

Game publish Website for a personal portfolio

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Project overview



The product:

The product is a portfolio website where people can showcase and publish their built games.



Project duration:

I started working on the project April 26-April 27.

Project overview



The problem:

The problem I'm trying to solve is mainly for indie developers, having trouble showcasing their games. This website is an addition to the game portfolio app, which does not have a publish feature.



The goal:

To bring a medium for indie developers to showcase and publish their work.

Project overview



My role:

UX Designer, UX researcher, UX writer.



Responsibilities:

Conduct Usability Studies, build wireframes/prototypes, and do some Synthesis.

Understanding the user

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

User research: summary



I conducted interviews via discord and instant messaging. I focused on into the gaming industry professionals to ask them about their experience on their own portfolio and to see what their opinions were.

The group did not confirm assumptions, as I got ore in depth information about the user base, as users had problems with the user side of the product which included analytics and payment methods.

User research: pain points

1

Payment Method

Game platform payment methods are very confusing for game developers.

2

Analytics

Display of analytics is not as clear as wanted to be.

Persona: Eric

Problem statement:

Eric is a game developer who needs a portfolio platform because he wants to publish his games and get paid for them.



Eric

Age: 30

Education: BS Human-Computer Interaction.

Hometown: Los Angeles, CA

Family: Single

Occupation: Game Developer

"I love building games"

Goals

- Builds games
- Hopes to showcase his games in a good platform.

Frustrations

- Needs a platform with good analytics.
- Needs a platform with good payment methods.

Eric loves playing PC games often, once or twice every few days. He plays because it is an interactive medium, and to have fun. Although he plays games, he builds more games than he pays.

User journey map

the goal of the whole process was to upload his game and make money efficiently.

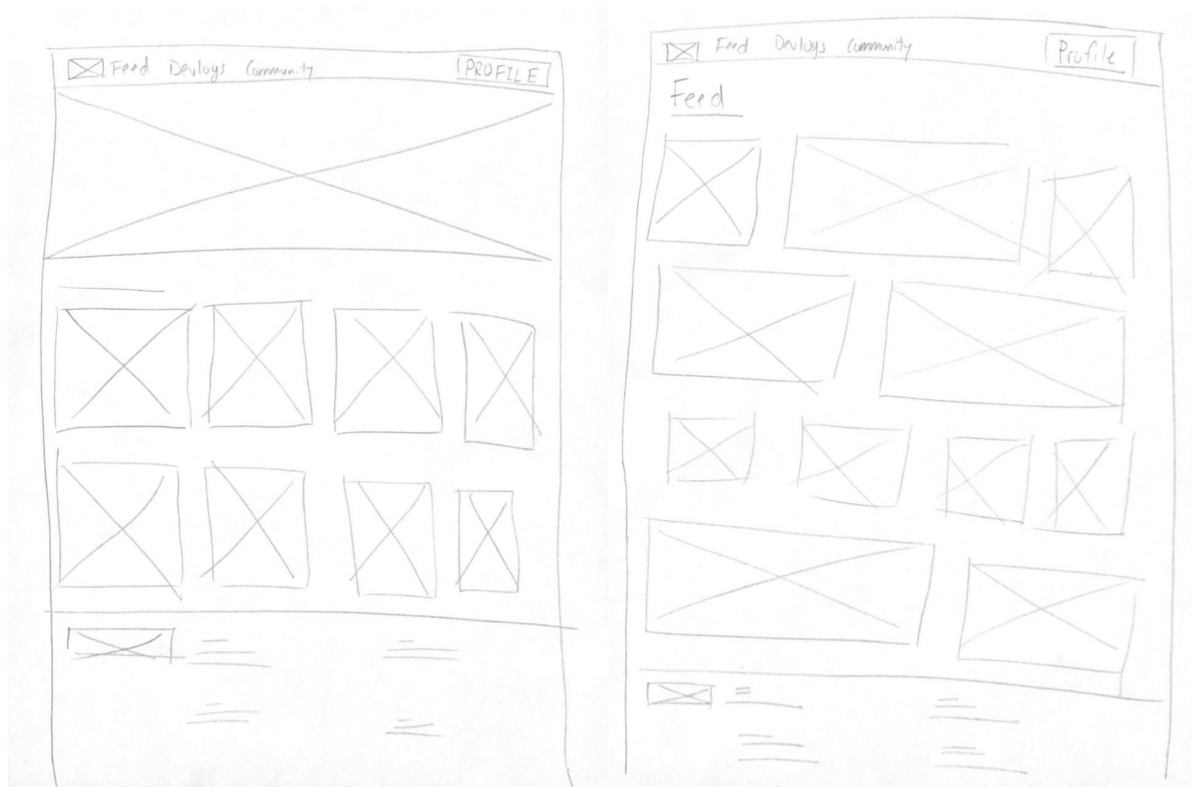
Persona: Eric

Goal: get his game published and make money.

| ACTION | Build Game | Download and Open platform app | Make account and enter account details | Upload game and submit game details | Accept payment |
|---------------------------|---|--|---|--|--|
| TASK LIST | Tasks A. use unity or unreal to build PC/mobile games B. export game | Tasks A. Open mobile app store. B. Find app in app store. C. Download app | Tasks A. Open App. B. make an account to upload your game in. C. Enter account details like name, age, email, and payment details. | Tasks A. upload game B. enter game details like name, platform, and price. | Tasks A. set payment for people who want to download the game from profile. B. Get Paid. |
| FEELING ADJECTIVE | - Enjoyment of building the game. - tired because building the game takes time and effort. | Frustrated of trying to find the app. | Bored of enter the same details through various platforms | Tired, bored of waiting for the game to upload | Enjoyment and anticipation for people to buy his/her game. |
| IMPROVEMENT OPPORTUNITIES | Can work differently to build different types of games. | Make the app more available to the gaming community. | Make the onboarding process more easier and simple. | Make the game uploading process more simple with less questions to answer. | Make the payment accepting walkthrough faster and more accessible. |

Paper wireframes

Goals of creating the paper wireframes was to find ways to showcase the front page, highlighting different posted games by users.



Digital wireframes

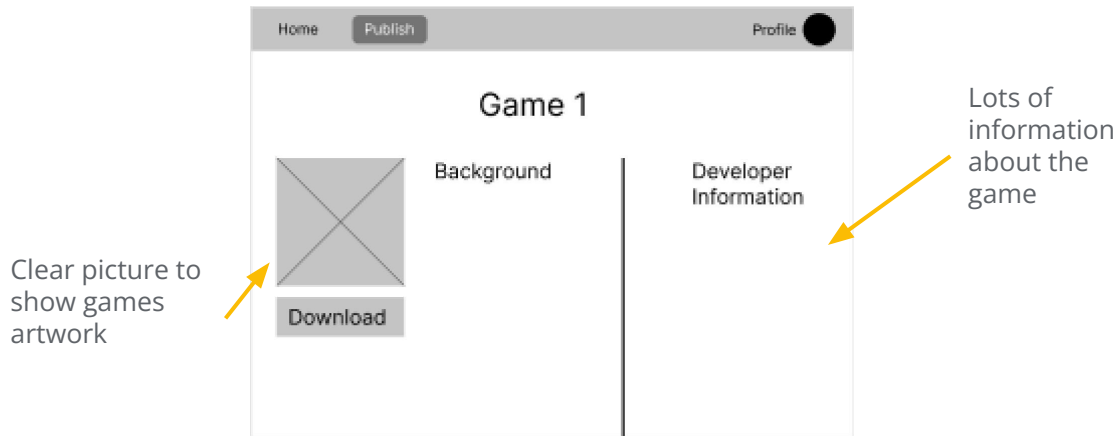
The idea behind this type of layout was to have enough space for each game to showcase its originality.



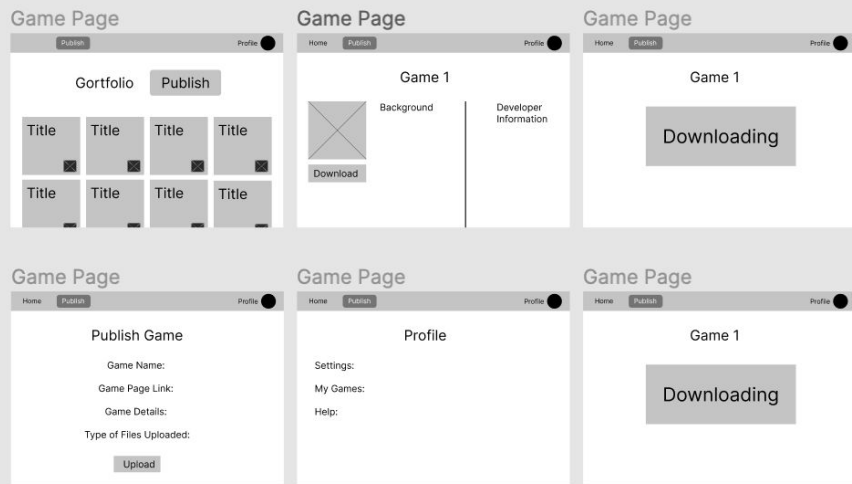
Big and Bold
Publish button
to show
websites main
function

Digital wireframes

Goals of the app was to primarily provide a platform for people to publish the indie games.



A Full lo-fi prototype of how the gaming portfolio is going to be.

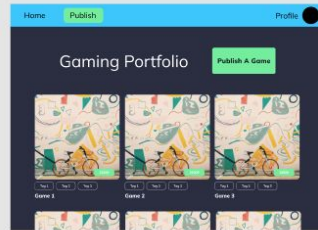


Refining the design

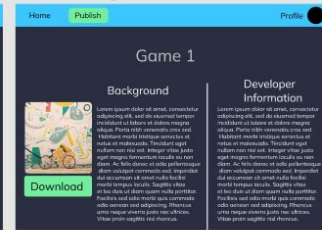
- Mockups
- High-fidelity prototype
- Accessibility

High-fidelity prototype

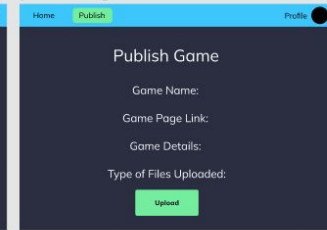
Home



Game Page



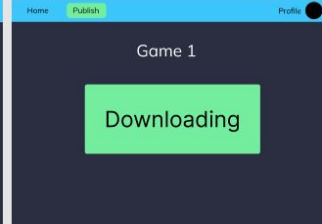
publish game



profile page



downloading page



uploaded page



Accessibility considerations

1

Made the colors dark and blue similar to the gaming industry standards

2

Allowed for many types of indie developer teams, including single and groups of developer.

3

Made buttons clean and bright for people to see.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

I hope the impact of the designs are to bring more attention to indie games, and allow indie developers to showcase their games.



What I learned:

I learned more about the indie game community, and the game community in general.

Next steps

1

Include more features like statistics because many of competitors have that feature

2

Bring the app to the gaming community and get more feedback to see its market fit.

Let's connect!



Contact me via email.

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