



# Ice Age Adventure UX diagnosis for live-ops game: A Case Study

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## What you will learn



Gathering data working with other departments



Data analysis and heuristic diagnosis



Pitching a solution to stakeholders



Designing solution that resonates with business & user needs

**DISCLAIMER:** Special thanks to Gameloft. As subject to NDA, the following case study is a reconstruction of a published project meant to provide a UX designers' UX approach. While the case study is real, the numbers are NOT the actual data points but have been tweaked for this presentation.

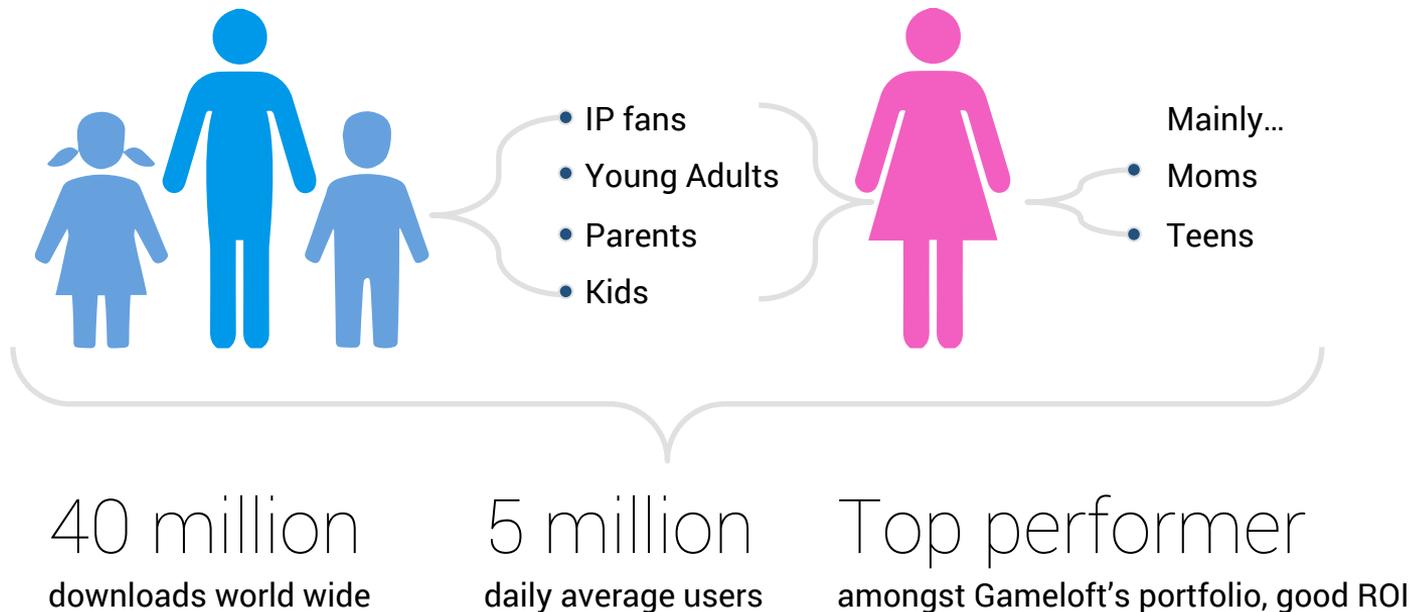


SKIP





## Demographics &amp; KPI's





“

As UX designers, we inherit sub-optimal usability designs directly from game designs that may justify the game mechanics but these alone are generally not intuitive enough for the player.

”

One such area was the existing Event System in the game.





## Key metrics



OLD

The game was aging

We added Events System

- to boost engagement
- to increase average sessions
- to boost ARPDAU



Whilst 18 minutes was the average session time, it was boosted after implementation of the Events System.

30-35 minutes

Event participation time by DAUs

Basically the session length was directly related to ARPDAU and boosting events participation was the key.





## Problems: KPI estimation

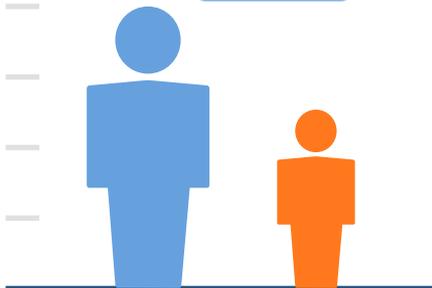
Participation rate was very low in the existing Events designs



Events

In 1000s

Daily

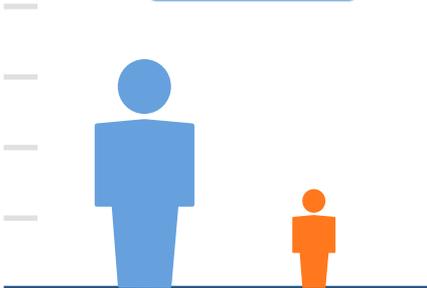


Expected

Actual

In 1000s

Weekly



Expected

Actual

**PARTICIPATION RATE TURNED OUT TO BE WAY BELOW THE EXPECTED KPI**

45%

KPI's expected after launch

20%

Reality



 Investigating assumptions and various hypothesis

# Why?

... do we have such poor numbers?

# What?

... is it the content of events?

... is it not appealing enough?

... is it the discovery and usability of the system?

... are the events hard to complete?

Collaborating investigations & validating assumptions with inter-department teams





## Data collection & analysis

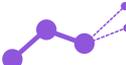
Results were gathered from data analytics and BPM's running the CRM system

543481...

Number of clicks on events icon



Number of people hitting the join button

 55%

Number of people dropping off from various drill-downs

 46%

Events completion rates



Surveys & polls run via the community managers



## Heuristic diagnosis



Clicking on events icon opens the events UI



Events UI show the "Weekly" & "Daily" events.

**EVENTS UI**

- #1 Too much text!
- #2 No clear choice simplification.



Clicking on 'leaderboard' button opens this page.

**LEADERBOARD UI**

- #1 Three drill downs to access leaderboard.
- #2 Not a user friendly design.



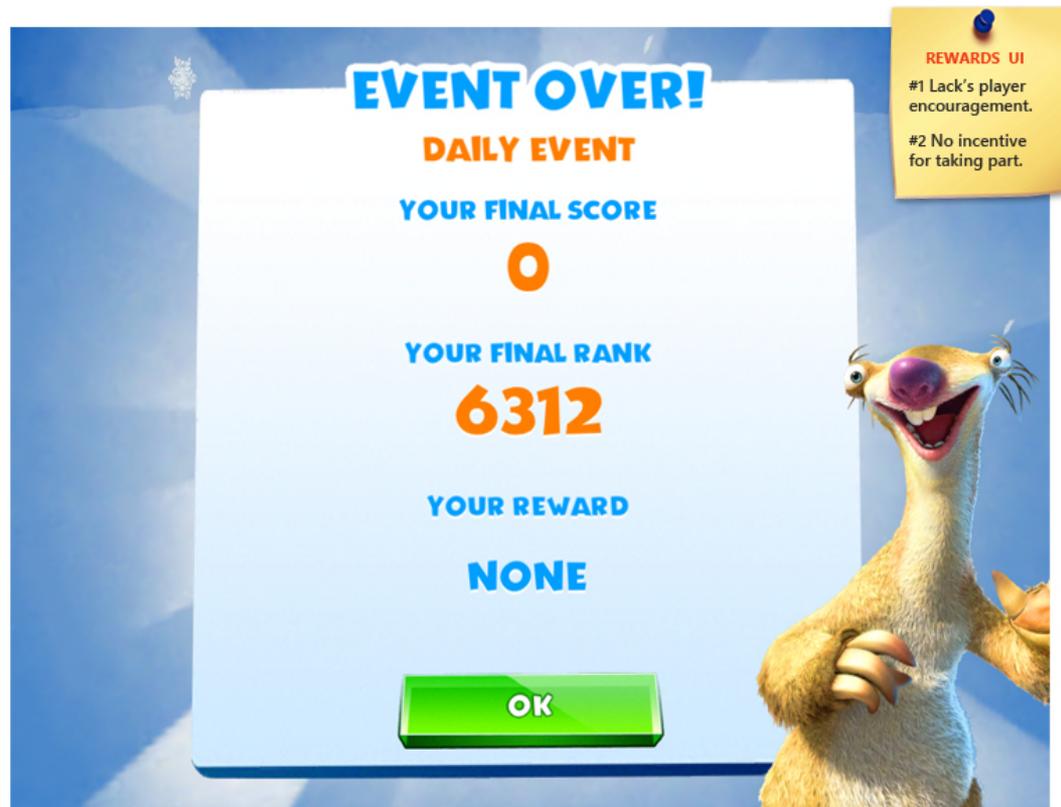
Clicking on a event type gives info. about it.

**EVENT INFO. UI**

- #1 Busy layout.
- #2 Confusing CTA.
- #3 Repeated event discription.



Worst possible screen





## Worst possible screen



Creating anticipation... raising expectations...



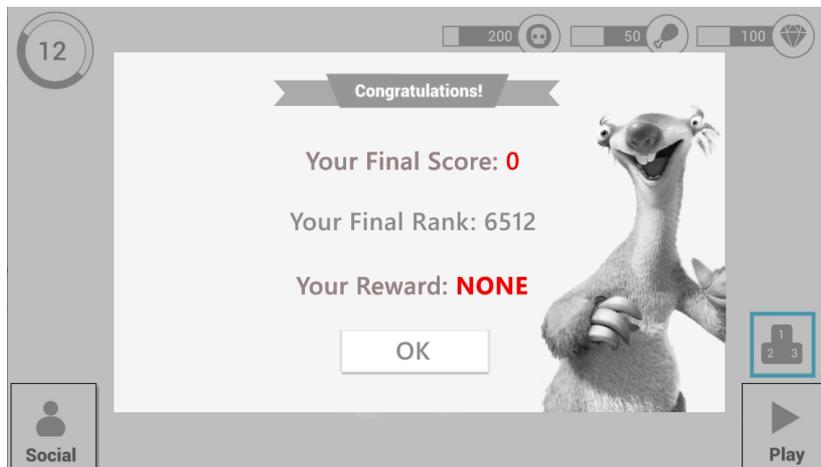
What could the player possibly be THINKING about?



 What's really happening....



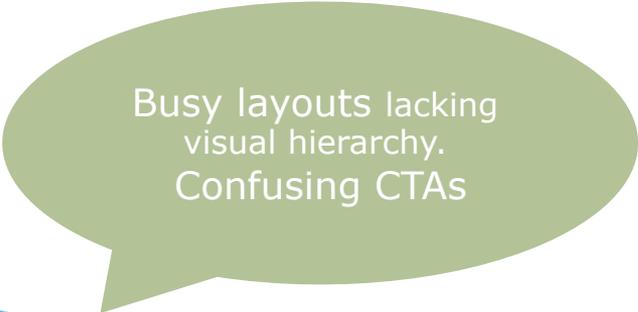
Creating anticipation... raising expectations...



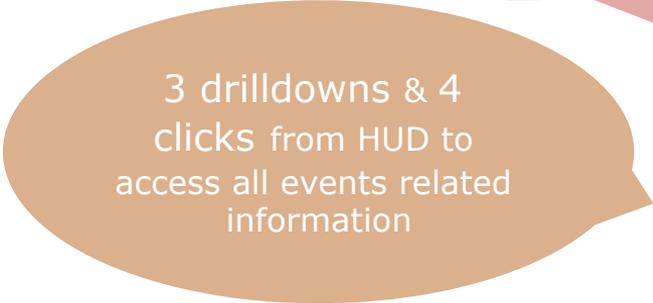
What could the player possibly be THINKING about?

 Perceived pain points: Cognitive load for players

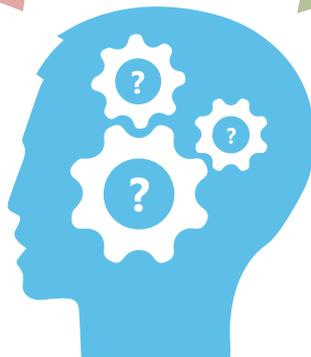
Text wall in event descriptions that was being repeated 3 times



Busy layouts lacking visual hierarchy.  
Confusing CTAs



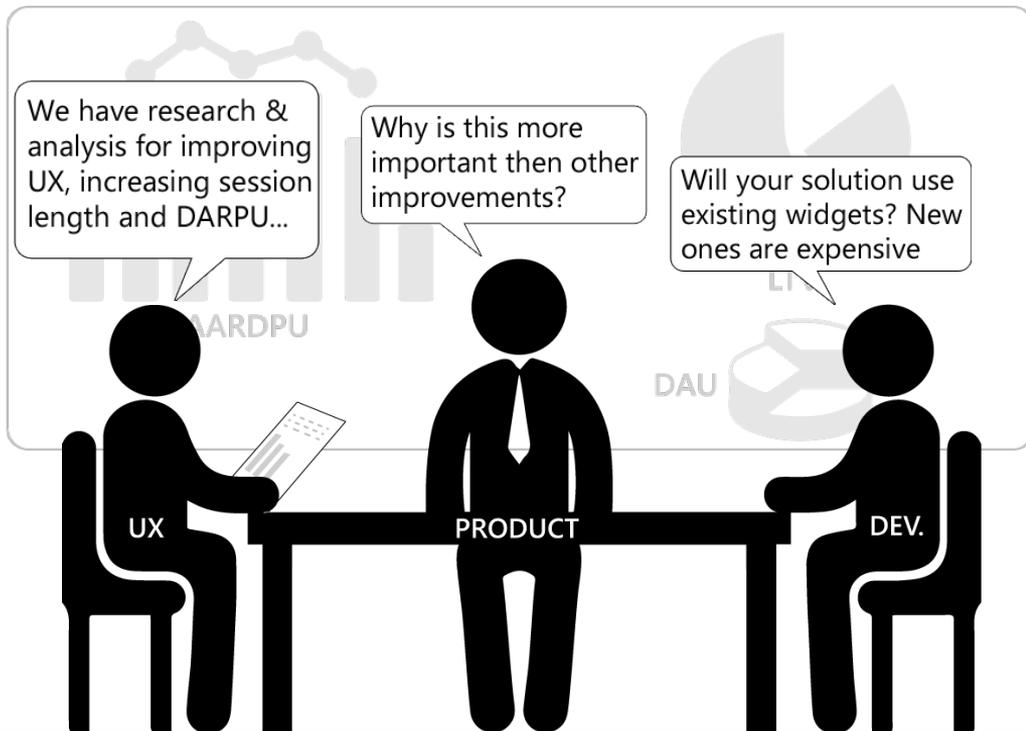
3 drilldowns & 4 clicks from HUD to access all events related information



Event over screen lacks Encouragement and felt Non-rewarding

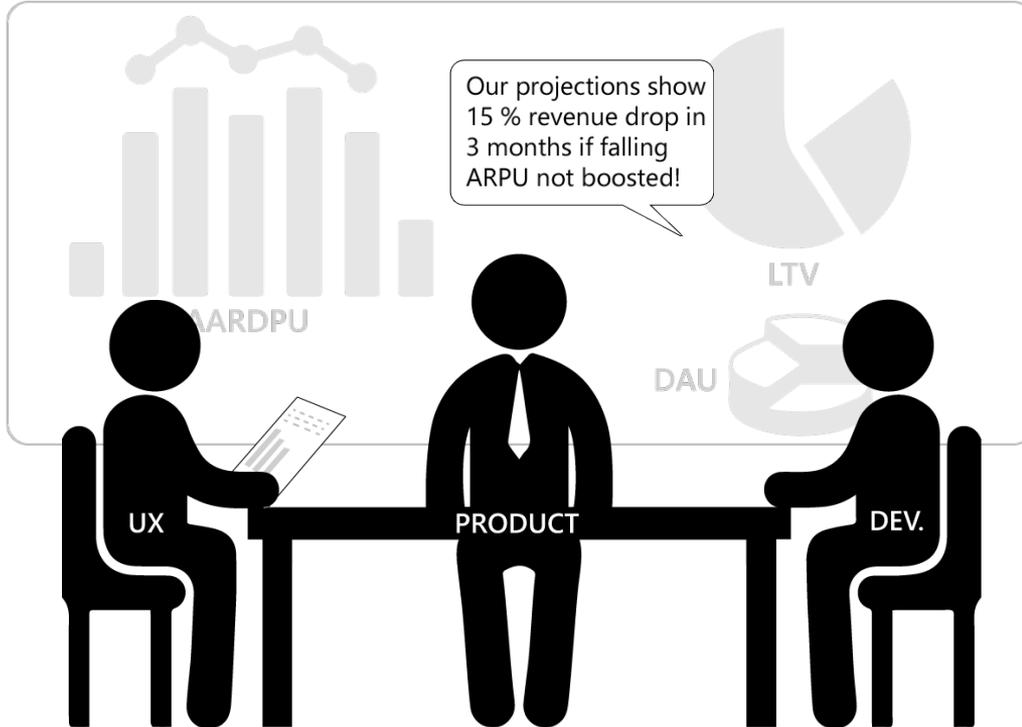


## Data usage : Aligning vision & priorities



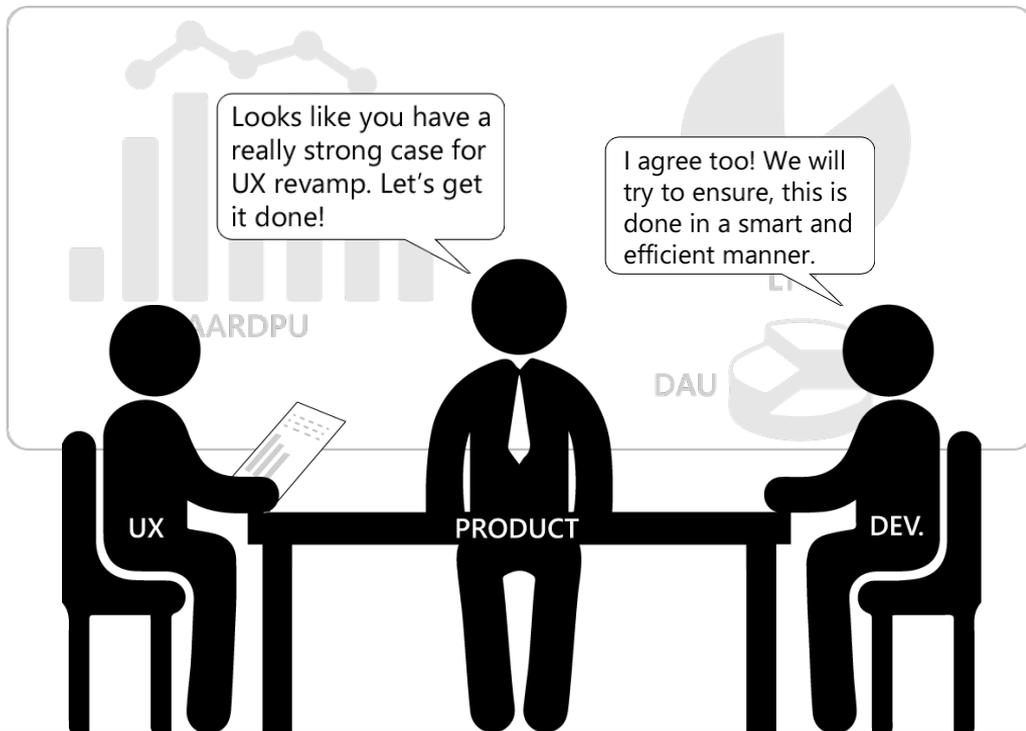


## Horse trading





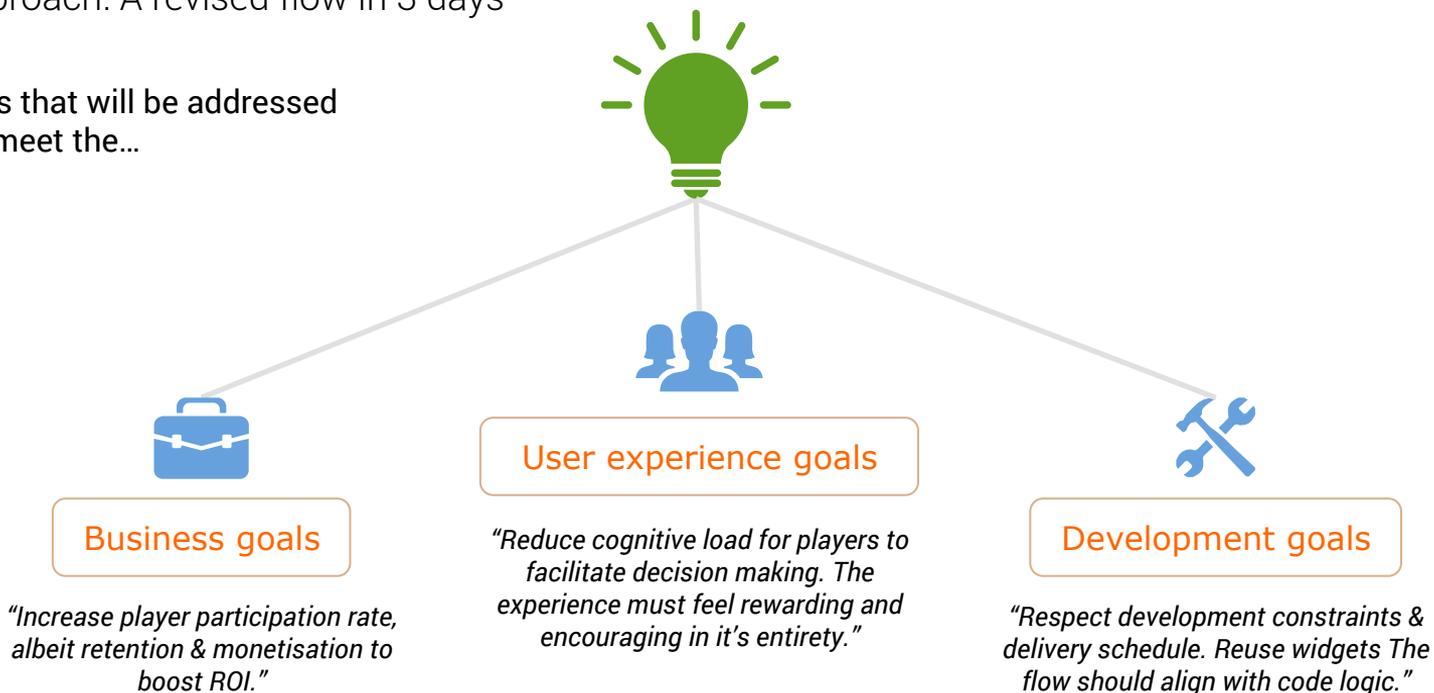
## Horse trading





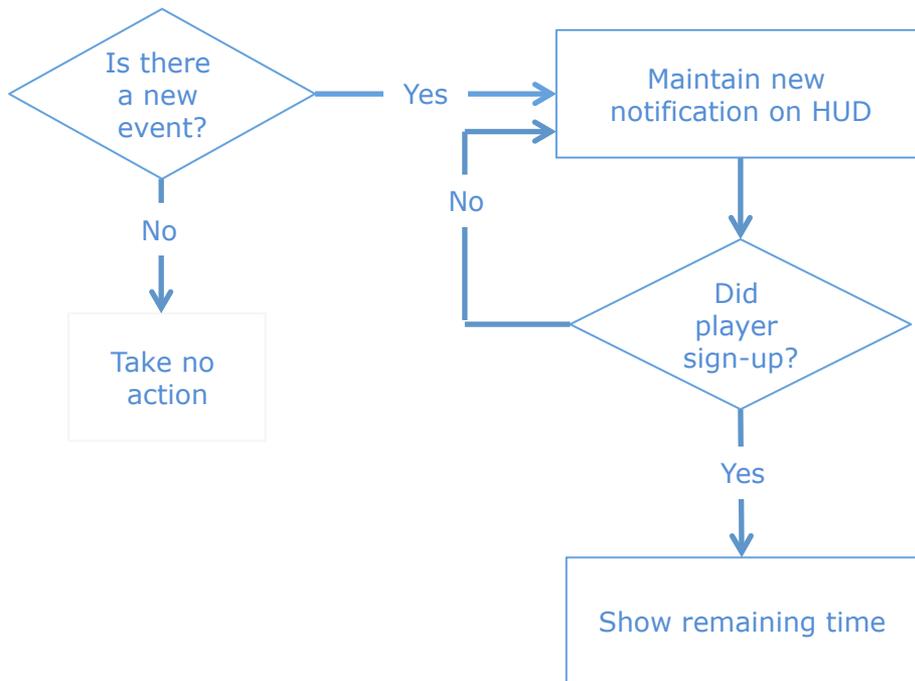
The approach: A revised flow in 3 days

Solutions that will be addressed  
need to meet the...

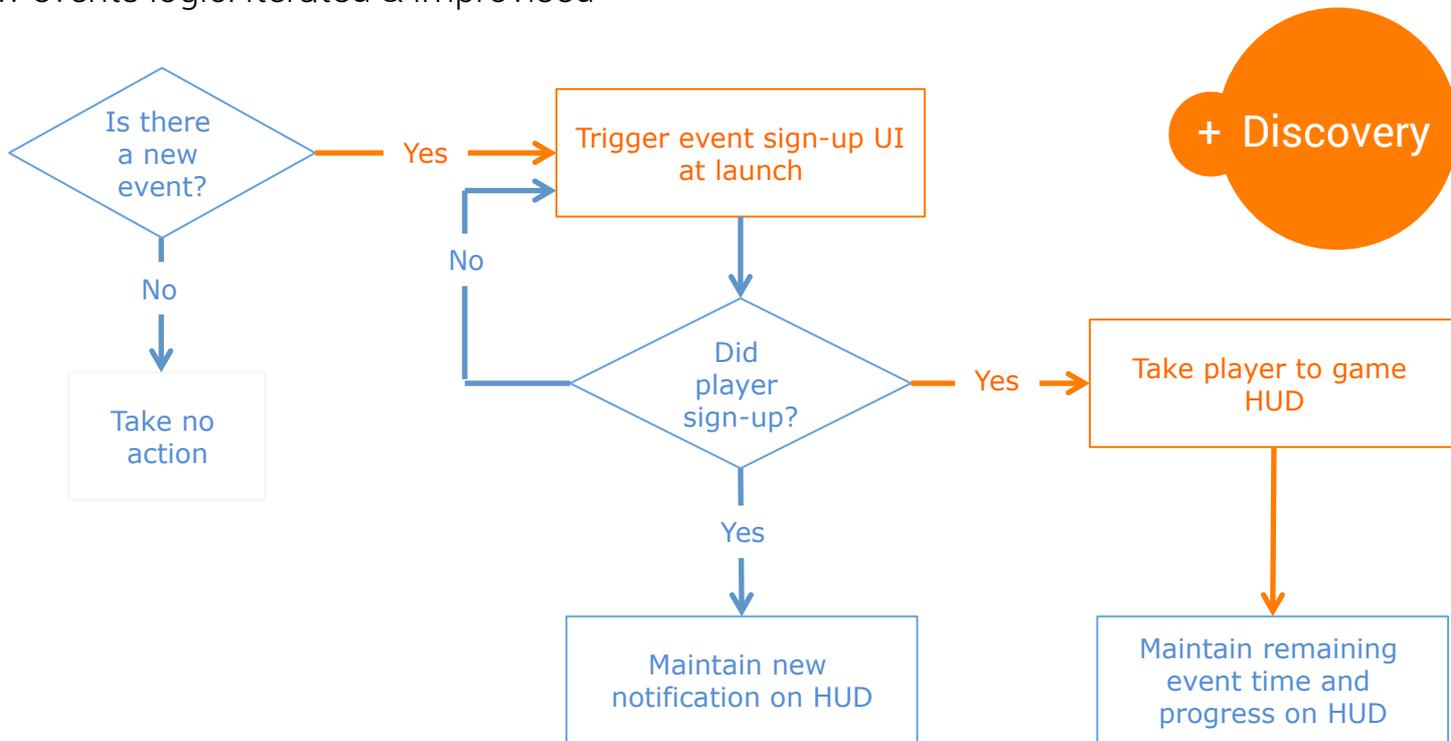




## Existing events logic

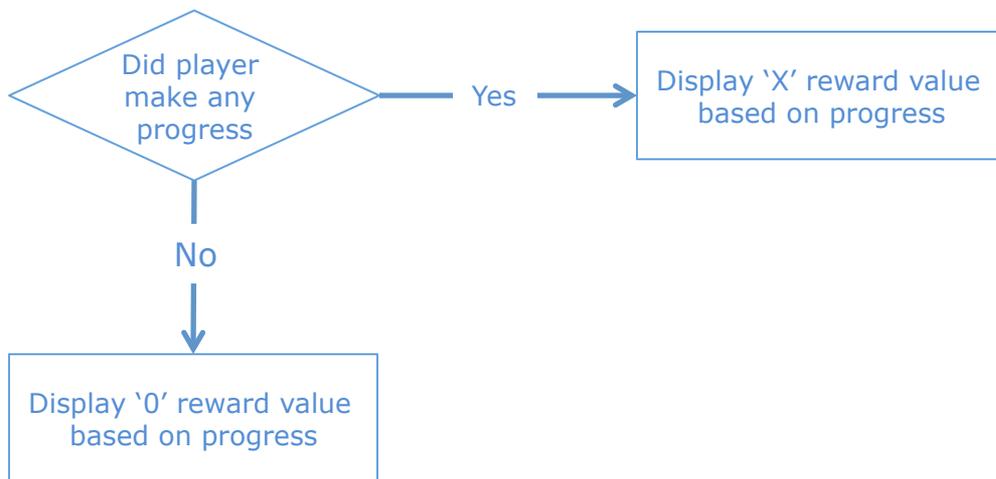


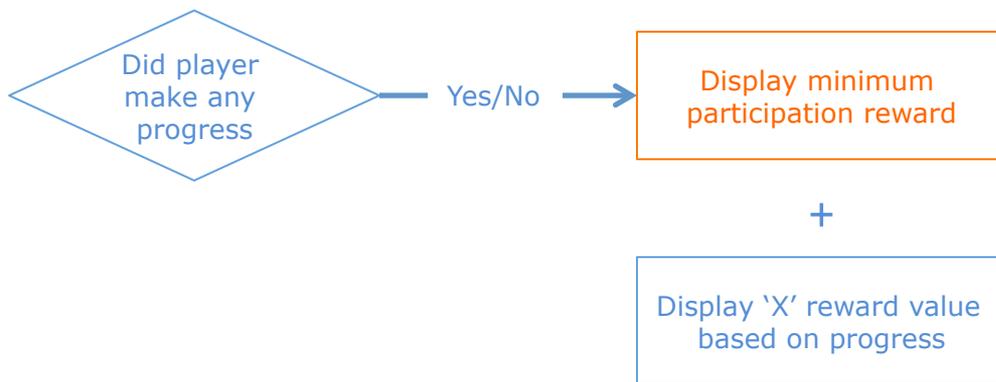
## New events logic: Iterated & improvised





## Existing events over logic



 Existing events over logic: Iterated & improvised



## Key changes



### Boosting discovery

Instead of a simple HUD notification and waiting for the players to click on it, **player will be taken directly to new events UI every time a new event is available giving the events more visibility.**



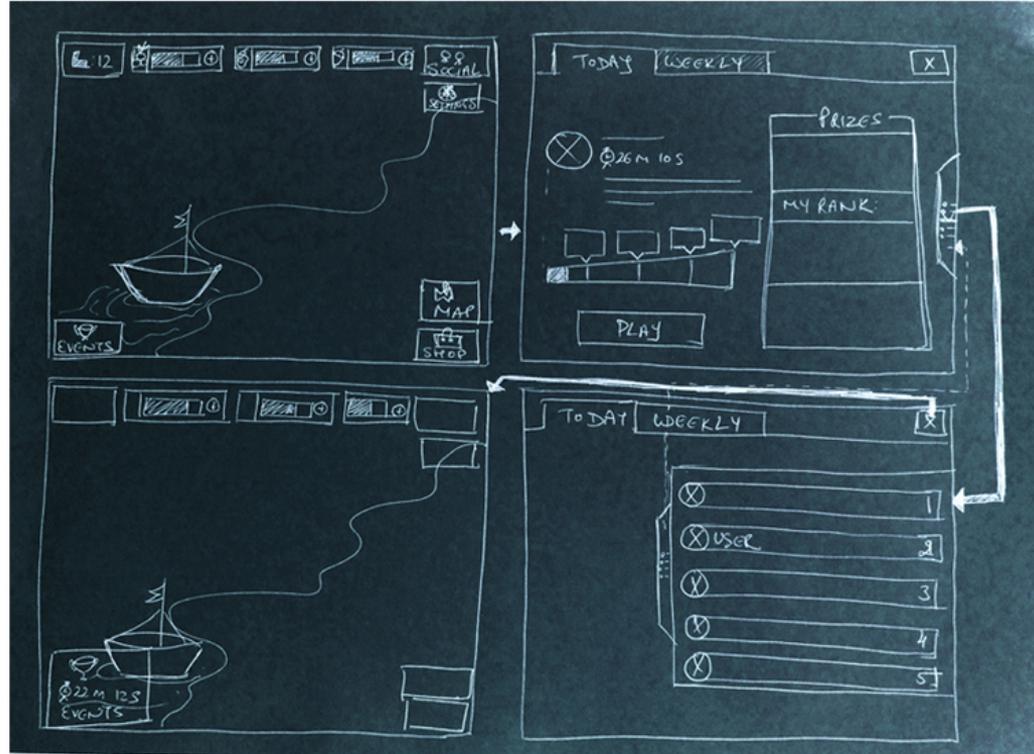
### Adding empathy

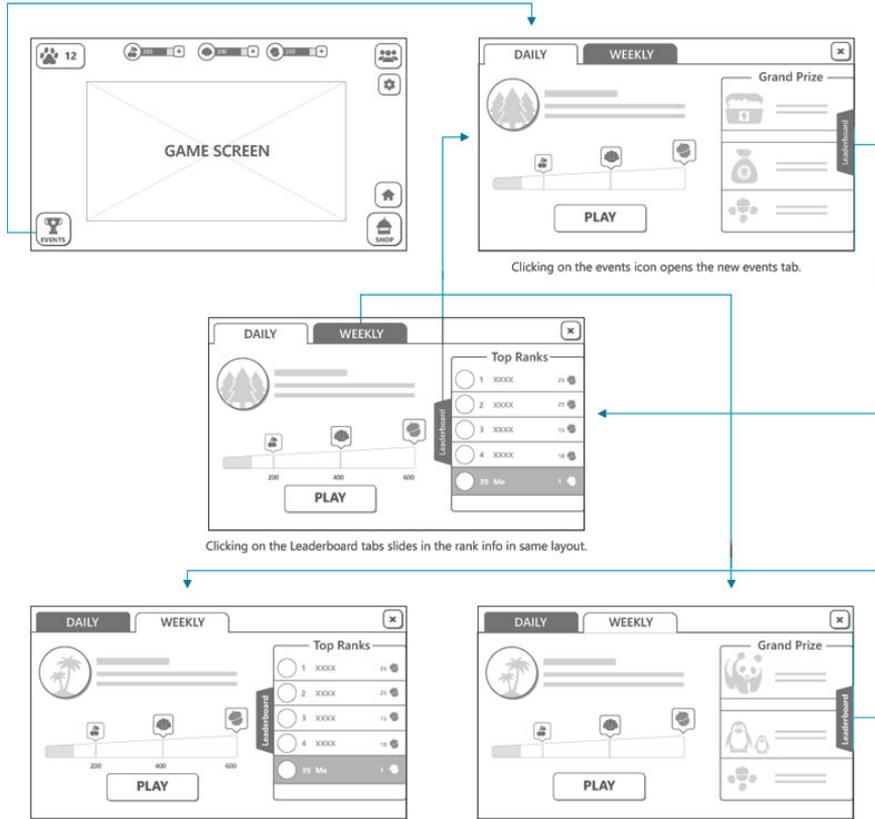
**Encourage & convert players to get them started, a minimum participation award is now rewarded.** So the event-over screen feels more empathic and rewarding to the player.





## Low-fidelity sketches

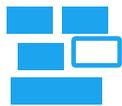




 Interactive Prototyping: Proof of concept



## Key changes in the wireframes



### Re-arrange information hierarchy

Reduce clutter for easy-to-digest info



### Reduce drill-downs from 3 to just 1 click

Tabular buckets 'Daily' and 'weekly' events



### Leaderboard is now a slide-in drawer

Open on the same screen, within the same layout





## Key changes in the wireframes



### Reduce cognitive load & noise

2 lines restriction set for event objectives, eliminating repetitions



### Rubber-band feature

Eliminate 'Find me' button by keeping players position always in view



## User testing



Focus group testing was done within the company.

## Why?

With constricting deadlines, time for a full blown player testing was not available.



 Final solution

**TODAY**
**THIS WEEK**
✕



**CLEAN-UP ON ALL ISLES!**

 21 h 14 m

Clear as many rocks and trees as you can to win awesome prizes!



200



200



2

0

NEXT MILESTONE AT 150

PLAY

GRAND PRIZE

	<p><b>RANKS</b></p> <p>1 - 1</p> <p>10</p>
<b>MY RANK</b>	<b>None</b>
	<p><b>RANKS</b></p> <p>2 - 2</p> <p><b>5</b></p>
	<p><b>RANKS</b></p> <p>3 - 3</p> <p><b>2</b></p>





## The result

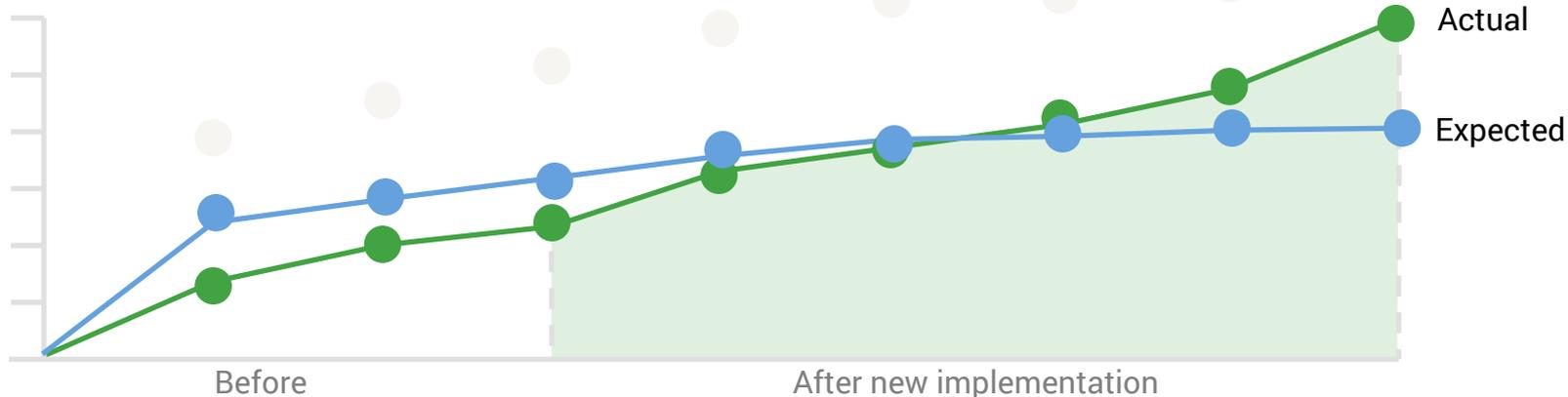
45%  
KPI's

20%  
Reality

80%  
Post-update  
reality

300%  
Rise in event participation rate  
post implementing the design

In millions





## Takeaways



Do not create unnecessary choice biases



**Boost discovery**, do not make players work to get the info



Show empathy & use reward screen to convert players not interested in the feature to sign up.



**Leverage Data** Having data to support your argument helps align stakeholder vision to make a strong case.





Thank you



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