

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.



Age: 17
Education: High School
Family: Parents
Occupation: Student

“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

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.



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

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

Goals

-have casual fun

Frustrations

-previews of complicated games

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

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

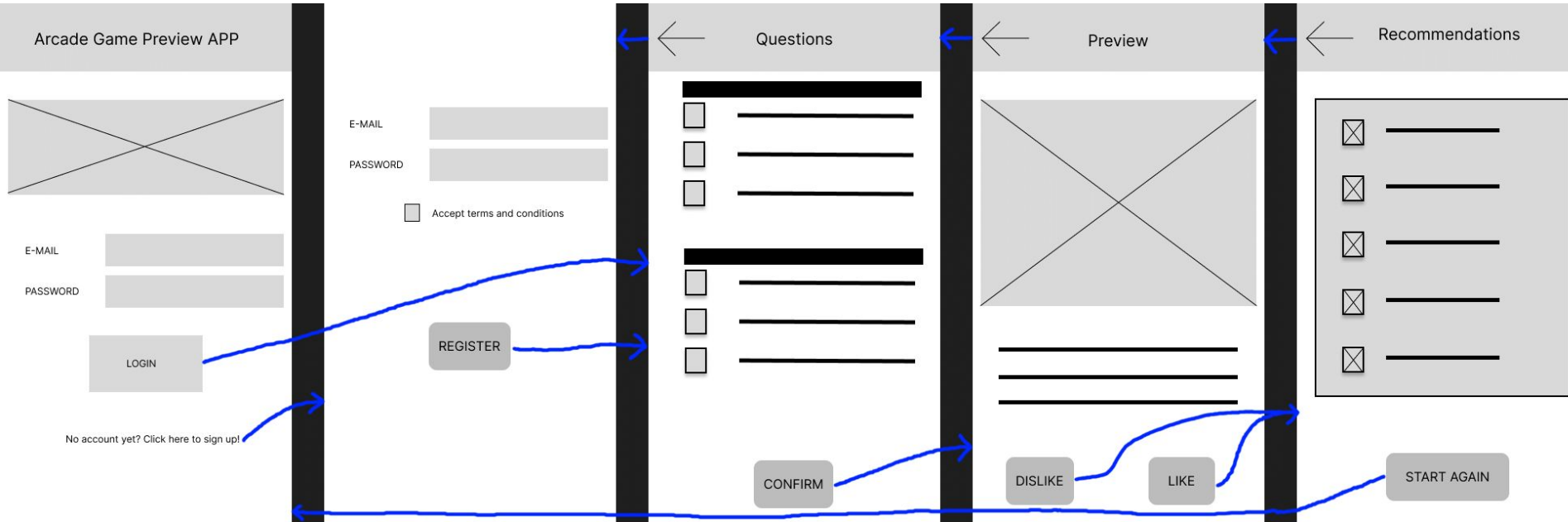


Insert second wireframe example that demonstrates design thinking aligned with user research



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.

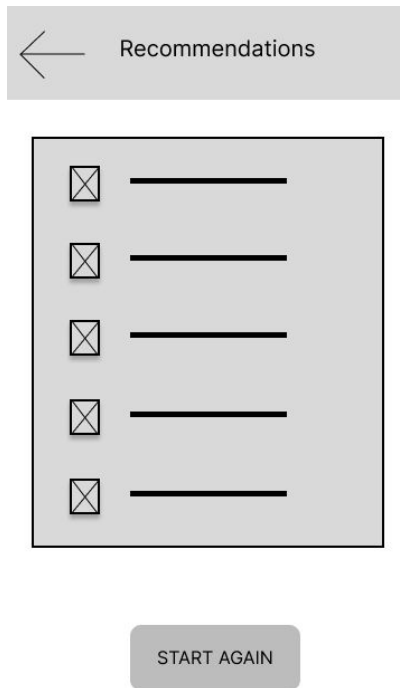
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

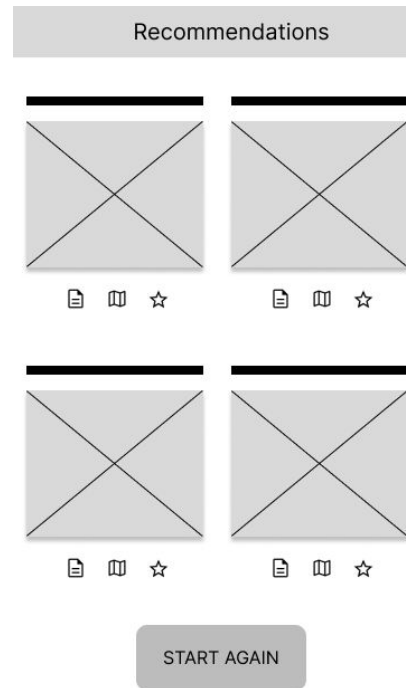
Mockups

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

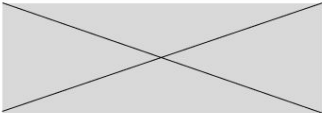
A mockup of a questionnaire interface. At the top is a grey header bar with a left-pointing arrow and the text "Questions". Below this is a black horizontal bar. Underneath are three rows, each consisting of a small square checkbox followed by a horizontal line. Another black horizontal bar separates this from a second set of three identical checkbox-and-line rows. At the bottom is a grey button with the text "CONFIRM".

After usability study

A mockup of a category selection interface. At the top left is a "Back" link. Below it is the text "Pick a category!". The main area contains a 2x2 grid of four grey squares, each with a black 'X' drawn across it from corner to corner. At the bottom is a grey button with the text "CONFIRM". A green arrow points from the "Before usability study" mockup to this one.

Mockups

Arcade Game Guru



E-MAIL

PASSWORD

LOGIN

No account yet? Click here to sign up!

E-MAIL



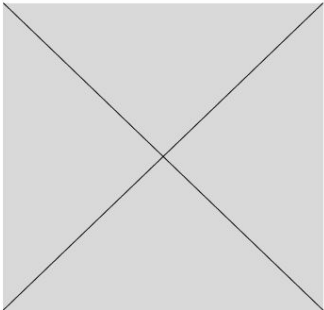
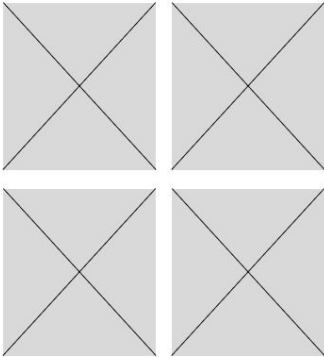
PASSWORD

☐ Accept terms and conditions

REGISTER

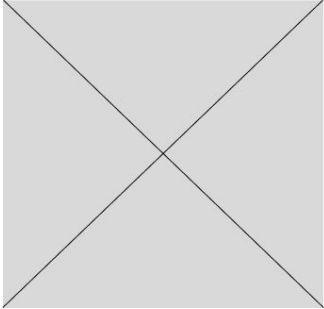
Back


Pick a category!



CONFIRM

Back

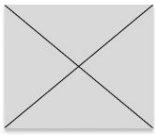
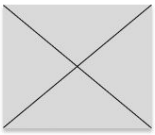
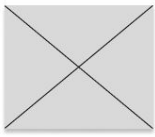
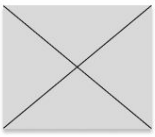



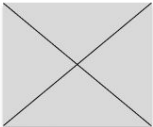



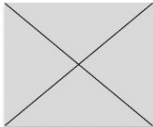


DISLIKE




LIKE




Recommendations











START AGAIN

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!