

# High Score Arcade App

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Amanda Albright

# Project overview



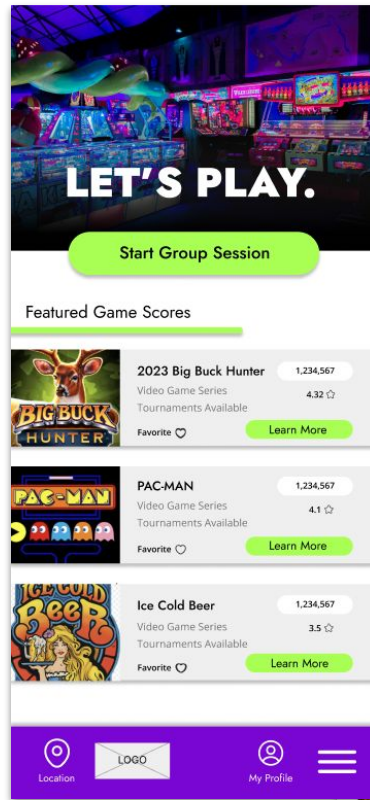
## The product:

This high-score recording app helps arcade enthusiasts to not only check game progress at location, but to also create opportunities for group sessions to see the top ranking members and create a method for people to connect.



## Project duration:

This project has taken 4 months to work on.



## Group Session

Round up your buddies and embark on an epic arcade adventure to smash those high scores! Let the gaming showdown begin at the arcade of your wildest dreams!

### Step 1: Choose Location

Pick Location

### Step 2: Add Friends

Add Contacts

### Step 3: Let's Play

Start Group Session



# Project overview



## The problem:

Arcades are struggling with engagement and retention. Additionally, there is no application available to record scores for arcade games.



## The goal:

We want to create a product that can compete in the market, improve sales, and delve into a mostly untapped market.

# Project overview



## My role:

I am lead UX designer and UX researcher.



## Responsibilities:

I've completed the user research, wireframing, and prototyping.

# Understanding the user

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

# User research: summary



I completed an in-person moderated research sessions with several participants. These were individuals who have been to an arcade previously.

I assumed that what was on the home page would be valued higher than the menu page. I also assumed that a different map feature wouldn't affect user experience. I learned that there are now certain expectations for how a map should function thanks to Google. Additionally, a fully functional menu is essential to a positive experience.

# User research: pain points

1

## Single or Group

There is no universal product that records single or group scores, so nothing is tracked.

2

## What is Available?

There is no applications available to track what games are available per location. So for users wanting specific games, this caen be a pain point.

The design would a comprehensive list of what is available.

# Persona: Marsha Paul

## Problem statement:

Marsha is a 45 year old mom who wants to keep up with her kids and stay in-the-know because she only gets to see them when they come home from college.



**Marsha Paul**

**Age:** 45

**Education:** Master's Degree

**Hometown:** Charlotte, NC

**Family:** Married, 2 college kids

**Occupation:** Senior Accountant

*“Family isn't just an important thing, it's everything. Together we can create memories that will last a lifetime.”*

## Goals

- Marsha seeks to find more ways to stay close to her kids and find something to connect the family in a fun way.

## Frustrations

- Marsha struggles with her kids being out-of-state and doesn't always know the latest trends her kids talk about.

Marsha has been at the same company since she graduated and she was able to start a family in the same area. Her kids have moved on to college, but they come home to visit often. Marsha prides herself on staying connected with her kids and works hard to prove it. Family is her rock and aims to make home a great spot for her family and friends.



# User journey map

Marsha wants to do something with her kids, so she needs an app that simplifies the process with locations, times and availability.

## Persona: Marsha Paul

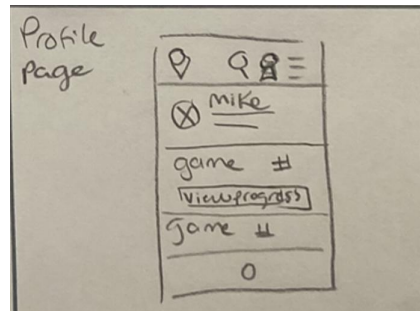
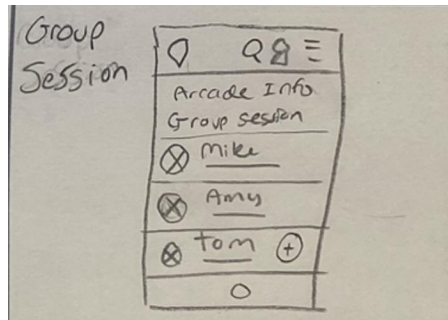
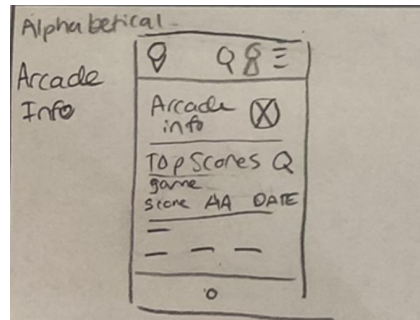
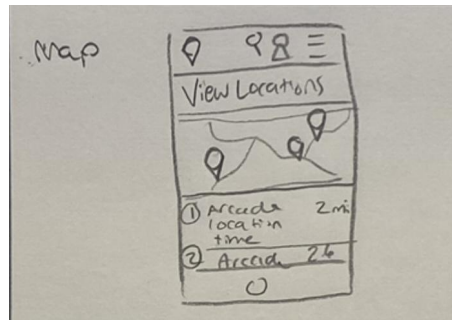
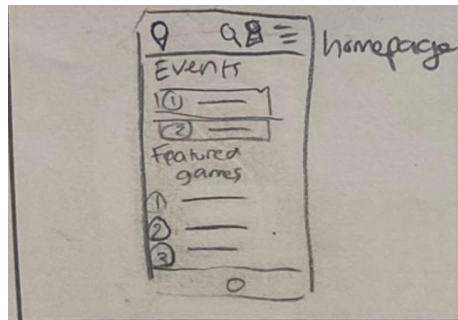
Goal: Plan a family trip to the arcade

ACTION	Pick Arcade	Browse Options/Visit App	Organize the attendees	Go to Arcade	Enjoy Games/View Standings
TASK LIST	Tasks A. Pick Activity B. Search nearby arcades in browser C. Select Arcade	Tasks A. Browse game selections B. Download the local app C. Check out functions	Tasks A. Contact family members B. Deliver time/date C. Get responses in a timely fashion	Tasks A. Decide how everyone is getting there/carpooling B. Get directions C. Head there	Tasks A. Enter Arcade B. Play solo/group games C. Compete to see who is the best D. Get everyone home
EMOTIONS	Overwhelmed by the number of options. Indecisive about the best options. Excited to plan an event.	Overwhelmed by the number of options. Anticipation of what to plan and where to compete.	Overwhelmed by having to organize things. Uncertainty if everyone will attend.	Anxious to get there and start. Eager to get on the road.	Relief to be enjoying the games. Satisfaction of success.
IMPROVEMENT OPPORTUNITIES	Create a dedicated app to show local arcades and the available games	Add filters based on interest  Include images  Include ratings and descriptions	Optimize app for screen readers  Send event notifications/RSVP options	Include map options	Include rankings for games  Provide rewards program



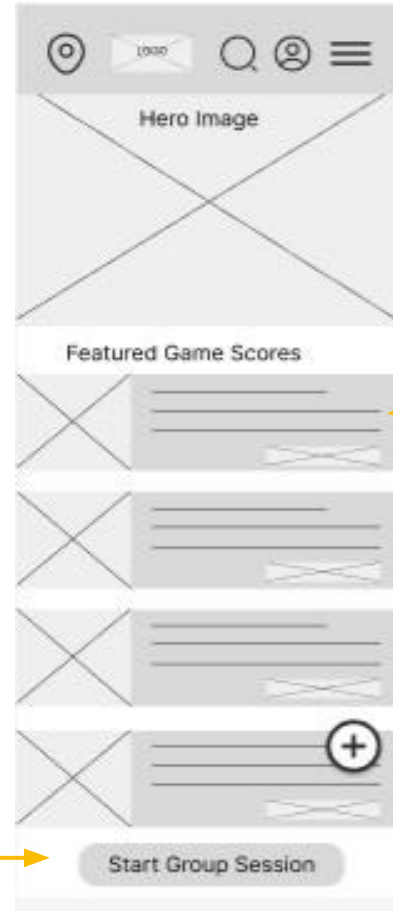
# Paper wireframes

These paper wireframes display the user journey of starting a group session on the application.



# Digital wireframes

This layout is meant to provide visual hierarchy and give the most important pieces in the homepage.



This area provides a mini profile.

This is a direct way to start a session

# Digital wireframes

This map version is meant to mirror Google Maps in functionality, so it is more intuitive and easy to navigate, providing two separate ways to choose a location.

Ability to see a map to visually see locations

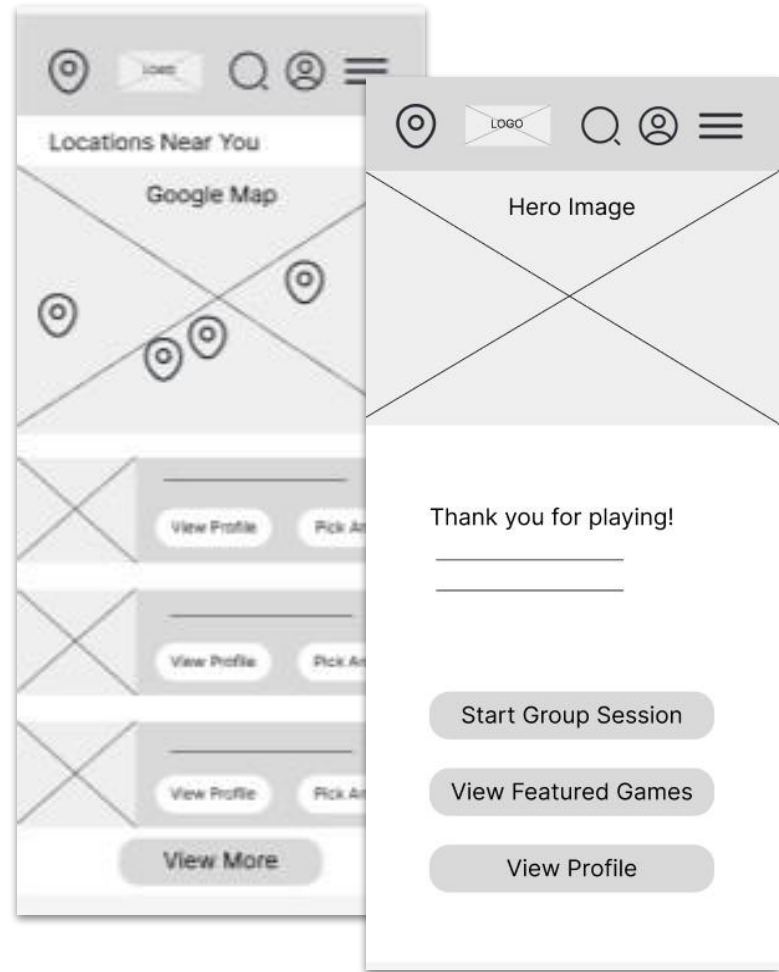


Secondary option to click on location information



# Low-fidelity prototype

The low-fidelity app prototype for the arcade shows how to start with making a group session, This was tested and can be viewed [here](#).



# Usability study: findings

Participants between the ages of 18-30 who reside in suburb and rural areas were asked to see how easy it was to start a group session along with making certain selections. Participants go to an arcade at least once a month.

## Findings List

- 1 Fast Start**  
Users need a better placed button to start the process for a group session (for ease of access)
- 2 Selection Confirmation**  
Users need confirmation pages to assist with selections.
- 3 Navigation Hub**  
Users need a thorough menu and footer to help with navigation.

# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility



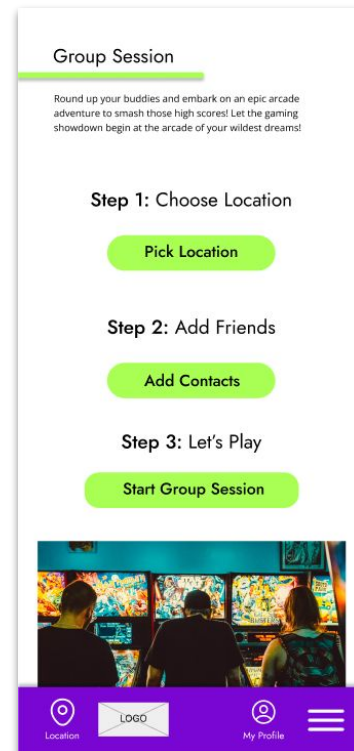
# Mockups

The usability study showed that the menu would perform better on the bottom of the screen. Also, Step 3 would have a button to confirm the selections.

Before usability study



After usability study



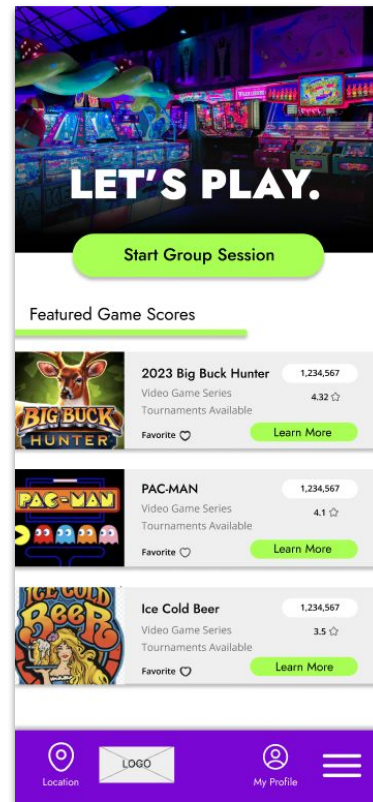
# Mockups

The usability study showed that the “Start Group Session” needed to be moved up to increase visibility and accessibility.

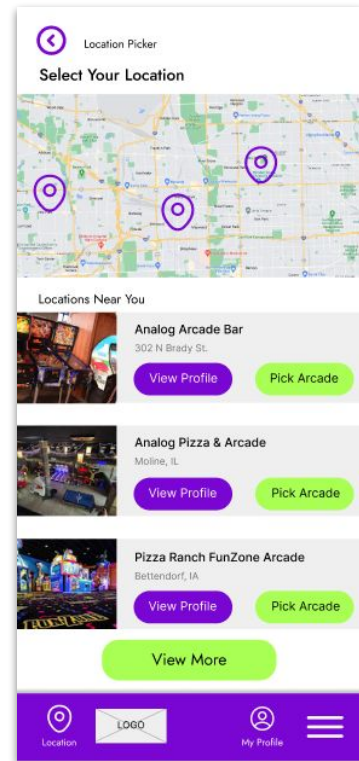
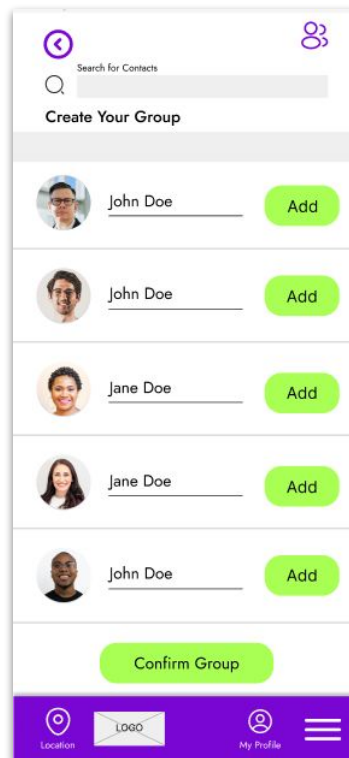
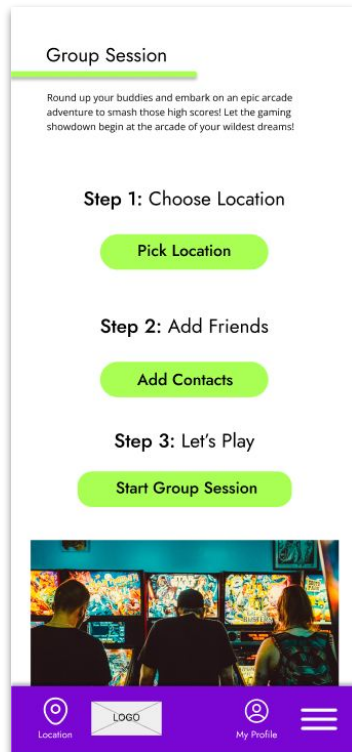
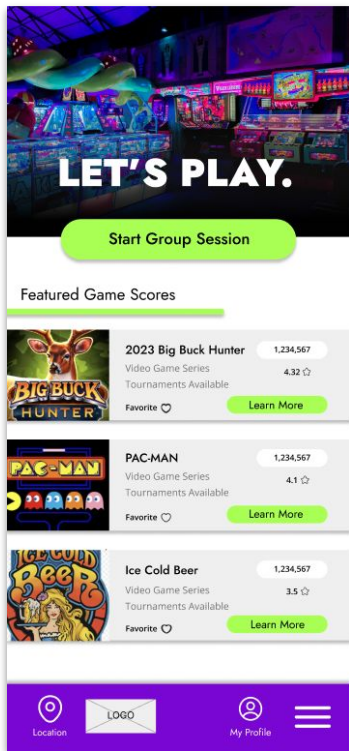
Before usability study



After usability study

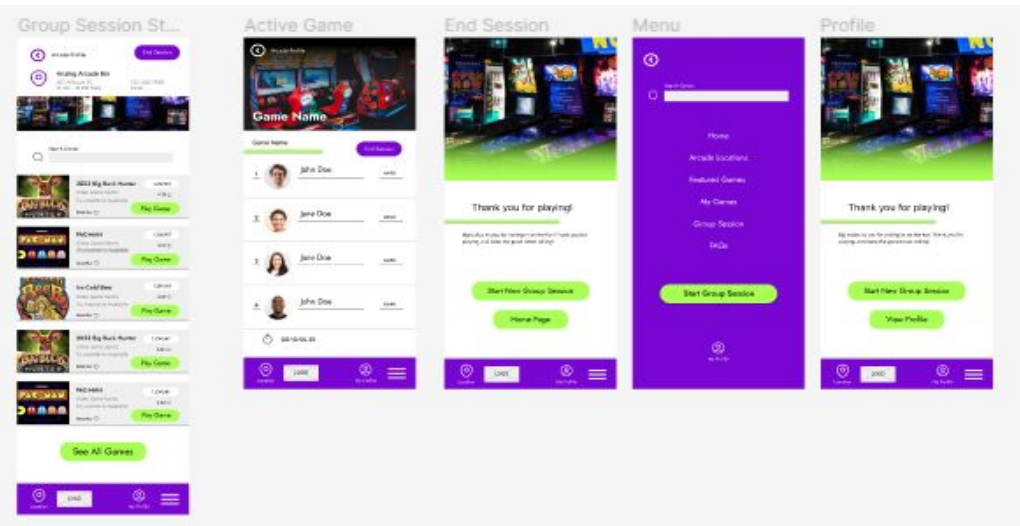
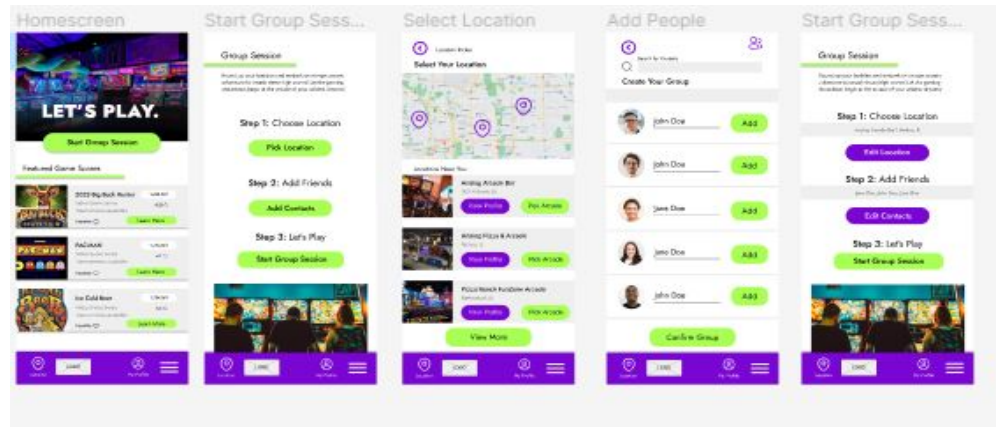


# Mockups



# High-fidelity prototype

[\[Link to high-fidelity prototype\]](#)



# Accessibility considerations

1

Applied high contrast colors to make everything easy to read for the visually impaired.

2

Used icons to simplify navigation.

3

There are clear images utilized to delineate each game and location.

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

The app makes people feel like arcades are more integral to the entertainment industry.

“I could really see myself using this with my friends when we go out together.” - Aubrey Lathrop, Arcade Goer, Moline, Illinois



## What I learned:

When breaking into an untapped market, more sensitivity is needed as it has to be verified that the application is desired and fitting for the target audiences.

# Next steps

1

Conduct a secondary usability study to verify the pain points users experienced to make sure they are properly addressed.

2

Conduct more user research to determine the full extent of what is needed for the application.



# Let's connect!



Feel free to contact me to see more of my work.

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