



AVATAR CREATION SUITE

UX Study & Proof Of Concept
By: Darnell Thomas





INTRODUCTION

aid is a proof of concept that I created of an avatar app, that would allow users to create unique and personalized avatars that they can use as their profile picture on social media platforms, messaging apps as well as within popular games on Xbox, Playstation and Steam.

This app, powered by Ready Player Me models, could provide a wide range of customization options to create an avatar and then be a base for character creation in popular games.

4 PHASES OF DESIGN

this presentation will be broken down into 4 parts

I.

DISCOVER

Research and understand users and their needs.

II.

DEFINE

Define the problem and establish design goals.

III.

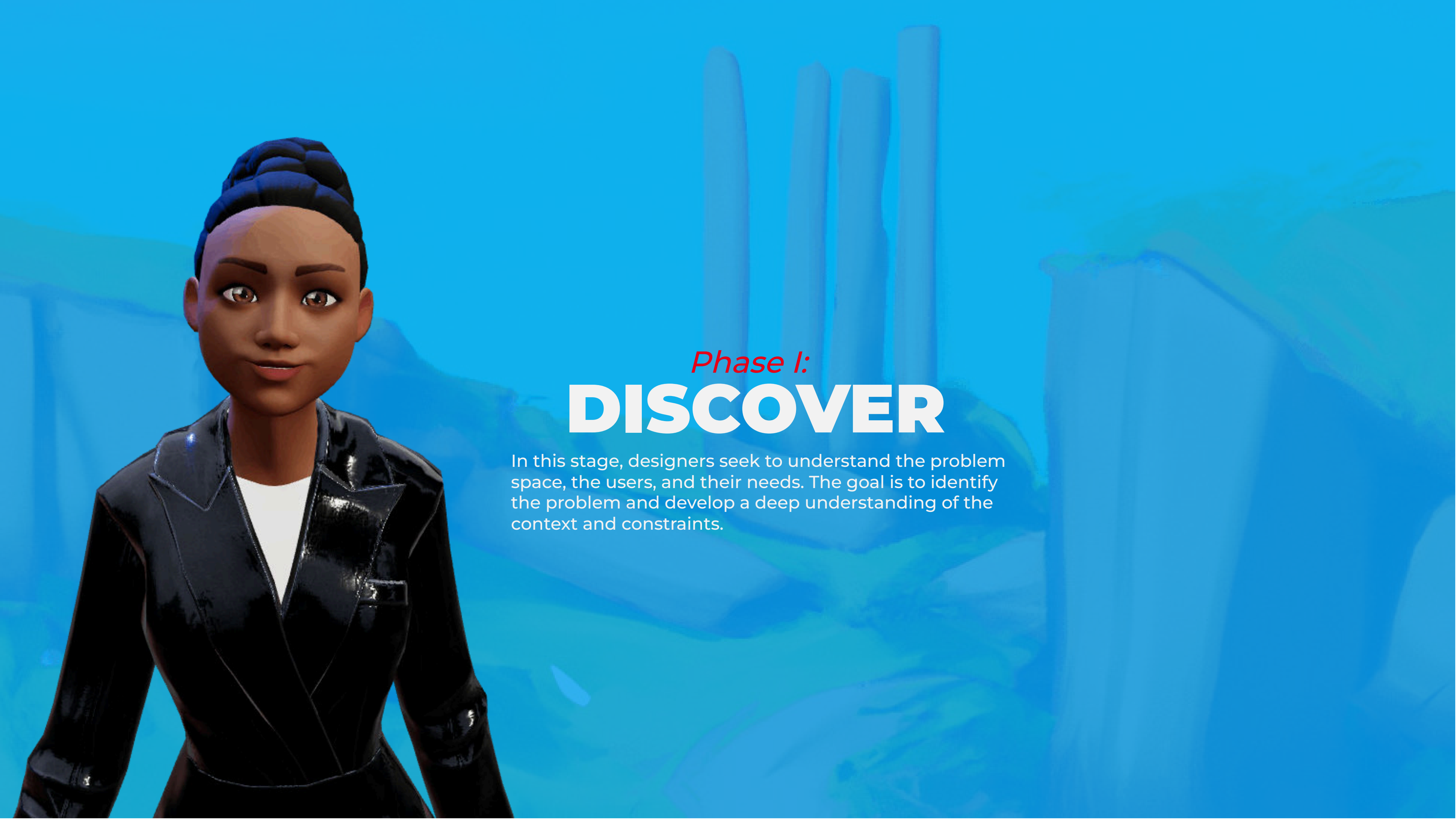
DEVELOP

Generate ideas, iterate, and create prototypes.

IV.

DELIVER

Translate design into a fully realized product or service.



Phase I:

DISCOVER

In this stage, designers seek to understand the problem space, the users, and their needs. The goal is to identify the problem and develop a deep understanding of the context and constraints.



WHAT IS AID?

aid (a play on “Aid”, “ai’d” & “a ID” relevance) will provide a wide range of customization options to create an avatar that resemble their physical appearance or represent their personalities into all supported games they play and platforms they use.

S.W.O.T. ANALYSIS OF COMPETITORS

A closer look of the S.W.O.T (Strengths, Weaknesses, Opportunities & Threats) of existing avatar suites.



Memoji

Strengths

Integration with Snapchat and other social media platforms. Wide range of customization options. Popular among younger demographics.

Unique 3D avatar creation and social networking features. Wide range of customization options.

Integration with Apple's ecosystem (iMessage, FaceTime). High-quality, realistic avatars. Regular updates with new features.

Weaknesses

Limited appeal to older demographics. Privacy concerns due to data collection. Dependence on Snapchat for a significant portion of its user base.

Less known in Western markets. Some users find the app difficult to navigate. Privacy concerns due to data collection.

Only available on Apple devices. Limited customization options compared to some competitors. Dependence on the success of Apple's ecosystem.

Opportunities

Expansion into new markets. Collaboration with more apps and platforms. Development of new features and customization options.

Expansion into Western markets. Collaboration with more apps and platforms. Development of new features and customization options.

Expansion of features and customization options. Integration with more Apple apps and services. Development of new uses for Memojis (e.g., in augmented reality).

Threats

Competition from other avatar creation tools. Changes in social media trends. Potential regulatory issues related to data privacy.

Integration with Snapchat and other social media platforms. Wide range of customization options. Popular among younger demographics.

Competition from other avatar creation tools. Dependence on the success of Apple's ecosystem. Changes in technology trends.

USER QUESTIONNAIRE

1 / 4

Q: Favorite part about creating your own avatar/character?

Answers included:

"I enjoy seeing my character come to life in the game."

"I find it exciting to design a character that represents my ideal self."

"The process of designing is fun and therapeutic for me."

"I like the freedom of designing every detail, from hairstyle to accessories."

"It's interesting to create a character different from me, like exploring a different personality."

USER QUESTIONNAIRE

2 / 4

Q: Challenges faced with avatar creation in other apps?

Answers included:

"Limited customization options don't allow me to create exactly what I envision."

"The user interface is often confusing and not intuitive."

"Some apps lack diversity in their design elements."

"I've encountered technical issues like crashing or slow loading times."

"The graphics quality in some apps is poor."

"I've struggled with apps that don't provide guidance or tutorials for beginners."

USER QUESTIONNAIRE

3 / 4

Q: Time willing to spend on creating an avatar

Answers included:

"I'd spend a good hour or two, I want it to be perfect."

"Probably 15-30 minutes, not too long."

"I'm willing to spend a lot of time, maybe even several hours if I'm really invested."

"I'd like it to be a quick process, maybe 10 minutes max."

"It depends on the level of customization available, could be anywhere from 20 minutes to an hour."

USER QUESTIONNAIRE

4 / 4

Q: What game(s) do you primarily play that feature character creation?

Answers included:

"I'm into games like Cyberpunk 2077 and Mass Effect."

"I play various online multiplayer games like Roblox."

"I'm a big fan of the Dark Souls series, which allows for character creation."

"I primarily play sports games like NBA2K, which have a character creation mode."

"I often play games like Minecraft where I can use custom skins as characters."

TARGET AUDIENCE

The app's target audience is young adults aged 18-35 who are active tech, social media or gaming console users.

USER REQUIREMENTS

As a social media user/gamer, I want to be able to create a unique and personalized avatar that represents me, so I can stand out online.

As a messaging app user, I want to be able to use my avatar as my profile picture, so my contacts can easily recognize me.

As a fan of pop culture, I want to be able to customize my avatar with clothing and accessories inspired by my favorite characters, fashion trends, so I can express my fandom across any game that I'm playing





Phase II:
DEFINE

In this stage, designers focus on defining the problem space, setting goals and objectives, and exploring potential solutions. The goal is to develop a clear and concise brief that outlines the problem and potential solutions.

TARGET AUDIENCE: PERSONAS

A look at 2 potential users and their personalities.

Sarah, 24



Interests:

Art, design, social media

Tech proficiency:

High

Goals:

Sarah wants to create a personalized avatar that reflects her outgoing personality and design aesthetic to use as her profile picture on social media platforms.

" I'm *tired* of having to recreate myself in games! It takes away from hopping right into new games when they come out.

”

Jordan, 22



Interests:

Drums, Trivia & History, Social Commentary

Tech proficiency:

Expert

Goals:

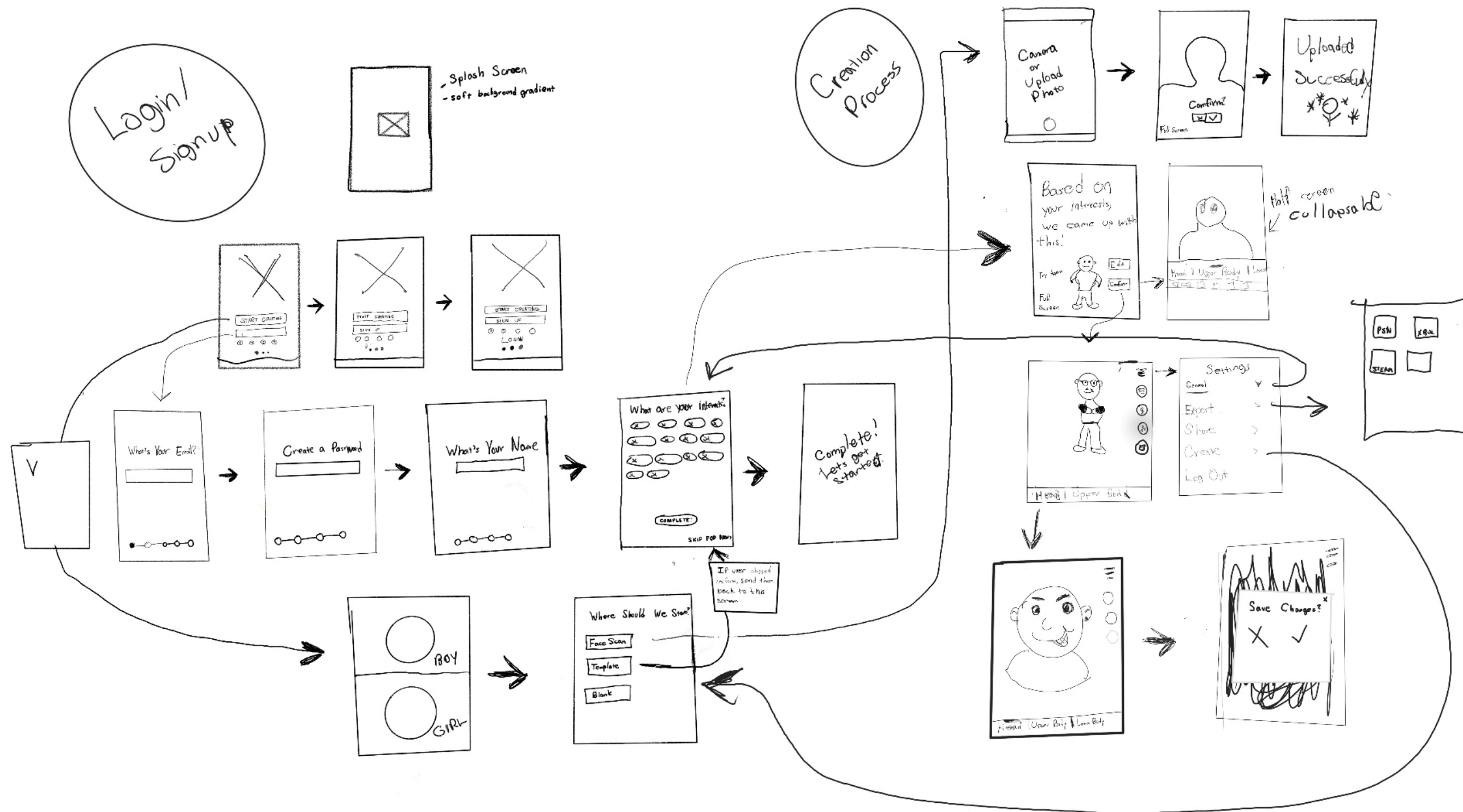
Jordan likes to switch things up in his appearance, be it digital or in real life. Hereally likes the idea of having a unique and memorable avatar across his gaming profiles and social media.

In person I'm chill, but online much more social. I enjoy being able to show my history knowledge throughout the year! Helps me break out of my more introverted ways.

”

WIREFRAMES: FIRST DRAFT

My initial wireframe drafts of the application, I wanted to put an emphasis on easy to use, high impact design. Once the user either creates or registers their account, they can hop right into creating from scratch, from templates (based on their inputted interests) or via face scan.



DESIGN STYLE

A look at logo drafts, colors and font used within the application



Final Logo Drafts

I wanted to create a cartoonish, bright brand experience while also having a sense of professionalism in it.

Explorative Logo Drafts



#E50019

#00A1ED

#FAFAFA

#6F7070

Font Selection

I wanted a easy to read font that would work well with the color palette.

Helvetica Neue | 29px | Medium

Helvetica Neue | 20px | Regular

Helvetica Neue | 20px | Bold

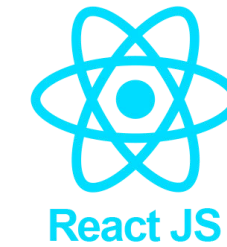


Ready Player Me models

TECHNICAL IMPLEMENTATION STYLE

A proposed workflow to make the app a market ready software.

**READY
PLAYER
ME**



Ready Player Me is a avatar creator tool that integrates into games via API endpoints.

This allows for games to include a base customization of the suite into a game for adaptation

ReactJS would allow for ReadyPlayerMe API integration, 3rd party authentication and to deploy for iOS and Android users.

TECHNICAL ROADBLOCKS

As of this study, there aren't any official available API's that allow for integration into most popular CPU and console games. Most character creation suite platforms exist independently from each game and managed solely by the developer.

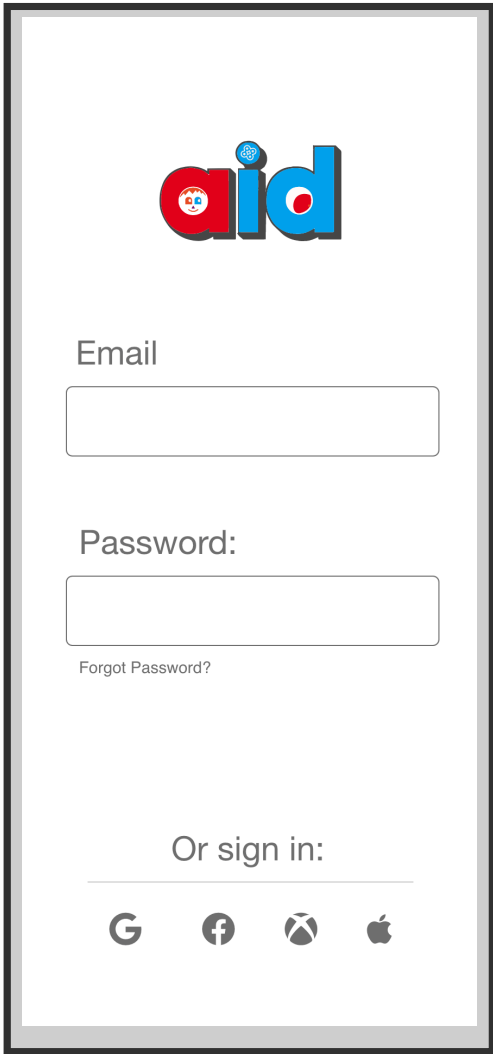


Phase III:
DEVELOP

In this stage, designers generate and test a range of ideas and concepts. The goal is to identify the most promising solutions and develop prototypes that can be tested with users.

HI-FIDELITY WIREFRAMES

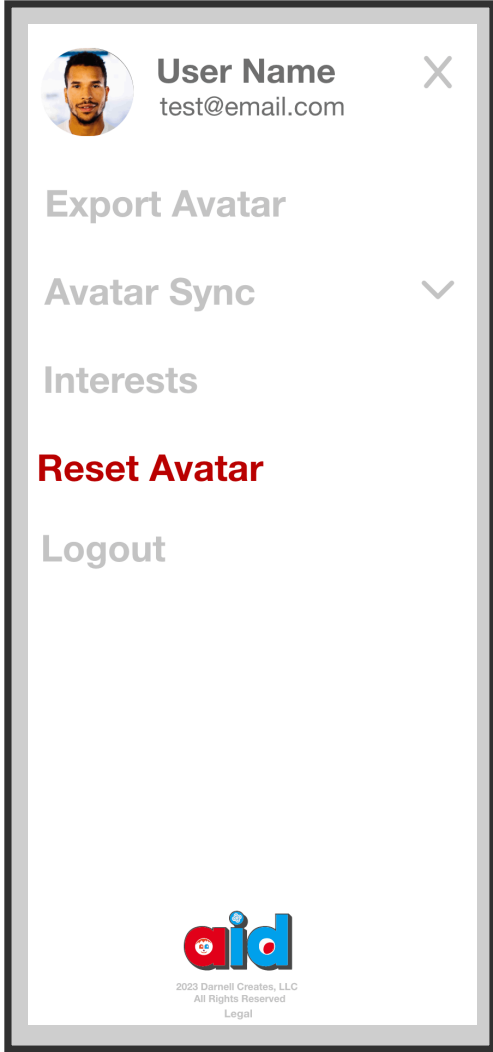
A sampling of some of the screens conceptualized.



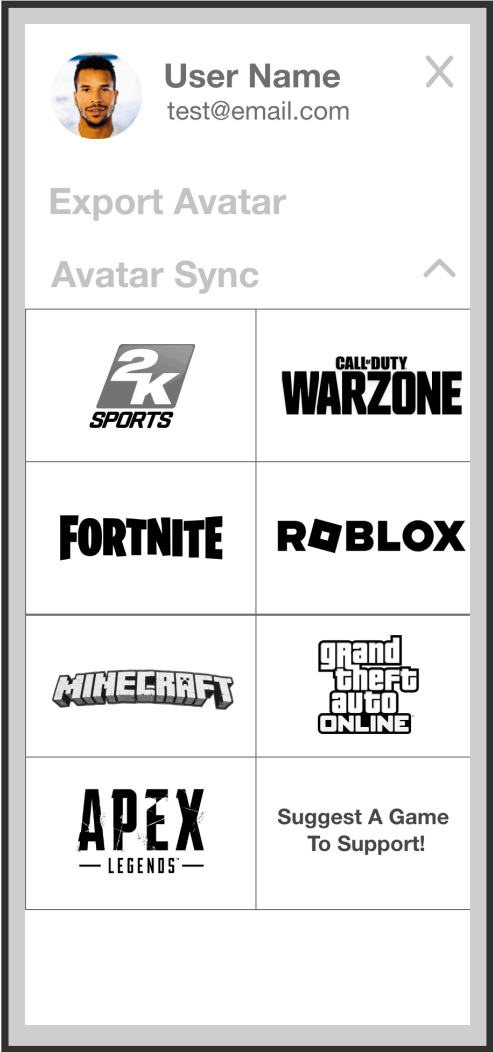
Login Screen



Avatar Editing Screen



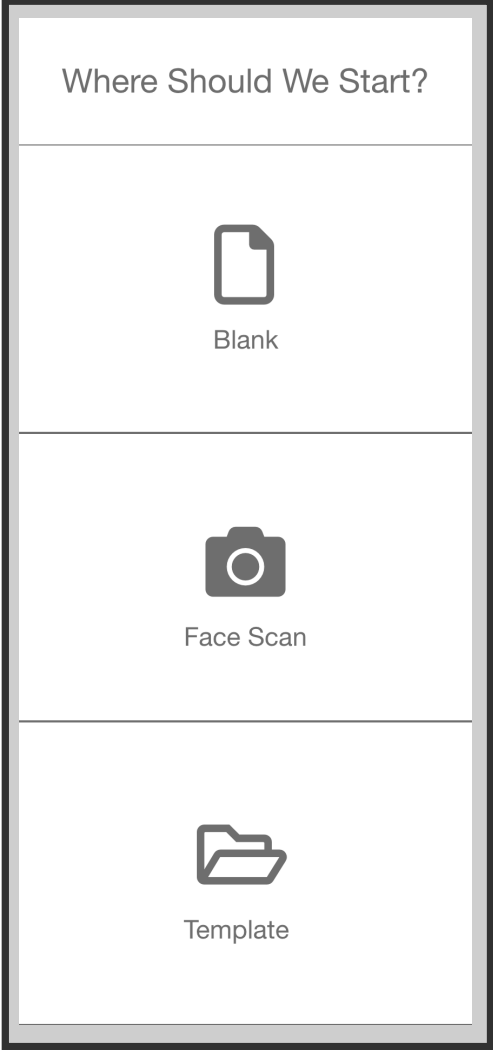
Menu Directory



Avatar Sync Section



Exposed Shirt Option Menu



Ways To Create



HI-FIDELITY WIREFRAMES

A sampling of some of the screens conceptualized. This wireframe version of the hi-fidelity wireframes

All screens can be seen here:

<https://xd.adobe.com/view/3bfe5559-6292-4612-8d46-c9d8743a6117-6ead/?fullscreen&hints=off>

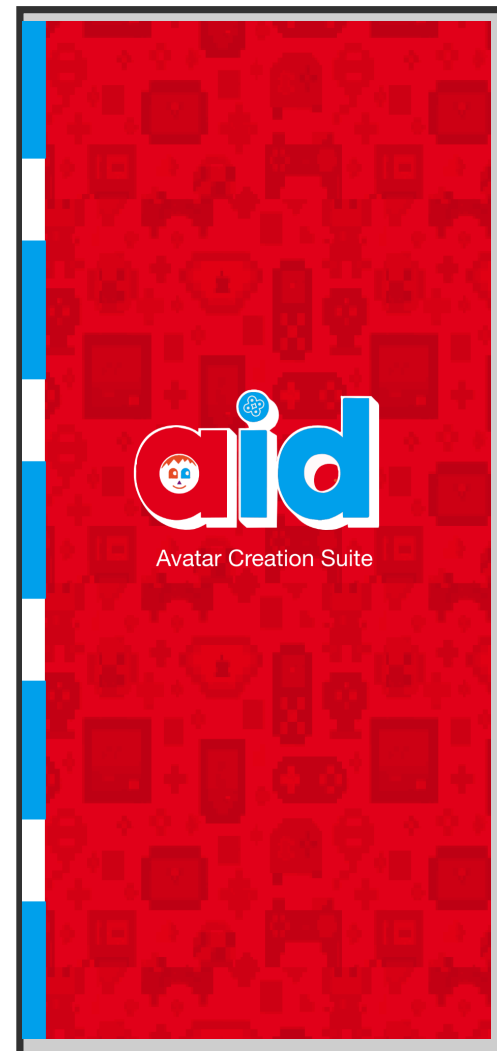


Phase IV:
DELIVER

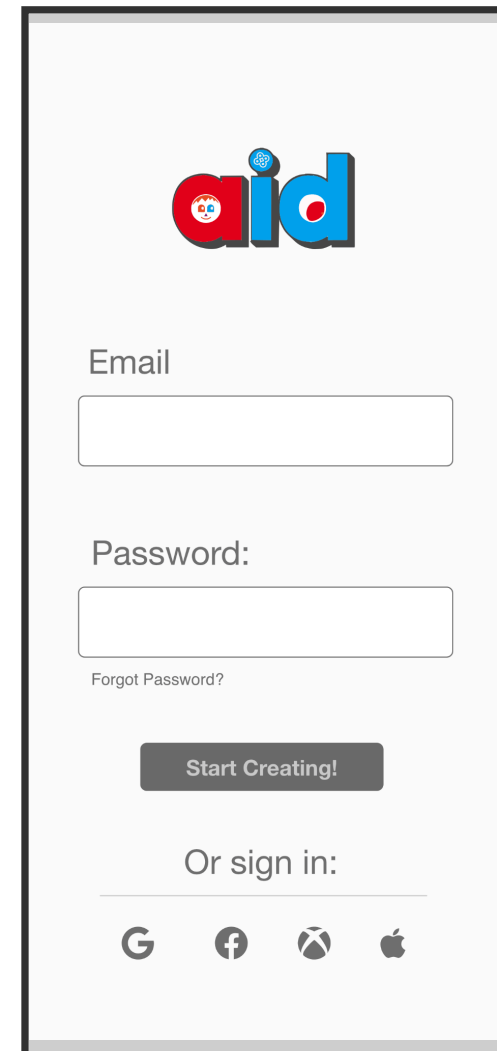
In this final stage, designers work to refine and finalize the solution. The goal is to deliver a high-quality product or service that meets the needs of the users.

FINAL WIREFRAMES

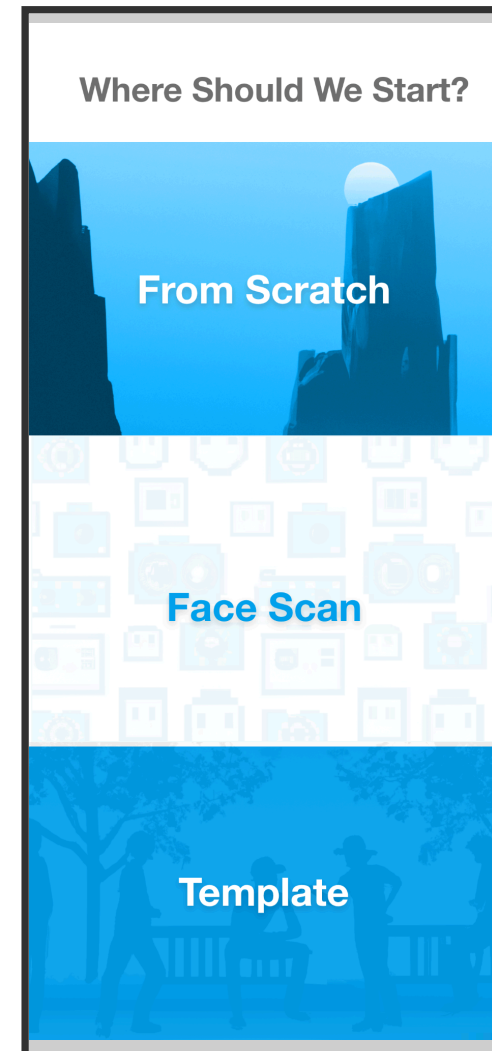
A sampling of some of the final UI screens.



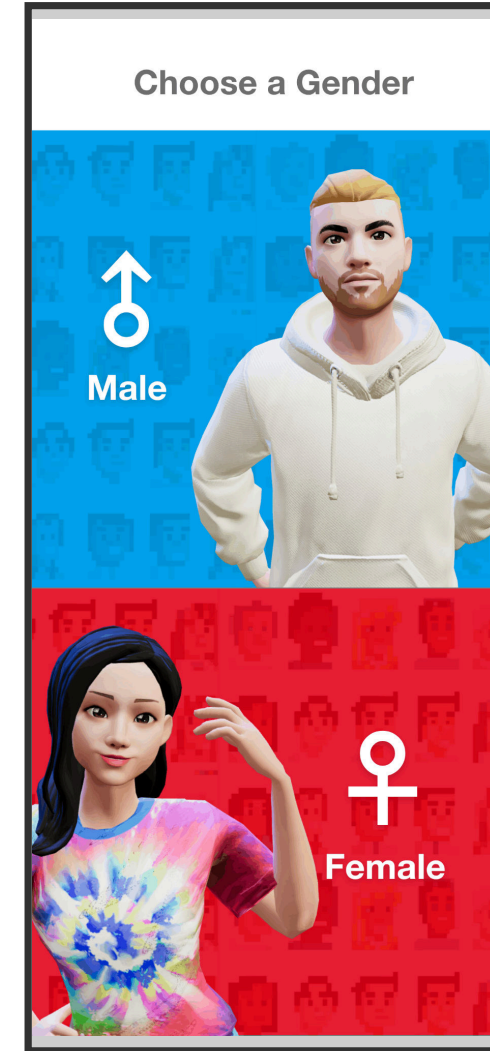
Splash Screen



Login



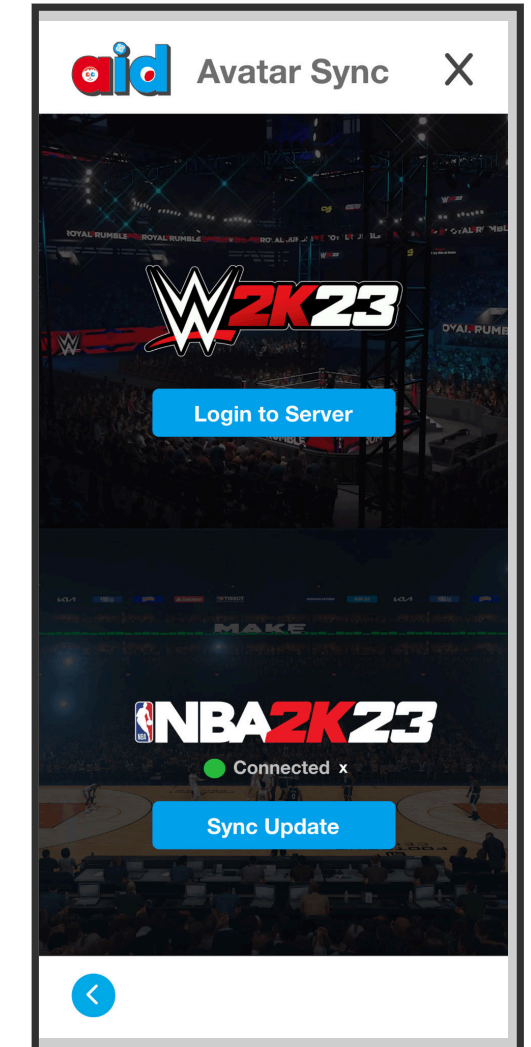
Choose Build Method



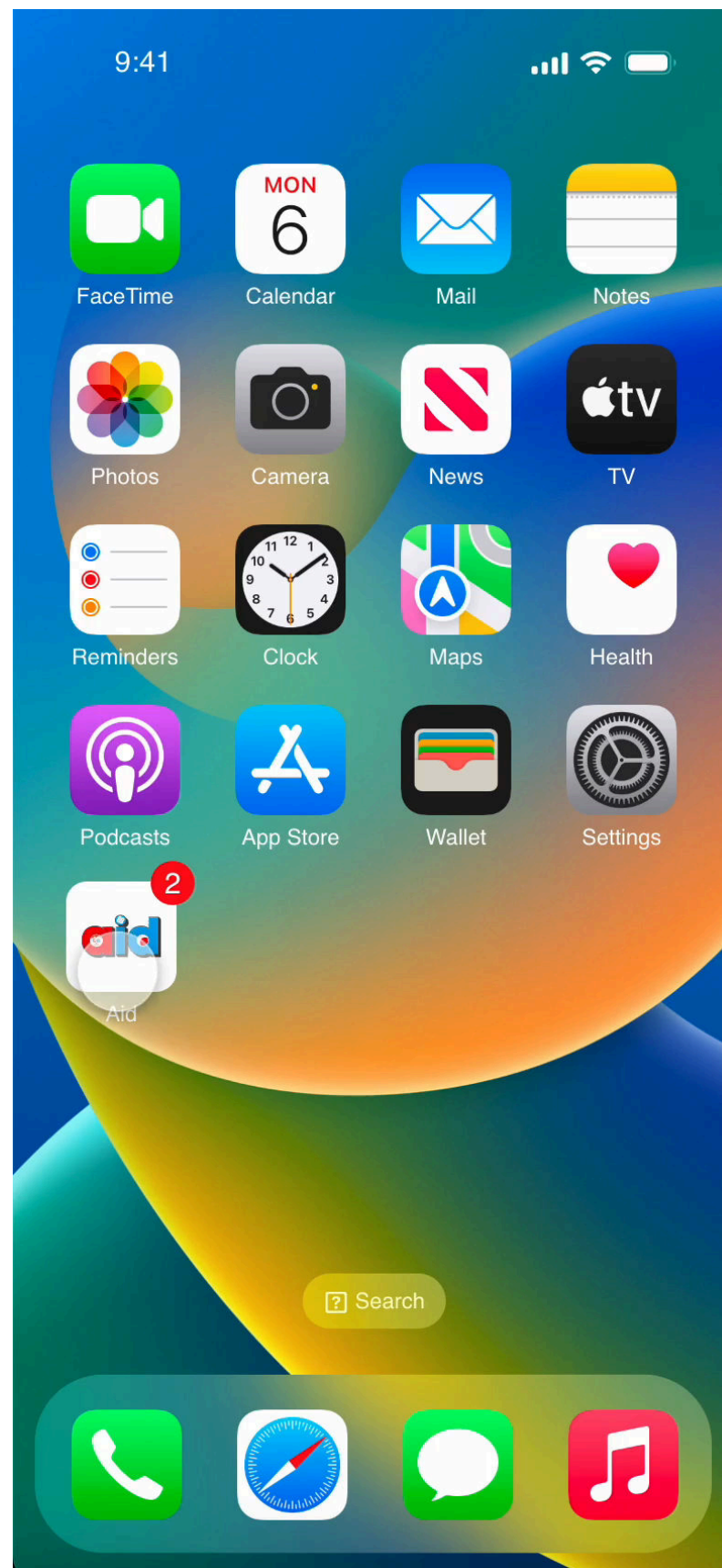
Choose Gender



Template Created
From Interests



Avatar Sync



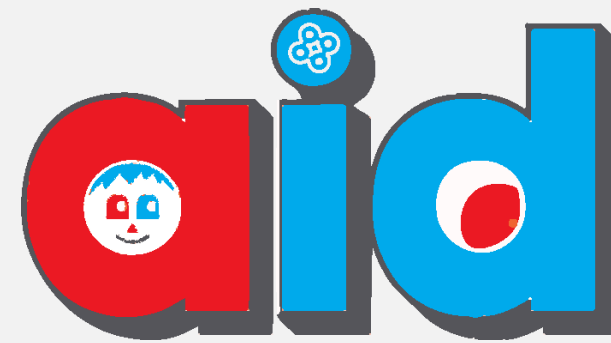
FINAL UI DESIGN

This is a video review of the UI Designs for this application.

All screens can be seen here:

<https://xd.adobe.com/view/3bfe5559-6292-4612-8d46-c9d8743a6117-6ead/?fullscreen&hints=off>

- the end -



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