High-scores tracking App for Arcade

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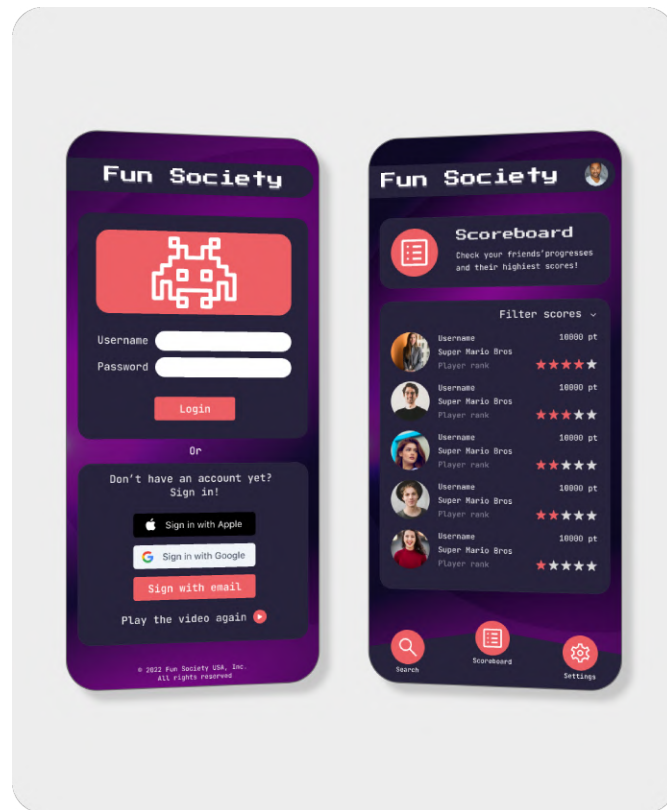# Project overview

The product:

Fun Society is an international chain of Arcades located in North America, Europe, Japan and China. Engagement and sense of community are a corner stone of the brand. They target a wide range of costumers, from casual gamers, pros, enthusiasts and nostalgics. Their love for vintage products is appealing worldwide.

Project duration:

September 2022 to November 2022

Project overview

The problem:

How to bring back the nostalgic feeling of being in front of an arcade in modern days?

The goal:

Creating a strong community of gaming enthusiasts to let the passion connect them all.

Project overview

My role:

UX designer designing an app for Fun Society 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 better understand a wide range of potential users of the app. Since gaming is such broad hobby, the study considered younger users (Gen Z) along with millennials and Gen X.

Both younger and older potential users proved to be concerned about the customization of the app settings (notifications mostly) and their privacy.

User research: pain points

1

Privacy

Concerns about the younger audience and the possibile interaction with other users.

2

Notifications

Considering that a relevant part of the potential customer base is made by adults, managing notifications and restricting them into specific time frames is vital.

3

Passive / Active experience

A choice should be provided between being an active user (with display of highest scores) and a passive one (interested in trends and games' trivia only).

Persona: **Marcus Grime**

Problem statement:

Marcus is a busy dad and manager who needs a quick and easy-access app to keep trace of his best friends' high scores because he want to reconnect with them more often.

"May the force be with you"

Marcus Grime

Age: 48
Education: Master degree in mathematics
Hometown: San Francisco, CA
Family: wife (Sarah), one kid (Mike)
Occupation: Head of IT department

Goals
- Desire of feeling that sweet nostalgia from old days
- Staying in contact with his geek friends (same age)
- Bring the arcade experience in a mobile device (accessible during a lunch break)
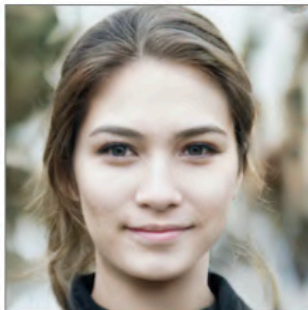
Frustrations
- Having no time to actually go to the arcade on a regular base
- Old technologies are not interesting, smartphones are more engaging
- Not much free time

Marcus is a geek, his favorite movie saga is Star Wars. He's grown during the 80's, he lived the golden age of old arcades with his long lasting friends. Now, being an adult with a family, a job and responsibilities, he's very little time to reconnect with his inner child (a struggle he shares with his tech-enthusiast friends).

Persona: **Rose Cleros**

Problem statement:

Rose is a young introverted gamer who needs access to a comprehensive library of old and popular retro game titles because she wants impress her dad.

"My perfect date is a cat, a blanket and a joystick"

Goals
- Being involved in the 80's culture (something she didn't experienced first hand)
- Finding new way to dive into her hobby: retrogaming
- Keeping track of old arcade games

Frustrations
- Not having a car (or a way to reach the arcade)
- She has some limitation on browsing into the internet (an App could provide a more secure environment)
- Not much fellow minded friends

Rose Cleros

Age: 14
Education: attending high school
Hometown: San Francisco, CA
Family: Single dad (Carl), a cat (Sirius)
Occupation: Student

Rose is a shy little girl with an inclination for everything that involves gaming. Her passion towards the 80's is a direct consequence to feel her dad more close. She loves to play and discover old titles to play with an keeping trace of her progress. She spends more time with her cat than with any other friend.

Rose's journey map

Mapping Rose's journey revealed how vital it is to have a **privacy setting** to protect younger users.

Persona: Rose Cleros
Goal: Learning more about old school gaming and retro-gaming in general

ACTION	Register on the App	Set user's preference	Browse to find high-score games	Follow the trend	Refresh the home page for results
TASK LIST	Tasks A. Download the App B. Create a profile C. Confirm the profile through email	Tasks A. Open App's preferences B. Set limitations on profile preference C. Unable to be followed	Tasks A. Find search menu B. Look for top high-score games	Tasks A. Follow a trend for specific game C. Repeat for how many trends she want to be updated on	Tasks A. Go back to home-page B. Refresh C. Wait for the trend's higher scores to be shown on the home-page
FEELING ADJECTIVE	- Scared of something new - Worried of giving her credentials	Relived and encouraged to keep going by the privacy limitations	Confused by what games to look for	Excited to populate his following list	Hopeful to learn more about new titles she never heard of
IMPROVEMENT OPPORTUNITIES	- Easy and quick access with Google or Apple account	- Introduce a profile just for content (can't be seen of found by other users)	- Provide informations about most popular games	- Suggest similar trends	- Filter the home-page for specific games

Marcus's journey map

Mapping Marcus's journey revealed how important it would be for users to have the possibility **to add filters** in the search function.

Persona: Marcus Grime

Goal: Staying updated about his friends' higher scores in specific old school arcade games

ACTION	Register on the App	Turn on notifications	Browse to find his friends' profiles	Follow his friends' profiles	Refresh the home page for results
TASK LIST	Tasks A. Download the App B. Create a profile C. Confirm the profile through email	Tasks A. Open App's preferences B. Browse trough notifications C. Turn on pop-up notifications for followed users	Tasks A. Find search menu B. Look for friends' profiles C. Land on their user's page	Tasks A. Find out how to follow other users B. Follow the profile he landed on C. Repeat for how many friends he can find on the App	Tasks A. Go back to home-page B. Refresh C. Wait for his friends higher scores to pop-up on the screen
FEELING ADJECTIVE	- Exited to connect with old friends	- Worried of being disturbed during working hours	- Doubtful about having found the right users	- Excited to populate his following list	- Hopeful to see ASAP his friends' higher scores
IMPROVEMENT OPPORTUNITIES	- Easy and quick access with Google or Apple account	- Define a range of time for receiving notifications	- Offer to import the user's contacts to better find	- Offer specific set of notifications for specific users	- Filter the home-page for specific games

Starting
the design

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

Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address the users' needs.
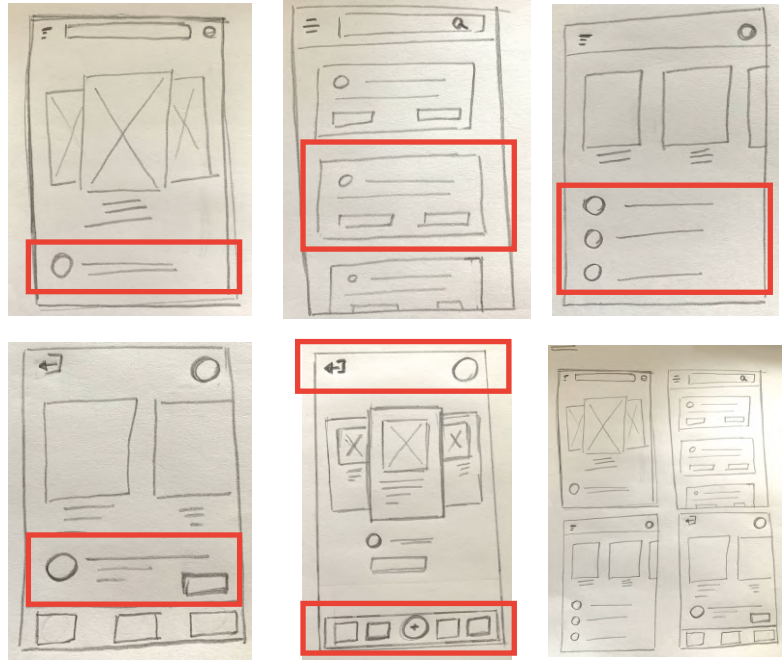

The highlighted elements will be used in the initial digital wireframes.

Digital wireframes

As the project developed more depth, I made sure to include **basic social network features** in order to exploit previous knowledge from the user base.

Every account is protected by a password and a username. An email confirmation is required to ensure privacy.

I considered logging in with Apple, and Google accounts to speed the process.
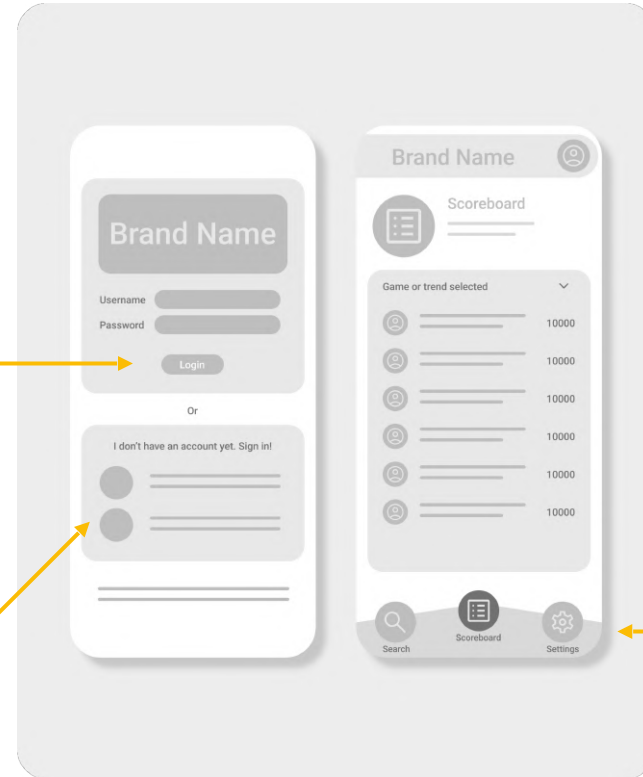
All the main function of the App are always displayed in the lower portion of the screen.

Digital wireframes

The **search** and **setting** pages are crucial to improve the overall **engagement** of the users and **personalize** their experience.

Search function includes searching for games, trends, and users.

Search function should keep trace of the previous interaction.

Notifications settings can be adjusted by specific time frames.

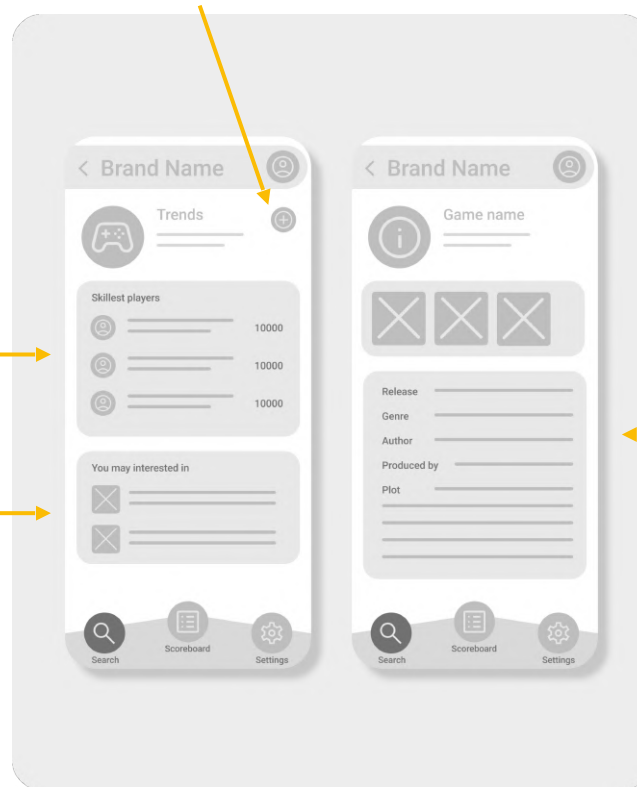Privacy settings can also be adjusted to avoid being found in the research.
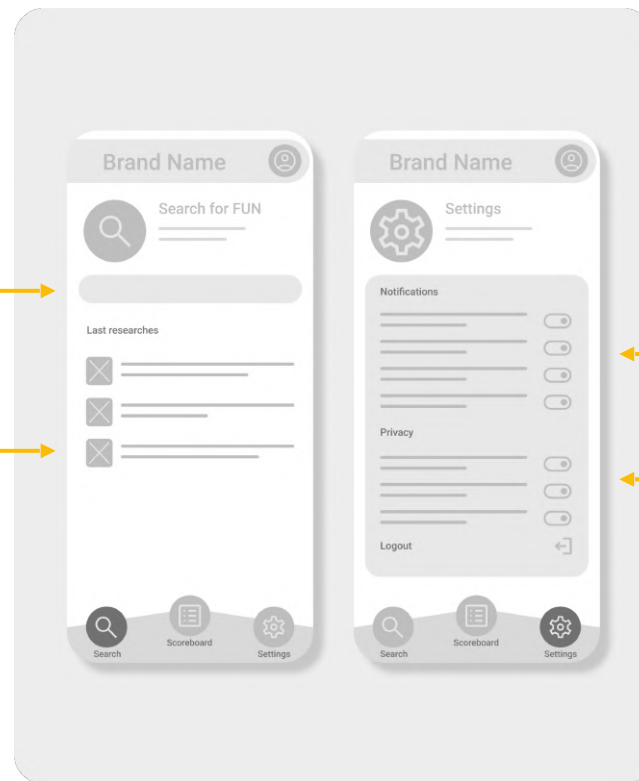
Digital wireframes

Trivia and more in depth **informations** regarding trends and specific vintage titles are included in the architecture of the app.

The plus button implements a following feature by which the scoreboard can be personalised with interesting content.

The most skilled players are shown for each trend.

Suggestions can lead to new content.

Games' trivia is part of the experience.

< Brand Name

Trends

Skillest players

10000

10000

10000

You may interested in

Search   Scoreboard   Settings

< Brand Name

Game name

Release
Genre
Author
Produced by
Plot

Search   Scoreboard   Settings

Low-fidelity prototype

The low-fidelity prototype connected the primary user flow from logging in to customizing their experience and interacting with both other users or content.

View the Fun Society Arcade app here.
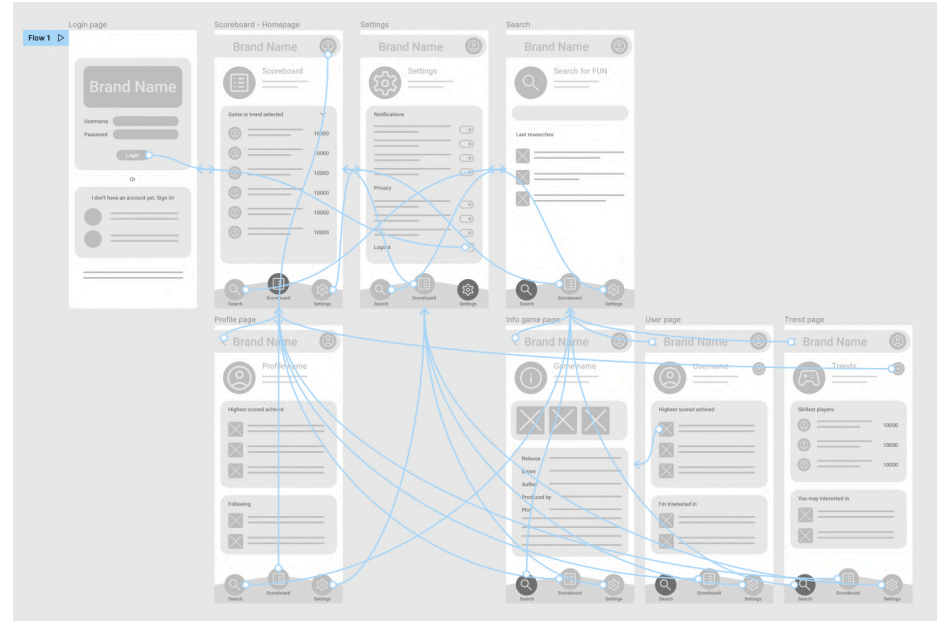
Usability study: findings

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. Adding a filter in the search page

2. Inserting a video tutorial

3. Staying consistent with recognizable icons

Round 2 findings

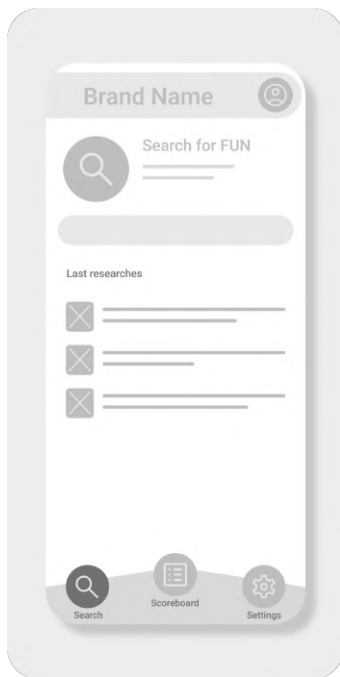1. Adding a choice for light or dark mode

2. Adding players' rankings

Refining the design

- Mockups
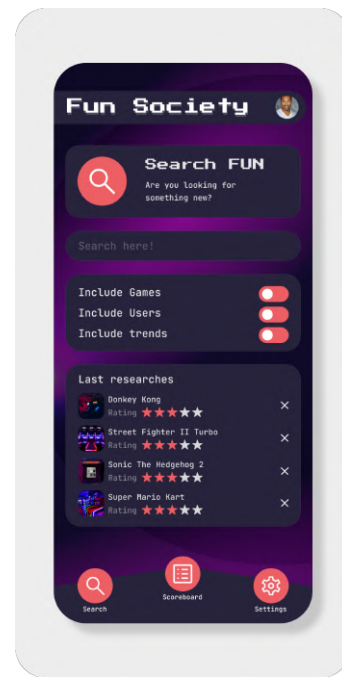- High-fidelity prototype
- Accessibility

Mockups

Early designs allowed for some customization, but after the usability studies, I added additional options to **refine** the **research** for **users, trends, and games.**
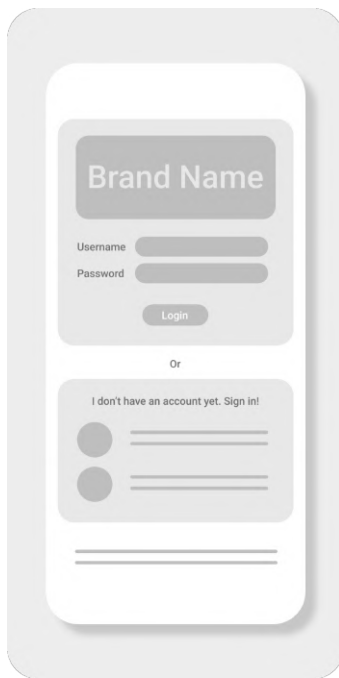
Mockups

After the **first round of usability tests**, I implemented a **prompt** for a **video tutorial** to demonstrate the main user flow.
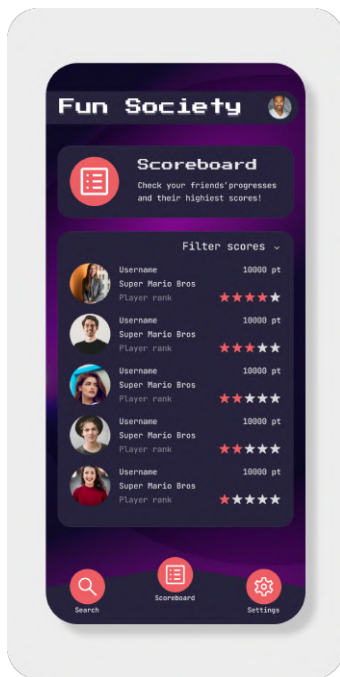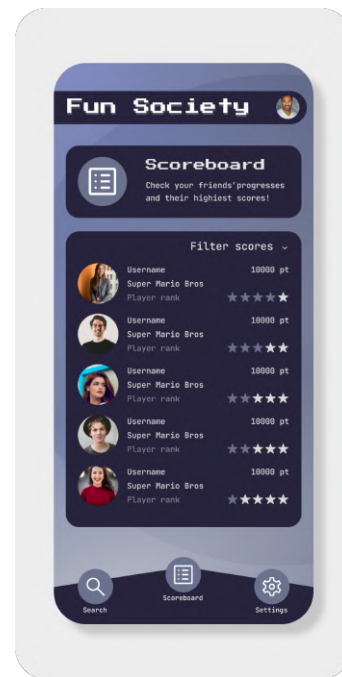
Mockups

After the **second round** of usability tests, I improved the **accessibility** of the overall experience by adding a **light mode** and providing a choice of two **different palettes.**

Key Mockups

High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows to navigate the app and its contents. It also met the user's needs for visual accessibility.

View the Fun Society Arcade app here.

Accessibility considerations

1

Provided access to users who are visually impaired through adding a choice between light and dark mode.

2

Used registration through Apple or Google account to speed up and facilitate the process.

3

Added real in game screens to emulate the vintage feeling of being in a real arcade

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The overall experience can be adjusted to a wide range of users, from pro gamers to casuals and enthusiasts. Sharing details and being part of the community is up to the single user, encouraged by the privacy settings.

What I learned:

While designing the Fun Society app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users have 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 Fun Society app!
If you'd like to see more or get in touch, my contact information is provided below.

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Thank you!