

# Awesome Arcade App Design

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Bryan Conley

# Project overview



## The product:

Awesome Arcade is growing entertainment business that allows their customer base to experience the latest in technology arcade games, bowling and pool tables.



## Project duration:

April 2022 through May 2022



# Project overview



## The problem:

Need to increase foot traffic to the brick and mortar location.



## The goal:

Allow customers to preview the latest games as well as reserve bowling lanes and pool tables.

# Project overview



## My role:

UX designer designing an app for Awesome Arcade from conception to delivery.



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

# Understanding the user

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

# User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was young adults who want to find entertainment options.

This user group confirmed initial assumptions about Awesome Arcade customers, but research also revealed that users wanted to ensure availability of certain amenities when they visit.

# User research: pain points

1

## Time

Young Adults want to ensure availability before visiting.

2

## Accessibility

Customers want to be able to access information on the physical location.

3

## Lack Of Knowledge

Customers would like to know what games are available before visiting the location.

# Persona: Elvin Forester

## Problem statement:

Elvin is an Avid gamer who wants to ensure pool tables will be available because he has arrived in the past and all tables were occupied.



**Elvin Forester**

**Age:** 23

**Education:** Some College

**Hometown:** Louisville, KY

**Family:** Lives alone

**Occupation:** Customer Service

*“Get busy live’n, or get busy die’n”*

## Goals

- Further education to further career.
- Spend more time with hobbies such as digital art and paleontology.

## Frustrations

- When getting invested and pushing to hard quickly, loses interest in the topic.
- Still unsure what direction to take in life.

Elvin lives alone but spends time enjoying his hobbies after work. Actively investing time in exploring different hobbies or educational opportunities to attempt to fine tune the direction he would like to go.



# User journey map

Mapping Elvin's user journey revealed how helpful it would be to streamline the interface.

## Persona: Evan Forester

Goal: Preview what games are available at the Arcade

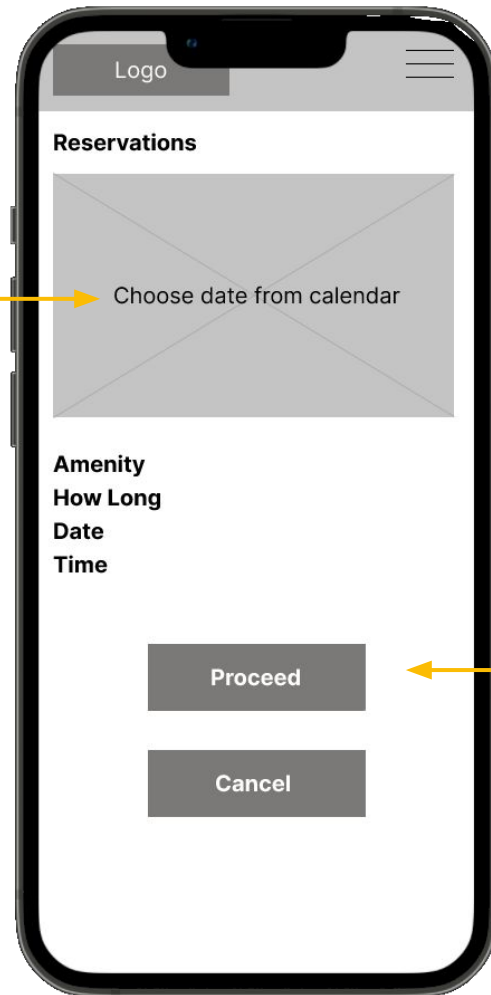
ACTION	Select Entertainment Activity	Browse Options at Arcade	Preview Specific Games	Pre-purchase Game Tokens	Reserve Time slots for pool tables/bowling lanes
TASK LIST	Tasks A. Decide on what type of activity B. Search nearby family friendly options C. Select activity	Tasks A. Arcade Games B. Pool Tables C. Bowling Lanes	Tasks A. View Game Trailers B. View Game Images C. View Game descriptions	Tasks A. If user has a game card, can reload via app B. Must insert payment information	Tasks A. Select Date B. Select Time C. Select number of games
FEELING ADJECTIVE	Anxious of finding activity to do	Hard to navigate numerous options	Alot of information in one place	Fear of theft from using digital formats	Irritated when unable to reserve specific date/time
	Create app or web page for options	Break into categories	Keep the individual game pages	Place adequate certificates and	Auto recommend next available



# Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

Allows the user to choose what date they want to reserve an Amenity for.

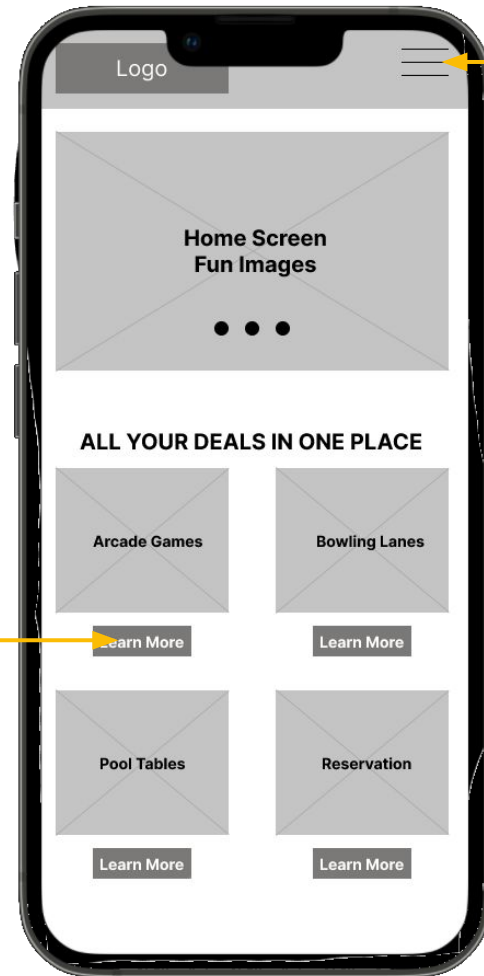


Confirm selection, and move on to the next screen.

# Digital wireframes

Easy navigation was a key user need to address in the designs.

Buttons on each section to give the user options on how to navigate.



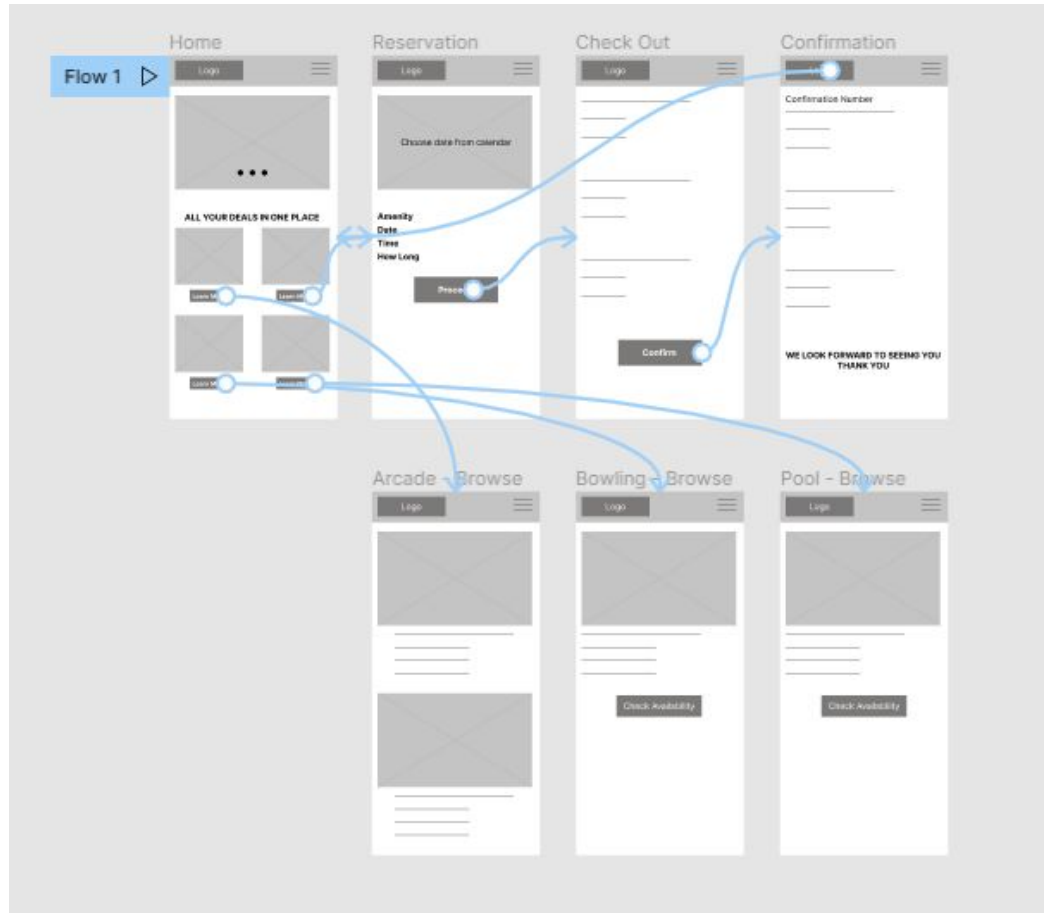
Navigation bar to easily move throughout the app no matter what page the user is on.

# Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was reserving an amenity.

View the Awesome Arcade App

[Arcade App Low Fidelity Prototype](#)



# Usability study: findings

I conducted a usability study on users that have registered at the brick and mortar location to identify how users were navigating and utilizing the application.

## Findings

- 1 Majority found the app easy to navigate
- 2 Minority did not find the reservation useful
- 3 Some users felt overwhelmed with the amount of information on one screen

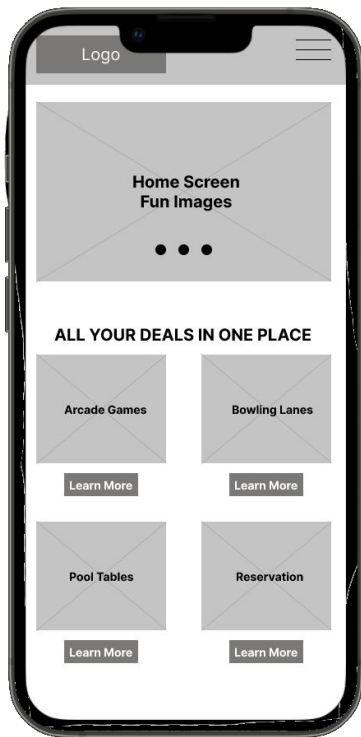
# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

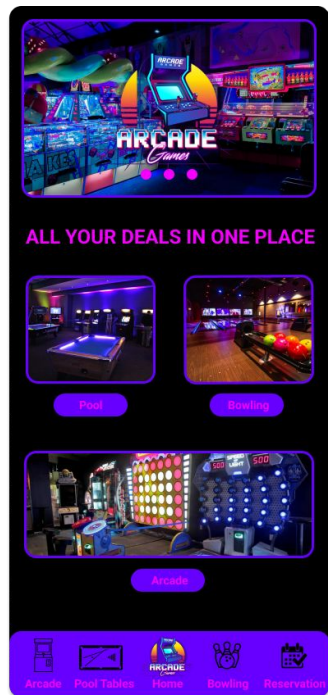
# Mockups

I refined the navigation button. Changing it from a slide out menu from the upper left corner, to a persistent bar across the bottom middle.

Before usability study

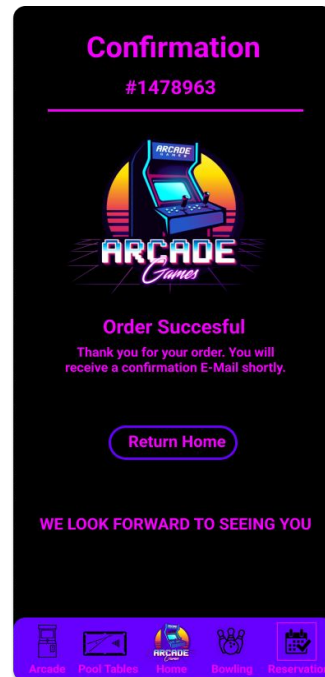
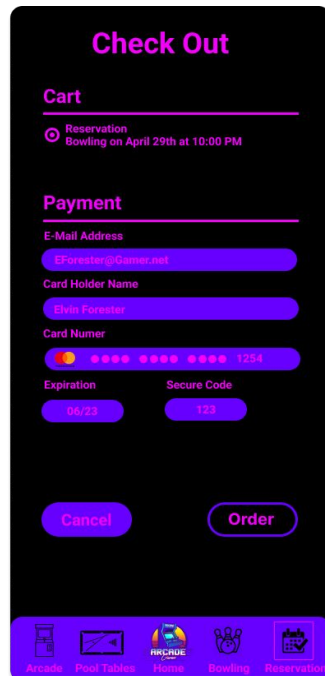
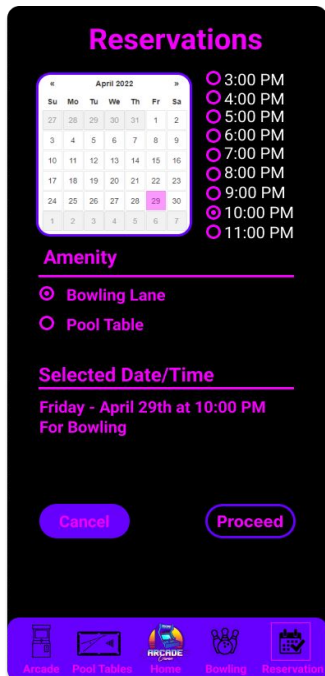
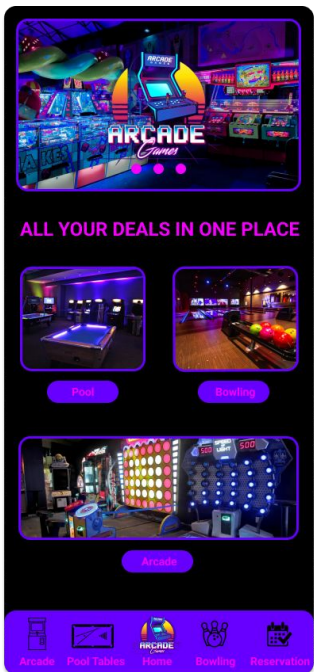


After usability study





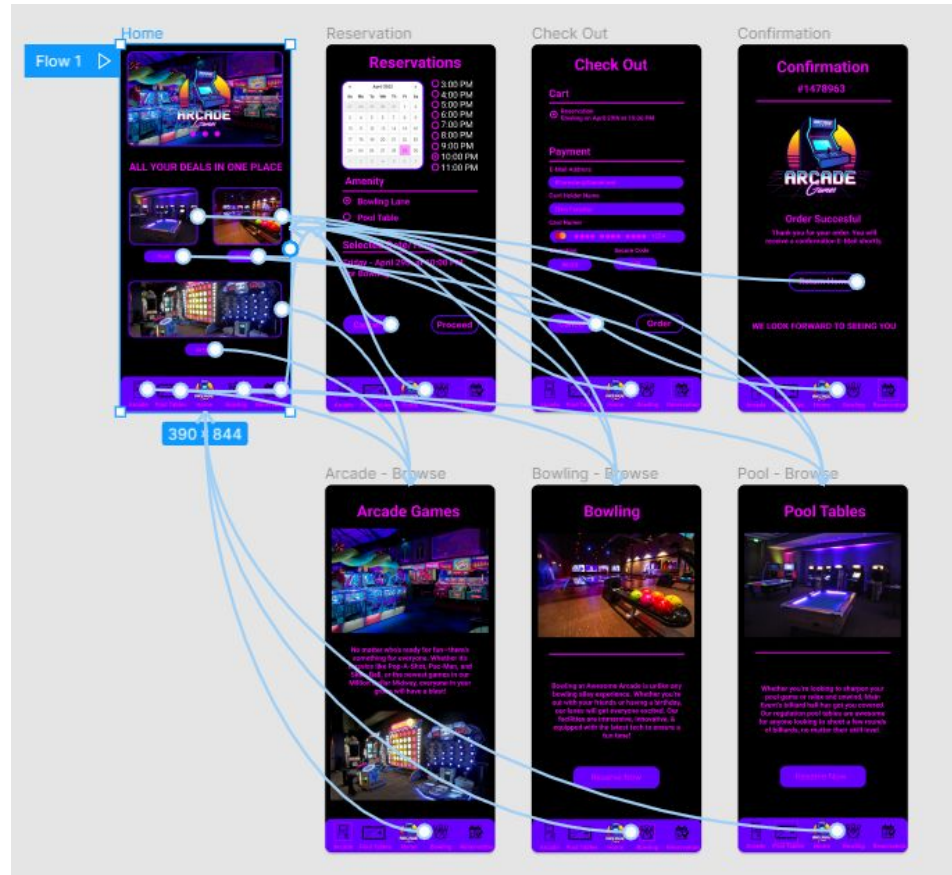
# Mockups



# High-fidelity prototype

The final high-fidelity prototype presented clean user flows for reserving an amenity. It also met user needs for a navigational flow.

View the [Awesome Arcade High-Fidelity Prototype](#)



# Accessibility considerations

1

Used icons to help make navigation easier.

2

Gave options as to how the user navigates.

3

Clearly labeled each option to avoid confusion

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

The app is effective at allowing users to reserve amenities to fit their schedules.



## What I learned:

While designing this app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

# Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

# Let's connect!



Thank you for your time reviewing my work on the Awesome Arcade app! If you'd like to see more or get in touch, my contact information is provided below.

Email: [project@email.com](mailto:project@email.com)

Website: [project.uxportfolio.com](http://project.uxportfolio.com)