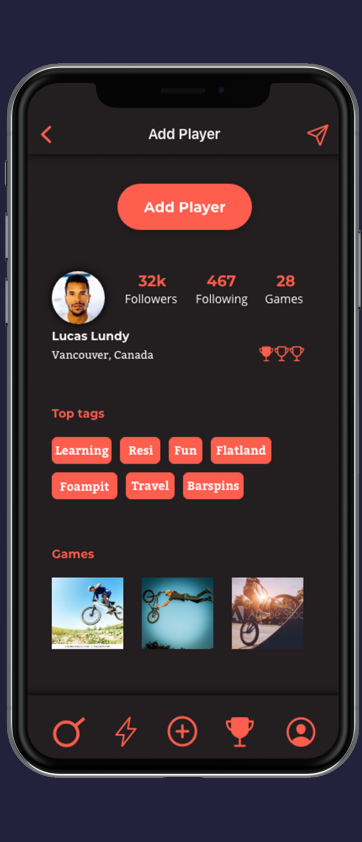


UX | UI | Branding

Game Of...

Connect with your friends and people from around the world.
Share with others who enjoy the same sports, who want to push each other to progress and most importantly, have fun!

View Prototype

The Client Brief

We noted that there was a strong pull towards creating content, sharing content, and collaboration.
Our client wanted to look into the options of creating a sharing, collaborative cloud storage service.
Upon taking a closer look at the clients brief, we soon realised we had to start from the ground up.

The Client knew what they wanted but...

The Problem

Didn't know their target audience

Didn't have a brand identity

Uncertain how to execute

The Solution

Explore the target audience

Create a brand Identity

Discover the best ways to communicate to the users

The Focus

Collaboration
Sharing
Content Creation

Deliverables

Discovery Phase
- User Surveys
- Competitive Analysis
- User Personas

Information Architecture
- User Stories
- User Flows
- Wireframes
- Low Fi User Test

Visual Design
- Concept and Identity
- Logo Design
- Moodboards
- Style Guide

User Tests
- Hi Fi User Test
- Hi Fi Mockups
- Clickable Prototypes

Project Roles

- UX Design
- Visual Design
- Branding & Identity

Tools

- Adobe XD
- Adobe Spark
- Adobe Illustrator
- Google Documents
- Google Sheets
- Google Forms
- Usability Hub
- Facebook
- Whimsical
- Invision

DISCOVERY PHASE

USER SURVEYS

User Surveys were used to figure out who the target audience would be. Users were gathered using personal contacts, social media contacts and other means such as slack & discord channels.
Importance was placed on finding users that participate in the use of cloud storage software, as described in the brief.

Key considerations:

How is cloud storage being used?

What do they value as the key features?

Is there room for real-time collaboration?

27% Use cloud storage for personal use

100% Use cloud storage for file sharing

72% Use cloud storage for collaboration

Users want more storage to allow users to collaborate freely

Majority found cost as the biggest turn-off

Available storage and Accessibility to storage is of high importance

Conclusion:

Analysis of the data showed that a critical number of cloud storage users were not pleased with their cloud services due to lack of storage for space to create and collaborate freely. Paying for a service just to store data was no longer an attractive alternative as they simply stop using them.

COMPETITIVE ANALYSIS

I delved into the exploration of 3 major cloud storage companies:

The interface is very clear, but organising files into folders not particularly intuitive. The ability of saving files automatically, editing documents and live collaboration is really effective. However, **offline capabilities are restricted**. Offering such an array of applications puts **Google Drive** in the lead.

Box is the only cloud based organisation app I have not used. I found the onboarding less seamless as the other two. Once on the homepage, the main features offered were integration with MS Office, Google Drive and more. It definitely increased my interest! The biggest strength looks to be when Box Business is purchased. It has **amazing integration and features once you pay more.**

Dropbox is commonly used for sharing a variety of media files. The interface feels clunky and has a lot of excess options that are jumbled to use and doing simple **tasks overcomplicates things**. With the introduction of Dropbox Paper and the ambience of simplicity in sharing multimedia, it may just cross over into competing strongly with Google Drive. It lacks in terms of access to media files.

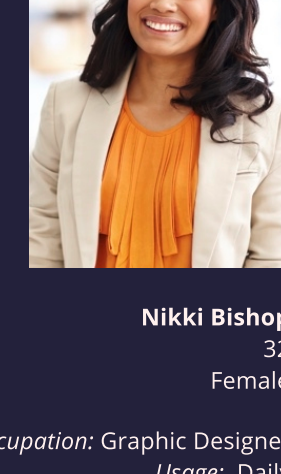
Enter New Cloud Storage Service!

There is a gap for developing a **product/service which appeals to active hobbyists**, or recreational users. Most platforms focus on instruction, learning, keeping data and rare to find one that is a platform for sharing recreationally.

View Analysis

USER PERSONAS

Personas help expand our understanding of user needs, exploring who our main audience is, and how we can try to solve their current frustrations. We could endeavor to see how Game Of... could motivate users to collaborate and interact with our services.

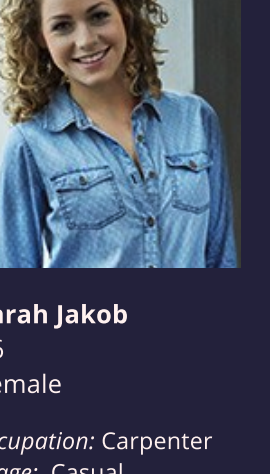


Nikki Bishop
32
Female

Occupation: Graphic Designer
Usage: Daily
Version: Paid
Artistic

Goals:
More free storage
Offline access/wifi dependent
Increased searchability

Pain Points:
The cost
Lack of features
iCloud "it is a toilet"



Sarah Jakob
36
Female

Occupation: Carpenter
Usage: Casual
Version: Free
Active

Goals:
More storage & ability to load bigger files
Incentives for use
Improved privacy & security

Pain Points:
Cost
Fear of account being compromised
Not enough free storage

View Personas

Users had combined frustrations across the board although in slightly different forms. Knowing their goals was important but addressing pain points was paramount.

INFORMATION ARCHITECTURE

USER STORIES

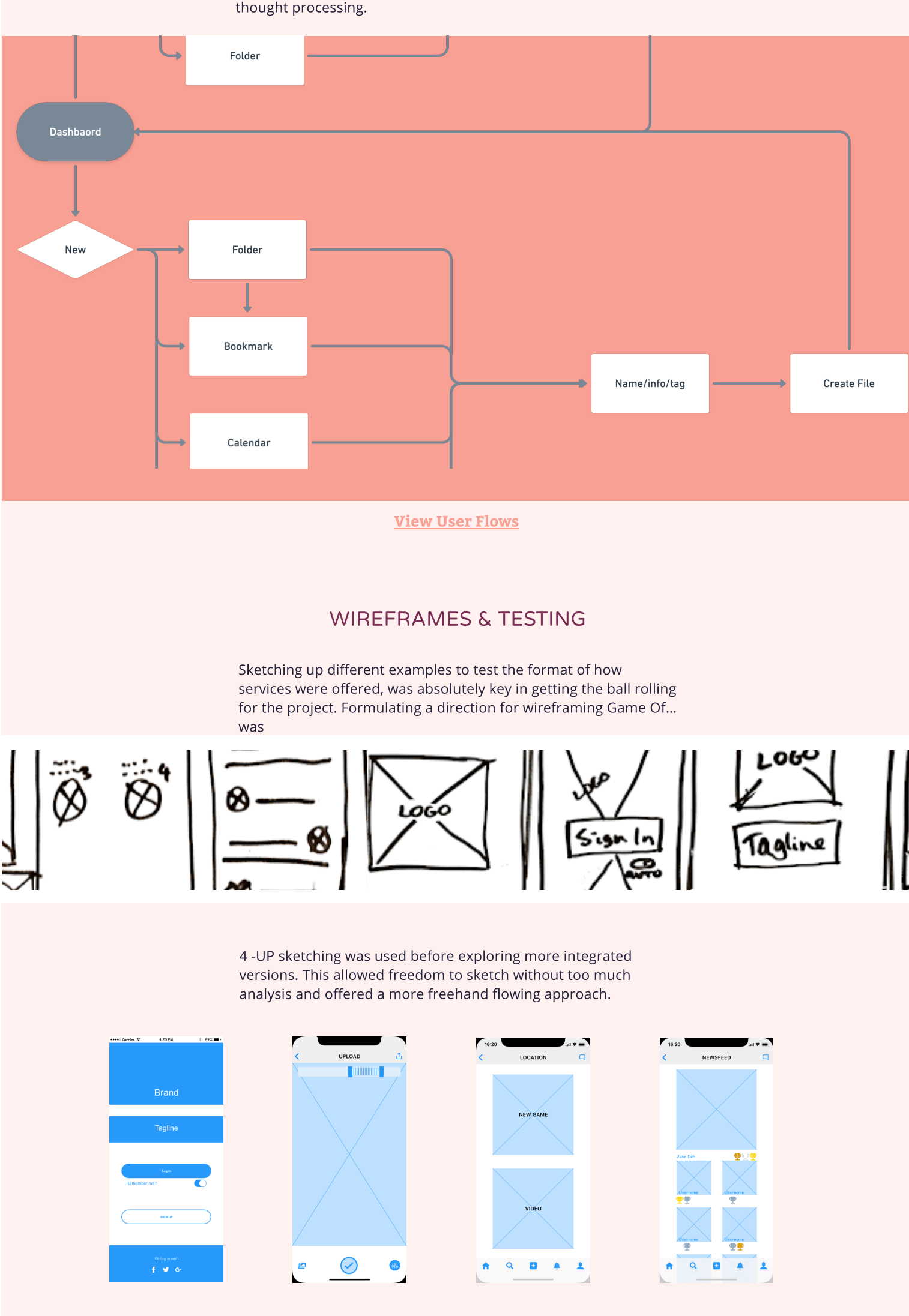
Narrowing down the hierarchy of tasks was essential for establishing what was going to be mandatory for users to store, create, share and collaborate with the developing idea, Game Of...

As a...	I want to...	Importance
New User	Sign Up	High
New User	Upload content	High
New User	Create a new project/folder	High
New User	View content	Medium
New User	Name file/folder	Medium
New User	Share content	Medium
New User	Change sharing settings	Low
New User	Edit profile	Low

View User Stories

USER FLOWS

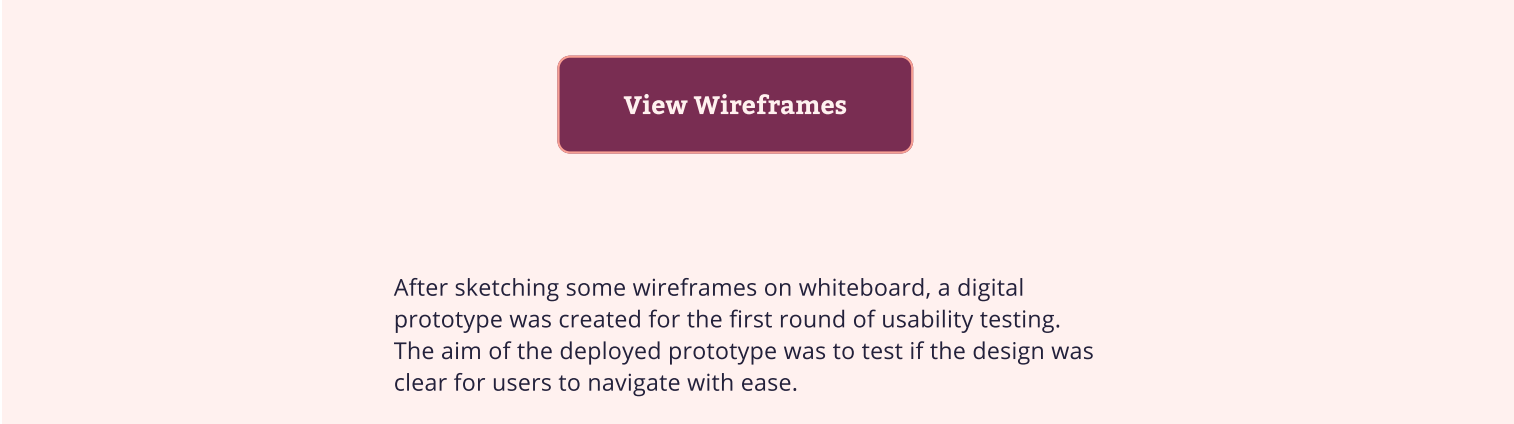
User Stories were integral in developing User Flows to visually show the hierarchy of needs established in the spreadsheet and figuring out how to get from each area at greater ease and less thought processing.


Dashboard
New
Folder
Folder
Bookmark
Calendar
Name/info/tag
Create File

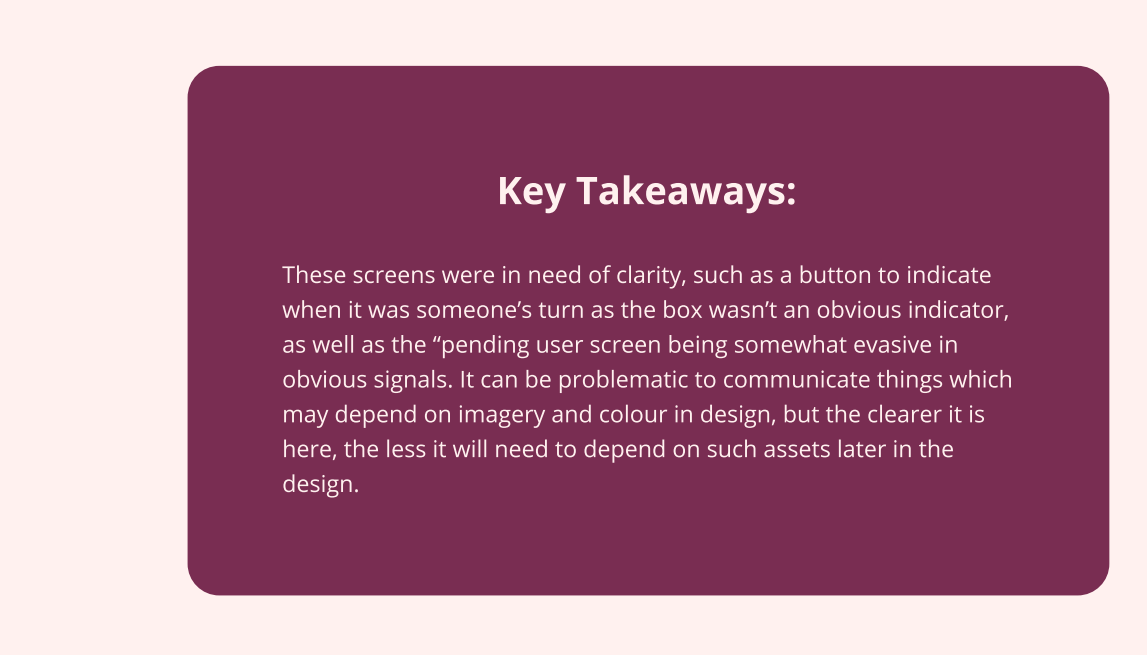
View User Flows

WIREFRAMES & TESTING

Sketching up different examples to test the format of how services were offered, was absolutely key in getting the ball rolling for the project. Formulating a direction for wireframing Game Of... was


LOGO
Sign In
LOGO
Tagline

4-UP sketching was used before exploring more integrated versions. This allowed freedom to sketch without too much analysis and offered a more freehand flowing approach.



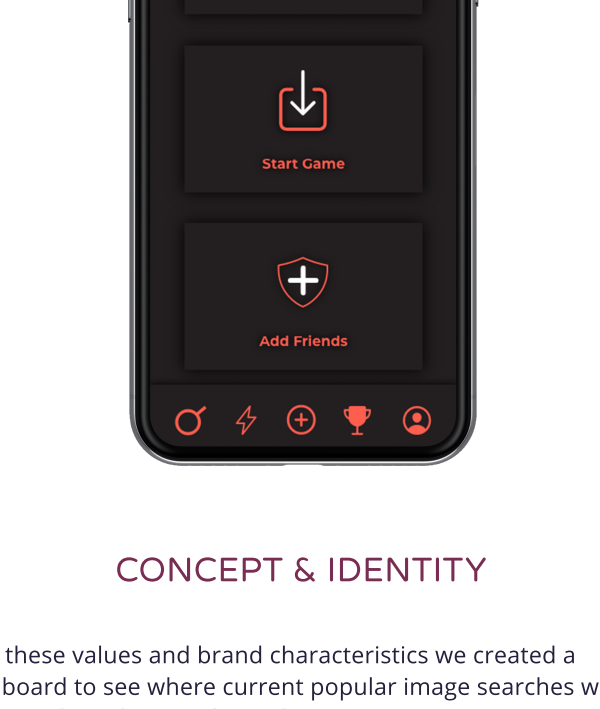
View Wireframes

After sketching some wireframes on whiteboard, a digital prototype was created for the first round of usability testing. The aim of the deployed prototype was to test if the design was clear for users to navigate with ease.

Key Takeaways:

These screens were in need of clarity, such as a button to indicate when it was someone's turn as the box wasn't an obvious indicator, as well as the "pending user screen being somewhat evasive in obvious signals. It can be problematic to communicate things which may depend on imagery and colour in design, but the clearer it is here, the less it will need to depend on such assets later in the design.

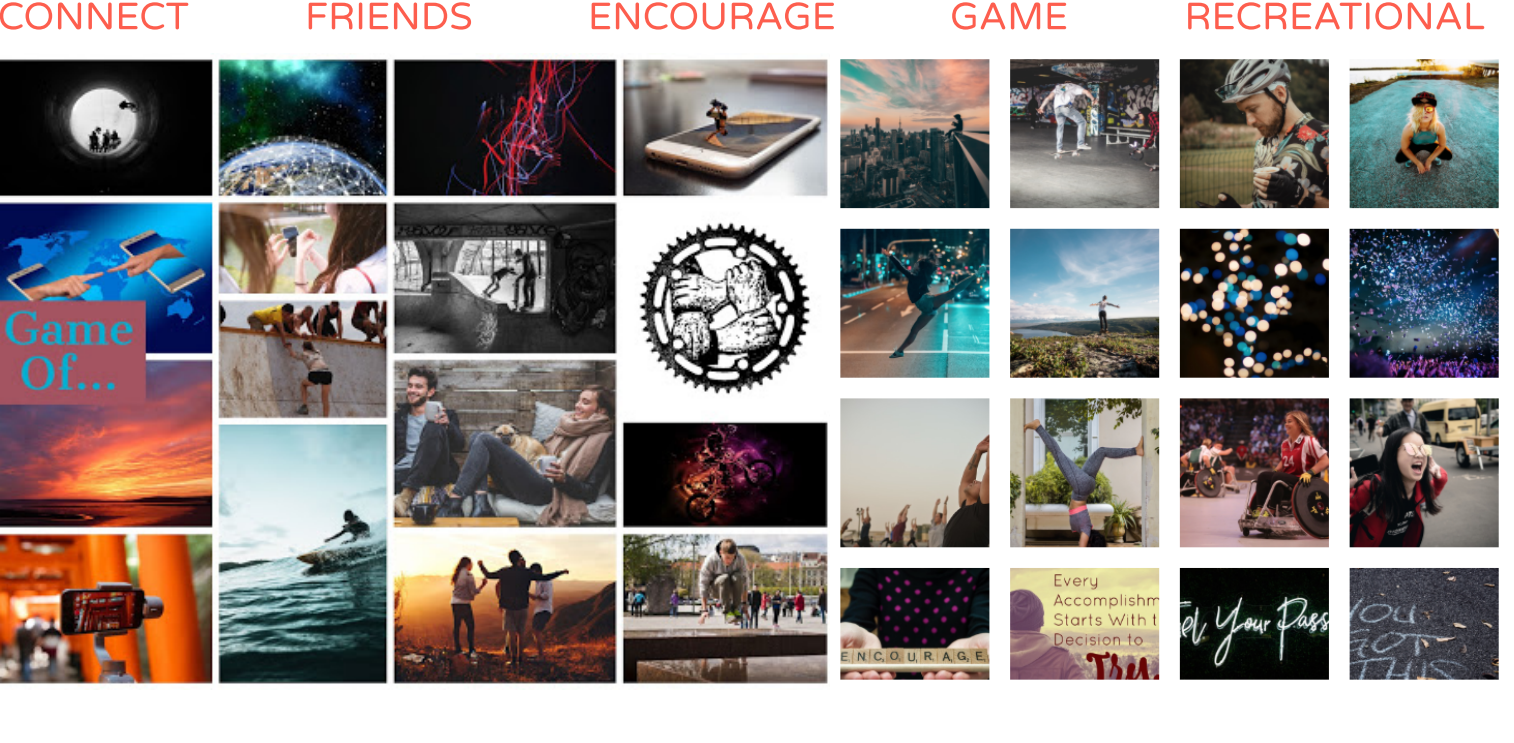
VISUAL DESIGN



CONCEPT & IDENTITY

Using these values and brand phrases a moodboard was created to see where current popular image searches were coming up based on our key values.

CONNECT FRIENDS ENCOURAGE GAME RECREATIONAL

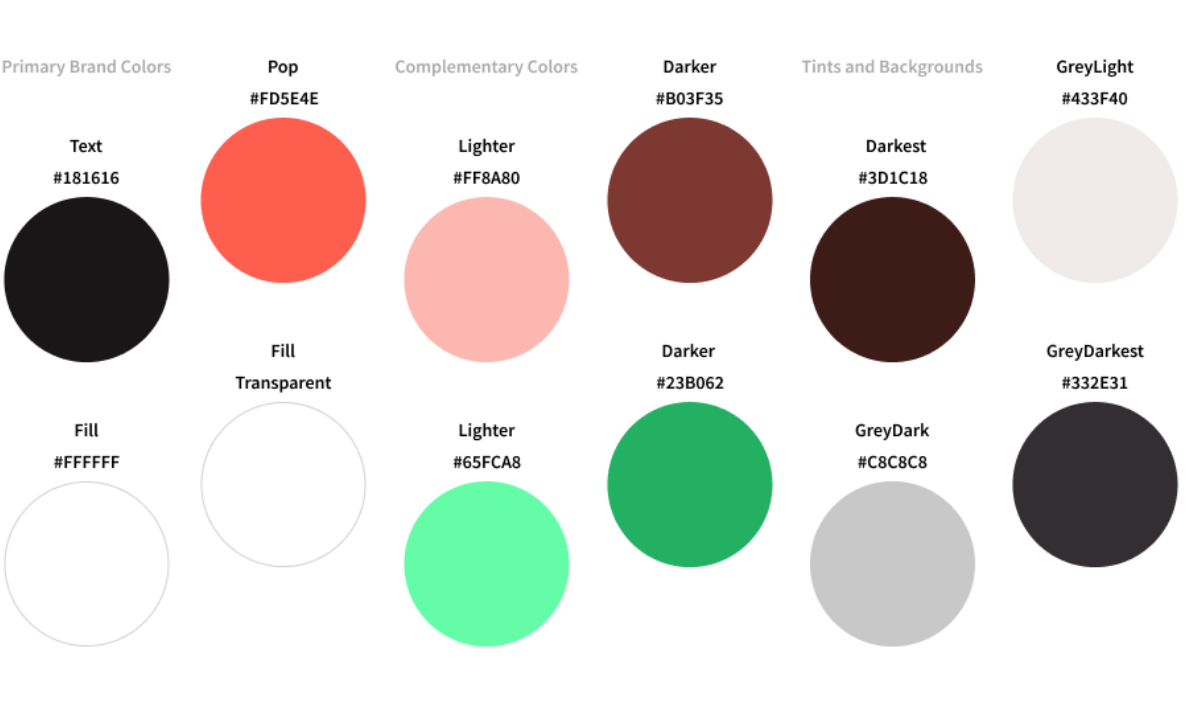

Game Of...
Every Accomplishment Starts With the Decision to Try
Feel Your Pass

COLOUR SCHEME

An orange hue was originally the chosen hue but was quite soft for the image needed.

Red is a very emotionally intense color. It enhances human metabolism, increases respiration rate, and raises blood pressure.

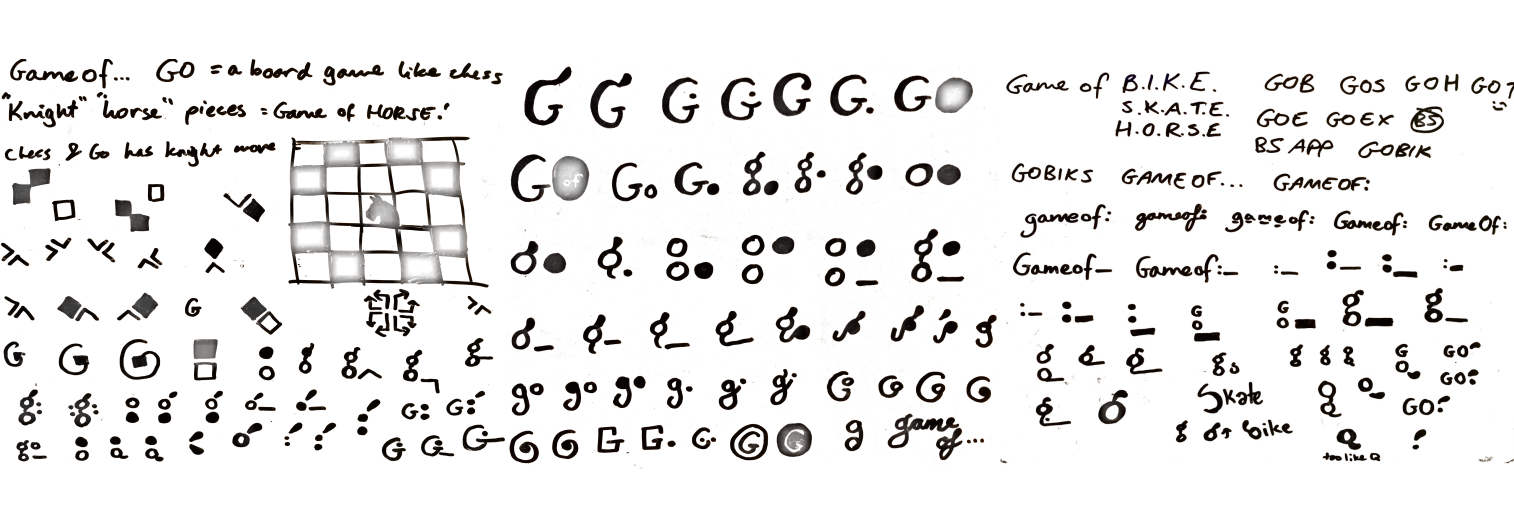
Orange represents things like enthusiasm, determination, success, encouragement and stimulation.


Primary Brand Colors
Pop
#FD5E4E
Complementary Colors
Darker
#B03F35
Tints and Backgrounds
GreyLight
#433F40
Text
#181616
Lighter
#FF8A80
Darkest
#3D1C18
Fill
Transparent
Darker
#23B062
GreyDarkest
#332E31
Fill
#FFFFFF
Lighter
#65FCA8
GreyDark
#C8C8C8

Combined with the original undercurrents of orange with the slight "coral" colouring, it combines these aspects.

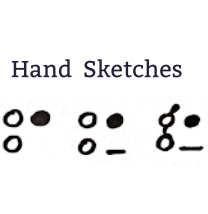
LOGO DESIGN

In keeping with the geometric fonts, we began to sketch up some ideas for a name for our site.

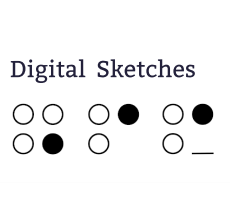

Game of... GO = a board game like chess
"Knight" "horse" pieces = Game of HORSE'
Chess & Go has knight more
Game of B.I.K.E.
S.K.A.T.E.
H.O.R.S.E
GOB GOS GOH GO
GOE GOEX
BS APP GOBIK
GOBIKS GAME OF... GAME OF:
gameof: Gameof: GameOf:
Gameof– Gameof:–
Skate
bike
GO:
game

Simple enough to stand out without cluttering a space, dynamic enough to change over time, or use elements of the word mark as icons throughout the app

Hand Sketches



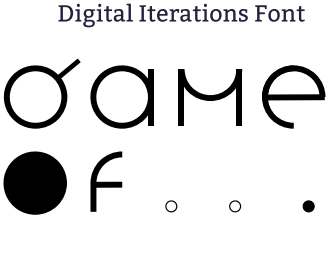
Digital Sketches



"Game Of..." allows space for continuation of the wording while still keeping it's own identity. The ability to abbreviate into "G.O." sealed the deal for the decision.

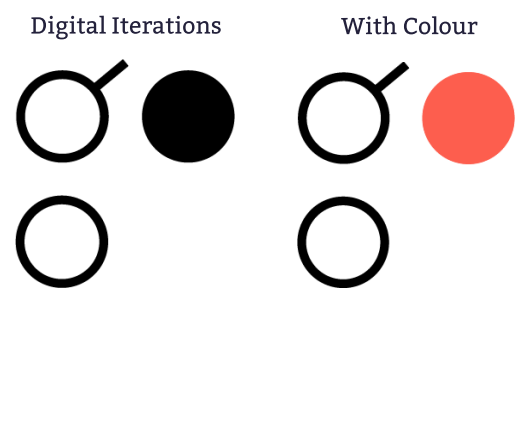
Keeping the logo somewhat monochromatic allows for future use of applying a colour to represent what activity you will be playing.

Digital Iterations Font



Digital Iterations

With Colour



Game Of... and the circular iconographic logo is representative of movement and motion. The icon is an abstract representation of the brand.

TYPOGRAPHY

To keep with imagery of flow, consistency and togetherness, we wanted to go with a geometric font.

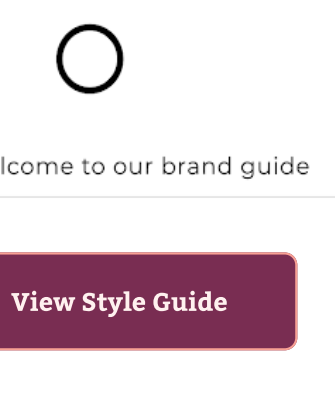
Montserrat
Open Sans
Bitter

Arg

Something clear, concise and bold, yet playful and inclusive. A humanist font added an extra layer of creativity that we wanted to reserve for the user to utilize.

STYLE GUIDE

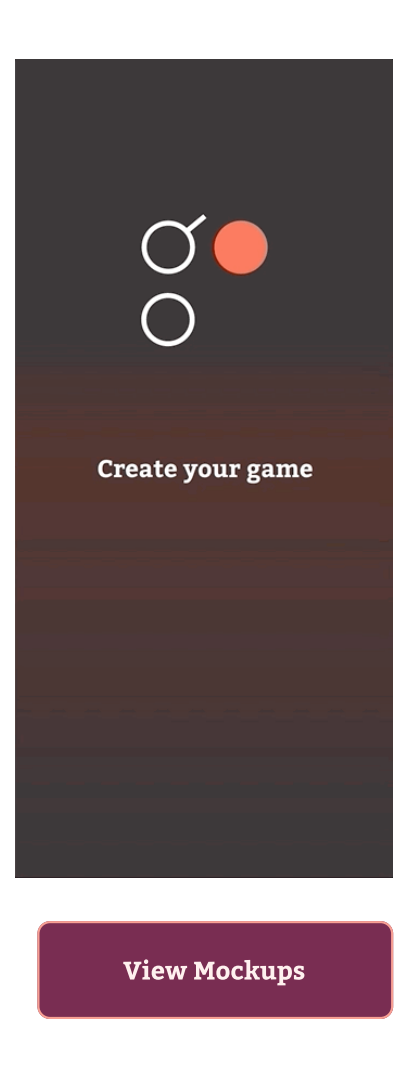
We refined our typography, icon and wordmark, imagery, iconography, colors and funneled them into our Style Guide for Game Of... that acted as the bible for outlining the visuals and their weights to the site.


Welcome to our brand guide

View Style Guide

HI FIDELITY MOCKUPS

After creating the aesthetic styling of Game Of...'s branding and guidelines, creating the concepts into high fidelity mockups began.


Create your game

View Mockups

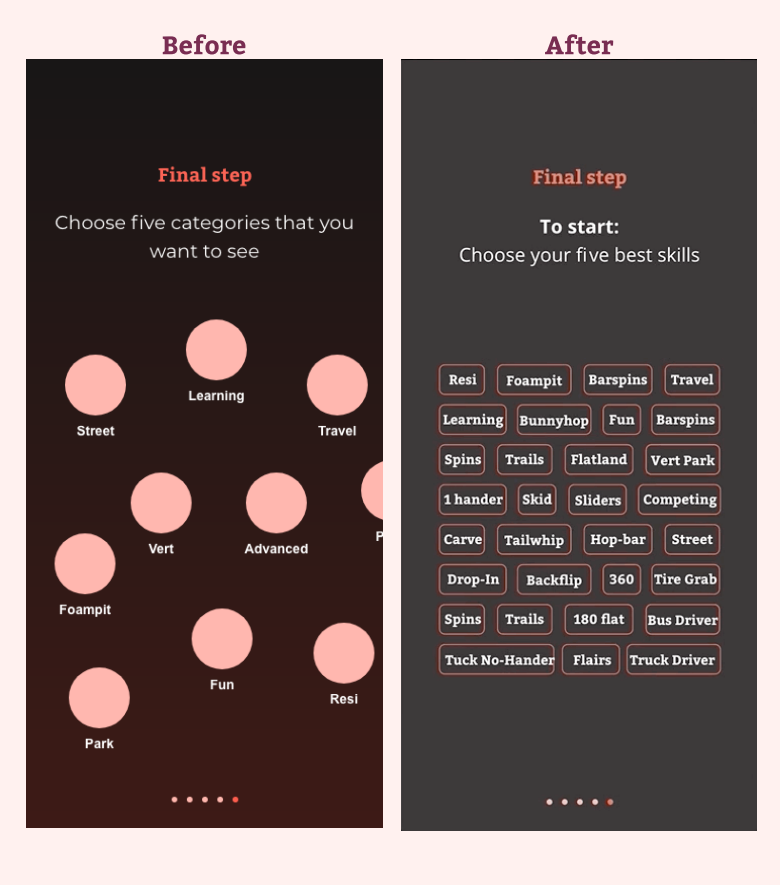
USER TESTING & ITERATIONS

PREFERENCE TESTING

Here is an example of an area in which a user and I discussed design changes that could be made to make the usability clearer and more concise.

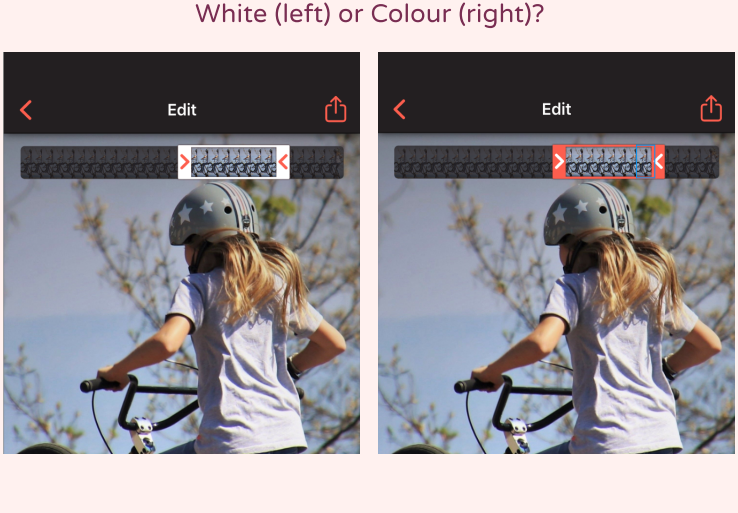
Before

After

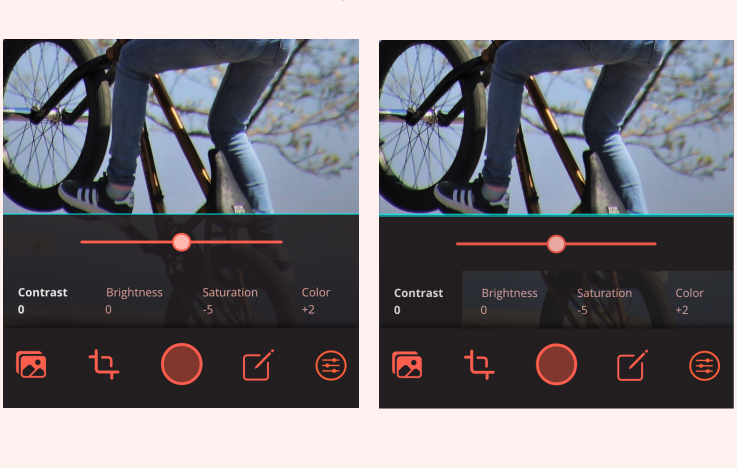

Final step
Choose five categories that you want to see
To start:
Choose your five best skills

It was discussed that perhaps tabs would be a better option, and offer more clarity of choices of content.

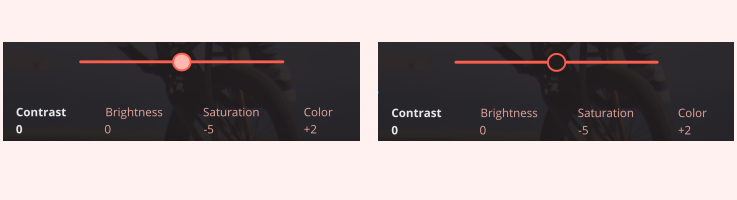
Which Video Editor slider do you prefer:
White (left) or Colour (right)?



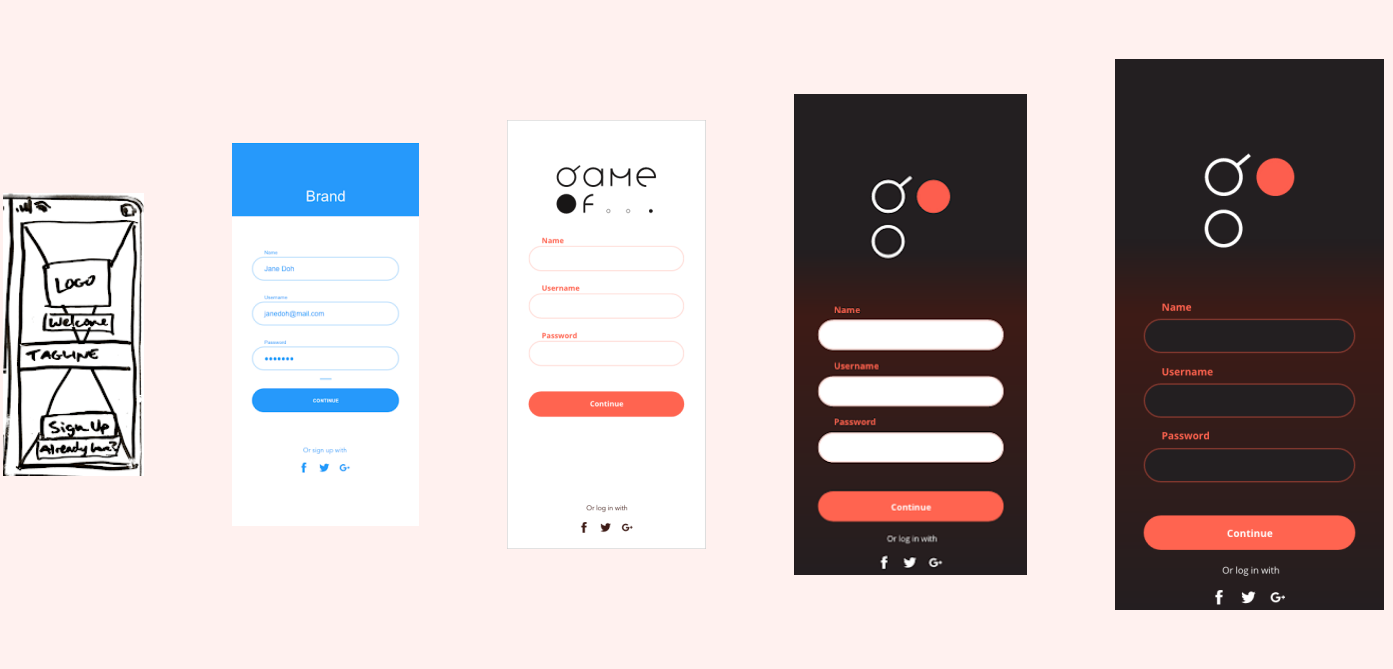
For the contrast background, do you prefer it block background, or faded?


Contrast
Brightness
Saturation
Color

Do you prefer the lighter slider button on the left, or the darker one on the right?


Contrast
Brightness
Saturation
Color

Through usability tests and discussion, we managed to acknowledge the necessary changes. This helped to execute the design in a way, that was much more manageable for the user to understand.

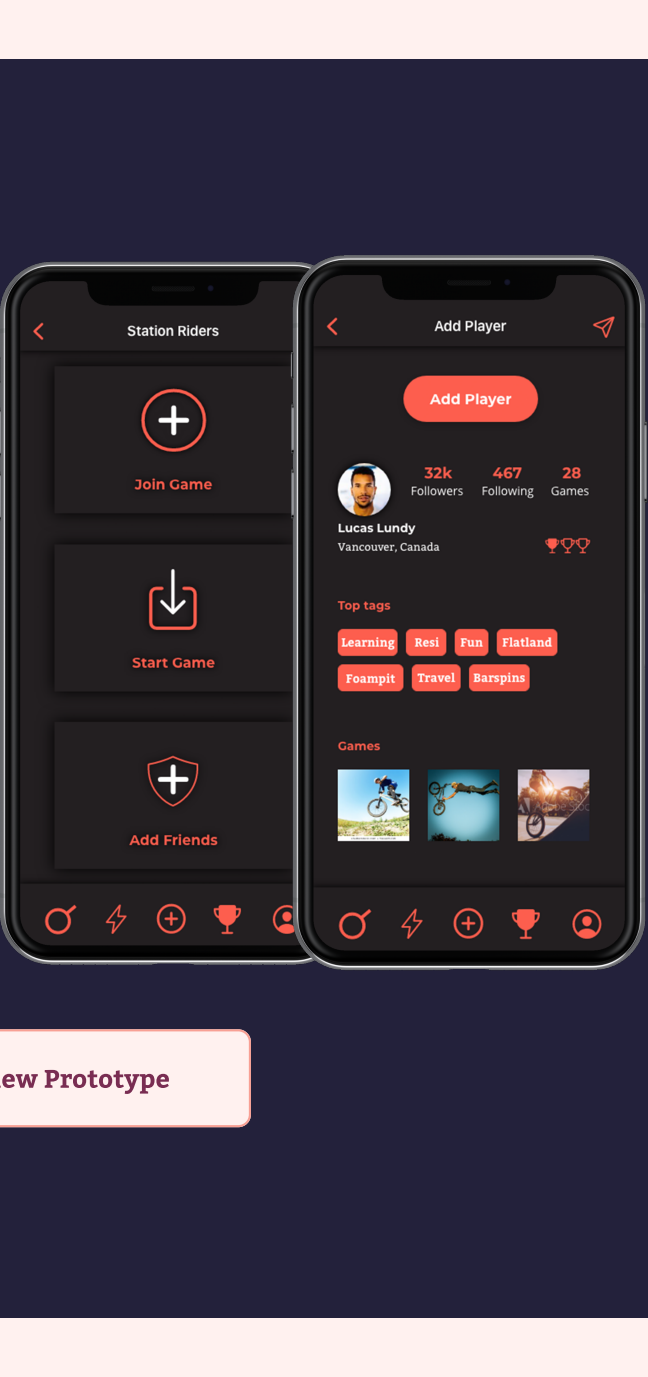

LOGO
Welcome
TAGLINE
Sign Up
Brand
Name
Username
Password
Continue
Or log in with

The Solution

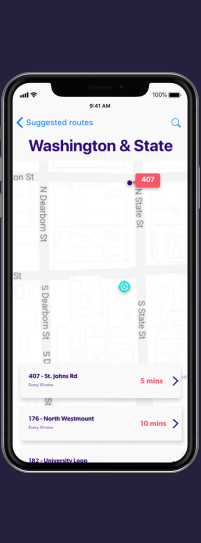
Explored the target audience

Created a brand Identity

Discovered the best ways to communicate to the user


Station Riders
Join Game
Start Game
Add Friends
Add Player
Add Player
32k Followers
467 Following
28 Games
Lucas Lundy
Vancouver, Canada
Top tags
Learning
Resi
Fun
Flatland
Foampit
Travel
Barspins
Games

View Prototype



UX | UI | Branding
Javascript | JQuery
HTML/CSS

Busy Bus

Full Stack Project based around commuters requiring an improved travel experience

Javascript | JQuery
HTML/CSS

Bloc Jams

A starter project for Bloc's jQuery-driven music player app.