

SHANNON MAY HALL

ORIGAMAY: 2D PUZZLE PLATFORMER

Menu Design



Hey, I'm **Shannon May**, a visual UI designer and 2D artist

I'm a passionate creative that has worked across print, digital and social media design. My career began with a certification in computer science but quickly moved into more creative spheres, where I've been creating design solutions ever since.

I have recently focused my study on visual UI/UX design, culminating in a UX design certification from the School of UX. I'm interested in the gaming and education sectors especially, and would love to work with you on your next project!



Menu Design

Creating the basic UI and menus for puzzle platformer Origamay

SUMMARY

Origamay is a puzzle platformer designed for consoles and PC, about a paper doll looking for her purpose. I played a role in conceiving, creating mockups, and designing the UI.

TEAM STRUCTURE

I worked as part of a small 3 person team consisting of 2 programmers and myself heading up UI and 2D asset design.

[SKIP TO THE FINAL SCREENS & PROTOTYPE](#)

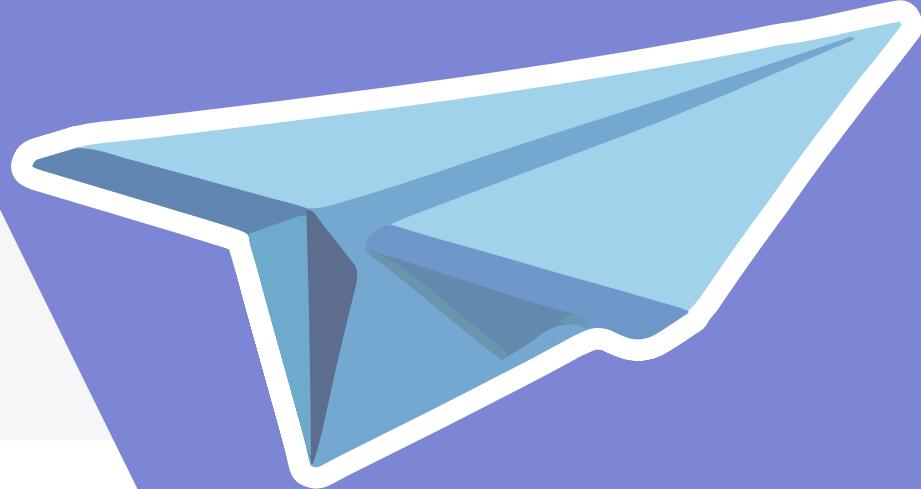


MY RESPONSIBILITIES

Concepting, initial research, user experience, user interface design, 2D assets

Research

I started by understanding the project requirements



USER RESEARCH

To focus our efforts, we identified preferences and behaviours of Origamay's core audience: 18-25 year old gaming enthusiasts, with a focus on a female demographic that have nostalgia for paper dolls. We split this further and created 3 user personas to drive our design decisions.



PUZZLE PAIGE

- Loves challenging brainteasers
- Plays puzzle games on her phone often, considering purchasing a console



CREATIVE CHLOE

- Enjoys crafting and artistic activities
- Played with paper dolls and glitter as a child and has a feeling of nostalgia for them



STORY SAM

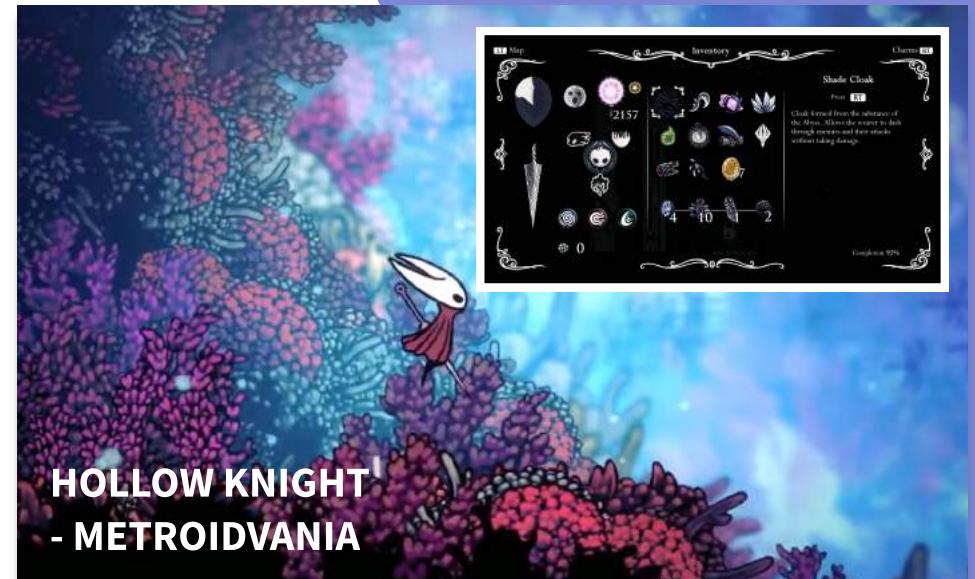
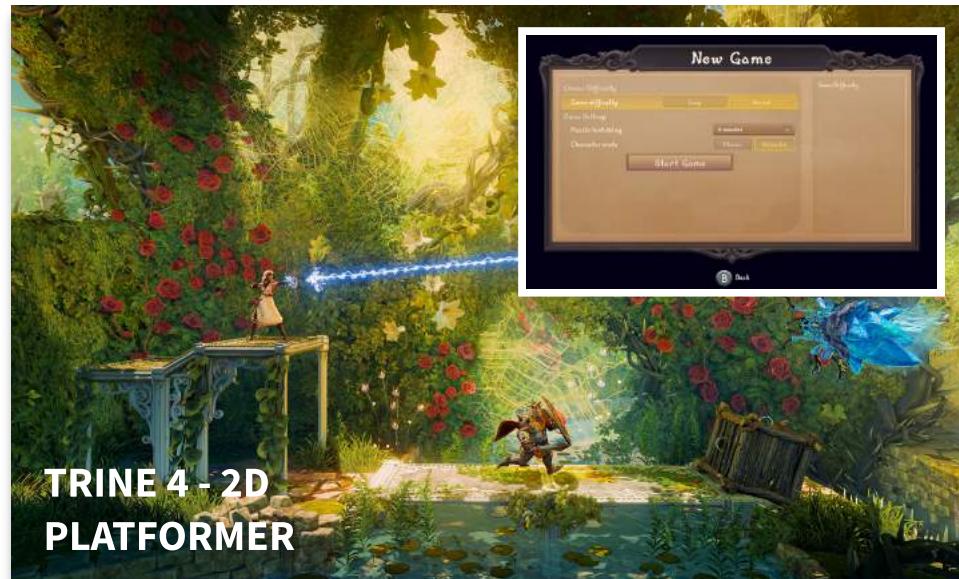
- Interested in engaging narratives
- Loves character development
- He wants a game to make him feel something, good or bad

Research

I started by understanding the project requirements

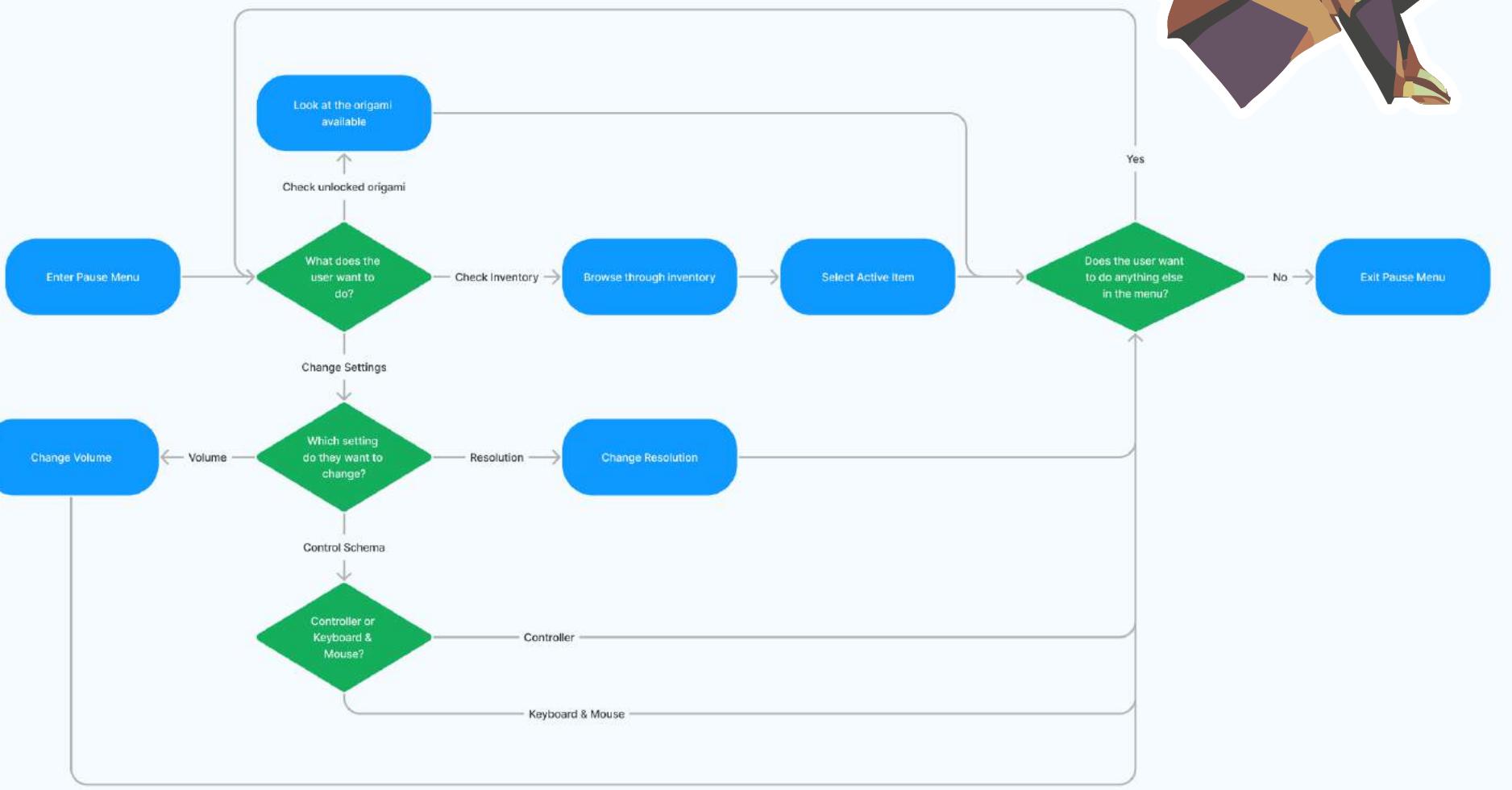
INSPIRATION & COMPETITION

Our research involved looking at other games of similar types or inspirational aesthetics, seeing what they did well, or things that we wanted to avoid. While the general research in this category was wide, these were the games we decided to study more closely during our research phase.



User journey

Understanding the journey of a user through the game menu, and the decisions they could make

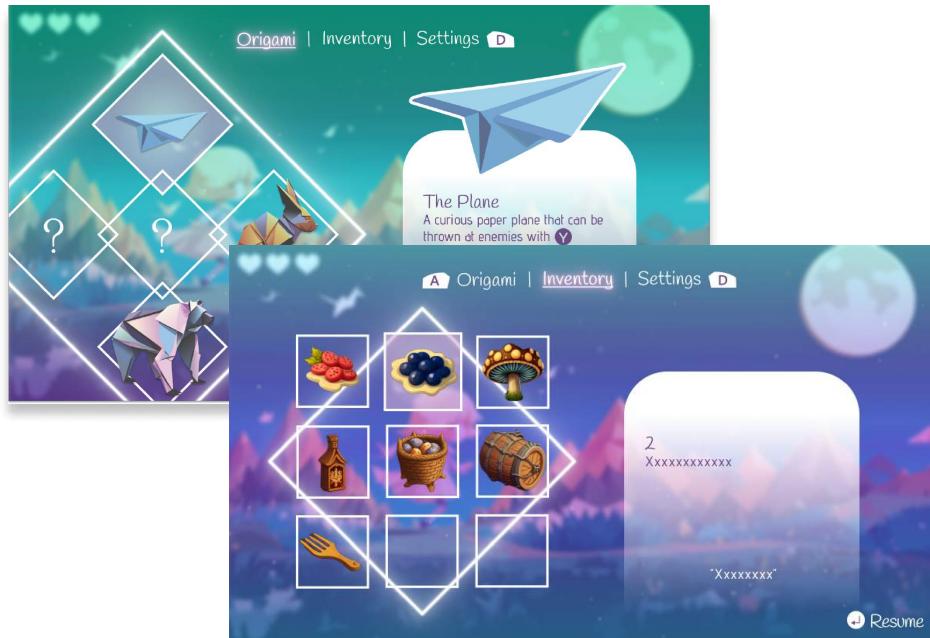


Information architecture

Conveying information to the player is the menu's primary purpose - here's what we did to reflect that

DIVISION BETWEEN MENU OPTIONS AND INFO

On menu screens with options (inventory, origami) the menu is confined to the left of the screen, and the information in the panel to the right. This creates a consistency that helps with player familiarity.



A Origami | Inventory | Settings D

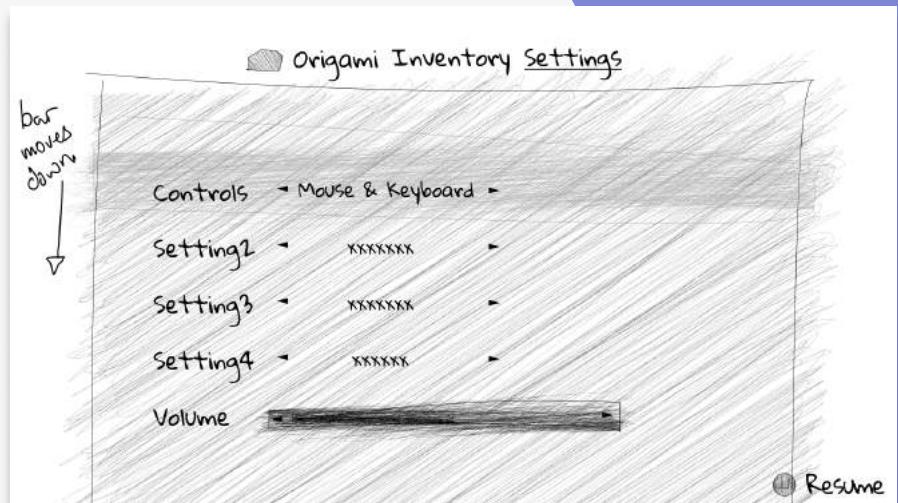
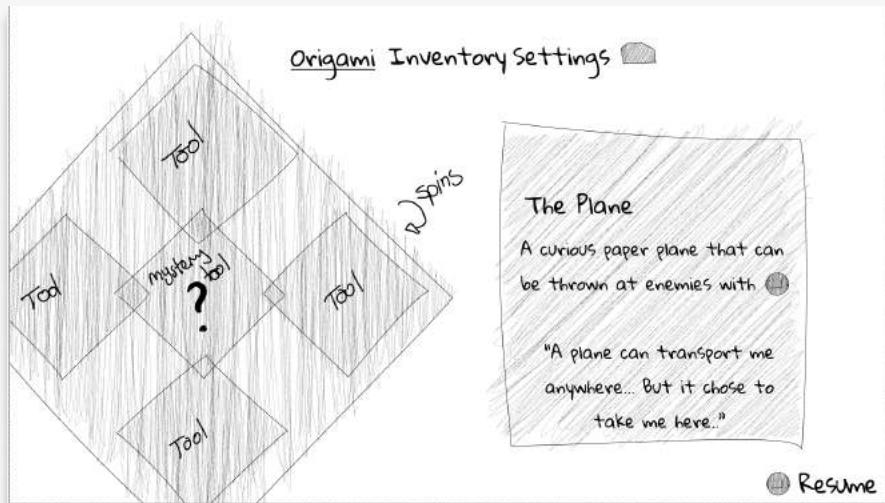
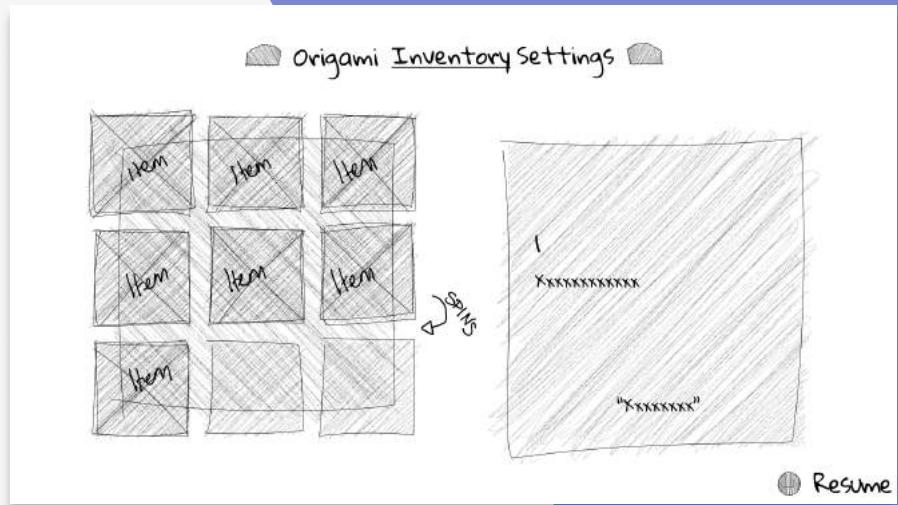
LB Origami | Inventory | Settings RB

BUTTON PROMPTS

Button prompts between screens change depending on the control schema selected - for example, the top menu goes left the right with A and D, but uses the left and right shoulder buttons on a controller which the UI changes to accomodate.

Wireframing

Initial sketch wireframes of the key menu screens and the simple main game UI, including basic motion design thoughts



Accessibility

Accessibility in games is incredibly important, and we kept this in mind during menu development

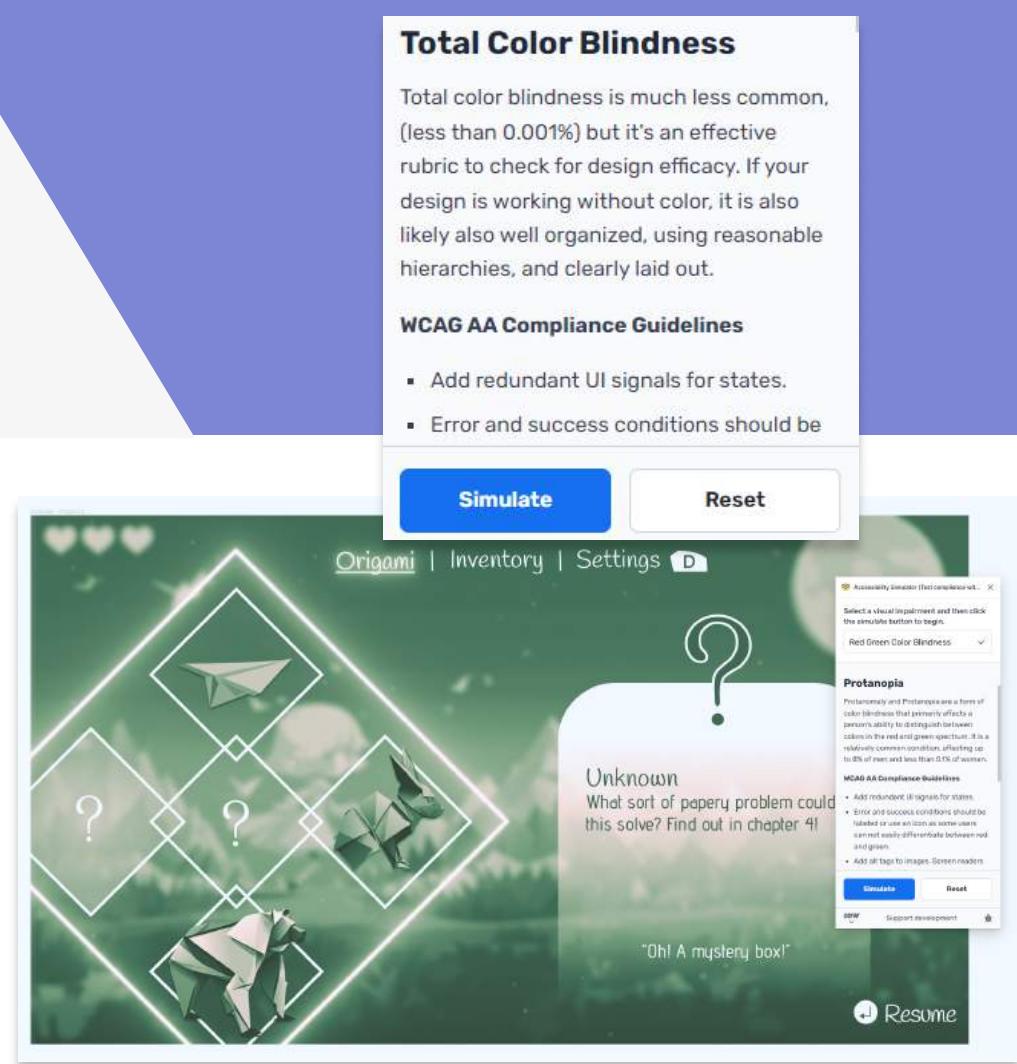
ACCESSIBILITY VALIDATION

- ✓ Legible text sizes and large buttons
- ✓ AA Standard colour contrast ratios
- ✓ Short load / response times
- ✓ No essential information is conveyed by only colour
- ✓ All areas of the user interface are accessible using the same input methods as gameplay

Color	#FFFFFF	32 Samples
Smallest Contrast Ratio	6.58 : 1	
Normal Text	AA	30 of 32
Large Text	AA	AAA
Graphics	AA	

Color	#6B4D85	32 Samples
Smallest Contrast Ratio	4.59 : 1	
Normal Text	AA	0 of 32
Large Text	AA	AAA
Graphics	AA	

Color	#6B4D85	32 Samples
Smallest Contrast Ratio	4.59 : 1	
Normal Text	AA	0 of 32
Large Text	AA	AAA
Graphics	AA	



VISUAL ACCESSIBILITY

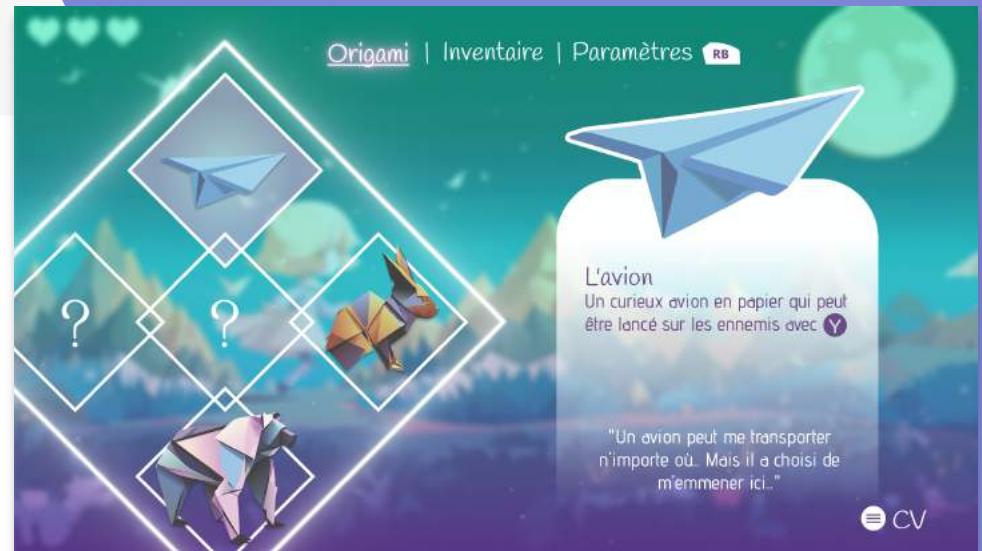
The design was tested using visual impairment simulation tools - the design is suitable for colour blind users (both protanopia and full colour blindness), users with light sensitivity, and users with minor vision acuity.

Localisation

We designed the UI with localisation in mind

LOCALISATION TESTING

Though we did not have fully localised text available during this stage, we used auto-translated text for 3 of the top languages games are translated into (German, French and Simplified Chinese) The aim was to only have to change the UI in minimal ways to accomodate different languages to make future localisation easier.

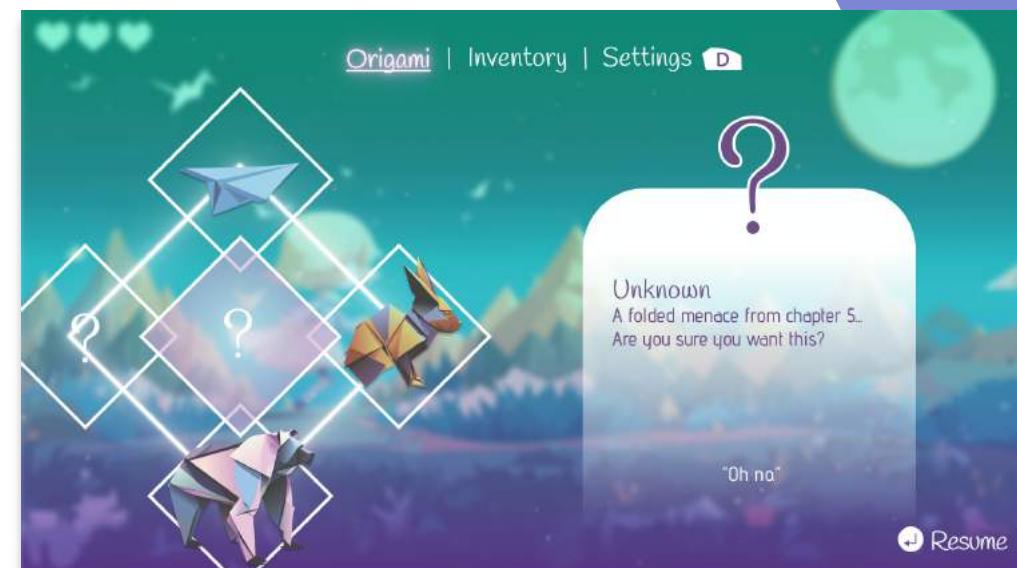
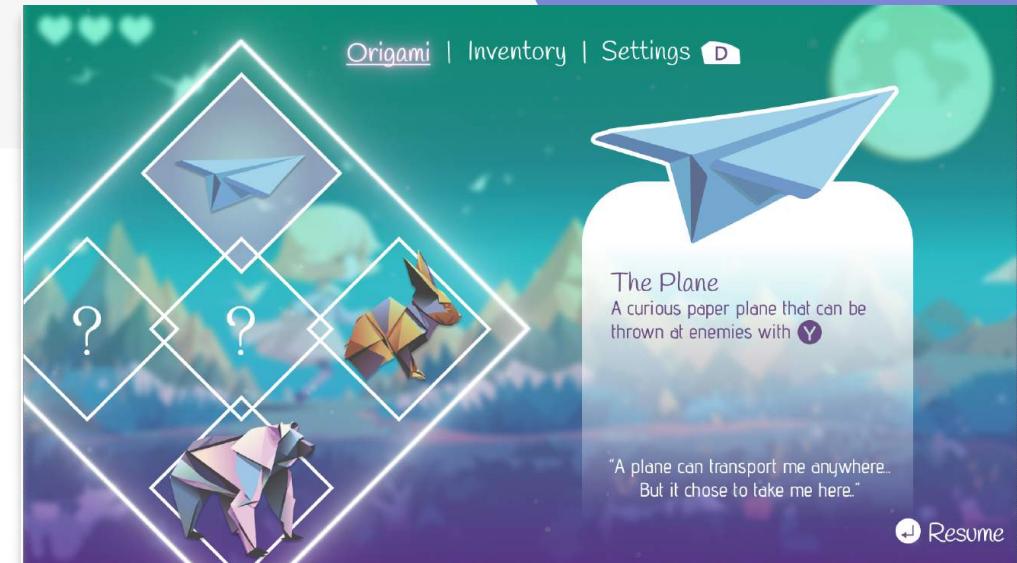
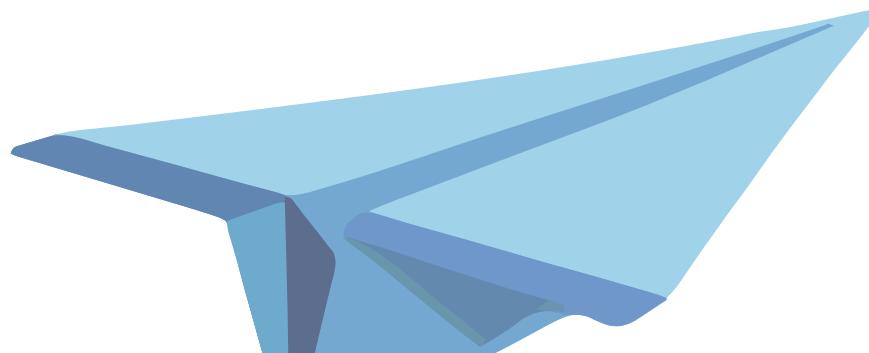


Animation as a Puzzle

The diamond spin animation in the menu is pretty... But does it mean more?

MENU ANIMATIONS BECOME GAMEPLAY

In what could be considered a 4th wall break, we decided that the spin animations/positions on the origami screen would not just be for show - there is a spin puzzle in the game, which if you input the same spin directions as in the menu, will activate in game easter eggs. While this is not key to game progression, it adds to the puzzle theming of the game and increases player satisfaction for working this out themselves (sshhh... Its a secret!)



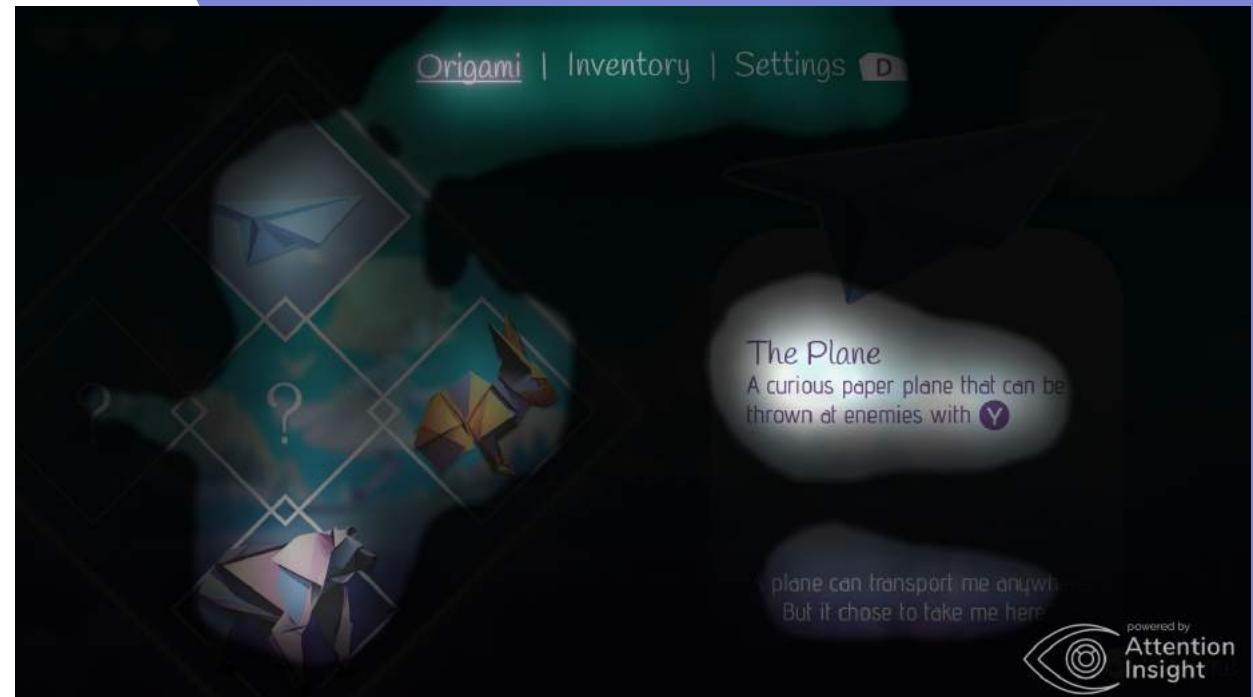
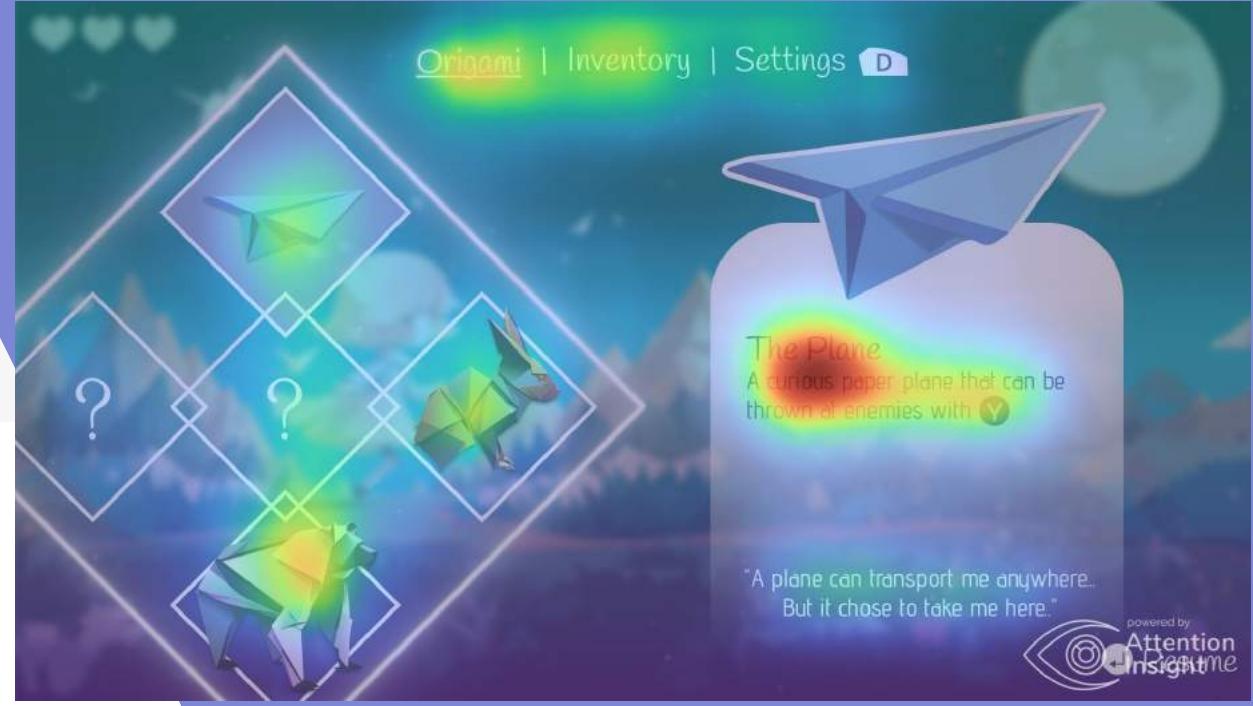
Testing

Testing and validating the design

HEATMAP & EYE FOCUS TESTING

Initially we used a heatmap AI to simulate where users focus might be: based on this we made some tweaks to the UI and then another team member carried out real user testing. Our user heatmaps showed that user focus was where it was most needed - on the information panel itself, closely followed by the top menu which makes sense as this is a primary player choice in the menu.

Interestingly it also showed a bias for looking at the bear as opposed to the paper plane and the rabbit, which is information that can also be used by the marketing department in future advertising.

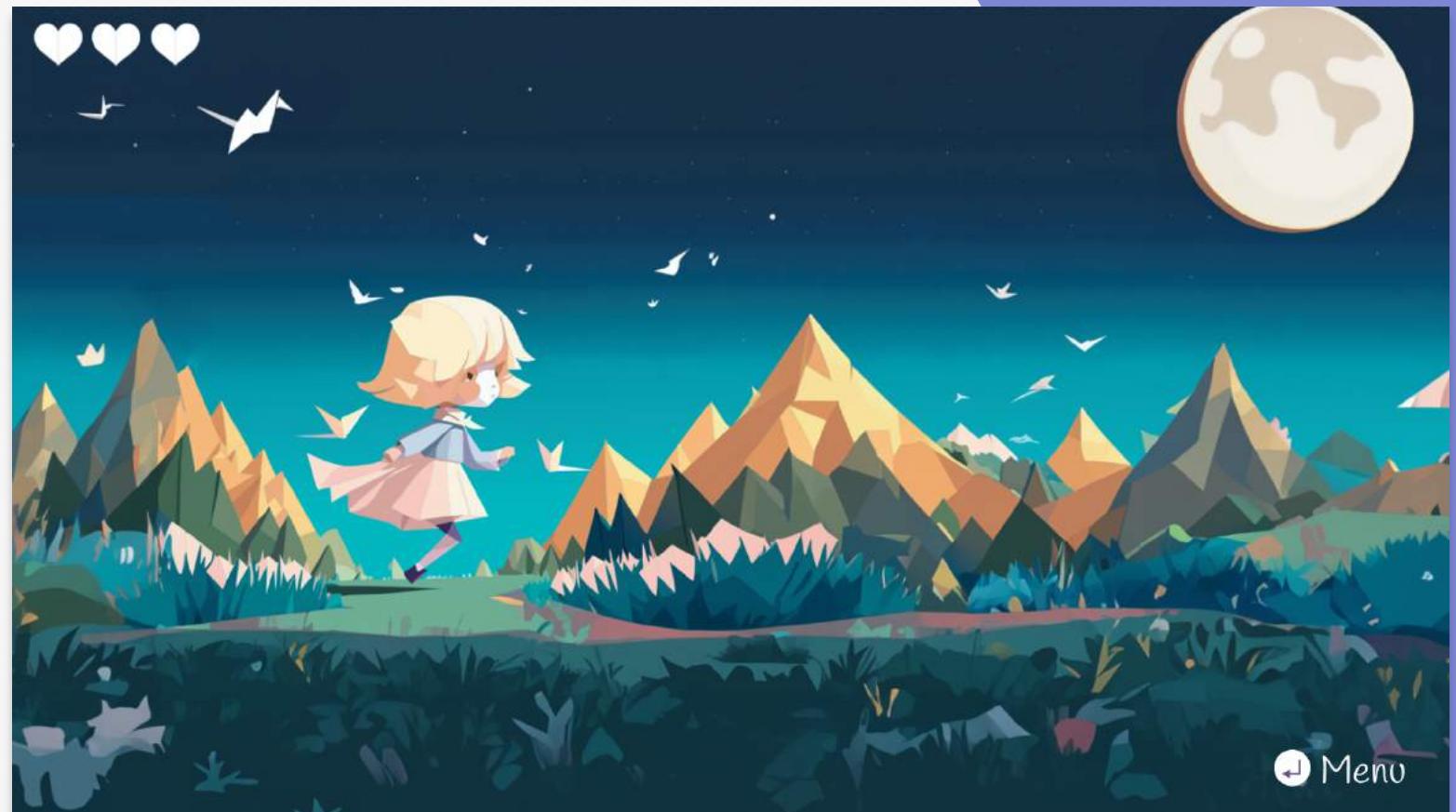


Prototype Screens

You can access the interactive prototype at
www.shannonmay.co.uk/origamay.html

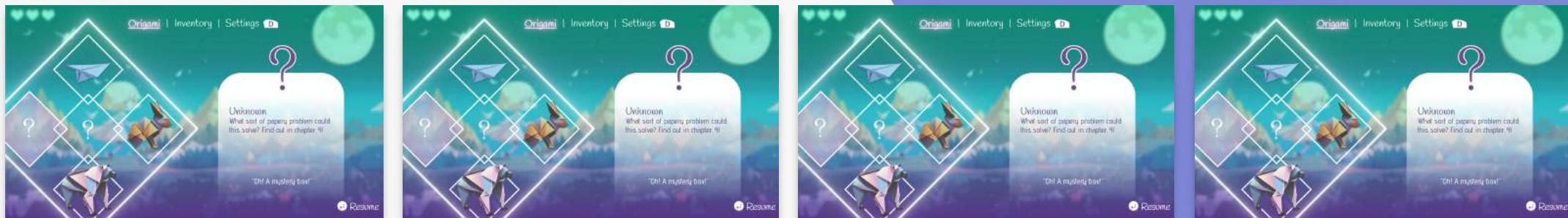
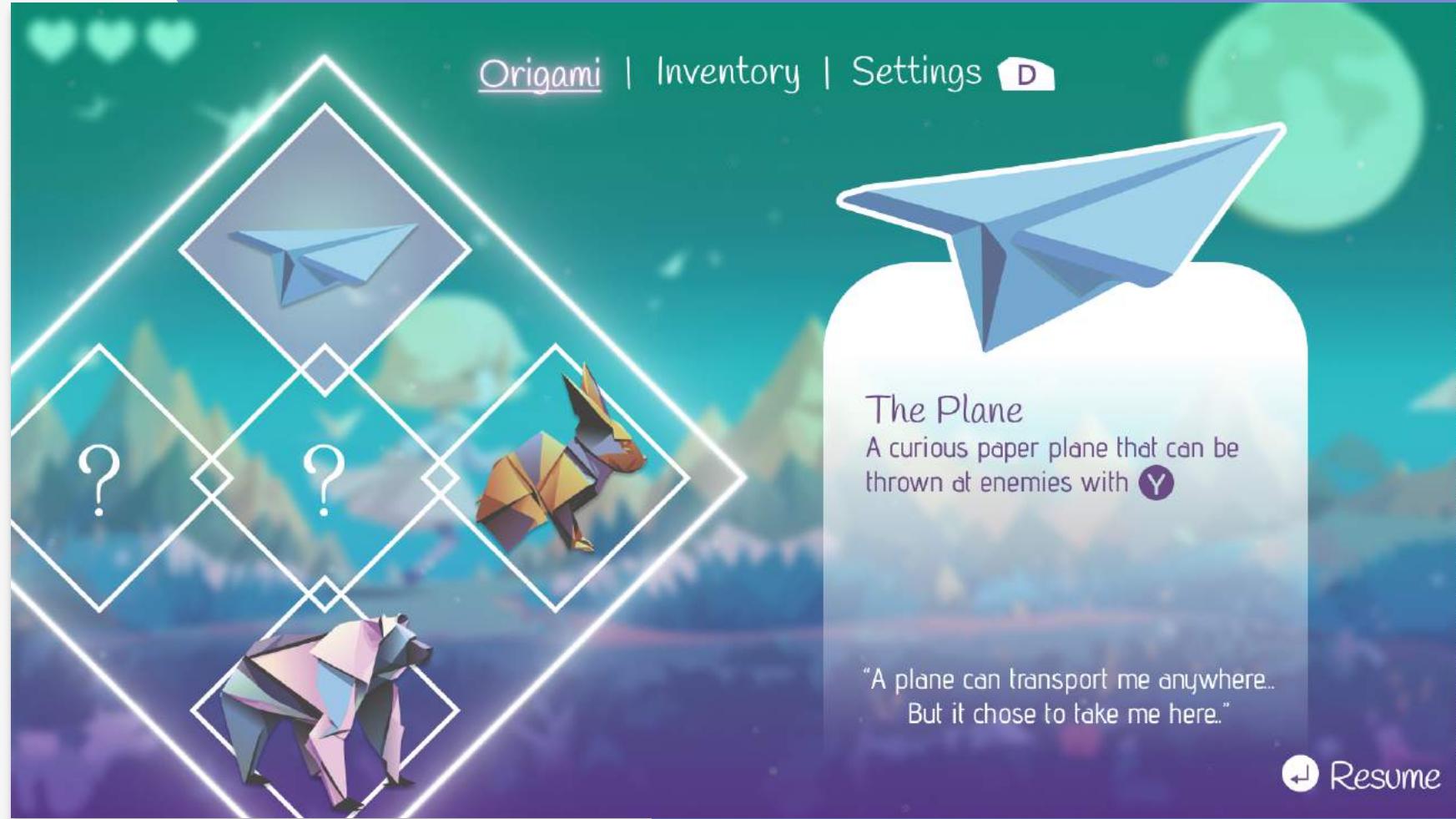
GAME UI

a mockup of the ingame UI, with simple paper hearts to represent player lives, and a prompt on the right hand side to access the in-game menu. The icon changes depending on the control schema selected.



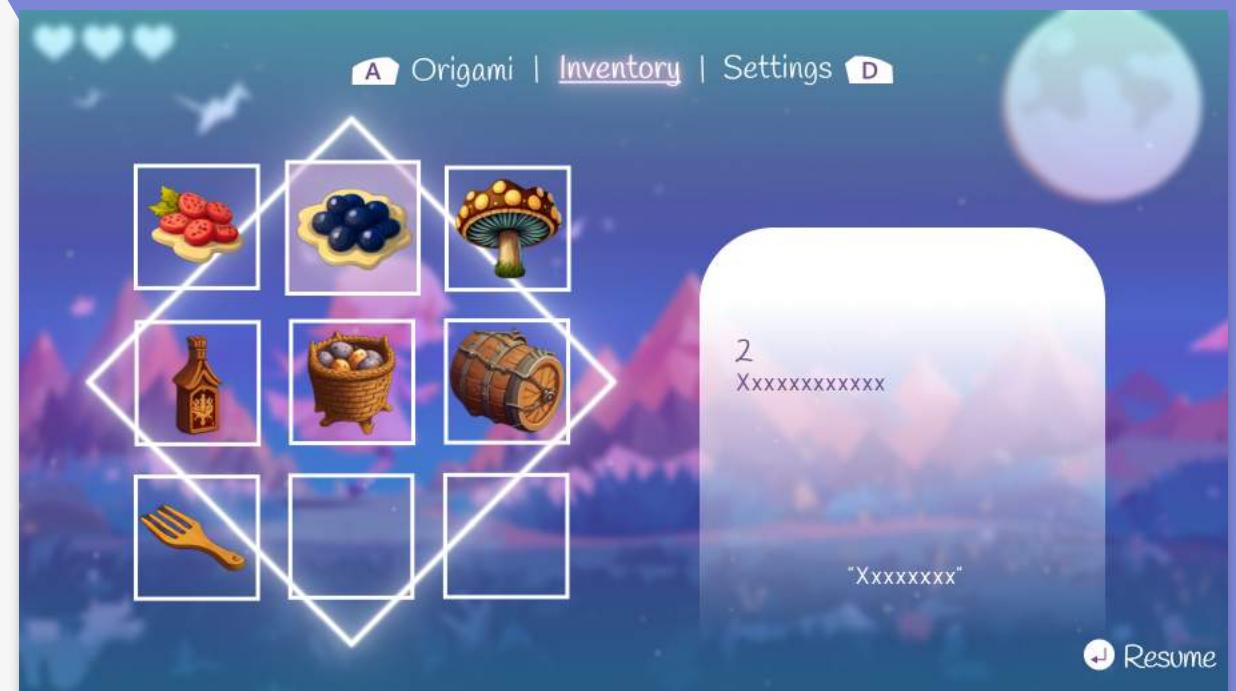
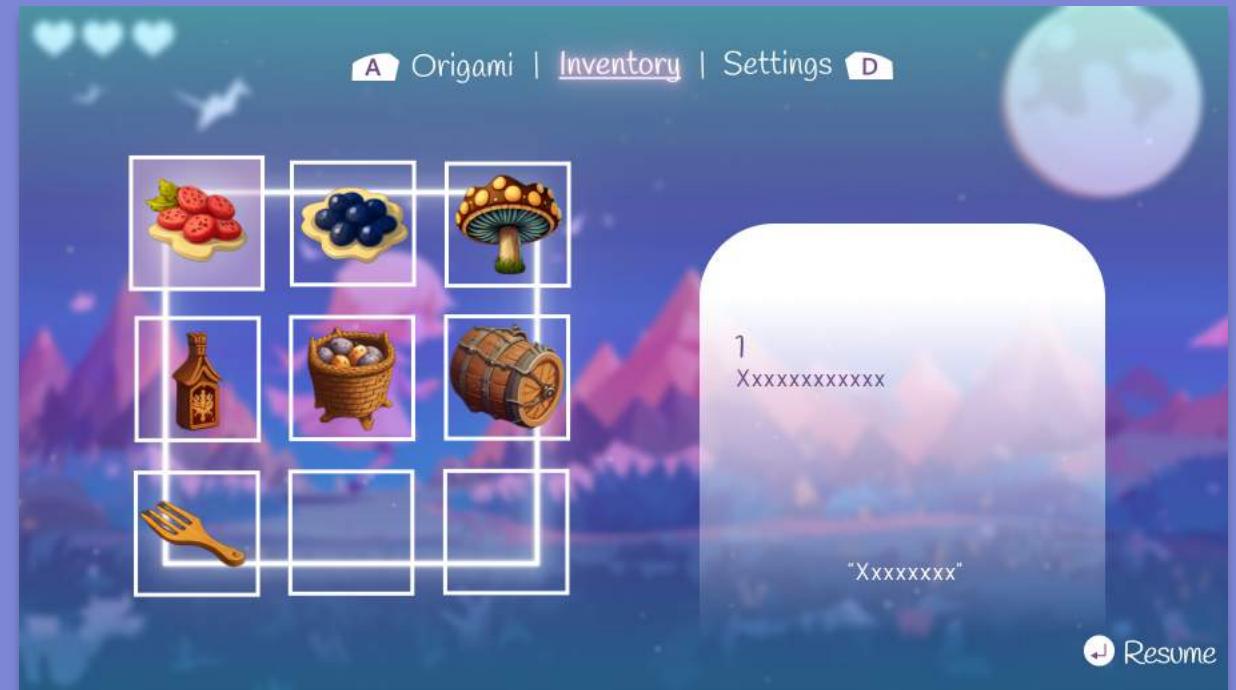
ORIGAMI SCREEN

A screen where the player can look at their unlocked origami and double check how to use them in-game



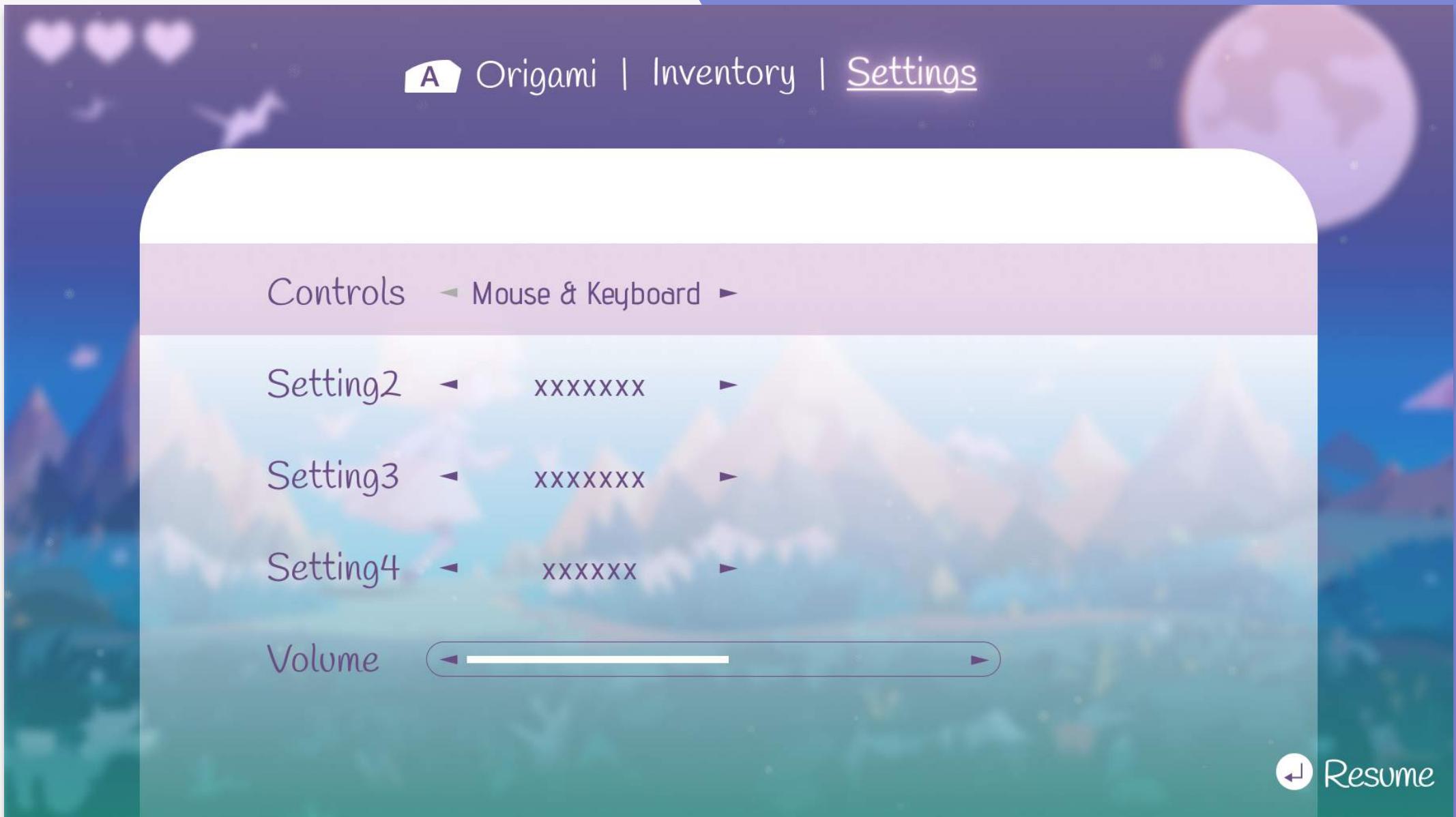
INVENTORY SCREEN

This is where a player can access and select items in their inventory that they have collected over the course of the game.



SETTINGS SCREEN

This is where the player can change settings for the game, including controls, volume and resolution.



Like this case study? Hire me!

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