The Competitive Gamer

Play Style

Competitive Gamers want to simply **get good and win at games that interest them.** How this translates into Play Style is that they yearn to practice, hone their skills, optimise game mechanics, and gather whatever advantages available to them to take into the PvP / Tournament space to battle it out for the top spot and win the prize.

On Arcadia, this would mean identifying games on the platform that they enjoy and practicing them. They would also dive deep into the **metagame** and farm their **dailies** in order to attain the best possible equipment from the **marketplace**, NFTs, et cetra, in order to increase their chances of winning.

Motivations

Quality
Games have to be first deemed as interesting or worth playing before Competitive Gamers are engaged enough to become engrossed and "sweaty". This includes elements of skills and strategy over pure RNG that would provide these gamers with a higher level of assurance that time and effort directly correlate with win-rate.

Metagame Grinding
Provision of metagame elements like daily quests and gacha for the opportunity to attain better gear or other ways to optimise their gameplay will enhance the experience for competitive gamers. These will be the gamers that grind quests in order to increase their odds of optimising their gameplay.

PvP and Tournaments
Competitive Gamers would want to close their loop of practice and optimisation by pitting their abilities and characters against other players. The chance to compete and be rewarded for it is a large motivating factor for these gamers.

Challenges

Leaving it up to chance
Games that leave too much of the gameplay up to chance would be a large painpoint for this archetype. As they are motivated by increasing their chance of winning through practice and optimisation, RNG is the antithesis of this. This does not include the RNG of metagame elements like Gacha that are secondary to the actual playing of the game.

Lack of ability to optimise
Competitive gamers enjoy strategising both in and out of the game. Within the game, overly simplistic gameplay that doesn't require much effort to master would be unappealing to this archetype. In the metagame, a lack of ability to customise characters, min/max skill trees and item builds, and etc. would take away from the experience of these gamers.

Cheating and Bugs
On top of game and metagame quality, games that do not efficiently control cheaters or are overly buggy that it effects gameplay substantially are avoided by competitive gamers. These archetypes would want to ensure that their time and efforts aren't trump by factors outside the ambit of the game itself.

The Casual Gamer

Play Style

Casual Gamers are defined by their **limited interest and time spent** on games. They are drawn towards hypercasual games that are **quick and easy**, usually playing in short bursts of time - which helps them pass the time or combat boredom.

On Arcadia, in order to facilitate the casual gamers journey, we need to ensure that the **onboarding flow** is simple and quick with the option of skipping potentially tedious tasks for this archetype (wallet connect). In addition, **optimising for mobile** would also be a huge benefit as it is this archetype's medium of choice. Arcadia offers a plethora of hypercasual games suited for this archetype. Our challenge would be enticing these gamers to become more than casual; to join our ecosystem: **purchasing in the marketplace, participating in the metagame.** This could be done by **rewarding casual play** and enticing these users to participate in various aspects through these rewards for additional benefits that are difficult to refuse.

Motivations

Easy to Learn, Fun to Play
Casual Gamers see games as a medium to pass the time. This means that games they gravitate to are easy to learn (supported by tutorial mechanics) with engaging (or addictive) gameplay. This applies to all games in spite of the "quality" - The challenge for Arcadia is to integrate casual gamers into the ecosystem sufficiently before they feel like stopping, providing a plethora of options and reasons to keep playing (rewards, events, etc.), hopefully converting these users into one of the other archetypes.

Repetition and Progress
Expanding more on "Addictive" Gameplay, Casual Gamers enjoy a familiar, repeated game mechanic that they can get better at as they continue playing. Hypercasual Games would thus have to find the balance of progressively increasing the difficulty such that the levels are challenging enough for the progress of the user's skill, but not too challenging that it shut downs the user. Casual Gamers also enjoy a sense of tangible progression via an interactive UI and the provision of in-game rewards.

Rise of Web2 Rewards
With the rise of gamification within e-commerce platforms like Lazada and Shopee, Casual Gamers are being introduced to hypercasual Play2Earn. Now provided with the side benefit of cashback vouchers and discounts, these casual gamers potentially become a lot more motivated to progress.

Challenges

Steep / Unguided Learning Curve
Casual Gamers do not appreciate it when a platform or game doesn't guide them as to how to play or how the ecosystem works. This lack of hand holding often results in these users dropping off. In addition, as soon as a game becomes more of a chore to learn, beat, or progress, these gamers are likely to stop playing.

Hyper Competitiveness
Casual Gamers do not appreciate games and platforms that are hyper competitive but imbalanced. Generally, these gamers prefer games that are either solo or have a stronger PvE element that doesn't force competition (PvP) onto the player. If a game is PvP centric, these gamers would like the matchmaking to have a balancing mechanic such that they are not constantly playing against players outside of their skill range.

The Community Gamer

Play Style

Community Gamers prioritise **social interaction and group affinity** when playing. Whether with strangers, their guild, or with their friend group, this archetype finds the most enjoyment hanging out in the 'lobby' and playing games that facilitate communication.

On Arcadia, our tournament / PvP feature allows for groups to gather and compete, however, what would enhance this experience is the added **social layer of being able to chat with one another**, whether on the platform or on discord, via text or voice. The introduction of **platform- or guild-wide quests** whereby groups have to get together to fulfill a task would also serve the needs of this archetype. Additional elements of delight would be other **'group-forming' features** like the ability to form squads or clans, and **features that facilitate additional cooperation and communication** like player stalls in a marketplace, the ability to trade, and the presence of more co-op games.

Motivations

Hanging out with and Making Friends

Community Gamers enjoy using fun and interesting games that facilitate socialising to meet new people and hang out, as well as play with existing friends. Although the game's quality is important to these gamers as well, they find co-op elements such as building a clan or party to work towards certain collective objectives the most appealing as these shared goals facilitate communication. Many of these gamers find themselves in cooperative groups in various games, most of them being a part of multiple discord channels dedicated to a specific game.

Co-op Games

"Winning is better together" is the mantra of Community Gamers and this heavily influences their choice of games. These gamers learn towards games that allow for teamplay - whether PvE or PvP. They prefer genres like Survival and MMORPGs whereby mechanics either benefit groups, or additional coop content can be accomplished as a group. This can also be seen in non-social competitive games like DotA or Valorant whereby community gamers heavily lean towards playing with a group of 5 rather than in public match-ups.

Ecosystem of Social and Identity Features

Beyond the obvious social features like a friends list and global chat, Community Gamers   prefer platforms and games that facilitate all types of social actions that help them build different connections with others such as trading, setting up of stores, and faction-forming. In addition, in order to facilitate these connections, these gamers also enjoy games that allow them to customise their avatar and present their identity in a robust, tailored manner.

Challenges

Non-Conducive Community Environment

Platforms and games are highlighted as non-conducive for socialisation are defined as such either because they do not posses the relevant social features, or have built a toxic community. As highlighted above, the ability to form affinities, chat, and accomplish shared goals is vital, but the onus is on game and platform owners to ensure that the community remains respectful and conducive for these interactions to take place in the first place. Survival Co-op games like Rust is a great example of this paradox as they have built an extremely cooperative game that has grown into a competitive, often solo PvP game due to the toxic "shoot on sight" mentality of the players.

Game Preference

Most used features

Metagame considerations

Ideal-State User Journey:
The Competitive Gamer

	Onboarding	Exploration + Metagame	Tournament Participation	End Goal

User

Competitive Gamers in the web3 space would be familiar with wallet connection mechanics and would focus on the signposting of the various platform and game features and mechanics

Competitive gamers from web2 will need sufficient handholding during onboarding to figure out and understand the mechanics of wallet connection, NFTs, etc.

Competitive Archetypes do not mind information if it has an impact on their gameplay performance

Competitive Gamers would then explore the platform, starting with trying out the various games that they might identify from the running Tournaments with large prizepools

Aside from practicing and improving their skill, these users will start identifying the best way to min/max their gameplay

If value is identified, these users will commit to the metagame to reap its rewards. These users will make these quests a part of their daily routine - a key driver of retention and a great way to point users to different games, features, etc. for their daily reward

As users gain confidence in their ability/equipment through practice, the metagame, and smaller tournaments, they would be inclined to play in larger tournaments

As these users continue to play, place on the leaderboard, and win, competitive players enjoy flexing their victories and statistics

Competitive Users should enter into a routine of:
1. Completing their Dailies and other Quests for Rewards
2. Participating in the buying and selling of the marketplace and player economy
3. Competing in big and small tournaments across the different Arcadia game titles

Their journey to adopt the characteristics of the social and W2E archetypes should also be facilitated as they become embedded in the Arcadia ecosystem

Platform

Sufficient signposting and information for users to find and learn the various features, i.e. Tournaments, Metagame (dailies), Marketplace, etc.

Clearly defined navigation and landing page hierarchy for users to intuitively discover and identify various pages i.e. All Tournaments, All Games, Dailies

"Take a Tour" flow to provide sufficient information, i.e. benefits, to ensure the wallet creation process is smooth: helping users feel guided and building trust

Platform-wide, whenever content includes web3 terms, it should communicated inclusively. I.e. Arcadian NFT benefits for a tournament needs to be explained

Sufficient signposting to join Discord is vital at this point - highlighting the benefit of strategy discussion while increasing retention as users join the community.

The Metagame should be visible to users and should be signposted at key points to let users know of the impact and benefits of Metagame rewards

The Marketplace and Arcadians NFT pages should be signposted as well due to the fact that these might provide the gamer with an advantage and thus be desirable

The ability to filter tournaments based on filters like prizepool, # of participants, and the games they excel at are vital for these users

In addition, the purchase flow for additional tournament tries, as well as any other advantages from the marketplace needs to be clear and seamless from the tournament page

Arcadia should provide a clear view of an individuals game/tournament statistics for both social sharing and strategy formation

Adjacent to the marketplace, pages like the inventory need to provide a clear view of existing equippables and consummables with an easy flow to consume, equip, or purchase more

Arcadia should continue to develop existing communities (discord) and look towards additional social features to encourage teamplay and pvp such as PvP Lobbies (Chatting, matchmaking, etc.), Friends lists, Factions, Parties, etc.

Opportunity

The W2E mechanics should be easy to adopt once you are already embedded in the ecosystem / spending time and effort daily with enticing rewards both financial and in-game. This includes features like the tournament and referral royalty programs as well as the player-led economy

Opportunity

Games

Centralised page akin to "Support" to explain various things:
What are Arcadian NFTs, How Do I Buy an Arcadian NFT How am I getting paid from Tournaments and Royalties? What are Smart Contracts?

Opportunity

Adjacent point for Games as well, if holding an Arcadian NFT provides in-game benefits, games and platforms need to be prepared to explain these terms

In-game Questing features and the Platform's Questing features should form a feedback loop with one another for users to seamlessly claim all benefits, increasing retention

Opportunity

In-game economies and marketplaces should provide a feedback loop back to the platform's Marketplace and economy as well

In-game UI should indicate the presence of equipped items as well as their benefits to clearly complete the flow

Opportunity

Games should provide the ability to share victory screens or even gameplay footage

Opportunity

The Work-to-Earn Gamer

Play Style

Firstly, the characteristics of a **work-to-earn gamer** surrounds the fact that they are willing to put in the **leg work within the ecosystem** in order to gain some sort of **financial benefit**. This could mean earning **royalties** through tournament hosting and the referral program, **leasing** out their NFTs, or, as with web2 RPG games of the past, becoming **masters of farming and the economy** - setting up a marketplace store and selling grind-intensive and rare items. These gamers are distinct from traditional P2E gamers who expect financial gain for little to no effort.

With the key features of Arcadia, including the metagame and the marketplace, we need to create an ecosystem that **rewards time spent and progress** on the platform. This could mean having bosses on AA that are difficult to beat without having a certain tier of items, and these items can only be acquired by time-intensive farming or crafting - providing the avenue for these opportunistic players to **organically create an in-game player economy**.

Motivations

Engaging Game(s) and Platform

Distinct from regular P2E players whereby gameplay is almost secondary to the financial gain, as W2E gamers will be spending a lot of time playing and gaming the ecosystem, the game(s) they play, as well as the Arcadia platform has to be fun and interesting. These W2E Gamers, outside of their goal of financial gain, might even start of as, or at the same time fall under the other gamer archetypes. This means that they have the same expectations of the games and platforms to be engaging in order for them to commit.

Meritocratic Ecosystem

Gameplay and metagameplay should reward players for putting in the time and effort, as well as figuring out the most efficient way to progress. This allows the W2E players to find opportunities to turn hard work into financial gain. This could mean having a robust referral and tournament royalty system such that W2E players can push their own marketing efforts to increase their yield, or having metagame and game rewards that require a level of commitment to the grind such that these players can farm them and sell them on the player-led economy.
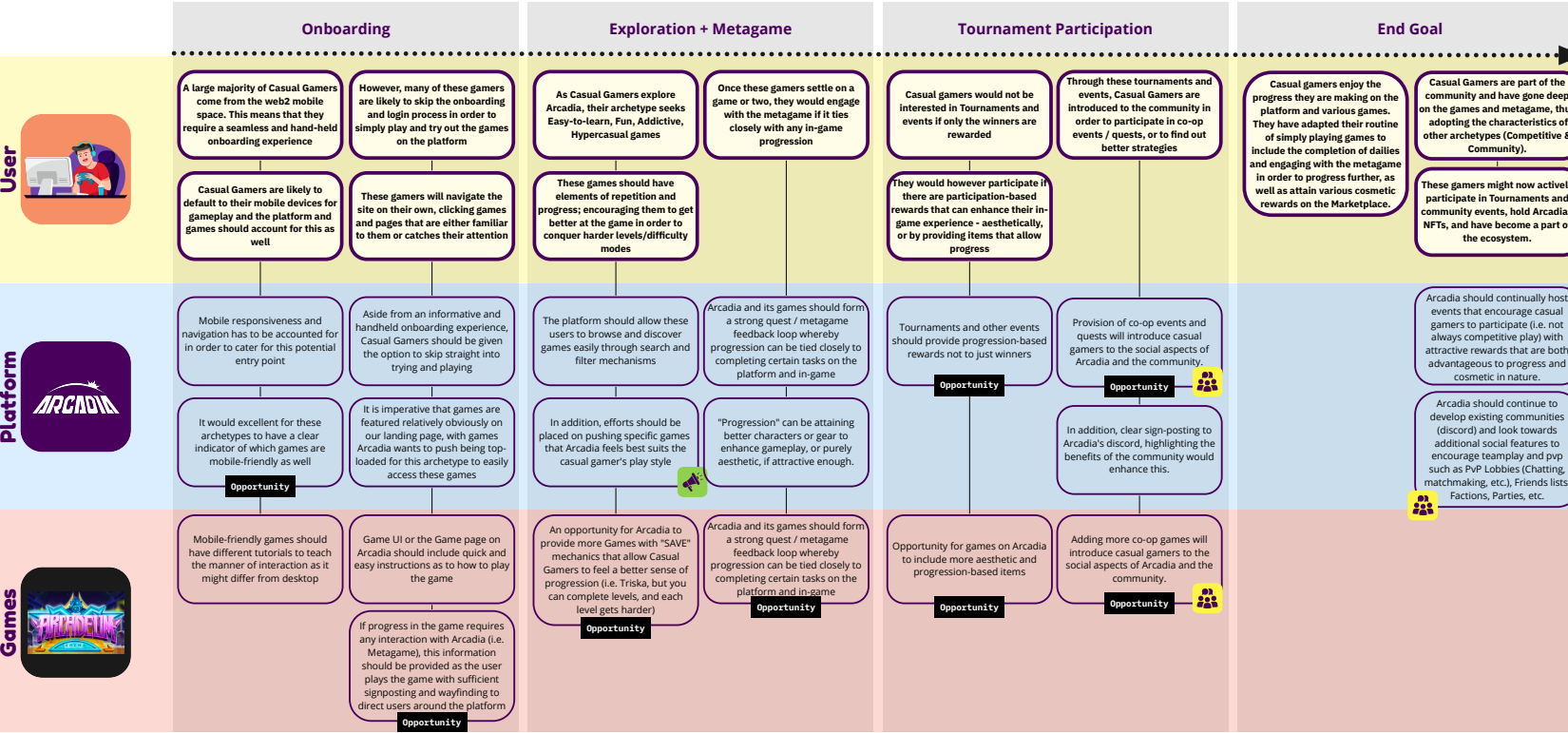
Challenges

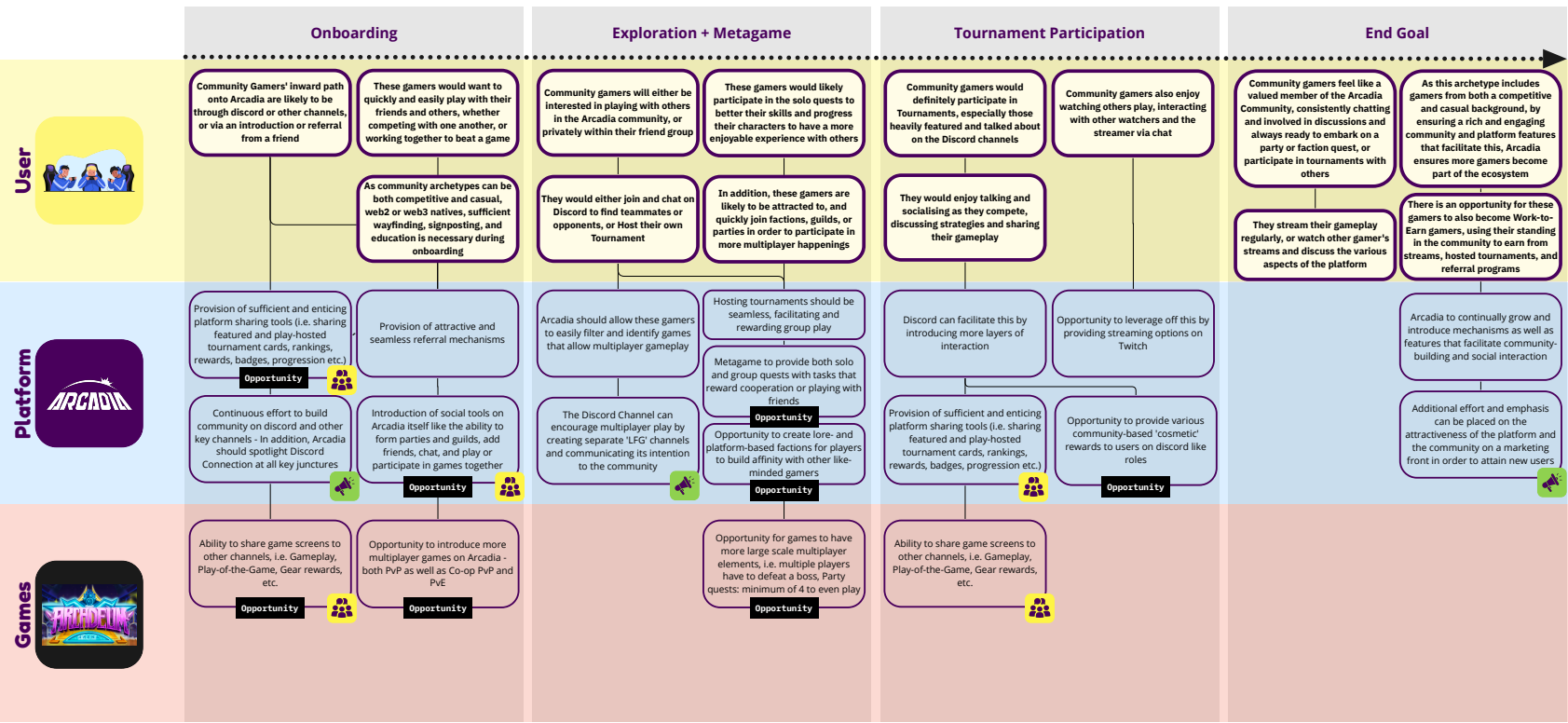### Lack of Robust Features to facilitate Earning

Both a motivation and a challenge, the Arcadia platform needs to provide the necessary features and dashboards to facilitate the earning journey. Obviously having earning mechanics such as royalty programs and a player-led economy are a must, but an additional level of delight could come in the form of allowing W2E gamers to view their earnings and income sources on a clear dashboard. By providing the means for these gamers to achieve their goals, we ensure the organic growth of this gamer type, and ensure longevity in their participation.
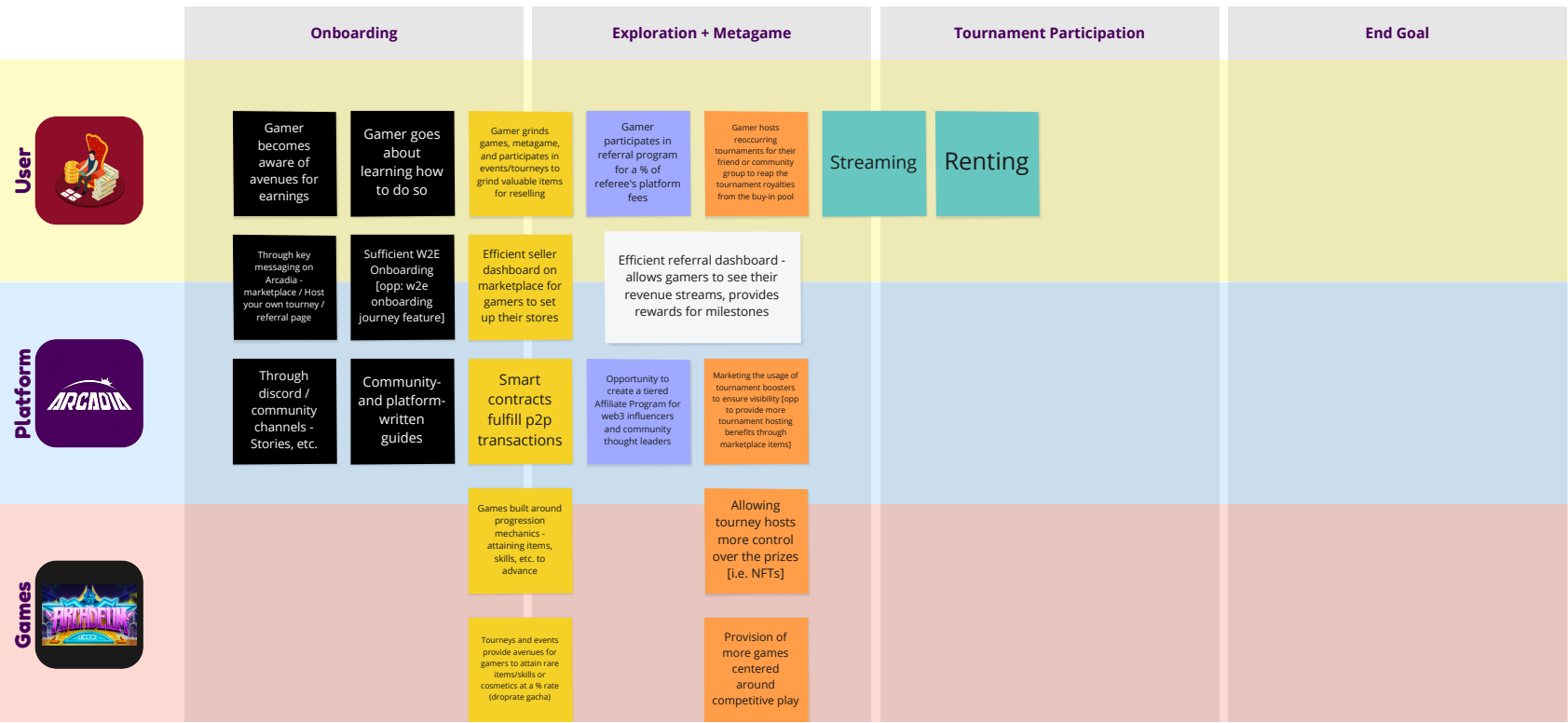
Ideal-State User Journey:
The Casual Gamer

	Onboarding	Exploration + Metagame	Tournament Participation	End Goal

User

- A large majority of Casual Gamers come from the web2 mobile space. This means that they require a seamless and hand-held onboarding experience

- Casual Gamers are likely to default to their mobile devices for gameplay and the platform and games should account for this as well

- However, many of these gamers are likely to skip the onboarding and login process in order to simply play and try out the games on the platform

- These gamers will navigate the site on their own, clicking games and pages that are either familiar to them or catches their attention

- As Casual Gamers explore Arcadia, their archetype seeks Easy-to-learn, Fun, Addictive, Hypercasual games

- These games should have elements of repetition and progress; encouraging them to get better at the game in order to conquer harder levels/difficulty modes

- Once these gamers settle on a game or two, they would engage with the metagame if it ties closely with any in-game progression

- Casual gamers would not be interested in Tournaments and events if only the winners are rewarded

- They would however participate if there are participation-based rewards that can enhance their in-game experience - aesthetically, or by providing items that allow progress

- Through these tournaments and events, Casual Gamers are introduced to the community in order to participate in co-op events / quests, or to find out better strategies

- Casual gamers enjoy the progress they are making on the platform and various games. They have adapted their routine of simply playing games to include the completion of dailies and engaging with the metagame in order to progress further, as well as attain various cosmetic rewards on the Marketplace.

- Casual Gamers are part of the community and have gone deep on the games and metagame, thus adopting the characteristics of other archetypes (Competitive & Community).

- These gamers might now actively participate in Tournaments and community events, hold Arcadian NFTs, and have become a part of the ecosystem.

Platform

- Mobile responsiveness and navigation has to be accounted for in order to cater for this potential entry point

- It would excellent for these archetypes to have a clear indicator of which games are mobile-friendly as well
  Opportunity

- Aside from an informative and handheld onboarding experience, Casual Gamers should be given the option to skip straight into trying and playing

- It is imperative that games are featured relatively obviously on our landing page, with games Arcadia wants to push being top-loaded for this archetype to easily access these games

- The platform should allow these users to browse and discover games easily through search and filter mechanisms

- In addition, efforts should be placed on pushing specific games that Arcadia feels best suits the casual gamer's play style

- Arcadia and its games should form a strong quest / metagame feedback loop whereby progression can be tied closely to completing certain tasks on the platform and in-game

- "Progression" can be attaining better characters or gear to enhance gameplay, or purely aesthetic, if attractive enough.

- Tournaments and other events should provide progression-baseds rewards not to just winners
  Opportunity

- Provision of co-op events and quests will introduce casual gamers to the social aspects of Arcadia and the community.
  Opportunity

- In addition, clear sign-posting to Arcadia's discord, highlighting the benefits of the community would enhance this.

- Arcadia should continually host events that encourage casual gamers to participate (i.e. not always competitive play) with attractive rewards that are both advantageous to progress and cosmetic in nature.

- Arcadia should continue to develop existing communities (discord) and look towards additional social features to encourage teamplay and pvp such as PvP Lobbies (Chatting, matchmaking, etc.), Friends lists, Factions, Parties, etc.

Games

- Mobile-friendly games should have different tutorials to teach the manner of interaction as it might differ from desktop

- Game UI or the Game page on Arcadia should include quick and easy instructions as to how to play the game

- If progress in the game requires any interaction with Arcadia (i.e. Metagame), this information should be provided as the user plays the game with sufficient signposting and wayfinding to direct users around the platform
  Opportunity

- An opportunity for Arcadia to provide more Games with "SAVE" mechanics that allow Casual Gamers to feel a better sense of progression (i.e. Triska, but you can complete levels, and each level gets harder)
  Opportunity

- Arcadia and its games should form a strong quest / metagame feedback loop whereby progression can be tied closely to completing certain tasks on the platform and in-game
  Opportunity

- Opportunity for games on Arcadia to include more aesthetic and progression-based items
  Opportunity

- Adding more co-op games will introduce casual gamers to the social aspects of Arcadia and the community.
  Opportunity

Ideal-State User Journey:
The Community Gamer

User

Community Gamers' inward path onto Arcadia are likely to be through discord or other channels, or via an introduction or referral from a friend

These gamers would want to quickly and easily play with their friends and others, whether competing with one another, or working together to beat a game

As community archetypes can be both competitive and casual, web2 or web3 natives, sufficient wayfinding, signposting, and education is necessary during onboarding

Community gamers will either be interested in playing with others in the Arcadia community, or privately within their friend group

They would either join and chat on Discord to find teammates or opponents, or Host their own Tournament

These gamers would likely participate in the solo quests to better their skills and progress their characters to have a more enjoyable experience with others

In addition, these gamers are likely to be attracted to, and quickly join factions, guilds, or parties in order to participate in more multiplayer happenings

Community gamers would definitely participate in Tournaments, especially those heavily featured and talked about on the Discord channels

They would enjoy talking and socialising as they compete, discussing strategies and sharing their gameplay

Community gamers also enjoy watching others play, interacting with other watchers and the streamer via chat

Community gamers feel like a valued member of the Arcadia Community, consistently chatting and involved in discussions and always ready to embark on a party or faction quest, or participate in tournaments with others

They stream their gameplay regularly, or watch other gamer's streams and discuss the various aspects of the platform

As this archetype includes gamers from both a competitive and casual background, by ensuring a rich and engaging community and platform features that facilitate this, Arcadia ensures more gamers become part of the ecosystem

There is an opportunity for these gamers to also become Work-to-Earn gamers, using their standing in the community to earn from streams, hosted tournaments, and referral programs

Platform

Provision of sufficient and enticing platform sharing tools (i.e. sharing featured and play-hosted tournament cards, rankings, rewards, badges, progression etc.)

Opportunity

Continuous effort to build community on discord and other key channels - In addition, Arcadia should spotlight Discord Connection at all key junctures

Opportunity

Provision of attractive and seamless referral mechanisms

Introduction of social tools on Arcadia itself like the ability to form parties and guilds, add friends, chat, and play or participate in games together

Opportunity

Arcadia should allow these gamers to easily filter and identify games that allow multiplayer gameplay

The Discord Channel can encourage multiplayer play by creating separate 'LFG' channels and communicating its intention to the community

Hosting tournaments should be seamless, facilitating and rewarding group play

Metagame to provide both solo and group quests with tasks that reward cooperation or playing with friends

Opportunity

Opportunity to create lore- and platform-based factions for players to build affinity with other like-minded gamers

Opportunity

Discord can facilitate this by introducing more layers of interaction

Provision of sufficient and enticing platform sharing tools (i.e. sharing featured and play-hosted tournament cards, rankings, rewards, badges, progression etc.)

Opportunity

Opportunity to leverage off this by providing streaming options on Twitch

Opportunity to provide various community-based 'cosmetic' rewards to users on discord like roles

Opportunity

Arcadia to continually grow and introduce mechanisms as well as features that facilitate community-building and social interaction

Additional effort and emphasis can be placed on the attractiveness of the platform and the community on a marketing front in order to attain new users

Games

Ability to share game screens to other channels, i.e. Gameplay, Play-of-the-Game, Gear rewards, etc.

Opportunity

Opportunity to introduce more multiplayer games on Arcadia - both PvP as well as Co-op PvP and PvE

Opportunity

Opportunity for games to have more large scale multiplayer elements, i.e. multiple players have to defeat a boss, Party quests: minimum of 4 to even play

Opportunity

Ability to share game screens to other channels, i.e. Gameplay, Play-of-the-Game, Gear rewards, etc.

Ideal-State User Journey:
The W2E Gamer

	Onboarding			Exploration + Metagame		Tournament Participation	End Goal

User

- Gamer becomes aware of avenues for earnings
- Gamer goes about learning how to do so
- Gamer grinds games, metagame, and participates in events/tourneys to grind valuable items for reselling
- Gamer participates in referral program for a % of referee's platform fees
- Gamer hosts reoccurring tournaments for their friend or community group to reap the tournament royalties from the buy-in pool
- Streaming
- Renting

- Through key messaging on Arcadia - marketplace / Host your own tourney / referral page
- Sufficient W2E Onboarding [opp: w2e onboarding journey feature]
- Efficient seller dashboard on marketplace for gamers to set up their stores
- Efficient referral dashboard - allows gamers to see their revenue streams, provides rewards for milestones

Platform

- Through discord / community channels - Stories, etc.
- Community- and platform-written guides
- Smart contracts fulfill p2p transactions
- Opportunity to create a tiered Affiliate Program for web3 influencers and community thought leaders
- Marketing the usage of tournament boosters to ensure visibility [opp to provide more tournament hosting benefits through marketplace items]

Games

- Games built around progression mechanics - attaining items, skills, etc. to advance
- Allowing tourney hosts more control over the prizes [i.e. NFTs]
- Tourneys and events provide avenues for gamers to attain rare items/skills or cosmetics at a % rate (droprate gacha)
- Provision of more games centered around competitive play

Arcadian Arena User Research Brief

Research Goal
To qualitatively unpack the journey of new users playing Arcadian Arena and discover blockers and opportunity areas along said journey.

Target Participant Attributes
New Users that have not played Arcadian Arena before
Web3 Native, At least a basic familiarity with Web3 Games

Potential Questions (WIP)
Getting Started
a) What is the first thing you did upon entering the main menu? Why did you do this?
b) What is the second thing you did upon entering the main menu? Why did you do this?

Hero Skills
a) Did you open the Hero Skills Menu? Why or Why Not?
b) If you opened the Hero Skills Menu, was changing your heroes' skills an intuitive experience? Why or Why not?
c) How would you improve this experience?

Defense Squad
a)Did you open the Defense Squad Menu? Why or Why Not?
b) If you did, was setting and placing your defenders an intuitive experience? Why or Why Not?
c) From this menu, did you understand the basic game mechanics of the game? Why or Why Not?

Find Match
a) What does "Find Match" mean to you? What did you expect when you clicked said button?
b) Did you understand the need for the Select Your Squad screen on your first play? Why or Why Not?

Place Units
a) What did this Place Units screen mean to you?
b) Was this experience intuitive? Why or Why Not?

Gameplay
a) Was the gameplay what you expected? Why or Why Not?
b) Describe your overall gameplay experience

Arcadian Arena User Research Brief

Research Goal
To qualitatively unpack the journey of new users playing Arcadian Arena and discover blockers and opportunity areas along said journey.

Target Participant Attributes
New Users that have not played Arcadian Arena before
Web3 Native, At least a basic familiarity with Web3 Games

Potential Questions (WIP)
Getting Started
a) What is the first thing you did upon entering the main menu? Why did you do this?
I didn't know what to do - I was looking for a tutorial button but there wasn't any. So I just clicked the several options on the screen.

b) What is the second thing you did upon entering the main menu? Why did you do this?
I clicked Find Match so that I could learn by playing the game. I don't like that we my MMR went down during this first play cause I didn't know what I was doing.

Hero Skills
a) Did you open the Hero Skills Menu? Why or Why Not?
Not at first. But after my first play I did cause prior to that I didn't know what it was for.

b) If you opened the Hero Skills Menu, was changing your heroes' skills an intuitive experience? Why or Why not?
Yes it was intuitive. Pretty similar to how it is in other games. Some of the skills like Tech Support and Fair Field are missing descriptions.

c) How would you improve this experience?
I would have a tutorial that automatically starts at the main menu explaining the gameplay and why I need to do all these things

Defense Squad
a)Did you open the Defense Squad Menu? Why or Why Not?
Not at first either - didn't know what was for.

b) If you did, was setting and placing your defenders an intuitive experience? Why or Why Not?
Only after a few plays did I realise the difference between defense and attack squad layouts etc. Once I did, the defense squad menu layout is easy to understand.

c) From this menu, did you understand the basic game mechanics of the game? Why or Why Not?
No I didn't. As a new user I didn't know what I was defending against

Find Match
a) What does "Find Match" mean to you? What did you expect when you clicked said button?
Matchmaking - PvP, playing against another person. I expected to play the game.

b) Did you understand the need for the Select Your Squad screen on your first play? Why or Why Not?
Similar to the defense squad menu, I only understood the difference between attack and defense squad after a few plays. It is not intuitive. The UI itself is easy to understand once you get the game.

Place Units
a) What did this Place Units screen mean to you?
b) Was this experience intuitive? Why or Why Not?

Gameplay
a) Was the gameplay what you expected? Why or Why Not?
Game was quite fun, after playing for awhile and playing around with the skills and layouts I can tell that there is definitely a meta which I am interested in exploring.
b) Describe your overall gameplay experience
I enjoyed the game. I just wish there was some sort of tutorial for me to understand the game quickly, and maybe a non-ranked mode that I can play to try out new metas without my MMR being punished.

Mint Game Flow User Research Brief

Research Goal
To assess the usability and understandability of the mint game flow, as well as uncover ways to better improve its overall user experience and delightfulness.

Target Participant Attributes
Web3 Mint-Familiar User (Familiar with our ecosystem)
Web3 Mint-Familiar User (Unfamiliar with our ecosystem)
Web2 User

Interviewee
Age
Occupation
Familiarity with Web3
Familiarity with Arcadia

What do you expect upon clicking "Create Avatar"	
(Prompt User to explore the Mint Landing page) **What do you understand from this screen?**	
*Optional - Do you understand what the logic of the Mint is?	
How do you think this page can be improved in introducing the mint?	

(Prompt User to Read & Understand this Screen, explain that the image on the right is gameplay) **What do you understand from this screen?**	
Is it clear to you what the Mint Game is for? Why or Why Not?	
Do you feel this Mint Game screen can be improved? How so?	
If you are an OG Arcadian Holder, what do you understand from this pop-up?	
Do you feel this pop-up can be improved? How so?	

(Prompt User to Read & Understand this Screen) **What do you think is the purpose of this screen?**	
Does this screen fulfill its purpose? Why or Why not?	
How do you think this screen can be improved? *Do you think this screen is necessary?*	

Closing Thoughts / General Feedback	

Mint Game Flow User Research User 1

Research Goal
To assess the usability and understandability of the mint game flow, as well as uncover ways to better improve its overall user experience and delightfulness.

Target Participant Attributes
Web3 Mint-Familiar User (Familiar with our ecosystem)
Web3 Mint-Familiar User (Unfamiliar with our ecosystem) <
Web2 User

Interviewee
Age **32**
Occupation **Director/Video Editor**
Familiarity with Web3 **High (Trades Cryptocurrency, NFTs, active in 1 or 2 Discords)**
Familiarity with Arcadia **Moderate (Knows about the platform and its features, does not own Arcadians)**

What do you expect upon clicking "Create Avatar"	As the text below in the button indicates, I expect to create my avatar which I am guessing is to mint the NFT. Since I don't know much about your platform I'll probably scroll down first to learn more. Quite self-explanatory!
(Prompt User to explore the Mint Landing page) **What do you understand from this screen?**	I think the point form explanation is good - "Connect Wallet, Play or Skip the Mint Game... etc." - Lets me know what to expect when I start - Im guessing I have to play some game and succeed in order to freely create my avatar?
*Optional - Do you understand what the logic of the Mint is?	Maybe it will be good if the picture on the left is more clearly the avatar I will be making? I'm assuming the whole "Create Avatar" thing is using gaming language to explain the nft minting process - it's good, at this page I get a snapshot of what I need to do.
How do you think this page can be improved in introducing the mint?	I think functionally this page serves its purpose - perhaps you could add in some like story - why is my avatar being created? like in skyrim before you create your character they wheel you in as a prisoner and when they 'register' you they ask you what's your name and that's when you enter the character creation!

(Prompt User to Read & Understand this Screen, explain that the image on the right is gameplay) **What do you understand from this screen?**	The Copy on the top with the guy talking to me is what I was mentioning previously about story - I like it - it sort of makes me curious about the whole story - I know now im being created...
Is it clear to you what the Mint Game is for? Why or Why Not?	This screen is quite clear also, the copy on the left explains more about the specifics - it's quite simple right? I have to win all levels if i want to customise all the traits so I have to play well
Do you feel this Mint Game screen can be improved? How so?	I have to play the game to get like a real sense of this screen but I think including guiding "story" text in the game is a good idea to keep people like me engrossed in this throughout?
Imagine you are an OG Arcadian Holder, what do you understand from this pop-up?	If I own NFTs from you guys already this pop-up will be quite exciting for me - Reading it also gives me more insight into this new avatar - like on your platform I can equip and I assume buy and earn more items to wear
Do you feel this pop-up can be improved? How so?	I think it's alright - just test heavy but I guess no choice - if its relevant to me I will definitely read it - It's like directive enough - I know what i have to do if I hold one of your NFTs, and I know what you are giving me

(Prompt User to Read & Understand this Screen) **What do you think is the purpose of this screen?**	Seems to me like a results screen - tells me how i did in the game in the previous round and further emphasises how many I can customise vs. will be random - Also first time learning about equipment - so what i understand form this is that the game allows me to choose my face/body/hair/gender, etc. then on top of that I will also be able to choose some starting gear.
Does this screen fulfill its purpose? Why or Why not?	Yes - especially after playing the game, this screen will affirm my results and sort of guide me into the creator. It also has new information for me.
How do you think this screen can be improved? *Do you think this screen is necessary?*	If you guys want to avoid so much text maybe you can show some of this information visually so that you do not need so many words.
Closing Thoughts / General Feedback (Showed him the avatar creator briefly after we were done)	Generally think this is a very interesting way of doing a mint! It's different and it's very game-like which is on brand for you guys. I think if yall leverage on the story it will make this very appealing for people like me who play games but also own NFTs. For me most projects their mints (are) very fancy but when you get to the utility it falls short - so I hope that after you mint and everything, you will be able to have a good experience with your NFT.

Mint Game Flow User Research User 2

Research Goal
To assess the usability and understandability of the mint game flow, as well as uncover ways to better improve its overall user experience and delightfulness.

Target Participant Attributes
Web3 Mint-Familiar User (Familiar with our ecosystem)
Web3 Mint-Familiar User (Unfamiliar with our ecosystem)
Web2 User <

Interviewee
Age **29**
Occupation **Tech Sales & Marketing**
Familiarity with Web3 **Moderate (Web3/Blockchain knowledge due to industry, not personally involved in crypto/NFTs at all)**
Familiarity with Arcadia **Low (Does not know about Arcadia at all)**

What do you expect upon clicking "Create Avatar"	Something like habbohotel? I can like choose my clothes and all that to make my character. I think the "Mint" part is related to NFTs? But I'm not sure. I would keep scrolling to learn more.
(Prompt User to explore the Mint Landing page) **What do you understand from this screen?**	When I click the button I'll be able to play a game - If I do well in the game, I'll be able to customise a higher number of traits. I'll click the button to find out more about the game
*Optional - Do you understand what the logic of the Mint is?	Yes the steps are easy to follow.
How do you think this page can be improved in introducing the mint?	I think the image on the left is clickable when it's not... perhaps you can go with something else? *Same as previous participant - I think we can avoid confusion by adding in a short gif here of an avatar being customised*

(Prompt User to Read & Understand this Screen, explain that the image on the right is gameplay) **What do you understand from this screen?**	The game is clear to me now and the mint logic - every level I clear I get to customise 1 more trait on the customiser & if I don't complete a level I will just be given a random option for that trait.
Is it clear to you what the Mint Game is for? Why or Why Not?	Yes. Same as my previous answer.
Do you feel this Mint Game screen can be improved? How so?	The Mint Token counter is confusing to me - do I have to use a mint token every level I complete? If not, I don't understand why it's showing this to me here. I'd like to know which level is equivalent to which trait I am customising that will be nice! *We are already working on this so the game screen is great!*
Imagine you are an OG Arcadian Holder, what do you understand from this pop-up?	Self explanatory - If I own one of your previous NFTs, all the equipment and accessories on the NFT I will be able to attain them as items or options in the future.
Do you feel this pop-up can be improved? How so?	

(Show User both screens, prompt them to Read & Understand both in order) **What do you think is the purpose of these screens?**	To communicate what you can customize based on your results - also the additional information of equipment.
Which screen fulfills your previously stated purpose more efficiently? Why?	I prefer B. Loads clearer - less words, easier to visualize and read. *She immediately gravitated towards the VISUAL option (B)*
How do you think this screen can be improved? *Do you think this screen is necessary?*	Perhaps the "Class" "Gender" etc. can be in a brighter colour without the added symbols it also be clearer. *UI Feedback - perhaps we could go with a brighter shade and omit the traits simply!*

Closing Thoughts / General Feedback	I think it's really interesting, I'm not very into NFTs but I think it's cool that you have this concept of playing a game and creating your own personal avatar. I think it can be quite punishing also, I'll be very sad if I fail at the game and won't be able to customise my character's hair... I think in general everything is also quite well-explained, even though the whole thing is quite complex, I'm able to understand every screen cause of the instructions.

Mint Game Flow User Research User 3

Research Goal
To assess the usability and understandability of the mint game flow, as well as uncover ways to better improve its overall user experience and delightfulness.

Target Participant Attributes
Web3 Mint-Familiar User (Familiar with our ecosystem) <
Web3 Mint-Familiar User (Unfamiliar with our ecosystem)
Web2 User

Interviewee
Age **-**
Occupation **-**
Familiarity with Web3 **High**
Familiarity with Arcadia **High**

What do you expect upon clicking "Create Avatar"	Might be minting might not be minting because of the language choice on the big button - not indicating on chain vs off chain... Subtext above button helps!	*[Prompt User to Read & Understand this Screen, explain that the image on the right is gameplay]* **What do you understand from this screen?**	i play a mini game - and each level will provide me traits - clear instructions on the left	
(Prompt User to explore the Mint Landing page) **What do you understand from this screen?**	Hard to instinctively read the avatar creation logo - if i didn't know about this project - hard to benchmark what v2 is - Then left bottom - understanding that it is a avatar creation game - Instructions of game is lear	**Is it clear to you what the Mint Game is for? Why or Why Not?**	Straightforward	
*Optional - Do you understand what the logic of the Mint is?	If you're degen enough "minting" is a pretty normal term - perhaps CREATE / MINT NFT FOR FREE	**Do you feel this Mint Game screen can be improved? How so?**	would be good to have short text on the game screen itself about which level correlates to which part ill get to customize	
		Imagine you are an OG Arcadian Holder, what do you understand from this pop-up?	This makes me happy! Happy to be recognized and get something for being part of the community!	
How do you think this page can be improved in introducing the mint?	Perhaps a space to showcase the NFT utility at this stage	**Do you feel this pop-up can be improved? How so?**		

(Show User both screens, prompt them to Read & Understand both in order) **What do you think is the purpose of these screens?**	Results Page - understand that ill be startin the customizer	**Closing Thoughts / General Feedback**	I think this is very fun - the delight/discoveability is really high and i'm excited to see this - From the UI perspective it looks really fun Logic wise, we just need to get eyes on this and get a level of virality so people get here!
Which screen fulfills your previously stated purpose more efficiently? Why?	B - it is more visual - naked arcadian, i get to dress and customize my arcadian		
How do you think this screen can be improved? *Do you think this screen is necessary?*	B - Mint counter - not very obvious what this is here - before i get here i'm playing a game etc. - my mindset here is that i get to customize my arcadian based on my results - so when im here and im looking at this mint counter, it doesn't really help my current mindset Perhaps if you are honing in on this element of scarcity, change the copy to be more direct - i.e. USERS HAVE CREATED THEIR AVATAR		

Closing Points

Generally think this is a very interesting way of doing a mint! It's different and it's very game-like which is on brand for you guys.

I think leveraging on the story will make this very appealing for people like me who play games but also own NFTs.

For me most projects their mints (are) very fancy but when you get to the utility it falls short - so I hope that after you mint and everything, you will be able to have a good experience with your NFT.

_

I think it's really interesting. I'm not very into NFTs but I think it is cool that you have this concept of playing a game and creating your own personal avatar.

I think it can be quite punishing also, I'll be very sad if I fail at the game and won't be able to customize my character's hair...

I think in general everything is also quite well-explained, even though the whole thing is quite complex I'm able to understand every screen cause of the instructions.

Mint Game Flow User Research Brief

Research Goal
To assess the usability and understandability of the mint game flow, as well as uncover ways to better improve its overall user experience and delightfulness.

Target Participant Attributes
Web3 Mint-Familiar User (Familiar with our ecosystem)
Web3 Mint-Familiar User (Unfamiliar with our ecosystem)
Web2 User

Interviewee
Age
Occupation
Familiarity with Web3
Familiarity with Arcadia

What do you expect upon clicking "Create Avatar"	I expect to be able to create a character
(Prompt User to explore the Mint Landing page) **What do you understand from this screen?**	• I see free mint and play mint game (I see the yellow as it stands out but too many words, idw read.) • Pink text is too hard to see, because the words blend tgt into a block • "Avatar Creation" too hard to see
***Optional - Do you understand what the logic of the Mint is?**	No
How do you think this page can be improved in introducing the mint?	I dislike reading too many words. Screen feels too cluttered. I would prefer if the instructions for the mint came up after I clicked on "Play Mint Game" It's like giving me a tutorial before I even enter the game

(Prompt User to Read & Understand this Screen, explain that the image on the right is gameplay) **What do you understand from this screen?**	play the mint game. But how to start playing? Where is enter button
Is it clear to you what the Mint Game is for? Why or Why Not?	Mint to create avatar
Do you feel this Mint Game screen can be improved? How so?	too much text, sage voice is irritating given that the main thing users are interested in this gameplay and what people can get.
If you are an OG Arcadian Holder, what do you understand from this pop-up?	how many OG arcadians i have (how does that factor in??), as well as how many mint token tries i have
Do you feel this pop-up can be improved? How so?	having a permanent box for the sage adds a lot of visual and navigational clutter. To tailor the experience for different users (hardcore fans who are interesting in lore exploration, as well as normies who just want to mint), we can have the box only show upon hover of the sage icon. This makes the main CTAs of the page clear and the navigation much more straighforward

(Prompt User to Read & Understand this Screen) **What do you think is the purpose of this screen?**	Idk, too long didnt read sorry also hurts my eyes (too many colours)
Does this screen fulfill its purpose? Why or Why not?	
How do you think this screen can be improved? *Do you think this screen is necessary?*	

Closing Thoughts / General Feedback	As a gamer and a product strategist, my experience in games is that: while people hate clicking through multiple pages, users hate reading much more. Trigger happy clicking amounts for a bulk of in-game purchases and skipping of walkthrough tutorial scenes. Thus, offering the tutorial before the gameplay, or inundating the pages with text, prevent full user engagement.
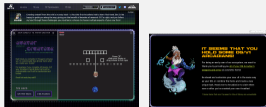
Group 1

As the text below in the button indicates, I expect to create my avatar which I am guessing is to mint the NFT. Since I don't know much about your platform I'll probably scroll down first to learn more.

Quite self-explanatory!

I think the point form explanation is good - "Connect Wallet, Play or Skip the Mint Game... etc." - Lets me know what to expect when I start - I'm guessing I have to play some game and succeed in order to freely create my avatar?

Maybe it will be good if the picture on the left is more clearly the avatar I will be making?

I'm assuming the whole "Create Avatar" thing is using gaming language to explain the nft minting process - it's good, at this page I get a snapshot of what I need to do.

I think functionally this page serves its purpose - perhaps you could add in some like story - why is my avatar being created? like in skyrim before you create your character they show you in as a prisoner and when they 'register' you they ask you what's your name and that's when you enter the character creation)

Something like habbohotel? I can like choose my clothes and all that to make my character.

I think the "Mint" part is related to NFTs? But I'm not sure.

I would keep scrolling to learn more.

When I click the button I'll be able to play a game - If I do well in the game, I'll be able to customize a higher number of traits.

I'll click the button to find out more about the game

Yes the steps are easy to follow.

I think the image on the left is clickable when it's not... perhaps you can go with something else?

Might be minting might not be minting because of the language choice on the big button - not indicating on chain vs off chain... Subtext above button helps!

Hard to instinctively read the avatar creation logo, - if i didn't know about this project - hard to benchmark what v2 is -

Then left bottom - understanding that it is a avatar creation game -

Instructions of game is lear

If you're degen enough "minting" is a pretty normal term - perhaps CREATE / MINT NFT FOR FREE

Perhaps a space to showcase the NFT utility at this stage

Group 2

The Copy on the top with the guy talking to me is what I was mentioning previously about story - I like it - it sort of makes me curious about the whole story - i know now im being created...

This screen is quite clear also, the copy on the left explains more about the specifics - it's quite simple right? I have to win all levels if i want to customize all the traits so I have to play well -

I have to play the game to get like a real sense of this screen but I think including guiding "story" text in the game is a good idea to keep people like me engrossed in this throughout?

If I own NFTs from you guys already this pop-up will be quite exciting for me -

Reading it also gives me more insight into this new avatar - like on your platform I can equip and I assume buy and earn more items to wear

I think it's alright - just text heavy but I guess no choice - if its relevant to me I will definitely read it -

It's like directive enough - i know what i have to do if I hold one of your NFTs, and I know what you are giving me

The game is clear to me now and the mint logic - every level I clear I get to customize 1 more trait on the customizer & if I don't complete a level I will just be given a random option for that trait.

Yes. Same as my previous answer.

The Mint Token counter is confusing to me - do I have to use a mint token every level I complete? If not, I don't understand why it's showing this to me here.

I'd like to know which level is equivalent to which trait I am customizing that will be nice!

Self explanatory - If I own one of your previous NFTs, all the equipment and accessories on the NFT I will be able to attain them as items as options in the future.

i play a mini game - and each level will provide me traits - clear instructions on the left

Straightforward

would be good to have short text on the game screen itself about which level correlates to which part ill get to customize

This makes me happy! Happy to be recognized and get something for being part of the community!

Group 3

Seems to me like a results screen - tells me how i did in the game in the previous round and further emphasizes how many i can customize vs. will be random -

Also first time learning about equipment - so what i understand form this is that the game allows me to choose my face/body/hair/gender, etc. then on top of that I will also be able to choose some starting gear.

Yes - especially after playing the game, this screen will affirm my results and sort of guide me into the creator. It also has new information for me.

If you guys want to avoid so much text maybe you can show some of this information visually so that you no need so many words.

To communicate what you can customize based on your results - also the additional information of equipment.

I prefer B. Loads clearer - less words, easier to visualize and read.

Perhaps the "Class" "Gender" etc. can be in a brighter colour without the added symbols to be abit clearer.

Results Page - understand that ill be startin the customizer

B - it is more visual - naked arcadian, i get to dress and customize my arcadian

B - Mint counter - not very obvious what this is here - before i get here i'm playing a game etc. - my mindset here is that i get to customize my arcadian based on my results - so when im here and im looking at this mint counter, it doesn't really help my current mindset

Perhaps if you are honing in on this element of scarcity, change the copy to be more direct - i.e. USERS HAVE CREATED THEIR AVATAR!
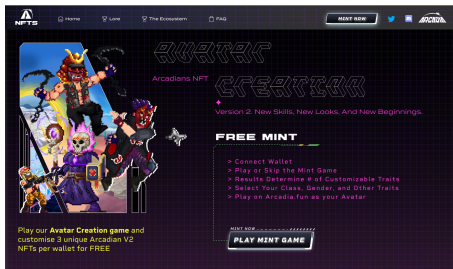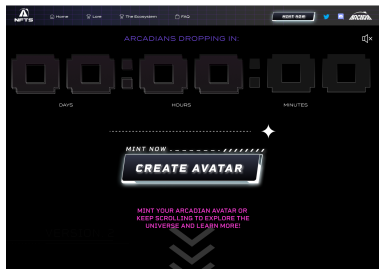
Insight #1 - Landing
Upon Landing, users indicate a desire to learn more about the ecosystem before minting / creating their avatar.

Insight #2 - Mint Landing
Step by step instructions below "FREE MINT" provides clear, functional instructions that help users understand the logic of the mint.

Insight #3 - Mint Landing
Image on the left of the screen should speak more to the attributes of the NFT and look less like a clickable asset.
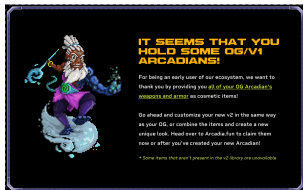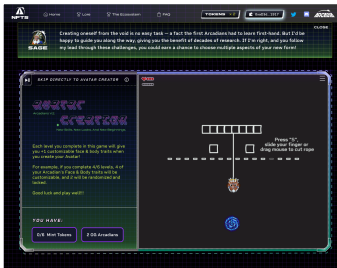
GIF of Arcadian equipping?

Insight #4 - Mint Landing
Copy on the bottom left provides clear supporting information for users on this screen.

Insight #5 - Mint Landing
Added narrative- / lore-building on this page would further enhance storytelling for users.

Sage banner on this screen as well?

Insight #6 - Game Screen

Users find the copy on the left helpful and provides them with a clear understanding of their task & reward ahead.

Insight #7 - Game Screen

Additional story-telling on the top is a point of interest for some users - providing additional narrative within the game would further engross such users in the lore.

Insight #8 - Game Screen

Communication regarding Mint Tokens on this screen might be confusing for some users as they are unsure about when and how these might be consumed.

Tooltip Clarification?

Insight #9 - Game Screen

Supporting on-game content regarding lore & which trait you're playing for on each level would be useful for users.

Insight #10 - OG Popup

Users indicate that the copy is extremely directive and clear although it is wordy. They add that if they own an OG, they will be both inclined to read as well as happy to be appreciated.
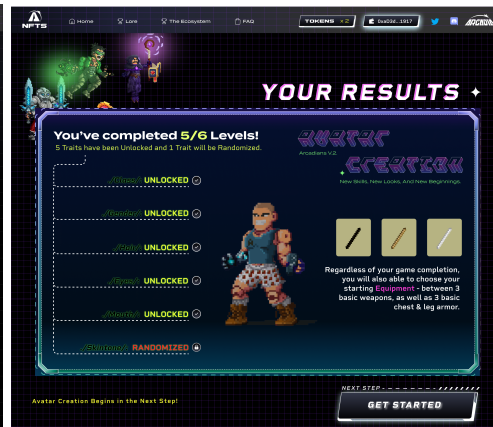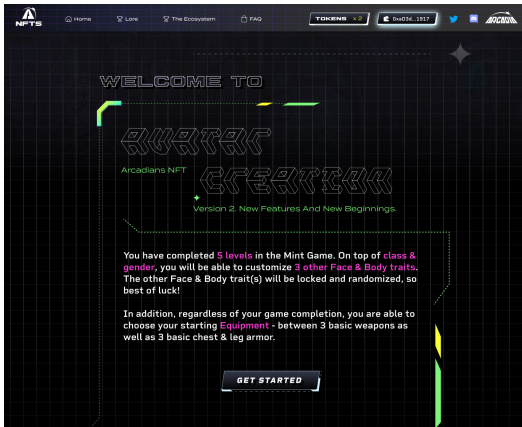
Insight #11 - Results Screen ✅

Users find the copy in A to be clear and directive but prefer a more visual representation of this information (B).

Insight #12 - Results Screen ✅

Opportunity to improve the UI for B to accommodate better readability.

Insight #13 - Results Screen ✅

Opportunity to improve copy of the mint counter to further promote the scarcity effect.

HYOT User Research Brief

Research Goal
To qualitatively unpack the journey of users as they host tournaments on Arcadia.fun

Target Participant Attributes
RPD Creators

Potential Questions (WIP)
Getting Started
a) What do you understand by creating your own tournament on Arcadia?
b) How would you go about locating where to host your own tournament and why?

HYOT Step 1
a) Describe your experience in step 1.
b) Free vs. Wagered
c) Public vs. Private
d) Game Selection
e) Scheduling Functionality
d) Error States

Users selects Wagered tournament

HYOT Step 2
a) Describe your experience in step 2
b) Tournament Creation Fee
c) Royalty Percentage - understand?
d) Participation Fee
e) Prize Form
f) Prize Token Amount
g) Multiple Winner Prize Distribution

Closing
a) Where would you go to find your hosted tournament? How is this placement for you?
b) Sharing of tournament functionality - intuitive?
c) Describe the entire hosting experience - would there be anything you would improve?