

Industry Project for EA

June 16th, 2023



Overview

- Initial Research
- Revised HMW
- Solution
 - Figma Prototype
 - REACT app
- Next Steps



Business Problem

How might we enhance interaction
between gamers?

Video Game Streaming Sites



- Twitch users are gamers who host and share eSports events and challenges on the platform.
- Easy follower interaction with streamer profile
- Stream live comments



- Both live and on-demand video game content
- Great audience interaction
- Chat box



- Enables users to join groups centered around particular games and even create their own groups.
- Users already have viewers from their friend list

Gamers communities



Discord

- There are communities, or servers, for all kinds of topics and events.
- Events and activities section

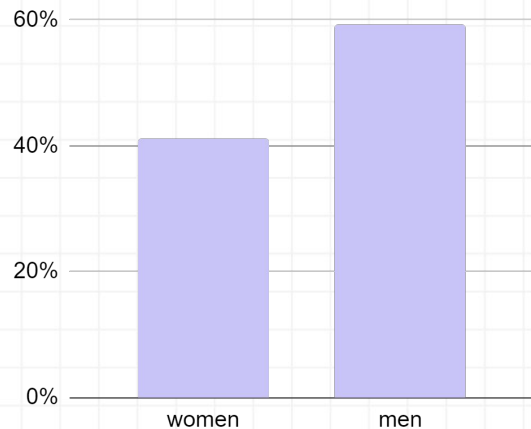
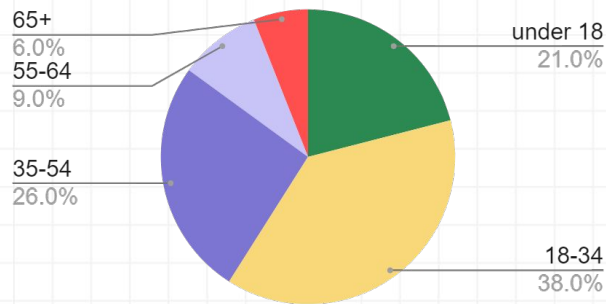


Reddit

Different channels for different communities to chat and share links!

Users demographics

Age



Nearly half of gamers are organized in networks

Share of respondents who see themselves as part of a gaming community*



* For example, they are a part of forums, fan groups, clans or game groups.
1,035 U.S. gamers (16-64 year olds) surveyed 3-8 August, 2022

Source: Statista Global Consumer Survey

Source: <https://www.statista.com/>

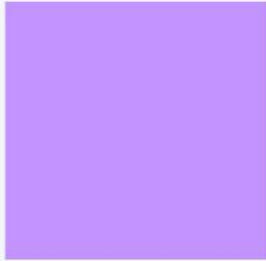
Is toxicity an issue?

One in five finds the community toxic

Share of respondents who agree with the following statements about gaming communities and e-sports



19%



Toxicity is an issue in gaming communities

18%



For me, gaming is all about communities

17%



Sexism is an issue in gaming communities

12%



I like to get in touch with my community on events

Is toxicity an issue?



- Number of data samples:
1.44 m
- Online chats between
users



Word Cloud of the most frequent bad words

Revised HMW

How might we reduce the likelihood of encountering harassment in order to promote positive interactions and inclusivity among gamers from diverse minority groups?

Julie



“I just wish there was a way for me to interact with other gamers without worrying about toxicity”

Age and Pronouns: 24, they/them

Games: Sims 4, Wild Hearts

Most used apps: Twitter, Discord

Bio:

Julie is an avid gamer who likes to spend their free-time gaming and interacting with other gamers on social media platforms. As Julie is bisexual and is a part of the LGBTQ+ community, they like to post content and interact with other posts about the intersecting nature of gaming and the LGBTQ+ community. Recently, they feel it's becoming harder to find other gamers to discuss these topics without facing backlash or threatening messages. They wish there was a way for them to achieve this goal without worry.

Pain Points:

- Finds it difficult to post or discuss LGBTQ+ gaming topics because of the potential backlash
- Frustrated that discriminatory behaviour can still be seen on public forums

Behaviours:

- Actively seeks out LGBTQ+ content creators to engage with and follow
- More likely to play a game if there are queer characters or storyline

Motivations:

- Places importance on spreading awareness and information about LGBTQ+ gaming content
- Believes it's critical to engage with other gamers, LGBTQ+ or not, about these subjects

Goals:

- Wants a place to safely discuss gaming content with other gamers without fear of harassment or backlash

Our Solution



Business Growth

Does the solution help our business growth?

A/B testing(Split testing)

- Baseline: measuring whether a new feature helps to make us closer to our target.
- Goal: New users / sign ups
- Hypothesis: The new platform would attract new people to sign up at the website and buy accounts. (through referrals, advertisement, rewards for referring,etc)
- North America
- Target audience: Women, LGBTQ+ community.



Next steps

Recommender system

Auto moderation and
content curation

Community Insights

Event planning and
management

Network Analysis



Thanks!

Do you have any questions?

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