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| ECOco | Strange Loop Games  Game UI Designer Assessment By Myke Wills (04/21/22) | |
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**Store Window Critical feedback**

1. Popup window that opens when player purchases items by pressing the trade button.

* This blocks players bank account information, if player wanted to change bank accounts they will wait until the popup window closes.Popup windows should be moved below or above purchase window.

1. Popup window displays trade/purchase information.

* There just needs to be a simple readable popup text telling the player about the successful or canceled transaction.

1. Trade/transaction information section should be displayed in a seperate window on the right of the store window.

* As the player trades, information can be built as a “current recipt” with the store owners name on it. This will show discount information and total allowence spent, items voided etc. Having this window will show the player what they have done overall and this will also remove unnecessary popups.

1. Store window should be larger.

* Store window is too small and compacted with small font, this impacts the player by forcing them to scroll when they don’t have too. A bigger windows allows for better design and easier navigation.

1. White, green & blue text.

* This blends with the beige color background making it harder to read, choosing a darker font or text drop shadow would allow for better visual.

1. The main window is titled store as well as the title header for the purchase window labeled “Store” with the name of store indicated in small blue subtext.

* With two options, #1 Remove the main window “store text” and use only purchase window header text as “Store – name of store.” #2 Keep the main window text labeled as “store” but remove the unnecessary “Store” from purchase window and keep the “name of store” as the title header for the purchase window. The player needs to know it’s a store but doesnt need to be told twice.

1. The item quanity text “yours: # items” is very small unreadable text.

* This needs to be clearly indentifiable and also confusing. How are items that you already own yours, and how are the items your buying yours?

1. Each tradable item should have a bannered background.

* This to show separation between items. Possiblity of a different color background based on item type/category. red for meat, green for vegetables, blue for dairy etc. Match colors of the official food guide.

1. Quantity text displays “yours”.

* The text should be displayed as “Owned” as ownership over their items. “Owned” is much more meaningful than “yours“.

1. Right vertical scroll bar should be wider or disappear if not needed.

* Vertical scroll bar is tiny and smaller than the mouse cursor making it harder to grab. The scroll bar should only be accessible with a large amount of items and may disappear when not used.

1. Item icons should have a larger/darkened background apart from the blended green background.

* The item icon background should be a darker contrast apart from the food graphic. Some of the vegetables actually blend with the background. The food graphic will stand out more on a darker contrast for better visual to the player.

1. The boxed outline on the icon graphic.

-This should be removed, it’s unnecessary clutter of the icon you want to have a simple design with clear and concise graphics.

1. Based on the theme of Eco, The wooden window theme could be upgraded.

* The window of the store could have a theme of a book page as if you’re looking at a recipe store booklet or could be advanced more with page buttons to animate a page flip on button press instead of scrolling for items

1. Icons are in 128x128 resolution, which is very small and they appear very foggy enlarged.

* Increasing the detail and design in a larger resolution will allow for better visual appeal. Hint: a possibility of animated icons to the selected/highlighted item.

1. Pressing the “Trade” button showing all of the items traded in the popup window.

* When the player leaves the store, a “final recipt” window can appear to show everything the player traded during the transaction instead of showing the popup message each time.

1. The [For Sale] text and [Purchasing] text in the store window is confusing.

* For sale should be renamed to sellers inventory and purchasing should be renamed to players inventory to distinquish better definition between buying and selling.

1. The Buy/Sell window can be separated into two small windows by player/seller.

* This ensures the player can concentrate more on a back and forth nature for buying/selling merchandise. First left window can always be the players inventory. The second right window can be updated to each individual seller inventory.