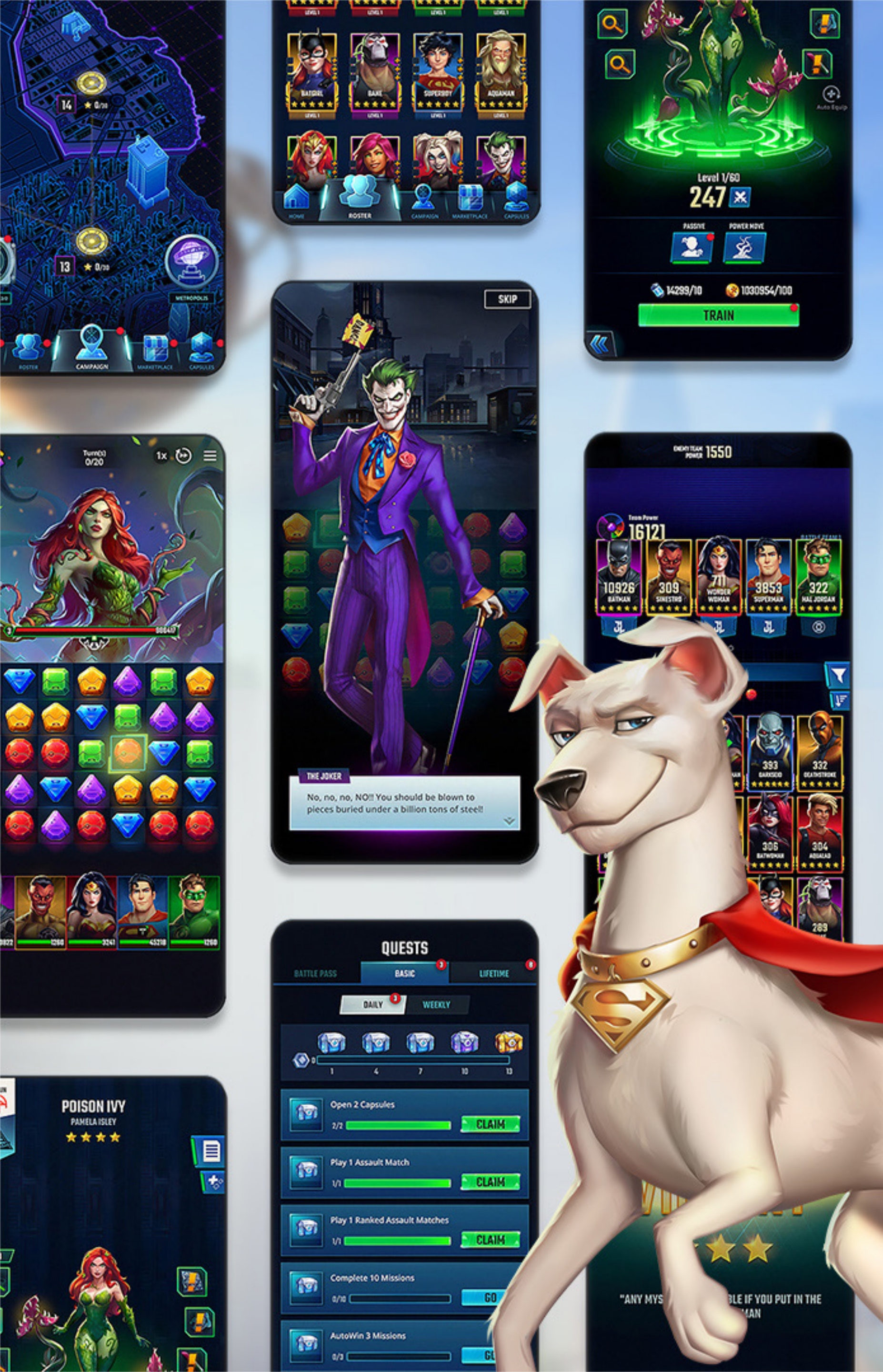




HEROES & VILLAINS

CASE STUDY



PROJECT OVERVIEW

DC Heroes & Villains is an RPG Match-3 mobile game, where players can assemble DC classic characters such as Batman, Superman and Harley Quinn and engage in battles across iconic locations. The game immerses players in the DC universe with thrilling storylines, epic events and a variety of game modes such as PVP and Guilds.

I joined the team in May 2021, during the project's initial phases. My roles included leading the UX/UI team and serving as the primary UX expert, contributing significantly to the project's development.

This document delves into my design and implementation process for the main menu, presented as a case study.

Platform: IOS & Android | Genre: Puzzle RPG | Territories: Worldwide
WW launch: July 2023

CORE GAME LOOP



STRENGTHEN

Strengthen your team with gears and unlock special moves.



BATTLE

Experience epic battles and unleash devastating team synergy attacks to defeat strong enemies.



COLLECT

Collect iconic DC characters and build unique team compositions.

TARGET PLAYERS



GENDER

Male

AGE GROUP

40-55

LOCATION

US, CA, AU, Western EU, JA

INTEREST

Mid-core player

DC & Marvel Comic Fans

MOTIVATION

Achievement Masters

Complete collection
and progress.

Immersive Dreamers

Discover, immerse in stories.

SECONDARY



GENDER

Male

AGE GROUP

25-39

LOCATION

US

INTEREST

Mid-core player

Puzzle RPG player

DC & Marve

MOTIVATIONS

Competitive Dominators

Compete, feel powerful, dominate
others, be the best.

PRIMARY



GENDER

Female

AGE GROUP

25-55

LOCATION

US, CA, AU, Western EU, JA

INTEREST

Match-3 Puzzle Players

Puzzle RPG player

DC & Marvel Comic Fans

MOTIVATION

Achievement Masters

Complete collection and prog-
ress.

Friendly Challengers

Compete and connect with others.

TERTIARY

MAIN MENU CASE STUDY

The main menu is a primary interface that players encounter when they launch the game. It serves as a central hub from which players can access various features and game modes of the game.

PROBLEM STATEMENT

As we integrated additional game modes and functionalities, navigating between different sections became increasingly cumbersome, leading to cluttered screens.

It became evident that we required a scalable navigation system to facilitate seamless movement within the game, ensuring optimal player experience and future scalability of the product.

NAVIGATIONAL SYSTEM DESIGN PILLARS

Usability & Navigation

Should be intuitive and easy to navigate, allowing players to access different parts of the game quickly and efficiently.

Accessibility

Should be accessible to all players, including those with different levels of experience and familiarity with the game.

Scalability

The rewards offered through the gacha should be highly desirable.

Visual Appeal

Since the main menu is the first screen players interact with at every play session, the main menu should be visually attractive and reflect the overall theme and aesthetic of the game.

DESIGN PROCESS

DEFINE

Competitive analysis

Enumeration of all necessary navigational elements and potential need in the future.

IDEATE

UX Animated prototypes

Early concept

Sketches

User testing

DESIGN & IMPLEMENT

Final UX

UI visual mockups

Collaboration with concept artists, VFX artists and game engineer to implement in the game.

LEARN

Qualitative research

Player interviews

Surveys

Play tests

Quantitative research

Data analytic



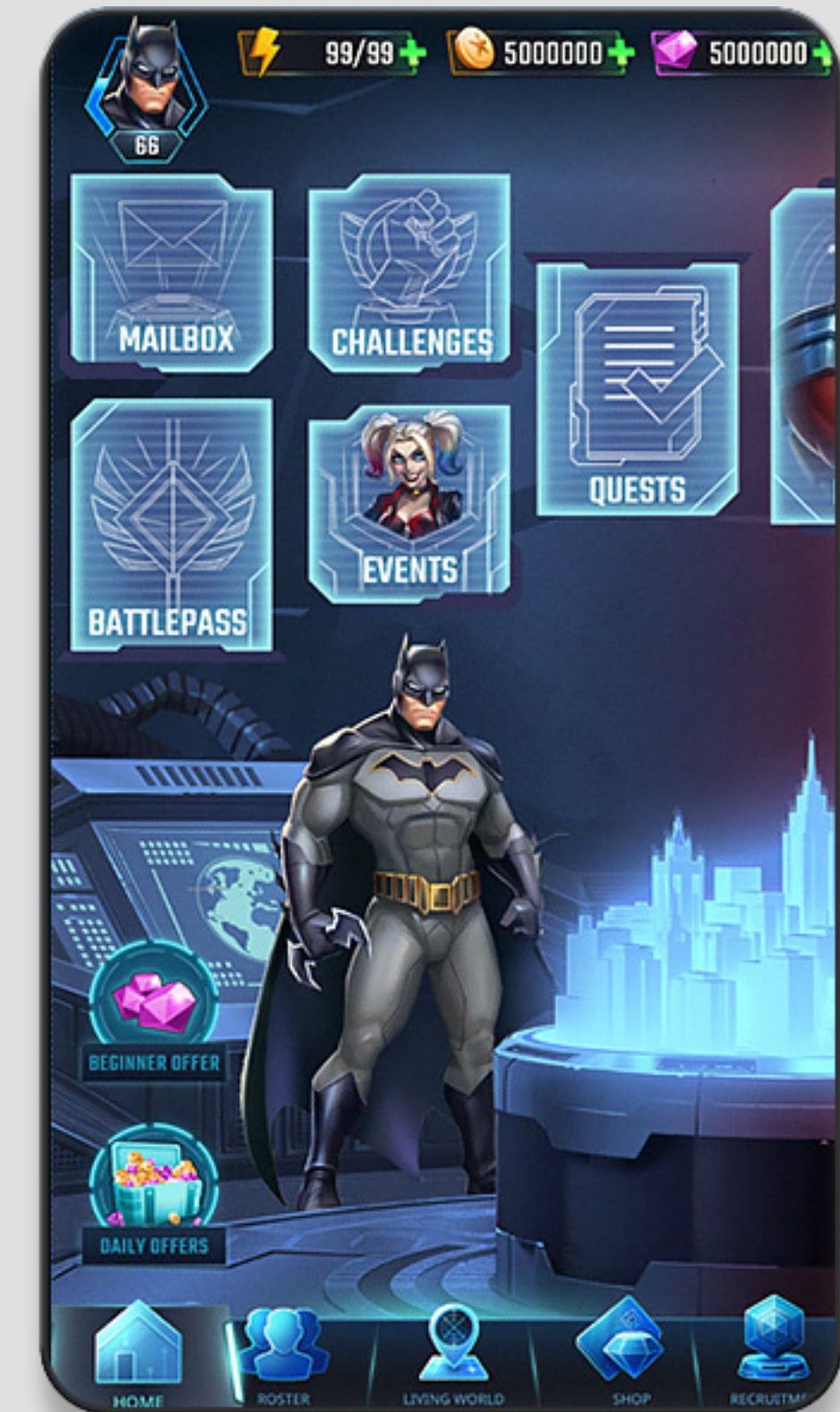
EARLY CONCEPTS



The initial sketch was created using a collage of existing illustrations.



The initial prototype featured a sketched background to showcase the concept.



The prototype used for play tests was developed using concept art and UI elements still in progress.

The top HUD, including the player profile and resource balance, along with the bottom navigation, remain fixed and do not scroll horizontally.

The bubble effectively alerts the player to the availability of choice missions, standing out from the rest of the screen with its added motion.

The layout supports a maximum of four floating icons on each side, ideal for promoting special offers or time-limited events.



Upon loading, the main menu employs a zoom-in animation, aiding players in comprehending the horizontal scroll functionality.

Buttons on the right side are enlarged to occupy the available space, with the flexibility to be scaled down if additional buttons are incorporated in the future.

The character showcase button extends beyond the screen's edge on the right side, serving as an indicator of horizontal scrolling.



LEARNING

Following its launch, we gathered both quantitative and qualitative data, extracting insights that informed the evolution of the main menu in the subsequent iteration.

- On certain devices, the *Featured Character* button failed to extend to the edge of the screen, a crucial element for signaling to users the presence of horizontal scrolling.
- Key features such as PVP and Guilds are tucked away on the right side, making them less prominent and potentially overlooked by users.
- The main menu lacks dynamism, offering little in the way of novelty or fresh content.
- The main menu does not convey a sense of progression to players within the game.
- The layout restricts us to displaying a maximum of four floating icons on each side of the screen.

The main feature entry points have been relocated to the left side for enhanced visibility and easier accessibility.

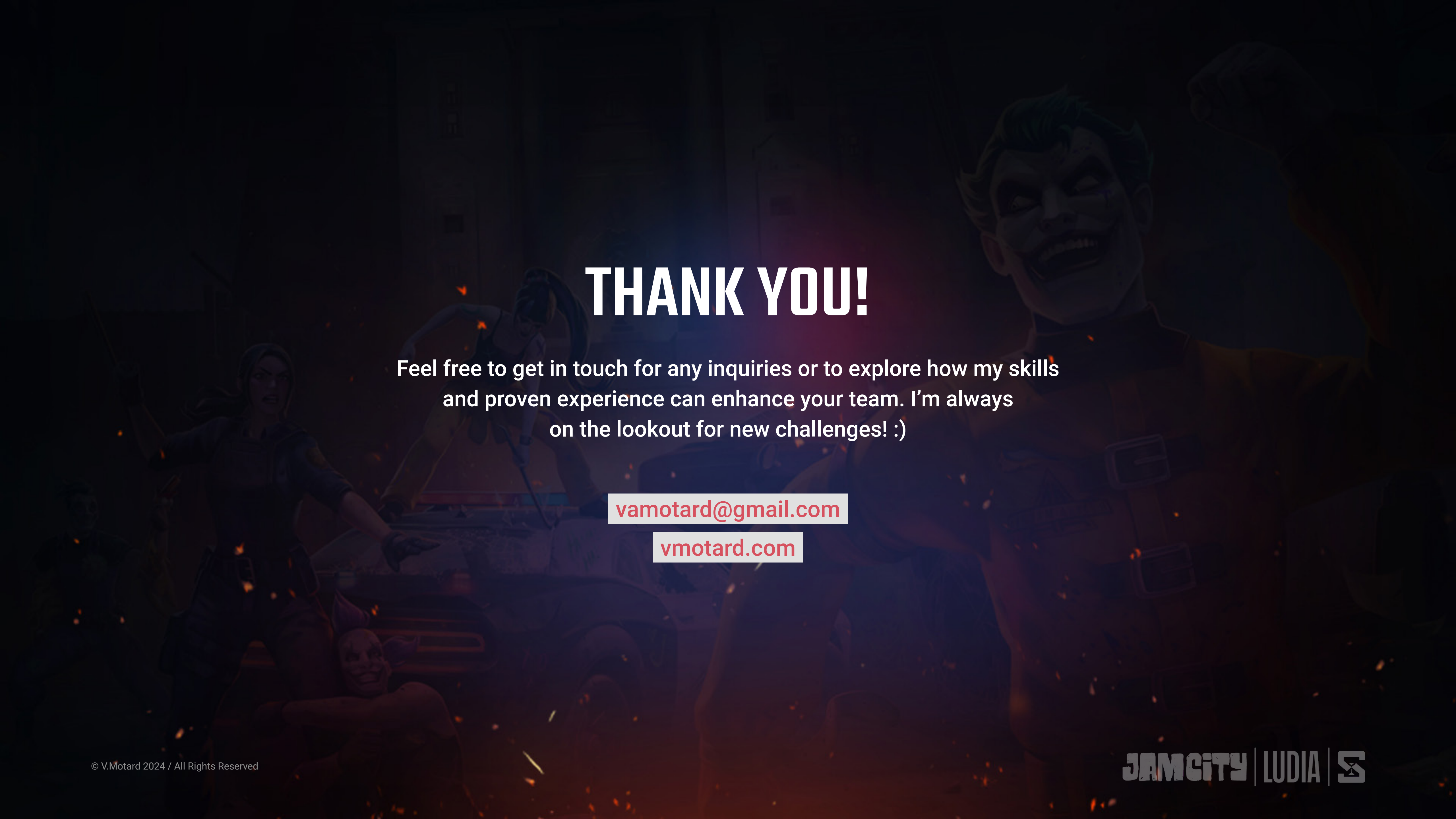
Additional space for floating icons.



The quest entry point will be substituted with an “explore” button as additional features are incorporated into the game.

The event entry point has been widened to ensure it remains fully visible on all types of devices.

The event image has been enlarged to introduce more novelty to the main menu interface.



THANK YOU!

Feel free to get in touch for any inquiries or to explore how my skills and proven experience can enhance your team. I'm always on the lookout for new challenges! :)

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