

Project 1 Analysis

Market and User Research

Charles Freda

Joshua Bodnar

Shannon D. Taylor

Tanbii Professional Nerds

Project Manager Sky Xiang

April 22, 2024

Leveling Systems For Mobile Apps

Current Trends

Pros and Cons

Market Value

Future UX For SDLC

Competitor Case Studies

Competitor Trends

Tanbii Analysis

Introduction of the Importance of Progression Systems

A good progression system involves the following:

Provides Customization

Paces the Player

Includes Immersion

Rewards the Player

Advancement and Achievement

Provides Milestones

Factors that Motivate Player Engagement

The Feeling of Leveling up

By providing the

player:

- Reward
- Competition
- Intrinsic Value of Growth
- Escapism

It brings them a sense

of:

- > Satisfaction
- > Excitement
- > Thrill

Current Trends

- Collection Systems
- Leveling Up
- Quest and Missions
- Building and Decorating
- Storylines and Narratives
- Building and Decorating
- Skill Trees
- Achievement System
- Social Leaderboards
- Team Progression

Strong Elements in a Leveling System

- High customization showing growth
- Compliments player play style
- Growth is tied into gameplay & story
- Unlocks new content

Weak Leveling Systems

Happens when there is:

- Basic stat changes
- Not enough player customization
- Uneven balance of grind and reward

Makes the game feel:

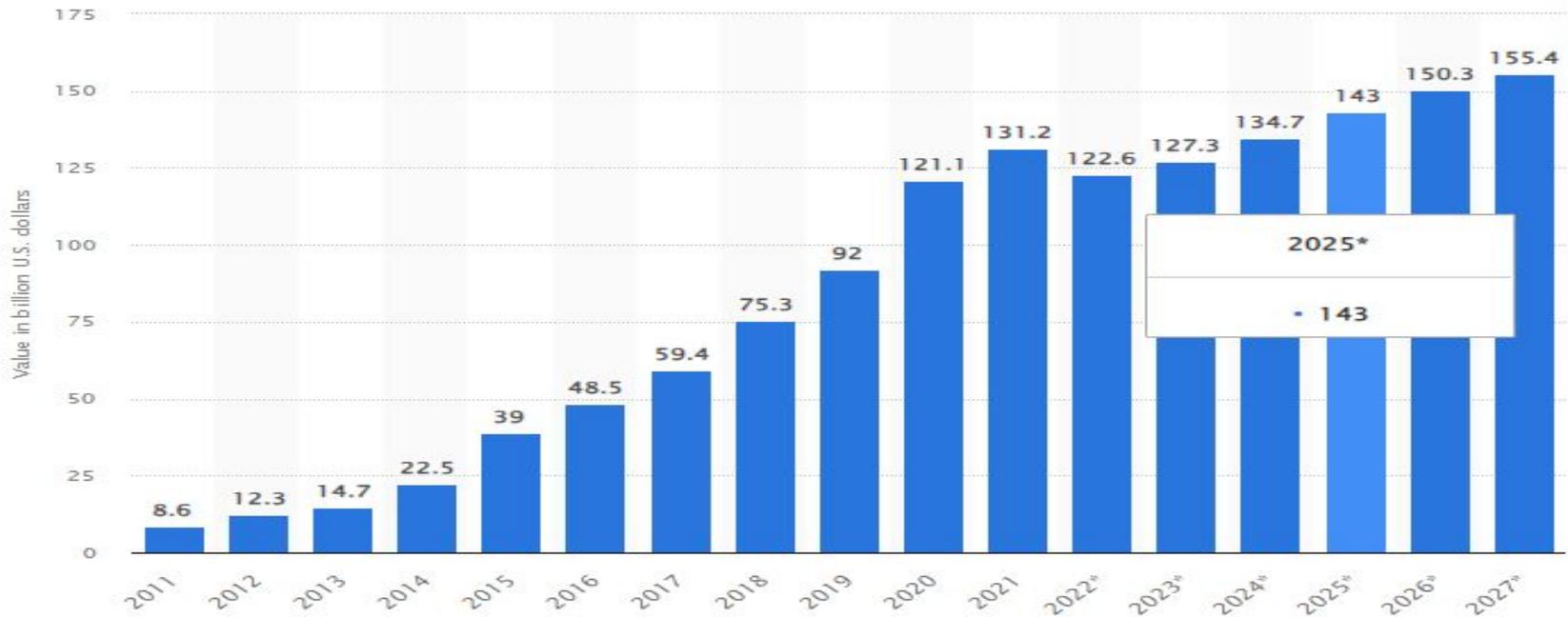
- > Tedious
- > Unsatisfying

Weak Leveling Systems - Examples

How do we fix them?

- It's not just about making the game harder as they make progress, it's about making the game more interesting
- Add friendly competition in the game

Market Value for Mobile Gaming



Competitor Case Studies and Trends

-User Research

-Affinity Diagram

-Style Guide

-Prioritization Matrix

-User Flows

-Experience Map

Competitor Case Studies and Trends

-User Research

-Affinity Diagram

-Style Guide

-Prioritization Matrix

-User Flows

-Experience Map

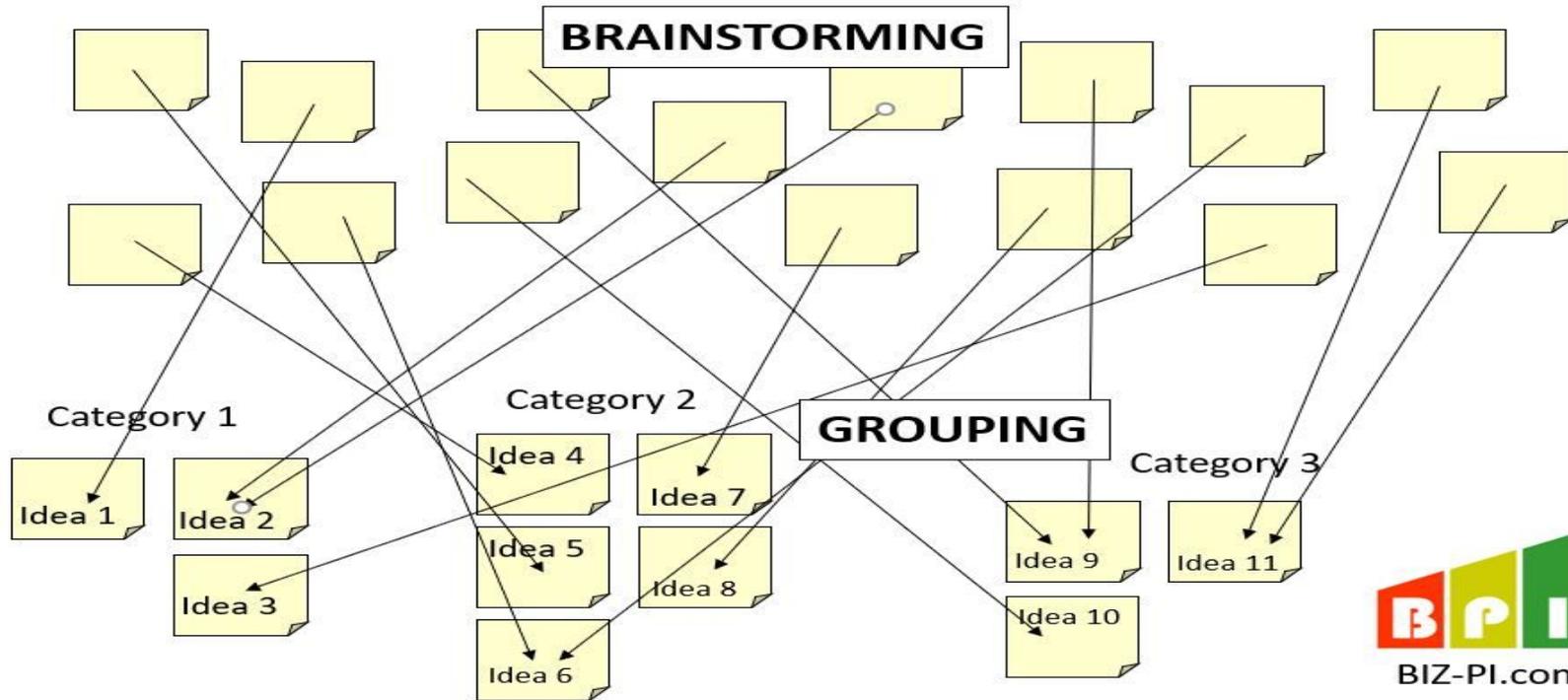
Competitor Case Studies and Trends

-Research Matrix



Competitor Case Studies and Trends

AFFINITY DIAGRAM (KJ METHOD)



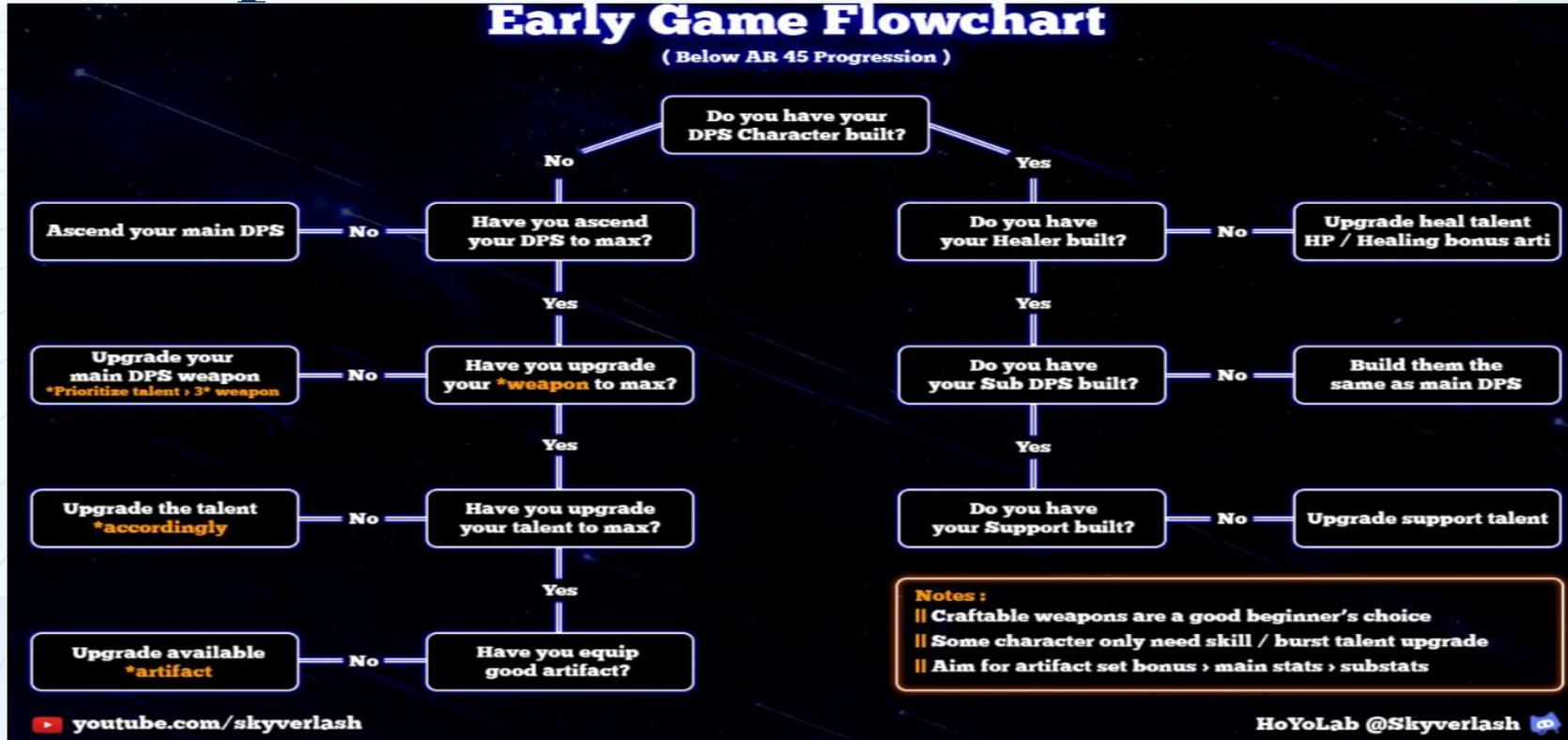
-Affinity Diagram

Competitor Case Studies and Trends

-Prioritization Matrix

	URGENT	NOT URGENT
IMPORTANT	<p>TO DO: Do First - These tasks should be your first focus because they have clear deadlines and consequences for not taking immediate action.</p>	<p>TO DO: Schedule - These tasks are important, but not-so-urgent so they can be scheduled.</p>
NOT IMPORTANT	<p>TO DO: Delegate - These tasks are urgent but less important, can you share these responsibilities with others?</p>	<p>TO DO: Don't Do - What's neither urgent nor important, don't do at all.</p>

Competitor Case Studies and Trends



-Task\User\Work\Flow Chart

Competitor Case Studies and Trends

After Party Game



The After Party game is an educational and fun game for mobile phones. The target group are casual gamers, young adults and new drivers. Because they are pretty mobile by using public transport or bikes and cars, they often use their smart phones to play.

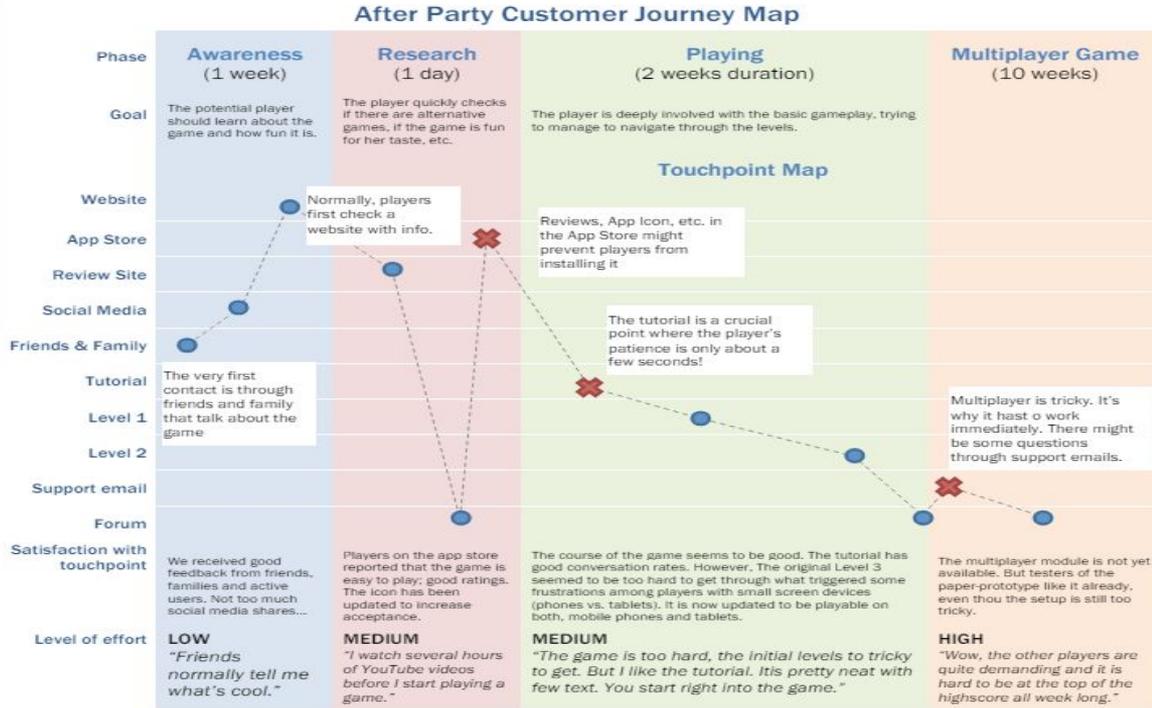
"I love to play simple games like Temple Run a lot" – potential player

"I rarely read brochures, guides or manuals." – potential player

● Touch point

✗ Moment of Truth (critical)

This Customer Experience Journey Map has been created by game studio Gbanga Millform AG



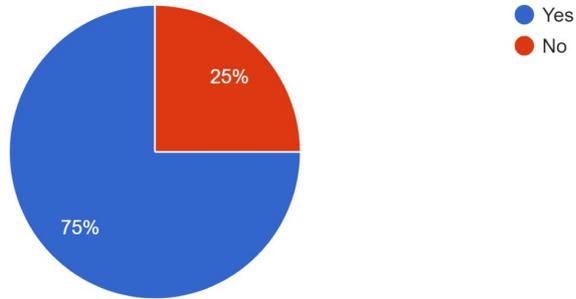
User Interview Results

- Progression is important throughout the whole game
- Repetitive leveling path causes burnout
- Open Ended Leveling is more engaging and keeps attention
- Skill Points and Life Skills helps give progression in different areas of a character
- Grind mechanics with a fulfilling rewards help to keep a player hooked.
- Rewards like - Skill Points, Gear, Cosmetics, etc

Survey Results

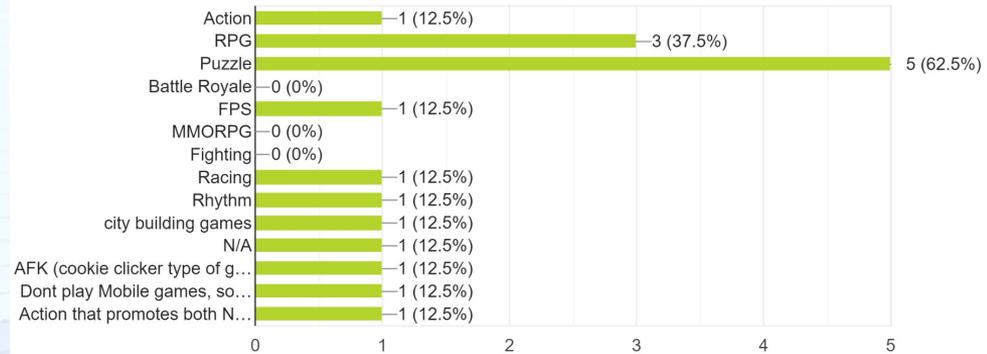
Do you play mobile games?

8 responses



What type of games are they?

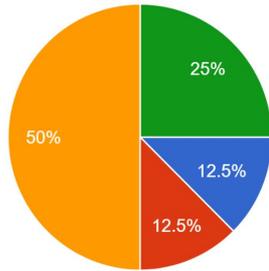
8 responses



Survey Results

How important is having a leveling system in a game?

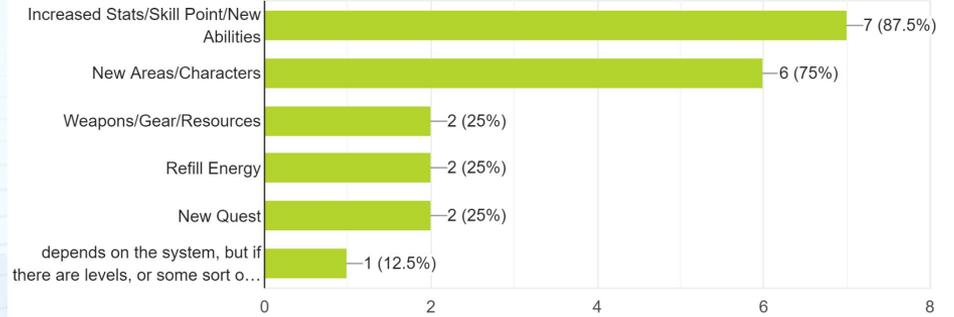
8 responses



- Very Important
- Important
- Little Important
- Not Important

What can you expect to earn as you level up?

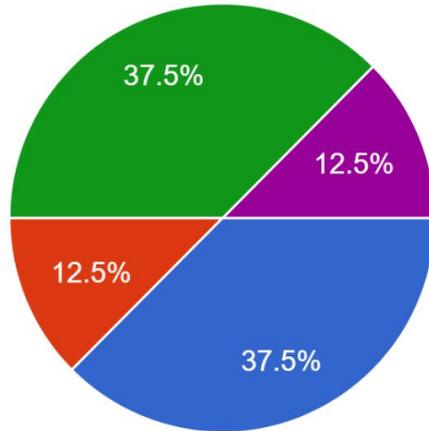
8 responses



Survey Results

What type of leveling system do you prefer?

8 responses



- Skill Tree
- Gear Progression
- Stat Changes
- No Preference
- It depends on the game itself and the designer's intentions. Having a cool leveling up system can pique interest to a game but ultimately not save it if it they do not match each other.

Survey Results - Causes of Burnout

- Leveling taking too long
- Time-gated gameplay
- Longer Grinds with little enjoyment
- Unrewarding rewards
- Leveling up only focus

Survey Results - Good examples

- Dark Soul - You choose the stats
- Clash Royale's Old System - Good Leveling MMR system
- Hades - Skill Tree
- Doom - Gear Progression
- Borderlands 2 - Skill tree with gear progression

Survey Results - Bad examples

- CSGO - Leveling takes too long
- Gacha Games - IRL time progress
- WOW - Slow leveling and repetitive quest
- Fire Emblem Heroes - Rare Summoning Currency
- Pay 2 Win - Making leveling feel like a waste

Survey Results - Important Notes

- Creative freedom
- Customization
- Skill Trees
- Gear Progression

Additional Information:

- Future UX Database Form and Help Desk
- Archer0 leveling up system design

Future UX Database Form and Help Desk

User Experience Research Form

Name

Email

Phone

Address

City **State**

Zip **Country**

DATE: Auto
Version:
HelpDesk: URL

Questions	Very Good	Good	Fair	Poor	Very Poor
Question 1					
Question 2					
Question 3					
Question 4					

My personal favorite leveling up system - Archero

The mobile gaming app Archero provides an excellent balance of high customization and linear progression.

Players upgrade their stats by using ingame currency that is earned by completing levels, defeating enemies, completing quest, and leveling up. The player clicks the button to upgrade a random stat.



A wide variety of gear and abilities that enables the player to customize how they play.

Gear can also be upgraded in level by ingame currency.

Additionally, every level the player gets more coins and increased chances of better gear being dropped.



References

- ASQ. (2023). *WHAT IS AN AFFINITY DIAGRAM?* <https://asq.org/quality-resources/affinity>. <https://asq.org/quality-resources/affinity>
- Chapple, C. (2022, September). *Genshin impact generates \$3.7 billion on mobile in first two years*. Sensor Tower - Market-Leading Digital Intelligence. <https://sensortower.com/blog/genshin-impact-mobile-two-years-analysis>
- Clement, J. (2023, May 16). *Mobile gaming content market value worldwide 2027*. Statista. <https://www.statista.com/statistics/292512/mobile-contents-market-value-worldwide/>
- Corso, D. (2013). *A review of video game effects and uses - Office of the Vice President for research | University of South Carolina*. University of South Carolina | University of South Carolina. https://sc.edu/about/offices_and_divisions/research/news_and_pubs/caravel/archive/2014/2014-caravel-video-games.php
- Figma. (2024). *Gaming style guide*. <https://www.figma.com/community/file/1241866487140712981/gaming-style->
- Kuan-Jung, H. (2023, December 25). *How to design level system with gamification concepts*. Medium. <https://mybaseball52.medium.com/how-to-design-level-system-with-gamification-concepts-b4e93d87fcf4>

References

- Liu, D., Li, X., & Santhanam, R. (2013). *DIGITAL GAMES AND BEYOND: WHAT HAPPENS WHEN PLAYERS COMPETE?* Carlson School of Management | University of Minnesota. <https://carlsonschool.umn.edu/sites/carlsonschool.umn.edu/files/2019-07/LiuLiSanthanam-CompetitionMISQ.pdf>
- O'Connor, N. (2020, February 27). *How to build an experience map*. UX Magazine. <https://uxmag.com/articles/how-to-build-an-experience-map-banner>
- Rohrer, C. (2022, July 17). *When to use which user-experience research methods*. Nielsen Norman Group. <https://www.nngroup.com/articles/which-ux-research-methods/>
- SBU. (2024). *Prioritizing the work*. Stony Brook University, New York. <https://www.stonybrook.edu/commcms/cdo/toolkit/4-implementing-your-strategic-plan/prioritizing-the-work>
- Shahzad, M. K. (2020, October 14). *Level progression in mobile games*. LinkedIn. <https://www.linkedin.com/pulse/level-progression-mobile-games-khurram-shahzad/>

References

Taylor-Hill, G. (2024, January 11). *Mobile gaming market value to hit \$270 billion by 2032*. Insider

Gaming. <https://insider-gaming.com/mobile-gaming-market-growth/#:~:text=It%20was%20highlighted%20that%20in,Mobile%20gaming%20is%20gaming%2C%20guys>

UMASS. (2023, 19). *What are user interface (UI) and user experience (UX) designs? Understanding the fundamental concepts you should know*. Top Resources for You - UMass Blog - Know what's trending, get expert tips for your career, and learn from industry experts.

Sources - Charles

<https://www.linkedin.com/advice/0/what-most-effective-techniques-balancing-leveling-pkemf#:~:text=Leveling%20systems%20are%20a%20core.feel%20a%20sense%20of%20progression.>

https://www.reddit.com/r/pcgaming/comments/zwrslw/which_games_have_the_best_levelup_system_and_or/

<https://esportshealthcare.com/gaming-fatigue/>

<https://steamcommunity.com/app/732240/discussions/0/1730963192541405818/>

<https://www.neogaf.com/threads/games-with-pointless-counterproductive-leveling.1619019/>

<https://www.gamedeveloper.com/design/the-limitations-of-leveling-in-game-design#close-modal>

<https://www.blog.udonis.co/mobile-marketing/mobile-games/progression-systems>

<https://medium.com/@GWBycer/the-limitations-of-leveling-systems-in-game-design-f06a2a14c026>

https://www.youtube.com/watch?v=Ae_zvm0-CQU&ab_channel=DesignDoc