myGameFeed

Ahmed Samy Merah

Faculty of Applied Science & Technology
Sheridan College
Oakville, Canada
meraha@sheridancollege.ca

Xavier Remacle

Faculty of Applied Science & Technology
Sheridan College
Oakville, Canada
remacle@sheridancollege.ca

***Abstract*— Our product myGameFeed is a centralized feed location for sports fans to consume their favorite sports data and news. All this gives granular control over what these users want to consume instead of having to be fed data that they do not want to consume such as teams, players and statistics they might not really care about.**

Keywords — Franchise, Feed, Stats, Sports, NFL

I. Introduction

Our web app is called myGameFeed, which gives fans of various sports a chance to follow their sports, leagues and individuals of choice through the creation of user specific feeds in a centralized location. This allows our user to have control over the content which they wish to view. This solves the major issue that sports fans run into when keeping up with many sports as many fans find themselves having a large number of tabs open while using many devices to just follow a handful of sports, players or teams. This web app will also help filtering the cluster of information that these users are being fed for no specific reason.

The main market solution that is used at the moment for sports fans to keep up with this cluster of sports data is BleacherReport [1]. According to ConsumerAffairs has a rating of 3.5 stars [2]. Another solution provided to users that is available is Twitter [3]. These two solutions provide a large amount of data but do not allow users to have granular control over what they wish to view. Our product also allows users to stop running into ads that they do not wish as they are able to target the actual content they wish to view. This leads to a more pure and complete experience that is faster and smoother than the alternatives.

II. HCI Principles

1) Simplicity

2) Familiarity

3) Obviousness

Simplicity is a great HCI / Design concept that commands to keep the user's goal in mind [4], it also advocates for a minimum of concious and cognitive effort which makes user experience much more pleasant [5]. This done by making our product very obvious in terms of usability.

Familiarity concerns itself with the intent that the user will use prior experiences to use the product in a better manner, whether those experiences are in the real word or not [6]. Our app does this by using UI/UX elements inspired from popular social media platforms.

Obviousness is another important HCI concept we take to heart as we use real life identifiers for our icons.

III. Prototype Design

A. Requirement Analysis (NeedFinding)

Desk study

Through online research we saw that sports fans use many different services and platforms to follow their content and have to find ways to filter it themselves by opening many tabs such as on BleacherReport.

Field study

We have seen a disparity in content usage and following for different sports fans through watching our friends. From a casual fan who only cares about his favorite players statistics, all the way to a die-hard fanatic who wants to know everything about the team. Both of these groups seem to be frustrated with the current solutions as they do not directly cater to their needs. Our website seems to fit right in with that need.

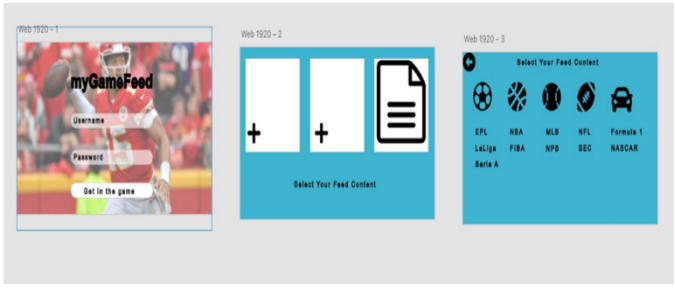
B. Competitive Analysis

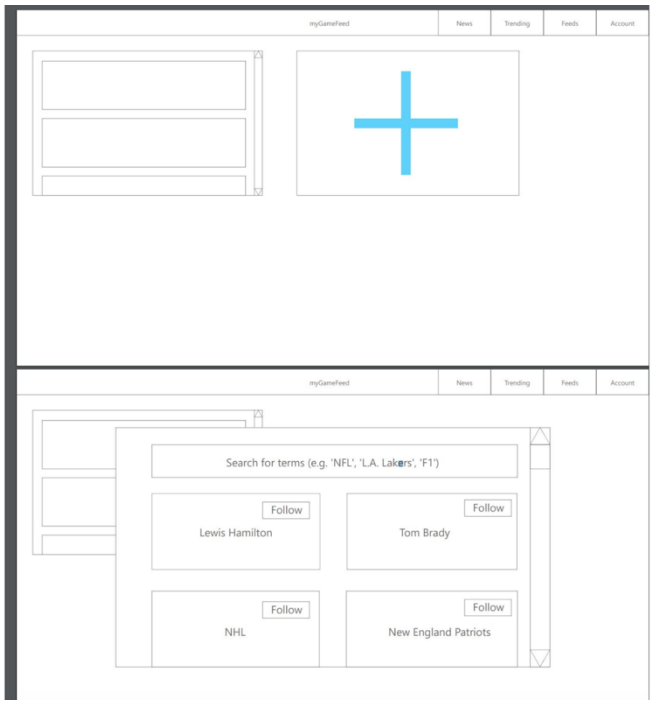
Features/Solutions	myGameFeed	BleacherReport	Twitter	ESPN
Live data 10	✔	✔		✔
Interactive Feeds 5	✔		✔	
Many sports 10	✔	✔	✔	✔
Content control 7	✔		✔	
Account management 5	✔	✔	✔	
Granular experience 5	✔			
Targeted ads 3	✔			
Free 10	✔	✔	✔	✔
Cross platform 5		✔	✔	✔
Moderators 3	✔			
Score	5.8	4	4.2	3.5

Our app blows past the competition compared to the others in terms of features for our target audience.

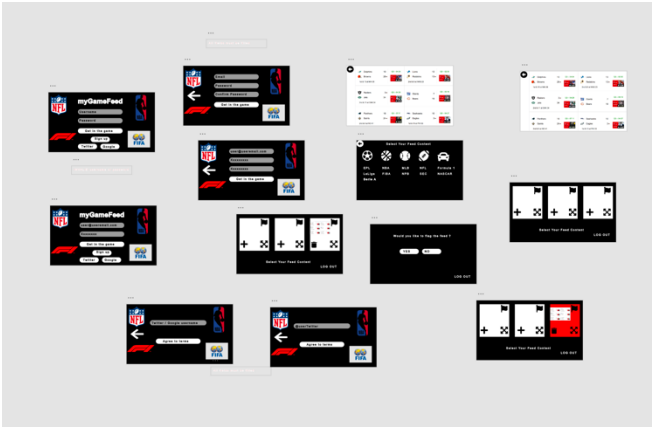
C. First Initial Prototype Alternatives

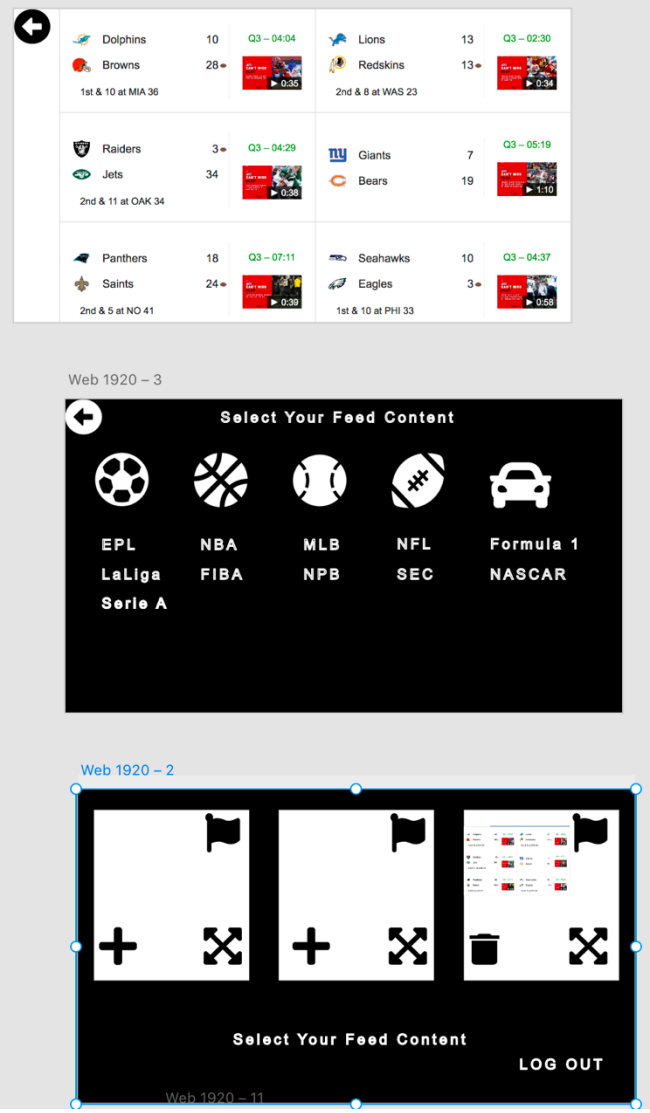
These are our original prototypes that can be viewed at https://github.com/AhmedSamyMerah/myGameFeedHCI, we used them as our baseline for the next prototypes.



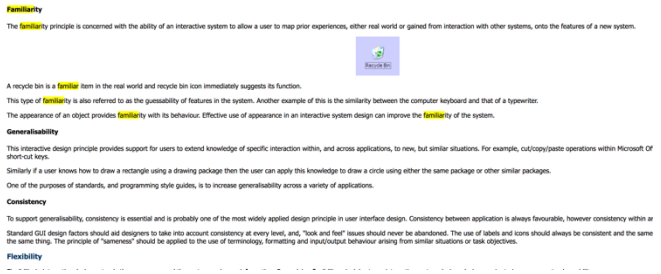


The screenshots below is the prototype we used for user testing found at https://github.com/AhmedSamyMerah/myGameFeedHCI.





This prototype embeds the simplicity, familiarity and obviousness HCI concepts through the bin and flag being real world objects that can be mapped in a user memory [4].


Familiarity

The familiarity principle is concerned with the ability of an interactive system to allow a user to map prior experiences, either real world or gained from interaction with other systems, onto the features of a new system.

A recycle bin is a familiar item in the real world and recycle bin icon immediately suggests its function.

This type of familiarity is also referred to as the guessability of features in the system. Another example of this is the similarity between the computer keyboard and that of a typewriter.

The appearance of an object provides familiarity with its behaviour. Effective use of appearance in an interactive system design can improve the familiarity of the system.

Generalisability

This interactive design principle provides support for users to extend knowledge of specific interaction within, and across applications, to new, but similar situations. For example, cut/copy/paste operations within Microsoft Of short-cut keys.

Similarly if a user knows how to draw a rectangle using a drawing package then the user can apply this knowledge to draw a circle using either the same package or other similar packages.

One of the purposes of standards, and programming style guides, is to increase generalisability across a variety of applications.

Consistency

To support generalisability, consistency is essential and is probably one of the most widely applied design principle in user interface design. Consistency between application is always favourable, however consistency within ar

Standard GUI design factors should aid designers to take into account consistency at every level, and, "look and feel" issues should never be abandoned. The use of labels and icons should always be consistent and the same the same thing. The principle of "sameness" should be applied to the use of terminology, formatting and input/output behaviour arising from similar situations or task objectives.

Flexibility

IV. Prototype Evaluation

Here are some sample tasks we asked users to perform:

1) *Please Sign up*
2) *Get into the game and tell us what you like*
3) *Delete current feed*
4) *Add an NFL feed*
5) *Go back to main screen*
6) *Flag feed*
7) *Agree and go back*
8) *Logout*
9) *Login using social*

These scenarios were used extensively to show the simple nature of the app. We made users do very simples such as logging in, deleting a feed and flagging a feed, these scenarios allowed our testers to view an extensive amount of the app.

V. Usability Analysis

The first tester was a young male from the United Kingdom that found the interface very intuitive and completed all tasks very easily. He was able to do tasks such as sign up and flag very easily and enjoyed the UI because of the dark theme. He did have some trouble with some of the North American lingo we used but overall like the idea, product and design and kept in mind the fact that the product was not finished. He had a great success rate when it came to signing up, deleting a feed, adding a feed and flagging it.

Our second tester from the United States was an older male that had a little more trouble using

our system and had to go through multiple clicks to sing up as he logged in directly instead and had to track back to the main screen and click sign up. After doing so he had issues adding feeds and flagging the feeds as he went too fast and was not always reading instructions when he needed to refer to them. He was a prime example of using the clicks and success rate metrics. He seemed to be a hockey fan as his main concern was that he wanted hockey as a sport for us to add to our platform. He had issues with the icons and the design of the app as he did not enjoy the dark theme and logos.

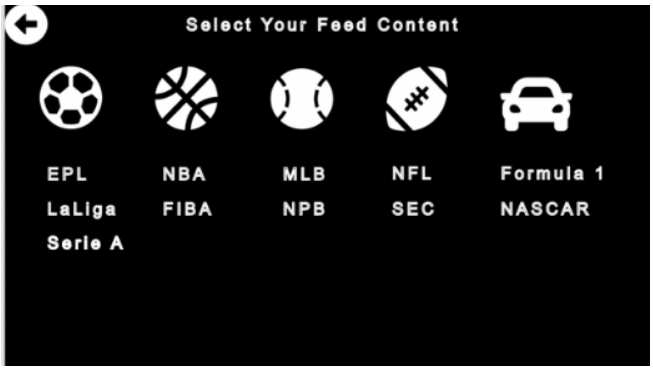
From these videos we realized that our prototype gives testers mixed feelings as one really liked it and did not have anything negative to say with only positive feedback, while the other had an overall negative experience but liked the idea.

We saw that some fonts and pictures needed change and that their placement also needed some improvement. We were also told to add hockey as a sport.

What did you like about the site?	Clear layout for the purpose it proposes. Easy to access	I liked the concept. I would enjoy having a simple site where I could get up to date sports information on my favorite teams and leagues. The overall design wasn't complicated, and the site seems like it would be easy to use.
Would you recommend the site to someone you know?	No	I would recommend this site to someone who is looking for a place to get their sports scores, but only if they didn't care about hockey. I wouldn't necessarily recommend this site in general, because it seems to have limited functionality and the visual design is unprofessional looking.
How did you enjoy the color scheme?	Not well. Too much tonal attributes	I liked the dark background. I find that is easier on the eyes. I found the overall visual design unpleasing, however.
Is there more sports we should add?	Not that I can think of.	Hockey

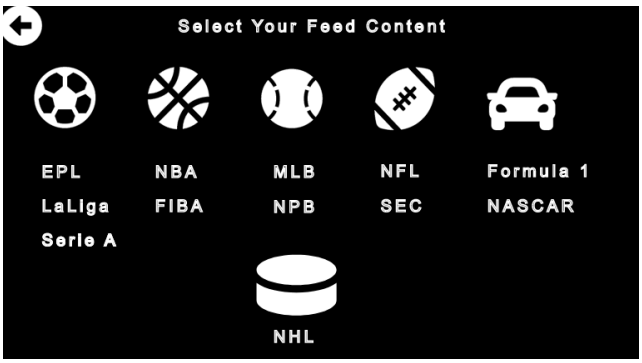
VI. Revised Prototype

Before



After

https://github.com/AhmedSamyMerah/myGameFeedHCI



VII. Future works & Conclusions

We plan to expand the project and add many features in the future and make use of better UI elements by being more consistent with our fonts, shapes and design philosophy. In conclusion we enjoyed using Adobe XD and getting feedback from real users in UserTesting.

References

[1] BleacherReport, "BleacherReport," 2019. [Online]. Available: https://bleacherreport.com/.

[2] ConsumerAffairs, " BleacherReport," ConsumerAffairs, 2019. [Online]. Available: https://www.consumeraffairs.com/misc/bleacher-report.html.

[3] Twitter, "Twitter," 2019. [Online]. Available: https://twitter.com/.

[4] Z.-R. CHEN, "SIMPLICITY," *Graduate Institute of Architecture, National Chiao Tung University.*

[5] E. Wong, "Simplicity in Design: 4 Ways to Achieve Simplicity in Your Designs," 2019. [Online]. Available: https://www.interaction-design.org/literature/article/simplicity-in-design-4-ways-to-achieve-simplicity-in-your-designs.

[6] "Design Principles," *MSc-IT Study Material,* 2010.