Gaming User

Homepage Discovery & Framing

This presentation encompasses the discovery and Framing process, to understand behaviour of Gaming users on homepage

Designer
Nishanth Arya N S

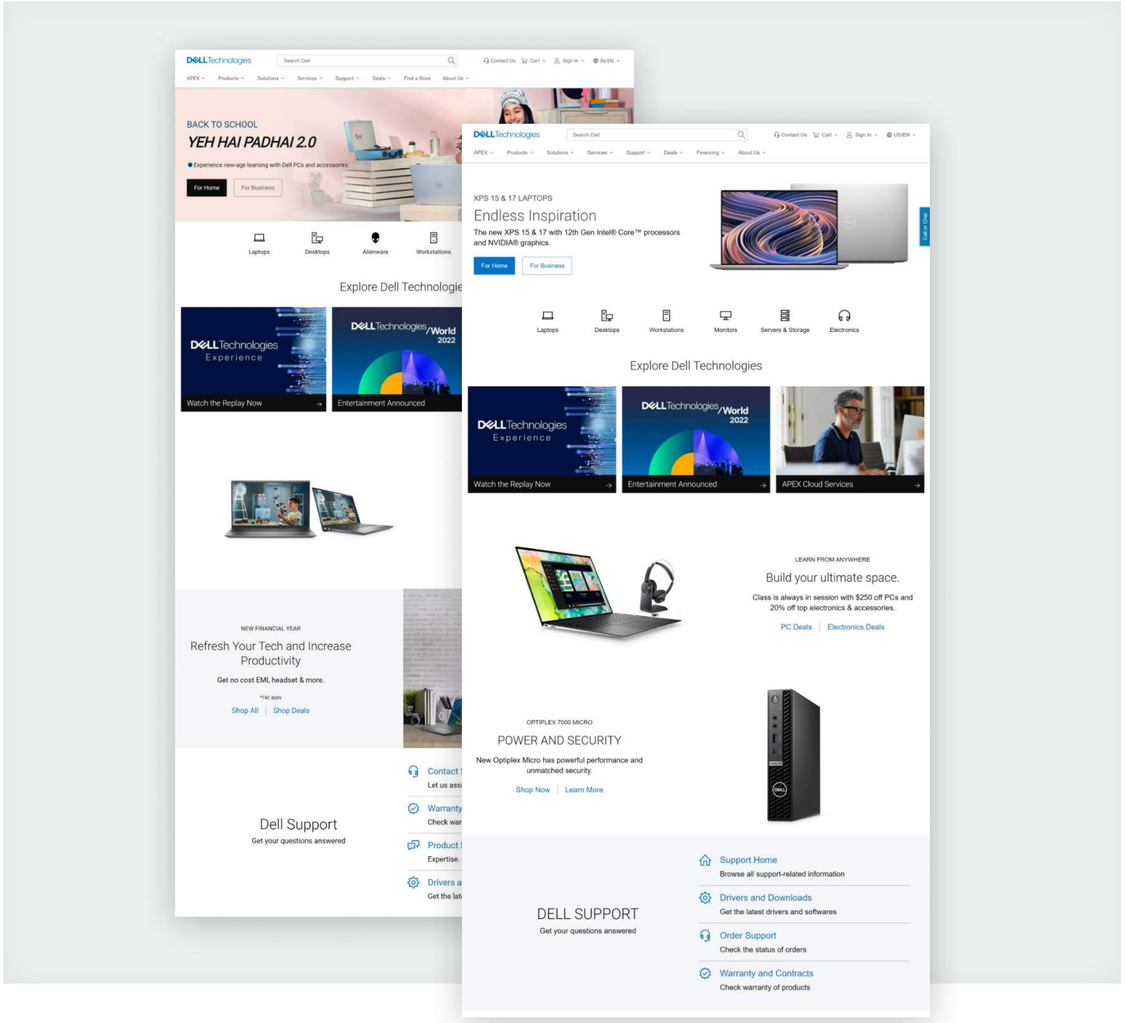
Agenda

What has been done so far...

- Overview & Secondary Research
- Primary Research
- Understanding Pain Points
- Problem Prioritization
- Ideation & Prototyping
- Next Steps & Learnings

Project Brief

To understand a **gaming user's experience** and **requirements** when purchasing a gaming product online, to help them find **recommended gaming products more efficiently** on the homepage.



Project Timeline

March

Discovery

- Homepage exploration
- Heuristic Analysis
- **Competitive Analysis**
- **Market Research**
- Data Analysis

April

Discovery

- Script Creation
- **Moderated User Interview**
- **Affinity Mapping**
- **Empathy Mapping**
- **User Types**
- **Problem Prioritization**

May

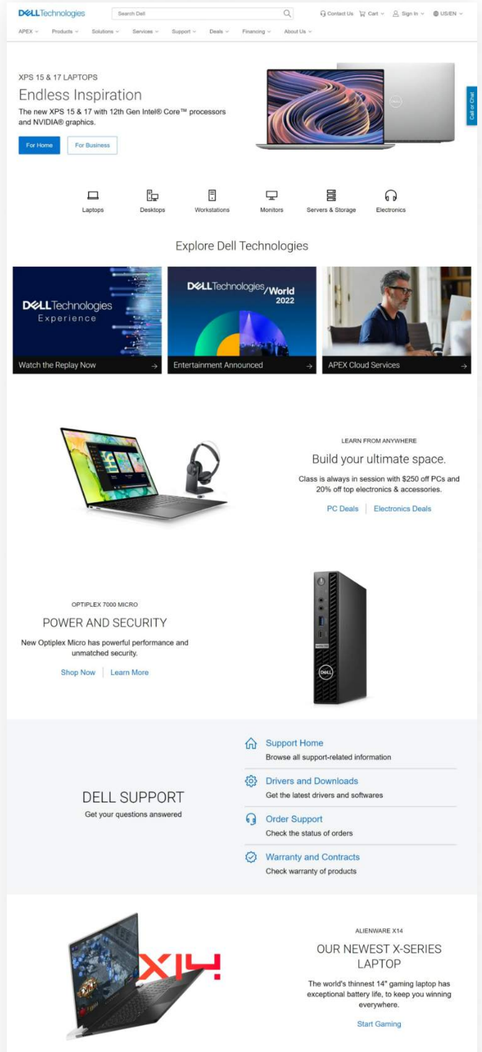
Framing

- **Ideation & Concept generation**
- **Ideation Prioritization**
- **Lo-fi Prototyping**
- Hi-fi Prototyping
- User testing

Current Cold State

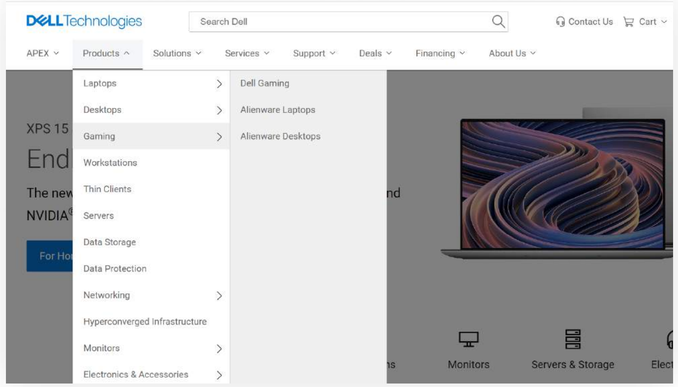
Current Homepage

The current homepage for a cold state user

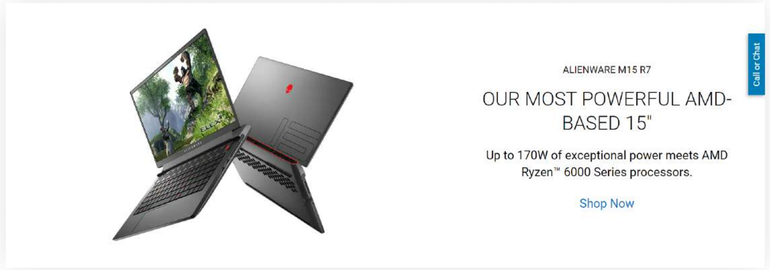


The two ways to search for gaming products

#1. Selecting Gaming from product section in Masthead

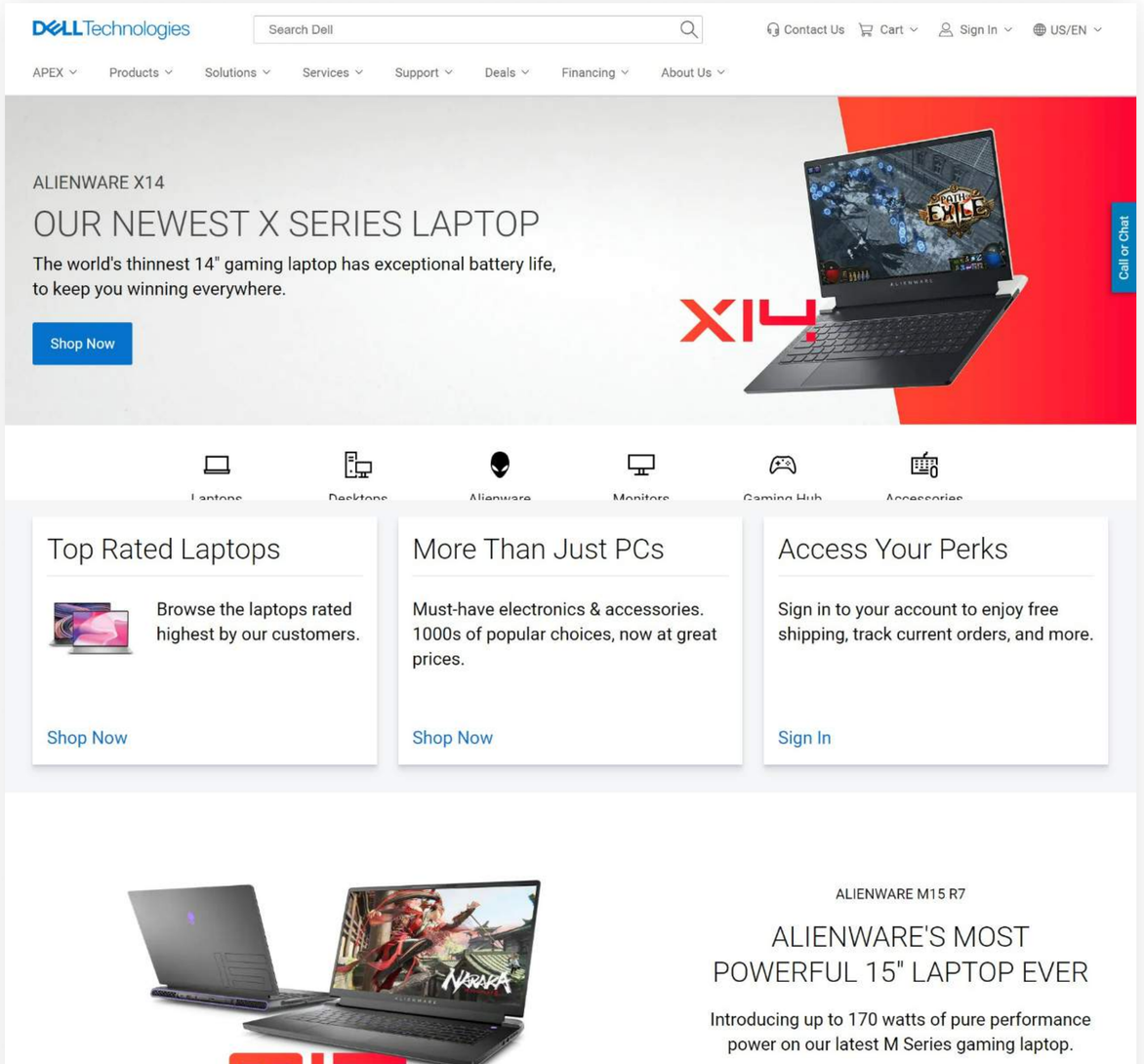


#2. Scrolling down to the gaming module



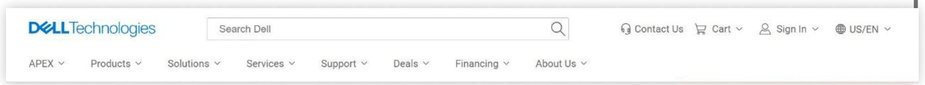
Current Warm State for Gamers

The warm state gaming homepage is viewed by gaming users who are returning and have viewed products specific to gaming in the past.

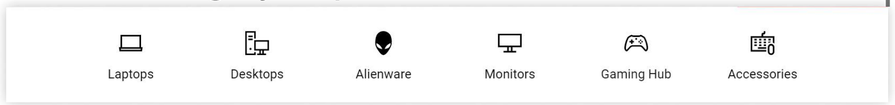


Current Warm State for Gamers

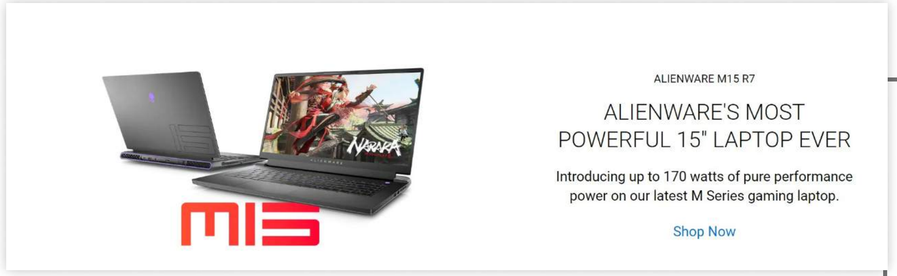
Masthead



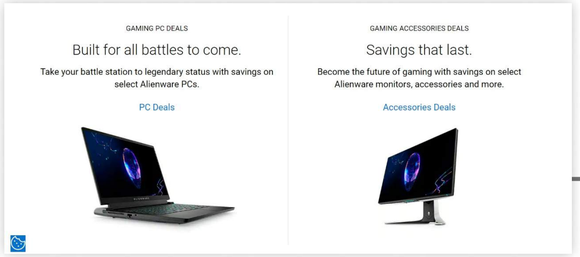
Product Category Strip

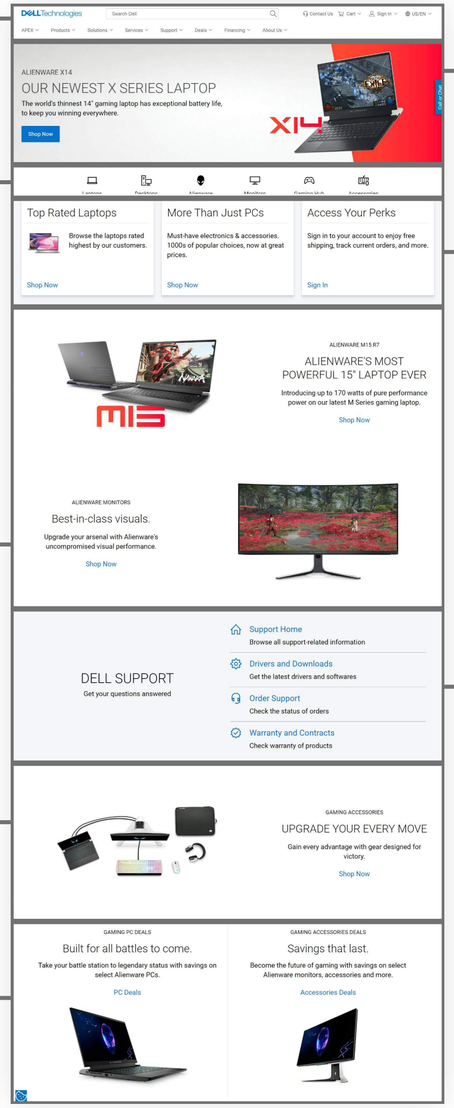


Gaming Product Module

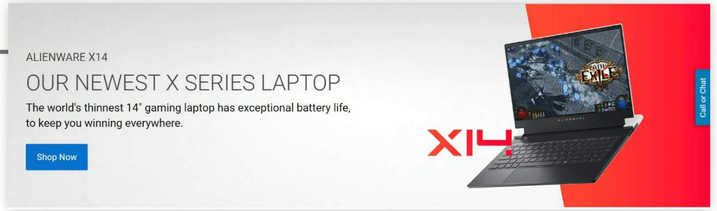


Deals Module

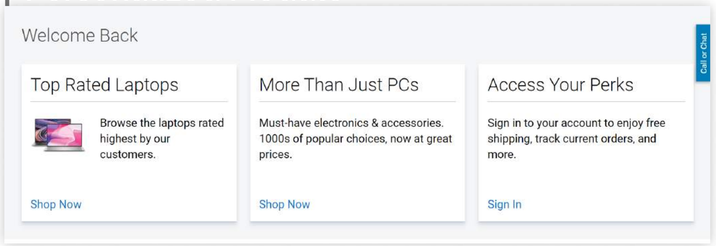




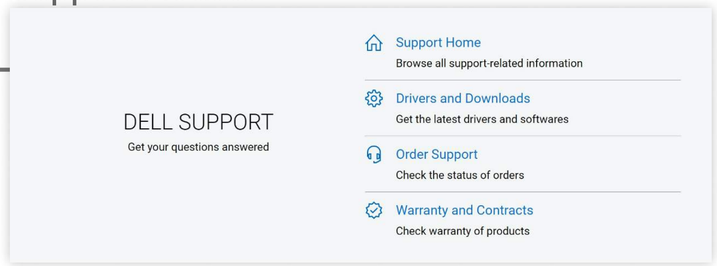
Gaming Banner



Personalized Module



Support Module



Why focus on the Gaming User?

The Gaming Industry

This is an overview of the current gaming sector to understand how the gaming market is behaving so that we can plan for the future.

2.7
Billon Gamers worldwide

198
Billon dollars were made by the gaming industry in 2021

45.5
Billon dollars was the total gaming market revenue for PC gaming devices

34
Is the worldwide average age of a gamer

60/40
Is the male to female ratio split of gamers

24%
Of market share for gaming devices bought is PC

1.5
Billon Gamers in Asia

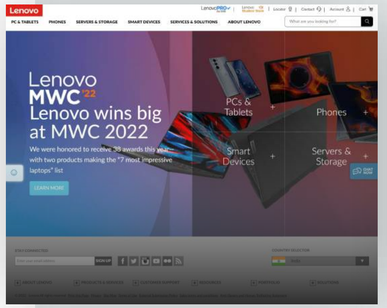
270
Billon dollars is projected to be made by the gaming industry in 2025

Source : Statista

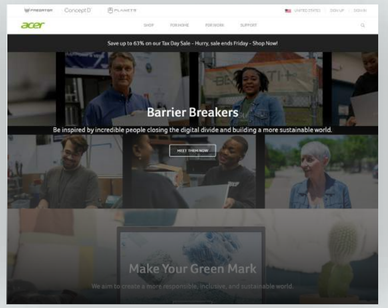
Competitive Analysis

For the Competitive Analyisis, Dell.com was compared with 5 competitors, some being direct competitors and some being inderect competitors.

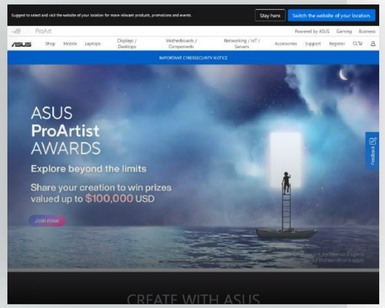
Lenovo

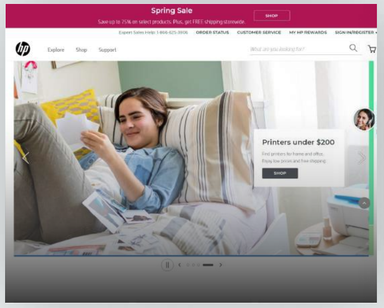


ACER

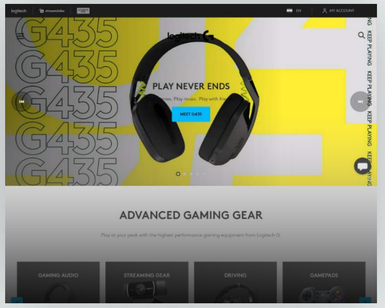


ASUS





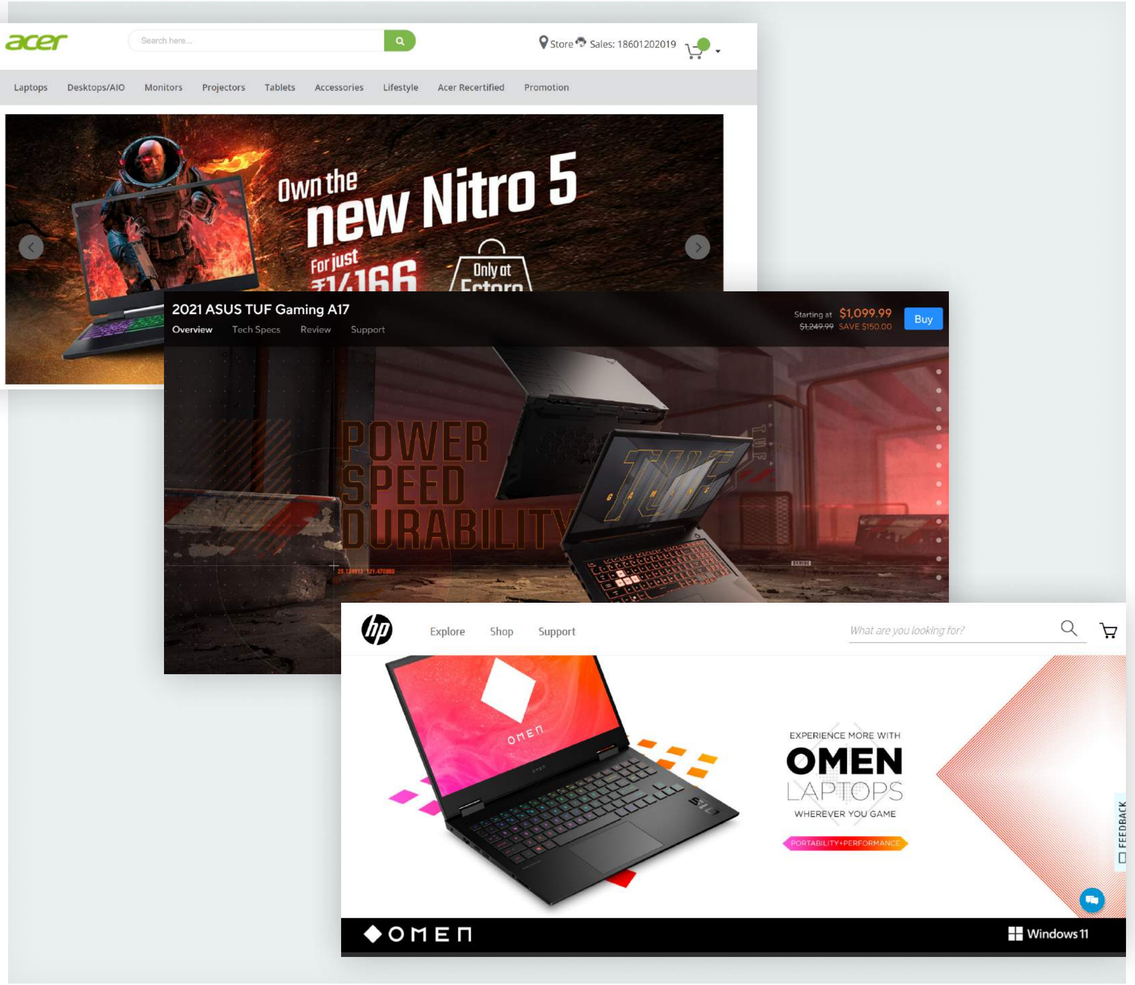
HP



Logitech G

Competitive Analysis

Need	**Understanding the market by looking at the importance shown to gamers by competitors**
Discover	Establishing types of users and importance shown to them based on real estate provided on homepage
Learn	Understanding importance shown to clear UI elements that help in the experience
Use	Integration of videos on the homepage that excites the users about a product
Retain	Looking at the Design Language and understanding the storytelling aspects of homepage
Stay Informed	Understaning the latest aesthetics users like and expect while purchasing gaming products



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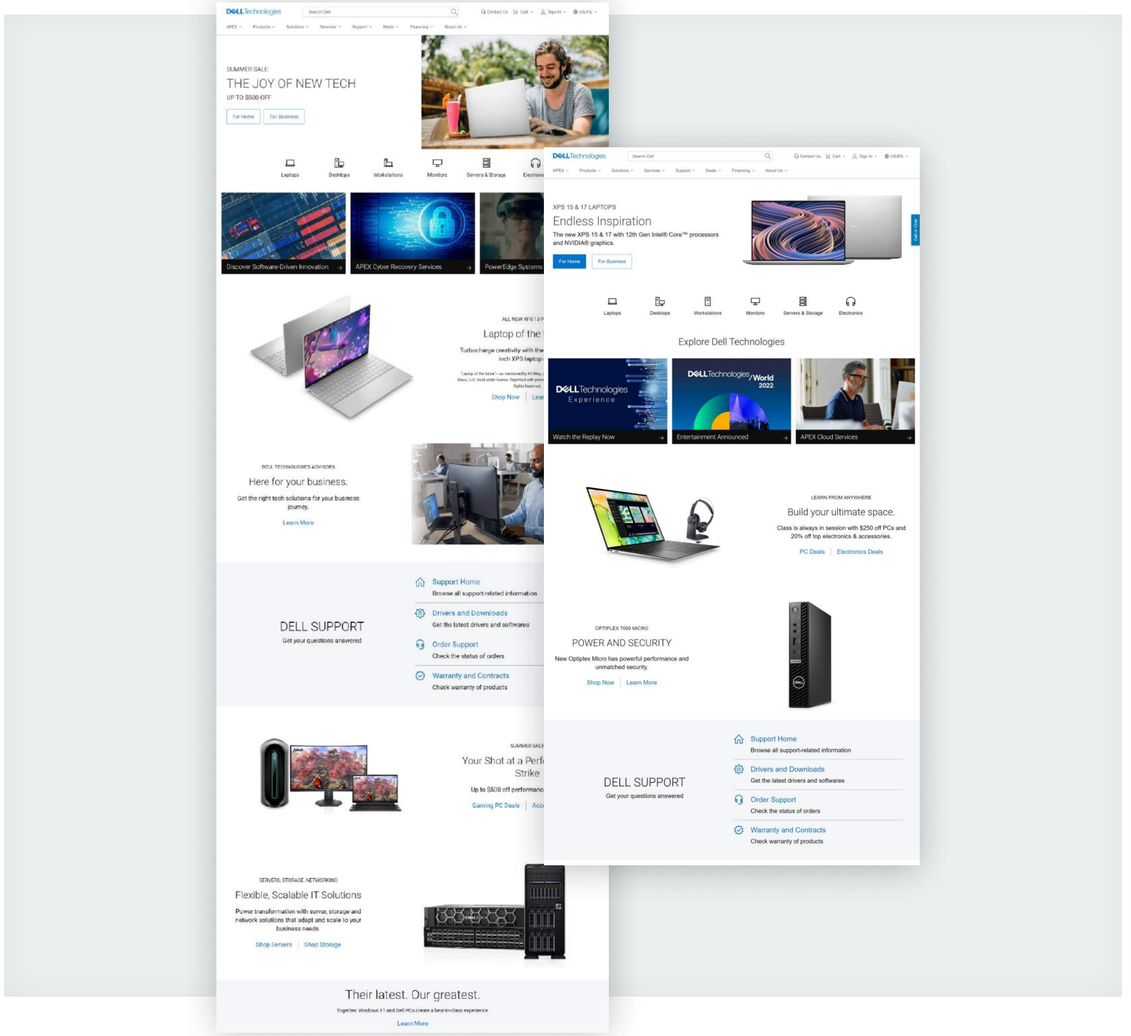

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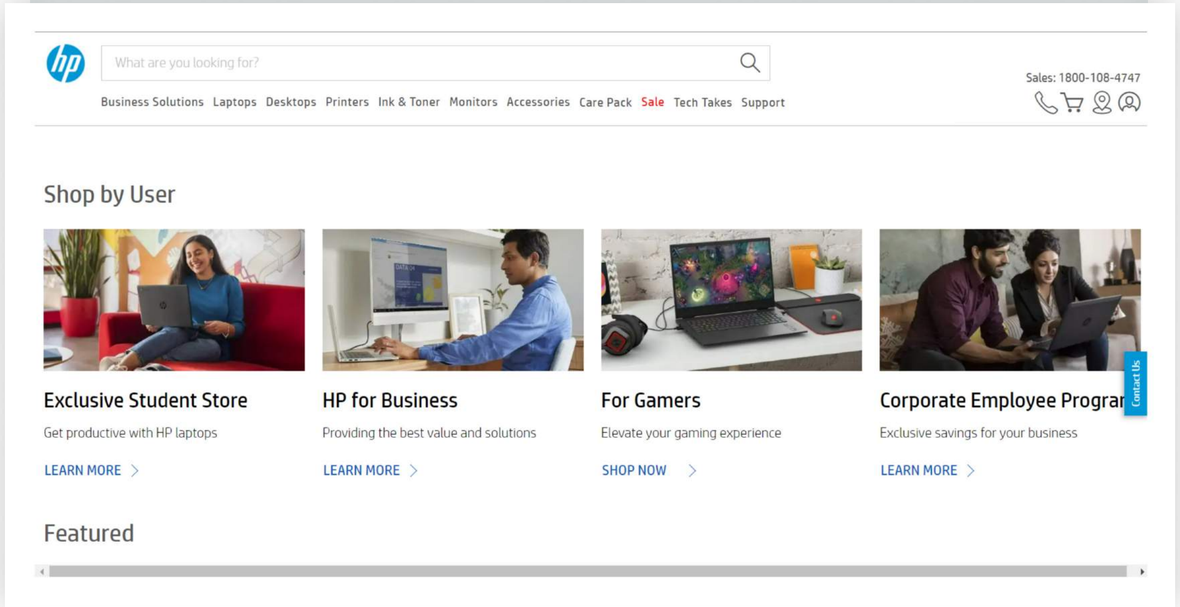

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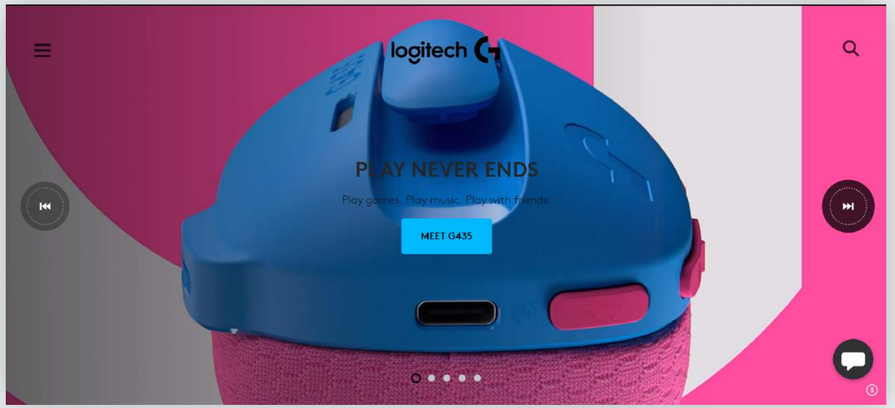

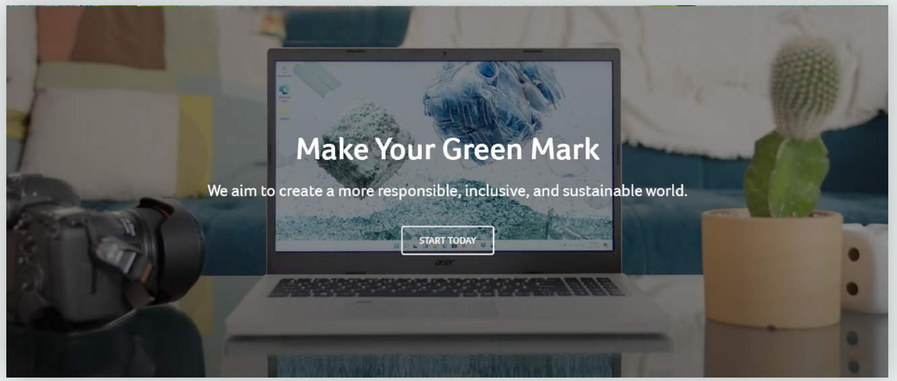

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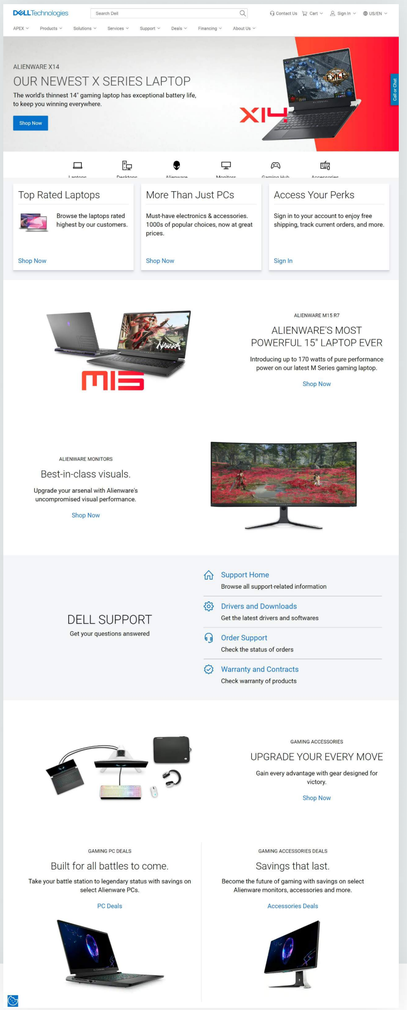

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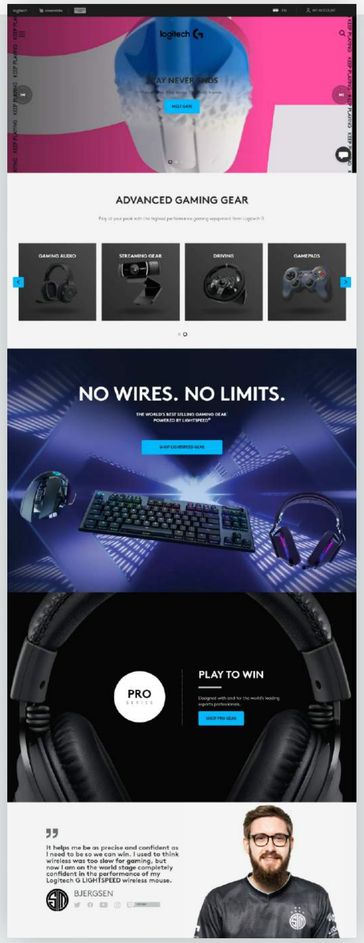
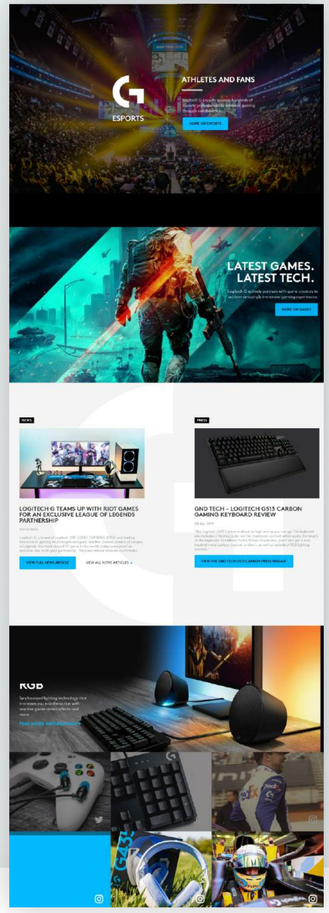




Moderated User Interviews

After Data Analysis, Exploratory Moderated Interviews were conducted to understand the overall end-to-end experience of purchasing a gaming product online.

User Comments

"Dell gives me a big impression that it is a corporate supplier."

"I feel the homepage could be a bit more interactive"

" I would say the homepage gives off a more professional vibe and not really a gaming vibe "

"I would like to see more images or videos of people gaming or gaming products so that I understand better."

"would like an option to select gaming as an option, so that you see only gaming products"

"incorporation of a dark theme or characters from games makes it better for gaming"

Empathy Map

Using and combining the insights form the moderated intervies, an empathy may was created.

Each color represents one user*

Gain

- Users liked and want **more of personalized features** on the homepage.
- The UI was s**imple and easy** for the users to understand..
- Users Liked how there was a specific section on the homepage for **customer support.**

Pain

- The perception and feel of the homepage **does not relate to gaming users**.
- The homepage **lacked interaction** to make it more engaging for the user.
- There is a **lack of videos**, be it promotional or product oriented.
- There is no way a **cold state** user can **personalize** the homepage and search to thier type of user needs/products.

Affinity Mapping

- All the users spend a **lot of time researching** about the product, usually asking **friends** and watching **youtube video** reviews
- **3 out 7** users wanted to see more **videos and banners** that pop out and make them excited.
- **4 out of 7** users percieve the homepage to be **less targetted to gaming**, and more to Home and Business users
- All the users **valued videos more** since they get extra information and a glimpse of what it's like to own the product
- **6 out of 7** users showed desire for the homepage to be **more personalised** to their needs and not see unneccessary information

Topics

1. Time spent Gaming
2. Device Prefference
3. Current Product
4. Initial Research
5. Tools/Sources
6. Website Usage
7. Key Information
8. Homepage Opinion
9. Struggles
10. Opportunities
11. Perception
12. Product Usage

User Persona

Using the Affinity mapping, we were able to understand what an average gaming user wants and comes to expect while purchasing a product online.

Adam Handler

Age : 29

Occupation : IT Consultant

Location : London, UK

User Type : Recreational Gamer

Bio :

I am a 29 year old IT consusltant working long hours. In my free time I love to play video games, especially online multiplayer games with my friends. I have slowly started noticing that my current laptop cannot handle the latest games and I am hence looking to purchase a new gaming laptop, but not sure which.

Gaming Knowledge

Social Media

Joel Daniels

Age : 22

Occupation : Pro Gamer

Location : Goa, India

User Type : Hardcore Gamer

Bio :

I am a 22 year old professional Gamer, I stream my gameplay everyday on streaming sites like twitch. I frequently take part in gaming competitions and need hardware that is up to date for optimal gameplay and performance. I am frequently approached by friends needing advice.

Gaming Knowledge

Social Media

Summing it up

To sum it up the discovery phase are the major findings from each.

Gaming is a **growing sector**, with a lot of **opportunity**

Perception and attractiveness play a huge role in motivation to buy

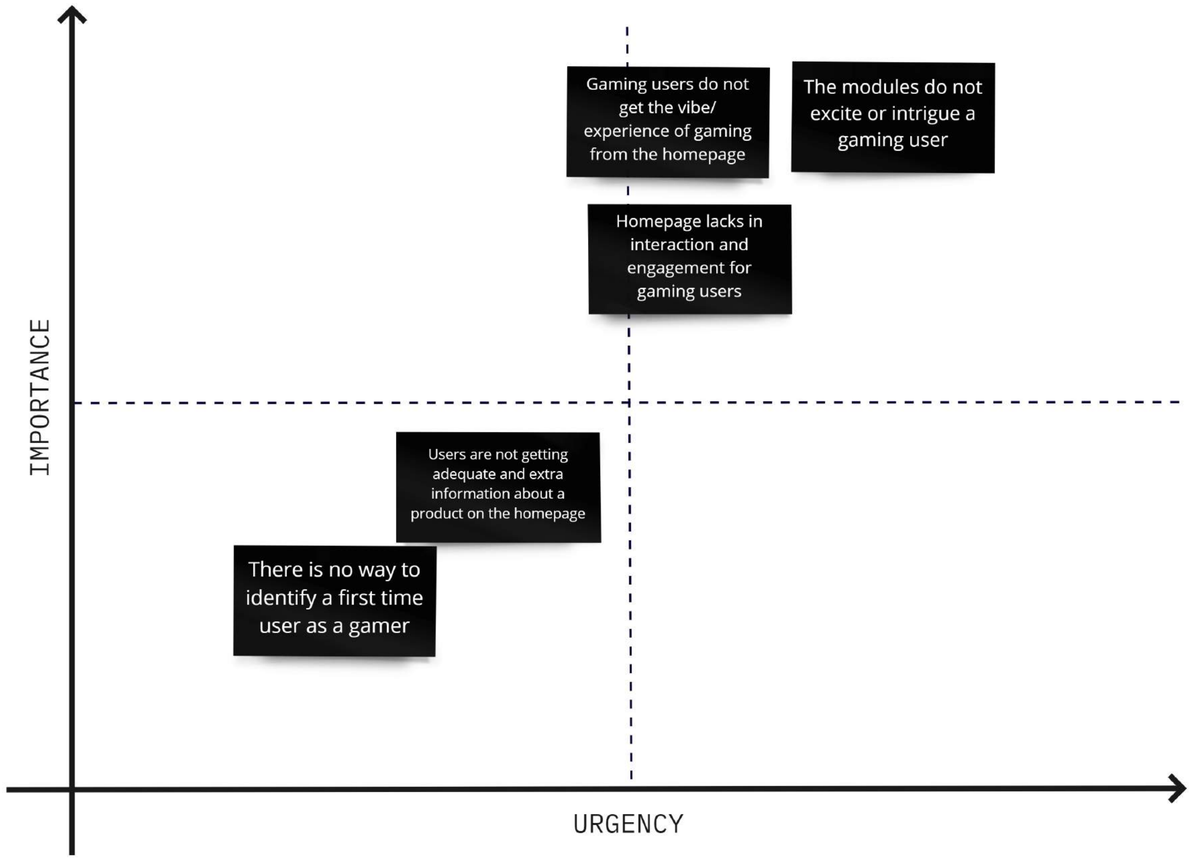
Users want more **interaction** and **engagement** with homepage

Videos are **highly regarded** by the users during the purchasing experience

Users want a way to **relegate unwanted information** in a means to **personalize**

Problem Prioritization

Using the 2x2 method, we were able to prioritize the problems faced by the users on the basis of importance and urgency.



Prioritized Problems

The modules do not **excite or intrigue** a gaming user

Gaming users do not get the **vibe/experience** of gaming from the homepage

Homepage **lacks in interaction** and engagement for gaming users

Solution Areas

After conducting Ideation sessions (Crazy 8 method) with the core Homepage team, we settled on three solutions to take forward and explore.

Solutions

Product Module

The goal is to **rework and revamp the product modules** that showcase the products to fit the perception of gaming.

Video Module

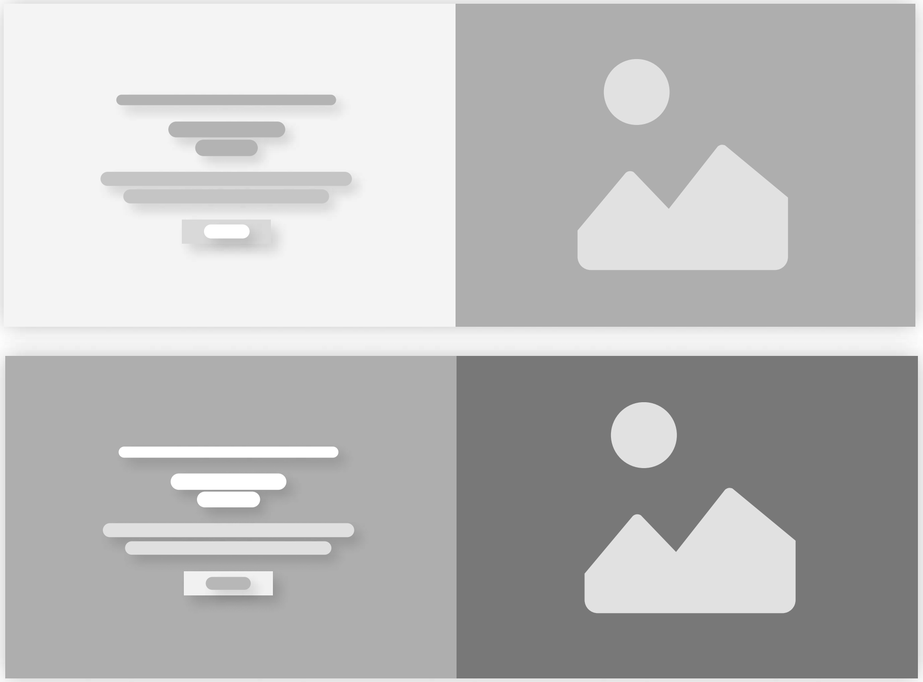
The goal is to **add/incorporate** a **video module** on the homepage to promote the latest products and **motivate and excite the user**.

Community Module

The goal is to add a **community module** to help **promote the Dell gaming culture and community** by showcasing ways users can join.

Product Module

Concept A



This concept follows the same guidelines as the existing product template but gives the opportunity to use dark mode and play around with textures and patterns

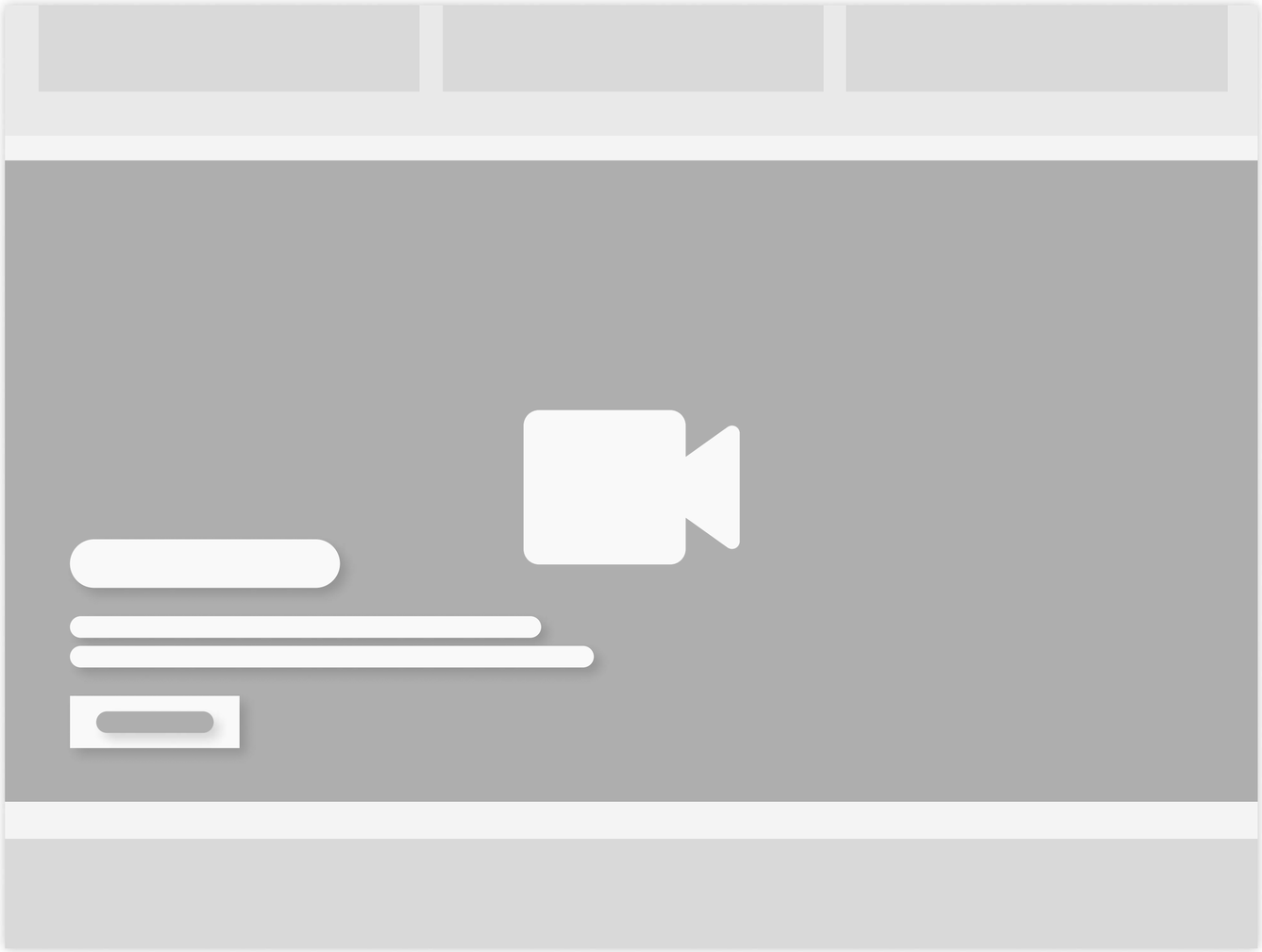
Concept B

This concept uses dynamic shapes to bring focus on the product and stand out. This concept should also help add variation and asymetry to each product module to keep it engaging for the user.

Video Module

Concept A

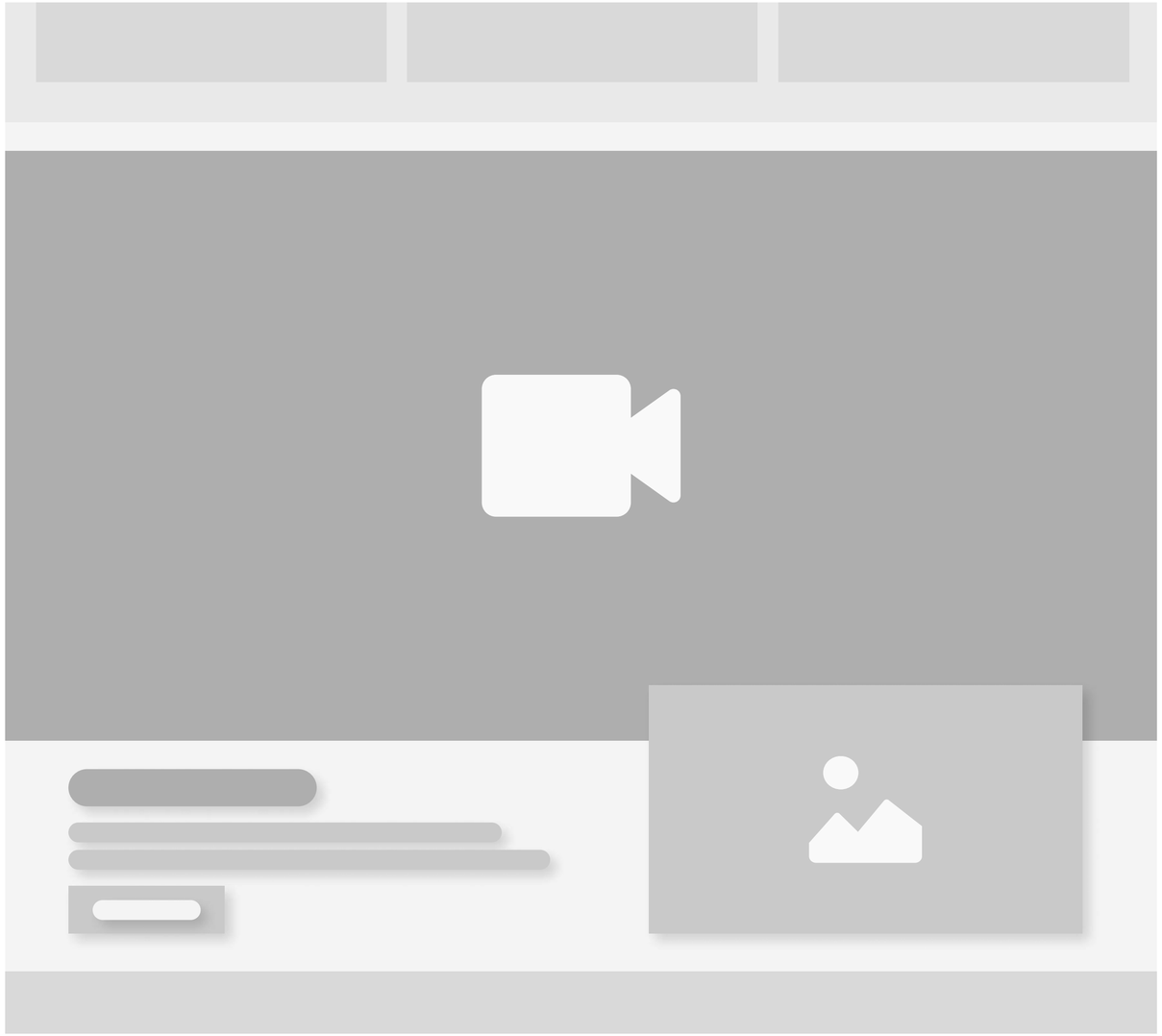
In this concept of the video module, A looped video of the product will autoplay in the background with the name of the product, description and CTA will be placed on the bottom left.



Video Module

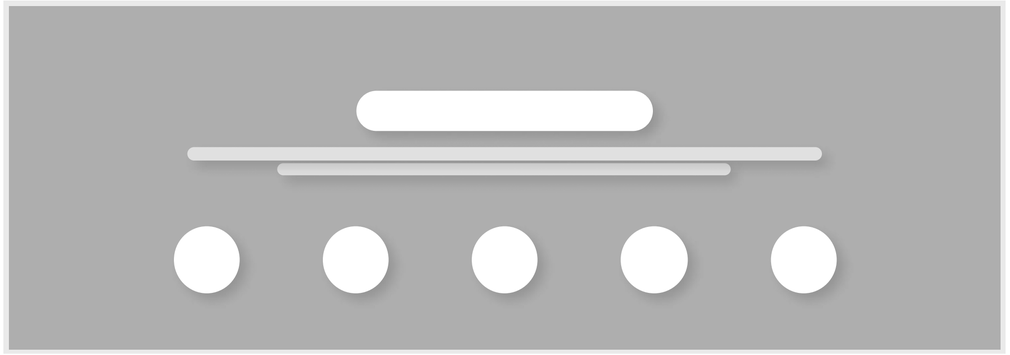
Concept B

In this concept of the video module, A looped video of the product will autoplay in the background with the name of the product, description and CTA will be placed bellow the video. Along with the description, a picture of the product in name will we placed below the video so that the user has even more context.



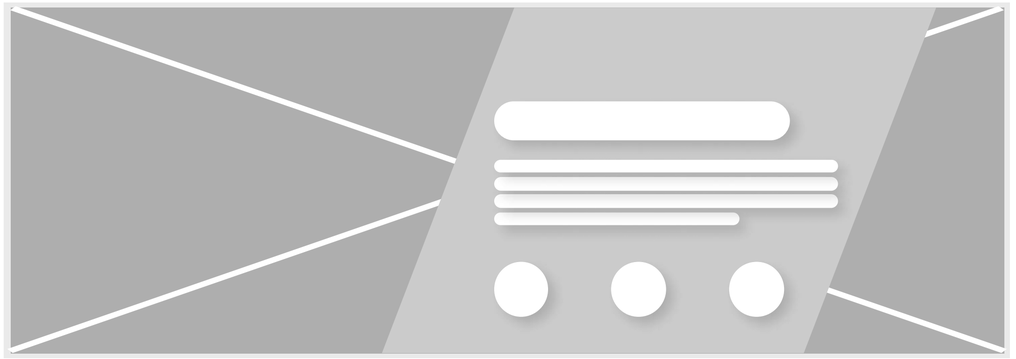
Community Module

Concept A



This concept educates the user about the Dell and alienware gaming community and provides the opportunity for the user to follow updates on multiple social platforms

Concept B



Along with educating the user about the Dell and Alienware gaming community and providing different social platforms, this concept incorporates a background image that would help evoke the feeling of community

Whats Next?

- **High Fidelity Prototyping** (In Progress)
- **AB Testing**

Learnings and Gratitude

Team work

One of the biggest takeaways for me was to work in a proper team that function on a global level. Experiencing how my colleagues work and getting their feedback on my work was invaluable. Higher engagement led to higher productivity.

Appreciation

I want to thank each and everyone who have helped me throuhgout my journey as an intern at Dell. Especially Harish, Amanda & Vikas and last but not the least the support buddies.

Thank You!

Would love to hear your feedback and answer any questions.