

# BarCade Website

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Ben Zautner

# Project overview



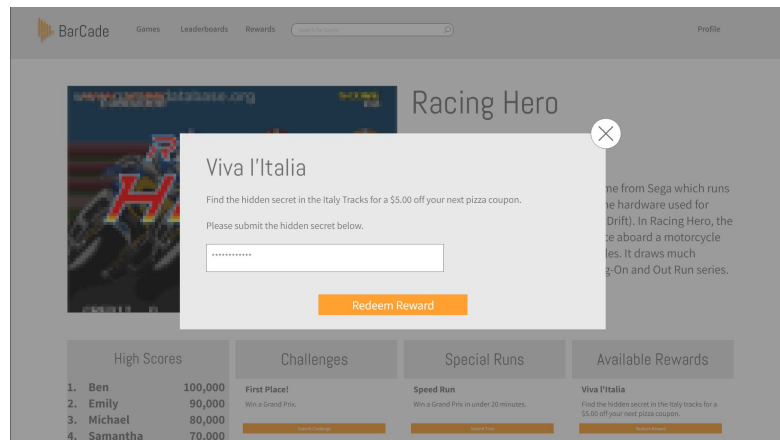
## The product:

BarCode is looking to build out their website to encourage users to redeem rewards



## Project duration:

May 2022 - June 2022



# Project overview



## The problem:

BarCade is looking to integrate rewards into their online presence, through their website



## The goal:

Build their website with the goal of including all functionality, starting with rewards

# Project overview



## My role:

Lead UX Designer



## Responsibilities:

Wireframing, Prototyping, Designing

# 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

1

## No rewards for scores

Many arcades 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.

2

## Built in Search

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.

3

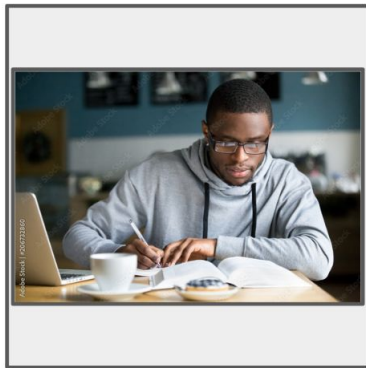
## Ease of use

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

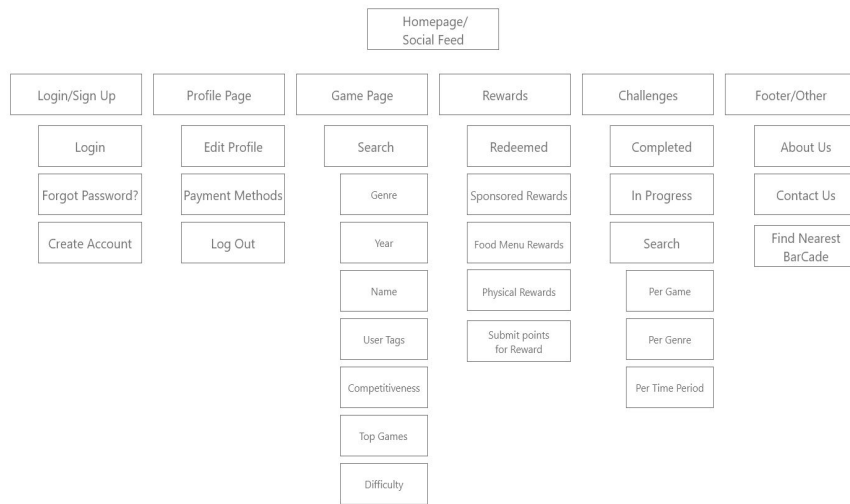
Goal: A quick way to input a new high score for a specific game

ACTION	Select Game	Choose Challenge	Submit & Verify Score	Score Updated in App
<b>TASK LIST</b>	A. Search list of games in barcade B. Select game to input score	A. Search list of challenges for specific game B: Select challenge to input new score	A. Input user score B. Upload picture of score for verification C: Submit materials	A. Receive confirmation that score has been submitted properly B. Go to games Challenges C: See Submitted score
<b>FEELING ADJECTIVE</b>	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
<b>IMPROVEMENT OPPORTUNITIES</b>	"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



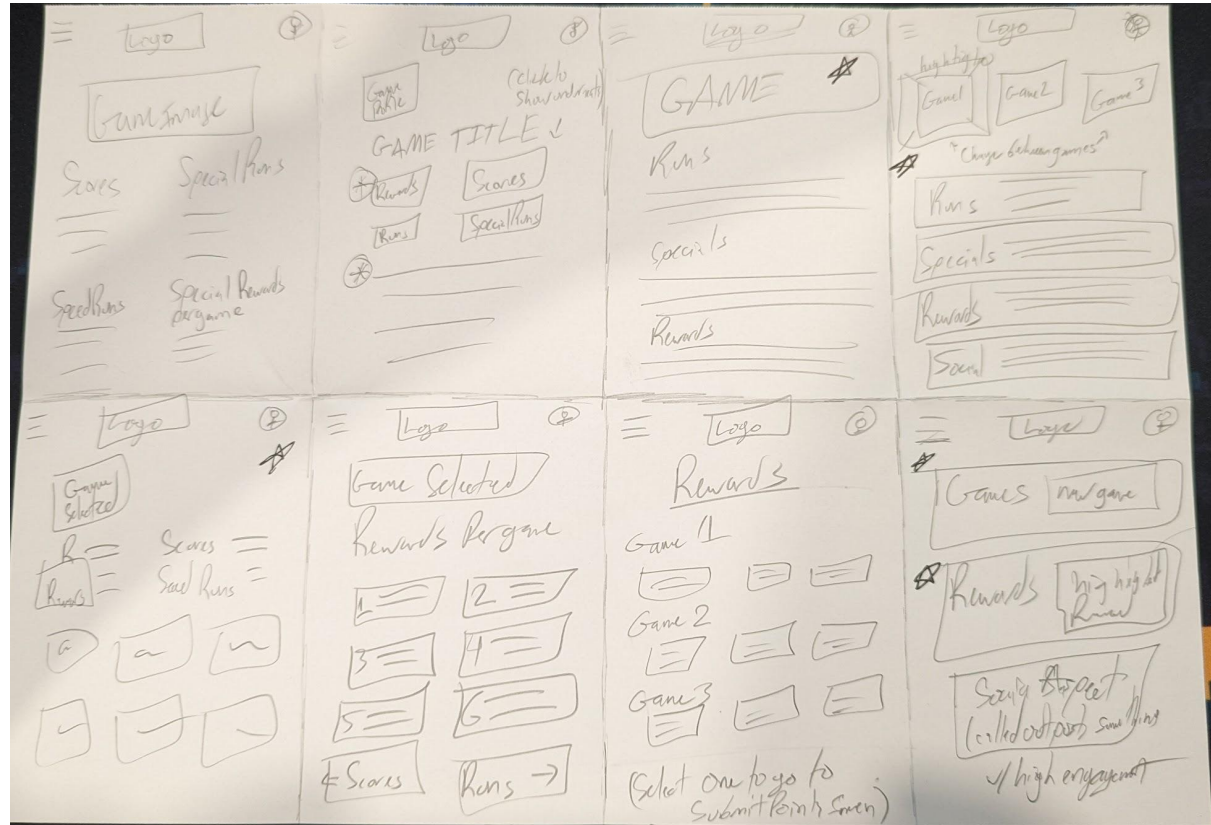
# Sitemap

I tried to make the organization of the site as simple as possible, with the three main uses for the website (games, rewards & challenges) were the main focus.



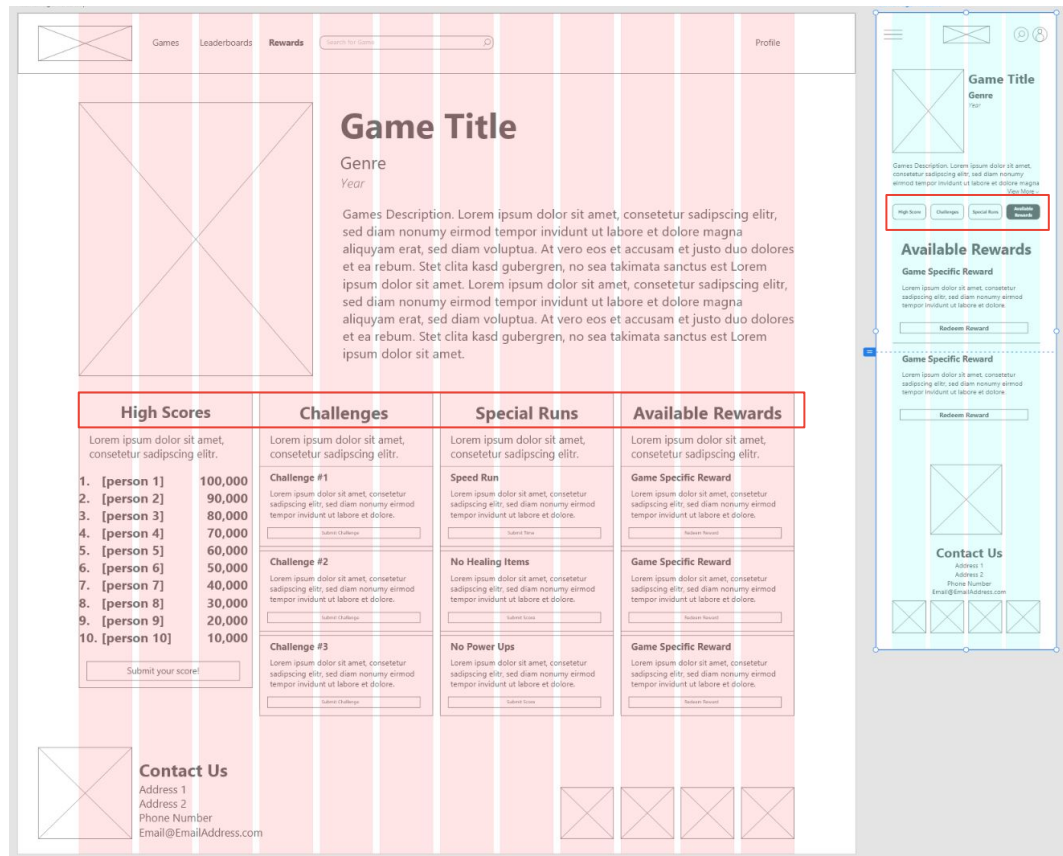
# Paper wireframes

After going through the initial Crazy 8s, I realized that I liked the organization of square 4, and the segmented area of square 5, especially for the mobile version. This led to the desktop version basically being 4 lengths of the mobile version of the site.



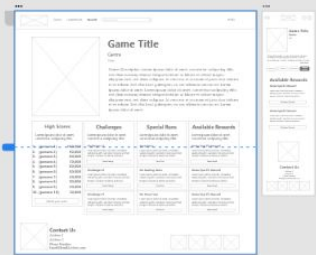
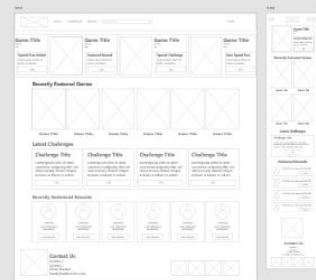
# Paper wireframe screen size variation(s)

The thought process of this version was having the mobile version basically be  $\frac{1}{4}$  slice of the desktop - when you can choose the part you want to interact with from a simple menu at the top.



# Low-fidelity prototype

<https://xd.adobe.com/view/7d614b01-5890-41d8-9e77-09c0c71f2a09-2832/?fullscreen>



# Refining the design

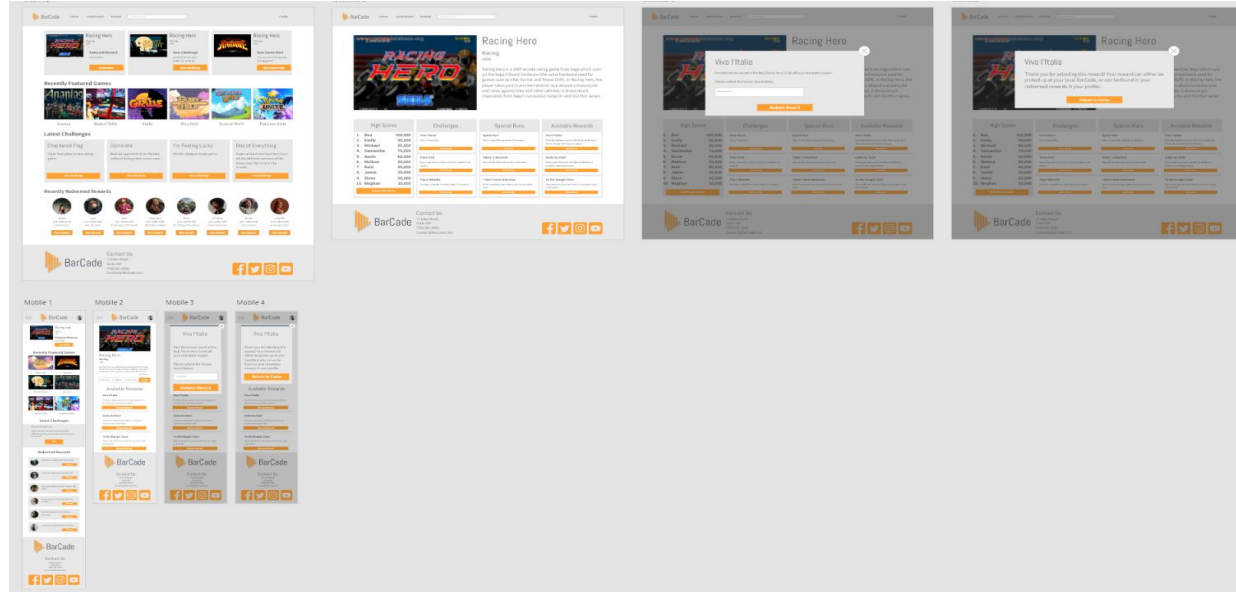
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- Mockups
- High-fidelity prototype
- Accessibility



# High-fidelity prototype

<https://xd.adobe.com/view/cb0e8572-a572-4432-bae6-0de7fce5ad51-9e5d/?fullscreen>



# Accessibility considerations

1

Made sure to follow color accessibility guidelines

2

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

3

Kept navigation consistent throughout application to assist user in using app

# Going forward

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- 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

1

Next would be implementing the challenge section on the website, and going back to the application and implement the rewards section there.

2

Conduct a usability test, and get feedback as to what can be improved in the reward redemption process.

3

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 [br11zaut@gmail.com](mailto:br11zaut@gmail.com), or see more of my work (UX or otherwise) on [www.benzautner.net](http://www.benzautner.net).