5-11-2018

Team Queue: A mobile application which provides a third party stage for an E-Sports service provider

Mengying Wang
mw8607@rit.edu

Follow this and additional works at: http://scholarworks.rit.edu/theses

Recommended Citation

This Thesis is brought to you for free and open access by the Thesis/Dissertation Collections at RIT Scholar Works. It has been accepted for inclusion in Theses by an authorized administrator of RIT Scholar Works. For more information, please contact ritscholarworks@rit.edu.
A mobile application which provides a third party stage for an E-Sports service provider

Mengying Wang

Approved: May 11, 2018

A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Fine Arts in Visual Communication Design

Rochester Institute of Technology
College of Imaging Arts & Sciences
School of Design,
Rochester, NY
Team Queue
A mobile application which provides a third party stage for an E-Sports service provider

Mengying Wang

Chief Advisor | Daniel DeLuna
Associate Professor, School of Design
College of Imaging Arts and Science

Signature of Associate Advisor, Daniel DeLuna Date

Associate Advisor | Chris Jackson
Associate Dean, School of Design
College of Imaging Arts and Science

Signature of Associate Advisor, Chris Jackson Date

Thesis Candidate | Mengying Wang
Visual Communication Design, School of Design
College of Imaging Arts and Science

Signature of Thesis Candidate, Mengying Wang Date
Abstract

E-Sports, known as electronic sports, professional video gaming or pro gaming, refers to the use of video games for sports. In today’s a growing economy, there is a continuous strengthening of the E-Sports industry; E-Sports has officially become a kind of sports. Believe or not, E-Sports has an incredible market share in the gaming market. In 2017, E-Sport the grew of 41.3 % over last year, which equates of the value of $696 million (NewZoo, 2017).

According to 2017 Global E-Sports Market Report (NewZoo, 2017), day, worldwide, there are E-Sports games held every day. It also reported that 67 million people playing every month, 27 million playing every day, and over 7.5 million playing concurrently during each day’s peak play time. Also, the E-Sports enthusiast audience is made up of mostly young people and males, with half of them aged between 21-35 and 71% males.

The purpose of this project, through interactive design, is to create a mobile application that helps ordinary players find teammates and join a team faster and more convenient than ever.

**Keywords:** Online games, ranks, online competition, third-party game platform, tournaments, teammates, college students, E-Sports service provider, mobile application, design system, user experience design, human-centered design, user interaction design, social media, user experience
Situation Analysis

The method college students use today to create E-Sports competitions is somewhat outdated. For example, using both social media and posters to promote a “Launch Campaign”.

Before the competition, they relied on social media platforms such as Facebook or Twitter, or just emphasized video websites such as Twitch and YouTube to deliver their E-Sports competition message to the audiences.

During the competition, people will get bored while playing alone in ranking mode, because they can’t find teammates from the people they might know or players in the vicinity.

After the competition, players might want to know their score reporting such as match overview, the player builds or other statistics after they finish their games.

Organizer’s pain point
1. Not many students know their university has E-Sports Club;
2. Not many students know about upcoming event;
3. How to recruit more students to participate in activities;
4. Insufficient participation resulting in lack of investment or sponsorship;
5. Contacting the schools usually takes a long time;
6. Changing the game time is inconvenient;
7. Time differences, and general communication difficulties.

Player’s pain point
1. To join a tournament, they have to fill out an application online, usually a cumbersome process;
2. Do not receive notifications in time (e.g., if time/place changed);
3. Insufficient knowledge of details of the event;
4. Have no idea who played or their rankings;
5. Difficulties in recruiting teammates when they do not reach the required team size.
Situation Analysis

In this step, designers should search for users, who they are, where do they come from? Also, designers need to know what problems users are trying to solve.

Player’s needs
1. Better game experience
2. Make friends (With fellow university summoners);
3. They can participate in tournaments even though they are not professional players;
4. Recruit teammates or join a team as fast as possible;

Player’s pain points
1. Have no idea who played, or what their rankings are;
2. Created teams but with no players joining;
3. Always play alone;
Problem Statement

How college student create a tournament with another college? How they contact each other? What kind of social media are they using?

Team Queue is an E-Sports service provider, a mobile application, also a third-party platform for college students or people who love E-Sports.

The purpose of this application is: make friends near or from your university; to create tournaments and find teammates fast; organizing and participating in matches easier. By using this application, the user can discover players near them; also they can also make friends with fellow university summoner. It will bring users a better E-Sports experience; the user do not have to worry about play rank alone anymore.

And also, Team Queue gives users a reward system to encourage the user to use this application. That means this application provides E-money rewards tournaments with the full return. If users use the Team Queue rank five times, then users will receive 500 in E-money and after they collect enough E-money, they can use them to purchase game skins, champion or products. E-Money can be exchanged for actual money or used to buy accessories for your gaming system.

The exclusive tournament mode-Duel up mode. With this model, the user can challenge their friend’s team or any other teams on the platform. The user can decide whether the tournament is just for practicing or playing for money rewards.
In this article, the author introduced the top 10 most lucrative E-Sports games; they are the number of recorded tournaments and number of prize monies awarded. The author was compiling the list into account for the following criteria: the total amount of the reward line; the population of viewers; the number of tournaments held; the number of active players.

The author introduced what League of Legends, the definition of MOBA, and also the guide of how to play this game is. In the article, the author mentioned that the Riot company changed the game industry, Riot brings players a better game experience and how they made that possible.

The article introduced the methods on how company Riot and Blizzard Entertainment run its business so successfully and how they established an excellent relationship with its customers.

In order to help people understand the principles of intuitive navigation and information design, the article presented a common sense approach to web usability.
**Literature Review | Books & Articles**

**Chris Nooder (2013). Evil by Design: Interaction Design to Lead Us into Temptation**

Nooder mentioned something about how companies use persuasive techniques to get their customers to buy their products, how to keep customers satisfied about the companies, and as a customer how to avoid being persuaded by the companies.


The article takes a real case as an example to show people the process of doing UI/UX design work. He introduced them step by step: his research goals and methodologies; question samples; prototyping; participant snapshots; interviews and the design decision.


The book “Hooked” is based on Eyal’s years of research, consulting, and practical work. It is written for people in the area of management or design to understand how products influence our behavior.

Accessed April, 2018


As a designer, we should design with the purpose of satisfying users needs and deliver excellent user experience. We need to figure out what is the core of the product and what matters to the users. How to reduce the minimize cognitive load and how to optimized user flow also need to be considered.


Retrieved from https://medium.muz.li/ui-ux-case-my-car-parking-1ca00506245f

The author introduced the design process step by step: the research goals and methodologies; question samples; prototyping; participant snapshots; interviews and the design decisions.
Retrieved from https://www.forbes.com/sites/avidlarizadeh/2013/07/19/eight-tips-for-a-successful-app/#265c25fc53e5
In this article, the author indicated how the designer how to create a humanized digital experience personalization application through 8 tips. The data from the real case study can be used as an argument for the project, and in support of her viewpoints.
What is Team Queue?
Team Queue is a mobile application which provides a third-party stage for an E-Sports provider, by using this application, the player should be building a team to play against other teams.

Motivation and Goals
Social
The user can make friends in the game. Additionally, they can choose to avoid using their other media to contact their game friends.

The School Union
The app is aimed at creating on-campus E-Sports club or recruiting players to play against with other universities’ teams.

Company
Promoting users own games and establishing communications between the gaming company and their customers are also the primary goal of this app.

Furthermore, questions need to be considered are:
1. Narrowing down the target audience, motivation and goals;
2. Designing the user-friendly application
Design Ideation I The Value/Benefits of the app

Efficiency
Mobile devices give the gamer an opportunity to interact with other players at any locations and without the inconvenience of waiting to log-on to a computer. Besides, gaming computers are not portable while mobile phones are always carried.

Intuition
The interaction with the App intuitive, the user can easily find his way around, manipulate tools, and access all menu options.

Speed
Due to the portability of a mobile device, users can have instant access to the app as opposed to locating and logging into a desktop system.

Built-in Security Protocol
Let’s try to imagine that if someone hacks into user’s account to steal their game gold, epic weapons from their inventory, what can they do? Can they block their account immediately by the simple clicks?

Convenience
Team Queue help the user create a race schedule quickly. If users want to play a tournament with their friends, Team Queue can send an invitation with one click instead of notifying each player in the game list.

Connection
Team Queue assist the users in communicating with their friends by voice chat or instant messages all in one place. Besides, the user can find their online friends’ game status, and how long they played already.
Interview

The author interviewed with the director of RIT E-Sports club and its membership face to face to understand the demands of game organizer and game player. The questions of the interview are shown below:

1. How many members joined RIT E-Sports Club?
2. Have you ever participated in their activities/ events?
3. Have you ever organized a tournament with other colleges?
4. How do people register to attend the competition?
5. Which social media or method has been using to spread messages?
6. How does RIT planning a tournament?
7. How to recruit players and how long it takes?
8. How do players know the details of the game match?
9. If the venue or time changes, how do you notify the player?
10. Do you like making friends in-game?
11. What is the pain point for you to play online games?

Evan Hirsh who is in charge of it RIT E-Sports club claimed that the membership has increased to 34 people in this year. Tournament with other schools has already become one of the most popular activities in the club. They usually use social media to conduct the gaming match and spread the notification. However, it is tough to manage those matches. (E. Hirsh, personal communication, Nov 15, 2017)

Tom Peterson, a veteran gamer who comes from LA. Playing game is not only a means of entertainment but also a method of making new friends for him. Competition plays a dispensable role in his social interaction. (T. Peterson, personal communication, Nov 21, 2017)
Survey Questions | Online & Questionnaires

This questionnaire will send to users through emails and inquiries, surveys controlled between 20-50 people. This quick survey should take less than 6 minutes to complete.

1. Do you play games?

2. What kind of game?

3. How much money did you spend on games?

4. Do you know FPS, RTS, MOBA means

5. Do you think that E-Sports can be considered a professional sport in the future?

6. Have you ever been to an E-Sports event?

7. Do you like to make friends in-game?

8. How can you contact your friends from games?

9. How much money did you spend on games?

10. What's your gender?

11. What's your occupation?

12. What's your nationality?

13. How old are you?
Questionnaire | 6-minute survey

1. Do you play games?

_______Yes, I play video game
_______Yes, I play online game
_______Yes, I play both
_______No, I never played games

2. What kind of game?

_______League of Legends
_______Overwatch
_______StarCraft
_______Dota 1 or 2
_______Hearthstone

Others________________________________________________________

3. How much time are you going to spend on the game every week/month/years?

_______daily
_______Couple times a week
_______Less than a month
_______More than a month

4. How much money do you spend on the game?

_______I never spend money on games
_______Around $50 - 300
_______More than $500
Other amount________________________________________________________

5. Do you know FPS, RTS, MOBA means?

_______Yes, I know
_______I know some of them
_______No, I don’t
Questionnaire | 6-minute survey

6. Do you think that E-Sports can be considered a professional sport in the future?
   _______Yes, I agree with that          _______No, I disagree with that
   _______Not sure

7. Have you ever been to an E-Sports event?
   _______Yes, a lot of times            _______Only one time
   _______Not yet but I hope to go in the future               _______Never

8. Do you like to make friends in-game?
   _______Yes             _______No
   If your answer is no, please specific___________________________________________

9. How can you contact your friends from games?
   Social Media, please specific________________________________________________
   Message in game, please specific____________________________________________

10. How much money did you spend on games?
    _______Less than $100         _______$200-500         _______$600-1000
     _______$1000+
    Others______________________________________________________________________
11. What's your gender?

     ______Female     ______Male

     Others ________________________________________________

12. What's your occupation?

     ______Undergraduate     ______Graduate     ______Faculty members

     Others ________________________________________________

13. What's your nationality?

     ________________________________________________

14. How old are you?

     ______18 or younger     ______20-25     ______25-30     ______30+
Target Audience | Narrowing Down the Key Audience

The primary purpose of this mobile application is to concentrate on social, school union and company promote. According to “2017 Global E-Sports Market Report (NEWZOO, 2017, page 6.)”, the E-Sports Enthusiast audience skews young and male, with half of them aged between 21-35 and 71% men. Therefore, designer targets the males who are age 18-25 as the critical audience, to evaluate if the function of the app fit the specific group well.

Build User Persona

“Our user persona focuses on delivering the user goals, the pattern and often represent a group of people sharing similar goals and their obstacle that prevent them from achieving their goals which is our product’s main purpose (Thai Lam, 2016).” What matters to the user? What user’ pain points are? What will satisfy the user’s needs and deliver better user experience?
He’s a graduate student of Print Media. He likes games, especially likes First-person shooter and multiplayer online arena battle. He’s a big fan of Overwatch, League of Legends and Battlegrounds. Sharing the game experiences with his friends are the ways he enjoyed the game.

**User Needs**
1. Contact with friends from different games
2. Recruiting teammates quickly
Competitive online gaming has long been a male-dominated space, and that’s true for League of Legends. Iris Jiang would like to find more female friends who play League of Legends. She has been playing League of Legends since season one, nearly seven years and she enjoys the game thoroughly.

**User Needs**

1. Build her team
2. Formation of school women’s E-Sports team
Elijah is a 23 years old junior student at RIT. He is from Los Angles. He prefers to play games with friends and hang out together. When he plays World of Warcraft, he used to stick to the guild, where they knew each other personally, and everybody was helpful and friendly. Now when he plays League of Legends, he barely even play without somebody else on his side, preferably five men premade. Winning is not always his goal, the most important thing in playing the game is having fun.

**User Needs**

1. Play with friends
2. Have a platform where everyone can share the experience together
3. Send a game invitation with one click, allowing me to create a match schedule quickly
Experience Map

AWARENESS

I don't trust this application.
I won't let this app access to my game account.
Is this official authorized?

DISCOVERY

Go through the application
Tournament
Duel Up Mode
Status

EXPERIENCE

Sign In/Sign Up
Discover
Find Friends In the App
Start A Tournament

Share

Comments & Feedbacks
Invite Friends
Recommend
1. What is the purpose of the user to use this application?

2. User’s real needs?

3. Who is the target audience?

4. What is the core function of the application?

5. Good on-boarding is a must, it should be beneficial to the people who will use the application?

6. Usability, accessible, valuable, credible, findable, useful, desirable, learnability, efficiency, memorability, errors, satisfaction
Design Ideation | Brainstorming

Cons
Navigation is too complicated for the users.

Decision
Change design style from cartoonish to minimalism.

Reason
According to UX Design for Mobile: Bottom Navigation, the author mentioned that designer needs to make navigation self-evident, which means all the cool features and compelling content in the world won’t matter if users can’t find it (Nick Babich, 2016).
**Design Style** | **Typography**

| Aa Bb Cc Dd | Aa Bb Cc Dd |
| Ee Ff Gg    | Ee Ff Gg    |
| Hh Ii Jj Kk | Hh Ii Jj Kk |
| Ll Mm Nn    | Ll Mm Nn    |
| Oo Pp Qq    | Oo Pp Qq    |
| Rr Ss Tt    | Rr Ss Tt    |
| Uu Vv Ww    | Uu Vv Ww    |
| Xx Yy Zz    | Xx Yy Zz    |

**Helvetica Neue** I Legible and easy to read on screen

Heading: 20pt  
Text: 12pt
Onboarding Page

On-boarding page content can be commercial of the application or three cards feature introduction page.
Design Ideation I Flowchart
Design Ideation I Flowchart
**Design Process I On-boarding Page**

In order to catch new user’s attention, the onboarding page designed simple guidance and description of information, which explain the advantages of Team Queue.

It is an excellent opportunity to let the potential audience understand the design of the application better. In addition to this, users can skip the onboarding page at any time, which gives the users more options.
Wireframe | Low Fidelity Prototype

Screen 07 | Profile

Screen 08 | Status
Usability

When we mentioned about word “usability” in user experience area, the first thing comes to our mind is ease of use and learnability (Jakob Nielsen, 2012), which is supposed to be a convenience, clear call for action, attractive design, reasonable, and also easy to use.

To make the mobile app user experience seamless, every single design part needs to be working correctly. In this project, usability testing has been added to multiple stages, from the beginning to the end. Through testing the usability, the designer determines whether the design is reasonable from the user’s perspective.

Understanding how the user interacts with an app is necessary for optimization. Also, users need to understand how the workflow works. If the task contains a lot of steps, users might be unable to finish at one time (Nick Babich, 2018), that will bring the contrary emotion to users. Therefore, at this point, it is essential to divide the primary task into subtasks to help users reach their objectives as soon as possible.

Keywords: Useful, desirable, accessible, valuable, credible, usable, findable, learnability, efficiency, memorability, errors, satisfaction
**Design Ideation | Usability Testing**

Through asking user questions and giving the mission to them to find out which part should designer improve/modify, which part is less relevant to the user.

1. When you use this application for the first time, which function grabs your attention most?

2. Do you trust this application?

3. Do you understand the game language (FPS, MOBA, RTS)?

4. Is it hard to you to schedule a tournament without any instruction/tutorial?

5. Would you like to share this application with your friends?

6. Which mission do you think is more difficult to you to complete?

7. Other suggestions?
**Design Ideation** | Usability

The designer should try to test the small and simple parts of the application, otherwise, check everything might reduce the participant’s motivation and the participants might feel the test is too dull (Humbleteam Agency, 2017).

**Scenarios A** | Functional Testing

Sign In & Sign Up

1. With a login and password;

2. Without a password;

3. Through the social network;

4. Through the school email address;

5. Password recovery

**Scenarios B** | User Stickiness Time

1. Sign up for the first time, 500 game currency earned;

2. Inviting friends to join Team Queue, 500 game currency earned;

3. New user gift package;

4. Share the team queue on social media, 100 game currency earned
Usability Testing | Task

Total of Tasks: 4
Method: Hardcopy of task cards
Participants: 10 males whose age are 18 - 25

Task 01 | User Control & Freedom (2 minutes)
1. Participants are new to the app and have no existing account info;
2. Participants choose one of the options, which includes sign in, sign up, social media and guest mode to get into the app;
3. Go through all of the pages;
4. First impression of the app

Task 02 | Game Categories (3 minutes)
1. Participants are new to the app;
2. Ask participants to find game “Recall” from the game list

Task 03 | Create a Duel Mode (5 minutes)
1) Participant has already created an account;
2) Create a duel up mode of the game “Unreal”;
2) Choose the solo gamer from friend list;
3) Set up time at 8:00 pm. on Friday

Task 04 | Customizable (8 minutes)
1) Create a tournament of MOBA game;
2) Select friends from friend list;
3) Schedule a time at 9:00 pm. on Sunday
**Cons**

As a new user, Team Queue require them to sign in or sign up, confirm user’s identification. The confirm step helps Team Queue collect background information of the users.

Moreover, most of the users do not like this step; they want to discover the app by themselves first, then take a look at the functions they are interested.

**Solution**

Give user more control over what they want (SaiChandan Duggirala, 2016), let them discover the app first and make their own decision to continue use or no.
Inspiration

Magic circle and hexagram are the main inspiration for this design. Magic circle and hexagram provide a form of magical protection, through using strong geometric shapes as Logo elements to better highlight the spirit of Team Queue.
Design Ideation I Usability

Anticipated hardware/software components?
Adobe Illustrator, Adobe Photoshop, Adobe XD, Sketch, InVision

How to present?
The final piece of work will present on Adobe XD

Software
Adobe Illustrator, Adobe Photoshop, Adobe XD, Sketch, InVision
Welcome

Team Queue is a mobile application which providing a third party platform for E-Sports service provider.

Skip

Try our new features!

Woohoo, check our new Pixel Up Model, try it with your friends and win prizes.

Skip

Need Assistance

Get started or go deeper with our tutorials. Discover more of our new functions today.

Start

---

**Screen 01** | On-boarding

**Screen 02** | On-boarding

**Screen 03** | On-boarding

---

**Screen 04** | Welcome

**Screen 05** | Sign In

**Screen 06** | Sign Up
Screen 07 | Profile

Screen 08 | Tournament

Screen 09 | Duel Mode

Screen 10 | Discover

Screen 11 | Status

Screen 12 | Notification
Authorized Access
Team Queue needs user’s permission to use their current location.

Sign In & Sign Up
Users could use school email address or social media account to login.

Public
Users from the public will allow using the social network to sign in or sign up.

Cons
As a new user, Team Queue require them to sign in or sign up, confirm user’s identification. The confirm step helps Team Queue collect background information of the users.

Moreover, most of the users don’t like this step; they want to discover the app by themselves first, then take a look at the functions they are interested.
Authorized Access
There are three options for users to access Team Queue, including sign in, sign up and discover.

Discover offers the user a quick view of this app. However, the primary function is limited under this mode.

Solution
Allow users to access the app via visitor mode
Usability Testing | Cons

**Tournament:** I don’t know what I’m supposed to do on this page.

**Button:** Keep the same design style

**Steps:** Users should be able to know how many steps they have completed.

---

**Design For Interruption**

Making the application easier for users to re-engage with an app when they return to it after the interruption is significant. The app remembers where the users stop.

Team Queue can help the user keep their current position when they re-engage the app after being interrupted.
Team Queue | Tournament

Step 01 | Choose RTS

Step 02 | Build Team

Step 03 | Step by step

Step 04 | In Queue
**Duel Mode** I Color

The reason designer chosen red for the page of duel up mode is according to *Psychology of color*, which indicates “red is the color most commonly associated with heat, activity, passion, love, and joy” (Eva Heller, 2009).

Compared to another color, red relates to more personal associations. The number of red has a healthy relationship to the level of energy perceived. Also, red is recognized as a stimulant that leads to excitement and enthusiasm (Kate Smith, 2013). Under this model, the users can challenge their friend’s team or any other teams quickly. The user can decide whether the tournament is just for practicing or earning monetary rewards.
Show System Status

The user has to be notified that the app is not frozen through surfacing system status when the app is dealing with the user’s request.

Users commonly prefer a sense of control over the app. Hence, representing the progress as visual symbols are significant to the user experience.
Team Queue | Official E-Sports Club

**Step 04 | Processing**

- **RIT - FPS Group**
  - Distance: 0.5 mi
  - Description: We are people from RIT E-Sports Club

- **International FPS Group**
  - Distance: 1.5 mi
  - Description: Game forever

- **Four Seasons**
  - Distance: 3.7 mi
  - Description: 5 vs 5

- **Sky**
  - Distance: 4.5 mi
  - Description: Join my group: Snowball RTS

- **Runes X**
  - Distance: 5 mi
  - Description: Bab King

**Step 05 | Done**

**Step 06 | Waiting for accept**

---

**Does your college have an E-Sports Club?**

**Author:** Team Queue Group

**Date:** 8/30/17

**Text:**

Basically, E-Sports known as electronic sports, professional video gaming or pro gaming. E-Sports refers to the use of video games for sports. Electronic sports is more commonly known as E-Sport right now.

With a growing economy, there is a continuous strengthening of the E-Sports industry. E-Sports
Conclusion

Designers often say that great design is invisible, people who use it to focus on their own goals and not the interface (Nick Babich, 2018). In summary, the primary purpose of this project is aimed at designing a gaming social platform for males who are aged 18-25 as the key target audience and concentrating on the social network, school union and company promoting.

This project used the survey and interview as research methodologies. Usability takes an enormous part in a user’s experience with an application. By understanding how the designs were perceived, the designer can make decisions wisely and be meeting the user needs, then the designer needs to design the solution around it.

By analyzing target audiences, organizing use of surveys and face-to-face interviews, these research assist designer in understanding user needs and what their pain points are.

The designer created a set of interactive click-through prototypes for the testing, which will make it easier for participants to understand how the platform works and how many steps they need to achieve the goal by providing flowcharts, low-fi and hi-fi wireframes.

Pages in different design styles may cause the users to become confused and therefore keep the design consistently is essential to usability. Little change is good, more difference is not necessarily more significant (Anton Nikolov, 2017). The fewer obstacles users encounter, the more opportunities the application will be used.
TEAM QUEUE USER TEST SURVEY

1. Do you play games? (Video/Online)
   - Yes, I play video game.
   - Yes, I play online game.
   - Yes, I play both.
   - No, I never played games.

2. If you played online game, which of the following games do you like?
   - MOBA: Multiplayer online battle arena
   - RTS: Real-time strategy
   - FPS: First-person shooter
   - Others

3. How often do you play games?
   - Everyday
   - Couple times a week
   - Less than a month
   - More than a month

4. Do you make friends on game?
   - Yes
   - No

5. How can you contact with your friends from games?
   - Social Media (FB, What’s Up)
   - Message in game
   - Other Apps

6. Which of the following devices do you own?
   - iPhone
   - Andriod phone
   - Windows phone
   - Other Devices

7. Which category below includes your age?
   - 20 or younger
   - 21-25
   - 26-30
   - 30+

8. Please specify your gender?
   - Male
   - Female
   - Others

9. Overall, look and feel
   - 1
   - 2
   - 3
   - 4
   - 5
TEAM QUEUE USER TEST SURVEY

1. Do you play games? (Video/Online)
   _____Yes, I play video game.   _____Yes, I play online game.   ☑ Yes, I play both.
   _____No, I never played games.

2. If you played online game, which of the following games do you like?
   ☑ MOBA: Multiplayer online battle arena   ☑ RTS: Real-time strategy
   ☑ FPS: First-person shooter   _____Others

3. How often do you play games?
   ☑ Everyday   _____Couple times a week   _____Less than a month
   _____More than a month

4. Do you make friends on game?
   _____Yes   _____No

5. How can you contact with your friends from games?
   ☑ Social Media(FB, What's Up)   ☑ Message in game
   Other Apps__________________________________________

6. Which of the following devices do you own?
   ☑ iPhone   _____Andriod phone   _____Windows phone
   Other Devices________________________________________

7. Which category below includes your age?
   _____20 or younger   _____21-25   _____26-30   ☑ 30+

8. Please specify your gender?
   ☑ Male   _____Female   _____Others

9. Overall, look and feel
   1   2   3   4   5
TEAM QUEUE USER TEST SURVEY

1. Do you play games? (Video/Online)
   ✓ Yes, I play video game.   ___Yes, I play online game.   ___Yes, I play both.
   ___No, I never played games.

2. If you played online game, which of the following games do you like?
   ___MOBA: Multiplayer online battle arena   ___RTS: Real-time strategy
   ✓✓/FPS: First-person shooter   ✓✓Others

3. How often do you play games?
   ___Everyday   ___Couple times a week   ___Less than a month
   ✓✓ More than a month

4. Do you make friends on game?
   ✓✓ Yes   ___No

5. How can you contact with your friends from games?
   ✓✓ Social Media (FB, What's Up)   ___Message in game
   Other Apps: Steam, Twitch, __________________________________

6. Which of the following devices do you own?
   ___iPhone   ✓✓ Android phone   ✓✓ Windows phone
   Other Devices: PS3

7. Which category below includes your age?
   ___20 or younger   ___21-25   ___26-30   ✓✓ 30+

8. Please specify your gender?
   ✓✓ Male   ___Female   ___Others

9. Overall, look and feel (1 - 5)
   1 2 3 4 5
TEAM QUEUE USER TEST SURVEY

1. Do you play games? (Video/Online)
   ☑ Yes, I play video game.  ☑ Yes, I play online game.  ☑ Yes, I play both.
   ■ No, I never played games.

2. If you played online game, which of the following games do you like?
   ☑ MOBA: Multiplayer online battle arena  ■ RTS: Real-time strategy
   ■ FPS: First-person shooter  ☑ Others

3. How often do you play games?
   ☑ Everyday  ■ Couple times a week  ■ Less than a month
   ■ More than a month

4. Do you make friends on game?
   ☑ Yes  ■ No

5. How can you contact with your friends from games?
   ■ Social Media (FB, What's Up)  ☑ Message in game
   Other Apps ___________________________

6. Which of the following devices do you own?
   ☑ iPhone  ■ Android phone  ■ Windows phone
   Other Devices ___________________________

7. Which category below includes your age?
   ■ 20 or younger  ■ 21-25  ☑ 26-30  ■ 30+

8. Please specify your gender?
   ■ Male  ☑ Female  ■ Others

9. Overall, look and feel
   1  2  3  4  5

53
TEAM QUEUE USER TEST SURVEY

1. Do you play games? (Video/Online)
   ✓ Yes, I play video game.   ✓ Yes, I play online game.   ___ Yes, I play both.
   ___ No, I never played games.

2. If you played online game, which of the following games do you like?
   ___ MOBA: Multiplayer online battle arena   ✓ RTS: Real-time strategy
   ___ FPS: First-person shooter   ___ Others

3. How often do you play games?
   ✓ Everyday   ___ Couple times a week   ___ Less than a month
   ___ More than a month

4. Do you make friends on game?
   ✓ Yes   ___ No

5. How can you contact with your friends from games?
   ✓ Social Media (FB, What’s Up)   ___ Message in game
   ___ Other Apps

6. Which of the following devices do you own?
   ✓ iPhone   ___ Andriod phone   ___ Windows phone
   ___ Other Devices

7. Which category below includes your age?
   ___ 20 or younger   ✓ 21-25   ___ 26-30   ___ 30+

8. Please specify your gender?
   ✓ Male   ___ Female   ___ Others

9. Overall, look and feel
   1 2 3 4 5
TEAM QUEUE USER TEST SURVEY

1. Do you play games? (Video/Online)
   ___Yes, I play video game.   ___Yes, I play online game.   ___Yes, I play both.
   ___No, I never played games.

2. If you played online game, which of the following games do you like?
   ___MOBA: Multiplayer online battle arena   ___RTS: Real-time strategy
   ___FPS: First-person shooter   ___Others

3. How often do you play games?
   ___Everyday   ___Couple times a week   ___Less than a month
   ___More than a month

4. Do you make friends on game?
   ___Yes   ___No

5. How can you contact with your friends from games?
   ___Social Media(FB, What's Up)   ___Message in game
   Other Apps_ WeChat

6. Which of the following devices do you own?
   ___Iphone   ___Android phone   ___Windows phone
   Other Devices__________________________________________

7. Which category below includes your age?
   ___20 or younger   ___21-25   ___26-30   ___30+

8. Please specify your gender?
   ___Male   ___Female   ___Others

9. Overall, look and feel
   1 2 3 4 5
TEAM QUEUE USER TEST SURVEY

1. Do you play games? (Video/Online)
   ✓ Yes, I play video game. ✓ Yes, I play online game. ✓ Yes, I play both.
   No, I never played games.

2. If you played online game, which of the following games do you like?
   ✓ MOBA: Multiplayer online battle arena  ✓ RTS: Real-time strategy
   ✓ FPS: First-person shooter  Others

3. How often do you play games?
   ✓ Everyday  ✓ Couple times a week  Less than a month
   More than a month

4. Do you make friends on game?
   ✓ Yes  No

5. How can you contact with your friends from games?
   Social Media(FB, What's Up)  Message in game
   Other Apps

6. Which of the following devices do you own?
   ✓ iPhone  Android phone  Windows phone
   Other Devices

7. Which category below includes your age?
   20 or younger  21-25  26-30  30+

8. Please specify your gender?
   Male  Female  Others

9. Overall, look and feel
   1  2  3  4  5
Dissemination

On-campus Dissemination
Rochester Institute of Technology
Imagine RIT - May 2017
Thesis Show - May 2017

Off-campus Dissemination
Behance Student Show, Online
Adobe Student Design Competition
Personal Website
Dribbble, Online
Reference List


Reference List

Retrieved from https://boagworld.com/usability/adapting-empathy-maps-for-ux-design/

Apple Developer. “UI Design Do’s and Don’ts.”
Retrieved from https://developer.apple.com/design/tips/

Stephanie Omolu (2017). “Learning to Pitch with the SCQA Technique.”

Miller’s Law. “The average person can only keep 7 (plus or minus 2) items in their working memory.”
Retrieved from https://lawsofux.com/millers-law

Retrieved from https://www.nngroup.com/articles/task-scenarios-usability-testing/


Retrieved from https://blog.prototypr.io/a-common-product-ux-design-process-55af-4ab5665e

David Travis. 60 ways to understand user needs that aren’t focus groups or surveys.
Retrieved from https://www.userfocus.co.uk/articles/60-ways-to-understand-user-needs.html
Reference List

Retrieved from https://medium.muz.li/ui-ux-case-my-car-parking-1ca00506245f

Johny Vino. “11 Things Every Designer Needs To Know About Mobile App Interaction”

Molich, R., and Nielsen, J. (1990). Improving a human-computer dialogue,
Communications of the ACM 33, 3 (March), page 338-348.

page 249-256

Nielsen, J.(1994a). Enhancing the explanatory power of usability heuristics, page 152-158

Retrieved from https://designshack.net/articles/layouts/7-tips-for-creating-a-time-saving-design-for-users/


SaiChandan Duggirala, 2016. 10 Usability Heuristics with Examples
Retrieved from https://blog.prototypr.io/10-usability-heuristics-with-examples-4a81ad-a920c

Dash Burst, 2017. How to use the psychology of colors when marketing
Retrieved from https://smallbiztrends.com/2014/06/psychology-of-colors.html

Retrieved from https://uxdesign.cc/design-principle-consistency-6b0cf7e7339f
Reference List

Peter Knudson, 2017. Gamification in 2017: Top 5 Key Principles
Retrieved from https://uxplanet.org/gamification-in-2017-top-5-key-principles-cef-948254dad

Fabricio Teixeira, 2017. Asking the right questions during user research, interviews and testing
Retrieved from https://uxdesign.cc/asking-the-right-questions-on-user-research-interviews-and-testing-427261742a67


Retrieved from https://uxplanet.org/perfect-bottom-navigation-for-mobile-app-effabb98c0f

Kate Smith, 2013. All About the Color Red

Freepik
Retrieved from https://freepik.com/

Unsplash
Retrieved from https://unsplash.com/