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

GS

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.

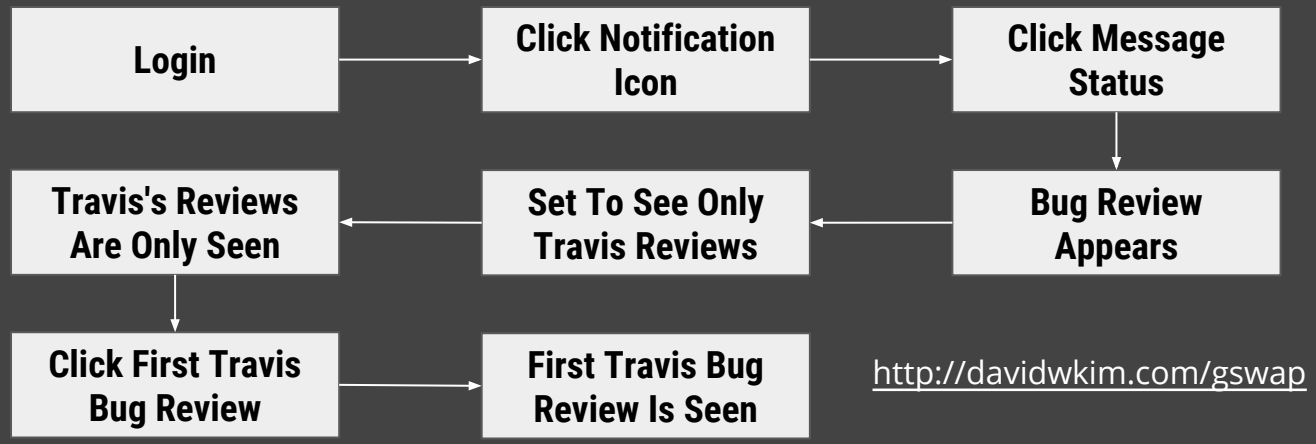
http://davidwkim.com/gswap/travis

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.

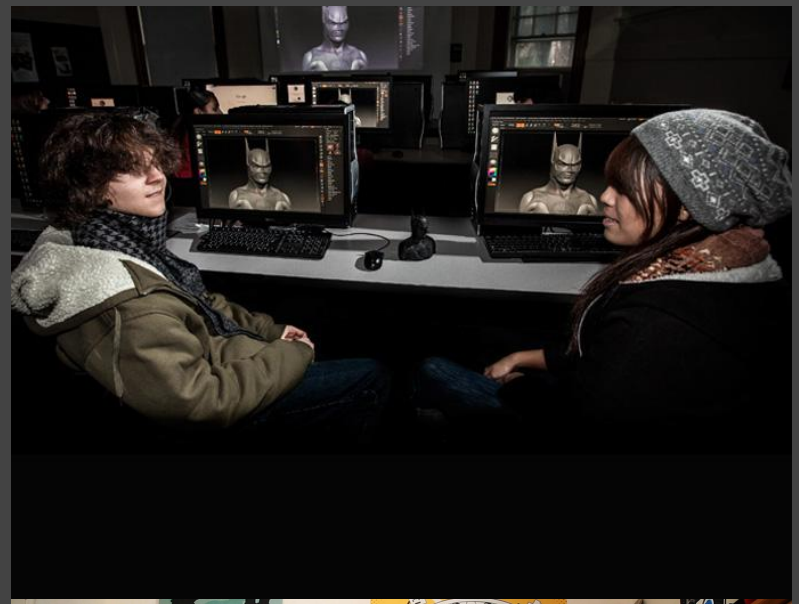
Target Audience

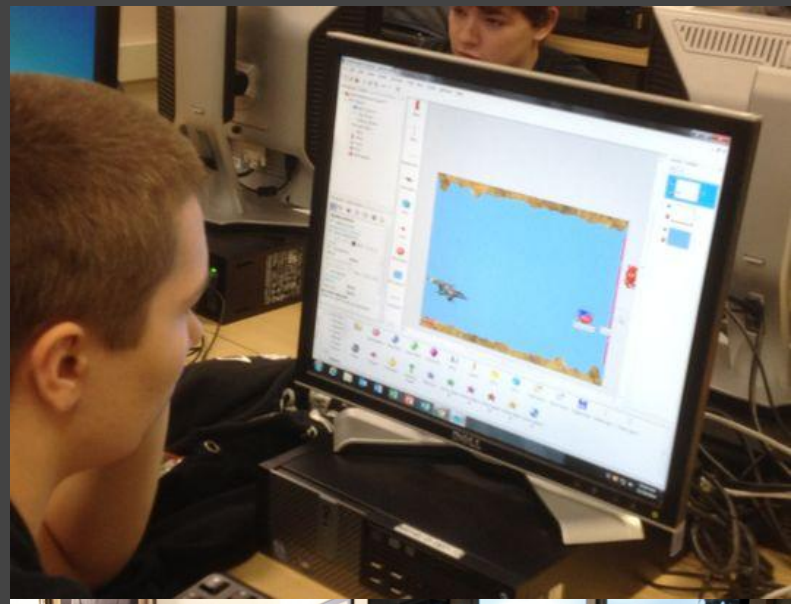
Game Design Students

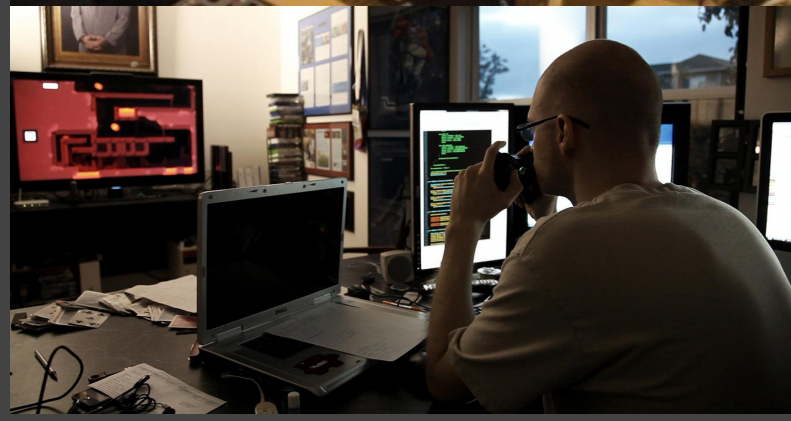
These are people who are learning game design for the first time to meet their needs for a career in the game design industry.

Age: 19 - 30 years old

Demographics: USA & International





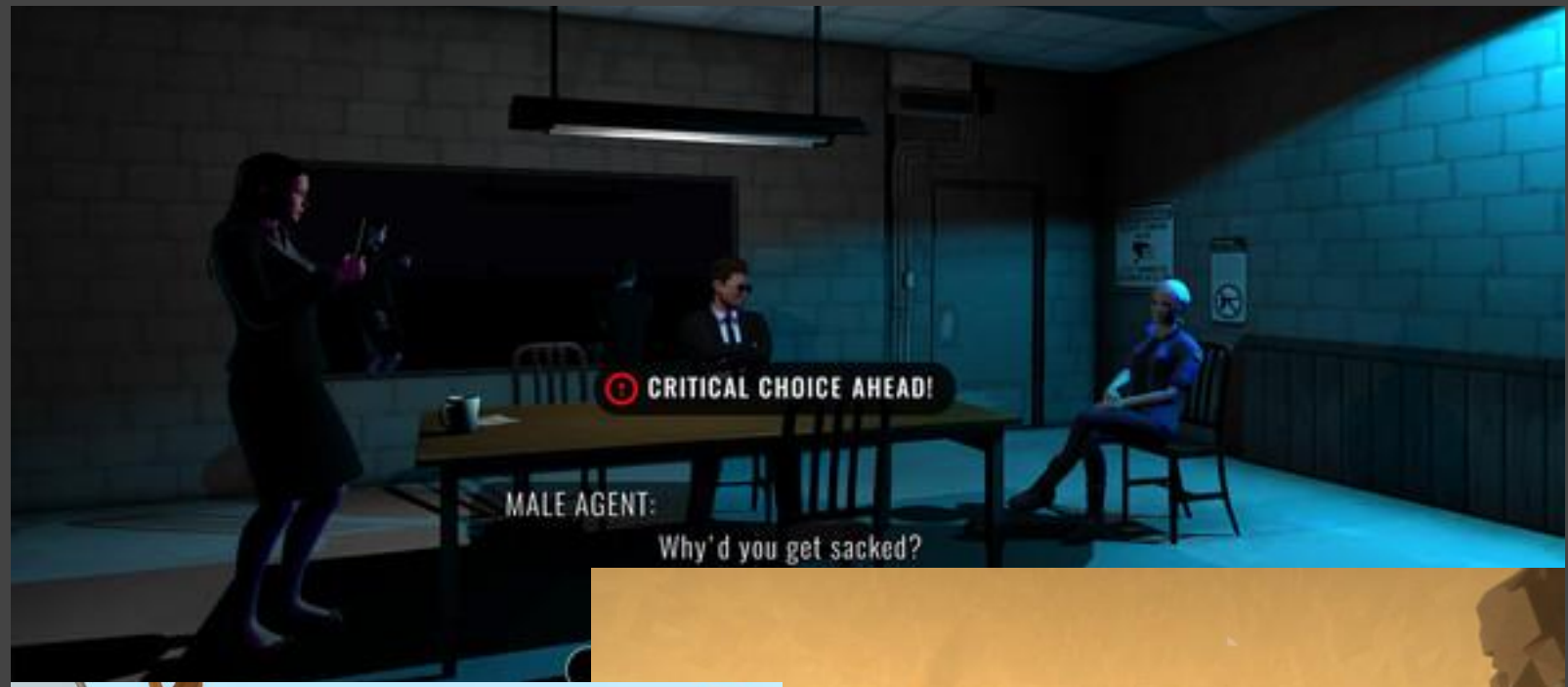


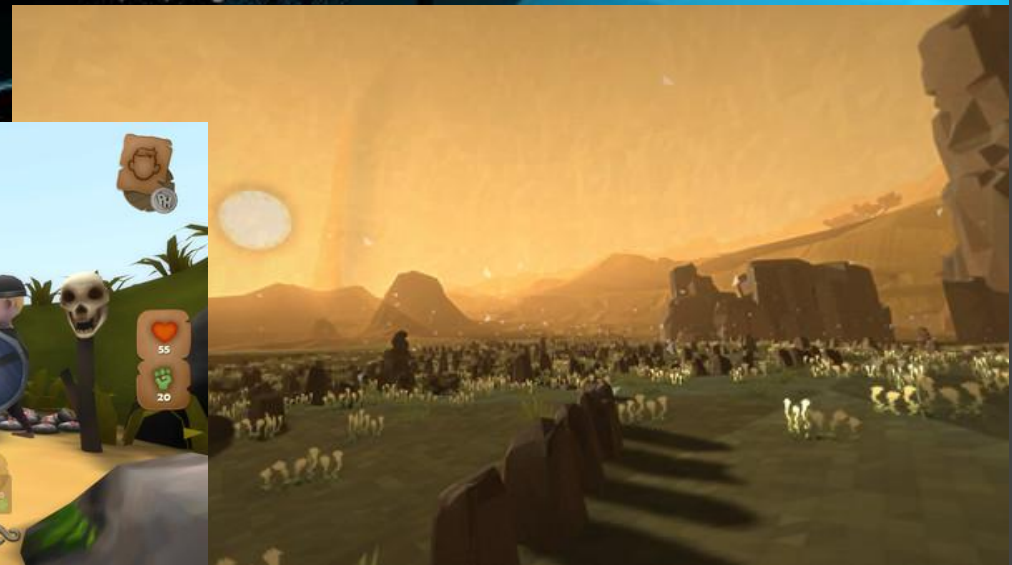
Research & Analysis

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

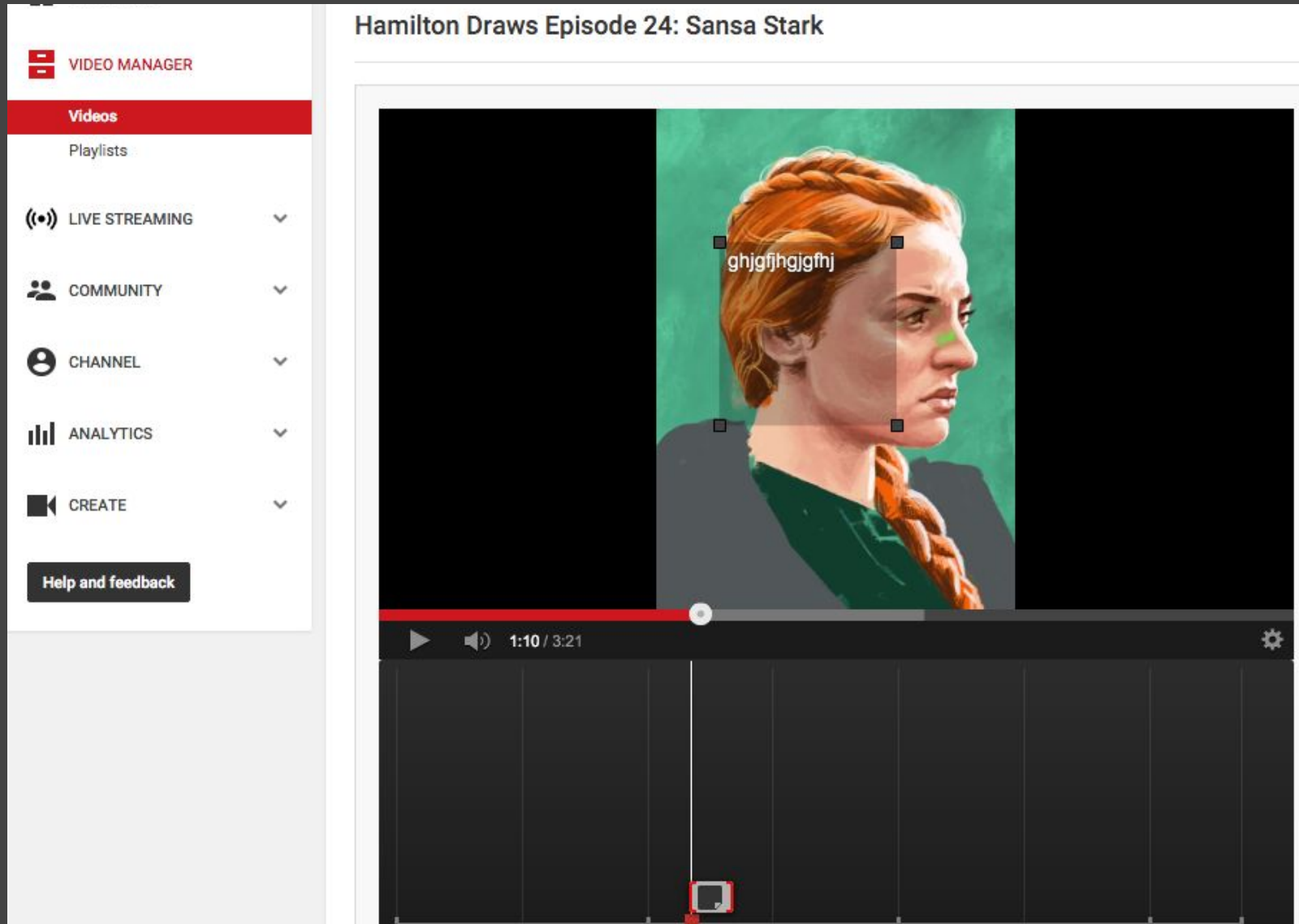
YouTube

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

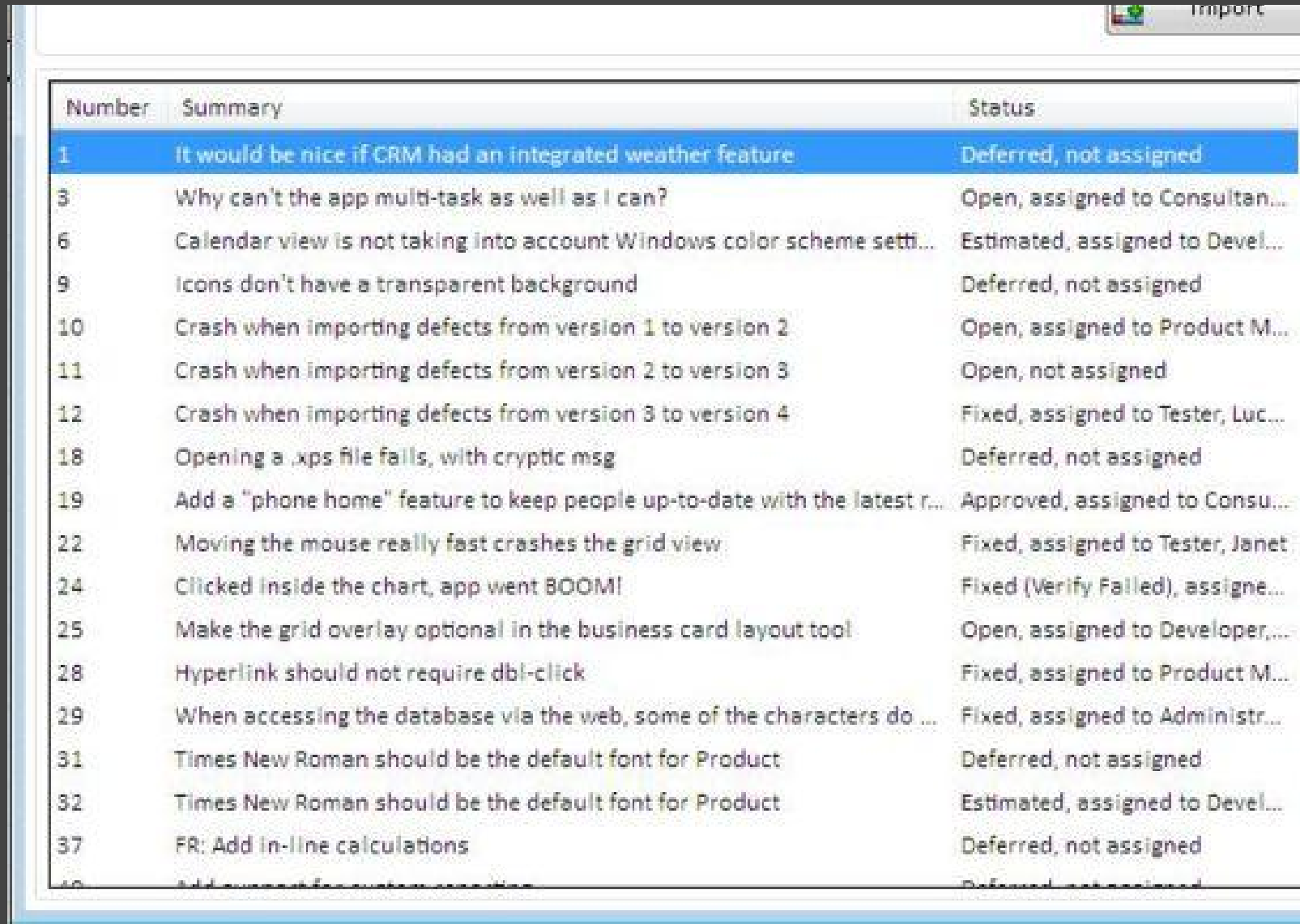
TestTrack Pro

Pros:

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

Cons:

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



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

My Competitors

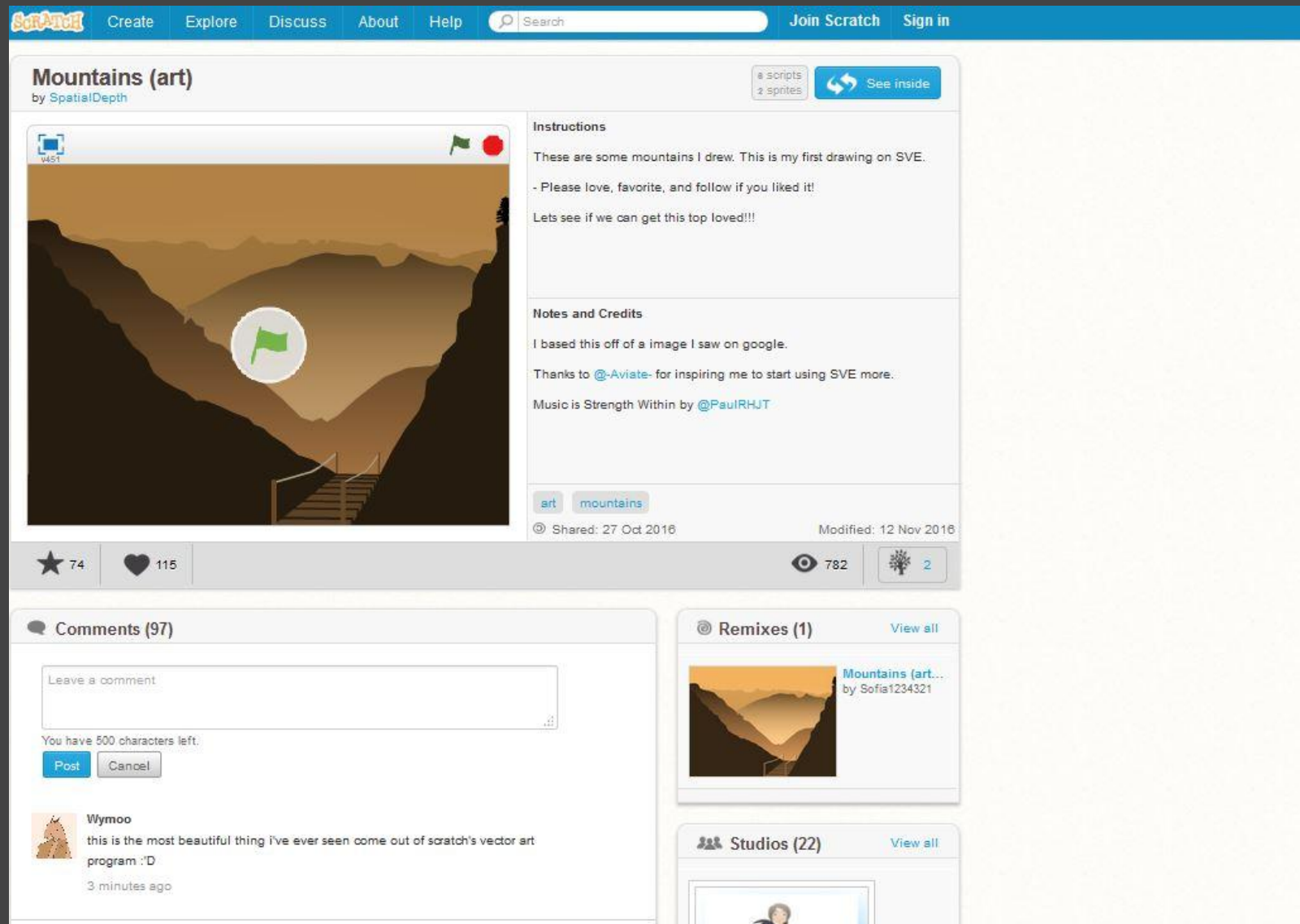
Scratch

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



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

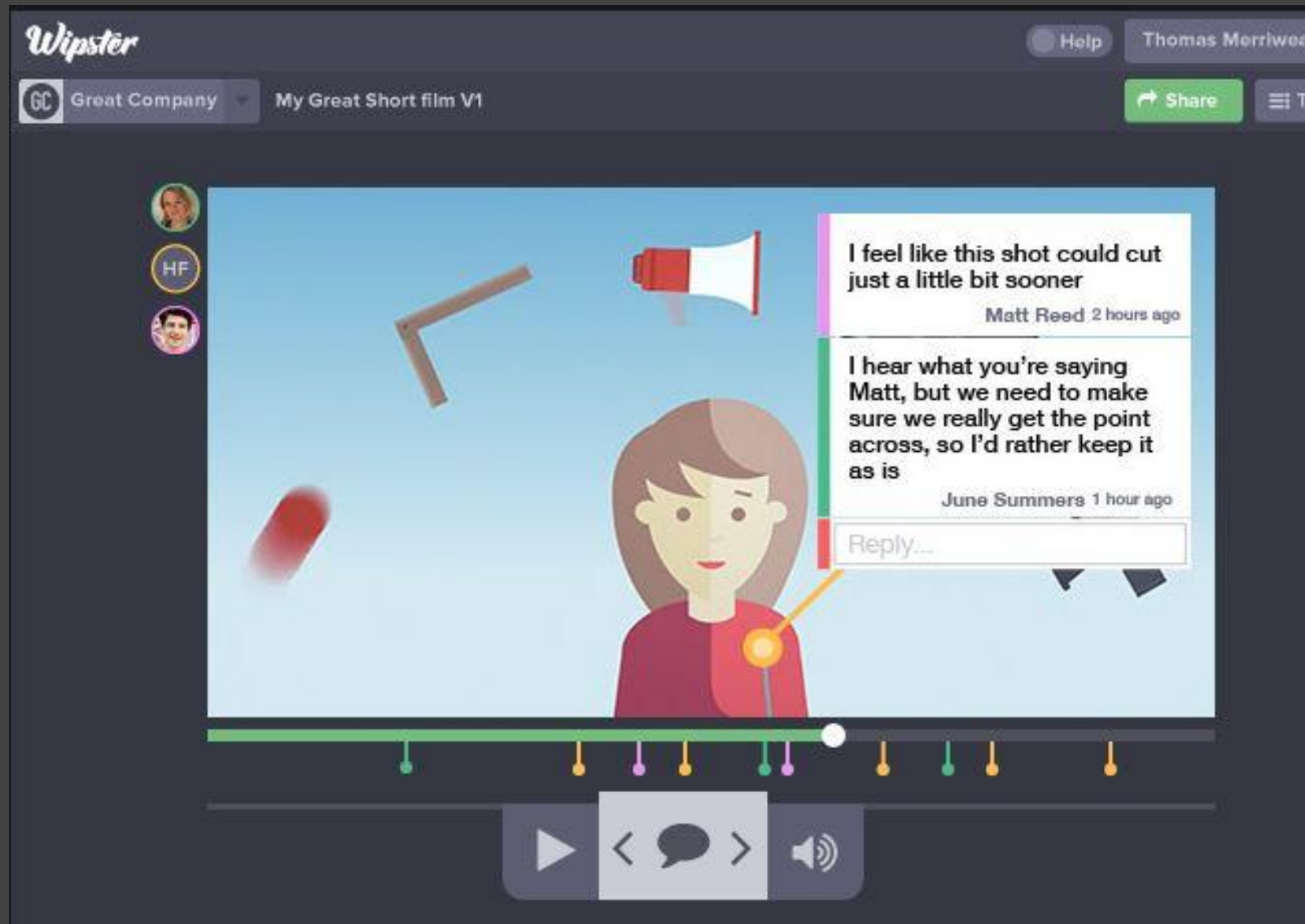
Roblox
http://www.roblox.com/

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.

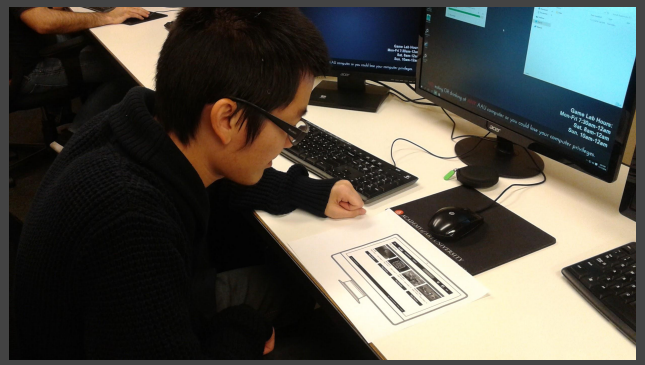
For the entire results, follow the link to my book at
https://docs.google.com/presentation/d/1mr7SJo7BqN6JVKNkJbG8LorsEOIEWJRxGgLazWLJGyc/edit#slide=id.g1861bec654_2_0

Key User Interviews (Part 2)

John

Game Development
Student
AAU

Date: Nov 17, 2016



Xiao

Game Development
Student
AAU

Date: Nov 17, 2016

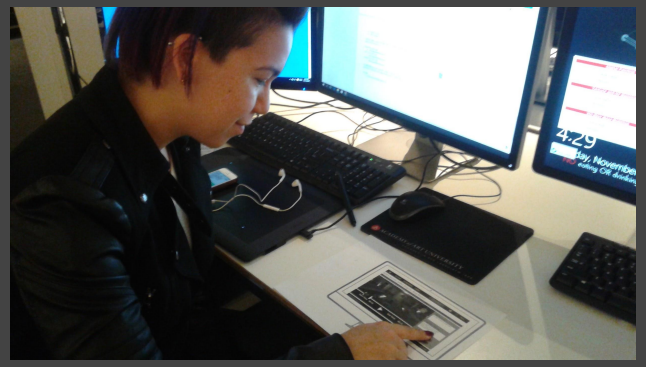
Justin

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

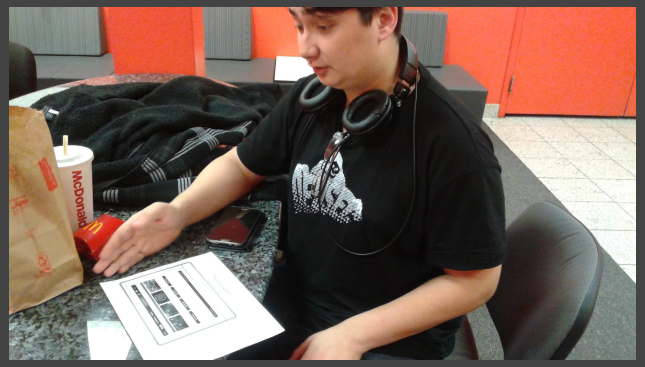
For the entire results, follow the link to my book at
https://docs.google.com/presentation/d/1mr7SJo7BqN6JVKNkJbG8LorsEOIEWJRxGgLazWLJGyc/edit#slide=id.g1861bec654_2_0

Key User Interviews (Part 2)

Jae Woo

Game Development
Student
AAU

Date: Nov 17, 2016



Daigo

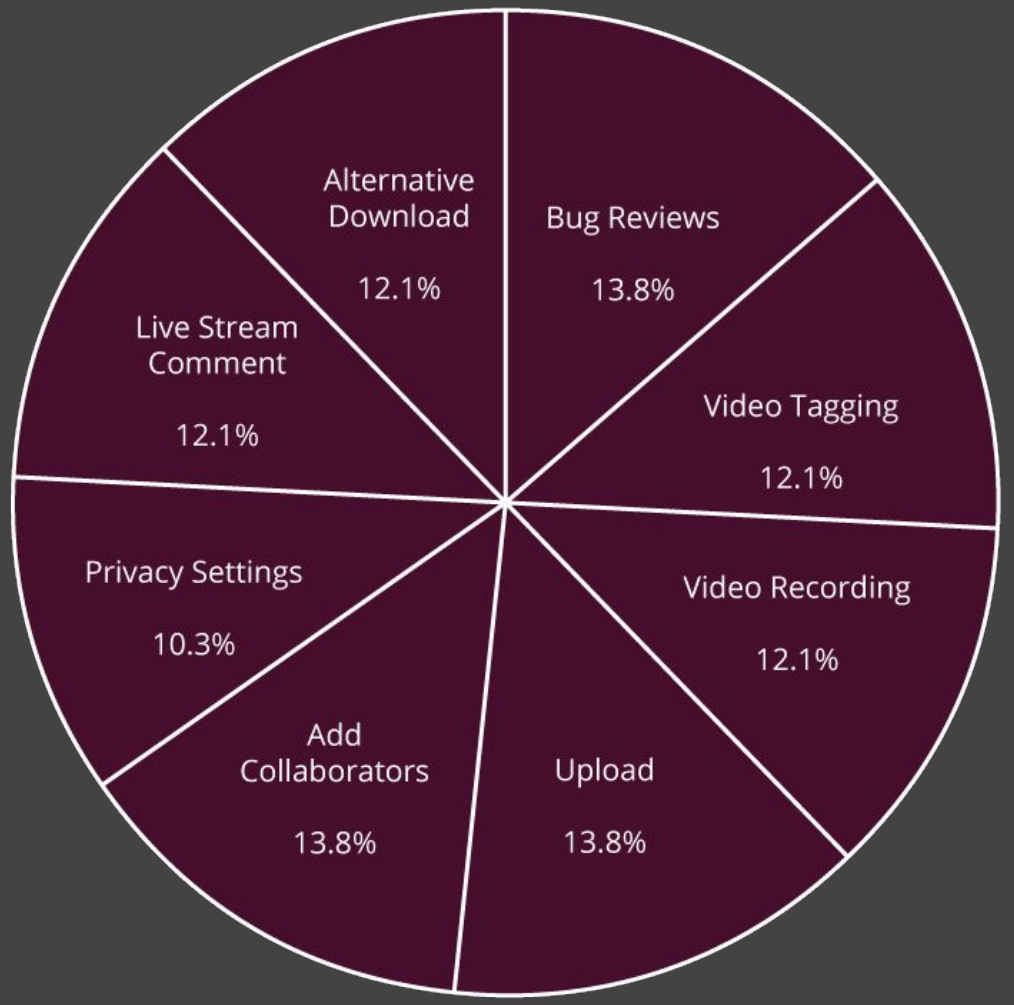
Game Development
Student
AAU

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

Interview Conclusions

Game Swap Website Features



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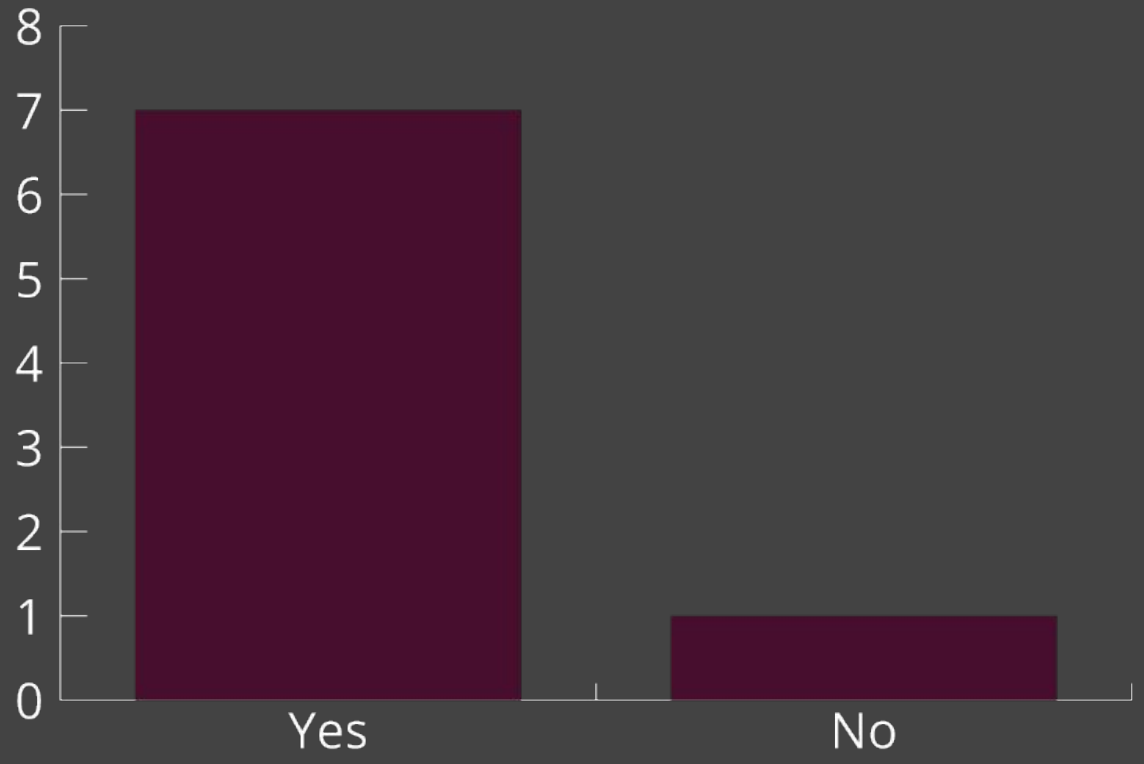
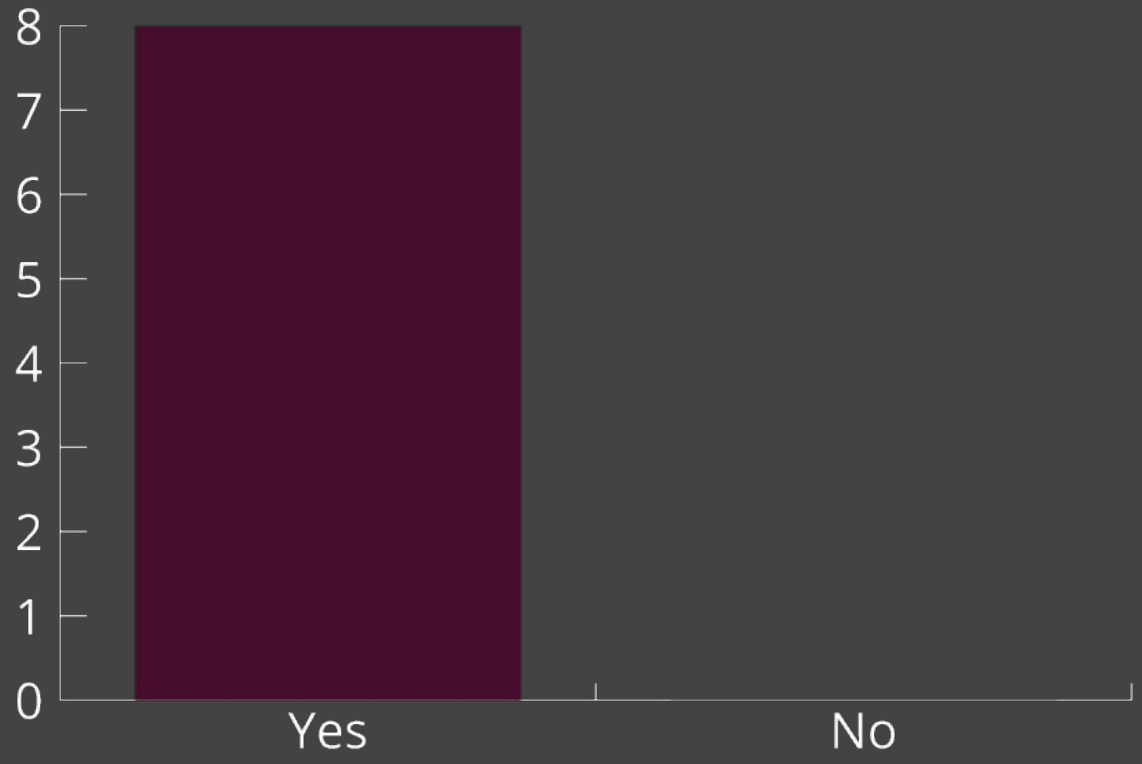
Interview Conclusions

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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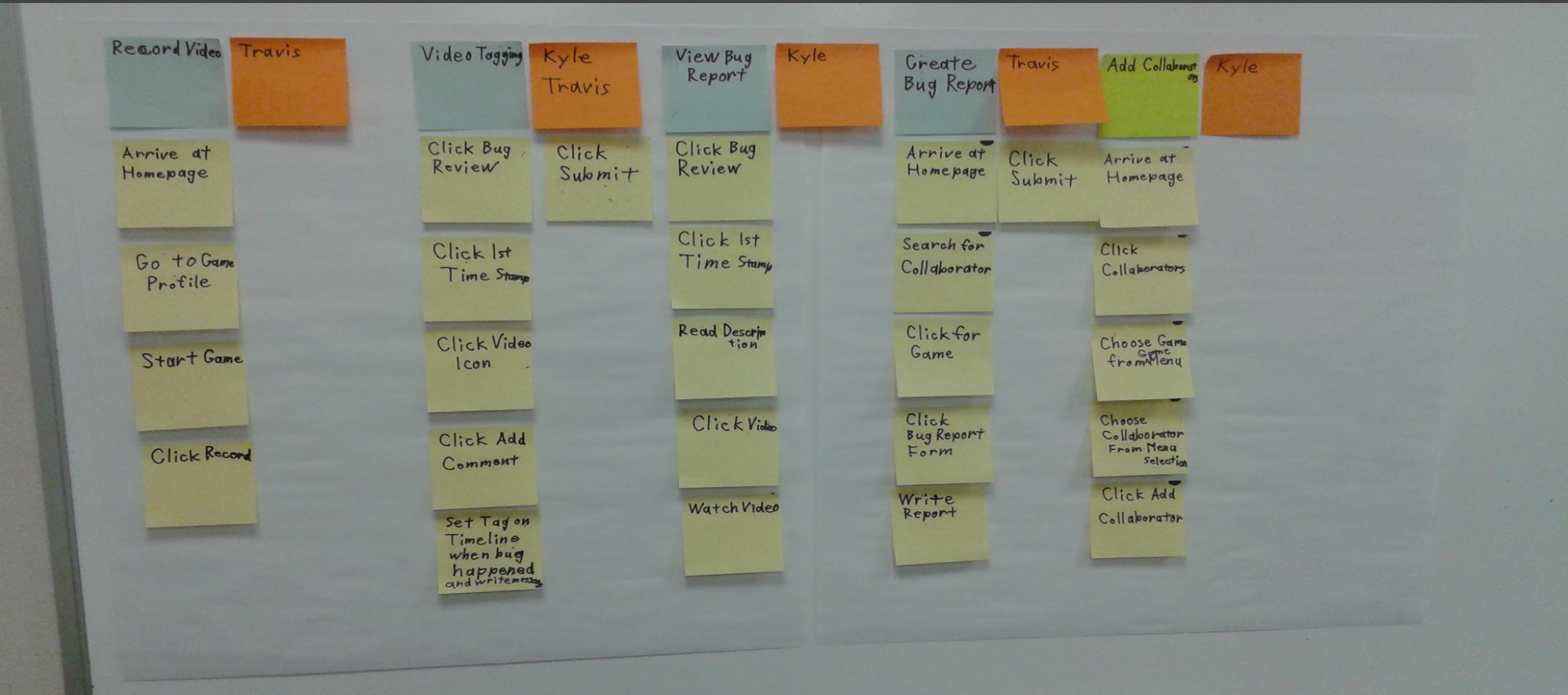
UX Development

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

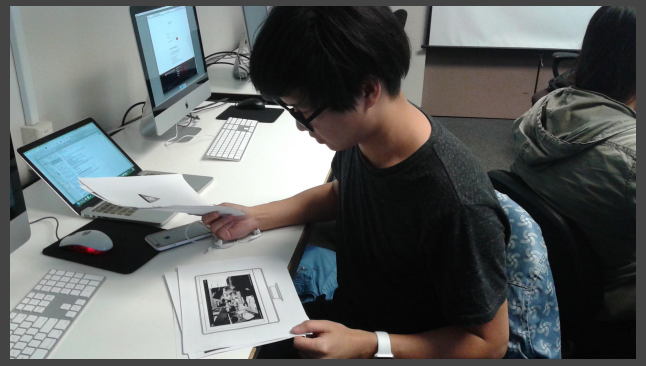
Testing Results - June 23, 2016

Name of Tester: Yasmin

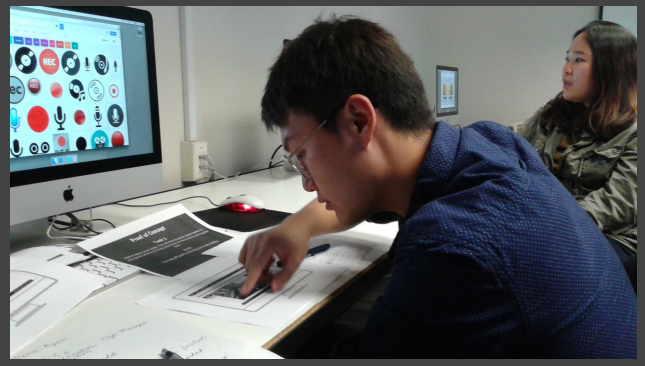
Name of Tester: Sahitya

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

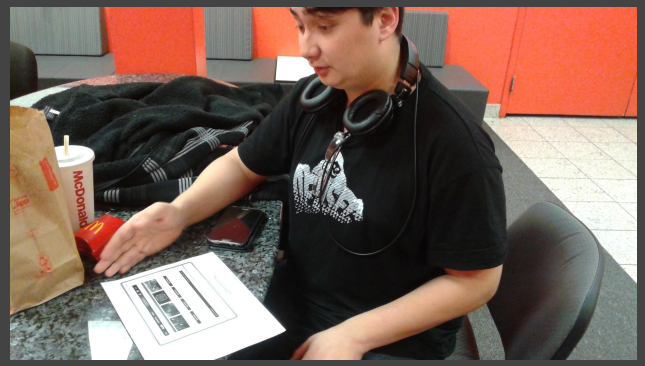
Name of Tester: Jaykb

Name of Tester: Ellen

UX Test Results

Testing Results - November 17, 2016

Name of Tester: Jae Woo



Name of Tester: Daigo

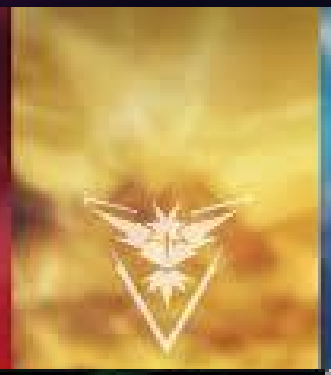
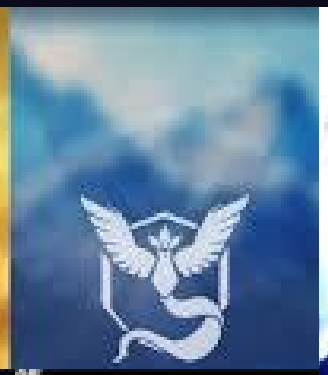
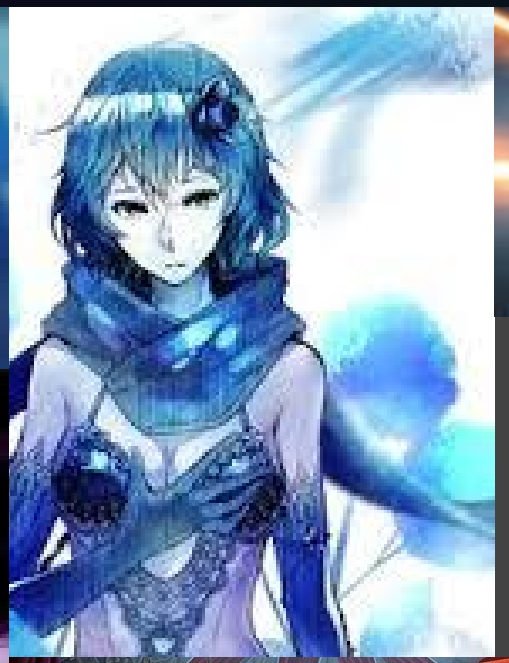
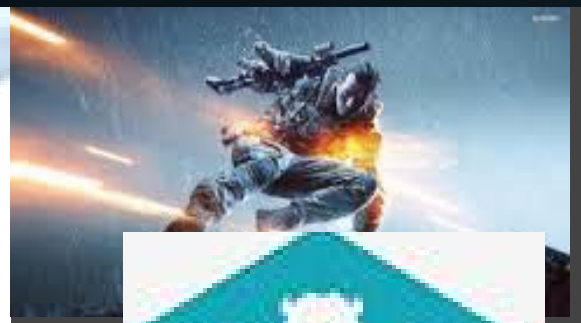
UX Test Results Conclusions

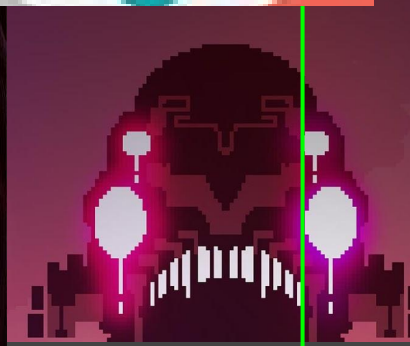
- Video page needs to have a crop tool option.
- Notification icon should be a bell.
- Sign In at the corner should not be there.

For the entire results, follow the link to my book at
https://docs.google.com/presentation/d/1mr7SJo7BqN6JVKNkJbG8LorsEOIEWJRxGgLazWLJGyc/edit#slide=id.g1861bec654_2_0

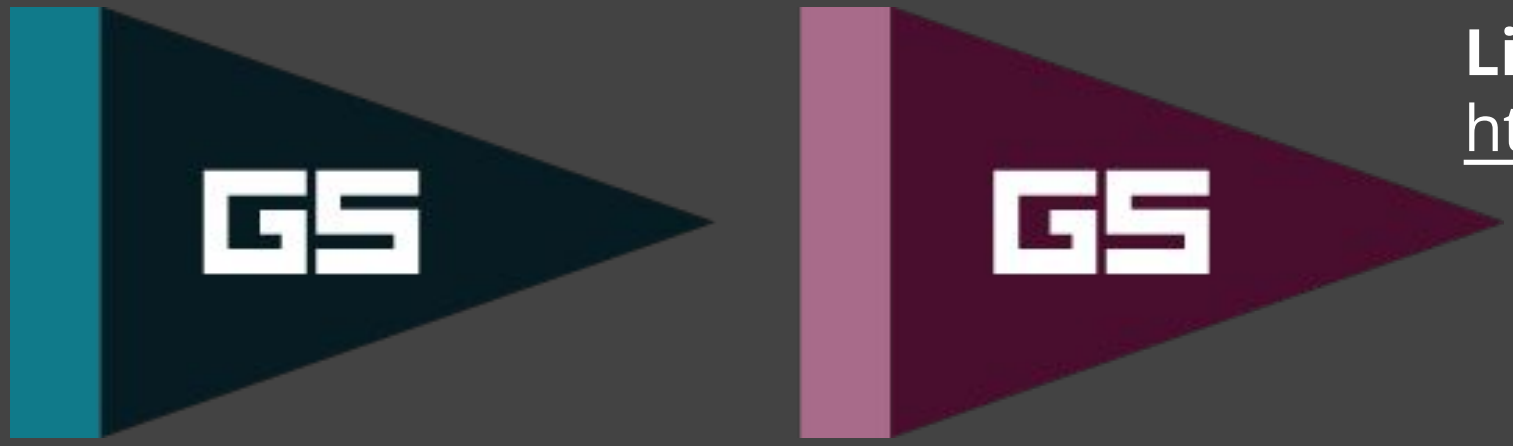
Visual Development

Moodboard



Branding (Animated Logo)



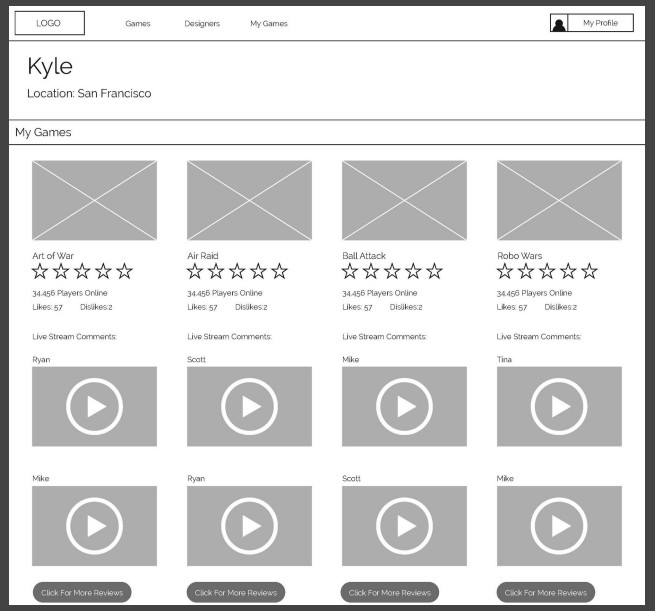
Link
https://youtu.be/ihIXUQ2_6W8

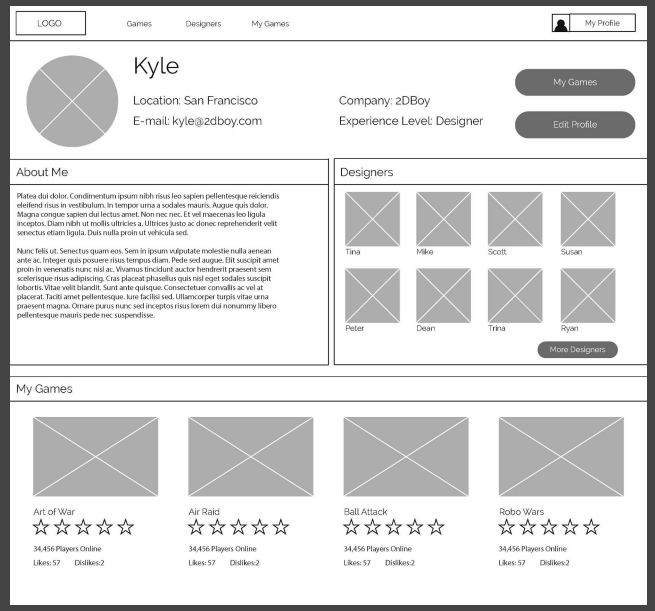
#480E2D	#480E2D	#A76A89	#1A7989

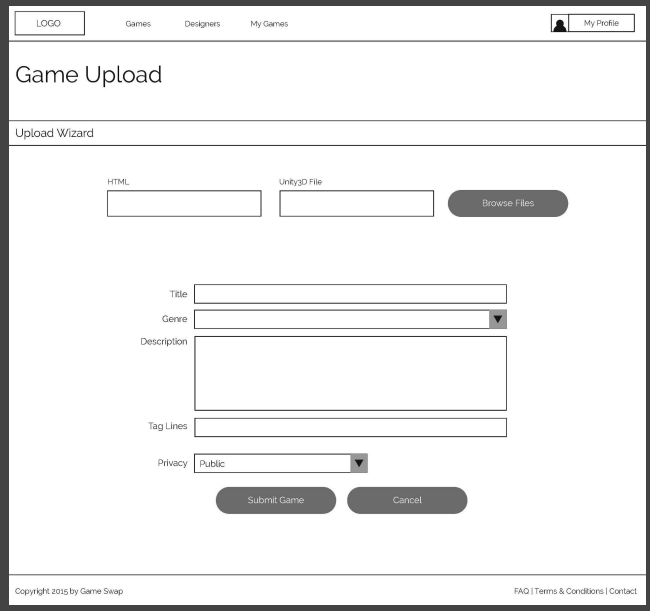
Open Sans

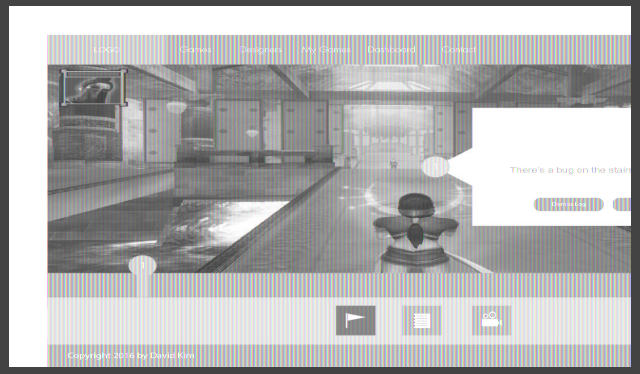
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

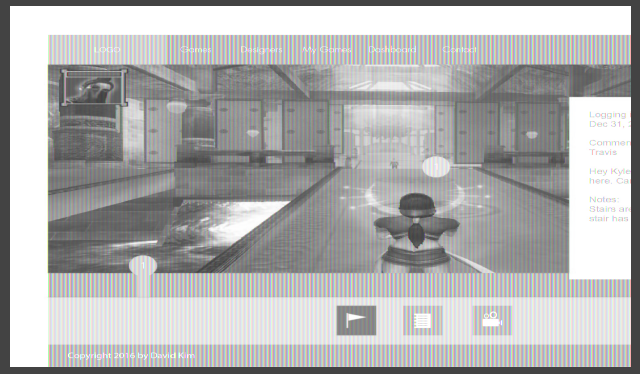
Wireframes

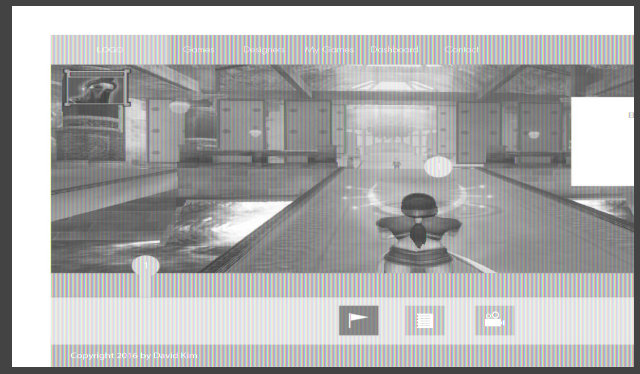












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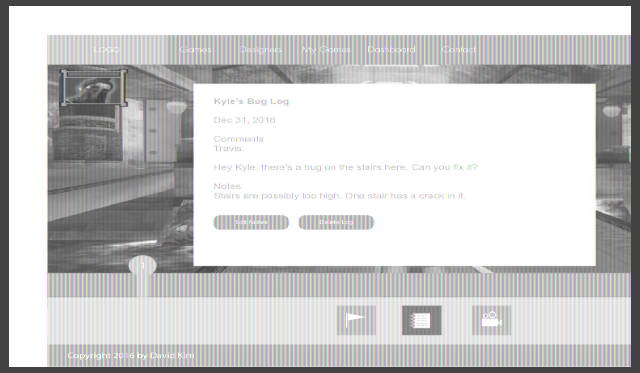
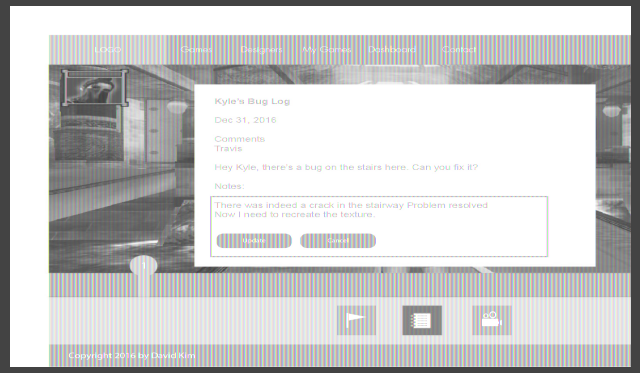
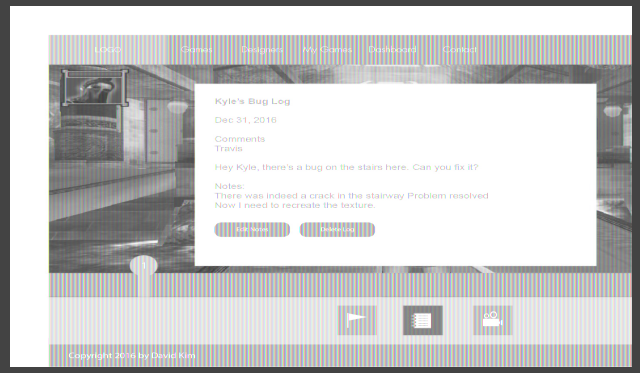
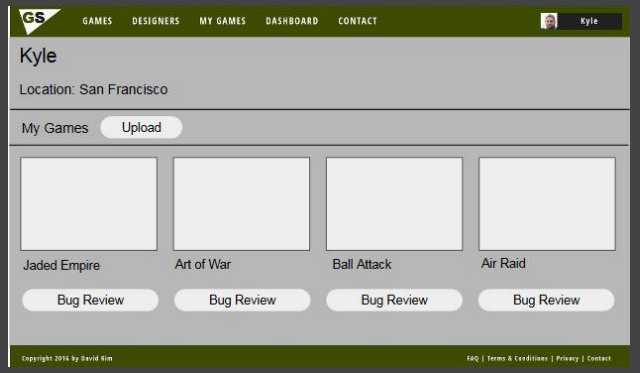
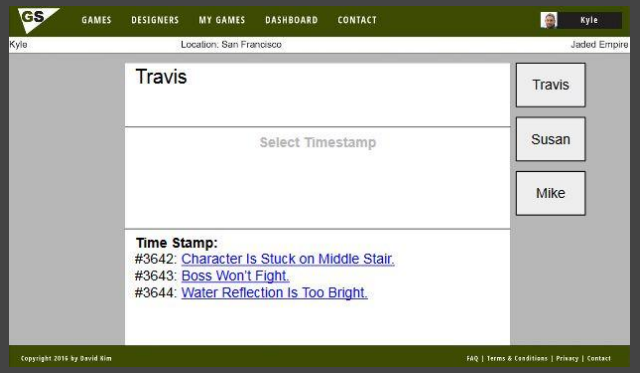
Wireframes





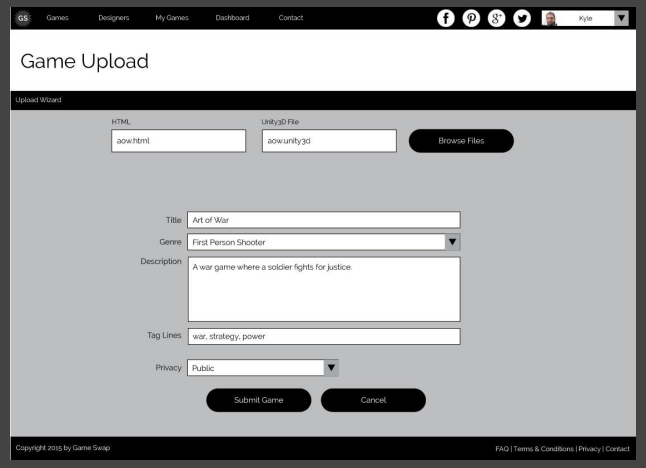


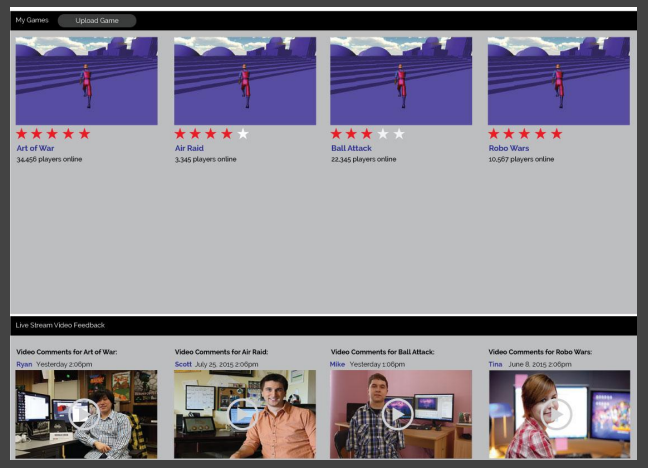


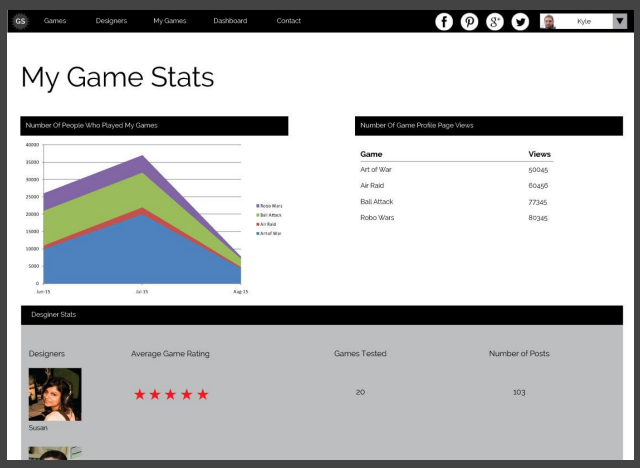


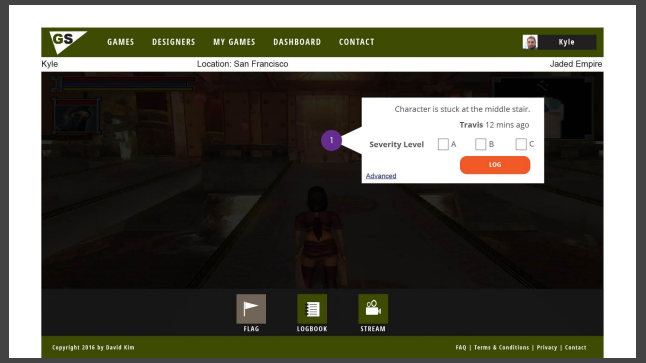
For the entire results, follow the link to my book at
https://docs.google.com/presentation/d/1mr7SJo7BqN6JVKNkJbG8LorsEOIEWJRxGgLazWLJGyc/edit#slide=id.g15e8bbcaa4_2_16

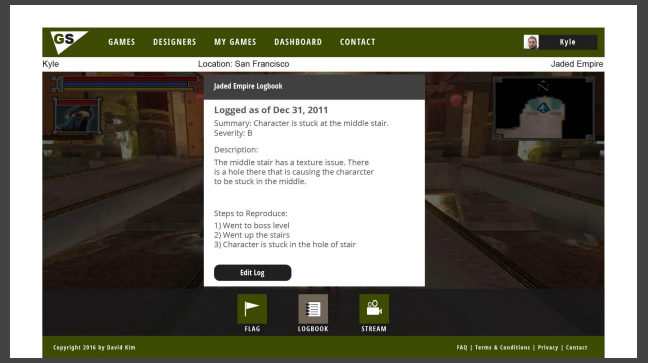
Visual Design











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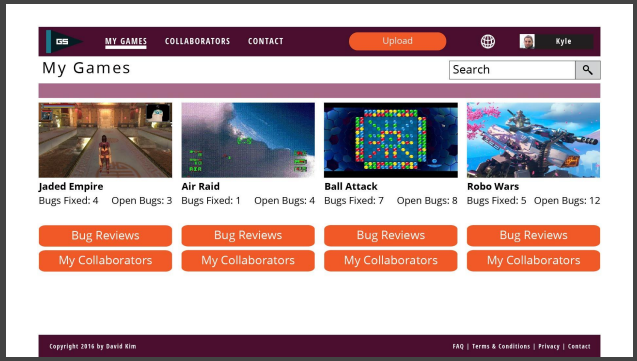
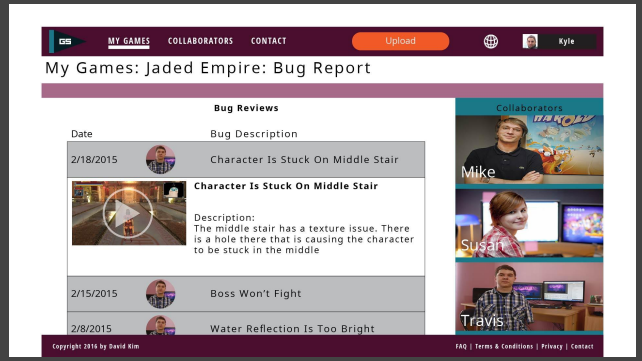
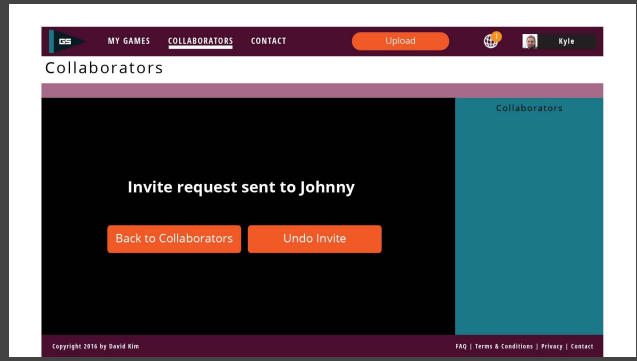
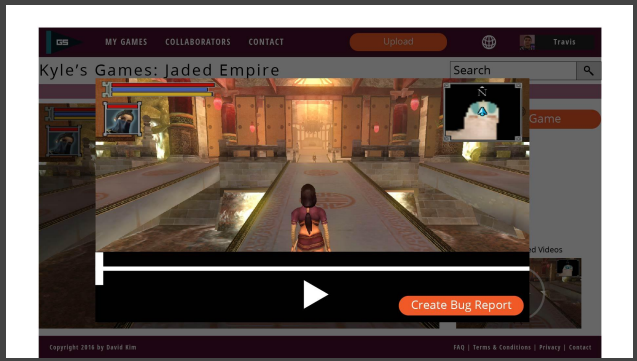
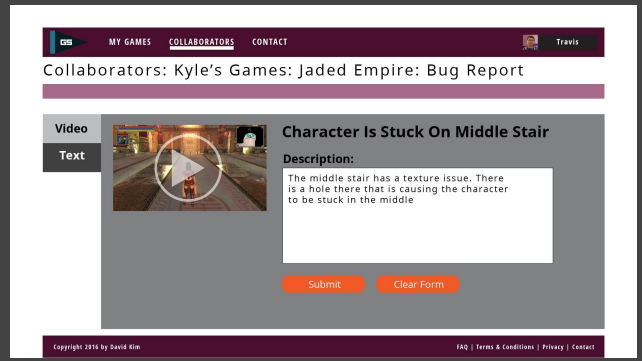
Visual Design

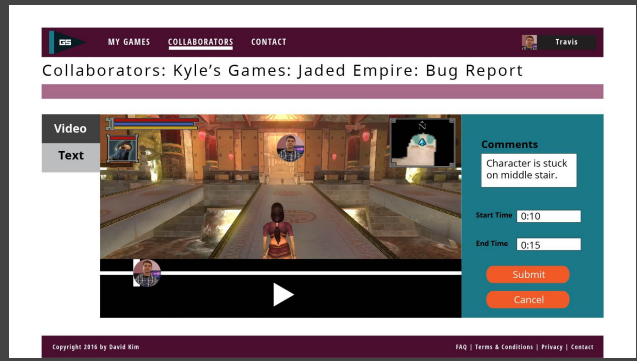












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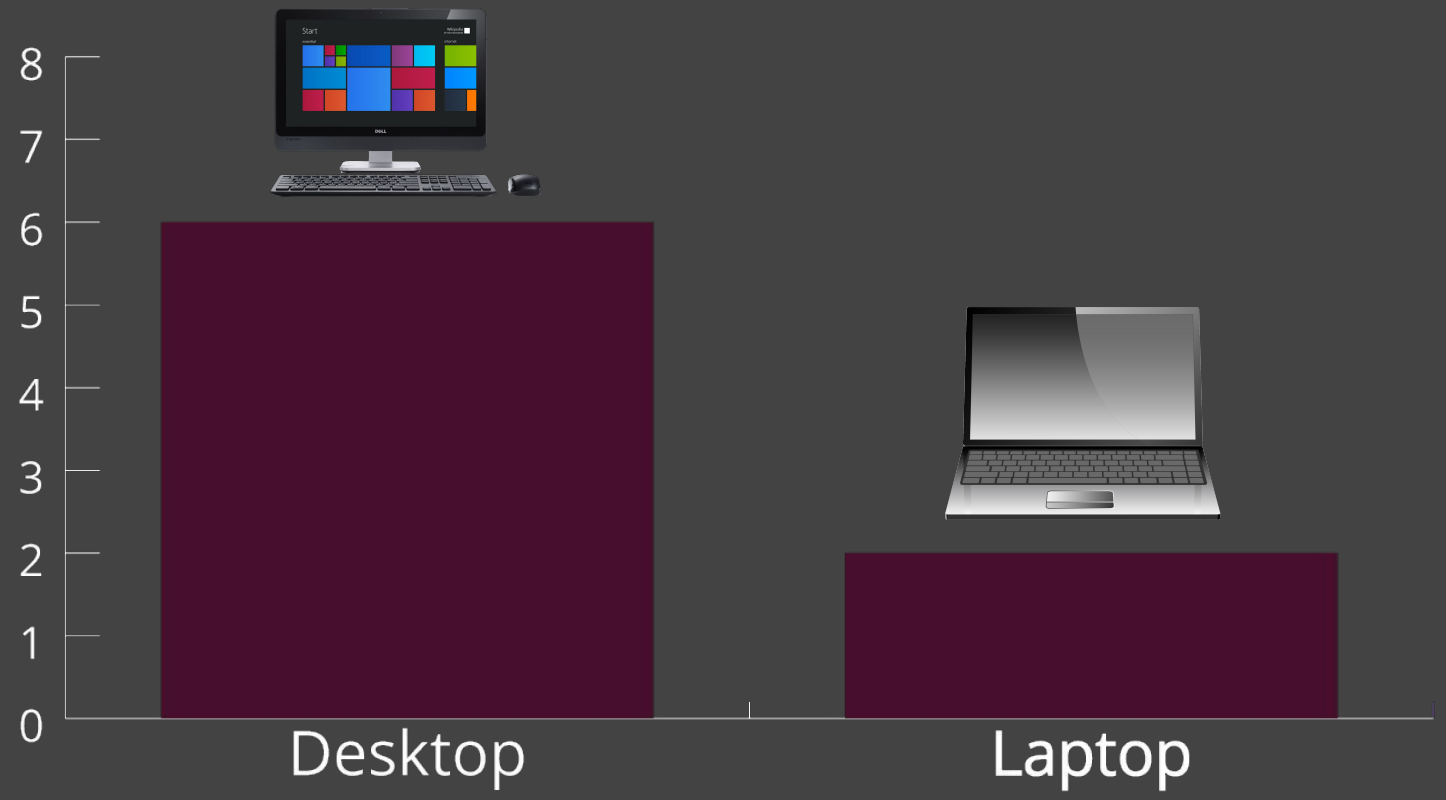
Technical Development

Coding & Development

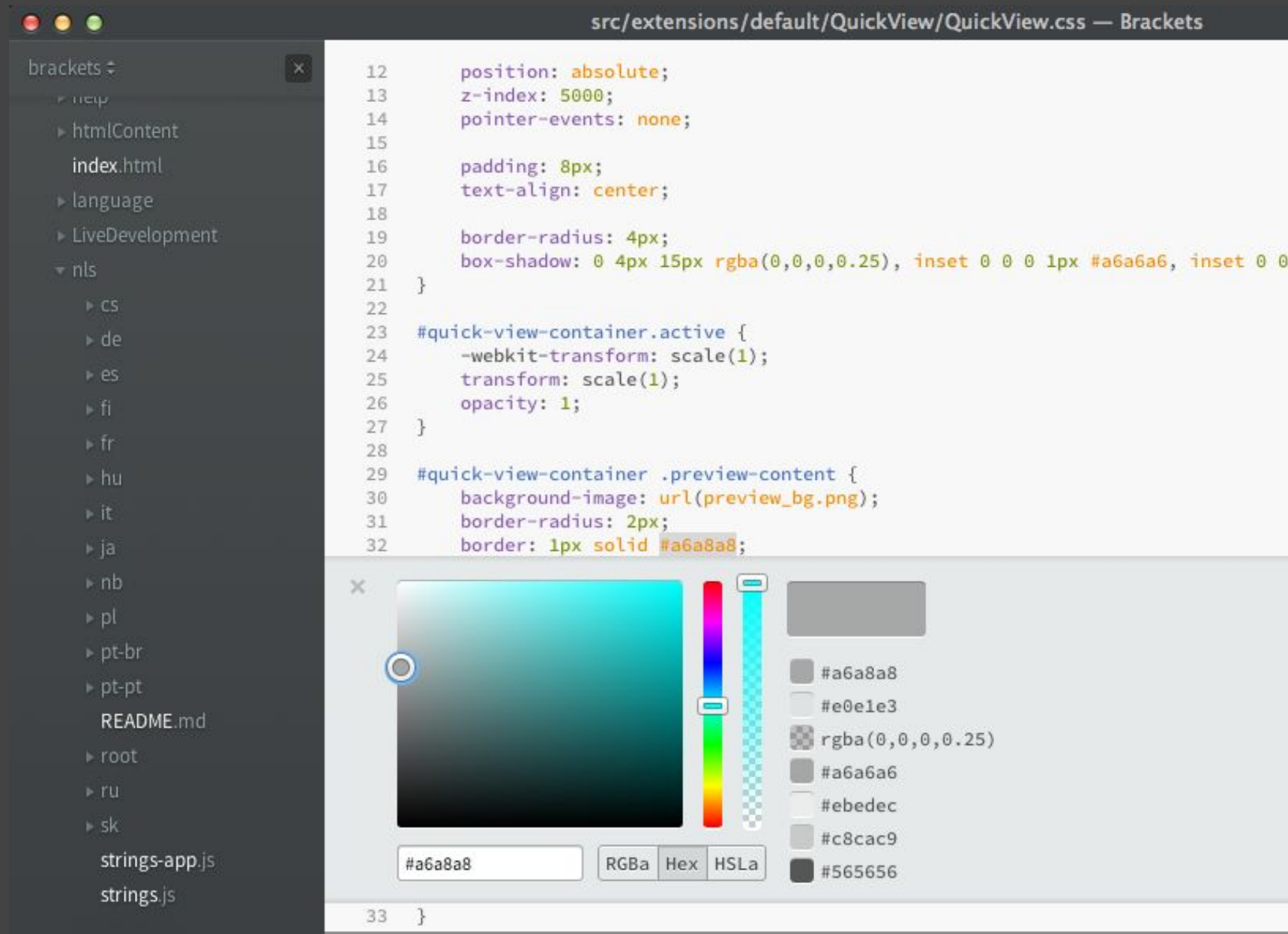
Responsive Web:
Main focus: Desktop / Laptop
Additional consideration: Mobile



Coding & Development

Brackets

Software used in coding
HTML5, CSS3,
JavaScript/jQuery



Resources

My Future Goals

Career Choices

1. Affimity
2. Optimizely
3. Facebook

Job Positions

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

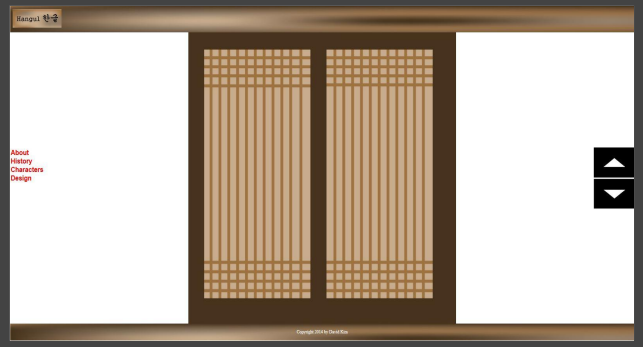
Game Swap in the future

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)

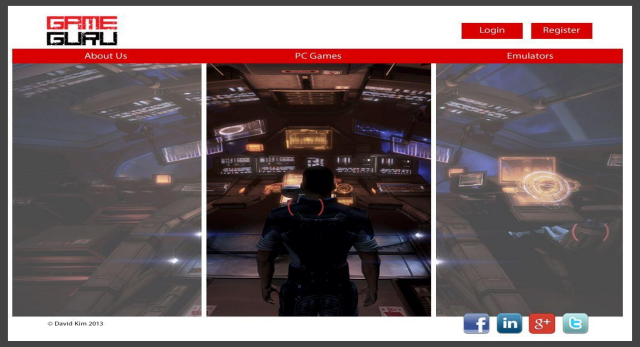
Checkup Cam
Spring 2015
WNM 617: Mobile Web Tech
Instructor: Ben Hulan
Skills: Responsive Web

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?