10-15 observers

Research Methods Continued

MAKE: Methods using creative ways of expressing ideas about a topic



Individual Experience Mapping

A workshop in which people rank their experiences, memories, and feelings on a timeline while simultaneously placing them into positive and negative categories

Goal: 15-20 participants



Collective Visioning

A workshop in which people collaborate to establish an ideal trivia experience for their group and create what this experience may look like

Goal: 3 teams of 3-4 people each
(9-12 total)

Activities Schedule



Survey

Conduct survey to gather early data, which will give facilitators a base upon which they can develop what the later methods will contain as well as a list of potential participants



Observations

Using data from the survey, observers can note what they expect to see and what they think they should watch for, depending on which factors seem most relevant to the experience



Workshops

Finalize and conduct individual experience mapping and collective visioning workshops based on collected statistical and observational data



Research Timeline

Weeks 1-4

Form team, establish roles, recruit participants, create and send out survey

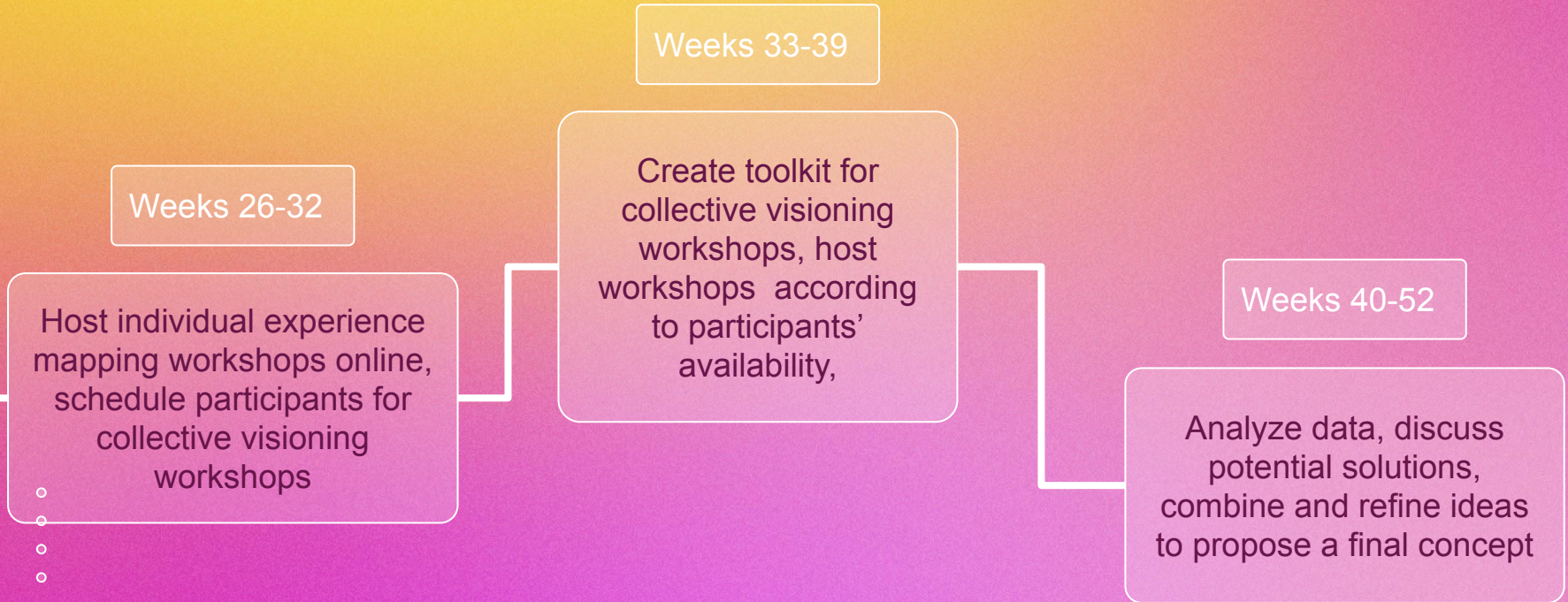
Weeks 5-10

Collect survey data, recruit participants, find trivia events and asks hosts/venues permission to observe events (for in-person events), start planning workshops

Weeks 11-25

Observe trivia events and players of all kinds, observe and recruit players for workshop activities, finalize workshops based on observations

Research Timeline



Participant Timeline

Weeks 1-4	Complete survey
Weeks 5-10	Respond to emails with available times
Weeks 11-25	Participate in one observation activity, schedule for individual experience mapping workshop
Weeks 26-32	Participate in individual experience mapping workshop, schedule for collective visioning workshop
Weeks 33-39	Participate in collective visioning workshop
Weeks 40-52	N/A



Thank you for
listening!

Any questions?

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