



BOARED

Jack Richardson (2018)

Original Concept to solve



How do **young adults**
find others to start
playing **Board Games**
with?



Competitors

Competitor Feature Inventory



	How to Access	App?	Group	Recommendation service	Search	Structured application process?
Roll20 (Direct)	Website	App	Find a group	Recommend upcoming games	Date, Tags, how many sessions, time....	Follow structure
LFG (Direct)	Website	Reddit app	Find a group	No recommendation	Tag search, recent listings	Freeform
Barcades (Direct)	Physical Store	No App	Bring a group	Recommend games that are in store	Events listing	N/A
Meetup (Indirect)	Website	App	Find a group	Recommend groups based on subcategories	Search based on tags	Freeform

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Features Determined via Analysis



- Use a Responsive Website
- Features
 - Find a group function
 - Game & location Recommendations
 - Searchable tagged content
 - Freeform application process



Interview the Target Audience

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Discussion Guide



1. Identify if we're speaking to someone in the target audience
2. Gauge interest in the product
3. Discover Past experience
4. Learn Expected functionality
5. Differences in opinion

User Interview Feedback

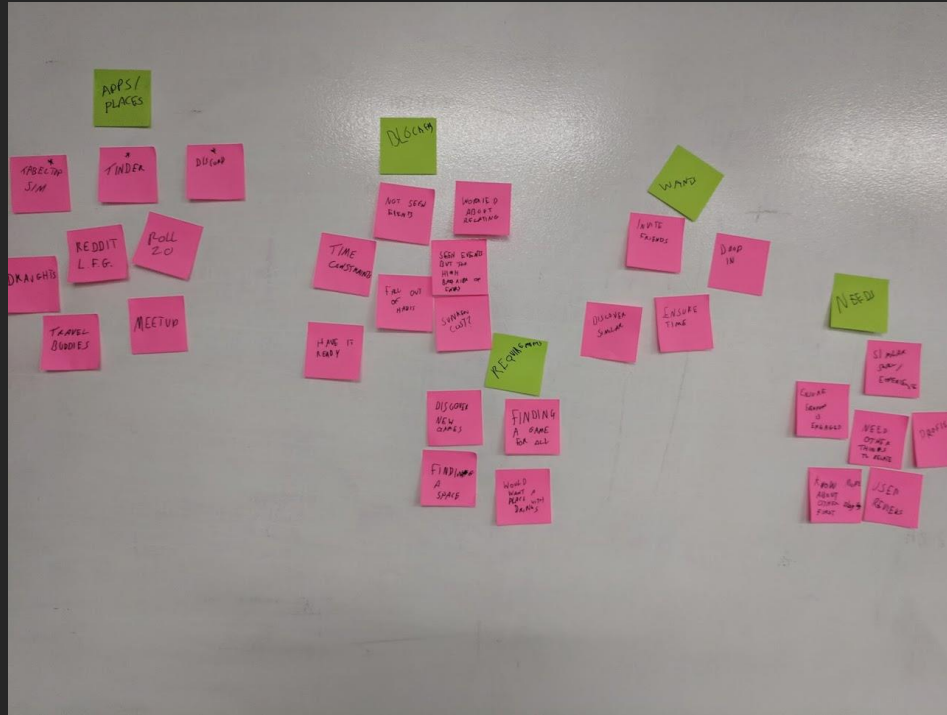


- Wanted an existing emotional connection with other players
- Needed discovery service with similarity suggestions

“I need a way to prevent my plans from fizzling out”

- Anonymous user interview

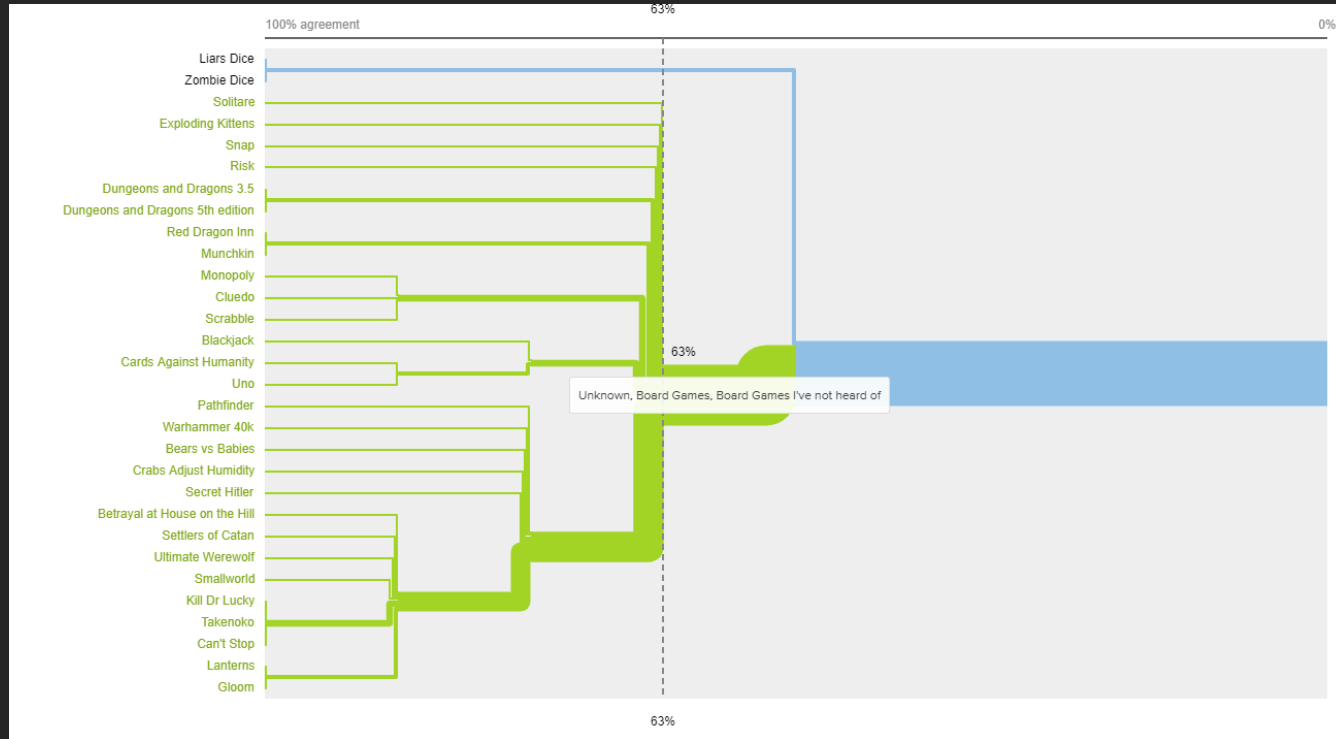
Affinity Mapping



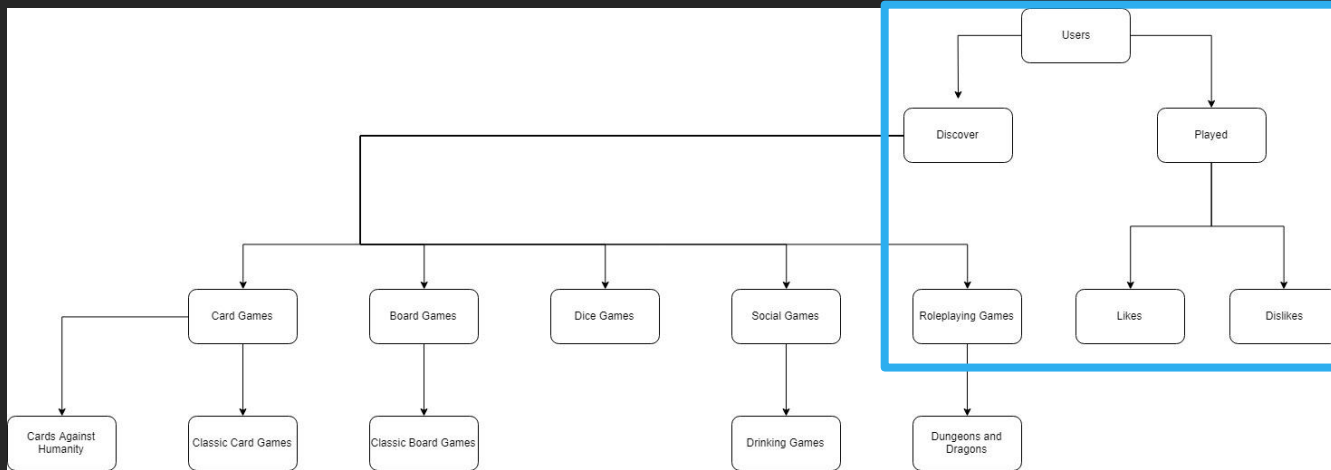


Card Sort

Target Audience are beginners



Focus on their Knowledge





Persona

Persona Creation



Jo - (F) 25, Engaged

"I don't want to start something new and feel obligated to play it without knowing a bit about it beforehand"

"We were looking for a game to play, tried it and everyone enjoyed it as we continued to play it"

- Jo used to play games
- Heard of a few new ones
- Wants to play with others who are interested
- Issues committing to plans

- Needs easy to understand recommendations

- Needs help arranging meetings

- Wants to discover games based on other ones she liked

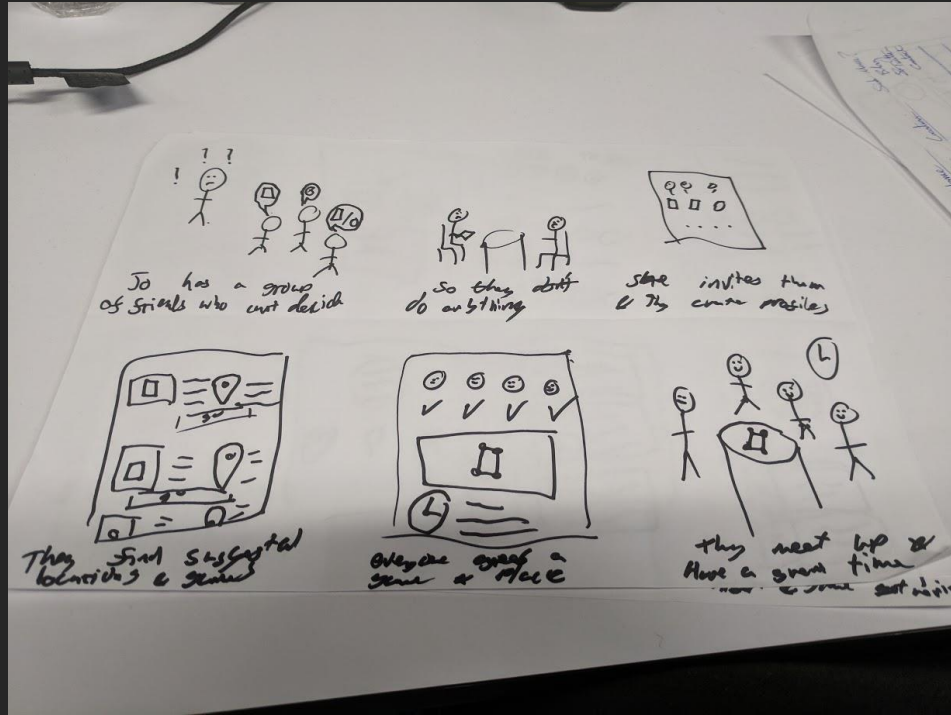
- Concerns about skill level

Problem Statement



Jo needs a way to organise an evening to play with friends because she is trying to get her friends interested in a game she likes.

Creating Jo's Storyboard

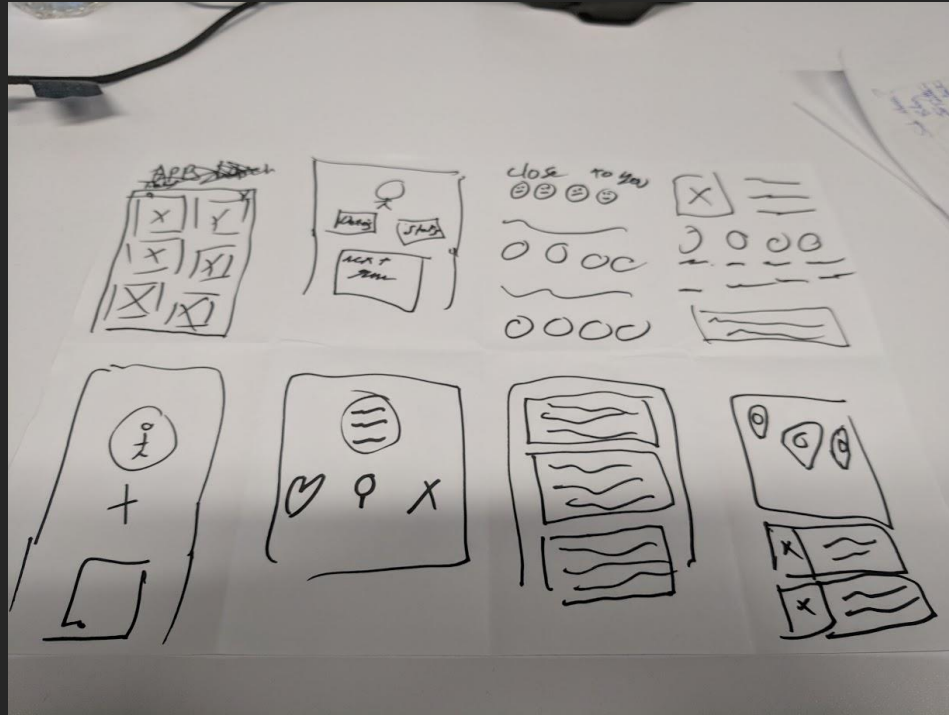




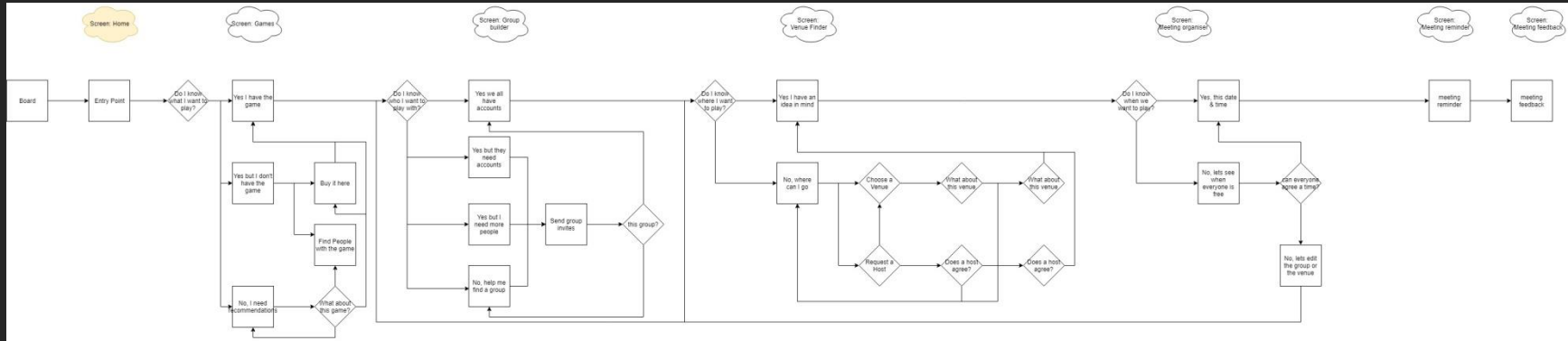
Solutioning

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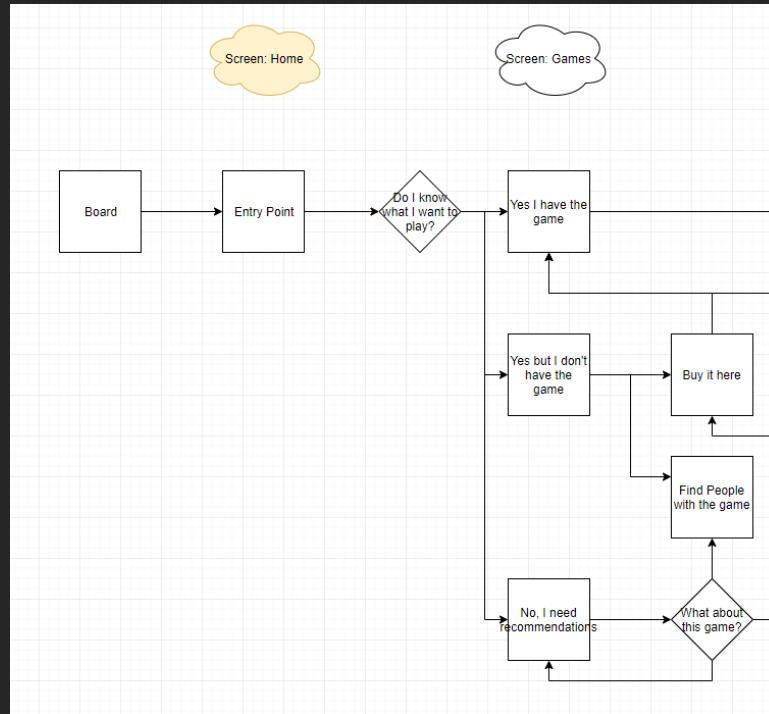
Iterating Design Solutions



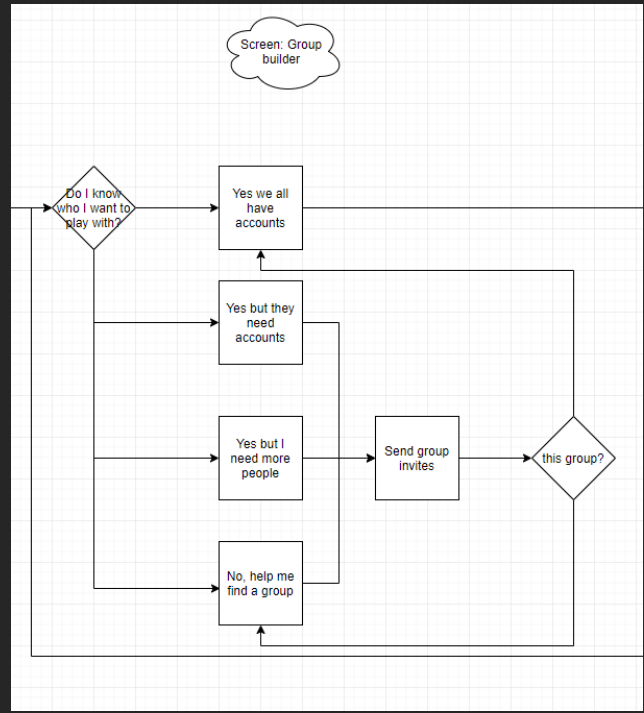
Digital User Flow



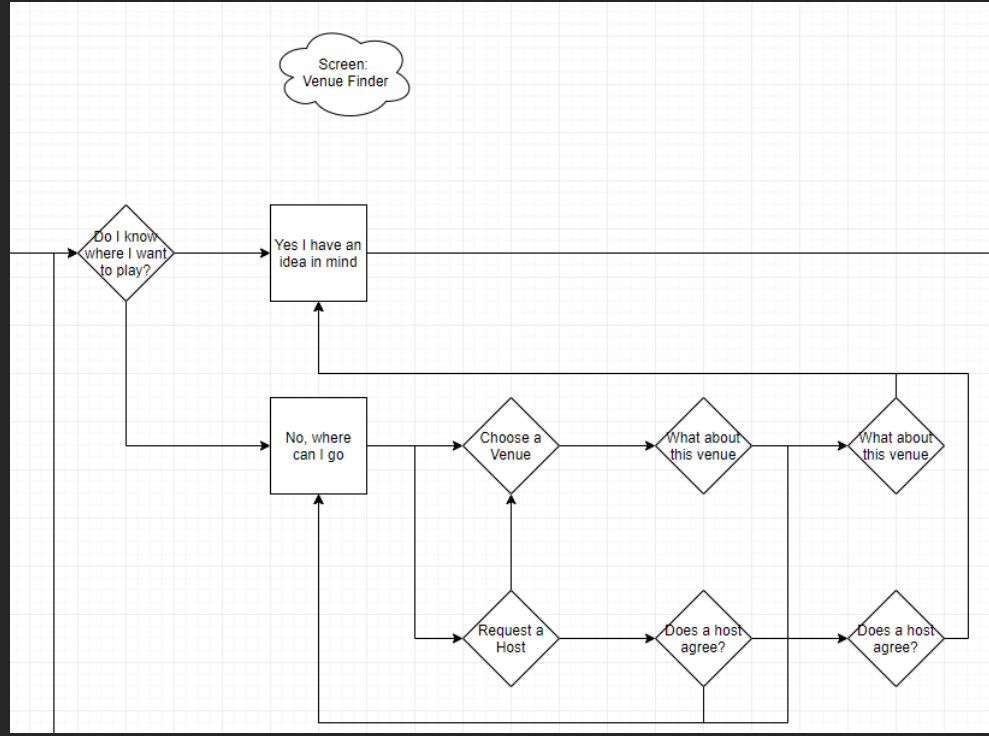
Do I know what I want to play?



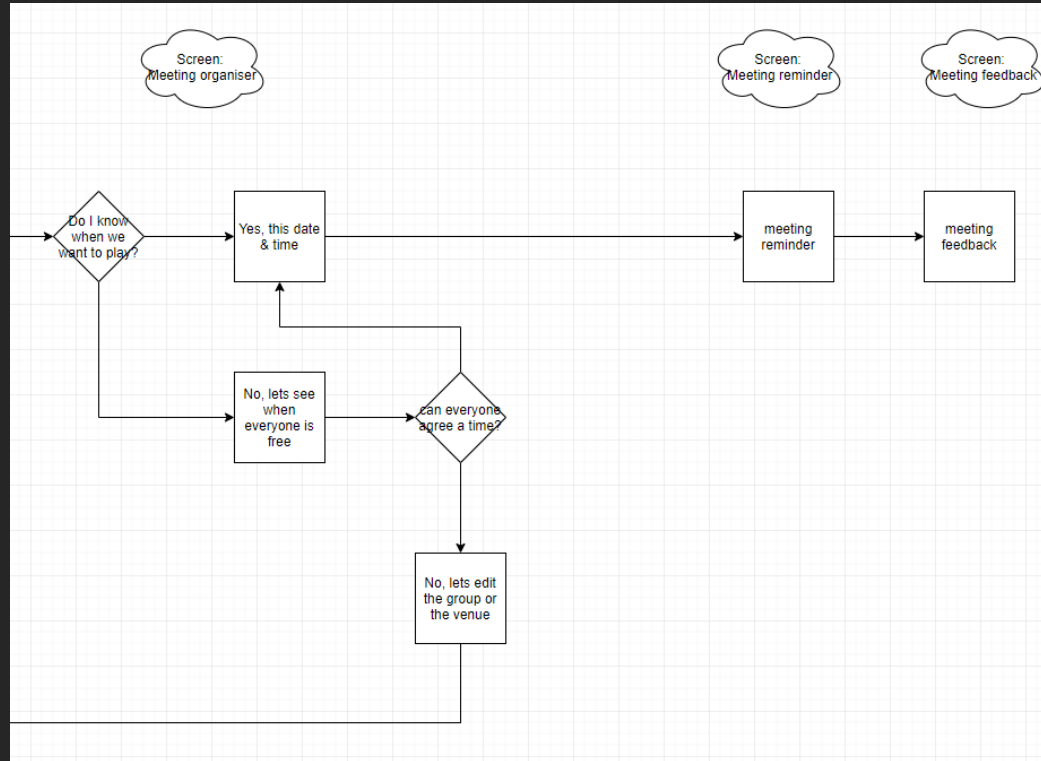
Do I know who with?



Do I know where?



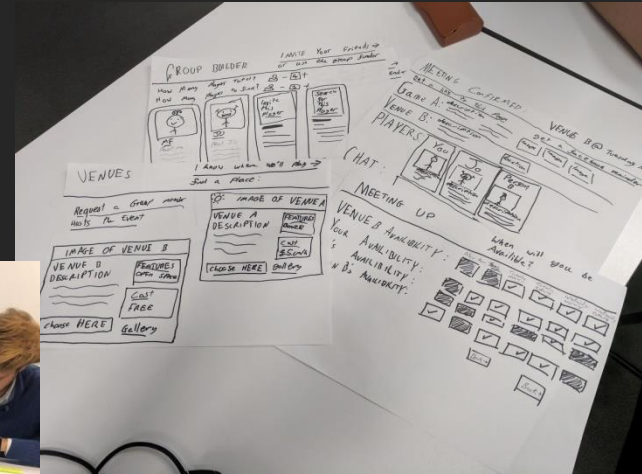
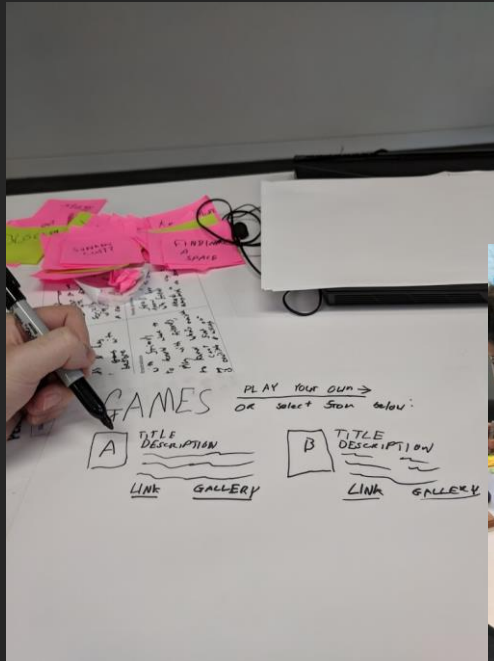
Do I know when?





Paper Mockups

Developing Paper Mockups



Testing with Paper Mockups



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Results with Paper Mockups



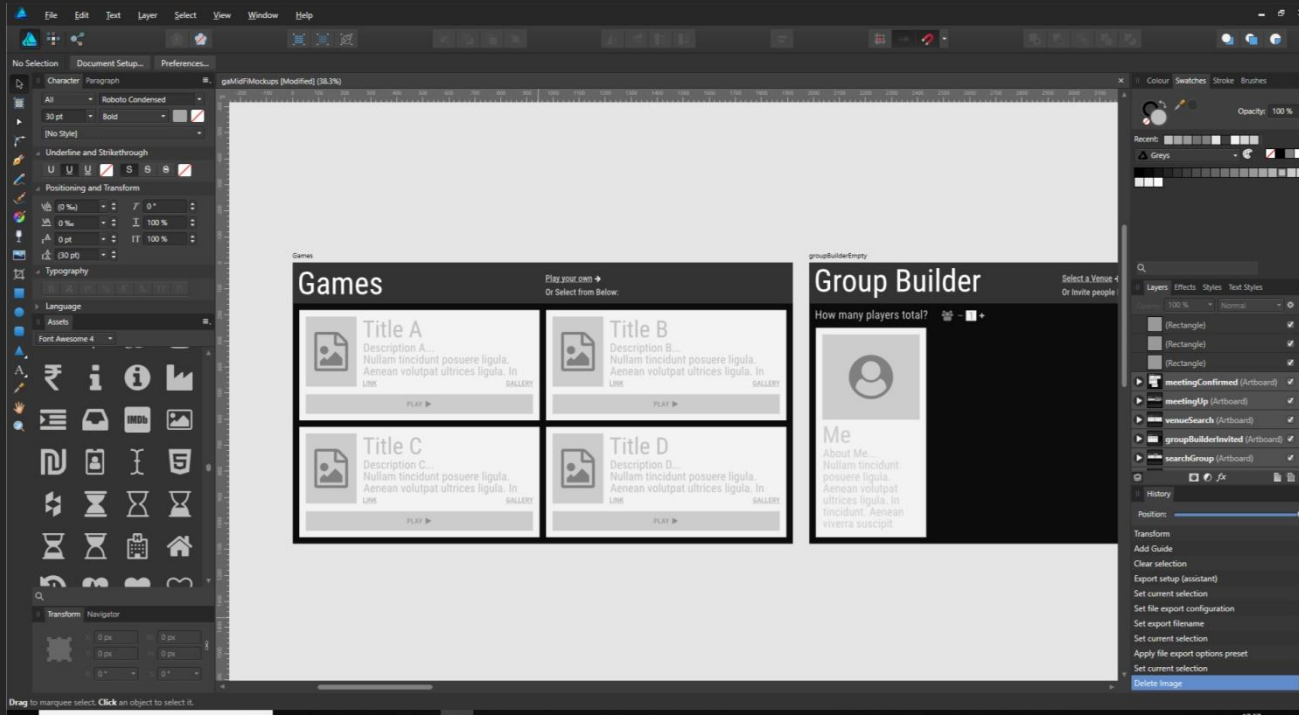
1. Learned Users didn't expect a feedback screen
2. Needed early layout tweaks in Masonry Design style
3. Learned expected micro-interactions



Digital Testing

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Digital Wireframes



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Digital Testing Task



You're a **new user** at home on your Laptop, you want to find a **long RPG** to try with your friend **Jo** on **Tuesday Morning** at your usual hangout, a place called "**The Bar**". You would also like to find a new player to meet you there, so long as they are "**over 18**" and "**Fun**".

Digital Testing Feedback



Observation	Action
Navigation options are too small	Standardise navigation & search options
Tag search is missing	
Can't input how many players correctly	Auto incrementing Player cards
What is the difference between find and invite? x2	Clarify Wording
How do I see my friends in search	

Digital Testing Feedback



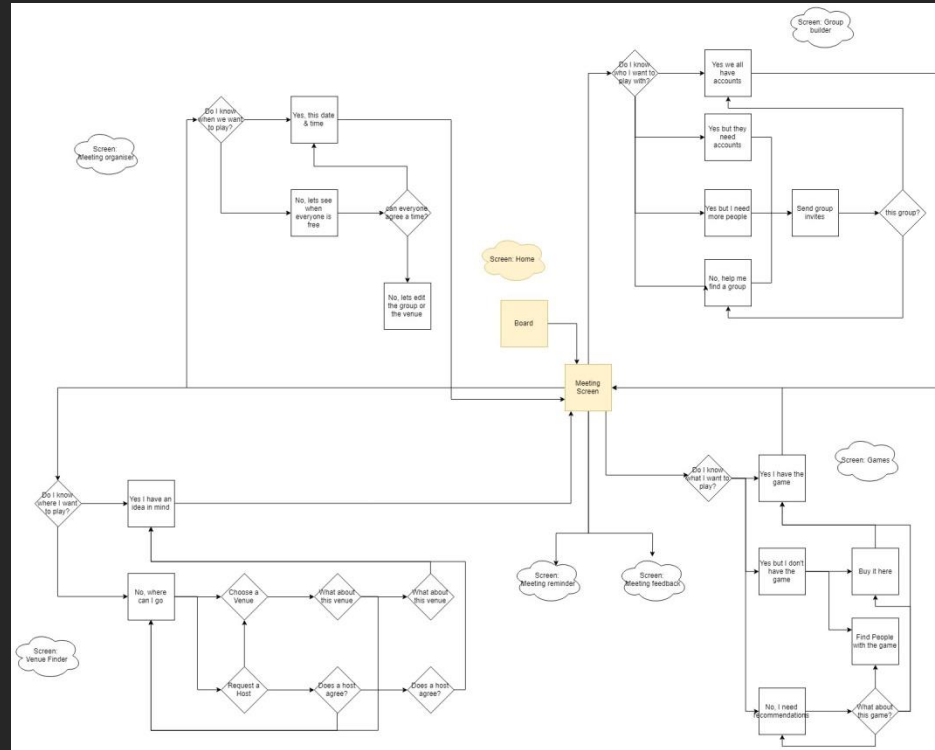
Observation	Action
Meeting up screen doesn't work	Perform competitive analysis on scheduling UI practices (Doodle, Calendly, youcanbook.me) & redesign
AM/PM time brackets are too vague	
User flow order is too restrictive	Add a new screen to allow flow to progress out of order
No way to see progress	



Integrating Feedback

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New Centralised User Flow



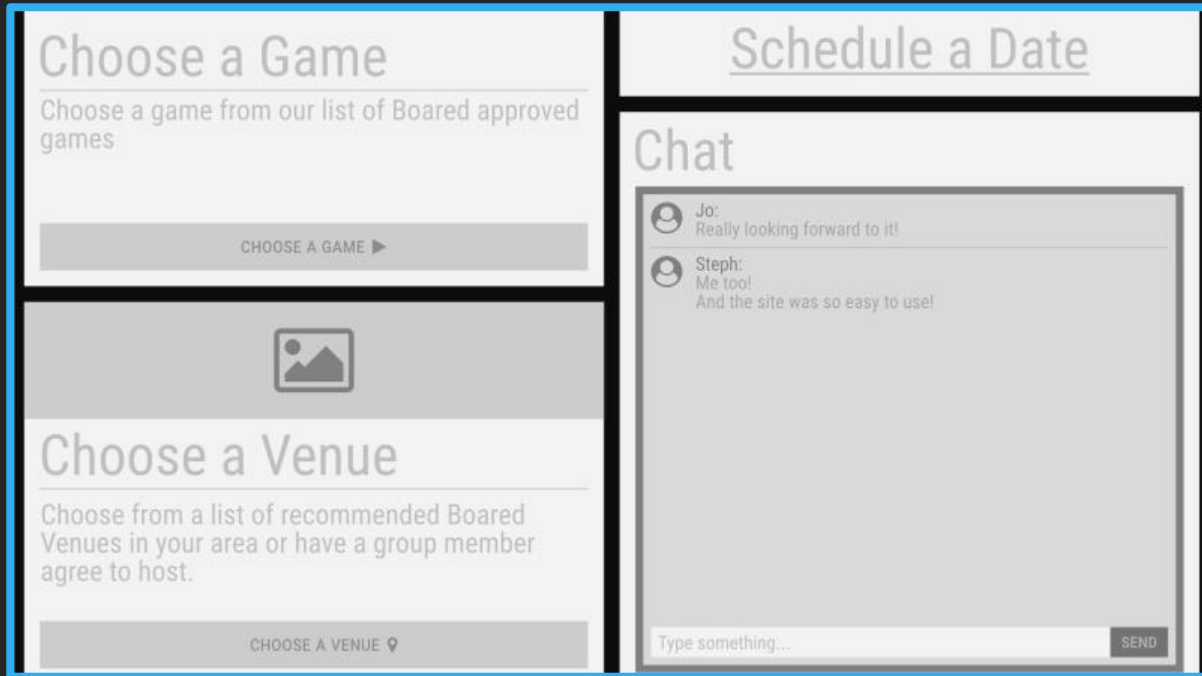
Task list for revised User Flow



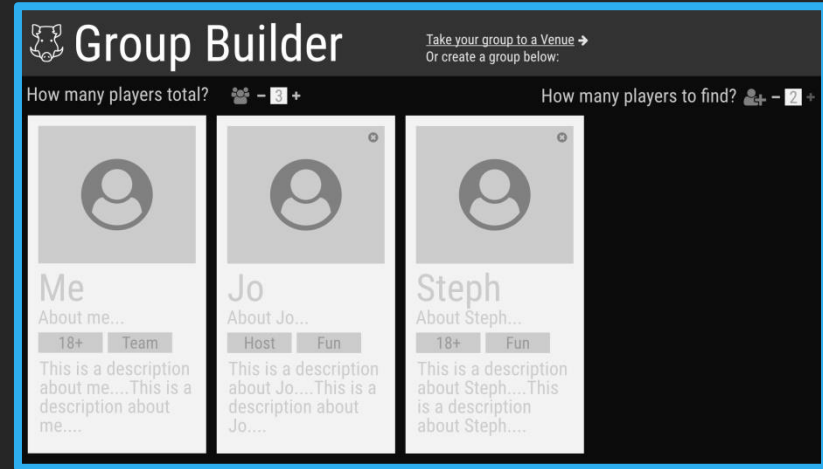
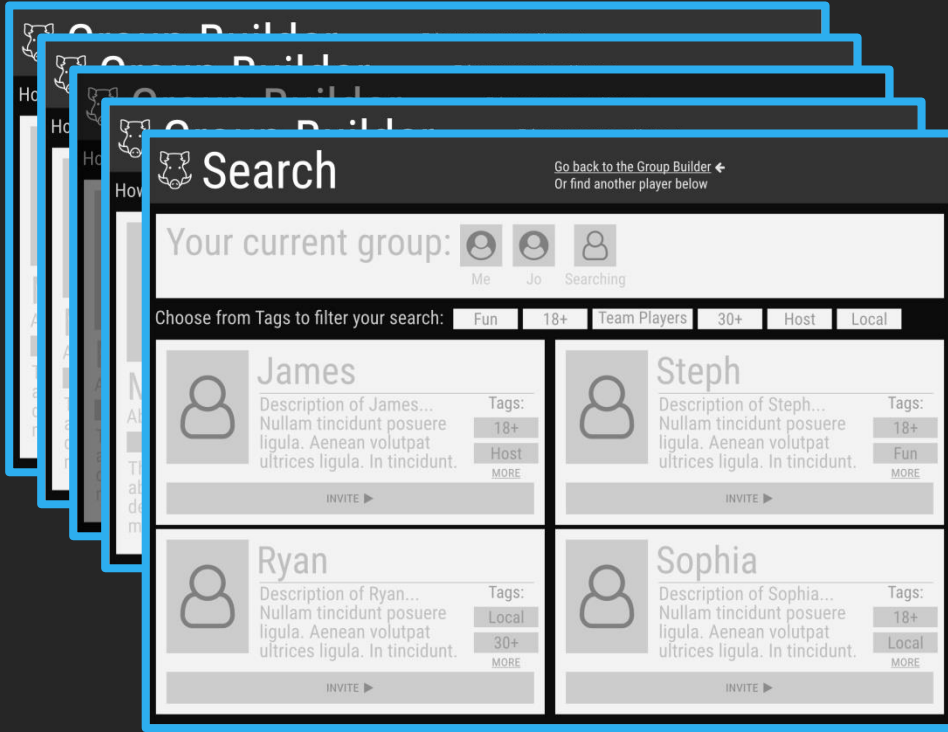
Create a new **BOARED** with the following details in the following order:

1. Invite your Facebook friend “Jo”
2. Invite a **fun** player who is **over 18**
3. Choose a venue which is **paid** and has **booze**
4. Choose a game that is a **long RPG**
5. Schedule the game for a **weekday when everyone is available**

Via empty state Screen



Redesign Search Screen



6 Screens

Redesign Search Screen



Overall View



Next Boarded

Get a reminder on Facebook →
Get a link to this page

Choose a Game

Choose a game from our list of Boarded approved games

CHOOSE A GAME ▶

Choose a Venue

Choose from a list of recommended Boarded Venues in your area or have a group member agree to host.

CHOOSE A VENUE ↕

Schedule a Date

Chat

Jo: Really looking forward to it!

Steph: Me too!
And the site was so easy to use!

Type something... SEND

Me

About me...

18+ Team

This is a description about me.... This is a description about me....

Jo

About Jo...

Host Fun

Nullam tincidunt posuere ligula. Aenean volutpat ultrices ligula. In

Steph

About Steph...

18+ Fun

This is a description about Steph.... This is a description about Steph....

Invite a friend via Facebook

Send an Email Invite

Find a player using the group finder

Key Response to DTF



Back to the drawing board for
the **meetup** screen

Old Meeting Up screen



Meeting Up

[Skip this step →](#)
Or create an event booking:


	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Venue B availability	Available	Available	Available	Available	Available	Available	Available
Your availability	Available	Available	Available	Available	Available	Available	Available
Jo's availability	Available	Available	Available	Available	Available	Available	Available
Person B's availability	Available	Available	Available	Available	Available	Available	Available

Book ▶

Nonstandard UI element

New Meeting Up screens





Meeting Up

[Return to your Board](#) →
Or select a day to book the event:

Venue Availability	< November 2018 >						
My Availability	Su	Mo	Tu	We	Th	Fr	Sa
Everyone's Availability	28	29	30	31	1	2	3
	4	5	6	7	8	9	10
	11	12	13	14	15	16	17
	18	19	20	21	22	23	24
	25	26	27	28	29	30	1
	2	3	4	5	6	7	8

Revised Digital Wireframes



BOARED

GET STARTED ►



Next Steps

Further Analysis



Analyse Online matchmaking services:

- Tinder
- Competitive Online Games

Analyse Suggestion services:

- Netflix
- Spotify

Next Features



- Games suggestion feature
 - Likes vs Dislikes
 - Rating System
- Meeting Screens Testing
 - Analysis
 - Usability
 - Mockups

Meeting Competative Analysis



	Calendar integration	Vote on options	Soft vote	Overriding vote	Default time window	Account	Timezone customisation
doodle	yes	yes	yes	yes	Current month	optional	yes
calendly	yes	no	no	no	Next week	optional	yes
youcanbookme	yes	no	no	no	Next week	optional	yes