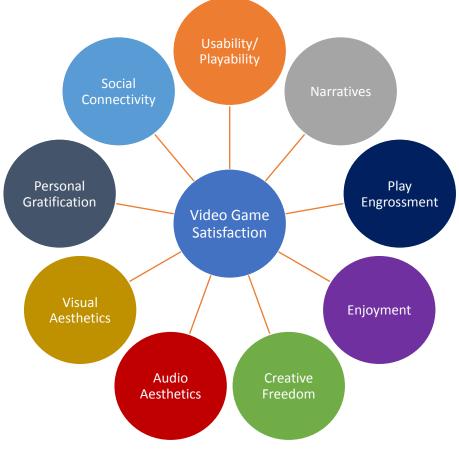# Game User Experience Satisfaction Scale (GUESS)

## About the Game User Experience Satisfaction Scale (GUESS)

The GUESS and GUESS-18 are psychometrically validated and comprehensive gaming scale with nine subscales (see below). 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.



## 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 (see above). The GUESS-18 has 18 statements/items and has the same 9 subscales of the GUESS.

The ratings of all the items within the same dimension should be <u>averaged</u> 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.

Only one statement on the GUESS and GUESS-18 needs to be reverse coded (i.e., "I feel bored while playing the game" within the Enjoyment subscale).

# Try the GUESS-18

Please think of a video game that you currently play or recently played and type the game title in the text field below.

bit.ly/GUESS-18

Please type the entire name of the game (e.g., Gargoyles and Gravel 5) and DO NOT abbreviate the official game title.

**Name of the video game:** _____

**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.

**Usability/Playability** (2 item)
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.

**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.

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