

SlamJam

Stockinger Christian

Project overview



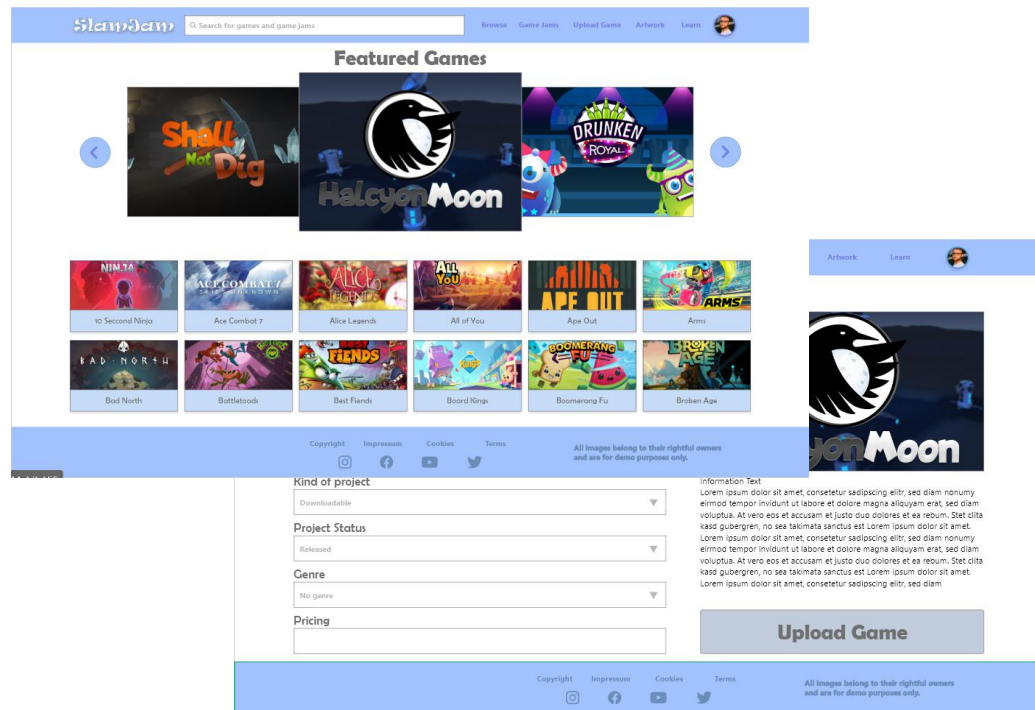
The product:

SlamJam is Designed to be an Website where you can Upload and Rate games for an game converence.



Project duration:

January 2022



Project overview



The problem:

Participants at the game conference wanted to be able to submit own games. They find it difficult to rate other games with the current Categories.



The goal:

Design a website for an Game Convergence that lets people submit Games and rate them by various Topics.

Project overview



My role:

UX designer designing a website for SlamJam from conception to delivery.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted interviews and created empathy maps to understand the users i'm designing for and their needs. A primary user group identified through research was busy people with jobs who don't always have the time to ready complex categorys and raiting systems.

This user group confirmed initial assumptions of what is expected of a simple to use website, but research also revealed that the raiting was not the only factor limiting users experience. Other user problems included not having everything the converence delivers at one page.

User research: pain points

1

Intuitive Navigation

Most People wanted an intuitive Navigation because they got lost in previous Websites.

2

Less options

When ratings they are usually very limited and unclear options.

3

Confusing Process

Some websites have a very confusing and long process when rating a Game.

Persona: Simon Lange

Problem statement:

Simon is an Busy Software Developer who needs an Intuitive website navigation and rating system because he wants to submit his game to the game convention.



Simon Lange

Age: 26

Education: Bachelor Degree

Hometown: Ratisbon

Family: Single

Occupation: Game Developer

“Game Jams are a way to develop my skills further”

Goals

- Submit and Rate other games at the Game convention
- Less cluttered rating system
- Fair and easy to understand ratings

Frustrations

- „I struggle understand what some of the rating categories means“
- „Sometimes its hard to Submit my games to the convention“

Simon is an 26-year-old Software Developer and hobby Game Developer. He is working at an larger Software Company at the daytime and develops his own games in his free Time.

They are frustraded with the submitting experience at the game conventions, because its unclear what he needs to submit and until witch date.

They also feel disappointed by the current rating system because its not clear what the rating means and at criterion to look at in order to fill out the right category.

User journey map

I created a user journey map of Simon to help identify possible pain points and improvement opportunities.

Persona: Simon Lange

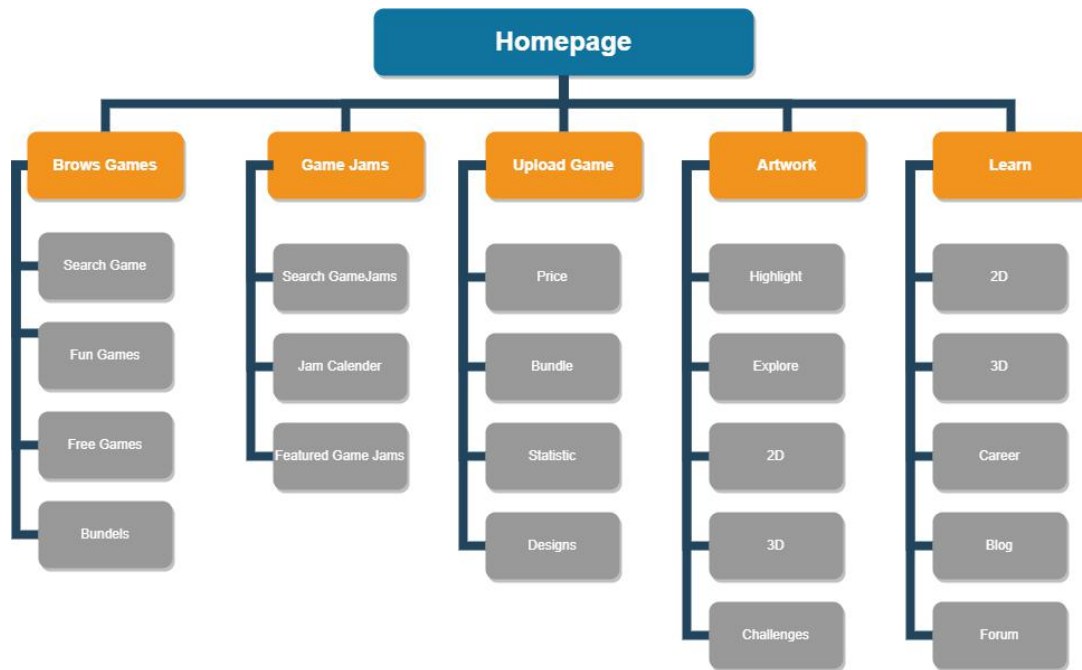
Goal: Submit his game to the game convergence

ACTION	Browse the entred Games	Chouse a game to rate	Rate the Game	Submit Game	View Winners
TASK LIST	Tasks A. Browse new entrys B. Sort entrys after rating C. Search for spesific Game	Tasks A. Scroll through the entrys B. Select an game to rate C. Click on the game	Tasks A. Select the rating B. Click on „rate“	Tasks A. Select “Enter game” B. Enter game infos C. Click “Submit game”	Tasks A. Receive winning notification B. Select “Show Winner”
FEELING ADJECTIVE	Eager impressed	Excited	Enthusiastic Curious	Enthusiastic Curious	Excited Satisfied Relieved
IMPROVEMENT OPPORTUNITIES	Ability to select multiple categorys to filter at once	Easier way to find an entry	Comment section	Provide a sample of what you should write as an description	Quick overview of all Rating Categories

Sitemap

Difficulty with website navigation was a primary pain point for users, so I used that knowledge to create a sitemap.

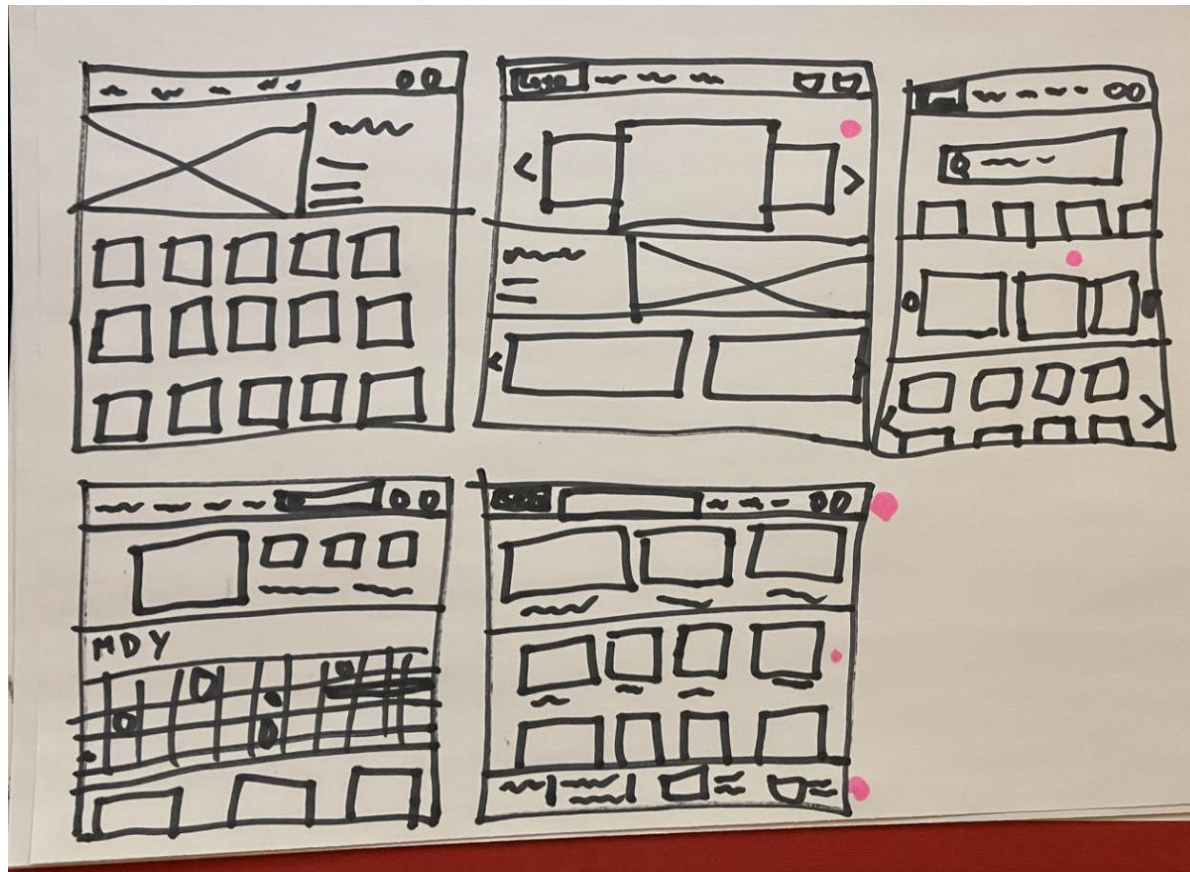
My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I chose was designed to make things simple and easy.



Paper wireframes

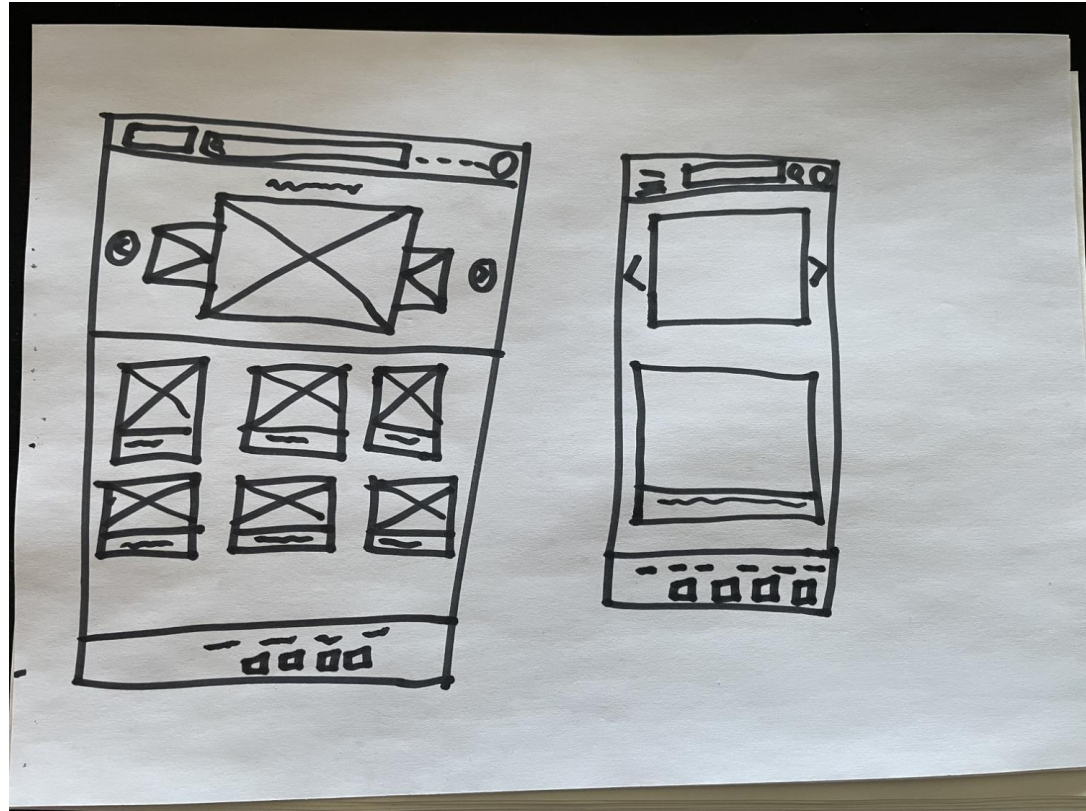
After defining the website structure, I started sketching some paper wireframes in order to create a first approach to the interface elements.

In mind I had the idea of an Carousel to showcase some of the popular Games.



Paper wireframe screen size variation(s)

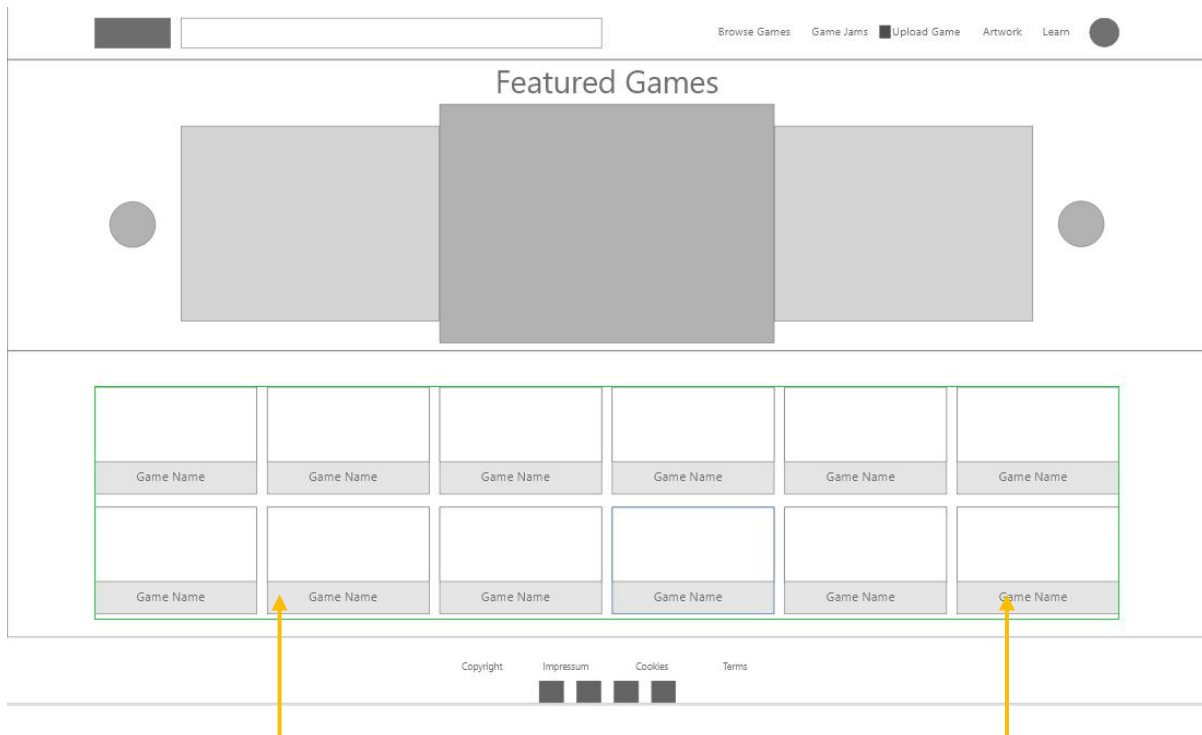
Since the game convention is targeting new users under young age groups and the demand, nowadays, is for responsive websites I started to plan how the layout would adapt to multiple screens using a grid paper to guide the process.



Digital wireframes

Moving from paper to digital wireframes makes it easy to understand how the redesign could help address user pain points and improve the user experience.

Prioritizing visibility of Games element placement on the home page was a key part of my strategy.



Description of the element and its benefit to the user

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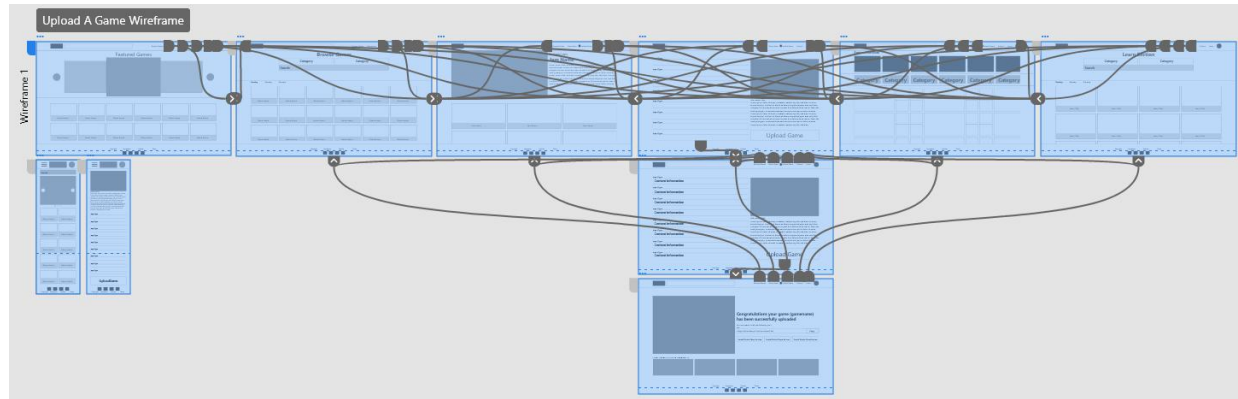
Digital wireframe screen size variation(s)

In order to work with a smaller screen, I took the menu list and placed a flyout hamburger menu instead. The logo moved to the center in order to accommodate the menu button.



Low-fidelity prototype

I connected all the screens to create a simulation of the booking process and test with participants in a usability study.



[Lofi Prototype](#)

Usability study: parameters



Study type:

Unmoderated usability study



Location:

Germany, remote



Participants:

5 participants



Length:

10-20 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Upload Game Button

Many users showed that the Upload Game button should be grayed out if they didnt fill out all required Informations.

2

Search Mobile

Many users showed that the search bar on mobile phones was not good to use.

3

Inputs

Some users showed confusion about what they need to type in during the Game Upload Progress.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Based on insights from the usability study I grayed out the Upload Game button if the Formular was not completly filled out.

Before usability study

The mockup shows a form with several input fields, a text area, and a dropdown menu. The 'Upload Game' button is prominent and active. The form is titled 'Slamdan' and includes a search bar and navigation links.

After usability study

The mockup shows the same form as before, but the 'Upload Game' button is now grayed out. The form is titled 'Slamdan' and includes a search bar and navigation links. The 'Upload Game' button is now disabled.

Mockups

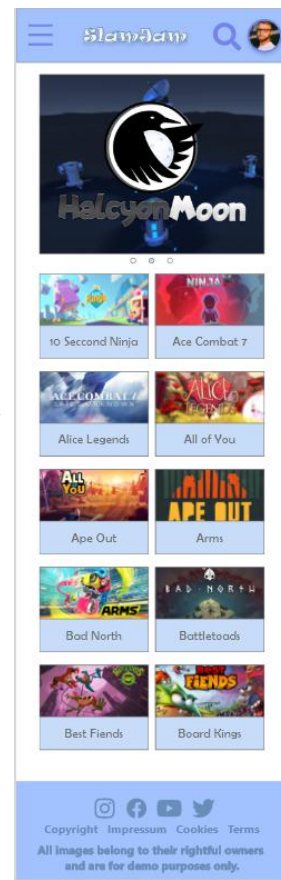
With the Mobile Version of the Design some users reported that they had difficulties to use the Search function.

In this regard changes were made to the mobile versions and an icon with the search function was implemented with triggers and search popup.

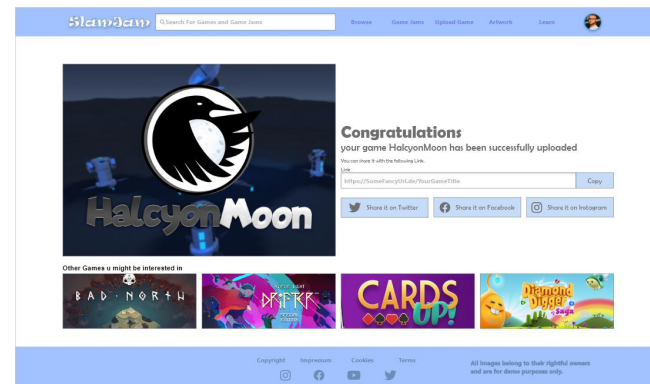
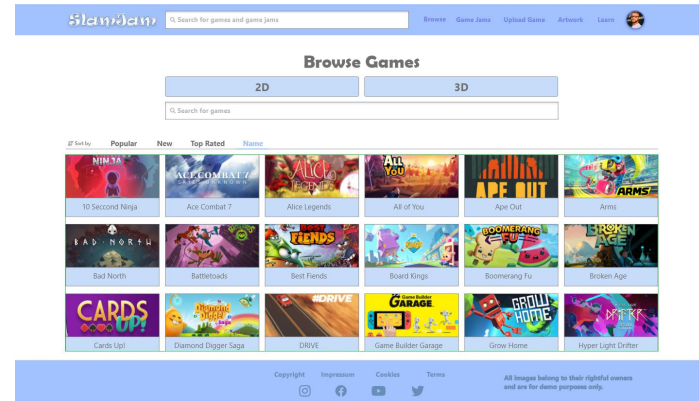
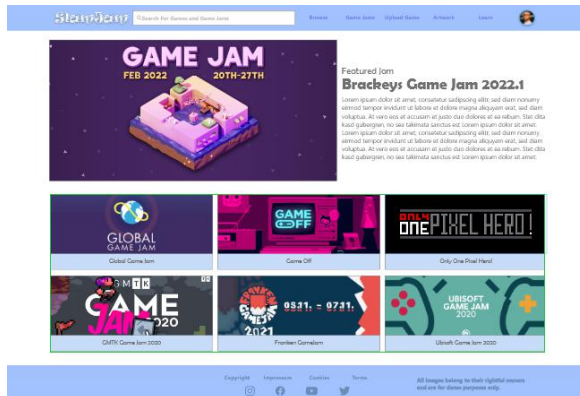
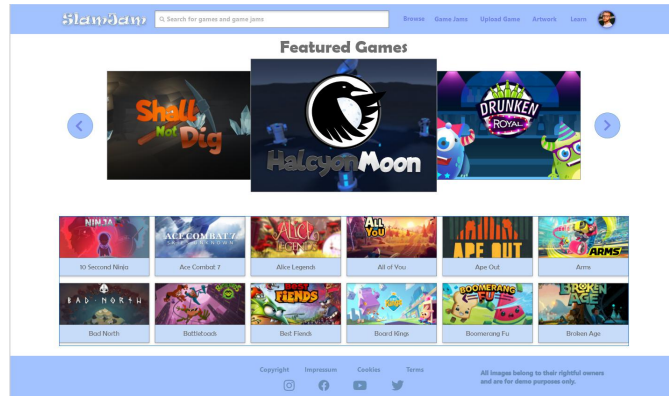
Before usability study



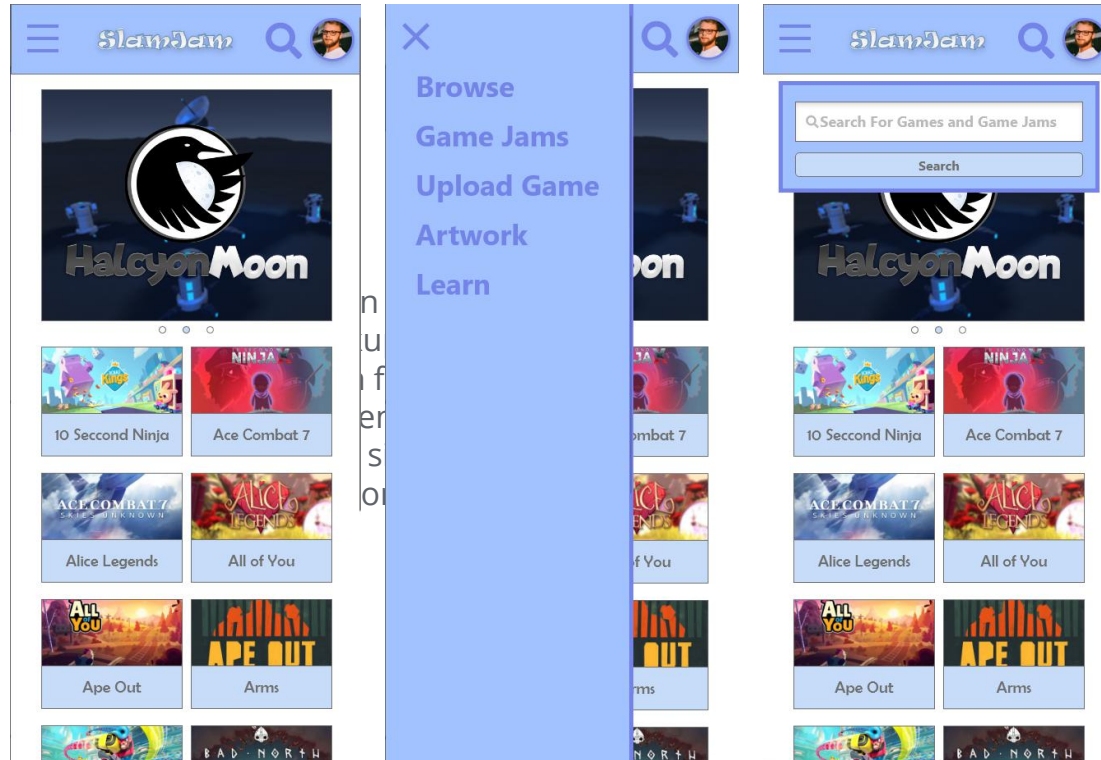
After usability study



Mockups: Original screen size



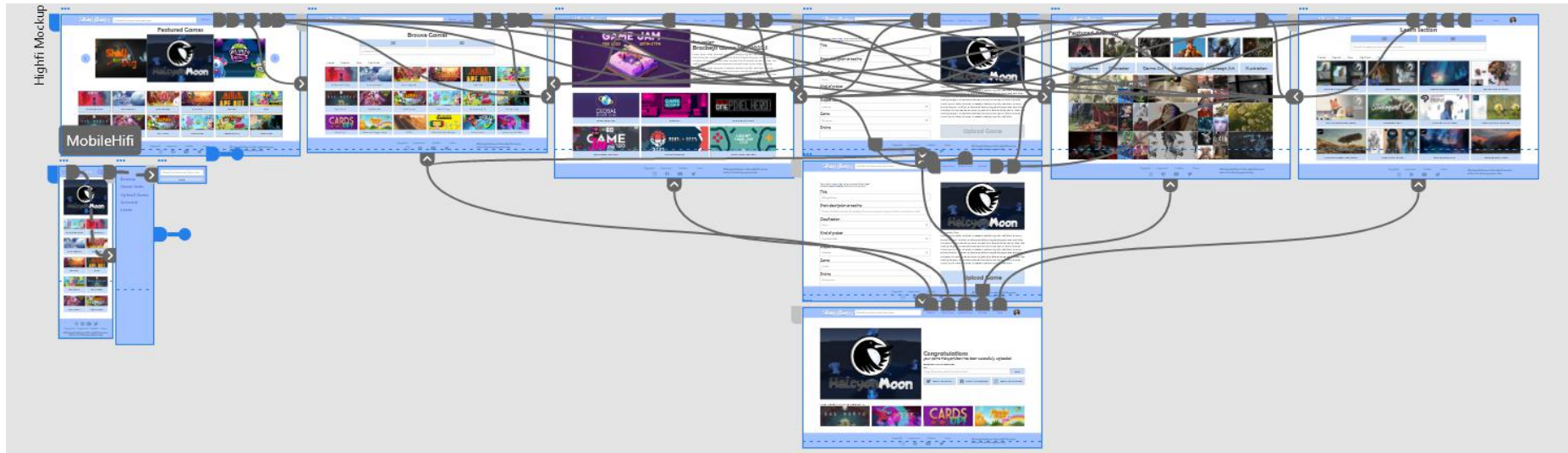
Mockups: Screen size variations



High-fidelity prototype

This high-fidelity prototype followed the same flow as the previous one. Some alterations were made regarding the feedback from the participants in the usability test 1

Hifi-Prototype



Accessibility considerations

1

Regarding readability, I used heading with different size text for visual hierarchy.

2

Using Categories to filter the Content of the Page

3

Implementing an easy methode to share the uploaded game.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Participants gave a positive feedback about how easy was to engage in the game convergence from the beginning.



What I learned:

This was my first time in Adobe XD after working a couple weeks in Figma, at the start it was challenging but later in the progress i was like using the same toolbox but with a bit different wrenches.

Next steps

1

Conduct another round of usability studies to validate whether the pain points the users experienced have been effectively addressed.

2

Design more features the user wants to better interact with the Game Convergence. Like Award Nominations and live Streams.

3

Iterate on the design based in the usability test feedback.

Let's connect!



Thank you for reviewing my work on the responsive website for the game converence :)
If you would like to get in touch I'll share my Linkedin profile below.

[Lets connect!](#)