

Gaming Lobby Research

UX Research Findings

31st July 2019

Background and Methodology

Background

- Due to new restrictions from Apple, there is a need to re-design the gaming lobby on both Paddy Power and Betfair gaming apps to be more native.
 - 3 prototypes were designed with these restrictions in mind.
 - Research is required to determine which design to move forward with.
- Research was required to determine which prototype was the easiest to use in terms of;
 - users being able to navigate successfully through
 - Prototype with the fewest issues.

Background and Methodology

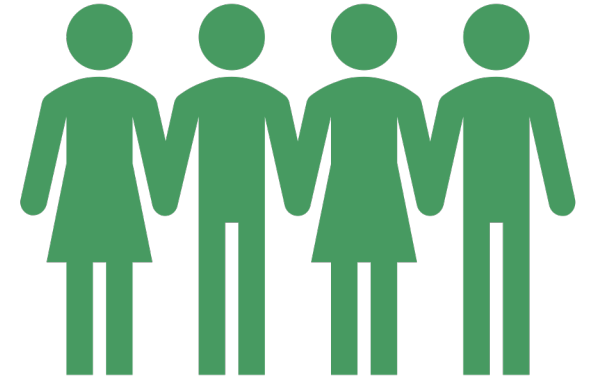
Methodology

- Usability test using usertesting.com
 - 4 tests were conducted (5 users per prototype) to scope out any underlying issues and to determine the best design.
 - 3 prototypes were tested against a control prototype (the current app)
 - Tasks set were identical in each of the 4 tests.
- The ‘best’ prototype was determined using the following metrics
 - Ease of task-a self rating scale of 1-5 (1 being very difficult and 5 being very easy) that users answered themselves after each task (user perception)
 - Success metric-rated by the researcher. Marked whether the user completed/partially completed or failed the task.

User Sample

User Sample

- 20 users that use online gambling sites (not exclusively Paddy Power users).
- 5 users tested each prototype
- UK based



Usability Testing

Prototype 1-Control

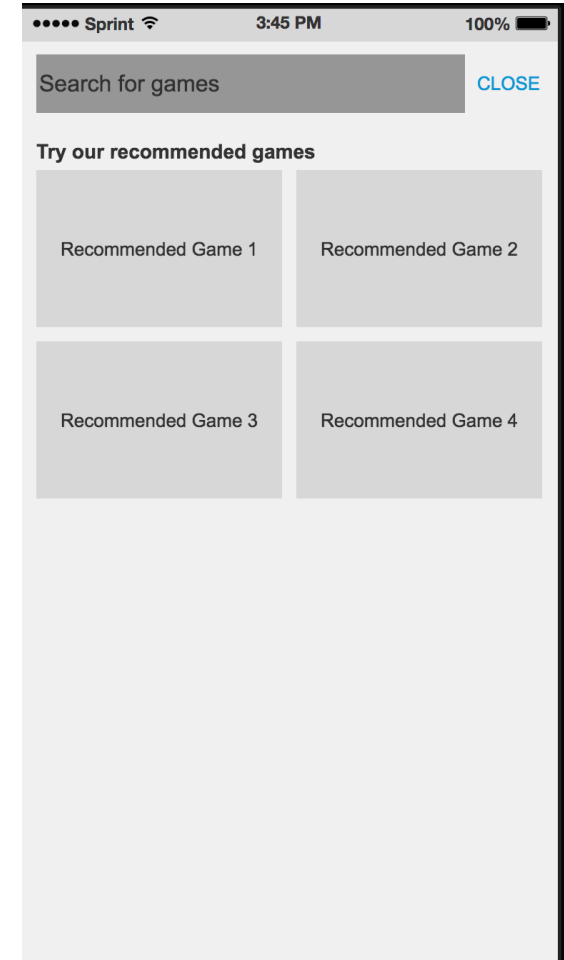
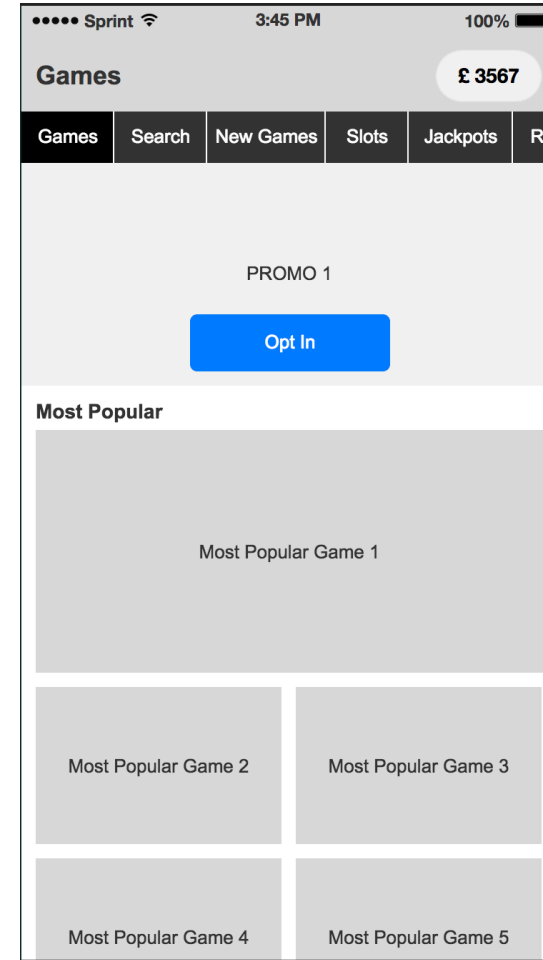
Usability Test-Finding Search

Task

Users were asked to locate and use the SEARCH FUNCTION.

The objective of this task was to find out if users were able to find the search function and use it with little to no issues and where they accessed it from

- 5/5 users were able to locate the search bar on the top carousel.
- 2/5 mentioned they expected to see an actual 'bar' on the page and found it strange it was an option in the carousel- extra button to press to search.
- 1/5 expected to see it on the bottom menu-there was no bottom menu on this prototype.
- **Ease of task rating: 4.4/5**



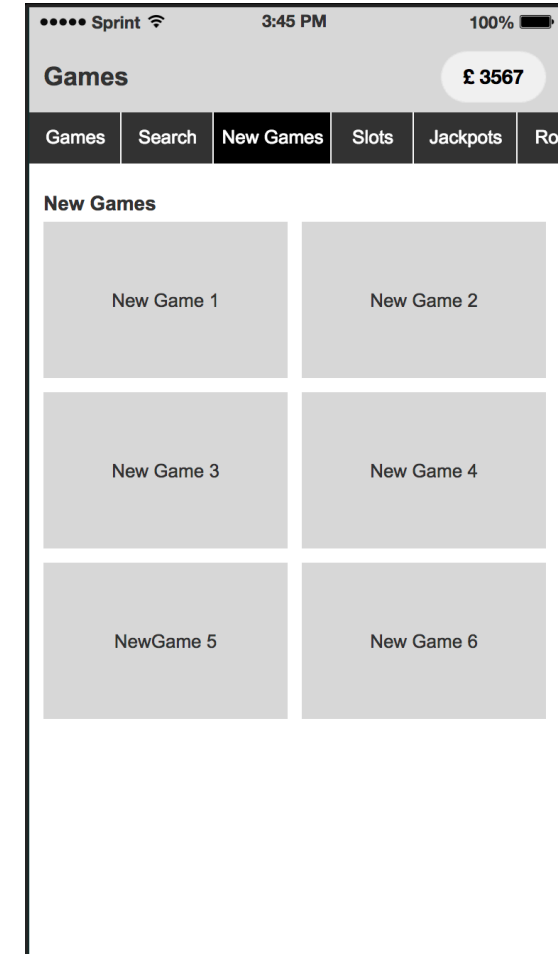
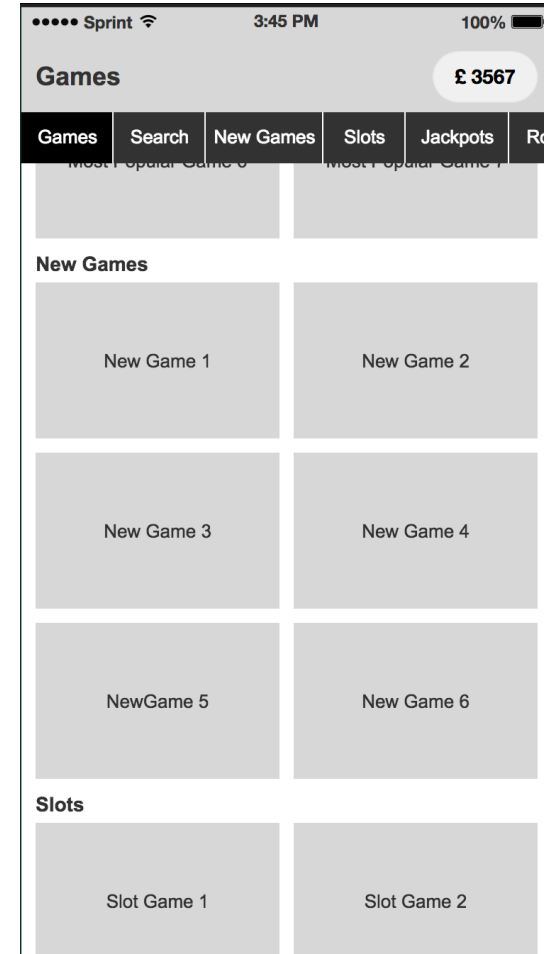
Usability Test-Finding 'New Game 1'

Task

Users were asked to play NEW GAME 1

The objective of this task was to determine if users could find and play new game 1 and to see where they accessed it from.

- 5/5 users were able to locate and play 'NEW GAME 1'
- 4/5 chose to navigate to 'new game 1' via the top carousel-*image 2*.
- 1/5 chose to access the game via the homepage-*image 1*
- 2/5 noticed they could access 'new game 1' via home page AND top carousel.
- **Ease of task rating: 5/5**



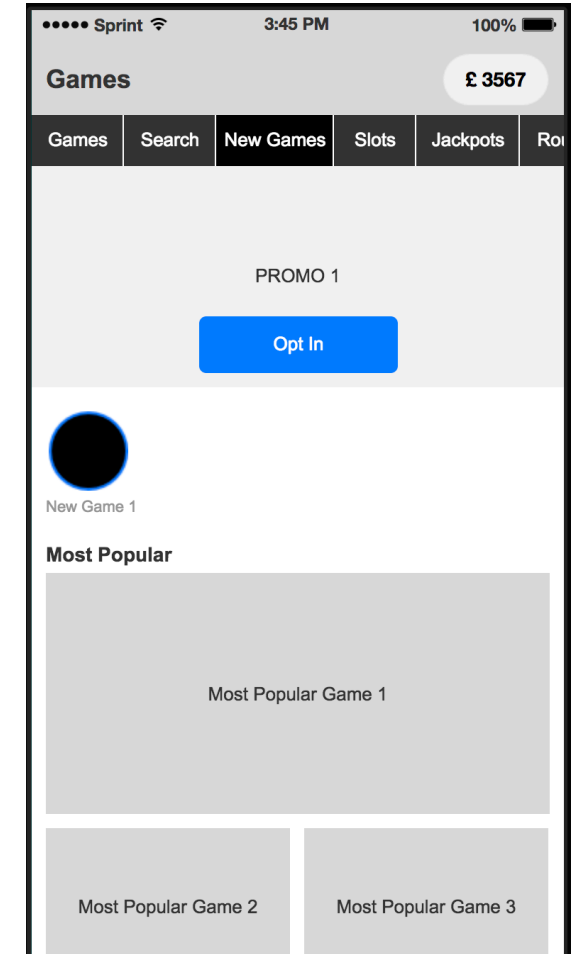
Usability Test-Opting-In to 'Promotion 3'

Task

Users were asked to opt in to PROMOTION 3

The objective of this task was to see if users were able to locate and opt in to promotion 3 and where they chose to navigate to complete this task.

- Please note that the scroll function did not work effectively for every user, therefore ease of use rating not considered. However this had no effect on the task as all users were able to say where they would expect to go to find promotion 3.
- 4/5 knew that they needed to scroll across the promotions to find promotion 3.
- 1/5 did not see that scroll was an option and as such, failed the task.
- Some mentions that there is no indication to tell you, you can swipe through promotions. Users must have know to try this from previous experiences.



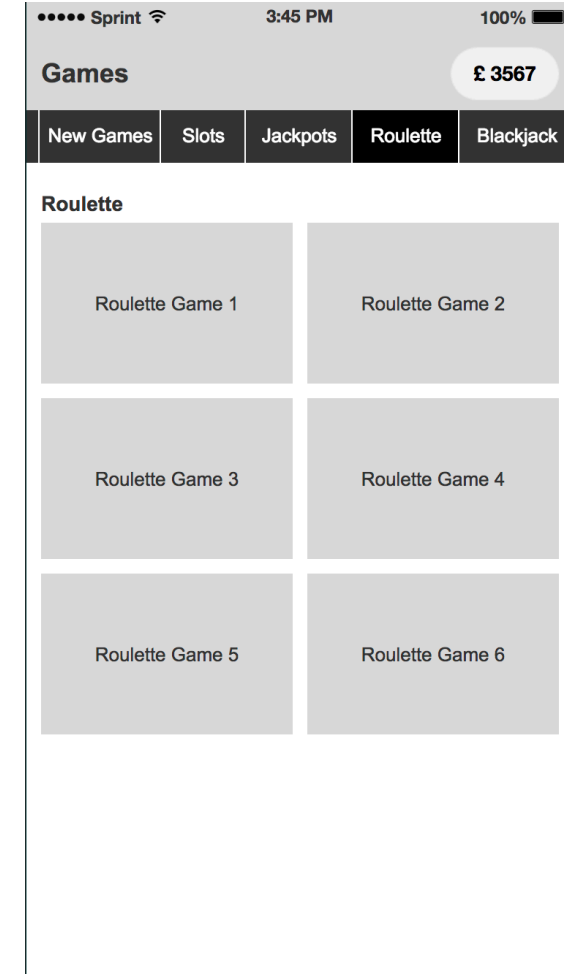
Usability Test-Finding 'Roulette 3'

Task

Users were asked to play ROULETTE 3

The objective of this task was to determine if users could find and play roulette 3 and to see where they accessed it from.

- 5/5 users were able to find and play 'roulette 3'
- 4/5 chose to navigate via the top carousel, with 1/5 mentioned he could navigate via homepage also.
- 1/5 scrolled down the homepage and found the roulette section that way.
- **Ease of task rating: 5/5**



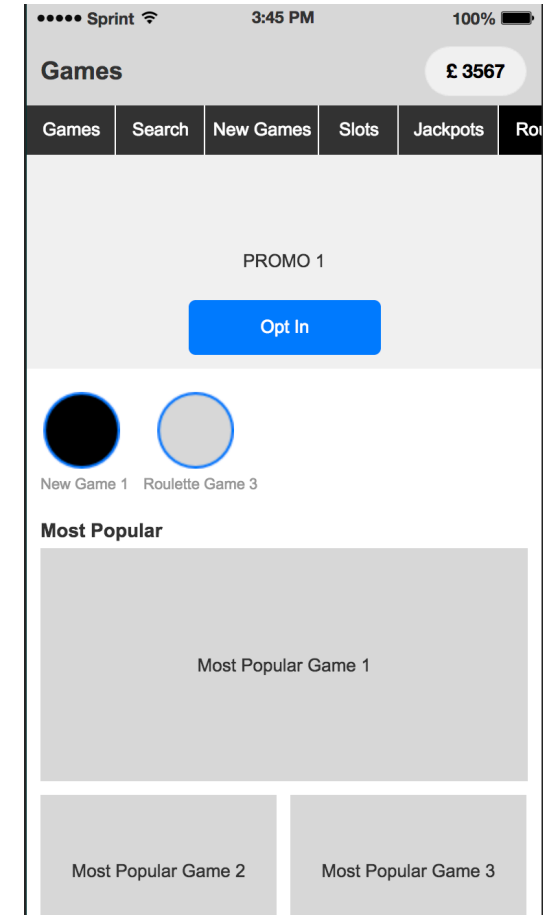
Usability Test-Last Played Game

Task

Users were asked to play their LAST PLAYED GAME

The objective of this task was to determine if users could find and their last played games.

- 5/5 were able to locate their last played game on the homepage, with only 1 user having a lot of difficulty finding this. 4/5 were able to spot the last played games on the page quite quickly.
- Some mentioned that there is nothing to tell you these are recently played games, it only shows the name of the game.
- One mentioned that the games are shown the wrong way around, it looks like 'New game 1' is your last played game when in fact it is 'roulette 3'.
- **Ease of use rating: 4.4/5**



Usability Test-User Feedback

- *Good, easy to get to everything. Straightforward.*
- *Maybe put last played as a menu item? Or to label that those games are last played.*
- *Good layout, add small dots to promos so we know there's more (i.e. dots underneath promotions to indicate there are more to look at).*
- *Recently played games need a label-there's no label for what they are*
- *I didn't like the extra step in search, search should be available on the homepage. (indicating here that you have to select search in the carousel only to have to actually search in the next page-should be able to type in your search query on the homepage).*
- *Boxy, visually heavy.*
- *I like the top bar, the promotions need to show that you can swipe or it needs its own section.*

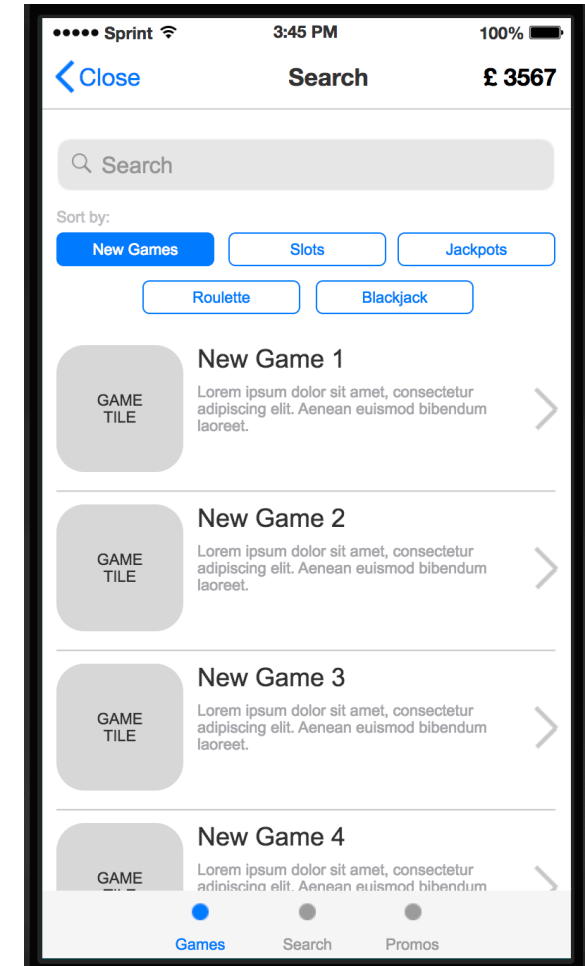
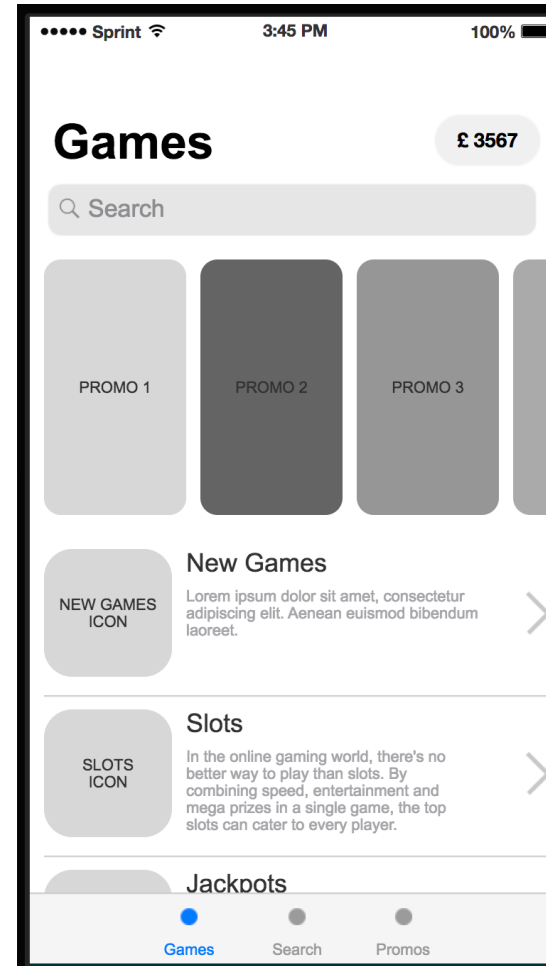
Prototype 2

Usability Test-Using Search

Task

Users were asked to locate and use the SEARCH FUNCTION.

- 5/5 users were able to locate and use the search function
- 5/5 chose to go via the search bar on *image 1*. No one mentioned there was a search function at the bottom of the page at this stage.
- 2/5 actively mentioned they noticed that they could use filters to search also –*image 2*
- **Ease of use rating: 5/5**

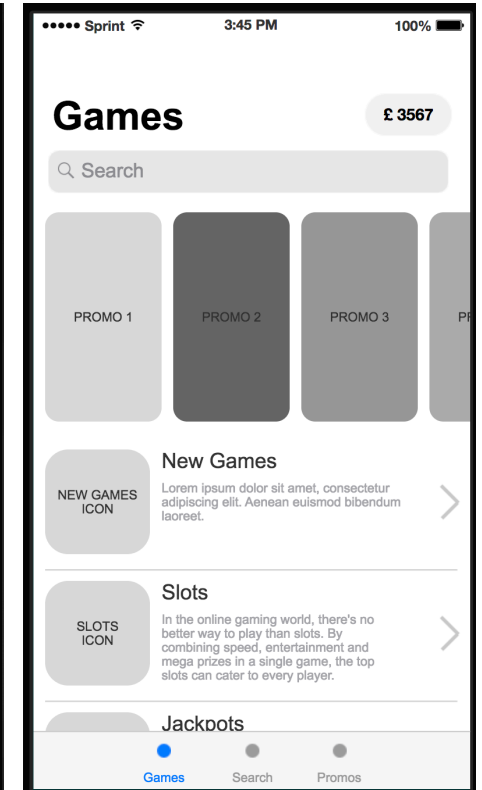
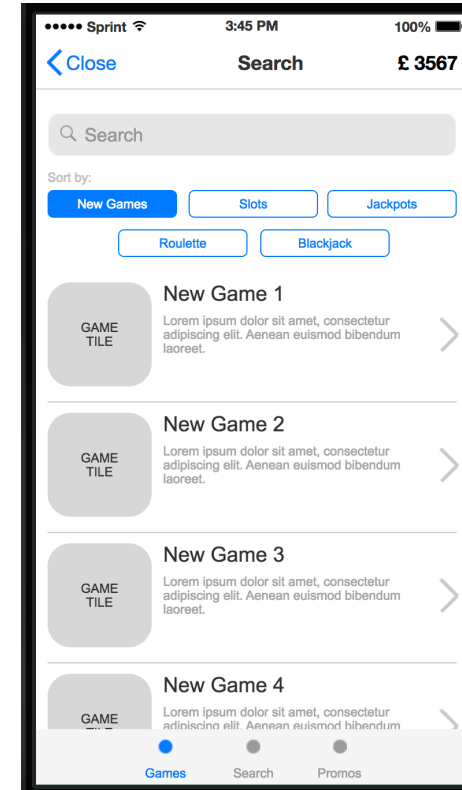


Usability Test-Finding 'New Game 1'

Task

Users were asked to play NEW GAME 1

- 5/5 users were able to play NEW GAME 1
- 4/5 chose to find new games via the search page (most likely due to them already being on this page from the first task)
- 1/5 chose to navigate via the new games button on the homepage, bringing him to *image 2*
- **Ease of task rating: 5/5**

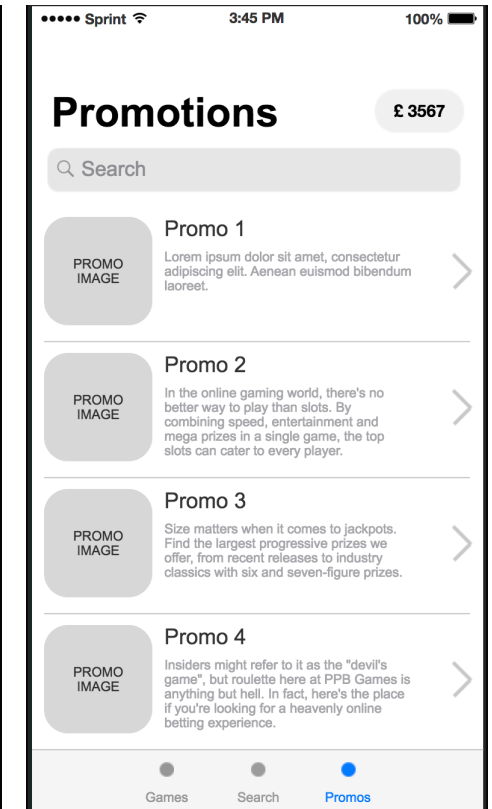
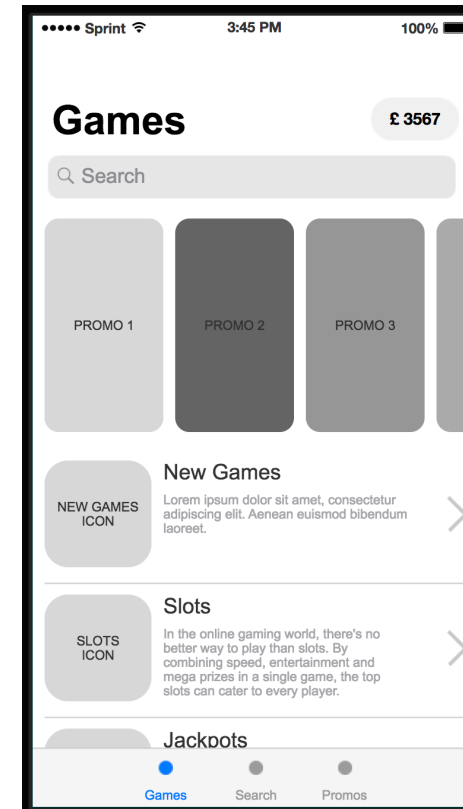


Usability Test-Opting-In ‘Promotion 4’

Task

Users were asked to opt in to PROMOTION 4

- 5/5 were able to find promotion 4.
- 4/5 users were able to opt in to promotion 4 successfully (1 didn't realise she was on the promotion page)
- 3/5 navigated via the bottom bar by clicking ‘Promos’
- 2/5 found promotions on the homepage and used the scroll feature to find number 4, after completing this task, 1 user realised he could have selected promos on the bottom bar.
- **Ease of task rating 4.6/5** (due to one respondent not realising she was on the correct page)

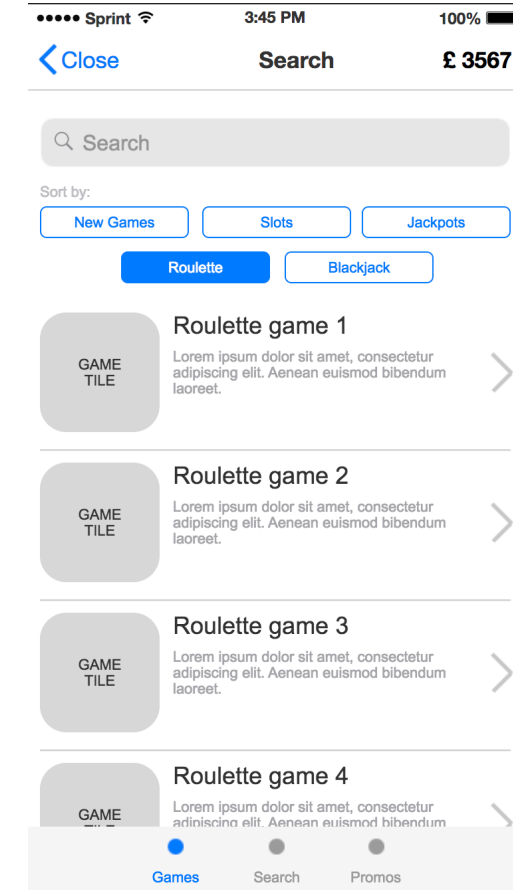
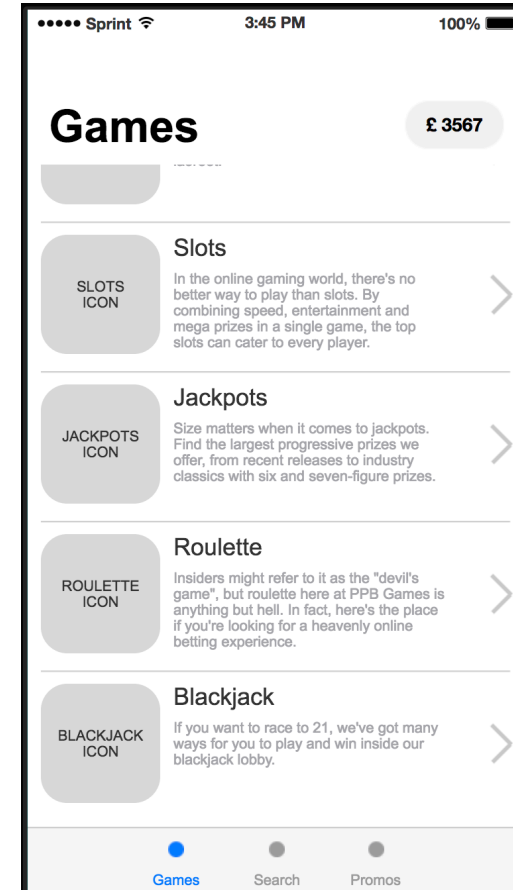


Usability Test-Finding 'Roulette 3'

Task

Users were asked to play ROULETTE 3

- 5/5 users were able to find and play ROULETTE 3
- 3/5 chose to navigate back to the homepage using the 'games' button on the bottom bar.
- 2/5 chose to select search, use the filter for roulette and find the game that way.
- **Ease of task rating: 5/5**

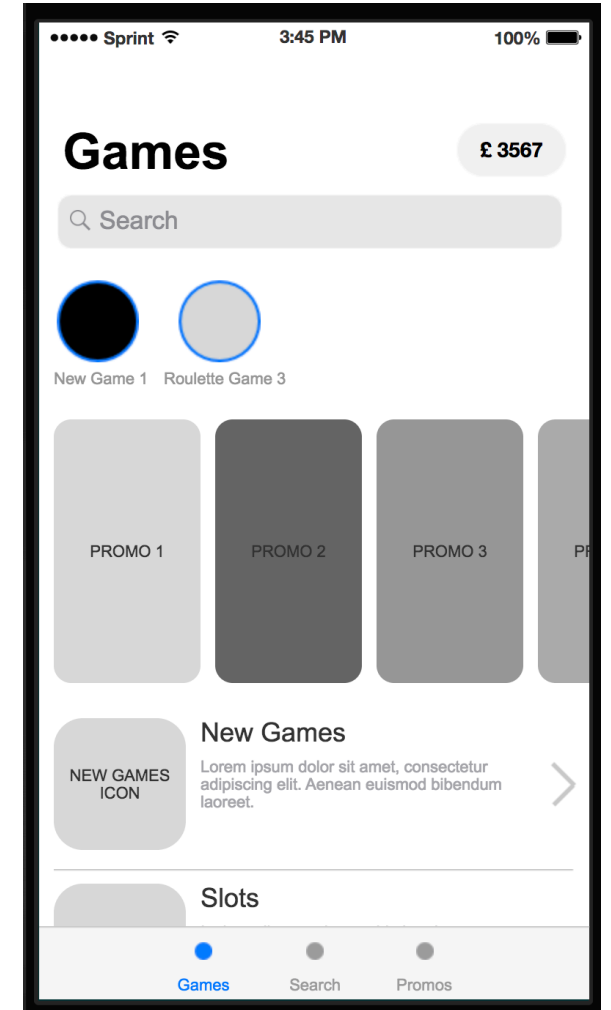


Usability Test-Last Played Game

Task

Users were asked to play their LAST PLAYED GAME

- 5/5 were able to find their last played game
- All navigated back to the homepage to look for their most recently played game.
- 3/5 mention there is no indication that these are the recently played games.
- 1/5 mentions the game order is wrong. Roulette is the most recently played game but the way it is laid out looks like new game 1 is the most recent.
- **Ease of task rating: 4/5**





Usability Test-User Feedback

- *Super clean, I like last game played feature and the filters on the search field.*
- *Extremely easy, minimalistic, shows important information only. Functional*
- *I like the options at bottom bar.*
- *Everything there that you need*

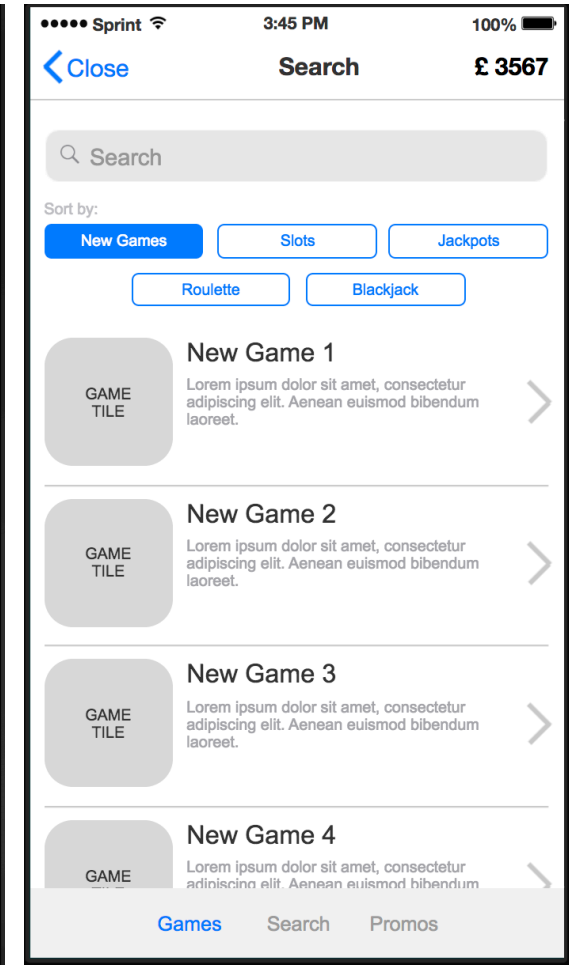
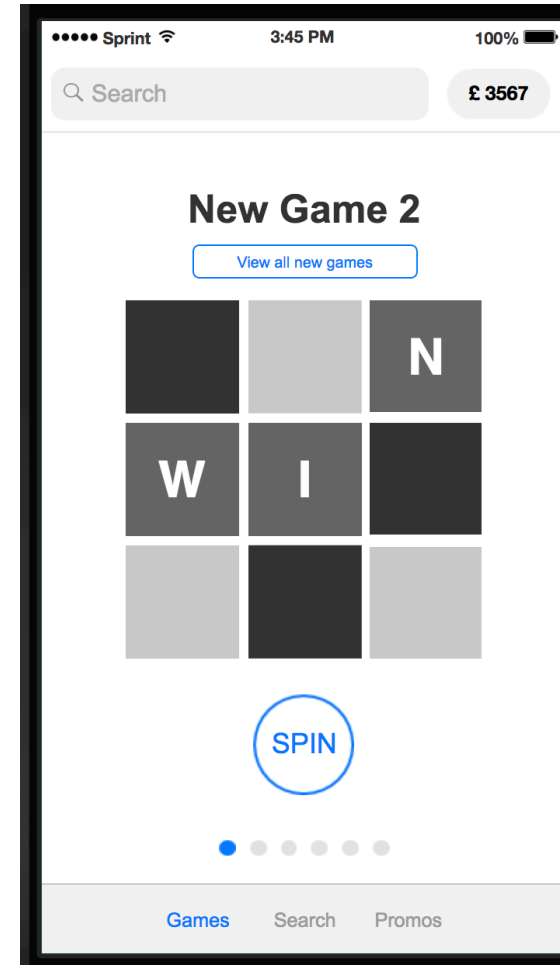
Prototype 3

Usability Test-Using Search

Task

Users were asked to locate and use the SEARCH FUNCTION.

- 5/5 users were able to find and use the search bar
- 5/5 accessed search via the top bar on *image 1*, 1 of which said he saw the search option at the bottom of the page too.
- **Ease of task rating: 5/5**

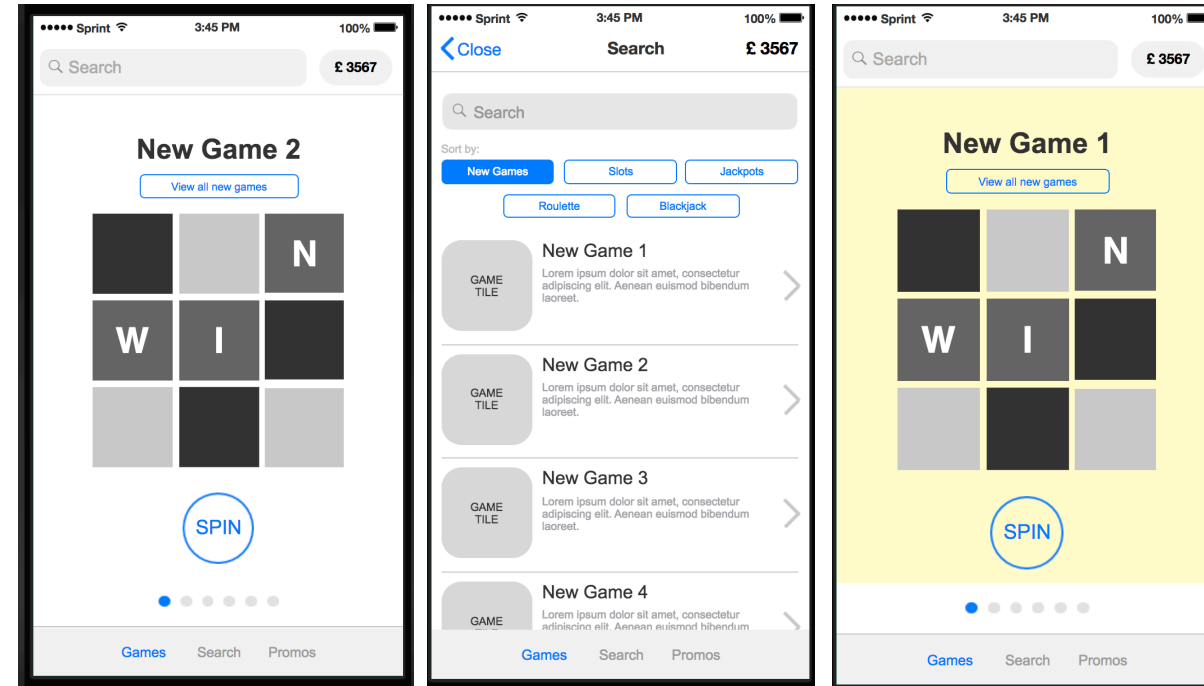


Usability Test-Finding 'New Game 1'

Task

Users were asked to play NEW GAME 1

- 5/5 were able to play New Game 1
- 4/5 chose to close out of the search page (where they ended up after first task) and navigate back to *image 1*-here they selected to 'view all new games'
- 1/5 went back to the first page and chose search again and found new game 1 on the search page.
- It's hard to know if users did or didn't notice that 'new game 1' was available on the page they were already on, they seemed to close out of search immediately as if they didn't expect to see what they were looking for here
- **Ease of task rating: 5/5**

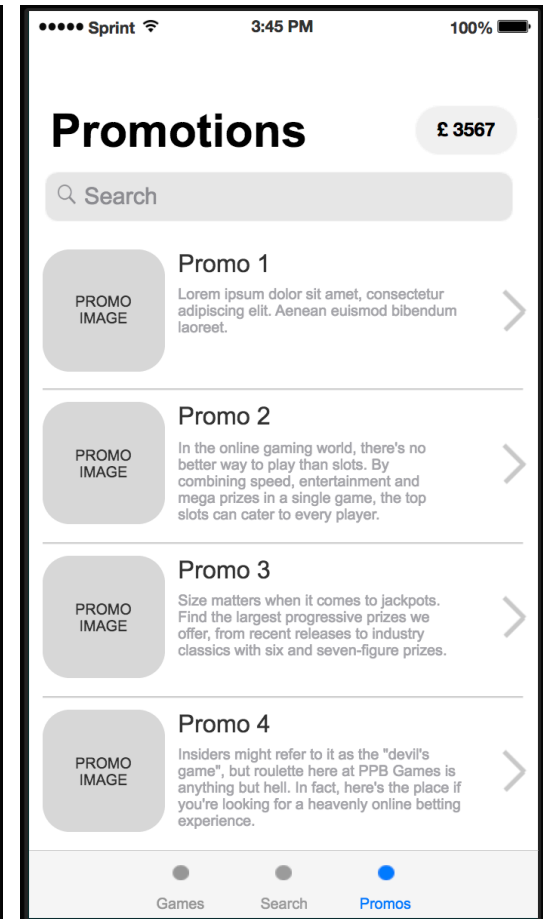
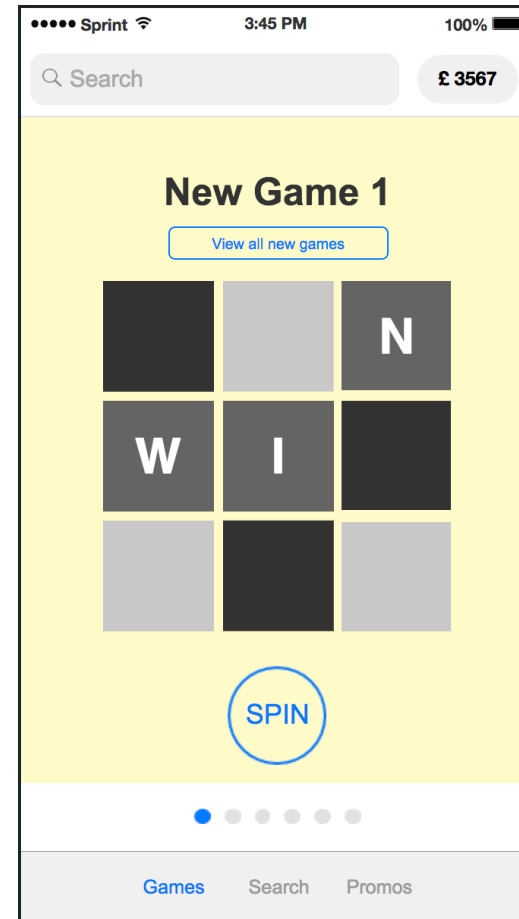


Usability Test-Opting-In 'Promotion 4'

Task

Users were asked to opt in to PROMOTION 4

- 5/5 were able to opt in to promotion 4
- 5/5 accessed promos via the bottom bar.
- **Ease of task rating: 5/5**

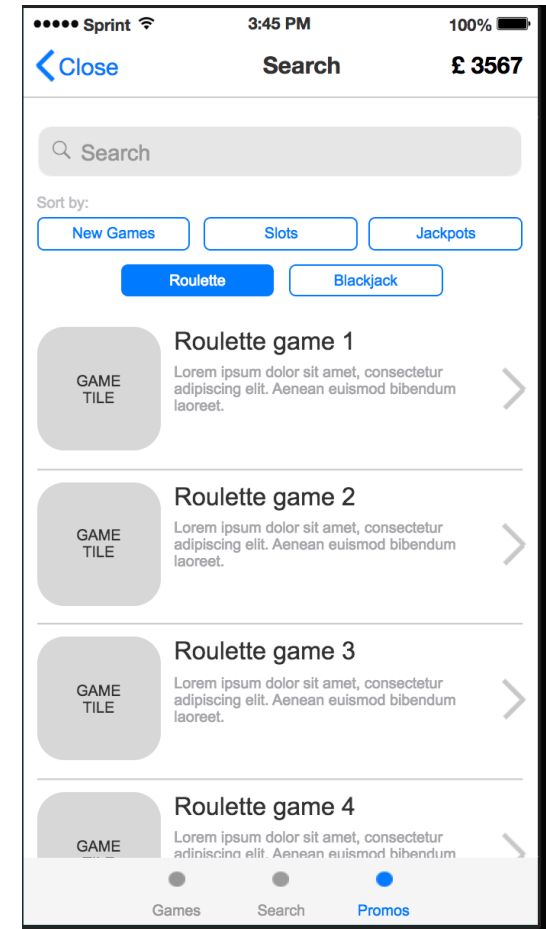
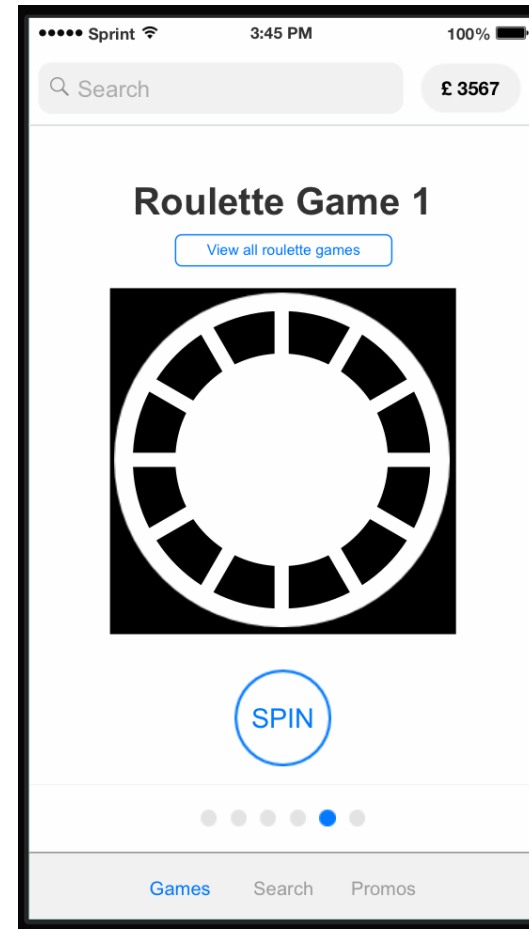


Usability Test-Finding 'Roulette 3'

Task

Users were asked to play ROULETTE 3

- 5/5 users were able to play roulette 3
- 2/5 found the game via search using the 'roulette filter'
- 3/5 scrolled along the homepage and found roulette game 2, then selected 'view all roulette games' and chose roulette 3.
- **Ease of task rating: 4.8/5**



Usability Test-User Feedback

- *Really intuitive, simple, only a few actions that you can perform-which is good so you don't get lost.*
- *Thought that there would be more on the page (i.e. no typical homepage) just shows one thing not the same as other gaming sites.*
- *I like the bottom bar and scrolling feature, and that you can find all roulette games via scrolling.*
- *Makes sense, there's only 3 options in the bottom bar so you won't be distracted. Not going to be hard to find anything.*
- *Unique, not overly simple, only have scroll option or 3 options in bottom bar. Not like a regular site. Feels way too simple to be trustworthy site.*

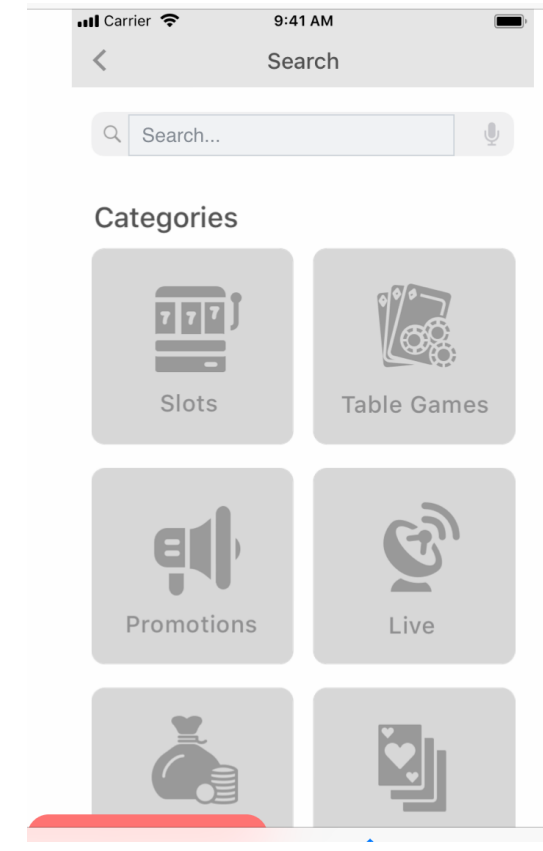
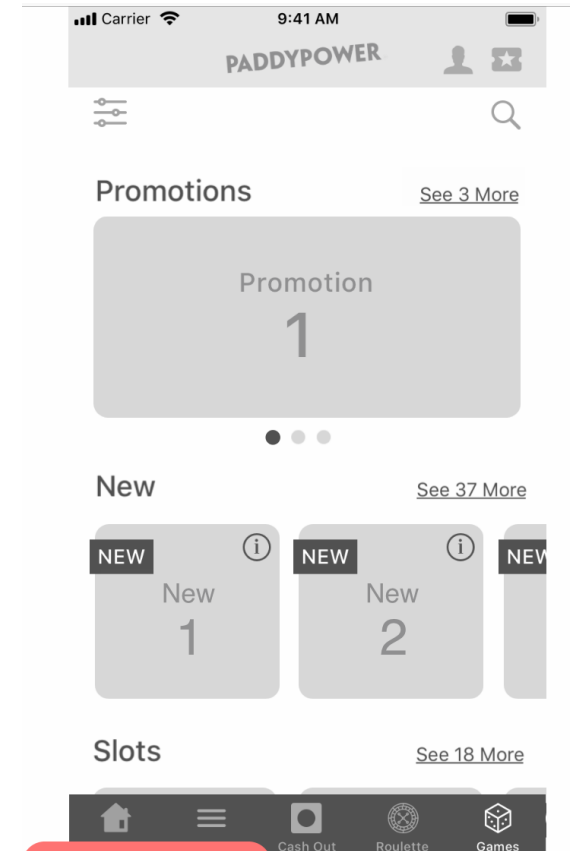
Prototype 4

Usability Test-Using Search

Task

Users were asked to locate and use the SEARCH FUNCTION.

- 5/5 were able to find the search feature, using the search icon on *image 1*.
- 3/5 actively mentioned having the voice record option for search was very beneficial.
- 3/5 mentioned being able to search via categories (2 liked it, 1 didn't).
- 2/5 noticed the filters on the left hand side of the page on *image 1* but did not use them at any stage during the test.
- **Ease of task rating: 5/5**

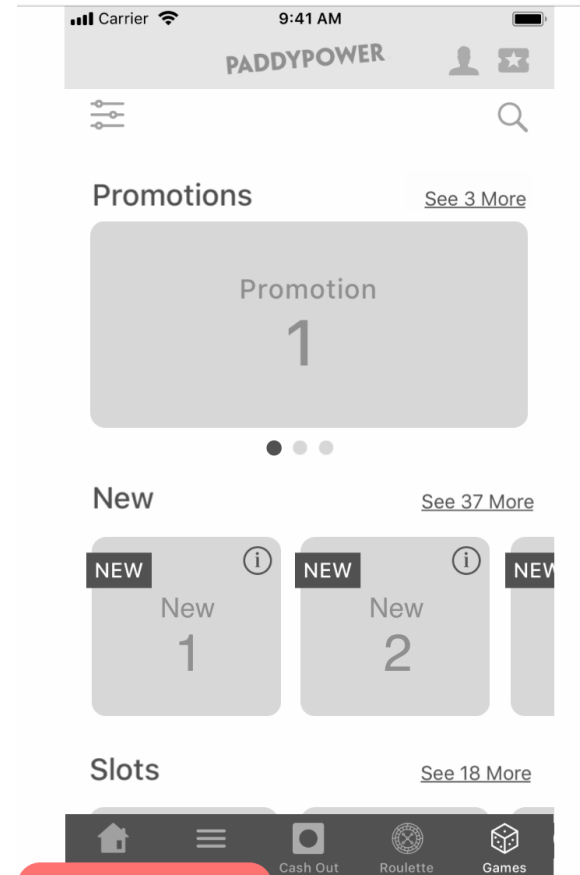


Usability Test-Finding 'New Game 1'

Task

Users were asked to play NEW GAME 1

- 5/5 users were able to play new game 1 via the homepage (image 1)
- **Ease of task rating: 5/5**

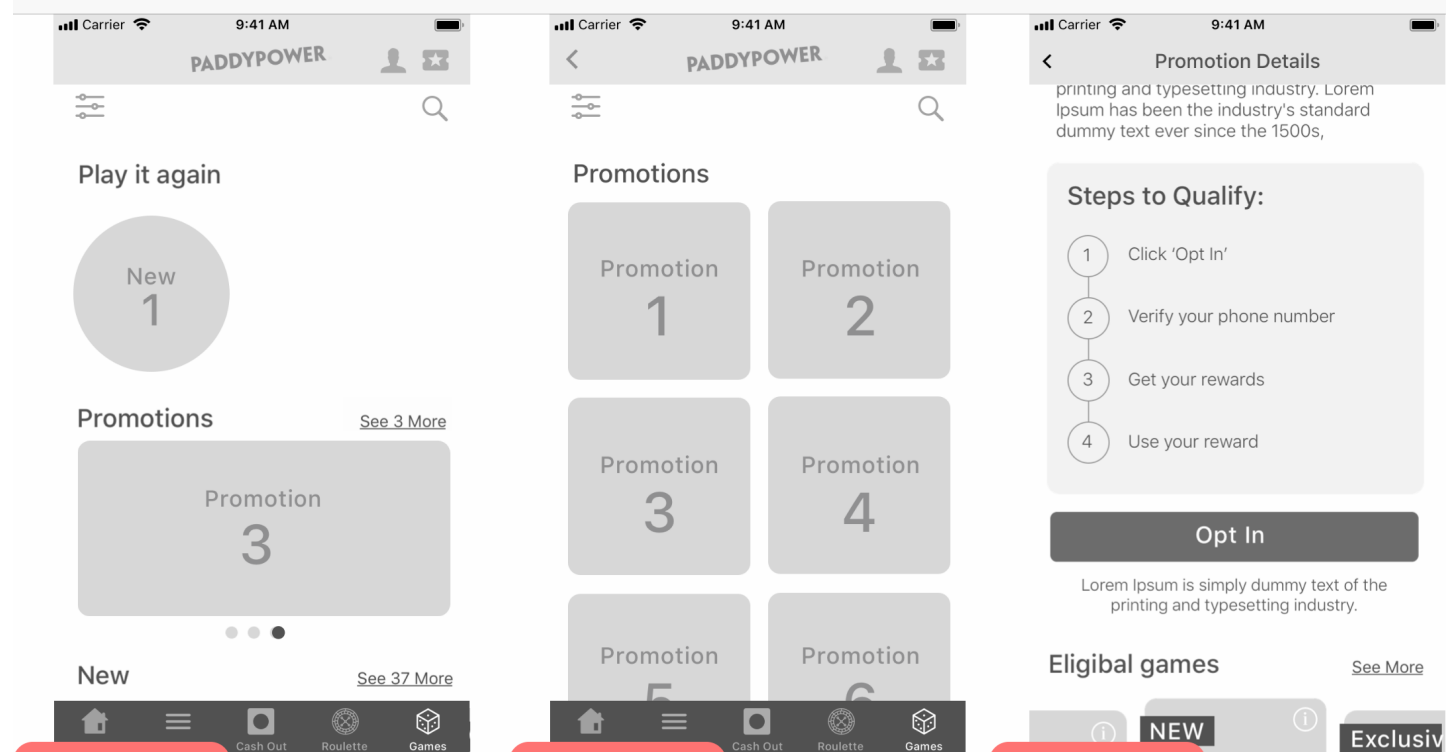


Usability Test-Opting-In ‘Promotion 4’

Task

Users were asked to opt in to promotion 4

- 5/5 were able to opt in to promotion 4
- All were able to scroll through the promotions and then realised that number 4 wasn't available and all spotted 'see 3 more' button.
- **Ease of task rating: 4.8/5**

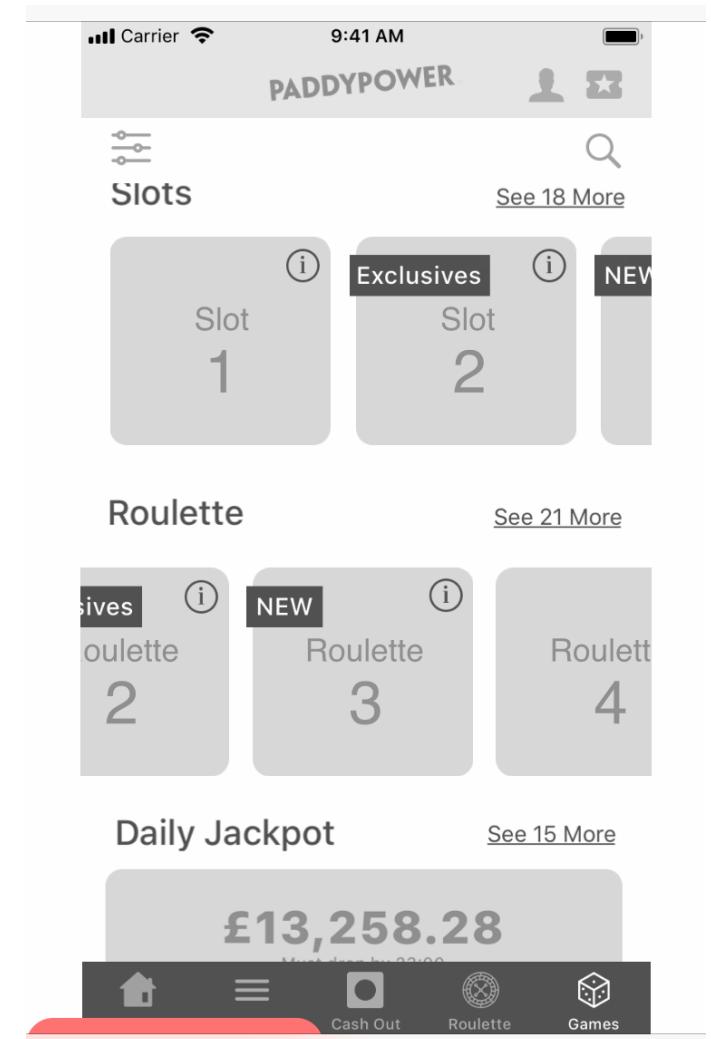


Usability Test-Finding 'Roulette 3'

Task

Users were asked to play ROULETTE 3

- 5/5 were able to play roulette 3
- 5/5 selected roulette 3 on the homepage, all knew to scroll across games with no issues
- **Ease of task rating: 5/5**

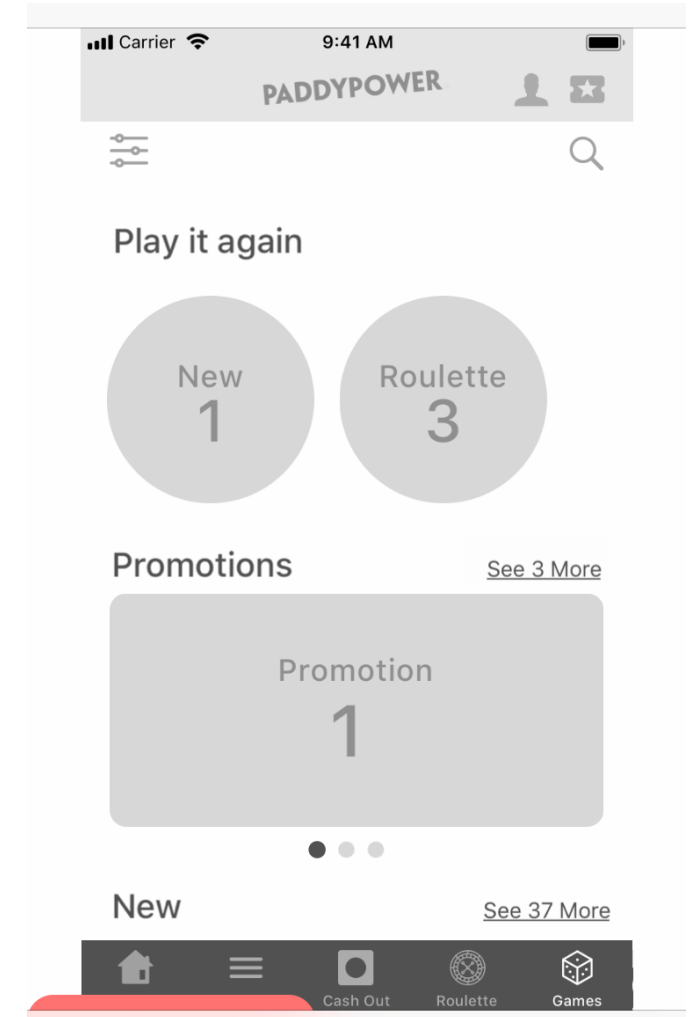


Usability Test-Last Played Game

Task

Users were asked to play their LAST PLAYED GAME

- 5/5 were able to locate their last played game
- 'play it again' was a clear indicator for most users.
- Ease of task rating: 4.8/5



Usability Test-User Feedback

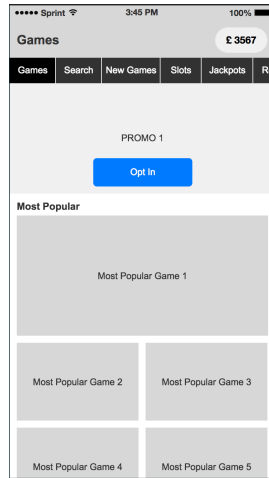
- *Nice that new games are available on the homepage. I like that play it again is available.*
- *Easy, user friendly. I like that all games were sectioned slots, roulette etc. 'play it again' text good*
- *Excellent, no concerns of navigation. I don't like having other options in the search page like promos and categories.*
- *Straightforward, like that you can scroll to the side (promos) . Play it again-call it something else? Resume game maybe?*
- *Standard layout of a gaming site*

Recommendations

Summary

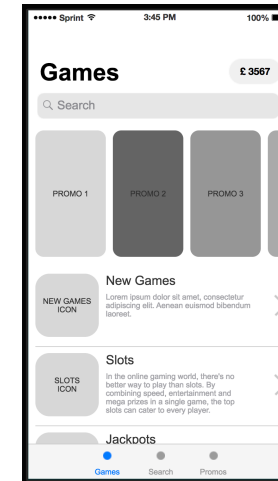
All new prototypes (2,3,4) performed really well and better than the current layout (P1).

Prototype 1 (control)



- Search: Prototype 1 had an extra step to get to search and did not perform as well as P2,3,4
- New game 1: Everyone was able to find and play 'new game 1', performed as well as other prototypes.
- Promotions: Prototype 1 didn't perform as well as it was not as clear that you could scroll across the promotions.
- Roulette: Prototype 1,2,4 performed the best.
- However games are the wrong way around in all prototypes. It looks like 'new game 1' is the most recently played game, when roulette 3 should be in that position instead.

Prototype 2

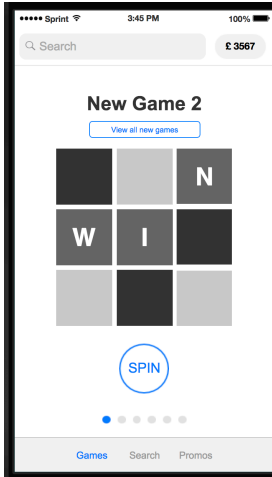


- Search: Prototype 2,3,4 all performed equally and better than prototype 1, indicating that a search bar or icon should be implemented into the design.
- New game 1: Everyone was able to find and play 'new game 1' on each prototype with the same rating received for all.
- Promotions: Prototype 2,3,4 performed the best.
- Roulette: Prototype 1,2,4 performed the best.
- However games are the wrong way around in all prototypes. It looks like 'new game 1' is the most recently played game, when roulette 3 should be in that position instead.

Summary

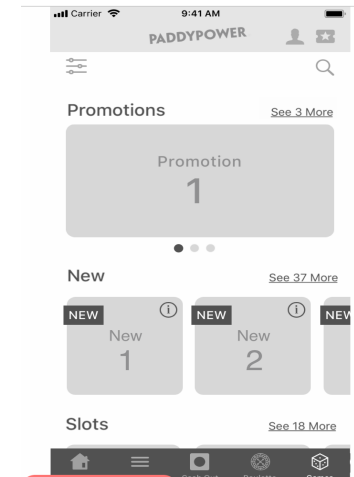
All new prototypes performed really well and better than the current layout (P1).

Prototype 3



- Search: Prototype 2,3,4 all performed equally and better than prototype 1, indicating that a search bar or icon should be implemented into the design.
- New game: Everyone was able to find and play 'new game 1' on each prototype with the same rating received for all.
- Promotions: Prototype 2,3,4 performed the best.
- Roulette: everyone able to complete task-just a lower rating was received for ease of use.
- Concerns with prototype 3 in that it's so different to a regular gaming app-i.e. no homepage, no central point of navigation.

Prototype 4



- Search: Prototype 2,3,4 all performed equally and better than prototype 1, indicating that a search bar or icon should be implemented into the design.
- New game: Everyone was able to find and play 'new game 1' on each prototype with the same rating received for all.
- Promotions: Prototype 2,3,4 performed the best.
- Roulette: Prototype 1,2,4 performed the best.
- Last Played game: Prototype 4 displays last played items the best way as it clearly says 'play it again' to indicate these are recently played games, no other prototype had any kind of descriptor text.
- However games are the wrong way around in all prototypes. It looks like 'new game 1' is the most recently played game, when roulette 3 should be in that position instead.

Recommendations

**Prototype To Proceed With
2, 3 or 4 (no clear winner)**

Issues to Amend

Prototype 2: label last played games 'most recently played etc'. Re-order 'last played games' as these are the wrong way around.

Prototype 3: label last played games 'most recently played etc' and re-order 'last played games' as these are the wrong way around.

One mention of the prototype not reflecting a typical gaming site as there is no homepage-this may become a potential issue.

Prototype 4: re-order 'last played games' as these are the wrong way around

Thank You