STAGE TWO
User Research Report

TEAM – M

Chuks Nwakanma
Brian Du
Pragya Chopra
Jase Pasay
Lougheed Wan

TA: Philmo Gu

CPSC 481 – T02
10/18/20

1. Project Description

Our project idea is designing a social networking app for the gaming community. The primary goal of this application is to allow people who play and/or have an interest in video games to connect to other players that have similar interests. A user can expect to log into our system, specify a game, provide details, and be connected with individuals who fit those categories. The application will be web based. We will connect individuals based on aspects such as what games they play, how competitive they would like to be, similar interests in other games, personality traits, etc. Our target audience is primarily individuals who either play or are interested in playing video games. Our end goal for this application is to connect more like-minded individuals in the gaming community.

Contexts in which we see this application being used are:
- Individuals looking to make friends

- Individuals looking to form or join casual/competitive teams

- Groups looking for individuals to complete a team

- Individuals simply looking to fill game lobby spots

2. Users and Stakeholders

- Gaming community:
  - This is the primary community that we will be targeting. If income was made with this application, most of it will come from these people.
  - Users must have a basic understanding of computer systems, yet we would want to make it as user friendly, such as large buttons and simple UI designs
  - These people do not need any training, however having experience with networking applications is an asset.

- Game company managers:
  - This application is tailored towards gamers and would thus interest game company managers.
  - Collaboration would help show authenticity and support.
  - These people should have extensive experience in the gaming industry and should be able to aid us with business advice and attracting users.

- Server-side developers:
  - This application requires a server to host all connections between accounts, thus it is very important to have server-side developers managing and keeping an eye on databases
  - These people should have experience in managing databases and client-server interactions. They are paramount to the functionality of the application.

- Software Developers:
  - As the UI designers we have to work closely with the software developers to create a smooth and efficient application. We have to make sure that the ideas implemented are viable in a developer standpoint
  - These people should be experienced in linking our front-end design to the back-end server side. They are important to our application as they take our designs and translate them into fully functional code that interacts with the servers

- Sponsorship companies:
  - Funding is an important part of any application, pitching to sponsorship companies is a vital part of any application design. Thus, these companies play a major role in the funding of our application
  - These people should have experience working with other businesses

3. Research Findings

<u>Survey</u> [Ask]:

Our survey asked questions based on how we thought users would use our application, it aimed to find out what was important to users during their online gaming sessions. This would allow us to get a better understanding on what our matchmaking criteria should be and which ones we should focus on extensively. We targeted people who play video games by linking our survey to gaming discord servers in hopes of getting relevant responses. Not to our surprise, most of our respondents would prefer to play video games with other people (mostly friends) but another interesting finding was that almost all people would be comfortable in playing with strangers online. Furthermore, we asked more specific questions regarding how our users tend to invite people to play video games with them. The responses varied slightly but a big group of them responded with texting as their preferred method of choice. Thus, when creating our UI, we must keep in mind the idea of having a chat function to allow users to talk to each other privately. Lastly, we tailored two questions that asked about what our users look for in groups in hopes of solidifying our understanding on how we should matchmake. The responses tend to include aspects that ranged from being "open - minded" or "relaxed" to "competitive" and "want to win". Overall, almost all of our responses had a similar attribute, and that was people in the group needed to be positive and "non-toxic". These findings will allow us to develop matchmaking such that we focus on categories such as the games they play, skill level they are at and the amount of competitiveness they would like in their games.

The surveys deployment was effective in targeting the group of clients that we were most interested in, as we deployed it within gaming discord servers. However, since the deployment of the survey was to discord servers of friends, some responses were not as serious as some peers went in and created fictional responses. If we were to do this survey again, we would deploy it to a wider range of people to get a more generalized response. We would also frame our questions to be a little shorter, as our users complained that the survey was too long or too tedious to complete.

Scenario Testing [Try]:

For Scenario Testing we created a survey (linked in appendix) proposing different scenarios related to gaming experiences and the use of our application. A part of this survey was to figure out how people felt about some of the potentially uncomfortable scenarios that they may find themselves in during online matchmaking environments. After getting participants to share their reactions to these scenarios, we prompted them with counter-scenarios where our application could solve these issues. Doing this helped us gauge how people felt about the impact and usefulness of our app. Submissions indicated that our application would solve the issues present in our proposed scenarios. Furthermore, we also proposed some scenarios aimed at casual players and some at more competitive players.

We were able to disperse this survey to people who were largely from our target audience. However, some of the submissions had questionable responses. If we were to improve on this, we would disperse this survey to a much larger group of individuals.

Competitive Product Survey [Learn]:

Using the Competitive Product Survey method, we were able to evaluate similar products and their strengths and weaknesses. Firstly, Discord is an application that is effective for pre-existing groups of friends to chat and communicate with, however, it requires an invite to add additional users. This creates difficulties for users to find servers without having contact with members in the server. FaceIt focuses on competitive play and tournaments. Teams are able to recruit individuals, and individuals are able to scout open teams. Through this, teams compete in amateur tournaments with rewards. While FaceIt is viable for competitive play, it lacks matchmaking features for casual players. Teamfinder is an application that is most similar to our project idea. It features multiple games with profile details such as skill level, country, language and age. It focuses on match making, but leaves out a way to filter casual/competitive preferences and other aspects such as gender preference, personality type, etc.

Reviewing other competitive products was largely straight forward. After creating an account, we were able to act as users and make a product assessment. We ran into trouble analyzing FaceIt and Teamfinder due to unfamiliarity with their UI and time constraints. An improvement for this method would be to test and use the products over an extended timeframe to get a better feel for the user experience.

IDEO Method Card Justification:

We decided to select methods that would help us better understand the user's needs and opinions about our proposed system. Firstly, we chose Survey/Questionnaire. By asking general and specific questions in our survey, we were able to understand the needs and expectations of potential users. This helped us gain a basic outline for our system. Using Scenario Testing we created various scenarios that could help us get the user's reaction which could further aid us in adding details to our basic outline for the system. Lastly, we made use of Competitive Product Survey to evaluate what our competition lacked so we could implement them in our application. Since there are many similar products in the market, our aim is to ensure that not only are we making our system unique but also that we add features that users truly want and need. Using these three IDEO cards helped us understand what we need to satisfy our users and create a unique product.

4. User Task Descriptions

| Must be Included	Important	Could be Included
Browse categories of games • The user can browse through a selection of games to find ones they're interested in	*Player profile page* Will allow users to customize their public profile page: • Region • Language • Game interests • Achievements	*Game recommendations* • Users can access a list of game recommendations based on their games played history
Chat and/or voice communication • An in-app chat or voice system that allows users to communicate with one another	*Report system* • Allows users to send reports • Prevents toxic and/or disrespectful behavior	
	Browse team details: • Users can access a details page about the players within their group	

Appendix

Survey/Questionnaire:

Survey link:
https://forms.gle/ERTtjxJvFZ2GCjfs9

Raw Survey Data:
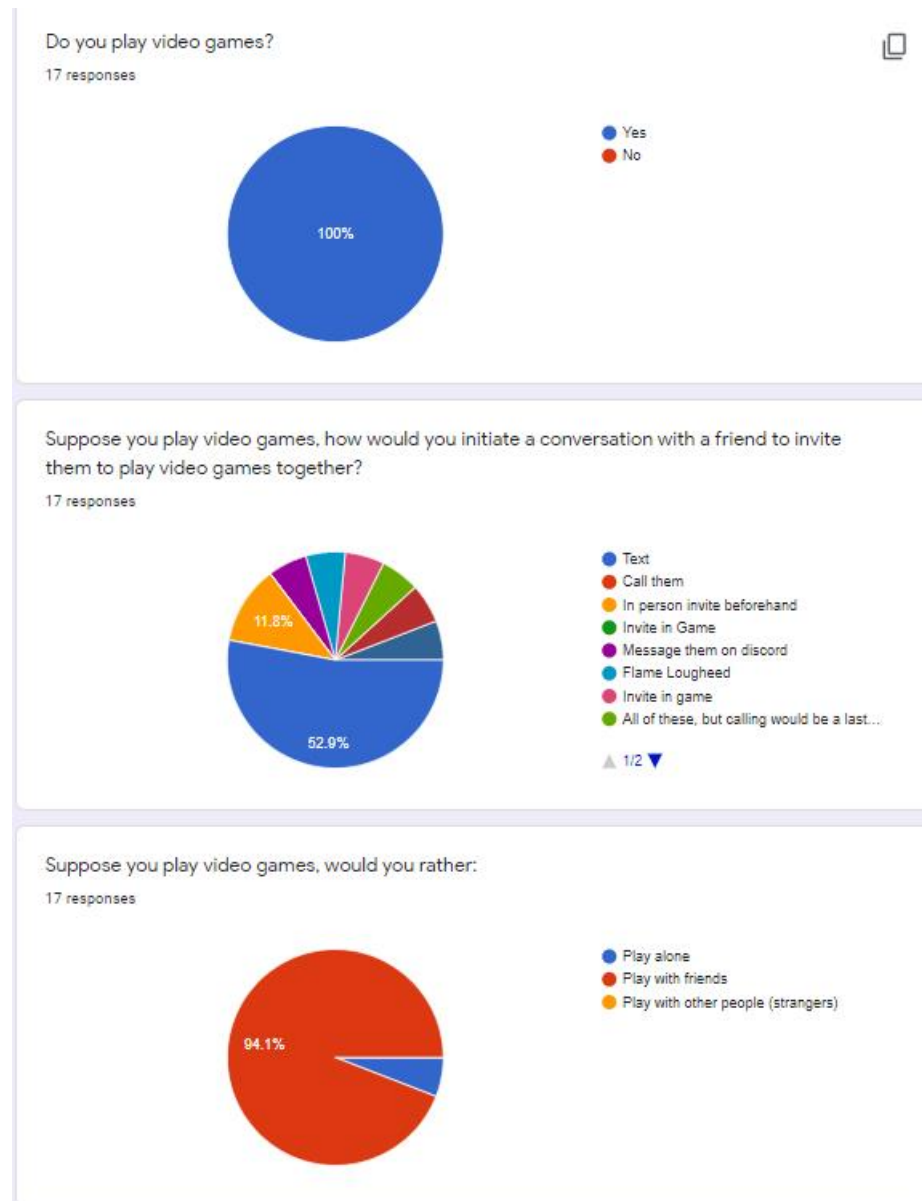
Suppose you are playing video games with people, describe a 10/10 "most ideal" group of people you like to play with (ie. personalities, traits etc)

17 responses

chill, no flame, just having a good time

Vibes

Fun when we're trolling. Serious when we actually want to try.

people that don't get tilted easily

At most 4 people total with people of similar interests

Insensitive, jokesters, light-hearted, trolls

Lougheed

Kind, skilled and positive

1. Someone who is good and dependable, could probably carry the game and isn't an ass about it
2. Someone who overreacts to things ironically and is super funny, not like they're inting or anything

Suppose you play video games, would you be comfortable meeting new people online to play video games with?

17 responses

- yes
- no

11.8%

88.2%
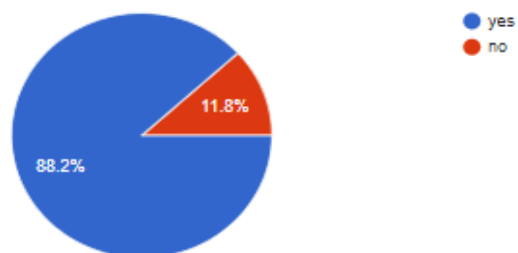
If there was an app in the market that is described as "Group Matchmaking" what would be 3 most important attributes of that application:

16 responses

Lougheed

Real people, security and good matchmaking

What do you mean by attributes? Here's my answer based on my interpretation of the question:

1. Good matching
2. Informative ways to display information about users, e.g not just pictures and a two-sentence biography

Needs to have a gamer bio aka what games do they play (maybe with some stats on their progress in the game, kills, level, etc.), Needs to contain real people that want to play and not other fishy stuff, should have a way to find people by game name / type (ex: all players that like brawlhalla, etc./ strategy game, FPS, etc.)

Trust Factor (for cheating and for toxicity), Skill level in the game, maybe like positions in a game (if there are any)

Compatibility Easy to Use Quick

If you do play video games: what games do you play?

16 responses

depends but league, valorant and maplestory is most played

League (unfortunately), Valorant, Deep Rock, Siege, Walking Dead, Among Us

valorant, league, raft, genshin impact

Apex Legends, League of Legends, Genshin Impact, Valorant, Beat Saber

CSGO, LoL, Starcraft

Lougheed
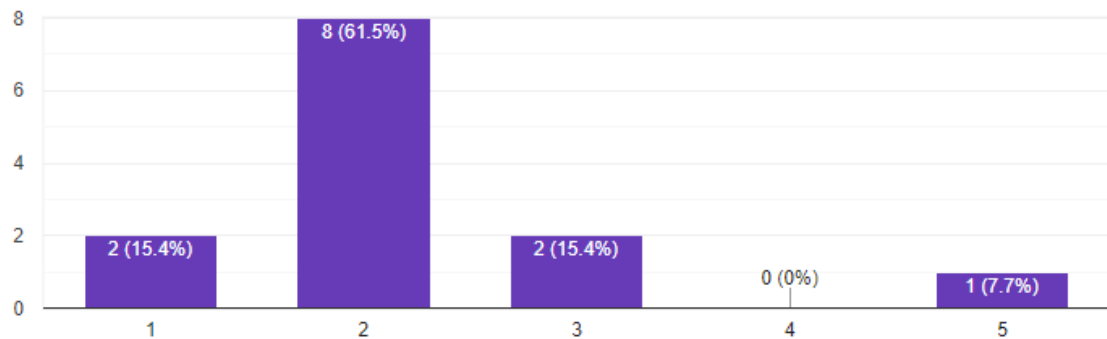
League of Legends, Minecraft, Terraria

League of legends

Scenario Testing:

Scale used: 1 (Very Upset), 5 (Unbothered)

If you found yourself losing in a competitive situation and one of your teammates started being toxic (i.e. throwing, verbal, quitting) how upset would you likely be?
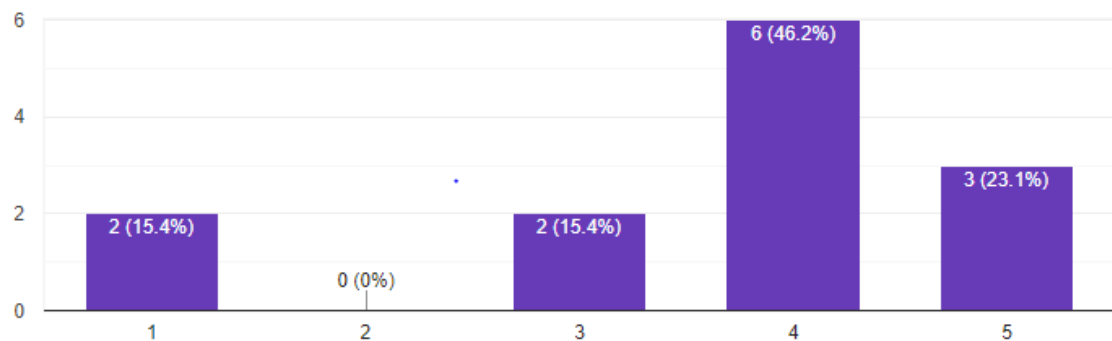
13 responses

Value	Count
1	2 (15.4%)
2	8 (61.5%)
3	2 (15.4%)
4	0 (0%)
5	1 (7.7%)

Scale used: 1 (Very Upset), 5 (Unbothered)

If you found yourself losing in a casual situation and one of your teammates started being toxic (i.e. throwing, verbal, quitting) how upset would you likely be?

13 responses

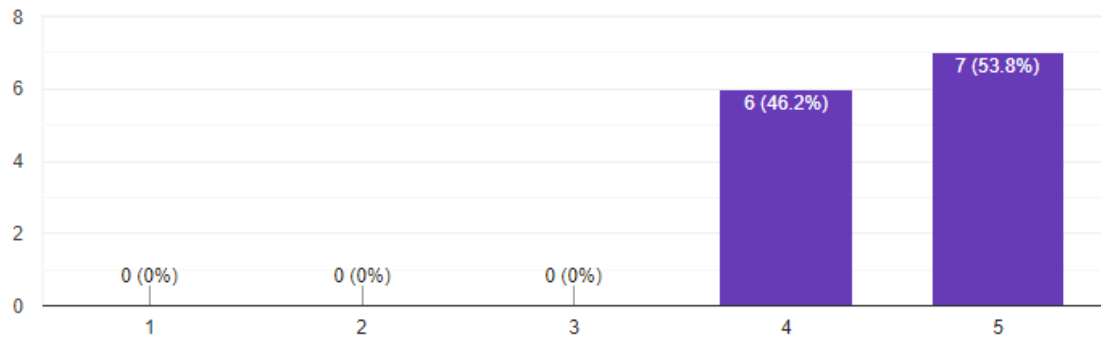| Value	Count
1	2 (15.4%)
2	0 (0%)
3	2 (15.4%)
4	6 (46.2%)
5	3 (23.1%)

Scale used: 1 (Very Unlikely), 5 (Very Likely)

If there existed a tool to drastically reduce the chance of either scenarios (1) or (2) from happening how likely would you be to use it?
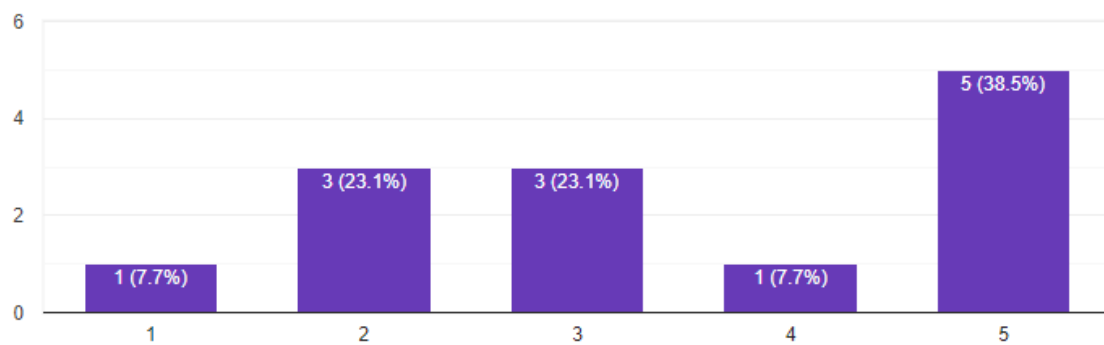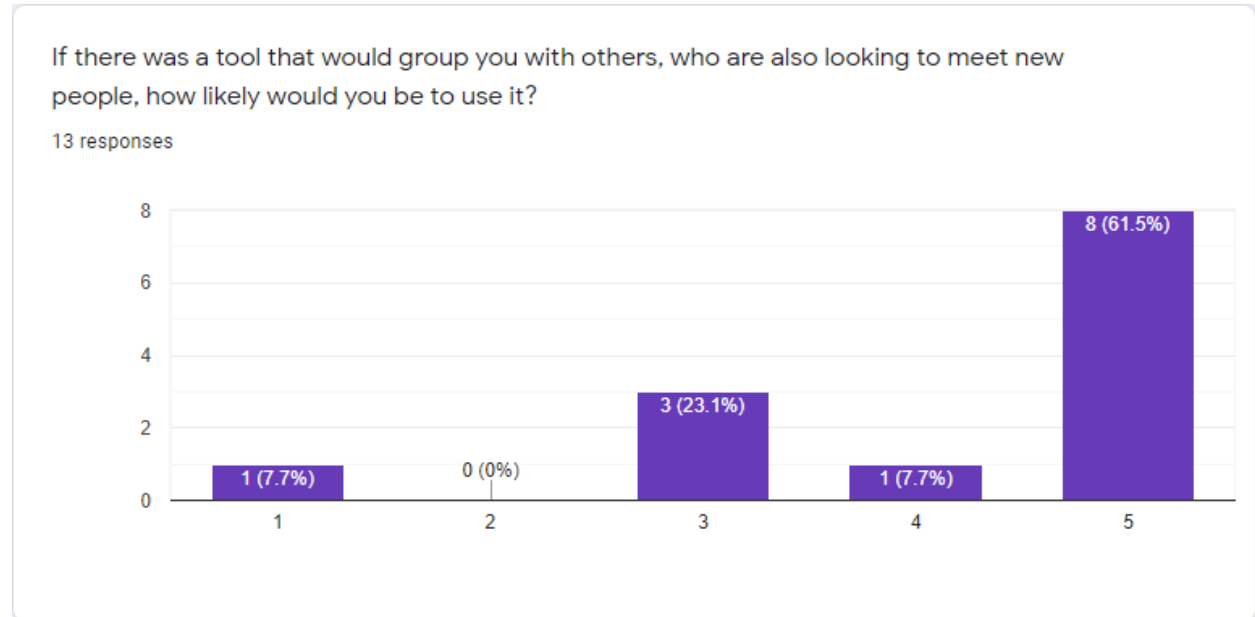
13 responses

Scale used: 1 (Very Unlikely), 5 (Very Likely)

If you found yourself looking to meet new people on a video game how likely would you be to reach out to people in game or voice chat?
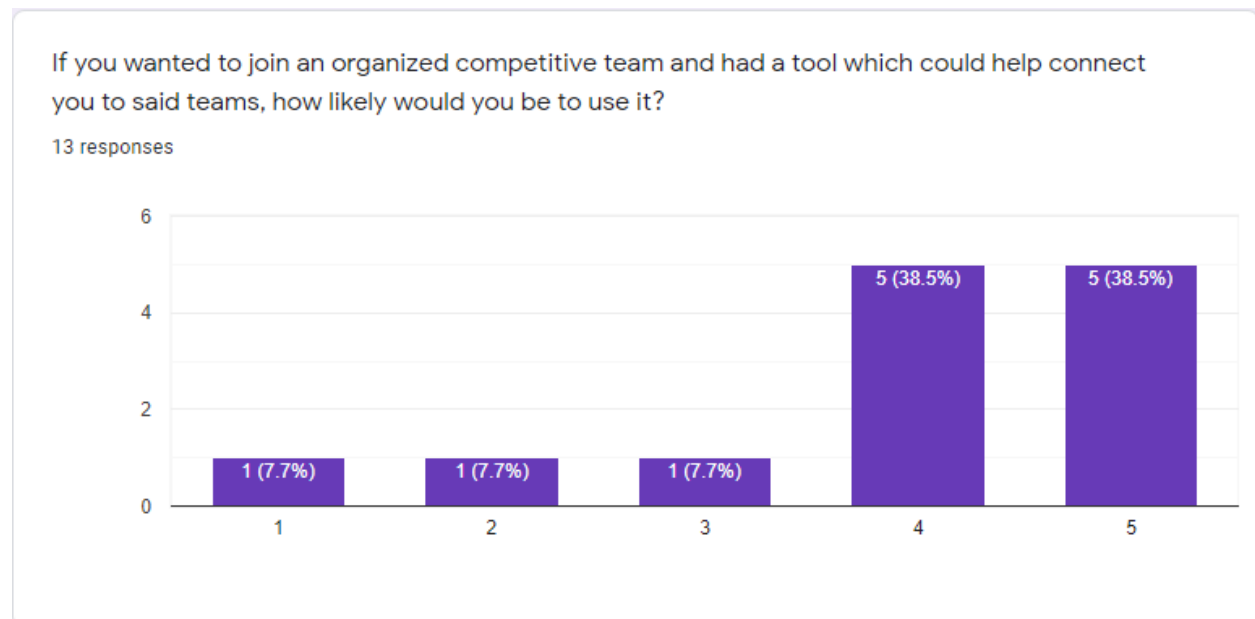
13 responses

Scale used: 1 (Very Unlikely), 5 (Very Likely)

If there was a tool that would group you with others, who are also looking to meet new people, how likely would you be to use it?

13 responses

Scale used: 1 (Very Unlikely), 5 (Very Likely)

If you wanted to join an organized competitive team and had a tool which could help connect you to said teams, how likely would you be to use it?

13 responses

Scale used: 1 (Very Unlikely), 5 (Very Likely)

If you wanted to fill a private lobby but did not have enough friends online to do so, how likely would it be for you to invite random players?

13 responses
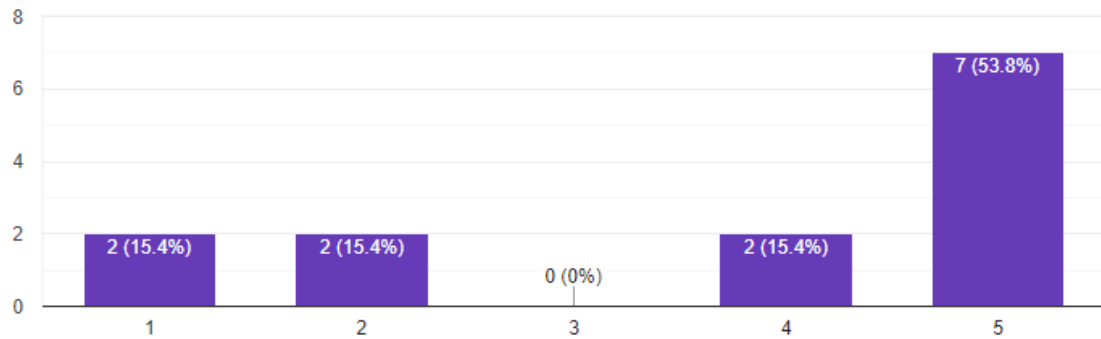
Competitive Product Survey:

Discord:

Discord is an invite-only application that hosts servers where people can come together to voice chat and communicate with one another. Users are able to generate invite links to send to their friends that allow them to join servers. Within servers, groups are able to chat through text channels and voice channels. Among its numerous uses such as education, business and clubs, it's also often used for gaming groups. Friends can join voice chats, stream and share games that they are playing with each other. The application takes up minimal cpu and memory allowing it to be active in the background without affecting game performance. While it is a great tool to gather groups of friends to play games, it requires personal invites and can be difficult to get into without having an existing network of friends. A potential challenge for someone who is looking for friends to play a game with is that they would need to go through the difficulty of searching for servers or people who could grant them access.

FaceIt:

Faceit is a great way for competitive players to join amature tournaments of a variety of games such as CSGO, LoL, and Dota 2. Through the faceit application, users are able to create fully automated tournaments for players to compete in and win prizes. There is support for finding teams or advertising yourself, but it is only for play within Faceit tournaments. Users must connect their game account to faceit to authenticate profiles and to display skill levels.

Teamfinder:

Teamfinder is an application to find teammates or a team to play with. Users can advertise themselves and list their rank, country, language spoken, role within the game and other specifications. Teams are also able to display available roles, and specify age restrictions. This provides a good way for users to connect with teams of a similar rank to create a team that has diverse roles. Teamfinder does lack the ability to differentiate between casual and competitive players as well as other filters such as gender.