




# Mid-Project Case Study

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## Timeline

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 Name	 Due Date	 Progress	 Details
<u>Stakeholder Kick-Off</u>	Sep.9	Completed	
<u>NDA</u>	Sep. 9	Completed	
<u>Activision Change Statement</u>	Sep.27	Completed	
<u>Interview Two Participants</u>	Oct.7	Completed	
<u>Midterm Presentation Rehearsal</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	In Progress	

## Project Challenge and Description

I received the following brief from Activision:

*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?*

I completed the first three weeks of this project on my own, doing research and collecting experiences. I was then was paired with a partner to conduct interviews, finish research and develop a solution to the brief.

## Change Statement

We want to change the way recreational gamers come together to play COD in order to increase friendly competition.

## Stakeholder Interview

We had an interview with Activision employees to gain an understanding of what they wanted out of us for this project.


 pope\_sara\_stakeholder1sheet <https://docs.google.com/document/d/1fEAUsknDRtLeYxqRm3V42cAjJ3TmggRlCBGO3ErAJSY/edit?usp=drivesdk>


## Product Review


The following are a diary of experiences I had with the Call of Duty Warzone game.

- So far I've downloaded the game, made an account, and finished the training segment. I thought the onboarding was fairly simple. I haven't seen much diversity in the game as far as players go, the cut out people who you could shoot all seemed to be white men? Maybe one or two females. I'll have to actually get going in the game a little more to have more of an opinion on how COD addresses diversity and accessibility.
- I played 3 practice trials, Battle Royal. I found it to be so much fun. The parachute part is cool and fun to try to get somewhere with the angle that you're falling. One thing I noticed, and maybe it's because I didn't have any friends on the game at this point. But the game felt very isolating when I was playing. I think I would enjoy it more if I could talk to people while I was running around trying to gather gear and guns and also shoot people. There are so many opportunities to share things with friends. A lot of the stuff I was exploring would've been funny for other people to see.
- I played the trial mode again, and it's because I'm too scared to go into a real game by myself. I really want to play with some of you guys, so I should get looking at the discord channel to do that. I tried driving a car and it was really fun. Once I was driving Jordan, who was helping me get going told me to watch out because people kind of target people who drive cars. I saw another car coming and got scared, I got out quickly and then made sure no one was following me.
- This time when I played it wasn't really such a solid change that I saw, but I found myself getting more used to the controls. I don't play video games every day so my muscle memory isn't spot on. I still need to look at the controller sometimes to make sure I'm pressing the right buttons. This time when I played I found myself getting better with that, and wow the game is so much more fun that way.


## Secondary Research

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yresearch


 COD Companion Usability Repor [https://drive.google.com/file/d/1l5H-g\\_bBPcFlihEWUSwt0ftpEt-2019.06.19.pdf](https://drive.google.com/file/d/1l5H-g_bBPcFlihEWUSwt0ftpEt-2019.06.19.pdf)  
t-2019.06.19.pdf [g5KdJ09/view?usp=drivesdk](https://drive.google.com/file/d/1l5H-g_bBPcFlihEWUSwt0ftpEt-2019.06.19.pdf/view?usp=drivesdk)

 Companion App - Player Survey <https://drive.google.com/file/d/1Rq7aenvYm34giD0hIbOpIC6yf6baPbgD/view?usp=drivesdk>  
- June 5-28.pdf


## Competitive Analysis

 pope\_sara.com <https://docs.google.com/spreadsheets/d/13jYqqMvHOUE6mls3MkWb4NKPTTrKNEejeHH7Rcw7cT6g/edit?usp=drivesdk>  
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## Heuristic Evaluation


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mplate

## Netnography

 Copy of 01\_netograp <https://docs.google.com/spreadsheets/d/1U6i9QmLWgKLAjFMC8VC37Sf2l43vMFNL0Q95rDBiD5Y/edit?usp=drivesdk>  
hy\_template


## Domain Expert Interviews


We conducted interviews with experts in the video game field.

 **Week 4: Wednesday 9/23** [https://docs.google.com/document/d/1Gtq0ASdhfwfX\\_tuDjlwo-zgWSwv3qROQ9Y5ZxXg7Wdc/edit?usp=drivesdk](https://docs.google.com/document/d/1Gtq0ASdhfwfX_tuDjlwo-zgWSwv3qROQ9Y5ZxXg7Wdc/edit?usp=drivesdk)

## Target Audience Interviews

We conducted interviews with our target market of video game players, 18-35 years old.

 **pope\_sara\_inter** [https://docs.google.com/document/d/10IrUcmC0F2F\\_ekCVJKi0qQpcMhikZfht7GwEw7SheuY/edit?usp=drivesdk](https://docs.google.com/document/d/10IrUcmC0F2F_ekCVJKi0qQpcMhikZfht7GwEw7SheuY/edit?usp=drivesdk)

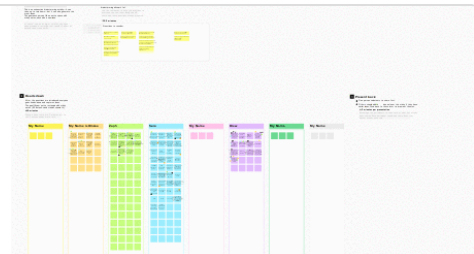
 **ma\_andrew\_inter** [https://docs.google.com/document/d/1\\_c\\_6Y4RkjZOClwLSbzd2KdvPzf1sm9KpUyZIC8qM8/edit?usp=drivesdk](https://docs.google.com/document/d/1_c_6Y4RkjZOClwLSbzd2KdvPzf1sm9KpUyZIC8qM8/edit?usp=drivesdk)

## Concept Development

Here my partner and I took the insights we gained from interviews and research to develop our concept. We brainstormed ideas in Mural, conducted an Abstraction Laddering exercise and developed a concept poster.

Group 5

<https://app.mural.co/t/dfcc5201/m/dfcc5201/1600274586078/242c05280554c27e9c2d3df7e4928aa25559b8ba>



Abstraction Laddering

<https://app.mural.co/t/dfcc5201/m/dfcc5201/1600713066566/281ad3b624f3c830dce430fe4bafdd7a9893eddd>



## Concept Poster

<https://app.mural.co/t/dfcc5201/m/dfcc5201/1600802778653/19df4da14fad7f48bff46ef3ebf89821a0c2e7c1>



## Midterm Presentation

This is a 3 minute concept video that was shown to our stakeholders.

<https://www.youtube.com/watch?v=MlvROUP261U>

## Results

Feedback we received from our stakeholders about our concept video:

- Consider how notifications could overwhelm the players.
- Could you expand beyond the people you played with?
- Activision doesn't have the ability to track interaction data (players you killed and the player that killed you)
- How would the system know if it was a good match?
- Consider bot abuse.
- Consider player abuse to harass others.

## Reflections

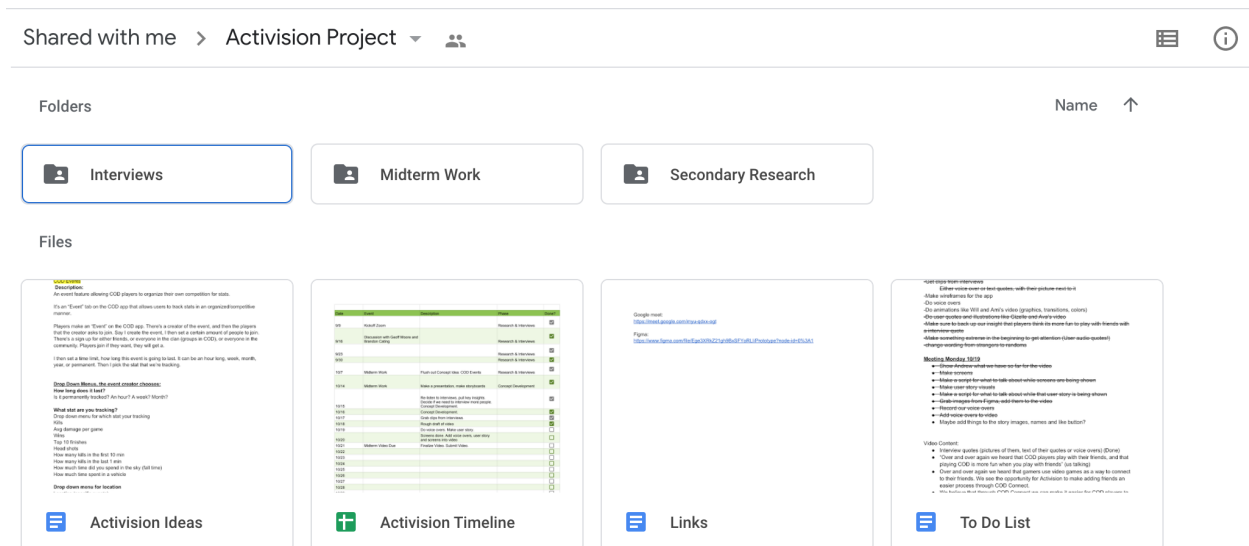
What worked: Using interview quotes in the video got peoples attention and was a good way to backup our ideas.

What didn't work: We found out that Activision doesn't have the ability to track the people you interacted with in the game. That's what our concept revolves around, so we will have to pivot in the second part of this project.

What we will do different for the second part of this project: My partner and I will be joining three others to come up with a new idea to pitch to Activision.

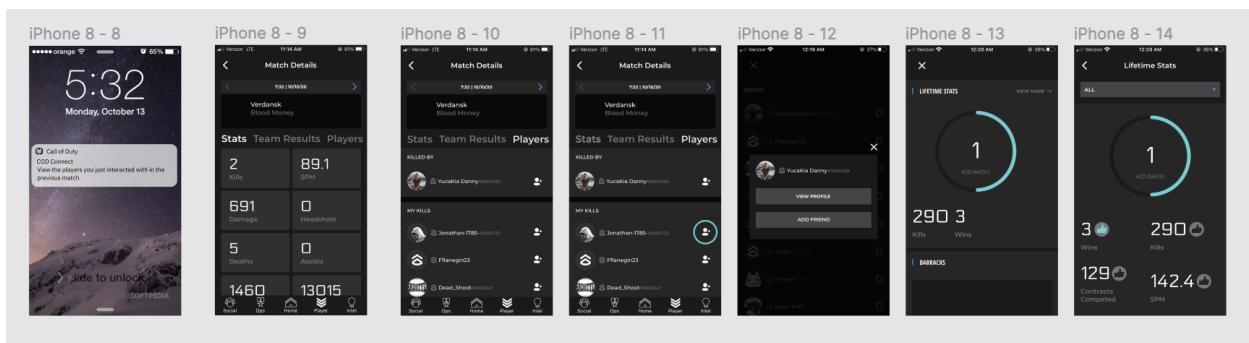
## Appendix

### My groups Google Drive folder



### Our Figma screenflow:

- 1) Getting a notification after a game.
- 2-5) Navigating to the new CoD Connect page on the app and adding a friend who you interacted with in the match you just played.
- 6-7) Viewing that players stats.



### Storyboard:

