

# Arcade Game Guru

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Attila Torda (updated: 22/12/2022)

# Project overview



## The product:

An arcade game preview app.



## Project duration:

ca. 4 weeks



# Project overview



## The problem:

Find an arcade game to play.



## The goal:

Create an app that recommends the user arcade games to play with friends.

# Project overview



## My role:

UX Designer



## Responsibilities:

User research, wireframing, prototyping.

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



Unmoderated usability study with 5 people.

I learned that the questionnaire was a bad idea. Registration should be optional. On the other hand the app was very simple to use.

# User research: pain points

1

## Pain point

Registration is a bit intimidating, it should be optional.

2

## Pain point

Questionnaire should be replaced with a category selector screen or a search bar.

3

## Pain point

The recommendations screen should be a bit more detailed.

# Persona: Mark

## Problem statement:

Mark is a school kid, who would like to play games in the weekends with his friends.



**Age:** 17  
**Education:** High School  
**Family:** Parents  
**Occupation:** Student

“I want to beat everybody in the newest games!”

## Goals

- check whether the arcade has his favourite games
- check the prices of each game
- find new games to play

## Frustrations

- receive irrelevant recommendations
- misleading previews

Mark would like to play cheap competitive games with his friends.



# Persona: Darius

## Problem statement:

Darius is a middle-aged man who wants to have some fun between the workplace and pub.



**Age:** 41  
**Education:** Trade School  
**Family:** None  
**Occupation:** Welder

“After work I need something to decrease my stress level!”

## Goals

-have casual fun

## Frustrations

-previews of complicated games

Darius wants to play hyper casual games.

# User journey map

## Persona: Mark

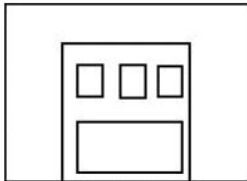
Goal: Find a game machine to play with friends in the Arcade

ACTION	Log in to the App	Fill out a short questionnaire	Swipe through the previews	See a list of results	Find the Game
<b>TASK LIST</b>	Tasks A. Register if not in the system already B. Log-in the preferred way	Tasks A. Answer multiple choice questions about game preferences B. Answer questions about himself (eg. age)	Tasks A. Watch video previews of games as they appear B. Swipe left (dislike) or right (like)	Tasks A. Browse through a list of games he liked B. Browse through games his friends liked C. See other recommendations	Tasks A. Inspect a map of the Arcade B. Follow the instructions
<b>FEELING ADJECTIVE</b>	-Bored or frustrated if the password is forgotten	-Bored or uninterested, since no one likes questionnaires -Frustrated if he doesn't understand a question or can't see the questions properly	-Surprised, interested, excited -Bored if games are irrelevant	-Excited -Frustrated if he finds the price of a game too high	-Excited -Frustrated if it's too far away or UI is hard to interpret or if there is no GPS signal
<b>IMPROVEMENT OPPORTUNITIES</b>	-Consider making the log-in optional and use third party authentication	-Make it as short as possible -Make sure it's available in different languages and supports visually impaired people	-Make sure the game recommendations are tailored to his taste	-Provide search filters	-Make it simple and familiar to mainstream navigation apps



# Paper wireframes

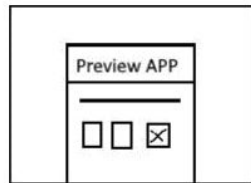
I wanted to make something very simple, with card swipes (like in Tinder). In the end there would be suggestions, based on what friends also liked. I wanted to start with a questionnaire, so the app would recommend relevant arcade games.



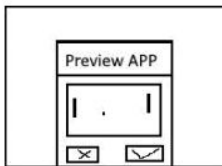
Mark opens the app



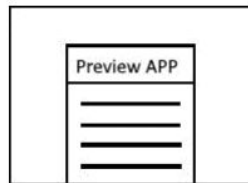
Mark registers with an account



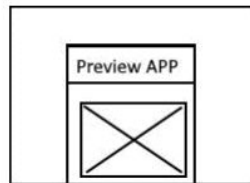
Mark fills out a questionnaire



Mark start to like previews



The app display's the most popular games in his friend group.

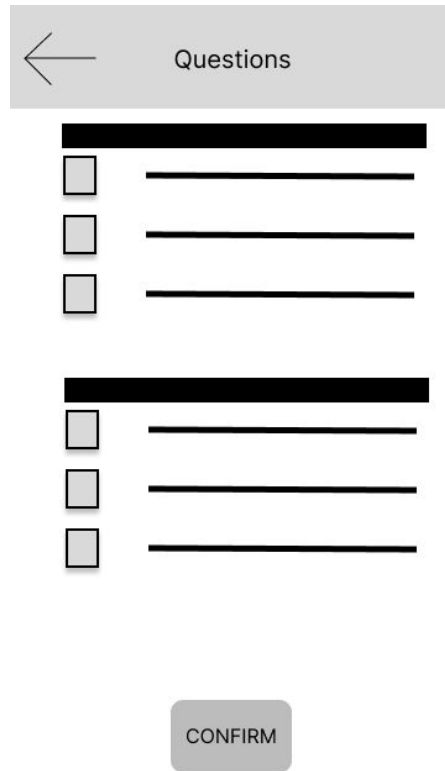


The app shows the location of selected games.

# Digital wireframes

In order to get started, the users should fill a questionnaire, which the the recommendations will be based on.

Title, image, description of games

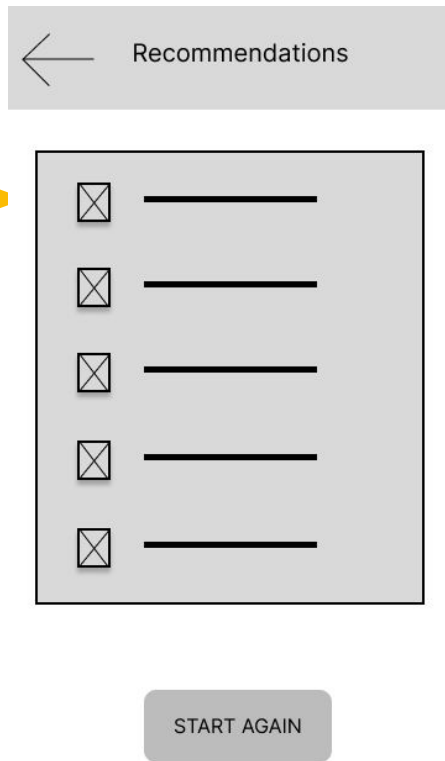


The wireframe shows a questionnaire interface. At the top is a grey header bar with a left-pointing arrow and the title 'Questions'. Below the header, the form is divided into two sections by thick black horizontal lines. Each section contains three rows of input fields. Each row consists of a small square box (for an image) followed by two horizontal lines (for text). At the bottom of the form is a grey button labeled 'CONFIRM'.

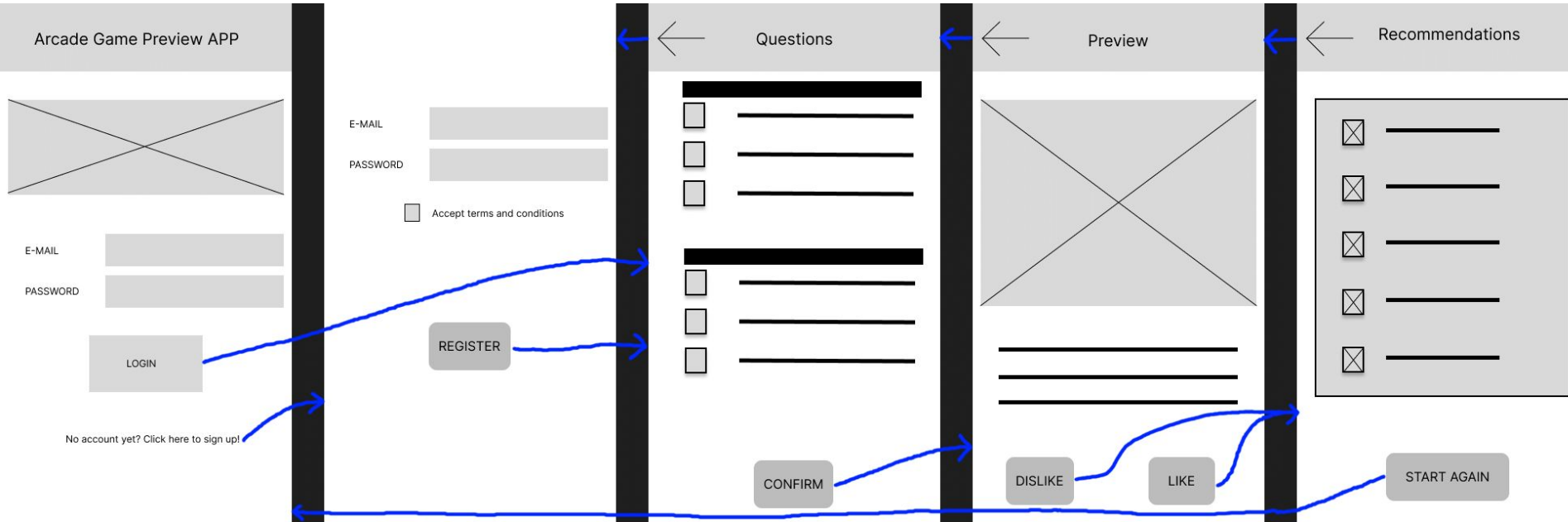
# Digital wireframes

In the end, the favourites will be summarised, and clicking on a title will open a map application, with the closest arcade game nearby.

The app will order the games and display a thumbnail and title



# Low-fidelity prototype



# Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

## Round 1 findings

- 1 Based on the theme that: privacy concerns, an insight is: there should be a screen explaining data collection.
- 2 Based on the theme that: registration, an insight is: registration should be optional.
- 3 Based on the theme that: questionnaire, an insight is: questionnaire should be optional and might be replaced by category selection or a search bar.

## Round 2 findings

- 1 Based on the theme that: like/dislike, an insight is: the app should support swiping.
- 2 Based on the theme that: recommendations, an insight is: there should be a short description of recommendations.



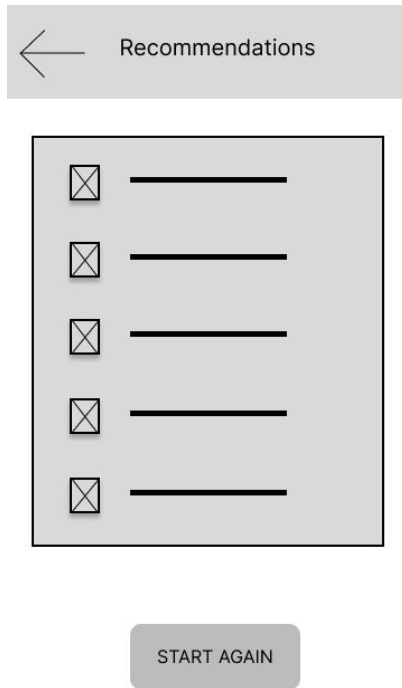
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

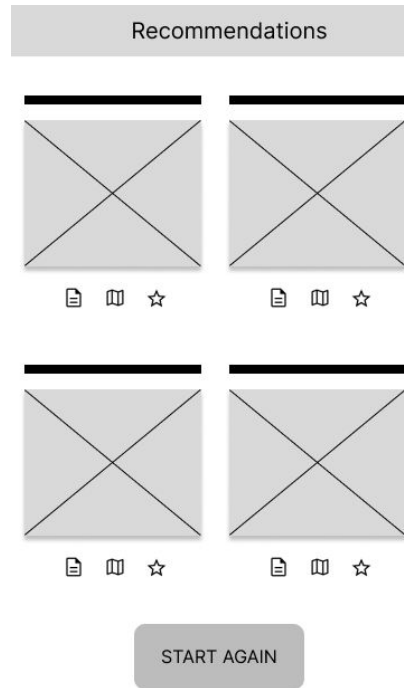
# Mockups

Replaced icons with larger images and added icons for better interaction.

Before usability study



After usability study



# Mockups

Users don't like questionnaires, so it had to go. Instead the user can now select from 4 categories.

Before usability study

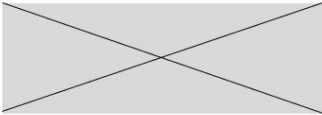
A mockup of a questionnaire form. At the top is a grey header bar with a left-pointing arrow and the text "Questions". Below this are two sections, each starting with a thick black horizontal bar. Each section contains three rows of input fields: a small square checkbox followed by a horizontal line. At the bottom of the form is a grey button with the text "CONFIRM".

After usability study

A mockup of a category selection screen. At the top left is a "Back" link. Below it is the text "Pick a category!". The main content area features a 2x2 grid of four grey squares, each with a black 'X' drawn across it from corner to corner. At the bottom center is a grey button with the text "CONFIRM". A green arrow points from the "Before usability study" mockup to this one.

# Mockups

Arcade Game Guru



E-MAIL

PASSWORD

LOGIN

No account yet? Click here to sign up!

E-MAIL

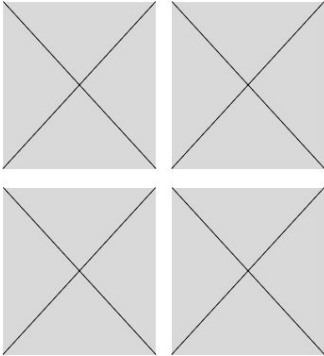
PASSWORD

☐ Accept terms and conditions

REGISTER

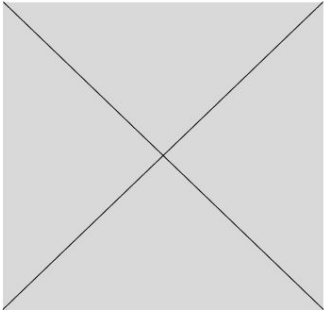
Back


Pick a category!



CONFIRM

Back










DISLIKE




LIKE

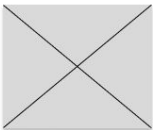
Recommendations






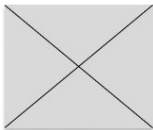











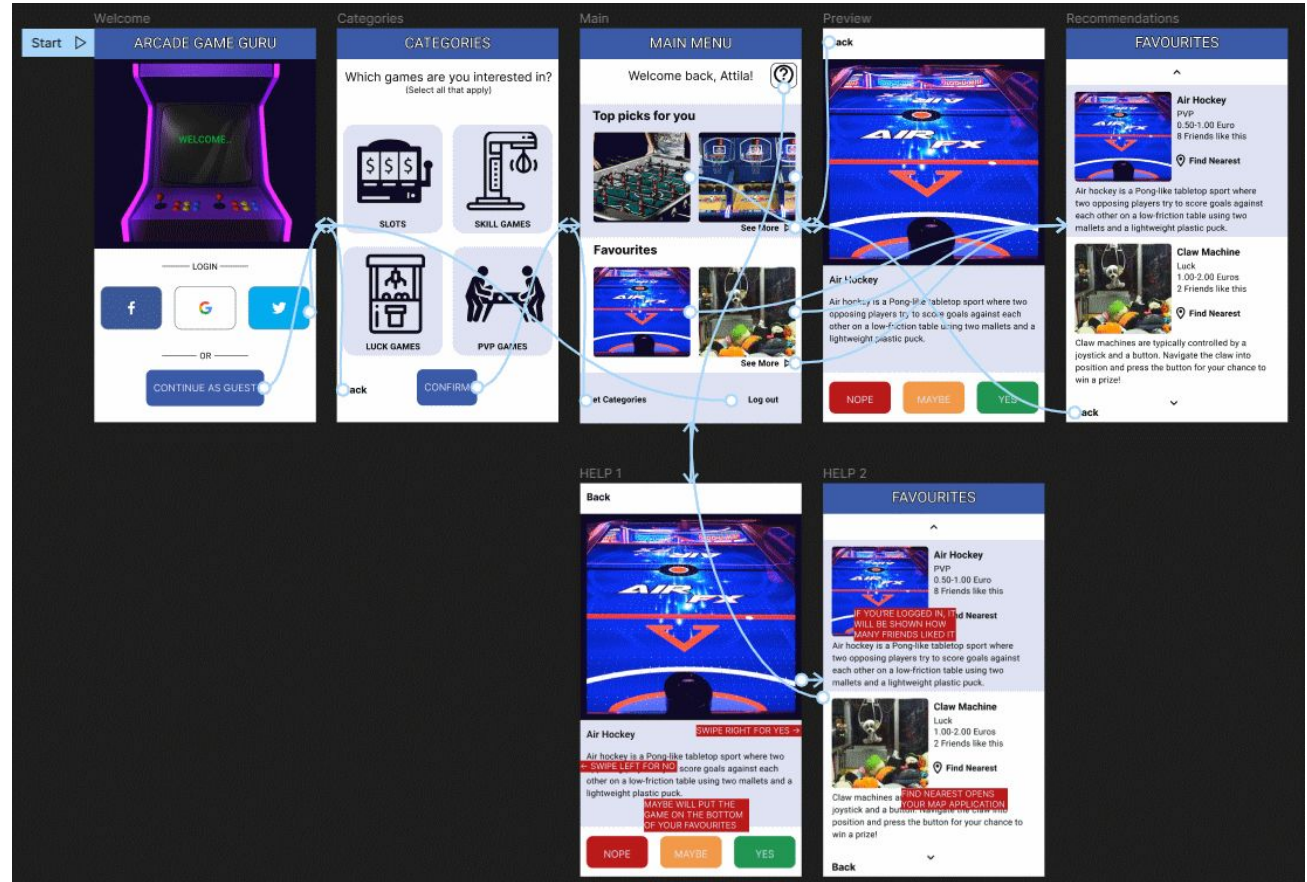






START AGAIN

# High-fidelity prototype



# Accessibility considerations

1

Color blind people are able to use the application, since color plays no important role in the menu.

2

The menu elements are big, so people with worse than average eyes are able to use it.

3

The use of the application requires only basic command of English.

# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

"Easy to understand"

"Simple but efficient"



## What I learned:

I improved my skills in Figma, I learned the basics and importance of UX research.



# Next steps

1

Make a dark mode.

2

Try to add search bars,  
whenever it might provide  
some use.

3

Experiment with bigger  
images.

# Let's connect!

Thank you for my participants for all the feedback!