UW GAMER Group
Video Game Discovery Engine
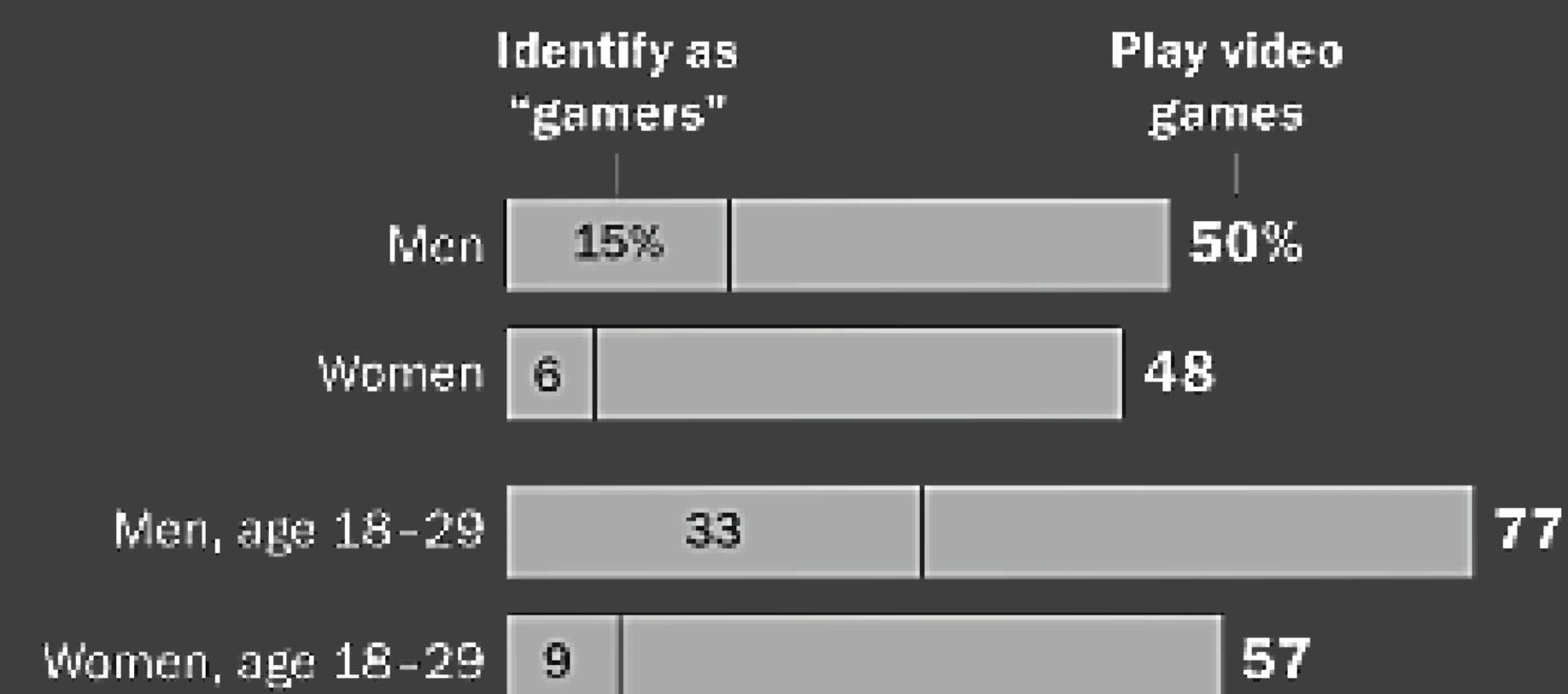
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GAMER
GAME RESEARCH GROUP

Problem

% of all adults who...

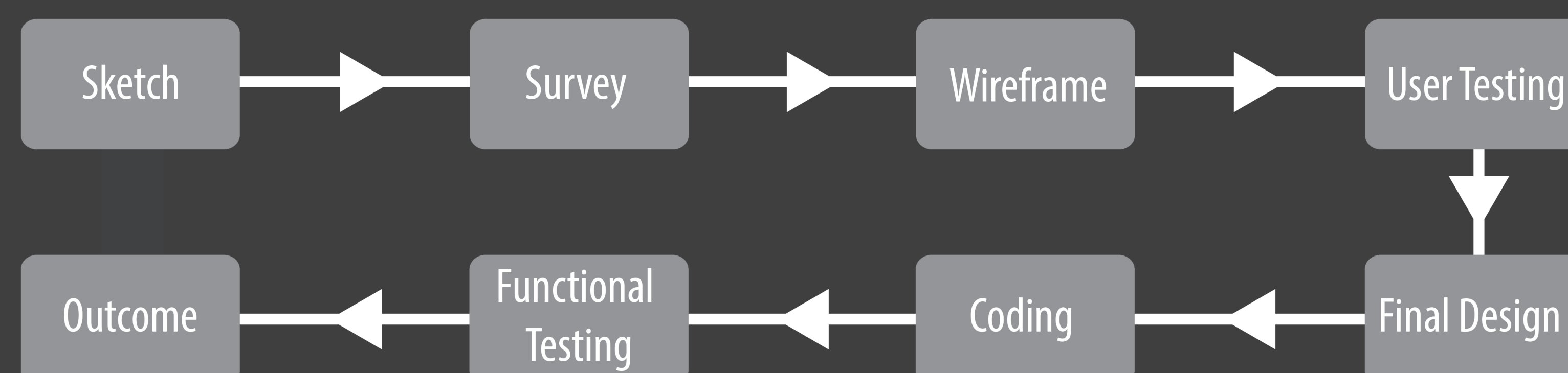|	Identify as "gamers"	Play video games
Men	15%	50%
Women	6	48
Men, age 18-29	33	77
Women, age 18-29	9	57

There are hunreds of video game websites;
there isn't a well-structured website designed for gamers.
Thousands of people play video games;
only 15% of men and 6% of women are gamers.
The GAMER Group has developed a comprehensive metadata schema;
We are designing a game discovery engine -- a scholar-based, structured game website for gamers.
We make the schema work.

About

The GAMER (GAME Research, formerly GAme MEtadata Research) Group explores new ideas and approaches for organizing and providing access to video games and interactive media, particularly from a user-centered perspective. UW Gamer UX Design Team is going to develop a user interface for the UW Gamer database.
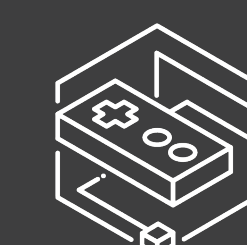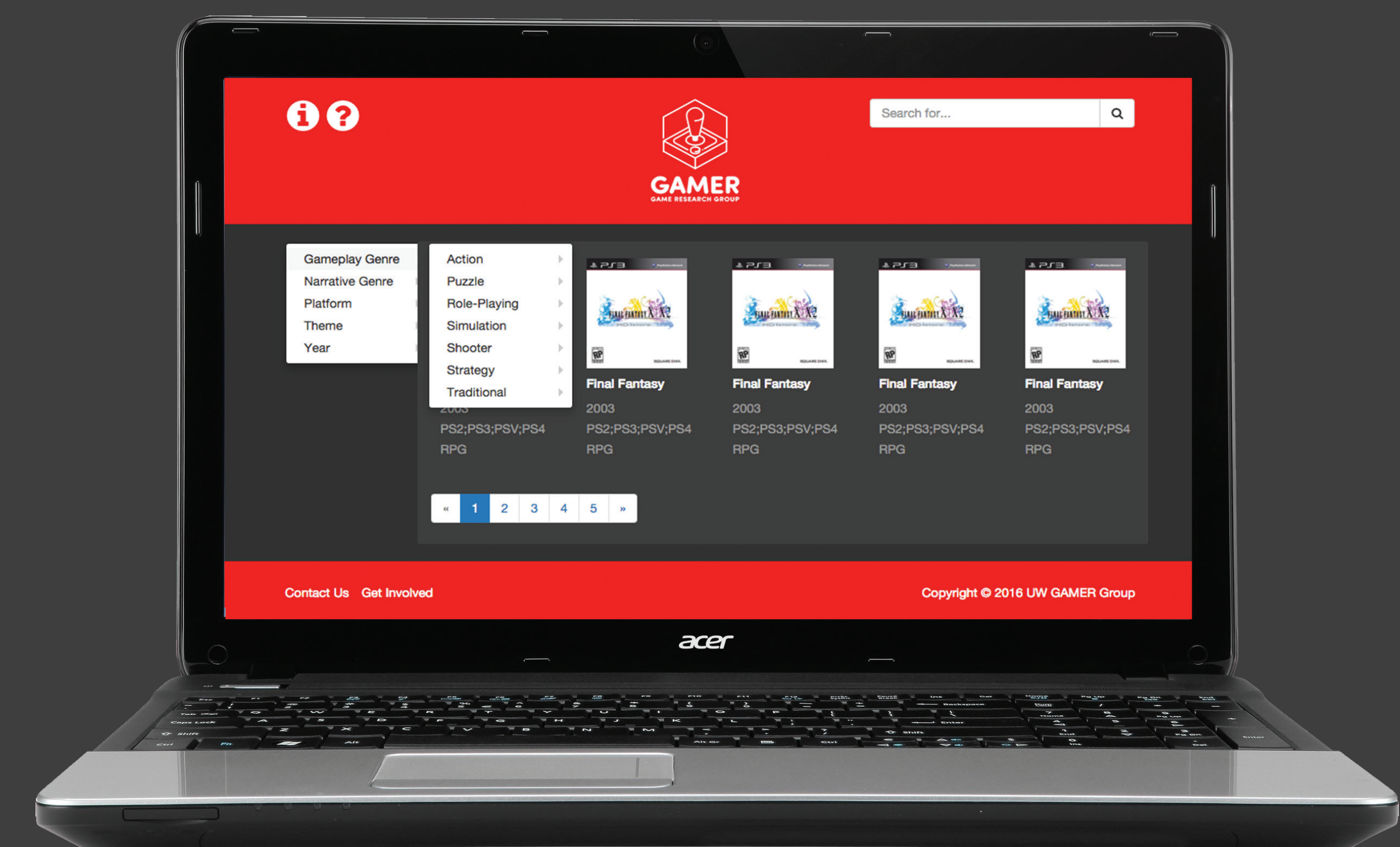This front-end website will be developed through user-centered design methods, such as user research and usability testing. Our goal is to build a functional and visual appealing user interface that can demonstrate the usage of the game database and structure a preliminary website model for further use.

Methodology

Sketch → Survey → Wireframe → User Testing → Final Design → Coding → Functional Testing → Outcome
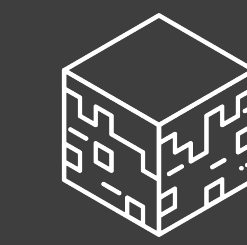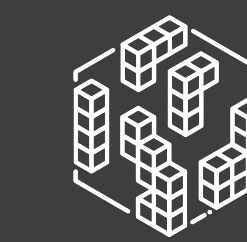
Solution

The GAMER Group Video Game Discovery Engine provides users with detailed game data built on the GAMER Group's metadata schema, including gameplay genre, nerrative genre, platform, progression, theme, publishing year, and visual style.

Filter function with hierarchical metadata options;

Description Page with trailer, game summary, and related items;

Supported by strong metadata algorithm and controlled vocabulary.

Future Steps

This discovery engine can be further developed to focus on not only gamers but also scholars;
In the future, it is helpful to develop a strong SQL database, and link those game data to the website in order to keep the game information updated.
A better searching and sorting algorithm should be developed to improve the searching and browsing function of the website.

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