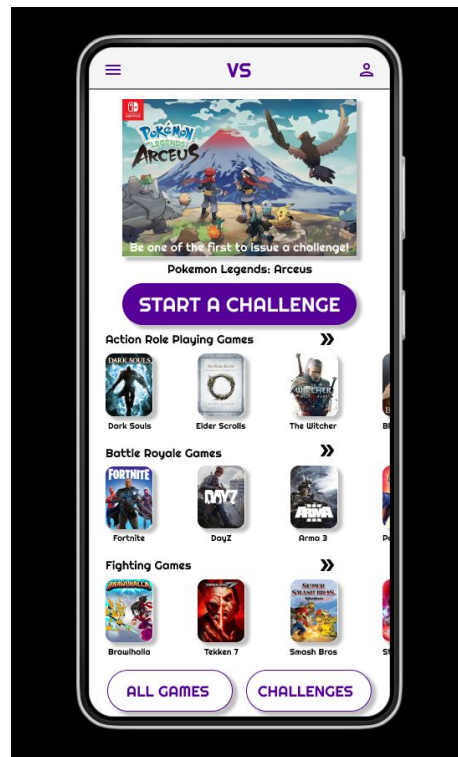# VS

Daniel Westfall

Google

Project overview

The product:

Versus is an app that records gaming achievements and lets gamers build communities and send challenges to one another.

Project duration:

January 2022 to February 2022

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Project overview

The problem:

A lack of engagement with users when there is a mostly static list of leaderboards.

The goal:

To increase user engagement and traffic with the app by creating an interactive community of players.

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Project overview

My role:

UX designer designing an app for VS from conception to delivery.

Responsibilities:

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

Understanding the user

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

Google

User research: summary

I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research is gamers who participate in live streamed gaming content.

This user group confirmed initial assumptions about VS's users, but research also revealed that high-score achievements are a goal of some users, but issued challenges piqued user's interests for many reasons. Those reasons include providing game replayability, interaction that gives a feeling of community, and a sense of achievement even if the individual's game wasn't the new record setting score.

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User research: pain points

1

Community

Many busy gamers don't have the opportunity to play with friends often

2

Static

Many games' records are maxed out. Replayability falls to a low when it can't be beaten

3

Single Player

Many games are single player

4

No Scores

Some games don't use scoring

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Persona: **Sachi**

Problem statement:

Sachi is a Twitch Streamer who needs to engage with her followers because it strengthens a sense of community with them all.

"I am building my own personal brand. Showcasing my achievements strengthen that brand and is another way to interact with my viewers. "

Sachi

Age: 24
Education: College student
Hometown: Nashville, TN
Family: 1 cat and 1 dog
Occupation: Twitch Streamer

Goals

- Secure way to record her gaming achievements
- Fan interaction competitions for the best score or in game achievements
- Environment conducive to live streaming events with competitive gaming
- Platform friendly to color blindness

Frustrations

- "No real place to showcase my gaming achievements"
- "On a male dominated platform, female streamers' achievements should be celebrated too"
- "My sister is color blind, and I want to create a community that makes her feel included"

Sachi is a current college student and part-time Twitch streamer. She streams competitive League of Legends tournament, cosplay, and Live Action Role Playing content. Sachi wants to attract more people to her community. She streams with her sister who is color blind and wants to include her any anyone in her diverse community that has disabilities as well.

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User journey map

[Your notes about goals and thought process]

Persona: Sachi

Goal: Upload a high score and issue a challenge to her community

ACTION	Select game	Upload score	Select game	Issue a challenge	Update status
TASK LIST	Tasks A. Log in B. Browse for game C. Select game	Tasks A. Find score upload on game page B. Fill out form with information C. Review and submit	Tasks A. Return to homepage B. Browse for game C. Select game	Tasks A. Find issue challenge on game page B. Select recipients from friends list or enter their email or user names C. Review and submit	Tasks A. Go to profile page B. Create a post updating her community C. Share on site and to social media
FEELING ADJECTIVE	Overwhelmed by long list of games Happy so many games are supported Disappointed that some game pages aren't easy to read for her colorblind sister	Excited to see ranking with new score Wish it was easier to upload proof of score	Overwhelmed by long list of games Eager to find the next game to challenge her friends	Hopeful this challenge will engage her community Annoyed it takes so long to select all users	Happy to show her new score Enthusiastic about her community interaction Irritated that the process takes extra time
IMPROVEMENT OPPORTUNITIES	Quick search field with voice input Recently played or favorite games options Make sure to test all pages for sufficient contrast and inspect site using colorblind simulation	Have a preview field for linked youtube video of proof of score	Add quick links for games for options (ie challenge, new score, etc.) Quick preview of games for finding new games to play	Add feature to create quick select options of her followers	Offer to share on social media platforms after each interaction Option share selected interactions from a session (to avoid spamming)

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Starting the design

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

Google

Paper wireframes

By drafting quick iterations of new screens by hand, we ensured that the elements that made it to my digital wireframes would be well-suited to address user pain points. By prioritizing the challenging process, I created a smooth challenge creation process.

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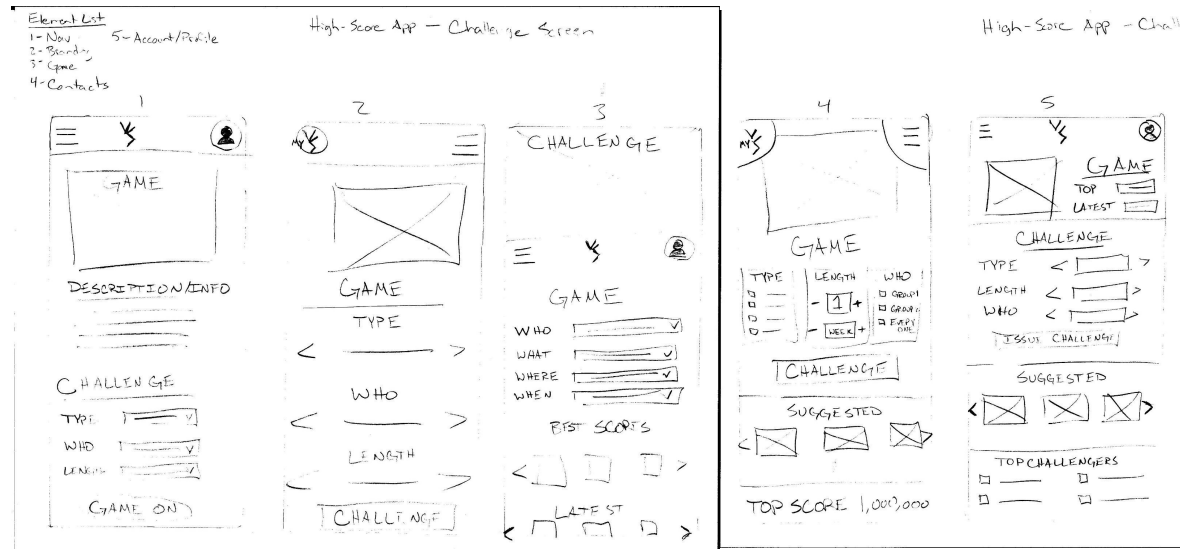
Digital wireframes

As the initial design phase continued, I made sure to base designs on feedback and findings from my research.
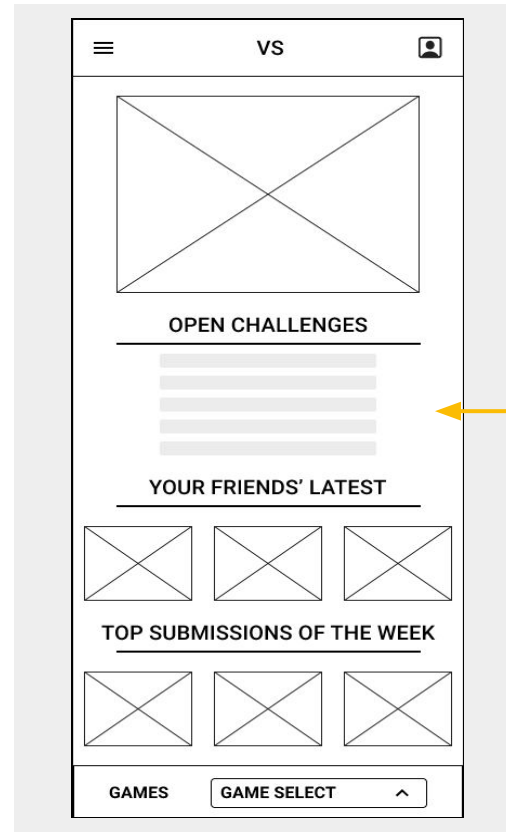
Game art makes it simple for a user to know they are on the correct screen.

This button grabs the user's attention and directs them to challenge creation.

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Digital wireframes

Easily accessing challenges created and received was key to create the sense of community and make an environment that keeps users engaged.
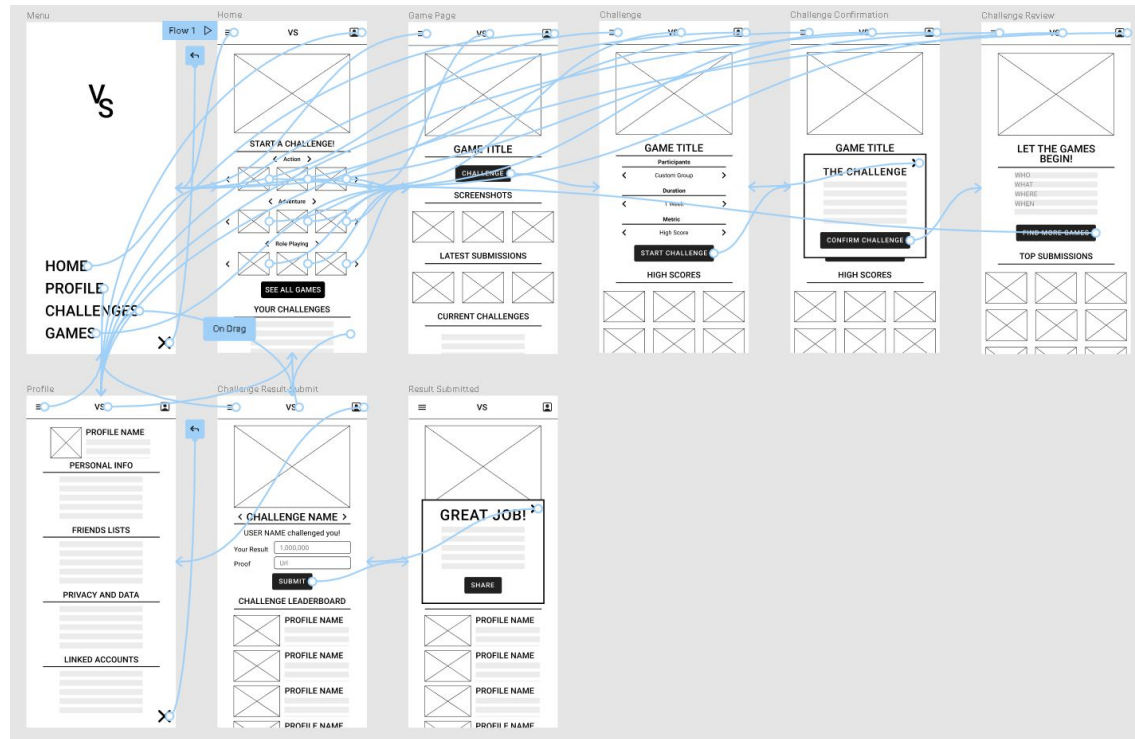

A list front and center to keep a user's focus on their goals for interaction with the community.

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was creating and viewing challenges, so the prototype could be used in a usability study.

View the VS [low-fidelity prototype](#)

Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

1. Users want to easily access challenges

2. Users wanted more diversity in achievements and games

3. Account page needed redesign

Round 2 findings

1. A page was needed just to show challenges

2. Confirmation pages were needed for submitted options

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Refining the design
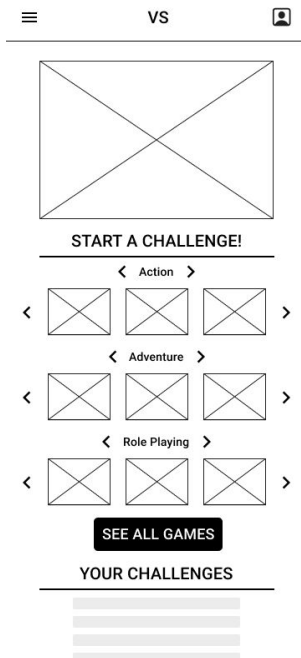
- Mockups
- High-fidelity prototype
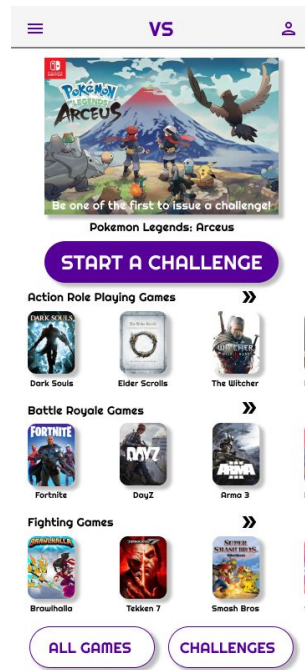- Accessibility

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Mockups

Early designs allowed for some customization, but after the usability studies, I made changes to **make a link to a different challenges page**. I also revised the design so users see **all navigation options more clearly** when they first land on the screen.

Before usability study

After usability study

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Mockups

The second usability study revealed frustration with the navigation flow. to streamline this flow, I redesigned the Navigation Menu to **display user information and important links**.

I also redesigned the **page links as a bottom nav** to this screen.
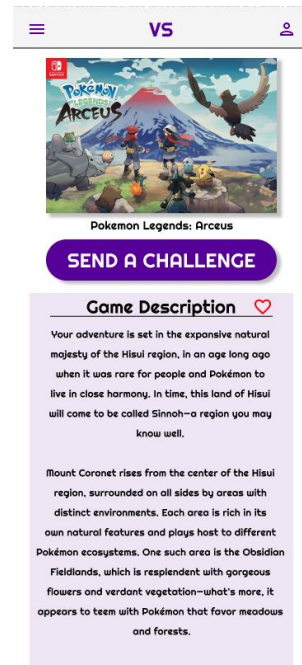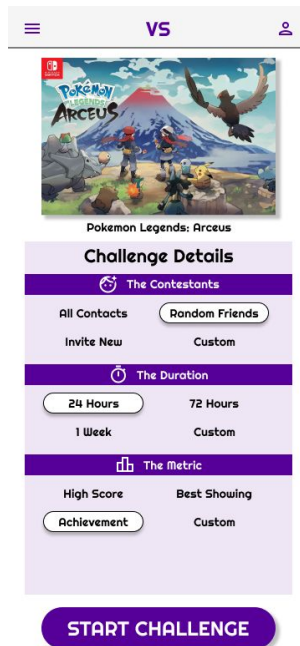
×

gamer

VS

gamer

HOME
PROFILE
CHALLENGES
GAMES

USERNAME ×

⚑ You have 2 open challenges!

👤 Update your Profile

Recent Activity
View Your Achievements
Your latest Games

🏠 Home   🎮 Games   VS Challenges   🎧 Messages

Google

Mockups

Pokemon Legends: Arceus

Your Challenge ✎
Your **Random Friends**
have **1 Week**
to make this **Achievement**

Let the challenge begin!

ISSUE CHALLENGE

Pokemon Legends: Arceus

Challenge Details

⏱ The Contestants
All Contacts	**Random Friends**
Invite New	Custom

⏱ The Duration
24 Hours	72 Hours
1 Week	Custom

⏱ The Metric
High Score	Best Showing
Achievement	Custom

START CHALLENGE

Pokemon Legends: Arceus

SEND A CHALLENGE

Game Description ♡

Your adventure is set in the expansive natural majesty of the Hisui region, in an age long ago when it was rare for people and Pokémon to live in close harmony. In time, this land of Hisui will come to be called Sinnoh—a region you may know well.

Mount Coronet rises from the center of the Hisui region, surrounded on all sides by areas with distinct environments. Each area is rich in its own natural features and plays host to different Pokémon ecosystems. One such area is the Obsidian Fieldlands, which is resplendent with gorgeous flowers and verdant vegetation—what's more, it appears to teem with Pokémon that favor meadows and forests.

Pokemon Legends: Arceus

The gauntlet has been thrown

Suggested Games

FIND OTHER GAMES

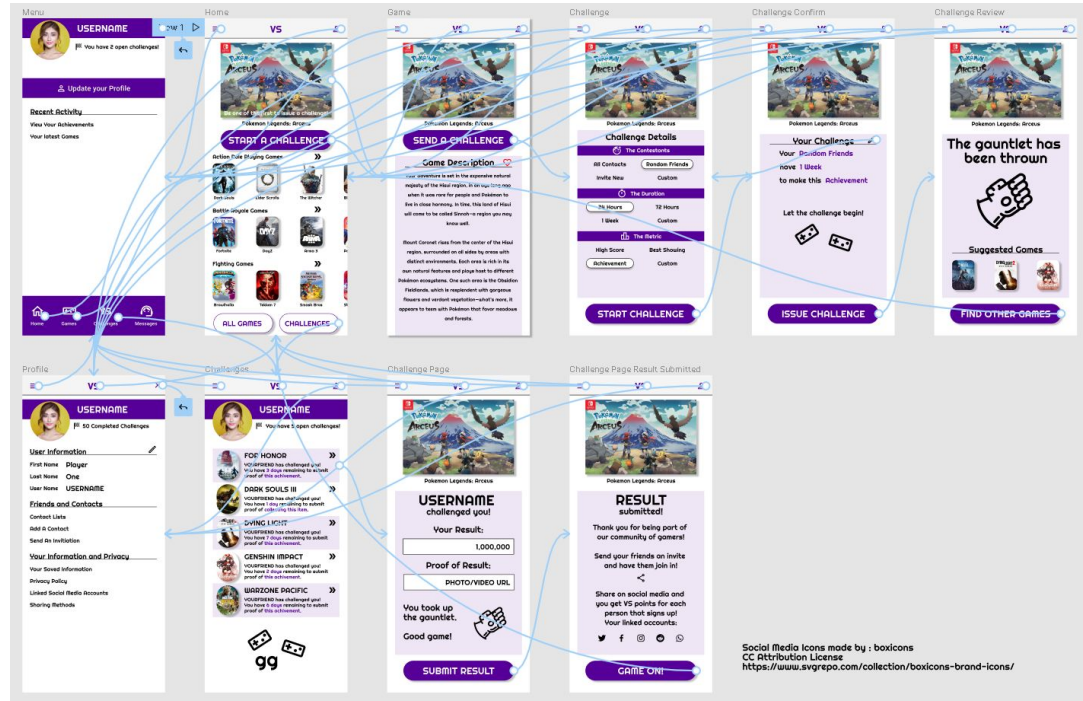# High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for issuing a challenge. It also met user needs for viewing received challenges and more intuitive navigation.

View the VS high-fidelity prototype

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Accessibility considerations

1

Used icons to help make navigation easier.

2

Provided access to users who are vision impaired through adding alt text to images for screen readers.

3

Checked color contrast to make contrast was adequate for users with colorblindness.

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Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

The app makes users feel like they're in a community and not just looking at a scoreboard.

What I learned:

This process has helped me realized that the smallest considerations in design can change the accessibility for so many users. Usability studies and peer feedback helped guide the changes and improvements in design.

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Next steps

1

Continue the usability study iteration on the design of the app to make sure all pain points are addressed.

2

Conduct more user research to determine any additional areas to strengthen the feel of community.

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Let's connect!

If you're interested in this project and would like to collaborate contact me here:

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