

Arcade Game Guru

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Project overview



The product:

An arcade game preview app.



Project duration:

Ca. 2 weeks

Preview of selected
polished designs.
(TODO next course)

Project overview



The problem:

Decide which arcade game to play



The goal:

Create an app that recommends the user arcade games to play with friends.

Project overview



My role:

UX Designer



Responsibilities:

User research, wireframing, prototyping.

Understanding the user

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

User research: summary



Unmoderated usability study with 5 people.

I learned that the questionnaire was a bad idea. Registration should be optional. On the other hand the app was very simple to use.

User research: pain points

1

Pain point

Registration is a bit intimidating, it should be optional.

2

Pain point

Questionnaire should be replaced with a category selector screen or a search bar.

3

Pain point

The recommendations screen should be a bit more detailed.

Persona: Mark

Problem statement:

Mark is a school kid, who would like to play games in the weekends with his friends.



“I want to beat everybody in the newest games!”

Goals

- check whether the arcade has his favourite games
- check the prices of each game
- find new games to play

Frustrations

- receive irrelevant recommendations
- misleading previews

Age:

17

Education:

High School

Family:

Parents

Occupation:

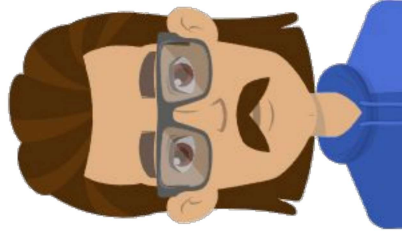
Student

Mark would like to play cheap competitive games with his friends.

Persona: Darius

Problem statement:

Darius is a middle-aged man who wants to have some fun between the workplace and pub.



“After work I need something to decrease my stress level!”

Goals

-have casual fun

Frustrations

-previews of complicated games

Age: 41
Education: Trade School
Family: None
Occupation: Welder

Darius wants to play hyper casual games.

User journey map

Persona: Mark

Goal: Find a game machine to play with friends in the Arcade

ACTION	Log in to the App	Fill out a short questionnaire	Swipe through the previews	See a list of results	Find the Game
TASK LIST	Tasks A. Register if not in the system already B. Log-in the preferred way	Tasks A. Answer multiple choice questions about game preferences B. Answer questions about himself (eg. age)	Tasks A. Watch video previews of games as they appear B. Swipe left (dislike) or right (like)	Tasks A. Browse through a list of games he liked B. Browse through games his friends liked C. See other recommendations	Tasks A. Inspect a map of the Arcade B. Follow the instructions
FEELING ADJECTIVE	-Bored or frustrated if the password is forgotten	-Bored or uninterested, since no one likes questionnaires -Frustrated if he doesn't understand a question or can't see the questions properly	-Surprised, interested, excited -Bored if games are irrelevant	-Excited -Frustrated if he finds the price of a game too high	-Excited -Frustrated if it's too far away or UI is hard to interpret or if there is no GPS signal
IMPROVEMENT OPPORTUNITIES	-Consider making the log-in optional and use third party authentication	-Make it as short as possible -Make sure it's available in different languages and supports visually impaired people	-Make sure the game recommendations are tailored to his taste	-Provide search filters	-Make it simple and familiar to mainstream navigation apps

Starting the design

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

Paper wireframes

[Your notes about goals and thought process]

Image of paper wireframes including five different versions of the same screen and one image of the new, refined version

Digital wireframes

[Your notes about goals and thought process]

Description of the element and its benefit to the user

Insert first wireframe example that demonstrates design thinking aligned with user research

Description of the element and its benefit to the user

Digital wireframes

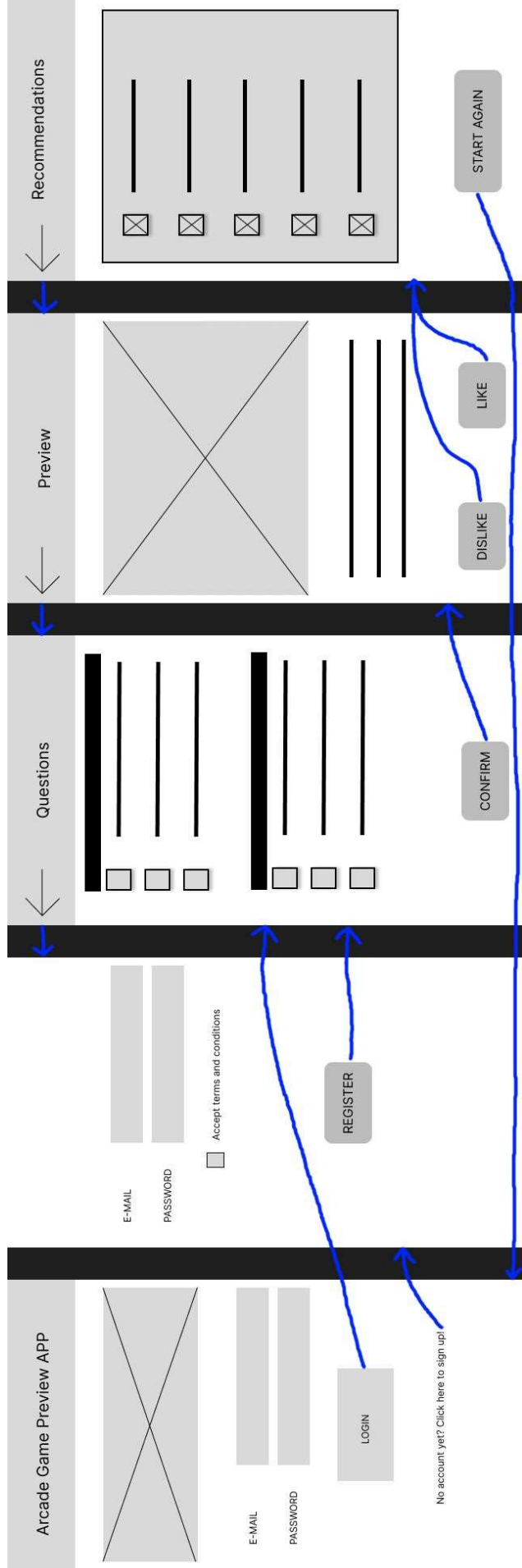
[Your notes about goals and thought process]

Description of the element and its benefit to the user

Insert second wireframe example that demonstrates design thinking aligned with user research

Description of the element and its benefit to the user

Low-fidelity prototype



Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 Based on the theme that: privacy concerns, an insight is: there should be a screen explaining data collection.
- 2 Based on the theme that: registration, an insight is: registration should be optional.
- 3 Based on the theme that: questionnaire, an insight is: questionnaire should be optional and might be replaced by category selection or a search bar.

Round 2 findings

- 1 Based on the theme that: like/dislike, an insight is: the app should support swiping.
- 2 Based on the theme that: recommendations, an insight is: there should be a short description of recommendations.

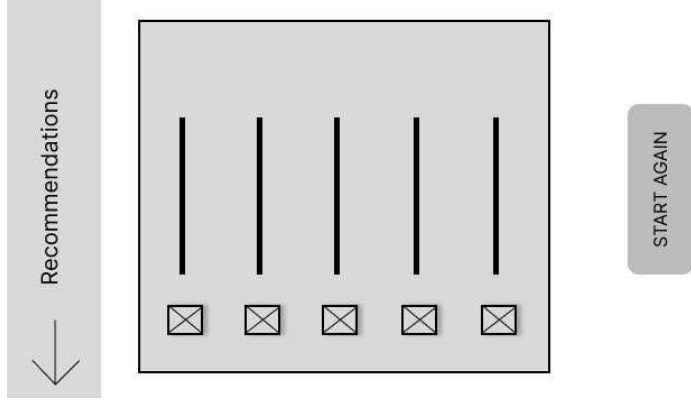
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

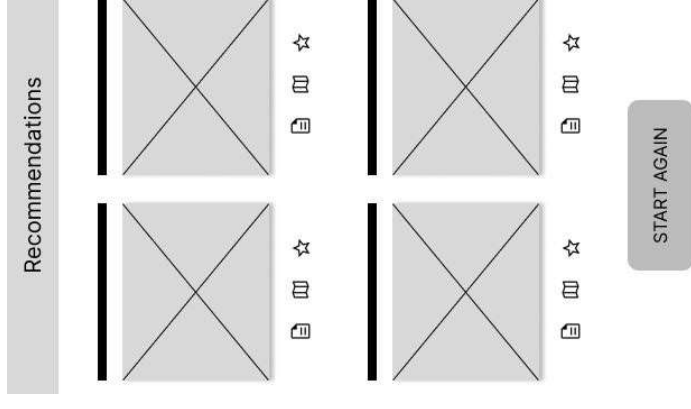
Mockups

Replaced icons with images
for eye candy and added
icons for better interaction.

Before usability study



After usability study



Mockups

Users don't like questionnaires,
so it had to go.

Before usability study

A mockup of a questionnaire form. It features a grey header bar with a left-pointing arrow and the word "Questions". Below the header, there are two sections of text input fields. Each section starts with a thick black horizontal bar, followed by three thin black horizontal lines. To the left of each section are three small, empty square checkboxes. At the bottom right of the form is a grey button with the word "CONFIRM" written vertically.

After usability study

A mockup of a category selection screen. It features a grey header bar with the word "Back" on the left and the text "Pick a category!" on the right. Below the header, there are four square buttons arranged in a 2x2 grid. Each button contains a black 'X' formed by two diagonal lines. At the bottom right of the screen is a grey button with the word "CONFIRM" written vertically.



Mockups

Arcade Game Guru

E-MAIL

PASSWORD

LOGIN

No account yet? Click here to sign up!

E-MAIL

PASSWORD

☐ Accept terms and conditions

REGISTER

Back

Pick a category!

CONFIRM

Back

DISLIKE

LIKE

Recommendations

START AGAIN

Google

High-fidelity prototype

TODO in next course

Screenshot of
prototype with
connections or
prototype GIF

Accessibility considerations

1

Color blind people are able to use the application, since color plays no important role in the menu.

2

The menu elements are big, so people with worse than average eyes are able to use it.

3

The use of the application requires only basic command of English.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

"Easy to understand"

"Simple but efficient"



What I learned:

I improved my skills in Figma, I learned the basics and importance of UX research.

Next steps

1

Make it more colourful.

2

Try to add a search bar perhaps.

3

Add a hamburger menu to each wireframe.

Let's connect!

Thank you for my participants for all the feedback!

