

WebClient Redesign UX

Valve / Steam

Research Phase

Tasks for the User

- 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

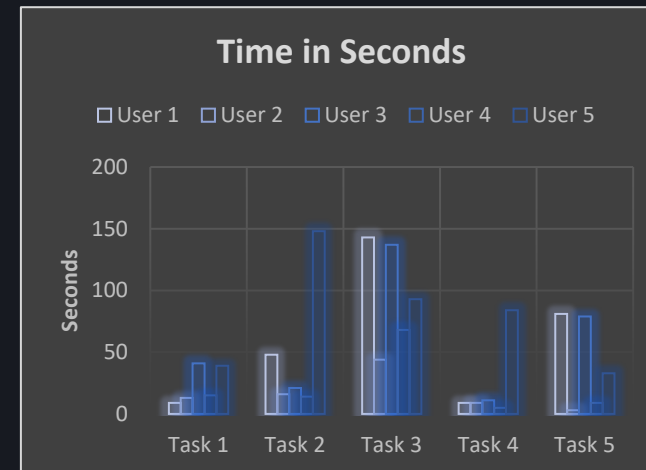
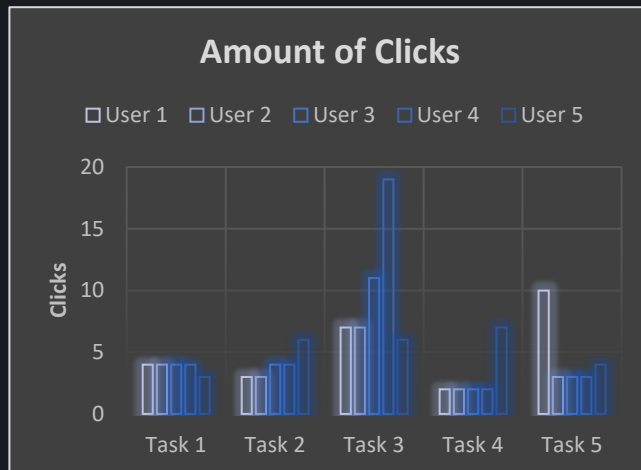
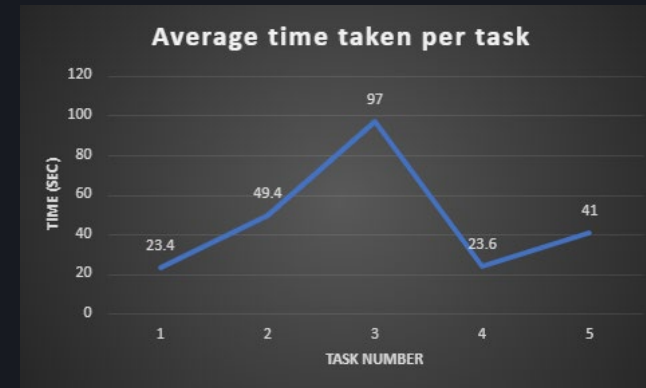
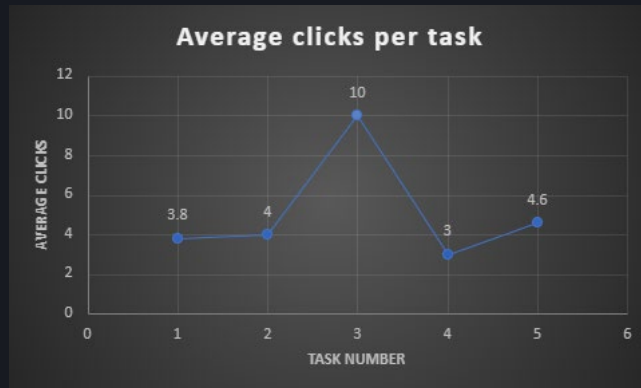
Observations made during User tasks

- Search functionality was relatively easy for the users. (Most people chose to use the search bar)
- Finding the discussion forums was easy for some users and difficult for others. (based on information architecture)
- Finding the category filter section was difficult to find for a large majority of users. (based on information architecture)
- There was no real trouble finding the steam client download apart from an outlier. This is outline below.
- Download button changes colour when logged in or out and should always stay green
- Finding games library was difficult for some users.

Amount of Clicks Vs. Time Taken

Overall averages for the third task (find the browsing page for RPG games under \$20) were high meaning that users had a difficult time finding price sliders.

Some users struggled with task two and five. (discussion forums for Stardew Valley & Find your games collection)



Quantitative questions

- What is your Gender?
- Majority male userbase, with females being just over half the number of males.
- What is your Age?
- Majority of users 24-28 years old
- How much money would you spend on games on Steam per month in NZD?
- 55% of users report that they spend up to \$20 per month, with an extra 37% spending up to \$100 per month.
- How often do you buy games only because they are on sale on Steam?
- A large majority of our users stated that they prefer to buy games only when they are displayed as on sale. We can with that optimize what games we display in the “recommended” section.
- How frequently do you purchase games on Steam?
- Our users are most likely to be buying games on a monthly to bi-annually basis
- How often do you use the community page on Steam?
- From our interviews we discovered that even though accessing the community forums is a pain point, it is also a section of the site that is rarely visited.

Qualitative questions

1. How easy was it to install the client?

Most users did this with ease, a couple users missed the button due to being logged in and a different button colour, or small icon size.

2. How easy was it to find a game using category and price filters?

It was not easy to find, had to be accessed from certain categories. Is not on a universal / single page with filters and categories that are applicable.

3. Did you find anything which was difficult, or easy, and why?

The main pitfall for users was due to poor UI and Information Architecture, there was an inability to find various components.

4. What do you think about the community hub?

Most users feel it is lacking in architecture and effort. It just seemed as if it was just there to be there. They would rather use outside sources for information. Less often used, it has potential but is lacking in features like a filter by tag.

5. Did you find anything to be frustrating, or enjoyable, and why?

A couple users found it hard to navigate due to being overcrowded. It could be made easier to use.

Features and Fixes

Features and Fixes

Feature / Fix	Pain Point / Basis
1. Organise the bulk of the website into the index page using filters and refreshable content, rather than separate pages	When searching for content, most users took much more time to locate the filters function, or used a lot more clicks to find them, or both. Getting lost was too easy.
2. Have a common menu to find sections that are necessary to keep in separate pages, and keep this menu on all pages to avoid getting lost.	Users could not easily find (for example, the discussion forum, or the about page, and flick back and forth without trouble)
3. Group users own content, stats and profile	Users were struggling to find these details separately.
4. Keep install client button one colour even when logged in	User could not find the button as was already logged in, unbeknown, and it was greyed out.
5. Apply a show hide feature for the “featured” banner to allow users to carry on with browsing once they have seen the banner enough in their week or day. Allowing more content to be shown to browse.	This was not a pain point found by our users in research testing however it is my belief that it would enhance the User Experience giving the option to the user.
6. Discussion Forum / Wishlist clarity	This would be nice to have accessible from a side menu, as mentioned above, for ease of access and convenience. More likely to be found, and used.
7. Unify the User Experience and the Information Architecture specifically from desktop client to web client app.	One user found themselves getting lost in the web client as he was used to the desktop client, and the information architecture was different.