

Profile Creation flow for a popular video game (College Football)

Frederick Watson

Project overview



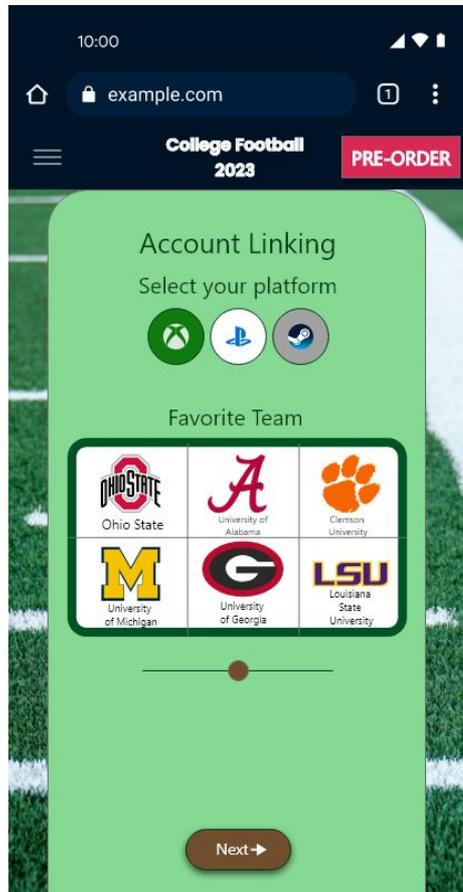
The product:

This is a responsive web design project in which I designed a simple profile creation flow, in this instance for a hypothetical college football video game title.



Project duration:

July 2022 - August 2022



Project overview



The problem:

In the context of the user problem, we wanted to design an experience that was not intrusive or obstructive to the user experience, which I used as a challenge to improve visual design from a minimal perspective, utilizing negative space and sequential design.



The goal:

Create a user flow that works seamlessly between mobile and desktop versions, and can scale upward to easily include more elements as a game's design expands.

Project overview



My role:

Lead UX Designer



Responsibilities:

Entire Design and research processes from concept to completion.

Understanding the user

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

User research: summary



User research for this project consisted of identifying a user base likely to support the game, and using affinity diagrams and organizing feedback about the feedback of the process of account creation in similar popular game titles. I conducted a competitive audit to inform on those pain points and to help guide my design philosophy.

User research: pain points

1

Requires Extra Device

Users identified the need to use their phone or computer as a hindrance, and while a good portion of users benefit from conducting the process elsewhere, there is a segment of the target audience that is adverse.

2

Too many questions

The majority of users noted that they didn't like to navigate through many pages to get signed up, as they've likely sat through an installation or set up process that has them eager to play with friends.

3

Lack of incentive

Amongst the userbase I researched, many did not see external stat tracking or interconnectivity between a publisher's titles as good reason to create a profile.

Persona: Name

Problem statement:

Aiden Smith is a longtime core fan of the franchise who needs an unobtrusive profile creation process because it extends the time before play is possible.



Aiden Smith

Age: 32

Education: Some College

Hometown: Baton Rouge, LA

Family: Newly Married

Occupation: Sales

“There’s nothing quite like the College Football Series anymore.”

Goals

- Quickly Create a profile without it being intrusive to the game experience
- See purpose in the profile creation process.

Frustrations

- Many pages to a sign up process after waiting through an installation.
- Requiring other devices to complete process

Aiden is a young professional that is a long-time fan of the popular franchise we’re designing for. Common problems in his gaming journey are intrusive processes that cannot be accessed independently of the game and appear after a lengthy download and install, and the inability to navigate with a controller or native input for the console or PC.

User journey map

Listening closely to the frustrations, hindrances, and problems of our user base, I created the user journey for our persona to identify improvement opportunities.

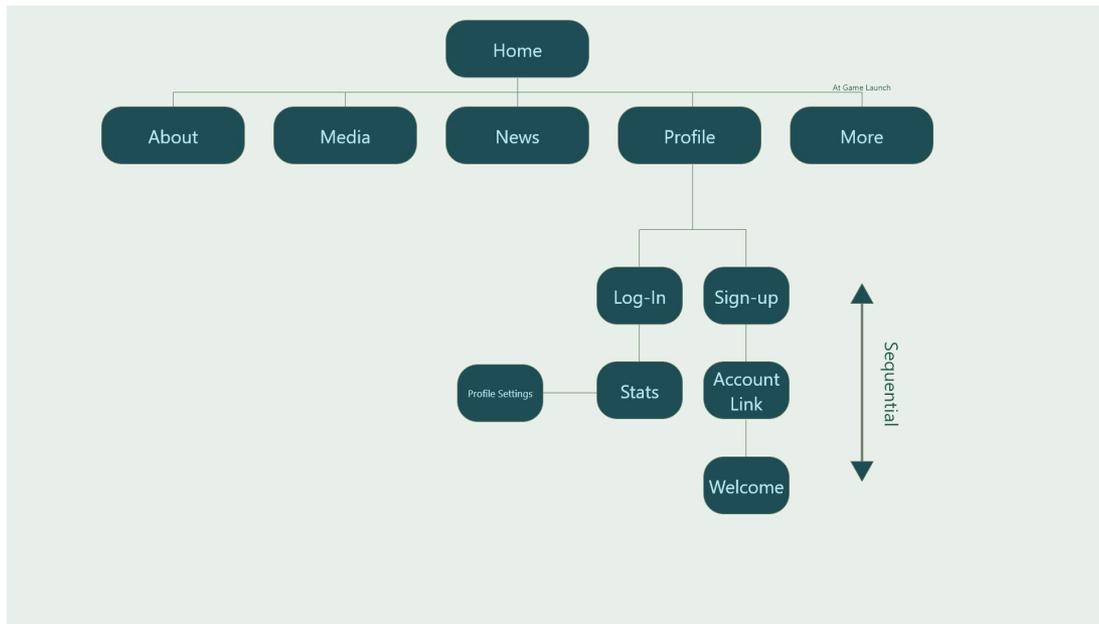
Persona: Aiden Smith

Goal: Profile Creation for a popular video game

| ACTION | Download/Install game | Update Game | Begin Game | Prepare to play online | Create Profile |
|---------------------------|--|---|---|--|--|
| TASK LIST | Tasks A. Purchase Game B. Begin Download C. Wait | Tasks A. Start game B. Wait for update download/install | Tasks A. Wait through introductory scenes B. Play through tutorials C. Complete first time startup process | Tasks A. Accept License Agreement B. Accept Terms and Conditions | Tasks A. Complete additional profile creation process B. Either Navigate to another device or with suboptimal input methods. |
| FEELING ADJECTIVE | Anticipatory | Impatient | Excited | Impatient | Frustrated |
| IMPROVEMENT OPPORTUNITIES | Offer incentive and alternate entry point to profile creation to allow preparation | Offer profile creation on store landing pages/game info pages | N/A | N/A | Provide alternate entry points to onboarding process. |

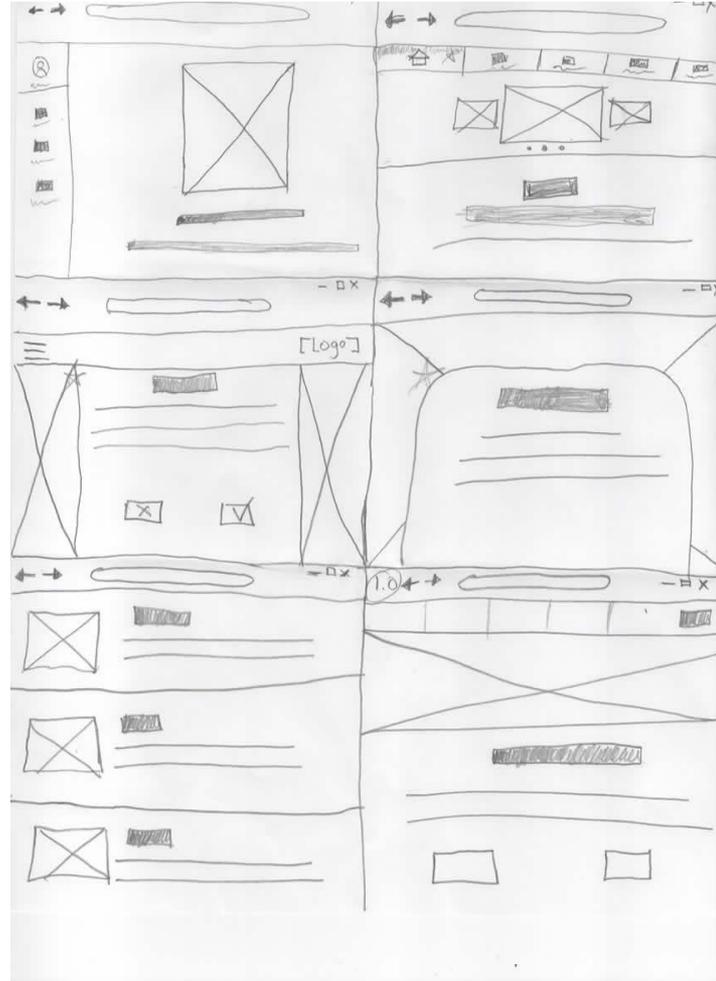
Sitemap

The sitemap for this project was derived from competitive audits of sites for popular games already in existence sharing similar space in the industry. With the user journey in mind I wanted to make the process as few pages succinctly as possible.



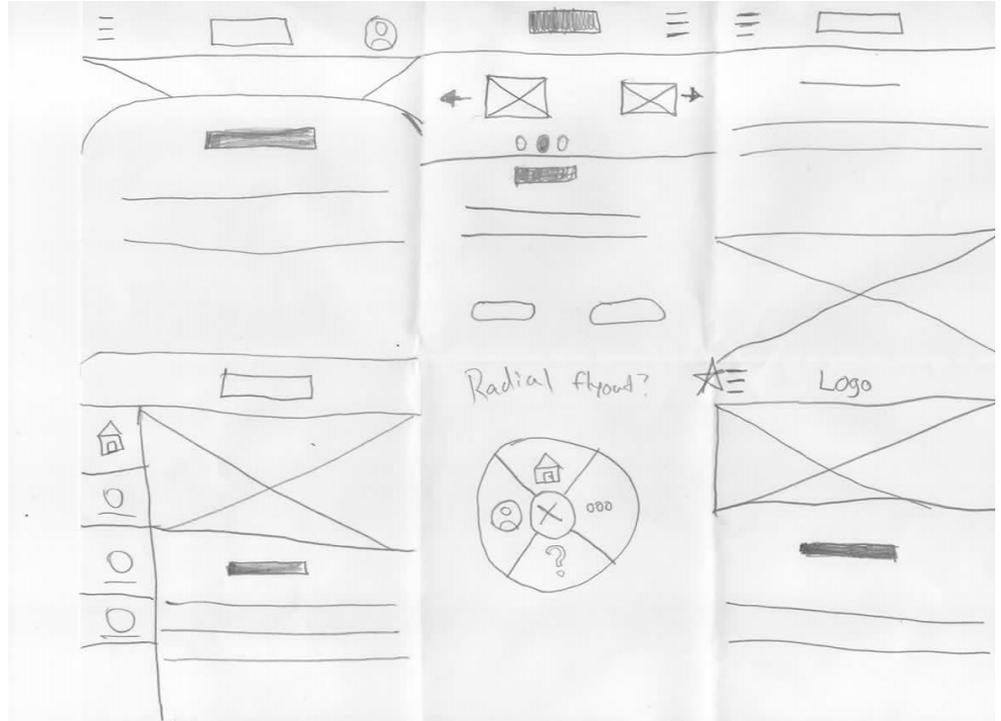
Paper wireframes

Initial paper wireframes were sketched, I aimed to explore different potential page layouts while thinking of how they could translate to other screen sizes.



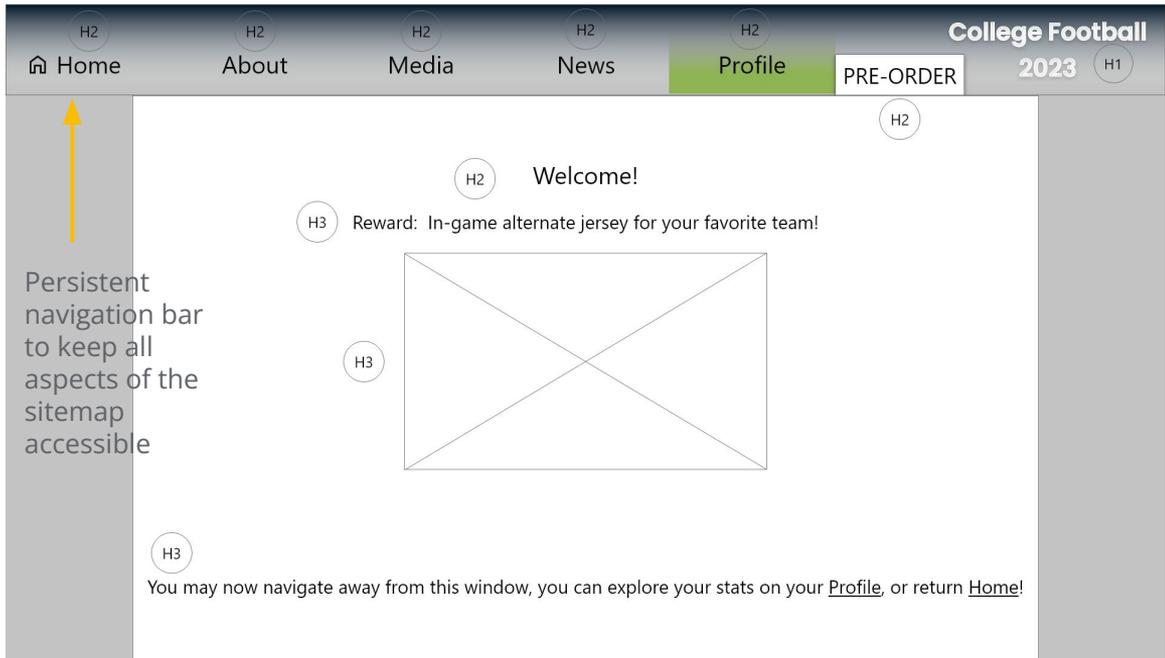
Paper wireframe screen size variation(s)

Brainstorming and ideating different ideas for appealing and accessible elements that would translate the same user experience 1:1 was the focus of sketching mobile variations.



Digital wireframes

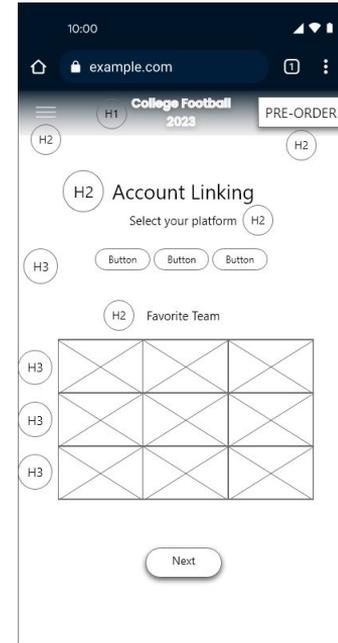
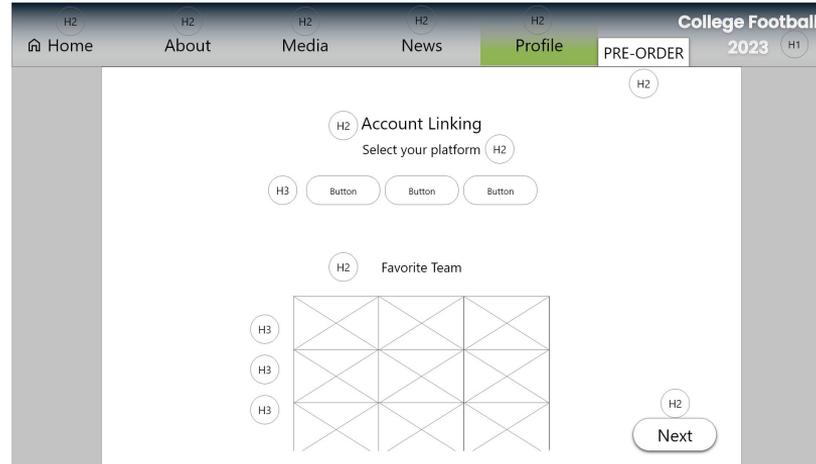
In this design I wanted to go for simple and functional, utilizing elements and options in the most minimal way I could, in order to simplify the user journey and get them into the action.



Information focused using overlay format that allows for easy responsive design.

Digital wireframe screen size variation(s)

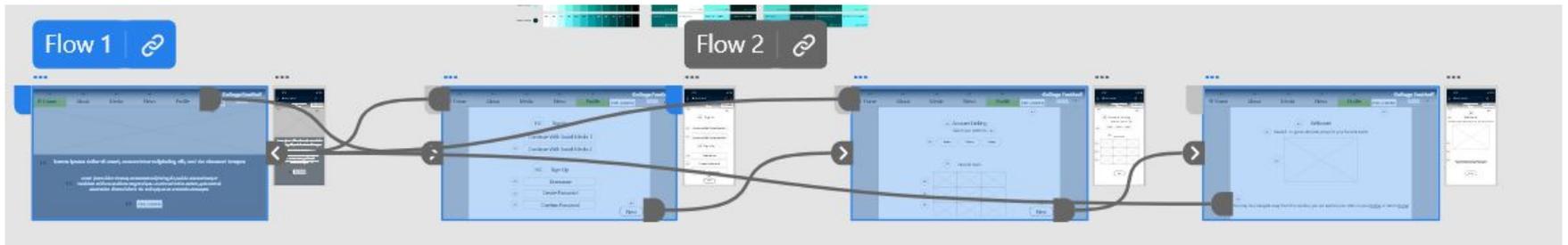
The goal in designing screen size variations were to translate every element in a readable, accessible way. The largest difference is that the navigation bar becomes a flyout menu on mobile, which was a treat to animate.



Low-fidelity prototype

Initial low-fidelity prototype [\(Desktop\)](#) [\(Mobile\)](#)

Initial usability tests were used with this prototype, centered on nailing the function of the flow I am aiming for.



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

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

1

Flow length

3-5 screens are the absolute most that users expect for this process

2

Incentive

All participants had positive feedback to the idea of receiving an in-game bonus

3

Navigation methods

Most users will prefer to use the console's native input, most likely a controller. Simplicity in design will help keep that aspect accessible.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

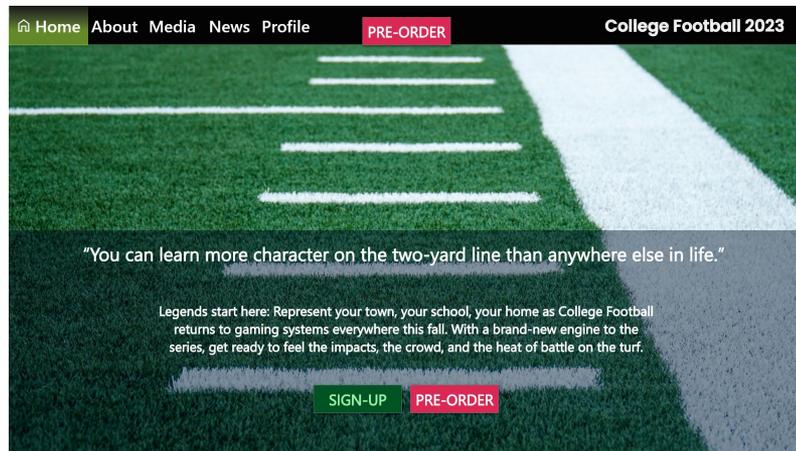
Mockups

Implementing a peer review session, soliciting critiques from respected peers, and reviewing some well known design systems led to refining my mockup toward a final form through iteration.

Before usability study



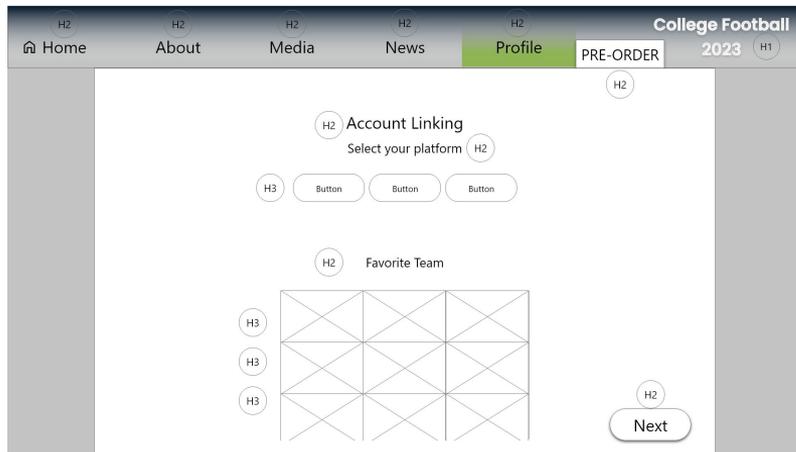
After usability study



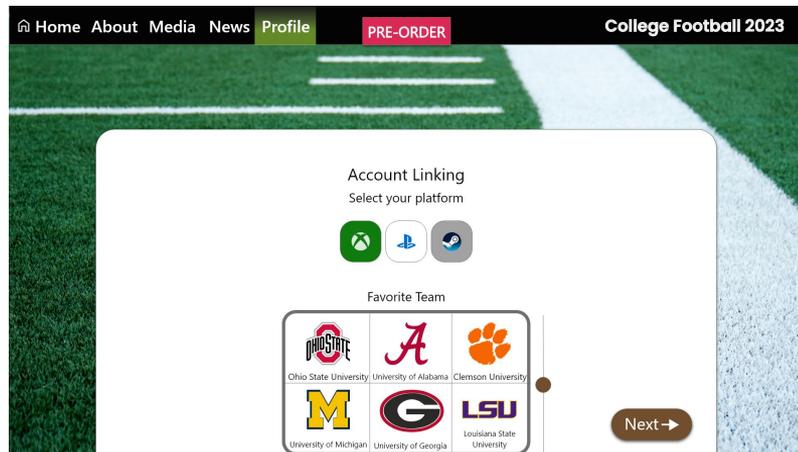
Mockups

I wanted to be able to clearly translate the experience that this particular game provides to the profile creation process by giving space to a personalized incentive based on favorite team.

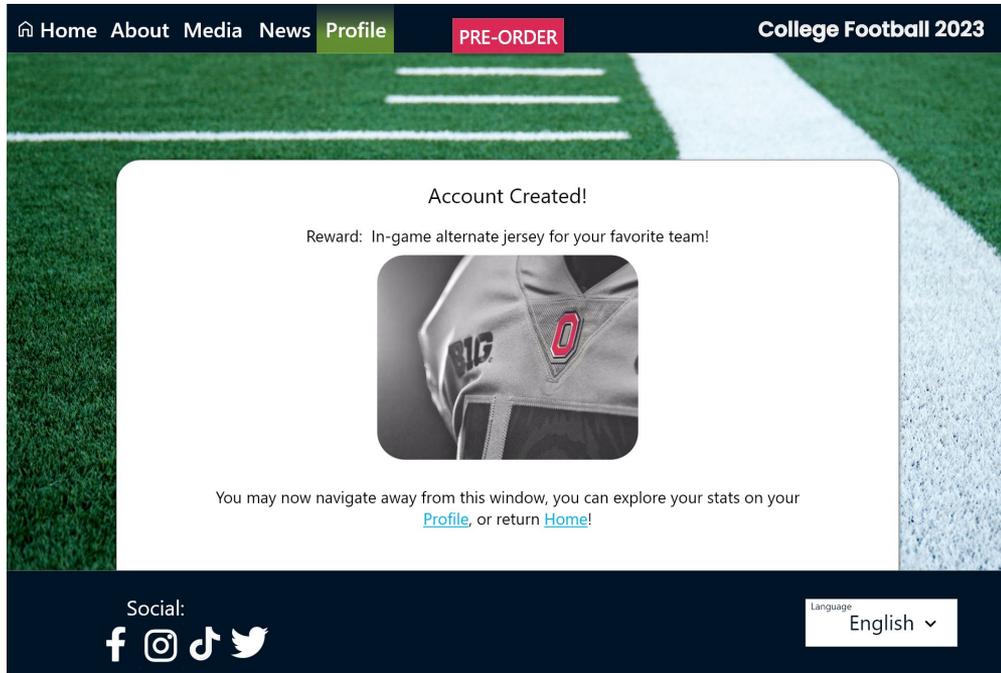
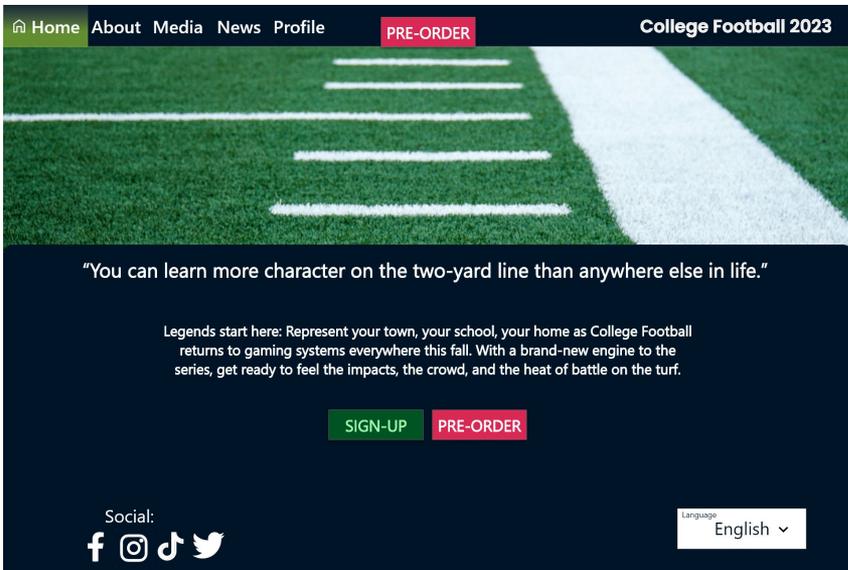
Before usability study



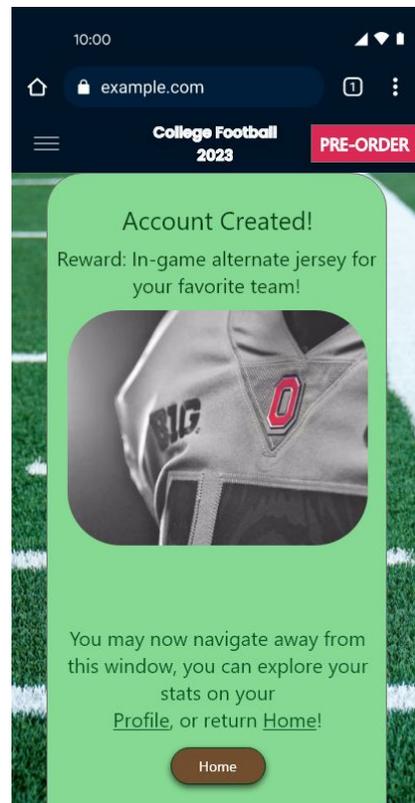
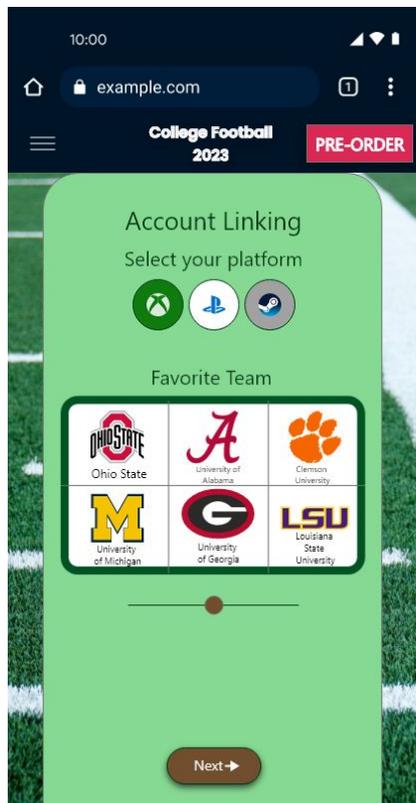
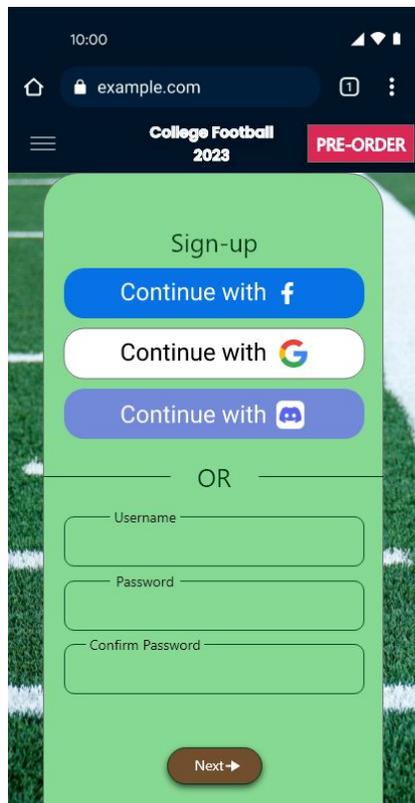
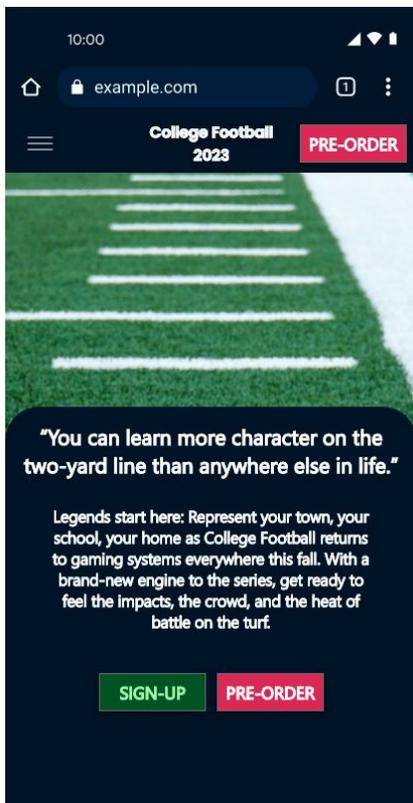
After usability study



Mockups: Original screen size



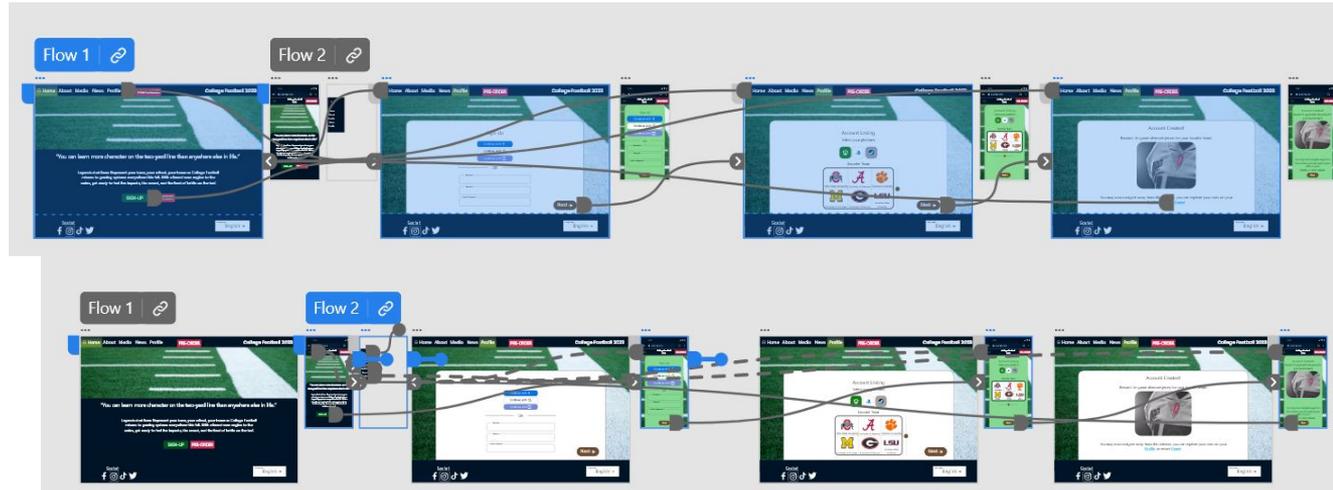
Mockups: Screen size variations



High-fidelity prototype

High Fidelity Prototype
([Desktop](#)) ([Mobile](#))

With the high fidelity prototype I used assets and text that I would expect to be nearly final, and arrived upon a 3 page sequential flow that got players right back to the action.



Accessibility considerations

1

Implementing my learning from the Web Accessibility Initiative (WAI), I used headings to create a layout that would be easily accessible to screen reader technologies.

2

Carrying my learnings from previous case studies, I paid careful consideration to color contrasts to match Web Content Accessibility Guidelines (WCAG). I used resources that are built around these guidelines to verify the contrast integrity.

3

Use of Alt Text, iconography, and visual hierarchy are blended throughout to give multiple distinctions and accessibility points for all information on a page.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

This project helped me to learn about designing to specific tasks as parts of a whole. Thinking of an entire comprehensive project can be overwhelming versus building from each user flow, for example. This is an instance where the impact is more about the learnings for me as a designer at this point in my career.



What I learned:

In addition to learning best practices in animating menus, the focus on responsive web design for this project taught me a lot about how elements and animations can translate to different screen standards and how to discern methods for best accomplishing that task.

Next steps

1

The next step I would take with this project is assessing all entry points to the flow from both inside and outside of the game, collaborating with the design teams involved to keep the vision coherent.

2

Another next step would be handing off the designs to my cross functional partners to begin development of the site

3

The next flow I would have designed would be for an existing user to utilize their profile to enhance their experience in the game (stat tracking, franchise records, etc)

Let's connect!



Thank you for sticking through this presentation with me! More samples of my work and contact information can be found at my site, which [can be found here!](#)

Quick reference:

Phone: 614-822-7004

Email: frederickwatsonthird@gmail.com

[Linkedin](#)