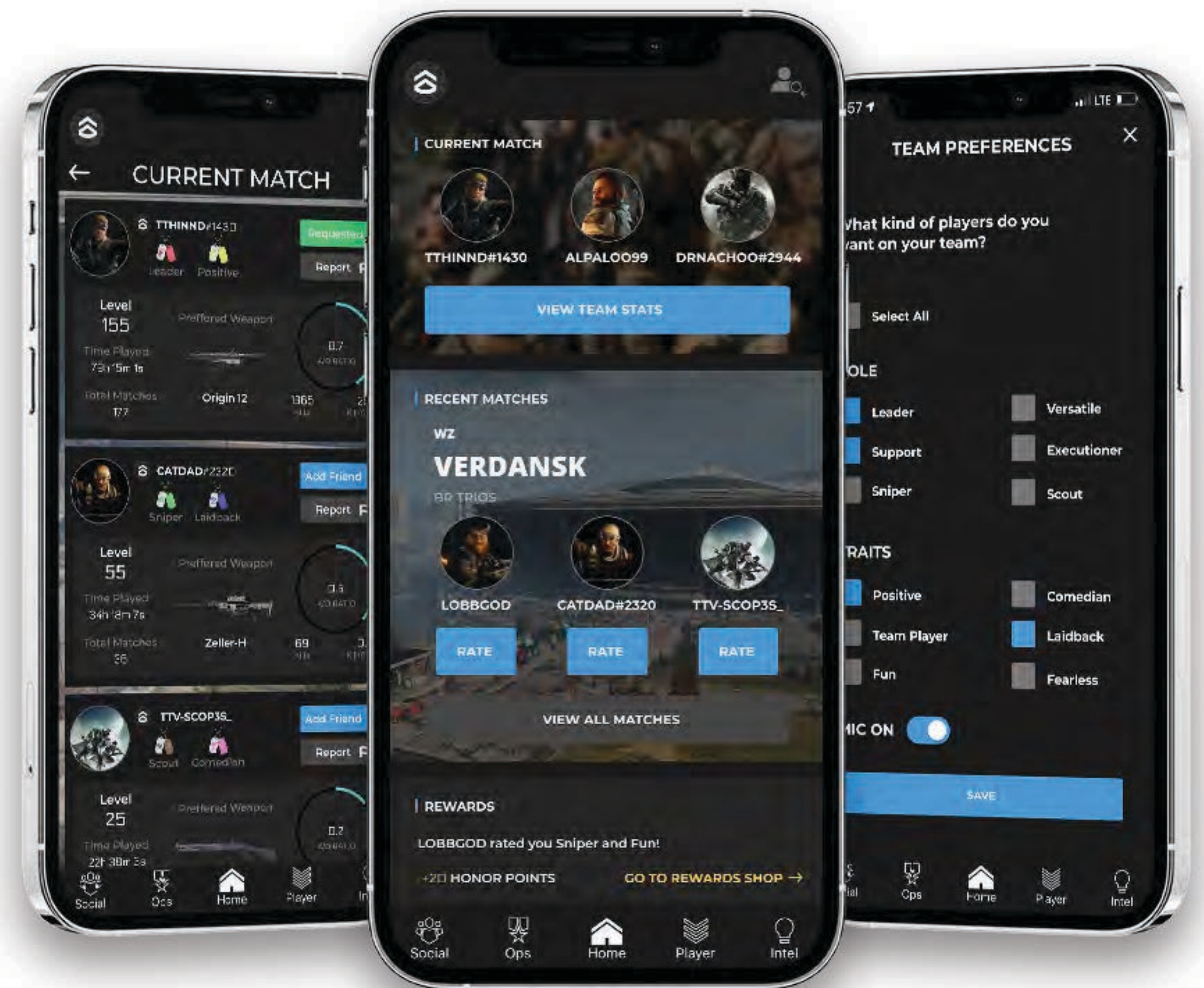


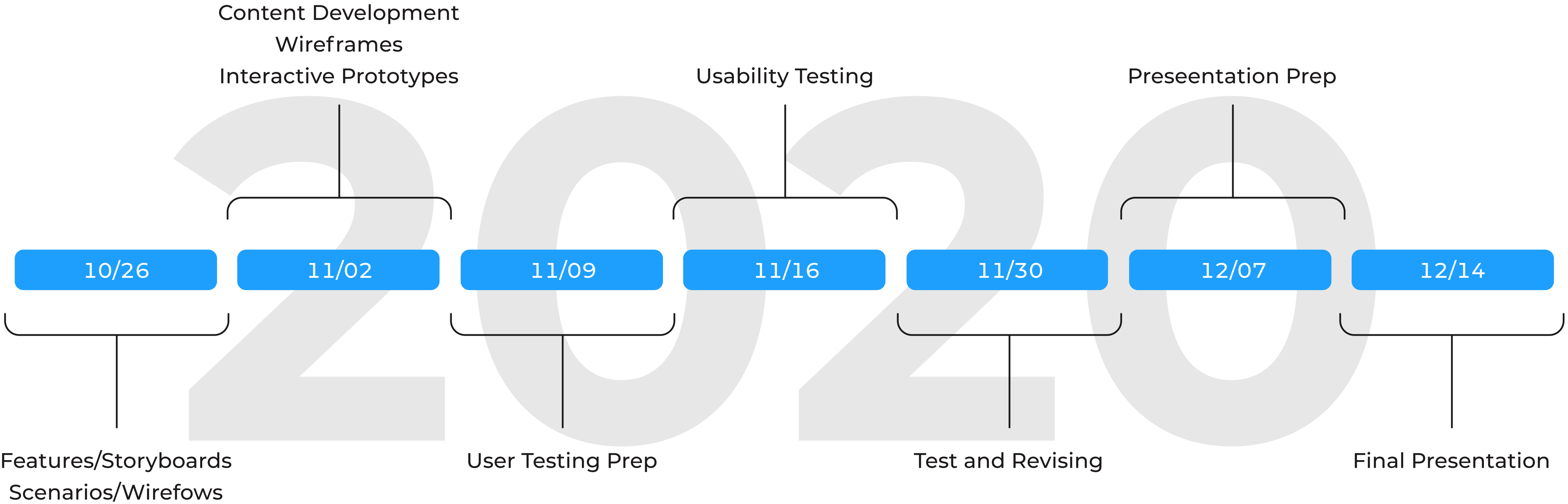
# Call of Duty Companion App

## Player Ratings and Team Preferences

Christian Enriquez  
Gizelle Hurtado  
Ralph Buan  
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# Timeline



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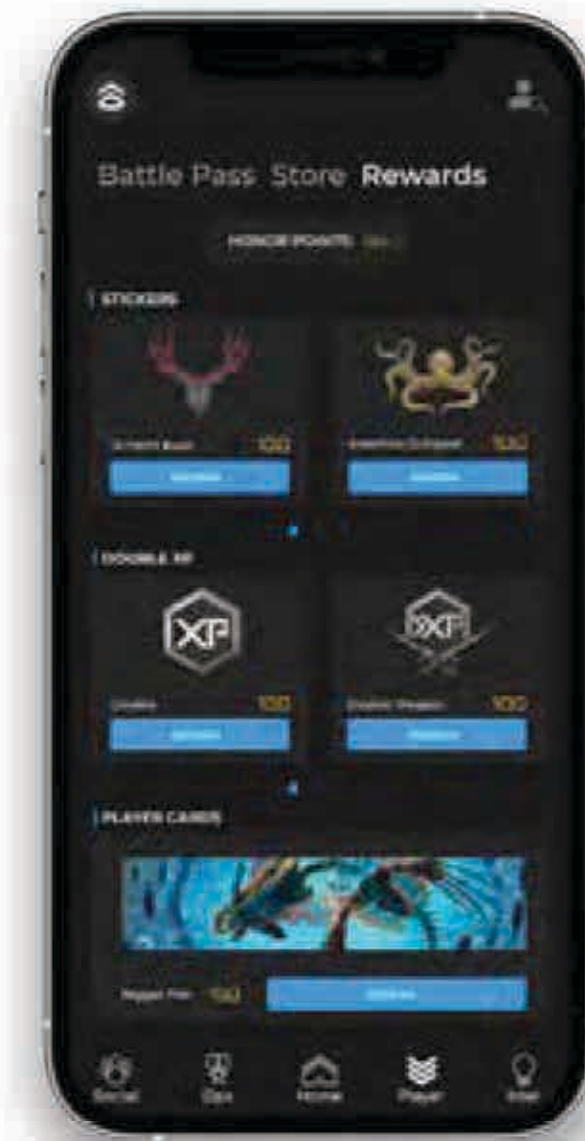
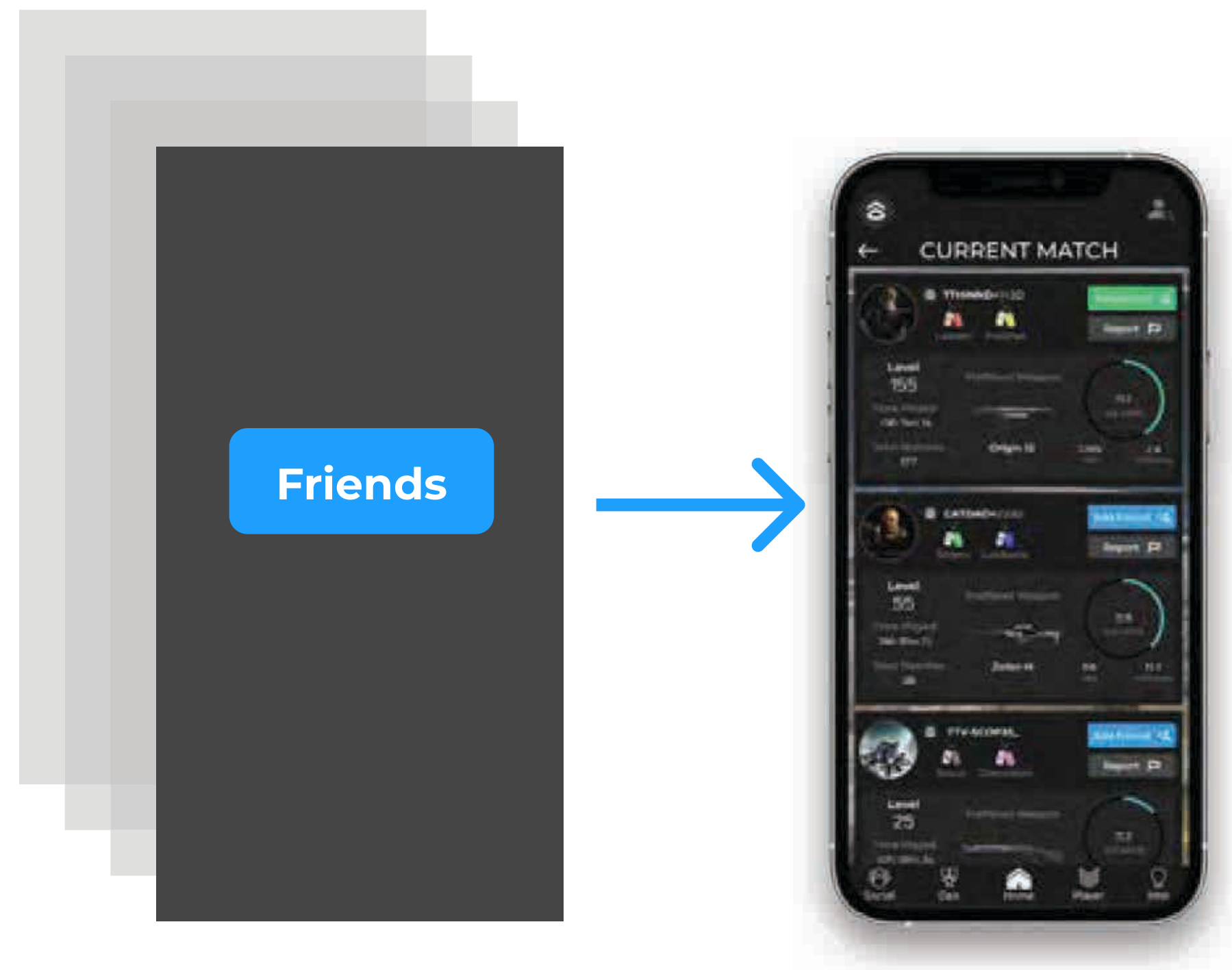
## THE PROBLEM

"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?"



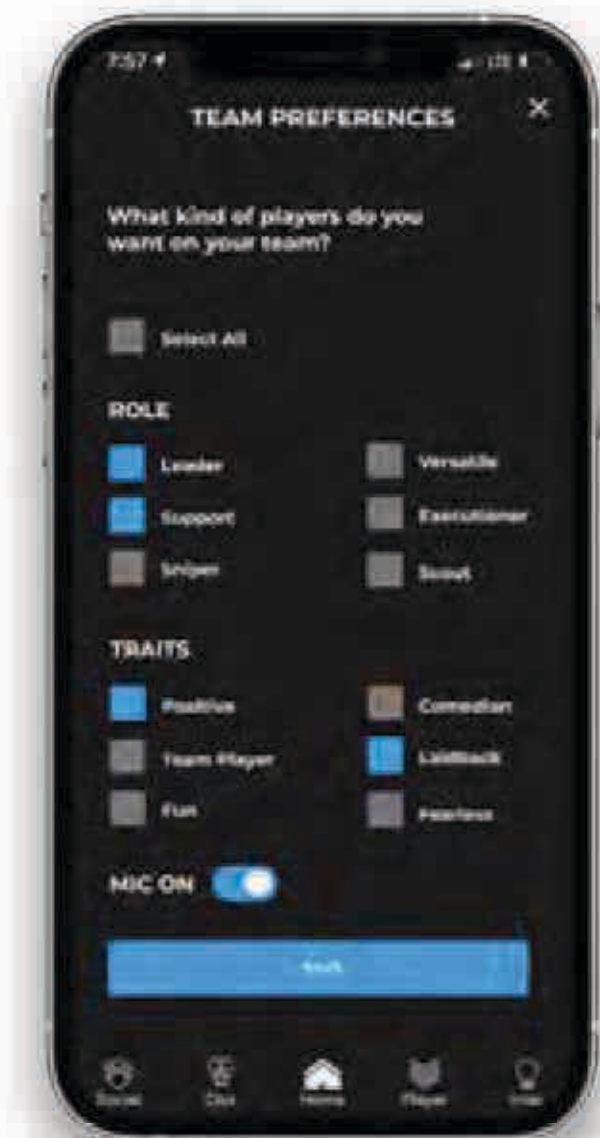
## Overcame

We overcame players not being able to befriend each other easily as well as know each other's playstyles in order to have a successful team experience. This was achieved by creating a rating system that allows users to choose roles and traits for other players in the companion app.

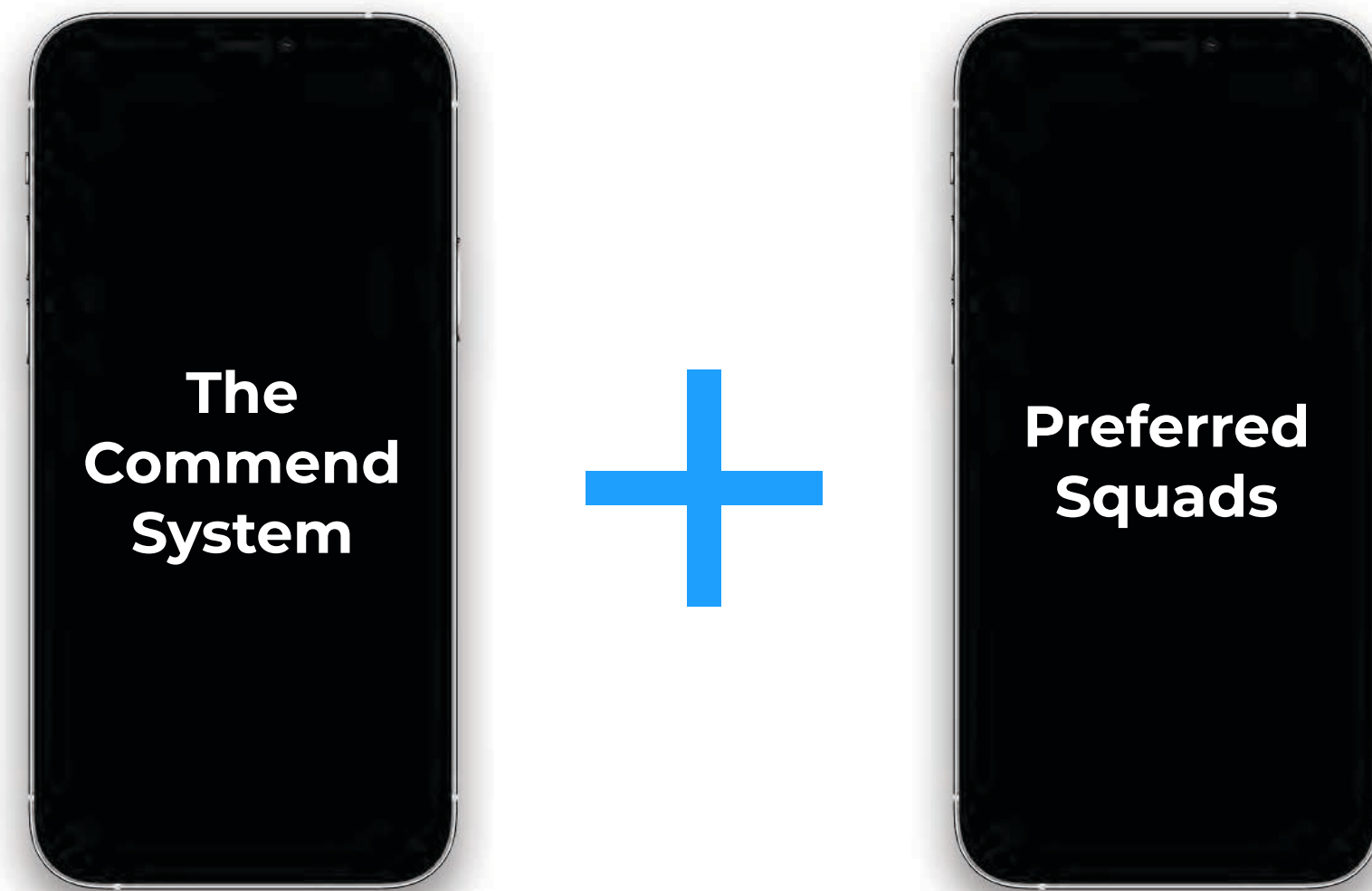


Incentivization through and honor point system that rewards players for rating others.

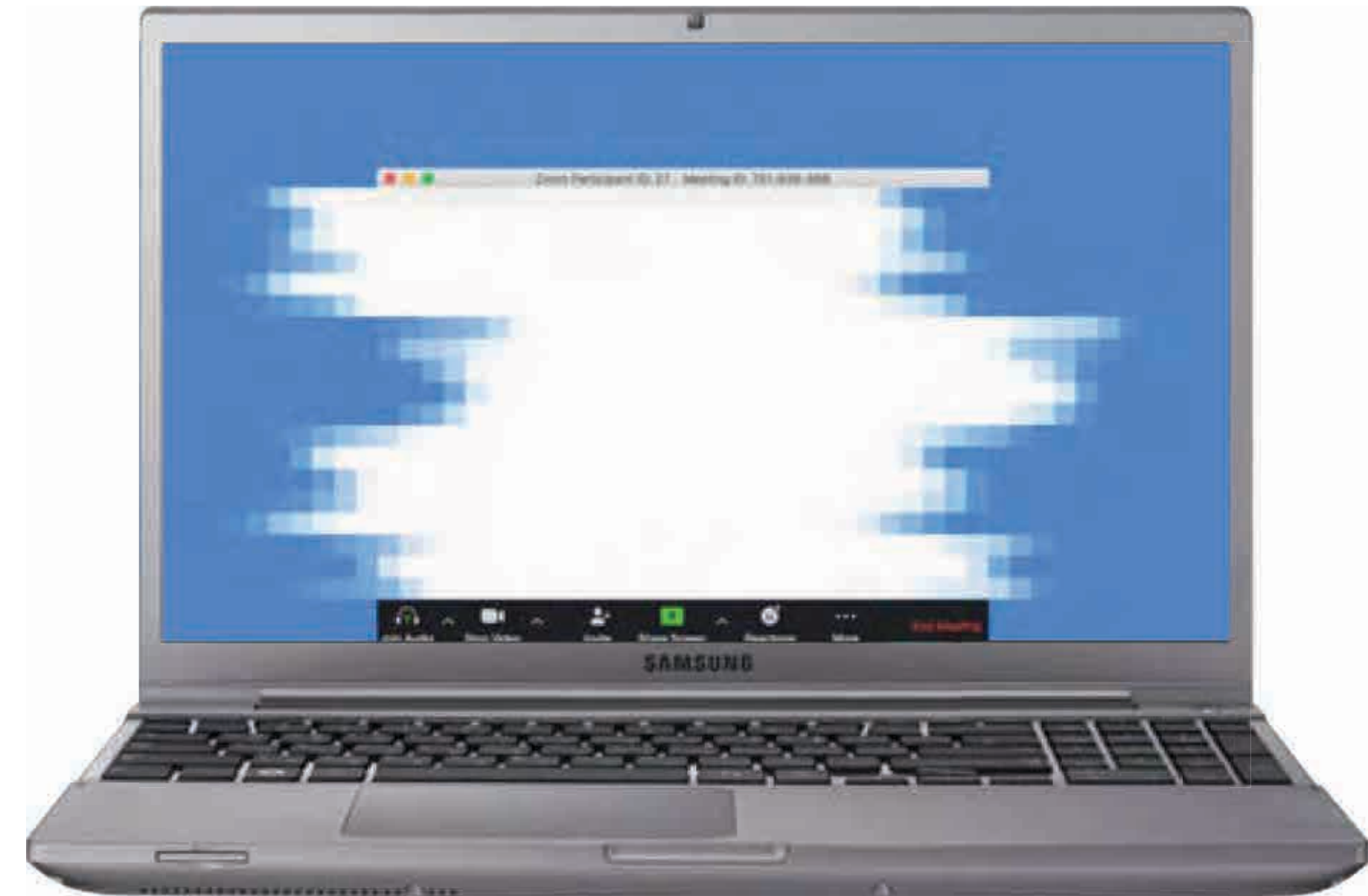
Match-making through preferences feature, where users can tailor their play experience by a filtration system.



## Challenges



Combining multiple ideas into one streamlined system that works in conjunction with each other while keeping the solution-focused. Having to merge with another pair and think of a solution that we'd all be interested in and engaged with.



Working remotely due to the pandemic. Caused usability testings to not be as precise with hand gestures and other expressions (we may have lost out on key observations). We also encountered technical issues due to wifi or third party applications. It was also more difficult to build rapport with participants and make them comfortable through a screen ( and gauge their expressions).



# Team



Christian Enriquez

User Research  
UX/UI Design  
Visual Design



Gizelle Hurtado

Project Management  
User Research  
UX/UI Design



Ralph Buan

Project Management  
User Research  
UX/UI Design



Ava Arshadi

Information Design  
User Research  
UX/UI Design

## Insight 1

Upon getting matched with random players in Warzone, I never know whether or not we'll play well together as a team. This lack of information about other players can make it difficult for me to find the right type of people to play and successfully communicate with mainly because of the varying, and often conflicting, play styles of Call of Duty players. I wish there was a way to get matched with players that have certain traits or roles of my choosing so that we can have better success and more fun together as a team.

## Insight 2

Players tend to gravitate toward certain roles when placed in a team; Some are natural leaders that like to direct and strategize while others enjoy more of a supportive position. There's no way for me to know what role the other players in my team prefer unless I ask them directly, making it cumbersome to coordinate and plan for success. I'd like to be able to see what roles my teammates prefer and are good at so that I can adjust my playing style to complement theirs.

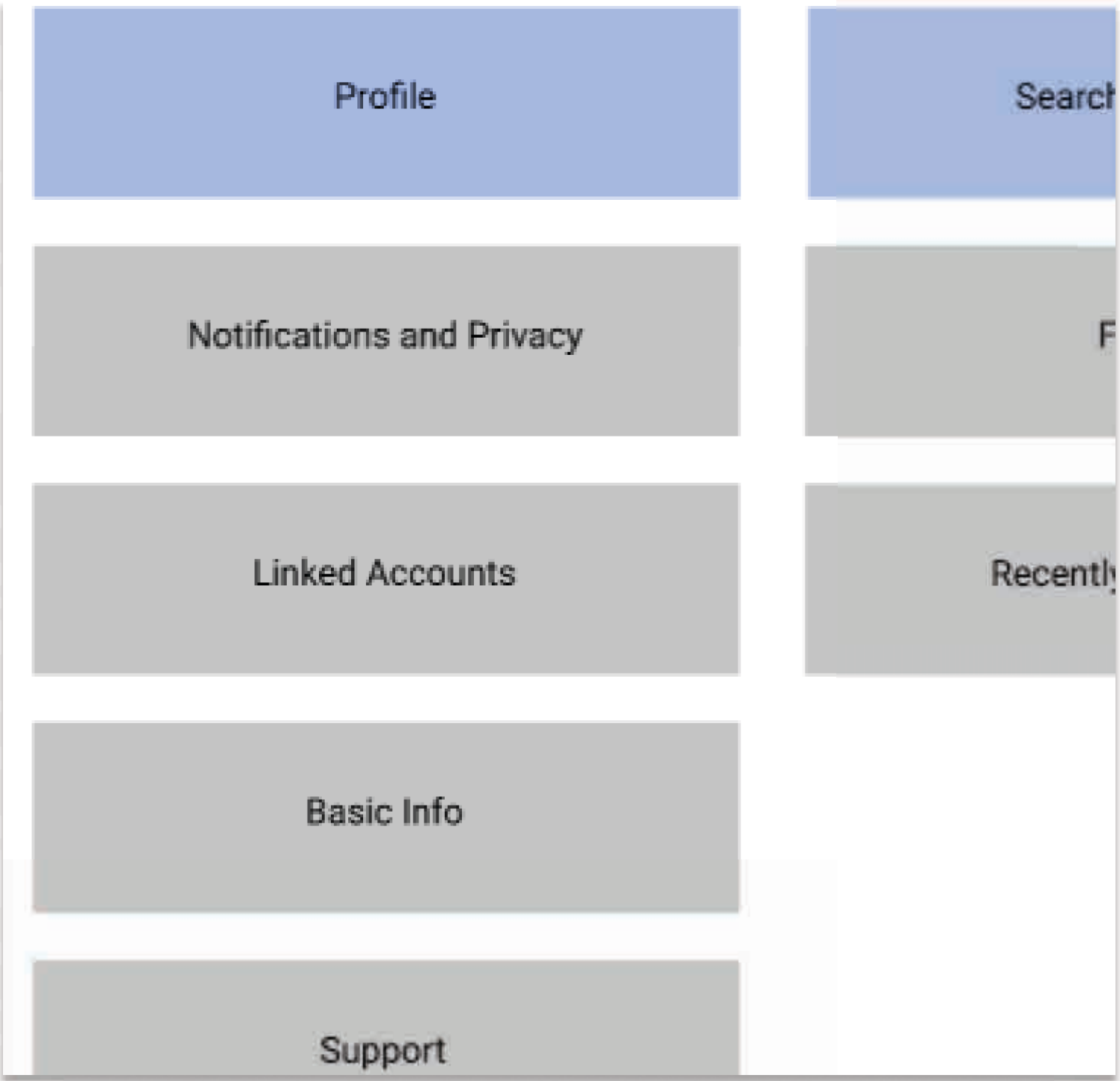
## Insight 3

As a female COD player, harassment by other male players is so common that I've almost become used to it. I don't report or flag these toxic players because of how normalized and glorified this behavior has become, making me believe that it would be pointless to do so. If I report someone for toxic behavior, I'd like to be able to see a direct consequence from this action so I know that I'm being heard.

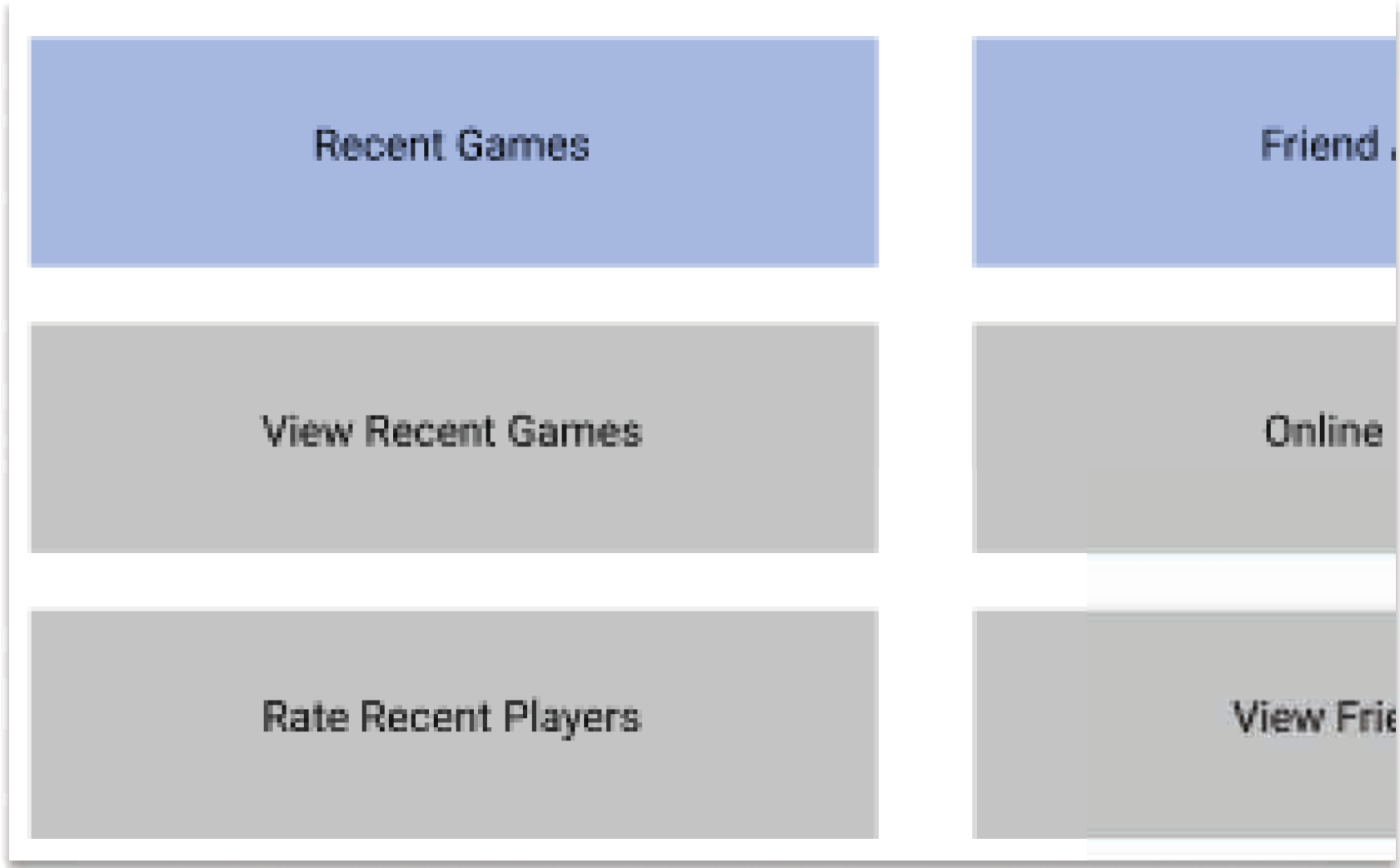


# Card Sort

We conducted card sorting for the current Call of Duty companion app to understand the framework and flow of the app, and to find an opportunity for our new features to be incorporated.



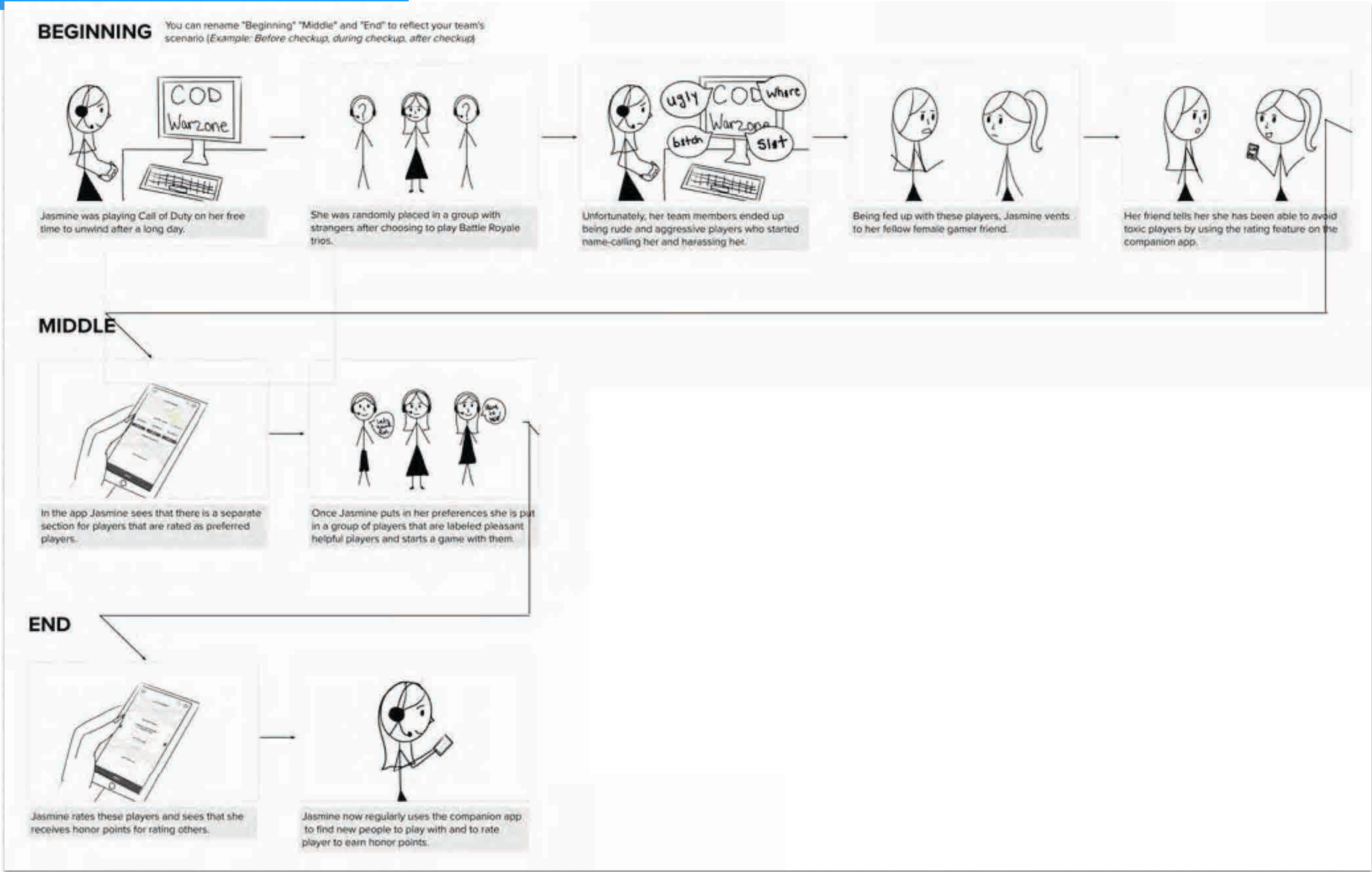
For our rating feature, since it has to do with players the user most recently teamed up with, we decided to keep it under Recent Games where players can view information regarding the last game they have played.



For our matchmaking feature, we found that it would make the most sense to have it under the Profile tab, where user's can change their settings and preferences.

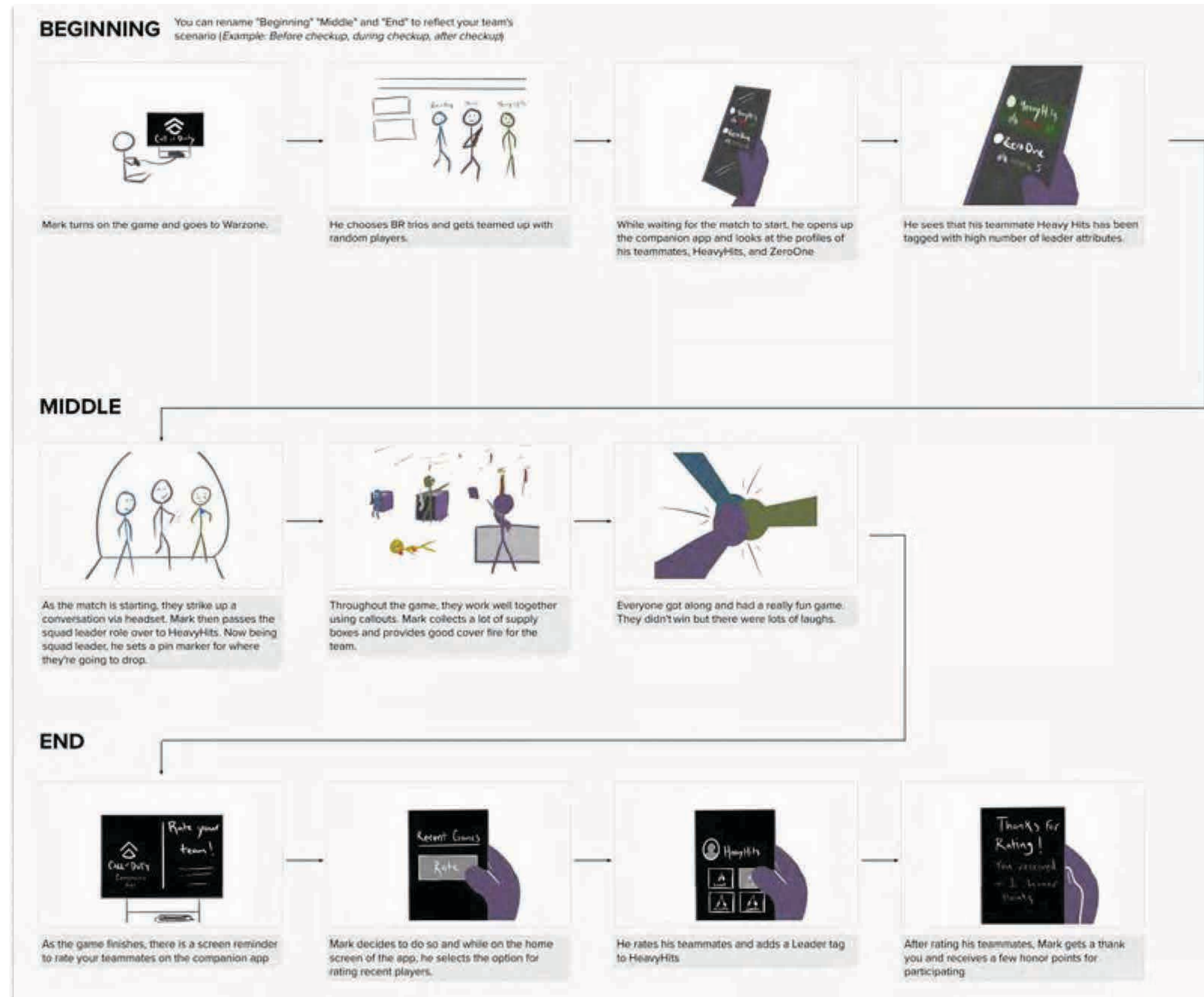
# Storyboarding

What would it look like if one of our users wanted to avoid teaming with toxic players?





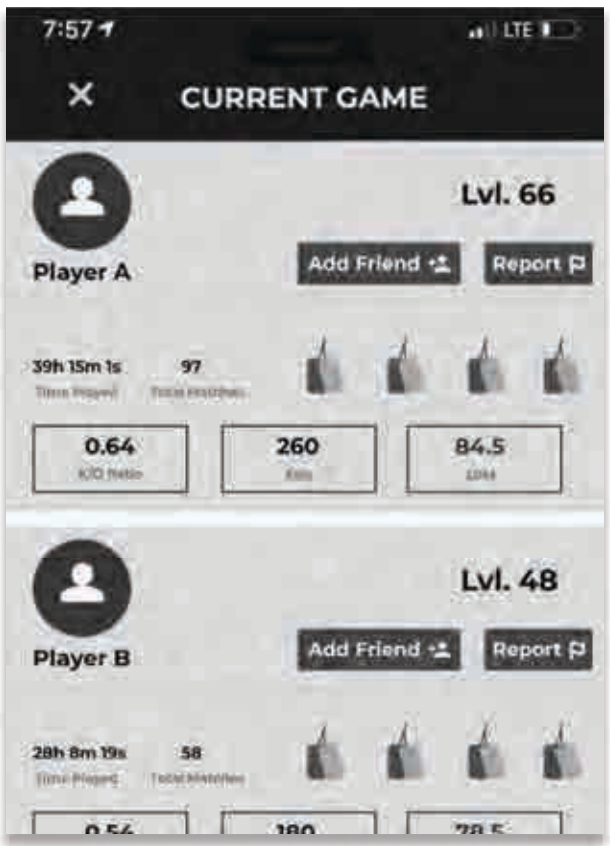
# What would it look like if one of our users wanted to check their current teammates stats?





## Scenario 1: Viewing Stats of Current Teammates

Imagine you are currently playing a game of Warzone. You are curious about your teammate's stats, and you went into the app to check them. I'm going to add to your scenario. While you're playing, you are having a really awesome time with Player B. What would you do on this page? Also while playing, Player C is being extremely rude and offensive to both you and Player B. What would you do?



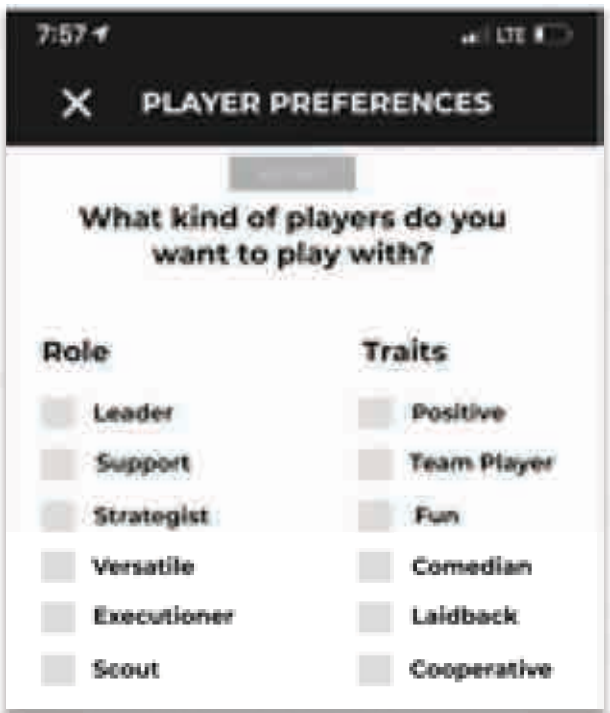
## Scenario 2: Rating Players

Imagine you just finished playing a game of Warzone and you want to rate your teammates. This player was a great backup to you and your team. How would you rate them? This player also acted very brave and would go into battle headfirst, how would you rate them? Lastly, say you wanted to redeem your Honor Points for Double XP, what would you do?



## Scenario 3: Changing Team Preferences

Imagine you wanted to change your team preferences to only get paired up with certain types of players for your future matches. Let's say you wanted to find a player you can remember you had a great game with. Where would you go to find them?





# Feature Prioritization

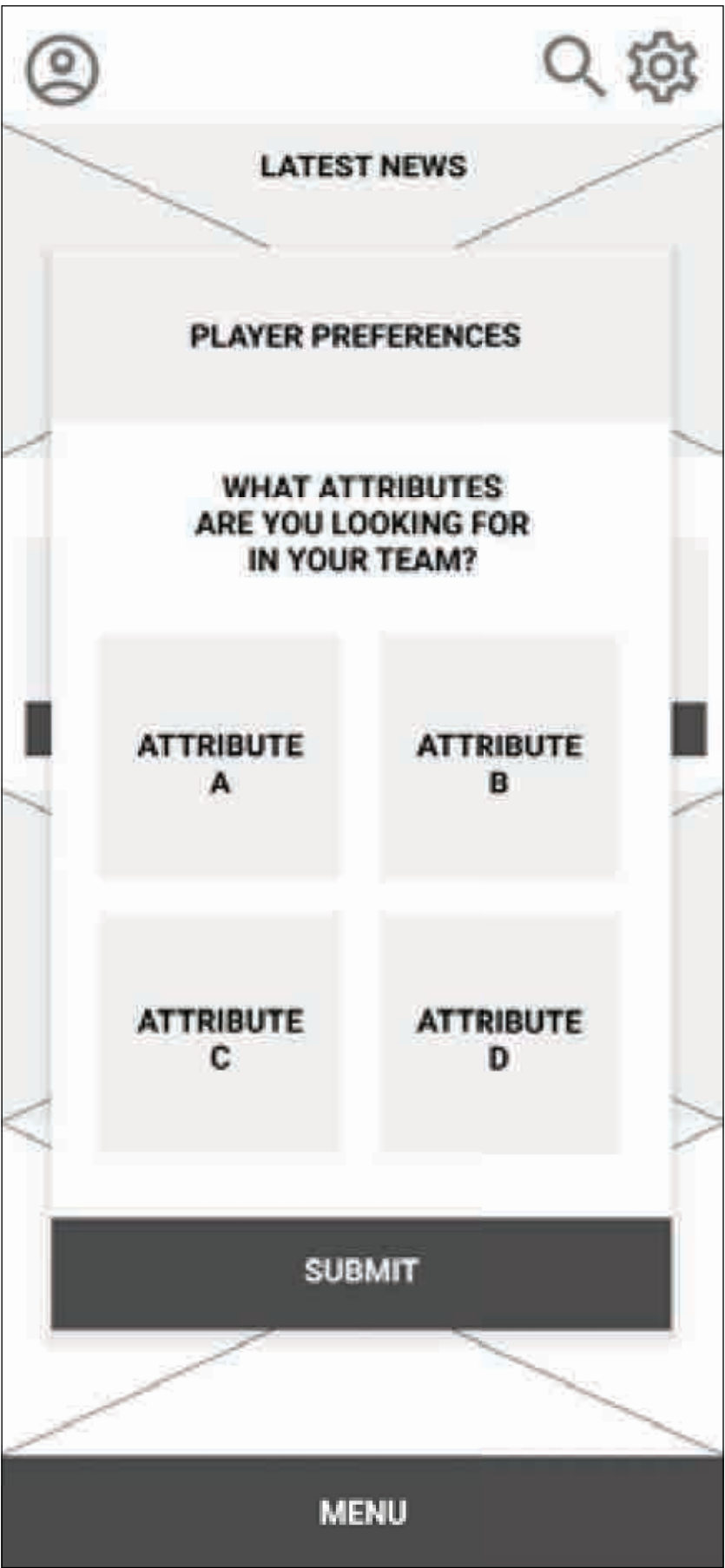
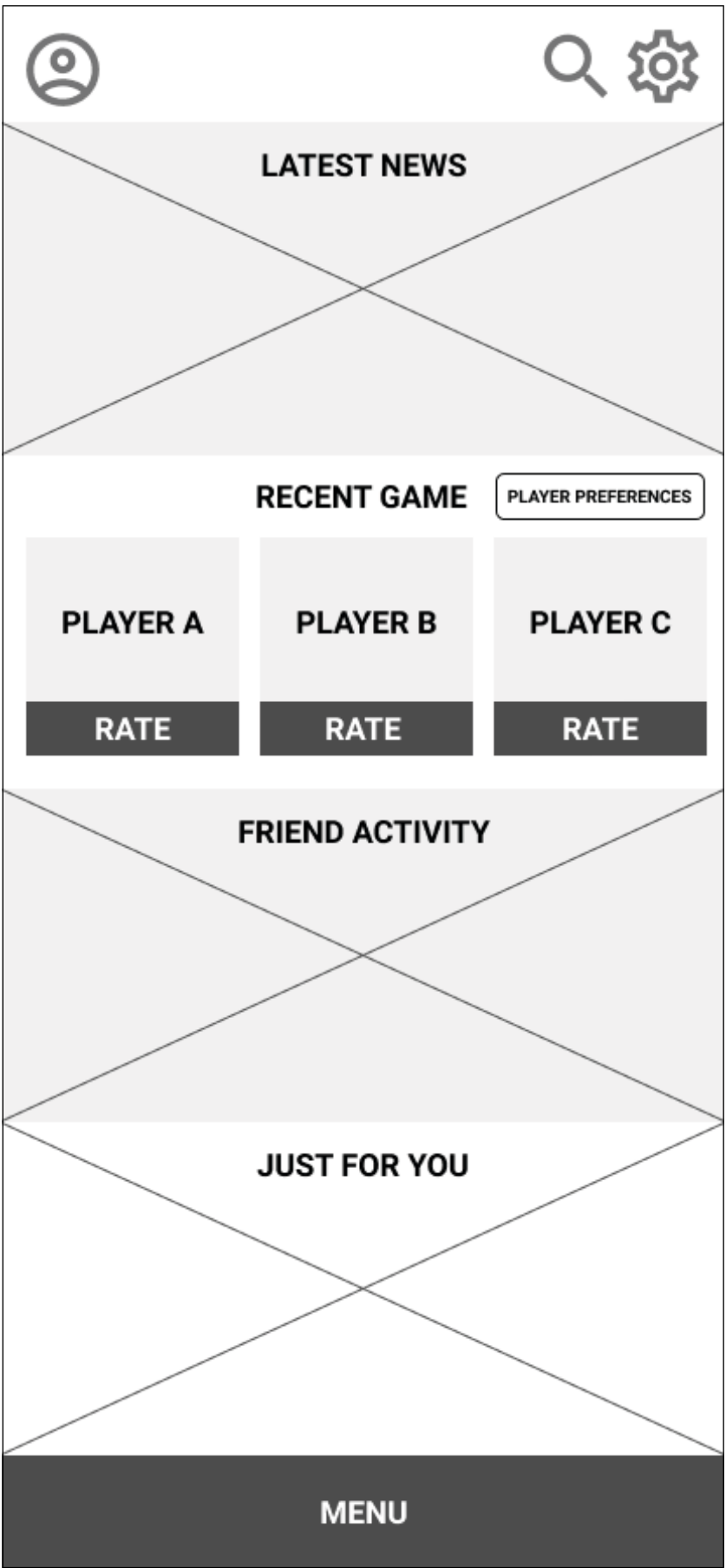
Merging multiple ideas into one cohesive solution brought about a lot of features for possible implementation. Doing this exercise, with the help of Activision stakeholders, encouraged us to prioritize certain features and narrow our focus in creating scenarios for usability testing and prototyping.

- Top Priorities:**
  - Ratings
  - Rewards Shop
  - Matchmaking
  - Honor Points
- Low Priorities:**
  - Report
  - Player Stats
  - Add Friends

Feature	Design Team	Mark B.	Drew G.	Persona Jasmine	Persona Dan	Persona Mark	AVERAGE	NOTES
Ratings	10	10	10	10	10	10	10	Rating system based on player attributes.
Roles	10	8	7	7	8	10	8.3	1st category of attributes that players can be rated by.
Personality traits	10	9	9	10	8	10	9.3	2nd category of attributes that players can be rated by.
Matchmaking	9	10	9	10	7	10	9.16	Filter for users to choose the specific attributes they prefer to be matched with.
Search for players	5		8	7	6	8	5.6	Allows users to look up names of players.
Add friends	7	8	9	8	8	9	8.1	Add a player as a friend.
Report	7	7	8	10	4	4	6.6	Report an offensive player.
View current game	8	6	6	9	9	10	8	Users can view the game they are currently playing and view the names of the players that are in their team.
View last game	8	8	8	8	10	9	8.5	Users can view the last game they played.
View current game player stats	8	8	6	8	7	10	7.8	Users can view the Kill/Death ratio and other stats of the players they are teamed with in their current game.
View last game player stats	8	6	8	6	8	9	7.5	Users can view the stats of the players they were teamed with in their last game.

## Jasmine's Wireflow

Jasmine was playing COD with rude and aggressive players, and opened the companion app to find more enjoyable people to play with.





## TARGET AUDIENCE

Core COD players who are looking for people to play with and to have a fun game.

## DESIRED OUTCOMES

### Users should THINK

“Who is online that I can play with?” “My team was immature. How can I play with more enjoyable players?” “I wonder what my friends have been up to today” “I’m having a fun game with this player, I wonder what tags they have?” “This guy was a really good leader.””

### Users should FEEL

I like the comfort of knowing what traits and roles the people I play with have. I feel informed about who I am playing with. I feel like I have control over what I want to see in the COD Companion App. I feel good when other players rate me a positive trait. I feel empowered to be able to find other players that have specific attributes that I’m looking for. I feel excited when I earn honor points so I can redeem rewards.

### Users should DO

Go on the COD Companion App after every game to rate the other players. Go on the app to befriend other players. Check up the status of their friends. Check their rating as well as their honor points. See what rewards they can get from the store. Filter and find players based on particular attributes.

## TONE

### Useful

The app is a good place where users can gather information about themselves as well as other players. It is versatile in many ways to cater towards a user's needs. The information is very useful rating other players as well as inquiring about their stats.

### Gamified

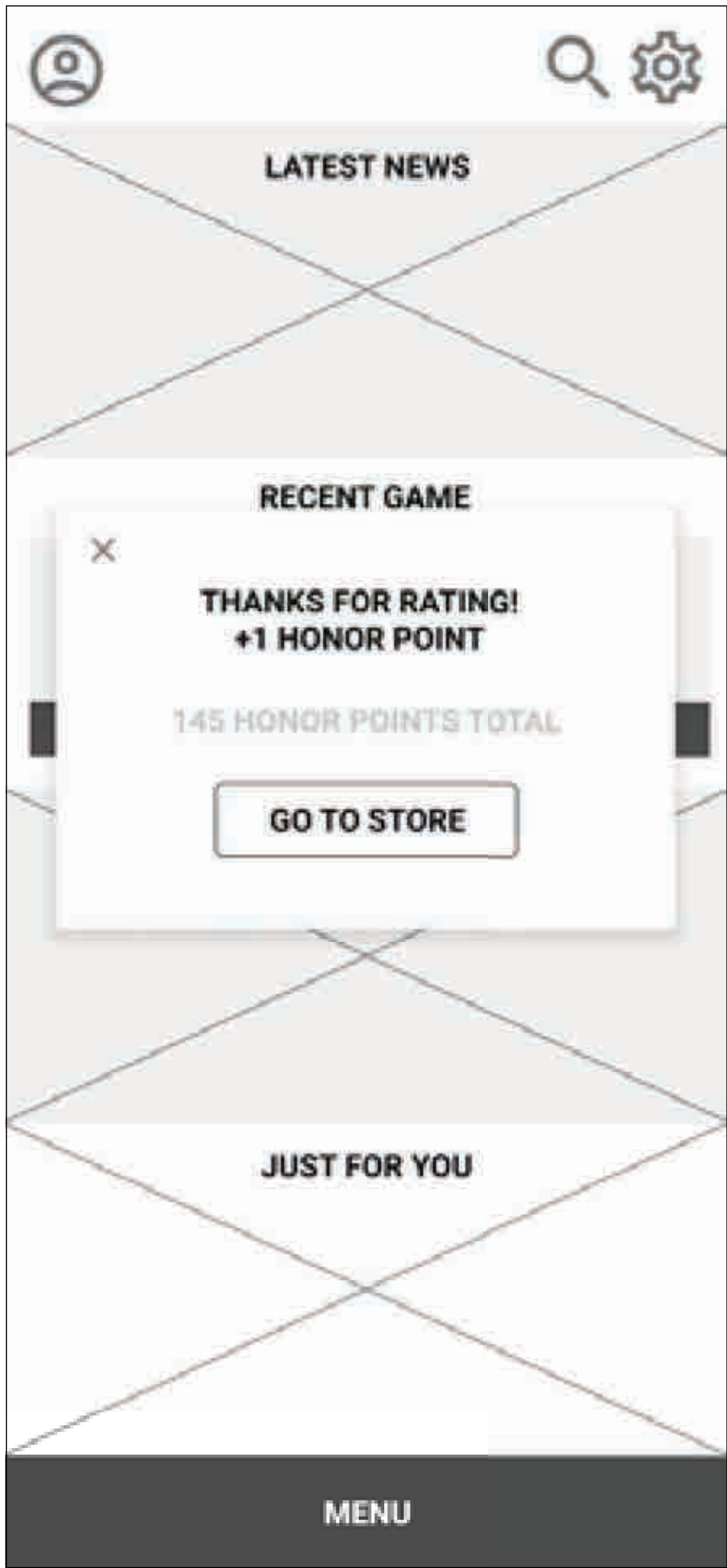
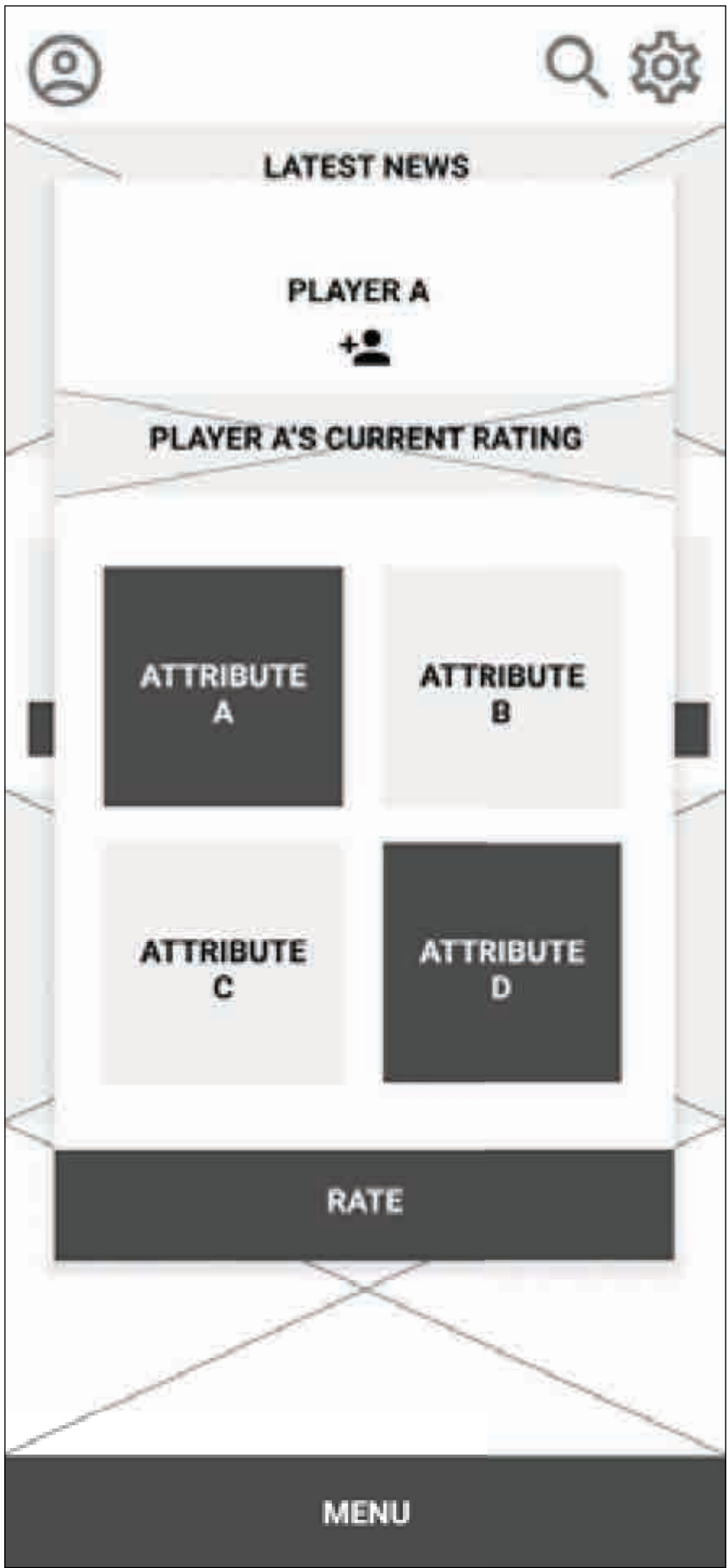
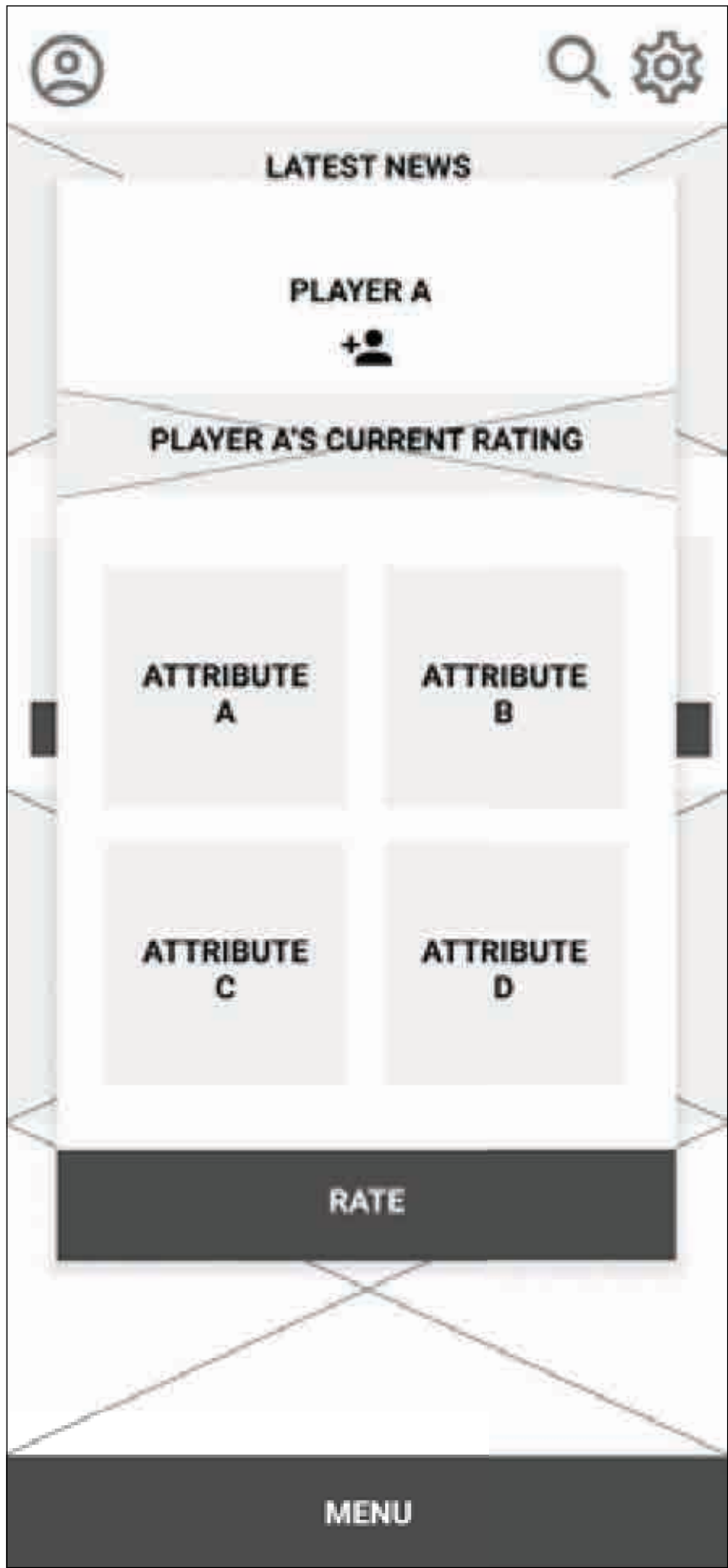
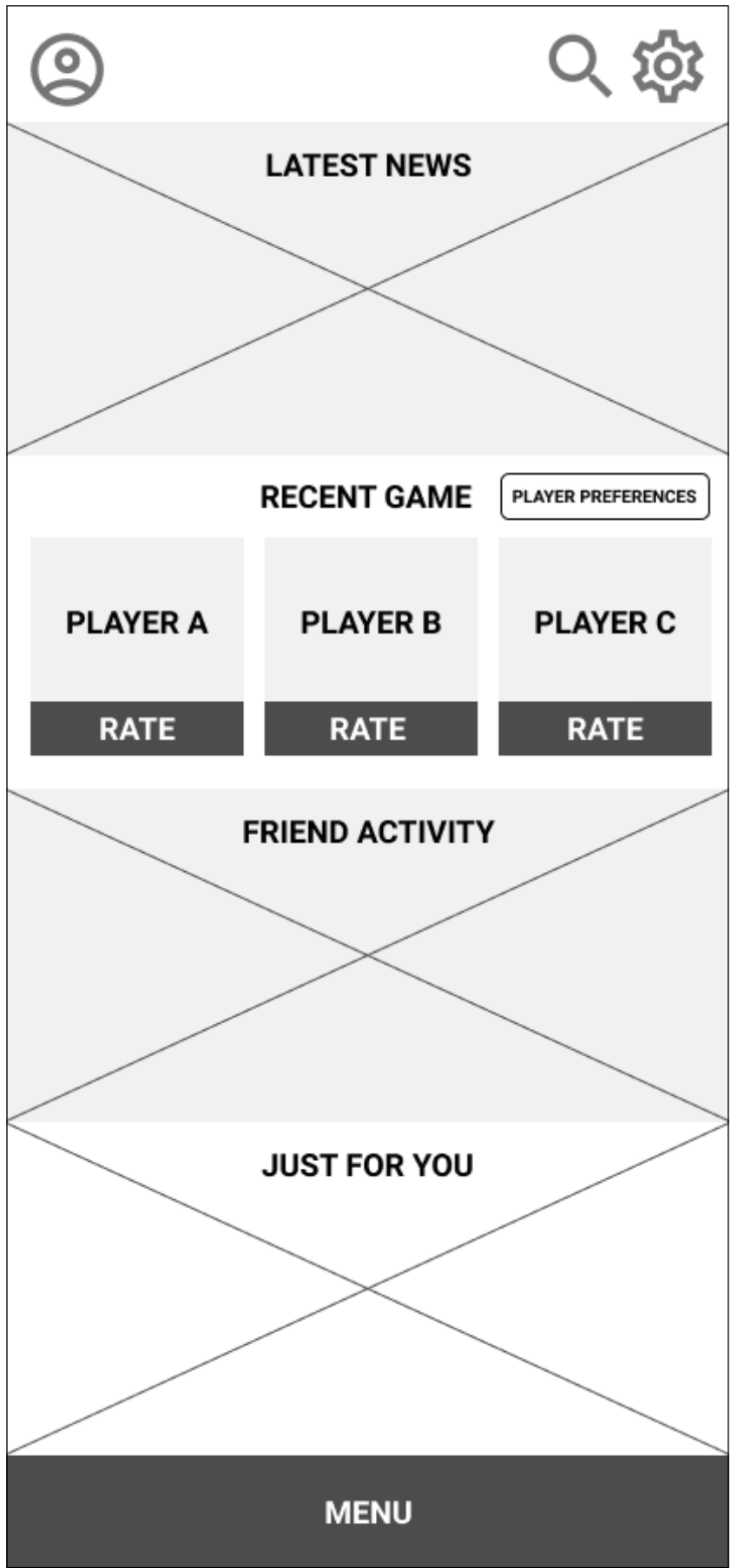
In the app users have the option to rate other players. The user will get a prompt asking them to rate a player by different roles and personality traits. Once they submit their rating the user will get a message letting them know that they have received honor points to use towards rewards.

### Thematic

The content will stick to the Call of Duty game and military jargon. The game uses realistic vocabulary that’s derived from military and war culture such as ‘Ops’, ‘Intel’, and ‘Operators.’ For the revision, we’d apply it to our new system with dog tags, the attribute names and various rewards that we’re going to offer.

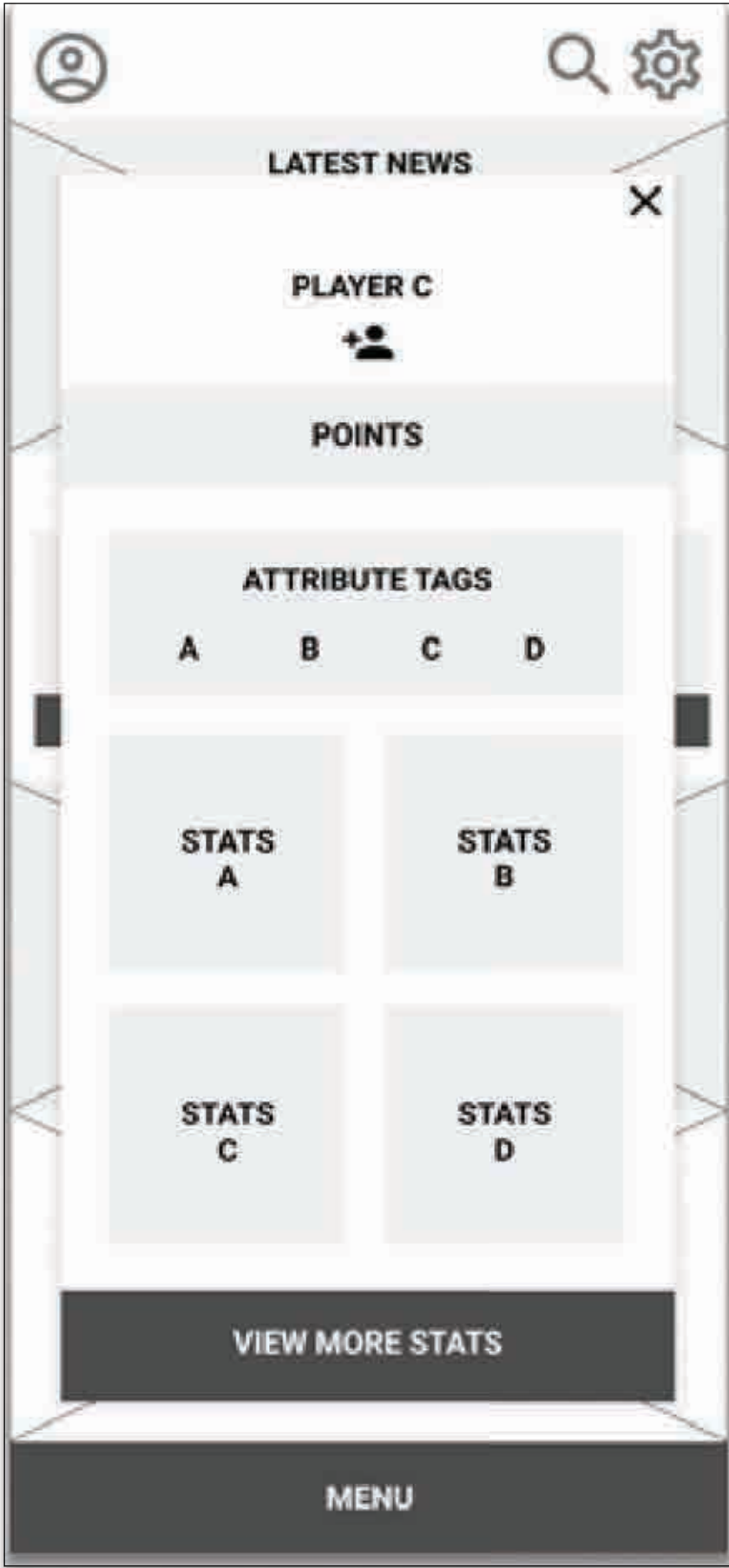
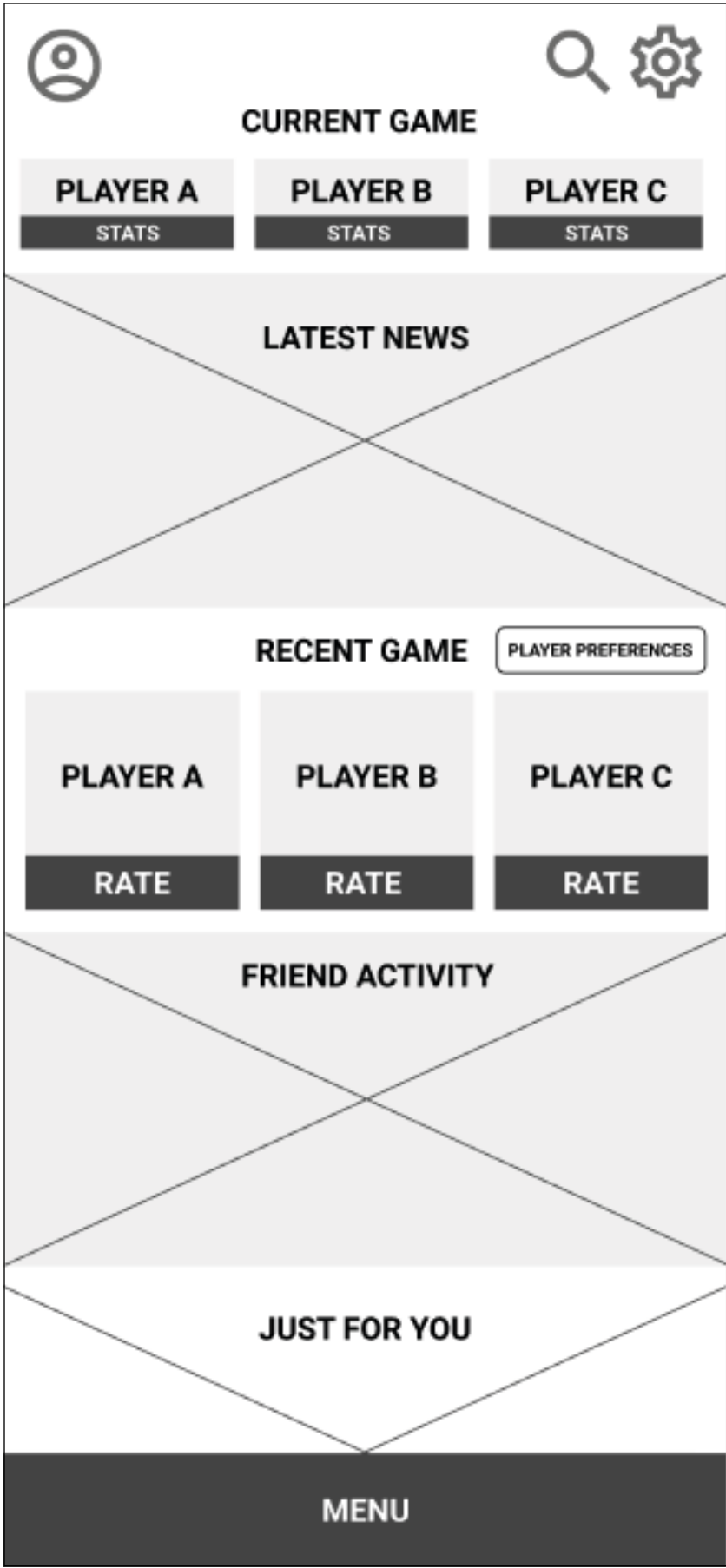
# Dan's Wireflow

Dan just finished a great game with new teammates and decides to go on the companion app to rate them.



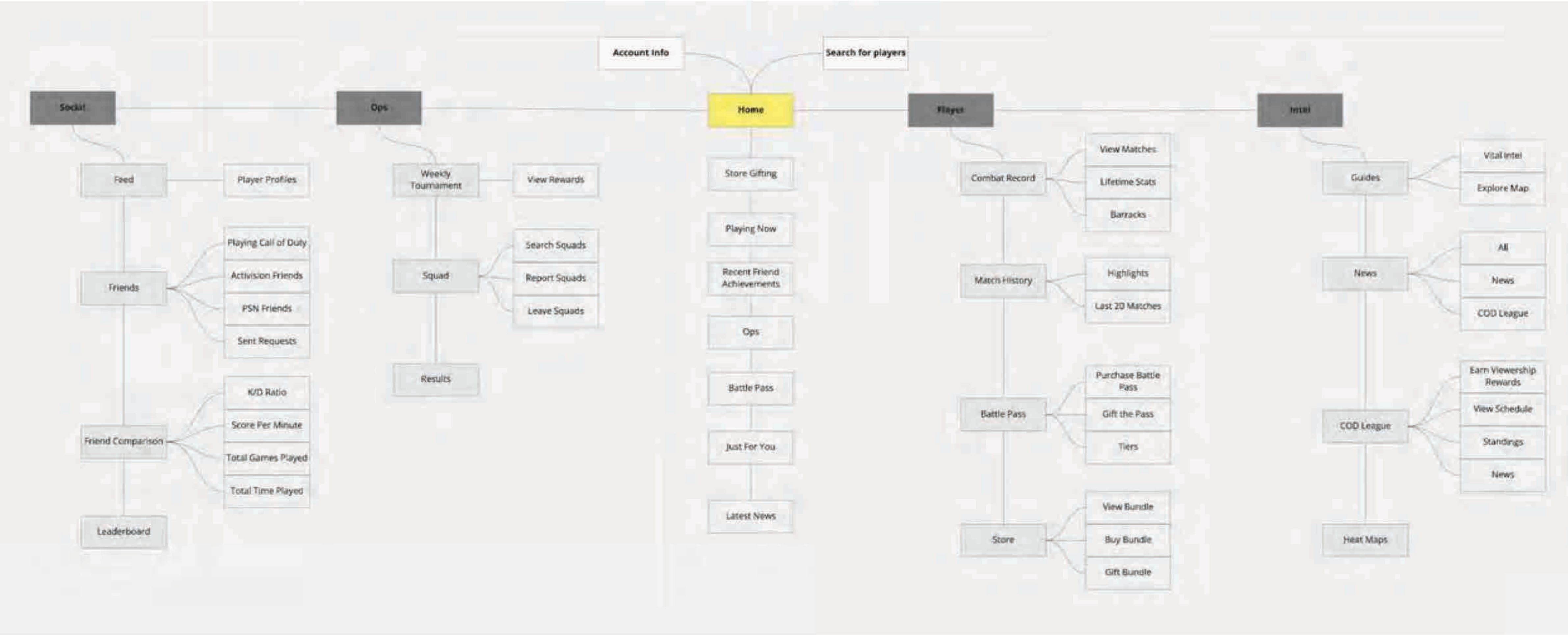
# Mark's Wireflow

As a match of BR trios is about to begin, Mark is curious about his teammates' strengths and attributes.

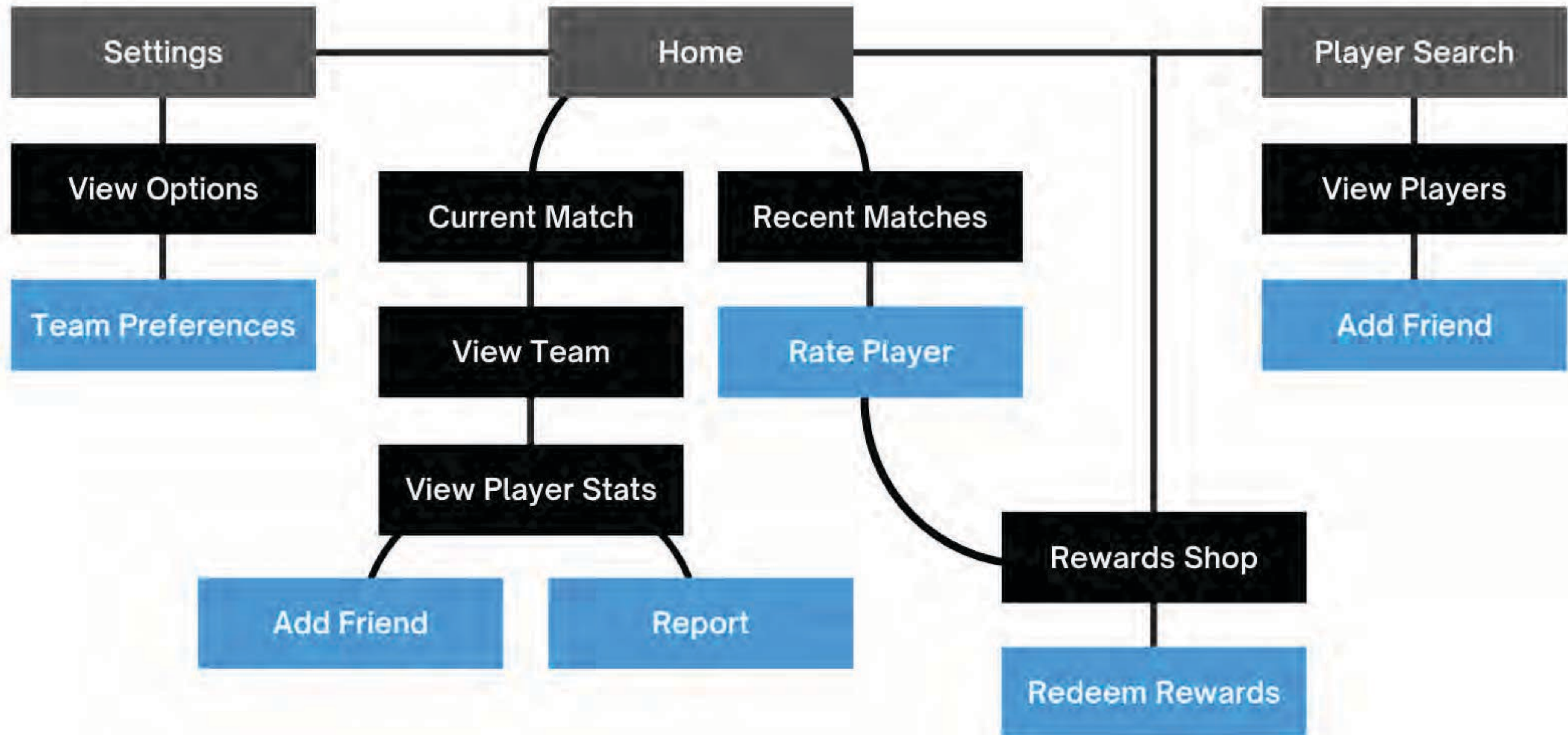




Current COD App Sitemap



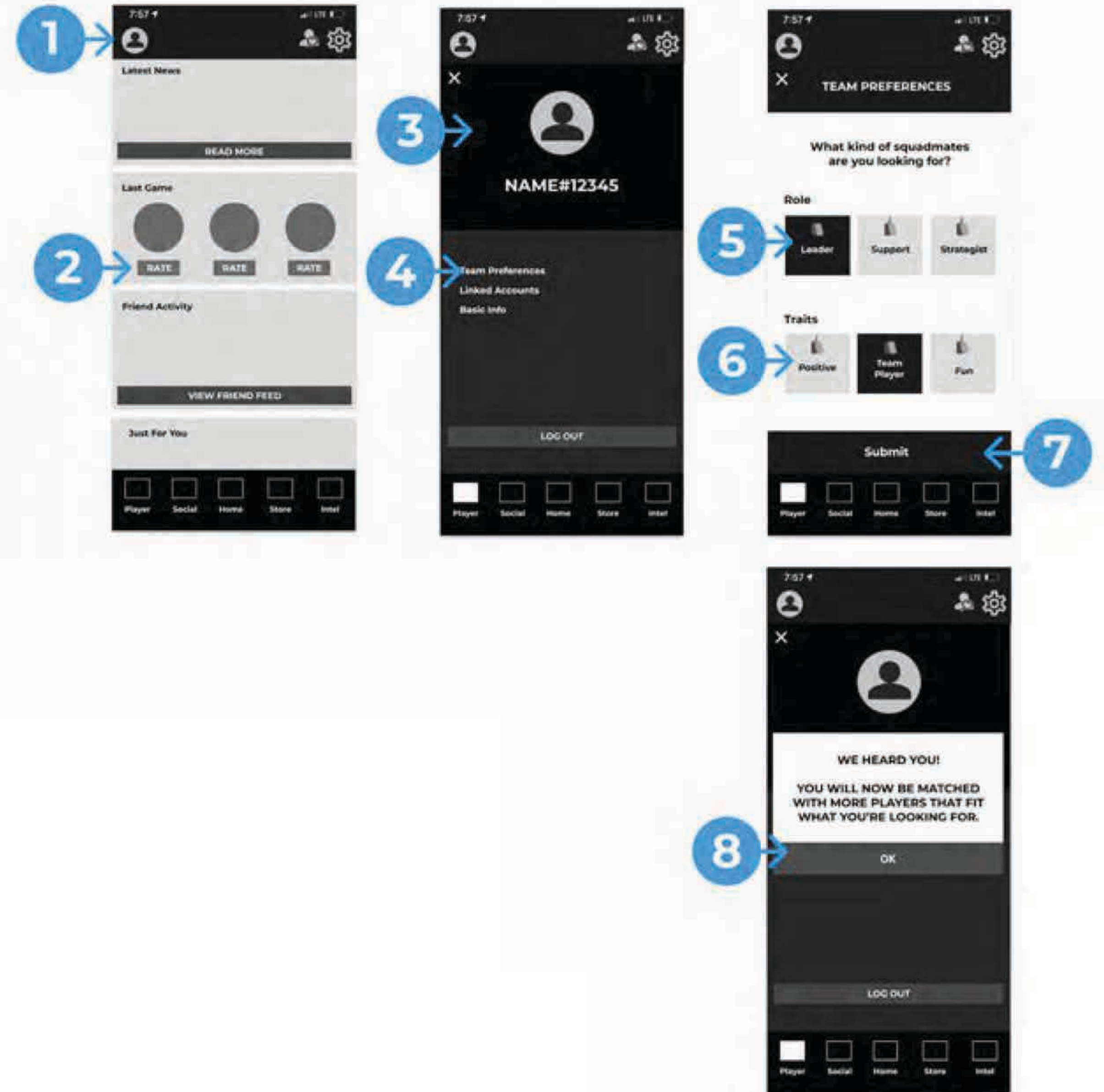
## Final Sitemap





## Revised Wireframes

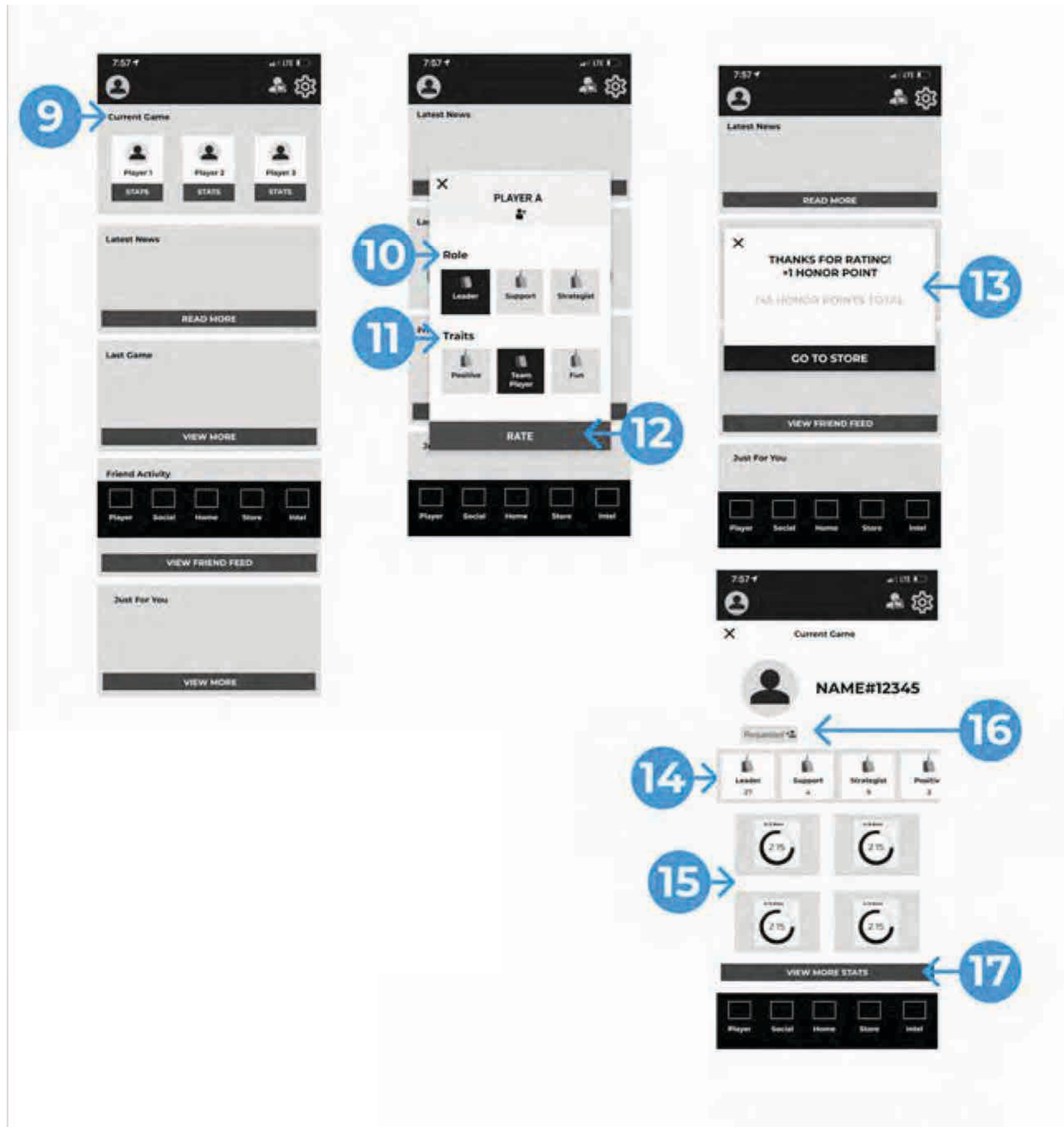
- 1 Pressing the “Profile” icon will take the user to the Profile screen.
- 2 When a user is done playing a game their last team members will show up on the home screen under “Last Game” there they can rate players.
- 3 Shows name of player and account logged into.
- 4 Team Preferences allows users to filter out players that they want to play with.
- 5 Role preferences are what kind of teammate playing style the user wants to be matched with.
- 6 Traits preferences are what kind of personality type the user wants to be matched with.
- 7 Once the player has picked their preferences, they hit submit to lock in their settings.
- 8 The user sees a confirmation screen after pressing submit.





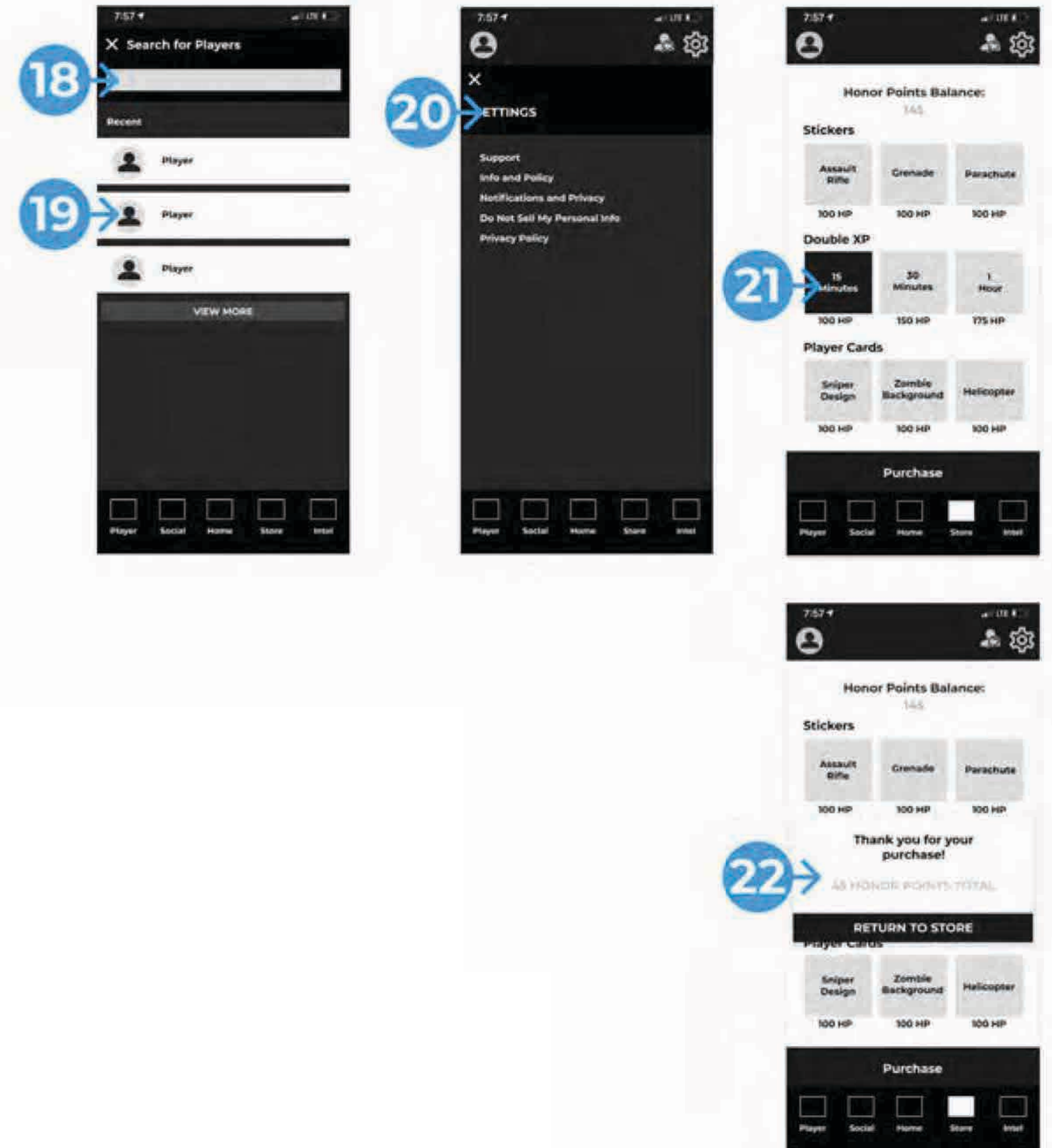
## Revised Wireframes

- 9 This section is context-dependent and only appears while the user is currently playing a game of COD. The user's teammates' avatars will appear in this section so they can quickly view their stats.
- 10 When rating a player the user will be able to choose what "Role" they think the player is most like. The user can choose from, Leader, Support, and Strategist.
- 11 When rating a player the user will be able to choose what "Trait" they think the player is most like. The user can choose from, Positive, Team Player, and Fun
- 12 Once the user is done selecting a "Role" and "Trait" the user can then submit it by pressing on the "Rate" button.
- 13 Once the user submits their rating they will get a message that they have received and certain amount of "Honor Points" and have the option to exit out or got to the store to spend their points.
- 14 Users can quickly add another player as a friend.
- 15 The user can see the number of tags their teammates hold for each category.
- 16 This section contains general player stats such as K/D ratio of a teammate that the user is currently playing with.
- 17 This will show more stats of a teammate that a user is currently playing with.



## Revised Wireframes

- 18 Can search for players whether users have played with them or not.
- 19 Shows all the recent players users have played with or searched for.
- 20 Settings for changing your notifications as well as to look for support.
- 21 When a user goes to the store they can use their honor points to purchase rewards. They can choose from stickers, double XP, and player cards.
- 22 Once the user submits their rating they will get a message thanking them for their purchase. The prompt will also let the user know how many Honor Points the user has left.





## Final Wireframes

- 1 Pressing the "Profile" icon will take the user to the Profile screen.
- 2 This section is context-dependent and only appears while the user is currently playing a game of COD. The user's teammates' avatars will appear in this section so they can quickly view their stats.
- 3 "Team Preferences" Link will take the user to the matchmaking system settings where they can choose what kind of player attribute rating they prefer to be paired with.
- 4 Role preferences are what kind of teammate playing style the user wants to be matched with. Users like to make sure that other players do not overlap with their playing style.
- 5 Traits preferences are what kind of personality type the user wants to be matched with. Users like to have a certain type of people to play with in order to ensure a good playing experience.
- 6 Includes a toggle for a player to only match with other gamers who use microphones. Users have expressed that they only like to play with other players that also have their mics on.
- 7 Once the player has picked their preferences, they hit submit to lock in their settings.
- 8 The user sees a confirmation screen after pressing submit.
- 9 This section contains general player stats such as K/D ratio of a teammate that the user is currently playing with. Users have mentioned that these are the stats they look for in other players.
- 10 This will show more stats of a teammate that a user is currently playing with.
- 11 Users can quickly add another player as a friend.





## Final Wireframes

- 12 Profile of the person you are rating
- 13 When rating a player the user will be able to choose what “Role” they think the player is most like. The user can choose from, Leader, Support, Sniper, Versatile, Executioner, and Scout. These roles were chosen based on user feedback.
- 14 When rating a player the user will be able to choose what “Trait” they think the player is most like. The user can choose from, Positive, Team Player, Fun, Comedian, Laidback, and Fearless. These traits were chosen based on user feedback.
- 15 Once the user is done selecting a “Role” and “Trait” the user can then submit it by pressing on the “Rate” button.
- 16 A button for players to report others.
- 17 Once the user submits their rating they will get a message that they have received and a certain amount of “Honor Points” and have the option to exit out or go to the store to spend their points.
- 18 When the user chooses to report a player they will get a prompt asking them to choose what they are reporting this player for. They can choose from offensive language, cheating, boosting, and offensive content. These report options are what users have said they report the most for.
- 19 Once the user submits their report they will get a prompt letting them know that their report is being reviewed and that Activision will take action if needed.





## Final Wireframes

At the top of the rewards shop page, the user is shown how many Honor Points they currently have. Honor Points are rewarded when the user rates another player. The points can be redeemed for items in the rewards store.

When a user goes to the rewards shop they can use their honor points to purchase rewards. They can choose from stickers, double XP, and player cards. Users have expressed that these are rewards that they would like to redeem for points.

When a user presses redeem, they will get an item page prompt showing them how many points they will be deducted and how many points they will have left once redeemed.

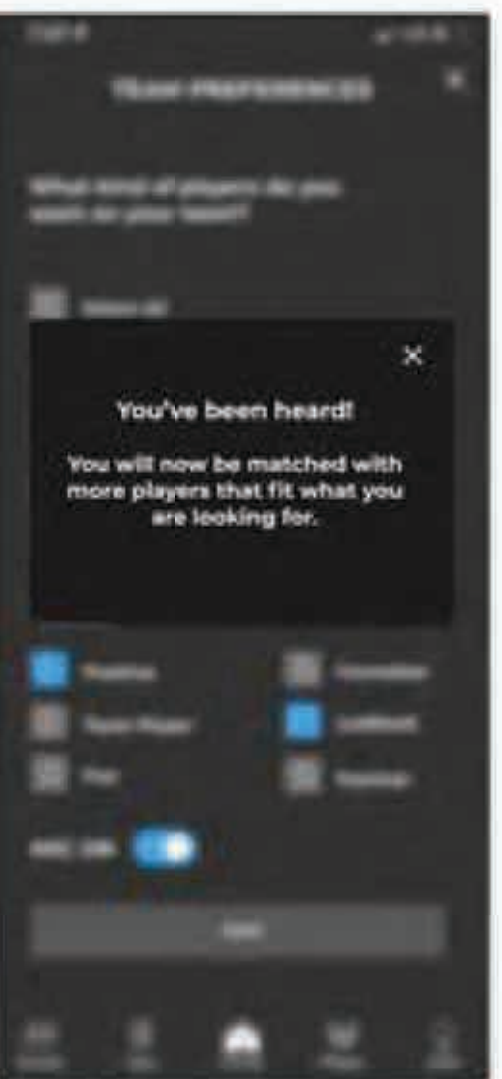
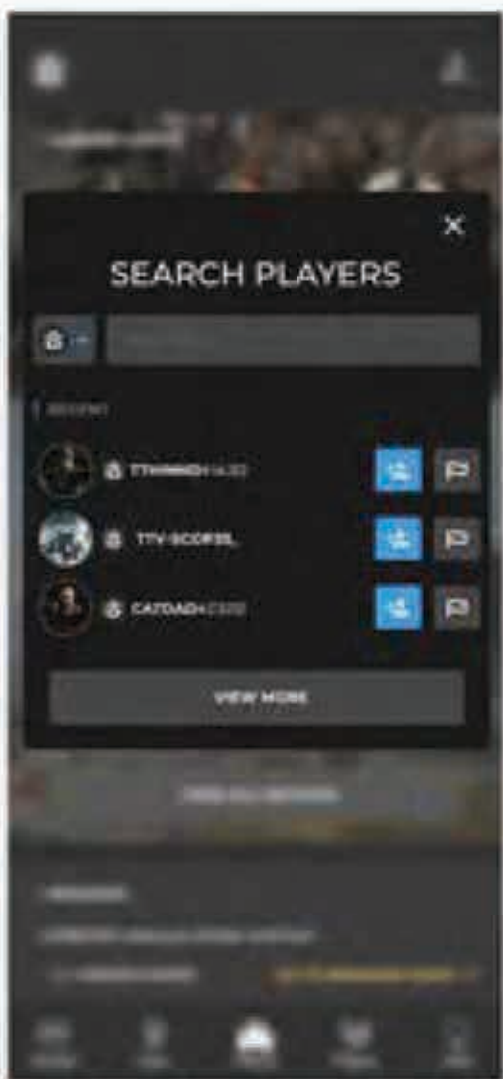
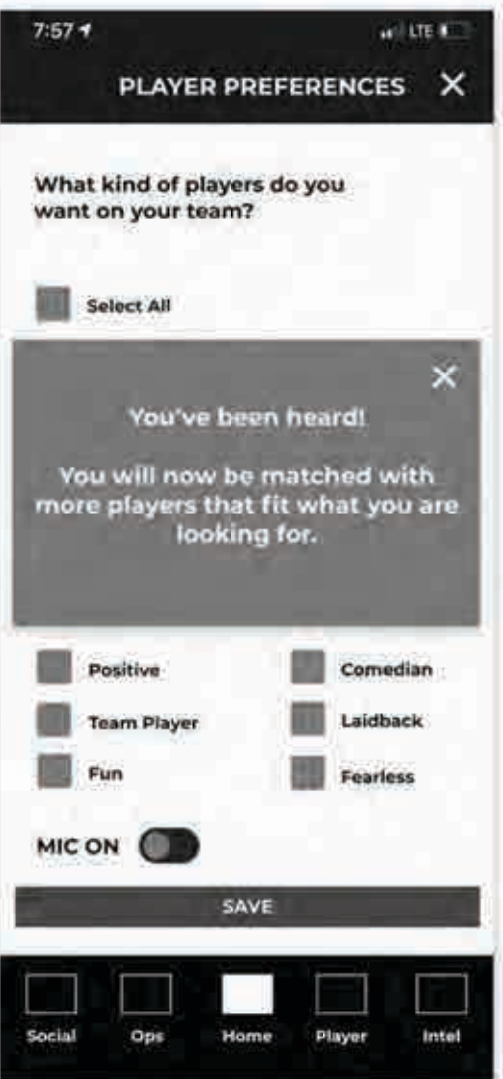
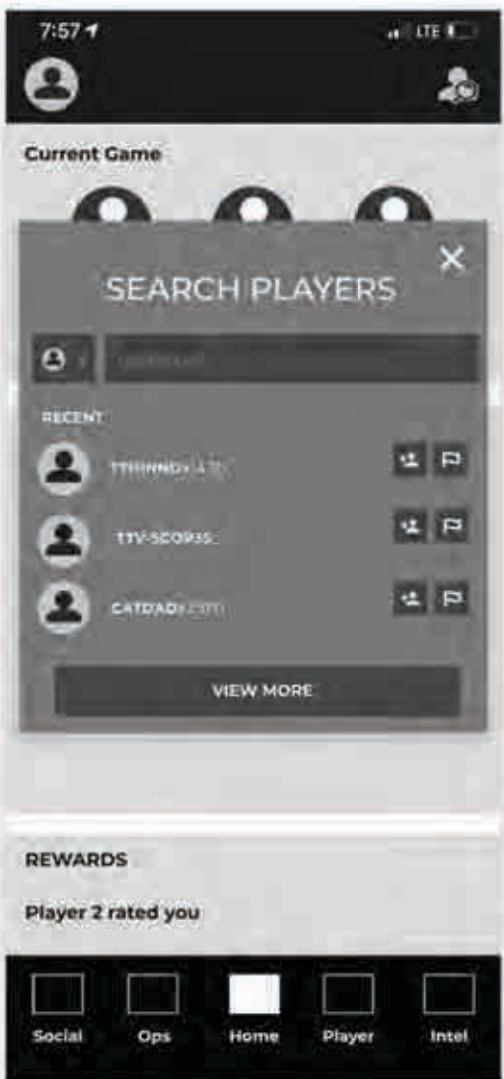
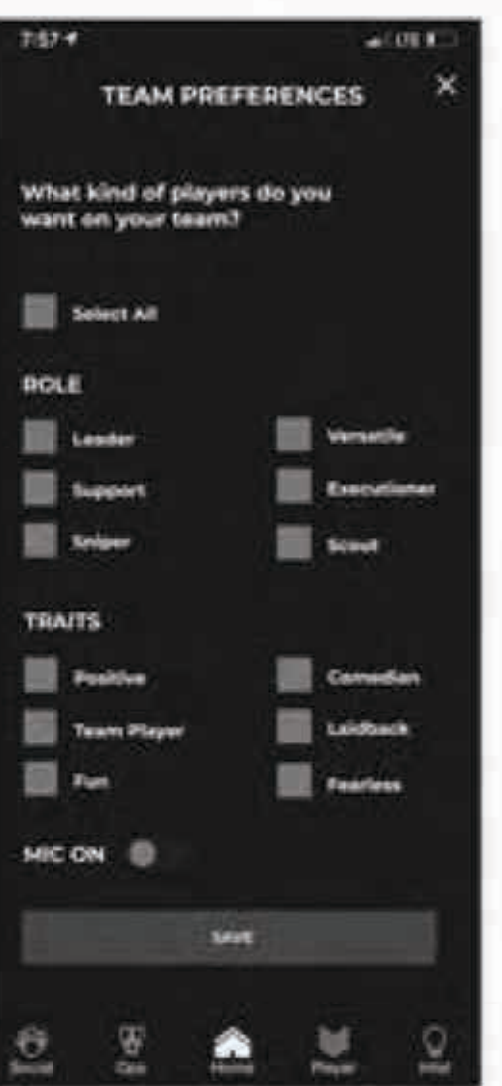
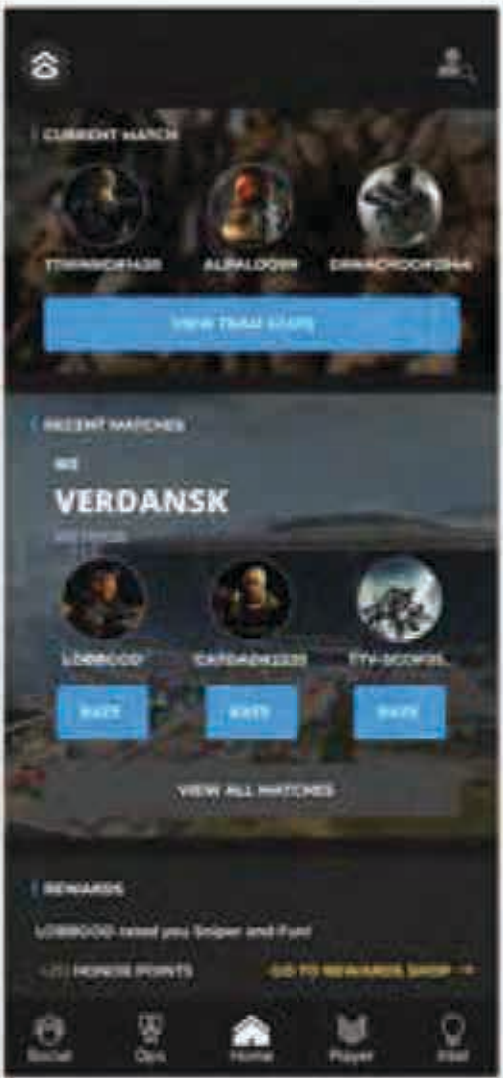
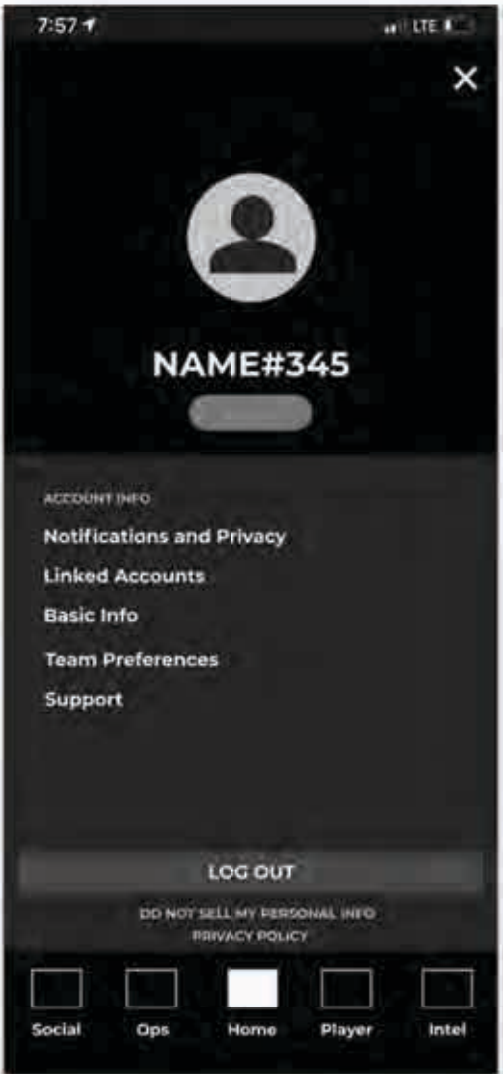
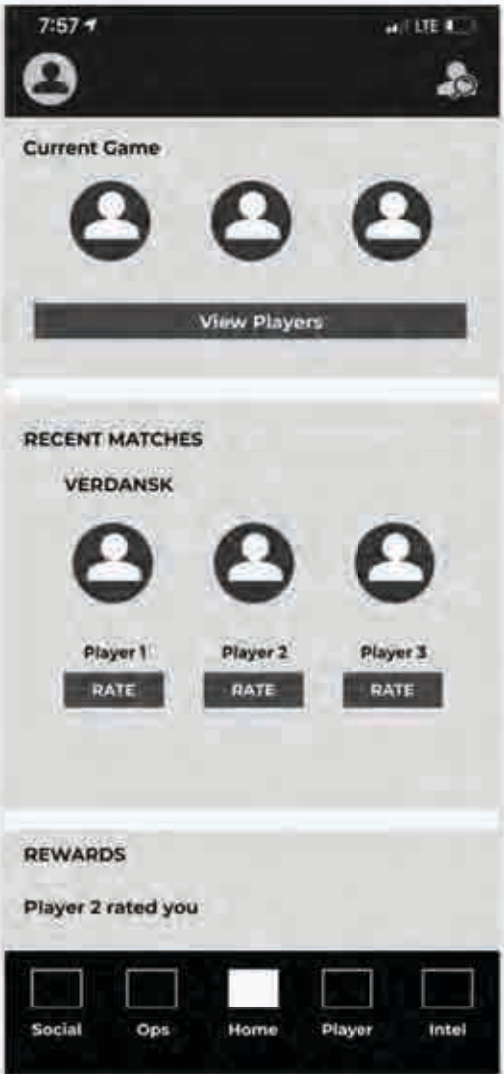
Once a user redeems they will get a “Thank You” prompt letting them know that their redeemed item is now available for use.

On the search page, the user can look up other players on the app, quickly add a player, and or report a player.

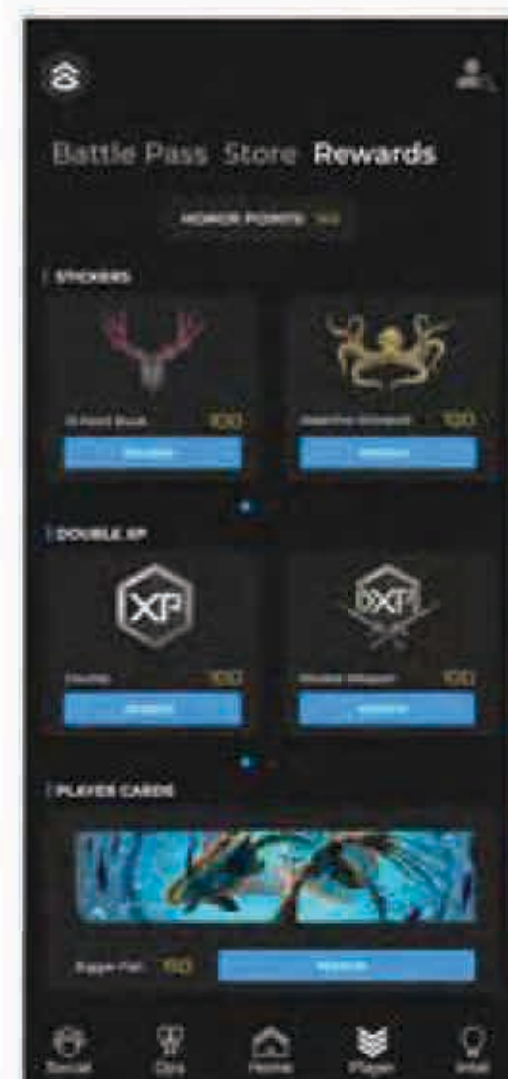
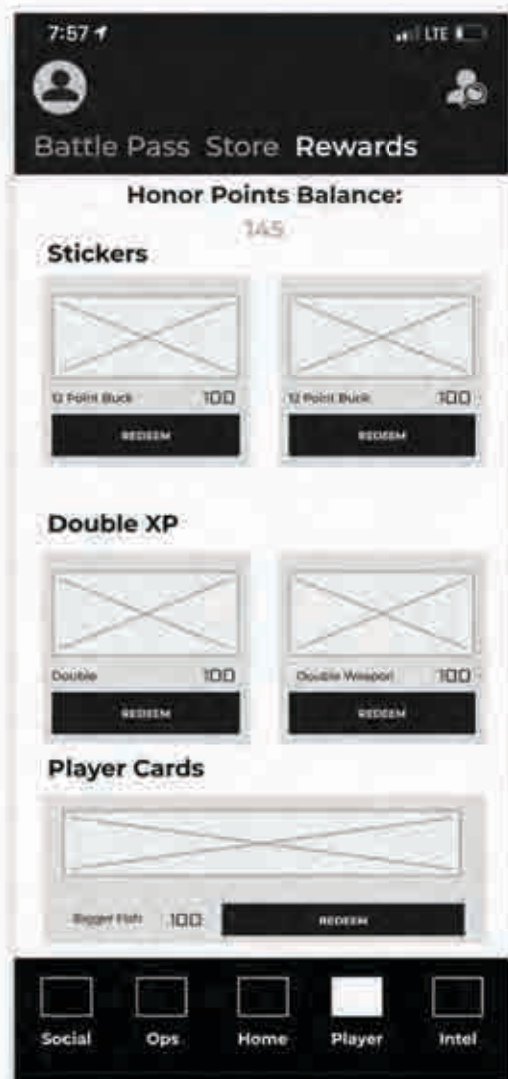
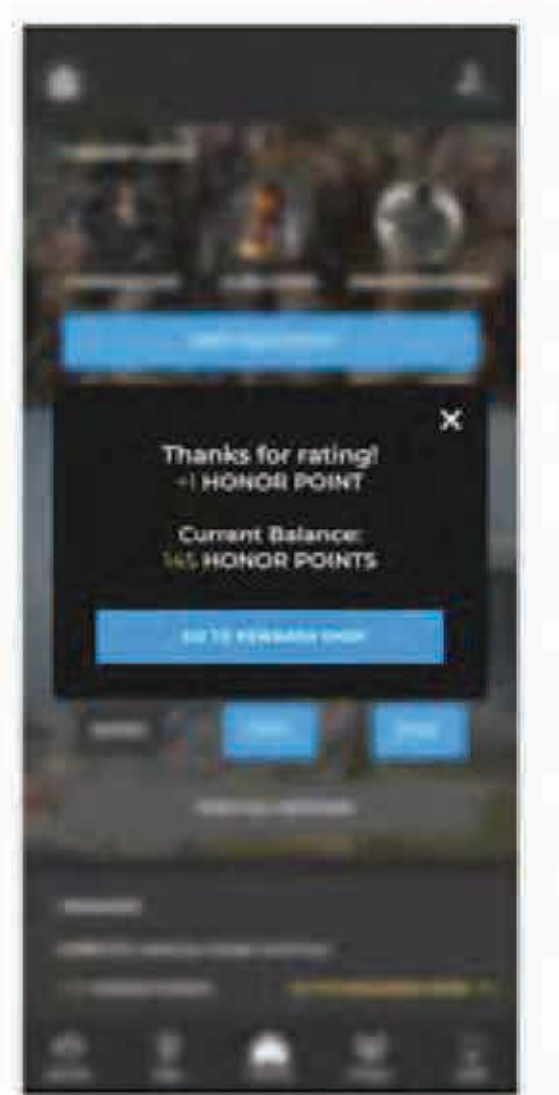
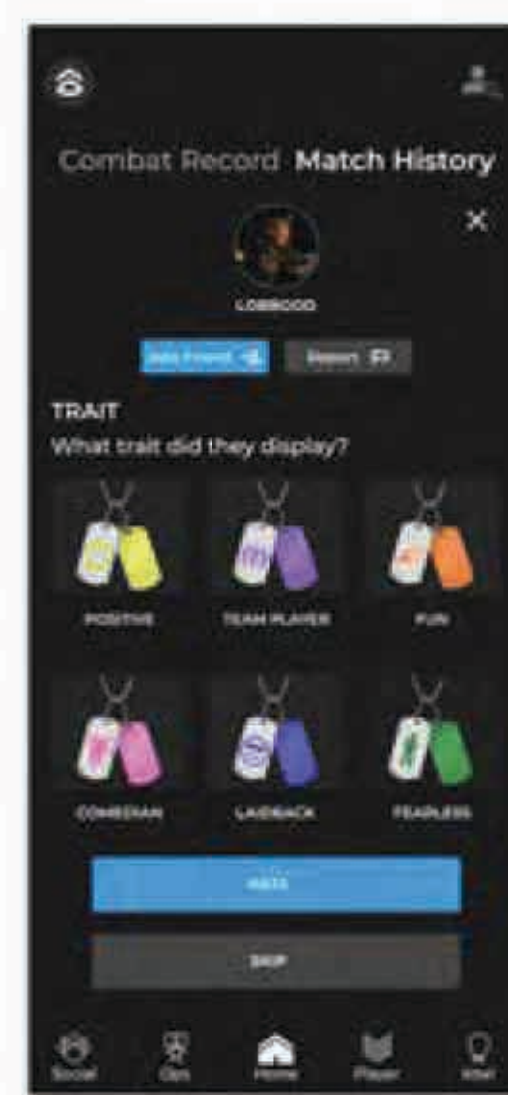
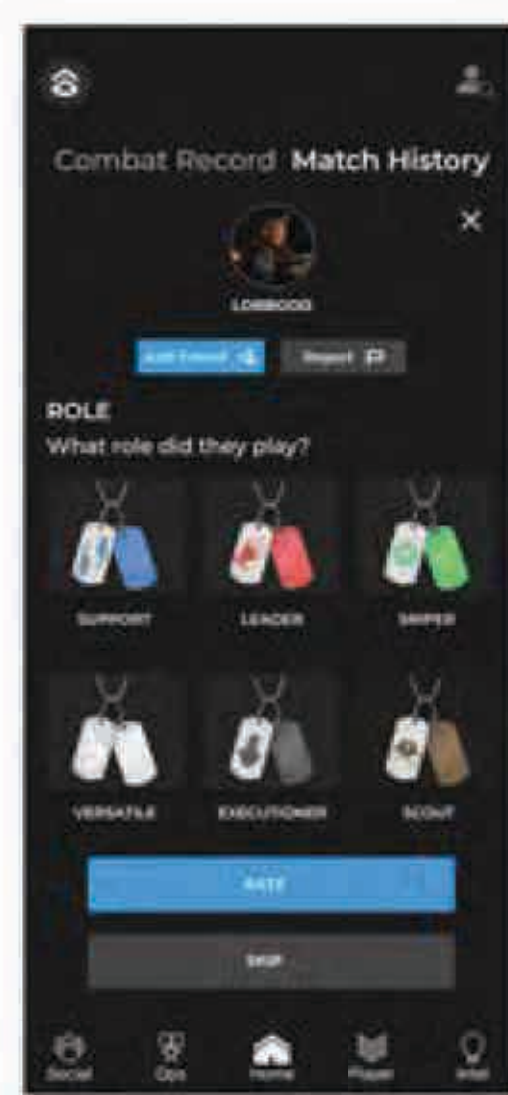
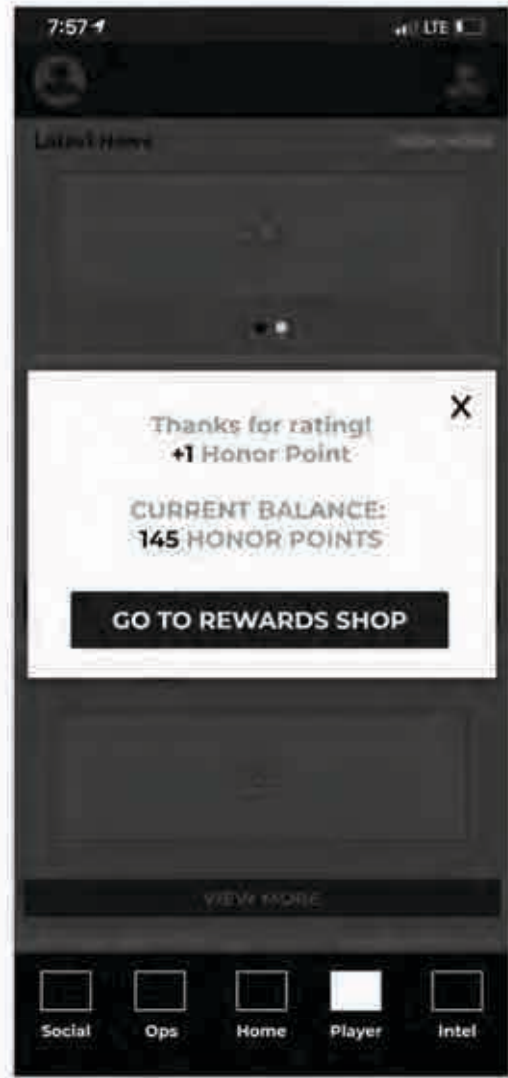
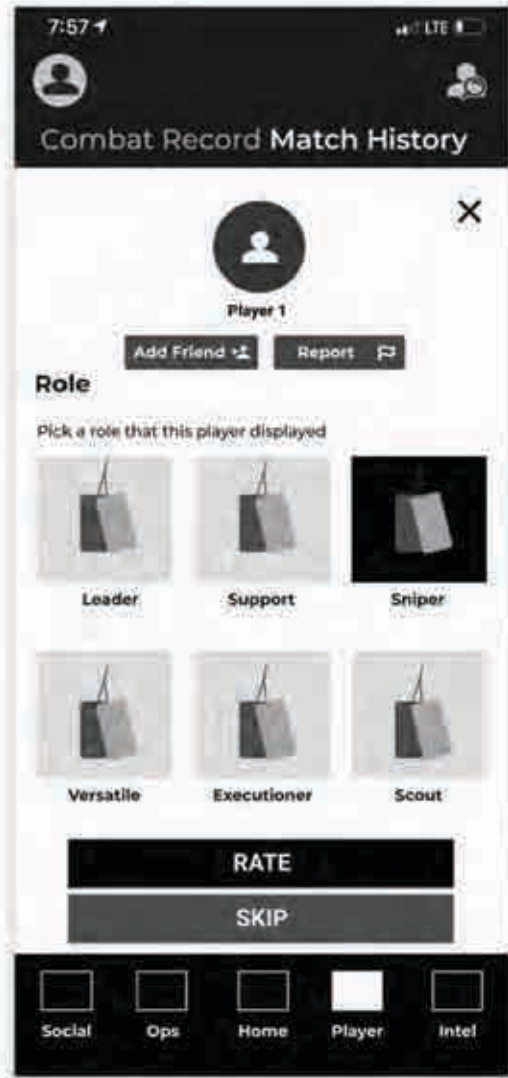




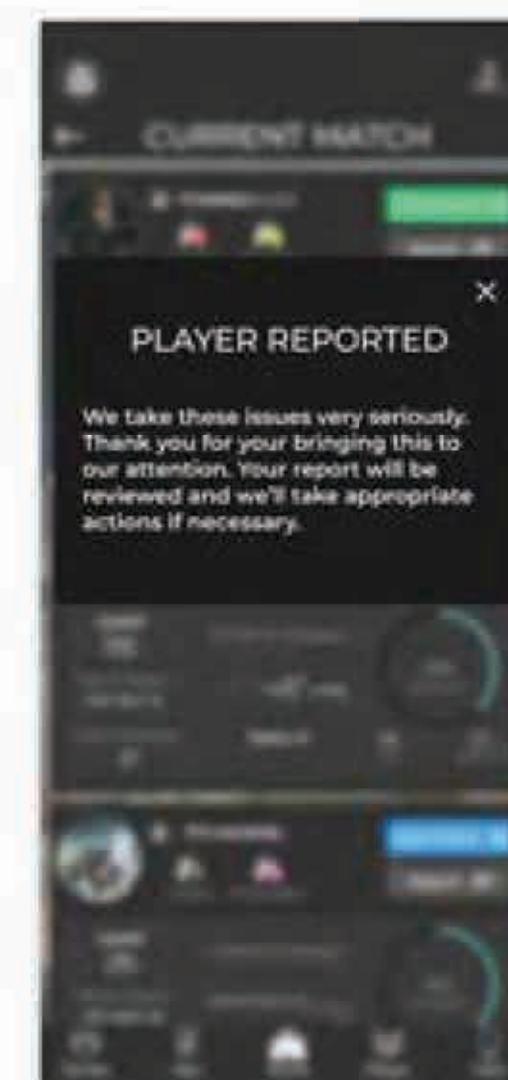
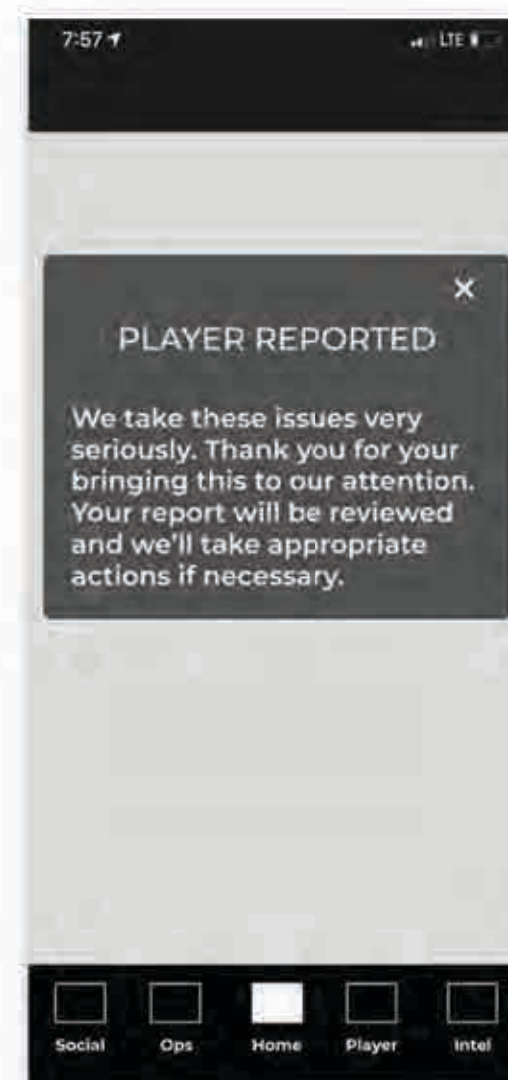
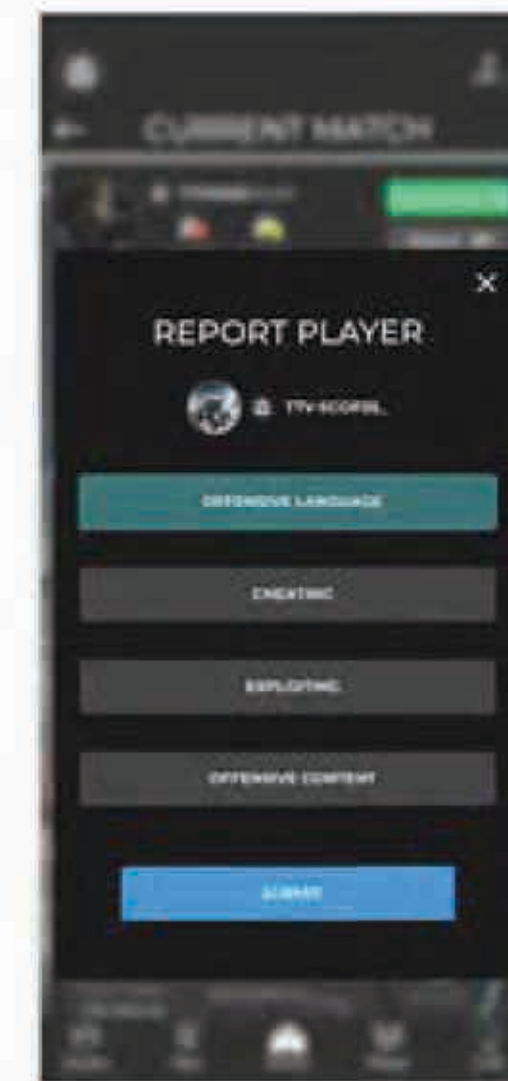
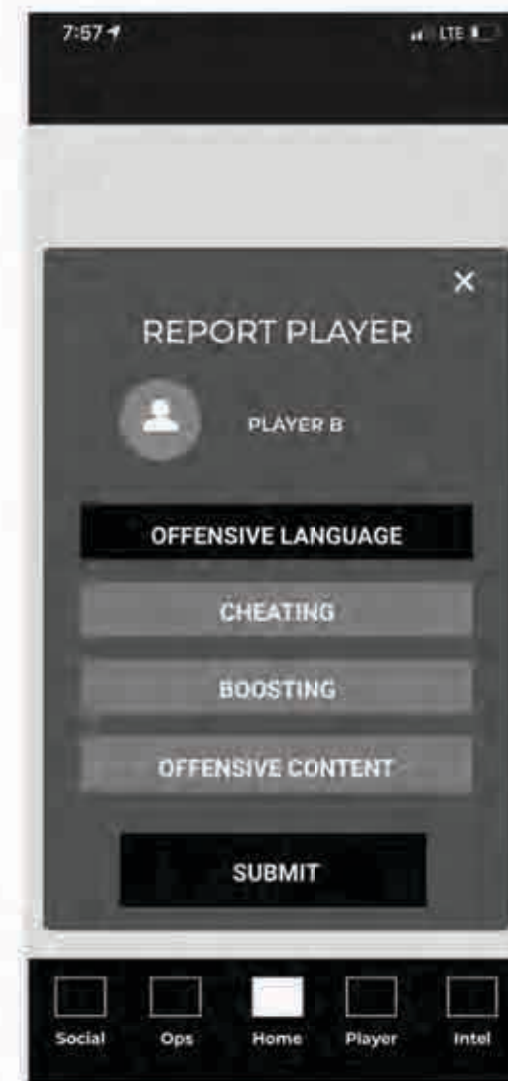
# Revised to Final Prototype











## Discoverability Issues

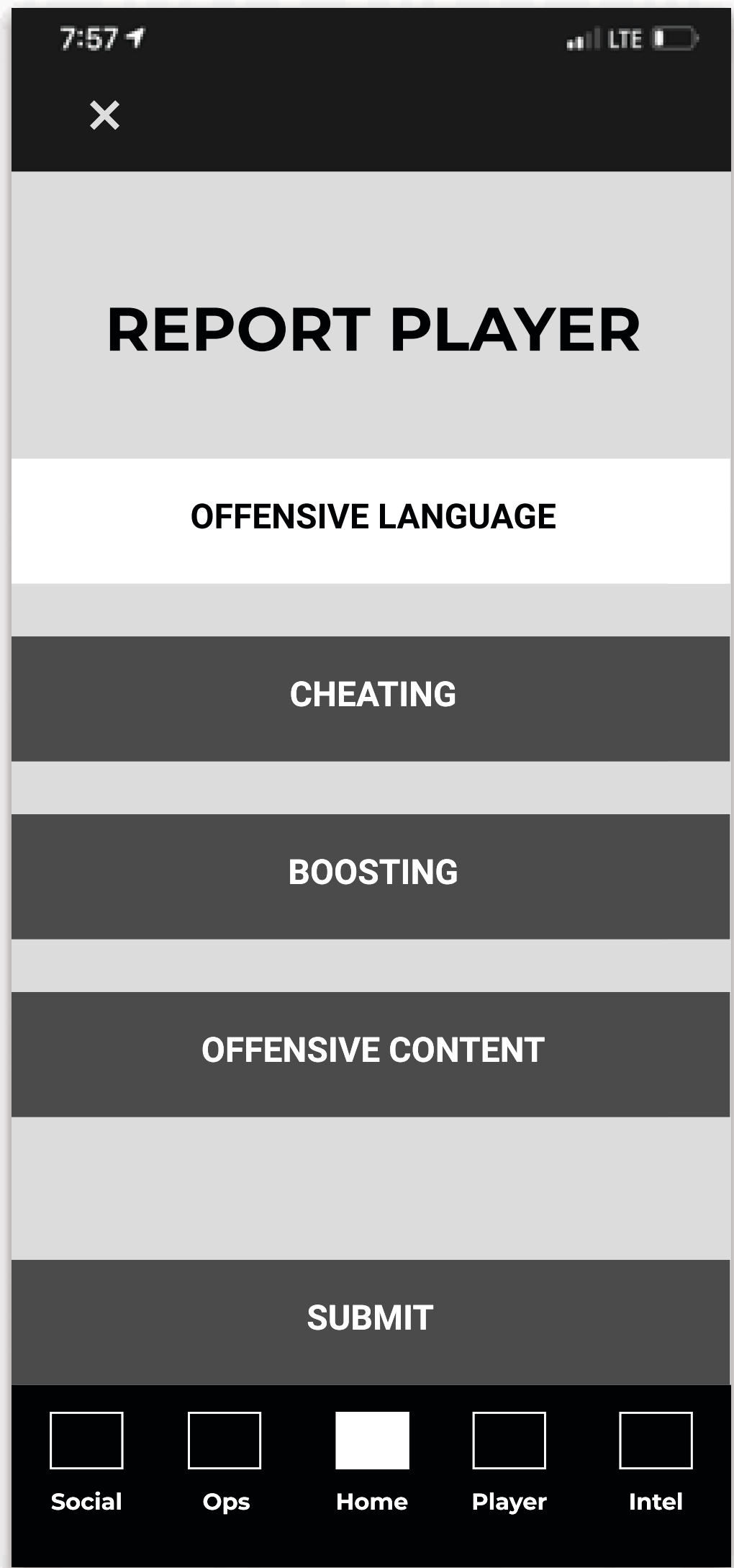
Users had some trouble navigating the prototype because certain buttons and actions weren't visible or distinct enough.

### Next Button

The buttons at the bottom that allow the users to move to the next page blended with the nav bar. We made these buttons more distinct and added some padding so that it's easier to find.

### Exit Button

We moved the exit buttons to the right side of the screen instead of the left because users felt that it's more intuitive.





# Choice of Wording

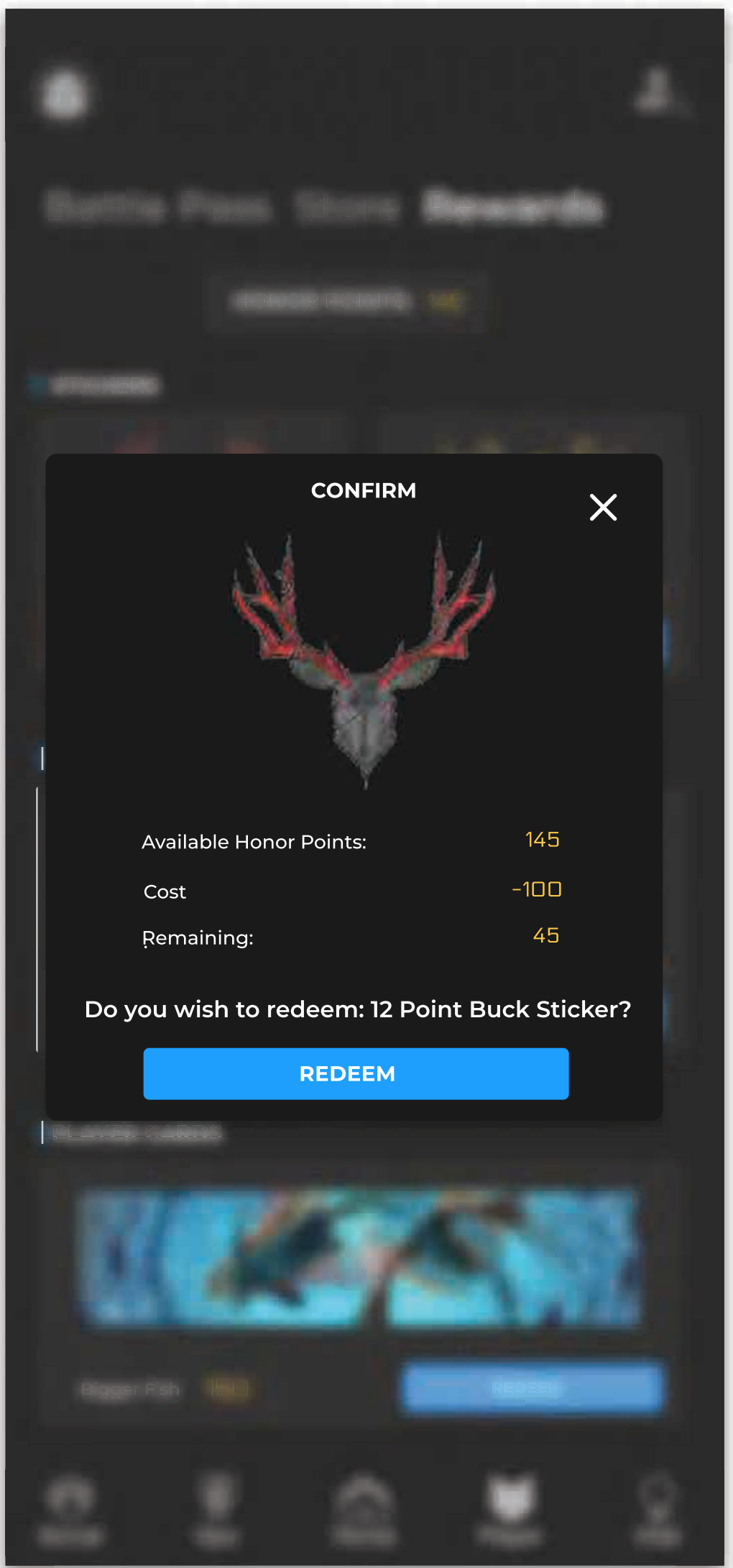
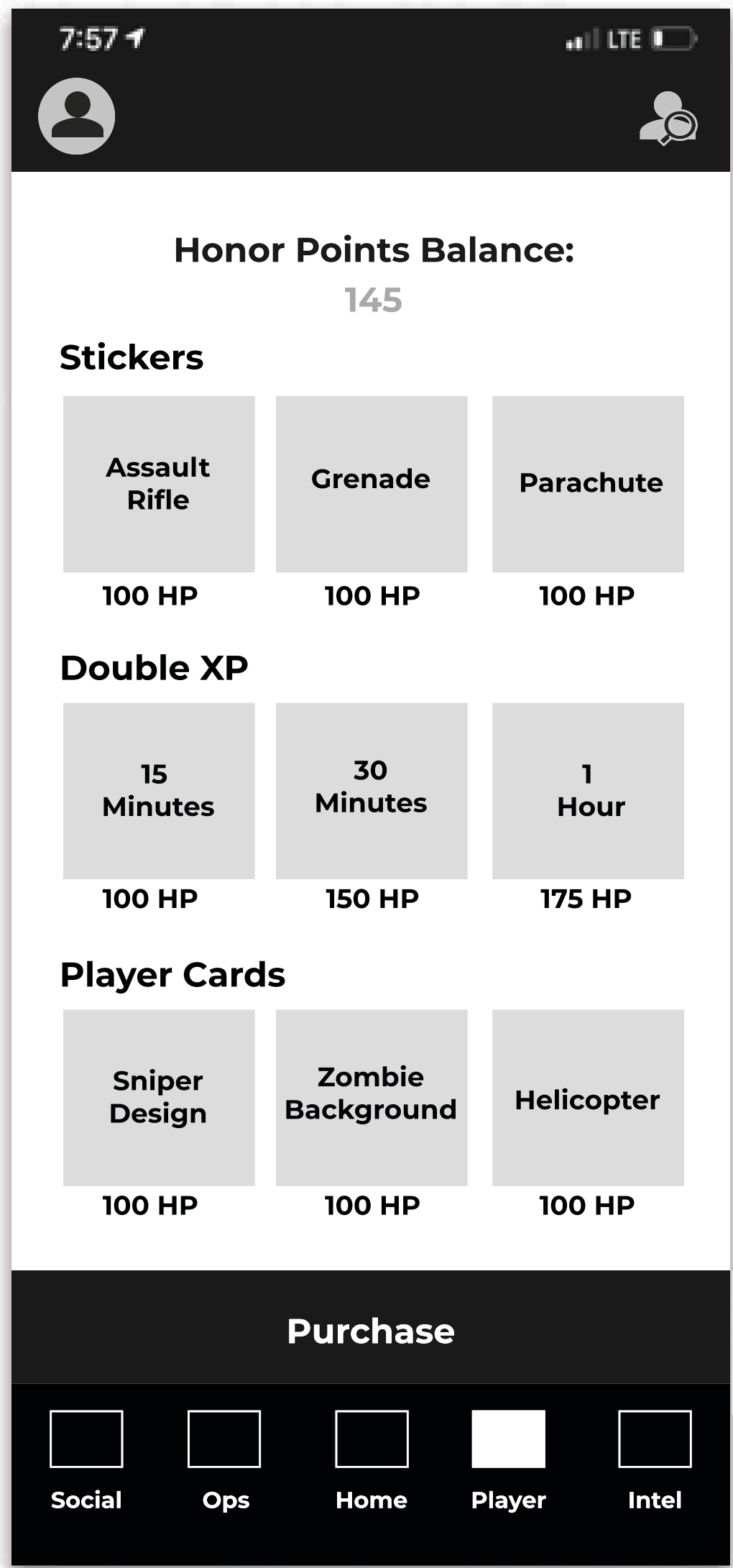
Some of the terminology we used caused some confusion for users.

## Specific Action Buttons

We made some action buttons more specific and clear so that users know exactly what action they are performing. We changed Next to Rate and Purchase to Redeem.

## Familiarity

Users weren't familiar with certain terms (e.g. Boosting, SPM).



# Acknowledgement

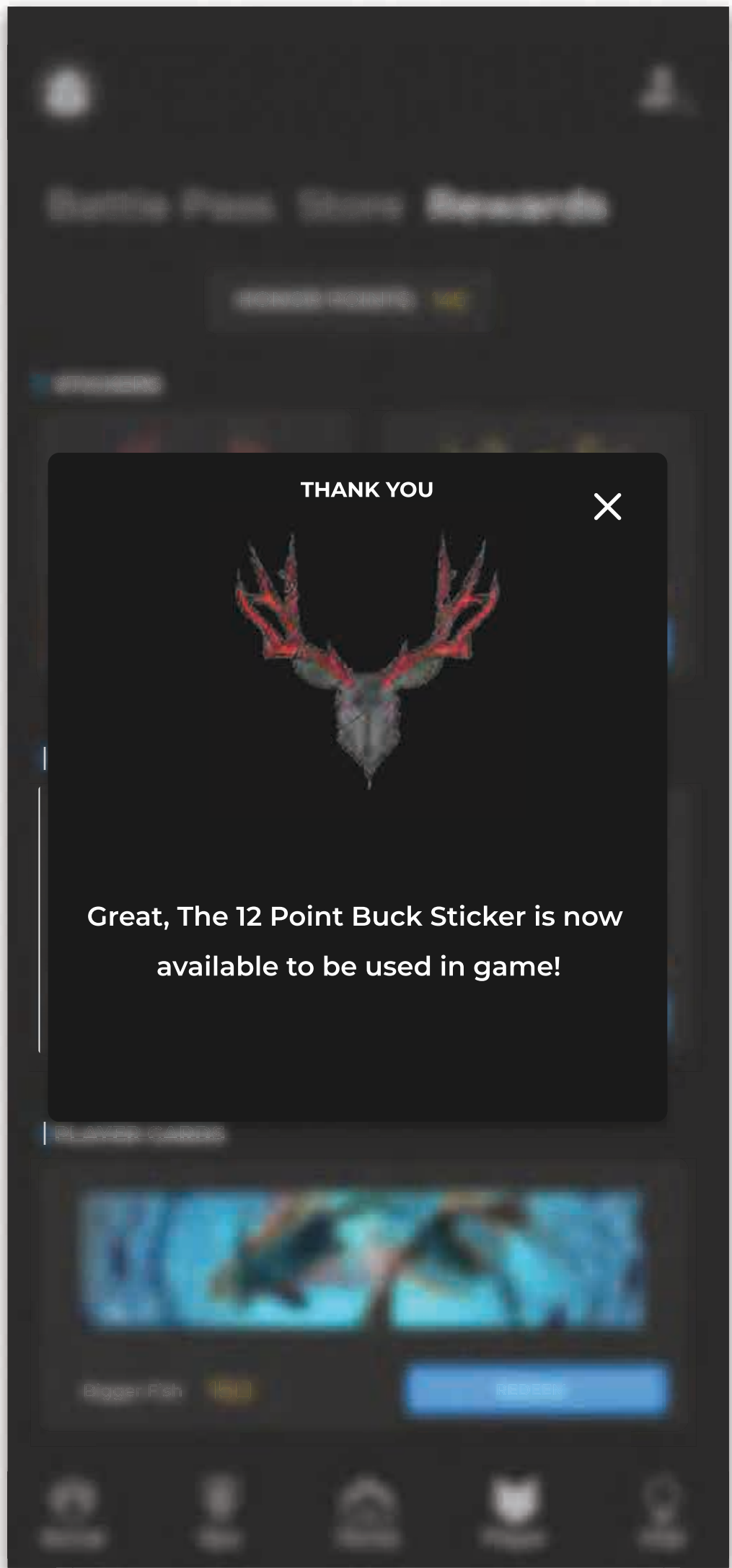
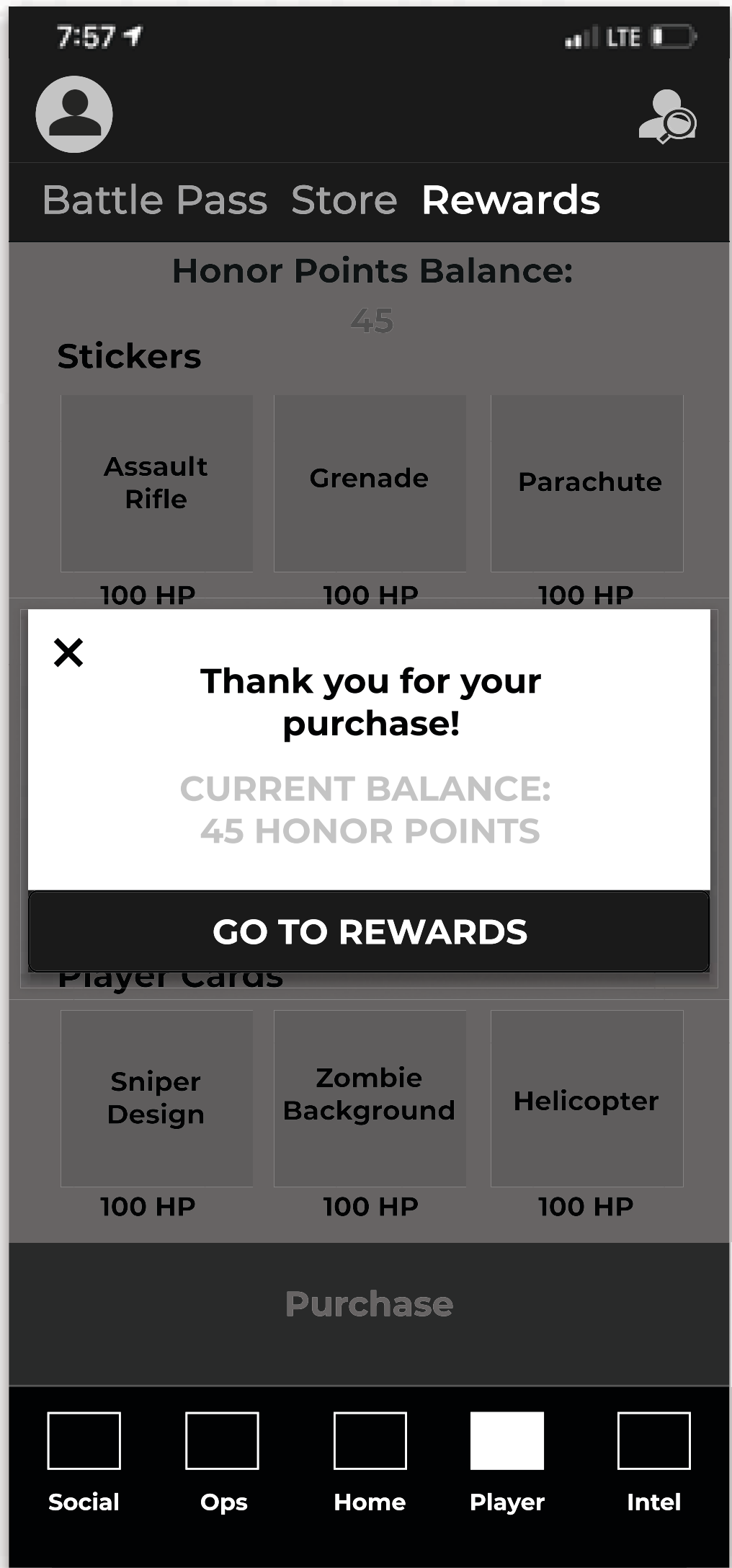
Users want a confirmation and feedback for certain actions that they perform.

## Reporting

Users want an assurance that when they report someone, they won't get matched with them again.

## Rewards

A user pointed out that there weren't directions after redeeming a reward about where to access the item.





# Reflections

## Combining Concepts

We merged separate ideas into a unified solution that addresses multiple pain points and adheres to the constraints that Activision set for us.

## Seamless Integration

Our solution fits neatly into the current version of the COD Companion app. Instead of reinventing the wheel, we added features that enhance social engagement without overhauling the entire app.

## Front and Center

We intentionally placed our features to be accessible on the home page to guide the user while stressing the social aspect of the app. This gives a clear indication about what the app is about by focusing on key social interactions.

## Feature Creep

Instead of tackling one main idea, we opted for a system that consists of many moving parts and functionalities. This lack of focus on a central concept may have added unnecessary complexity and prevented a deep dive into a single topic.

## Technical Constraints

Many of the features of our prototype require some communication between the companion app and the actual game that we have yet to address. Having a better understanding of these mechanics will allow for a more optimal design.

## Discovery and Onboarding

We missed out on the opportunity to onboard users to new concepts and features. Introducing these new ideas such as Honor Points and Dog Tags without proper explanation may have caused confusion for users.

Team Google Drive

Shared with me > 03_SHARED ACTIVISION	
Name	↑
📁	00_MIDTERM PROJECTS
📁	01_TEAM FOLDER
📁	02_NOTES
📁	03_SITE MAP
📁	04_NARRATIVE
📁	05_WIREFLOWS
📁	06_FEATURE MATRIX
📁	07_CONTENT STRATEGY GUIDE
📁	08_WIREFRAMES
📁	09_TESTING
📁	10_CARD SORT
📁	11_USABILITY TESTS
📁	11.1_USABILITY FLASH REPORTS
📁	12_FINAL PRESENTATION

Notion Roadmap

 <h1>Activision Weekly Roadmap</h1> <p>Weekly assignments and deliverables.</p>		
By Status ▾		
Properties Group by Stat		
Not Started 0	...	In Progress 0
...	...	Complete 🚀 0
+ New		+ New

Personas

<p><b>Mark</b></p>  <p>"It would be nice to meet new friends and know why I'm friends with them"</p> <p>Age: 22 Occupation: Warehouse Location: Los Angeles, CA</p> <p><b>Motivations</b></p> <ul style="list-style-type: none"><li>• Finding like-minded people to play with</li><li>• Making friends with other players</li><li>• Cares about playing with other skillful players</li><li>• Have a lot of fun while playing</li></ul> <p><b>Behaviors</b></p> <ul style="list-style-type: none"><li>• Plays and communicates with random people through voice chat</li><li>• Sends friend requests to players he has a good match with</li></ul> <p><b>Other Products They Use</b></p> <ul style="list-style-type: none"><li>• League of Legends</li><li>• Overwatch</li><li>• COD</li></ul> <p><b>Type of User</b></p> <ul style="list-style-type: none"><li>• Cares more about having fun rather than winning</li><li>• Prefers to play game with other people rather than by himself</li></ul> <p><b>Goals</b></p> <ul style="list-style-type: none"><li>• Make new friends online</li><li>• Find a tribe he can be a part of</li><li>• Have great communication with team during game</li></ul> <p><b>Needs/Painpoints</b></p> <ul style="list-style-type: none"><li>• Hard to find people you can get along with</li><li>• Wishes you can know what role people were good at playing</li><li>• Doesn't have many real life friends to play with</li><li>• Runs into a lot of toxic players</li></ul>	<p><b>Jasmine</b></p>  <p>"Being a female gamer is not for the faint of heart"</p> <p>Age: 22 Occupation: Student Location: Los Angeles, CA</p> <p><b>Motivations</b></p> <ul style="list-style-type: none"><li>• Competitive matches, getting kills with friends</li><li>• Making friends with other players</li><li>• Cares about playing with other skillful players</li></ul> <p><b>Behaviors</b></p> <ul style="list-style-type: none"><li>• Musing other players due to harassment</li><li>• Being plays video games being better than toxic player/killing them in-game</li></ul> <p><b>Other Products They Use</b></p> <ul style="list-style-type: none"><li>• Halo</li><li>• CS:GO</li><li>• Valorant</li></ul> <p><b>Type of User</b></p> <ul style="list-style-type: none"><li>• Competitive gamer, cares about stats and winning</li></ul> <p><b>Goals</b></p> <ul style="list-style-type: none"><li>• Finding a community to play with</li><li>• Playing with nontoxic players</li></ul> <p><b>Needs/Painpoints</b></p> <ul style="list-style-type: none"><li>• Constantly encountering toxic players</li><li>• Difficulty finding other quality players to play with</li></ul>
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Deliverables

Feature Matrix	Storyboards	Card Sort
Content Tonality Brief	Wireflows	Usability Flash Reports
Site Map	Wireframes	High Fidelity Prototype