

Video Game Sign Up Flow

Samantha Gary

Project overview



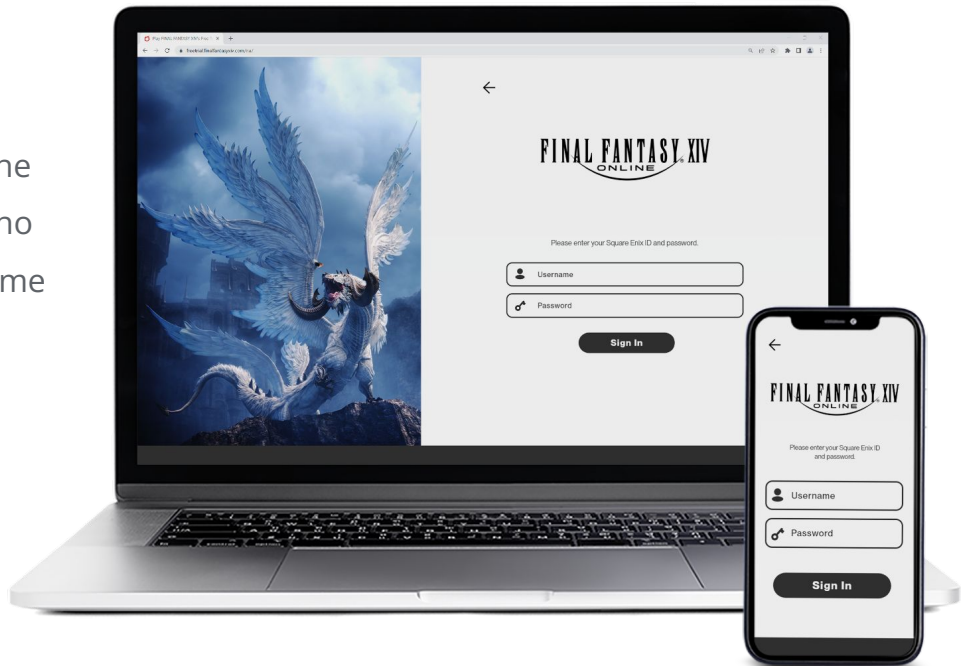
The product:

This is a sign up flow for Final Fantasy XIV. The target audience are users ages 18 and up who enjoy video games and want to try a new game experience.



Project duration:

Feb 2023



Project overview



The problem:

The signup process is clunky and poorly optimized for users who haven't already created an account



The goal:

Simplify the sign up process and streamline the path to the free trial for users with and without existing accounts.

Project overview



My role:

UX Designer



Responsibilities:

User research, wireframing, prototyping, lo-fi & hi-fi mocks

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted user interviews, which I then turned into empathy maps to better understand the target user and their needs. I discovered that many users were frustrated with the weird design of the current free trial sign up flow. I theorized that 2 separate flows for each of the 2 possible users (those with accounts and those without) would clean up the sign up page and be more enjoyable for users.

User research: pain points

1

Clunky Design

The design of the sign up page is a long list of input fields and overwhelming for users.

2

Confusing Experience

Instead of two separate experiences, the two are combined leading to confusion on where to start.

3

Not Accessible

The long list of input fields confuses screen readers and causes them to glitch or repeat themselves.

Persona: Josh

Problem statement:

Josh is an avid gamer who needs to sign up for FFXIV quickly because he wants to join in with his friends.



Josh Veem

Age: 28

Education: Bachelor Degree

Hometown: Denver, CO

Family: Girlfriend and dog

Occupation: Engineer

"All my friends are playing this game, I need to make sure I don't fall behind!"

Goals

- Quickly and easily sign up for the game.
- Create a new account to access feature within the game.

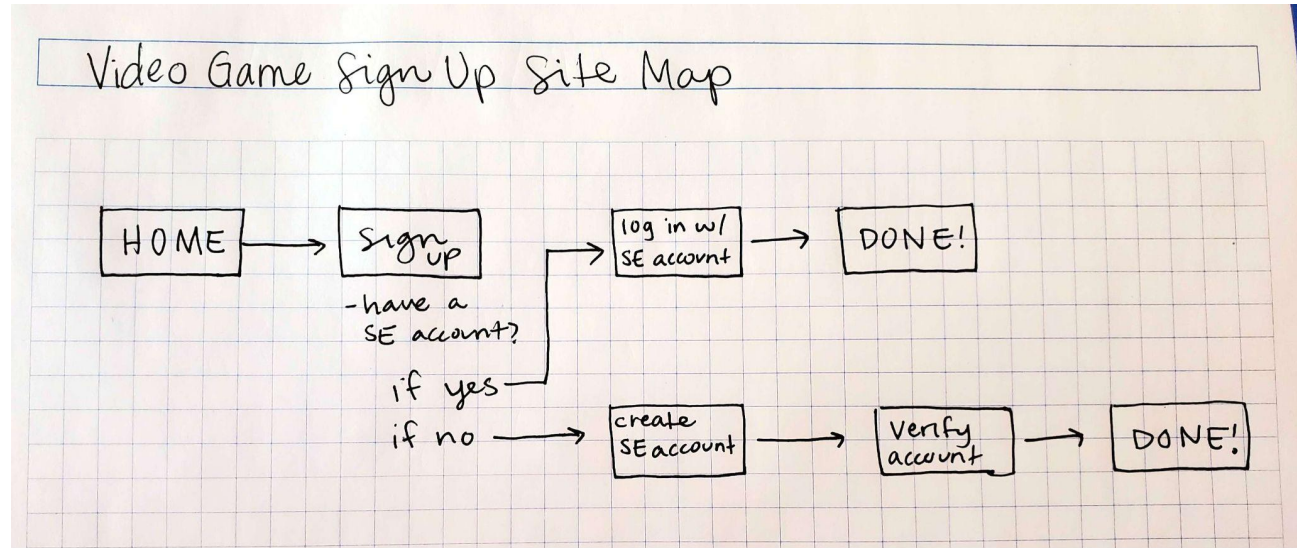
Frustrations

- "I hate it when I can't easily make new accounts, I don't have time to waste, I need to keep moving."
- "I just want to catch up and play with my friends. I don't want a whole spiel about the game, I'll decide if I like it for myself."

Josh Veem is a hardworking Senior Engineer. He plays video games to unwind from his job and catch up with friends and his brother who also games. He doesn't have a lot of time to spare so he devotes it to hanging out with his girlfriend and gaming with his friends.

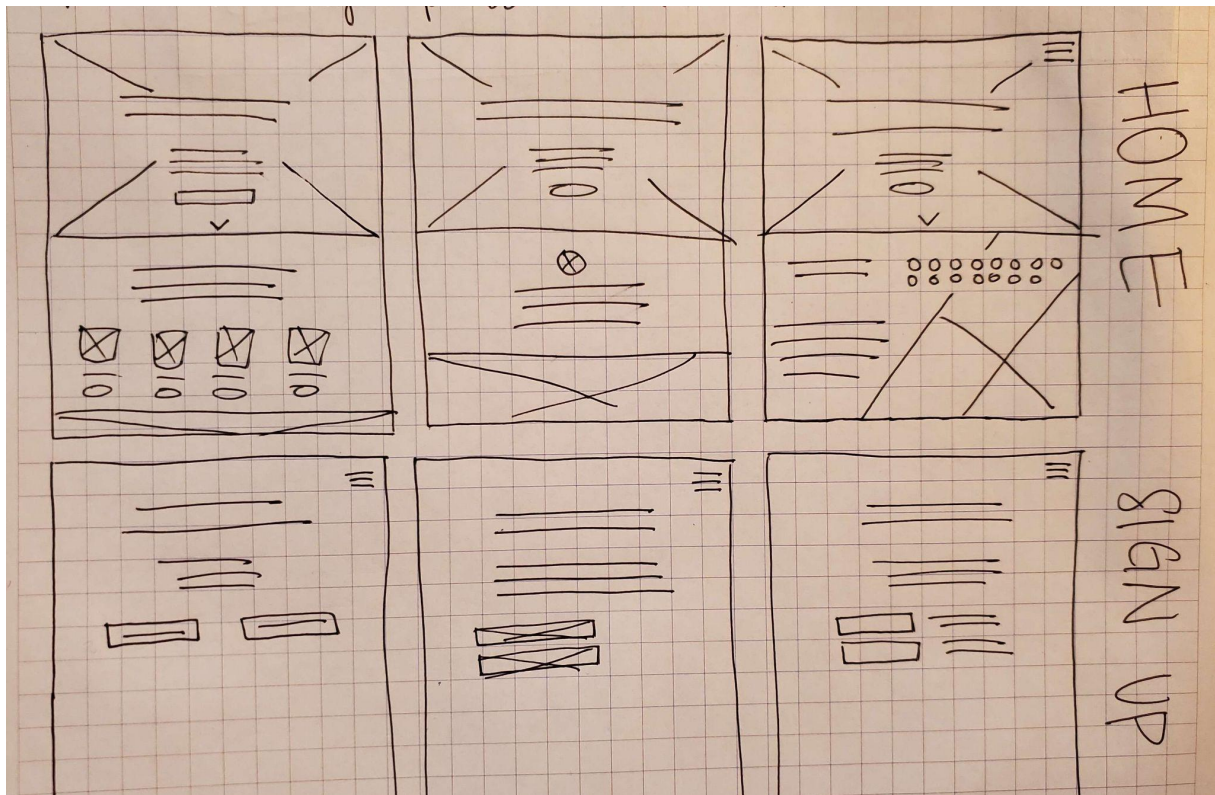
Sitemap

My goal was to streamline the sign up process and split it into two unique experiences instead of one.



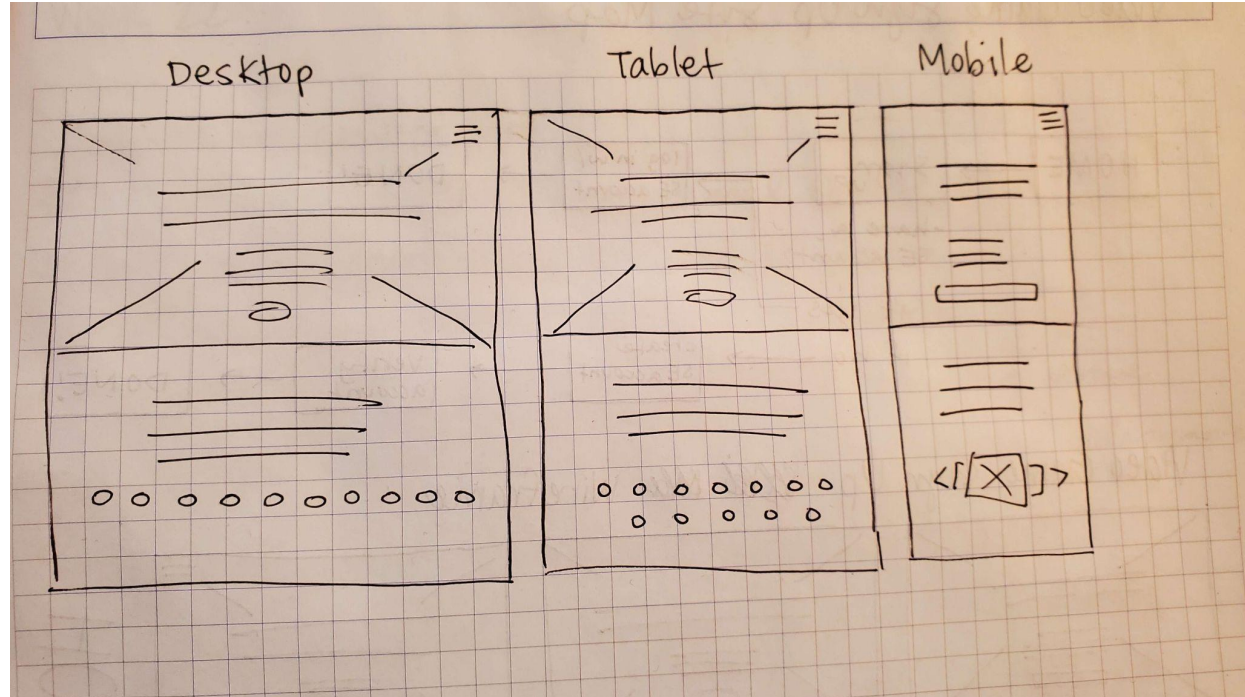
Paper wireframes

Using simple wireframes, I mapped out how a possible user flow could go.



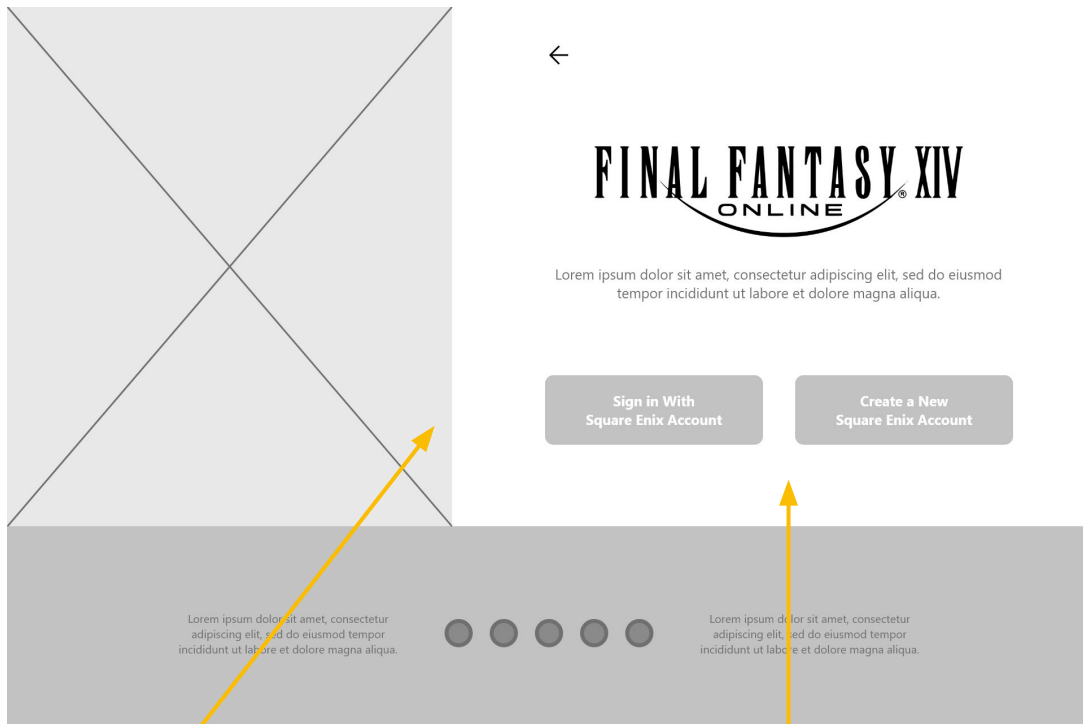
Paper wireframe screen size variation(s)

I then tested the home page design on multiple sizes since I knew that would be the most complicated to resize.



Digital wireframes

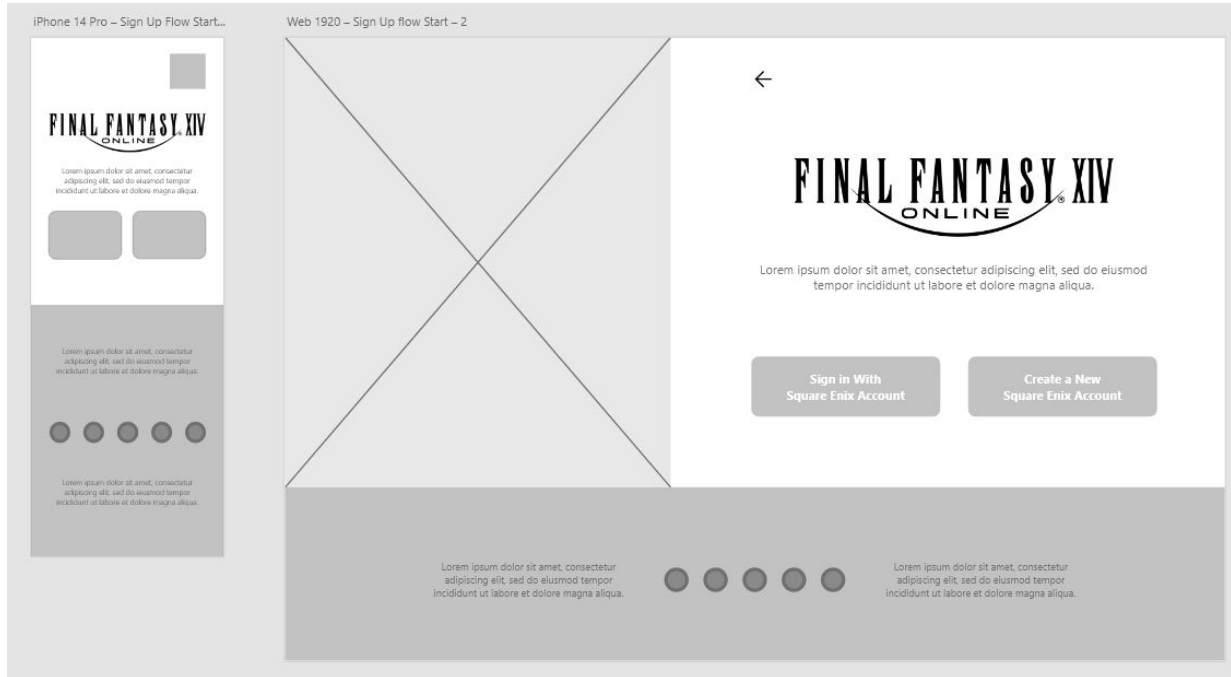
As the initial design phase continued, I made sure to base my designs on feedback and findings from the user research.



Simplified overall design to eliminate user confusion

Splitting the user experience into two distinct journeys

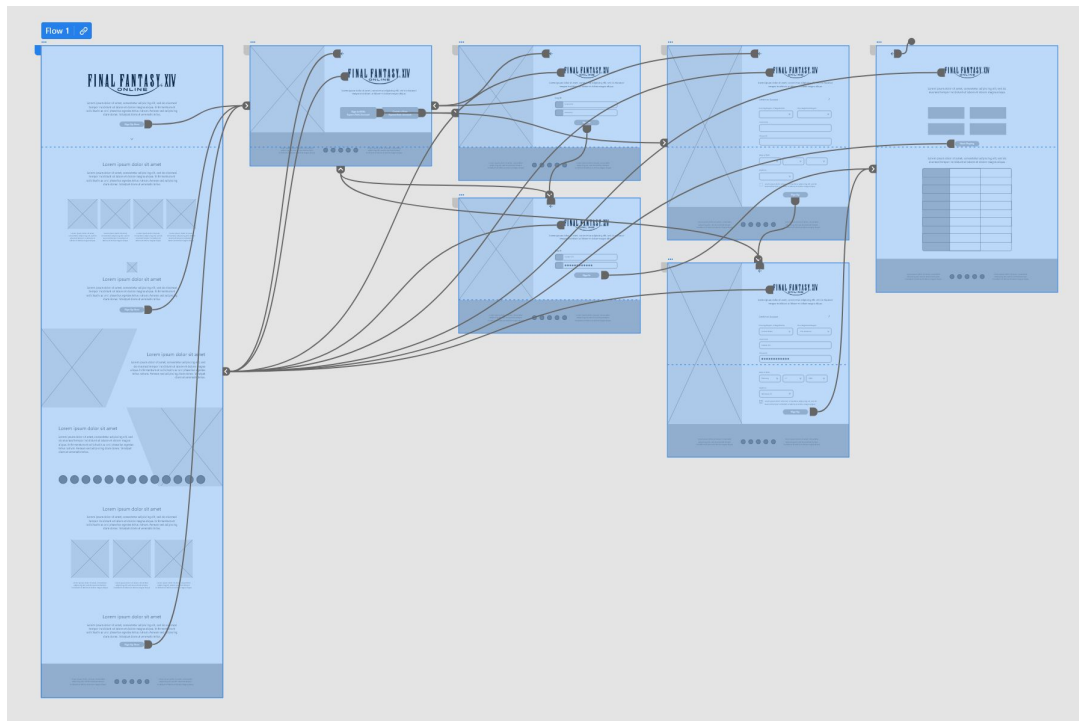
Digital wireframe screen size variation(s)



Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The user flow I connected was the sign up flow, so the prototype could be used in a usability study.

View prototype [here](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

10-20 minutes

Usability study: findings

I conducted one round of usability studies. Findings from this study helped guide the designs from wireframes to mockups.

1

Finding

Users were missing an email confirmation flow.

2

Finding

Users did not find a table comparing the free trial to the full game helpful.

3

Finding

Users enjoyed the simplicity of the signup process.

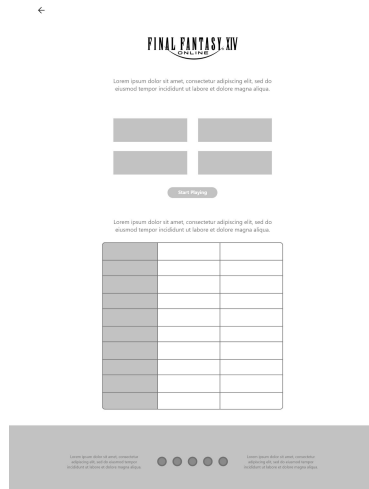
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

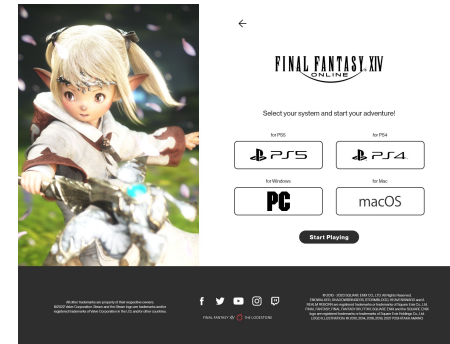
Mockups

Cleaning up the final page helped simplify the user experience.

Before usability study



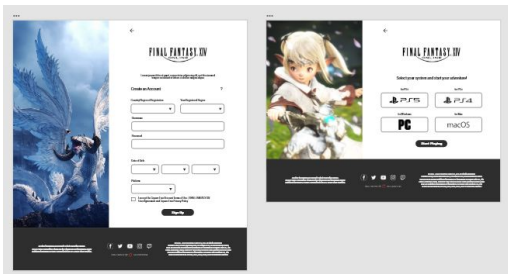
After usability study



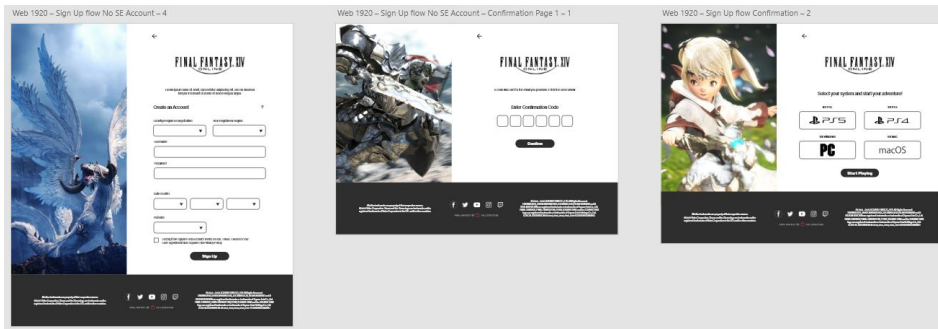
Mockups

Adding in an email confirmation screen will help curb an influx in fake accounts abusing the free trial. This will make the game more enjoyable for real users.

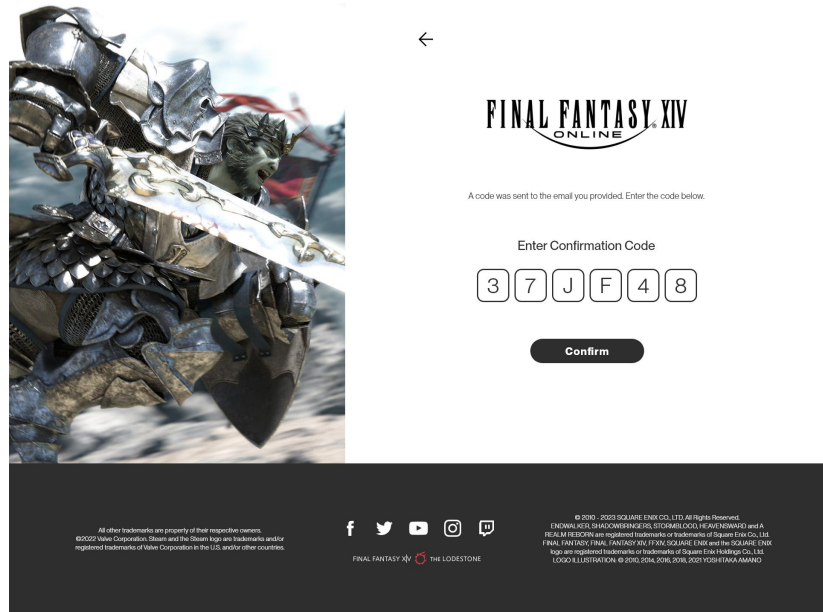
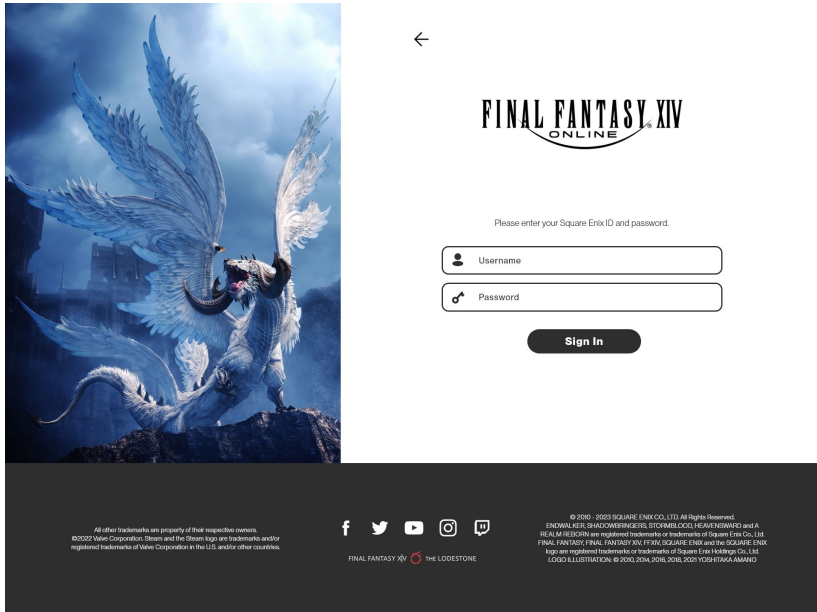
Before usability study



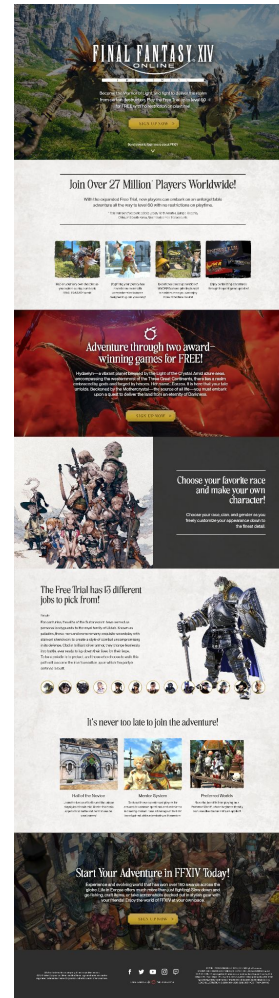
After usability study



Mockups: Original screen size



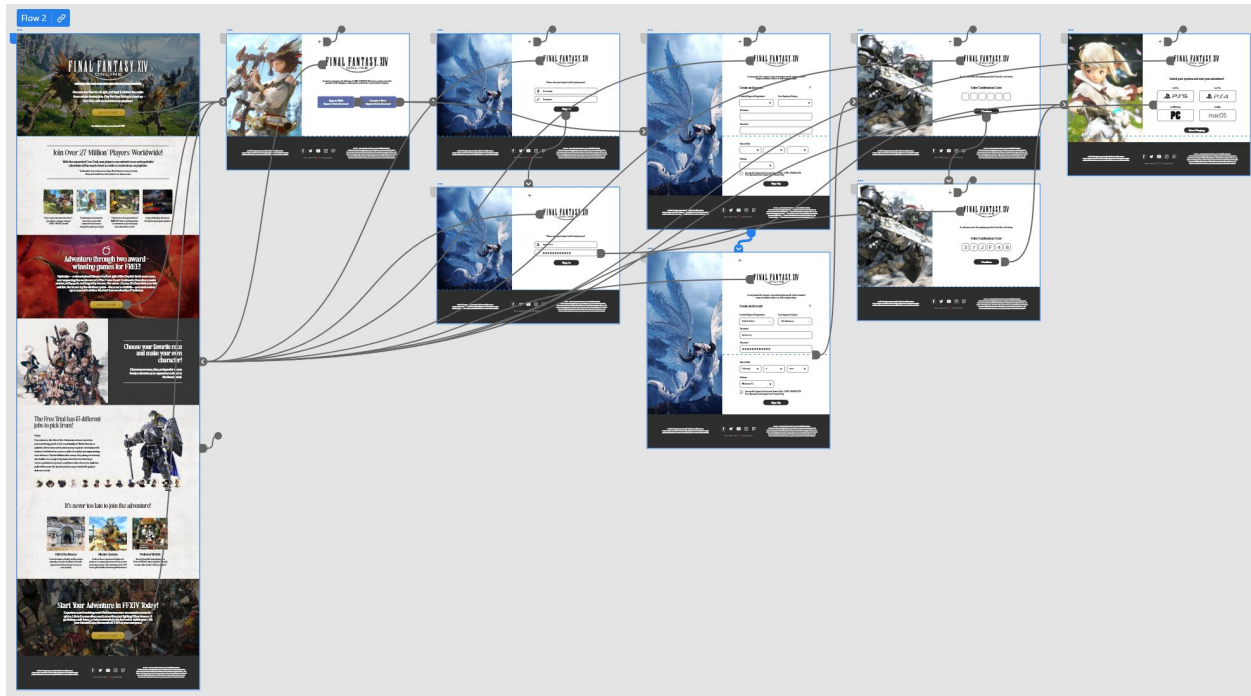
Mockups: Screen size variations



High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype, and included the design changes made after the usability study.

Hi-fi prototype [here](#)



Accessibility considerations

1

I used headings with different sized text for clear visual hierarchy

2

I made sure the designs were simple and easy to traverse with either a screen reader or just a keyboard.

3

Mobile version has large buttons and text for easy access.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Our target users shared that the design was intuitive to navigate through and demonstrated a clear visual hierarchy.



What I learned:

I learned that even a small design tweak can have a major impact on the user experience. The most important takeaway for me is to always focus on the needs of the user when coming up with design ideas and solutions.

Next steps

1

Conduct follow-up
usability testing on the
new website

2

Identify any additional
areas of need and ideate
on new features

Let's connect!



Thank you for reviewing my work on the FFXIV Free Trial Sign Up Flow!

If you'd like to see more, or would like to get in touch, my contact information is provided below:

Email: samantha.gary@gmail.com

Website: samanthagary.com