



Dynasty Baseball

Performed for Fantasy Moguls
HCDE 517, Winter 2014



Allow us to introduce ourselves ...

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Team SODO Cano

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aka Robinson Cano

Bruce Perry
aka Michael Saunders



VS.

Let's play ball - Study Overview

Dynasty Baseball Android App

- An online baseball simulation game that allows you to be the general manager of your own franchise

Our goal

- Identify future design opportunities
- Eliminate common usability issues
- Improve new user experience for first time users
- Increase retention of new players beyond the initial setup



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Research Questions

Based on our initial goals, we developed & refined six research questions:

- Is the team **registration** process easy to **navigate**?
- Do users understand the **draft** process?
- Is there enough user **interaction** during the baseball games?
- In what ways can the game be improved to **keep** the user **interested** beyond the 3 day bounce rate?
- Do players find the game **simulation engaging**?
- Do players **advance** through the game and unlock features in the **flow** the designers have envisioned?



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Participant Profiles

Our draft selection includes

- Casual baseball fans
- Hardcore Baseball fans
- Fantasy sports fans
- Mobile users
- Facebook users

Selection

- As a team, we utilized our social networks through Facebook to collectively recruit six participants between the ages of 18-30.



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Sorry you didn't make the team

We excluded the following candidates:

- Non-baseball fans
- Non-Facebook account holders
- Previous users of Dynasty Baseball on any platform
- Users employed in the UX field
- Minors under the age of 18



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Methodology

What did we test?

- New user experience of Dynasty Baseball

Who did we test?

- Six participants

Where did we test?

- Starbucks & Zoka Coffee

How did we test?

- 9 tasks, game flow
- Observation, Post-task questions, Post-test questions

Start

Download App

Login

Link to Facebook Account

Create Uniform

Draft

Join League

Play Game

Play 3 Teams
New League
2 League Rotations

Draft

RP / Use Upgrades

Free Agents

Bonus Draft Picks
\$ Contract
3 League Rotations

Sign Free Agent

Free Contract

Hire Manager

Synergy



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Materials for Testing

Researchers

- Participant screener
- Notetaking packet
- GoPro camera & stand
- iPad

Testers

- Android phones
- Consent forms
- Scenario & tasks
- Post-task questionnaire
- Post-test questionnaire
- Coffee gift card (\$\$)



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The Equipment



Technical Difficulties



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GoPro, GoPro tripod, Android mobile phones, phone platform

Android Phone Screens



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App Successes



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Positive Findings

User Interface

- Several participants noted they liked the baseball look of the user interface

Team Creation

- Participants found it easy to login and create a team.

Urgent Tasks

- The majority of participants gravitated towards the “Urgent Tasks” callout
- “It seems like it’s what they wanted.”

Find the second level easy once got familiar with the game flow

- “Since I played games the first round, I knew what to do the second round.”



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Opportunities

&

Improvements



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1. Tool tips & help icons

General lack of tool tips & help icons made user interface harder to navigate

Data

- 6 out of 6 players completed tasks without tooltips or help buttons
- BUT - 6 out of 6 asked for assistance during at least one task due to lack of help icons and tool-tips

Quotes

- "Not sure what the menu means - information screen, tutorial?" - P6



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1. Tool tips & help icons



"I think it would be good to have a little question mark, or something, where when you click on the question mark it will line up and tell you what different buttons do." "Here's how you do this ..." - P2



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1. Tool tips & help icons

Recommendations

- Add a help button, or a general FAQ page accessible from menu
- Consider linking to the Dynasty Baseball online forum like on the Facebook application



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2. Feedback

General lack of feedback for rewards and new features when completing leagues and levels

Data

- 4 out of 6 completed levels and unlocked rewards,
- 3 out of 6 used new rewards

Quotes

- “More feedback on how to achieve something or get more functions.” - P5
- “Really, being more explicit with the menu options would be very helpful, as well as giving feedback when things are completed.” -P4



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2. Feedback



"It would be nice if you could still click on them and tell you how you could unlock it." - P6



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2. Feedback

Recommendations

- Add confirmation or a larger award for unlocking leagues and completing levels
- Restate to user where these functions can be found



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3. Line up Confusion

Inclusion of a lineup comparison

Data

- 5 out of 6 were able to swap out players
- BUT 4 out of 6 found the task somewhat frustrating

Quotes

- "I would expect one list of my players and one list of who's available at the same time."
- P5
- "I think the bench players should show up from the main starter view when I click on swap player." -P4



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3. Line up Confusion

Recommendations

- Add and show available players to drop/swap when you are selecting from your bench or signing/drafting a player
- Ratings of the player being added should show side by side, making it easier to compare players on the team



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4. Free Agency

Free agency is not easy to locate

Data

- 6 out of 6 did not sign a free agent
- 2 out of the 6 noticed the free agent option but did not use it

Quote

- "I'm looking to buy some players with this money, but I don't have any available at this time." -P4



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4. Free Agency

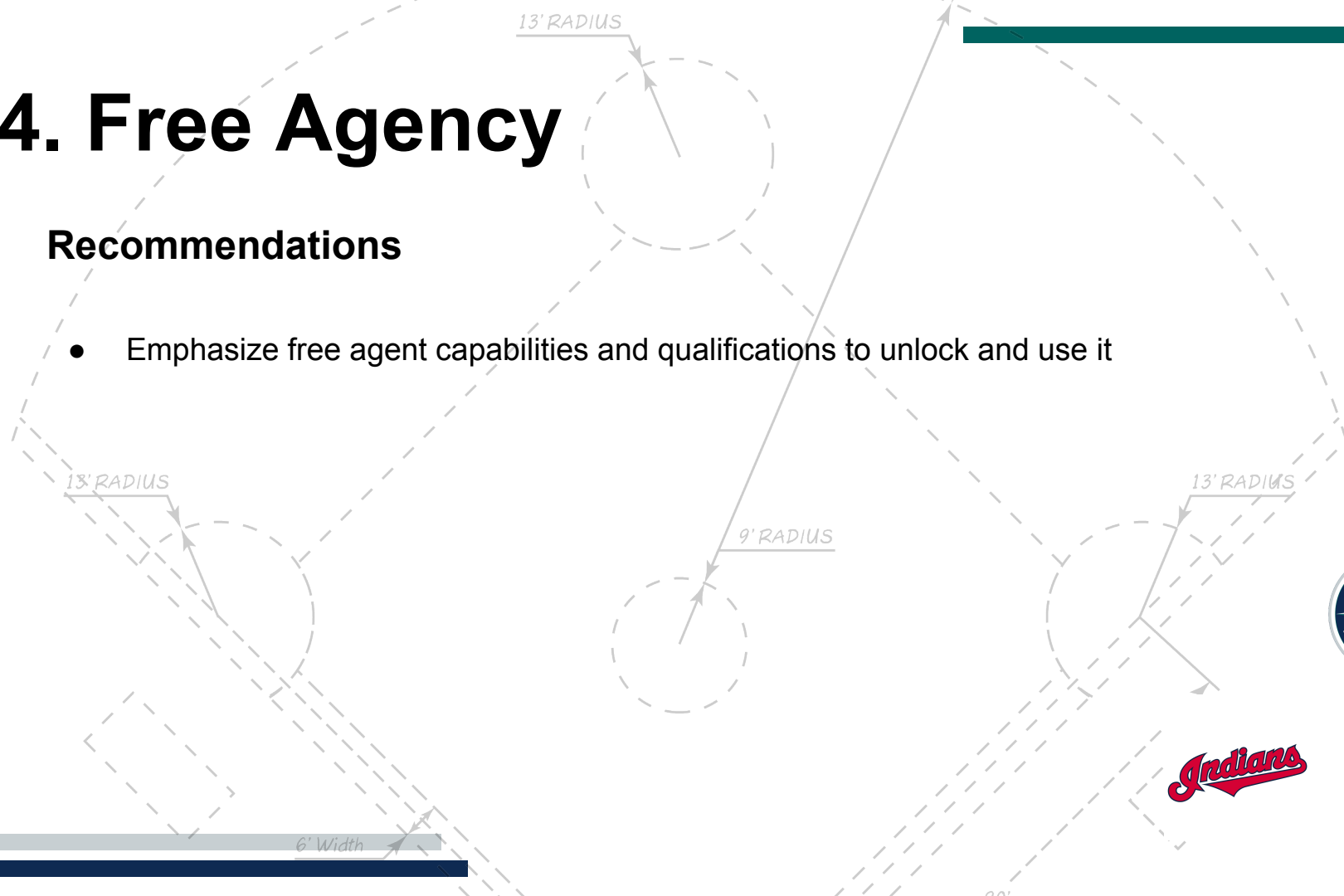
Recommendations

- Emphasize free agent capabilities and qualifications to unlock and use it



Indians

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5. Baseball icons & terms

Users confused over the meaning of different rating icons & game abbreviations

Data

- 5 out of 6 completed playing
- BUT 4 out of 6 required prompting
- 5 out of 6 indicated they were not sure of the meaning of RP

Quotes

- "How good each team is at batting, pitching, fielding - but I have no idea." - P6
- "I don't know. In game currency? I have no idea." - P6



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5. Baseball icons & definitions



"Maybe just to have specifically denote that the numbers correspond to the rating for the hitting, the pitching and the ... I guess I'm not sure what the other one is." - P5



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5. Baseball icons & definitions

Recommendations

- Define the three icons (Note: this has been improved in the main menu since test)
- Make each icon clickable for information on meaning & importance
- Provide an explanation of these terms in a menu or sidebar
- Provide examples of use for RP & money



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Future Research

Further Study

- Implement the suggestions from usability study and address issues rated high in severity
- Refine the terms we used in the test procedures
- Use equipment tailored to mobile testing
- Ongoing test circle with additional users

Lessons Learned

- Pilot studies are effective
- Recruitment is difficult



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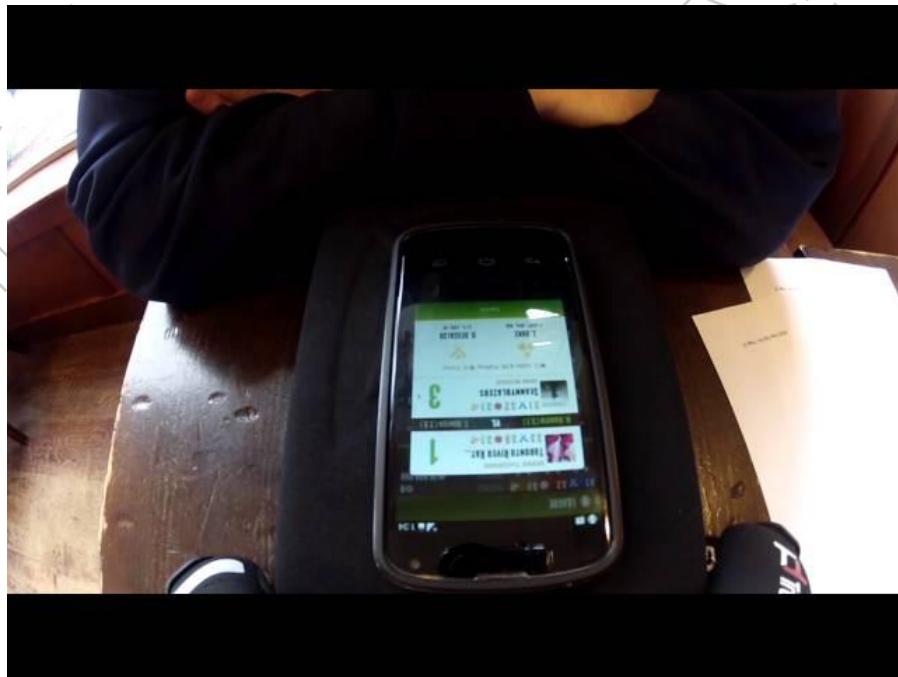
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9' RADIUS

13' RADIUS

6' Width

Confidence!



13' RADIUS

13' RADIUS

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6' Width



Indians

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Thanks!

Questions?



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