



Discord

A New User Experience

Presented By Fro Warner

Project Overview

Assignment 1: Usability

Assignment 2: User Stories/Personas
Understanding the Problems

Assignment 3: UI Design/Prototype



Assignment 1: Usability

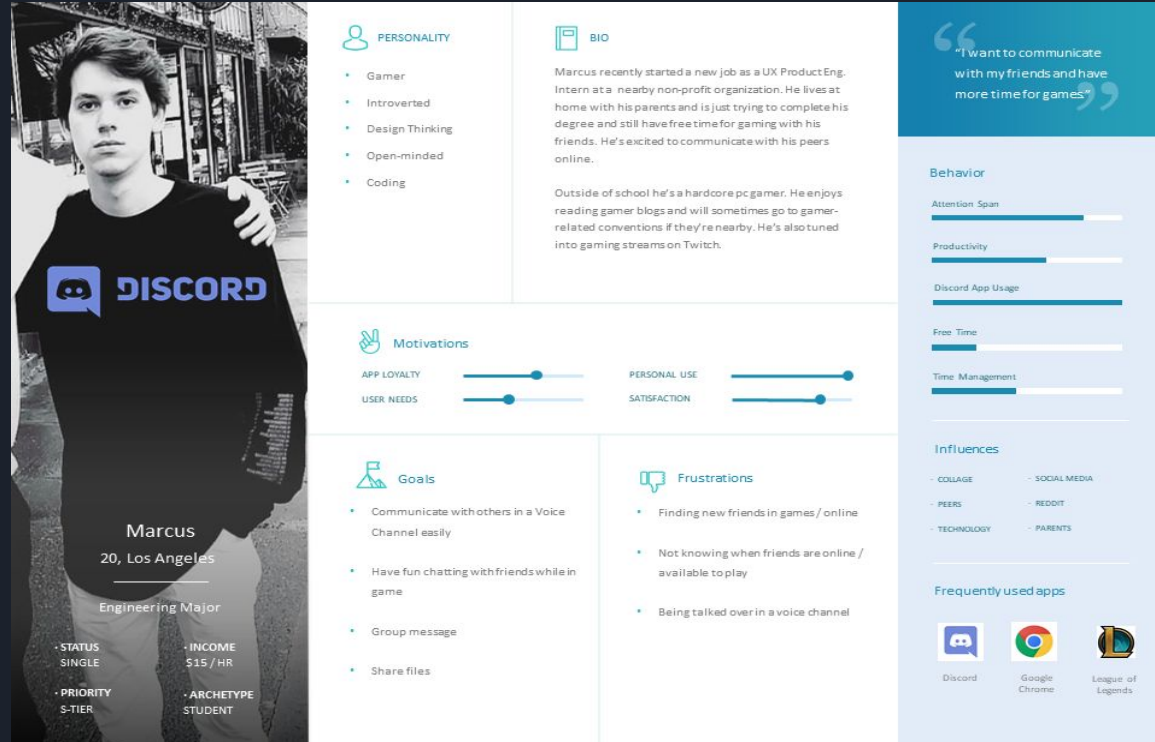
Discord in its Current State



Form Data

Assignment 2: User Stories/Personas

Introducing: Marcus



PERSONALITY

- Gamer
- Introverted
- Design Thinking
- Open-minded
- Coding

BIO

Marcus recently started a new job as a UX Product Eng. Intern at a nearby non-profit organization. He lives at home with his parents and is just trying to complete his degree and still have free time for gaming with his friends. He's excited to communicate with his peers online.

Outside of school he's a hardcore pc gamer. He enjoys reading gamer blogs and will sometimes go to gamer-related conventions if they're nearby. He's also tuned into gaming streams on Twitch.

Motivations

APP LOYALTY:

USER NEEDS:

PERSONAL USE:

SATISFACTION:

Goals

- Communicate with others in a Voice Channel easily
- Have fun chatting with friends while in game
- Group message
- Share files

Frustrations

- Finding new friends in games / online
- Not knowing when friends are online / available to play
- Being talked over in a voice channel

Behavior

Attention Span:

Productivity:

Discord App Usage:

Free Time:

Time Management:

Influences

- COLLAGE
- PEERS
- TECHNOLOGY
- SOCIAL MEDIA
- REDDIT
- PARENTS

Frequently used apps

- Discord
- Google Chrome
- League of Legends

Marcus
20, Los Angeles
Engineering Major

• STATUS: SINGLE
• INCOME: \$15 / HR
• PRIORITY: \$-TIER
• ARCHETYPE: STUDENT

Quote: "I want to communicate with my friends and have more time for games"



Understanding the problems

01


Overwhelming UI

02

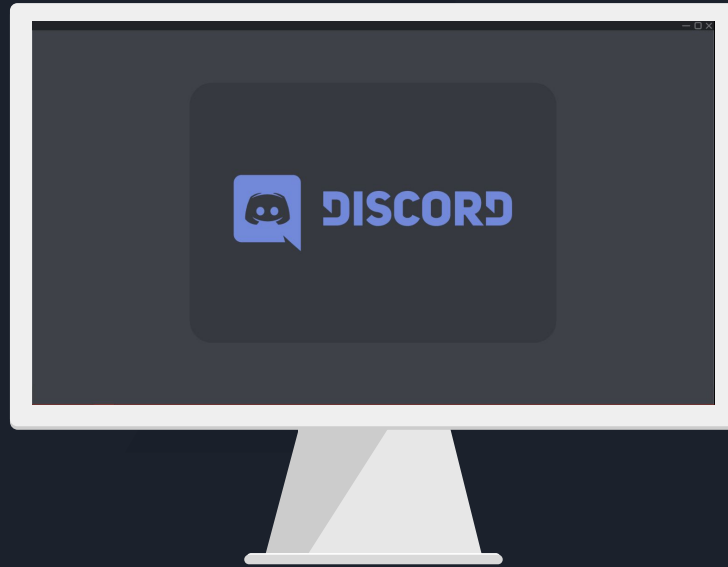
Finding Friends

03

Channel Connectivity



Let's see the
Prototype!





Q & A

☰

Thank You

