



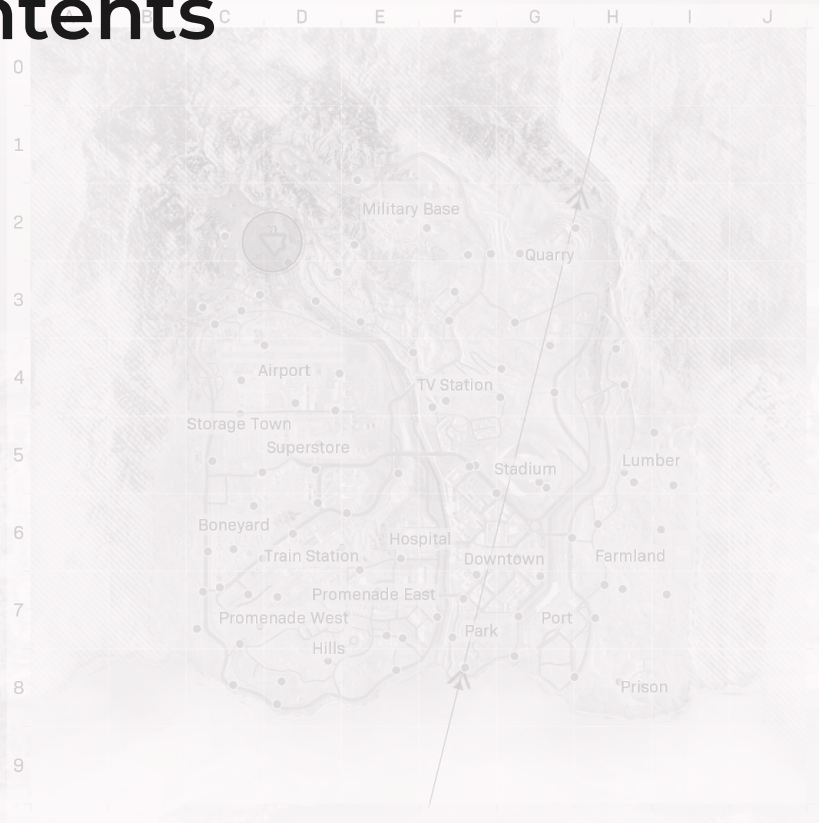
# Let's Make it About Community

A Vision for the Call of Duty Companion App

Team: Armel Patanian and Casey Montz  
Case study: Armel Patanian

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## LEGEND

- Squad
- Squad Leader Ping
- Loadout Drop

## CONTRACTS

- Bounty
- Recon
- Supply Run
- Scavenger

## POI

- Buy Station

## VEHICLES

- ATV
- SUV
- Heli
- Cargo Truck
- Tac Rover
- Train

# Project Challenge

**ACTIVISION**® is looking for ways to increase engagement with their companion app for the Call of Duty series. They believe that it doesn't have enough downloads or continuing users.

Our task is to find a way to redesign the app or parts of the app, so that **CoD players will be more likely to download it and continue using it.**

# Change Statement

Casey's and my approach to the project comes from the concept of **user investment**.

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 Interviews



Mark Burmeister | Drew Gallo | Alex BenBassat  
Ida Hashemi | Manny Hernandez

- Ops isn't as social as they would like
- Friend challenges and chat are not in app because of priorities and technical issues
- Make sure that what you design doesn't leave the app open for being taken advantage of in an unintended way
- Adding comment features adds possible legal liability and increases likelihood of inflammatory posts
- Taking data out of the game is easier than putting data into the game
- LFG (Looking for Groups)
- System to connect to real world friends who play CoD

# Product Review



After having played Call of Duty for a while, I began to use the companion app. I didn't find the app to be intuitive or interesting. I do still **open it sometimes**, but I've gotten to the point where I don't care about my KDR. I know it's never going to be good\* so thinking about it was taking away from the fun.

\* For the record, my KDR has been affected significantly by some risk-taking behavior. Almost have a golden knife.

# Secondary Research

## We learned...




Feelings of social exclusion have a causal relationship with the tendency to play violent video games.

## We deduced...

**Violent video games are more likely to have players who feel socially isolated.**

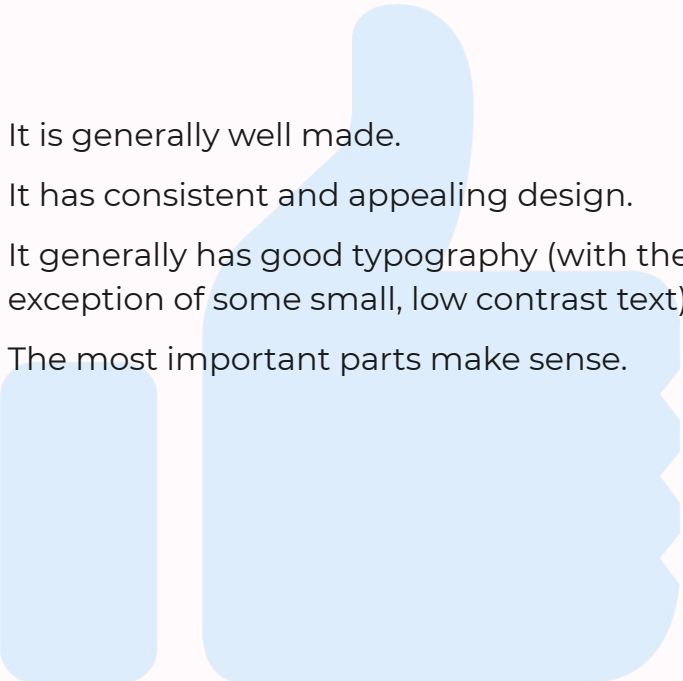


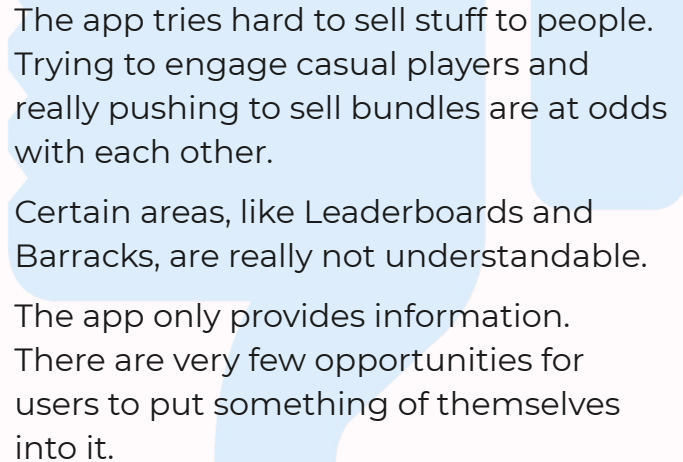
# Competitive Analysis

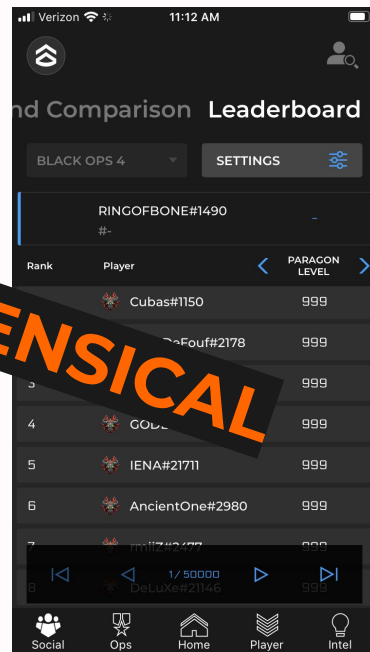
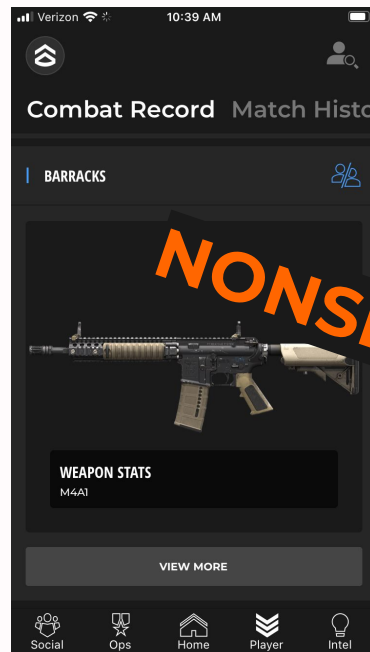
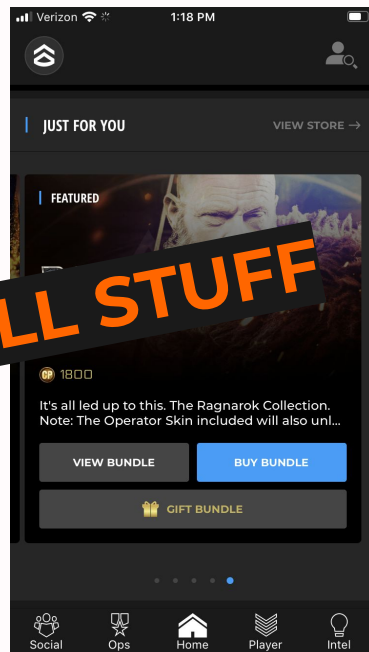
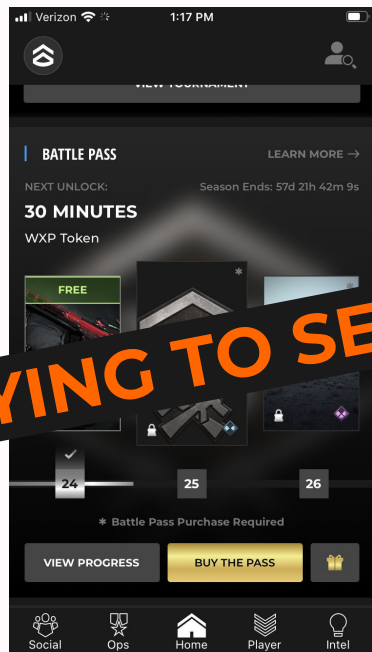
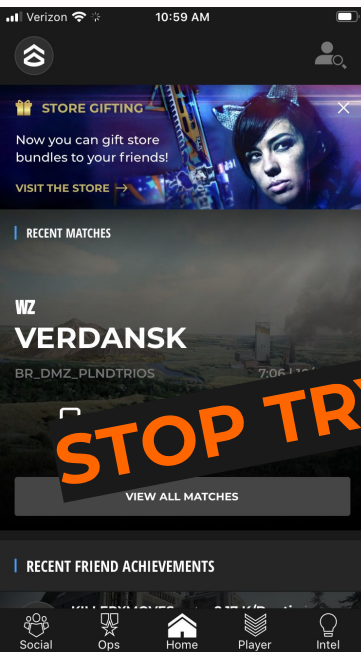
We looked at the comp apps for    +  which generally do the same things that the CoD companion does but seem to have less engagement.

- **Companion apps simply don't have the ideal formulas for increasing engagement.**
- **It would more valuable to learn from different apps that succeed in active and ongoing engagement, like Social Media.**

# Heuristic Review

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- It is generally well made.
  - It has consistent and appealing design.
  - It generally has good typography (with the exception of some small, low contrast text).
  - The most important parts make sense.

- 
- The app tries hard to sell stuff to people. Trying to engage casual players and really pushing to sell bundles are at odds with each other.
  - Certain areas, like Leaderboards and Barracks, are really not understandable.
  - The app only provides information. There are very few opportunities for users to put something of themselves into it.



STOP TRYING TO SELL STUFF

NONSENSICAL

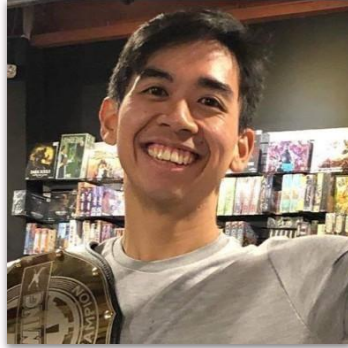


# Domain Expert Interviews



Geoff Moore | Homer

+



Brandon Cating | Riot Games

=

- No companion app has been entirely successful.
- Don't make it parasitic. Let it be interesting by itself.
- Get into your audiences head to create something that helps them.

# Domain Expert Interviews



Oke Müller | **ACTIVISION**



- Non-CoD social gamers are CoD player opportunities.
- Difficulties: finding new teammates, connecting w/ randos, lack of teamwork, and toxicity.
- Good social experience: mix of complementary personalities, good vibes, fun/surprising elements, open world/room to explore, communication (in and out of the game)

# Concept Development

## Questions to consider

Why would/did players choose Warzone over other BR platform?

What do existing players think about the provocative behavior in the multiplayer community?

What are the percentages of hardcore vs casual players? (What define each group of players)

How can Activision be more inclusive towards women?

How can players communicate on the app without words?

How can we support creatives on the app?

## Armel Patanian

Is looking at what streamers say a good idea?	How do we convince stakeholders that women are worth it?	What are the liabilities of commenting?	What is chat or messaging such an issue?
It seems like it's easy to opt out of toxicity	What else do Warzone players play?	Do they play other BR games?	Can we have a research pool of only women
How many women participated in their research?	How many women are on their research team?	Personalization	chat to voice
Is the experience distrib among women same as for men	How can the companion app change how people act in game?	have high level players get the opportunity to mentor and get upvoted	

## Aaron Guhin

Fortnite = Kids	COD = Adults	A.I. Moderators	Incentives without Gamifying
The future of companion apps	Surveys on Toxic Behavior	Survey Women	Studies on women playing VG
Support for Creatives	Democratic Decisions among players	Promos women, non-binary players.	How to moderate randos
Simplify Team Building	Information prioritization for hardcore v. casual players	Post-Match Voting for Players	Adding players from previous matches
Create rivalry/ teammate challenges	Companion App isn't talked about on the game	Clickable maps on strategy guide	Edit loadouts on App
Pre-ping certain areas	In-game integration	Squad Voice Chat through app for those w/o headsets	

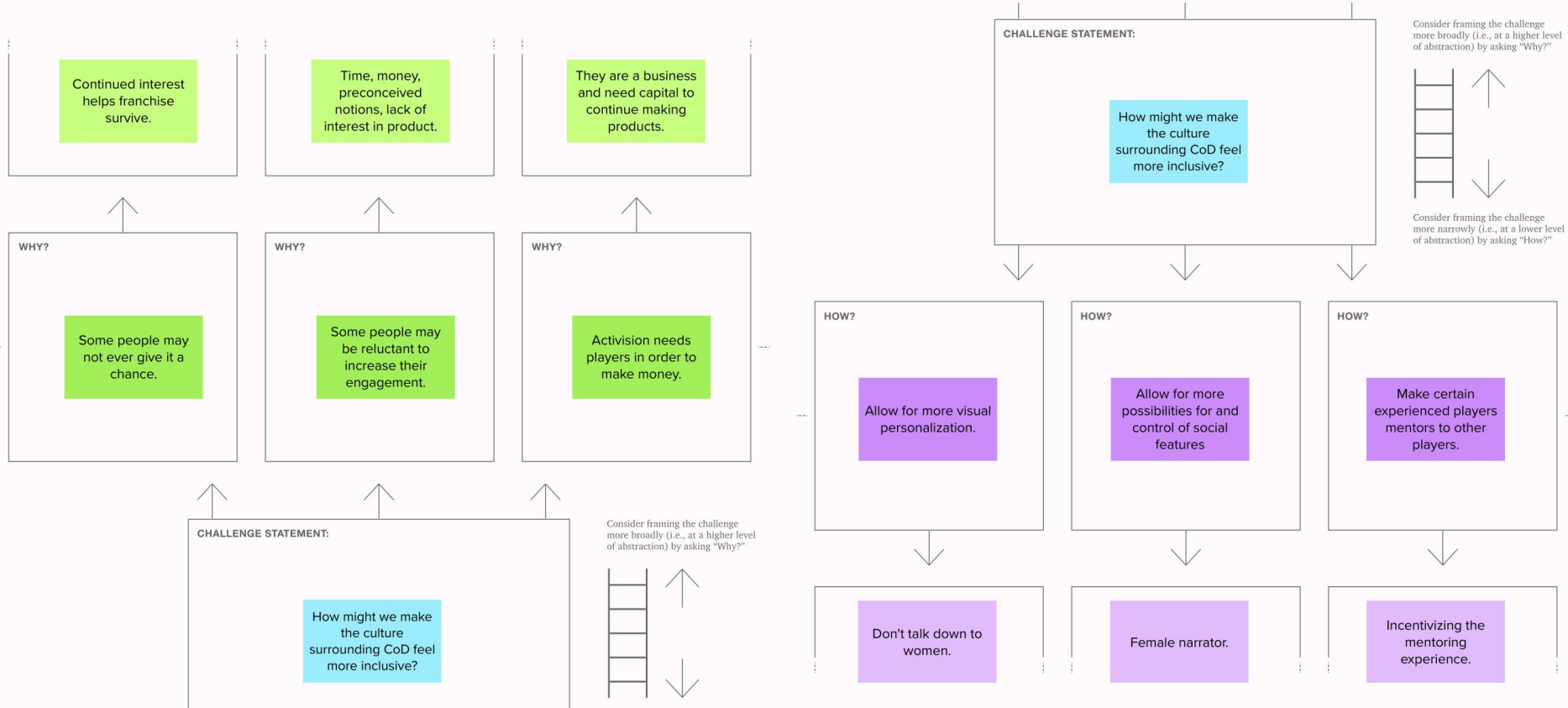
## Chase

What makes multiplayer great?	What was the gaming world before multiplayer?	Any games that has an effective communications system	What does "good" communication look like in game?
What makes a good gaming environment that gets players to return over and over again.	what the percentages of players that participate in toxic behavior?	Is toxic behavior really frowned upon or is it encouraged?	what are ways that other self organized communities solve people issues?
Is toxicity do other people away from cod because it is closely associated with this game?	how is the current word of mouth about cod?	what does the general public think about cod?	what do researchers think about cod?
what is the stickiness factor in cod?	are there other ways to make cod "addictive" or "stick"?	as players get more invested in a game, what are further motivations (e.g. influence on behavior and relationships).	

## Porfirio

a specific part in the app for hardcore and casual gamers.	a crossover of gamers from different games. Warzone vs fortnite	make easy game mode for beginner players.	create custom calling cards in the app, just for you, option to sell for cod points not money.
why do people enjoy watching gamers play?	xbox live has a comment section on the app.		

# Concept Development



# Concept Development

WHAT IS THE CONCEPT CALLED?

**New Barracks:** Users of the companion app will be able to fully customize their "Barracks" (personal space), so when others view a profile, it will be unique.

W/ Players who don't like CoD's rigidity



Players interested in other players

WHAT PROBLEM DOES IT SOLVE?

The fact that it always takes money to add anything even minimally personal to the CoD experience

WHAT IS THE BIG IDEA?

People will be more likely to continue engaging with something that they have put time into building, especially if it enhances a social experience.

ILLUSTRATE HOW IT WORKS

- \* A player's profile will actually look like a barracks, with walls and tables and such.
- \* Players can put up posters, change the wall color, add objects, have custom bed spreads, lamps, clothes, etc.
- \* When other players want to message a player or view their stats, they would have to do so by entering and navigating their barracks.

WHY MIGHT IT FAIL?

It may be costly to implement and not yield enough ROI

WHAT SHOULD WE PROTOTYPE AND TEST?

Whether people choose to customize their profile

What they expect to customize

HOW MIGHT WE MEASURE SUCCESS?

Downloads of the companion app increase, over time

Reengagement with the app increases over time.

# Midterm Presentation

We created a video that tried to convince Activision stakeholders that, to significantly increase engagement, they should rethink their entire approach to a companion app and make it focused on personalization and building a sense of community.



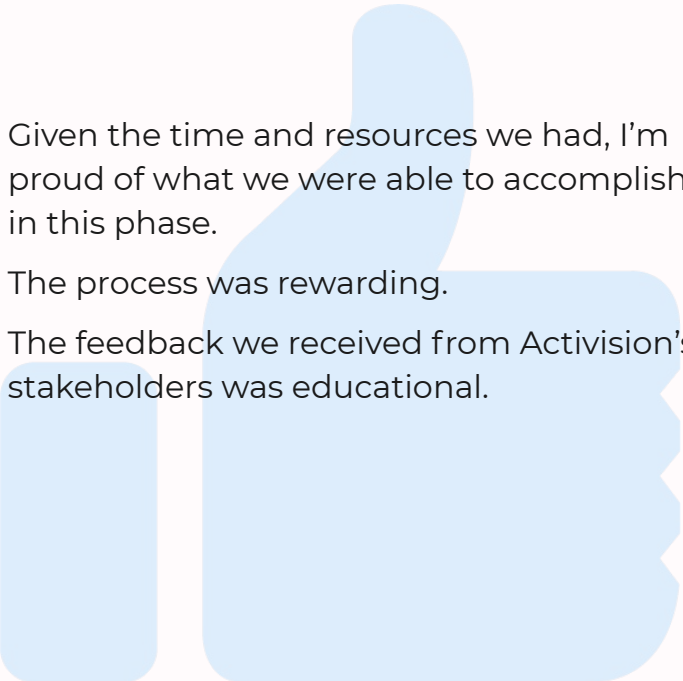
# Results

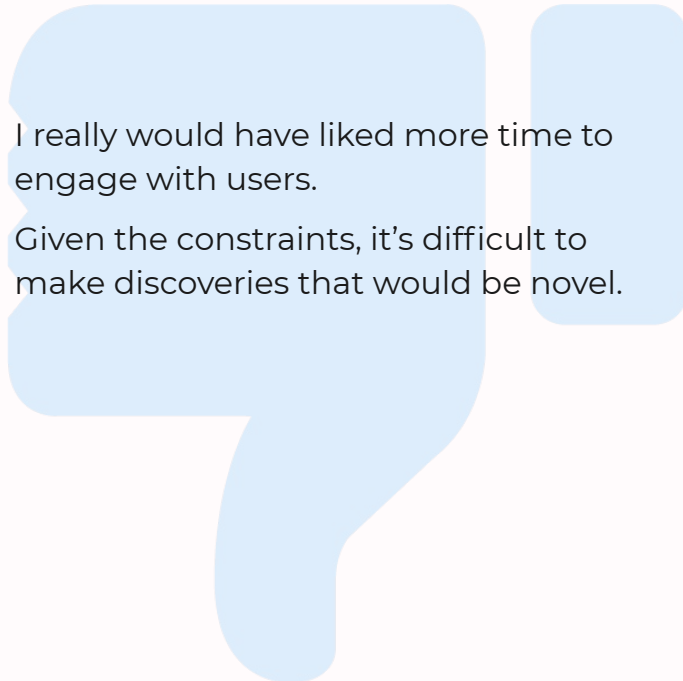
We came up with a concept that included 3 changes to the app that we felt would make it appealing for users.

Feedback from Activision felt positive. Reservations seemed like opportunities for research & storytelling.

Ultimately, Activision felt the proposed changes were too drastic despite there being some good ideas.

# Reflections

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- Given the time and resources we had, I'm proud of what we were able to accomplish in this phase.
  - The process was rewarding.
  - The feedback we received from Activision's stakeholders was educational.

- 
- I really would have liked more time to engage with users.
  - Given the constraints, it's difficult to make discoveries that would be novel.

# Appendix

[Research Paper](#)

[Competitive Analysis](#)

[Heuristic Review](#)

[Netnography](#)

[Early Brainstorming](#)

[Abstract Laddering](#)

[Additional Secondary Research](#)

[Midterm Presentation Video](#)

[Concept Poster](#)

[Marcela Interview](#)

[Paige Interview](#)

[Tim Interview](#)

[Bartu Interview](#)