//Contents

Team
Visionaries

//Timeline

Oct 26-Nov 8

1.SYNTHESIS

- Card Sort
- Storyboard
- Scenario
- Primary Sitemap

Nov 9-Nov 15

2.RESEARCH

- Feature Prioritization
- Information Architecture
- Content Strategy
- Wireflows
- Updated Sitemap

Nov 16-Dec 6

3.TESTING

- Wireframes
- Interactive Prototype
- Usability Testing

Dec 7-Dec 20

4.REFLECTIONS

- Results
- Reflections
- Future Considerations

Team Roles and Responsibilities

Genevieve Johnson
Project Management, UX/UI,
Usability Test Lead

Ami Kubota
UX/UI, Design Lead,
Art Direction

Ross Meredith
UX/UI, Research,
Information Architect

Will Gamez
UX/UI, Content Strategy,
Documentation, Research

Click the image to go to the portfolio website.

Stakeholder

"We believe great games start with great people."

HEADQUARTERS: SANTA MONICA CA

FOUNDED: 1979

COMPRISED OF 10 DIFFERENT STUDIOS

EMPLOYS: 4,000+ PEOPLE

A worldwide leader in digital entertainment, Activision is setting the pace of the industry as the largest video game producer in the world. Activision is responsible for many notable titles (Quake, Guitar Hero, Tony Hawk Pro Skater) including the Call of Duty series that have revolutionized the gaming industry.

Project Challenge

AS GIVEN BY ACTIVISION

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?

Project Challenge

COMBINE FORCES, BUILD OFF EACH OTHER

Prior to this design sprint we had been working in teams of two. We interviewed our stakeholder, consulted domain experts, conducted primary and secondary research, and performed exhaustive analysis of the competition before presenting our findings to Activision.

The Activision team felt that our two teams could benefit from synthesizing our previous data and moving forward together since there was a common theme that linked the research of our two groups. Our teams both were leaning toward video as a means to reach players.

Separate Change Statements

Links to full case studies available in appendix

ROSS & GENEVIEVE
TEAM 1

We want to help players level up their skill sets through in-app tutorial videos and personal lessons from professional Warzone instructors in order to increase app interaction and provide value to new audiences who wish to learn from experts.

WILL & AMI
TEAM 2

How might we improve the social offerings of the Call of Duty Companion app to create a more helpful experience for users that advances engagement while expanding the user base?

*Team 1 Case Studies 1B

*Team 2 Case Studies 1C

We started the project by mapping the Intel page of the Call of Duty Companion App. This was done in an effort to get a grasp on the full breadth and depth of offerings within the current state of the app.
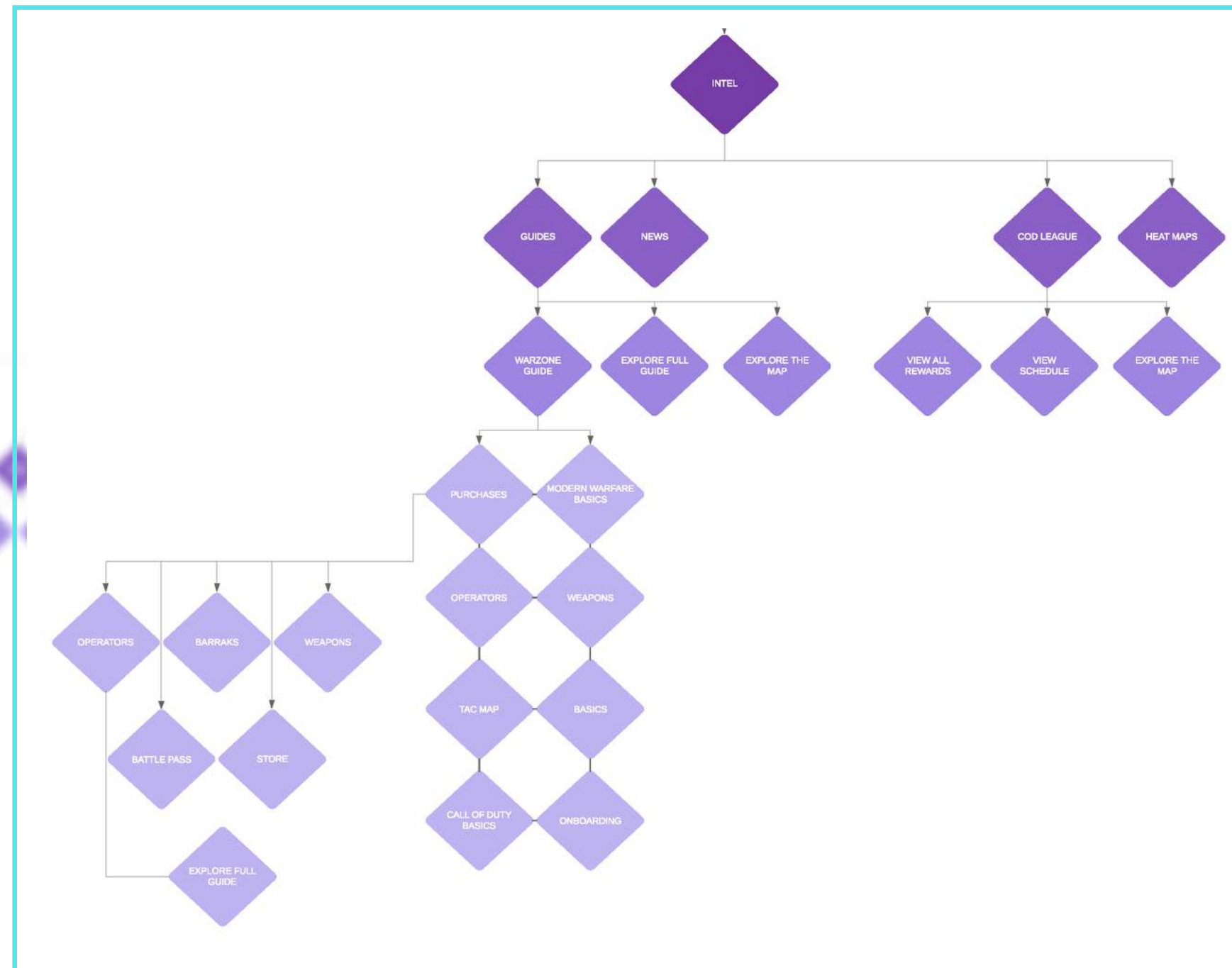
Enlarged segment is the intel section. The blurred section is the entire sitemap.

*Initial Site Map 1D

Card Sorting

This is a study preview. No data will be saved.

OptimalSort   ⓘ View instructions   💬 Leave a comment   Finished

▼ Video Feed/visual learning ✕
Video feed
Saving Videos
Videos from CDL professionals
Funny Content
Liking Content
Tutorial Videos
6 items

▼ Guides/learning ✕
Intel
Modern Warfare Basics
Explore the map
Heat Maps
Walkthroughs
Guides
6 items

▼ Social ✕
Recent Matches
Squads
Contact
Friend Achievements
Friend Comparison
Message friend
Label Friends
Social
8 items

▼ Global COD info ✕
Leaderboard
Weekly tournament
COD League
News
4 items

▼ Individual info ✕
Profile
Stats
2 items

▼ Purchasing ✕
Operators
Battle Pass
Shop
3 items

▼ Navigation ✕
Search
1 item

0 of 30 remaining

*Card Sorting Exercise 1E

INFORMATION ARCHITECTURE

Synthesizing our previous research as two separate groups with different purposes required us to share knowledge while also unifying our focus. We took terms from our previous research as well as elements from the site map and engaged in a card sorting exercise on Optimal Sort in an effort to align ourselves as a design team.

This step helped us organize information together leading to a unified change statement for our team and served as a first step in developing an updated site map that would house a new feature on the app, an instructional video feed.

Unified Change Statement

Increase entertainment and engagement amongst beginner, casual and experienced players interacting with the Call of Duty Companion app by integrating video tutorials into the app.
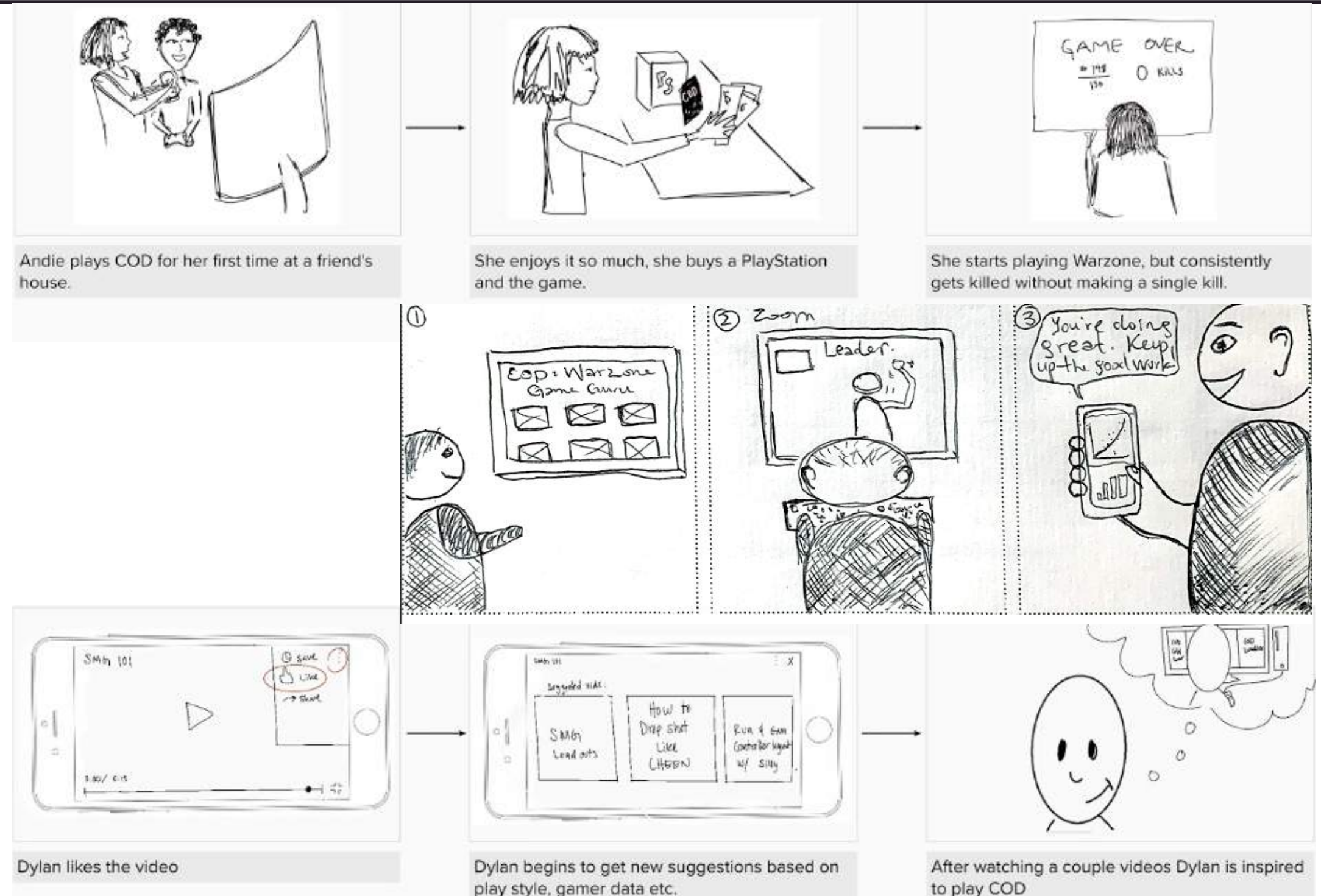
Storyboards

UNDERSTANDING THE BIGGER PICTURE

We wanted to take a birds eye view of how users might be interacting with the Call of Duty companion app. We each drew out different storyboards based on our previous research and shared them with the group.

The direct result of this exercise was the creation of three scenarios that detailed pain points for different personas we felt represented Users of the Call of Duty Companion App.

Andie plays COD for her first time at a friend's house.

She enjoys it so much, she buys a PlayStation and the game.

She starts playing Warzone, but consistently gets killed without making a single kill.

Dylan likes the video

Dylan begins to get new suggestions based on play style, gamer data etc.

After watching a couple videos Dylan is inspired to play COD

*Storyboards 1F

Site Map - Revision 1

*Revised Site Map 1G

By gathering information & insights from our individual research, the card sort, storyboard, we revalued and reorganized navigation items into the new site map in Figma while focusing on the homepage and Intel page as it is necessary for our user's scenario.

1 From our user interviews, we noticed some users showed strong interest in shopping. We located a shop for them to be able to access quickly.

2 From our user interviews, we discovered that some users get lost in the App, we added the Search to the top bar.

3 From the card sort & reviewing the content, we imagined that those items should be separated from Intel.

4 From our storyboard, we added the video tutorials and the following items under Intel.

13
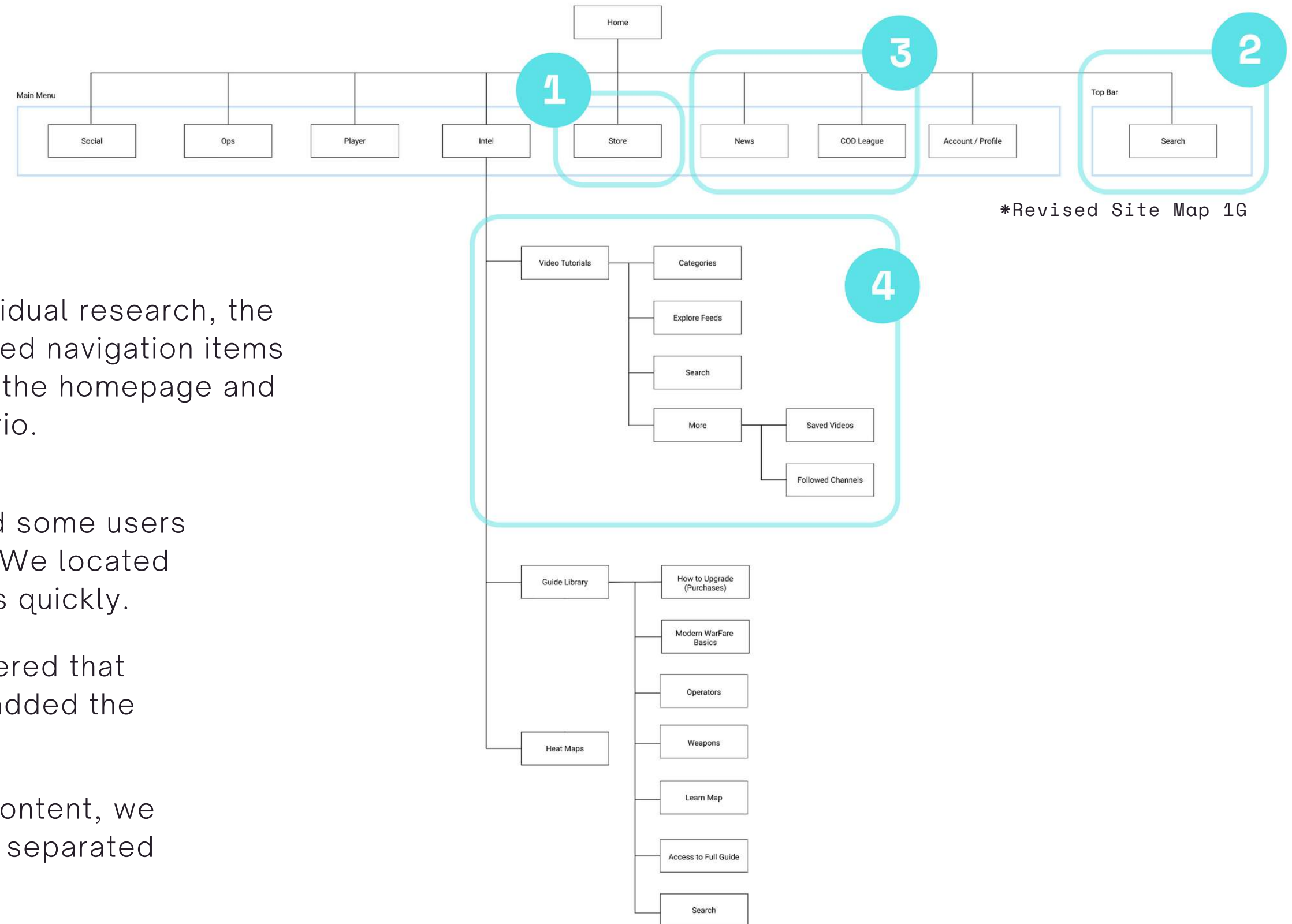
Scenarios

1. Beginner Bonnie

- New to the franchise
- Still looking to make friends
- Not familiar with game mechanics or First person shooters in general

2. Casual Clyde

- Plays recreationally to relieve stress or socialize
- Interacts with the same group of gamers/friends
- Not overly concerned with stats

3. Hardcore Harry

- Very interested in game stats
- Competitive
- Keeps a large group of like minded gamers around to achieve goals and level up

Wireflows

What actions would make sense for the person in each scenario? **How can we create a feature for beginners that might also provide value to experienced players?**

We carefully reviewed each scenario to craft 3 primary flows. After we talked through the storylines together, three team members hand-sketched these wireflows, which served as the foundation for our Figma-made wireframes.
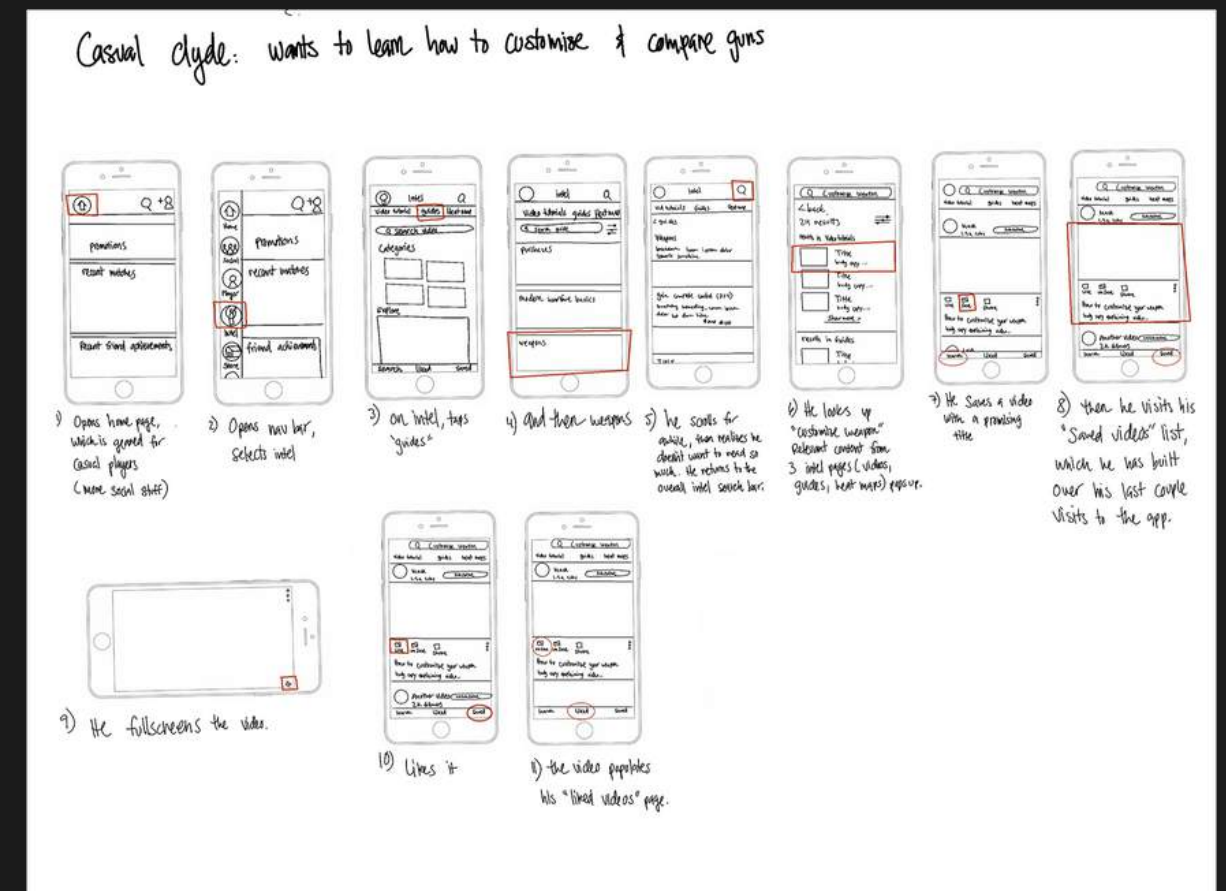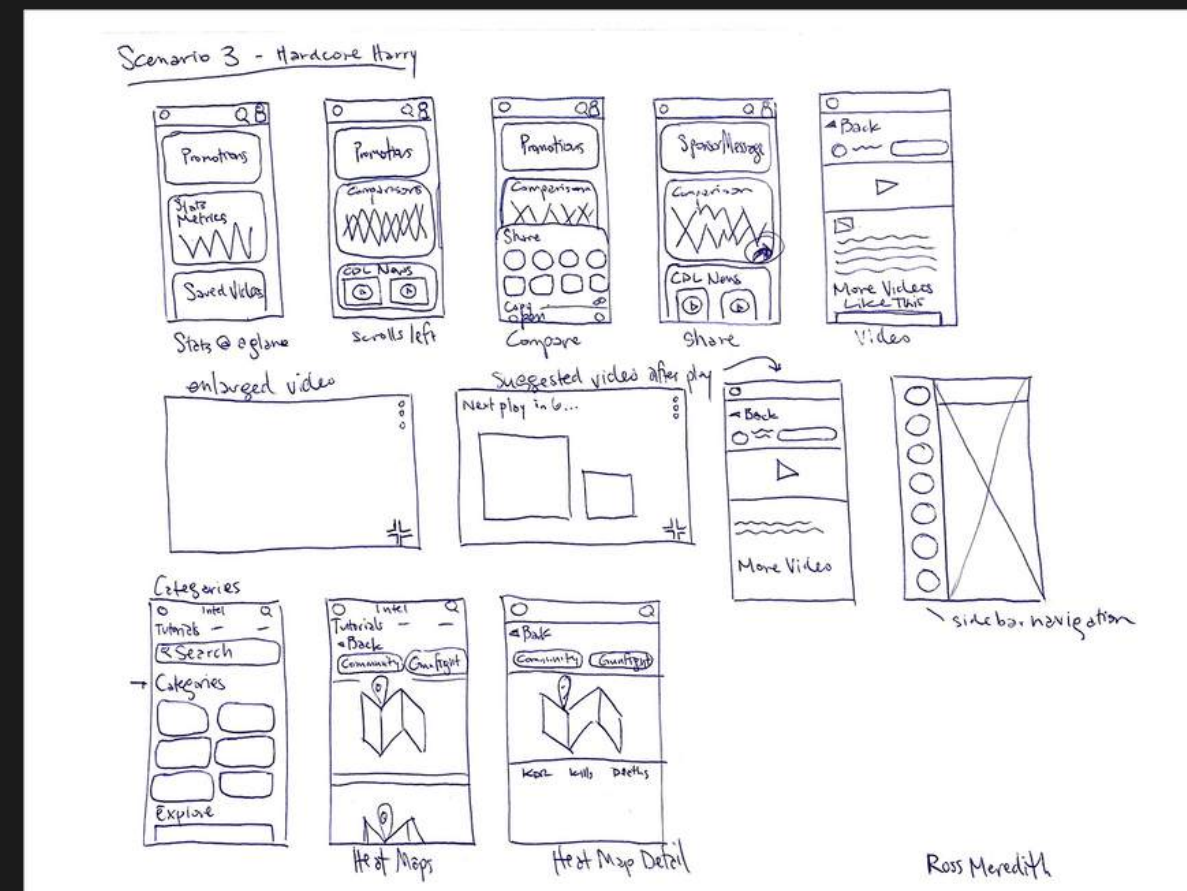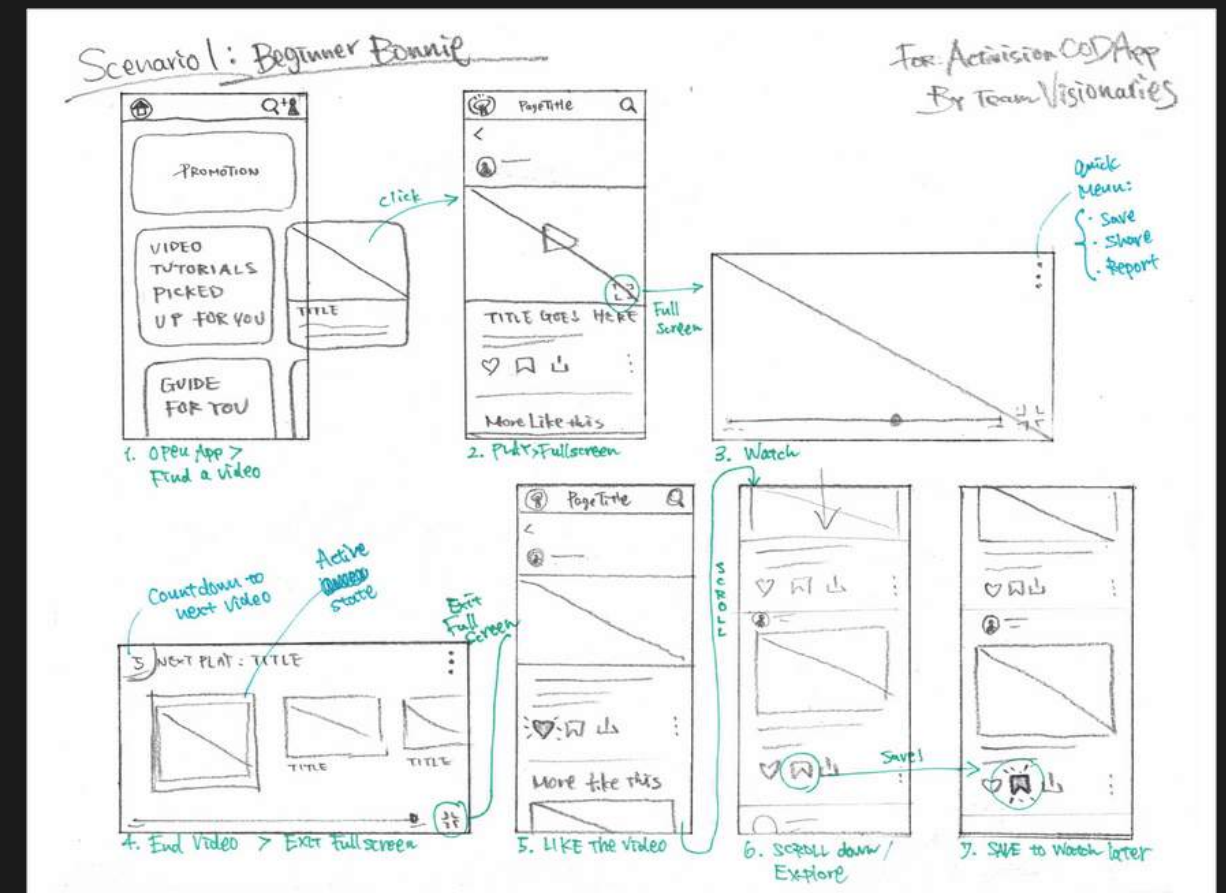
Content Strategy

Content Tonality Brief

Team Visionaries: Genevieve, Will, Ami, Ross
November 5, 2020

1. TARGET AUDIENCE & DEMOGRAPHICS
- The **primary audience** for the Call of Duty Companion App is hardcore gamers ages 18-35.
- The **secondary audience** is casual and beginner players that could download the app.
- In general, the **Call of Duty Companion App audience is:**
  - competitive
  - loud
  - extroverted
  - toxic
  - socially-motivated
  - loyal to the game

2. DESIRED OUTCOMES:
When users read anything on Call of Duty Companion App or read any written communications from/about Call of Duty Companion App...

Users should THINK:
The information (video tutorials, stats, guides) is useful. The store is enticing and filled with lots of helpful, desirable products.

Users should FEEL:
Curious about the game mechanics. Should feel that the information is easily digestible and has a low barrier-to-entry. Comfortable. Motivated to play more often.

Users should DO:
Check the video tutorials. Buy from the store. Complete tasks that level up XP. Build their knowledge base.

3. TONE & CHARACTER ATTRIBUTES

Call of Duty Companion App Content Tone is:
Direct
Pithy
Informational
Curt
Formal
Straightforward
Tongue in cheek

Call of Duty Companion App Content Tone is NOT:
Warm
Friendly
Informal
Sympathetic
Cavalier
Contemptuous
Silly

*Content Tonality Brief 2B

SETTING THE TONE

We took inventory of the current voice, structure, and audience Activision was trying to speak to. By assessing how users should think, feel and operate while utilizing the product we ensured that all messages from our design team would share a unified tone while also maintaining alignment with what players have come to expect from the Call of Duty Franchise.

Feature Prioritization

Column 1	Column 2	Column 5	Column 6	Column 7	Column 8	Column 9
Feature Name	**Team Visionaries' Value**	**Interview #1 Beginner Bonnie (beginner)**	**Interview #2 Casual Clyde (intermediate)**	**Interview #3 Hardcore Harry (expert)**	**TOTAL (average value)**	**FEATURE DESCRIPTION/NOTES (describe what the feature will do/how it will work)**
Search in App	10	10	9	8	9.25	searches content in the app for whatever the player needs to find
Search in Guide	10	10	10	10	10	Searches a content in the guide
Search in Video	10	10	10	10	10	Searches a video content in video tutorials
Stats	9	3	5	10	6.25	aggregates the in game stats by algorithm for comparison
Quick Access Navigation	10	10	10	10	10	allows the app user to see information quickly and easily
Guides(Resource list)	3	5	3	3	3.5	compendium of tools/comparison of weapons
Heat Map	5	5	5	5	5	shows kill ratios/safe zones in all areas of game
Video Content: Tips for Beginners	8	10	3	1	5.5	regularly updated videos from CDL players for beginners
Video Content: Tips for Upgrade	8	8	9	7	8	regularly updated videos from CDL players about tips
Video Content: Game Play	8	8	8	9	8.25	regularly updated videos from CDL players about game play
Video Content: About Weapon	8	5	10	9	5.5	regularly updated videos explaining weapons by CDL players

Column 1	Column 2	Column 5	Column 6	Column 7	Column 8	Column 9
Feature Name	**Team Visionaries' Value**	**Interview #1 Beginner Bonnie (beginner)**	**Interview #2 Casual Clyde (intermediate)**	**Interview #3 Hardcore Harry (expert)**	**TOTAL (average value)**	**FEATURE DESCRIPTION/NOTES (describe what the feature will do/how it will work)**
Video Content: Explore Storyline	7	7	9	7	7.5	CDL players talk about the COD game history
Play Full Screen	10	10	10	10	10	enlarge tutorial videos to allow full-screen
Like Video	10	7	7	7	7.75	Like button is where the user can express that they like, enjoy or support certain contents (methods of expressing reaction to content)
Save Video	10	8	8	8	34	allows the player to keep a "library" of liked videos to watch later
Shares Video	10	5	6	8	7.25	allows the player to share the video with a friend

ESTABLISH PRIORITIES

By reviewing individual research documents, we evaluated the priorities of the features.

From this, we learned the search and watch in the full screen are valuable for all levels of players, as well as it helps the user experience to be smooth.

*Feature Prioritization Matrix 2C

Wireframes

We created three sets of wireframes in Figma. The home page for each of our personas would be different and each of their navigations would be impacted by the shifting content based on their playstyle.

The full wireframes + annotations can be found in the appendix.

Script 1 Beginner Bonnie

Scenario 1

User/Persona: Beginner Bonnie

Context: Bonnie, a college... played COD for the first ti... house. She enjoyed it so r... downloaded Warzone to t... PlayStation, but she isn't v... doesn't know what tools a... and how to access them,... like she has time to learn... the game because Warzo... high-stakes, high-alert en... She discovered the app fr... website when she google... Curious, she downloaded... Motivation: wants to kno... menus in-game

Script 2 Casual Clyde

Scenario 2

User/Persona: Casual Clyde

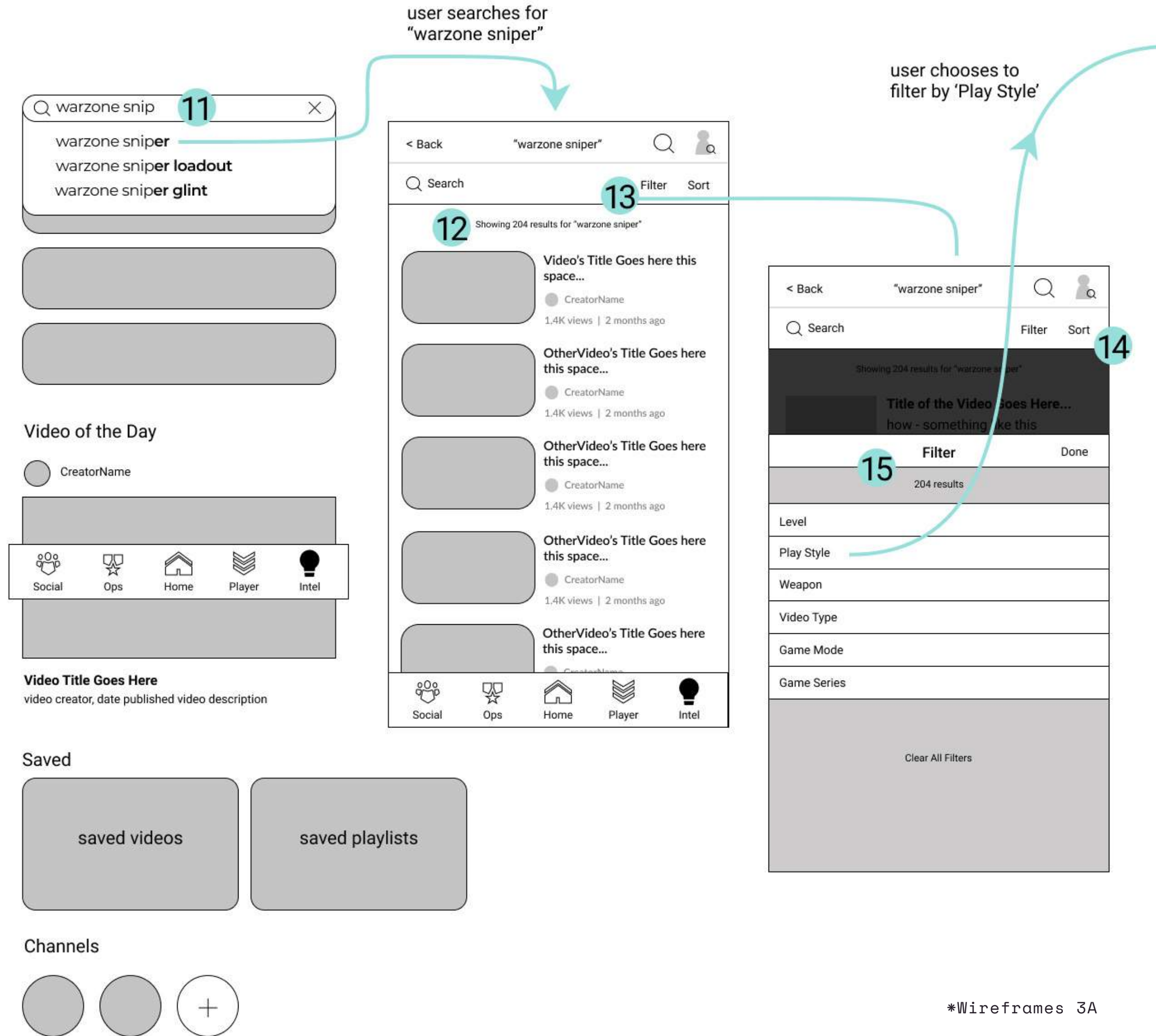**Context**: Clyde, a man in hi... played COD off-and-on sin... mostly views Call of Duty a... out (virtually) with old frie... plays twice a month, but e... was released, he's been pl... frequently (partly because... games, partly because qua... console, but he's been slov... gaming PC.

He downloaded the COD a... because a friend told him... benefits. Today, he's wond... and cons of different guns... customize his gun), so he... learn about it.

Motivation: wants to learn... and compare guns

Script 3 Hardcore Harry

Scenario 3

User/Persona: Hardcore Harry

Context: Harry plays Call of Duty around 6 hours per day on his PC. He consistently places in the top 3 of Warzone, and he strives to get sponsored (maybe even join his nearest COD League team, the Guerillas).

Harry's had the companion app for a few years; he likes checking his stats and keeping up with friends on it.

Motivation: wants to get sponsored

user searches for "warzone sniper"

(11) warzone snip ✕

warzone snip**er**
warzone snip**er loadout**
warzone snip**er glint**

Video of the Day

⬤ CreatorName

| Social | Ops | Home | Player | Intel |

Video Title Goes Here
video creator, date published video description

Saved

| saved videos | saved playlists |

Channels

⬤ ⬤ ⊕

< Back   "warzone sniper"   🔍 👤

🔍 Search   **(13)** Filter   Sort

(12) Showing 204 results for "warzone sniper"

Video's Title Goes here this space...
⬤ CreatorName
1.4K views | 2 months ago

OtherVideo's Title Goes here this space...
⬤ CreatorName
1.4K views | 2 months ago

OtherVideo's Title Goes here this space...
⬤ CreatorName
1.4K views | 2 months ago

OtherVideo's Title Goes here this space...
⬤ CreatorName
1.4K views | 2 months ago

OtherVideo's Title Goes here this space...
⬤ CreatorName
1.4K views | 2 months ago

| Social | Ops | Home | Player | Intel |

user chooses to filter by 'Play Style'

< Back   "warzone sniper"   🔍 👤

🔍 Search   Filter   Sort **(14)**

Showing 204 results for "warzone sniper"

Title of the Video Goes Here...
how - something like this

(15) **Filter**   Done

204 results

Level

Play Style

Weapon

Video Type

Game Mode

Game Series

Clear All Filters
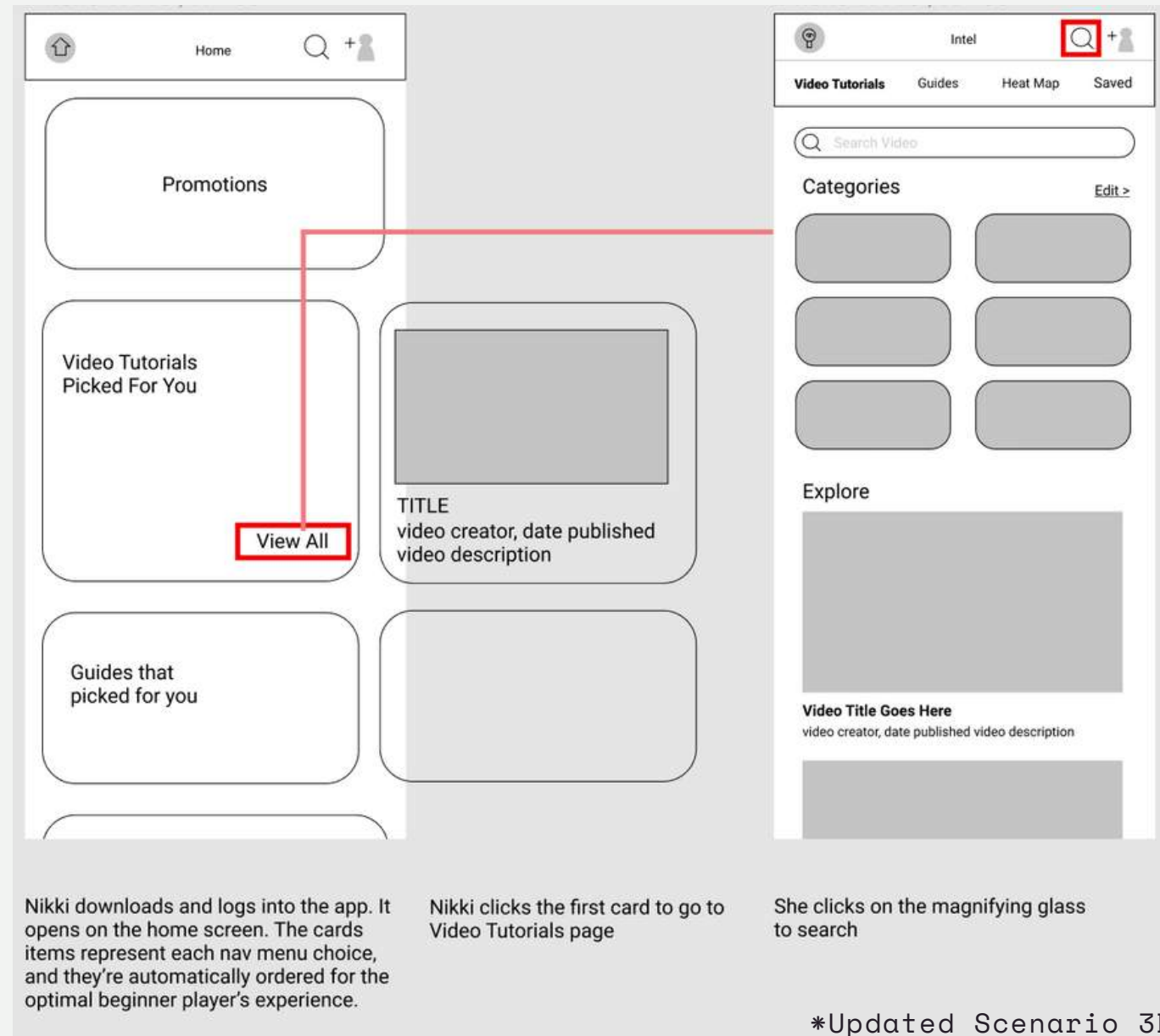
Stakeholder Feedback

We reached out to the design team at Activision to share our wireframes and get some crucial feedback before moving forward. After presenting our wireframes to Mark and Drew over a Zoom call, we maintained communication over slack. They were incredibly helpful in guiding us towards content creators and partnerships that could potentially be in sync with Activision's vision for this app.

They suggested we refine our wireframes and think of more specific scenarios rather then try to design for three separate personas. We focused our efforts on designing for beginner and casual players. As a result we developed a fourth persona to design exclusively for.

Updated Scenario

Nikki downloads and logs into the app. It opens on the home screen. The cards items represent each nav menu choice, and they're automatically ordered for the optimal beginner player's experience.

Nikki clicks the first card to go to Video Tutorials page

She clicks on the magnifying glass to search

*Updated Scenario 3B

NEWCOMER NIKKI

Newcomer Nikki represents a synthesis of our casual and beginner personas.

About:
- Nikki likes playing FPS games
- She already plays about 2-4 hours per week
- New to Call of Duty; wants to play to challenge herself and improve her skillset
- The pace of the game is quicker than she is accustomed to; she consistently gets killed before she feels she has a chance to learn

Original Figma Prototype

Using the updated scenario, we started to craft our prototype in Figma. Although most of the pages we design were under Intel (pages related to video go under intel), we also reformed the homepage and navigation to aligns with our new site map.

The most challenging part in crafting the initial prototype was finding the solution to locate all navigation items. With our sitemap (revision 1), we have 8 navigation items that needed to be accessible from the homepage. We narrowed down the two ideas for the matter, then merged two ideas into one.

21
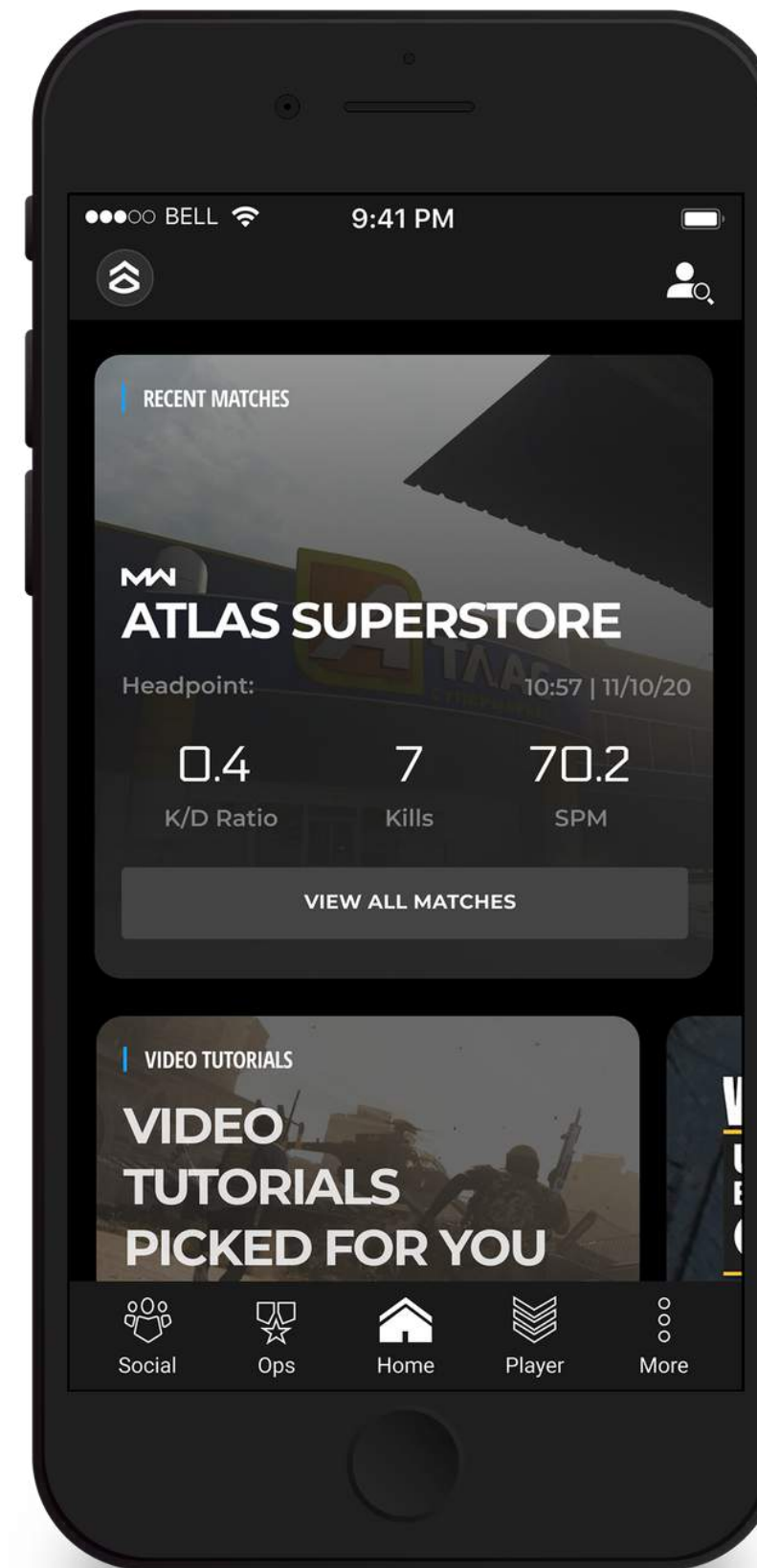
Prototype A: home
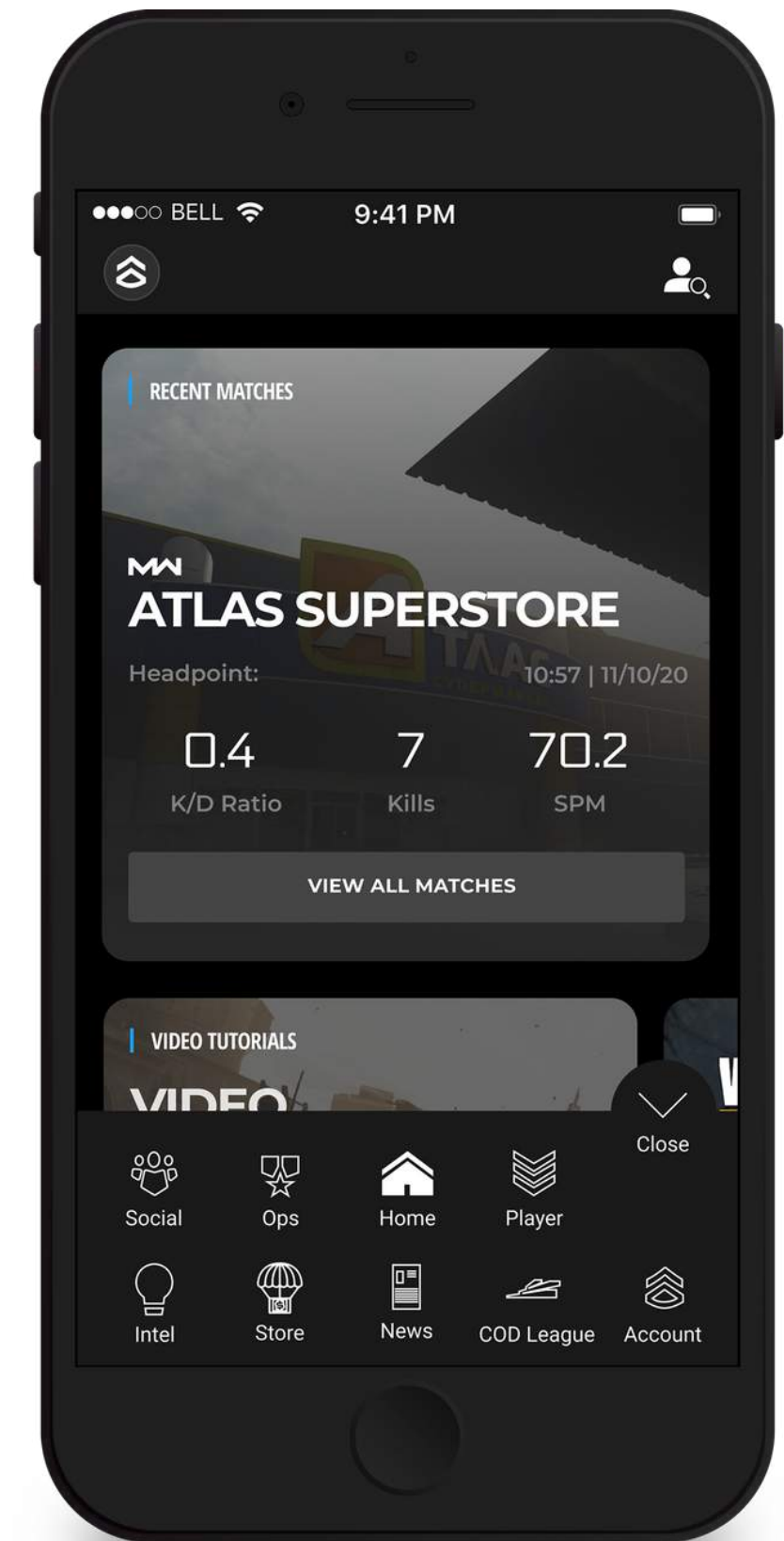
Prototype A: home - <more> clicked

Original Figma Prototype

Prototype A: we added the <more> icon as the last item on the bottom navigation bar.

Pro: We can keep the bottom bar. Activision wants to keep the bottom bar because their research shows that it is effective for the user to navigate the popular page quickly.

Cons: The <Intel> icon will be hidden. The user might not be familiar with clicking the <more> icon to open up the navigation.

Prototype B: we eliminated the bottom navigation and added the hamburger menu at the top. The menu items can be viewed as vertical scrolling.

Pro: gives more space to view the content.

Cons: Because the user can not see it unless they click the hamburger menu, they likely to lose engagement to navigate pages.
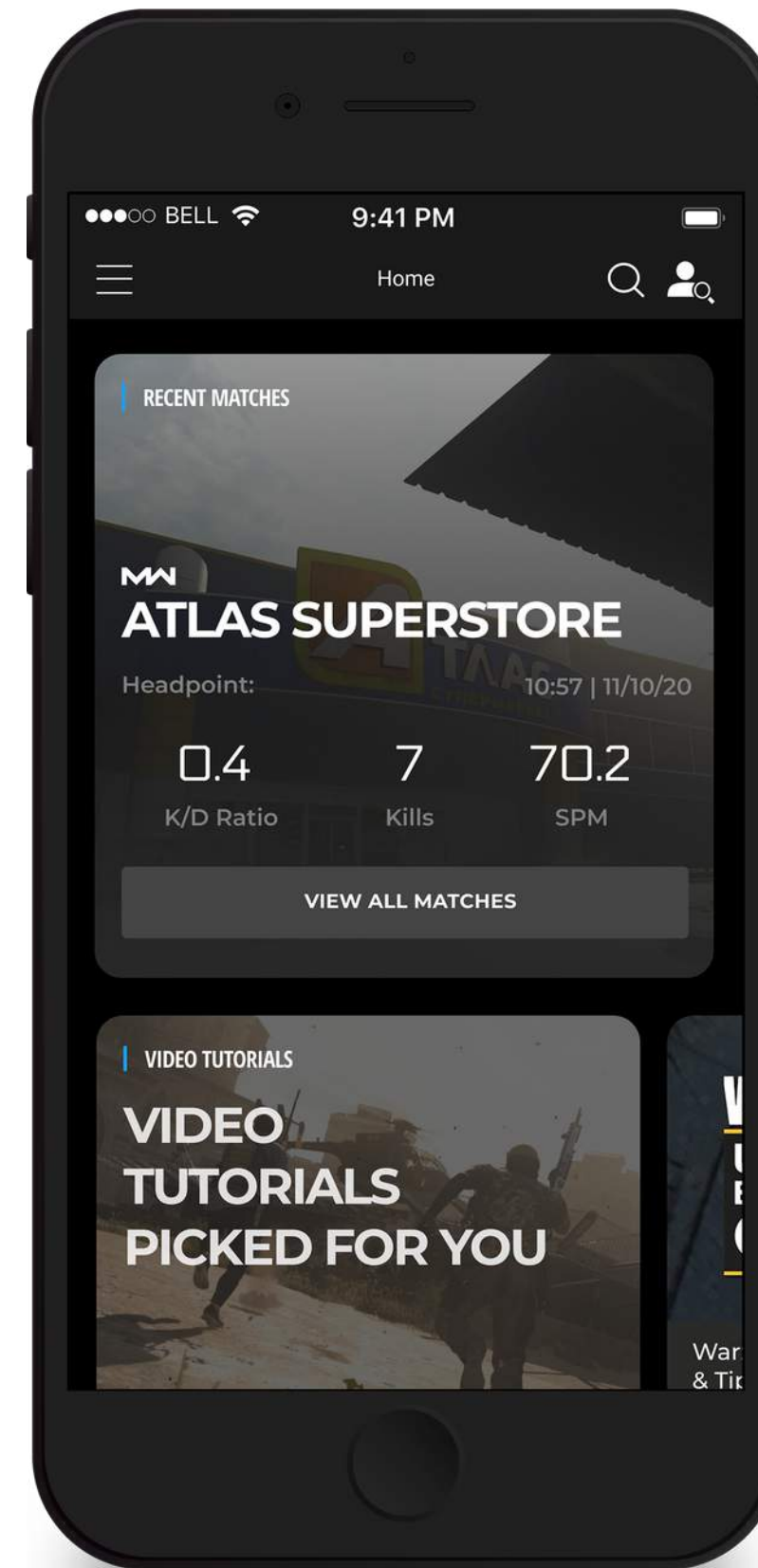
Prototype B: home
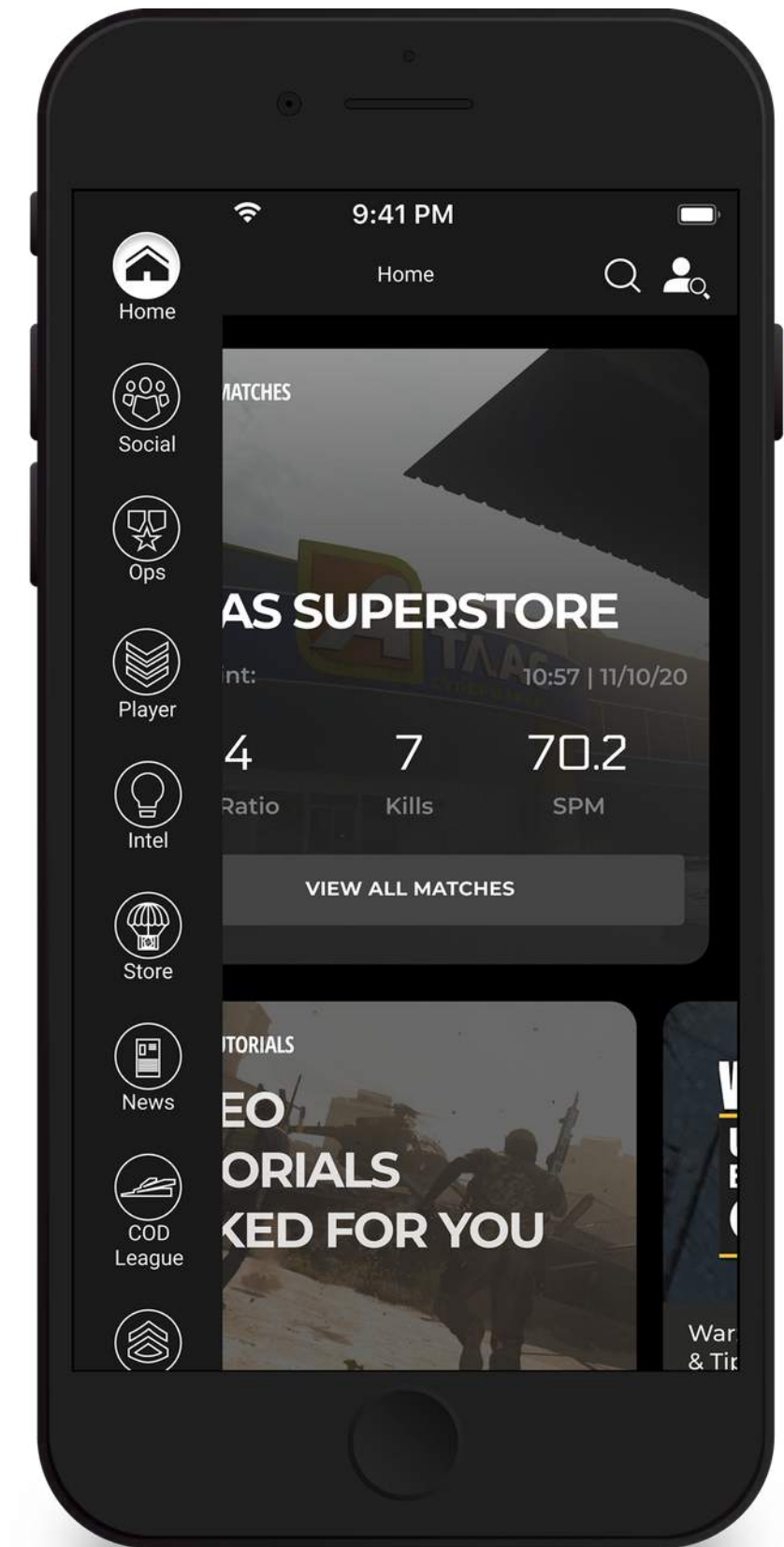
*Prototype B:
home - <hamburger menu> clicked*

Original Figma Prototype

Prototype C: As our solution, we merged the two ideas into one. We carry the original bottom navigation to avoid losing engagement, and we set the hamburger menu at the top to contains other items that are not highly priotized.

You can view this original prototype through the link in the appendix.
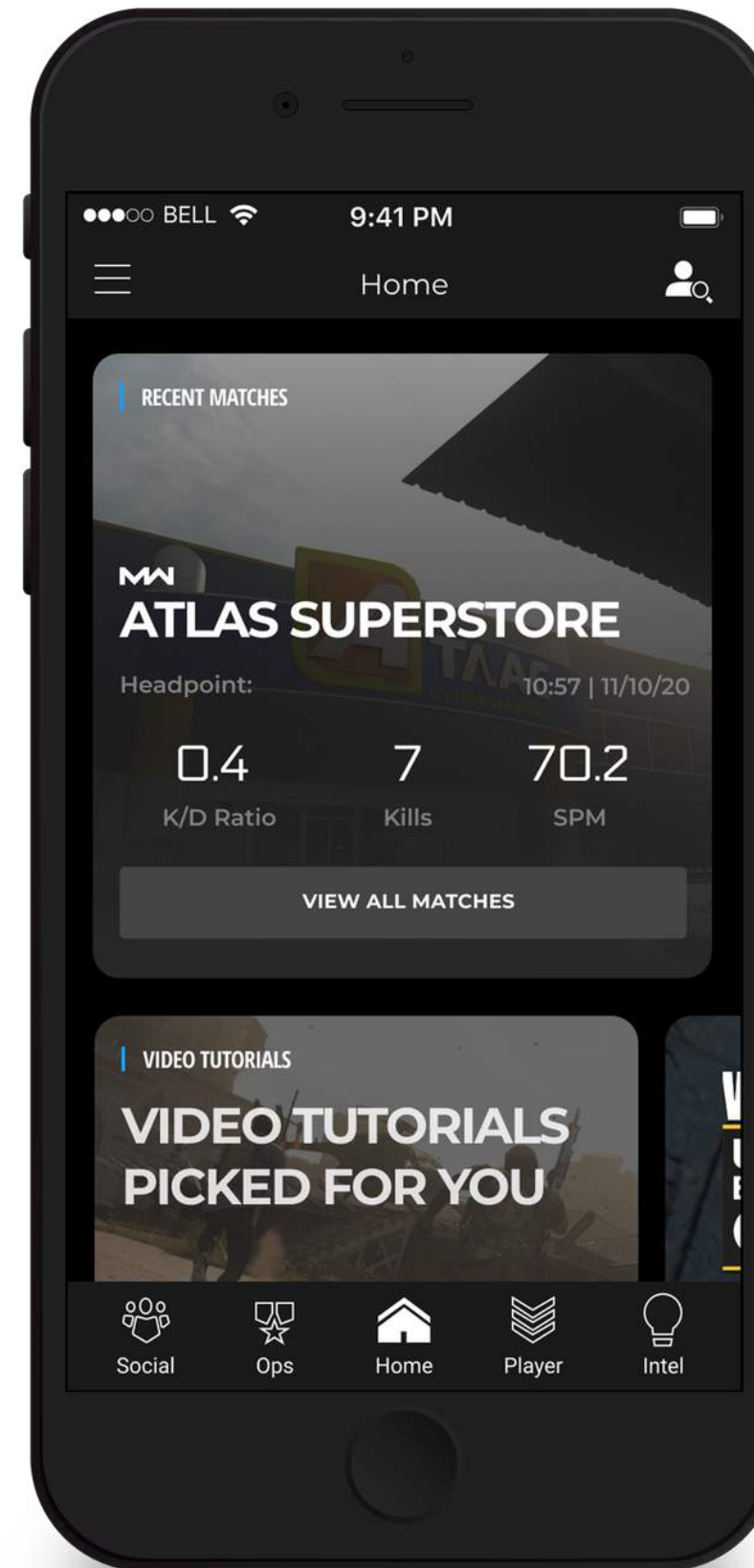
Prototype C: home
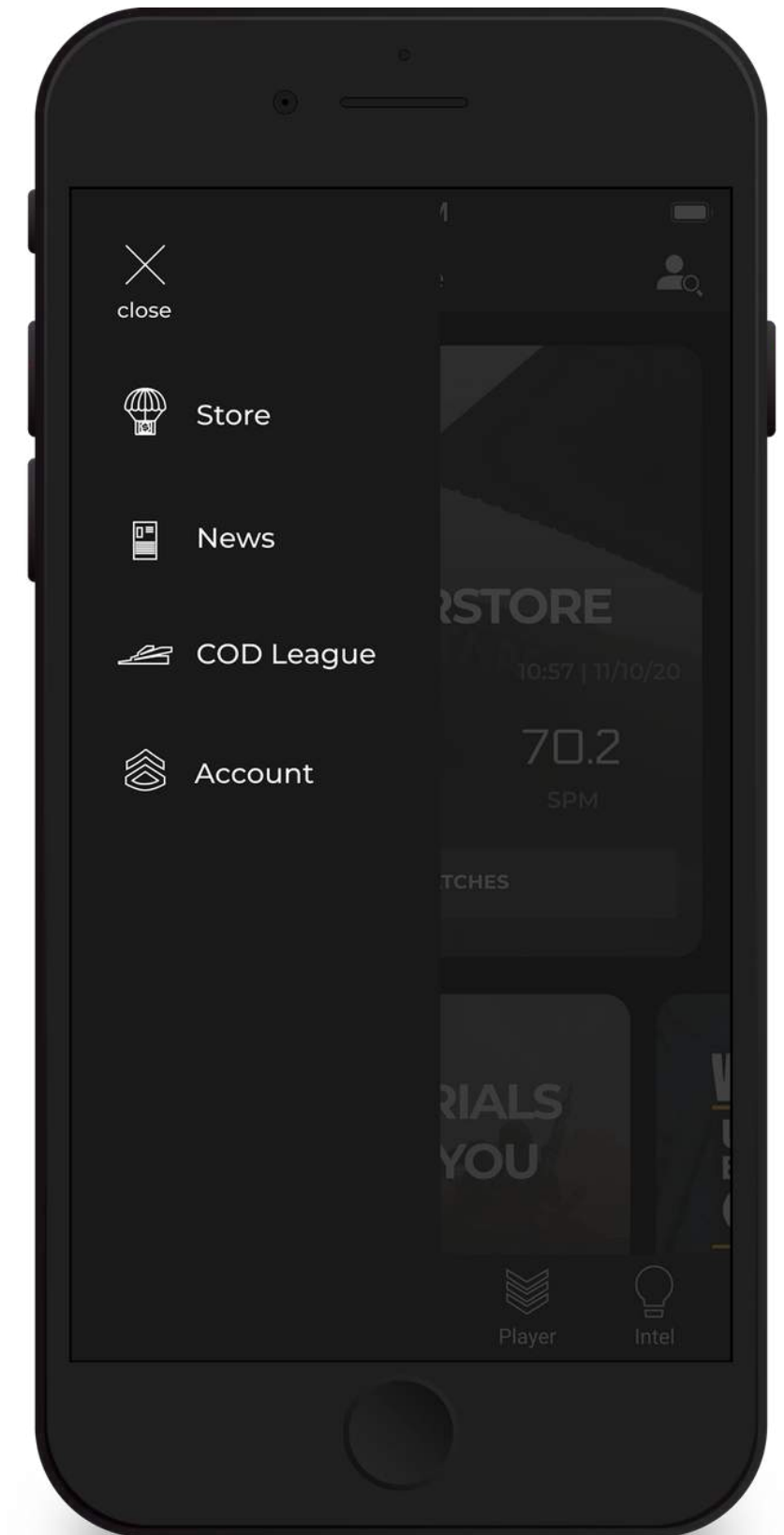
Prototype C:
home - <hamburger menu> clicked

Feedback about Original Prototype

We shared our preliminary high fidelity prototype with three other designers from our design cohort. The fresh set of eyes helped us identify issues and blind spots in our design We fine tuned our prototype based on their feedback before showing it to actual users to test. This phase also helped us refine our testing script.

24
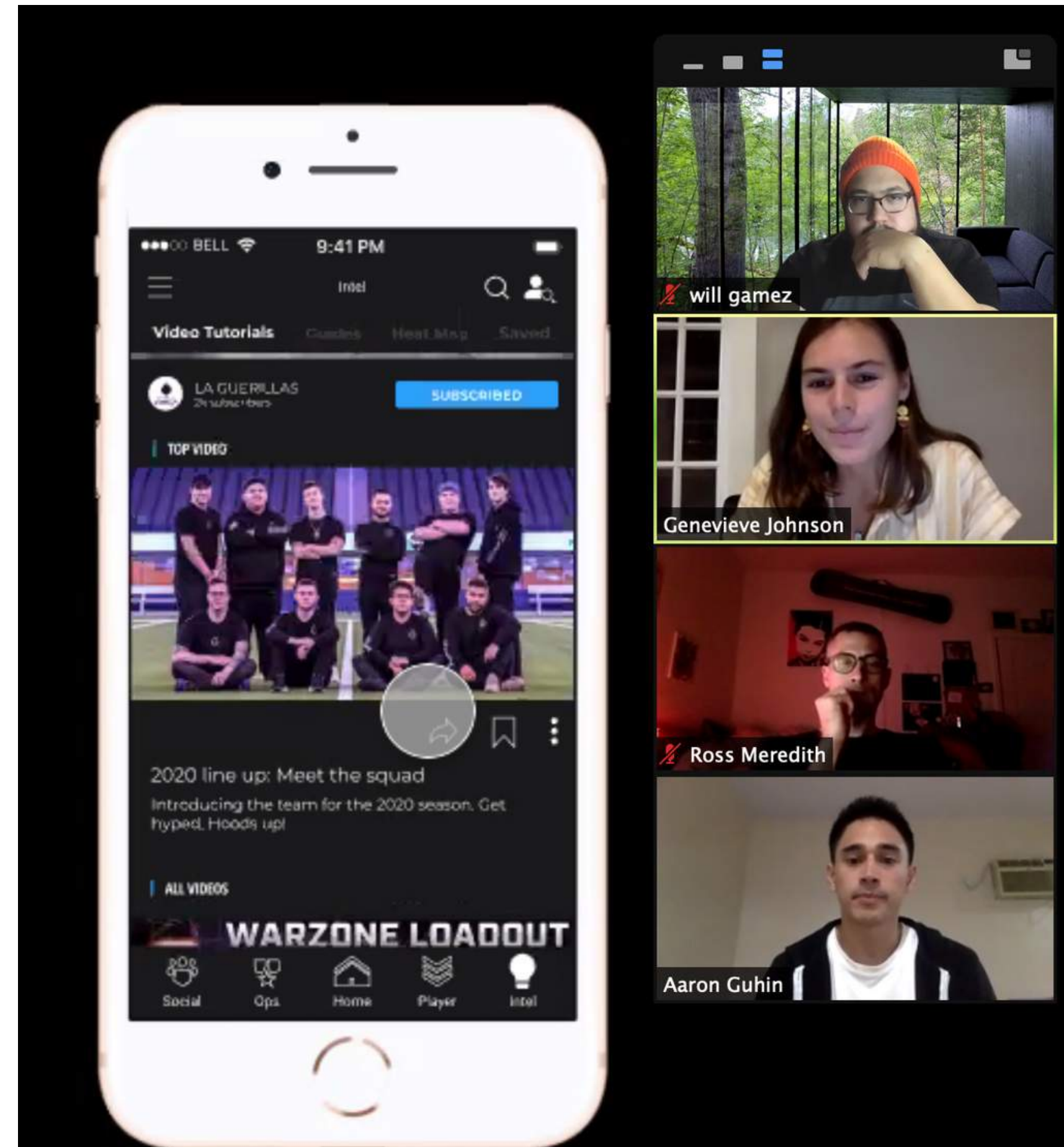
*Revised Prototype 2B

Feedback

ZEPH

Consider:
- Adding a back button, linking the homepage icon
- The wording on categories, expecting to see more general topics, right now seems nuanced
- The Explore section is confusing
- Making the tone more conversational

DI

Consider:
- Adding a verification of some sort to show that videos are high quality
- Making text below boxes, not in them to increase legibility
- Making the connection between the app and Youtube videos more apparent, as of right now she is not sure how it connects.

AARON

Consider:
- Making text across the prototype bigger, it is hard to read
- Share icon could be clearer, current version doesn't immediately read as share to him
- Changing wording for explore, am I exploring the videos for this category or the world inside the video, not clear currently

Revised Prototype for User Testing

Based on the feedback from our peer designers, we modified our prototype to be ready for testing with real COD players. Testing with other designers was helpful to gain a new perspective and discover detailed mistakes.

Revisions Included (but were not limited to):
- switching Explore and Playlist locations
- adding more explore content
- adding play buttons to videos
- changing all regular text to medium
- renaming Playlists to Your Playlists

You can view this modified prototype through the link in the appendix.
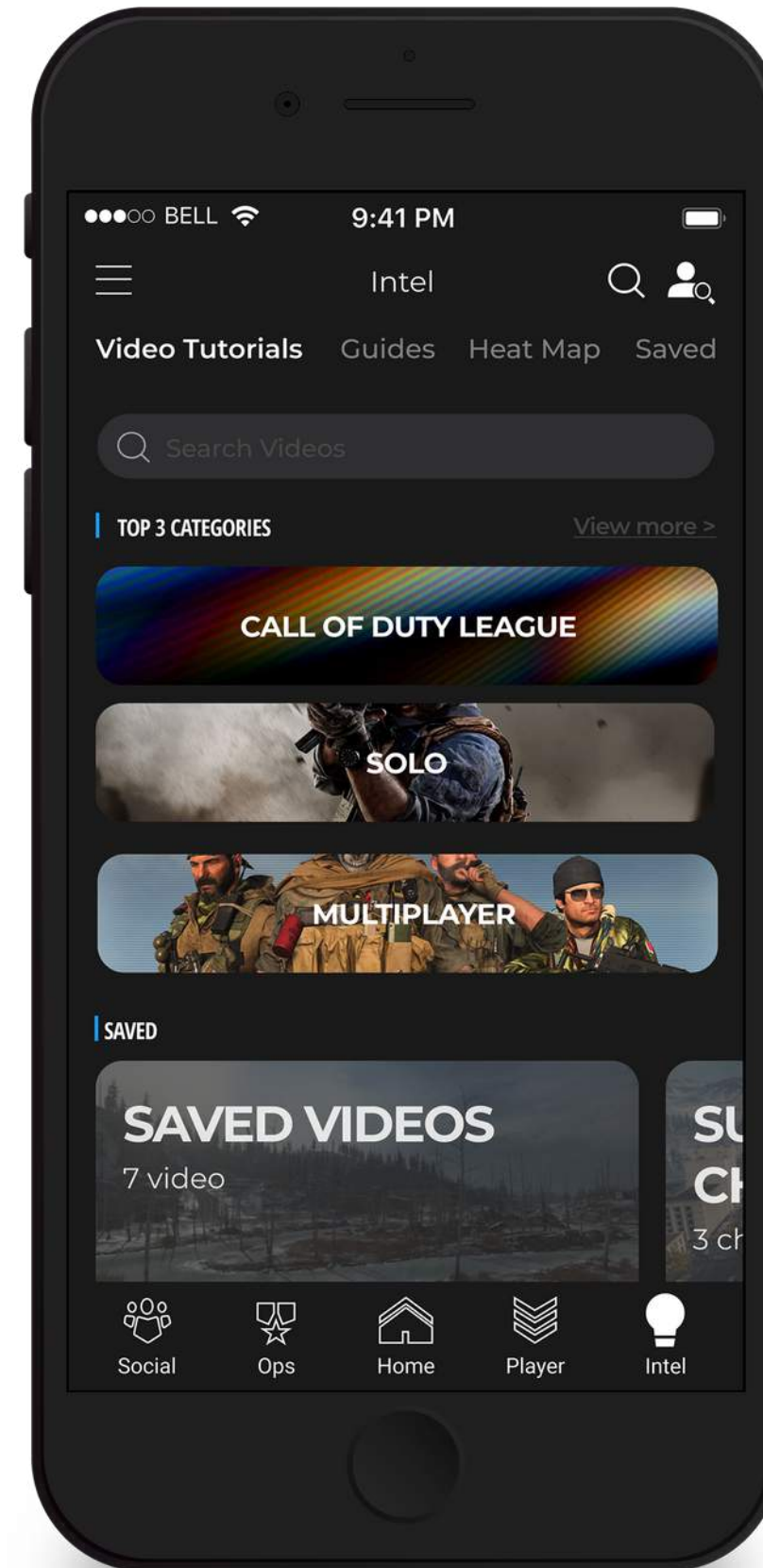
Prototype C v2: home > Intel
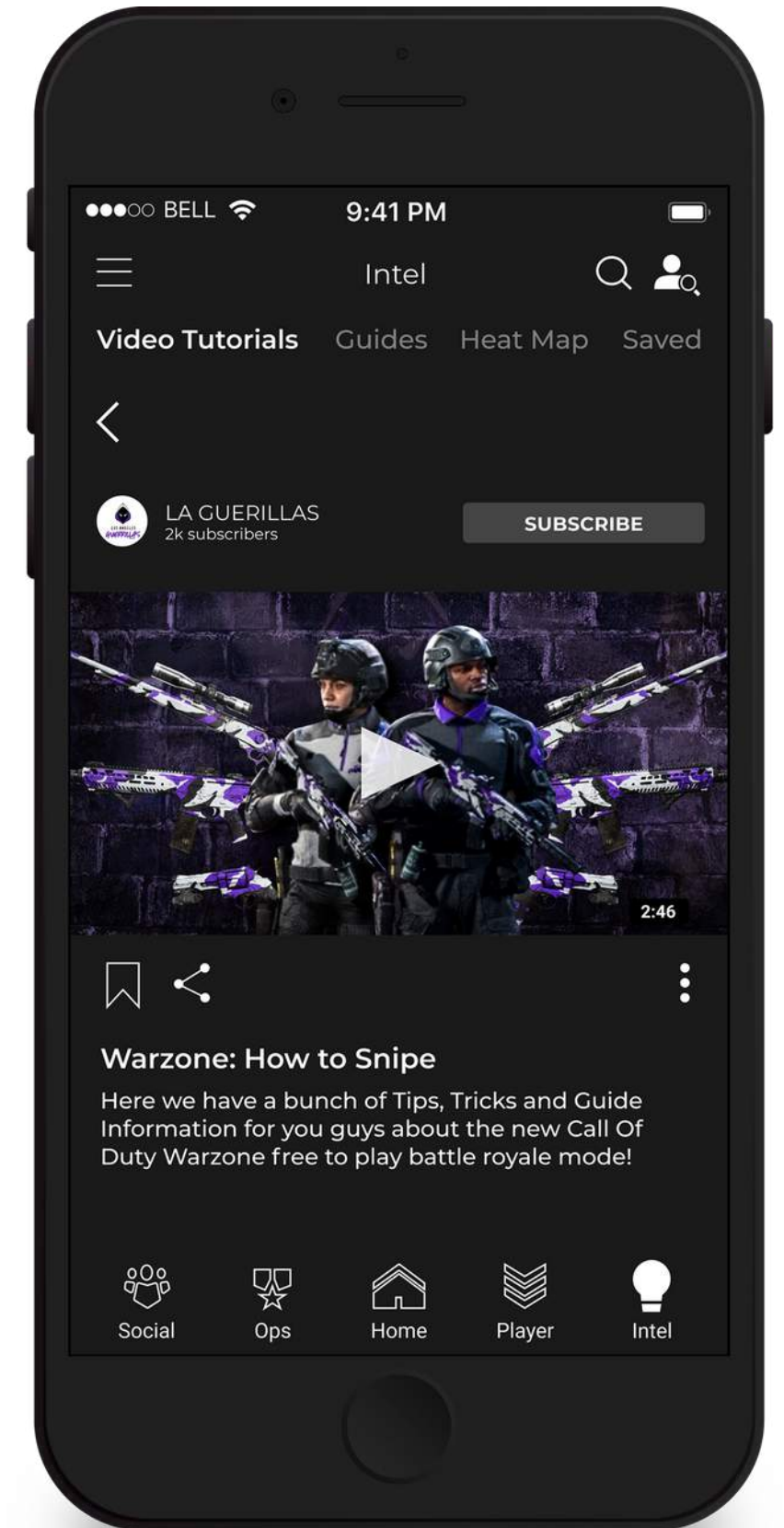
*Prototype C v2:
home > Intel > search the video > individual video*

*Revised Figma Prototype 3D

Testing Methods

Due to the Covid-19 pandemic, our team conducted all prototype testing remotely. This posed both benefits & drawbacks. Virtual sessions let us meet COD players from a wider geographical region, which was great. On the flip side, it also meant they had to explore the app with a mouse on a monitor, rather than tangibly hold the phone as one would in real life.

We met with our participants via Zoom. We chose Zoom due to its ability to screen share while also allowing us to view a participant and record a session simultaneously.

We conducted tests on six participants, one hour each, in pairs of two (one interview lead, one notetaker). We divided testing responsibilities evenly amongst our group based on scheduling preferences for our participants.
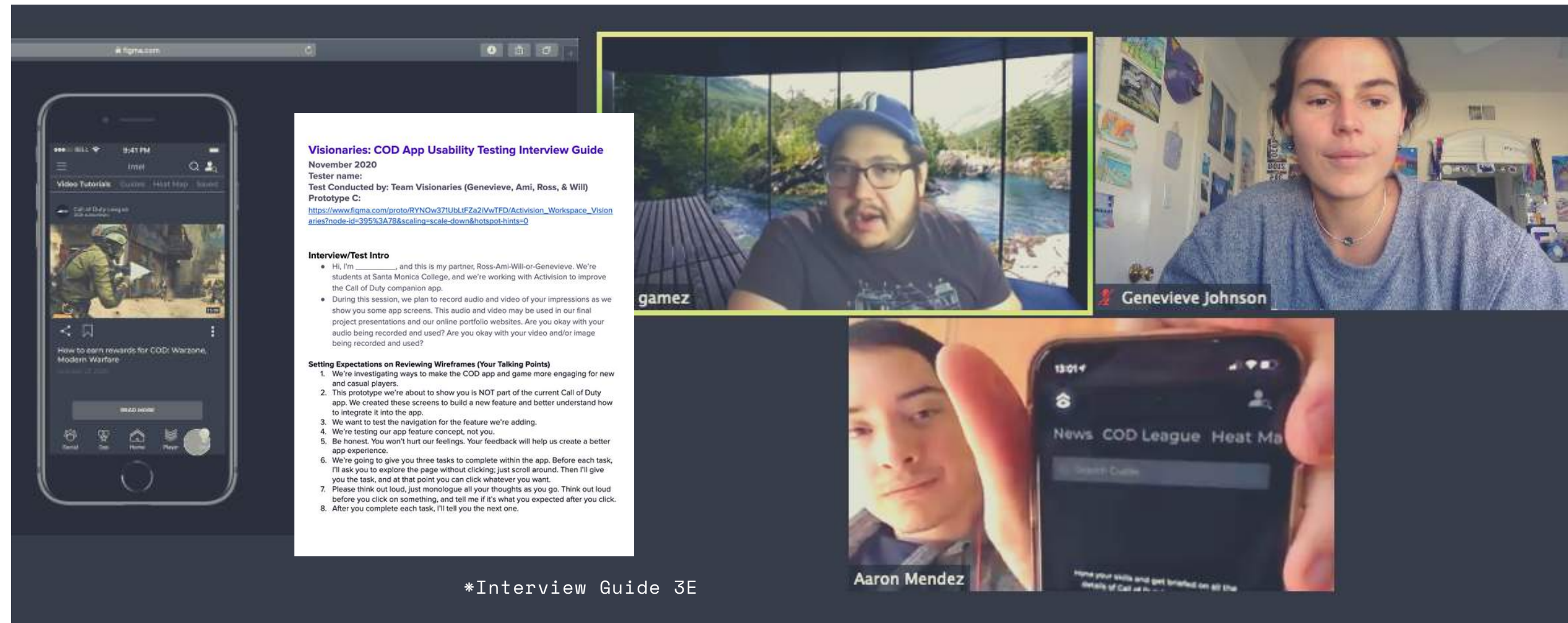
*Interview Guide 3E

Julian

Sam

Martin

Testing
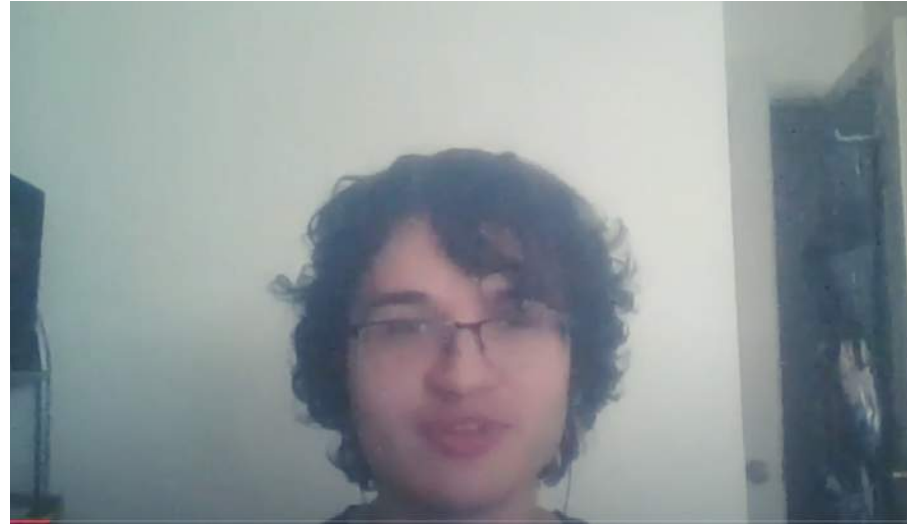
"I would like to have a history tab. Let's say it's a good video but I am busy... If I have my history I can go back and find it if I forgot to save it."

on categories/filters being beneficial:
" I think both would, I don't know why we couldn't have both.. Sometimes a category can help if you don't know how to verbalize or actualize what you are looking for, then you can search within a category that looks something like what you want, and use a filter to narrow it down via search".

"I would think it would make it more open to lesser known creators. Give them a little more time to shine, give them some views. It seems logical for Activision to go through YouTube."

*Usability test with Julian 3F

*Usability test with Sam 3G

*Usability test with Martin 3H

Testing

Edgar

On filtering searches
"It would be helpful to be able to search for Warzone loadouts… and filter videos that were just released this week or the past few days instead of getting one that is from say 6 months ago and not from this update… I want to listen to new information."

*Usability test with Edgar 3I

Ervin

"I would expect someone who is using the app to probably be playing pretty hardcore. I wouldn't really be using the app for tutorials. Personally I wouldn't have the need for it. My default will always be to go to YouTube or to a tutorial."

*Usability test with Ervin 3J

Thomas

On comparison to Youtube
"I don't see it as a bad thing… I feel like YouTube is a rabbit hole of videos but this is more geared to strictly Call of Duty…whether it has to do with pro players or gameplay. The way I see it, it's like my own personal Reddit file with videos and more interaction than YouTube."

*Usability test with Thomas 3K

Testing Results

We were able to complete testing of our high fidelity prototype with six individuals from the Activision testing pool.
These individuals were generous with their time and provided great insights but unfortunately were not the casual or beginner players that we were hoping to talk to.

These players self-identified as beginners/casual players and were not comfortable with labels like gamer/hardcore. The group averaged about eight hours of gameplay a week each, and logged over 50 weekly hours of gameplay altogether.

Their dedication to the franchise was apparent in their rich knowledge of the lore and culture surrounding Call of Duty. The users we tested with all have interacted with the Call of Duty franchise for many years and were logging in heavy usage on a regular basis. They shared their spending habits as well and have invested not just their time but also their money to ensure a competitive advantage and demonstrate status within the game.

Usability Testing Insights

Controls and Navigation

Closed captions, high contrast modes, and the ability to customize UX for ease of use and accessibility were topics that our testers frequently brought up as elements that were lacking or missing.

Independent Creators

Users care about where their content comes from, but they were less impressed by supposed content "prestige". They asked questions like "Is it good? Does it offer something not currently on the market? Will it improve my game?"

Detailed Weapon Info

Game information shifts quickly. The users we spoke to wanted quick ways to parse through dense patch notes. They lean on content creators who provide detailed information about changes to weapons. They also favor content creators whose playstyle mirrors their own.

Filter Searches

Filtering search information was a top priority for the users we spoke to. They look to the Call of Duty Companion app as a way to locate information quickly and more conveniently then other offerings on the market. They requested the ability to filter by date of creation, play style, and game mode.

Site Map - Final Revision
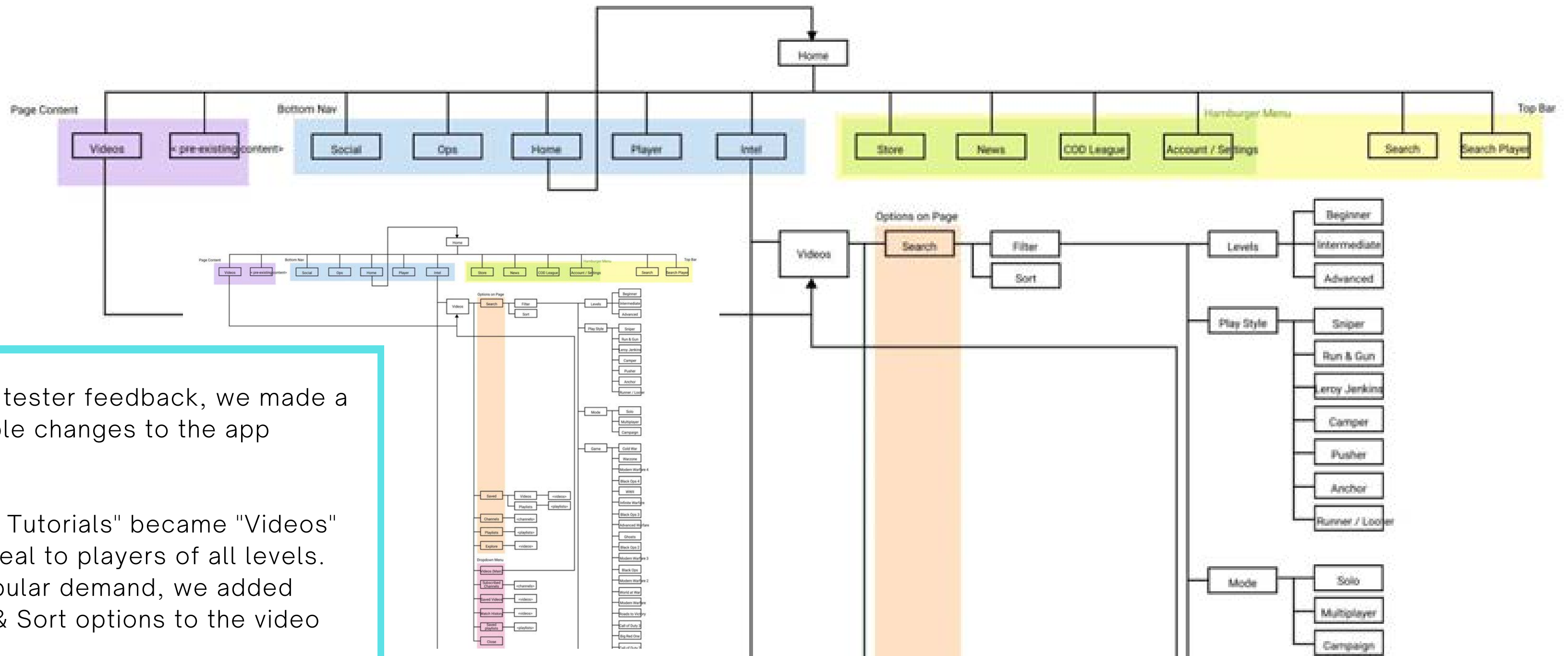
Based on tester feedback, we made a few notable changes to the app structure:

- "Video Tutorials" became "Videos" to appeal to players of all levels.
- By popular demand, we added Filter & Sort options to the video search.
- 'Videos' became a drop-down menu where players could access Saved & Subscribed content.

*Final Revised Sitemap 4B

Final Revised Prototype

Besides the detailed changes, we attached the four modifications that would most effectively improve the user experience to the following pages.

You can view this final prototype through the link in the appendix.

33
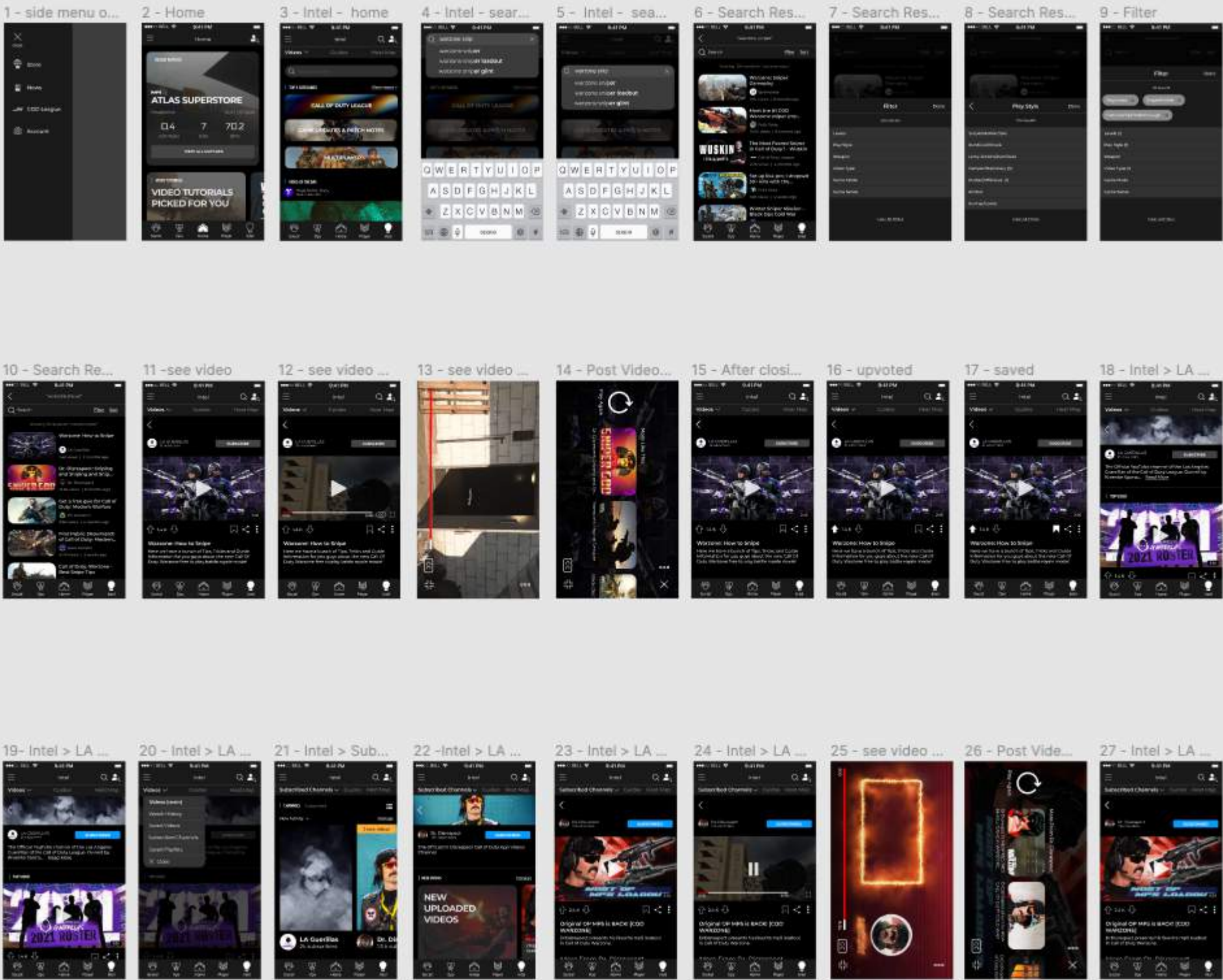
1. Filtered Search

We discovered that users like having control. On the search results screen, we added options to filter and sort so that the user could save time when searching for a video and have more control over the results. 'Sort' lets a user rearrange results by time posted, popularity, or relevance to query.

Before the interviews, we wondered, "How can we make the app's video feature different - and better - than YouTube? How can we make this experience special?" Our testers told us they wished they were able to refine video search results. We saw an opportunity there.
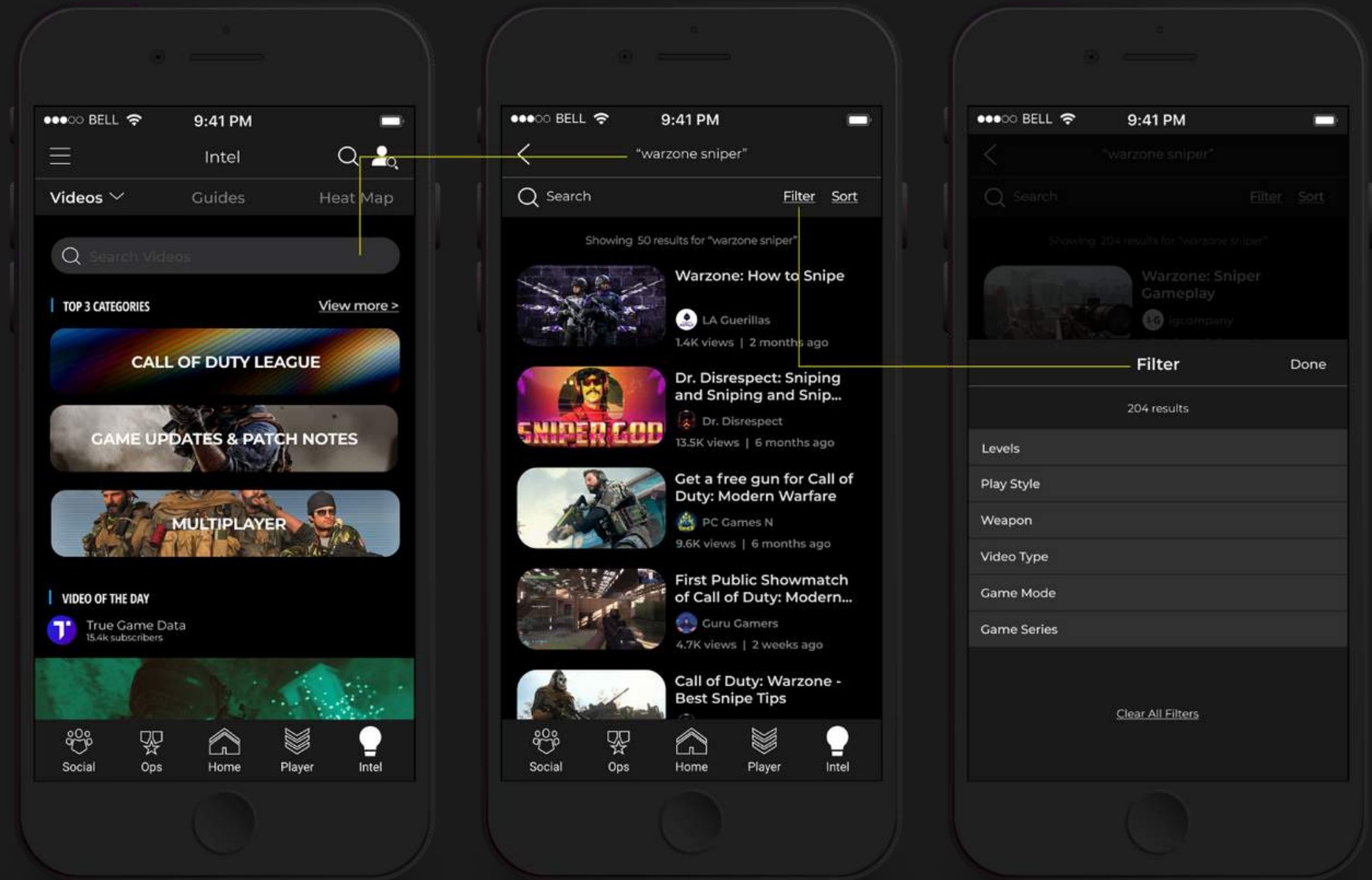
Final Prototype: home

Final Prototype:
home > Intel > search the video > individual video

We provided unique filter options that make sense for Call of Duty players. The user can search for a video through 6 top-level filters, including difficulty level, gameplay style, and even weapon-of-choice. This specialized filter system is a unique offering not seen on YouTube, and it will help users find the information quickly.
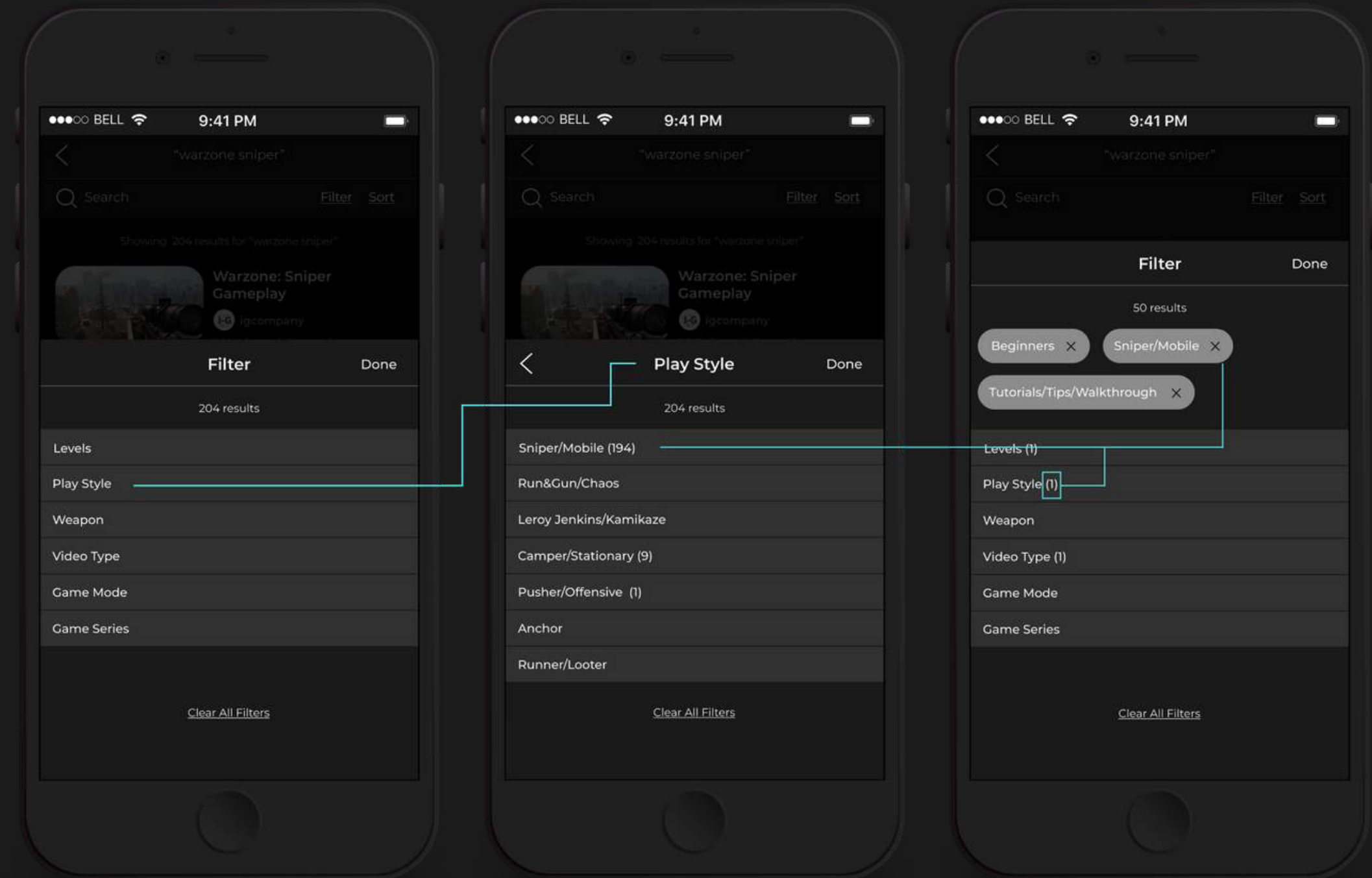
2. Location for saved & subscribed content

Some of the test participants had a difficult time finding 'Subscribed Channels'. They didn't think it made sense to place it under "Saved", because it felt different from saved videos and playlists. Some also told us they would like to access their watched video history because they sometimes forget to save a video and want to watch it again later. Furthermore, other testers wished to see "saved" as an option under videos, not in the top-nav. This feedback impacted our app's information architecture; we updated the site map and created a dropdown menu under Videos. Users can view History, Saved videos, Subscribed channels, and Saved playlists.
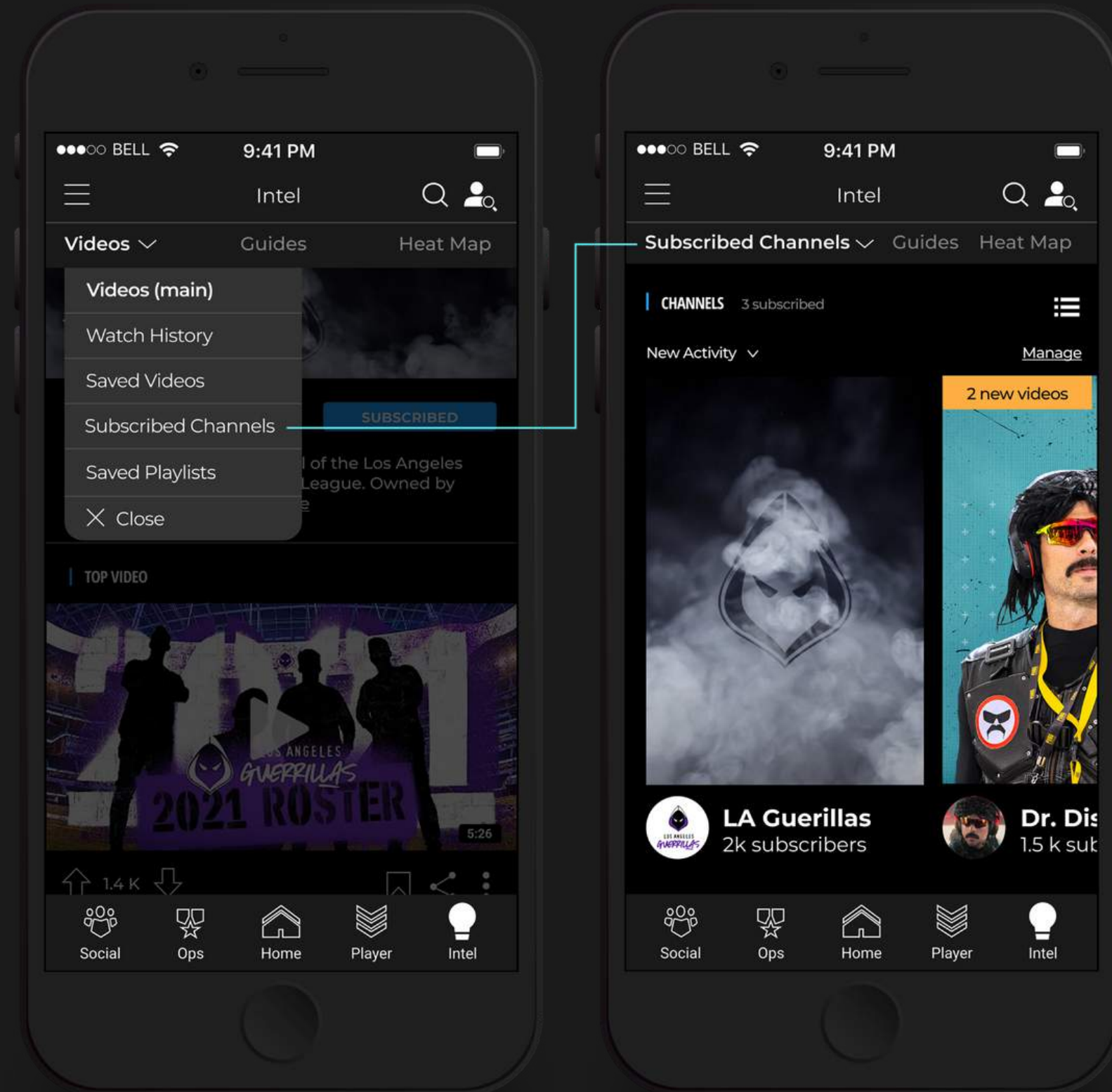
The users are also able to access Saved content and Subscribed Channels from the < Intel home > page.

Scroll down
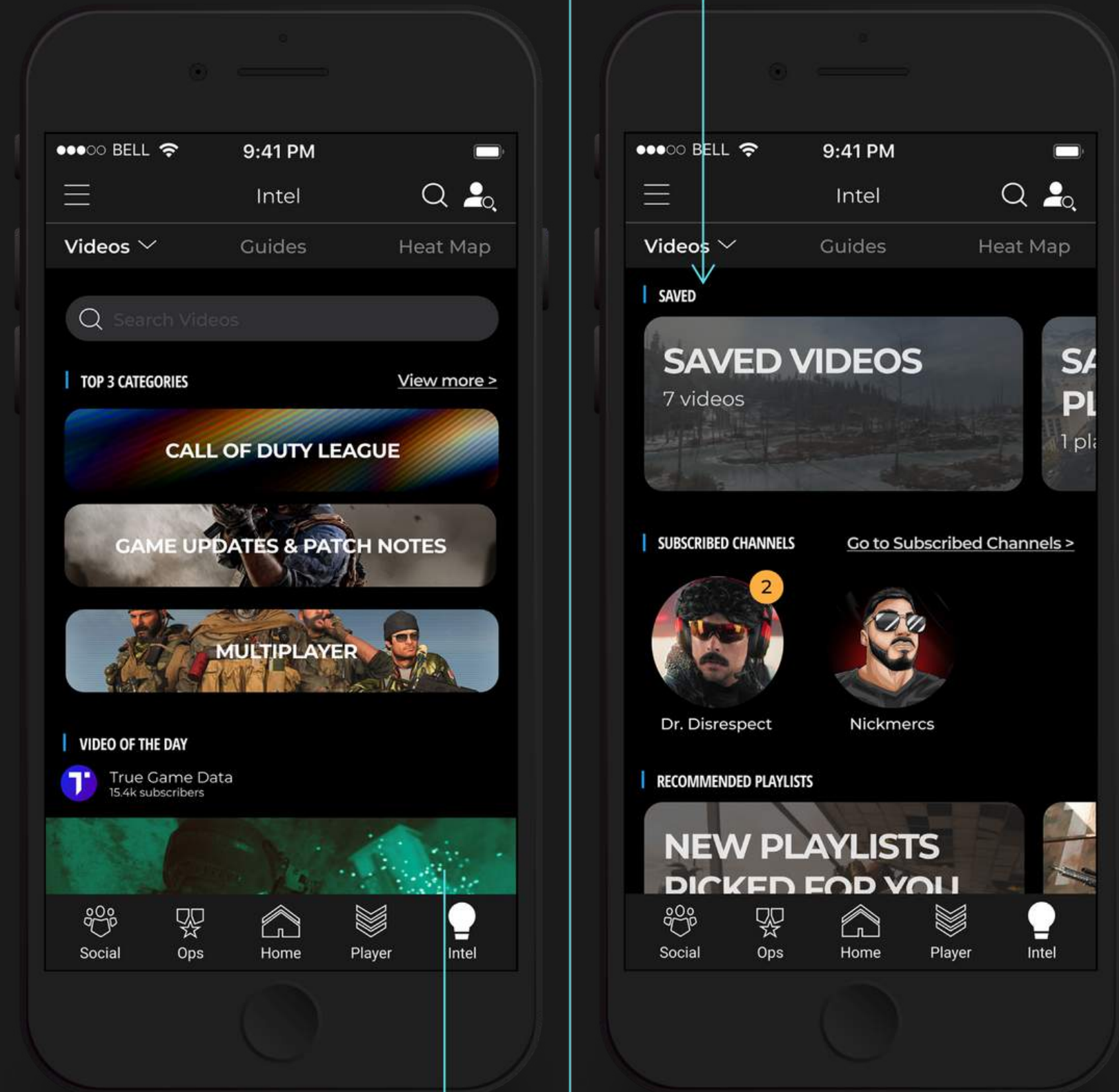
3. After watching a video

We thought the video autoplay would increase engagement, but testers told us that it frustrates them. Autoplay video makes sense in a playlist, but not when they're watching an individual video. Therefore, we removed autoplay, and in its place, we added the option to replay, which testers requested. Players can scroll horizontally to show related content.

More Like This

Play Again

Dr. Disrespect: Sniping and Sn...

Teams of 4: How to Conquer

Black Ops:

Final Revised Prototype
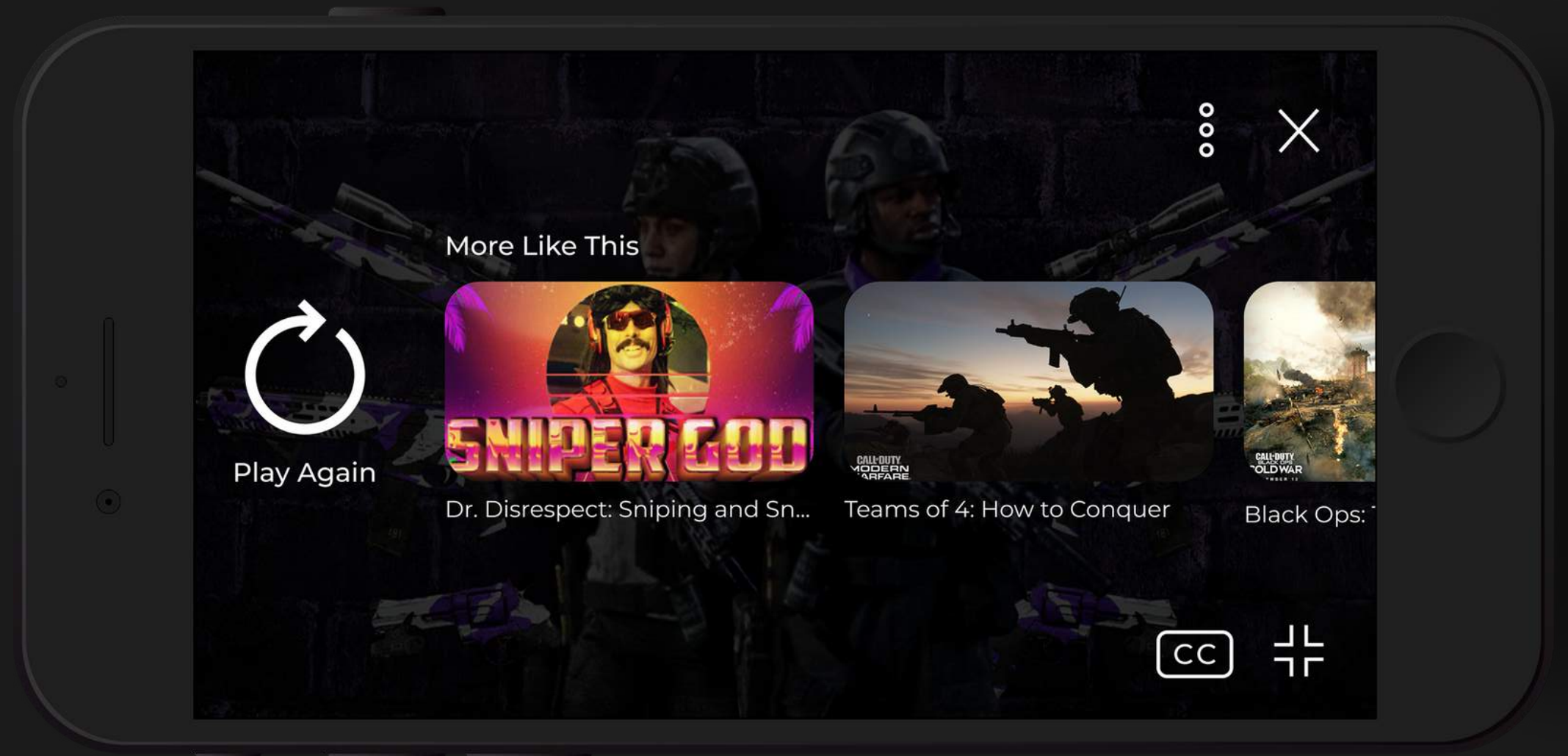
4. Video feedback

Players want to provide feedback about the videos they watch. Although they asked for the ability to read and write video reviews, we opted for upvote and downvote buttons instead. Each player gets 1 vote per video; if they tap a button twice, it undoes their vote. This app element allows users to share feedback with Activision and the COD community while minimizing unwanted toxic commentary.
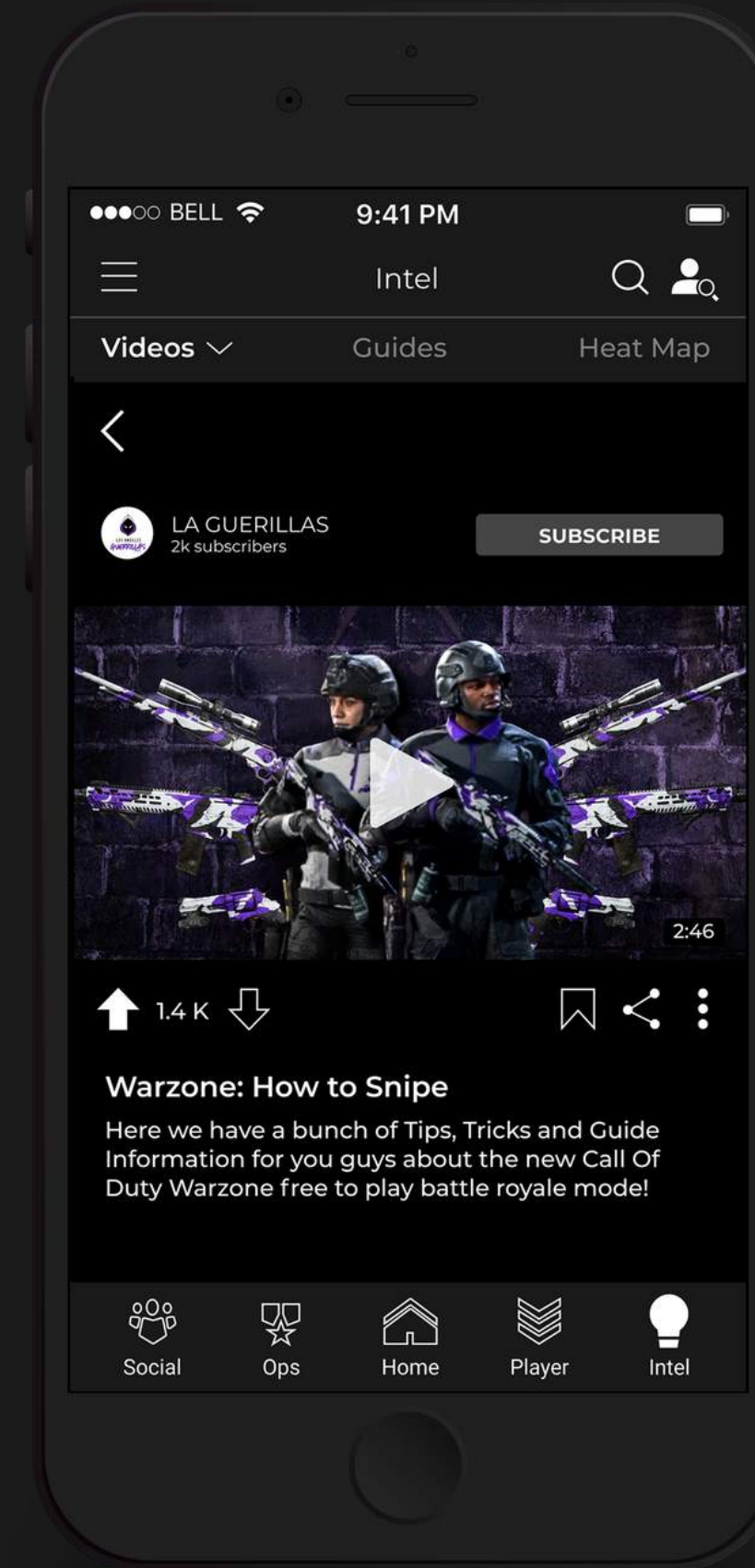
Insights Card Sort

Controls and Navigation

To start wrapping up the project, we did a card sorting exercise to convert opportunities we identified in our research into insights we could summarize and present. We approached this exercise in three stages. First we gathered opportunities. Next, we voted on the strongest ones as a group. Lastly, we contextualized our findings. We voiced our discoveries through the perspective of our intended user to quickly convey pain points and end goals of users to our stakeholders.
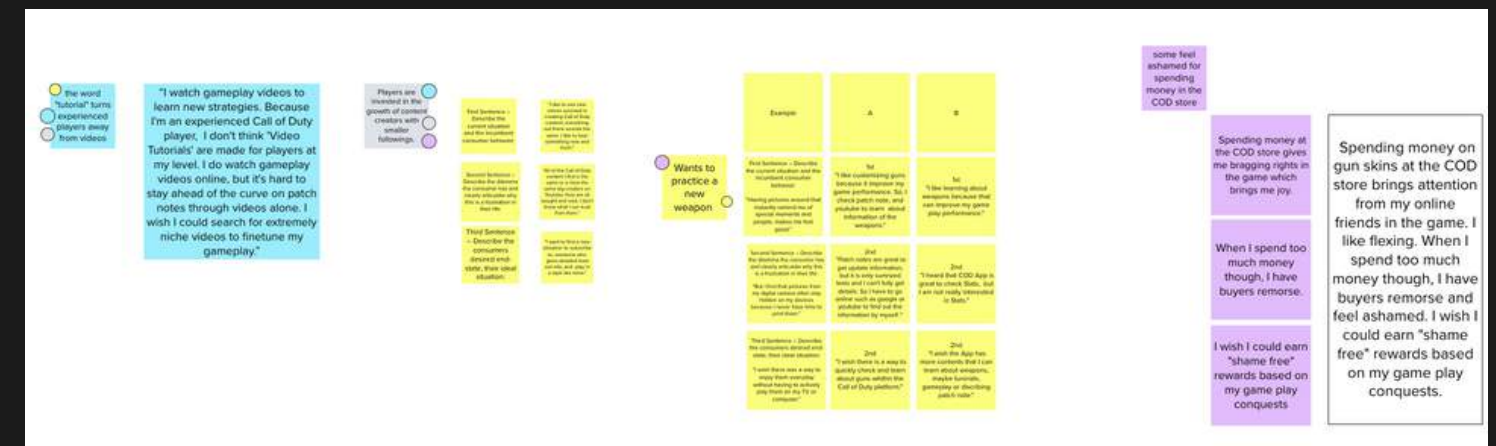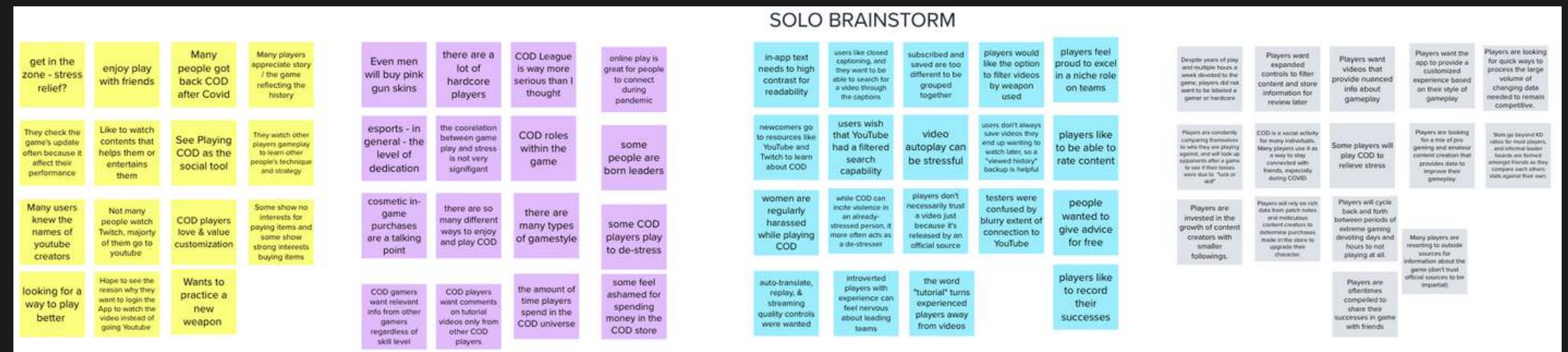
*Insight Card Sort 4D

Future Considerations

These are suggestions offered by testers which fell outside the scope of our project.

01

Accessibility

Add color-blind friendly and auditory-based app experiences.

02

Spacing

The back button on many screens is awkwardly placed; it needs adjustment.

03

Search Filter

User tests revealed a desire for a filter, but the filter we designed needs testing.

Reflections

Looking back...

This project was one of the most challenging tasks we have had to complete as designers. Navigating user testing and team collaboration during a pandemic was not ideal, nor what any of us had envisioned for our capstone project. However, the opportunity to work with such an involved and dedicated stakeholder like Activision provided a supportive space to rise to the challenge. Through the guidance of Activision's designers and the diligence of our team, we were able to complete a project which we are all incredibly proud to call our own.

Given more time, we would have liked to have completed more A/B testing, specifically to get further insights on elements like the navigation architecture and potential search bar locations.

We have exponentially grown as designers from the pace & rigor of this sprint. Designing for a client like Activision has raised our standards for all future endeavors. Again, we are thankful for being afforded the opportunity to grow.

Appendix

SYNTHESIS

1A ENTIRE PROJECT FOLDER ON GOOGLE DRIVE

1B TEAM 1: RESEARCH PHASE CASE STUDIES (ROSS + GENEVIEVE)

1C TEAM 2: RESEARCH PHASE CASE STUDIES (WILL + AMI)

1D INITIAL SITE MAP

1E CARD SORTING EXERCISE

1F STORYBOARDS

1G REVISED SITE MAP

1H SCENARIOS

Appendix

RESEARCH

Appendix

TESTING

Appendix

REFLECTION

Contact Us

LET'S TALK

Genevieve Johnson

LINKEDIN.COM/IN/GHJDESIGNS/
GHJDESIGNS.COM
GENEVIEVE@GHJDESIGNS.COM

Ami Kubota

LINKEDIN.COM/IN/AMIKUBOTA/
AMIKUBOTA.COM/
AMI.AMERI@GMAIL.COM

Will Gamez

LINKEDIN.COM/IN/WILLGAMEZDESIGNS/
WILLGAMEZDESIGNS.CARGO.SITE/
WILLGAMEZ@GMAIL.COM

Ross Meredith

LINKEDIN.COM/IN/ROSSMEREDITH/
ROSSMEREDITH.COM/
ARTY.HERMES@GMAIL.COM