



confetti

a trivia game

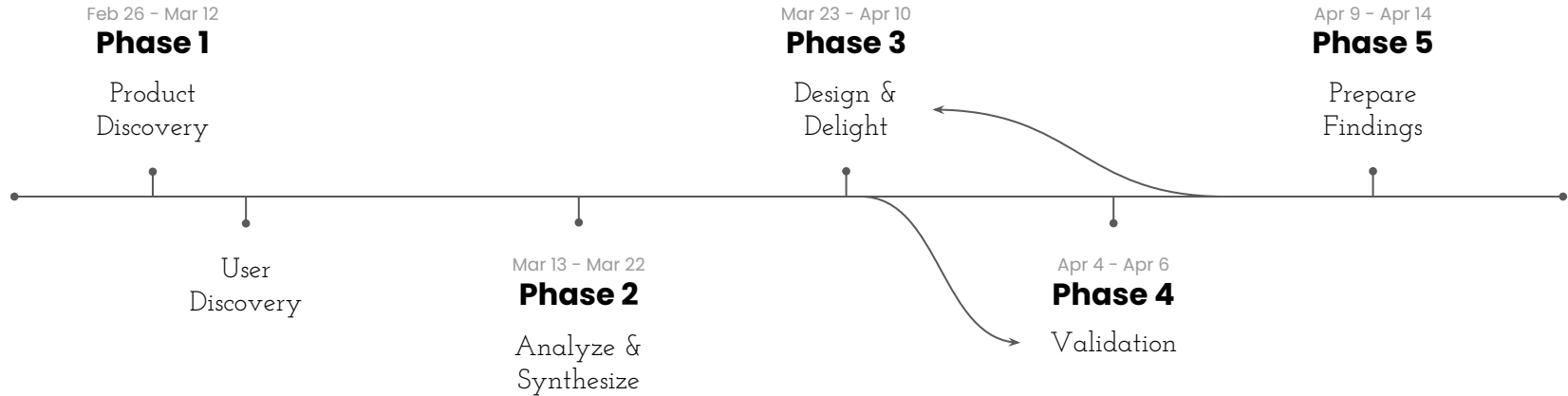
Project Background


Challenge

How might we make a trivia game that empowers people to easily learn, test their knowledge, and exercise their minds in an inspiring way?

Many people seek entertainment through trivia games on their mobile devices. However, many of these games are complicated to use, have aggressive advertising, and don't allow the level of customization that players want.

Activity Timeline

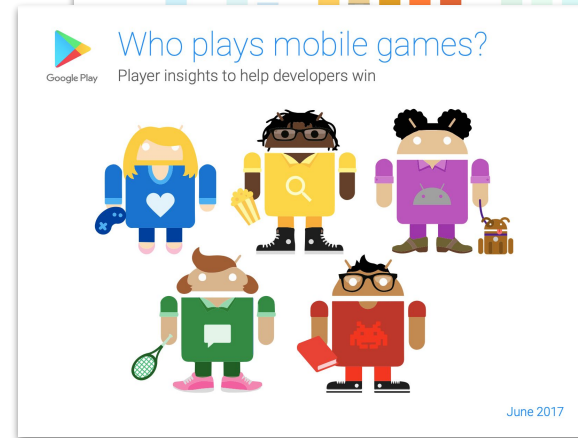
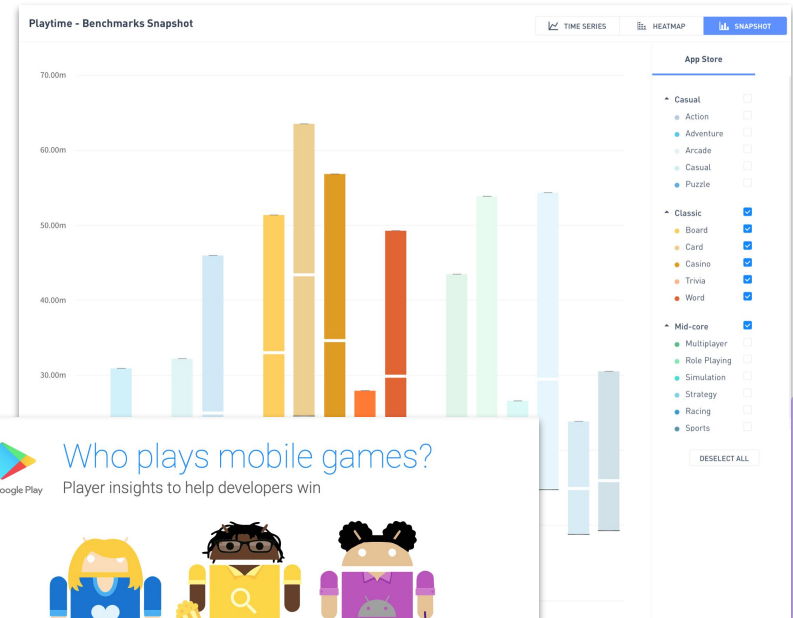




Discovery + Research

Desk Research

- Examined existing trivia apps
 - There are **a lot** of games in this space
 - They're all very different in terms of quality
 - Analyzed player reviews from various app stores from the top games
- Discovered previous research findings and metrics
 - Google Play commissioned a study that researched the needs and behaviors of mobile gamers.
 - Game Analytics provided benchmarks on how to compare Confetti (once it launches) to apps in the same categories.



Google Play "Who plays mobile games?" Player insights to help developers win²

Competitive Analysis

I found that many of the trivia apps are unnecessarily complex and require “a lot of work” to use or play

Many of the games have features or reward systems that aren't well explained or even used other than only to earn them

Little to no onboarding

Lots of ads or limitations (daily or weekly)

Multiple choice and fast-paced gameplay is common and likely expected

Target Audience

I focused on two different types of players (“Playful Explorers” and “Tentative Followers”), which are based on the data collected from the Google Play research study I discovered early on in the project.

- 26-45 age bracket
- Played games on average for 3.95 years
- Accounts for 46% of study respondents
- 47% male, 53% female
- “Playful Explorers” are driven by low social/high passion
- “Tentative Followers” are driven by high social/low passion

User Interviews

Before conducting any interviews, I first created a user interview screener and guide using all of the data collected so far.

I recruited 8 users via UserInterviews.com and conducted them via Zoom and recorded them to later analyze.

After I conducted the user interviews using the guide, I transcribed the videos using Otter.ai, and then created an affinity map in Mural to analyze my findings.



zoom



Otter.ai

_discovery + research

Analyzing + Synthesizing

Affinity Mapping

In order to extract insights and needs from the user interview sessions, I created an affinity map on Mural. After my sessions were transcribed, I copied statements and thoughts from users into sticky notes and then grouped them into clusters based on similar ideas.

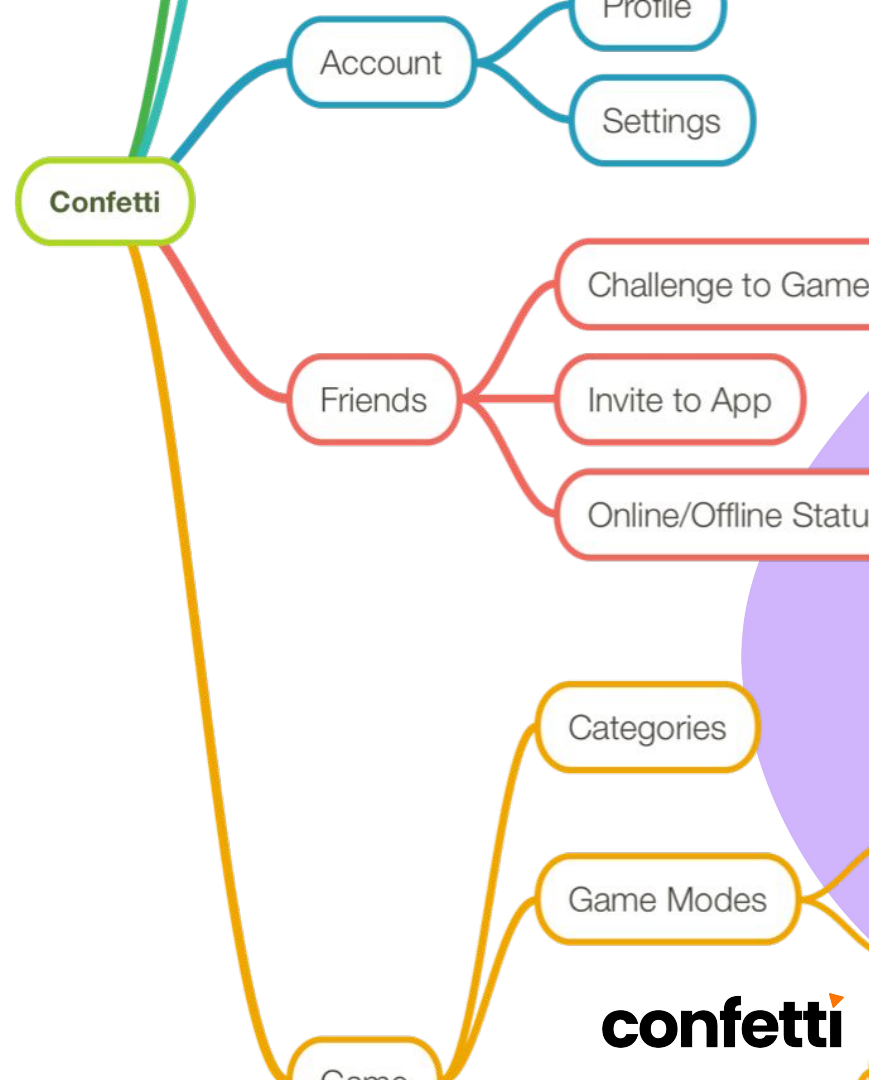
This process of affinity mapping defined user insights and needs for Confetti.



Site Map

I created a sitemap for Confetti using MindNode to show the structure and planned features by referencing the product roadmap from earlier.

This map helped me visualize how certain features and functionalities might operate in the app.



User Persona (Primary)

Emma Howell

Emma is an “influenced player” who has played games for almost 4 years
Creative Director in California; \$60–79k; 38, Female

Behaviors	Attitudes	Needs	Goals
<ul style="list-style-type: none">• Makes in-app purchases to add items to collection• Enjoys puzzle games, adventure and strategy	<ul style="list-style-type: none">• Learns about new games from friends• Wants to play with friends she knows outside of the app	<ul style="list-style-type: none">• Doesn't trust ads (“too scammy”)• Group play game mode• Not great at trivia, but can usually find a category she's good at	<ul style="list-style-type: none">• Plays a game because her friends are• Finds making progress in a game rewarding• Less interested on testing skills

User Persona (Secondary)

Howard Sanchez

Howard is a “tentative follower” who has played games for 4 years
Office Assistant in New York; \$20–39k; 26, Male

Behaviors	Attitudes	Needs	Goals
<ul style="list-style-type: none">• Plays when waiting for appointment, train, etc.• Also enjoys card and word games• Collections merchandise and action figures related to games	<ul style="list-style-type: none">• “I found this game from my friends”• Doesn’t want to spend money on mobile games• Feels instant gratification for winning	<ul style="list-style-type: none">• Connects with other players inside the game• Tired of ads disrupting gameplay• Worried about draining phone battery	<ul style="list-style-type: none">• Plays to relieve boredom• Plays to relax• Wants to obtain more items/prizes/higher scores

Key Findings + Solutions

1. Players love to compete with friends and, sometimes, even strangers.

- Allow users to invite friends to the game in a variety of ways.
- Allow users to quickly start games with friends.
- Allow users to have a leaderboard amongst their friends (“social leaderboard”)
- Allow the app to be played on a variety of devices and operating systems.

2. The game is more fun with plenty of category choices.

- Using the Jeopardy! API, give players a large quantity (15-20) categories at launch.
- Allow players to continue to unlock additional categories as they progress through the game.
- Allow players to select the difficulty level of questions (using the Jeopardy! API, this is looking at the “point value” of questions, 100 being easiest, 1000 highest).
- The Jeopardy! API has over 150,000 questions available.

3. Players absolutely hate advertisements in their games.


- Make Confetti ad-free and supported by donations

4. Players want a fun, easy to use game.

- Lighthearted and colorful design
- Onboarding process

Product Roadmap

	Priority #1	Priority #2	Priority #3
Goals	Provide an interface that's intuitive and brings joy to the player while providing them the control they expect over their experience.	Create an achievement system that encourages players to experiment with categories and game modes.	Create a leaderboard system that inspires light-hearted competition amongst friends and strangers.
Features	<ul style="list-style-type: none">• Colorful interface• Onboarding experience• Allow control over game mode• Allow control over difficulty	<ul style="list-style-type: none">• Allow players to unlock more categories as they continue to play• Add weekly or monthly challenges• Allow players to share their achievements with friends	<ul style="list-style-type: none">• Connect app to social networks• Allow players to disable sending scores to the leaderboard• Allow players to see social and public leaderboards (their friends vs the world)
Metrics	<ul style="list-style-type: none">• Track user retention• Track user stickiness	<ul style="list-style-type: none">• Track average session length• Track user stickiness	<ul style="list-style-type: none">• Track user stickiness• Track number of downloads/users

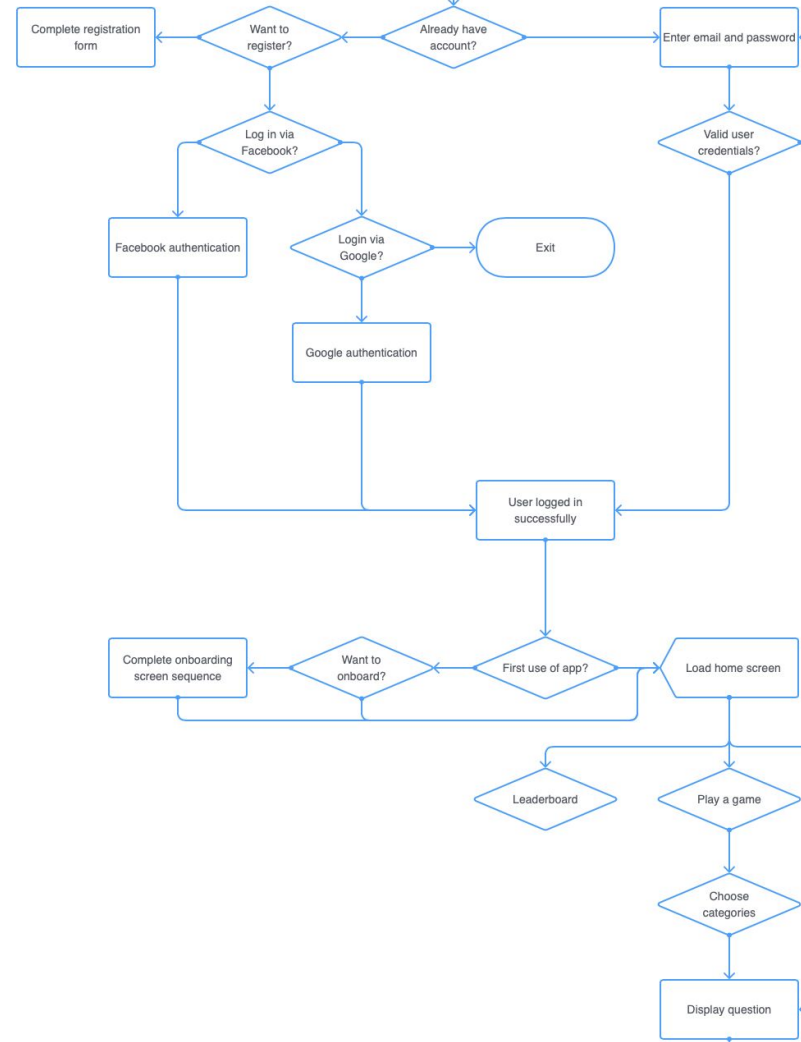


Design + Delight

User Flows

Using the data from the research phase, I designed several essential user flow charts.

This process helped me determine what screens are needed, how many screens to anticipate designing, and what path a user will take to complete their goal.



Branding

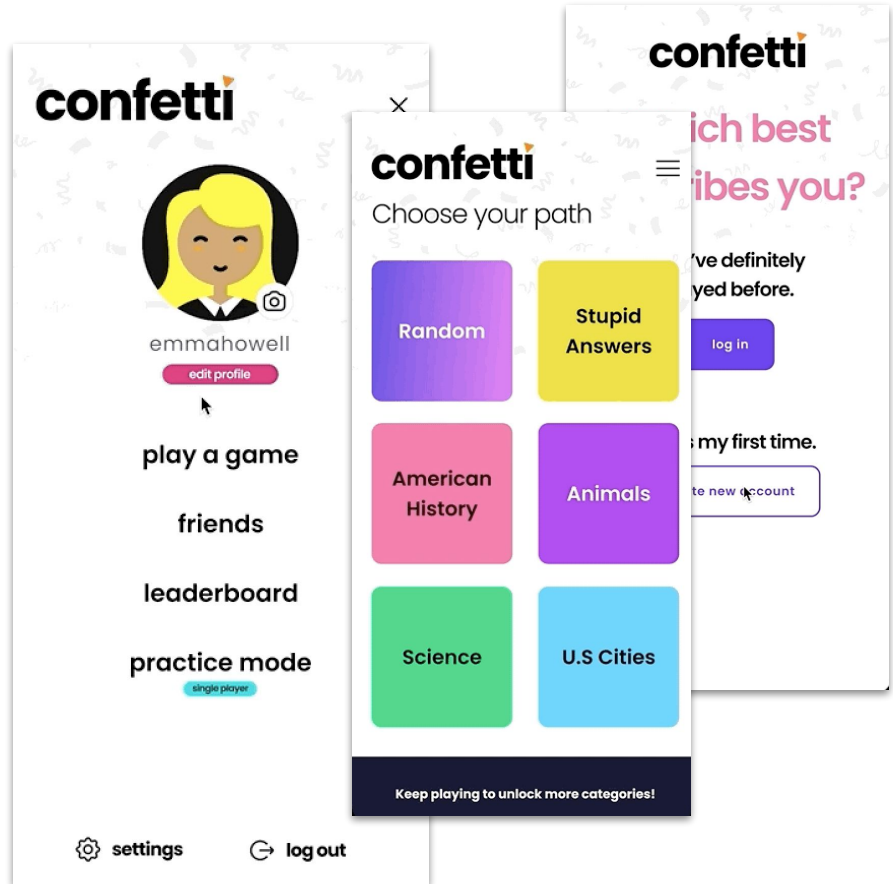
To establish a visual direction for Confetti, I created a moodboard on Mural. I searched Pinterest and Dribbble for inspiring words, images, and color combinations.

Following this brainstorming session, I created a style tile to reference when creating assets.

Finally, I found a UI kit to serve as a guide for prototyping and creating a cohesive experience for players.

Prototype

Using my research from the previous phases, I developed a prototype in Figma that I could have users test tasks with.



User Testing

I created a usability test plan to establish objectives for user testing with 5 users on the Figma prototype. Then, I compiled notes into a Google Sheet from each session.

I additionally recruited 20 users to conduct a “first impressions” study on, which I will create another affinity map to extract insights and design recommendations for iteration in the next phase of the project.

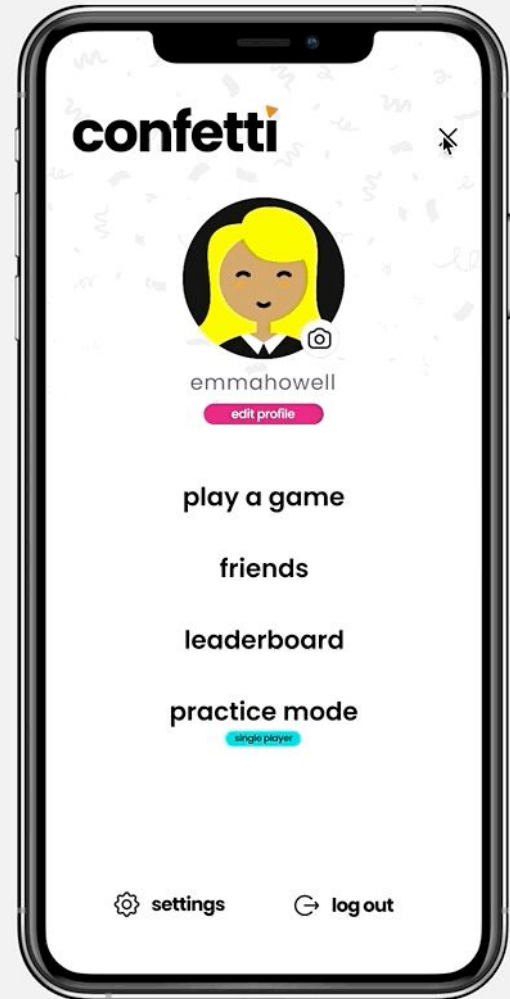
I used UserBob.com to recruit and conduct both studies.

_design + delight

Signing Up



Playing with Friends



Playing a Game

(Correct Answer)



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Prototype

[Play on Figma!](#)





What's Next?

Reflection

The research phase takes a lot of time and careful planning.

It's a lot of work to do by yourself!

Not all user recruitment tools are created equally.

Next Steps

1. Add additional features to prototype from the product roadmap
2. Conduct additional user testing and design iterations
3. Move the design into the development phase



Thanks for listening!

Appendix

- [Project management](#)
- [Project plan](#)
- [Research plan](#)
- [Reviews of other applications](#)
- [User interview screener](#)
- [User interview guide](#)
- [Affinity map](#)
- [User testing guide](#)
- [User testing results](#)

- [Sitemap](#)
- [Prototype](#)
- [Competitive analysis](#)
- [User personas](#)
- [Branding mood board](#)

References

1. [Game Analytics](#)
2. [Google Play Research Study](#)