

Call of Duty's Companion App

Midterm Case Study

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CALL OF DUTY



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// Project Challenge Description

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?





// ‘How Might We’ Statement

Armel and I noticed players never even downloaded the app, therefore we wanted to think of ways for users to want to get on the app and invest time.

“How might we provide users opportunities to invest time and effort into the companion app in order to encourage CoD players to use it?”

// Stakeholder Interview

Stakeholders:

ACTIVISION®

Mark Burmeister: Director of the CoD companion app, also works with the marketing websites

Alex: Senior Designer, head UI design for the mobile companion app for CoD

Drew Gallo: Senior UX Designer for the CoD Com

The biggest takeaways from the interview:

Keep players engaged with friends on the game and app.

Don't make a whole new concept, but try to create a new experience to add to that.

The goal is to keep players playing longer so they will spend more money.

There are different player dynamics in playing CoD with friends.

// Product Review

I played Call of Duty this last year since spring of 2020. Until we got our challenge from Activision, I really had no idea about the companion app. I loved using the one from GTA V from Rockstar games so this was exciting. After downloading the companion app and got my account hooked up I was on it for a week checking things. But after that one week i felt like there was no reason to go back on. I looked at everything already so that caught my eye the most on using it.



// Competitive Analysis

League+

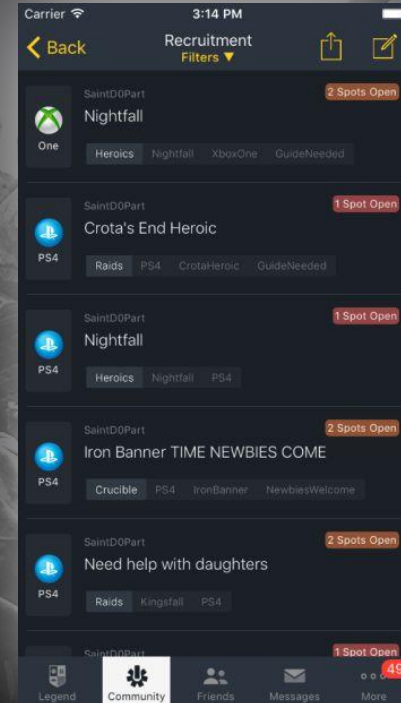
We noticed that League of Legends companion app has a chat room so you can keep in touch with friends on the game and talk strategy and planning time to meet and play with each other.



// Competitive Analysis

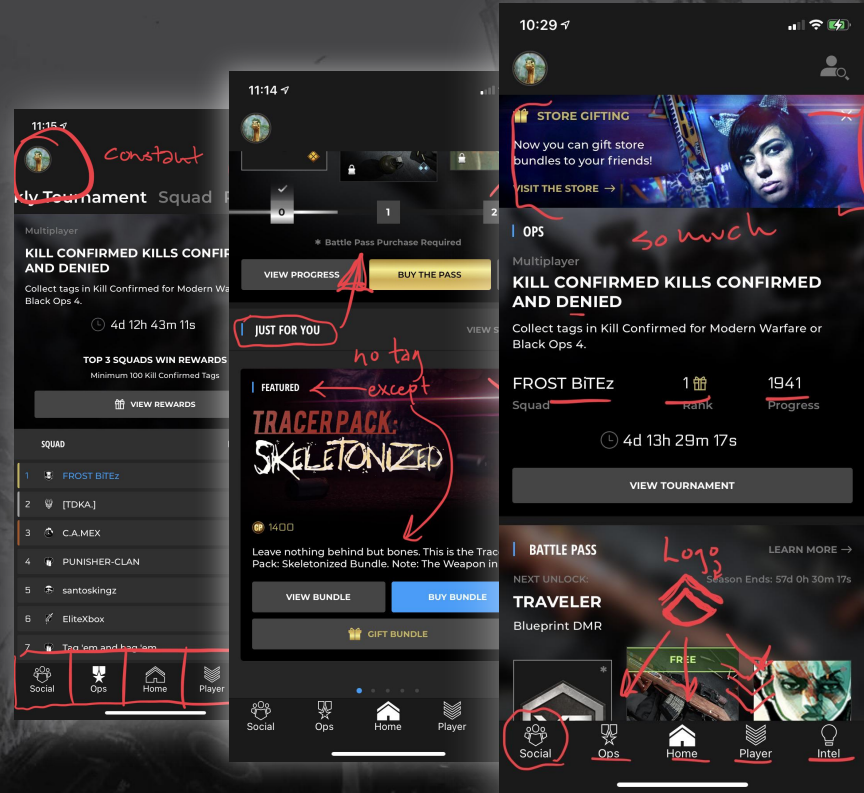
Destiny 2

In Destiny 2's new companion app, you have a friends leaderboard to make you want to play more and beat your friends. Also they just came out with a solution to find people to do raids with using a forum and you can select what type of group you want to play with.



// Heuristic Review

I felt that when doing the heuristic evaluation, I was lost right when i opened the app. I did not know what this app was capable of, there was no way of guidance I felt. I really enjoyed the branding behind the whole application it felt very CoD like with the icons and color choice. Getting around on the app was not hard at all. I felt that the home page had so much going on I was overwhelmed.



// Domain Expert Interviews



Geoff Moore

Senior Manager Product
Creative at Homer By Begin



Brandon Cating

Game Designer
at Riot Games

We were fortunate to talk to real designers who are gamers and we just picked their brains on our challenge we were given. The biggest takeaways from this was that there has not been a successful companion app yet to this day, so you are not trying to fix the problem. Another takeaway was that you really have to get into the users shoes, real gamers, so we can help them instead of slowing them down.

// Target Audience Interviews

Paige Hayday

Paige is a mother of 2 and big gamer for 15 years now. She has been gaming with a group of friends for years now and is the only female in their group. She has tried to get her girlfriends to play but are not into talking to people through a microphone which I thought was interesting.

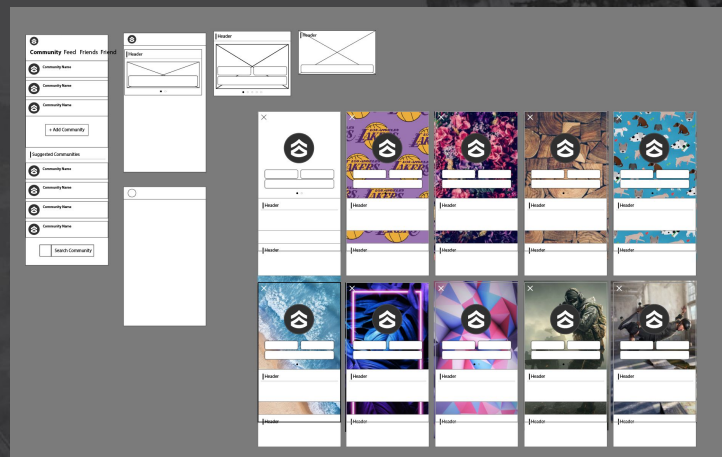
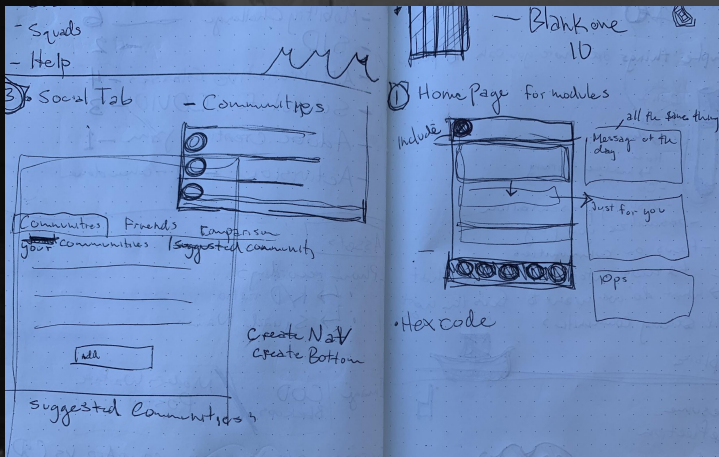


Tim Vos

Tim has been gaming since he was a child playing Tony Hawk Pro Skater. He buys every CoD game when it comes out. Lately though he has been disappointed with the style of the game. He misses the real life war that was realistic. Tim had no idea that there was a companion app.



// Concept Development



From paper to computer, playing how we would want the user to use the new part of the companion app.

// Midterm Presentation



// Results

I felt that after presenting our video we got more positive feedback than negative.

Activision seemed to notice we had 3 different ideas to add to the companion app but wanted us to pick one to focus on and build a strong product from that.

**“ The more simple it is, the more
you can hook people in. ”**

- Drew Gallo

Activision seemed to be intrigued with building out the communities more which I was interested in.

// Reflection



With COVID and not being able to meet in person to work in a group, it was really hard. With that being said, I do feel that we came out with a great product at the midterm.

Being able to meet with people to interact with and interview, I feel that we could have maybe gotten a little better research. I would like to spend more time talking with companion app users and really find out how they use the app. Or dig deeper into why users are not using it as much. I think if we had more time to do that, then we would have a more solid idea.