

Team 404

Process Book

Meet our team



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Agenda

**Secondary
Research**

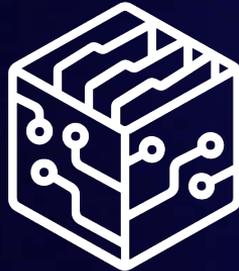
**Primary
Research**

**User
Insights**

**Final
Concepts**

Secondary Research

About Digital Twins



A digital twin is a **virtual representation of a physical object** or system across its lifecycle, using real-time data to enable understanding, learning and reasoning.

Digital Twin Application



- **Capture, convey** and **operationalize** real-world insights
- Improve yield and performance of product
- Reinvent businesses around digital operations
- Virtually **create, test, build** and **monitor** a product real time.

Industry Examples



Screen Golf

Golf simulator comes in -- a computerized game of golf, in your home or office, designed to **mimic the real game** while also improving your skills. These simulators are high-tech machines that can analyze your swing and use computerized models of real courses. Using radar and light sensors, they **detect countless factors** that go into your shot and swing.

Industry Examples



NFL

The National Football League is partnering with Amazon Web Services to apply **artificial intelligence and machine learning to derive insights about player safety** and treatment.

Topic of Interest

Multiplayer **Esports**
games & teams

1.7 million

Games are won everyday by **sportsmanlike players** in comparison to average players

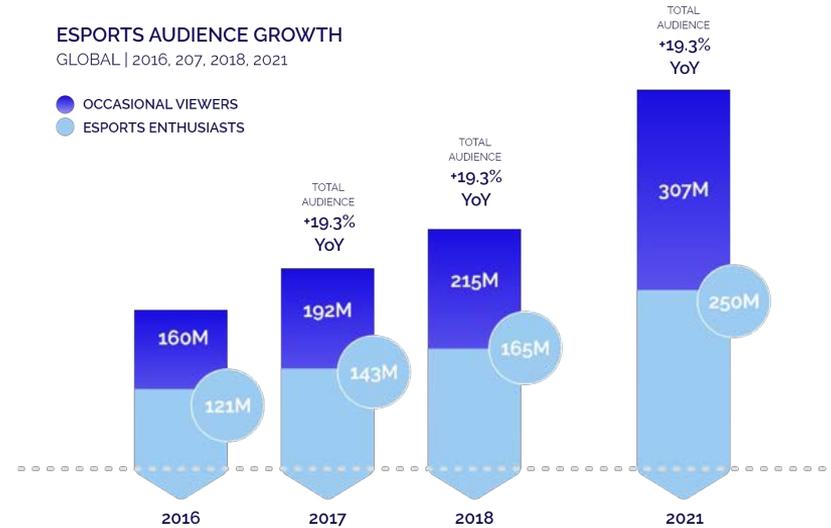
“ Experts suggest that talent will only get a team so far. When there is team chemistry, individuals work together to advance the team's goals leading to a higher chance of team success. ”

100 MILLION PEOPLE

watched the League of Legends Championship in 2019

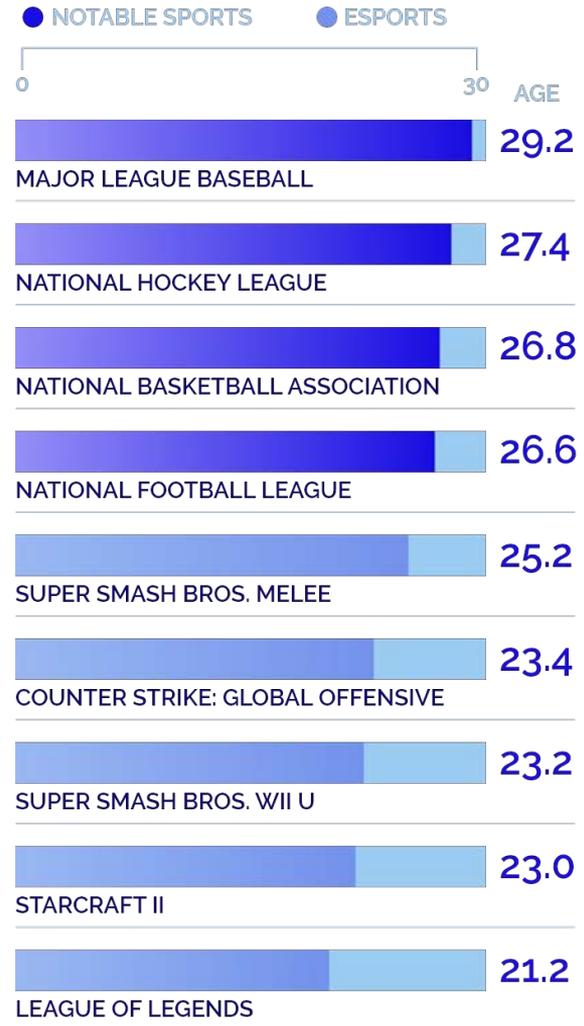
100.7 million people watched the Superbowl in 2019

By 2021, Newzoo predicts that the annual growth rate will be approximately 14%. They also predict that the number of casual viewers will grow to 307 million. And that there will be 250 million eSports enthusiasts, making the total audience 557 million.



ESports Teams

On average, esports professional players are younger than other professional sports players in the MLB, NHL, NBA, and NFL





“

The drivers of effective team performance are the group's average level of **emotional intelligence** and a **high degree of communication** between members.

”

ESports Writer

“ We also suggest further avenues of research in HCI and CSCW to design systems that **support the formation of teams**, to explicate the optimal modalities of communication for different teamwork situations, and to fully understand the delicacies of how **personal and professional relationships** could intertwine in virtual teams ”

The League of Legends Role and personality experiment

Support players showed significantly higher **Honesty-humility, Emotionality, Agreeableness, Conscientiousness and Openness** than every other role, with significantly lower Extraversion than every other role.

Design Opportunities

Compatibility

The fact of being able to exist, live, or work successfully with something or someone else.

Compatibility in Sports

“

Some Coaches assume any group can automatically be a team. This is not always the case. One of the biggest reasons teams misfire is because **personality differences are ignored and left to erupt** – usually during competition. In short, who's selected on the team affects the team's outcome.

”

“

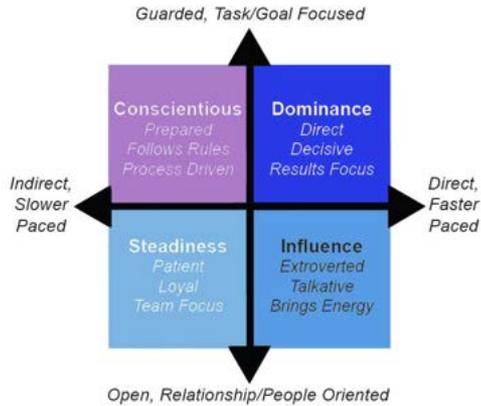
*If these personality clashes are not resolved effectively **they can derail seasons**, and have a significant effect on morale.*

”

“Experts suggest that talent will only get a team so far. When there is team chemistry, individuals work together to advance the team's goals leading to a higher chance of team success.”

Doctoral Paper

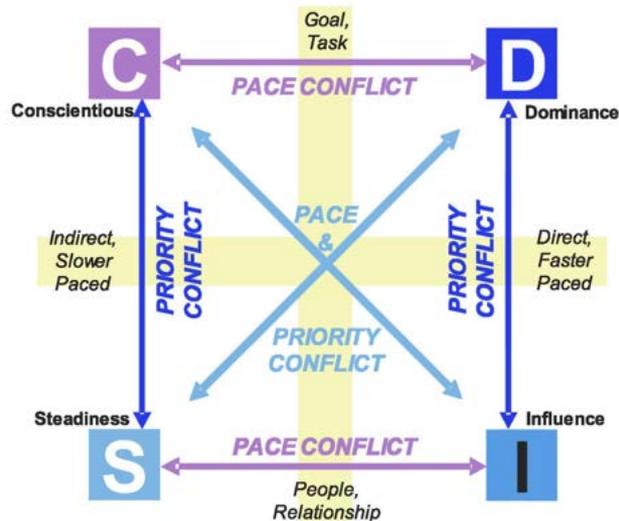
“ ...team resources are members' attributes, such as **physical size and body type, mental and motor abilities, and personal traits**. These attributes would interact with each other, with the end result being the **unique group composition**. ”



What does the “Perfect Team Dynamic” look like?

What dynamic of athletes will guarantee success?

A normal population is usually made up of **9% Dominant** Styles, **27% Influence** Styles, **52% Steadiness** Styles and around **12% Conscientious** Styles.



Topic Potential

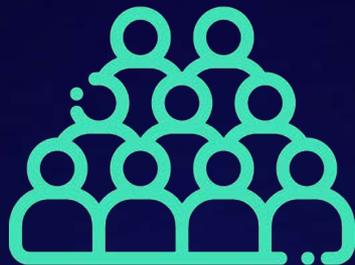
Individuals' personalities play a significant role in determining team performance. In particular, personality affects:

- What **role** you have within the team
- How you **interact** with the rest of the team
- Whether your **values** (core beliefs) align with the team's



UX Problem

Esports teams often **disregard the importance of interpersonal connections** amongst players and their effects on team success.



Target Audience

Esports team

- **17-24** age esports players
- Team coaches
- College and amateur teams

Why?

They will benefit the most from a digital twin space as well as not having access to the same resources as pro teams.



Expected Outcome

Creating a service/product that incorporates **digital twin technology** and enhances team compatibility which will result in **better team dynamics and performance**.

Research Methods

SME Interview

Qualitative

Interview coaches and players to understand the various components that go into an esports team.

Competitive Analysis

Qualitative

Understand **current team building methods** in esports to identify pain points.

Survey

Qualitative & Quantitative

To gain a **holistic understanding** of team management and compatibility in esports.

To understand competitive gamers and their styles and behavior playing games?

What makes esports team successful.

Primary Research

Survey

To gain a **holistic understanding** of team management and compatibility.

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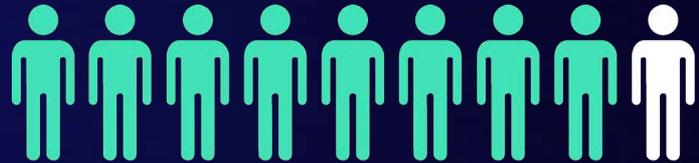
Responses

18-25

Age demographic

According to our survey results, 88% of competitive players responded that they **face struggles finding reliable players** when playing multiplayer games

88%



**Struggles when playing
in a team**

Attitude

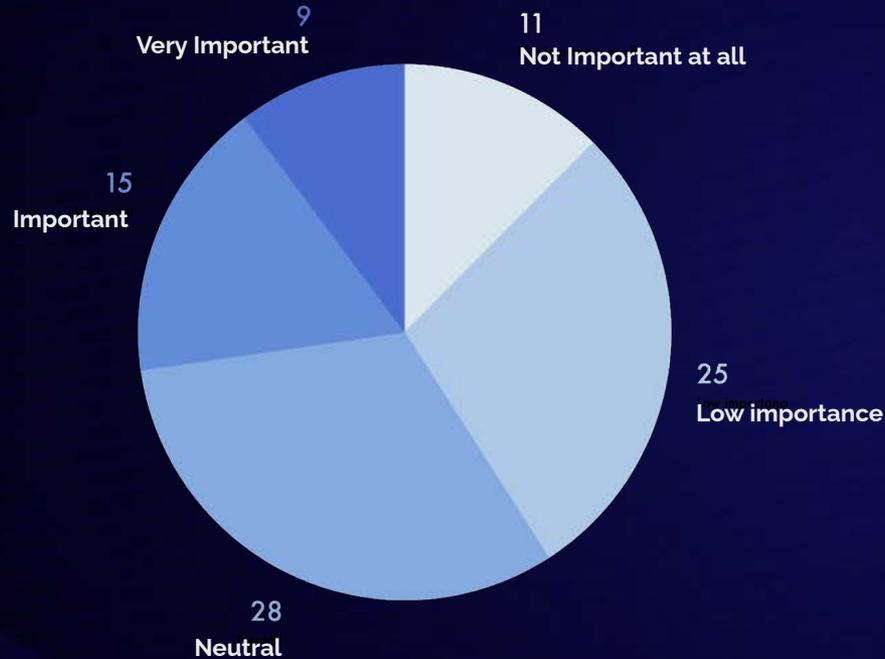
Determination

Experience

Ego

Miscommunication

How important is rank when in a team?



Individual rank **doesn't matter** when in a team. The mean and mode from the data indicates that competitive players have a **neutral stance** when it comes to individual ranking in a team

“

Team's dynamic and each player's ability to work as a team can cause an **underdog team to outmatch an opponent** they should theoretically lose to.

”

“

I personally **prioritize whether they are a good person or not** because I am not going to ruin my other teammates experience playing the game by bringing someone who is angry even if he/she is a high rank

”

Interviewees Information



3

Head Coaches

- 5-8 years of game experience
- 1-3 years of coaching experience



3

Team Captains

- College esports captains
- 2-6 years of experience



DOTA 2

1

Player

- 6 years of experience



1

Sports psychologist

- 6 years of sport and performance psychology
- Focused on golf

Even if you can have full trust and be best friends, if play styles don't match a **team cannot be successful.**

"For Pro teams, only 5% of players are actually better than the rest. It's more about finding pro players that play well together."

-Meep

The key to winning in esports lies not only in **understanding the opponent's strategy**, but also understanding their ways of **communication**.

"you don't necessarily have to be right, you just need to be on the same page, because even if you're making a mistake. The five of you aren't making the same mistake"

-Stormsoldat

The **player's personality** directly correlates to the hero that they choose to play

"In Overwatch , a lot of people with the same personality do typically play the same characters which is weird. People who are tanks typically are more like defensive people"

-Abadio

Most coaches are **analytical** and they like to guide a team based on **analytical data**.

“They (coaches) spend more than the players themselves looking at the past games... They keep up with the meta, they read all the past notes or read all the changes that could happen.”

-Altricad

A team cannot be successful without an **open mind to learn** from bad experiences and assess negativity

“Learning from bad experiences is absolutely critical, as well as differentiating between positive and negative nerves”
-Sports Psychologist

A team cannot be successful without an **open mind to learn** from bad experiences and assess negativity

“Learning from bad experiences is absolutely critical, as well as differentiating between positive and negative nerves”
-Sports Psychologist

Appropriate testing can predict team conflicts.

“DISC system would highlight personalities, then they can predict conflict. It tends to give you insights into things you may not be aware of.”

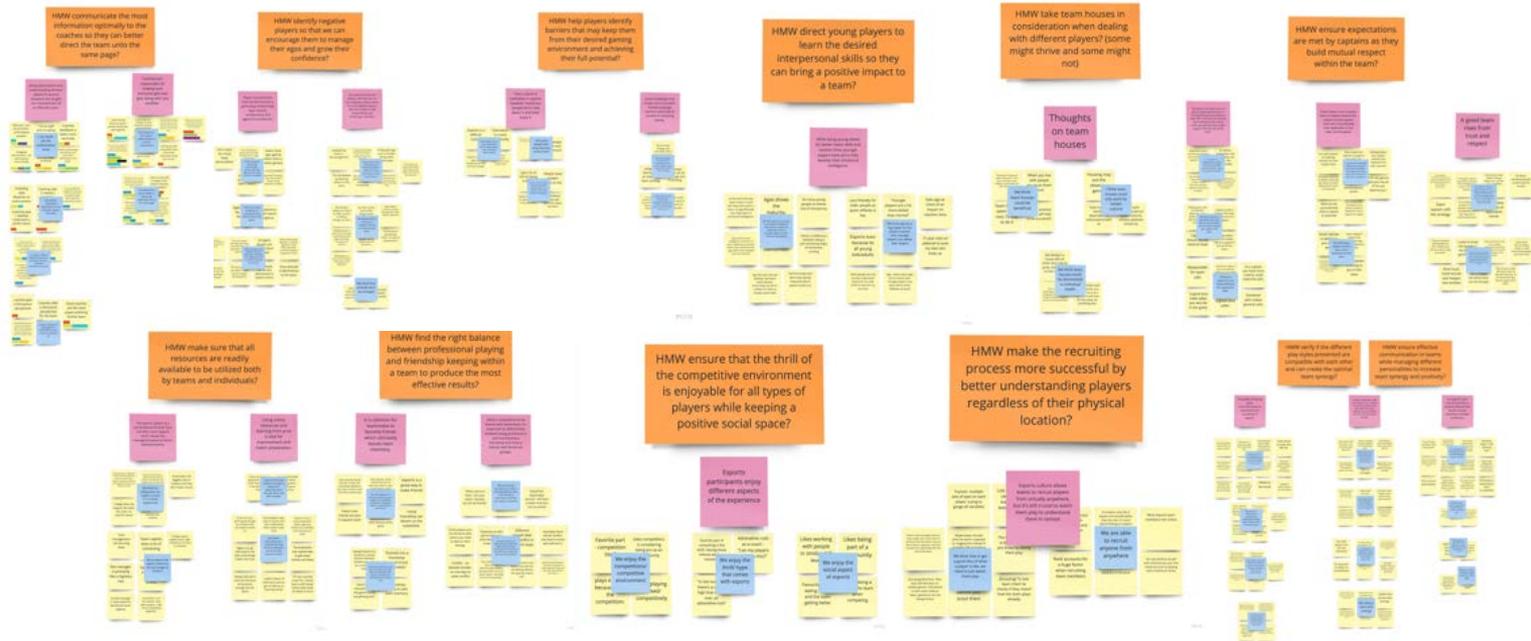
-Sports Psychologist

Psychologist HMW

HMW best utilize different tests to help form the best team configuration for **positive** team synergy?

HMW use statistics and other data over time effectively to understand esports players and **their needs**?

HMW help players/teams analyze their past mistakes and **make the most** out of it?



Affinitization

Through affinity mapping, we consolidated **274 yellow stickies** to 20 pink stickies. These **20 pink stickies** are our key insights that formed **12 How Might We statements** to be used for ideation.

How Might We's

Find the right balance between **professional playing and friendship** keeping within a team to produce the most effective results?

Help players **identify barriers** that may keep them from their desired gaming environment and achieving their full potential?

Ensure that the thrill of the competitive environment is enjoyable for all types of players while keeping a **positive social space**?

Verify if the different play styles presented are **compatible with each other** and can create the optimal team synergy?

Make the recruiting process more **accurate and successful** by catering towards the user's wants and needs?

Make players with a lot of ego **trust and open up** to suggestions and different strategies?

Direct young players to **understand their strengths and weaknesses** with personality and so they are more desired players to recruit?

Main HMW

HMW introduce a **digital twin** technology that understands each player's **personality** and **skills** in order to provide guidance on how to improve **team synergy**?

Big Trends

- **Good communication** skills are essential to be successful in esports.
- Diverse personalities, team structure, and **team synergy** are the key aspects required for a successful esports team.
- There needs to be a certain level of **respect** towards the **captain** but the captain must earn it by showing their **dedication to the team** and the game.
- A good team rises from **trust and respect**.
- Teams prefer to **avoid negative players** who are unable to take responsibility and encourage members.
- Using **online resources** and **learning from pros** is vital for improvement and match preparation.
- Player characteristics that are detrimental to game play include large **egos, toxicity, complacency**, and **aggressive** tendencies.

User Groups



User Groups

- High level competitive team eSports players, coaches and managers ranging from **Collegiate** level through to Professional.
- Individuals who are looking to **build, develop** or alter eSports teams for the better (both mechanical skills and **interpersonal**).
- Players aging approximately **13 - 25** years old





Paul AKA pRex



ABOUT

Age: 25
Occupation: Full-time coach
Location: Illinois

GAMING BACKGROUND

Game - Dota 2
Time playing - 7 years
Rank - Legend

FRUSTRATIONS

Sometimes he struggles to get his point across to the team in a way that is meaningful
There are interpersonal conflicts he can't manage as well as strategic conflicts.

BIO

Paul is a coach for Robert Morris University's collegiate A and B teams. He graduated recently, but has been involved in esports management since before finishing college. He hopes that his years of experience in Dota 2 can be beneficial for the collegiate teams.

GOALS

Form a cohesive team for the collegiate tournaments improving their gamestyle
Learn how to properly manage team conflicts and guide his players to victory

MOTIVATION

Communication	<div style="width: 80%;"></div>
Drive	<div style="width: 70%;"></div>
Friendliness	<div style="width: 40%;"></div>
Rank	<div style="width: 60%;"></div>



Christian AKA CJuz



ABOUT

Age: 22

Occupation: Full-time student

Location: New Jersey

GAMING BACKGROUND

Game - Rainbow Six Siege

Time playing - 5 years

Rank - Gold III

Mains - Maestro, Maverick

FRUSTRATIONS

Sometimes his team falls apart during matches and he feels responsible for it

He sometimes struggles to solve conflict between his teammates

He feels like his teammates don't take the practices serious and he wishes we could count on them during the game

BIO

Christian is a senior student at Rutgers University and became team captain recently. He's been playing R6 since the beginning and enjoys the competitive scene as well as making new friends. He hopes to lead his team to victory in the coming championship, but must first learn how to properly direct his team.

GOALS

Find a team that takes competitions serious and that are willing to put in the effort

Compete in the next collegiate championship

MOTIVATION

Communication

Drive

Friendliness

Rank



Tyler AKA KryptoBeast



ABOUT

Age: 19

Occupation: Part-time student

Location: California

GAMING BACKGROUND

Game - League of Legends

Time playing - 5 years

Rank - Gold II

Mains - Yasuo, Riven

FRUSTRATIONS

Feels that it's his team that is dragging him down, not his own mistakes

-Feels that he can go pro, but his rank isn't showing for it yet.-

He wants to go pro but he isn't sure if he can with his current team

BIO

Tyler is a freshman at UC. He has been playing since he was a teen and now plays for the UC esports team. He's always shown superior skills and motor reflexes in esports. He tends to have an aggressive behavior during games and has a hard time communicating with his teammates. He has had talks with his coach about his ego but he is still working on it.

GOALS

Become a professional League of Legends player

Control his aggressive behavior during games

Pick a hero that best suits his game style

MOTIVATION

Communication 

Drive 

Friendliness 

Rank 



Austin AKA Toyaa



ABOUT

Age: 22

Occupation: Full-time student

Location: New Jersey

GAMING BACKGROUND

Game - Overwatch

Time playing - 3 years

Rank - Silver

Mains - McCree

FRUSTRATIONS

Is still learning the strategies for Overwatch and mastering his heroes.

Gets frustrated when his teammates don't communicate valuable information

BIO

Austin is a sophomore student at NJIT and has been playing Overwatch for years. He's recently tried to get into the competitive scene, but his skill still has room for improvement. He is hoping to show his potential at the tryouts for his university's collegiate B team.

GOALS

Rise in the rankings and participate in his university's collegiate team

Someday become team captain

MOTIVATION

Communication 

Drive 

Friendliness 

Rank 

User Journey Maps



The stages?

Pre team formation

Recruiting/looking for teammates

practice

Competing

post competition



Paul

He is recruiting new players to be a part of the Robert Moriss university team. Paul contacts players through word of mouth and rankings. For the process he lets the potential players play with the current team to check on compatibility.

Paul is constantly studying the new players style to best coach the team to the best strategy, but struggles to control the team and make his voice heard.

Players are lacking clear guidance so the suggested strategy isn't fully executed. However the team gets lucky and wins the game

The team won however there is some tension because of conflicts with communication.



Thoughts

How can I find a new player that fits well with the current team?
Where do I go to find the right people?

Will they create more conflict?
Will I know if these players are respectful?

How can I effectively get my point across?
What strategies would be the optimal for team success?
Will there be conflicts during competition?

I hope they stay calm
Why aren't they playing my strategy?

How can I encourage team members to better communicate with each other?
Can I create a more respectful environment?

Feeling

Desperate
Intrigued

Doubtful
Unsure

Ineffective.
Hesitant

On edge
Pleased

Hopeful
In high spirits

Opportunities

Available online personality profiles along with individual's skill set?

Make the coach feel more confident with the team members when they are recruiting?

How can we make the coach more consistent and trustworthy so that the team is more respectful?

Post competition analysis so coaches can have a hollistic view on how it went

The stages? Pre team formation Recruiting/looking for teammates practice Competing post competition



Christian

Plans to form the perfect line up from the current rutgers players that he has to offer. A cohesive team that has what it takes to work together and reach the collegiate championships.

Given that he already personally knows the teammates, playstyles compliment each other very well yet some personalities clash. However given that they are full time students finding times to practice is difficult

They come up against tough opponents and interteam conflicts arise, resulting in poor decision making and a loss of the game.

Motivation falls due to the loss. The players busy schedule also makes it difficult to evaluate the performance together.



Players aren't motivated and are too busy

Thoughts

How can I lead a successful team for the collegiate championship?
How can I eliminate conflicts this time?

Which players will work best together, without any conflicts?
Will I be able to lead this team to success?
How will we find the right time to practice given our busy schedules?

How can I resolve conflicts before the competition?
How can I gain more confidence with my leadership skills?

Why couldn't I have been more vocal and a better job?
Did we not have enough practices?
If I was a better captain would they be arguing?

Am I not skilled enough?
Why do they always argue?

Feeling

Skeptical
Motivated

Lost
Concerned

He feels **pressured** because of conflicts within the team and to lead by example

Nervous
Under pressure
Guilty

Helpless
Frustrated

Opportunities

Having a way to be able to find the best set of characteristics in a player which would consider dedication, personality and skills

A way captains to easily express their thoughts and strategies

More objective view of ways to improve in both mechanical and interpersonal skills

The stages?

Pre team formation

Recruiting/looking for teammates

practice

Competing

post competition



Tyler

Tyler is very confident with his skills and wants to form a team that is willing to be successful in amateur and possibly go to pro. He is looking for high ranked players as he feels that lower ranked players are bringing him down.

Tyler's team has very skilled players however they all play as individuals and not as a team.

Despite the conflicts with play style, Tyler's team is successful in competition.

Tyler is more passionate about his rank and recognition. The team members don't celebrate together, and only assess their individual performances and ranks.



Thoughts

How can I find the best team?
Can I make a career out of esports?
Is it worth it?

Are they skilled?
Will they be too busy?

Why don't they listen to me?
How can we be more open to my play style?

Why can't they be more motivated?
I am going to win this.
How can I increase my rank/recognition?

How can I do better next time?
How can I maintain the team motivation and dedication?

Feeling

Optimistic
Excited
Driven

Apprehensive
Hopeful
Curious

Frustrated
Overwhelmed

Determined
Frustrated
Confused
Baffled

Happy
Concerned
Thoughtful

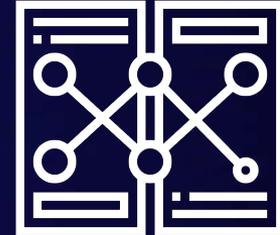
Opportunities

Easy search or information guide online

Accessible information about players
Ways to get to know about the players personality

Clear analysis of communication and strategy to help with future development

Competitive Analysis



Competitive Analysis

Blitz App



Excelled in

Blitz uses the League Client APIs to automatically **identify your champion and recommend the best runes** and builds to counter your specific lane opponent. We also grab your teammate's Summoner Names when you enter champion select and automatically display their strengths and ranked win rates on their chosen champion.

When you are not in game, Blitz builds a **personalized profile of your unique strengths and weaknesses** so you can improve over time.

Design Opportunities

Game Options

- App is **only compatible with Riot Games**.
- Not inclusive to all of the Esports community

Information

- Users complain that the app has **incorrect data** for the number of games played
- App doesn't always provide correct data

Team Compatibility

- No strategies for **team building**
- No attention given to expand team **interpersonal relationships**

Competitive Analysis

Ominicoach



Excelled in

Ominicoach enhances engagement with gaming videos. It uses **AI-based analytics** to provide measurable data points and make it easy to create custom quests and identify key moments in a match.

It **records your gameplay** in 1080p, uploads it to the Ominicoach website, and after 10-15 min see how you performed in the game; check the host of event **specific tips** along with stats, and watch in your play what you did wrong and what you did well

Design Opportunities

Game Options

- App is only compatible with **Overwatch and Apex Legends** (beta)
- **Not inclusive** to all the Esports community
- Doesn't support **Quick play** and other game modes.

Cost

- The service costs **\$11.33** for a monthly subscription

Team Compatibility

- No strategies for **team building**
- No **attention given** to expand **team interpersonal** relationships

Service

- It is not real time analysis.

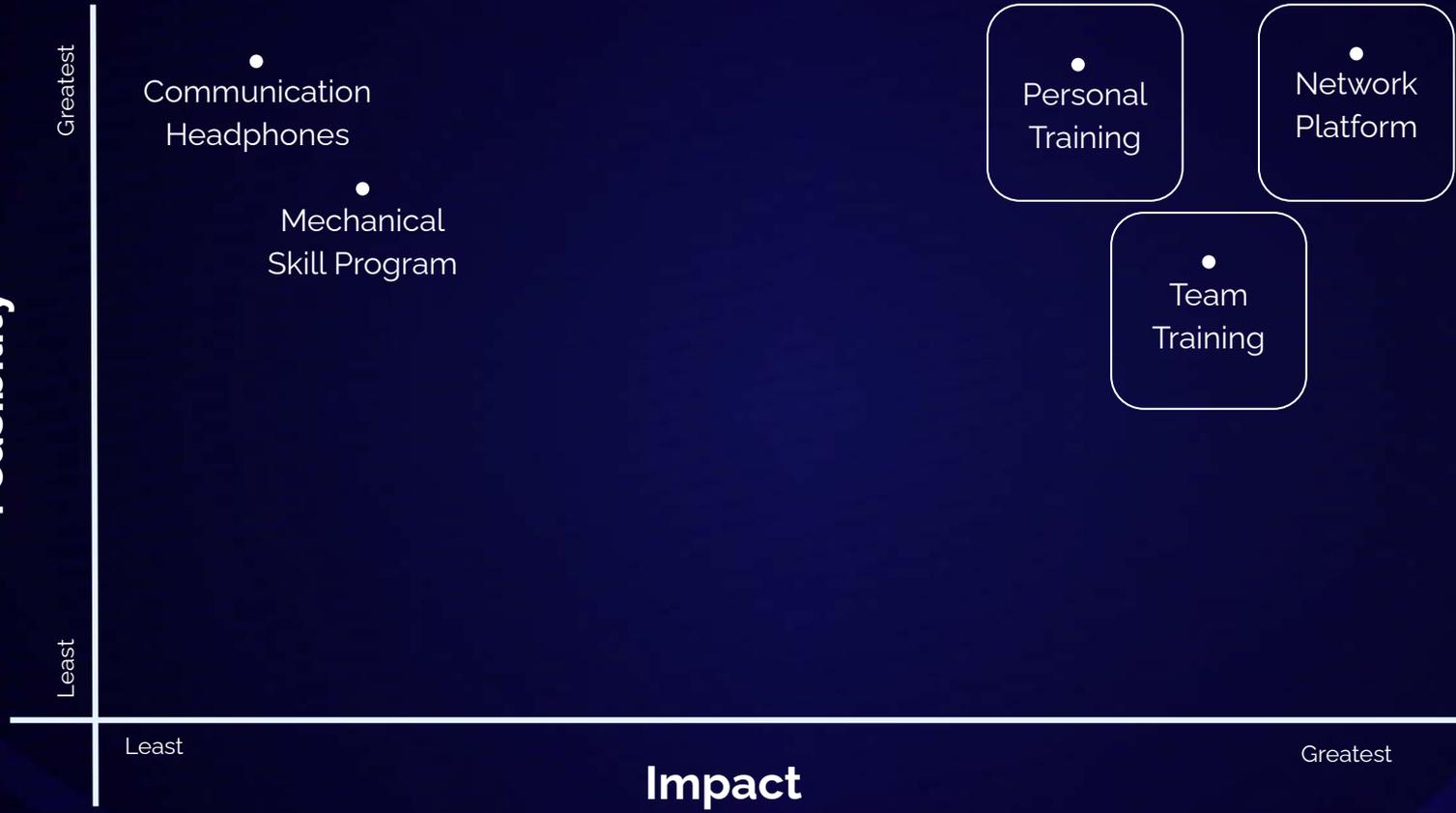
Ideation Phase



Ideation

- Self Training program help rising players **identify** what game/ hero they would **fit best**
- Communication **enhancing headphones** that would mute players or make the captain louder when the attention of players is needed
- A **database/platform** in which the **AI** can study the game and the player style and have a profile of players.
- Combine **in-game stats and personalities** to create a full digital twin of a player
- Recruiter service that helps find players that are **compatible** with your team
- A training program that helps coaches, analysts and captains identify **opportunity areas** for their players to improve on.

Feasibility



Concepts

Team Training

Concept 1



HMW's That Apply

Find the right **balance** between professional playing and friendship keeping within a team to produce the most effective results?

Ensure effective communication in teams while managing different personalities to increase team synergy and positivity?

Help players identify barriers that may keep them from their desired gaming environment and achieving their full potential?

Ensure that the thrill of the competitive environment is enjoyable for all types of players while keeping a positive social space?

Make players with a lot of ego trust and open up to suggestions and different strategies?

Verify if the different play styles presented are compatible with each other and can create the optimal team synergy?

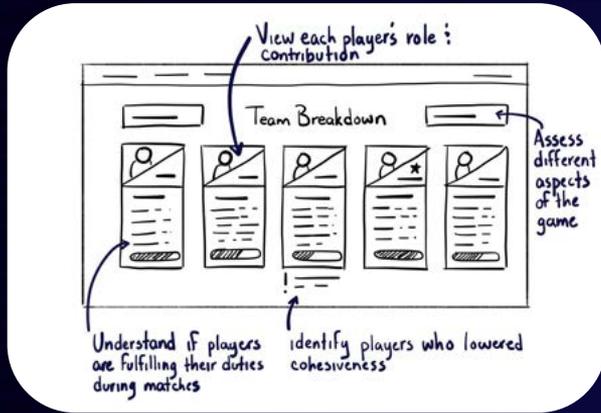
Communicate the most information optimally to the coaches so they can better direct the team unto the same page?

Ensure expectations are met by captains as they build mutual respect within the team?

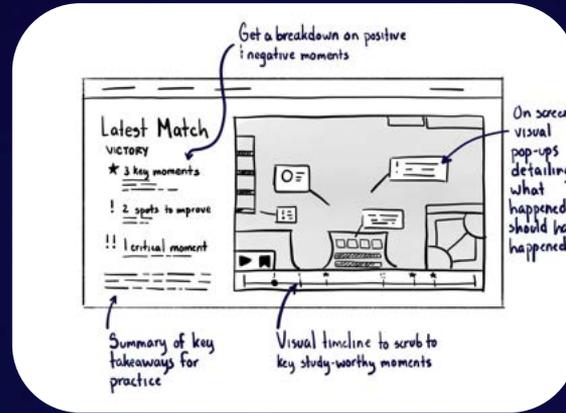
Concept Breakdown

A training program that helps coaches, analysts and captains identify opportunity areas for their players to improve on. The program will watch games with the coach and provide on-screen advice for the players to act on. The system will highlight what they can improve on and new techniques that the pros are developing.

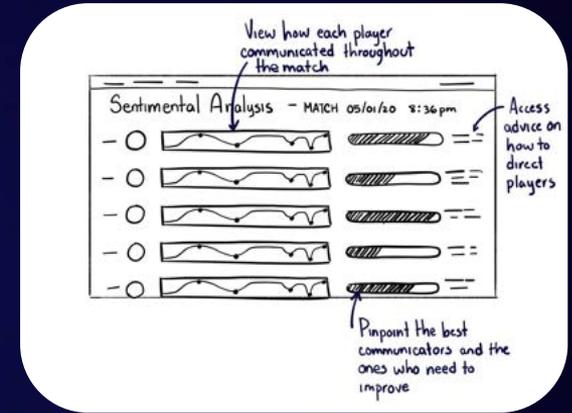
Sketches



Get a breakdown of each player's contributions in a variety of aspects like communication, in-game achievements, etc



Review matches with minute-by-minute analysis of plays that highlights key positive and negative moments



Get an extensive sentimental analysis of each player's communication throughout a match and pinpoint the players that need to improve

Storyboard



Paul



Paul is having trouble getting good information for his team



The players can't understand his feedback and are confused on what to do



The team doesn't know how to improve and get frustrated with the game



He uses the team training program to improve his feedback and gets to know his players better



With the team training program, Paul know exactly how to guide his team



With better guidance, Paul's team wins more games and gets along better



Concept Impact

Greater detail analysis of not only strategy but also player interpersonal skills providing clearer areas in need of improvement.

A clearer understanding of team players and how to best communicate with each individual to benefit the team as a whole.

Network Platform

Concept 2



HMW's That Apply

Find the right balance between professional playing and friendship keeping within a team to produce the most effective results?

Make sure that all resources are readily available to be utilized by both teams and individuals?

Help players identify barriers that may keep them from their desired gaming environment and achieving their full potential?

Make the recruiting process more accurate and successful by catering towards the user's wants and needs?

Direct young players to understand their personality strengths and weaknesses so they are more desired players to recruit?

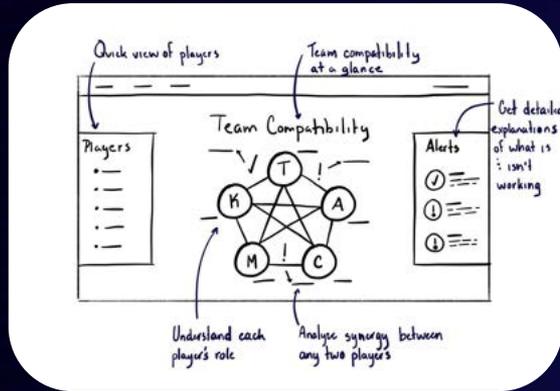
Verify if the different play styles presented are compatible with each other and can create the optimal team synergy?

Take team houses into consideration when dealing with different players?

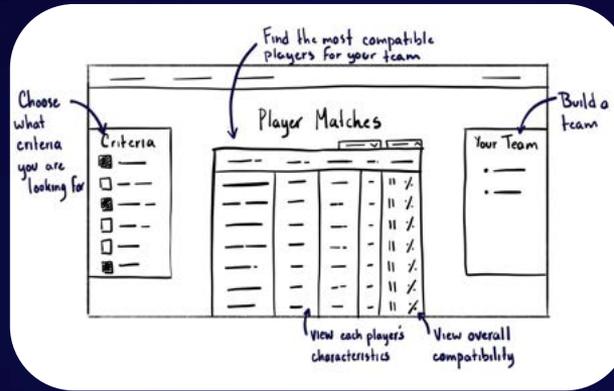
Concept Breakdown

A database that utilizes AI to build digital twins of players beyond just their in-game skills. The system will study the games and the player's style to create an extensive profile of players. Coaches and recruiters can have verified profiles that can run simulations between players and estimate how compatible they are.

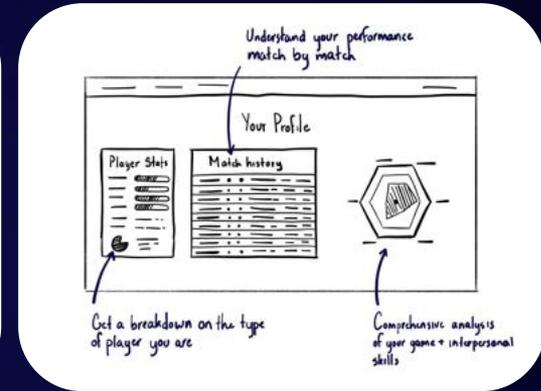
Sketches



Analyze compatibility between any two players in the team and identify what is and isn't working well



When looking for players, specify any criteria you need and you will be returned a list of players with varying levels of compatibility



Each player has access to their own profile so they can see what attributes are working and what still needs improvement

Storyboard



Christian



Christian is frustrated that his teammates won't put the same effort as him



He sees that he is doing all the work for his team and doesn't feel he can grow



He uses the player network to find recruiters that are looking for players like him



With the network, recruiters can see not only his game skill but also his leadership skill



He signs a contract with an amateur team that can lead him to someday playing pro



With a committed team, he thrives and improves his skills everyday



Concept Impact

Users acquire an ability to streamline the process of analyzing and recruiting new players to fit a team dynamic.

Users can develop their own pathways to success through finding compatible teammates.

Coaches doubting their recruitment decisions will decrease.

Personal Training

Concept 3



HMW's That Apply

Make sure that all resources are readily available to be utilized by both teams and individuals?

Help players identify barriers that may keep them from their desired gaming environment and achieving their full potential?

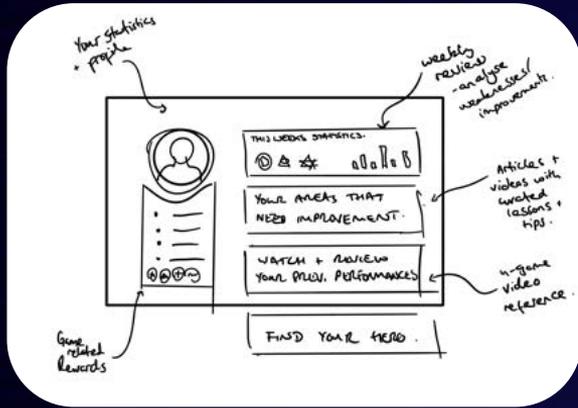
Direct young players to understand their personality strengths and weaknesses so they are more desired players to recruit?

Make players with a lot of ego trust and open up to suggestions and different strategies?

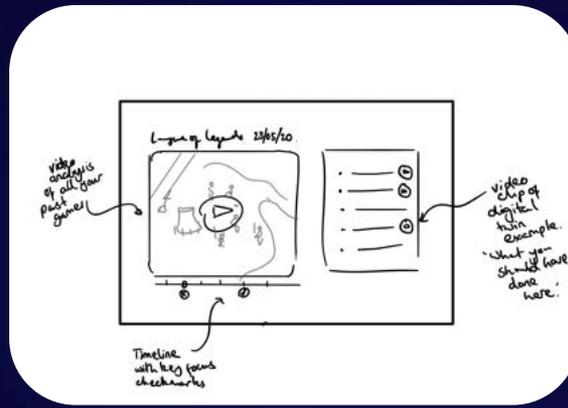
Concept Breakdown

This AI will help players understand what role and character would best fit them based on an analysis on their personality and play-style. New rising players can get early advice on what direction they should head, as well as receive a personalized list of goals to improve not just in-game strategies, but also interpersonal skills.

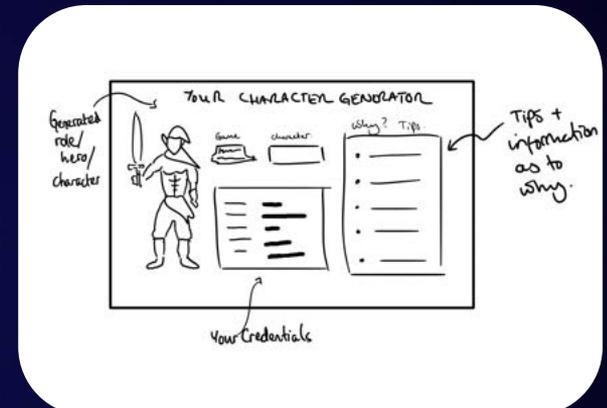
Sketches



A training space to find video analysis, personal performance reviews and tips to take your game to the next level.



Review matches with minute-by-minute analysis of plays that highlights key positive and negative moments. View digital twins example of what should have been done in given scenarios.



Generate the perfect role/character/hero dependant on your personal playing style and attributes.

Storyboard



Tyler



Tyler gets carried away when playing. He becomes aggressive and impulsive



He has a hard time deciding which hero best suits his game style



When playing with his team, he loses his temper and that leads to conflict



With the personal training program, he learns ways to deal with his aggressivity



He makes amends with his teammates and now can better communicate during games



He now knows himself as a player better and knows which hero better suits his playing style



Concept Impact

Player can gain a true understanding of their own play style and how they can fit into certain teams.

Players will be able to get the most out of their ability.

Players will no longer be playing out of position or character style.

Players have a clear understanding as to the areas they need to improve upon.

Chosen Concept



Team Training

Concept 1



Network Platform

Concept 2



Personal Training

Concept 3



**Team
Training**

Concept 1



**Personal
Training**

Concept 3



SYNTEAM

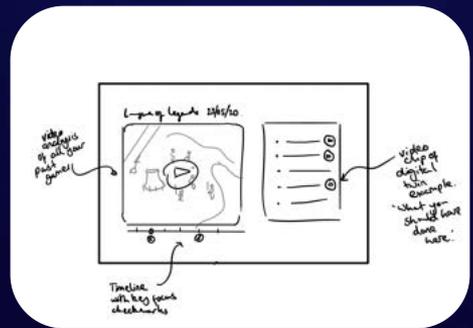
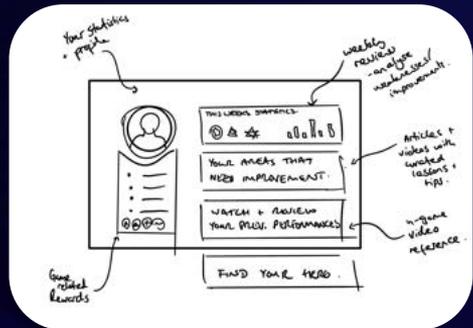
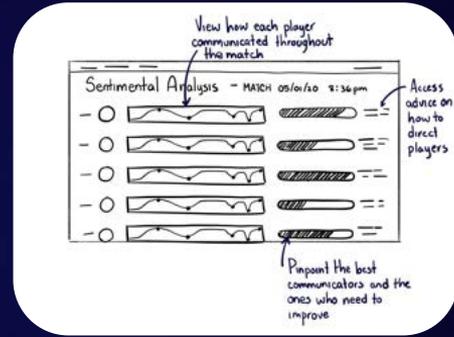
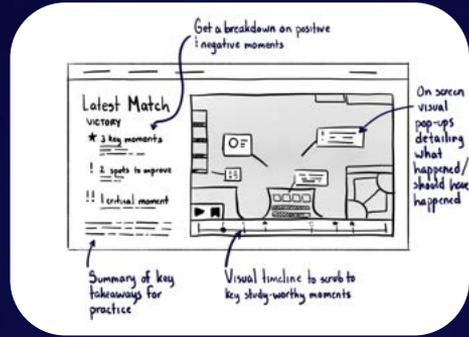
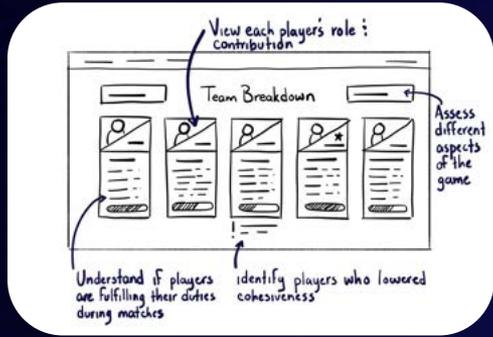
Concept Breakdown

With synteam, coaches and players get unique features for their needs. On one hand, coaches can use digital twins of their players to better understand them and provide relevant and personalized training material for the team. On the other hand, players can access their own catered training content based on their holistic performance and work towards improvement with daily missions.

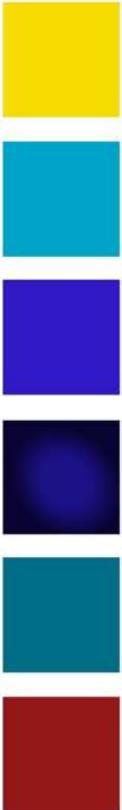
Feature function list

- Team player breakdown and **analysis**.
- Match **summary and analysis** for all previous games.
- Video **analysis** and review
- Video timeline with **key in game checkpoints**
- Player **communication analysis**.
- Voice **emotion detection**
- **Digital twin** of team
- Presenting different game outcomes and scenarios, **suggesting the best strategies**
- **Analyzed game stats API** post practice

Sketches



Mood board



Storyboard



Paul



Paul is having trouble getting good information for his team



The players can't understand his feedback and are confused on what to do



The team doesn't know how to improve and get frustrated with the game



He uses the team training program to improve his feedback and gets to know his players better



With the team training program, Paul know exactly how to guide his team



With better guidance, Paul's team wins more games and gets along better

Storyboard



Tyler



Tyler gets carried away when playing. He becomes aggressive and impulsive



He has a hard time deciding which hero best suits his game style



When playing with his team, he loses his temper and that leads to conflict



With the personal training program, he learns ways to deal with his aggressivity



He makes amends with his teammates and now can better communicate during games



He now knows himself as a player better and knows which hero better suits his playing style



Concept Impact

Greater detail analysis of not only strategy but also player interpersonal skills providing clearer areas in need of improvement.

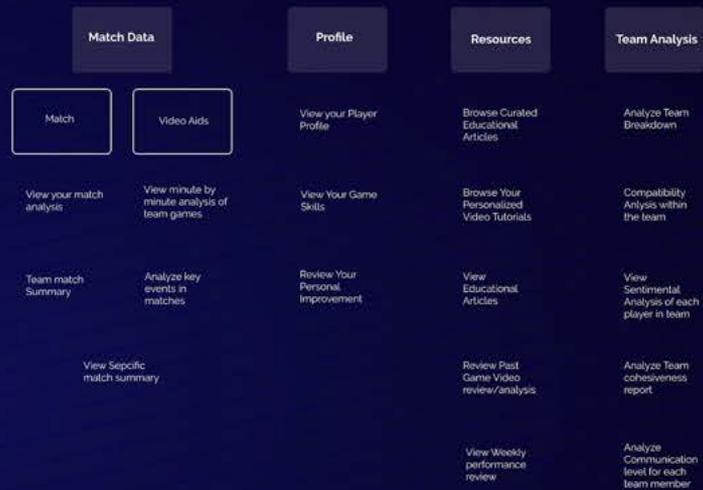
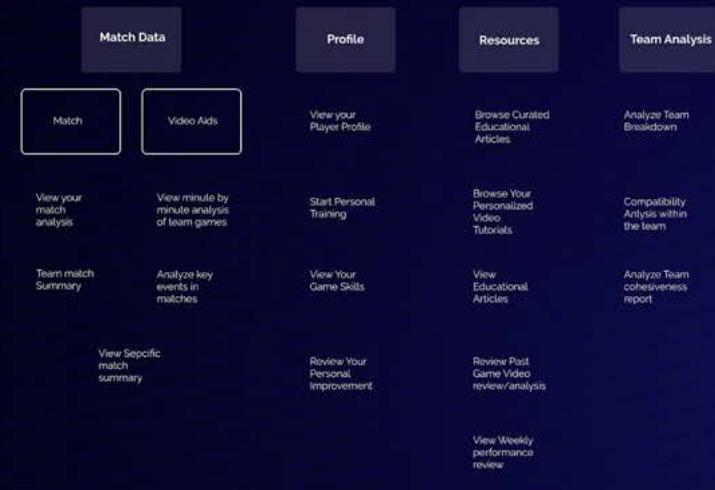
A clearer understanding of team players and how to best communicate with each individual to benefit the team as a whole.

Card Sorting

Player View

Features and Functions

Coach View



Features

Activate Voice emotion detector during play

Analyze Video timeline with marked important checkpoints

Run replay of different AI generated game scenarios

View Recommended Play Direction/style

Analyze Player synergy reference

Run replay of different AI generated game scenarios

Analyze Video timeline with marked important checkpoints

View Your Character Recommendation

Analyze Player synergy reference

View Your Custom Benchmarks

Activate Voice emotion detector during play

Run replay of different AI generated game scenarios

Activate Voice emotion detector during play

Analyze Video timeline with marked important checkpoints

View Recommended Play Direction/style

Analyze Player synergy reference

Card Sorting Results

Player View

Match Data	Profile	Resources	Team Analysis
Analyze key events in matches	View your Player Profile	Start Personal Training	Team match Summary
View your match analysis	View Your Game Skills	Browse Curated Educational Articles	View minute by minute analysis of team games
Review Past Game Video review/analysis	Review Your Personal Improvement	Browse Your Personalized Video Tutorials	Analyze Team Breakdown
View Specific match summary		View Education at Articles	Compatibility Analysis within the team
	View Weekly performance review		Analyze Team cohesiveness report

Individual and team analysis should be **separate**

Prioritize key event analysis from matches
“Only way of knowing what to do to get better”

Create a **clearer label** for ‘Your Game Skills’

Card Sorting Results

Coach View

Match Data	Player Profiles	Resources	Team Analysis
View Specific match summary	View your Player Profile	Browse Curated Educational Articles	Analyze Team Breakdown
View your match analysis	Review Your Personal Improvement	View Educational Articles	View Sentimental Analysis of each player in team
Analyze key events in matches	View Weekly performance review	Browse Your Personalized Video Tutorials	Analyze Team cohesiveness report
Review Past Game Video review/analysis	View Your Game Skills		Compatibility Analysis within the team
			View minute by minute analysis of team games
			Team match Summary
			Analyze Communication level for each team member

Emphasis on labelling regarding the coaches section.

Task Analysis

Questions

How can I personalize my profile for my gaming needs?

How can I analyze my teams performance?

How can I run simulations of my team?

How can I access the latest match analysis?

How can I access resources that will benefit my team?

Link my game account
Mini Personality test
Set personal goals

Link to a team account if im in a team
Define what games I play competitively

View sentimental Analysis of each player in team
Analyze Team cohesiveness report
Analyze communication level for each team member

Analyze Team Breakdown
Compatibility analysis with the team
View minute by minute analysis of team games
Analyze key events in the match

Run replay of different AI generated game scenarios
Suggestions for improving on specific scenario

Assigning Play Direction/style for each player in the simulation
Analyze Player synergy reference

Program links to game to capture matches
AI analyzes captured game footage
Match analysis data

Browse Curated Educational Articles
Browse Your Personalized Video Tutorials
View Educational Articles

Review Past game video review/analysis
View Weekly performance review
Activate Voice emotion detector during play

Scenario

A new LoL player sets up an individual profile

My team has been having practice for a while now, I want to see what they still need to work on

Team consistently loses against the same team. Coach wants to run simulations to see how they can overcome the enemy team

Team just ran a practice game and the coach would like to see an extended analysis of it

My team is new in the competitive scene and wants to make sure we have as many resources as possible to be up to par with other teams

Task Analysis

Create a profile

View compatibility analysis within a team

Review Past game video review analysis

View your match analysis

View weekly Performance review

Open program
Create login and password
Check off what games I play
Link game account

Check off my typical role in game
Fill out mini personality test
Tell program what your personal goals are
Link to a team if I have one

Coach Open program
Selects a team
Opens Team Analysis
Click on compatibility analysis

Analyze connections between players (aware)
Not points for improvement
Address concerns during team practice

Coach opens program
Selects a team
Opens resources
Clicks on past games
Clicks on a specific past game

Watches video of specific past game
Goes over reviews of specific past game
Reads analysis of specific past game
Goes over suggestions for improving on a similar scenario

Coach opens program
Opens Match Data
Clicks on most recent game

At the end of the week, coach or player gets a notification
Coach or player opens program
Opens resources
Click on weekly performance review

View performance data

View minute by minute analysis of team games

Run replay of different AI generated game scenarios

View match analysis

Browse personalized video tutorials

Coach opens program
Selects a team
Open match data
Open video ads

Open minute by minute analysis
Select a recent match
Read highlighted points taken from match
Watch video with annotations

Coach opens program
Selects a team
Open match data
Clicks on run simulations

Sets settings for simulation
View annotated simulation

Coach or player opens program
Opens resources
Click on video tutorials
Browse videos by category (game aspect, specific game skill, etc.)



Questions

How can I personalize my profile for my gaming needs?

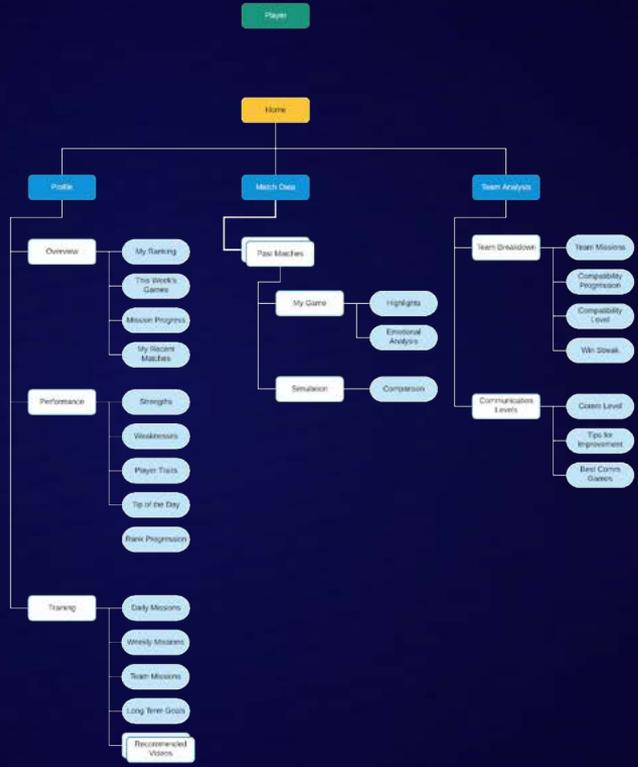
How can I analyze my teams performance?

How can I run simulations of my team?

How can I access the latest match analysis?

How can I access resources that will benefit my team?

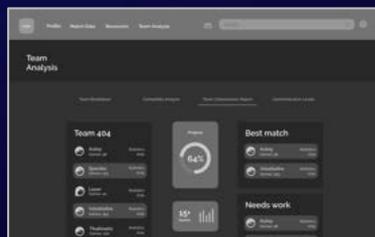
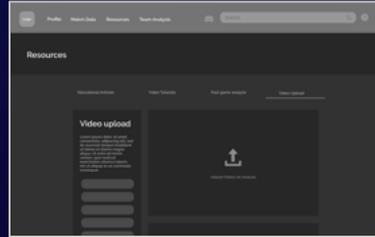
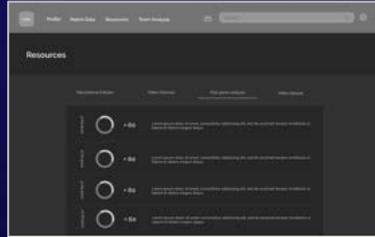
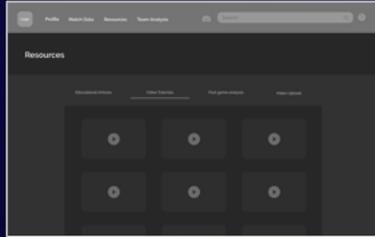
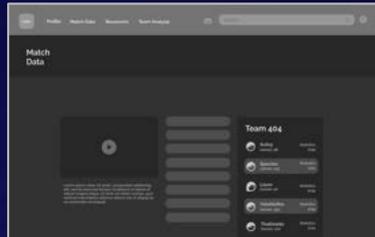
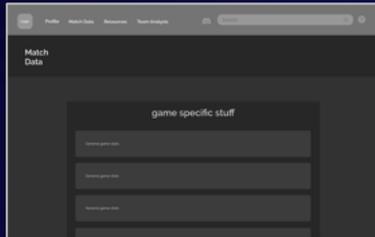
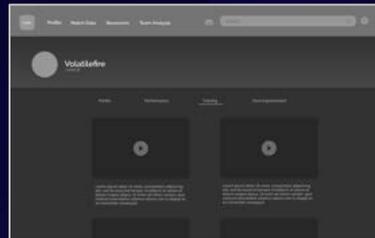
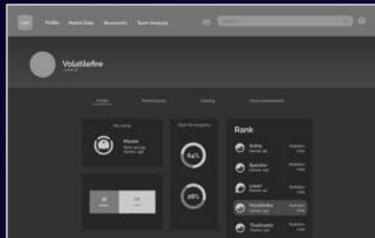
Blueprint



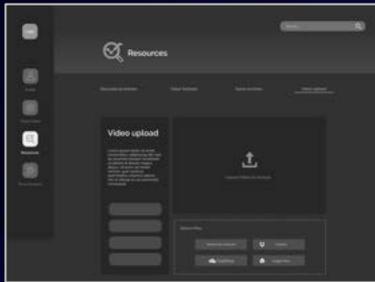
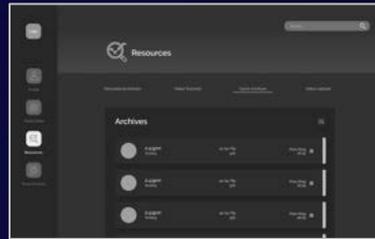
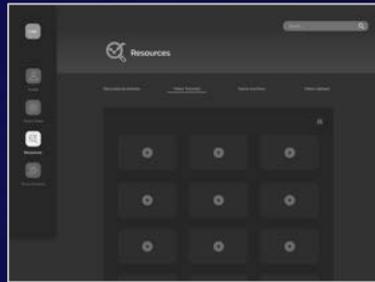
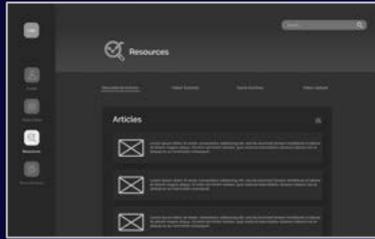
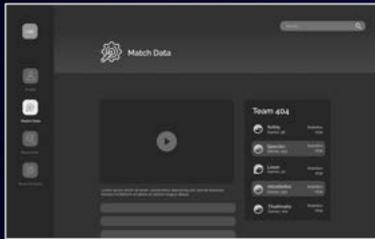
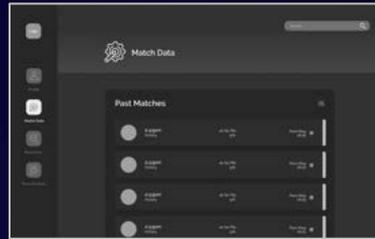
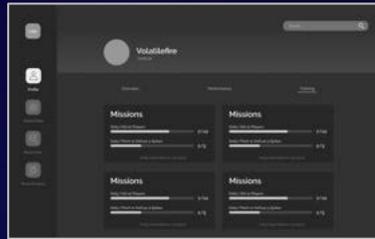
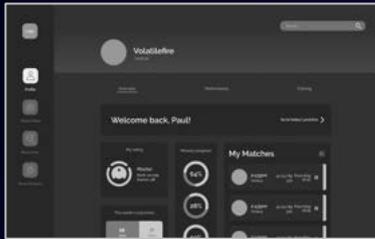
Legend

- Home Landing Page
- Team Analysis Global Navigation
- Team Breakdown Page
- Articles Single Pages
- Highlights Content
- Coach Coach View
- Player Player View
- Connection
- Same Page

Lo-Fi



Mid-Fi



User Testing

Quasi-empirical + SUS user testing

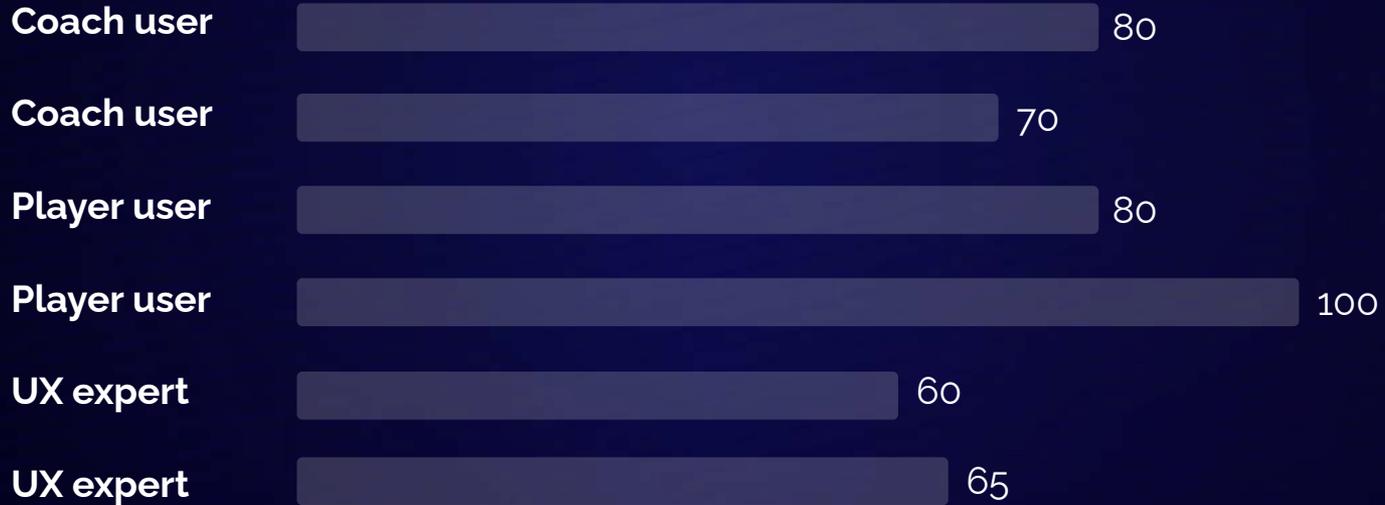
Lo-Fi testing

- 2 coaches
- 2 players

Mid-Fi testing

- 4 coaches
- 2 players
- 2 expert testing

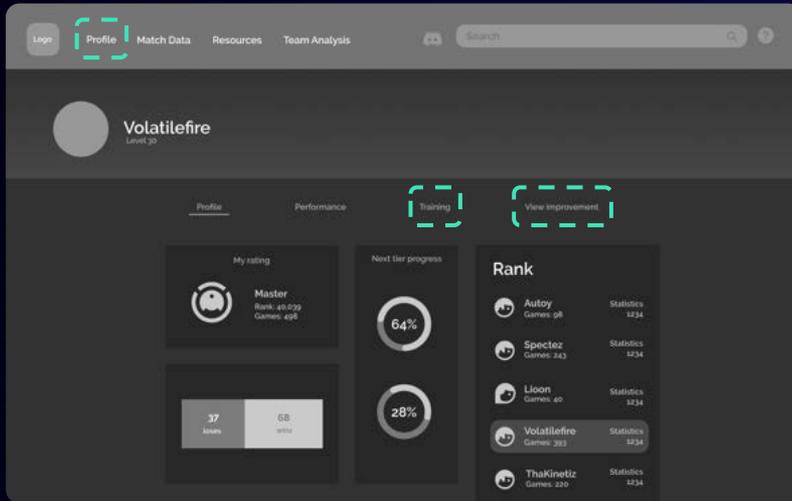
SUS questionnaire for Mid-Fi



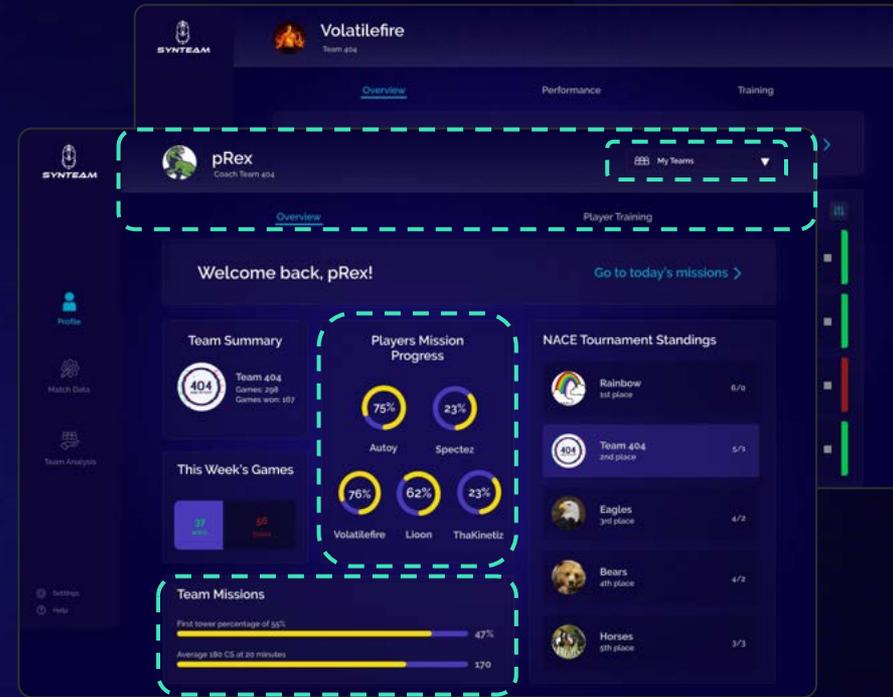
Total average

76

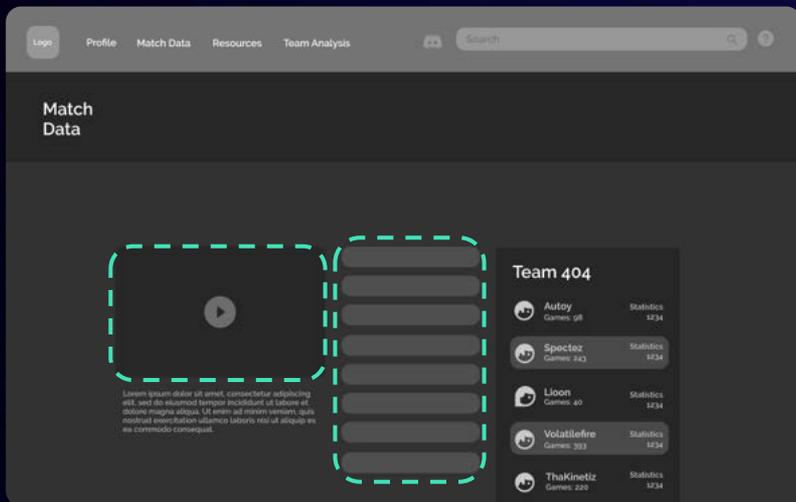
average score



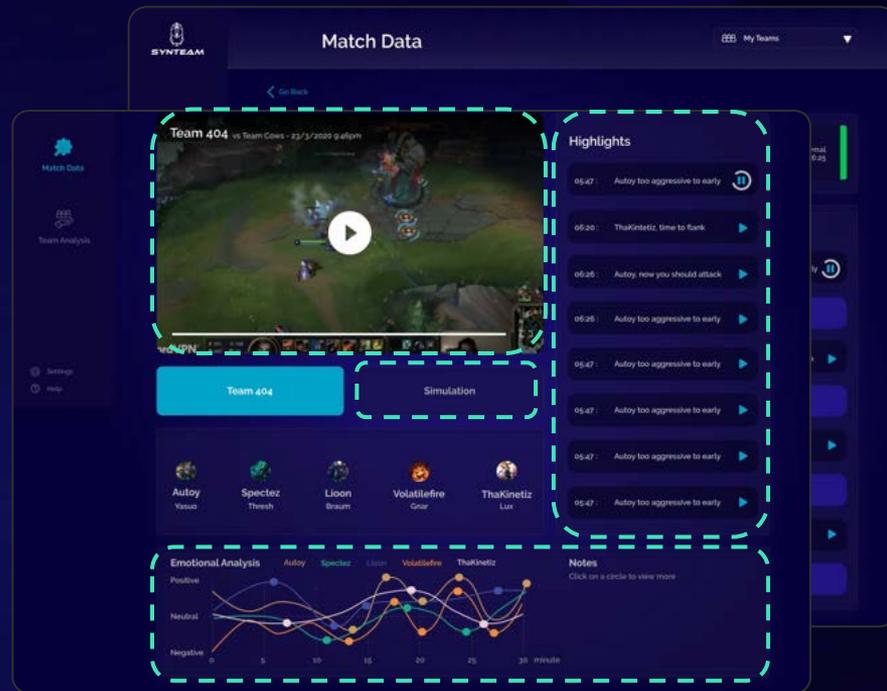
- Users wanted the Landing Page to be the **Profile Page**,
- The **daily missions** should not be hidden by an additional click
- Users felt that they would rather view their **own statistics and missions first**
- “View Improvement” and “Performance” were **redundant** so should be **together**



- Used **real estate** more effectively
- Show **“Team Missions”** and **“Player Missions”** in the **forefront**
- Differentiated “Player Profile” and “Coach Profile” with what is more **important for each**
- Added a way to **select between teams** for coaches



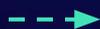
- Users wanted the **video to be bigger**
- Wanted to **differentiate** what the players and coaches would see
- **Analytical thinking** should be left more to the **coaches** than the players
- Wanted clear data and **time-stamped actions** from the video



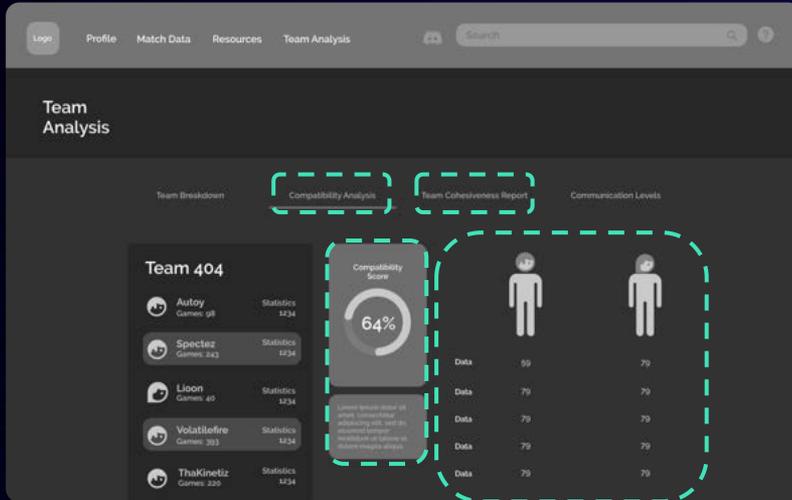
- **Differentiated** how detailed the **information** would be for players and coaches
- Added **"Simulations"** for a more useful function
- Added **real time data** and time-stamped actions



- Users felt that “Resources” were **not that important to have it's own page**
- **Videos should be related** to what the players should improve upon
- **Video upload** should be with the **matches**
- They said they would use **other methods to search** for articles and videos are more important



- Made the menu just the **most important aspects** of the application
- “Video Upload” moved to **“Match Data”**
- “Video Tutorials” moved to missions and are now organized related to **players’ missions and what they need to improve**



- The information in “Team Cohesive Report” and “Compatibility Analysis” were **too similar** to be different two pages
- Player users felt that the type of data being presented in “Team Analysis” was **confusing and not detailed**
- **Analytical thinking** should be left more to the **coaches** than the players



- **Data was made more clear** and easier for analytical thinking to be done by coaches
- **DISC Comparison** between players was added for coaches
- Identified **clear comparison parameters** for the data graphs



SYNTEAM

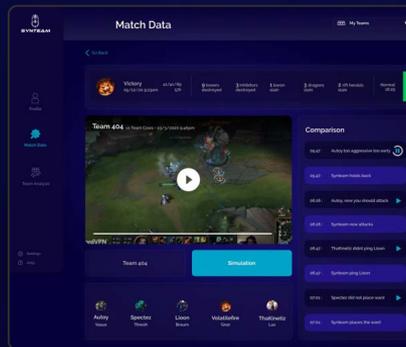


SYNTEAM

Synteam is a **training space** for competitive Esports **players and coaches**. The desktop application provides in depth **analysis of mechanical, strategic and interpersonal skills**; allowing both players and coaches to be aware of the **areas that require improvement**.



Holistic Training Space



AI-driven Simulations



In-depth Player Analysis



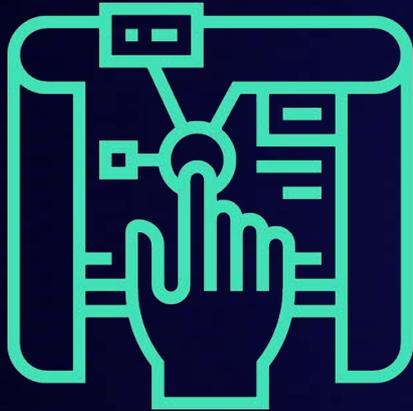
Personalized Training

Incentivizing players through missions helps increase progress with team training as well as allowing coaches to keep up with their performance.

Team Synergy

Building player interpersonal skills that benefit the team while also allowing coaches to check compatibility between players; giving them a better grasp on how to guide the team.





Match Simulations

Reviewing matches and understanding the match data together with simulations allows users to play through different scenarios which helps them learn from their mistakes.



Personalized Training

Visual Statistics

Receive visualized statistics of your rank and gaming

Curated missions

Receive personal and team missions to help with interpersonal and mechanical skills.

Understand yourself as a gamer.



Match Simulations

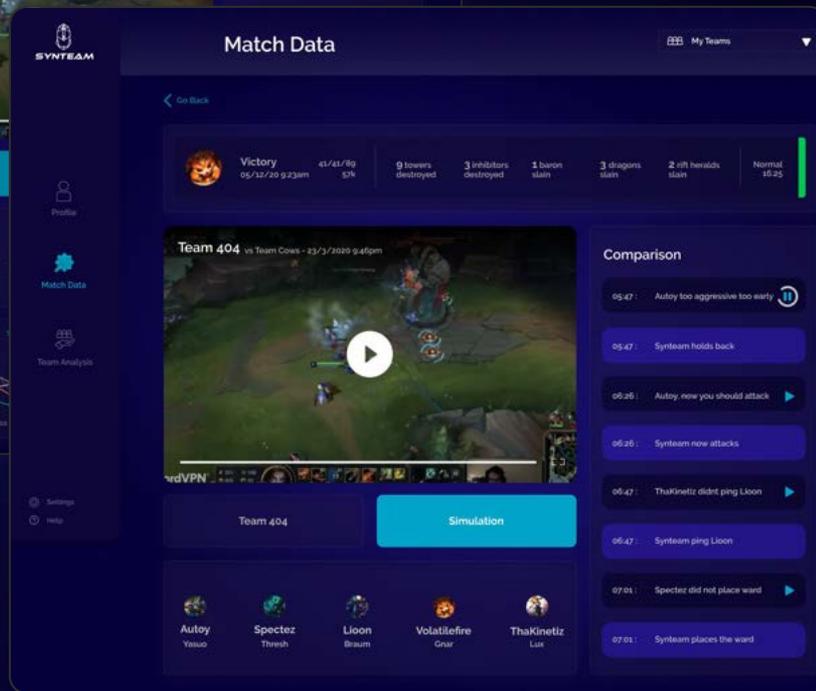
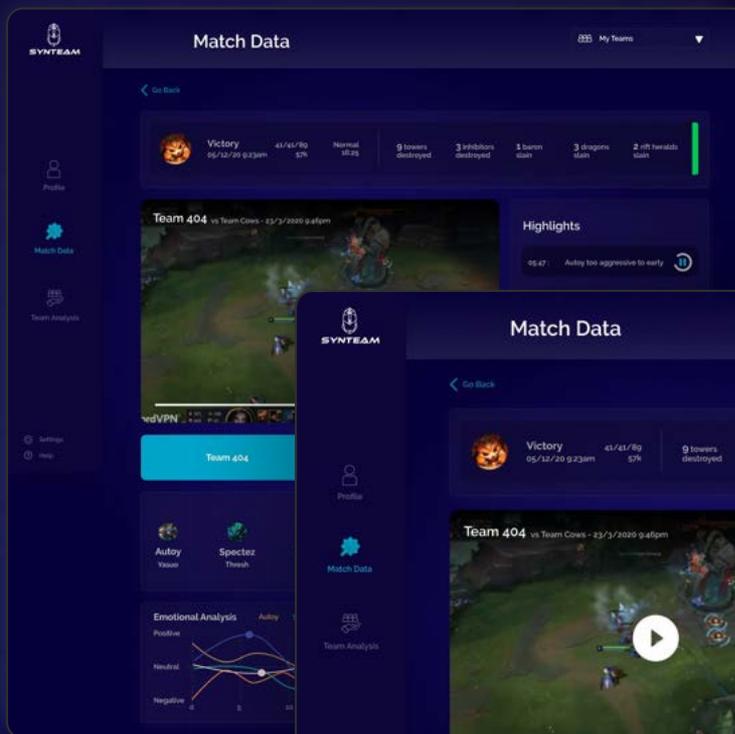
Review highlights

Review your gameplay videos with key moments highlighted in the timeline for easy accessibility.

Run past match and simulations

Based on data collected from your game plays and DISC personality test, synteam will suggest alternate actions for improvement

Learn from your mistakes





Team Synergy

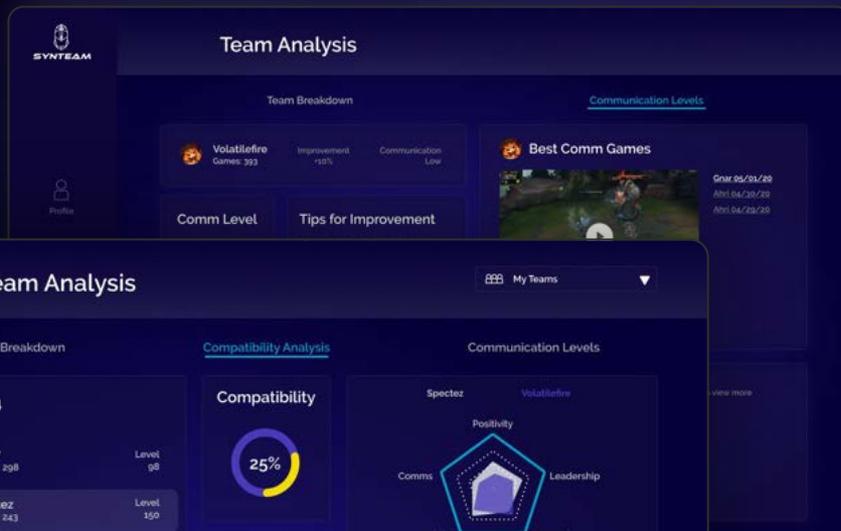
View compatibility analysis

View compatibility and build a strong team based on strengths and weaknesses.

Compare and contrast

Compare your emotional traits with your teammates to find areas in need

Clearly visualise emotional aspects players need to improve.





My Game

Simulation

 Autoy Yasuo	 Spectez Thresh	 Lioon Braum	 Volatilefire Gnar	 ThaKinetiz Lux
---	--	---	--	--

Comparison

- 05:47 : Autoy too aggressive too early 
- 05:47 : Synteam holds back
- 06:26 : Autoy, now you should attack 
- 06:26 : Synteam now attacks
- 06:47 : ThaKinetiz didnt ping Lioon 
- 05:47 : didn't place ward 
- 05:47 : Spectez did not place ward 
- 05:47 : Autoy too aggressive to early 

◀ Go Back



Victory

05/12/20 9:23am

41/41/89
57k

Normal
16:25

9 towers
destroyed

3 inhibitors
destroyed

1 baron
slain

3 dragons
slain

2 rift heralds
slain


Profile


Match Data


Team Analysis

 Settings

 Help

Team 404 vs Team Cows - 23/3/2020 9:46pm



Highlights

05:47: Autoy too aggressive to early



06:20: ThaKintetiz, time to flank



06:26: Autoy, now you should attack



06:26: Autoy too aggressive to early



05:47: Autoy too aggressive to early



Team 404

Simulation



SYNTEAM

Executive Summary

Problem

Competitive Esports teams and coaches work tirelessly everyday to perfect their mechanical skills. However, teams often disregard the importance of interpersonal connections between one another, and the influence it can play on their success.

Solution

Synteam is a training space for competitive Esports players and coaches. The desktop application provides in depth analysis of mechanical, strategic and interpersonal skills; allowing both players and coaches to be aware of the areas that require improvement.



Key Functions

- View performance progress
- Understand team synergy and teamwork
- Holistically view team status
- Run match scenarios and simulations



SYNTEAM





SYNTEAM

The Problem

Competitive Esports teams and coaches work tirelessly everyday to perfect their mechanical skills. However, teams often disregard the importance of interpersonal connections between one another, and the influence it can play on their success.

Our Solution

SynTeam is a training space for competitive Esports players and coaches. The desktop application provides in depth analysis of mechanical, strategic and interpersonal skills, allowing both players and coaches to be aware of the areas that require improvement.



Profile



Match Data



Team Analysis



Coach View

SynTeam provides data that allows coaches to analytically understand their players' synergy and identify any compatibility issues between teammates, coaching them at a more professional level.

Player View

Gain an understanding as to how you can train both your mechanical skills and personality traits to become the best teammate you can be.

**Thank
You!**