

# Recreational

UX design, Adobe Creative Jam 2020

by Maggie Pan

# Recreational:

## Integrating new gamers into the gaming community with a proficiency-focused recommendation app

Role	Team	Tools	Timeline
Research	+ 1 designer	Figma	48 hours
Design		Adobe XD	
Prototyping			

# My Process



Research



Ideate



Design



Prototype

# Problem & Opportunities

# The Context

- Prompt given by the Adobe Creative Jam designathon in collaboration with Activision
- Adults new to gaming find it overwhelming to find games that fit their interests and needs
- They may lack the support of a social network or community, which guides the process of being introduced to gaming

How might we...

**design a mobile app that facilitates personal  
discovery of new games to integrate new  
gamers into the gaming community?**

# Research & Discovery

# User Interviews

Target demographic = Adult gamers (18-30 y/o)

Goal: To understand the entire user journey from being interested in joining the gaming community to being an active gamer

how were you introduced to gaming?

i first started playing video games when i was really young, i dont even remember when i first started honestly

it was mostly because my brother played video games so i just played with him

how do you discover new games?

mostly through friends right now

i only hear about a new game if some friends are currently playing it



# Interview Insights

Community is a really important value amongst gamers

People play games to hang out with friends and this social aspect is what motivates people to keep on playing gaming

Friends are the main source of game recommendations

When asked about recommendations from platforms like Steam, all users noted that they would trust their friends more for their next game because "they know what [the user] would like and dislike."

New gamers require comfortable and accessible support to improve

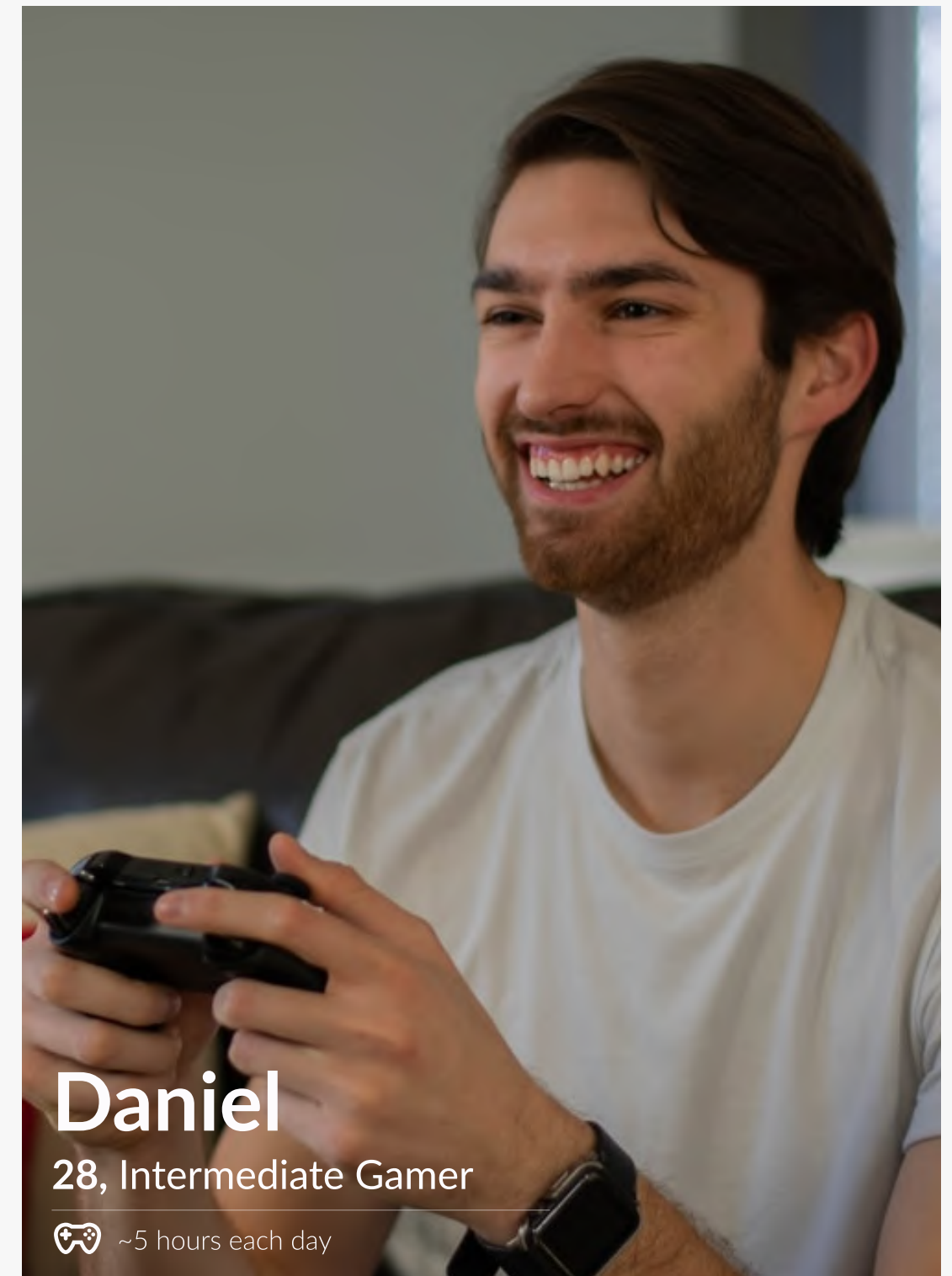
They expect to meet people of the same skill level to play and consistently learn with—a gaming buddy, if you will.

# Daniel the Intermediate Gamer

*“Playing games is a fun way to catch up with friends while also doing something entertaining”*

## Frustrations

1. Choice fatigue
2. Finding reviews that align with his individual preferences



**Daniel**

28, Intermediate Gamer

 ~5 hours each day

# Nelly the New Gamer

*“The gaming community seems so vibrant and tight-knit—definitely something I want to be a part of”*

## Frustrations

1. Uncertainty about which games to start with
2. Doesn't have anyone in the gaming community to rely on or play with

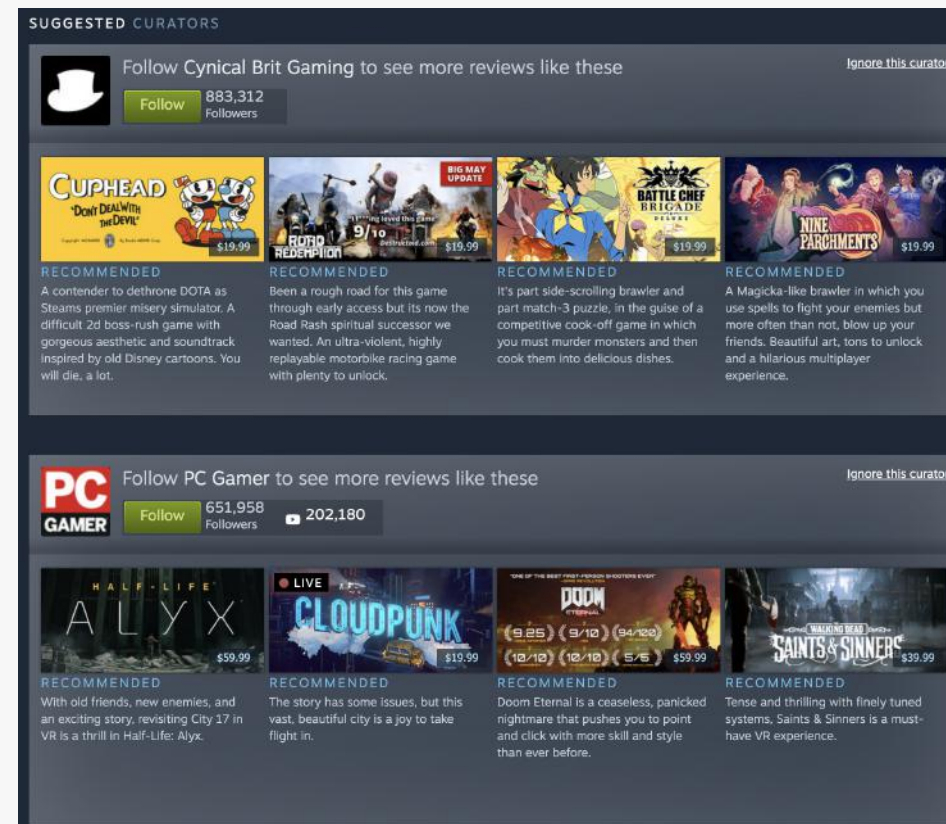




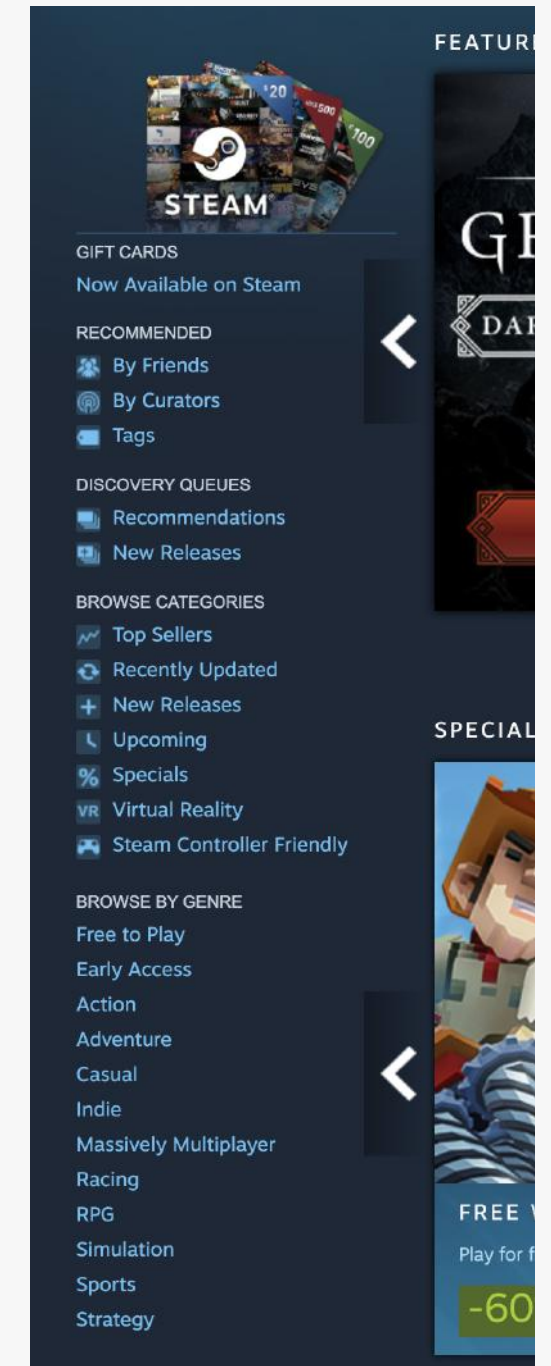
# Competitive Analysis

## Steam

1. Curators who recommend games
2. Recommendations from friends
3. Browsing games by tags
4. Game reviews



Feature to follow Curators

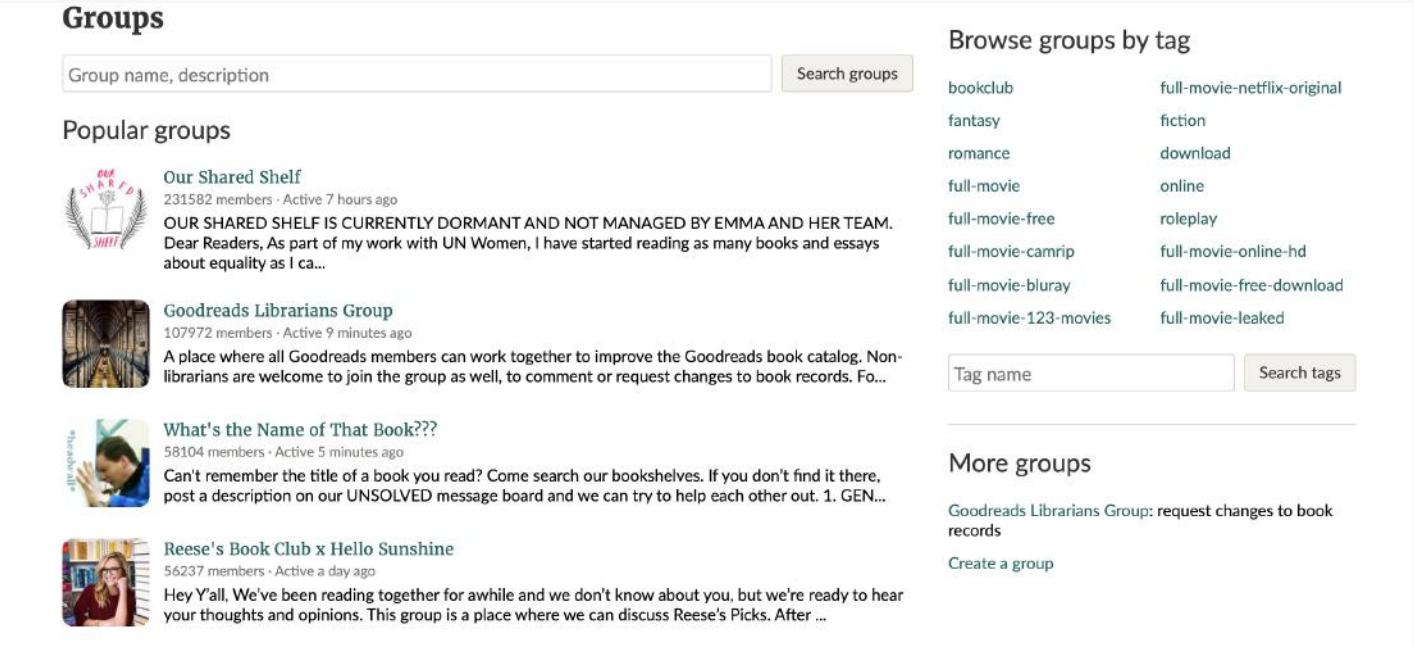


Categories, Genres, Tags

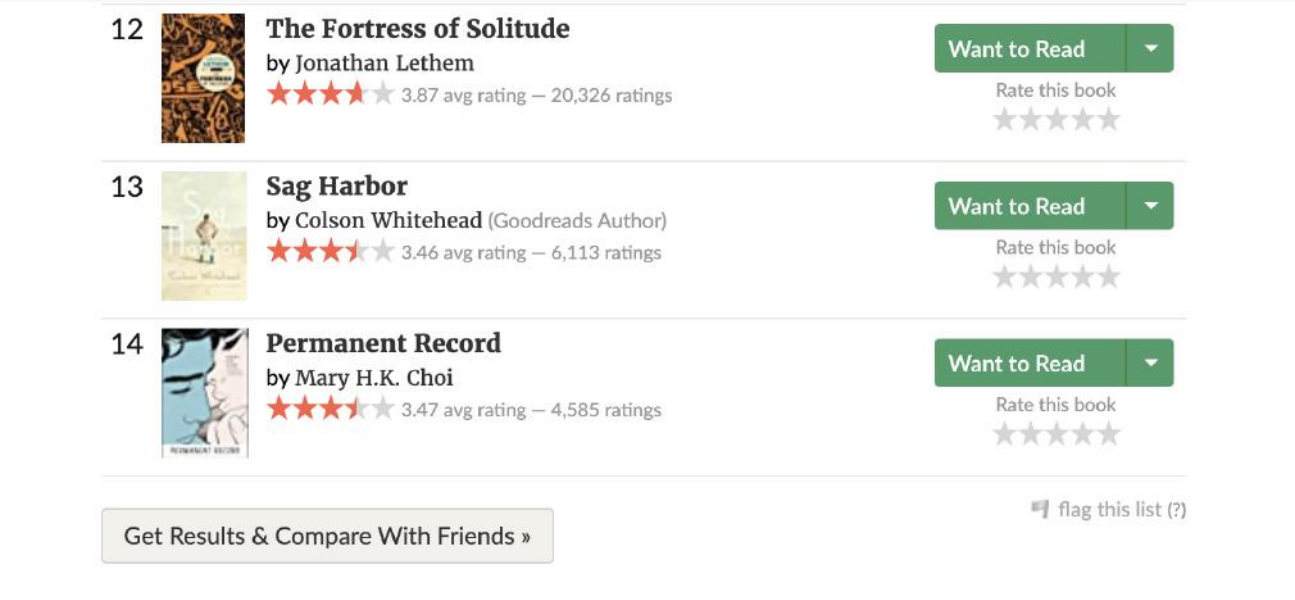
# Competitive Analysis

## Goodread groups

- 1. Read books at same time
- 2. Reviews from group members
- 3. Discussions
- 4. Shared “bookshelf”
- 5. Vote on lists together



*Groups for users to join based on interests*



*Define read status for each book*

# What worked

## Integrating social interaction

Users can interact with one another through follows and asking for/giving recommendations. Although indirect, this social interaction is critical.

## Personalizing content based off evolving interests

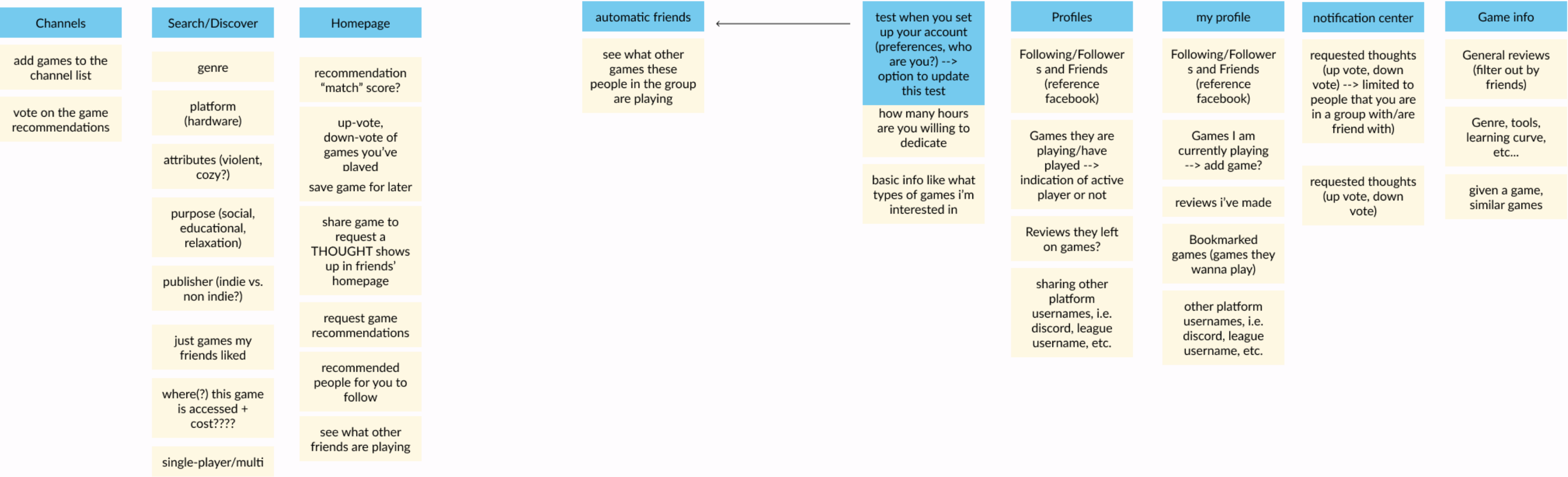
A test is taken to show user's "Gamer DNA" which curates recommendations and shows how much a user "matches" with another. Based off this information, users can choose the people they follow. This allows for **natural discovery**.

## Features for organization of games

Each game is tagged with several fields, such as genre, which users can filter and discover new games by. They can also be marked by their status for personal organization.

Ideate & Design

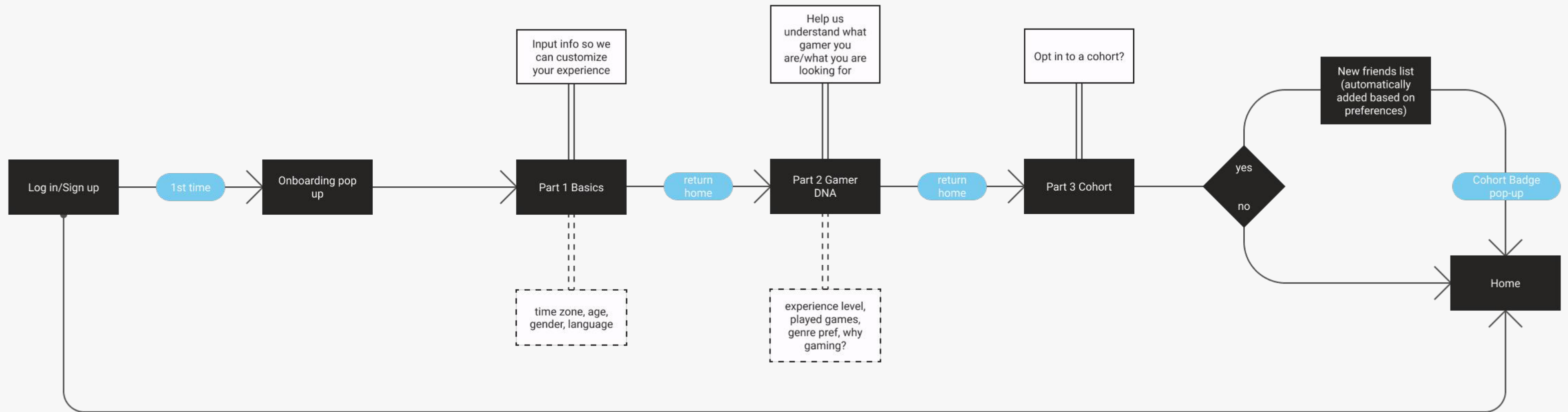
# Affinty Map





# Onboarding

Recommendations should be personalized to show games and other accounts that the user will be more interested in. It also sets up users with a cohort of users with similar experiences, interests, and goals.



# Onboarding

Get started!1/3

✓ Basics are down!

2 What is your gamer DNA? >

3 Join a cohort

< Gamer DNA 🧬

2. Select some games that you have enjoyed playing. If you have not played any, select none.

Q Search

Animal Crossing

Skylanders: Ring of Heroes

Next

< Gamer DNA 🧬

3. Choose at least 3 types of games you are interested in.

Indie Action Adventure Casual

Singleplayer Violent Sports Racing

Massively multiplayer Atmospheric Gore 2D

Great soundtrack Story-rich Puzzle

Anime Difficult Strategy Fantasy

VR Horror Funny Pixel graphics

Sci-fi First-person Magic Female protagonist

Fast-paced Physics Mystery Open world

Mature Education Tactical Dark

Realistic Building Memes Zombie

Creation Village Short Animation & modeling

Survival Action-adventure Family friendly

Cute Relaxing Exploration Classic

Mystery Robots Board game Retro

Economy Real time Nature Swordplay

Next

< Join a cohort 🧑‍🎮

A cohort is a group of 10 users of similar attributes based off your basic info and gamer DNA. It is a perfect way for beginner gamers to meet a community of gamers that all opted into joining a cohort—meaning they all want new gamer buddies!

Want to opt-in to join a cohort?

Yes

No

Next

Join a cohort 🧑‍🎮

Awesome! Here are the people in your cohort. You all have automatically followed each other. We encourage you to contact each other on other platforms and play games together!

merryj

Rated these games highly

✓

hayrryp0tter

Rated these games highly

✓

aliceevebob

Rated these games highly

✓

d1ff1e

Rated these games highly

✓

hellmenthm

Rated these games highly

✓

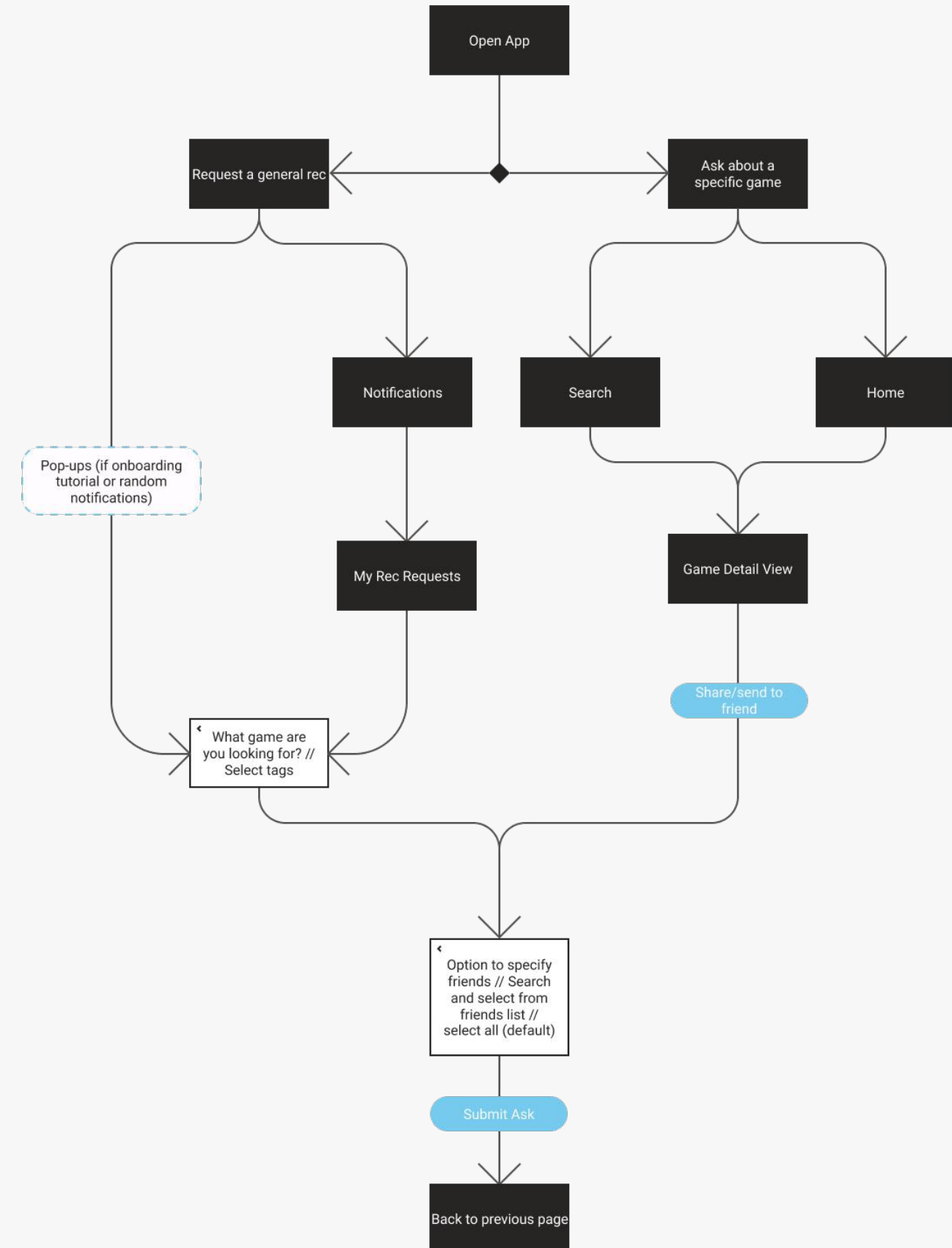
wizrd72

Rated these games highly

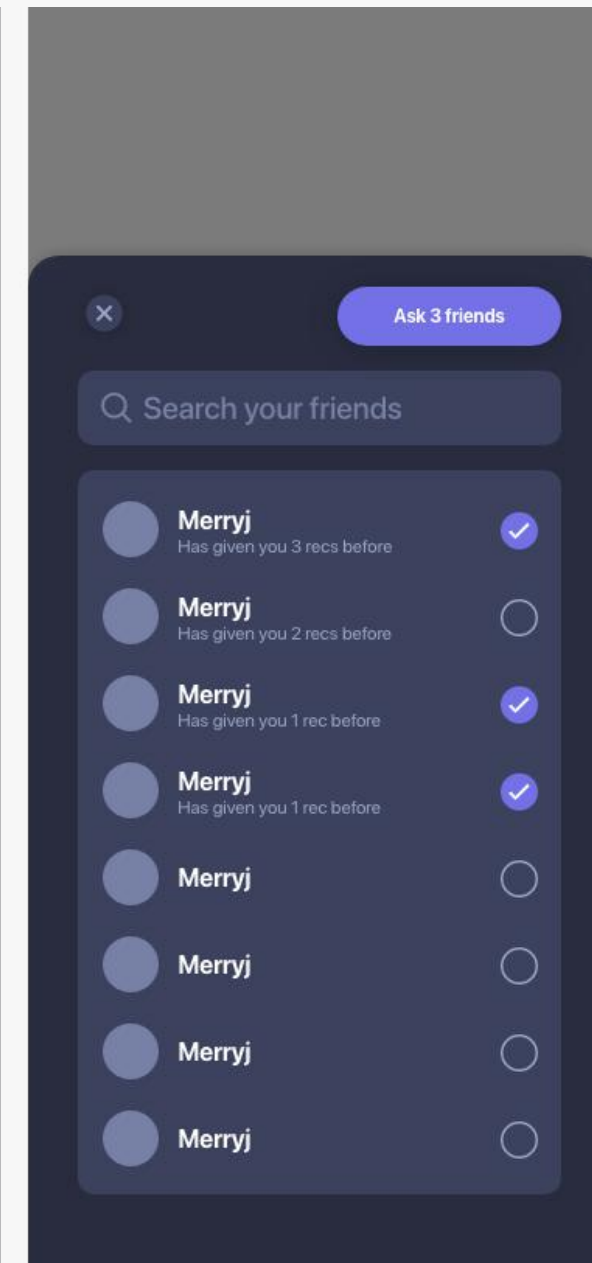
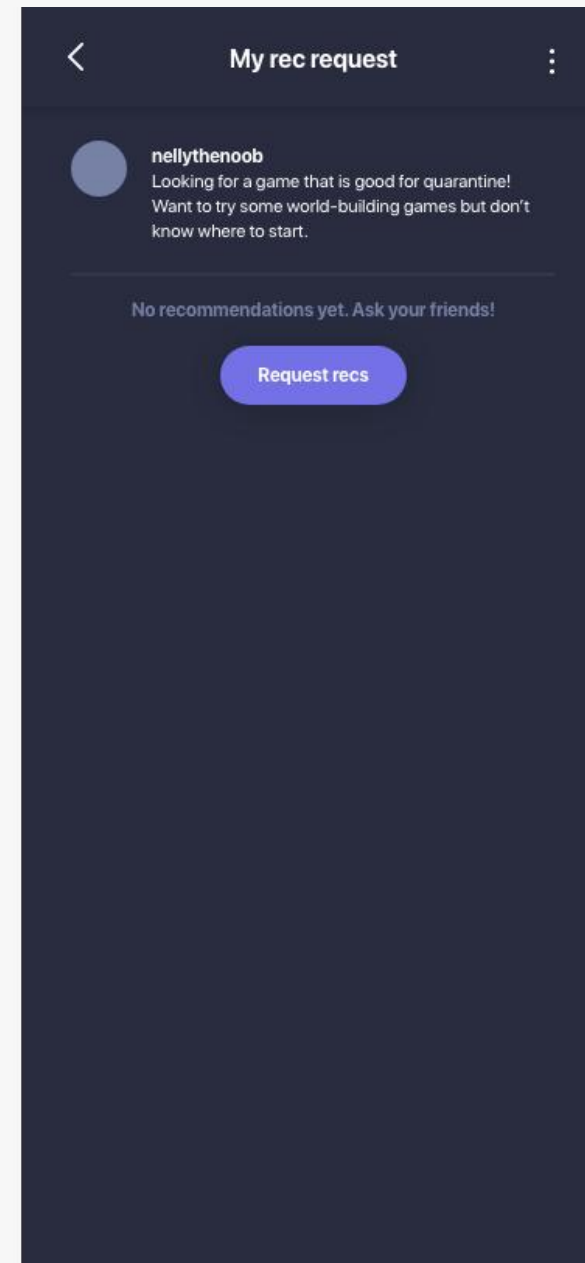
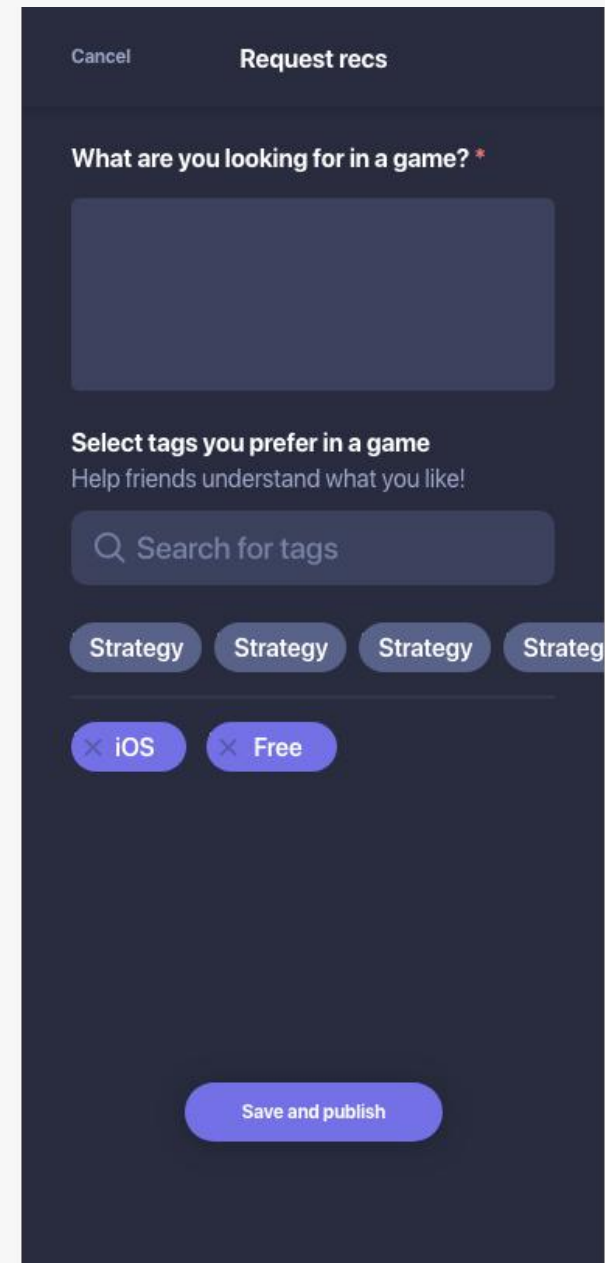
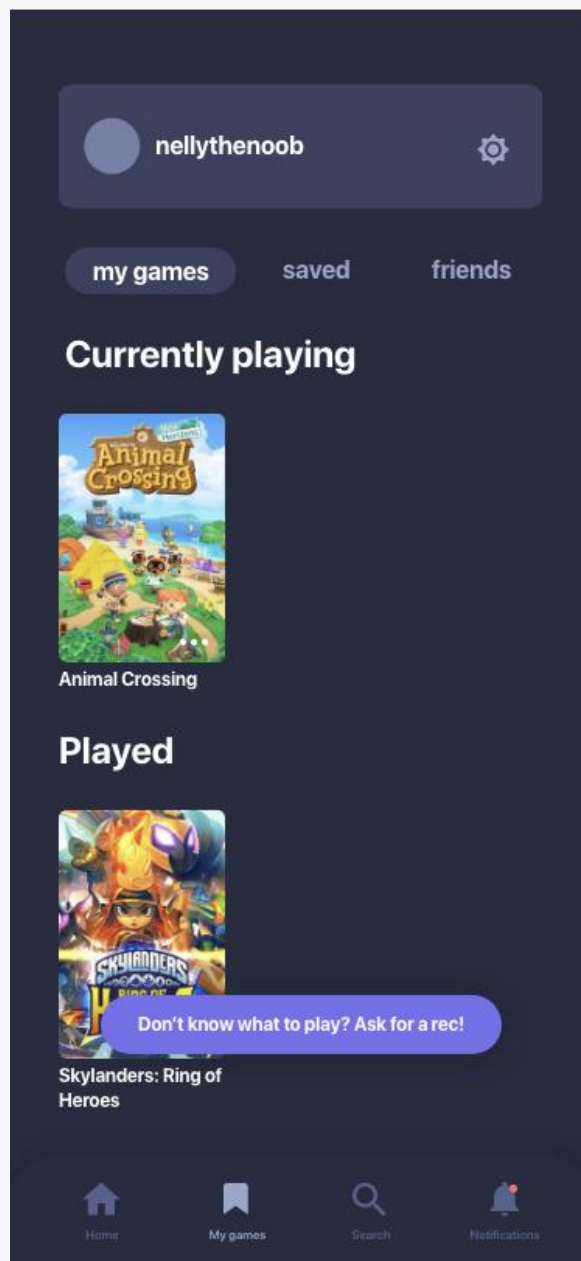
✓

# “Thoughts”

Users can ask for a *general* or a *specific* "thought" to their friends (what game with tag 1, tag 2, tag 3 properties would I like? vs would I like this specific game?).

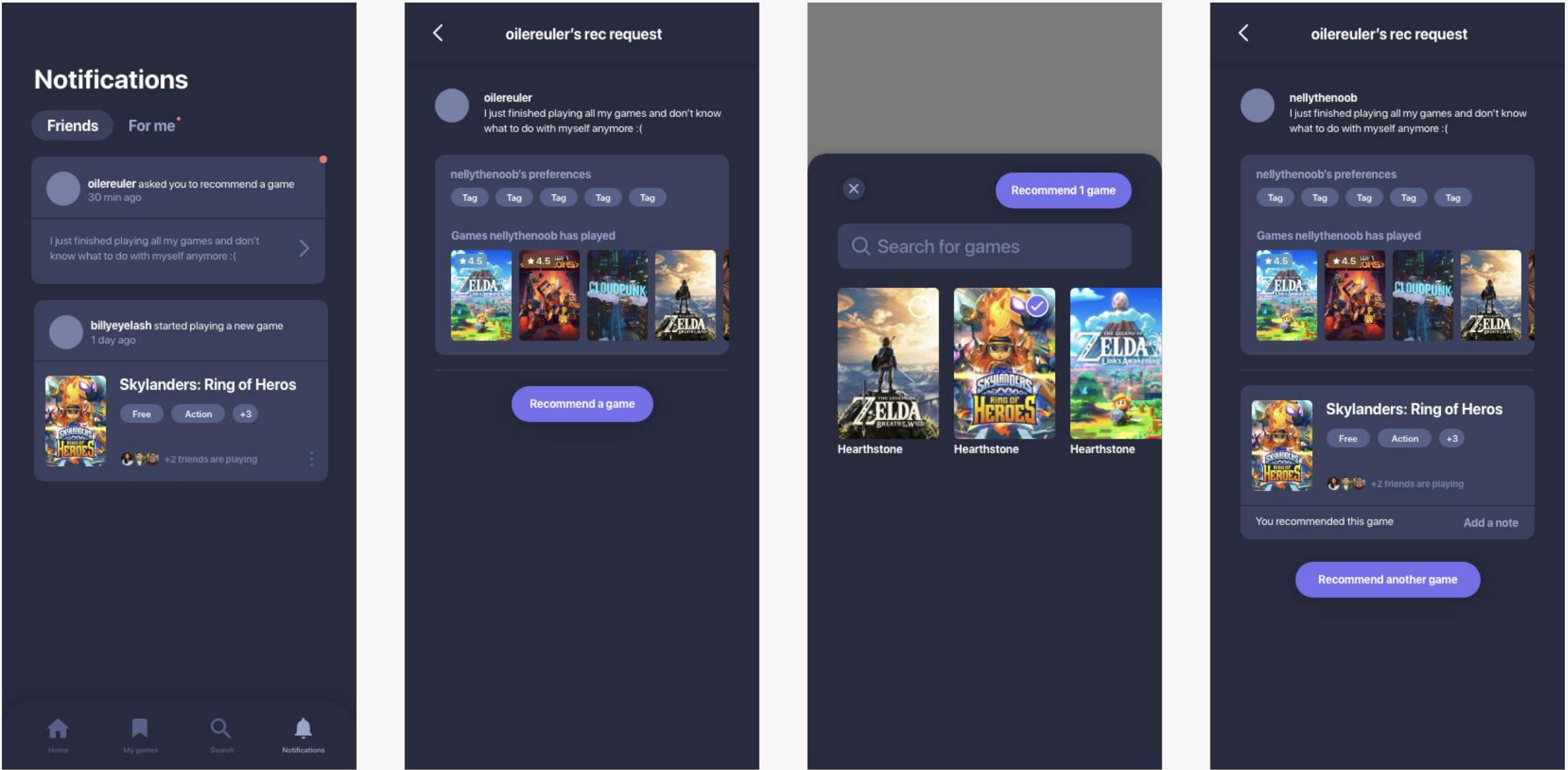


# “Thoughts” — Asking for a general recommendation



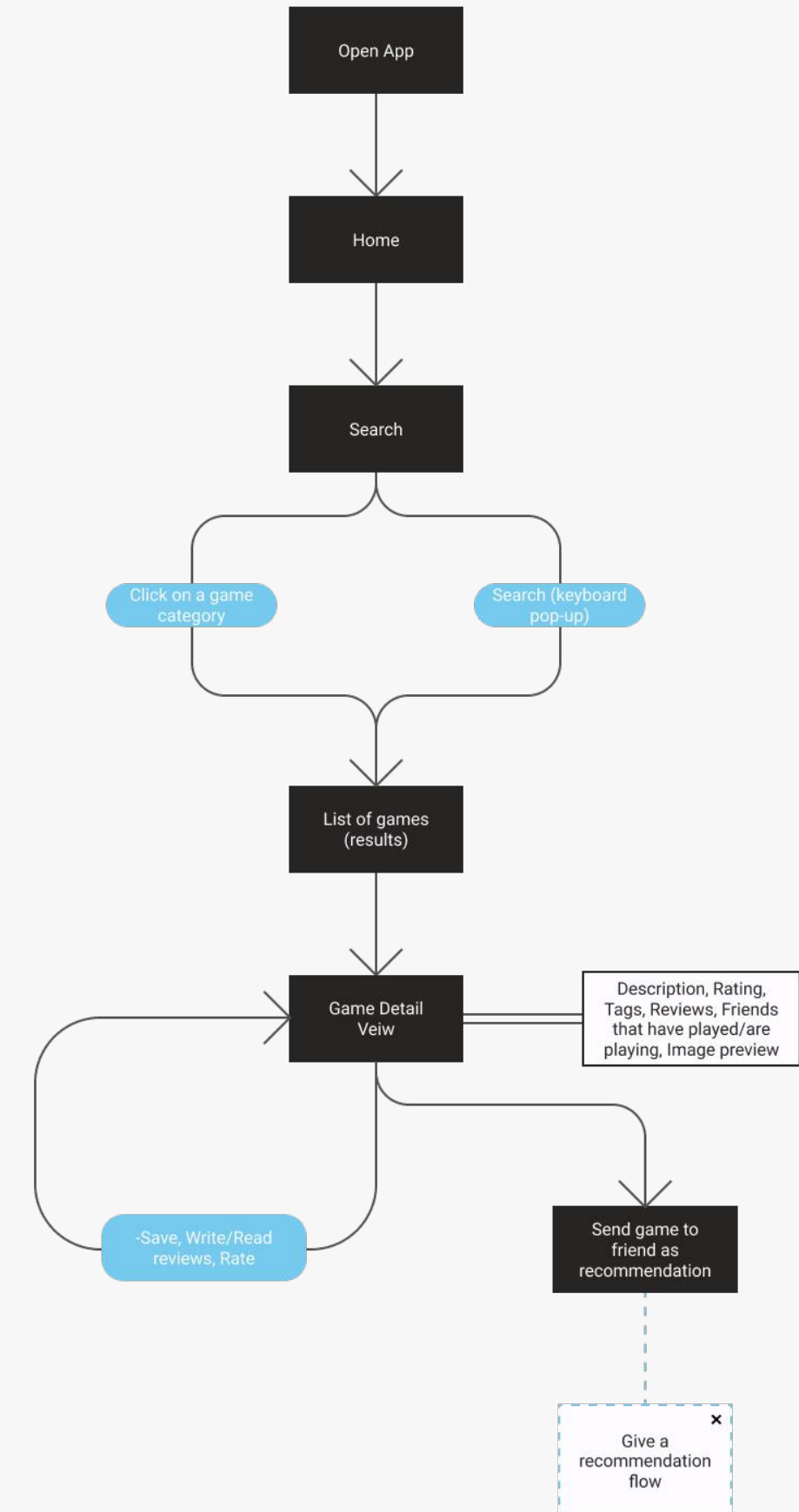


# “Thoughts” — Giving recommendations

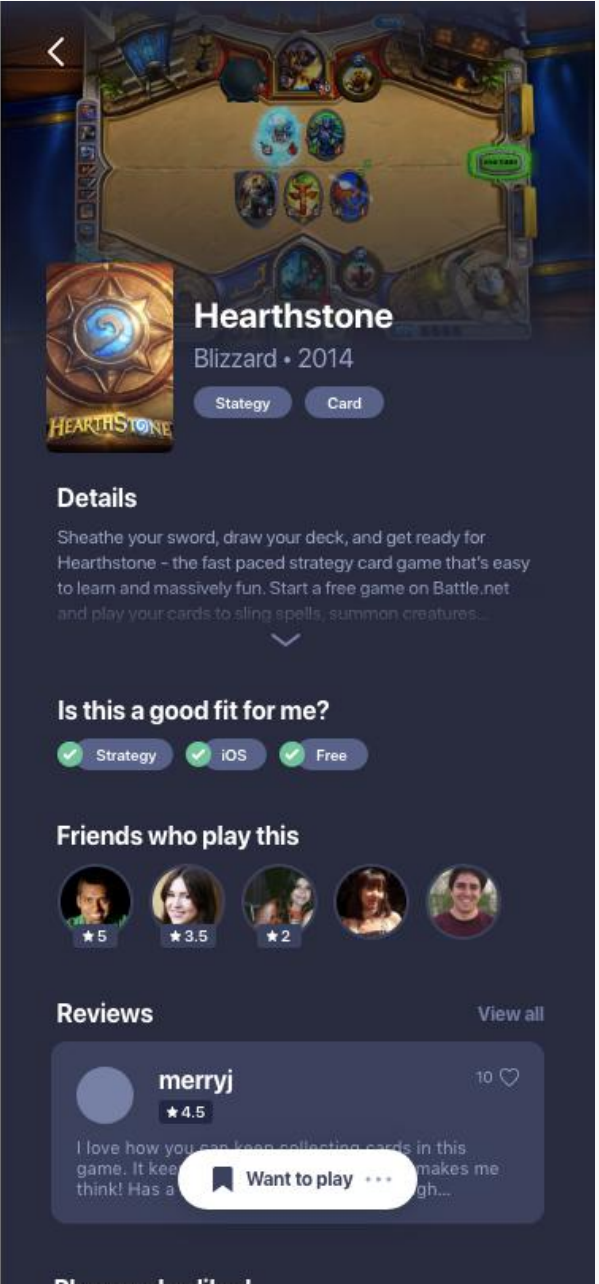
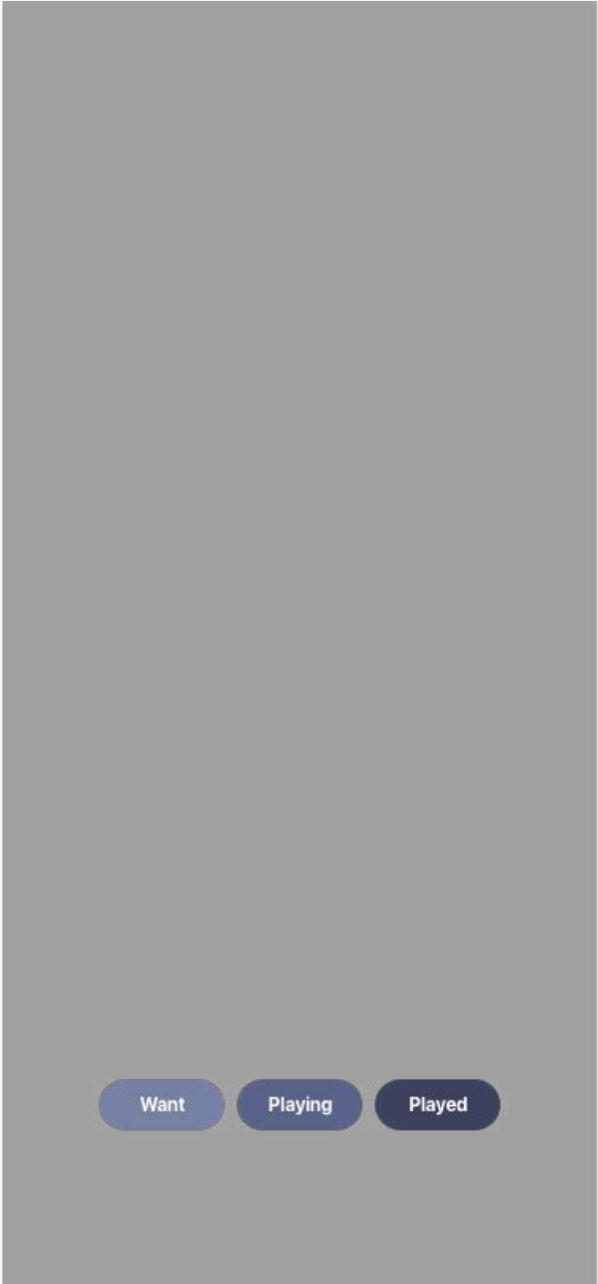
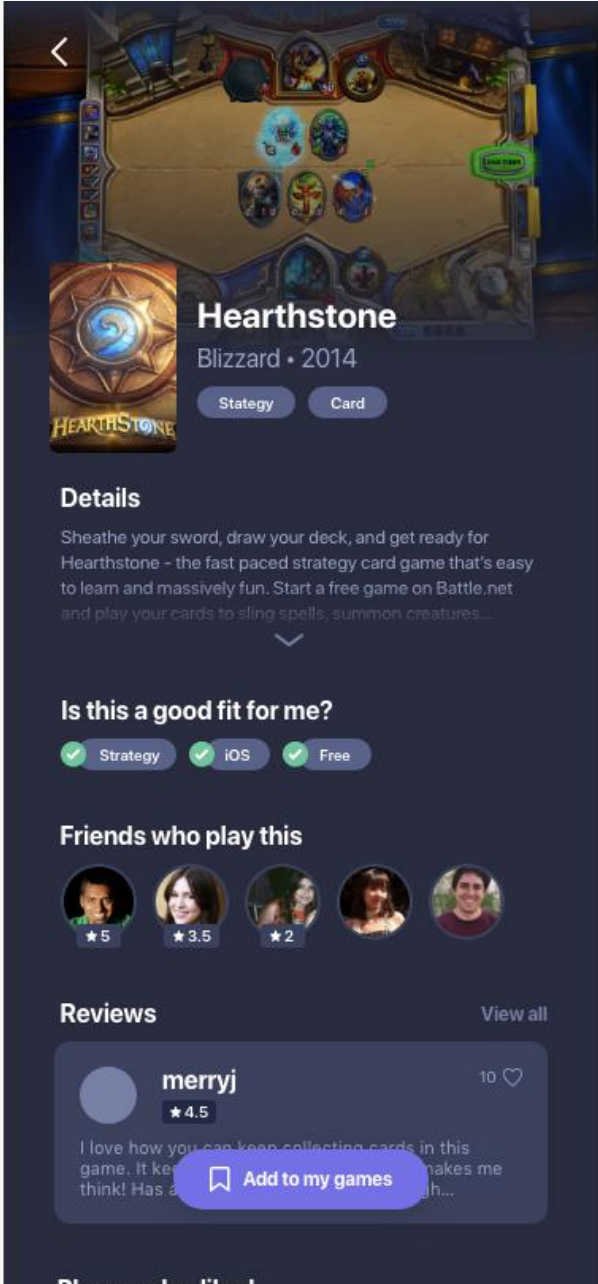
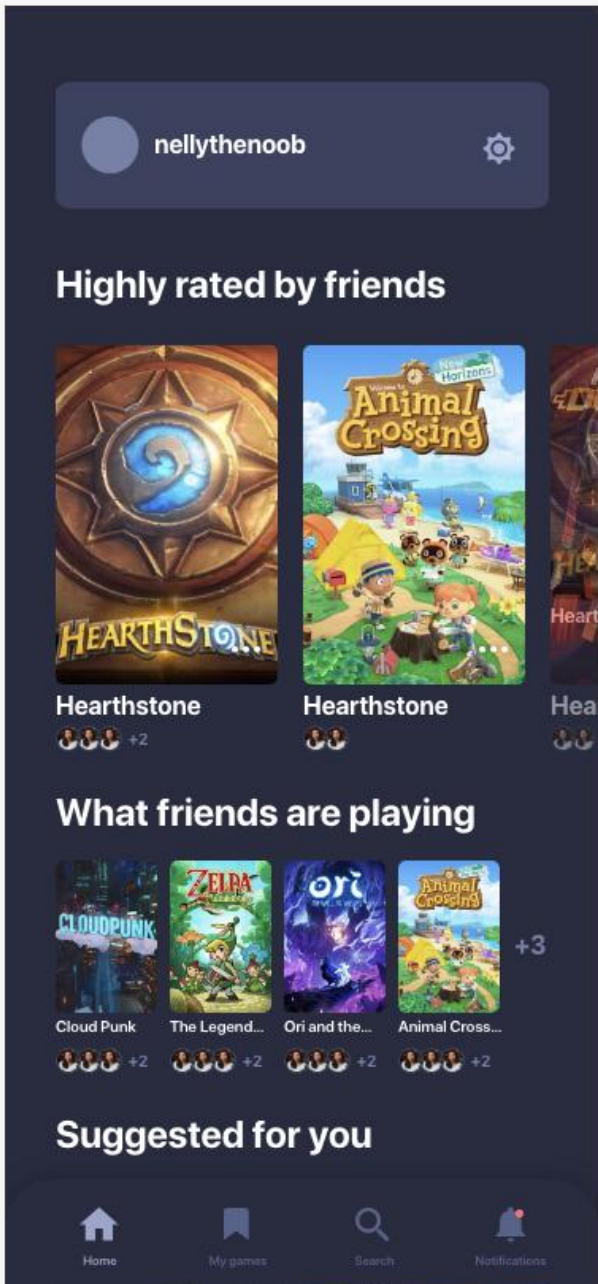


# Discovery/Search

Everything is customized and organized by tags for easy and natural discovery. Users can update their status on a game to save for later or mark it as played or playing.



# Discovery/Search



# Reflection



# Learnings

1. When in doubt, go back to the user
2. Importance of Research

# What I could do better

1. More extensive testing
2. Establish our assumptions earlier

**Thank you!**