COMPANION **TAGS**
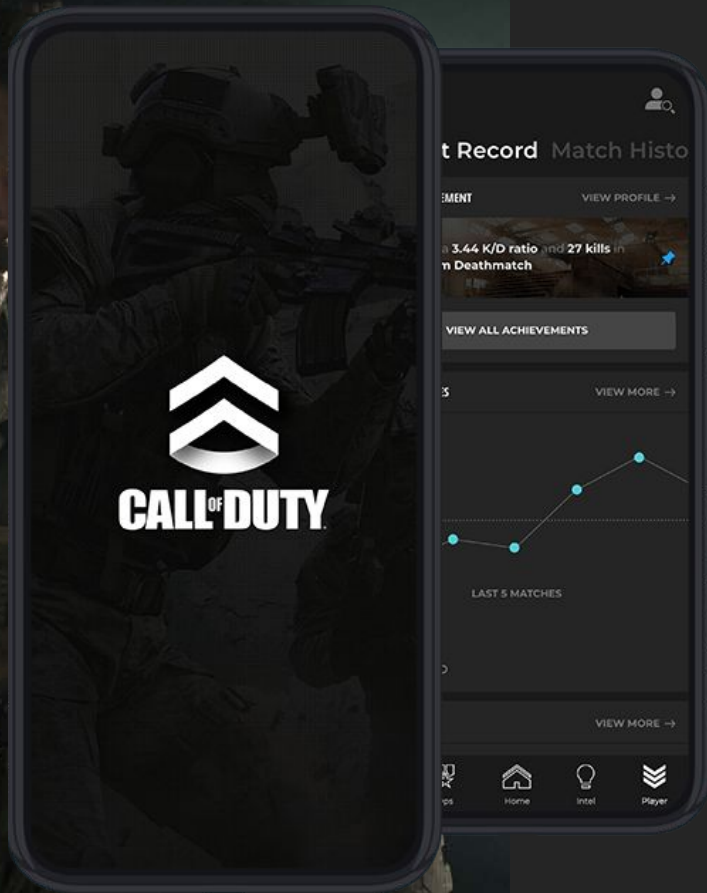
A New Vision for Squads

By Andrew Hemnes, Armel Patanian, Casey Montz, Gaby Castro, Julia Engfer, Omzee Pitchford

Table of Contents

Challenge

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?

Our Team

Gaby Castro

UI/UX Design
Wireframes
Prototype
Usability Testing

Julia Engfer

Project Manager
Usability Testing
Wireflows

Andrew Hemnes

Usability Testing
Conceptualizing
Note Taking
Wireframes

Casey Montz

Usability Testing
Prototyping
Case Study

Armel Patanian

Usability Testing
UI/UX Design
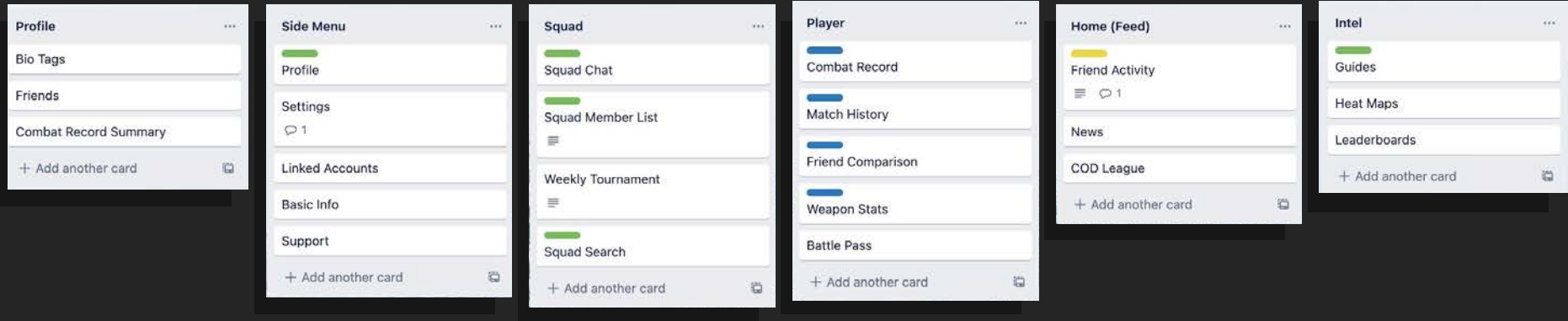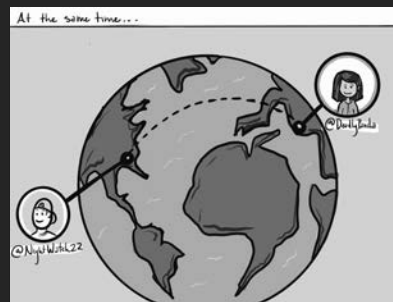Site Map
Wireframes
Prototyping

Omzee Pitchford

UX Research
UI Design
Sitemap
Wireframes

Card Sort

Through the card sort exercise we were able to tactically rearrange the **information architecture** of the app. By making the new squads feature more prominent we hope to increase **players' engagement with other players** and consequently with the game.

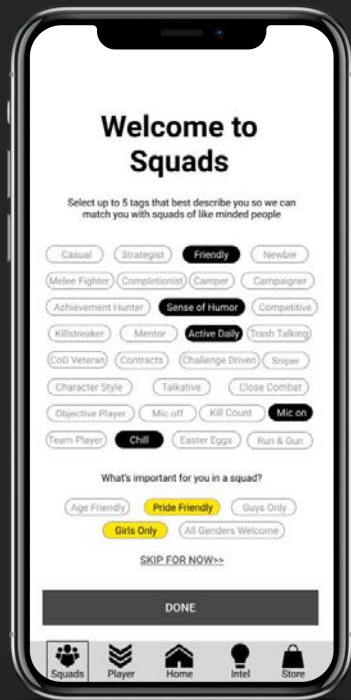| Profile ...	Side Menu ...	Squad ...	Player ...	Home (Feed) ...	Intel ...
Bio Tags	▬ Profile	▬ Squad Chat	▬ Combat Record	▬ Friend Activity ☰ 💬 1	▬ Guides
Friends	Settings 💬 1	▬ Squad Member List ☰	▬ Match History	News	Heat Maps
Combat Record Summary	Linked Accounts	Weekly Tournament ☰	▬ Friend Comparison	COD League	Leaderboards
+ Add another card	Basic Info	▬ Squad Search	▬ Weapon Stats	+ Add another card	+ Add another card
	Support	+ Add another card	Battle Pass		
	+ Add another card		+ Add another card		

Storyboard

Drawing out the storyboard of our player's journey allowed us to **understand the flow of the player** through the new feature/scenario we have created.

This step enabled us to have a clear idea of **how the players would interact with the product**.

Scenario 1

The player joins the app for the first time, selects their **profile tags**, looks for and requests to join a **private squad**.
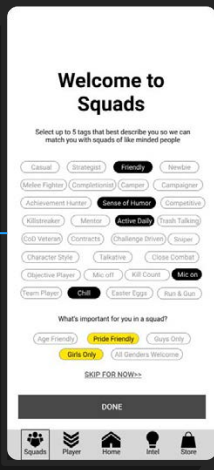
Welcome to Squads

Select up to 5 tags that best describe you so we can match you with squads of like minded people

Casual · Strategist · Friendly · Newbie
Melee Fighter · Completionist · Camper · Campaigner
Achievement Hunter · Sense of Humor · Competitive
Killstreaker · Mentor · Active Daily · Trash Talking
CoD Veteran · Contracts · Challenge Driven · Sniper
Character Style · Talkative · Close Combat
Objective Player · Mic off · Kill Count · Mic on
Team Player · Chill · Easter Eggs · Run & Gun

What's important for you in a squad?

Age Friendly · Pride Friendly · Guys Only
Girls Only · All Genders Welcome

SKIP FOR NOW>>

DONE

Squads · Player · Home · Intel · Store

Scenario 2

A squad leader searches for new members and **sends them an invite to join their squad.**

Search Results
350 Players
09/20 spots remaining

BearClaw
Mic On · Friendly · Chill · Active Daily
Sense of Humor · Pride Friendly

DragonMob43
Mic On · Friendly · Sniper
Sense of Humor · Newbie

PeddlePower
Mic On · Friendly · Active Daily
Chill · Sense of Humor

tigerattack
Mic On · Friendly · Active Daily
Chill · Sense of Humor

urbansoda
Chill · Friendly · Active Daily
Competitive · Close Combat

HTDRETYH7789

VIEW SELECTIONS

Feature Prioritization
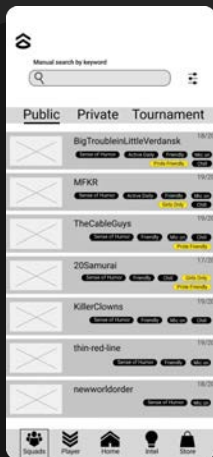
Tags

Players will be able to personalize their profile to better help find / select a squad that fits the player.

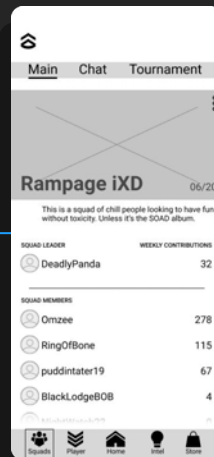## In-Squad Actions

Players will now be able to chat with in-squad members. As a squad leader, players can edit more to personalize their squad.

Squad Search

When searching for different squads, players can find private or public squads, as well as the squad's tags

Personalized Squad

When needing to add players, Squad Leaders can find a specific player type to add a well mesh squad team.
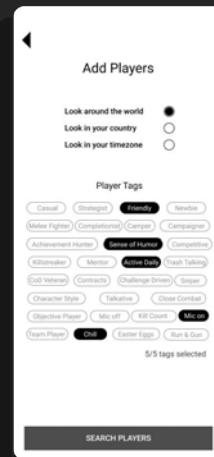
Wireflows

Scenario 1

The player joins the app for the first time, selects their profile tags, looks for and requests to join a private squad.

The new player clicks on squads and is greeted with a welcome message which prompts them to complete their personal profile tags.

After selecting tags relevant to them they then click on done.

The player is introduced with a list of squads with the same tags as them. The player is able to click on a squad to view more of the squad's information and request to join.

Once the player is accepted to the squad they are able to chat with other squad members and follow the weekly tournament.

Wireflows

Scenario 2

Squad leader searches for new members and invites players to their squad.
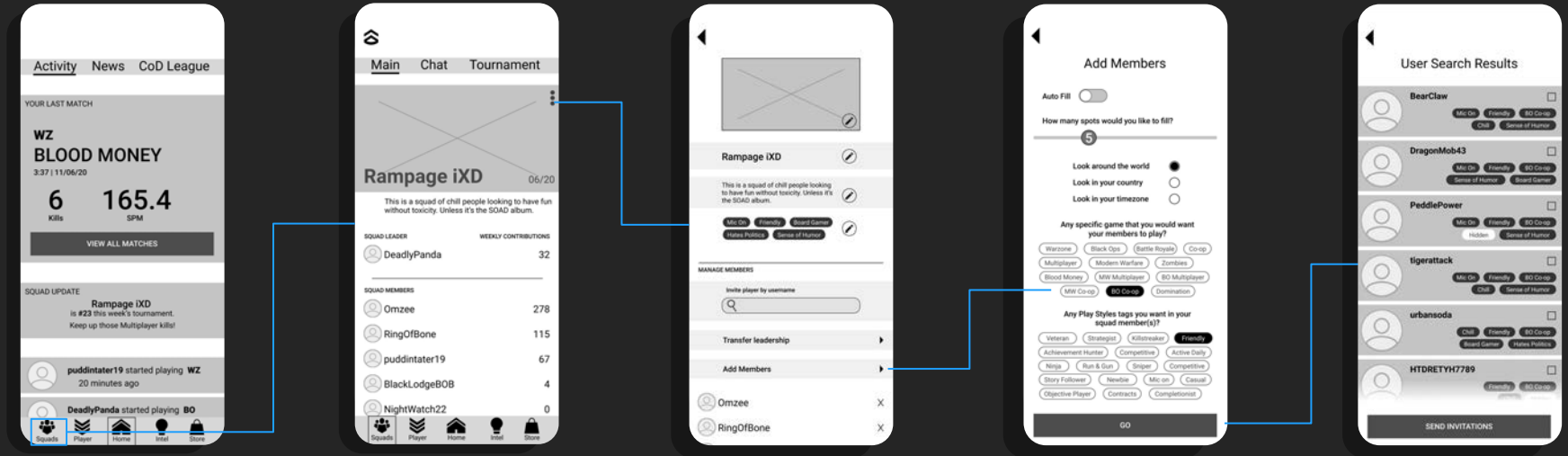

Through the squad menu button, the squad leader can access a list of all squad members, chat with them, and follow the weekly tournaments.

Tapping the ellipsis at the top right brings up the squad options screen which allows the squad leader to edit their squad and also search for players to invite to their squad.

The squad leader can specify what type of players they want to invite to their squad. Once they press go they will see a list of players they can select from to send an invitation.

Usability Results
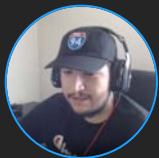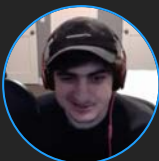
Enrique M.

Frequent Companion App user

"I want to find people that I want to play with. Not, not play with."
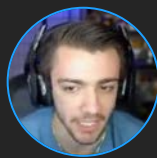
Cameron J.

Casual Companion App user

"I would want to know more about the player like their stats or what they play."
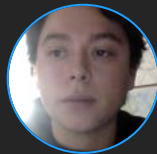
Jordan W.

Casual Companion App user

"I just get really toxic when I play Call of Duty."

Hector E.

Surface-level Companion App user

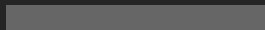"This feels repetitive. I asked to join and then I asked to join again. "

Jacob M.

Surface-level Companion App user

"I'm personally more interest in what game modes they play and what kind of players they are. I don't care if they like politics or not."
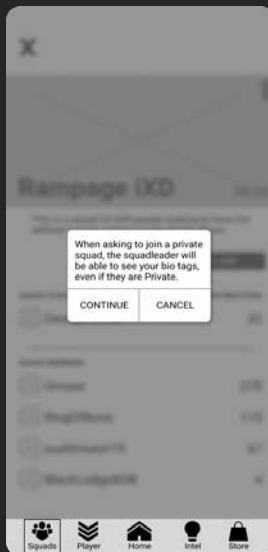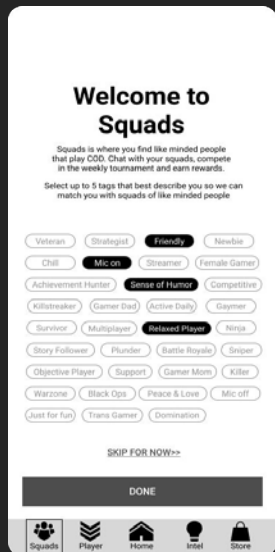
Frequent

Casual

Surface Level

Wireframes

Scenario 1
Join Squad / Personal Tags

The player joins the app for the first time, select their personal tags, looks for and applies to join a private squad.

After player testing we discovered that **personal tags** that were not relevant to the Call of Duty, were not useful to the players. Also found that **hidden tags** were confusing and had no use for players.

"I'm personally more interested in what game modes they play and what kind of players they are. I don't care if they like politics or not."

Solution

Because personal tags were not used by players we decided to get rid of them completely and by doing that we no longer had the need to have hidden tags.
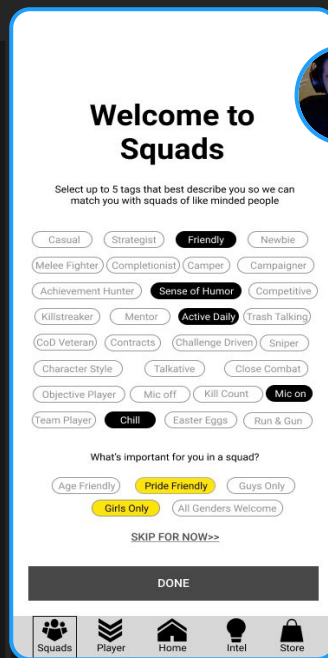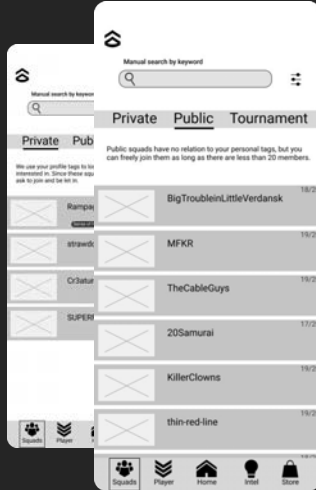
Wireframes

Scenario 1
Join Squad / Personal Tags

The player joins the app for the first time, select their personal tags, looks for and applies to join a private squad.

After testing players, we come to realize that players would want to see tags from both **Public pages** as well as **Private pages**.
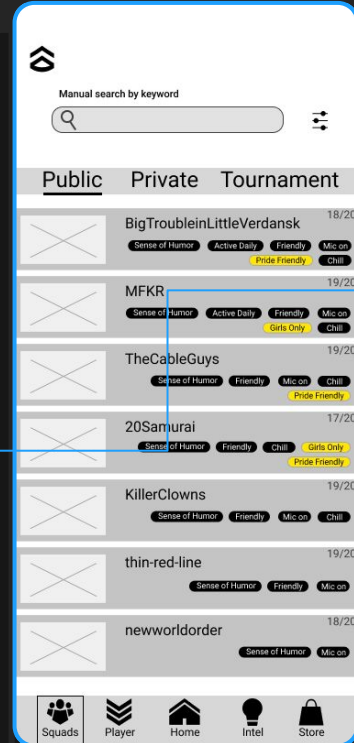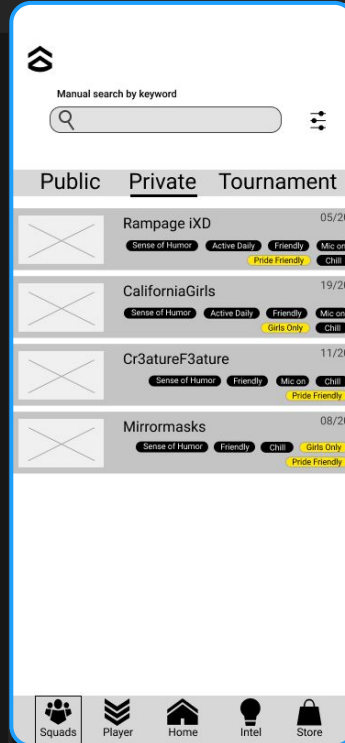
Solution

Since players wanted to see more information on Public Squad as well as Private ones, We added them to each squad on **both pages**, including tags that important to squads.

Wireframes

Scenario 2
Squad Leader / Add Player

A squad leader searches for new members and send them an Invite to join their squad.

Auto Fill Squad

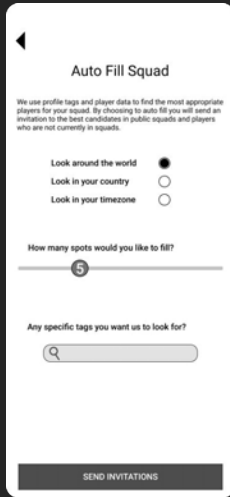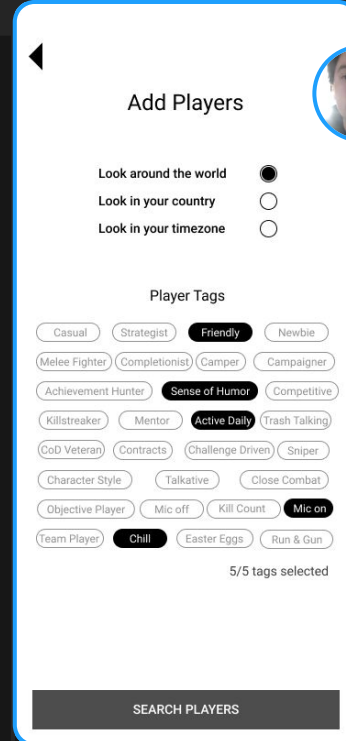We use profile tags and player data to find the most appropriate players for your squad. By choosing to auto fill you will send an invitation to the best candidates in public squads and players who are not currently in squads.

- Look around the world ●
- Look in your country ○
- Look in your timezone ○

How many spots would you like to fill?

5

Any specific tags you want us to look for?

🔍

SEND INVITATIONS

Players found this page confusing with just **a bar and location of players**. Players wanted more explanation to this page and what their **next action** was.

◀ Add Players

- Look around the world ●
- Look in your country ○
- Look in your timezone ○

Player Tags

Casual · Strategist · **Friendly** · Newbie
Melee Fighter · Completionist · Camper · Campaigner
Achievement Hunter · **Sense of Humor** · Competitive
Killstreaker · Mentor · **Active Daily** · Trash Talking
CoD Veteran · Contracts · Challenge Driven · Sniper
Character Style · Talkative · Close Combat
Objective Player · Mic off · Kill Count · **Mic on**
Team Player · **Chill** · Easter Eggs · Run & Gun

5/5 tags selected

SEARCH PLAYERS

"I like how I am able to find new people that like the same things I like, and **play the way I do**"

Solution

To make it easier for player to know what is going on, we had a more indepth of what kind of player you want by **adding tags** to find a specific style of player. We took the number of players out because now when you search players the player will see a list of players you can request to join.
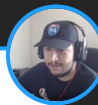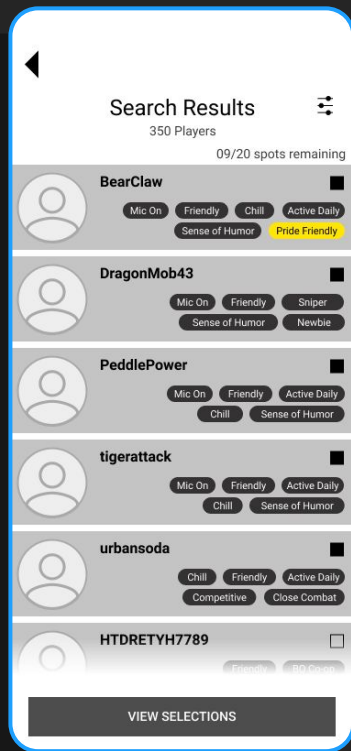
Wireframes

Scenario 2
Squad Leader / Add Player

A squad leader searches for new members and send them an Invite to join their squad.
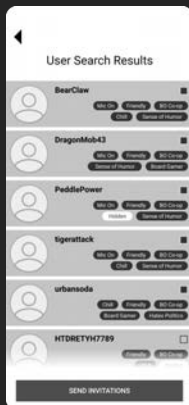
When testing players here to select players to join their squad, players felt that when they send the invitation, that it was **abrupt** and there was no screen to see everyone you selected, similar to a "review your order" page.

Search Results
350 Players

09/20 spots remaining

BearClaw
Mic On Friendly Chill Active Daily
Sense of Humor Pride Friendly

DragonMob43
Mic On Friendly Sniper
Sense of Humor Newbie

PeddlePower
Mic On Friendly Active Daily
Chill Sense of Humor

tigerattack
Mic On Friendly Active Daily
Chill Sense of Humor

urbansoda
Chill Friendly Active Daily
Competitive Close Combat

HTDRETYH7789
Friendly BO Co-op

VIEW SELECTIONS

Your Selections

BearClaw X
Mic On Friendly Chill Active Daily
Sense of Humor Pride Friendly

DragonMob43 X
Mic On Friendly Sniper
Sense of Humor Newbie

PeddlePower X
Mic On Friendly Active Daily
Chill Sense of Humor

tigerattack X
Mic On Friendly Active Daily
Chill Sense of Humor

urbansoda X
Chill Friendly Active Daily
Competitive Close Combat

SEND INVITATIONS

"I want to find people that **I want to play** with. Not, not play with."
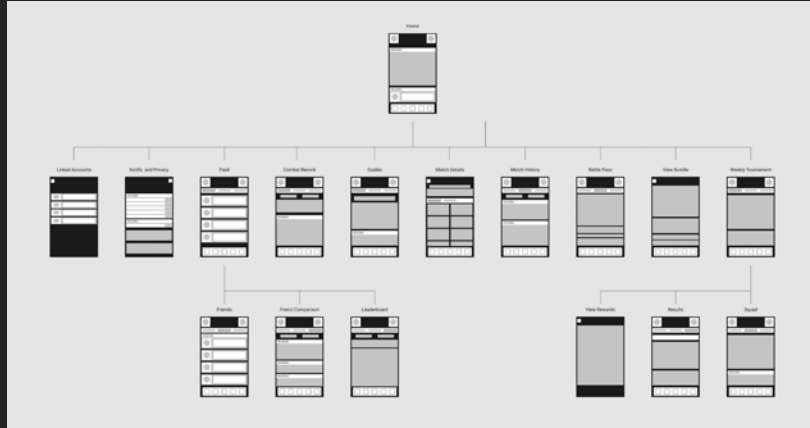
Solution

Since players felt this abrupt quick add, we made a page to view your selection of players before you actually send your invites. You also have the choice to quickly delete players on your selection list.
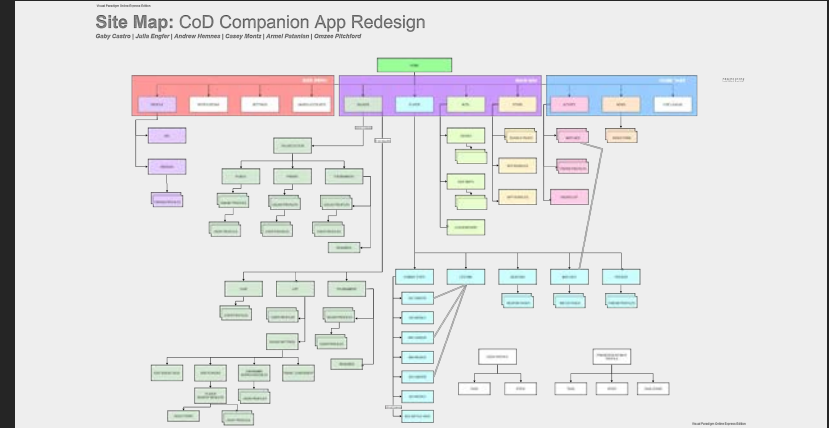
Site Map

Before

After

Link in Appendix

INSIGHT: The **big difference** in the current site map that we designed, we focused on **communication** and **connecting** players in their squad. We wanted the player to **find the right squad** to keep playing and make new friends that can last a long time, therefore **we made the onboarding process for first time players finding a squad**.

Scenario 1

Scenario 2
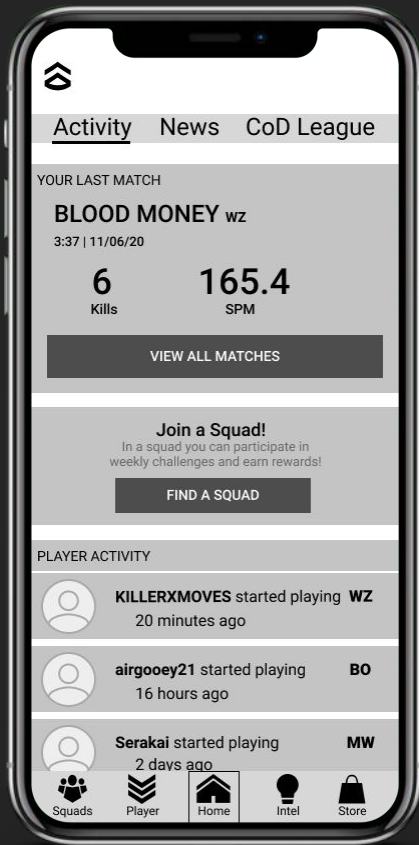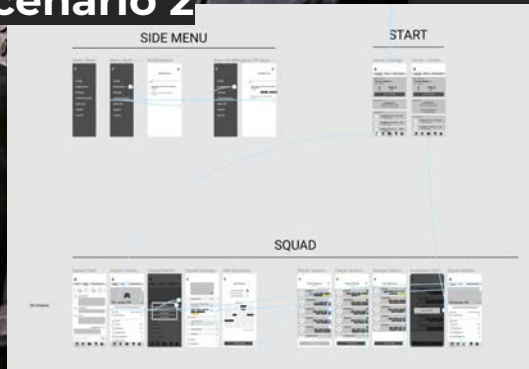
Interactive Prototype

This was a crucial part in our building process. We needed the prototype to be seamless to be able to communicate how the real application will be. In the process, we discovered the little details that needed to be fixed.

[Prototype Scenario 1](#)

[Prototype Scenario 2](#)

Reflections

What Worked

- Player Personalization was successful throughout testing.
- Players enjoyed personalizing their bio tags to discover like-minded players.
- 5/6 player tests found Squad Chat highly useful for in-app communication.
- Information architecture was easily discoverable throughout all player tests.

What Didn't

- Private tags weren't explained well enough and were removed as result.
- Personal tags made players slightly uncomfortable as COD is generally a toxic environment so we ditched the idea.
- Auto-fill was confusing to some so we removed it from our feature.

Next Time

- Create a high fidelity prototype using the Companion App's existing design elements and information architecture.
- Compile further player testing with a more diverse group of people in order to gain a better understanding of our Companion Tags and how they're interacted with.

Appendix

Card Sort
A pdf of a trello board that helped us sort features.

Feature Matrix
A pdf of a trello board of all the features we wanted to add.

Storyboard
A pdf of a mural board storyboard concept.

Content Tonality Brief
A google doc of our Content Tonality Brief.

Redesign SiteMap
A pdf of our re-designed sitemap of the Call of Duty Companion app.

Annotated Wireframes
A figma presentation link to our annotated wireframes.

Prototype Scenario 1
A figma presentation of our prototype scenario 1.

Prototype Scenario 2
A figma presentation of our prototype scenario 2.