The Journey Of:

GAME NIGHT

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CS3041 - D25

Domain, Problem(s), & User

Domain: Game Night is a creation for picking random games to play during online or in person social gathering.

Problem: This app will use a popsicle jar of game suggestions into an interactive digital experience to solve the problem of not being able to make a decision when choosing activities. Thus, users will be able to easily generate game options, making Game Night efficient and engaging!

User: This creation targets users who utilize social gaming and participate in game nights with friends and/or family.

01.

MOODBOARD

Proposal 1: Game Night Popsicle Sticks

Sources for Moodboard

- https://eastgatepres.org/events/game-night/
- https://www.campussurvivalkits.com/new-products/family-game-night-bundle
- https://woojr.com/popsicle-stick-boredom-busters/
- https://benjweinberg.com/2022/02/06/a-roll-of-the-dice/
- https://www.nytimes.com/wirecutter/reviews/best-alarm-clock/
- https://www.merriam-webster.com/grammar/favorite-or-favourite-usage
- https://www.istockphoto.com/photos/people-playing-board-games
- https://www.shutterstock.com/video/clip-24455642-choice-1-2-different-options-pick-best
- https://apps.microsoft.com/detail/xpdc2rh70k22mn?hl=en-US&gl=US

Ideations

Font & text choices:

- Easy-to-read fonts.
- Blox-like fonts that look like they're from the game.

Colors:

- Bright, fun colors like neon yellow, blue, and green.
- Bright pink color for the popsicle stick.

UI Elements:

- Jar for pulling sticks/3D animation of the players pulling the sticks.
- Track the games that have been played.
- Timer for each game.

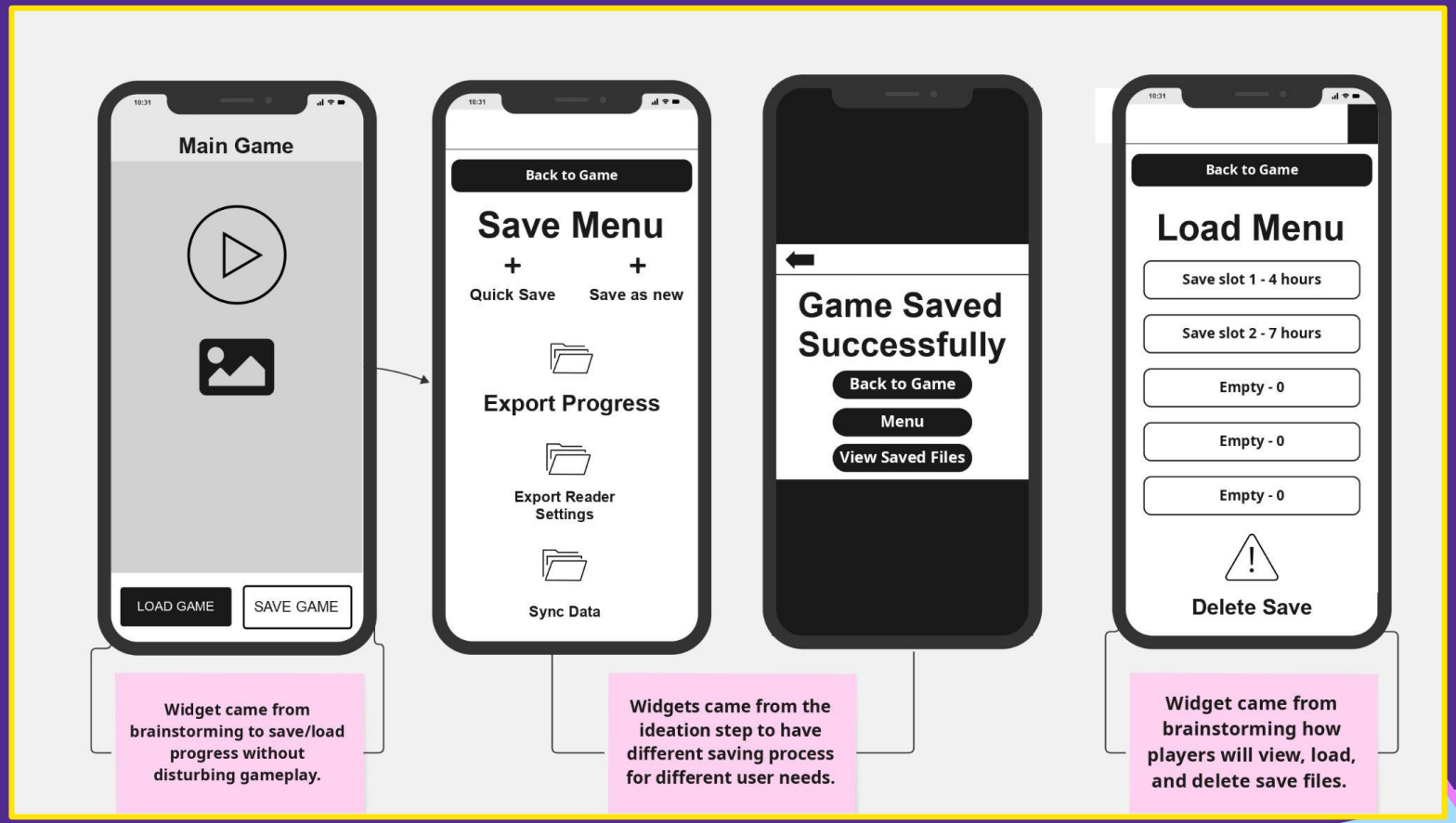
Human tasks:

- Opening the virtual by clicking.
- Pulling two games from the jar.
  - Players will pull two sticks from the jar and choose which one to play.
- Add game titles.
- Share what game is selected using Discord.
- Cycle through these tasks by including game categories that are different.

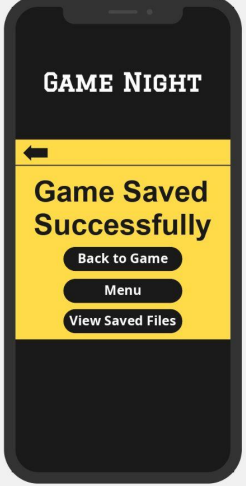
02.

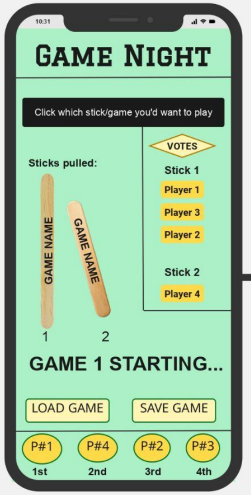
LO-FI PROTOTYPES

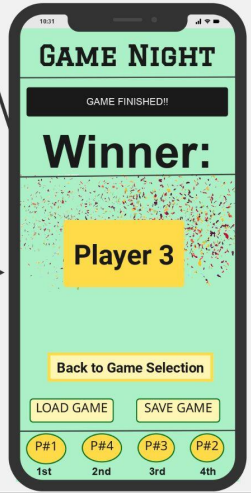
UI WIDGETS


Main Game
LOAD GAME
SAVE GAME
Back to Game
Save Menu
+
Quick Save
+
Save as new
Export Progress
Export Reader Settings
Sync Data
Game Saved Successfully
Back to Game
Menu
View Saved Files
Back to Game
Load Menu
Save slot 1 - 4 hours
Save slot 2 - 7 hours
Empty - 0
Empty - 0
Empty - 0
Delete Save
Widget came from brainstorming to save/load progress without disturbing gameplay.
Widgets came from the ideation step to have different saving process for different user needs.
Widget came from brainstorming how players will view, load, and delete save files.

1ST LO-FI PROTOTYPE





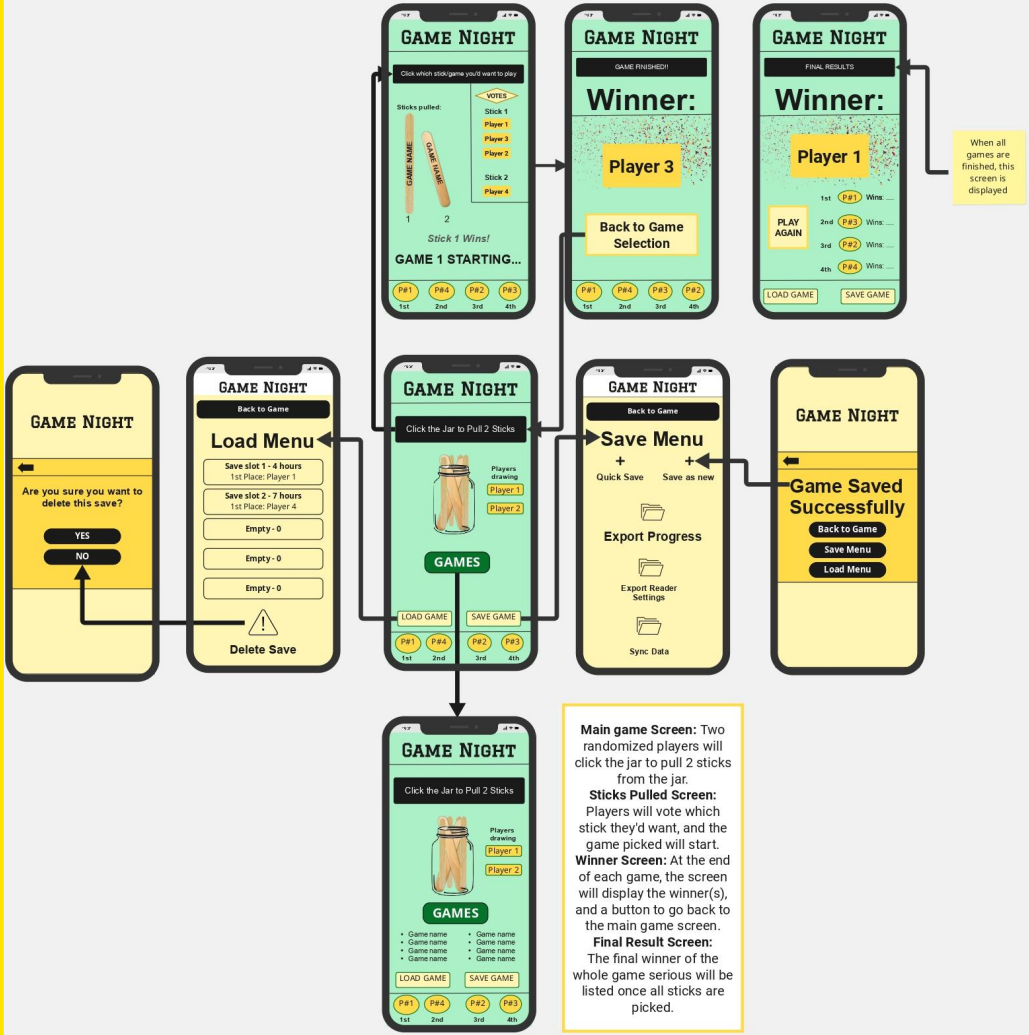


Main game Screen: Two randomized players will click the jar to pull 2 sticks from the jar.
Sticks Pulled Screen: Players will vote which stick they'd want, and the game picked will start.
Winner Screen: At the end of each game, the screen will display the winner(s), and a button to go back to the main game screen.
Final Result Screen: The final winner of the whole game serious will be listed once all sticks are picked.

Heuristic Evaluation

- **Recognition Rather Than Recall:**
  - Incorporate a drop down menu displaying game names within the jar interface. That way that information is always visible and users don't have to memorize it.
- **Aesthetic and Minimalist Design:**
  - I'll use this to ensure that the design doesn't contain unnecessary information. For instance, "Save Game" and "Load Game" should appear only on the start and ending screens rather than on every widget.
- **Error Prevention:**
  - Implement confirmation pop-ups for critical actions, such as deleting saves, to prevent accidental loss of progress. Example: "Are you sure you want to delete this save? YES | NO".
- **Consistency and Standards:**
  - Maintain a uniform design by using consistent colors,shapes, and layouts across all widgets. Additionally, ensure a logical and predictable order in which widgets are presented to users.

Lo-Fi Prototypes after Heuristic Evaluation



03.

Interview

Questions/Coding Categories

1. Does the design (color and fonts) improve the widgets? Why or why not?
2. Are there too many buttons or widgets on each screen?
3. Is this app useful for deciding what games to play?
4. What is confusing about these widgets?
5. Give a story of playing games with your friends and what was the most memorizing thing from it?
6. How was it navigating between the different widgets/screens?

Aesthetic & Minimalist Design – Removing unnecessary buttons from screens where they are not needed.

Recognition Rather Than Recall – Users might not remember the games, which suggests the need for a visible game list.

Navigation & Guidance – Issues with understanding what happens next, indicating a need for arrows to show which widget/screen goes after one.

Error Prevention – There is a need for confirmation pop-ups when deleting saves.

Consistency and Standards – The same color palette is needed for each widget so it stays consistent. Positive feedback on the simplicity and visual appeal of the design.

Initial Categories

	Preconditions	Phenomena	Strategies	Consequences	[optional] Context
Category 1: Clarity of Instructions	"series will be listed once all sticks are picked. Fun!"	"I guess it just wasn't clear at first but now that you've explained it"	???	Having to explain the prototype sometimes which would provide a better understand after. "I guess it just wasn't clear at first but now that you've explained it"	Overall instructions could be a little more clear
Category 2: Readability & Visual Design	???	"For me personally I think it was a little bit difficult. I think it's cause like I'm not like a super big gamer so it's not as intuitive for me but I think like the arrows you you put"	"it makes it like easier for you to see the design and easier"	"I like how there's like a picture of confetti in the back for the winner And again, I really like the colors. I think you should keep the colors the way they are the contrast between the green and the yellow." "perfectly balanced. I don't think there are too many Overloaded widgets"	using contrast improves readability of the prototype
Category 3: Feedback	???	"OK, OK so when it says win player three what does that mean? Does that mean like the game that player three wants to play is what they're gonna play or like"	Music, emotes, animations as feedback: "a ding sound or something so they know" "I think that's great even just like a loading sound for one to get like the first like when sticks are being pulled" "the music on the screen and like the movement like what happens on the screen in Fortnite when you like emote"	"the most memorable thing is just like the emotes and choosing like skins cause in Fortnite" "I do feel like the confetti in the background I'm assuming that's gonna be animated maybe" "I think the game was great. I like the prototype and it looks pretty good."	Feedback was inspired by the Intervieweer's Fornite experience
Category 4: Player freedom	???	???	"choosing like skins..." "you can emote"	Player enjoyment: "I think the game was great. I like the prototype and it looks pretty good."	???
Plans:	Using more experienced gamers/designers to interview, observe in person instead of online to capture phenomena and strategies in real time and how they interact with certain buttons/actions in my prototype, prompt more follow up questions that are more specific to preconditions and any other empty spots for each category.		Theory:	"Users have trouble with the clarity of the instructions, but the contrast between colors improves readability, and the visual design helps reduce overload and makes the interface easier to read."	

04.

HTML PROTOTYPE

1ST HTML PROTOTYPE

GAME NIGHT

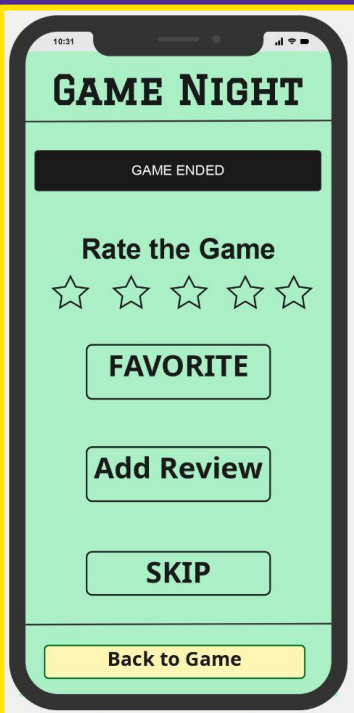
Click the Jar to Pull 2 Sticks

Players drawing

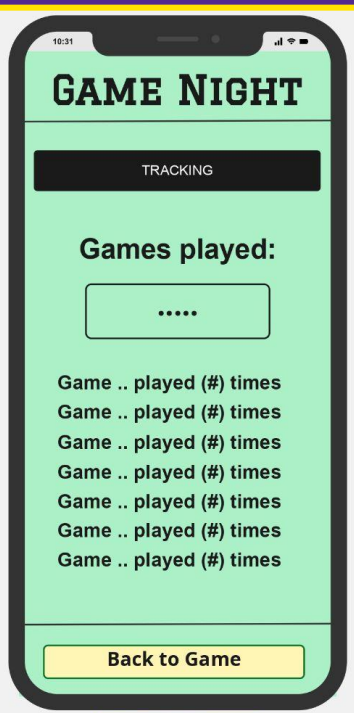
Player 1 | Player 2

LOAD GAME | SAVE GAME

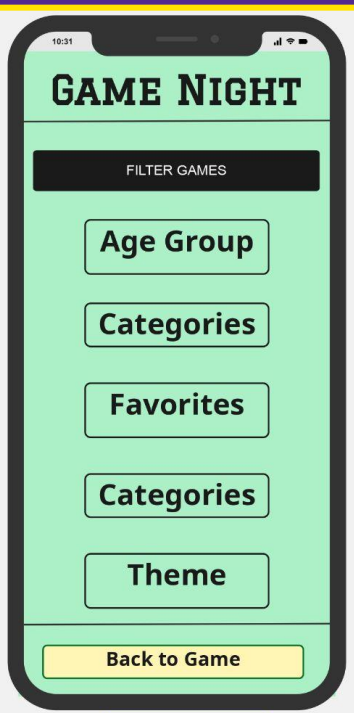
ALTERNATIVE PROTOTYPE



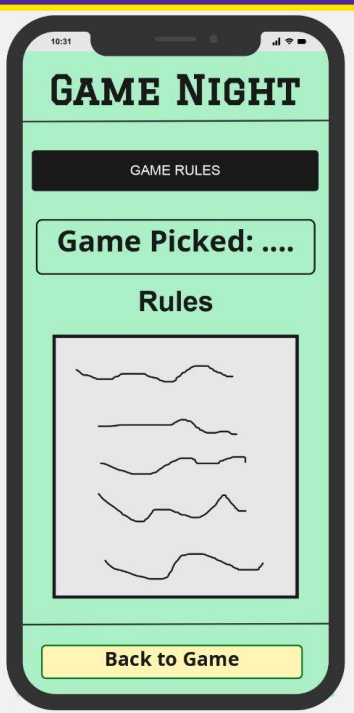
Game ended, rate the game (skip or pass) or favorite



Track the number of games you've played and what games



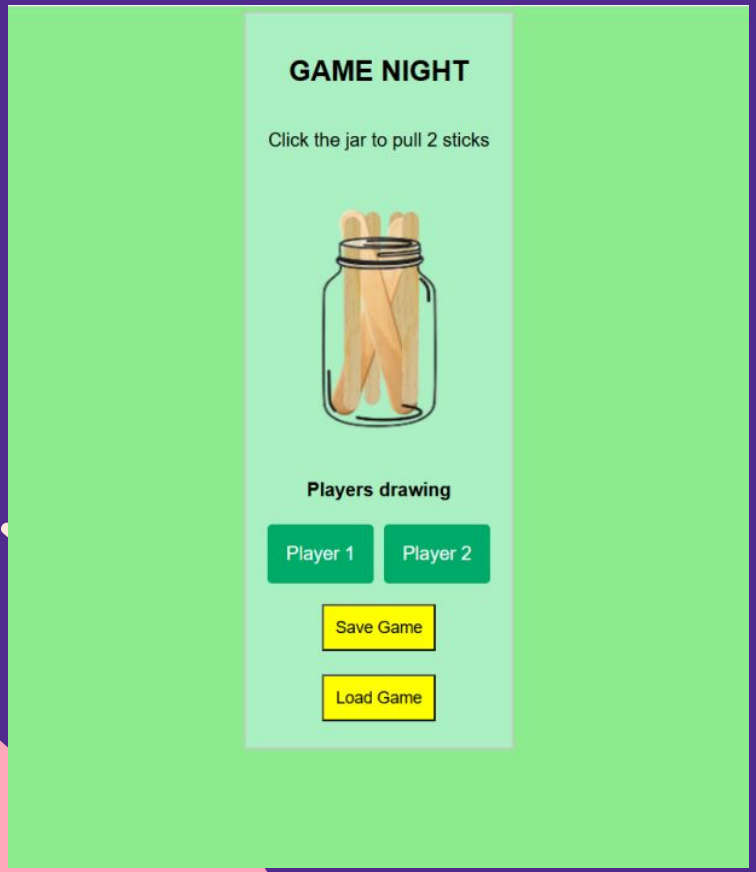
Have players filter games based on certain things



When a game is picked, the rules for the game is displayed.

2nd HTML

1st Iteration

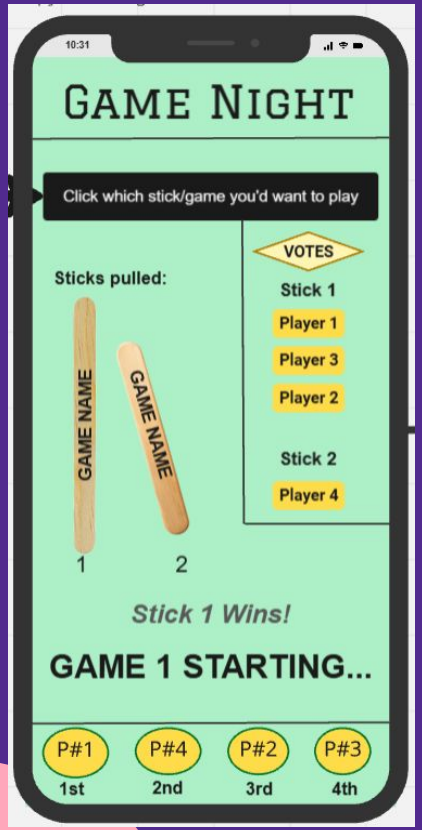


2nd Iteration

I added a black background to the heading “Click the jar to pull 2 sticks” to draw users’ attention and provide clear, visually prominent instructions. The Save Game and Load Game buttons now change to a dark orange color on hover both to indicate that they are clickable elements and to enhance visual appeal and readability.

Additionally, I restyled the Player Drawing buttons to appear less like interactive elements, signaling to users that they are not meant to be clicked. These buttons now change to a dark green on hover to maintain visual consistency without implying interactivity.

3rd HTML



Lo-fi to Hi-fi prototype

Miller's Law:

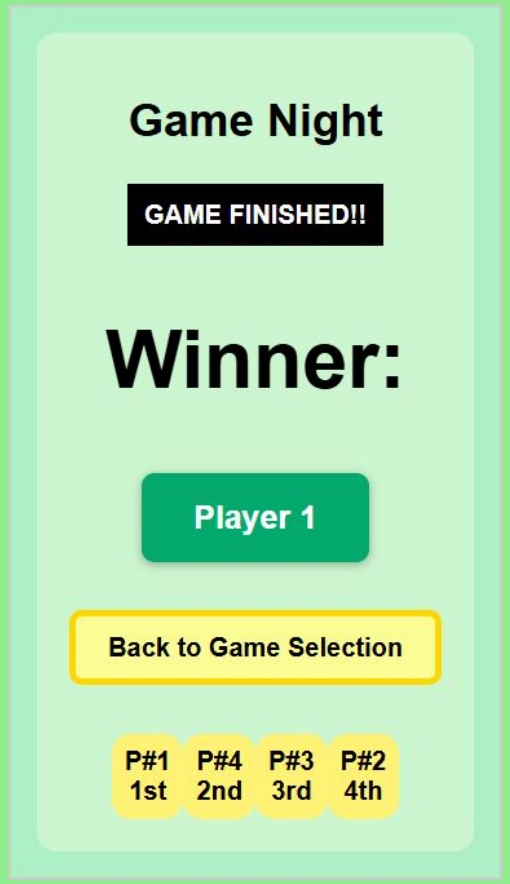
- Clustering player-related controls into clearly separated sections:
  - player buttons.
  - vote buttons.
  - winner display.
- Grouped voting elements under separate headings:
  - E.g., "Stick 1" and "Stick 2" added dividers between sections.

Hypothesis: If I visually group related elements and controls into smaller, meaningful clusters, then users will be able to navigate the app more efficiently, particularly during the processes of drawing sticks, voting, and the chosen results.

4th HTML

1st Iteration

2nd Iteration

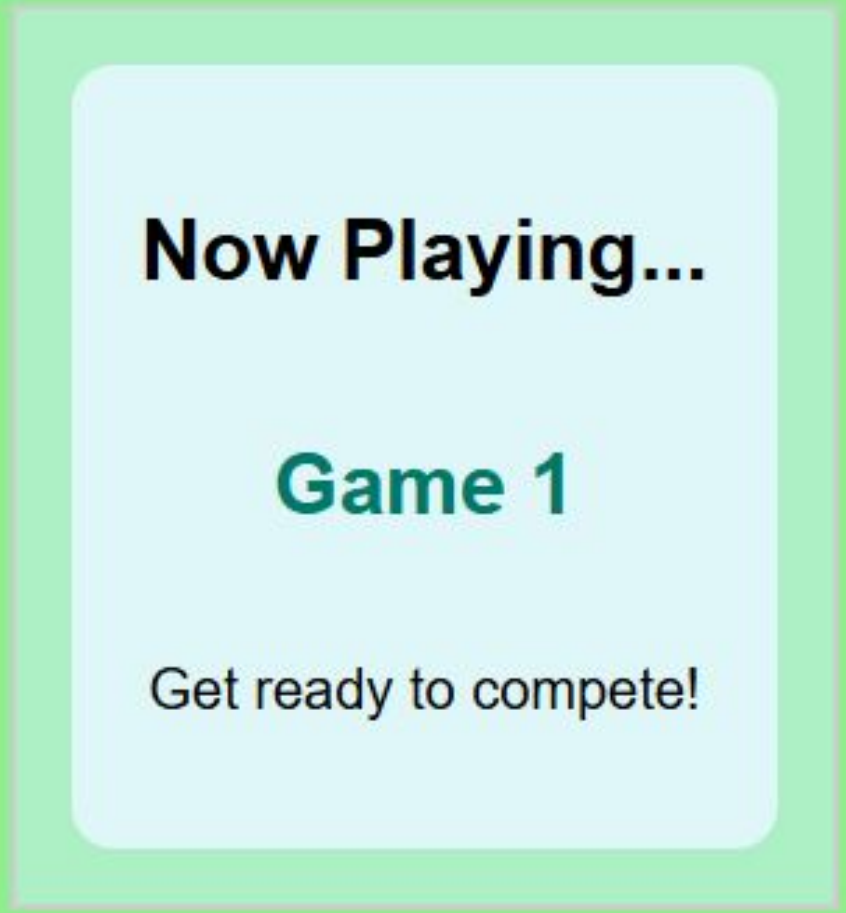


Peak-End Law - Change: The aesthetics of the winner screen.

- Add confetti in the background of the winner screen to add visual excitement
- Add more variety of colors.
- Add a score leaderboard at the bottom.
- Use bolder and larger fonts to emphasize the celebration of winning.

Since the Peak-End law suggests people judge an experience based on how they felt at its peak and its end, it's important to make sure my winner (end) screen is as aesthetically and user-engaging as the main (start) screen is.

Thus, the 2nd Iteration is different from the first iteration because I added the players' scores at the bottom and made the "Back to Game Selection" button more accurate to the lo-fi prototype.



5th HTML

The “now playing” screen is just a placeholder to help users understand the purpose of the prototype, since implementing an actual game would be time-consuming and could raise copyright concerns. This screen gives users context about the main role of Game Night. It displays for 3 seconds before transitioning to the winner screen.

05.

A/B TESTING

Grounded Theory/Hypothesis

My grounded theory suggests: "Users have trouble with the clarity of the instructions, but the contrast between colors improves readability, and the visual design helps reduce overload and makes the interface easier to read."

Hypothesis:

- Adding the jar image will improve visual recognition and user engagement
- Higher color contrast will improve readability
- Formatting buttons will decrease misclicks and task completion time

Testing Methodology

What high-level variables are being tested and how do they relate to your grounded theory (categories) in progress as hypotheses:

- *Qualitative Variables:*
  - Aesthetic engagement of the page.
  - User experience, including the intuitiveness of the platform and the flow between screens.
- *Quantitative Variables:*
  - Measure the number of clicks/misclicks.
  - Measure the time spent on each screen.
  - Measure the paths users take throughout the app.

These variables are tied to my grounded theory, which suggests that "Users have trouble with the clarity of the instructions, but the contrast between colors improves readability, and the visual design helps reduce overload and makes the interface easier to read." Measuring the quantitative variables will provide data to identify areas where users experience difficulty with instruction clarity. The qualitative variables will help assess how a visually engaging and well-designed interface can enhance readability, improve the user experience, and support a smoother, more intuitive flow across screens.

What the operationalized independent (input) variables you will control:

- *Input:*
  - Color contrast between the buttons and background to improve readability and accessibility.
  - Less clustered app.
  - Phone-like app.
- *Output:*
  - Clicks/Misclicks - track accidental clicks.
  - Measure how long it takes a user to finish a task (e.g., pulling two sticks).
  - User engagement - user enjoyment before & after the player clicks the jar.

A Control

GAME NIGHT

Click the Jar to Pull 2 Sticks

Jar of sticks

Players drawing

Player 1 Player 2

LOAD GAME SAVE GAME

B Control

GAME NIGHT

Click the jar to pull 2 sticks

Players drawing

Player 1 Player 2

Save Game

Load Game

Results

Quantitative Results:

- *Number of clicks/misclicks* - 8 clicks (A) vs 5 clicks (B)
- *Time spent on screen* - 20s (A) vs 14s (B)

Qualitative Results:

- *Aesthetic engagement* - Low Satisfaction (A) vs (B) High Satisfaction: a user said “seeing the popsicle jar made it clear what I have to click.”
- *User experience* - Reported confusion (A) vs Flowed easily through the interface (B): users found that the contrasting colors and button format was “much easier to navigate.”

Data Summary:

- *Hypothesis confirmed:* The jar image, color contrast, and button formatting contributed to significant improvement in both quantitative and qualitative measures.
- *Input variables:* Using a less cluttered layout with better contrast provided better readability as predicted, and users reported being able to navigate easily with the familiar phone-like design.

06.

FINAL PROJECT

THANKS!

Do you have any questions?

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, infographics and images by **Freepik**

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