

The background is a detailed, dark-toned map of a fantasy world. It features a central mountain range with many sharp peaks, a large forested area to the left, and a small building or castle in the lower right. The map is surrounded by a dark, wavy border representing water or a map frame.

# World Anvil

## *Usability & Research Findings Report*

Presented to you by Siriyah Xiong

Why did I choose World Anvil?

Ever since I was a young girl,

I've always **loved** the magic behind story-writing & fantasy.



... through my friends, I discovered the world of  
**Dungeons & Dragons** as well as **Pathfinder**...

I soon came to realize that the working effort behind the creativity was  
**no easy process**

That's when I discovered **World Anvil**,

A website dedicated to **world-building with many tools and features**  
to choose from to create **your world**

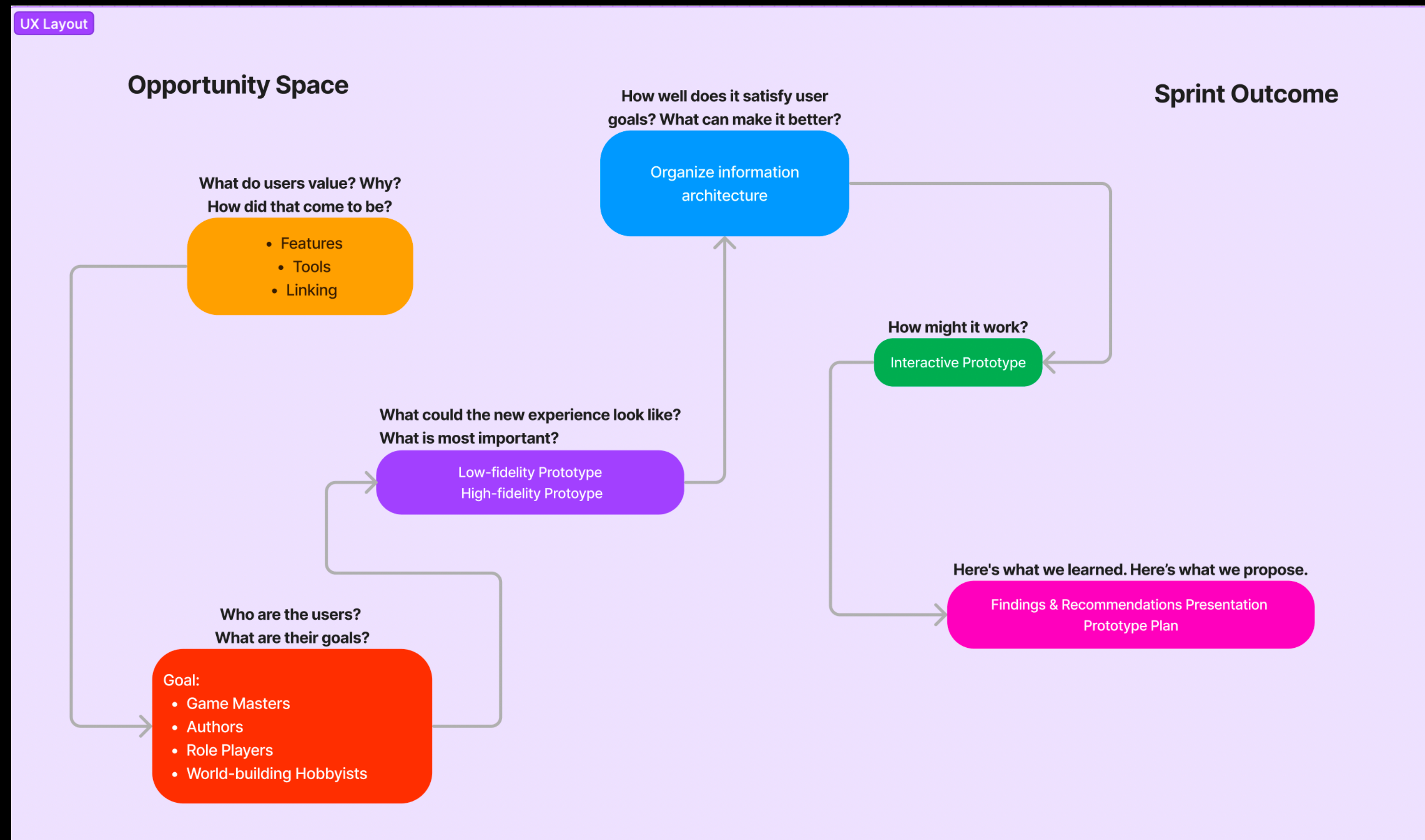
And so, my research journey started....

I hypothesized that the users would be  
overwhelmed by the layout and not be able  
to comprehend the information

These are the methods I used,

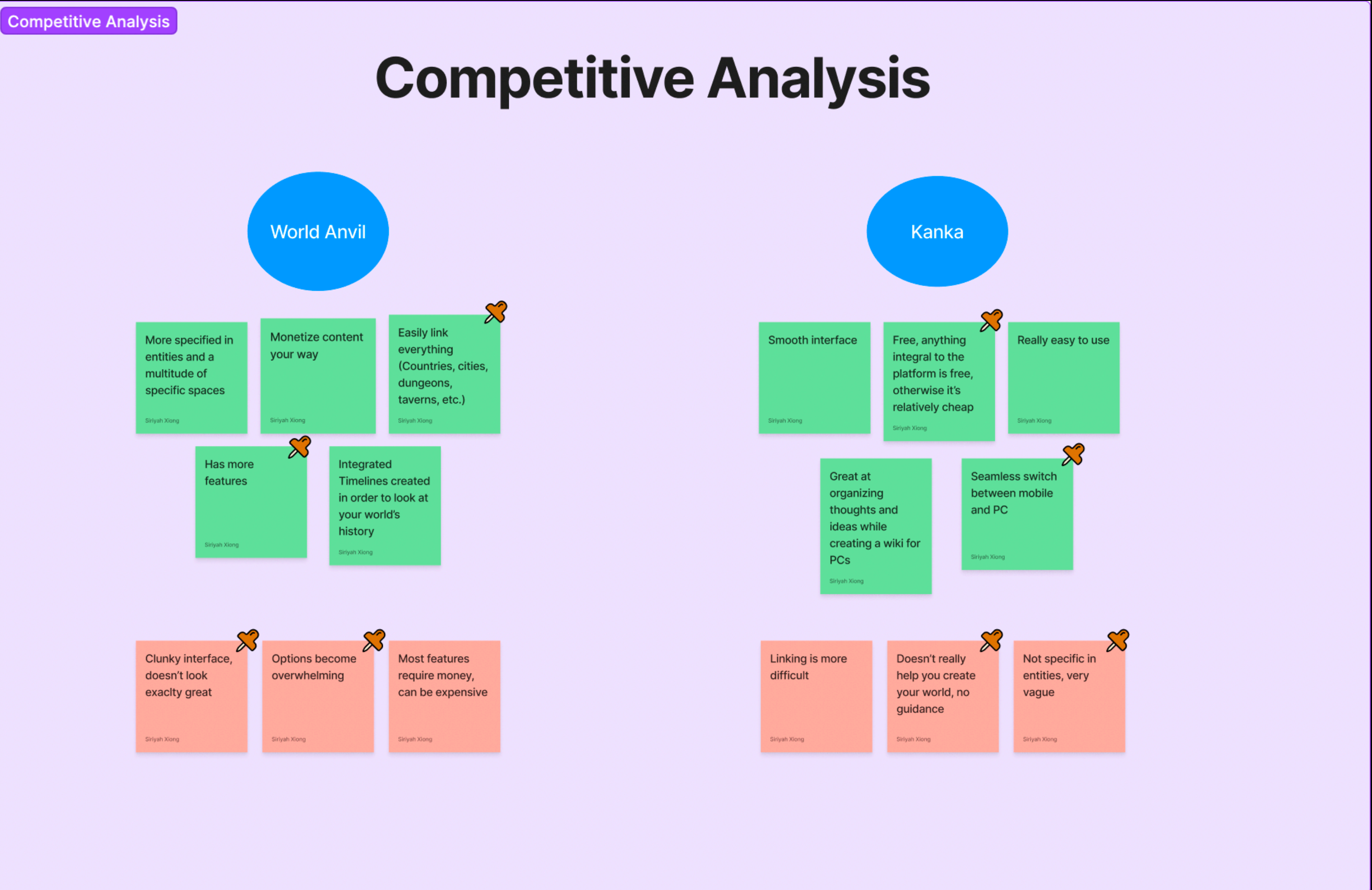
# Methods

## UX Layout



# Methods

## Competitive Analysis



# Methods

## Card Sorting Activity + Usability Test Script



 Organize content 

 Card Sorting 

 Tree Testing 

 Empathize with your users 

 Test usability 

 Recruit Participants 

 Show help popups 

Cards	Tracking Tools	Resources	For Game Masters	For Writers	Not standardized
Charts & Interactive Tables	1	1	2	0	1
Campaign management	0	0	4	0	1
Novel Writing	0	1	0	3	1
World-building Templates	0	1	1	1	2
Interactive Maps	0	2	1	1	1
Timelines	0	0	1	2	2
Whiteboards	2	0	1	1	1
Search	0	4	0	0	1
Sheets & Statblocks	1	2	1	0	1
Explore	2	1	0	0	2
Family Trees	2	0	0	2	1
Security	0	3	0	1	1
Access	1	3	0	0	1
Article Linking	0	2	1	1	1
World Meta Tools	1	0	1	1	2
Creative Studio	0	1	0	3	1
World Anvil Community	0	3	0	0	2
Publication	0	1	0	3	1
Monetization	0	3	0	1	1



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# Methods

## Card Sorting Activity + Usability Test Script

### Solo Project Script

[PHASE 1 OF INTERVIEW]

#### Greeting & Intro

Hello, how’s it going? *(Wait for a response)*

I’m glad you were able to attend! Today I will be moderating this meeting. As a student at Prime Digital Academy, I am conducting this interview to further improve and work on my solo project about a website called World Anvil.

To be mindful of your time, I will time our session to 30 minutes. Please let me know if that works for you.

#### Consent

Before I conduct this interview, I wanted to know if I have your consent to record this meeting for future references towards my research? This recording will only be accessible to me and will not be disclosed to anyone else as it will strictly be used only for research purposes. *(Wait for a response)*

[ACTION - Start recording]

I plan on using my research findings in my portfolio. Do I have your consent to use your first name or any direct quotes? *(Wait for a response)*

I’m glad you were able to attend! Today I will be moderating this meeting. As a student at Prime Digital Academy, I am conducting this interview to further improve and work on my solo project about a website called World Anvil.

To be mindful of your time, I will time our session to 30 minutes. Please let me know if that works for you.

Have you heard of World Anvil? *(Wait for a response)*

If not....  
World Anvil is a website specializing in world-building tools and features for creative and driven gamemasters, writers, role players, as well as world-building hobbyists. The website also has its own community for those who would love to share their creations and monetize their content.

I’m going to send a link which will lead you to a card sorting activity.  
<https://study.uxtweak.com/cardsort/hODtRwmdfJ7SwkOFOqqDL>

When you’re ready, start the activity and feel free to voice any thoughts and your findings that you’ve gathered while sorting the cards.

g activity? And why? *(Wait for a response)*

sorting process? *(Wait for a response)*

*r a response)*

Anvil and we’ll shortly transition to the scenarios that I’ve get started?

chat.

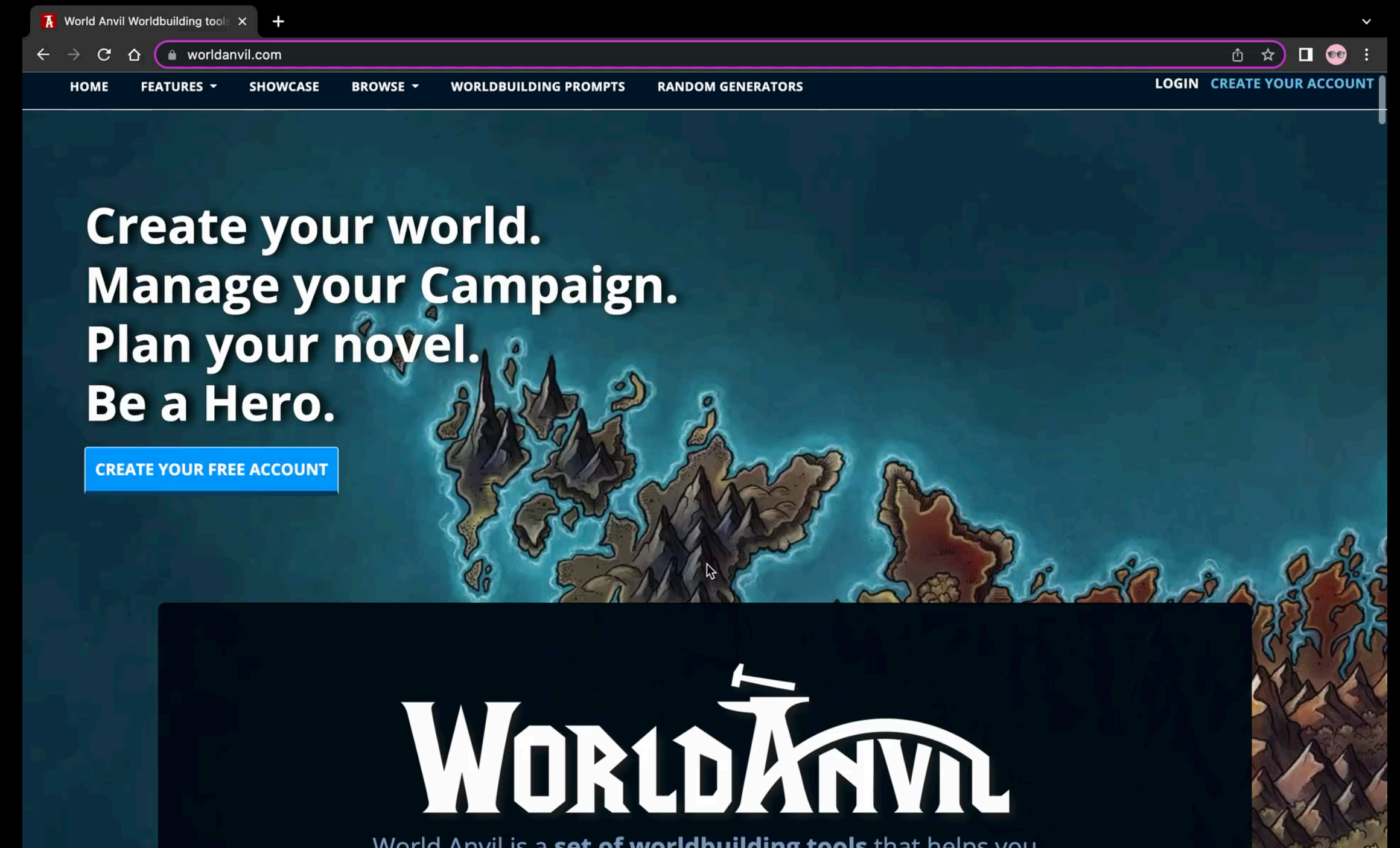
## Affinity Diagramming



Would like to divide the features section into four specific categories	Would like a miscellaneous category	Would like clearer language for headers/titles
Would like to join the Discord community to contact/learn more about World Anvil	Would like to know more about how long the website has been running for	Would like contact information to be located on the top menu

# The Problem?

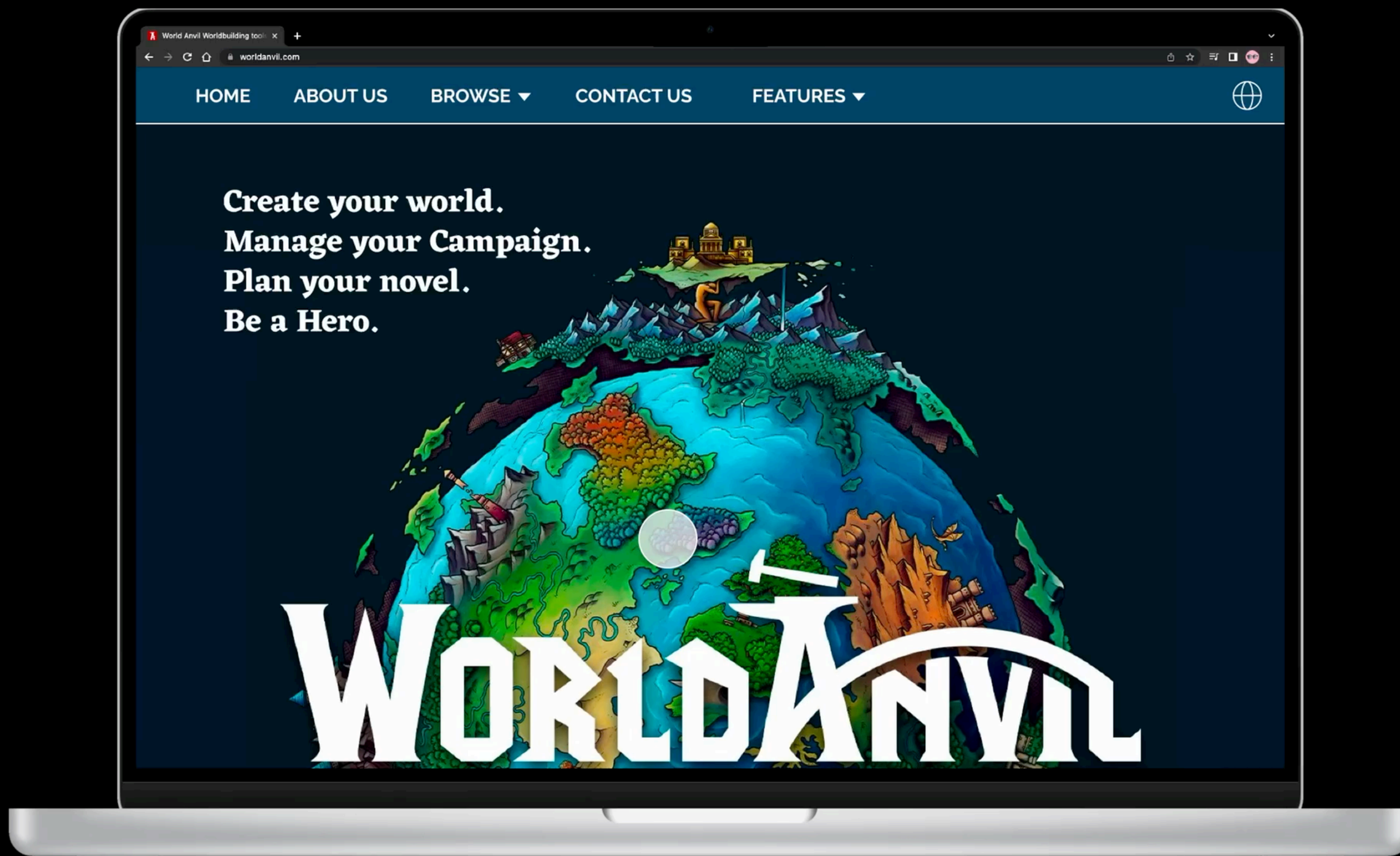
- Information Lacked a Hierarchy
- User-interface was overwhelming and confusing
- Overall layout was overwhelming
- Lacked context for images and content



## The Solution?

After creating a findings report, I created an interactive prototype to visualize the recommendations I received from my research.

- Organize the drop down menu for features and browse to improve navigation and the hierarchy of the



The Challenge was finding the right methods for  
my pursue in improving the information  
architecture.

## Next Steps?

Create a mobile version to expand the participant pool  
Add information and create a login and sign up page

