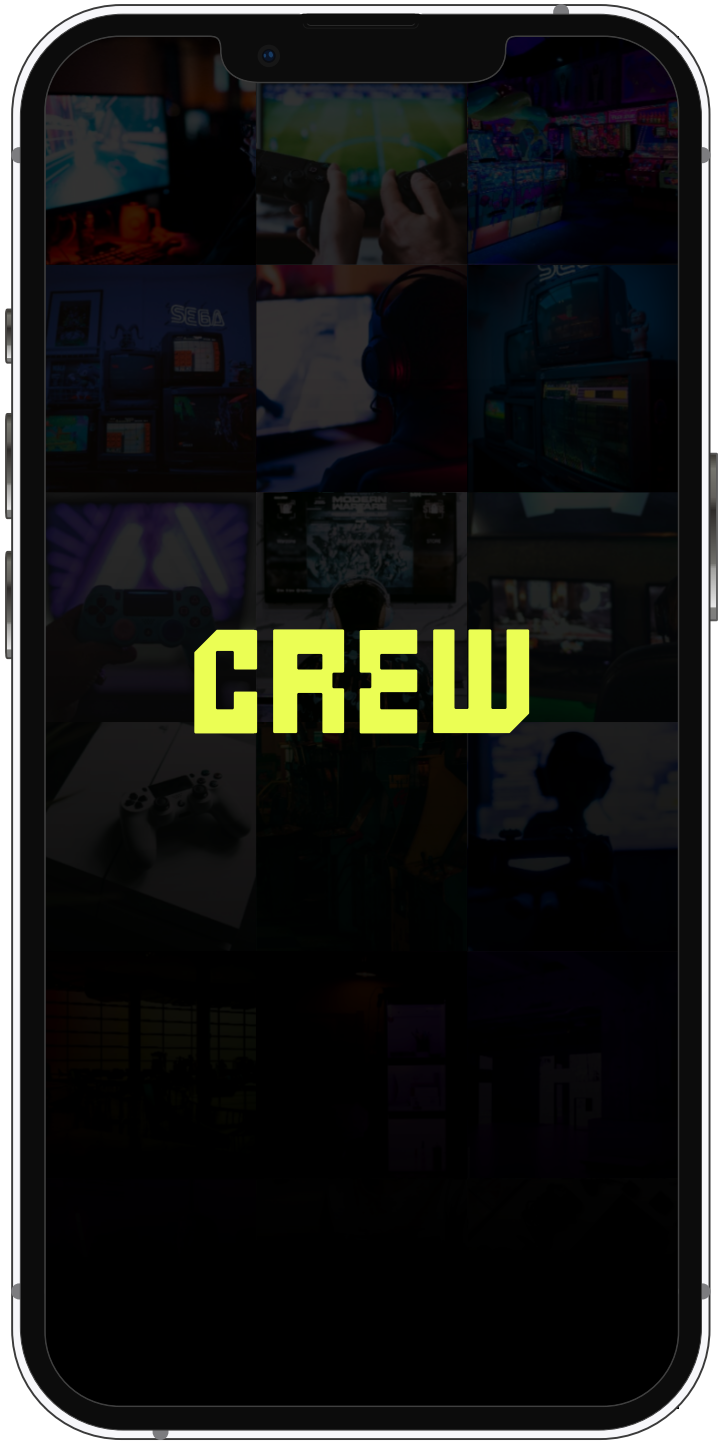


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Crew: Social Media for Gamers

VOL. 1

Student : **Navneet Jain**

Sponsor : **Crew**

Mentor : **Yash Raizada**

Consultant : **Athul Krishna**

Programme :
Bachelor of Design (B.Des)
Interaction Design

THE GRADUATION PROJECT 2024

The Evaluation Jury has recommended **Student Full Name**

for graduation from **Institute of Design, JK LAKSHMIPAT UNIVERSITY**

with specialization in **Specialisation name**

Herewith, for the project titled "**Full Title with Subtitle"**

on fulfillment of requirements by

Jury Chairman _____ _____

Jury Member _____ _____

Jury Member _____ _____

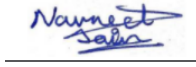
Subsequent remarks regarding fulfillment of requirements

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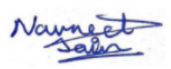
Date: 20th July 2024

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2. Acknowledgements
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5. Project Brief
6. Research and Analysis
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9. Conclusion
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Abstract

VOL. 1

The Crew App project addresses the need for a comprehensive social platform for gamers, aiming to facilitate genuine connections and enhance the gaming experience. The objectives include understanding the gaming community's needs, developing user-friendly interfaces, and fostering a vibrant gaming community. Methodology involved primary research through surveys and interviews, secondary research, SWOT analysis, and iterative design processes. Key findings indicate a demand for better matchmaking, event discovery, and communication tools within the gaming community.

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Acknowledgement

VOL. 1

I would like to express my sincere gratitude to my mentors and collaborators for their invaluable guidance and support throughout this project. Special thanks to my family for their encouragement and patience.

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Introduction

VOL. 1

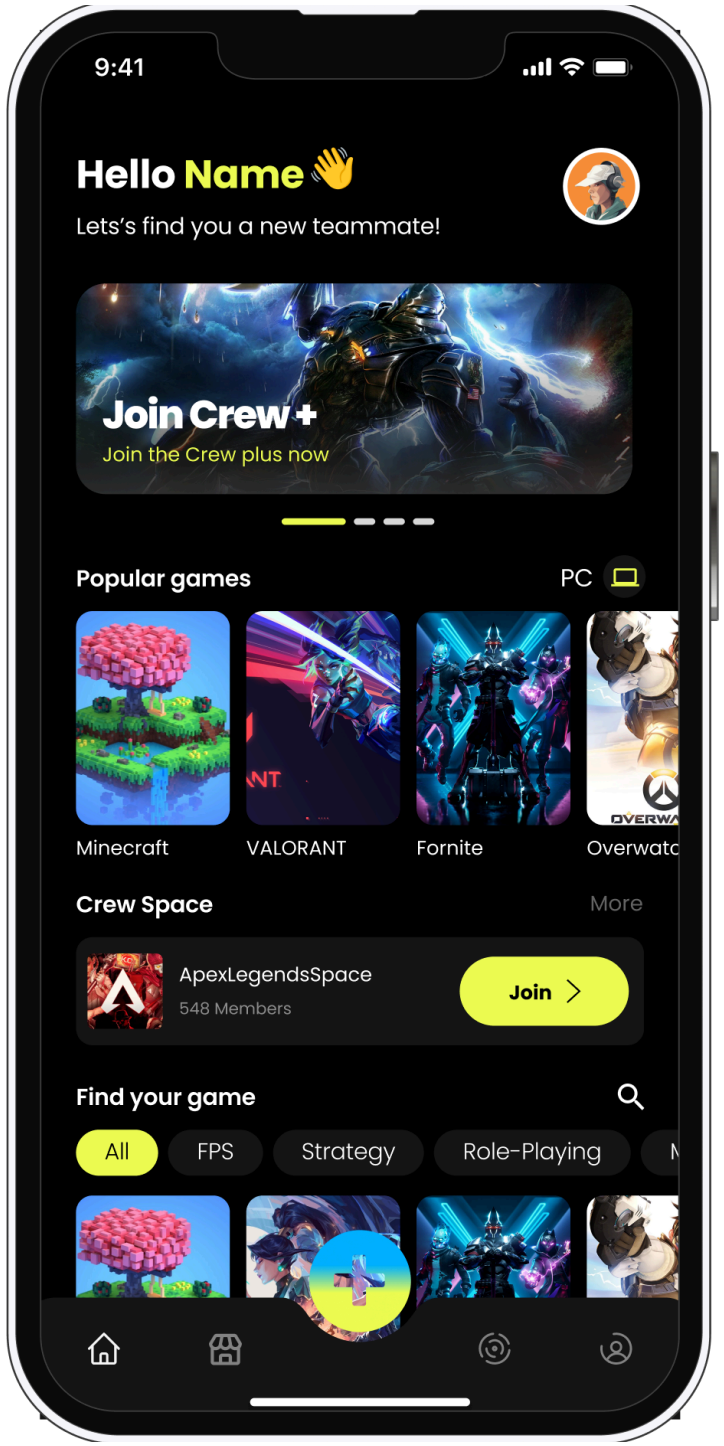
The Crew App is designed to bridge the gap in the gaming community by providing a platform that combines social networking with gaming functionalities. The project aims to address issues such as difficulty in finding like-minded gamers, discovering events, and ensuring seamless in-app communication. The significance of this study lies in its potential to enhance the social aspect of gaming and foster a more connected community.

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Literature Review

VOL. 1

Previous studies highlight the fragmented nature of the gaming community and the lack of platforms that effectively combine social networking with gaming. Existing products often fall short in providing comprehensive solutions for matchmaking, event discovery, and community engagement. This project aims to fill these gaps by developing an app that integrates these features seamlessly.



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Project Brief

VOL. 1

The project scope includes developing a mobile application that serves as a social platform for gamers. Objectives include creating intuitive interfaces, ensuring smooth user experience, and fostering community engagement. Deliverables include a fully functional app prototype, detailed user personas, and comprehensive research documentation. The target audience is gamers of all ages and preferences, with constraints including limited development time and resources.

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Primary Research

VOL. 1

Primary research involved conducting surveys and interviews with gamers to understand their needs and preferences. Key findings highlighted the demand for better matchmaking systems, event discovery tools, and efficient communication features.

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Interview Questionaire

VOL. 1

1. Can you describe your typical gaming session?
2. How do you use social media in relation to your gaming activities? (Sharing achievements, finding friends, etc.)
3. What features would you like to see in a social media platform specifically designed for gamers?
4. How do you stay engaged with your favorite games and communities? (Updates, events, etc.)
5. What challenges do you face when creating or sharing gaming content?

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Survey Questionaire

VOL. 1

1. What gaming platforms do you use? (PC, console, mobile)
2. Do you have a preferred gaming style (competitive, casual, cooperative, etc.)?
3. How do you prefer to communicate while gaming? (voice chat, text chat, Ingame system)
4. Do you use external communication tools (Discord, Teamspeak, etc.) while gaming?
5. How important is it for you to socialize and interact with other players while gaming?
6. Do you prefer playing with friends or meeting new people to game with?
7. How would you prioritize the following features: search filters, ratings/reviews, chat functionality, gaming schedules, game recommendations, etc.?
8. Is there anything else you would like to share that could enhance your experience in finding gaming partners?

Empathy Map

VOL. 1

- **What they say:** "I love playing video games, but it's tough to find friends to play with.", "I wish there was an easy way to discover gaming events and tournaments.", "I enjoy the social aspect of gaming and meeting like-minded gamers.", "I want a platform that understands the gaming community and my interests."
- **What they think and feel:** Feel excited when discovering new games and events, want to be part of a community where they can connect with gamers who share their interests, may feel frustrated with existing apps that don't meet their needs.
- **What they do:** Frequently participate in online multiplayer games, Follow gaming news and watch gaming streams, Join gaming forums and communities to find gaming buddies, Attend gaming events and tournaments, both online and offline.

Identifying Pain Points

VOL. 1

Gaming Interest:

- Challenges associated with catering to the diverse gaming interests of users.
- This can include issues with game discovery, user-generated content access, and support for various gaming genres.

Community:

- Concerns related to forming meaningful connections.

Skill and Matchmaking:

- Problems related to gameplay experiences and skill levels.
- Issues with matchmaking systems, uneven gameplay, and fair competition.

Customization:

- Concerns regarding personalization and customization options for profiles, avatars, and in-game preferences.

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User Persona

VOL. 1

Chloe

- Age: 28
- Occupation: Marketing Coordinator
- Gaming Habits: Casual gamer
- Goals: Find like-minded individuals, discover gaming events.
- Pain Points: Limited gaming time, difficulty finding reliable gaming buddies.

Chris

- Age: 22
- Occupation: College Student
- Gaming Habits: Hardcore gamer
- Goals: Compete in esports tournaments, connect with dedicated gamers.
- Pain Points: Struggles with event participation, uneven matchmaking systems.

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Secondary Research

VOL. 1

Secondary research involved analyzing existing literature, market trends, and socio-cultural factors affecting the gaming industry. This research provided a broader context for understanding the challenges faced by gamers and informed the app's development

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Swot Analysis

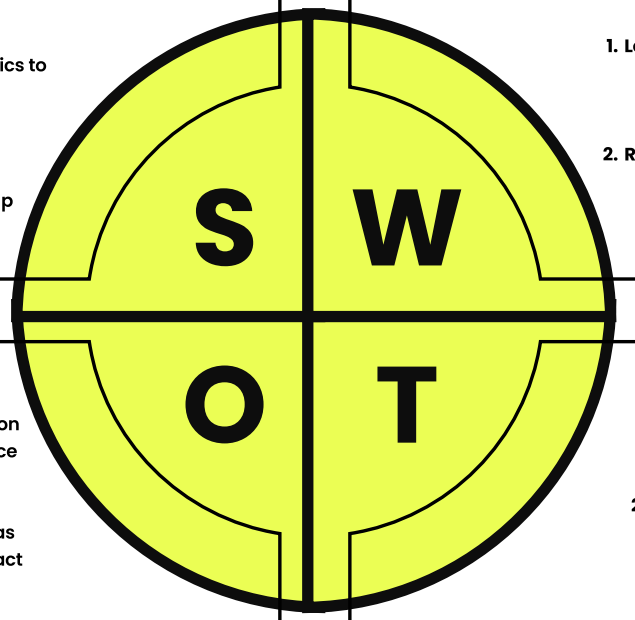
VOL. 1

STRENGTH

1. **Customization Options:**
   - Players can personalize settings, controls, and graphics to enhance their gaming experience.
2. **Performance and Graphics:**
   - Better hardware capabilities, resulting in smoother gameplay, higher frame rates, & graphics quality.
3. Free Features: Free Chat, Video Call & Streaming can help bring new users with value addition.

WEAKNESS

1. **Learning Curve:**
   - Desktop gaming platforms may have a steeper learning curve for new users due to additional features and settings.
2. **Resource Intensive:**
   - Some desktop games require substantial system resources, potentially affecting overall system performance.



OPPORTUNITIES

1. **Cross-Platform Integration:**
   - Desktop applications can explore seamless integration with other platforms (e.g., mobile, console) to enhance user experiences.
2. **Innovative Features:**
   - Desktop gaming can introduce novel features, such as virtual reality (VR) or augmented reality (AR), to attract and retain players.

THREAT

1. **Mobile Dominance:**
   - The rise of mobile gaming poses a threat to desktop gaming. Mobile devices are more portable and accessible, leading to increased competition.
2. **Privacy and Security Concerns:**
   - Desktop applications must address privacy and security issues to maintain user trust. Data breaches or vulnerabilities can harm the gaming ecosystem.

Reference:

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- BStrategy Insights. (2023). Discord SWOT Analysis: Strengths, Weaknesses, Opportunities, and Threats of Discord. From BStrategy Insights.
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Direct Competitor

VOL. 1

Plink:
Team up, Chat & Play



5,000,000+ downloads

Released on
Mar 14, 2018

Strengths:

- First-mover advantage
- match you through age, country and language
- game stats
- search system will analyze your game skills
- News feed
- sharing, voting, and discussing games
- High-quality voice calls, group chats, private messages

Weaknesses:

- Old ui
- No free version
- No updates/maintenance
- Tomuch content

Social Features:

Basic
- Reel Like clips feed
- Twitch embed
- New feed
- Statistic are specific

Interaction with other users
- Share platform (game info)
- Giphy interg
- Gifts?

App
- invite referral
- geo location matching
- gifts
- linking social's, streaming,

Creating Interaction
- Create post
- Discussions (post,msg,leaderboard,streams)

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Indirect Competitors

VOL. 1

Discord

Strengths:
- Text and Voice Communication
- Cross-Platform
- Customizable Servers and Channels
- Bot Integration
- Community Building
- Media Integration

Weaknesses:
- Learning Curve
- Resource Intensive
- Privacy Concerns
- Limited Accessibility Features
- Server Management

Social Features:
- Servers
- Text and Voice Channels
- Roles and Permissions
- Screen Sharing
- Activity Feed
- Emojis and Reactions

Twitch

Strengths:
- Large and Engaged Community
- Live Streaming
- Monetization Opportunities
- Emotes and Chat
- Diverse Content

Weaknesses:
- High Competition
- Toxicity and Harassment
- Inconsistent Revenue
- Limited Discoverability

Social Features:
- Chat
- Emotes
- Clips
- Twitch Chat Badges
- Raiding and Hosting
- Follow and Subscribe

Steam

Strengths:
- Vast Game Library
- Digital Storefront
- Regular Sales and Discounts
- Community Features
- Social Features
- Steam Workshop
- Cloud Saves

Weaknesses:
- Digital Rights Management
- Large Client Size
- Competition from Other Platforms
- Review System Issues

Social Features:
- Friends and Chat
- User Reviews
- Screenshots and Videos
- Game Hubs
- Trading Cards and Marketplace
- In-Home Streaming

Xbox App

Strengths:
- Game Streaming
- Party Chat
- Cross-Platform Play
- Game Capture and Sharing
- Social Features

Weaknesses:
- Resource Intensive
- Game Compatibility

Social Features:
- Activity Feed
- Achievements
- Clubs and LFG (Looking for Group)
- Customizable Avatar
- Scheduled Events

Epic app

Strengths:
- Free Games
- Exclusive Titles
- Cross-Platform Play
- Creator Support
- Modding Support

Weaknesses:
- Limited Social Features
- Library and Account Management
- User Reviews

Social Features:
- Activity Feed
- Cross-Platform Friends
- Party System

Ign

Strengths:
- Reputable Content
- Comprehensive Coverage
- Community Forums
- Video Content
- User Reviews and Comments

Weaknesses:
- Advertising
- Subjectivity
- Content Quality

Social Features:
- User Comments and Reviews
- Forums
- User-Generated Content
- Social Media Integration

Design Process

Feature Brainstroming

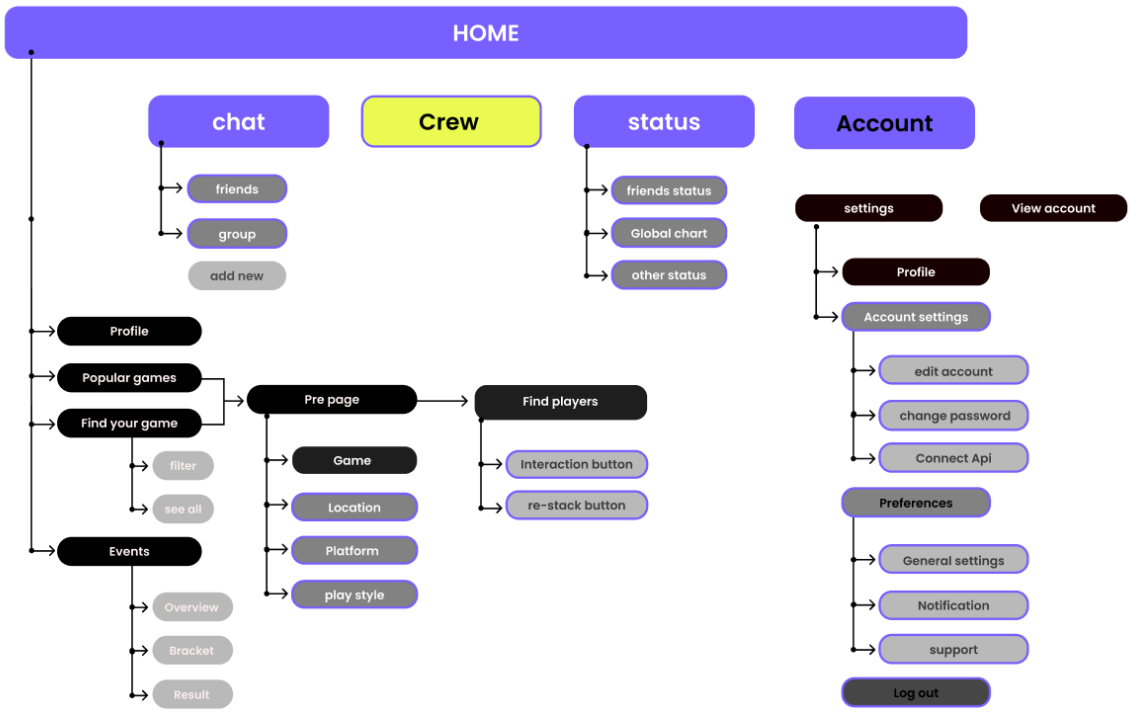
This session was conducted to identify key functionalities that would enhance the user experience.



Design Process

Information Architecture (IA)

The IA of the Crew App was designed to ensure a seamless and intuitive user experience.

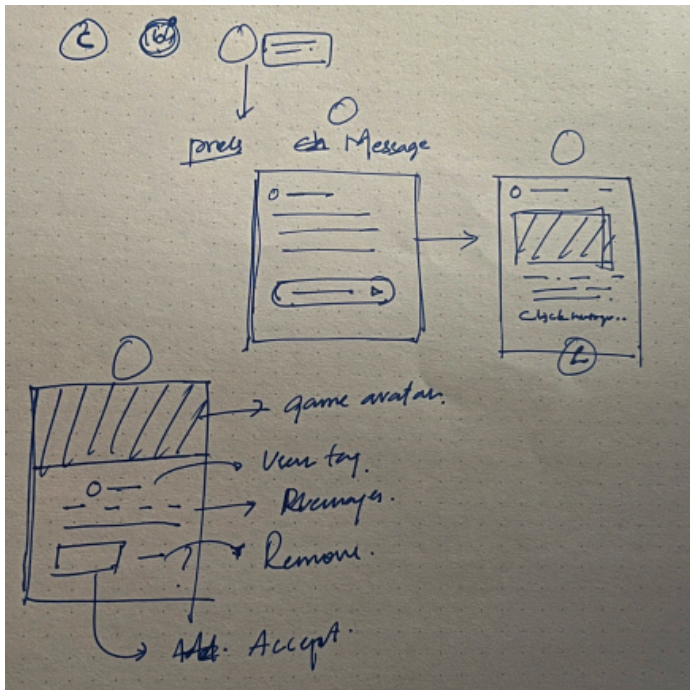


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Design Process

Feature concept

Floating Notification: a pop-up notification that appears on a screen to provide information or alerts to the user.



- Chat Message Interface: The middle sketch shows a messaging interface, for chat screen. It includes a text input field and a message bubble, suggesting a conversation view.
- Friend Request: There are diagonal lines labeled “game avatar.” Moving to the central area, we find two horizontal lines with a dot between them, clearly marked as “View by: Relevance.” Finally, at the very bottom, the sketch includes button that reads “Accept.” or “Reject”

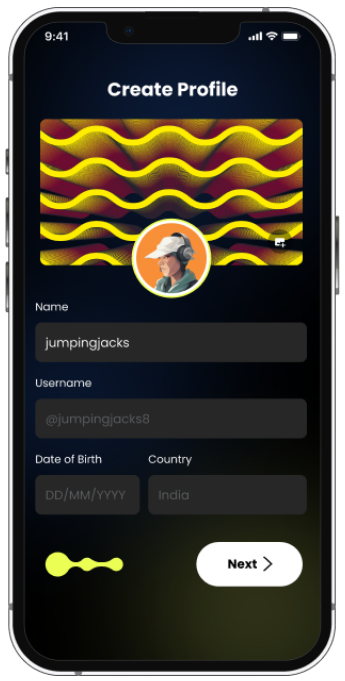
Final Designs

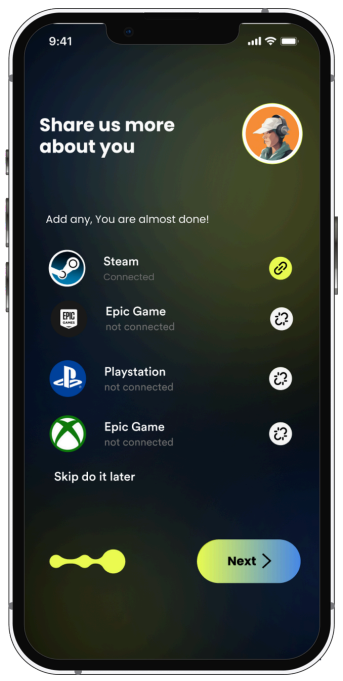
Create Profile

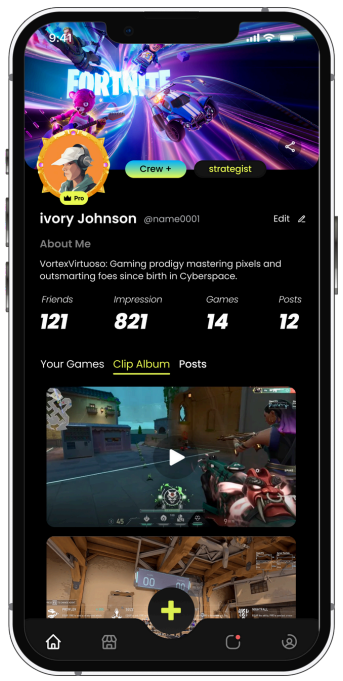
Users can create profile by their name, username, date of birth, and country.

Users can link their gaming accounts (Steam, Epic Games, PlayStation, Xbox).

User's profile, friends, impressions, games, and posts. Includes section for games, clip album, & posts.







Icon Source: Jane, graphic designer, crew

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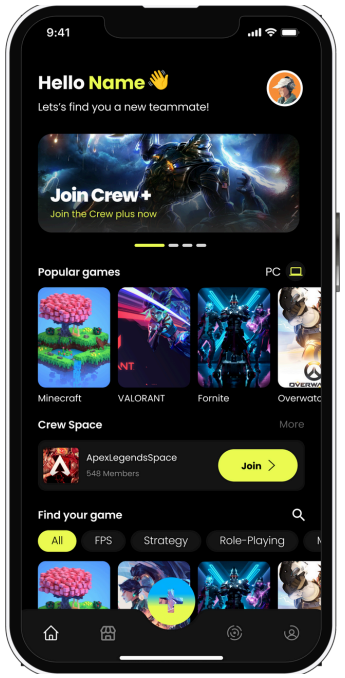
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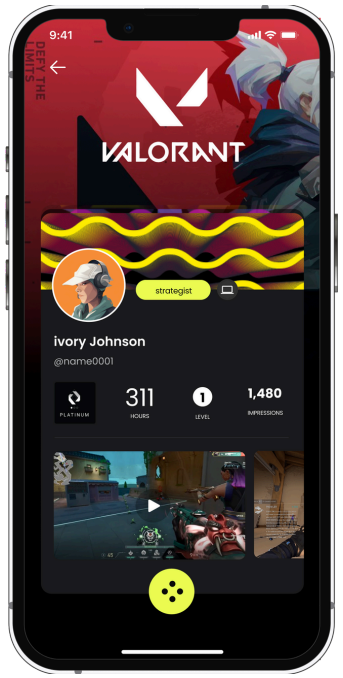
Gaming

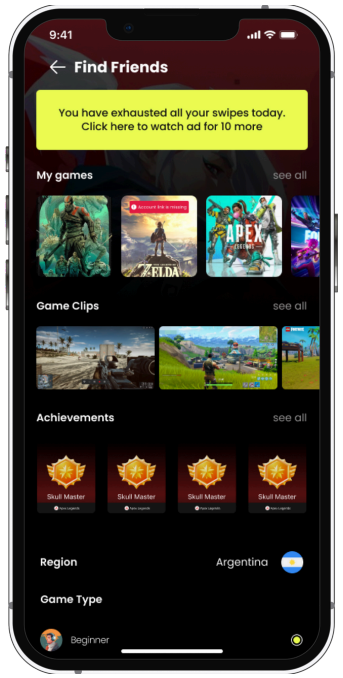
Shows popular games with visual thumbnails. Provides options to explore different game spaces and find new games by genre.

User's profile with game-specific branding. Includes options for viewing game clips and other stats.

Allows users to find and add friends based on gaming preferences. Shows the user's games, game clips, achievements.







Icon Source: Jane, graphic designer, crew

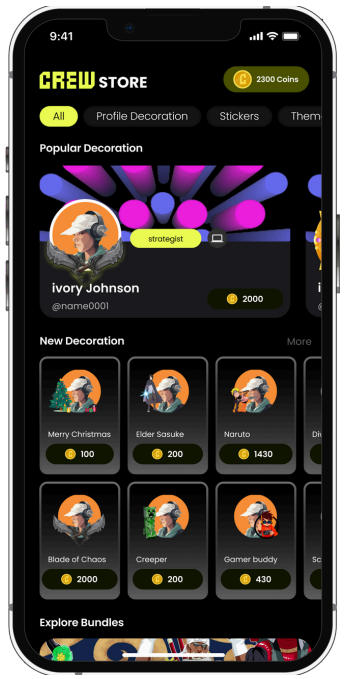
Final Designs

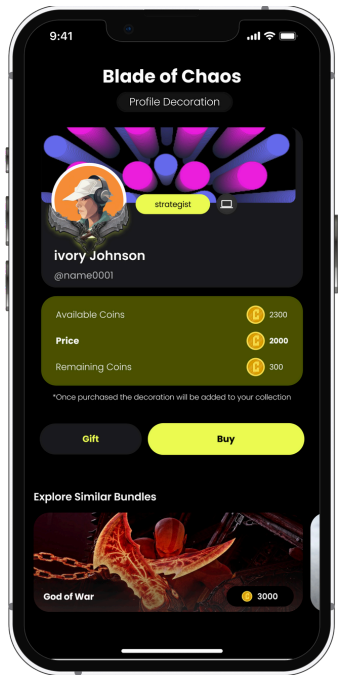
Store

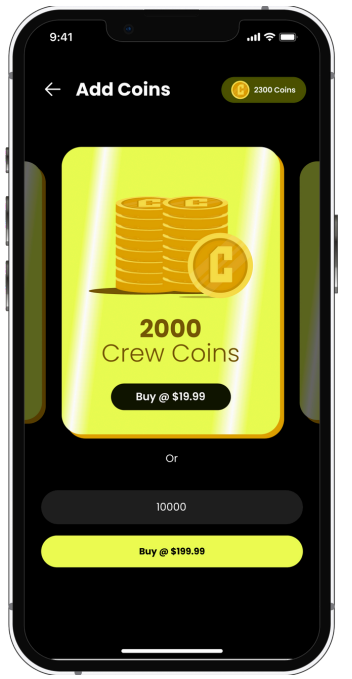
Includes categories such as Profile Decoration, Stickers, and Theme, user's current coin balance and explore more.

User’s profile with the selected decoration applied. Lists the price in crew coins and CTA button to gift or buy.

Allows users to purchase crew coins with price range and shows updated current balance at top right.





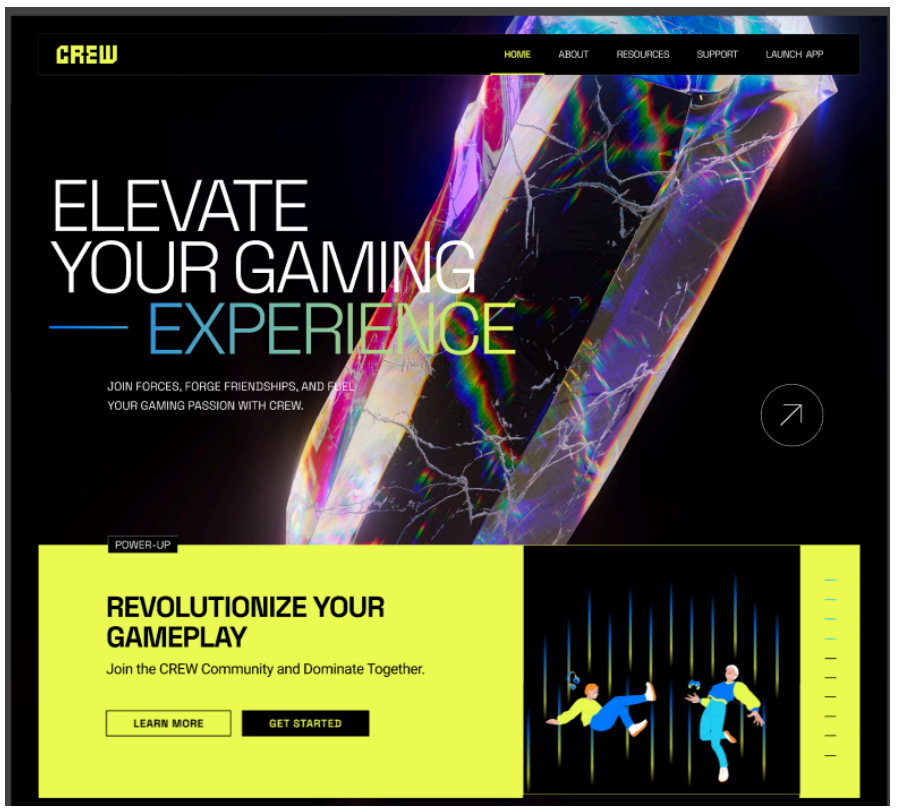


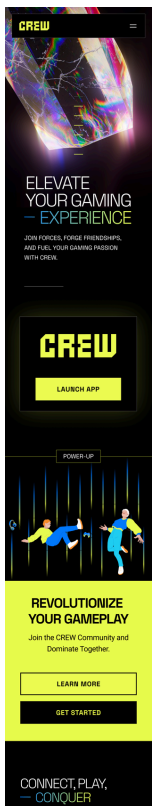
Icon Source: Jane, graphic designer, crew

Final Designs

Website Landing Page (Hero Section)

crew web design conveys excitement and a sense of community within the gaming culture.



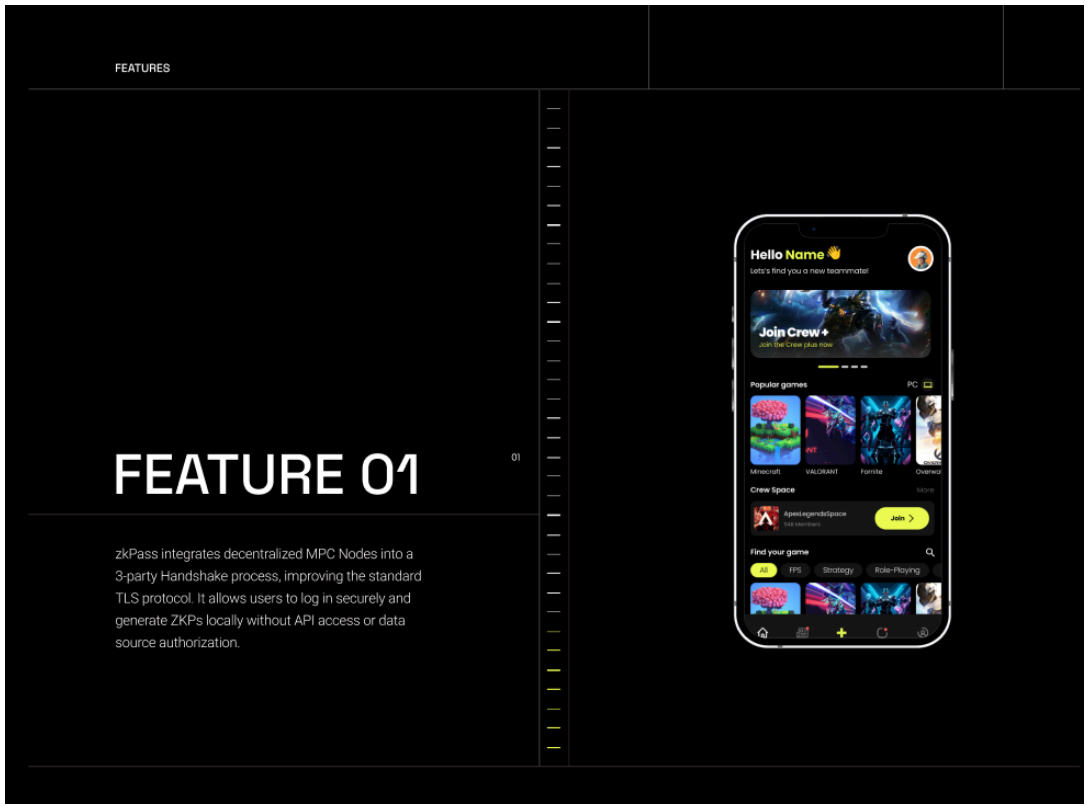


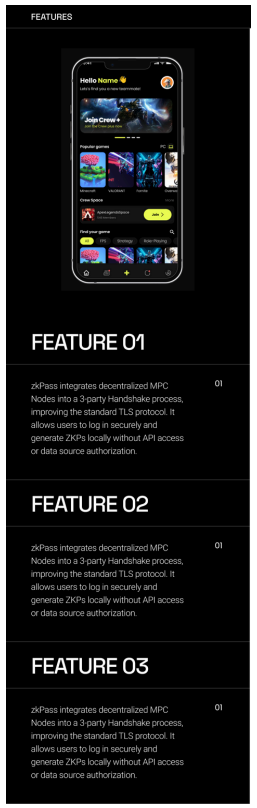
Graphic Source: Jane, graphic designer, crew

Final Designs

Website Landing Page(App Features Section)

The Crew App features section highlights key feature like: Gaming, Matchmaking and Community space





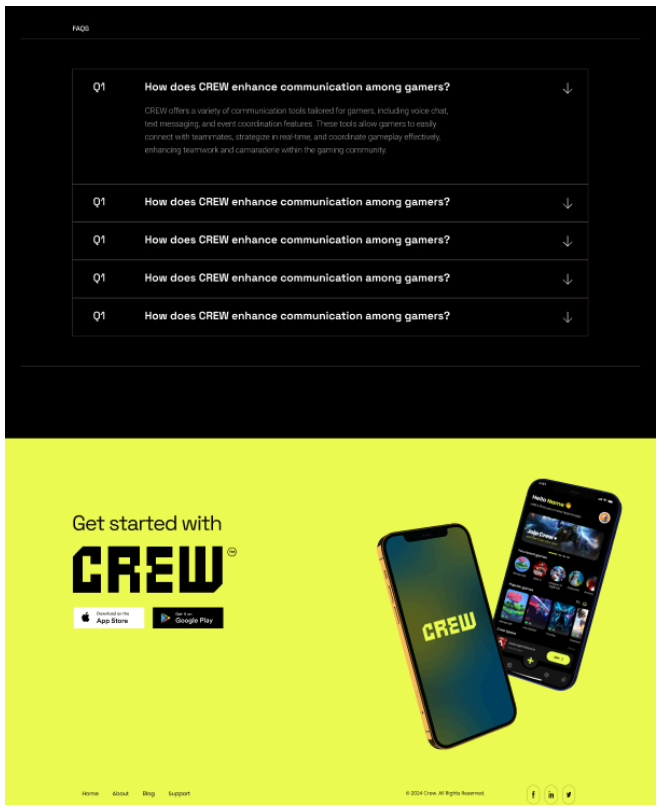
Icon Source: Jane, graphic designer, crew

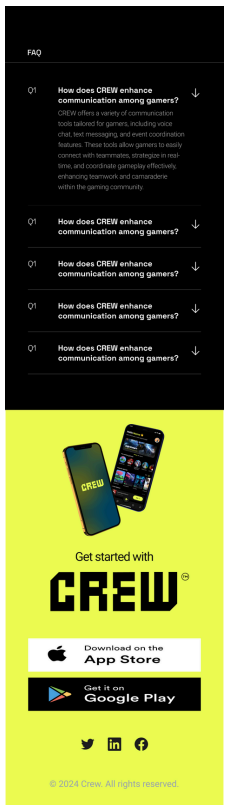
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Final Designs

Website Landing Page

Listing important FAQs and footer CTA’s for user to redirect to download the Crew App

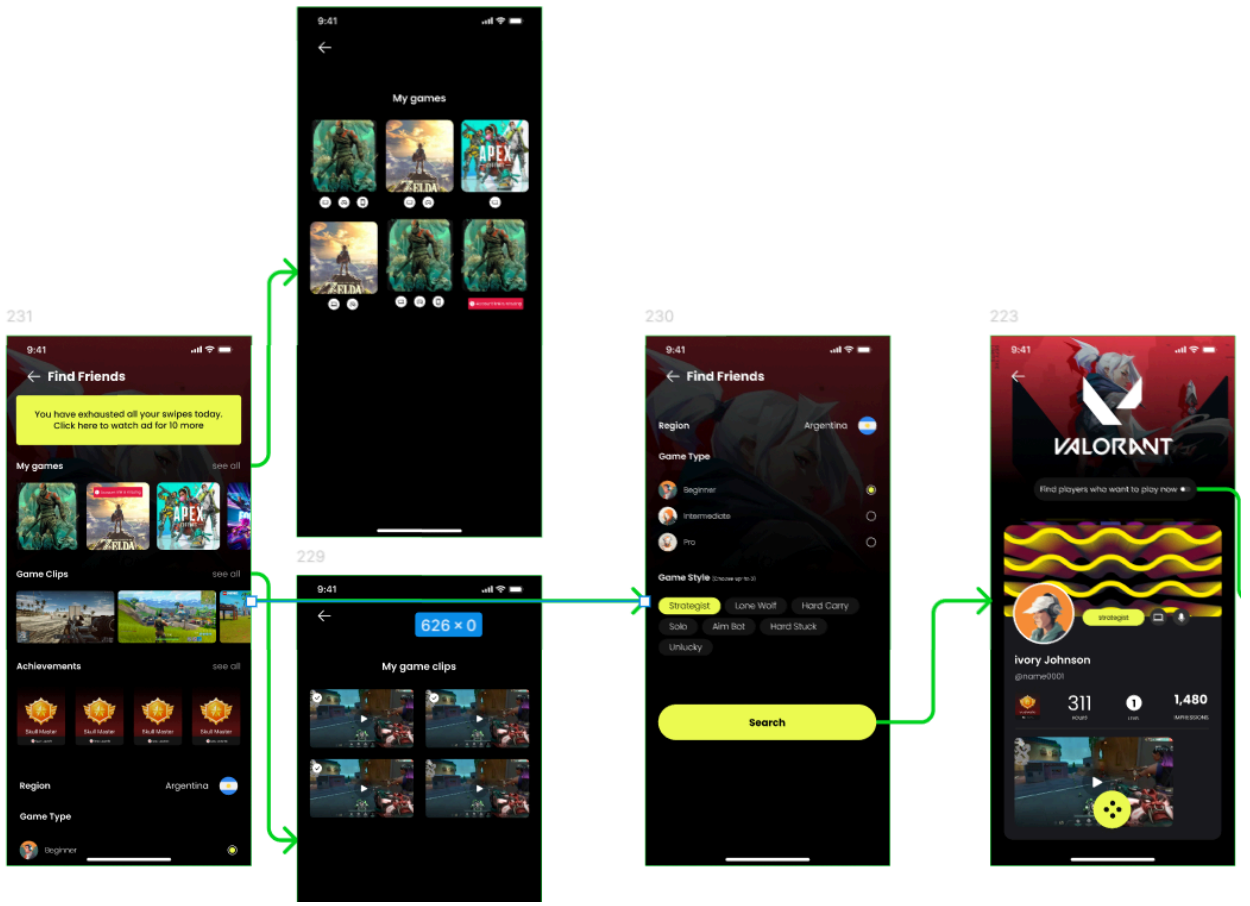




Icon Source: Jane, graphic designer, crew

Prototype

Flow



Icon Source: Jane, graphic designer, crew

UX Audit

Crew App

1

Home

Problems

1 Advertisement Banner

The “Join Crew+” banner is prominent, but it’s important to ensure that such ads are not overwhelming for new users.

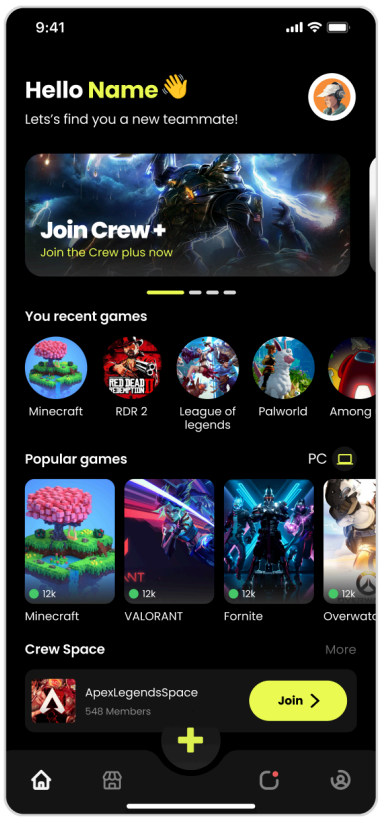
2 Game Sections

The sections for “Your recent games” and “Popular games” are good for user engagement, but consider the ease of navigation as how to see the full list of games.

3 Social Feature

The “Crew Space” indicates a community feature, which is great for social interaction. Ensure that safety and trust is showed for inviting the users. Example: Verified icon, official group ID

Icon Source: Jane, graphic designer, crew



Conclusion

VOL. 1

The Crew App successfully addresses the initial problem statement by providing a comprehensive social platform for gamers. The project outcomes include a functional prototype, valuable insights into the gaming community, and personal growth in user research and design skills.

Future Scope

VOL. 1

Future developments could include expanding the app's features, improving matchmaking algorithms, and exploring partnerships with gaming events and organizations. The project has the potential to be implemented in real-world scenarios, enhancing the gaming experience and bring the gaming community together for a broader audience.

References

VOL. 1

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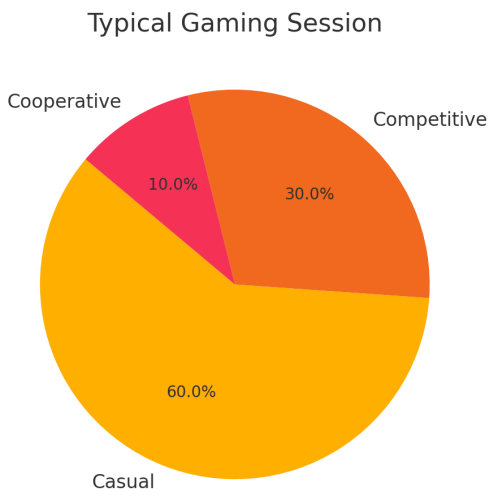
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Appendices

Survey Results

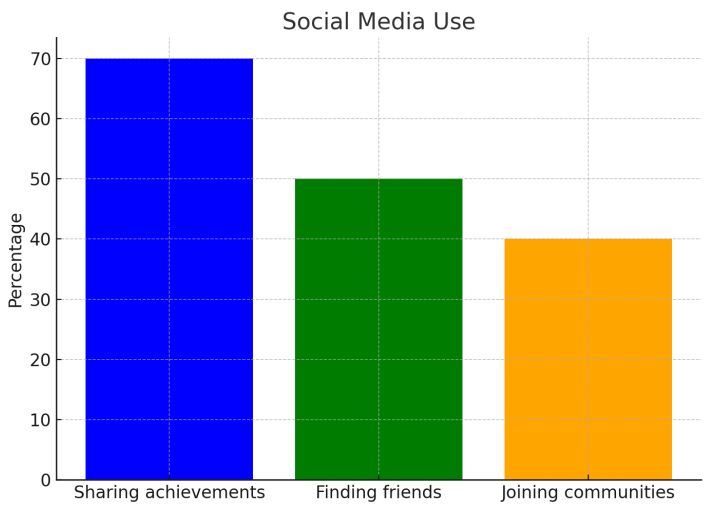
Question 1: Typical gaming session

- Casual: 60%
- Competitive: 30%
- Cooperative: 10%



Question 2: Social Media Use

- Sharing achievements: 70%
- Finding friends: 50%
- Joining communities: 40%

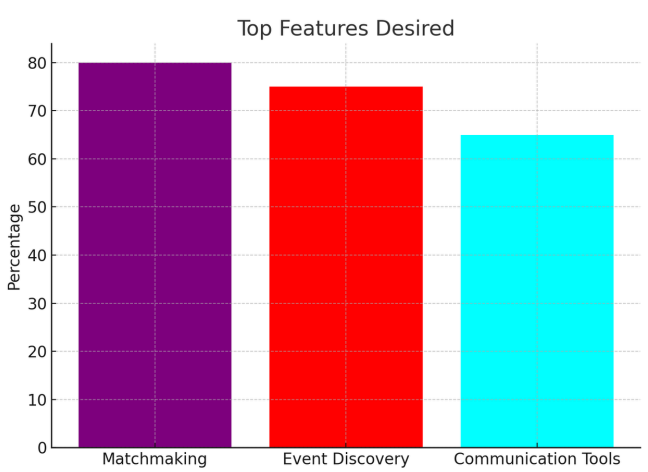


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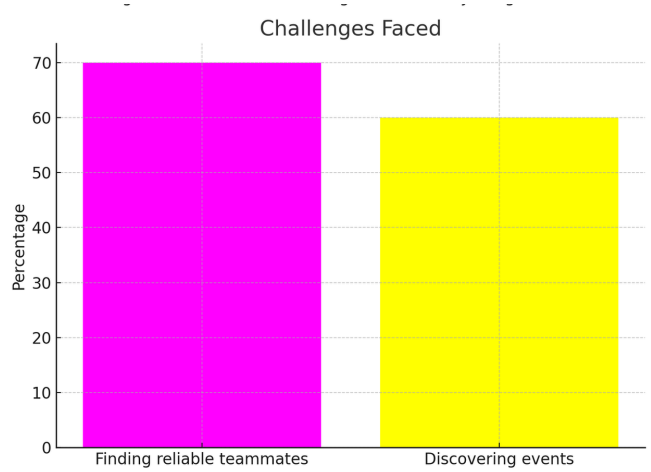
Question 3: Top Features Desired

- Matchmaking: 80%
- Event Discovery: 75%
- Communication Tools: 65%



Question 4: Challenges Faced

- Finding reliable teammates: 70%
- Discovering events: 60%



Appendices

Interview Transcripts

User 1: Casual Gamer Chloe:

- My typical gaming session: My gaming sessions usually last 1-2 hours, often in the evenings after work or on weekends. I might jump into a quick multiplayer match in games like Rocket League or Fall Guys, or spend some time exploring an indie game I've recently discovered. I prefer games that don't require a huge time commitment, as my work schedule can be quite demanding.
- Using social media for gaming: I occasionally share screenshots or achievements from games I'm enjoying on Instagram or Twitter. I've joined a few Facebook groups for specific games I play, which helps me stay updated on news and events. I also use Discord to connect with online friends I've made through gaming, though finding people with similar schedules can be challenging.
- Desired features for a gamer-focused social media platform: I'd love to see a platform that makes it easy to find other casual gamers with similar interests and schedules. Features like a calendar for planning gaming sessions, game recommendations based on my preferences, and a way to easily share and discover short gameplay clips would be great. It would also be helpful to have a system for rating gaming buddies based on reliability and compatibility.
- Staying engaged with games and communities: I follow official game accounts on Twitter and join subreddits for games I'm interested in to stay updated on news and events. For my favorite games, I've enabled notifications on my phone to receive updates about special events or limited-time modes. I also occasionally watch Twitch streams or YouTube videos to learn new strategies or discover indie games.
- Challenges in creating/sharing gaming content: As a casual gamer with limited time, my main challenge is finding the energy to create content after a long workday. When I do share screenshots or clips, it can be frustrating to capture the right moment or edit the content to be engaging for social media. I'm also sometimes hesitant to share because I don't consider myself an expert player, and the gaming community can be intimidating at times.

Appendices

Interview Transcripts

User 2: Competitive Gamer Chris:

- My typical gaming session: My gaming sessions are intense and frequent. I typically play for 3-5 hours daily, often longer on weekends. I focus on competitive esports titles like League of Legends, Valorant, or Dota 2. My sessions usually involve practice drills, ranked matches, and coordinated team play with my regular squad. I'm always striving to improve my skills and climb the competitive ladder.
- Using social media for gaming: I'm very active on gaming-related social media. I use Twitter to follow pro players, esports organizations, and game developers for the latest news and meta discussions. I share my achievements, like rank-ups or impressive plays, on Instagram and TikTok. I'm part of several Discord servers for my main games, where I connect with other competitive players, find scrimmage partners, and discuss strategies. I also use Reddit to stay updated on game patches, esports news, and community discussions.
- Desired features for a gamer-focused social media platform: I'd love to see a platform that integrates with game APIs to display real-time stats and rankings. Features like tournament organization tools, team recruitment boards, and a coaching/mentoring system would be fantastic. I'd also appreciate a robust clip sharing and analysis feature, where users can tag specific gameplay elements for discussion. A calendar for tracking esports events and a way to easily find and join community-organized tournaments would be incredibly useful.
- Staying engaged with games and communities: I'm deeply involved in my gaming communities. I watch pro streams on Twitch to learn new strategies and follow esports leagues closely.
- Challenges in creating/sharing gaming content: As a competitive player, my main challenge is balancing content creation with my rigorous practice schedule. Editing high-quality gameplay videos is time-consuming, and I sometimes struggle to explain complex strategies in a way that's engaging for a broader audience.