



KINDR

Iteration 3 & Report

GBDA 402: Cross-Cultural Digital Business 2

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Reflection

KINDR is an online web game platform that aims to digitally inspire genuine connection through meaningful conversations with question packs exploring friendships, dating, and family. It also comes with exciting mini games. KINDR is the new centralized space for friends and loved ones to connect and hang out virtually in an immersive experience.

Production: What did you build and accomplish in the iteration?

The production output level for this iteration was our highest yet. In terms of business, we finalized two important deliverables: financial statements, and our Kano Analysis. In Iteration 2, we submitted a rough draft of our financial statement, including an unbalanced balance sheet and no cash flow statement. Our team, led by our business analyst Michelle, completed all three financial statements with a greater sense of understanding for each document in this iteration than our last. Our Kano Analysis was used to test reception for different features we plan to use in Iteration 4 to further execute our Impact Map goals (see Appendix A.1).

For user experience, UX designers Ariane and Vidhi focused on implementing new features and refining older ones based on red teaming and user testing feedback. Specifically, the UX team implemented an onboarding process for our dashboard, profile, shop and chatroom pages, and replaced placeholder text and images with detailed content about KINDR.

Visually, Ken and Celina focused on revamping our visual design from a light mode to a dark mode theme, executed the onboarding process in an intuitive manner, and refined features like fullscreen options, increasing video sizes and enhancing our use of colour and space.

Goals: Why did you choose this as your goal for this Iteration?

A major piece of feedback on iteration two was that we did not seem to understand who our customers and users were, or that they were not strongly identified. Furthermore, we lacked in describing what makes our app pull in users from competitors, direct and indirect. When considering user and customer behaviour, understanding patterns is essential in reaching our Impact Map goals of increasing revenue and attracting users (see Appendix A.1). Thus, our main goal for this iteration is improving existing things and implementing new things to KINDR to meet said goals, and having that reflect through the three pillars.

With business, we used financial statements to best understand what we need to do, regarding pricing and marketing, to increase our revenue as a company. To set specific financial goals, like cash within our first year, we had to consider our customer behaviour and reasonable purchasing habits with our product. Will people be focused more on mini-gaming and profile personalization and spend more money there, or be more concerned about question packs and want to purchase them with bundles, or through subscriptions? With the Kano Analysis, this was conducted to meet our second goal of attracting more users. While financial statements, onboarding and elevating visual design took most of our time this iteration, we used this analysis to vet certain features that we deemed potential user attractions and retainers. This way, with Iteration Four, we know what systems to have ready for launch, rather than being implemented later on.

For user experience we focused on onboarding, planning copy for various pages, and refining features to further emphasize the purpose of KINDR. In Iteration Two, a lot of feedback concerned confusion with different features due to lack of onboarding or actual content (as

opposed to placeholder text and images). Providing users with the information they need will create a deeper impression of KINDR, and potentially increase the desire to use the platform full time. Thus, our UX team contributed towards our goal of increasing users.

Our visual team worked in collaboration with our UX team to create an onboarding system that would not only inform users of how to use KINDR, but to make sure that it is displayed in a way that subtly encourages usage, and not aggressively deter it. The visual team was also heavily focused on enhancing the atmosphere and feel of KINDR through branding. As seen in Appendix D, our home page on our website uses a white background with varying gradients and colours to be inviting and enticing. Specifically, we added gradients and vibrant colours to our web page component to better utilize our whitespace. Conversely, it can also be seen in Appendix D that our platform itself has switched to a “dark mode” layout to create a more welcoming atmosphere that is easier on the eyes, as games are often played with friends for long periods of time at night. The aforementioned visual changes, in conjunction with enhancing features like fullscreen options, help us reach our goal of attracting users, and were thus the focus of this iteration.

Target Client: Who are you building this for?

Based on research of online gaming services, our target audience is predominantly young adults (ages 18 - 35) who want a platform to connect and socialize with their friends and family. With the limitations of social distancing, many people have been searching for ways to stay entertained, minimize stress, and have an opportunity to socialize with people. Furthermore, in the event that socializing in a communal space with one's friends and family is no longer a roadblock with the pandemic, KINDR is designed to help anyone who sees distance as an issue, whether you're family separated by city, or online friends who have never met before from different countries but

want to feel like they can “hang out” together. We created KINDR to understand the user’s state of mind and recommend various game genres (correlate to feelings or casual, family, puzzle, strategy) that could relieve the user’s emotions. For example, shy and nervous incoming university students may use KINDR as a way to get to know each other and speak about themselves through our “Questions: Basic Pack”.

When considering buying behaviour, KINDR has been created with multiple uses—question packs, mini games, and profile customization—that have varying price points to appeal to different types of user behaviour. A major target base, within our 18 - 35 age range of people seeking socialization, are those who purely seek out KINDR’s main feature: using question packs to have deeply connected conversations with loved ones. To take this into consideration, we created different methods of purchasing question packs to tailor to those needs: buying packs individually, or through bundles (see the Income Statement notes in Appendix A.4). We have also taken into consideration another type of user and their needs with KINDR: the more casual user that takes interest in mini games and personalization. Mini games are priced cheaper than question packs, and personalization is offered in multiple levels at varying price points to offer users different methods of customizing their KINDR experience (see the Income Statement notes in Appendix A.4). While our pricing models for these two types of users may seem to specifically benefit that sole group, we have designed KINDR and its business platform to benefit any and all users.

In terms of delivery, KINDR will be available to users as a client and website. While we decided in Iteration 2 to present this as a website at the start and a client later on, we decided in this iteration that having accessibility as a client and website is optimal for outreach to serve different

needs. KINDR is available for download through the web, as seen in the beginning of our prototype, but can be played through downloaded software or via the web. Our prototype is made to display the website experience with KINDR, but would look the same in a client experience.

Roadblocks/Issues: What problems did you face? How did you deal with them?

Our first iteration of our financial statements showed many errors as the balance sheet was not balanced, and we also did not have a cash flow statement. When trying to pick up from where we left off with financial statements from our previous iteration, we struggled with trying to make sure everything was viable and truly understanding what each component meant. Through meeting with Tabatha to review our iteration 2 drafts, our previous business analyst was able to understand what needed to be changed in this iteration, and hand that over to the business analyst for this iteration to lead the team to completion. Additionally, we realized that our lack of research in our consumer behaviour and target market interfered when thinking of the viability of our product pricing. We had to go back to our business model and clarify the purchase patterns of our users to price accordingly. By doing so, we were able to provide a more accurate and balanced financial statement.

Improvement for Business: what did you learn that helped you improve your business model?

For this iteration, we focused heavily on the customer's buying behaviour, point of view of certain features, and what makes KINDR valuable to pay as a service to our prospective user base as opposed to a different gaming platform.

In the process of determining what prices should be set for each game pack and add ons, we concentrated on how our customers and users could benefit from using KINDR and accustom a price point that validated the service. We received feedback regarding our deficiency of customer knowledge from a personal, human standpoint. When considering who our customers could be, we determined two types of users: 1) Wanting a close knitted personal gaming experience—potentially using mini-games and personalized question packs to create “real talk” conversations for an affordable price, and 2) Game and personalization bundles for a fun, dynamic, group game by purchasing extra add-ons to enhance the experience. With the designated pricing models for our users, this helped us collect user data and better determine how much customers are willing to pay for our mini-games, game packs, and bundle experiences. Better understanding our customer behaviour and clarifying the possible purchase patterns for our products assisted us to deduct unnecessary costs on our cash flow statements and refine elements of the balance statement to be correctly balanced. Our learning curve from this iteration was to meet our goals from the impact map and recognize that every business decision made had to pave a pathway to our business goals.

The Kano Analysis was another method for us to improve our business to meet our goals. As seen in Appendix A.5, the features and systems explored here have not been implemented into KINDR just as yet. However, we wanted to explore new things that can be brought to enhance our platform in the future, as we hope to continuously make changes and improvements to better serve our customers. We learned here that, for the most part, a lot of our prospective features and systems are not outright disliked by our target base. On the contrary, many of them lean to exciter categories, and most are labelled as “indifferent,” meaning we have choices in what things we will want to rule out and what we’d like to pursue with some changes.

Our current outlook for the past two iterations for KINDR has been assisting users spend time with their loved ones in a time where that isn't so easy. In this iteration, however, we have been able to reflect on our product and learn how adaptable it is to different purposes, and understand how that may benefit us in meeting our goals of increasing revenue and attracting users. We know that we want this platform to have longevity far after the pandemic and its limitations, and we have analyzed what type of user can benefit from KINDR post-pandemic. As previously mentioned in our target market section, our intended audience is people who may not be able to spend time together physically, period. This extends to friends and family who live in different cities, online friends in different countries, or simply for people who just can't meet because of life differences and scheduling. Additionally, our reflection has taught us that we can position KINDR as a great way to socialize with friends during the winter season when it's too cold, or summer days when it's too hot to go out. Overall, we've learned that once we truly understand who we want to serve, the possibilities on *how* we serve them are endless.

Improvements for UX: what did you learn that helped your team understand your users' needs?

Our team acquired valuable feedback for our prototype that helped us make better changes and choices to meet our goals from the red team activity (see Appendix C.1) and our user testing research (see Appendix C.2). Based on the comments, we noticed there was a lot of confusion amongst peers and users in trying to first navigate through our platform. We realized that users were thrown into the deep end as they finished their first sign-in process and our team needed to adjust that experience accordingly to ease them into using KINDR. In this iteration, through collaboration with the visual team, our designers implemented annotations to guide the user

through first using our platform and what they should expect on each page. There were also notable comments about the lack of content of our games and website in our prototypes, so we worked on expanding the variety of our games and added a playthrough experience on our “Questions: Basic Pack.” We also revamped our previous Game Library section into the Store to prevent confusion by creating descriptions and reviews for games, and wrote content for our web pages.

When comparing our redteaming feedback at the beginning of this iteration to our user testing feedback towards the end, we noted that there were reduced comments about lack of content and understanding with KINDR, and most critiques concerned wording and graphic design choices. From these improvements, we’ve learned that through continuous changes and testing, making improvements to enhance user experience with KINDR is not as difficult as it appears. Additionally, we learned how small things like wording choices and choosing to display certain information can make huge differences in our journey to meeting our goals.

Improvements for Visual Design: what did you learn that helped your team improve the look & layout of your project?

Throughout our visual design process this iteration, we learned that while we added more content to KINDR, the “less is more” ideology can still be executed when considering the context of improvements. We also began to understand more how changes to our visual design subtly feeds into the other pillars to assist in meeting our goals.

Our team began our learning process regarding visual design through a meeting with Ray to get more insight. He commented on the white space used and that, while it was not a bad thing, it still

felt like there was something missing. The purpose of KINDR is to have a safe, open, and fun space to genuinely talk with others and play enjoyable games. To further emphasize that and better reflect the vision for the brand as a whole, we started to implement more visual details such as more colour from our style guide, gradients and fun graphics to enhance KINDR's personality. Our largest leap involved deciding to make KINDR entirely "dark mode" (see Appendix D). This changed the entire atmosphere of the platform and made it feel like a cozier and exciting place to be.

In collaboration with UX designers, the visual design team also created an onboarding process providing information that was simple, to the point, and not overbearing or overwhelming to the user. Furthermore, the team focused on replacing placeholder text and images with specific graphics and text that now provide details and information.

Looking Ahead: What would your team do differently? What insights have you gained from learning? What would you do differently in the future?

Our main mistake that occurred in this iteration was our priority when it came to focusing on our financial statement and target client, in that order. In the previous iteration, we were unable to clarify and deeply analyze our research of our consumers, which stunted our progress for business in this iteration. Rather than conduct our research and identify customer bases first, and make our financial statements reflect that, we ignored our fundamental points in our business research in order to finish those statements and Kano Analysis. As a result, we learned that in the future, we must place greater significance in developing our business model before moving on to subsequent analysis and research. By doing this, it is easier to make better informed decisions and deductions with a greater understanding of our business.

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

For the fourth iteration, we hope to accomplish the following:

Business

During our red teaming exercise, we received business-related questions that we will further think about (see Appendix C.1), specifically focusing on ways we can retain our customers. In future iterations, we plan to spend more time conducting analysis on our hypothetical business operations from our Kano Analysis (see Appendix A.5), and how they can help answer those questions. As previously stated in our business model section, there are many features in our Kano Analysis that are considered excitors, or nearly are. We hope to expand more on some of these features that we believe will be beneficial to implement prior to launch that will help us continue to meet our business goals. Furthermore, once considering those features and systems, we hope to spend more time focusing on the positioning of KINDR and how we want to market it to various types of consumers to maximize reach and further increase longevity as a product. To finalize our project, we would like to make all of our business materials such as the business model canvas and charts to match KINDR's visual branding in a professional manner.

Visual Design

As mentioned in our Iteration Two report, we want to further improve and focus on our brand identity by making our style more recognizable. Currently, we are using a set of very simple icons and graphics that we would like to be better designed to match KINDR's brand. This would include creating bolder graphics for game packs that will attract users and designing a set of unique KINDR icons implemented with micro-interactions (eg. a small animation on the cart icon

when a user adds an item to their cart). Based on our Kano Analysis (see Appendix A.5), people were excited about an avatar personalization, so our team plans to incorporate avatars that users are able to use to represent themselves in-game rather than being pressured to use a real-life photo.

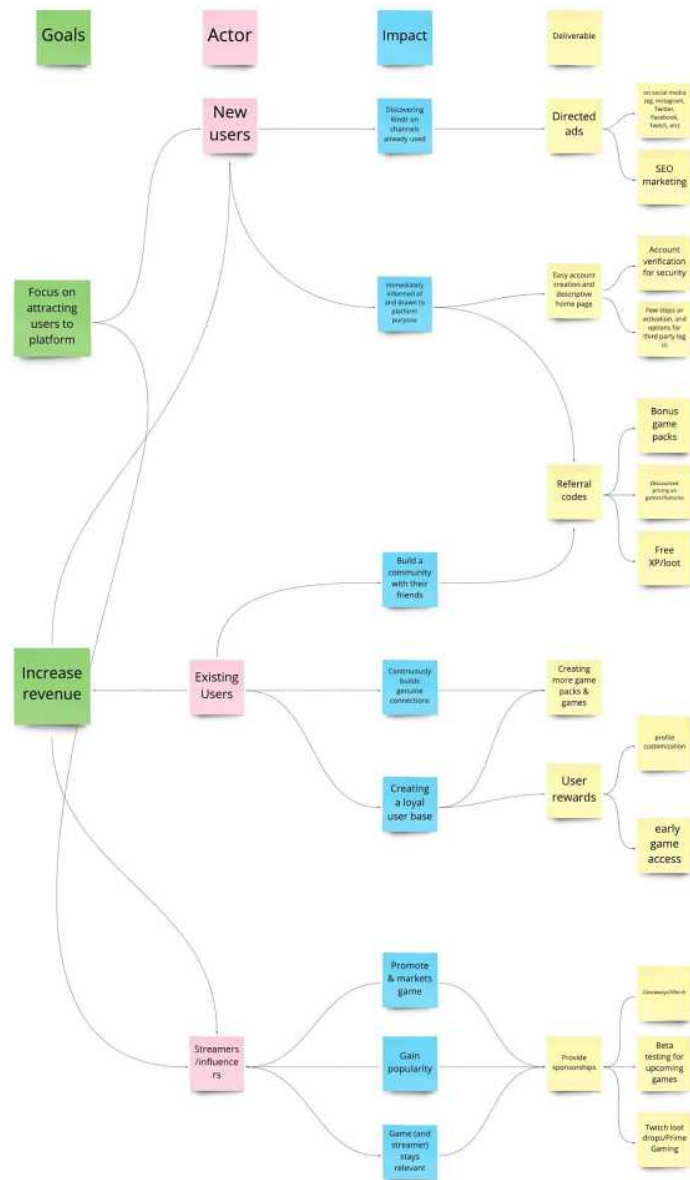
UX Design

Our Kano Analysis has once again proven useful(see Appendix A.5), and alongside our user testing for this iteration's prototype, we were able to organize the priority of our features and find points to gradually improve the experience of our app. Profile privacy was a key question that was brought up during testing and we are looking to implement privacy options for individual profiles. We also realized that the game library section in the profile was less favourable to users, so will revert back to "most played games" in the next iteration. Regarding accessibility, we hope to provide font size adjustments in settings after feedback on small font sizing, specifically for add-on descriptions in the Store section of KINDR. We also look to show game prices before you add them to the cart.

Most importantly, we are looking to expand KINDR's interactions and functions in numerous ways. We plan to create flows for different quantities of people per lobby and add more error interactions for users to test, as the sole error message we have regards trying to add the same question pack/mini-game to the shopping cart. The Kano Analysis showed that users were favourable to the idea of our referral/rewards feature, so we are aiming to create pages that display this and develop a reward system for our referral program. As our prototype expands, we need to update our components to improve the prototype's scalability to reduce the number of bugs and flow errors that might occur.

Appendix

A: Business Analysis



miro

A.1 Business Tools: Impact Map

kindr.games		Income Statement for the month of September 2021	
Income			
Question Game packs			\$5,992.00
Question Game Bundles (per 5 games)			\$2,999.00
Profile customization add-ons (Common, Rare, Mystical....)			\$5,832.00
Game Add-ons/Mini-games			\$2,006.75
Total Income			\$16,829.75
Expenses			
Employee wages			\$6,400.00
Marketing			\$2,000.00
Servers			\$500.00
Hosting			\$99.00
Cyber security and data protection			\$168.00
Software			\$104.99
Legal insurance and benefits			\$960.00
Total Expenses			\$10,231.99
Profit			\$6,597.76
Notes			
• Employee wages includes web & game developers, as marketing, design and customer service can be done by our 5-man team.			
• Game packs cost \$7.49 and we expect to sell 800 in this month based on spending \$2000/month spent on marketing. Game bundles cost \$29.99 and we expect to sell 100 in this month based on our marketing spending.			
• Profile customization add-ons cost from \$0.99, \$2.99, and \$9.99 and we expect to sell 1000, 450, and 350 in this month respectively, totalling to 1800. Customization packs are themed, with the content/variation of items included increasing per price point.			
• Mini Game add-ons cost \$3.49 and we expect to sell 575 in this month based on marketing.			
• Marketing Breakdown: Exposure, Game Packs & Game Bundles @ \$1000, Profile customization @ \$500, and Mini Games @ \$500.			
	CAD	#'s Sold	#'s Sold
	\$7.49	800	800
	\$29.99	100	100
	\$0.99, \$2.99, \$9.99	1800	1800
	3.49	575	575

A.4 Finances: Income Statement

BALANCE SHEET

December 31, 2021

ASSETS	2021
CURRENT ASSETS	
Cash	\$68,336
Accounts Receivable	\$0
Prepaid Expenses	\$0
Short-Term Investments	\$0
Total Current Assets	\$68,336
FIXED (LONG-TERM) ASSETS	
Long-Term Investments	\$0
(Less Accumulated Depreciation)	\$0
Intangible Assets	\$0
Total Fixed Assets	\$0
OTHER ASSETS	
Intangible Assets (Copyright and Patent)	\$115
Other (Computers, 4)	\$6,000
Total Other Assets	\$6,115
Total Assets	\$74,451

COMMON FINANCIAL RATIOS	2021
Debt Ratio (Total Liabilities/Total Assets)	0.00
Current Ratio (Current Assets/Current Liabilities)	
Working Capital (Current Assets/Current Liabilities)	
Assets-to-Equity Ratio (Total Assets/Owner's Equity)	
Debt-to-Equity Ratio (Total Liabilities/Owner's Equity)	

LIABILITIES AND OWNER'S EQUITY	2021
CURRENT LIABILITIES	
Accounts Payable	\$3,212
Short-Term Loans	\$12,000
Income Taxes Payable	\$0
Unearned Revenue	\$0
Current Portion of Long-Term Debt	\$0
Total Current Liabilities	\$15,212
LONG-TERM LIABILITIES	
Long-Term Debt	\$50,000
Deferred Income Tax	\$0
Other	\$0
Total Long-Term Liabilities	\$50,000
OWNER'S EQUITY	
Owner's Investment	\$0
Retained Earnings	\$9,239
Other	\$0
Total Owner's Equity	\$9,239
Total Liabilities and Owner's Equity	\$74,451

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

2. Tallies

Feature	Exciter	Linear	Mandatory	Indifferent	Questiona...	Reverse	FINAL EVAL
1. Ads	5	1	0	15	0	6	Indifferent
2. Sign Up Methods	8	1	3	11	0	3	Indifferent
3. Two-Step Verification	6	1	0	16	0	3	Indifferent
4. Customizable Avatars	12	7	1	7	0	0	Exciter
5. Rewards from Referrals	11	2	0	13	0	1	Indifferent
6. Rewards from Play Time/Engagement	10	2	2	13	0	0	Indifferent
7. Beta testing & early game access	12	2	0	13	0	0	Indifferent/Exciter
8. Sponsorship	13	0	0	14	0	0	Indifferent/Exciter

+ New

3. Percentages + Add a view

Feature	Exciter	Linear	Mandatory	Indifferent	Questiona...	Reverse	FINAL EVAL
1. Ads	18.5	3.7	0	55.5	0	22.2	Indifferent
2. Sign Up Methods	29.6	3.7	11.1	40.7	0	11.1	Indifferent
3. Two-Step Verification	22.2	3.7	0	59.3	0	11.1	Indifferent
4. Customizable Avatars	44.4	25.9	3.7	25.9	0	0	Exciter
5. Rewards from Referrals	40.7	7.4	0	48.1	0	3.7	Indifferent
6. Rewards from Play Time/Engagement	37	7.4	27.4	48.1	0	0	Indifferent
7. Beta testing & early game access	44.4	7.4	0	48.1	0	0	Indifferent/Exciter
8. Sponsorship	48.1	0	0	51.8	0	0	Indifferent/Exciter

+ New

4. Results

Based on the results,

Customizable avatars (number 4) is an exciter.

Beta testing (number 7) and **sponsorship (number 8)** are both an exciter and indifferent.

Rewards from both referrals (number 5) and **play time/engagement (number 6)** lean towards indifferent but with some exciter.

All other results, ads (number 1), sign up methods (number 2), and two-step verification (number 3) are indifferent.

Functional Question	Dysfunctional Question
If you viewed ads for this game on your favourite social media platforms, how would you feel?	If you did NOT view ads for this game on your favourite social media platforms, how would you feel?
If you could sign up for Kindr by connecting accounts (e.g Gmail, Facebook), how would you feel?	If you could NOT sign up for Kindr by connecting accounts (e.g Gmail, Facebook), how would you feel?
If you could create an account with two-factor authenticity/two-step verification, how would you feel?	If you could NOT create an account with two-factor authenticity/two-step verification, how would you feel?
If you were able to customize your avatar for our website, how would you feel?	If you were NOT able to customize your avatar for ourwebsite, how would you feel?

If you were able to receive extra rewards (eg. bonus game packs) from REFERRING, how would you feel?	If you were NOT able to receive extra rewards (eg. bonus game packs) from REFERRING, how would you feel?
If you were to receive user rewards dependent on PLAY TIME or ENGAGEMENT, how would you feel?	If you were NOT able to receive user rewards dependent on PLAY TIME or ENGAGEMENT, how would you feel?
If you were able to participate in beta testing and early game access, how would you feel?	If you were NOT able to participate in beta testing and early game access, how would you feel?
If you were to watch sponsored Kindr content by a favourite streamer/gamer, how would you feel?	If you were NOT able to watch sponsored Kindr content by a favourite streamer/gamer, how would you feel?

A.5 Kano Analysis
([link](#) to individual responses)

B: Visual Design



KINDR

B.1 KINDR Logo

Style Guide

Backgrounds



Text



Colour Palette



Fonts

Titles

Heading Pro Wide

Body text

Proxima Nova

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

Strokes:

1px / 0.5px

25% white / 50% white

Additional UX Details

Profile: Vanessa Reyes

Username: vanessareyes



Additional Visual Details



B.2 Updated KINDR style guide

C: User Experience

<i>"As a user who doesn't know much about your service, some kind of walk-through during on-boarding might be helpful. Doesn't have to be major, just something that maybe highlights specific areas of your site. That way people immediately know where to go and how they can best take advantage of your platform."</i>	<i>"What makes you different and better than other online games?" "What encourages your users to stay active?" and "Do you have the skills to build this?"</i> <i>One area I think you need to nail down is customer retention and ensuring users want to use your product over another company. What makes you unique?</i>
<i>"Some information architecture stuff needs to be made a bit more clear and easy to navigate through... I didn't really know where to click or what I was supposed to do"</i>	<i>"I was a little unclear about the Game Library. Reading that made me believe that there would be a section showing your purchased games vs having there be a store area"</i>
<i>"Can you add your friends to your profile? If you can, where can you see your list of friends? How can I start a call? does everyone have to buy the games in the group in order to play?"</i>	<i>"I wish I was able to get more information from the content on the site. I'm sure you will fill in the filler text and duplicate pages for IT3, but i do think it affected my experience with the product."</i>

C.1 Red-teaming: Highlighted comments

Iteration 3 - Usability Test + Add a view

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?	1. pretty often, i don't find myself busy lately so i'm able to play games with my friends	I only play arcade games once in a while, but if i do i get pretty hooked and can play like 6 hours a day.	a few hours a day, 1-2 hours a day	2 hours a month.	8 hours a week	
What games do you tend to play yourself?	2. i play multiplayer games like Valorant and Overwatch	I play just family games on the switch or phone arcade games	Kim K, solitaire, with friends on discord a lottery game Mudae, backyard.co (spyfall), jackbox, board games: more for special occasions with family (scattergories), iMessage games (crazy 8s, 8 ball)	among us, scribblio, cards against humanity	Strategy games (TFT)	
How does the gaming experience differ from single-player vs multiplayer for you?	3. multiplayer is more fun because i'm able to play with my friends, it makes the experience more enjoyable	I like playing multiplayer because its a lot more meaningful because i play alone is too pass the time.	myself - to pass time, idle. with others - have fun with my friends, and fun competition	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.	enjoy multiplayer - playing with friends is more fun and interactive single - more competitive	
! IN-TEST						
Please navigate through the main pages on this website, and explain how you feel with the information and design.	4. i like how everything is laid out and it's really pretty. idk if i'd read the "about" section with everyone and it doesn't seem necessary, but i like everything else. i'm curious as to what "join the letter means", is that like a newsletter?	Its really pretty, but the black text over certain gradients are hard to see - Easy to understand the flow of the page	Generally liked it, more info on join the letter, the about - a lil aggressive	"fucking gorgeous, literally" -photo on landing page seems a bit low -gradient is pulling me away from where to look -repetitive with the subsequent explanations on game page, be a bit more vague in the beginning -probably wouldn't read the about me page; two columns makes it look like a lot -likes the "meet the team" section -faq: for mobile: say ios/android instead, organize things in order of signing up and descending through the process	I like the home page. (the purple smiley button looks like a button - maybe get rid of it) enjoys the informative scroll of KINDR's content. Spacing messy in "what's the vision". What does the "Join the letter mean"?	
Can you play and make an account?	5. yes, love how it looks	Yea its pretty straightforward	yes A+	yes. likes the star woosh thing with the account creation at the end	How is the gaming experience going to be different telling who i'll be playing with? Understood the purpose of writing down what games i already play (suggestion base data)	
** the next few pages are onboarding to get you familiarized with KINDR						
Dashboard	6. pretty interesting, i like the banner	Its really cute, reminds me of Spotify	likes the info presentd, play by mood is cool, dont know if random would be used, more info on see what your friends are playing			

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

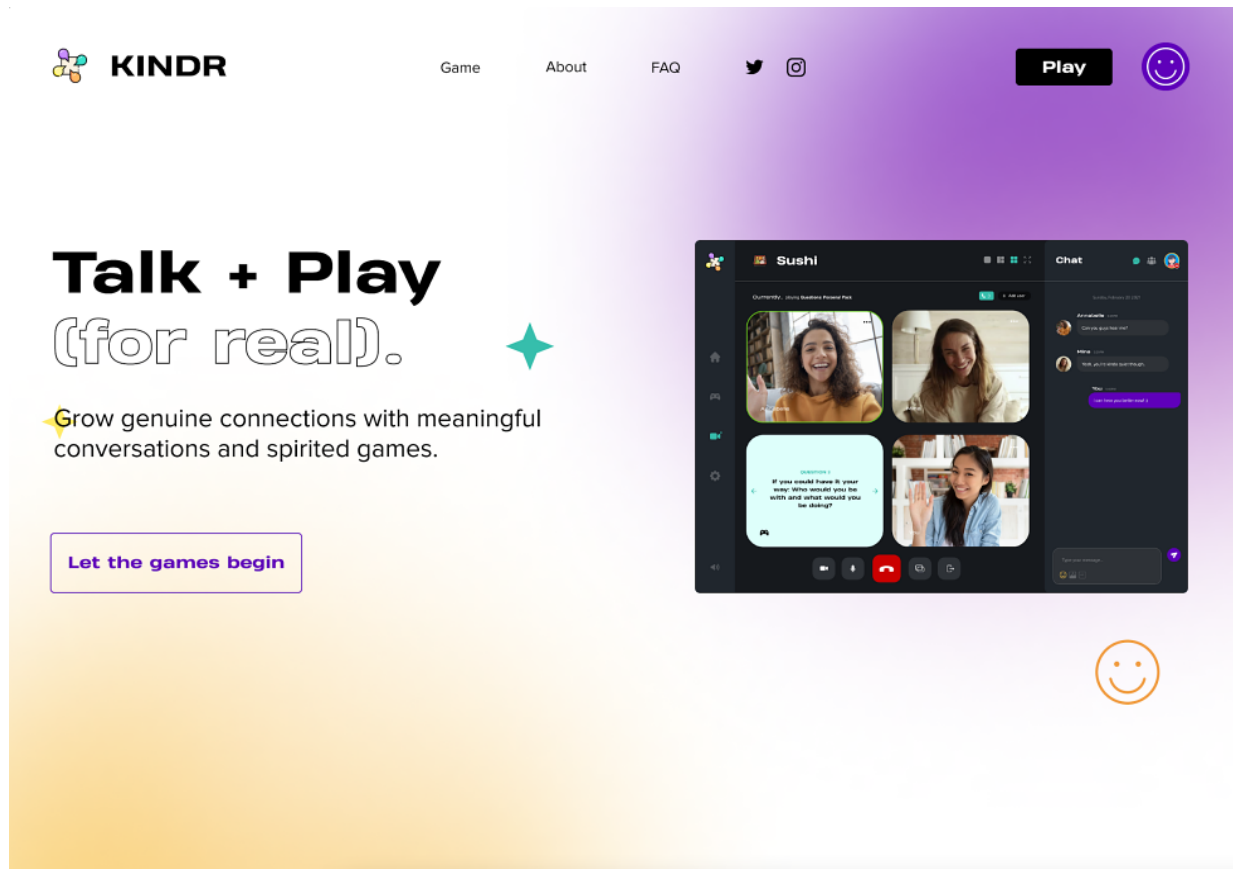
- Please navigate through the main pages on this website, and explain how you feel with the info & design.
- Can you play and make an account?
- How do you feel about the dashboard?
- On the home page, go to your profile and explain how you feel about the data given to you.
- What information would you 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?
- Please try to create a new chat room video call.
- 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?

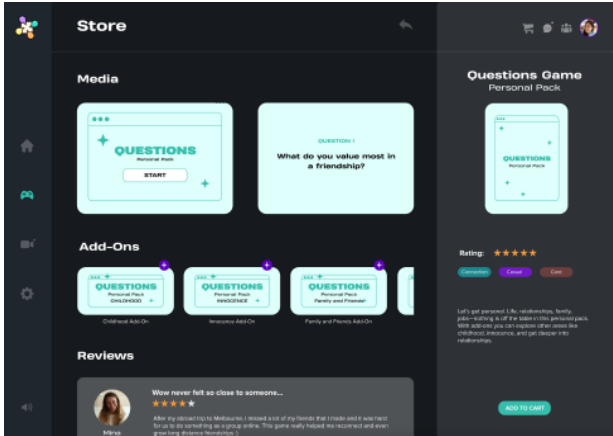
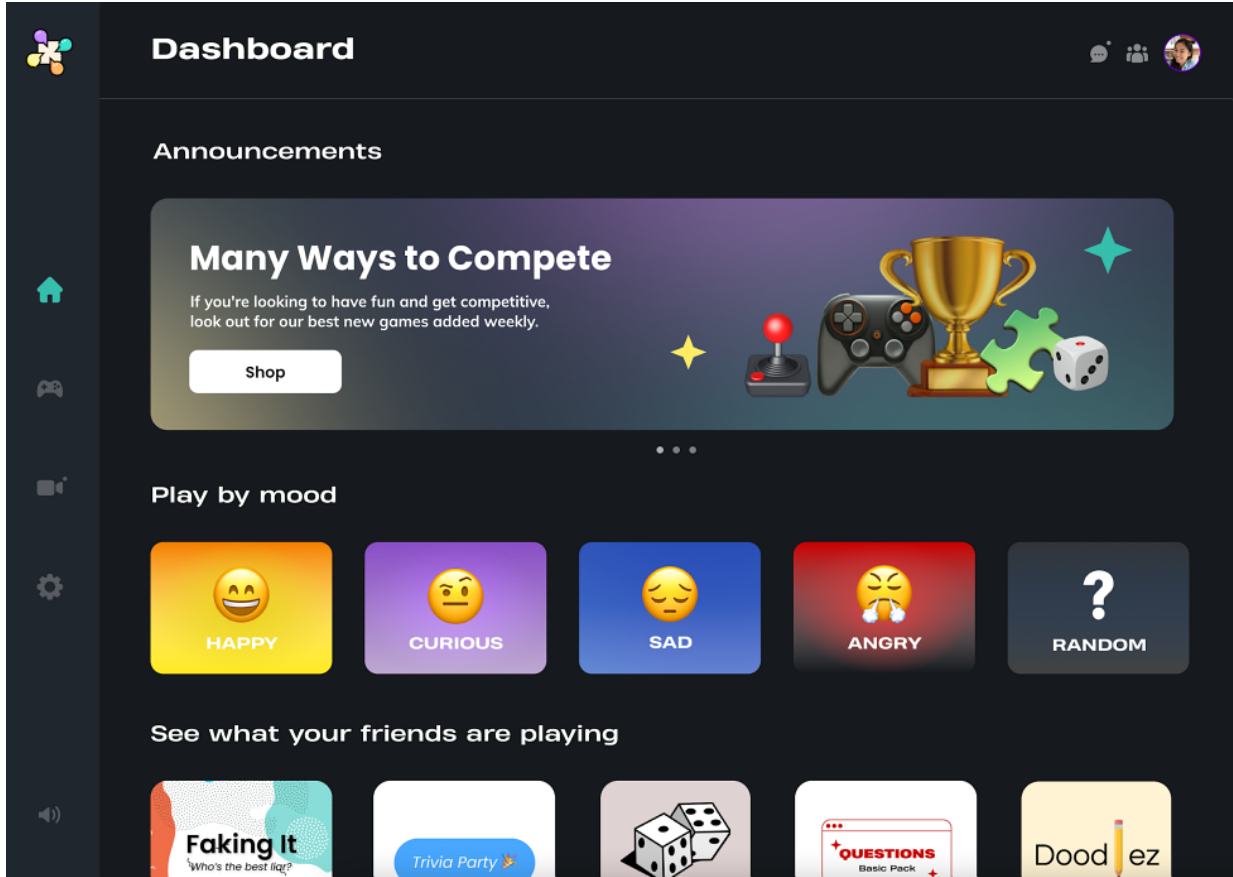
POST-TEST

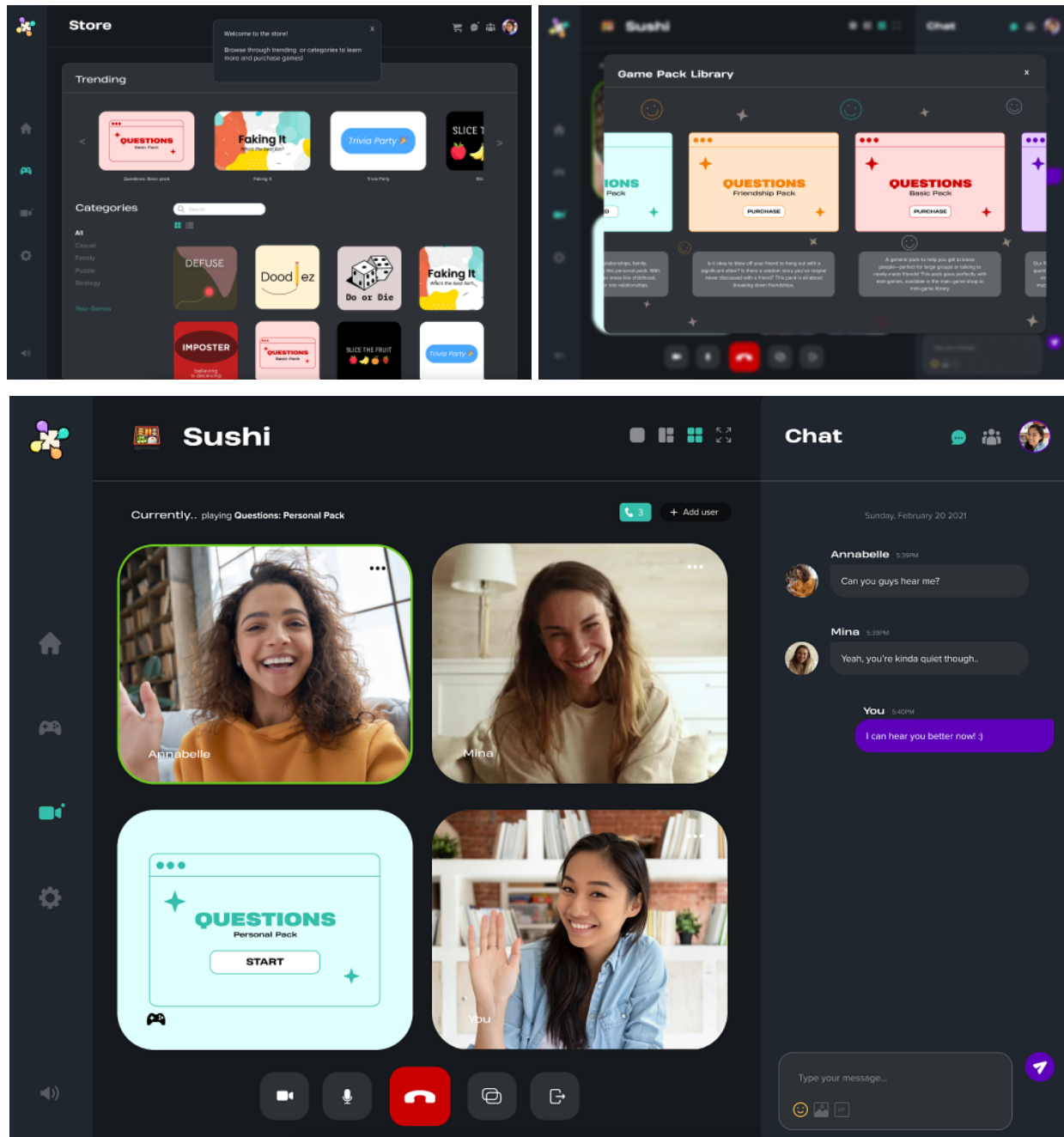
- How did you feel about the annotations during onboarding? Was it helpful? Why or why not?
- How likely are you to use this website, and refer it to others? Why or why not?
- If you could change one thing about the website, what would it be and why?
- How ready do you feel this site is in relation to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

C.2 Usability Tests

D: Prototype







([Link](#) to iteration 3 prototype)