

# SMOKING GUN INTERACTIVE

*Usability Testing Report*

**SMOKINGGUNINC.COM | JUNE 19, 2024**

**MDIA 2540 UX/UI Strategy 1 | GROUP 6**

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*smokingguninc.com*

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# INTRODUCTION

## *Overview, Executive Summary & Report Goals*

### OVERVIEW

This document describes a test plan for conducting a usability test during the development of Smoking Gun Interactive. The goals of usability testing include establishing a baseline of user performance, establishing and validating user performance measures, and identifying potential design concerns to be addressed in order to improve the efficiency, productivity, and end-user satisfaction.

#### **The usability test objectives are:**

- To determine design inconsistencies and usability problem areas within the user interface and content areas. Potential sources of error may include:
  - Navigation errors – failure to locate functions, excessive keystrokes to complete a function, failure to follow recommended screen flow.
  - Presentation errors – failure to locate and properly act upon desired information in screens, selection errors due to labeling ambiguities.
  - Control usage problems – improper toolbar or entry field usage.
- Exercise the application or web site under controlled test conditions with representative users. Data will be used to assess whether usability goals regarding an effective, efficient, and well-received user interface have been achieved.
- Establish baseline user performance and user-satisfaction levels of the user interface for future usability evaluations.

## EXECUTIVE SUMMARY

We conducted a usability test of Smoking Gun Interactive's website to determine user experience gaps or issues. Smoking Gun Interactive is a game developer based in Vancouver, B.C.

To ensure reliability in the results, a user group was established comprised of people who are moderately familiar with the gaming industry and predominantly technically proficient. These users were asked to complete a usability test that included a pre-test questionnaire to gather demographic information, thereby justifying the user group's effectiveness for the client. Participants then completed four tests: a First Click Test, a 5 Second Test, a Preference Test, and a Tree Test.

Following these tests, participants joined a usability test via Zoom, each one facilitated by a moderator from this team, and were asked to perform Think Aloud tasks that took them through a scenario of a user who finds a new game to play on the website, encounters a technical issue with connectivity and seeks support, and

then searches for ways to stay updated for future developer announcements.

Test results revealed an ease in locating a game of interest for newcomers, but also yielded suggested improvements for more prominent or intuitive Call-To-Action labels for game downloads, the desire for sitewide search functionality, and a more user-friendly option to contact the developer for technical issues aside from an email address.



# GOALS OF THIS REPORT

## *Usability Testing*

### PURPOSE

The objective of this study was to assess the usability and navigation experience of users on the website smokingguninc.com. The report focuses on understanding how users navigate the site and identifies elements that enhance usability.

**1. Observing User Behavior:** We observed typical user interactions with various website elements and noted how they locate features. We also gathered insights into which content users find most engaging and asked them what features they would like to see on the website.

**2. Task Performance Evaluation:** Participants were assigned specific tasks to complete on the website. Their feedback provided valuable data on the ease or difficulty encountered during task completion, thereby assessing navigation and usability.

**3. Recommendations for Improvement:** Based on the findings from user tests and surveys, we analyzed feedback to identify pain points. Proposed solutions aim to enhance the overall user experience by addressing identified issues and improving website functionality.

The study aims to enhance usability, streamline navigation for quick access to information, and effectively resolve user concerns to optimize the website's performance.

# SMOKINGGUNINC.COM

## *Company Overview*

**Smoking Gun Interactive Inc. (SGI)**, part of Keywords Studios, is a leading game development studio established in 2007. SGI is dedicated to creating world-class, immersive game titles and interactive experiences. Their expertise lies in producing visually stunning, highly engaging cross-platform games for mobile, PC, and console.

The studio has developed popular titles such as "Phobies," "Age of Empires: Castle Siege," "Microsoft Mahjong," "Microsoft Solitaire Collection," "Mars Rover Landing," "Doodle Jump for Kinect," and "Freefall Racers," with upcoming projects like "Kodu Game Lab" and "Kinect Fun Labs."

SGI's games cater to strategy enthusiasts who enjoy games requiring skillful thinking, planning, resource management, and tactics. They aim to engage a worldwide audience, encompassing diverse demographic groups and geographical locations. Their primary audience consists of casual gamers and frequent players who seek entertainment and fun, primarily through smartphones and tablets.

With a commitment to quality and innovation, Smoking Gun Interactive continues to entertain millions of players globally, solidifying its reputation as a top-tier game development studio.

# TARGET AUDIENCE

## *Archetypes & Personas*



### ARCHETYPES

Before recruiting participants for our test, we brainstormed a list of archetypes we would potentially use the website and how they might interact with the website.

We discovered that the ideal target audience for our testing would include:

- **Tech Industry Professionals**
- **Software engineers**
- **Developers**
- **IT professionals**

### PERSONAS

We developed two personas based on our list of archetypes. A persona is a fictional character that represents a specific segment of a target audience. Personas are created based on research and data about the audience and are used to help businesses and organizations understand and empathize with their customers' needs, behaviors, and goals.

**The ideal participants for our tests were based off of two personas featured on the following page.**



"Gaming isn't just a hobby; it's where I find both challenge and creativity. I love discovering new technologies and games that push the boundaries of what's possible. Quality and immersion are non-negotiable for me."

Age **32**

Location **California, LA**

Occupation **Software Engineer**

**INNOVATOR**

**TECH-SAVVY**

**GAMER**

**ANALYTICAL**

**PERSONA 1**

## Alex Johnson

### About

Alex Johnson, a 32-year-old software engineer from California, LA thrives in the intersection of technology and gaming. With a Bachelor's degree in Computer Science, he earns \$90,000 annually and enjoys a single lifestyle. Passionate about strategy and puzzle games, Alex spends around 20 hours a week gaming and actively participates in online gaming communities. He values innovation and quality entertainment, regularly seeking high-quality, immersive gaming experiences. As an early tech adopter, Alex follows game development news closely and engages with brands like Smoking Gun Interactive for their innovative game design and development insights.

### Needs / Goals

- Needs curated recommendations from reliable sources that highlight unique and high-quality games tailored to his interests.
- Access to behind-the-scenes information, developer interviews, and early access to game demos or beta versions.
- Hopes to engage with like-minded gamers and developers through forums, social media, and live events.
- Seeks honest reviews and feedback from trusted sources to guide purchasing decisions and enhance gaming experiences.
- Interested in innovative games that offer new mechanics, deeper narratives, and more strategic depth to keep the gaming experience fresh and exciting.

### Pain points

- Difficulty finding high-quality, lesser-known games amidst the flood of mainstream releases.
- Overwhelmed by the sheer volume of game-related news and updates, making it hard to identify what's relevant.
- Frustration with games that lack originality and replay value, often finding new releases too similar to previous games.
- Concerns about spending money on games that don't meet expectations in terms of quality and engagement.



"I love discovering new games and staying up-to-date with the latest releases. Being part of the gaming community and sharing experiences makes gaming even more enjoyable."

Age **24**

Location **Seattle, WA**

Occupation **Software Developer**

**ENTHUSIASTIC**

**CURIOUS**

**COMMUNITY ORIENTED**

**PERSONA 2**

## Emma Stevens

### About

Emma Stevens is a 24-year-old software developer from Seattle, WA, who is passionate about video games. With a background in computer science, she loves exploring the latest game releases, keeping up with updates, and engaging with the gaming community. Emma spends her free time playing games, reading gaming blogs, and participating in online forums.

### Needs / Goals

- Timely information on new and upcoming game releases
- Regular updates on game development and patches
- Access to exclusive content and insider information
- A platform for engaging with the gaming community and developers
- Stay informed about the latest games and updates from Smoking Gun Interactive
- Connect with other gamers and share experiences
- Provide feedback and suggestions to game developers
- Participate in beta testing and early access programs

### Pain points

- Frustration with delays in receiving news about game releases, updates and patches.
- Difficulty accessing exclusive content, beta tests, and early access opportunities.
- Poor community engagement and ability to interact with game developers and other gamers in a meaningful way.
- Struggles with finding accurate and up-to-date information about current and upcoming games.
- Concern about the high cost of new game releases and downloadable content (DLC).
- Dealing with toxicity and negative behavior in online gaming communities.

# METHODOLOGY

## *Participants, Environments & Roles*

### PARTICIPANTS

This test had 5 participants take an online questionnaire and a facilitated usability exercise. Google Forms was used for the questionnaire while Zoom was used to facilitate and record the usability exercise, including the Think Aloud processes.

Participants were asked to include demographic information about their age and profession, as well as some information about how and why they interact with games or the gaming industry to ensure relevant participants were selected.

The participants' responsibilities will be to attempt to complete a set of representative task scenarios presented to them in as efficient and timely a manner as possible, and to provide feedback regarding the usability and acceptability of the user interface. The participants will be directed to provide honest opinions regarding the usability of the application, and to participate in post-session subjective questionnaires and debriefing.

### ENVIRONMENT

Each group member conducted a moderated Usability Test remotely with participants through Zoom, at a pre-arranged date and time. The meetings were recorded, and a script was read to ensure that each participant received the same information.

### ROLES

All four group members were responsible for setting up meetings with their participants, taking them through each step of the process, and providing the required links and resources to complete the test.



# MODERATOR SCRIPT

Hi, my name is [ ] and I'll be running this session with you today.

First of all, thanks for agreeing to come in. I really appreciate it. We should be here for about 20 min today.

If you don't mind, I'm going to read the next couple of things from my script to make sure I cover everything.

This company is called Smoking Gun Interactive and we want to find out how effective their website is for real users – people like you.

This isn't a test for you. There are no right or wrong answers. Instead, you are helping us to test the site. So, please be honest.

A few classmates and our instructor will be watching a copy of your screen after the session. They will be able to hear what we say, but they won't see us. Is that okay with you?

If you need to take a break at any point, just let me know. If there are any questions that you don't want to answer, again, just let me know. Do you have any questions before we begin?

There's one thing you can do that will really help me as we go through the session today, and that is I'd like you to think out loud. By that, I mean while you are working with the site I want you to tell me what you're thinking as you go along. For instance if anything acts differently than you expected, or if you are trying to work out what to do next, say those things out loud.

I'm going to be giving you things to do with the computer. I'd like you to go as far as you would if you were working on your own. I will be right here, but I might not be able to answer your questions. When you are done, say "I'm done" or "I would stop here."

## SUGGESTION COMMENTS FOR THE TASKS

OK, let's start. The first thing I'd like you to do is read this out loud and then go ahead and do what it says.

*[hand first task to participant]*

*[After first task]* Thank you. Now let's move on to the next one. *[During tasks, if necessary]* Please remember to think out loud

*[After all tasks]* Thank you. Your feedback has been very helpful. Do you have any questions for me about what you just worked with?

# PROCESS

## *Usability Test Procedure*

### **PROCEDURE**

Participants will take part in the usability test via Zoom. The participant will be seated at their personal computer and will be facilitated and supported by the moderator.

The facilitator will brief the participant and instruct that he or she is evaluating the Web site/Web application, rather than the facilitator evaluating the participant.

Participants will complete a pre-test demographic and background information questionnaire. Sessions will begin when all participant questions are answered by the facilitator. The facilitator will inform the participant that time-on-task will be measured and that exploratory behavior outside the task flow should not occur until after task completion.

The facilitator will instruct the participant to read aloud the task description from the printed copy and begin the task. Time-on-task measure will begin. The facilitator will encourage the participants to ‘think aloud’ and that a verbal record will exist of the task-system interaction. The facilitator will observe and enter user behavior and comments, and system interaction in a data logging application.

After each task, the participant will complete the post-task questionnaire and elaborate on the task session. After all tasks have been attempted, the participant will complete a post-test satisfaction questionnaire.

# PROCESS

## *Pre-Test Questions*

### **Pre-Test Questionnaire:**

Pre-test questions help gather essential information about the participant's demographic details, professional background, and experience. The questions that were asked determined how close the participant was to our ideal target audience.

What is your occupation?

4 responses

Software Engineer

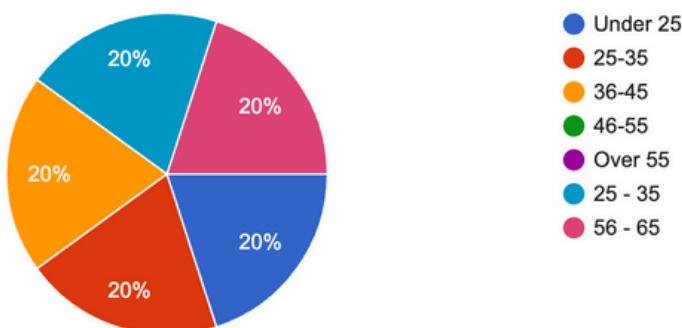
Public Service Employee

Chief Technology Officer

Electrical engineer

Select your age range from the following options?

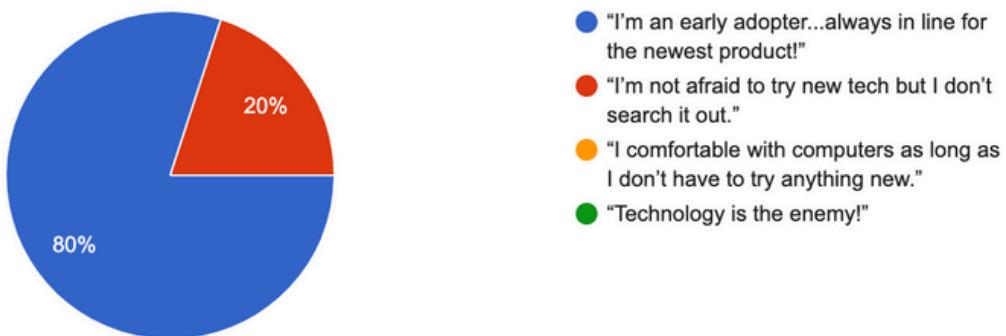
5 responses



# Pre-Test Questions

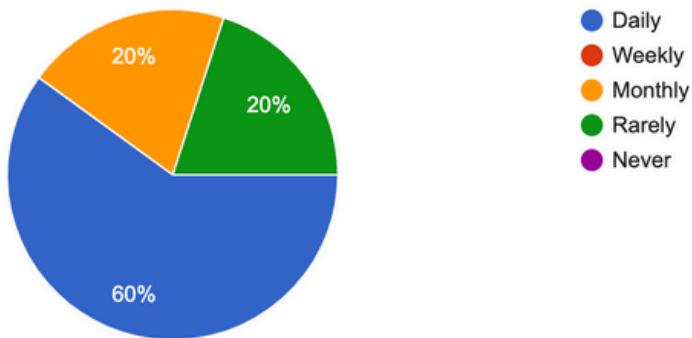
Which statement best describes how tech savvy you are?

5 responses



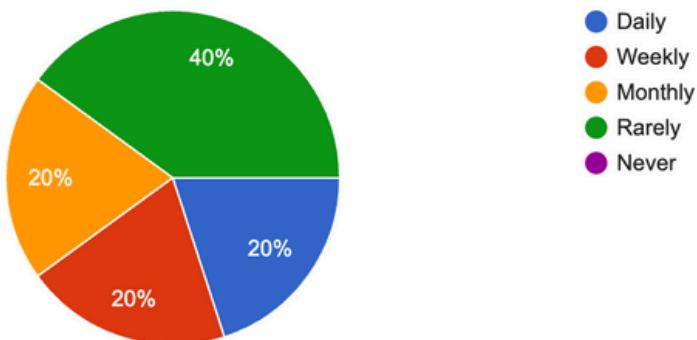
How often do you visit websites related to video games?

5 responses



How often do you play video games?

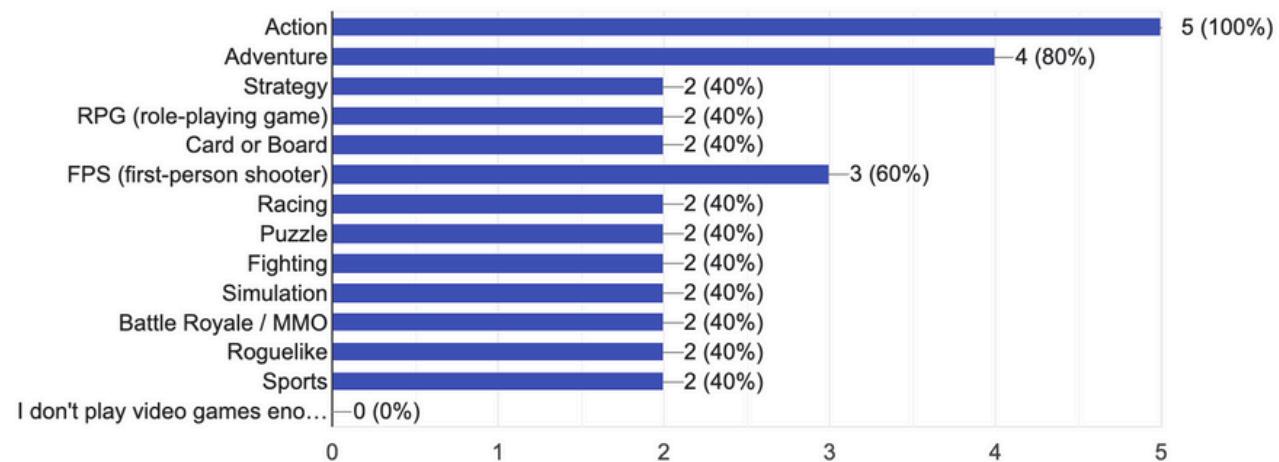
5 responses



# Pre-Test Questions

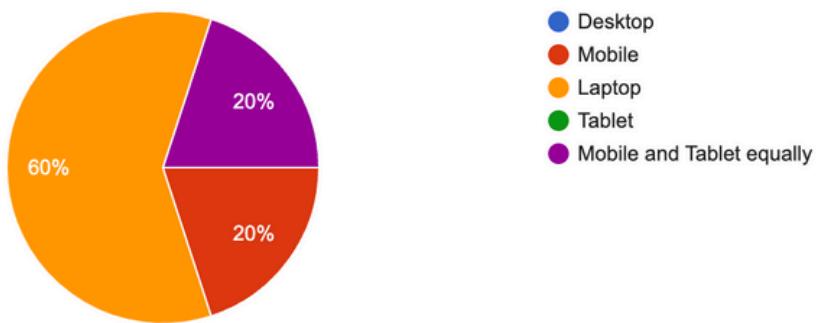
What are your favourite types of video games?

5 responses



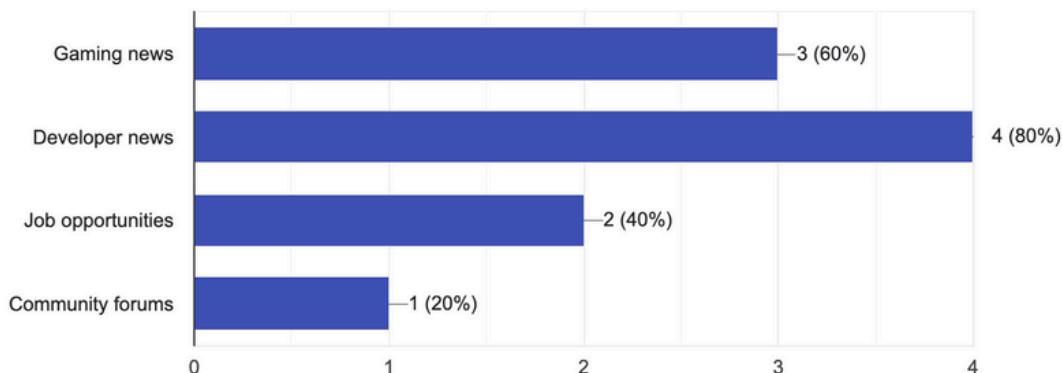
What devices do you typically use to browse gaming websites?

5 responses



When visiting a game developer's website, what information or features are most important to you?

5 responses

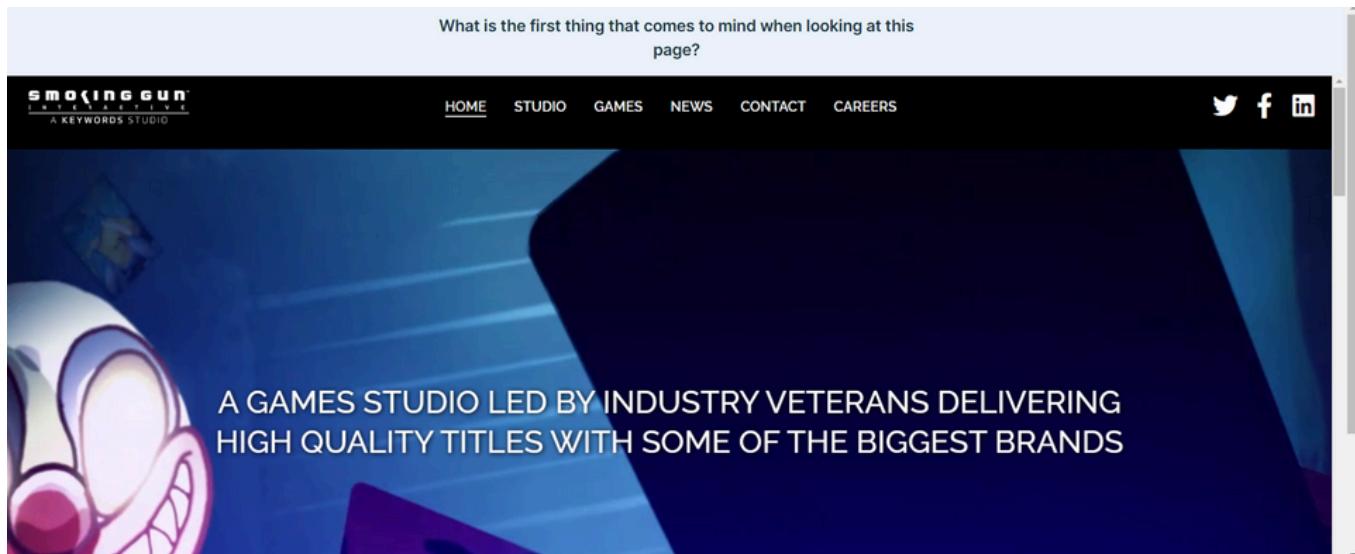


# LYSNNA TEST RESULTS PT1

## *5 second test*

### **Five Second Test:**

Our first usability test we had our users do was the 5 seconds test. This test gives the users a quick first glance of the site. This will help us understand what will catch the user's attention.



### **Question 1:**

What services does this company offer?

Most common answer: gaming website

Other: Scary animation movie

### **Question 2:**

What stood out to you the most on this page?

Common answer: Clown

Other: design and bright text

### **Results:**

The results of this test give us a chance to understand what we can do to grab the user's attention immediately after clicking the site.

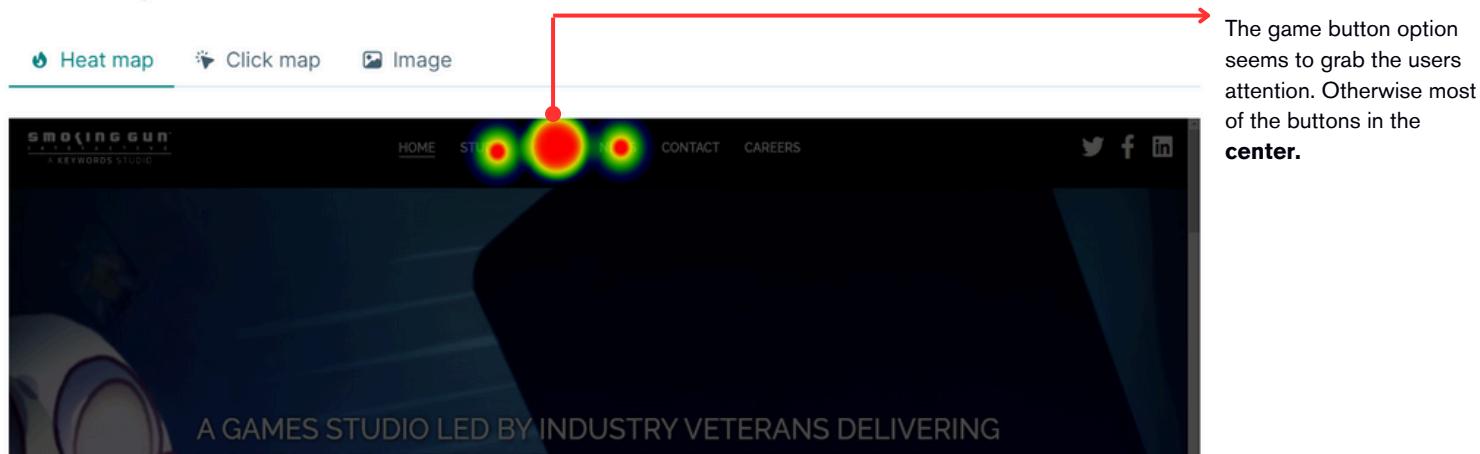
# LYSNNA TEST RESULTS PT 2

## *First Click Test*

### **First Click Test:**

Our first usability test we had our users do was the 5 seconds test. This test gives the users a quick first glance of the site. This will help us understand what will catch the user's attention.

Where would you click first on this website?



### **Question 1:**

What services does this company offer?  
Most common answer: gaming website  
Other: Scary animation movie

### **Question 2:**

What stood out to you the most on this page?  
Common answer: Clown  
Other: design and bright text

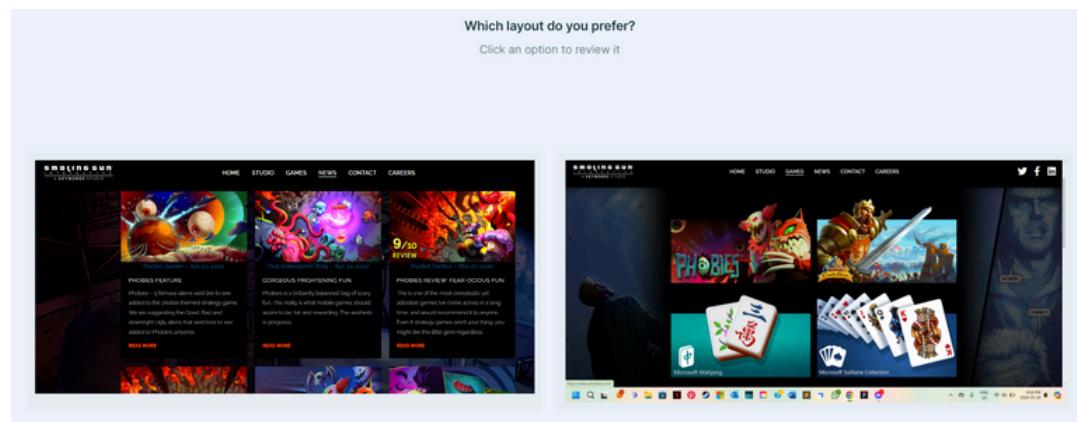
The results of this test provide insight into the information that users find most interesting on this website. The data indicates that the majority of users would choose "games," demonstrating a strong interest in the gaming content available on the site. This clearly shows that users are particularly intrigued by the games offered here.

# LYSNNA TEST RESULTS PT 3

## Preference Test

### Preference Test

The results of this preference test provide valuable insights into which aspects of the website layout are most appealing to users. The data shows that the majority of users prefer the layout featuring "games," indicating a strong interest in how the gaming content is presented. This information is beneficial as it helps us understand user preferences, allowing us to optimize the website design to enhance user engagement and satisfaction by focusing on the elements that users find most intriguing.



#### 1. Preference test

Which layout do you prefer?

A screenshot of a preference test interface. It shows two layout options side-by-side. The top layout is labeled 'Screenshot 2024-05-29 201641.png' and has a '24s 60%' performance metric. The bottom layout is labeled 'Screenshot 2024-05-29 201621.png' and has a '18s 40%' performance metric. A red arrow points from the explanatory text below to the top layout.

ⓘ Screenshot 2024-05-29 201641.png is performing better, but the test has received fewer than ten responses, so you should take these results with a grain of salt.

The layout on the left seemed most popular. The preference for **small descriptions** on each selection was what kept them interested.

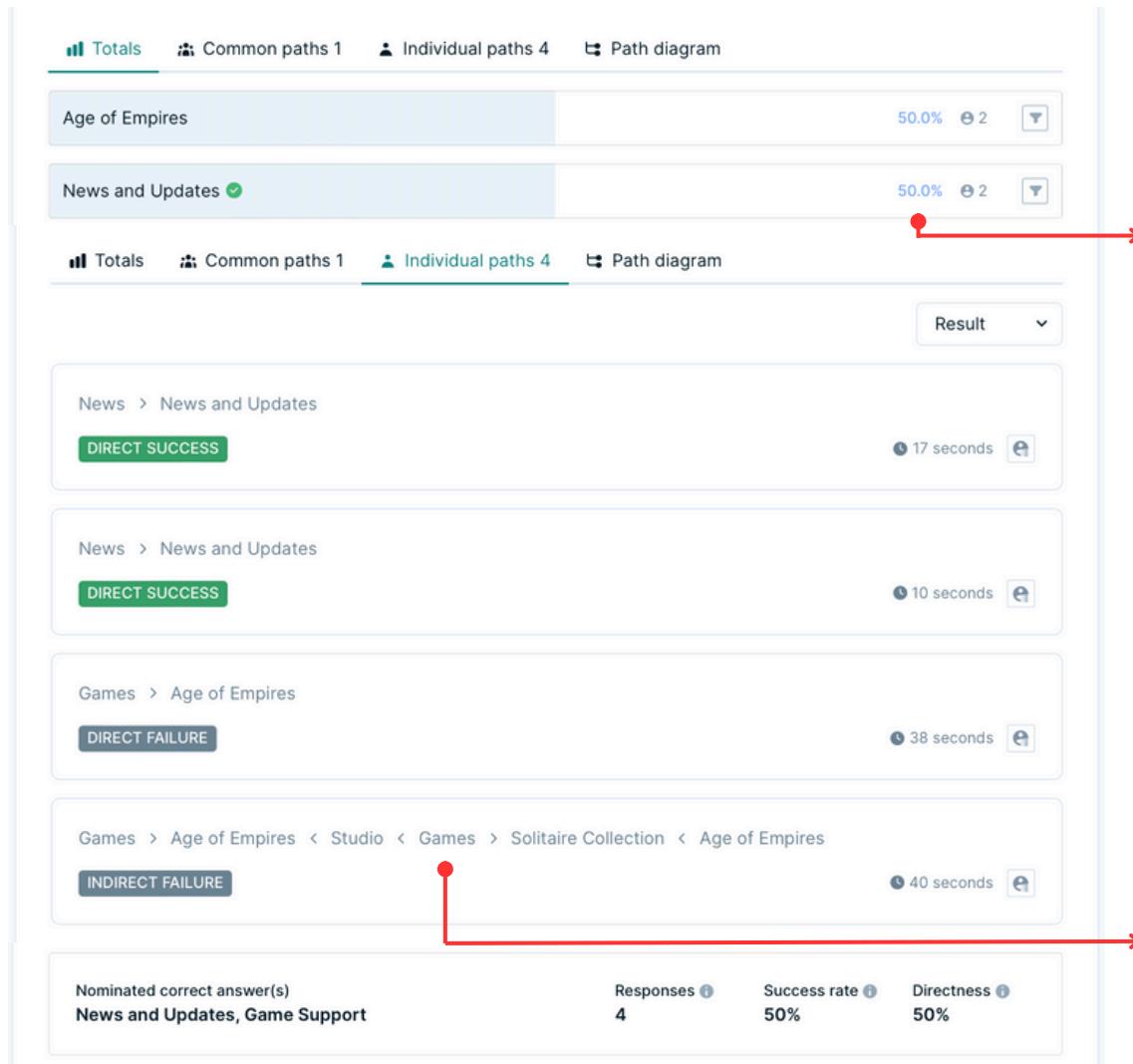
# LYSNNA TEST RESULTS PT 4

## Tree Testing

### Tree Testing

Tree testing is a UX research method used to evaluate the navigability and findability of topics on a website. It involves presenting the site's architecture in a plain text format, organized hierarchically, to test how easily users can locate specific information.

**Q. You want to receive updates regularly for the game you just installed for added gaming support. How would you find that on the Smoking Gun's website?**



Successful candidates followed a **direct path** to locate news and updates, and the majority chose to subscribe for monthly updates as per their response in follow up question

The results of the tree testing were split evenly at **50-50%**

Interestingly, both participants who chose the wrong answer followed a similar path to complete the task giving an insight to the **user pattern**

# THINK ALOUD PART 1

## *Usability Scenarios and SUS Questions*

### **Scenario 1:**

Imagine you were looking to discover a new game. Where would you go to decide which to choose, and how would you download the game to play?

**Task:** Find how to download a game of the website.

### **Participant comments:**

*"I would go to the Games section and choose the best game for me, and I see the download links but I would not click those here - I would find those on my mobile device and download them there. The list of options is clear."*

*"I would go to the 'Games' section from the navigation menu, and then to the game which i would like to download and maybe the download button would be here!"*

### **Observed Behavior (Recorded on Video)**

#### 1. Navigation Path:

- Users first scroll to the "Featured Games" section.
- They then select "View All Games" to browse the full list.

#### 2. Selection Criteria:

- Users often choose games based on familiarity or appealing images. For example, one user selected "Age of Empires" due to its recognizable name and image.

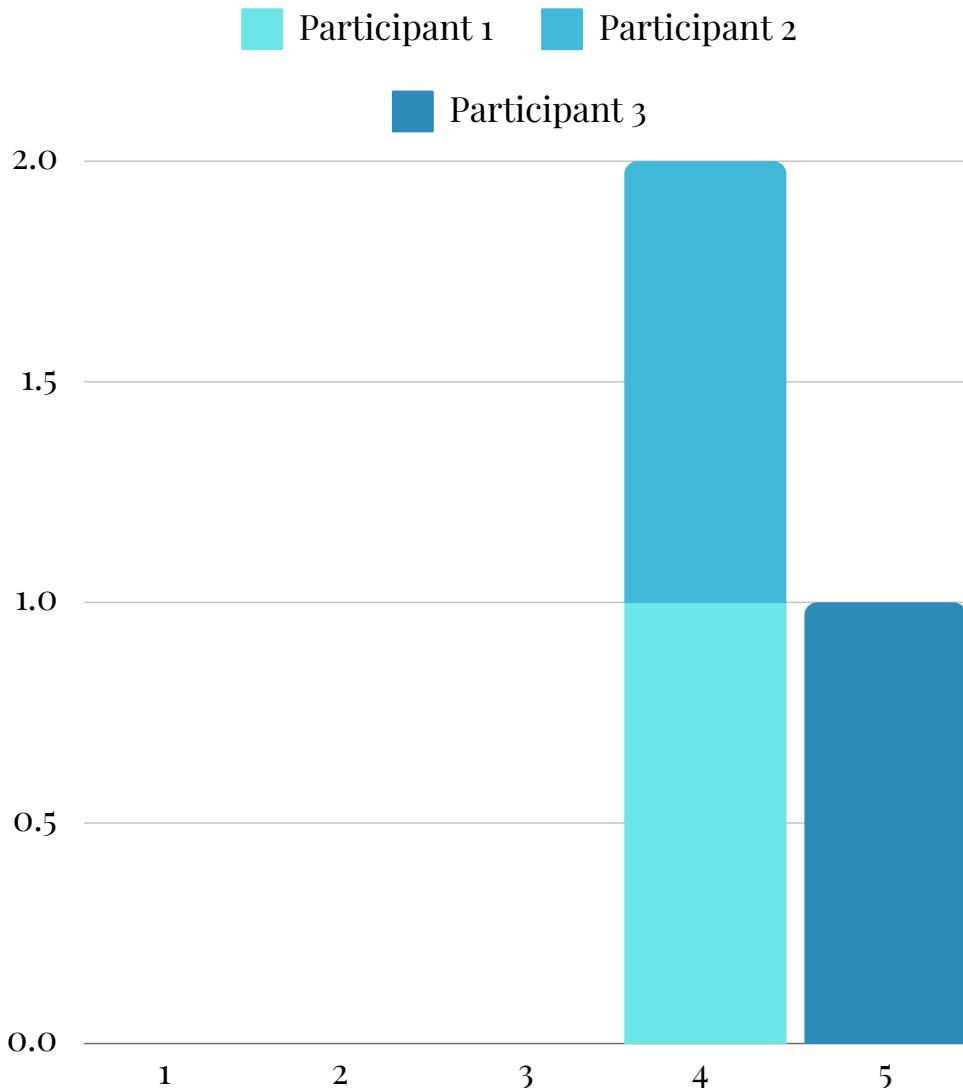
#### 3. Challenges Faced:

- Users had difficulty locating the download link for the game.
- One user specifically noted getting lost after selecting "Age of Empires," as they were unable to find a clear download option.

## SUS Question 1:

I find it easy to discover and download new games using this platform.

1 being difficult and 5 being easy



## In Conclusion

The results show the participants are able to find new games. During the usability test the main issue the user struggled to find a **download button**.

The majority of users find the platform relatively easy to use for discovering and downloading new games, with 90% rating it a 4 out of 5 and 10% giving it a 5 out of 5. However, there is room for improvement, particularly in making the download links more visible and accessible. Users appreciate a straightforward navigation process but can become confused if the expected download options are not immediately apparent on the game's page.

# THINK ALOUD PART 2

## *Usability Scenarios and SUS Questions*

### **Scenario 2:**

You bought the game and at first you loved it, but now you're having issues with connecting to its servers. Where would you go on this site to get support?

**Task:** Find contact/support area of the website.

### **Participant comments:**

*"I would go the specific game page and search for any troubleshooting links or community forums where I could search for my problem, but I don't see those options. I see no support options in any dropdown menus. I don't want to go through the effort of emailing them so I'd browse their social media next or search Google or reddit instead."*

*"I would first go to the news section to see if it's down for maintenance. if not then maybe on the contact page to contact the team."*

### **Observed Behavior:**

#### 1. Initial Navigation Attempts:

- Users first went through the "Games" section but did not find the support information they needed.
- They then checked the "News" section, again without finding relevant support details.

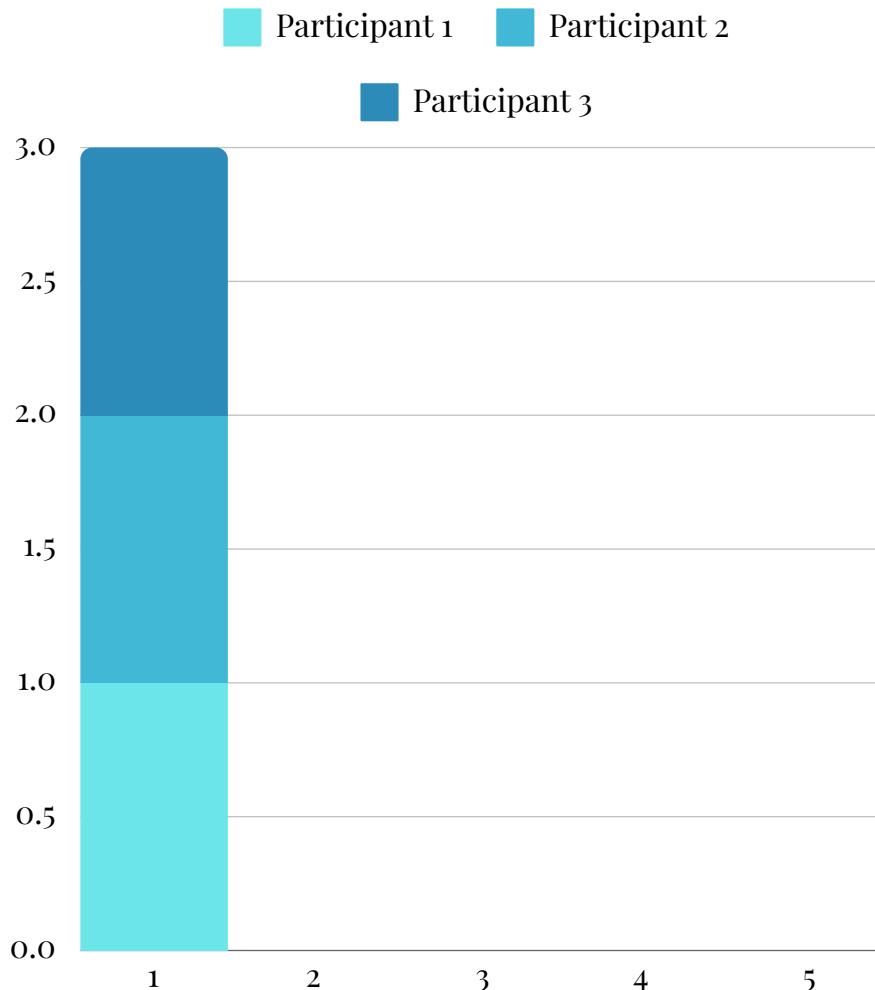
#### 2. Search Challenges:

- Users were unable to locate a specific area on the site for subscribing to updates or newsletters.

## SUS Question 2:

I can easily find and access support for server connection issues on this site.

1 being difficult and 5 being easy



### In Conclusion:

Despite all users rating their ability to find and access support for server connection issues as very easy, the videos indicate some inconsistencies. While the SUS score is perfect, suggesting that users felt confident in accessing support, their actual behavior showed difficulty in locating specific support areas on the website itself. Instead, users had to navigate outside the site to social media platforms to get the information they needed. This discrepancy highlights the potential for improving the visibility and accessibility of support resources directly on the website. Additionally, the absence of a mailing list or subscription option was noted as a missing feature.

Based off the results the majority believe that finding support is easy. However a suggestion from one of the tests included **adding a “help” button** to easily guide the user.

# THINK ALOUD PART 3

## *Usability Scenarios and SUS Questions*

### **Scenario 3:**

Now that you've sought out tech support, you want to ensure you receive updates and notifications whenever there's a server or connectivity issue.

**Task:** Find out how to sign up for updates

### **Participant comments:**

*"I don't see any 'Sign Up for Updates' anywhere on the homepage, and I don't see it browsing around, so I would again check their social media for any recent updates or posts. But it doesn't look like they're updating anymore, so maybe under Contact? Within the site, I don't see this option."*

*"I was looking for a subscription for like mailing list or something, but I couldn't find one."*

### Observed Behavior

#### 1. Initial Navigation Attempts:

- Users first explored the "Games" section but did not find options for support or subscriptions.
- They then checked the "News" section without success.

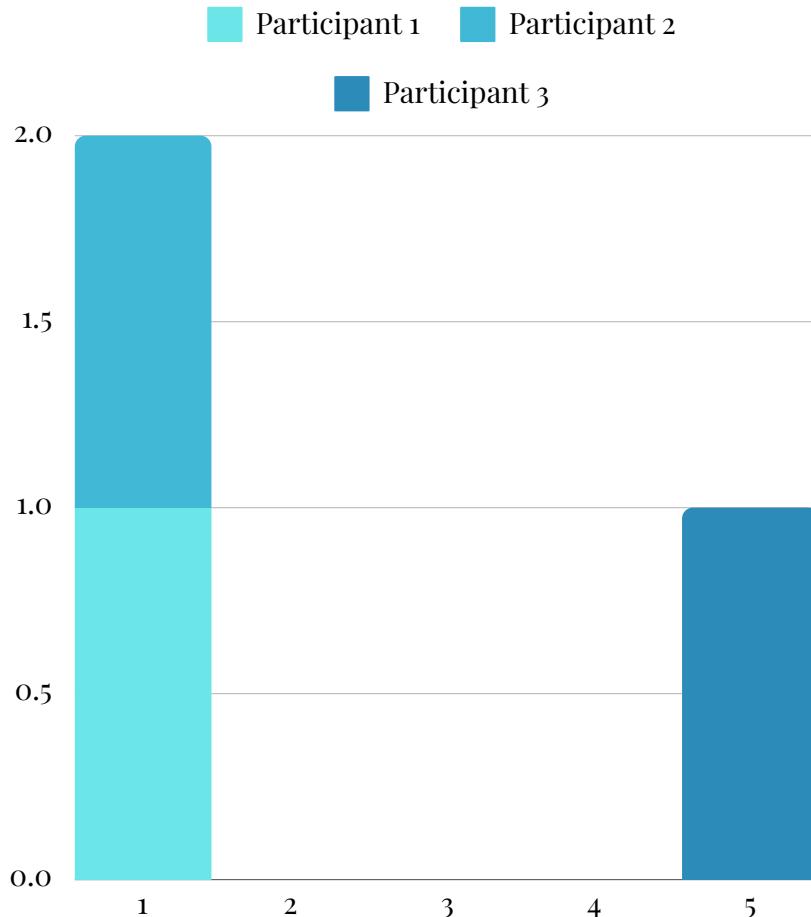
#### 2. Search Challenges:

- Users could not locate a specific section for signing up for updates or notifications about server or connectivity issues on the website.

### SUS Question 3:

**I can easily find how to sign up for updates and notifications about server or connectivity issues on this site.**

*1 being difficult and 5 being easy*



### In Conclusion:

While most users rated the experience of finding how to sign up for updates and notifications as very easy, one user found it extremely difficult, giving it a 1 out of 5. The recorded videos further indicates that users had significant difficulty locating a subscription or mailing list option on the site. The common workaround was to use social media platforms to get the necessary updates, suggesting that the website lacks a clear and accessible method for users to sign up for notifications.

This discrepancy between the SUS scores and the observed behavior indicates that while some users might have found an alternate solution easily, the website itself does not adequately support users in signing up for updates and notifications about server or connectivity issues. Improving the visibility and accessibility of these options directly on the site would enhance the user experience.

90% of users do not think it's easy to find updates and notifications about the site. There was no mailing list or subscription list to sign up for.

# PROCESS

## *Post-Test Questions*

### **Post-Test Questionnaire:**

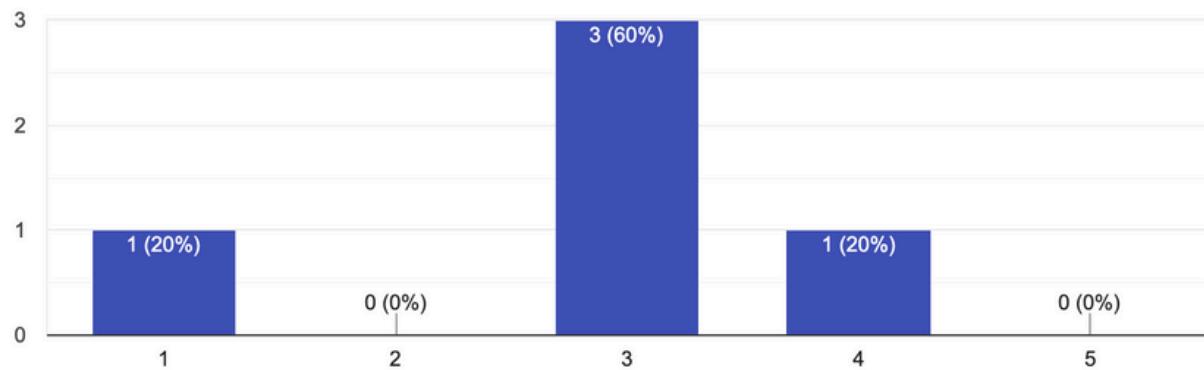
Post-test questions gathered clarity and additional insights into the participant's experience during the usability test.

On a scale of 1 to 5, how would you rate your overall experience using the Smoking Gun Interactive website?

 Copy

1 being very poor and 5 being excellent

5 responses

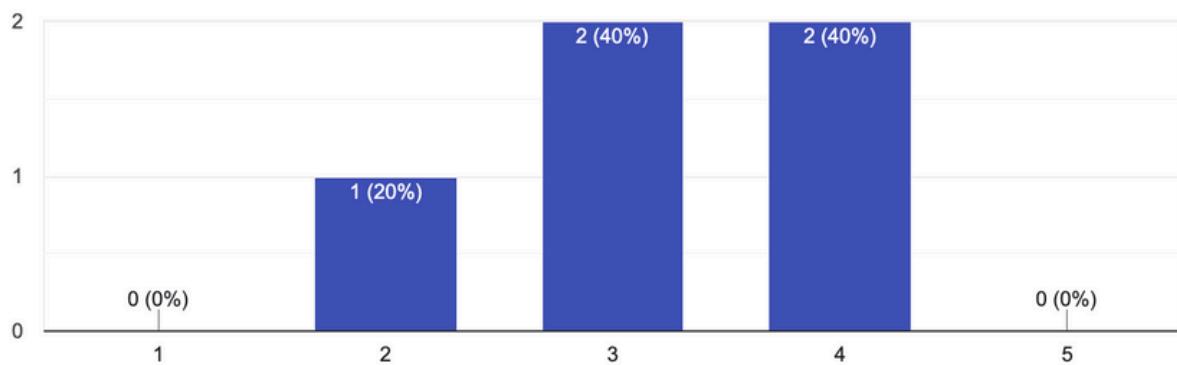


How easy was it to navigate the website and find the information you were looking for?

 Copy

1 being very poor and 5 being excellent

5 responses



# Post-Test Questions

Were there any parts of the website that you found particularly confusing or difficult to use?

5 responses

No

sef

there could have been a mailing list subscription forms for alerts or something.

Download the game and subscrip to the newsletter (if they have it)

How did you feel about the design and/or layout of the site?

5 responses

sef

layout of the website is good, everything is neatly laid out in the website

Large graphics on "Games" page made it feel somewhat cramped, text/logos on game images inconsistent

4. Well designed, good flow, layout and site map organization.

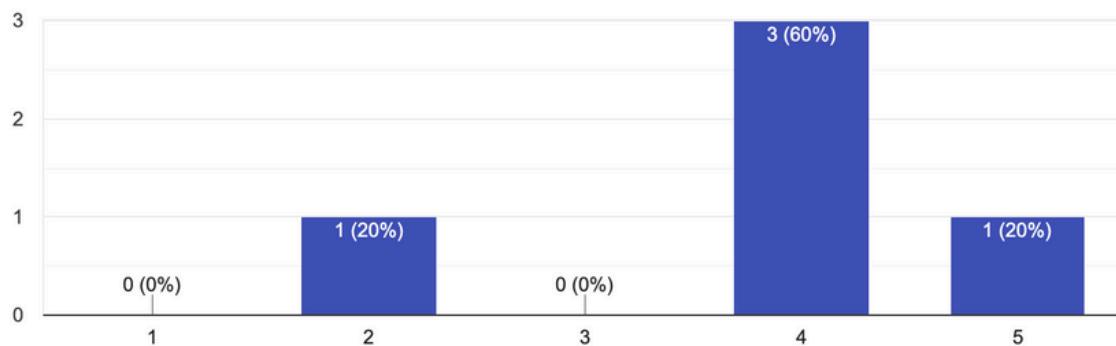
Preference test layout 2 was better. More information with pictures and text

How helpful and relevant did you find the information provided on the website?

 Copy

1 being very poor and 5 being excellent

5 responses



# Post-Test Questions

Were there any sections or pieces of content that you felt were missing or could be improved? If so, please describe.

5 responses

fse

yes, already mentioned in one of the questions

Add a "Support" page/section. More prominent placement of "Play on PC" button for mobile games with PC versions.

No knowledge base or help. If I have any issues about a game, I should be able to easily ask for help. Missing button, download or play button missing.

Downloading the game. Review by customers

Was there any part of the website that stood out as a particularly good or bad?

5 responses

dsfe

parallax scrolling was good, even the banner but its a bit slow (can be optimised for performance)

Didn't realize at first that "Studio" page was equivalent to an "About" page

No nothing in particular.

Support section was pretty good. I liked that they had different emails for different support issues

If you could make one significant change to the website, what would it be?

5 responses

fs

make the animations load quicker. a mailing list subscription. searching & sorting for games

Initial landing view uses a lot of visual real estate for a one-sentence description. Get to naming specific titles faster

Multiple titles for the games that the studio has. CTA (call to action) should be more consistent - some had play now, download on iOS and some don't. CTA per game would be nice. Some require to go to a different system altogether.

That's not up to me

# ANALYSIS

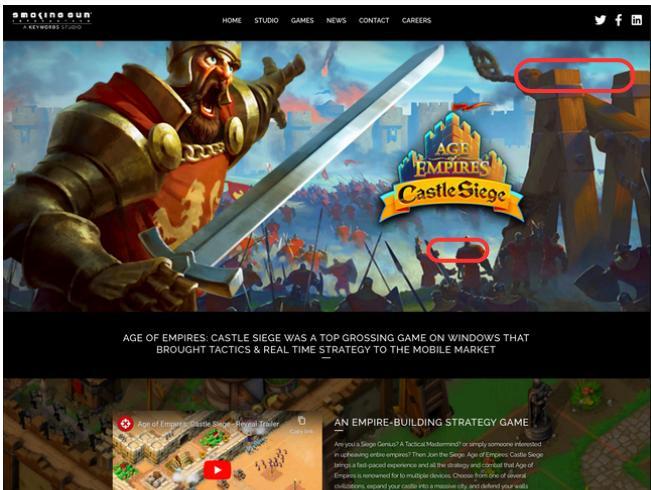
## *Summary Based on Users Feedback*

### **Issues and Improvements based on User Feedback**

Based on survey feedback and user testing, several key improvements have been identified to enhance website navigation and user experience. Users highlighted the following issues:

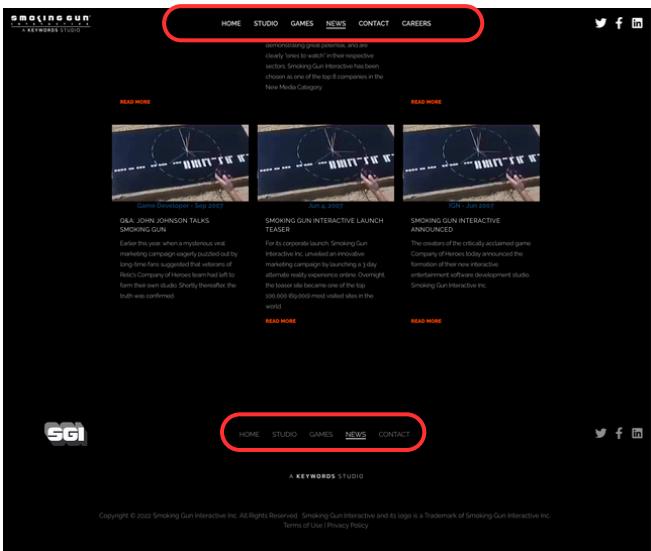
- 1. Clear Call-to-Action (CTA) for Downloads:** Users suggested implementing a prominent download button on game pages, accompanied by clear information about which gaming platforms are supported.
- 2. Search and Filter Features:** There is a demand for search and sorting functionalities on both game and news pages, allowing users to easily find specific content based on genre, platform, developer information, and other criteria.
- 3. Improved Signup and Subscription Options:** Users found it challenging to sign up and subscribe to newsletters. Currently, the website only offers links to social media platforms for interaction, lacking dedicated sign-up options. Introducing a subscription button in the news section could encourage community engagement and ensure gamers receive regular updates.
- 4. Developer Insights and Support Features:** Users expressed interest in accessing developer news and insights, as well as having access to chat support for resolving gaming issues. Currently, the website only provides contact via email, which users found insufficient for immediate assistance.

Addressing these issues through clear design improvements and feature implementations will not only enhance usability but also contribute to building a more engaged and satisfied user community on the website.



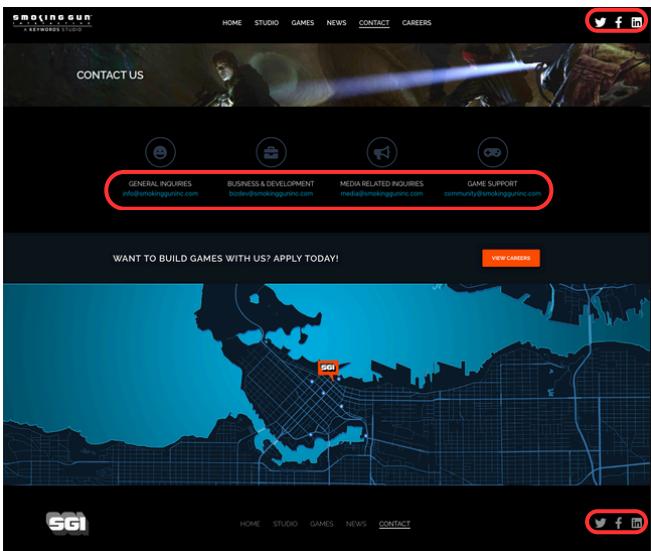
## Missing download button for games:

Most of the game pages are missing a download button, making it difficult for users to easily access and install the games. It's unclear whether the games are supported on mobile or PC platforms.



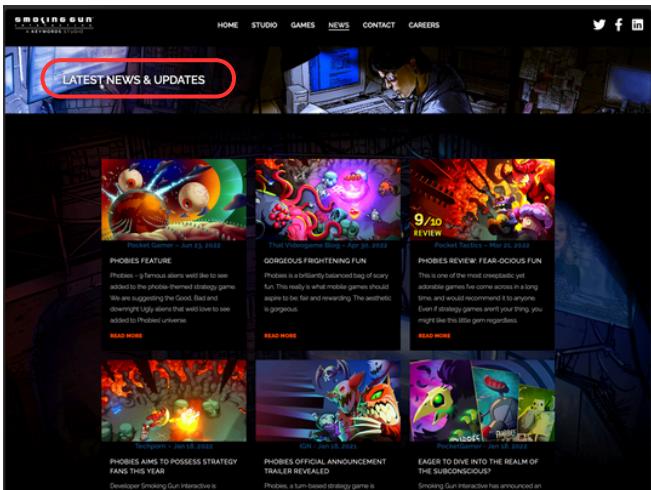
## There is no option available on any page to subscribe for game updates:

Including a subscription button in the News section can motivate more people to stay informed and engaged. It will keep readers informed with regular updates, strengthens customer relationships and community, offers marketing chances, and gathers important audience information.



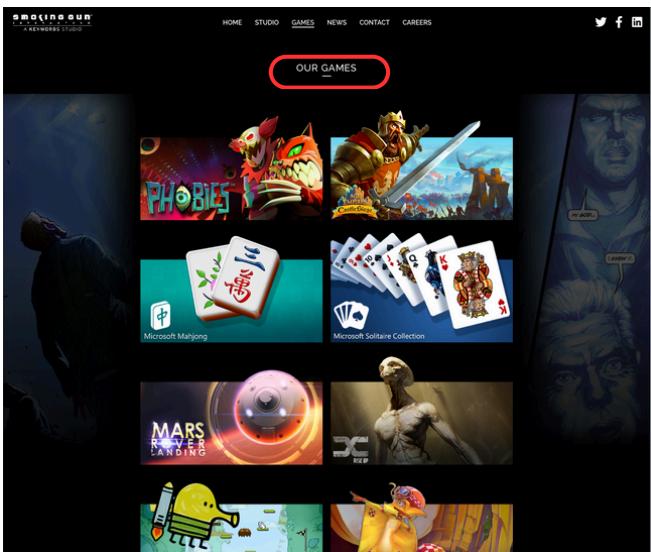
## Difficulty in getting support:

The studio provides clear links to its social media accounts for connection, but lacks chat support specifically for resolving gaming issues, instead offering separate emails for various purposes such as media inquiries and game support.



## Developer news and insights:

It would be helpful to have a filter on the news section of the website so users can find articles based on their interests. Introducing news and insights from developers would be enjoyable for users and could strengthen the community.



## Search and filter feature for games:

Having a search feature will allow users to quickly find specific titles or genres they are interested in. Adding a filter based on genre, platform, and developer information will enhance usability and help users discover games that match their preferences more efficiently.



## Sign-up and sign-in as a member:

While connecting with the studio on social media is available, there is currently no sign-up feature, which limits opportunities for enhancing user engagement, fostering community building, improving customer service, and delivering targeted communication and content.

# PXL PRIORITIZATION

*Framework by CXL*

## Prioritizing Tasks

Once we've compiled a list of features and improvements, prioritizing tasks becomes crucial due to project scope limitations. The PXL test offers a data-driven method to prioritize tasks based on their PXL value, derived from specific evaluation criteria.

Tasks with higher PXL values are deemed more critical, facilitating informed decision-making and ensuring that important tasks are implemented first. This framework enables us to make strategic choices and effectively manage project priorities based on data-driven insights.

S. N o	Test Hypothesis:	Above the fold?	Noticeable within 5 sec? (2 or 0)	Adding or removing an element? (2 or 0)	Designed to increase user motivation ?	Running on high traffic page(s)?	Addressing an issue discovered via qualitative feedback (surveys, polls, interviews )?	Addressing insights found via digital analytics?	Supported by mouse tracking heat maps or eye tracking?	Ease of implementation (less than 4 hrs = 3, up to 8 hrs = 2, under 2 days = 1, more = 0)	RESUL T
1.	Chat Support for Server Issues	2	2	2	2	0	2	2	1	1	14
2.	Subscribe for Updates	2	1	2	2	1	1	2	2	2	15
3.	Download Button for Games	2	2	2	1	2	2	2	2	3	18
4.	Sign-up as a Member	1	2	2	1	1	2	2	2	2	15
5.	Search and Filter Feature for Games	2	2	2	1	2	1	2	2	2	16
6.	Game Platform Information	0	0	0	2	1	1	2	2	3	11
7.	Search and Filter Feature for News	2	2	2	2	2	1	2	2	2	17
8.	Developer News and Insights	1	0	0	2	2	1	2	2	3	13

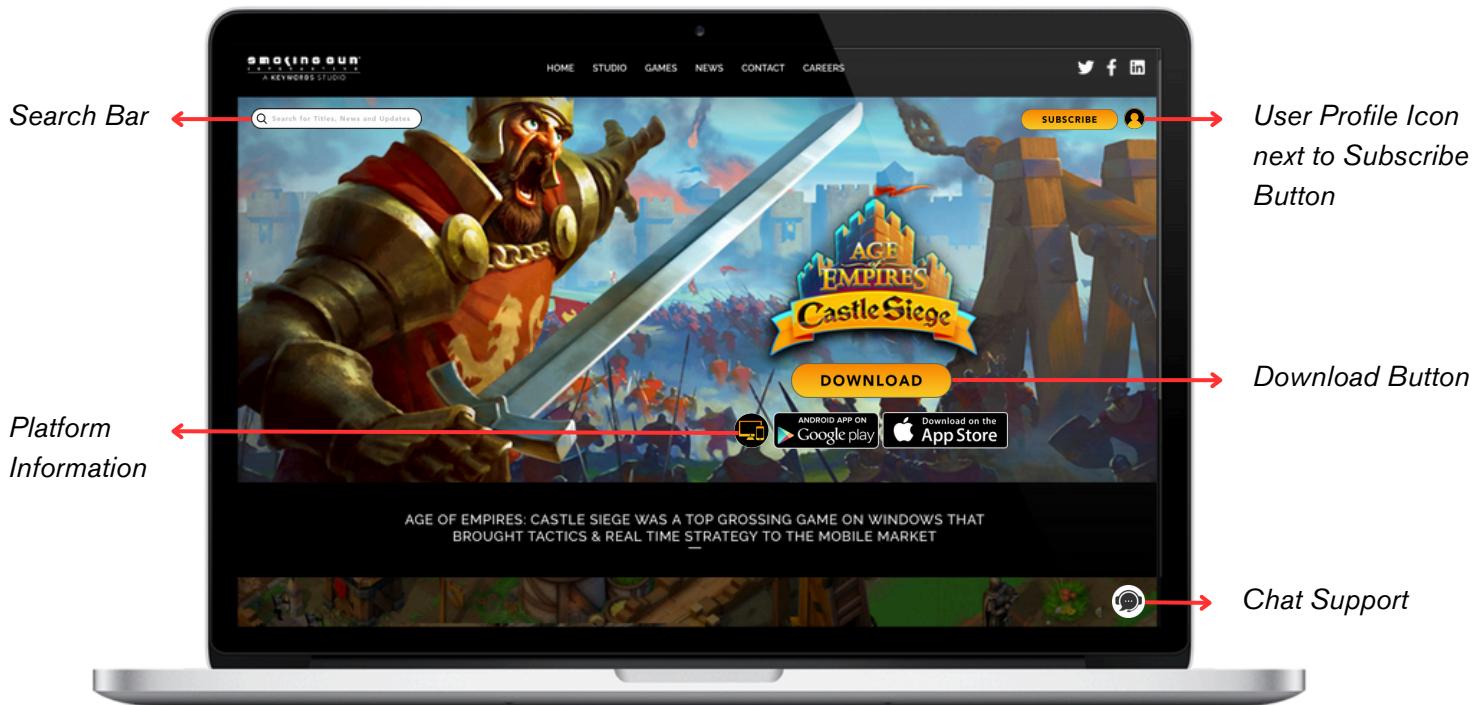
# RECOMMENDATIONS

## *Proposed Solutions*

### **Proposed changes based on PXL prioritization**

Based on the PXL framework, priority was given to implementing a CTA for downloading games from the website, considering its prominent position and ease of implementation. Adding filters for searching news, games and information will further enhance user engagement with the website.

Introducing a Subscription feature to sign-up for receiving news around games with exclusive chat support for user queries will be added for improved customer support. Some of these features are showcased in the mock-up below.



# CONCLUSION

## *Summary of Findings*

The usability test for Smoking Gun Interactive's website has provided valuable insights into the user experience, revealing several key areas for improvement. Through survey feedback and user testing, we have identified critical issues and proposed enhancements to optimize website navigation and overall user satisfaction.

Based on these findings, the following steps are recommended to enhance the Smoking Gun Interactive website:

- Design and implement the identified improvements, focusing on clear CTAs for downloads, robust search and filter features, improved signup and subscription options, and enhanced support features.
- Conduct further user testing after implementing these changes to ensure they effectively address the issues and enhance the overall user experience.
- Continuously gather user feedback to identify any new pain points or areas for improvement, maintaining a user-centric approach to website development.

By addressing these key issues and implementing the suggested improvements, Smoking Gun Interactive can significantly enhance the usability and user satisfaction of their website, leading to better engagement and a more positive experience for their users.

## **FAIR DEALING STATEMENT**

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