GALORANTS

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CONTEXT

WHAT IS VALORANT?

Valorant is an online free-to-play game developed and published by Riot Games for Microsoft Windows. Because of the 5v5 multiplayer first-person shooter (FPS) structure where one team attacks and the other defends, **players must work together with four other teammates** in order to achieve victory.

But due to majority of the toxic male player base, **women often avoid playing by themselves** as it is common to experience sexism and harassment from strangers.

CONTEXT

THE PROBLEM

There is rooted sexism in video game culture that links to why gaming spaces are considered male-dominated.

Research shows that suggested that a lack of social support and harassment frequently led to female gamers playing alone, playing anonymously, and moving groups regularly. This has resulted in **lack of female representation within gaming**.
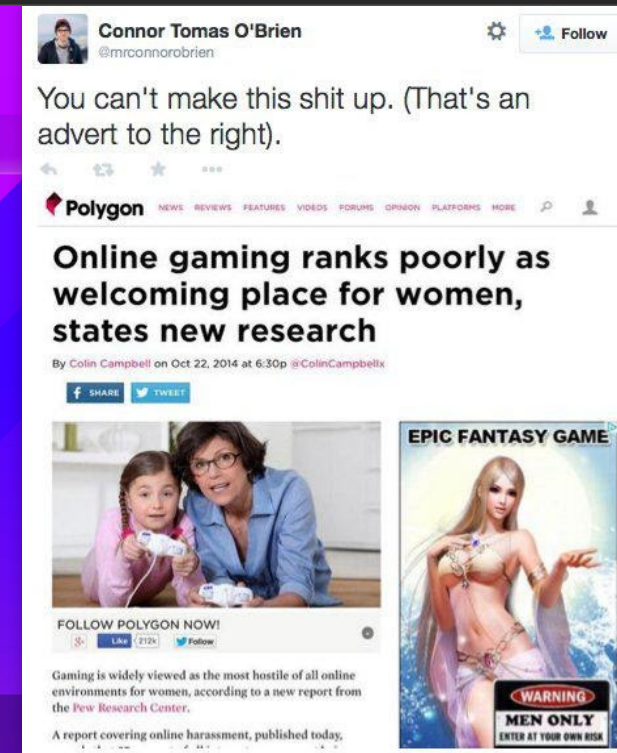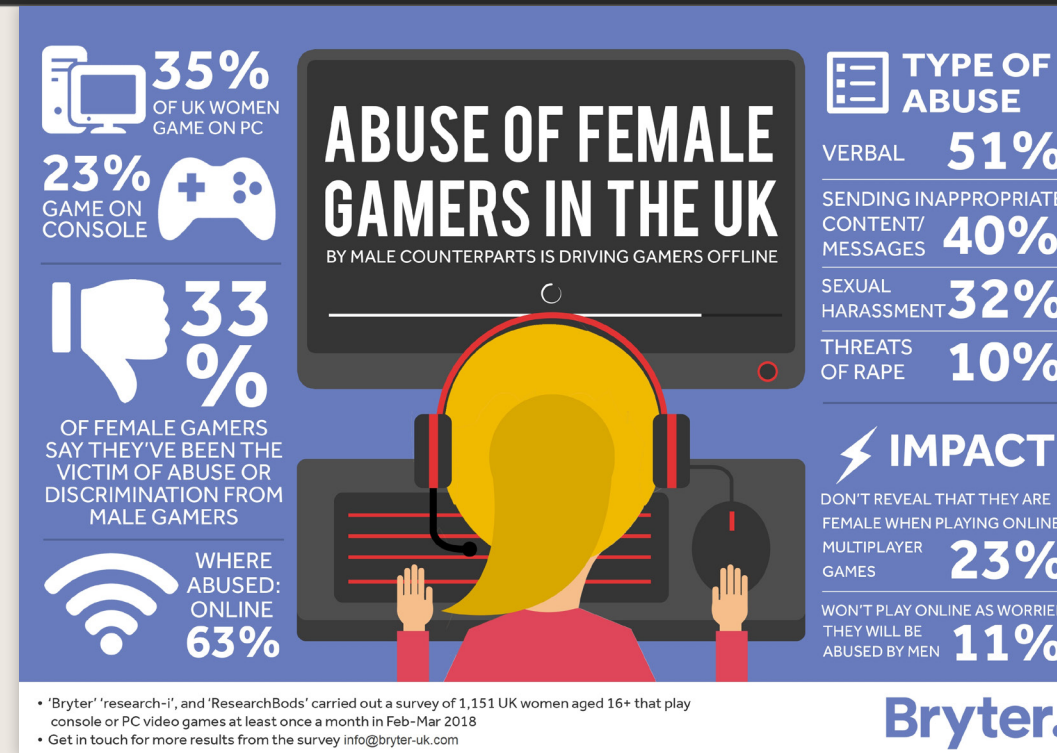
Female Gamers' Experience of Online Harassment and Social Support in Online Gaming: A Qualitative Study by Lavinia McLean & Mark D. Griffiths

The Effects of Video Games on Sexism Attitudes in Males by Tony Deskins

Sexism in Online Video Games: The role of conformity to masculine norms and social dominance orientation by Jesse Fox and Wai Yen Tang

RATIONALE

THE SOLUTION

To combat the harassment and lack of social support that women face for playing Valorant, **Galorants** is a mobile app for players who identify as female to find other girls to enjoy playing the game with.

Users can fill out preferences such as their favorite agents, game modes, communication and playstyle for better matchmaking.

RESEARCH

SURVEY

To better understand my target audience, I conducted a survey asking respondents to explain their negative experiences playing Valorant as a girl, as well as if there are any features they'd like to see in a mobile girls Valorant app.

I sent out this survey to the existing Galorants Discord community and received seven responses. Common concerns were how even having a "feminine" username can result in being cyberbullied, as well as creating a verification process to avoid troll accounts.

Google Forms

DISCORD

Have you encountered any negative experiences playing Valorant as a girl? If so, please explain.

4 responses

not really, i rather not talking so i don't get harassed

I don't normally talk due to fear of toxicity, but occasionally I have talked and gotten comments such as "this is why girls shouldn't play video games."
I've also seen people with feminine names get harassed in-game (mine is neutral)

yes I have many people mean cause they realize i am a girl

Yes, toxic players of various kind: misogynists, rascists, transphobes, homophobes,etc.

What features would you like to see in a mobile application meant to help women have a better Valorant experience?

3 responses

you should make something that assures u that the user is a girl, boys can be dumb.

I think it's very important that there's some sort of verification process. I'd like to see something that allowed you to connect with people in the same region/rank. (I really love everything the Galorants discord has, so any of those features would be great)

Reporting feature with feedback.

RESEARCH

Tell us about yourself.

VALORANT USERNAME

Aurora #707

REGION

📍 North America

CURRENT RANK

Silver 2

AGE

22

WHAT TIME OF THE DAY DO YOU USUALLY PLAY? (PST)

6:00PM - 11:30PM

WHAT IS YOUR PREFERRED METHOD OF COMMUNICATING IN-GAME?

VOICE CHAT   TEXT CHAT

WHAT KIND OF PLAYER ARE YOU?

Chill ——————— Rage

WHICH AGENT(S) DO YOU MAIN?

Killjoy

USER TESTING

Since a fundamental aspect of the application's design is the **matchmaking process**, I focused on understanding and organizing what types of questions and filters should be incorporated.

Thanks to the feedback of my classmates, I was able to identify three pain points from my initial mockup:
1. Finding a way to make the "chill/rage" scale for players less daunting
2. Establishing some sort of security system to verify the user is a girl
3. Making the amount of personal info to fill out less overwhelming

DESIGN SYSTEM

My goal was to capture the same clean, modern and fun aesthetic that Valorant has established through its website, marketing, and game itself.
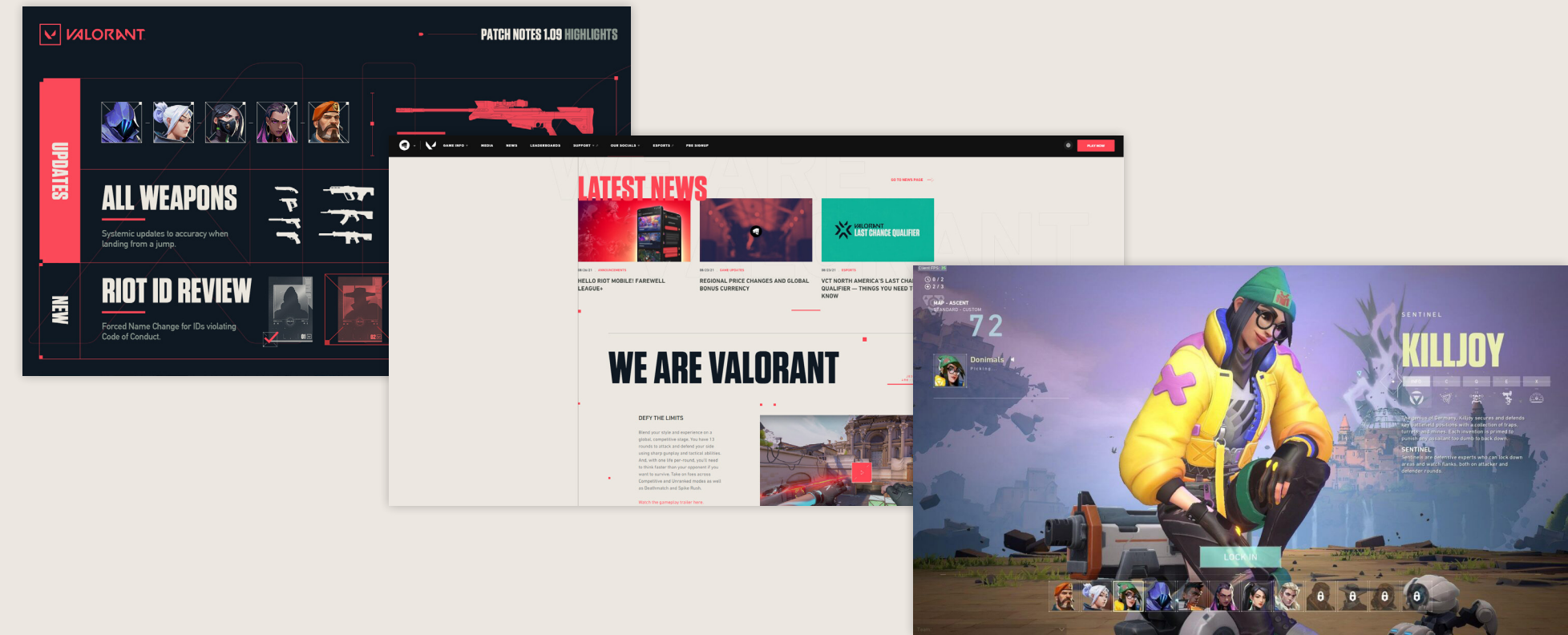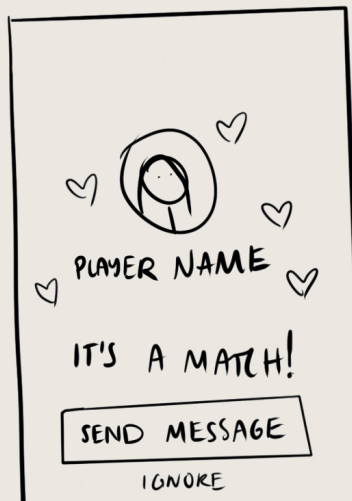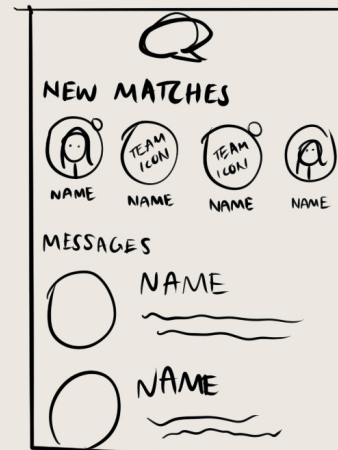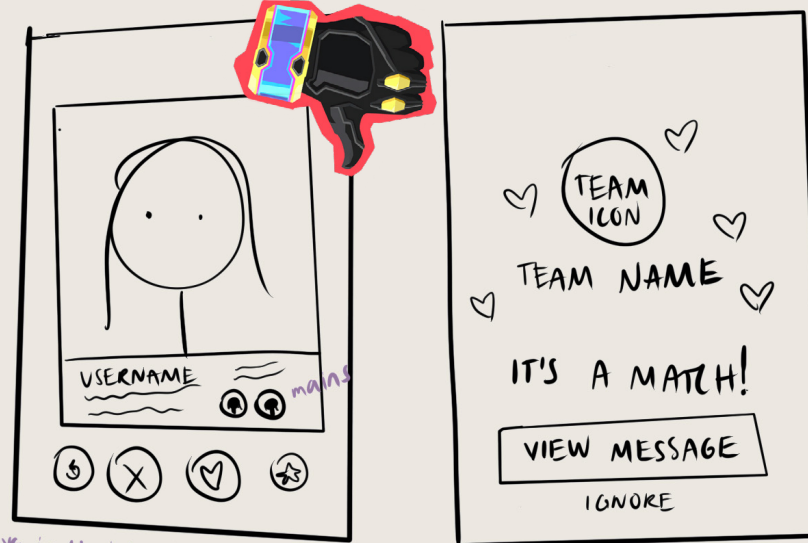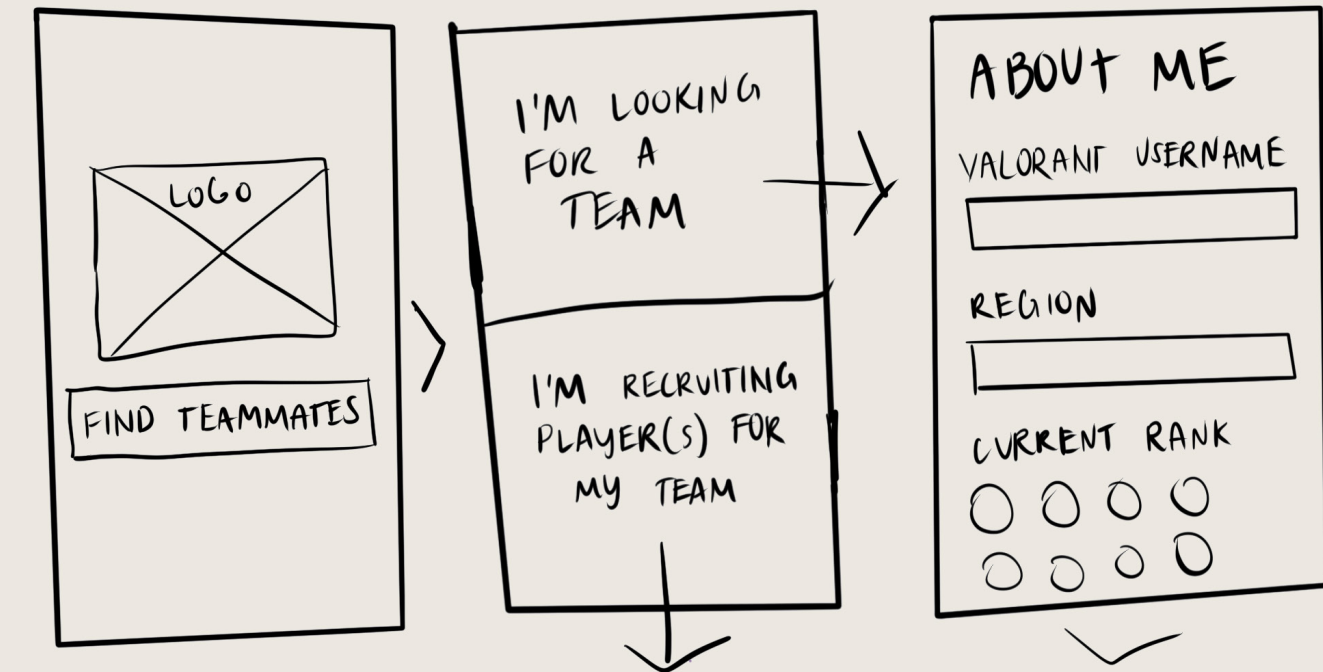
PROCESS

SKETCHES

While making the user's profile picture is effective for dating applications, I realized that this is not the same case for gaming.

After surveying Valorant friends about what would be the most important thing they'd look for when recruiting a teammate, the most common response was **their best agent(s) they can play.**

MATCHMAKING

USERNAME
mains

TEAM ICON
TEAM NAME
IT'S A MATCH!
VIEW MESSAGE
IGNORE

* individuals can meet other individuals to form a team

NEW MATCHES
NAME   TEAM ICON   TEAM ICON   NAME
NAME   NAME   NAME

MESSAGES
NAME
NAME

PLAYER NAME
IT'S A MATCH!
SEND MESSAGE
IGNORE

LOADING → SIGN UP → TEAM OR BY YOURSELF → ABOUT ME → MATCHES → CHAT

LOGO
FIND TEAMMATES

I'M LOOKING FOR A TEAM
I'M RECRUITING PLAYER(S) FOR MY TEAM

ABOUT ME
VALORANT USERNAME
REGION
CURRENT RANK

My goal was to create a more personalized experience for users, depending on if they are looking for a team or recruiting for their team.

TEAM NAME

TEAMMATES' USERNAMES

①

⊕ ← add new row

TEAM ICON

UPLOAD

*same questions but reworded to ask what players you're looking for

MY TOP AGENT(S)

PREFERRED GAME MODES

| UNRATED | COMPETITIVE |
| SPIKE RUSH | DEATHMATCH |

PREFERRED METHOD OF COMMUNICATION

| VOICE CHAT | TEXT CHAT |

WHAT KIND OF PLAYER ARE YOU?

CHILL ⊖ ———●——— RAGE ⊗

SKIP≫

PROFILE PIC

UPLOAD

BIO

SOCIAL MEDIA

○ ○ ○ ○

To bring the excitement of esports to the application, I wanted to give users the option to personalize their profile with a team name, icon, and preferences.

Similarly, individual players have the option to upload a profile pic, write a bio about themselves, and link their social media handles.

But since this information is not crucial to recruiting Valorant players, I left these features optional to fill out.
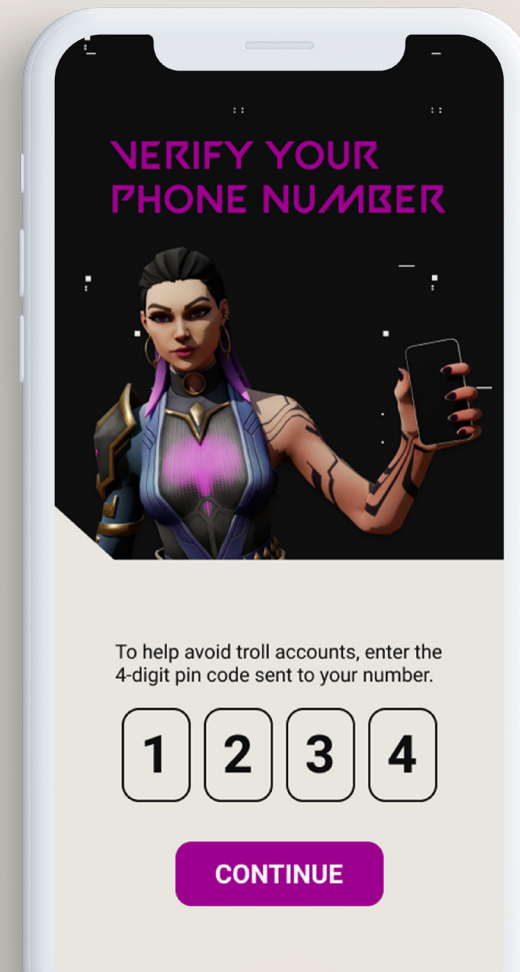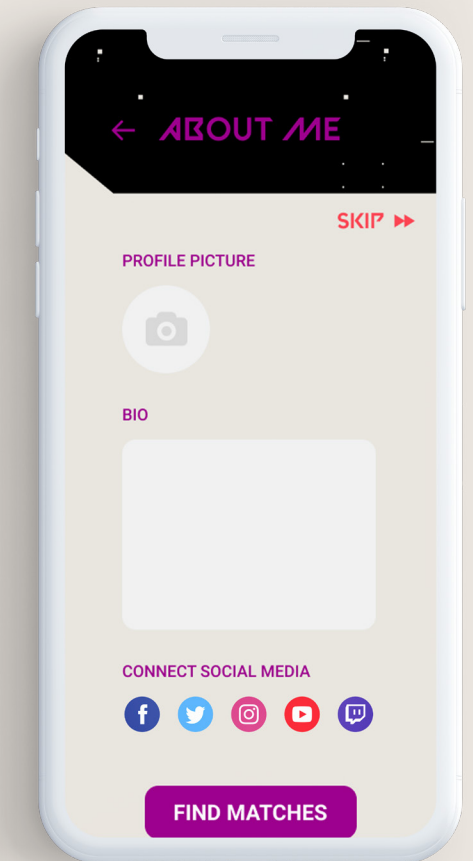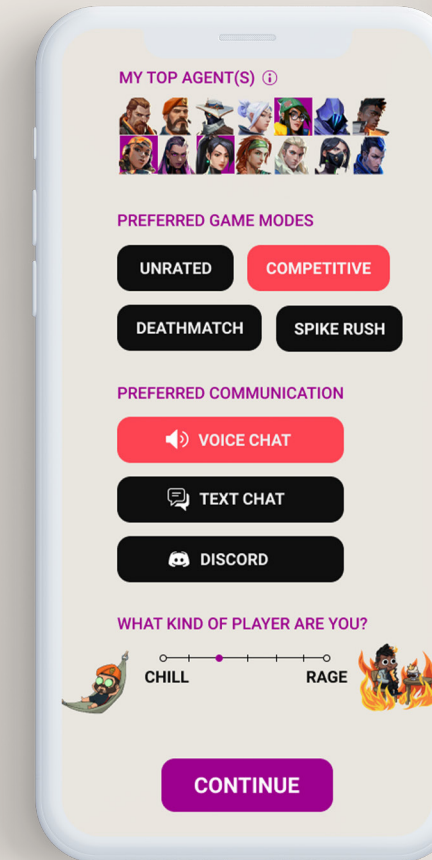
FINAL PRODUCT
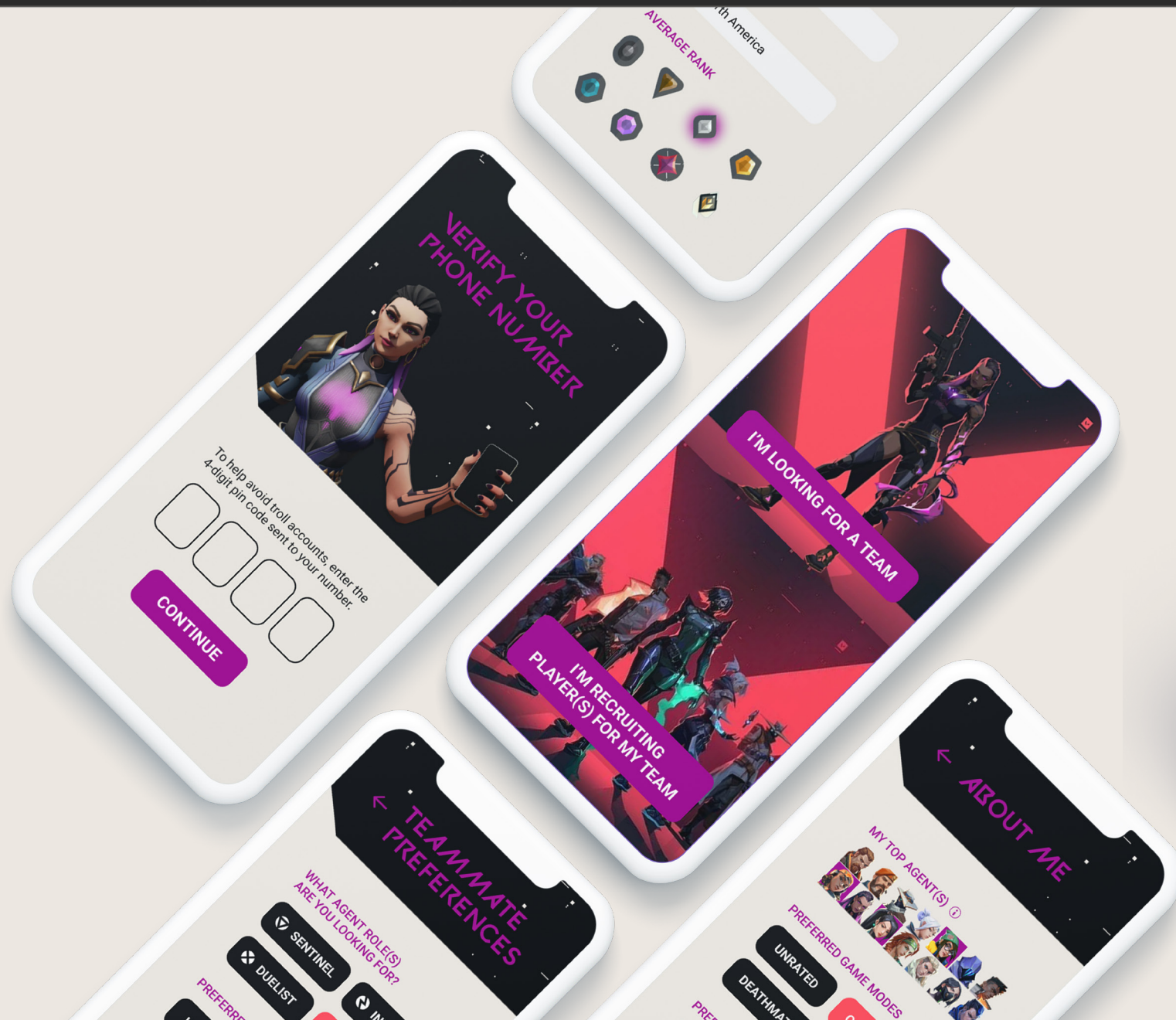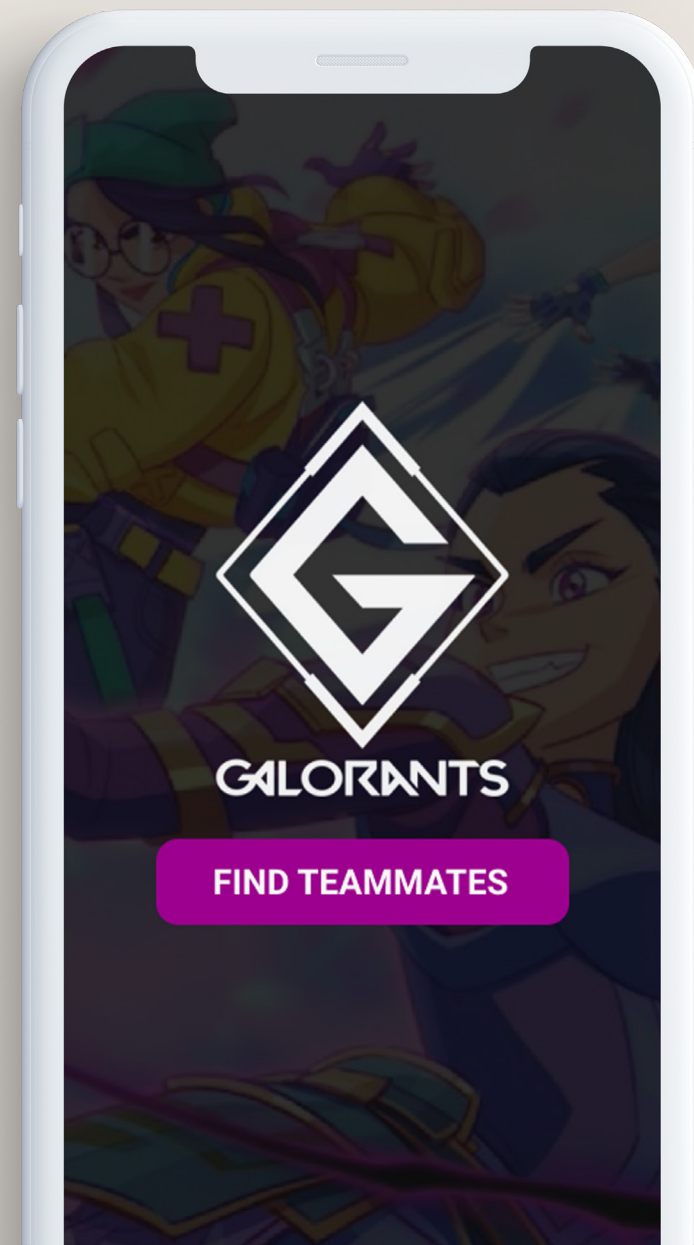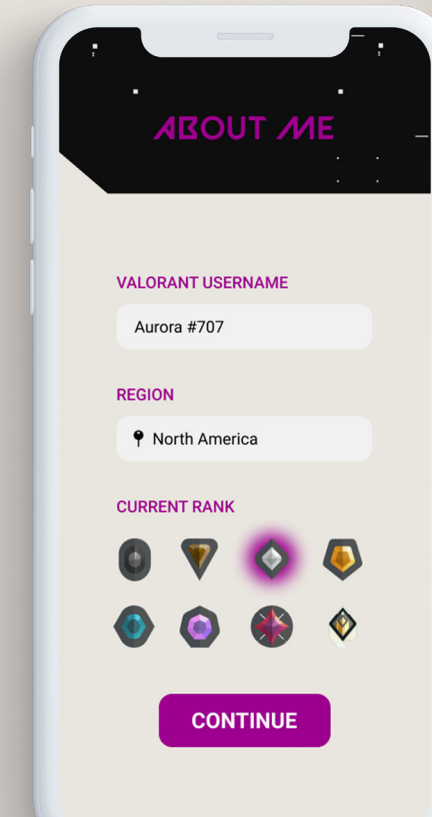
FINAL PRODUCT

FEATURES

To minimize trolls and spam accounts, I enabled phone number verification.

Note: In the future, I would love to implement better security to prove the user is not male!

Individual players' personal info screens include username, region, current rank, top agent(s), preferred game modes, preferred communication, and playstyle.

VERIFY YOUR PHONE NUMBER

To help avoid troll accounts, enter the 4-digit pin code sent to your number.

| 1 | 2 | 3 | 4 |

CONTINUE

ABOUT ME

VALORANT USERNAME
Aurora #707

REGION
📍 North America

CURRENT RANK

CONTINUE

ABOUT ME

MY TOP AGENT(S) ⓘ

PREFERRED GAME MODES
UNRATED   COMPETITIVE
DEATHMATCH   SPIKE RUSH

PREFERRED COMMUNICATION
🔊 VOICE CHAT
💬 TEXT CHAT
DISCORD

WHAT KIND OF PLAYER ARE YOU?
CHILL   RAGE

CONTINUE

← ABOUT ME
SKIP ▶▶

PROFILE PICTURE

BIO

CONNECT SOCIAL MEDIA

FIND MATCHES

FINAL PRODUCT

Teams' personal info screens include team name, Valorant usernames, region, and average rank.

The teammate preferences are used for better matchmaking with individual players.
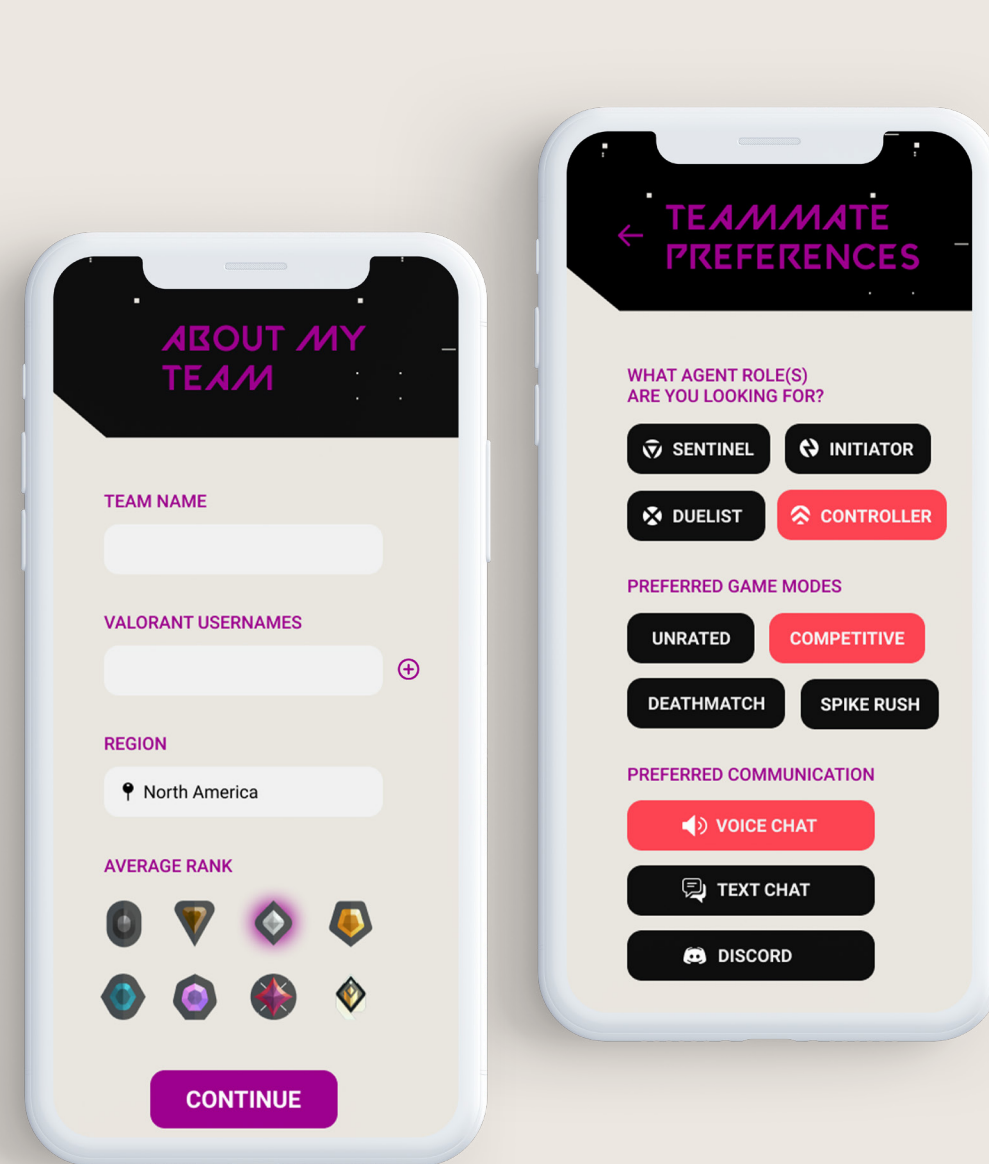
The matchmaking screen is designed so the player's profile picture and top three agents are displayed equally, along with the rest of their info.

THANK YOU!