# 'T·H·E.

## Track your high-scores easily

High-score tracking app **case study**

Google UX Certificate Program

**Alberto Maté**
UX designer

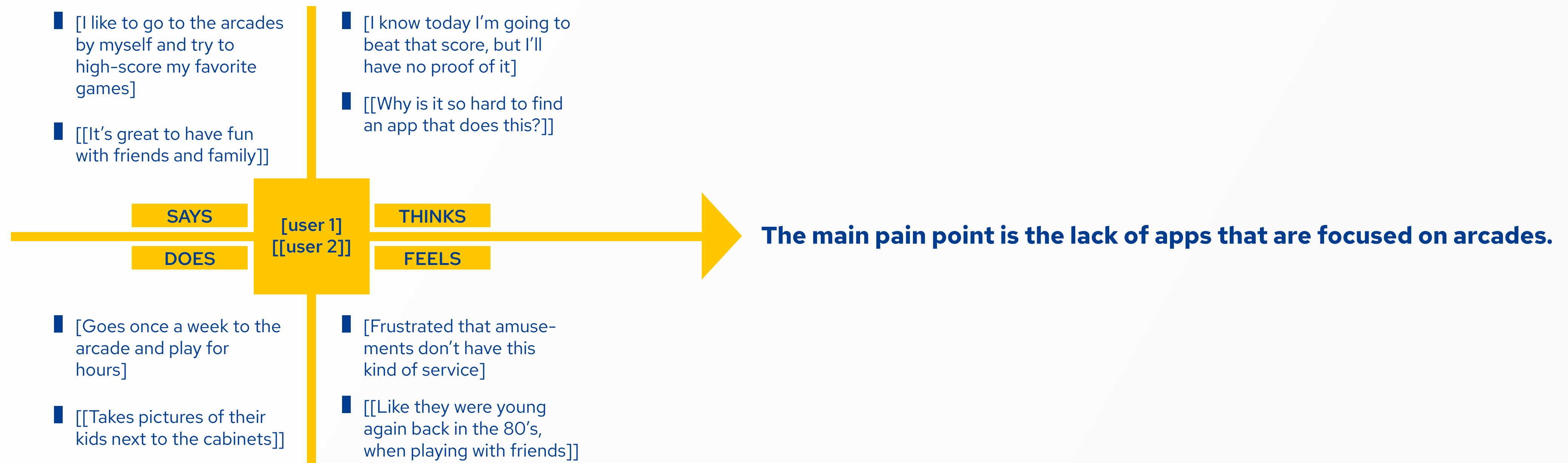# THE. contents

Alberto Mata
UX designer

# THE. goal

This app is intended to be the way for arcade players to keep track of their scores of arcade games, both electronic or non-electronic.

It is also a window for other players to se one's achievements and comment on them.

The amusement will have the opportunity to add challenges and rewards to the app (so for this spec work the name of the app is THE, but it could be changed to the name of the business in particular).

# 'THE.

## interviews, empathy maps and pain points

Some secondary research pointed out the potential types of user for this app, so the preliminary interviews were based on those findings. These interviews gave us enough insights to construct empathy maps and to figure out the main pain point.

■ [I like to go to the arcades by myself and try to high-score my favorite games]

■ [[It's great to have fun with friends and family]]

■ [I know today I'm going to beat that score, but I'll have no proof of it]

■ [[Why is it so hard to find an app that does this?]]

**SAYS** | [user 1] [[user 2]] | **THINKS**
**DOES** | | **FEELS**

**The main pain point is the lack of apps that are focused on arcades.**

■ [Goes once a week to the arcade and play for hours]

■ [[Takes pictures of their kids next to the cabinets]]

■ [Frustrated that amusements don't have this kind of service]

■ [[Like they were young again back in the 80's, when playing with friends]]

# THE. players

## William Pardillo (Bill)



*"I push myself to try to get the high score at the games I love. But if I get it, I hate it's a short-lived feeling, as scores are gone when shutting the cabinets down at night."*

Age: 27
Education: Bachelors
Hometown: Cambridge, MA
Family: Lives alone
Occupation: Full-stack developer

### Goals
- To have the highest score at favorite cabinet games
- To be able to share scores and comment on others'

### Frustrations
- There's no way to keep your high-score, as machines are reset every night.
- Scores can't be compared with other players world wide

Bill works for a software company as a developer. When Bill ends the day, he likes to go to the arcades and play his favorite cabinet games for hours. He usually gets the high-score at some of the games, but he gets frustrated when he has to go leaving that high-score there, knowing that it will disappear when the place is closed at night.

## Greg Mas



*"Playing at the arcades with my friends is like coming back to our early youth. I also love to play with my kids, so I show them what I used to do at their age, back in the 80s."*

Age: 54
Education: Bachelors
Hometown: Monroe, NY
Family: Married, 2 children
Occupation: Banker

### Goals
- To have a tool to score games like air hockey or pool, among others
- To keep memories with his kids by saving scores as well as pics/videos

### Frustrations
- To lose scores at those games where the cabinet only keeps track on the current game
- He's not aware of rewards and challenges within the amusements

Greg loves to play at the arcades, but only those games for at least two players, as what he really likes is to spend time playing with friends and family. He would also like to keep memories of good times spent at the arcades.

# THE. user stories and journey

## William Pardillo (Bill)

*"As a very competitive arcade gamer, I want to be able to track my scores of my favorite games, so I can share them with other players and get comments on them."*

Goal: To be able to save his scores beyond the present day, share them with people world wide and comment on others' scores

| ACTION | Reviewing previous scores | Playing and saving new scores | Sharing new high scores | Get comments on scores |
|---|---|---|---|---|
| TASK LIST | – Pull up previous scores saved in phone notes<br>– Looks at the latest and also the highest score | – Playing and, at the end of the game, opening a new note on his phone or an existing one, to annotate the new score | – Pull up scores of the day<br>– Open social media or message app to share score with Friends<br>– Open discord and share score in specific channel | – Look for text messages or at discord channel<br>– Comment on others' achievements too |
| FEELING ADJECTIVE | – Annoyed<br>– Lost, as last time he forgot to save what game corresponded to each score | – Excited<br>– Tired of obsolete method. | – Annoyed, as the number of task to achieve this action is high, and every thing is decentralized | – Again, annoyed. He would love to have everything centralized in one app |
| IMPROVEMENT OPPORTUNITIES | – To create an app to keep track of scores for each game he plays. It has also chal lenges, competitions and news. | – To create an app to save score by key board or taking a pic of the cabinet score | – To create an app that connect players world wide so they can save, share, comment and discuss | – To create an app that connect players world wide so they can save, share, comment and discuss |

# 'THE.

## problem and hypothesis statements

**Bill is** a developer, arcade gamer that needs to smoothly save his scores while playing games at the arcades and also be able to share them with other players around the world as well as get comments on those scores and comment on others' scores, because without these capabilities, the process is tedious (using several apps), inaccurate (he can be wrong writing down scores, dates, and what game the score belongs to) and not very dynamic (several processes so by when he completes all the action the spark is a bit lost).

**We believe** that if Bill had an app that saves scores with the ability to add photos, and is able to share immediately as well as offering the ability to get comments on the scores as well as comment on others' achievements, he will easily save scores, take pics/videos of the arcade screen, and stop using several tools, notes for annotating the score, social media networks to share and comment.

# THE. competitive audit

## Strengths

Sidekick:
- Only app in the market, so many players use it

Dave & Busters:
- Great visual design
- The business is strongly established
- Easy to navigate
- Offers a lot of rewards and challenges

Bunny Arcades:
- Accessibility
- Motion well used

## Weaknesses

Sidekick:
- Not obvious sign-up option. Users can start using the app, and it won't ask for registration so if you accidentally (or not) close the app, will lose the scores
- Accessibility
- Navigation (relies on device navigation)
- No option for sharing out of your previously created group of friends
- No option for non-arcade games like pinball, air hockey, pool, etc
- No option for adding photos/videos to the scores

Dave & Busters:
- Accessibility
- Not based on score but on chips (card use)

Bunny Arcades:
- No app-based challenges
- No sharing on social media
- Navigation a bit flimsy with several back buttons in some flows
- No consistency with retail identity

## Gaps

- Sidekick doesn't have an option for non-arcade games
- None of the apps have the ability to add photos/videos to the scores, nor sharing and getting comments

## Opportunities

- Ability to add new games, not only the ones that the app provides by default
- Add photos and videos to specific game scores
- Share and comment

# THE. ideation [I]

## User flow
Add media to specific game score that was previously uploaded.

```
Home → Go to my games → My games → Select game → Selected game info and scores by date or by score → Select specific score
                                                                                                                    ↓
Phone media Gallery ← From camera? (N) ← Add photo/video ← Specific score screen info
        ↓                    ↓ Y
External input ← Camera app
        ↓
Confirm media upload? (Y → Specific score screen info)
              (N → Specific score screen info, dashed)
```
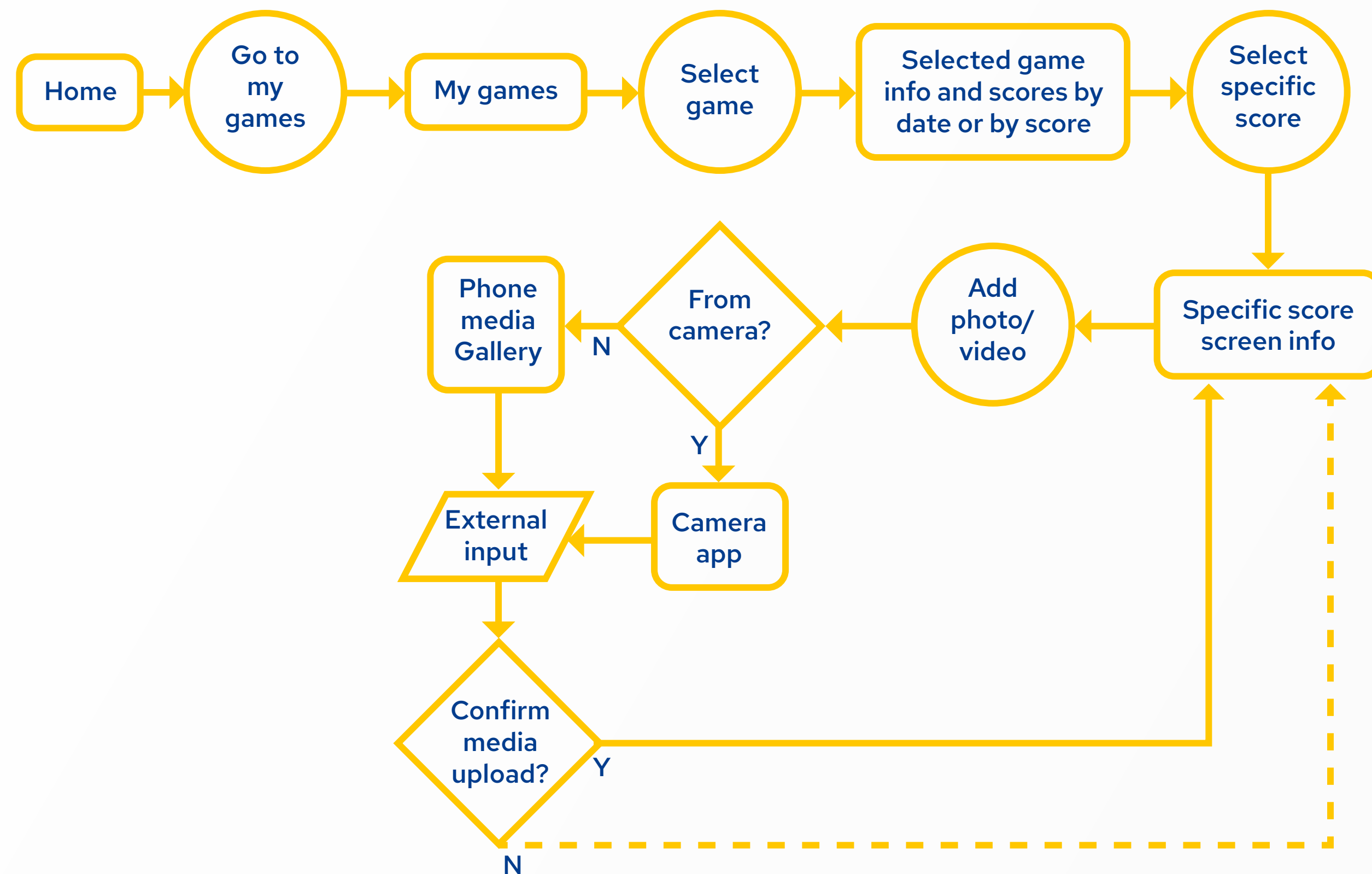
## User flow
Add credits to spend on cabinets from any screen.

```
Any Screen → Tap on star → Credits → Select credit amount and add → Confirmation page
                                                                            ↓
                                                                    Confirm amount? (N → Select credit amount and add)
                                                                            ↓ Y
                                                                    External payment
                                                                            ↓
                                    Error page ← (N) Payment Success? (Y → Credits)
```
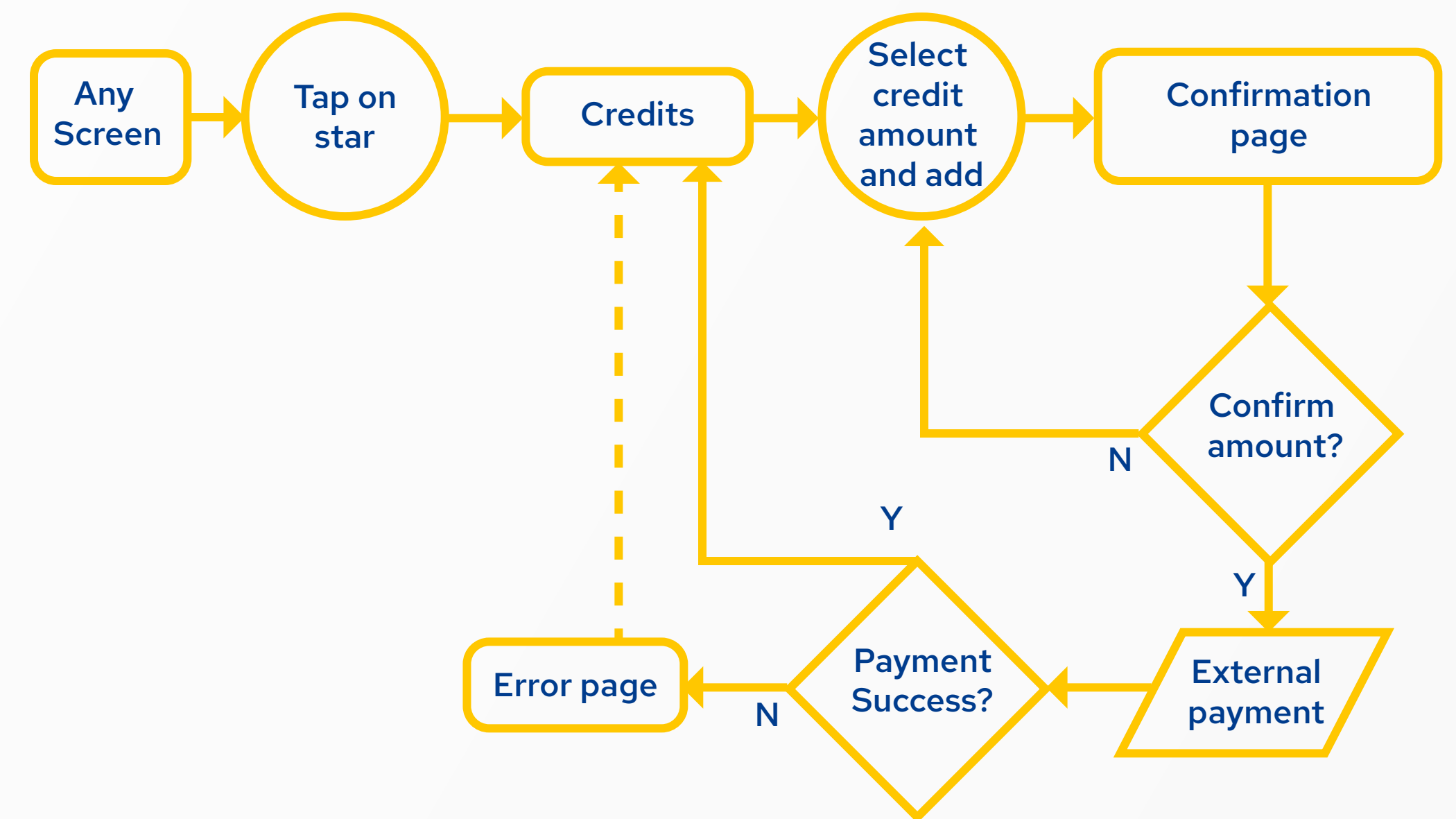
# THE. ideation [II]

## Mindmapping
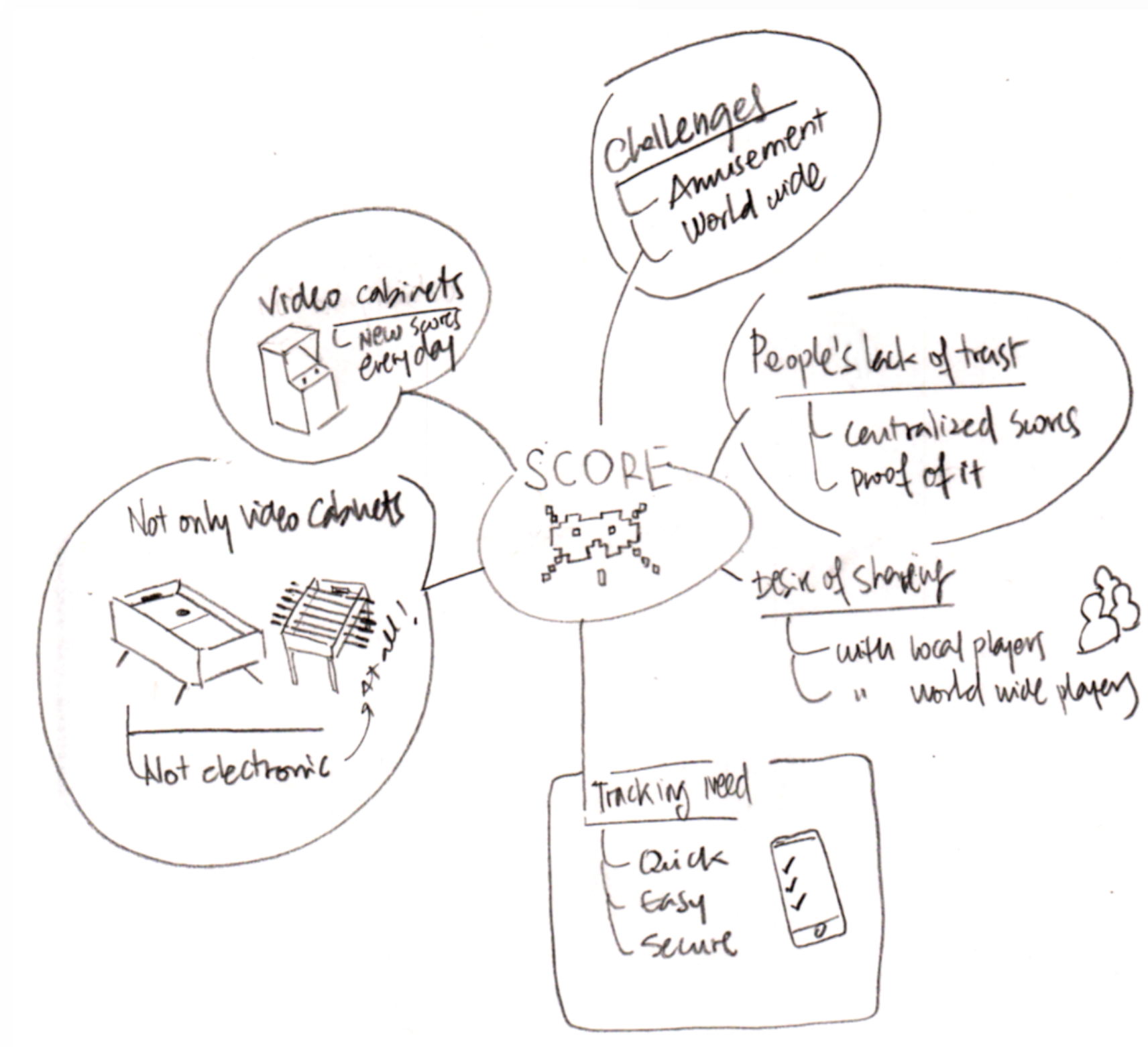


## Crazy Eights
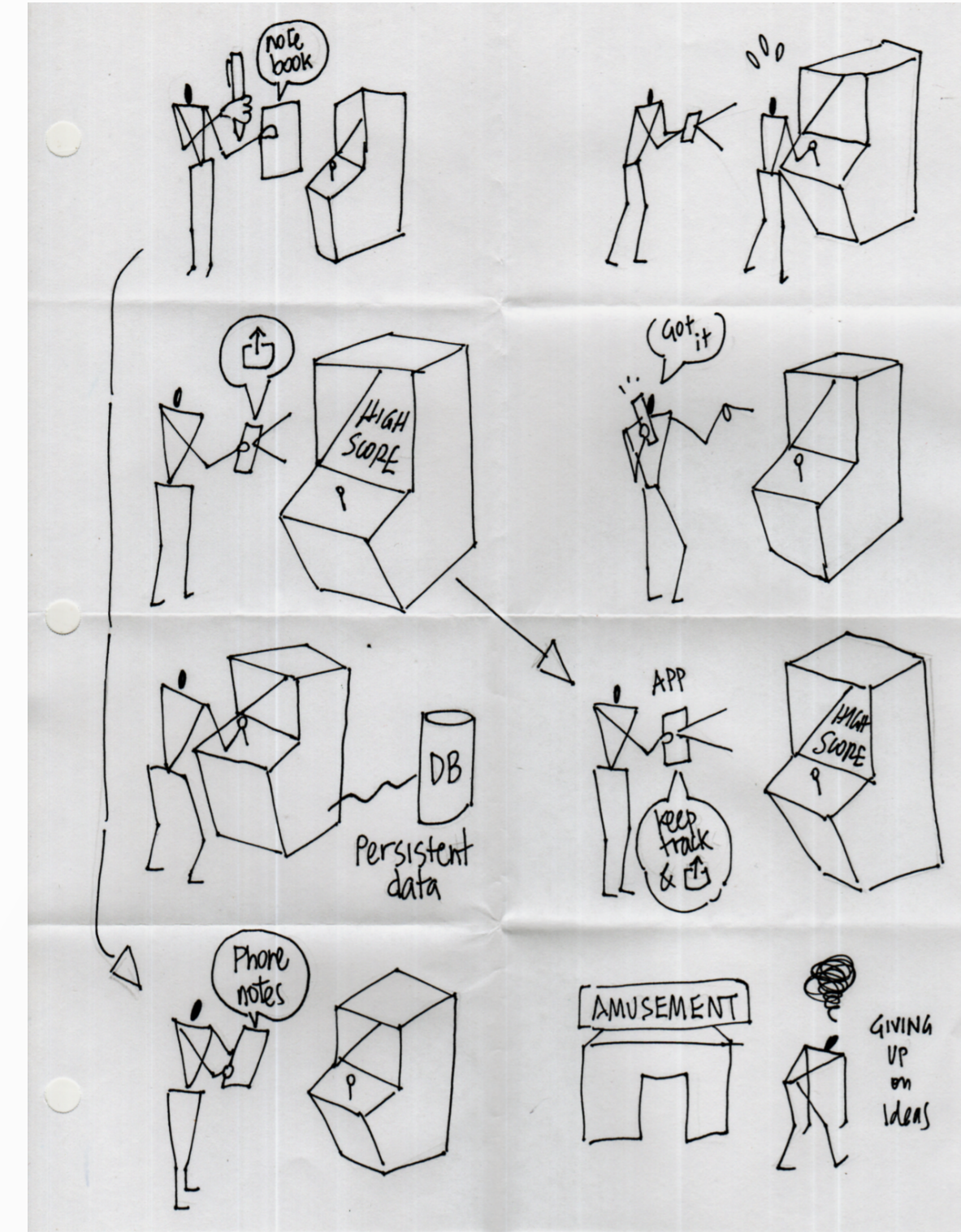
# THE. ideation [III]

## Story Board (big picture)
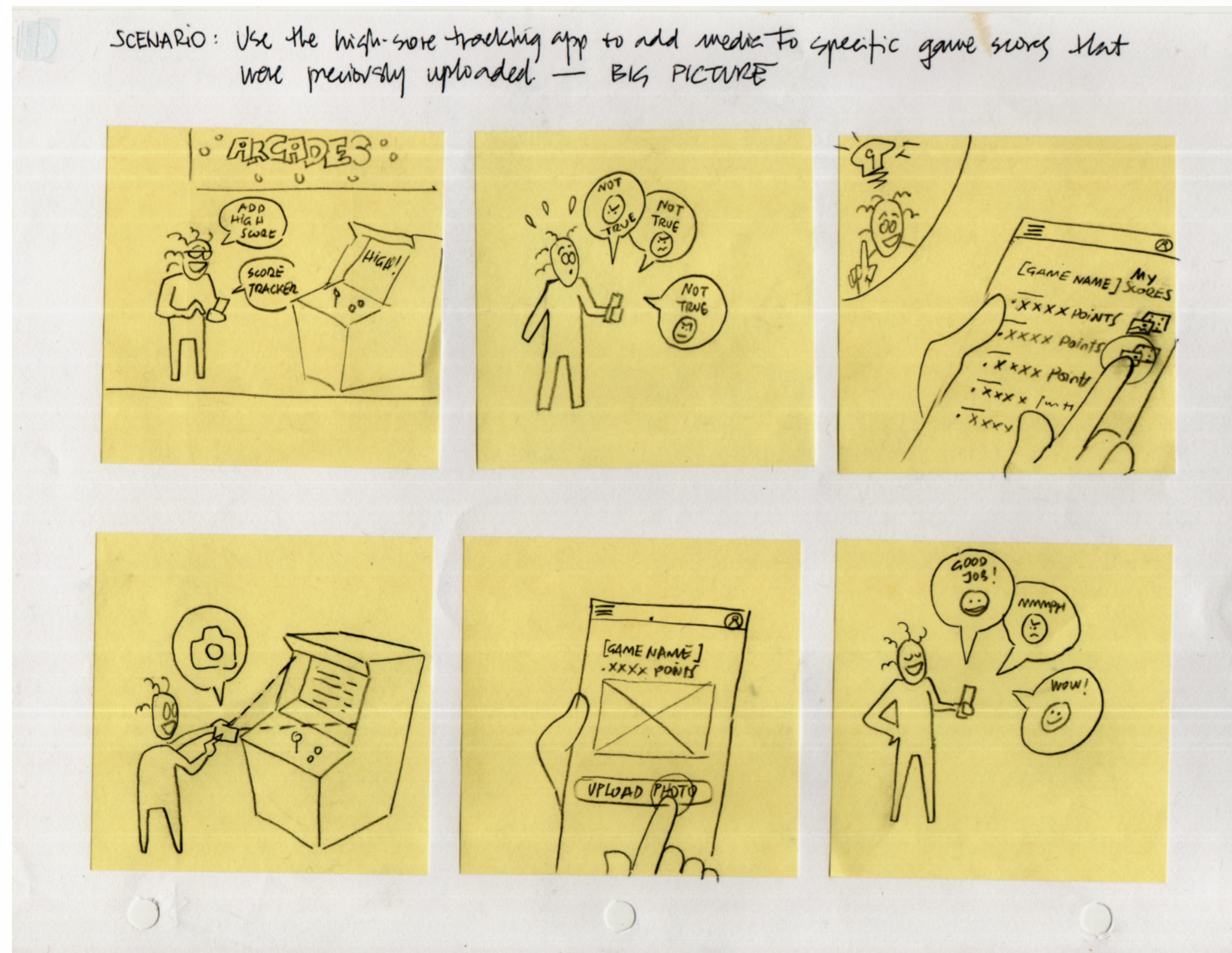


## Story Board (close-up)
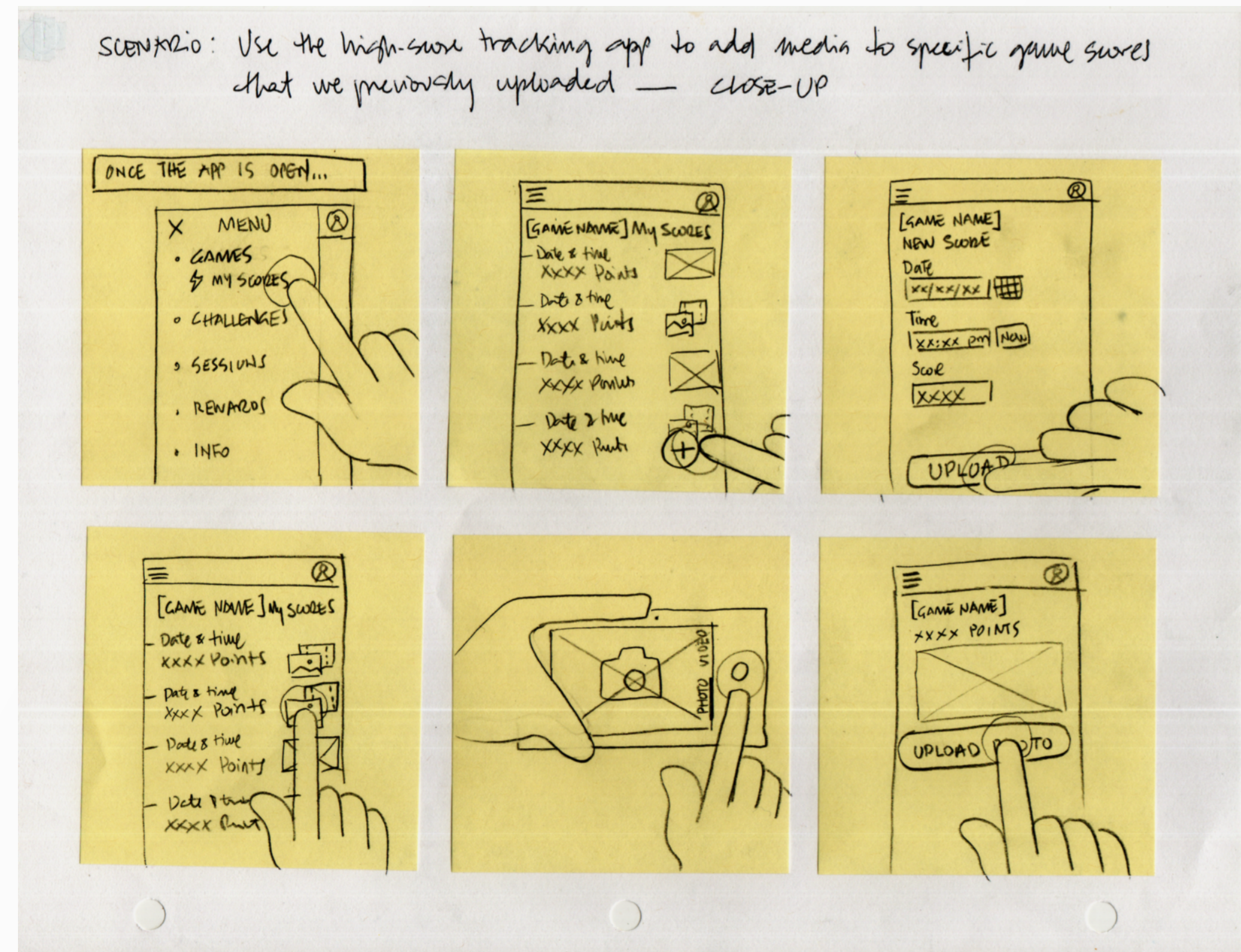
# THE. paper wireframes
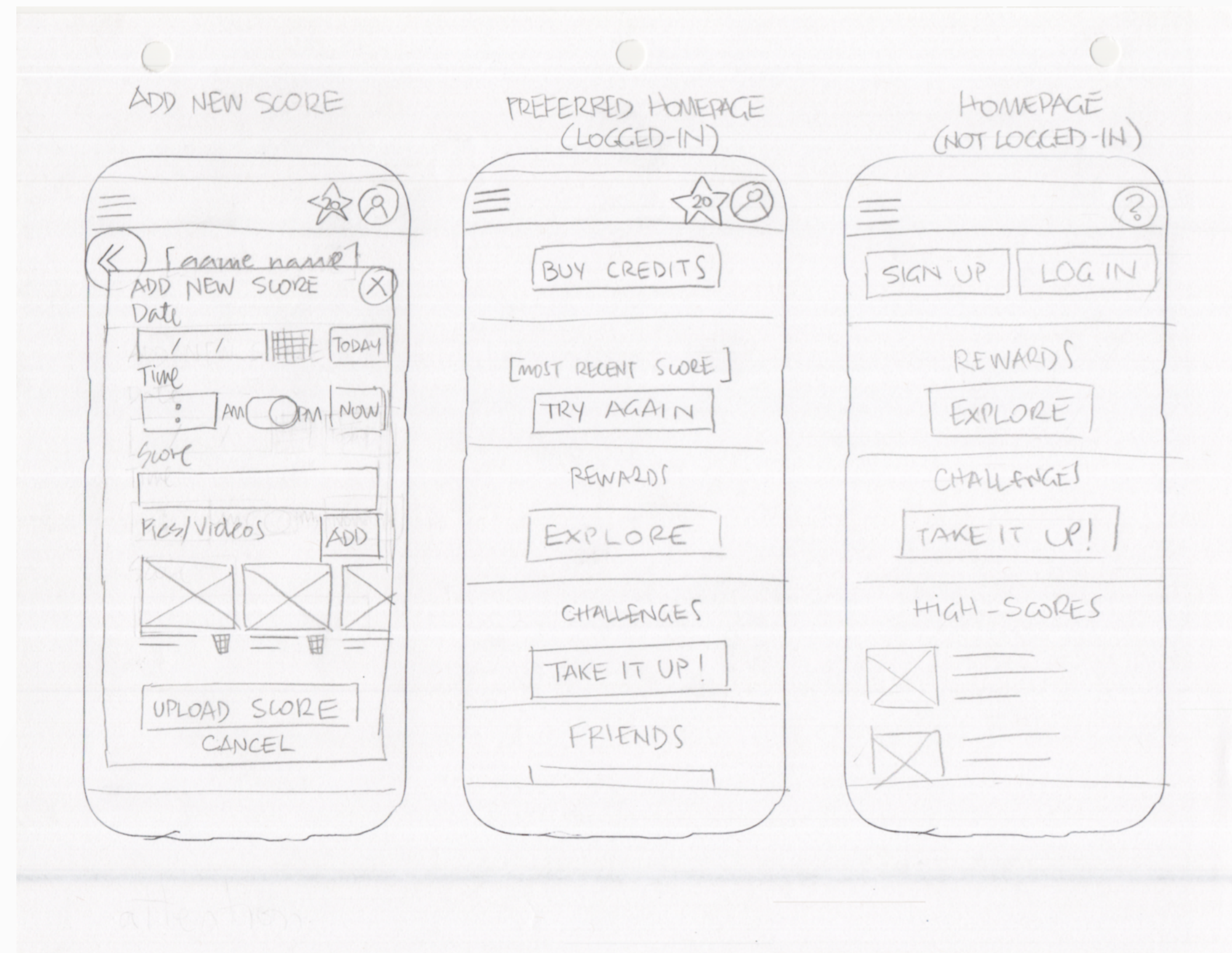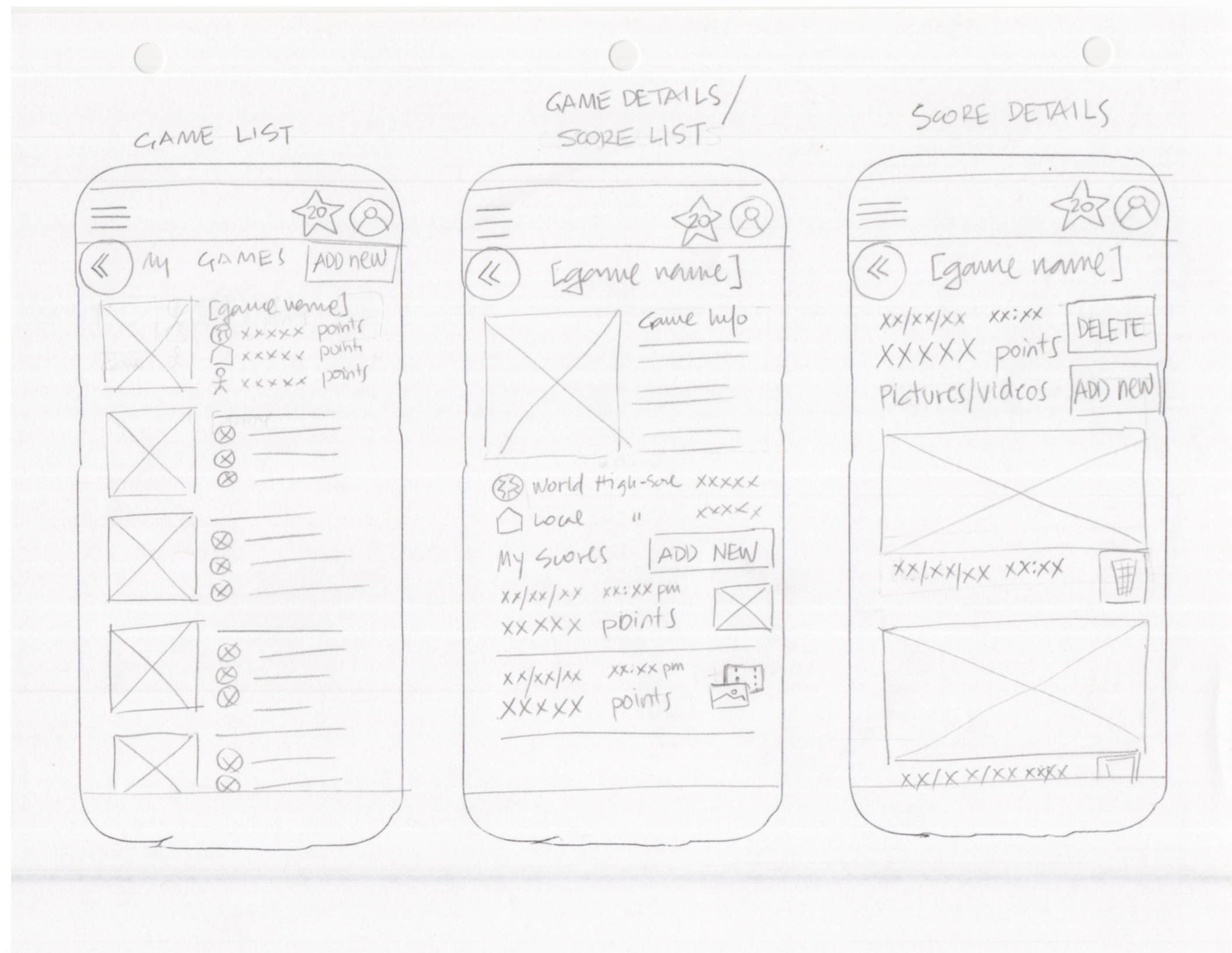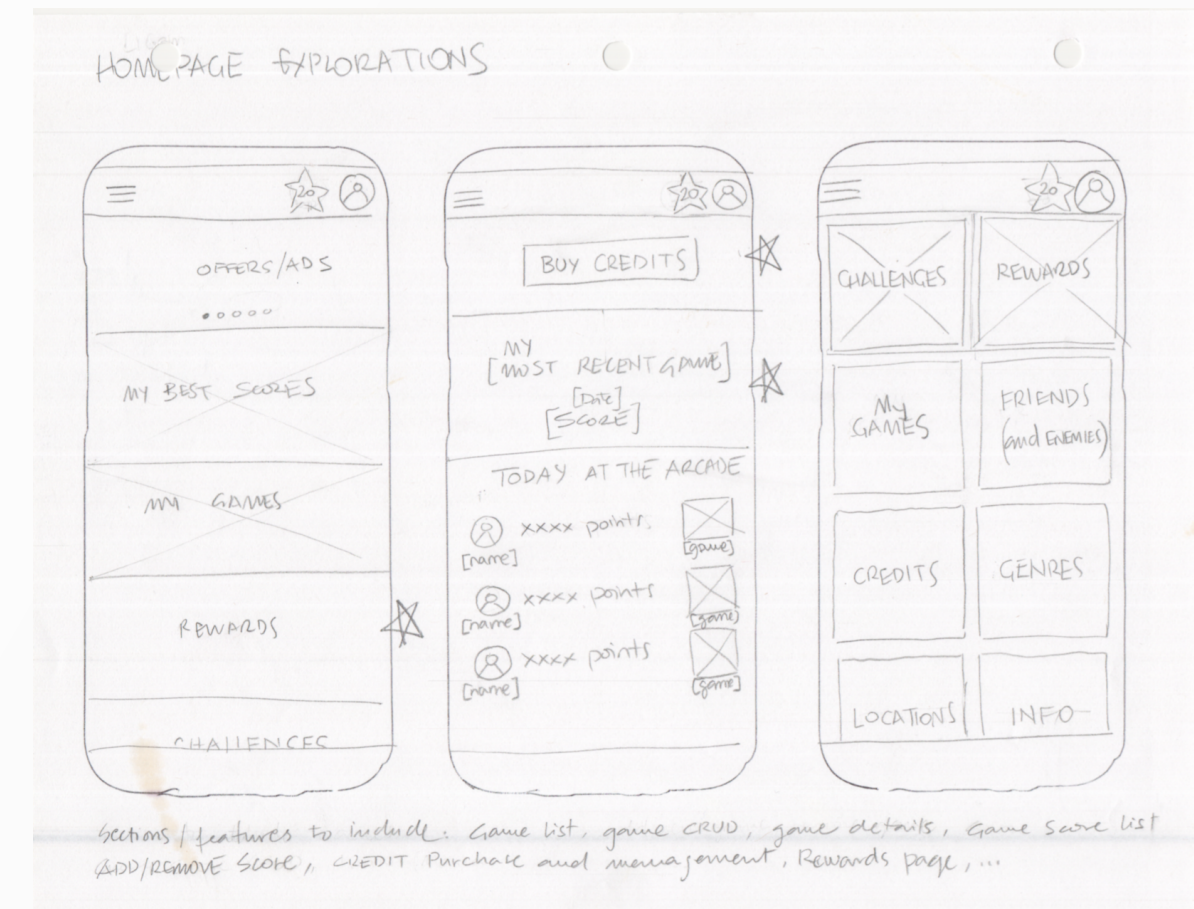
digital wireframes and low-fidelity prototype

# THE. usability test and tweaked wireframes

Theme
The iconography and other imagery is difficult to understand.

Insight
Users need either a better way to understand the actions, either with better iconography or other resources.

Theme
The minus sign is hard to understand.

Insight
Users need to have an icon that properly represents deletion.

## Tweaked wireframes



**Prototype feedback**

Confused on action results. Where are the confirmation screen?
Alberto

**Expected/missing functionality**

Expected to have a delete button on the list of scores
Alberto

Expected a functional hamburger menu
Alberto

**Iconography issues**

Hard to distinguish between scores with and without pics/videos
Alberto

Trying to add score pic by tapping on game pic. Hard to distinguish between both types of pic.
Alberto

Expected Trash icon instead of minus sign
Alberto

Thought the delete buttons on the pics were meant to delete the score
Alberto

Confused on how to proceed on new score screen
Alberto
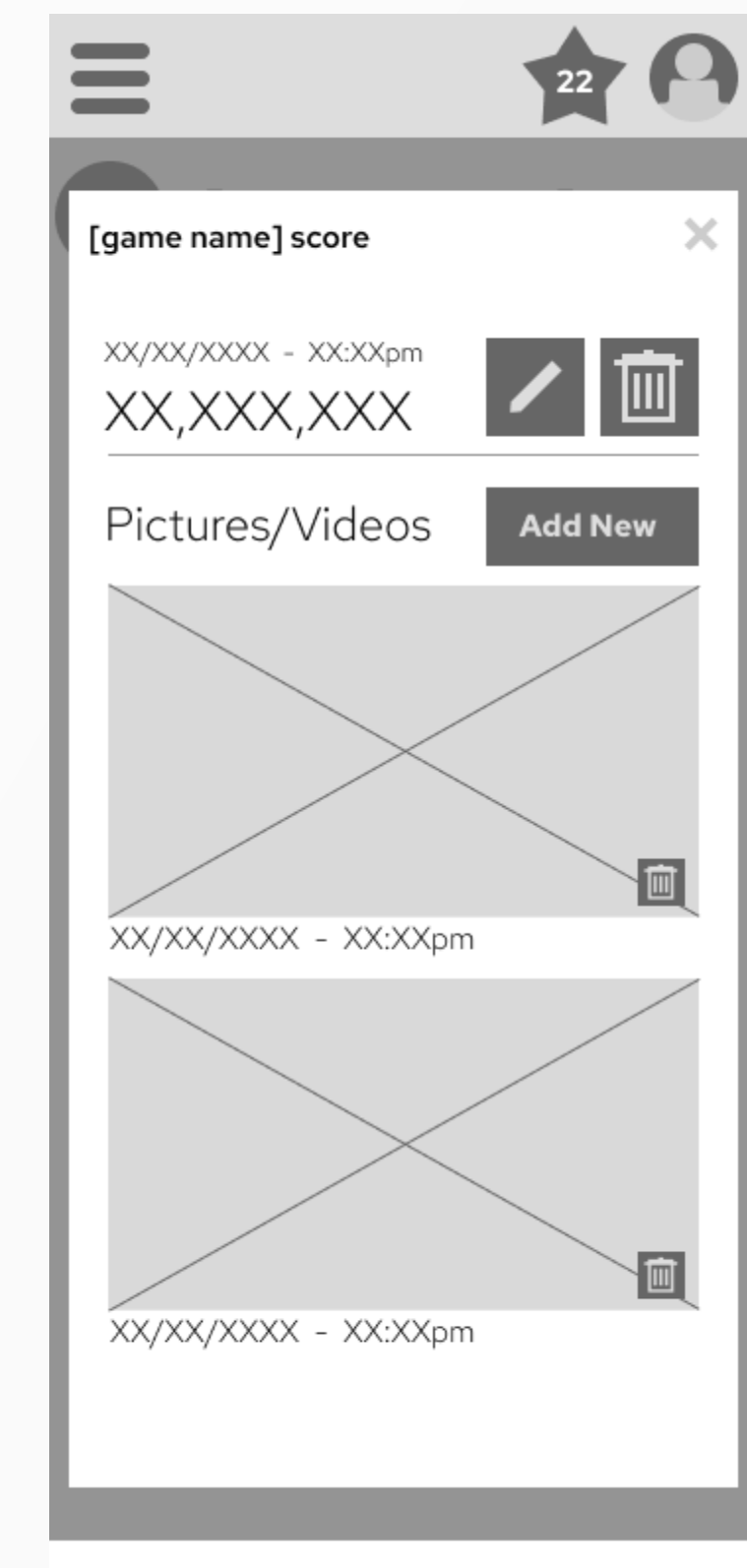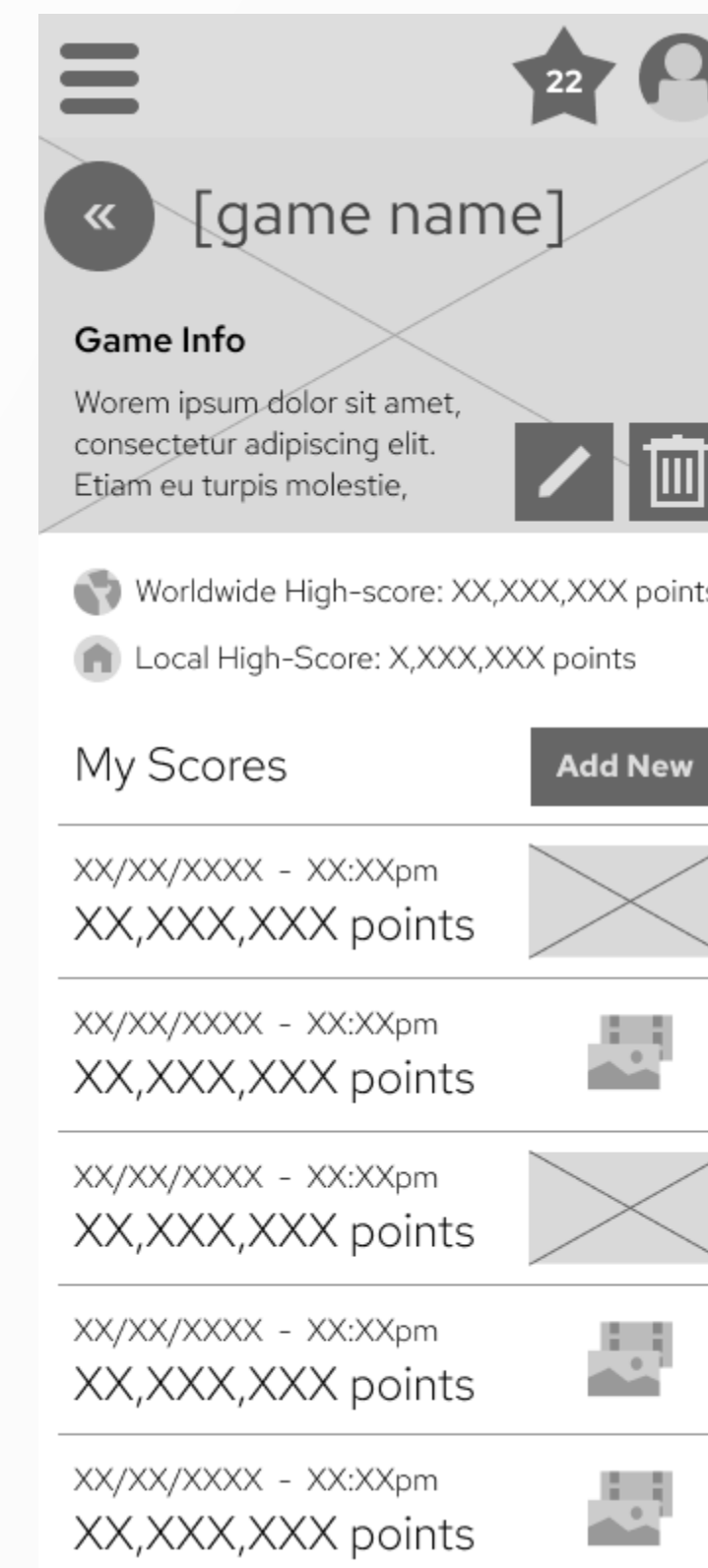
mockups and high-fidelity prototype
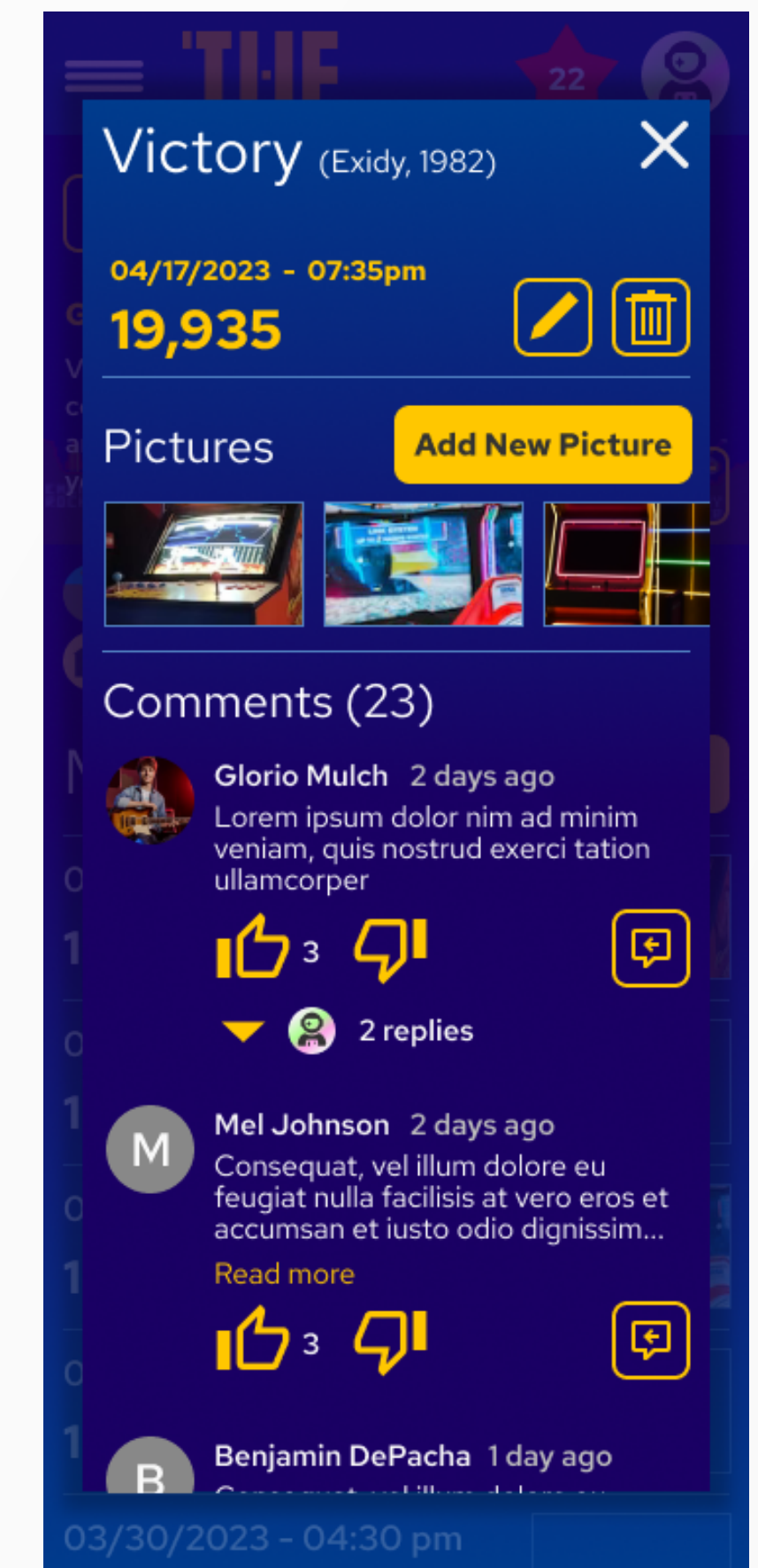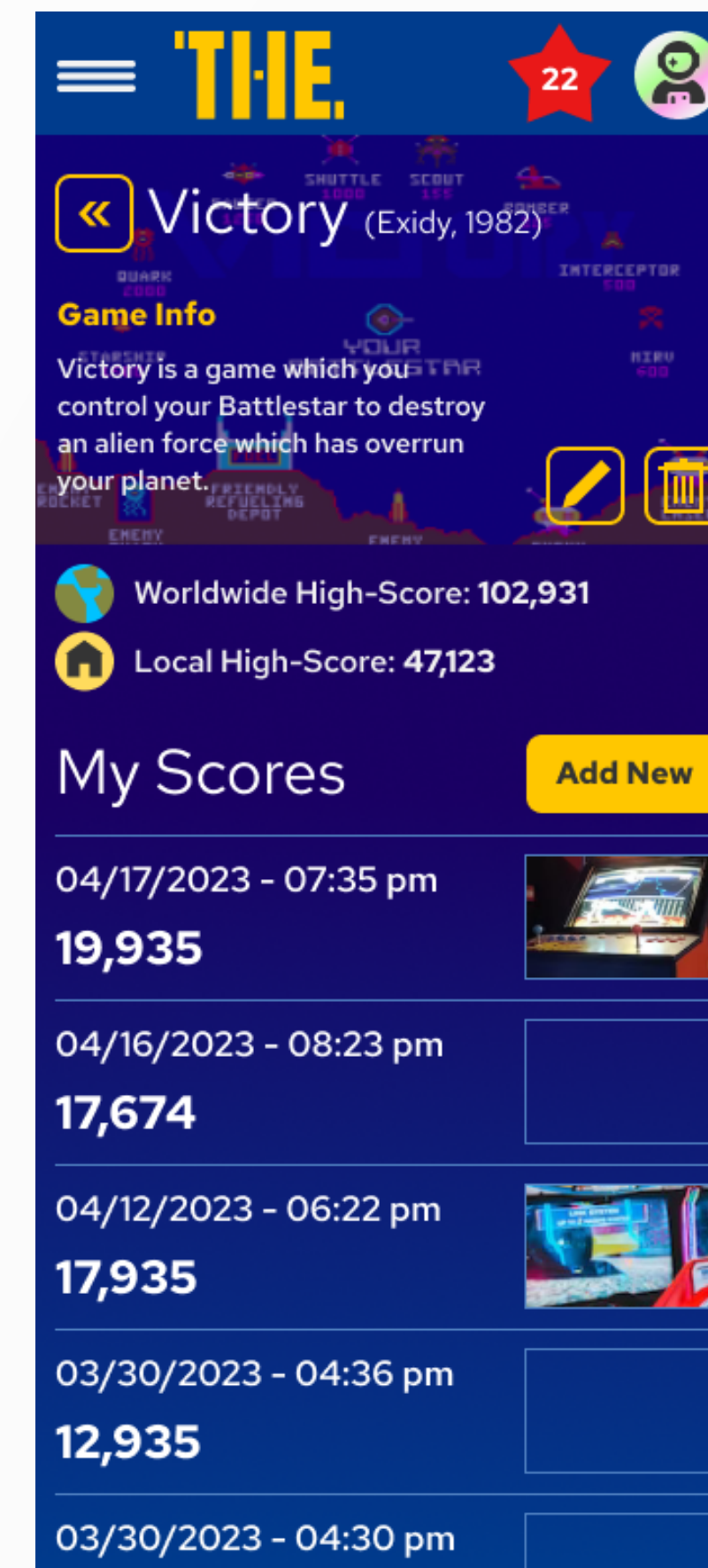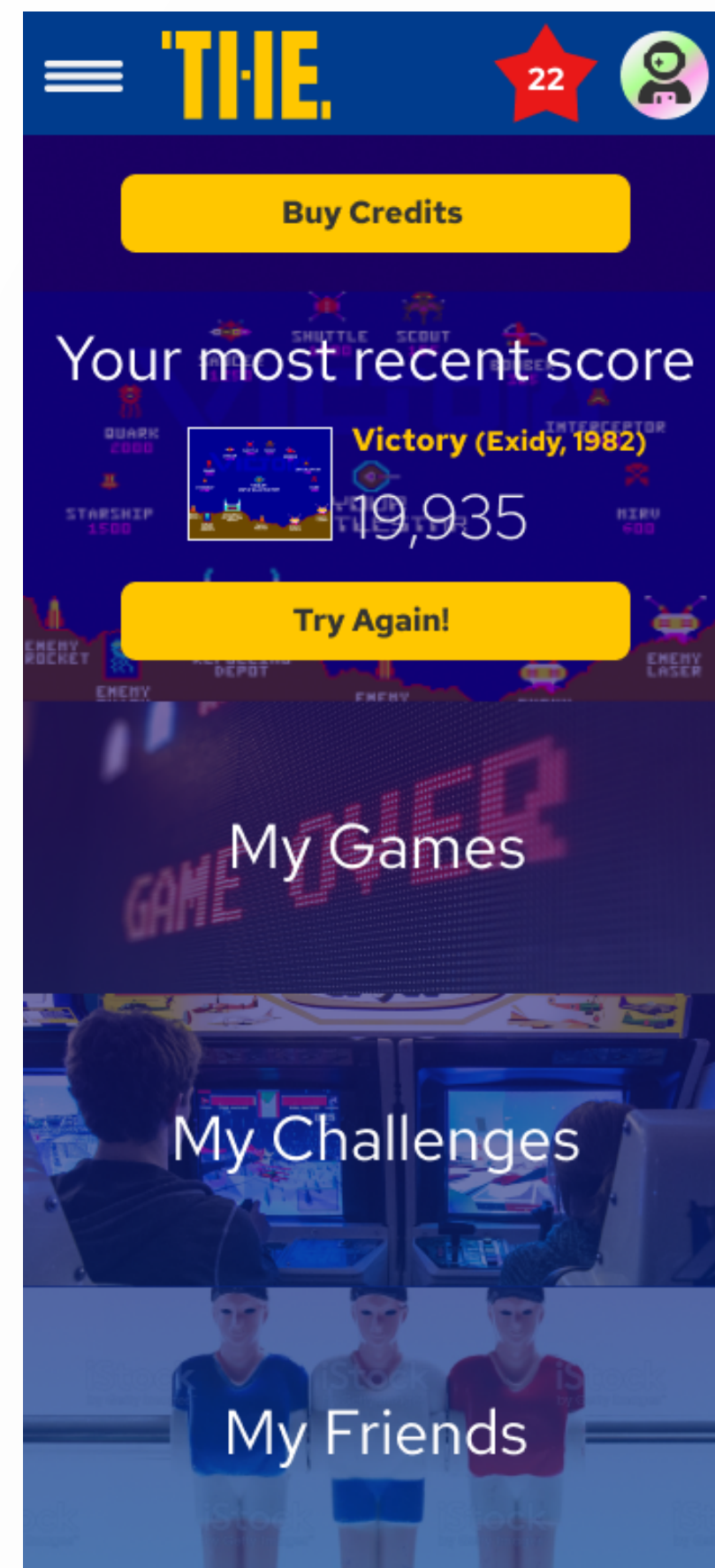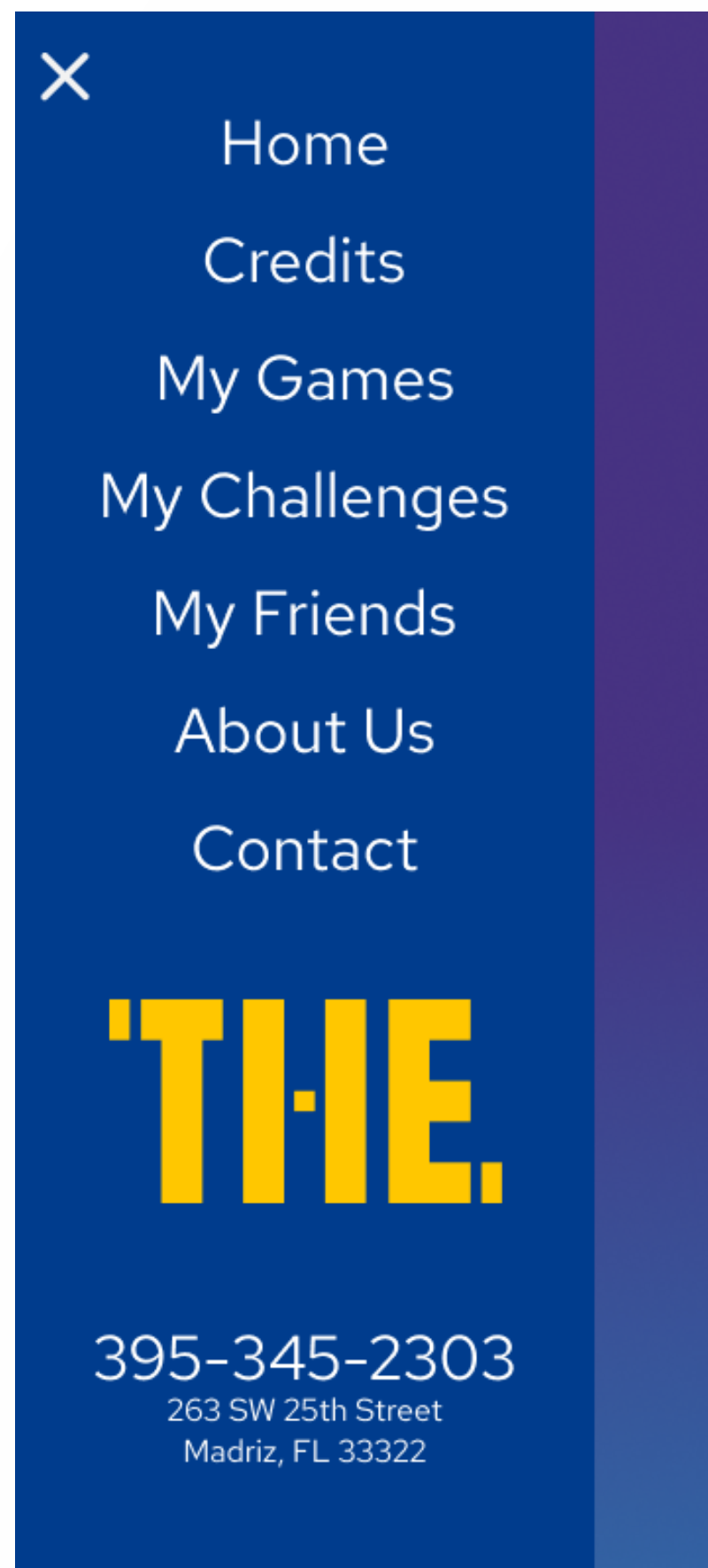
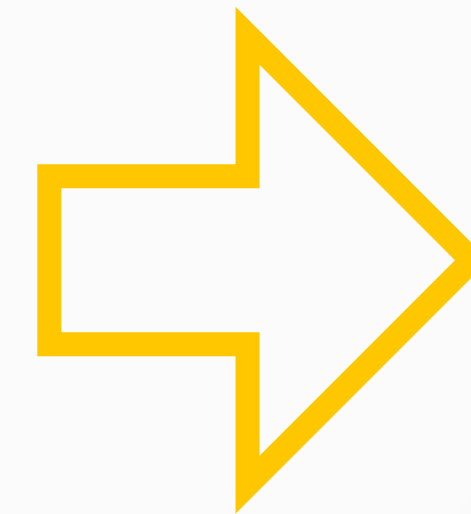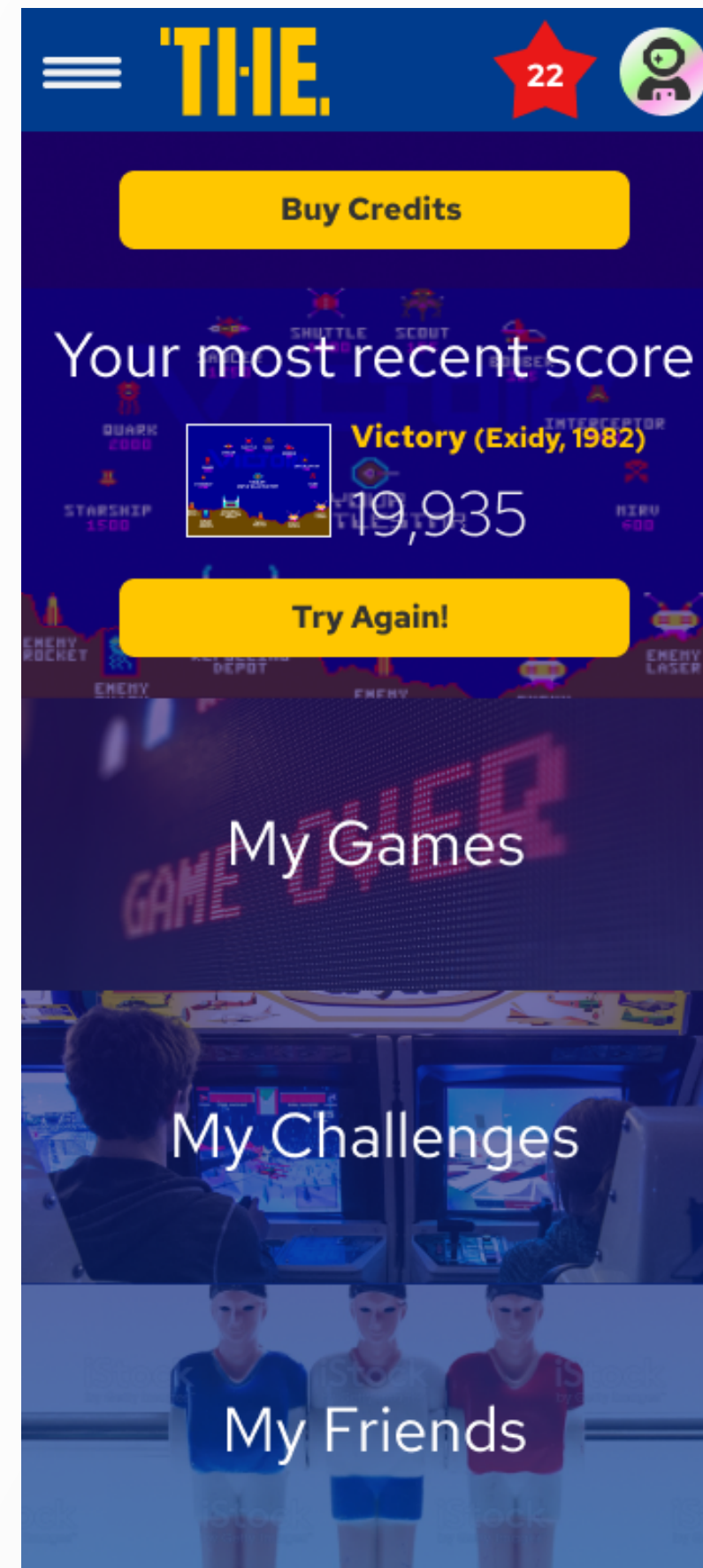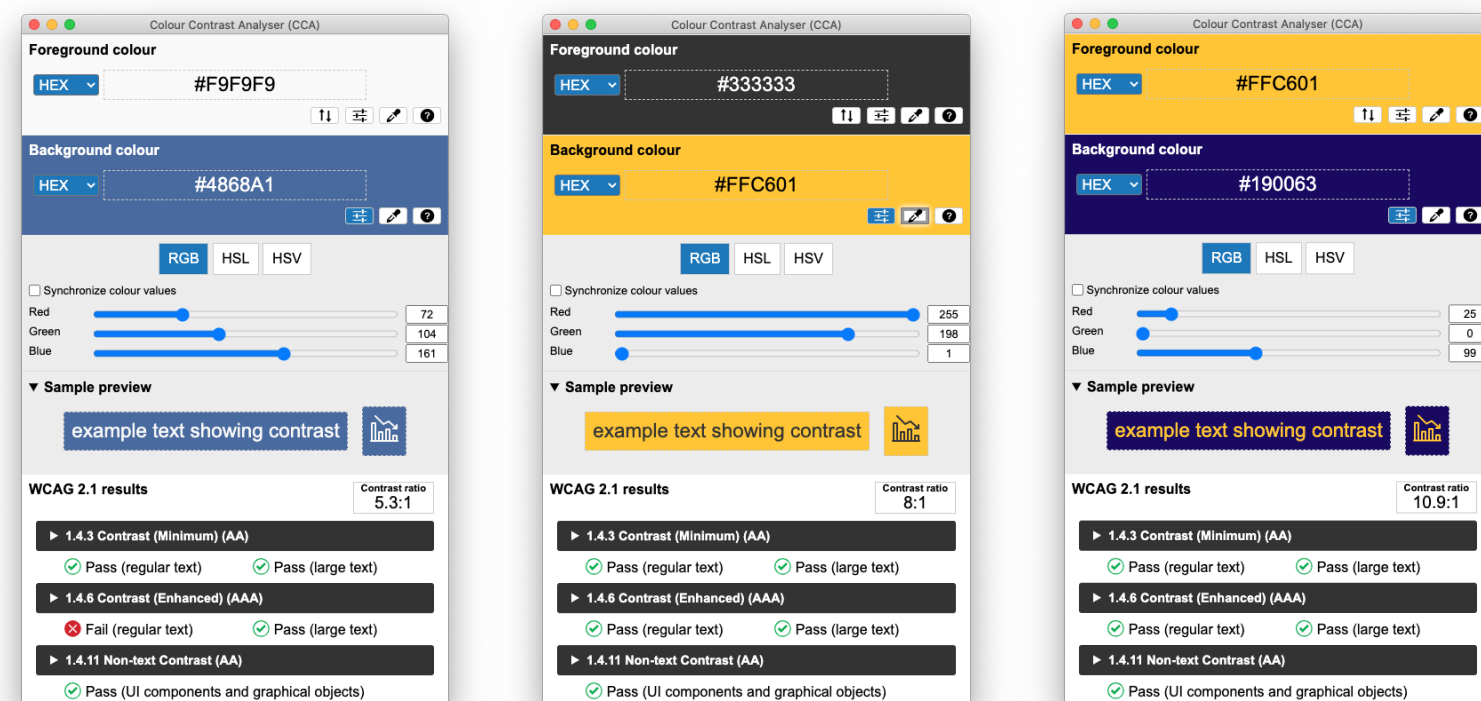# THE. usability test and design revision
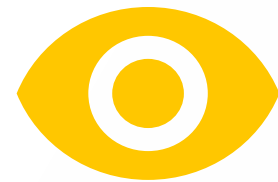
During the second usability test it was observed that some users had a hard time noticing that the words on the home page are actual links that lead to the different sections.

In order to remediate this pain point, we added a border to those words, so they look like buttons.
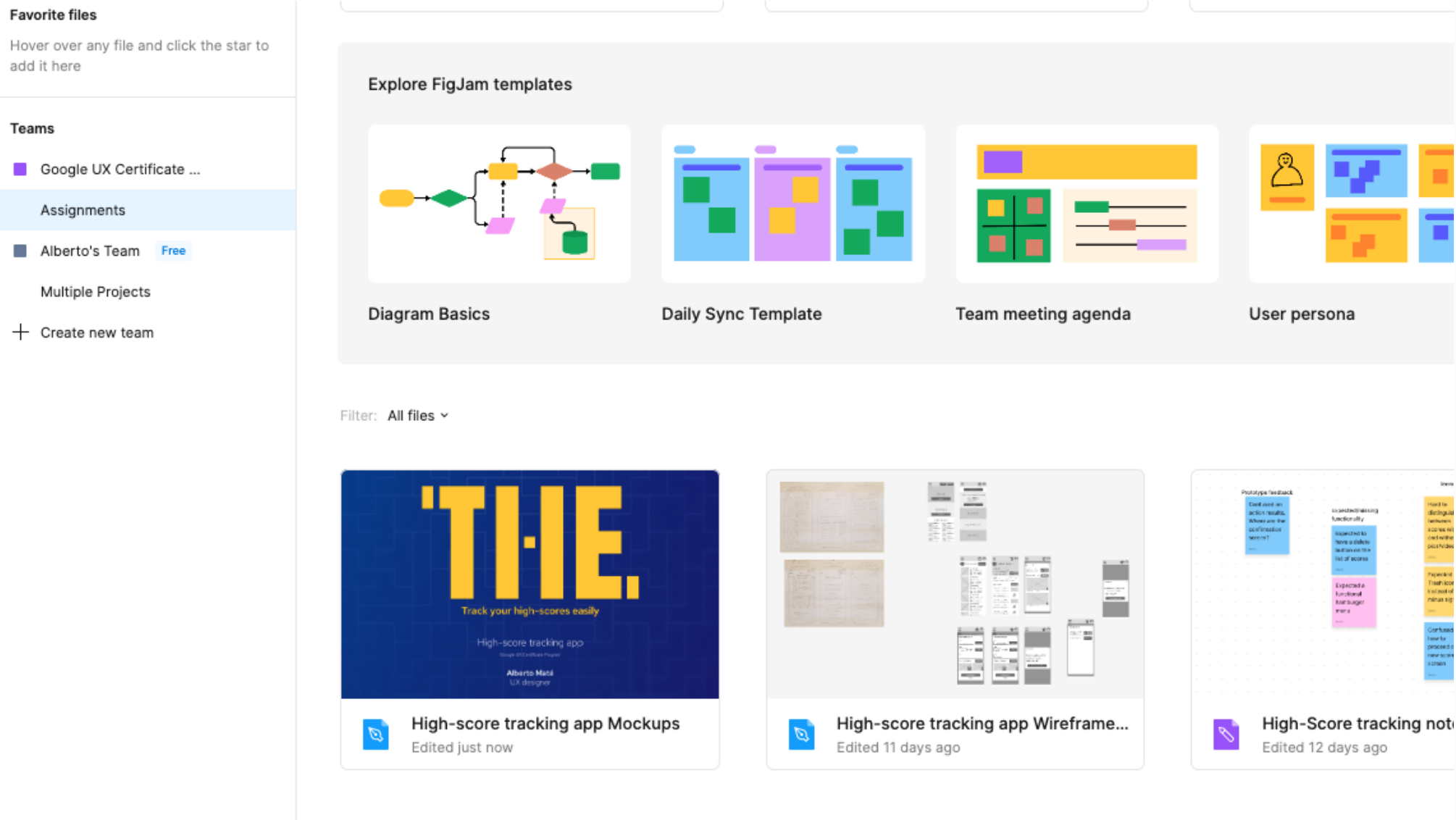
Colour Contrast Analyser test, to ensure colors and text comply with accesibility.
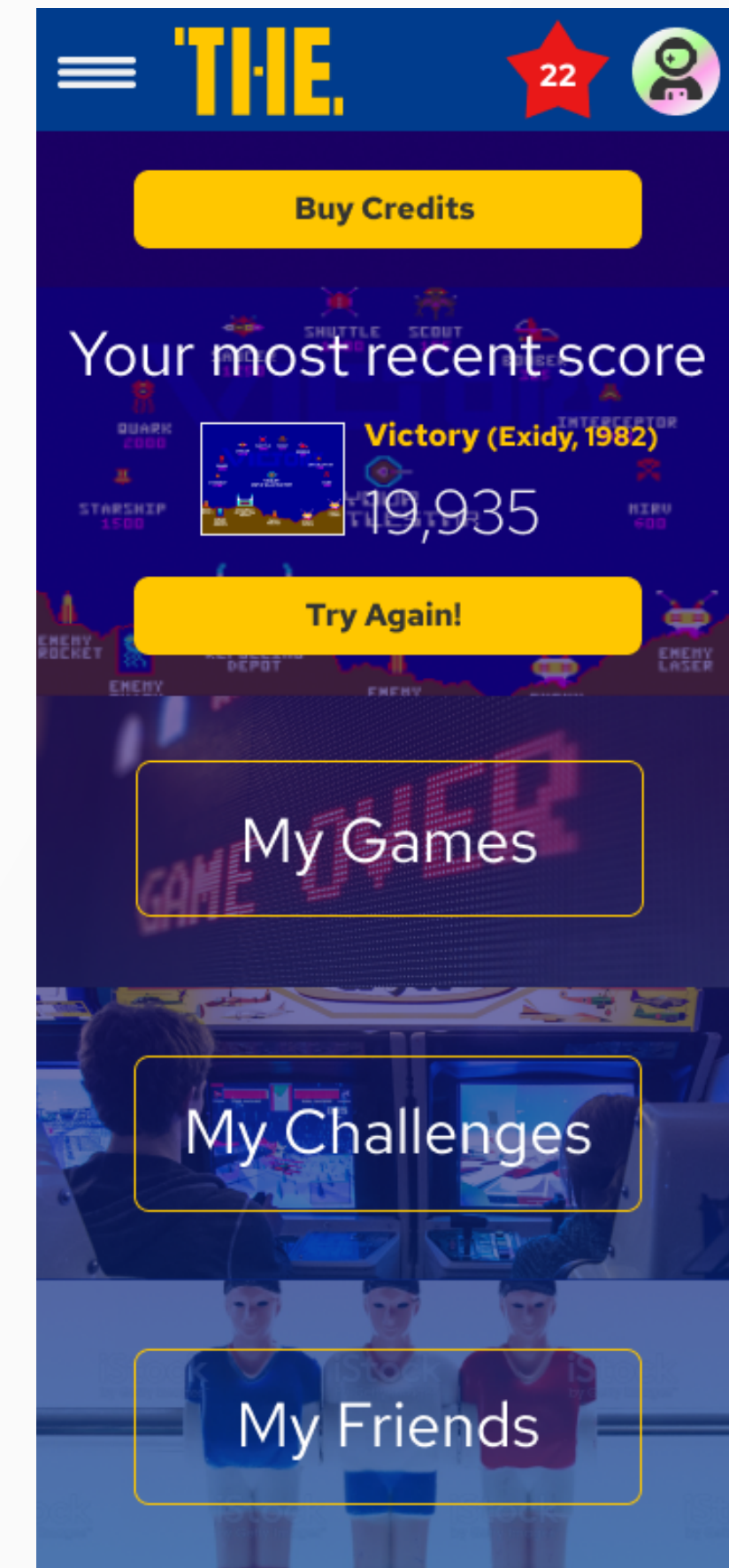
**hand off**

## Cover set as thumbnail in the Figma project



## Link to Figma project

https://www.figma.com/file/FKmq1o7LkCFLbgoVTgURFv/High-score-tracking-app-Mockups?t=zpjA1kwSYgVWlP6L-1

## Sticker Sheet

# THE. next steps

Continue iterations and look for opportunities to improve the usability of all the functions within the app and ensure we are providing the best experience possible to our end users.

Work closely with the engineering team to make sure we have any and all screens and interactions covered and well-designed.

# Thank you!