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### Nintendo Switch Online Redesign

The main idea of this project is to create a new digital experience for Nintendo using today's technology. Nintendo Classic is a throwback to the past, a journey into the history of the NES, Game Boy and Super Nintendo. The designers redesigned Nintendo's online to enable mobile operation, which can be done to connect devices, communicate with friends online, purchase games and access information experiences. Consider redesigning Nintendo according to the five elements of users, mainly performance, framework, structure, scope and strategy. (Berkeley, 2011).

The first is in the visual unity of the Nintendo console's primary color is red, white as the background color in line with the brand, and the characters in the game are used, focusing on a simple design. According to the user flow chart, when the user opens the app, it first determines whether he has a switch. If not, the user will be guided to register information. If there is a switch, he can directly log in to the switch account. After logging in to the account, the user will see three quick entries in the tab bar. Users can browse the latest Nintendo news and chat with friends to play games or provide game support on the home page. The store can buy Nintendo games or switch. User information can be set and edited in the personal document, and the switch can be connected via Bluetooth.

The designer opted for a design that pushes the screen horizontally from the home page. With an emphasis on card design, functional elements have been added so that users can move quickly by placing icons in the lower bar. Three faceted icons are designed according to Nintendo's characteristics. Due to the nature of the gaming application, news updates, events and promotion news can be found on the news page, and it is convenient to check for updates. When users click on

the news they want to see, they will be able to access a new page, making it easier for users to understand and read. In the previous version, users could only see that their friends were online but could not communicate. The designer modified this. To increase the connection rate for app users, we have added a messenger feature that allows them to talk to each other even if they are not playing games. Also, this function can confirm friends' connection state, so it is convenient to proceed more quickly when playing games together. Designer added store module, users can connect apps to games on the game page and check for updates. Not only that, but it also activates chat and voice chat functions during the game, so the user can enjoy the game while talking to friends. Users can check the online store page for a list of newly released games, popular games, and consoles. Click to view the details page and payment page, and download the game on the consoles. The designer intends to show the photos first in order to give priority to the game. Users can view detailed information about the game on this page. It will tell the user the price of the game, an explanation of the game, gameplay footage, and videos and photos. Once the user decides to buy, the user can go directly to the payment page. Finally, the designer modifies the profile page, and the user can change the information on the page. However, keep the card design to maintain visual unity. In addition, the Bluetooth setting function of connecting to the switch is added, the original essential functions are retained, and some icons are added to make the design more in line with the Nintendo brand vision. The visual design mainly adheres to the four basic principles of intimacy, alignment, repetition and contrast. (Williams, 2018).

## Work Cited

Garrett, Jesse James. The elements of user experience. Berkeley, CA: New Riders, 2011.

Williams, Robin. The non-designer's presentation book. [San Francisco, California]: Peachpit Press, 2018.