

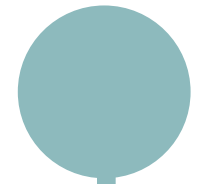
# Comparison of website in terms of HCI:

NC Soft and Smilegate

B877005 KIM WANIL

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# **Reason for Websites Selection**

# Reason for Websites Selection

2020.12.03 | News

엔씨소프트 공식 홈페이지, 웹디자인 어워드 3관왕 달성



- ‘웹어워드코리아’ 게임분야 대상, ‘인터넷에코어워드’ UX/UI 혁신대상 수상
- 아시아 3대 디자인 어워드인 ‘케이디자인어워드’ 골드위너상 수상해 3관왕 달성
- 최첨단 WebGL 기술을 활용해 색다른 경험 제공...영문을 비롯해 중문, 일문 페이지도 운영

**NC Soft's** website wins  
three Web Design Awards



How much better would it be compared  
to other game companies' websites?



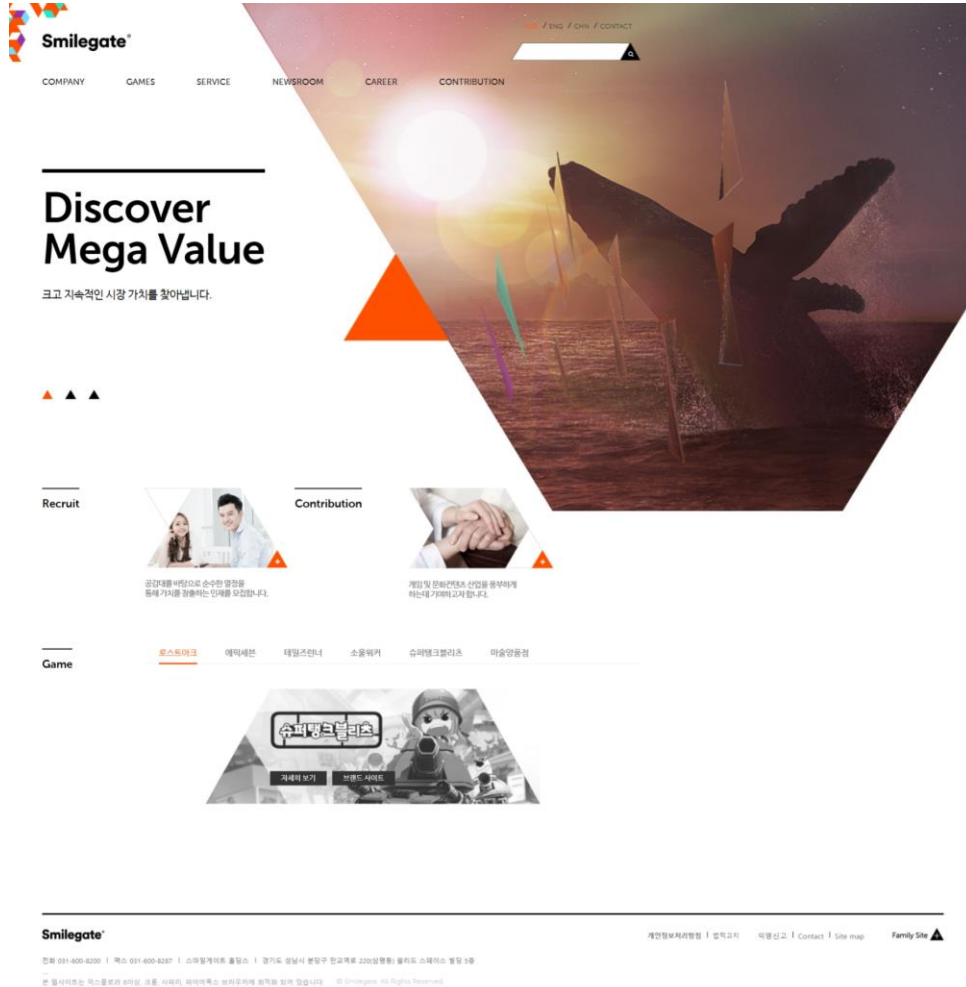
Selected **Smilegate** with a Web site  
of a similar format

A teal vertical line runs down the left side of the slide, with a teal circle centered on it.

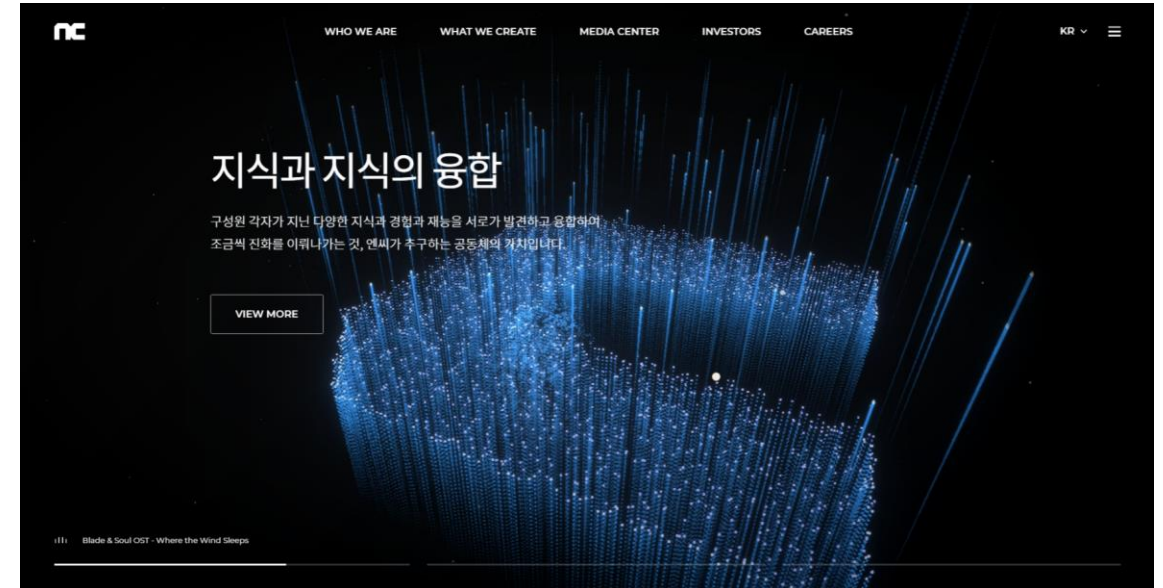
# **Comparison and analysis**

# Main page

## Smilegate

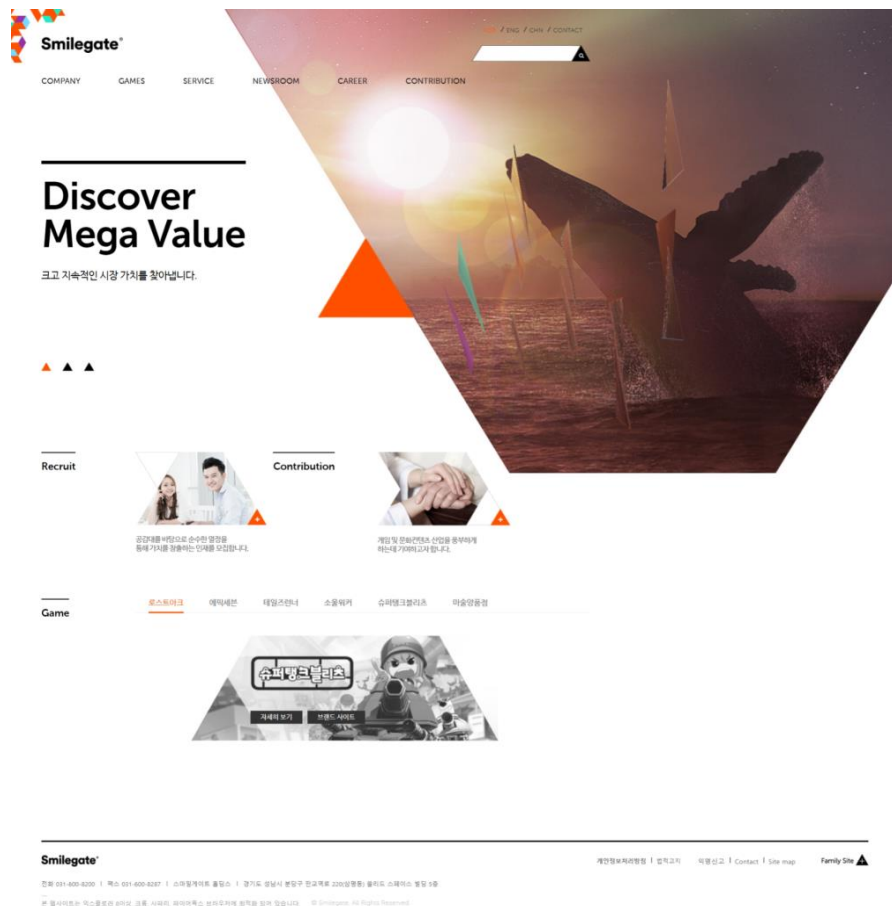


## NC Soft

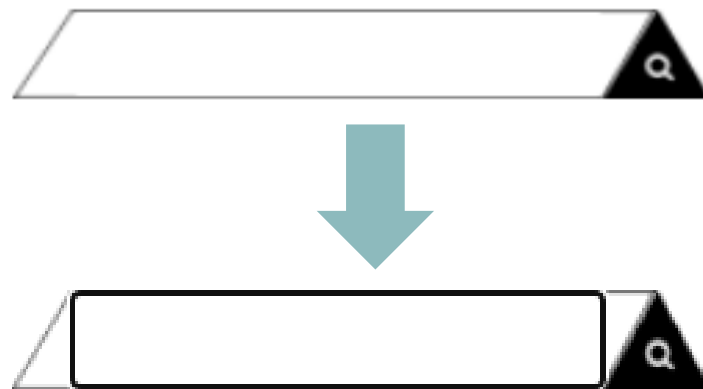


Both Smilegate and NC Soft have main categories at the top and introduced the company's motto through three main slides.

# Main page - Smilegate



Ordinary vertical scroll type website.



The search box can only be used by clicking(**Constraints**)

When I click on the search box, a rectangle appears.(**Feedback**)

# Main page - Smilegate



(Company logo)

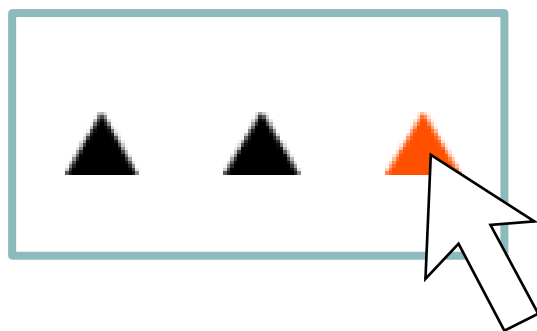


(Various signifiers)

Smilegate **consistently** constructs **signifiers** related to **affordance** using orange or triangle. (borrowed from logo)



# Main page - Smilegate



The triangular button changes from black to orange by hovering the mouse cursor, and by clicking on it, the main slide is changed.

**(Feedback)**

The shape of the button is a triangle, so it is different from the **conceptual model** that users think.

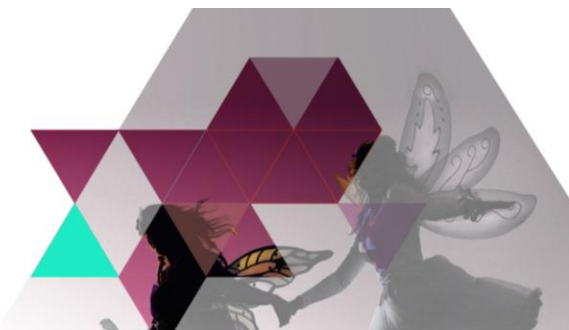
## Discover Mega Value

크고 지속적인 시장 가치를 찾아냅니다.



## The Great Evolution

스마일게이트는 세계 엔터테인먼트 시장을 선도하는 Great Company로 끊임없이 진화할 것입니다.



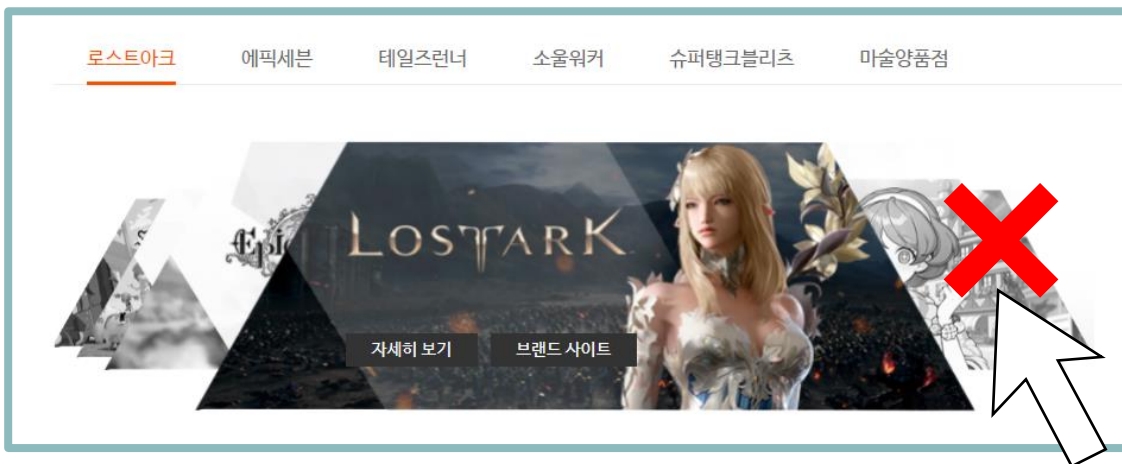
## Mega Value Innovator in Entertainment

글로벌 엔터테인먼트 시장에서 Mega Value를 찾아내고 혁신하여 선정합니다.



(Main slides)

# Main page - Smilegate

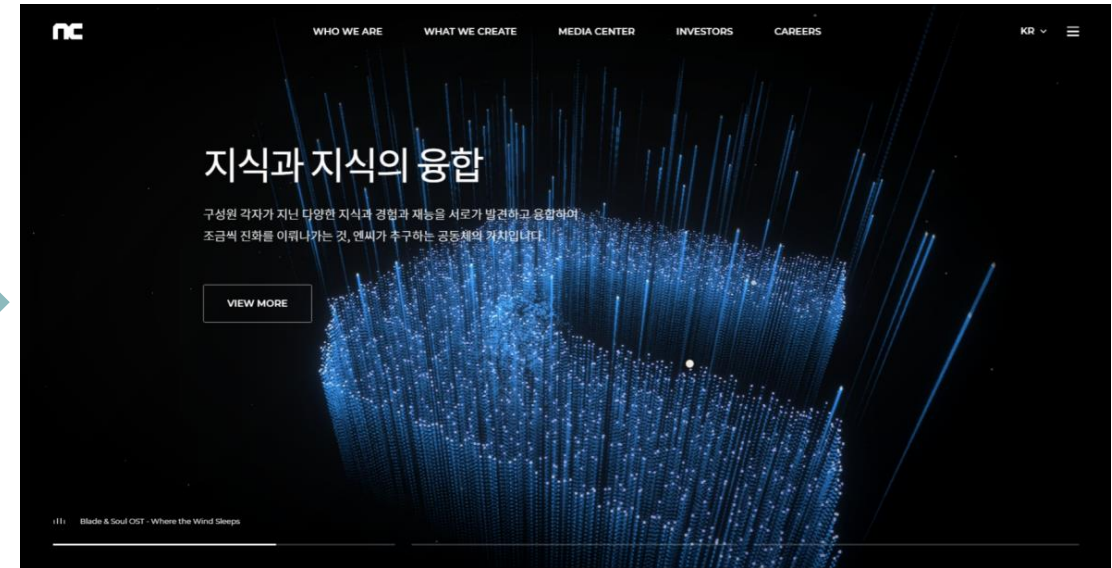


In the game banner, It didn't move on to clicking on the next picture. It was different from the conceptual model that users think.



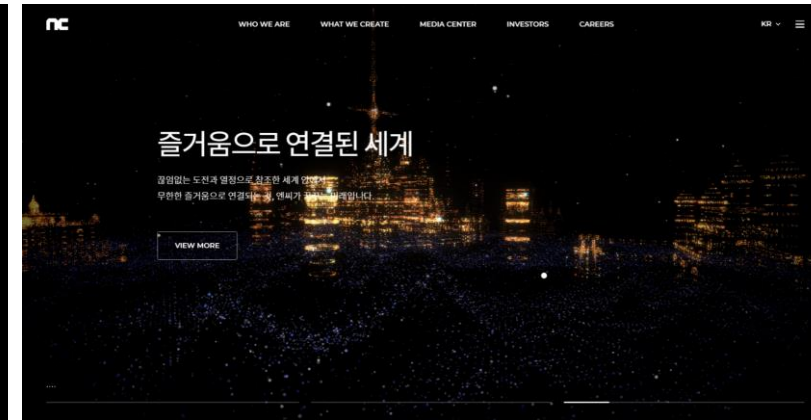
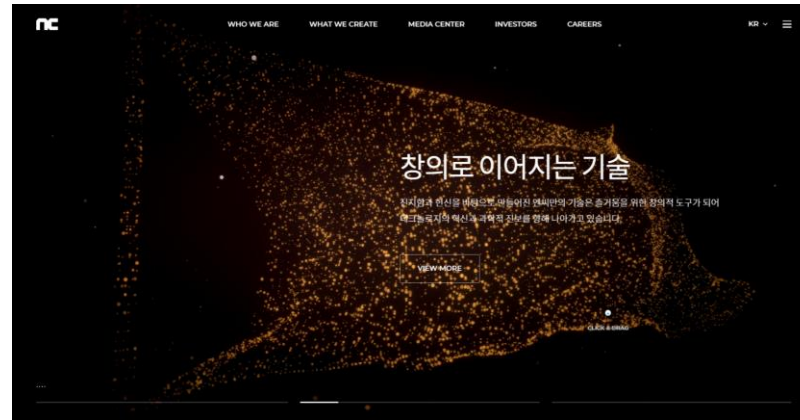
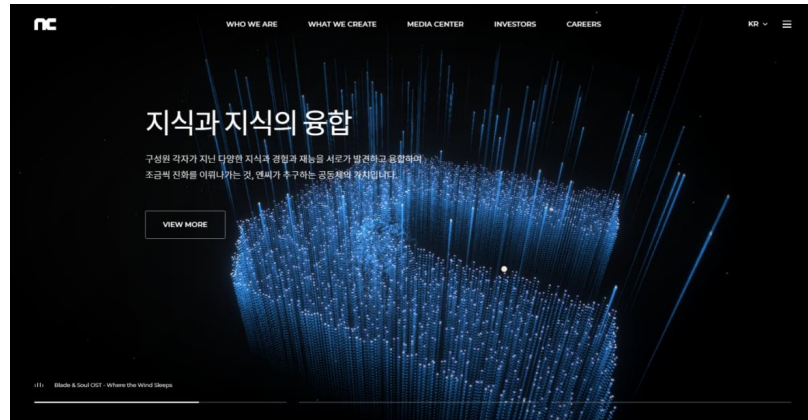
In the recruit banner, There was no mouse hovering effect. (Insufficient feedback)

# Main page – NC Soft



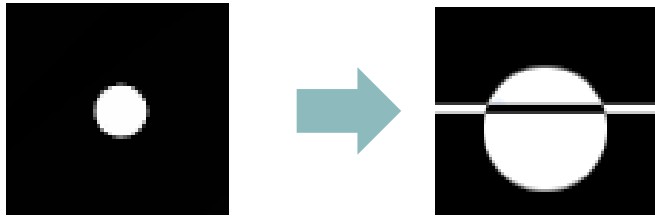
After the animation effect, the site appears and is in the form of a one-page website.

# Main page – NC Soft

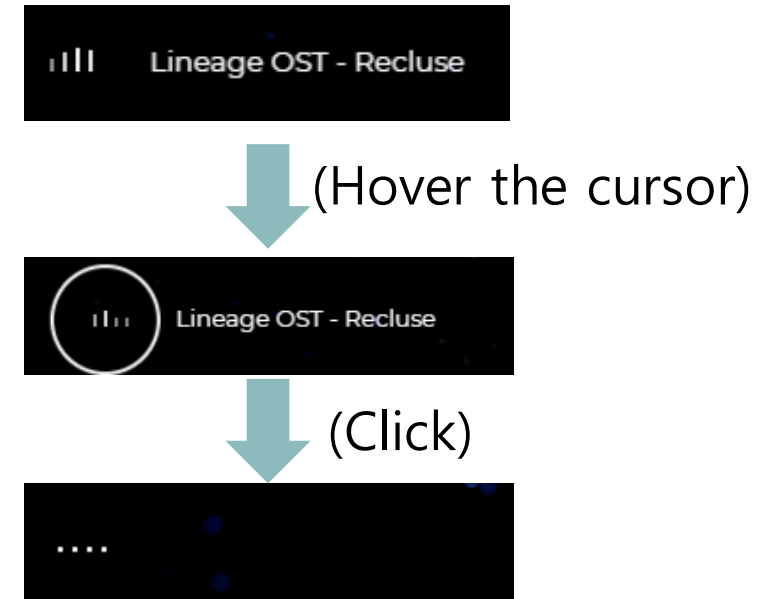


The main slide changes over time, and the user can see how much time is left on the current slide. (**Feedback**)

# — Main page – NC Soft

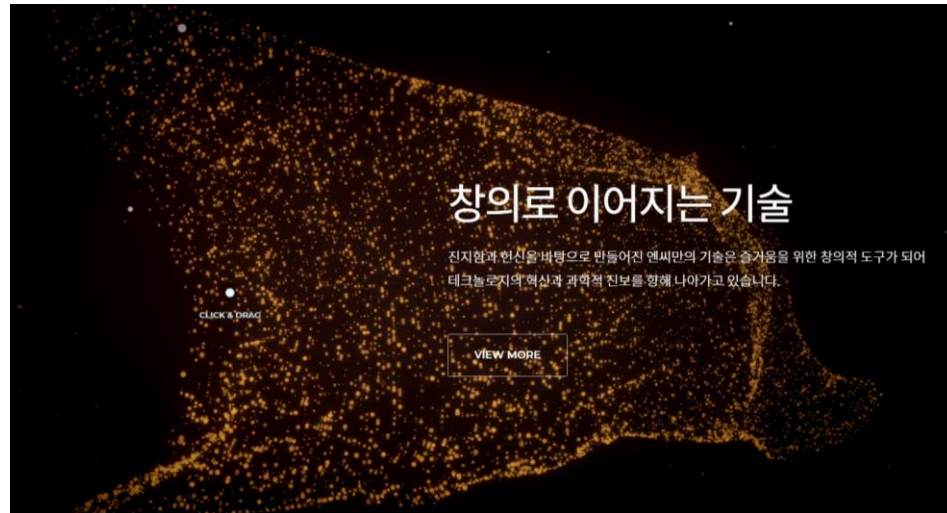


Hovering the mouse cursor to turn the screen reveals brilliant feedback.

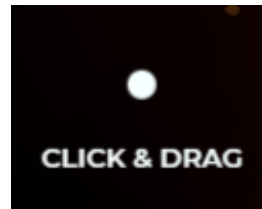
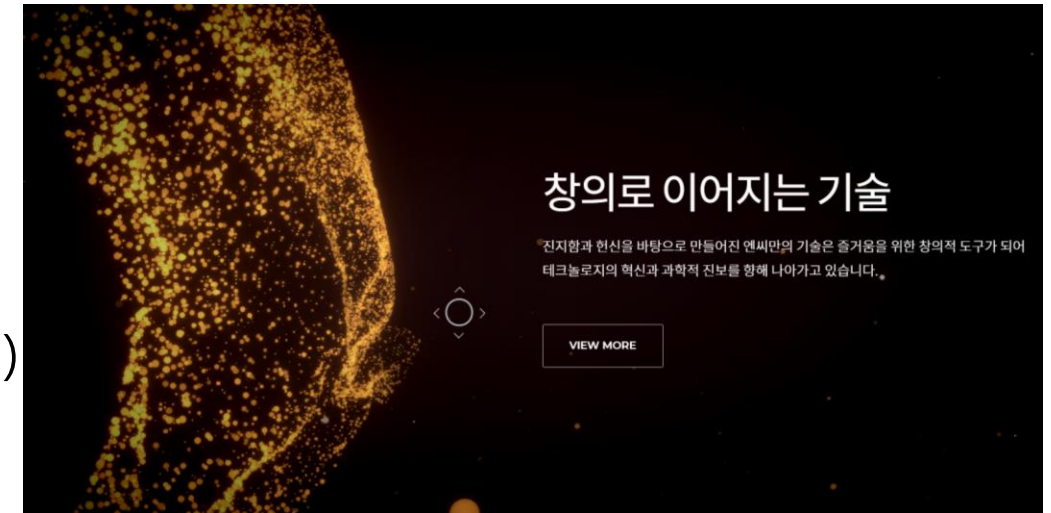


There is a signifier that tells user that the music is playing, and when user press it, the music ends with feedback.

# — Main page – NC Soft



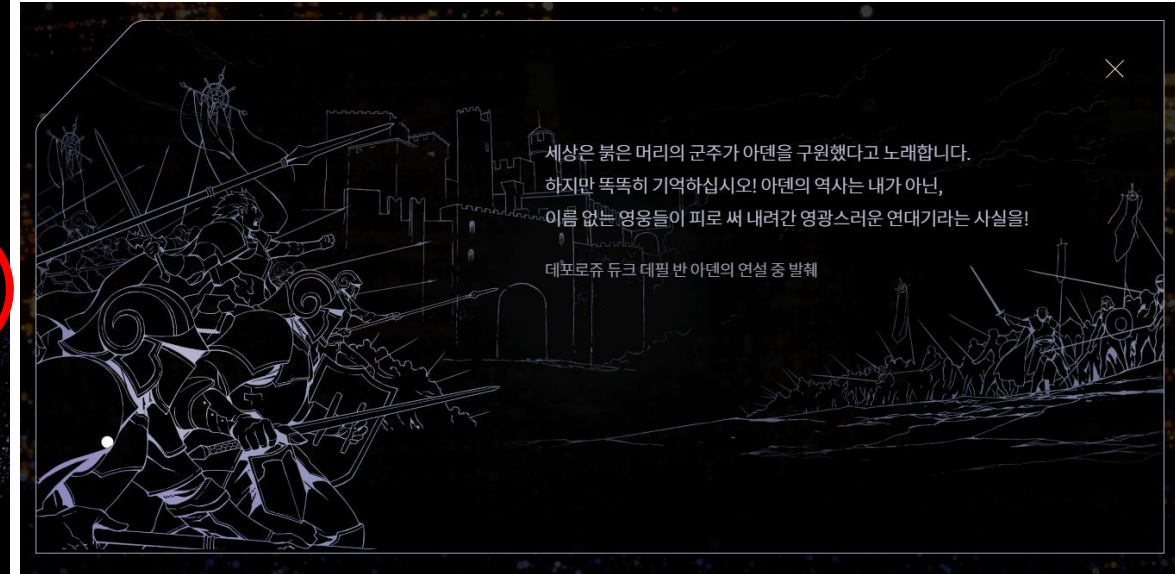
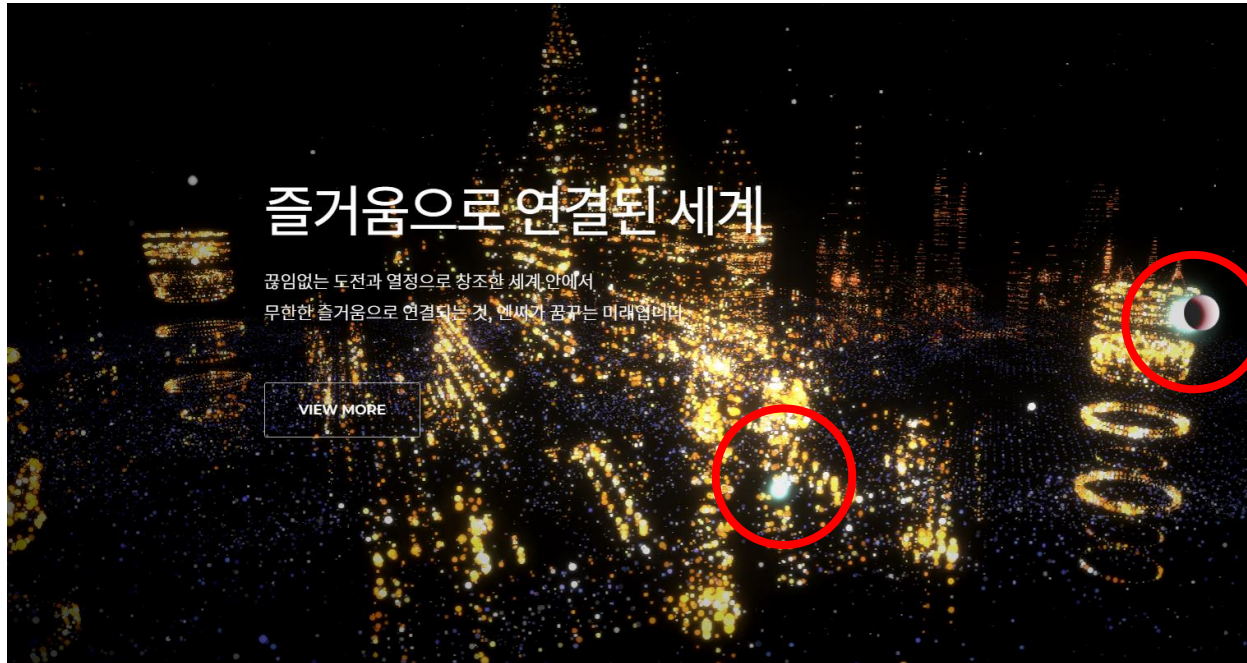
→  
(Dragging)



Users can move and rotate 3D animations  
via click & drag signifier on the main  
slide. (Feedback)



# Main page – NC Soft



Special **feedback** appears when the user presses a particularly shiny place on the screen.

This makes the user feel like playing games.

# Main category - Smilegate

COMPANY	GAMES	SERVICE	NEWSROOM	CAREER	CONTRIBUTION
스마일게이트 소개	PC Online	STOVE	NEWSROOM	기업문화	스마일게이트 희망스튜디오
창업자 인사말	Mobile			인재상	청년창업지원
비전				인사제도	
History				입사지원	
CI / 마스코트 소개				질의응답	
Business					
계열사 및 관계사					
글로벌서비스					
윤리경영					
Contact					

After the user clicked the category name directly , it appeared.  
(**Constraint,Feedback**)

English and Korean are mixed in the category name.  
(insufficient **consistency**)



# Main category – NC Soft

WHO WE ARE	WHAT WE CREATE	MEDIA CENTER	INVESTORS	CAREERS	
기업 소개	리니지	뉴스	기업지배구조	공고 보기	NC 다이노스
걸어온 길	리니지2	미디어 행사	재무 정보	지원 안내	NC문화재단
가치와 목표	아이온	스토리	공시 정보	인사 제도	플레이앤씨
NC 21 MOMENTS	블레이드 & 소울	멀티미디어	주가 정보		
	길드워2		IR 자료		
	리니지M		주주 총회		
	리니지2M		공고		
	전체		IR 문의		

After the user hover the mouse over the category name, it appeared.  
(**Feedback**)

When a user hover the mouse cursor over a category, it becomes larger and shows **feedback** that reverses the color.

## Sub page(Game info) - Smilegate

GAMES

PC Online

Mobile

The list of PC Online games did not appear when the user hover the mouse cursor on PC Online.

It was different from the conceptual model that users think.

로스트아크



테일즈런너

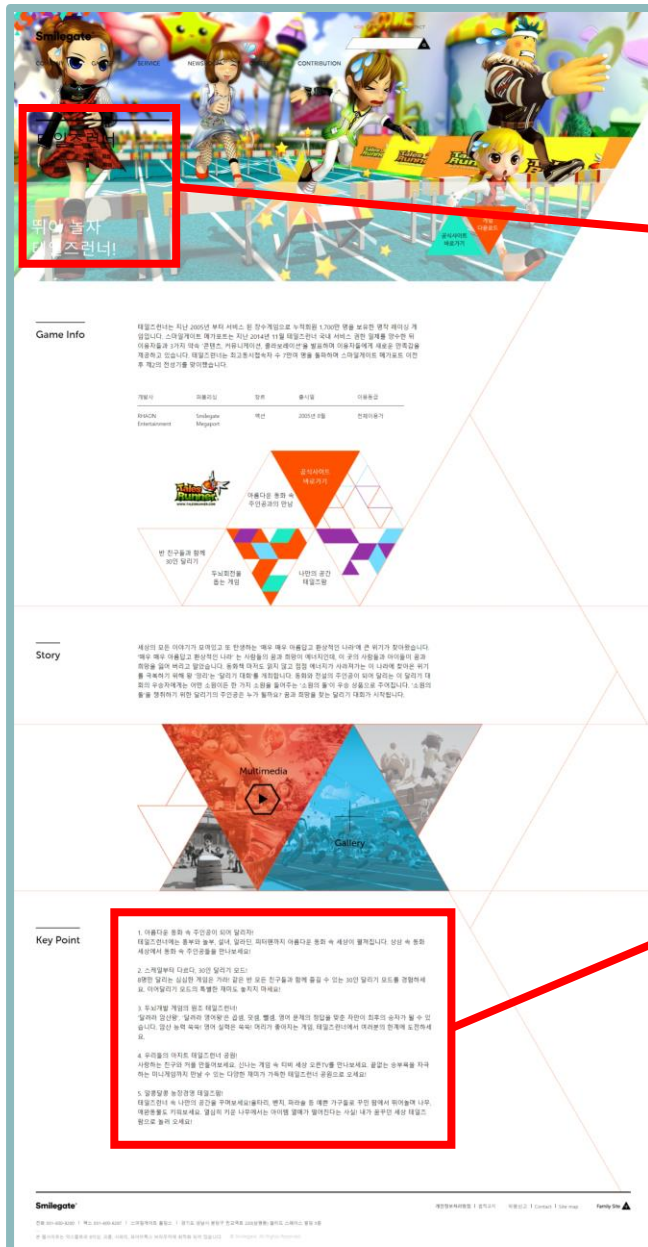


소울워커



The game selection banner gave no feedback.

# Sub page(Game info) - Smilegate

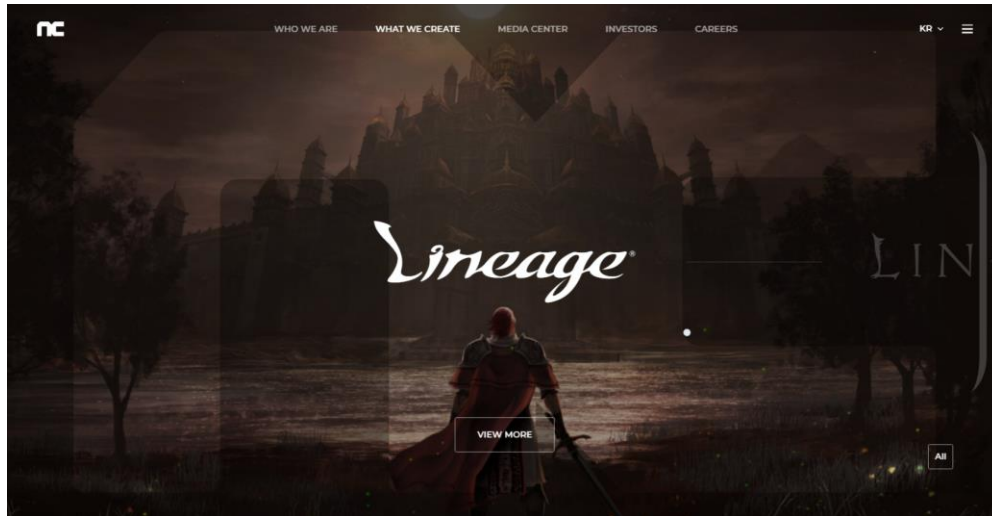


It has the worst visibility.

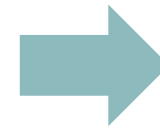
1. 아름다운 동화 속 주인공이 되어 달리자!  
테일즈런너에는 흥부와 놀부, 설녀, 알라딘, 피터팬까지 아름다운 동화 속 세상이 펼쳐집니다. 상상 속 동화 세상에서 동화 속 주인공들을 만나보세요!
2. 스케일부터 다르다, 30인 달리기 모드!  
8명만 달리는 심심한 게임은 가라! 같은 반 모든 친구들과 함께 즐길 수 있는 30인 달리기 모드를 경험하세요. 이어달리기 모드의 특별한 재미도 놓치지 마세요!
3. 두뇌개발 게임의 원조 테일즈런너!  
'달려라 암산왕', '달려라 영어왕'은 급셈, 덧셈, 뺄셈, 영어 문제의 정답을 맞춘 자만이 최후의 승자가 될 수 있습니다. 암산 능력 콕콕! 영어 실력은 콕콕! 머리가 좋아지는 게임, 테일즈런너에서 여러분의 한계도 도전하세요.
4. 우리들의 아지트 테일즈런너 공원!  
사랑하는 친구와 커플 만들어보세요. 신나는 게임 속 티비 세상 오픈TV를 만나보세요. 끝없는 승부욕을 자극하는 미니게임까지 만날 수 있는 다양한 재미가 가득한 테일즈런너 공원으로 오세요!
5. 알콩달콩 농장경영 테일즈팜!  
테일즈런너 속 나만의 공간을 꾸며보세요! 울타리, 벤치, 파라솔 등 예쁜 가구들로 꾸민 팜에서 뛰어놀며 나무, 애완동물도 키워보세요. 열심히 키운 나무에서는 아이템 열매가 떨어진다는 사실! 내가 꾸민듯 세상 테일즈팜으로 놀러 오세요!

There is a lack of affordance and a heavy short-term memory load.

## Sub page(Game info) – NC Soft



(Click)



or  
(Scroll)



When the user presses WHAT WE CREATE, the game info page can be turned by scrolling or clicking sideways.

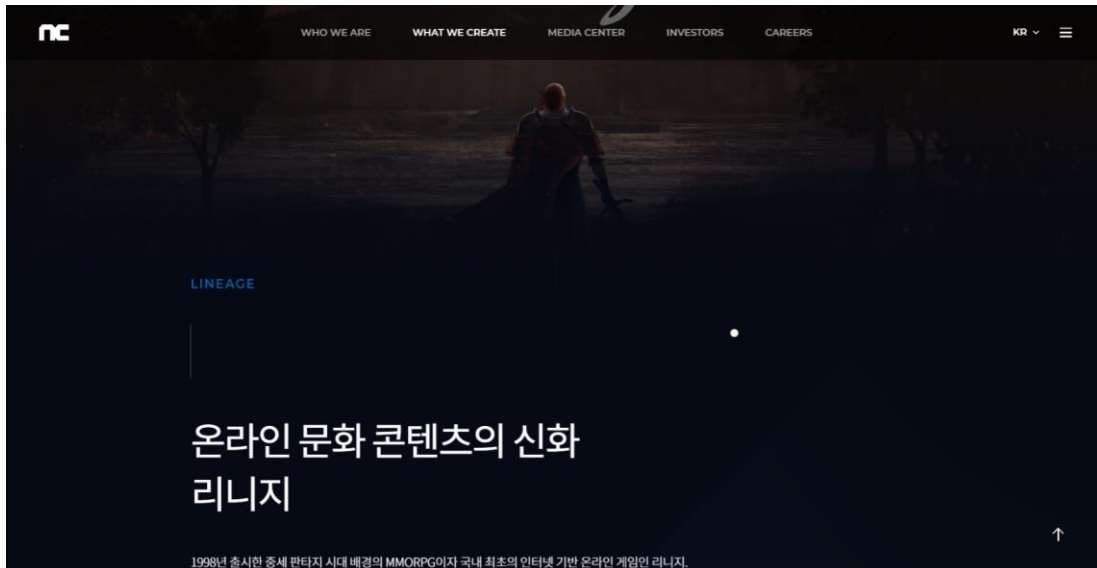
This satisfies the various conceptual models of users, causing strong affordance and impressive feedback.



## Sub page(Game info) – NC Soft



Using the parallax scrolling, the game's history is explained. And it gives users excellent visual **feedback**.

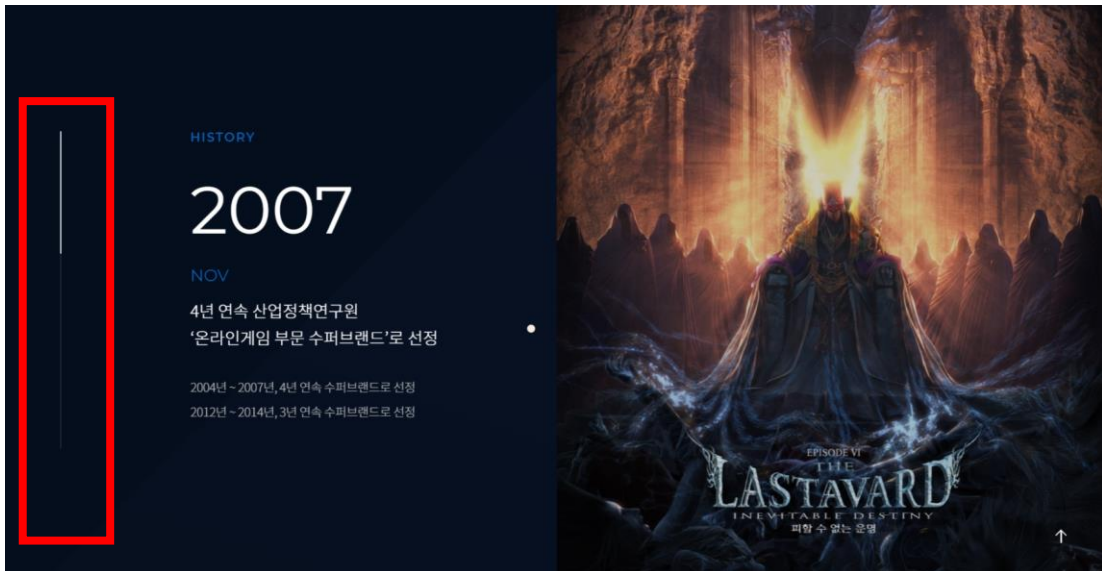


Using live 2D image and video, users can feel the game vividly.

# Sub page(Game info) – NC Soft



The next part of the screen shown below is a **signifier** that keeps the user scrolling down.



The scroll bar on the timeline becomes a **signifier** that tells the user where the timeline is and gives visual **feedback**.

A teal vertical line starts from the top left and ends at a teal circle.

# Conclusion



# Conclusion

Smilegate	<<<<<<<<<	NC Soft
Consistent design		Experimental design
Insufficient feedback		Informative and Sufficient feedback
Insufficient affordance and signifier		Distinct affordance and signifier
Conceptual model different from the user's idea		Multiple feedback methods for different conceptual models
Not considering short-term memory load		Considering short-term memory load (parallax scrolling)



# Thank you

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