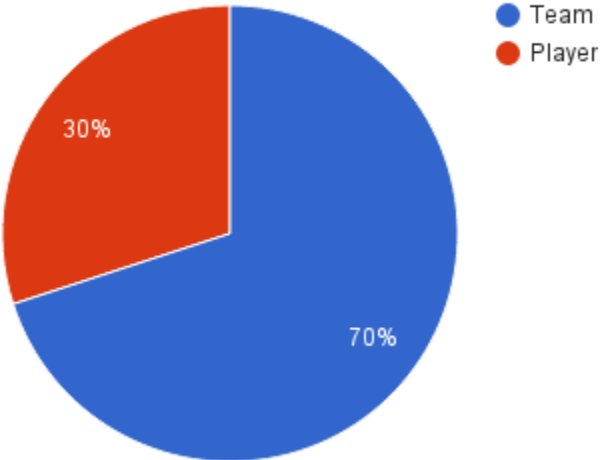


Tome e-Sports Application Design Survey

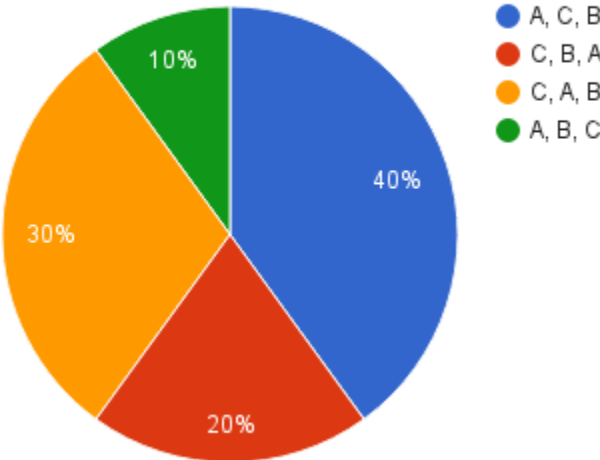
1.) **Should the introduction or on-boarding process of this application be team or player focused when choosing what kind of updates and notifications you will start receiving right away?**

Figure 1



2.) **In what order would you prefer teams, players, and tournaments to be suggested on the list provided during the on-boarding process or setup of the app when choosing who you want to follow based on level of importance to you?** (A) Professional teams, players, and tournaments based on your location or country of origin in relation to theirs. (B) If enabled, amateur teams, players, and tournaments based on your location or country of origin in relation to theirs. (C) Highest level/ranking teams, players, and tournaments.

Figure 2

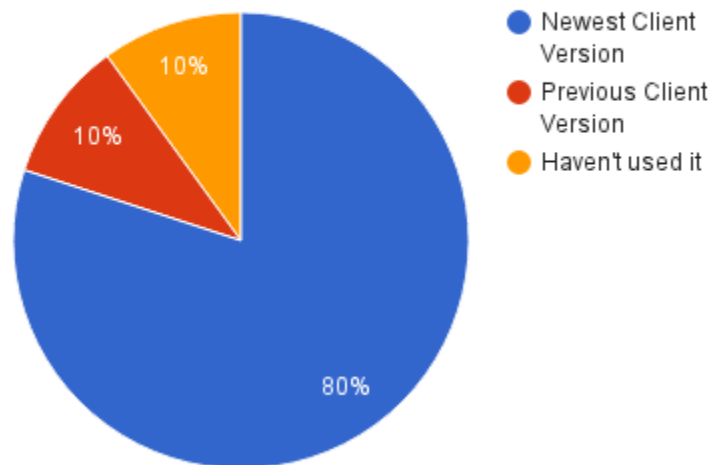


- 3.) **In what order would you prefer to see updates from the social media applications below based on level of importance to you?** (A) Twitch, (B) YouTube, (C) Twitter, (D) Reddit, (E) Instagram, (F) Facebook, (G) Official Team Blogs, and (H) Official Riot Announcements. [Example: "I prefer A, B, C, D, E, F, G, H in that order from greatest importance to least."]

- **Everyone responded differently**

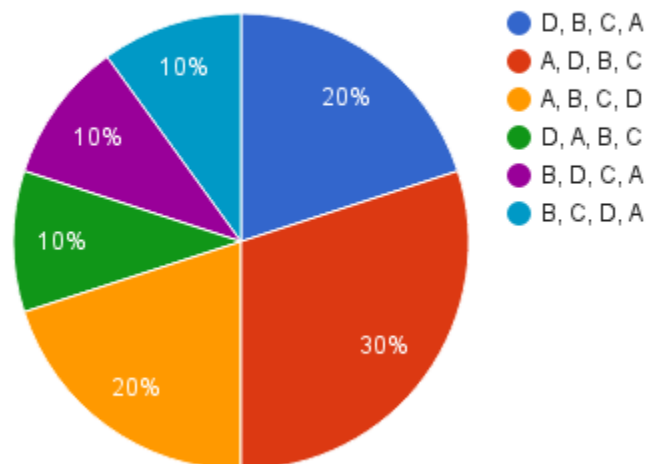
- 4.) **Which version of League of Legends do you prefer with regards to the LOOK or aesthetic of it putting all user interface and options differences aside?**

Figure 4



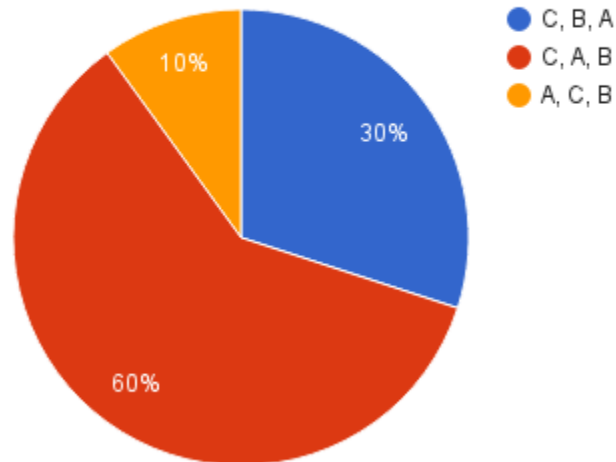
- 5.) **In what order would you prefer to see the community forum subsections listed?** (A) General Discussion, (B) Teams, (C) Players, and (D) Tournaments

Figure 5



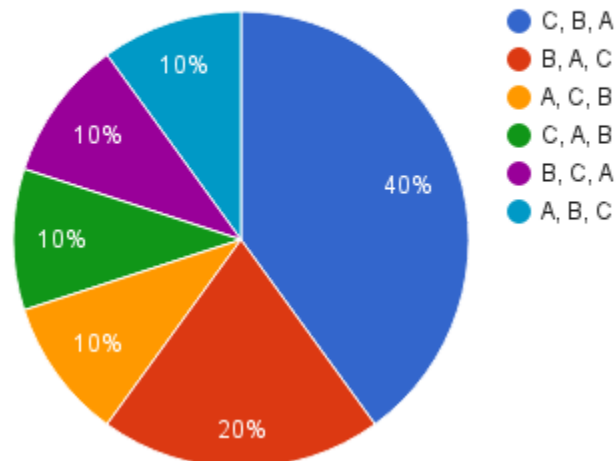
- 6.) **In what order would you prefer to find a match for the drafting simulator to calculate odds for based on level of importance to you?** (A) Enter a Match-ID, (B) select from a list of most recent matches, or (C) select from a list of most recent matches only mentioning teams, players, or tournaments you have chosen to follow.

Figure 6



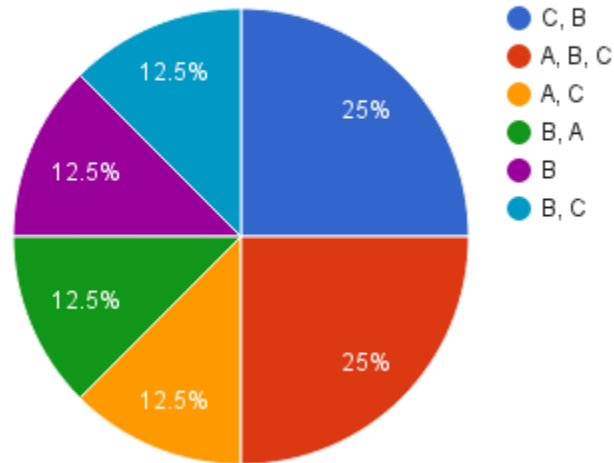
- 7.) **In what order would you prefer to see the options of the drafting simulator listed to be enabled/disabled?** (A) Calculate match-up odds based on drafts, (B) calculate match-up odds based on team statistics, and (C) calculate match-up odds based on individual player performance statistics (on the hero they will most likely play from their draft).

Figure 7



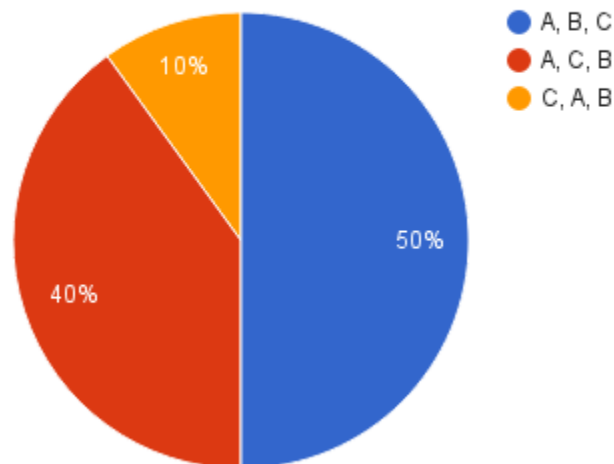
- 8.) **For the default settings of the drafting simulator, which combination of these options in the last question would you prefer to be enabled?**
 (More than one of these options may be enabled to change how the drafting simulator functions, but you can choose to enable only one option if you prefer. For example, enabling options (A) and (C) would allow the drafting simulator to predict match-ups based on drafts and individual player performance statistics.)

Figure 8



- 9.) **In what order would you prefer to be shown the different portions of this application during the on-boarding/introductory process based on level of importance to you?** (A) Social Media Feed, (B) Community Forum, and (C) Drafting Simulator. (The most important portion of the application would be the first landing page seen on startup).

Figure 9



Interview Synthesis

Before conducting the survey, I interviewed six peers whom I connected with Facebook's instant messenger and asked various design-oriented questions about my application while coming up with some new ideas in between. Most of the questions I asked got answered in similar ways a majority of the time which was insightful.

However, I got very mixed responses regarding whether or not the onboarding process of the app should be player or team focused when choosing what kind of updates and notifications the user will receive. If I were to exclude the responses that were short and not justified, it would make sense for me to make this portion of the app player-focused since teams are constantly being reshuffled after short periods of time.

From there I learned that most of the time fans can be patriotic about the players' and teams' countries of origin in relation to theirs. This helped facilitate the idea of suggesting players and teams at a high enough level for the user to follow based on their location or country of origin if specified. For example, during the onboarding process an American user would see the best North American players at the top of the list to follow. After the onboarding process, some users wanted the ability to follow amateur teams locally so I thought why not add an option to enable amateur teams to show up on their suggested teams list again based on their location.

Regarding the content prioritized on the Social Media Feed I learned updates from Twitch (when players/tournaments start streaming), YouTube (e.g. when highlights are uploaded, or players/teams upload new *vlog* videos), and Twitter were favored the most and will be selected by default for the user. Of course, official announcements from Riot, the company developing the game, will be prioritized by default as well. Depending on the results from the survey I will decide in what order the user will see the list of social media outlets to enable in their settings to have more control of their feed.

My peers agreed that it would be best to use League of Legend's in-game client's color palette as reference when creating the visual design of my application. Be that as it may, League of Legend's in-game client is constantly being updated which was discussed among my peers when asked what version of the game looked best. The overall consensus was that the newest version of the game was the most appealing. One specific idea that came up with one of my peers during this portion of the interview, that was endorsed in my other interviews, involved making my applications startup loading screen similar to the League of Legends loading screen.

For the community forum, I originally thought to include subsections for gamers to discuss strategies and personal experiences with the game, but after discussing this in the interviews I've decided only to include sub-sections relating directly to e-sports (e.g. tournaments, teams, and players) to produce a community just for e-sports fans that don't necessarily have to be an active gamer to feel welcome. And the user wouldn't have to fish through a sea of unorganized discussions that have nothing to do with e-sports to find one that does so they can participate. An idea that came up in one of the interviews involved a filter setting option on the forum section to only show posts mentioning teams, players, and tournaments you're following for the social media feed portion of my application.

Moving onto the drafting simulator, my peers showed a lot of interest in this idea and helped me think of new ways to improve upon it while tying it to other portions of the application. I learned that there's at least a few ways this feature could be used and my peers favored them differently depending on functions of the feature were enabled. These functions involved the ability to #1 predict match-ups based only on drafts, #2 predict match-ups based on team performance against the other team, and #3 predict match-ups based on drafts and individual performance. Almost everyone agreed they prefer to predict game match-ups based on drafts and individual player performance statistics so I decided to make that the default settings of the drafting simulator. The preferences for the other two functions were mixed, but mostly being able to predict match-ups based on team performance against the other team was favored more. One of my peers nicely rationalized how these preferences could differ between people by explaining users would prefer function #1 more if they were using it for self-improvement, users following a fantasy league would prefer function #2, or users betting on matches would prefer function #3. This led me to think that this portion of the app should also have its own setup process explaining how it generally works and asking the user to state how they would use it to suggest which functions to enable, or they can skip it and go with the default settings of function #3.

In addition, a new idea came up in one of my interviews while on this topic involving showing who had the odds in their favor in notifications of match results sent to the user based on calculations automatically made by the drafting simulator in the background. However, this could be done in a few different ways depending on the functions of the drafting simulator used to generate different kinds of statistics. One of my peers suggested the simplest solution to create three options that could both be enabled or disabled in any order to control the functionality of the drafting simulator both for when it's being used automatically for the notifications and when it's being controlled separately with user input. His amazing idea was to have one option to (A) calculate match-up odds based on player statistics, another option to (B) calculate

match-up odds based on team statistics, and another option to (C) calculate match-up odds based on drafts. The combination of which of these preferences are enabled/disabled will determine the functionality of the drafting simulator. For example, enabling (A) and (C) would be the default settings as function #3, enabling (B) and (C) would generate function #2, (C) alone enabled would be function #1, and a couple other new functions could be generated from this design as well.

Another new idea that came up from this topic consisted of allowing the user to predict match results before they were determined and to reward correct predictions with *points* that could be shown on the user's community profile. This would give the user something to brag and engage them more with the community. My peers preferred to only show the amount of correct predictions publicly along with a prediction history log on their profile showing when and what matches were predicted. The incorrect predictions would only be visible to the user privately to prevent negativity in the community and to keep the credibility of the users fairly equal among others.

Finally, I ended each interview reviewing what we talked about and almost everyone agreed that the social media feed was the most important portion of the application. This solidified my decision to introduce this portion of the application first during the onboarding process. Below that, I got mixed responses favoring the community forum over the drafting simulator and visa versa. The best explanation one of my peers gave me was to rank the community forum above the drafting simulator because the social media feed engages the user first and from there the user would want to take their opinions immediately to the community forum to discuss these social media updates; lastly, the user would use the drafting simulator to dig deeper in their engagement with the application and the opinions they've formed while being involved with the other portions of the application first.

These interviews were insightful and helped me make several good decisions about the design of the application. However, I will revise the questions I got mixed responses from to be more appropriate for reuse in my survey questionnaire so I can make more design choices final. Also, some new questions were raised from these interviews and will be included in my survey as well.