

Jeux Arcade #2

09/23/2022

Team

Simran Farrukh

Table of Contents

Section 1 Study Details

Section 2 Themes

Section 3 Insights & Recommendations

Study Details

Project Background

We're creating an app for Jeux Arcade that will allow Users to easily browse, demo, and order their favorite games online from the comfort of their homes. A special feature in our app is personalised recommendation from the owner and their team of experts!

Study Details

Research Questions

How long does it take to buy a video game in app?

What can we learn from the user flow that users take to buy a video game?

Participants

5 participants

2 males, 2 females, 1
non-binary individuals between
18 - 65

Methodology

10 minutes per participant

Canada, remote

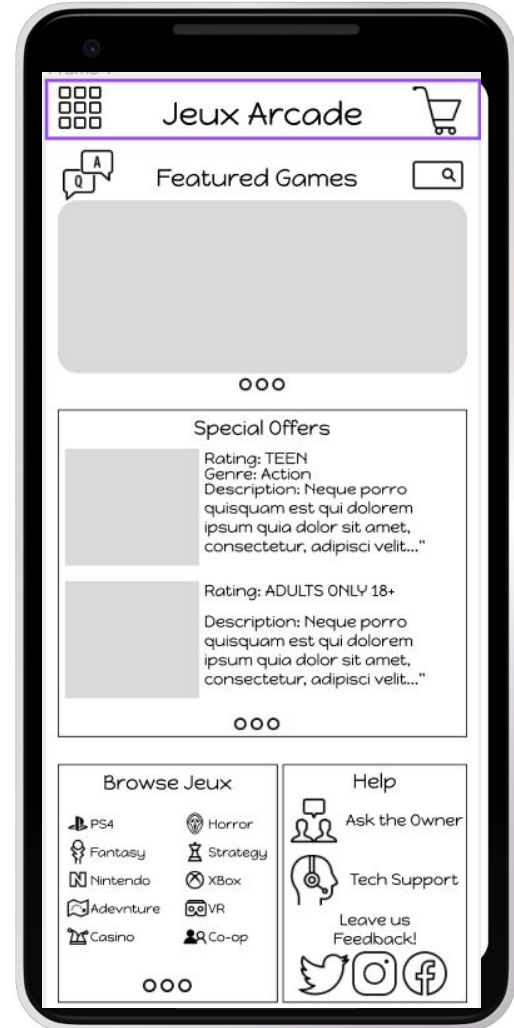
Unmoderated usability studies

Users were asked to perform
tasks in a low-fidelity prototype

Prototype / Design Tested

Link to prototype:

<https://www.figma.com/file/1B86bmurcb3B4BfHNhmT2y/UX%2FUI>



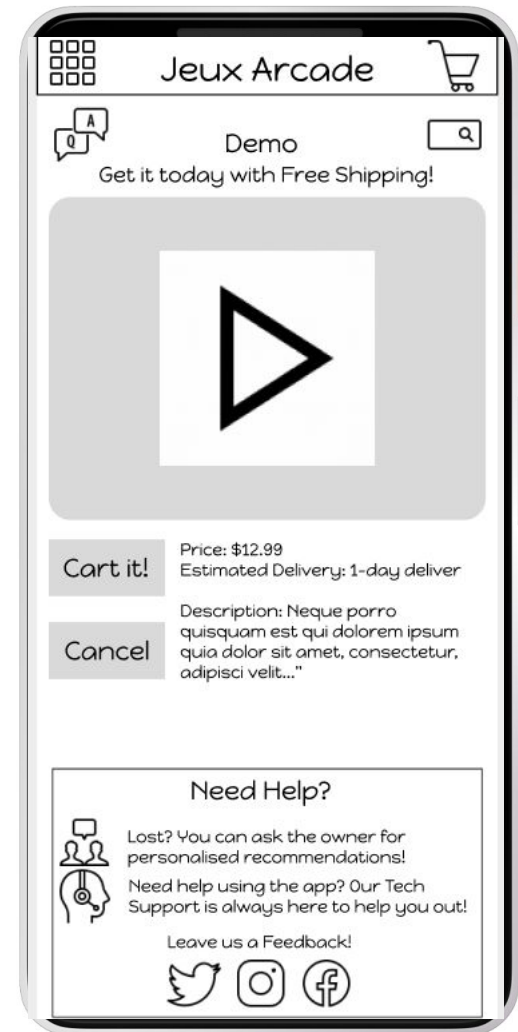
Themes

Some participants want to be able to choose to play demo

Supporting evidence from the usability study.

- 2 of the 5 participants don't want the demo game to autoplay when featured game is chosen.
- All participants appreciate the demo feature but would like one more layer of choice

"I like the concept of the demo games but I personally find it distracting" (*Tuco*)

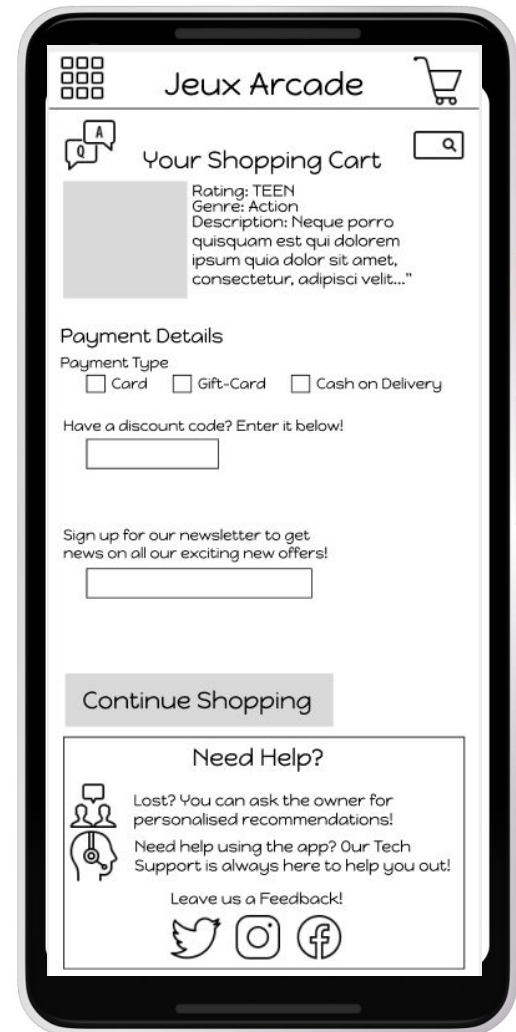


Some participants didn't understand the payment type option

Supporting evidence from the usability study.


- 2 of the 5 participants don't want the demo game to autoplay when featured game is chosen.
- All participants appreciate the concept of choosing payment type but some would like clarification

"It was confusing at first to understand what payment type meant" (Deepthi)



Insights & Recommendations

Research insights

A blue circle containing white text, positioned above a light gray rectangular box.

Unable to choose
not to play demo
game

Users want to be able to
choose to play demo
game instead of
auto-playing it

A blue circle containing white text, positioned above a light gray rectangular box.

Don't understand
payment type

Users want clarification
on payment types

Recommendations

- Allow a second layer of demo where user is first taken to demo page and then gets to choose to play or not
- Have a small icon next to payment type. Clicking the icon opens a textbox that explains in more detail the options

Thank you!