

CS 352

FINAL PROJECT PRESENTATION

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USABILITY PROBLEM

The gaming industry is certainly very diverse and vast, making it hard for gamers to keep up with all their gaming platforms, updates, news, and even their own libraries as it could be rather scattered. There is a lack of platform that brings all these components together. Our project aims to create a universal gaming hub that combines several gaming platforms and features into one piece of software.

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TARGET AUDIENCE

Our target audience are gamers (mostly teens and adults) that spend a lot of their time hopping into different platforms as well as those actively seeking game information (updates, sales, etc.).

12 / 10 / 2024

INSIGHT I : PRIORITIZE A CENTRALIZED LIBRARY WITH CROSS-PLATFORM COMPATIBILITY

Research participants that we have interviewed and are a part of our target demographic have shown an interest with our game library feature. We have given the option for users to link and unlink their pre-existing platform accounts to make synchronization with our platform easier. If the game cannot be found automatically, we have also accounted for that with the addition of an "import game" feature (manual addition) to our program. This way, users have multiple options with their account access on this software.



Account Linking:

Unlink PlayStation Account

Unlink Steam Account

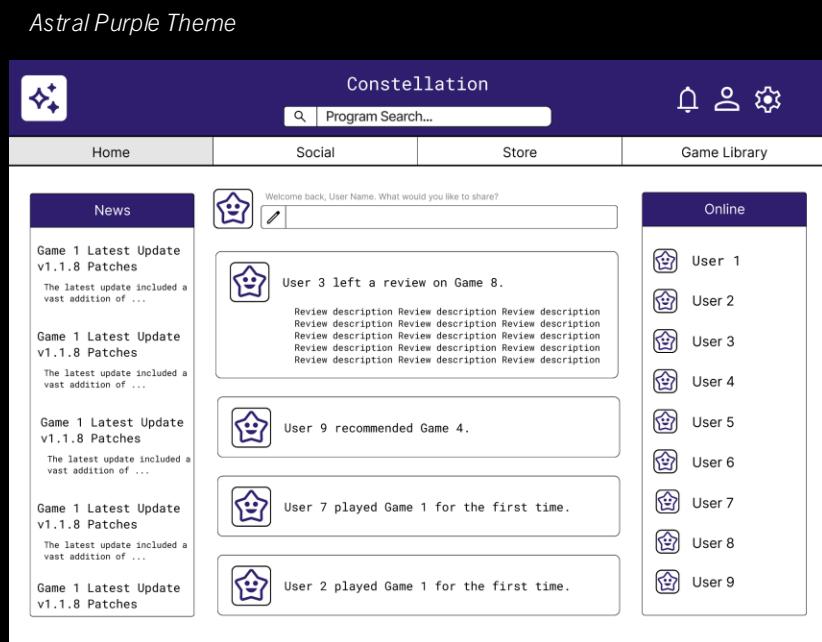
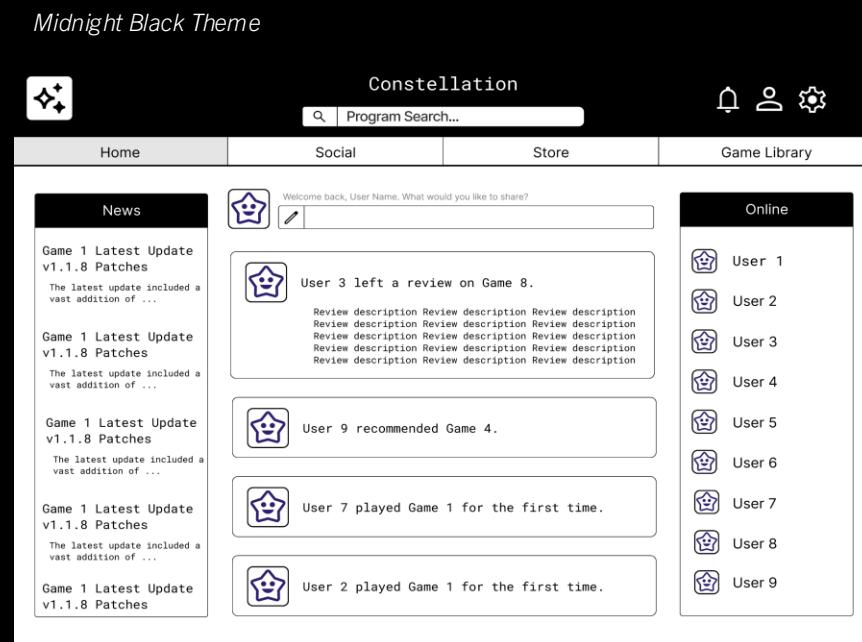
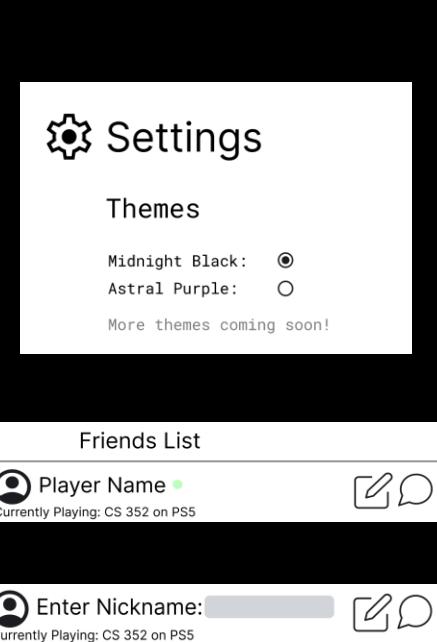
Link Xbox Account

Link Epic Games Account

Link Nintendo Account

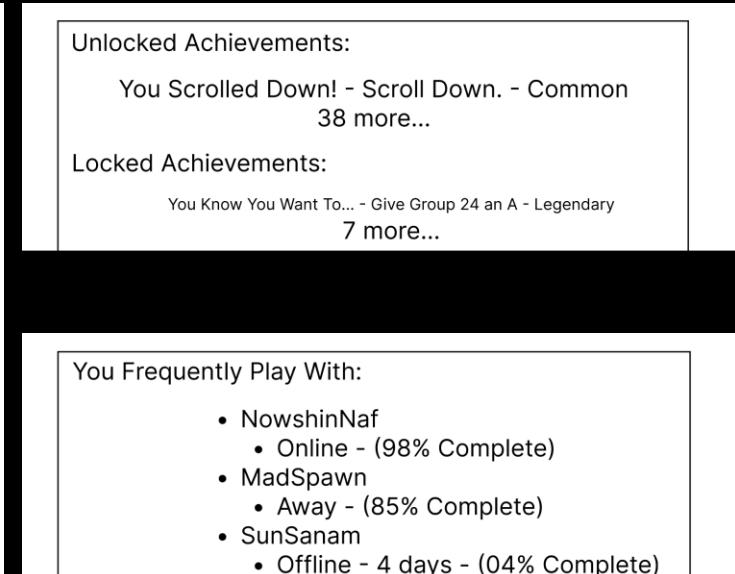
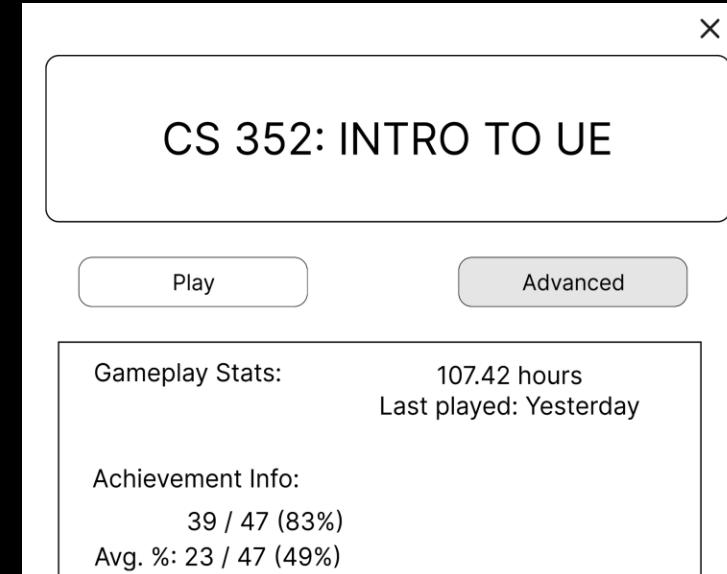
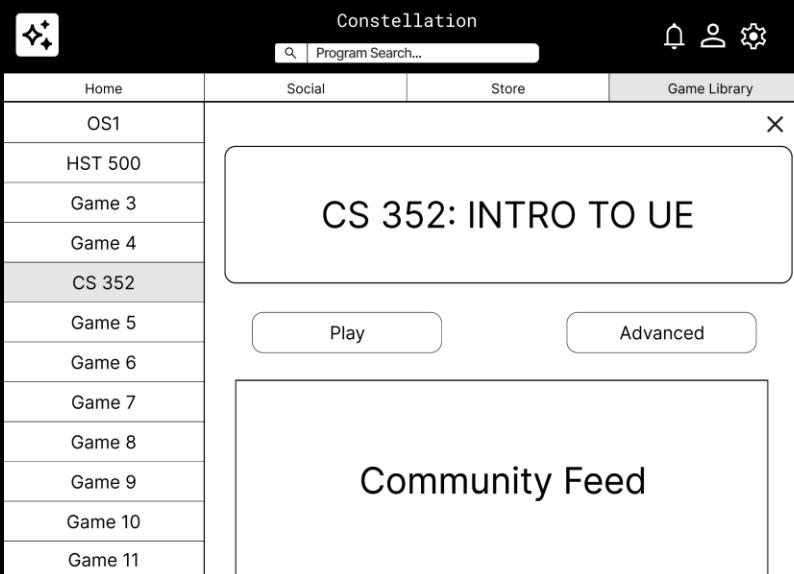
INSIGHT II : ENHANCE USER EXPERIENCE WITH CUSTOMIZABLE UI FEATURES

The users have also shown to be particularly interested with the customization of the look and feel of the platform. As an addition, we have added the option to toggle between different themes. The current available themes are "Midnight Black" and "Astral Purple". This allows the change of the overall color scheme of the program. Besides this, users are also given the possibility to change their friend's nickname throughout the platform to make it feel even more personalized.



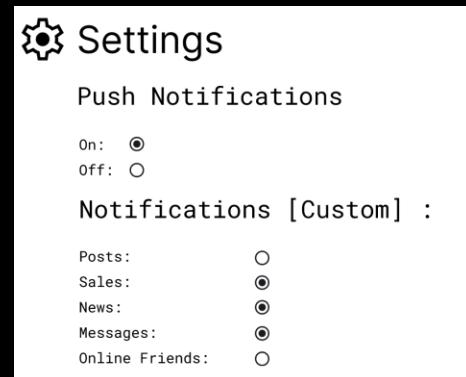
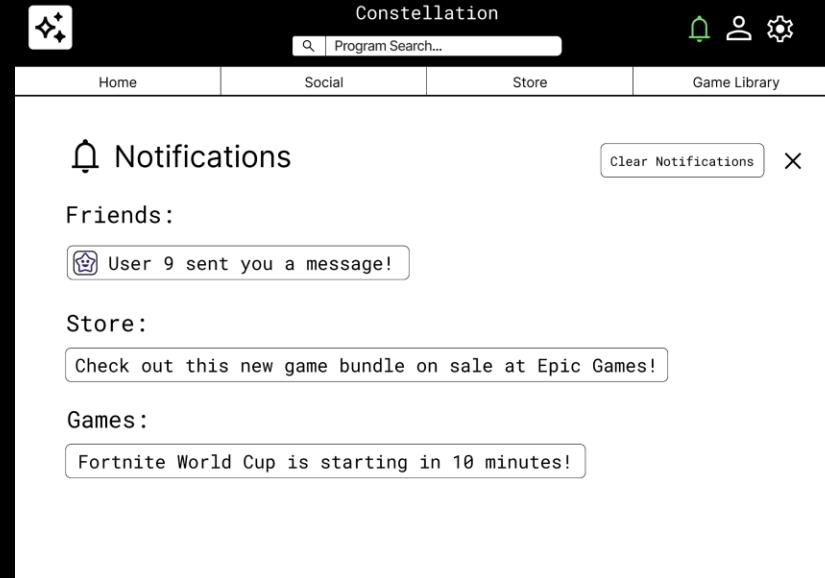
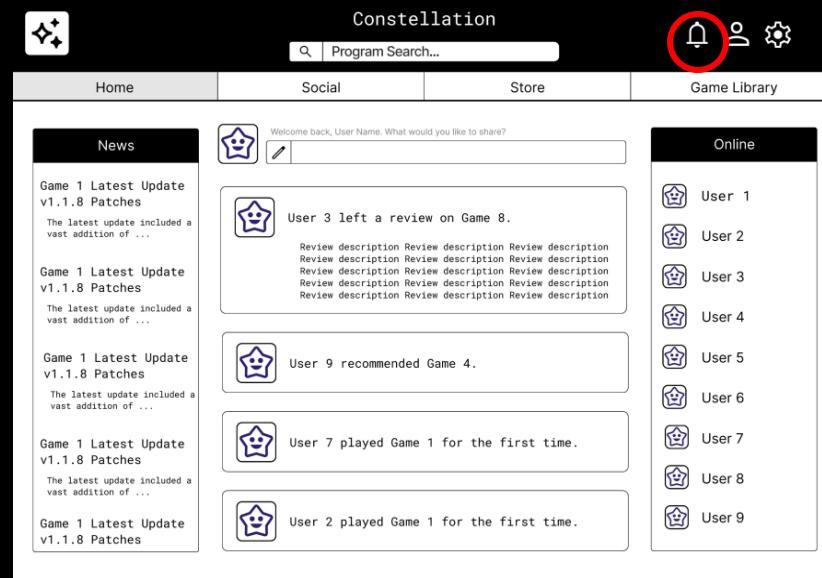
INSIGHT III : INCORPORATE DETAILED PLAYTIME ANALYTICS AND PROGRESS TRACKING

The compilation of our generative research has shown users' liking towards detailed analytics within games. To incorporate this feature while avoiding screen clutter, we added an advanced button for every game page to look at the data and statistics available for the specified game. In this case, it shows the gameplay stats (playtime and last play date), achievement info, unlocked achievements, locked achievements, and friends frequently played with.



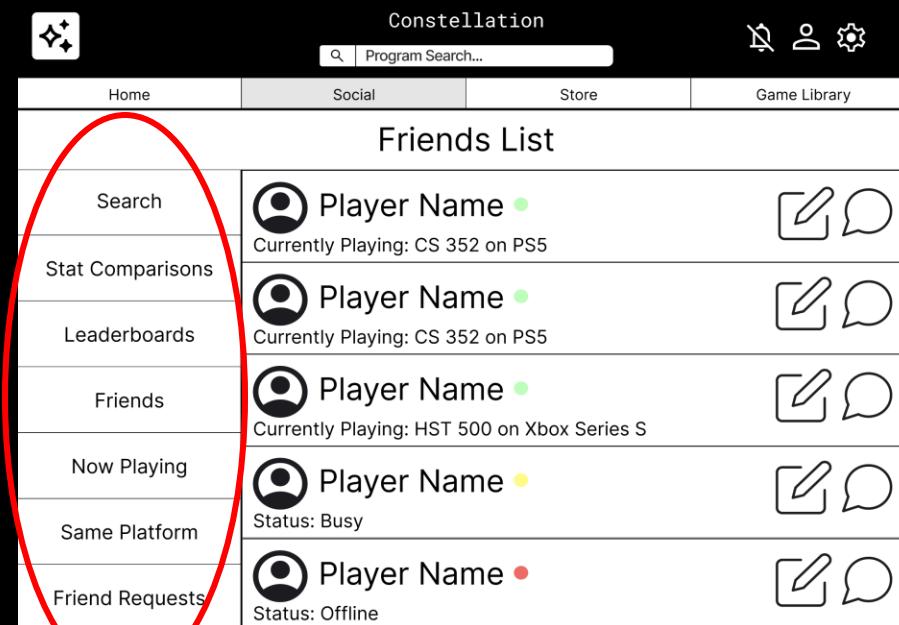
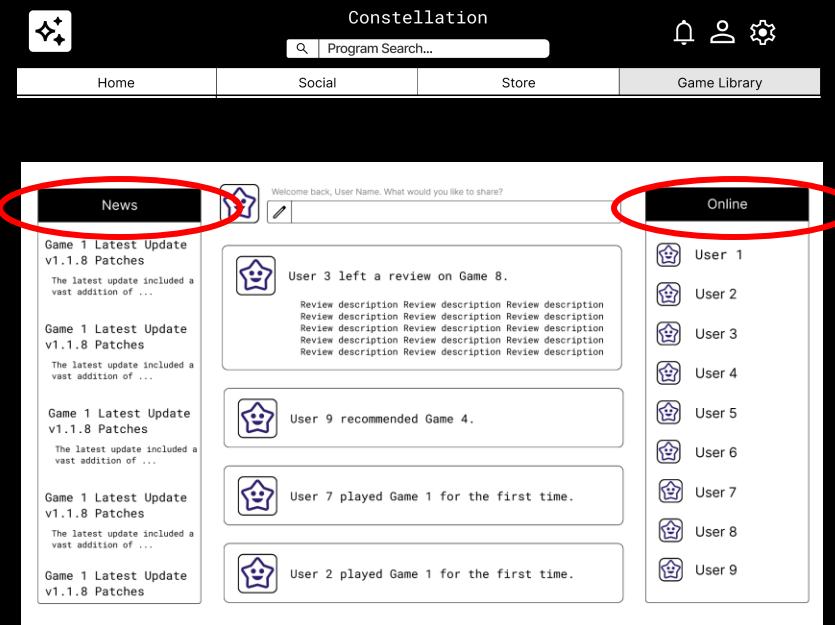
INSIGHT IV : INCLUDE DEAL NOTIFICATIONS AND OPTIONAL NOTIFICATION SETTINGS

There were mixed reactions towards notifications with some users finding the feature convenient with accessing updates across their multiple accounts and others preferring not receiving as much notifications. To find a middle ground, we introduced the ability to customize push notifications, as well as the type of notifications received.



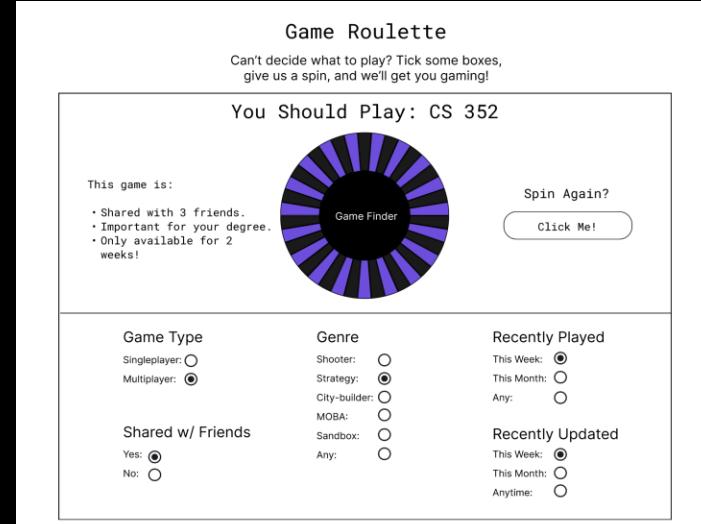
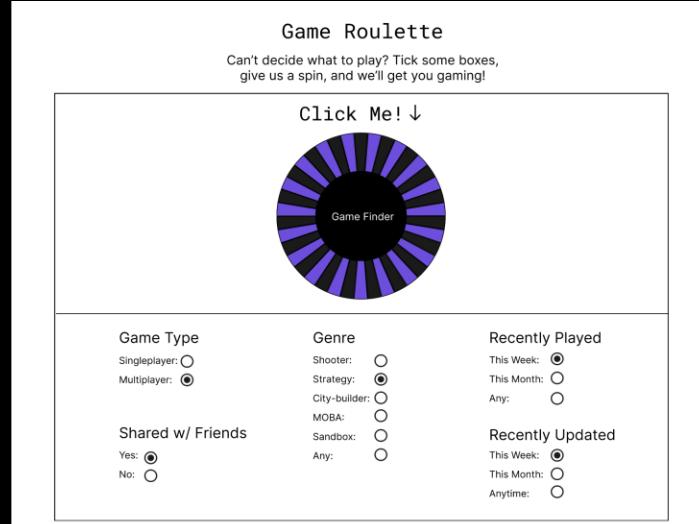
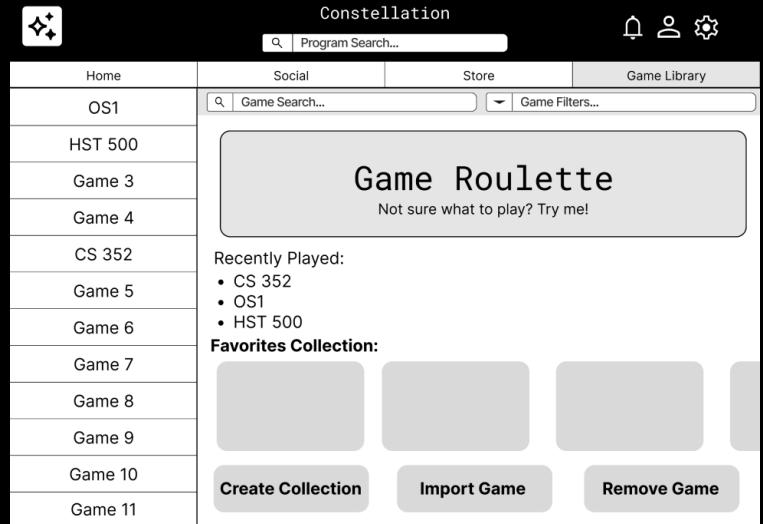
INSIGHT V : SIMPLICITY OF DESIGN

Through all the reports, users expressed their preference and increased engagement with the simple and minimal design approach. Every section of the program has its own designated area, keeping the interface as direct and simplistic as it can. For example, the header tabs and icons make the entire program easily accessible. Other examples include the social and home page with the latter having its own designated sections including post, news, and online friend sections. These portions also have their own specified headers and labels.



INSIGHT VI : ENHANCING ELEMENTS

To increase overall engagement with the platform, we have decided to listen to all the received feedback towards which elements and features we should integrate within our app. One of the features listed was the original idea for the application which is a game roulette that helps users decide on a game they plan to play. Other features included within our app under this insight include a combined store, cross-platform social features and display, detailed analytics, user profiles, game imports, and news feed. All these features and their respective feedback were collected throughout the entirety of the reports.



INSIGHT VII : PROGRAM ACCESSIBILITY

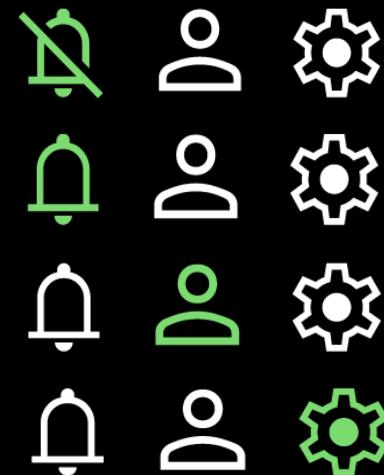
Accessibility has been one of the key aspects that is significant with the overall development of the application. Making the program readily accessible meant that every section should be easily navigated within any part of the program. To add this general accessibility, we decided to keep a universal title bar and navigation header that contains a general search bar, navigational tabs for main sections of the program, and clickable icons for the notifications, profile, and settings.



INSIGHT VIII : USER-GUIDANCE

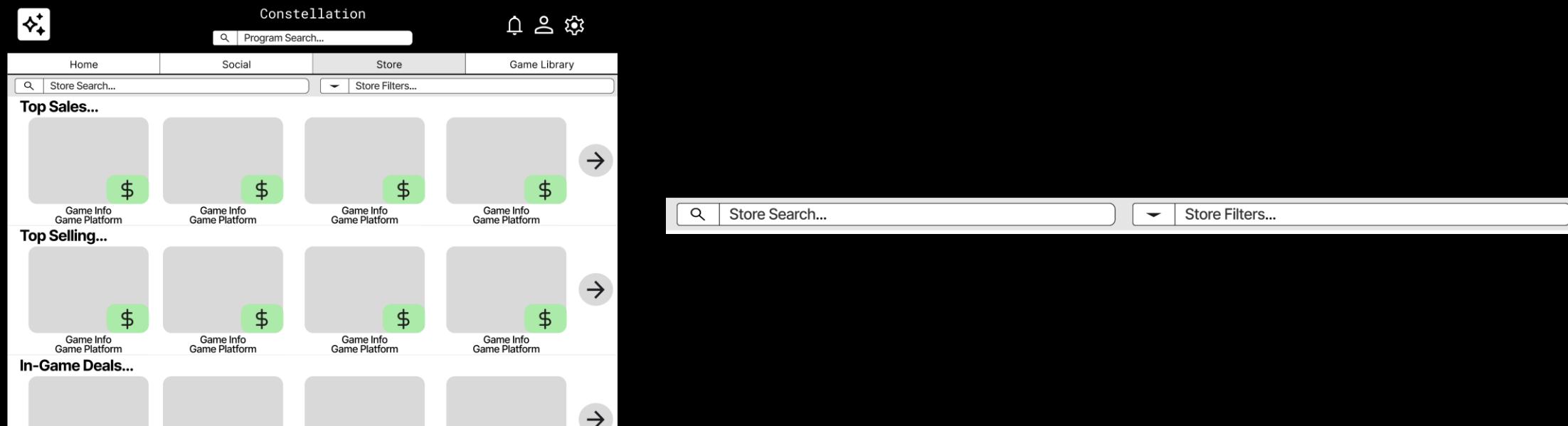
To aid our users with determining which parts of the apps they're in, we added visual indicators on the current sections they're on. This includes a gray background on tab headers and a green outline for the main icons accessible throughout the platform. When notifications are turned off, it also has the appropriate signifier denoted with a crossed bell icon.

The screenshots illustrate the user guidance implemented in the Constellation app. In the first screenshot, the 'Home' tab is highlighted with a red circle, indicating the current section. The second screenshot shows the 'Account' tab highlighted with a red circle. Both screenshots display various user activity feeds and game library sections.



INSIGHT IX : STREAMLINED STORE LAYOUT AND CATEGORIZATION

From our generative research, it was reported that one of the challenges and pain points that users face with current stores is the lack of organization while browsing. To address this, we added categorization based on different classifications and groupings that a user might be interested in such as top sales, top selling, in-game deals, and more. We've also added the option for a store search and filters to make it easier for users to find a specific game. Important details such as the game name, game platform, and price are all stated upfront to be easily viewable.



REFERENCES

All references to the icons used were stated on the previous final prototype assignment submitted.

LINK TO PROTOTYPE

<https://www.figma.com/proto/Y0QeYKzyBnpZdwuqrwWaJU/Group-24-Prototype-%5BDuplicate---Individual-Use%5D?node-id=2021-3896&node-type=canvas&t=dr5Npn7uRf0IuwJK-0&scaling=scale-down&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=2021%3A3896&show-proto-sidebar=1>