

# WEBSITE REDESIGN

## Company-in-focus: Supercell

### About the company

- Supercell is a mobile game developer based in Helsinki, Finland with offices in San Francisco, Tokyo and Beijing.
- CEO: Ilkka Paananen
- Website: <https://supercell.com/en/>

#### 📍 Location

Supercell Oy  
Jätkäsaarenlaituri 1  
00180 Helsinki  
Finland

### Beliefs

- Supercell believes that the best quality work comes from small teams in which consists of members whom are passionate about their work, and the company should be put together like a professional sports team which results in zero bureaucracy. In turn, it reduces the number of obstacles which can stand in the way of company staff, allowing them to create the best possible impacts as everything else would be secondary.

### Vision

- To build the very best teams in the world at making games, give them the resources and support they need, and then get out of their way.

### Mission

- To create great games that as many people as possible play for years and that are remembered forever.



*Adapted from Supercell-Brand-Guidelines*

# Overview



*Image via Supercell*

With a total revenue of approximately 1.87 billion USD and a reported 666.31 million USD for its Earnings Before Interest, Taxes, Depreciation, and Amortization (EBITDA) in the year 2022 (Supercell Annual Revenue 2022 | Statista, 2023). However in the recent years, Supercell has been losing players and has been dropping in popularity around the world. Agreed that Supercell's games have good early, mid and late retention cycles but there are other factors such as the community and listening to the community also play a role in the retention of players. For example, in the latest Clash Royale update titled "The update for losers". The community got mad because most felt that the update did not benefit them but rather, made the game even more pay to win which means that players needed to pay even more money in order to get stronger and better units so as to defeat opponents in-game (Orange Juice Gaming, 2023). Other observed potential problems could be that new players are matched against veteran players due to a possible shortage of new players. As such new players may quit the game due to what they believe is unfair matchmaking. At about 13 years old, there is much potential in the company and its games, but greater international recognition and more players are needed to take the company to greater heights.

# Purpose of redesign

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- To attract more players; currently Supercell is more popular amongst younger audiences because of their more popular games but could overshadowed by other more popular games due to external factors such as local news and peer pressure. Some examples are Valorant (Cue, 2023) and Mobile Legends Bang Bang (Cue, 2023a). Additionally, the maker must also be made known to the other age groups so that people know that Supercell is not only known for one good game but many.
- Make the website more user-friendly for all target audiences.
- Current website design lacks information about what each game is about, static website design which makes it unattractive.



## Target Audience

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- New and current players, investors, job applicants

## Competitors

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- Zynga, Riot games, Rovio, Riot Games, Moonton

## Budget

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- Redesigning the company website without external help costs anywhere between 100 to 3000 dollars, may be dependent on the salaries of the staff members involved (Vettorino, 2023).
- Redesigning with the help of an agency costs anywhere between 15000 to 75000 dollars (Vettorino, 2023).

## Timeline

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- About 9 months,
  - Research, collect feedback from the community and content creators of each game, identify relevant and irrelevant data on the current website, identify stakeholders.
  - Hold meetings with senior staff, founder, CEO and other relevant persons, identify key functions of the website and various details about the company and each of its games.
  - Come up with drafts of the redesigned website and build it, keep tweaking and enhancing the website to ensure that it caters to the target audience's needs.
  - Launch the website once design is perfected.

*Adapted from The Foolproof Redesign for Schools*



## Advertisements, sponsors



- Advertisements can be used as the background for the website header or have its own section amongst the text.
- To date, Supercell community managers are providing support to content creators in 42 different countries in 24 different languages (Supercell Creators, n.d.). However it is possible that there are more of such creators out there on various media platforms but are not on the Supercell creators program.
- Advertisements on social media and media platforms (depends on country as certain platforms are banned in particular states or countries).
  - YouTube: \$0.10 to 0.30 per view (Oetting, 2022).
  - Instagram: Cost per month is \$0.95 per click (Not Found | AdBraze, 2022).
  - Tik Tok: \$10 per 1000 views; minimum spend of \$500 on a campaign (Geyser, 2023).



*Screengrab of YouTube commercial for Clash of Clans from 8 years ago*



## Advertisements, sponsors (continued)



- Sponsor videos of highly popular and influential online figures such as Mr Beast, T-Series, PewDiePie, etc.



*Image via Mr Beast*

- The week after the video's release, downloads increased by 41% as compared to the week before, the large majority of it happening in the U.S., where downloads of the game went past 263000 (Ahmed, 2021). Within that same week, global player spending on the game alone reached 8.2 million dollars (Ahmed, 2021). Meanwhile, Brawl Stars only paid about 3.5 million dollars for the production costs (How Much Money Does MrBeast Make?, n.d.).



## Conduct collaborations and feature them



- Brawl Stars has featured collaborations with groups such as BT 21, Line Friends, and Paris Saint-Germain F.C. for in game skin designs with Clash Royale working with Myoho to bring traditional Korean banners into the game.



*Screengrab via Brawl Stars*

Collaborations with well known franchises can improve a game's player retention capabilities and also increase revenue generated. A large majority of the games which are under the top 20% of the best performing games in the Japan iOS market makes use of such collaborations to increase revenue and downloads (Kauppinen, 2022). The best collaborations of each Supercell game can then be featured on the website under their respective sections so as to entice people into downloading the game to purchase the items.



# Styling (current colour palette and fonts)



- Colours (following Supercell's guidelines)
  - Primary
    - Black (#000000) and White (#FFFFFF)
    - Signifies quality and focus
  - Accent
    - Supercell Blue (#2D85F3), Supercell Green (#21C49F), Supercell Pink (#FB62AA), Supercell Yellow (#F7DB1C)
    - Not game specified, shares a complementary hue to the games and should be ideally used one at a time.
  - Supporting Greys
    - Supercell Dark Grey (#191919), Supercell Medium Grey (#666666), Supercell Gray (#CCCCCC), Supercell Light Grey (#F2F2F2)
    - Creates hierarchy in layouts and helps the accent colours standout.
- Colour Usage Ratio (Guide)
  - 70% primary, 30% accent.
- Gradients
  - To bring attention to specific visual elements and to be used sparingly.
- Current colour palette can be followed for revamp

# Styling (Fonts)



<b>Headline typeface details</b>	<b>Text typeface details</b>
<ul style="list-style-type: none"><li>• Primary — Supercell Headline Heavy</li><li>• Secondary — Supercell Headline Bold</li><li>• Always all capitals</li><li>• Size always large and bold</li><li>• Leading: 10% of type size</li><li>• Optical kerning</li><li>• Tracking: -15 (Adobe packages)</li><li>• Left or center aligned</li></ul>	<ul style="list-style-type: none"><li>• Regular, Medium and Bold</li><li>• Sentence case or all capitals</li><li>• Leading: 45% of type size</li><li>• Optical kerning</li><li>• Tracking: 0 (Adobe packages)</li><li>• Left or centre aligned</li></ul>

*Adapted from Supercell-Brand-Guidelines*



# Current website design



The header features the Supercell logo and navigation links for Games, Careers, Support, and About Us. Below the header is a dark banner with links for Why You Might Love It Here, Our Offices, Joining Supercell, Living in Helsinki, Living in Shanghai, Open Positions, and Career Stories. The main hero section has a large image of Clash Royale characters and text: "SUPERCELL" and "Makers of Hay Day, Clash of Clans, Boom Beach, Clash Royale and Brawl Stars." A "SEE LATEST" button is visible.

## Header

The header includes two news cards: "NEWS Better Games Together: One Year On And Going Strong" and "NEWS Looking Forward to Meeting You". Below the news are two images: one of the Clash of Clans team holding plushies, and another showing a game landscape from Clash Royale.

## Portion of body content

The footer features a "READ ARTICLE" button, social media links (YouTube, Facebook, Instagram, Twitter, LinkedIn, and a custom link), download links for the App Store and Google Play, and legal links for Terms of Service, Privacy Policy, Parent's Guide, Safe and Fair Play Policy, Other Legal Docs, For Media, and Manage Cookies. It also includes a physical address for Supercell Oy in Helsinki, Finland, and the Supercell logo.

## Footer



# Current Strengths

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- Content structure
  - Organized; header, body and footer are all well made use of.
  - Dropdown bar for each section of the website.
  - Main page has all the important details presented in simple sentences, and a link to its section on the website.
  - Easy navigation for all target audiences.
- Content
  - Simple; not wordy.
  - Fonts are standardized throughout and the colour palette follows the company's guidelines.
  - Pictures that fit well with the text; usage of its own game characters in these pictures or drawings all bear fitting expressions to convey tones that fit with the purpose of the page.
  - For games, it shows how far the game has come, a basic game description is provided, design for the game characters are cute, simple and cartoonish and also the YouTube animations of each game.
  - For interested job applicants, their beliefs and work values are made clear, there are also stories of staff members describing life at Supercell, available job opportunities at each of their offices, what is expected of the applicants and what they stand to gain when working with them. Also, the company offers relocation support for staff living overseas.
  - For investors, there are articles published annually by the CEO about his view of the company each year, a portion which describes the investment relationship as well as another which talks about how the company is grateful towards its investors and lastly one can find Supercell's investees at the bottom of the page.



# Current shortcomings

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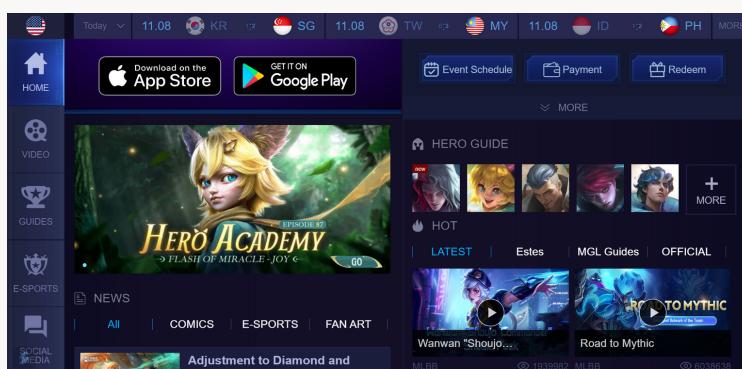
- Structure and format
  - For users visiting the website for the first time, icons unique to the game may look confusing to them; not all first time users are inquisitive and will want to explore.
  - Static website design in general except for one page which features animated elements; the in game characters, game interfaces are all designed with a myriad of colours but the website is mostly black and white.
  - Structure is not constant. For example, the page about Brawl Stars has an extra news section, but the pages for the other games do not have it.
  - Lacks the option to translate the website into other languages; only English is available.
- Content
  - Certain information might take awhile to find.
  - Certain aspects of the website lack information. i.e. the games lack information about in-game character types, gameplay.
  - No information with regards to games currently in the beta stage can be found on the website; difficult for players of these games to find information about the game or reach out for player support.
  - Lacks gameplay footage or videos of what life at Supercell is like for potential job applicants. Additionally a few images of what the games are like are outdated, and represent what the game looked like many years ago and not what it is now.
  - Lack of reviews by companies currently investing in Supercell.
  - No trace of the songs or their best animations that they have produced. For example, Riot Games has a section featuring songs, music and animations that have been produced in relation to their games.
  - No links to their esports page.
  - Lacks a section to showcase videos made by content creators of each game.
  - Specific to the game brawl stars, brawl stars has an award ceremony called the brawlies. Neither the names of the winners nor their works are not showcased on the website. There is no mention of this award ceremony either.



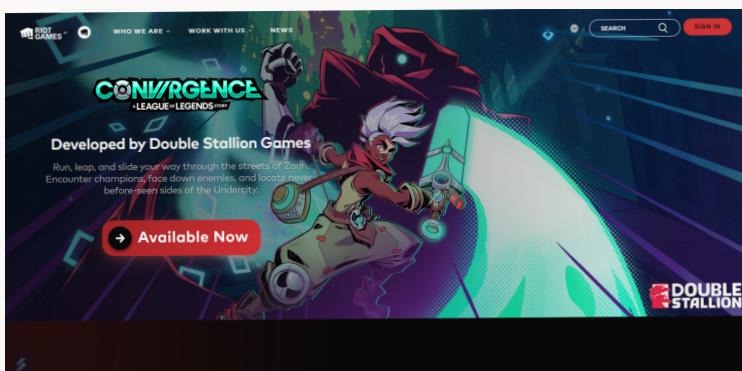
# Websites of other gaming companies



Welcome to Rovio. We put joy first with Rovio



Mobile Legends Bang Bang



Riot Games



Zynga

- Structured similarly to Supercell's.
- Animated elements
- Good reference point for the redesign.

- Structured content.
- Moderate difficulty for first time users when navigating the website.
- Website is solely dedicated to the game.

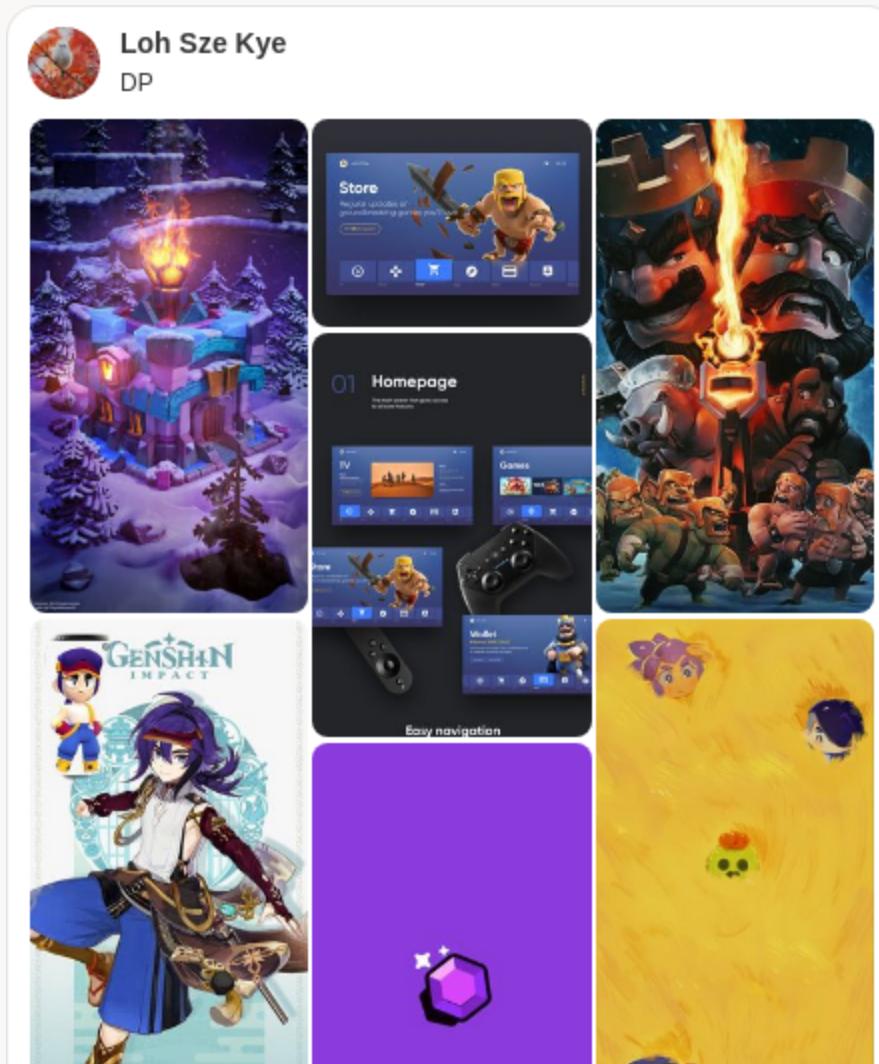
- Each game has its own website. Informative and the UI/UX is well done.
- Links to everything related to Riot Games.
- Excellent reference point for redesign.

- Structured similarly to Supercell and Rovio.
- Contains more information than Supercell's website but lacks certain elements.
- Design does not seem appealing.

# Tone, fonts, moodboard for redesign



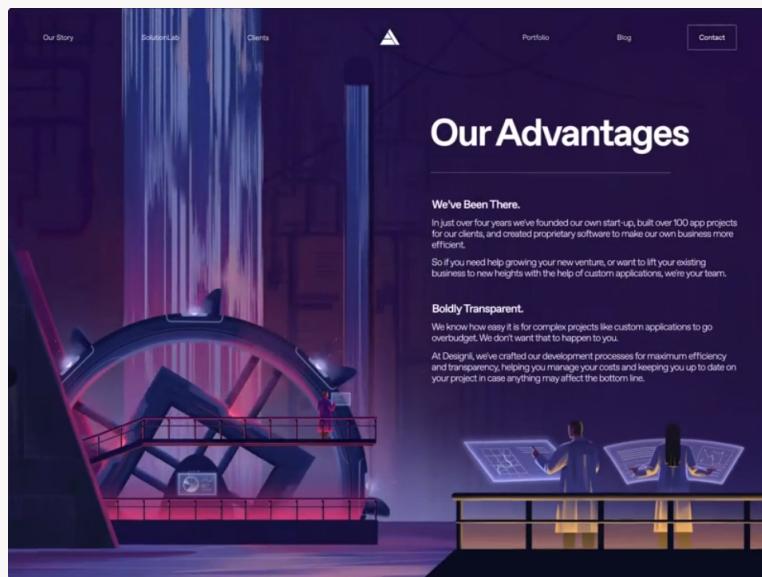
- Investors
  - Persuasive, formal, serious tone.
  - Fonts: Sans serif to show the company's modernity and other values.
- Job applicants
  - Energetic, passionate, positive tone for interested job applicants as it also conveys the friendly work culture.
  - Fonts: Sans serif, to display important details and serif to display the vibrant work environment, but ultimately fonts must be chosen to reflect what the company is about.
- Players
  - Energetic, fun, exciting tone for players both new and current.
  - Fonts: Sans serif for readability (i.e. essential game details), serif to make the webpage aesthetic and to attract new players.



# Project deliverables



- Budget allocated to the redesign team by Human Resource.
- Co-founder and CEO opinions.
- A draft design of the new website which could consist of
  - Websites dedicated to the games that have been launched globally.
  - Section for players of the games which are currently in beta.
  - A chatbot which can guide users around the website.
  - Content creator highlights for each game as most decide to install and play the game because of their videos.
  - An esports section.
  - The option to translate the website into different languages.
  - A section to feature community works.
  - Investee reviews of Supercell.
  - Videos and updated images of gameplay.
  - A consistent website structure.
  - More sections of the webpage which are animated.
- An example: <https://dribbble.com/shots/14238773-Origin>



*Image via dribble*



# Summary



*Image via Pinterest*

The newly redesigned website is to fulfill all of the reasons for redesign which is to

1. Make the website more informative.
2. Visually appealing so as to attract more players, investors and job applicants.
3. Make the website more user-friendly.

The global Supercell committee brimming with ideas in the aspect of new and unique designs, with other game companies that have done an excellent job of designing their websites to be in line with the theme and the intended tone and also user-friendly. With the help of social media and influencers, this redesign could potentially assist in helping to bring Supercell to even greater heights.

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End

