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Master's Thesis
Academic Year 2018

Game Cat: A Service Platform to Achieve Skill
Realization in Video Game Production Area



Keio University
Graduate School of Media Design

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A Master's Thesis
submitted to Keio University Graduate School of Media Design
in partial fulfillment of the requirements for the degree of
Master of Media Design

JiYu Chen

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Abstract of Master's Thesis of Academic Year 2018

Game Cat: A Service Platform to Achieve Skill Realization in Video Game Production Area

Category: Design

Summary

In last couple year, people start to accept the new concept of video games, some game players would like to use The 9Th Arts to describe this new kind of production. Currently, the total revenue of video game production has reached to a new level.

Under the game production, the definition of E-sports has grow up rapidly in current year. Huge amount of international game competition has by held to some famous game company as a fantastic advertising. Because of that, game players around the world find the new opportunity in game production area.

"Make money by playing game" seems to become to game players new dream currently. However, only few game top players can use game to achieve the skill realization in this area.

"Can common player to achieve skill realization by playing game?"

This thesis will start from this hypothesis above to start to a services to check the fit player's need. Some related work will be discussed which linked to every specific design of this platform project.

Two test result will be collected to test the possibility of hypothesis above, and the limitation and future work of this project will be discussed to help common player to achieve skill realization in the future.

Keywords:

Service Design, System Design, Game production, Skills Realization

Keio University Graduate School of Media Design

JiYu Chen

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It seems take too long to finish this thesis and research. Actually I almost lost my passion on this project. From 0 to 20, from 20 to 30, from 30 to 70, it also take me some many time to achieve this goal. It seems take too long to finish this thesis and research. Actually I almost lost my passion on this project. From 0 to 20, from 20 to 30, from 30 to 70, it also take me some many time to achieve this goal. Maybe I don't talent to write thesis, that is my problem. I do believe.

Come here with pride and leave there with nothing. To be honest, I still have no confident about the approve of this time. Lots of thing change in last couple year, about my lfe situation, about myself, about my illness and my family currently. I don't want to find excuse, but accident like drama always happened. Anyway, things change, roll with it. I should say, for me right now, this is my best for this thesis and this project design.

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Chapter 1

Introduction

1.1. Background

In current year, video games have already become to a key entertainment element for most people in this world. According to newzoo 's report in April 2018, [1] the total value of global game market will reach to 139.7 billion dollars in end of 2018. The whole game production has entered into a new area which showed many possibilities for new entertainment. On the other hand, the production of live stream is keep increasing in positive way, it also can be considering as a positive relationship between live stream and game production and live stream production. The practice of live streaming video game play became popular in the mid-2010s on sites such as Twitch. Player can easily share their playing experiences to every audience by using huge mount of platform.

When people mentioned about the game, everyone might have their definition of game, and it can be card game, sports or any element to make people have fun. It seems like difficult for this society to explain the reason of people playing games. However, it can be considered as an essential way for people to relax. With the growth of personal computer, the definition of game has to turn to a new way, the way which has more element for people to interact with it, which it is the common sense for people to explain about video games. There are also some new words has been created with the growth of video game. For example, people use “Gamer” to describe the people who were playing video games, and use word of “core” and “casual” to describe gamer 's level, as same as people describe a photographer. By considering that, the video do influence people 's mind, and also more and more people start to accept the new definition which video games is the 9th arts in this society.

By grow up with game production, the word of ‘E-sports’ already become a

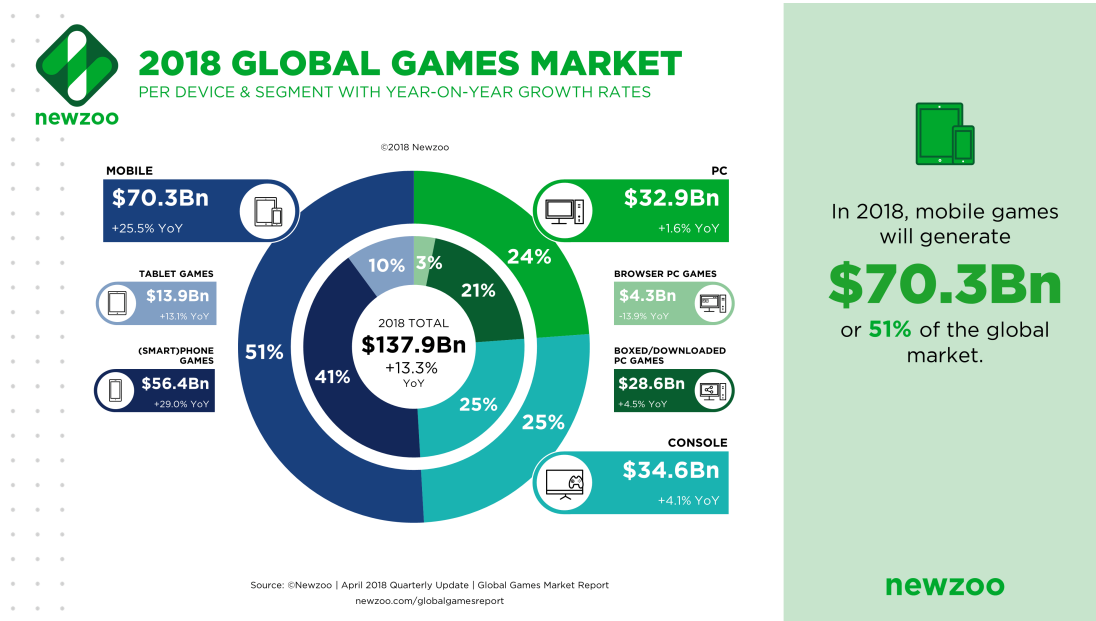


Figure 1.1 Global Games Market 2018

favorite element for players all around the world. The word of Esports is a collaboration of video games which played in professional competitions. The majority of esports titles are fighting games, first-person shooters (FPS), real-time strategy (RTS), or multiplayer online battle arena games (MOBA), with the MOBA genre being the most popular regarding participation and viewership. [2]

Much company starts to spend capital on organized all genre of video game competitions. For example, 'The international' is the biggest Dota2 esports competition which held by Valve every year, this esports competition keeps refreshing the prize record in esports history. According to Valve's record, the final prize pool of 'The international 8' reached over \$25 million. [3] On the other hand, the world championship of another famous MOBA game "League of Legends" has the most current viewers in esports history, over one million viewers are keeping focusing on this event every year. Esports competitions are the effete advertisement for those game industry, not only the profit but also the increase of player.

As mentioned above, the grown of esports competition does help a game to increase user and player. However, the group of video game players especially Esports game players (MOBA Game) has been separated into two parts and keep



Figure 1.2 Final Prize pool of Ti8

moving further. Players are facing a massive amount of choice, about their playing experiences profit and so on.

1.2. Problem statement

Esports industry grows up rapidly current year. The group of the game (especially Esports Game) players already up to a new level. Some game players start to choose to live-stream as a new way for them to earn the profit. According to Nezoo's report in early 2008, the total audience of esports will pass to 215 million by the end of 2018. It seems like a positive way for players to earn the profit. However, the difference between the player group does cause some problem.

Firstly, can players earn the profit by playing games? The answer should be affirmative which linked to a new problem. As mentioned below, the group of player groups has reached a new level current year. There are less amount of them can earn the profit from play game. However, their game skill is not the only fundamental reason for players who can not earn profit from playing the game. According to the author's survey result, most of the players would like to use their game skills to earn money, and nearly half of them has confidence in their

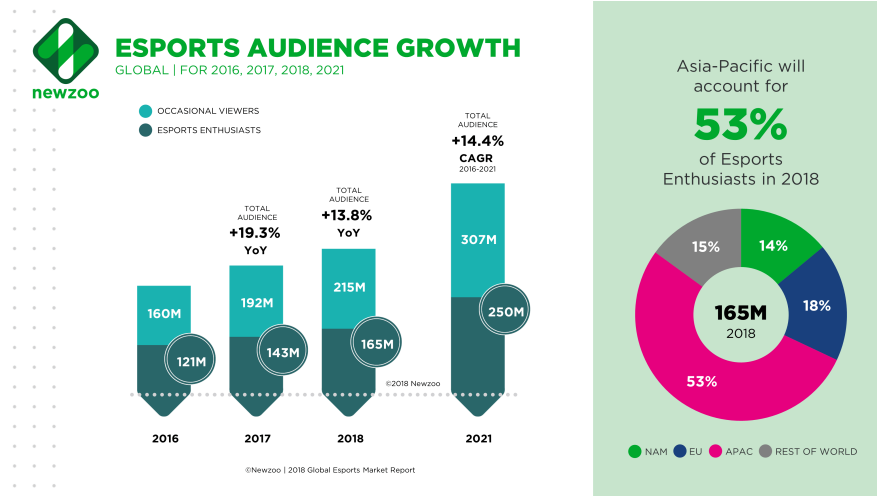


Figure 1.3 Esports Audience Growth for 2016 2017 2018

game skills. Accordingly, how to find a profitable solution should be considered as a significant point to be discussed in the thesis above.

Secondly, almost every player especially online game players will have some communication problems in their game playing experiences. Use online game players as an example that they would like to play with someone who can lead them to a victory game. However, the matching result for them is always uncertain. That might lead to uncomfortable play experiences. According to a survey's result, players try to use the social network and other platforms as a solution to solve their problems which to find some players for them. However, the matching result is not what they want.

Additionally, game skills can also lead to uncomfortable play experience. Use MOBA game as an example, most players spend the massive amount of time on the rank game in this kind of game, and only some of them achieve their goal at the end. Same with the communication problem, players would like to earn something to improve their skills which helps them to achieve their goal.

1.3. Opportunities and Proposal

According to all the problems mentioned below, there are three key areas between the player group:

- According to the author's research, whole game especially e-sports game product grow up rapidly in the last couple of years. Game players have the interest to join in this area which uses play games as a new job to make the profit for themselves. The product like the Steam platform start to reach a similar area to helps players to make the profit. By this considering this point, some different way for profit-making is necessary.

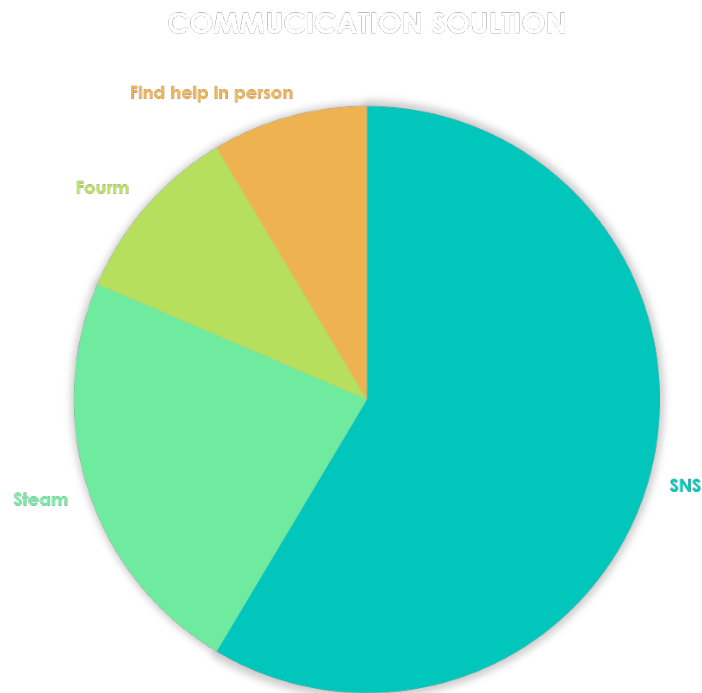


Figure 1.4 Player's solution when they play games

- All game players care about their gameplay experiences when they are playing a game, the communication problem should be the critical experience between them all game players which especially for esports game player. According to the author's research, game players use SNS platform to solve this problem. However, the option which those platforms offered them are limited, and professional product in this area are still blank. Some product should be necessary for this area.

- Skills should be another critical point which influenced game player's playing experiences. This similar skill gain cycle should be a positive model for game play area, especially for e-sports game area. However, there is not clear products or services which link to this area. Some product or services might be necessary for all game players.

1.4. Solutions

By considering all the problems below, a specific service is necessary for all players to solve their problem, the new video game platform “ E-sports ” cat will be engaged:

- A platform which can help all players to make the profit by playing the game, this platform aim to create a positive economic cycle between all game players. Make ”Every player have income by playing the game.” become possible.
- A platform which helps the player to improve their play experience especially helps player for their communication problem when they play games. This platform does not only help players to find someone to play with them but also aim to use specific research system to achieve their goal.
- A platform which helps the player to improve their play experience,platform which offers some chances to play with some professional players or famous people, which helps standard game players to increase their skills and earn much interest.

1.5. Thesis Structure

This thesis will discuss the whole design process of developing Game Cat platform, some specific point will be discussed in chapters below:

Chapter 2: This chapter will discuss some basic academic concept which support the basic concept of game cat ' s design. Research on related work which link to design for this platform.

Chapter 3: This chapter will discuss the basic design concept about whole design process. Specific concept and interface design will be discussed in order.

Chapter 4: Evaluate the this platform design from the result of User test and Kano Model evaluation result.

Chapter 5: Conclusion of this design, summary the achievement of this design, and it will also talk about limitation and future work

Chapter 2

Literature Review and Related Works

2.1. Sharing Economy

2.1.1 Literature Review

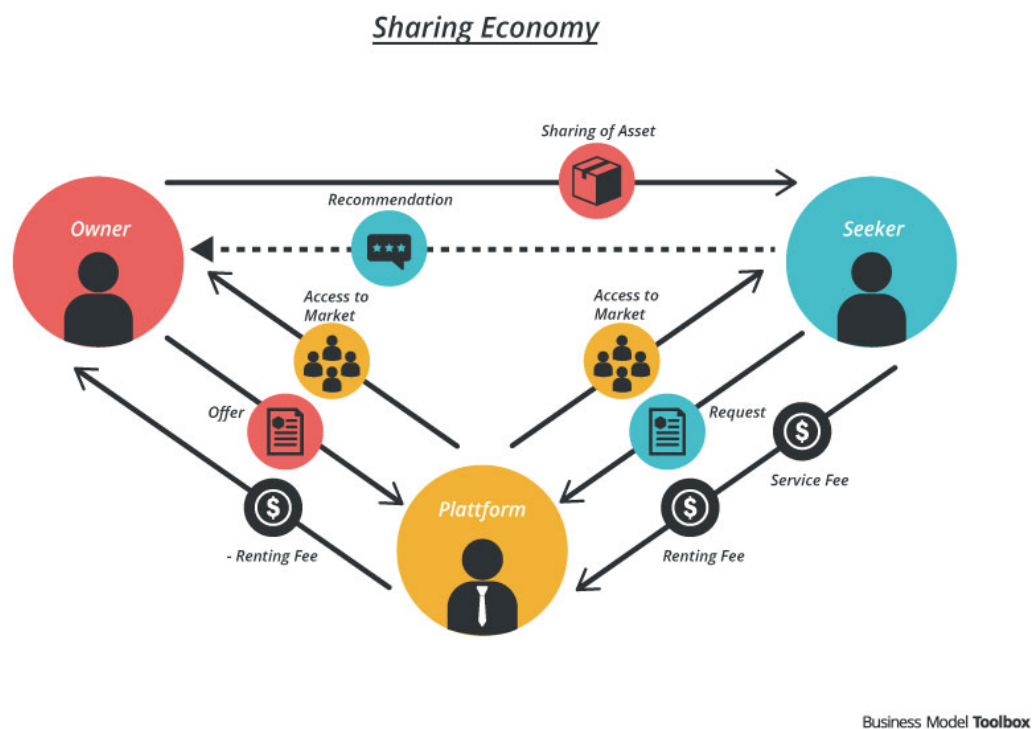


Figure 2.1 Basic process for sharing economy

In the current year, the transaction between people become even more powerful, and people find a new way to earn a living, people start to use their goods on hand

to make more profit, the meaning range of goods can be vast, their spare house, cars, or even their skills. It can be considered as an improvement to traditional transactions. For this reason, the word “Sharing economy” has come out. Sharing economy often used to describe economic activity involving online transactions.

On the other hand, sharing economy will always happen on a platform. An information technology-based market platform created by a third party. It can be a commercial organization or government. People use these platforms to exchange unused items, share their knowledge and experience, or raise funds for an innovative project. [4] This model involves three essential entities, demander, suppliers and shared economic platforms for goods or services. Sharing economic platform is a link to connecting the supply and demand sides, through applications, pricing, and evaluation systems, which helps suppliers and demanders to trade through a shared economic platform.

2.1.2 Related Works

DIDI ChuXing

From 2012, the application of DIDI Chuxing has become to a new topic application all around China. DIDI Chuxing provides services including taxi hailing, private car hailing, social ride-sharing, to users in China by using a smart-phone. [5] This Uber’s Chinese version application claims to have more than 450 million registered users and more than 21 million drivers in more than 400 cities within China. That adds up to more than 30 million rides a day — about twice as many as Uber, Lyft and all the other car-hailing apps combined. [6]

Same as Uber, DIDI is another successful try by using sharing economy model. The whole working process is based on the basic concept of sharing economy which allowed people to use their “goods” on hand to make the profit and people will found easy to achieve. People’s car and drive skills are their “goods” to be sharing on this platform. Naturally, by using this platform, every personal car owner can become a cab driver as their part-time job. On the other hand, there is no exactly difference between users who use this platform. It means every user who is using this problem can change their role anytime by their decision. The entry level of this platform is not complicated, because this platform aims to

offer the same chance for everyone who would like to use this platform to make the profit. However, this also causes some problem current year.

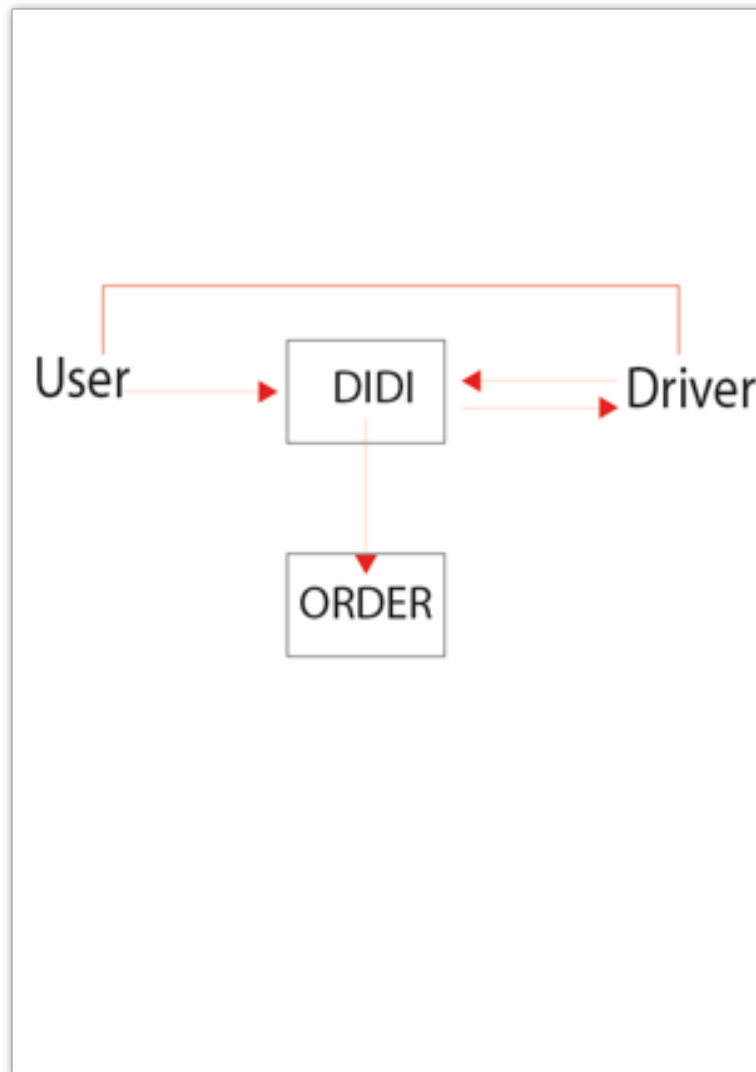


Figure 2.2 Basic process for DIDI travel

2.2. C2C Model

2.2.1 Literature Review

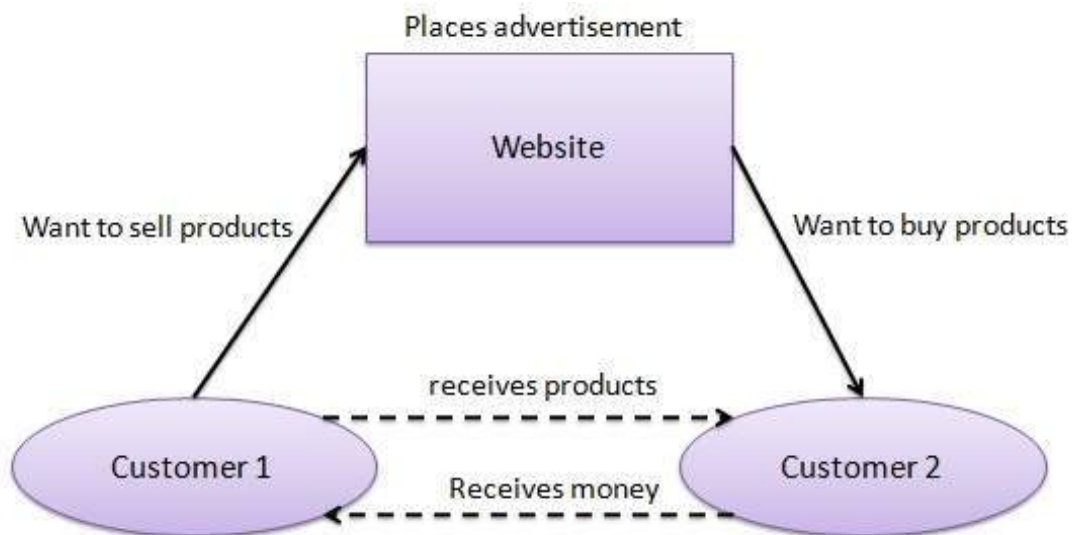


Figure 2.3 Basic Model of c2c

C2C represents a market environment where one customer purchases goods from another customer using a third-party platform to complete the transaction. C2C is a new type of model in the sharing economy. In this model, customers can often find items that are difficult to find. However, the price will be unstable depends on each consumer's situation. In fact, for most people, C2C sites are convenient because there is not necessary to visit a store. On the other hand, consumers list their products online, and the buyers come to them. It can be considered as an effective way for both sides.

According to this model, this e-sports services should allowed people to actually trade some virtual goods on this platform. Even the real currency is acceptable option on whole system design. For example, users A can sell their spare time on this platform, others users can buy A's time to play with him, which helps them to improve their skills.

2.2.2 Related Works

Mercari

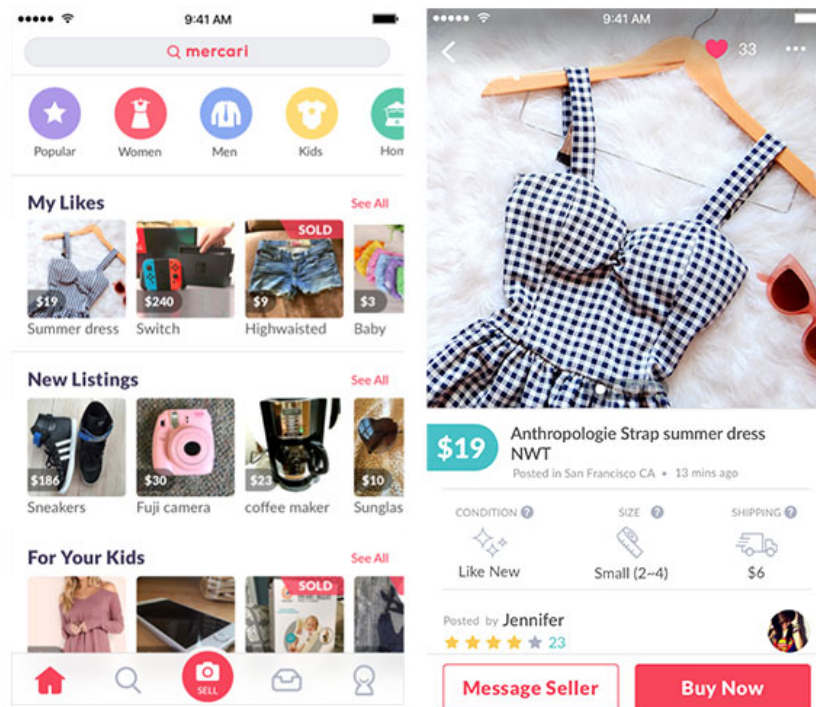


Figure 2.4 Interface of Mercari

Speaking of "C2C Model", the most successful platform that Japanese would like to talk is Mercari. Mercari is an e-commerce company founded in 2013 and currently operating in Japan, the United States, and the United Kingdom.

Mercari's main product is the Mercari marketplace app, which allows users to buy and sell items quickly from their smartphones. In Japan, the app is known for its ease of use and unique shipping system, which allows users to ship items anonymously from local convenience stores through agreements with Yamato Transport and Japan Post.

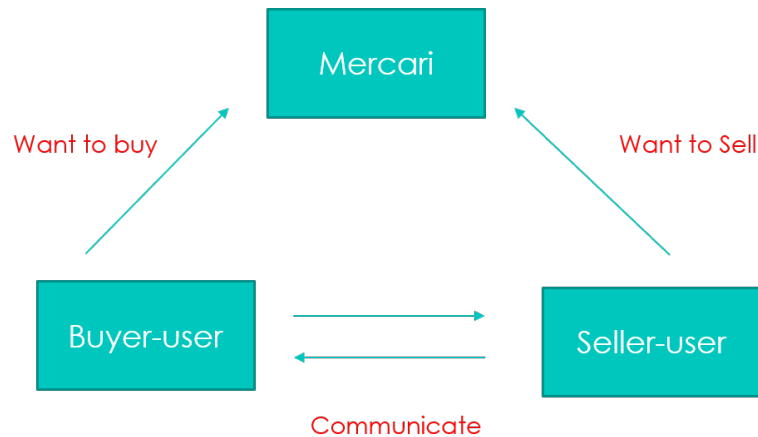


Figure 2.5 Process of Mercari

Not like in the US, Mercari plays as a totally different role in Japan. As the biggest rival of Yahoo Auction, this application are also focus on C2C(consumer-to-consumer) transactions. Compare with other e-commerce(Amazon and Rakuten), this entry level for user who would like to use this platform is fair. That means every one could become to a provider/dealer easily without credit check. This could be considering as a critical point for people who like to use this platform.

Compare with normal e-commerce site current year, Mercari does offer user more freedom to support their transactions. That simply means, user can sell almost everything they want on this platform. The definition of "everything" could be contains lots of thing.It can be a book you have been read, a spare cloth that you don't like, even a old curtain that you gonna to throw. By using this platform, users can always find their special needs on this platform. Accordingly, this platform come up with some new possibility of traditional transaction, which make c2c mode transaction become more acceptable in current year.

Additionally, the whole work process of Mercari is build on C2C model. The Mercari itself only offers a platform for user, and the role of each user is not limited. On this platform, user change their role between provider and buyer easily if they want. However,user's credit program is only base on user's rate. This limited system will linked to some problems of trust.

2.3. Witkey Model

2.3.1 Literature Review



Figure 2.6 Witmap

Witkey is word combination of wisdom and key, which means people who use their knowledge, skills or experiences to earn profit through the Internet.

The type of witkey can be separate into 3 type:

- A type, askwitkey. It means people who usually answered someone's question on some platform, like Google Answer. They will earn some virtual point to help them get some prize.
- B type, bidwitkey. It means people who actually bid on project, get opportunities to developing the project, and finally earn profit.
- C type, c2cwitkey. It means people who use their skills show their value in specific area, and convert their skills to production which help them build a positive trade relationship with supplies.

According to this model, the system design of this platform will fit this formula below [7]:

$$W = U + Q + A + P * cr \quad (2.1)$$

- W, means witkey.
- U, means user who use this services.
- Q means question. For example, User a find some difficulties in game, so he post a request on this platform and hope someone can help him, or ask for skills improvement.
- A means answer. User b take user a's request, and earn money from B.
- P means pay, user a will make a payment for user b's service.
- CR means credit, user will rate each other.

2.3.2 Related Works

Steam Community and Workshop

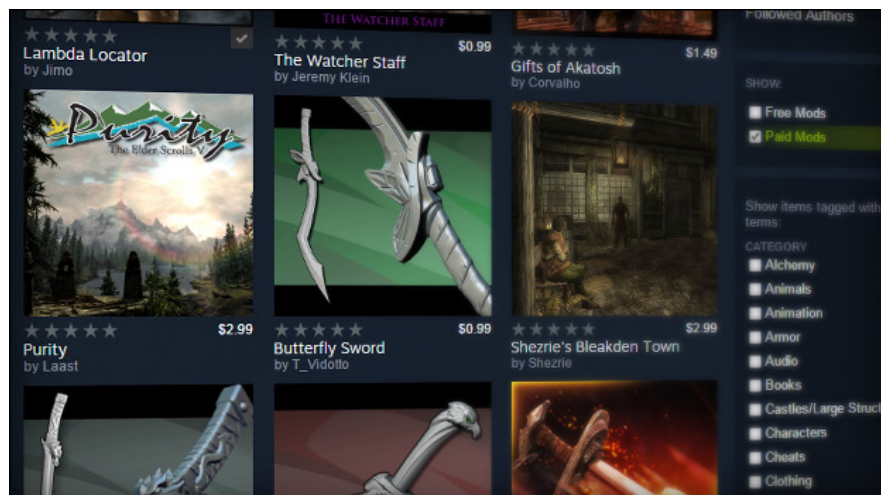


Figure 2.7 Steam Workshop

The Steam Workshop is a Steam account-based hosting service for game creative contents. Users of Steam could publish their art assets, gameplay modifications, or other content by using this service. Coming out with service, video game players found a new way to make profit of their hobby. By end of 2017, over 100 game titles has been supported by Steam Worksop services. [8]

Come up with services, a witkey model based cycle has been created. According to gamasutra's report, Valve began allowing developers to use these advanced features in January 2015, both the developer and content generator share the profits of the sale of these items; the feature went live in April 2015. Use Dota 2 as an example, over \$57 million being paid to content creators who using the Workshop by end of 2015. [9]

Actually, this service should be considering as a specific way which changed game production and player's play experience. Simply, this service helps player able to use to make profits. There is a clear system which build on witkey system. According to figure above, Workshop invited all user and creator to make creative contents for their game, it can be consider as a special "duty" form workshop side. Every user on this platform can upload their contents to workshop to complete the duty. If user's contents accept Steam Workshop, this content will start to sell on workshop. User can earn 25% of total sales as their profit. However, the profit of each content will depends on total download number and rate form other user. Because of that, malignant competition has been happen between user group.

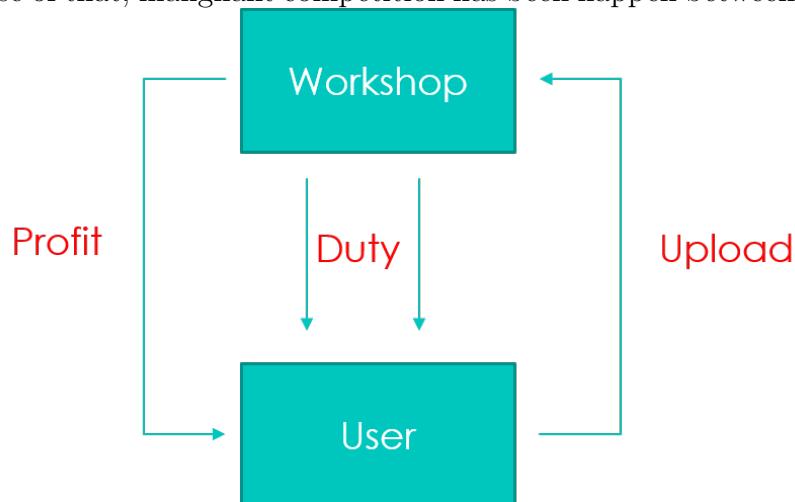


Figure 2.8 Process of Workshop

2.4. Fan economy

2.4.1 Literature Review



Figure 2.9 Fans
[10]

The word of "Fan economy" has coming out in last couple years with the grow up of subculture. It simply means, the economic benefit which happened around the idol or star's supporter group. This definition has been accept and start to become a topic in some Asia country like China and Japan.

In other word, every fan has traits that influence his or her social behavior and habits of consumption. When a fan finds others with similar preferences for a brand or artist, they may create or join a "fan group" (such as a fan club), which can develop into a "fan culture" with identifiable customs, attitudes, and behavior. Simply, people would like to pay/spent capital for someone who they love.

According to point below, the fan economy refers to a new business operation model that seeks to profit from fans' devotion to celebrities. The national idol group Akb48 can be considering as a powerful example which fit to fan economy model. [?, 11]

Tanaka claimed the successful point of economy profit of Akb48 in his book [12]. The whole group's profit is not depend on their ticket sales from the small theater in akihabara. They use cheap ticket price to increase popularity of their member,

and use event like "Akushukai" as the key point to create profit. Massive fans spend huge amount of money to attend those events which lead to massive economy profit.

According all, popularity is necessary point should be consider for a product design, especially for a services platform. How to make people to use your services is always a key point for designer to think about.

2.4.2 Related Works

Showroom

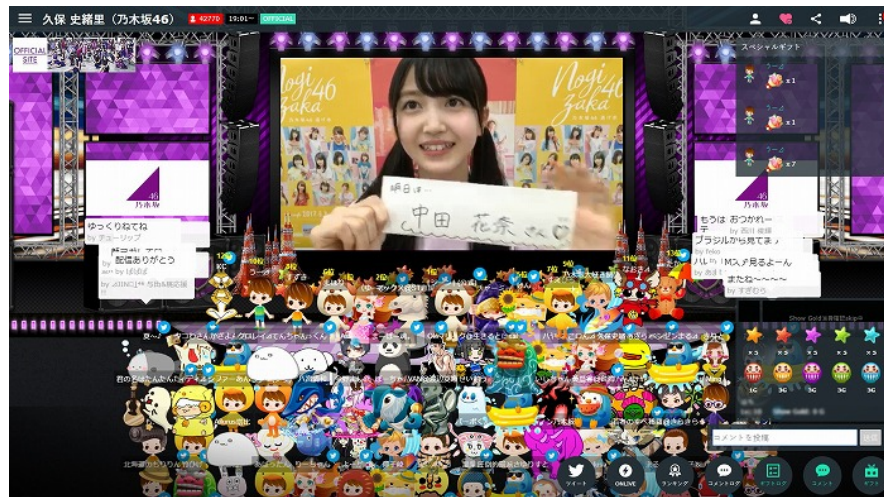


Figure 2.10 Showroom Interface

SHOWROOM is a Japanese live streaming service used primarily for Japanese idols and voice actors which developed by DENA in 2013, it has been integrated into the audition process for idol groups such as AKB48. For the first half of 2017, in terms of revenue, SHOWROOM is Japan's top-ranked video distribution application. [13] [14]

In current year, not only idol group but also normal start to do their live-stream on this platform. On this platform, user can share their life and experiences by using this platform. Depends on details of each streamer, there is huge difference between their popularity. This is also the starting point for profit making on this kind of platform.

However, the fan economy is not just fans spending money to see their idols and purchase their merchandise. How successful a pop star is depends on how many fans they have. [15] Therefore, the current fan economy is a two-way relationship in which fans have a say in promoting their favorites.

The basic cycle of this platform is simple. Platform allowed user to spend real currency to buy virtual gift on this platform. When user find some streamer they interested in, they can send those virtual gift to them, and streamer also can earn some profit from those gift. On the hand, almost every streamer start to do something special for those gifts.

Chapter 3

Design

3.1. Hypothesis

Video games production area has been growing rapidly in current year, it will link to huge profit worth in e-sports area which belong to whole video game production. Game Player from all over the world start join in this area to share this “ Huge Cake ” .

However, the video games production area itself has their limited. Because of that, few top and lucky game players achieve their goal in this area which is make profit by playing video games.

Playing video games can be considering as a normal skill for every normal person around this world. According to this point, Can Common player to achieve Skill Realization in Video Game Production Area? A services platform setting can help common player make profit by playing game?

3.2. Survey

3.2.1 Potential User

There is survey result in 20 random people group about this product,which help me to understand our potential user.

This survey collected 15 available result,which 15 people who have interested in this platform. 5 people didn't give a positive answer for this survey.

Firstly,according to the result of this survey, the age of our potential user is form 19 to 28. That means young person should become to our potential user.People form those age range could accept new product easily. According to this point, the

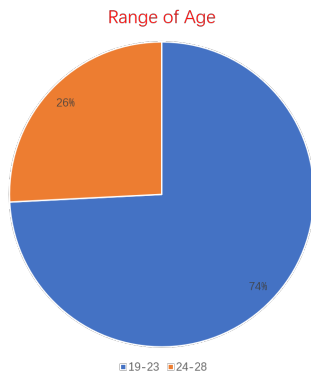


Figure 3.1 Potential User : Age

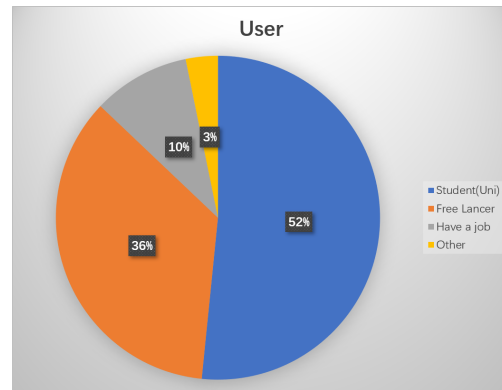


Figure 3.2 Potential User: Job

whole design of this product should be design in much specific way, some unique option should be consider in this product.

Secondly, student should be the main group of our potential user. As for student, their game time should be limited and also should be considering as a stable time.(Which means they might play games same time every day.) Because of this, some option which link to time saved would be helpful for them.

On the other hand, nearly 40% of our potential do not have a full-time job. Those people might like to use our product to make profit for themselves.

3.2.2 Motivation Survey

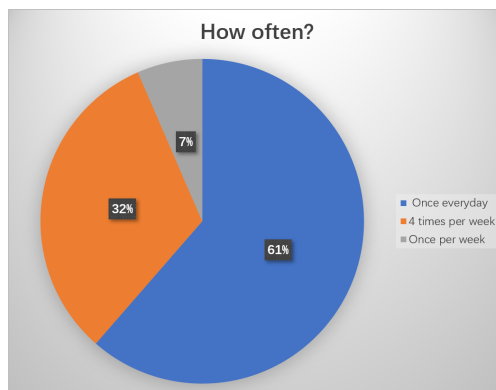


Figure 3.3 Survey Provider

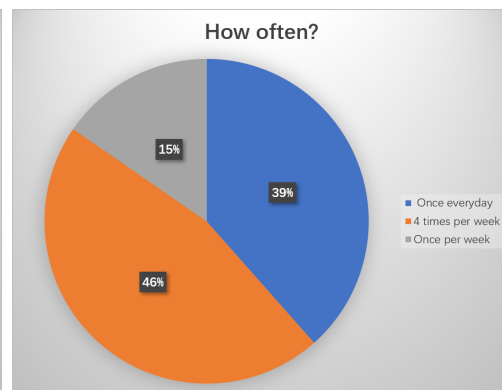


Figure 3.4 Survey User

Here is another survey result of motivation for people who would like to use our product. The result will be separate into two parts: Service User and service provider.

Firstly, according to 3.3 's result, 20 people have interested in make profit by playing games. Those people should be considering as our potential service provider of this platform. Nearly 60% of them think they will open our product at least once every day.

Secondly, according to 3.4 's result, 25 people which include our potential services provider would like to use this our product to solve their problem on playing game. Nearly 50% of them would like open our product at least 4 times per week when they playing game.

Lastly, result below also means there is not exactly difference between service provider and services user. Every potential user might change their role anytime if they would like to.

3.2.3 Target User and Needs

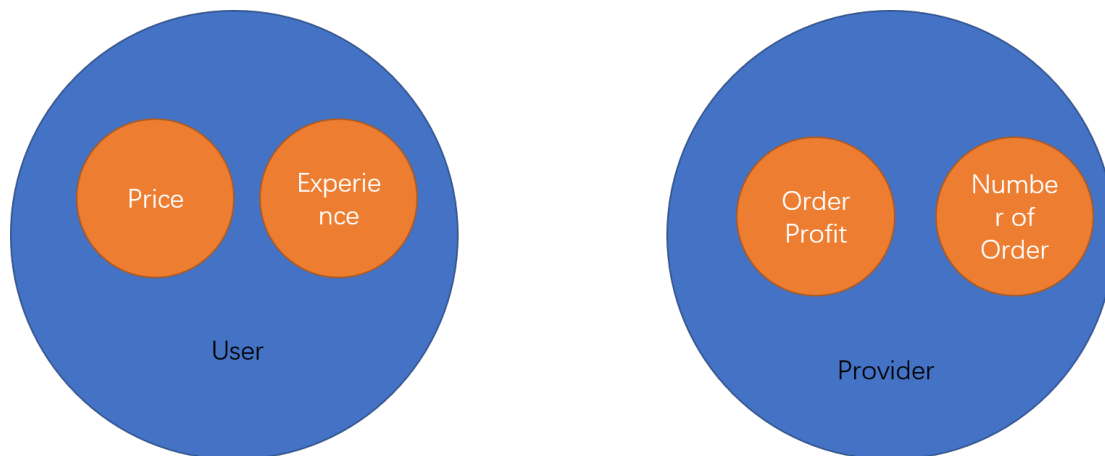


Figure 3.5 Need of User

Number	Need/Problems	Solution
1	Efficiency of each Order User : Achieve their goal easily Provider : More profit of each order	Monthly Membership
2	To increase the rate of attainment of each order	Clear interface which helps user what they want easily
3	Decrease the waiting time of each order visually	Time count on waiting page
4	Specific/Need for some users	Allowed user communicate with provider before they make a order.
5	Decrease the waiting time of each order actually	Allowed user use social network account to log in
6	Much profit each time for provider	Allowed provider to make group order(One provider to many users)

Table 3.1 Need and Solution

According to all survey result below, every option should be designed for two user group, service user and services provider.

Service User

For service user, the price and experiences should be two key elements for them. Basically, the user would like to choose to a service with much better price and better services experiences. Some specific options should be designed to fit user's need which might be include:

- Monthly membership and discount, user can buy services which link to better price.
- By considering our potential user group, some specific option and interface should be designed for this product which improve their user experiences.
- Customized order for services provider, use option allowed user communicate with provider easily before they making order which lead to better user experiences.
- Special Providers should be considered to use this platform which linked to better user experiences.

Service Provider

For service provider, there are two key need for them. Which how much they can earn form one order and how many order they can get form service users,Some specific options should be designed to fit provider's need which might be include:

- Allowed services provider to make a group oder, which means one service provider can take many orders form many service user.(One to all process) which helps provider make more profit.
- Use "Top ranking" or "Top ten" provider to helps providers build their brand on this platform which linked to more order from service user.
- Allowed provider to use a specific personal page to helps them to build their brand on this platform which lead to more orders from service user.
- Allowed providers to have more possibility to make profit. For example, allowed provider sell their own contents like video tutorial on this platform.

3.3. Design Concept

- A collaboration platform allowed normal player to make profit by playing video game.
- New platform to helps players to communicate with each other by playing video game.

3.4. First Prototype:Basic Interface Design

3.4.1 Login Page

The homepage will always the first impression for all potential user, it simply means people should find their stating point easily on this platform.

This platform should offer potential user multiple login options. It is common options that lots of other platform have. On the other hand, using other account will also helps other player to know about our service, which increase helps us to increase the numbers of player.

Additionally, when user use other social network account to login, the system will automatically update a post on their social network homepage, it also helps user to complete their hope as soon as possible.

This multiple login will also linked to better user experiences, that means user's SNS status will show on their personal page. For example, our potential user can communicate with services provider easily when they make decision on using this platform. And our current user can also use social network to contact with service provider before they make order.

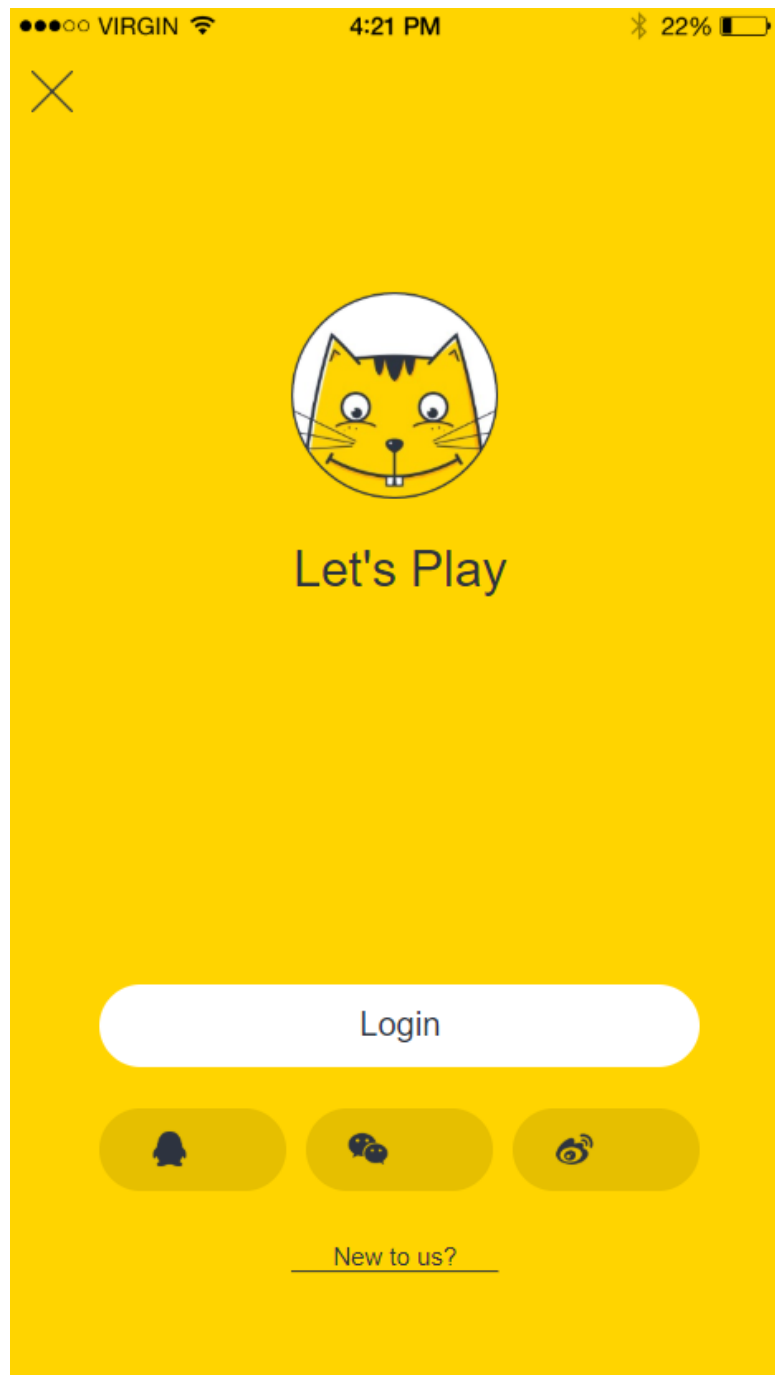


Figure 3.6 Log In Page

3.4.2 Home Page

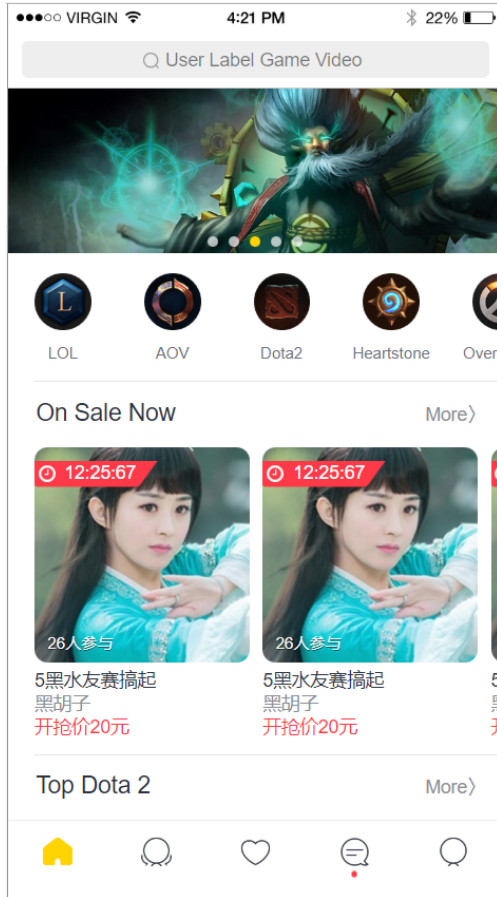


Figure 3.7 Homepage

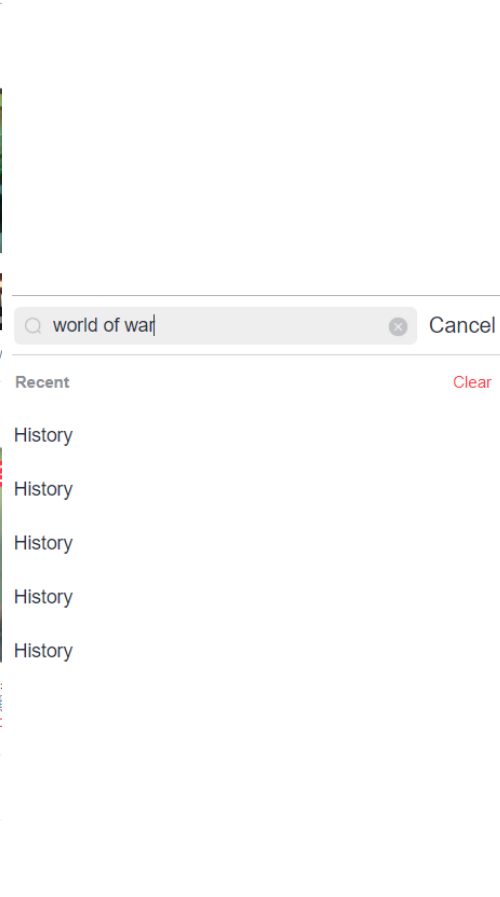


Figure 3.8 Search Box

By considering our potential user group, clear and easy understanding homepage will be always necessary for a professional platform. Which means user can easily find what they want from this application.

Players can easily find the game they played by touch the icon on the top of time page. It helps user to decrease the average time for making a order, it will lead to better user experiences for user.

On the other hand, the center of home page will show to our users about the latest sales about other users, which helps them to get the chance to play with user that they would like to play with.

For some users who can not find their interest on home page, there is also the search box for them to help them to find what they like by simple text some key words. Like user's name and title of game.

3.4.3 Profile Page



Figure 3.9 My Page

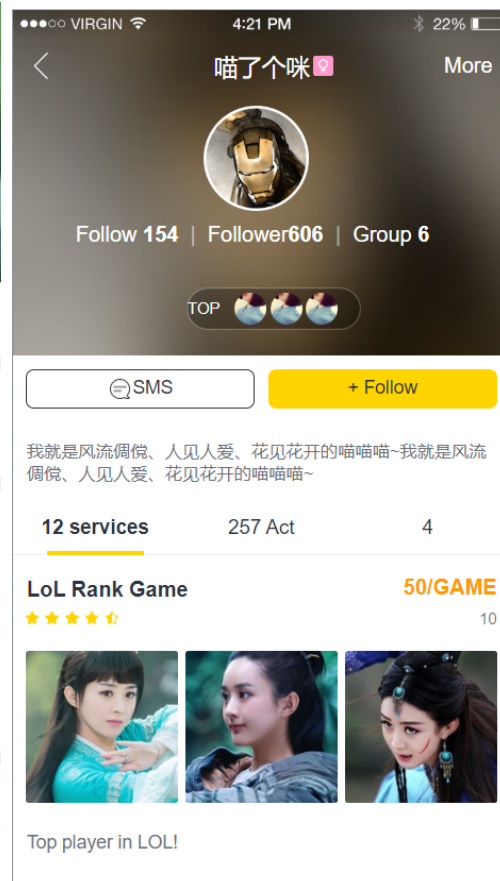


Figure 3.10 Profile Page

Firstly,user's profile is always the first impression for other user who use this platform,especially for service provider on this platform.This page should include the most useful information for other users of this platform.

As for user's profile page, this page should tell other users:

- Owner's role,Service user/Services Providers

- Owner's service list and the game they play.
- Owner's rating and activities

Secondly, service provider should edit their profile as details as they can, which include service price, service title and other details. User can also find provider's rating level to help them to make decision when they are choosing services.

3.5. Second Prototype: System Design

3.5.1 One to One Process

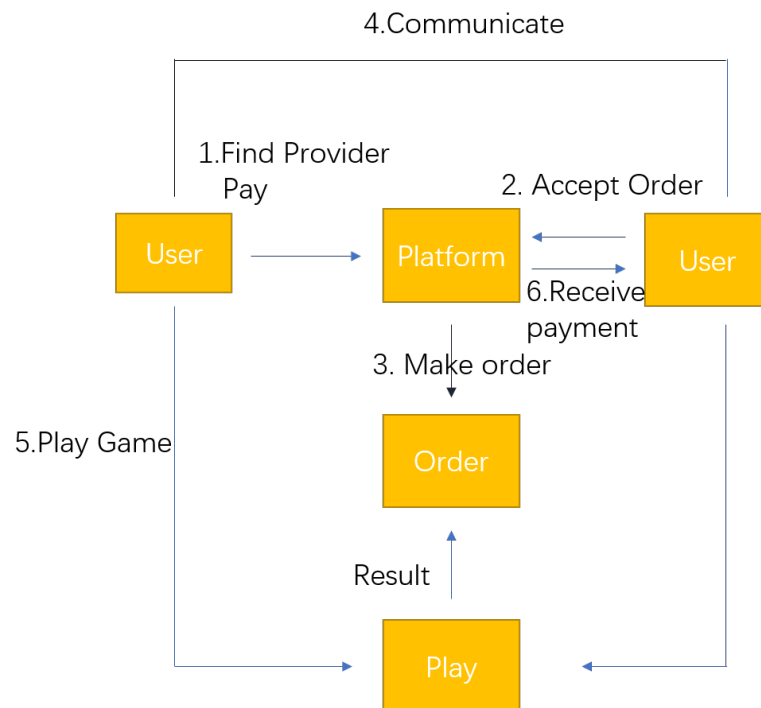


Figure 3.11 Working Process: One provider to one user

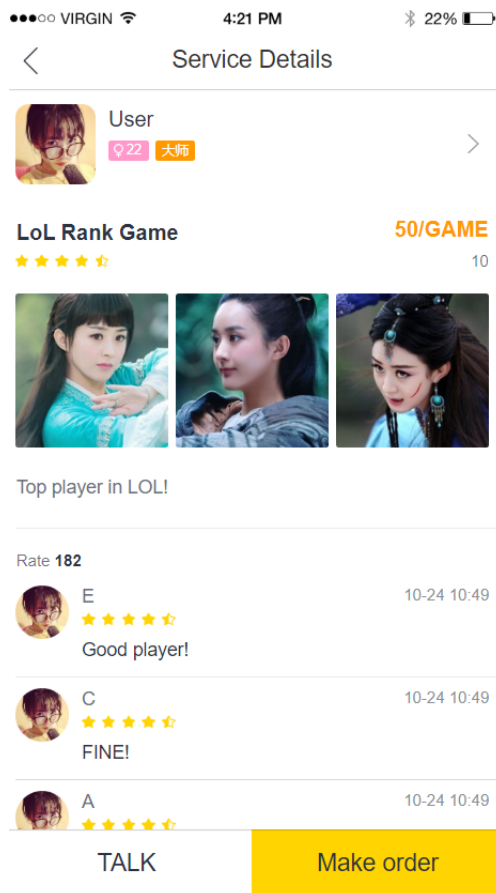


Figure 3.12 Services Page

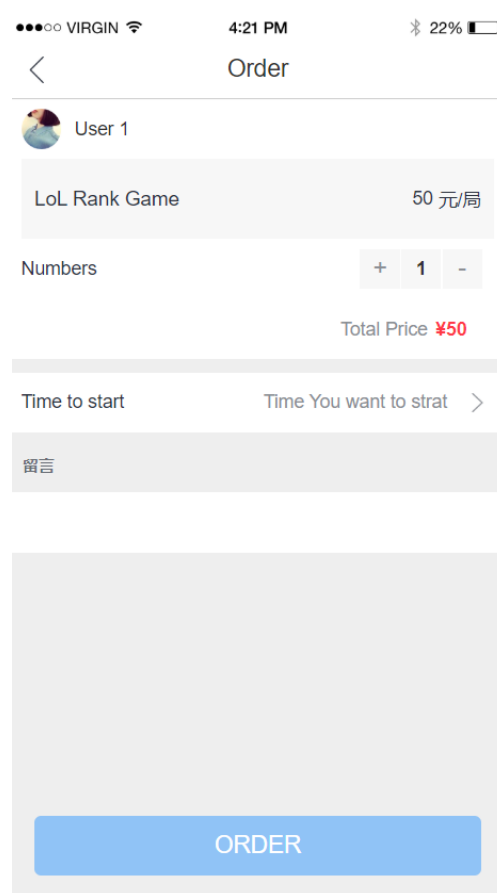


Figure 3.13 Make order

When user touch any service form home page, it will lead user to this services page to start make order to play with others. Users who visited this page will get all the information they want form this page, like service title, service price, and service rate form other user who used to use this service.

The importance of this page will helps user to choose their own interest and also helps user to compare with other services. On the other hand, user also can talk with service provider for more services details and make specific order for themselves.

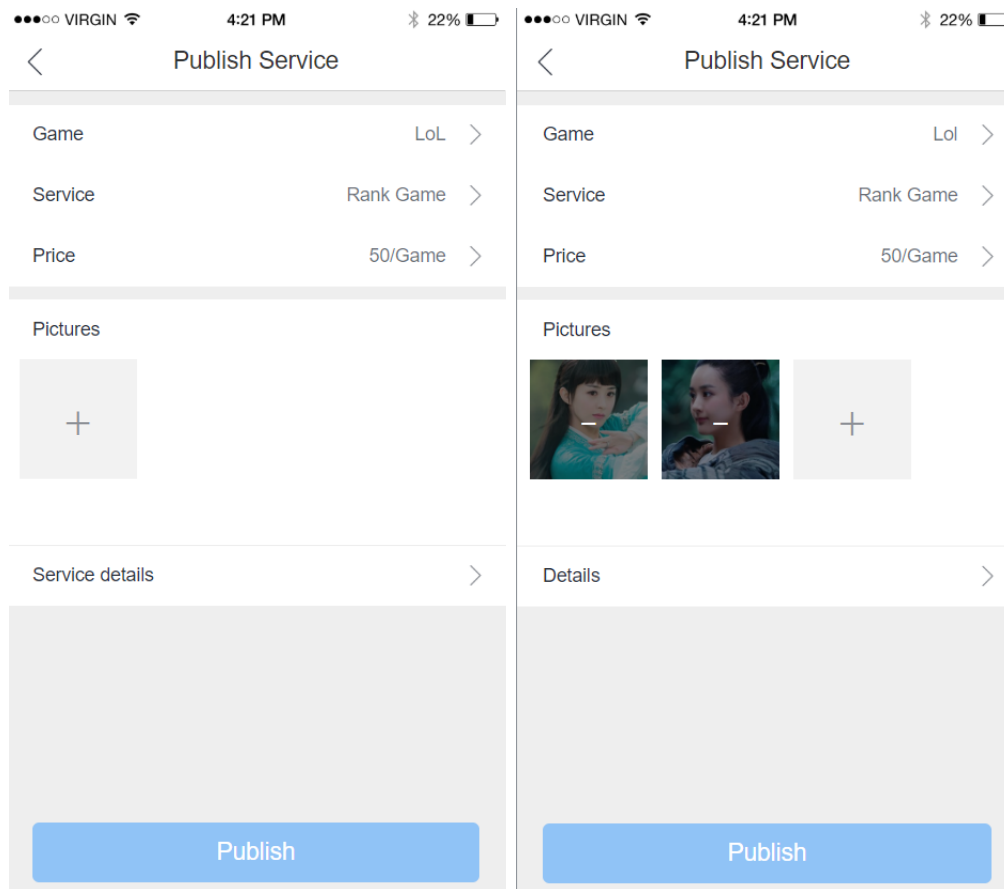


Figure 3.14 Publish Services

Figure 3.15 Publish Services

User for this platform also can publish their service to earn profit by using this platform.

User can edit service details on this page, which include game title, service title which means how would your service to help other players. Simply, service provider can edit details as much as they can to let others to use their services. It also allowed provider to upload their own pictures to show prover's value.

In figure 3.15 and figure 3.16 do explain the both order situations from users and service providers. In fact, user of this platform can check their order status by using the checking their own activity in profile.

As key part of service platform, users do need check their activity all the time when they using the time. It also helps them to build positive relationship with each other.

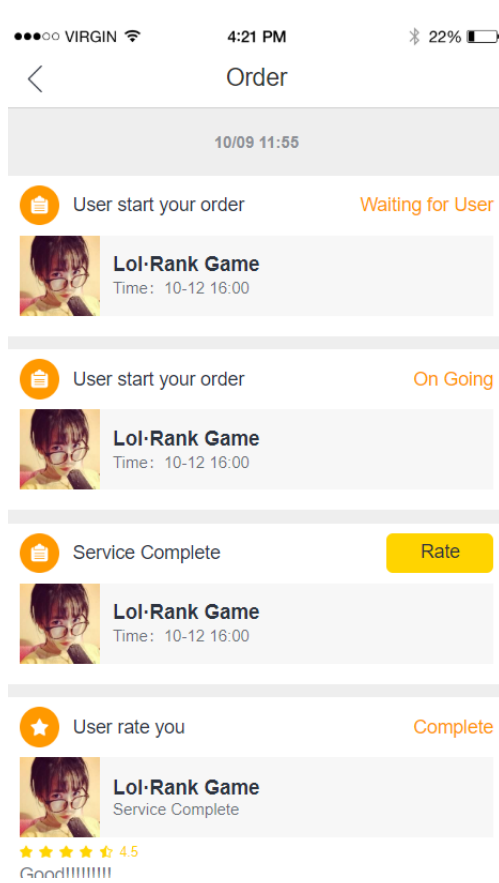


Figure 3.16 Order List:User

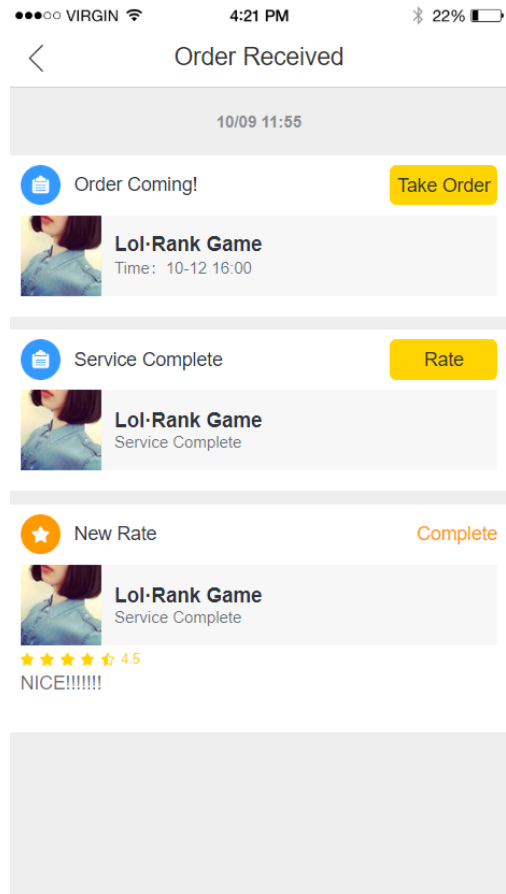


Figure 3.17 Order List:Provider

3.5.2 One to All Process

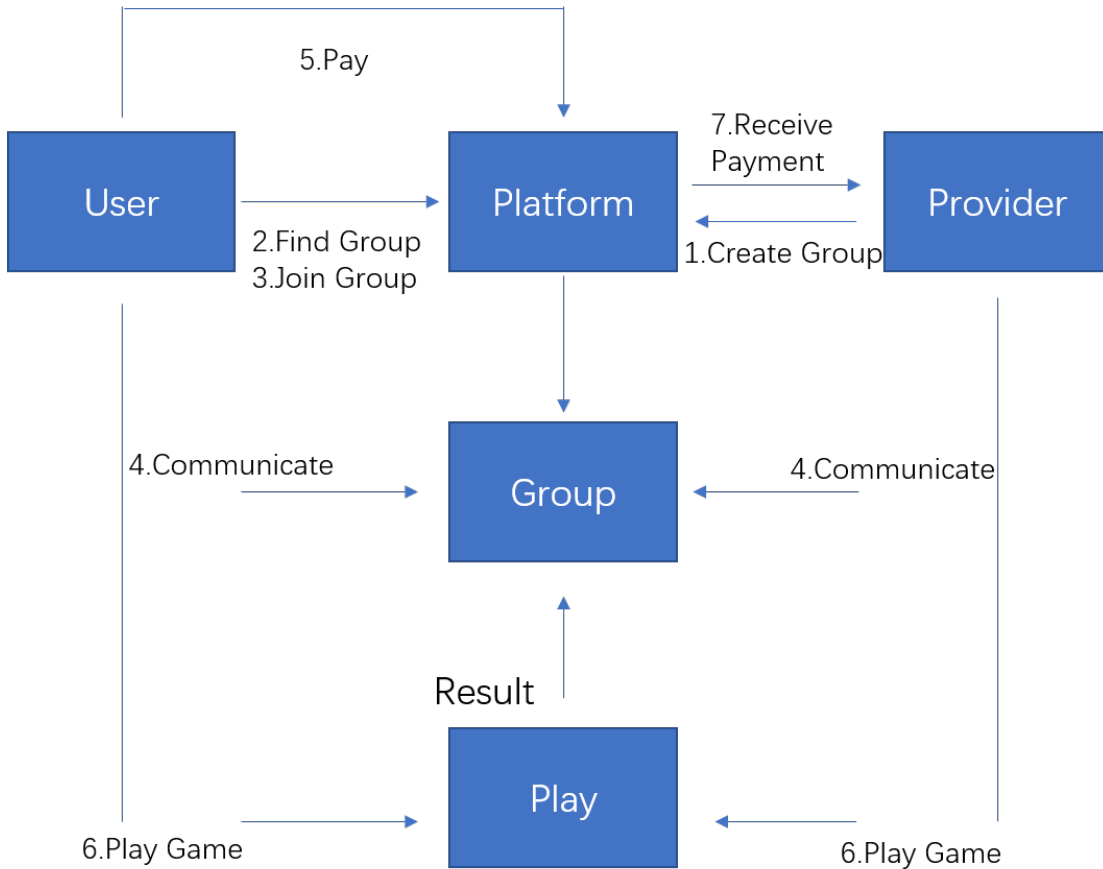


Figure 3.18 Working Process: One provider to users

For services provider, order is always the key element for services provider for them. Beyond the current system setting, our service providers are always on status of waiting for order. However, it is not an effect way for our services provider. To achieve the goal of making profit for providers, a kind of system process is necessary for this platform.

By considering the point above and provider 's needs. The number of order that they received is the key point for them to make profit. If one service provider can grab many services at same time, that could be helpful design for them.

According to 3.18, service providers can create a group on their service area on this platform which allowed service user to join at the same time.



Figure 3.19 Make Group Order

Rate System

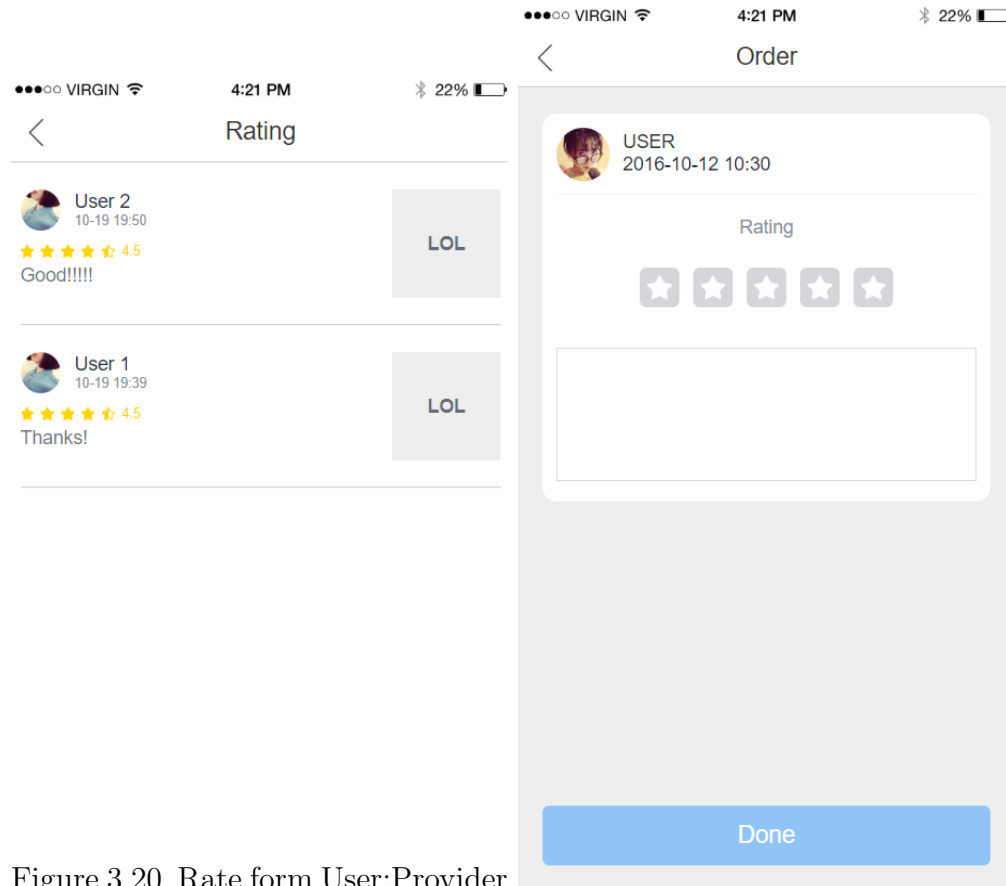


Figure 3.20 Rate form User:Provider

Figure 3.21 Rate a services

As a trading platform, the rating system will be considered as the critical point for this system, which helps whole system setting in the positive circle.

Same with the shopping site, the service provider on this platform can be considered as a role of seller. In the current year, the reliance on e-shopping is always the problem in this area. The rating level could be the only judgment for people to make the decision.

There is a pay and prove relationship between users and service provider on this platform. So the rating system is necessary for this platform.

3.6. Third Prototype:Social System

3.6.1 Rank System

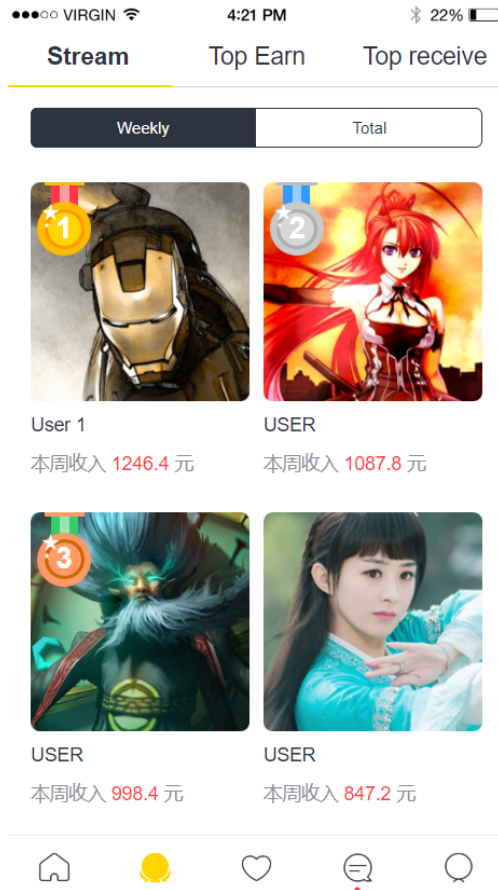


Figure 3.22 Top weekly total



Figure 3.23 Top provider per game

This platform do need a ranking board to help users keep engaged on using this platform. It is also helpful option for new users to understand this platform.

In common sense, people will always choose the top-rated when they made decision. For example, people will always watch the top seller when they are shopping. By considering this point, a rank board is necessary for this platform. On the other hand, all services provider will try their best to make them keep on board.

3.6.2 Video Tutorial

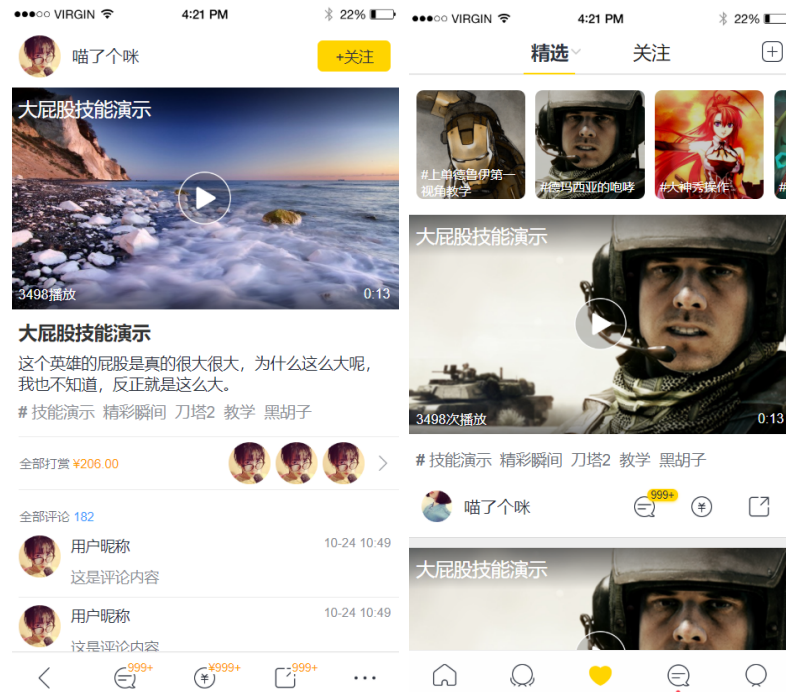


Figure 3.24 Video Tutorial Page Figure 3.25 Tutorial Community

Video is always powerful language for problem representing. When player meet problem when they are playing game, it is always difficult to describe by simple word speaking. Because of this point, some feature need to be designed to support the basic platform system process.

According to the point above, this system should allow provider to make video tutorial on this platform. It means providers can share their playing experiences on specific problems, which could help other users to solve their problem.

This design will always providers start to build their brand, the video tutorial that every provider could also be the starting point for service users to use their services. In other word, good video tutorial could link to more orders accepted from service users, it will support them to achieve their goal which is make profit by playing game.

3.7. Final Prototype:Specific Design

3.7.1 Specific Design for Services User

Monthly Membership

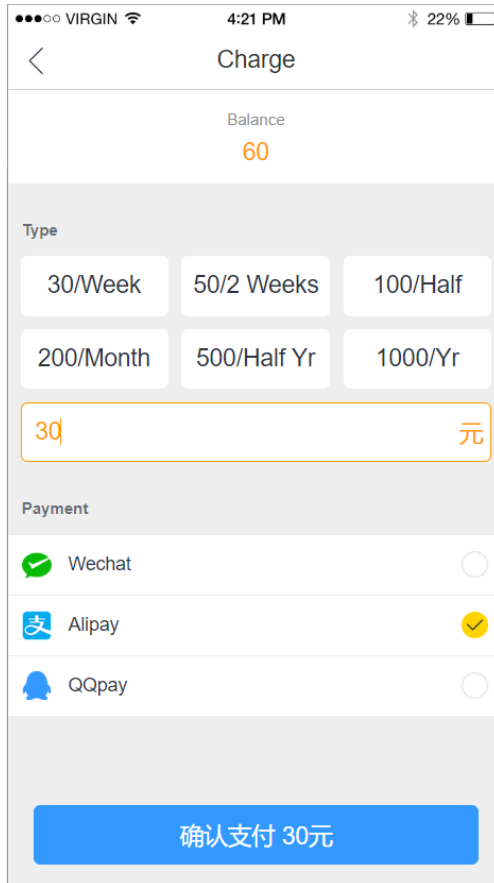


Figure 3.26 Monthly Membership

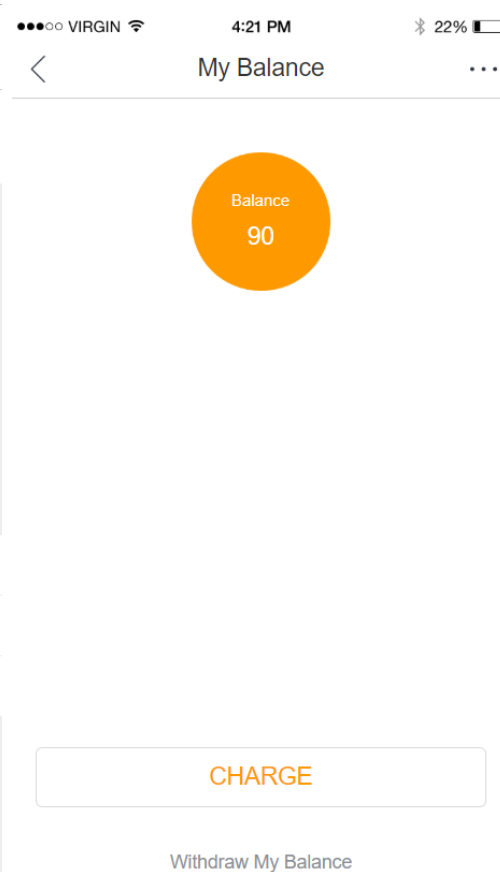


Figure 3.27 Balance

As mentioned above, in one services platform. The price will always be the critical element in the whole service design process, and it also can be influence user's experiences. Good user experiences with less payment would always engage them to use some services. By considering this point, some specific feature design of price setting is necessary for this project.

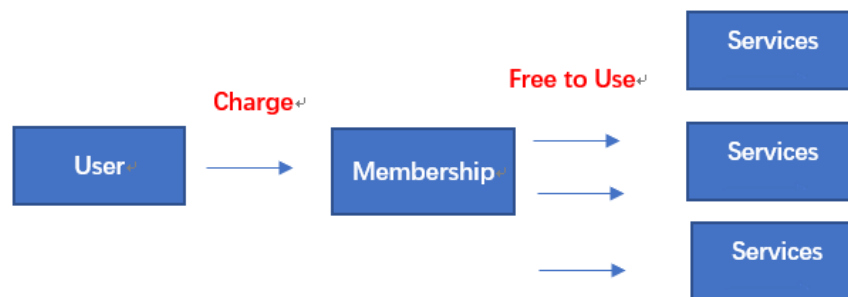


Figure 3.28 Membership Process

According to the point above, potential users of this platform will have the interest to clearly understand every payment that they are going to make on this platform. It means they would like to understand the experiences that earn from service itself whether worth their payment or not. However, if this service is a service with less risk, most people would like to try something new that they might never try before.

As for this platform, a specific design on price setting would be a good engagement for our user to use this platform. Monthly membership/membership means merely allowing users to use our services completely with less price, and potential users can charge their account on this platform to use the whole service in limited time. For example, a potential user could charge 30 real currency to buy one-week membership. During that week, services user can use every service on this platform. This design can be a good starting point for them to use this platform, a potential user could make to less payment to experience the experiences of this platform. It is the effetely way to increase the potential user of this platform.

On the other hand, it also can be considering as an effetely way to help services provider on this platform to make profit. Rookie services (without high rating) provider might not grab much orders from services users because of unknown risk. Because of this setting, users on this platform might have chance to use rookie services provider ' s services. The design of membership can also helps rookie providers to build their brand on this platform, it will also can be considering as a good starting point that allowed more people to join in this platform as a services provider to make profit by playing game.

Target Services



Figure 3.29 Target Service

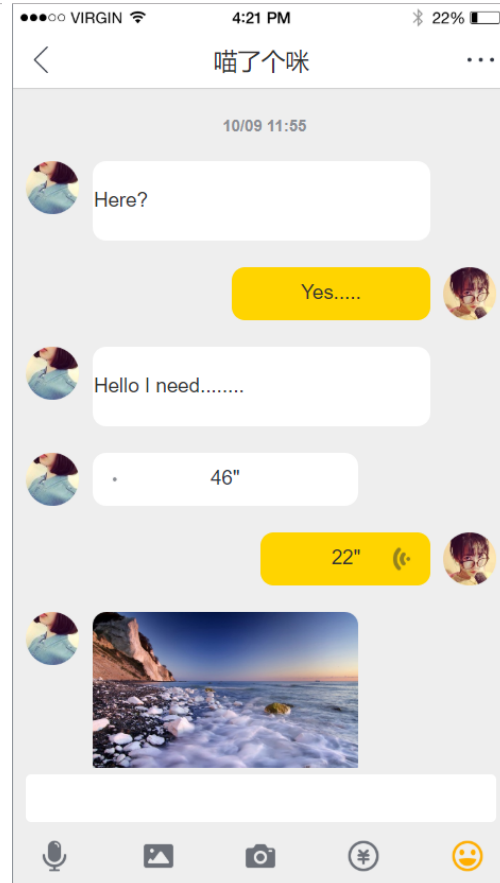


Figure 3.30 Make Target Services

When game players playing game, problems that they might meet is uncertain. And game players have their target on during their game playing period. This is always be the critical element which link to user experiences design. On the other hand, this point is also link to services provider 's goal which is to make profit by playing game.

As for this platform, the whole design of this platform offers services providers much freedoms on this platform. That means providers can publish any services in any games, the range of service which published by services provider might be huge. However, services user 's specific need might not be covered in those area. The reason might be link to many situations, it not only about skills problem in

game but also specific needs from every service provider on this platform.

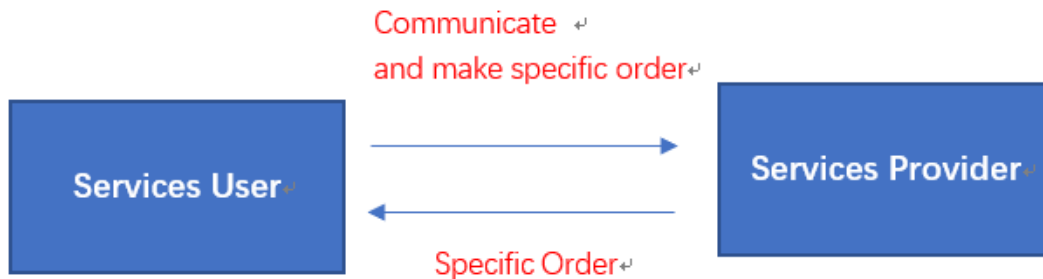


Figure 3.31 Target Services Process

According to 3.29 above,when one user click one provider ' s service page, user can click talk button to communicate with provider for further order. It also helps user to communicate with provider if they did not find services from provider ' s service list.This setting is aimed to build a positive relationship between service user and services provider on this platform. Additionally, by using this feature, it also helps services user to understand one provider easily. Which include provider ' s skill level, playing style and other details that might fit user ' s interest.

According to 3.30 above,there is specific design on communication system which to support this ' Target Services ' .Mostly, the word is not always powerful enough to describe services user's problem. Because of that, this communication system allowed user to use multiple way to represent their problem to service providers. Service user could use voice message to talk with provider to describe their problem,it also helps user to save waiting time on finding services on this platform. Services also can upload pictures and screen shot to as support. This also can be helps provider to understand user's need.

VIP Tutorial



Figure 3.32 VIP Page

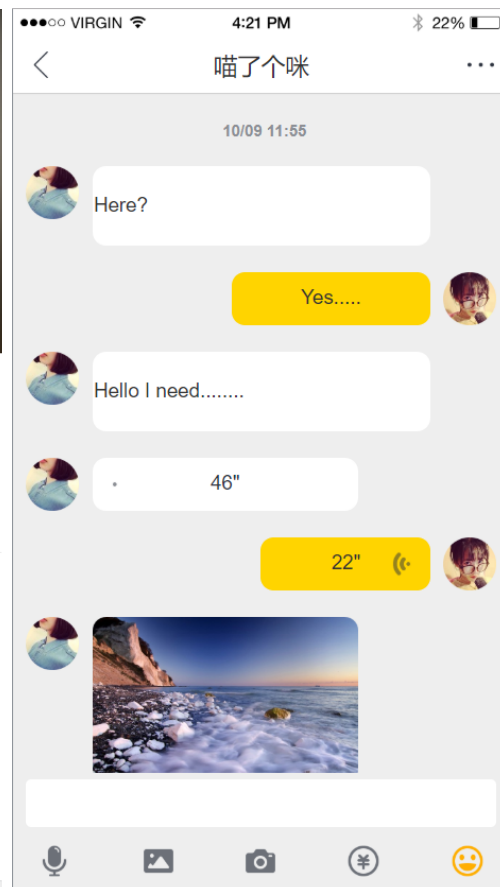


Figure 3.33 VIP Feedback

Every player play game for different purpose, some of them play game for fun, some of them play game for win. However, the final purpose will link to experiences earning when people playing game.

Some game players play video game for win, it simply means those players would like to earn some skills from other skilled players. This service platform offers those players a chance to play with some professional e-sports player. Services users could easily find one services provider 's status on their profile page. For example, a professional e-sports player will have verified mark on their profile page. Services users could pay more money to play with those professional players, which means they would become VIP on this platform.

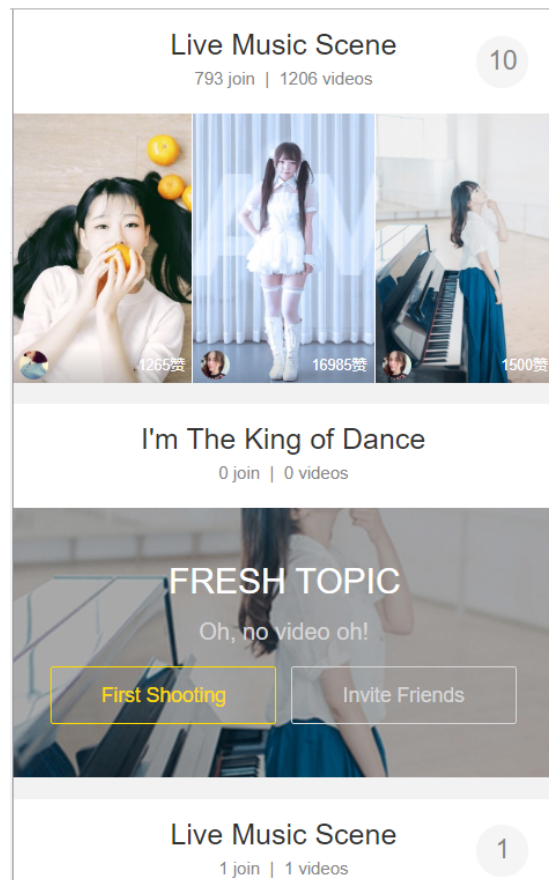


Figure 3.34 Female Provider

Secondly, services user would have special experiences when they become VIP on this platform by using communication platform on this platform. For example, skilled player/service provider could give some advices to services users which helps them to improve their game skills.

On the other hand, some players play games for fun. As for those players, wining is not the final purpose when they play game. They are enjoying more on playing period during they play game, they might not mind their partner are skilled or not but focus on other details. For example, a female game player will always be popular in most situation. By considering this point, some special service provider like female player would be possible option for VIP tutorial feature design.

3.7.2 Specific Design for Services Provider

Target Services:Provider



Figure 3.35 Target Services:Provider bid

This feature is extension feature of “One to all services”, which helps service provider on this platform grab orders much easier. This feature is also aimed to helps services provider on this platform to make more profit by playing game.

This feature allowed provider to create a room when they publish new services, the empty slot on for this room will depends on different kind of game. Simply, every slot in this game will be decided on auction, users who offers higher price will win this slot.

Video Upload and Tips system



Figure 3.37 Video Page

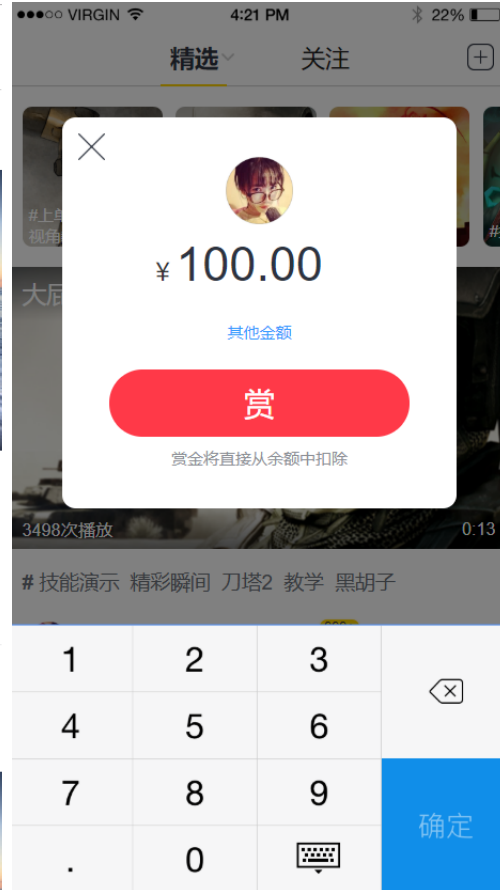


Figure 3.38 Video Pages: Tips

This specific design is aiming to help service provider effectively on making the profit of this platform, every services provider on this platform could upload their fantastic moment video to build their brand. By using this feature, service providers will become famous which link to more order grabbed.

On the other hand, if service user find one provider's video is worth to pay. They could use their account balance to pay tips to donate those services provider. This is another way for addition profit gain for every service provider during they brand building process.

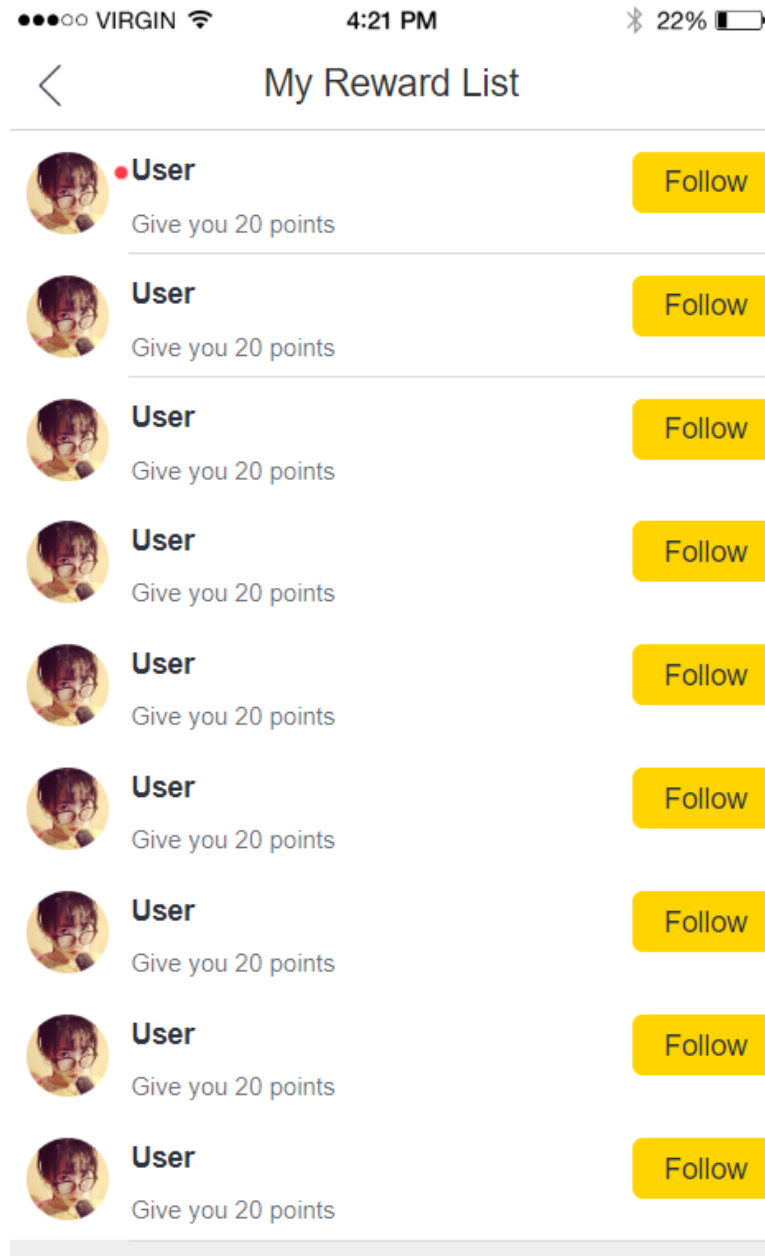


Figure 3.39 Receive some rewards from users

Chapter 4

Evaluation

4.1. User Test

User	Age	Job	Game
U	20	Student	LOL
U	25	Student	LOL
P	28	Part-time	DOTA2
P	27	Company employee	PUBG

Table 4.1 Test User

User	Game	Time/per game	Result
U	LOL	25mins	Done
U	LOL	30mins	Done
P	DOTA2	40mins	Done
P	PUBG	15mins	No

Table 4.2 Test Result

- Group:4 people in test group,two services user and two service providers.
- Test Purpose: Use this service, to test the working process of this platform.
- Try to find the problem for this platform, which get some feedbacks form tester.

Services User:20yrs old student-LOL



Figure 4.1 Game Result



Figure 4.2 Payment

- Game and order:LoL Rank Game, user 1 would like to win this game which enter to next level.
- Duration: 40 minutes
- Feedback: "What I want is find someone to play with me and also helps teach me how to play this game.So I find a female provider form top provider board.Actually she is over skilled, and I think I would like to play her next time"

Services User:25yrs old student-LOL



Figure 4.3 Game Result

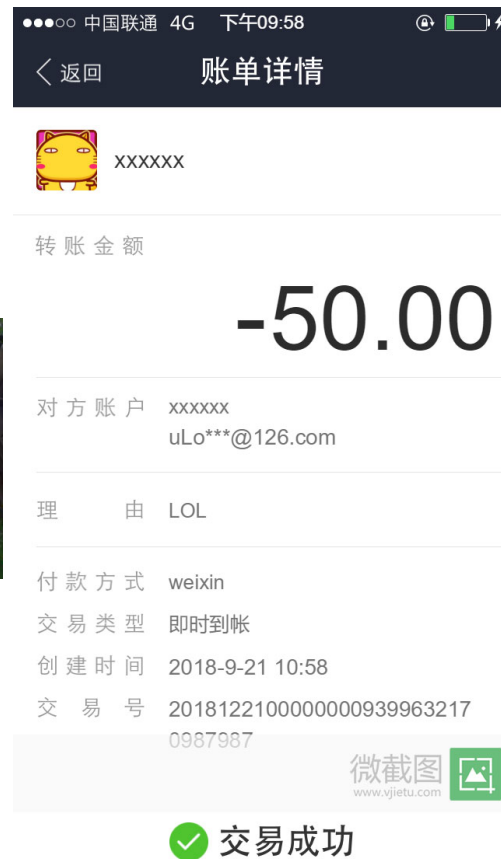


Figure 4.4 Payment

- Game and order:LoL Normal Game, user 2 is a rookie of this game,and would like find someone lead him to victory.
- Duration: 1 hour
- Feedback: "It is a special experiences for me to use this kind of services. Because of this,I spent more time to find a service which fit my situation. But the the information on homepage is not clear enough,that also me feel hard to make decision.As a student, my playing game is limited. So I hope I can save much time before I using this service."

Services Provider:27yrs old student-Dota2



Figure 4.5 Game Result



Figure 4.6 Payment

- Game and order:Dota2 game, Service user request a customize to services provider.
- Duration: 50 minutes
- Feedback: "Someone contact me on facebook said he would like to pay me to join his team, because his team is shorting on one member for a small DOTA2 competition. Actually, the price for only one game is not good enough. But i believe this can helps me build my brand on this platform"

Services Provider:27yrs company employer-PUBG

- Game and order:PUBG normal game,provider would like to start a group order.
- Duration: 15 minutes
- Feedback: "This is a bad experiences for me actually. I decide to start a group order,but finally no one come to my room.I found my room didn't even show on home page"

4.2. Evaluation: Kano Model

4.2.1 Method:Kano Model

Concept

The Kano model is a theory for product development and customer satisfaction developed in the 1980s by Professor Noriaki Kano. This product classifies customer preferences into five categories [16] [17]:

- **Must-be Quality**, which means basic features of one product. In the other word, this is a requirement of one product. Simply, Features done well in a product, customers will feel neutral because they think those features are necessary. However, if those features are not done completely in this product, customers are very dissatisfied. This is a key point for a product for to entry in market. For example, providing a clean room can be considering as 'Must-be Quality' in one hotel product.
- **One-dimensional Quality**, features which belong to this part will show customer's satisfaction in final result. When those features has been include in one product, customer's satisfaction will increase. On the other hand, if those features has not been include in this product, customer's satisfaction will decrease rapidly. For example, when people buy a car, low-cost of petrol will become to the One-dimensional Quality for this product.
- **Attractive Quality/Performance Quality**, this part basically means if features has been provide in one product, it will cause satisfaction. However, if features has not been provide in one product, it will not cause dissatisfaction. Those features are normally unexpected for customers. For example, to provide free breakfast services could be belong to attractive quality in one hotel product.
- **Indifferent Quality/Neutral Quality**, these features refer to aspects that are neither good nor bad, and they do not result in either customer satisfaction or customer dissatisfaction. For example, a pretty or wonderful logo design of one hotel product will not actually cause satisfaction or dissatisfaction for customers who live in this hotel.

- Reverse Quality, these features refer to a high degree of achievement resulting in dissatisfaction and to the fact that not all customers are alike. For example, for a hotel, producing elaborate photographs of the facilities that set high expectations which are then not satisfied upon visiting can dissatisfy the customers.

Purpose

The main purpose of the Kano Model is:

- To communicate 5 universal categories of customer requirements that all product and service developers need to be aware of in order to remain competitive.
- To show how each of these 5 universal categories can influence satisfaction and dissatisfaction.
- To show how 2 of the categories add value and 2 of the categories detract from value, and 1 of the categories creates new value.
- To help organizations understand their customer needs better than their customers understand their own needs.
- To provide a mechanism to help organizations understand and classify all potential customer requirements or features into these 5 categories so they can prioritize development efforts on the things that most influence satisfaction and loyalty. This is done by the Kano Survey, or sometimes called a Kano Analysis.

Working Flow of Kano Model

The working flow of Kano Model evaluation will be separate in three parts:

- Firstly, to collect the data of satisfaction of specific features in one project by using Kano Questionnaire/Survey.
- Secondly, Use Survey table to classify data from Kano survey, use formula to decide the categories belong of each feature in this model.

- Thirdly, Use better-worse diagram to represent the result.

		Positive (Feature1)						
Negative (Feature1)	Value	Like	Except	Neutral	Tolerate	Dislike	Better	
	Like						Worse	
	Except						A	
	Neutral						O	
	Tolerate						M	
	Dislike						I	
						R		

Figure 4.7 Example of Survey table in Kano model

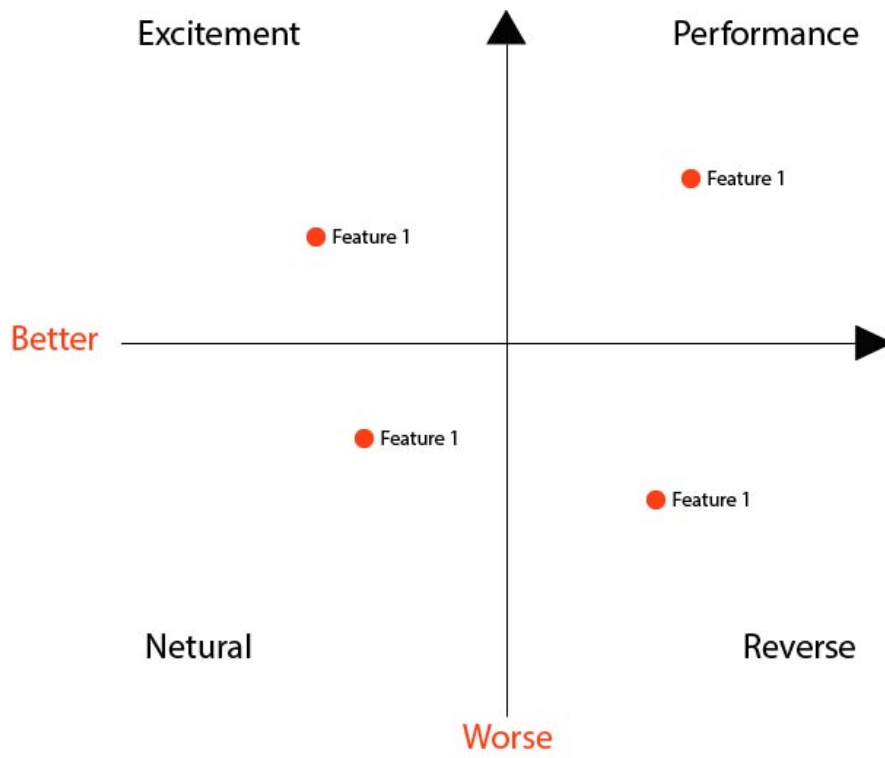


Figure 4.8 Better-Worse Diagram

4.2.2 Kano Model Evaluation for this project

Purpose

This part of evaluation will use Kano model as a method to collect results of satisfaction of specific features of this project for potential user. By analysis these result to evaluate the goal achievement of this project. This will be also lead to improvement of this project and some future works.

Kano questionnaire

The evaluation of this project will start a Kano questionnaire/survey below:

- Target: 40 potential users and 38 providers of this project.
- Evaluation of specific function on this platform (Satisfaction): VIP Tutorial, Video Tutorial ,Monthly Membership (User),Target Services
- Evaluation of specific function on this platform (Satisfaction): Target Services, One to Many Process, Upload Video, Profile Page

It consists of a pair of questions for each feature we want to evaluate:

- One asks our customers how they feel if they have the feature.
- The other asks how they feel if they did not have the feature

To each “ how do you feel if you had / did not have this feature ”, the possible answers are:

- I like it
- I expect it
- I am neutral
- I can tolerate it
- I dislike it

Evaluation Process of this Platform

This part gonna to use data from Kano Survey to decide the quality belonging in Kano model.

The whole calculation by using to two formula below:

- Better= $(A+O) / (A+O+M+I)$.

In this model, if the value of better is positive. That can be considering as user has high satisfaction about specific feature in this project.

- Worse = $-1 * (O+M) / (A+O+M+I)$

Value will always be negative, that means if this product do not include this function, the satisfaction of user will be decrease.

The result of calculation will be show on Survey table in next section.

Survey Table of this Project

Data from Services User of this platform

Positive (Target Services:User)								
Negative (Target Services:User)	Value	Like	Except	Neutral	Tolerate	Dislike	Better	0.44444
	Like			11.1%	29.6%	3.7%	Worse	-0.037
	Except			22.2%	22.2%		A	40.7
	Neutral			11.1%			O	3.7
	Tolerate						M	0
	Dislike						I	55.5
						R	0	

Figure 4.9 Survey Table:Target Services:User

Positive (Video Tutorial)								
Negative (Video Tutorial)	Value	Like	Except	Neutral	Tolerate	Dislike	Better	0.18519
	Like			11.1%	7.4%		Worse	0
	Except			33.3%			A	18.5
	Neutral			33.3%			O	0
	Tolerate			14.8%			M	0
	Dislike						I	81.4
						R	0	

Figure 4.10 Survey Table:Video Tutorial

Positive (Monthly Membership)								
Negative (Monthly Membership)	Value	Like	Except	Neutral	Tolerate	Dislike	Better	0.74074
	Like			7.4%	22.2%	44.4%	Worse	-0.5556
	Except			7.4%	3.7%	11.1%	A	29.6
	Neutral						O	44.4
	Tolerate			3.7%			M	11.1
	Dislike						I	14.8
							R	0

Figure 4.11 Survey Table:Monthly Membership

Positive (VIP Tutorial)								
Negative (VIP Tutorial)	Value	Like	Except	Neutral	Tolerate	Dislike	Better	0.11111
	Like				7.4%	3.7%	Worse	-0.0741
	Except			33.3%	14.8%	3.7%	A	7.4
	Neutral		3.7%	11.1%	11.1%		O	3.7
	Tolerate			11.1%			M	3.7
	Dislike						I	85.1
							R	0

Figure 4.12 Survey Table:VIP Tutorial

Data form Services Provider of this Platform

Positive (Target Services)								
Negative (Target Services)	Value	Like	Except	Neutral	Tolerate	Dislike	Better	0.612551
	Like			16.1%	29%	16.1%	Worse	-0.16115
	Except			6.45%	22.58%		A	45.1
	Neutral			9.68%			O	16.1
	Tolerate						M	0
	Dislike						I	38.71
							R	0

Figure 4.13 Survey Table:Target Services

Positive (Upload Videos)								
Negative (Upload Videos)	Value	Like	Except	Neutral	Tolerate	Dislike	Better	0.322697
	Like			16.13%	12.9%	3.23%	Worse	-0.03231
	Except			29%	12.9%		A	29.03
	Neutral			22.58%	3.23%		O	3.23
	Tolerate						M	0
	Dislike						I	67.71
							R	0

Figure 4.14 Survey Table:Upload Videos

Positive (Profile Page)									
Negative (Profile Page)	Value	Like	Except	Neutral	Tolerate	Dislike	Better	0.41931	
	Like			3.23%	9.68%	3.23%	Worse	-0.87084	
	Except			29%	25.81%		A	12.91	
	Neutral				3.23%		O	29	
	Tolerate						M	58.04	
	Dislike						I	0	
						R	0		

Figure 4.15 Survey Table:Profile Page

Positive (One to Many Services)									
Negative (One to Many Services)	Value	Like	Except	Neutral	Tolerate	Dislike	Better	0.72	
	Like			28%	24%	20%	Worse	-0.2	
	Except			20%	4%		A	52	
	Neutral			4%			O	20	
	Tolerate						M	0	
	Dislike						I	28	
						R	0		

Figure 4.16 Survey Table:One to Many Services

Result of this product: Better-Worse Diagram



Figure 4.17 Result by using Kano Model(User)

- Performance Quality: Monthly Membership
- Excitement Quality: Target Services
- Neutral Quality: Video Tutorial and VIP Tutorial
- Reverse Quality: None



Figure 4.18 Result by using Kano Model(Provider)

According to this result,the whole model gonna be:

- Performance Quality:None
- Excitement Quality: Target Services and One to may services
- Neutral Quality:Upload Video
- Reverse Quality:Profile Page

Result Analysis

According to model below, it will lead to two points above:

- As for services providers, they have much needs on number and efficiency of order which means they would like to accept such orders. According to user test's feedback, the total order they can get from this platform is limited. (Need more data to support) Moreover, the number of services user is also limited. By considering this point, the critical point should be considered in the next part should be how to make more service user use this platform.
- As for service users, special options like video tutorial and VIP tutorial services can not make them use this platform which cannot help both sides to achieve their goal. However, they are interested in monthly membership services, the price and discount is always the safe way for people to start to try some new services, the price of each order this platform going to be the critical point to keep this platform alive. To find out what services users will be the primary duty for this project.

Chapter 5

Conclusion

5.1. Summary of this Platform

This product is coming from hypothesis which try to show the possibility to earn money by playing game. To test this hypothesis ,this product has been designed.

According to evaluation result, game players would like to believe this this platform might be the solution for them to achieve their goal. However,some details of design is not well designed,it will be summaries into few points below:

- The basic system setting is well designed of this platform.This result of user test can certain this point. This services platform should be a positive way to implement the hypothesis.
- However,some specific features did not have good feedback by considering Kano model test's result.
- The communication purpose of platform is not well designed by considering the result of user test. For example, all the tester still use to communication tools to communicate with each other after order finished on this platform.

According to all, this service platform could help ordinary players to achieve the skill realization. It means ordinary game players would like to believe this service platform could help them. However, this hypothesis still needs period time and more user data to verify.

5.2. Limitation

- Firstly, game production itself has a primary limitation. In the current year, the game itself is always coming out with a negative impression and also be

criticized by this social society. Those point mentioned below will cause the user group of this kind of production will not start to form a high level.

- Secondly, game player groups themselves have their limitation. For game players, some of them believe that to pay someone to play video games which is unacceptable for them, they also believe this is another kind of cheat for playing games. Because of that, the primary player of this platform will not be stable.
- The game title itself have primary limitation. Services which this platform offers to their users will depend on game titles. Simply, services will be limited on few titles, and also every famous game title has their period. Because of this, this product can not consider as a long-term business which keeps making profits.
- The experience itself have limitation for this platform. It is hard to evaluate experiences from users when one order complete. Satisfaction of one order is hard to decide because of lots of situation. Some uncertain point should be reconsidered.

5.3. Future Work

- Try to make this services online in the future. Currently, the data on hand can not predict the growth of orders in the future. This work should take long period time to test.
- To increase the user stickiness of this platform. Keep specific feature design of this platform because the game players 's need to found out in the feature. A services platform with newest feature could help user group increase in future.
- Invite famous player in e-sports area to use this this platform as good advertising. Use a symbol person in this area will be always the useful for popularity increase of this platform.

- Make this platform to support more game titles in future, not only about on-line game but off-line game. However,skills problems of this kind of service platform should be consider to achieve this goal.

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Appendices

A. Kano Model Survey

1. Your Age

.....

2. Your Job

.....

3. How do you feel if we have “ Target Services ” in this project?

I like it I expect it I am neutral I can tolerate it I dislike it

4. How do you feel if we do not have “ Target Services ” in this project?

I like it I expect it I am neutral I can tolerate it I dislike it

5. How do you feel if we have One to Many Services in this project?

I like it I expect it I am neutral I can tolerate it I dislike it

6. How do you feel if we do not have One to Many Services in this project?

I like it I expect it I am neutral I can tolerate it I dislike it

7. How do you feel if we have Video Upload Services in this project?

I like it I expect it I am neutral I can tolerate it I dislike it

8. How do you feel if we do not have Video Upload Services in this project?

I like it I expect it I am neutral I can tolerate it I dislike it

9. How do you feel if we have Profile Pages in this project?

I like it I expect it I am neutral I can tolerate it I dislike it

10. How do you feel if we do not have Profile Page in this project?
 I like it I expect it I am neutral I can tolerate I dislike it
11. How do you feel if we have in Target Services(User) this project?
 I like it I expect it I am neutral I can tolerate it I dislike it
12. How do you feel if we do not have in Target Services(User) this project?
 I like it I expect it I am neutral I can tolerate it I dislike it
13. How do you feel if we have Monthly Membership in this project?
 I like it I expect it I am neutral I can tolerate it I dislike it
14. How do you feel if we do not have Monthly Membership in this project?
 I like it I expect it I am neutral I can tolerate it I dislike it
15. How do you feel if we have Video Tutorial in this project?
 I like it I expect it I am neutral I can tolerate it I dislike it
16. How do you feel if we do not have Video Tutorial in this project?
 I like it I expect it I am neutral I can tolerate it I dislike it
17. How do you feel if we have Vip Tutorial in this project?
 I like it I expect it I am neutral I can tolerate it I dislike it
18. How do you feel if we do not have Vip Tutorial in this project?
 I like it I expect it I am neutral I can tolerate it I dislike it

B. Motivation Survey

1. Your Age

.....

2. Job

.....

3. If you are a services user of this platform,How often would you open it?

Once Every Day 4 times per week once per week

4. If you are a Services Provider of this platform,How often would you open it?

Once Every Day 4 times per week once per week

C. Survey for Game Players

1. Tell me your action when you meet problems during play video Games:

.....

.....

.....

.....

D. Explanation of better-worse diagram in Kano model

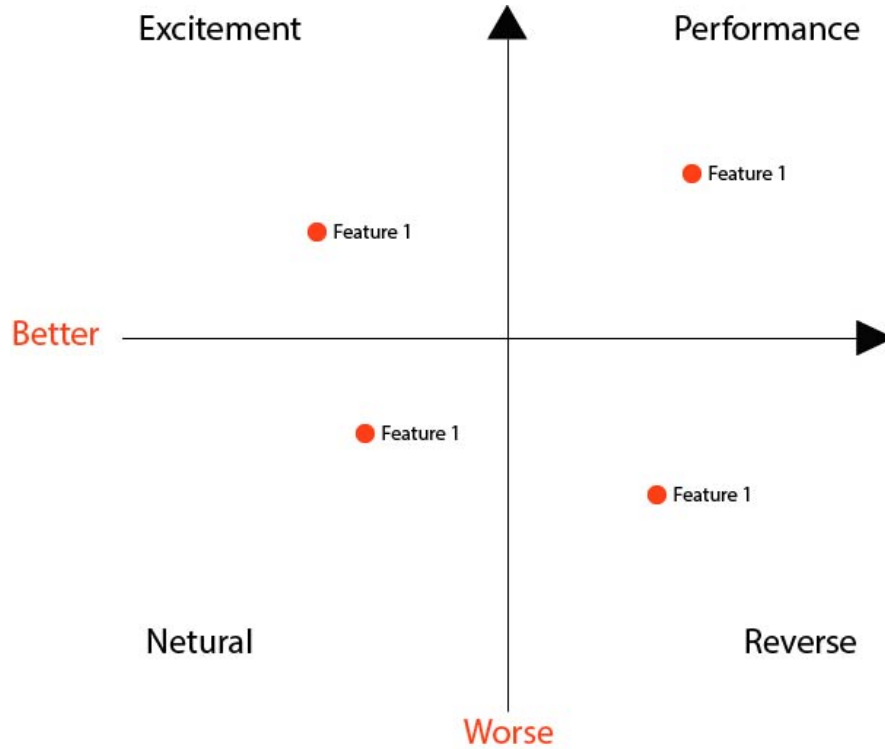


Figure D.1 Better-Worse Diagram

$$\text{Better} = (A+O) / (A+O+M+I)$$

$$\text{Worse} = -1 * (O+M) / (A+O+M+I)$$

- If the value of better is high, and the absolute value of worse is high, this feature will belong to Performance Quality in Kano Model.
- If the value of better is high, and the absolute value of worse is low, this feature will belong to Excitement Quality in Kano model.
- If the value of better is low, and the absolute value of worse is low, this feature will belong to Neutral Quality in Kano model.

- If the value of better is low, and the absolute value of worse is high, this feature will belong to Reverse Quality in Kano model.

E. Former Interface design



Figure E.1 Profile Page 1.0

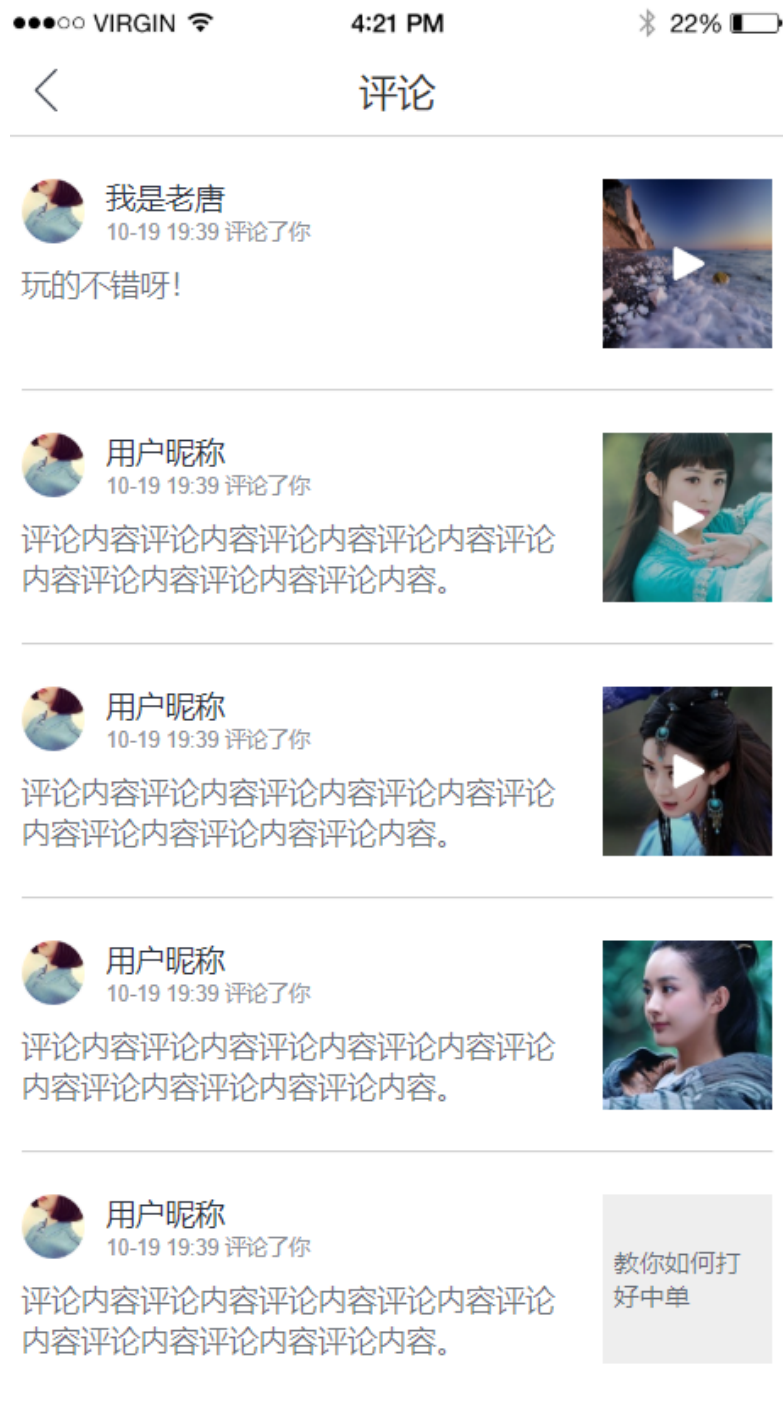


Figure E.2 Former chat System

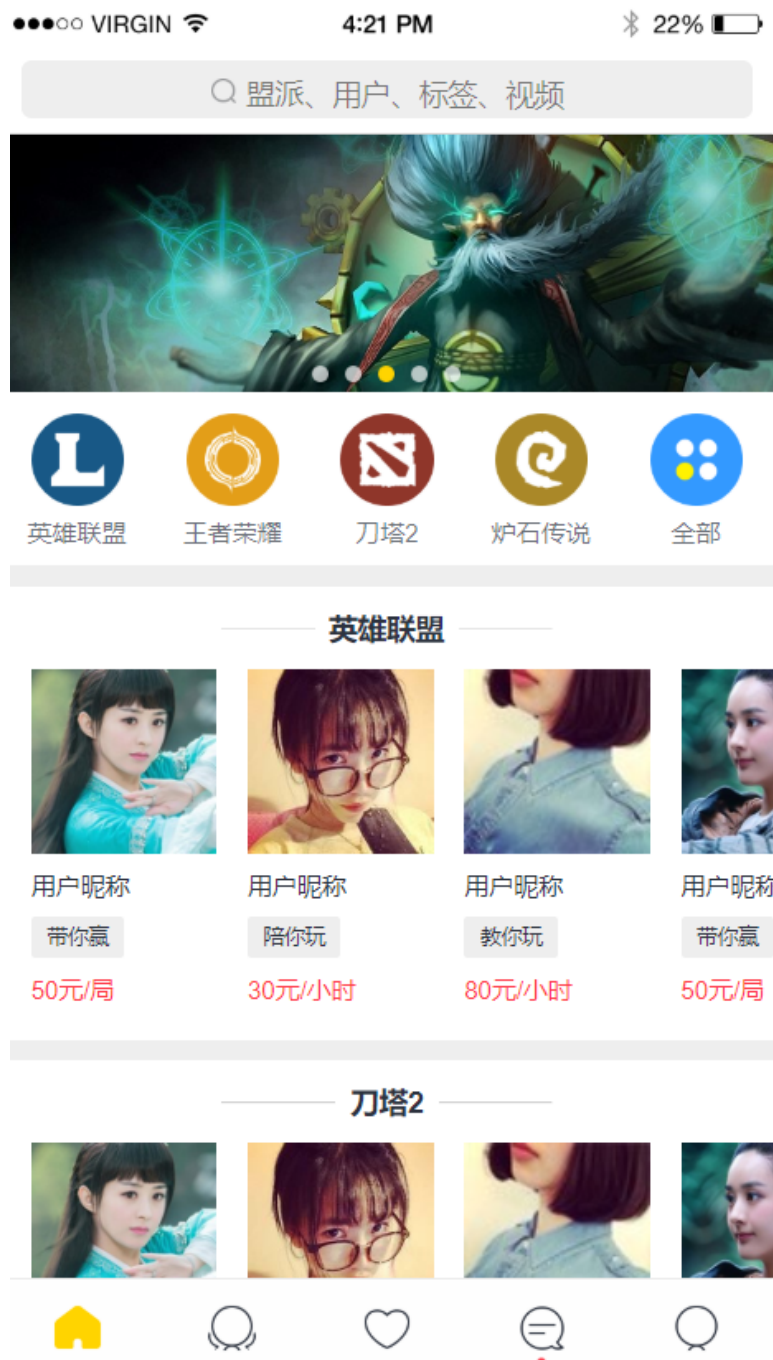


Figure E.3 Home page 1.0



Figure E.4 Tips System 1.0

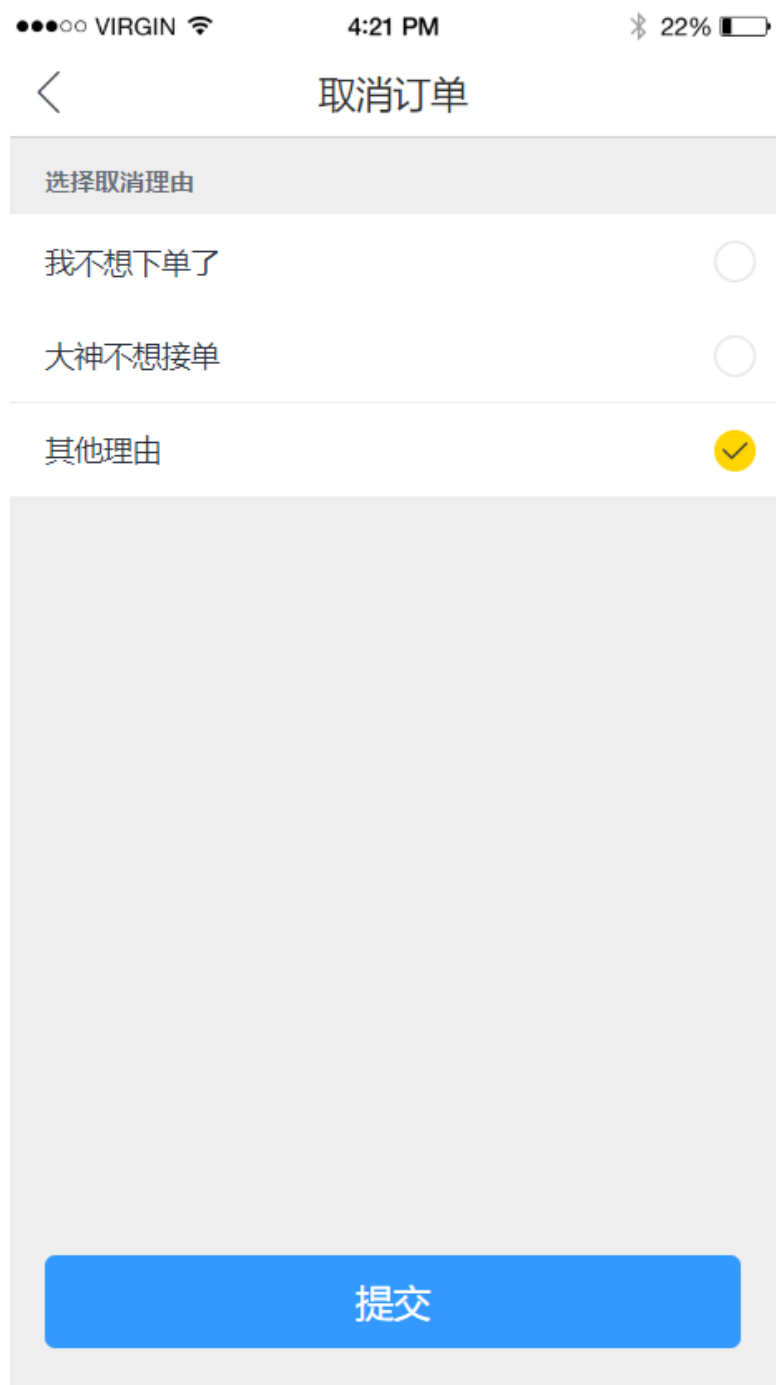


Figure E.5 cancel the order