



HCI - GAME JAM APP

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GAME JAM APP SPECS

- User group-Game jammers, Jam admins, Others
- Required features:
- Search locations,
- Login/Register,
- Add/Edit/Browse Locations,
- Add/Edit/Browse Media,
- Search/Browse old games,
- Share to social media,
- 1 idea of our choosing,
- Gamification

USABILITY GOALS

1. Simple Navigation:

- The user should be able to search for old game jams quickly.
- The user should be able to register for new game jams easily.
- Linking the app to the user's social media should be a convenient part of the overall process.

2. Clear & Concise Content

- Good design will guide the user through the easiest process to find nearby game jams.
- The user must find it easy to recall the user interface and intuitively know how to use it on subsequent visits.
- The user interface will be relatively error free when used.

3. Minimizing the Number of Steps:

- Measuring usability will be done throughout the development process, from wireframes to prototypes to the final deliverable.
- The user's performance and concerns will be analyzed as early as possible.

UX GOALS

- UX goals take into account the users' limitations. Color blind or dyslexic users will still be guaranteed a fully user-friendly experience.
- Clear action buttons will be defined to ensure the users priority needs are met.
- The buttons should be easily visible and approachable.
- The information to be downloaded on the go will be limited to: Fonts and images. Video will be optimized for mobile consumption.
- Battery consumption will be taken into account as background services such as location detection will not be necessary all the time.
- The app sets out to make the user feel content about visiting game jam events.
- The app aims to evoke motivation through the gamification of filling out the profile.
- Instant gratification through gamification comes with the intention of raising the user-developer trust factor.
- The business goals aim to give the company a credible and authentic application for game jam enthusiasts.

DESIGN GUIDELINES:

- Follow best practice guidelines for designing contemporary apps for modern phones such as Apple's guidelines for apps for [iPhone 8 and X/S](#), [Google Material design](#), [Responsive design](#)
- Use [familiar icons](#) that users of varying skillsets wouldn't have trouble recognizing
- Be inclusive of a broad range of users, such as ones with [disabilities](#)
- Use color scheme and design that won't be problematic for [color blind users](#) (avoid use of colors alone to display important info, avoid certain color schemes that most color blind people mix up)
- Use techniques to minimize problematic situations for [dyslexic users](#) (don't use pure white backgrounds, use of easily readable sans serif typography across the whole app, don't use justify)
- Make the app slower for people with [developmental disabilities](#) such as Down syndrome (no fast scrolling text, be aware of limitations in short term memory and cognition, clearly identifiable icons)

EARLY SKETCHES OF THE PAGES



GAMIFICATION OF
PROFILE EDITING

PROFILE PAGE



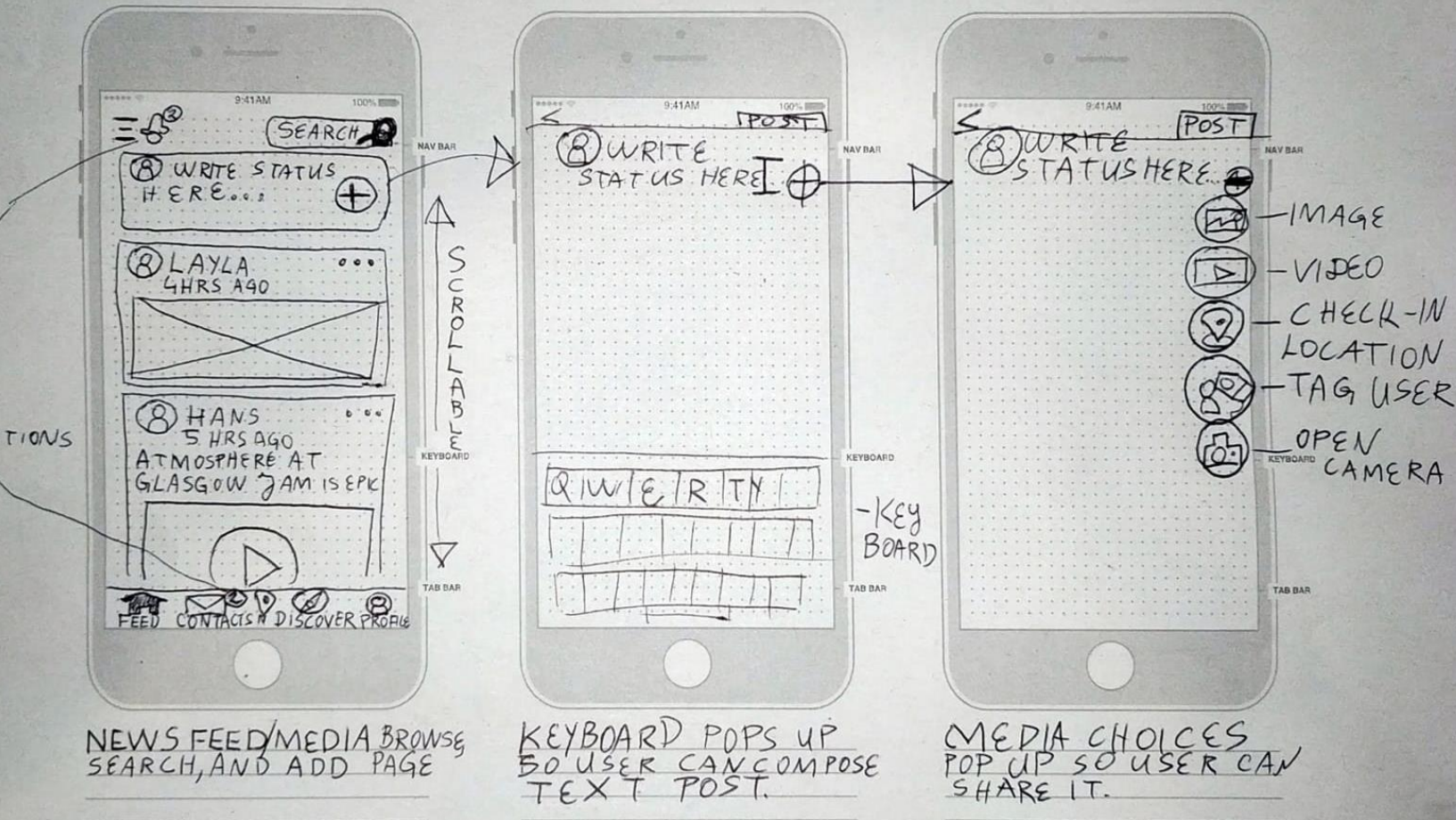
SEARCH/BROWSE
ADD LOCATIONS

FEED - SCROLL
THROUGH

1. Profile page with gamification elements.
 2. Further gamification of profile page elements.
 3. Browsable and searchable discover page with simple filters and a search bar above the media/posts. Hamburger menu for advanced filters.
 4. Feed page akin to social media ones that the user might be familiar with, such as Facebook and Twitter. Media/text post sharing function up top.
- Icons in the tab bar have been slightly revamped in further versions.
 - Designs were made without colour to focus on usability, spacing, sizes, laying out elements, interactions, and flows

GAME JAM APP

FEED SCREEN (HOME SCREEN)

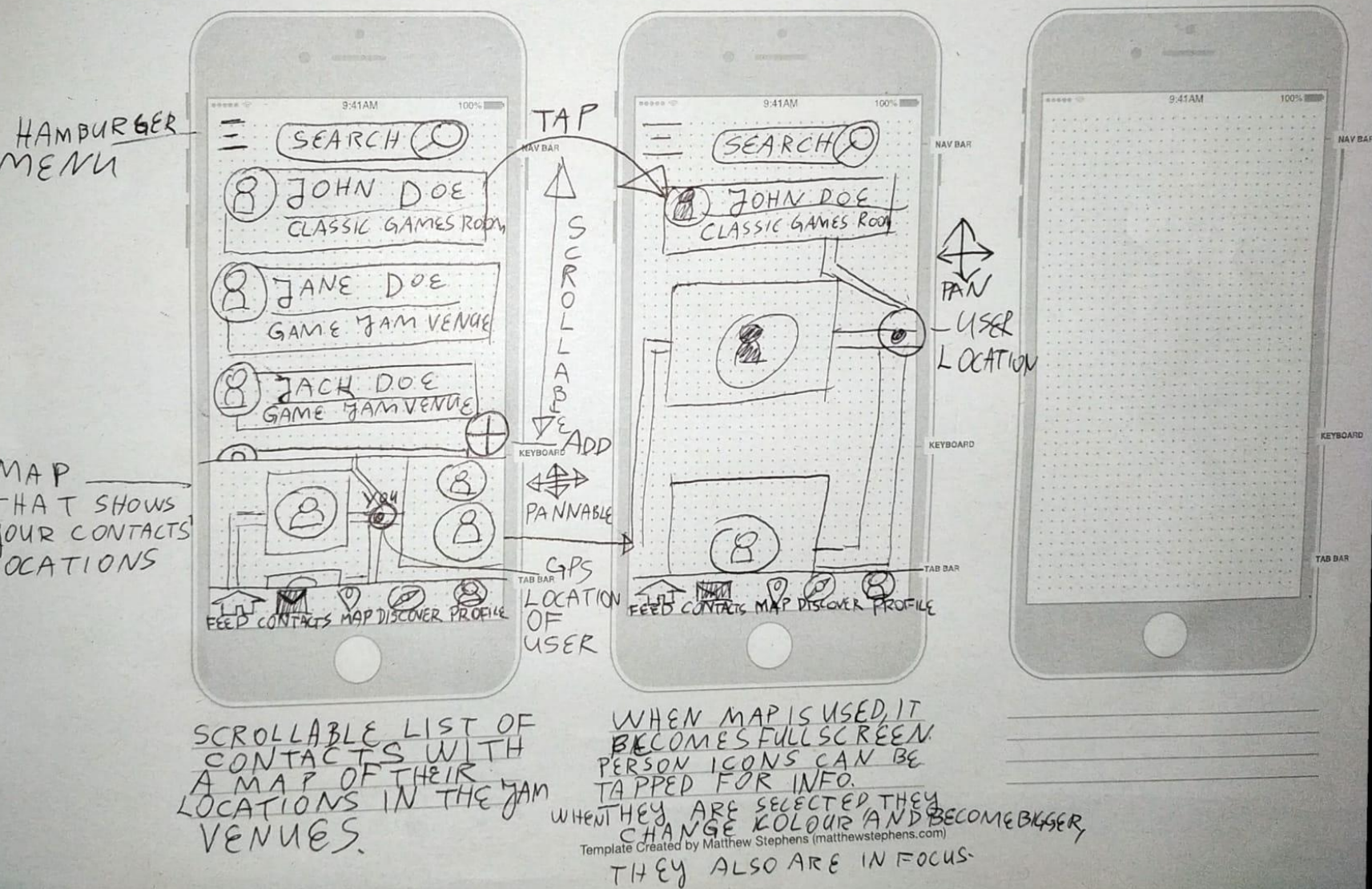


Template Created by Matthew Stephens (matthewstephens.com)

FEED/HOME PAGE

1. feed page that is scrollable, has post feature up top, search feature
2. when user taps on post feature, a keyboard comes up so they can compose a text post.
3. tapping the + icon opens up a range of media options the user can upload in their post-image, video, location check-in, tag contact, take picture with camera

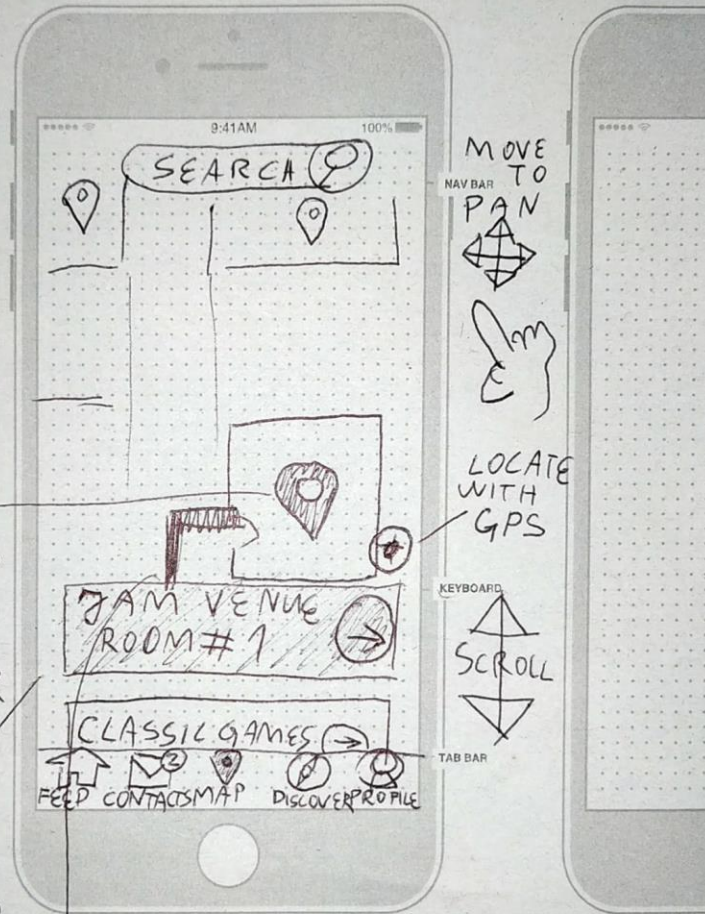
GAME JAM APP CONTACTS PAGE



CONTACTS PAGE

1. scrollable list of contacts like in most contacts apps on phones. Pannable map with venue locations of the contacts. Search feature up top, hamburger menu for filtering options. GPS location of user is visible.
 2. Tapping on the desired user makes the pannable map pop up and highlights the selected user. GPS location of user is visible
- The notifications in the circle in the corner of the contacts icon disappear because it doesn't need to draw the users attention to it anymore.

GAME JAM APP LOCATION SCREEN



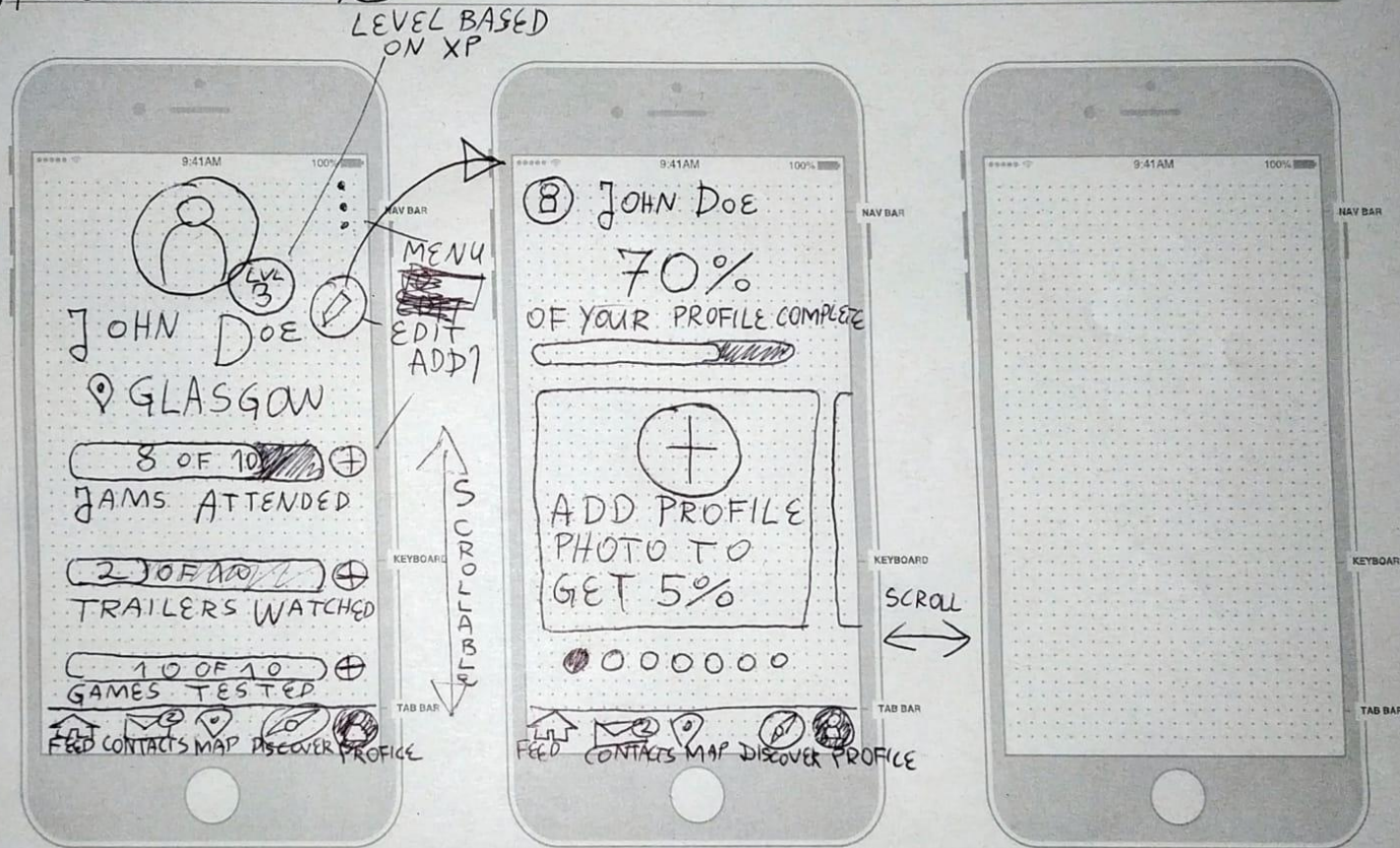
Template Created by Mat

LOCATION PAGE

1. Pannable map with search feature up top. On the lower part of the screen, a scrollable list of venues/locations is available. Selecting one of the venues by tapping on it will show the path on the map like in maps software that the user might be already familiar with such as Google Maps, Waze or Apple Maps.
- The icon for this page is in the centre of the screen to draw attention to it.

GAME JAM APP

⑧ PROFILE PAGE



PROFILE PAGE IS GAMIFIED. ADDING THINGS SUCH AS ATTENDING JAMS OR WATCHING OTHER JAMMERS' TRAILERS ADDS XP POINTS AND FILLS THE BARS, GIVING THE USER A SENSE OF COMPLETIONISM AS SEEN IN MANY RPG GAMES

COMPLETING THE PROFILE IS INCENTIVIZED BY GAMIFYING THIS USUALLY TEDIOUS PROCESS. CONTEMPORARY CARD BASED DESIGN IS USED AND SCROLLABLE.

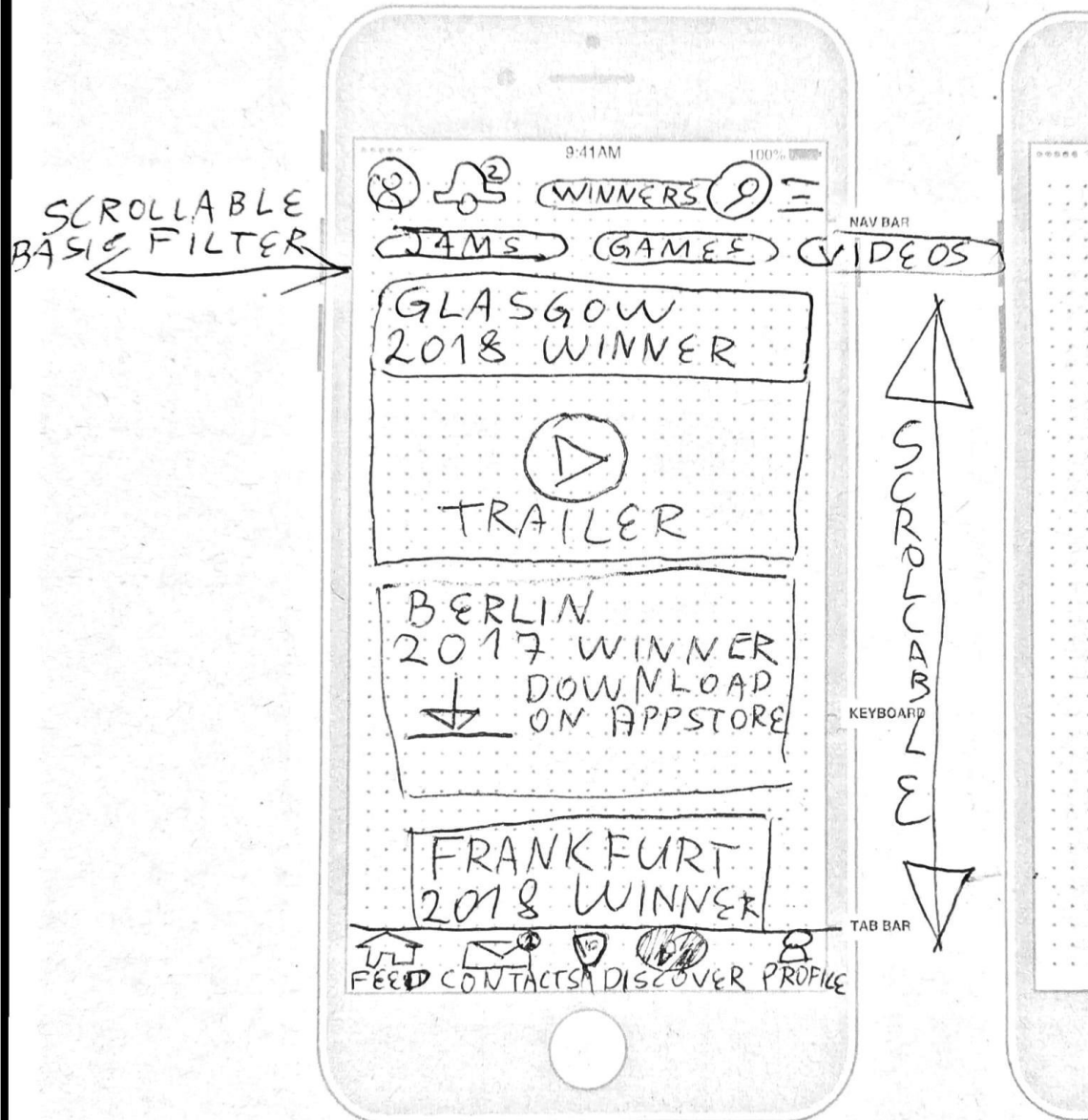
Template Created by Matthew Stephens (matthewstephens.com)

PROFILE PAGE

1. Profile page of the user. Gamification was used to incentivise interaction. Users gain xp which counts to their level (seen on the right side of the picture, in this case level 3) Tapping + button increments the progress bar and adds xp. Scrollable list of progress bars for a plethora of interactions.
2. Tapping on the edit profile button opens up a gamified info fill section. This usually labourious process is gamified using a modern card based design that it horizontally scrollable. Adding info adds to the progress bar and gives the user xp.

GAME JAM APP

① DISCOVER PAGE



DISCOVER PAGE

- 1- Scrollable list of media. Above that the basic filters can be selected such as Jams, Games, Videos, Locations, etc. Search feature up top. Hamburger menu up top with more advanced filters.

PERSONAE

Jane Doe



⚙️ Hardcore Gamer

📅 20 years old

📍 United Kingdom

⚙️ Advanced User

📁 Streamer

Back Story:

- Plays games competitively
- Streams games to fans
- Organizing a meet n greet at the jam

Motivations:

- Wants to meet fans of her stream at the Game Jam

Frustrations:

- Thinks she will get lost at the venue since it is rather big

Their ideal experience:

- To use the app to easily orient herself
- To post media for her fans
- To browse games

Erik Schmidt



⚙️ Hardcore Gamer

📅 27 years old

📍 Germany

⚙️ Tech Expert

📁 Tech Support

Back Story:

- RPG Games
- Instant gratification in games
- Colour blind

Motivations:

- Wants to meet new people to make games with them

Frustrations:

- Impatient, doesn't like to wait
- Dislikes apps that ignore colour blind users

Their ideal experience:

- To use the app without it bugging out
- To quickly find nearby places quickly
- To use app without colour blind problems

Jada Smith



⚙️ Novice Gamer

📅 52 years old

📍 Canada

⚙️ Novice User

📁 HR Manager

Back Story:

- Single mother
- Plays casual games with kids
- Dyslexic

Motivations:

- Accompanying her young kids at the jam

Frustrations:

- Dislikes apps that ignore dyslexic users

Their ideal experience:

- To use the app without dyslexic problems
- To quickly find nearby places quickly

Li Wei Chan



⚙️ Novice Gamer

📅 37 years old

📍 United States

⚙️ Novice User

📁 Sales Executive

Back Story:

- Casual Gamer
- Instant gratification in games
- Colour blind

Motivations:

- Wants to meet new people to make games with them

Frustrations:

- Impatient, doesn't like to wait
- Dislikes apps that ignore colour blind users

Their ideal experience:

- To use the app without it bugging out
- To quickly find nearby places quickly
- To use app without colour blind problems

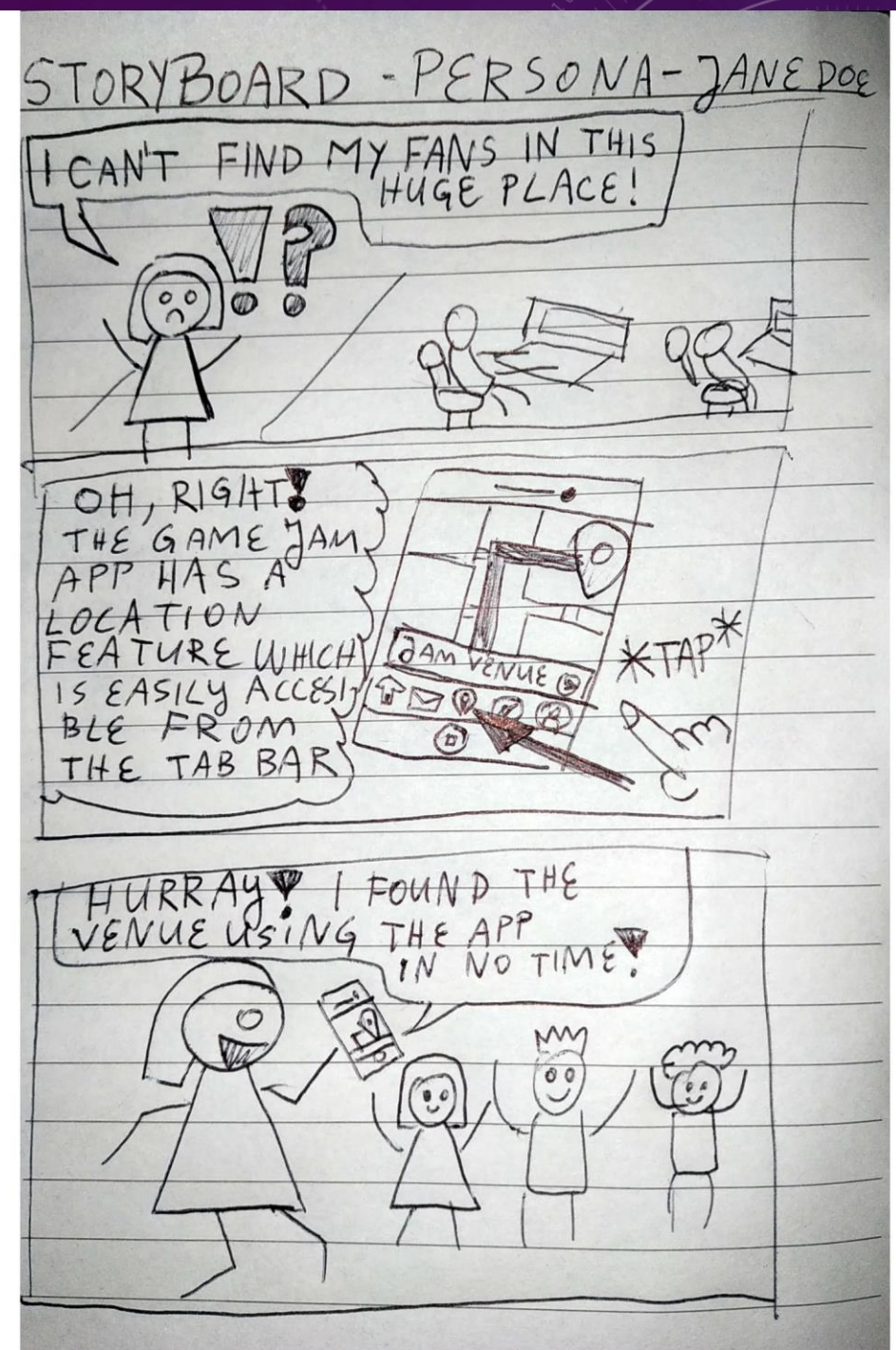
SCENARIO 1

Mrs. Jada is unsure as to what her kids are up to and is annoyed by all the hype about the game jam. She is accompanying her kids but is hesitant at first. Good thing she is easily able to check the game jam app and find trailers of old games effortlessly. She admires the dyslexia friendly UI and is quickly able to see the jams from a different perspective. Now she can understand the kids better. This helps her improve important aspects of her job as a HR Manager such as people skills.

SCENARIO 2

Jane Doe finds herself lost at a crowded game jam event. She is looking to connect with her fans but can't find a way to the venue point. She is rethinking her travel plans and if visiting the game jam was even worthwhile. Checking the game jam app's geo location feature she follows the recommended path and manages to find the venue without any further problems. This helps her stay stress free and post social media updates with her fans with no hassle. She is so convinced, she has started planning a near future trip to another game jam event via the app already.

STORYBOARDS



REFERENCES

- General UX guidelines:
- <https://developer.apple.com/videos/play/tech-talks/801/>
- <https://theblog.adobe.com/designing-apps-iphone-x-every-ux-designer-needs-know-apples-latest-device/>.
- <https://medium.com/devsdesign/4-reasons-why-you-should-design-without-color-first-c0e38180f689>
- Usability and accessibility:
- <https://usabilla.com/blog/how-to-design-for-color-blindness/>
- <https://www.w3.org/WAI/fundamentals/accessibility-principles/>
- <https://www.w3.org/WAI/people-use-web/user-stories/>
- <http://uxmovement.com/content/6-surprising-bad-practices-that-hurt-dyslexic-users/>
- <https://uxdesign.cc/designing-for-accessibility-is-not-that-hard-c04cc4779d94>
- <https://medium.com/salesforce-ux/7-things-every-designer-needs-to-know-about-accessibility-64f105f0881b>
- <https://a11yproject.com/posts/understanding-colourblindness/>
- <https://www.interaction-design.org/literature/article/key-question-in-user-experience-design-usability-vs-desirability>
- <https://www.interaction-design.org/literature/article/an-introduction-to-usability>
- <https://www.interaction-design.org/literature/topics/usability>