

Iteration 2 & Report

GBDA 402: Cross-Cultural Digital Business 2

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Reflection

What did you build and accomplish in the iteration?

In this iteration, we focused on building and testing our product in order to aggregate more data for our agile product development. We started off the iteration by developing our brand by creating style guides (see Appendix B.2) to provide consistency in our designs. Before starting on our prototype (see Appendix D), we made sure to analyze data from our scenario maps (see Appendix C.2) to brainstorm product requirements (see Appendix C.3) to integrate into our website. By using the first iteration mockups, brand style guide, and user research we were fortunately able to complete our prototypes quickly. User testing sessions went smoothly, as we had more time to complete testing. We received positive feedback on our visual branding and application components, but we noticed that the lack of detailed content in our prototypes made it harder for users to fully understand the platform.

As for the business side, we were able to complete our business model canvas (see Appendix A.1), impact map (see Appendix A.2), and the three financial statements (see Appendix A.3-A.5) to continuously investigate how we can make Kindr a viable profitable business.

Overall we managed to get insightful feedback to continue our product into the new iteration and by deciding on our financials, we were able to evolve our business model and a better perspective on the direction Kindr needs to take.

Why did you choose this as your goal for this iteration?

In the first iteration, we slowed the progress of our product by tending to stick to the waterfall approach. Thus, during this iteration, we wanted to establish all the basic details of our product as quickly as possible for development in an agile environment. By choosing this as a goal, we were able to collect valuable testing data and were able to complete our business analysis for this iteration with ease since we had more information to base off from. For example, in our previous iteration, a major component that was lacking was visual design. Specifically, we lacked a basic starting point on our branding and style guide. Thus, we really wanted to improve on that to receive feedback to move into the third iteration, as we missed this opportunity with iteration 1.

Although the details in our prototype were a minor flaw in our workflow, like using placeholders that led to confusion rather than relevant images and graphics, we hope to keep progressing this goal further and reflect on our work shown by a more consistent tempo.

Who are you building this feature for?

We're building a collection of games for users to remotely spend quality time together in the midst of the pandemic. With key features like video chatting and game selection based on feelings, we can present a real-time connection for users to stay in touch with friends and families. We will concentrate on providing games that create a pathway to meaningful conversations and spark mutual interests that users might not have known about the other person. Our goal is to retain information about our user's health and well-being during the hardest times of the lockdown. What are people turning to instead of face-to-face hangouts? Are they receptive to the mandatory isolation? If so, did social distancing change their emotional and physical behaviour towards their friends or family? Kindr's mission is to create a new outlet of connection on the other side of the screen, inducing relief, happiness, and excitement through communication and gaming. We plan to harvest a platform for users to play virtually and enlighten a new concept of socialization with gaming to the public.

While this is designed to be especially effective and considerate to users who feel disconnected from their loved ones during the pandemic, Kindr's intention of connecting people digitally will be of help to others well after it has ceased. Users who have moved away from friends and family or simply haven't been able to see someone face to face due to busy schedules are just as important to our business model and will be essential once the pandemic subsides.

What roadblocks/issues did you face?

The two major roadblocks we came across dealt with our method of distribution and pricing. In terms of the former, it took us some time to decide whether we would want to design Kindr as a functioning website or a gaming client. Clients are digital distribution services for video games that are separate downloadable software, the most prominent being Steam and Origin. We ultimately decided to go with websites for launch for simplicity, as it will encourage usage from new users with one less step. In the future, however, creating a client version for Kindr can prove to be useful for both designers and users as it can improve functionality.

When dealing with the latter, it was simple for us to decide on pricing for our primary (question packs) and secondary (add-on mini-games) income streams. However, when trying to find different ways to increase revenue, we slightly struggled. We first thought we should offer a subscription model for access to all packs and mini-games for consistent revenue. When considering our user base, we had to ask ourselves: would we have enough users that have diverse types of relationships (romantic, platonic, etc.) to want all packs? Although we seemed unsure about this for some time, we created a solution that came to many members at the same time: game bundles. By grouping together certain packs and add-ons by themes, we thought this would meet both the goals found in our Impact Map: increase revenue and attract more users (see Appendix A.2). While a subscription model isn't a go-to pricing method at this moment, we will still consider it for our future iteration as we conduct more research on what will be best for our business plan.

What did you learn from this iteration that will help you improve the business model?

For this iteration, we developed pricing models, developed goals and pathways for said goals in our impact map, and began thinking of the various costs we would incur as a legitimate business in financial statements.

Our process in determining how we would price our items (see Appendix A.4) and distribute them helped us understand what would be best for creating a viable and successful business. This also helped set a better context for our business goals, one of which is to increase revenue. Additionally, refining our impact map (see Appendix A.2) taught us more about what specific business activities we can conduct to target our main actors to successfully accomplish our value proposition, “Build genuine connections and relations with meaningful conversations.” Finally, our financial statements helped us improve our business model by changing our perspective. When thinking about how much sales we would need for balance sheets, we had to consider what the customer would want, rather than what benchmarks we needed for revenue. For instance, we spent much time on our income statement (see Appendix A.4) to decide what amount of units sold would be realistic for us.

Each of these three deliverables we worked on was dynamic, as different components in one thing could be affected by another. For example, if we originally set pricing for add-on mini-games at \$2.50 and then think about quantities sold for our income statement, we would make appropriate adjustments to our pricing model to reflect what units sold we would like within our first year. Although each of these three components is very different, we learnt to think more about what the consumer wants, how they will behave, and take that into consideration with our business goals.

What did you learn from a UX perspective, in this iteration, that will help your team better understand your user needs?

A large takeaway from a user experience perspective is continuing to simplify our design. For this iteration, we created a scenario map (see Appendix C.2) outlining the steps that our user (Pokimane) takes when she encounters Kindr. As a result, the questions she would have at each step helped our team recognize the product requirements (see Appendix C.3) that we would need to include in our iteration.

During our usability tests, we asked five individuals from different backgrounds to test our prototype (see Appendix D) regarding task completion, user flow, time on task, etc. Our users were satisfied with the navigation between pages as they were easy to understand and follow. However, there was confusion between several icons when they were asked to browse between different question game packs as it was difficult to identify the correct button. In the upcoming iteration, we will improve our use of icons and place them appropriately for faster task completion. We hope to clarify the motive of each button and screen to be instantly understandable.

What did you learn from this iteration that will help you improve your visual design?

Leaning into the visual design of our website, we found that brainstorming individually allowed our team to have a variety of options to choose from regarding the choice of font and colour (see Appendix B.1). Our team was able to develop a style guide (Appendix B.2) that successfully compliments our brand and is eye-catching to users.

We learned that while we had a set of colours we wanted to use throughout the website, we needed to remember that we aren't confined to those colours only. On the profile page displaying the user's screen time, the four colours are used to measure different levels of interactions and moods. Our team came to the realization from our user tests that the colours may be too harsh and that there was a better way to represent the data being shown. We could improve this by having a set of secondary colours or consider including small graphics or icons.

In addition, our website has a considerable amount of white space which can be perceived as aesthetically pleasing or empty depending on the user. We plan to create a collection of graphics that are blended in the background to complete the overall feel of the website. We want to make sure that the graphics aren't distracting so that the user is still able to focus on the information given to them. They would be placed on pages like our home page when the user first encounters our website as well as on the profile and game library screens.

What will your team do differently in the next iteration to improve?

From a UX perspective, our team will further improve our skills in agile product development as we seem to be still stuck on a waterfall approach. We've realized that our UX design process is taking longer than it needs to and that we aren't being concise and specific with user interface details. During our usability tests, users were often confused on the placement of things as well as the chosen colours because they were unaware that it was only placeholders. Thus, we will fill in real information and develop images/graphics to accurately represent what the final version will look like.

What action item do you hope to accomplish in the next iteration?

For the third iteration we hope to make all aspects of this project more concise, clear, and fill in details we still lack.

Business

Some key items we need to work on are our financial statements. Currently, our balance sheet is not viable for a business solution as it is unbalanced, so we need to spend more time conducting analysis on our hypothetical business operations. Following the completion of our

financial statements, we will need to revise and reflect its information onto the tools and charts made in iterations one and two to legitimize the viability of our business report. To finalize our project, we would like all business materials (charts, financial sheets etc.) to match Kindr's visual branding in a professional manner.

Visual Design

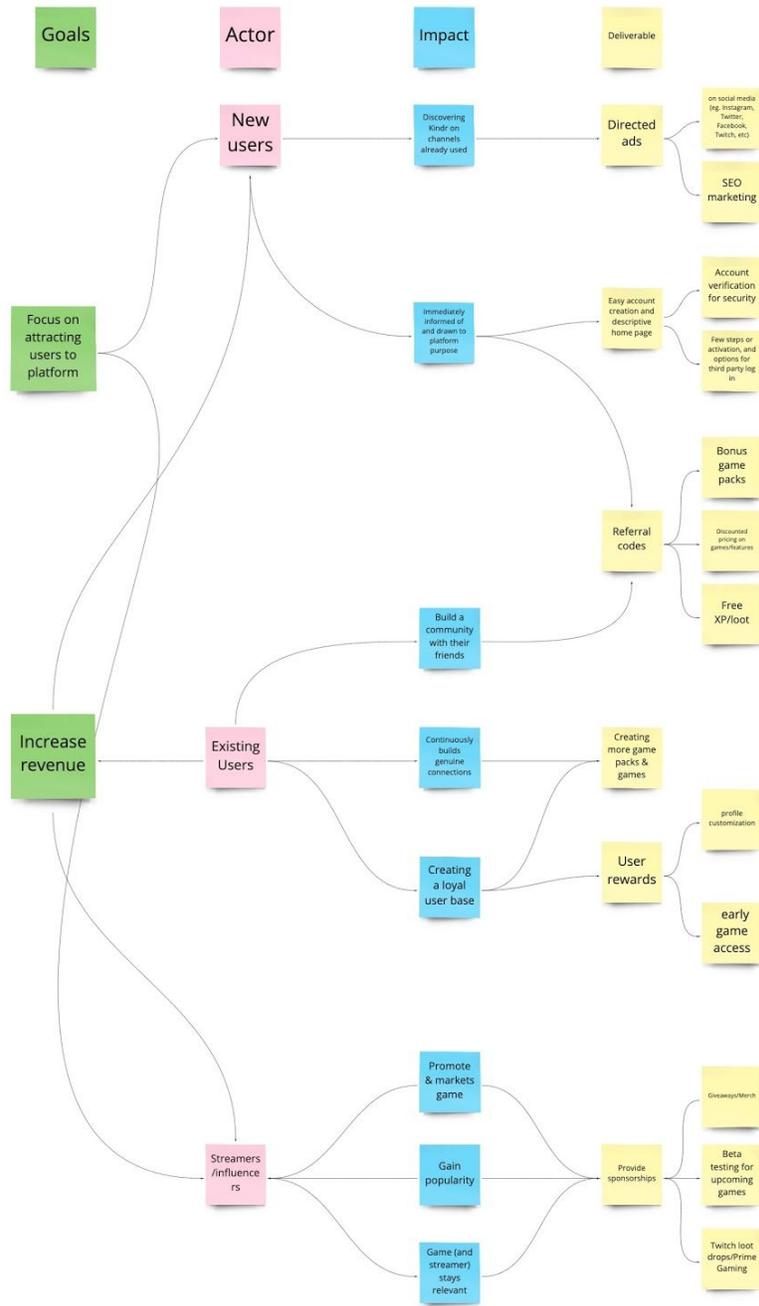
Our next visual design goals are focusing on logo, tone, and brand identity. We want to lean into the style guide (see Appendix B.2) we currently have while expressing Kindr's mission for connection and conversation. Additionally, the placeholder images will be replaced with in-house designs to showcase game previews and other assets that feel unique to the platform to let the user know they are on Kindr. We will accomplish this with styled iconography, use of colour, and bold graphics to invite people in.

UX Design

As mentioned previously, our users would get stuck when there was a placeholder or lack of detail presented during usability testing. Our next task is to fill these in with actual text and visuals we intend for the user to view and interact with. By doing so we can present a clear user journey when someone is playing Kindr. We are then able to aggregate accurate data that is reflected on an improved and realistic prototype.

The primary function of our product is playing games with a video chat. Currently, we only have screens to showcase three players. Our team needs to decide what will be the maximum users allowed to play and how it can be displayed, without compromising the game play or the video interaction. We also hope to finalize the initial game and the gameplays Kindr will create in order to fully round out our application.

In addition, some other action items we need to include would be creating pages for when users make an error. We hope to implement this when users try to play a game or use a feature that they have not purchased or when they're customizing their profile.



miro

A.2 Business Tools: Impact Map

FINANCIAL PLANNING FOR KINDR.GAMES		Launch Date: 9/1/2021	
I HAVE TO:			
BUY / SELL / COLLECT / BORROW / HIRE / ETC... (EXPLAIN BY CATEGORY)			
CATEGORY	DESCRIPTION	DATE NEEDED	(CAD) AMOUNT TEAM (Include /
BUY	Servers	April 1, 2021	\$500.00 Monthly
BUY	Office space	When lockdown lifts	TBD Monthly
BUY	Domain registration	April 1, 2021	\$27.00 Yearly
BUY	Copyrights/patents	ASAP	\$115.00 One time
BUY	Email setup	April 1, 2021	\$15.60 Yearly
BUY	Site hosting	July 10, 2021	\$99.00 Monthly
BUY	Benefits/insurance	April 1, 2021	15% of payroll Bi-weekly
BUY	Maintenance and utilities	When lockdown lifts	TBD Monthly
BUY	Cyber security and data protection	April 1, 2021	\$168.00 Monthly
BUY	Digital marketing	July 10, 2021	\$5,000.00 Weekly
BUY	Software	April 1, 2021	\$104.99 Monthly
HIRE	Developers (game & site)	April 1, 2021	\$3,200.00 Bi-weekly
HIRE	Marketers	April 1, 2021	\$2,400.00 Bi-weekly
HIRE	Designers	April 1, 2021	\$2,400.00 Bi-weekly
HIRE	Interns	Sept 1, 2022	\$1,600.00 Bi-weekly
HIRE	Customer service	July 10, 2021	\$1,400.00 Bi-weekly
BORROW	Line of credit	April 1, 2021	\$10,000.00 Biennial

A.3 Finances: Cash Flow Statement

kindr.games			
Income Statement			
for 1 Oct 2021			
Income	CAD	#'s Sold	
Game packs	\$6.49	500	\$3,245.00
Game bundles (per 5 games)	\$24.99	100	\$2,499.00
Game add-ons	\$0.99	800	\$792.00
Profile customization add-ons (eg. avatars)			
Total Income			\$6,536.00
Expenses			
Employee wages	\$18,800.00		
Marketing	\$20,000.00		
Servers	\$500.00		
Hosting	\$99.00		
Cyber security and data protection	\$168.00		
Software	\$104.99		
Total Expenses			\$39,671.99
Profit / (Loss)			-\$33,135.99

A.4 Finances: Income Statement

BALANCE SHEET

December 31, 2021

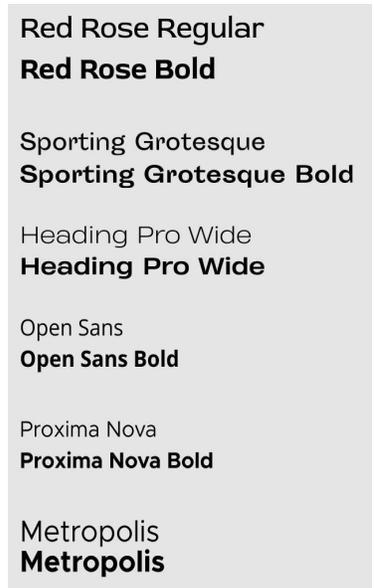
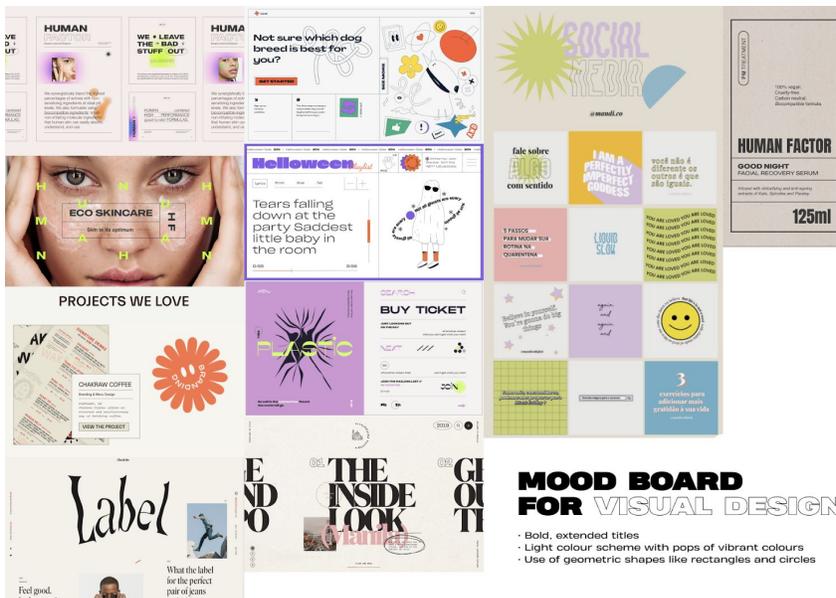
ASSETS	2021
CURRENT ASSETS	
Cash	\$25,000
Accounts Receivable	\$19,608
Inventory	20,000 units
Prepaid Expenses	\$177,019
Short-Term Investments	\$0
Total Current Assets	\$221,627
FIXED (LONG-TERM) ASSETS	
Long-Term Investments	\$50,000
Property, Plant, and Equipment (Less Accumulated Depreciation)	\$50,000
Intangible Assets	\$0
Total Fixed Assets	\$100,000
OTHER ASSETS	
Deferred Income Tax	\$0
Other	\$0
Other	\$0
Total Other Assets	\$0
Total Assets	\$321,627

LIABILITIES AND OWNER'S EQUITY	2021
CURRENT LIABILITIES	
Accounts Payable	\$0
Short-Term Loans	\$10,000
Income Taxes Payable	\$0
Accrued Salaries and Wages	\$152,400
Unearned Revenue	
Current Portion of Long-Term Debt	
Total Current Liabilities	\$162,400
LONG-TERM LIABILITIES	
Long-Term Debt	\$0
Deferred Income Tax	\$0
Other	\$0
Total Long-Term Liabilities	\$0
OWNER'S EQUITY	
Owner's Investment	\$0
Retained Earnings	\$6,536
Other	
Total Owner's Equity	\$6,536
Total Liabilities and Owner's Equity	\$168,936

COMMON FINANCIAL RATIOS	2021
Debt Ratio (Total Liabilities/Total Assets)	0.50
Current Ratio (Current Assets/Current Liabilities)	1.36
Working Capital (Current Assets/Current Liabilities)	1.36469532
Assets-to-Equity Ratio (Total Assets/Owner's Equity)	49.21
Debt-to-Equity Ratio (Total Liabilities/Owner's Equity)	24.85

A.5 Finances: Balance Sheet
([Link to all spreadsheets](#))

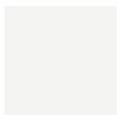
B: Visual Design



B.1 VD: Moodboard

Style Guide

Background / Text



Colour Palette



Fonts

Titles

Heading Pro Wide

Body text

Proxima Nova

Border Radius (Squares/Rects): 15px or 20px

Strokes:

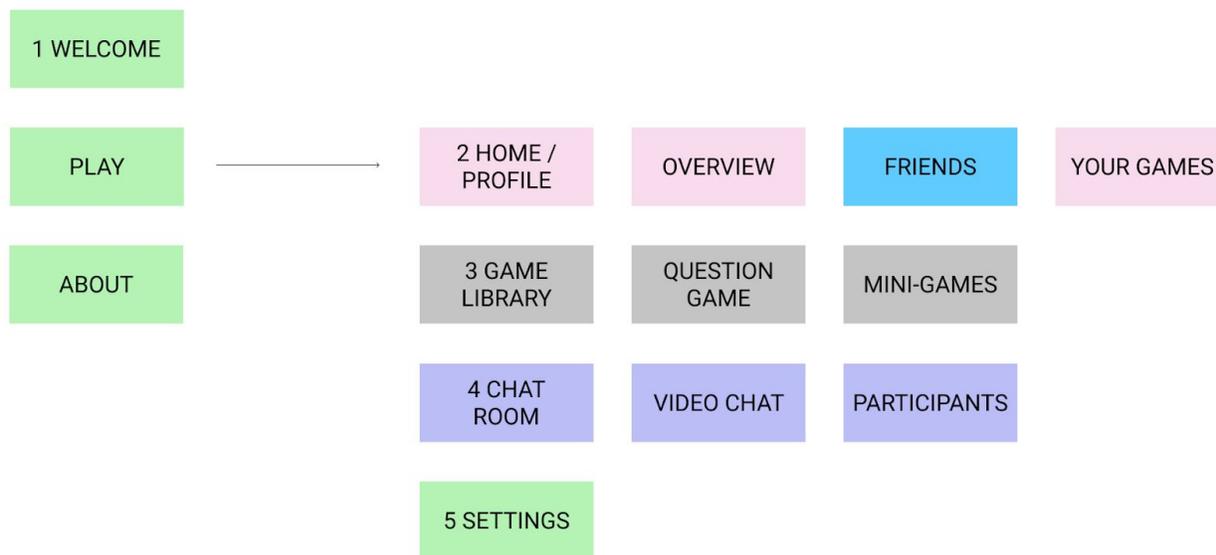
1px / 0.5px

25% black / 50% black

Drop Shadows: Decide later

B.2 VD: Style Guide

C: User Experience Research



C.1 UXR: Information Hierarchy



C.2 UXR: Scenario Mapping

Product Requirements + Add a view

Search ↗ ⋮ New ▾

User Task	Requirement	Pages/Screens to Design	How the design could achieve these require...	Features, actions, and content that each page/screen will c...
Arrives at homepage, sees what _____ is about and how the game works	Information on key aspects of the game	Home page	Show description and visuals on key aspects of the game	Call to action buttons to play game/create an account
User wants a question answered	List of FAQ and contact info incase the specific question user had couldn't be answered	FAQ	List the questions and have clear answers	Toggle buttons to see answer to questions
Understand the mission and people behind the product	Information on how and why this platform came to be; Describes what goal it ultimately hopes to achieve for users	About	Clearly explain the mission and the people	Words, description, and images
Create account or sign into existing account	Create account pathway or sign into account pathway	Play	Allow Auth0 sign-ups so people can use their social media accounts to discover friends and sign-up easier.	Social media account sign ups, key details: email, pass, username
User wants to explore their own/a friends) overall information on [platform name], in addition gaming-related information	Shows user info (name, mood), usage statistics and user game library	Profile	This page will need to use a law of proximity and separate information in two ways: overall user information, and purchased game information.	<ul style="list-style-type: none"> User Info: basics (online status, name, photo, username), level, mood, Stats: graphics and diagrams can be used instead of text Game info: display owned games, ratings, and link to game in game store to provide more information if needed
User enters chat room to talk and video call with friends while playing games together	Shows participants playing/calling/chatting	Chat room	The main focus on this page will be the participants video/audio calling. There will also be a chat bar on the right side of the screen	<ul style="list-style-type: none"> Options for minimizing and enlarging screens (eg. full screen) Action buttons for each participant (eg. Pin to screen, mute audio, hide video) Adding new users (eg. inviting friends, sharing link) Friends list to see who is online/offline Chat box for assisted communication (will include emojis, attachments, and gifs) Picture-in-Picture mode to allow users to browse the app while in game/call
Users are able to search, discover, and purchase new games to play with their friends.	Shows featured/user-recommended games to the user while allowing to filter games through the search bar and categories.	Game Library	The featured/recommended games will be the first thing the users will be drawn towards. Below there will be a component that allows search/category filter all in one page allowing easy browsing experience. By clicking on a game, users will be able to learn more about the game and read reviews to reassure their purchases.	<ul style="list-style-type: none"> Accurate recommendations through collection of user data Saved payment options for quick and easy checkout. Add trustworthy review sections. Clear and concise information about each game and easy to digest photos/videos for game media. Ability to refund game within a certain timeframe.
Users can edit account details, display theme, audio and video quality, accessibility	Shows multiple settings that users can use to change profiles, game display/graphics, security, payment information, and accessibility options to allow personalization.	Settings	Having one static page displaying all the necessary options and dividing each option into categories.	<ul style="list-style-type: none"> Ability to delete account/data at any given time.

C.3 UXR: Product Requirements

What inspires you?	What do you value most in life?
Describe your perfect day.	How do you self-reflect?
Who are your closest relationships?	What's your love language?
How do you handle emotional vulnerability?	How do you stay happy?

C.4 UXR: User Stories - Open-ended questions to gather information

Code Book

Code Name	Scalars	Description	Examples	Close, but not quite
Evidence of Self-Awareness	Conversation with others Self-Reflection Journaling Physical Activity	Various methods of how people determine their current emotional state, whether that deals with they themselves, how they feel amongst other people, etc.	RE: Vulnerability: "I don't handle it well. I tend to hold things to myself and not talk about it with anyone." RE: Self-reflection: "I don't. I should but it's kind of difficult for me to do so."	"Telling myself that whatever it is that is threatening my happiness is happening to make me stronger and to build context for my success story."
Online Sociability	Introverted Extroverted Ambiverted	Any reference to how people engage in social activity while online—whether they find communicating with friends easy, level of comfort with discussing serious & personal matters via digital platform, etc.	"If I stay on a call long enough, I find myself becoming more comfortable to open up to my friends and talk about how I'm doing or my struggles"	"I wait for people to come to be a lot of the time, im used to that as i am fairly open with the people i care about i never really have to pry"
Tools for Well-Being	Games Physical Activity Independence Social media Hobbies	Methods of maintaining wellbeing and positive emotional state.	"The media - If I'm in a mood to laugh, I'll watch a funny video and it sets me in a good mood." "playing video games with my friends kept me company :)." "clear my head with a walk" "Consistency! Can't go a day without a routine, walking the dog, and having a cup of coffee."	
Prior expectations before COVID-19	Short-termed Unexpected Optimistic Pessimistic	Thoughts and expectations how COVID-19 would turn out, eventually taking a toll on emotional and mental health.	"I thought quarantine would've been lifted within a few months but who would've thought it'd last over a year" "I thought COVID-19 would go away in a month." "I was definitely expecting it to end in 2020"	

C.5 UXR: Code book

Questions	Person 1 (Celina)	Person 2 (Ken)	Person 3 (Vi)	Person 4 (Ariane)	Person 5 (Michelle)
! SCREENING/PRE-TEST					
How much time do you usually spend playing games?	Not often.. I'm usually too busy with school work to be playing games	If I had the chance too, I would usually play everyday for a few hours after work.	None, but depends on the week. But sometimes I would play among us with my friends, but it's very inconsistent, its always with friends, or its a mobile game.	2 hours a month.	Maybe once or twice a week on the weekends.
What games do you tend to play yourself?	I really like board games like Monopoly and card games like UNO. Sometimes I'll play Sims, but that's rare	Currently I've been playing League, Valorant, ERBS, and Valheim. Likes playing both casual and competitive games	Among Us, Mobile Games (arcade), Sudoku, We're not really strangers.	among us, scribblio, cards against humanity	I love playing board games mobile app version (UNO, Tokaido, The Game of Life 2)
How does the gaming experience differ from single-player vs multiplayer for you?	I prefer multiplayer so I can play with my friends. I feel that it's more fun and playing with people makes everything more enjoyable.	I usually tend to play multiplayer games because it's stressful playing by yourself, especially if it's a competitive game.	For multiplayer games I would play because I want to socialize rather than playing because I want to play games myself. But when I play games alone it would be to pass time.	its just something to do during quarantine, good way to connect with people and interact with others—nice way to interact, don't play games by myself.	I kinda prefer single-player games because multi-player games can get overwhelming for me but it's definitely an option to have when my friends join in on the fun.
! IN-TEST					
How do you feel when you first open our site?	I really like the font and colour choices.. it's really eye-catching and the layout is nice.	It was easy to read and understand, it's not overwhelming	Very instruction. Felt that it was an app and they showed how you were supposed to install the application.	intrigued, nice fonts, ooh what is this, it's welcoming. attracting to scroll through website. nice colour schemes	Eye-catching font style and colours. I like how there was an overview of the app features on the home page.
Can you play and make an account?	Yes	Yes	Yes she can!	yes	Yes
How do you feel about the home page?	Not sure how I feel about the	Play by mood is very	"I like to see what my friends		I like how you can play by

C.6 Usability Test

Usability Test Questions

SCREENING/PRE-TEST:

- How much time do you usually spend playing games?
- What games do you tend to play yourself?

- How does the gaming experience differ from single-player vs multiplayer for you?

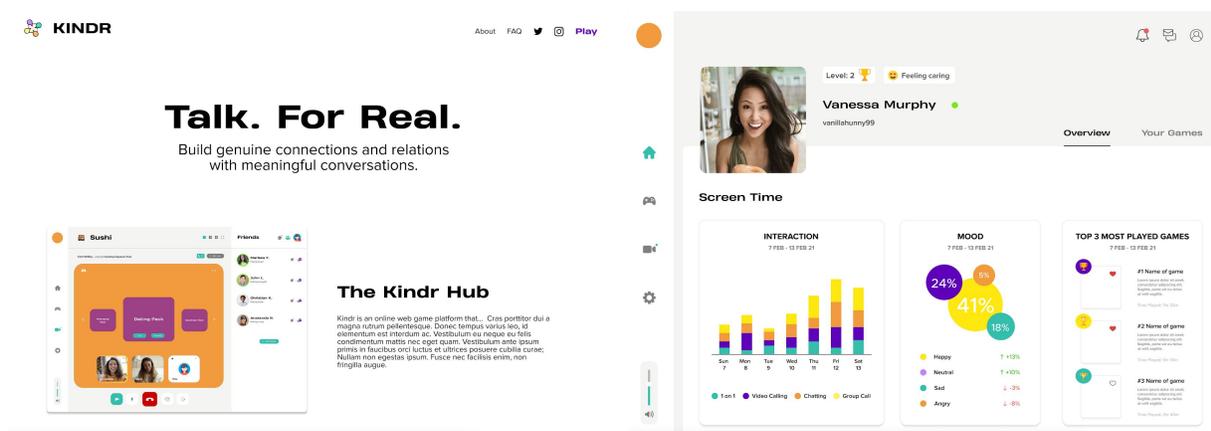
IN-TEST

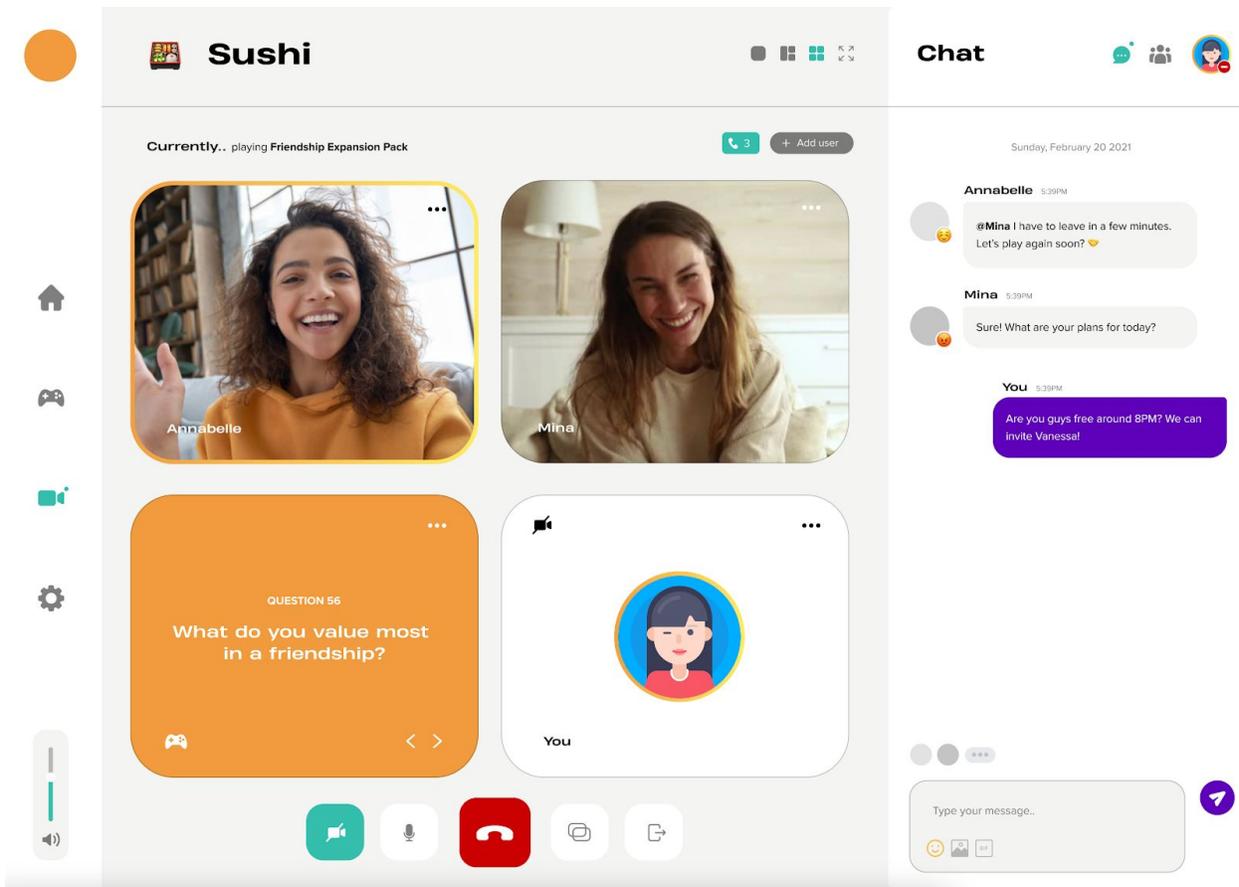
- How do you feel when you first open our site?
- Can you play and make an account?
- How do you feel about the home page?
- On the home page, go to your profile and explain how you feel about the data given to you.
- What information would you want to see on your profile page?
- How personalized do you like to make your profile?
- In your profile, are you able to find the games you own?
- Please try to purchase a game, and explain how you feel about the process itself.
- How do you feel viewing the information about an individual game?
- In the chatroom screen, please enlarge the video call to full screen. What are your thoughts on the separate buttons?
- What are your thoughts on the video call sizes of your friends/yourself?
- Within the chatroom page/screen, please try to browse for different question game packs.
- Go to the settings page. We gave a general layout of settings the user would need, is there anything you would want to be personalized on this app?

POST-TEST

- How likely are you to use this website, and refer it to others? Why or why not?
- If you could change one thing about the website, what would it be and why?
- How ready do you feel this site is in relation to launching?
- Any thoughts, comments, or questions about the game?

D: Prototype





([Link to iteration 2 prototype](#))