



‘Everybody Wins’

Dan Camilleri - UXD
December 2014

The Problems

1 Gamers: The '*Pile of Shame*'

aka

“the number of games someone has accumulated over time which they haven't actually played yet”

1

2 UNICEF Australia:

The desire to engage with new demographics to increase fundraising opportunities



2

How might we...

...make the gaming demographic feel more connected to charitable causes such as UNICEF's

...motivate gamers to become personally invested in raising funds for UNICEF

...ensure users manage their own “mini-campaigns” to individually raise as much funds as possible

The Solution



A website where gamers pledge to complete as many of their unplayed games as they can within a month, whilst raising funds for UNICEF in the process.

- tally their unplayed games
- share progress with friends and family
- encourage them donate to their total
- unlock rewards for fundraising milestones

Surveys

Gamers surveyed on “Gaming & Charity Habits”

52
Responses

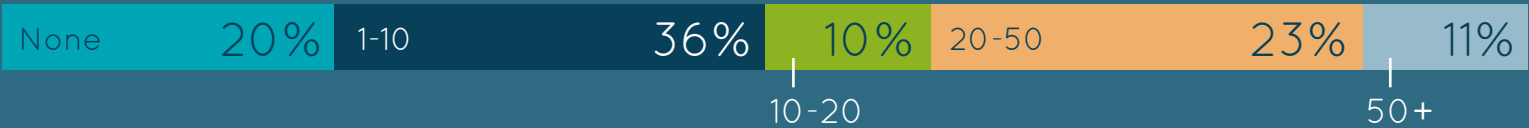
How often do you get new games



What usually motivates you to buy new games



How many games do you own that you’ve yet to play



What are the barriers to you not playing your games



Have you donated to charity in the past year



The Research

Friends & Family surveyed on “Fundraising & Video Games”

60
Responses

Have you donated to a fundraising effort such as ‘Movember’ or ‘FebFast’



If so, what motivated you to donate



What was the rough amount you donated



Have you participated in a video game themed fundraising event before



Could you see yourself donating to a friend participating in a video game themed charity event



Surveys: Learnings

The Research

Gamer Survey

- 64% of gamers buy new games every month
- 80% of gamers own games they haven't played
- 23% of gamers own between 20 and 50 unplayed games
- 84% have donated to charity within the past year

General Survey

- 84% have donated to events such as Movember
- 46% donated because they felt it was a good cause
- 40% donated because a friend was fundraising
- 65% would donate to a videogame themed charity

“ I find my friends and I usually pick up games the others are currently playing so **we can go through them together** and discuss it as we go ”

“ the only thing stopping me from playing my older games is that **I tend to jump onto the new ones** as they come out ”

“ I do **want to play them all** eventually, I bought them after all ”

Gamers like to play socially, playing the same games their friends are and then sharing their experiences afterwards

Gamers have the time to play their games, they just tend to prioritise newer games over the older ones they already own

Gamers feel guilty for not yet playing the games they've bought

The Research shows:

The Research

The “Pile of Shame” is not only real, but quite common

Gamers want to eventually get to their unplayed games

Gamers are social and charitable

Most people are happy to donate to a charity if a friend
is fundraising or if it's a good cause

Personas

The Research

Primary Persona

Simon West

- Male
- Married
- Melbourne
- 30 yrs
- No children
- Tech Blogger

Background

Self confessed geek
Passionate about gaming

Gaming Habits

Buys new games regularly
Browses gaming sites daily
Regularly talks about games with friends
Has over 30 unplayed games

Charity Habits

Donates to charity causes 2 to 3 times a year
Participated in Movember but it doesn't appeal to him anymore

Needs

Motivation to play his older games without getting distracted by his newer ones
A charity initiative that's relevant to his interests

“ I'd love to play them all at some point, if only there weren't so many new games to play.

”



Personas

The Research

Secondary Persona

Jason Roberts

- Male
- Single
- Sydney
- 21 yrs
- No children
- Student/Retail

Background

Passionate about sports
Spends lots of time with friends

Gaming Habits

Only plays games once or twice a week
Not up to date on gaming news and trends
Buys whatever is cheap in-store or what his friends recommend
Often forgets to get to games he's bought

Charity Habits

Can't afford to donate to charity regularly
Participates in Movember with friends for the fun & social aspect of it



Needs

Motivation to play the small pile of games he's yet to start
A charity event that's fun and doesn't require a monetary investment to participate

“ So I grabbed this game on sale at JB yesterday, is it any good? ”

Anti-Persona



Needs

A way to conveniently and easily support friends and family when they are fundraising

“ I still can't get past 100,000 on Bejeweled ”

Alicia Santos

- Female
- Married
- Sydney
- 27 yrs
- 2 children
- Nurse

Background

Mostly focuses on her family and work
Passionate about helping others

Gaming Habits

Plays mobile games like 'Bejewelled' when she has breaks at work or a moment away from the kids
Generally buys whatever is popular & free on the app store

Charity Habits

Monthly donation set up with OXFAM
Supports friends and family's fundraising efforts.
Wants to 'do her part to help'

Competitor Research

The Research

Movember

GOOD



Prominent call to donate on homepage

Search option to find users pages

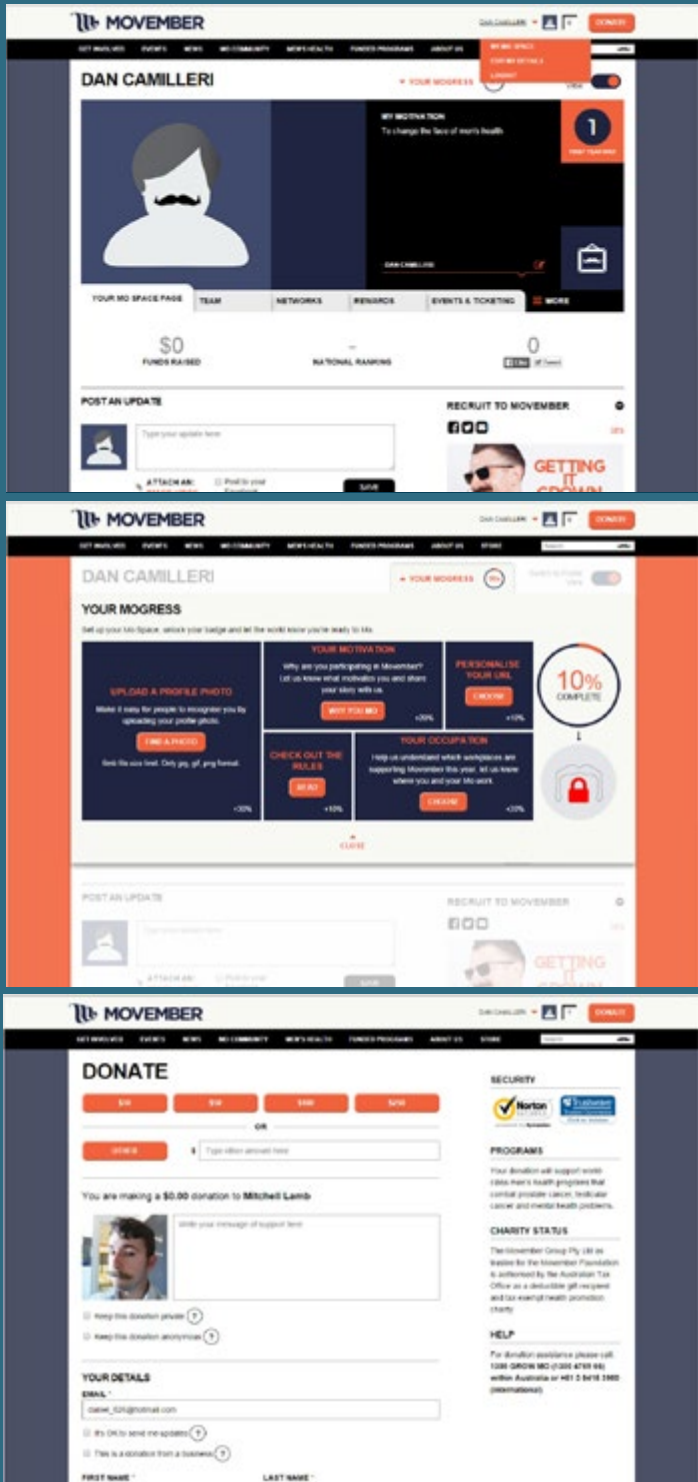
Profile page with social media functions
(posting messages & photos)

Use Facebook account to log-in

User task-bar available when logged in

Fundraising Leaderboards

Rewards for fundraising milestones



Extra Life

GOOD



Prominent call to donate on homepage

Search option to find users pages

User task-bar when logged in

Fundraising Leaderboards

Rewards for fundraising milestones

Tone of site tailored to gamers
eg "Achievements", "Level Up"

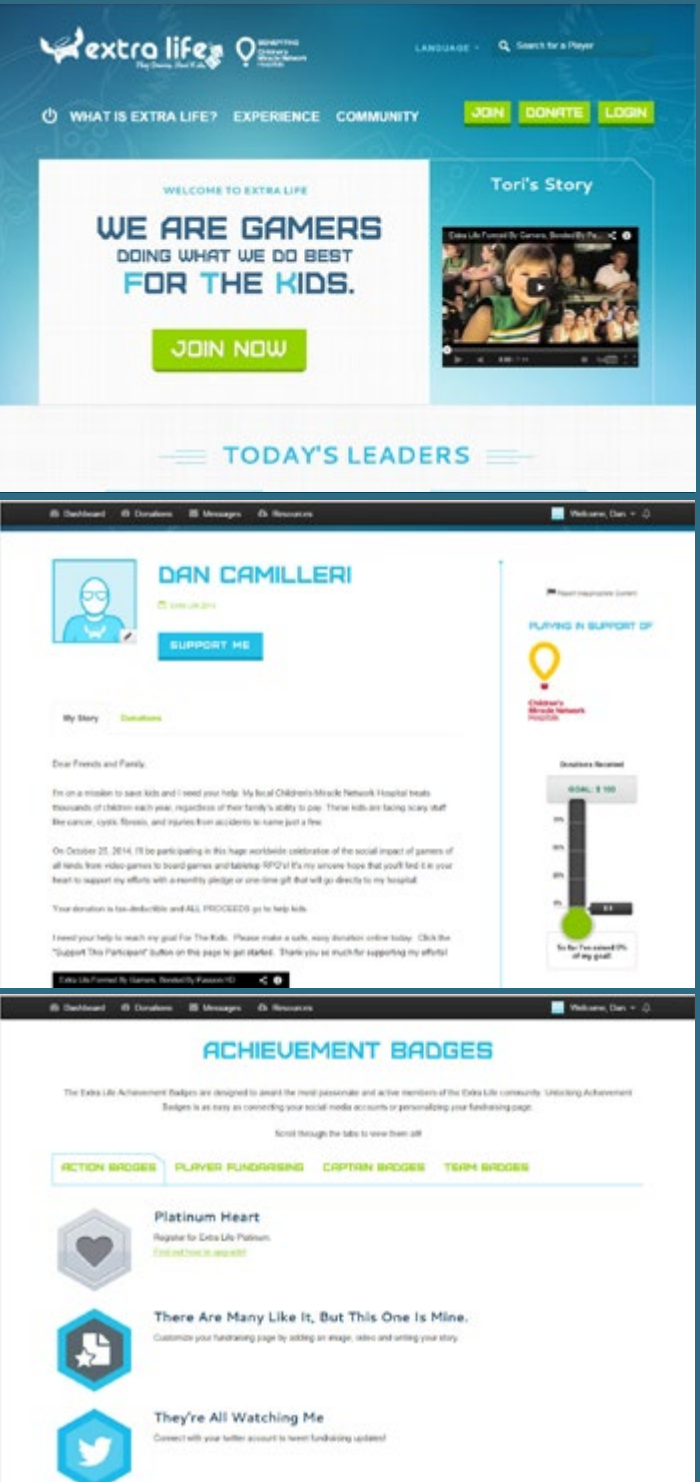
NOT GOOD



Account creation requires a
fundraising goal to be set

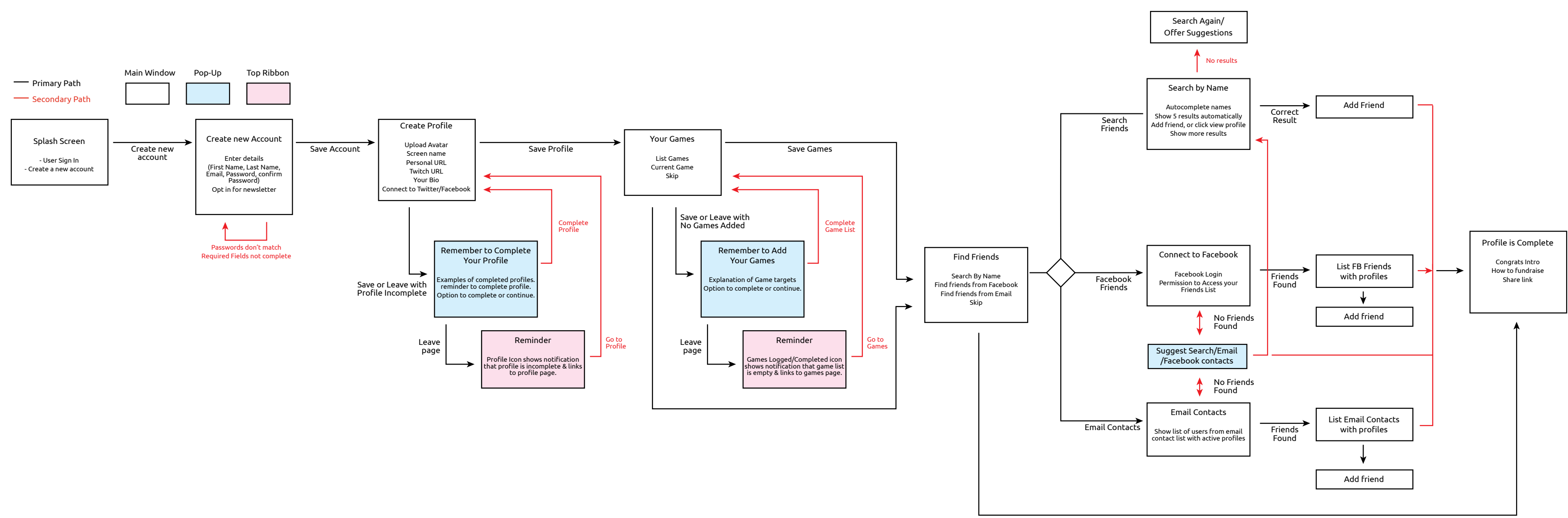
Facebook functionality for comments,
but not for account creation

Donation must be made by user
to create an account



User Flow

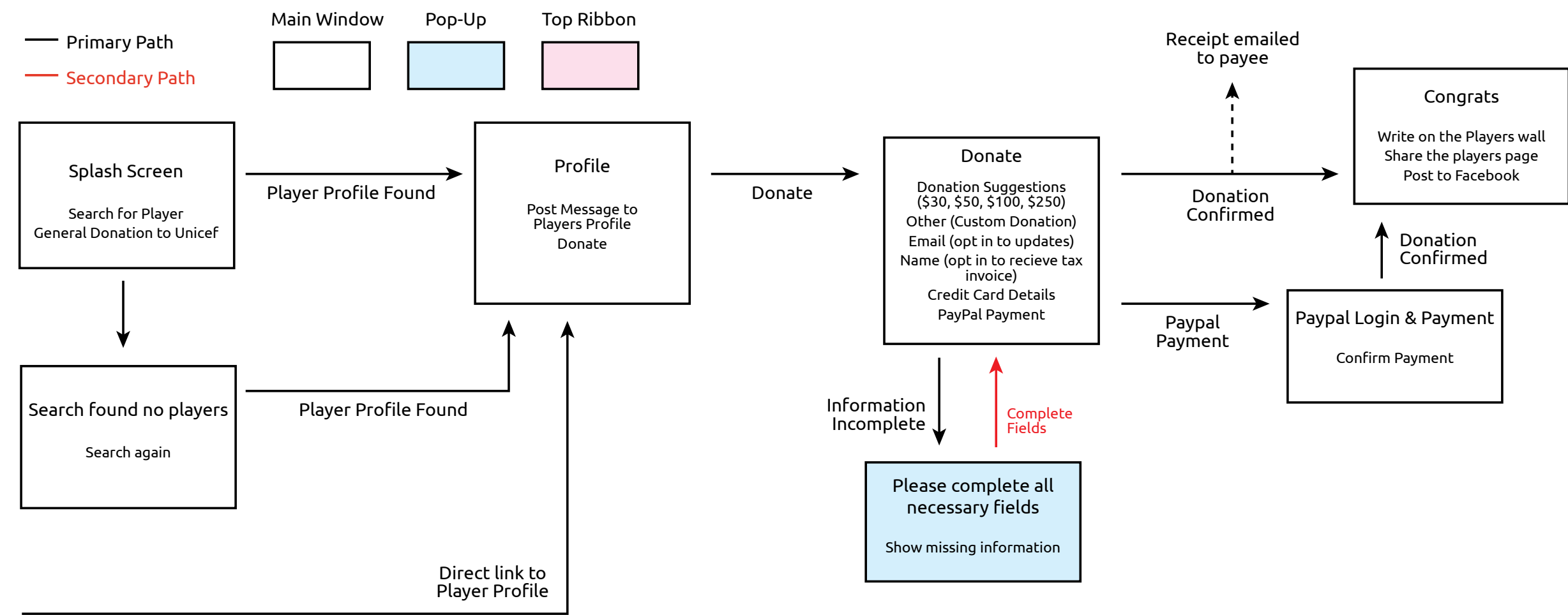
Testing



Creating an account

User Flow

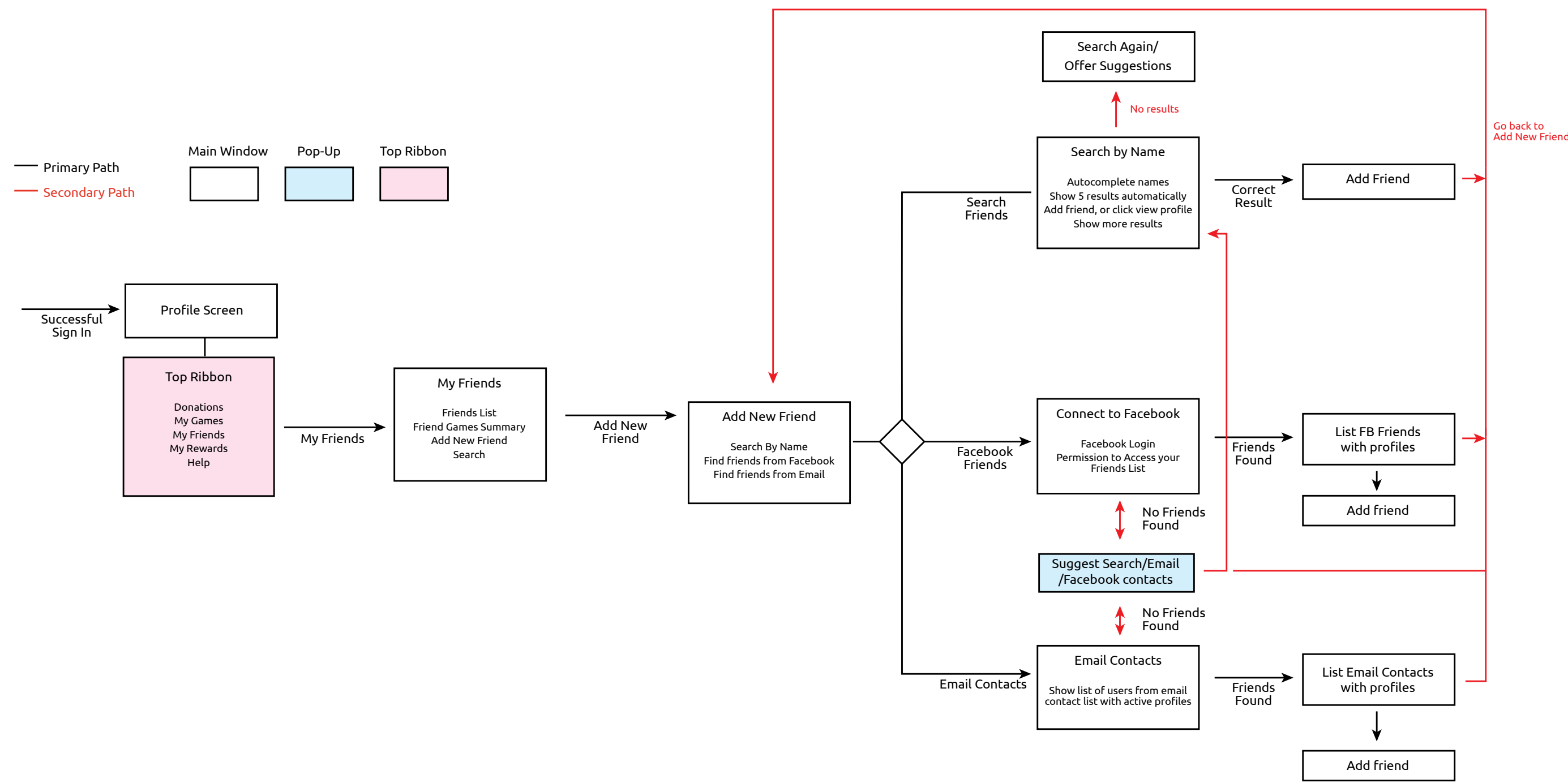
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Making a donation

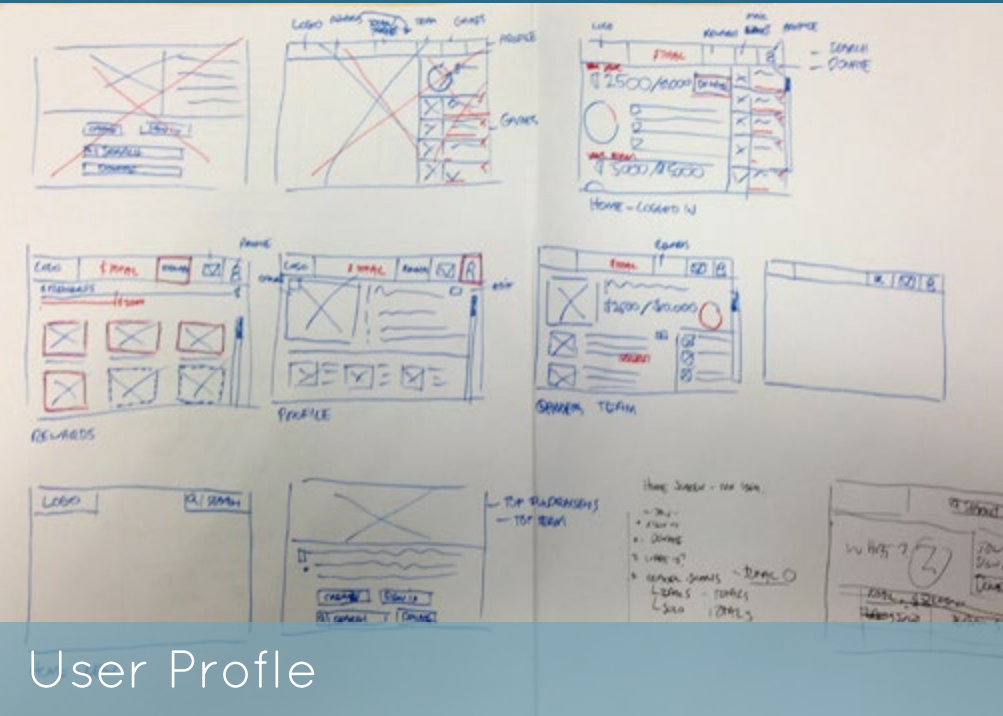
User Flow

Testing

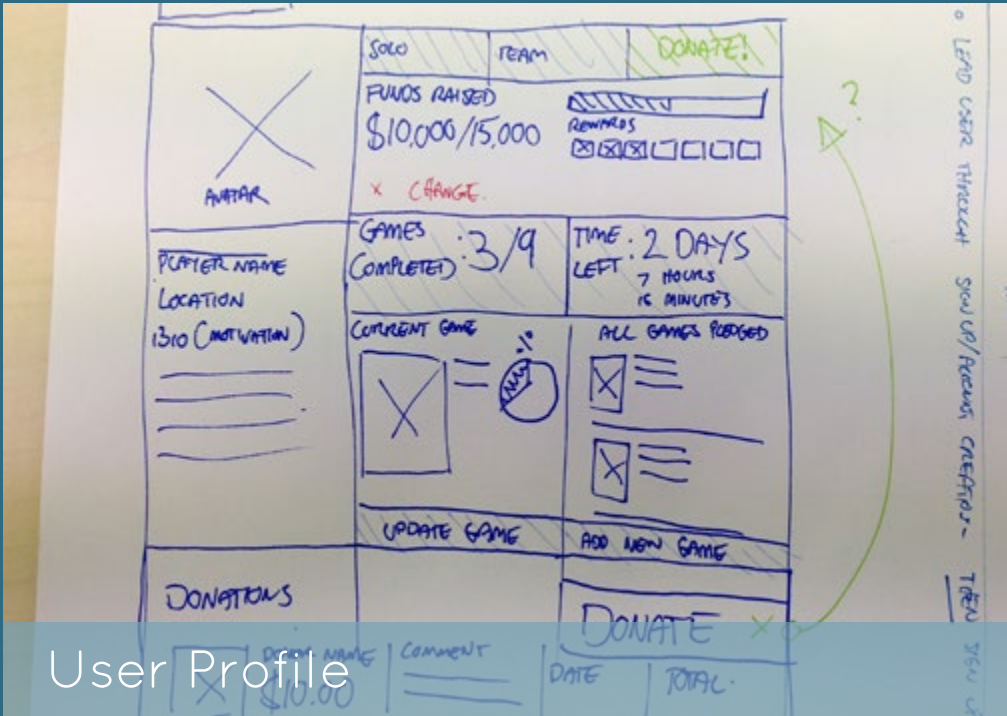


Sketching & Wireframing

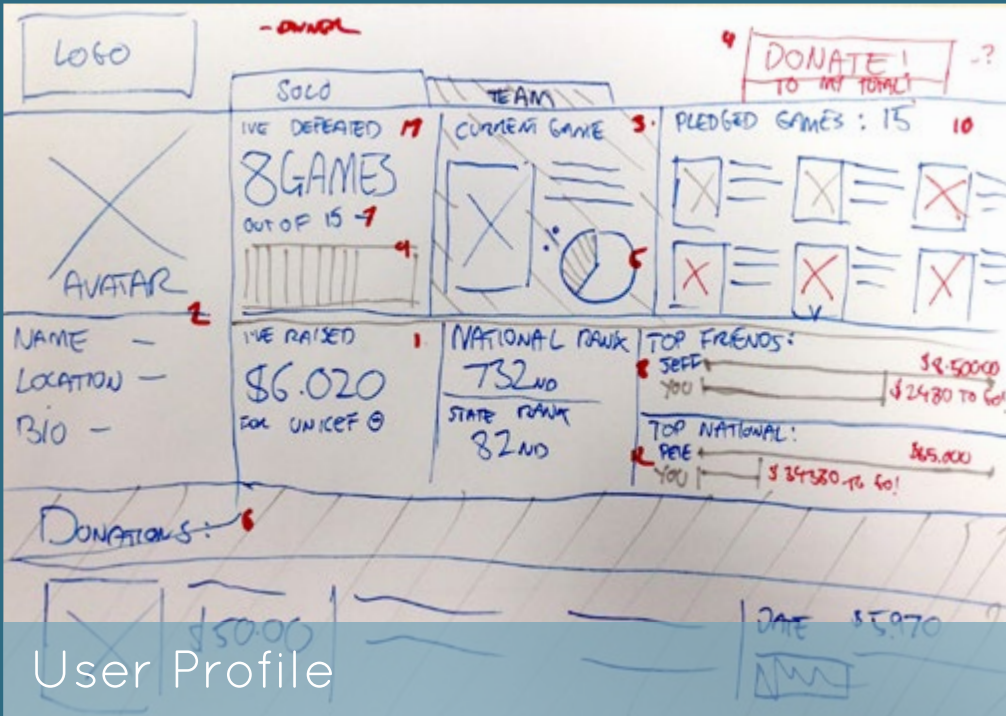
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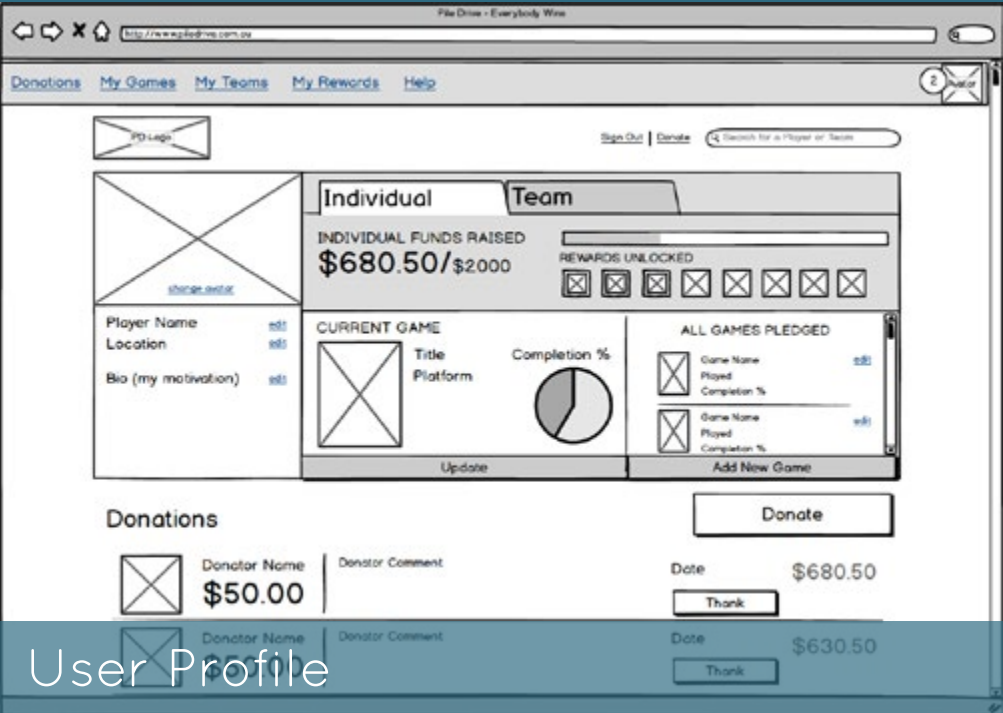
User Profile



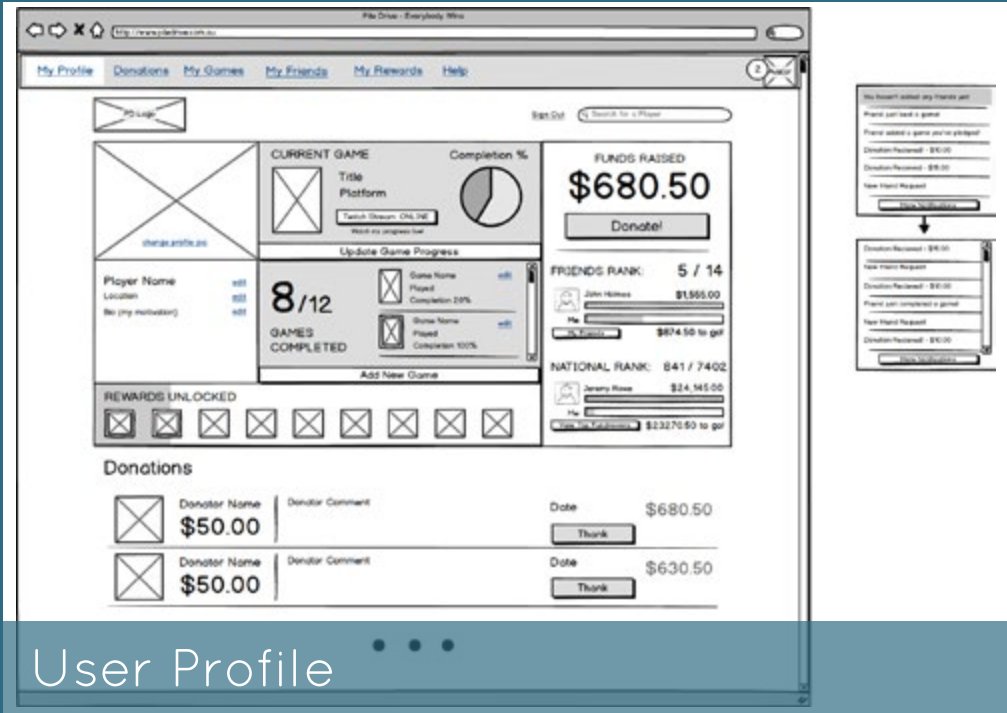
User Profile



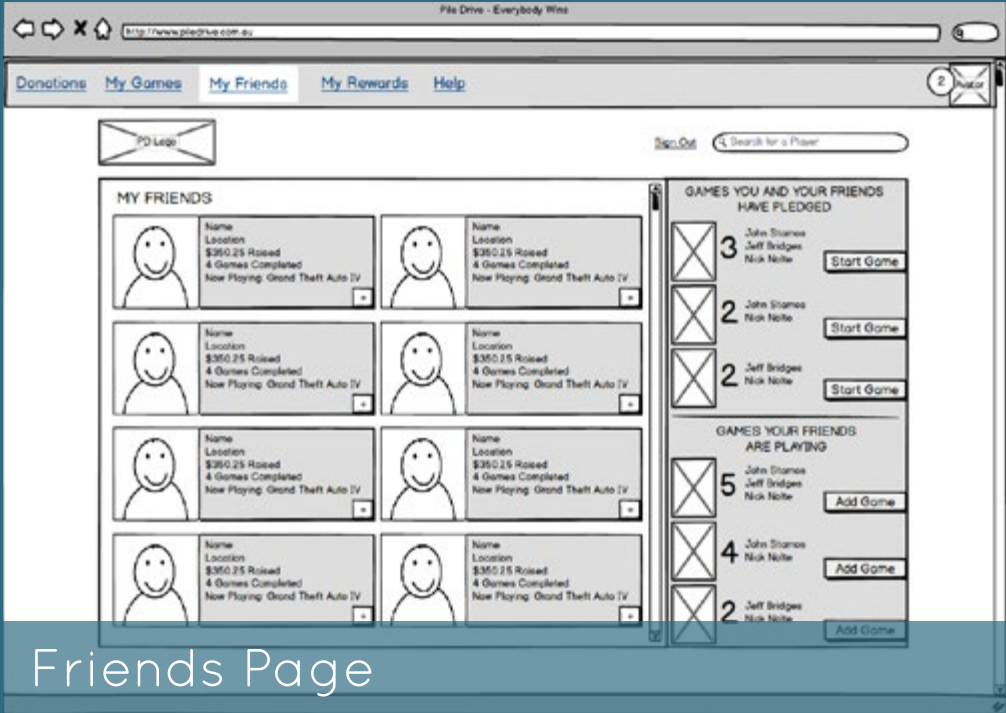
User Profile



User Profile



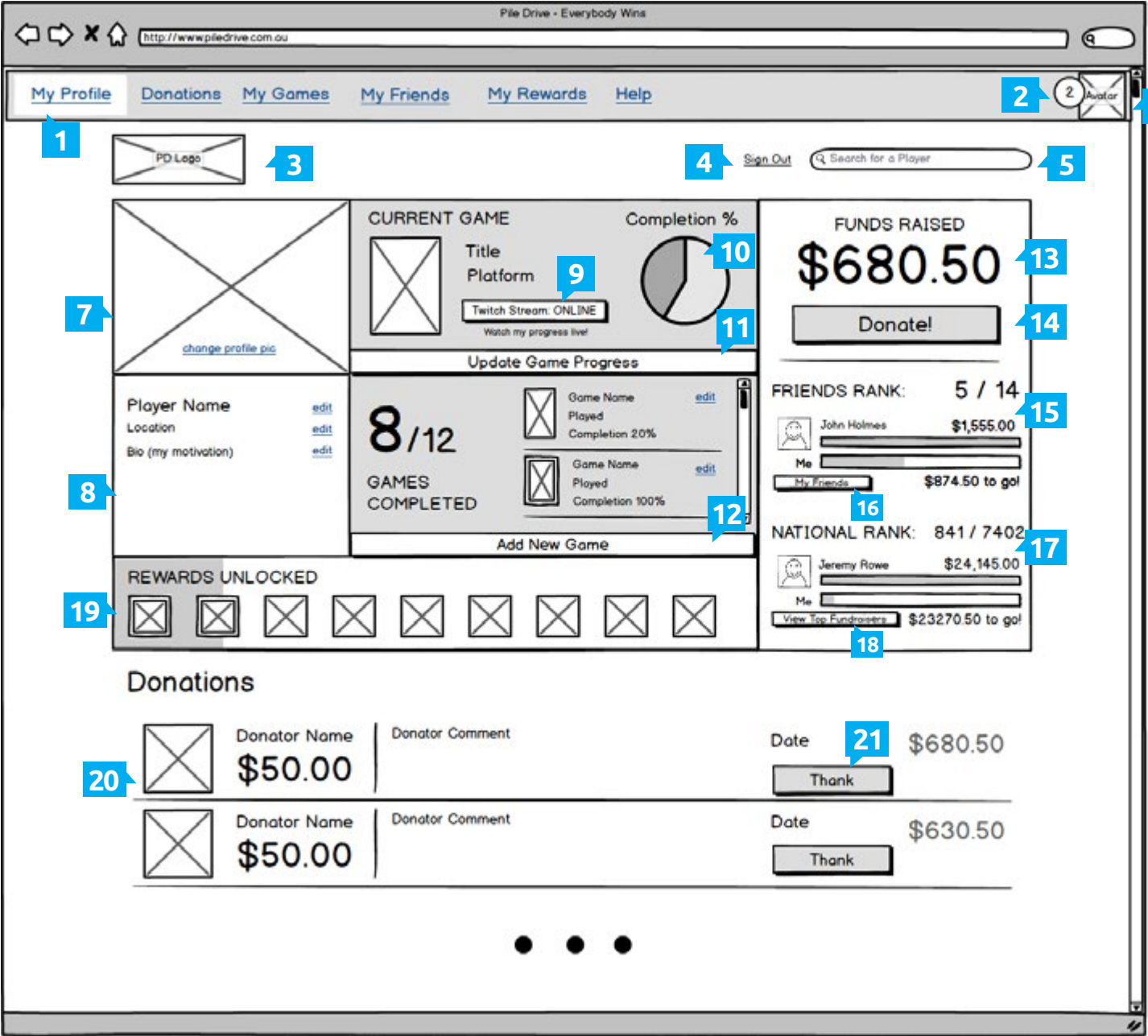
User Profile



Friends Page

High-Level Wireframing

Testing



- 1** Overview
The Player profile screen is the first screen the user sees when they log in to their account.
- 2** Nav Bar
The nav bar only appears when a user is logged in and stays stuck to the top of the browser.
- 3** Notification Icon
Only appears when the user has new notifications, such as donations, or achievements.
- 4** PileDrive Logo
Send user back to home-page when clicked.
- 5** Sign Out
Brings up a pop-up menu confirming if the user wishes to sign out.
- 6** Search Bar
Provides suggestions for available players or teams as player types their entry
- 7** Account Icon
Hovering over the Icon will show a pop-up saying "view profile". Clicking it will from anywhere in the site will take the user top their profile page.
- 8** Profile Pic
Clicking the opens a dialogue box for the user to change or upload a new profile pic.
- 9** Player Details
Clicking 'edit' on any player details makes the text field editable in place, with the 'edit' option changing to 'save' or 'cancel'.
- 10** Twitch Stream icon
When using is broadcasting on Twitch, button with be highlighted with a flashing green dot to indicate they are live, otherwise the dot is red.
- 11** Game Progress PieChart
Completion % number quickly counts up from 0% to the current number, and piechart animates to fill out in sync according to the %.
- 12** Update Game Button
Opens a dialogue box to select another game from the users list, or to add a new game.
- 13** Add New Game Button
Opens dialogue box to add new game to the users list.
- 14** Total Funds Raised
Number quickly counts up from \$0.00 to the current total when page is loaded.
- 15** Donate Button
Takes the user directly to the donation page.

- 16** Friends Rank
The friend the users total is compared against cycles through the top 5 in the users friend list. If the user is ranked higher than his friend then the 2 bars animate to swap positions, with the user total is placed above and the friends total and details moved underneath.
- 17** My Friends
Takes user to the My Friends page.
- 18** National Rank
Operates the same as the Friends Rank, but compared to the highest fund-raisers in the country.
- 19** View Top Fundraisers
Takes user directly to Top Fundraisers page.
- 20** Reward Progress & Icons
A series of greyed out icons, markers for fundraising milestones. They change to colour once the user hits that achievement's target. Hovering over each icon gives a small tool-tip description of the achievements requirements. The backing of the Rewards cell acts as a progress bar, animating to fill up horizontally according to how close the user is to raising enough for the final reward.
- 21** Donations List
Loads enough donations to fill the page. When the user scrolls down the 3 dots fade in and out in sequence and the page continues to load in more donations until the page is full to the bottom again.
- 22** Thank Button
Opens dialogue box for the user to type a thankyou comment to the donor.
- 23** Notifications Window
Features priority information such as if the user has yet to add any games or friends to their account pinned to the top, followed by a default of the 5 most recent notifications. Clicking More notifications expands the list down by another 5 and adds the scroll bar to the menu.

High-Level Wireframing

Testing

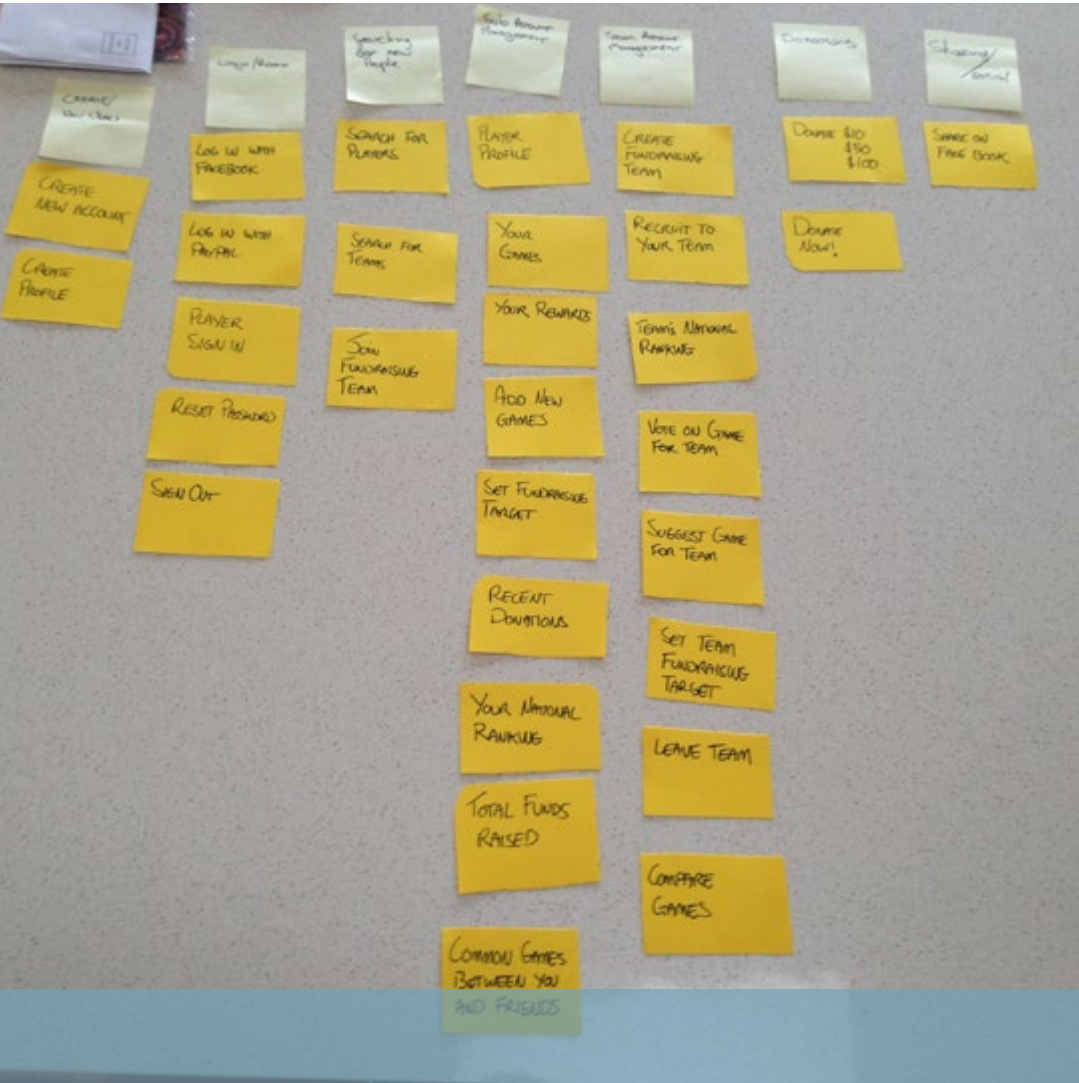
The main donation page wireframe is titled "Pile Drive - Everybody Wins" in the browser header. It features a "PD Logo" (1) and a "Search for a Player" bar. The main content area is titled "DONATE TO JOHN STAMOS" (2). It includes four preset donation buttons: "\$20" (3), "\$50", "\$100", and "\$200", each with a description of what the amount can buy. Below these is an "Other" field (4) with a "\$0.00" value and an "OR" option. A section for "YOUR DETAILS" (6) includes fields for "First Name*", "Last Name*", "Email*", and a checkbox for "Keep my donation anonymous". A "PAYMENT DETAILS" section (7) has radio buttons for "Credit Card" and "PayPal", with "Credit Card" selected. It includes fields for "Name on Card*", "Card Number*", "Card Expiry*" (with "Month" and "Year" dropdowns), and "CCV*". A "Donote" button (8) and a "Back" link are at the bottom. A large placeholder box with an "X" is on the right side of the main content area.

The first pop-up (9) is titled "You are making a \$50 donation to John Stamos via AMEX Credit Card **** * 4246". It asks "Are you happy to proceed?" and has "Cancel" and "Confirm Donation" buttons. The second pop-up (10) is titled "THANKYOU!" and includes a confirmation message: "Confirmation & Tax Invoice have been sent to your email." It has buttons for "Share on Facebook", "Home Page", and "Return to Profile".

- Overview**
The donate screen will appear the same whether someone is logged in or a new visitor to the page.
- 1 PileDrive Logo**
Send user back to home-page when clicked.
- 2 Donate to Header**
The donate screen will show the account name at the top if someone is donating to a particular persons campaign, otherwise a general donation will just say UNICEF Australia.
- 3 Donation suggestions**
Clicking a suggested donation will highlight the option clicked, and grey out and reset the Other donation amount to be empty.
- 4 Other Donation Amount**
If already greyed out by a suggested donation amount, the field will highlight again, the amount will show \$0.00 before the user enters their amount, and the previously highlighted donation suggestion will revert to normal.
- 5 Add Personal Message**
Shows the Profile's picture and allows the user to enter a personal message to be attached to their donation and posted to the users page. If the donation is a general donation and not to a specific user then the profile pic and message field won't appear.
- 6 Your Details**
Donor details will automatically populate if a user is logged in.
- 7 Payment Details**
Only the Credit Card & Paypal options will be visible initially. If Credit Card is selected then the page expands to show the Credit Card fields, while if the PayPal option is selected then it prompts the user that they will be redirected to PayPal to log in when the donation is confirmed.
- 8 Donate Button**
If all required information is not entered then each empty field becomes highlights with a description next to each explaining in more detail exactly what needs to be entered.
- 9 Donation Confirmation Pop-Up**
Reviews the users donation and confirms they are happy to proceed. The menu underneath is blacked out to 50% opacity and can't be accessed while pop-up open.
- 10 Thankyou Pop-Up**
Donation Confirmation window refreshes to show thankyou message and options.
- Share to Facebook opens Facebook pop-up to log the user in and allow PileDrive to post to their wall, and then edit the PileDrive template message with the link to the Profile Page they just donated to.

Card Sorting

Testing



Category Sort

The intention:

Participants sort elements of the Profile Page and label them according to their expectations.

Result:

Not much was learned from 5 sessions. Realised sorting by category was the wrong approach for the card sorting exercise.

Priority Sort

The intention:

Participants represent 2 groups of users - Fundraisers & Donators - to sort the Profile Page elements according to their priority

Result:

Learned which elements of the page are to be prioritised for both groups of users, and which are a priority for just the fundraiser.

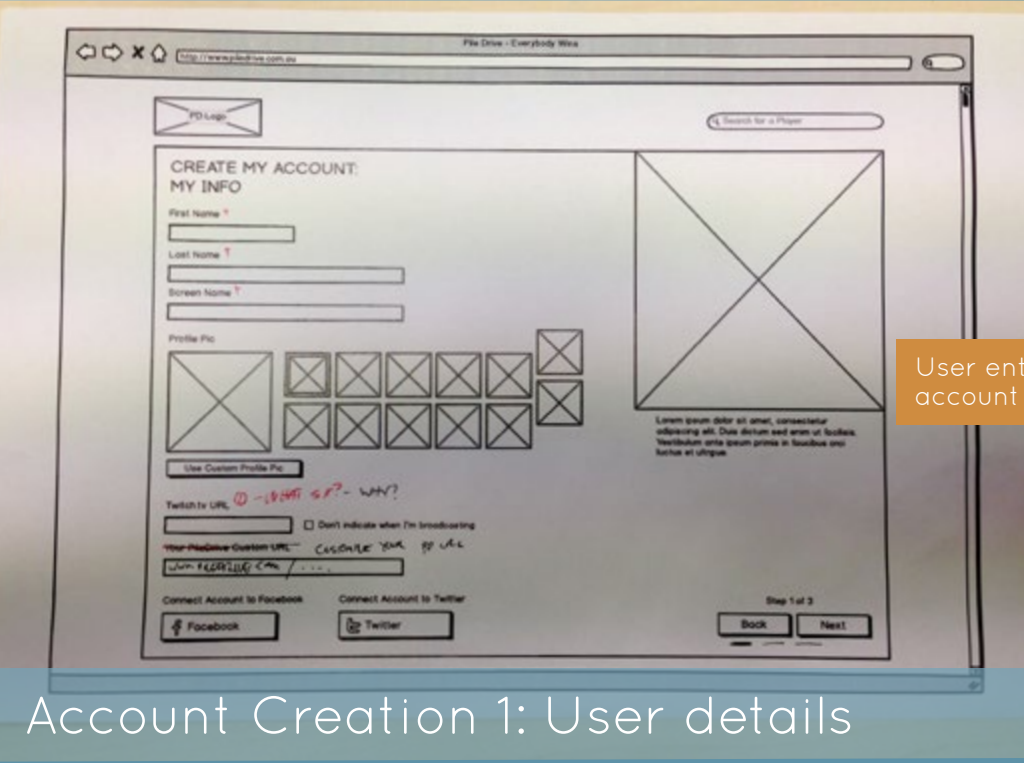


Ordering analysis		DONOR	
Rank	Card		
1	Total Funds Raised		
2	Current Game Being Played		
3	Donate To Me		
4	Current Game Completion Progress		
5	Account Profile Information		
6	Number of Games Completed		
7	List of all Games Pledged		
8	Target Number of Games Pledged		
9	Rewards Unlocked		
10	Profile rank against friends		
11	Profile rank country wide		
12	List of donations received		

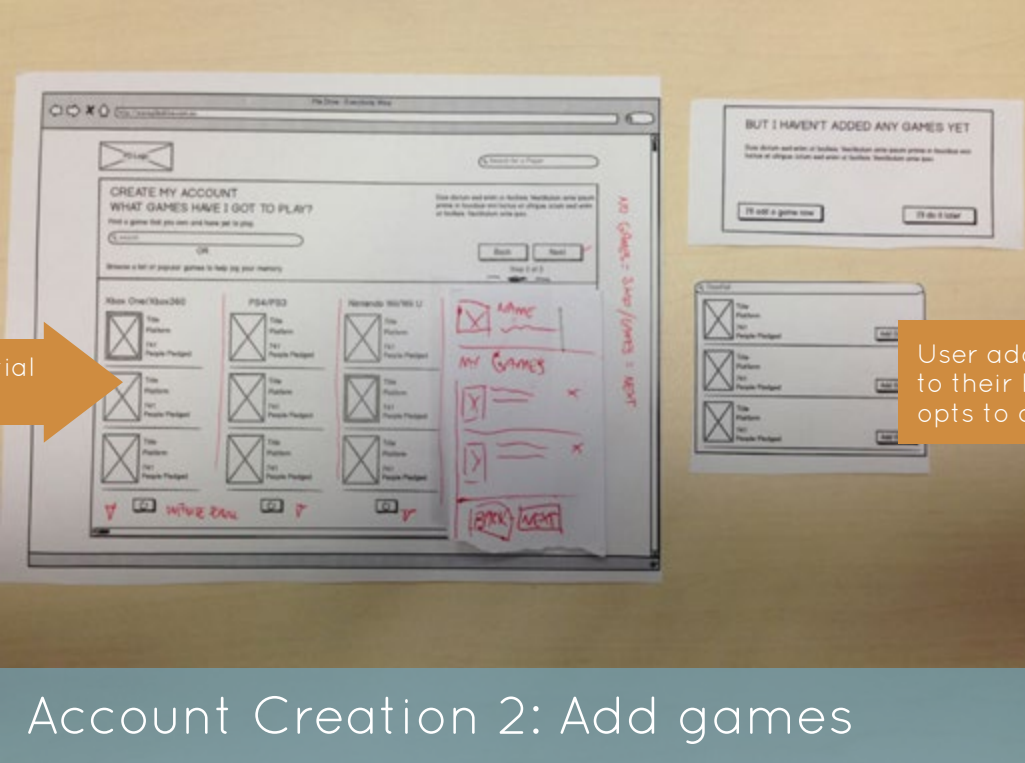
Ordering analysis		FUNDRAISER	
Rank	Card		
1	Total Funds Raised		
2	Account Profile Information		
3	Current Game Being Played		
4	Donate To Me		
5	Current Game Completion Progress		
6	List of donations received		
7	Target Number of Games Pledged		
8	Profile rank against friends		
9	Rewards Unlocked		
10	List of all Games Pledged		
11	Number of Games Completed		
12	Profile rank country wide		

Paper Prototypes

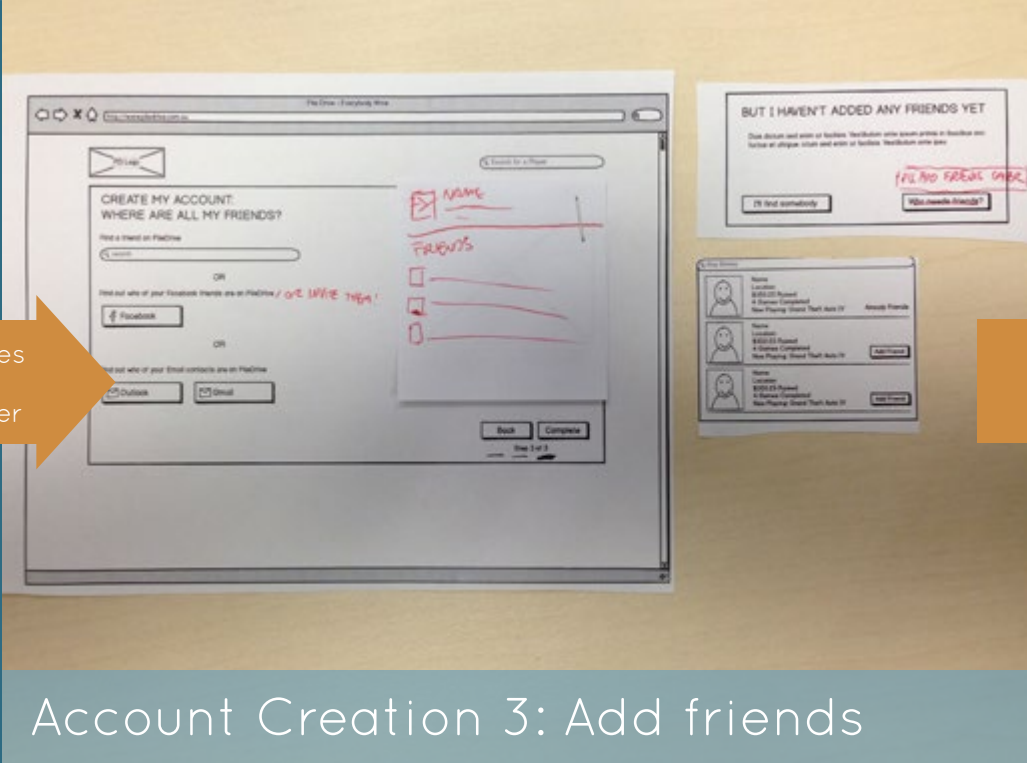
Testing



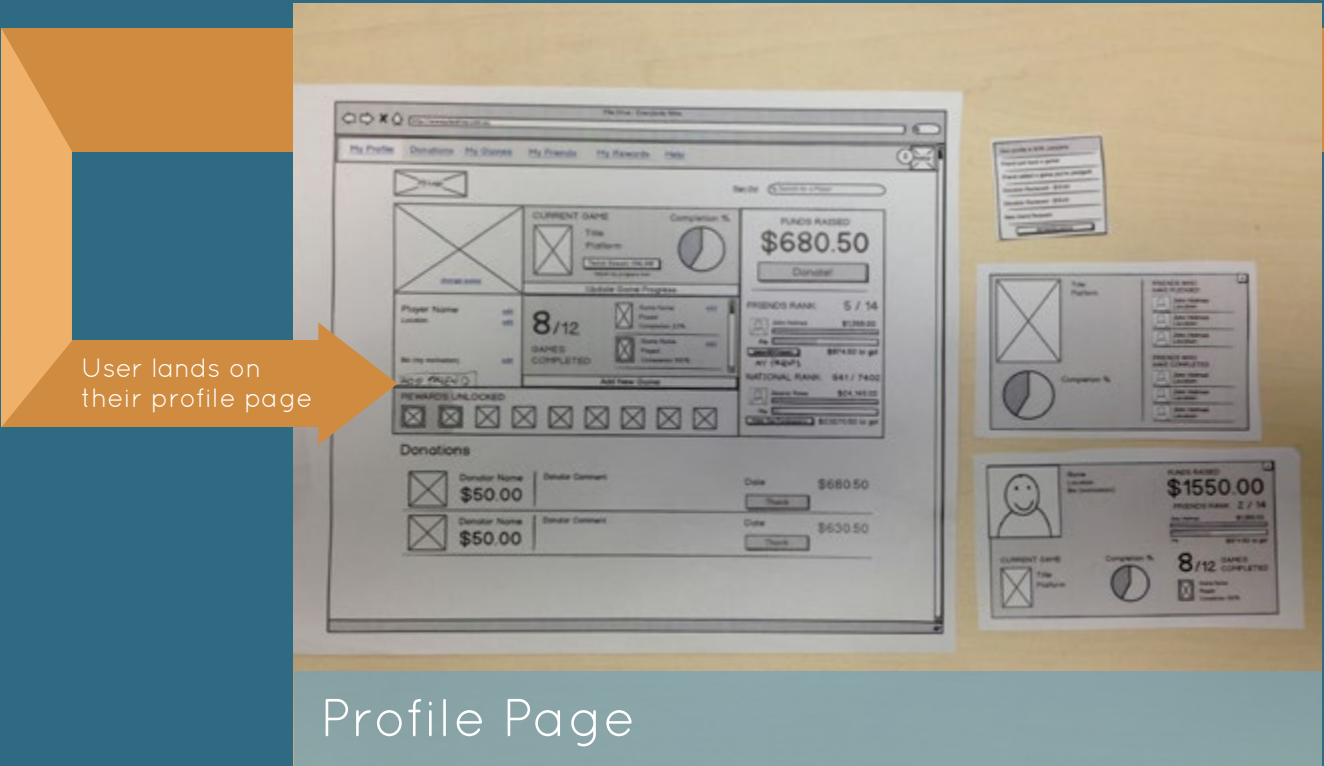
Account Creation 1: User details



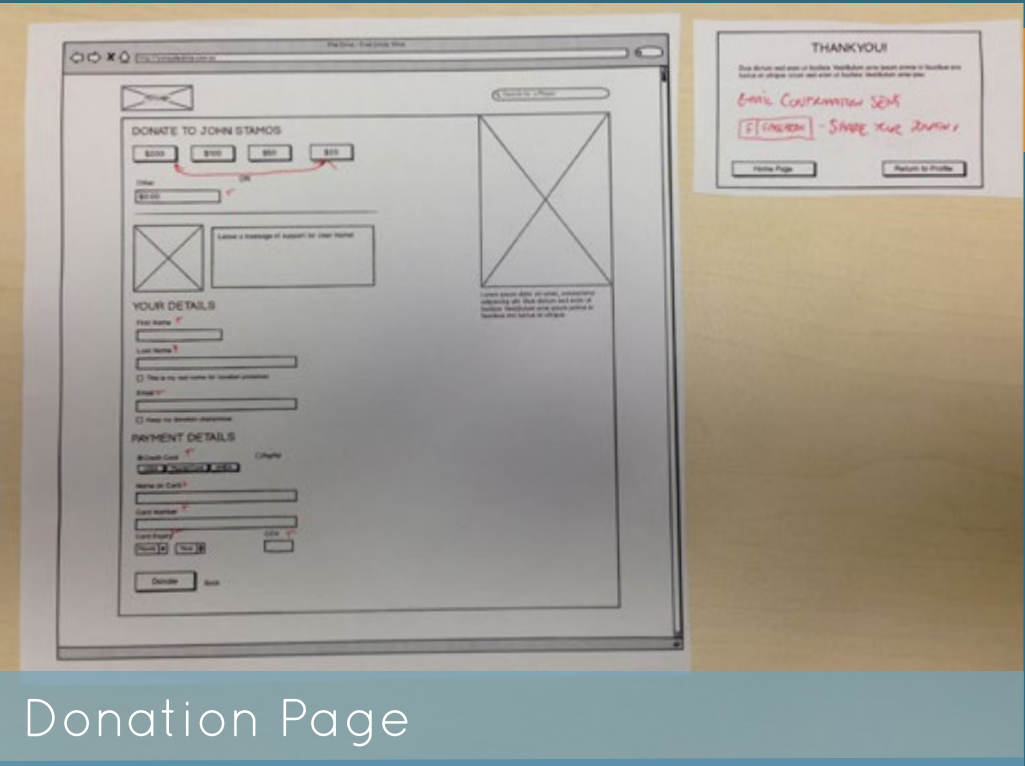
Account Creation 2: Add games



Account Creation 3: Add friends



Profile Page



Donation Page

Concept

PileDrive

Sign Out


Search for a Profile

What Is PileDrive

What is our goal

Who do we support

How you can help



Join






Sign In

Donate!






Current total funds raised for UNICEF


\$62,585.50

National Leaderboards

	Simon Wallace Adelaide	Games Completed 25/35	Funds Raised \$12,211.00
	Matt Vines Melbourne	Games Completed 22/25	Funds Raised \$9,050.40
	Ashley Hall Melbourne	Games Completed 10/18	Funds Raised \$8789.50
	Pete Jones GoldCoast	Games Completed 12/24	Funds Raised \$8550.20
	Luke Willis Hobart	Games Completed 8/13	Funds Raised \$7420.10

Most Pledged Games

	Grand Theft Auto V XboxOne/PS4/X360/PS3/PC	Pledged: 800 Completed: 124
	Call of Duty: Black Ops X360/PS3/PC	Pledged: 800 Completed: 124
	Binding of Isaac: Rebirth XboxOne/PS4/PC	Pledged: 800 Completed: 124
	Halo 4 Xbox360	Pledged: 800 Completed: 124
	Saints Row 4 X360/PS3/PC	Pledged: 800 Completed: 124



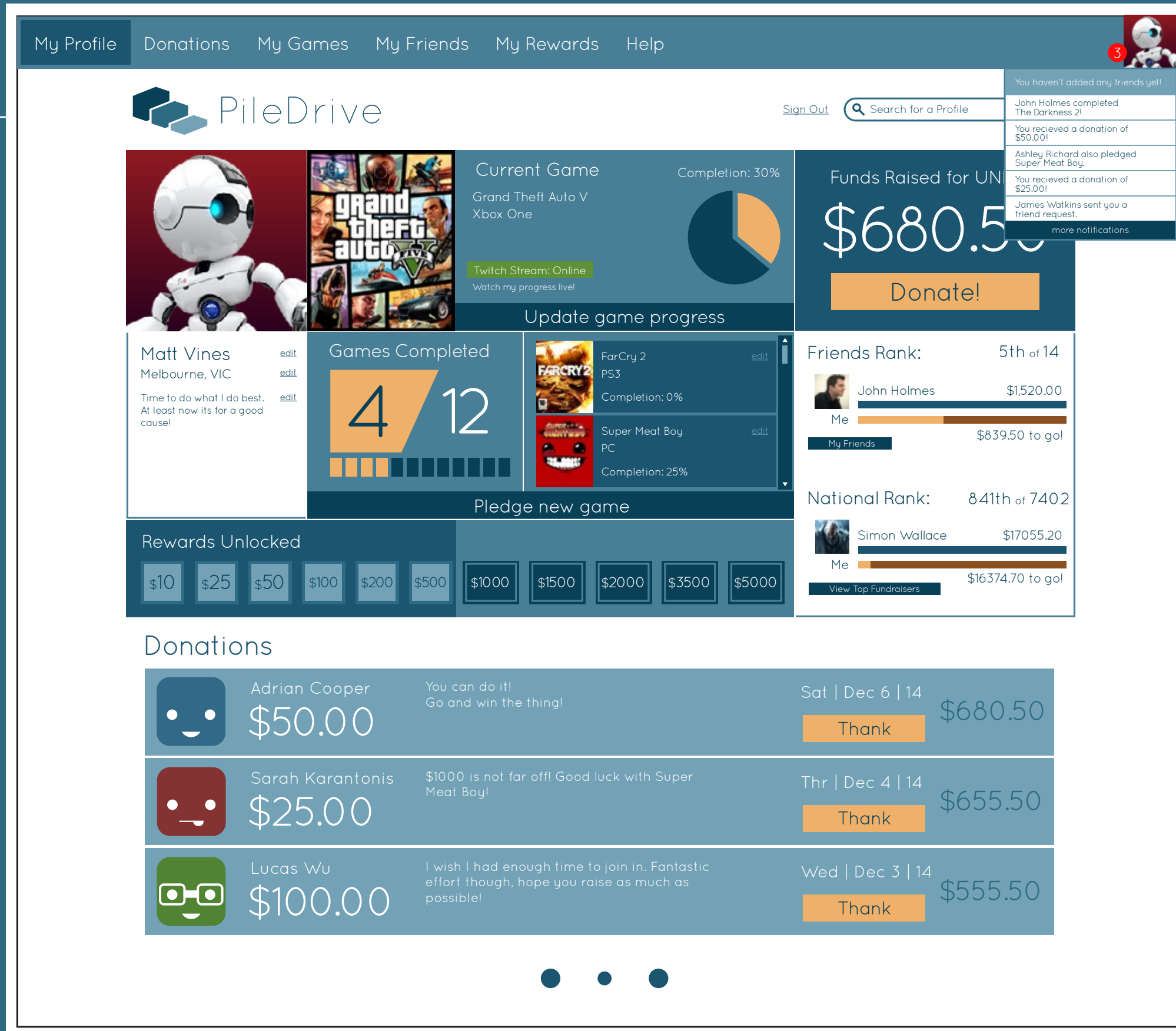
What is PileDrive?

The 'Pile of Shame'. Every gamer has one. We blame everything from new releases, busy schedules, and the sales, *oh the sales*. Regardless of how it happens, we all have that pile of games which we haven't actually gotten around to playing yet - as much as we'd like to.

PileDrive is a movement to take that Pile of Shame, and make it something to be proud of.

Landing Page

Concept



Profile Page

Concept

Donate Page

PileDrive

Join

Sign In

Search for a Profile

Donate to Matt Vines

\$20

A \$20 donation could buy over five hundred pencils for schoolchildren, three local-language school books, or one hundred polio immunisations.

\$50

A \$50 donation could buy enough emergency food supplies for three malnourished children, vital health supplements for two pregnant women, or forty sachets of therapeutic milk for infants.

\$100

A \$100 donation can provide one hundred HIV Test kits to new parents, or enough measles vaccinations to protect two hundred children from the deadly disease.


\$200

A \$200 donation can provide two hundred HIV Test kits to new parents, or enough measles vaccinations to protect two hundred children from the deadly disease.

OR

Custom donation

\$15.00



Leave a message of support for Matt!

First Name*

Last Name*

☐

This is my real name for taxation purposes

Email Address*

☐

Keep my donation anonymous

Express yourself!! Choose an emoticon to attach to your donation.

Payment Details

☒ Credit Card

☐ PayPal

VISA

MasterCard

AMERICAN EXPRESS

PayPal

Name on card*

Card Number*

Card Expiry

CCV

Month

Year


* Required field

Donate!

Back

unicef

australia



Helping UNICEF help others.

UNICEF work to improve the lives of children who have never known the privileges that most of us have taken for granted whilst growing up, so the LGM team wants to do what they can to support such a good cause.

UNICEF's global efforts help to improve the rights and welfare of underprivileged children in over 191 countries by providing health services, education, vaccinations and access to clean water; as well as providing much needed emergency response in times of crisis.

How has UNICEF helped?

Here are just some examples of the work achieved by UNICEF in 2013:

Provided assistance to children in the Philippines after Typhoon Haiyan devastated the region.

Supplied food to over 12,000 malnourished children in the Central African Republic.

Administered much-needed Vaccinations to over three million children in need worldwide.

Offered education, food and regular medical care to children in India who have been orphaned from AIDS or abandonment.



PileDrive

Thank You

Dan Camilleri - UXD
December 2014