

Harnessing technology to give readers a way to connect to game reviewers.

Problem :

Inconsistency in design, content coupled with information overload.

- Inconsistent/ unclear scoring rubrics
- Distracting page elements
- "Conflict of Interests"
- Compatibility of taste/preferences between reader and reviewer

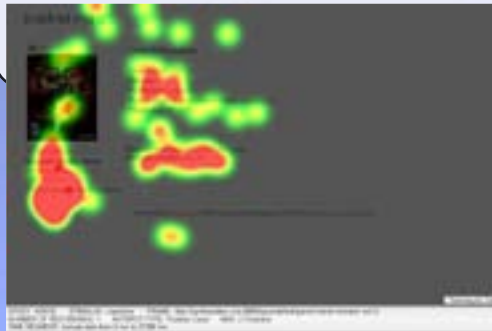


An example of a page with distracting page elements.

Process :

User input and rapid development followed by user testing identified our project's goals and how to meet them.

- Preliminary questionnaire to identify problems
- Paper prototype for initial testing and design feedback.
- Hi-fidelity prototype for user testing.



A heat map from one of our user testing sessions.

Solution :

Minimalist design and user feedback streamline the flow of information between reader and reviewer.

- Ranking of search results based on user preferences
- Clear and specific rating rubric
- User generated reviews eliminate "Conflict of Interest"



Example of game review page- free from distracting elements in a clean format.