



## Define

- Problem Statement
- User Research
  - Interview
  - Survey
  - Contextual Inquiry
  - Persona

## Analyze

- Heuristic Evaluation
- Comparative Analysis

## Ideate

- Approaches
- User Flows

## Prototype

- Wireframes
- Hi-fi Prototypes
- Interactive Prototypes

## User Test

## Design QA

Roblox Spaces People Calendars Create ...

Design

Calendars

PAGE TREE

- > Product Designs
- > Style Guides & Resources
- > User Experience Research
  - > Reports & Insights
  - > Internal Resources
  - > Usability Testing Program
  - Studio User Research
  - External Resources
- > Team Documentation
- > Page Archive

Pages / Design / User Experience Research

## Studio User Research

Created by Grace Lin, last modified on Aug 07, 2018

### First Time User Experience

- Method: Usertesting.com
- Participants: 5 new users
- Date: Jan, 2017
- Result (Overview):
  - Studio download install process is frustrating for users. Hard to find where/how to download Studio, and confusing results after installing Studio: Roblox player and Studio icon show up at the same time, users don't know what's going on.
  - In general, current Studio UI is less-organized and inefficient. The richness of contents could be overwhelming to first-time users. Structure and interaction are not fully predictable, and the visibility of the system status is unclear. Specifically, We categorized our finding into six groups: structure, behavior, style, 3D view, start, specific functions, and the miscellaneous.
- Report:
  - [Usertesting Videos](#) (username password required)
  - [Raw Data - Video Notes](#)
  - [Findings & Analysis Report](#)
- Action Item:
  - [Redesigned Create Landing Page](#)
  - [Fixed Studio Download Install Flow](#)

### User Interview - Incubators

- Method: Interview + Observation (60 min)
- Participants: 8 Incubators
- Date: September - October, 2017
- Result (Overview):
  - To our top developers, Studio is a powerful, intuitive, and configurable tool, but it's also buggy and inefficient. However, we should keep in mind the fact that most of them have used Studio for more than 7 years generates bias in the evaluation. Another key finding is that even though they are experienced developers now, they started using Studio as kids with barely prior coding experience. That's why Studio, as a simplified game engine plus modeling tool at that time, could beat other more professional softwares and keep its first batch users till now. Therefore, the next step of Studio user research should focus on the attitude and behavior of nowadays kids with no coding experience, our real potential target users, instead of experienced developers who are already familiar with other game engines or 3D modeling software.
- Report:
  - [User Interview Report](#)
- Appendix:
  - [Raw Data - Interview Questions & Notes](#)
  - [Affinity Wall Bullet Points](#)
  - [Protocols](#)

### User Survey

- Method: Survey Gizmo

Space tools

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<https://confluence.roblox.com/display/DESIGN/Studio+User+Research>