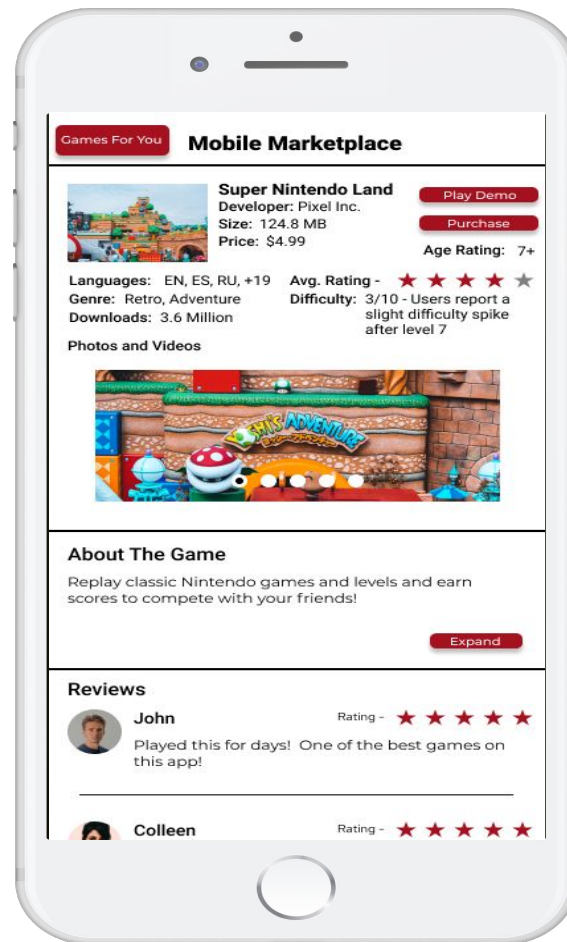# Mobile Marketplace

Tyler Maselek

Project overview

The product:

Mobile Marketplace is an app that allows users to play demos of games before making purchases. Users can see customer reviews along with information on the difficulty of games to make an informed purchase.

Project duration:

August 2021 - December 2021

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Project overview

The problem:

Mobile gamers buy games that they later regret and wish they could have tested them first.

The goal:

Allow users to test games first while giving them as much information as possible to allow them to make informed purchases.

Project overview

My role:

UX Designer from conception to delivery.

Responsibilities:

Conduct interviews, wireframing, low and high-fidelity prototyping, conduct usability studies, accessibility accountability, and design iteration.

Google

Understanding the user

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

Google

User research: summary

I conducted interviews and created personas to better understand user issues. A primary user group that I identified were younger working adults that play mobile games for around an hour per day. This user group brought up similar pain points regarding purchases they've made and information they wish was available.

User research: pain points

1

Regrets

Users regret making purchases and prevents them from making potential future purchases

2

Testing

No app allows users to test games before purchasing

3

Information

Users want information on downloads, reviews, and difficulty to make the most informed purchase

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Persona: **Mark**

Problem statement:

Mark is a mobile gamer who needs to test games before purchasing because he doesn't want to spend money on game that he doesn't like in the long run.

"I feel like buying games should be like buying a car. You want to test drive them first."

Mark

Age: 24
Education: Associate's Degree
Hometown: Springfield, MA
Family: Single, lives alone
Occupation: Warehouse Associate

Goals
- Find a new online mobile game that they enjoy
- Play demos of games first to find one without having to worry about an upfront cost.

Frustrations
- "Unresponsive controls immediately make me stop playing"
- "Not having instructions or tutorials make me unsure of how to play"

Mark enjoys playing multiplayer games in the strategy genre. He plays for a couple hours a day and has spent money on microtransactions. He wants to find a new game but doesn't want to find out that the controls are clunky and to feel lost while playing it. He wants to be able to play demos of games first before having to spend any money.

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User journey map

Mapping Mark's user journey allowed me to get an idea of how users will navigate the app

Persona: Mark

Goal: Find an app to play demos of games

ACTION	Download App	Enter User Info	Browse Games	Choose Games to Play	Download
TASK LIST	A. Go to the app store B. Search for the app in the search box C. Download the app	A. Enter basic personal info B. Specify which genres they enjoy C. Specify what games they have played	A. Get recommendations based on which genres they like B. Browse games via genre or most popular	A. Select a game B. Play the game for a set amount of time by the app C. Continuing browsing games to play	A. Select the download button B. Wait for the game to install C. Open the full version of the game and begin playing
FEELING ADJECTIVE	Excited to start trials of new games Annoyed that they can't find the app	Dissatisfied that the account creation takes so long	Happy to have games recommended to them	Frustrated that the game is limited by a set amount of time	Glad to have found a new game to play Annoyed that they need to re-do the tutorial
IMPROVEMENT OPPORTUNITIES	Run ads on the app store for users to find the app quicker	Allow users to play on a "Guest" account Allow voice commands for account creation	Add rating system	Allow users to pause the timer when they aren't playing	Add an option for users to skip the tutorial

Google

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

My goal for the paper wireframes was to try and fit as many elements as possible while keeping the spacing big enough to try to make the screen not look too busy. I added the Games For You section to be immediately visible so that users get to see games that best fit their interests.
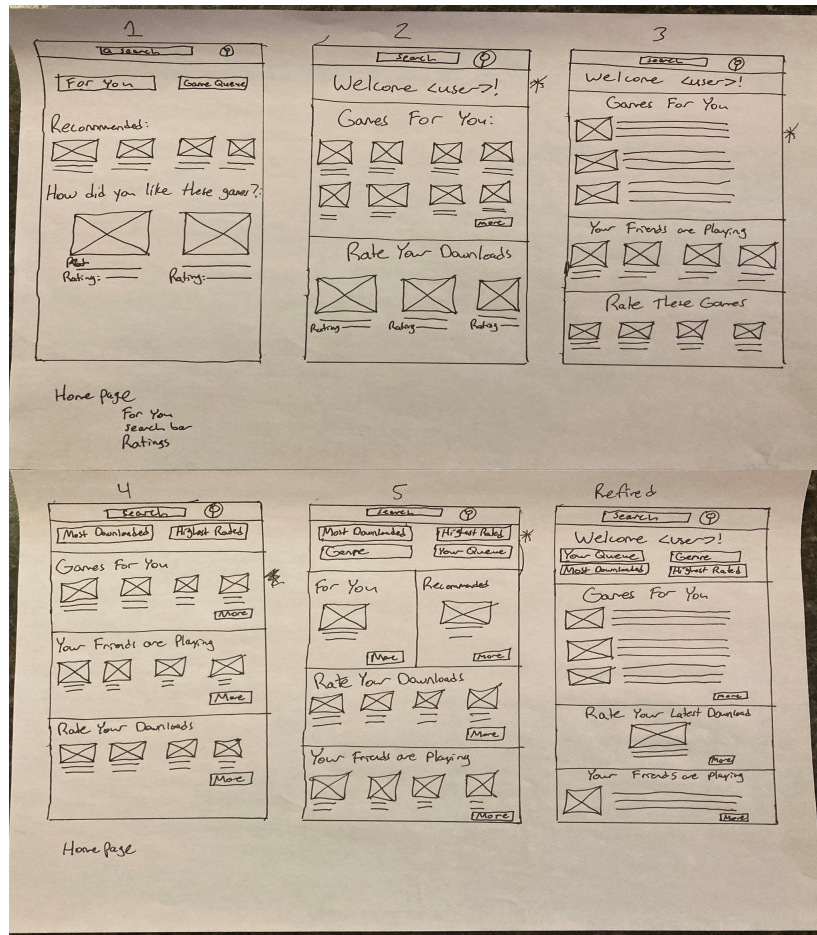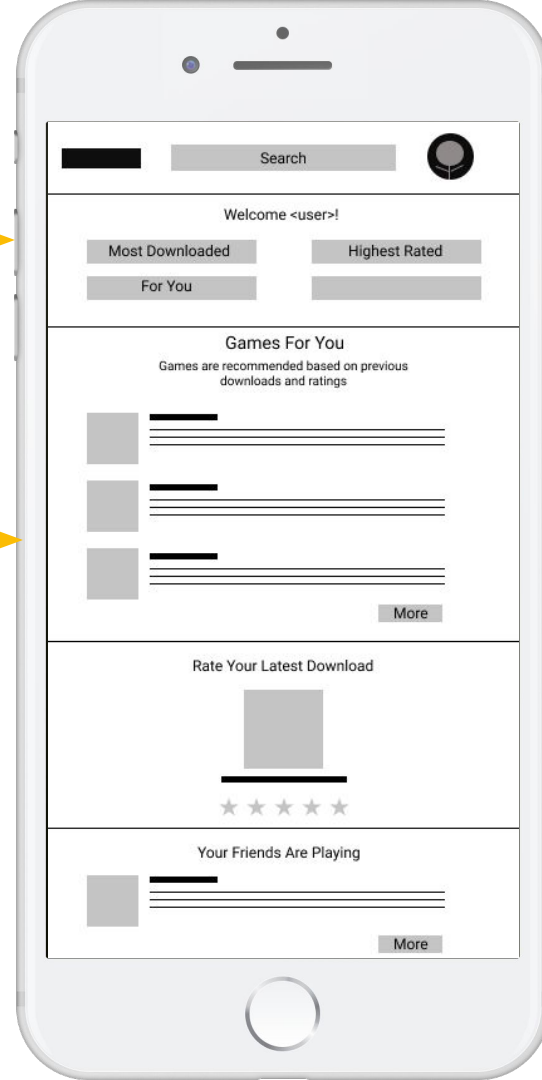
Digital wireframes

I wanted the overall design to be as straightforward and user-friendly as possible

Menu to help users quickly access pages

Games For You section is front and center to recommend games based on user's interests

Digital wireframes

The Game Info page gives users the information they want to make an informed purchase

Game information gives users average rating, languages available and photos and videos of what users can expect

Additional recommendations based on the game the user is looking at

Games For You

Developer -

Play Demo

Purchase

Avg. Rating -

Size -   Age Rating -   Languages -

Photos and Videos

About The Game:

Expand

Reviews

Rating -

Rating -

More Games Like This

More

Google
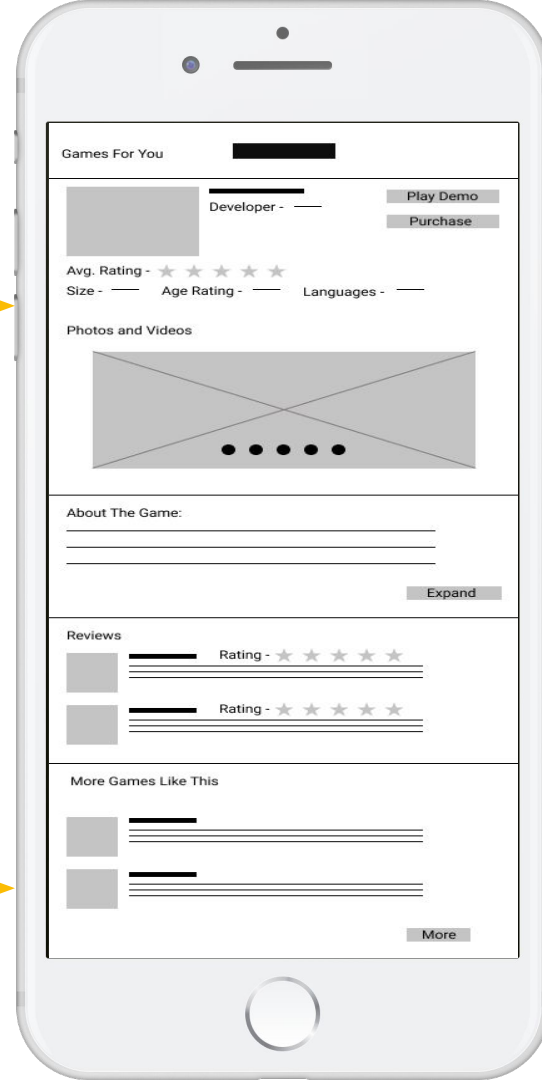
Low-fidelity prototype

Users will start on the homepage and then click on a game they're interested in. They will be directed to the game info page where they can play a demo or purchase the game. They then go through the purchasing screens.

Visit the prototype:

[Low-Fidelity Prototype](#)
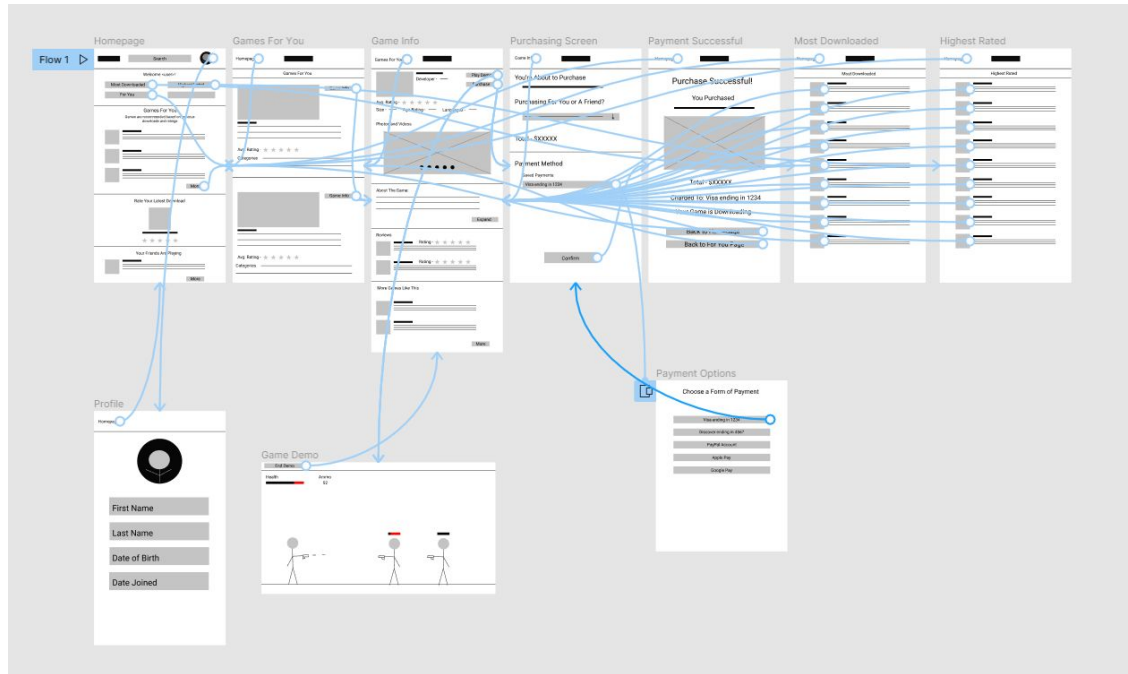
Usability study: findings

The first study was used on my low-fidelity prototype to give me insights on what needs to be fixed before moving on. The second study was on the high-fidelity prototype to help refine my mock-up.

Round 1 findings

1 Some buttons not linked

2 Users want multiple payment options

3 Overall design was liked by users

Round 2 findings

1 Color wasn't accessible and distracting

2 Game buttons took up too much space

3 Genre and difficulty needed to be added to Game info screen

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

My original mockup used a color scheme that I found online that I at first enjoyed and thought made the design more unique. After some reflection and user studies, I saw that the color scheme didn't work and needed to be changed.
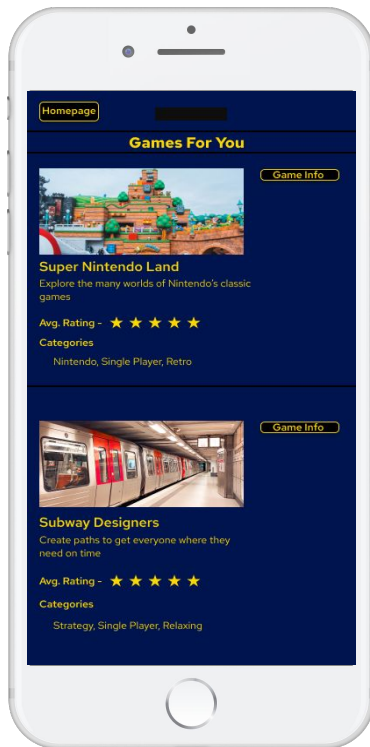
Before usability study
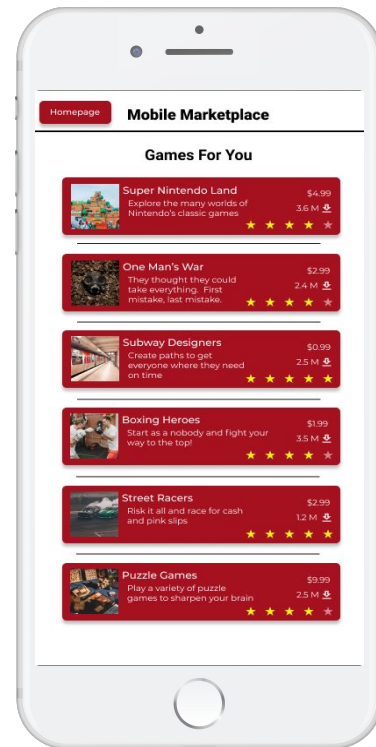

After usability study

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Mockups

Due to the game buttons having more info available, the layout of the Games For You screen needed to be changed. A layout similar to the Most Downloaded and Highest Rated was used to keep a more consistent layout throughout the app.
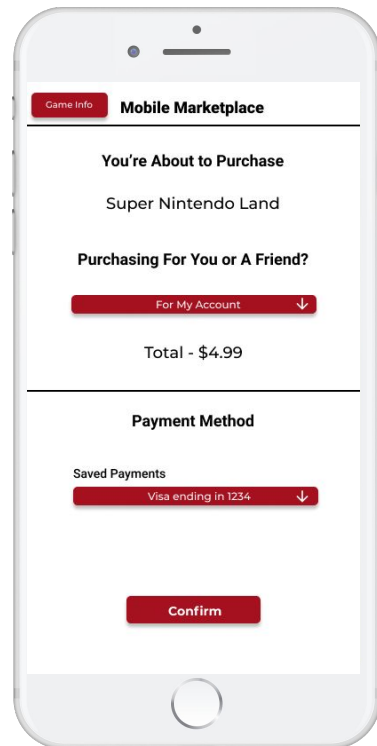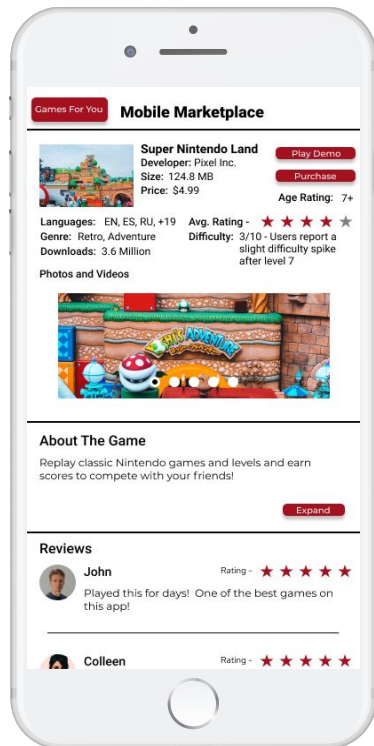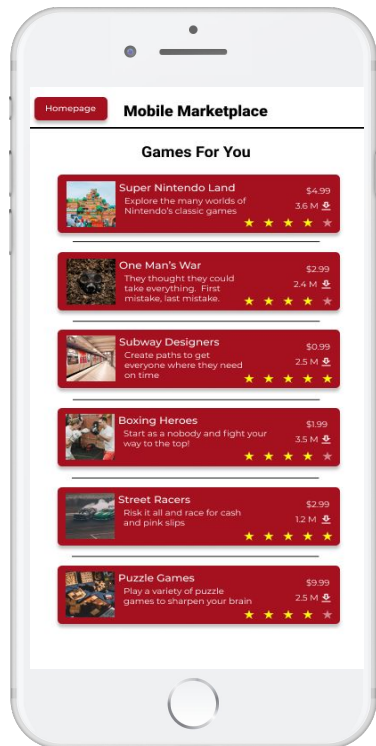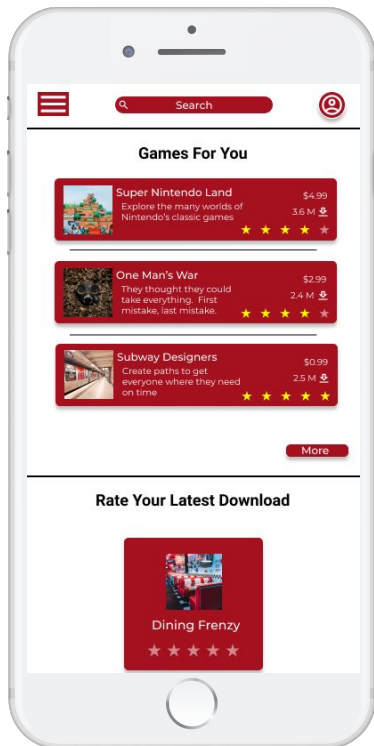
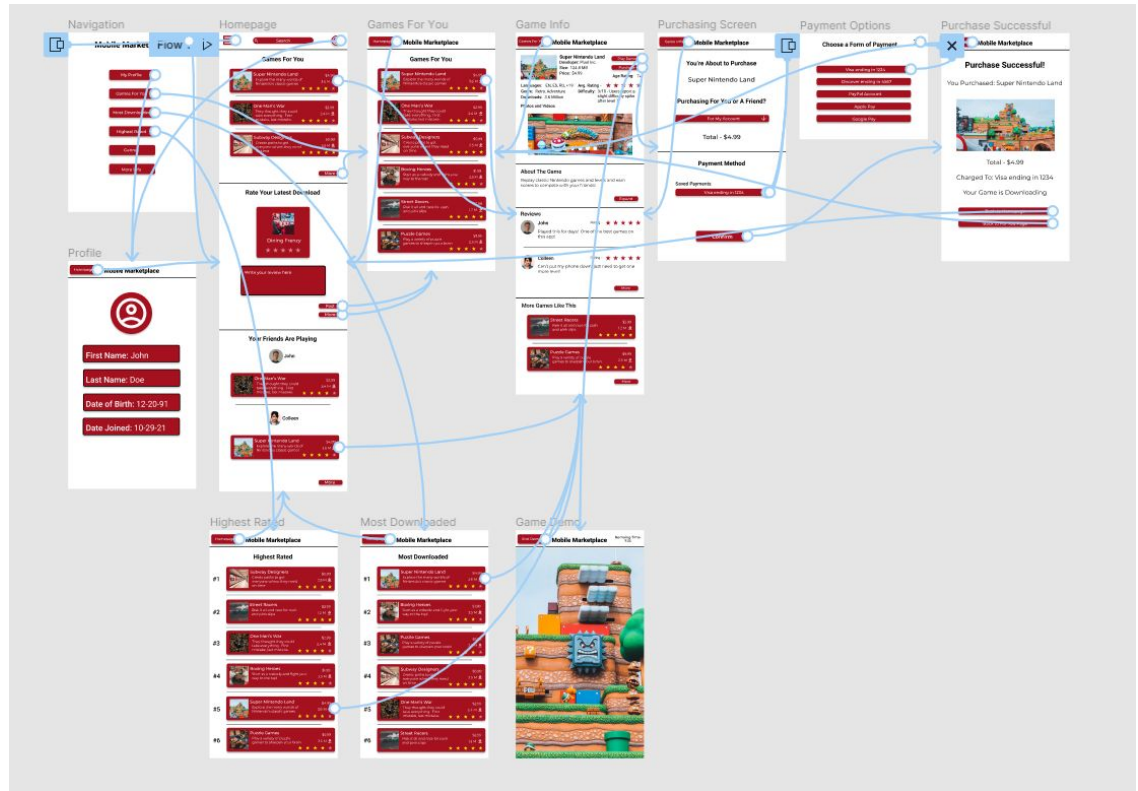

Google

Mockups

Google

High-fidelity prototype

The Hi-Fi prototype added a text box for user reviews, a better navigation menu, additional info on the Game info page, along with updated colors and typography.

Visit the prototype:

[Hi-Fi Prototype](#)

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Accessibility considerations

1

Used a color scheme with WCAG AAA contrast

2

Used icons to help make navigation easier

3

Added available languages for games

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

The app fulfills user needs while adding other elements from different sources.

"It's not flooded with info that you don't want to read and my eye is drawn to the most important information"

- *Participant A*

What I learned:

Throughout this project, I've learned that you need a strong attention to detail and need to constantly iterate on designs before you come up with something that looks good. Being able to reflect and see how far a project has come is a huge factor in what drives me to continue to work and iterate on designs.

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Next steps

1

Conduct another usability study to see if the new design changes address user issues.

2

Update the mockups with any additional changes that need to be made.

3

Update the prototype with any new changes that come from the study.

Google

Let's connect!

I appreciate your time and you have my thanks for reviewing my work! If you'd like to get in touch, my contact information is provided below.

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