

P1: User Research

CPSC 481

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Project Description

Our project idea is to create a semi-anonymous matching service for gamers. Multiplayer games have their own match making systems which matches users with other random users over the anonymity of the internet. We intend to improve that match making system by having the users complete a profile stating their most played games, how frequent and how long they usually play, their “gaming schedule”, etc. Our service would match users on their similar aspects.

We intend our system to be used by people who play multiplayer video games but doesn't have friends who play the same game as them. These users would wish to develop friendships online opposed to only play with random people online every time they play. We intend our system to be used by matching people who want to play right away and by matching people with offline people based on their profiles. The first “mode” is for people who instantly want to play while the second “mode” is for people who wishes to develop long lasting friendships.

Stakeholders

Experienced users who play multiplayer games:

These users have experience in playing games where they need other players to play. Thus, they will have previous experience of in game or out of game programs that help to match different players into teams. They may feel the need for finding people who have the similar rank (experience level) as themselves to play a game. They will have more knowledge on the games that they play regularly and will be looking for specific people to play games with. They may also be part of game communities, forums, etc. Which also connects them to new people in the game community. May also be looking for new friends with same interests in games.

Normal users who have trouble finding people to play games with:

They will not have as much experience and may not be as invested into games as an experienced gamer. But since they are not regular players they may not know many people who play a specific game they want to play and may just use in game team making mechanism in order to be matched with random people to play with. May also be just looking for new friends with same interests in games.

Users who are looking to try new games:

Since they are starting off in a new game, they will not have much information on game mechanics and people who play the game. Thus, they will need a way to find people to play with. They may be experienced in using apps that give information on games or find information on the website that reviews the new games that they want to play.

Users who never played games but want to start:

These users will have very little background knowledge on games and programs, communities, people related to games. They may want recommendations and reviews on games in order to find one that interests them. These users will have no experience using programs where they can find new people to play with.

Streamers/content creators (Youtube):

If they are content creators related to games, they will have lots of information and experience using programs regarding games. They will be similar to the experienced gamer.

Game companies:

They will have lots of information about the gaming community and what gamers are looking for. Some game companies will be interested in the product since it will get more people to be invested in their games, especially if they are a multiplayer game company.

Advertisers:

They will be interested in the product if the product has a lot of traffic (many people use it) thus they can use it as a platform for their advertisements. Depending on what they advertise they will have a lot or very little knowledge on games and game programs that help people to find other players to play with. If they are trying to advertise specifically to gamers, they will have more information on the topic compared to any advertisers who are aiming for a general population.

Research Methods

The two research methods that we used was a survey and character profiles. We decided to use the survey method because it is very effective in targeting a large group of people in a short time span. Since we only had a little over a week to conduct these research methods, we decided that a survey could be very effective in learning what features may be useful in our project and to learn more about our users. Surveys also provide many unique perspectives from people all around the world. What we learned was that most of our users are between the ages of 20 and 25 and that there is an equal distribution of genders. Most of users play many different types of games varying ranging from mobile games to computer games. They play games almost every day of the week and play around 2 to 5 hours on average. Most of the responses say they mainly play games on the computer and that they either have no trouble finding people to play with, or a lot of trouble. The responses favored message chat, a way to add friends and to be matched with users of similar skill level as features they would like in the application.

The second research method we used was character profiles. We used this method because a lot of our friends play games and we could base some of the profiles off of them, and use the survey responses as a part as well. This would help us easily develop these profiles and we could get a general idea on our potential user base. Understanding our different types of customers will help us develop new and more ideas to target them and use our application. Some of the profiles we developed were a 23 year old female named Naomi who like to play instruments. She often likes to play multiplayer party games such as Overcooked, Mario Party, and Mario Kart. She likes to have a good time with friends and

has an easy time finding friends to play with. However she still wants to find new people and make new friends but wants an easy way to contact them with no hassle and to block unfriendly users. Another user with a different personality would be Jason Wang, he is a 26 year old male student who is a serious and hardcore gamer. He has a low tolerance with silliness and prioritizes winning. This means he like competitive games with a robust player base like League of Legends, Dota 2, and CSGO. He would like to find other competitive players of similar skill levels that will take the game seriously and be able to connect in real life. So from developing these profiles we learned that there are mainly two audiences we should try to target, the casual gamer trying to find new people to play with and the serious gamer who wants to win and find equally competitive people.

The responses we received from the questionnaire can be found at:

https://docs.google.com/forms/d/1Ncx7qQBUEMO6OhAmcMoMSN6FKiK4nPQdp0LNrMdPf_Q/edit?fbclid=IwAR29MdX7f7G1KzzC2TS1FlvHRakfFE_q7_9U1yiecMmUCyOXS09BoIDScus#responses

The character profiles can be found at:

https://docs.google.com/document/d/1bB8U_Avjb9zCaJ3jfhblixKPU9DxOg0Rpg41Im5KCPc/edit?usp=sharing

Reflection

Placeholder sentence.

Task Descriptions

Task Description 1

Jakob, who wants to compete in an upcoming League of Legends tournament with two of his friends, is looking for 2 more teammates to join his team. His friends and himself are three players but they need 2 more players to fill in the roles of Support and Top. To join the team, Jakob requires the players to be a certain rank and be willing to use voice chat.

He accesses the system (either through an application or a webpage), and puts up a posting for his team in the League of Legends category. In the posting, he specifies that he is looking players for a tournament, and specifies the requirements of the players looking to join.

Jakob checks the system a day later and is notified that 4 players are interested in joining. He examines each players profile for their ranks and reputation. After consulting with the other team members, he accepts 2 players. Jakob sends the players his contact information, and they switch to an external platform to communicate further.

After the tournament, Jakob is pleased with his new teammates and gives them good reviews on their profiles.

Task type

Typical User, typical routine task

Task Description 2

Jenny wants to play the new video game Apex Legends but she doesn't know anyone who plays the game. Since this game is designed with parties of three, Jenny would like to find one or two other people to play with casually. This is her first time using the system.

Since she wants to play Apex Legends, she navigates to the Apex Legends category and looks at postings other people have made for the game. After browsing a couple posts, she finds one that she likes. In order to contact the poster she needs to set up her profile. Since she really wants to play, she quickly sets up her profile and indicates some of her preferences. Then she contacts the poster.

The poster replies within 20 minutes, and they exchange in-game usernames and party up in the game. After the play session, Jenny sends a friend request to the other player, with the intention of maybe playing with them again sometime.

Task type

First time user, Typical task

Task Description 3

Jason Wang, an extremely competitive player, wants to compete in CS:GO tournaments seriously. He wants to find a group of people who share his competitive nature and drive to win, and also around his skill level.

He browses the CS:GO category on the system and responds to many postings and eventually settles on playing with one group of players.

They play a couple games, but Jason gets into a disagreement with all the other players, and decides to find another group.

However, in the middle of contacting another group, someone from the previous group is harassing Jason through the message feature. Jason reads the messages, then blocks him and reports the messages to our system. He then resumes contacting the second group.

Task type

Uncommon user, uncommon task