

# Generic Feedback Analytics Framework for Serious Games

## Technology Overview

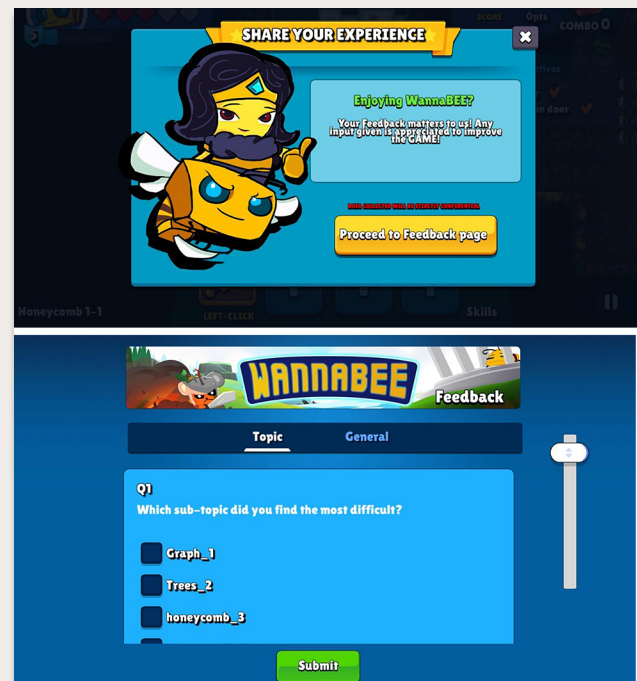
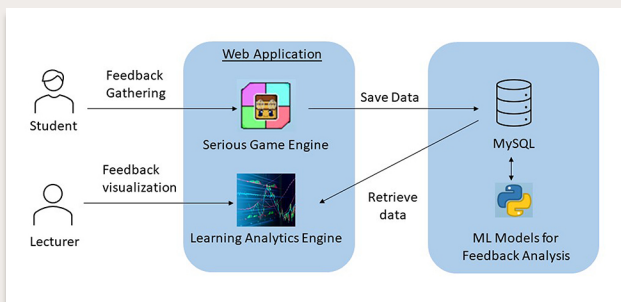
Serious Game is a game created not for pure entertainment but with the serious intention of using it in training and education. One of the essential elements of Serious Game is player enjoyment. This enjoyment element decides whether players would or would not continue to play the game. However, available models for assessing player enjoyment are still limited. To date, there is no off-the-shelf solution or conceptual framework in literature that provides the generic feedback analytics for Serious Games.

This framework focuses on a design of a generic feedback analytics framework to analyse feedback from players while they are playing the game. The framework would capture players' experience using open-ended feedback, analyse the feedback using two Machine Learning models, namely: sentiment analytics and keyword discovery models. It then visualizes the results in an interactive dashboard.

## Features & Specifications

This framework has three main components:

- feedback gathering component;
- feedback analytics component; and
- feedback visualisation component.



## Customer Benefits

The main advantages for this framework are as follows:

- Generic: can be implemented in different games and subjects with no or limited changes required;
- Configurable: can be used to capture and analyse feedback for different questions;
- Scalable: can be used for more than one games and subjects concurrently; and
- Informative: can provide important enjoyment insights (including trends and patterns) from the learners using Machine Learning (ML) models.

## Potential Applications

This framework can be applied in:

- Serious Game companies
- Learning institutions