

Midterm Case Study: SQUADS

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Project Challenge and Description

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

Quick Link to Prototype

Prototype

Change Statement

We are creating interactions in Squads in order to have Squad-Members play together and achieve their rewards from the weekly challenges.

Stakeholder Interview

Being able to interview the Activision
Companion App Team

<https://s3-us-west-2.amazonaws.com/secure.notion-static.com/1b2d0cba-79b6-4a34-85ee-2b>

- Helped us determine any pain points that the stakeholders might be having
- Created One Sheet to help me gather any thoughts and findings during the interview.

[42badca7dc/One_Sheet_Activision.pdf](#)

“Call of Duty is more fun with friends, how can we create social features to keep players engaged with the game and each other”

-Stake Holder

Product Review

It was very important that I conducted a personal product review of the game Call of Duty. I was not a player of the game and wanted to acquaint myself with a product that I would be designing for. I played Warzone with fellow friends over the console and familiarized myself with the game.



October 10th, 2020.....(Call of Duty: Warzone) This week when I played COD I got out of the gulag by myself with one headshot kill with a sniper. I also lost in the gulag with a one-shot kill and the weapon was hand combat so that was a shocker and very confusing. I look forward to next week's games.



September 23rd, 2020.....Call of Duty: Warzone) This week when I played Call of Duty I played the campaign and was helping my

friend unlock a new weapon. For me, the controls are the hardest to learn. When I play playing this match I focused on the head function I got a lot more familiar with only moving the joystick left and right and only up and down for when I need to pick stuff up. I killed a lot of people (lol oh no) and my friend was impressed I never used the aim feature. I can't wait to get better not gonna lie.

ROADBLOCK

TO MANY POSSIBLE CONCEPTS

After the stakeholder interviews, independent research, and gameplay. We came to the conclusions we had a hand full of topics we needed to narrow down. We conducted secondary research to educate ourselves on the topics we came across.

Secondary Research

We needed to educate ourselves on the pain point that we came across with users and the stakeholders

- User traffic to the app
- Playing online with friends
- In app communication
- Game statues
- In app weekly challenge rewards

Competitive Analysis

Drew and I created a competitive analysis to see what's already out there. We were able to see how related applications displayed our concepts.

This helped us determine what others have done and what we could improve on in the current application.

Heuristic Evaluation

With the heuristic evaluation, we were able to understand how to use the Call Of Duty Companion App. We discovered where features were in the COD Companion App.

Along with playing Call of Duty Warzone we also took a close look at the Companion App so we were aware of how it worked.

ROADBLOCK

Narrowing down the concepts

We decided to focus on the Squad portion of the Call of Duty Companion App. We then focused on:

- Playing online with friends
- In app communication
- Game statuses

Netnography

After finding our main topic to focus on, I took to online threads to search for resources and pain points from real users and real problems. This helped us validate our direction.

Domain Expert Interviews

In the beginning of the project, I had trouble connecting to the prompt because I was not a user of the Call of Duty Companion App or the game. Hearing this really helped me understand how to be useful in this project.

"If you don't connect with gaming and/or this game... Approach this job as something that you can come

We had the chance to conduct a Zoom interview and discussion with experts in the gaming industry. With the information, we gathered from these expert professionals, we


in, solve a problem, find a path, and then walk away."

-Domain Expert

were able to take our handful of concepts and focus on the most important and relevant.

Target Audience Interviews

We sought out and interviewed players of Call of Duty to gather more insight about their experiences.

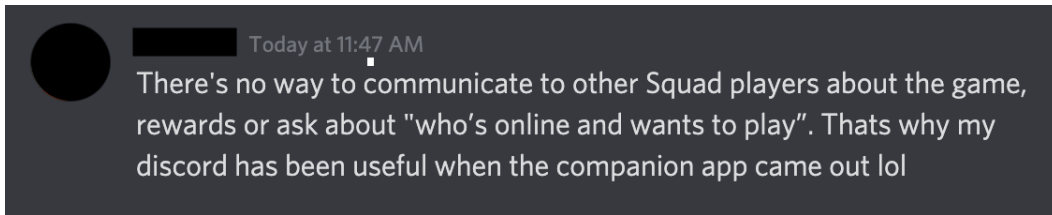
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"I play video games to play with my friends, not to worry about the stats of my gameplay."

-Sam S.

Discord Research with COD Gamer

We had a lot of information that we collected from research. This provided us with a lot of concepts. We decided to do some of our own expert research. Drew took to youtube to watch some Companion App tutorials and sent some to me. I saw that the creator was advertising his Discord server. So I took to Discord and started having conversations with the members about the Companion app and took notes about their experiences and from their interviews we were able to discover pain points.



Concept Development

We created XD Screens to show our proposed concepts present our ideas for the new features that would be in the Call Of Duty Companion App.

<https://xd.adobe.com/embed/72e31b58-b827-422e-8674-3b3638eae77d-27b0/?fullscreen>

Embed XD File Above

Midterm Pitch: "Poke"

This is our midterm presentation we showed to Activision along with fellow class groups. From these presentation Activision picked the most feasible and or what interested them most.

Poke is a feature where you are able to ask or notify fellow players when you wish to play.

https://youtu.be/Qw_KjoFFwy8

Next Steps/ Results

Since presenting our concepts to Activision we have received feedback from them. we will be gaining another group to collaborate on a final concept for Activision.

Reflections

What Worked?

I am very proud of the XD Screens we created for the midterm. Creating the screens helped show our concepts in a streamline way.

What didn't work?

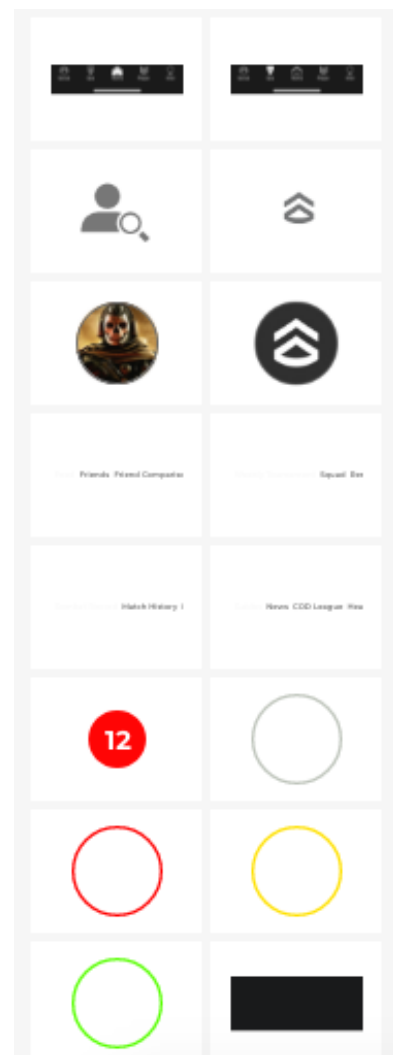
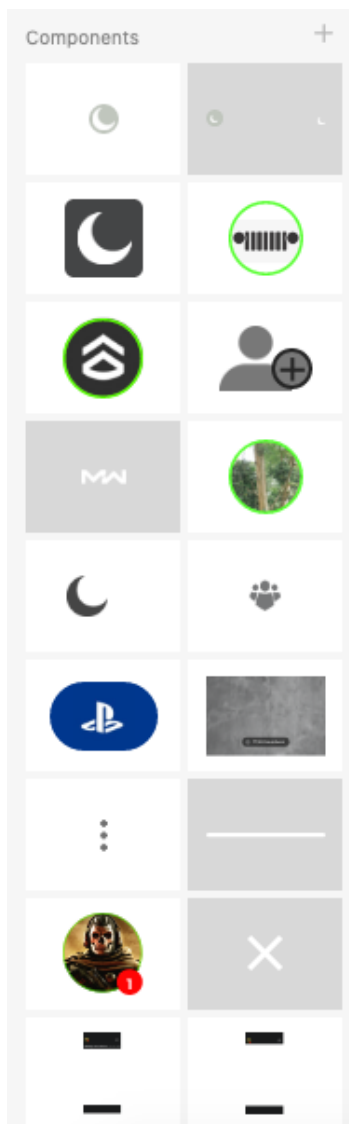
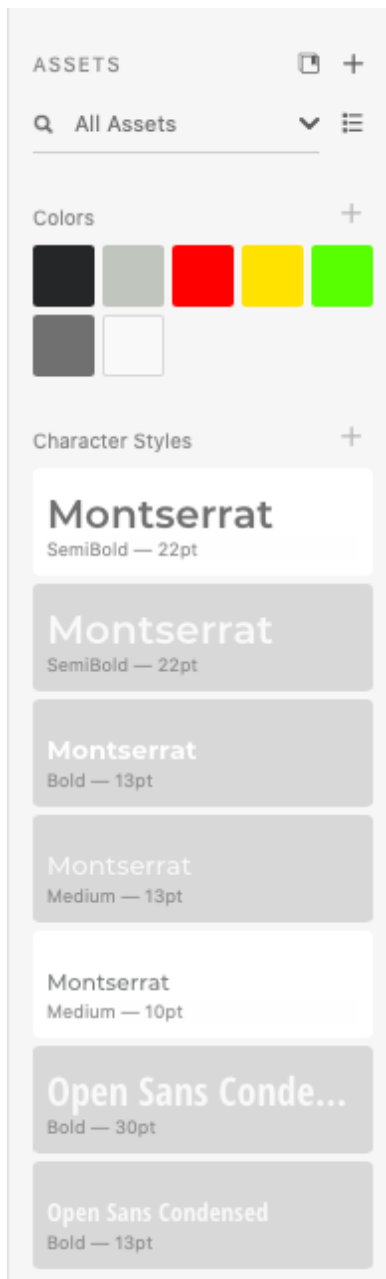
We had a handful of concepts that we have discovered through research. Next time we need to find our most important concept faster so we have time to develop the concept.

What will you do next time?

The research we did with the Youtube CoD player and his discord was very helpful and a very good resource for us. I wish we did that sooner





Appendix

XD Assets:



Timeline

<u>Aa</u> Name	Due Date	Progress	Details
<u>Activision Kick-Off</u>	Sep.9	Completed	
<u>Sign NDA</u>	Sep. 9	Completed	

 Name	 Due Date	 Progress	 Details
<u>Activision Change Statement</u>	Sep.27	Completed	
<u>Interview Two Participants</u>	Oct.7	Completed	
<u>Practice Midterm Presentation</u>	Oct.14	Completed	Upload video/ Update Notion
<u>Midterm Presentation</u>	Oct. 21	Completed	Upload video
<u>Notion Site</u>	Oct. 21	Completed	Update Notion Site
<u>Midterm Case Study.</u>	Oct. 28	In Progress	