

RYAN MEYER - A PORTFOLIO

POKEMON GO-ING

ENHANCING THE USER EXPERIENCE

Ryan Meyer 2018

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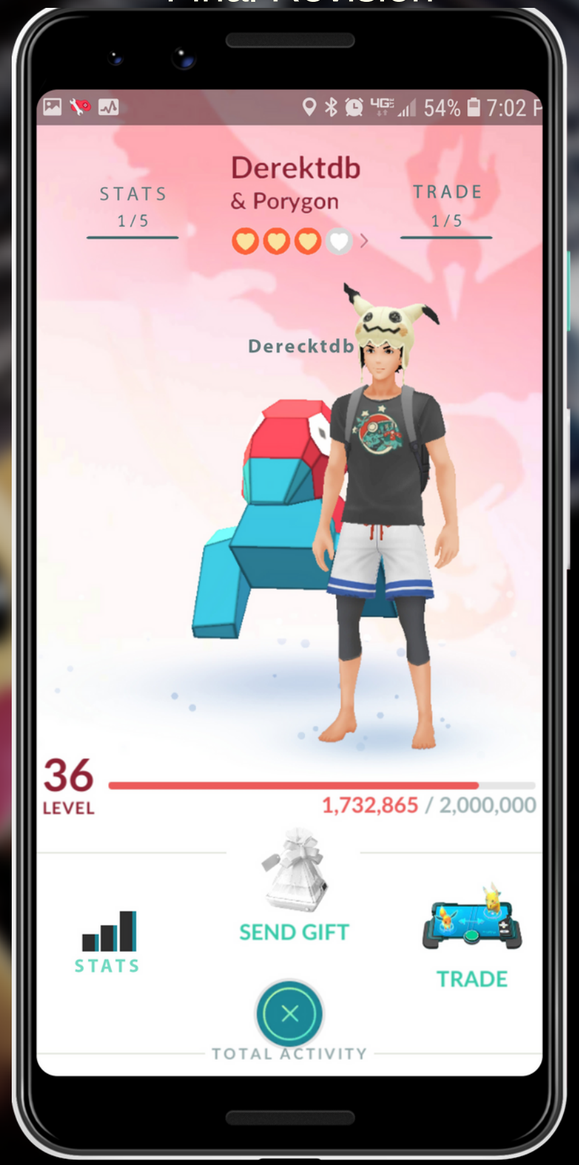
*** = more in addendum**

*Final Revision



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USER PROBLEMS

Pokemon Go is not without its flaws. The moment someone asks for a bit of information about your Pokemon (go) journey, you are left fumbling around screens trying to find a specific piece of information. If you can even find it at all!

Trading as a feature is equally problematic. Simply determining what you and your partner are willing to trade for is a source of headaches and frustration, due to wasted effort and time loss. Often you are better off not making the trade to begin with!

INITIAL REVIEW

INABILITY TO QUICKLY VIEW STATS

Friends can see a condensed view easily, which only extends fragmentation
There exists a lack of understanding on the influence of higher stats and its effects on game-play.



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Pokemon Go - "GO" logo © Niantic

INITIAL REVIEW

EDUCATION GAP WITH USERS

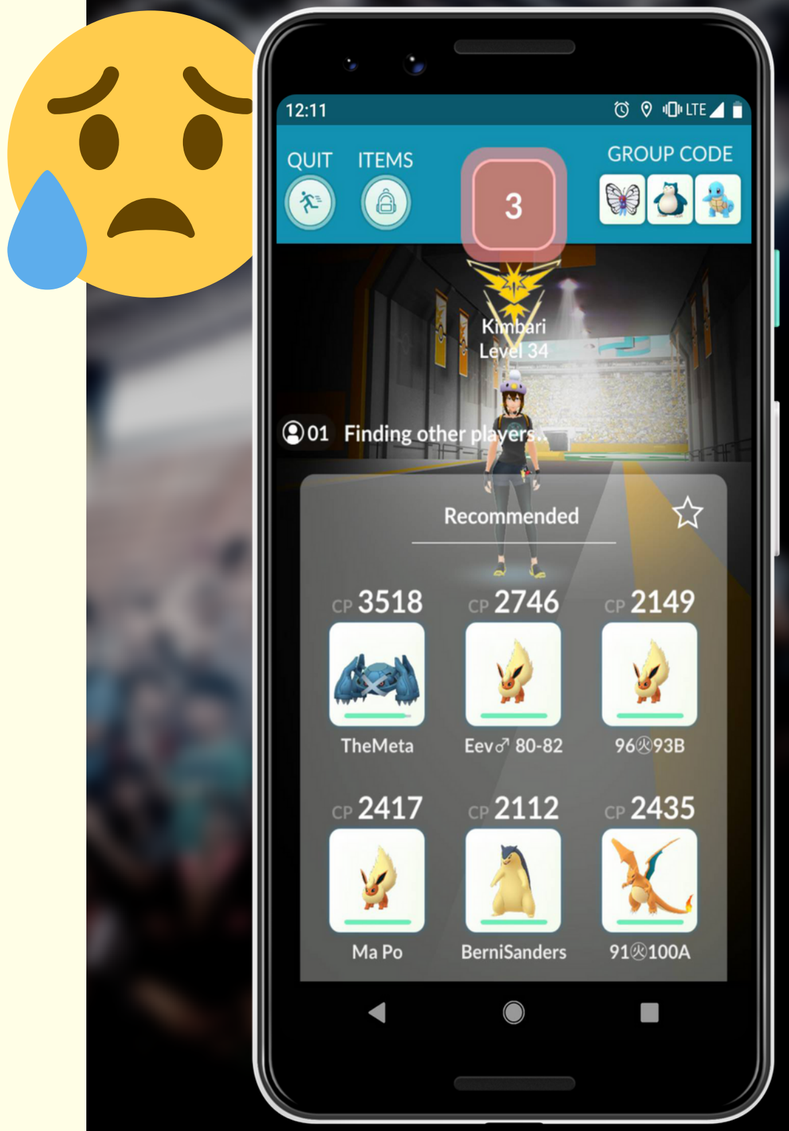
There is specific information missing from the Users perspective in regards to effectively complete the Pokedex (every true Poke-Masters' goal), The primary example being "nests," (an area with increased spawn of a specific Pokemon) which are not documented in game.

INITIAL REVIEW

DIFFICULT TO CONQUER CONTENT AS A SOLO PLAYER

Solo players are unable to guarantee defeat of high level Raids (targeted multiplayer team battles) - effectively gate-keeping game content, preventing completion Pokedex. and other self-imposed motivations

*Original



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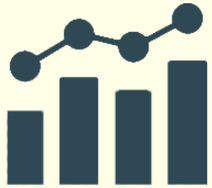
MVP Features (Initial)

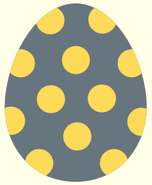
What users want



Stats
Viewing player stats differ between the users and a selected friend - adding consistency. Impact on game-play for higher stats.



RSVP Events
Invite friends and/or users to a raid or gym battle.



Breeding
Selecting two Pokemon to spawn an Egg that then hatches via standard in-game incubation.

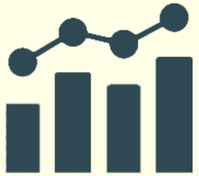


Nearby Notify
Enable notifications and prompts for specific interaction if a registered friend is nearby - Trading, a new battling feature.

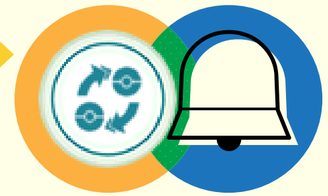
MVP Features (Final)

wrap around for trading and nearby

What users want



Stats
Viewing player stats differ between the users and a selected friend - adding consistency. Impact on game-play for higher stats.

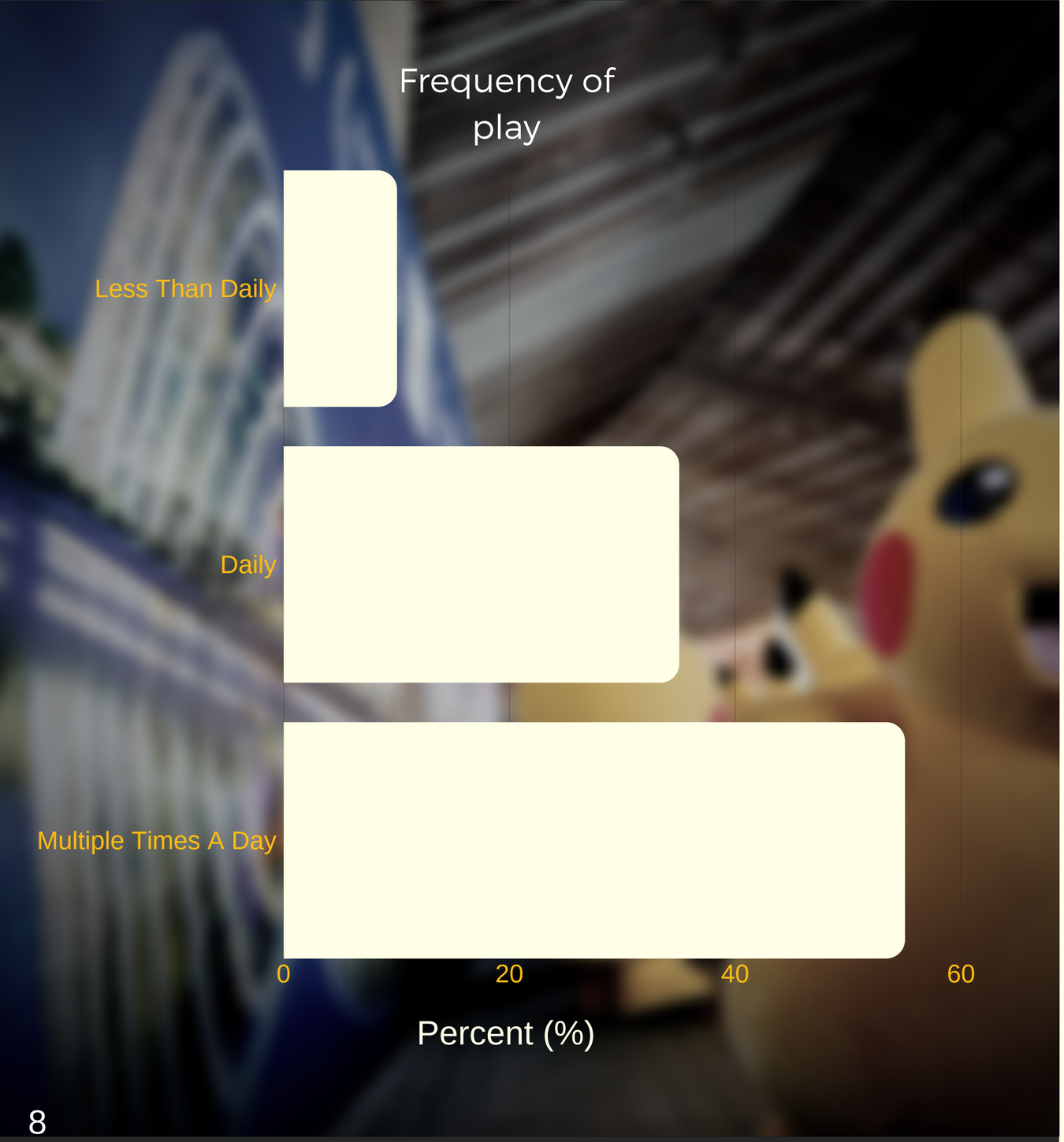


Trading Improvements & Nearby Functionality
During the interviewing process, particular dislike for trading was expressed. It became my focus.

In addition the nearby function ended up being far too large in scope to be a single MVP feature. Focus was given to nearby interactions with trading and gym/raid battles - to later be expanded upon.



Breeding
Breeding was removed from focus during design and development - aka: to be accomplished at a later date. It was particularly under represented within interviews, and other features took precedence.



DATA GATHERING

SURVEY SAMPLE SIZE: 105+

20 People couldn't find their total distance traveled

50 Percent have children, and more than half play Pokemon Go with them.

20 Percent of In-App-Purchasers have paid to increase their in-game storage to the maximum.

The Survey: http://bit.ly/PokeGoUX & results link in addendum.

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User Tendencies

Are they interacting with friends?

never

sometimes

regularly

multiplayer frequency

1 to 2

5 to 10

1-3

4-10

amount of players

*Note: even split for sub categories

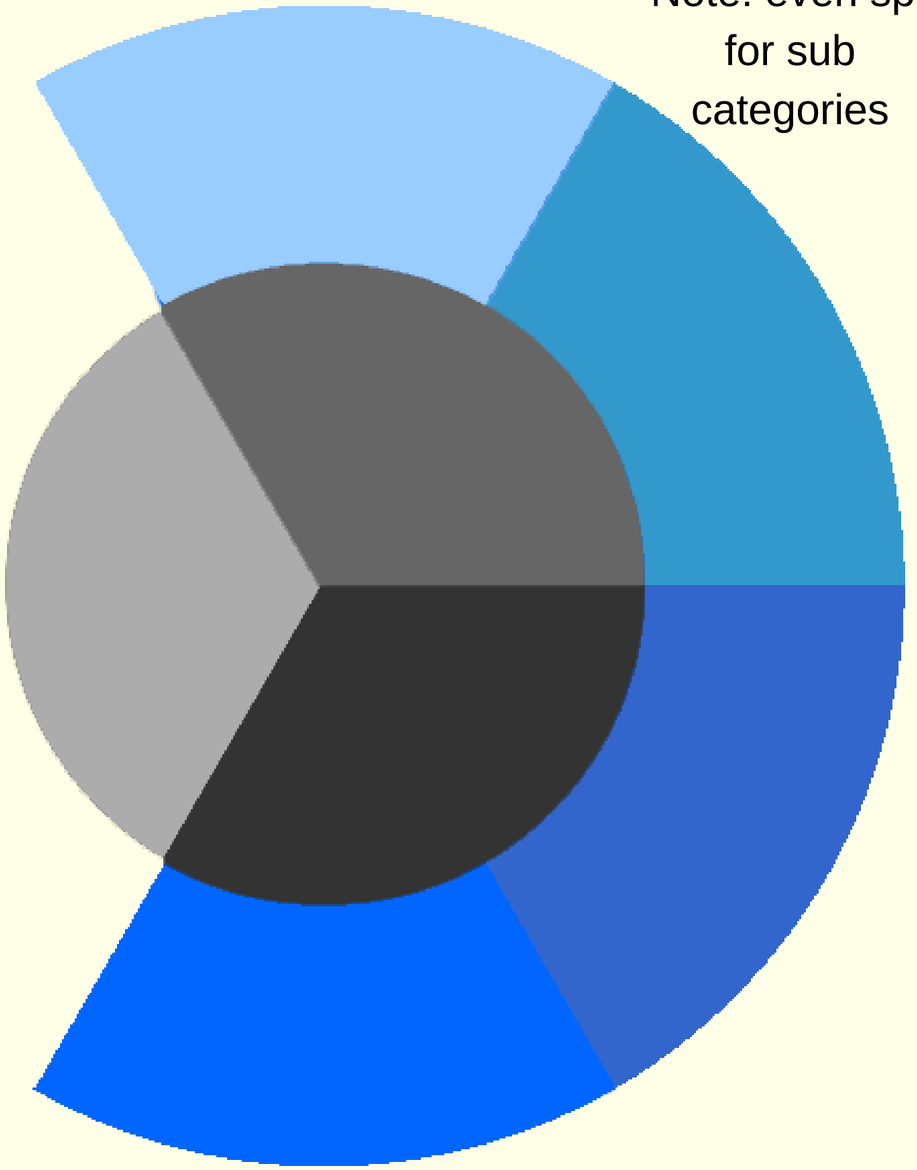


Diagram to scale

HEURISTIC EVALUATION:

VISIBILITY OF SYSTEM STATUS

The system should keep users informed through appropriate feedback within reasonable time.

No method to determine if a trade is incoming, nor if a friend is available for trade - wherein determination of availability is proximity based.

*Original



"Huh? Isn't there someone near?"

In the instance presented to the left, we can see the users friend list. Not only the friend list, but also the hub/center of interaction for incoming and outgoing trades.

Unfortunately, the lack of indication to denote that a player is nearby - or to display that a trade was requested - is simply not shown. Becoming a missed opportunity for the players, it shifts into a failure for the users experience.

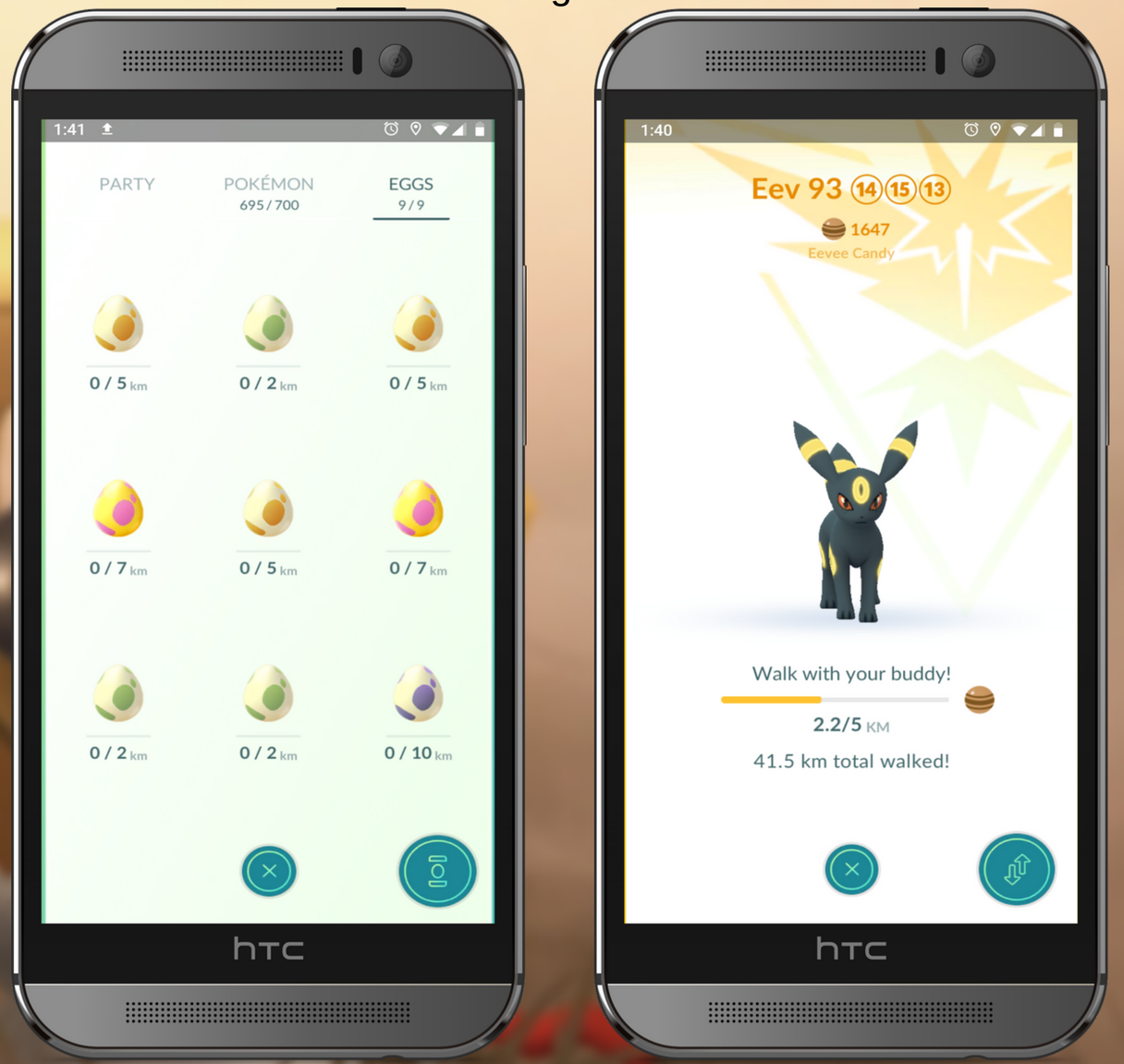
HEURISTIC EVALUATION:

CONSISTENCY AND STANDARDS PT.1

Users shouldn't have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions

Egg incubation and Buddy Pokemon have cross functionality (using distance as a trigger for a game mechanic), however are located in different menus, often rendering mistaken operation in the users flow.

*Originals



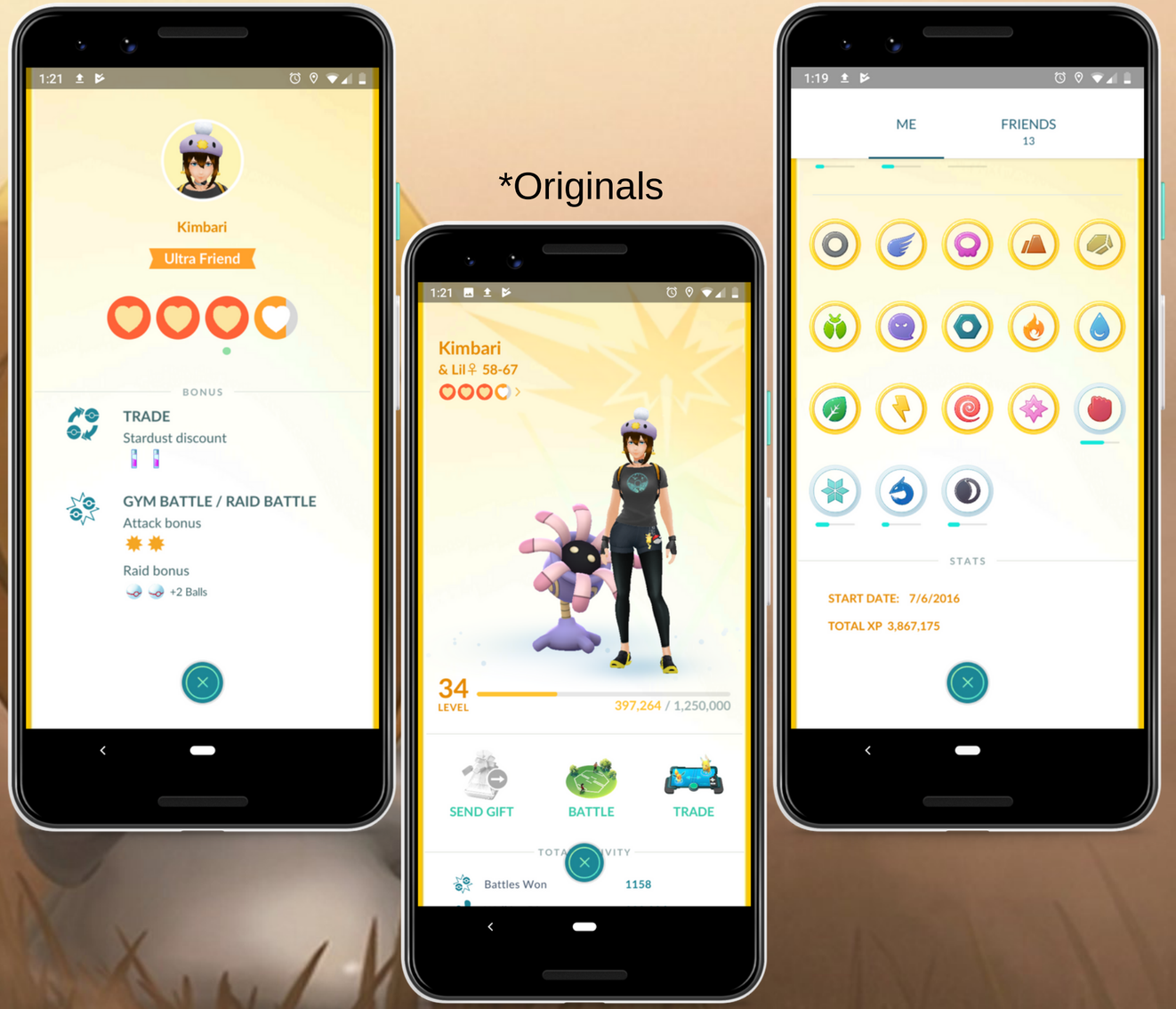
The two screens above show information correlating with both distance and Pokemon. However, the two screens are accessed in separate sub-menus within entirely different menus themselves.

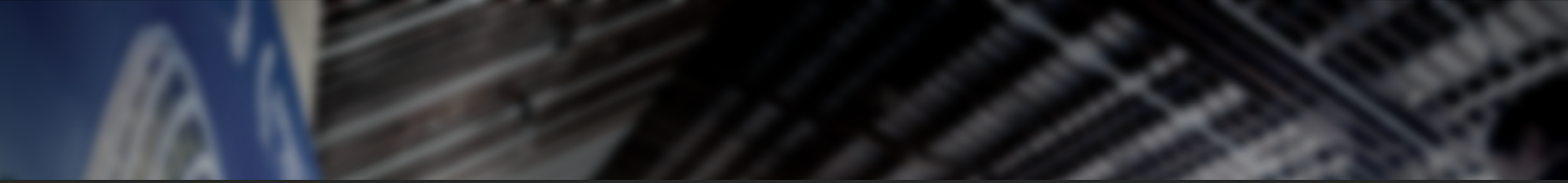
HEURISTIC EVALUATION:

CONSISTENCY AND STANDARDS PT.2

There are multiple ways to access user stats, coupled with inconsistency of said stats being shown.

A source of confusion for the player in many ways. When prompted, users were unable to give substantial information about their Pokemon Go journey - particularly as a preamble to trading process. With the information more centralized and available, it has the potential to inform and educate players about not only incoming trades, but the impact their personal stats have on their own game play!





SUCCESS CRITERIA

Using information gained from surveys and interviews

TRADING TIME REDUCTION

Average time to trade a single Pokemon was 3 minutes or more 80% of the time. This should be a task completed in under a minute.

INCREASED USER HAPPINESS

8 of the surveyed individuals cited annoyances, irritations, nuisances with Trading and on-screen information that cant manually be dismissed.

INCREASE IN FEATURE USAGE

7 Users were unable to locate a sets of statistics when prompted. Reduction in fragmentation is the goal - enabling a higher success rate when prompted.

Personas

*more in addendum

Friendly Frederick Ferguson



"I stopped around 2017. Mostly because there wasn't much to do."

Age: 24
Work: Front Desk Clerk
Family: Single, 0 Kids
Location: Chicago
Casual/Competitive: Both
Character: The puzzler
RPG Player: Yes

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Active | Creative | Lover | Sentimental

Goals

- Completion of Pokedex.
- Accomplish daily research tasks.
- Actively be entertained and exercise the mind.

Frustrations

- Becomes bored without frequent updates.
- Frequently sees the same Pokemon
- When GPS is inaccurate or simply doesn't work

Bio

Works downtown and has a lot of free time behind the desk. He likes exploring the city, so he bikes or walks to work as frequently as possible. He loves playing Sudoku and checking social media while at work when there is nothing to do.

Motivation

Incentive
Fear
Growth
Power
Social

Top Medals



Play Type

Achiever
Collector
Explorer
Socializer
Battler

PROJECT: PokeGo CJM MAP: CJM for PokeGo

CUSTOMER JOURNEY MAPPING

Shannon, 22, USA



Outside of work you can find Shannon on long hikes with her dog, gathering with her friends for a session of Dungeons and Dragons, or catching up on all the upcoming horror movies. With no significant other, she uses multiple dating apps day-to-day.

	STARTS HIKE	HIKING	MEET PLAYER	NEW FRIEND	TRADE
User Goals	Finding a new Pokemon - as shiny	to check as frequently as possible for a shiny or new pokemon	to form a valued connection to new friend/player	Fill out Pokedex and getting a new shiny	To make a trade of value to new friend
User expectations	No shiny or new Pokemon will be found, but acknowledges the chance of finding one	See multiple Pokemon she has seen many times	To be able to trade or add them as a friend	See stats and information about new friend	Trade something you want to part with for something they want to part with
Experience	hopeful	optimistic	surprised	aprehension	contempt
Problems	No way to influence chances of getting a shiny, or aware of the chances	Attempts to battle/capture every Pokemon found because its the only way to check if shiny	Wasn't aware player was near or played PokeGo. Doesn't know if at max number of friends	Initially unsure that new friend has anything of value to trade after seeing the available information on the friend info card	Neither party can view owned Pokemon list Cant determine what to trade for what
Ideas	Item to influence chance, state influences on encounters - for both instances		Remove limit on friend cap Show friend cap Show nearby players	Additional information - number of shinies, completion of each gen, duplicates?	Section that's dependent on matching pokes willing to be traded A section highlighting what target friend wants to trade What target friend is looking for

INSIGHTS FROM SHINING SHANNON

Through this specific Customer Journey Map, I gained insight into what truly makes the Pokemon Go experience 'user friendly.' The functionality of trading needs to be quick and inclusive - not limiting and consume excess time.

In addition to that, it goes on to showcase that when a User attempts to interact with the intent to trade, they already have internal knowledge and expectations.

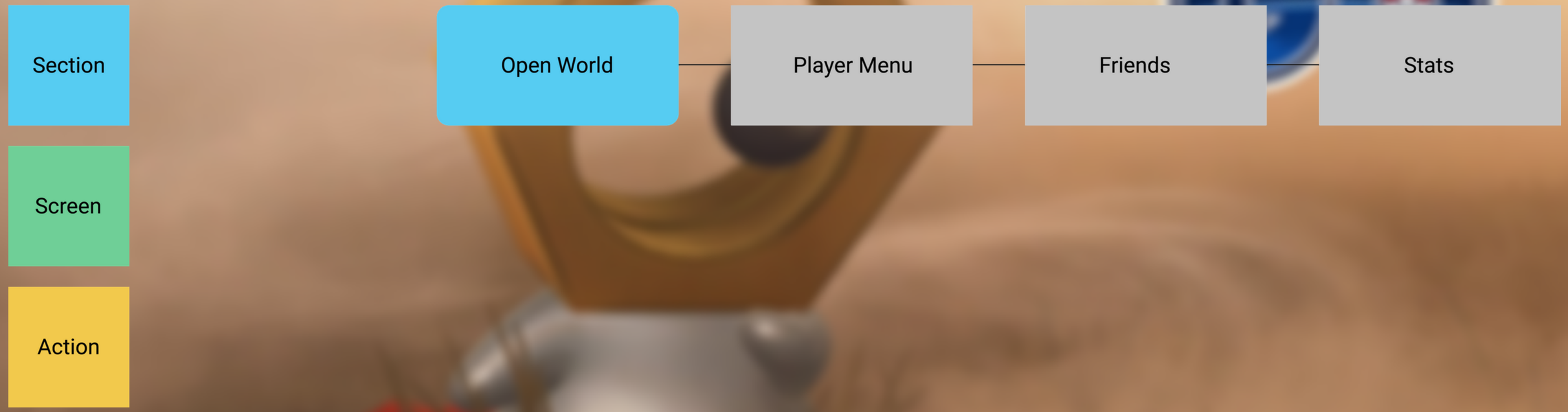
User Flows pt.1

*more in addendum

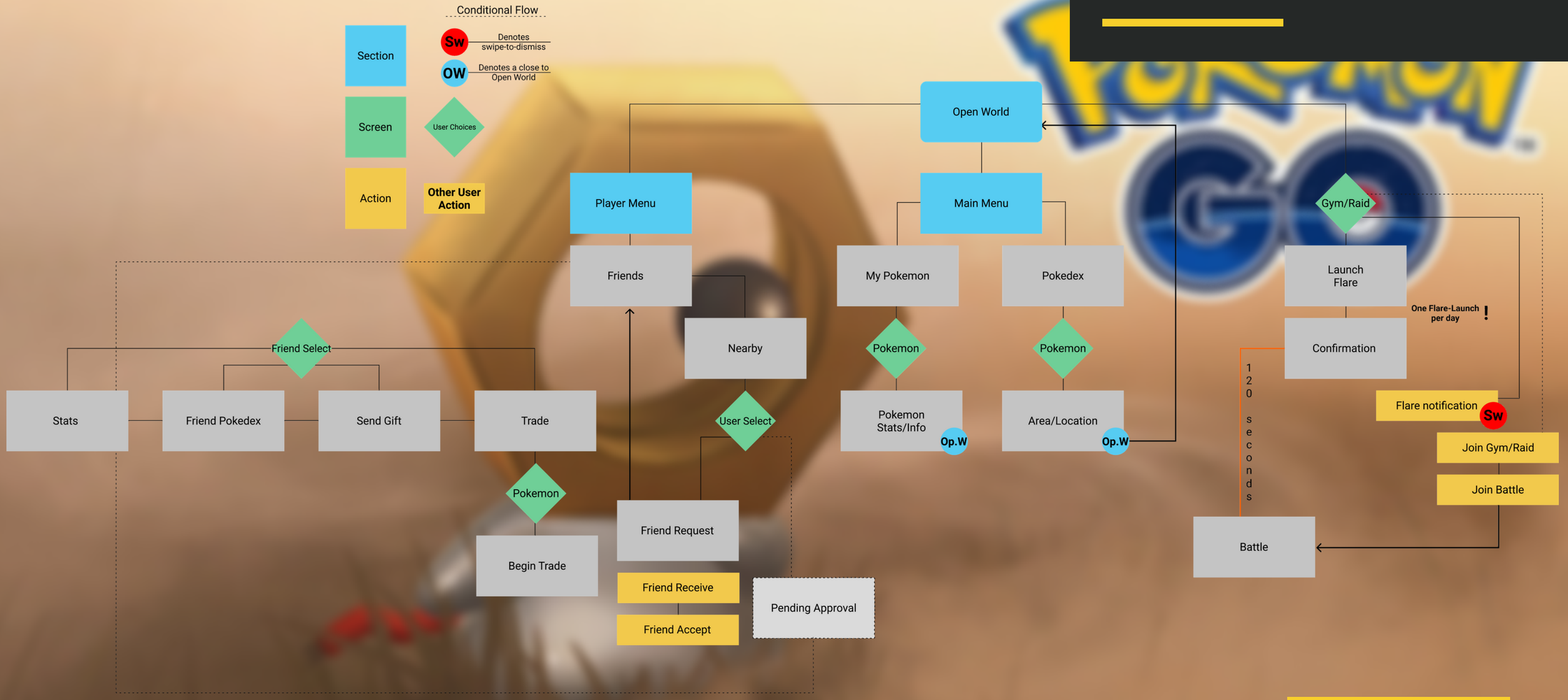


User Flows pt.2

*more in addendum



Information Architecture



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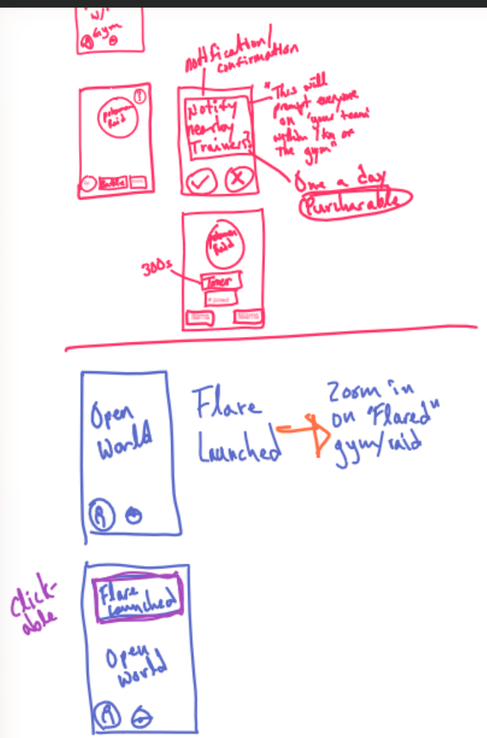
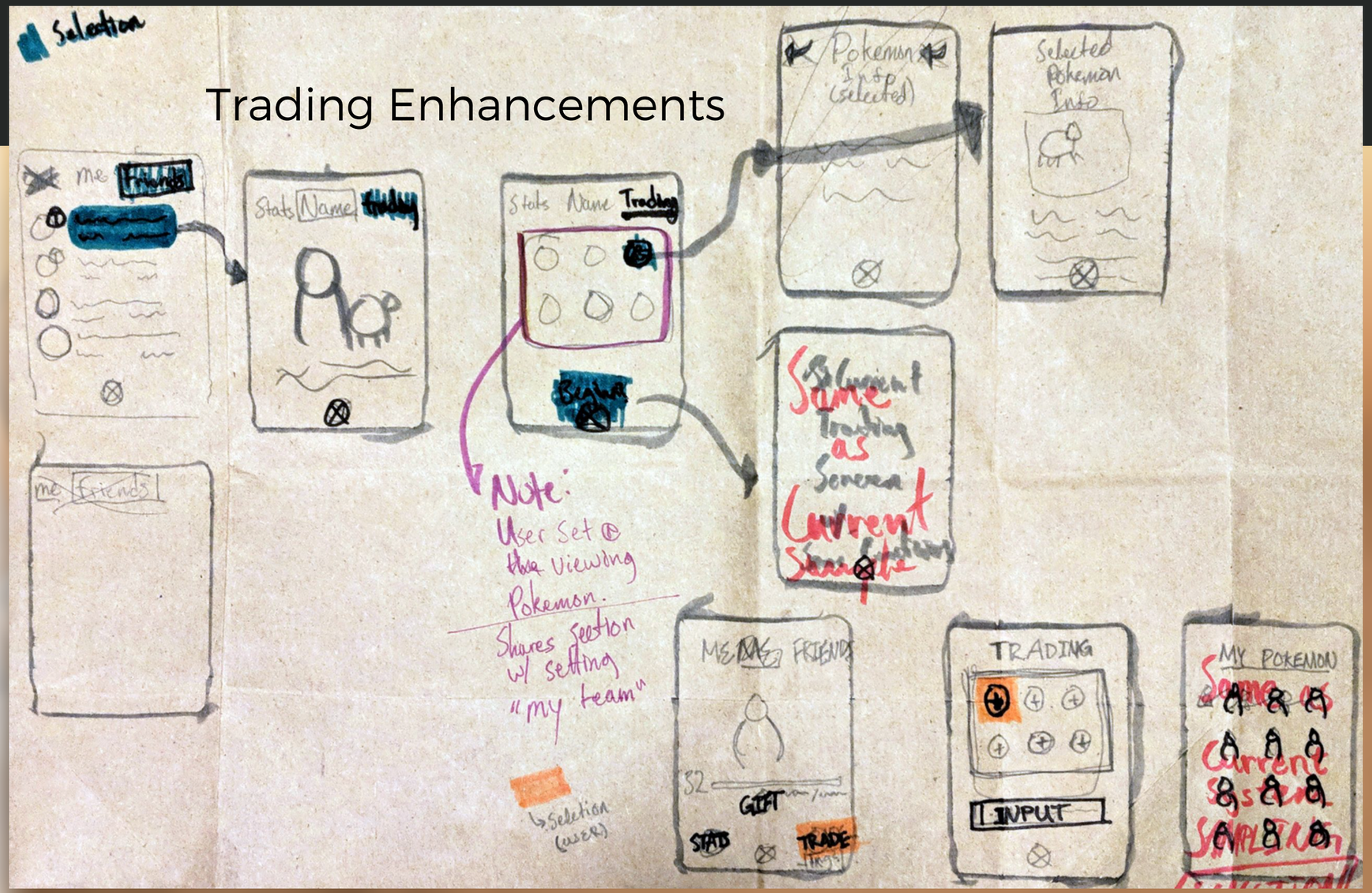
Sketching & Wireframes

Due to the nature of the enhancements (Taking an existing application with defined styles and patterns) I went from stencils & sketches to low-fidelity mock-ups, and ultimately to hi-fidelity prototypes.



Initial Stenciling



Open World > Pokedex > pokemon > scroll down on view "area" — RPG esque

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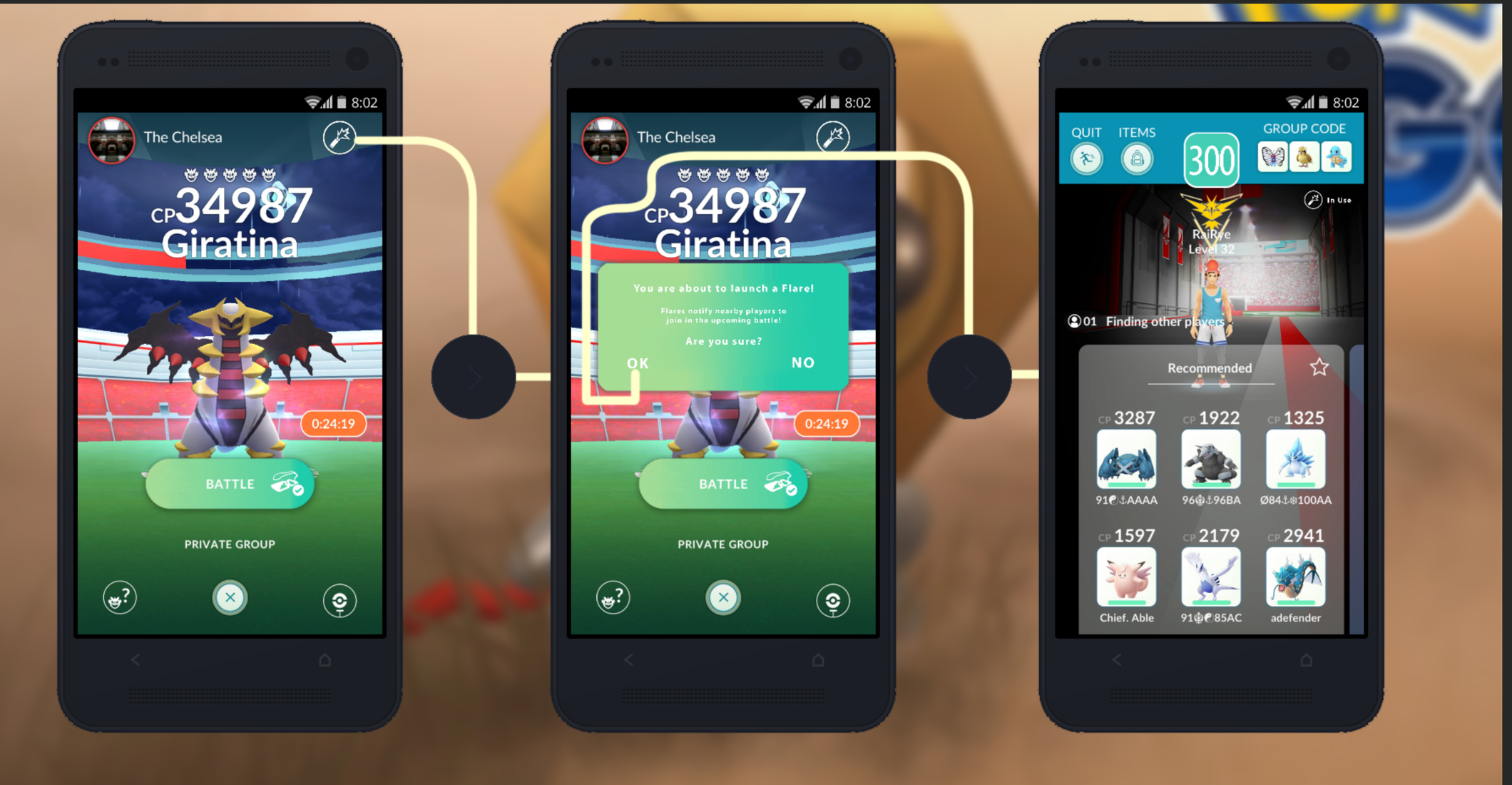
Prototyping

Flares!

Remove the inbetweens

When entering a Gym or Raid, the screen has an additional icon to, "launch a flare", wherein players within a predetermined distance receive a notification (which is also able to be toggled off). Following the press of the flare, the User is prompted with a confirmation, and depending on selection is taken to an alternate waiting lobby with extended waiting time - with icon notifying the flare is in use.



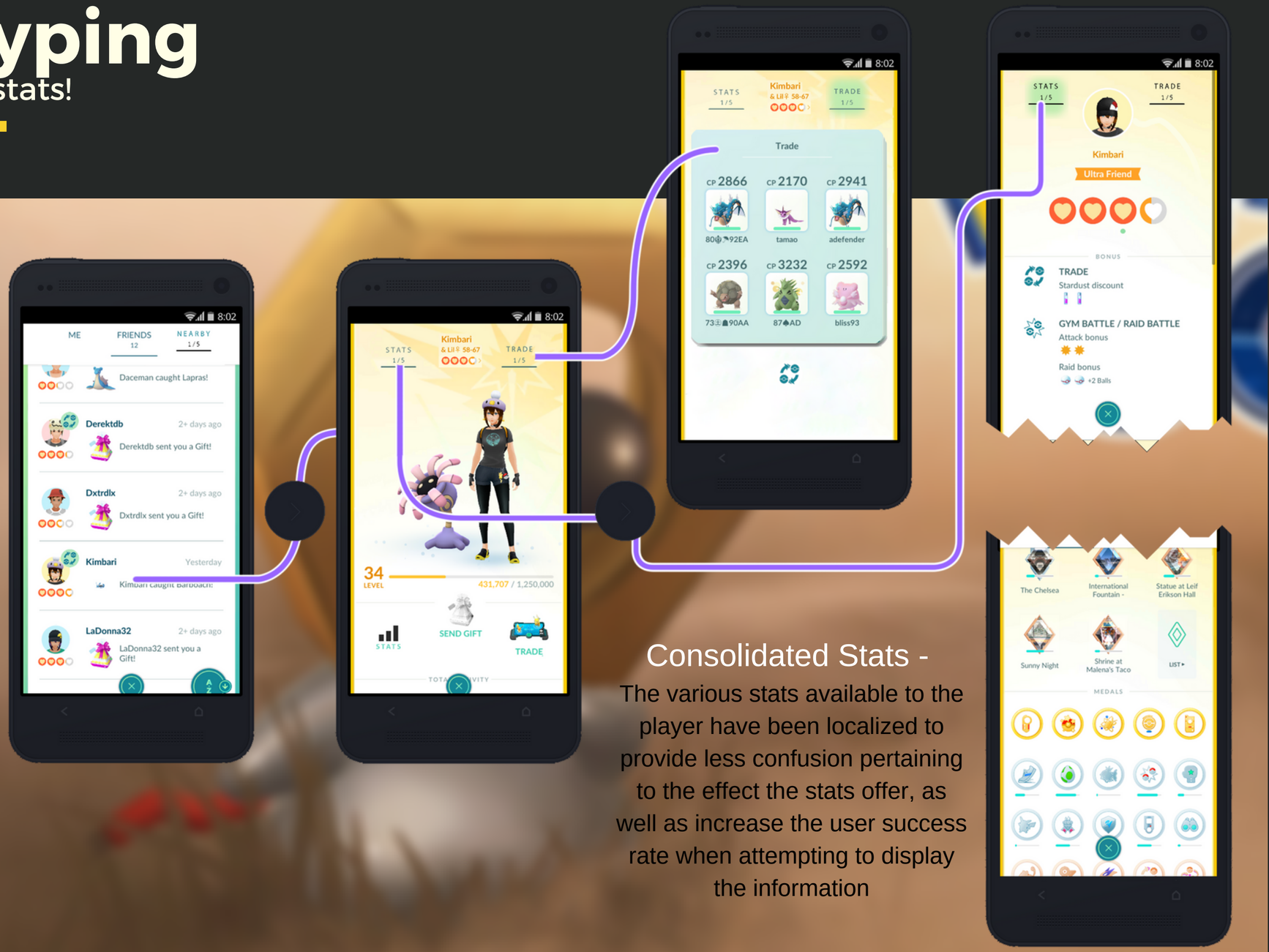
Flares are an original concept that was born from secondary research.

Once a player has launched a flare, they are taken to lobby that closely resembles that of the standard raid/gym lobby. The primary difference being an increased time limit for the lobby (to allow plays at a distance time to travel).

Prototyping

Player Select & stats!

Added icon/identifier to show when a player is within distance trade on the friend list.



Consolidated Stats -

The various stats available to the player have been localized to provide less confusion pertaining to the effect the stats offer, as well as increase the user success rate when attempting to display the information

If you were to select a friend, you have the option to simply slide to the left for an expanded and consolidated stat view, or swipe to the right to inspect the Pokemon that friend has set as able to be traded. It is a layered selection that cycles through the layers on swipe. The layers of trade-able Pokemon are set whilst viewing ones own Pokemon.

Prototyping

Trading!

The player is now notified when they have a request to trade - which also highlights that a player is nearby.

After arriving at the trading screen, the user is able to select from multiple sets of 6 Pokemon. These sets are user defined and enable the duo to effectively pick and choose Pokemon they agree upon - before progressing into the final trading screen.



Usability Testing

What was tested:

- User input heat maps
- Memory recollection
- Moments of pause & confusion
- Desirable additions
- A/B testing before and after initial redesign

"If asked to 'launch a flare,' where would you like to click?"

100% success when prompted to "launch a flair."

The most significant feedback was that the Flare icon could be a bit larger - something easily addressed.



STYLE GUIDE

*Highlighted section to emphasize additional assets



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CONCLUSION



Throughout my research, one aspect persisted; A distinct desire to interact with nearby friends and trainers.

In my attempts to work through that, the solution I came to was one of compromise. A function that touches upon proximity in an AR mobile game is fundamental. Because of this the scope of the project needed to be narrowed to ensure my ability to deliver, as well as maintain an accurate timeline.

Through modulation of the proposed features I was able to break down nearby functionality into its components - enabling continued development and future projects.

THANKS

Did you like what you saw here? Great! Let's have a chat! Perhaps grab a cup of coffee at your favorite locale!



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Resume @
rpmeyer.me/resume.pdf

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ADDENDUM
& APPENDIX



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COMPETITIVE ANALYSIS

Jurassic World:
Alive

+ $25M

IN FOUR
MONTHS

Ingress

20M

DOWNLOADS

2000

REAL WORLD
EVENTS

Competitive Differentiation

Enhancement Targets & 'Clones'

"Jurassic World: Alive" offers a unique opportunity to feature enhancements - as well as viability of specific systems and features.

As a notable 'clone' of Pokemon Go - a product that is distinctly and obviously modeled after the Pokemon Go app - there is extra information to be gained from what was added and removed.

	A	B	C
1		Pokemon Go	Jurrasic World "Alive"
2	Visibility of system status The system should keep users informed through appropriate feedback within reasonable time	No method to determine if a trade is incoming, nor if a friend is available for trade. Obtuse and difficult to find specific information about a friend/rival	Cluttered and intrusive UI, making for a difficult user experience
3	Possible Solutions:	Add a nearby friends section &&|| add a visual element to signify that a friend is within trading distance &&|| add a visual/actionable element to show that a trade has been initiated and is awaiting player intervention	Declutter the neutral world/home screen by sectioning off and organizing functions into groups of expanding systems and menus
4	Consistency and standards Users shouldn't have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions	Egg incubation and Buddy pokemon have cross functionality (using distance as a trigger for a game mechanic), however are located in different menus, often rendering mistaken opertation in the "flow". There are multiple ways to access user stats with varying results depending on the method	Icons used are often vague and ambiguous without "glancable" knowladge of what is being referenced or the state it is in IE: battery bar percentage and HP bars
5	Possible Solutions:	Move the egg incubation function from the pokemon section into the player/buddy section. Optimize the player stats section. Have everything about a specific friend be noted on a stats section - that is readily accessible and intuitive.	Simply add the battery percentage within the battery icon itself, and add the total HP # of the dinosaurs while viewing stats and during battle
6	Error prevention Prevent problems from occuring in the first place, or check for them and present users with a confirmation option before they commit to the action	Managing and "transferring" multiple pokemon is a feature that is not intuitively obvious with no accessible place to find out - however once known the function is handled quite fairly	No visible undo/redo/exit system visible. Leaves the user stuck in a function they may not desire to stay in - potentially leading to the user exitting the app
7	Possible Solutions:	Error handling to prevent transfer of a pokemon is handled fairly well - gives a prompt to verify or outright disables the ability to select a pokemon during the "mass select" actions.	Use best practices to implement a long press add/remove option of scheduled events or tasks. Could be so simple as an on-screen exit or back icon

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HEURISTIC EVALUATION:

FLEXIBILITY AND EFFICIENCY OF USE

Accelerators — unseen by the novice user — may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

Managing and "transferring" multiple Pokemon is a feature that is not intuitively obvious with no visual que informing of the function. NOTE: Once known, the function is handled well.



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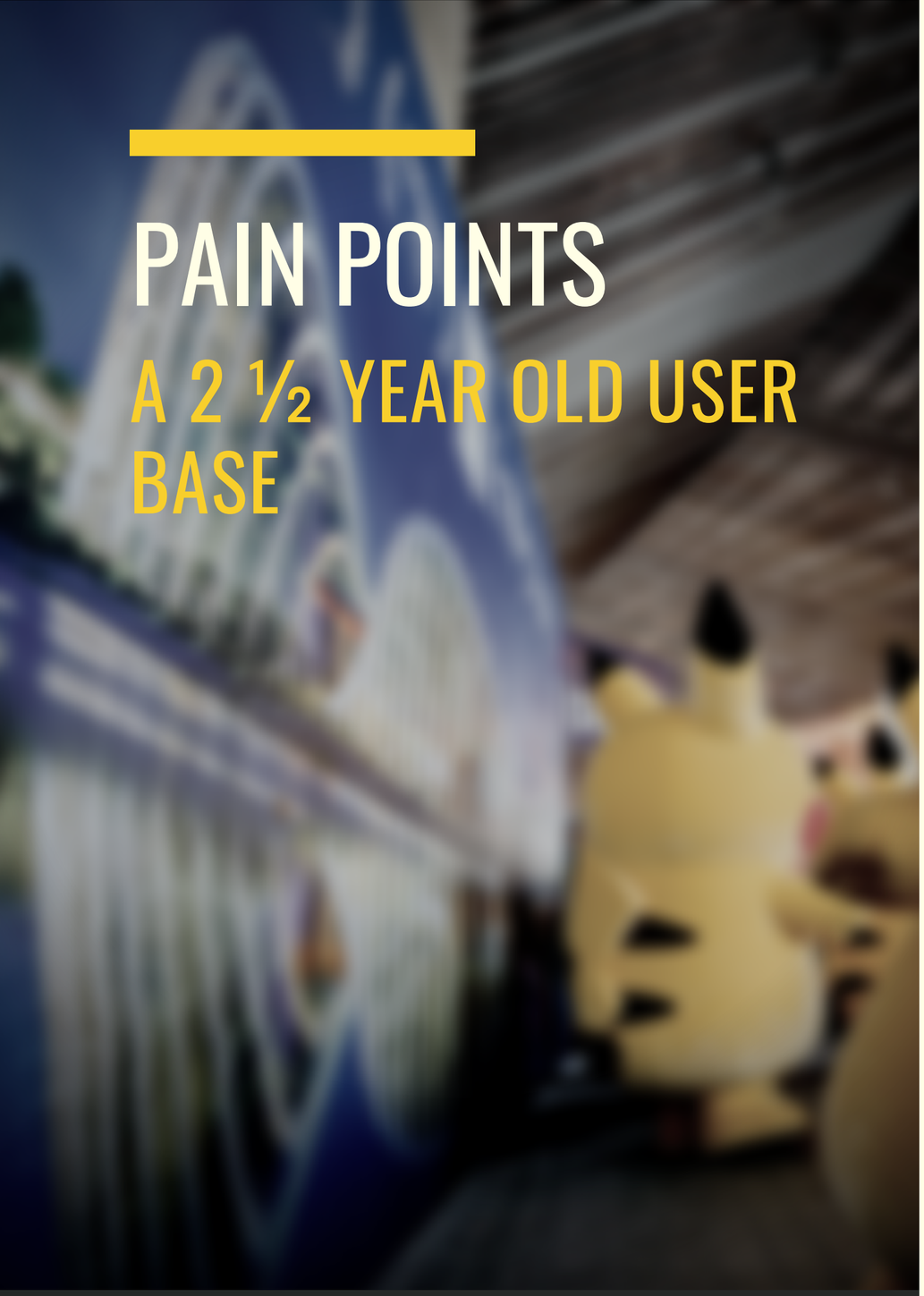


PAIN POINTS

A 2 ½ YEAR OLD USER BASE

Participation

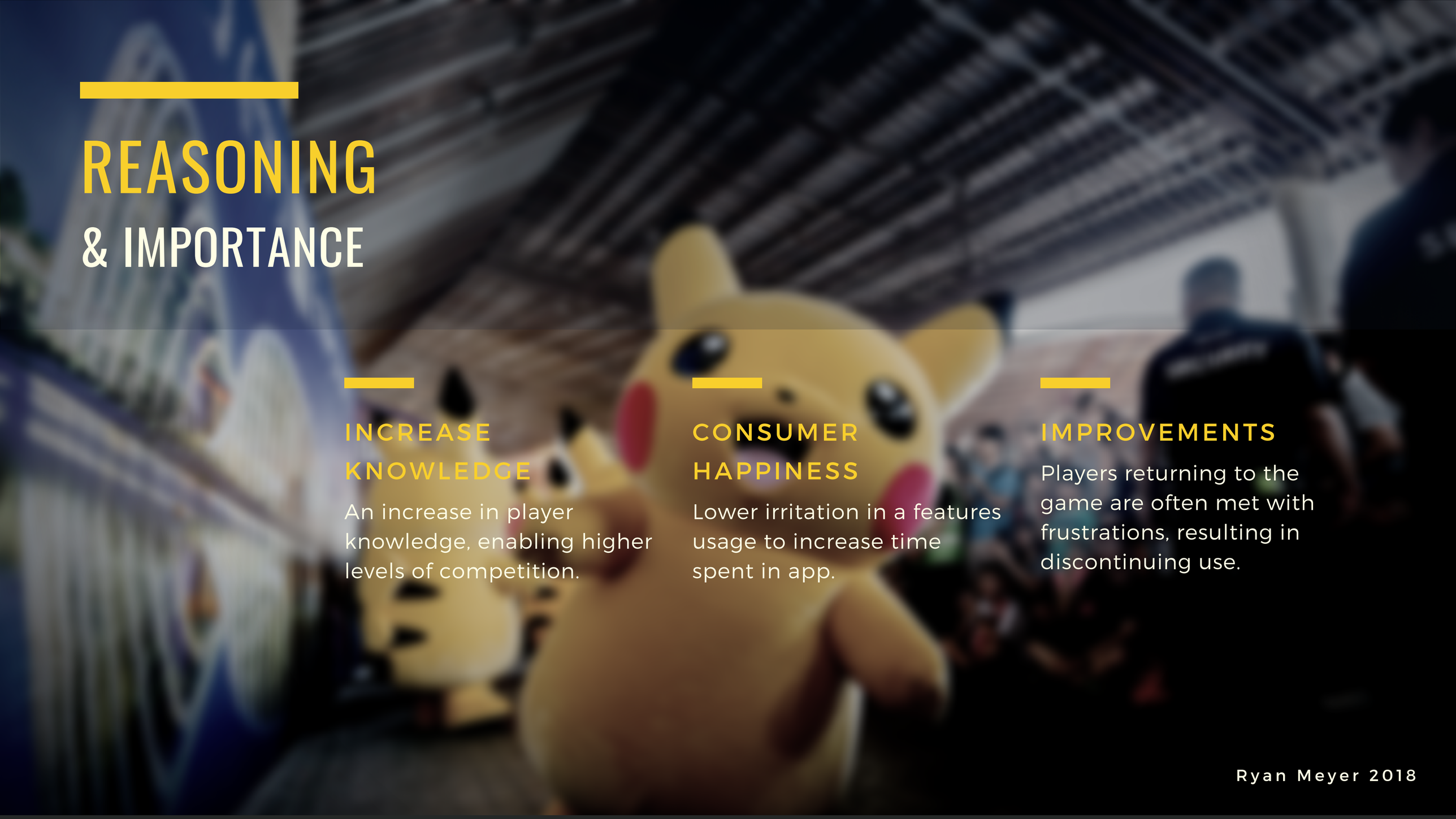
Generative research found that the only demographic to consistently engage in gyms and raids were players within groups.

Usage

The current implementation of trading is narrow in scope and limiting in player interaction.

Revenue

Many individuals whose goal is to complete their Pokedex - a.k.a. the "Collector" make In-App-Purchases to increase their storage options. Enabling that functionally increases revenue as additional expansion has a cost associated to it.



REASONING
& IMPORTANCE

INCREASE KNOWLEDGE

An increase in player knowledge, enabling higher levels of competition.

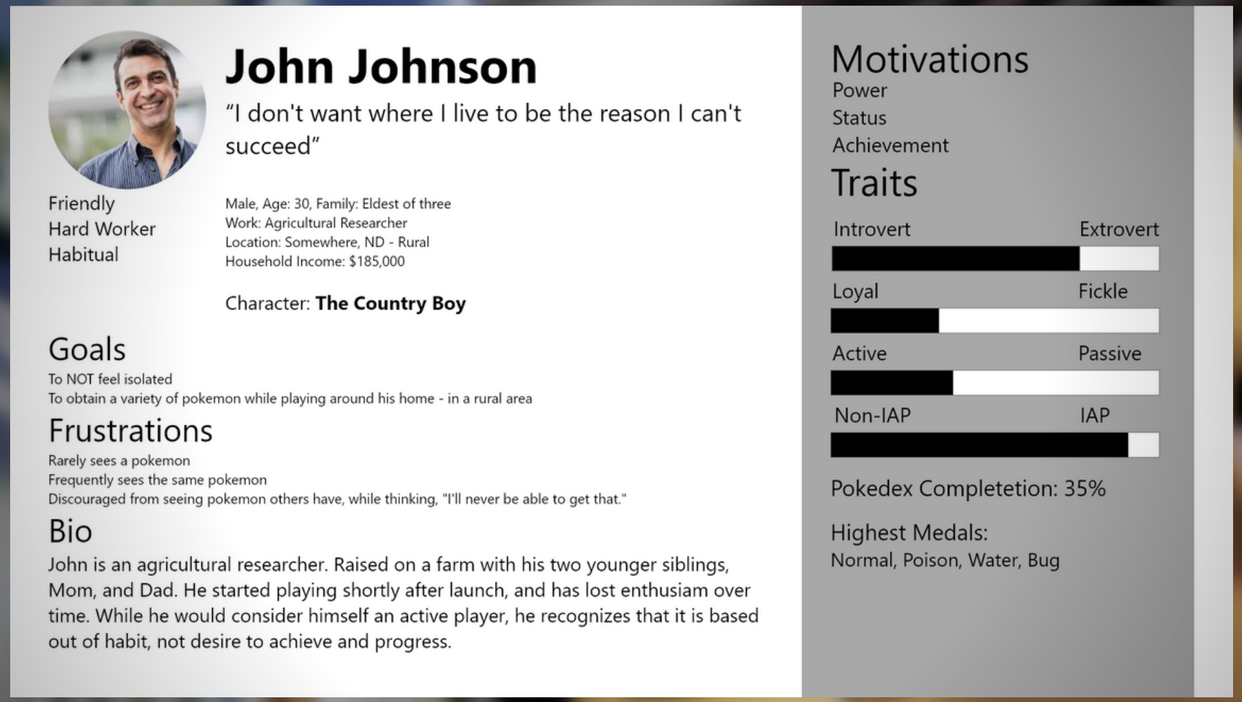
CONSUMER HAPPINESS

Lower irritation in a features usage to increase time spent in app.

IMPROVEMENTS

Players returning to the game are often met with frustrations, resulting in discontinuing use.

* Personas vary in style and content due to different methods of creation. There was a personal goal to use different software/applications, as well as create my own in order to familiarize myself with alternatives.



John Johnson

"I don't want where I live to be the reason I can't succeed"

Friendly
Hard Worker
Habitual

Male, Age: 30, Family: Eldest of three
Work: Agricultural Researcher
Location: Somewhere, ND - Rural
Household Income: $185,000

Character: **The Country Boy**

Goals

To NOT feel isolated
To obtain a variety of pokemon while playing around his home - in a rural area

Frustrations

Rarely sees a pokemon
Frequently sees the same pokemon
Discouraged from seeing pokemon others have, while thinking, "I'll never be able to get that."

Bio

John is an agricultural researcher. Raised on a farm with his two younger siblings, Mom, and Dad. He started playing shortly after launch, and has lost enthusiam over time. While he would consider himself an active player, he recognizes that it is based out of habit, not desire to achieve and progress.

Motivations

Power
Status
Achievement

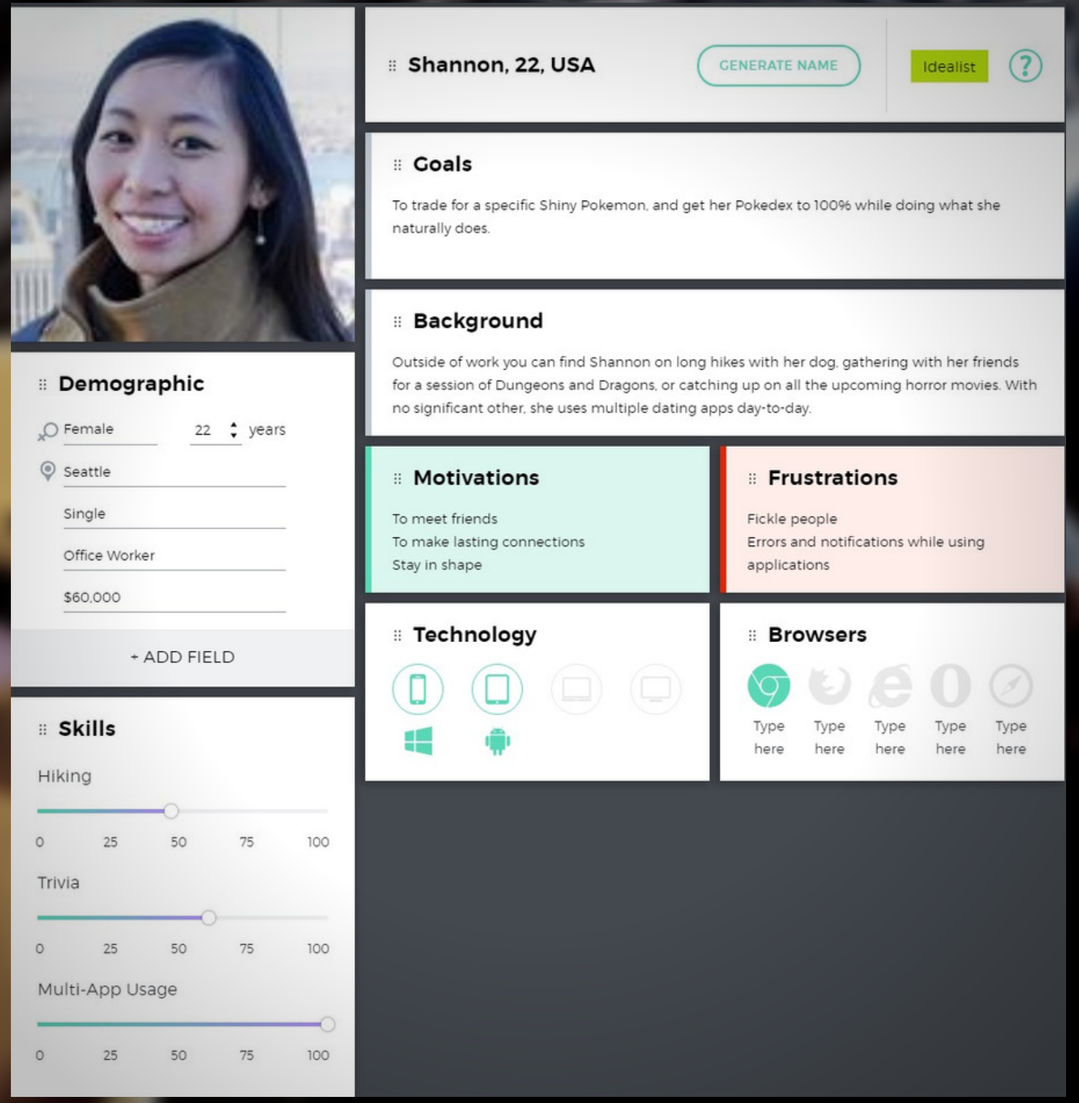
Traits

Introvert — Extrovert
Loyal — Fickle
Active — Passive
Non-IAP — IAP

Pokedex Completetion: 35%

Highest Medals:
Normal, Poison, Water, Bug

*Adobe XD



UXPRESSIA*

User Flows

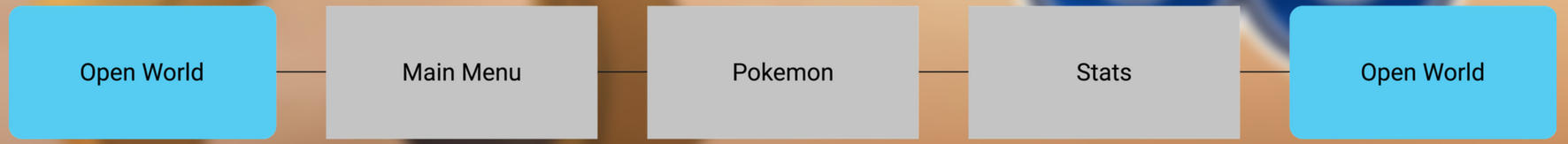
User Goals

I as a User (RPG)
Want more detail and information about my pokemon
So I dont make a mistake by putting resources into one vs another

Section

Screen

Action

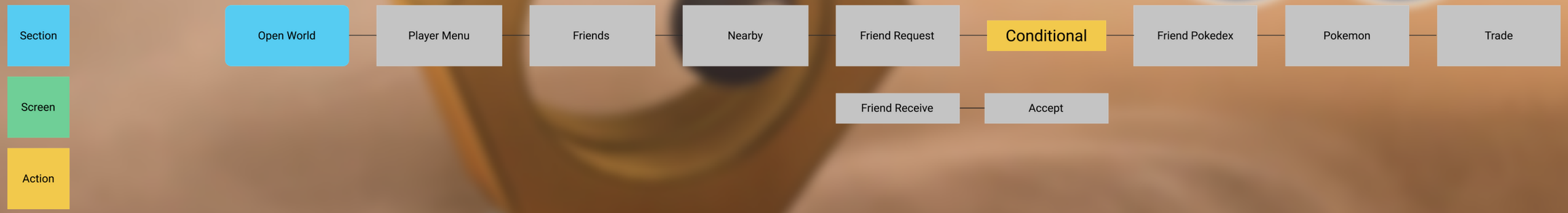


User Flows

User Goals

To form a valued connection to new friend/player

To make a trade of value to new friend



User Flows

User Goals

I as a User (competitive)
Want to see the stats of my specfic friend
because we have a friendly rivaly

