BarCade Case Study

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Project overview

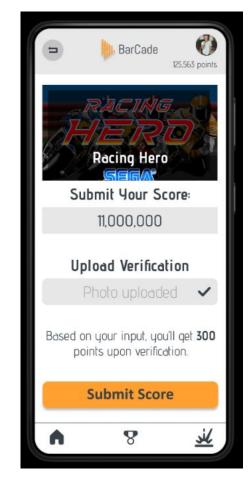
The product:

BarCade is looking to build a High Score Tracking app to build a social media based on their business.



Project duration:

December 2021 - May 2022



Project overview



The problem:

BarCade is looking to have a high score tracking application. They are also hoping to have a social media aspect to their design.



The goal:

Build an experience that fosters a need to use rewards points and share your rewards with your friends.

Project overview



My role:

Identify your role in the project - e.g., lead UX designer, UX researcher, etc.



Responsibilities:

List the responsibilities you had throughout the project - e.g., user research, wireframing, prototyping, etc.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I went into the research thinking about competitors - How does Dave & Busters reward their customers? How do arcade enthusiasts keep track of their own scores? I wanted to check out what my competition does with their own applications, whether they are hosted by the business themselves or a third party solution. Going in, I assumed that there would not be much interest in a score tracking system like this, but as I was searching for competition I found quite a few score tracking applications, mainly for pinball machines.

User research: pain points

No rewards for scores

Many barcades have some kind of rewards applications, but all rewards were about visits or playing specific games. We wanted to make sure that scores were a significant part of this apps draw.

Built in Search

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Some applications just listed games out without any way to search for specific titles. I wanted to make sure that this application had a clear search functionality that was easy to use.

Ease of use

The other applications I used that did have score tracking were not very user friendly, and I struggled to figure out how to post a score, I wanted to ensure that the score posting was very simple.

Persona: Joel Smith

Problem statement:

Joel is a competitive gaming enthusiast who needs to have a way to compete at the arcade because he wants to prove that he is the best.



Joel Smith

Age: 21 Education: In college, 3rd year Hometown: Albany, NY Family: Lives with Parents and siblings Occupation: Office Clerk "I want to be the one at the top of the charts!"

Goals

- Wants to compete with others to have the highest score
- Is looking to make new friends to have more reasons to get out of the house

Frustrations

- "It's hard to find time for all of my friends to play games together."
- "There should be some rewards for spending money at the barcade!"

Jamie is a college student living at home with his family as he finishes up his degree in Marketing. Their schedule can be a bit all over the place so it can be hard to find time to play games with their current friends. He also looks for more opportunities to spend time out of the house.



Persona: Audrey Jones

Problem statement:

Audrey is a busy working mother who wants to give her son a fun night out with the family because she normally cannot afford to.



Audrey Jones

Age: 33 Education: High School Diploma Hometown: Troy, NY Family: Husband and Son Occupation: Medical Data Entry

"If it's free, it's for me!"

Goals

- Is looking for ways to save money from time to time
- Inclusive challenges that are not score based

Frustrations

- "It can be way too expensive to go out and enjoy the arcade."
- "My son wants to take part in challenges but is not very good at games."

Audrey has a work from home job, entering data into a database for a medical company. Audrey and her husband are saving up to buy a home, so they rarely go out for dinner, especially with their young son. They want to go out and enjoy places like the barcade, without breaking the bank.



User journey map

Mapping out Joel's user journey helped create the step by step guideline for the user flow of submitting a score.

Persona: Joel

Goal: A quick way to input a new high score for a specific game

ACTION	Select Game	Choose Challenge	Submit & Verify Score	Score Updated in App
TASK LIST	A. Search list of games in barcade B. Select game to input score	A. Search list of challenges for specific gameB: Select challenge to input new score	A. Input user scoreB. Upload picture of score for verificationC: Submit materials	A. Receive confirmation that score has been submitted properly B. Go to games Challenges C: See Submitted score
FEELING ADJECTIVE	Overwhelmed by the number of game options available	Surprised by the amount of challenges per game Irritated that he can't just choose "high score"	Excited to prove to others his abilities Annoyed at verification requirements	Happy to see their name in the leaderboard
IMPROVEMENT OPPORTUNITIES	"Frequently Searched Games/ Previously Searched Games" option to return to games quickly Include logos for the games	Search filters for challenges Breaking up challenges into two sections for high score and challenges	Extra points in rewards program for verifying other scores on machine No need to verify after X amount of submissions?	See rewards program number increase when submission has been confirmed

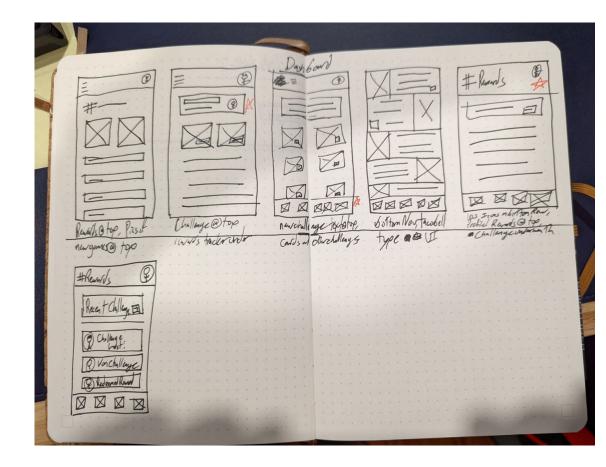
Starting the design

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



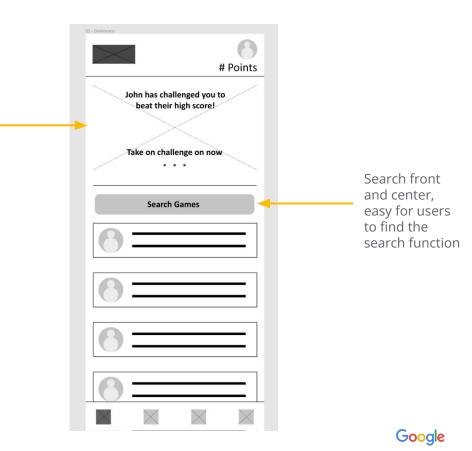
Paper wireframes

As I started drawing, it became clear that a more "feed" like dashboard would be more in line with what the user would expect. It would draw on biases that users have to treat this new app like they currently treat applications like Facebook or Instagram.



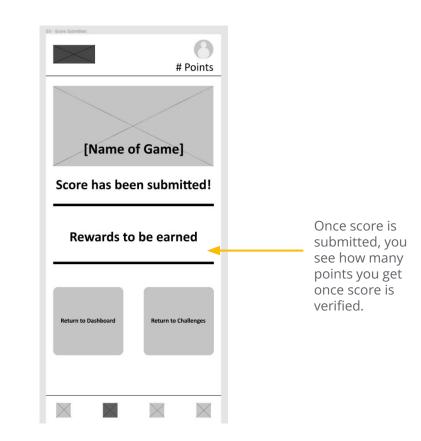
Digital wireframes

I wanted to make sure the search was front and center, and wanted to create a carousel to put latest news total. Latest news goes here, BarCade can rotate new rewards programs as they are implemented



Digital wireframes

When submitting a score I wanted it to be immediately clear what the user would get in reward points.



Low-fidelity prototype

Users can either search from the home page and find the "specific game" (aka the darker square) or go straight from the carousel to the challenge screen, where the user can submit their score/verification.

https://www.figma.com/proto/n0N2UkygbdOBpkxIBIT4eM/Barcade-Wireframes?node-id=11%3A318&scaling=scale-down&page-id=0%3A1&starting-point-node-id=11%3A318

0 0 0 0 \leftarrow # Points John has challenged you to John just beat their high score! scored ###### Popular Games In Your BarCade: **Results:** [Name of Game] [Name of Game] [Name of Game] Take on challenge on no in [Game]! High Score Submit Your Score: Score has been submitted! Search Games Rewards to be earned **Upload Verification** ive Challe Friends High Scores in [Game] Submit Score

Usability study: findings

Write a short introduction to the usability studies you conducted and your findings. I conducted one unmoderated usability study where I tested the wireframes, and found that my initial wording for key elements were unclear, my navigation needed cleaning up and came to the conclusion that the "popular" games navigation wasn't being used, so it was removed in the jump to high-fidelity.

Findings



Many users got lost navigating the application



The wording on the button which leads to score page is misleading



Most users chose to search for games instead of browsing games

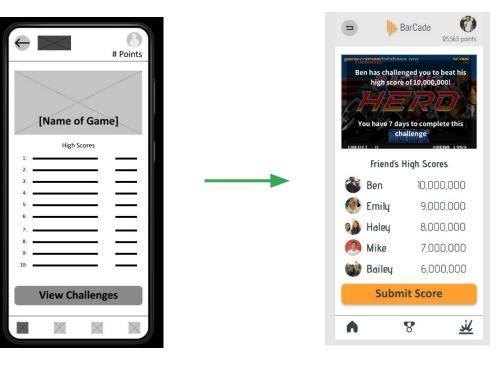
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Just changing the wording from "view challenges" to "submit score" made it much clearer for users to figure out how to submit their scores

Before usability study

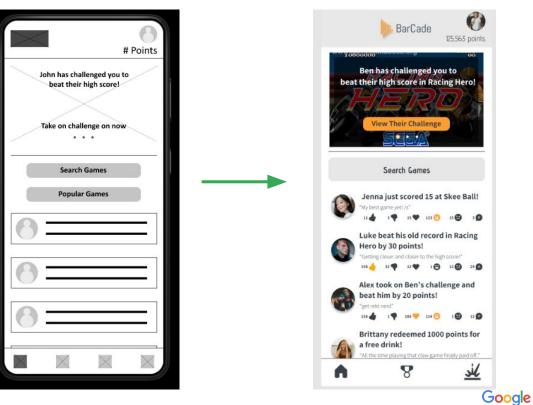


After usability study

Mockups

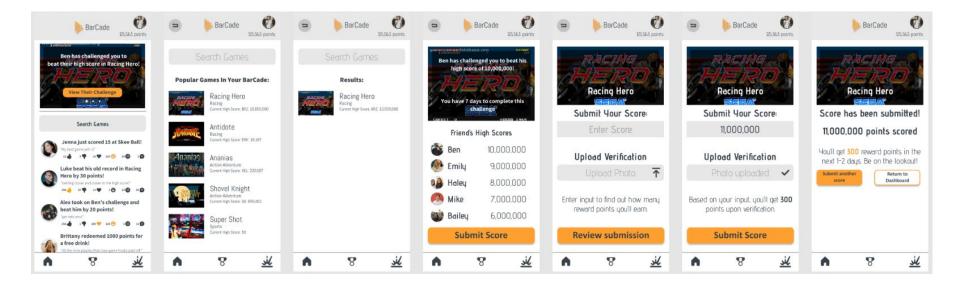
Removing the "popular games" button gave some real estate back to the page, allowing me to fit more content before the fold.

Before usability study



After usability study

Mockups



High-fidelity prototype

https://www.figma.com/proto/n0N2UkyqbdOBpkxl BIT4eM/Barcade-Wireframes?node-id=225%3A726 &scaling=scale-down&page-id=201%3A2&starting-p oint-node-id=225%3A726

- Profile Changes	01 - LOGIN BarCade		2a - Game Search	2a - Game Search Results	04 - Game Leaderboard	
2555 peris	Ø		EX55 parts Search Games Popular Games In Your BarCade: Regins Racing Hero Regins Control from Red 12121222	Search Games Results Rache Hero Rache Hero	Recing Hero Recing Kero Public High Scores	
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Michael Smith	FakeName@uri.com		Correct Figs Score ER4: 18:187	ely -	2 EAK 9,000,000 3 HEL 8,000,000	
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Phone number			Shovel Knight Actor-Aventure Cover the Sone of emails		7: DAN 4,000,000 8: XXX 3,000,000	
555-123-4567			Super Shot		9 B0B 2,000,000 10 LOL 1,000,000	
Save Edits Logout	Login		Sports Durnet High Scene Sit		Submit Score	
A 8 <u>34</u>			A 8 <u>34</u>	n 8 <u>34</u>	● & <u>¾</u>	
- Dashboard First Carousel	02 - Dashboard Second Carousel	02 - Deshboard Third Carousel	03 - Submit Score - Challenge Page	03 - Submit Score - Initial Landing	03 - Submit Score - After inputs	03 - Submit Score - Score Submitted
BarCade 00	BarCade 💔	BarCade 25561 points	BarCade 🔮	😑 👂 BarCade 💔	BarCade 💔	BarCade US563 por
Ben has challenged you to beat their high score in Racing Herol	CHALLENGE Get more than 30 points in Super Shot.	New Stame Alert	Ben has challenged you to beat his high score of 10,000,0001	RACING	RACING	RACING
HERO	for double the rewardst	Unitedit	HERAL	HERO	HERO	HERO
View Their Challenge	View Rewards Page	View Game Page	You have 7 days to complete this	Racing Hero	Racing Hero	Racing Hero
			challenge	Submit Your Score	Submit Your Score:	Score has been submitted
Seerch Games	Search Games	Search Games	Friend's High Scores	Enter Score	1.000.000	11,000,000 points scored
Jenna just scored 15 at Skee Ball!	Units prevent 15 at 86es 8x81	Denna just scored 15 at Skee Ball	Ben 10.000,000	Upload Verification	Upload Verification	You'll get 300 reward points in the
Luke beat his old record in Racing	Luke beat his old record in Racing	Luke beat his old record in Racing	Emily 9,000,000		Photo-uploaded V	next 1-2 days. Be on the lookout!
Hero by 30 points! "Gefing clean and clean to the high score" wide and wide and a clean to the high score"	Hero by 30 points! Cetry cave and cave to be Aphacost und sign are to up to a phacest	Hero by 30 points! Merig cour address to the Aph court address of the Aph court	🥵 Haley 8,000,000	oprodu Prioro T	A LINE ON CALL	Score Dashboard
Alex took on Ben's challenge and beat him by 20 points!	Alex took on Ben's challenge and beat him by 20 points!	Alex took on Ben's challenge and beat him by 20 points!	🦲 Mike 7.000.000	Enter input to find out how many reward points you'll earn.	Based on your input, you'll get 300 points upon verification.	
Seat hum by zu points: 'grinkt sod' mid if mit un0 i@ uD	ypereitrard' · ···································		Bailey 6.000,000	remara pointa goan editi.	pointa oport vernicatori	
Brittany redeemed 1000 points for a free drink!	Brittany redeemed 1000 points for a free drink!	Brittany redeemed 1000 points for a free drink!	Submit Score	Review submission	Submit Score	
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Accessibility considerations

Made sure to follow color accessibility guidelines

Made sure all buttons/links have clear copy to not confuse the user

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Kept navigation consistent throughout application to assist user in using app

Going forward

- Takeaways
- Next steps



Takeaways



Impact:

I think there is a definite spot in the app store for high score tracking applications like this for Arcades in general, as it really could tap into the competitive natures of some friend groups. For example, one of my users for my usability test mentioned that they were excited to "destroy my friends" in different games.



What I learned:

I underestimated how difficult it can be to write good copy. Multiple times within my wireframing/lo-fi types I wrote what was a clear indication of what a page should do but my users in testing had issues with the wording.

Next steps



First, I would start implementing the rewards section of the app. This would round out the applications basic features, and finish the entire apps experience. I would take another usability test and iterate at least one more time, dialing in the flow of the score submitting process. I would want to make sure that at this stage the flow works properly and there's no confusion.

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From there I would iterate once more based on the usability test results, and deliver the results of that iteration to the engineers.

Let's connect!



Thanks so much for taking a look at my Case Study! You can reach me by emailing <u>br11zaut@gmail.com</u>, or see more of my work (UX or otherwise) on <u>www.benzautner.net</u>.