

## CHAPTER 5

### EVALUATION

All of portable console that are compared (PSP, NDS, and iPod touch) has some weakness and strength. There are some aspects that affect the result. In this chapter the result analysis will be evaluated deeper than in the previous chapter. From the research result and the analysis, the aspects that are considered to compare PSP, NDS, and iTouch are:

#### 5.1 Easy to use

The result shows almost same percentage of iPod touch, NDS, and PSP ratio but PSP has slightly higher difference result followed by NDS and iTouch. PSP can be operated with right hand and left hand while holding the console. For NDS, player use one hand to hold the console and one other hand to use the stylus. For iTouch, user can use both hand to swipe the screen, shake and rotate the console. There are many ways to plays iPod touch and that is so interesting but most of the users choose PSP as the easiest portable video game console to use. One of the possible factors that influence is the history of portable video game console. People are familiar to use keypad than touch screen. So, every console has their own strength. iPod touch is for the user who like variation in playing video game console and for the one who like multi touch screen to operate the system, PSP is for the user who like to play game with old fashion style which is using keypad, and NDS is for user who like to play using stylus.

There is difference result between female and male user. Female respondent is easier to use NDS than PSP and iTouch while male respondents find PSP is easier to use than iTouch and NDS. Female respondent usually plays simple video game application. They find NDS is easier to operate to play simple game. Most of male respondents prefer complicated video game

than female. Keypad makes it easier to play complicated games than touch screen.

There is also difference result between user in age range 10-15 and user in age range 18-23. User in age range 10-15 years old finds PSP is easier to use than NDS and iTouch while most of user in age range 18-23 years old finds iTouch is easier to use than NDS and PSP.

## **5.2 Easy to obtain games application**

From the data in previous chapter, most of the respondents are quite easy to obtain NDS, PSP, and iTouch but the percentage of iTouch and NDS is slightly higher than PSP. The result of these three console for obtaining game applications are same. In fact all of the user can download the game application through the internet for PSP, NDS, and iTouch. People can download those game applications from some website that is available. For iPod touch, people can download game applications from iTunes or directly using wireless connection but not every game that are available is free download. Some of them cost a few dollars for each game application. For PSP, there is no official website to download the games. User should buy game application in CD or DVD package. There is another way to get the applications for free. User can download PSP game for free. User only should find trustworthy website. These websites that are gaining popularity now are membership download sites which charge a onetime fee for the membership, but after that, no more recurring payments or monthly subscription fees ever. The good news is that the onetime fee is not even the price of a game, and users never have to pay another dime ever again. So it is considered the games to be free because of the unlimited downloads compared to the small fee.

For NDS, it is quite similar with PSP. User can obtain the game application by buying the game application in CD or DVD package but user still can get the game for free. User can download the game from some the websites.

There is a difference between female and male respondent in obtaining game application. Female respondents are easier to obtain NDS

game application while male respondent is easier to obtain iTouch game application.

Respondent in age range 10-15 years old is easier to obtain PSP and NDS game application than iTouch game. Respondent in age range 18-23 years old is easier to obtain iTouch game applications than PSP and NDS.

### **5.3 Easy to learn**

From the research result and result analysis in the previous chapter, most of the respondents is easier to learn NDS for the first time followed by iTouch and PSP. To operate NDS, there are 2 ways, which is using simple buttons and touch screen. Those combinations make user to be easier to learn. iTouch also easy to learn because its design is like a mini computer. People can see the screen and also tap the bottom screen. The dual screen technology give more space for user to see the informations and instructions.

Female respondent is easier to learn iTouch for the first time compared to the other console. Male respondent is easier to learn NDS for the first time. Respondent in age range 10-15 years old is easier to learn NDS for the first time and respondent in age range 18-23 is easier to learn iTouch for the first time.

### **5.4 Easy to carry**

The result shows iTouch is the easiest console to carry compared with NDS and PSP. This result is supported by the fact that iTouch has a lighter weight than PSP and NDS. The weight of iTouch is 101 grams, PSP 158 grams and NDS 218 grams. iTouch also has smaller dimension compared with PSP and NDS. The dimension of iTouch is 110 mm × 58 mm × 7.1 mm (H×W×D). PSP dimension is 69 mm x 128 mm x 16.5 mm (H×W×D) and NDS dimension is 133 mm × 73.9 mm × 21.87 mm (H×W×D). From the dimension comparison, iTouch has the smallest dimension than the other consoles from the wide, deep, and high.

Both male and female respondent finds iPod touch is the easiest console to carry compared with NDS and PSP. Both respondents in age range 10-15 years old and respondents in age range also finds iTouch is the easiest console to carry compared with NDS and PSP.

So, the result is absolute that all of the respondents agree that iTouch is the easiest console to carry. Gender and Age range do not affect the result.

### **5.5 Comfortable to use in a long period**

In the previous chapter, Most of the respondents find PSP as the most comfortable console to use in a long periode. iTouch is in the second place and the third place is NDS. PSP is the portable video game console that really made to play games, 'heavy' or 'casual' game but iTouch is made for many purpose, not only to play games. For NDS, people might find it hard to play because they will find some difficulties to play using stylus and also keypad. It is also the heaviest console compared with PSP and iTouch.

Female respondents finds iTouch as the most comfortable console to use in a long period but male respondent finds PSP as the most comfortable console to use in a long period.

Respondents in age range 10-15 years old finds PSP as the most comfortable console compared with iTouch and NDS and respondents in age range 18-23 years old finds iTouch as the most comfortable console to use in a long periode.

### **5.6 Good price (console owner)**

From the result analysis in the previous chapter, most of the respondents find NDS has the best price compared with PSP and iPod touch. The second rank is PSP and the third is iPod touch. This result is supported with the survey about the most game console that is owned by the respondents. In this result, the respondent who owned NDS is 38%. Respondents who owned PSP is 34% and respondent who owned iTouch is 28%. This result is match with the survey about the best portable game console price.

Female respondents finds NDS as the best price console but male respondent finds PSP as the best price console compared with the others and this result is supported with the other survey about the number of female and male respondents who owned portable video game console. Most of female respondent owned NDS than the other console and most of male respondents

owned PSP than NDS or iTouch. This result proves that female respondent show they prefer to buy NDS and male respondent prefer to buy PSP.

Respondents in age range 10-15 years old finds PSP as the best price console compared with iTouch and NDS and respondents in age range 18-23 years old finds iTouch as the best price console compared to NDS and PSP. This result is supported with survey about the number of 10-15years old and 18-23 years old respondents who owned portable video game console. Most of respondent in age range 10-15 years old mostly owned PSP than the other console and most of respondent in age range 18-23 mostly owned NDS than iTouch and PSP.

### **5.7 Cause addiction ( most frequent)**

The result shows that most of the respondent finds PSP as the console that cause more addiction than the others. iTouch is in second place and NDS is in third place. The result is supported with the survey about console that is most frequent used by the respondent. The result is match with the result of the game console that cause addiction. Most of the respondent finds PSP as the most frequent console that is used. The second place is iTouch and the third is NDS.

Most of female respondents finds NDS as the console that cause more addiction than others and Male respondents finds PSP as the console that cause more addiction than iTouch and NDS. This result is match with the result of the survey about the most frequent portable video game console that is used by female and male respondents. Most of female respondents most frequently used NDS and male respondents is frequently used PSP than the other consoles.

Respondent in age range 10-15 years old finds PSP as the console that cause more addiction than iTouch and NDS but respondents in age range 18-23 finds NDS as the console that cause more addiction than PSP and iTouch. This survey is supported with the survey about most frequent console that is used by female respondent. Most of female respondents finds NDS as the console that is most frequently used. For male respondent, the result is different between the survey about console that is mostly cause addiction and the survey about the most frequent console that is used. Most of the male

respondents find that iTouch as the console that cause more addiction but most of male respondents find PSP as the console that is most frequently used.

### **5.8 Many games available**

From the result that is shown, most of the respondent find PSP as the console with the most game applications available. iTouch is in the second place and NDS is in the third place.

This result is different with the other survey, which is game variety in portable video game console. In this survey, iPod touch is console with the most game applications available. Followed by PSP and the last is NDS. This difference shows that user in 18-23 age range plays many game applications variety in iPod touch compared with other consoles.

Both female and male respondents find PSP as the console that has the most game applications available.

Respondent in age range 10-15 years old find PSP as the console that has the most game applications available and respondent in age range 18-23 years old find iTouch as the console that has the most game applications available.

### **5.9 Good user interface**

From the result analysis in the previous chapter, Most of the respondents find PSP and iTouch has better user interface than NDS.

Female respondent find iTouch as the console with the best user interface and male respondents find PSP as the console with the best user interface.

From the model, iTouch's design is simple but also artistic. It is light and slim. The main menu also has a good design. For some one that stylish obviously will choose this console. For PSP, every detail of the console design is intended for gamers. Especially for male gamers. Actually, NDS also has a good design for female user but not for male user. iTouch design is loved by male and also female user. Unfortunately, PSP can survive competing with iTouch but NDS is not.

Respondent in age range 10-15 years old find PSP as the console with the best user interface but respondent in age range 18-23 finds iTouch as the console with the best user interface.

### **5.10 Leading technology**

From the result analysis in the previous chapter, Most of the respondents find iTouch as the most advance technology compared with PSP and NDS. PSP is in the second place and NDS is in the third place.

As described in the theoretical foundation, iTouch has lots of interesting technology compared with PSP and NDS. It has retina displays, multi touch screen, apple a4 chips, gyro+Accelerometer, and 2 cameras. PSP has wide gamut RGB, anti reflection, UMD, and 12Tone analysis. This technology quite ordinary compared with iTouch technology. For NDS, the technology is only dual screen and touch screen technology. Touch screen in NDS is only single touch.

Both female and male respondents agree that iTouch is the console with the most advanced technology compared with PSP and NDS.

Respondent in age range 10-15 years and respondent in age range 18-23 also agree that iTouch is the console with the most advanced technology compared with NDS and PSP.

### **5.11 Good screen quality**

From the result analysis in the previous chapter, Most of the respondents finds iTouch as the best screen quality compared with PSP and NDS. PSP is in the second place and NDs is in the third place.

iTouch retina display's pixel density is high. So, images, movies and photos pop off the screen. Apple, iTouch developer also developing a new technology behind iTouch screen. Apple engineers were able to pack four times the number of pixels into the same size screen. It make graphics and text look smooth and continuous at any size.

PSP has wide gamut RGB color space that provides more natural and vibrant displays. It also has anti reflection that enable user to see the screen more clearly in well-lit places, even when used outdoors.

Both female and male respondents agree that iTouch is the console with the best screen quality compared with PSP and NDS.

Respondent in age range 10-15 years and respondent in age range 18-23 also agree that iTouch is the console with the best screen quality compared with NDS and PSP.

### **5.12 Age and Gender influence of User Habit and User Satisfaction**

Not all of user habit and user satisfaction are influenced by age and gender aspect. Some aspects in user habit and user satisfaction **that are** affected by age and gender are:

- Mostly owned by respondent
- Most frequently used
- Easy to use
- Easy to obtain game applications
- Easy to learn
- Comfortable to use in a long period
- Good price
- Cause addiction
- Many games available
- Good user interface

Some aspects in user habit and user satisfaction **that are not** affected by age and gender are:

- Easy to carry
- Leading technology
- Screen Quality



