



The usability testing results

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Introduction



What is Steam?

The **largest**
Digital video game
distribution platform

Where users can:

- **Purchase**
- **Collect**
- **Share**



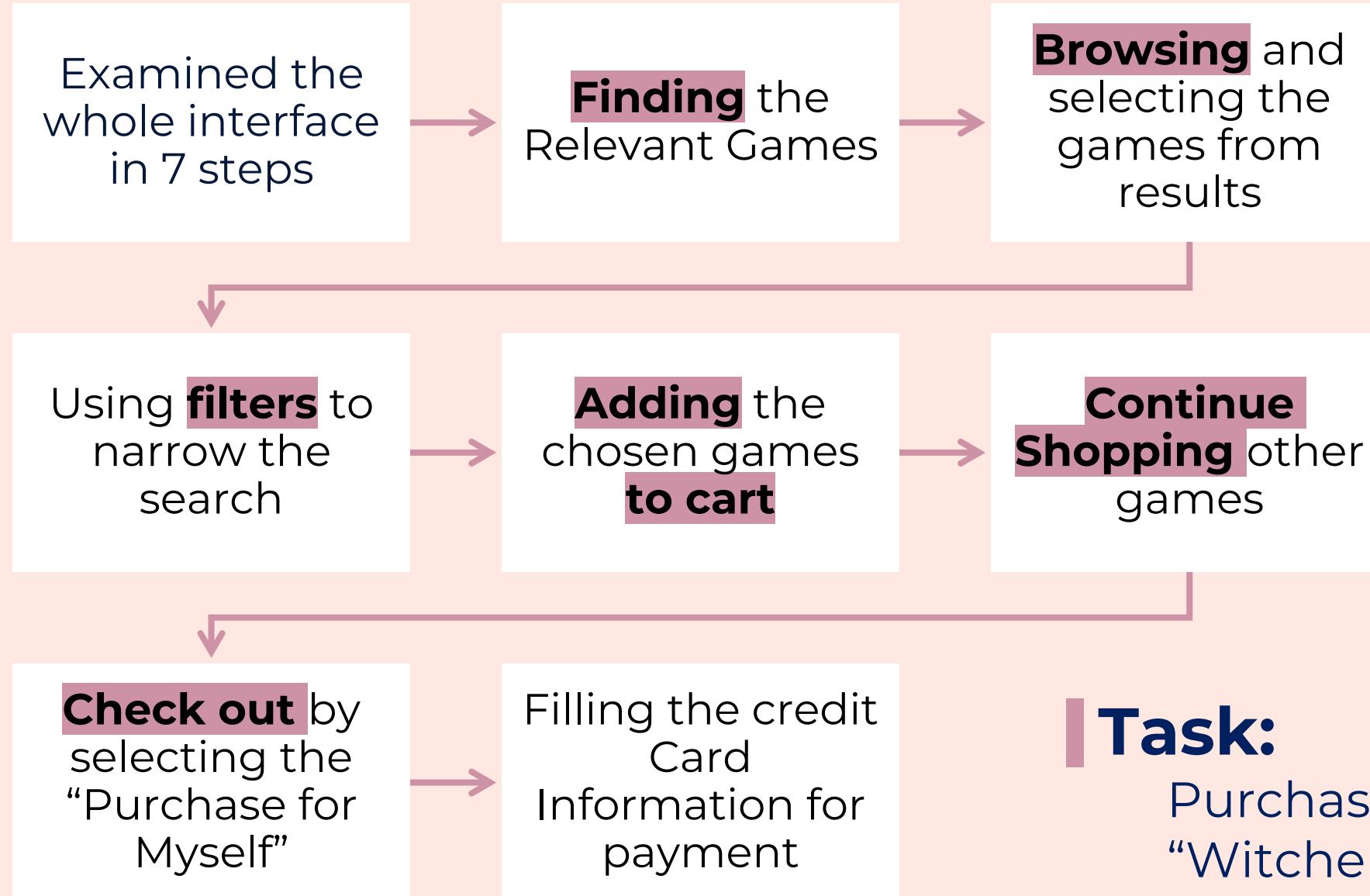
Introduction

To evaluate the effectiveness of Steam!

- Research Q1: Store accommodation of different search needs
- Research Q2: Efficiency of adding multiple games to cart
- Research Q3: User friendliness of Personal Library customization



Cognitive Walkthrough



| Task:

Purchase all games in the "Witcher" Franchise



Cognitive walkthrough

All Products > Your Shopping Cart

YOUR SHOPPING CART

YOUR ITEM'S BEEN ADDED!



The Witcher 2: Assassins of Kings Enhanced Edition

Estimated total¹

Is this a purchase for yourself or is it a gift? Select one to continue to checkout.

Purchase for myself

1 Sales tax will be calculated during checkout where applicable

Continue Shopping

Your Store ▾ Browse ▾ Points Shop News Steam Labs search

New Search Features! Brought to you by Steam Labs.

"the witcher" ×

the witcher

Search Sort by Relevance

15,142 results match your search. 193 titles (including [The Witcher 3: Wild Hunt - Skellige Armor Set](#)) have been excluded based on your preferences.

Spec

Narrow by

Indie

Adv

Acti

Cas

Sing

	The Witcher® 3: Wild Hunt	18 May, 2015		CDN\$ 55.99
	GWENT: The Witcher Card Game	19 May, 2020		Free To Play
	The Witcher 2: Assassins of Kings Enhanced Ed...	16 Apr, 2012		CDN\$ 21.99
	The Elder Scrolls® Online	22 May, 2017		CDN\$ 24.99
	The Witcher 3: Wild Hunt - Game of the Year E...	30 Aug, 2016		CDN\$ 69.99



The most frequently violated:

H2-4:

Consistency and Standards

H2-8:

Aesthetic and minimalistic design



Usability Test





Methodology

Design

- **Within-subject**
- All participants will be completing the same three tasks

Location

- **Semi-Controlled** environment (Participant's place of residence)
- Monitored via **Zoom**
- Primary moderator physically present **onsite** with participant



Methodology

Overview of Participants

	P#1	P#2	P#3
Age	22	31	26
Gender	Male	Male	Female
Occupation	Student	Developer	Digital Marketer
ICT Competence	Expert	Intermediate	Expert
Plays computer games?	Daily	Few times a month	Few times a year
How frequently Used Steam?	Yes, frequent user	No	No



Methodology

Tasks

1. Search for games in the Steam Store

- A. Searching for a specific
- B. Searching for any non-specified game

2. Selecting multiple (2-3) games and adding them to the cart

3. Creating a Game Collection in the library

The screenshot shows the Steam Store's search and browse interface. At the top right, there are links for 'Your Store', 'Browse' (which is highlighted with a red box), 'Points Shop', 'News', and 'Steam Labs'. Below the 'Browse' link is a search bar with the placeholder 'search the store' and a magnifying glass icon. The main area displays a grid of categories: Free to Play, Early Access, Demos, Controller Friendly, For PC Cafés, Remote Play, Virtual Reality, VR Games & Experiences, VR Hardware, Platforms, Mac OS X, SteamOS + Linux, Game Genres (Action, Adventure, Casual, Indie, Massively Multiplayer, Racing, RPG, Simulation, Sports, Strategy), Software (Animation & Modeling, Audio Production, Design & Illustration, Education, Game Development, Photo Editing, Utilities, Video Production, Web Publishing), and More Popular Tags... On the right side, there's a decorative image of a forest.

The screenshot shows the Steam Shopping Cart page. At the top, it says 'YOUR SHOPPING CART' and 'YOUR ITEM'S BEEN ADDED!' with an image of 'Crusader Kings III'. To the right, it shows the total cost 'CDNS \$ 45.59' and payment method icons. Below that, it asks 'Is this a purchase for yourself or is it a gift? Select one to continue to checkout.' with two buttons: 'Purchase for myself' and 'Purchase as a gift'. A note at the bottom left says '1 Sales tax will be calculated during checkout where applicable'. At the bottom right, there are buttons for 'Remove all items' and 'Continue Shopping' (which is highlighted with a red box).

The screenshot shows the Steam Library interface. At the top, it has links for 'STORE', 'LIBRARY' (which is highlighted with a red box), 'COMMUNITY', and 'HARUKA'. The 'LIBRARY' section shows a sidebar with 'GAMES' and a list of recent purchases. In the main area, there are sections for 'WHAT'S NEW' (including Thanksgiving 2020 Sale), 'RECENT GAMES' (with a button '(+) ADD SHELF' highlighted with a red box), and 'ALL GAMES' (sorted by alphabetical order). The library is filled with various game icons.



Measures

Quantitative

- Task Success (e.g. Yes/No)
- Total clicks (e.g. # of clicks)
- User Path (e.g. Click Path)
- Completion Time (E.g. Minutes)
- Subjective Rating (Likert Scale)

Qualitative

- Mouse Movement (Descriptive)
- Verbal Comments (Transcript)
- Most Liked (Transcript)
- Least Liked (Transcript)



Methodology

Procedure

Introduce

Pre-test

Task

Post-test



Results





Results – Quantitative Data

Completion time & total click & error & Likert scale (1-5) on Effectiveness and Ease of Use

* 1 being negative and 5 being positive

	C/time	Total click	Error	E	EoU
Benchmark (1-a)	Less than 1 m	3	0	-	-
P#1	17s	3	0	4	4
P#2	40s	3	0	5	5
P#3	14s	2	0	3	4
Benchmark (1-b)	Less than 3 mins	7	0	-	-
P#1	2.3 mins	9	2	4	4
P#2	2.4 mins	19	3	5	5
P#3	2.22 mins	6	2	3	4



Results – Quantitative Data

Completion time & total click & error & Likert scale (1-5) on Effectiveness and Ease of Use

* 1 being negative and 5 being positive

	C/time	Total click	Error	E	EoU
Benchmark (2)	Less than 2 mins	9	0	-	-
P#1	1.49 mins	9	0	5	4
P#2	1.4 mins	15	0	5	5
P#3	1.17 mins	12	0	2	1
Benchmark (3)	Less than 3 mins	10	0	-	-
P#1	1.38 mins	16	2	5	5
P#2	2.3 mins	14	1	5	5
P#3	2.5 mins	24	3	4	4

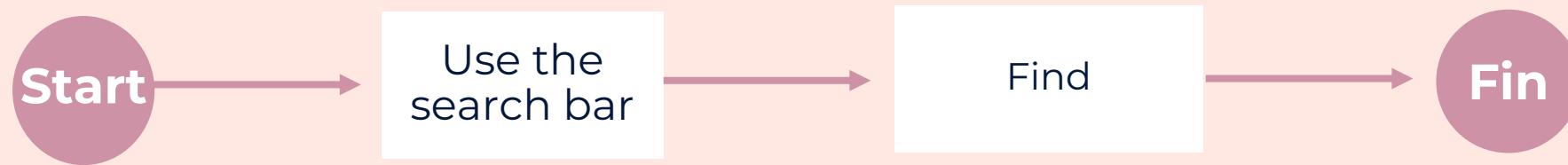


Results – Quantitative Data – User Path

→ All Participants

Task1-a:

Search for a **specific game** “Dragon Inquisition”



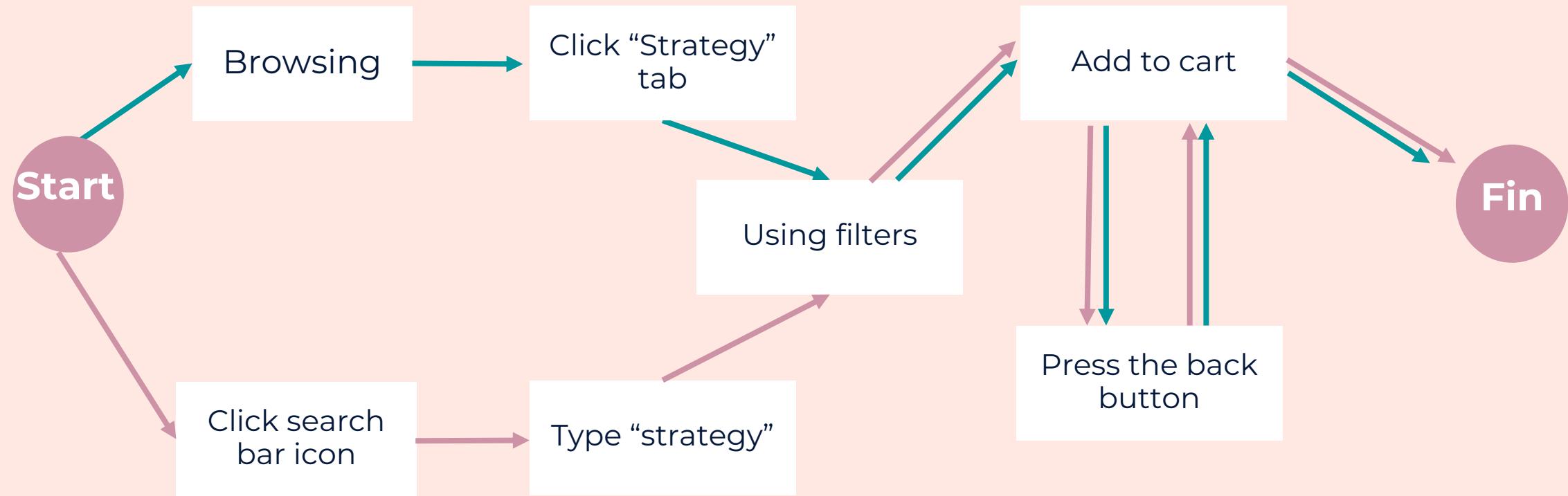


Results – Quantitative Data – User Path

→ P#1, P#2
→ P#3

Task1-b:

Find any game that is **under \$20**, **strategy** genre, in **English** and has **a positive review**

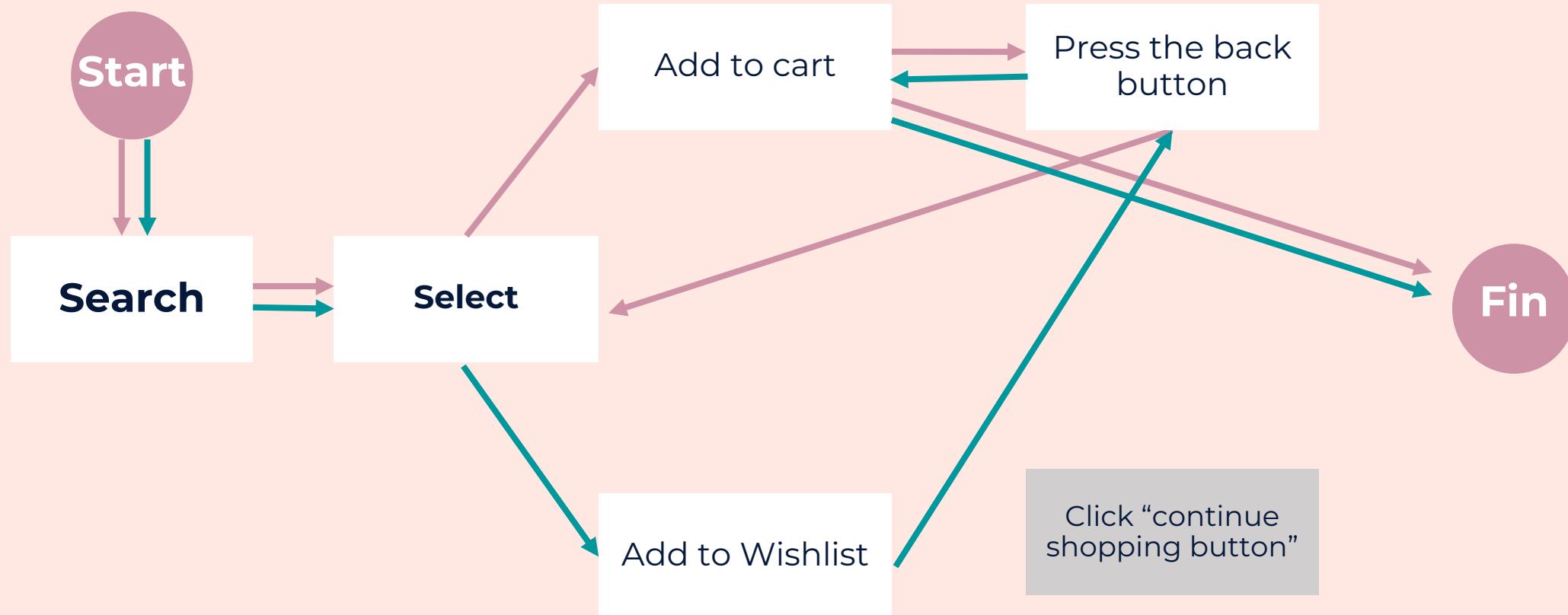




Results – Quantitative Data – User Path

→ P#1, P#3
→ P#2

Task2: Add multiple games into cart



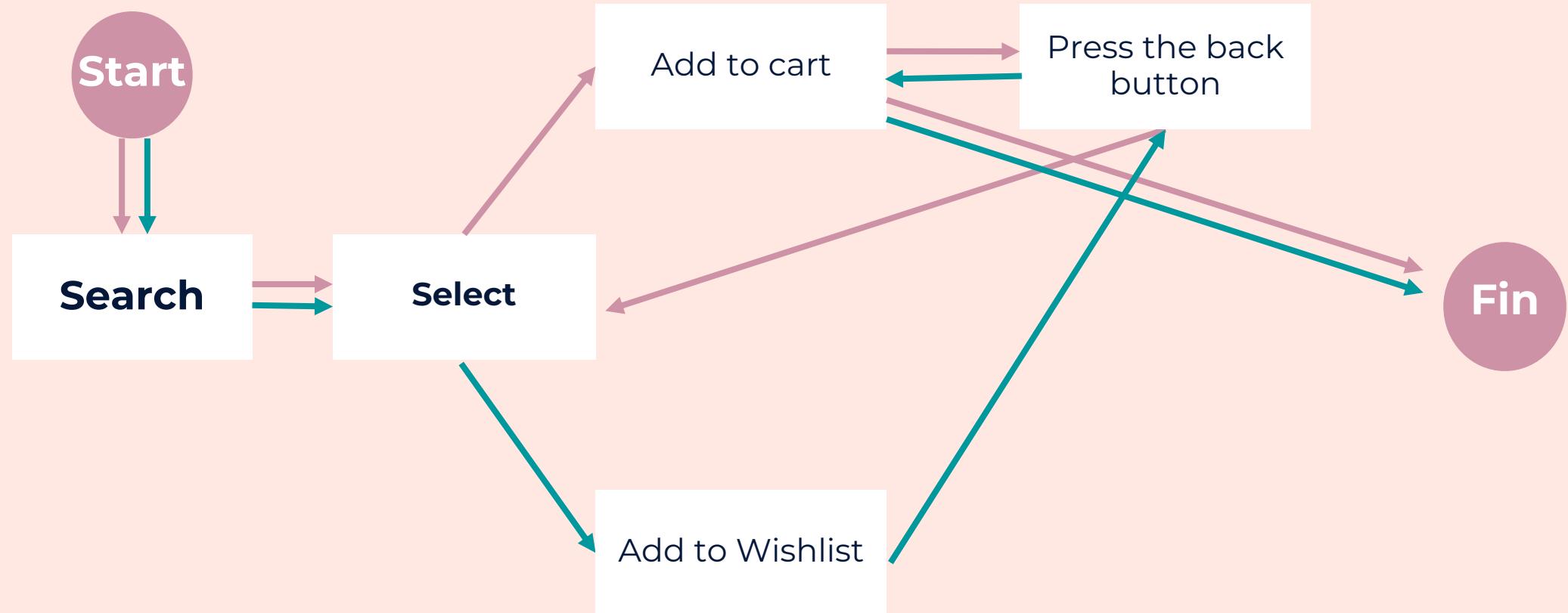


Results – Quantitative Data – User Path

↑ P#1, P#3
↓ P#2

Task3:

Make a collection on the library





Results – Qualitative Data

Most and Least like & Verbal comment

Auto-complete

Drag & drop on the library

Exhaustive tags

Search bar

Easy-to-use shelf feature

Old-fashioned interface

Confusing library page

No instruction

Confusing filter

No “continue shopping”

“20 dollars..”

“I cannot choose \$20?”

“Hopefully,
they have an advanced search feature”

“Cart icon didn’t show up “

“Cart has repeated entries “



Findings

- UX of "add to cart" and "continue shopping"- Easy for experts but Complicated for novices
- Confusing functionality of the library
- Lack of instruction for novice users (e.g. Task 3)
- Discordance between subjective feedback and participants' actual performance (e.g. Task 3)



Conclusion





Conclusion

Recommendations

- Improve UX of "add to cart" and “continue shopping”
 - Add multiple games feature
 - Make CTA of “Continuing shopping” to stand out
 - Modify the user journey of “Continuing shopping” button
- Update UI of the website
- Provide an instruction for “collection” (i.e. library)
- Make “create a collection” more intuitive/familiar
 - Add icon on create a collection page
 - Add button on the library home page



Limitations & Future works

- Usability test with more users (more than 5 according to Nielsen's group)
- Employ UX testing software (e.g. user path / mouse click)
- Testing on check-out process
- Testing on effectiveness and performance of auto-complete



Thank you :D