Yoobee College of Creative Innovation - Christchurch Campus

Diploma in Software Development 2202-Online-DSD

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Project Research, Redesign, and Develop a Webpage

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Strategy Phase

Introduction of the Client & Users

Client and business needs

Our client is © 2022 Valve Corporation Steam. The client is an online platform for purchasing games, additional DLC game content, creating content, and discussing all relevant content. The client needs to be able to accumulate and retain users wanting to purchase Games and Content while making this an easy and enjoyable process.

Users needs

The Clients' users need to be able to quickly and easily locate games and content which are relevant and exciting to them, in a way that is logical and simple for the user. The user wants to be able to navigate efficiently and feel supported and catered to. Various alternatives are at their disposal such as relevant games or sales.
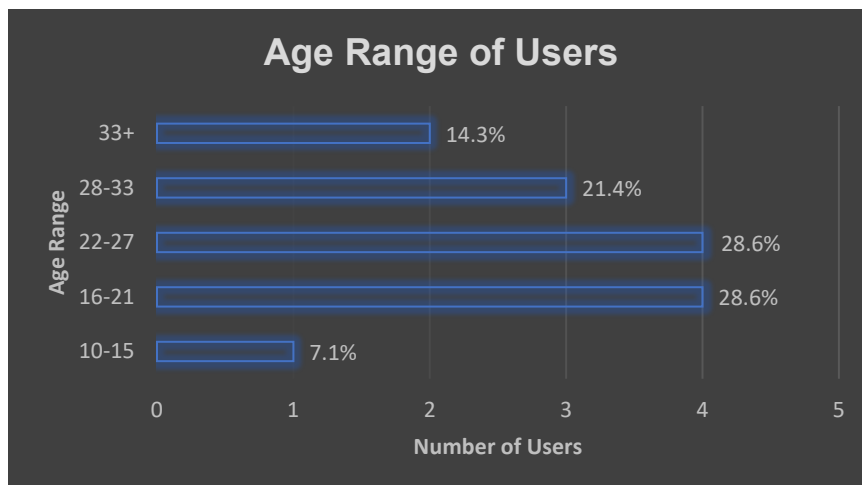
Clients Target Audience:

Based on a survey conducted on Reddit, as well as an in-depth discussion with the client we collated data about the Clients Users as shown below.
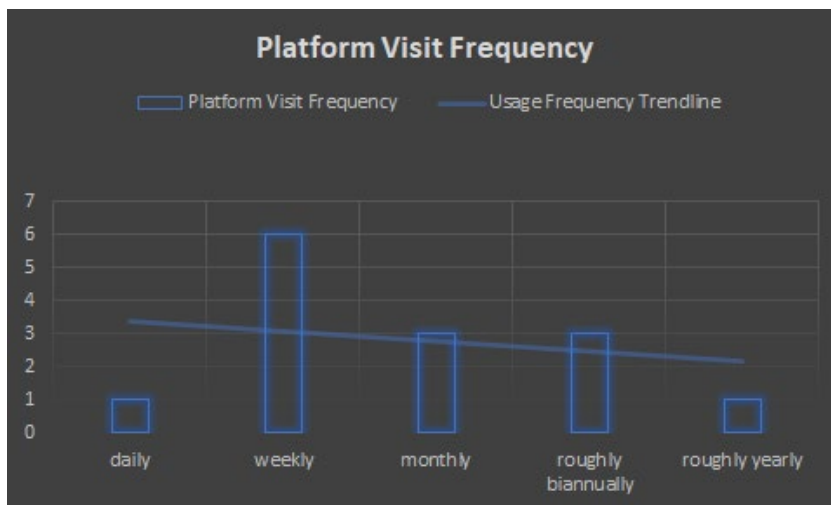
Platform used for Survey:
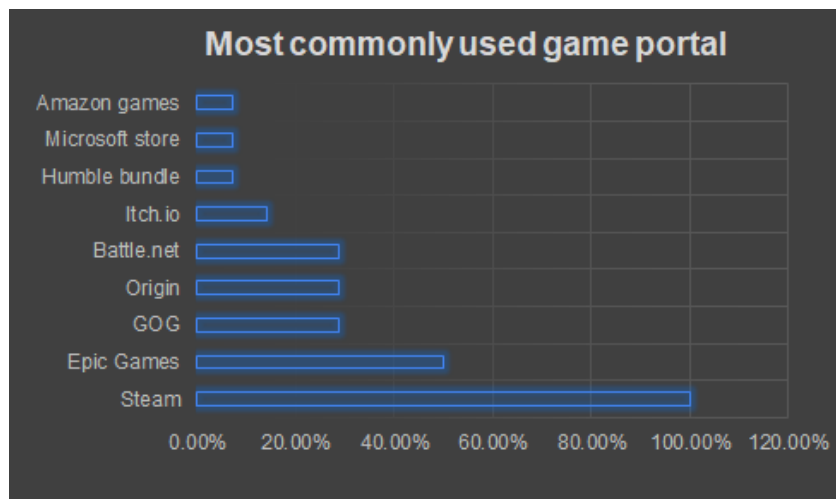https://docs.google.com/forms/d/e/1FAIpQLSdxoglslP7QpqTDpyp8rlJJQw7FG9V_pigdpEQ0NEXrqwFSRA/closedform

User Age:
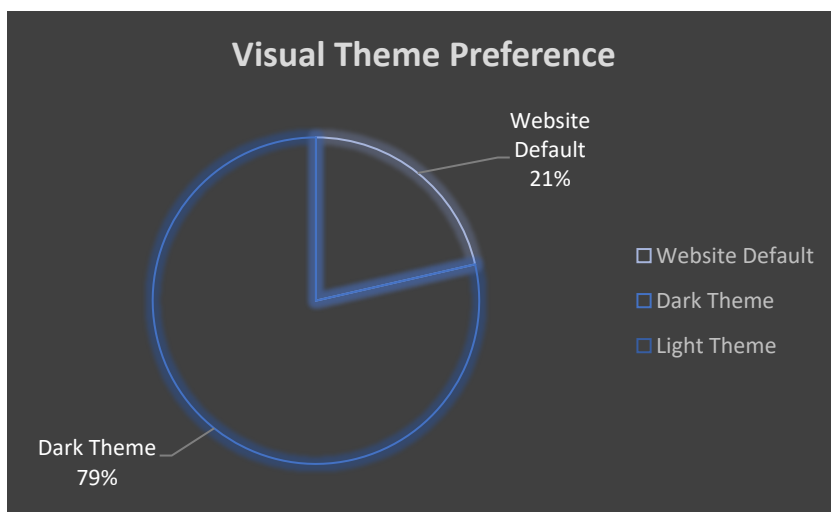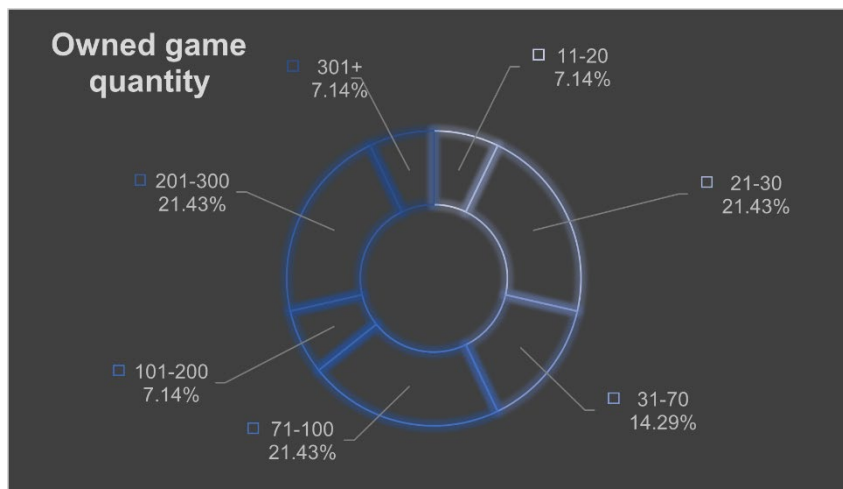
Platform Visit Frequency:

Platform Preference:

Visual Theme Preference:

Number of Owned Games:

Based on the above survey findings the following assumptions have been made about the Clients Users:

- 57% of users are within the age range of 16-27.
- 43% of users browse for content on a weekly basis.
- Of the surveyed users 100% use Steam, 50% of which also use Epic games, other platforms are oocasionally used.
- 79% of users prefer to use a dark mode visual style, with Blue as a favourite colour for elements.
- 57% of users own either 31-70 games, 71-100 games, or 200+ games. With the exception of 7% of users, the rest of the users (about 36%) own more or less than the above figures.

In summary, most users are young adults, who browse for content weekly. They probably use Steam most often, prefer a darkmode which is easy on the eyes, and own a varied number of games, probably about 100.

This is our clients most likely target audience.

Competitor Analysis

In order to analyse our competitors pain points and success points we will be taking a look at 2 examples from 2 competitors. These are Galaxy of Games, and Epic Games. We will look at their homepages, and 1 specific task for each, for this we have chosen a filtered search for First Person Shooter games, at $NZD 100.00 or less.

Following this analysis, we will take away from this with Inspiration going forward to help a redesign of our webpage for efficiency and enjoyment for the Clients' users. We will have a clear understanding of pain points, , as well as success points to help determine the plausible fundamentals for the clients redesign.

Galaxy of Games:

Homepage
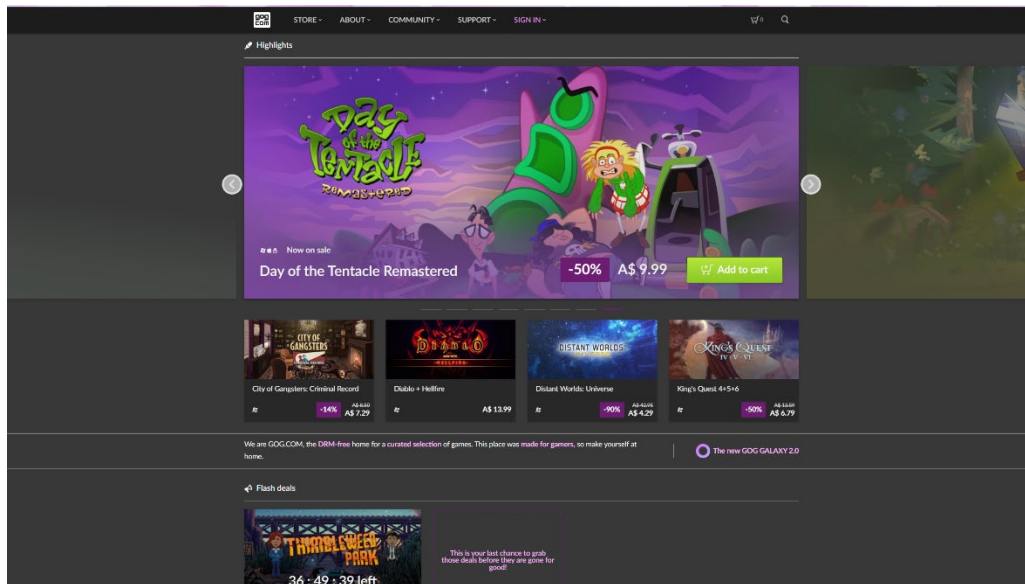
Pros	Cons
Main menus are clearly visible at top	Features banner is too large and cannot be hidden
Each game clearly has a price, and a discount shown if applicable	There is very little content and no filters displayed to find games, due to the above con.

First Person Shooter, $NZD 100.00 or less (search filters)
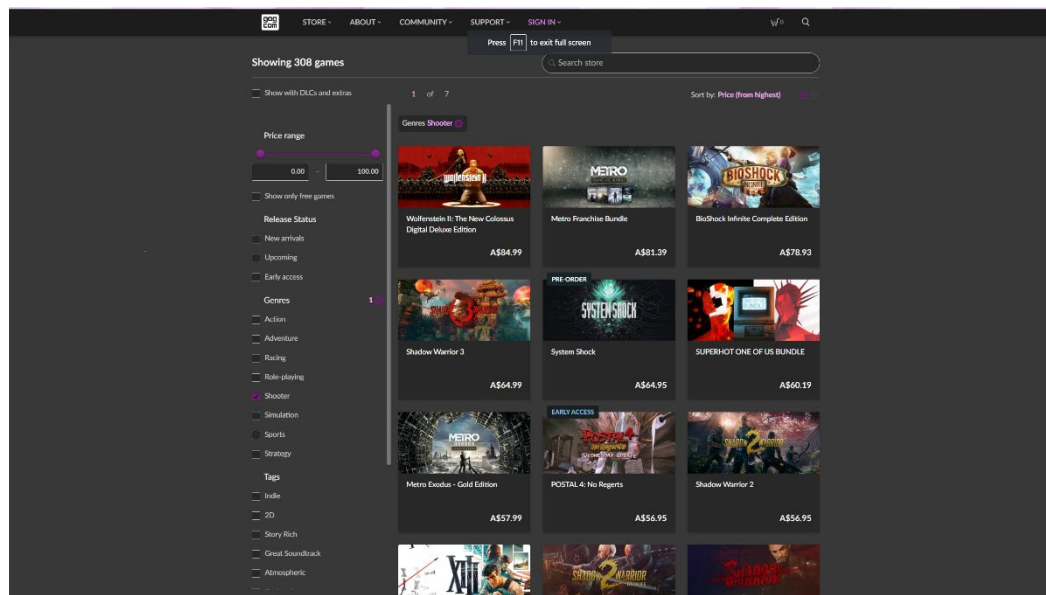
Pros	Cons
Easily view content, and filters which are affecting what user sees	Can't hover over a game for more information
No additional pop up or large content distracting from main content	Can't hide and show the filters for more/less games viewable

Epic Games:

Homepage
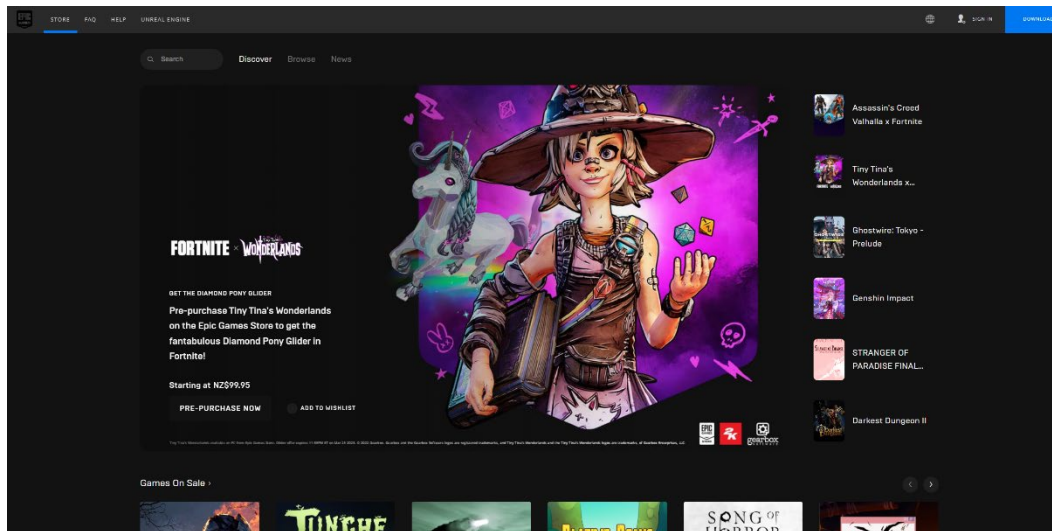
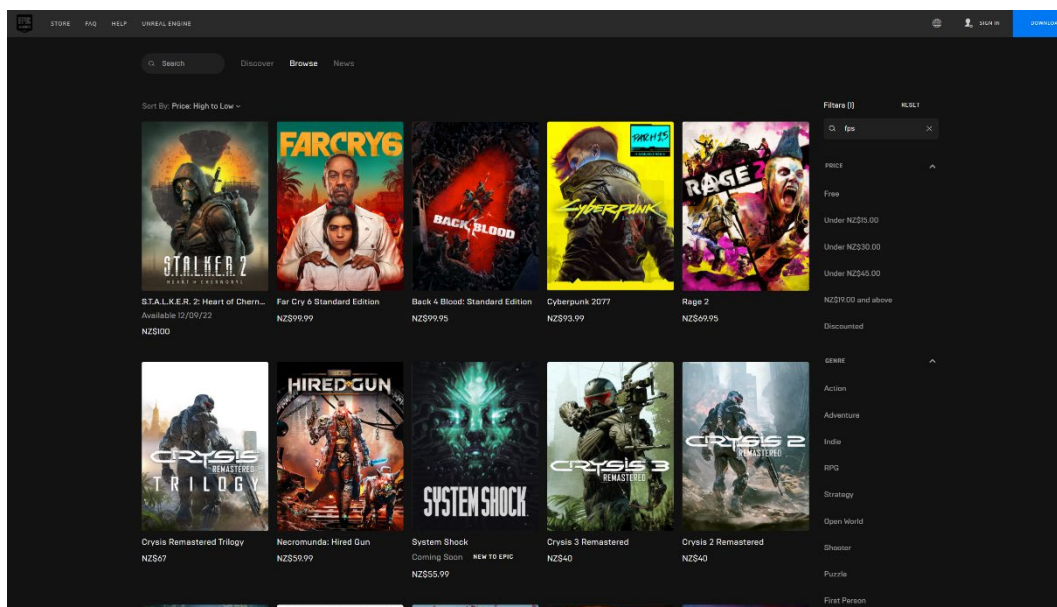| Pros	Cons
Just like GoG, the main menus are easy to locate and use at the top	Also similar to GoG but even worse, is how large the featured content is, and no additional content is displayed properly, with no ability to hide the featured content.
Viewing the other featured content in mini next to the banner is a useful feature	The Search, discovery, browse features get lost a bit , perhaps enlarge or move
Getting the option to channel through the games on sale is a great space saving feature.	Language and sign in options at top right are too small, need to be larger to find easily.

First Person Shooter, $NZD 100.00 or less (search filters)

Pros	Cons
Easily see ten choices right away	Price is difficult to see, as are discounts
Search and filters easy to see and use	Like GoG can not hover over game for more information
Can quickly reorganise with Sort By from above the games	

Inspiration

In take away from the Competitor Analysis and the Clients own Website, some inherent inspiration we have found are as follows

- Featured content banners are often too large and take up valuable content space, also cannot be hidden
- Some menus are not easily visible or in the wrong location and get lost. This means potentially very useful features are overlooked or simply not used
- The most useful feature apparent from the competitors was the ability to apply and remove filters and sorting criteria to the displayed results, without navigating away from the page at all. You can constantly change your search criteria from A to Z and never once leave the page making direct comparison an enjoyable and speedy process.
- Placing main menus at top / centre helps to give bearing and navigation options to the user in a way that makes sense and does not confuse.
- A missing feature is more information on mouse over a game. This can be very handy to fill in gaps while keeping clutter off the page.
- A large and obvious button to link to the index is important, incase you find yourself lost on a separate page, and want to get back to the index.
- The ability to sign in or download the desktop client should be at top and bottom ribbon, easy access.

Assumptions moving forward

Going forward, we can assume that the features banner needs to be generally smaller, and able to be hidden from sight on a timeframe easily chosen by the user based on their needs. Menus or features that are too small, or poorly placed can become lost. In contrast, menus which are enlarged and centred at the top or bottom are much more easily found. Allowing for filters and sortation functions to keep the user centred on one index page increases User Experience and helps the User with research and purchasing. It can feel detrimental to the experience without clear pricing / specials displayed, or no additional info displayed on mouse over.

Home button, sign in and download client should be clearly visible, preferably at the top.

Research Phase

Tasks for the User

To find pain points and successful aspects of the website, we chose five tasks for the users to complete to test and highlight possible fixes. All tasks were timed, and these times are outlined in the Analysis Phase. These were as follows:

- Task 1: Find Cyberpunk 2077 store page
- Task 2: Find the discussion forums for Stardew Valley
- Task 3: Find the browsing page for RPG games under $20
- Task 4: Find out how to download the application
- Task 5: Find your games collection

Observations made during User tasks

User 1 Task Observations:

1. Used the search function. Instant result
2. Initially tried searching for it, found reviews first, not correct, then found view discussions on the side.
3. Struggled a lot to find the filters for games – it is not that easy to find
4. Installed Steam app immediately no issue

Initially missed the listed owned games, then struggled to find it. Eventually found it a minute later or so.

User 2 Task Observations:

1. Did not have any trouble finding specified game
2. Did not have any trouble finding Discussion Forum
3. Became irritated about not being able to find the filters to apply
4. No trouble, instant result
5. Also no difficulties finding game collection.

User 3 Task Observations:

1. Used search function, took some time to find birth year on age dropdown.
2. Went through the community tab, then used the search feature in the discussions section, after which the link from a specific thread was clicked in order to get to the main forum.
3. Used left sidebar RPG category. was hoping for filters but could not find any, went back to home page to start fresh, tried looking at 'new releases' in order to find the category search page, quickly went back to home page again. Went back into the RPG section on the left sidebar, clicked the "Browse all new releases" button and landed on the browse page with the filters, from there quickly found the RPG filter and the price narrow option.
4. No trouble, instant download
5. Checked all the tabs for a while to find without clicking, selected "followed games & software" in store tab, and then got it straight away.

User 4 Task Observations:

1. No trouble
2. No trouble
3. Took a while to apply filters correctly, but completed in 1 minute
4. No trouble
5. No trouble

User 5 Task Observations:

1. No trouble, used search bar
2. Searched Stardew valley in search, tried to search "discussions" in tag search bar, searcher around for a bit, checking tab drop-downs, went to community tab and clicked "discussions", searched "Stardew valley" in the discussions search bar and found it.
3. Clicked "top sellers" in sidebar, changed price filter to < $20, and added RPG category filter.
4. Install button was greyed out so it took longer to find.
5. Clicked on username, and then clicked on games. Very fast

Qualitative questions

In this section we asked users about their experience after using the website, the questions they were asked are as follows:

1. How easy was it to install the game?
2. How easy was it to find a game using category and price filters?
3. Did you find anything which was difficult, or easy, and why?
4. What do you think about the community hub?
5. Did you find anything to be frustrating, or enjoyable, and why?
6. Did you like or dislike anything, and why?

Responses from the Users

User 1

User 2

User 3

1. How easy was it to install the game?
pretty easy, two clicks.

2. How easy was it to find a game using category and price filters?
I got lost in several pages and menus, for a good few minutes, I would prefer to remain on one page, and have filters to automatically update the content I see.

3. Did you find anything which was difficult, or easy, and why?
I found it difficult trying to locate specific sections of Steam when asked to, because they information architecture is just too different on each page, and there are too many pages.

4. What do you think about the community hub?
It lacks the ability to search by filter and perhaps is not organised as efficiently as possible.

5. Did you find anything to be frustrating, or enjoyable, and why?
Only thing that was frustrating was locating specifics using different pages and I.A. layouts

6. Did you like or dislike anything, and why?
I like how easy it was to install the client, I didnt like the IA or the lack of filter functions.

User 4

User 5

Quantitative questions

In order to gain a better understanding of the users, we collected some statistical information in a closed question survey listed below. The answers to these questions can be found in the next section – Analysis Phase. This is listed after the survey questions below.

1. What is your Gender?
2. What is your Age?
3. What is your job?
4. What is your highest level of education?
5. What is your individual income in NZD?
6. How much money would you spend on games on Steam per month in NZD?
7. How often do you buy games only because they are on sale on Steam?
8. How frequently do you purchase games on Steam?
9. How often do you use the community page on Steam?
10. How do you browse for games on Steam?
11. How many hours per week do you spend playing Video Games on Steam?

Analysis Phase

Clicks and Time Taken
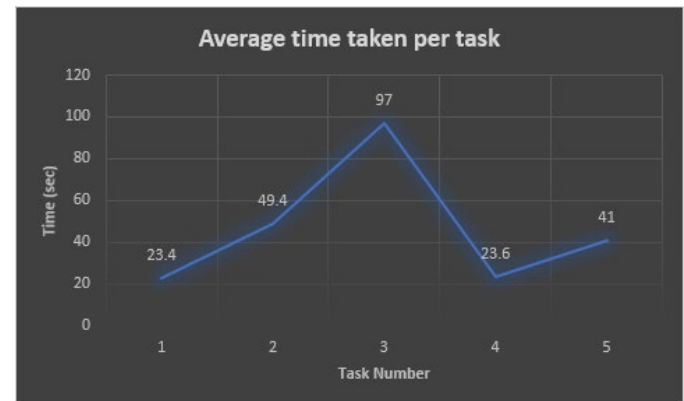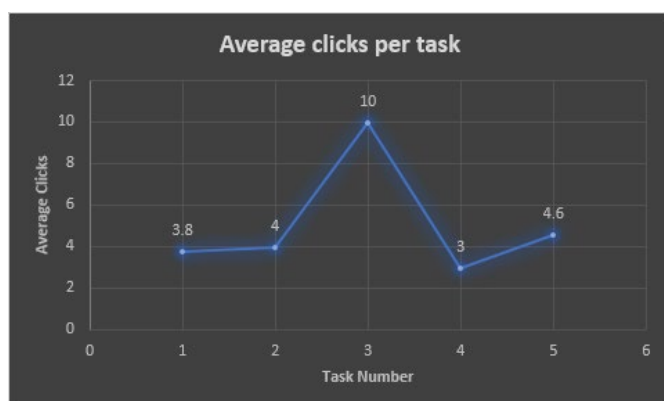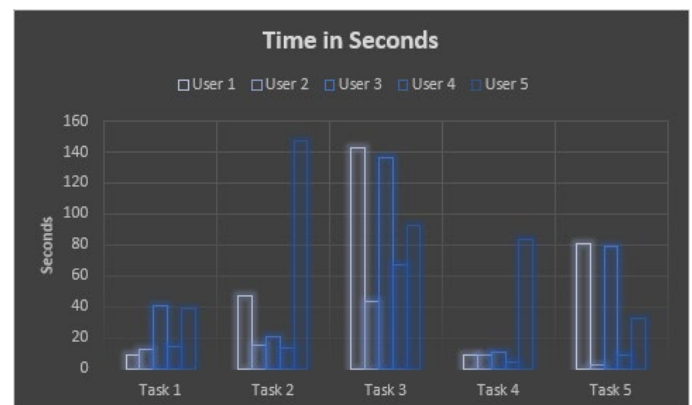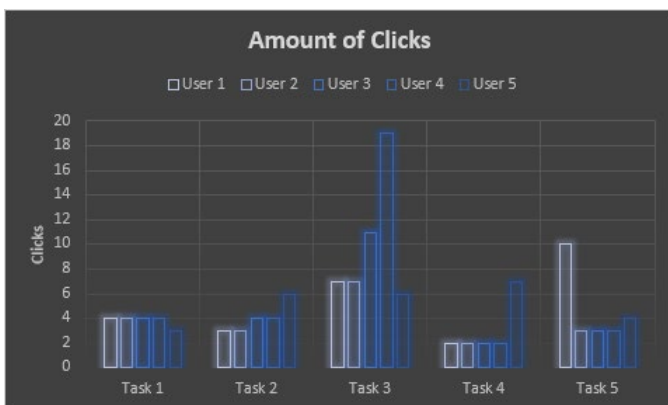
Design Phase

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