**UX Project Results**

**JC Ho**

Bracketeer is an app designed by me to make brackets for many games including video games, board games, card games, and sports. On it, you are able to make brackets, create specific bracket types for specific games, make games to correlate the brackets to, and make players to add to the brackets. I came up with the idea because I enter many Super Smash Bros. tournaments. In that tournament, they use a website called smash.gg, however, there is no app for the website. The website doesn’t have the best adaption for mobile devices and was running really poorly on my phone. That’s when I wished there was an app for it. The best websites have an app, that’s what I’ve always thought. Apps are quicker, easier, and more accessible than a website usually is. So, I decided to base my UX project around this to see how it would turn out. My main demographic were people who also enjoy entering tournaments.

In the beginning, I did a simple survey to see where the demographic would lie for my class and see any suggestions for a bracket app.

Chart, bubble chart

Description automatically generated

Luckily for me, all of the participants in this survey said they had participated in a tournament, so this app could be useful to who I was producing to. This statistic could’ve been swayed a little as I did send my survey to a discord which I know everyone in the survey has entered a tournament before.

Chart

Description automatically generated with medium confidence

Most people reported that the bracket they participated in was run on a website and only one said it was run on a mobile app, all the more reason to make one.

Chart, pie chart

Description automatically generated

Not that many of the people that took my survey had used a bracket making app. This either means they are not popular, they don’t exist, or they do exist, and they are poorly designed. A lot of requests for the app were to have clean and simple design, make it easy to navigate, and have information for the players in the bracket. After taking these thoughts into consideration, I was able to put together a simple wireframe of the app. It had three sections from left to right. The user would start in the middle which was the bracket creating section and the most important, hence it being in the middle. To the right was the player making section and to the left the game making section. I tried to keep the graphics simple, not only to my lack of great graphic design, but also to keep the app looking clean. I enjoy the color pallet I chose, and I think it looks great on mobile devices. After the app was done, I did some testing with some of my classmates.

Chart, pie chart

Description automatically generated

Most of the people that tested the app had been using a bracket app for the first time. Which means they may not know what to look for when using the app. However, most of the testers were able to pass the test of tasks.

Chart

Description automatically generated with medium confidence

Almost everyone was able to easily complete each task except for one. There is a big button on the bracket screen that everyone mistook for a graphic instead of a button. I made some minor changes after the test to help improve this as obviously it was a flaw in the design as pointed out from the testing.

Chart, pie chart

Description automatically generated

At the end of the day only a third of the people that tested my app said that they would use it. While not a lot, it makes sense to the people that wouldn’t participate in tournaments or organize tournaments.

**Written Analysis**

I learned a lot with this project. For one, learning the software of Adobe XD. It was quite interesting to learn, and, for an adobe product, I was surprised at how intuitive it was. There were still some quality-of-life things I would change with it though, but it was fun to use to make this project. I also learned a lot about color choices, general UX principles, and how people would react to an app, even if they are not familiar with the type of app it may be.

If I started the project over, I might choose a different topic. If I had to stay with the same topic, I think I might do a little more testing on more specific features people would have wanted to see incorporated. My app was designed simply and with a simple theme in mind. Maybe it could’ve been more spunky or interesting in some way, but for this time around I thought that the simple route would be the most efficient for this kind of app.

I think UX is very important to any kind of software. Everyone is going to approach something differently than someone else. If you are making software and only you know how to use it and navigate it, that’s a problem. It is helpful to throw in some principles of UX for making a UI or other menus or anything. UX can be found anywhere. It is just a principle of good design and I see any good design following UX. I’m sure I’ll see it and remember it a lot in future GIMM projects when making a game or anything someone else other than myself would have to use.

I enjoyed making and learning about how an app was made. I did not know it was so easy to throw some things together with the help of Adobe XD and then an app is born. If Adobe XD had better access to programming, I would love to finish the app fully and use it. I know a lot of students in my class wanted to do the same thing. I also loved being given full control of the topic and how we made the app. It was a fun project overall.