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Game Swap

The User Friendly Feedback Platform For Game Designers

David Kim (02482792)

Academy of Art University
Graduate School of Web Design & New Media

November 18, 2016

Area of Emphasis: UX

About Me

Born in San Francisco

I live in Millbrae, CA

I like PC games, web coding, updating computer hardware

BFA Digital Media Art
SJSU, 2012

My goal is to be a
Digital Media Artist &
Game Guru





What is Game Swap

Game Swap is an online platform for game design students which provides user-friendly, collaboration, and feedback on their project.

Let's take a journey (Task 1)



Name: Kyle

Age: 25 years old

Game Design Student

Kyle is a game design student at Academy of Art University. He creates his own games for other students to test and play. He is looking for a user friendly platform that allows him to get non-technical feedback to improve his design.

He wants to get feedback for his game, so he can show it off at the 2016 Spring Show.

<http://davidwkim.com/gswap>

Follow me on this journey through Game Swap



Proof of Concept (PDF):

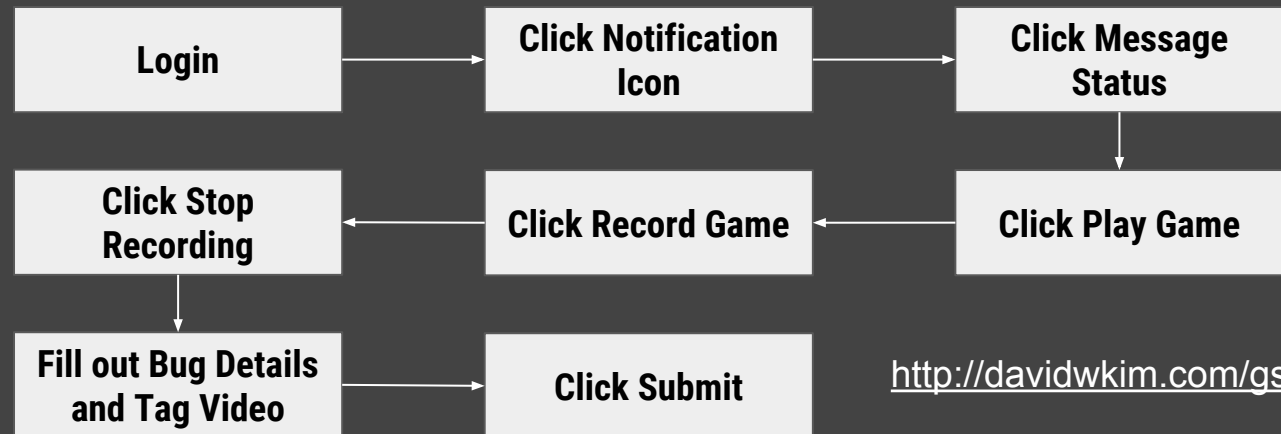
https://docs.google.com/presentation/d/1JWx_2jQFTsVa4nGE5vMhaW9DNI7qiYUjKCF9eHmeqEo/edit?usp=sharing

Let's take a journey (Task 2)



Name: Travis
Age: 25 years old
Game Design Student

Travis is a game design student at Academy of Art University. He creates his own games for other students to test and play. He is looking for a user friendly platform that allows him to get non-technical feedback to improve his design.



<http://davidwkim.com/gswap/travis>

Proof of Concept (PDF):

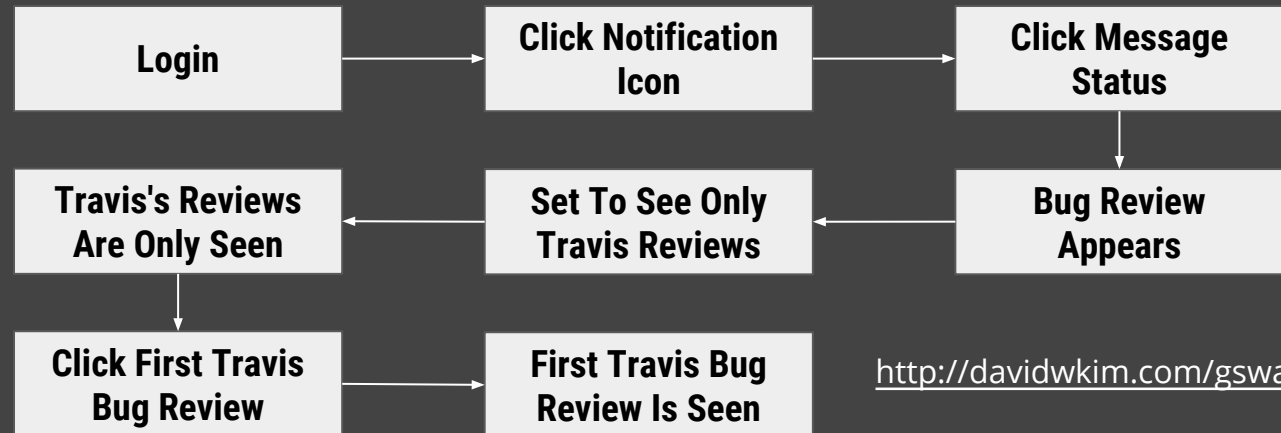
https://docs.google.com/presentation/d/1JWx_2jQFTsVa4nGE5vMhaW9DNI7qiYUjKCF9eHmeqEo/edit?usp=sharing

Let's take a journey (Task 3)



Name: Kyle
Age: 25 years old
Game Design Student

Kyle is a game design student at Academy of Art University. He creates his own games for other students to test and play. He is looking for a user friendly platform that allows him to get non-technical feedback to improve his design.



<http://davidwkim.com/gswap>

Proof of Concept (PDF):

https://docs.google.com/presentation/d/1JWx_2jQFTsVa4nGE5vMhaW9DNI7qiYUjKCF9eHmeqEo/edit?usp=sharing

And now some project background,

Next I will show you

Problem/Solution

Problem

Game design students need a platform to get feedback to improve their games.

Solution

Game Swap is an online platform for game design students which provides user friendly, collaborated, and non-technical feedback on their project.



Project Overview

Game Swap is a website where game design students can get together and test their published game prototypes.

You can check your feedback for your games via bug report and video.



Target Audience

Game Design Students

These are people who are learning game design for the first time to meet their needs for a career in the game design industry.

Age: 19 - 30 years old

Demographics: USA & International

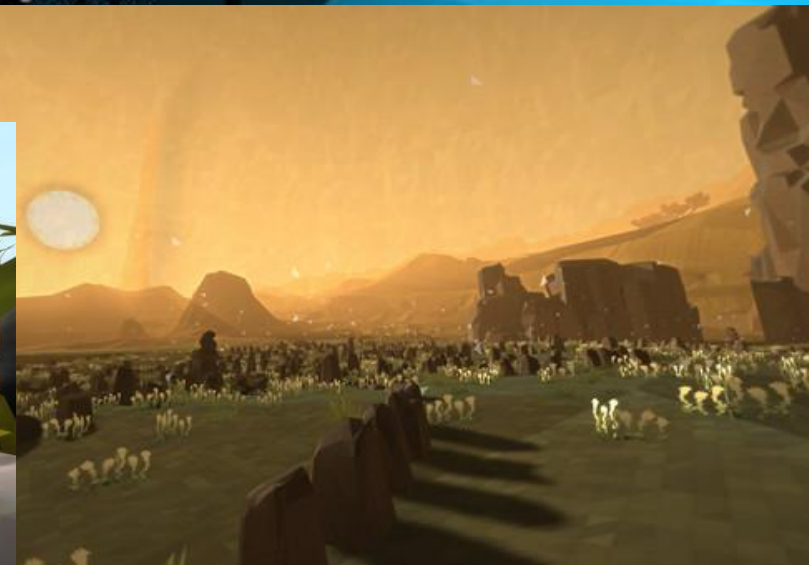
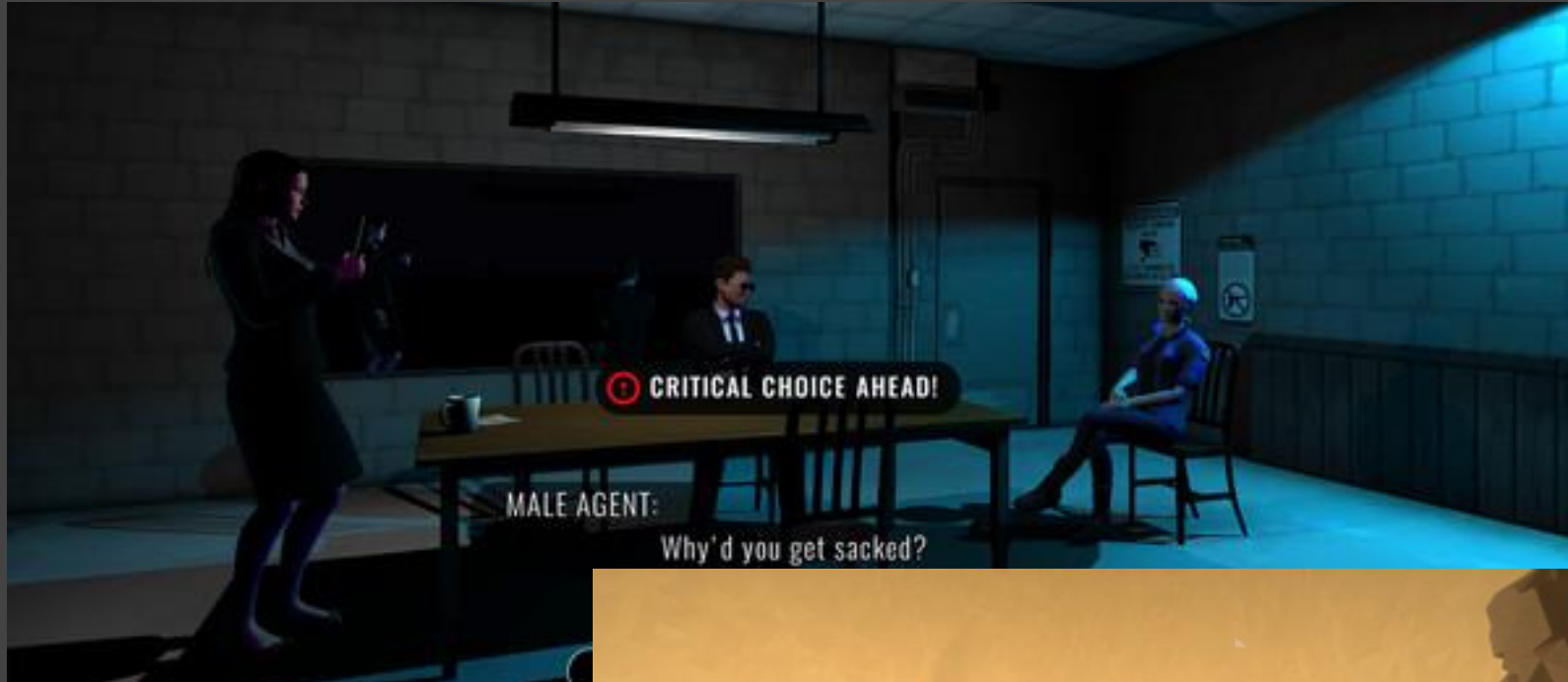


Research & Analysis

Market Research

Game design students will be creating the following games in the future.

Some game design companies they may work for are Electronic Arts, Activision, etc.



My Competitors

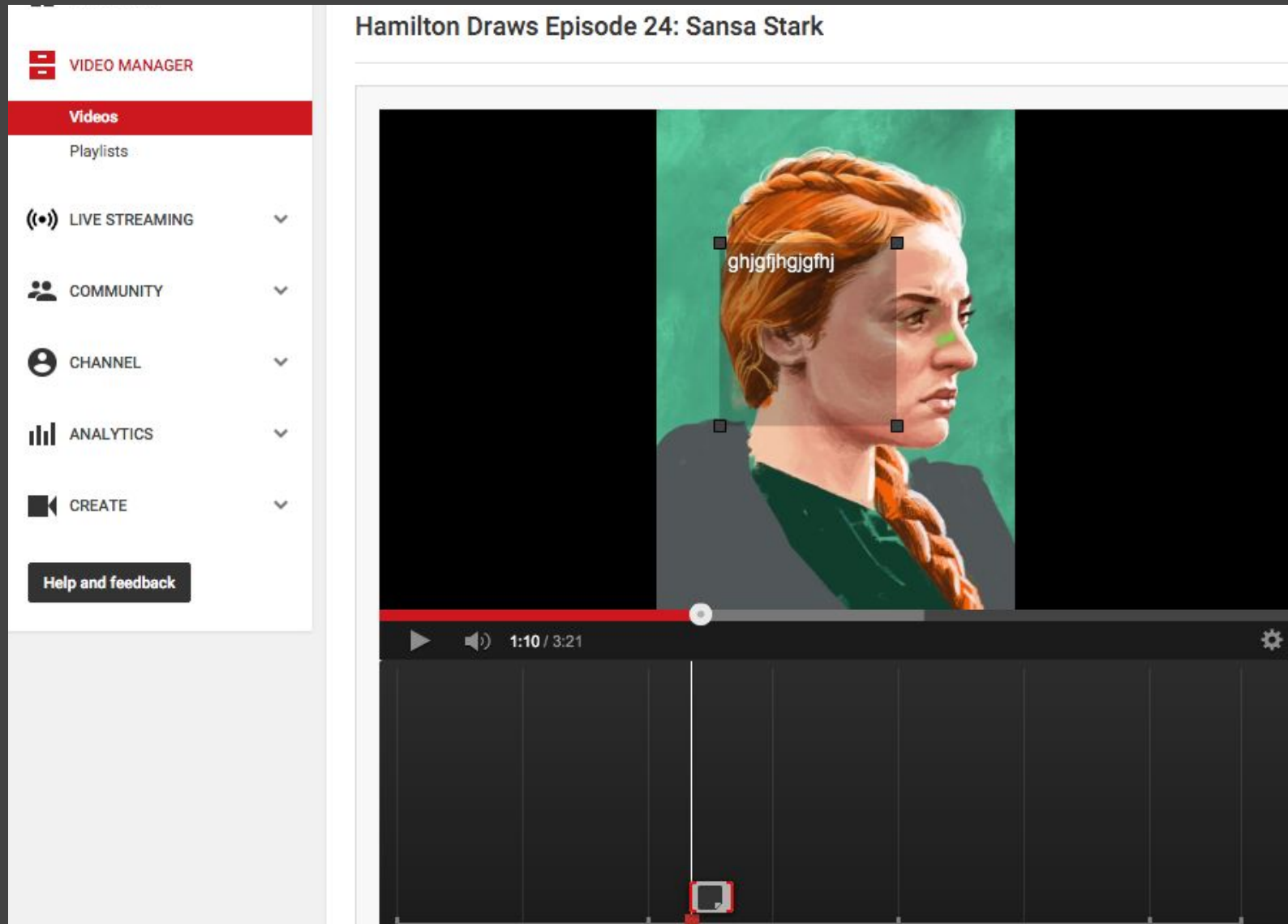
YouTube

Pros:

- does video tagging
- allows you to place tags on a timeline

Cons:

- tagging has options that are irrelevant
- has extra settings that are not needed



My Competitors

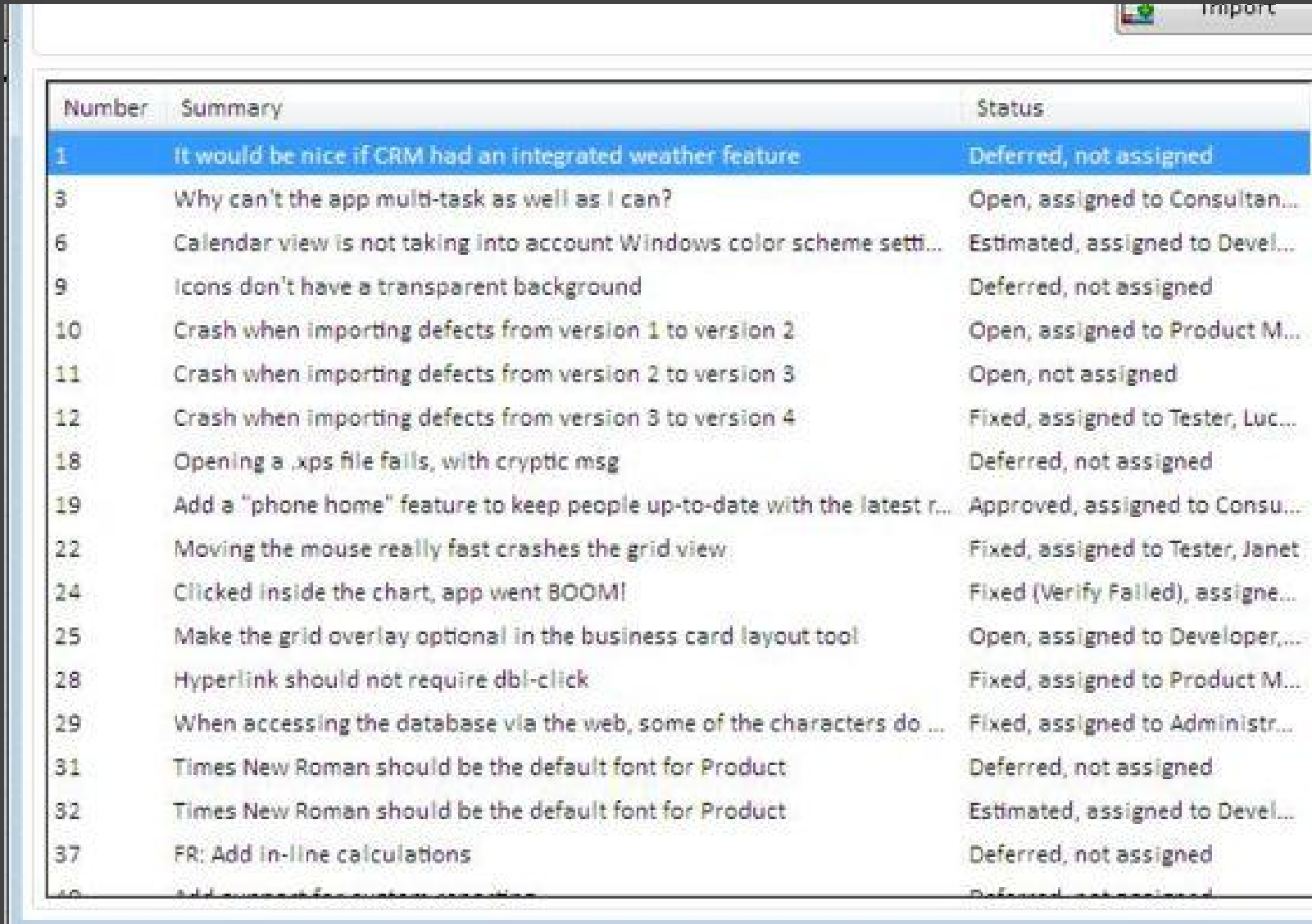
TestTrack Pro

Pros:

- create bug reports
- all reports are organized
- view bug reports

Cons:

- you have to install it
- doesn't record video



The screenshot shows a software interface with a table of bug reports. The table has three columns: 'Number', 'Summary', and 'Status'. The first row is highlighted in blue. The interface also includes an 'Import' button in the top right corner.

| Number | Summary | Status |
|--------|---|-----------------------------------|
| 1 | It would be nice if CRM had an integrated weather feature | Deferred, not assigned |
| 3 | Why can't the app multi-task as well as I can? | Open, assigned to Consultan... |
| 6 | Calendar view is not taking into account Windows color scheme setti... | Estimated, assigned to Devel... |
| 9 | Icons don't have a transparent background | Deferred, not assigned |
| 10 | Crash when importing defects from version 1 to version 2 | Open, assigned to Product M... |
| 11 | Crash when importing defects from version 2 to version 3 | Open, not assigned |
| 12 | Crash when importing defects from version 3 to version 4 | Fixed, assigned to Tester, Luc... |
| 18 | Opening a .xps file fails, with cryptic msg | Deferred, not assigned |
| 19 | Add a "phone home" feature to keep people up-to-date with the latest r... | Approved, assigned to Consu... |
| 22 | Moving the mouse really fast crashes the grid view | Fixed, assigned to Tester, Janet |
| 24 | Clicked inside the chart, app went BOOM! | Fixed (Verify Failed), assigne... |
| 25 | Make the grid overlay optional in the business card layout tool | Open, assigned to Developer,... |
| 28 | Hyperlink should not require dbl-click | Fixed, assigned to Product M... |
| 29 | When accessing the database via the web, some of the characters do ... | Fixed, assigned to Administr... |
| 31 | Times New Roman should be the default font for Product | Deferred, not assigned |
| 32 | Times New Roman should be the default font for Product | Estimated, assigned to Devel... |
| 37 | FR: Add in-line calculations | Deferred, not assigned |
| 40 | Add support for custom reporting | Deferred, not assigned |

My Competitors

Scratch

Pros

- create art on the web
- share your art
- give comment

Cons

- comments are text only
- no video recording
- play button icon is a green flag

The screenshot displays the Scratch website interface for a project titled "Mountains (art)" by user SpatialDepth. The project is a vector art piece showing a mountain range with a path leading up a hill. The page includes a navigation bar with "Create", "Explore", "Discuss", "About", and "Help" options, along with a search bar and "Join Scratch" / "Sign in" buttons. The project details show it has 8 scripts and 2 sprites. The "Instructions" section contains text: "These are some mountains I drew. This is my first drawing on SVE. - Please love, favorite, and follow if you liked it! Lets see if we can get this top loved!!!". The "Notes and Credits" section mentions the artist based the work on a Google image, thanks @Aviate- for inspiration, and credits music to @PaulRHJT. The project has 74 stars, 115 hearts, and 782 views. The "Comments (97)" section shows a comment from Wymoo: "this is the most beautiful thing i've ever seen come out of scratch's vector art program :D" posted 3 minutes ago. The "Remixes (1)" section shows a remix by Sofia1234321. The "Studios (22)" section is partially visible at the bottom.

Competitor Analysis Matrix

| | Scratch | YouTube | TestTrack Pro | Game Swap |
|-----------------|---|---|---|---|
| Upload | No | Yes | No | Yes |
| Bug Review |  |  |  |   |
| Video Tagging | No | Yes | No | Yes |
| Video Recording | No | Yes | No | Yes |

Inspirational Project

Roblox

<http://www.roblox.com/>

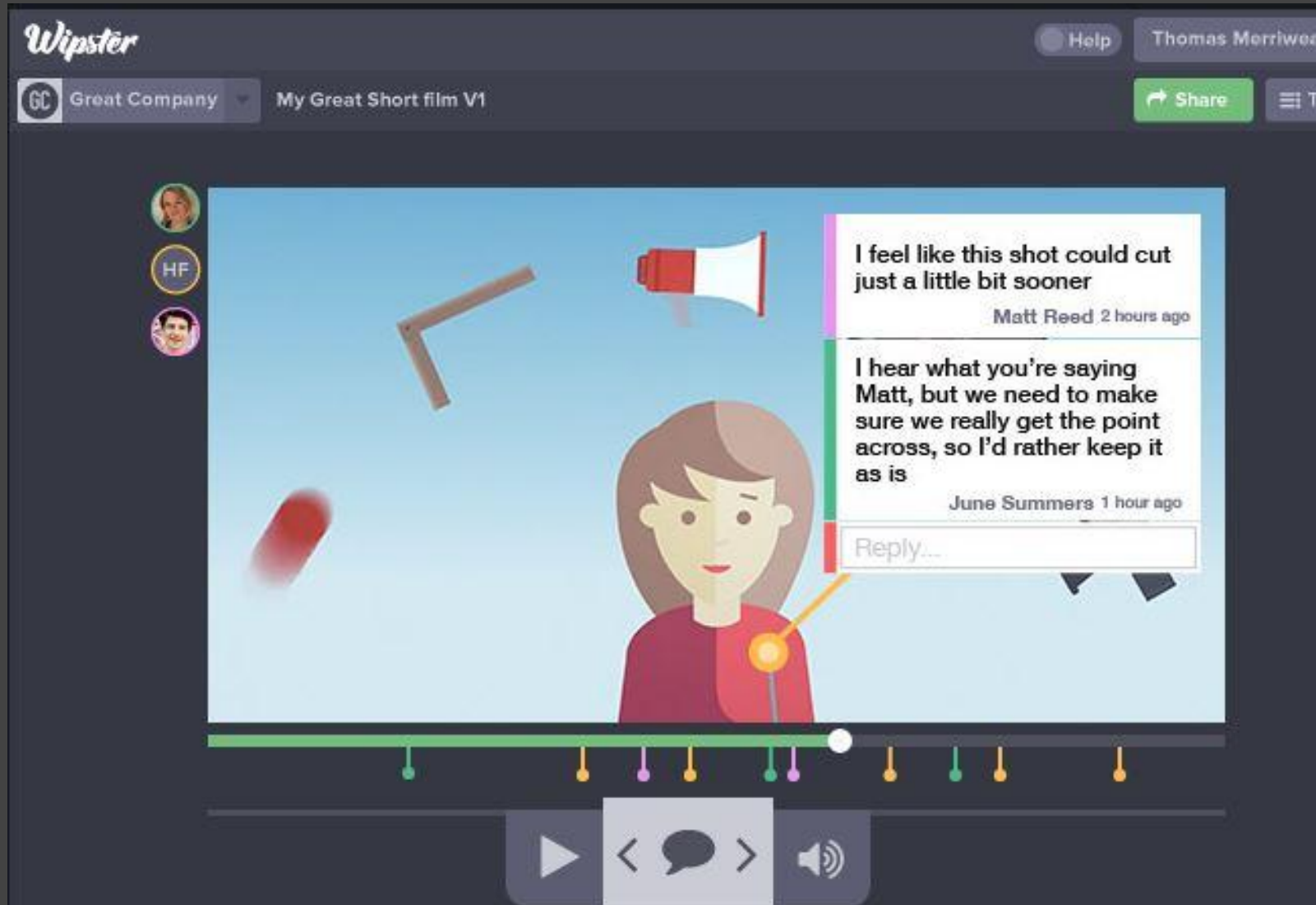
1. Create different games
2. Share your designs with others
3. Give comments
4. Test from either web, smartphone, and tablet
5. Their software is needed to test games.



Inspirational Project

Wipster

1. Upload and share videos with other people in the community.
2. Tag video for comments.
3. There is a timeline of your tags.



My Expert

Who is helping me?

Name: Jason Weesner

Position: Professor

School: Academy of Art
University

Department: Game
Design

3 key ways he helped me

- attended GAM 601
- Unity & Maya
- bug report info



Key User Interviews (Part 1)



Jack Chu, 25

Game Development
Student
AAU

Date: July 1, 2016



Jonathan Wu, 26

Game Development
Student
AAU

Date: July 2, 2016



Jason Weesner, 48

Game Development
Instructor
AAU

Date: July 1, 2016

Interview Conclusions

- The main focus is to find bugs in the games that they design.
- They feel the need to get other people's opinions in their games.
- Game Swap would definitely be a big help in addressing these issues.

For the entire results, follow the link to my book at

https://docs.google.com/presentation/d/1mr7SJo7BqN6JVKNkJbG8LorsEOIEWJRxGgLazWLJGyc/edit#slide=id.g1861bec654_2_0

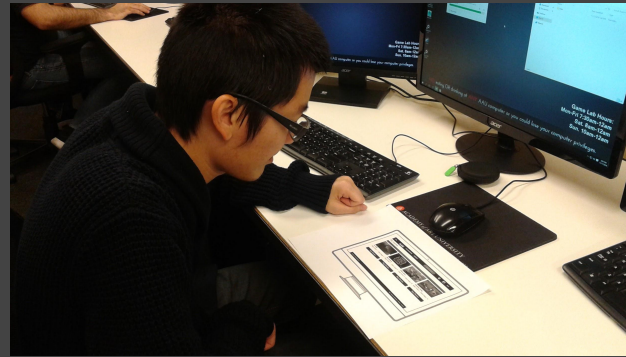
Key User Interviews (Part 2)



John

Game Development
Student
AAU

Date: Nov 17, 2016



Xiao

Game Development
Student
AAU

Date: Nov 17, 2016



Justin

Game Development
Instructor
AAU

Date: Nov 17, 2016

For the entire results, follow the link to my book at

https://docs.google.com/presentation/d/1mr7SJo7BqN6JVKNkJbG8LorsEOIEWJRxGgLazWLJGyc/edit#slide=id.g1861bec654_2_0

Key User Interviews (Part 2)



Crysta

Game Development
Student
AAU

Date: Nov 17, 2016



Jakyb

Game Development
Student
AAU

Date: Nov 17, 2016



Ellen

Game Development
Instructor
AAU

Date: Nov 17, 2016

For the entire results, follow the link to my book at

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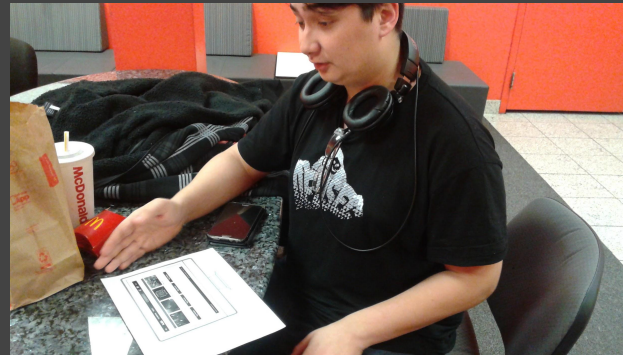
Key User Interviews (Part 2)



Jae Woo

Game Development
Student
AAU

Date: Nov 17, 2016



Daigo

Game Development
Student
AAU

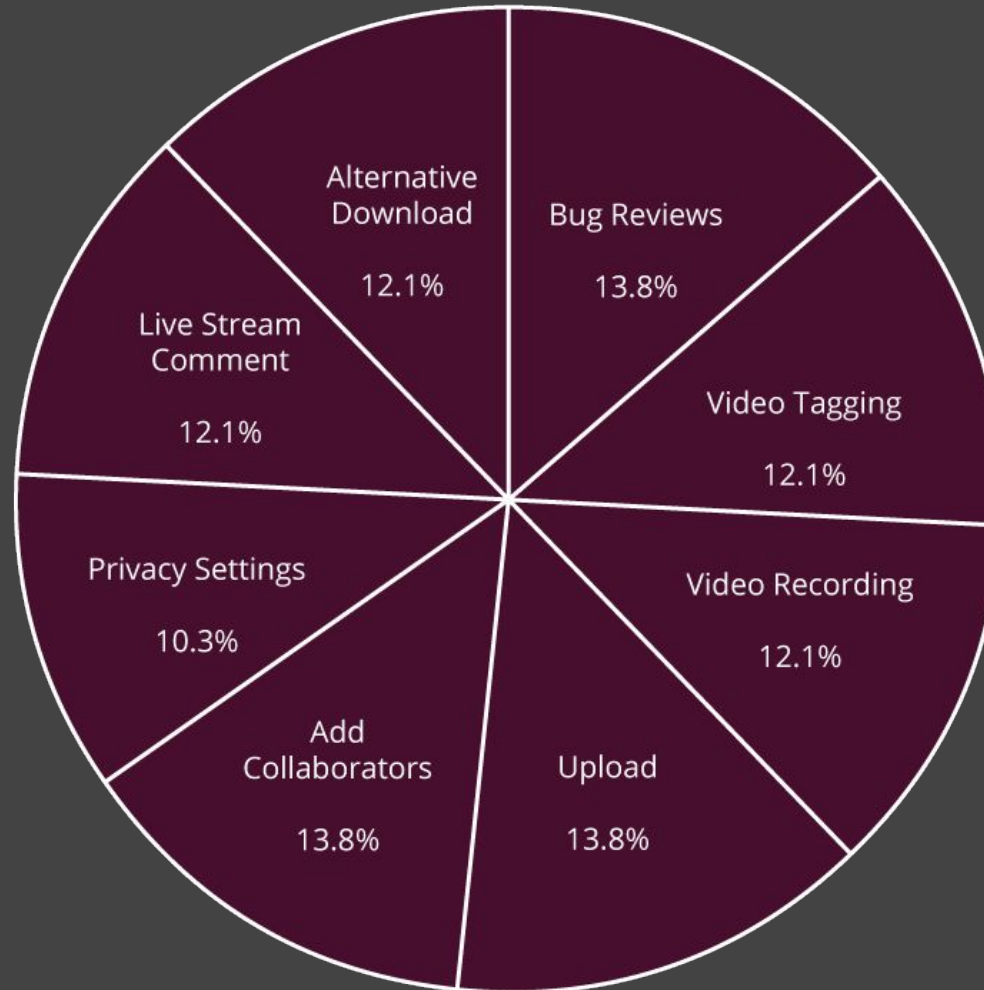
Date: Nov 17, 2016

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Interview Conclusions

Game Swap Website Features

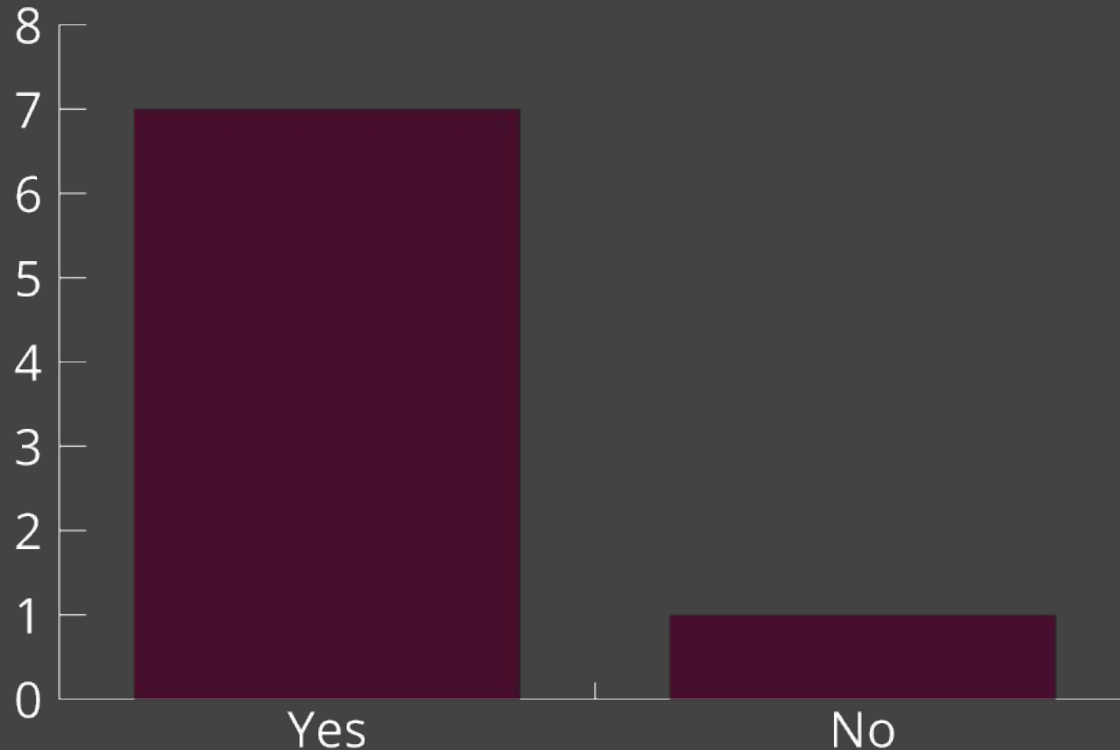


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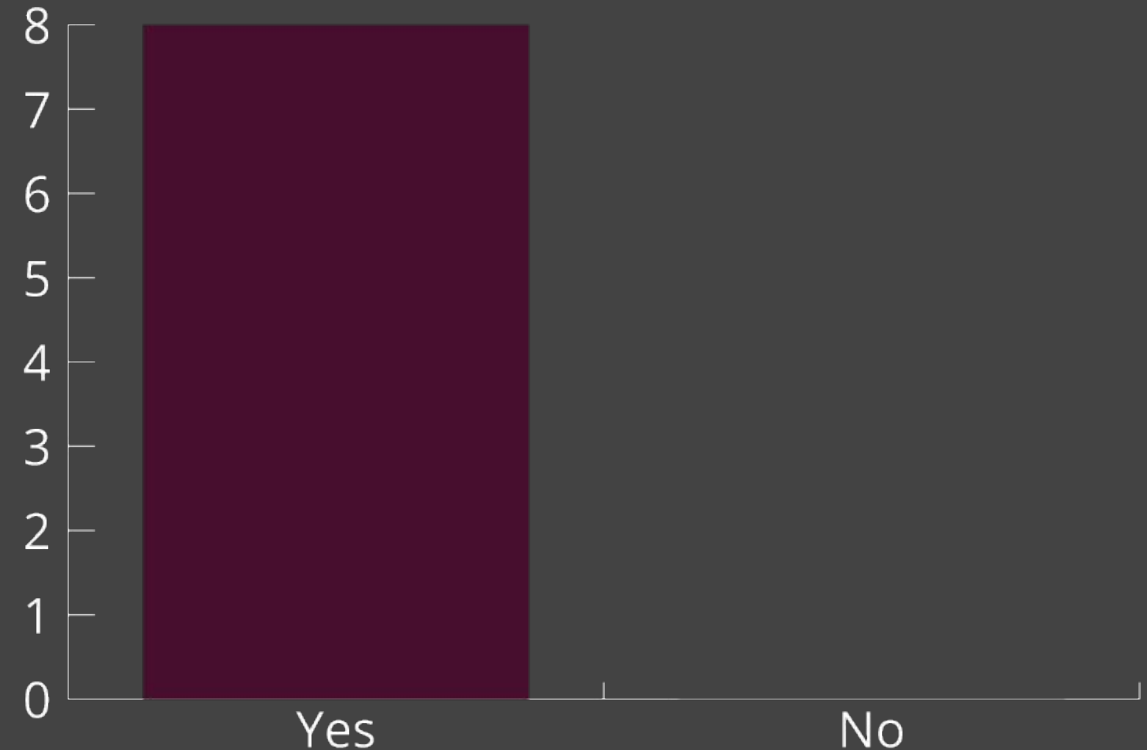
https://docs.google.com/presentation/d/1mr7SJo7BqN6JVKNkJbG8LorsEOIEWJRxGgLazWLJGyc/edit#slide=id.g1861bec654_2_0

Interview Conclusions

Do you want other people to test your games?



Do you want to know about other people's opinions about your games?

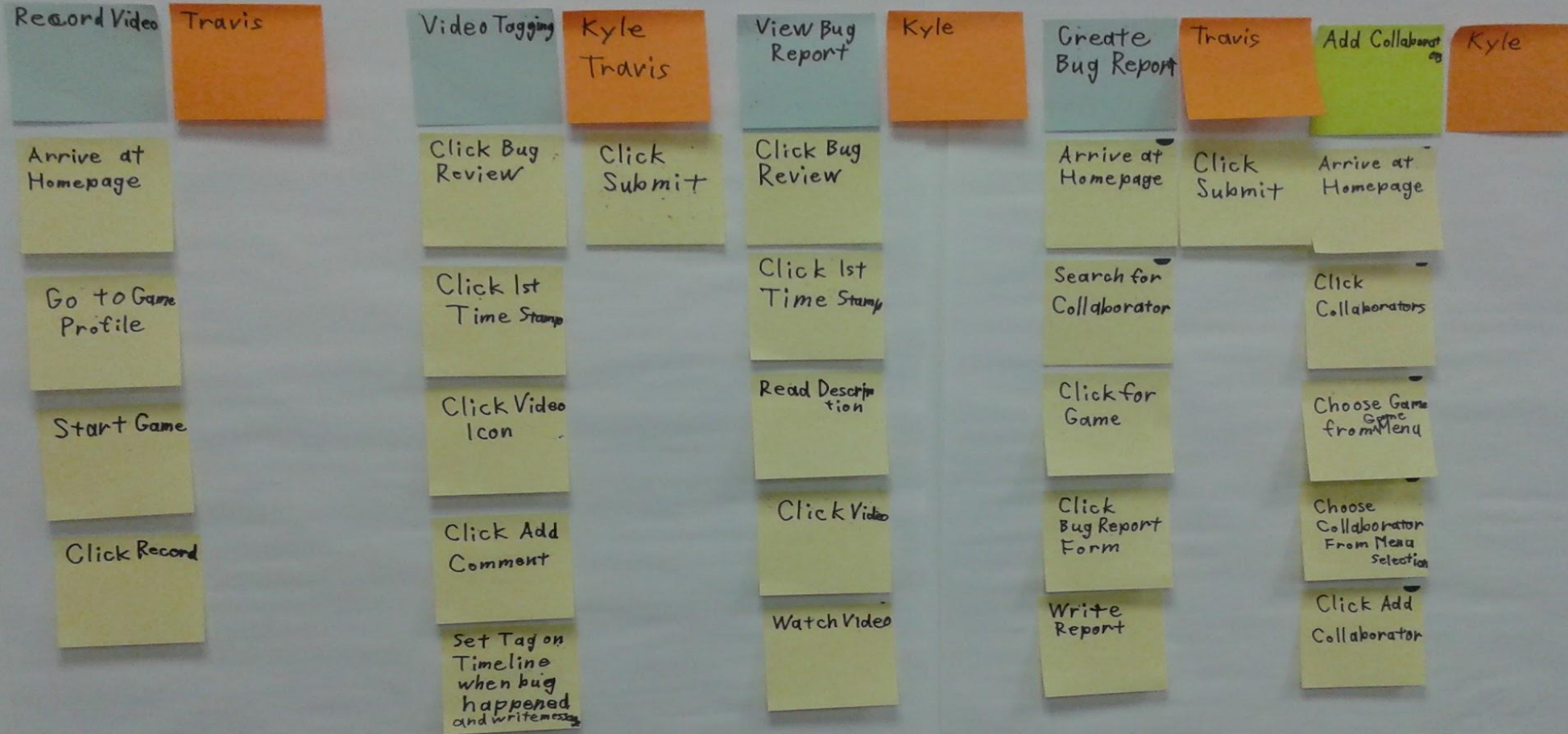


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UX Development

1st Card Sort (July 28, 2016)



1st Card Sort (July 28, 2016)

| Record Video (Travis) | Video Tagging (Kyle or Travis) | View Bug Report (Kyle) | Create Bug Report (Travis) | Add Collaborators (Kyle) |
|-----------------------|--|------------------------|----------------------------|---|
| Arrive at Homepage | Click Bug Review | Click Bug Review | Arrive at Homepage | Arrive at Homepage |
| Go to Game Profile | Click 1st Time Stamp | Click 1st Time Stamp | Search For Collaborator | Click Collaborators |
| Start Game | Click Video Icon | Click Video Icon | Search For Collaborator | Choose Game From Game Menu |
| Click Record | Click Add Comment | Click Video | Click For Game | Choose Collaborator From Menu Selection |
| | Set tag on timeline when bug happened and write message. | Watch Video | Click Bug Report Form | Click Add Collaborator |
| | Click Submit | | Write Report | |
| | | | Click Submit | |

UX Test Results

Testing Results - June 23, 2016



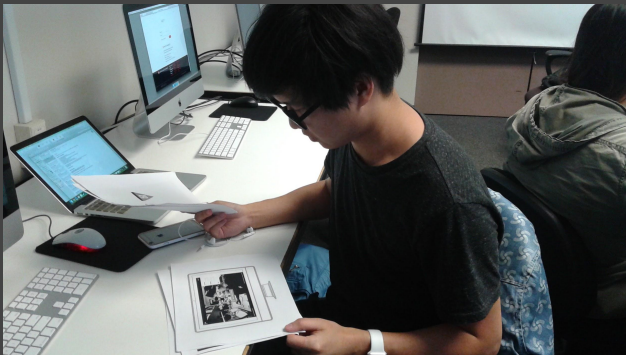
Name of Tester: Yasmin



Name of Tester: Sahitya

Name of Tester: Ryan

Testing Results - August 2, 2016



Name of Tester: Yang



Name of Tester: Leo



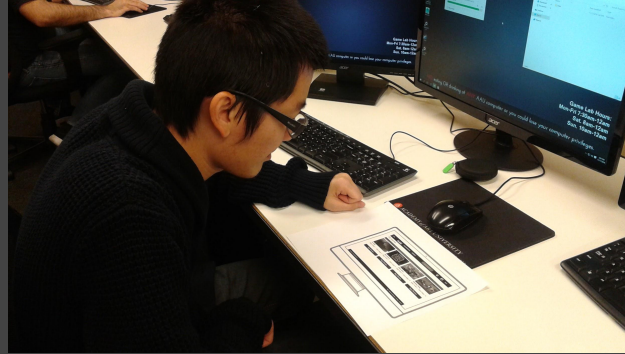
Name of Tester: Bo

UX Test Results

Testing Results - November 17, 2016



Name of Tester: John



Name of Tester: Xiao



Name of Tester: Justin

Testing Results - November 17, 2016



Name of Tester: Crysta



Name of Tester: Jaykb



Name of Tester: Ellen

UX Test Results

Testing Results - November 17, 2016



Name of Tester: Jae Woo



Name of Tester: Daigo

UX Test Results Conclusions

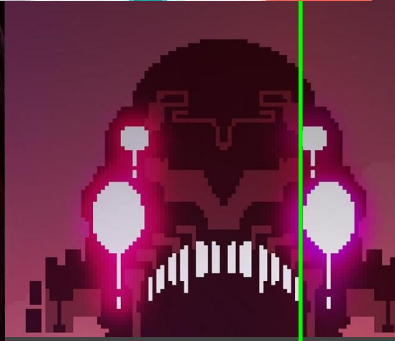
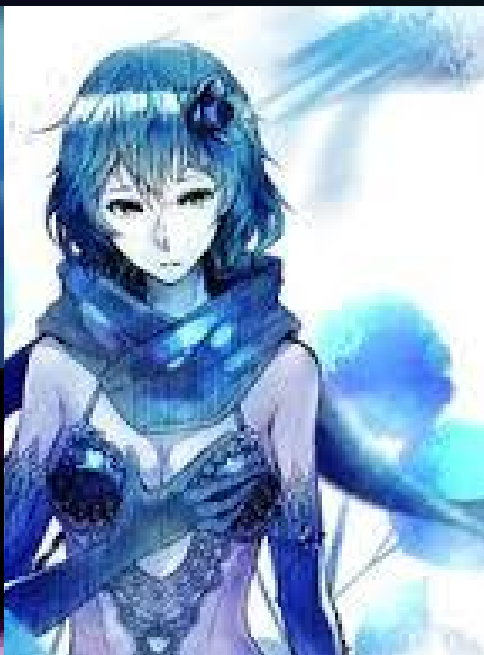
- Video page needs to have a crop tool option.
- Notification icon should be a bell.
- Sign In at the corner should not be there.

For the entire results, follow the link to my book at

https://docs.google.com/presentation/d/1mr7SJo7BqN6JVKNkJbG8LorsEOIEWJRxGgLazWLJGyc/edit#slide=id.g1861bec654_2_0

Visual Development

Moodboard



Branding (Animated Logo)



Link

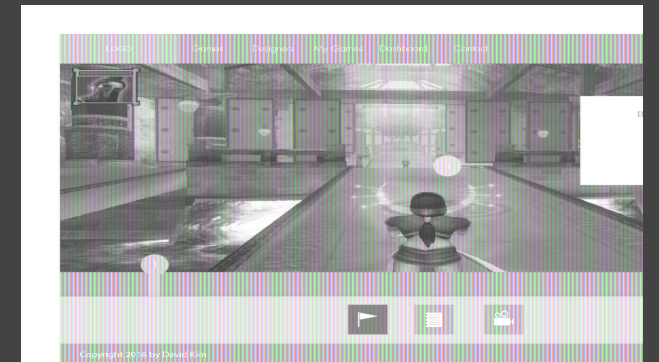
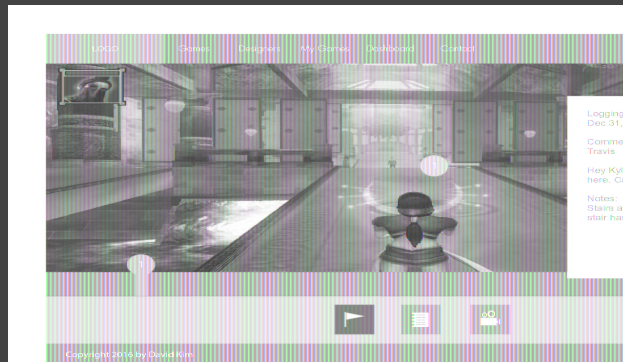
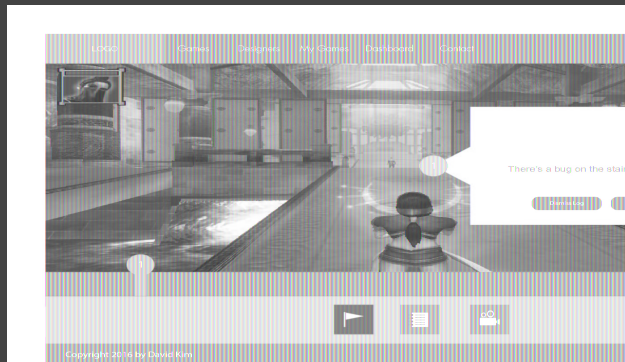
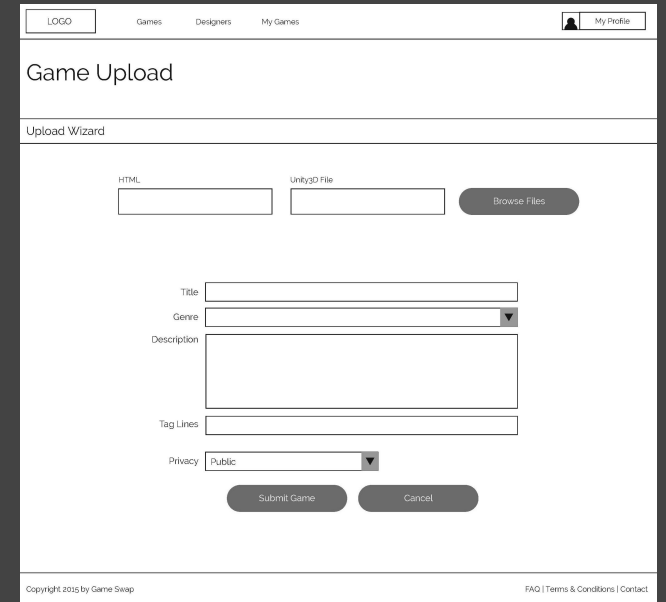
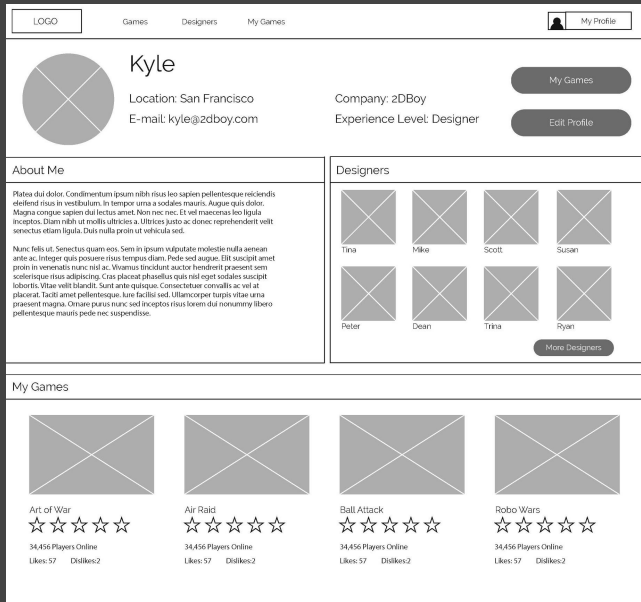
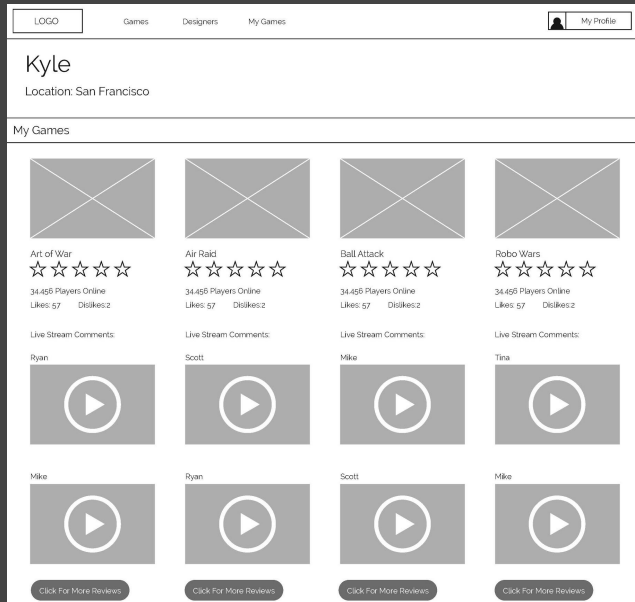
https://youtu.be/ihIXUQ2_6W8



Open Sans

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

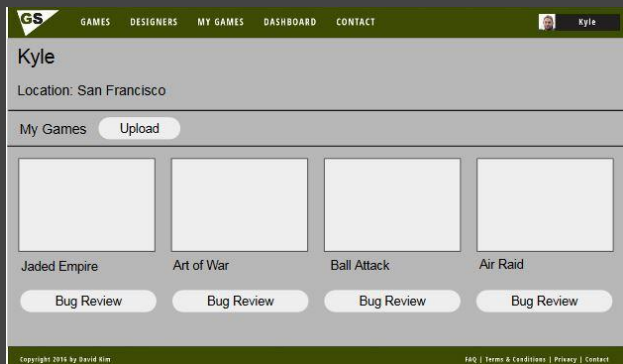
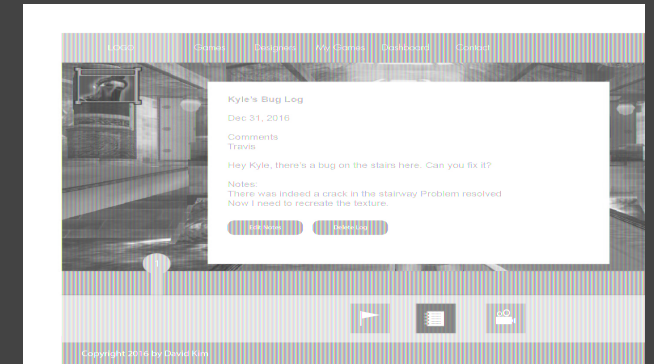
Wireframes



For the entire results, follow the link to my book at

https://docs.google.com/presentation/d/1mr7SJo7BqN6JVKNkjbG8LorsEOIEWJRxGgLazWLJGyc/edit#slide=id.g15e8bbcaa4_2_16

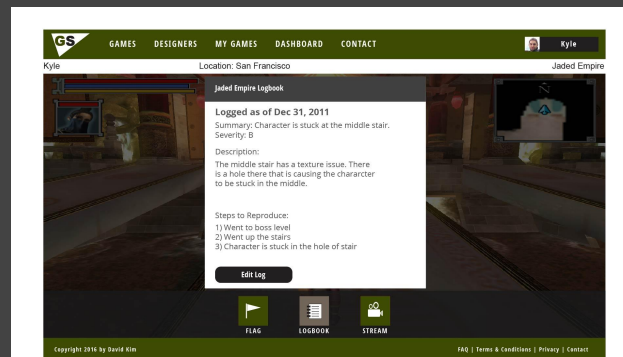
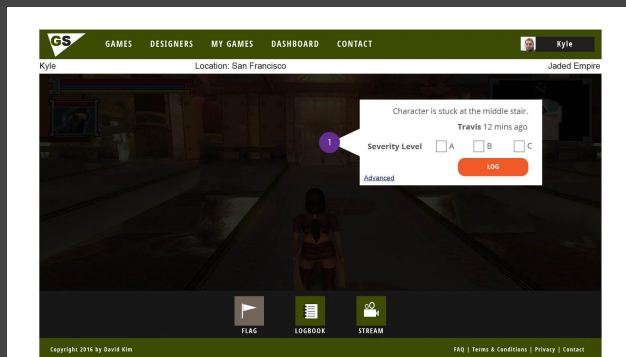
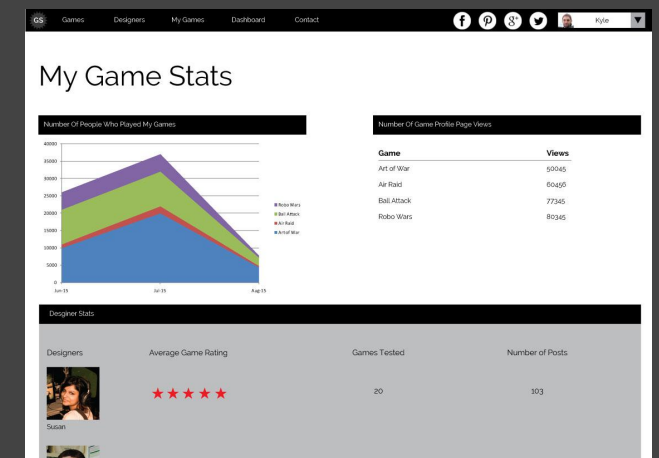
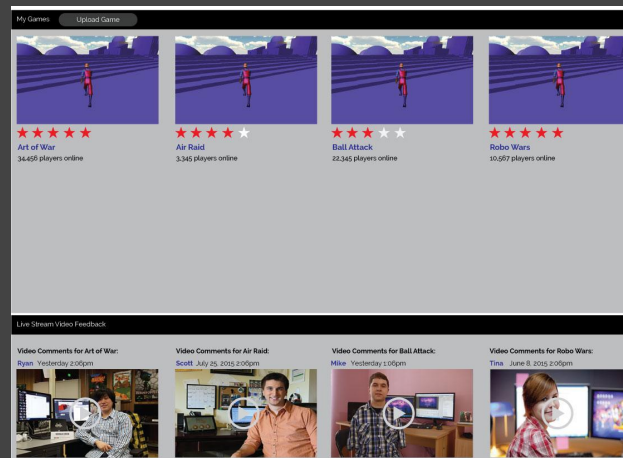
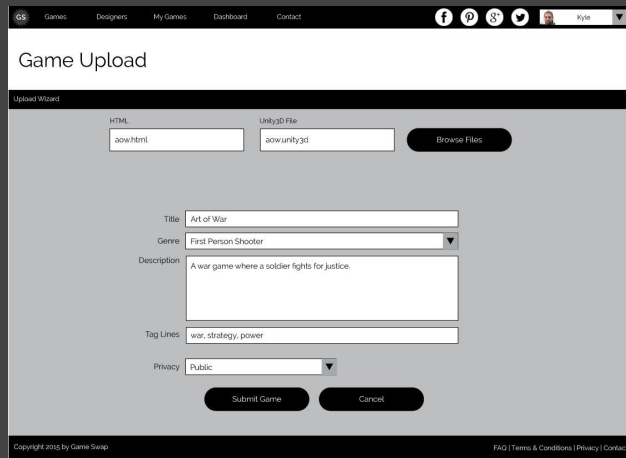
Wireframes



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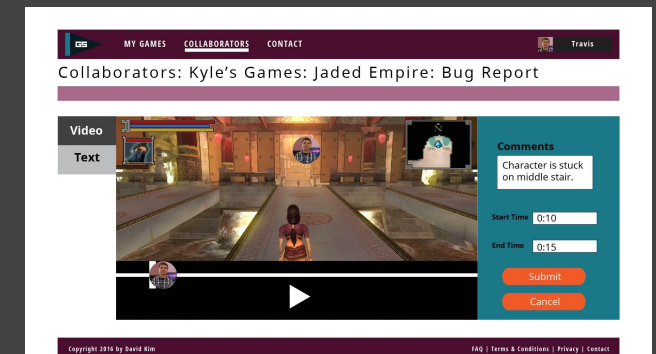
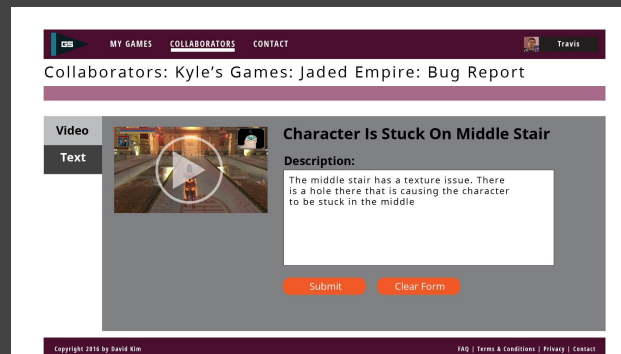
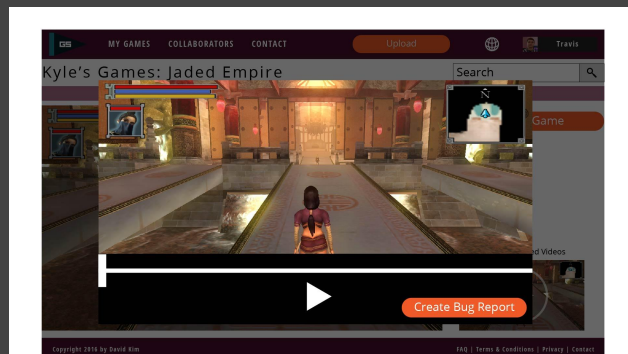
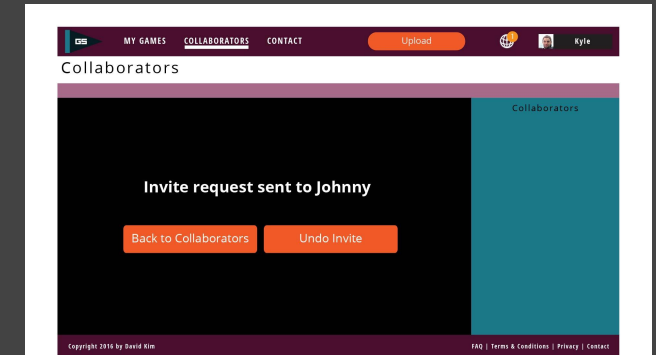
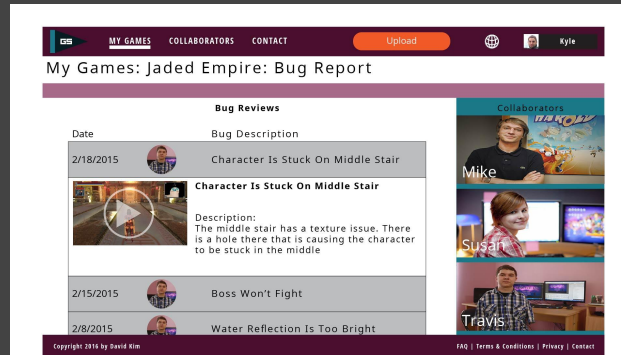
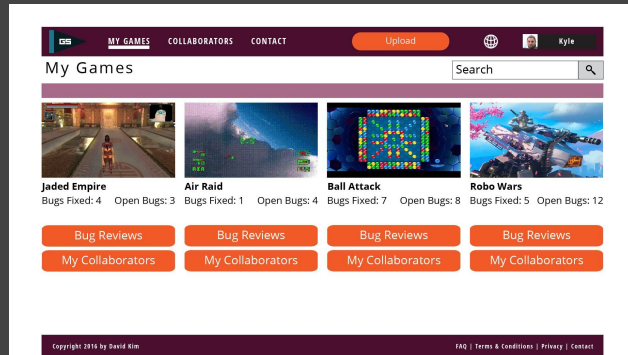
Visual Design



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Visual Design



For the entire results, follow the link to my book at

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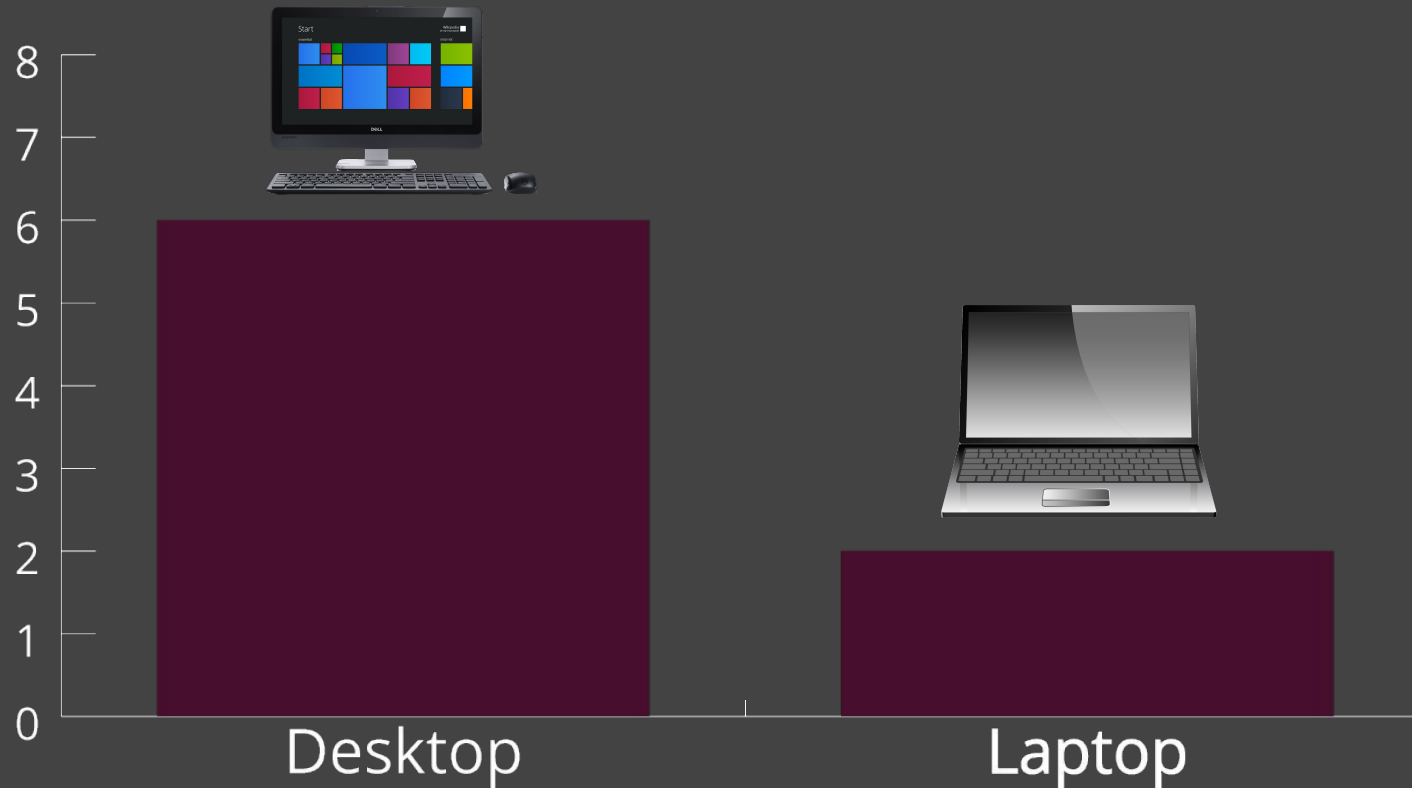
Technical Development

Coding & Development

Responsive Web:

Main focus: Desktop / Laptop

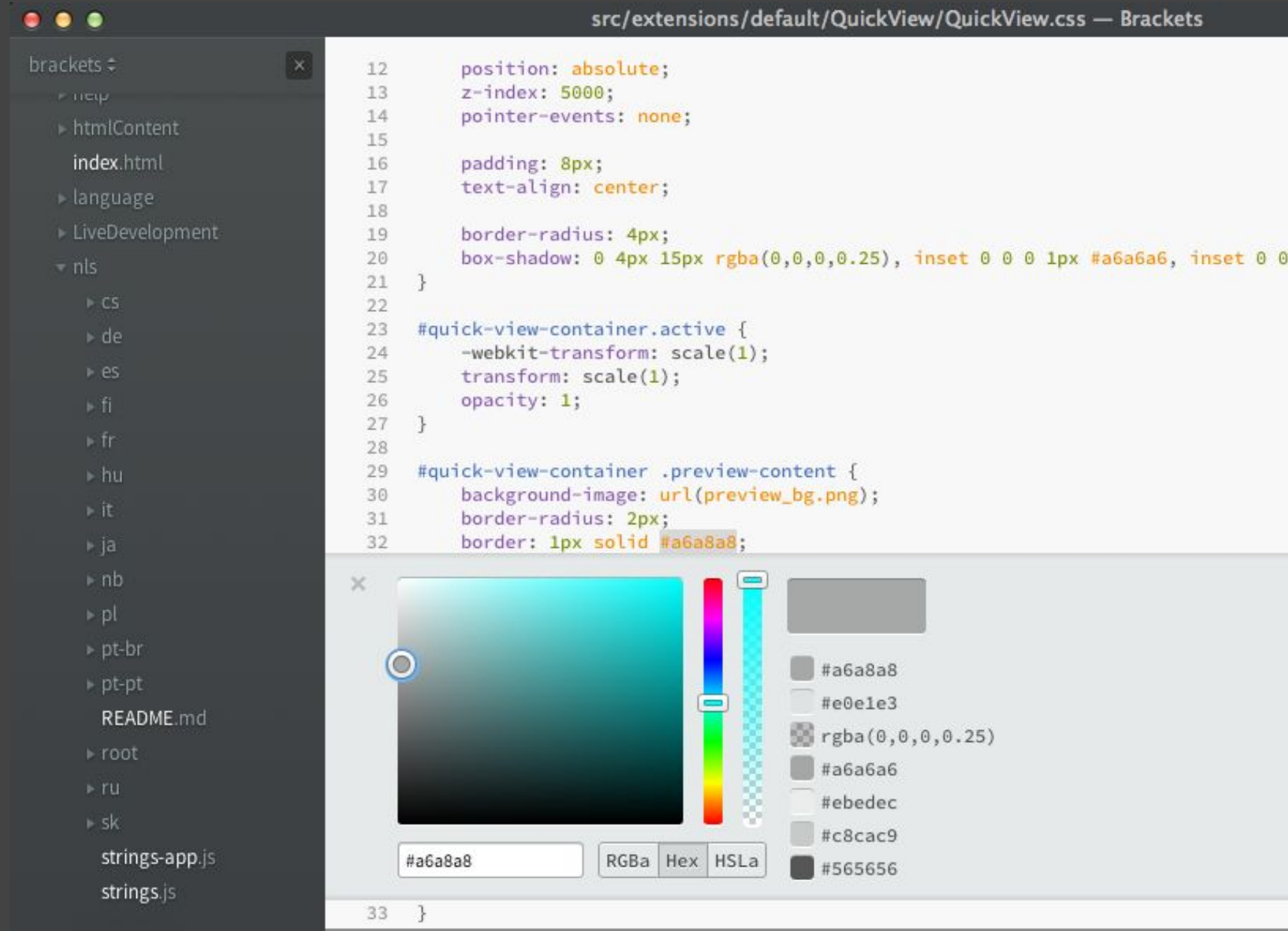
Additional consideration: Mobile



Coding & Development

Brackets

Software used in coding
HTML5, CSS3,
JavaScript/jQuery



The screenshot displays the Brackets code editor interface. On the left, a file explorer shows a project structure with folders for 'nls' (containing language files like 'cs', 'de', 'es', etc.) and 'strings-app.js', 'strings.js'. The main editor window shows the file 'src/extensions/default/QuickView/QuickView.css'. The code includes CSS rules for styling a quick view container, such as setting its position to absolute, z-index to 5000, and padding to 8px. A color picker is open over the '#a6a8a8' value in the 'border' property of the '.preview-content' rule, showing a color gradient and a list of color swatches.

```
src/extensions/default/QuickView/QuickView.css — Brackets

12     position: absolute;
13     z-index: 5000;
14     pointer-events: none;
15
16     padding: 8px;
17     text-align: center;
18
19     border-radius: 4px;
20     box-shadow: 0 4px 15px rgba(0,0,0,0.25), inset 0 0 0 1px #a6a6a6, inset 0 0
21 }
22
23 #quick-view-container.active {
24     -webkit-transform: scale(1);
25     transform: scale(1);
26     opacity: 1;
27 }
28
29 #quick-view-container .preview-content {
30     background-image: url(preview_bg.png);
31     border-radius: 2px;
32     border: 1px solid #a6a8a8;
33 }
```

Resources

My Future Goals

Career Choices

1. Affinity
2. Optimizely
3. Facebook

Job Positions

1. UX Designer
2. Front-End Programmer
3. Back-End Programmer

Game Swap in the future

1. code PHP/MYSQL
2. make video tagging functional
3. make bug reports functional
4. allow tagging in the game itself
5. Add Collaborators page

Portfolio (1/2)



Checkup Cam

Spring 2015

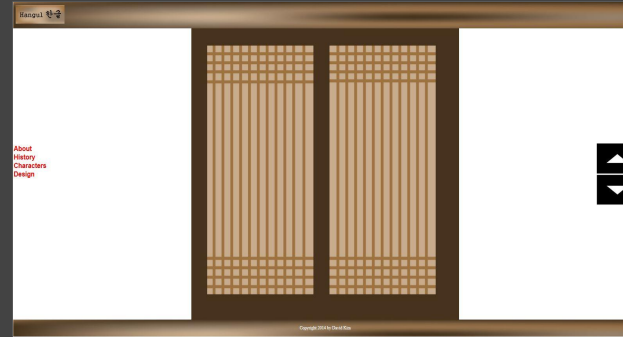
WNM 617: Mobile Web Tech

Instructor: Ben Hulan

Skills: Responsive Web

Link:

<http://davidwkim.com/aau/617/m4>



Hangul

Spring 2014

WNM 601: Inside

Programming

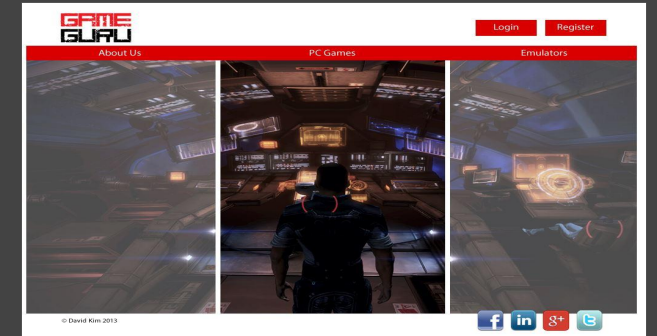
Instructor: Andrea Pimentel

Skills: HTML, CSS,

JavaScript/jQuery

Link:

<http://davidwkim.com/final/>



Game Guru

Fall 2013

WNM 120: User Experience 1

Instructor: Dan Eriksson

Skills: Adobe Fireworks

Portfolio (2/2)



DWK Parkour

Fall 2014

GAM 601: Elements Of Video Games

Instructor: Jason Weesner

Skills: Autodesk Maya, Unity

Link:

http://davidwkim.com/DWK_Parkour/

Thank You! Questions?
