

Oracle UX

Rovio Angry Birds Exercise

Prepared By

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UX Design Candidate



Background *(provided by Dan)*

Rovio Entertainment is interested in providing gamers with more insight into their performance leading up to their inaugural “Angry Birds Classic,” a professional pig plundering tournament which pits the best gamers in the world against each other to see just who does have the angriest birds. Stakes are high for this event, and gamers are looking for an edge. Knowing this, Rovio wants to provide a solution to allow players to easily analyze their performance across all aspects of their game play.

The Problem

Rovio wants to modify the user experience of their popular Angry Birds franchise so that players can easily analyze their performance in the game.

Expected Business Outcomes *(provided by Dan)*

As a result of solving the user experience problem, Rovio expects to achieve improvements to engagement (game play time) and advertising exposure.

Angry Birds Proto-Persona

*Jennifer is a persona
created to help describe
my assumptions about
Angry Birds players.*



Jennifer 39 Female

Lives in Walnut Creek

Married Housewife

Has 3 kids ages 5, 7, and 11

As a gamer she identifies with
Bartle's "Achiever" archetype

Takes care of kids, helps with home-
work, housework

Likes to take breaks throughout the
day to play casual games on her ipad

Is not very competitive but likes to
see improvement in her scores

Does not own a console or PC

Paint Points & Needs

Already beat all the levels but
doesn't feel motivated to earn
3 star ratings on all the levels

Served By

Providing visualizations that empha-
size her progress and help motivate
her to keep trying

Bartle's Gamer Archetypes

Achievers *These players go for the goals of the game themselves. Gaining Character Levels, getting a High Score, slaying the Bonus Boss, and so on. Also called power gamers or raiders. A subset of these are the kind who like collecting rare items.*

Explorers *These players like to explore the game world itself. They're the ones hunting for the Easter Egg, Sequence Breaking just because they can, and being the first one to write a complete Walkthrough.*

Socializers *These players play to hang out with other players. They play because their friends play, and if their friends all packed up and moved to another game, they would too.*

Killers *These people play to have an effect on other players. Sometimes, this can mean healing, buffing, and generally being helpful, but most often, it means kicking their asses. These are the ones most likely to engage in Player Versus Player content.*

Hypothesis Statement

I believe that adding additional data visualization about Jennifer's performance on a specific level will increase her engagement with the game by encouraging her to replay levels to improve her score.

I am proposing to add the following data visualizations:

Jennifer's previous score result

The number of shots used for each of her results

The % improvement over her previous result

Her progress towards earning all the stars in the game

Confirming the Hypothesis

Qualitative

Need to see positive interview feedback from Angry Birds users after showing the prototype or mock-ups.

Quantitative

Need to see improvements to engagement metrics after the user experience is modified in the game.

Current Post Level Results Experience

After Jennifer plays a level she is shown the screen below



Information Shown

- Stars Rating
- Score
- Highest score achieved for this level in previous results
- Buttons: Menu, Rety, Next

Problems

- Interactive elements all have the same weight and provide no obvious next step.
- Not clear how well she did compared to previous results

New Post Level Results Experience

After Jennifer plays a level she is shown the screen below

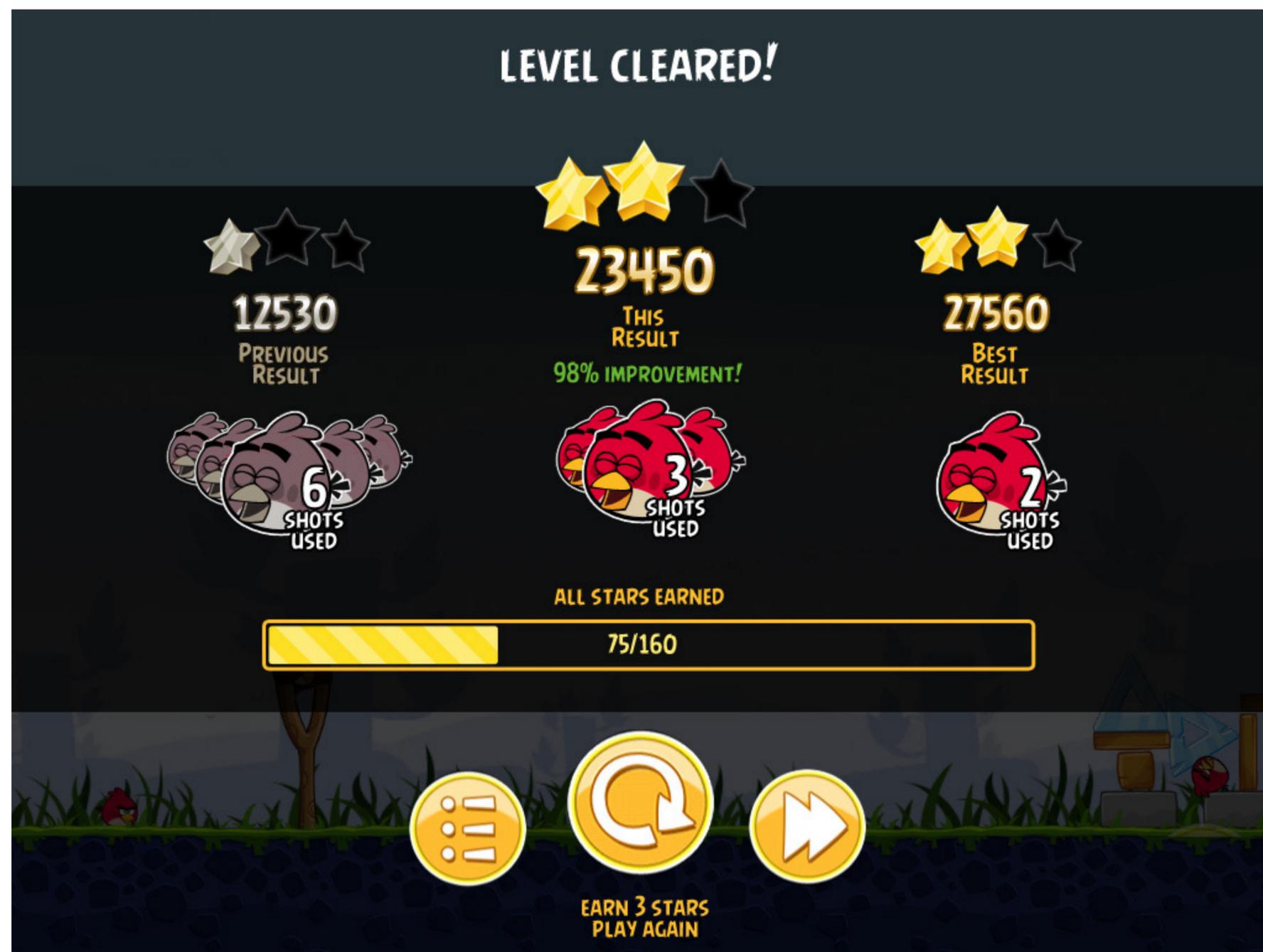


Information Shown

- Star Rating for this, previous and best result
- Score for previous, current and best result
- Shots used for previous, current, and best result
- Progress towards earning all stars in the game
- Buttons: Menu, Replay, Next

New Post Level Results Experience

How does this new design serve Jennifer



- Showing previous results and percent improvement visually show her how much better she did motivating her to try again
- Showing progress for all stars earned helps her see her overall progress in the game and appeals to her Achievier personality.
- Showing shots used adds an additional axis of comparison to motivate improvement.

New Post Level Results Experience

How does this new design achieve the desired business outcomes?



- By emphasizing the players progress on a specific level from one result to the next we are encouraging Jennifer to replay the same level more times thereby increasing engagement time and opportunities for ad impressions.
- By adding tracking for all stars earned we are encouraging achiever players to try and earn 3 stars on every level which requires multiple replays of the same level thereby increasing engagement time and opportunities for ad impressions.
- By slightly increasing the size of the replay button compared to the other buttons we are providing an obvious next step for the user that leads to increased replays serving our goal of increased engagement and ad impressions.

Metrics & Tracking

Metrics that should be tracked to determine success

Average time spent per session

Number of sessions per day

Length of time spent on score review screen (before & after)

Number of clicks on replay button (before and after)

Number of ad impressions (before & after) (Ads are served in between attempts)

Validation & Next Steps

There are some high risk assumptions in this proposal that should be validated before the next revision.

Persona - The persona I am using is my best guess at a typical Angry Birds player. I would recommend revising the personas after interviewing Angry Birds players to learn more about their actual demographics, pain points, and use patterns.

Data - I have made an assumption about the type of data visualization that would motivate players of Angry Birds to replay levels more often. I would recommend revising the design after showing Angry Birds players mock-ups of the new experience to learn more about their impression of the design.

Thanks for your time!

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On the Cutting Room Floor

The following ideas were cut but could be considered for further iterations

The likely number of attempts she needs to make to reach 1,2,3 star scores

Average number of attempts other users made to reach 1,2,3 star scores

Both were cut because they could be demotivating if the numbers are too high or don't seem realistic.

Angle & Shot Strength for past attempts

Both were cut because the tradeoff of complexity in the information presented is too high for an experience that includes only one post game screen.

Sketches and Wireframes

Some sketches and wireframes done as part of the design process

