



UX Candidate Project for Spider-Man

MARVEL

SPIDER-MAN

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MY SCREEN SELECTION



I chose a screen that featured Spider-Man in the middle of combat with the weapon wheel selected.

INITIAL THOUGHTS

My initial, general thoughts on the screen: what I liked and didn't like.

Health and mana easy to read and articulate.

Weapon wheel can be confusing to use during intense fighting sequences because it only slows down the time, and does not pause it. Because of it, I often only stick with the main web weapon.

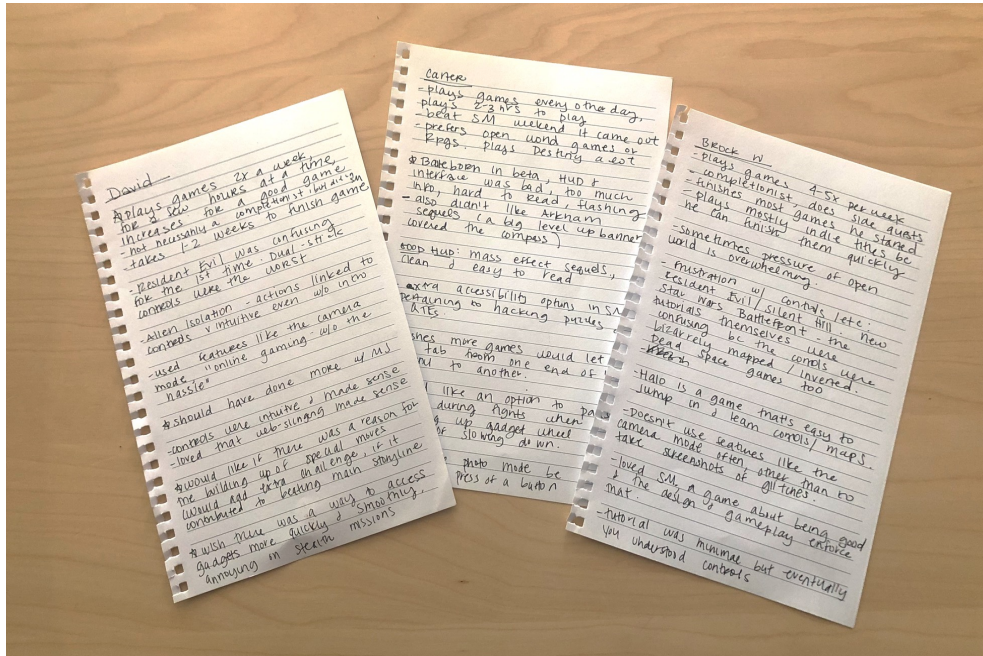


Objective pop-ups are helpful and easy to read.

I like the mini map, but the design and colors can make it hard to see against the background.

Move suggestion does not distract from gameplay and is intuitive to understand.

RESEARCH



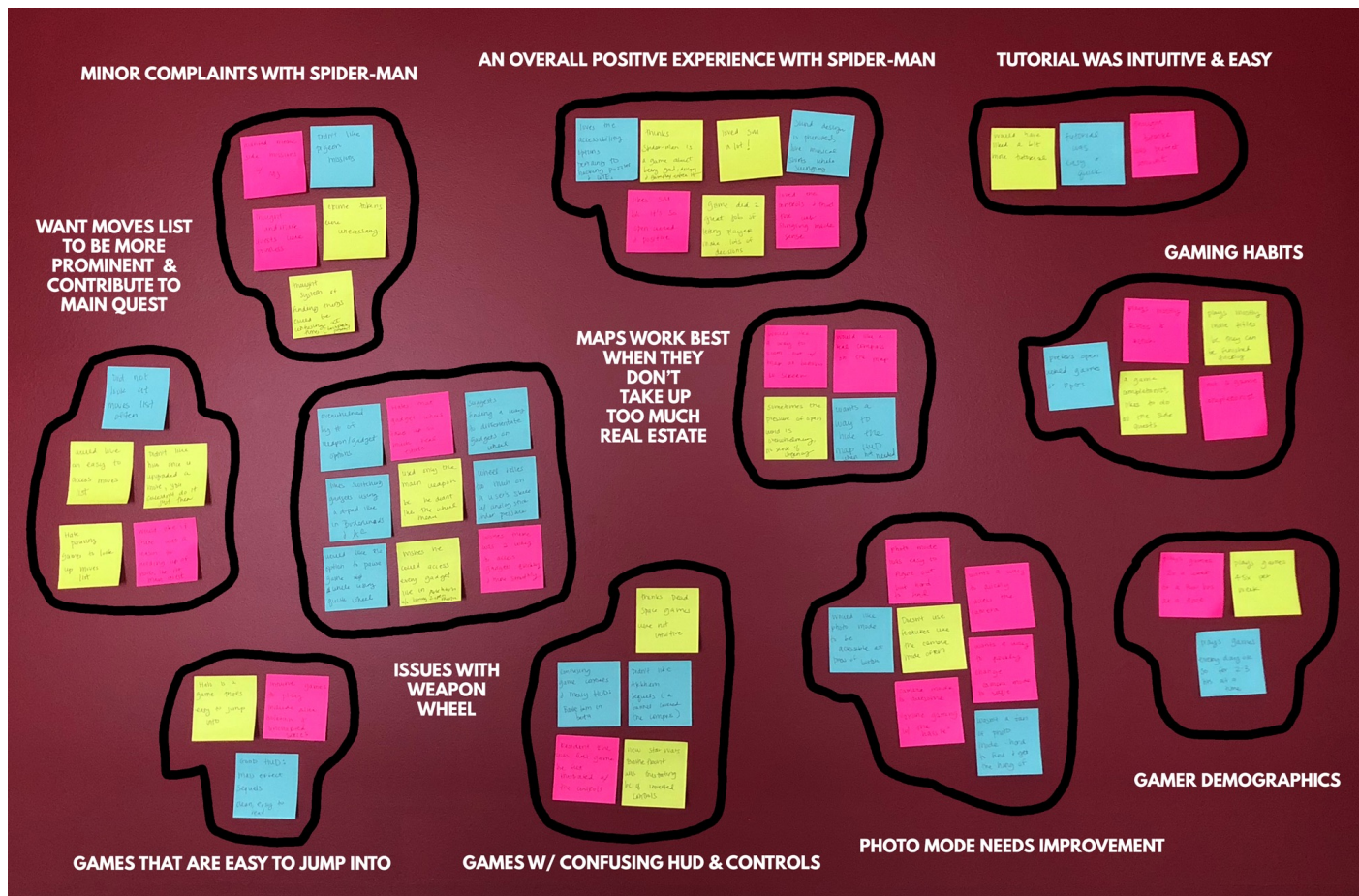
At this point, I wanted to know what other people's thoughts were about the game and the screen/section I chose. I had some initial ideas, but researching outside of my own will help me to design the best option for the screen I chose. So, I set out to interview three users, each varying in demographics and gamer habits.

Notes from the interview, which included examples of the following questions:

1. Tell me about a time where you really wanted to love a game, but its HUD or controls were so bad/confusing, you had to quit.
2. Tell me about a time where a game's mechanics were so easy and intuitive, you could jump in during the middle and know what to do.

Other questions discovered gamer habits, opinions and frustrations over Spider-Man, and the screen in question.

AFFINITY MAPPING



I then used affinity mapping to organize the user data and find trends and common pain points.

TAKEAWAYS

The Top Takeaways I synthesized from affinity mapping the data:



- Users had issues differentiating the types of web weapons in the weapon wheel
- Users didn't use the weapon wheel often during a fight because it didn't pause the screen
- Users want a quick way to access weapons
- Users want a quick way to view the moves list
- Users want a quick way to access photo mode without having to go through a menu
- Users think mini-map takes up too much screen real estate and the compass is confusing

COMPARATIVE ANALYSIS



- Hitting the Y button quickly switches between equipped weapons, weapon slots, in order.
- Switch weapons with d-pad, 1-4 with all 4 dpad directions.
- Weapon switching takes a lot of time.
- Minimal customization options, only blanket skins.
- Minimap.
- Multiplayer.



- Switch weapons with d-pad.
- Similar bat-sense when enemies are about to attack.
- All weapon/gadget options are visible on weapon wheel.
- Weapon wheel pauses game while selecting.
- Minimap.
- Single player.

Now that I had a good general direction for what things were missing or needed to be changed on the screen from the users, I aligned it with my initial thoughts and set to conducting more research with comparative analysis.

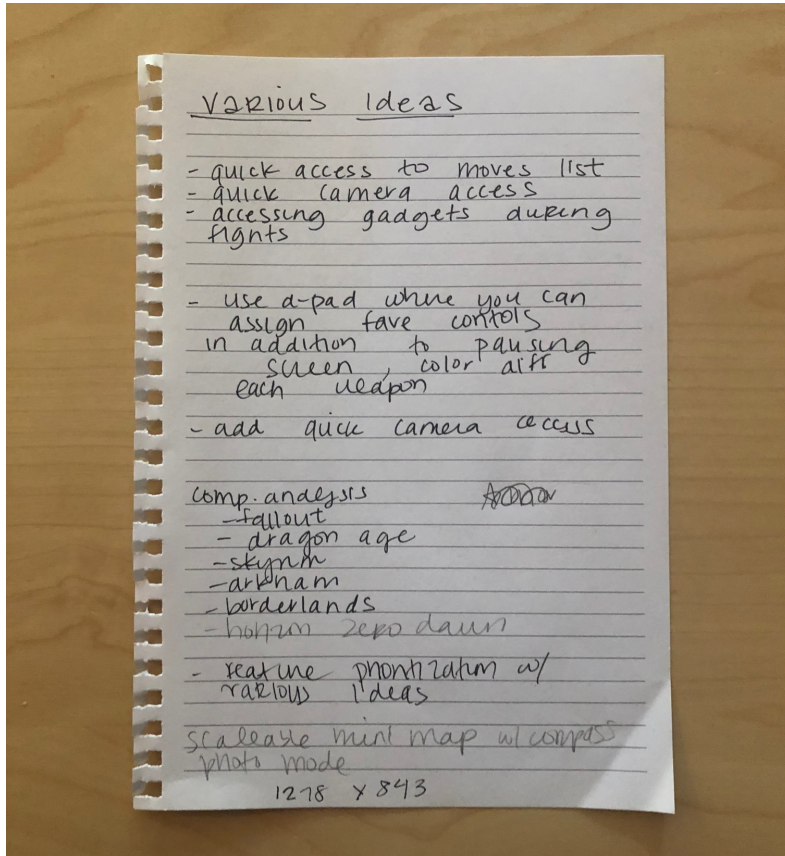
TASK ANALYSIS

I then decided to research another game by performing a task analysis similar to the screen I chose.



(CLICK ON THE
SCREEN TO VIEW
THE VIDEO!)

FEATURE PRIORITIZATION



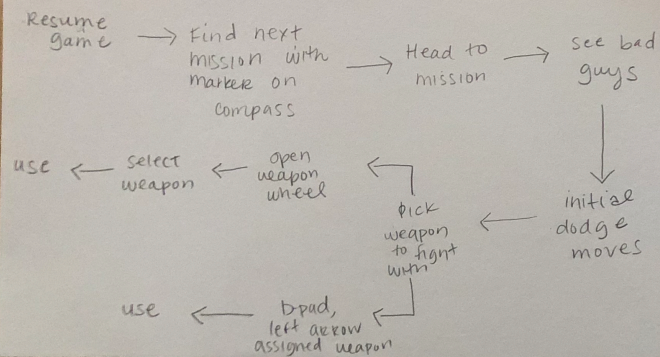
I tried to think of everything that would enhance the screen as well as ideas directly inspired by the user feedback/data and comparative research.

All of this research gave me a bunch of new ideas for what to include in the screen. Before I started sketching, I wrote a list of potential features I wanted to include.

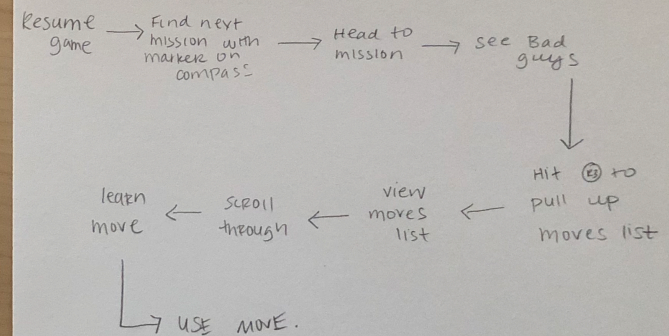
USER FLOWS

I then began to ideate with the ideas for features and improvement by creating two user flows that included using some of these ideas in action.

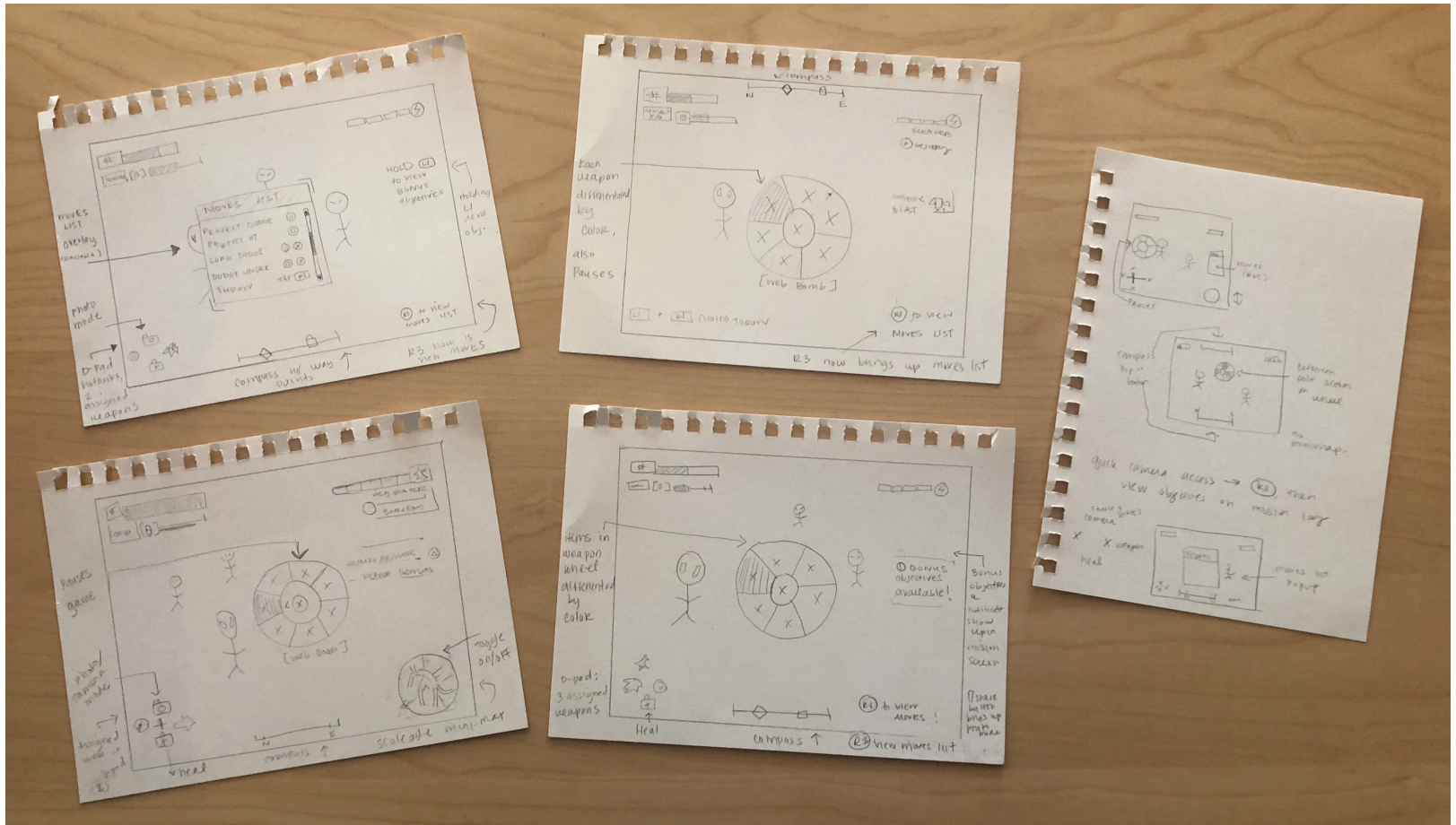
USER FLOW # 1: USING Assigned weapons with the D-pad + new compass



USER FLOW # 2: Bring up moves list during a fight



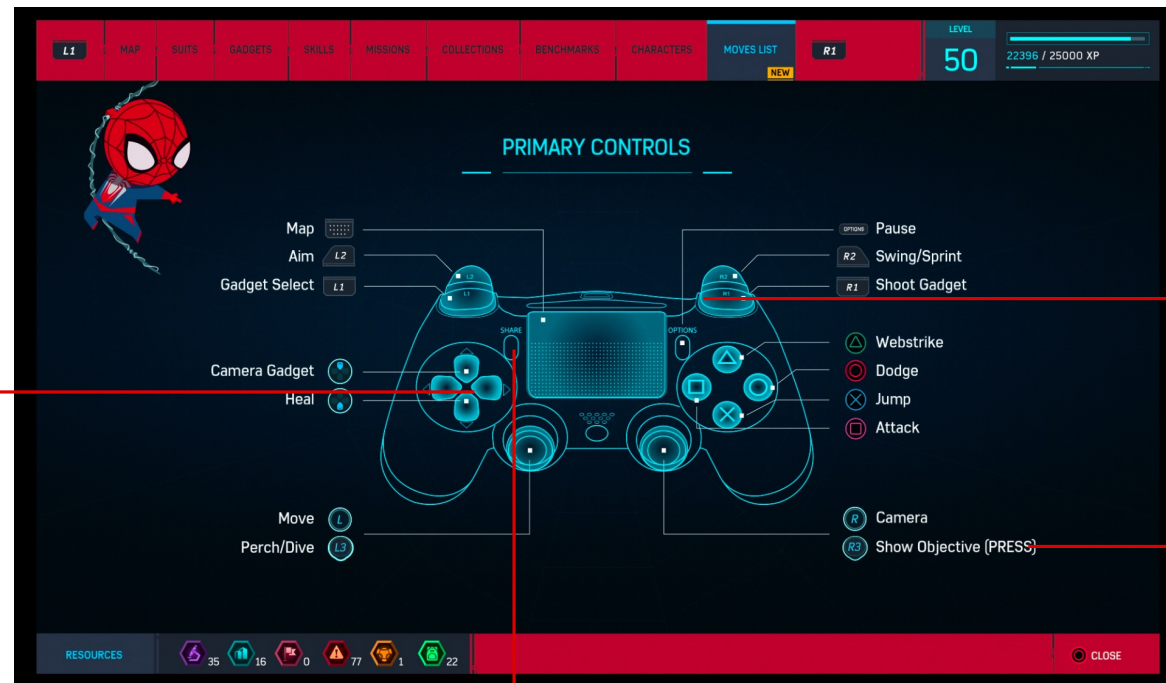
MY SCREEN SELECTION



From there, I began the first step in implementing these ideas by doing some rough sketching and low-fi wireframing.

MY SCREEN SELECTION

Then, I conducted some more research on the primary controls in the game, and opted for ideas that included changing some of them up.



D-pad right and left arrows now hotkeys for assigned weapons

Holding R1 will now show objectives

R3 now brings up moves list

Share button now brings up the photo mode

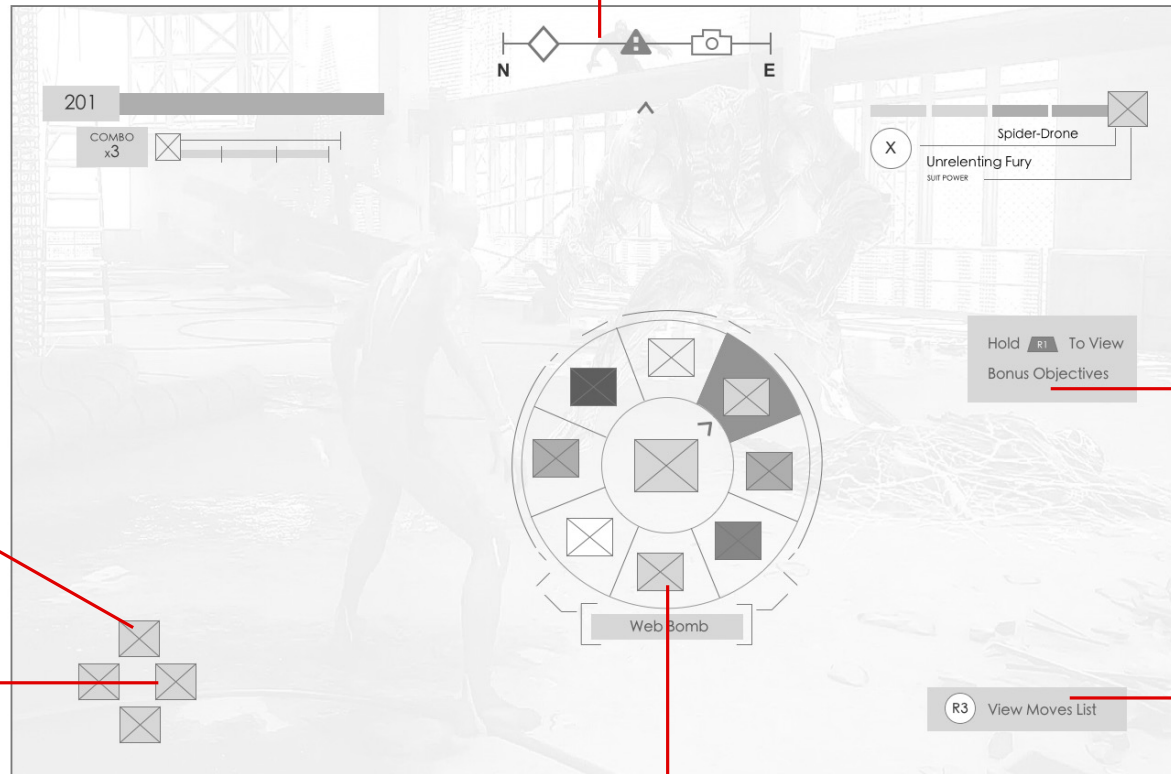
MY SCREEN SELECTION



The first medium-fidelity wireframe while in combat, using the weapon wheel.

MY SCREEN SELECTION

Mini map replaced with a compass.



Camera, when hit twice, will automatically switch to a selfie.

D-pad right and left arrows now hotkeys for assigned weapons, heal stays the same.

Holding R1 now shows objectives

R3 now brings up moves list

Weapon wheel now pauses gameplay; each weapon will be a different color.

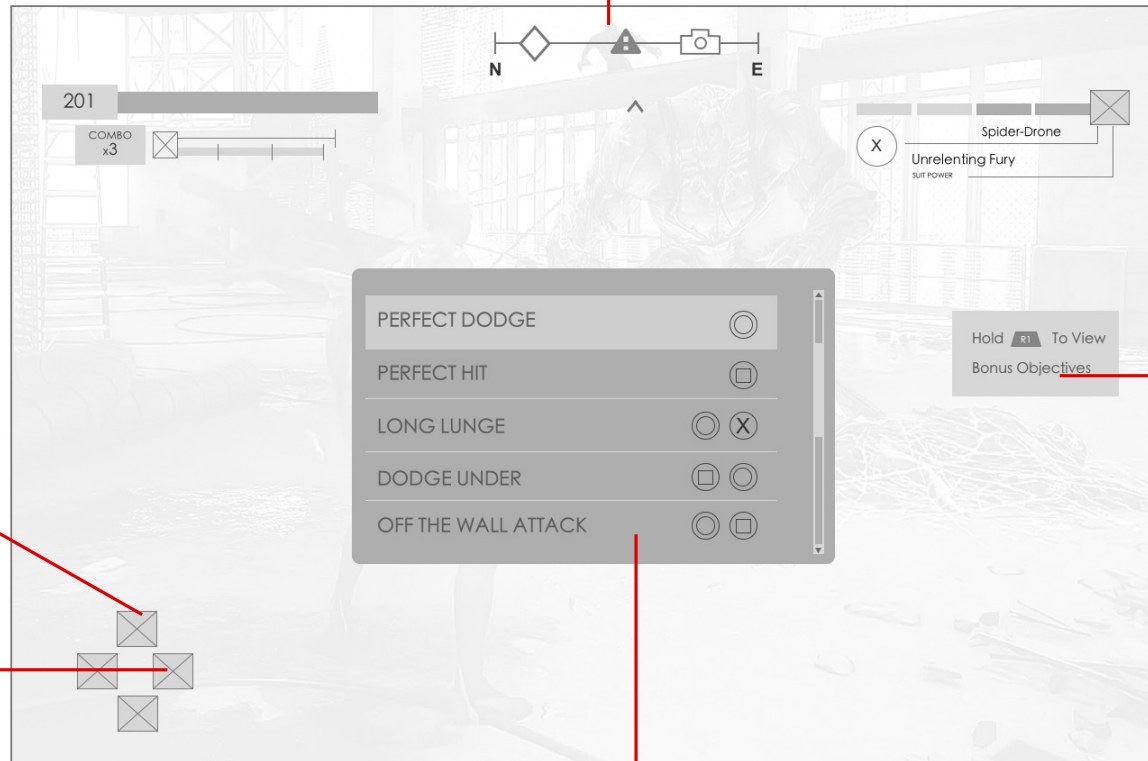
MY SCREEN SELECTION



The second medium-fidelity wireframe while in combat, pulling up the moves list.

MY SCREEN SELECTION

Mini map replaced with a compass.



Camera, when hit twice, will automatically switch to a selfie.

D-pad right and left arrows now hotkeys for assigned weapons, heal stays the same.

Holding R1 now shows objectives

R3 now pulls up an overlay for the scrollable moves list

CONCLUSION

THE TAKEAWAYS



- I felt that I successfully accomplished one of the big pain points in this particular screen by differentiating the weapons by color on the weapon wheel, having it pause the screen, and offering assigned hotkeys to the D-pad. This allows the user to quickly fire his favorite weapons, take time to find the weapon he wants, and understand the difference between each.
- I learned that gamers are really affected by “unnecessary” information and real estate on the screen (like the mini map) and want a seamless viewing experience as much is possible.
- I also learned that not every solution works for every gamer, depending on how long they’ve played and what types of games they gravitate towards. Because of this, I tried to come up with solutions that compromised varying ideas in a manner that still made sense. (ie, some didn’t care about the camera mode, some wanted to access it quickly—I included a way to access it quickly without assigning it to one of the most used controls.)

NEXT STEPS

If I had more time, I'd like to perform the following moving forward:

- Further define the problem and solution with user testing on initial wireframes
- Map out potential customer journeys to detect more pain points and solutions
- Experiment with more ideas for making the screen more dynamic and intuitive
- Develop high fidelity screens



THANK YOU!