



Understanding and Improving the Metabloqs Event Module:

Alleviating Navigation Challenges and Streamlining User Journeys for Metabloqs users unfamiliar with Gaming and Crypto.

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Introduction

Metaverse is essentially a virtual world where users can interact with a computer-generated environment and other users in real-time.

Metabloqs is essentially a *metaverse*, a digital virtual space inspired by the real world where users can have professional meetings, events, can network, and have real-world experiences in Meta Paris, Meta Games, and Meta Lands.

Project Focus, Company Goals, Research Question and Hypothesis

This project focuses on Metabloqs' *Event Module*, where hosts create and manage events and connections, and it's *Metaverse Environment*, where guests enter the metaverse environment to attend events and create connections. Metabloqs' goal for Event Module were to expand market reach by hosting virtual events, Increase user engagement and participation in virtual events, Build a community and social connections.

Research Question: How can the user journey of Metabloqs be optimised for individuals unfamiliar with gaming and cryptocurrencies to enhance adoption and engagement?

Hypothesis: Users unfamiliar with gaming and cryptocurrencies experience *navigational challenges* and *cognitive load* while interacting with the Metabloqs platform, which can be alleviated by *improving user interface design* and *providing targeted guidance*.

Research Methods

- 1 Heuristics Evaluation
- 2 Eye Tracking
- 3 Think Aloud Protocol
- 4 Usability Testing: A/B Comparison



Research Findings

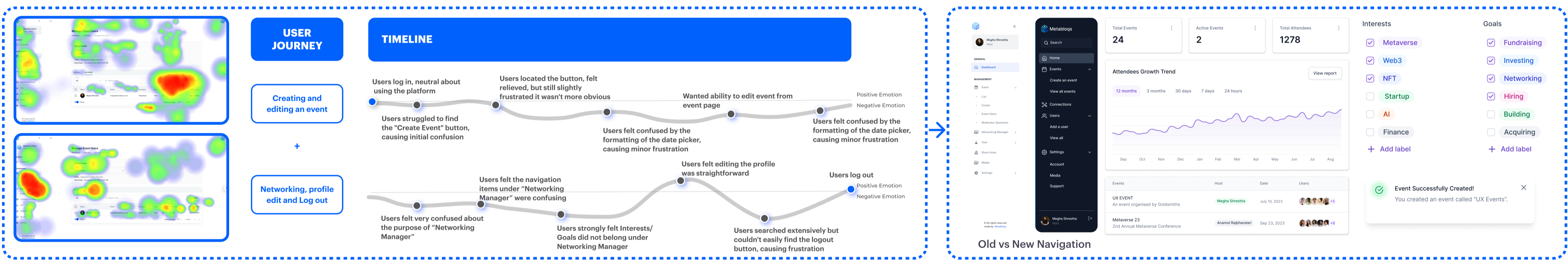
Event Module (Hosts): Navigational Challenges, Cognitive Load

- 1 Heuristics Evaluation
Uses non-intuitive interfaces and terms, mismatched feature set with unclear layout options.
- 2 Computer-Based Eye Tracking (Tobii Pro Fusion, 9 Tasks)
- 3 Think Aloud Protocol (8 Participants)
Participants struggled with navigation, unclear naming, lack of feedback indicators, and associating users/interests with events, especially in managing interests/goals and understanding user matching.

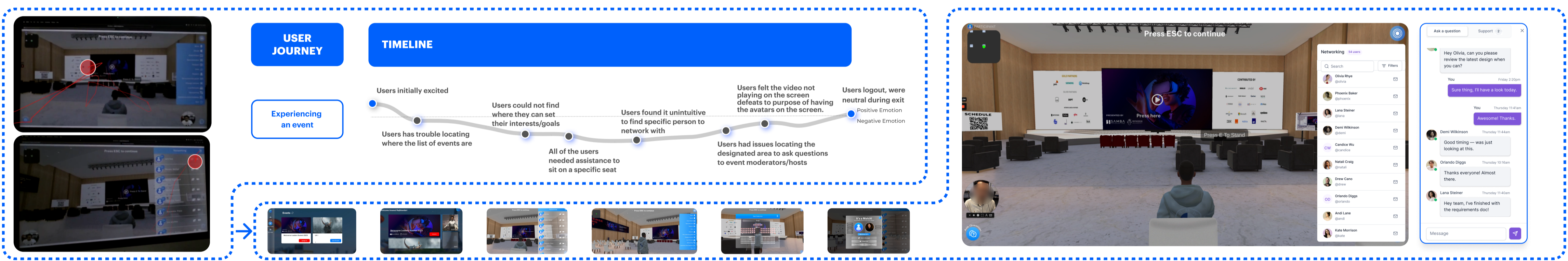
Metaverse Environment (Guests): Navigational Challenges, Cognitive Load

- 1 Heuristics Evaluation
Inconsistencies in navigation, mismatched system-world relations, limited search/connect functionality.
- 2 Eyegaze Glasses (Tobii Pro Glasses 3, 8 Tasks)
- 3 Think Aloud Protocol (8 Participants)
Participants faced challenges with event navigation, profile settings, seat selection, networking, interacting with moderators, and video playback, indicating areas for user experience improvement.

Events Module (Hosts): Heatmaps and User Journey from User Testing Sessions leading to Design Solutions



Metaverse Environment (Guests): Gaze Plots, User Journey from User Testing Sessions leading to Design Solutions



Usability Testing: A/B Comparison

4 Original websites were tested against a redesigned version. The data for the original site was averaged from 8 participants and 6 tasks were taken, while the redesigned site's data was obtained from a "Wizard of Oz" session with one of those participants.

Task 1 improved by 46.524%, Task 2 by 80.455%, Task 3 by 70.297%, Task 4 by 94.262%, Task 5 by 87.755% and Task 6 by 58.333%. The redesigned website performed 74.085% faster, indicating the new design significantly enhanced efficiency.

Conclusion: Streamlined User Journey of Event Module and Metaverse Environment

In examining the Metabloqs' Event Module and Metaverse Environment, the research aimed to streamline the user journey for those unfamiliar with gaming and cryptocurrencies.

The hypothesis, suggesting navigational and cognitive challenges for these users, was supported by findings from heuristic evaluations, eye tracking, and think-aloud protocols, as well as the usability testing conducted after design. These revealed issues in navigation, interface design, and task efficiency. However, a redesigned website demonstrated a significant improvement in task completion speeds, affirming the potential for enhanced user experience through targeted design interventions.

These results are beneficial for Metabloqs in achieving the aforementioned company goals for usability and growth of the platform.

