

Activision Draft

A feature that will draft players through the companion app to participate in a live event hosted by Activision




 Created	Gabriela Castro
by:	Fall 2020
 Date:	IxD 370 Design for Community Change
 Course:	

Table of Contents

[A feature that will draft players through the companion app to participate in a live event hosted by Activision](#)

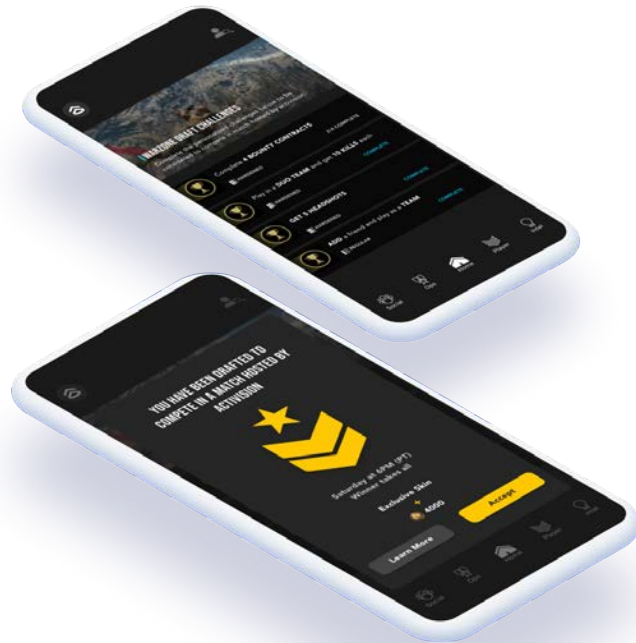
[Project Challenge](#)

[How Might We Statement](#)

[Stakeholder Interview](#)

[Competitive Analysis](#)

[Heuristic Evaluation](#)
[Netnography](#)
[Product Review](#)
[Domain Expert Interview](#)
[Target Audience Interviews](#)
[Concept Development](#)
[Concept Video](#)
[Concept Explained](#)
[Results](#)
[Reflections](#)
[Appendix](#)



Project Challenge

Call of Duty is more fun with friends, so how can the Call of Duty companion app create social features to keep players engaged with the game and each other?

<https://s3-us-west-2.amazonaws.com/secure.notion-static.com/25fcab4d-2790-41ab-b9e2-de39748977b3/Design-challenge-2020.pdf>

How Might We Statement

How might we get people of all levels and personality types to engage with the companion app?

Stakeholder Interview

!! The goal for the client is to get more players engaged in the companion app so they eventually buy the battle pass to play with their friends.

https://s3-us-west-2.amazonaws.com/secure.notion-static.com/c381ba8b-e205-4897-8d6c-5f2b0e1f1c72/meeting_summary.pdf

Competitive Analysis

https://s3-us-west-2.amazonaws.com/secure.notion-static.com/84408ca4-ef28-43ea-aa64-d8e62eb2b7a8/Competitive_Analysis.pdf

- The most successful apps are the ones that have a game or a continuation of the game in the app.
- Some apps interact with the players through live events.
- Players like to be challenged.

Heuristic Evaluation

https://s3-us-west-2.amazonaws.com/secure.notion-static.com/5807b0d2-193e-4de6-8811-033990a9820a/Heuristic_Analysis.pdf

- Too much going on in the COD Companion app and information doesn't seem to be organized.

- Navigation Sub-Labels are partially hidden. Interactions are not intuitive and there are too many menu items.
- Not easy to clickable links because of poor contrast.

Netnography

<https://s3-us-west-2.amazonaws.com/secure.notion-static.com/1408ea72-93ed-481d-b198-d676c4303ed7/Netnography.pdf>

- Players are looking for more creative ways to be rewarded after completing weekly challenges.
- Players would like ways to interact with players in the Cod Companion app

Product Review



July 5th

Tried to play COD, but found out I couldn't because I don't own a console or a Windows PC. I was really bumped out to find out that in 2020 hardware compatibility is still an issue users might have. Not being a gamer myself, I didn't think this was a problem. I guess I got used to the android/ios idea and that most things are available on both platforms.



August 10th

Went to a friend's house and got a chance to play Warzone for the first time. I played the BR mode and it was really fun. The adrenaline that you get from the game is so crazy, and I finally understand why it is so addicting. I tried adding a friend from the cohort so we could play together and what should have been a small interaction in the game, felt complicated... maybe it's because it was my first time playing?



September 22nd

Finally accessed the virtual machine in SMC to play COD. It was impossible to play because of how bad the game lags.



October 12th

Went to some friends house and played on a PS4. Setting up the game was long and tiresome. We all wished the multiplayer mode was easier to set up. Why do I have to log in with my account? Maybe I don't want to do all of that to just play with my friends. Another thing was that we all had to do a little bit of the tutorial which is so unintuitive. But every time we had problems interacting with the game we asked ourselves if it was because we weren't experienced... but then again shouldn't this be built to welcome new players? We played Warzone and Multiplayer. We all died fairly fast in Warzone, but multiplayer was quite fun and we had a good time.

Domain Expert Interview

We got to interview and get some expert insights from Geoff Moore a Senior Manager Product Creative at Homer and Brandon Cating a Game Designer at Riot Games.

This interview opened our eyes to the product we were working on and what additions would make this a successful app. These are some of the things they suggested:

- **Enable players to discover nearby/same network players**
- **Betting on COD with in-game money**
- **Self betting with loot boxes**
- **Players watching streamers get the same prizes/guns the streamers get as an incentive**

Target Audience Interviews

!! Casual players currently see no use for the Companion App.

***"COD Companion app...
what is that?"***

Johnny, 28

***"I have the app on my
phone, but I don't use it
because I don't really track
my stats"***

Ed, 22

https://s3-us-west-2.amazonaws.com/secure.notion-static.com/5aa1d175-0785-46dd-be6c-5c0de810145b/User_Interviews.pdf

Interviews by: Gaby Castro

Concept Development

I did a Concept Laddering exercise to help explore ways to solve my how might we: *How might we get people of all levels and personality types to engage with the companion app?*

https://s3-us-west-2.amazonaws.com/secure.notion-static.com/e68d3f5f-8748-4915-9cfe-c40d73b3f13e/Abstract_Laddering.png

After that I created a concept poster where I answered the questions below and created a storyboard of how the players would interact with my concept.

Who is it for?

- Players that currently don't use the app
- COD Community
- Younger players

What problem does it solve?

- It should grow and vary the audience that is currently using the app.
- Adds a fun and competitive feature to the app for competitive players.
- Adds a streaming feature for casual player.

What is the big idea?

- Call of Duty is a difficult game to play and there are a lot of very competitive players out there, this concept would separate these players by how well they play and put them with other players that are the same level, creating a more challenging and competitive game. By hosting this game, Activision will be providing its players will a sense of importance and excitement.
- The streaming feature is to attract those who are not fond of being the center of attention, but that would watch a match that is well leveled and competitive.

https://s3-us-west-2.amazonaws.com/secure.notion-static.com/e6e00381-d77c-4e50-a5f0-9245301789aa/Concept_Poster.png

Concept Video

This video explains the Activision Draft concept

<https://youtu.be/vbMfjYM7H8o>

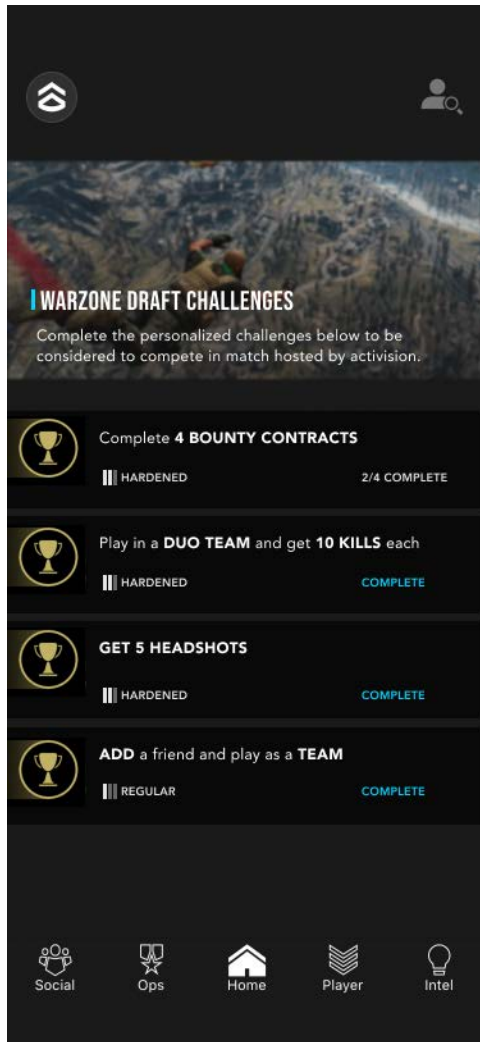
Concept Explained

1- Weekly Challenges

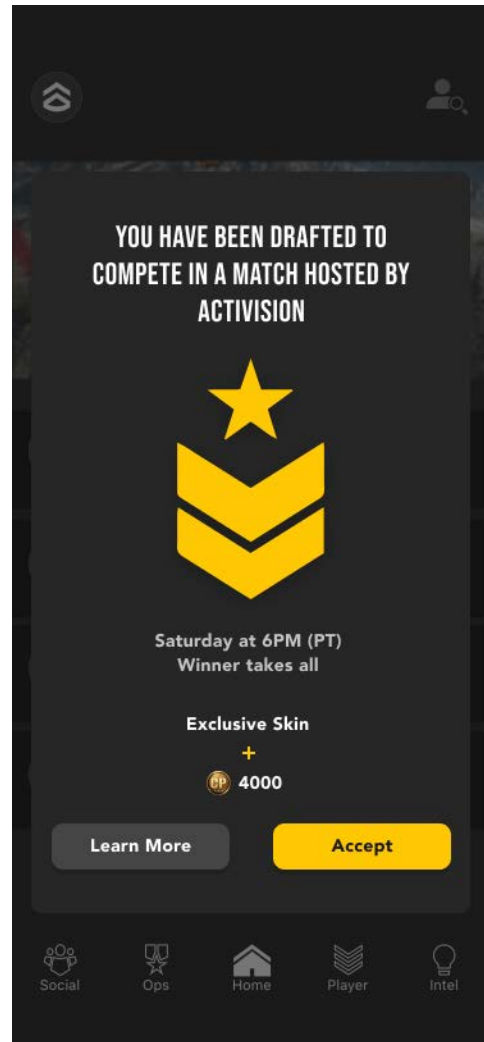
Players who wish to enter the draft would compete in a series of challenges during a week-long event. There could be a single category, or categories based on game modes and level, or other criteria to be determined.

2-Draft

Activision would then select players from the event to play a featured match. It is important to highlight and let it be known to players that this event would organize them by categories e.g. beginner, intermediate, advanced.



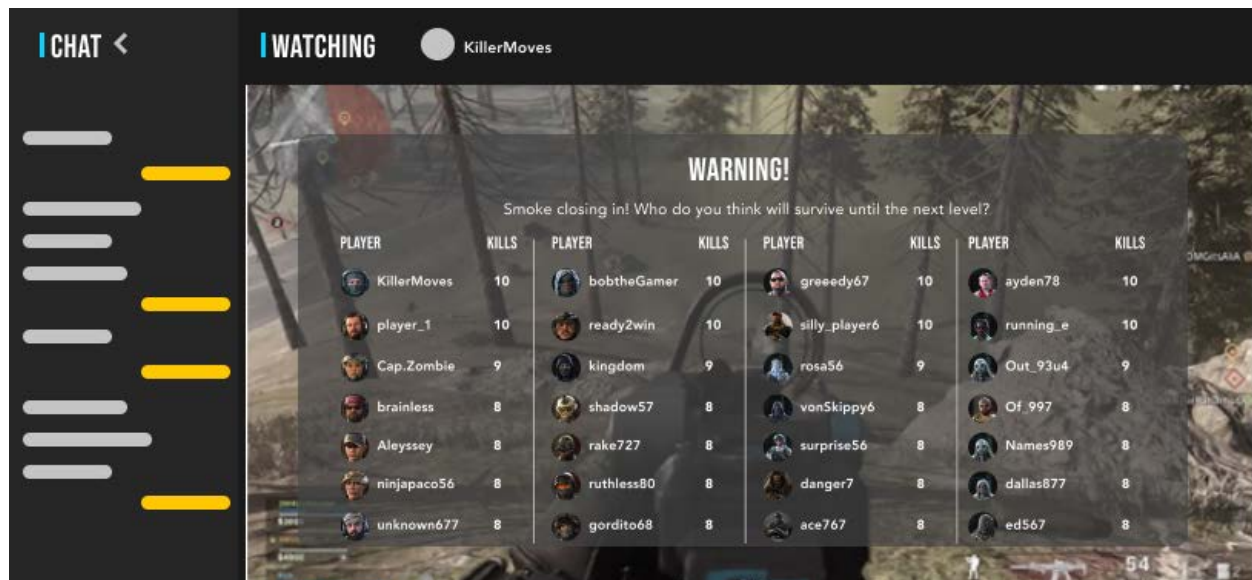
Weekly Challenge Screen



Draft Screen

3- Broadcast

The match would be broadcast on the companion app and be viewable by anyone with the app. The audience would earn prizes for watching (as they do now), but, they could also interact with the live match by voting on who they believe will advance to the next level at each stage of the match. Audience members who guess correctly would win additional prizes.



Broadcast screen - Player watching, voting and chatting

Results

Feedback/Questions from Activision: What do you need to pull new casual players into the app? Would Casual players want to participate? Explain the challenge and how the concept would work better on the screens.

Reflections

Activision had several questions that I could have addressed better in my video. I believe if I had shown my video to someone outside of the project, I would have been able to catch some of those questions and gone over them in the video. Next time I will try to be more specific during the presentation. Adding some humor to my concept video helped keep the audience entertained.

Appendix

<https://s3-us-west-2.amazonaws.com/secure.notion-static.com/be3a29b4-774d-4bb6-ba85-0d>

<https://s3-us-west-2.amazonaws.com/secure.notion-static.com/>

9c6ef4e143/Competitive_Analysis.pdf

Created by: Gaby Castro and Di Xu

28023ea9-e4fa-4a8b-9aa4-acbf166dcb13/Netnography.pdf

Created by: Gaby Castro and Di Xu




https://s3-us-west-2.amazonaws.com/secure.notion-static.com/03db8109-c547-4d19-9274-83b338bae0c0/Heuristic_Analysis.pdf

Created by: Gaby Castro and Di Xu

https://s3-us-west-2.amazonaws.com/secure.notion-static.com/101fec03-397b-45e5-9e4c-62fd768cc802/User_Interviews.pdf

Conducted by: Gaby Castro

Timeline

 Name	 Due Date	 Progress
<u>Activision Kick-Off</u>	Sep.9	Completed
<u>Sign NDA</u>	Sep. 9	Completed
<u>Activision Change Statement</u>	Sep.27	Completed
<u>Interview Two Participants</u>	Oct.7	Completed
<u>Practice Midterm Presentation</u>	Oct.14	Completed
<u>Midterm Presentation</u>	Oct. 21	Completed
<u>Notion Site</u>	Oct. 21	Completed
<u>Midterm Case Study</u>	Oct. 28	Completed In Progress