

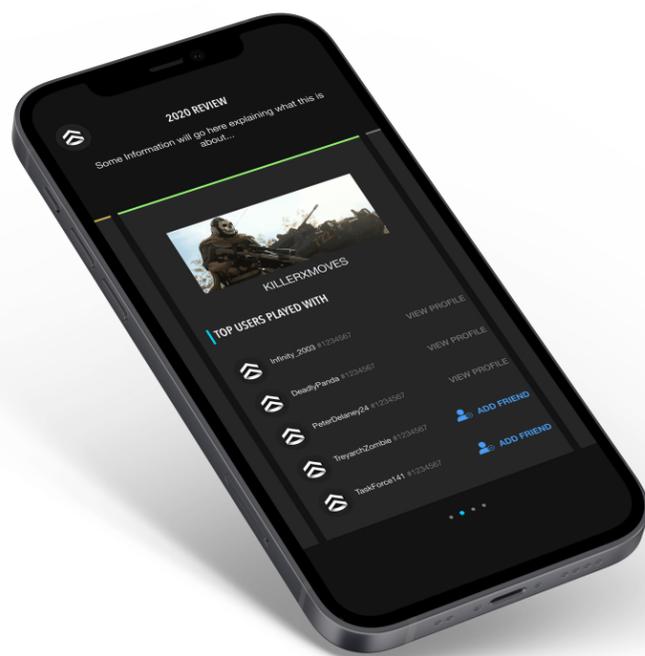
Project: TiCom (Case Study)

Matchmaking/Social Challenges

-  **Created by:** Porfirio Moreno Ortega
-  **Date:** Fall 2020.
-  **Team:** Porfirio Moreno Ortega and Zephyr Swart
-  **Course:** IxD 370 Design for Community Change

Table of Contents

- [Project Challenge](#)
- [What are way's?](#)
- [Product Review](#)
- [Secondary Research](#)
- [Competitive Analysis](#)
- [Heuristic Evaluation](#)
- [Netnography](#)
- [Target Audience Interviews](#)
- [Concept Development](#)
- [Midterm Presentation](#)
- [Appendix](#)



Design By: Porfirio Moreno

Project Challenge

Call of Duty is more fun with friends, so how can the Call of Duty companion app create social features to keep players engaged with the game and each other?

<https://s3-us-west-2.amazonaws.com/secure.notion-static.com/25fcab4d-2790-41ab-b9e2-de39748977b3/Design-challenge-2020.pdf>

What are way's?

What are ways we can cultivate more engaging, cooperative and bonded Random teams that result in a stronger sense of CoD group identity?

Developed by: Zephyr Swart and Porfirio Moreno Ortega

Product Review



Sep. 7: Load Out

One thing that I noticed was that the stats don't seem to be accurate. K/D ratios for individual weapons are incorrect its not counting any deaths, only kills with the weapon. I don't know if this is intentional, but it can be misleading having a player believe that they are doing better with a weapon when it might be incorrect.

Another thing I notice in the app is that you can edit your load-out, but only for the Call of Duty Black Ops 4 game, so it feels like the app has a different purpose depending on the game you are playing. Although I believe that there might be an update soon for the app allowing users to do the same for Warzone.



Sep. 27: The Competition

I found this service called SuperTribe, it's still in beta but I signed up for it anyway and went through the process. So, I basically had a "play-date" to play Call of Duty with a stranger. I was paired with the Co-founder and we played for about an hour, I thought it was fun and signed up for another meeting with another stranger, this is also for research. It was interesting to hear that SuperTribe had launched a few weeks ago and that students have signed up for it as well. Other than that I played CoD and had some bad games, maybe because playing has turned into homework it's not the same for me anymore.



Sep. 22: Competitive vs. Casual

I've had two different types of experiences playing this week, playing on my own competitively and playing with friends. I noticed a difference in both, when I play competitively I get in the zone, reflexes, and skills kick in, and there is also some pressure. Playing with friends is different, I am more relaxed and just have fun. Playing has made me forget how competitive I can be, not with others but with myself. In the other COD games, my lifetime multiplayer KDR was 2.33, and I am trying to get back to that level of skill. There really is no need to get it up because it doesn't matter, but it really gets to me.



Oct. 4: Game Updates

I was about to play the other day but there was an update, I should have expected it since the new season just came out, by the time the update was done I didn't want to play anymore. Then on a different day, I needed to download the multiplayer pack to play online, and again by the time that finished downloading I didn't want to play anymore. Finally, on the third attempt, everything was ready, so I played a few games. Playing felt weird, it was as if everything was moving slow, it took me a few games to warm up to where I felt comfortable with everything.

Secondary Research

My 2019 Year In Review: Working on the Call of Duty Companion App

Hello. I'm Tim Jung and I work on the Call of Duty Companion App at Activision Blizzard. The quick rundown of the app is that it's a way for our players to stay connected to the franchise, earn rewards, and interact in cool ways with the games.

 <https://dev.to/timjung/my-2019-year-in-review-working-on-the-call-of-duty-companion-app-451g>

My 2019 Year In Review: Working on the Call of Duty Companion App

 Tim Jung  • Jan 4

- "copy someone else's class without having to be on the game."
- "Squads just kind of fill up with random people, and my friends can't join the squad that I made specifically for just us"
- "Elite was so underrated, I think maybe the only thing that led to it being shut down was because it was so detailed and advanced, maybe the cost and time of maintenance was too high. Plus a lot of people didn't really use it to it's full extent and others just didn't know about it full stop, If it was available now rather than 5+ years ago I think it'd be much more successful"
- "Ah yes I remember creating classes from my phone"

Vype Gaming

Better Matches. Better Games. Subscribe for Beta What is Vype? Vype solves the issue of randomized matchmaking by providing a simple, easy way to find gamers you want to play with. Find players, track stats, and message with gamers based on what matters to you!

 <https://vypegaming.com/>



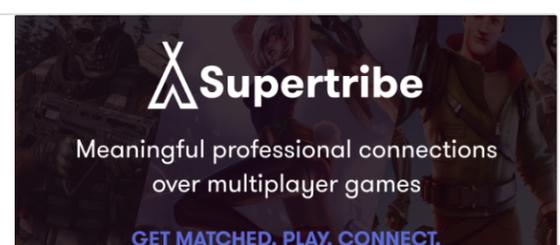
"Vype solves the issue of randomized matchmaking by providing a simple, easy way to find gamers you want to play with. Find players, track stats, and message with gamers based on what matters to you!"

- Better Matches. Better Games
- Play style - Competitive or Casual
- Play preferences - Music? Chatty? Etc...
- Schedule
- General Interests (Music Genres, Sports teams, Fashion brands...)
- Match on more than just rankings, you're a unique gamer
- Swipe left and right to match with gamers for your favorite games
- Know quickly if you're a match based on your gamer fit score

Supertribe

Supertribe Tell us about your background, interests, and favorite games. Each week, Supertribe's AI will pair you with a new relevant connection. We'll provide details on your new match, meeting info, and the selected game. Goke is a former Engineer at Ebay, PayPal, and Goldman Sachs.

 <https://supertribe.gg/>



"Build meaningful professional connections over multiplayer games! Sign up with your background, interests, and favorite games. Supertribe pairs you with new connections each week. Play together, join events & expand your network with the Supertribe community. We started Supertribe because as avid gamers and builders, we wanted to leverage the serendipitous nature of connecting with people over multiplayer games to reimagine the way we network with other professionals."

- Tell us about your background, interests, and favorite games.
- Each week, Supertribe's AI will pair you with a new relevant connection.
- We'll provide details on your new match, meeting info, and the selected game.
- Uses Jitsi to connect with gamers.

Meet Friends | Phovi App | Gaming Social Network

Phovi connects you and your friends with people from around the globe with Multiplayer Games, Communities, Video Chat, and a Competitive Ranking.

<https://www.phovi.app/>



“Phovi is a Mobile Gaming Social Network to connect you with your friends and people from around the world to have fun, connect, and compete.”

- Mobile games only
- Meet and make new friends
- Play and compete in online multiplayer games
- join communities of various subjects, and access exclusive local events, concerts, and other offline experiences
- Live video and competition
- Grow your own communities inside the platform.
- Messaging
- Face to face calls
- Play with your friends or get randomly matched with another user looking for a game partner. Time to have fun, connect, and learn through our Games!
- Win a game, get coins! You can exchange our Phovi Coins for merchandise or events/cinema tickets

PLINK

All product names, logos, and brands are property of their respective owners and are used here for identification purposes only. Use of such names, logos, and brands does not imply endorsement or affiliation with Plink, Inc. It's the first matchmaking platform made especially for gamers.

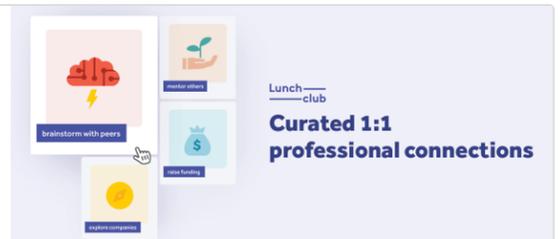
<https://plink.gg/>



Lunchclub

Ian Engineer Ian is a former Facebook and Google Engineer. He joined Lunchclub to meet new and interesting people that he could share his ideas with. One of his first Lunchclub connections was with a YC alum and blockchain investor.

<https://lunchclub.ai/>



Competitive Analysis

COMPETITIVE RESEARCH & ANALYSIS Activision CoD:Warzone		PlayStation App	Destiny2 Companion	Fallout Pip-Boy	SuperTribe
COMPETITORS					
General	Summary	The Playstation Companion app lets you take most of the console's dashboard functions with you. You can keep track of what your friends are playing and what trophies they're getting, receive notifications about ongoing parties, and stream your games online. You can also access the PlayStation Store, and make purchases to push downloads into your PS4. Another neat feature is that the app can double as a second screen remote control, letting you swipe and select while your controller's short-lived batteries charge.	The Destiny companion app gives you access to in-game lore, providing you insight into the world of Destiny while you wait for your fireteam to show up before the next Strike or Raid. The app also lets you access items and gear on your character and in your vault, allowing you to deal with some of the more managerial aspects of the game, ensuring more of your in-game time is spent on action and exploration.	The Pip-Boy app transforms your smartphone into a genuine piece of RobCo tech and connects to your network to interact with an active game of Fallout 4. With or without the replica case, you can view character stats, look at your world map, track quest objectives, and most importantly, listen to old-timey pre-War music.	"Build meaningful professional connections over multiplayer games! Sign up with your background, interests, and favorite games. Supertribe pairs you with new connections each week. Play together, join events & expand your network with the Supertribe community. We started Supertribe because as avid gamers and builders, we wanted to leverage the serendipitous nature of connecting with people over multiplayer games to reimagine the way we network with other professionals."
	Direct/Indirect	Direct	Direct	Indirect	Indirect
	Cost	Free	Free	Free	Free
Usability	Non-parasitic?	Slightly; more an extension of game	Slightly; more an extension of game	Yes, it has own app game	No, only for matching players
	Personalize/Customize	yes	Yes	No	Yes
	Voice Option	voice to text	voice to text	No	No
	Direct Console Connecting	yes only playstation	PlayStation Network, Xbox Live, Steam, and Stadia	PC, PS4, and Xbox One	Yes
	Search	No	Yes	No	No
	Navigation	Yes multipl some not labeled and some labeled	Director, Guardian, Clan, Fireteams, More	Stats, inventory, Data, Map, Radio	This is currently a beta website service
Social Elements	Notification Options	Yes	Yes	Yes	Not currently. Any service request to changes are handled through email
	Friends	Yes	Yes	No	No, this service introduces you to others via email, then you add them directly through your console
	Chat/Communicate	Post, and dm's	Chat, Channels, Forums	No	Comming soon
	Emojis/Ratings/Likes	N/A	N/A	No	No
	Create Teams	Add friends on playstation network create communities	Yes; procedure combines app and game	No	No
	Matchmaking	No	No	No	Yes, based on interest, location, and game
Motivation	Add Players to Game	Yes	Yes	No	No
	Rewards	Yes	Yes	No	No
	Missions	No	No	No	No
Help	Shop	Yes	Can buy items from Vendors	No	No
	Tips & Tricks	No	Yes; In Forums	No	No
Features	Tutorials/Onboarding	No	Yes; In Forums	No	No
	News	Yes	Yes	No	directly communicated through email
	View Stats	Yes	Yes	Yes	N/A
Opinions	Add'l Features	<ul style="list-style-type: none"> Events Add friends Create gaming communities Remote play messaging Smartphone as second screen 	<ul style="list-style-type: none"> Inspect Gear Browse Armory Manage vault Access cards Game lore (original app only) Map Clan chat 	<ul style="list-style-type: none"> Music Radio Browse Armory Game maps Play Holotape mini game 	Connect with other industry professionals
	Review Score	4.4 (Google Play)	4.8 (App Store)	3.7	Currently in beta
	Review Comment +	"Great UI, I'm very surprised by the new update	Like that I can move items from my vault to my character, stay connected to my clan, find other players for help with certain activities or endgame content, and see updates from Bungie.	"It was an easy setup and everything is in real time. I never have to open my pip boy anymore because I just have this app open next to me on my ipad as I play and I have full control of everything"	Really impressed with what this team has built, leveraging gaming as a commonality to break the ice that can exist in traditional networking
Review Comment -	The playstation store directs you to a website, it is not built in the app	Pairing with random fire team players is impossible to understand? I have people in my fire team on the app but not in the game? Why am I not able to directly invite fire team members from the app to the game on Xbox? (From 2017; it's since been added.) Clan Chat is nice to have, though most will migrate over to Discord immediately. Recruitment is a good idea, but it's less developed than established fan-made LFG sites, which really takes the wind out of its sails.	Can't connect: "I was really excited about this app but just like many things these days it doesnt work."	Currently in beta	

https://s3-us-west-2.amazonaws.com/secure.notion-static.com/0a50ce17-6796-44e8-95d0-14379ca97751/Comp_Analysis-Activition_Warzone_-_Sheet1.pdf

Created by: Zephyr Swart and Porfirio Moreno Ortega

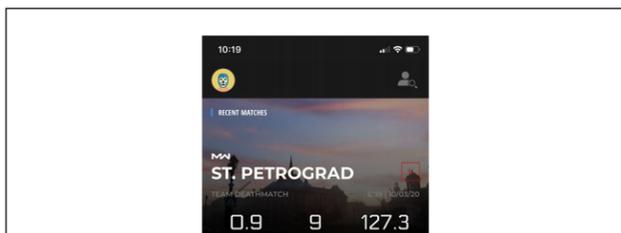
Homepage

Q: Can users get the gist of the site by looking just a few seconds on the homepage

- A: Yes, things are clearly labeled, you have your recent match that displays win/loss, K/D ratio, kills, and score per minute. There is a menu that is labeled, although something like "Ops" might not be a term that new users/players might understand or know what it is.

Q: Is the company logo easy to find (does it link back to the homepage)?

- A: There does not appear to be a CoD logo, there a home button on the bottom menu that is labeled. This does not fully apply to the Companion app.



Screenshot	Link Source	Keywords	Kind of user	Description of the content	Insights	Opportunities
	Activision/Community	How, simply browsing LFG posts	Non-NG player	Video post of game looking for others to play with	Users that show the challenge improve readability and therefore encourage more people to do the game?	For matching players, users would be able to see part of another player's profile, including things like their win/loss ratio and K/D ratio, and they could also see their recent matches. This could help users find better matches through profile recommendations.
	Activision/Community	How, simply browsing LFG posts	NG player	Video post of game showing the player's stats	Videos demonstrating to other users how they play	For helping users decide on whether to "tag" LFG, videos may be useful publicly accessible content.
	Activision/Community	How, simply browsing LFG posts	NG player	NG player wants to learn how to play the game	Some players are looking for "help"	Create ways to connect less experienced players with more advanced players that are not to common.
	Activision/Community	How, simply browsing LFG posts	NG player	Game trying to match up with another player	Some players might be looking for "help"	What if the user of these cards could be the user's friend? And what if users could easily integrate when they're available to play?
	Activision/Community	How, simply browsing LFG posts	NG player	Game trying to match up with another player	Players that usually include their experience to other players. But there are some that are not. It's a mix of the two. It's not just about the stats.	Users could also be able to see their stats with other users. And what if users could see their stats in a way that's not just about the stats, but also about their play style?
	Activision/Community	How, simply browsing LFG posts	Returning casual NG player	Previous casual player is returning to NG and wants to play with others.	Designation of type of player (e.g. casual). Some issues with these available and how they work.	For matching sites, maybe add "casual" "hardcore" "returning after some time away" etc?
	Activision/Community	How, simply browsing LFG posts	NG player	Player trying to match up with another player	For those who don't have a lot of experience in the game, they might be looking for "help"	Create a way to help less experienced players to find their way to the game. And what if users could see their stats in a way that's not just about the stats, but also about their play style?
	Activision/Community	How, simply browsing LFG posts	NG player	Game trying to match up with another player	All replies to requests are public.	Create a way to help less experienced players to find their way to the game. And what if users could see their stats in a way that's not just about the stats, but also about their play style?
	Activision/Community	How, simply browsing LFG posts	NG player	Game trying to match up with another player	Age and experience and common requests.	Create a way to help less experienced players to find their way to the game. And what if users could see their stats in a way that's not just about the stats, but also about their play style?
	Activision/Community	How, simply browsing LFG posts	NG player	NG player playing with others and wants to learn how to play the game	Remembering previous sessions for future games	Instead of manually entering an entry, maybe create a way for app and users to remember previous sessions.
	Activision/Community	How, simply browsing LFG posts	NG player	NG player playing with others and wants to learn how to play the game	Remembering previous sessions for future games	Instead of manually entering an entry, maybe create a way for app and users to remember previous sessions.

Heuristic Evaluation

https://s3-us-west-2.amazonaws.com/secure.notion-static.com/e83ecd63-5abc-487b-b695-6f4a4246d981/01_heuristic_template.pdf

Created by: Zephyr Swart and Porfirio Moreno Ortega

Netnography

https://s3-us-west-2.amazonaws.com/secure.notion-static.com/23be9693-c65a-400a-9c0f-13253187d051/Netography_WZ_-_Sheet1.pdf

Created by: Zephyr Swart

Target Audience Interviews

https://s3-us-west-2.amazonaws.com/secure.notion-static.com/5148ac1f-ccf0-47aa-9532-3b62f60b4e6e/Interview_Summary.pdf

https://s3-us-west-2.amazonaws.com/secure.notion-static.com/27ecba2f-3843-429d-b050-bc536d194515/Interview_Summary.pdf

PDF Download

Concept Development

<https://s3-us-west-2.amazonaws.com/secure.notion-static.com/37b2fda4-8f12-4a24-9828-b1abb9d3477e/449f2b8b-ba8a-4597-b59a-ec79a5a36347.pdf>

https://s3-us-west-2.amazonaws.com/secure.notion-static.com/aa682c33-02eb-46dd-8303-61eaa569c66b/Asset_1.pdf



Our concept focuses on team Random play. It features a Matchmaking system that is leveraged by a series of team Social Challenges. By doing so, we can foster a stronger connection among random players which helps reduce one-off games and increases a sense of community. A Year-End Review presents a visual story of these team social interactions for each gamer.

Midterm Presentation

Our concept addresses the potential of Random team playing as a way to help strengthen gamer identification with the CoD community. To do that, players will need enough time with—and repeated exposure to—others within a group. Unfortunately, CoD games don't currently provide this, and the game setup hasn't really encouraged gamers to play with the same Random more than once.

By adding Social Challenges that leverage the data from a Matchmaking feature, we believe the Companion app can offset this issue. And by adding a Year-end Review focused on the social, the app can help turn these interactions into an engaging and rewarding storytelling experience for players.

<https://player.vimeo.com/video/470719971>



[Video Link](https://player.vimeo.com/video/470719971)

Matchmaking

- **Like a Dating App**

The matchmaking process is curated by favorite game modes, top games (MW, Warzone, Black Ops), skills and levels, interests, player preferences (e.g. "Female only"), and typical play

- **Talking Points**

Prior to a team game, players are not only able to view their teammates, but to view the interests players have pre-chosen to share. This offers players some talking points before they jump into a game.

schedules. The app also updates to indicate when a player is currently online.

Social Challenges

- **Repeated Team Interaction**

The social challenges feature includes a series of Mini Maps, each presenting a series of challenges to be completed by a team of Randoms. The challenges within each Mini Map must be completed with the same team formation, thus allowing for repeated interaction with the same Randoms over the course of several games until that particular Mini Map is completed by the team.

- **Relying on Nostalgia**

The visuals for each Mini Map pulls from past Call of Duty games, bringing a nostalgic feeling to the hardcore followers of the CoD franchise. This nostalgia extends to the rewards as well.

- **Rewards**

Players are rewarded with exclusive offers when they're completing a Mini Map. For example, through every stage of the Nuketown challenges, players are rewarded with calling cards, stickers, and skins that are pulled from the popular Nuketown map.

Year-End Review

Similar to Spotify, the Year-end review features an engaging series of graphics that depict such social statistics as top users played with, best team games, year K/D ratio, total hours played (by season), best death and use of a vehicle (if possible), among others.

https://www.figma.com/embed?embed_host=share&url=https%3A%2F%2Fwww.figma.com%2Ffile%2FYoi1lGybo3qzbseWSVn7BV%2FProject-TICOM-Concept%3Fnode-id%3D0%253A1

Designed By: Porfirio Moreno

Appendix

Timeline

<u>Aa</u> Name	<u>≡</u> Due Date	<u>::≡</u> Progress
<u>Activision Kick-Off</u>	Sep.9	Completed
<u>Sign NDA</u>	Sep. 9	Completed
<u>Activision Change Statement</u>	Sep.27	Completed
<u>Interview Two Participants</u>	Oct.7	Completed
<u>Practice Midterm Presentation</u>	Oct.14	Completed
<u>Midterm Presentation</u>	Oct. 21	Completed
<u>Notion Site</u>	Oct. 21	Completed
<u>Midterm Case Study</u>	Oct. 28	Completed

https://s3-us-west-2.amazonaws.com/secure.notion-static.com/c422ad02-94a3-4ef7-b60f-c4127ac8db28/Porfirio_and_Zeph-Workbook_p2-5-1.pdf

Activision Change Statement- Developed by: Zephyr Swart and Porfirio Moreno Ortega

<https://s3-us-west-2.amazonaws.com/secure.notion-static.com/ca2c0741-7282-46ef-b989-6bb4a2b906b6/CoD-storyboard.pdf>

Storyboard: Act 1-Developed by: Zephyr Swart and Porfirio Moreno Ortega

<https://s3-us-west-2.amazonaws.com/secure.notion-static.com/132f3042-62fe-4049-bd10-7e9b89183e62/CoD-storyboard-Act2.pdf>

Storyboard: Act 2 -Developed by: Zephyr Swart and Porfirio Moreno Ortega

https://s3-us-west-2.amazonaws.com/secure.notion-static.com/8b6d0220-4fed-45c9-821c-43e6b940d291/Competitive_Analysis.pdf

A more in-depth overview of competitive companion apps -
Developed by: Zephyr Swart and Porfirio Moreno Ortega