

## ABOUT THE GAME USER EXPERIENCE SATISFACTION SCALE (GUESS)

The GUESS is a psychometrically validated and comprehensive gaming scale with nine subscales (e.g., Usability/Playability, Creative Freedom, and Social Connectivity) and 55 items in total. In general, the GUESS is intended for any playtesting and game evaluation purposes. It was developed and validated based on the assessments of over 450 unique video game titles across a number of popular genres. Thus, it can be applied across many types of video games in the industry both as a way to assess what aspects of a game contribute to user satisfaction and as a tool to aid in debriefing users on their gaming experience.



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For further questions or inquiries, contact **Mikki Phan, Ph.D.** at [mikkip@gmail.com](mailto:mikkip@gmail.com).

### THE GAME USER EXPERIENCE SATISFACTION SCALE (GUESS)

**Instructions:** Based on your experience playing this game, please rate the following statements on a scale from “Strongly Disagree” to “Strongly Agree”. Select “N/A” if a statement does not applied to the game that you are rating.

	Statement	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree	N/A
1	I think it is easy to learn how to play the game.								
2	I cannot tell that I am getting tired while playing the game.								
3	I am captivated by the game's story from the beginning.								
4	I am in suspense about whether I will succeed in the game.								
5	I feel the game allows me to be imaginative.								
6	I think the game is fun.								
7	I enjoy the sound effects in the game.								
8	I find the controls of the game to be straightforward.								
9	I think the characters in the game are well developed.								
10	I find the game supports social interaction (e.g., chat) between players.								

	<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Somewhat Disagree</b>	<b>Neither Agree nor Disagree</b>	<b>Somewhat Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>N/A</b>
11	I tend to spend more time playing the game than I have planned.								
12	I feel creative while playing the game.								
13	I feel successful when I overcome the obstacles in the game.								
14	I always know how to achieve my goals/objectives in the game.								
15	I feel bored while playing the game.								
16	I think the game's audio fits the mood or style of the game.								
17	I find the game's interface to be easy to navigate.								
18	I feel the game constantly motivates me to proceed further to the next stage or level.								
19	Whenever I stopped playing the game I cannot wait to start playing it again.								
20	I enjoy the game's graphics.								

	<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Somewhat Disagree</b>	<b>Neither Agree nor Disagree</b>	<b>Somewhat Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>N/A</b>
21	I feel detached from the outside world while playing the game.								
22	I enjoy the fantasy or story provided by the game.								
23	I feel I can explore things in the game.								
24	I find my skills gradually improve through the course of overcoming the challenges in the game.								
25	I do not need to go through a lengthy tutorial or read a manual to play the game.								
26	I can block out most other distractions when playing the game.								
27	If given the chance, I want to play this game again.								
28	I feel the game's audio (e.g., sound effects, music) enhances my gaming experience.								
29	I find the game's menus to be user friendly.								
30	I like to play this game with other players.								

	<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Somewhat Disagree</b>	<b>Neither Agree nor Disagree</b>	<b>Somewhat Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>N/A</b>
31	I feel the game allows me to express myself.								
32	I can identify with the characters in the game.								
33	I feel the game trains me well in all of the controls.								
34	I am very focused on my own performance while playing the game.								
35	I enjoy the social interaction within the game.								
36	I do not care to check events that are happening in the real world during the game.								
37	I always know my next goal when I finish an event in the game.								
38	I am likely to recommend this game to others.								
39	I think the game is visually appealing.								
40	I feel my curiosity is stimulated as the result of playing the game.								

	<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Somewhat Disagree</b>	<b>Neither Agree nor Disagree</b>	<b>Somewhat Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>N/A</b>
41	I am able to play the game with other players if I choose.								
42	I am emotionally moved by the events in the game.								
43	Sometimes I lose track of time while playing the game.								
44	I feel the game provides me the necessary information to accomplish a goal within the game.								
45	I think the graphics of the game fit the mood or style of the game.								
46	I think the game is unique or original.								
47	I enjoy the music in the game.								
48	I feel very confident while playing the game.								
49	I can clearly understand the game's story.								
50	I enjoy playing the game.								

	Statement	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree	N/A
51	I temporarily forget about my everyday worries while playing the game.								
52	I think the information provided in the game (e.g., onscreen messages, help) is clear.								
53	I feel the game gives me enough freedom to act how I want.								
54	I want to do as well as possible during the game.								
55	I am very interested in seeing how the events in the game will progress.								



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## THE GUESS SCORING GUIDELINES

The GUESS is based on a seven-point Likert scale with a response anchor at every rating point (e.g., 1 = Strongly Disagree, 5 = Somewhat Agree, and 7 = Strongly Agree). The GUESS has 55 statements/items and 9 subscales/dimensions called: Usability/Playability, Narratives, Play Engrossment, Enjoyment, Creative Freedom, Audio Aesthetics, Personal Gratification, Social Connectivity, and Visual Aesthetics.

The order of the statements can be presented as is or randomized per respondent. For online questionnaires, it is recommended that the statements on the scale be separated into a set of five statements per page to minimize scrolling.

The ratings of all the items within the same dimension should be averaged to obtain a subscale score for each respondent (see pp. 9-10). The composite score of video game satisfaction can be obtained by summing the average score of each subscale together. For the composite score, the minimum value is 9 and the maximum value is 63. Only one statement on the GUESS needs to be reverse coded (i.e., “I feel bored while playing the game” within the Enjoyment subscale).

For further questions or inquiries, contact **Mikki Phan, Ph.D.** at [mikkip@gmail.com](mailto:mikkip@gmail.com).



## Scoring Guidelines per Dimension/Subscale

### Usability/Playability (11 items)

1. I think it is easy to learn how to play the game.
8. I find the controls of the game to be straightforward.
14. I always know how to achieve my goals/objectives in the game.
17. I find the game's interface to be easy to navigate.
25. I do not need to go through a lengthy tutorial or read a manual to play the game.
29. I find the game's menus to be user friendly.
33. I feel the game trains me well in all of the controls.
37. I always know my next goal when I finish an event in the game.
44. I feel the game provides me the necessary information to accomplish a goal within the game.
48. I feel very confident while playing the game.
52. I think the information provided in the game (e.g., onscreen messages, help) is clear.

### Narratives (7 items)

3. I am captivated by the game's story from the beginning.
9. I think the characters in the game are well developed.
22. I enjoy the fantasy or story provided by the game.
32. I can identify with the characters in the game.
42. I am emotionally moved by the events in the game.
49. I can clearly understand the game's story.
55. I am very interested in seeing how the events in the game will progress.

### Play Engrossment (8 items)

2. I cannot tell that I am getting tired while playing the game.
11. I tend to spend more time playing the game than I have planned.
19. Whenever I stopped playing the game I cannot wait to start playing it again.
21. I feel detached from the outside world while playing the game.
26. I can block out most other distractions when playing the game.
36. I do not care to check events that are happening in the real world during the game.
43. Sometimes I lose track of time while playing the game.
51. I temporarily forget about my everyday worries while playing the game.

**Enjoyment (5 items)**

- 6. I think the game is fun.
- 15. I feel bored while playing the game. (*REVERSE CODE*)
- 27. If given the chance, I want to play this game again.
- 38. I am likely to recommend this game to others.
- 50. I enjoy playing the game.

**Creative Freedom (7 items)**

- 5. I feel the game allows me to be imaginative.
- 12. I feel creative while playing the game.
- 23. I feel I can explore things in the game.
- 31. I feel the game allows me to express myself.
- 40. I feel my curiosity is stimulated as the result of playing the game.
- 46. I think the game is unique or original.
- 53. I feel the game gives me enough freedom to act how I want.

**Audio Aesthetics (4 items)**

- 7. I enjoy the sound effects in the game.
- 16. I think the game's audio fits the mood or style of the game.
- 28. I feel the game's audio (e.g., sound effects, music) enhances my gaming experience.
- 47. I enjoy the music in the game.

**Personal Gratification (6 items)**

- 4. I am in suspense about whether I will succeed in the game.
- 13. I feel successful when I overcome the obstacles in the game.
- 18. I feel the game constantly motivates me to proceed further to the next stage or level.
- 24. I find my skills gradually improve through the course of overcoming the challenges in the game.
- 34. I am very focused on my own performance while playing the game.
- 54. I want to do as well as possible during the game.

**Social Connectivity (4 items)**

- 10. I find the game supports social interaction (e.g., chat) between players.
- 41. I am able to play the game with other players if I choose.
- 30. I like to play this game with other players.
- 35. I enjoy the social interaction within the game.

**Visual Aesthetics (3 items)**

- 20. I enjoy the game's graphics.
- 39. I think the game is visually appealing.
- 45. I think the graphics of the game fit the mood or style of the game.

## ABOUT THE GUESS-18

The GUESS-18 is a psychometrically validated and comprehensive gaming scale with nine subscales (e.g., Usability/Playability, Creative Freedom, and Social Connectivity) and 18 items in total. In general, the GUESS-18 is intended for any playtesting and game evaluation purposes. It can be applied across many types of video games in the industry both as a way to assess what aspects of a game contribute to user satisfaction and as a tool to aid in debriefing users on their gaming experience.



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For further questions or inquiries, contact **Barbara Chaparro** ([chaparb1@erau.edu](mailto:chaparb1@erau.edu)) or **Joseph Keebler** ([keeblerj@erau.edu](mailto:keeblerj@erau.edu)).

### GUESS-18

**Instructions:** Based on your experience playing this game, please rate the following statements on a scale from “Strongly Disagree” to “Strongly Agree”. Select “N/A” if a statement does not apply to the game that you are rating.

	Statement	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree	N/A
1	I find the controls of the game to be straightforward.								
2	I am captivated by the game's story from the beginning.								
3	I feel detached from the outside world while playing the game.								
4	I feel the game allows me to be imaginative.								
5	I think the game is fun.								
6	I feel bored while playing the game.								
7	I enjoy the sound effects in the game.								
8	I am very focused on my own performance while playing the game								
9	I find the game supports social interaction (e.g., chat) between players.								
10	I enjoy the game's graphics.								

	<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Somewhat Disagree</b>	<b>Neither Agree nor Disagree</b>	<b>Somewhat Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>N/A</b>
11	I find the game's interface to be easy to navigate.								
12	I enjoy the fantasy or story provided by the game.								
13	I do not care to check events that are happening in the real world during the game.								
14	I feel creative while playing the game.								
15	I feel the game's audio (e.g., sound effects, music) enhances my gaming experience.								
16	I want to do as well as possible during the game.								
17	I like to play this game with other players.								
18	I think the game is visually appealing.								

## THE GUESS-18 SCORING GUIDELINES

The GUESS-18 is based on a seven-point Likert scale with a response anchor at every rating point (e.g., 1 = Strongly Disagree, 5 = Somewhat Agree, and 7 = Strongly Agree). The GUESS-18 has 18 statements/items and 9 subscales/dimensions called: Usability/Playability, Narratives, Play Engrossment, Enjoyment, Creative Freedom, Audio Aesthetics, Personal Gratification, Social Connectivity, and Visual Aesthetics.

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The ratings of all the items within the same dimension should be averaged to obtain a subscale score for each respondent. The composite score of video game satisfaction can be obtained by summing the average score of each subscale together. For the composite score, the minimum value is 9 and the maximum value is 63.

For further questions or inquiries, contact **Barbara Chaparro** (chaparb1@erau.edu) or **Joseph Keebler** (keeblerj@erau.edu).

## Scoring Guidelines per Dimension/Subscale

### Usability/Playability (2 items)

I find the controls of the game to be straightforward.

I find the game's interface to be easy to navigate.

### Narratives (2 items)

I am captivated by the game's story from the beginning.

I enjoy the fantasy or story provided by the game.

### Play Engrossment (2 items)

I feel detached from the outside world while playing the game.

I do not care to check events that are happening in the real world during the game.

### Enjoyment (2 items)

I think the game is fun.

I feel bored while playing the game. **(REVERSE CODE)**

### Creative Freedom (2 items)

I feel the game allows me to be imaginative.

I feel creative while playing the game.

### Audio Aesthetics (2 items)

I enjoy the sound effects in the game.

I feel the game's audio (e.g., sound effects, music) enhances my gaming experience.

### Personal Gratification (2 items)

I am very focused on my own performance while playing the game.

I want to do as well as possible during the game.

### Social Connectivity (2 items)

I find the game supports social interaction (e.g., chat) between players.

I like to play this game with other players.

### Visual Aesthetics (2 items)

I enjoy the game's graphics.

I think the game is visually appealing.