

# Glitch

A UX/UI CASE STUDY



Track all your most wanted games

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# UX Scenario

With a numerous amount of video games released each and every year, from AAA titles to indie games it is extremely difficult and overwhelming for gamers to keep track of what games are being released weekly.

Whilst bigger games companies such as Rockstar Games, EA, and Activision have big budgets to advertise their games, there are hundreds of games that are released annually which fly under the radar where gamers simply have no clear visibility over in such a busy industry.

# UX Solution

My aim is to prevent gamers missing out on playing some great games on release day. I am going to try and ensure that gamers are aware of upcoming games that are not heavily promoted. In addition to this my aim to is to ensure that great indie gaming companies get the opportunity to receive the recognition they deserve. Finally, my overall aim is to just assist in creating an informed and updated gaming community.



# UX OBJECTIVE

The objective is to create a mobile app that will learn users' behaviors, tastes, and specific games that the user is interested in. The app will also have the latest games intelligence to ensure the user suggestion is also given based on current trends from the gaming industry. With that information the user will be able to specify the occasion tabs then the app will provide specific recommendations that are very close to the user's favorite games. The app will ensure that the user is notified on release day or leading up to release for their desired game.

# User Researcher

I conducted face to face interviews with 10 casual gamers to identify what problems they face trying to keep upto date with some of the latest/upcoming video games.

By using this method I was able to get a deeper insight into what exact problems I can focus on when trying to create a solution for their problems and my findings was extremely valuable.

During my user research I found that the users that I interviewed wanted the ability to easily browse future releases and keep track of the video games that they extremely want. I found that all users that I interviewed was unable to provide a release date of any games.

Overall the most of my assumptions have been confirmed through the user research as I felt that there was a lack of knowledge regarding the release of new and upcoming games.

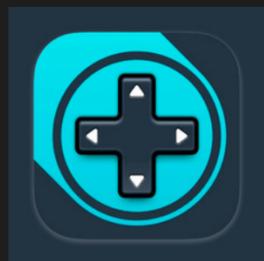
# Competitor Analysis

## Top Competitors



### Releases.com

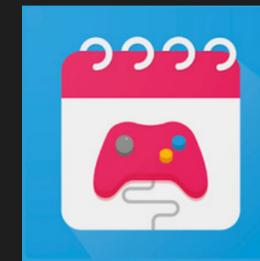
This product aims to be the best source for digital entertainment releases online, covering everything from games, movies to the next Airbus. The issues that surround this product is that it is only available through website so no standalone app and in addition the website is not as mobile friendly as the desktop version.



### Game Track

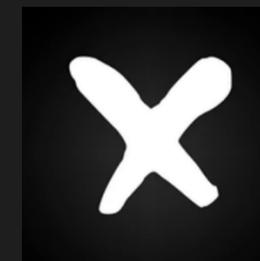
This is a great app that is similar to what I intended to achieve but it has a complicated UI and will require the user to take time out to learn how to use the app properly. As time is a struggle for my target audience I want to create a product that is straightforward and easy to use.

## Other Competitors



### Gaming Reminder

This app is pretty easy to learn and straightforward for user but lacks the library of upcoming games and seems to not be updated on a regular basis.



### Area X

This product allows users to discover games, watch trailers and allow users to keep visibility of their current games library. This app is impressive as it is filled with features such as visibility on upcoming game, create a wishlist and just a huge database of games. The issue is that just like the GameTrack app this app requires a lot of learning from the user as it is quite intimidating with all of the features on offer and can be overwhelming for the user.



### Play Date Calendar

The idea behind this app is great as it allows users to add desired games to their calendar but the issue is the app does not contain updated information and there are a wide range of games missing. This app doesn't seem to be updated consistently enough but overall is simple and straightforward to use.

# User Persona

Name: Corey Malone  
Age: 28 years old  
Occupation: Video Editor

Income: £37,000  
Location: London, United Kingdom  
Education: Bachelors

## About:

Corey is a professional video editor who recently got engaged and enjoys playing video games in his spare time.

## Goals:

Wants to avoid having to go through multiple sources to stay updated with the latest in the gaming industry.

## Frustrations:

There are just so many fashion apps for him to shop and some of his outfits are not available in any of these online shops. It would be better to have one place to shop all the time.

## Motivators:



Accessibility



Ease of Use



App Reliability



# Customer Journey



## Customer Journey Map

STAGES	Awareness >	Consideration >	Acquisition >	Service >	Loyalty
STEPS	Find Upcoming Games	Need to choose an app	Subscribes to a plan	Uses the service	Extends service subscription
THINKING	What are the best informative gaming sites/apps on the Market?	<ul style="list-style-type: none"> <li>- Who is the best site/app?</li> <li>- What people prefer?</li> <li>- What are the offerings?</li> <li>- What are the features?</li> </ul>	<ul style="list-style-type: none"> <li>- Is there a discount?</li> <li>- Is there a trial?</li> <li>- Is there a free option</li> <li>- How to pay?</li> <li>- How to cancel the membership?</li> </ul>	<ul style="list-style-type: none"> <li>- How good is the quality?</li> <li>- How good is support?</li> <li>- How easy to track new games?</li> </ul>	<ul style="list-style-type: none"> <li>- Is there going to be more content?</li> <li>- Is there going to be new features?</li> <li>- Will the price change?</li> </ul>
DOING	Wants to start researching	<ul style="list-style-type: none"> <li>- Goes to the website</li> <li>- Searches the web for feedback</li> <li>- Compares features</li> </ul>	<ul style="list-style-type: none"> <li>- Makes decision</li> <li>- Pays for subscription</li> <li>- Starts trial</li> </ul>	<ul style="list-style-type: none"> <li>- Uses the service</li> <li>- Search through games</li> <li>- Builds wishlist of, new games</li> <li>- Tracks new games</li> </ul>	<ul style="list-style-type: none"> <li>- Extends subscription</li> <li>- Recommends the service</li> <li>- Joins the community</li> </ul>
FEELING					
PAIN POINTS	<ul style="list-style-type: none"> <li>- Too many gaming sites/apps</li> <li>- Doesn't know what to choose</li> <li>- Overwhelmed with information</li> </ul>	<ul style="list-style-type: none"> <li>- Doesn't know where to start</li> <li>- Doesn't want to spend a lot of time on research</li> </ul>	<ul style="list-style-type: none"> <li>- Can't pay by BitCoin</li> <li>- The payment process is unclear</li> </ul>	<ul style="list-style-type: none"> <li>- Hard to build wishlist</li> <li>- Hard to find specific games</li> <li>- Not enough content</li> <li>- Buffering issues</li> </ul>	<ul style="list-style-type: none"> <li>- No discounts</li> <li>- Not enough other incentives</li> </ul>
OPPORTUNITIES	<ul style="list-style-type: none"> <li>- Extend marketing channels</li> <li>- Become credible source</li> </ul>	<ul style="list-style-type: none"> <li>- Create positive image of the product</li> <li>- Contextual promo</li> <li>- Decrease frictions for trial opportunities</li> </ul>	<ul style="list-style-type: none"> <li>- Improve payment UX</li> <li>- Support more payments systems</li> </ul>	<ul style="list-style-type: none"> <li>- Improve wishlist UX</li> <li>- Provide better search quality</li> <li>- Increase content discoverability</li> </ul>	<ul style="list-style-type: none"> <li>- Create loyalty programs</li> <li>- Turn users into advocates</li> <li>- Offer partner programmes</li> <li>- Improve discounts model</li> </ul>

I created a customer journey map (or CJM) that visually represents the user's journey when using Glitch App.

# User Story



## Scene 1 .....

Corey is checking out YouTube and comes across a brand new game trailer

## Scene 2 .....

How can Corey keep updated and follow all relevant information released about this game

## Scene 3 .....

How can Corey stay up to date with all the other games that is on his wishlist that are also not released yet?

## Scene 4 .....

Corey discovers the Game Glitch Tracking App in the App store.

# User Story



## Scene 5 .....

After inputting Corey's game preferences the app then showcases all games that might be of interest.

## Scene 6 .....

Corey comes across the game that he initially spotted on YouTube and tracks the game using the Game Glitch Tracking App.

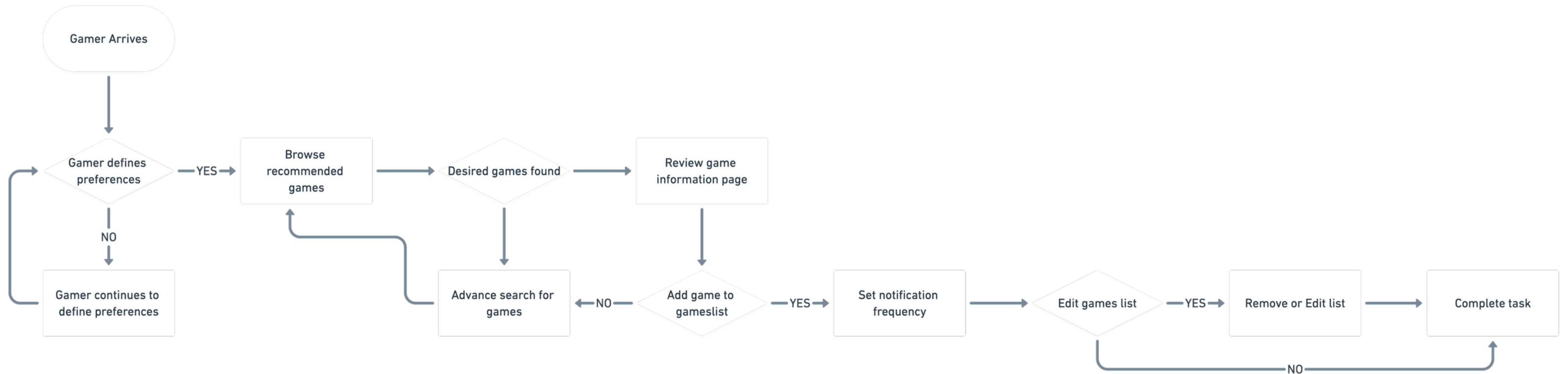
## Scene 7 .....

Leading upto the release date of the game, Corey receives notification about the game.

## Scene 8 .....

Corey skips to the game store to buy new game.

# Userflows



The user flow that I constructed illustrates the main points that a user would navigate through when interacting with the Glitch App. The flow goes from initial registration all the way to add a game to the user's wishlist.

# Color Palette & Typography

## 1 Typography

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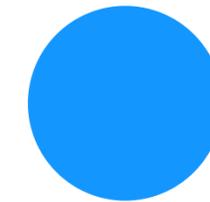
For fonts, we decided to go for SF Pro Display as the primary font then Poppins as the secondary font.

SF Pro Display

## 2 Color Palette

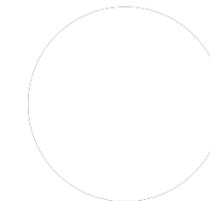
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For color palette, I decided to go for a combination of warm and cool colors.



**#1396fe**

Primary Color



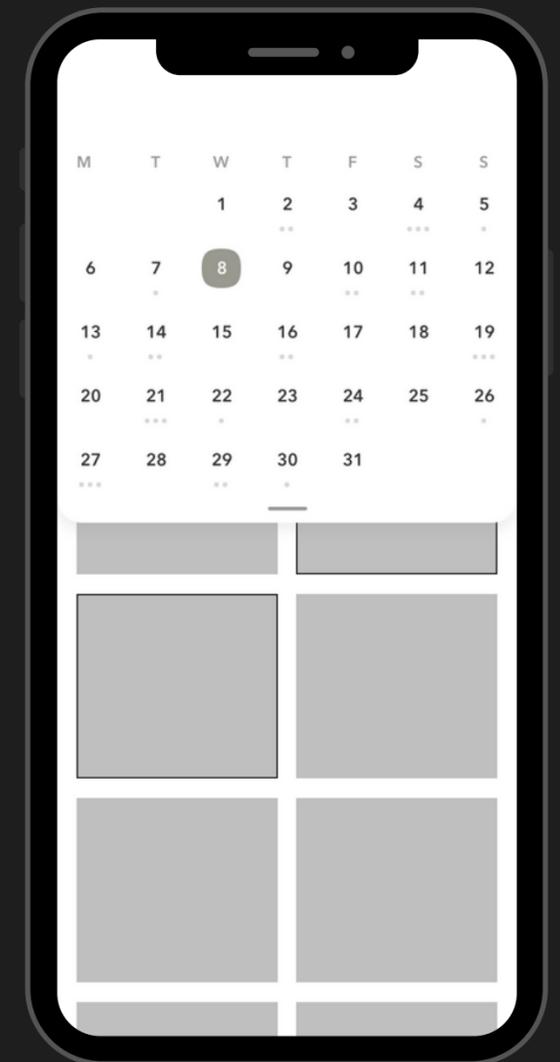
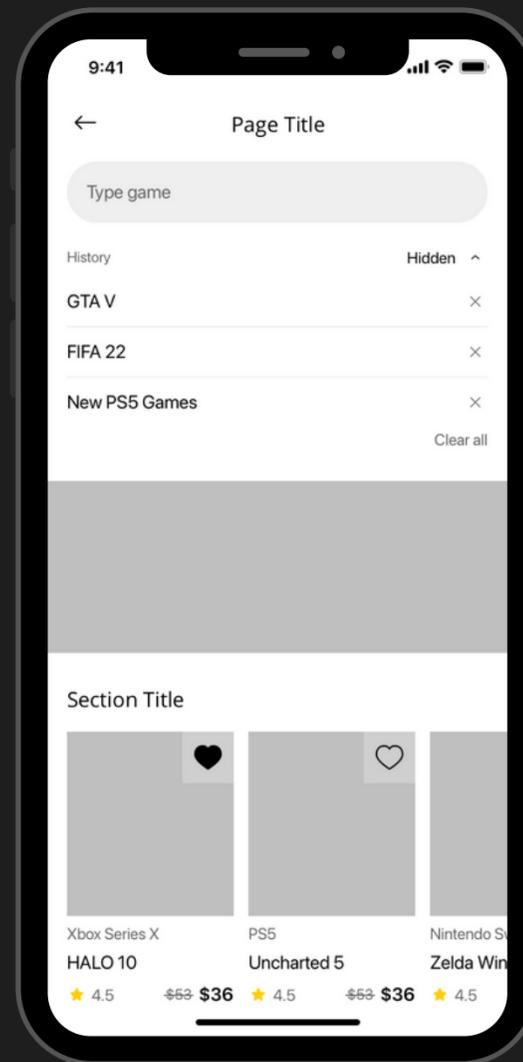
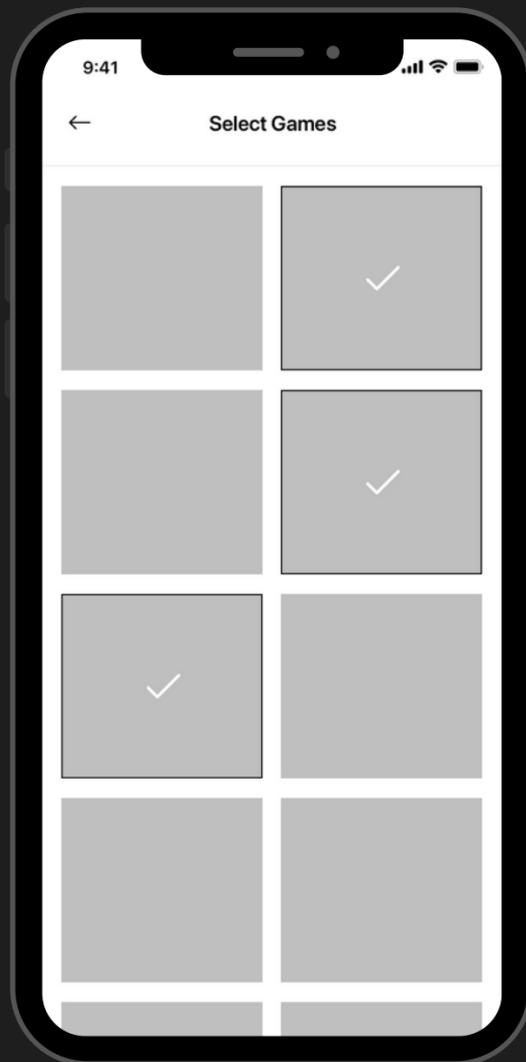
**#FFFFFF**

Secondary Color

# UI mock-ups

Low Fidelity

UX/UI CASE STUDY



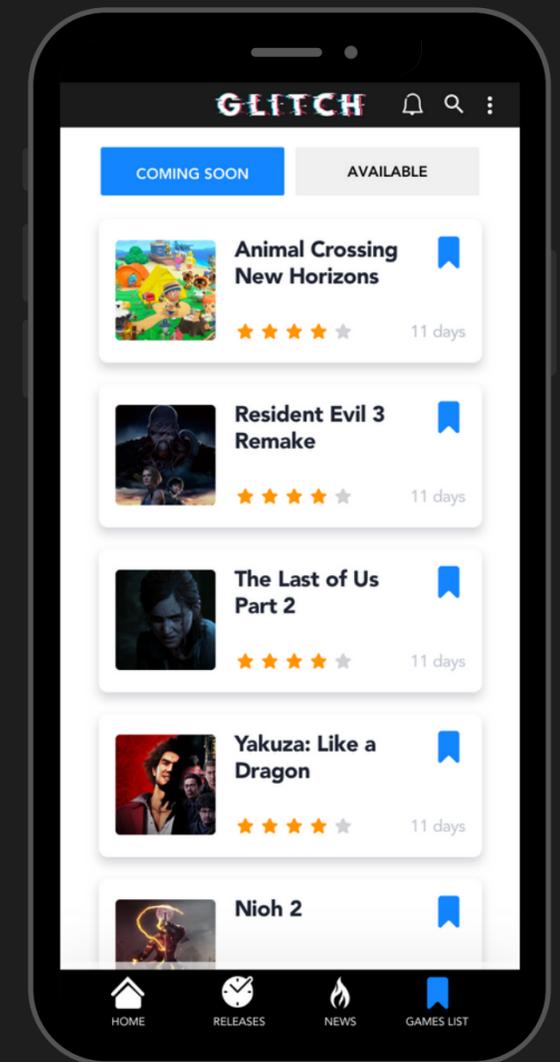
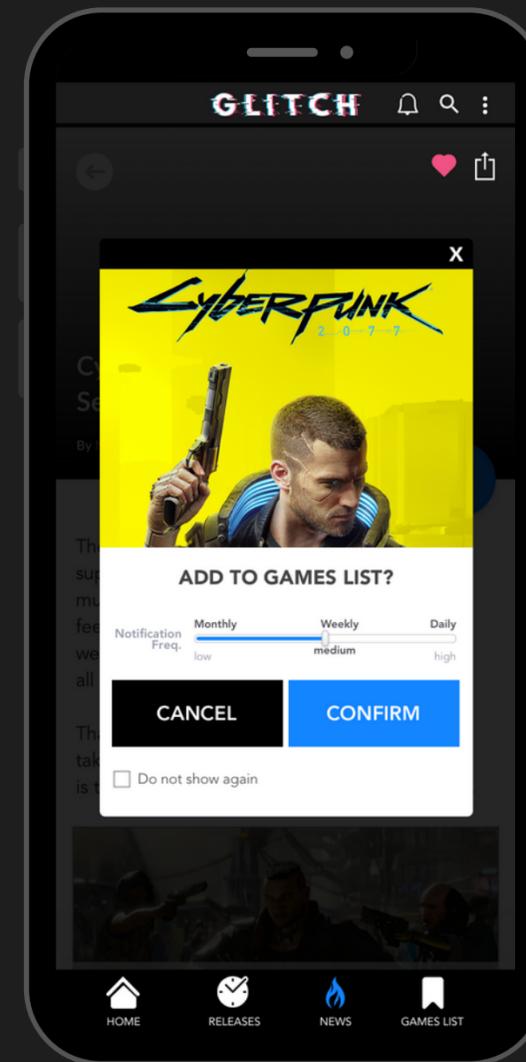
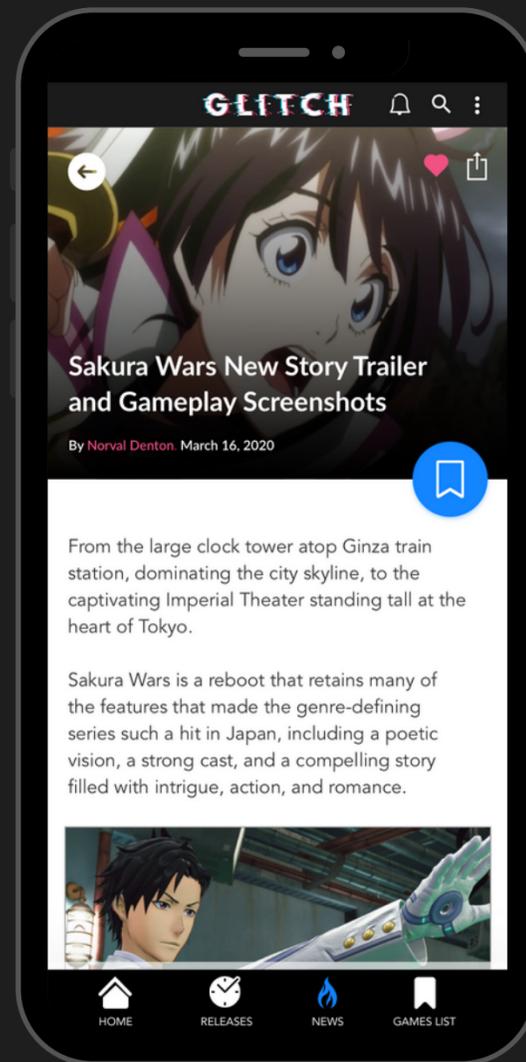
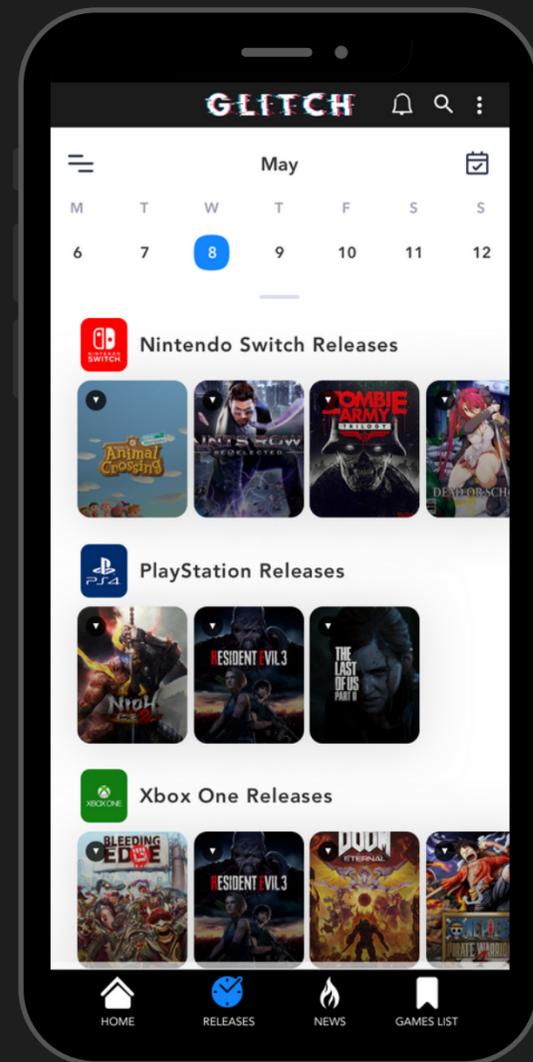
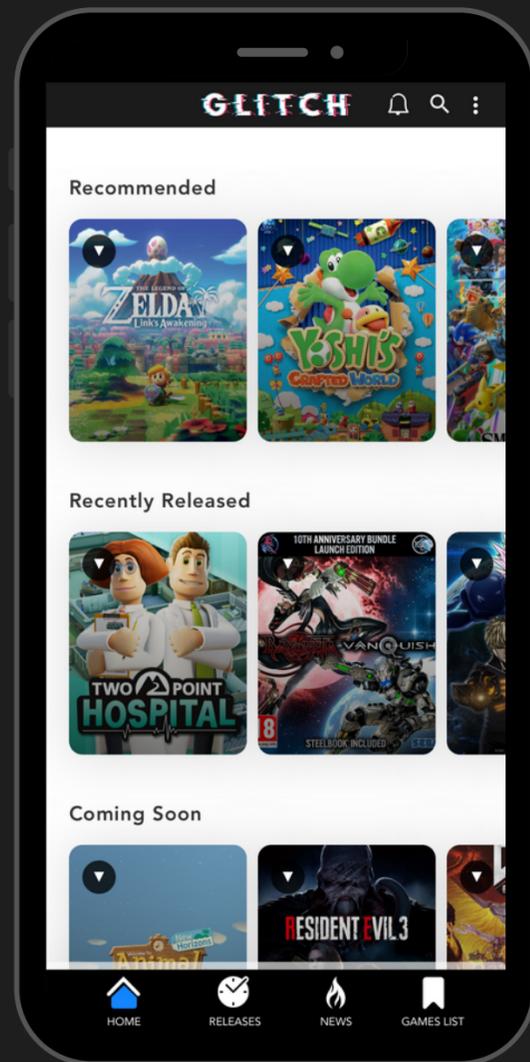
# Usability Testing

Guerilla testing was run on an iPhone device allowing for a more realistic interaction scenario.

We were looking at a pain point that the user came across, any suggestions they could make about the flow of options available.

# UI mock-ups

High Fidelity





# The Conclusion

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The Game Glitch App was such an amazing project to put together. During my user research, I found that the users that I interviewed wanted the ability to easily browse future releases and keep track of the video games that they extremely want. I found that all users that I interviewed were unable to provide a release date of any games.

The Majority of my assumptions were confirmed through the user research as I felt that there was a lack of knowledge regarding the release of new and upcoming games. This allowed me to start the process of designing this app. I look forward to making this application a reality as I believe that with this kind of new product in the market, we can improve our user's experience even better.

**THANKS FOR VIEWING!**