

Gamer's Grotto

Luis Marte



Project overview



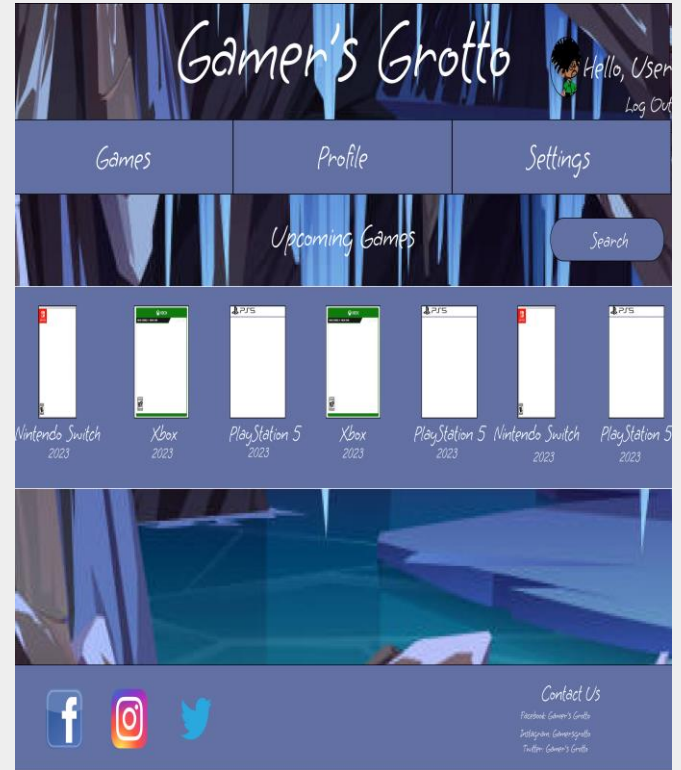
The product:

Welcome one, welcome all to the Gamer's Grotto! This is your hub for preordering games with ease! No line, no wait!



Project duration:

I have worked on this project from May 17th to May 19th.



Project overview



The problem:

When it comes to gaming, it can be a hassle to get your hands on the latest game; everyone wants it and you may not make it in time to grab a copy on release. The Grotto is here to help!



The goal:

When I created this project, I made it my intention to allow users to preorder games with ease. In addition, I wanted to create the ability for users to have the option to know which games have been preordered by them.

Project overview



My role:

I was the lead UX designer, UX researcher, etc.



Responsibilities:

My responsibilities would include: wireframing, prototyping and user research.

User research: summary



I spent a great deal of time researching the ease of use for this project; I would reach out to users of all ages and backgrounds to test the prototype for this project. I wanted to see if the users were able to make a preorder for the game of their choice.

User research: pain points

1

Font was too small

Some users had a hard time navigating through my app because the font was too small. I adjusted the font size to make words easier to read

2

Users were unable to complete the preorder process

I asked users to complete the preorder process, but they were unable to due to the missing yes button.

3

"No" button kept going to Homepage

Users kept going back to the homepage after pressing the No button to cancel a preorder; they couldn't return to previous page. I changed the button to be able to go to the previous page

4

No tutorial or guide

One of the users had a difficult time navigating the app on their own; they didn't know what to do or how, so I created a tutorial page to guide users on how to use the app.

Persona: Bobby

Problem statement:

Bobby is a gamer who needs a better system to preorder games, because he misses events and testing periods.



Bobby

Age: 23

Education: Video Game Programming

Hometown: New York, NY

Family: Single

Occupation: Sales

"A world of video games is a world I wish to live in."

Goals

- Create video games.
- Own a gaming company
- Own as many games as possible

Frustrations

- Not being able to get games on time.
- Always misses gaming events
- Spending more time at work than at home.

Bobby is a dedicated gamer who lives and breathes video games; he is currently attending a game design program to create his own line of video games and hopefully soon own a video game company of his own. Bobby tests video games for certain companies, but he needs a system to help him preorder games early because his games do not get to him in the time needed so he also misses events.

User journey map

Bobby is a gamer who can get too busy to game and even more busy to order games in advance. However, he can still stay updated on all the games he wants by staying informed.

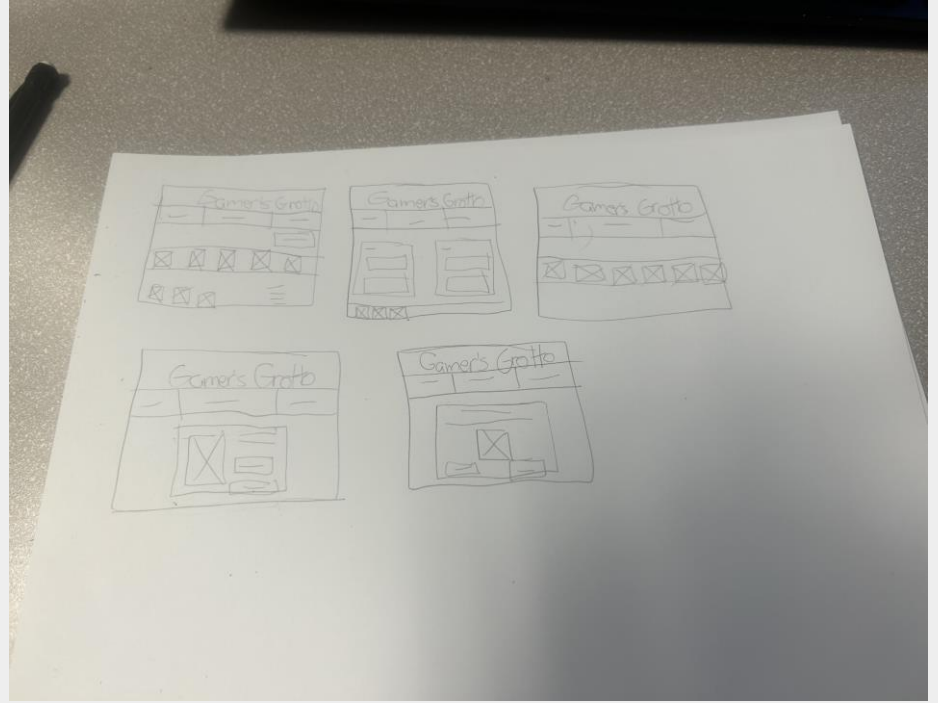
Persona: Bobby

Goal: Preorder Games

ACTION	Sign Up for Newsletters	Reach Out to Gaming Stores	Create Social Media Profile	Browse Game/Console sites	Download Game purchase apps
TASK LIST	Tasks A. Find favorite companies B. Sign up for email and text updates C. Check game store websites	Tasks A. Call local game shop B. Call department stores C. Visit game shop sites	Tasks A. Edit profile B. Follow game company pages C. Interact with posts	Tasks A. Visit game company websites B. Check for upcoming games C. Join waitlist, if applicable	Tasks A. Browse console and game apps. B. Check for exclusive games. C. Preorder games
FEELING ADJECTIVE	Hopeful	Stressed Exhausted	Excited Dedicated	Excited	Curious Happy
IMPROVEMENT OPPORTUNITIES	Bobby needs to set notifications for newsletters	Bobby should search numbers to call	Bobby needs to stay on top of social media sites	Bobby needs to get as much info from these websites as possible.	Bobby should sign up for E-mail updates

Paper wireframes

The main focus of designing the homepage was to make it easier to find the pages the user wishes to find without having to stray too far from the homepage

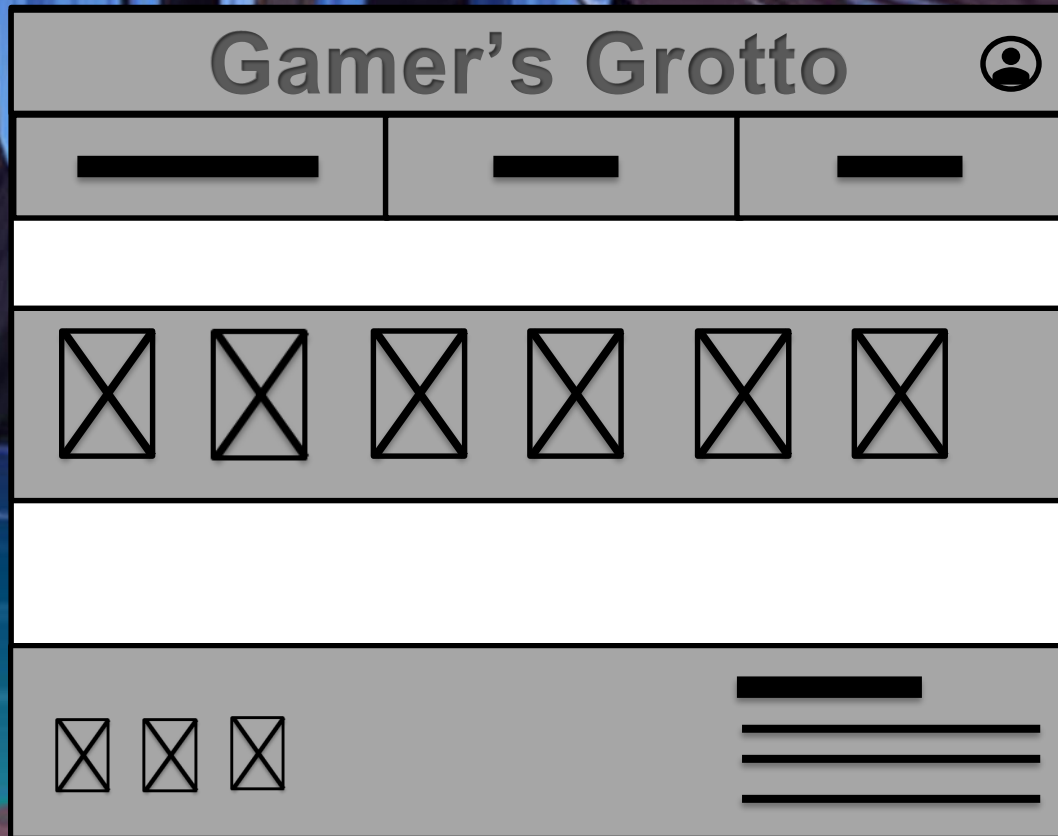


Digital wireframes

This is the layout of the homepage. →

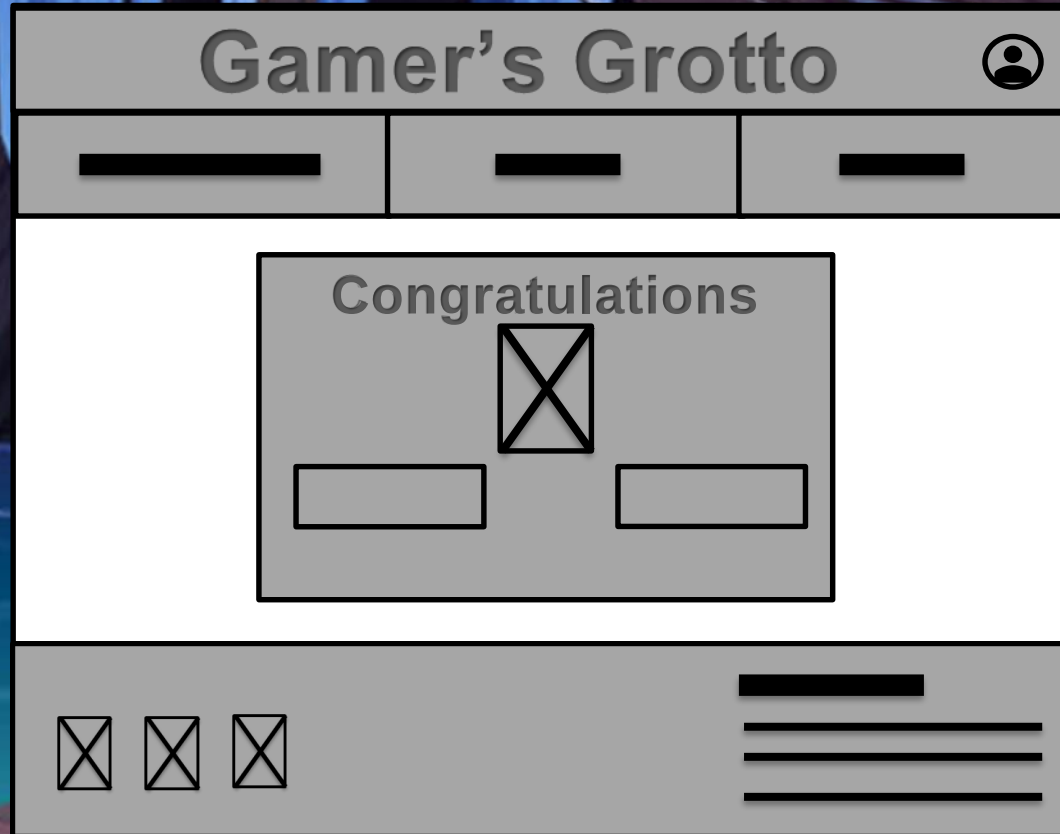
I wanted to make the homepage the page where the main goal of browsing the site is immediately available to users.

This page will allow you to view which games will be released for the corresponding system.



Digital wireframes

This is the final goal of the website. After the preorder is made, the name of the game will be added to the profile along with any other games that may have been ordered. Hey, you have completed the preorder. Congratulations!



Usability study: findings

When I made this website, I wanted to make something that can be as complex as preordering a game easy by eliminating any unnecessary extra steps; when trying to preorder games, time is of the essence, as I myself have learned many times.

Round 1 findings

- 1 Website took too many steps
- 2 Texts were too small
- 3 There was difficulty reaching checkout

Round 2 findings

- 1 Games were added to homepage
- 2 Preordering process was straightforward
- 3 Accessibility was much easier this time around

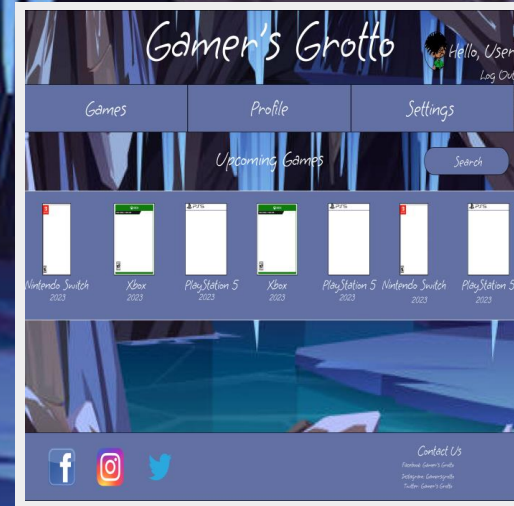
Mockups

I wanted the user goal to be reached faster than usual, so I made the sign-in/sign-up process simpler

Before usability study



After usability study

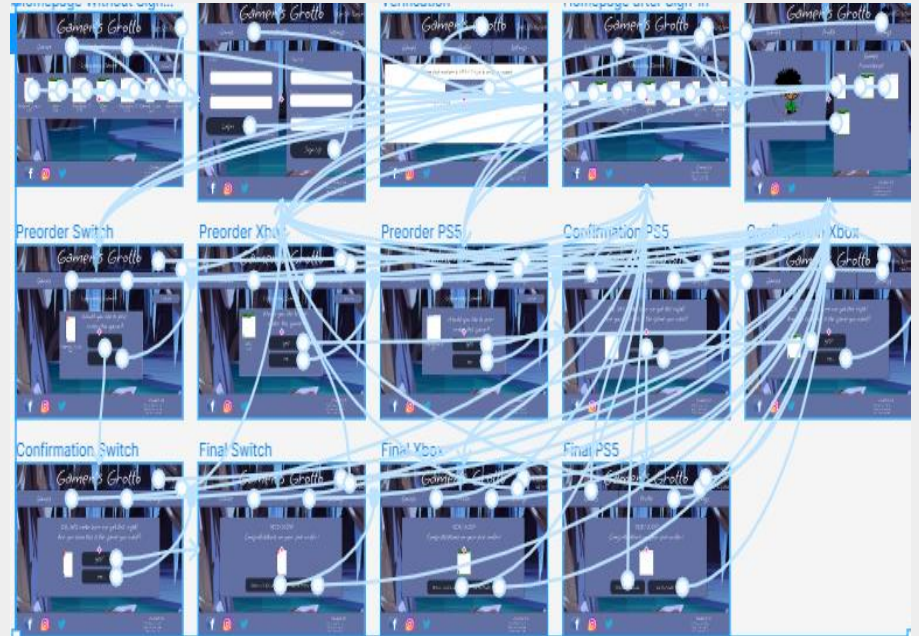


Mockups



High-fidelity prototype

<https://www.figma.com/file/svY8NWuy7etNEkthIVTCII/Untitled?type=design&node-id=0-1&t=Dj8z6sdIzTqTHsD8-0>



Accessibility considerations

1

I would like to add an audio feature to command the app via voice

2

I would like to apply a magnifying app for those hard of seeing

3

I would like to allow users to add hotkeys or shortcuts to wherever they wish to navigate in the app

Going forward

- *Takeaways*
- *Next steps*

Takeaways



Impact:

I would like to think that this app's design is easy on the eyes, providing a smooth service while making sure the most important features are highlighted. The most important thing to me is taking something as complex as bookkeeping and simplify it.



What I learned:

I learned that a designer's job is never finished; there will always be someone who will agree with the interface, and one who will disagree. I learned the importance of not taking any criticism in a negative manner. I will take what I've learned from designing this app and utilize it to make visually appealing designs for all kinds.

Next steps

1

I would like to take this website and create an app for it. There's only so much a website can do. Not all the information can be provided in the site.

2

I hope to make this an actual site for users to use and learn.

3

I want to make this app one of the easiest apps out to use,

Let's connect!



I'm a small time designer in training with giant dreams of making my wishes and the wishes of others come true. Let's make them come true together!

Luis Marte

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Please email for phone number

New York City

Thank you!

*(And yes, I created this
guy)*

