



User Research

2K Games Playtesting Website

Tarek Q - June 2023



Introduction

Introduction



Our Goals

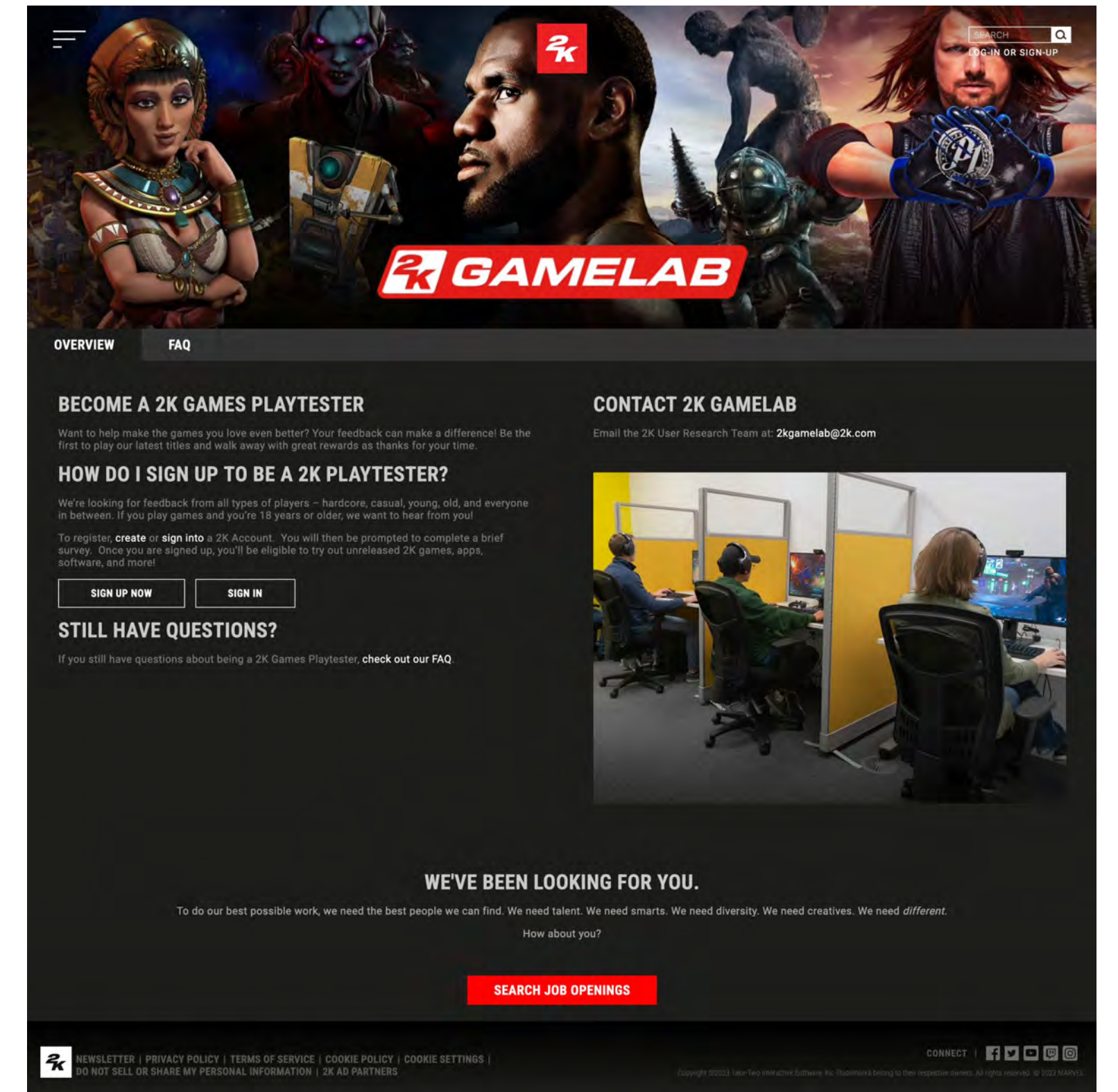
To evaluate and enhance the current playtesting website for 2K Games (<https://2k.com/en-US/playtest/>), user research was conducted to assess satisfaction with the existing site and identify opportunities for developing a more comprehensive Playtest Hub.

The research explored whether users valued the concept of a dedicated Playtest Hub and what features they would prioritize if implemented. Insights from the study were intended to inform decisions about whether the existing platform adequately addressed user needs or if an expanded solution would better meet expectations.

What we did?

A user survey was distributed to randomly selected individuals registered on the 2K.com site. Feedback was gathered from respondents spanning various age groups and demographics to uncover pain points, assess demand for new features, and explore potential ways to improve engagement through an enhanced platform.

The survey focused on gaining insights into the current playtesting process and the user experience of the existing single-page site. By collecting feedback on usability, accessibility, and overall satisfaction, the research aimed to highlight specific areas for improvement. The findings were expected to guide decisions on whether the current platform sufficiently met user expectations or if a more robust Playtest Hub was necessary.



Introduction



Question Asked

1. Was it easy to find the Playtesting Hub?
2. How would you rate your experience using the site?
3. Would you recommend this hub to others for playtesting?
4. What challenges did you face when using the current site?
5. Would you prefer a comprehensive site with more features?
6. What features would you like to see in a Playtest Hub?

Method

To gather insights, a survey was created and distributed via SurveyMonkey to 500 randomly selected users registered on the 2K.com site.

Of the 500 users contacted, 67 responded, providing valuable feedback across various age groups and demographics. This method ensured a diverse range of perspectives to inform the research findings.



**Was it easy to find the
Playtesting Hub?**

Was it easy to find the Playtesting Hub?



Responses

Yes: **18%**

No: **69%**

Unsure: **13%**

What was said:

“ Had to dig through forums to find the playtest page. ”

“ A proper playtest hub should be easy to access, not hidden away. ”

“ I didn't even know 2K had playtests until I got your email. ”

“ The hub isn't well advertised or promoted. ”

“ Why isn't the hub linked directly on 2K's main website? ”

“ There should be a clear link from the main 2K website. ”

“ Why make it so hard to find? It should be front and center! ”

“ I found it after Googling, but it wasn't intuitive. ”

“ The lack of visibility makes it feel unimportant. ”



**How would you rate your
experience using the site?**

How would you rate your experience using the site?



Responses

Excellent: **3%**

Good: **8%**

Neutral: **18%**

Poor: **45%**

Very Poor: **26%**

What was said:

“ The site feels barebones and not inviting at all. ”

“ I struggled to find information about upcoming playtests, it's just a single form. ”

“ It does the job, but that's about it. There's no incentive to revisit. ”

“ I didn't know playtests were even happening until I got a message from 2K. ”

“ Feels outdated, like it was made as a placeholder. ”

“ I expected more from 2K Games; it's disappointing for such a big company. ”

“ There's no way to check the status of my registration or see past playtests. ”

“ It's functional, but not user-friendly or visually appealing. ”

“ It feels like a dead-end page, there's no sense of community or interactivity. ”



**Would you recommend this hub
to others for playtesting?**

Would you recommend this hub to others for playtesting?



Responses

Yes: **21%**

No: **59%**

Unsure: **20%**

What was said:

“ I didn't feel like 2K valued my input as a tester. ”

“ I would only recommend it if someone really wanted to test for 2K. ”

“ I'm hesitant to share the link, it's just a single form! ”

“ Right now, it's a weak experience that I wouldn't share with others. ”

“ Other studios have better systems for playtesting. ”

“ I love 2K's games, but the playtest site doesn't do them justice. ”

“ The current setup doesn't inspire confidence or excitement. ”

“ Right now, it's a weak experience that I wouldn't share with others. ”

“ If it were updated with better features, I'd recommend it. ”



**What challenges did you face
when using the current site?**

What challenges did you face when using the current site?



Responses

“ I had no idea what to do after submitting the form. ”

“ I kept wondering if I was missing something, there's so little information. ”

“ The site looks generic and uninspiring for gamers. ”

“ It's hard to trust a site with no transparency about what happens next. ”

“ The design is bland and doesn't look like a gaming site. ”

“ Why isn't there any login or profile system to track my activity? ”

“ It feels more like a support ticket system than a playtest site. ”

“ There's no way to know if you're selected for a test or not. ”

“ I expected an FAQ or some guidance for first-time testers. ”



Would you prefer a comprehensive site with more features?

Would you prefer a comprehensive site with more features?



Responses

Yes: **92%**

No: **3%**

Unsure: **5%**

What was said:

“A hub would make it feel more professional and exciting.”

“A hub would be the perfect way to showcase 2K’s commitment to the gaming community.”

“It’d be great to have all the playtest details in one place.”

“I want to see upcoming tests, my history, and updates in one spot.”

“A proper hub would make me feel like part of a community.”

“I’d be more likely to participate if it felt organized and engaging.”

“A dedicated hub could add credibility to the process.”

“If there’s no hub, it feels like 2K isn’t taking testers seriously.”

“Other companies have great testing portals, 2K should, too.”



**What features would you like
to see in a Playtest Hub?**

What features would you like to see in a Playtest Hub?



Responses

“Give us a way to see upcoming games and register easily.”

“It'd be awesome to chat with other testers in a forum or community section.”

“We should get rewards for our time, like skins or game credits.”

“A profile system would make me feel more connected to the process.”

“Notifications would help me stay on top of playtest schedules.”

“I want to see the status of my feedback, was it reviewed or ignored?”

“Please make it easy to track everything I've participated in!”

“Testing games should feel fun, not like filling out a government form.”

“A proper FAQ section would answer so many of my questions.”



Insights and opportunities



Findings

The survey highlighted several areas where the current playtesting site underperformed. Users expressed significant dissatisfaction with the one-page design and limited functionality of the existing platform. The findings are summarized below:

1. Limited Engagement

- **71%** of respondents found the site unengaging, with several describing it as “barebones” and “uninspiring.”
- Many users reported they were unaware of ongoing playtests due to insufficient notifications or updates.

2. Navigation Challenges

- **69%** stated it was difficult to locate the playtesting page on the main 2K site, with most users mentioning that it felt “hidden” or “not prominent enough.”
- Feedback included requests for better integration with the main site to make playtesting opportunities easier to find.

3. Lack of Features

- Over **80%** of respondents felt the current site lacked essential features, such as the ability to view active or upcoming playtests, track participation history, or receive direct feedback from developers.
- One user noted, “It feels like a dead-end page, there’s no sense of community or interactivity.”



Findings (continued)

4. Poor User Interface (UI)

- **65%** of users rated the site's interface as outdated or unattractive, with comments like "The design doesn't reflect 2K's standards or reputation."
- Respondents also highlighted issues with mobile responsiveness and accessibility.

5. Limited Communication

- Users felt there was inadequate communication about playtesting updates, with some stating that they relied on external forums or fan pages for information.

6. Missed Opportunity for Community Building

- **72%** expressed interest in forums, discussion boards, or a hub where testers could share experiences, report bugs, and connect with others.

Insights and opportunities



Pain Points

Based on the findings, the following pain points were identified:

1. Discoverability Issues

The playtesting page was hard to find, leading to frustration and low participation rates.

2. Lack of Dynamic Features:

The absence of key features like notifications, test tracking, or interactive elements left users disengaged.

3. Unappealing UI and Poor Accessibility

An outdated interface and limited responsiveness made the site feel out of step with user expectations.

4. Fragmented Communication

Users relied on external platforms for updates, highlighting a gap in direct communication from 2K Games.

5. Absence of Community Tools

The site lacked collaborative tools, which users felt would enhance their overall experience and sense of connection to the 2K brand.

Insights and opportunities



Suggestions

To address these issues and create a more engaging and effective playtesting experience, users suggested the following:

1. Dedicated Playtest Hub

Develop a centralized Playtest Hub with clear navigation, making it a standout feature on the 2K site.

2. Improved Communication

Implement automated email or SMS notifications for upcoming playtests and test results.

3. Feature-Rich Dashboard

- Introduce tools to track participation history and receive feedback from developers.
- Add a calendar for upcoming playtests and a progress tracker.

4. Community and Collaboration Features

- Include forums or chat features where users can interact with other testers.
- Allow testers to report bugs or suggestions directly within the hub.

Insights and opportunities



Suggestions (continued)

5. Modern, Accessible Design

- Redesign the UI to align with 2K's branding and improve mobile responsiveness.
- Ensure the platform meets accessibility standards, such as screen reader compatibility and keyboard navigation.

6. Enhanced User Profiles

- Allow users to personalize their profiles and view their testing stats, badges, or rewards for participation.

7. Incentivized Engagement

- Add gamification elements like leaderboards or exclusive in-game rewards for frequent testers.

By addressing these suggestions, 2K Games can build a robust Playtest Hub that not only improves user satisfaction but also strengthens engagement and loyalty within the gaming community.