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**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

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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The method college students use today to create E-Sports competitions is somewhat outdated.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.

Literature Review | Books & Articles

White Pointer. Game Faqs (2016). Top 10 Lists: The Top 10 Most Lucrative E-Sports Games. Accessed Oct, 2016

Retrieved from <https://gamefaqs.gamespot.com/top10/2864-the-top-10-most-lucrative-esports-games-2016>

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 the line; the population of viewers; the number of tournaments held; the number of active players.

John Gardiosi (2013). How Riot Games create the most popular game in the World. Accessed Oct, 2016

Retrieved from <http://fortune.com/2013/07/10/how-riot-games-created-the-most-popular-game-in-the-world/>

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.

Op-ed: The real reason behind League of Legends' success. Accessed Oct, 2016

Retrieved from <https://gamefaqs.gamespot.com/top10/2864-the-top-10-most-lucrative-esports-games-2016>

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.

Steve Krug (2000). Don't Make Me Think. Accessed Nov, 2016

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 I Books & Articles

Chris Nooder (2013). Evil by Design: Interaction Design to Lead Us into Temptation Accessed Oct, 2016

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.

Johny Vino (2017). UI/UX Case study: “ My Car Parking, 2017.” Accessed Dec, 2017

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.

Nir Eyal (2013). Hooked: How to bulid Habit-Forming. Accessed Nov, 2016

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.

Nick Babich (2018). The Guide to Mobile App Design: Best Practices for 2018 & Beyond

Accessed April, 2018

Retrieved from <https://www.uxpin.com/studio/blog/guide-mobile-app-design-best-practices-2018-beyond/>

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.

Johny Vino (2017). UI/UX Case study: “ My Car Parking, 2017.” Accessed Dec, 2017

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.

Literature Review I Books & Articles

Larizadeh, Avid. Eight Tips for a successful App. Accessed August, 2017

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.

Literature Review I Books & Articles

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

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 I 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 I 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 I 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 _____

Questionnaire I 6-minute survey

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 I 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?

Persona 01 | Amos Yang




NAME	GENDER
Amos Yang	Male
EDUCATION	AGE
Graduate Student	25
FROM	
Shandong, China	
GAME LIST	
Overwatch, League of Legends, Battlegrounds, Hearthstone, Counter-Strike: Global Offensive	

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

Persona 01 | Iris Jiang


	NAME	GENDER
	Iris Jiang	Female
	EDUCATION	AGE
	Graduate Student	22
	FROM	
	Yangzhou, China	
	GAME LIST	
	King of Glory, Battlegrounds, League of Legends	

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

Persona 03 | Elijah M. Henderson

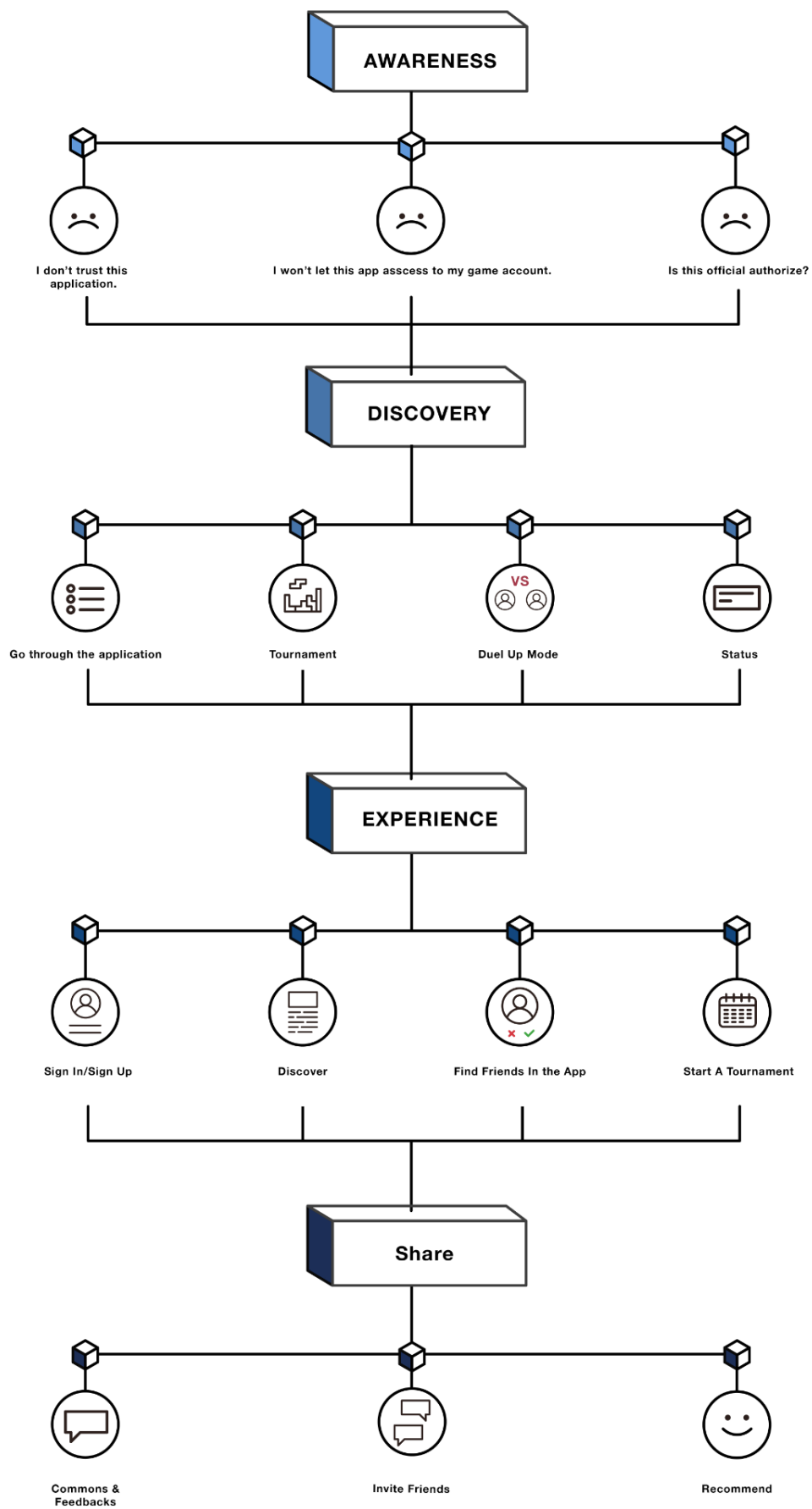
	NAME	GENDER
	Elijah M. Henderson	Male
	EDUCATION	AGE
	Undergraduate Student	23
	FROM	
	Los Angles, China	
	GAME LIST	
	Overwatch, CS:GO, Battlegrounds, Minecraft, Call of Duty	

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.

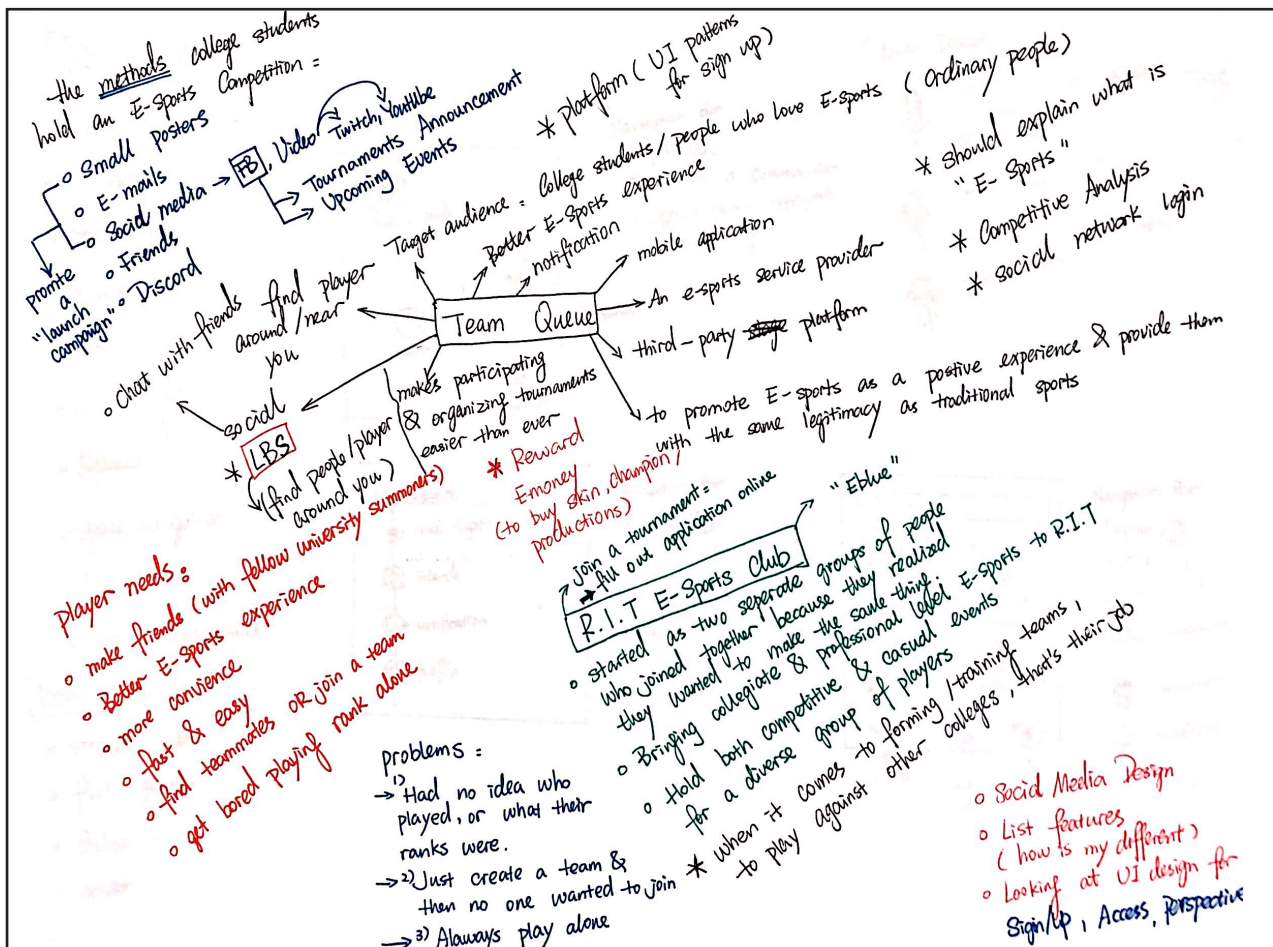
User Needs

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

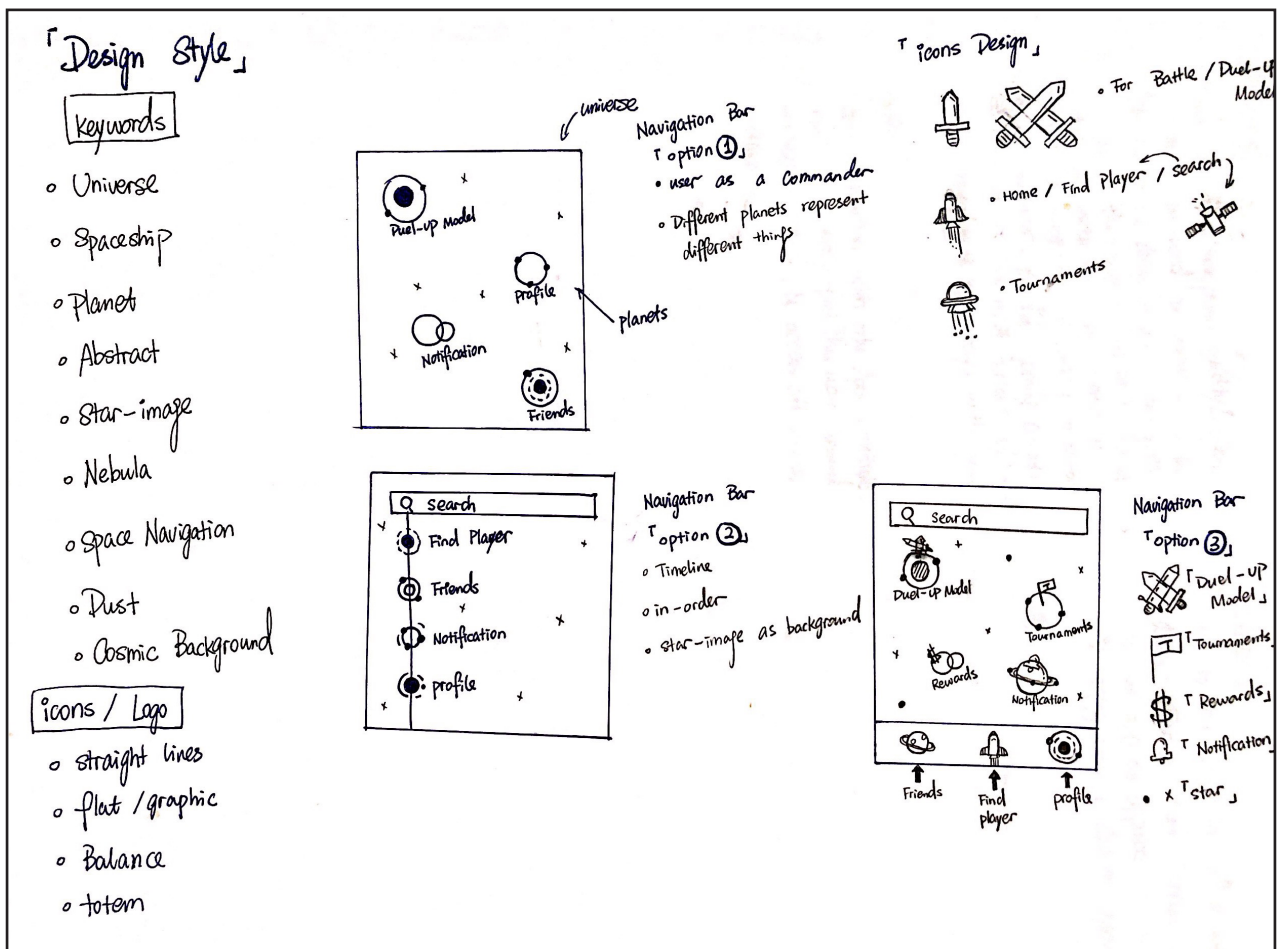


Design Ideation I Brainstorming



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 I 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 I Color Palette

Theme Color



R: 8
G: 15
B: 42
#080f2a



R: 20
G: 31
B: 64
#152042



R: 13
G: 60
B: 115
#0D3C73



R: 10
G: 58
B: 110
#0A3A6E

Game Categories



R: 85
G: 73
B: 149
#554995



R: 130
G: 180
B: 35
#82B423



R: 253
G: 80
B: 80
#FD5050



R: 255
G: 160
B: 8
#FFA008



R: 255
G: 206
B: 0
#FFCE00

Fonts



R: 33
G: 33
B: 33
#212121



R: 51
G: 51
B: 51
#333333



R: 255
G: 255
B: 255
#FFFFFF

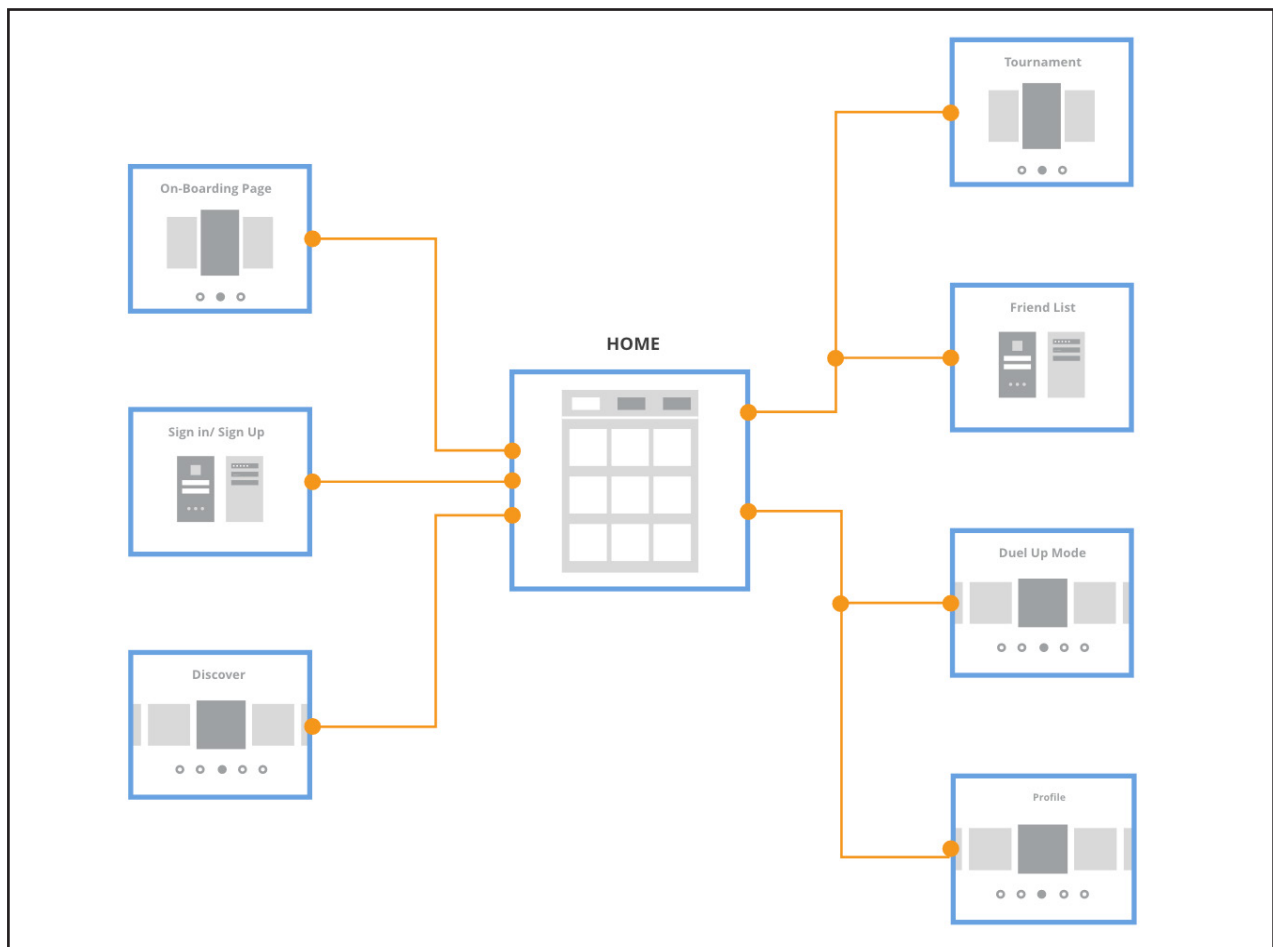
Aa Bb Cc Dd	Aa Bb Cc Dd
Ee Ff Gg	Ee Ff Gg
Hh Ii Jj Kk	Hh Ii Jj Kk
Ll Mm Nn	Ll Mm Nn
Oo Pp Qq	Oo Pp Qq
Rr Ss Tt	Rr Ss Tt
Uu Vv Ww	Uu Vv Ww
Xx Yy Zz	Xx Yy Zz

Helvetica Neue | Legible and easy to read on screen

Heading: 20pt

Text: 12pt

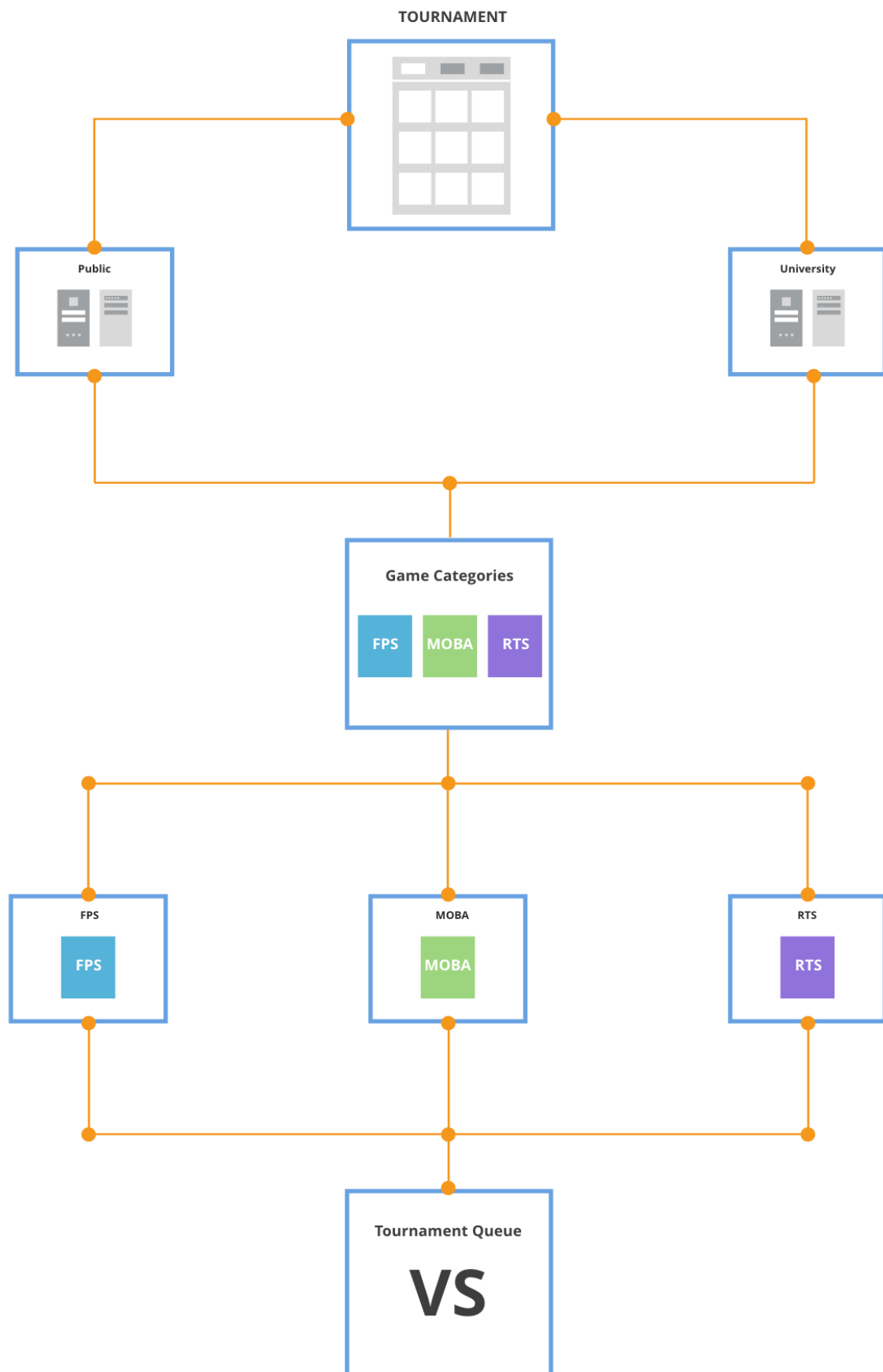
Design Ideation I Flowchart



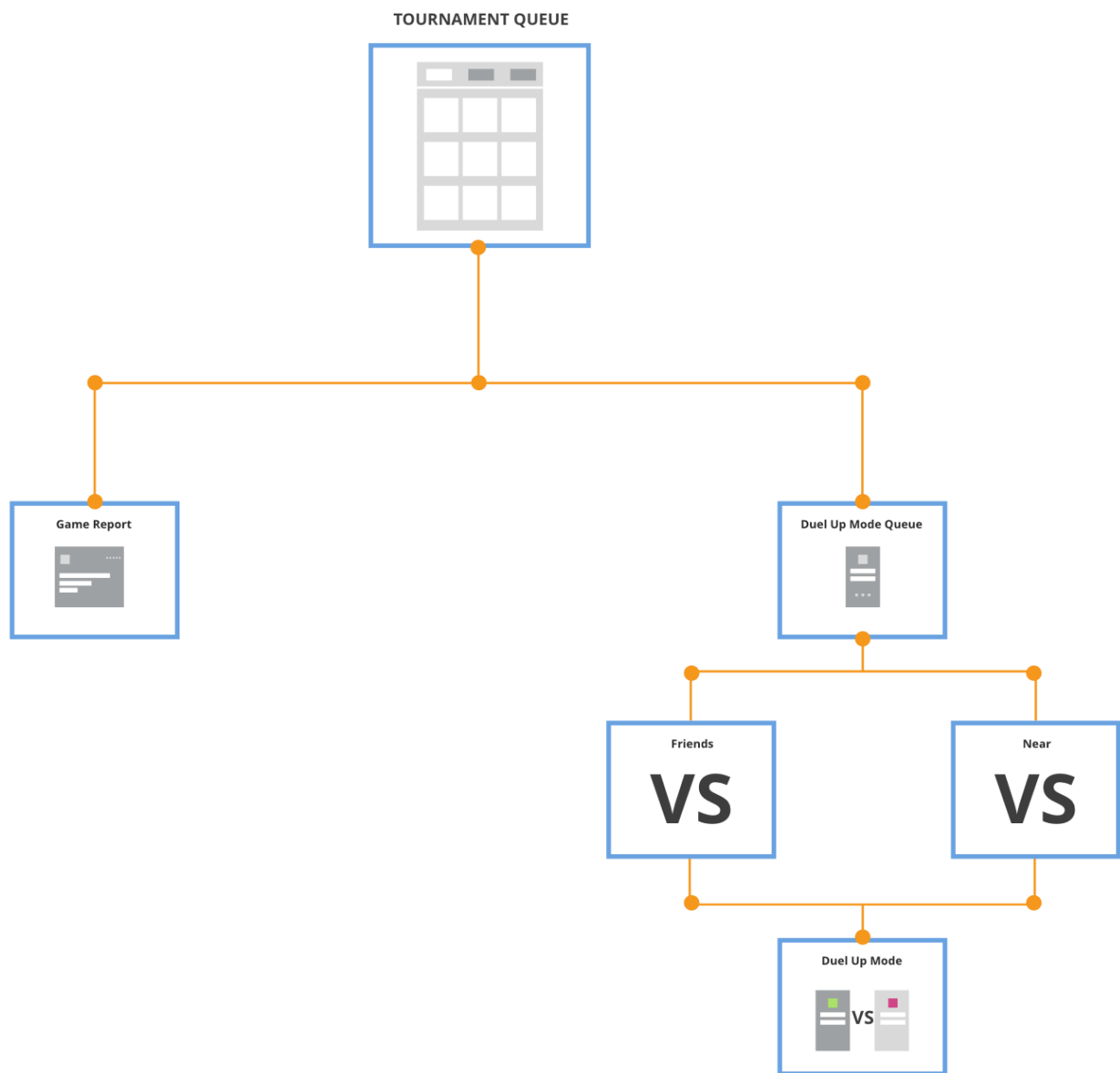
Onboarding Page

On-boarding page content can be commercial of the application or three cards feature introduction page.

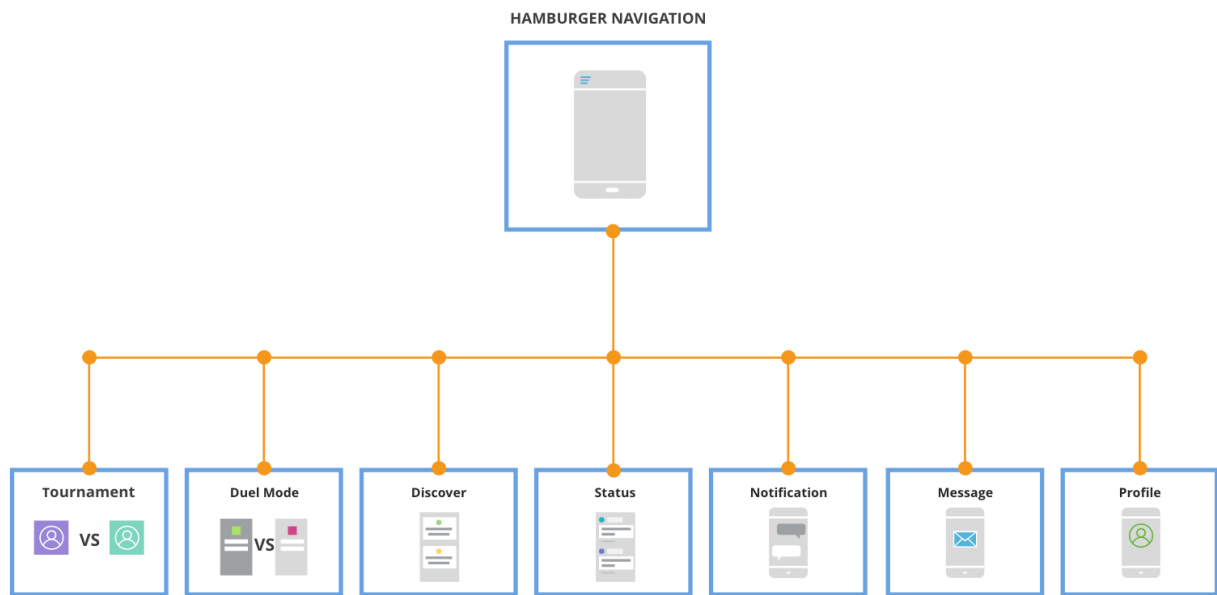
Design Ideation I Flowchart



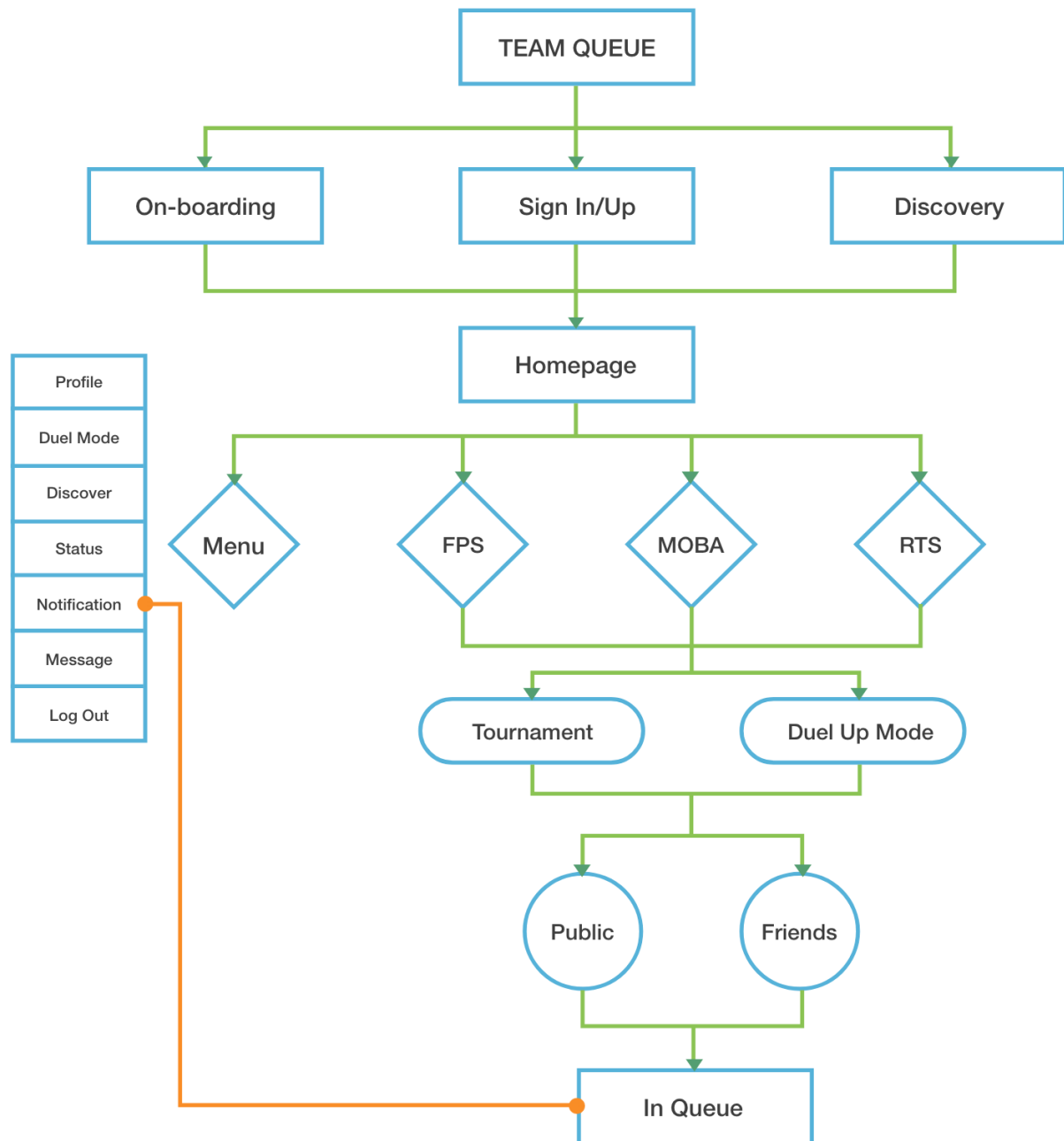
Design Ideation I Flowchart



Design Ideation I Flowchart



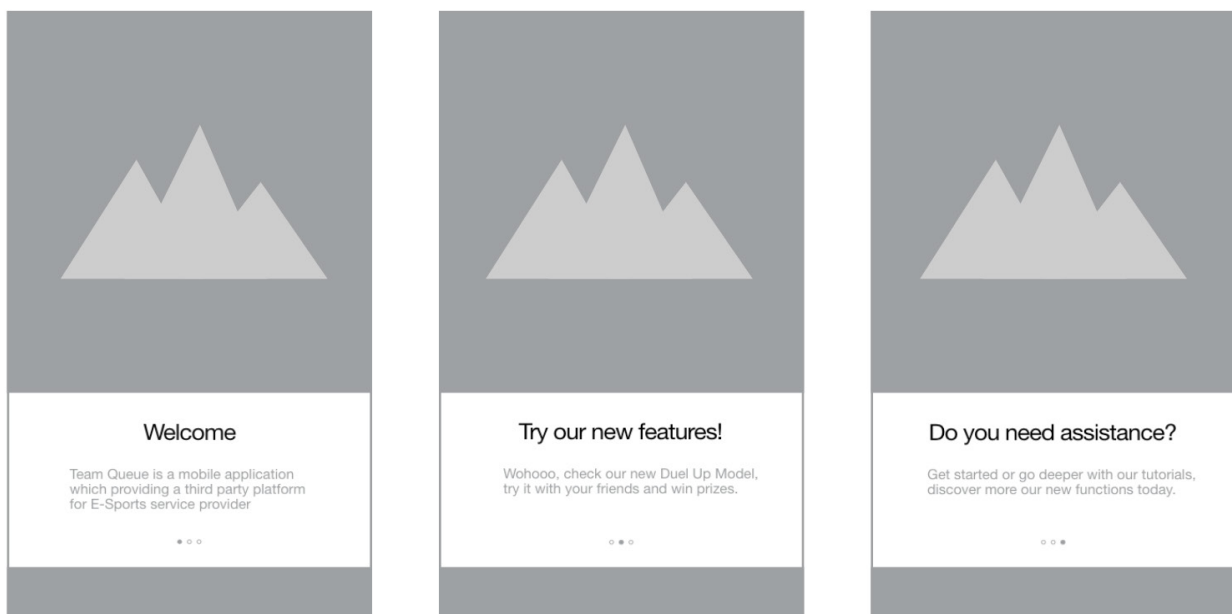
Design Ideation I Flowchart



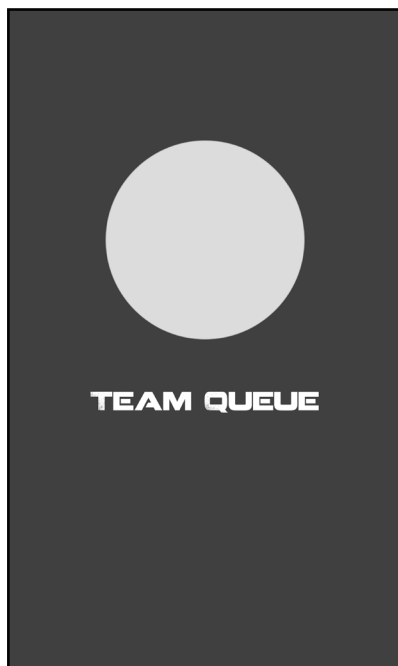
Design Process I On-boarding Page

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.

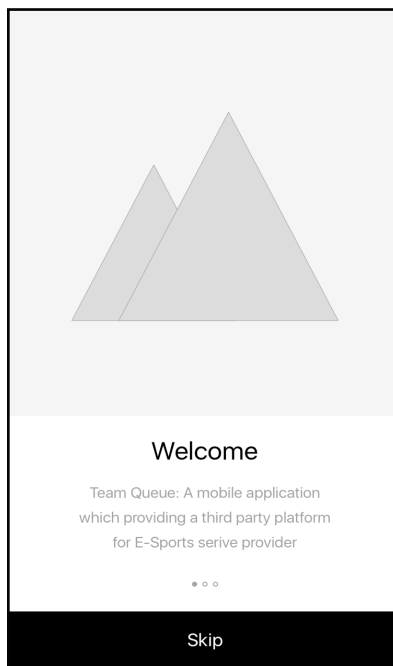
It is an excellent opportunity to let the potential audience understand the design of the application better. In addition to this, users can skip the onboarding page at any time, which gives the users more options.



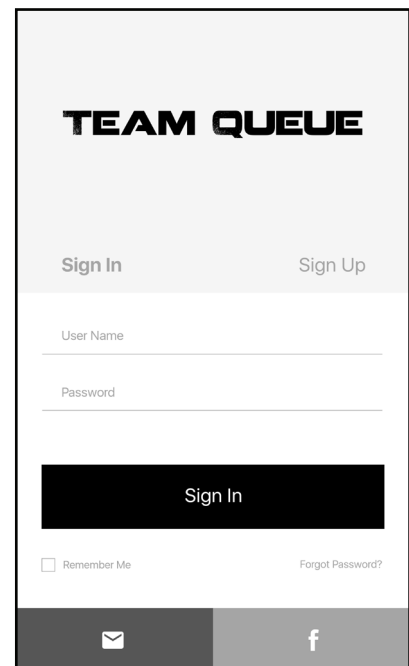
Wireframe | Low Fidelity Prototype



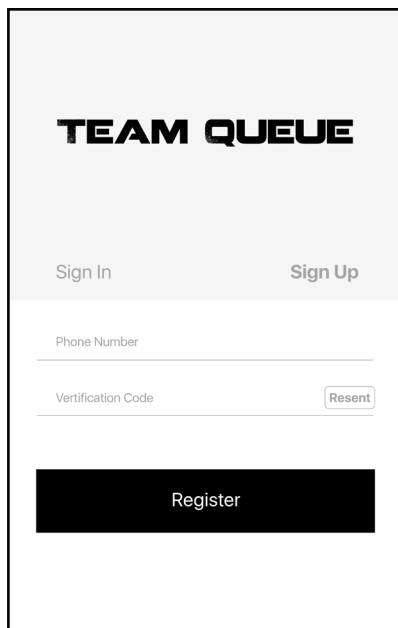
Screen 01 | Logo Page



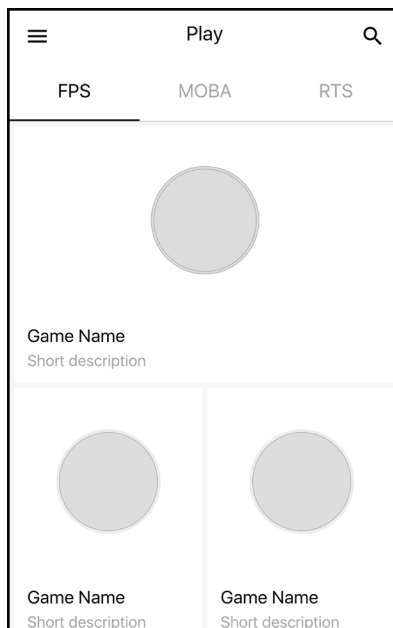
Screen 02 | On-boarding



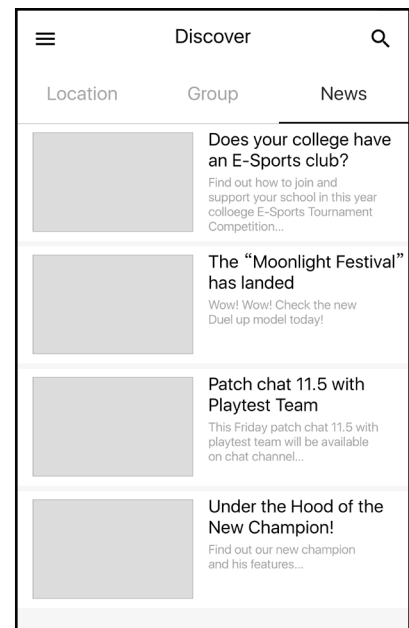
Screen 03 | Sign In



Screen 04 | Sign Up

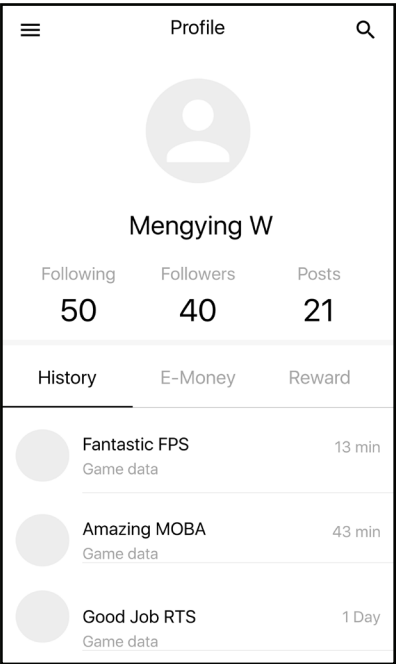


Screen 05 | Homepage

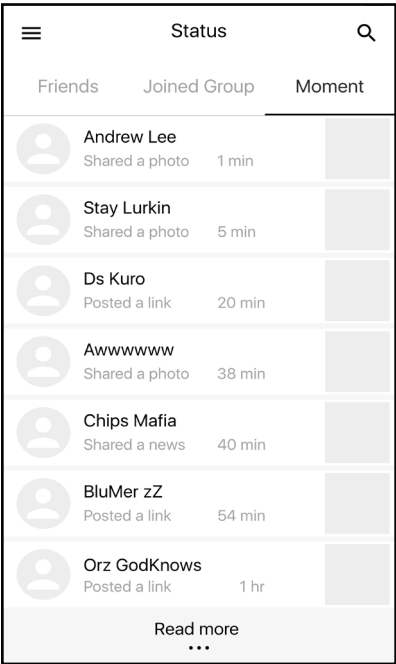


Screen 06 | Discover

Wireframe I 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 I 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 I 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 I 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 I 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 I Task

Total of Tasks: 4

Method: Hardcopy of task cards

Participants: 10 males whose age are 18 - 25

Task 01 I User Control & Freedom (2minutes)

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 I Game Categories (3minutes)

1. Participants are new to the app;
2. Ask participants to find game "Recall" from the game list

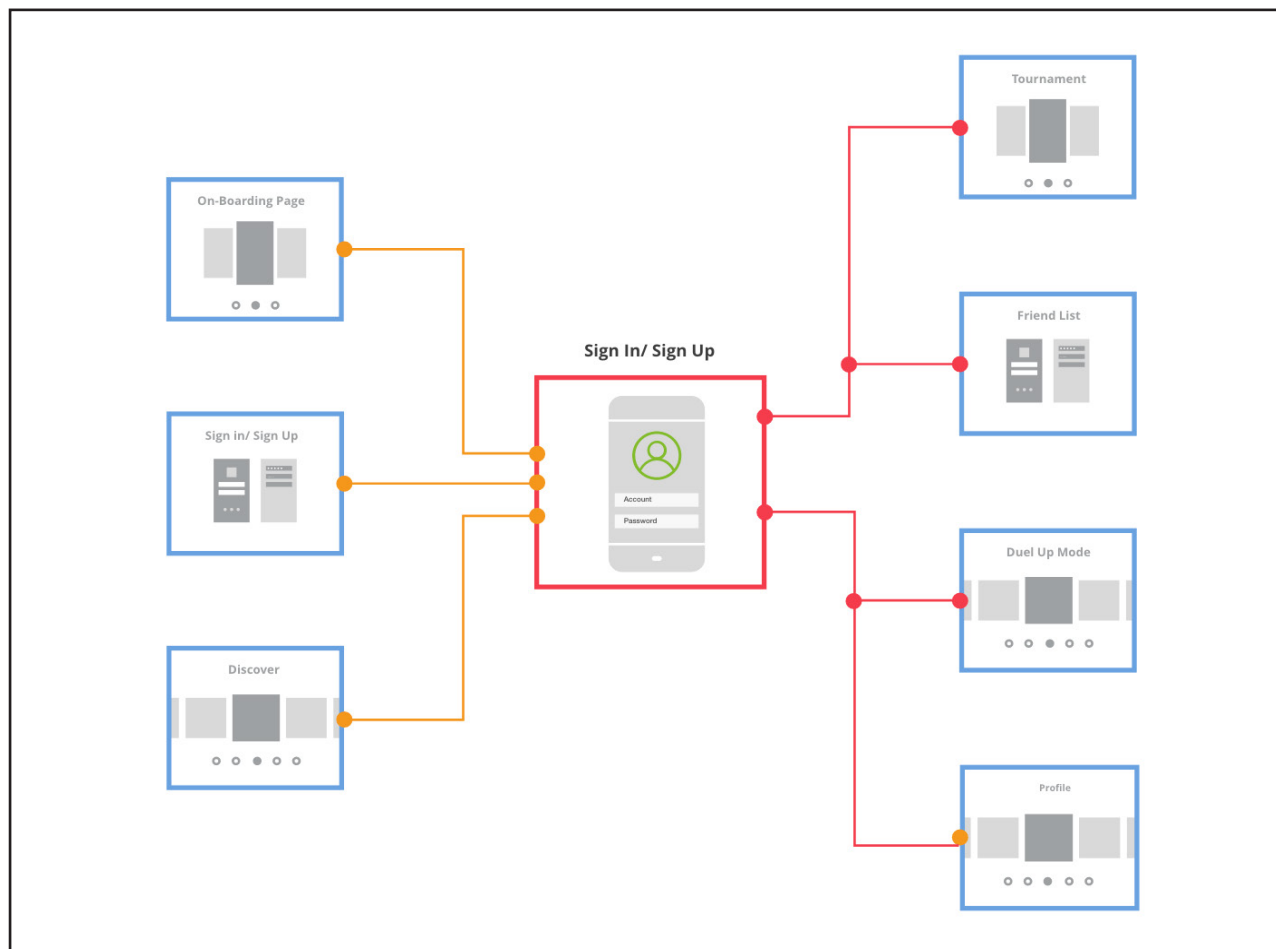
Task 03 I Create a Duel Mode (5minutes)

- 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 I Customizable (8minutes)

- 1) Create a tournament of MOBA game;
- 2) Select friends from friend list;
- 3) Schedule a time at 9:00 pm. on Sunday

Design Decision I Flowchart



Cons

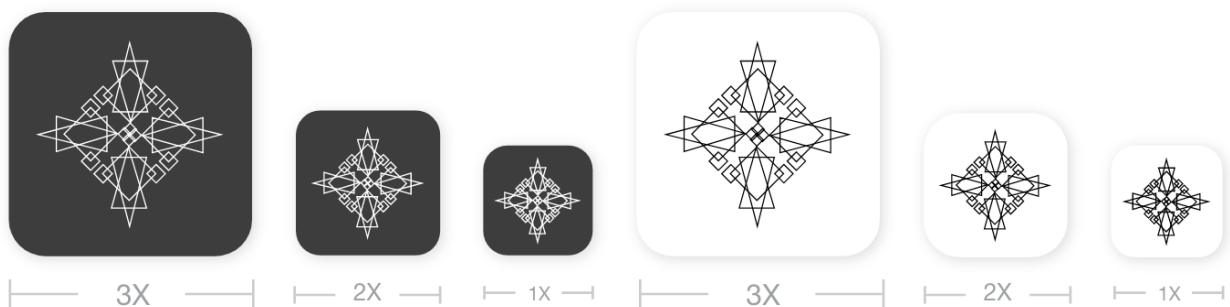
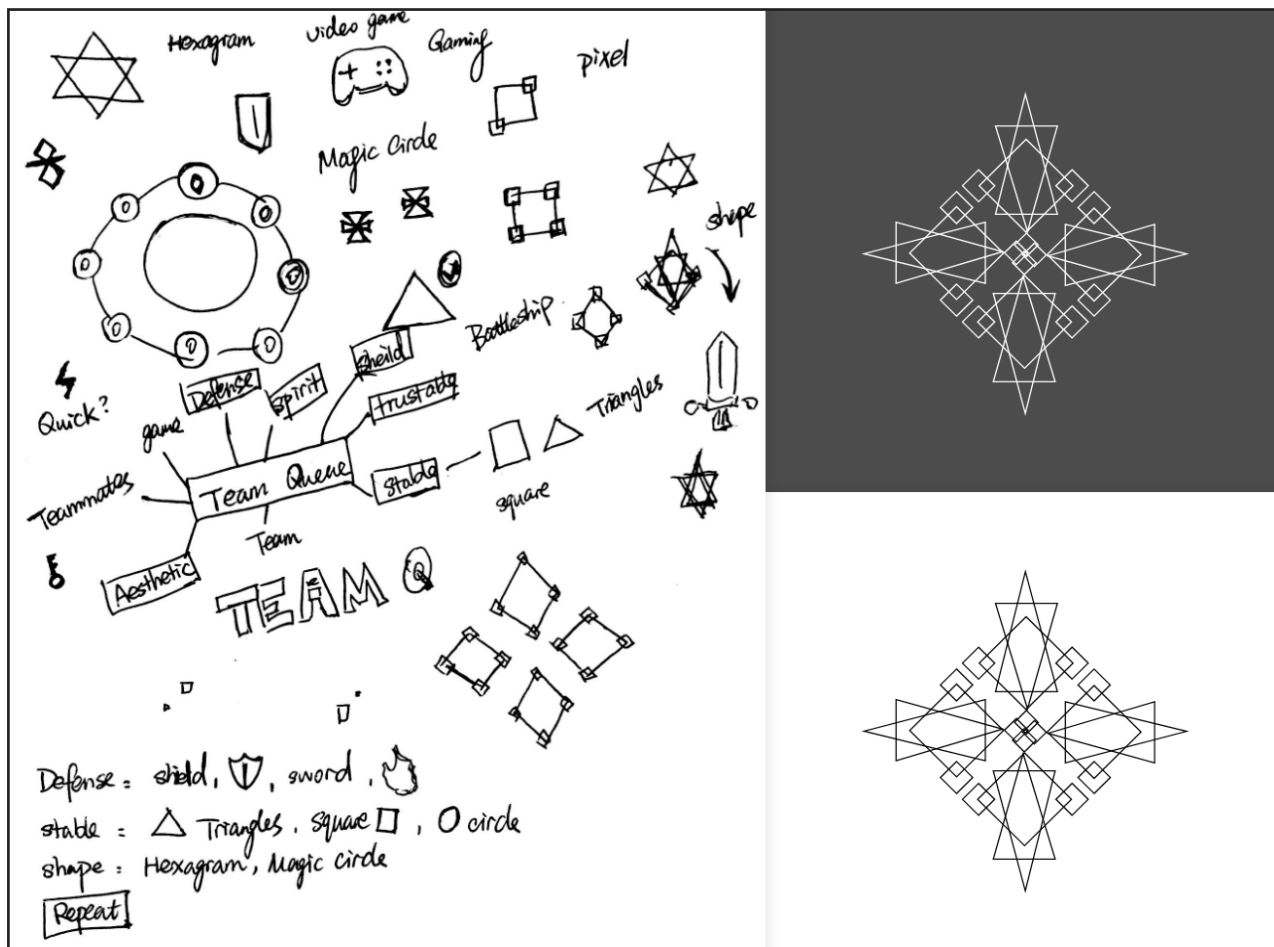
As a new user, Team Queue require them to sign in or sign up, confirm user's identification. The confirm step helps Team Queue collect background information of the users.

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.

Design Decision I Logo



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

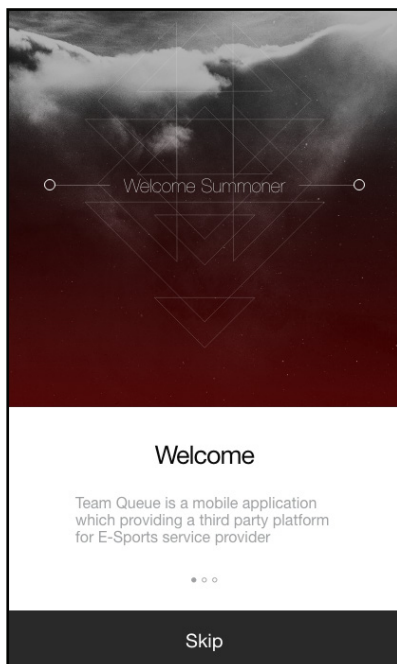
How to present?

The final piece of work will present on Adobe XD

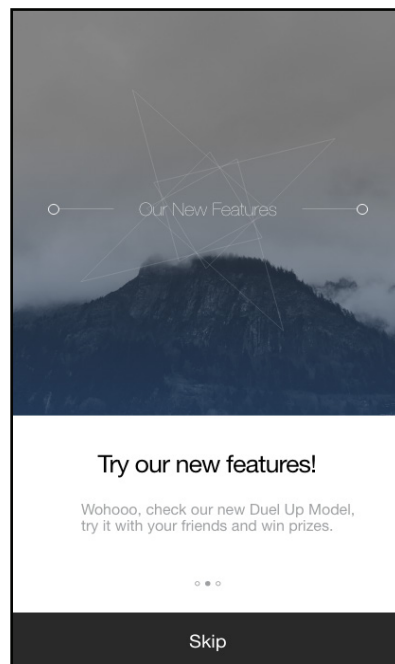
Software

Adobe Illustrator, Adobe Photoshop, Adobe XD, Sketch, InVision

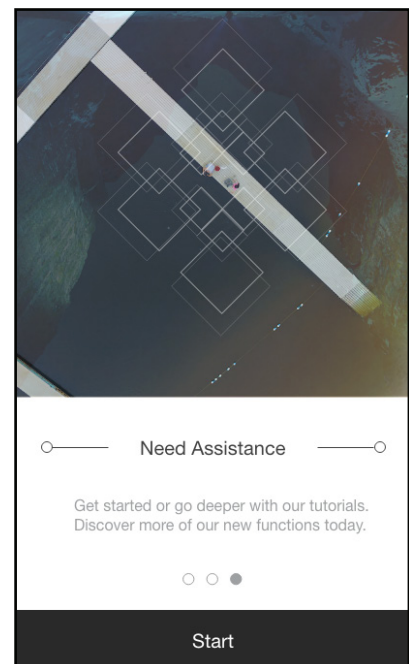
Wireframe I High Fidelity Prototype



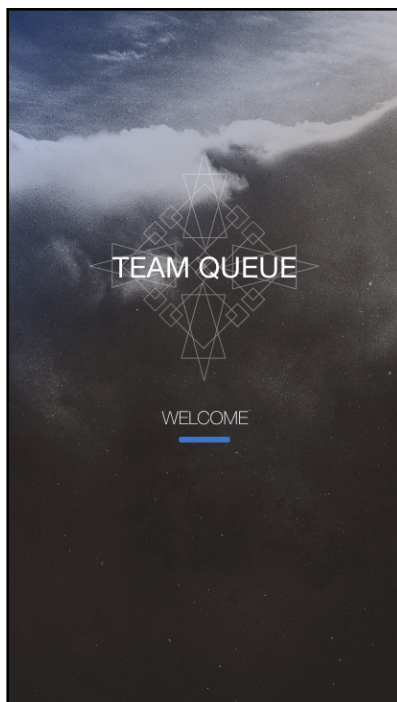
Screen 01 | On-boarding



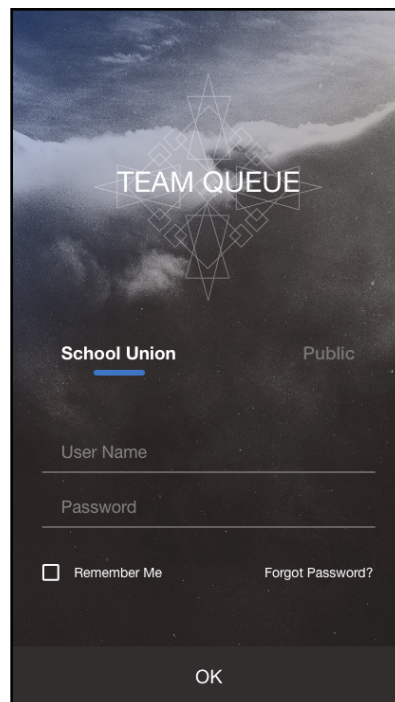
Screen 02 | On-boarding



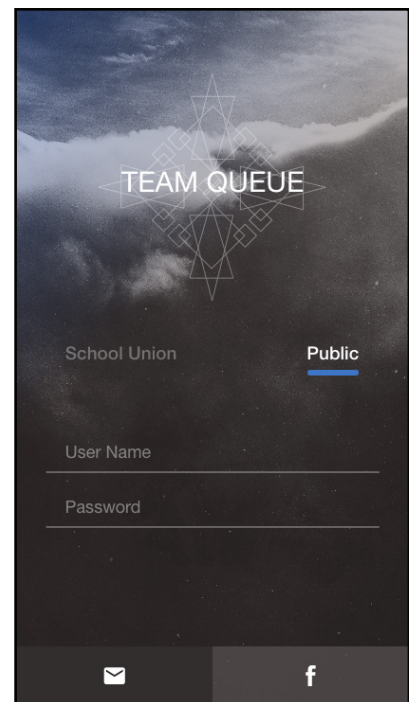
Screen 03 | On-boarding



Screen 04 | Welcome

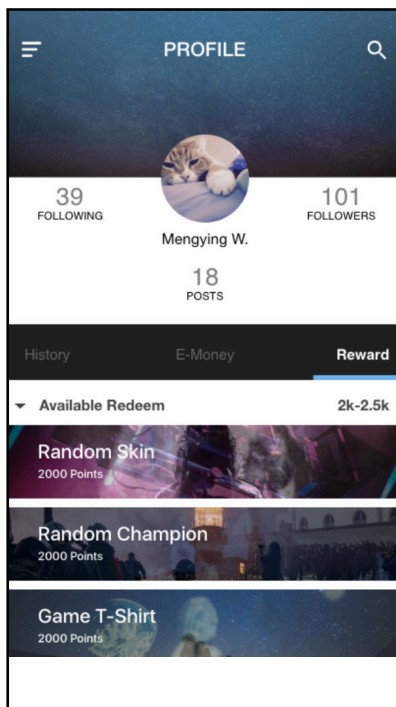


Screen 05 | Sign In

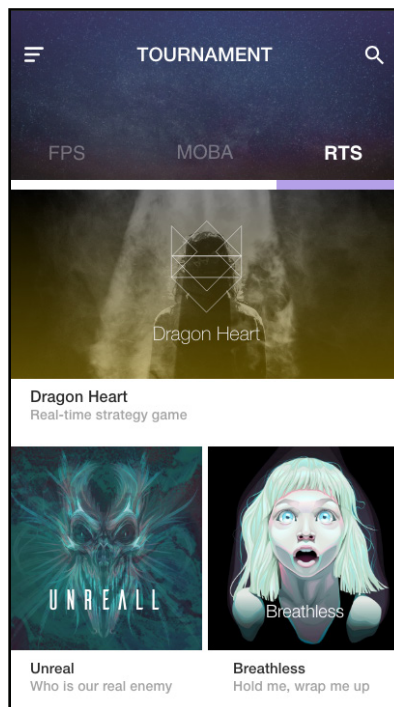


Screen 06 | Sign Up

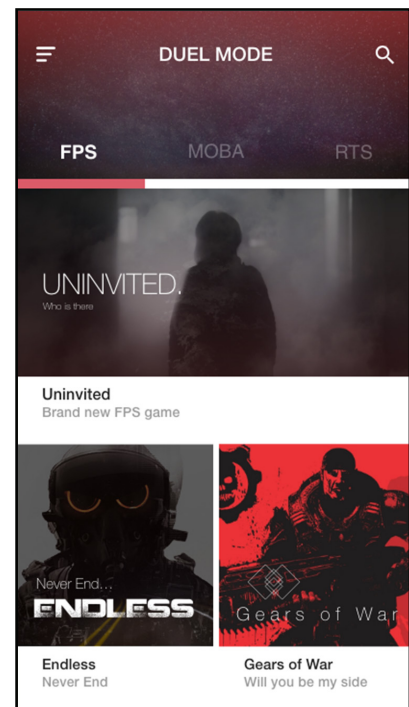
Wireframe I High Fidelity Prototype



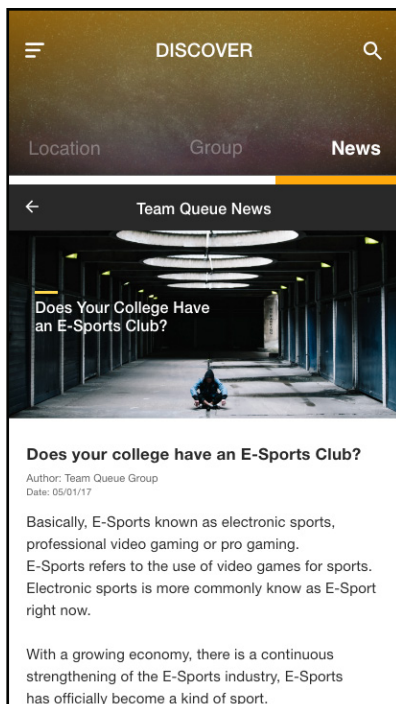
Screen 07 | Profile



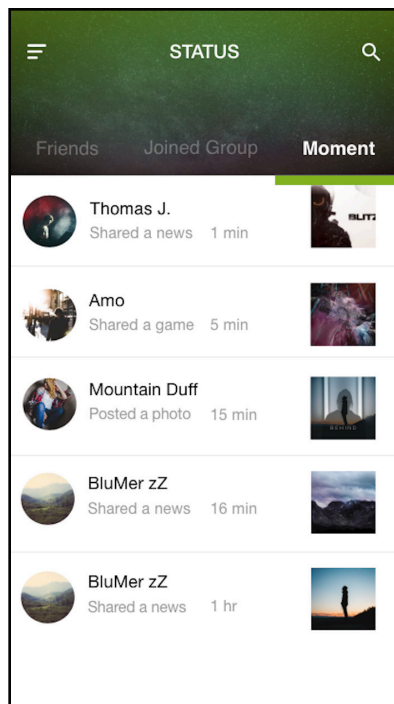
Screen 08 | Tournament



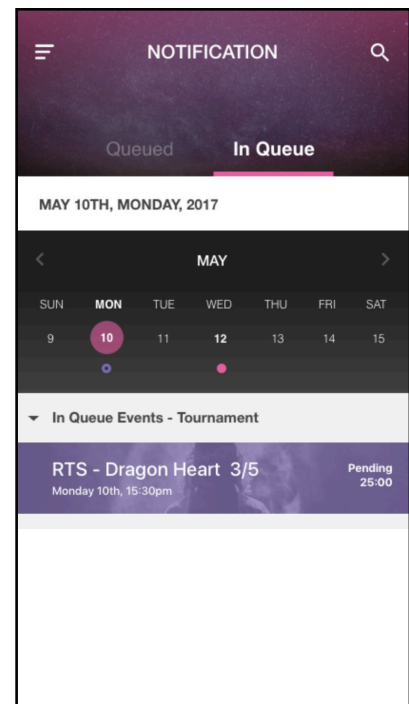
Screen 09 | Duel Mode



Screen 10 | Discover

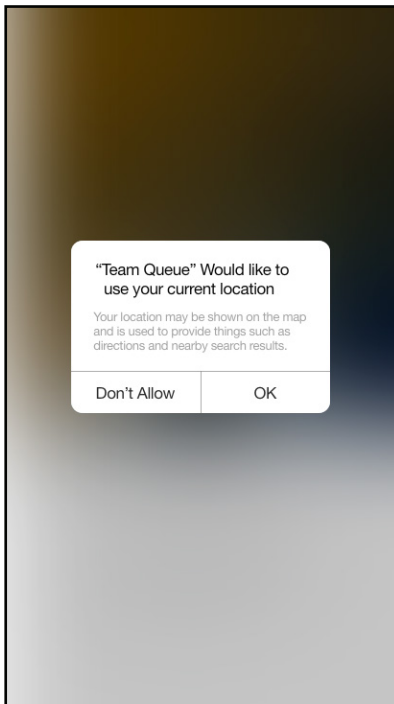


Screen 11 | Status



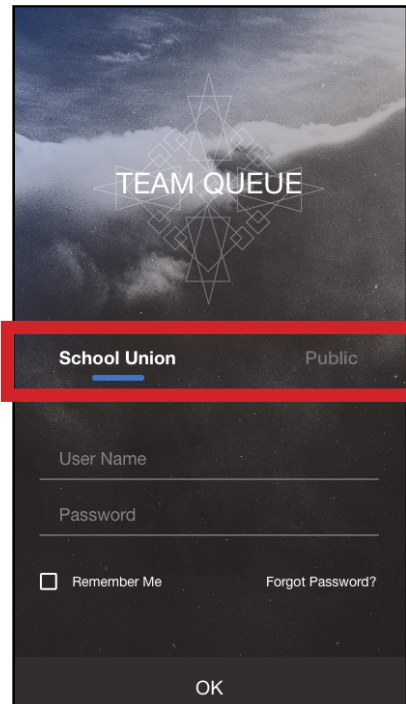
Screen 12 | Notification

Wireframe I High Fidelity Prototype



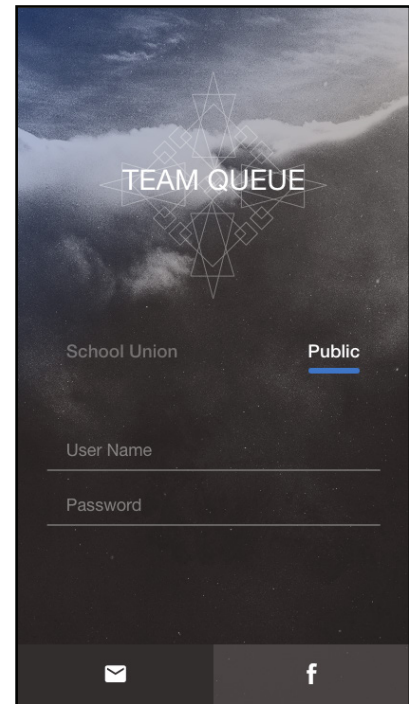
Authorized Access

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

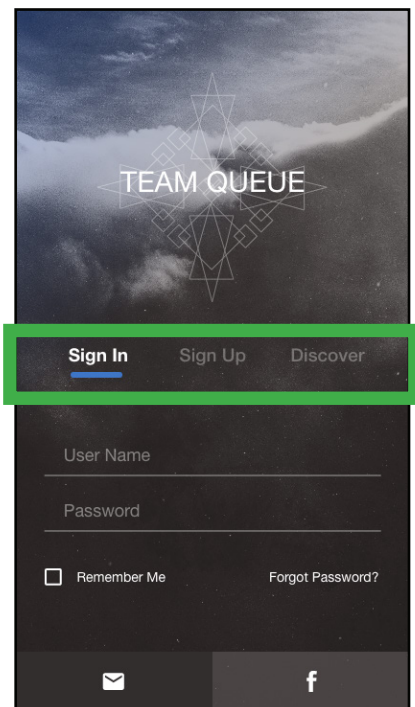
Users from the public will allow using the social network to sign in or sign up.

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.

Wireframe I Solution



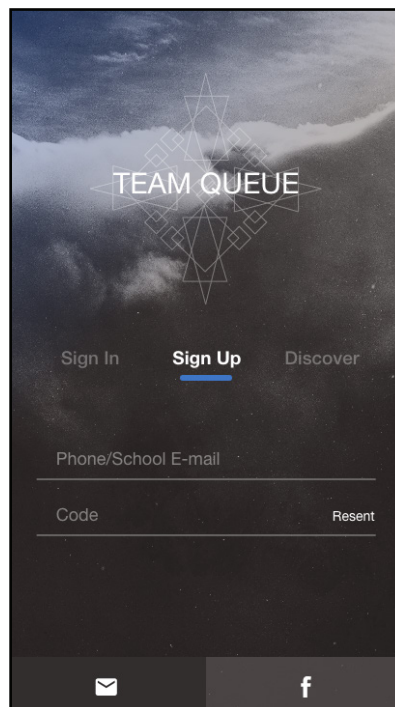
Authorized Access

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.

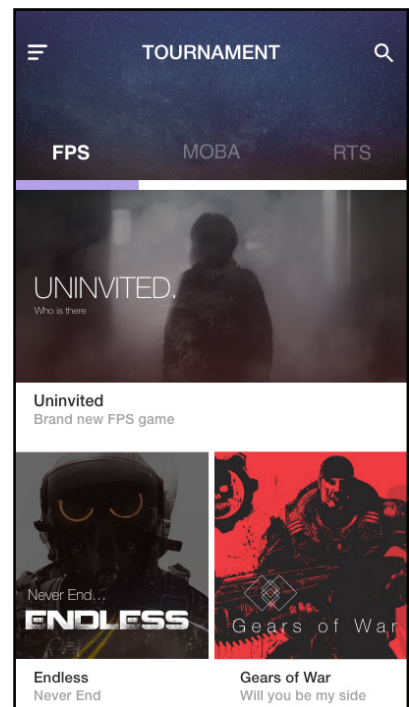
Solution

Allow users to access the app via visitor mode



Sign In & Sign Up

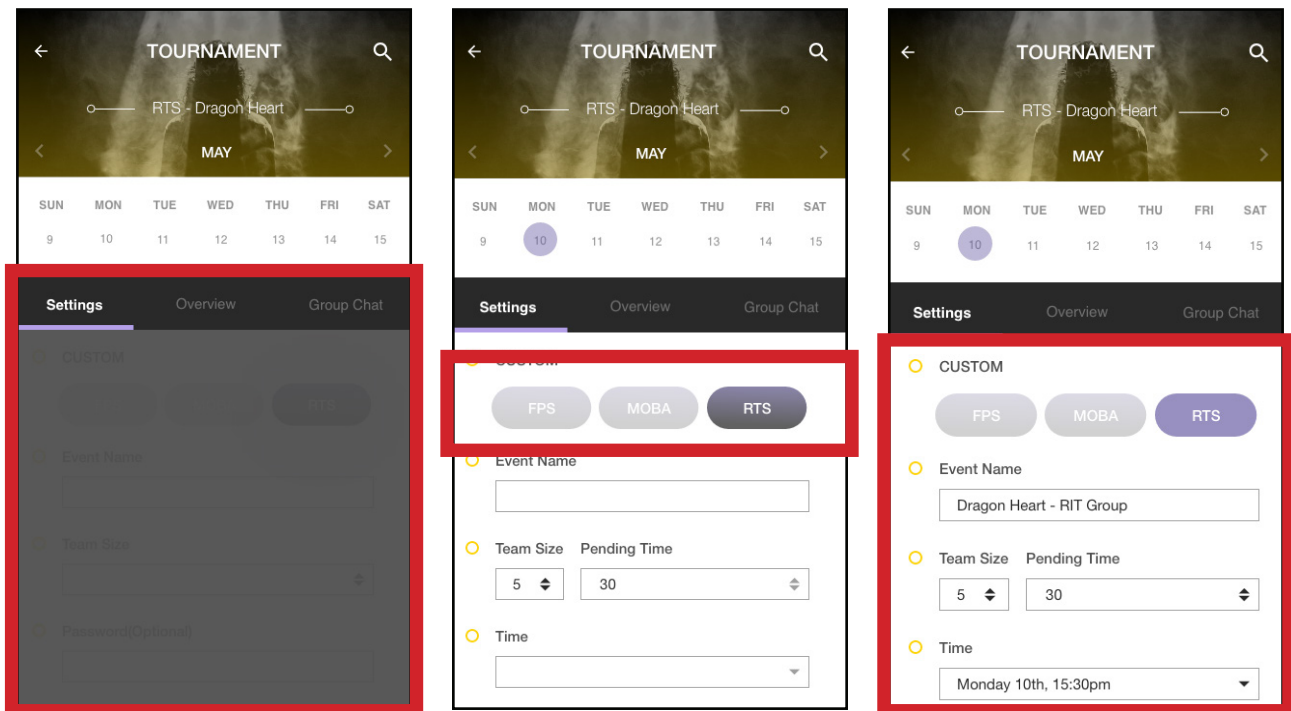
Users could use school email address or social media account to login.



Discover

If users choose “discover mode,” users will be sending to the homepage automatically.

Usability Testing I Cons



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

Button: Keep the same design style

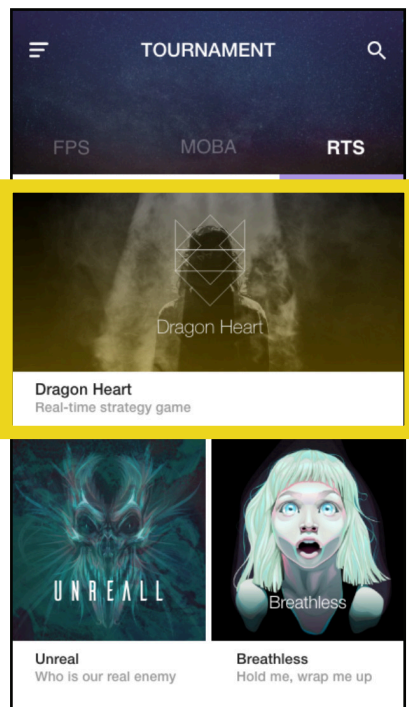
Steps: Users should be able to know how many steps they have completed.

Design For Interruption

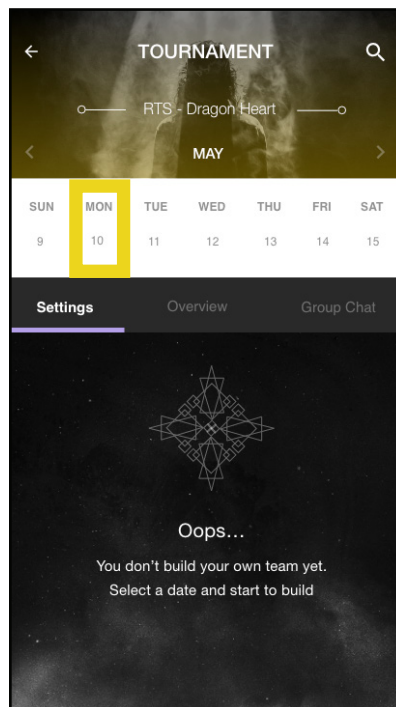
Making the application easier for users to re-engage with an app when they return to it after the interruption is significant. The app remembers where the users stop.

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

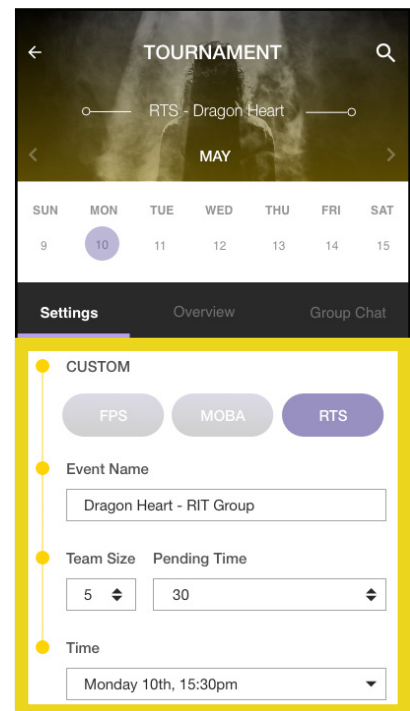
Team Queue | Tournament



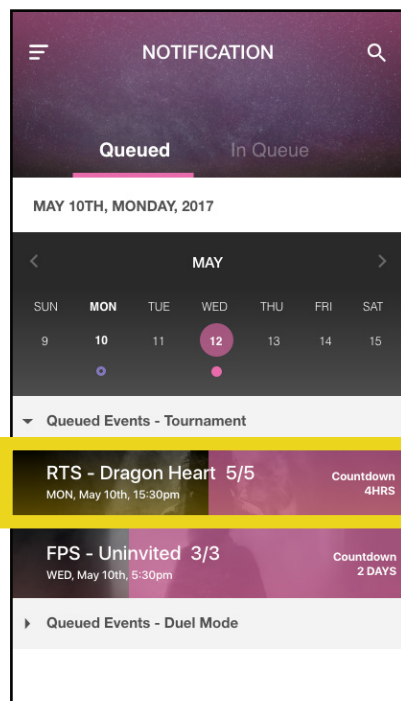
Step 01 | Choose RTS



Step 02 | Build Team

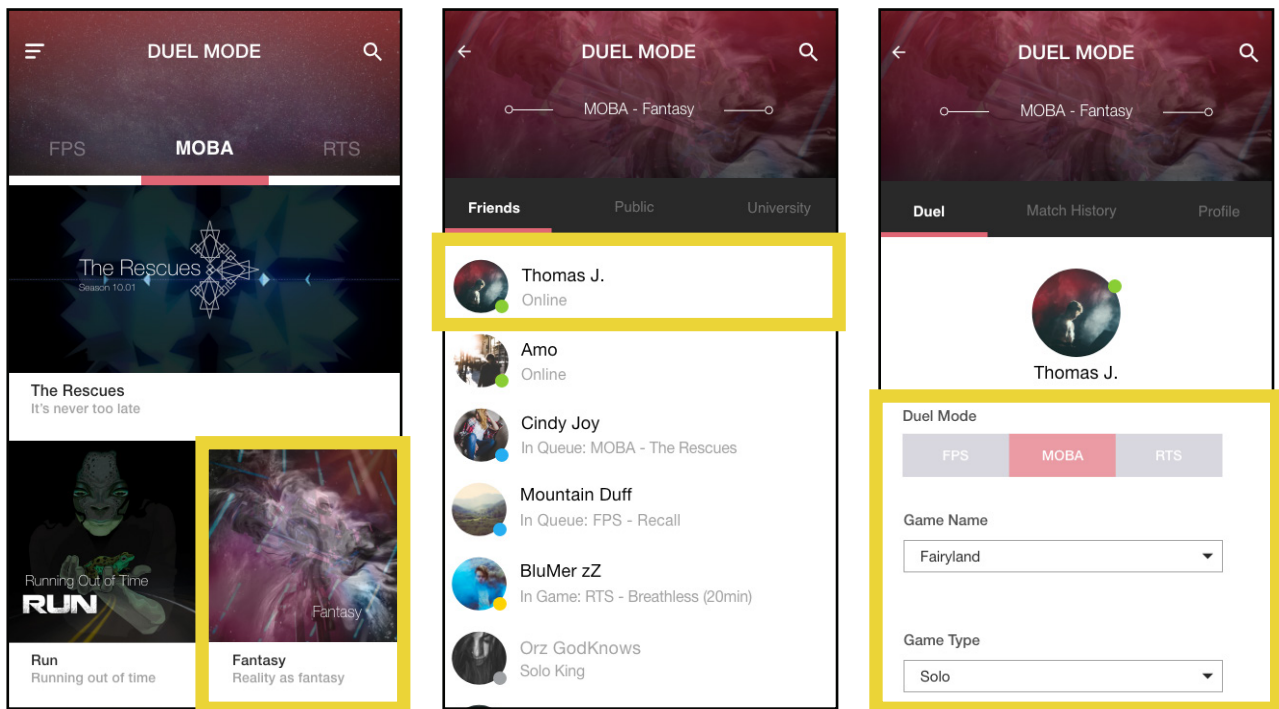


Step 03 | Step by step



Step 04 | In Queue

Team Queue I Duel Mode



Step 01 | Choose Duel Up Mode

Step 02 | Select

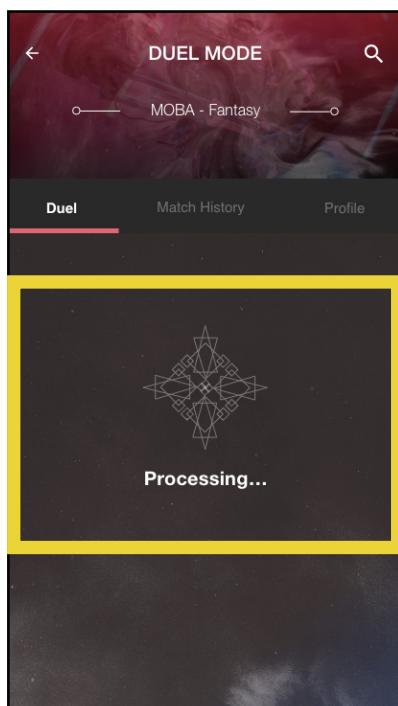
Step 03 | Challenge

Duel Mode I Color

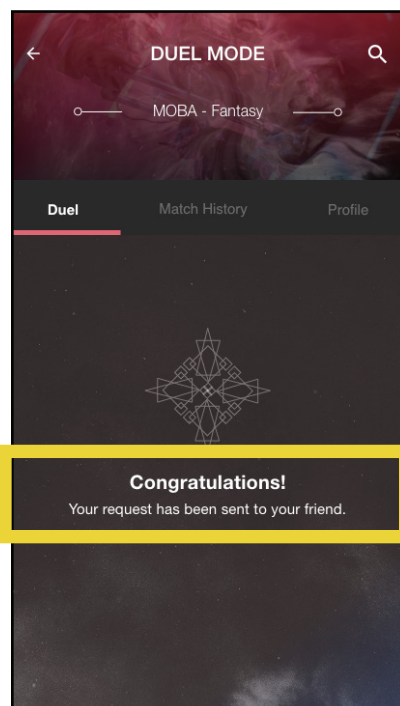
The reason designer chosen red for the page of duel up mode is according to *Psychology of color*, which indicates “red is the color most commonly associated with heat, activity, passion, love, and joy” (Eva Heller, 2009).

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.

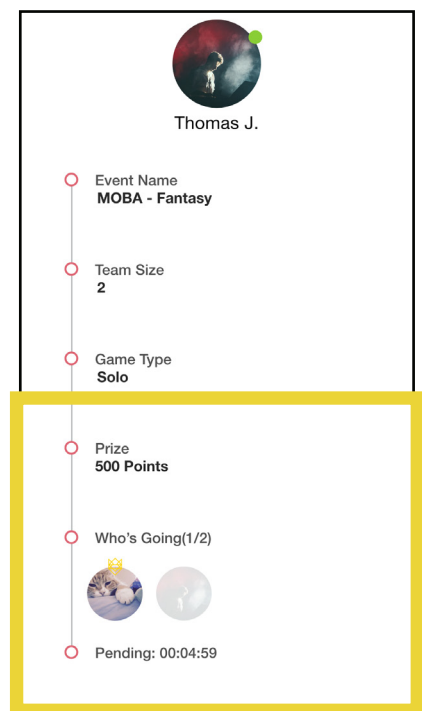
Team Queue | Duel Mode



Step 04 | Processing



Step 05 | Done



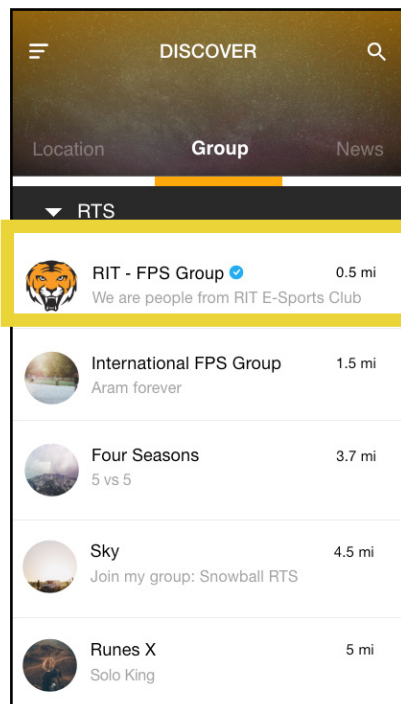
**Step 06 | Waiting for
accept**

Show System Status

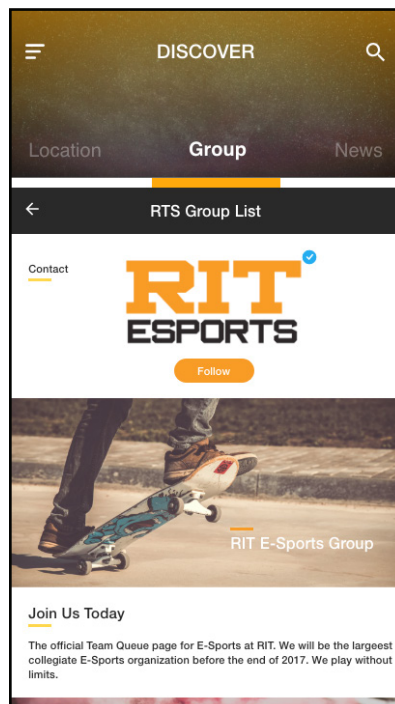
The user has to be notified that the app is not frozen through surfacing system status when the app is dealing with the user's request.

Users commonly prefer a sense of control over the app. Hence, representing the progress as visual symbols are significant to the user experience.

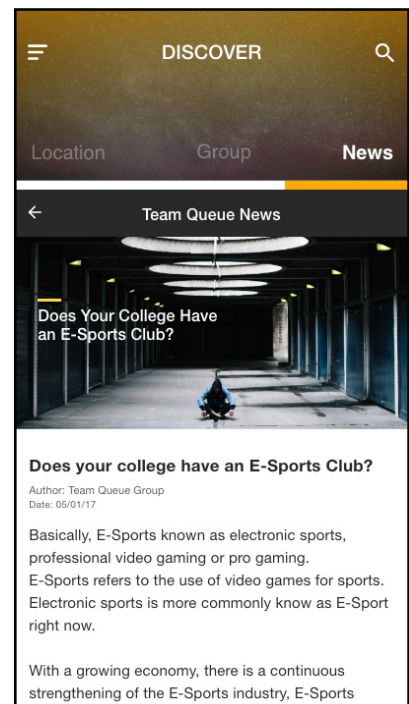
Team Queue I Official E-Sports Club



Step 04 | Processing

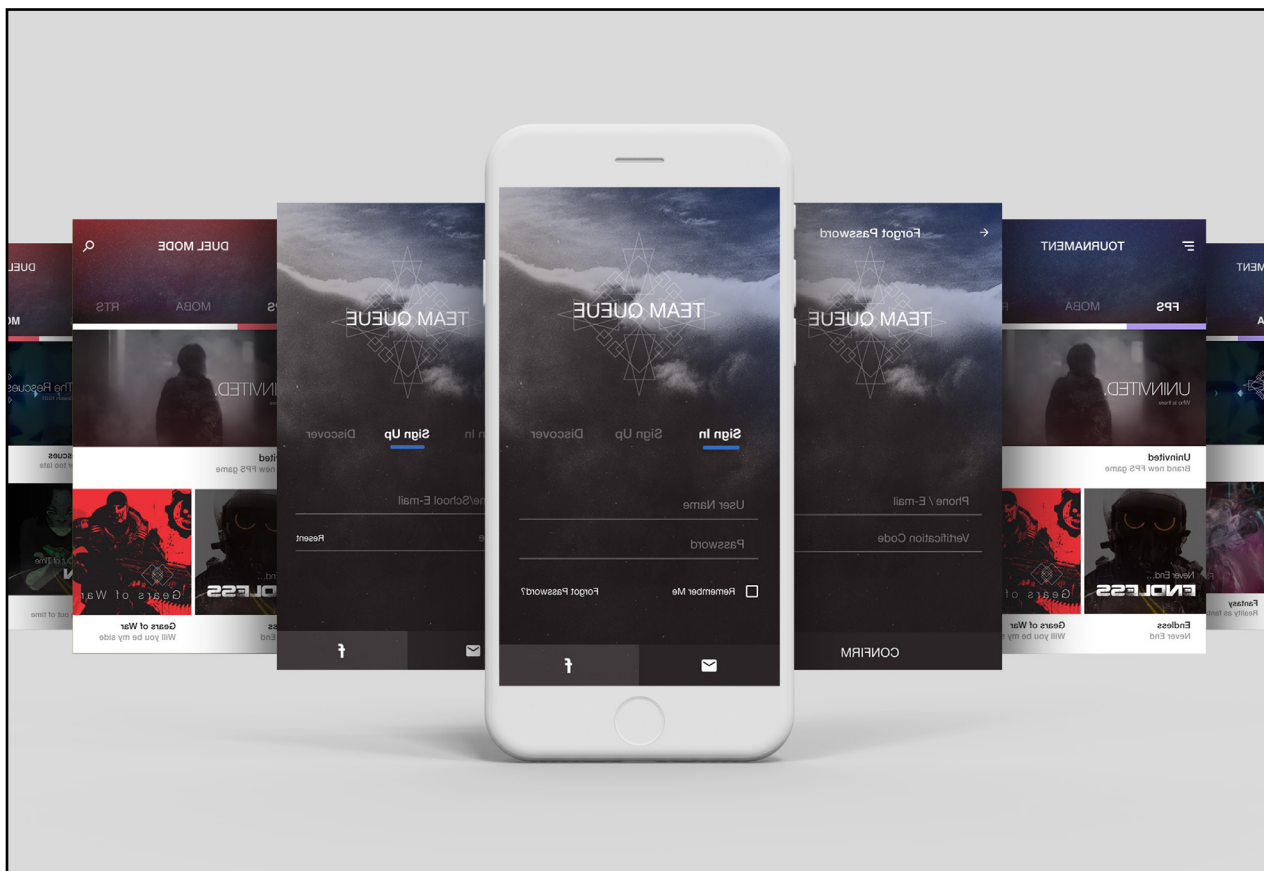


Step 05 | Done



Step 06 | Waiting for
accept

Team Queue I Adobe XD Link



<https://xd.adobe.com/view/7ca617a5-2297-47c7-80f3-bffe82008506/>

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

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Other Apps Steam, Twitch

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- ☐ Iphone ☒ Android phone ☒ Windows phone

Other Devices PS3

7. Which category below includes your age?

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9. Overall, look and feel (1 - 5)

- 1 2 3 4 5

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9. Overall, look and feel

- 1 2 3 4 (5)

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9. Overall, look and feel

1 2 3 4 5

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Other Apps Wetchat

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1 2 3 ☒ 4 5

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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

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