



StatShot.gg

Rocket League Data Analytics

By Carter Hawks

Empathize

What are users struggling with?



StatShot.gg

Competitor Analysis

Competitor Analysis

ballchasing.com - Rocket League

Allows users to upload replays from Rocket League which get automatically analyzed, showing stats for players and teams. Can be shared.

Seems to be a hobbyist project, not for profit.

<https://ballchasing.com/player/steam/76561198014261410>

Tracker Network - VALORANT

Automatically displays stats collected for specific VALORANT players from matches they have played. Displays higher-level overview statistics, such as most played agents or map win percentage.

<https://tracker.gg/valorant/profile/riot/Stellaric%230001/overview>

op.gg - League of Legends

Displays per-match stats, overall statistics, and team statistics.

<https://www.op.gg/summoners/kr/YJYJYJYJYJYJY>

Tracker Network - R6

Displays per-match stats, overall statistics, and team statistics.

<https://r6.tracker.network/profile/pc/ooziiePAZ-Arial>

csgostats.gg - CSGO

Displays per-match stats, overall statistics, and team statistics. Displays stats about weapon usage and accuracy. Map win/loss, most played with users, and more.

<https://csgostats.gg/player/76561198014261410>

Demographic Research

Demographic Research

Because I will be making my website for a fictional game, I want to focus my demographic research towards users who would play similar competitive-style games in the genre.

There are not very much published stats that reveal demographic information, so assumptions will have to be made.

Ethnicity is very hard to assume/discover. There are people globally playing each of these games. For our purposes, we will assume our audience is English-speaking, and we will avoid any sort of "ethnic"-bias in any direction.

Demographic information has been collected from various sources, namely community-lead reddit surveys, which are definite to include a bias based on the portion of the game's userbase that visits reddit too.

VALORANT

Gender: 80% male, 15% female, 5% NB
Age: 13-40, with most between 17-25

Overwatch

Gender: 83% male, 15% female, 2% other
Age: 20% 12-17, 50% 18-24, 26% 25-34

Rocket League

Gender: 90% male, 10% female
Age: 46% 18-24, 23% 25-29, 15% 12-17, 10.5% 30-34, 4% 35+
Platform: 80% PC, 12% PS4, 8% Xbox

CS:GO

Gender: 78% male, 20% female
Age: 50% 19-34, average age 27

The above statistics should only be used as very rough estimates, and should be taken with a grain of salt, as most were community-collected and self-reported.

Demographic Conclusions:

Our audience will be heavily skewing towards male, and primarily focused on the late teens to early 20s for age. Because the product is an analysis tool, I believe it should not be opinionated on who is "allowed" to use it, and should be made accessible to a wide variety of ages and personal identifications.

Users that would be utilizing our product would be individuals that take their growth and performance in the game seriously, and are interested in actively and consciously improving. Purely casual, one-in-a-while players are unlikely to find value out of the product.

Another important factor is that most competitive gamers will be likely playing on PC, as they will have the best conditions for winning on PC. Therefore, our product will focus on PC players on our made up game. Furthermore, the best platform for our product will likely be a website.

User Personas

User Personas

Mike - Persona 1

Age: 20

Gender: Male

Occupation: Student

Mike is a college student who is studying ITS. They have been playing video games for most of their life, and they play on PC. They are a very competitive person, actively trying to improve their own skills and performance.

They are an active player of GAME, logging close to 20 hours per week of gameplay. They are getting close to the top rank in the game, but is looking for some sort of push to help progress higher.

Jo - Persona 2

Age: 22

Gender: Female

Occupation: Graphic Designer

Jo is a recent college graduate who is working full-time, but streams in her free time. She works as a graphic designer during the day, but makes some side income from her video game streaming hobby.

She is around the median rank in GAME. Her mindset towards GAME is a mixture of a competitive and casual mindset, focusing more on having fun with her friends rather than trying to be the absolute best.

Philip - Anti-Persona 1

Age: 12

Gender: Male

Occupation: Student

Philip is a primary school student who just got GAME after getting an A on a test. He is very new to the game, and has a very shallow understanding of it. Philip plays GAME on his Xbox, and only has an hour to play each day.

Philip would likely not be the target audience for our product, as he is not (yet) serious enough about improvement beyond the basics of the game, and does not fit the constraints of usage (gameplay platform, putting hours of gameplay in).

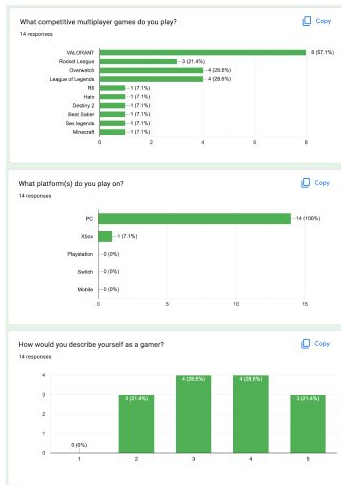
Moving Forward

- wireframes
- constraints/requirements
- interview esports people
- redesign/rebranding of existing sites
- gather what other sites are doing poorly/well
- cut anti-persona(?)

Survey

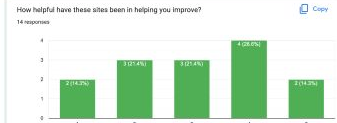
Survey Raw Responses

Demographics



What are analytics / tracker sites or resources that you have used before?

Rétracker and Val tracker and Blitz
 Tracker.gg, blitz.gg
 tracker.gg, official game websites ex halo waypoint
 valorant tracker
 op.gg, tracker.gg
 warmind.io, destinytrialsreport.com, raid/report, light.gg
 For League: lolalytics.com, u.gg, op.gg
 For Valorant: tracker.gg/valorant
 Overwatch League
 professor, mobalytics
 Valorant Tracker
 OP.GG, u.gg, mobalytics, tracker.gg/val and i)
 scoresaber.com, beatsavior, & scoresaber.ballballo.xyz/peepee
 ballchasing rétracker apestracker
 25karma.xyz



Are there any games missing analytics tools that you would be interested in?

N/A
 Call of duty
 mmm favorite spray
 With raid/report record specific encounters cleared, with warmind.io track leavers & timestamp the match
 As a fighting game player, I think stats for those would be cool to see but it might be difficult to implement due to some interactions being hard to judge and hard to put a concrete stat on
 I don't believe csgo has a good tracker, not that I play it that much but more so just to see all my stats from the past.
 Clash of clans baby
 Yes

General Product

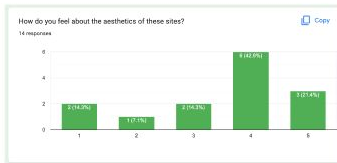
What are your favorite features on these sites?

Detail view of my team and my opponents, looking at my progress or decline over time in certain stats
 Ranks agents/maps/weapons based on different categories such as hours played, ACS, K/D, etc. Also tracks stats and improvement.
 Match Performance, General Stats, Graphs
 overall winrate
 statistics
 Most played/recent loadout, past performance history, top weapons of the week
 Favorite feature for each site
 Lolalytics for looking up champions / characters; Easy top of the page buttons.
 Another button that's also at the top filters per role, allowing you to see stats for that champion in that specific role
 u.gg and op.gg profile: Quickly see a persons match history, current rank, and champion stats
 tracker.gg/valorant: tabs for specific info eg. matches, agents, maps, weapons
 Houston Outlaws
 I like the stats it gives on teammates
 Seeing my rank
 Stats, I just like looking at my stats, mobalytics and u.gg will help you with guides for league and what items to buy on champions, but I mainly just like to look at stats.
 Shows map score and accompanying details like combo and missed blocks
 Seeing replays and my own stats
 I can figure out if cheater

What are complaints you have about these sites?

N/A
 They seems to black out my pc for a couple seconds when launching, or completely remove sound for a couple seconds upon launch
 annoying overlays
 unorganized and messy.
 Ads can be distracting without ad blocker, not uniform between devices (pc, mobile)
 lolalytics: none
 u.gg and op.gg (since they're functionally the same): none, just that imo, u.gg looks better than op.gg
 tracker.gg/valorant: I don't actually use it that often since im more on the casual side for it but I dislike the banner at the very top of the page, it takes up about 1/3 of the screen making you scroll down to see the stats
 the pop ups can be annoying
 Ads
 None
 Ability to view a replay is only available ingame and downloading maps from the site is a bit tedious
 sometimes too simplified :) I love me my stats and want more
 they only show the basic stats

Aesthetics / Visuals



What do you like about the aesthetics/visuals?

Very clear and concise
 They present the data in an easy to read format.
 Clean and readable
 not much of it
 They prioritize information over graphics, if graphics are used they accurately depict the gear, default is dark theme, hovering over images give more info (pc only)
 The color coding and the grouping of information
 Simplistic
 I like the little green tags
 OP is simple and easy to read. U.gg follows a similar pattern but is more smooth and dark colors. Val tracker is dark and has the tabs I want for analytics so all do a great job showing what I want.
 It's modern and simple
 Ballchasing is clean, the trackers are alright nothing special
 Minecraft Font

How could the aesthetics be improved?

N/A
 just more options of aesthetic and color palettes
 less grey and red
 How it is visually presented to the user
 Clearly divided and grouped areas, also more readable font size, staring at small words or numbers can be straining on the eyes
 more colorful in game
 Maybe just some hard edges to really define different sections, but OP had that then just went to rounded corners and still looks good.
 There could be more ability to customize likeosu has with their pages
 Make the layout appealing to the eye and very obvious where to get stuff from

Miscellaneous

Do you have anything else to add?

N/A
 be good to not have an ugly gamer site
 there is an idea that might be interesting but not sure how difficult it would be to implement.
 kind of like a "simple" and "detailed" mode, where the overview and summary of a few certain stats is shown on the "simple" screen and the "detailed" screen shows a more in depth breakdown of what they mean and other information
 stellar: beat saber when
 yes it's
 No

If you are open to being contacted for elaboration on your answers, please

leave either your Discord or email.

Textnom#6301
 @camy#8215
 Symar#2168
 Voyd#8273
 EnjuXD#8265
 MeganSetH#6177
 Kludgy#3379
 vbob100#0001
 owesticle

Define

What is the goal of the project?



StatShot.gg

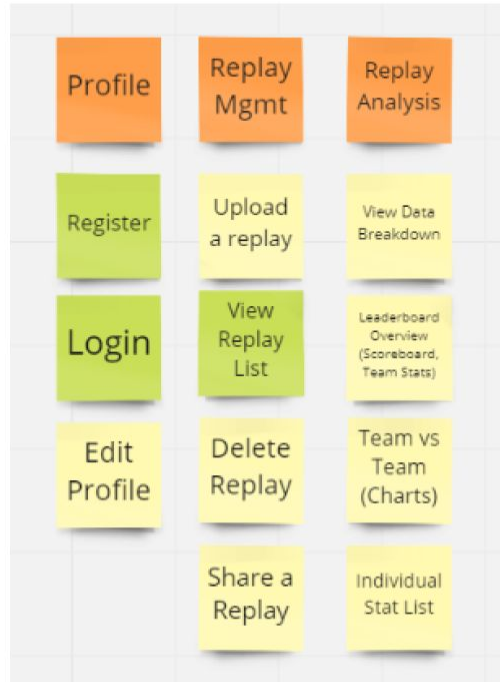
The Goal

The goal of the project is to create a digital experience to help Rocket League players **improve their skill level**.

Production Schedule

Carter Hawks — Senior Seminar Capstone Project — Production Schedule			
Date	Week	Stage	Item
08/26	1	Research	Introduction
09/02	2	Research	Due: Assignment 1, Class Presentations
09/09	3	Research	Assignment 1 Class Presentations
09/16	4	Research	Demographic research and competitor analysis
			Due: Production Schedule
09/23	5	Research	User persona(s) development
09/30	6	Research	Branding kit & visual style guide / moodboard
10/07	7	Design	Low-fidelity wireframes / storyboard user flow
10/07	7	Design	-> User requirements exploration
10/14	8	Design	Website Design & Development
			Due: Preliminary Site Design
10/21	9	Design	High-fidelity designs (begin)
10/28	10	Design	High-fidelity designs (continue)
			Due: Artist Statement
11/4	11	Design	High-fidelity designs (finalize)
11/11	12	Design	Figma UX prototypes
11/18	13	Deliver	App demo video
11/18	13	Deliver	Website Design & Development
12/2	14	Deliver	Website Design & Development
			Due: Website Presentation
			Due: Final Deliverable
12/8	15	Deliver	Final paper draft & revisions
			Due: Final Paper
*Dates have been added to my personal Google Calendar to assist in tracking			

Storymap



Ideate

What ideas do I have?



StatShot.gg

Brand Name

BRAND NAME

StatShot.gg

Stat

Focus on statistics and analytics
Focus on urgency/snappiness
→ "Give me the stats, stat!"

Shot

"shot" → name of stat in most games
→ Sports games = shot on goal
→ Shooter games = shot fired from firearm

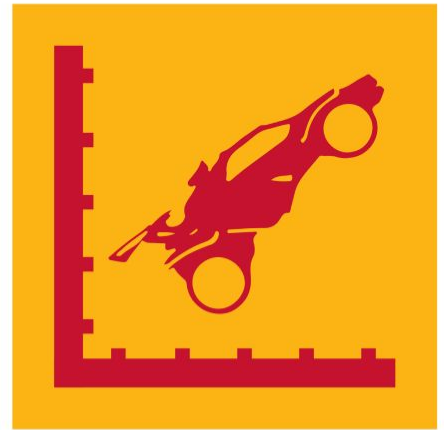
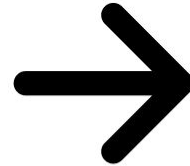
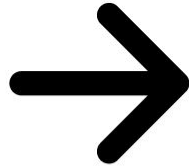
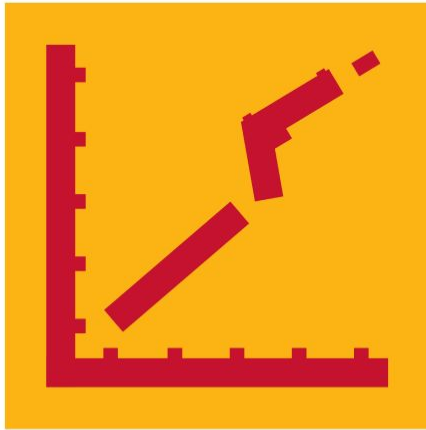
"shot" → snapshot of data at point in time, which is
the staple interaction of the site

.gg

".gg" Top Level Domain (TLD) → focus on gaming
space
→ "gg" in gaming community means good game, has
been standardized for usage among gaming
resources and community



Brand Logo



Wireframes

Replays

[Upload another replay](#)


Win/Loss	Score	Competitive rank	Timestamp
Players			
Replay actions: View, Delete, Download, Rename			
repeat below			

Replay - 9:15PM, Tuesday, September 22nd, 2022

[Replay actions: delete, rename, private/public, Download](#)


Win/Loss	Score	Timestamp
Players		
Replay actions: View, Delete		
repeat below		
Players: names, ranks (icons + mmr)		
Table of scores/points/demos/saves/shots		
graphs:		
stats: left/right bar graph comparison using above stats too boost used		

Upload Replays

 Processing replay 3 of 11...

Upload Replays

Choose a file or drag it here.



Prototype

How can I implement those ideas?



StatShot.gg

High-Fidelity Designs

Each screen is displayed individually in the following slides.



StatShot.gg

Power up your gameplay

Proven to increase your level of play, StatShot.gg leverages in-game analytics and statistics allowing you to get the inside scoop on how you're performing in your matches.

By analyzing your provided replays of your gameplay, StatShot.gg is able to collect useful data and present it to you in an easy-to-follow format.

Start using StatShot.gg **today** to get the edge on your opponents.

Start →





Register

Register →

Have an account? [Log in](#)



Sign in

[Forgot your password?](#)

Sign in →

Don't have an account? [Register](#)



Upload Replay

Choose a file or drag it here.





Upload Replay



Processing replay....



All Replays

6 Replays

Loss

Thursday, April 23, 4:56PM 4v4 Mode

Mathematx, Hydroplane_RL, Revanchist II, 8ASON8 vs Cash_Alam07, Bear5034, nxove, SanorozDylangel

Win

Thursday, April 23, 4:33PM 2v2 Mode

8ASON8, ydizzle vs Yoceity, Ipsy Dipsy

Loss

Thursday, April 23, 4:23PM 2v2 Mode

8ASON8, joseduccion vs Reverend Joshua, Fitbot174

Win

Wednesday, April 22, 11:30AM 2v2 Mode

8ASON8, ydizzle vs Yoceity, Ipsy Dipsy

Win

Wednesday, April 22, 11:17AM 2v2 Mode

8ASON8, joseduccion vs Reverend Joshua, Fitbot174

Loss

Tuesday, April 21, 10:34PM 2v2 Mode

8ASON8, ydizzle vs Yoceity, Ipsy Dipsy



[← Back](#)

4v4 Mode

Thursday, April 23rd, 4:56PM**Leaderboard**

Team Blue					Winner
Player	Score	Goals	Assists	Saves	Shots
Mathematx	277	0	0	2	1
Hydroplane_RL	234	1	0	0	2
Revanchist II	199	0	0	2	1
8ASON8	98	0	0	1	1

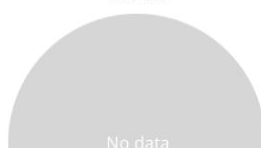
Team Red					Loser
Player	Score	Goals	Assists	Saves	Shots
Cash_Alam07	257	0	0	2	0
Bear5034	136	0	0	1	2
nxove	120	0	0	0	3
SanorozDylangel	118	0	0	0	0

Team vs Team

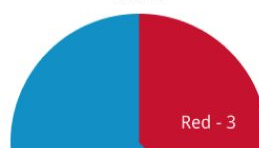
Goals



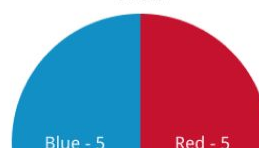
Assists



Saves

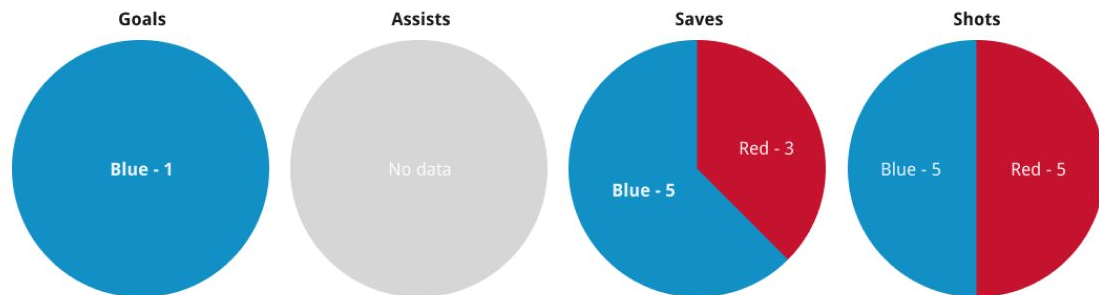


Shots



nxove	120	0	0	0	3
SanorozDylangel	118	0	0	0	0

Team vs Team

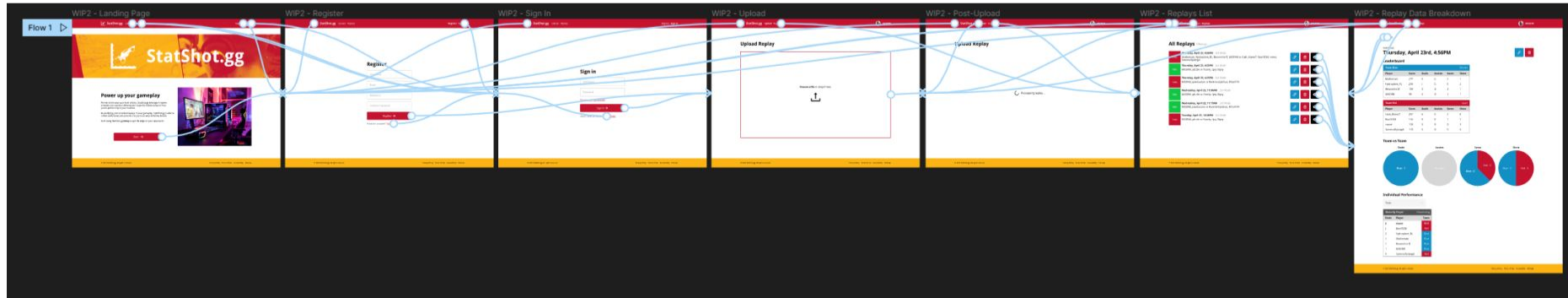


Individual Performance

Shots

Shots By Player		Descending
Shots	Player	Team
3	nxove	Red
2	Bear5034	Red
2	Hydroplane_RL	Blue
1	Mathematx	Blue
1	Revanchist II	Blue
1	8ASON8	Blue
0	SanorozDylangel	Red

Figma Prototype



The clickable-prototype can be accessed by navigating to <http://design.stellaric.pw/capstone>.

Prototype

Thank you!

By: Carter Hawks



StatShot.gg