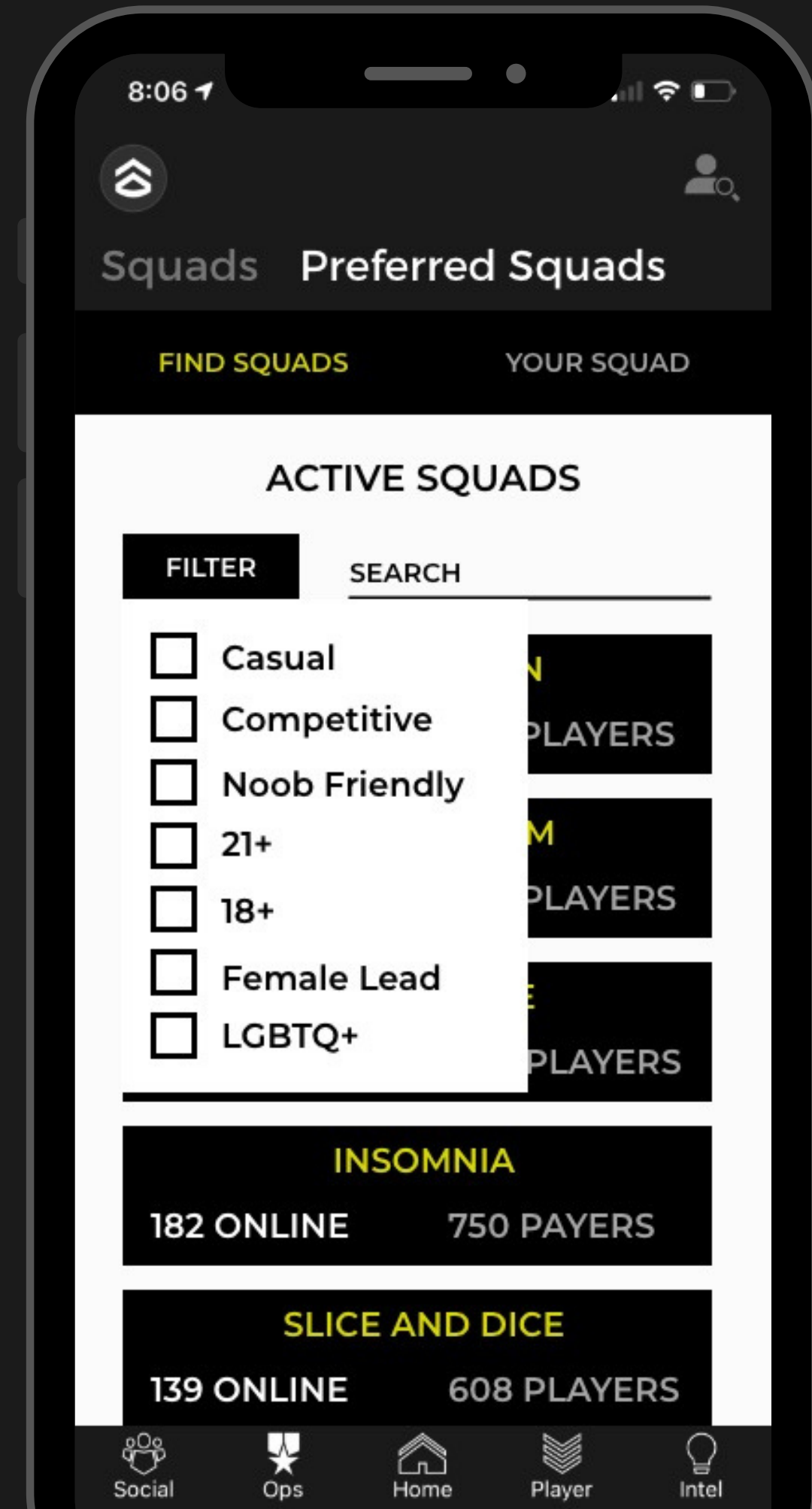


# Call of Duty Preferred Squads

Activision Partnership

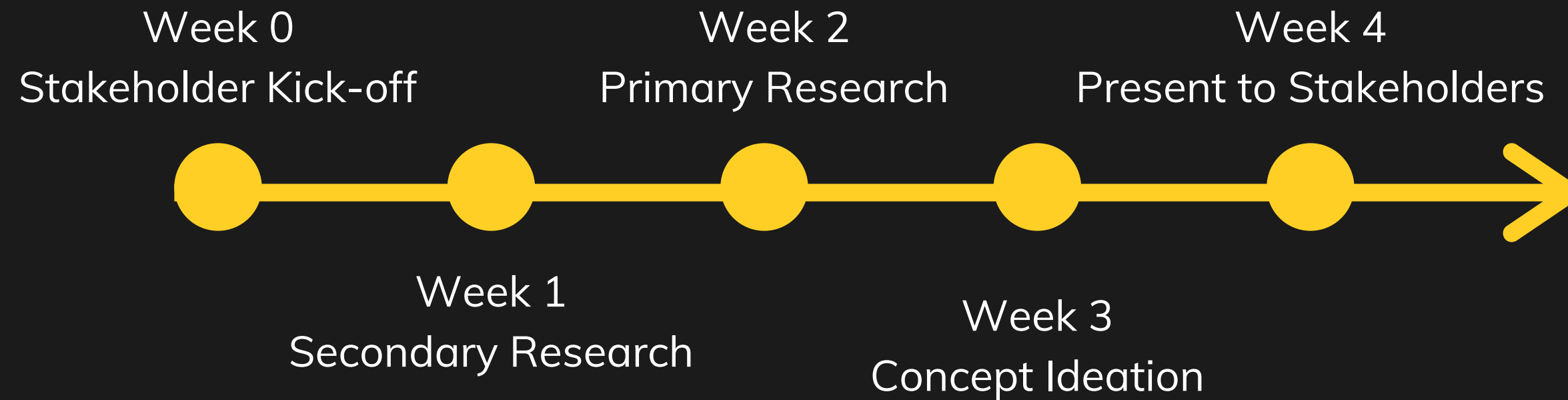


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# Timeline



# Project Brief

## Objective

The Call of Duty companion app is a way for players to view their game stats and access other gameplay information, but lacks consistent social engagement.

Our objective is to create social features on the companion app to keep players engaged with the game and each other.

## Change Statement

Our design direction was focused around of the most socially attacked player base in Call of Duty - female gamers.

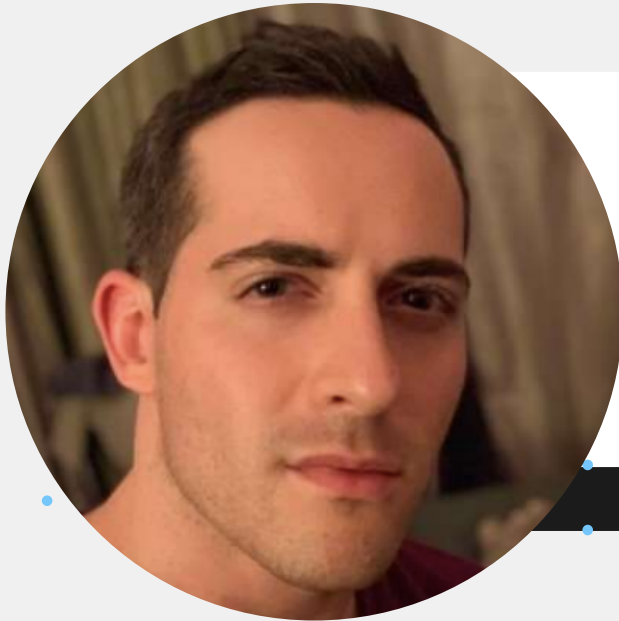
Utilizing the companion app, we wanted to change the toxic culture of Call of Duty in order to create a more welcoming and enjoyable gaming experience for female gamers.

# Activision Stakeholders



**Mark Burmeister**  
Director of Consumer Tech

“How do we help motivate friends to play with each other, or help them find friends to play with each other?”



**Drew Gallo**  
Senior UX Designer

“Finding someone you enjoy playing with through random games is extremely rare, and often referred to as a ‘rando unicorn’.”



**Alex BenBassat**  
Lead UI Designer

“Women are usually uncomfortable to have the mic on because they don’t want attention or hate comments.”



# Product Review



## COD WARZONE PLAY 1: PLAYING FOR THE FIRST TIME

The game is very quick and immediately throws you into the action - felt lost with a bit of adrenaline.

## COD WARZONE PLAY 2: PLAYING WITH FRIENDS

Having an experienced friend to guide me through the gameplay helped a ton and I was able to get a kill.

## COD WARZONE PLAY 3: PLAYING WITH STRANGERS

The only efficient way to communicate with strangers was to drop pins on the map signaling where to meet up.

# Secondary Research Findings

We studied various journals to understand where toxic social behavior roots from in gaming.

According to our research, there are two major factors that cause offensive behavior in gaming...

- 1. The players are intrinsically aggressive**
- 2. The players are motivated by competition to act aggressively**

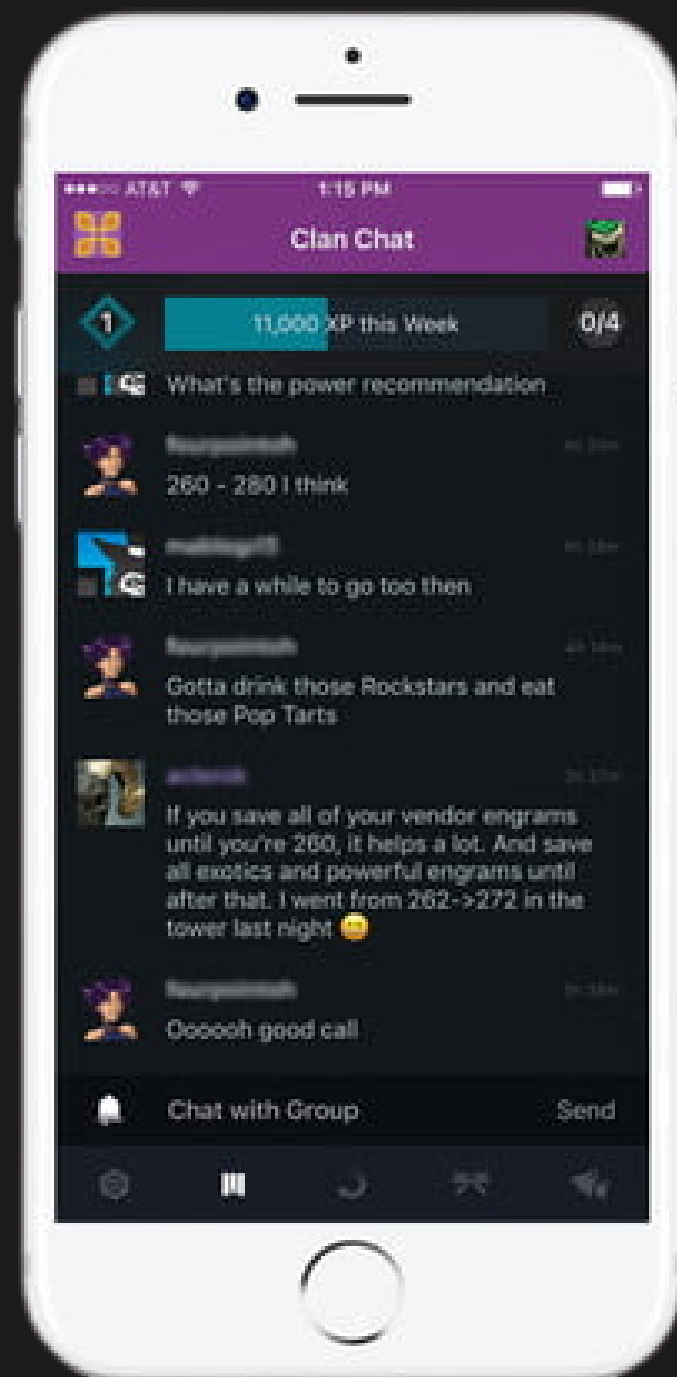
If toxic players are intrinsically aggressive, then it is a long shot to completely eliminate their behavior in online gaming. Rather, a viable direction we thought was to attempt a system where quality players can filter out toxic players.

# Competitors

## Destiny 2 Companion

The Destiny 2 companion app goes beyond tracking game stats by:

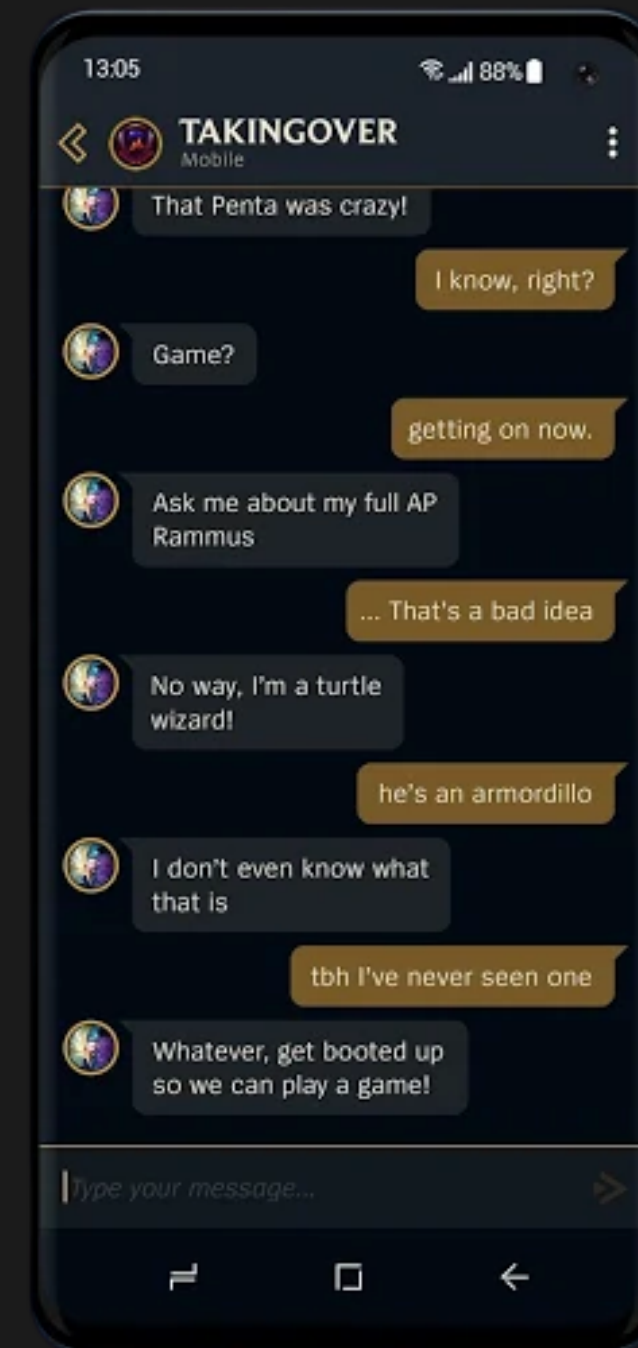
- Allowing the user to create, manage, and join Clans with its own unique shared identity
- Offering text chat for players to connect with one another



## League+

The League of Legends companion app incorporates social features by:

- Offering direct messaging with friends
- Ability to quickly join queues with other players





# Heuristic Review

## ACCESSIBILITY

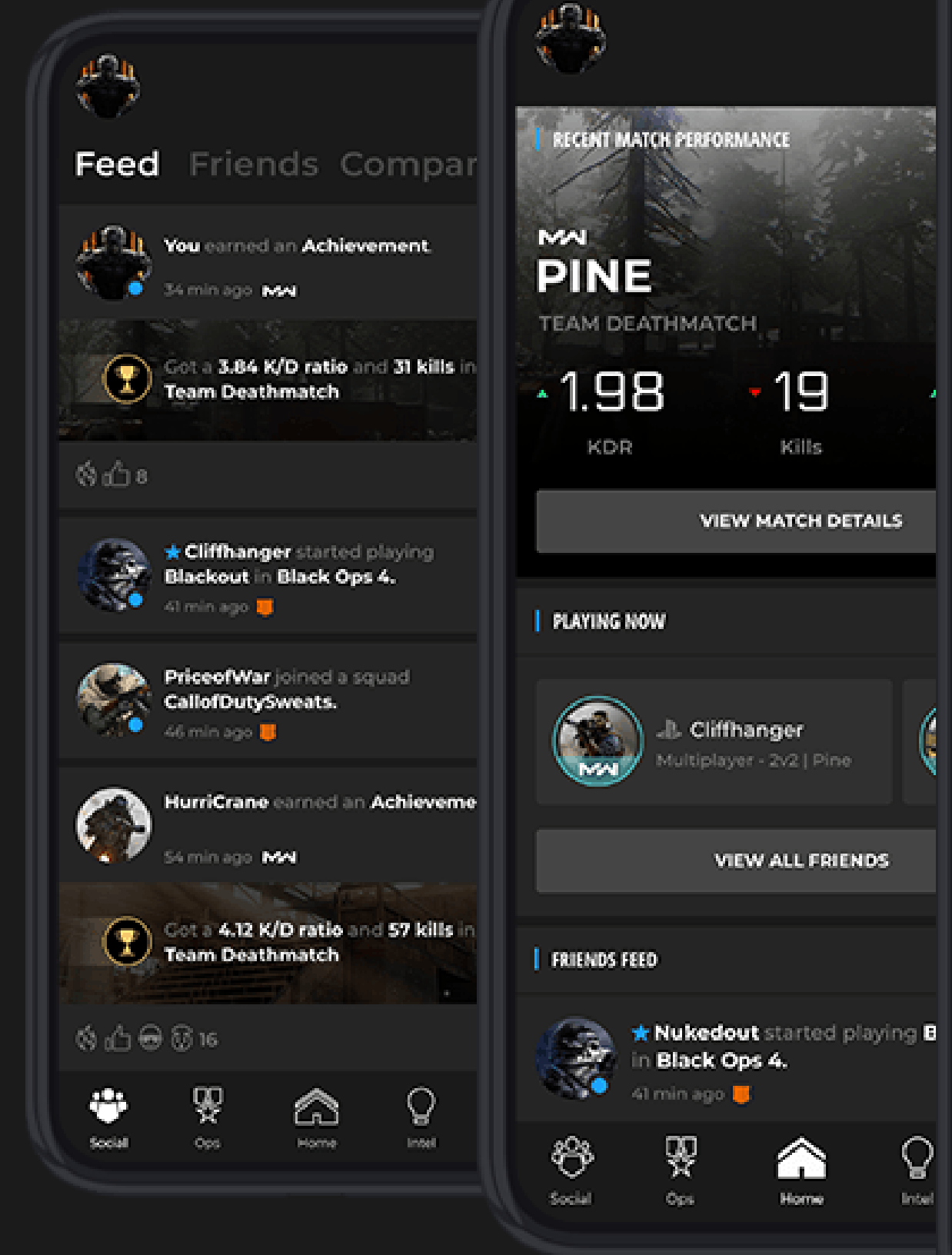
Users can only access the Call of Duty companion app if they have played a game from the COD franchise and connected it to their Activision account.

## CONTENT QUALITY

Majority of the content includes stats from previous gameplay as well as the users friends stats.

## FEATURES & FUNCTIONALITY

There is an overload of sub nav menus and features on the app which makes it easy to get lost and confused.



# Netography

We sat in on various female gamer forums and online communities to observe they speak to each other and their social gaming behaviors.

## Reddit

When I searched for the "Warzone" keyword in the r/GirlGamer community on Reddit, each girl shared their same lived experience of harassment on voice chat.

## Discord

The GirlGamer Discord had strict security restrictions to access the server. I had to submit my social media profile as proof that I am a girl - not a "troll". When I searched for the "Warzone" keyword, I mostly found girls looking for other girls to play Call of Duty with.



# Domain Expert Interviews



**Geoff Moore**

Product Manager



**Brandon Cating**

Game Designer

Our Domain Experts laid out the target audience for Call of Duty as follows:

- The stereotypical homophobic misogynists who are a "vocal minority"
- The 30+ year old guys who have been playing for a while and still play with their friends for the nostalgia factor
- Younger kids who really should not be playing a war game
- The small demographic that actually play because they enjoy online and first person shooter games. This group is a diverse group of people.

A key takeaway was to ensure we create purposeful and useful features for these users, that won't be easily discarded.



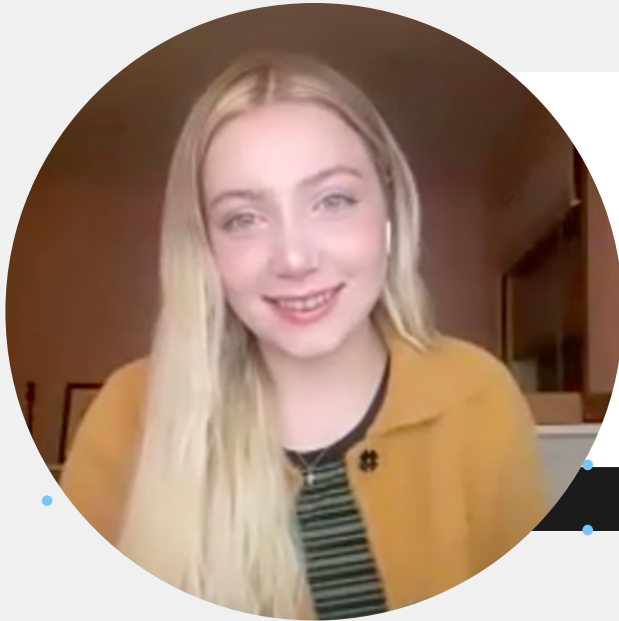
# Female COD Player Interviews



**Jasmine Venegas**

21 years old

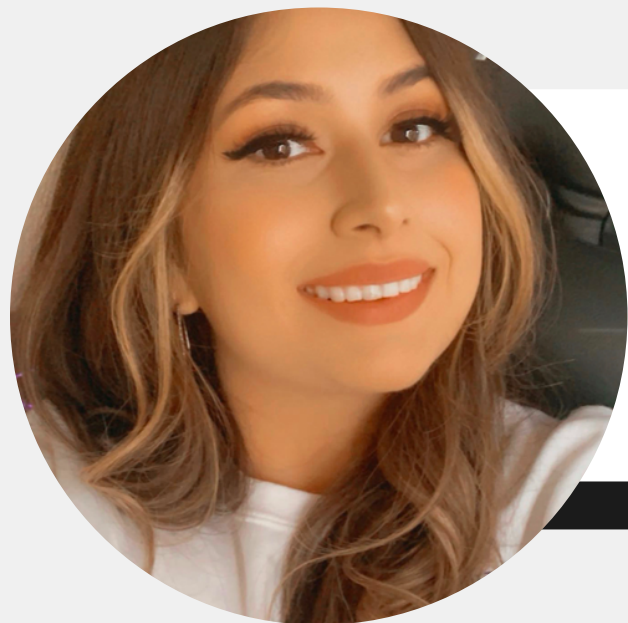
"Talking trash can be fun, but there is a point where many of them cross the line and it becomes extremely disgusting and harassing."



**Brenna McCloud**

27 years old

"Being a female gamer is not for the feint of heart. If I had a penny for every time I was harassed over voice chat, I would be Elon Musk."

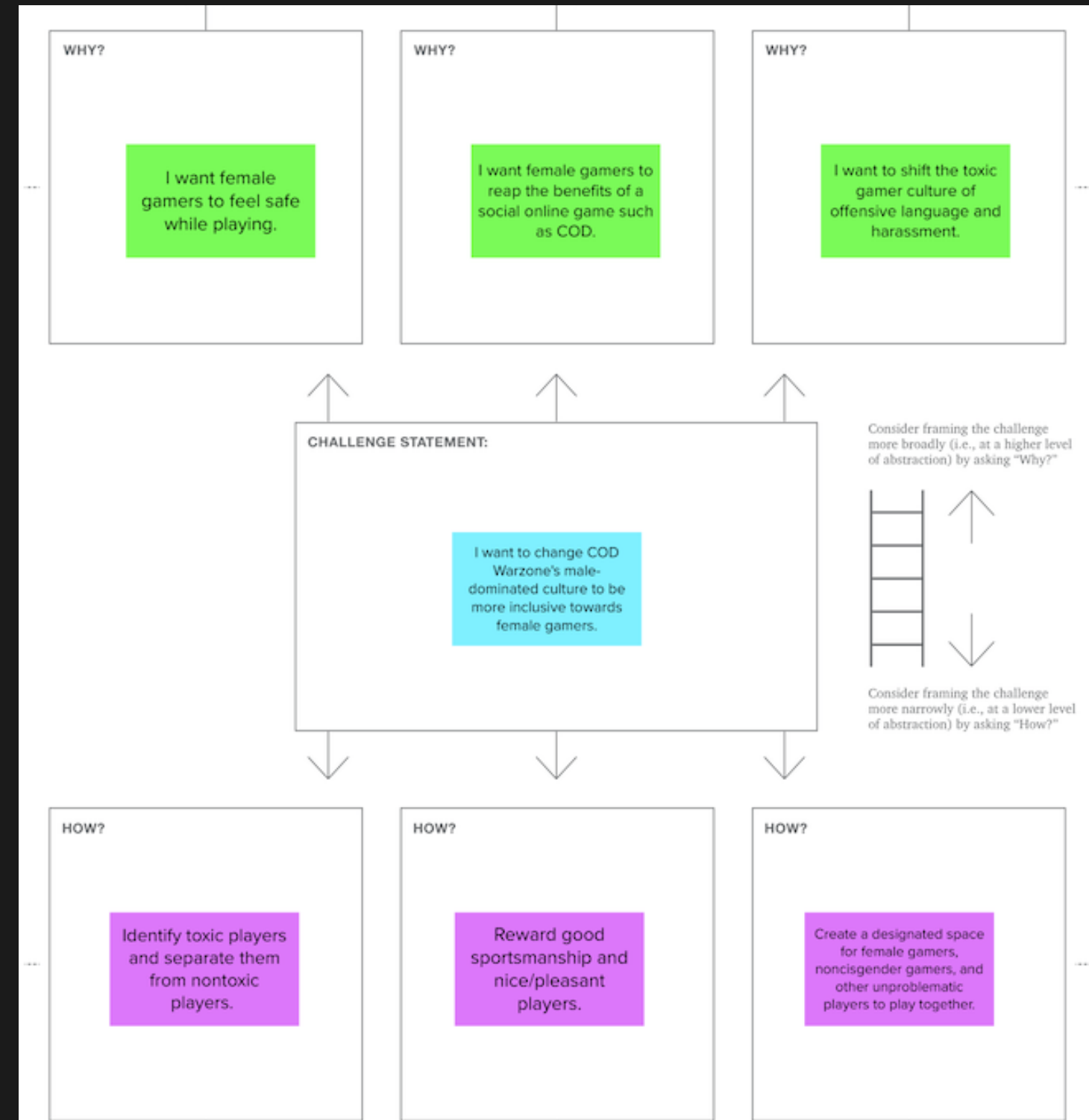
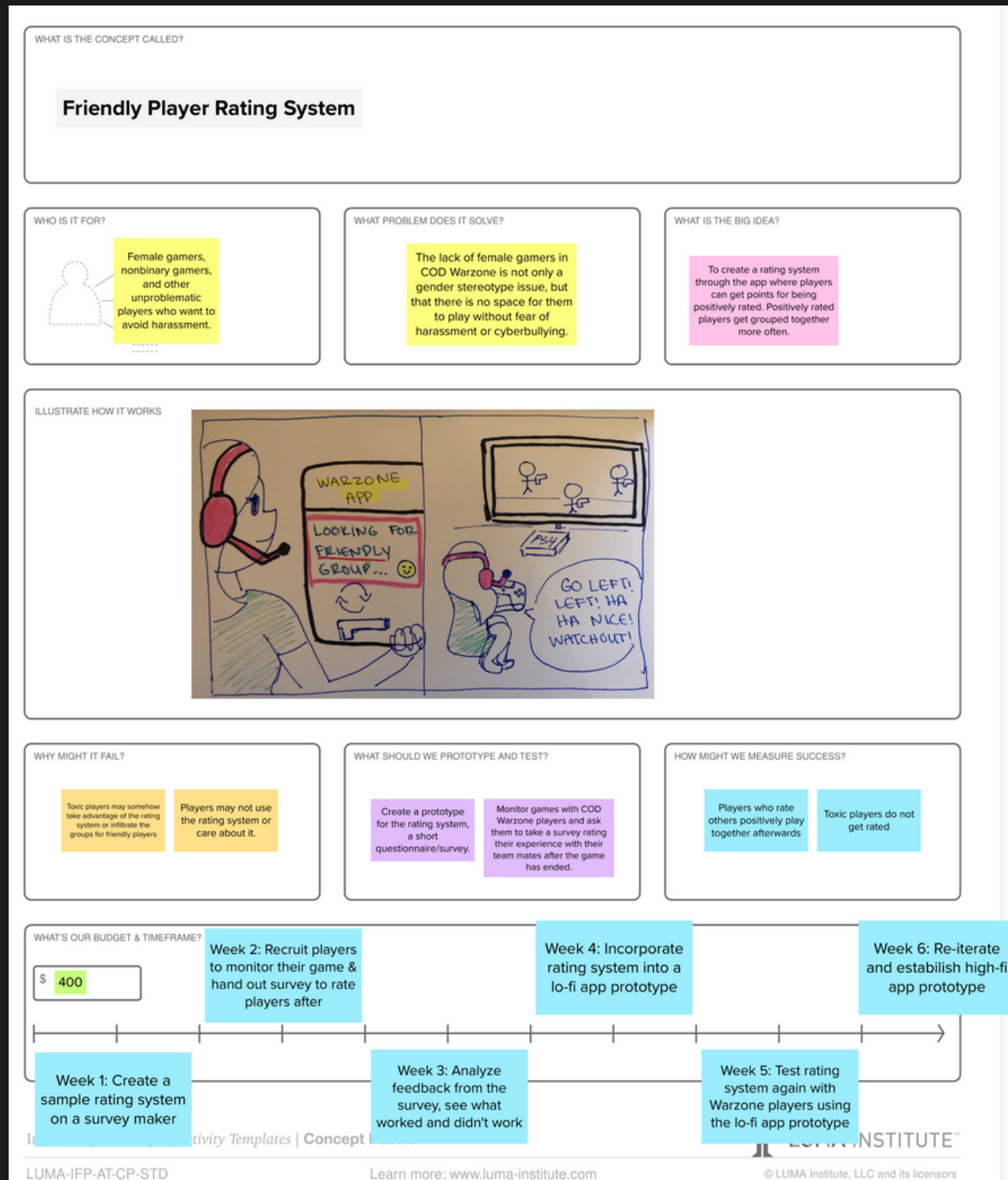


**Kassandra Medina**

23 years old

"They always ask me if I'm a little boy or a girl, and sometimes I say I'm a little boy just to avoid being harassed by them during the game."

# Concept Development



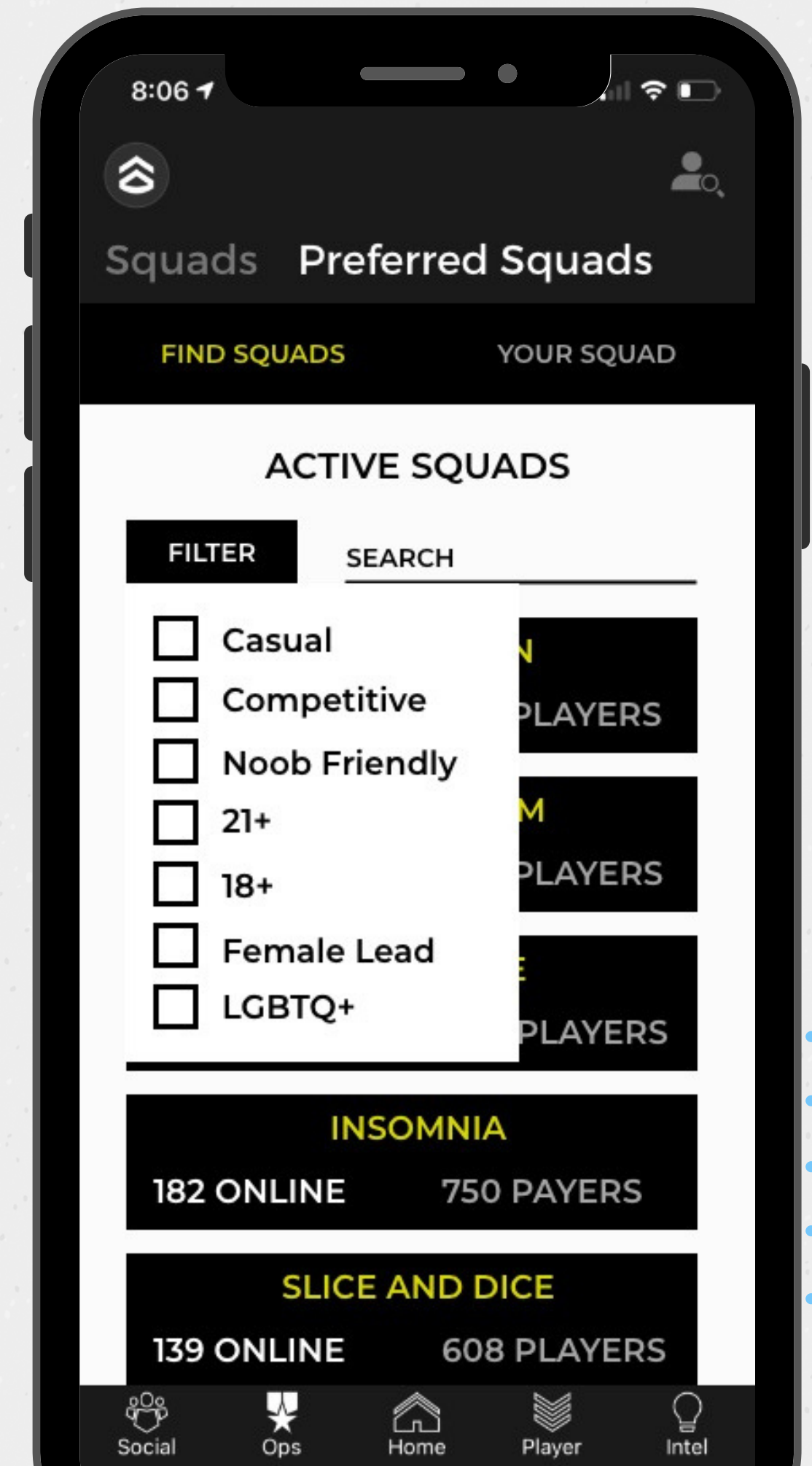
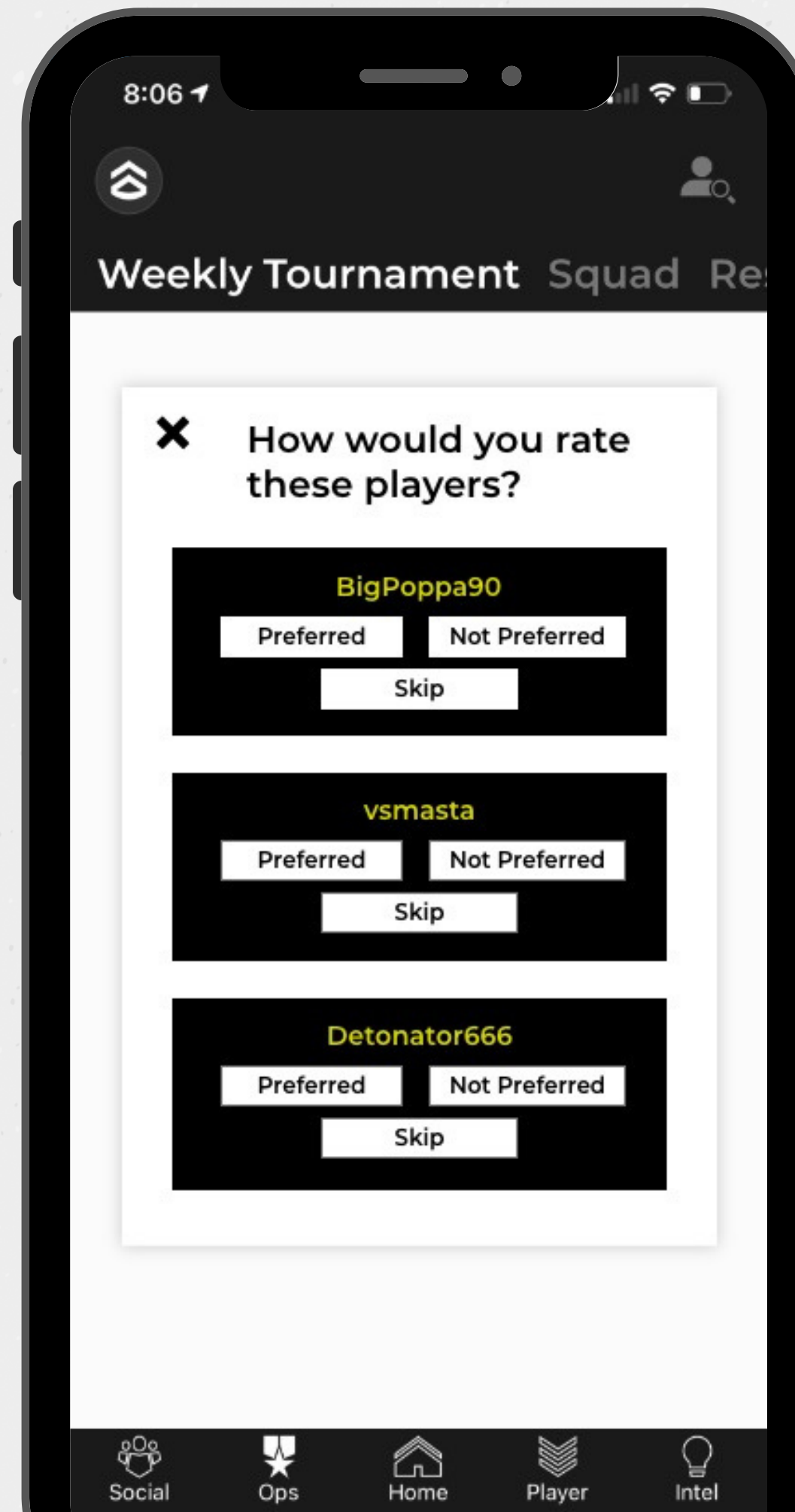


# COD Companion App: Player Ratings Concept Video

[Concept Video Link](#)

# Results

We created a "Player Rating" feature for the Call of Duty companion app where players are prompted to rate other players after a match, in order to identify whether a player was pleasant, toxic, or neutral. If a player gets a high enough "Preferred" rating on their Activision account, they get access to an exclusive Squad feature where they can find other good quality players to game with.



# Reflection

—

A quick retro

Some key things to consider before moving forward with our concept:

- How can we provide incentives to motivate players to rate one another?
- What kind of rewards might we give users if they do use the rating system?
- How can we onboard new users to the rating system and keep it fair for them?