ROBLOX

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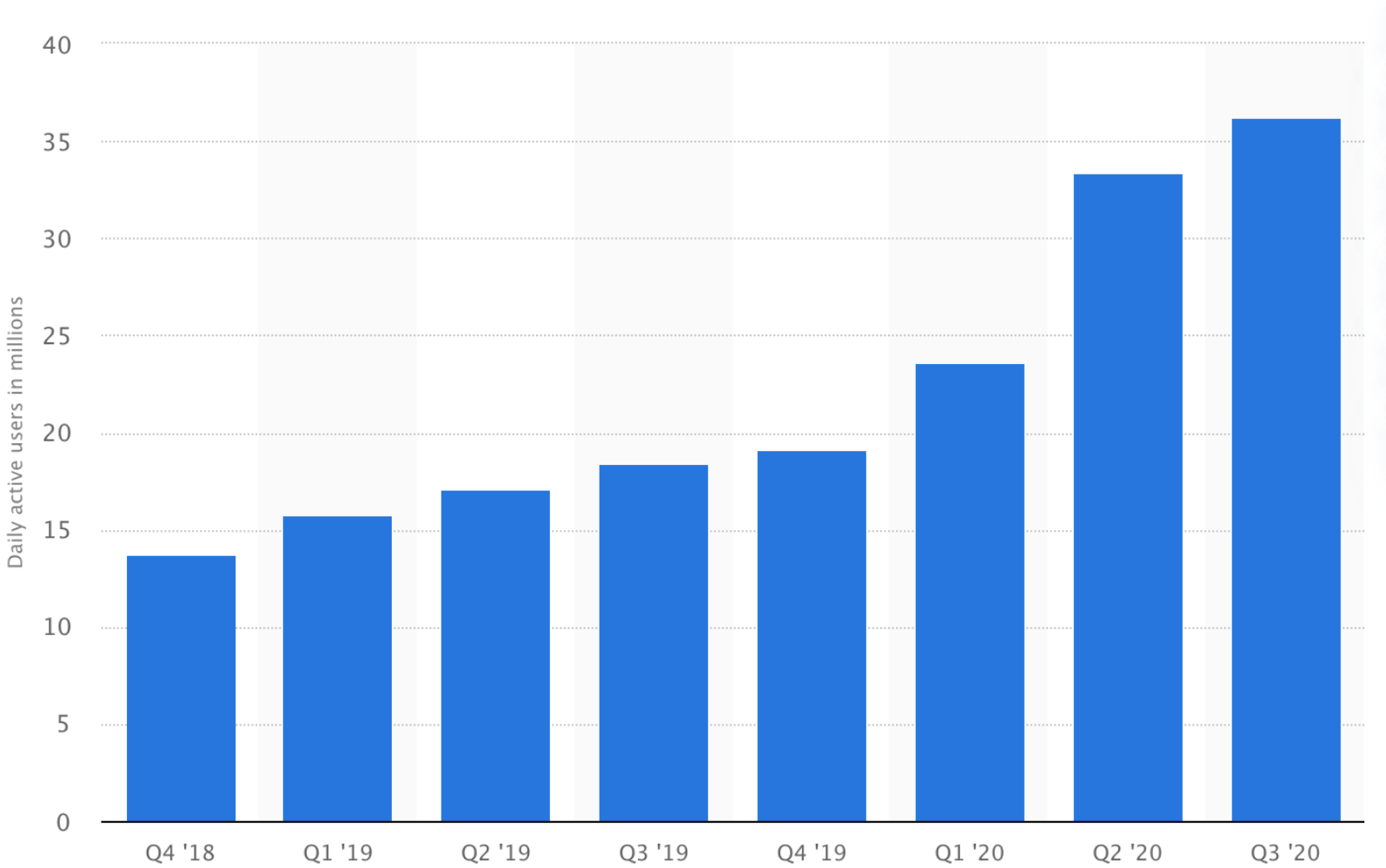
ABOUT

ROBLOX

ROBLOX

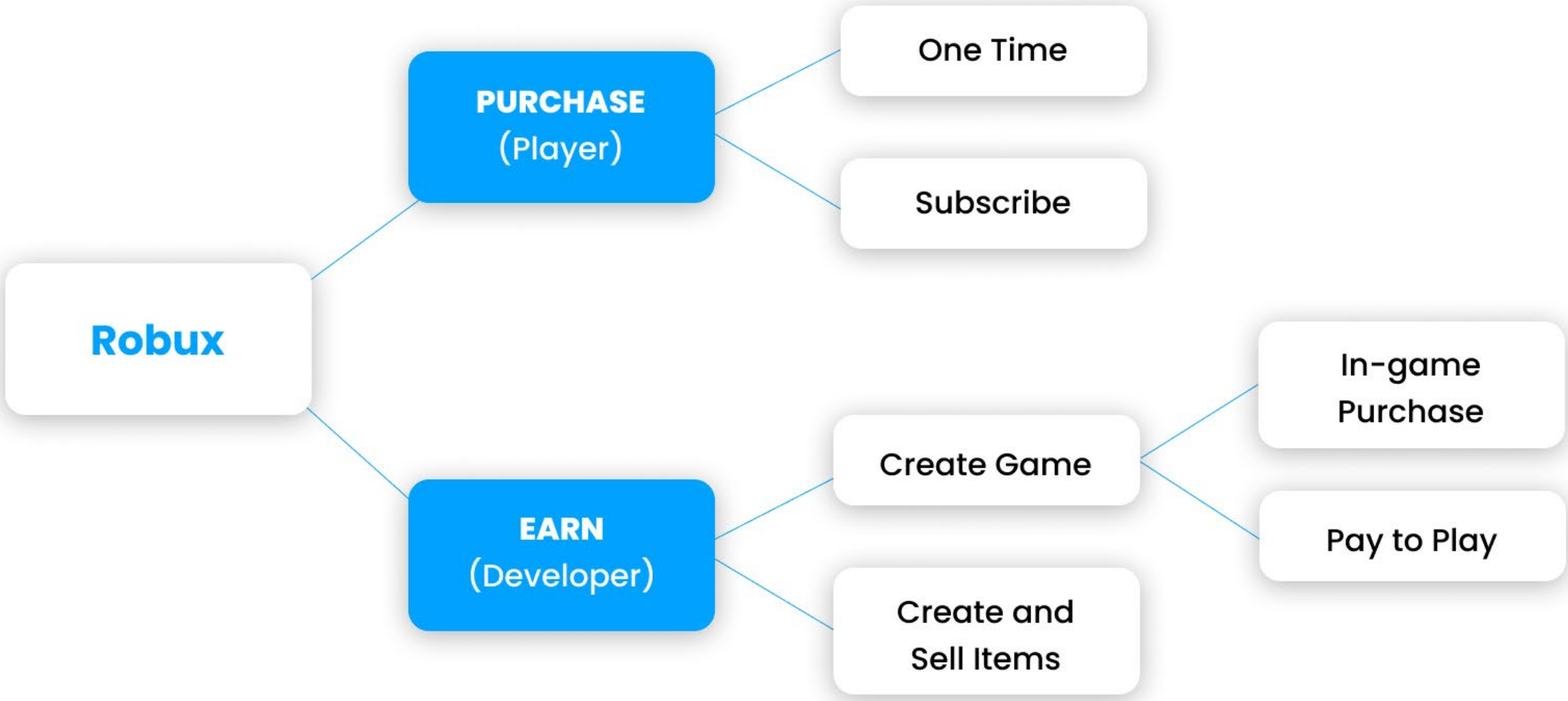
Roblox is an online game platform and game creation system that allows users to program games and play games created by other users.

Roblox is free-to-play, with in-game purchases available through a virtual currency called "**Robux**"

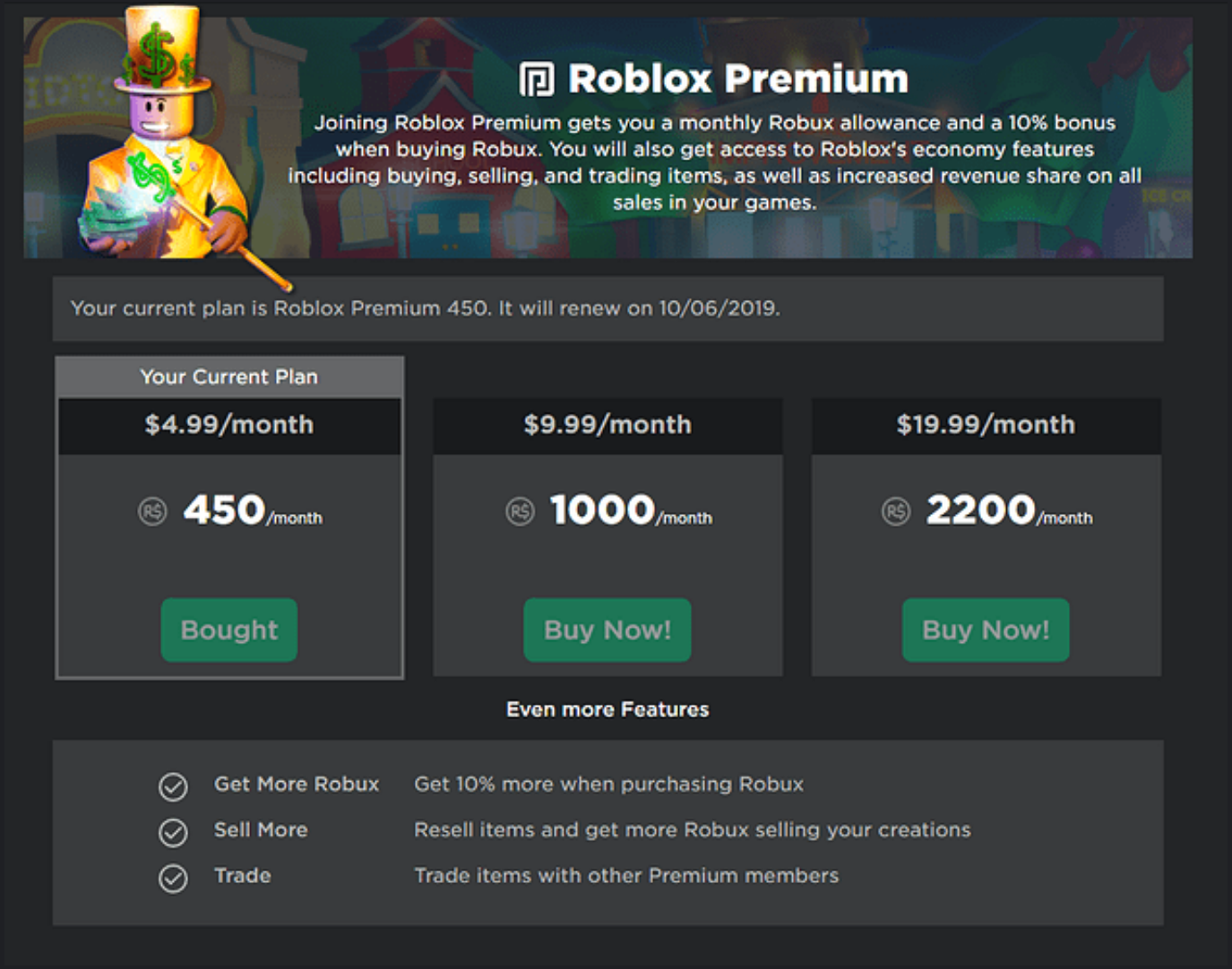


ROBUX

a premium currency within the world of Roblox



ROBLOX
PREMIUM



Monthly Subscription Service

Each month, users will get a handful of Robux, as well as access to Premium-only items and discounts within the Avatar shop.

ROBLOX'S

MONETIZATION

Allows young developers to obtain a cut on the money spent on their games.

In order to cash out, developers must have an active Roblox **Premium membership** and be **at least 13**.

Roblox handles the transactions for developers using marketplace services, which will charge a small Marketplace Fee.

DISCOVER

PROBLEM

Stay away from Roblox!

July 24th, 2020

I had almost $100 worth of unauthorized charges from Roblox. I messaged their customer service and instead of refunding my money, they deleted my sons account and banned all of the devices associated with my email from using Roblox. Super cool of them. So now not only do I have a super pissed off 9 year old because he cant ever play again, but I'm out almost $100. Screw Roblox.

Stolen info

July 13th, 2020

Over the weekend I got $19.99 charge on my credit card... I have used the online form twice but no response back from Roblox... I have called the number provided and left a message twice... No response... I have never had an account. I did not authorize the transaction... Guess I'll have to let my credit card company handle it since Roblox doesn't seem to care a crime was committed on their service...

Awefull Don't purchase an money items or gift cards.

January 8th, 2021

They are a complete disgrace. Children get glitched and hacked and lose all progress. Clicking on admin reporting is a complete waste of time. No one one reverses the damage nor do they contact you back. To add to insult they solicite money for their site which is grounds for class action suit. You would have to be a num-nuts to buy a Robux gift card at one on those stands in the store. Worst game site on the internet.

ROBLOX

Allows young developers to obtain a cut of the money spent on their games.

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Needs a few parts looked at / added

Oct 18

★★★★★

Nature_Kuudere

Roblox is a game where you can play games with friends that other players have created. Overall, I think Roblox is a great game, but like every other game, it probably would need some changes or parts that should be looked at more. This is for Roblox in general, because I know you guys don't have much control over the games individually. Something you should look at more is the reports. I always see people get scammed in games that you can trade in, or (usually copycat) games that scam your robux for a useless item. Usually, my sister and I would report the person (if they haven't left the game yet) that scammed someone else in, let's say, Adopt Me. Later, I think that I reported for nothing, because it doesn't feel like you guys did anything about them. Something you should probably add is Missions / Quests. The Quests (I'll call it Quests, but you can change what it's called) could give 2 - 5 robux. I know it's not much, but doing a lot of Quests could get slowly get you enough robux to buy, well anything that costs robux. I know it would take a lot of Quests to get to just 1,000 robux (almost 200), but it would be pretty helpful if you want to customize your avatar, get a game pass, etc. The Quests could be like "Play 5 Adventure games" or "Change your avatar".

I know that's only two parts that would need to be looked at / added, but this report is getting pretty long. Thank you for taking you time to read this, and adieu!

DISCOVER

PERSONA

ALEX

Non-Spending User

Alex plays Roblox games to pass the time. He is still trying out a game and do not spend money during that testing phase. To gain a better experience, he needs an alternative to obtain Robux, rather than purchasing.

USER STYLE

Casual, Passive, Introvert

FRUSTRATIONS

•Without Robux, Alex couldn't obtain those fancy clothes, accessories, and gear for his avatar. His avatar is not customized at all and is not considered "cool" among his friends

•Alex is not good at gaming, sometimes he extra instructions or practice games that are private and won't embarrass him.
But popular games generally cost more for game passes.

MARY

New to Roblox User

Mary is new to Roblox. Since there are tons of games displayed, Mary feels overwhelming and has no idea where to start. She's not sure whether Roblox is right game app for her. She wants to have an easy start through which she could figure it out gradually.

USER STYLE

Extrovert, Feeling-oriented, Explorer

FRUSTRATIONS

•Mary needs time to get used to the game platform and the style. She is rather quick in deciding whether the game is right for her or not, and if it isn't, she will feel frustrated and give up easily.

•She is new to Roblox and the game recommendation feature is not strong enough for her to settle on one single game to try out. She wishes that there were features letting her try out multiple games without learning all the complicated rules.

DISCOVER

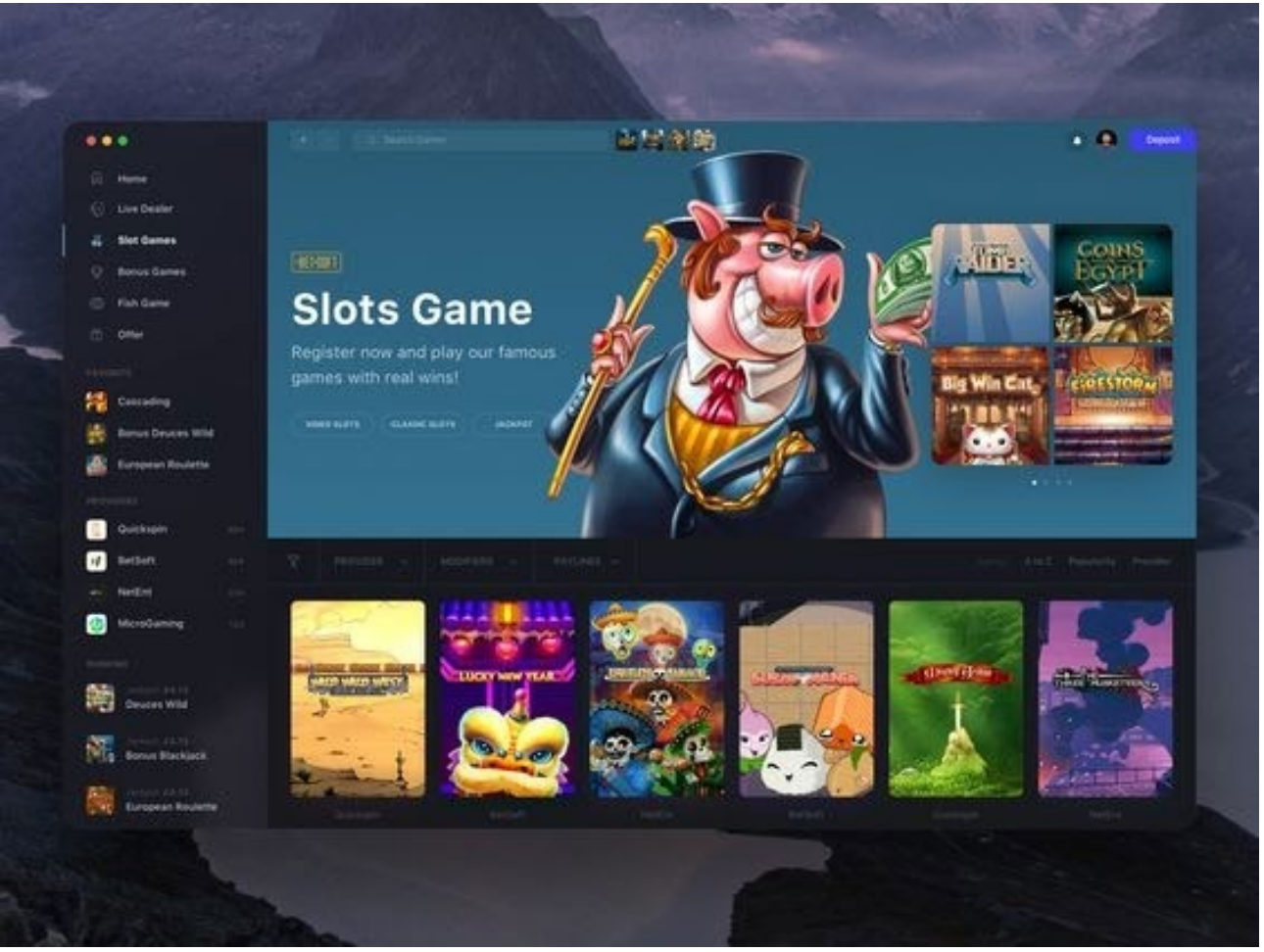
SOLUTION

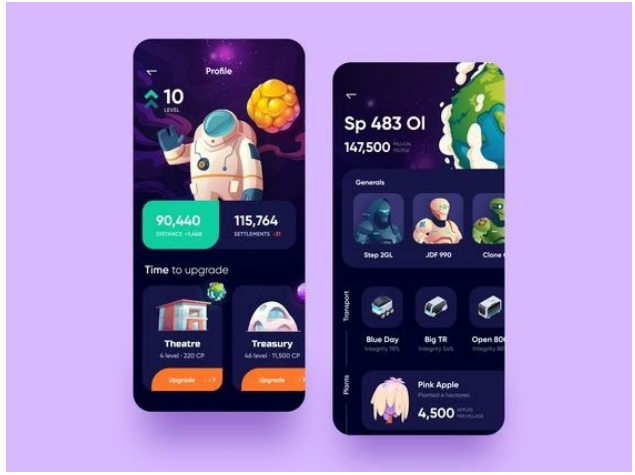
ROBLOX'S

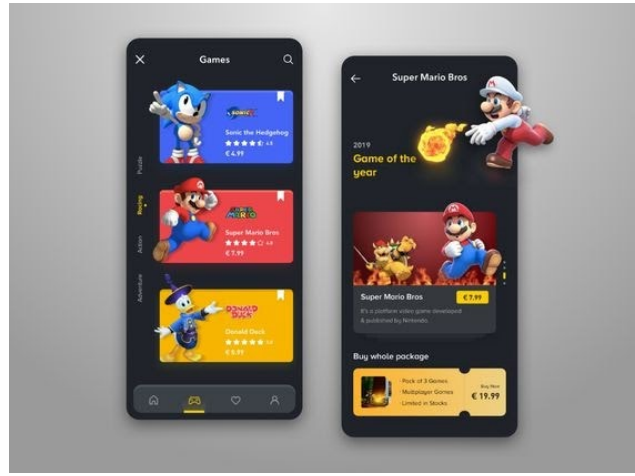
QUEST MAP

Launch Platform for developers
Ad platform for Roblox
Practice + Earn Robux feature for end users

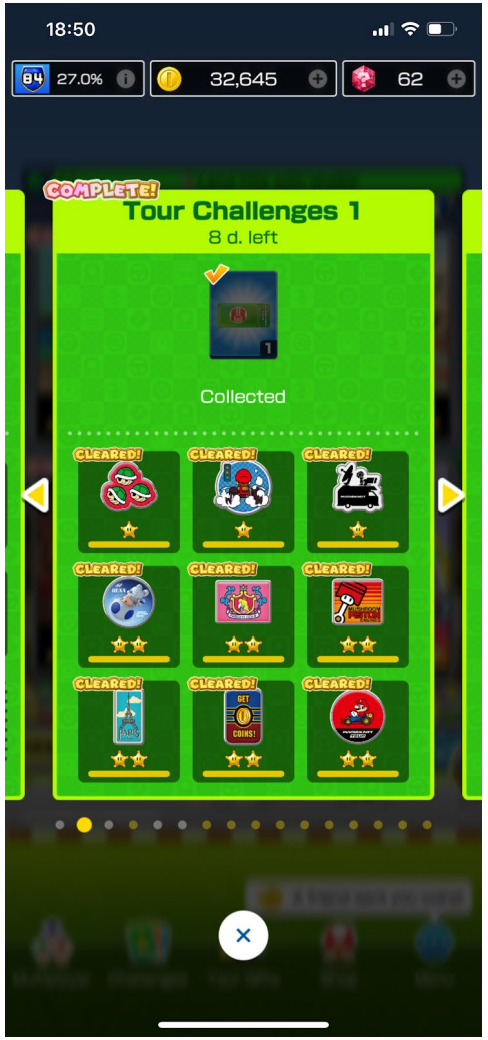
VISUAL INSPIRATION

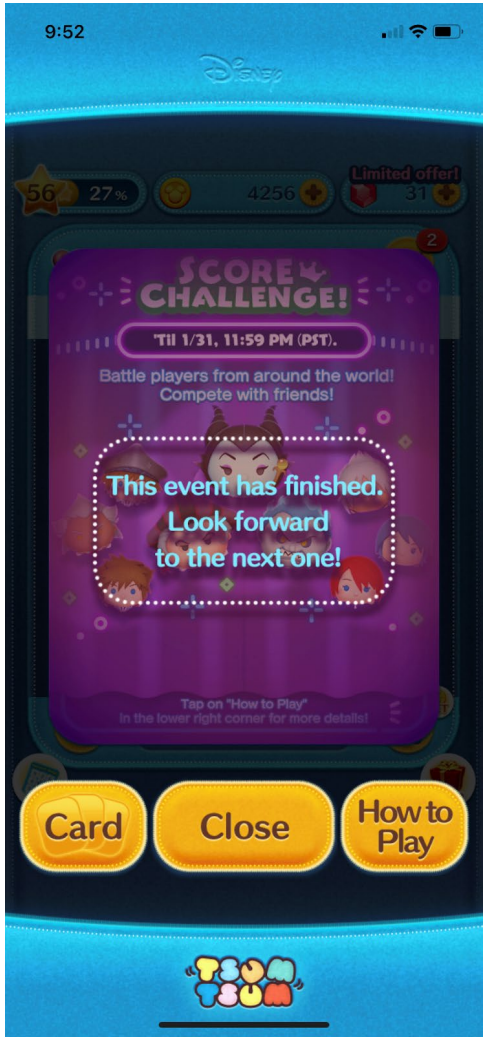






CONCEPT INSPIRATION





COMPETITOR

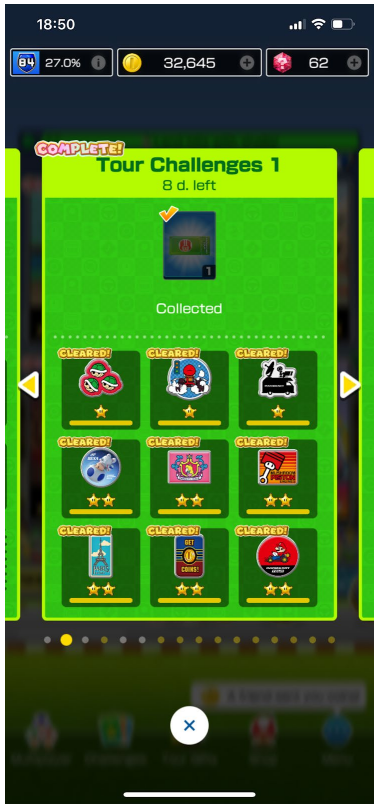
ANALYSIS

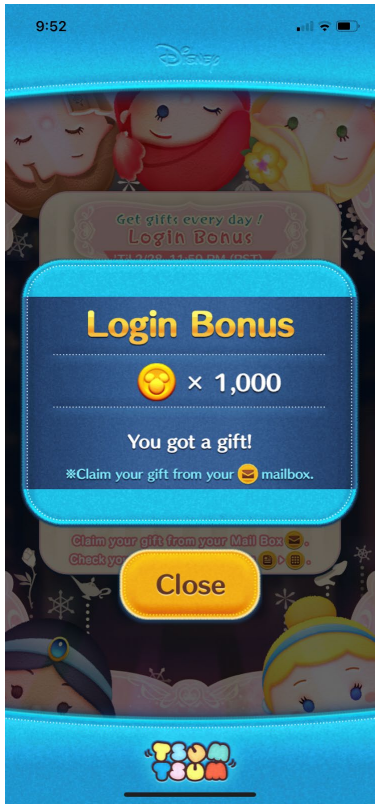
Mario Kart

- **Different maps** that refreshes after a period of time; logging in the app will award users with coins and rubies they can buy items with
- **Items or reward specific to each quest map** (time sensitive) so if users don't log in while the quest map is active, they lose a chance to win specific items

Disney Tsum Tsum

- **Events** (the quests will not be available daily or weekly, only on certain occasions)
- **Login bonus** available - to keep users keep on coming back daily (can also be a weekly or monthly streak. Bonus can be Robux, or free items)

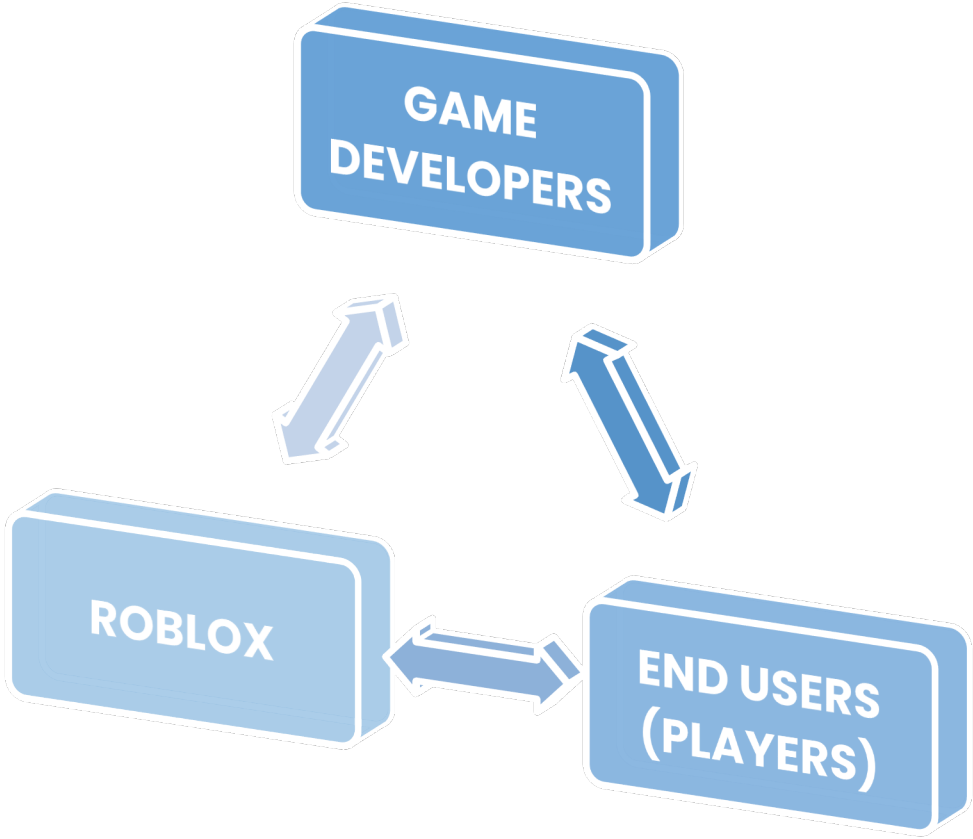




QUEST MAP

STAKEHOLDERS

“How could this benefit the stakeholders?”



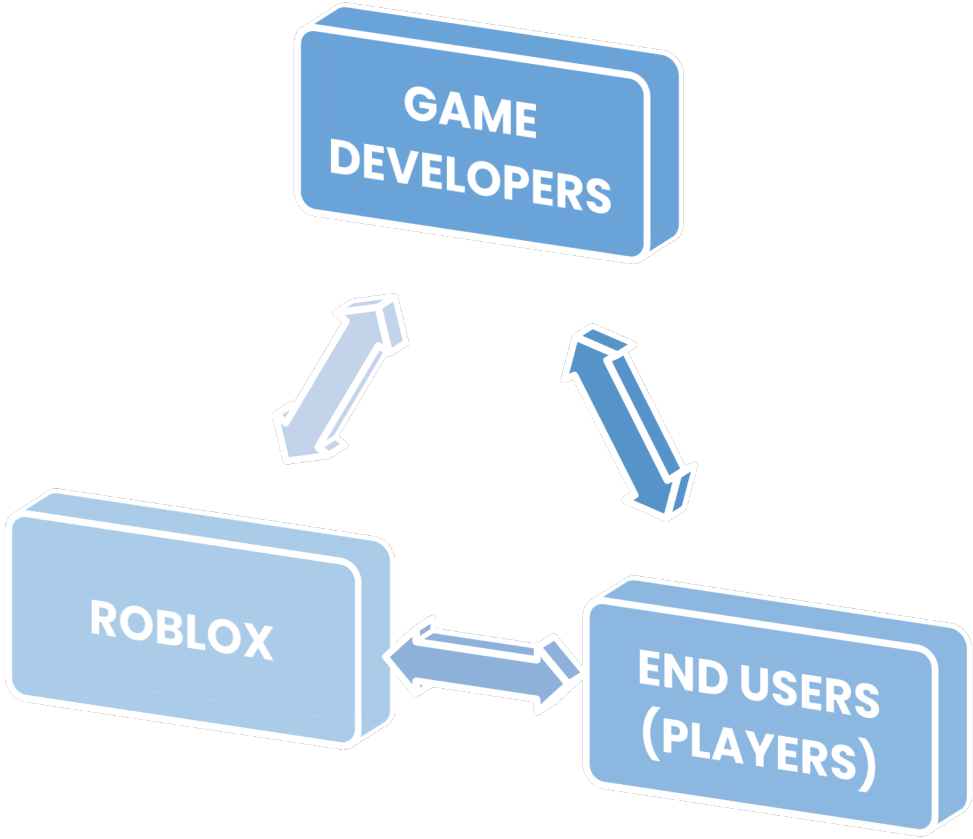
DEVELOPERS

•**Quest** works as a launch platform for new games that need to **earn popularity**

•Roblox offers support to developers with resources and customer service already

•Game developers produce the visuals and the quest structure

- •Could collaborate with Roblox
- •Roblox may need to maintain the system and the consistency of this feature



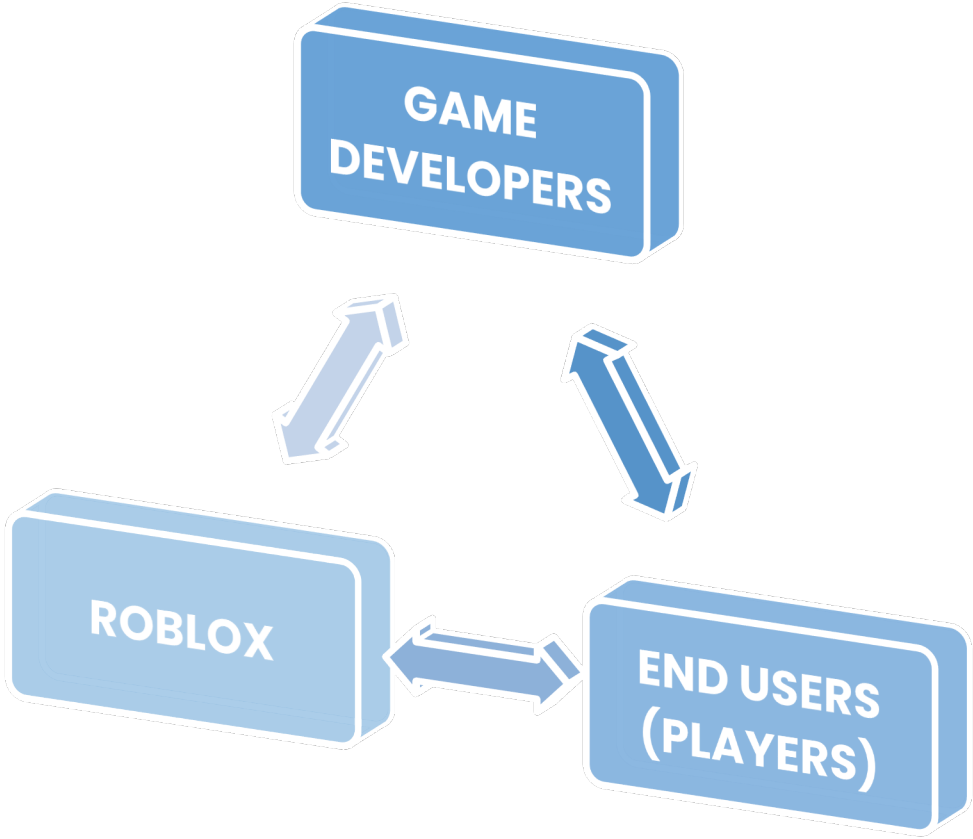
END USERS

•Ways to **earn Robux** for free while playing, which gives the users a motivation to try other games

•Help users **explore games** and expand their game palate

•With so many games available, it helps narrow down the selections by making the trial sessions shorter and more intuitive

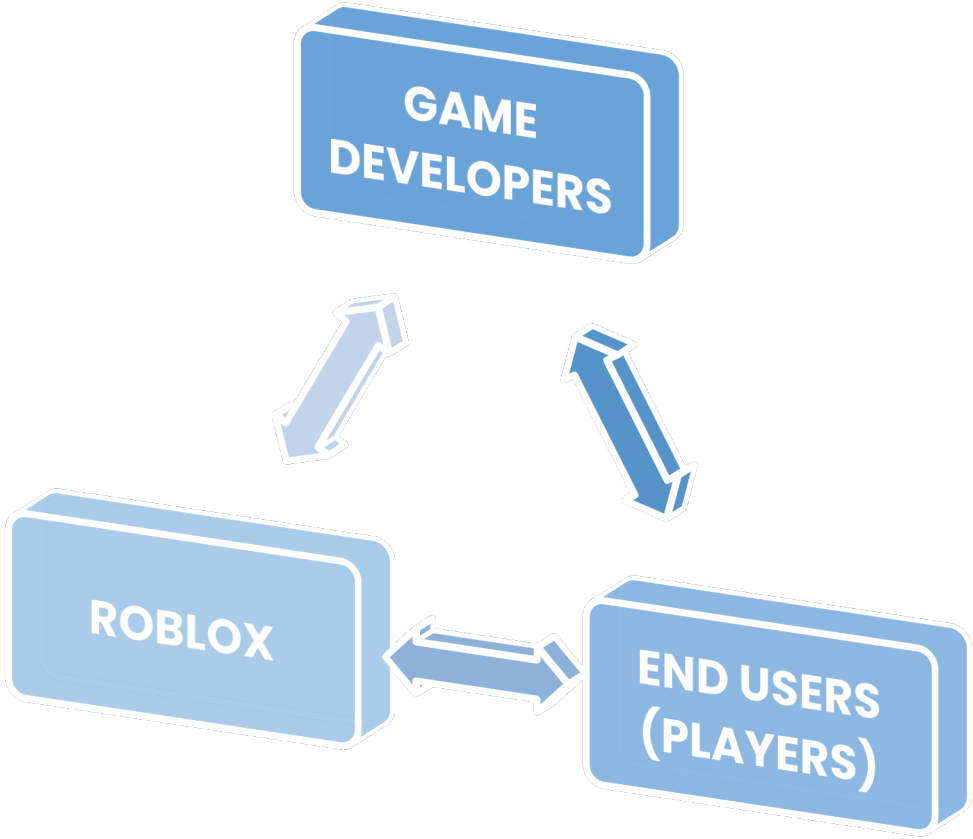
•**Customized and engaging UI** for users with the addition of game launch platform and the dashboard



ROBLOX

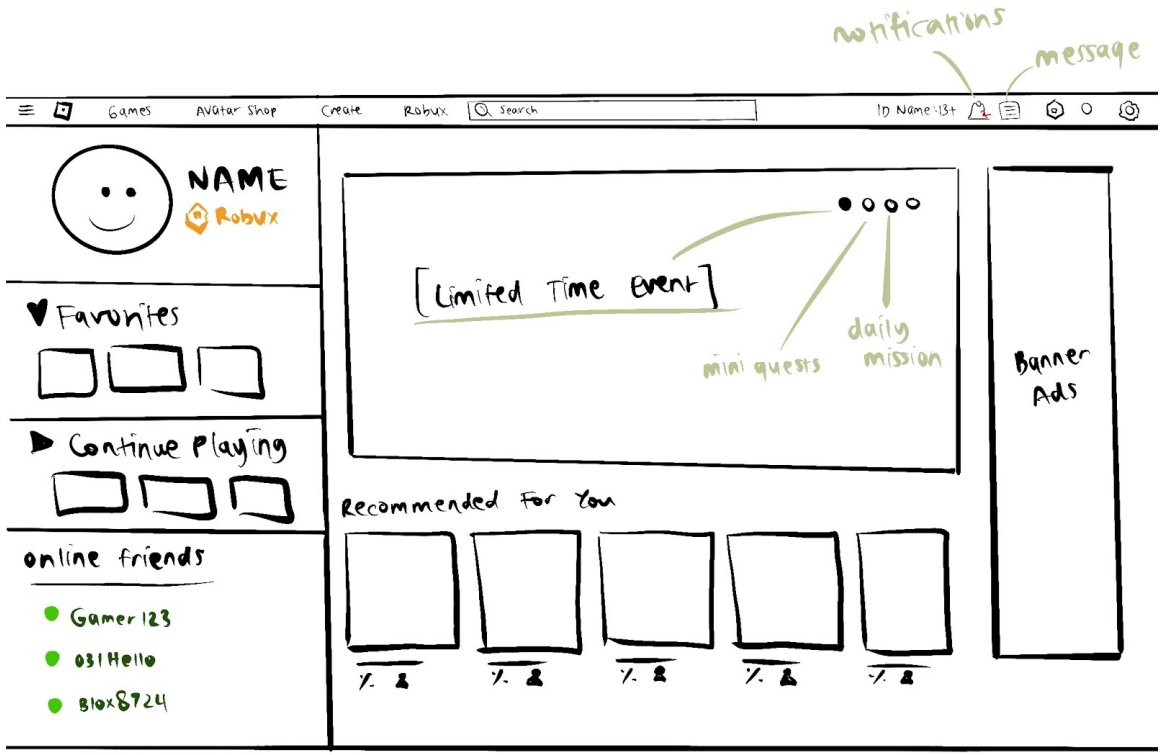
•The relationship between Roblox and individual game developers is really essential in company's success. This feature will be a plus in **developing relationship** by:

•**Engage end users** in day-to-day activities by allocating the quests to time sensitive map
•App traffic may increase with **more regularly visiting users**
•**Less hierarchy** among games
•Exposing the users to a larger selection of games will **stimulate the circulation among games** thus distributing the traffic evenly



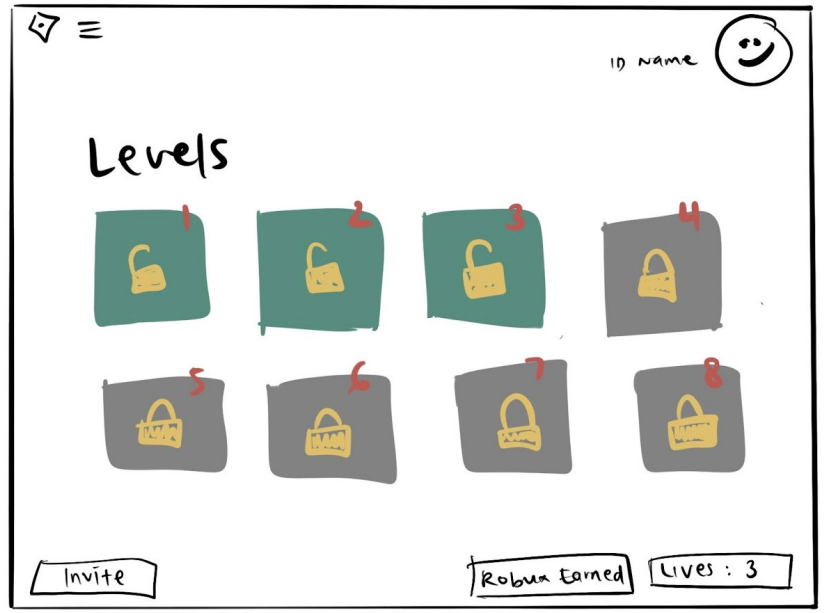
QUEST MAP

DESIGN

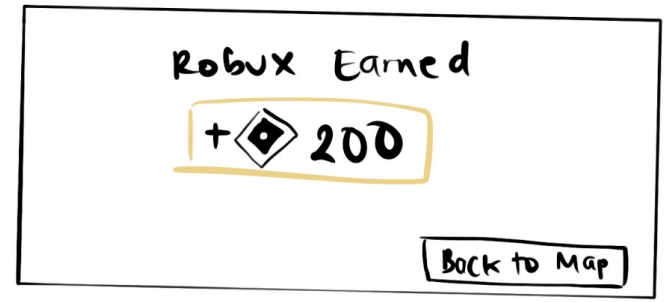

notifications
message
Games
Avatar Shop
Create
Robux
Search
ID Name:13+
NAME
Robux
Favorites
Continue Playing
online friends
Gamer123
031Hello
BloxBlox24
[Limited Time Event]
mini quests
daily mission
Recommended for You
Banner Ads

notifications
message
Games
Avatar Shop
Create
Robux
Search
ID Name:13+
NAME
Favorites
Continue
online friend
Gamer123
031Hello
BloxBlox24
Game Name
BY ABCDE
Description:
PLAY
Banner Ads

ID Name
Game Name
PLAY
Invite
Robux Earned
Lives : 3

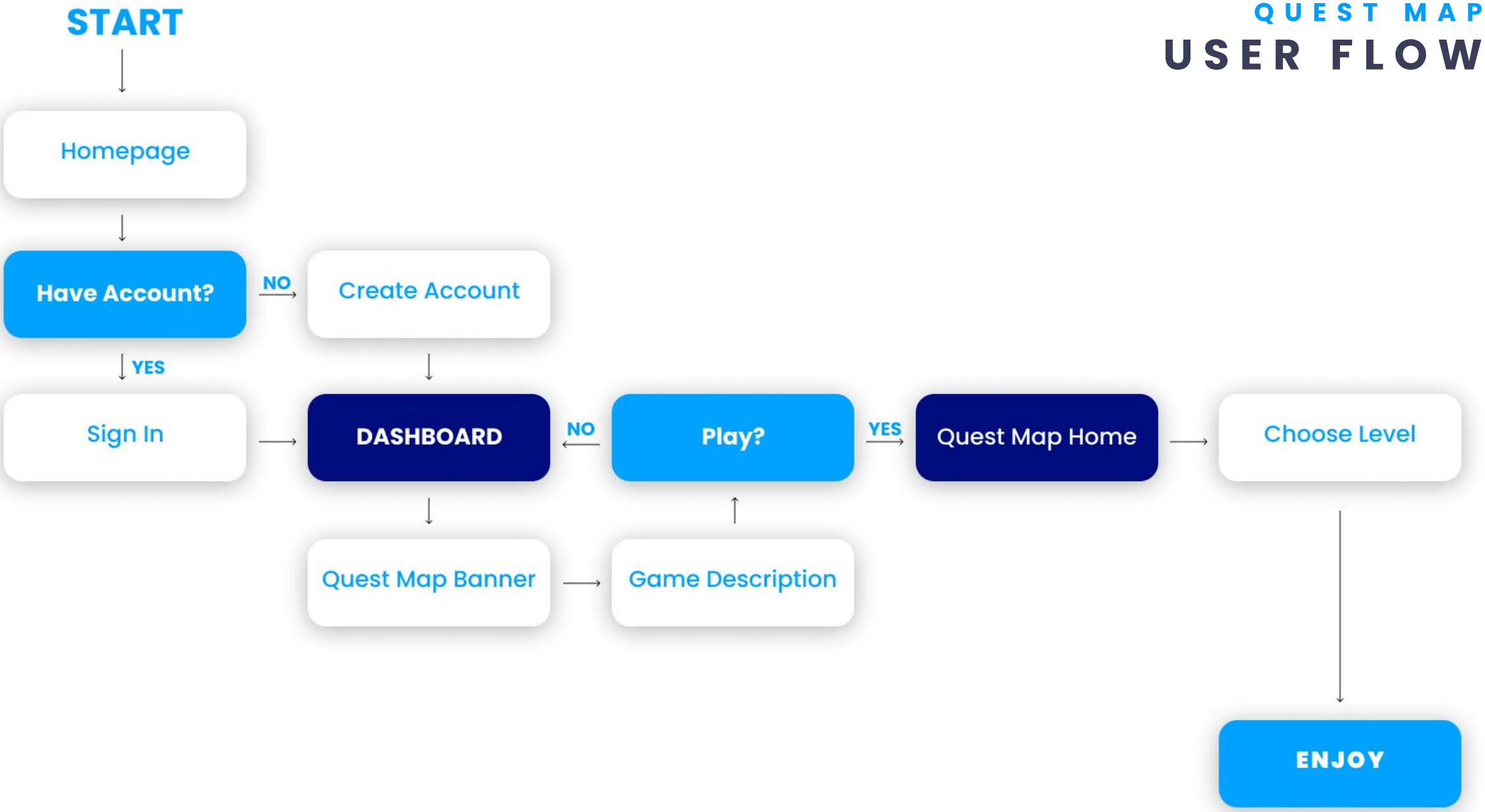

ID Name
Levels
1
2
3
4
5
6
7
8
Invite
Robux Earned
Lives : 3

Earn hearts by inviting friends
Invite


Robux Earned
+ 200
Back to Map

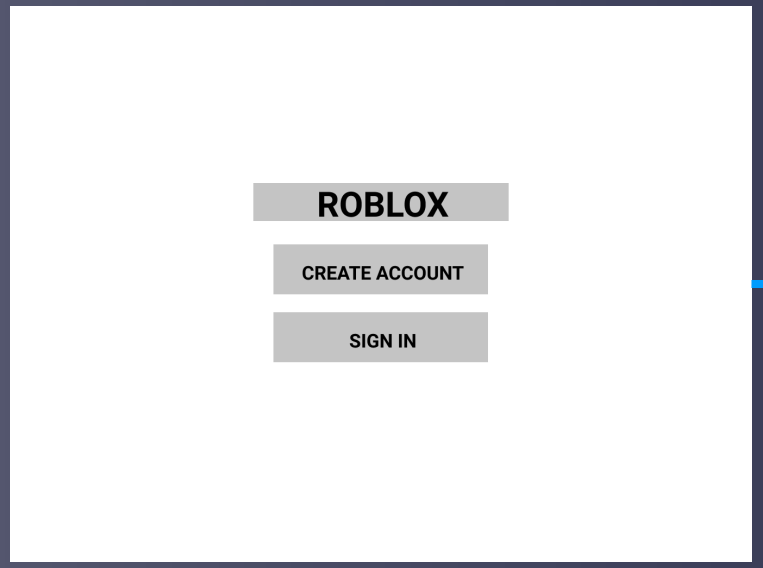
QUEST MAP

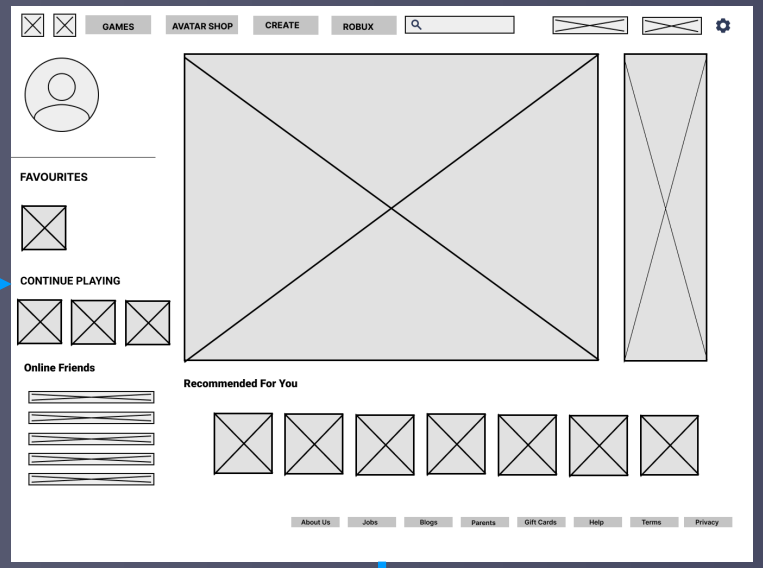
USER FLOW

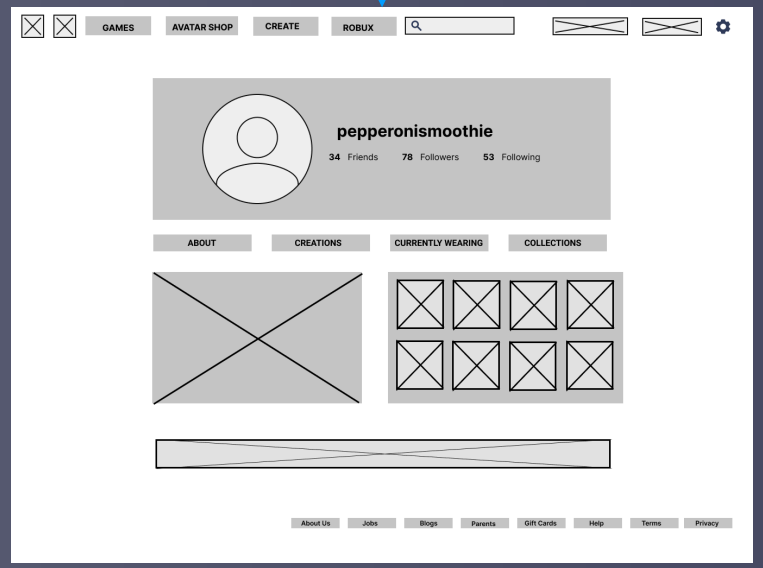


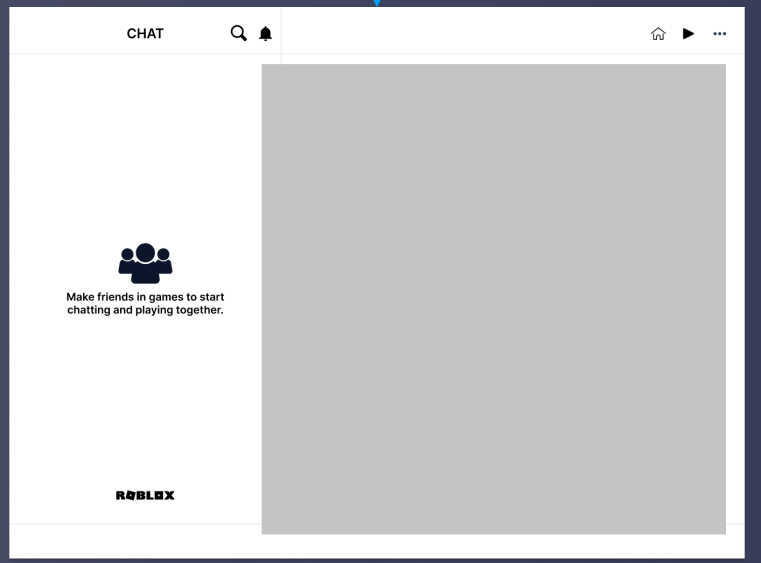
LOFI MOCKUP

WIREFRAME







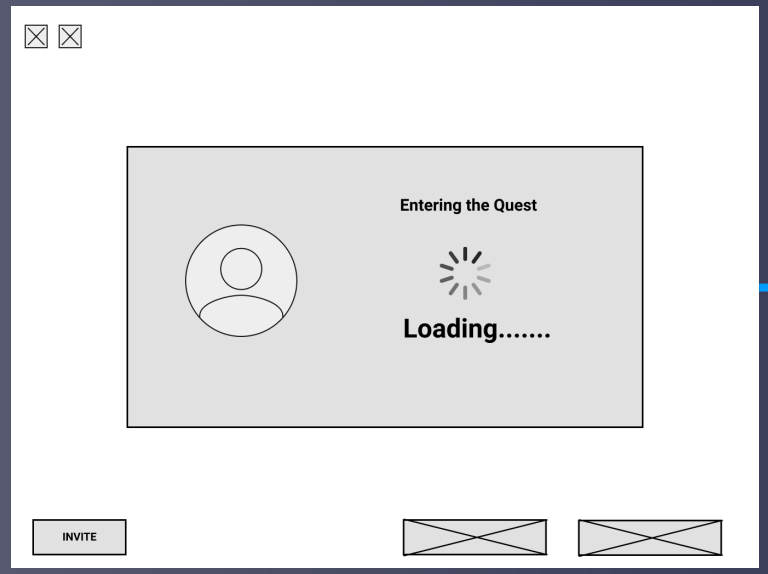


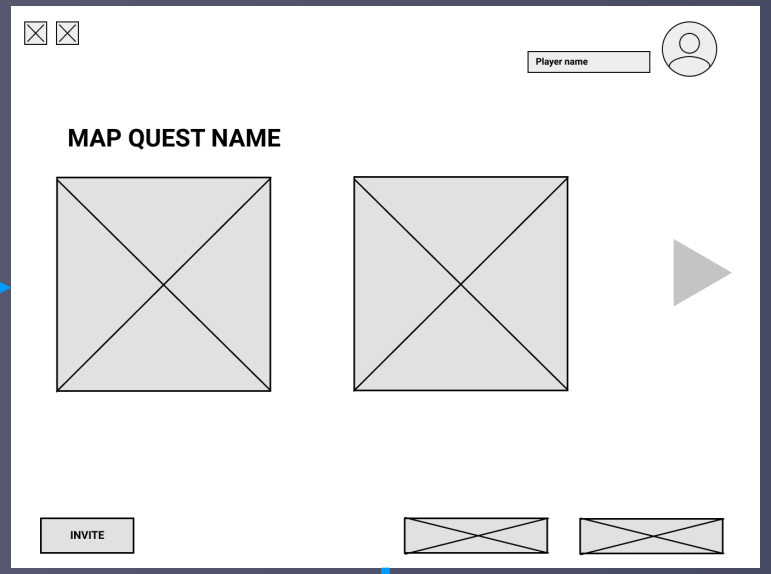
ACCOUNT

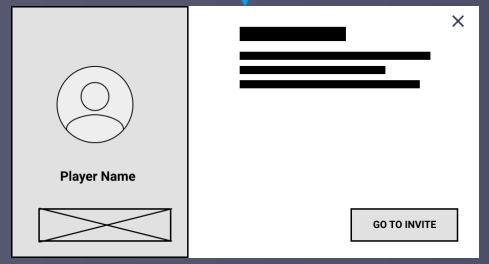
DASHBOARD

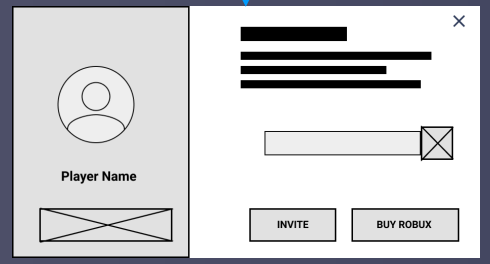
LOFI MOCKUP

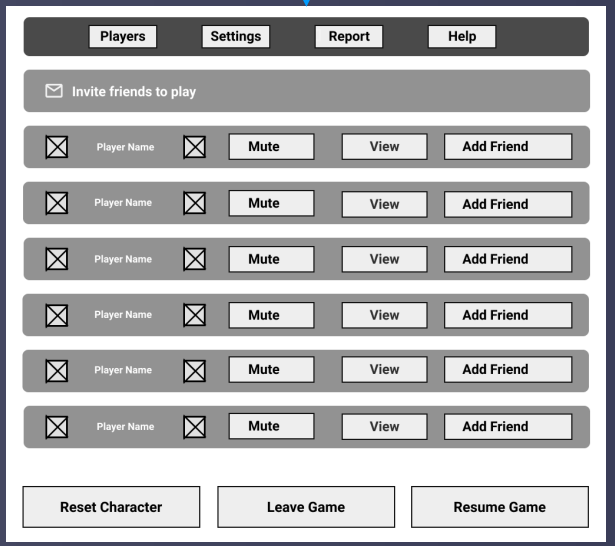
WIREFRAME









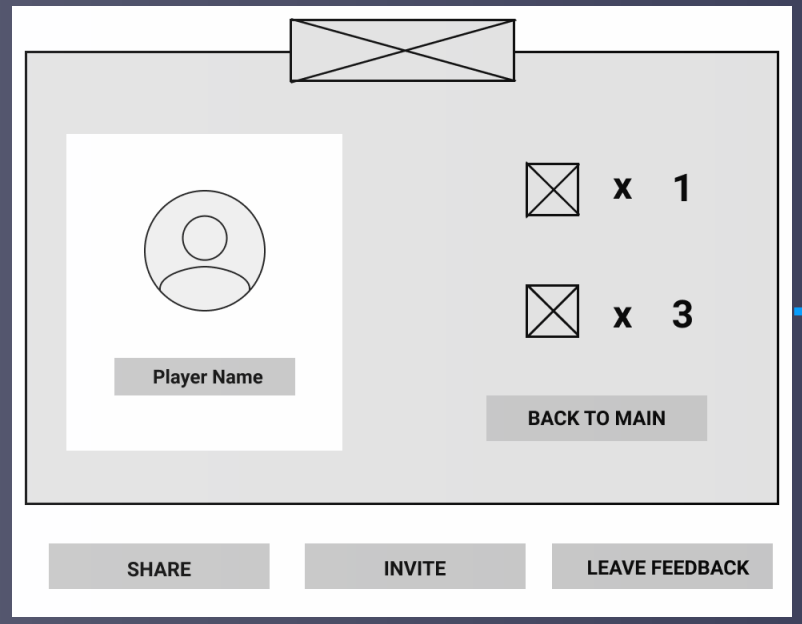


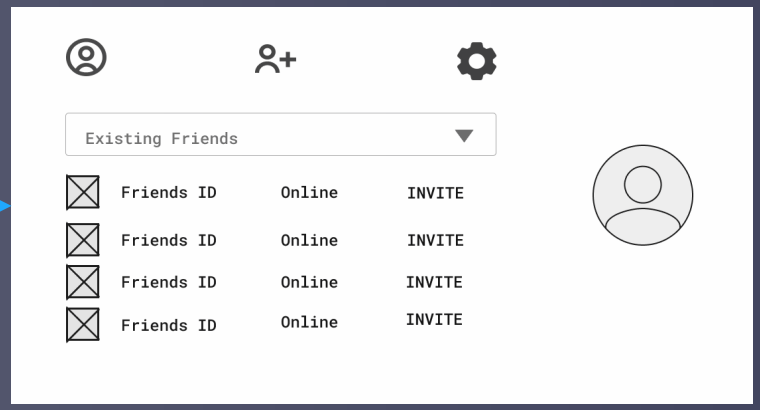
ENTERING MAP

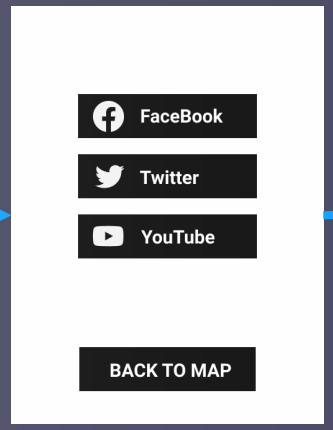
MAP HOME

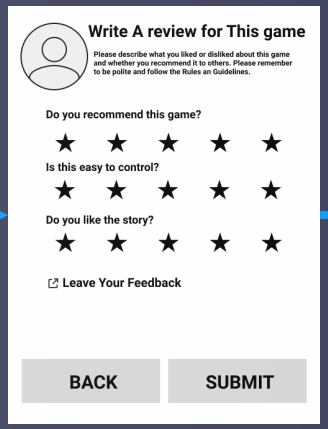
LOFI MOCKUP

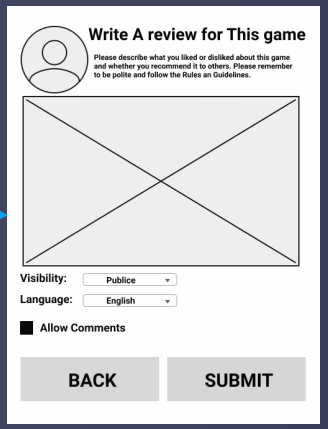
WIREFRAME











GAME

FEEDBACK

PROFILE

Profile preview with an option to click and enter profile settings

QUEST MAP PREVIEW

Preview of quest map theme/graphic/name. One can click on the banner to enter the map. Preview will change along with time sensitive quest map themes, adding variety to Roblox's landing page

CHAT

View available (online) friends and enter chat

AD BANNER

Banner space allocated for advertising materials

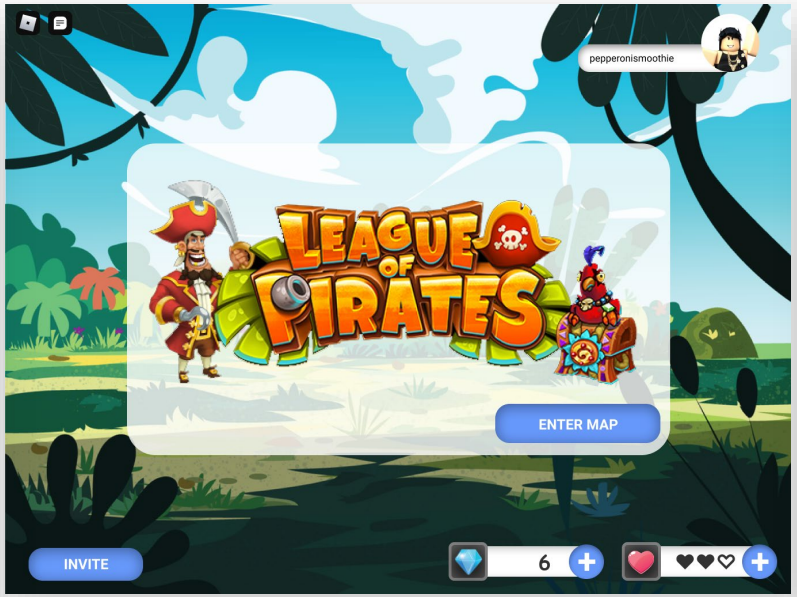
RECOMMENDATION

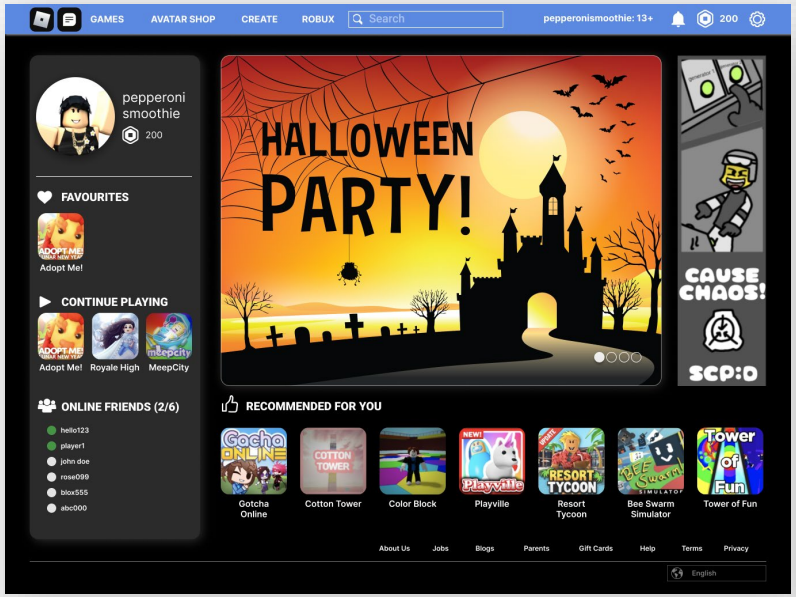
Game lists organized by categories such as "favorite", "continue playing", "recommended for you"

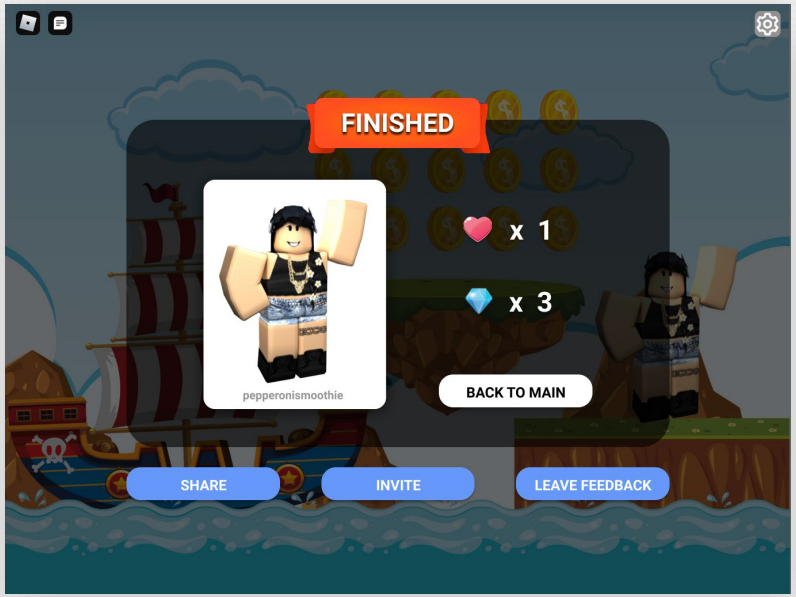
ROBLOX

CREATE ACCOUNT

SIGN IN

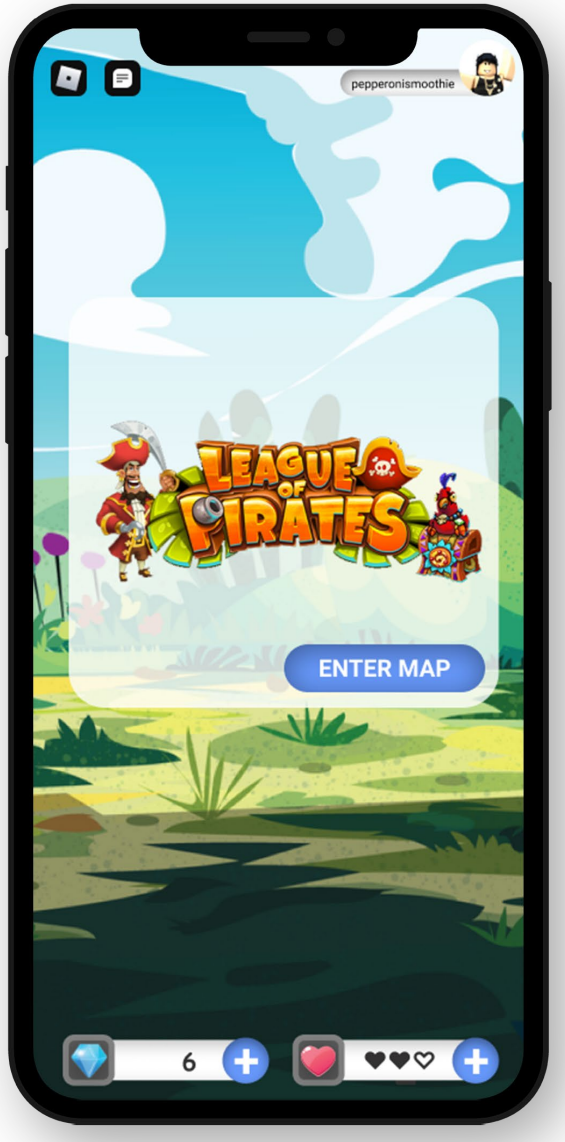


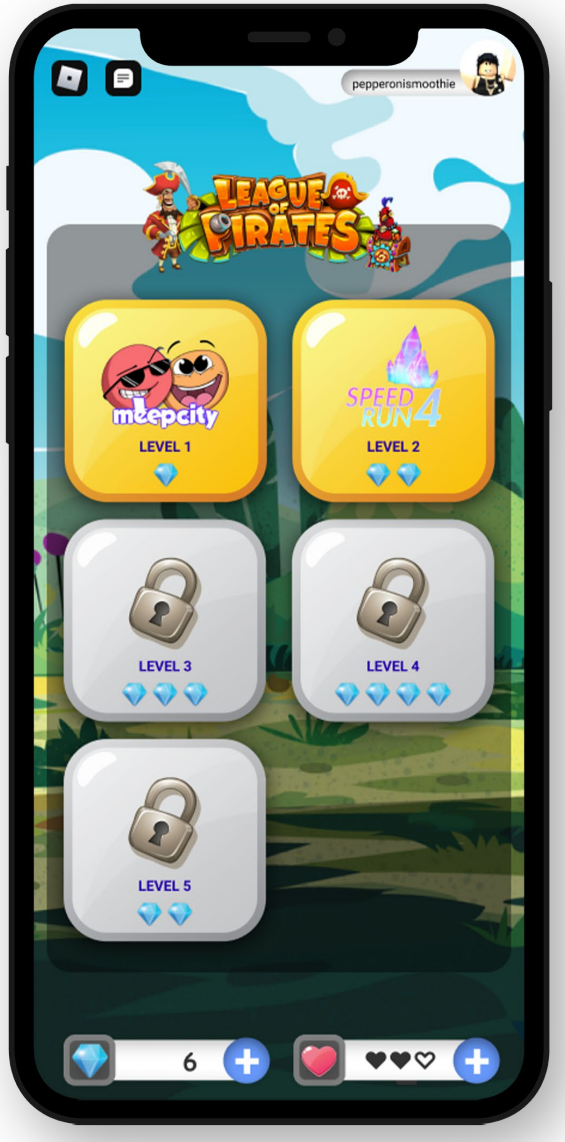




QUEST MAP

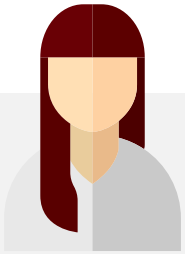
USER TESTING





USABILITY

LEARNINGS



USER A

28 years old female
Accountant in Milpitas, CA

OVERALL RATING: 9/10

COMMENT: I like the new feature. The dashboard design is sleek, and I like that I can change the language settings around.

OBSERVATIONS: Since the app is offering a design change and adding more customized recommendations, I wish I was able to change the dashboard style to customize kind of like in Android devices.

USER B

22 years old male
Student in Oakland, CA

OVERALL RATING: 7/10

COMMENT: Even though I like that I can earn Robux by playing, the amount they offer in quest maps is too little and I can hardly buy any item.

OBSERVATIONS: I wish the Robux earning quests were varied by levels and by amount like in other games so I can challenge myself to play more difficult quests and earn more Robux.

USER C

29 years old male
Product Designer in San Francisco, CA

OVERALL RATING: 8/10

COMMENT: I like the more refined dashboard. I don't have to travel through pages to find the games that I will most likely play, and I can customize my user profiles with more control.

OBSERVATIONS: Adding different ways to create account could be always helpful to users. Instead of traditional sign-in, having social media or Apple/Google account linked could be more convenient.

USER D

26 years old female
Graduate Student in Santa Clara, CA

OVERALL RATING: 9/10

COMMENT: I like the quest map interface. I've always thought the discrepancy between each individual game was kind of big. I really believe that quest map could be a more iconic feature to Roblox.

OBSERVATIONS: I wish I could share the game result or the app through multiple platforms. Right now, it only allows me to share to three social media platforms. Settings and Invite friends are also confusing to me.

USABILITY LEARNINGS

More sharing options when finished games

More customized and personalized dashboard and profile settings

Game recommendation more personalized

Creating account linked with other social media or Google/Apple accounts

More difficult games and quests to earn more Robux

The amount of Robux can be bigger so the users can buy items

The quest map can offer free items instead of small amount of Robux

ROBLOX