

ATTACHMENTS

Attachment 1 Review Examples on Skuling's Play Store & App Store Pages

★★★★ 11 Mei 2025

Aku belajar pakai ini, bagus banget tapi emang harus explore berbagai fitur nya sih. aku explore pas mendekati paket langganan aku habis dan baru tau fitur yang kelihatannya rumit itu sebenarnya sebermanfaat itu. Karena terlalu fokus sama latihan per subtes, jadi aku gagal memanfaatkan aplikasi sekeren ini karena berpikir fitur yang keliatan rumit itu nggak ada manfaatnya.

★★★★★ 7 Maret 2025

Belajar sama Latsol di Skuling dari zaman masih akses di web sampai jadi aplikasi, sampai Skuling punya banyak fitur sebegini. Suka banget sama fitur freestyle sama grafik skornya, jadi bisa terus pantau perkembangan belajar sendiri. Min, saran nih, tambahkan tampilan mode gelap dong biar enak Latsol pas malem hari. Makasih

★★★★★ 21 Juni 2025

tolong adain fitur background latar belakang warna hitam dong ga enak di mata soalnya

★★★★★ April 24, 2024

Seruuu!! Kalau boleh bisa ada fitur dark mode nya dong!

★★★★★

Adnan rai, 19/04/2025

UPDATE TRYOUT!

minskul, tolong update tampilan font TryOut di PC dong biar font nya diganti jadi lebih tebal atau lebih jelas soalnya kalo di PC kaya agak kabur gitu keliatan nya ada yang tipis ada yang tebal jadi agak pusing...

skuling bikin tampilan buat desktop please ga nyaman bgt kecil mini

@SkulingID 🙏🙏🙏💙🙏🙏🙏 t.co/aZ8rF2CaC

Attachment 2 Spreading the Pre-Research Survey through X (Twitter)



Attachment 3 Pre-Research Survey

Kalau boleh tahu, kamu sekarang kelas berapa?

25 responses



Seberapa sering kamu pakai Skuling?

25 responses



Kamu udah pakai Skuling berapa lama?

25 responses



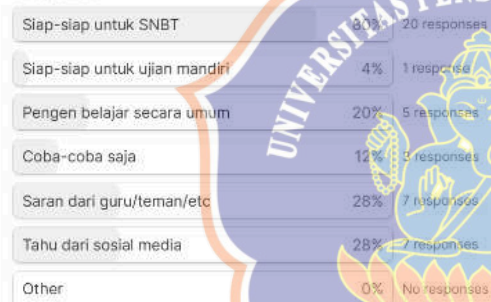
Kamu pakai Skuling di platform mana?

25 responses



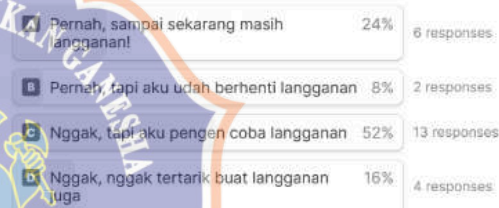
Apa aja alasan kamu pakai Skuling?

25 responses



Kamu pernah langganan aplikasinya, nggak?

25 responses



Penasaran, kesan pertama kamu waktu lihat tampilan Skuling gimana?

25 responses



Menurut kamu, aplikasinya mudah digunakan, nggak?

25 responses



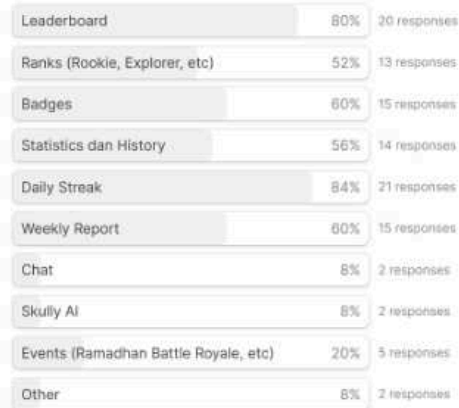
Fitur-fitur Skuling yang pernah kamu pakai apa aja?

25 responses



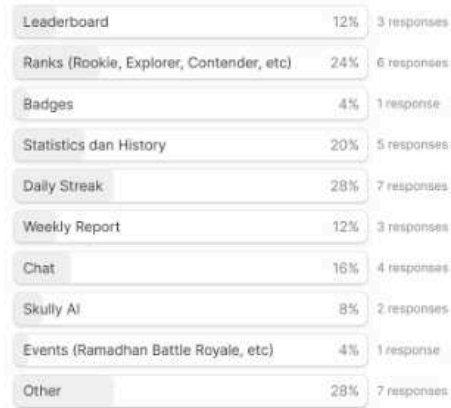
Selain itu, apa aja hal yang keren dari Skuling?

25 responses



Sebaliknya, apa fitur yang menurut kamu perlu ditingkatkan?

25 responses



Menurutmu, hal apa yang perlu ditingkatkan dari Skuling?

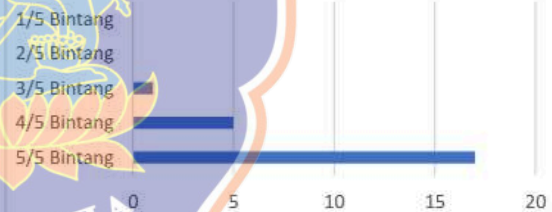
25 responses



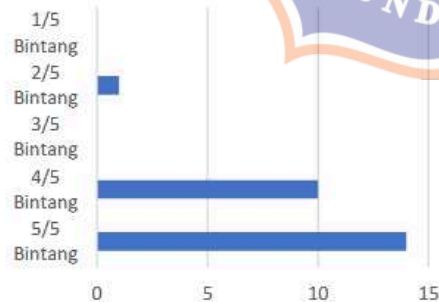
Rate fitur Battle-nya, dong!



Rate fitur Freestyle-nya, dong!



Secara keseluruhan, berapa rating Skuling menurut kamu?



Rate fitur Tryout-nya, dong!



Menurut kamu, apa aja yang bisa ditingkatkan lagi dari fitur Battle? —

18 responses

Ditemukan lawan yang skornya gak terlalu jauh, kadang buat pemula tuh suka ke pressure duluan dapetin lawan yang terbilang sering menang.

Mar 26, 05:34 AM

aku pengen tau yang bikin draw itu apa, soalnya kalau waktunya habis dan aku ngerajanya lebih cepat dari lawan meskipun kita berdua benar salahnya sama aku tetap menang, mungkin bisa ada tutorial dulu sebelum battle soalnya dari battle pertama tuh udah langsung ada poinnya kan...

Mar 26, 05:04 AM

1. Menurutku fitur Battle ini bakal lebih baik kalau orang-orang bisa bolak-balik ngerajain soalnya terus ada tombol submit ketika mereka menang sudah selesai, jadi nya tetap ada elemen cepet-cepetan submit juga untuk nentuin apakah draw atau nggak.
2. Aku sering banget dapat splash screen(?) yang bener-bener menaruh layar banget tentang 1+ SmartEnergy, dan ini bisa kejadian sampai 6 kali dalam sekali login padahal yang nambah cuma tiga buah dong. Seakan-akan aku klik tombol Lanjut ataupun close itu nggak ada artinya.
3. Kalau lagi lihat pembahasan, tolong nomor soalnya itu dibikin ada terus di bagian atas layar, supaya nggak perlu scroll up terus tiap selesai baca soal untuk navigasi ke soal lain yang diinginkan... apalagi kalau pembahasannya itu Literasi Bahasa Indonesia. Ini sudah dilakukan di pembahasan Freestyle tapi di Battle belum.
4. Seharusnya tombol rematch itu nggak boleh ditekan kalau memang SmartEnergy-ku sudah habis. Aku sering banget lupa kalau habis dan malah tekan tombol Rematch dan akhirnya nggak bisa join battle Rematch-nya ketika di-accept opponent, stuck di screen randomizer subset itu jadinya.
5. Tolong banget tambahkan tombol untuk memperbesar ukuran teks atau at least biarin aku zoom gambarnya.
6. Hitbox untuk tombol jawaban di tipe jawaban yang Benar atau Salah kecil banget, aku sering kesusahan untuk nekenya.

Mar 26, 04:35 AM

Jumlah soal kalau bisa ditingkatkan, jadi ga hanya 5 soal aja

Mar 26, 02:31 AM

waktu untuk cari lawannya mungkin bisa dipercepat karena kadang bisa take lots of minutes

Mar 25, 11:43 PM

kadang suka lag sih, mungkin itu aja yang harus ditingkatkan

Mar 25, 11:15 PM

mungkin soal battlenya bisa dinaikin atau dikasih opsi gitu, milih 5 soal, 7 soal, atau semacamnya deh

Mar 25, 05:01 PM

Cukup sih menurutku

Mar 25, 07:55 PM

Sudah baik

Mar 25, 02:34 PM

-

Mar 25, 04:35 AM

Menurut kamu, apa aja yang bisa ditingkatkan lagi dari fitur Freestyle? —

23 responses

Cukup

Mar 25, 07:55 PM

Sudah baik

Mar 25, 07:59 PM

-

Mar 25, 07:29 PM

tingkat kesusahan latsol nya, soal2 nya kadang ngulang

Mar 25, 07:10 PM

aman

Mar 25, 06:26 PM

Gaada. Udah pas

Mar 25, 05:48 PM

peningkatan penambahan pembahasan soal jadi 3 yang bisa diakses minimal

Mar 25, 05:38 PM

Pembahasannya

Mar 25, 05:14 PM

cukup

Mar 25, 04:24 PM

udah cukup bagus kokk

Mar 25, 04:16 PM

← 1 2 3 →

Menurut kamu, apa aja yang bisa ditingkatkan lagi dari fitur Freestyle? —

23 responses

Kalo submit jawaban kadang suka lama buat next ke soal berikutnya padahal jaringanku bagus, terus kadang tombol 'selanjutnya' tuh harus ditekan berkali-kali baru bisa next ke soal berikutnya

Mar 25, 03:46 PM

variasi soalnya

Mar 25, 02:49 PM

shade warna hijau dan merah di benar dan salah tidak konsisten, dan pada beberapa fitur tidak terlihat kontras yang baik antara teks dan background

Mar 25, 12:23 PM

← 1 2 3 →

Menurut kamu, apa aja yang bisa ditingkatkan lagi dari fitur Battle? —

18 responses

udah bagus tp bakal lebih bagus lagi kalo bisa berteman (mutualan) kayak brainly. oya kadang jg suka sech kalo lg loading jawaban, waktunya masih berlanjut 🤔 kadang lg ngeleg malah jd kebuang waktunya

Mar 25, 06:26 PM

Kurang lemotnya.

Mar 25, 05:46 PM

energy nya kalau bisa di tambah T....T karna kalo lagi error web nya waktunya ttp berjalan dan kehilangan 1 energy padahal belum bisa liat semua soal

Mar 25, 05:38 PM

udah cukup

Mar 25, 04:34 PM

kalo battle sama orang yg itu itu terus tetep adaln poin dongg

Mar 25, 04:15 PM

sudah cukup

Mar 25, 02:49 PM

soalnya kasih yg lebih mirip sm soal utuk dong. 🤔🤔🤔🤔🤔 terutamanya pu nya sih

Mar 25, 01:17 PM

1) penggunaan shade dari oranye dan biru sdak konsisten, 2) tidak ada kontras warna antara teks (pengaturan battle, day streak, smart energy) dan background

Mar 25, 12:23 PM

← 1 2 →

Menurut kamu, apa aja yang bisa ditingkatkan lagi dari fitur Freestyle? —

23 responses

Sejauh ini ngga ada sih

Mar 26, 04:25 PM

Untuk penambahan jumlah soal di user free & bisa melihat pembahasan di nomor yang salah + bisa kita pilih mau liat yang mana walaupun masih dikasih limit 2 kali untuk user free

Mar 25, 05:34 AM

aku bingung banget blunder sama brillian yang di bawah jumlah benar sama salah itu maksudnya apa, kayanya bisa ditambah ikon tanda tanya di sebetarnya yang kalau aku klik keluar infonya supaya aku tau...

Mar 26, 05:04 AM

1. Timernya tolong dibikin ada terus di bagian atas, aku sering banget scroll atas bawah berkali-kali cuma untuk make sure waktunya masih banyak di mode kalahin waktu...
2. Seharusnya rating terbaru, rating puzzle, dan soal dikerjakan juga terlihat di bagian pembahasan
3. Tolong banget tambahkan tombol untuk memperbesar ukuran teks atau at least biarin aku zoom gambarnya
4. Aw beberapa kali stuck di pembahasan meskipun aku sudah klik nextnya jd pojok kanimatah maupun tombol Akhiri Pembahasan, jadi harus terus aplikasinya dulu
5. Hitbox untuk tombol jawaban di tipe jawaban yang Benar atau Salah kecil banget, aku sering kesusahan untuk nekenya
6. Aku sempat atari dari Mode Satrial baru dan aku tinggalin karena aku nggak pengen kayur. Aja terus wak terus klik subnernya malah membawa aku ke sebarang lagi ditingkatkan, dan nggak ada opsi untuk akhiri ses? Padahal aku mau ganti ke mode Keler Waktu, tapi apakah nggak ada cara lain untuk akhiri sesnya soalnya jawab kelima pertanyaan? Aku nggak mau statistikku jadi rusak gara-gara aku asal jawab cuma demi ganti mode...

Mar 26, 04:35 AM

ditingkatkan jumlah soalnya atau bisa dibuat custom, jadi ga hanya 12 soal aja

Mar 26, 02:31 AM

Lebih banyak lagi soalnya karena maksimal kan 12 soal yaa, atengkah lebih baik kalo sekali ngerajain bisa sampai 50 soal hehe kan kadang pangen driling yaaa apalagi kalo manekapi utbk kayak gini. Terus kalau bisa sih biar kita bisa liat dulu gambaran materinya kayak gimana, oh iyaan di skilng sedihnya maksimal cuma 3 option materi dalam sekali ngerajain? ada opsi semua materi tapi terkadang kan ada materi yang terikat satu sama lain yaa dan jumlahnya bisa lebih dari 3 jadi kalau bisa sih bisa milih option lebih banyak lagi di dalam sekali pengerjaan mode freestyle

Mar 26, 01:44 AM

pembahasannya kalau bisa lebih dari 1 soal untuk yang free 🤔

Mar 25, 11:43 PM

tidak ada

Mar 25, 11:15 PM

jumlah soal bisa ditingkatkan lebih banyak lagi

Mar 25, 10:33 PM

UDAH CUKUP MEMBANTU BANGETTT

Mar 25, 08:05 PM

Menurut kamu, apa aja yang bisa ditingkatkan lagi dari fitur Tryout? —

5 responses

Pembahasannya

Mar 26, 09:33 AM

kadang soalnya suka ngobug huhu

Mar 25, 11:15 PM

dikasih ekor int dari tiap soalnya jadi kita bisa tau tingkat kesulitan soal to yg dikerjakan. soalnya aku kadang bingung, pernah tuh pm ku bener 9 tapi skornya 300an, kan jadi kek ?????

Mar 25, 08:01 PM

aman

Mar 25, 06:26 PM

gaada

Mar 25, 04:15 PM

Penasaran, kenapa fitur itu perlu ditingkatkan dan diperbaiki?

25 responses

Belum ada	Mar 26, 01:25 PM
Biar lebih semangat	Mar 26, 09:32 AM
Saat direfresh pada subtest yang mau aku liat seharusnya jangan balik lagi ke subtest awal kita pencet leaderboard [ju], jadinya tetap stay di subtest yang kita ingin refresh tersebut	Mar 26, 05:34 AM
di pojok kanan atas skuling ai mungkin bisa ditambahkan mahkota supaya aku sadar dia tuh premium only. soalnya aku sering pencet dengan ngira kalau dia tuh available untuk semua user. untuk fitur chat, harus ada signifier kalau user yang mau di-chat itu pengguna web atau android/ios, berhubungan chat masih belum ada di mereka. aku pengen lihat daily streak minggu sebelumnya juga	Mar 26, 05:04 AM

Ranks: Menurutku ranks ini mirip sama badges, karena ranks ini cuma didapat kalau misalnya aku udah punya beberapa badge, nggak ada indikator lain. Kesannya nggak perlu dipisah jadi Ranks, ini bisa jadi Badges aja.

Badges: Aku nggak paham rating dari setiap badge, dari yang aku lihat semuanya itu punya rating Epic? Apa yang bedain rating Epic sama rating lain, itupun kalau ada?

Leaderboard: Mungkin bisa dibikin supaya pengguna itu sadar at first glance kalau leaderboardnya bisa diganti per subtest, karena aku bener-bener nggak sadar kalau tombol pindah rank itu itu berguna buat ganti subtest. Mungkin bisa tambahkan ranking secara overall dari seluruh subtest, berhubungan sudah ada ranking global juga. Aku juga bingung di switchernya itu kenapa ada border radius di atasnya yang tabrakan sama header logo Skuling + logo notifikasi, aku kira deviceku ngebug awalnya. Leaderboard berdasarkan kampus tujuan dan berdasarkan daerah sekolah juga bakal keren banget menurutku. Aiso, ngelihat info tiap user itu lambat banget kesannya; ikon loadingnya baru muncul 3-4 detik setelah aku klik user yang bersangkutan, jadi aku berpikir kalau input-ku belum di-register padahal aslinya sudah.

Mar 26, 04:35 AM

Statistics & History: Sama seperti Leaderboard, tolong dibikin fitur switch berdasarkan subtes itu lebih jelas. Aku juga pengen ada waktu di history dibanding cuma tanggal.

Weekly Report: Berhubung di Weekly Report ada next week goals, bakal seru banget kalau aku bisa lihat next week goals itu tanpa harus buka Weekly Report. Mungkin bisa ditaruh di halaman home buat makin memotivasi belajar. Hitbox tombol Pause-nya juga kecil banget, aku kesulitan nekennya.

Daily Streak: Mungkin bisa ditambahkan page khusus untuk info Daily Streak karena awalnya aku bingung ini daily streaknya apa di rank di jam berapa, cara lihat daily streak sebelumnya, dan lain sebagainya. Menurutku ikon api kuning yang di dalamnya ada jumlah daily streak warna putih itu kontras warnanya kurang bagus, aku baru sadar kalau ada angka di sana setelah beberapa hari pakai.

kalau bisa ditampilkan pada hari itu, kita mengerjakan latihan soal per hari

Mar 26, 01:21 PM

Kalo daily streak mungkin bisa kayak duolingo gitu, di demar terror lewat notif hehe, terus bisa save streak juga kayak duolingo misalnya pake diamond, dapetnya sesuai seberapa banyak ngelatin soal. Semakin banyak ngerjain soal semakin banyak diamond, nanti diamondnya bisa dipake buat save streak yang udah hangusss. Terus mungkin bisa juga buat atur target pengerjaan soal per hari. Sama skuliy ai menurutku udah oke banget sih buat pk pm pu (khusus hitung hitungannya), tapi kalau buat literasi dan semacamnya mungkin bisa diperbaiki lagi biar makin akurat dan gampang penjelasannya

Mar 26, 01:44 AM

bingung gimana cara ngingat rank nya, mungkin bisa diadain tutornya dulu

Mar 26, 11:43 PM

tidak adas

Mar 26, 11:14 PM

terkadang fitur statistic ngelag

Mar 26, 10:33 PM

< 1 2 3 >

Kalau pernah mengalami kendala saat pakai Skuling, bisa deskripsikan di bawah, ya! Feedback untuk Skuling yang lain juga diapresiasi banget.

19 responses

sejauh ini, belum ada kendala	Mar 26, 07:38 PM
ada soal yang jawaban nya sama 3 kali, mau aku laporin soalnya ngelag tapi ga ada tombol buat laporin, mungkin bisa di perbaiki lagi untuk itu. Overall skuling udah bagus banget buat latsol sint	Mar 26, 07:10 PM

tidak adaaa, app skuling suuper kermeeenif terina kasih skuling <3 anyway sukses yaa kak buat kuliahnya, semoga cepet selesai. doakan aku juga pte supaya aku juga bisa lancar kuliah hehe (aku baru semester 1 tahun ini :D)

Mar 26, 06:26 PM

So far belum pernah ada kendala ya

Mar 26, 05:14 PM

alhamdulillah gmnra

Mar 26, 04:34 PM

kendala nya pas battle tbtb keluar gituu, CH TERUS JUGA pas battle belum ada 5 menit tp udin keluar

Mar 26, 04:15 PM

Kalo submit jawaban kadang suka lama buat next ke soal berikutnya padahal jaringanku bagus, terus kadang tombol selanjutnya tuh harus ditekan berkali kali baru bisa next ke soal berikutnya

Mar 26, 03:46 PM

sudah cukup bagus menurutku

Mar 26, 02:49 PM

itu to slihhih kelancaran aplikasinya saat pindah halaman/saat discroll

Mar 26, 01:17 PM

< 1 2 >

Penasaran, kenapa fitur itu perlu ditingkatkan dan diperbaiki?

25 responses

chatnya adain di android pls 🙏	Mar 26, 08:01 PM
Jujur gatau sih, kayanya ga ada	Mar 26, 07:55 PM
agar lebih spesifik perankingan dari setiap level	Mar 26, 07:39 PM
.	Mar 26, 07:29 PM
kadang lama dapat teman battle nya	Mar 26, 07:10 PM
tidak ada	Mar 26, 06:26 PM
Gaada.	Mar 26, 05:46 PM
biar kalo lupa latihan soal sehari streaknya gak mati setidaknya bisa di pulihkan gitu 🙏	Mar 26, 05:36 PM
Sebenarnya gaada si kak cuman ini gabisa kan kalo ga diisi, maaf ya kak T_____T	Mar 26, 05:14 PM
cukup	Mar 26, 04:24 PM

< 1 2 3 >

Penasaran, kenapa fitur itu perlu ditingkatkan dan diperbaiki?

25 responses

statistics history perlu diperbaiki biar kita bisa tahu hari ini udah belajar apa saja tanpa harus premium	Mar 26, 04:15 PM
Tidak ada	Mar 26, 03:46 PM
biarr bisa chattingan tanpa harus buka web dulu (buat trigger)	Mar 26, 02:49 PM
soalnya 🙏🙏 first impression buat aplikasinya penting sih. kalo yg pertama kali download mau cb pake trs tmyt aplikasinya kurang smooth jd bs change their mind kannn. eh ini may be the case of my lagging phone tp gak lg ah aku pake pahamify gak ngeilag.masalahnya nih di pas etek ngescrollnya itu loh, lumayan lambat di sana	Mar 26, 01:17 PM
pada leaderboard freestyle, kurang jelas bahwa ranking subtes bisa diubah	Mar 26, 12:23 PM

Kalau pernah mengalami kendala saat pakai Skuling, bisa deskripsikan di bawah, ya! Feedback untuk Skuling yang lain juga diapresiasi banget.

19 responses

karena aku sudah pernah memakai aplikasi sejenis ini, jadinya gak terlalu bingung saat ngegap dalam app. Mungkin Skuling bisa menambahkan penjelasan fitur biar pengguna tidak bingung.)	Mar 26, 01:25 PM
semoga makin terus berkembang skuling! ^^	Mar 26, 08:33 AM
Kendalanya setiap mau next question loadingnya suka lama dan notif benar salahnya pun suka terlambat dari soal sebelumnya	Mar 26, 05:34 AM
please mau dark mode... mungkin sebelum bener bener masuk ke inti aplikasinya bisa ada tutorial untuk semua fitur yang ada supaya gak keabakan dan bingung sendiri terus okeh poinnya udah 1300 aja gara gara orof nya ga bisa fiturnya. please bawa chat ke hp dan please kasih trial fitur pro (selayaknya pembahasan bisa dilat 2 kali untuk nonpro, skuling jr bisa dipake dua kali sebelum di-lock). tampilan desktopnya tolong diperlebar... atau at least bagian kiri kanannya dikasih background supaya gak kosong banget. selebihnya appnya keren, thank you	Mar 26, 05:04 AM

1. Kenapa warna background untuk Skuling Pro dan SmartCoin di bagian Try Out itu abu-abu?pentara tulisannya putih? Aku baru sadar aku bisa klik ummah SmartCoin itu setelah aku pantengin aplikasinya secara lebih untuk tal kuisiomer ini...

2. Tolong banget tambahkan Dark Mode supaya kalau nge-Skuling sambil ngalag nggak bikin sakit mata, serta tombol pembesar font juga karena menurutku font yang sekarang cukup kecil

3. Seberapa waktu yang sekarang cukup kecil? "Apakah kamu yakin mau keluar?" Aku sering nggak sengaja pencet itu waktu ganti navigasi terus harus ribet log in lagi...

4. Ini mungkin personal preference, tapi aku nggak suka font Poppins... jadi kalau ada opsi untuk ganti font bakal membantu banget, karena menurutku font ini susah buat dibaca kalau ada soal teks yang panjang

5. Kalau aku bisa klik kampus tujuan terus lihat orang-orang yang kampus tujuannya sama kaya aku, bakal seru banget! Apalagi kalau aku bisa akses fitur Chat, nanti bisa dapat teman baru dari sana...

6. Di laman khusus SmartEnergy, aku kira tulisan tulisan yang backgroundnya biru itu button, jadi aku klik klik dan bingung kenapa nggak ada hasilnya. Mungkin dibanding dikasih background yang bikin dia terkesan seperti itu, bisa dianggap teks biasa aja... nanti yang dikasih background biru itu tombol Kerjakan Freestyle dan Mulai Berlangganan.

untuk kendala sepertinya tidak ada

Mar 26, 02:31 AM

Ga adaaa! Bagus banget so far

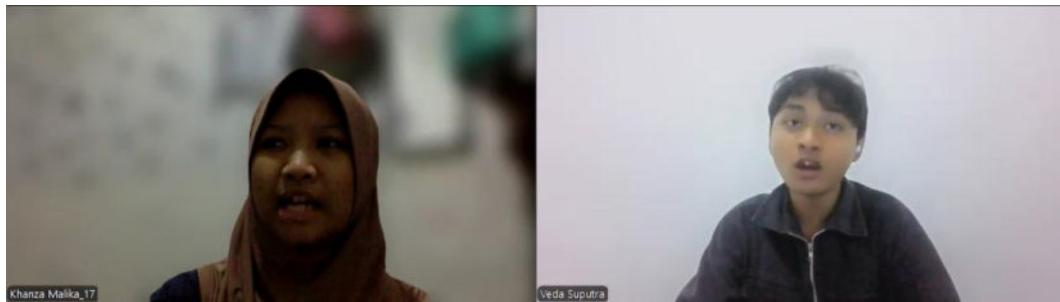
Mar 26, 01:44 AM

skuling saya beberapa kali ngelag sehingga harus dipencet berulang kali

Mar 26, 10:33 PM

Attachment 4 Documentation of the User Interview Process

Responden 1



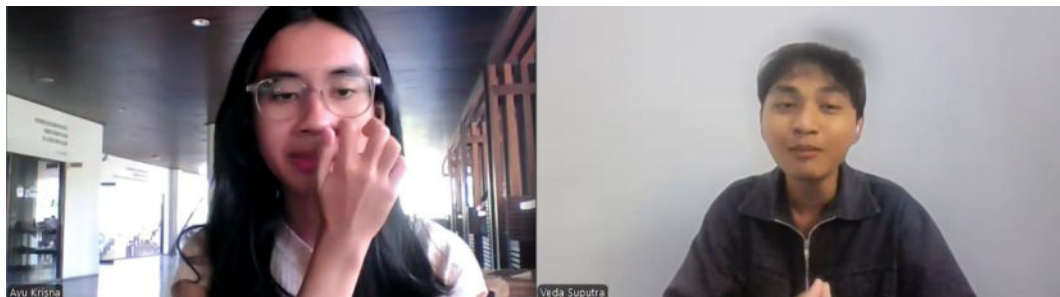
Responden 2



Responden 3



Responden 6



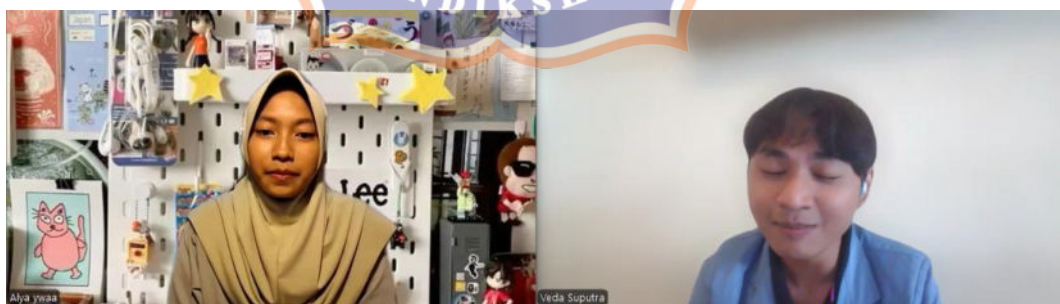
Responden 7



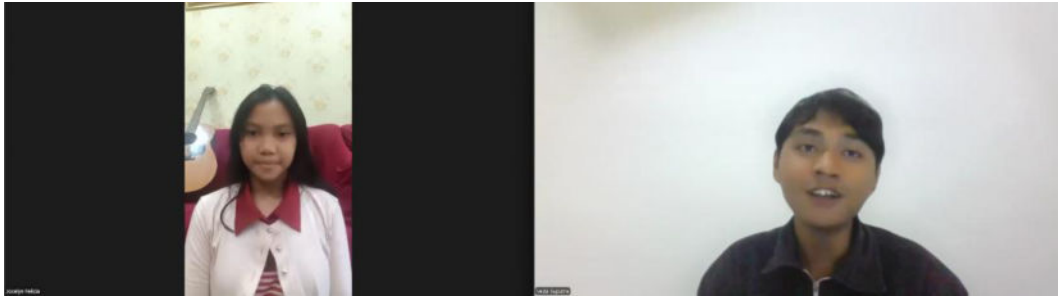
Responden 4, 5, 8



Responden 9



Responden 10



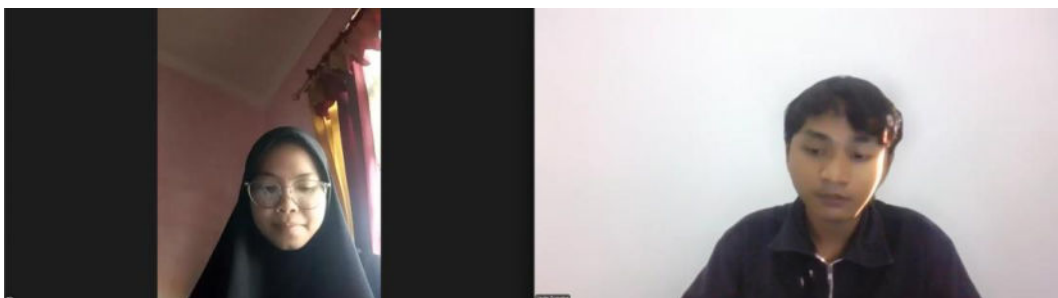
Responden 11



Responden 12



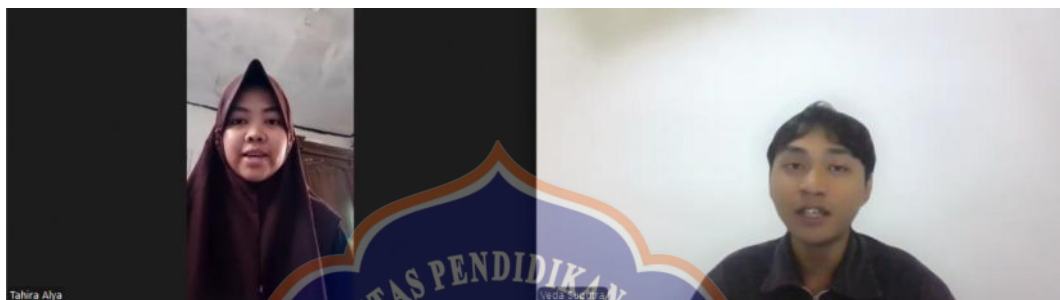
Responden 13



Responden 14



Responden 15



Responden 16



Attachment 5 Summarized Transcript of User Interview: Respondent #1

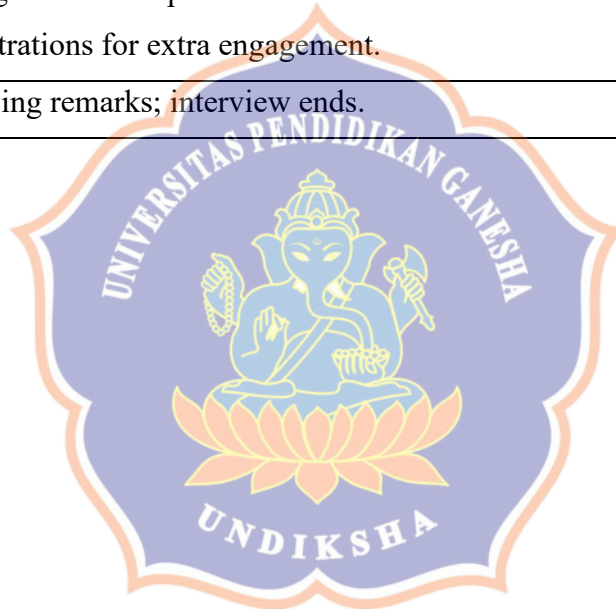
Time	Summary
0:00	Interviewer opens, thanks the participant, and introduces himself
0:28	Respondent introduces herself: grade 11 moving to grade 12 semester 1.
0:40	Target: Universitas Gadjah Mada (UGM), International Relations (Social Studies track).
1:08	Discovered Skuling via Twitter (study accounts) and friend recommendations.
1:35	Has used Skuling for about 2 months.
1:45	Uses it daily specifically to keep her streak active.
2:03	Platforms: downloaded the Android app, but uses the Macbook web version more often.
2:20	Subscription: free for the first month, then subscribed to an annual plan starting early June.
2:45	Motivation to subscribe: unlimited features plus a good promo discount.
3:07	Most valuable features: Freestyle (main drilling tool) and Try Out.
3:34	First impression: Freestyle felt intuitive; Battle mode felt unfamiliar/confusing.
4:02	Rarely uses Battle; has used Try Out once and still reviews it since it resembles real SNBT questions.
4:50	First-impression rating: 4.5/5.
5:08	Freestyle highlights: national leaderboard, answer explanations, power-ups to reduce mistakes.
5:37	Weaknesses: some questions show garbled/joined text or unclear symbols causing wrong clicks; confirming an answer sometimes takes about a minute, wasting time under the timer.
6:31	Battle confusion: unclear why opponents' subjects/info are shown, doesn't understand matchmaking or who opponents are.
7:11	Try Out (used once): considers it one of the best try-out features she knows.

7:46	Other features used: leaderboard, community (adding friends), reviewing solving history.
8:10	Rank/badges: influence her ambition; a drop in rank/rating is discouraging and pushes her to improve.
8:49	Achievements/badges on profile: notices them but isn't particularly invested.
9:11	Streak: very influential; losing it (no restore option) feels demotivating.
9:39	No further improvements needed besides fixing the Freestyle bugs/lag already mentioned.
10:13	Community feature: feels safe and easy to use, can follow other users.
11:08	Feature request: add games or flashcards (with power-ups and custom avatars) for more enjoyable, memorable learning.
12:03	Brand identity (blue-yellow, owl mascot, custom font): likes it and finds it iconic; would prefer a slightly bolder font.
12:45	Navigation: easy; the home screen immediately shows main choices (Battle, Try Out).
13:09	Would rate the app 5/5 on the app store; very helpful.
13:34	Closing remarks; interview ends.

Attachment 6 Summarized Transcript of User Interview: Respondent #2

Time	Summary
0:00	Interviewer opens and introduces himself.
0:24	Respondent introduces herself: grade 12 science class 2, SMAN 2 Kota Utara, preparing for UTBK, targeting Architecture.
0:59	Study preference: prefers app-based/online learning (try-outs) over books.
1:33	Has used Skuling for about half a week, mainly for Penalaran Umum (general reasoning) drills.
2:15	Usage frequency: irregular, uses during free time since still busy with school.
2:47	Platform: Android.
2:58	Discovery: saw a friend's story using the app; liked the cute animations and thought the material looked easy to learn, so downloaded it.
3:35	Subscription: interested but not subscribed yet, usage is still infrequent, so hasn't felt the need.
4:08	First impression of UI: loved the cute, engaging animations; felt motivated to study, not "plain."
5:00	First-impression rating: 5/5, loves the animation.
5:12	Ease of use: no real issues; answer options are clear; not too difficult as a practice tool.
5:50	Sometimes still confused per topic since she hasn't deeply explored every material yet.
6:11	Features used: only individual/solo practice mode (not Battle), doesn't feel confident enough for Battle yet.
6:48	Pros/cons: answers easy to understand; question phrasing sometimes feels roundabout ("berbelit-belit"), making the point of the question hard to identify.
7:39	On adding illustrations to clarify questions: could help for some questions but not universally; font size isn't the main issue.

8:30	Other features: hasn't used the streak much, feels apprehensive/overwhelmed about needing daily use; enjoys browsing achievement/leaderboard listings by school for inspiration.
9:36	Navigation to view leaderboard/achievement info: straightforward, no issues.
10:02	No further feature improvements needed for now; app occasionally lags when scrolling.
10:47	Overall rating: 9.5/10, considers it the most feature-rich and most-used of the three SNBT apps she tries, without heavy subscription pressure.
11:39	Most memorable visual: the owl mascot/logo.
12:19	Suggestion: incorporate the owl mascot more into in-question illustrations for extra engagement.
12:47	Closing remarks; interview ends.



Attachment 7 Summarized Transcript of User Interview: Respondent #3

Time	Summary
0:00	Interviewer opens and introduces himself.
0:41	Respondent (May) introduces herself: a semi-gap student targeting Akuntansi (Accounting) at Universitas Indonesia.
1:09	Studied SNBT since last year (grade 12); was accepted at Udayana but is taking a semi-gap year to try for UI.
1:42	Study methods: tutoring, Pahamify try-outs, and Wangsit workbook; since starting college, mainly relies on Wangsit due to being busy.
2:17	Has used Skuling for about 1 month.
2:38	Usage frequency: infrequent.
2:47	Discovered Skuling via a Play Store ad/recommendation.
3:07	Platform: Android phone.
3:31	Subscription: not interested in subscribing, uses the app rarely and already relies more on other resources; Skuling is just supplementary practice.
4:21	First impression: overall look is nice, but felt confused entering the main room the first time due to many menu options; got used to it over time.
5:20	First-impression rating: 4/5.
5:43	Ease of use: no real confusion once practicing, not too many unfamiliar buttons.
6:09	Main feature used: the timed individual practice mode (Freestyle).
6:27	Opinion on power-ups: doesn't think they're really necessary, since real UTBK has no power-ups; prefers a realistic approach where a wrong answer stays wrong and can't be redone.
7:35	Has never tried Battle; not confident/comfortable with it.
8:21	Favorite feature: History/Review, detailed explanations shown directly below each question, no need to search separately.
9:01	Also values the Progress Report feature, which shows study hours and prompts her to increase effort.

9:39	Considers the leaderboard important; creates a sense of being compared/competed against.
10:05	Compares the streak feature to Duolingo's streaks; losing the streak (no restore) after skipping a day is discouraging.
11:09	Confusing feature: the "Squad" system (joining a group tied to a target university), unclear purpose, feels unnecessary for a question-practice app.
12:08	Overall app store rating: about 4-4.5/5, since the app is fairly helpful.
13:03	Suggestion for improvement: streamline existing features with a more minimalist layout to reduce initial confusion.
13:31	Closing remarks; interview ends.



Attachment 8 Summarized Transcript of User Interview: Respondent #4

Time	Summary
1:28	Introduces herself: Salwa, semester 3 (semi-gap).
1:39	Target: Electrical Engineering (Teknik Elektro) at UI.
2:20	Has used Skuling since January.
3:00	Usage: scheduled, about 3 times a week as part of her study plan.
3:16	Platform: Android.
3:53	Discovery: via Twitter; started using it more actively recently after seeing a free-quiz promotion.
4:45	Not subscribed, feels the free version is already sufficient for her needs.
6:08	First impression: likes the color palette; found the app neat/organized and appealing.
6:58	First-impression rating: 3.5/5, recalls being confused about something early on but can't remember exactly what; describes it as a first-time-user issue she is now used to.
9:06	Prefers Battle mode over Freestyle, usually with friends.
9:21	Enjoys Battle because it increases her competitive drive to study and lets her benchmark herself against others.
10:20	Feels the Battle timer is too fast.
12:50	Mostly uses leaderboard and achievements; streak use is inconsistent, but believes it's good for users who want consistency.
13:19	Noticed the achievements feature accidentally while using Battle for the first time.
13:49	Usually views the leaderboard without filters; wasn't aware filtering was possible but feels the current view is already sufficient.
16:20	Feels the app already has enough features.
17:34	Overall rating: 4/5.

Attachment 9 Summarized Transcript of User Interview: Respondent #5

Time	Summary
0:31	Introduces herself: semester 3 (semi-gap).
0:44	Target university: Universitas Indonesia (UI).
2:02	Has used Skuling since December.
2:35	Usage: only when she remembers, due to being busy with college.
3:09	Platform: iOS phone.
3:29	Discovery: via Twitter; likes that it's easy to use on her phone and feels fast/not slow.
4:25	Not currently subscribed but finds premium features appealing; hasn't gotten around to subscribing yet.
5:15	First impression: found it attractive, likes the blue color scheme; enjoyed the onboarding quiz with fun pop-ups and sound on first login.
6:34	First-impression rating: 4/5.
8:02	Confusing element: the bottom menu has many icons that don't clearly represent their function, leading to accidental mis-taps.
10:40	Uses Freestyle more than Battle since she dislikes competing and the timer makes her nervous.
11:07	No complaints about Freestyle, works smoothly for her.
12:14	Rarely checks the leaderboard, sometimes checks achievements.
14:25	Rarely uses the streak since she uses the app infrequently; checks chat/stats/history whenever she opens the app.
16:26	Feels the app has a lot of features, sometimes overwhelming (icons hard to distinguish) but enjoyable when actively used.
17:22	Overall rating: 4.5/5.

Attachment 10 Summarized Transcript of User Interview: Respondent #6

Time	Summary
0:50	Introduces herself briefly; studies Informatics (Informatika).
1:02	Has used Skuling for about 1 month.
1:15	Usage: irregular, only when she remembers.
1:25	Discovery: via a friend's suggestion; she needed more question sources across providers and finds Skuling's explanations adequately clear.
1:49	Platform: Android.
2:06	Subscription: not subscribed, uses the free version; not very interested yet since the app hasn't given her significant enough value, given similar coverage from other apps.
2:56	First impression: nice overall but confusing at first; unclear what to do, layout not intuitive, no tutorial, unclear action-button labels; more confusing for first-time users unfamiliar with this type of app.
4:07	First-impression rating: 3/5, neutral but improvable.
4:34	Most-used feature: individual/solo practice (drilling questions).
4:46	Prefers solo mode over competing with others, personal preference, though acknowledges competing could show progress comparisons.
5:25	Rating for the solo-practice/Freestyle feature: 4/5, considers it a strength of the app.
6:00	No major additional comments on this feature, already fairly good.
7:11	Feature that seemed exciting but underwhelmed in practice: Battle mode looked appealing from the outset, but felt overwhelming/confusing in use due to too much information shown at once, so she rarely uses it.
8:10	Has also used the Pahamify and Zenius apps.
8:31	Compared to Pahamify/Zenius: prefers Zenius overall for its simplicity and less confusing navigation; found Schooling's visuals fine but its navigation confusing for a first-time user.
9:39	Overall rating: 3/5, still good but with room for improvement.
10:02	Color/font/brand: fine, no problem with the blue color scheme or font.

10:20	Main issue: layout/placement of text elements feels cluttered, especially with long question texts, more noticeable on her Android's smaller screen.
11:10	Closing remarks; interview ends.



Attachment 11 Summarized Transcript of User Interview: Respondent #7

Time	Summary
0:30	Introduces herself as a semester-3 (gap-year) student, studying for UTBK again because her current major isn't her preferred one.
0:47	Learned about Skuling via TikTok recommendations.
1:18	Has used Skuling for about 3 months, though slow to warm up to it at first.
1:37	Reason for initial reluctance: felt some app material was less complete than books; prefers books but tried the app due to frequent TikTok recommendations and to reduce feeling overwhelmed by book study.
2:03	Platform: Android only.
2:20	Subscription: not subscribed, finds constant subscription prompts annoying as a student.
2:48	First impression: onboarding felt too long (many steps just to register, plus a placement test); understands it's likely for leveling, but found it overwhelming for a beginner learner.
3:38	Frustration: many features are subscription-gated, and heavy emphasis on Battle/ranking distracts from her main study goal.
4:11	Additional dislikes: too many icons that don't match the color scheme; text sometimes visually cluttered/hard to read; prefers physical books over the app.
4:38	First-impression rating: 2/5.
5:04	Features tried: hasn't tried Battle (dislikes rushed/competitive study); Try Out mostly subscription-gated, so she looks for alternatives; hasn't used the fixed-time individual mode.
5:53	Unique/liked feature: the Streak, motivating and keeps her engaged.
6:27	Achievements: helpful, motivating to earn them from studying.
6:50	After about 3 months, her rating stayed at 2/5, feels limited in what she can do, mainly valuing the streak feature.
7:12	Studies Information Technology in college.

7:23	UI/UX improvement ideas: wants more creative/varied visuals, e.g., the streak indicator is just a plain box; would prefer something more dynamic, like a growing plant.
8:22	Additional feature request: clearer guidance on study order, currently confusing which subtest to start with since materials are sequentially locked without explanation.
9:13	Closing remarks; interview ends.



Attachment 12 Summarized Transcript of User Interview: Respondent #8

Time	Summary
0:55	Introduces herself.
2:13	Has used Skuling since January.
2:43	Usage: only when she remembers, sometimes forgets.
3:14	Platform: iOS phone.
3:44	Discovery: through friends who recommended it (heard about it often).
4:39	Not subscribed, happy with the free version so far.
5:37	First impression: likes the blue color palette; feels like a "normal," engaging studying app.
6:52	First-impression rating: 4.5/5.
7:57	No specific confusion using Freestyle; only slight initial unfamiliarity as a new app user in general.
11:16	Prefers Freestyle over Battle, prefers solo studying over competing.
13:07	Uses the leaderboard mostly to gauge how far along other students are, to "keep up" at her own pace rather than to compete directly.
14:15	Uses achievements sometimes; rarely uses streak or chat; checks stats each time she opens the app.
17:01	Overall, feels the app has enough features, "in a good way."
17:28	Overall rating: 4.5/5.

Attachment 13 Summarized Transcript of User Interview: Respondent #9

Time	Summary
0:41	Introduces herself: grade 11 moving to grade 12.
1:03	Target major stated as Sastra Jepang.
1:26	Has studied SNBT seriously for about 2 months.
1:45	Previously took private tutoring; then started using Skuling.
2:18	Has used Skuling since around April (a few months).
2:54	Usage: follows a self-made study schedule (e.g., drilling questions one day, reviewing them the next) rather than a fixed daily routine.
3:42	Platform: Android tablet.
4:01	Discovered Skuling via SNBT-related social media/forum accounts.
4:12	Subscription status: already subscribed.
5:27	Reason for subscribing: while searching for material on a specific subject, noticed Skuling offers Japanese-language material with explanations, which she found rare among other platforms and relevant to her needs.
7:00	First impression: found it simple, clearly labeled options like TKA and SNBT, easy to tap through without confusion.
7:19	Aesthetics (color/font): likes it, feels clean.
8:19	Experienced one confusing moment: while studying Japanese material, her answer matched the material but the marked answer differed; the in-app AI attributed it to a question error, which she still found a bit confusing.
9:12	Uses the Explain (material) feature most; hasn't tried Battle at all, though she's interested in trying it.
9:28	Has tried Freestyle (timed individual mode), considers it "just right," nothing special to note.
9:58	Hasn't used features like leaderboard, chat, or achievements much; tried Community once but found its purpose unclear since content depends on who administers it.

11:19	Views the leaderboard occasionally out of curiosity but doesn't consider it very important; finds it motivating rather than essential.
11:59	The streak feature strongly motivates her to log in daily.
12:52	Would rate the app 4/5.
13:20	To improve to 5/5: wants assurance that the earlier answer-mismatch issue doesn't recur, since it undermines confidence.
13:43	Closing remarks; interviewer notes she is the first respondent who mainly values the Explain feature rather than Battle.



Attachment 14 Summarized Transcript of User Interview: Respondent #10

Time	Summary
0:53	Introduces herself: moving up a grade level, targeting Teknik Sipil (Civil Engineering).
1:17	Describes her school's class tracks (Science-Health, Pure Science, Science-Engineering, Social-Economics, Social-Sciences).
2:11	Has studied SNBT for only about 4 days so far (started late).
2:35	Study method: joined a tutoring program starting in June; currently self-studying fundamentals and drilling questions from YouTube and shared drive/Twitter resources.
3:11	Has downloaded a few try-out apps, including Skuling and Pahamify.
3:36	Downloaded Skuling 4 days ago but has only looked at the interface, hasn't practiced yet.
3:52	Platform: Android tablet.
4:43	First impression: initially a bit confused about what to tap since it was her first app of this kind, but found the icons cute and easy to adapt to overall.
5:14	Nothing stood out yet as a favorite feature since she hasn't explored deeply.
5:36	Recalls Twitter recommendations praising Skuling for question similarity to actual UTBK and daily usability.
6:00	Has created an account but hasn't used other features like leaderboard yet.
7:13	Registration process (name, username, email) described as simple, leading straight into the interface.
7:43	A placement test was included right after registration.
8:07	Found the placement test's interface understandable and manageable.
8:29	Reaction to a hypothetical Battle concept (5 questions, first correct finish wins): finds it exciting/motivating, feels it would push her to study more.

9:54	Considers herself more of a "go with the flow" learner but has recently become more competitive/ambitious.
11:12	Reaction to a hypothetical Spotify-Wrapped-style weekly report of strengths/weaknesses per subtest: thinks it would be very helpful.
11:44	Hasn't formed opinions yet on what could be improved, since she's only seen the interface so far; finds it fine as-is.
12:22	Icon (owl mascot) impression: likes it, finds it cute, iconic, and memorable.
13:00	Closing remarks; interview ends.



Attachment 15 Summarized Transcript of User Interview: Respondent #11

Time	Summary
0:40	Introduces herself: recently graduated (gap year), targeting Hubungan Internasional (International Relations).
1:15	Has studied SNBT seriously since January; started with books, then tried apps including Schooling.
1:36	Learned about Skuling from a friend and a senior's recommendation, prompting her to try it.
2:05	Has only tried Skuling on Android so far (not laptop); experience has been complete/unrestricted regardless of device.
2:31	Likelihood of subscribing: 90%, after exploring all the features, she found them very comprehensive (weekly report, Battle vs. friends or AI, Community, and Explain, which personalizes content to her target major).
4:09	First impression (aesthetics/UI-UX): felt genuinely simple, direct/to-the-point, with a pleasant, non-jarring color palette.
5:13	No confusion experienced exploring the features; found everything easy and smooth, "no lag."
5:50	Enjoys the Battle feature, likes that it can be played against friends or AI; finds it motivating rather than purely competitive, framing it as learning from stronger opponents.
7:05	Hasn't tried Chat deeply; has tried Battle a little and is interested in the AI opponent option if no friends are available.
7:43	Has tried the timed individual mode (personalized starter questions, about 1.5 minutes per question), found it smooth, well-designed UI/UX.
8:38	Favorite additional feature: Weekly Report, helps her track exactly where she's making mistakes, which she previously struggled to self-diagnose from books.
9:39	Has found and started using the streak feature, understands it as requiring daily use/targets, similar to TikTok/Duolingo-style streaks; hasn't fully explored it yet.

10:49	Would rate the app 5/5, no complaints so far, comprehensive and helpful, especially since she isn't taking formal tutoring.
11:31	No specific additional feature to suggest, feels the app is already very comprehensive compared to other tutoring apps.
12:13	Considers Skuling fairly popular, frequently mentioned among peers and on social media (Twitter), with regular positive reviews and an updated question bank.
13:10	Closing remarks; interview ends.



Attachment 16 Summarized Transcript of User Interview: Respondent #12

Time	Summary
0:45	Introduces herself: Rara, from Teknologi Industri Pertanian at Universitas Brawijaya, doing a semi-gap year targeting Kedokteran (Medicine) at UGM.
1:08	Studied SNBT since early grade 12 via intensive offline and online tutoring; the online tutoring mainly consisted of try-out apps.
2:04	Heard about Skuling as being frequently praised on Twitter near SNBT season, but hadn't tried it at the time.
2:17	Has now used Skuling for about 1-2 weeks.
2:24	Platform: Android phone.
2:41	Usage: only when she remembers.
2:58	Not subscribed yet, focused on adjusting to the new college semester first.
3:34	First impression: since she already has experience with similar study apps, didn't feel confused navigating.
4:26	Aesthetics: likes the bright colors and font, feels they support studying.
5:11	Most-used feature: individual question drilling across subtests (PK, PM, PPU); hasn't tried Battle yet, mainly hasn't thought about it.
6:11	One minor issue: sometimes special text/character formatting in certain questions fails to render.
6:52	Otherwise the app feels smooth and responsive.
7:24	Hasn't tried other features (leaderboard, achievements, streak) yet since she's focused on drilling questions, but finds the leaderboard concept appealing for comparing her ability to others.
8:23	Feature request: more specialized/targeted study materials.
8:55	Would rate the app 4.7/5 on the Play Store.
9:05	The remaining 0.3 is due to the rendering issue mentioned earlier.
9:26	No other complaints; would recommend Skuling to friends, citing its pleasant layout and question material resembling SNBT questions.
10:07	Closing remarks; interview ends.

Attachment 17 Summarized Transcript of User Interview: Respondent #13

Time	Summary
0:49	Introduces herself: Ais, recently graduated (gap year), targeting Ilmu Komunikasi (Communication Studies).
1:20	Started studying SNBT from grade 12; uses the Wangsit workbook, a school-provided private tutoring class, and Ruangguru as her online platform.
3:10	Has known about Skuling for a long time (downloaded/browsed before) but never used it intensively until recently.
3:56	Currently not using it intensively since she still relies on another tutoring service and hasn't made a firm plan to use Skuling regularly.
4:35	First impression: positive, found it clear about what's offered upfront (X-line, Battle, Freestyle, Try Out), with an iconic, cute owl mascot she found motivating.
5:39	Experienced one confusing moment: unclear about different Try Out tiers (e.g., "TO Premium," "TO Flexi").
6:35	Hasn't used the app intensively because she prefers tutoring with live/direct interaction, which Skuling doesn't offer.
7:16	Feature preference: most interested in Freestyle, since it allows unlimited question drilling, unlike some other platforms.
7:54	No issues experienced using Freestyle so far, smooth.
8:16	Hasn't tried Battle or the leaderboard yet, but finds the idea appealing, especially for ambitious/competitive users; sees the streak as good for consistency.
9:09	Describes herself as fairly competitive, driven by the idea of Battle even without having tried it yet.
10:02	Has tried other apps including Ruangguru and Analitica for SNBT prep.
11:29	Likes the idea of a Spotify-Wrapped-style weekly progress report showing strengths/weaknesses per subtest.

12:07	Finds a built-in community feature valuable in general (psychological support) but hasn't used Skuling's own community feature, since she's focused on her private class.
13:15	Has a study-related Twitter account, but it's still new; still exploring which platform suits her.
13:48	Would rate the app 9/10.
14:08	To reach 10/10: wants clearer explanation/schedule information for the different Try Out types.
14:35	Closing remarks; interview ends.



Attachment 18 Summarized Transcript of User Interview: Respondent #14

Time	Summary
0:33	Introduces herself: grade 12 (as of this month), targeting Sastra Inggris (English Literature).
1:07	Has studied SNBT since grade 10 semester 2.
1:22	Study history: grade 10 relied on materials shared on Twitter; found Skuling in grade 11 and has used it since (about a year by the time of the interview).
2:04	Usage: whenever she remembers, inconsistently, cycles between consistent and inconsistent periods.
2:17	Platform: both an Android tablet and an Android phone.
2:38	Previously subscribed for 6 months but the subscription has since lapsed; hasn't renewed due to budget, but wants to when possible.
4:17	First impression: not overly confusing overall, though a few features were unclear initially.
4:37	Specifically confused by "SkulBoard", could read others' messages but wasn't sure how to compose/send her own; took a while to find.
5:19	The messaging/chat confusion persisted for a while, took several months before she figured it out.
5:32	Features she found immediately clear: practice question sections and Try Out.
6:03	Aesthetics (color, font, layout): finds them pleasant and comfortable.
6:34	Uses Freestyle more often than Battle.
6:54	Prefers Freestyle because her Battle experience involved AFK (inactive) opponents, making it less enjoyable, would enjoy Battle more against active opponents.
7:34	Uses power-ups often in both Freestyle and Battle.
7:41	Found power-ups a bit unclear initially due to lack of onboarding guidance.
8:09	Favorite additional feature: the streak, motivates her to log in daily to keep it active.

8:38	The leaderboard is motivating, she discovered she ranked #1 among her schoolmates after classmates mentioned it, which encouraged her to stay active.
9:16	Was previously unaware the leaderboard could be filtered by school; only knew about the regional/district view.
9:59	Would rate the overall interface 4/5.
10:13	To reach 5/5: wants SkulBoard to be less confusing, and easier navigation/search for past Try Out and Freestyle history.
10:41	Doesn't pay much attention to achievements/badges/ranks on her profile, partly because she finds it unclear how to earn them.
11:25	Closing remarks; interview ends.



Attachment 19 Summarized Transcript of User Interview: Respondent #15

Time	Summary
0:48	Introduces herself: Tahira, grade 11, targeting Psikologi (Psychology) at UGM.
1:05	Started studying SNBT early in grade 11 but inconsistently at first (focused more on grades for SNBP eligibility); resumed seriously later in grade 11 after realizing good grades alone weren't enough without extra achievements/certificates.
1:51	Study methods: attends Alternatifa tutoring, uses the Wangsit workbook, and uses the Skuling app.
2:24	Has used Skuling for about 1-2 months.
2:41	Usage: based on a personal to-do list, turns to Skuling specifically when her other materials (books/social media) don't cover a topic, since Schooling already provides organized material.
3:26	Subscribed since May.
3:45	Reason for subscribing: compared several apps' explanations, found Schooling's explanations the easiest to understand; the free tier's limited number of practice questions was the deciding factor.
4:58	First impression: most liked the Xplain (AI-assisted material explanation) feature with concise summaries of key points, though she sometimes had to rephrase her questions carefully to get a relevant AI response.
6:01	Additional AI use: can request more practice questions or further explanation via the AI chat.
6:40	Aesthetics: good overall; notes Battle as a distinguishing feature (can play against friends, AI, or even featured TikTok creators/successful alumni).
7:16	Uses Freestyle most; has used Battle only a few times due to lack of study partners, though Battle can be either motivating or discouraging depending on the outcome.

7:44	Uses power-ups inconsistently, sometimes reviews material first before deciding.
8:13	Initially a bit apprehensive about power-ups/poor results but treats it as a way to self-assess understanding.
8:50	Rarely uses Weekly Report, finds it unclear how to use since she already has her own study plan; finds the leaderboard motivating by comparison to how far others have progressed.
9:56	Joins a Skuling-related WhatsApp community group (external) for faster updates (e.g., pricing changes) rather than the in-app community/chat feature, which she rarely uses.
11:02	Would rate the interface 8/10.
11:18	To reach 10/10: wants clearer guidance on Weekly Report; also feels the AI (Xplain) sometimes requires overly precise phrasing to get a relevant response.
12:31	Feature request: video learning content, though she notes the Premium tier already offers this at a cost she considers relatively high.
12:56	Uses Xplain occasionally (bundled with Freestyle) but not frequently.
13:09	Confirms color scheme and font are good, the bright colors help her feel more motivated to study.
13:53	Closing remarks; interview ends.

Attachment 20 Summarized Transcript of User Interview: Respondent #16

Time	Summary
0:43	Introduces herself: Ellie, targeting Hubungan Internasional (International Relations) at UNPAD, currently in semester 2 of a semi-gap year.
1:12	Currently in the Manajemen Bisnis (Business Management) program during her gap semester.
1:25	Took the SNBT exam once last year; still remembers some material but hasn't started intensive studying yet for this year's attempt.
2:11	Previous study methods: Wangsit workbook and a school-based private tutoring program, limited number of sessions.
2:32	Has tried the Pahamify app before; had heard of Skuling but never tried it.
3:02	Platform: iPhone (iOS), specifically an iPhone 8 Plus.
3:37	First impression (from the App Store listing through actual use): easy to understand, simple language, fast login, generally attractive overall.
4:16	Didn't know much about specific features beforehand, decided to download based on the App Store listing alone.
4:59	Color scheme (blue): likes it, as blue is her preferred color.
5:16	Font: comfortable/easy to read.
5:34	Icon/mascot (owl): likes it, enjoys owls and feels they suit an educational context, though she couldn't recall the specific reasoning she'd previously read about the owl-education connection.
7:04	Reaction to a hypothetical head-to-head Battle concept (5 questions, fastest correct answers wins): mixed feelings (50/50) some fear of losing but also motivating due to competitive drive to prove her studying has paid off.
7:50	Prefers a solo, timed 5-question mode over head-to-head Battle.
8:43	Reaction to a hypothetical leaderboard concept (points for correct/incorrect answers, ranking against others): finds it

	appealing/motivating, helps her understand her relative progress and weaknesses.
10:29	Reaction to a hypothetical streak concept (daily login required or streak resets): finds it motivating to maintain consistent study habits.
11:20	Hasn't thought of any specific "dream" SNBT study feature she feels is missing.
12:03	No specific interface criticism or desired change identified so far, since she hasn't used the app deeply yet.
12:25	Would rate the app 9/10 based on what she knows so far.
12:36	The remaining 1/10 reflects that she hasn't explored the app fully yet.
13:09	Closing remarks; interview ends.



Attachment 21 Validation of GAMEX Translation with Expert 1

Introduction

This questionnaire is aimed at English experts to validate the translation of the GAMEX questionnaire from English to Indonesian, which will then be used for the thesis titled "Evaluating and Enhancing Usability and Gamification in Skuling Based on ISO 9241-11: A Design Thinking Approach with Usability Testing and GAMEX." The English experts are meant to determine whether the Indonesian translation conveys an identical meaning to the English version, and is valid enough to be spread to Skuling users as a result. With this, the original and translated version of the questionnaire will be provided below.

Instructions

English experts can determine that the Indonesian translation is valid by writing out the word Yes or the checklist symbol on the "Validity" column. However, if the Indonesian translation is not valid, English experts can write "No" or the X cross symbol in the "Validity" column. English experts can also include a note on what needs to be changed or clarified in the Notes section. The determination of English experts will be used as ways of improving and developing the GAMEX questionnaire, which is based on Eppmann et al. (2018)'s article "Gameful Experience in Gamification: Construction and Validation of a Gameful Experience Scale [GAMEX]," further to better suit Indonesian audiences.

Date:

Validator: Adinda Aurethashafa Priandana, S.Pd

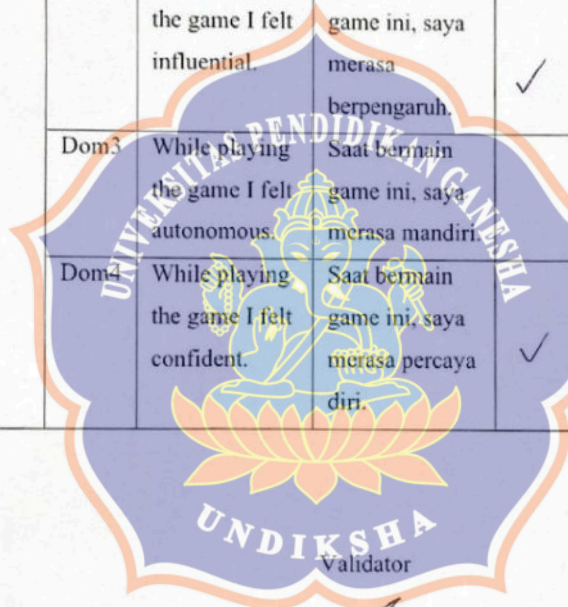
Variable	Code	Component (English)	Component (Indonesian)	Validity		
				Yes	No	Notes
Enjoyment	Enj1	Playing the game was fun.	Bermain game ini menyenangkan.	✓		
	Enj2	I liked playing the game.	Saya senang bermain game ini.	✓		

Variable	Code	Component (English)	Component (Indonesian)	Validity		
				Yes	No	Notes
	Enj3	I enjoyed playing the game very much.	Saya sangat menikmati bermain game ini.	✓		
	Enj4	My game experience was pleasurable.	Pengalaman bermain game ini terasa menyenangkan.	✓		
	Enj5	I think playing the game is very entertaining.	Saya rasa bermain game ini sangat menghibur.	✓		
	Enj6	I would play this game for its own sake, not only when being asked to.	Saya akan memainkan game ini karena keinginan sendiri, bukan hanya karena diminta.	✓		
Absorption	Ab1	Playing the game made me forget where I am.	Bermain game ini membuat saya lupa di mana saya berada.		✓	"Lupa tempat" atau "Tidak sadar diri"
	Ab2	I forgot about my immediate surroundings while I played the game.	Saya lupa dengan lingkungan sekitar saya saat bermain game ini.	✓		

Variable	Code	Component (English)	Component (Indonesian)	Validity		
				Yes	No	Notes
	Ab3	After playing the game, I felt like coming back to the "real world" after a journey.	Setelah bermain game ini, saya merasa seperti kembali ke "dunia nyata."	✓		
	Ab4	Playing the game "got me away from it all."	Bermain game ini membuat saya merasa "lepas dari segalanya."	✓		
	Ab5	While playing the game I was completely oblivious to everything around me.	Saat bermain game ini, saya benar-benar tidak sadar akan apa pun di sekitar saya.	✓		
	Ab6	While playing the game I lost track of time.	Saat bermain game ini, saya lupa waktu.	✓		
	CT1	Playing the game sparked my imagination.	Bermain game ini membangkitkan imajinasi saya.	✓		
	CT2	While playing the game I felt creative.	Saat bermain game ini, saya merasa kreatif.		✓	"Membuat sayo kreatif"
Creative thinking	CT3	While playing the game I felt that I could explore things.	Saat bermain game ini, saya merasa bisa	✓		

Variable	Code	Component (English)	Component (Indonesian)	Validity		
				Yes	No	Notes
			mengeksplorasi berbagai hal.			
	CT4	While playing the game I felt adventurous.	Saat bermain game ini, saya merasa penuh petualangan.	✓		
Activation	Act1	While playing the game I felt activated.	Saat bermain game ini, saya merasa bersemangat.	✓		
	Act2	While playing the game I felt jittery.	Saat bermain game ini, saya merasa gelisah.		✓	"Berdebar- debar"
	Act3	While playing the game I felt frenzied.	Saat bermain game ini, saya merasa tergesa- gesa dan tidak terkendali.		✓	Frenzied bisa diganai sangat bersemangat
	Act4	While playing the game I felt excited.	Saat bermain game ini, saya merasa sangat antusias.	✓		
Absence of negative effect	ANA1	While playing the game I felt upset.	Saat bermain game ini, saya merasa kesal.	✓		
	ANA2	While playing the game I felt hostile.	Saat bermain game ini, saya merasa mudah tersinggung atau bersikap agresif.	✓		

Variable	Code	Component (English)	Component (Indonesian)	Validity		
				Yes	No	Notes
	ANA3	While playing the game I felt frustrated.	Saat bermain game ini, saya merasa frustrasi.	✓		
Dominance	Dom1	While playing the game I had the feeling of being in charge.	Saat bermain game ini, saya merasa memegang kendali.	✓		
	Dom2	While playing the game I felt influential.	Saat bermain game ini, saya merasa berpengaruh.	✓		
	Dom3	While playing the game I felt autonomous.	Saat bermain game ini, saya merasa mandiri.		✓	Autonomus ↳ bebas
	Dom4	While playing the game I felt confident.	Saat bermain game ini, saya merasa percaya diri.	✓		



Adinda Aurethashafa Priandana

Adinda Aurethashafa Priandana, S.Pd

Thank you for filling out the questionnaire and providing recommendations to make the questionnaire better, Ms. Adinda 🙏

I would like to ask regarding some of the notes you've left:

1. For Ab1, you wrote that "forget where I am" should be translated to "lupa tempat" or "tidak sadar diri." I'm a bit confused about the "tidak sadar diri" suggestion, because in my head, "tidak sadar diri" sounds like someone who does not act like their social position (like someone who gets angry all the time yet dares to lecture others on how to control their emotions.) Is this the meaning the original text tried to convey as well?
2. Regarding Act2 and Act3, I felt like the original questionnaire uses "jittery" and "frenzied" as negative terms, but the notes you wrote seemed like they were meant to be positive terms instead. Does the original questionnaire truly want to use those words positively, or are they aiming for a balance of both?

That is all from me. Thank you, Ms 🙏

16:23 ✓

1. For Ab1: You're correct that "**tidak sadar diri**" in common Indonesian usage often refers to someone who acts beyond their social position or inappropriately. In the context of my note, I was thinking more along the lines of "not fully aware of oneself or surroundings" — similar to being absent-minded or mentally checked out — rather than the social connotation. If the original meaning leans more toward spatial or situational awareness, "**lupa tempat**" or "**tidak menyadari keadaan sekitar**" would be more precise and avoid the unintended negative social nuance.

2. For Act 2&3: I agree that "**jittery**" and "**frenzied**" in English generally carry negative connotations, especially in psychological or behavioral questionnaires. My notes leaned toward more neutral or slightly positive interpretations because I wasn't entirely certain whether the original questionnaire aimed to capture only the negative sense or to balance it. If the intention is purely negative (e.g., restlessness, over-excitement in a disruptive way), then the translation should reflect that tone accordingly — for example, "**gelisah berlebihan**" for "jittery" and "**tergesa-gesa/terburu-buru secara kacau**" for "frenzied."

I hope this clarifies the notes I left earlier. Please let me know if you'd like me to adjust the suggestions to align strictly with the intended tone of the questionnaire.

Edited 16:25

Attachment 22 Validation of GAMEX Translation with Expert 2

Introduction

This questionnaire is aimed at English experts to validate the translation of the GAMEX questionnaire from English to Indonesian, which will then be used for the thesis titled "Evaluating and Enhancing Usability and Gamification in Skuling Based on ISO 9241-11: A Design Thinking Approach with Usability Testing and GAMEX." The English experts are meant to determine whether the Indonesian translation conveys an identical meaning to the English version, and is valid enough to be spread to Skuling users as a result. With this, the original and translated version of the questionnaire will be provided below.

Instructions

English experts can determine that the Indonesian translation is valid by writing out the word Yes or the checklist symbol on the "Validity" column. However, if the Indonesian translation is not valid, English experts can write "No" or the X cross symbol in the "Validity" column. English experts can also include a note on what needs to be changed or clarified in the Notes section. The determination of English experts will be used as ways of improving and developing the GAMEX questionnaire, which is based on Eppmann et al. (2018)'s article "Gameful Experience in Gamification: Construction and Validation of a Gameful Experience Scale [GAMEX]," further to better suit Indonesian audiences.

Date: 12 August 25

Validator: Irmanda Sri Amrihi, S.Pd

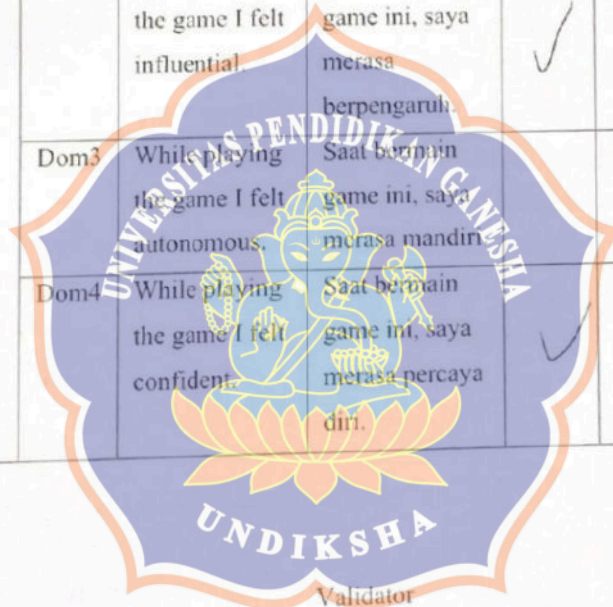
Variable	Code	Component (English)	Component (Indonesian)	Validity		
				Yes	No	Notes
Enjoyment	Enj1	Playing the game was fun.	Bermain game ini menyenangkan.	✓		
	Enj2	I liked playing the game.	Saya senang bermain game ini.	✓		

Variable	Code	Component (English)	Component (Indonesian)	Validity		
				Yes	No	Notes
	Enj3	I enjoyed playing the game very much.	Saya sangat menikmati bermain game ini.	✓		
	Enj4	My game experience was pleasurable.	Pengalaman bermain game ini terasa menyenangkan.	✓		
	Enj5	I think playing the game is very entertaining.	Saya rasa bermain game ini sangat menghibur.	✓		
	Enj6	I would play this game for its own sake, not only when being asked to.	Saya akan memainkan game ini karena keinginan sendiri, bukan hanya karena diminta.	✓		Tdk perlu menggunakan "hanya"
Absorption	Ab1	Playing the game made me forget where I am.	Bermain game ini membuat saya lupa di mana saya berada.	✓		"membuat saya lupa diri"
	Ab2	I forgot about my immediate surroundings while I played the game.	Saya lupa dengan lingkungan sekitar saya saat bermain game ini.	✓		Game ini membuat saya tidak sadar dengan lingkungan sekitar.

Variable	Code	Component (English)	Component (Indonesian)	Validity		
				Yes	No	Notes
	Ab3	After playing the game, I felt like coming back to the "real world" after a journey.	Setelah bermain game ini, saya merasa seperti kembali ke "dunia nyata."	✓		
	Ab4	Playing the game "got me away from it all."	Bermain game ini membuat saya merasa "lepas dari segalanya."	✓		
	Ab5	While playing the game I was completely oblivious to everything around me.	Saat bermain game ini, saya benar-benar tidak sadar akan apa pun di sekitar saya.	✓		
	Ab6	While playing the game I lost track of time.	Saat bermain game ini, saya lupa waktu.	✓		Game ini membuat saya lupa waktu.
	CT1	Playing the game sparked my imagination.	Bermain game ini membangkitkan imajinasi saya.	✓		
Creative thinking	CT2	While playing the game I felt creative.	Saat bermain game ini, saya merasa kreatif.		✓	"membuat saya kreatif"
	CT3	While playing the game I felt that I could explore things.	Saat bermain game ini, saya merasa bisa	✓		

Variable	Code	Component (English)	Component (Indonesian)	Validity		
				Yes	No	Notes
			mengeksplorasi berbagai hal.			
	CT4	While playing the game I felt adventurous.	Saat bermain game ini, saya merasa penuh petualangan.		✓	"saya merasa tertantang"
Activation	Act1	While playing the game I felt activated.	Saat bermain game ini, saya merasa bersemangat.	✓		
	Act2	While playing the game I felt jittery.	Saat bermain game ini, saya merasa gelisah.	✓		
	Act3	While playing the game I felt frenzied.	Saat bermain game ini, saya merasa tergesa- gesa dan tidak terkendali.		✓	"gelisah" "tegang"
	Act4	While playing the game I felt excited.	Saat bermain game ini, saya merasa sangat antusias.	✓		
Absence of negative effect	ANA1	While playing the game I felt upset.	Saat bermain game ini, saya merasa kesal.	✓		
	ANA2	While playing the game I felt hostile.	Saat bermain game ini, saya merasa mudah tersinggung atau bersikap agresif.		✓	"saya menjadi lebih agresif"

Variable	Code	Component (English)	Component (Indonesian)	Validity		
				Yes	No	Notes
	ANA3	While playing the game I felt frustrated.	Saat bermain game ini, saya merasa frustrasi.	✓		
Dominance	Dom1	While playing the game I had the feeling of being in charge.	Saat bermain game ini, saya merasa memegang kendali.	✓		
	Dom2	While playing the game I felt influential.	Saat bermain game ini, saya merasa berpengaruh.	✓		
	Dom3	While playing the game I felt autonomous.	Saat bermain game ini, saya merasa mandiri.		✓	"saya merasa punya kuasa."
	Dom4	While playing the game I felt confident.	Saat bermain game ini, saya merasa percaya diri.	✓		



Irmanda Sri Amrihi, S.Pd

Thank you for filling out the questionnaire and providing recommendations to make the questionnaire better, Ms. Irmanda 🙏

I would like to ask regarding one of the notes you've left:

For Enj6, you wrote that the use of "hanya" is unneeded. This confused me because in the English component, the word "only" was used, which I directly translated to "hanya." May I ask why "hanya" is unsuitable in this context?

That is all from me. Thank you, Ms 🙏

16:32 ✓

Thanks for your question! For Enj6, I know 'only' usually 'hanya' in Indonesian. The reason I suggested removing it is because, in this context, the English sentence felt more like it was just pointing out the activity, not limiting it. In Indonesian, 'hanya' can sometimes make it sound more restrictive than intended.

If the goal is to sound neutral and natural, leaving out 'hanya' works better. But if the original sentence really means "only this and nothing else," then 'hanya' should definitely stay.

Hope that clears it up!

16:40



Attachment 23 Validation of Pre-Revised GAMEX Translation with CVI

Variable	Code	Component	Expert 1 Rating	Expert 2 Rating	I-CVI
Enjoyment	Enj1	Bermain game ini menyenangkan.	4	4	1.00
	Enj2	Saya senang bermain game ini.	4	4	1.00
	Enj3	Saya sangat menikmati bermain game ini.	4	3	1.00
	Enj4	Pengalaman bermain game ini terasa menyenangkan.	4	3	1.00
	Enj5	Saya rasa bermain game ini sangat menghibur.	4	4	1.00
	Enj6	Saya akan memainkan game ini karena keinginan sendiri, bukan karena diminta.	4	2	0.50
Absorption	Ab1	Bermain game ini membuat saya lupa tempat.	2	2	0.00
	Ab2	Game ini membuat saya tidak sadar dengan lingkungan sekitar.	3	2	0.50
	Ab3	Setelah bermain game ini, saya merasa seperti kembali ke "dunia nyata."	3	3	1.00
	Ab4	Bermain game ini membuat saya merasa "lepas dari segalanya."	3	4	1.00
	Ab5	Saat bermain game ini, saya benar-benar tidak sadar akan apa pun di sekitar saya.	3	4	1.00

Variable	Code	Component	Expert 1 Rating	Expert 2 Rating	I-CVI
	Ab6	Game ini membuat saya lupa waktu.	4	2	0.50
Creative thinking	CT1	Bermain game ini membangkitkan imajinasi saya.	4	4	1.00
	CT2	Bermain game ini membuat saya merasa kreatif.	2	2	0.00
	CT3	Saat bermain game ini, saya merasa bisa mengeksplorasi berbagai hal.	3	3	1.00
	CT4	Saat bermain game ini, saya merasa tertantang.	4	1	0.50
Activation	Act1	Saat bermain game ini, saya merasa bersemangat.	4	4	1.00
	Act2	Saat bermain game ini, saya merasa berdebar-debar.	2	3	0.50
	Act3	Saat bermain game ini, saya merasa tegang.	1	2	0.00
	Act4	Saat bermain game ini, saya merasa sangat antusias.	4	3	1.00
Absence of negative effect	ANA1	Saat bermain game ini, saya merasa kesal.	4	4	1.00
	ANA2	Saat bermain game ini, saya menjadi lebih agresif.	4	2	0.50
	ANA3	Saat bermain game ini, saya merasa frustrasi.	4	4	1.00
Dominance	Dom1	Saat bermain game ini, saya merasa memegang kendali.	3	3	1.00
	Dom2	Saat bermain game ini, saya merasa berpengaruh.	3	4	1.00
	Dom3	Saat bermain game ini, saya merasa bebas.	2	2	0.00
	Dom4	Saat bermain game ini, saya merasa percaya diri.	4	4	1.00

Scale-CVI (S-CVI/Ave): 0.74

Attachment 24 Validation of Revised GAMEX Translation with CVI

Variable	Code	Component	Expert 1 Rating	Expert 2 Rating	I-CVI
Enjoyment	Enj1	Bermain game ini menyenangkan.	4	4	1.00
	Enj2	Saya senang bermain game ini.	4	4	1.00
	Enj3	Saya sangat menikmati bermain game ini.	4	3	1.00
	Enj4	Pengalaman bermain game ini terasa menyenangkan.	4	3	1.00
	Enj5	Saya rasa bermain game ini sangat menghibur.	4	4	1.00
	Enj6	Saya akan memainkan game ini karena keinginan sendiri, bukan karena diminta.	4	4	1.00
Absorption	Ab1	Bermain game ini membuat saya lupa tempat.	3	4	1.00
	Ab2	Game ini membuat saya tidak sadar dengan lingkungan sekitar.	3	3	1.00
	Ab3	Setelah bermain game ini, saya merasa seperti kembali ke "dunia nyata."	3	3	1.00
	Ab4	Bermain game ini membuat saya merasa "lepas dari segalanya."	3	4	1.00
	Ab5	Saat bermain game ini, saya benar-benar tidak sadar akan apa pun di sekitar saya.	3	4	1.00

Variable	Code	Component	Expert 1 Rating	Expert 2 Rating	I-CVI
	Ab6	Game ini membuat saya lupa waktu.	4	4	1.00
Creative thinking	CT1	Bermain game ini membangkitkan imajinasi saya.	4	4	1.00
	CT2	Bermain game ini membuat saya merasa kreatif.	3	4	1.00
	CT3	Saat bermain game ini, saya merasa bisa mengeksplorasi berbagai hal.	3	3	1.00
	CT4	Saat bermain game ini, saya merasa tertantang.	4	4	1.00
Activation	Act1	Saat bermain game ini, saya merasa bersemangat.	4	4	1.00
	Act2	Saat bermain game ini, saya merasa berdebar-debar.	4	3	1.00
	Act3	Saat bermain game ini, saya merasa tegang.	3	4	1.00
	Act4	Saat bermain game ini, saya merasa sangat antusias.	4	3	1.00
Absence of negative effect	ANA1	Saat bermain game ini, saya merasa kesal.	4	4	1.00
	ANA2	Saat bermain game ini, saya menjadi lebih agresif.	4	4	1.00
	ANA3	Saat bermain game ini, saya merasa frustrasi.	4	4	1.00
Dominance	Dom1	Saat bermain game ini, saya merasa memegang kendali.	3	3	1.00
	Dom2	Saat bermain game ini, saya merasa berpengaruh.	3	4	1.00
	Dom3	Saat bermain game ini, saya merasa bebas.	4	4	1.00
	Dom4	Saat bermain game ini, saya merasa percaya diri.	4	4	1.00

Scale-CVI (S-CVI/Ave): 1.00

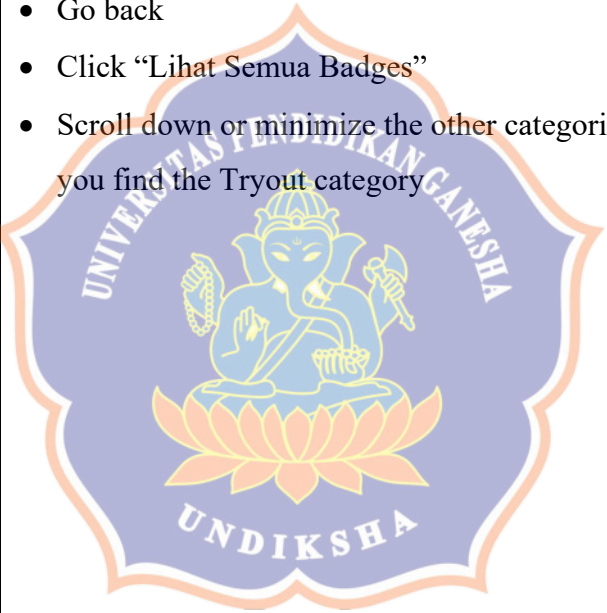
Attachment 25 Baseline & Post-Redesign Testing Task Scenario

Task	Narrative	Detailed Steps	Initial Problems
Make a new account	You are using Skuling for the first time to prepare for the SNBT exam. Register and set up a new account using your personal details, complete all the necessary steps, and navigate through the onboarding until you successfully land on the application's homepage.	- Click the “Ayo Mulai” & “Let’s Go” buttons - Fill out the Full Name, Username, Email, Password, Confirm Password, Province, Regency/City, and “Tau Skuling dari mana?” fields accordingly - Choose anything for the “Misi besarmu tahun ini apa?” part, and then click “Lanjutkan” - Choose anything for the “Posisi kamu sekarang di mana?” part, and then click “Lanjutkan” - Choose Universitas Pendidikan Ganesha for the “Kampus Impianmu?” part and Sistem Informasi for the “Pilih Jurusan Impianmu” part, then click “Lanjutkan” - Click “Amini & Lanjut” - Choose any for “Seberapa ambis kamu tiap hari?” and then click Simpan Komitmen	The onboarding felt too long; the lack of a Skip button could cause users to lose their attention and end up not using the application, especially considering that previous versions of the application did not have a multi-step onboarding process such as this.

Task	Narrative	Detailed Steps	Initial Problems
		• Click “Lanjutkan” • During the Pemanasan part, choose any answer. Answer all three questions, it doesn’t matter whether the answer is correct or not. • Click “Mulai Perbaiki!” on the Diagnosis Results page • Click “Nanti dulu” on the Skuling Pro page • You should be redirected to the homepage	
Finish the “Mengenal Bahasa Indonesia di TKA” Xplain material	You want to study the "Bahasa Indonesia" subject for the TKA test via the “Materi” section. Complete your profile requirements if prompted, locate the specified material module, read through all	• Go to the home page • Navigate to the Xplain section • A popup saying that your profile isn’t complete yet should appear. Click “Lengkapi profil sekarang” to proceed • Fill out the incomplete fields: Phone Number, School, and Class (If you’ve made an account before, then a number will be provided for you) • Click “Sekolah/TKA”	There’s no search bar that immediately appears on the Xplain page, meaning users have to go to each category first, which could be confusing if they are using it for the first time. There are no descriptions on what the material will be about, and the material feels

Task	Narrative	Detailed Steps	Initial Problems
	four sections, and return to the main dashboard once you have finished studying.	• Click “Bahasa Indonesia” • Click “Mengenal Bahasa Indonesia di TKA” • Once you finish a section, click “Paham, Lanjut!” Do this until you have finished all four sections. • Click “Kembali ke Beranda”	unengaging as users are able to just scroll down and click the “Paham, Lanjut!” button until all sessions are completed, skipping the content entirely.
Claim the “Menyelesaikan Modul Xplain” daily mission, then check the explanation of the power-up you got	After studying the material, you want to claim your reward from the daily quest list. Locate the daily missions menu, claim the reward for completing the Xplain module, play the reward wheel, and find out exactly what the power-up item you just received does.	• Go to the Battle tab • Click the rocket icon • Claim the Menyelesaikan Modul Xplain daily mission • Spin the wheel. Once done, close the spinning interface. • Click the power-up you obtained to see the explanation.	The power-up menu is too obscure, only accessible through a very small button. The hitbox of the Claim button is also too small.

Task	Narrative	Detailed Steps	Initial Problems
Start and finish a Battle Star session	You want to test your speed and critical thinking by challenging a bot opponent named "Kak Aji" to a peer competition. Configure a battle with a limit of 10 questions and 6 minutes on two random SNBT subtests, complete the test session as best as you can, review your answers on the evaluation page, and then safely return to the lobby.	- On the homepage, click the Battle button - Click the Battle Star button - Choose "Kak Aji," then click Tantang - Set it to 10 problems, 6 minutes. Choose "Dua Subtest Random SNBT" - Click Mulai Battle. - Try answering the questions. It doesn't matter whether your answer is correct, wrong, or blank, but you still have to try answering the question like you would in a proper SNBT test. - Click "Lihat Pembahasan" and have a glance at the analysis Skuling provided for each question. - Click the Back button, and then click Kembali to Lobby	The text of the questions and answers are too small, causing it to be difficult for the users to answer the questions properly and concentrate. The power-ups' purpose wasn't clear, and the wait for the opponent to be done with their questions could take too long, which could cause the user to be bored and close the application. The hitbox of the Plus and Minus buttons on the problem count and time limit adjustment part are also too small.
View the All Star Ranks and Tryout Badges	You want to check the achievements of the top student on the	- Go to the Leaderboard - Click the 1st place user's profile picture	Throughout browsing the leaderboard, it is difficult to discern what the icons beside

Task	Narrative	Detailed Steps	Initial Problems
of the 1 st place user	leaderboard to stay motivated. Open the rank standings, access the profile of the user in first place, and look up the descriptions for both their specific "All Star" rank tiers and their earned "Tryout" category badges.	• Click “Lihat Semua Rank” • Navigate to the All Star part • Go back • Click “Lihat Semua Badges” • Scroll down or minimize the other categories until you find the Tryout category 	each student’s name are due to the very small size. It’s not obvious what each rank means and how to obtain them, as the only explanation offered is how only a certain percentage of users have obtained it. For the badges, it’s not immediately obvious that there are other categories other than Battle on smaller screens, as the content of the Battle category seems like it perfectly fits within one page, obscuring the other categories beneath.
Like and leave a comment “Postingannya keren!” on the	You want to engage with the application's community. Join the recommended	• Navigate to the SkulWorld page signified by the globe icon	The hitbox for the three dots that allow you to delete or report a post is incredibly small, same goes for the like button. If the

Task	Narrative	Detailed Steps	Initial Problems
Squad Manager's post on the "Universitas Pendidikan Ganesha" community, then delete it	"Universitas Pendidikan Ganesha" community, enter its squad feed, interact with the first post pinned by the Squad Manager by liking it and posting a comment saying "Postingannya keren!", and then remove your comment afterward.	• Universitas Pendidikan Ganesha's community should already be recommended; click "Join" • Click "Join Squad" • Click "Lanjutkan" • You should be redirected to the MySquad tab, click "Universitas Pendidikan Ganesha" • Click on the first post made by the Squad Manager • Like the post through clicking the thumbs up icon • Click on the "Berikan Komentar" box and type "Postingannya keren!" • Click Reply • Once the comment is posted, click the three dots at the top right corner • Click "Delete Comment" • Click "Ya, Hapus"	user's name is too long, their school name would not be displayed in their comment.
Send @vedasuputra	You want to talk to another student on the	• Click the Chat bubble at the top right corner • Click "Buat Chat Baru"	Unlike popular platforms such as WhatsApp and Telegram's

Task	Narrative	Detailed Steps	Initial Problems
the message “Halo”	app. Open your inbox interface, locate the user with the username "@vedasuputra", and successfully send them a text message saying "Halo".	• Search for @vedasuputra • Send the message “Halo”	search bar, the search bar on the existing interface does not work globally; users can’t just search for another new user through it, which can cause confusion.
View your friend list, then add @vedasuputra as a friend	You want to expand your social circle within the platform. Open your own profile, access your current friend count dashboard, and send a friend request to the user account named "@vedasuputra".	• Go to the Profile tab • Click on your friend count (eg. “0 Teman”) • Click “Tambah Teman” • Search for @vedasuputra • Click on the add friend icon	The Friends tab is extremely obscure and hard to find that most users would not realise that it even exists. The problem with the global search bar on the Chat interface also applies here.

Attachment 26 Baseline Interface Flow: Task 1 (Registration)

The registration flow consists of five screens:

- Screen 1:** Welcome screen with a cartoon owl character. Text: "Siap Wujudkan Kampus Impianmu?", "400.000+ siswa sudah mulai perjalanan mereka. Sekarang giliran kamu.", and a button "Ayo Mulai". A link "Sudah punya akun? Masuk di sini" is at the bottom.
- Screen 2:** Celebration screen with the owl character. Text: "Yeay! Kamu akhirnya sampai di Skuling", "Di sinilah langkah menuju kampus impianmu dimulai.", and a button "Let's go!".
- Screen 3:** Registration form titled "Yuk kenal dulu!". Fields include: "Nama Lengkap" (filled with "Responden"), "Username" (filled with "responden00"), "Email" (filled with "responden00.skuling@gmail.com"), "Password" (masked with dots), "Provinsi" (dropdown with "Bali"), "Kota/Kabupaten" (dropdown with "Kota Denpasar"), "Tau Skuling dari mana?" (radio buttons for "X (Twitter)", "Teman", "IG", "Lainya"), "Daftar instan pakai Google" (button), and "Daftar dengan email" (button). A large watermark "UNIVERSITAS PENDIDIKAN GANESHA" is visible.
- Screen 4:** Selection screen titled "Misi besarmu tahun ini apa?". Options include: "Masuk Kedinasan (Top Pick)", "Lolos UTBK-SNBT", "Naik nilai di Sekolah / TKA", and "Tembus Ujian Mandiri". A "Selanjutnya" button is at the bottom.
- Screen 5:** Selection screen titled "Posisi kamu sekarang di mana?". Text: "Biar Skully bisa kasih 'peta' yang pas." Options include: "Kelas 10", "Kelas 11", "Kelas 12", and "Gap Year". A "Selanjutnya" button is at the bottom.

Kampus Impianmu?
Tulis mimpi besarmu. Skully siap bantu wujudin dari sekarang.

Kampus Impian
Universitas Pendidikan Ganesha

Jurusan Impian
SISTEM INFORMASI

Kunci Target

Wah, Universitas Pendidikan Ganesha Pilihan Keren!!
Itu bukan cuma mimpi, itu rencana yang bakal kita wujudkan. Kita kejar. Jaket Almamater itu bareng-bareng ya.

Amini & Lanjut

Seberapa ambis kamu tiap hari?
Konsisten itu kunci, ihol!

15 Menit
30 Menit
60 Menit

Simpan Komitmen

Bayangin...
Dengan rutin belajar 15 Menit di Skuling:

- Kamu bakal melahap 1000+ soal latihan.
- Satu langkah lebih dekat ke Universitas Pendidikan Ganesha.
- Skor Tryout bisa naik drastis.

Selanjutnya

Pemanasan Dulu Yuk 3 Soal Aja!

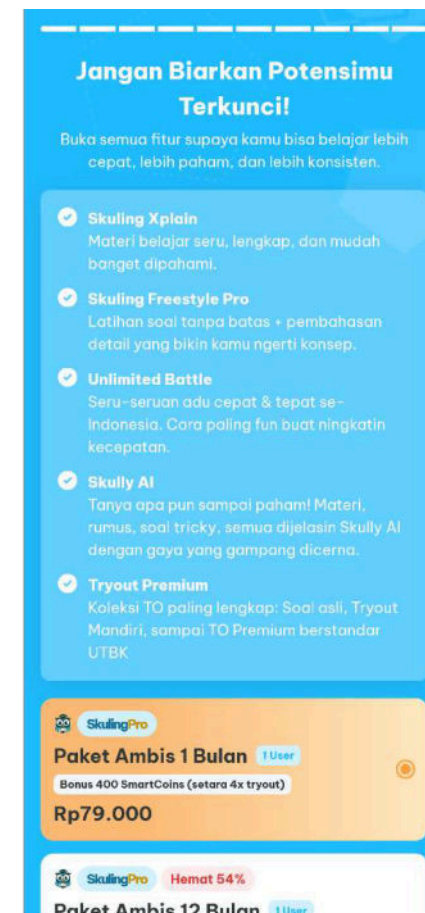
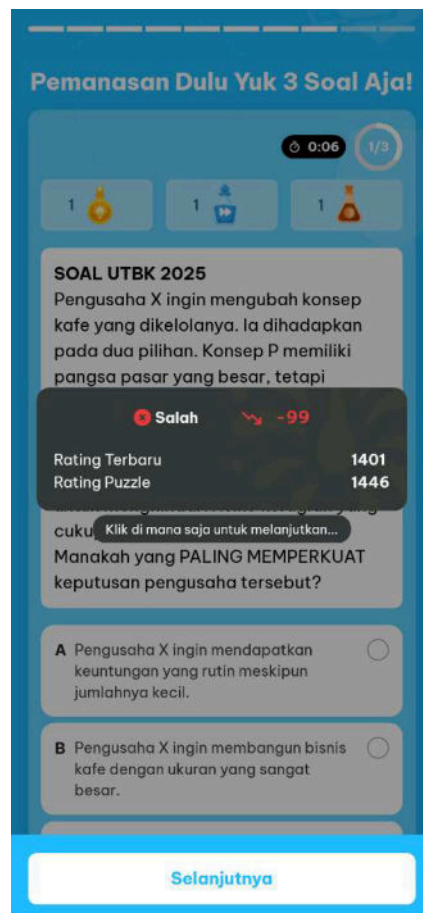
0:01 1/3

SOAL UTBK 2025
Pengusaha X ingin mengubah konsep kafe yang dikelolanya. Ia dihadapkan pada dua pilihan. Konsep P memiliki pangsa pasar yang besar, tetapi keuntungan yang didapat kecil. Konsep Q memiliki pangsa pasar yang terbatas, tetapi keuntungannya lebih besar. Pengusaha X akhirnya memilih konsep P untuk menghindari risiko kerugian yang cukup besar. Manakah yang PALING MEMPERKUAT keputusan pengusaha tersebut?

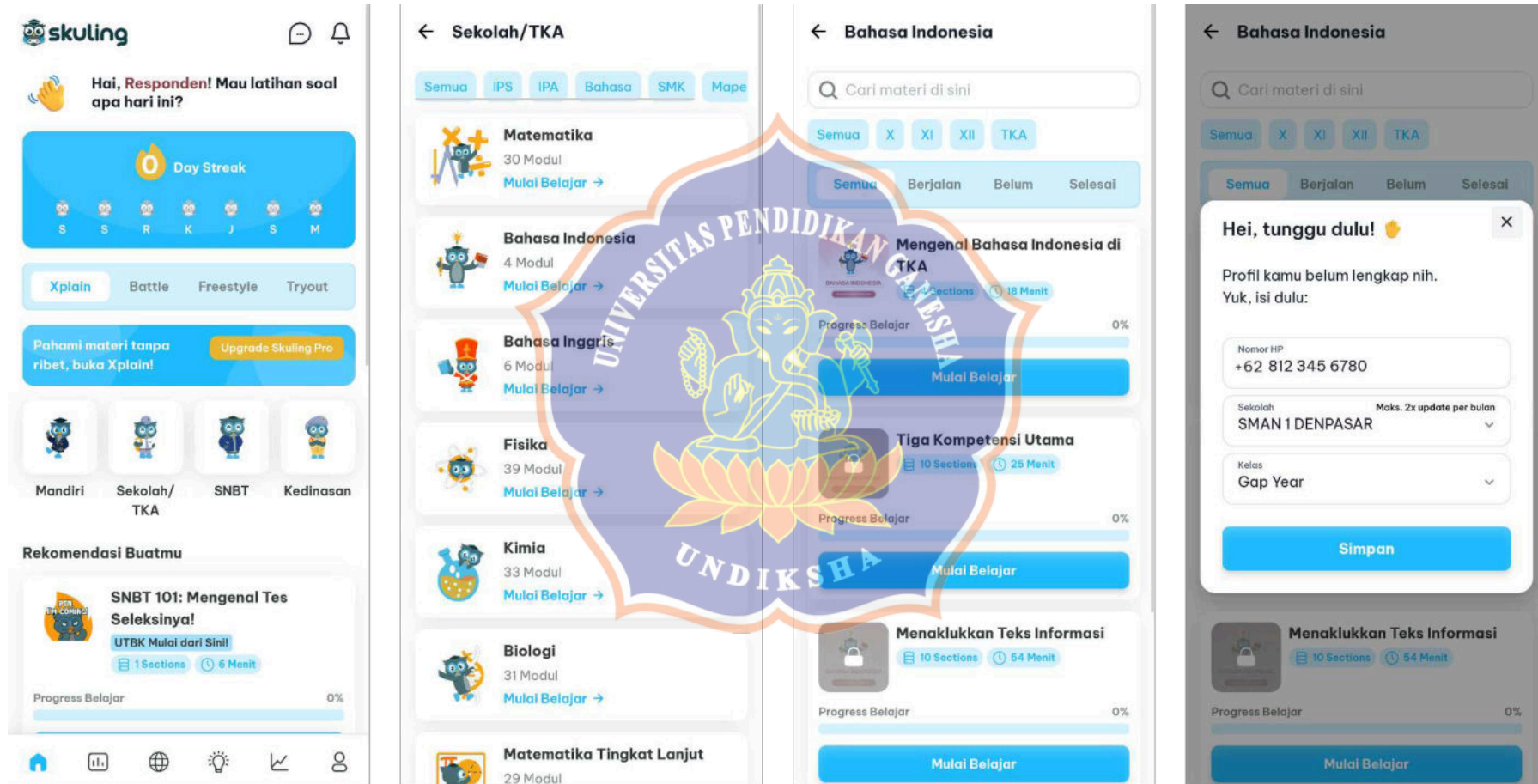
A Pengusaha X ingin mendapatkan keuntungan yang rutin meskipun jumlahnya kecil.

B Pengusaha X ingin membangun bisnis kafe dengan ukuran yang sangat besar.

Selanjutnya



Attachment 27 Baseline Interface Flow: Task 2 (Xplain)



← **Mengenal Bahasa Indonesia di TKA**
Bahasa Indonesia

Section 1: Bukan Sekadar Baca Biasa Section 2: Durasi Teks

Progress Belajar 0/4

Section 1: Bukan Sekadar Baca Biasa

Dengarkan materi

Jadi Sutradara, Bukan Cuma Penonton: Mindset Baru Taklukkan Soal TKA!

Menurut riset, lebih dari 90% data yang ada di dunia saat ini diciptakan hanya dalam dua tahun terakhir! Coba bayangin, setiap hari kamu "dihujani" informasi dari TikTok, berita online, utas di X (Twitter), sampai chat grup keluarga. Banjir informasi ini nyata.

Nah, pemerintah dan para pembuat soal TKA sadar betul soal ini. Mereka tahu, di masa depan, orang yang paling sukses bukanlah yang paling banyak hafal, tapi yang paling jago **menyaring, memahami, dan menganalisis** informasi yang tepat.

Tanya Skully

1 Day Streak!

Mantap jiwa, Responden!!! Gas terus!!!

Selamat!!
Kamu Sudah Menyelesaikan Materi Ini

Daily Streak 1/1 Claim

Waktu Belajar 0:36

Lanjutkan Kembali ke Beranda

UNDIKSHA

LEVEL UP TO ROOKIE

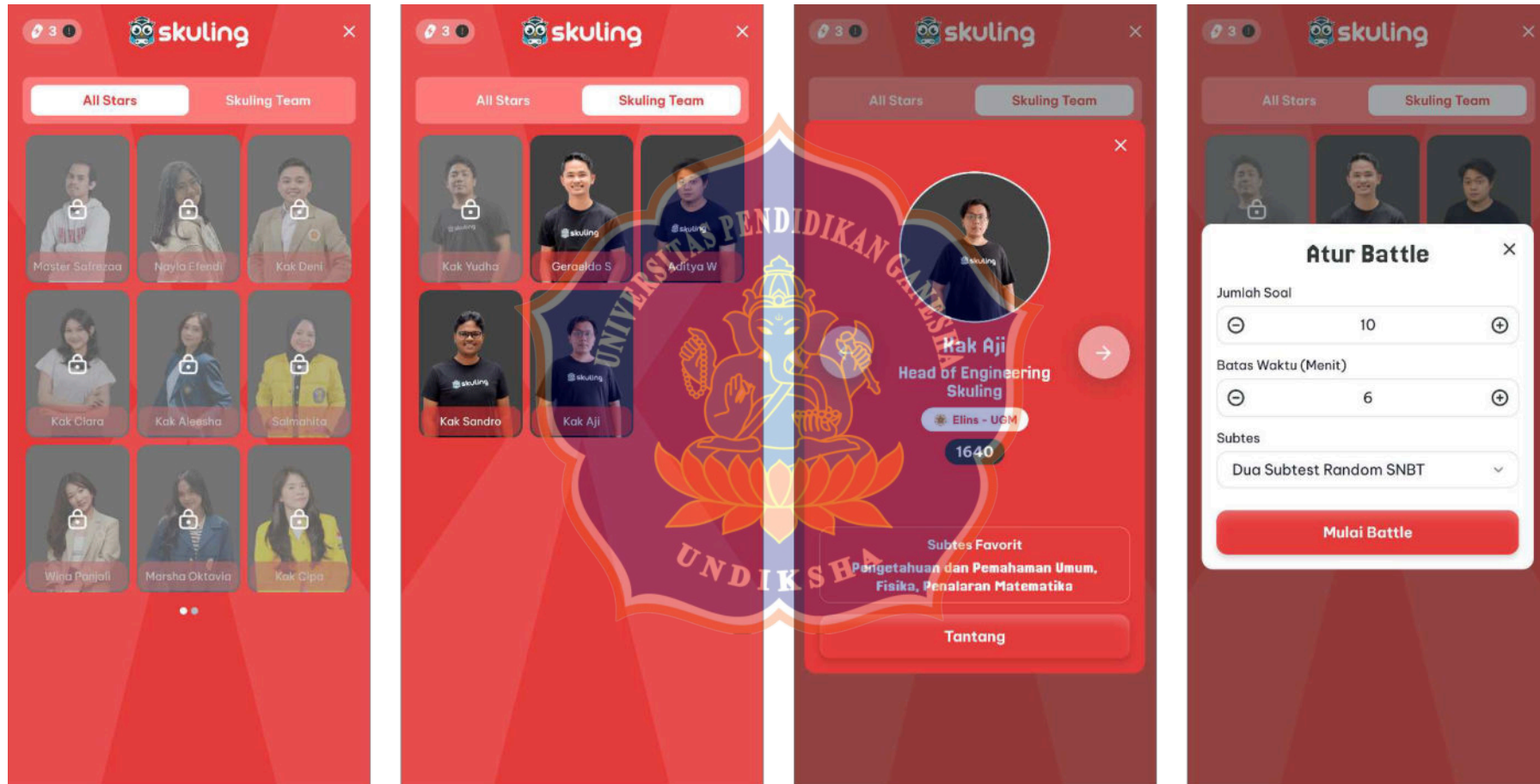
Mengumpulkan 0-6 Badge 0/6

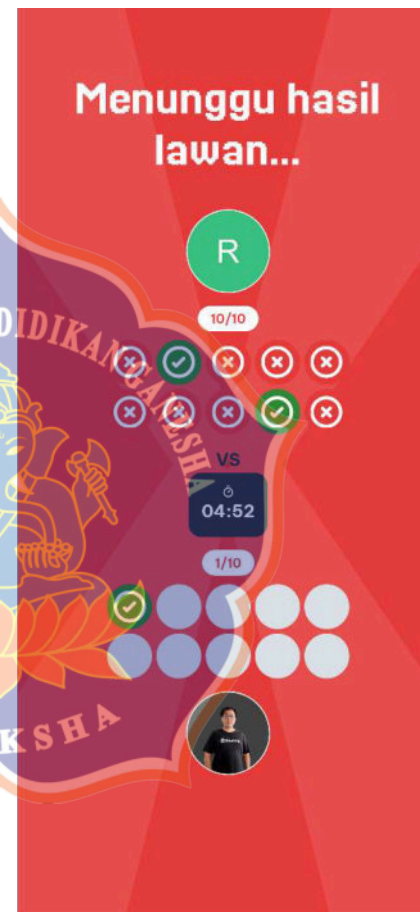
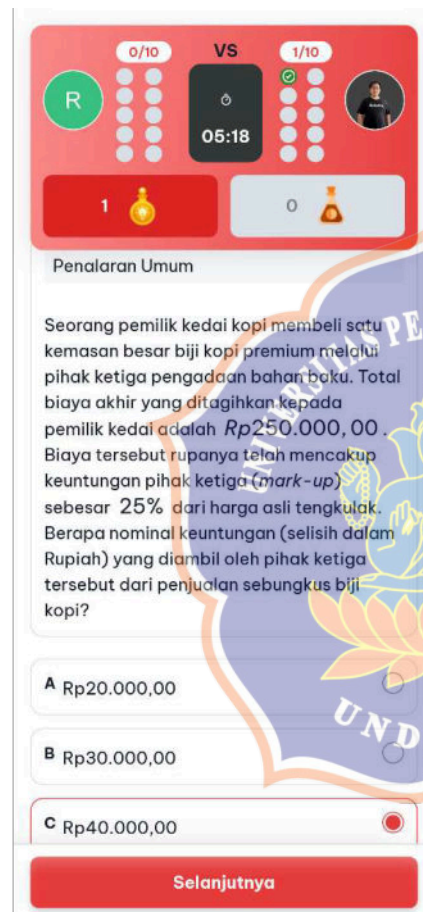
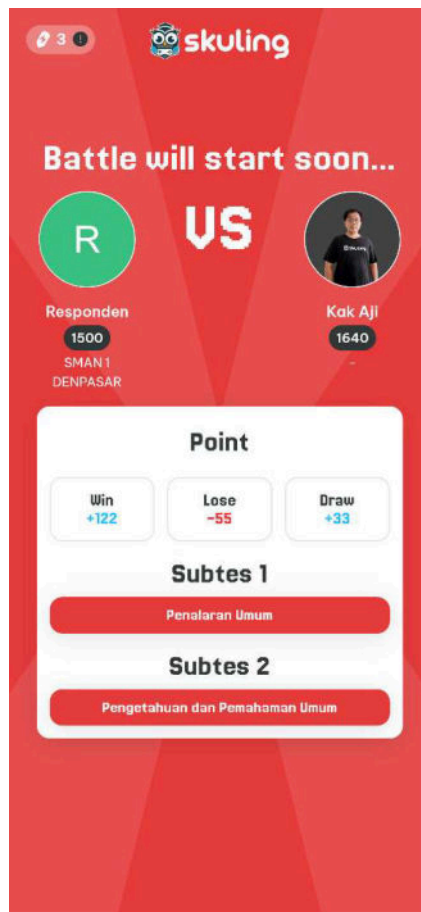
Kembali

Attachment 28 Baseline Interface Flow: Task 3 (Daily Missions)



Attachment 29 Baseline Interface Flow: Task 4 (Battle)



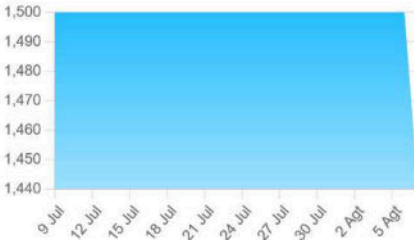







Battle Freestyle Tryout

Statistik Battle



Rating Sekarang	1445
Tertinggi	1445 (7 Agt, 2026)
Total Battle	1
Win/Lose/Draw	0 / 1 / 0
Perubahan Rating 30 hari terakhir	55


Battle History >

Battle History

3 bulan terakhir

Battle Star

7 Agt 2026

US


Kak Aji

1640

LOSE


1445 (-55)

[Lihat Pembahasan](#)



Pilihan Jawaban

A Rp20.000,00

B Rp30.000,00

C Rp40.000,00


Salah

D Rp50.000,00


Benar

E Rp62.500,00

Pembahasan

Diketahui:

- Harga tagihan (akhir) biji kopi = Rp250.000,00 .
- Persentase *mark-up* pihak ketiga = 25% dari harga tengkulak aslinya.

Ditanyakan:

- Selisih tagihan dengan harga asli tengkulak (nominal keuntungan pihak ketiga).

Pembahasan:

- Langkah 1: Menentukan persentase

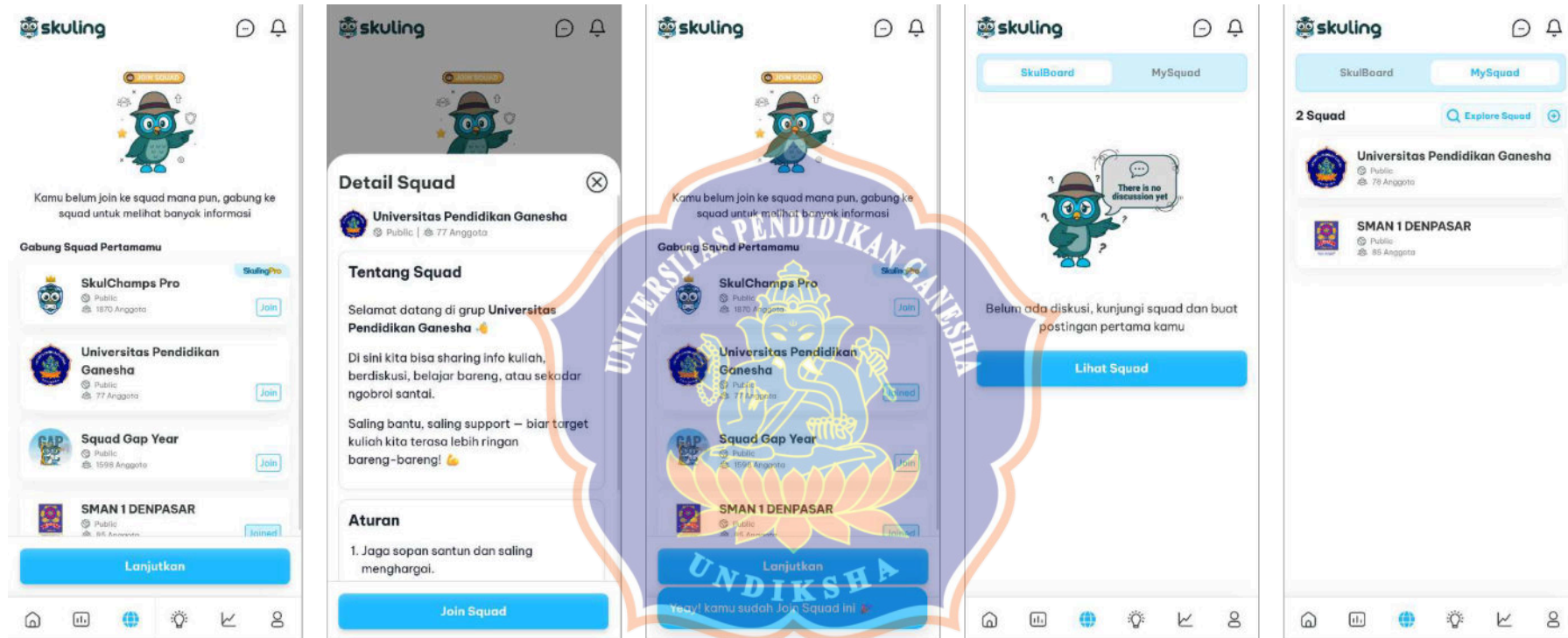



Tanya Skully


Attachment 30 Baseline Interface Flow: Task 5 (Leaderboard)



Attachment 31 Baseline Interface Flow: Task 6 (SkulWorld)

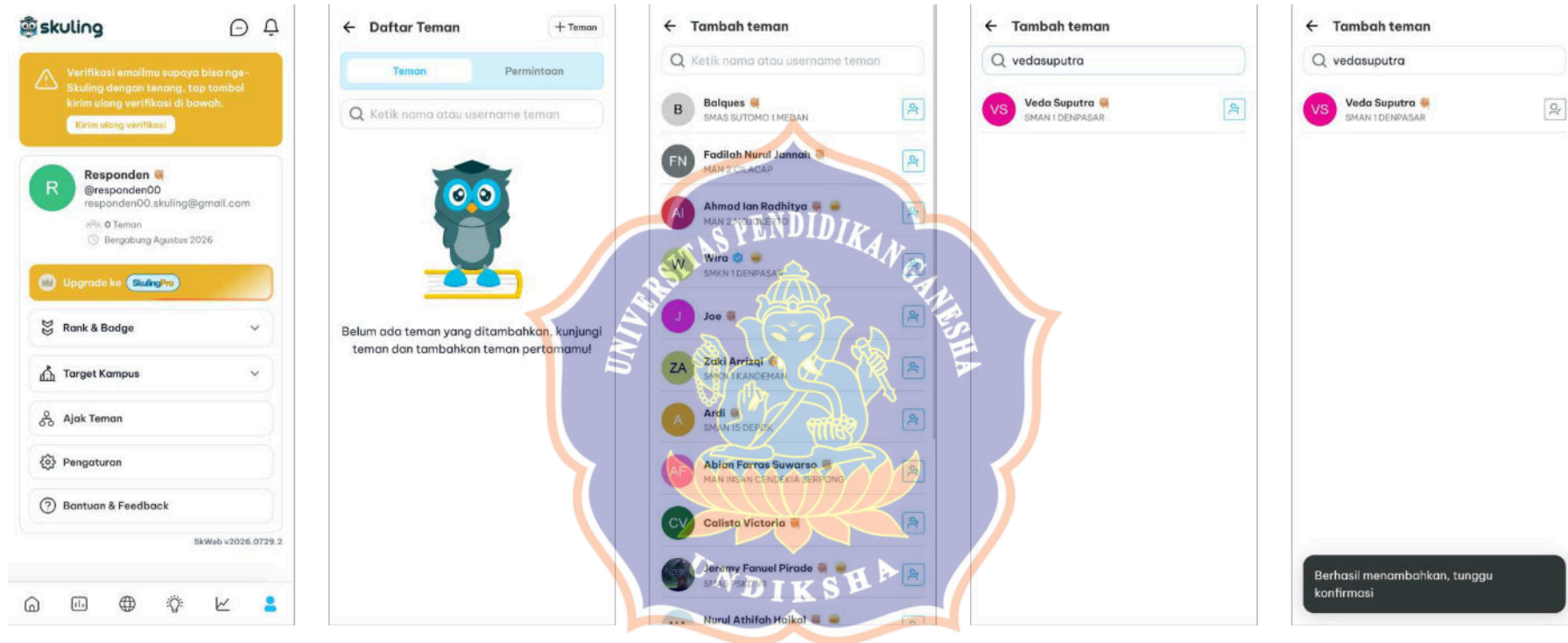




Attachment 32 Baseline Interface Flow: Task 7 (Chat)

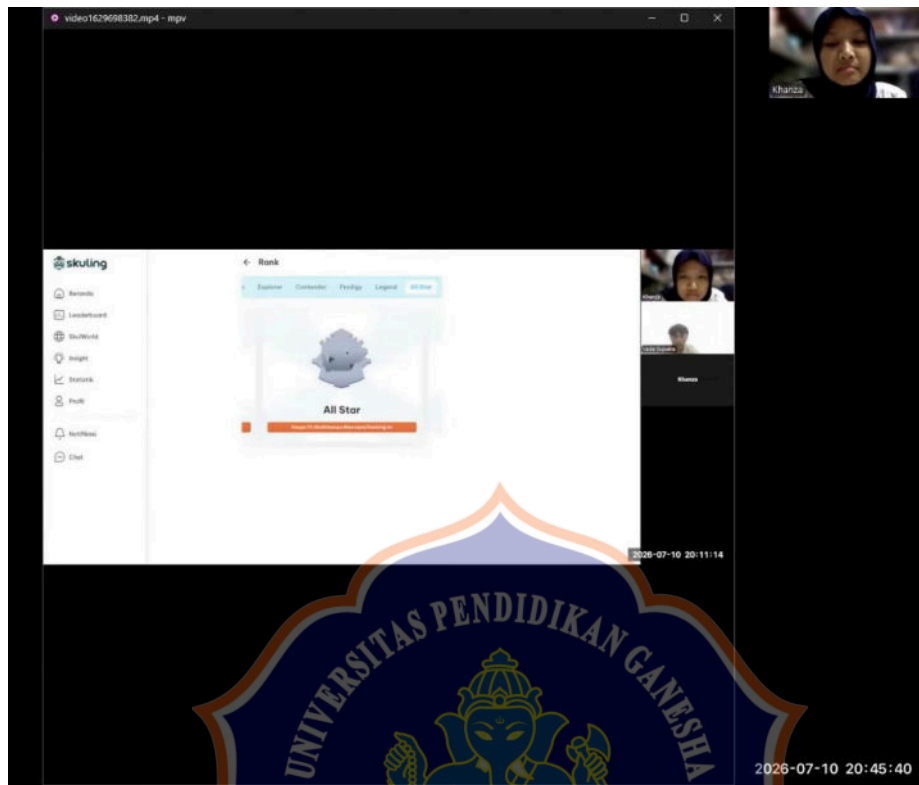


Attachment 33 Baseline Interface Flow: Task 8 (Friends)

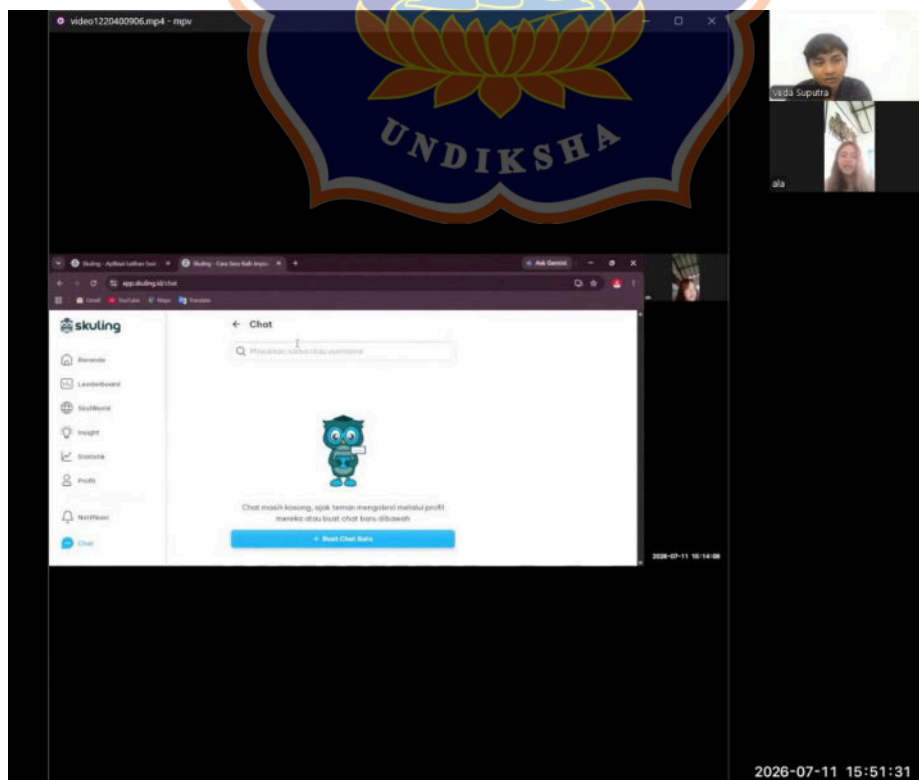


Attachment 34 Documentation of the Baseline Testing Process

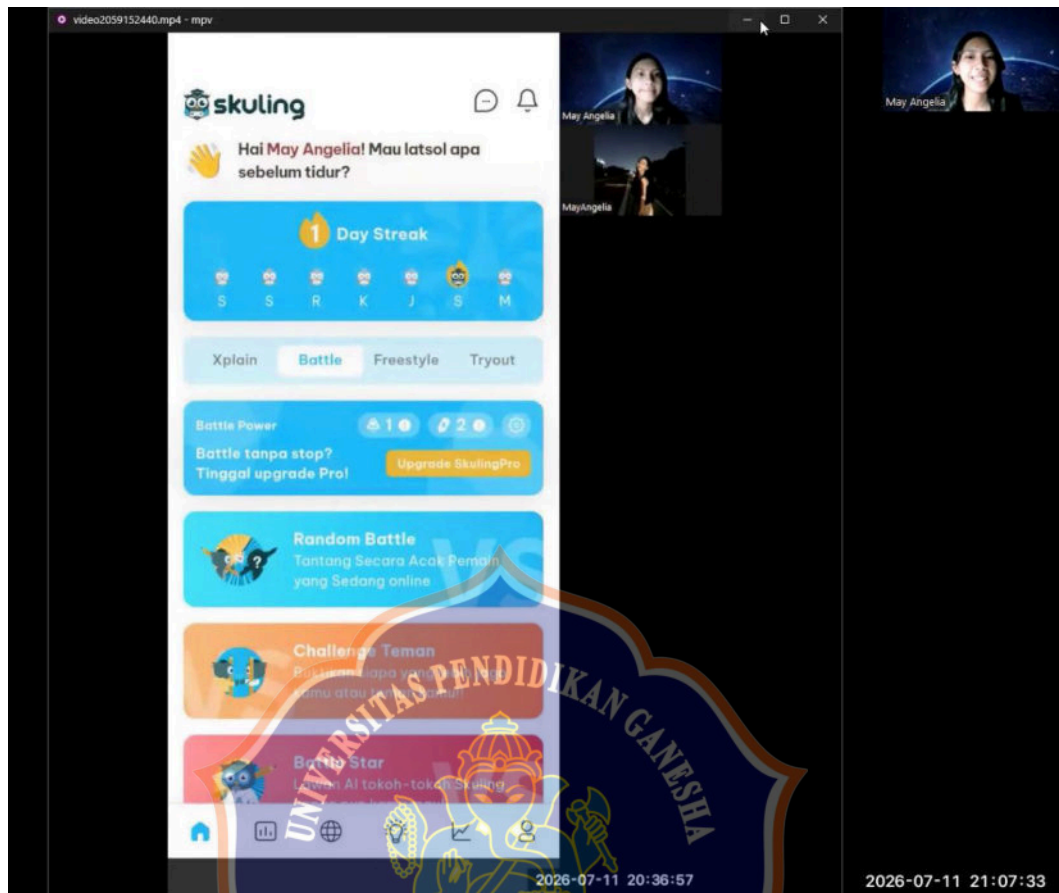
Responden 1



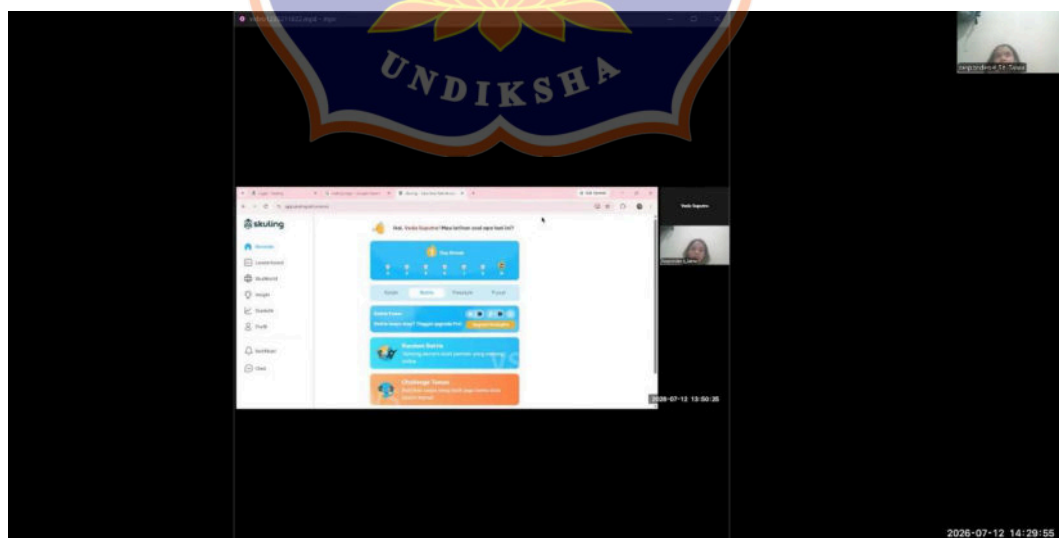
Responden 2



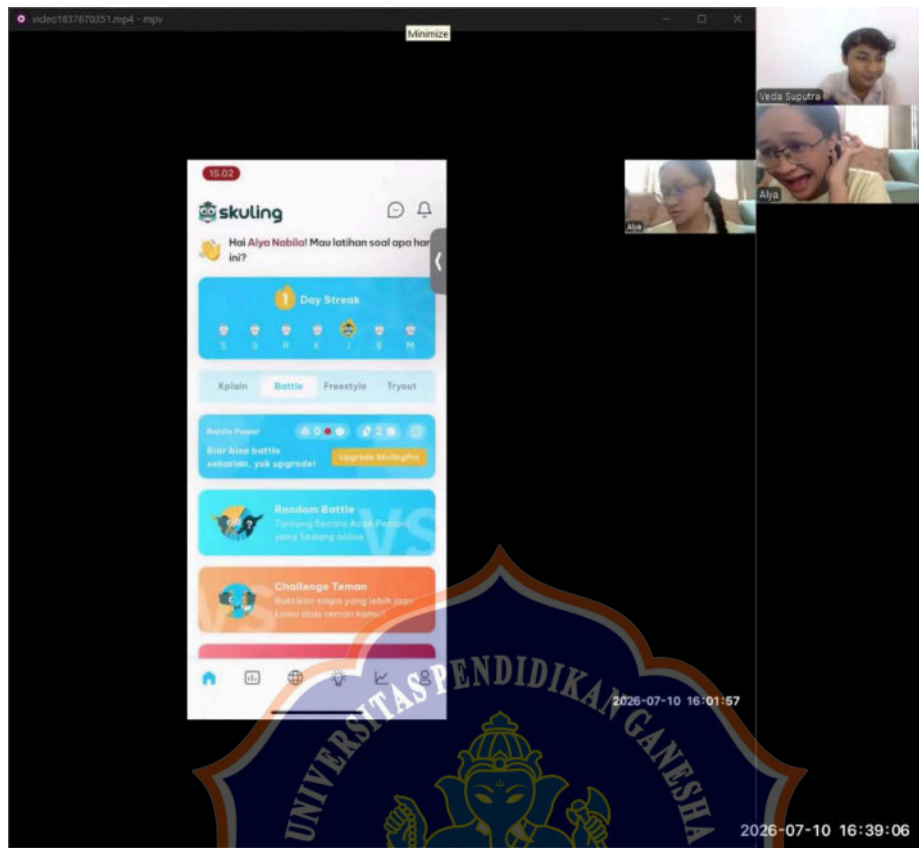
Responden 3



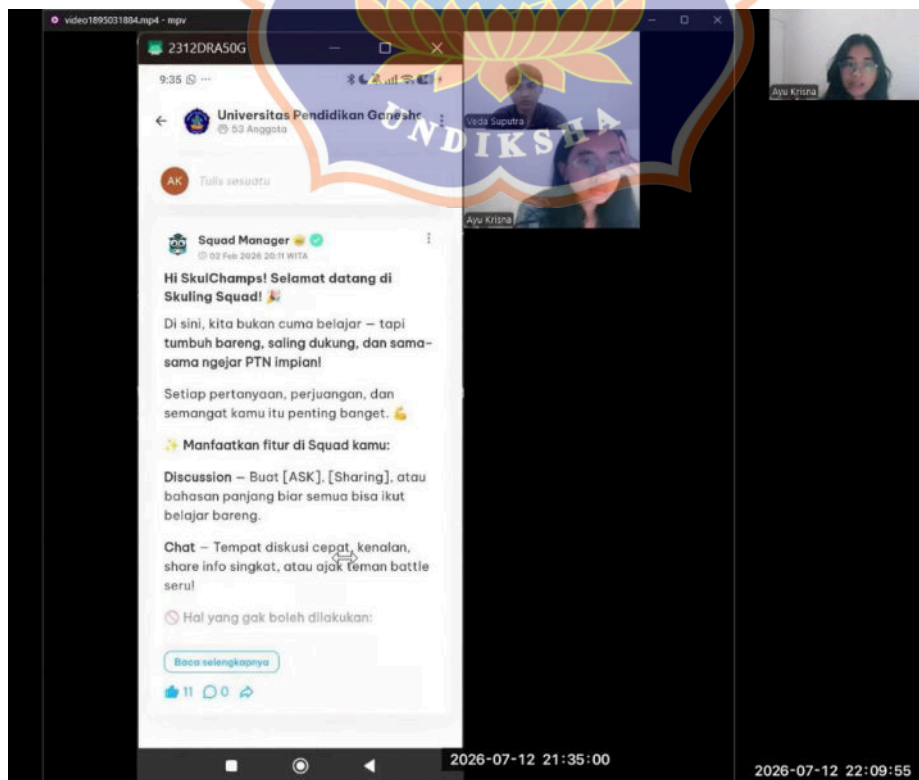
Responden 4



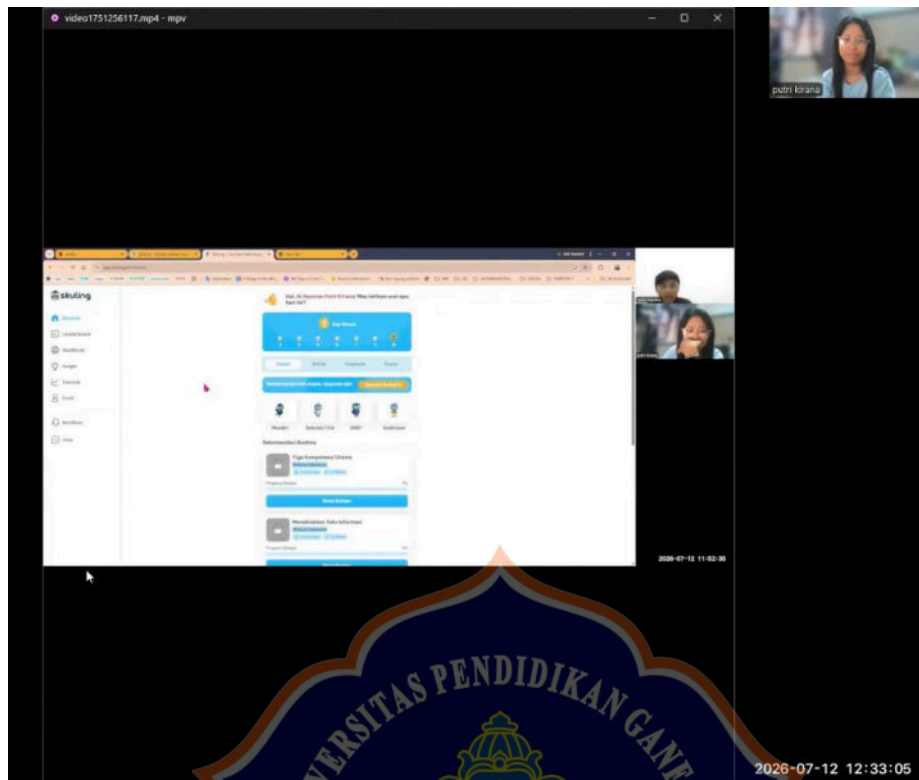
Responden 5



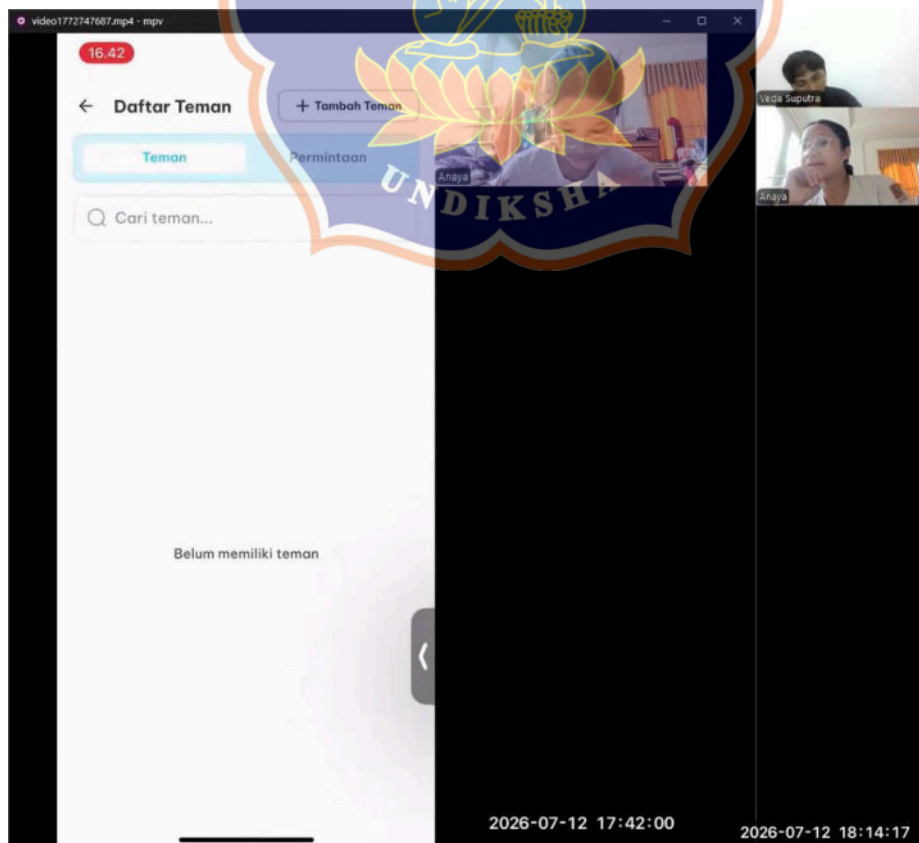
Responden 6



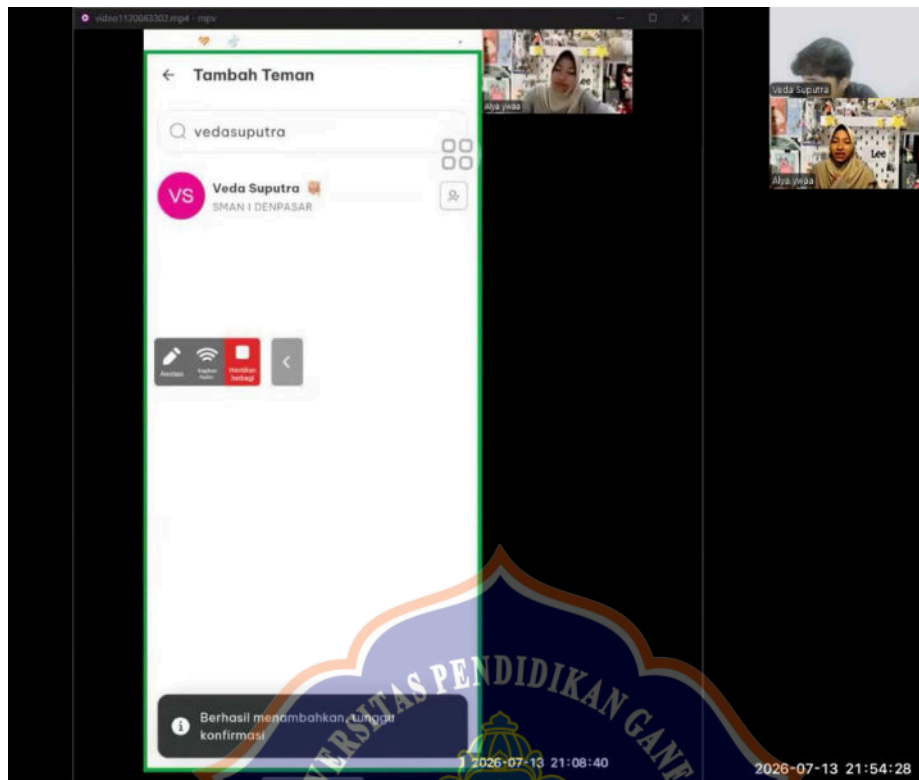
Responden 7



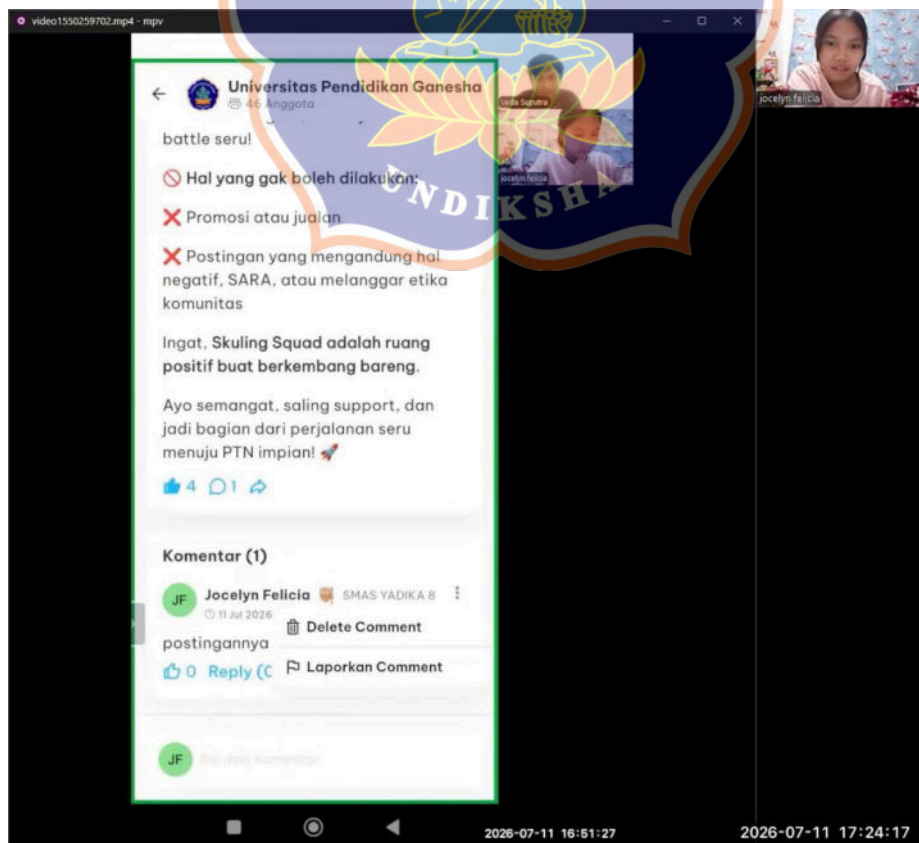
Responden 8



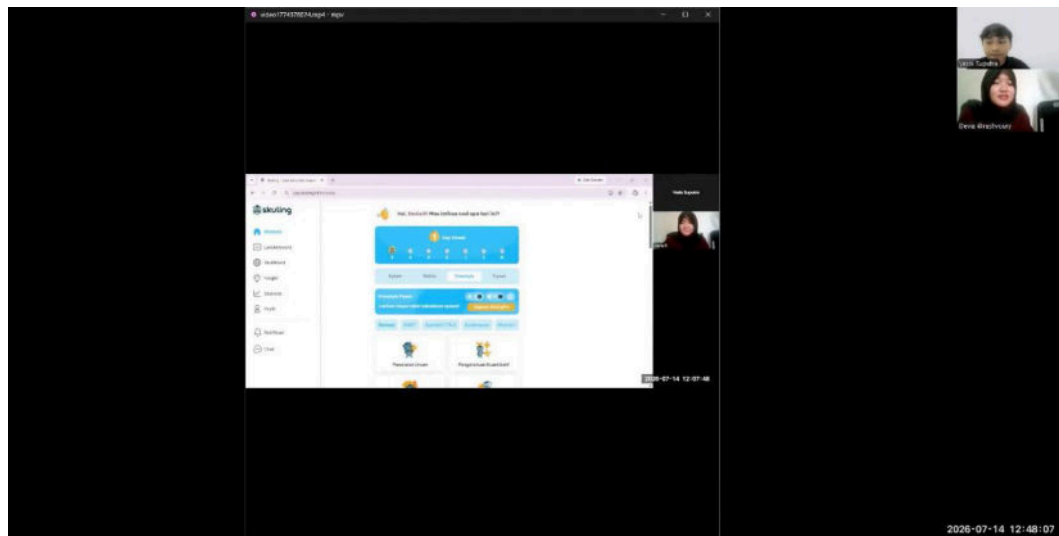
Responden 9



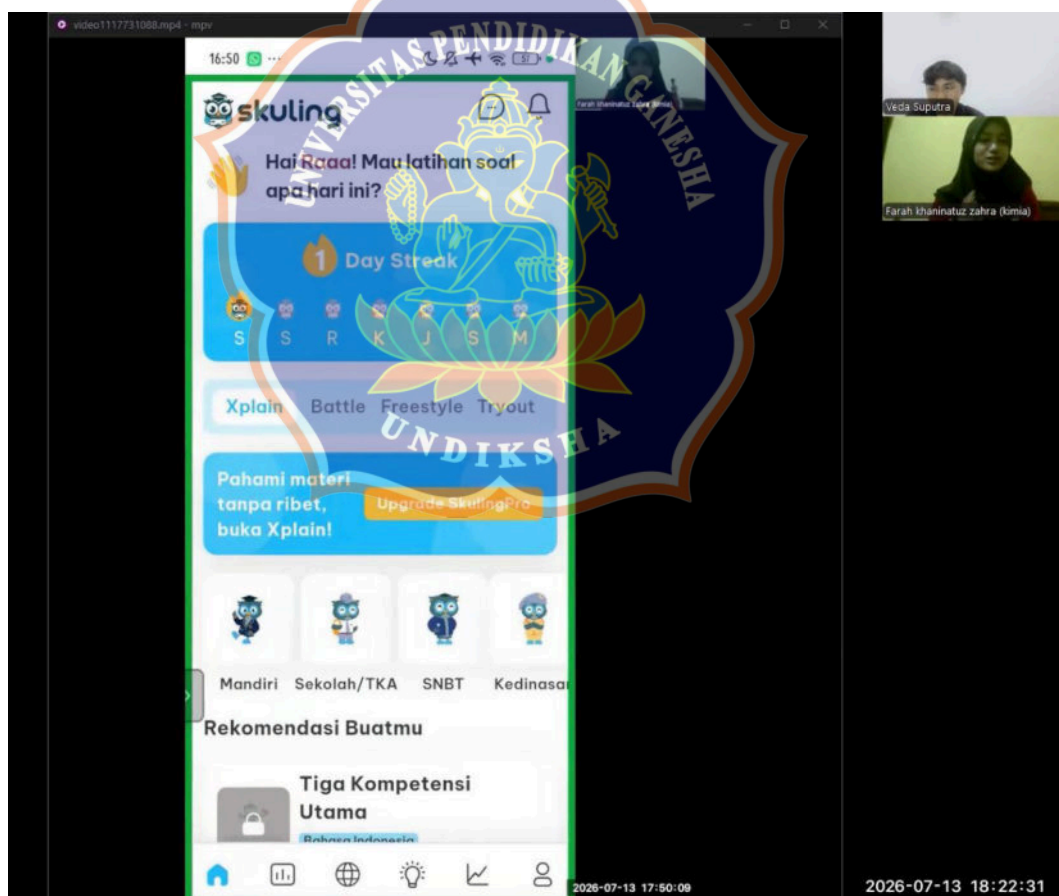
Responden 10



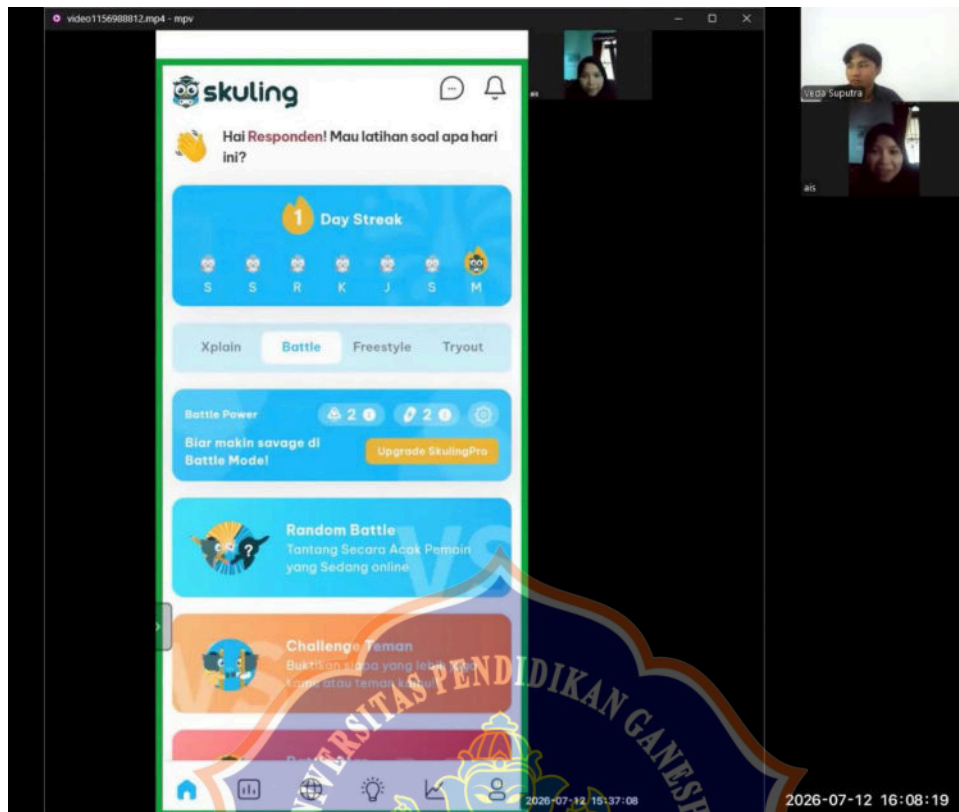
Responden 11



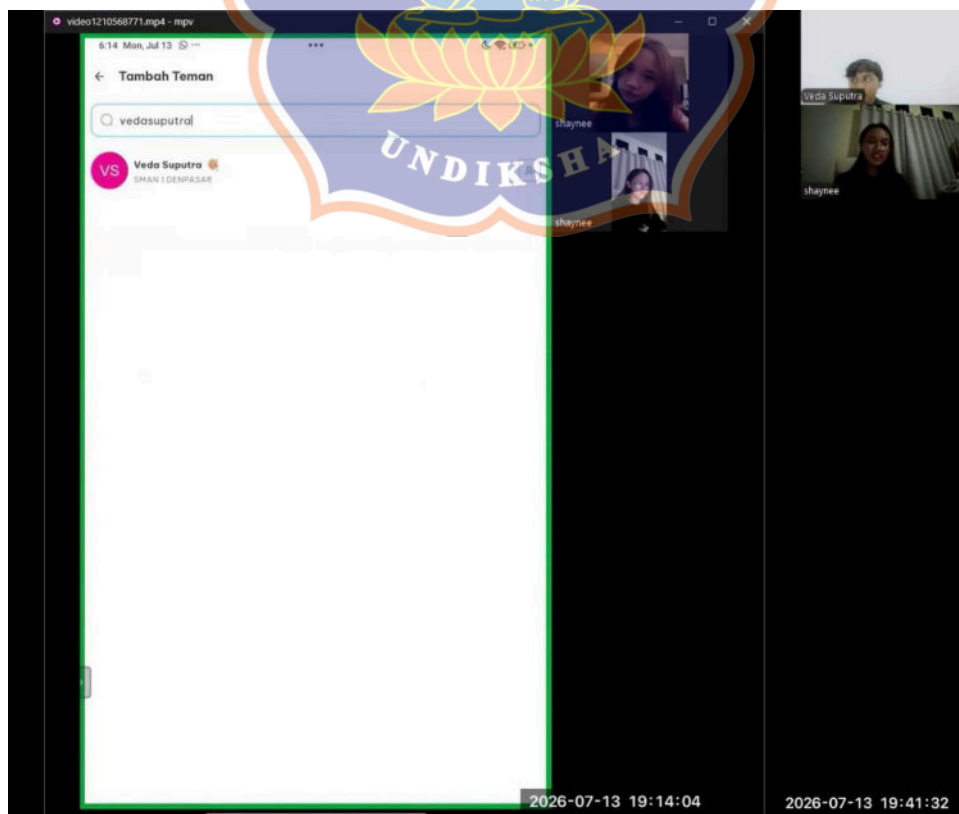
Responden 12



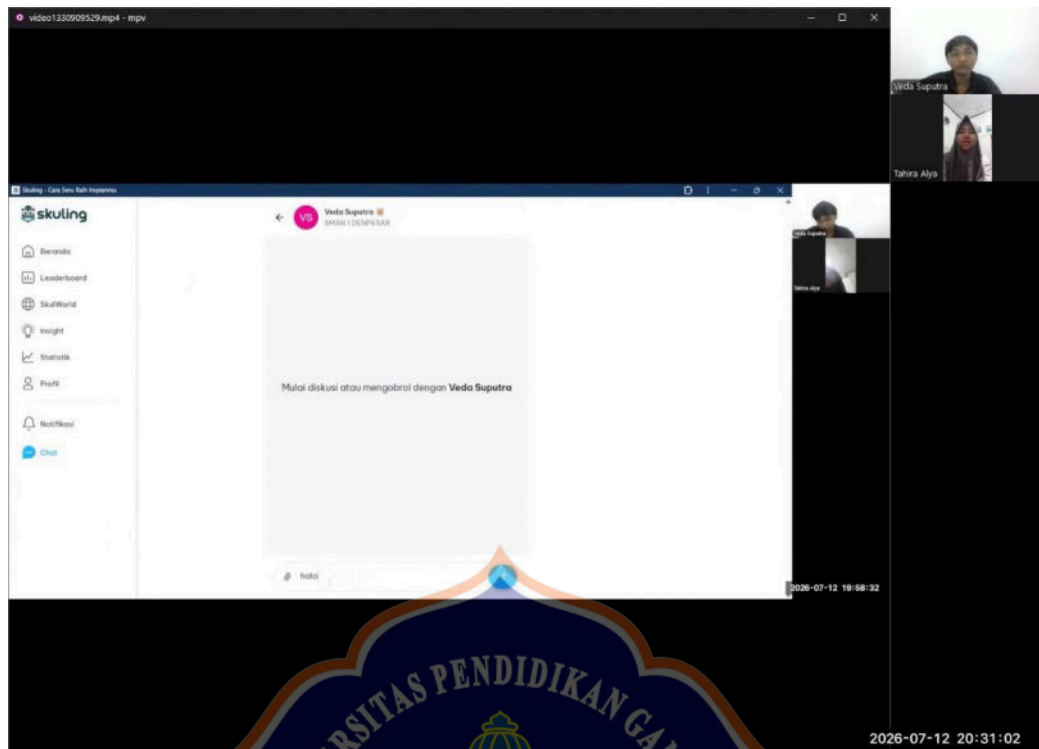
Responden 13



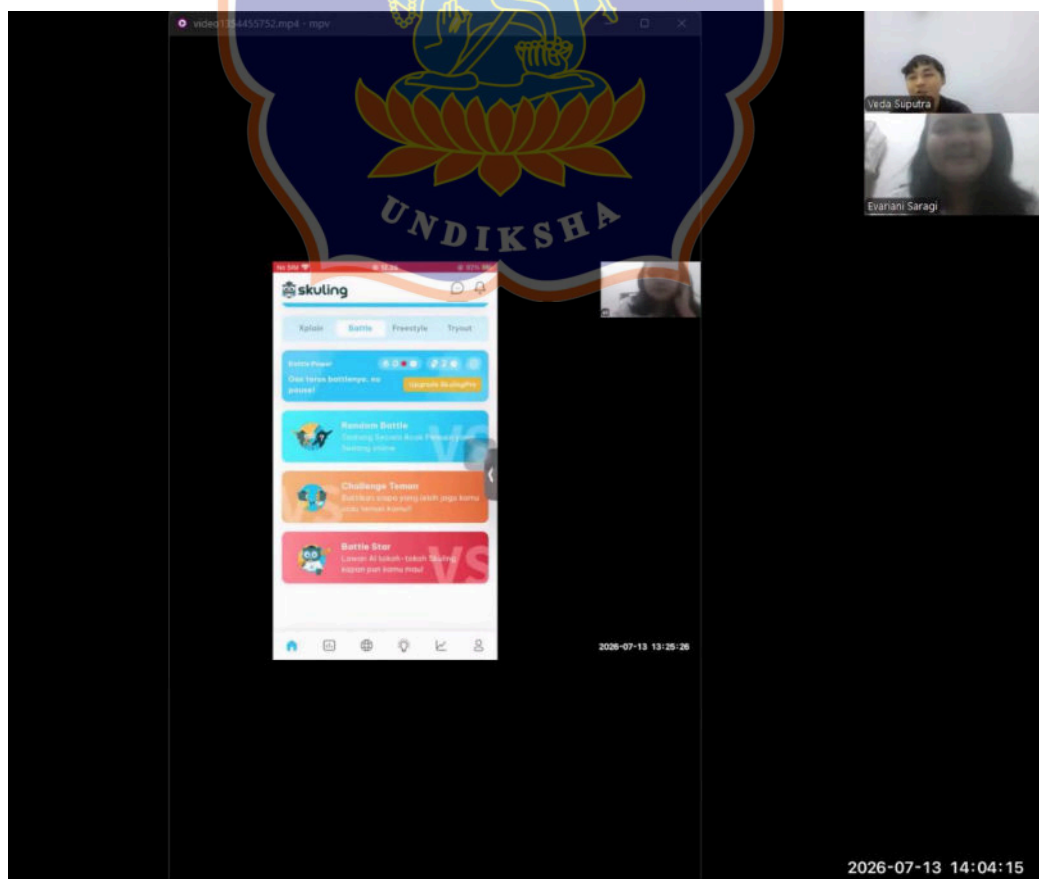
Responden 14



Responden 15



Responden 16



Attachment 35 Baseline Testing Records: Respondent #1

Task	n_ij	Errors	Steps	Start	End	Total(m)	Total(s)	Notes
1	0.5	1	41	00:02:34	00:07:46	05:12	312	Tried to log in instead of registering
2	1	0	19	00:08:15	00:13:55	05:40	340	
3	1	0	6	00:14:10	00:15:04	00:54	54	
4	1	0	27	00:15:30	00:24:46	09:16	556	Viewed the discussion via History instead of directly clicking "Lihat Pembahasan"*
5	1	0	7	00:25:23	00:27:01	01:38	98	
6	0.5	1	14	00:27:39	00:29:21	01:42	102	Pressed the "Lihat Squad" button in SkulBoard instead of going directly to MySquad
7	0.5	1	9	00:29:39	00:30:45	01:06	66	Used the search bar to find a user instead of clicking "Buat Chat Baru"
8	1	0	5	00:31:04	00:31:42	00:38	38	

Usage	Device	Complete	Partial	Failed	Success Rate	Errors	Total Time
Often	Laptop	5	3	0	81.25%	3	26:06

* Alternative path, not an error

Attachment 36 Baseline Testing Records: Respondent #2

Task	n_ij	Errors	Steps	Start	End	Total(m)	Total(s)	Notes
1	0.5	3	50	00:02:24	00:09:49	07:25	445	- The user tried to log in first when they should have registered instead - Wrote the wrong email - Mistakenly registered with Google, which caused them to have to redo the registration
2	1	0	19	00:10:26	00:15:23	04:57	297	
3	0.5	2	42	00:16:11	00:21:28	05:17	317	- Had difficulty finding the Daily Mission feature - Returned to the lobby without seeing the definitions of the Power Ups
4	1	0	23	00:27:44	00:36:53	09:09	549	
5	1	0	13	00:37:28	00:40:17	02:49	169	
6	0.5	1	10	00:40:57	00:42:34	01:37	97	Pressed the "Lihat Squad" button in SkulBoard instead of going directly to MySquad
7	0.5	1	9	00:43:01	00:44:08	01:07	67	Used the search bar to find a user instead of clicking "Buat Chat Baru"
8	1	0	5	00:44:27	00:44:54	00:27	27	

Usage	Device	Complete	Partial	Failed	Success Rate	Errors	Total Time
Infrequent	Laptop	4	4	0	75.00%	7	32:48



Attachment 37 Baseline Testing Records: Respondent #3

Task	n_ij	Errors	Steps	Start	End	Total(m)	Total(s)	Notes
1	1	0	37	00:00:10	00:03:06	02:56	176	
2	1	0	19	00:03:30	00:09:11	05:41	341	
3	0.5	1	37	00:09:33	00:12:37	03:04	184	Had difficulty finding the Daily Mission feature
4	1	0	23	00:13:03	00:19:38	06:35	395	
5	1	0	7	00:19:58	00:21:30	01:32	92	
6	1	0	13	00:21:40	00:22:57	01:17	77	
7	1	0	7	00:23:19	00:23:52	00:33	33	
8	0.5	1	9	00:24:04	00:25:08	01:04	64	Had difficulty finding the Daftar Teman feature

Usage	Device	Complete	Partial	Failed	Success Rate	Errors	Total Time
Once/twice	Android phone	6	2	0	87.50%	2	22:42

Attachment 38 Baseline Testing Records: Respondent #4

Task	n_ij	Errors	Steps	Start	End	Total(m)	Total(s)	Notes
1	1	0	37	00:00:49	00:05:21	04:32	272	
2	0.5	1	23	00:06:18	00:16:08	09:50	590	Chose the SNBT submenu instead of TKA
3	0.5	3	51	00:16:48	00:24:34	07:46	466	• Had difficulty finding the Daily Mission feature • Returned to the lobby without seeing the definitions of the Power Ups • Had difficulty finding the definitions of the Power Ups
4	1	0	23	00:25:51	00:34:19	08:28	508	
5	1	0	7	00:34:45	00:36:49	02:04	124	
6	1	0	13	00:37:27	00:39:02	01:35	95	
7	0.5	3	17	00:39:31	00:41:54	02:23	143	• Had difficulty finding the Chat feature • Used the search bar to find a user instead of clicking "Buat Chat Baru" • Inputted @ in the searchbar
8	0.5	1	7	00:42:15	00:43:16	01:01	61	Used the search bar to add a friend instead of clicking "Tambah Teman"

Usage	Device	Complete	Partial	Failed	Success Rate	Errors	Total Time
Once/twice	Laptop	4	4	0	75.00%	8	37:39



Attachment 39 Baseline Testing Records: Respondent #5

Task	n_ij	Errors	Steps	Start	End	Total(m)	Total(s)	Notes
1	1	0	37	00:02:35	00:06:10	03:35	215	
2	0.5	1	26	00:06:40	00:12:30	05:50	350	Had difficulty finding the Xplain feature
3	0.5	1	28	00:12:55	00:14:59	02:04	124	Had difficulty finding the Daily Mission feature
4	0.5	1	21	00:15:25	00:19:53	04:28	268	Did not click "Lihat Pembahasan"
5	0.5	1	13	00:20:10	00:22:00	01:50	110	Had difficulty finding the Tryout badges
6	1	0	13	00:22:18	00:23:08	00:50	50	
7	0.5	2	19	00:23:13	00:23:49	00:36	36	• Had difficulty finding the Chat feature • Used the search bar to find a user instead of clicking "Buat Chat Baru"
8	1	0	5	00:24:03	00:24:28	00:25	25	

Usage	Device	Complete	Partial	Failed	Success Rate	Errors	Total Time
Infrequent	iOS phone	3	5	0	68.75%	6	19:38

Attachment 40 Baseline Testing Records: Respondent #6

Task	n_ij	Errors	Steps	Start	End	Total(m)	Total(s)	Notes
1	1	0	37	00:01:30	00:07:07	05:37	337	
2	0.5	2	34	00:07:27	00:13:02	05:35	335	Had difficulty entering the asked data Had difficulty finding the Xplain feature
3	0.5	1	53	00:13:16	00:17:14	03:58	238	Had difficulty finding the Daily Mission feature
4	1	0	23	00:17:34	00:26:08	08:34	514	
5	0.5	1	10	00:26:25	00:27:57	01:32	92	Had difficulty finding the Leaderboard feature
6	1	0	13	00:28:09	00:29:07	00:58	58	
7	1	0	7	00:29:20	00:29:45	00:25	25	
8	1	0	5	00:29:58	00:30:21	00:23	23	

Usage	Device	Complete	Partial	Failed	Success Rate	Errors	Total Time
Infrequent	Android phone	5	3	0	81.25%	4	27:02

Attachment 41 Baseline Testing Records: Respondent #7

Task	n_ij	Errors	Steps	Start	End	Total(m)	Total(s)	Notes
1	0.5	1	39	00:03:05	00:08:27	05:22	322	Had difficulty finding the Universitas Pendidikan Ganesha community
2	1	0	19	00:08:41	00:13:18	04:37	277	
3	0.5	1	50	00:14:02	00:22:49	08:47	527	Had difficulty finding the Daily Missions feature
4	0.5	2	38	00:23:06	00:34:17	11:11	671	• Battle won't start, so the user had to repeat the process • Had difficulty finding the Lihat Pembahasan feature
5	0.5	1	7	00:34:37	00:36:25	01:48	108	Had difficulty finding the Tryout badges
6	0.5	2	34	00:36:53	00:40:26	03:33	213	• Had difficulty finding the Universitas Pendidikan Ganesha community • Had difficulty finding the Discussion post
7	0.5	1	13	00:40:55	00:41:57	01:02	62	Used the search bar to find a user instead of clicking "Buat Chat Baru"
8	0.5	1	11	00:42:06	00:42:58	00:52	52	Had difficulty finding the Daftar Teman feature

Usage	Device	Complete	Partial	Failed	Success Rate	Errors	Total Time
Infrequent	Laptop	1	7	0	56.25%	9	37:12

Attachment 42 Baseline Testing Records: Respondent #8

Task	n_ij	Errors	Steps	Start	End	Total(m)	Total(s)	Notes
1	1	0	37	00:00:39	00:07:02	06:23	383	
2	0.5	1	21	00:07:23	00:13:43	06:20	380	Had difficulty entering the asked data
3	0.5	1	119	00:14:21	00:24:28	10:07	607	Had difficulty finding the Daily Mission feature
4	1	0	27	00:25:03	00:35:08	10:05	605	Viewed the discussion via History instead of directly clicking "Lihat Pembahasan"*
5	0.5	1	13	00:35:40	00:37:53	02:13	133	Had difficulty finding the first place's Ranks and Badges
6	0.5	1	24	00:38:34	00:39:51	01:17	77	Had difficulty finding the Discussion post
7	0.5	1	14	00:40:18	00:41:01	00:43	43	Used the search bar to find a user instead of clicking "Buat Chat Baru"
8	1	0	5	00:41:30	00:42:06	00:36	36	

Usage	Device	Complete	Partial	Failed	Success Rate	Errors	Total Time
Infrequent	iOS phone	3	5	0	68.75%	5	37:44

* Alternative path, not an error

Attachment 43 Baseline Testing Records: Respondent #9

Task	n_ij	Errors	Steps	Start	End	Total(m)	Total(s)	Notes
1	0.5	1	41	00:00:32	00:07:57	07:25	445	Tried to log in instead of registering
2	0.5	1	24	00:08:42	00:17:08	08:26	506	Had difficulty entering the asked data
3	0.5	1	109	00:17:44	00:26:21	08:37	517	Had difficulty finding the Daily Mission feature
4	0.5	1	26	00:27:26	00:36:27	09:01	541	Accidentally picked the wrong subtest
5	1	0	7	00:37:14	00:39:41	02:27	147	
6	0.5	2	26	00:40:40	00:43:55	03:15	195	• Had difficulty finding the Universitas Pendidikan Ganesha community • Had difficulty finding the Discussion post
7	0.5	1	18	00:44:13	00:47:00	02:47	167	Used the search bar to find a user instead of clicking "Buat Chat Baru"
8	0.5	1	7	00:47:14	00:47:48	00:34	34	Used the search bar to add a friend instead of clicking "Tambah Teman"

Usage	Device	Complete	Partial	Failed	Success Rate	Errors	Total Time
Often	Android phone	1	7	0	56.25%	8	42:32

Attachment 44 Baseline Testing Records: Respondent #10

Task	n_ij	Errors	Steps	Start	End	Total(m)	Total(s)	Notes
1	0.5	1	41	00:03:30	00:08:32	05:02	302	Tried to log in instead of registering
2	0.5	2	36	00:09:04	00:13:40	04:36	276	Had difficulty finding the Xplain feature
3	0.5	1	31	00:14:08	00:16:53	02:45	165	Had difficulty finding the Daily Mission feature
4	0.5	2	38	00:17:23	00:26:18	08:55	535	• Had difficulty finding the Battle Stars feature • Had difficulty finding the “Lihat Pembahasan” feature
5	0.5	2	19	00:26:34	00:29:40	03:06	186	• Had difficulty finding the first place user • Had difficulty finding the All Stars rank
6	0.5	1	40	00:30:00	00:33:54	03:54	234	Joined the wrong community
7	0.5	1	14	00:34:06	00:34:41	00:35	35	Used the search bar to find user instead of "Buat Chat Baru"
8	0.5	2	13	00:34:57	00:35:39	00:42	42	• Had difficulty finding the Daftar Teman feature • Used the search bar to add a friend instead of clicking "Tambah Teman"

Usage	Device	Complete	Partial	Failed	Success Rate	Errors	Total Time
Infrequent	Android phone	0	8	0	50.00%	12	29:35

Attachment 45 Baseline Testing Records: Respondent #11

Task	n_ij	Errors	Steps	Start	End	Total(m)	Total(s)	Notes
1	0.5	1	38	00:01:06	00:07:59	06:53	413	Wrote down an incorrect full name
2	0.5	1	26	00:08:49	00:15:16	06:27	387	Had difficulty finding the Xplain feature
3	0.5	1	51	00:15:53	00:24:20	08:27	507	Had difficulty finding the Daily Mission feature
4	0.5	1	26	00:25:50	00:35:36	09:46	586	• Did not set the number of questions correctly • Viewed the discussion via History instead of directly clicking "Lihat Pembahasan"*
5	1	0	7	00:01:07	00:05:04	03:57	237	Recording was different as the user's device stopped responding after the 4th task
6	1	0	15	00:00:28	00:01:47	01:19	79	Recording was different as the user's device stopped responding after the 5th task
7	0.5	2	19	00:02:16	00:04:17	02:01	121	• Used the search bar to find a user instead of clicking "Buat Chat Baru" • Inputted the "@" symbol when typing the username
8	0.5	1	23	00:04:39	00:07:43	03:04	184	Had difficulty finding the Daftar Teman feature

Usage	Device	Complete	Partial	Failed	Success Rate	Errors	Total Time
Once/twice	Laptop	2	6	0	62.50%	7	41:54

* Alternative path, not an error



Attachment 46 Baseline Testing Records: Respondent #12

Task	n_ij	Errors	Steps	Start	End	Total(m)	Total(s)	Notes
1	1	0	37	00:00:42	00:03:38	02:56	176	
2	0.5	1	35	00:04:01	00:12:03	08:02	482	Had difficulty finding the Xplain feature
3	0.5	2	104	00:12:14	00:21:59	09:45	585	• Had difficulty finding the Daily Mission feature • Had difficulty finding the definitions of the Power Ups
4	0.5	1	34	00:22:47	00:31:32	08:45	525	Had difficulty finding the “Lihat Pembahasan” feature
5	0.5	1	37	00:31:41	00:35:35	03:54	234	Had difficulty finding the All Star rank
6	0.5	1	33	00:35:40	00:37:26	01:46	106	Had difficulty finding the Discussion post
7	0.5	2	21	00:37:30	00:38:45	01:15	75	• Had difficulty finding the Chat feature • Used the search bar to find a user instead of clicking "Buat Chat Baru"
8	0.5	1	39	00:38:49	00:40:50	02:01	121	Used the search bar to add a friend instead of clicking "Tambah Teman"

Usage	Device	Complete	Partial	Failed	Success Rate	Errors	Total Time
Once/twice	Laptop	1	7	0	56.25%	9	38:24

Attachment 47 Baseline Testing Records: Respondent #13

Task	n_ij	Errors	Steps	Start	End	Total(m)	Total(s)	Notes
1	0.5	1	41	00:00:46	00:04:12	03:26	206	Wrote down the full name and username incorrectly
2	0.5	1	21	00:04:33	00:07:53	03:20	200	Had difficulty entering the asked data
3	0.5	1	20	00:08:22	00:11:23	03:01	181	Had difficulty finding the Daily Mission feature
4	1	0	23	00:11:39	00:17:11	05:32	332	
5	1	0	7	00:17:42	00:19:55	02:13	133	
6	1	0	13	00:20:10	00:21:23	01:13	73	
7	0.5	1	18	00:21:51	00:22:29	00:38	38	Used the search bar to find a user instead of clicking "Buat Chat Baru"
8	0.5	1	9	00:22:43	00:23:28	00:45	45	Used the search bar to add a friend instead of clicking "Tambah Teman"

Usage	Device	Complete	Partial	Failed	Success Rate	Errors	Total Time
Once/twice	Android phone	3	5	0	68.75%	5	20:08

Attachment 48 Baseline Testing Records: Respondent #14

Task	n_ij	Errors	Steps	Start	End	Total(m)	Total(s)	Notes
1	1	0	37	00:00:47	00:04:32	03:45	225	
2	0.5	1	66	00:05:03	00:10:35	05:32	332	Had difficulty entering the asked data
3	1	0	6	00:11:03	00:11:52	00:49	49	
4	1	0	23	00:12:20	00:18:52	06:32	392	
5	1	0	7	00:19:20	00:20:06	00:46	46	
6	1	0	13	00:20:37	00:21:31	00:54	54	
7	1	0	7	00:21:52	00:22:30	00:38	38	
8	1	0	5	00:22:42	00:23:15	00:33	33	

Usage	Device	Complete	Partial	Failed	Success Rate	Errors	Total Time
Infrequent	Android tablet	7	1	0	93.75%	1	19:29

Attachment 49 Baseline Testing Records: Respondent #15

Task	n_ij	Errors	Steps	Start	End	Total(m)	Total(s)	Notes
1	1	0	37	00:00:41	00:08:21	07:40	460	
2	1	0	19	00:08:59	00:16:41	07:42	462	
3	0.5	1	64	00:17:32	00:24:37	07:05	425	Had difficulty finding the Daily Mission feature
4	0	1	86	00:25:26	00:37:04	11:38	698	Could not find the “Lihat Pembahasan” feature
5	1	0	7	00:37:31	00:39:59	02:28	148	
6	0.5	1	18	00:40:30	00:42:21	01:51	111	Had difficulty finding the Discussion post
7	0.5	1	11	00:42:37	00:44:17	01:40	100	Used the search bar to find a user instead of clicking "Buat Chat Baru"
8	0.5	2	11	00:44:34	00:45:53	01:19	79	• Had difficulty finding the Daftar Teman feature • Used the search bar to add a friend instead of clicking "Tambah Teman"

Usage	Device	Complete	Partial	Failed	Success Rate	Errors	Total Time
Infrequent	Laptop	3	4	1	62.50%	6	41:23

Attachment 50 Baseline Testing Records: Respondent #16

Task	n_ij	Errors	Steps	Start	End	Total(m)	Total(s)	Notes
1	1	0	37	00:01:14	00:06:36	05:22	322	
2	1	0	19	00:06:56	00:13:29	06:33	393	
3	0	1	68	00:13:46	00:21:05	07:19	439	Could not find the Daily Mission feature
4	1	0	27	00:21:23	00:29:26	08:03	483	Viewed the discussion via History instead of directly clicking "Lihat Pembahasan"*
5	0.5	1	38	00:29:51	00:34:46	04:55	295	Had difficulty finding the first place user's Badges
6	1	0	13	00:35:07	00:35:45	00:38	38	
7	0.5	1	9	00:35:57	00:36:25	00:28	28	Used the search bar to find a user instead of clicking "Buat Chat Baru"
8	1	0	5	00:36:37	00:36:58	00:21	21	

Usage	Device	Complete	Partial	Failed	Success Rate	Errors	Total Time
Once/twice	iOS phone	5	2	1	75.00%	3	33:39

* Alternative path, not an error

Act1	5	5	4	4	4	4	5	5	5	4	5	5	5	2	5	5	4.50
Act2	4	5	5	4	5	4	5	4	5	3	5	5	5	3	5	4	4.44
Act3	5	5	5	4	5	4	5	4	5	3	3	5	5	3	5	5	4.44
Act4	5	5	4	3	4	4	5	4	4	3	5	5	5	3	5	5	4.31
ANA1	3	2	3	3	2	3	4	3	1	1	1	4	4	2	2	3	3.44
ANA2	1	3	4	2	2	3	3	3	1	1	1	3	1	3	2	2	3.81
ANA3	4	2	3	2	4	3	3	4	2	2	1	3	3	3	3	4	3.12
Dom1	5	3	4	3	4	3	4	2	3	3	4	4	4	2	3	3	3.38
Dom2	4	4	4	3	4	4	4	3	5	3	5	3	4	2	3	2	3.56
Dom3	3	3	3	2	2	3	4	4	5	4	5	4	4	1	4	1	3.25
Dom4	5	4	3	3	4	4	4	4	4	4	5	4	4	1	4	4	3.81

Attachment 52 Baseline Testing Thematic Analysis: Task 1 (Registration)

R#	Time	Finding	Descriptive	Val	Interpretive
R1	0:09	Hesitated between Log in and Register at the start of the session	ONBOARD	Bad	Effectiveness
	0:25	Some registration fields were not covered by the researcher-supplied persona data, so it was unclear whether to invent values	—	Neutral	—
	0:54	Entered a username into the "nama lengkap" field; the two adjacent labels were not distinguished	LABEL	Bad	Effectiveness
	1:55	Startled by the three diagnostic questions; had not studied UTBK material at all at the time	ONBOARD	Bad	GAMEX Absence of Neg. Affect
	2:17	Points and rating appeared without explanation; discovered the next-question mechanism by pressing at random	FEEDBACK	Bad	Efficiency
R2	0:20	Chose Log in rather than Register; reported being nervous and physically unwell, so did not read carefully	—	Bad	Effectiveness
	1:35	Email rejected as invalid because of a trailing space; the error message did not indicate which part was invalid	FEEDBACK	Bad	Effectiveness
	2:58	Noticed the three power-up icons but stayed focused on the questions; associated the symbols with Quizizz	AFFORDANCE	Neutral	—

R#	Time	Finding	Descriptive	Val	Interpretive
	3:34	Considered the diagnostic worthwhile; a pause and a preview of the question format	ONBOARD	Good	Satisfaction
	4:15	Question view felt cramped and formal on a laptop despite the screen size; the mobile view felt more comfortable	DEVICE	Bad	Satisfaction
	5:23	Deferred the Skuling Pro offer; wanted to try the app first, and was wary of wasting money given her own inconsistency	MONETIZATION	Neutral	Satisfaction
R3	0:29	Startled by the diagnostic; expected registration and target-setting only, but did not find the questions difficult	ONBOARD	Neutral	GAMEX Absence of Neg. Affect
	0:53	Considered the number of registration steps appropriate — all information requested seemed necessary	—	Good	Satisfaction
	1:17	On reflection judged the Skuling Pro placement reasonable, since the app had already explained the tier and given three sample questions	MONETIZATION	Good	Satisfaction
	2:22	Not personally persuaded, three questions do not represent the whole app	MONETIZATION	Neutral	Satisfaction
R4	0:22	Registration flow felt normal and comparable to other apps	—	Good	Satisfaction

R#	Time	Finding	Descriptive	Val	Interpretive
	0:47	Startled by the diagnostic; had not encountered this in other apps	ONBOARD	Neutral	GAMEX Absence of Neg. Affect
	1:35	Assumed the three power-up slots were locked because she had not yet earned them, so left them alone	AFFORDANCE	Bad	—
R5	0:42	Province selection straightforward; searchable and alphabetised	—	Good	Effectiveness
	1:09	Startled by the diagnostic and unconvinced by it: no score was shown and she assumed it affected nothing downstream	FEEDBACK	Bad	Satisfaction
	1:43	Did not understand the rating display and could not think of anywhere to look it up	FEEDBACK	Bad	Effectiveness
	2:17	Did not understand the three power-ups during the task; learned their purpose only from the later reward screen	AFFORDANCE	Bad	Efficiency
	3:06	First impression of the home screen: "banyak banget, opsinya banyak banget"	INFORMATION ARCHITECTURE	Bad	Satisfaction
R6	0:26	The Smart Energy pop-up appeared repeatedly at inopportune moments; proposed a snackbar instead	ONBOARD	Bad	Satisfaction

R#	Time	Finding	Descriptive	Val	Interpretive
	1:47	Did not notice the length of the step sequence during the task, but on review judged it excessive	—	Neutral	Satisfaction
	2:36	Accepted a diagnostic in principle (compared it to Duolingo, and it produced a level-up) but objected to it arriving without warning; proposed replacing the long step bar with three named stages	ONBOARD	Bad	Satisfaction
	3:50	Only realised on review that three power-up items were present; judged them unnecessary as presented	AFFORDANCE	Bad	—
	4:26	The "correct" pop-up during timed questions was disruptive; proposed relocating it	FEEDBACK	Bad	Satisfaction
	5:12	Accepted the Skuling Pro placement as expected, but found the presentation unappealing and the features invisible	MONETIZATION	Bad	Satisfaction
R7	0:00	First instinct was to register via Google, as being faster in other apps	—	Neutral	Efficiency
	1:03	University field would not return a match despite correct typing; a leading space blocked the lookup	BUG	Bad	Effectiveness
	1:37	Startled by the diagnostic; no explanation was given as to whether it was assessing her	FEEDBACK	Bad	Satisfaction

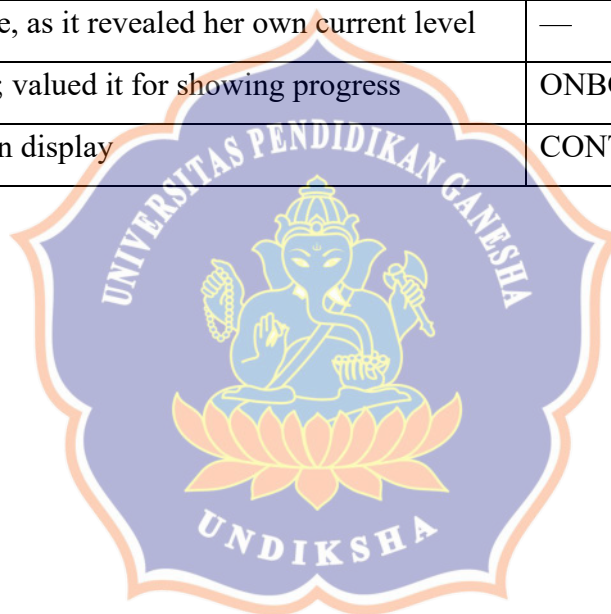
R#	Time	Finding	Descriptive	Val	Interpretive
	2:13	Question layout fitted the laptop, but the timer was too small to monitor	CONTENT	Bad	Efficiency
	2:28	Interested in the three power-ups but ignored them because their function was unknown	AFFORDANCE	Neutral	—
	3:04	Found the Skuling Pro promotion actively intrusive at that point; proposed placing it inside the app instead	MONETIZATION	Bad	Satisfaction
R8	0:19	Registration presented no difficulty; the number of steps felt normal	—	Good	Effectiveness
	1:13	Did not notice the three power-up icons at all, being focused on the questions	AFFORDANCE	Neutral	—
	2:09	Initially questioned an upsell so soon after sign-up, but accepted it as standard practice	MONETIZATION	Neutral	Satisfaction
R9	0:00	Logged in rather than registered; described it as a misreading on her part	—	Bad	Effectiveness
	1:15	Not startled by the diagnostic, as she expected sample questions, but found Skuling's questions hard	—	Neutral	Satisfaction

R#	Time	Finding	Descriptive	Val	Interpretive
	1:50	Registration display easy to follow because instructions were provided throughout	—	Good	Effectiveness
	2:08	Regarded the Skuling Pro offer as normal; would trial the app before deciding	MONETIZATION	Neutral	Satisfaction
R10	0:25	Not startled by the diagnostic; questions were not difficult	ONBOARD	Good	Satisfaction
	0:43	Question view easy to read because each option sits in a separate bubble	CONTENT	Good	Satisfaction
	1:03	Noticed the power-ups but left them untouched: "aku takut salah pencet, jadi aku diemin"	AFFORDANCE	Bad	—
	1:30	Did not register that the diagnostic produced any result; assumed it was practice or a preview of the question layout	FEEDBACK	Bad	Satisfaction
R11	0:56	Full name rejected because it contained bracket characters; the character-validation rule was never stated	FEEDBACK	Bad	Effectiveness
	1:55	Not startled, had been warned; viewed the diagnostic as a good start that primes readiness	ONBOARD	Good	Satisfaction

R#	Time	Finding	Descriptive	Val	Interpretive
	2:28	The submit button's muted orange made her unsure whether the tap had registered, since a washed-out colour normally signals an inactive state	AFFORDANCE	Bad	Efficiency
	3:28	Would prefer to trial the app before being offered Pro, but saw nothing wrong with the offer itself	MONETIZATION	Neutral	Satisfaction
R12	0:25	Viewed registration positively; the app learns the user's situation and goal	—	Good	Satisfaction
	0:41	Startled by the diagnostic but wanted it retained, as it previews the question format and material	ONBOARD	Neutral	Satisfaction
R13	0:02	Full name rejected for containing digits, and a trailing space in the username was not flagged clearly	FEEDBACK	Bad	Effectiveness
	1:07	Preferred no diagnostic at the start because nothing follows from it; suggested it should produce a recommendation of weak subjects	FEEDBACK	Bad	Satisfaction
	2:08	Did not know what the three power-ups were and was afraid to click them	AFFORDANCE	Bad	—
	2:39	The 0/3 progress indicator conveys position but little else	FEEDBACK	Neutral	—

R#	Time	Finding	Descriptive	Val	Interpretive
	3:02	Objected to the Skuling Pro promotion appearing before she had tried anything	MONETIZATION	Bad	Satisfaction
R14	0:32	Judged registration proportionate to what is needed to tailor material, but reported never having encountered material actually tailored to her	FEEDBACK	Bad	Satisfaction
	1:22	Preferred no diagnostic at sign-up: users may log in casually and unprepared, and it did not exist when she first installed the app	ONBOARD	Bad	Satisfaction
	2:45	Found the Skuling Pro screen persuasive because it enumerated the tier's features	MONETIZATION	Good	Satisfaction
	3:28	On a tablet, taps on the school field missed repeatedly and reset the form; retried at centre and both edges	BUG	Bad	Effectiveness
R15	0:16	Minor difficulty at the password, province and full name fields	FEEDBACK	Bad	Efficiency
	0:53	Did not find the flow long, but noted that Gmail sign-up would have been less confusing	—	Neutral	Efficiency
	1:17	Startled that the diagnostic used real UTBK items rather than fundamentals	ONBOARD	Neutral	GAMEX Absence of Neg. Affect

R#	Time	Finding	Descriptive	Val	Interpretive
	1:43	Nevertheless wanted the diagnostic retained as a preview of the content	ONBOARD	Good	Satisfaction
R16	0:43	Found registration informative, as it revealed her own current level	—	Good	Satisfaction
	0:54	Not startled by the diagnostic; valued it for showing progress	ONBOARD	Good	Satisfaction
	1:21	No difficulty with the question display	CONTENT	Good	Satisfaction



Attachment 53 Baseline Testing Thematic Analysis: Task 2 (Xplain)

R#	Time	Finding	Descriptive	Val	Interpretive
R1	5:17	Preferred the section without illustrations; the images had little effect	CONTENT	Neutral	Satisfaction
	6:11	Material too long and written in "bahasa bayi"; analogies felt unconnected; described it as a waste of time	CONTENT	Bad	Satisfaction
	6:35	Rarely uses Xplain except for material she does not already understand	—	Neutral	—
	7:24	Reads the blue tips box in preference to the body text, as it is condensed and lists what matters	CONTENT	Good	Satisfaction
	7:38	Startled by the streak pop-up on first encounter; wanted a short explanation of how streaks work and noted they cannot be restored	ONBOARD	Bad	GAMEX Absence of Neg. Affect
	8:55	The badge pop-up was a welcome surprise ("kaget yang bagus") and felt like recognition	FEEDBACK	Good	GAMEX Enjoyment
R2	6:13	Scrolled to the bottom of the home screen first out of habit before noticing Xplain	DISCOVERABILITY	Neutral	Efficiency

R#	Time	Finding	Descriptive	Val	Interpretive
	7:24	Material understandable but longer than she prefers, so she read it quickly	CONTENT	Neutral	Satisfaction
	8:05	Illustrations helped; each carried meaning that connected back to the material	CONTENT	Good	Satisfaction
	10:33	Did not know what Smart Energy was; associated the pop-up with a Subway Surfers power box	ONBOARD	Neutral	—
R3	2:45	Scrolled down first looking for the target and did not find it, then went back up	DISCOVERABILITY	Neutral	Efficiency
	3:35	Material very easy to follow; second-person prompts such as "coba bayangin" invite thinking and reduce tension	CONTENT	Good	Satisfaction
	4:15	Illustrations unhelpful: without the heading she could not tell the image concerned informational text, and she expects an image to represent the whole discussion	CONTENT	Bad	Satisfaction
	4:51	Tried the listen-to-material feature out of curiosity; audio played smoothly	CONTENT	Good	Satisfaction
	5:18	Reads the blue summary first and would go straight to it when short on time	CONTENT	Good	Satisfaction

R#	Time	Finding	Descriptive	Val	Interpretive
R4	2:16	Opened SNBT instead of TKA; was talking to family and not focused	—	Bad	Effectiveness
	2:43	Strongest positive response to the material: the wording was engaging enough to "lock in", and the content registered immediately	CONTENT	Good	Satisfaction
	3:17	Layout comfortable; the closing tips section helped	CONTENT	Good	Satisfaction
R5	3:54	Could not find Xplain because she did not know written material existed; she knew only Battle and Tryout	DISCOVERABILITY	Bad	Effectiveness
	4:29	Material page tidy, with a visible outline of what to read	CONTENT	Good	Satisfaction
	4:52	Material easy and enjoyable; inviting tone, simple wording, short sentences, bullet points and a closing summary	CONTENT	Good	Satisfaction
	5:36	Illustrations do not aid comprehension but make the page more appealing	CONTENT	Neutral	Satisfaction
	6:08	The "Tanya Skuli" element did not obstruct reading; display felt spacious	CONTENT	Good	Satisfaction

R#	Time	Finding	Descriptive	Val	Interpretive
R6	6:04	Became stuck locating the Xplain menu; declined to accept full blame and said Skuling could improve its visibility	DISCOVERABILITY	Bad	Effectiveness
	7:11	Text somewhat long-winded, though she could not say what should replace it	CONTENT	Neutral	Satisfaction
	7:45	Layout not engaging; skips to the tips block, and proposed applying that treatment elsewhere rather than running full text	CONTENT	Bad	Satisfaction
	8:23	Was unaware the material could be navigated up and down, and judged the control unnecessary	AFFORDANCE	Neutral	—
R7	3:57	On the web the Xplain view is narrowed despite ample available width	DEVICE	Bad	Satisfaction
	4:51	Material long-winded, but one key point stuck; the surrounding text did not	CONTENT	Neutral	Satisfaction
	5:28	Illustrations unhelpful: a single illustration followed by plain unbroken text	CONTENT	Bad	Satisfaction
R8	3:04	The form reset to the beginning when she attempted to start learning, before the phone and province fields were completed	BUG	Bad	Effectiveness

R#	Time	Finding	Descriptive	Val	Interpretive
	3:47	Text looked dense at first sight but was absorbed easily on reading	CONTENT	Good	Satisfaction
	4:15	Illustrations helped by condensing long passages into a single image	CONTENT	Good	Satisfaction
R9	3:31	Material easy to follow, but the listen-to-material option is not present on every Xplain page	CONTENT	Bad	Satisfaction
	4:02	Illustrations helped as visual restatements of the explanation	CONTENT	Good	Satisfaction
	16:17	Xplain is unbroken white and text-only apart from the blue tips block, which made it hard to track reading position	CONTENT	Bad	Satisfaction
R10	2:00	Became stuck finding Xplain because the entry point sits above the fold; unsure whether the cause was her attention or its placement	DISCOVERABILITY	Bad	Effectiveness
	2:46	The profile form kept clearing because she entered the phone number before selecting a class; no message explained the required order	FEEDBACK	Bad	Efficiency
	3:47	The Smart Energy pop-up appeared two or three times; startling rather than annoying, and its purpose was unclear	ONBOARD	Neutral	—

R#	Time	Finding	Descriptive	Val	Interpretive
	4:51	Text is dense, but the audio option and the blue conclusion box provide workable alternatives	CONTENT	Good	Satisfaction
	5:47	Illustrations help but do not replace reading	CONTENT	Neutral	Satisfaction
R11	4:38	Filled in profile data while still on the Freestyle tab, having assumed material might live there	LABEL	Bad	Efficiency
	6:35	Font size comfortable; register matched her age group and used relatable analogies; the audio option suited her learning style	CONTENT	Good	Satisfaction
	8:14	The bright blue submit button on Xplain gives clear contrast, unlike the muted submit during the diagnostic	AFFORDANCE	Good	Satisfaction
R12	1:24	Confused at the start of the task; admits not reading the instruction, but also that the target was not visible and the sections carried no explanation	DISCOVERABILITY	Bad	Effectiveness
	2:27	Material suits a student who does not yet understand the topic, but is excessive for one who does	CONTENT	Neutral	Satisfaction
R13	4:07	The page returned to the start unexpectedly, triggered by the Smart Energy pop-up	BUG	Bad	Effectiveness

R#	Time	Finding	Descriptive	Val	Interpretive
	5:01	Curious but confused by Smart Energy: "padahal udah mau mulai belajar kok keluar smart energy. Itu buat apa?"	ONBOARD	Bad	Satisfaction
	5:33	Material concise and well-structured; an opening orientation and a closing summary	CONTENT	Good	Satisfaction
	6:09	Illustrations neither memorable nor attractive	CONTENT	Bad	Satisfaction
R14	4:42	Wording long-winded — a long passage for a small point	CONTENT	Bad	Satisfaction
	5:13	Rarely uses Xplain because the material does not stay with her	—	Neutral	—
	5:33	Visual treatment unattractive: "rasanya kayak lagi baca jurnal berita"	CONTENT	Bad	Satisfaction
R15	4:45	Language accessible, but the material reads as an introduction and never reaches the core TKA content	CONTENT	Bad	Satisfaction
	5:03	Illustrations help because unbroken text is monotonous	CONTENT	Good	Satisfaction
	5:29	Text somewhat long	CONTENT	Bad	Satisfaction
	5:55	The streak pop-up is motivating, but she noted the risk of studying to preserve the streak rather than to learn	ONBOARD	Neutral	GAMEX Activation

R#	Time	Finding	Descriptive	Val	Interpretive
R16	1:36	Scrolled within Freestyle instead of Xplain; the Xplain label is very small and the difference was not apparent	DISCOVERABILITY	Bad	Effectiveness
	2:12	Material highly understandable; informal register, "kayak lagi ngobrol sama temen"	CONTENT	Good	Satisfaction



Attachment 54 Baseline Testing Thematic Analysis: Task 3 (Daily Missions)

R#	Time	Finding	Descriptive	Val	Interpretive
R1	9:24	Learned the location only long after first use; had assumed the entry point was only a spin wheel	DISCOVERABILITY	Bad	Effectiveness
	3:26	Did not know what the power-ups did; knew only 50-50 by inference, and learned the rest by using them	AFFORDANCE	Bad	Efficiency
	3:36	Discovered only through use that power-ups are limited, and severely so on a free account	FEEDBACK	Bad	Satisfaction
	4:30	Objected to the "skip" power-up as contradicting the purpose of practising	CONTENT	Bad	Satisfaction
	10:29	Daily missions motivate her only when she needs power-ups	—	Neutral	GAMEX Activation
	11:08	Realised late that the power-up menu could be tapped for descriptions	AFFORDANCE	Bad	Efficiency
R2	8:45	Extended failure; searched the leaderboard and school board, asked repeatedly, and gave up	DISCOVERABILITY	Bad	Effectiveness
	9:27	Proposed surfacing the daily mission immediately after finishing questions rather than requiring a search	DISCOVERABILITY	Bad	—

R#	Time	Finding	Descriptive	Val	Interpretive
	10:13	The rocket icon was not visible to her at all	AFFORDANCE	Bad	Effectiveness
	13:29	Did not expect the power-up icons to be tappable for descriptions	AFFORDANCE	Bad	Efficiency
R3	5:59	Expected a plain claim action and was startled by the spin wheel; did not understand what had been claimed	FEEDBACK	Bad	Satisfaction
	6:41	Expected the daily mission to have its own icon in the notification area; the actual icon is tiny and was not visible; found it by chance	DISCOVERABILITY	Bad	Effectiveness
	7:31	Would use daily missions to structure her study day	—	Good	GAMEX Activation
	8:32	Understood the power-up once the description was read	AFFORDANCE	Good	Effectiveness
R4	3:47	Expected a large icon comparable to the home sections; the actual icon is small and carries no "daily" wording	DISCOVERABILITY / LABEL	Bad	Effectiveness
	5:12	Found the spin satisfying and exciting	—	Good	GAMEX Enjoyment
	5:22	Wanted to use the power-up after reading its description	AFFORDANCE	Good	GAMEX Activation

R#	Time	Finding	Descriptive	Val	Interpretive
R5	6:43	Deeply confused; on review could no longer recall which element had to be clicked	DISCOVERABILITY	Bad	Effectiveness
	7:20	Liked the spin, but nothing was said afterwards; expected to be told the spin allocation was now used up	FEEDBACK	Bad	Satisfaction
R6	9:28	Did not expect the daily mission to sit inside Battle/Freestyle; the naming was unclear and even on review she could not identify what she had clicked	DISCOVERABILITY / LABEL	Bad	Effectiveness
	11:11	Proposed replacing the icon-only entry point with a labelled control in a visible location	DISCOVERABILITY	Bad	—
	11:26	Assumed the streak counter at the top was tappable; it is not	AFFORDANCE	Bad	Efficiency
	12:01	Because the streak and the battle power reward appeared in the same pop-up, she inferred they were the same system	FEEDBACK	Bad	Effectiveness
	12:47	Cannot picture where the power-ups would be used, including the one granted at sign-up	AFFORDANCE	Bad	—
R7	6:38	The instruction named a "daily mission" but the interface says Freestyle; expected a clearly labelled daily menu as in comparable apps	LABEL	Bad	Effectiveness

R#	Time	Finding	Descriptive	Val	Interpretive
	7:04	Found the "Freestyle" name itself confusing as a menu label	LABEL	Bad	Satisfaction
	7:41	Hovered repeatedly without clicking, unsure whether the element was interactive	AFFORDANCE	Bad	Efficiency
	8:56	Saw daily missions as valuable for long-term users who are unsure what to do next or feel overwhelmed	—	Good	GAMEX Activation
R8	5:18	Could not tell which element to press; no explanatory text was available	DISCOVERABILITY / AFFORDANCE	Bad	Effectiveness
	6:22	Eventually found it by pressing controls at random	DISCOVERABILITY	Bad	Efficiency
	6:43	Enjoyed receiving a reward after a long reading task	—	Good	GAMEX Enjoyment
	7:51	Daily missions and rewards would increase her frequency of use	—	Good	GAMEX Activation
R9	6:01	Not listed directly; sits inside Battle/Freestyle and requires pressing a control above; she had earlier assumed the "claim" beside "lanjutkan" was the daily quest	DISCOVERABILITY / INFORMATION ARCHITECTURE	Bad	Effectiveness

R#	Time	Finding	Descriptive	Val	Interpretive
	7:06	Became interested in the power-ups once their functions were known	AFFORDANCE	Good	GAMEX Activation
	16:17	Proposed relocating the daily quest to a notification or beside the streak counter	DISCOVERABILITY	Bad	—
R10	6:21	The rocket sits adjacent to the Skuling Pro upgrade bar and reads as part of it, so she assumed it concerned subscription	DISCOVERABILITY / LABEL	Bad	Effectiveness
	8:38	After the spin she did not know where the 50-50 could be used; proposed shrinking the wheel and adding explanatory text beneath	FEEDBACK	Bad	Satisfaction
	9:27	Liked the swipe-and-tap interaction for reading power-up descriptions	AFFORDANCE	Good	Satisfaction
R11	8:50	Expected the mission to sit under the streak display and expected tapping the streak to reveal a history of the day's activity	DISCOVERABILITY / LABEL	Bad	Effectiveness
	9:56	Confusion severe enough that she nearly began answering practice questions instead	DISCOVERABILITY	Bad	Efficiency
	11:03	The spin felt natural and game-like; rewards ease practice on low-energy days, which supports consistency	—	Good	GAMEX Enjoyment

R#	Time	Finding	Descriptive	Val	Interpretive
	12:10	Missed the instruction to read the power-up descriptions; attributed this to herself, since the power-up names are clear and to the point	—	Bad	Effectiveness
R12	3:13	Did not know where it was; the entry point is small	DISCOVERABILITY	Bad	Effectiveness
	3:37	Misread the 2/3 progress indicator as a requirement to complete all three	FEEDBACK	Bad	Efficiency
	4:58	Assumed the power-up could not be clicked because no explanation accompanied it	AFFORDANCE	Bad	Efficiency
	5:25	The power-up hint is in English; with limited English she still found it unclear after reading	CONTENT	Bad	Effectiveness
	5:48	Would check daily missions often; the framing as daily challenges is motivating	—	Good	GAMEX Activation
R13	7:30	"Gak ada tulisannya" no label indicated a daily mission existed, and she did not know the streak could be claimed	LABEL / AFFORDANCE	Bad	Effectiveness
	8:11	Enjoyed the spin "kayak dapet undian"	—	Good	GAMEX Enjoyment

R#	Time	Finding	Descriptive	Val	Interpretive
	8:39	Interested in using the power-up once its function was known, particularly in battle	AFFORDANCE	Good	GAMEX Activation
R14	5:54	Knew the mechanic only through a freestyle reward; despite months of use was unaware of the streak and Xplain-module missions	DISCOVERABILITY	Bad	Effectiveness
	6:41	Found the spin enjoyable and the power-ups useful	—	Good	GAMEX Enjoyment
	7:12	Learned each power-up's function by trying them one at a time	AFFORDANCE	Bad	Efficiency
R15	6:38	Had never opened this menu across her whole history with the app	DISCOVERABILITY	Bad	Effectiveness
	7:18	The entry point is is small, and its benefit is not stated	LABEL	Bad	Effectiveness
	7:39	Pleased to receive a hint; considered it genuinely helpful	—	Good	GAMEX Enjoyment
	3:21	Ambivalent about power-ups: a 50-50 means she is no longer testing her true ability	—	Neutral	Satisfaction
R16	3:02	Abandoned the task; did not know the control was clickable and the label was illegible	AFFORDANCE / DISCOVERABILITY	Bad	Effectiveness
	4:11	Read it as an ordinary decorative button	AFFORDANCE	Bad	Effectiveness

Attachment 55 Baseline Testing Thematic Analysis: Task 4 (Battle)

R#	Time	Finding	Descriptive	Val	Interpretive
R1	12:15	Liked the in-battle question display; length did not impede focus	CONTENT	Good	Satisfaction
	12:45	Exited via "evaluasi" rather than "lihat pembahasan"; the instruction and the interface used different words	LABEL	Bad	Effectiveness
	13:42	Assumed "Statistik" was the leaderboard; battle history is nested inside it and she wants it given its own tab	INFORMATION ARCHITECTURE	Bad	Effectiveness
	14:34	Skuling's explanations sometimes differ from other sources; she normally resolves this with Skoolie, which free users cannot access	CONTENT	Neutral	Satisfaction
	15:23	A premium notice blocks explanations after the second question	MONETIZATION	Bad	Satisfaction
R2	14:29	The battle question view is more spacious than the registration one and felt "worth to try" by comparison	DEVICE	Good	Satisfaction
	15:51	Did not use power-ups during the battle, did not think of them while managing long questions	AFFORDANCE	Neutral	—
	16:17	One question rendered incorrectly: horizontal overflow and missing spaces	BUG	Bad	Effectiveness
	16:50	Explanation page good; correct and incorrect answers clearly marked	CONTENT	Good	Satisfaction

R#	Time	Finding	Descriptive	Val	Interpretive
	17:18	Did not understand the premium notice at the foot of the explanation page	MONETIZATION / FEEDBACK	Bad	Satisfaction
	18:29	Some questions render cramped and others over-wide; the layout needs tidying	BUG	Bad	Satisfaction
R3	9:42	Battle setup straightforward	—	Good	Effectiveness
	9:59	Correctly interpreted the win/loss point deltas unprompted; one of the few participants to do so	FEEDBACK	Good	Effectiveness
	10:29	Display acceptable, but seeing both scores in real time made her feel left behind; accepted as inherent to a battle	CONTENT	Neutral	GAMEX Absence of Neg. Affect
	11:33	Would rather finish the questions than have the system stop the match early	FEEDBACK	Bad	Satisfaction
	12:37	Explanations understandable, but subsequent ones would not open	BUG / MONETIZATION	Bad	Effectiveness
R4	6:17	Could not tell how to start; clicked the power-up and Smart Energy first, because the "AI" wording did not read as the bot option	LABEL	Bad	Efficiency

R#	Time	Finding	Descriptive	Val	Interpretive
	7:46	Expected to type the question count directly rather than use plus/minus steppers	CONTENT	Bad	Efficiency
	8:12	Display acceptable; the timer and the bot beside her made her competitive	—	Good	GAMEX Activation
	10:08	Indifferent to the loss screen ("bodo amat") and not competitively engaged	—	Neutral	GAMEX Activation
	10:39	Explanation page understandable and conventional	CONTENT	Good	Satisfaction
	11:09	An explanation page rendered empty	BUG	Bad	Effectiveness
R5	8:21	Bot search screen not confusing	—	Good	Effectiveness
	9:03	Reported fear on reaching the pre-battle screen: "Takut"	—	Neutral	GAMEX Absence of Neg. Affect
	9:19	Display straightforward; found the opponent avatar amusing	—	Good	GAMEX Enjoyment
	9:38	Skipped long questions deliberately to bank time, and expected no backward navigation given the speed format	—	Neutral	Satisfaction

R#	Time	Finding	Descriptive	Val	Interpretive
	10:28	Startled by the early termination; had misread the timer as per-question and could not locate the overall limit	FEEDBACK	Bad	Satisfaction
	11:16	Judged the early termination unfair and wanted to finish; qualified that if the goal were only learning she would accept stopping	FEEDBACK	Bad	Satisfaction
	12:02	The post-battle point figures were as opaque as the earlier ones	FEEDBACK	Bad	Effectiveness
R6	13:09	Wanted to enter 40 questions by typing, but the field only accepts stepper input capped at 10	CONTENT	Bad	Efficiency
	13:43	The point figures appeared without context; noted that comparable apps give a first-run tutorial and Skuling gives none	ONBOARD	Bad	Effectiveness
	14:33	Battle screen too dense for a phone; the top band is the worst offender, and the timer both helps and distracts while reading	CONTENT	Bad	Satisfaction
	16:23	Explanation page needs work: wants collapsible sections, and the typeface is unsuited to long text with weak sectional distinction	CONTENT	Bad	Satisfaction
R7	9:33	Battle would not start when the challenge was issued; refreshing removed all opponents from the list	BUG	Bad	Effectiveness

R#	Time	Finding	Descriptive	Val	Interpretive
	10:12	Ignored the pre-battle point figures because their function was unknown	FEEDBACK	Neutral	—
	10:46	Battle screen cramped; proposed moving the correct/incorrect indicators into the empty side margins, enlarging the timer, and adding a warning as time runs low	CONTENT / DEVICE	Bad	Satisfaction
	11:41	Question and option wording clear and colloquial	CONTENT	Good	Satisfaction
	11:59	Enjoyed battling to learn; seeing the bot make mistakes was motivating	—	Good	GAMEX Activation
	12:44	Missed the review control and expected it under history; wants it inside the match detail so no menu-switching is needed	INFORMATION ARCHITECTURE	Bad	Efficiency
	13:49	Explanation interface acceptable but the delivery is unclear and the layout untidy	CONTENT	Bad	Satisfaction
R8	8:25	Found Battle Start without difficulty	—	Good	Effectiveness
	8:39	Judged the battle display complete as it stands	CONTENT	Good	Satisfaction
	9:08	Felt behind the bot, which motivated her to keep pace	—	Good	GAMEX Activation

R#	Time	Finding	Descriptive	Val	Interpretive
	10:15	Knew explanations sit under the history menu; found them concise and easy to read	INFORMATION ARCHITECTURE	Good	Effectiveness
R9	7:23	A defect prevented the battle from starting	BUG	Bad	Effectiveness
	7:42	Display appropriate: opponent identity and answer correctness both visible	—	Good	Satisfaction
	8:19	The bot's speed created pressure but she wanted to match it	—	Good	GAMEX Activation
	9:20	Question and explanation share the same colour treatment, so a user may not realise they are reading the explanation	CONTENT	Bad	Effectiveness
R10	9:56	Random Battle paired her with real players; she could not find the bot option until she read "Battle start lawan AI"	LABEL	Bad	Efficiency
	11:07	Display clear: immediate correctness feedback, central timer, visible opponent progress	—	Good	Satisfaction
	11:25	Still could not work out how to deploy the power-ups and could not recall what 50-50 meant, despite having read the description minutes earlier	AFFORDANCE / FEEDBACK	Bad	Effectiveness

R#	Time	Finding	Descriptive	Val	Interpretive
R11	13:05	Preferred the early termination: it clarifies the outcome, adds challenge, and the review remains available; a minority position	FEEDBACK	Good	Satisfaction
	13:37	Left the screen to find explanations through a separate menu, assuming the in-screen control led somewhere else	LABEL	Bad	Efficiency
	15:34	Explanation display clear	CONTENT	Good	Satisfaction
	13:09	Set 5 questions rather than the 10 requested	—	Bad	Effectiveness
	14:14	Slight difficulty locating the explanation, which required scrolling	INFORMATION ARCHITECTURE	Bad	Efficiency
	15:59	Startled by the early termination; had also assumed the subtests were hers to choose	FEEDBACK / LABEL	Bad	Satisfaction
	18:21	Wants the option to continue after defeat, to prove to herself that she persevered; described the automatic stop as outside her control	FEEDBACK	Bad	GAMEX Dominance
	19:15	Did not notice the review control; her laptop was lagging by this point	DEVICE	Bad	Effectiveness

R#	Time	Finding	Descriptive	Val	Interpretive
	20:31	Explanations start from first principles and work through every step, which suits a weaker mathematics student; suggested adding shortcut methods afterwards	CONTENT	Good	Satisfaction
R12	6:22	Battle comprehensible, though the Indonesian-literacy question wording was heavy	CONTENT	Neutral	Satisfaction
	6:53	Display praised specifically for showing both players' progress, correctness, the timer and the remaining hints	—	Good	Satisfaction
	7:32	Enjoyable and challenging, but also pressurising on a first attempt	—	Neutral	GAMEX Absence of Neg. Affect
	7:44	Intended to view the explanation but pressed rematch instead	AFFORDANCE	Bad	Effectiveness
	8:02	Explanation reasonably understandable	CONTENT	Good	Satisfaction
R13	9:12	Could not find the bot: the interface says "bot" but the avatar depicts a person	LABEL	Bad	Efficiency
	9:33	Set the subtests first and the 6-minute limit afterwards, by which point the match had already been started, so the setting was discarded silently	FEEDBACK	Bad	Effectiveness

R#	Time	Finding	Descriptive	Val	Interpretive
	10:37	The pre-battle point figures made her think the match had already ended	FEEDBACK	Bad	Efficiency
	11:05	Display acceptable; being shown the opponent's progress was valued	—	Good	Satisfaction
	12:40	Read the early termination as the clock expiring, and would rather continue: "tanggung banget, buat pelatihan juga"	FEEDBACK	Bad	Satisfaction
	13:34	Explanations failed to load	BUG	Bad	Effectiveness
	13:59	Explanations lack highlighting or emphasis and run too long	CONTENT	Bad	Satisfaction
	14:22	Red/green answer colour-coding worked	CONTENT	Good	Satisfaction
R14	8:14	Prefers Freestyle: the battle top band (timer, avatar, progress dots) is distracting	CONTENT	Bad	Satisfaction
	9:09	Challenged by the opponent and worked more carefully to avoid being overtaken	—	Good	GAMEX Activation
	9:42	After extended use she still does not understand how the rating is calculated	FEEDBACK	Bad	Effectiveness
	10:26	Explanation page presented no problems	CONTENT	Good	Satisfaction

R#	Time	Finding	Descriptive	Val	Interpretive
	10:40	The premium gate on later explanations returned an error state	BUG / MONETIZATION	Bad	Effectiveness
R15	8:33	Refreshing the battle list removed all opponents	BUG	Bad	Effectiveness
	8:54	Battle display acceptable	CONTENT	Good	Satisfaction
	9:11	Reported fear of losing and compared herself unfavourably with the opponent	—	Neutral	GAMEX Absence of Neg. Affect
	11:06	Abandoned the review task: the Battle/Freestyle filter sits at the very bottom and she remained on Freestyle without noticing	INFORMATION ARCHITECTURE / AFFORDANCE	Bad	Effectiveness
R16	4:22	Found the battle enjoyable and was engaged by having an opponent	—	Good	GAMEX Activation
	5:17	Considered the battle display complete and would change nothing	CONTENT	Good	Satisfaction
	6:03	The red result screen reads as a loss; she proposed blue instead, and later confirmed she had not realised she had won	FEEDBACK	Bad	Effectiveness
	6:44	Explanations easy to understand	CONTENT	Good	Satisfaction

Attachment 56 Baseline Testing Thematic Analysis: Task 5 (Leaderboard)

R#	Time	Finding	Descriptive	Val	Interpretive
R1	16:41	Leaderboard clear; menus and sections easy to locate	INFORMATION ARCHITECTURE	Good	Effectiveness
	17:15	Rank criteria unclear "1% champions" appears without explanation of what qualifies a user	FEEDBACK	Bad	Effectiveness
	18:00	Indifferent to badges	—	Neutral	GAMEX Activation
R2	19:19	Expected tapping a rank to reveal how it had been obtained; found it to be "cuma sekedar simbolnya aja"	AFFORDANCE / FEEDBACK	Bad	Effectiveness
	20:00	Held the same expectation for badges and was disappointed	AFFORDANCE	Bad	Effectiveness
R3	13:34	Understood the leaderboard's purpose; motivating for practice, though not to beat others	—	Good	GAMEX Activation
	14:22	Understood rank as a points threshold, but did not know badges are the route to a new rank, as this is not shown	FEEDBACK	Bad	Effectiveness
	15:09	Badges are clearer than ranks because acquisition criteria appear beneath them	FEEDBACK	Good	Effectiveness

R#	Time	Finding	Descriptive	Val	Interpretive
	15:38	Assumed badges were not clickable "karena biasanya kalau main games itu badge-nya nggak bisa diklik"	AFFORDANCE	Bad	Effectiveness
R4	11:33	Some confusion over ranks and badges, though she reported understanding their purpose by analogy with Duolingo	FEEDBACK	Neutral	Satisfaction
	12:22	Not motivated by the leaderboard; describes herself as uncompetitive	—	Neutral	GAMEX Activation
R5	12:43	Backtracked and re-searched the leaderboard, unsure what she was meant to find	—	Bad	Effectiveness
	13:36	Ranks and badges can motivate as visible achievements, but she does not know how to obtain them and assumed the names were self-explanatory	FEEDBACK	Neutral	GAMEX Activation
R6	18:18	Leaderboard "terlalu padat," she cannot tell where to look; two consecutive filter rows precede the podium and then the name list	INFORMATION ARCHITECTURE	Bad	Effectiveness
	19:23	Profile page visually weak	CONTENT	Bad	Satisfaction
	20:10	Badges did not appear clickable	AFFORDANCE	Bad	Effectiveness

R#	Time	Finding	Descriptive	Val	Interpretive
	20:33	The rank marker beneath each leaderboard name is awkwardly placed; proposed moving it to the avatar or removing it, since name position already conveys standing	INFORMATION ARCHITECTURE	Bad	Satisfaction
R7	14:44	Leaderboard acceptable; the battle-related visuals less so	CONTENT	Neutral	Satisfaction
	15:19	Ranks and badges appealing; wants to collect them, drawing on a gaming background	—	Good	GAMEX Activation
R8	11:04	Values the leaderboard for showing how far others have progressed	—	Good	GAMEX Activation
	11:40	Confused about what ranks and badges are and how they are obtained	FEEDBACK	Bad	Effectiveness
	12:22	Did not think to click the badges	AFFORDANCE	Bad	Effectiveness
R9	10:05	Motivated by ranks; the "1% school champs" framing signals genuine achievement	—	Good	GAMEX Activation
	11:07	Badges appeal as a collection	—	Good	GAMEX Activation

R#	Time	Finding	Descriptive	Val	Interpretive
R10	15:44	The podium was not visible at her scroll position, prolonging the search	INFORMATION ARCHITECTURE	Bad	Efficiency
	16:33	Became stuck on rank and badges, repeating clicks; could not reconstruct why on review	AFFORDANCE	Bad	Efficiency
	17:22	Curious and motivated to learn how the awards are earned	—	Good	GAMEX Activation
	17:57	Badges show their criteria; she would prefer ranks to do the same	FEEDBACK	Bad	Effectiveness
R11	22:26	Difficulty viewing badges on a top-ranked user's profile; attributed to her own state and a lagging laptop	DEVICE	Bad	Efficiency
	23:54	Leaderboard praised as comprehensive, including a separate tryout ranking, which she read as giving everyone a route to achievement	—	Good	GAMEX Activation
R12	8:15	Assumed each of the three leaderboard sections had to be inspected individually	INFORMATION ARCHITECTURE	Bad	Efficiency
	9:03	Badges engaging; the scarcity framing made her want to qualify	—	Good	GAMEX Activation

R#	Time	Finding	Descriptive	Val	Interpretive
R13	14:48	Leaderboard understandable but visually flat "kurang wow", only blue and white	CONTENT	Bad	Satisfaction
	15:52	Profile track record engaging, but the badge set is confusing — many cryptic icons	FEEDBACK	Bad	Effectiveness
	16:29	Badges did not appear clickable, and some badge images were broken	AFFORDANCE / BUG	Bad	Effectiveness
	16:52	Does not understand the rank system	FEEDBACK	Bad	Effectiveness
R14	10:57	Motivated by the leaderboard: friends had discussed her school ranking, which produced pride	—	Good	GAMEX Activation
	11:35	Confused by ranks and badges, what they mean and how they are obtained	FEEDBACK	Bad	Effectiveness
R15	12:18	Leaderboard comparable to other platforms and adequate	—	Good	Satisfaction
	12:51	Indifferent to others' ranks and badges (she has her own goals) but conceded they are somewhat motivating	—	Neutral	GAMEX Activation
	13:22	Rank and badge display insufficiently detailed	FEEDBACK	Bad	Effectiveness

R#	Time	Finding	Descriptive	Val	Interpretive
R16	7:08	Unsure what to do after the first leaderboard click, and separately unsure how to view Freestyle standings	INFORMATION ARCHITECTURE	Bad	Efficiency
	8:07	Motivated by ranks: they show progress and state the proportion of users who reach each tier	—	Good	GAMEX Activation



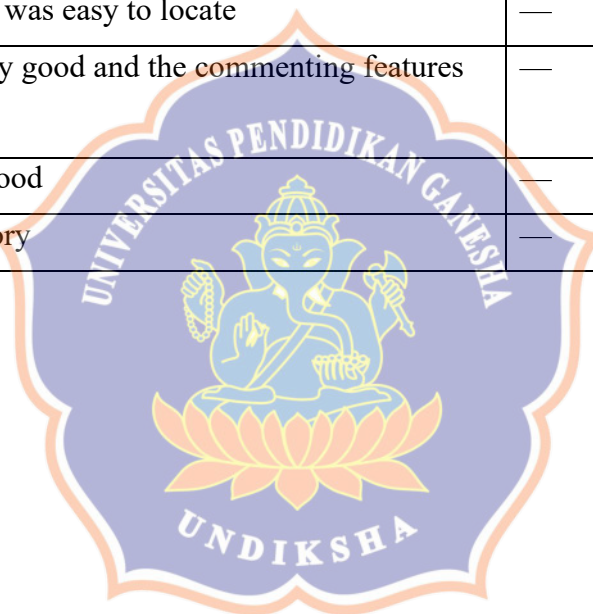
Attachment 57 Baseline Testing Thematic Analysis: Task 6 (SkulWorld)

R#	Time	Finding	Descriptive	Val	Interpretive
R1	18:44	The page refreshed unexpectedly after joining	BUG	Bad	Efficiency
	19:20	Could not find the squad she had just joined; it had moved to MySquad	INFORMATION ARCHITECTURE	Bad	Effectiveness
	19:41	Post and comment interactions worked as expected	—	Good	Effectiveness
R2	12:05	Having opened the community earlier out of confusion, the prescribed flow no longer matched what she saw	INFORMATION ARCHITECTURE	Bad	Efficiency
	20:21	"Lihat squad" returned her to the previous screen; she reached the squad only via MySquad	INFORMATION ARCHITECTURE	Bad	Effectiveness
	20:50	Commenting and deleting worked, though the feed carried no likes	—	Good	Effectiveness
R3	16:08	No difficulty; display comprehensible	—	Good	Effectiveness
	16:30	Judged the feature's value contingent on admin activity, and would not post herself	—	Neutral	Satisfaction
R4	13:29	No difficulty; liked the section overall	—	Good	Satisfaction
	14:06	Delete sits on the right and is rendered lighter than the adjacent action, inverting the convention she expected	CONTENT	Bad	Efficiency

R#	Time	Finding	Descriptive	Val	Interpretive
R5	15:42	After joining, no prompt led her onward, so she had to re-enter the section; she had expected a Weverse-like flow	FEEDBACK / INFORMATION ARCHITECTURE	Bad	Efficiency
	16:30	Display easy to read because it follows established social-media conventions	—	Good	Satisfaction
	16:58	Comment layout satisfactory: timestamps present, options clear, deletion available	—	Good	Effectiveness
R6	22:15	Sees no personal need for the community: the function is already served by conventional social media with far larger audiences, and it adds weight to the app, while conceding the feature itself is well built, including the text editor	—	Neutral	Satisfaction
	24:09	Community UI feels overfull; font placement and spacing were singled out	CONTENT	Bad	Satisfaction
R7	15:57	Confused by the coexistence of MySquad and Community and could not see why they are separate	INFORMATION ARCHITECTURE / LABEL	Bad	Efficiency

R#	Time	Finding	Descriptive	Val	Interpretive
	17:29	The community name in the instruction did not match the interface, and she assumed hidden menus existed because the app has so many	INFORMATION ARCHITECTURE	Bad	Efficiency
	17:54	Like and comment interactions conventional and clear	—	Good	Effectiveness
R8	12:47	Some accidental taps, but the display was clear and easy to scan	—	Good	Satisfaction
	13:30	Would consider using the community despite disliking social interaction, because the topic focus is useful	—	Good	GAMEX Activation
R9	11:52	Rarely uses it; her school community produced no updates, so interest lapsed	—	Neutral	Satisfaction
	12:45	Display appropriate — the expected community affordances are present	—	Good	Satisfaction
R10	18:54	Entered the wrong squad; attributed to a misclick	—	Bad	Effectiveness
	20:01	Like, comment and delete all worked	—	Good	Effectiveness
R11	24:46	No difficulty; found it easy to understand	—	Good	Effectiveness
	25:17	Interested in the community as a differentiator: it offers direct access to target-university peers, unlike other tutoring platforms	—	Good	Satisfaction
R12	9:43	Some initial confusion, which she attributed to not having read the instruction closely	—	Bad	Efficiency

R#	Time	Finding	Descriptive	Val	Interpretive
R13	17:07	Sees potential but found the feed insufficiently interactive: "isinya cuman ginikah?"	CONTENT	Neutral	Satisfaction
	18:03	Display fine; the delete control was easy to locate	—	Good	Effectiveness
R14	12:15	Rarely uses it; found the display good and the commenting features complete	—	Good	Satisfaction
R15	13:54	No difficulty; display judged good	—	Good	Effectiveness
R16	9:18	No difficulty; display satisfactory	—	Good	Effectiveness



Attachment 58 Baseline Testing Thematic Analysis: Task 7 (Chat)

R#	Time	Finding	Descriptive	Val	Interpretive
R1	20:07	Had never used chat; assumed it offered only canned replies, as in a ride-hailing app, rather than free text	LABEL	Neutral	Satisfaction
	20:53	Typed the name into the search field expecting the user to appear, and had to create a new chat instead	INFORMATION ARCHITECTURE	Bad	Effectiveness
	21:05	Once inside, the chat display was clear	—	Good	Satisfaction
R2	21:07	Typed the name, got nothing, retyped, and concluded the app had hung; only after reloading did the entry appear	INFORMATION ARCHITECTURE / FEEDBACK	Bad	Effectiveness
	22:09	Ambivalent on review: called the current split acceptable while also describing it as confusing	INFORMATION ARCHITECTURE	Neutral	Satisfaction
R3	17:23	One of only two participants to click "buat chat baru" directly; reasoned that in WhatsApp entering a name in that field implies an existing conversation	INFORMATION ARCHITECTURE	Good	Effectiveness
	18:31	Display fine; sees the feature as useful for finding peers preparing for the same exam	—	Good	Satisfaction

R#	Time	Finding	Descriptive	Val	Interpretive
R4	14:45	Searched for an "Inbox" label because the instruction used that word, then recognised the chat icon	LABEL	Bad	Efficiency
	15:04	Typed in the search field, added characters, got nothing, and only then inferred the search covers existing chats only	INFORMATION ARCHITECTURE	Bad	Effectiveness
	15:50	Chat display appealing and unproblematic	—	Good	Satisfaction
R5	17:26	Expected a dedicated chat destination in the bottom navigation; it sits at the top instead	INFORMATION ARCHITECTURE	Bad	Efficiency
	17:47	Expected search to find any user, as Telegram's global search does; described the mismatch as her own error	INFORMATION ARCHITECTURE	Bad	Effectiveness
R6	24:51	The only participant to report no difficulty at all; clicked the compose control because she had already learned to expect the search field not to work in a comparable app, and proposed allowing search beyond existing conversations	INFORMATION ARCHITECTURE	Good	Effectiveness
R7	18:32	Stated plainly that the fault is the application's; expected search to surface recommended users irrespective of friendship, and proposed empty-state guidance such as "chat kosong, tambahkan teman untuk mulai mengobrol"	FEEDBACK / INFORMATION ARCHITECTURE	Bad	Effectiveness

R#	Time	Finding	Descriptive	Val	Interpretive
R8	14:04	Typed in the search field first, then used the compose control; described the failure as not having read carefully	INFORMATION ARCHITECTURE	Bad	Effectiveness
	14:42	Chat display conventional: "kayak DM normal"	—	Good	Satisfaction
R9	13:08	Repeated the search four or five times; called it her own fault, then explained that nothing labels the field as covering existing friends only, and that the compose control does not read as a way to find new users	AFFORDANCE / LABEL	Bad	Effectiveness
	14:37	Chat display comfortable to use	—	Good	Satisfaction
R10	20:41	Expected the search field to reveal users directly	INFORMATION ARCHITECTURE	Bad	Effectiveness
R11	26:21	Typed the username at the top; assessed the fault as shared, and proposed guidance for the not-yet-friends case	INFORMATION ARCHITECTURE / FEEDBACK	Bad	Effectiveness
	27:51	When asked to set the instruction aside, confirmed her unprompted instinct would still be the search field	INFORMATION ARCHITECTURE	Bad	Effectiveness
R12	10:18	Difficulty pressing the chat control, then typed into the search field expecting a direct result	INFORMATION ARCHITECTURE	Bad	Effectiveness

R#	Time	Finding	Descriptive	Val	Interpretive
R13	18:21	Expected the search to return the user immediately	INFORMATION ARCHITECTURE	Bad	Effectiveness
R14	12:40	Typed at the top first, then used the compose control	INFORMATION ARCHITECTURE	Bad	Effectiveness
	13:18	Chat display comfortable	—	Good	Satisfaction
R15	14:10	Typed, assumed a typo, corrected it, still got nothing, and described herself as flustered before finding the plus control	INFORMATION ARCHITECTURE	Bad	Effectiveness
	14:43	Noted that a new user cannot tell whether the field searches existing friends or all users	LABEL / FEEDBACK	Bad	Effectiveness
R16	9:37	Typed the name, found nothing, then used the compose control; blamed her own carelessness, noting the control was clearly blue	AFFORDANCE	Bad	Effectiveness
	10:20	Chat display fine	—	Good	Satisfaction

Attachment 59 Baseline Testing Thematic Analysis: Task 8 (Friends)

R#	Time	Finding	Descriptive	Val	Interpretive
R1	21:50	Knew to open the profile and tap the friend count	AFFORDANCE	Good	Effectiveness
	23:36	Friend-request notifications sometimes fail to arrive for either party	BUG / FEEDBACK	Bad	Effectiveness
R2	22:37	No difficulty locating the friend list or adding a contact	—	Good	Effectiveness
R3	18:57	Tapped the profile photo and returned to the profile without the friend count being visible; also tapped "ajak teman" out of curiosity	AFFORDANCE / INFORMATION ARCHITECTURE	Bad	Efficiency
R4	16:08	Encountered the same search-field mismatch as in chat, but knew where to go this time	INFORMATION ARCHITECTURE	Neutral	Efficiency
R5	18:21	Completed the task, but had assumed the friend count was display-only rather than a control	AFFORDANCE	Bad	Efficiency
R6	27:13	Was evenly split on whether the friend count could be tapped	AFFORDANCE	Neutral	Efficiency
R7	19:43	Bypassed the friend dashboard entirely; then, having added the friend, found her profile still showed zero friends, with no pending state displayed	FEEDBACK	Bad	Effectiveness

R#	Time	Finding	Descriptive	Val	Interpretive
R8	15:04	Knew immediately to tap the zero-friend count and use the top-right control	AFFORDANCE	Good	Effectiveness
R9	14:58	Reached the friend list correctly but again typed into the search field first	INFORMATION ARCHITECTURE	Bad	Efficiency
R10	22:08	Opened chat instead of the profile, having not read the instruction; then typed into the search field again	—	Bad	Efficiency
R12	11:09	Assumed a referral code had to be sent before a friend could be added	LABEL / INFORMATION ARCHITECTURE	Bad	Effectiveness
	11:54	The zero-friend count is very small and read as information rather than a control	AFFORDANCE	Bad	Effectiveness
R13	18:48	Typed into the search field twice more before recognising the pattern from chat	INFORMATION ARCHITECTURE	Bad	Efficiency
R14	13:37	Tapped the profile rather than the friend list — "aku bingung mencet yang mana"	AFFORDANCE / INFORMATION ARCHITECTURE	Bad	Efficiency

R#	Time	Finding	Descriptive	Val	Interpretive
R15	15:13	Could not identify the friend dashboard and tapped "ajak teman"; treated the friend count as display-only	AFFORDANCE	Bad	Effectiveness
	16:09	Typed into the search field, failed, then recognised it behaved as chat did	INFORMATION ARCHITECTURE	Bad	Efficiency
R16	10:31	Went directly to the friend count without hesitation	AFFORDANCE	Good	Effectiveness



Attachment 60 Baseline Testing Thematic Analysis: GAMEX

R#	Time	Finding	Descriptive	Val	Interpretive
R1	24:07	Rated forgetting one's place lowest, stating she has never lost awareness of place while using the application	—	Neutral	GAMEX Absorption
	24:39	Regards Skuling as an application for UTBK preparation rather than as a game	—	Neutral	GAMEX Absorption
	25:04	Rated irritation mid-scale, caused by rating drops being difficult to recover rather than by the interface	FEEDBACK	Neutral	GAMEX Absence of Neg. Affect
	25:36	Rated aggression lowest; the irritation stays internal and does not escalate	—	Good	GAMEX Absence of Neg. Affect
	26:01	Rated confidence highest, attributing it to seeing her own name in the national leaderboard and feeling able to beat others	—	Good	GAMEX Dominance
	26:38	Rated influence high because she recommends Skuling to friends and explains its features to them	—	Good	GAMEX Dominance
R2	23:53	Rated forgetting time lowest despite rating enjoyment highest, because the tasks move quickly and she stays aware of the clock	—	Neutral	GAMEX Absorption

R#	Time	Finding	Descriptive	Val	Interpretive
	24:07	Keeps checking how much time remains while answering, rather than losing track of it	—	Neutral	GAMEX Absorption
	24:31	Rated forgetting place and unawareness of surroundings lowest, as time and place remain adjustable around the activity	—	Neutral	GAMEX Absorption
	24:49	Rated aggression mid-scale, attributing it to needing several readings to understand a question, which makes her emotional and then frustrated	CONTENT	Bad	GAMEX Absence of Neg. Affect
	25:24	Rated control mid-scale, tracing it to that same frustration; her sense of capability fluctuates between able and unable	—	Neutral	GAMEX Dominance
	25:52	Rated intrinsic motivation just above mid-scale, describing herself as inconsistent about studying rather than driven to open the application	—	Neutral	GAMEX Enjoyment
R3	23:06	Explained that her only maximum ratings were on tension and challenge, both caused by the questions being timed	—	Neutral	GAMEX Activation
	23:09	Seeing the opponent already three answers ahead while she had not yet answered intensified that tension	FEEDBACK	Neutral	GAMEX Activation

R#	Time	Finding	Descriptive	Val	Interpretive
	23:24	Judged the tension motivating rather than discouraging, because she does not want to lose	—	Good	GAMEX Activation
	24:06	Rated forgetting time and place high, unlike most participants, because answering four of five correctly felt satisfying and made her want to continue until time ran out	—	Good	GAMEX Absorption
	24:45	Rated irritation, aggression and frustration in the upper-middle range, arising when the subtest requires heavy reasoning such as mathematics	—	Bad	GAMEX Absence of Neg. Affect
	25:05	Reported no irritation while reading the explanation, describing it instead as making her aware of where she went wrong	CONTENT	Good	GAMEX Absence of Neg. Affect
	25:25	Rated freedom mid-scale because working against a timer leaves her feeling neither free nor constrained	—	Neutral	GAMEX Dominance
	25:35	Rated confidence mid-scale because it drops whenever she answers incorrectly, which happens intermittently	—	Neutral	GAMEX Dominance
	26:15	Judged that an encouraging message after a wrong answer would help her stop fixating on the mistake	FEEDBACK	Bad	GAMEX Absence of Neg. Affect

R#	Time	Finding	Descriptive	Val	Interpretive
R4	19:09	Gave no maximum and no minimum ratings anywhere in the instrument	—	Neutral	—
	20:00	Rated freedom low because the application requires her to lock in and concentrate	—	Bad	GAMEX Dominance
	20:38	Rated creativity neutral, as the application neither raises nor reduces her imagination	—	Neutral	GAMEX Creative Thinking
	21:13	Rated being entertained low because the activity is studying and demands concentration	—	Bad	GAMEX Enjoyment
	22:09	Rated challenge mid-scale because she is no longer competitive and the application is not her priority	—	Neutral	GAMEX Activation
R5	21:56	Rated intrinsic motivation low because the game is studying and she does not enjoy studying	—	Bad	GAMEX Enjoyment
	22:11	Attributed her low absorption ratings to the content remaining SNBT preparation	—	Neutral	GAMEX Absorption
	22:26	Reported that the application makes her feel keyed up and tense	—	Neutral	GAMEX Activation

R#	Time	Finding	Descriptive	Val	Interpretive
	22:47	Attributed frustration to two causes: difficult navigation, and difficulty understanding what the questions were asking	INFORMATION ARCHITECTURE	Bad	GAMEX Absence of Neg. Affect
	23:05	Rated freedom low, again attributing it to the activity being study	—	Bad	GAMEX Dominance
	23:13	Rated creativity mid-scale because the number of features felt innovative and showed her what a learning game could be	CONTENT	Good	GAMEX Creative Thinking
R7	26:08	Explained that she avoids the lowest ratings because she interprets each item in both a negative and a positive light	—	Neutral	—
	26:23	Noted that her condition at the time of the session was not ideal for completing the questionnaire	—	Neutral	—
	27:17	Gave conflicting ratings to two absorption items and attributed the inconsistency to not having read them carefully	BUG	Neutral	GAMEX Absorption
	28:12	Rated irritation high, caused by the layout being cramped on a laptop and by the number of menus	DEVICE	Bad	GAMEX Absence of Neg. Affect
	28:26	Also attributed the irritation to unfamiliar feature names such as Battle, Xplain and Freestyle being presented without any explanation on first entry	LABEL	Bad	GAMEX Absence of Neg. Affect

R#	Time	Finding	Descriptive	Val	Interpretive
	29:08	Rated creativity highest, attributing it to her own interest in interface design rather than to anything the application does	—	Neutral	GAMEX Creative Thinking
R8	18:46	Rated control low, stating she did not yet feel she was the one in control	—	Bad	GAMEX Dominance
	19:00	Attributed the low control rating to not yet understanding how the application works	—	Bad	GAMEX Dominance
	19:38	Rated irritation and aggression mid-scale, directed at herself during Battle rather than at the application	—	Neutral	GAMEX Absence of Neg. Affect
	20:28	Rated forgetting place low; she enjoys the application but is not drawn deeply into it	—	Neutral	GAMEX Absorption
R9	19:32	Rated influence highest, interpreting the item as the application influencing her to focus rather than as her influencing others	—	Neutral	GAMEX Dominance
	20:04	Rated forgetting time lowest, then stated it was a mis-tap and that she had intended a mid-scale value	BUG	Neutral	—
	20:15	Never loses track of time because she schedules her study sessions in advance	—	Neutral	GAMEX Absorption

R#	Time	Finding	Descriptive	Val	Interpretive
	20:52	Acknowledged occasionally wanting to keep playing past her schedule	—	Neutral	GAMEX Absorption
	21:27	Rated imagination highest, attributing it to the illustrations in Xplain that let her picture the material	CONTENT	Good	GAMEX Creative Thinking
	22:33	Attributed frustration to herself when answers remain wrong after reading the explanation, explicitly not to the application	—	Neutral	GAMEX Absence of Neg. Affect
R10	26:19	Rated enjoyment just below maximum, attributing the gap to the pressure inherent in answering exam questions	—	Neutral	GAMEX Enjoyment
	26:34	Described the experience as enjoyable but never free of that pressure	—	Neutral	GAMEX Enjoyment
	26:51	Rated being entertained low, as the application does not function as entertainment for her	—	Bad	GAMEX Enjoyment
	27:02	Rated forgetting place lowest because she only opens Skuling when she is already in a study session	—	Neutral	GAMEX Absorption
	27:25	Rated exploration and challenge highest	—	Good	GAMEX Creative Thinking

R#	Time	Finding	Descriptive	Val	Interpretive
	27:38	Rated tension mid-scale, explaining that it depends on whether she has mastered the material rather than on the timer itself	—	Neutral	GAMEX Activation
R12	16:10	Rated irritation high but redefined it as eagerness rather than annoyance	—	Neutral	GAMEX Absence of Neg. Affect
	16:21	Located that eagerness in Battle, when she could not answer correctly	—	Neutral	GAMEX Activation
	16:32	Judged the feeling beneficial, as it pushes her to study and practise more	—	Good	GAMEX Activation
	16:55	Rated unawareness of surroundings high, attributing it to being absorbed by questions she found challenging	—	Good	GAMEX Absorption
	17:18	Nonetheless does not lose track of time, because she studies with a timer running	—	Neutral	GAMEX Absorption
	17:46	Rated influence mid-scale, describing the experience as ordinary	—	Neutral	GAMEX Dominance
	18:17	Attributed the mid-scale influence rating to having used the application only briefly so far	—	Neutral	GAMEX Dominance

R#	Time	Finding	Descriptive	Val	Interpretive
R13	22:46	Rated frustration mid-scale, locating it specifically at the daily missions task and at Battle	DISCOVERABILITY	Bad	GAMEX Absence of Neg. Affect
	23:23	Rated imagination and creativity low because the activity consists only of studying and answering questions	—	Bad	GAMEX Creative Thinking
	24:18	Rated losing track of time and surroundings mid-scale, describing question-answering as flat	—	Neutral	GAMEX Absorption
	24:44	Clarified that her high enjoyment rating refers to feeling challenged, not to the questions themselves	—	Neutral	GAMEX Enjoyment
R14	18:07	Rated confidence lowest, attributing it to feeling personally unable to answer during Freestyle	—	Bad	GAMEX Dominance
	18:35	Rated freedom lowest because studying feels like pressure to her, as it does at school	—	Bad	GAMEX Dominance
	19:01	Rated intrinsic motivation mid-scale despite a 135-day streak, because she uses the application out of obligation to study rather than desire	—	Neutral	GAMEX Enjoyment
	19:42	Rated challenge highest but excitement mid-scale: challenged yet calm on material she finds manageable	—	Neutral	GAMEX Activation

R#	Time	Finding	Descriptive	Val	Interpretive
	20:27	Rated the enjoyment items just below maximum, deducting a point because the activity is still study	—	Neutral	GAMEX Enjoyment
	20:46	Rated imagination mid-scale, attributing it to the illustrations present in almost every Xplain section	CONTENT	Good	GAMEX Creative Thinking
	21:19	Rated aggression mid-scale, tied to seeing the opponent ahead of her during Battle	—	Neutral	GAMEX Absence of Neg. Affect
R15	19:24	Rated being entertained highest but enjoyment mid-scale, distinguishing relief from tiring textbook study from enjoyment under pressure	—	Neutral	GAMEX Enjoyment
	20:43	Rated unawareness of surroundings low, describing herself as remaining attentive to others	—	Neutral	GAMEX Absorption
	20:55	Household activity keeps her aware of what others need while she uses the application	—	Neutral	GAMEX Absorption
	21:25	Rated control mid-scale because she remains conscious of other tasks she still has to finish	—	Neutral	GAMEX Dominance
R16	14:44	Rated freedom lowest because Battle demands complete focus and leaves no room to do anything else	—	Bad	GAMEX Dominance

R#	Time	Finding	Descriptive	Val	Interpretive
	15:09	Rated frustration high, caused by the six-minute limit and by uncertainty about how much time remained	FEEDBACK	Bad	GAMEX Absence of Neg. Affect
	15:34	Found the item on returning to the real world unclear, reporting the experience as ordinary	—	Neutral	GAMEX Absorption
	16:33	Rated imagination and creativity highest, attributing it to Battle and the material requiring her to visualise without scratch paper	—	Good	GAMEX Creative Thinking
	17:48	Rated influence low, being uncertain what the item meant in this context	—	Neutral	GAMEX Dominance
	18:19	Had not realised she had won the battle, because the red result screen read to her as a loss	FEEDBACK	Bad	GAMEX Dominance

Attachment 61 Baseline Testing Thematic Analysis: Final Thoughts

R#	Time	Finding	Descriptive	Val	Interpretive
R2	9:04	Attributes her difficulties to being a first-time user facing many branching sections, with much still to learn	INFORMATION ARCHITECTURE	Neutral	Satisfaction
R3	20:16	Impression improved: appealing imagery and colour, and copywriting singled out as strong	CONTENT	Good	Satisfaction
	21:02	Errors increased rather than reduced her curiosity; she kept trying alternatives	—	Good	GAMEX Activation
	25:50	Proposed encouraging messages after correct and incorrect answers so she does not fixate on mistakes	FEEDBACK	Bad	GAMEX Absence of Neg. Affect
R4	16:47	Impression unchanged; visual style appealing and the feature set useful	—	Good	Satisfaction
	17:05	On failing, responded "oh my god, I'm so slow" then, prompted, conceded the daily quest was not her fault	—	Bad	GAMEX Dominance
	18:20	Would add nothing; considers the app sufficiently complete	—	Good	Satisfaction
R5	19:05	Feature count too high to explore in one session; navigation described as difficult	INFORMATION ARCHITECTURE	Bad	Efficiency

R#	Time	Finding	Descriptive	Val	Interpretive
	20:46	Nominated navigation as the priority for improvement and proposed a search or help facility	INFORMATION ARCHITECTURE / ONBOARD	Bad	—
R6	27:46	Impression unchanged; the app introduces its features poorly and the UX is confusing; recommends a short tutorial or a more intuitive structure, and notes that details such as typeface matter	ONBOARD	Bad	Satisfaction
R7	21:55	Impression diverged: markedly more positive on battle, markedly more negative on the interface. Too many menus, state not reflected in real time, no verification status	INFORMATION ARCHITECTURE / FEEDBACK	Bad	Satisfaction
	23:46	On becoming stuck: irritated and disoriented, and specifically noted the absence of a help feature	ONBOARD	Bad	GAMEX Absence of Neg. Affect
	24:22	Requested a help feature, a target-score calculator, a study roadmap, and the ability to choose material rather than unlocking it sequentially	—	Bad	—
	25:16	The web build renders as a narrow wrapped view rather than using the available width	DEVICE	Bad	Satisfaction

R#	Time	Finding	Descriptive	Val	Interpretive
	28:12	Feature names (Battle, Explain, Freestyle) read as unfamiliar jargon on first entry, with no instructions to anchor them	LABEL / ONBOARD	Bad	Satisfaction
R8	15:58	Given the choice, attributed her failures to herself rather than the application; agreed when the interviewer pointed out the fault was the application's	—	Bad	GAMEX Dominance
	16:35	Named chat the most distinctive feature, as few study apps provide it	—	Good	Satisfaction
R9	16:17	Nominated the daily quest placement and the unbroken white text of Xplain as the two things to improve	DISCOVERABILITY / CONTENT	Bad	—
	17:44	Declined to blame the app, attributing difficulty to insufficient exploration on her part	—	Neutral	GAMEX Dominance
R10	22:53	First impression positive: the streak counter and icons appealing, and the unexplained 50-50 made her want to explore	—	Good	GAMEX Activation
	23:44	On becoming stuck: confused and mildly frustrated "ini ngapain sih sebenarnya?"	—	Bad	GAMEX Absence of Neg. Affect

R#	Time	Finding	Descriptive	Val	Interpretive
	24:15	Nominated as the single priority fix: separating the Freestyle power entry point from the Skuling Pro upgrade bar, which are visually merged	MONETIZATION / INFORMATION ARCHITECTURE	Bad	—
R11	10:32	The session increased her willingness to subscribe; compared the level-up mechanic favourably with Quizizz	—	Good	GAMEX Activation
R12	12:33	Impression improved after use; the features felt good once she knew how to operate them	—	Good	Satisfaction
	13:30	Considers the app fundamentally sound and needing only per-feature instructions	ONBOARD	Bad	Satisfaction
	13:57	Uncertain whether her difficulties reflected her own understanding or a lack of instruction in the app	—	Neutral	GAMEX Dominance
	14:48	The single feature she would add is an instruction or tutorial layer	ONBOARD	Bad	—
R13	19:00	Impression shifted slightly: she had described the app as easy at first interview, but now sees features as hidden	DISCOVERABILITY	Bad	Satisfaction
	19:56	On becoming stuck: confusion rather than self-blame or anger, "lebih ke bingung, kok gini kok gitu"	—	Neutral	GAMEX Absence of Neg. Affect

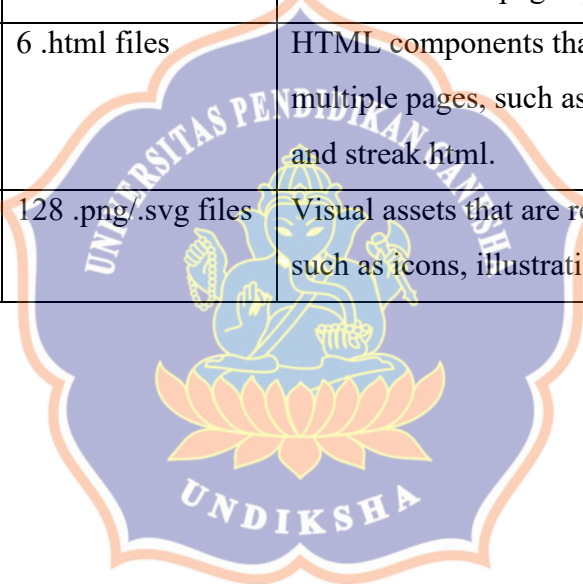
R#	Time	Finding	Descriptive	Val	Interpretive
	20:56	Nominated visual appeal as the priority: the palette is only blue and white, unlike a competitor she named	CONTENT	Bad	Satisfaction
R14	14:41	No new discovery in the session; impression unchanged	—	Neutral	Satisfaction
	15:23	Named battle the strongest feature and chat/DM the weakest, since peers already message on WhatsApp and Twitter	—	Neutral	Satisfaction
	16:44	Nominated remaining defects and a feature tutorial as the priorities	BUG / ONBOARD	Bad	—
R15	16:36	Impression changed substantially: the session revealed features she now describes as hidden	DISCOVERABILITY	Bad	Satisfaction
	17:35	The weekly plan delivers only progress figures where she expected evaluation and notes	CONTENT	Bad	Satisfaction
R16	11:35	Impression unchanged; considered the app already good	—	Good	Satisfaction
	12:07	Alternated between self-blame and noting that the app does not explain what its controls do	—	Bad	GAMEX Dominance
	10:59	Proposed changing the victory-screen colour and adding a descriptive label to the daily quest control	FEEDBACK LABEL	Bad	—

Attachment 62 Source Code of the Front-End Redesign

Repository: <https://github.com/vedasuputra/skuling>

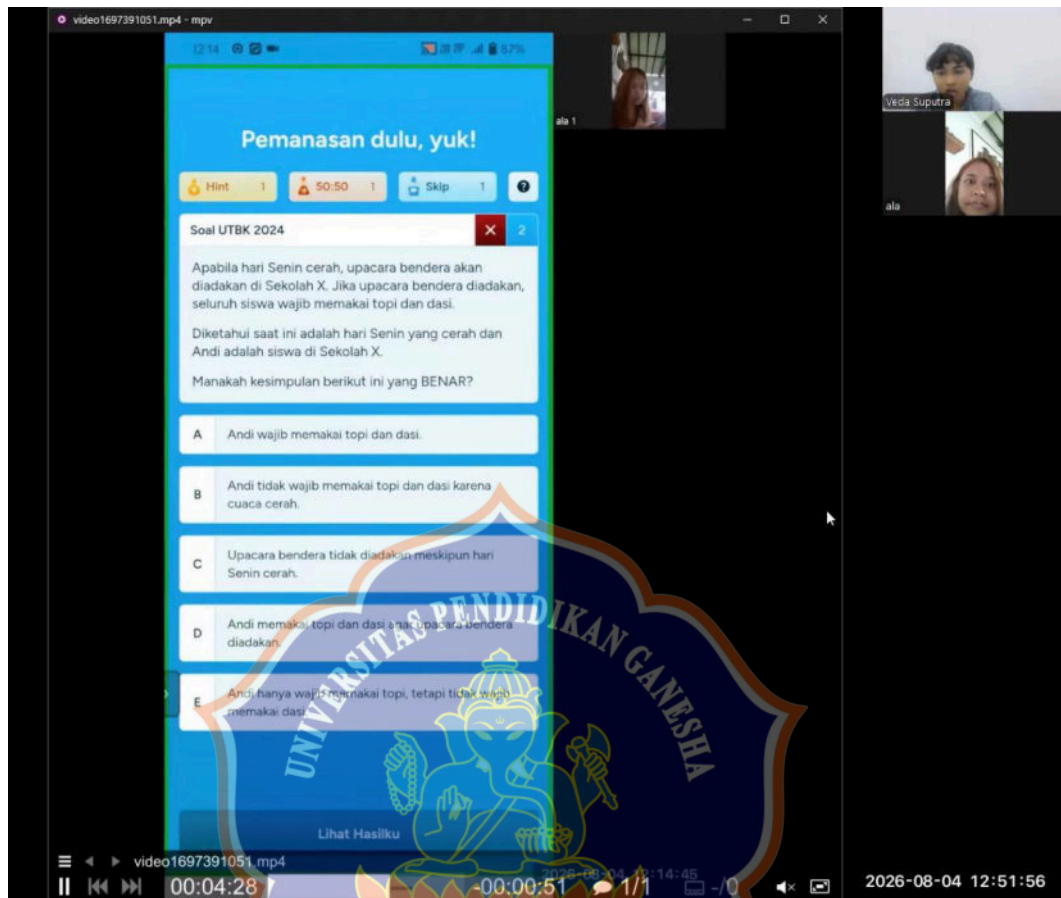
Demo: <https://skuling.vercel.app>

Directory	Content	Notes
/ (root)	32 .html files	One .html file per screen, such as <code>beranda.html</code> , <code>misi.html</code> , <code>battle.html</code> , etc.
/scripts	33 .js files	Interactive logic for each page, with names matching their HTML counterparts (eg. <code>misi.js</code> for <code>misi.html</code>).
/css	34 .css files	Stylesheets that are divided into global, shared files and page-specific files.
/components	6 .html files	HTML components that are used in multiple pages, such as <code>nav.html</code> , <code>top.html</code> , and <code>streak.html</code> .
/img	128 .png/.svg files	Visual assets that are reusable in any page, such as icons, illustrations, and more.

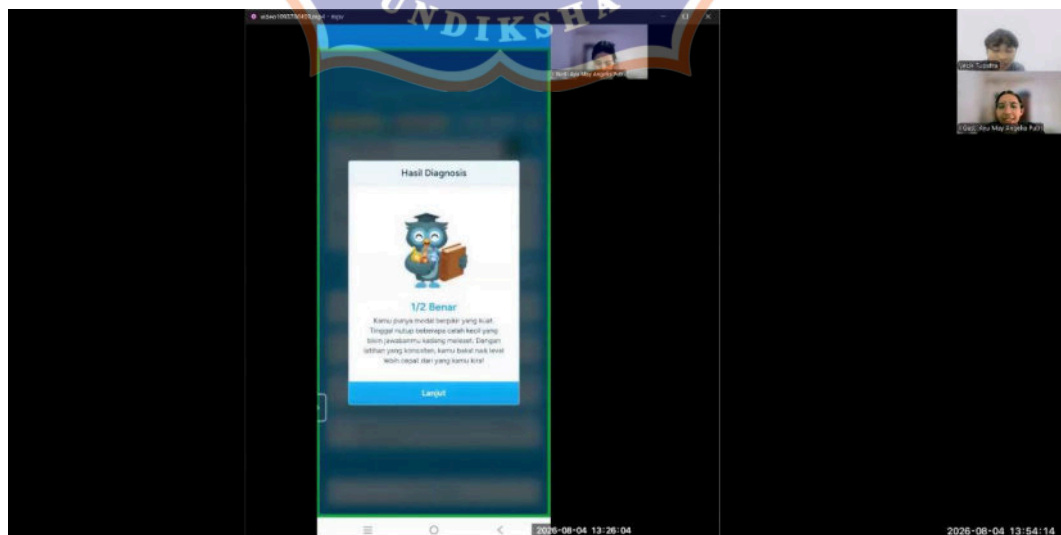


Attachment 63 Documentation of the Post-Redesign Testing Process

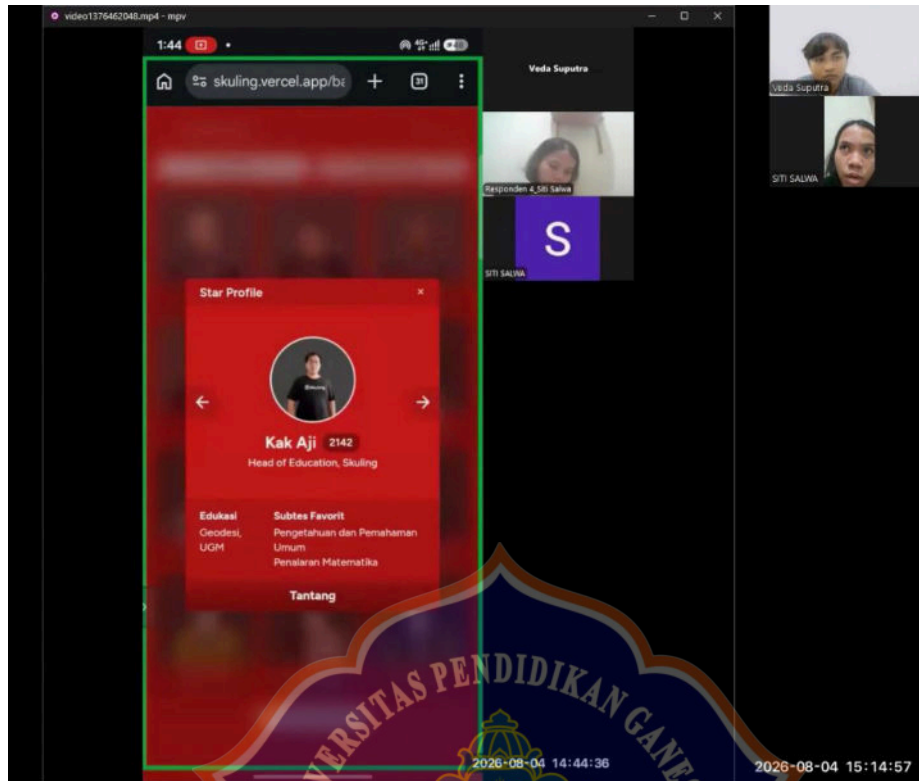
Responden 2



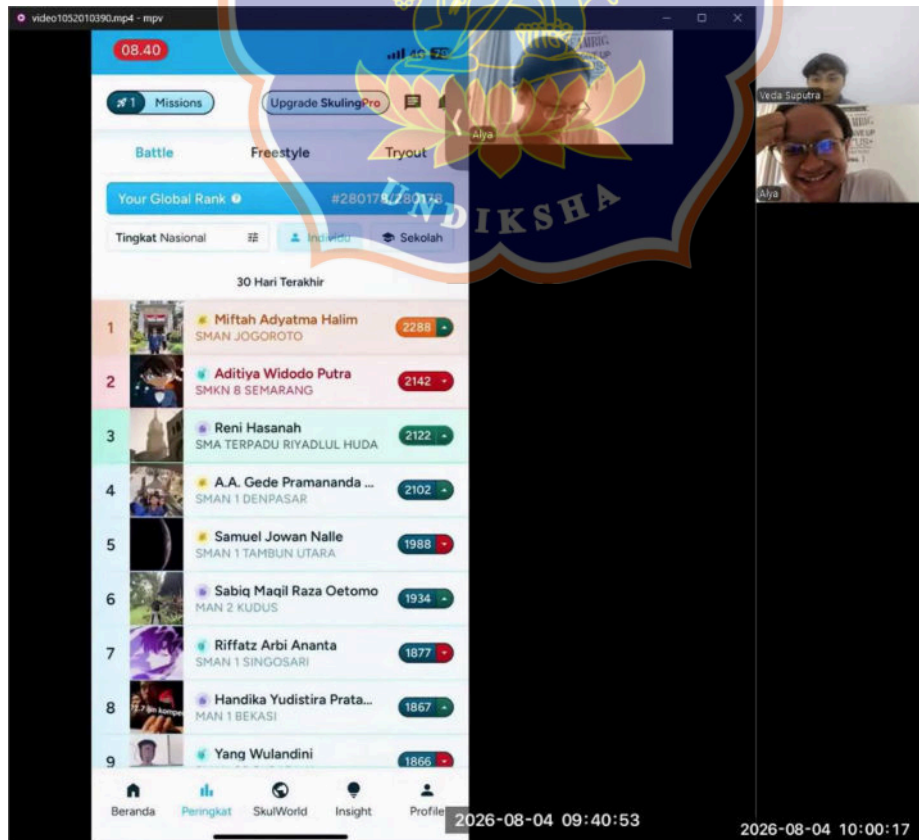
Responden 3



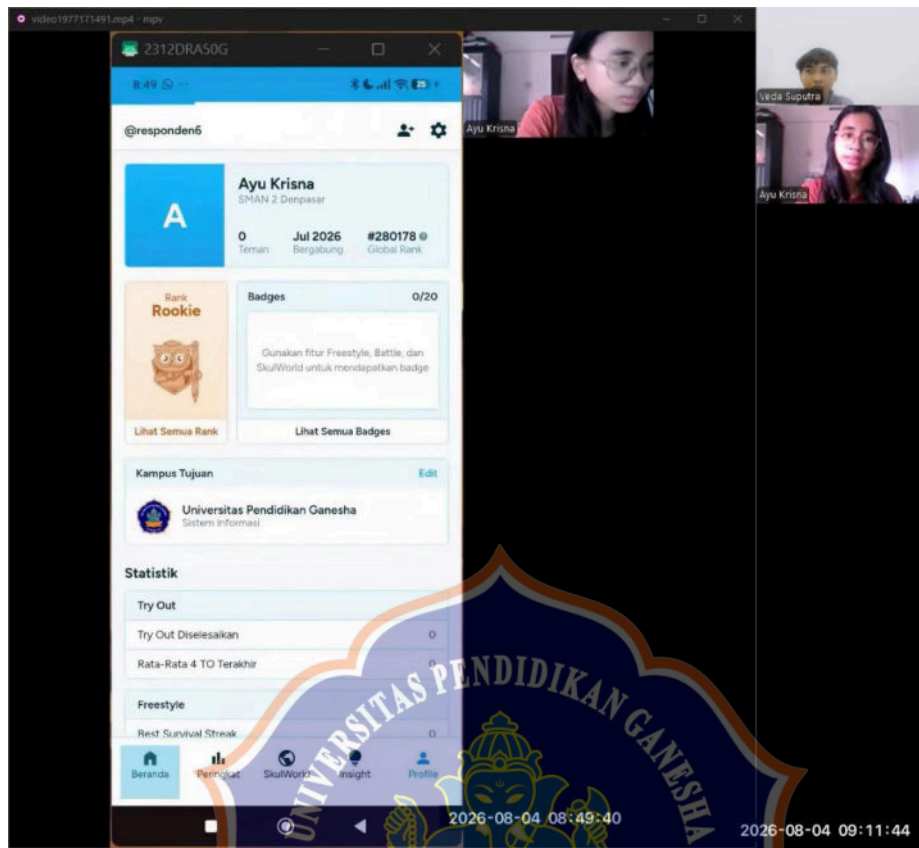
Responden 4



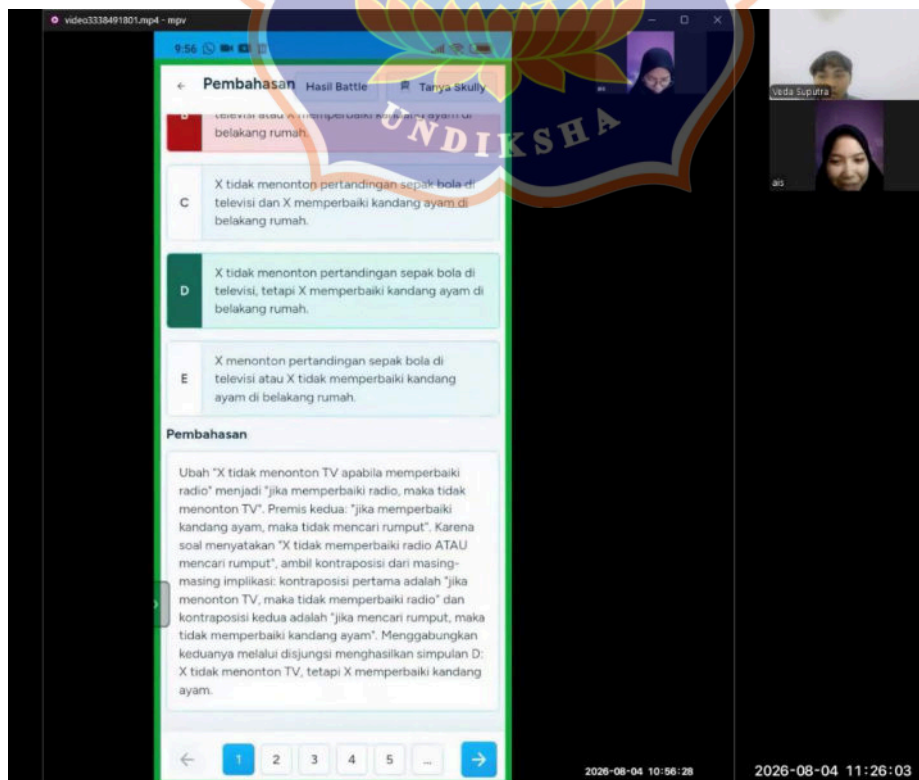
Responden 5



Responden 6



Responden 13



Attachment 64 Post-Redesign Records: Responden #2

Task	n_ij	Errors	Steps	Start	End	Total (m)	Total (s)	Notes
1	1	0	25	00:00:57	00:04:44	03:47	227	with Freestyle
2	1	0	9	00:00:14	00:03:27	03:13	193	New recording due to network issues
3	0.5	1	15	00:04:05	00:05:02	00:57	57	Thought it was placed in the same spot as the real app
4	1	0	12	00:05:26	00:11:46	06:20	380	
5	1	0	7	00:00:00	00:00:31	00:31	31	New recording due to network issues
6	0.5	1	19	00:00:32	00:01:43	01:11	71	New recording due to network issues, was confused on whether she actually joined the squad or not
7	1	0	9	00:02:04	00:02:31	00:27	27	
8	1	0	9	00:03:01	00:03:39	00:38	38	

Complete	Partial	Failed	Success Rate	Errors	Total Time
6	2	0	87.50%	2	17:04

Attachment 65 Post-Redesign Records: Responden #3

Task	n_ij	Errors	Steps	Start	End	Total (m)	Total (s)	Notes
1	1	0	25	00:01:00	00:03:57	02:57	177	with Freestyle
2	1	0	9	00:04:28	00:06:33	02:05	125	
3	1	0	5	00:06:58	00:07:18	00:20	20	
4	1	0	12	00:07:31	00:11:45	04:14	254	
5	0.5	1	9	00:12:00	00:13:09	01:09	69	Was confused on what to do after clicking the #1 rank
6	1	0	15	00:14:27	00:15:21	00:54	54	
7	1	0	9	00:15:32	00:16:03	00:31	31	
8	1	0	9	00:16:19	00:16:45	00:26	26	

Complete	Partial	Failed	Success Rate	Errors	Total Time
6	2	0	87.50%	2	17:04

Attachment 66 Post-Redesign Records: Responden #4

Task	n_ij	Errors	Steps	Start	End	Total (m)	Total (s)	Notes
1	1	0	25	00:00:25	00:03:27	03:02	182	with Freestyle
2	1	0	9	00:03:49	00:10:05	06:16	376	
3	1	0	5	00:10:30	00:10:44	00:14	14	
4	1	0	15	00:11:32	00:16:45	05:13	313	Through Battle Star
5	0.5	1	13	00:17:10	00:18:22	01:12	72	Was confused on how to find the All Stars rank
6	0.5	1	20	00:18:50	00:19:41	00:51	51	Had trouble in figuring out what to do after clicking the Join button
7	0.5	1	11	00:19:55	00:20:31	00:36	36	Couldn't find the Chat button
8	1	0	9	00:20:44	00:20:59	00:15	15	

Complete	Partial	Failed	Success Rate	Errors	Total Time
5	3	0	81.25%	3	17:39

Attachment 67 Post-Redesign Records: Responden #5

Task	n_ij	Errors	Steps	Start	End	Total (m)	Total (s)	Notes
1	1	0	20	00:01:37	00:03:30	01:53	113	without Freestyle
2	1	0	9	00:04:10	00:08:44	04:34	274	
3	1	0	5	00:10:04	00:10:23	00:19	19	
4	1	0	12	00:10:37	00:15:05	04:28	268	
5	1	0	7	00:15:26	00:16:05	00:39	39	
6	1	0	15	00:16:26	00:17:01	00:35	35	
7	1	0	9	00:17:13	00:17:35	00:22	22	
8	1	0	9	00:17:50	00:18:07	00:17	17	

Complete	Partial	Failed	Success Rate	Errors	Total Time
8	0	0	100.00%	0	13:07

Attachment 68 Post-Redesign Records: Respondent #6

Task	n_ij	Errors	Steps	Start	End	Total (m)	Total (s)	Notes
1	1	0	25	00:02:00	00:03:53	01:53	113	with Freestyle
2	1	0	9	00:04:07	00:05:29	01:22	82	
3	1	0	5	00:05:45	00:05:58	00:13	13	
4	1	0	15	00:06:07	00:10:56	04:49	289	Through Battle Star
5	1	0	7	00:11:09	00:11:30	00:21	21	
6	1	0	15	00:11:45	00:12:26	00:41	41	
7	1	0	9	00:12:41	00:13:00	00:19	19	
8	1	0	9	00:13:10	00:13:22	00:12	12	

Complete	Partial	Failed	Success Rate	Errors	Total Time
8	0	0	100.00%	0	09:50

Attachment 69 Post-Redesign Records: Respondent #13

Task	n_ij	Errors	Steps	Start	End	Total (m)	Total (s)	Notes
1	1	0	20	00:00:15	00:02:08	01:53	113	without Freestyle
2	1	0	9	00:00:10	00:02:36	02:26	146	New recording due to browser issues
3	1	0	5	00:02:51	00:03:02	00:11	11	
4	1	0	12	00:03:22	00:08:24	05:02	302	
5	1	0	7	00:01:06	00:02:40	01:34	94	New recording due to network issues
6	1	0	15	00:02:58	00:03:58	01:00	60	
7	1	0	9	00:04:11	00:04:46	00:35	35	
8	1	0	9	00:04:58	00:05:21	00:23	23	

Complete	Partial	Failed	Success Rate	Errors	Total Time
8	0	0	100.00%	0	13:04

Attachment 70 Post-Redesign GAMEX Questionnaire Results

Item	R2	R3	R4	R5	R6	R13	Avg
Enj1	5	4	5	4	4	4	4.33
Enj2	5	4	4	4	4	4	4.17
Enj3	5	4	4	4	4	4	4.17
Enj4	5	4	4	5	4	4	4.33
Enj5	5	4	3	3	4	4	3.83
Enj6	5	5	5	3	4	4	4.33
Ab1	1	4	4	4	4	4	3.50
Ab2	2	4	4	3	4	4	3.50
Ab3	3	3	4	3	4	4	3.50
Ab4	3	2	4	3	4	3	3.17
Ab5	2	4	2	3	4	3	3.00
Ab6	2	4	5	4	4	3	3.67
CT1	5	4	5	3	3	3	3.83
CT2	5	4	5	3	2	3	3.67
CT3	5	4	5	5	3	4	4.33
CT4	5	5	5	4	4	4	4.50
Act1	5	5	4	3	4	4	4.17
Act2	5	5	5	5	4	3	4.50
Act3	5	4	4	5	4	4	4.33
Act4	5	4	5	3	4	4	4.17
ANA1	5	3	4	4	4	4	4.00
ANA2	4	3	4	4	4	4	3.83
ANA3	4	4	4	2	4	4	3.67
Dom1	5	4	5	4	4	4	4.33
Dom2	5	4	4	5	4	4	4.33
Dom3	4	3	4	3	4	4	3.67
Dom4	5	4	5	4	4	4	4.33

Attachment 71 Post-Redesign Thematic Analysis: Task 1 (Registration)

R#	Time	Finding	Descriptive	Val	Interpretive
R2	0:48	Red required-field markers made the form clearer; she could see which fields mandatory and what format were expected	LABEL	Good	Effectiveness
	1:44	Chose the freestyle warm-up rather than skipping it, describing it as useful practice before entering the main application	ONBOARD	Good	Satisfaction
	2:10	Approved of being offered the choice; a question appearing without warning would have been startling	ONBOARD	Good	GAMEX Absence of Neg. Affect
	2:39	Question view felt more spacious and correctly proportioned on a phone	CONTENT	Good	Satisfaction
R3	0:09	Registration presented no obstacles	—	Good	Effectiveness
	0:28	Only the dream-campus field and the freestyle step registered as different; judged the change neither better nor worse	—	Neutral	—

R#	Time	Finding	Descriptive	Val	Interpretive
	1:47	Chose to try freestyle to compare it against the baseline; as an ordinary user the decision would depend on context, skipping when busy and trying when at home	ONBOARD	Neutral	Satisfaction
	2:33	Preferred the skippable version over the compulsory warm-up of the baseline	ONBOARD	Good	Satisfaction
	3:03	Data entry itself was unremarkable and produced no errors	—	Good	Effectiveness
R4	1:00	Sensed that sign-up had changed, but not significantly	—	Neutral	—
	1:14	Described the difference as a positive one located in how the taps themselves felt	—	Neutral	Satisfaction
	1:46	On reflection judged the registration process equivalent to the baseline	—	Neutral	Effectiveness
	2:27	The notice before freestyle was welcome; nothing arrives abruptly and a choice is offered	ONBOARD	Good	GAMEX Absence of Neg. Affect
R5	0:26	Uncertain whether the form advanced on its own after typing; attributed it to herself rather than the interface	—	Neutral	—
	0:58	Skipped freestyle in order to look at the application first	ONBOARD	Good	Satisfaction

R#	Time	Finding	Descriptive	Val	Interpretive
	1:24	Preferred being able to choose rather than being carried into the questions	ONBOARD	Good	GAMEX Dominance
	3:37	Preferred the redesigned registration because freestyle was not forced and each feature was explained after sign-up	ONBOARD	Good	Satisfaction
R6	0:13	No obstacles encountered during registration	—	Good	Effectiveness
	0:37	Preferred the redesign: freestyle is skippable and preceded by a warning, so no questions arrive without notice	ONBOARD	Good	Satisfaction
	0:50	The Smart Energy pop-up no longer interrupted the registration flow	ONBOARD	Good	Satisfaction
	1:05	The way the Skuling Pro benefits were presented was better than in the baseline	MONETIZATION	Good	Satisfaction
	1:53	Chose freestyle out of curiosity; being offered the option raised interest rather than pressure	ONBOARD	Good	GAMEX Enjoyment
R13	0:43	Registration flowed smoothly and felt more concise	—	Good	Satisfaction
	1:05	Shorter because the diagnostic questions were no longer compulsory	ONBOARD	Good	Efficiency

R#	Time	Finding	Descriptive	Val	Interpretive
	1:30	First instinct with a newly downloaded application is to explore it rather than answer questions	ONBOARD	Good	Satisfaction



Attachment 72 Post-Redesign Thematic Analysis: Task 2 (Xplain)

R#	Time	Finding	Descriptive	Val	Interpretive
R2	3:52	Home illustrations were distinctive, but the background felt uniformly white and lacking in colour	CONTENT	Bad	Satisfaction
	4:29	Preferred the redesigned home overall because it carries more imagery	CONTENT	Good	Satisfaction
	5:51	Summary section worthwhile; it supplies an outline before practice begins	CONTENT	Good	Satisfaction
	6:15	Personally satisfied with the summary alone and did not feel the need for the full text	CONTENT	Neutral	—
	6:33	Still considered the full material worth keeping for users who prefer to read in depth	CONTENT	Good	Satisfaction
R3	3:25	Home read as playful because of the number of illustrations	CONTENT	Good	GAMEX Enjoyment
	4:53	Preferred the redesigned home; the baseline home carried text that pulled attention away, such as the practice prompt and the Pro upgrade	INFORMATION ARCHITECTURE	Good	Satisfaction
	6:36	Summary page helpful for a user studying in a hurry who needs only part of the material	CONTENT	Good	Efficiency

R#	Time	Finding	Descriptive	Val	Interpretive
	7:22	Opened the full sections anyway, out of curiosity rather than need	—	Neutral	—
	8:00	Full sections felt text-heavy; wanted some illustration to break the page up	CONTENT	Bad	Satisfaction
	9:05	Agreed the baseline illustrations were not relevant to the text; proposed keyword diagrams connected by arrows instead	CONTENT	Neutral	Satisfaction
	10:39	Preferred the consolidated screen because all three rewards are earned from the same module, and no time is spent dismissing pop-ups	FEEDBACK	Good	Efficiency
R4	3:21	Home more ordered; the School World and rank columns were easier to locate	INFORMATION ARCHITECTURE	Good	Effectiveness
	5:21	Neutral on the summary: the information is easy to reach, but readers may stop there and miss something in the full text	CONTENT	Neutral	Satisfaction
	6:38	Segment boxing was the change she noticed, and she regarded it positively	CONTENT	Good	Satisfaction

R#	Time	Finding	Descriptive	Val	Interpretive
	8:49	Preferred the three separate reward pop-ups of the baseline; one screen per item feels more significant and she recalled the streak animation	FEEDBACK	Bad	GAMEX Enjoyment
R5	2:13	Summary helpful; she likes seeing an outline before reading the whole	CONTENT	Good	Satisfaction
	2:43	Read the full material carefully regardless, because the language was enjoyable	CONTENT	Good	GAMEX Enjoyment
	2:57	Preferred the redesigned material; the baseline text was large inside a narrow frame and tiring to read	CONTENT	Good	Satisfaction
	4:34	Skimmed the consolidated Learning Results screen; the separate baseline pop-ups had captured her attention one at a time	FEEDBACK	Bad	Satisfaction
	5:05	Home well liked: labelled and split in two, making Xplain and Battle easier to navigate	LABEL	Good	Effectiveness
R6	2:55	Home cleaner and easier to navigate than the baseline	INFORMATION ARCHITECTURE	Good	Satisfaction

R#	Time	Finding	Descriptive	Val	Interpretive
	3:30	Summary helpful; she knows in advance what each section will cover	CONTENT	Good	Satisfaction
	4:22	Able to skip parts she already understood and open only the sections that needed depth	CONTENT	Good	Efficiency
R13	2:01	Home tidier, with the mission visible immediately	DISCOVERABILITY	Good	Effectiveness
	3:01	Summary helpful because it states upfront what will be learned	CONTENT	Good	Satisfaction
	3:25	The summary increased her curiosity to continue into the full material rather than replacing it	CONTENT	Good	GAMEX Enjoyment
	4:01	Highlight boxes made the important passages memorable	CONTENT	Good	Satisfaction
	5:20	Either arrangement acceptable, but the consolidated Learning Results screen is more efficient and shows everything at once	FEEDBACK	Good	Efficiency

Attachment 73 Post-Redesign Thematic Analysis: Task 3 (Daily Missions)

R#	Time	Finding	Descriptive	Val	Interpretive
R2	7:12	Initially unsure where to look, attributing it to a blurred memory of the two versions and to lag	DISCOVERABILITY	Neutral	Effectiveness
	7:33	The browser translate banner sat over the top navigation and hid the entry point	BUG	Bad	Effectiveness
	8:24	Power-up descriptions visible in place, easier to reach and understand than in the baseline	AFFORDANCE	Good	Satisfaction
R3	11:17	Mission visible immediately; none of the baseline confusion recurred	DISCOVERABILITY	Good	Effectiveness
R4	9:35	No struggle; the mission was visible and the control larger than the baseline icon	DISCOVERABILITY	Good	Effectiveness
	10:26	Visible power-up descriptions more informative; she would not have thought to tap in order to reveal them	AFFORDANCE	Good	Effectiveness
	10:45	The added clarity was sufficient to make her want to use the power-ups	AFFORDANCE	Good	GAMEX Enjoyment
	11:01	Expected an adjacent element on the same screen to be tappable	AFFORDANCE	Neutral	—

R#	Time	Finding	Descriptive	Val	Interpretive
R5	5:39	Found the control immediately because it is separated from the streak counter and looks tappable	AFFORDANCE	Good	Effectiveness
	6:24	Power-up meanings required no effort to learn	AFFORDANCE	Good	Efficiency
R6	4:47	No longer struggled to find the daily missions; placement and function were clear	DISCOVERABILITY	Good	Effectiveness
	5:30	Power-ups more visible and more appealing to use	AFFORDANCE	Good	GAMEX Enjoyment
R13	6:02	Looked inside Battle and Freestyle first, carrying the habit over from the baseline application	DISCOVERABILITY	Neutral	Effectiveness
	6:27	Judged that a first-time user would find it immediately because the control now carries a text label	LABEL	Good	Effectiveness
	7:17	Power-up functions understood without tapping, unlike the baseline	AFFORDANCE	Good	Effectiveness

Attachment 74 Post-Redesign Thematic Analysis: Task 4 (Battle)

R#	Time	Finding	Descriptive	Val	Interpretive
R2	9:04	Tapped through the battle menu options out of habit before choosing; some of them were not interactive	AFFORDANCE	Neutral	—
	10:38	Preferred the redesigned battle because the question text stays consistent, keeping attention on the question	CONTENT	Good	Satisfaction
	10:55	Baseline question text varied in size and alignment, which pulled her focus away	CONTENT	Bad	Satisfaction
R3	12:08	Few differences noticed beyond the progress markers along the top	—	Neutral	—
	12:24	No preference between versions; the battle screen is adequate since attention rests on the questions	CONTENT	Good	Satisfaction
	13:31	Approved of the early-result notice, and proposed an equivalent time's-up notice so the result screen does not appear abruptly	FEEDBACK	Good	Satisfaction
	13:52	In the baseline app the timer expiring mid-question produced an unexplained jump	FEEDBACK	Bad	Satisfaction

R#	Time	Finding	Descriptive	Val	Interpretive
	14:23	Would choose to answer the remaining questions when the material feels manageable	—	Neutral	GAMEX Dominance
R4	11:26	Noticed the question-count and duration settings; judged the difference neutral	—	Neutral	—
	12:18	Preferred the baseline battle screen visually	CONTENT	Bad	Satisfaction
	12:26	Baseline used heavier fonts and thicker rounded frames that felt playful; the redesign reads as too serious	CONTENT	Bad	GAMEX Enjoyment
	15:08	Valued the option to continue after the outcome is known, since practice matters more than winning	—	Good	GAMEX Dominance
	15:32	Did not open the discussion during the task because of external noise; on review the control was noticeable	—	Neutral	—
	16:16	Re-challenged the opponent because she had not seen the battle history entry	INFORMATION ARCHITECTURE	Bad	Effectiveness
R5	6:47	Recalled a per-question correctness pop-up from the baseline and looked for it here	FEEDBACK	Neutral	—
	7:45	The early-end mechanism, which she had not understood at baseline, was clearer in the redesign	FEEDBACK	Good	Effectiveness

R#	Time	Finding	Descriptive	Val	Interpretive
	8:24	Did not attend to the discussion page during the session	—	Neutral	—
R6	6:00	Battle acceptable and less space-consuming than the baseline	CONTENT	Good	Satisfaction
	7:04	Waited on the loading screen for no stated reason; as a real user she would still wait, fearing the match would disappear if minimised	LABEL	Bad	Efficiency
	7:58	The wording "minimize battle" was itself unclear to her	LABEL	Bad	Effectiveness
	8:13	Recovered from a mis-tapped rematch through the battle history entry	INFORMATION ARCHITECTURE	Neutral	Effectiveness
	9:24	Discussion text too small to read comfortably; requested user-adjustable text size	CONTENT	Bad	Satisfaction
R13	8:50	Answer options now occupy full tappable boxes rather than a small control at the right	AFFORDANCE	Good	Efficiency
	10:58	Waited instead of minimising because she assumed the match history would be lost	LABEL	Bad	Efficiency
	11:44	Agreed that an opponent progress indicator would let her monitor the match while it is minimised	FEEDBACK	Bad	Effectiveness

R#	Time	Finding	Descriptive	Val	Interpretive
	12:45	Discussion found immediately and read as more concise than the baseline	CONTENT	Good	Satisfaction



Attachment 75 Post-Redesign Thematic Analysis: Task 5 (Leaderboard)

R#	Time	Finding	Descriptive	Val	Interpretive
R2	13:40	Leaderboard correctly proportioned for a phone	CONTENT	Good	Satisfaction
	14:30	Profile page read like an Instagram profile: simple, but showing more about the person as she scrolled	INFORMATION ARCHITECTURE	Good	Satisfaction
	15:16	Rank meanings understandable because criteria text now accompanies each rank	FEEDBACK	Good	Effectiveness
	16:07	Did not tap the badges, assuming they were display-only	AFFORDANCE	Bad	Effectiveness
	16:39	Proposed an explicit marker, comparable to the red field markers in registration, to indicate that badges can be opened	AFFORDANCE	Bad	Satisfaction
R3	15:12	Preferred the baseline leaderboard for its podium	CONTENT	Bad	Satisfaction
	15:24	Nonetheless judged the redesigned leaderboard adequate	CONTENT	Neutral	Satisfaction
	16:17	Now understands where a rank comes from and how it can be obtained	FEEDBACK	Good	Effectiveness
	16:32	Opened the try-out badge during the task and found it interesting	AFFORDANCE	Good	GAMEX Enjoyment

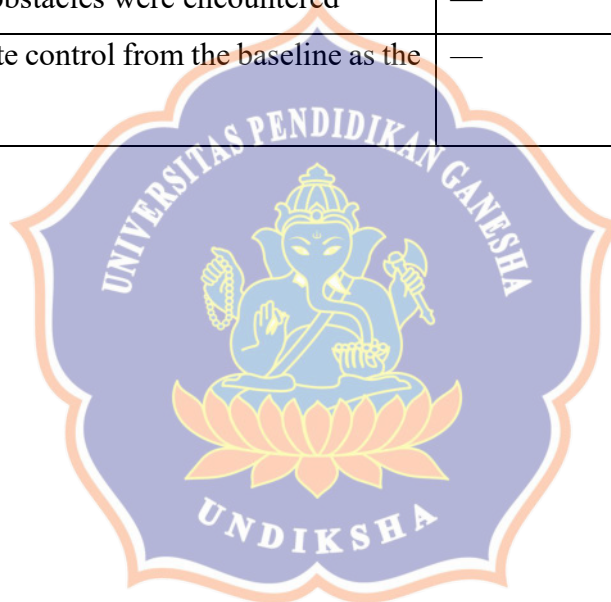
R#	Time	Finding	Descriptive	Val	Interpretive
R4	17:01	Leaderboard more accessible; a vertical list is easier to read than the baseline arrangement	CONTENT	Good	Satisfaction
	19:31	Confused between "All Rank" and "All Stars" and did not know what All Stars referred to	LABEL	Bad	Effectiveness
	21:03	Did not realise the rank list continued below the fold	INFORMATION ARCHITECTURE	Bad	Effectiveness
	21:23	Attributed the failure to herself rather than to the interface, calling it a skill issue		Bad	GAMEX Dominance
R5	8:57	Preferred the redesigned leaderboard; the baseline podium made the screen too busy	CONTENT	Good	Satisfaction
	9:33	Noticed no difference in the ranks and badges section	—	Neutral	—
R6	10:15	Leaderboard clearer and less overwhelming even without the baseline chart	CONTENT	Good	Satisfaction
	10:39	Could not recall the baseline ranks but judged the current version good	—	Neutral	Satisfaction
R13	13:14	Leaderboard simpler and easier to look at	CONTENT	Good	Satisfaction

R#	Time	Finding	Descriptive	Val	Interpretive
	13:22	Missed the podium and wanted it retained above the new list	CONTENT	Bad	Satisfaction
	14:25	Confused by the instruction to view the All Stars rank; expected the rank entries themselves to be tappable	LABEL	Bad	Effectiveness
	15:08	Had no expectation of what tapping would reveal, because the concept of a badge was itself unfamiliar	FEEDBACK	Bad	Effectiveness
	16:14	Eventually understood badges as achievements, comparing them to scout badges		Neutral	Effectiveness
	16:48	Judged the relationship between ranks and badges still insufficiently explained for a first-time user	FEEDBACK	Bad	Effectiveness

Attachment 76 Post-Redesign Thematic Analysis: Task 6 (SkulWorld)

R#	Time	Finding	Descriptive	Val	Interpretive
R2	17:37	Assumed a university squad still had to be searched for in Explore Squad, and did not realise the join control was directly available in the list	AFFORDANCE	Bad	Effectiveness
	19:14	Squad discussion, commenting and interaction presented no difficulty	—	Good	Effectiveness
R3	16:56	No issues encountered; the design was close enough to the baseline to pass unremarked	—	Good	Effectiveness
R4	21:48	After joining, examined the squad details and her profile while looking for the post feed	DISCOVERABILITY	Neutral	Effectiveness
	22:20	Did not notice the "Lanjutkan" control on the welcome screen, which is shown only once	DISCOVERABILITY	Bad	Effectiveness
	23:34	Attributed the lapse to external noise rather than to the interface	—	Neutral	—
R5	10:21	The feed now opens with the rules post instead of the empty state seen in the baseline	INFORMATION ARCHITECTURE	Good	Satisfaction

R#	Time	Finding	Descriptive	Val	Interpretive
R6	11:00	The "Lanjutkan" control did not appear despite the squad having been joined	BUG	Bad	Effectiveness
	11:21	Apart from the defect, no obstacles were encountered	—	Good	Effectiveness
R13	17:19	Recalled the three-dot delete control from the baseline as the main point of comparison	—	Neutral	—



Attachment 77 Post-Redesign Thematic Analysis: Task 7 (Chat)

R#	Time	Finding	Descriptive	Val	Interpretive
R2	20:11	Easier here: the search is reachable, and typing a name or username returns the user directly	INFORMATION ARCHITECTURE	Good	Efficiency
R3	17:09	Opened "Buat Chat Baru" directly and encountered no difficulty	—	Good	Effectiveness
R4	24:03	Went to the profile first to explore before recalling that chat is reachable from School World	DISCOVERABILITY	Neutral	Effectiveness
	24:38	Had not noticed the chat control on the home screen	DISCOVERABILITY	Bad	Effectiveness
	24:56	The baseline difficulty of searching for a username did not recur	INFORMATION ARCHITECTURE	Good	Effectiveness
R5	11:28	Judged the removal of the search bar better, since a search field with nothing to match is redundant	INFORMATION ARCHITECTURE	Good	Effectiveness
R6	12:21	Chat flow improved relative to the baseline	INFORMATION ARCHITECTURE	Good	Effectiveness
	12:27	An interface element disappeared unexpectedly during the task	BUG	Bad	—

R#	Time	Finding	Descriptive	Val	Interpretive
R13	18:00	Created a new chat directly; at baseline she had searched the bar and found nothing	INFORMATION ARCHITECTURE	Good	Effectiveness



Attachment 78 Post-Redesign Thematic Analysis: Task 8 (Friends)

R#	Time	Finding	Descriptive	Val	Interpretive
R2	21:07	No difficulty; described the flow as easier than the baseline	—	Good	Effectiveness
R3	17:27	Tapping the zero-friend count led straight to adding friends	AFFORDANCE	Good	Effectiveness
	17:47	Clearer than the baseline equivalent, where she had struggled	AFFORDANCE	Good	Satisfaction
R4	26:13	Friend flow completed without difficulty	—	Good	Effectiveness
R5	12:06	Located the friend list because the friend count is stated explicitly	LABEL	Good	Effectiveness
R6	12:52	Friend list visible without searching	—	Good	Effectiveness
R13	19:30	The baseline required investigation to reach the friend list, whereas here it is immediate	INFORMATION ARCHITECTURE	Good	Effectiveness
	20:46	Expected the whole result row, rather than only the add icon, to add the friend	AFFORDANCE	Bad	Effectiveness

Attachment 79 Post-Redesign Thematic Analysis: GAMEX

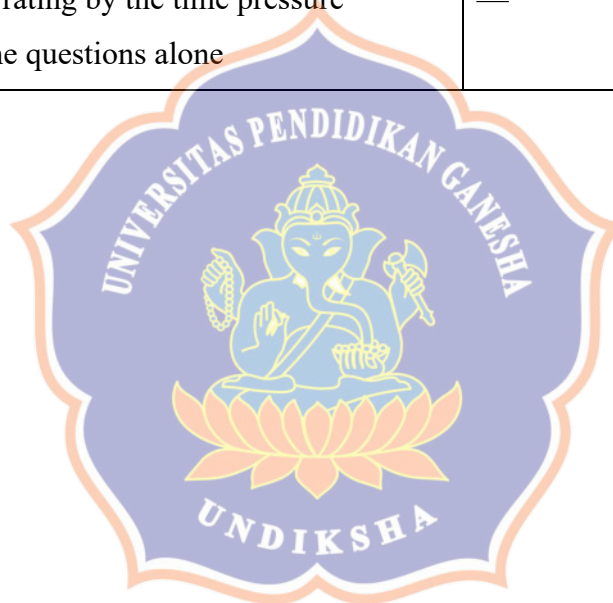
R#	Time	Finding	Descriptive	Val	Interpretive
R2	21:39	Rated forgetting one's place lowest, explaining that she attends to one thing at a time and cannot spread her attention across a space	—	Neutral	GAMEX Absorption
	22:25	Rated forgetting time low for the same reason	—	Neutral	GAMEX Absorption
	22:41	Noticed that one slider had registered a 4 although she had selected a 5, and attributed it to the control shifting	BUG	Neutral	—
	23:04	Explained her otherwise uniformly high ratings by how enjoyable the session became once she was focused on the questions	—	Good	GAMEX Enjoyment
	23:11	Described feeling free because she could speculate about what the next question would be	—	Good	GAMEX Creative Thinking
R3	18:31	Gave many 4s and no 5s while judging the application good overall	—	Neutral	—
	18:38	Explained the ceiling on her ratings by a personal preference for focused study without games, independent of the design	—	Neutral	GAMEX Enjoyment

R#	Time	Finding	Descriptive	Val	Interpretive
	19:15	Reported no change in absorption because the application remains one for learning	—	Neutral	GAMEX Absorption
	19:34	Judged her scores relatively unchanged from the baseline session	—	Neutral	—
R4	26:49	Reported that her scores changed because she felt more certain of her judgements this time rather than because of the design	—	Neutral	—
	27:16	Judged the difference between the two versions real but not significant	—	Neutral	—
	27:45	Rated entertainment in the middle because the application is for studying, though features such as Battle made it partly entertaining	—	Neutral	GAMEX Enjoyment
	28:22	Rated unawareness of her surroundings low because external noise kept her aware of them throughout	—	Neutral	GAMEX Absorption
	28:44	Rated control at the maximum, attributing it to answering many questions correctly and leading the opponent, which she described as ego boosting	—	Good	GAMEX Dominance

R#	Time	Finding	Descriptive	Val	Interpretive
R5	15:38	Rated tension at its highest and judged that tension good for study motivation	—	Good	GAMEX Activation
	13:19	Found the redesigned version more enjoyable than the baseline because she was not thrown straight into the questions	ONBOARD	Good	GAMEX Enjoyment
	13:39	Described the experience as easier and less tense than the baseline	—	Good	GAMEX Absence of Neg. Affect
	14:01	Rated entertainment in the middle because the activity remains associated with studying	—	Neutral	GAMEX Enjoyment
	14:31	Described the application as a way to refresh material rather than to study properly	—	Neutral	—
	15:24	Never felt she was in a different world, partly because she was not treating the session seriously	—	Neutral	GAMEX Absorption
	16:25	Rated confidence high, attributing it to the adjustments and second chances the application offers	—	Good	GAMEX Dominance
R6	15:20	Baseline text was larger but its spacing was broken, making it harder to read and quicker to tire her	CONTENT	Bad	Satisfaction

R#	Time	Finding	Descriptive	Val	Interpretive
	16:10	Residual irritation came from her own mis-taps, such as the accidental rematch, and carried into answering the questions	—	Bad	GAMEX Absence of Neg. Affect
	13:31	Reported greater interest in the redesigned version and a wish to use it on her own initiative	—	Good	GAMEX Enjoyment
	13:56	Rated creativity low because the application is not a place where creativity is exercised	—	Bad	GAMEX Creative Thinking
	14:34	Stated that reaching the maximum rating would require the text sizing and spacing in the question screens to be adjusted	CONTENT	Bad	Satisfaction
R13	21:29	Judged her enjoyment ratings higher than at baseline, though unable to quantify the change	—	Good	GAMEX Enjoyment
	22:01	Gave no maximum ratings on the grounds that nothing is perfect and her own expectations are too high to meet	—	Neutral	—
	22:37	Proposed an island-based progression system as an example of what she would consider genuine creativity	—	Neutral	GAMEX Creative Thinking
	23:50	Attributed her sense of control to Freestyle allowing her to choose how many questions to answer	—	Good	GAMEX Dominance

R#	Time	Finding	Descriptive	Val	Interpretive
	24:12	Attributed her confidence to the speed demands of Battle, which required her to compete	—	Good	GAMEX Activation
	24:46	Explained her absorption rating by the time pressure keeping her focused on the questions alone	—	Good	GAMEX Absorption

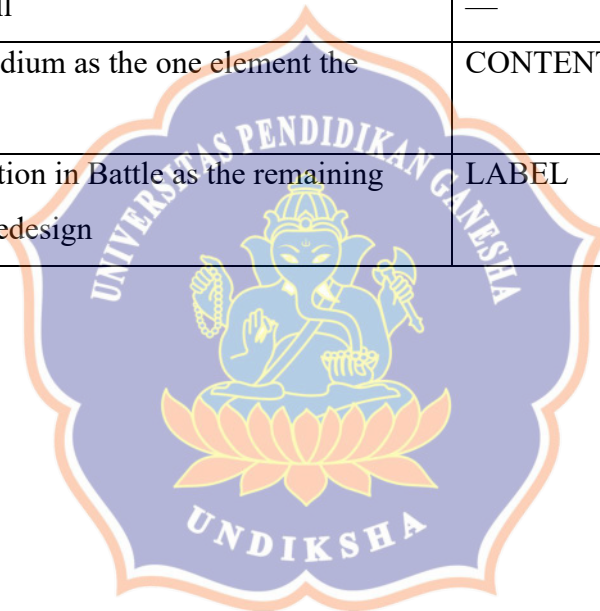


Attachment 80 Post-Redesign Thematic Analysis: Final Thoughts

R#	Time	Finding	Descriptive	Val	Interpretive
R2	23:50	Prefers the redesign overall; the baseline showed fewer images, felt cramped, and its font shifted while she was answering, which distracted her	CONTENT	Good	Satisfaction
	24:09	Found the redesign correctly proportioned for a phone	CONTENT	Good	Satisfaction
	24:37	Named the home screen as the one place the baseline is better, because the redesign is almost entirely white	CONTENT	Bad	Satisfaction
	25:01	Described the baseline home as more colourful, citing its blue and yellow	CONTENT	Bad	Satisfaction
R3	20:55	Summary text felt dense and needed emphasis markers	CONTENT	Bad	Satisfaction
	22:16	Yellow highlight in the redesigned material was not prominent enough compared to the baseline blue	CONTENT	Bad	Satisfaction
	20:28	Prefers the redesign overall for studying and answering questions		Good	Satisfaction
R4	29:32	Prefers the redesign for moving the menus to the bottom navigation	INFORMATION ARCHITECTURE	Good	Satisfaction

R#	Time	Finding	Descriptive	Val	Interpretive
	29:41	Prefers the baseline for its heavier framing and more playful treatment	CONTENT	Bad	GAMEX Enjoyment
R5	17:43	Judged registration smoother in the baseline app because the prototype keyboard collapsed and reopened between the short fields	BUG	Bad	Efficiency
	17:04	Summarised her impression of the redesigned prototype as tidy	—	Good	Satisfaction
	18:20	Otherwise prefers the redesign, describing the baseline version as over-familiar to her	—	Good	Satisfaction
	18:41	Judged most of the tasks easier in the redesign than in the baseline	—	Good	Effectiveness
R6	17:49	The first difference she noticed was the illustration accompanying the pop-up	CONTENT	Good	Satisfaction
	18:02	Also noticed that the navigation bar now carries labels, making the available actions clearer	LABEL	Good	Effectiveness
	18:37	Identified no aspect in which the baseline application is better than the redesign	—	Good	Satisfaction

R#	Time	Finding	Descriptive	Val	Interpretive
	19:37	Reported no expectation violated by the redesign; the absence of a chat search matched what she expected	INFORMATION ARCHITECTURE	Good	Satisfaction
R13	25:18	Prefers the redesign overall	—	Good	Satisfaction
	25:33	Named the leaderboard podium as the one element the baseline handled better	CONTENT	Bad	Satisfaction
	26:05	Identified the minimise action in Battle as the remaining point of confusion in the redesign	LABEL	Bad	Effectiveness



Profile



I Ketut Veda Suputra was born on September 14, 2004, in Denpasar, Bali. His educational background includes SD Saraswati 1 Denpasar, SMPN 3 Denpasar, and SMAN 1 Denpasar. In 2022, he began his undergraduate studies at Universitas Pendidikan Ganesha, majoring in Information Systems within the Department of Informatics Engineering. He completed his degree in 2026 with a thesis analysing the usability and gamification aspects of Skuling.

