1. Design Requirements - 1-2 page

1.1 Problem:

Watching videos and streams, viewers often find it difficult to manage large portions of time to allow for watching of streams for longer duration. There also seems to be a relevant level of toxicity among the community and others surrounding this environment.

1.2 Design Principles

Community: The user should feel welcome and comfortable interacting with the online community and reduce discouragement they may feel from others.
Simplicity: The design should be aesthetically pleasing to the user, easy to understand, and intuitive for the user.
Variety: The design should provide a diverse selection for the user to choose what they want to watch.
Accessibility: The design must always be accessible to a majority of the population, regardless of platform or device to provide equal access to all users.

1.3 Environmental Requirements

Since our system targets viewers of eSports, it must work on devices people currently use to watch eSports streams/videos.

1.4 Functional Requirements

The user should be able to participate freely and appropriately in the community without fear of hate, and allow users to manage their time more efficiently, as to not affect their personal life and allow for longer watch times.

1.5 Technical Requirements

Our application will allow users on any device currently used to connect to videos/streams and help manage/organize them. The platform will be accessible through computers, phones and tablets of different OS.

1.6 Usability Requirements

The application will be used by people of different skill levels and different interests, so it is crucial for it to be easy to learn and usable for new users. The layout/complexity should be modifiable by users if they wish to do so.

1.7 Measures of success

The success of the experiment is to be measured through feedback from participants during usability tests, and the amount of people/time spent on our platform.

2. Experience Map - 1 page

LEGEND: ? Questions in customers mind, '+' positive and '-' negative experiences and reactions

Stages	Entice Onboarding	Enter Program Setup	Engage Using the Program	Exit Finished watching	Extend Feedback/ Reflect
People	Viewers, Reviewers, Streamers	Streamers, Viewers, Community	Viewers, Streamers, Curious friends, Community	Viewers, Friends, Streamers, Community	Viewer, Platform, Social network, Reviewers, Community
Contexts	At home On platform of choice On a device of choice				
Feelings	+ Curious - Hesitant, no trust?	+ Curious + Interested - Nervous	+ Confident + In control + Welcomed - Concerned	+ Satisfied + Proud - Tired - Guilty?	+ Satisfied + Relieved + Excited - Unsure
Thinking	? How does this help me ? Is this necessary + This looks cool - Boring	- Hurry up ? Technical requirements ? Space capacity + cool	? What do I do now + interesting content + easy to use + everyone is nice here ? does this change anything	- O boy I am tired + I need to do work now + I am glad I managed my time well	+ Help others manage time + Let others know this is pretty good
Actions	Browsing some app store/forum	Download app Make and account	Watching many videos/ streams Talking with community Keep track of time (on app)	Closing the application. Review the program. Remember streamers to watch next time.	Rating Survey feedbacks Talking to others/ friends/ family
Touchpoints	Website, App store, Computer/ Phone	Website, Application, Computer/ Phone Platform	Application, Computer/ Phone Platform	Application, Computer/ Phone Platform	Computer/ Phone App Store Website Forum

3. Short Form Creative Brief - 1 page

3.1 Project Objective

Build an app that acts as a medium for communication between other viewers of gaming content online as well as to encourage time management. The app services gamers and viewers who would like to interact more with the community surrounding a certain content with the aim to improve their satisfaction with online interaction and ability to manage time.

3.2 Key Personas

Gamer Gary

Gary is a 21 year old gamer. He is currently a student in university studying computer science. While at school, between assignment due dates and whenever he is on break, Gary plays League of Legends on his Razer gaming laptop. While there are times where Gary should be studying and/or completing an assignment, he continues to game. Occasionally, Gary will go onto YouTube to watch guides and professional players on how to play a certain character. Sometimes, he also goes to Twitch to watch official League of Legends competitions although he never stays to watch them for very long.

Casual Christopher

Christopher is a 19 year old student currently attending university for commerce. When he finds the time between his studies, he watches his favourite streamers play video games, usually with others. The content he watches occasionally overlaps with what he plays however, he watches the content for entertainment purposes. He has been single for a year and his father is stricter than his mother on his behaviour/mannerism but both are fairly lenient. He currently resides in a dormitory at his university.

3.3 Key Scenarios

It is currently 12pm and Gary has just woken up. The night before, he stayed up until 5am finishing a course project due at 8am. Tomorrow however, Gary has a midterm for another course. As he is still tired from the events of last night though, Gary decides to take his laptop out in his dorm and play one or two rounds of League before getting to work. After playing a couple of rounds more than he thought he would, Gary finally begins studying. It's not too long though before his bookmarked YouTube tab draws his attention and Gary starts to browse the site for content. His recommended feed shows several League gameplay footage and esports stream highlights and thus, he spends a large portion of time watching that content. It's not until the late afternoon that Gary realizes he has barely studied and once again proceeds to work away late into the night studying for his test.

Chris has arrived home from a busy day at school and wants to relax a little before starting his homework again. He goes onto his usual platforms: Twitch and YouTube in hopes to find something to pique his interests. He starts watching his favourite streamer on Twitch and interacting with the chat. The chat occasionally bullies the streamer and other participants but Chris takes this lightly. A few hours later, when he notices he is hungry, four hours have already passed and he is now panicking to finish his homework and assignments whilst shovelling food into his mouth. He manages to finish his work late at night but has been working quite slowly due to his distractions coming from the stream which he decided to leave on.

3.4 Key Principles

1. Gamer and Casual struggle to manage their time correctly: the user's accessibility and inaccessibility should be prioritized to allow the user to have more control/awareness of time.
2. Casual Chris struggles with interactions in the community and helpful interactions

4. Plans for individual low-fi prototypes & usability testing - 1 page

Tasks:

1. Time management
2. Chat interactions
3. Browsing videos
4. Video layout

Key Tasks	Description	Assigned Members
Time management	A way for the user to manage time for watching videos	Isaac, Owen, Umid
Chat interactions	Filter interactions between members of a community	Gabriel, Owen, James, Umid
Browsing videos	Something that is easy to use and has variety when choosing videos	Gabriel, Isaac, James, Umid
Video layout	Make a visually pleasing design that manages videos well	Gabriel, Isaac, Owen, James

5. Appendix I

5.1 Personas

Once-in-a-lifetime Oscar

Oscar is a 30 years old businessman. He is currently working two jobs as a journalist and a news anchor. His work life never stops and he barely has enough time for family life, let alone watch or play video games. He is married to his jobs and is trying to pay off his loans. He lives in a townhouse, roughly two hours away from where he works. He has only ever touched one game in his lifetime and has not touched it in several years.

Toxic Tyler

Tyler is a 14 year old high school student in Los Angeles. He enjoys playing a variety of games and watching multiple online personalities with plenty of free time after school. With so much free time, Tyler will quite often type nonsense into the chat as well as tease and mock others on the various games he plays and in the chats of the let's plays and streams he watches (known as trolling) "because it's funny". He will usually get people much older than him really angry, spending the next hour arguing with each other. Tyler, however, does not care and provides only ignorant answers which infuriates those he talks to even more.

Highlights Harry

Harry is a 24 year old gambler who watches videos that are compiled after major events or tournaments. The content he watches is used for improvement of his own skills and his gambling career. He has a wife who is 21 and supports his gambling behaviours. He resides in an apartment in the downtown area near casinos. When he is at home, he mostly watches replay videos of both eSports and traditional sports and sometimes plays video games. When he is out he is always gambling.

Streamer Sandra

Sandra is a 24 year old streamer. She spent most of her time playing and streaming video games. She is a pro gamer. She sometimes participates in tournaments. She owns multiple houses and moves between them every 4 months because of climate change. She often watches other streamers to find improvements in her stream.

Baroque Barbara

Barbara is a 45 year old lady from Montgomery, Alabama. She has been married to her second cousin for 27 years. Barbara has 4 kids, the oldest of which is an unemployed 30 year old manchild who shoots deer in his spare time. The rest of the children are either arrested or have disowned her as a mother. She is deeply conservative and believes that electricity is the product of the devil!

5.2 Scenarios

Oscar just arrived home after finishing a major article at work and wants to relax with a bottle of beer and a football game when a long lost game which he used to play in highschool was noticed on his shelf. When he starts playing, he realizes the game still has a thriving community and wants to see how the game is being played a decade later. He tunes into a live stream of the game and wants to ask the community questions about the game. Unfortunately for him, the chat is acting very toxic and aggressively bullies Oscar out of the stream. Being dismayed, he puts down the game and goes back to his original plan of football.

After arriving home from a long day at school, Tyler starts to watch a random, but popular, livestream. He instigates others, usually the streamer, to become enraged as this fuels his ego and gives many of the viewers a good laugh. He abuses the chat rules until he is muted or banned before moving on to the next stream. His excitement is evident since he, along with his online buddies, harass other viewers and the streamer themself constantly.

Harry has just gotten home after gambling the whole day. He watches a highlight of a League of Legends match between TSM and Cloud9 on his laptop. Harry scrolls through the comments to potentially gain insight into the players' tactics and playstyles and discovers many arguments, fake accounts, and irrelevant comments. Harry abandons his search through the comments and returns to watching the video, losing interest in engaging with the viewing community.

Sandra just woke up at 10 am and has started her stream. She plays for long periods of time and has fun interacting with her chat. All of a sudden, two of her viewers begin to send inappropriate messages on her live stream chat. She is extremely offended and believes it to be unhealthy for both her and the other viewers. The two viewers are muted by her without their knowledge in hopes that they do not move onto another stream and harass more people.

Barbara has just milked the cows and begun planting potatoes in her front lawn. She sits on her front porch and gazes into nothingness. Her family comes by to visit her once in a blue moon but must arrive in a carriage. The only communication in and out of her settlement is through pigeons. The slight mention of video games or electricity makes her vomit.

6. Appendix II

Task	Who worked on it
Design Requirements	Isaac, Gabriel
Experience Map	Isaac, Gabriel
Short Form Creative Brief	Isaac, Gabriel, Owen, James
Plans	Isaac, Gabriel, Owen, James, Umid

Link (For Version History):
https://docs.google.com/document/d/1yb2a9fYgKXMmQOAIqEHbXlTkgTmeMZjZU2TGh-hOwKo/edit?usp=sharing