

Twitch Developer Library Usability Study Report

8/4/15

Executive Summary

Research Overview

The purpose of this usability study was to validate the design direction of the Twitch Developer Library (TDL) and the site information architecture with target customers. The study was conducted over seven days starting 7/24. A total of 20 participants were recruited consisting of 4 game producers, 2 junior-level developers, 7 senior-level game developers, 3 game designers, 2 Twitch broadcasters, and 2 game marketers. Each participant completed a card sort test in which he or she was given a list of topics and asked to sort them by relevance and participant-generated categories. A select number of participants were asked to complete a task-based scenario using an interactive prototype. A moderator recorded each participant's feedback for analysis later.

Key Insights from the Research Findings

1. Data supports "scenario-driven" information architecture
 - a. Initial discussions about the information architecture of the site went back and forth between categorizing information by scenario/use cases or by game making role. The usability prototype test validated grouping information by scenario because each participant scanned the site searching for key words related to the task-based scenario given to them.
2. Relevancy card sort supports a game-maker role filter system
 - a. While initially all usability-testing prototype participants searched for information on the site by scenario, more than half of the ten participants were also interested in filtering content based on their game-making role. Additionally, game developers indicated in the relevancy card sort test (outlined in Appendix) that they were only inclined to scan information directly related to development topics.
3. Game developers are answer-driven, while producers, designers, and marketers are interested in browsing
 - a. Not only do game developers have a strong preference for the type of content they scan, but also how quickly they can find answers. All three game developer participants in the usability prototype session immediately went to the internal search box on the site or indicated that they'd find information from a Google search.
 - b. Compared to game developers, producers, designers, and marketers are interested in browsing the site home page and the content available. Additionally from the relevancy card data producers, designers, and marketers expressed interest in overlapping topics not specifically related to their game-making roles.

4. There is no call to action for visitors on the home page
 - a. Most of the participants that landed on the home page were unclear on their next steps. Many weren't initially inclined to browse the home page for content to click on nor were they interested in immediately accessing the documentation link.
5. Producers want a timeline of product and feature releases
 - a. The usability prototype home page design incorporated a recent updates section targeted at producers; however, producers considered this information to be useless. Producers are interested in recent updates but find product and feature roadmaps to be more useful to them. They are looking for upcoming releases when they visit a developer portal.
6. Article pages need visual groupings
 - a. Once navigating to the documentation side of the site many users were initially unsure of their location on the site. Additionally many users found the navigation system to be confusing. The usability prototype was designed to be monochromatic and flat. We believe the navigation system, content, and related links need to be visually grouped to aid the user's eye when he or she lands on a topic page.

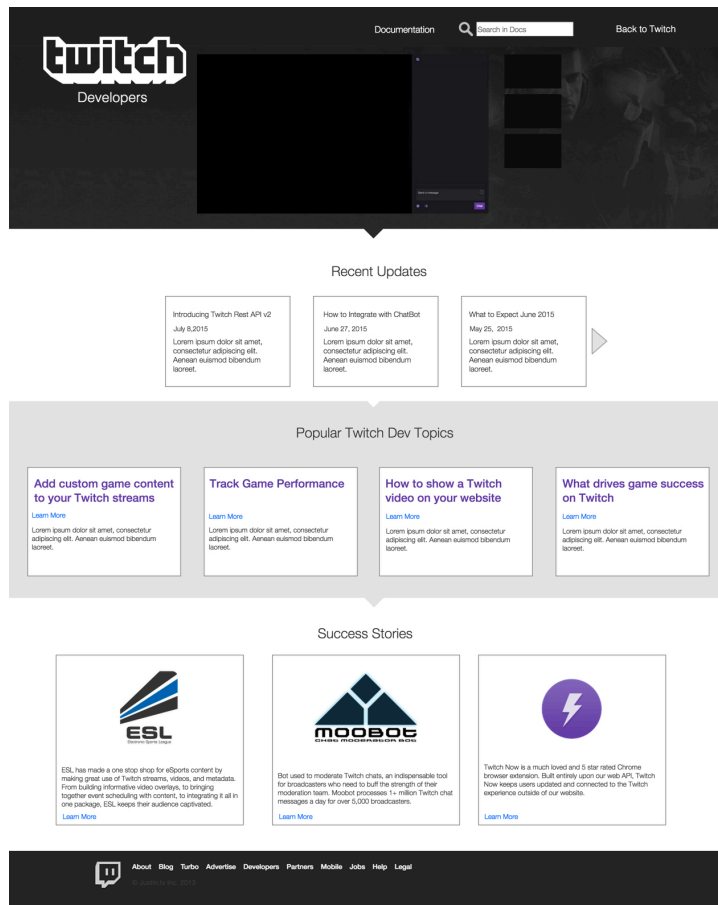
Next Steps

Task	Details	Schedule
Update the Home Page with a clear call to action	Add a "getting started" guide, replace recent updates with a roadmap timeline, sharpen popular topics to reflect high level scenarios	Week of August 2
Visual groupings on Topic Pages	Visually separate content on Topic Page for clarity	Week of August 2

Detailed Research Findings

1. Data supports "scenario-driven" information architecture
 - a. The card sort categorization data (outlined in Appendix) detailed in the appendix revealed that 40% of participants sorted topics by role, 40% sorted by scenario, and 20% sorted as a hybrid between the two. However, when looking at a 73% correlation between the data the three biggest user-generated categories are: Boost your presence on Twitch, Customize your game for Twitch, and Engage with the Twitch API & SDK. The first two categories are scenario driven while the third is role driven for game developers.
 - b. Additionally when participants were asked to complete a task using the interactive prototype, each participant, including game developers, chose to search or browse the prototype scanning for key words from the scenario.

2. Relevancy card sort supports a game-maker role filter system
 - a. According to the data, a scenario-driven information architecture works for first time visitors that prefer to search for an answer by their use case, not by their game-making role. However, according to the relevancy card sort, game developers are very particular regarding the information on a TDL that interests them.
 - b. Referring to the relevancy card sort data, there was no overlap between the topics relevant to game developers and other game maker categories. Additionally in the usability prototype test, game developers expressed a strong interest in sorting information by their role once they landed on a Topic Page. Other game maker roles also expressed interest in sorting information by role, yet the primary users of this sort system would be game developers.
3. Game developers are answer-driven, while producers, designers, and marketers are interested in browsing
 - a. Developers are answer-driven and impatient searching for information. The usability prototype sessions affirmed our assumptions that developers aren't interested in browsing. In each of the of the three sessions conducted with developers participants immediately went to the internal search bar on the Topic Page or did control F to find the exact key word they were interested in.
 - b. Quote from participant: "I immediately want to do a control F to find the reference material. I don't like scrolling or flipping through content."
 - c. The usability prototype sessions confirmed our initial assumption that the Home Page would be targeted at first time visitors and producers, designers, and marketers. The Home Page was designed for browsing and the producers, designers, and marketers we talked to indicated an interest in browsing the Home Page as well as Topic Pages. Compared to developers, these users were inclined to click around the navigation on the Topic Pages to discover other content.
 - d. Quote from participant: "On a scale of 1 to 10 I'm most interested in browsing as a pleasure read or a weekend read. During the week I'm much less interested in browsing and searching for an answer quickly."
4. There is no call to action for visitors on the home page
 - a. All usability prototype session participants arrived to the site via the Home Page. Once arriving about half of the participants were unclear of their next steps. These participants immediately started scrolling the page and weren't able to find what they were looking for in either the Popular Features tab nor anywhere else on the page. The other half of the participants either found the correct information from the Popular Features tab or through the documentation dropdown list in the global navigation.
 - b. Quote from participant: "I'm not entirely sure what to do next. I think there should be a Getting Started guide somewhere on the page."



Home Page

5. Producers want a timeline of product and feature releases
 - a. As previously outlined, the Home Page was designed primarily for first time visitors, producers, designers, and marketers. The usability prototype Home Page was designed with a Recent Updates tab specially targeted at producers. Our initial research suggested producers needed this information to make development decisions and timelines.
 - b. The usability prototype sessions confirmed that producers want recent updates but they are more interested in product timelines and feature release cadences. Producers want to know what releases will be coming out in the next three to six months.
6. Article pages need visual groupings
 - a. The usability prototypes were designed with monochromatic Topic Pages. Participants were generally confused once navigating to these pages as to their location on the site. Participants were also initially unfamiliar with how the navigation worked, particularly how information was grouped. We believe visually grouping the major sections of the page: navigation, content, and related links will help the customer easily find information in the navigation and understand their location on the site.

Appendix

Research Background

Overview

In this study we used both quantitative and qualitative research methodology to validate the direction and information architecture of the TDL with 20 target customers. A total of 20 participants were recruited consisting of 4 game producers, 2 junior-level developers, 7 senior-level game developers, 3 game designers, 2 Twitch broadcasters, and 2 game marketers. Each participant completed a card sort test in which he or she was given a list of 32 topics and asked to sort them twice. The topics for the card sort test were written without a hierarchical structure and randomized for the test. The first sort asked participants to group the topics as either relevant or irrelevant to their game-making role. The second sort asked the participants to group each topic into categories of their choice.

For qualitative analysis ten of the twenty research participants: 3 game producers, 3 senior-level game developers, 1 game designer, 2 game marketers, and 1 Twitch broadcaster were asked to complete a task-based scenario using an interactive prototype.

Research Questions

1. Should information be categorized by scenario/use case or by game-design role?
2. Do customers prefer a Topic Page layout with long scrollable pages or do customers prefer topics to be chunked into smaller pages?
3. Does the current design support quick access to content and minimize time spent searching?
4. Will customers find content pulled from the Twitch blog and forum helpful?
5. Does the Home Page design fulfill the requirements of producers, designers, and marketers?

Methodology

- Card sorting- prior to the usability testing sessions, all 20 participants were sent a card sort test, which they were to complete. Participants spent an average of 20 minutes completing the test. The test consisted of two parts: a relevancy sort and a categorization sort. The first sort asked participants to indicate if each supplied topic was either relevant or irrelevant to his or her game-making role. The second sort required participants to group all the topics into categories of their choosing. The participants were also asked to name each category.
- Usability testing- Ten of the twenty participants were invited to a one-on-one UX interview session lasting 30 minutes. Each participant was asked their reasoning behind the sort and their motives for the categorization. Next the participants were shown an interactive prototype and given a scenario to complete using the prototype. A moderator recorded each participant's comments during the test.

Recruiting criteria

- Must be inside the AGS and Twitch teams

- Must be a senior-level game-maker with many years of industry experience
 - Excludes junior developer category
- At least two participants from each game-maker category

Participant Profile

- 20 participants (18 Amazonians, 2 Twitch)
- 18 males, 2 females
- 4 game producers
- 2 junior-level developers
- 7 senior-level game developers
- 3 game designers
- 2 Twitch broadcasters
- 2 game marketers

Card Sort Relevancy Data by Role

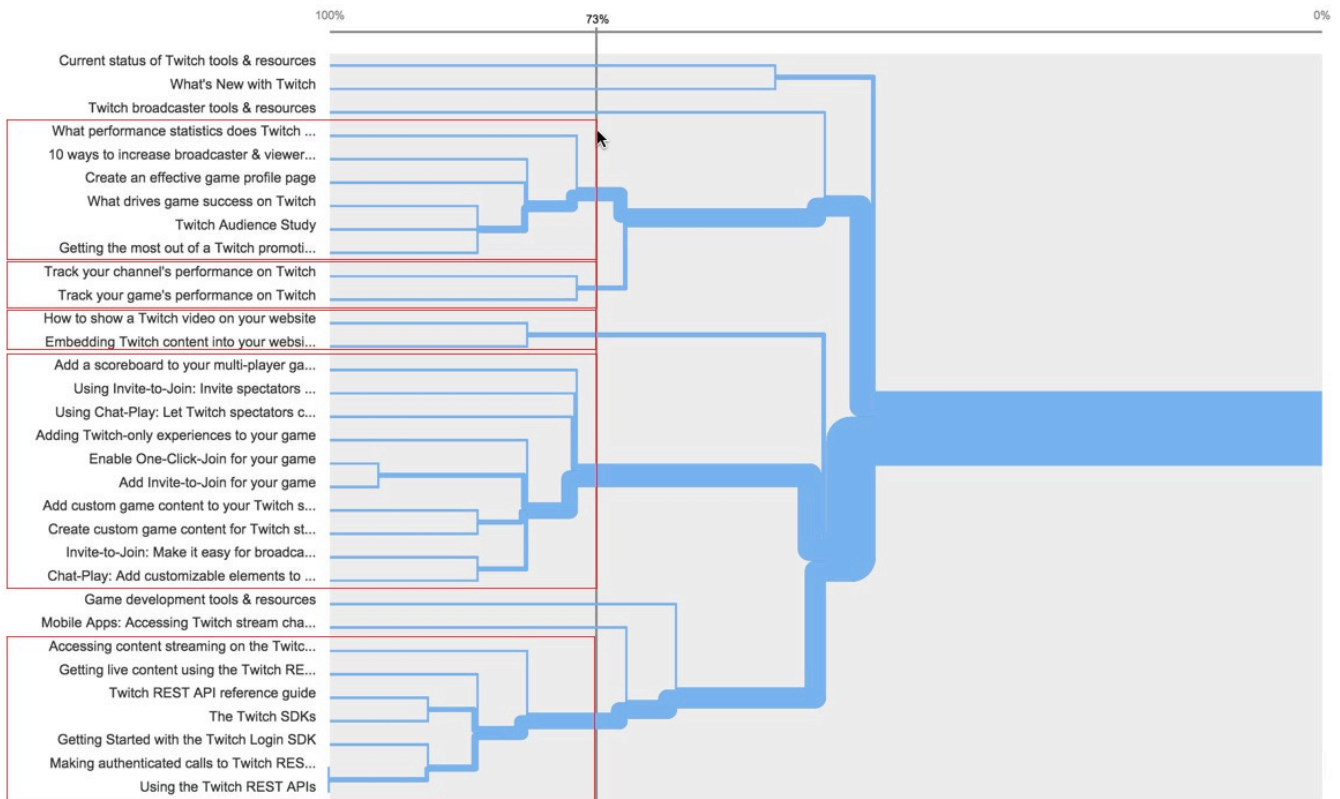
Topics each game-making role found relevant						
Topics	Producers	Junior Developers	Senior Game Developers	Designers	Broadcasters	Marketers
What's new with Twitch	✓			✓	✓	
Current status of Twitch tools & resources	✓	✓				
Twitch broadcaster tools & resources	✓	✓		✓	✓	
Game development tools & resources	✓	✓		✓		
The Twitch SDKs		✓				
Twitch REST API reference guide		✓	✓			
Getting Started with the Twitch Login SDK		✓	✓			

Using the Twitch REST APIs		✓	✓			
Making authenticated calls to Twitch REST APIs		✓	✓			
Twitch Audience Study	✓			✓	✓	✓
What drives game success on Twitch	✓	✓		✓	✓	✓
10 ways to increase broadcaster & viewer engagement with your game	✓	✓		✓		✓
Create an effective game profile page		✓		✓		✓
Adding Twitch-only experiences to your game	✓	✓		✓		✓
Create custom game content for Twitch streams	✓	✓		✓		✓
Add custom game content to your Twitch streams	✓	✓		✓	✓	✓
Getting the most out of a Twitch promotional event	✓	✓		✓		
Add a scoreboard to your multi-player game streams	✓	✓		✓		

Using Chat-Play: Let Twitch spectators customize your broadcast gameplay through chat	✓	✓		✓		✓
Chat-Play: Add customizable elements to your game for Twitch spectators to control through chat	✓	✓		✓		✓
Invite-to-Join: Make it easy for broadcasters to invite spectators to instantly join their game session	✓	✓		✓		
Add Invite-to-Join for your game	✓	✓		✓		✓
Enable One-Click-Join for your game	✓	✓		✓		✓
Using Invite-to-Join: Invite spectators to join your game session		✓		✓		
What performance statistics does Twitch provide and what do they mean?	✓			✓	✓	✓
Track your game's performance on Twitch	✓	✓		✓		✓

Track your channel's performance on Twitch	✓	✓		✓	✓	✓
Embedding Twitch content into your website, game or app	✓	✓			✓	
How to show a Twitch video on your website				✓		
Accessing content streaming on the Twitch IRC server		✓	✓			
Mobile Apps: Accessing Twitch stream chat & login by deeplinking to the Twitch mobile app						✓
Getting live content using the Twitch REST APIs						

Card Sort Categorization Data



User-Generated Topic Categories

1. Boost Your Presence on Twitch
2. Customize Your Game for Twitch
3. Track Performance on Twitch
4. Leverage Twitch to Promote Your Game
5. Engage with the Twitch API & SDK

Proposed Topic Categories with Topics

Based on the user-generated categories, we determined appropriate names and the data categorization structure. We shifted around some of the topics that participants grouped together for clarity and organization. Below are the proposed topic categories.

Develop Your Twitch Presence

- Understand your audience: Twitch Audience Study
- Cross-post: Show Twitch streams & videos on your website
- What drives game success on Twitch
- 10 ways to increase broadcaster & viewer engagement with your game
- Create an effective game profile page

- Getting the most out of a Twitch promotional event
- Create a game design/game dev stream
- Create an effective broadcaster profile page
- 10 ways to increase spectator engagement with your streams
- Take advantage of Twitch-specific game elements
 - Show custom game content in your Twitch streams
 - Add a scoreboard to your multi-player game streams
 - Using Invite-to-Join: Invite spectators to join your game session
 - Using Chat-Play: Let Twitch spectators customize your broadcast gameplay through chat

Customize Your Game for Twitch

- Adding Twitch-only experiences to your game design
 - Invite-to-Join: Make it easy for broadcasters to invite spectators to instantly join their game session
 - Chat-Play: Add customizable elements to your game for Twitch spectators to control through chat
 - Create custom game content for Twitch streams
- Add Invite-to-Join for your game
- Enable One-Click-Join for your game
- Storing custom game content as broadcast data sources

Add Twitch Content to Your App or Website

- Embedding Twitch content into your website, game or app
- Getting live content using the Twitch REST APIs
- Accessing content streaming on the Twitch IRC server
- Mobile Apps: Accessing Twitch stream chat & login by deeplinking to the Twitch mobile app -- Tools & Resources category?

Track Performance on Twitch

- What performance statistics does Twitch provide and what do they mean?
- Track your game's performance on Twitch
- Track your channel's performance on Twitch
- Getting live performance stats from Twitch

Tools & Resources

- Get Twitch tools & resources

- Twitch REST API
 - Overview
 - Using the Twitch REST APIs
(includes general call how-to and making authenticated calls)
 - Twitch REST API reference
- Twitch Login SDK
 - Overview
 - Using the Twitch Login SDK
 - Twitch Login SDK reference
- Broadcaster tool/resource placeholder
 - Overview
 - Using
 - Reference