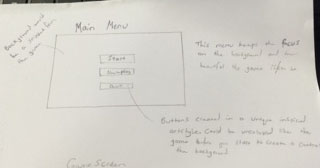
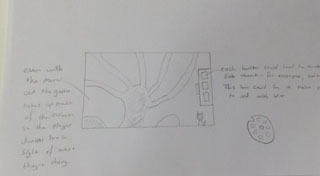
UI and UX

For the UI within our game it is important that the game takes up a large amount of the game screen, this gives the player unhindered access to the game screen. A way of achieving this would be to bring the menu in from off screen, thus giving the player more of screen to play with. This also means that the player will not have to deal with potential game space being used for something that isn’t important to the player for most of the time you’re playing the game.

The above also helps with UX because the player is wanting to experience the game in a fully immersive way and the screen being littered with banners and menus would give the player a much smaller space to play the game, and make it much harder for the player to become completely immersed into the game. Our game is all amount a zen like focus with the aim of getting the player to lose themselves in the art and flow of the game. An important thing towards creating a complete UX is to make sure that as much of the game as possible is diegetic, this means that the buttons, or menus complement the over-all theme of the game and don’t feel out of place. An example of this would be, instead of adding a small button that brings in a menu from the side of the screen that is just a box with colour selection, you would make the box a painting palette, thus providing the player with a more theme driven and immersive colour selection, that helps the player feel they are making a more real choice of colour. Another way of improving UX with this menu system is to have this palette be brought up by clicking on the AI character in the game, this gives the AI character more physical purpose and interaction with the player, this then gives the AI character more diegetic purpose within the game and not make it seem like it is just tacked onto the game without purpose. We can also then explore a whole avenue of smart depth and development, for example voice lines.



World and level selection is also an area that diegetic and immersive gameplay can be created and built without while also serving an important role in the game. The focus of the game is completely within the colouring of the wold, but the player needs to be come invested in the world for them to feel immersed in it, the AI character is already and avatar for this in the form of giving the player a body or physical form for them to feel attached too, however another way of creating this is through the world and the level selection. The player needs to find the world important and want to be helping the ai character, and a way of creating this without having to add systems that waste the players time is in the level selection. By showing the player a dying world that is lacking all colour and enjoyment the player will feel that they are not only bringing colour to this dead world but also helping the character find enjoyment and a home. For this if you were to break each world in sections and as the player completes and image that section of the world now is full of life and colour the player would be able to see the change they’re making without having to sit through a cutscene or be told through text and pointless narrative, it would instead be a visual narrative cue that the player could make the connection of on their own.

Monetisation

Monetising this game presents a few problems, and this all due to the style of UX we are trying to create in the game, a lot of mobile games use ads to generate revenue, however the problem with ads is that they completely break the zen like focus and immersion that we’re trying to create in our game. Typically, in app purchases are done with an in-game currency which could potentially interfere with the immersion if it is displayed on the screen, and if it not displayed on the game screen and on the menu system this it doesn’t really serve much of a purpose as the aim of the game is to have the player spend a long time within the world as they take their time colouring in the world. The optimal way to generate revenue from the game would be through charging a price to buy the game, however if we were to stick with the game being a free game and generating money off through in app purchases then straying away from adds would be a good idea, the way that money could be produced would be through customization options to the character, this would be centred around the AI character and the overall theme of the game. Some examples of customization techniques would be,

* Skins for the AI character (different breeds of cat)
* Different breeds of animals (Spirit Animals, This allows us to play around with the spiritual plane and have more interesting and less constraints on what we can do)
* Clothing for the AI Character (Hats, Scarves)
* Art styles and colour palettes (Our default game is a pastel colour palette, so they could pay for others)
* Animation and Particle Effects (Having different types allow the player to change their particles effects)

Should an in-game shop be added to the game then this store should be accessible from the main menu or level selection only, as being able to access inside of the level would mean that there is a non-diegetic button in the way that might get in the way of the players view. Constantly reminding the player that there are in app purchases is not really an avenue I would want to take, the game should be play first, buy later, and only if you want to.

There is a way with in app purchases of adding levels later that the player can purchase and unlock that could be released with the game or added in the future, this would mean though that you couldn’t play the whole game without buying levels, however if you are releasing them later charging could be warranted at you have spent time working on them before release.

We could also add a daily reward system that could play into the in game items, we could allow the player to get fragments of clothing and skins and then trade them in for something when they have a few of them or allow them to rent an item to see if they like it before they buy it, however the type of game we have is not necessarily one that we need to make people play each day, as they should play it when they have some time spare and what to relax.