

Tailor Your Games for Mobile Devices

Super useful Tricks for Quick Enhancement of UX

为移动设备量身打造游戏 — 快速提升用户体验的超实用方法

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User Experience Director | Firewing Games

交互设计总监 | 火翼游戏



游戏开发者大会·中国

GAME DEVELOPERS CONFERENCE CHINA

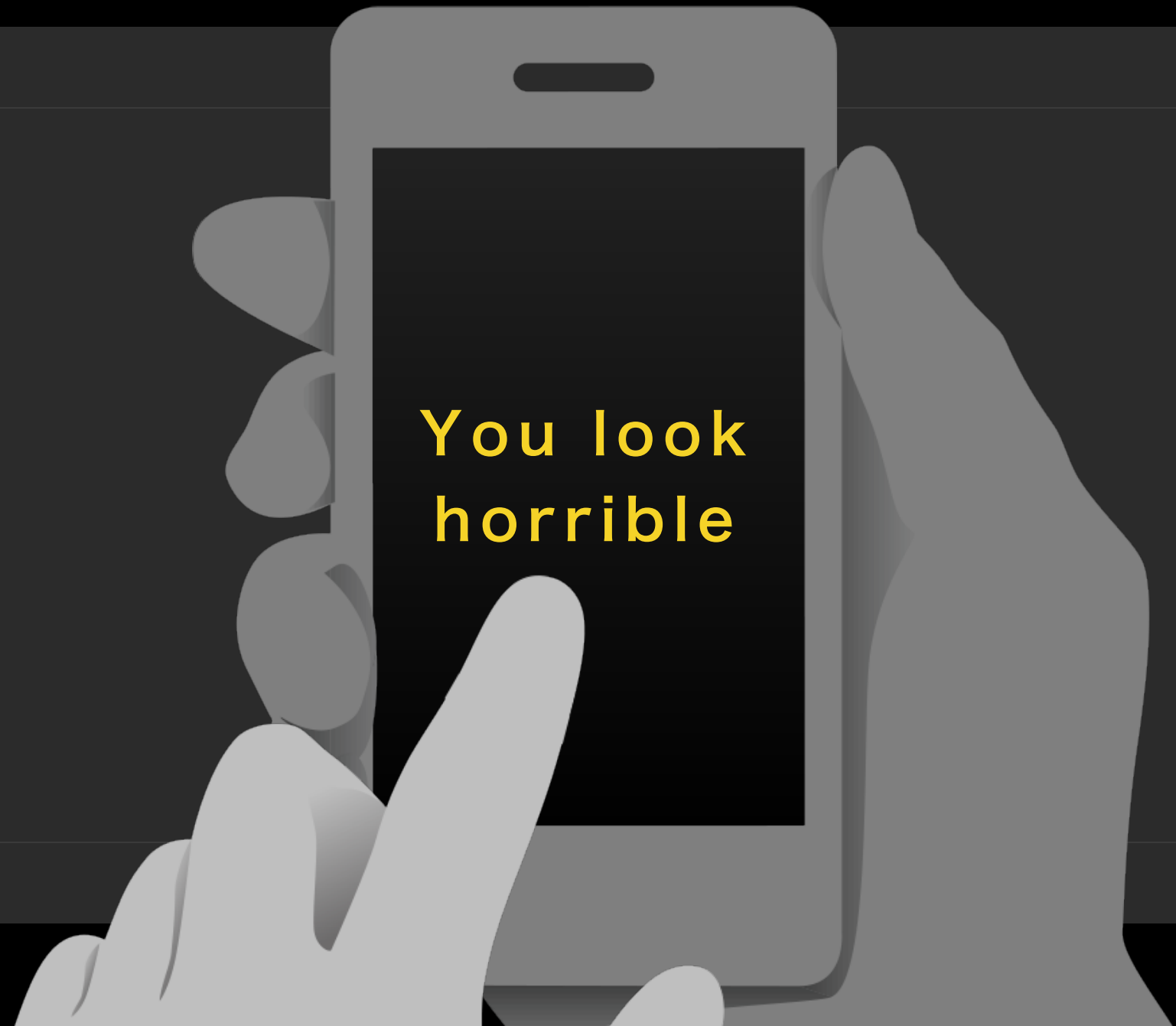
SHANGHAI INTERNATIONAL CONVENTION CENTER

SHANGHAI, CHINA · OCTOBER 25-27, 2015

WHAT IS INTERACTION?

什么是交互？





**You look
horrible**

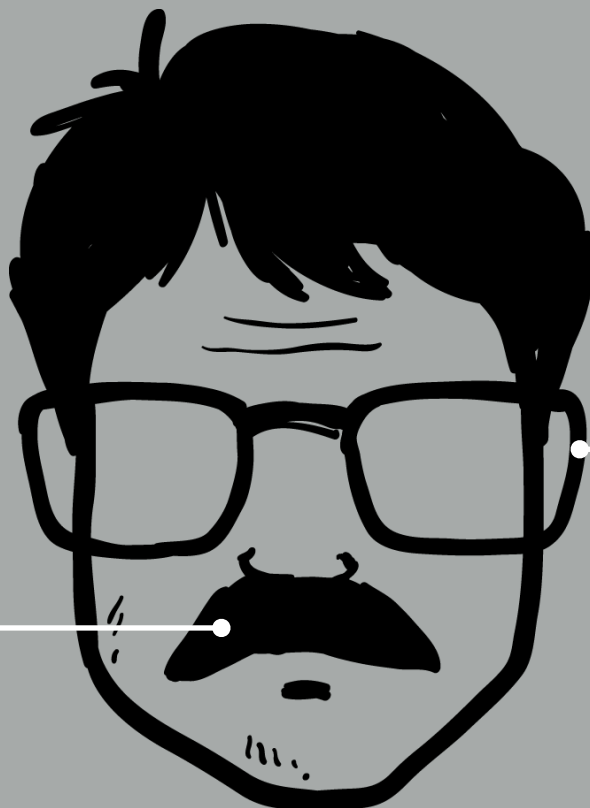


EXERCISE TIME

练习时间

显著线索

SALIENT CUE

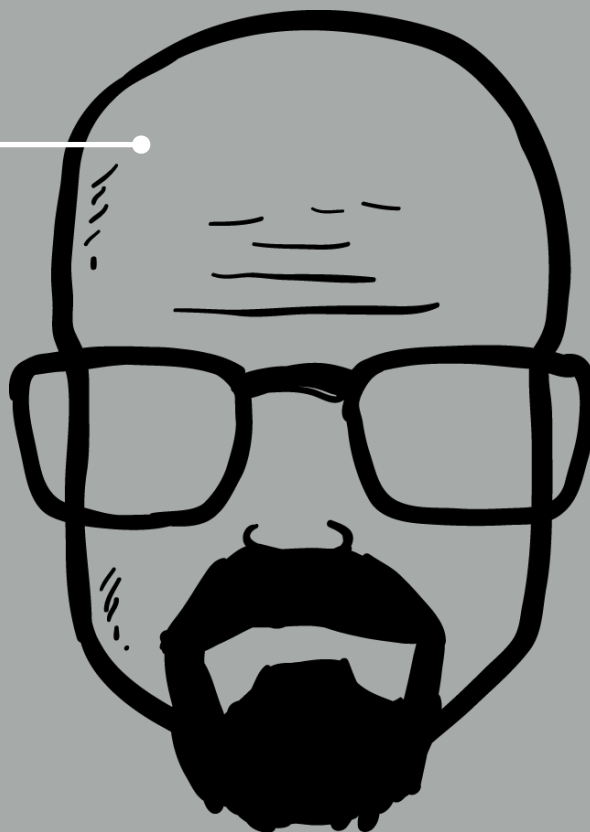


显著线索

SALIENT CUE

显著线索

SALIENT CUE



显著线索

SALIENT CUE



显著线索

SALIENT CUE

显著线索

SALIENT CUE

PEOPLE PAY ATTENTION
ONLY TO SALIENT CUES
人们只会注意到显著线索

DECIDE WHAT THE SALIENT CUES ARE
IN UI, AND MAKE THEM OBVIOUS

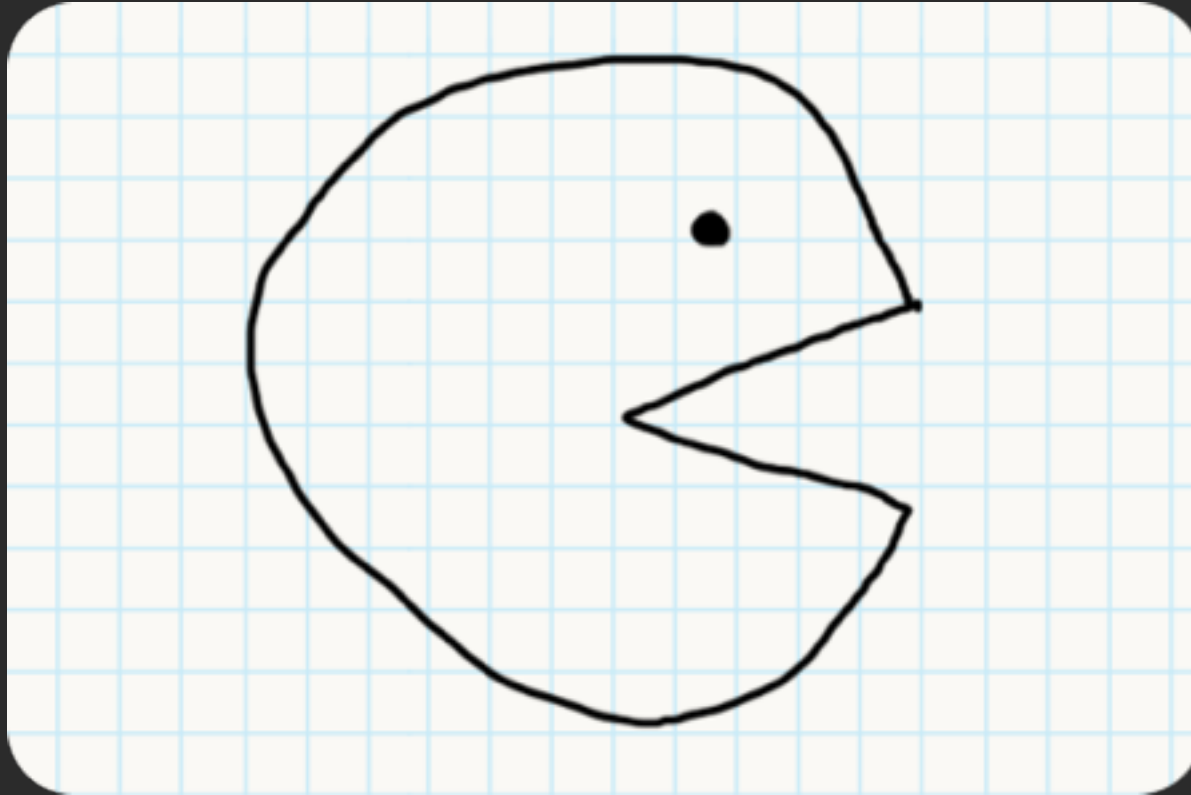
考虑清楚什么是界面中的重点，
通过改变颜色，大小和形状让它们成为显著线索



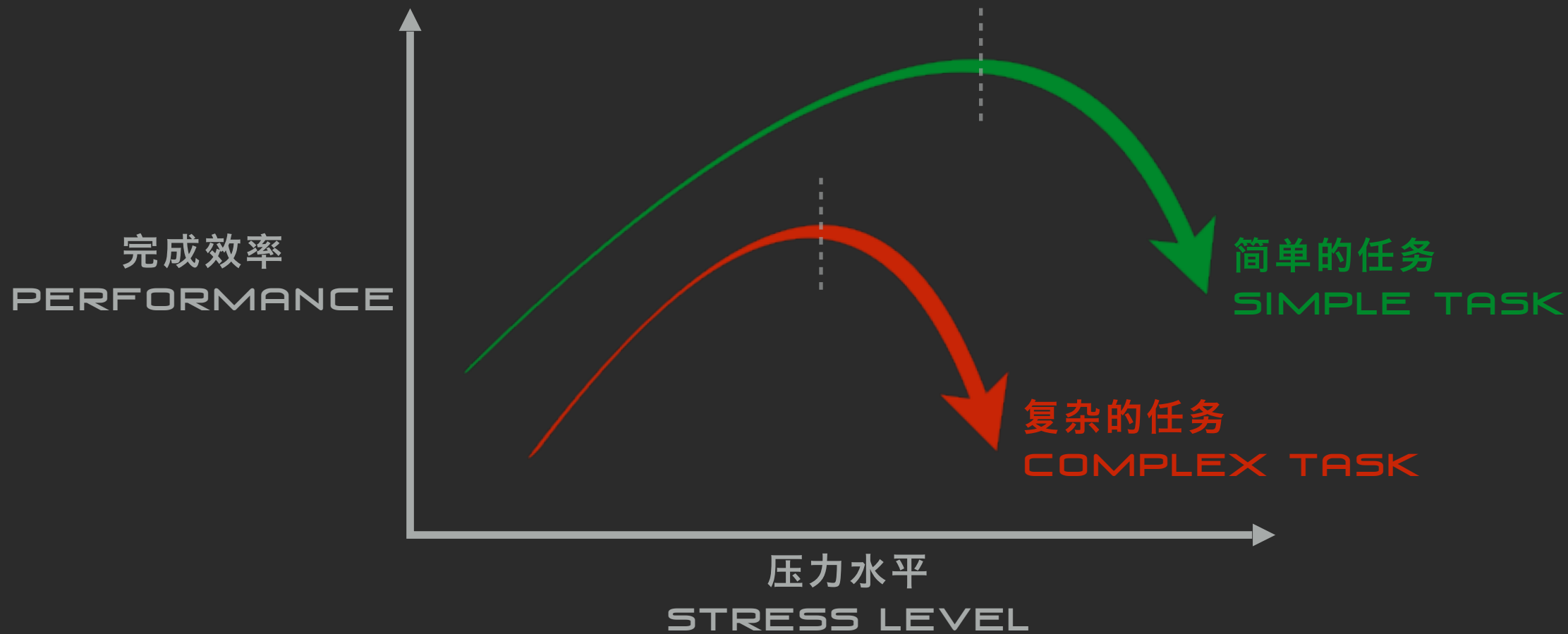








PEOPLE MAKE ERRORS WHEN
THEY ARE UNDER STRESS
人在压力下更容易出错



合理创造压力，
促使玩家更有效率的完成任务，或是适时地犯错

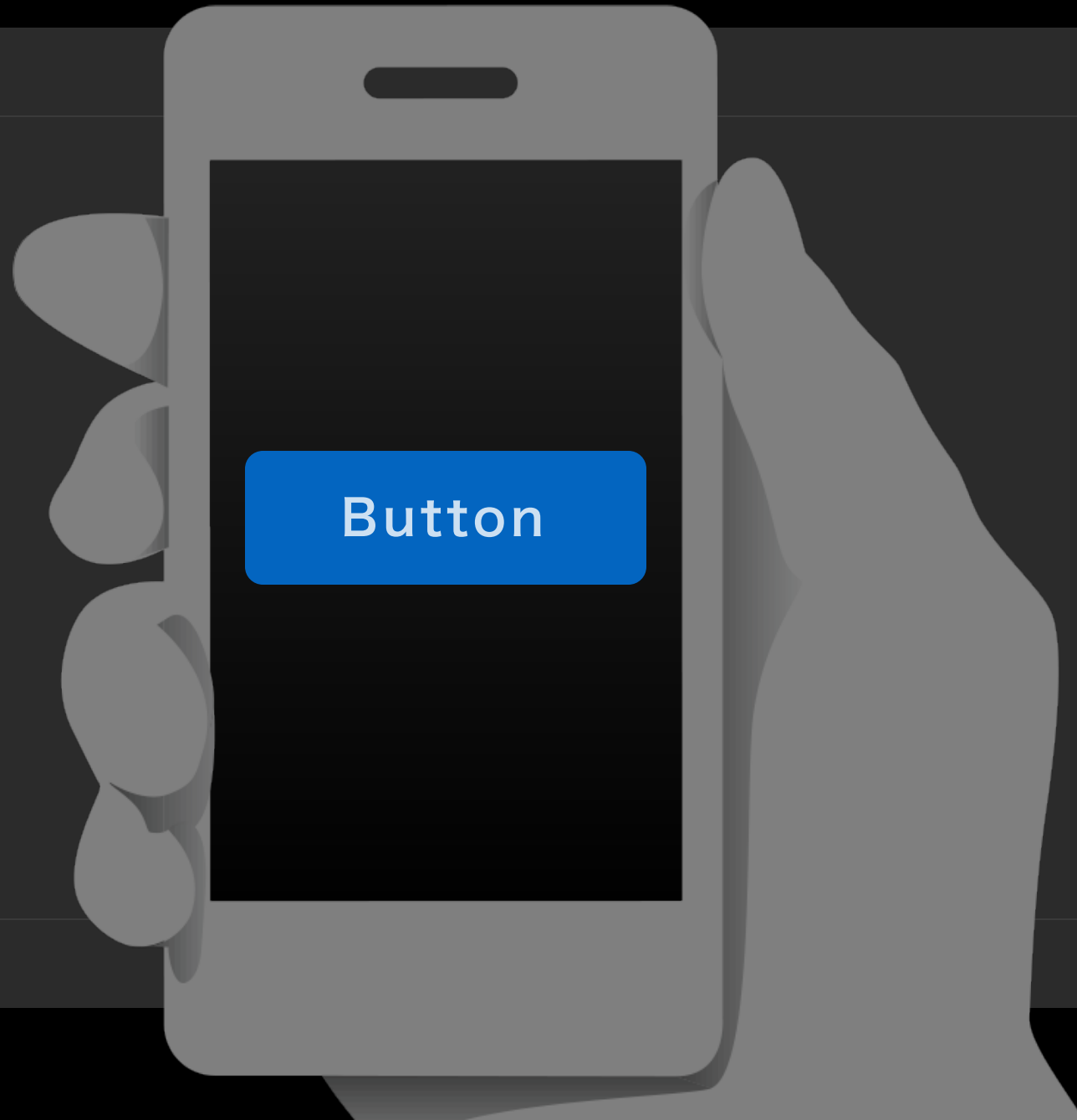


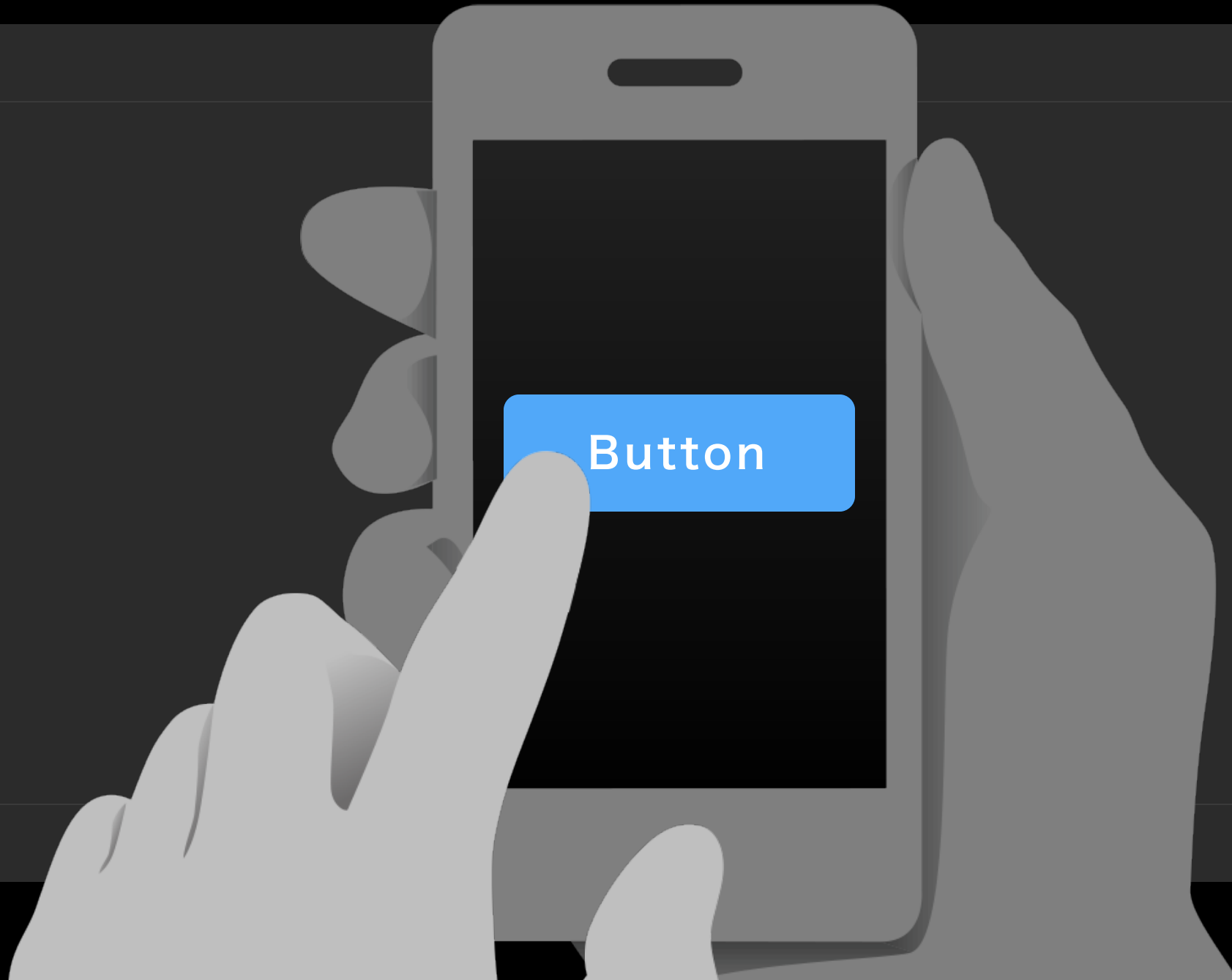
TAILOR YOUR GAMES FOR MOBILE DEVICES

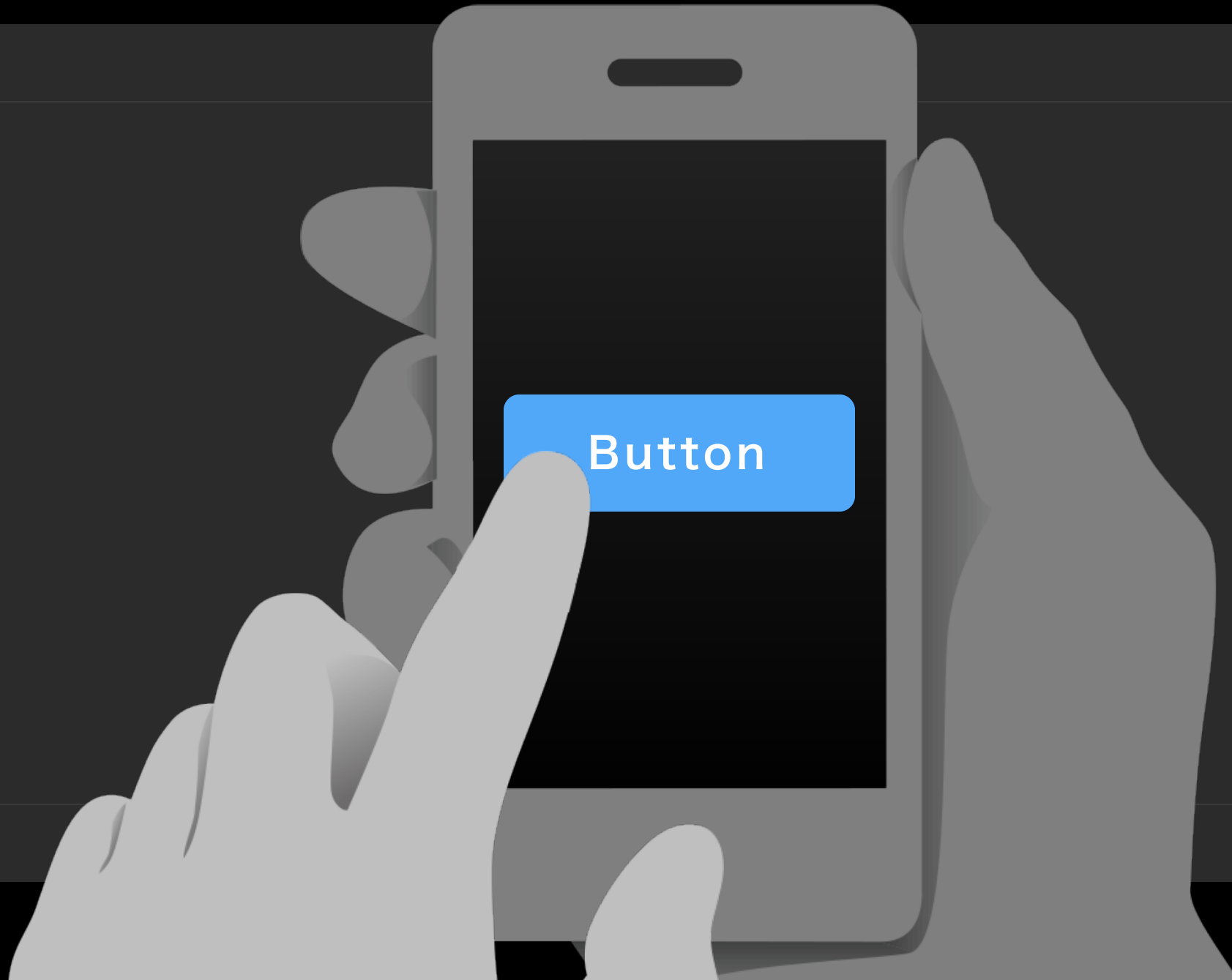
为移动设备量身打造游戏

DESIGN FOR TOUCH

为触屏而设计





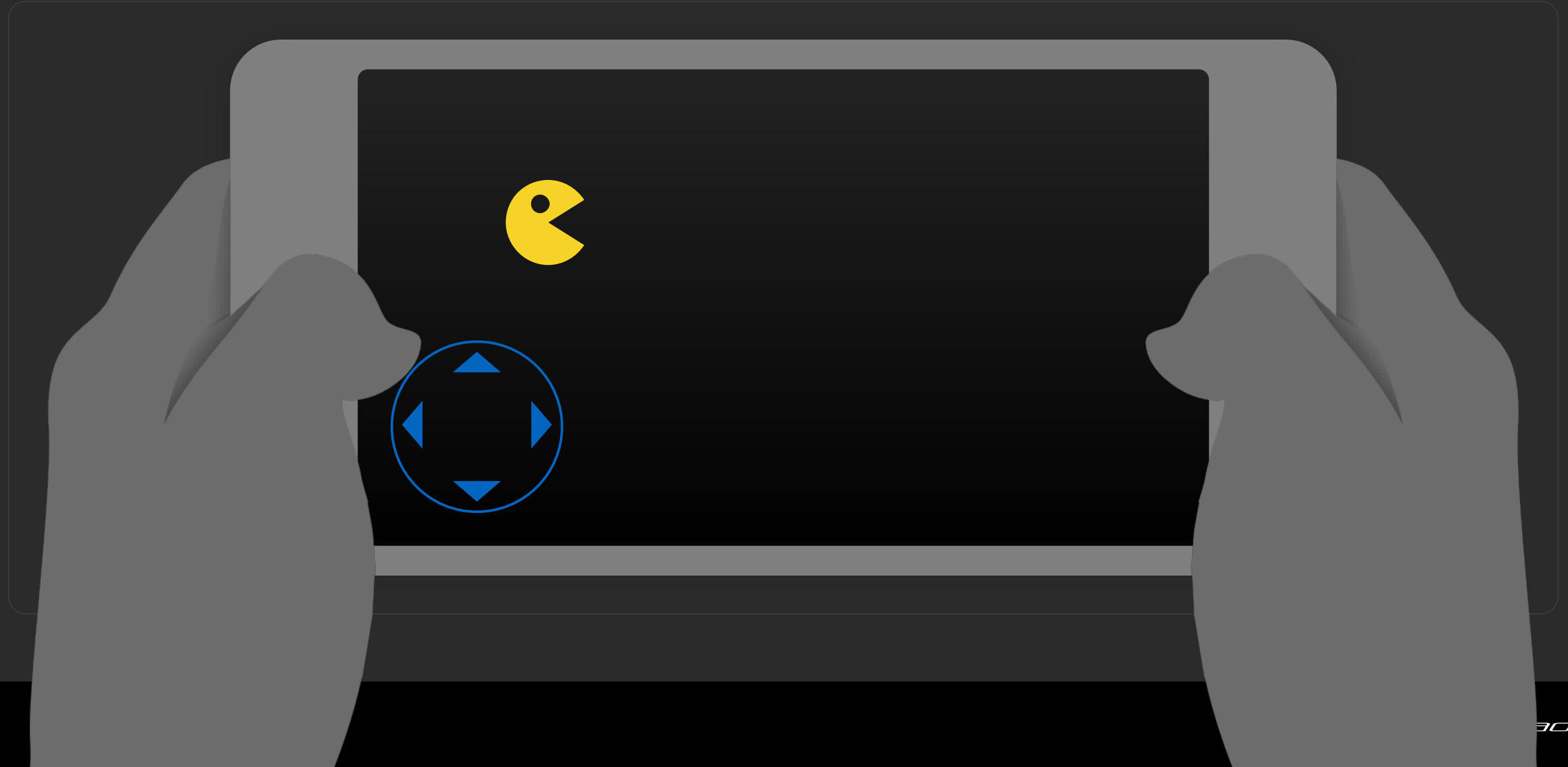


LOOK DIFFERENT, BEHAVE THE SAME
外观可以不同，形式需要相同

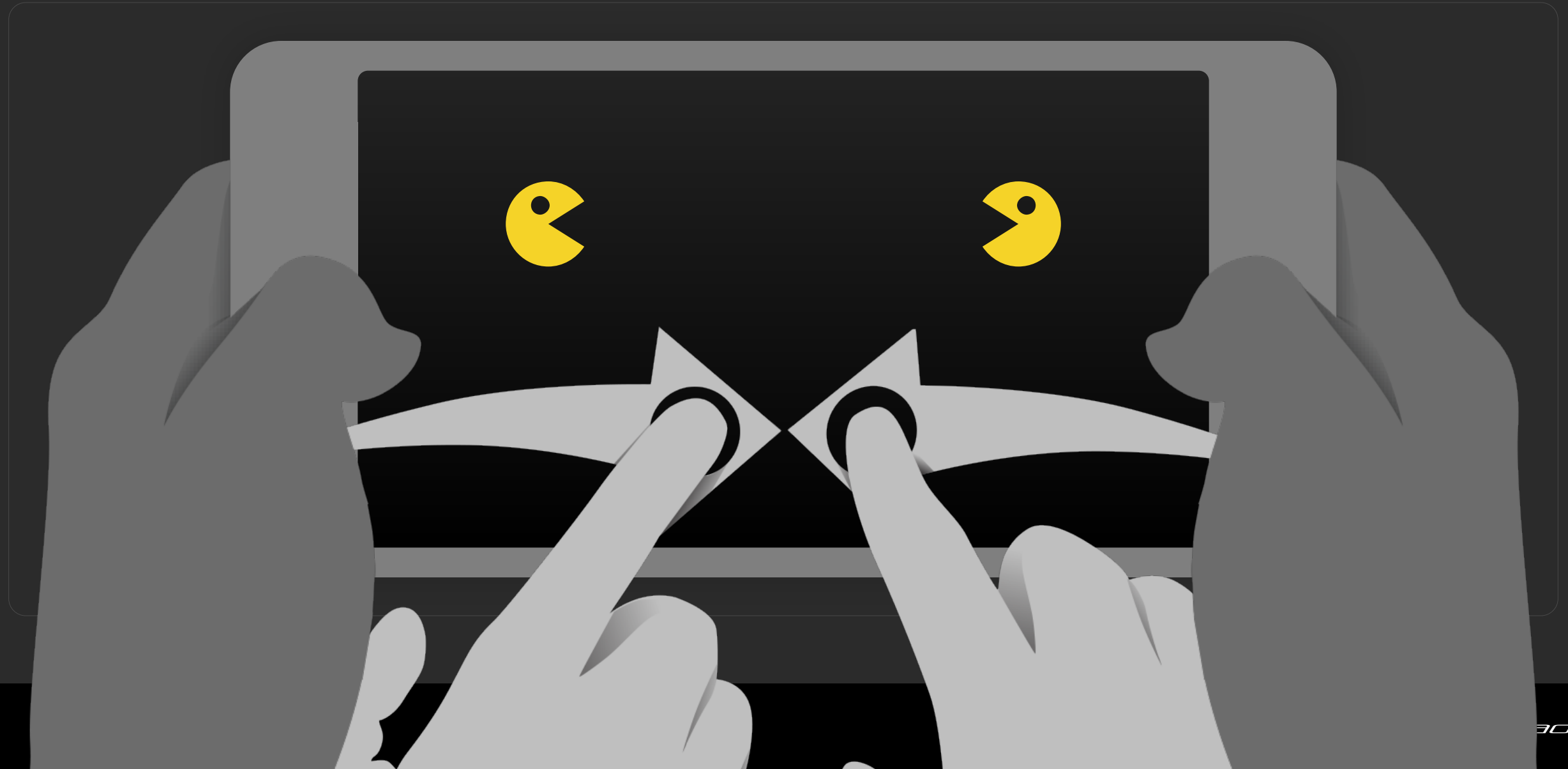
MOBILE DEVICES ARE NOT...



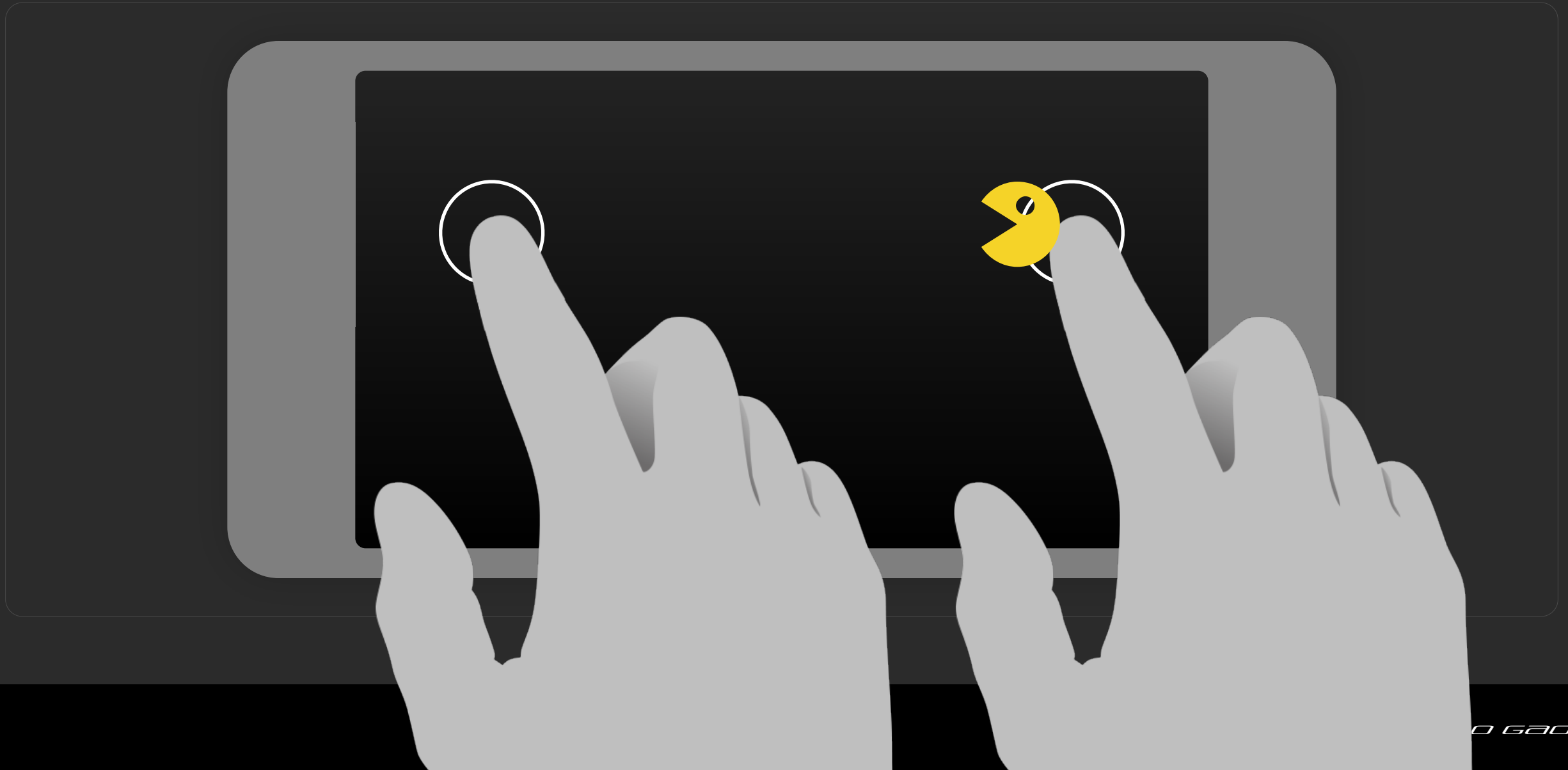
tailor your games for mobile devices



tailor your games for mobile devices



tailor your games for mobile devices



tailor your games for mobile devices



GINO GAO

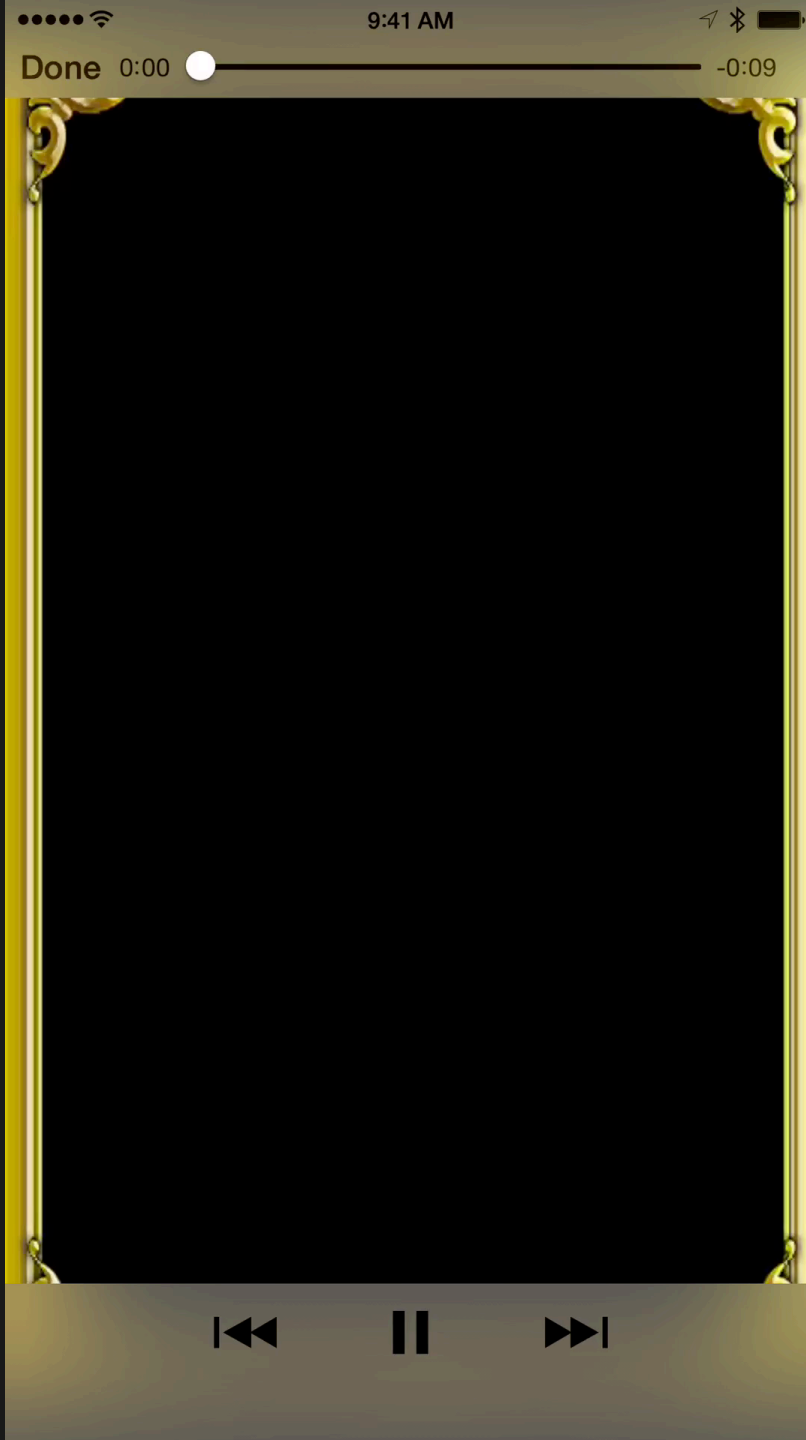
tailor your games for mobile devices



PREFER GESTURES TO BUTTONS
比起按钮，更适合用手势来操作









TAILOR YOUR GAMES FOR MOBILE DEVICES



**TACTILE
WARS**

GINO GAO

TAILOR YOUR GAMES FOR MOBILE DEVICES



**TACTILE
WARS**



**RECRUIT LEGENDARY
MERCENARIES**



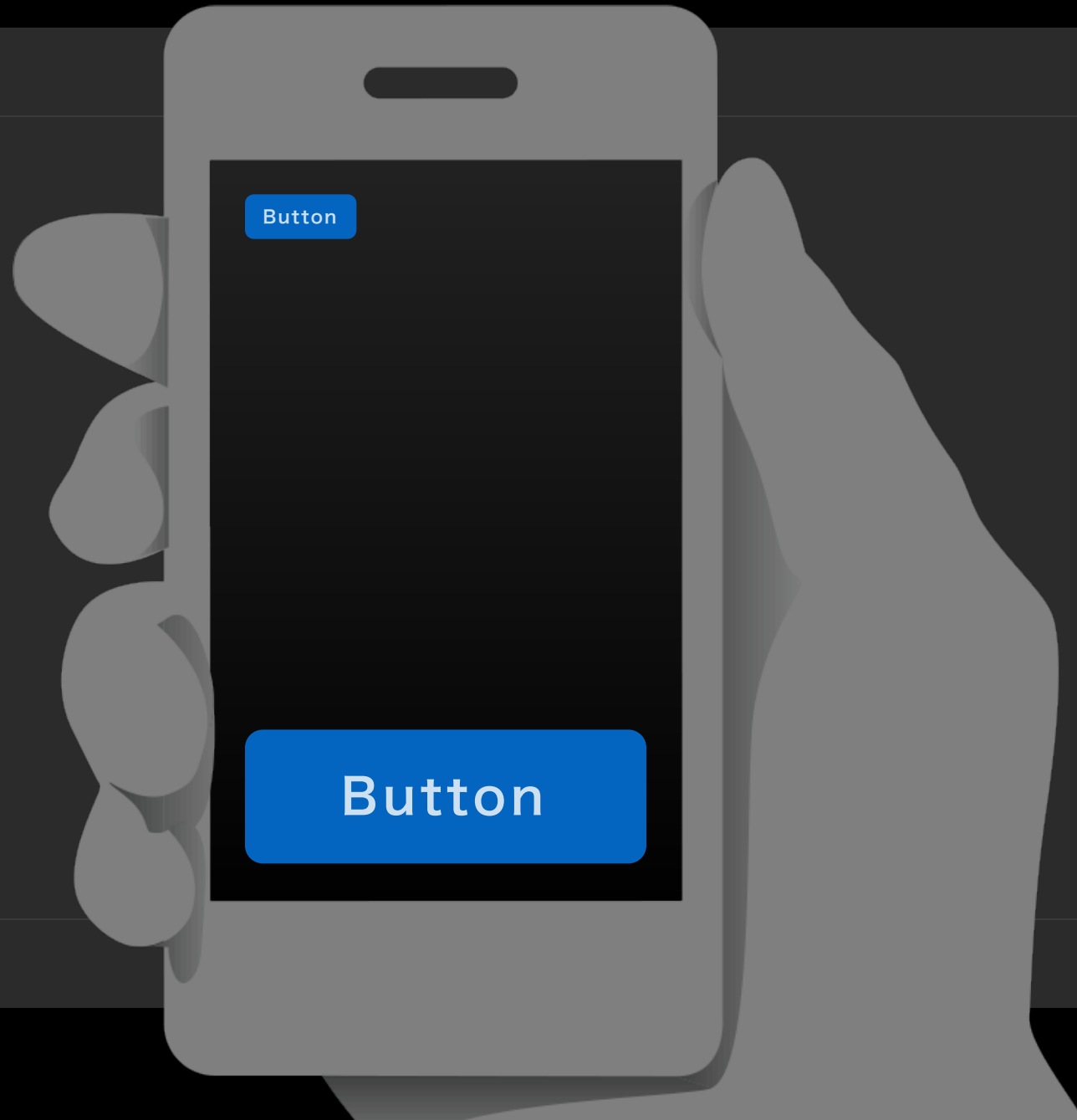
GINO GAO

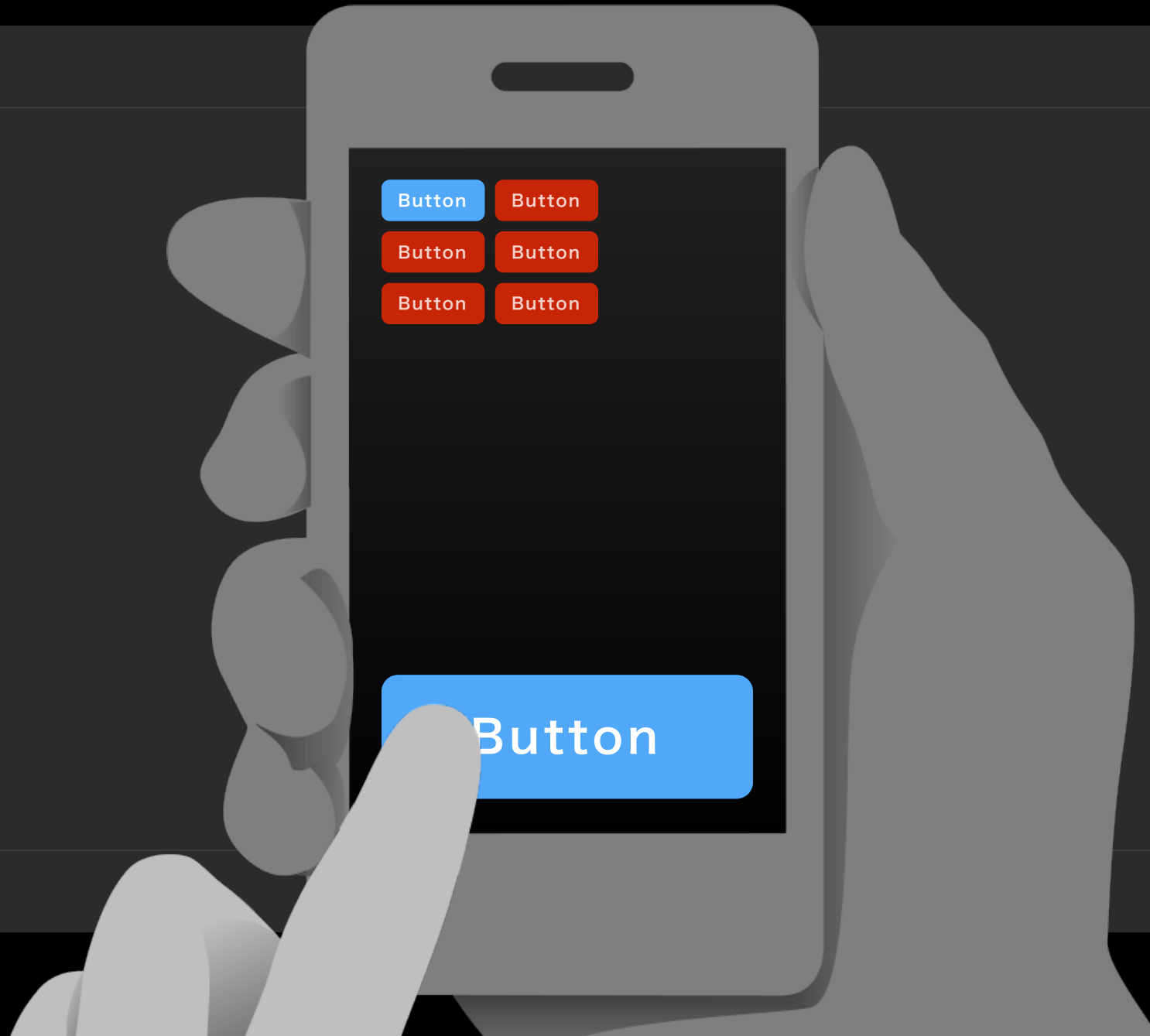




BUTTON SIZES AND POSITIONS

如何决定界面中按钮的大小和位置？





FITTS' LAW

$$MT = a + b \log_2 (D / W + 1)$$

经验参数

目标大小

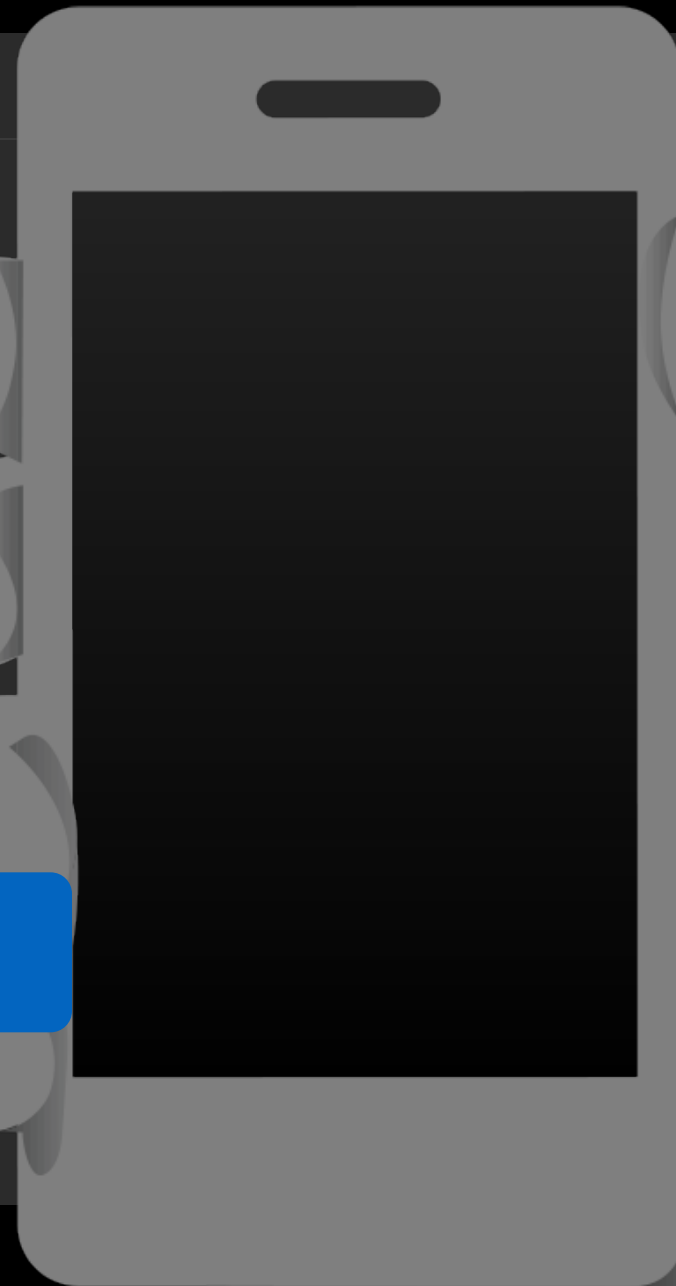
到达时间

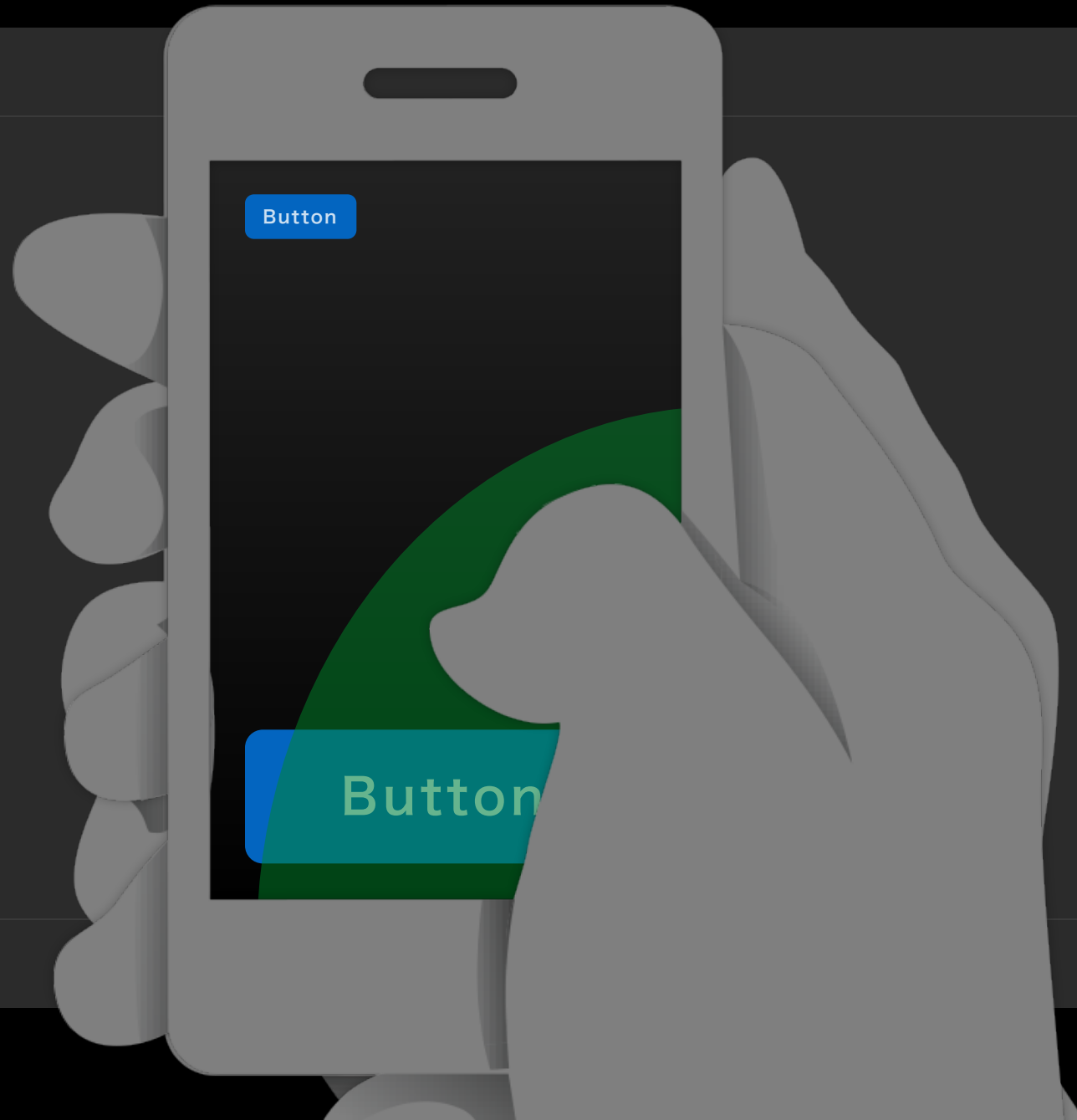
目标距离

Button

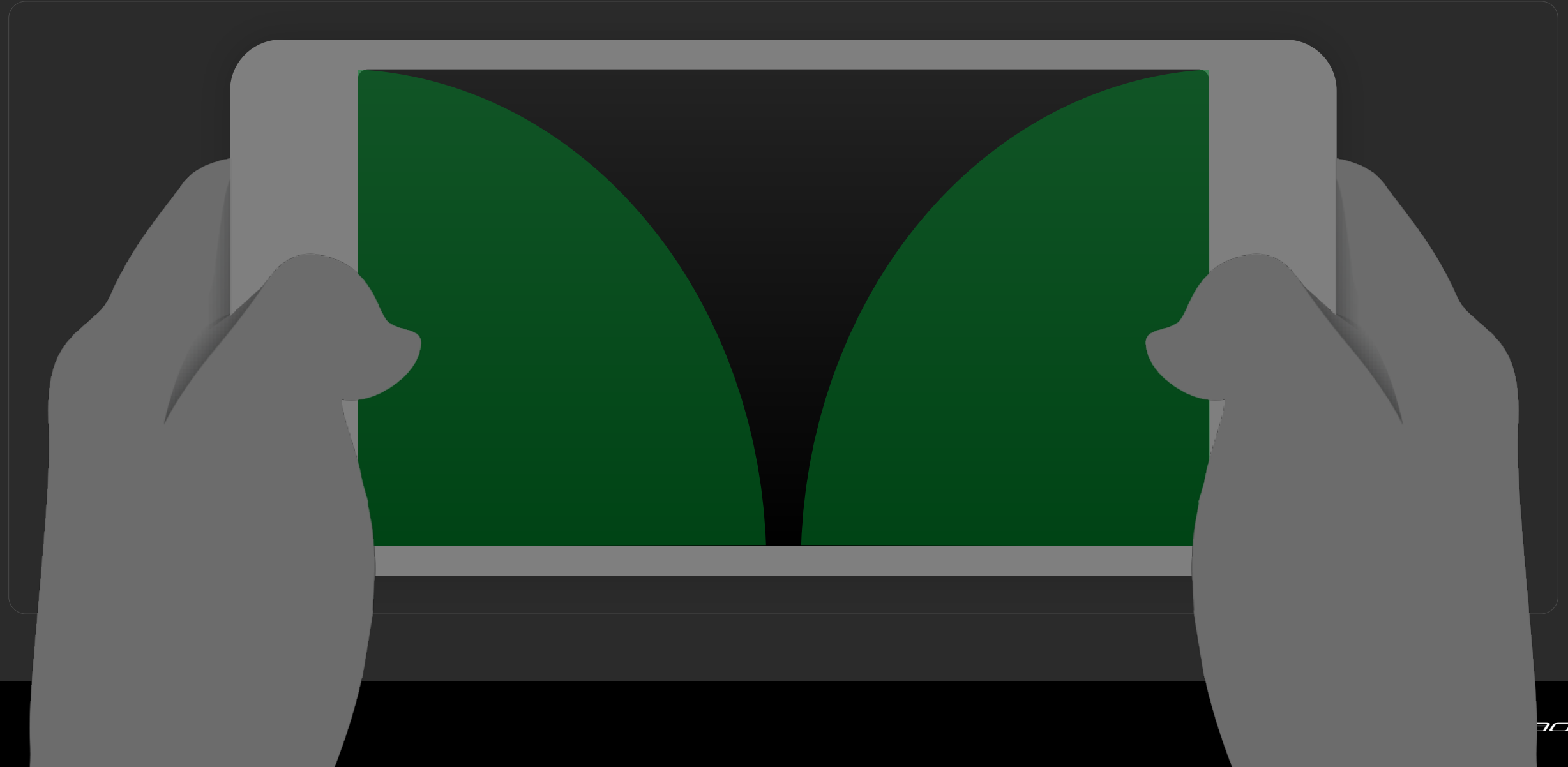
?

Button



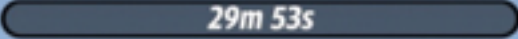


tailor your games for mobile devices



Current Upgrades



 	Arrow Tower 	COLLECT UPGRADE
 	Tavern  29m 53s	FINISH UPGRADE  14
 	Available	SHOW
 	Available	SHOW

FITTS' LAW

越远越小越困难，越近越大越容易

SKEUOMORPHISM OR FLAT DESIGN

拟物还是扁平？



IOS 6
拟物化设计



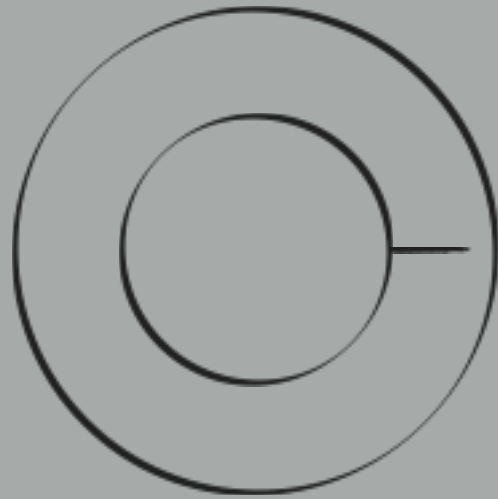
IOS 7
扁平化设计





PEOPLE IMAGINE OBJECTS TILTED
AND AT A SLIGHT ANGLE ABOVE

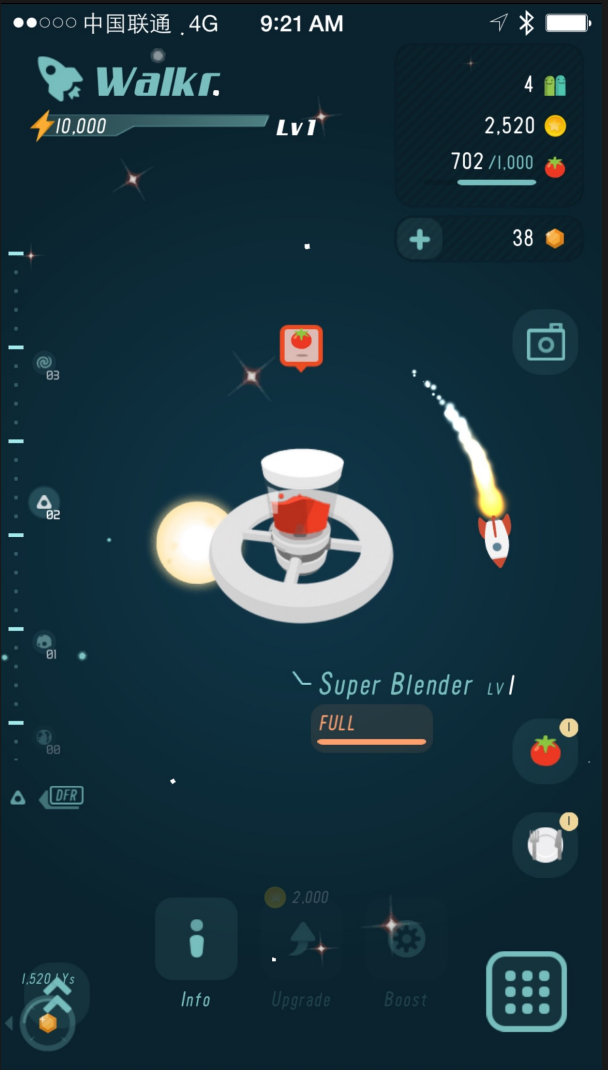
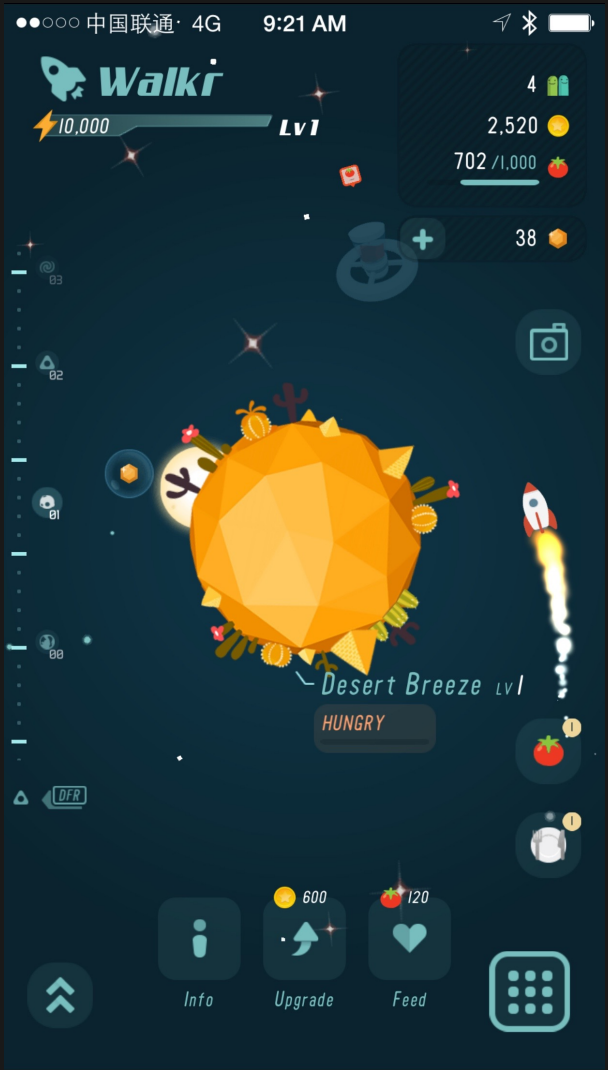
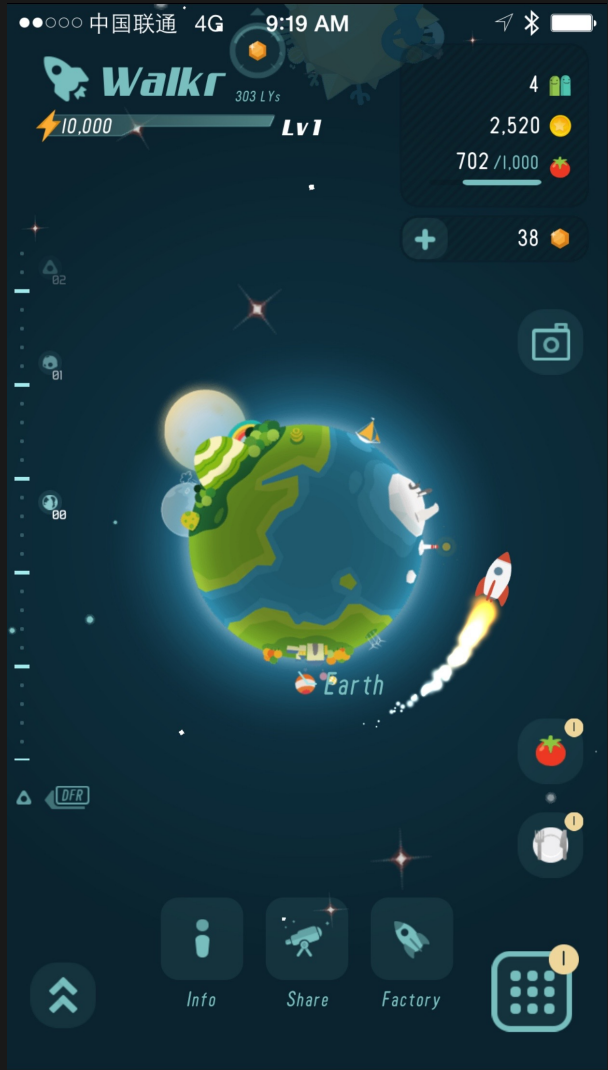
侧向俯视是想象物体的标准视角

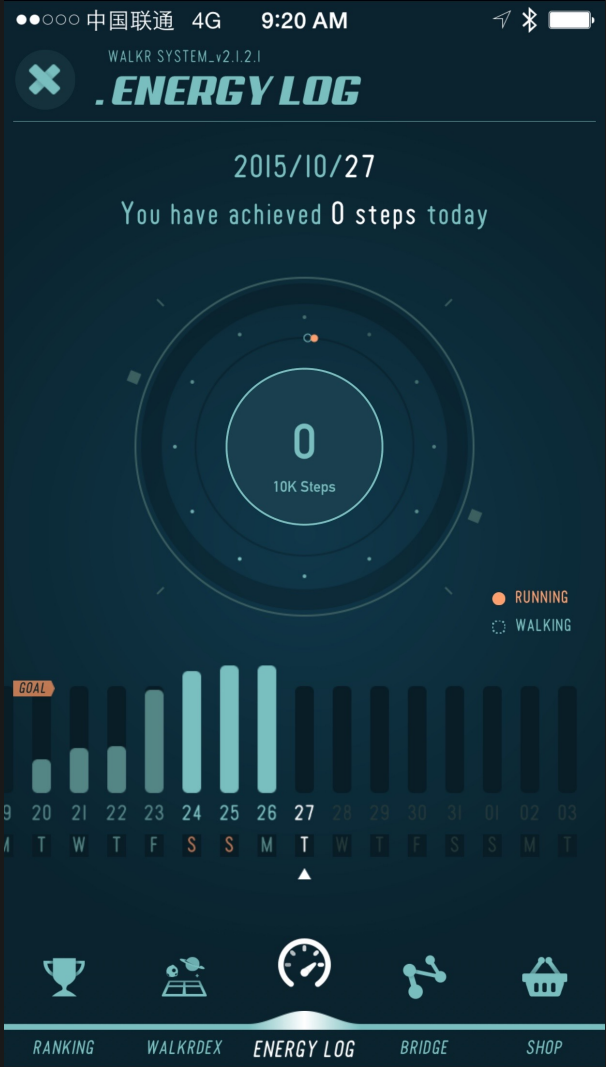


**DRAW ICONS FROM
A CANONICAL PERSPECTIVE**

如果不能很好的驾驭扁平化风格，就使用标准视角来绘制图标

**BUT,
SAFE NEVER KICKS ASS**

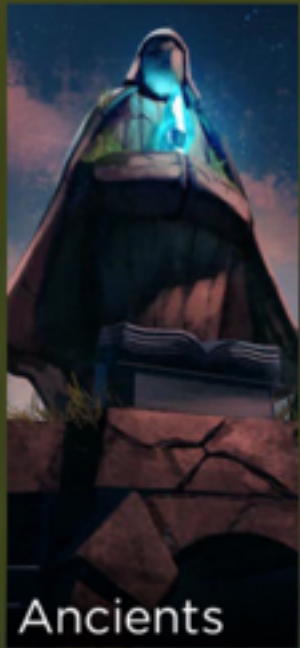




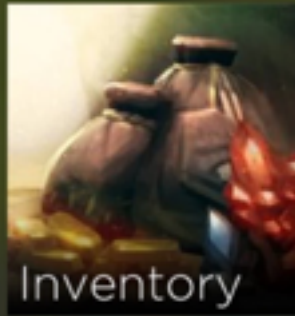


Menu

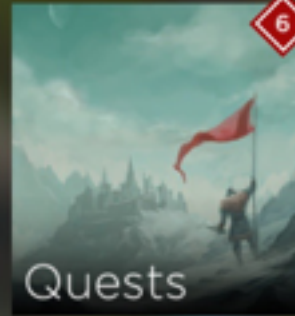
Get access to all the features in the game from here.



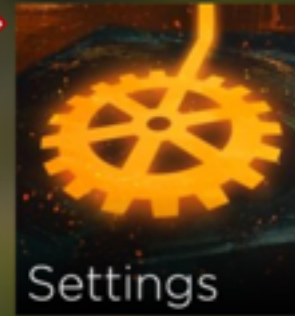
Ancients



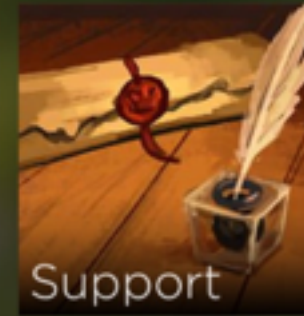
Inventory



Quests



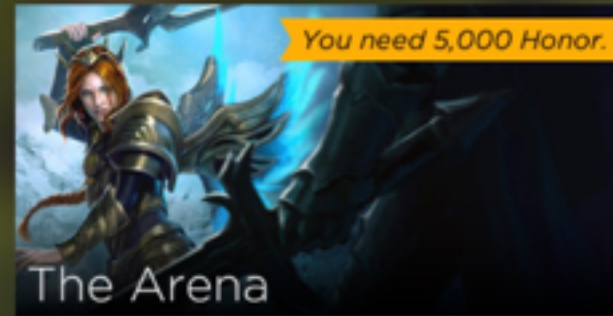
Settings



Support



Battle History



The Arena

Build



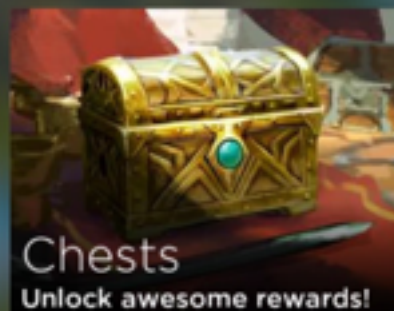
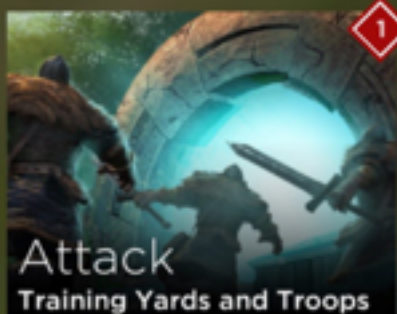
833



2,000



0





UPGRADE COMPLETE!
GOLD SMELTER LEVEL 3 UPGRADE COMPLETE!



GOLD PRODUCTION PER HOUR

216

Upgrade the Gold Smelter to produce gold quicker.
This can be spent on bigger and better upgrades.

CONTINUE

VAIN
GLORY™



PLAY

18



NEWS

2



ACADEMY



FRIENDS

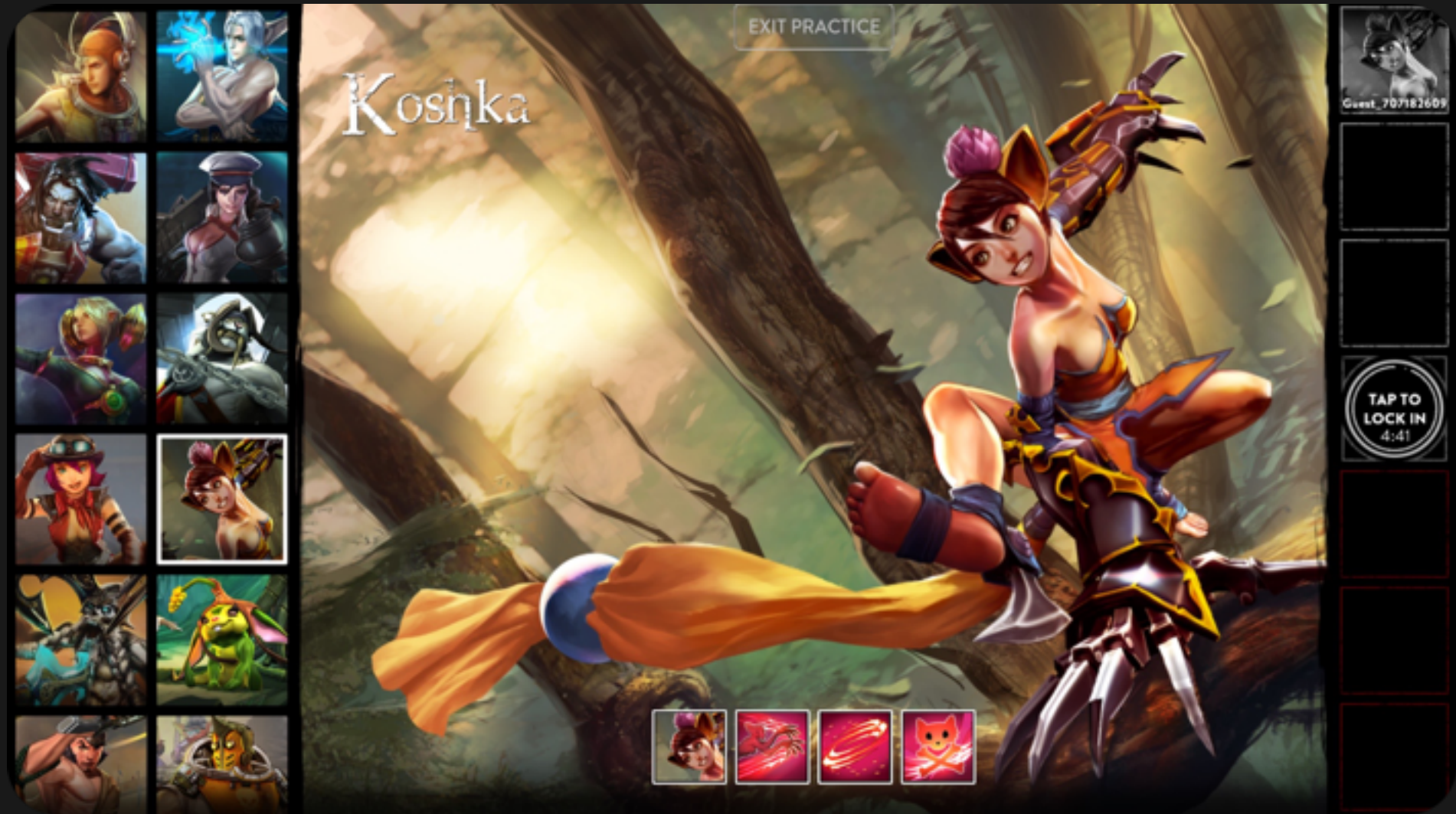


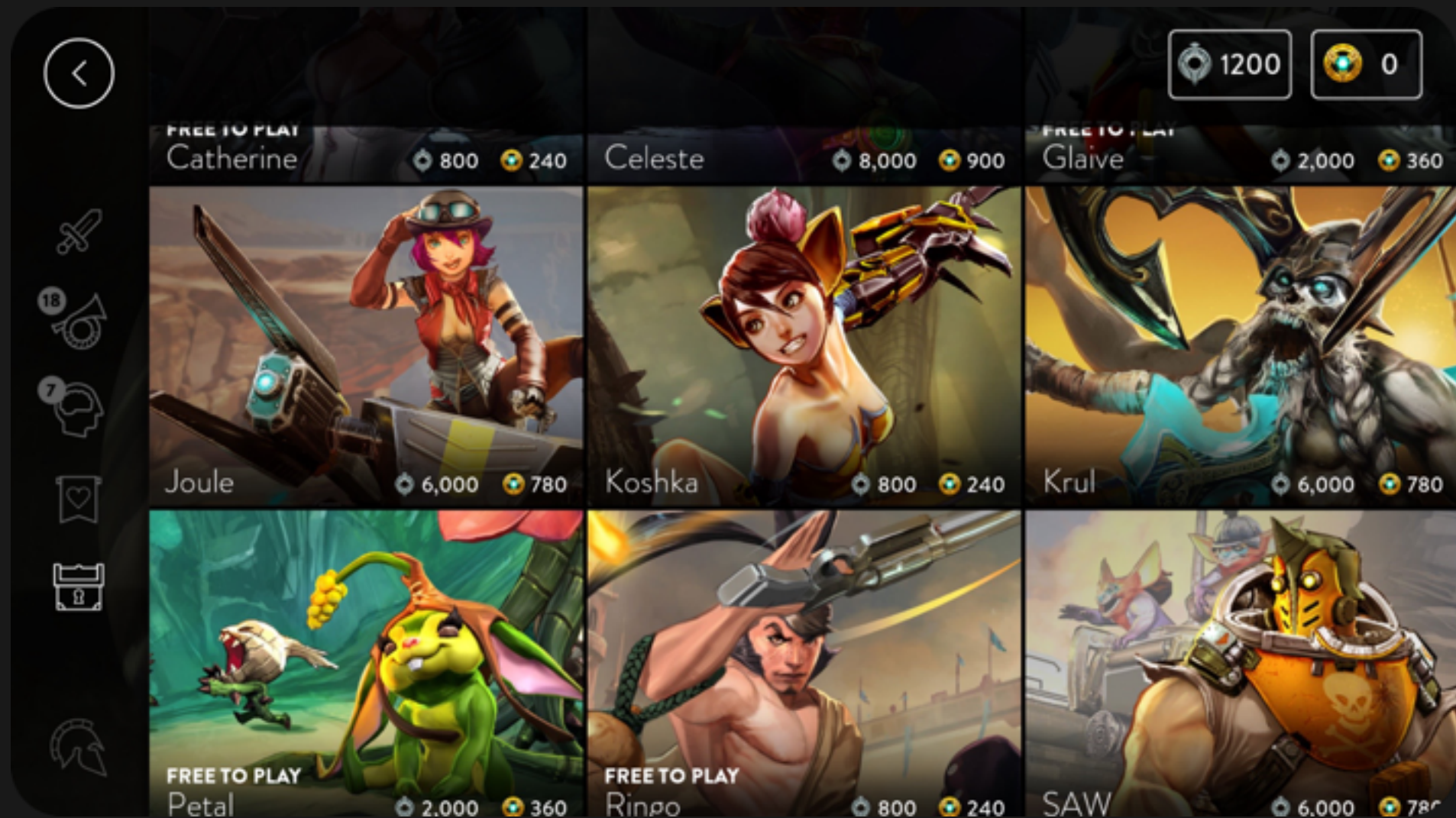
MARKET



LOG IN or REGISTER







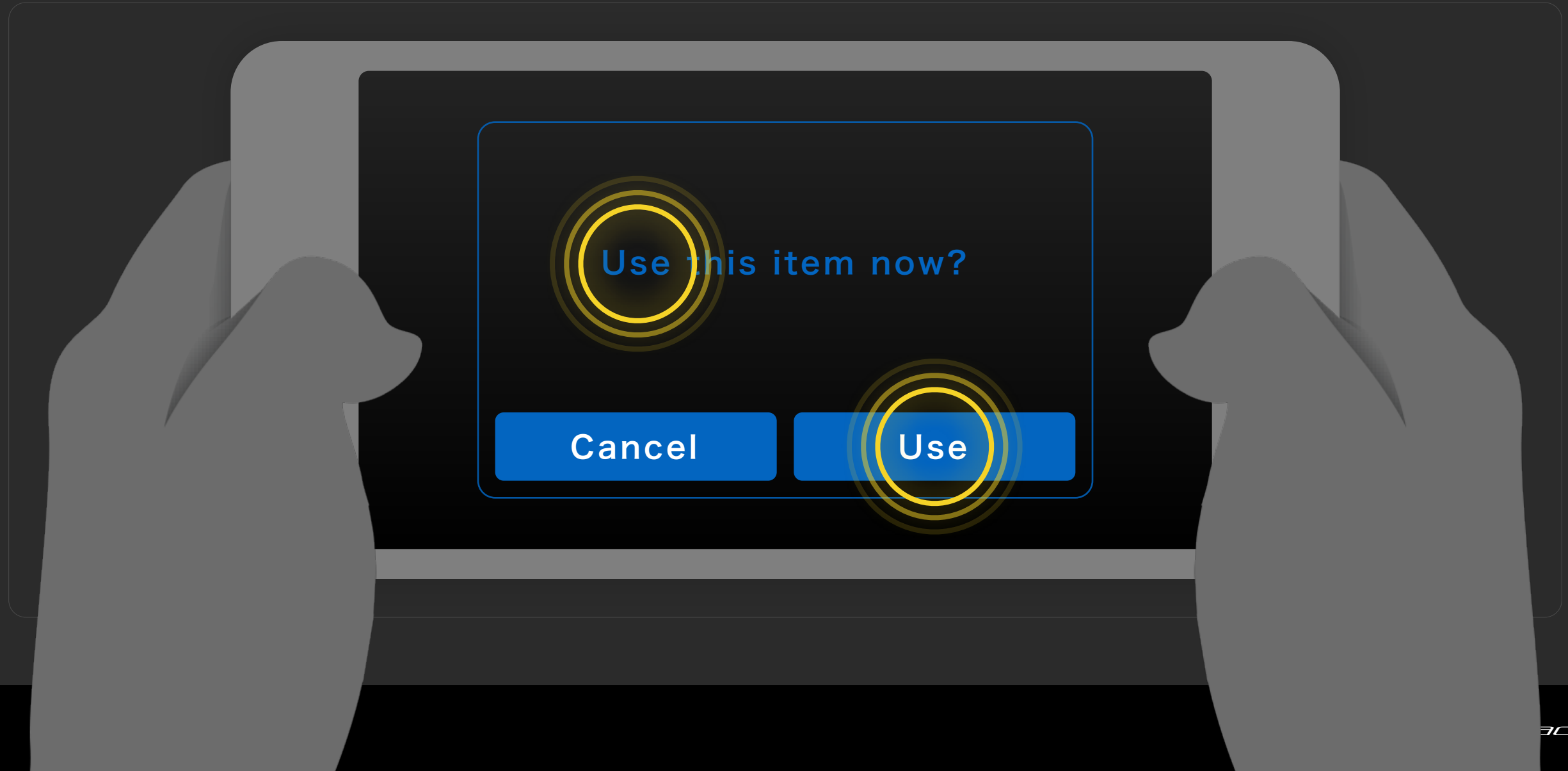
POPUP MATTERS

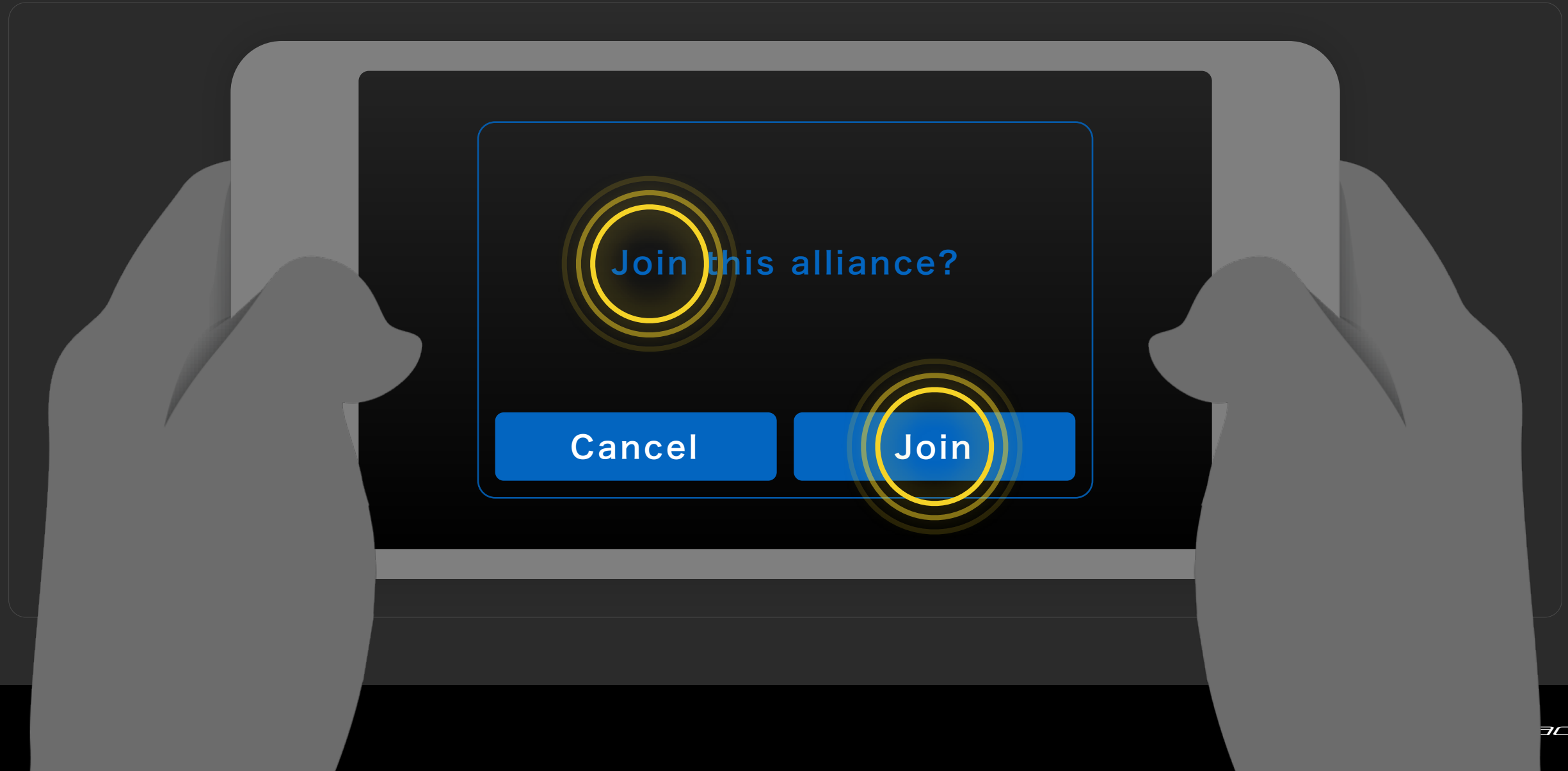
你的弹窗好用吗？

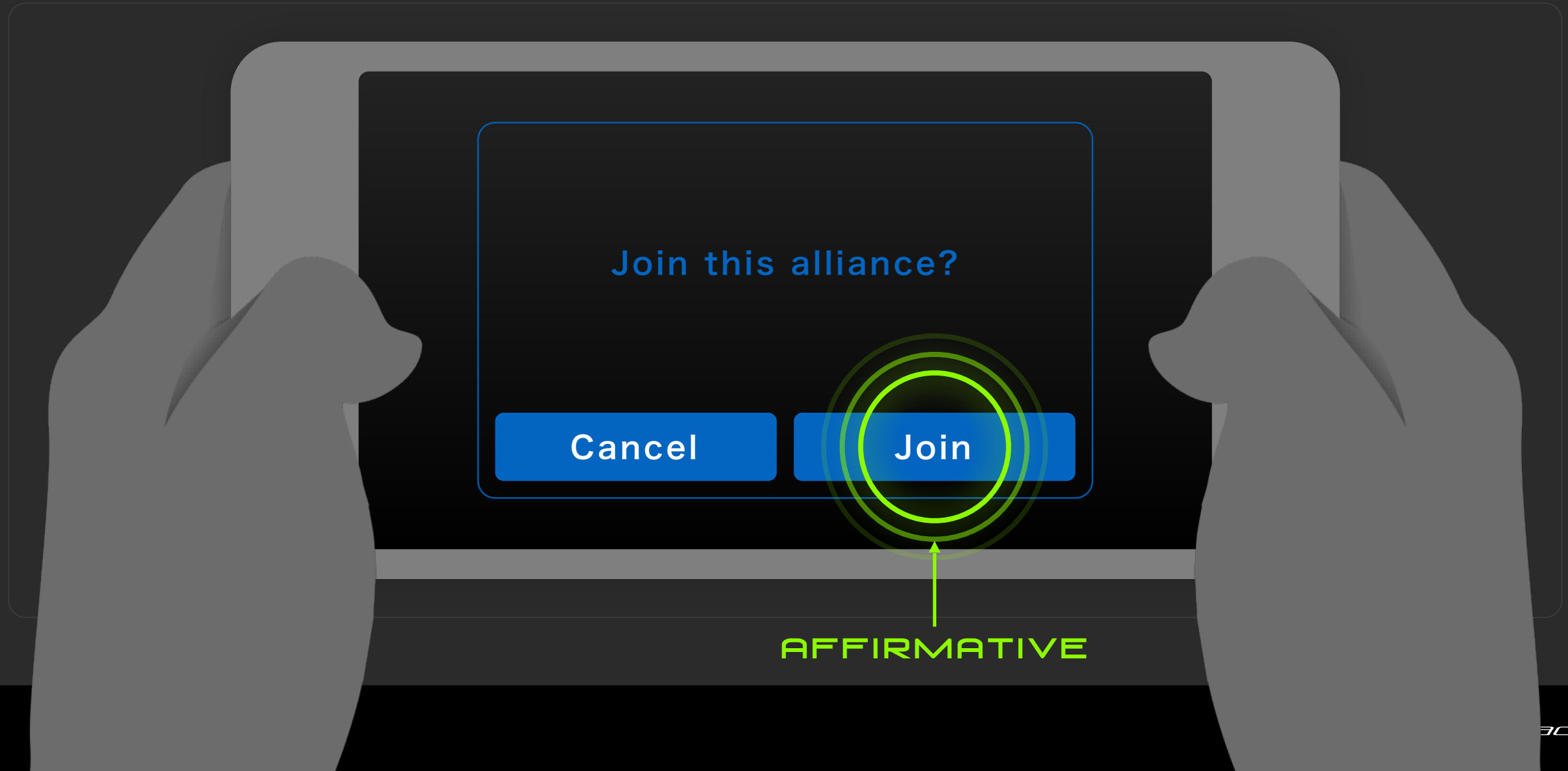
















Reset all settings?

Reset

Cancel

Upgrade Mine to level 2?

Cancel

500 

An illustration of a hand holding a tablet. The tablet screen shows a 'Game Over' message in blue text. Below the message are two blue buttons with white text: 'Menu' and 'Play Again'. The background is dark gray.

Game Over

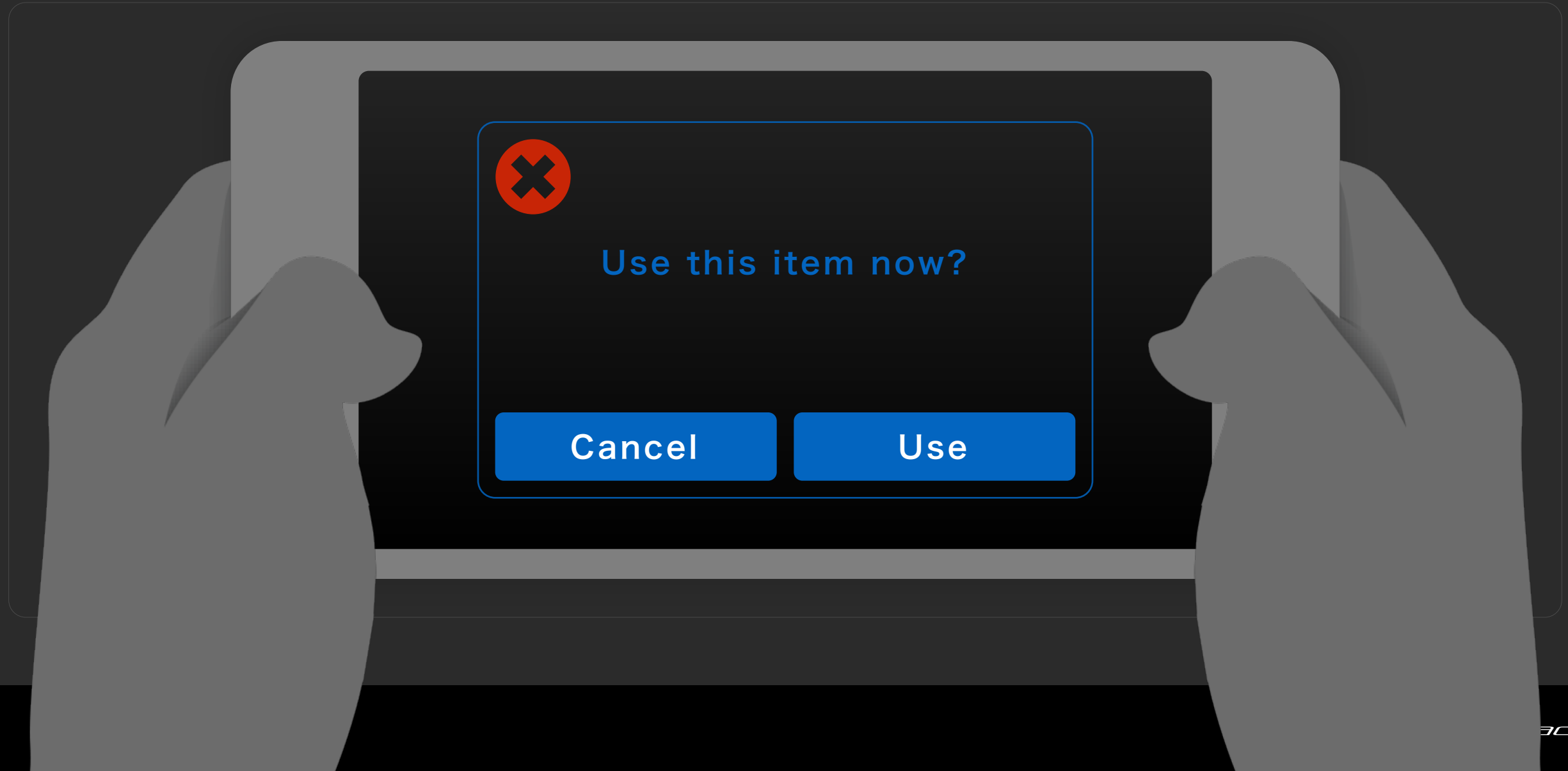
Menu

Play Again

We regret to inform you
that all of your lives
have been expended and
therefore game has
now ended.

Menu

Play Again







FONT AND SIZE MATTERS

字体，字号，字色怎么选？



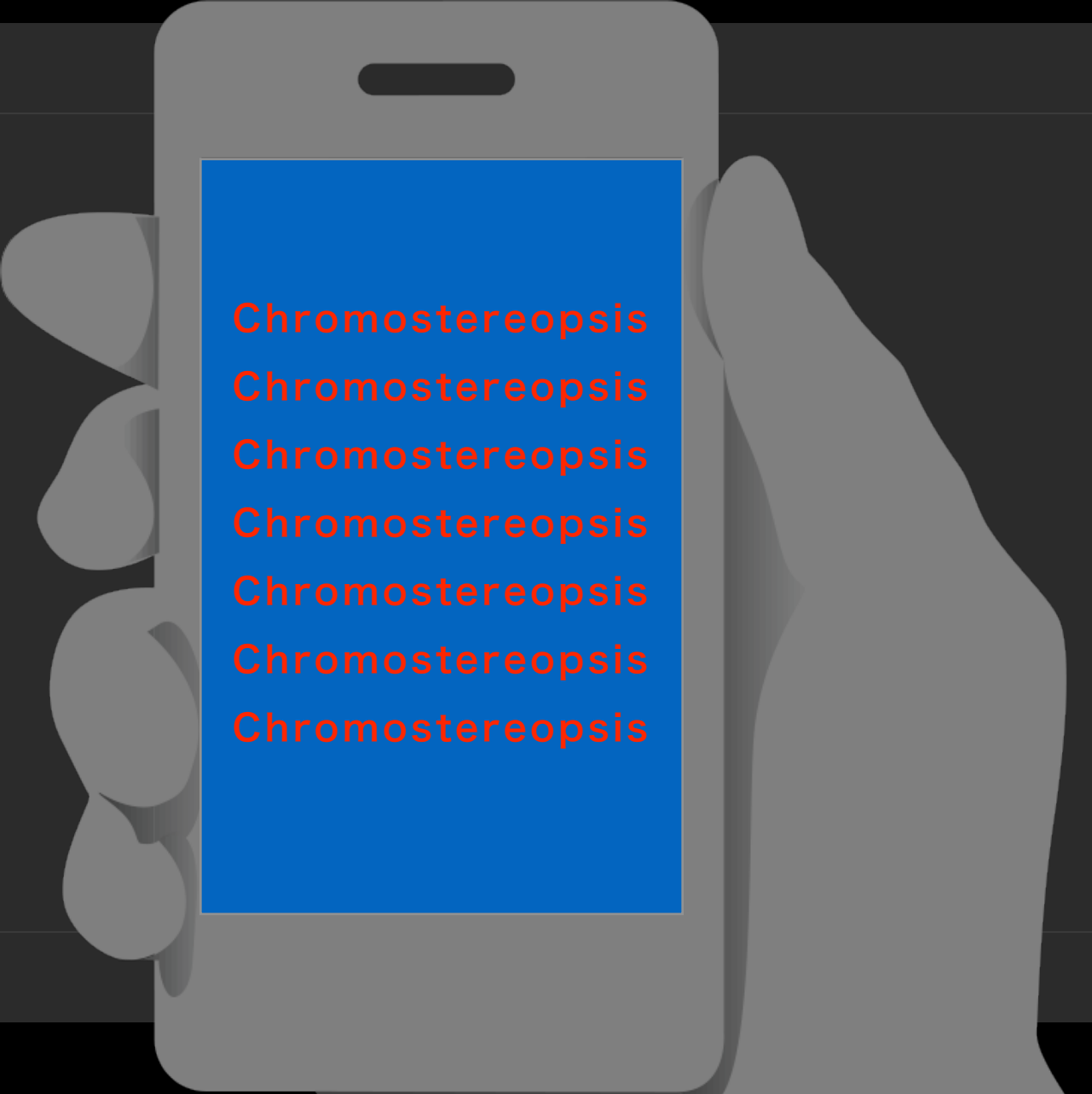
All the fonts here are the same size, but some look larger than others because the x-height of different font families vary.

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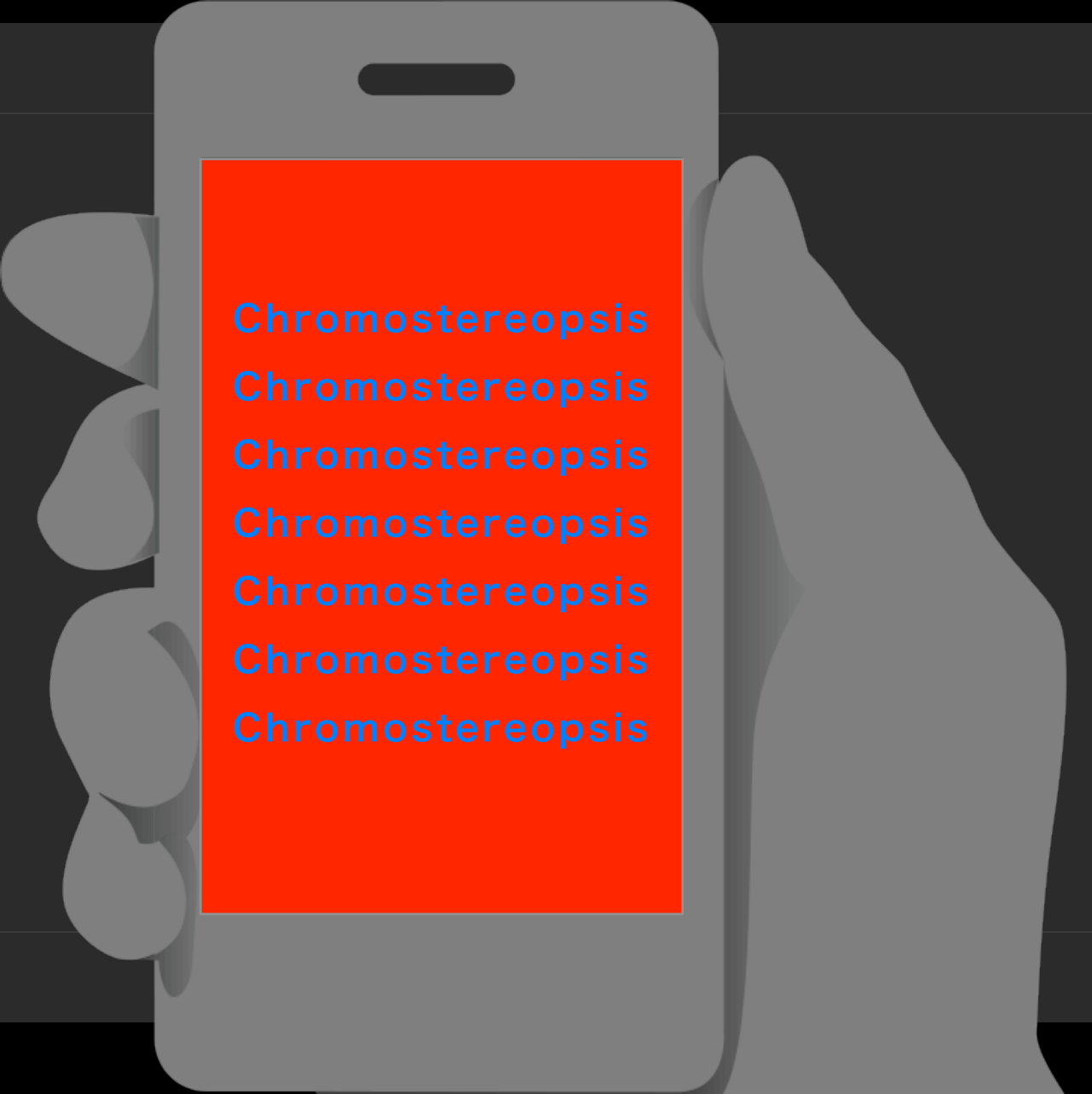


Chromostereopsis

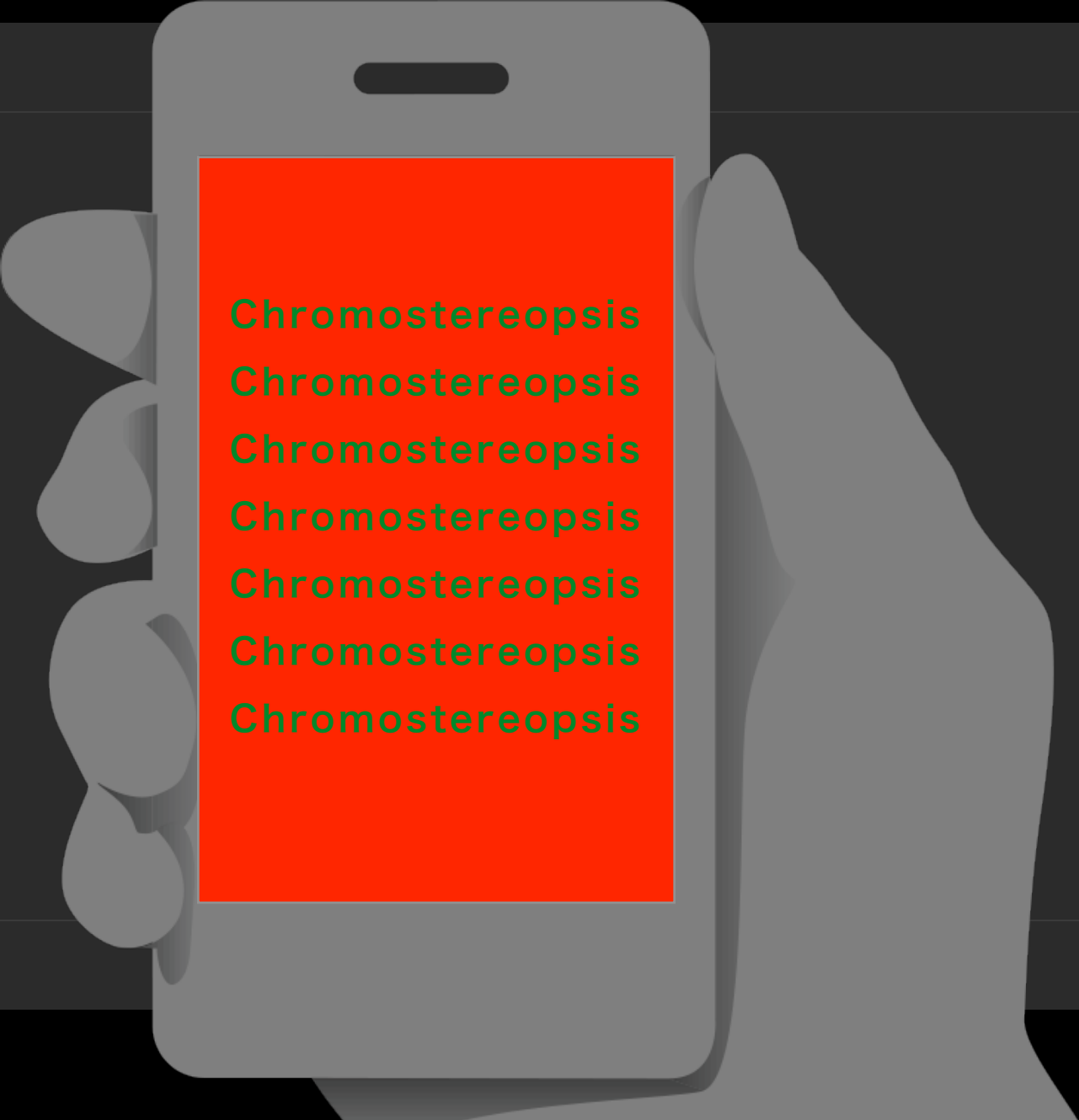


Chromostereopsis
Chromostereopsis
Chromostereopsis
Chromostereopsis
Chromostereopsis
Chromostereopsis
Chromostereopsis

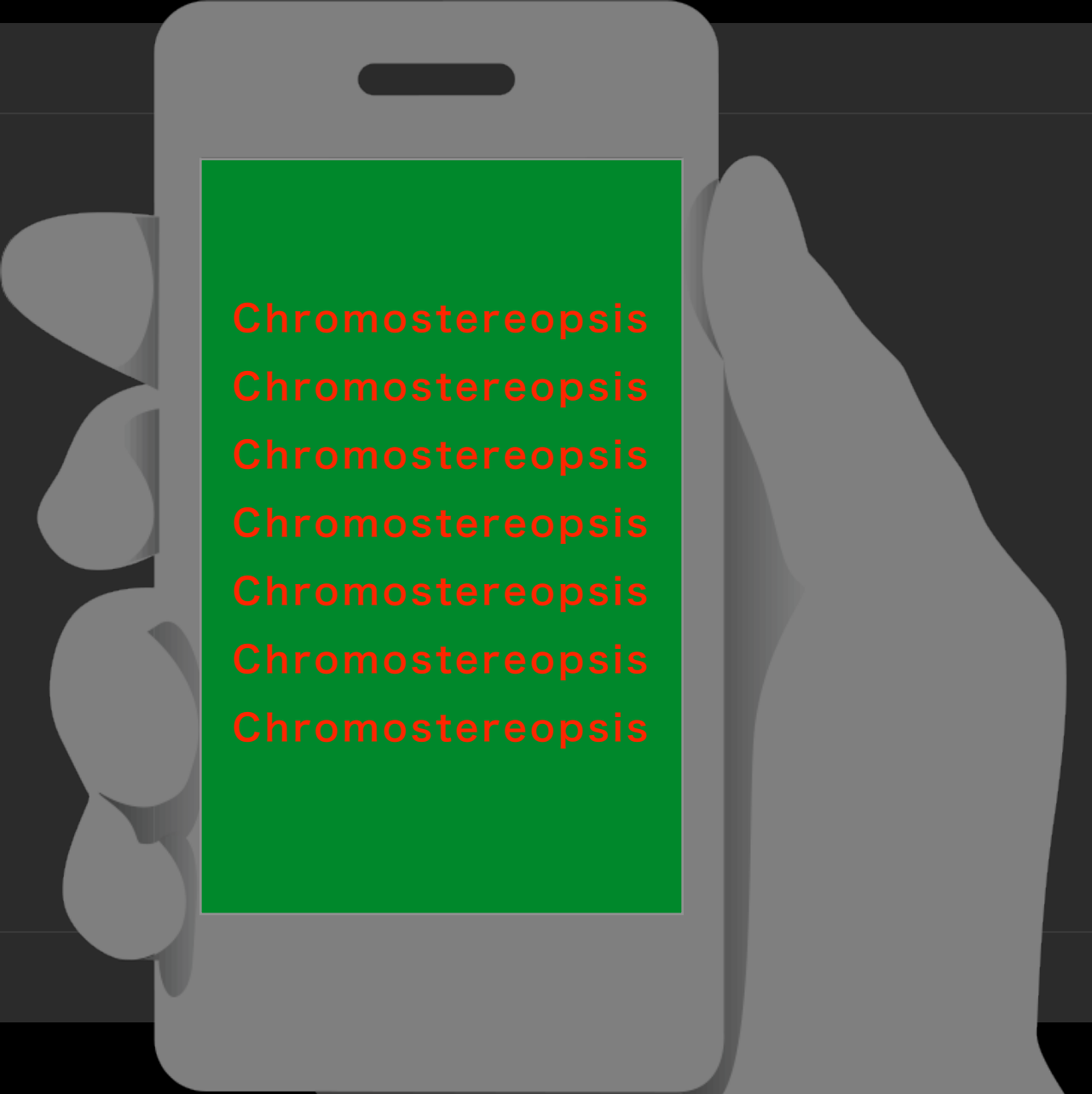
Chromostereopsis
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Chromostereopsis
Chromostereopsis



Chromostereopsis
Chromostereopsis
Chromostereopsis
Chromostereopsis
Chromostereopsis
Chromostereopsis
Chromostereopsis

A stylized illustration of a hand holding a smartphone. The phone's screen is a solid red rectangle. On the screen, the word "Chromostereopsis" is written in a bold, black, sans-serif font, stacked vertically seven times. The hand is a light gray silhouette, and the phone is a darker gray. The background is a dark gray gradient.

Chromostereopsis
Chromostereopsis
Chromostereopsis
Chromostereopsis
Chromostereopsis
Chromostereopsis
Chromostereopsis



Chromostereopsis
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Chromostereopsis
Chromostereopsis
Chromostereopsis
Chromostereopsis
Chromostereopsis

**CHROMOSTEREOPSIS
ARE HARD ON THE EYES
色彩立体视觉会导致难以阅读**

Chromostereopsis
Chromostereopsis
Chromostereopsis
Chromostereopsis
Chromostereopsis
Chromostereopsis
Chromostereopsis

Chromostereops
Chromostereopsis
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Chromostereopsis
Chromostereopsis
Chromostereopsis

RECOGNIZING FACES

大脑有专门识别人脸的区域



**DANGER, FOOD, SEX, MOVEMENT, FACES
AND STORIES GET THE MOST ATTENTION**

危险，食物，性，移动，人脸和故事

FREQUENT BUYER CARD



FREQUENT BUYER CARD



GOAL-GRADIENT EFFECT 趋近效应

PEOPLE ARE MORE MOTIVATED AS
THEY GET CLOSER TO A GOAL
越接近的目标越容易达成

怎样为你的游戏量身打造界面？





FREEING GAMES
BEIJING OFFICE

TAILOR YOUR GAMES FOR MOBILE DEVICES



TAILOR YOUR GAMES FOR MOBILE DEVICES



TAILOR YOUR GAMES FOR MOBILE DEVICES



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TAILOR YOUR GAMES FOR MOBILE DEVICES



TAILOR YOUR GAMES FOR MOBILE DEVICES



TAILOR YOUR GAMES FOR MOBILE DEVICES



怎样为你的游戏量身打造界面？

设计来源于需求

在局限中做设计

VIP 5

GINO, FATHER OF DRAGONS
LEVEL 19

20,000,000

20,000,000

20,000,000

10,000



TRAIN

SUMMARY

Best Troops

Infantry

Pikeman

Cavalry

Archer



Infantry V

You have: 2,000



TRAIN



Infantry V

You have: 2,000



TRAIN



Infantry V

You have: 2,000



TRAIN



News



Items



Buildings



Troops



General



Alliance



Ladders



Settings

VIP 5

GINO, FATHER OF DRAGONS
LEVEL 19

● 20,000,000

● 20,000,000

● 20,000,000

● 10,000

+

TRAIN

SUMMARY

Best Troops

Infantry

Pikeman

Cavalry

Archer

Infantry V
You have: 2,000

5

-1

+1

Cost: ● 200 ● 200

Instant Train
● 200Train
1h10m

News



Items



Buildings



Troops



General



Alliance



Ladders



Settings

VIP 5

GINO, FATHER OF DRAGONS
LEVEL 19

● 20,000,000

● 20,000,000

● 20,000,000

● 10,000

+

TRAIN

SUMMARY

Best Troops

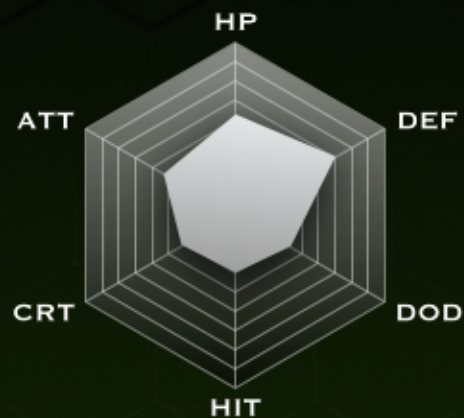
Infantry

Pikeman

Cavalry

Archer

Troops Stats



Attack	1000
Defense	800
Attack Speed	500
Attack Range	500
Move	80
Load	200
Power	300

Infantry V
You have: 2,000

5

-1

+1

Cost: ● 200 ● 200

Instant Train
● 200Train
1h10m

News



Items



Buildings



Troops



General



Alliance



Ladders



Settings

VIP 5

GINO, FATHER OF DRAGONS
LEVEL 19

● 20,000,000

● 20,000,000

● 20,000,000

● 10,000

+

TRAIN

SUMMARY

Infantry

Pikeman

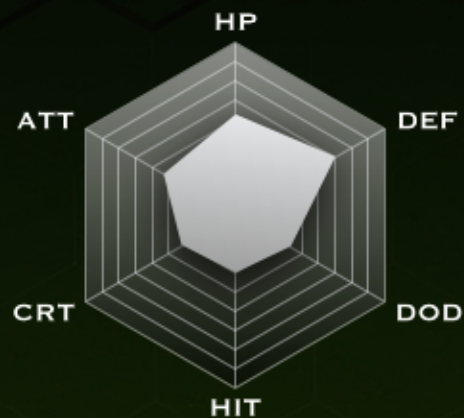


Cavalry

Archer



Troops Stats



Attack	1000
Defense	800
Attack Speed	500
Attack Range	500
Move	80
Load	200
Power	300

Infantry III
You have: 2,000

5

-1

+1

Cost: ● 200 ● 200

Instant Train

● 200

Train
1h10m

News



Items



Buildings



Troops



General



Alliance



Ladders



Settings



CHROME

VIP 5

GINO, FATHER OF DRAGONS
LEVEL 19

20,000,000

20,000,000

20,000,000

10,000



MAIL



19

GINO'S KINGDOM



3M16M

FREE



1H29M

SPEEDUP



GIFT FROM KHALEESI
CONSECUTIVE LOGIN BONUS DAY 7



1

2

5M AGO





REWARD

VIP 5

GINO, FATHER OF DRAGONS
LEVEL 19

20,000,000

20,000,000

20,000,000

10,000



MANUAL



OFFER



GACHA

CREATE A PROTOTYPE.
THEN USE IT AS A USER WOULD.
YOU'LL SEE WHAT'S MISSING AND WHAT'S WRONG.
REPEAT.