



# Jeux Arcade's App Design

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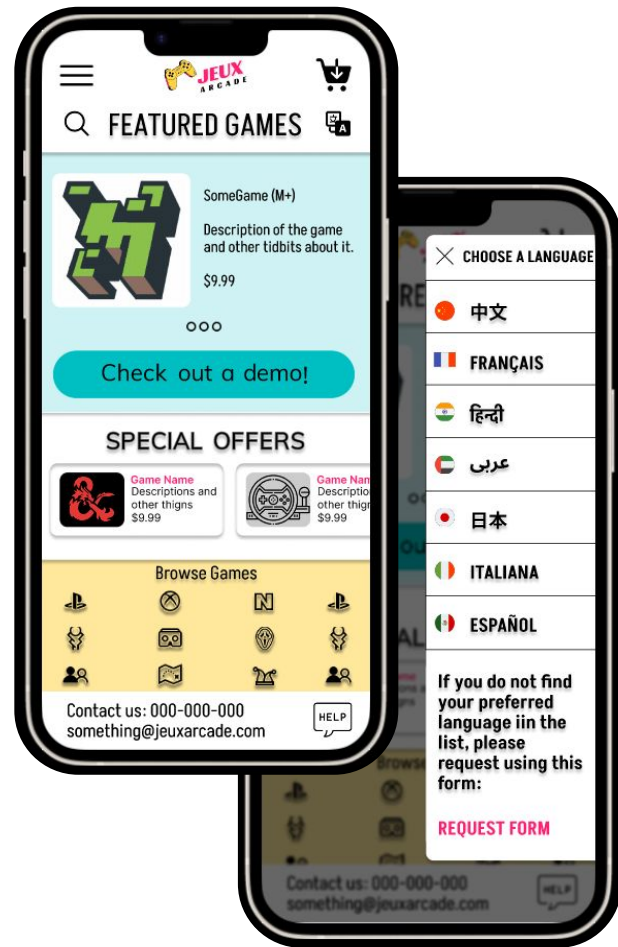
## The product:

Jeux Arcade is a regional comic and game store located in downtown Toronto. Jeux Arcade strives to offer latest deals, easy checkout, several language options, and a personalised recommendation. They offer a wide spectrum of competitive pricing. Zia's Pizza targets customers like students, professionals, and gamers, or those interested in gaming culture.



## Project duration:

September 2022 to January 2023



# Project overview



## The problem:

Gamers and gaming enthusiasts don't have time or easy access to game stores. They want personalised information and free deliveries without the hassle of commuting.



## The goal:

Design an app for Jeux Arcade that offers easy checkout, multiple payment options, personalised recommendations, and language accessibility.

# Project overview



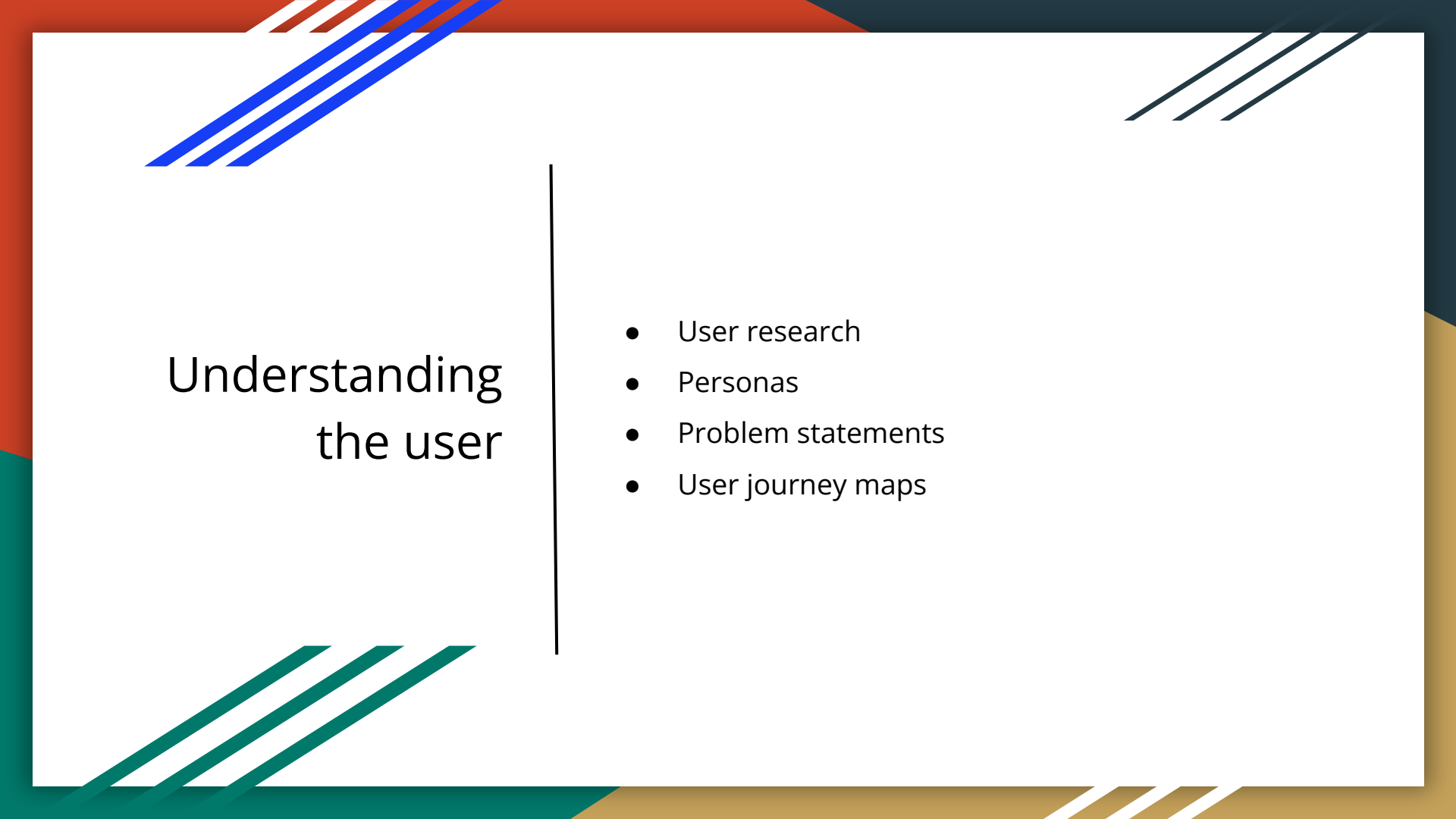
## My role:

UX Designer and Researcher designing an app for Jeux Arcade from conception to delivery.



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.



# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was game enthusiasts and adult professionals who don't have time to commute to stores.

This user group confirmed initial assumptions about Jeux Arcade's customers, but research also revealed that time was not the only factor limiting users from commuting. Other user problems included obligations, interests, or challenges that make it difficult to buy games or go in store.

# User research: pain points

1

## Time

Working adults and gamers are too busy to commute to stores

2

## Accessibility

Platforms for ordering games are not equipped with assistive technologies

3

## IA

Unclear payment and shipping options make it harder to navigate

# User Persona: Angel



## Lucy Weathers

**Age:** 22

**Education:** Student (Game Dev)

**Hometown:** Tallahassee, FL

**Family:** Single, lives in dorm

**Occupation:** College cafe barista

*"I'm a broke college student and I love video games!"*

### Goals

- To decide which games to order from the arcade
- To be able to rent games
- To play game demos and watch reviews
- To have a curated featured list of best games to choose from

### Frustrations

- It's annoying to have to go to the arcade everytime I want to check out or return a game

Lucy is a college student with social anxiety. she loves playing videos but since she's a student, she cannot afford to buy them. She usually rents movies to watch from Netflix, and steam, but she doesn't like downloading the games on her laptop. Lucy wants to be able to rent video games from the arcade but she would rather not leave the house.



# User Persona: Nathan



## Nathan Hancock

**Age:** 36

**Education:** Bachelor's in Arts

**Hometown:** Dallas, TX

**Family:** Single, lives alone

**Occupation:** Photographer

*"Always trying new things"*

### Goals

- To cultivate a new hobby
- To get suggestions on what to play
- To be able to invest in his new hobby without creating a dent in his pocket

### Frustrations

- Trying out new things is daunting and I don't want to end up wasting my time

Nathan is a photographer. He's always trying new things and his new target is video games. He has several friends who play video games, but he's never been a fan. He's usually super busy and wants to try out a couple, but he doesn't want to waste his money or his time on them if he ends up not enjoying. Nathan needs to be able to review games from the comfort of his home before making a purchase.

# User journey map

Mapping Amala's user journey revealed how helpful it would be for users to have access to a dedicated Jeux Arcade app.



## Persona: Amala

Goal: Buy a video game present for her teenage grandson

ACTION	Select Store	Browse Games	Place Order	Complete Order	Receive Order
TASK LIST	A. Decide on game to buy B. Search nearby arcades, games, or tech stores C. Select a store	A. Browse games B. Select appropriate games to buy	A. Go to store B. Find the game and buy it C. In case the game is not in stock, place an order for it	A. Confirm order B. Provide payment info	A. Receive estimated date of order deliver B. Get order
FEELING ADJECTIVE	<ul style="list-style-type: none"><li>Confused</li><li>Intimidated</li><li>Overwhelmed</li></ul>	<ul style="list-style-type: none"><li>Lost</li><li>Hopeful</li></ul>	<ul style="list-style-type: none"><li>Anxious</li><li>Annoyed</li></ul>	<ul style="list-style-type: none"><li>Annoyed</li><li>Excited</li><li>Hopeful</li></ul>	<ul style="list-style-type: none"><li>Happy</li><li>Excited</li></ul>
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"><li>A dedicate arcade app for video games (Jeux Arcade)</li></ul>	<ul style="list-style-type: none"><li>Provide game demos</li><li>Include ESRB ratings for games</li><li>Owners picks for specific</li></ul>	<ul style="list-style-type: none"><li>Simple online checkout flow</li><li>Choice for ship to home without leaving the house</li></ul>	<ul style="list-style-type: none"><li>Provide on delivery payment option</li><li>Provide cash/gift-card payment options</li></ul>	<ul style="list-style-type: none"><li>Shipping tracking</li><li>Get rewards points for every</li></ul>



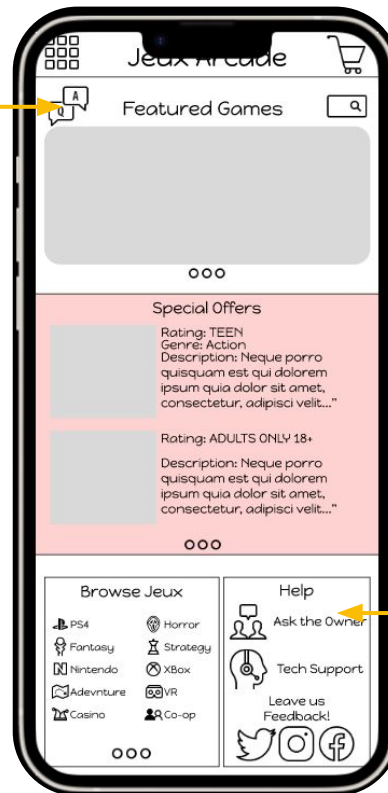
## Starting the design

- Paper wireframes
  - Digital wireframes
  - Low-fidelity prototype
  - Usability studies
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# Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

Translate button that allows users to choose their preferred language for navigation



Ask the Owner option for personalised recommendations

# Digital wireframes

The goal was to make the app accessible for all types of buyers with multiple payment options/

Allowing multiple payment options was one of the more important additions to the app design

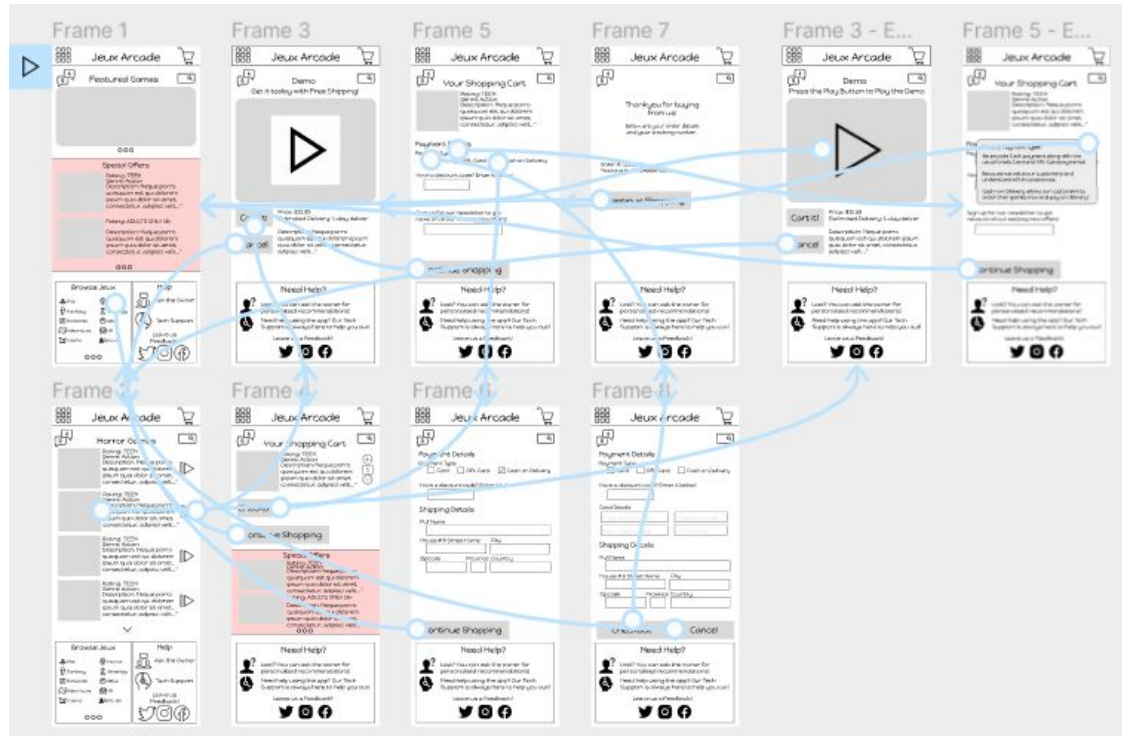


Options to sign up for newsletter that with personalized recommendations and offers

# Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was browsing then demoing a game and then ordering and paying for it, so the prototype could be used in a usability study.

View the Jeux Arcade  
[low-fidelity prototype](#)



# Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

## Round 1 findings



- 1 Users want to add to be able to request more language options
- 2 Users want less congested design
- 3 Users want explanation for payment types

## Round 2 findings

- 1 App menu and components are too congested
- 2 Contact us should have been easier to access



## Refining the design

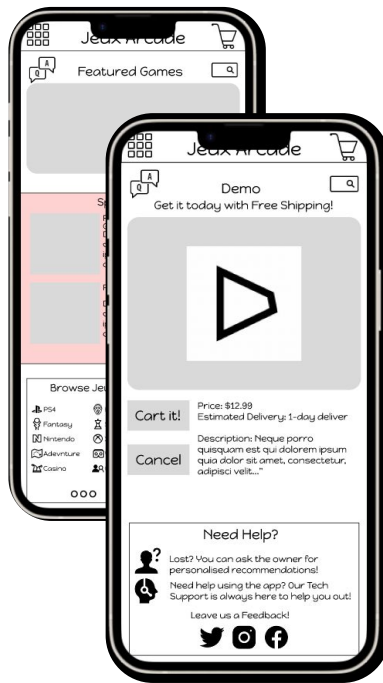
- Mockups
  - High-fidelity prototype
  - Accessibility
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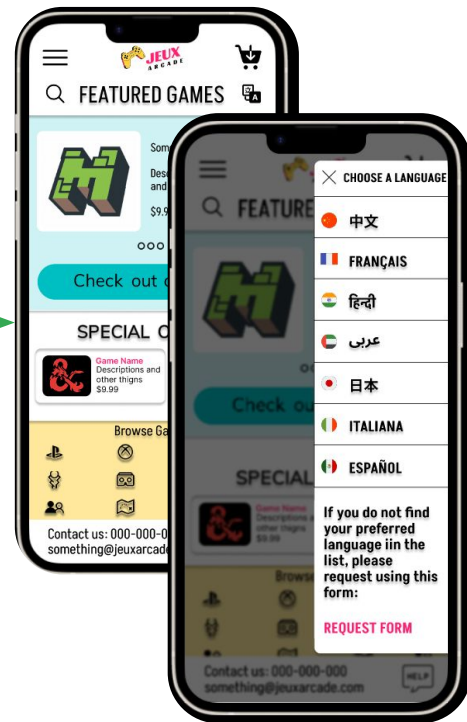
# Mockups

Early designs were congested, the contact menu didn't allow for much help outside of reporting, and the options for language weren't explored properly. After the usability studies, I added a **side menus for all app pages, and to choose languages**. I also revised the design so users it was **more open and easy to navigate** and added a **contact form that takes you to different google forms depending upon requirements**. I also added a **blur and layer effects when opening a side panel** to make it more readable.

Before usability study



After usability study



# Mockups

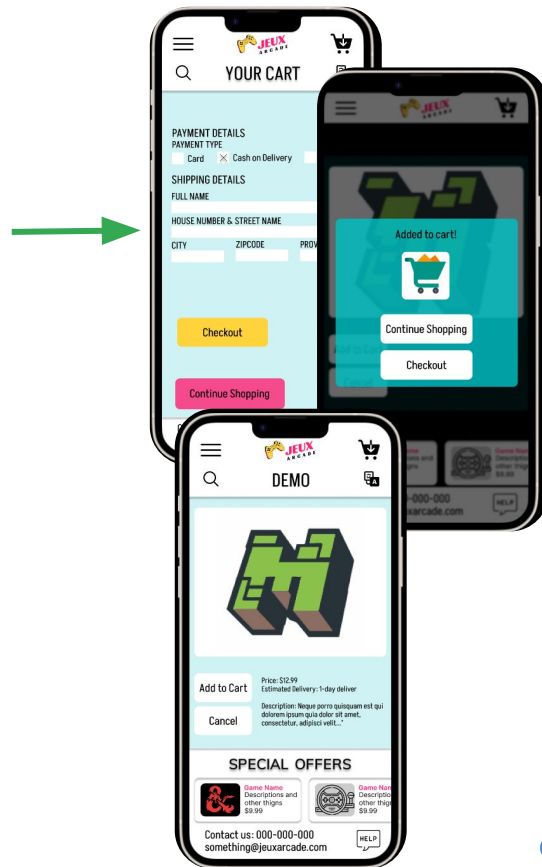
The second usability study revealed frustration with the compact display for most of the app page. To streamline this issue, I **removed the search bar and moved the title for page in the top**. I also **added a blur and darker layering underneath the pop-up windows** to allow more readability.

I also **updated the fonts and headings to achieve consistency between pages**.

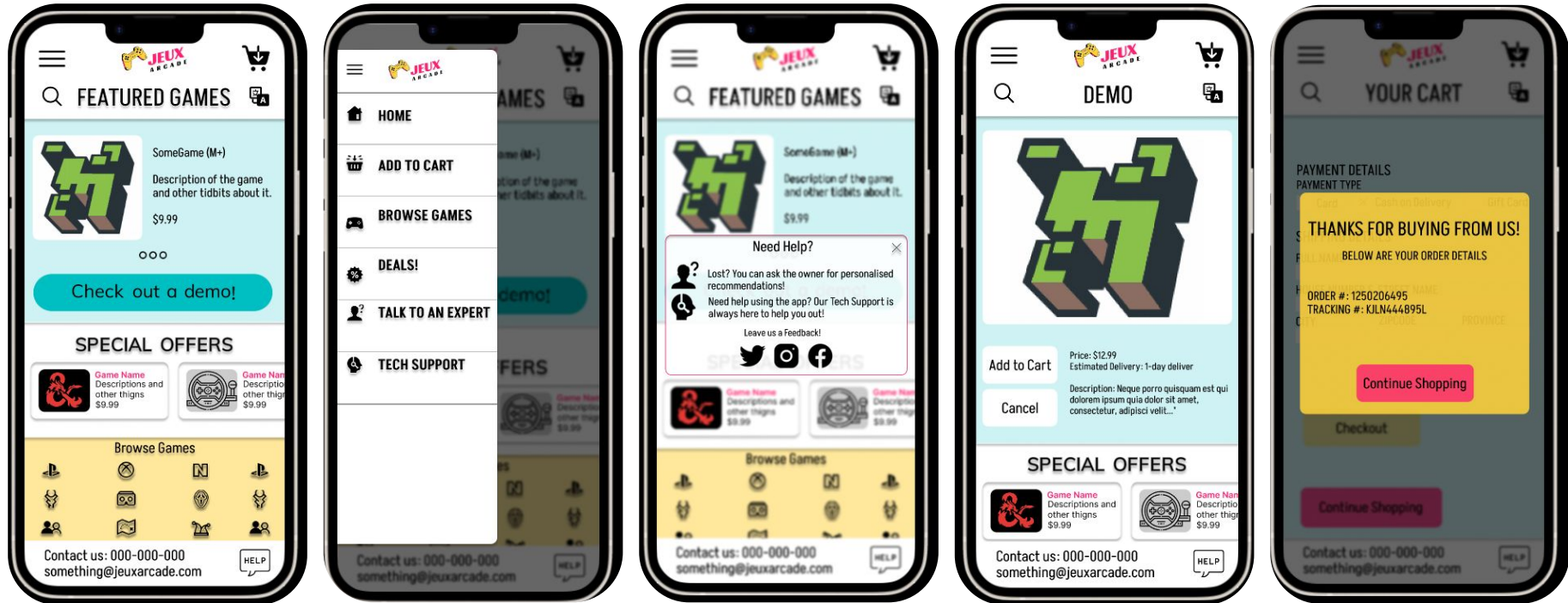
Before usability study



After usability study

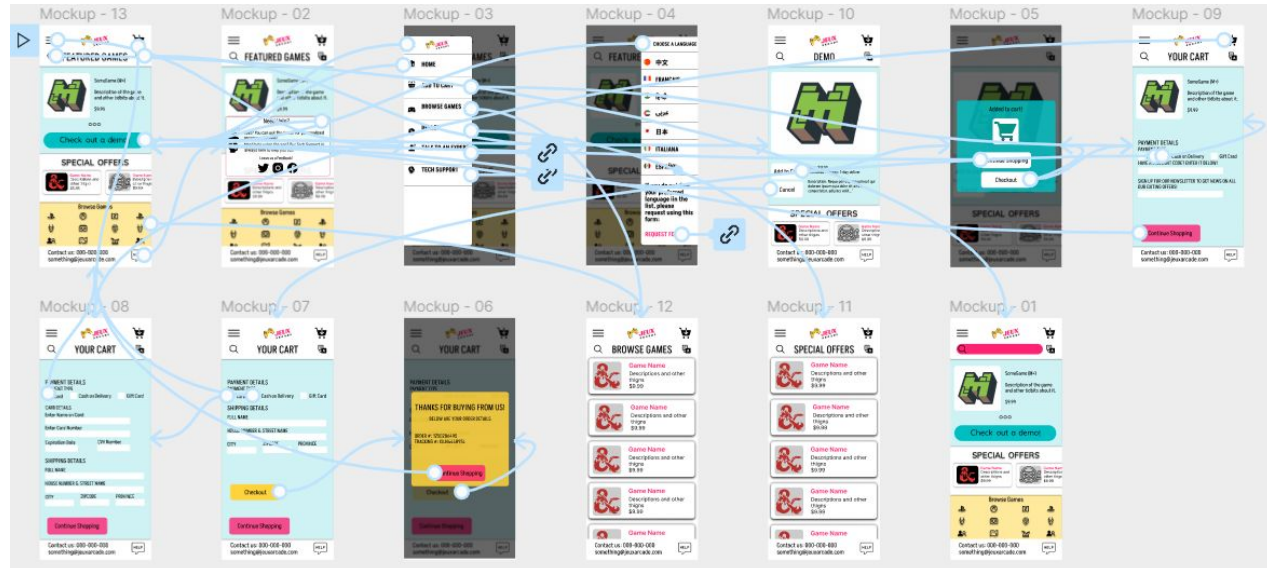


# Key Mockups



# High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for ordering and checkout. It also meets user needs for a payment options as well as more customer support options.



View the [Jeux Arcade high-fidelity prototype](#)

# Accessibility considerations

1

Provided language options to users who are unable to communicate in english alone

2

Used icons, font and hierarchy to help make navigation easier

3

Used blurring and layering to show current page or options available

## Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

The app makes users feel at-ease and like Jeux Arcade is really trying to make the overall gaming experience easier for all users.

One quote from peer feedback:

*"I really liked all the options for users, they were easy and intuitive. I would definitely use this app to order games, or even just to get personalised recommendations from owners and experts."*



## What I learned:

Which designing Jeux Arcade's app, I learned that initial wireframes and mockups can be an excellent starting point in designing apps. But it's essential to keep an open mind while continuing designing and be open to short notice changes. It's okay to change the design as long as the big picture options are coherent with what you intended to create.

# Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.



# Let's connect!



Thank you for your time reviewing my work on the Jeux Arcade app! If you'd like to see more or get in touch, my contact information is provided below.

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