



PreGame Website Design

Hailee Vetsch

PROJECT OVERVIEW



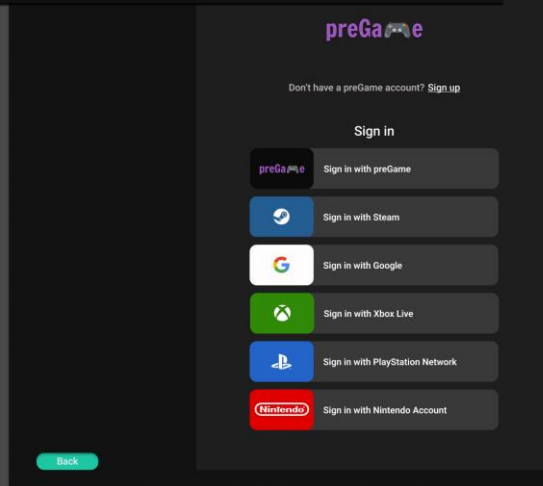
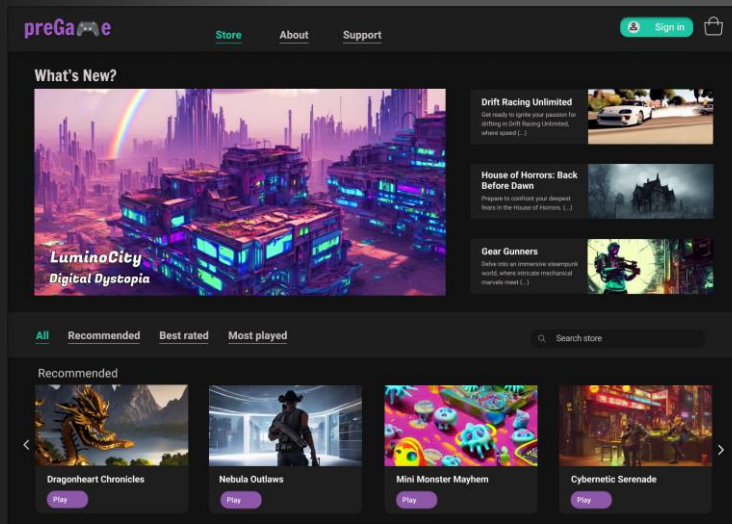
The product:

PreGame is a game preview website for an online arcade. The website will allow users to create an account in order to preview games and activate a free trial before they purchase. This responsive website is a complimentary medium for the preGame app I designed previously. The target audience for this product is gamers (defined as engaging in online arcade play every week) age 18-49.



Project duration:

May 2023 – June 2023



PROJECT OVERVIEW



The problem:

User needs a resource to preview games in an online arcade. There are too many choices, games are expensive, and account creation processes are not simplistic.



The goal:

1. To understand common challenges user's face when deciding which game to purchase and play.
2. To provide a website where users can quickly create an account to preview games to save time and money.

PROJECT OVERVIEW



My role:

UX Designer designing a website called preGame from conception to delivery.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity wireframing, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

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

USER RESEARCH: SUMMARY



Research was performed through online interviews of study participants. Empathy maps were drawn to empathize with the user and identify common pain points. Initial research suggested that students comprise of a user group who need resources to learn more about games.

Additional research concluded that other challenges prevent users from trying new games such as having too many options, affordability, and complicated account creation processes.

USER RESEARCH – PAIN POINTS

1

Price

Games have become too costly.

2

Filtered Search

Users become overwhelmed with the amount of game titles to choose from.

3

Lack of resources

There is not a singular platform in which gamers can learn about a game and watch the gameplay.

4

Account Creation Difficulties

Gaming platforms have integrated a multi-faceted account creation process that is not intuitive.

PERSONA: MARCUS

Problem statement:

Marcus is a busy student who needs an easy, quick way to preview games before he buys them because games have become costly and gaming platform account creation processes are too time consuming.



Marcus

Age: 20

Education: Bachelor's degree in progress

Hometown: Boise, Idaho

Family: Lives with roommate

Occupation: Student

"Studying hard in college and finding ways to have fun on a student budget."

Goals

- Want the most "bang for their buck" when it comes to buying new games.
- To find low-cost activities they ensure will be fun
- Transparency from game developers

Frustrations

- "I buy games on sale to avoid the high cost."
- "I wish I could try a game before I buy it."
- "It's hard to find online gameplay for new games."

Marcus is a student from Boise, Idaho. He's working towards a Bachelor's degree in Biology and lives with one roommate in a college dorm. He is a lifelong gamer who loves to try out different games but finds it difficult to afford the popular ones. He wants more resources to learn about a game before he buys it, so he doesn't waste his money.

Mapping Marcus's
user journey
expressed how useful
it would be for users
to have a dedicated
game preview website
for an online arcade.

Persona: Marcus

Goal: Find a fun new game to play in an online arcade.

ACTION	Research new games	YouTube gameplay	Consider cost	Buy game	Play Game
TASK LIST	Tasks A. Browse games on platform B. Google reviews C. Watch game preview	Tasks A. Open YouTube app B. Search for gameplay C. Watch gameplay	Tasks A. Check game price B. Check Finances C. See if on sale or when it will be	Tasks A. Add game to cart B. Enter payment info C. Complete purchase	Tasks A. Download game B. Game tutorial C. Play game
FEELING ADJECTIVE	User emotions Amused to browse new titles. Overwhelmed with options.	User emotions Frustrated gameplay is not in his native language.	User emotions Anxious about games high cost.	User emotions Hopeful he will enjoy the game. Happy to get a new game.	User emotions Excited to try game. Disappointed the game doesn't have a color-blind feature.
IMPROVEMENT OPPORTUNITIES	Singular interface with all info on new games.		Activate free trial period.	Thorough game description, game play, and review info available.	Setting to mitigate color-blindness.

USER JOURNEY MAP

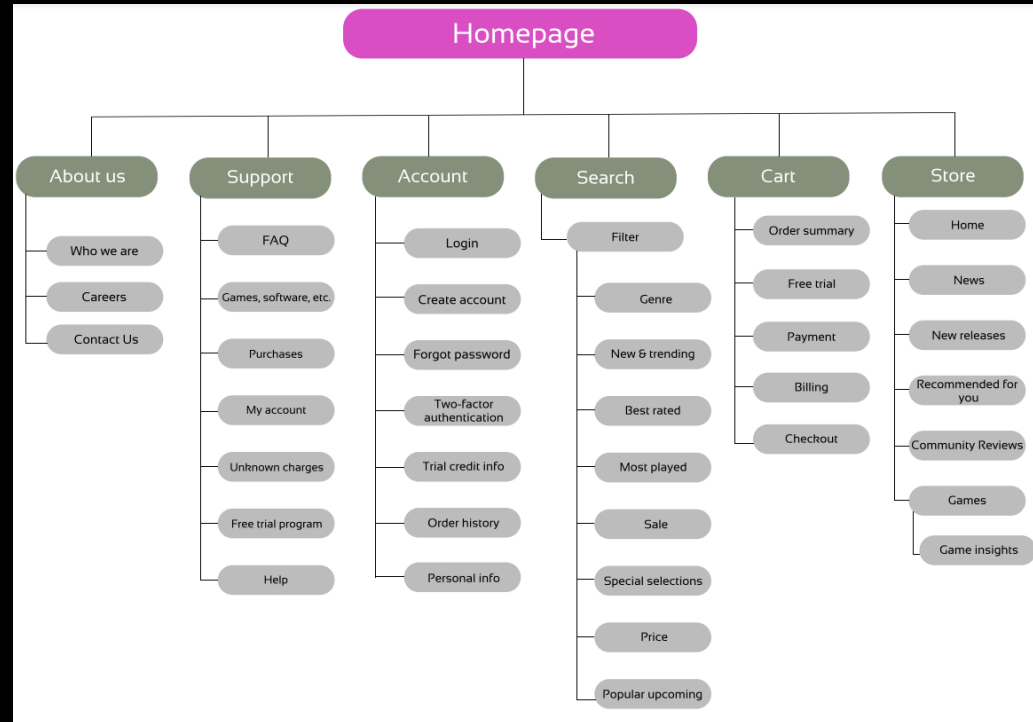
Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

SITEMAP

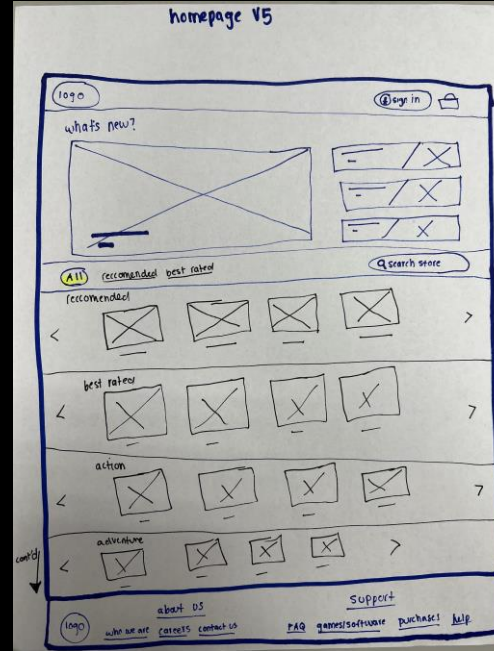
Difficulty with creating an account was a primary pain point for users, so I used that knowledge to create a sitemap.

My goal here was to make strategic information architecture decisions that would simplify the account creation process. The structure I chose was designed to make things straightforward and efficient.



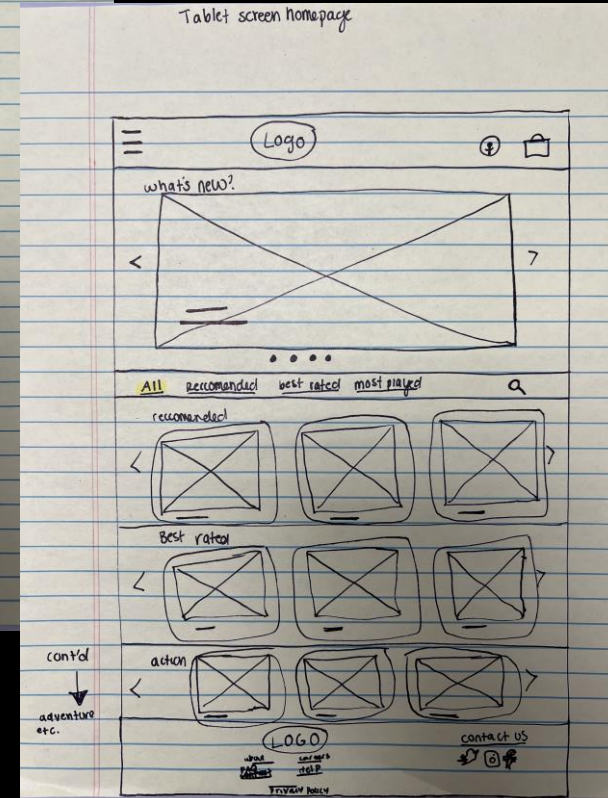
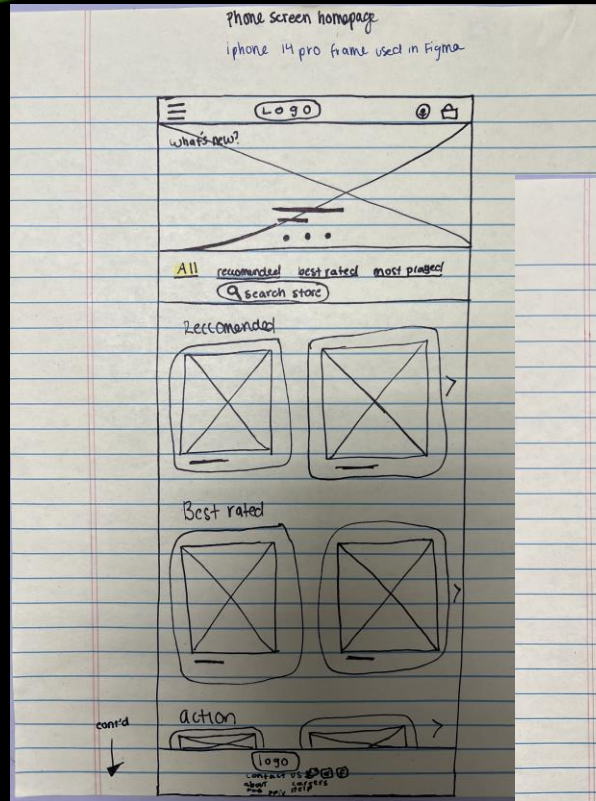
PAPER WIREFRAMES

Creating paper wireframes for each page of the preGame website guaranteed an intuitive user journey at every stage. The provided paper wireframes illustrate four different homepage variations followed by a revised homepage that includes distinct elements from the previous drafts.



PAPER WIREFRAME SCREEN SIZE VARIATIONS

As preGame customers use various devices to access the site, I began developing designs for extra screen dimensions to ensure complete responsiveness of the website.



DIGITAL WIREFRAMES

Transitioning from traditional paper wireframes to digital ones simplified the process of comprehending how the redesign could effectively tackle user pain points and enhance the overall user experience.

Integrating single sign-on tools was a key strategy for my design as they do not require users to fill out additional information required to create an account, thus speeding up the process.

Single sign-on tools gave users the option to use an existing login to save time.

A digital wireframe of a sign-in page. At the top is a 'Logo' placeholder. Below it is the text 'Sign in'. There are six sign-in options, each consisting of a placeholder icon (a box with an 'X') and the text 'Sign in option'. A yellow arrow points from the text on the left to the first sign-in option. Another yellow arrow points from the text on the right to the fifth sign-in option. At the bottom, there is a 'Back' button and a link: 'Don't have a preGame account? [Sign up](#)'.

Sign in options included popular gaming platforms where users are likely to already have an account.

DIGITAL WIREFRAMES

Initial account creation process begins with this screen if the user decides against using a single sign-on tool.

The wireframe shows a web page for account creation. The header is light gray and contains a 'Logo' placeholder on the left, navigation links 'Store', 'About', and 'Support' in the center, and a 'Sign in' button with a user icon on the right. The main content area is white and titled 'Create your account'. It contains several form fields: 'Email Address' and 'Confirm Email' (both with gray input boxes), 'Country of Residence' (a dropdown menu showing 'United States'), and a CAPTCHA section with a checkbox labeled 'I'm not a robot' and a CAPTCHA image. Below these is a checkbox for agreeing to terms and a 'Continue' button. The footer is light gray and contains a 'Logo' placeholder on the left, social media links for '@preGame' on the right, and a 'Privacy Policy' link in the center. At the bottom right, there are links for 'About preGame', 'Contact Us', 'Careers', 'FAQ', and 'Help'.

Logo

Store About Support

Sign in

Create your account

Email Address

Confirm Email

Country of Residence

United States

☐ I'm not a robot

☐ I agree to the terms of the preGame subscriber agreement and the Privacy Policy

Continue

Logo

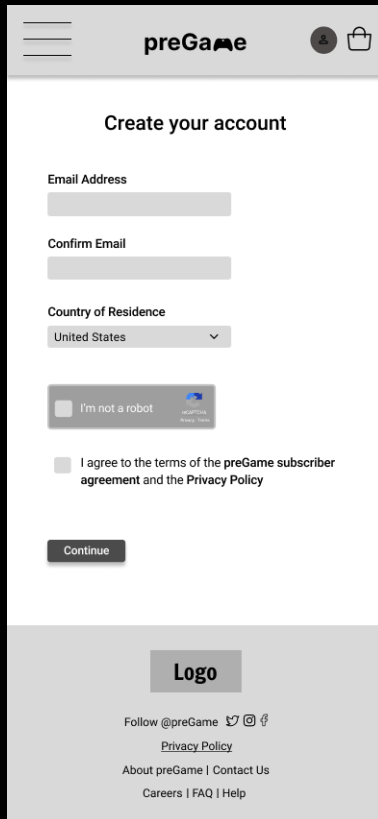
Follow @preGame

Privacy Policy

About preGame | Contact Us | Careers | FAQ | Help

DIGITAL WIREFRAME SCREEN SIZE VARIATIONS

Account Creation Page 1



preGame

Create your account

Email Address

Confirm Email

Country of Residence

United States

☐ I'm not a robot

☐ I agree to the terms of the preGame subscriber agreement and the Privacy Policy

Continue

Logo

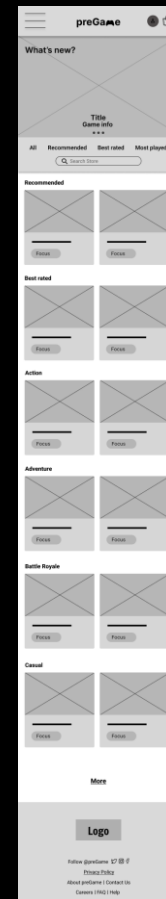
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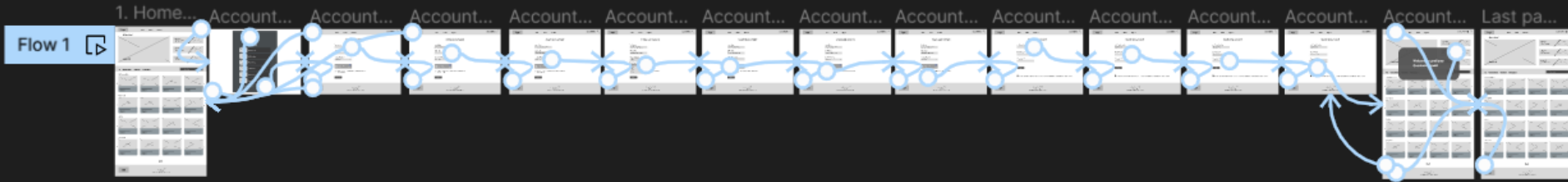
About preGame | Contact Us

Careers | FAQ | Help

Homepage



LOW-FIDELITY PROTOTYPE



For the low-fidelity prototype, I linked together all the screens related to the main user journey of creating an account.

View [preGame low-fidelity prototype](#).

During this stage, I had already gathered feedback from my team members regarding elements such as crucial information required for account creation and the arrangement of pages. I paid close attention to their input and incorporated several suggestions where they targeted user pain points.

USABILITY STUDY: PARAMETERS



Study type:

Unmoderated usability study



Location:

United States, Canada, remote



Participants:

5 participants



Length:

15-20 minutes

USABILITY STUDY: FINDINGS

These were the main findings uncovered by the usability study:

1

Sign in

Users weren't sure where to look for the sign in button because it was smaller than almost all other buttons on the homepage.

2

Sign up

Once at the sign in page, users had trouble finding the link to sign up for an account.

3

Country drop-down

Users could not proceed with the account creation process unless they selected a country of residence in the drop-down menu, even if their country was auto-filled.

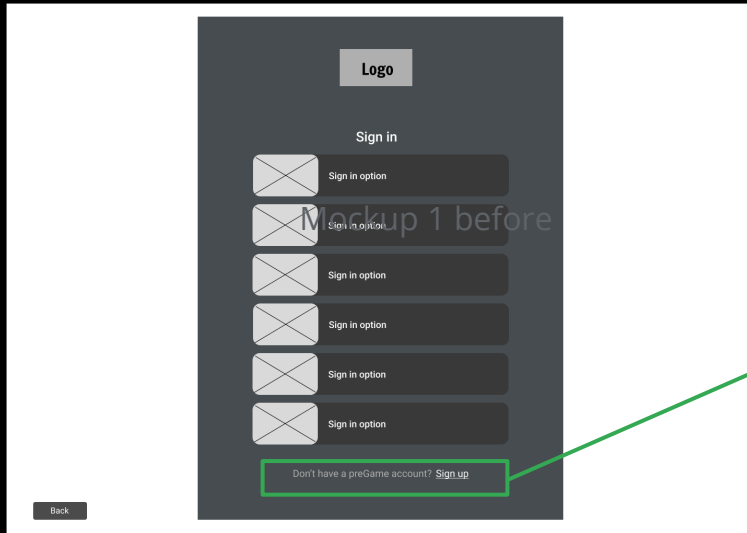
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

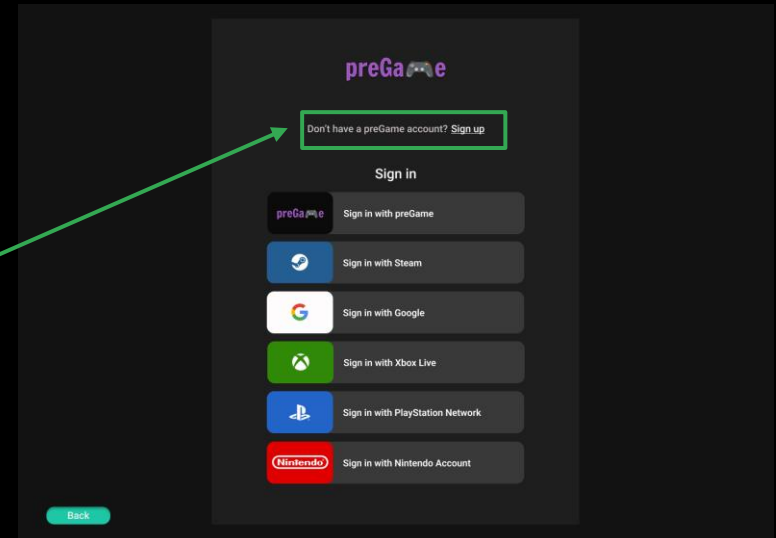
MOCKUPS

In light of the findings from the usability study, I implemented modifications to enhance the navigation of the site. One particular change involved relocating the account sign-up link to the top of the sign-in page. This adjustment facilitated swift identification of the sign-up link by users, enabling them to initiate the account creation process promptly.

Before usability study



After usability study



MOCKUPS

To make the account creation flow more intuitive for users, I changed the country of residence drop-down to a blank 'select' option instead of auto-filling the country to United States. This clarified which fields are necessary to fill out in order to move forward within the user flow.

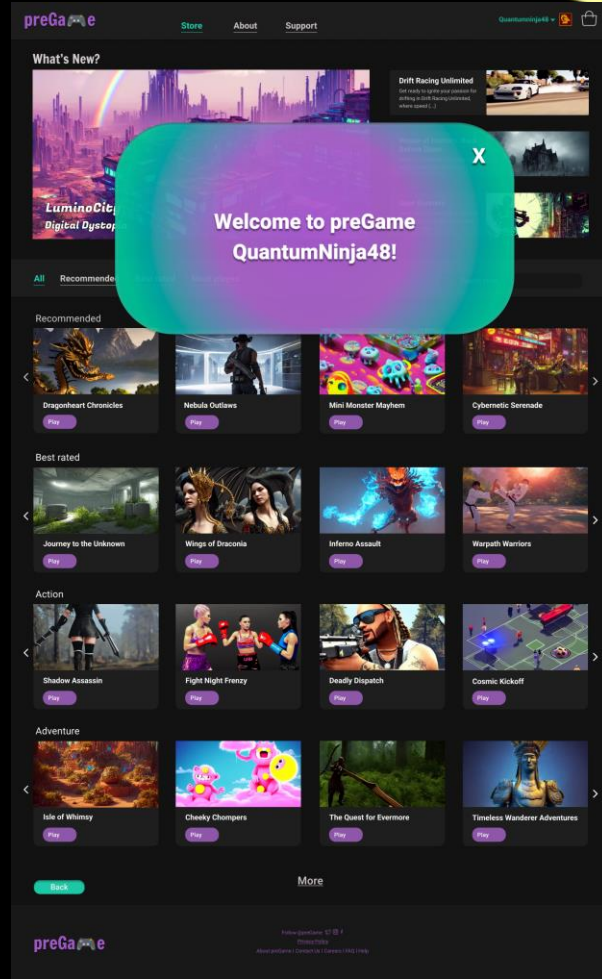
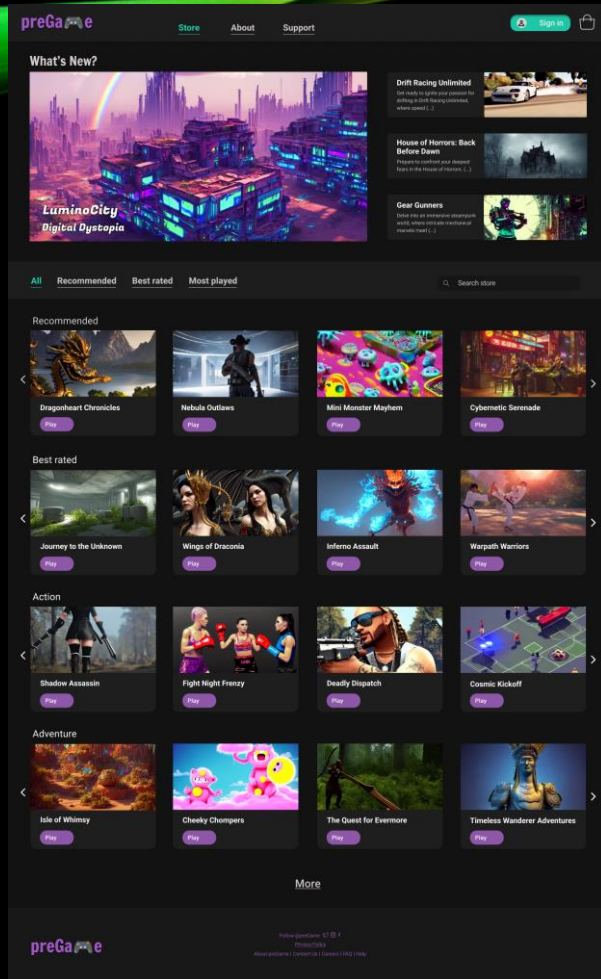
Before usability study

The mockup shows a 'Create your account' form with a light gray background. The form includes fields for 'Email Address' and 'Confirm Email', both containing 'Quantumninja@gmail.com'. The 'Country of Residence' dropdown menu is highlighted with a green box and shows 'United States' as the selected option. Below the dropdown are checkboxes for 'I'm not a robot' and 'I agree to the terms of the preGame subscriber agreement and the Privacy Policy'. A 'Continue' button is at the bottom. The navigation bar at the top has 'Logo', 'Store', 'About', 'Support', and a 'Sign In' button. The footer contains social media links and contact information.

After usability study

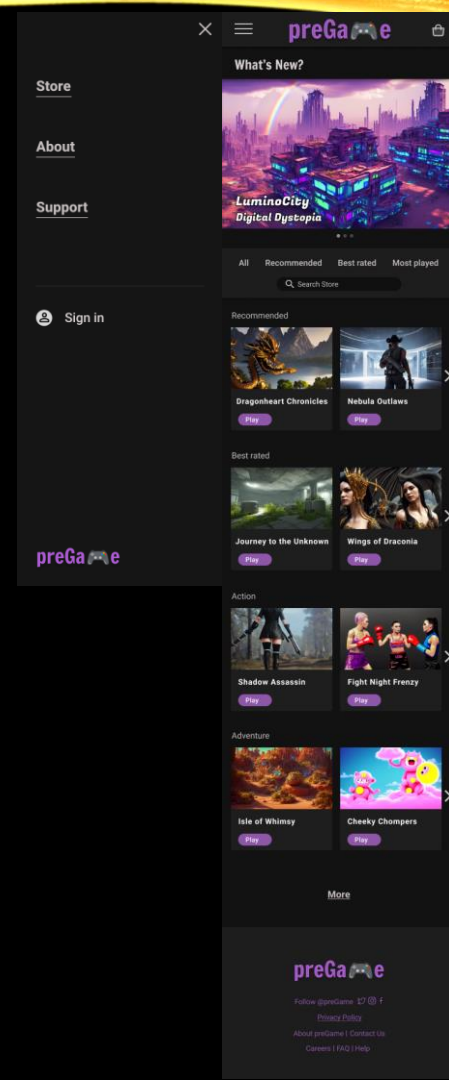
The mockup shows the same 'Create your account' form but with a dark gray background. The 'Country of Residence' dropdown menu is highlighted with a green box and now shows a blank 'Select' option at the top, with a search bar and a list of countries below it. The 'Continue' button is now purple. The navigation bar at the top has 'preGame', 'Store', 'About', 'Support', and a 'Sign In' button. The footer contains social media links and contact information. A green arrow points from the 'United States' dropdown in the first mockup to the 'Select' dropdown in this one.

MOCKUPS: ORIGINAL SCREEN SIZE



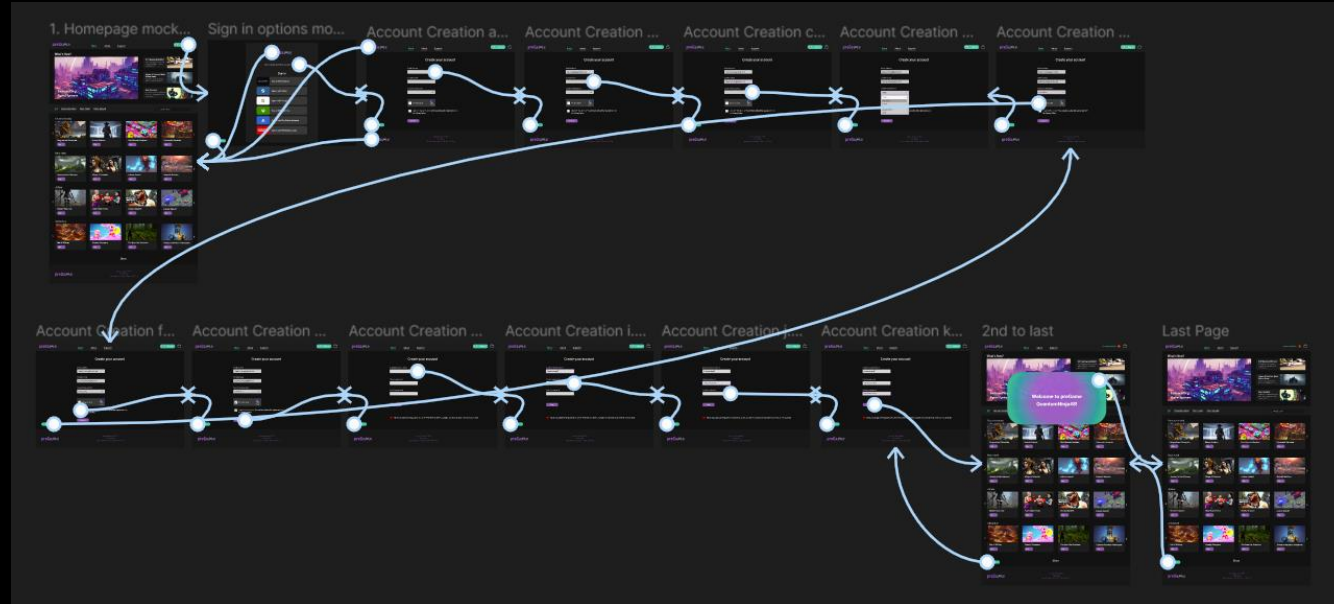
MOCKUPS: SCREEN SIZE VARIATION

Considering the wireframes I had previously created, I incorporated design elements for various mobile screen sizes into my mockups. Given that users access the site from diverse devices, I recognized the significance of optimizing the browsing experience across a wide range of mobile device sizes. As part of the responsive mobile website version, I condensed the navigation bar into a flyout menu, which was represented by the hamburger icon located in the top right corner.



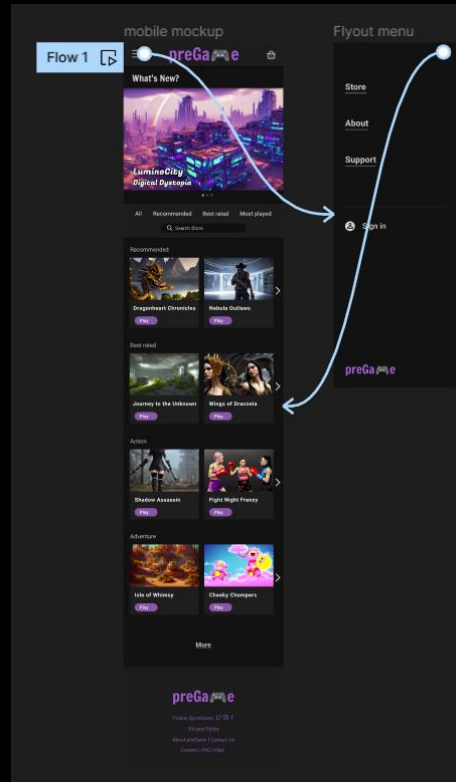
HIGH-FIDELITY PROTOTYPE

The high-fidelity prototype I developed retained the same user flow as the low-fidelity prototype and integrated the design modifications implemented after the usability study. Additionally, I incorporated several changes proposed by my team members.



View [preGame high-fidelity prototype](#)

HIGH-FIDELITY PROTOTYPE: MOBILE VERSION



View [preGame mobile hi-fi prototype](#)

ACCESSIBILITY CONSIDERATIONS

1

I used headings with different sized text for clear visual hierarchy.

2

I used a luminosity contrast ratio that abides by the WebAIM contrast and color requirements

3

I employed landmarks to assist users in navigating the website, ensuring accessibility for individuals who depend on assistive technologies.



Going forward

- Takeaways
- Next steps

TAKEAWAYS



Impact:

The target users expressed that the design exhibited an intuitive navigation system, simplicity, and straightforwardness, while also showcasing a distinct visual hierarchy.



What I learned:

Through my experience, I realized that even minor design alterations can significantly influence the user experience. The key lesson I gleaned from this is to consistently prioritize the genuine needs of the user when brainstorming design concepts and proposing solutions.

NEXT STEPS

1

Conduct follow-up usability testing on the new iteration of the preGame website.

2

Identify any further areas requiring attention and engage in ideation to conceive new features.

LET'S CONNECT!



Thank you for taking the time to review my work on the preGame website! If you would like to explore more or get in touch, please find my contact information provided below.

Email: hailee.vetsch@gmail.com

Website: [under maintenance](#)



Thank you!