UX RESEARCH INITIATIVE

GAMER'SPHERE

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CONFIDENTIAL • Q1 2024 DECK

Context & The Core Challenge

THE ORIGIN STORY

With the release of the world's first game Pong in 1972, people opened the doors of a new world in the entertainment industry.

— Allan Alcorn, ATARI

PROBLEM STATEMENT

What can I do to facilitate the decision-making stages of people who prefer to play more or less in the time they spare for themselves?

Focusing deeply on the online shopping experiences of players between ages 20-30.

Notes from the First Interviews

PAIN POINT 01

"Too many sites, too many comments"

PAIN POINT 02

"There are too many similar products"

PAIN POINT 03

"I can't decide which comment to trust"

PAIN POINT 04

"I don't know what to choose when choosing review videos"

TARGET SHOPPING PLATFORMS

n11 | Sinerji | Trendyol

User Interview Structure

01

About Users

3 passionate gamers, active online shoppers, primary focus on PC gamers.

02

General Questions

Mapping daily life patterns, leisure priorities, and time devoted to gaming routines.

03

Questions About Routines

Probing shopping habits, platform preferences, and evaluation time spent.

04

Experience Questions

Uncovering critical highlights, bottlenecks, good and bad shopping experiences.

05

Creative Questions

Imagination trigger: Which game character defines their shopping profile?

Structured Empathy Map

THINKS

- Can I find a discount?
- I have to compare options
- Are there any other users?
- Does not trust the brand fully

FEELS

- Feels out of touch
- Having a hard time finding what I want
- Wasting my precious leisure time
- Thoughtful and cautious about products

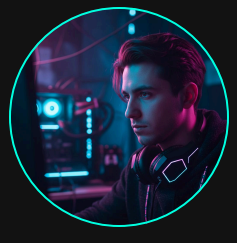
SAYS

- Shares negative experiences actively
- Maintains neutral expectations initially
- Overwhelmed with the return processes

SEES

- Too many options with low differentiation
- Few rewarding campaigns and sales
- Inflated, over prices
- Absence of real-time customer service
- Flooded with unverified negative comments

User Persona Blueprint



Static Onur

ARCHETYPE: PASSIONATE GAMER

Age	23 years old
Location	Ankara, TR
Occupation	Student
Platforms	PC, Mobile

MOTIVATIONS

Likes trying new gear, values affordable shopping strategies, actively follows pre-sales campaigns, product diversity is crucial.

PAIN POINTS

"Keyboard and mouse are a gamer's most important weapon." Highly frustrated by fragile components, fake reviews, and slow shipping.

PRIMARY CHANNELS

Steam | YouTube | Discord

EXPECTATIONS

Consolidated, trustworthy specs, streamlined expert video summaries on purchase screens, and direct brand accountability.

Customer Journey Map

01 — Needs Product

Product Failed / Wants change

Frustrated with current gear degradation.

02 — Decides to Shop

Online / Retail Store

Enters the massive hardware market landscape.

03 — Searching

Visiting Sites & Alternatives

Faced with overwhelming, scattered tabs.

04 — Deciding Product

Watching Videos / Reviews

Comparing feedback and expert recommendations.

05 — Selects Merchant

Trust, Stock & Best Price

Evaluating campaign trust and shipping parameters.

06 — Purchased!

Successful Checkout

Onboarded and ready for the next level.

Needs & Expectations

REVIEWS & INSIGHTS

TRUST & VALIDATION

- Photo reviews
- Reviews from professional players
- Reviews from experts
- Detailed review videos
- Trusted YouTube channel
- Constantly updated content

COMMERCE & BENEFITS

VALUE & CAMPAIGNS

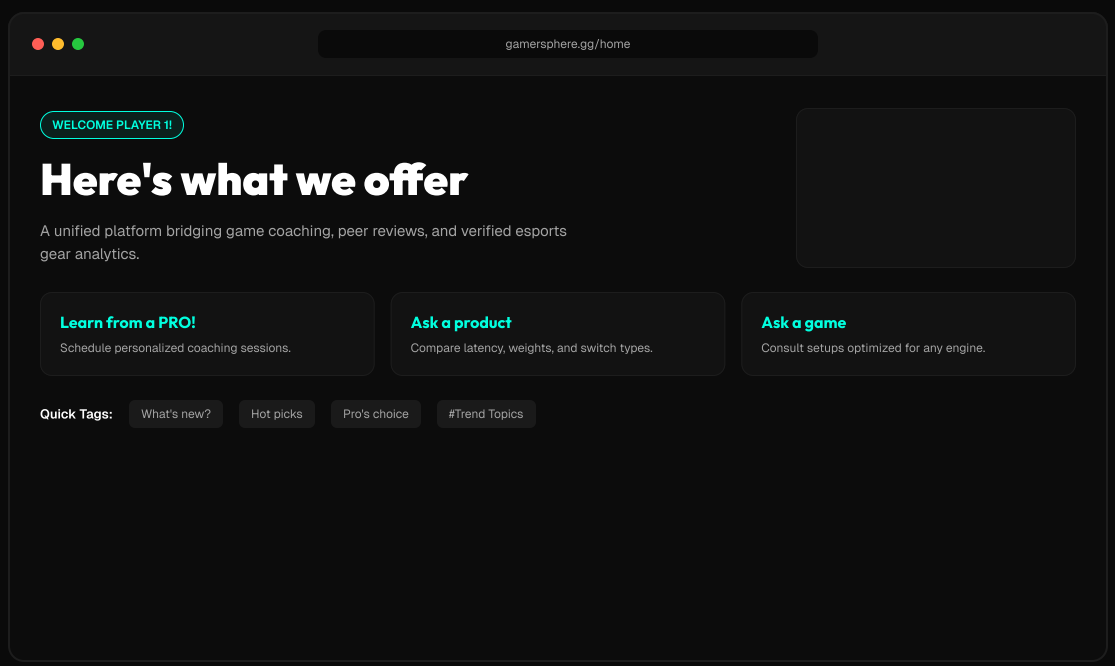
- Brand-specific campaigns
- Alternative brand suggestions
- A platform with all products
- Best price
- System that pays off
- Reliable membership system

COMMUNITY & GROWTH

ECOSYSTEM & COACHING

- More player friendly
- Journey to become a professional gamer
- Game coaching
- Meet the professionals
- Sustainable feedback system

Prototype — Landing Page



Value Propositions

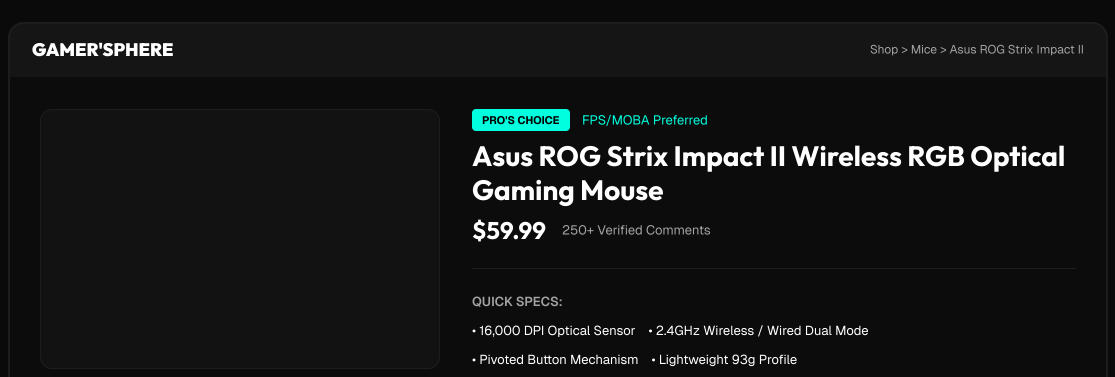
Designed to target core user drop-offs by validating trust and reducing decision-making paralysis.

PEOPLE CAN LEARN
Direct accessibility to verified expert gamers' hardware settings and choices.

BRANDS WELCOME MEMBER MODEL
Campaign transparency directly linked to specific player communities.

FREE TO DISCOVER
Unrestricted navigation through comprehensive aggregate hardware matrices.

Prototype — Product Page



Integrated Features

Addressing complex decisions directly within the product view interface.

GENRE CLARITY
Easily notice for which game genres (FPS, MOBA, RTS) the hardware profile is most suitable.

Asus Cashback

GS Points: +250

BUY NOW!

Add to Cart

VERIFIED VIDEO REVIEWS

Seamlessly links to highly rated influencer and professional video breakdowns.

VISIBLE CASHBACK SCHEMES

Transparent ecosystem metrics showing points earned, loyalty levels, and brand cashbacks.

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THANK YOU!

GAMER'SPHERE RESEARCH TEAM