

Level up

Michal Tabiš

Project overview



The product:

Level UP is gaming platform designed to empower gamers with access to the latest game releases, a community space, and communication between gamers.



Project duration:

October 2023 - November 2023



Project overview



The problem:

Gamers often lack a centralised platform to provide reliable information, customer reviews and seamless purchasing of the latest game titles.



The goal:

Creating an app and e-shop that offers a wide selection of new games but also provides a user-friendly interface for discovering, exploring and purchasing new releases. The app should prioritise user engagement, community building and a seamless customer experience, with the ultimate goal of improving the overall user gaming experience

Project overview



My role: Lead UX designer



Responsibilities: User research,
wireframing, prototyping,

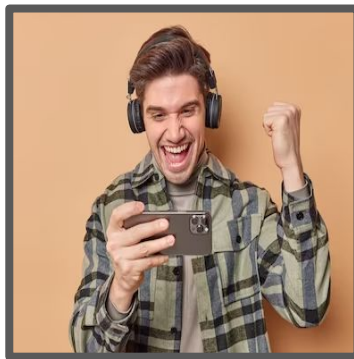
Understanding the user

- Personas
- Problem statements
- User journey maps

Persona: Chris

Problem statement:

Chris is a casual gamer who needs a reliable and efficient way to find new video game releases that align with his preferred genres and offer a combination of engaging gameplay and an immersive storyline. He also seeks access to customer reviews and ratings to make informed purchasing decisions.



Chris Thompson

Age: 27

Education: Secondary school

Hometown: Bratislava

Family: Single

Occupation: Marketing Assistant

"I may not have a lot of time for gaming, but when I do play, I want a game that pulls me into its world and offers an unforgettable experience."

Goals

- Find new game releases that align with his preferred genres.
- Discover games with engaging storylines and immersive gameplay.
- Access customer reviews and ratings to inform his purchasing decisions.
- Stay up-to-date with the latest gaming news and industry trends.

Frustrations

- Difficulty in finding games that offer a combination of engaging gameplay and storyline.
- Limited time for gaming due to work commitments.
- Overwhelmed by the abundance of game options and lack of reliable recommendations.

Chris is a young professional who enjoys playing video games in his spare time. He primarily plays on consoles and owns a PlayStation 5. He typically plays games on weekends and occasionally in the evenings after work. Chris enjoys a variety of game genres, including action-adventure, sports, and first-person shooters. He is not overly competitive and values games that offer an engaging storyline and immersive gameplay experience. Chris also enjoys browsing gaming websites and watching game reviews to stay updated on the latest releases and industry news.

User research: pain points

1

Limited Game Selection

Users may find it frustrating when a gaming app has a limited selection of games, leaving them with few options to choose from.

2

Complicated Navigation

A website that lacks intuitive navigation or has a complex user interface can confuse users and make it difficult for them to find the products they are looking for.

3

Limited Product Information

If essential product details, such as specifications, pricing, or availability, are not clearly presented, users may become frustrated and abandon their purchase.

4

Lack of Personalized Recommendations

Users may feel overwhelmed when an e-commerce website does not provide personalized product recommendations, making it harder to discover items that align with their preferences.

User journey map

[Your notes about goals and thought process]

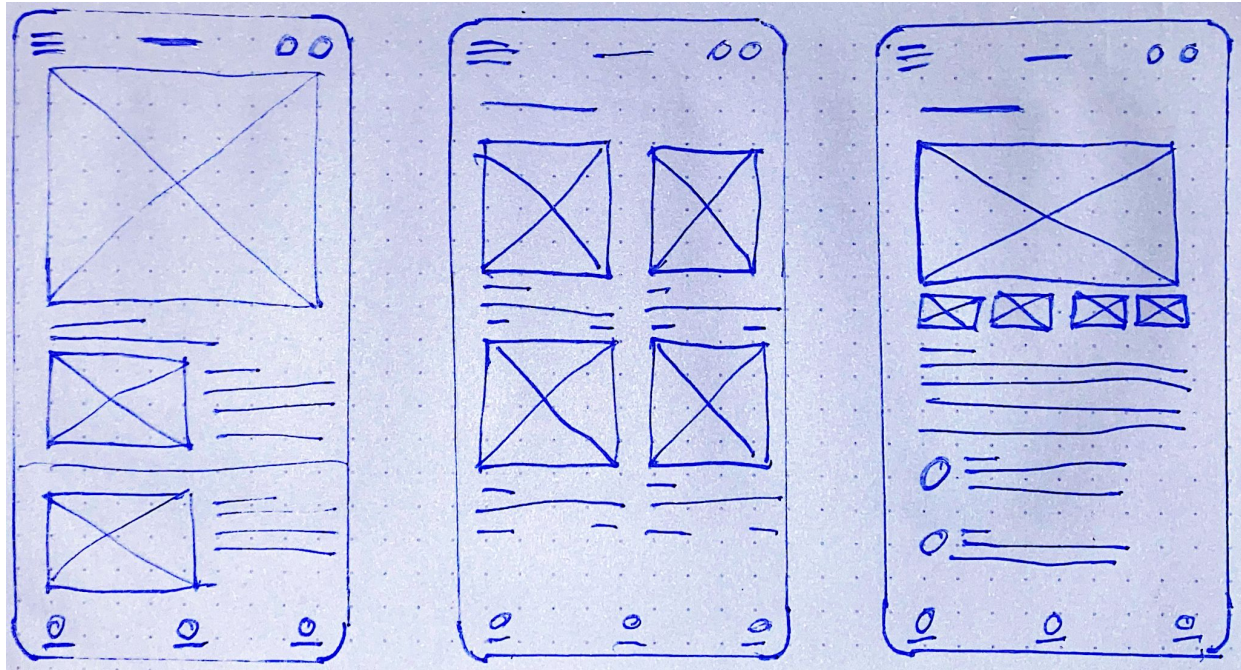
Persona: Chris

Goal: A reliable and efficient eshop for discovering new video games that fit your favourite genres while offering engaging gameplay and a compelling story.

ACTION	Discovery	Homepage	Game Categories	Game Details	Making a Purchase Decision	Gaming News and Industry Trends
TASK LIST	Tasks A. Find a new website B. Decide to visit the gaming website	Tasks A. Find a specific game B. Explore recommended or popular games	Tasks A. Explores different game categories B. Use the search feature to find specific genres	Tasks A. Clicks on game thumbnails to access detailed information B. Read game descriptions C. Read customer reviews and ratings	Tasks A. Proceeds to checkout to make a purchase B. Complete the checkout process smoothly	Tasks A. Browsing gaming news and industry trends
FEELING ADJECTIVE	<ul style="list-style-type: none">Excited	<ul style="list-style-type: none">LostHopeful	<ul style="list-style-type: none">Curious	<ul style="list-style-type: none">Informed	<ul style="list-style-type: none">Satisfied	<ul style="list-style-type: none">ExcitedReassured
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">Better wayfinding	<ul style="list-style-type: none">Improve the discoverability of new game releases	<ul style="list-style-type: none">Enhance the visibility and accessibility of game descriptions	<ul style="list-style-type: none">Ensure that customer reviews and ratings are prominently displayed	<ul style="list-style-type: none">Streamline the checkout process	<ul style="list-style-type: none">Seamless way to access gaming news and industry updates

Paper wireframes

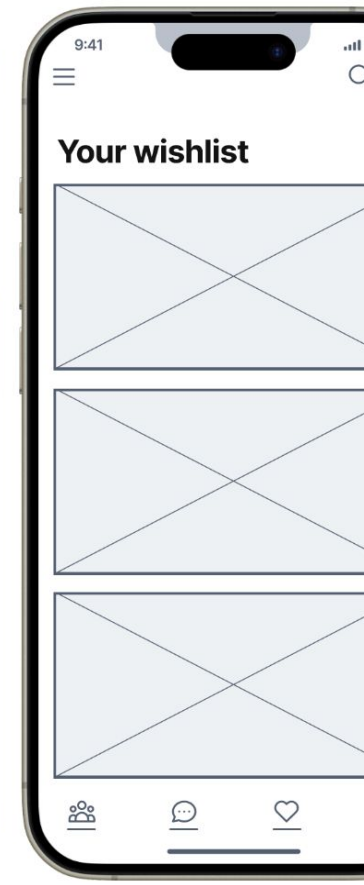
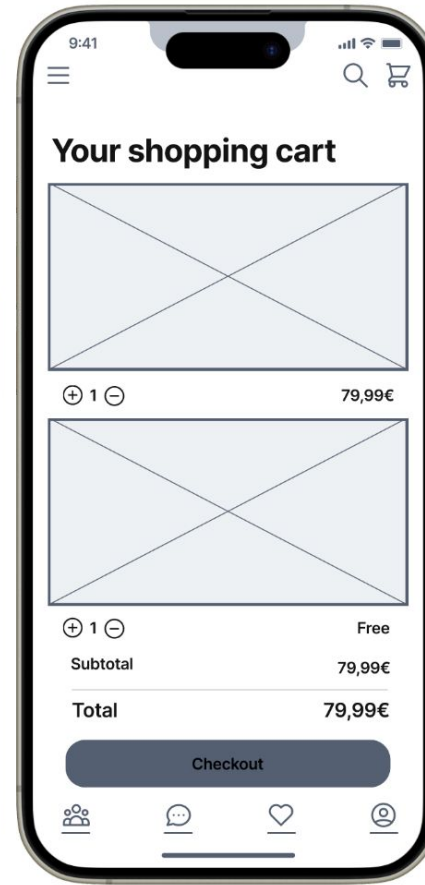
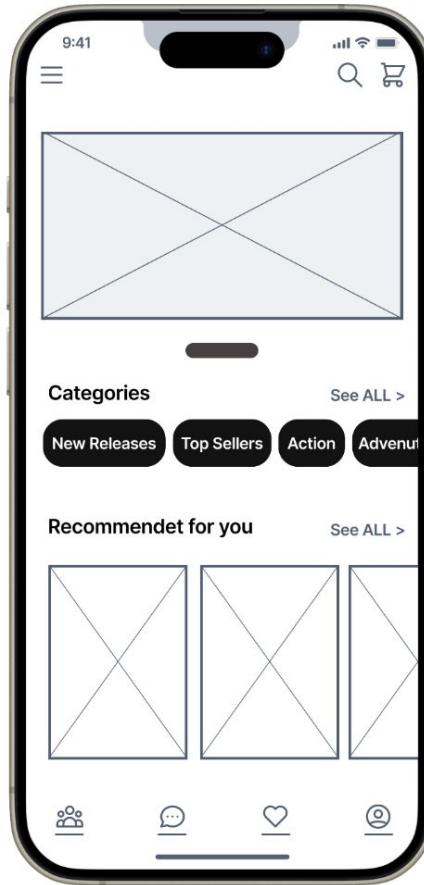
Paper wireframe includes
home page, product page
and product list



Digital wireframes

Users will see new game releases here

Recommendations based on previous views



Low-fidelity prototype

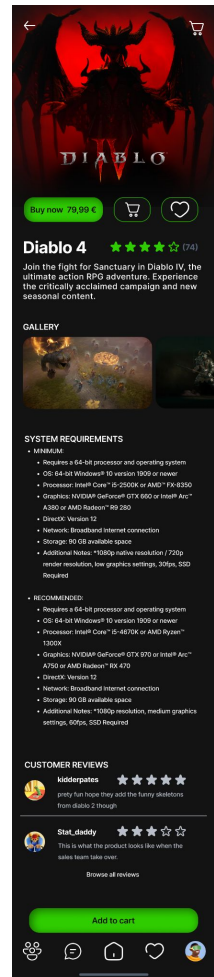
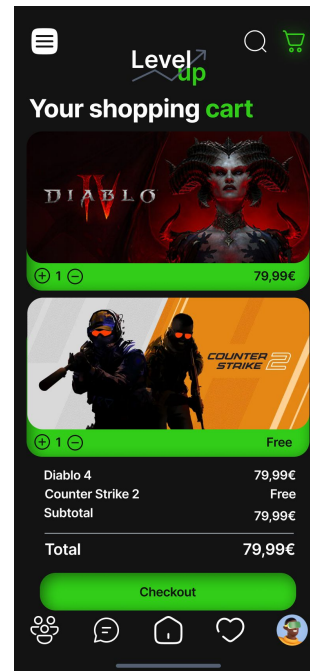
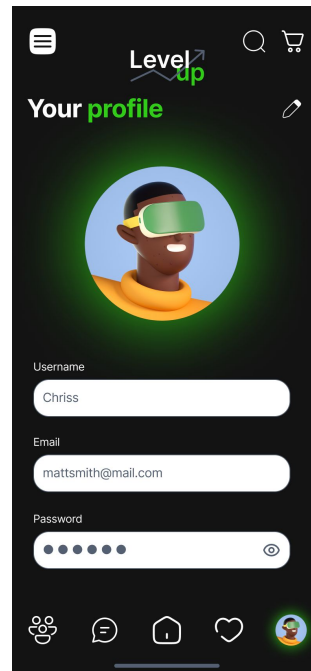
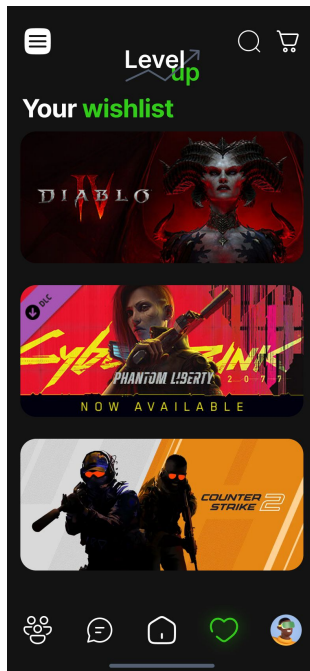
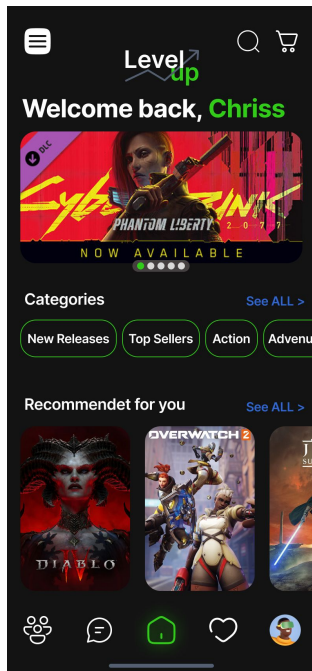
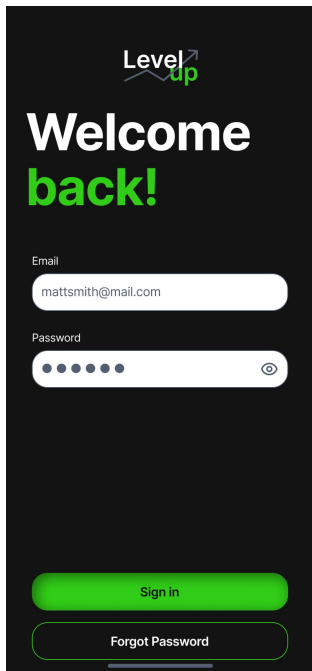
The user flow for the gaming app begins with the login or registration process, allowing users to create or access their accounts. After authentication, users are directed to the homepage where they can browse recently released games or view recommended titles. They have the option to add games to their wishlist, modify profile information, and proceed to the cart to complete purchases, thereby culminating their interaction with the application.



Refining the design

- High-fidelity prototype

Mockups



High-fidelity
prototype



Going forward

- Takeaways
- Next steps

Takeaways



What I learned:

I learned how to use call to action, prototyping, mock-up creation, as well as low-fidelity prototype and high-fidelity prototype.