

# STEAM WEBSITE REDESIGN

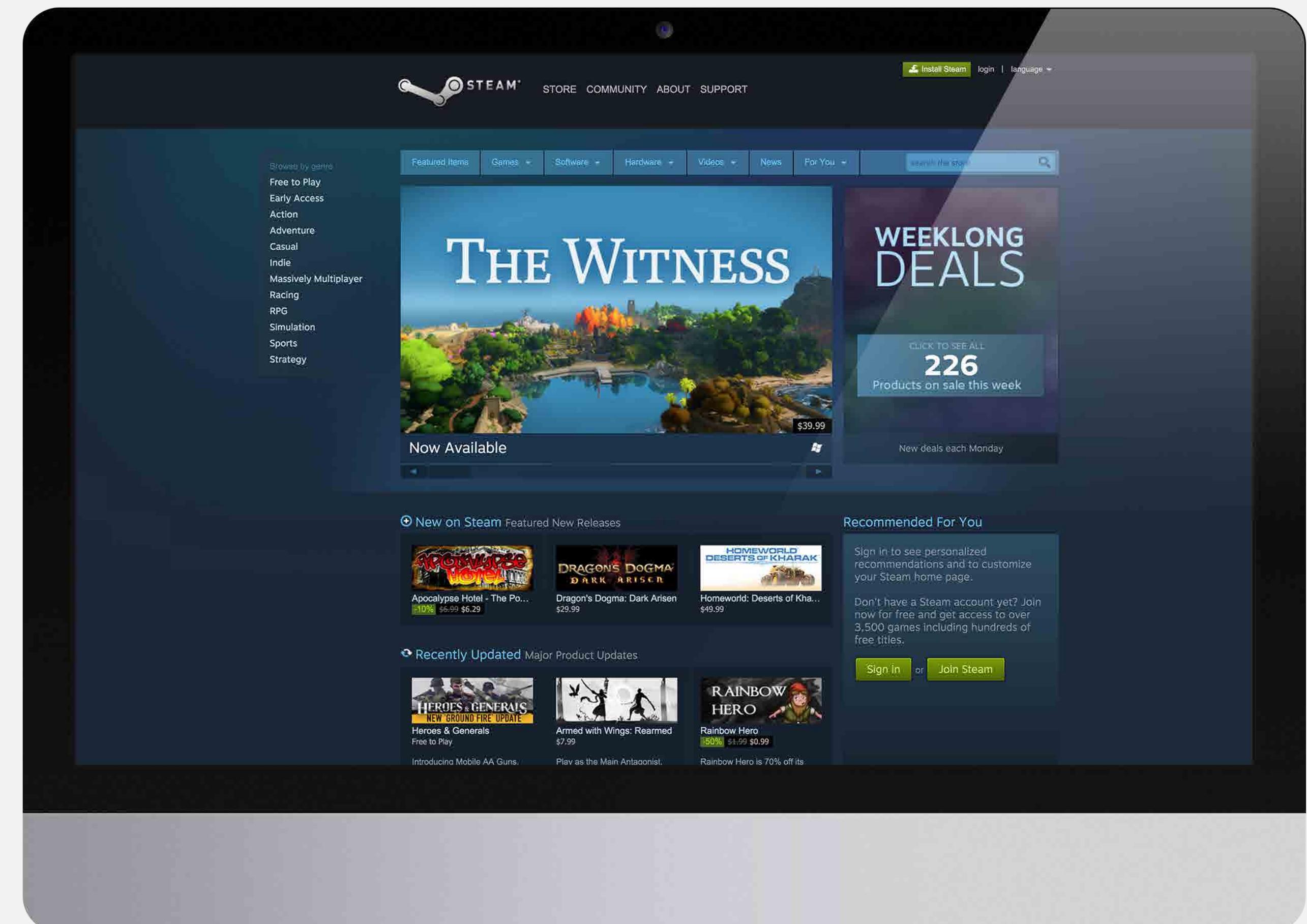
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Ethelia Lung // Spring 2016

# project brief

The goal of this project was to redesign the website for the game website Steam, and consider any extra functionality or features that can be used to enhance the user experience.

Although this project was pitched as largely a visual or aesthetic project, I decided to take it further by understanding the user base and its concerns, since I had a good sample size of users.



## research

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From looking through the Steam client and asking around for opinions, I determined that the most important uses of the website were to advertise games (embedded into the Steam client), and to explore the user's games and personal recommendations. Both ideas are equally as important.

- 1 “You can do so much more with the client - it’s more personalised than the website.”

ISSUE

*A large downfall of the website is how impersonal it is.*

- 2 “The website exists solely to let you download the desktop client.”

ISSUE

*The website does not give the user other reasons to use it.*

- 3 “The client has all my games - why would I need to use the website?”

ISSUE

*User is more interested in accessing the physical games they own, rather than browsing games on the website.*

- 4 “The website is [unattractive].”

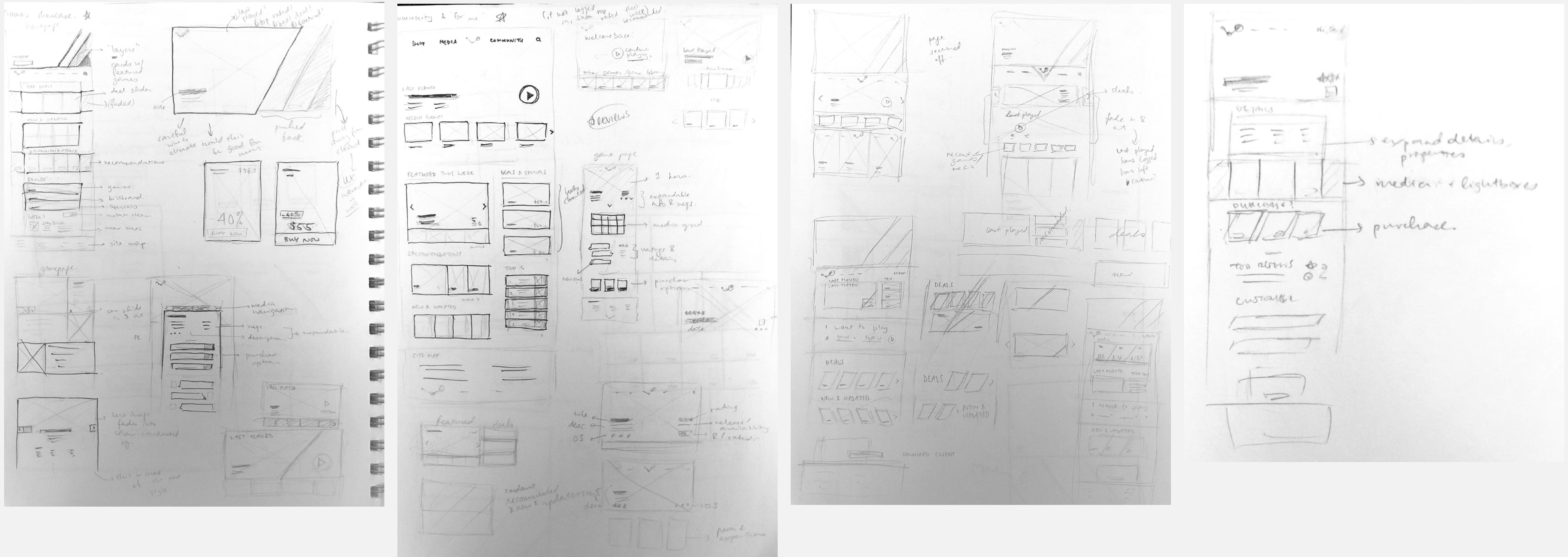
ISSUE

*The website is not visually appealing enough to keep the user’s attention.*

# SKETCHES

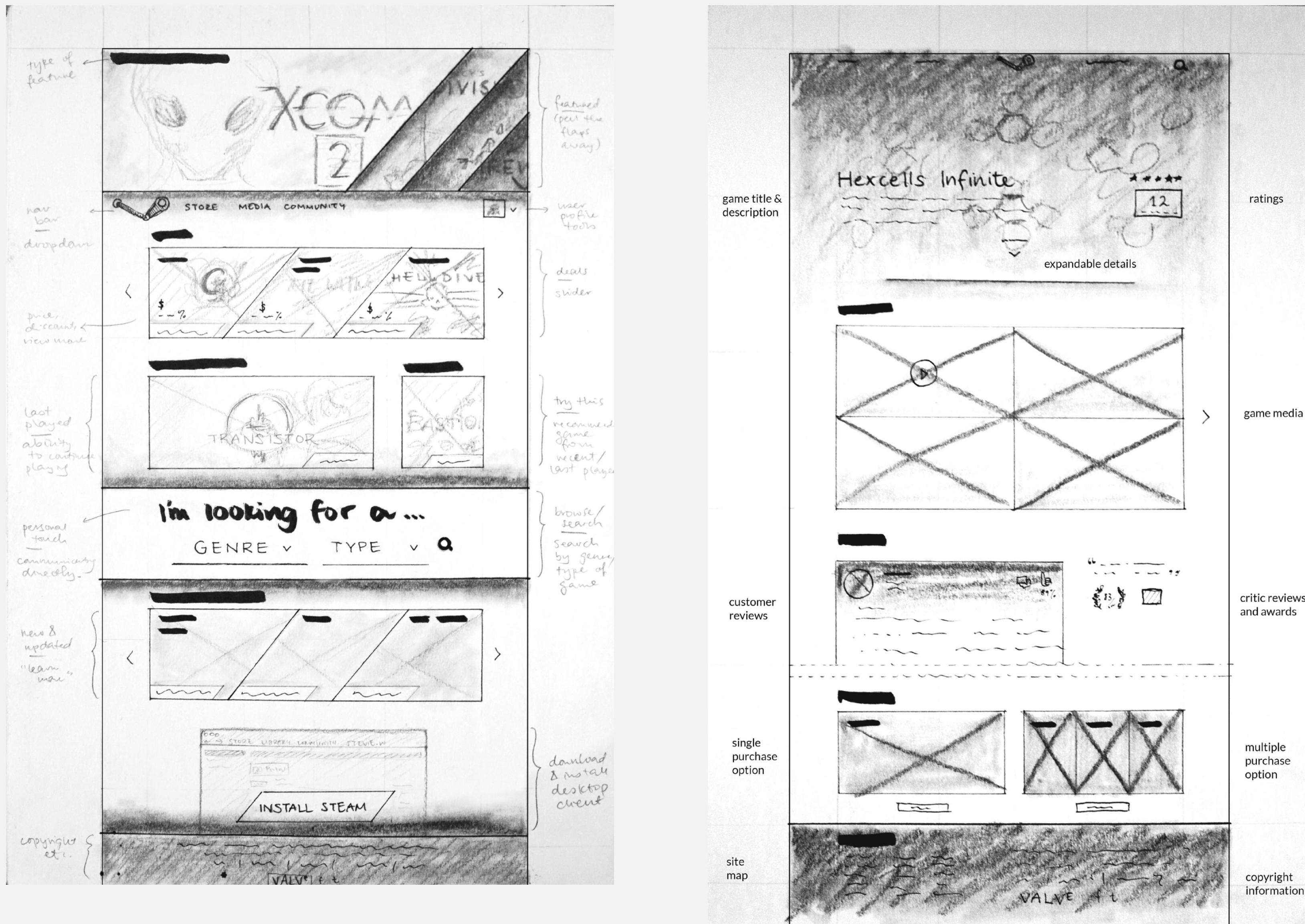
# sketches (low fidelity)

The initial sketch phase consisted of sketching as many ways to address user problems / use cases as possible. The two main points of focus were 'Games Showcase' and 'Community & Me', which best fit what users seemed to want to see.



# sketches (high fidelity)

By the end of the sketch phase, I had two strong directions that I was hoping to consolidate, which were: an emphasis on game showcase, and an emphasis on the user and their profile.



# WIREFRAMES

# homepage

## 1 Full-width featured games

Just displays game banners. The interaction mimics the flipping of an editorial, with one feature peeling back to reveal the next.

## 2 Deals

Highlights the day's deals; price being very prominent.

## 3 Recommendations

Highlights recommendations for the user based on the last or recently played games, and by friends' favourites.

## 4 Game search

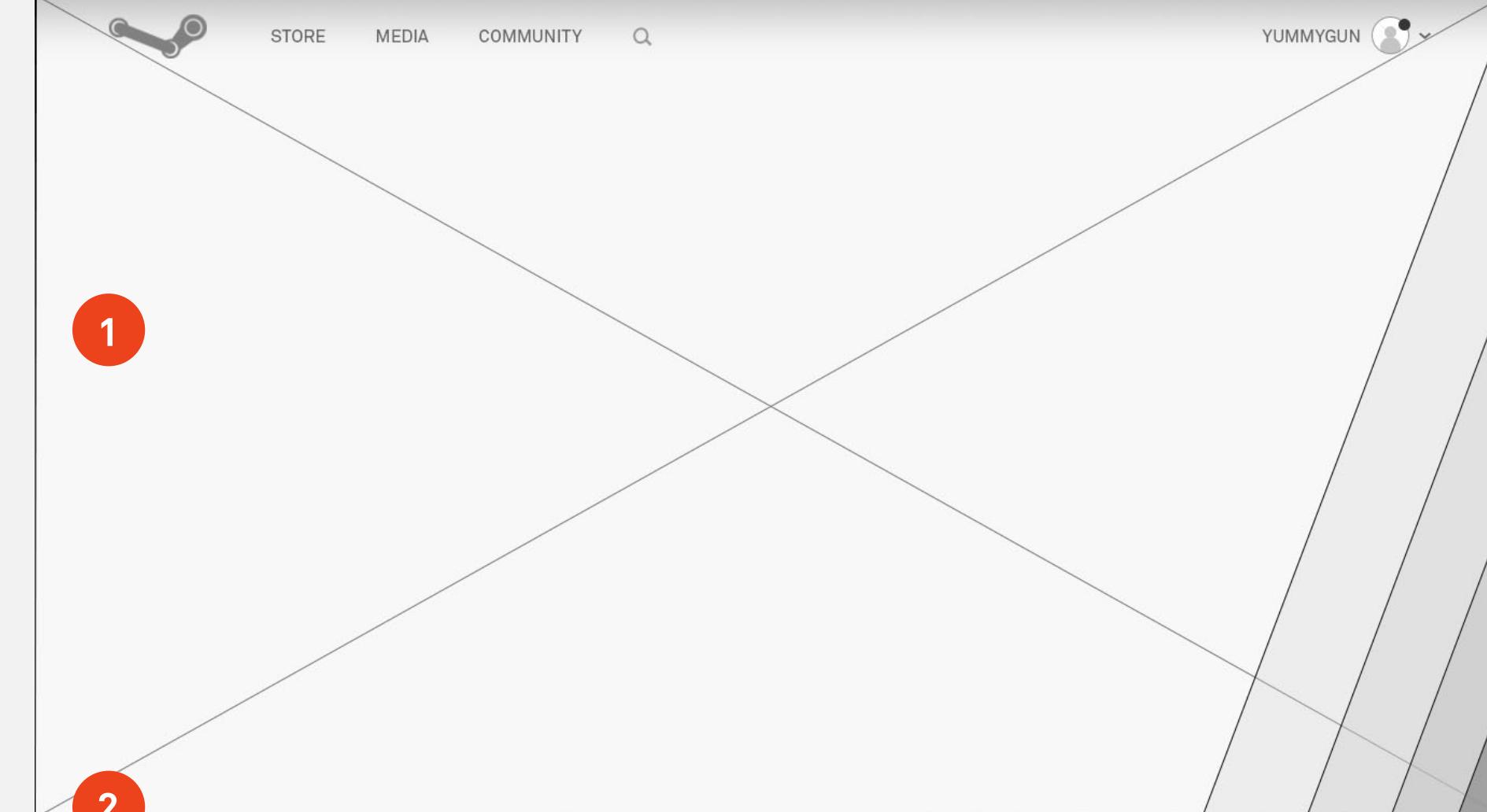
Search based on genre and category or by direct search.

## 5 New and updated

Highlights the new and updated games.

## 6 Footer

Contains tertiary and copyright information.



**Deals**

BROWSE >

- 90%

HK\$40

Ryse: Son of Rome

★★★★☆

Windows

- 25%

HK\$311

Grand Theft Auto V

★★★★☆

Windows

- 60%

HK\$65

Shadow of Mordor

★★★★☆

Windows, Mac, Linux

**Recommendations**

< >

Based on your recent game, "Transistor".

Firewatch  
NOT YET RATED

Windows, Mac, Linux

4 AVAILABLE NOW

**New & Updated**

< >

The Bug Butcher

★★★★☆

Windows, Mac, Linux

Rise of the Tomb Raider

★★★★☆

Windows

Fallout 4

★★★★☆

Windows

# game page

## 1 Full-width game image

The main game graphic displayed, including basic game information.

## 2 Expandable details

Slides open for the user to view more details when they choose to.

## 3 Media

A simple slider of game media. When clicked, a lightbox will display the media on a larger scale.

## 4 Reviews

Includes critic and user reviews, as well as accolades.

## 5 Purchasing options

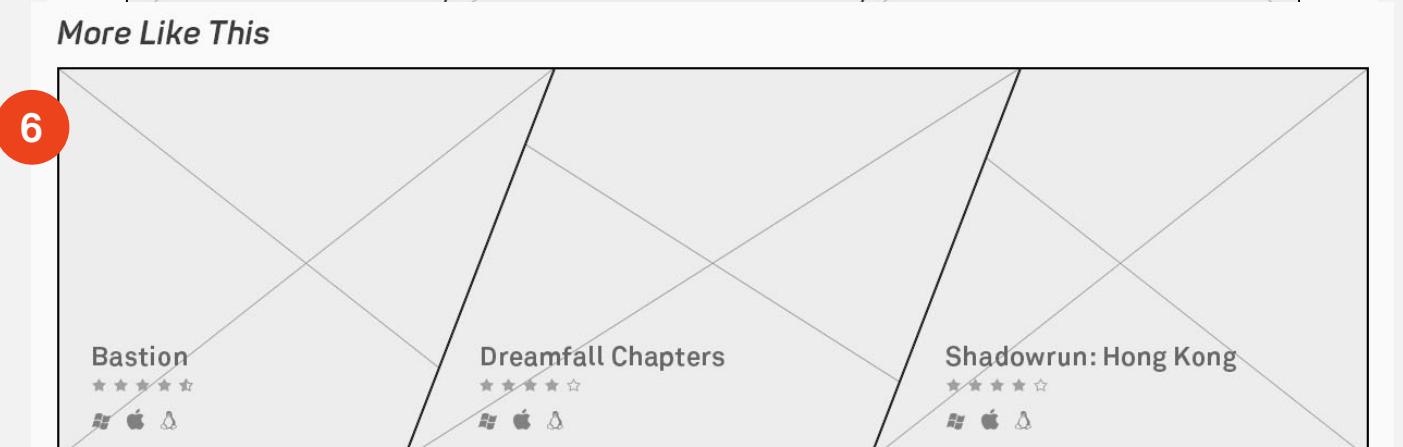
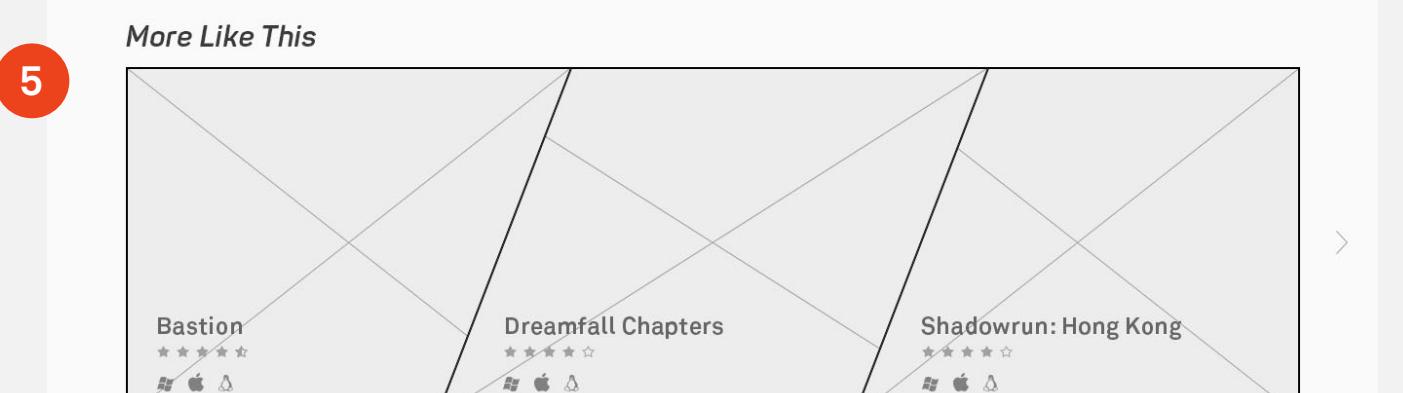
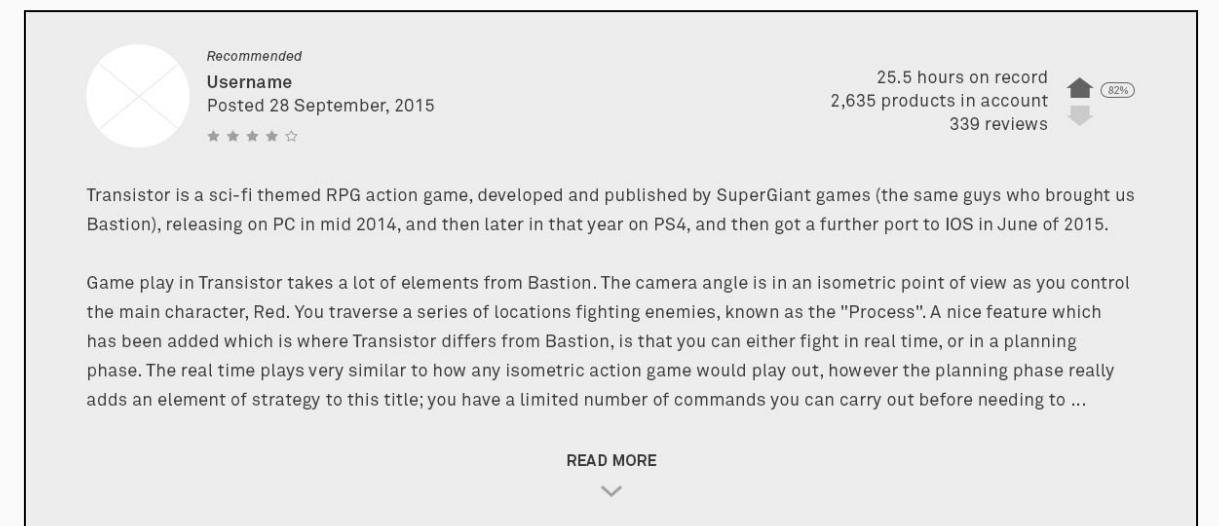
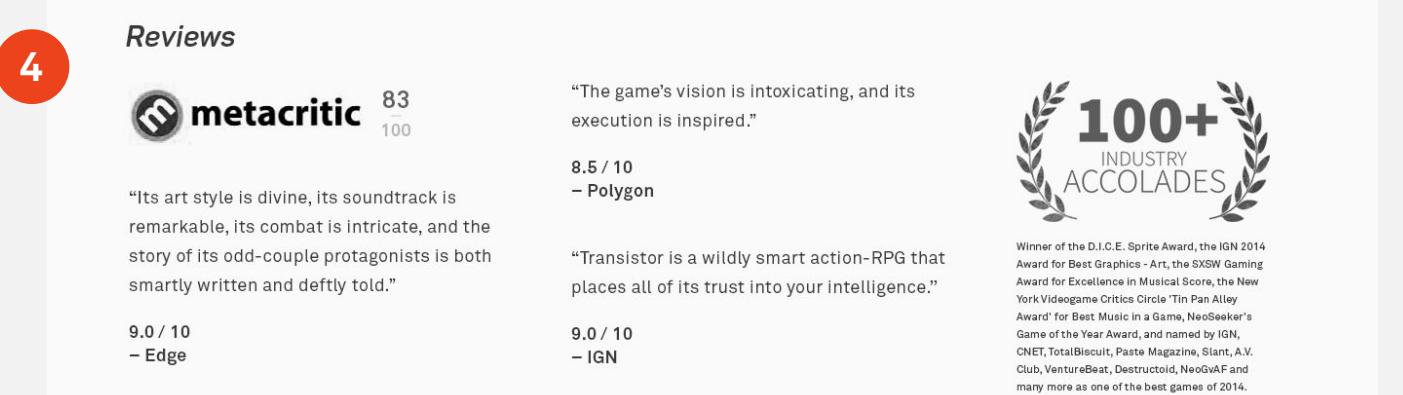
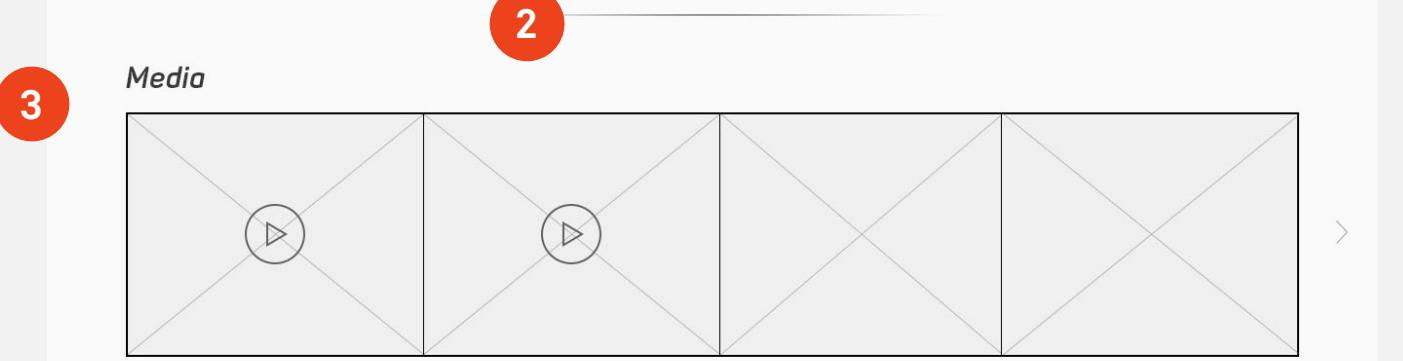
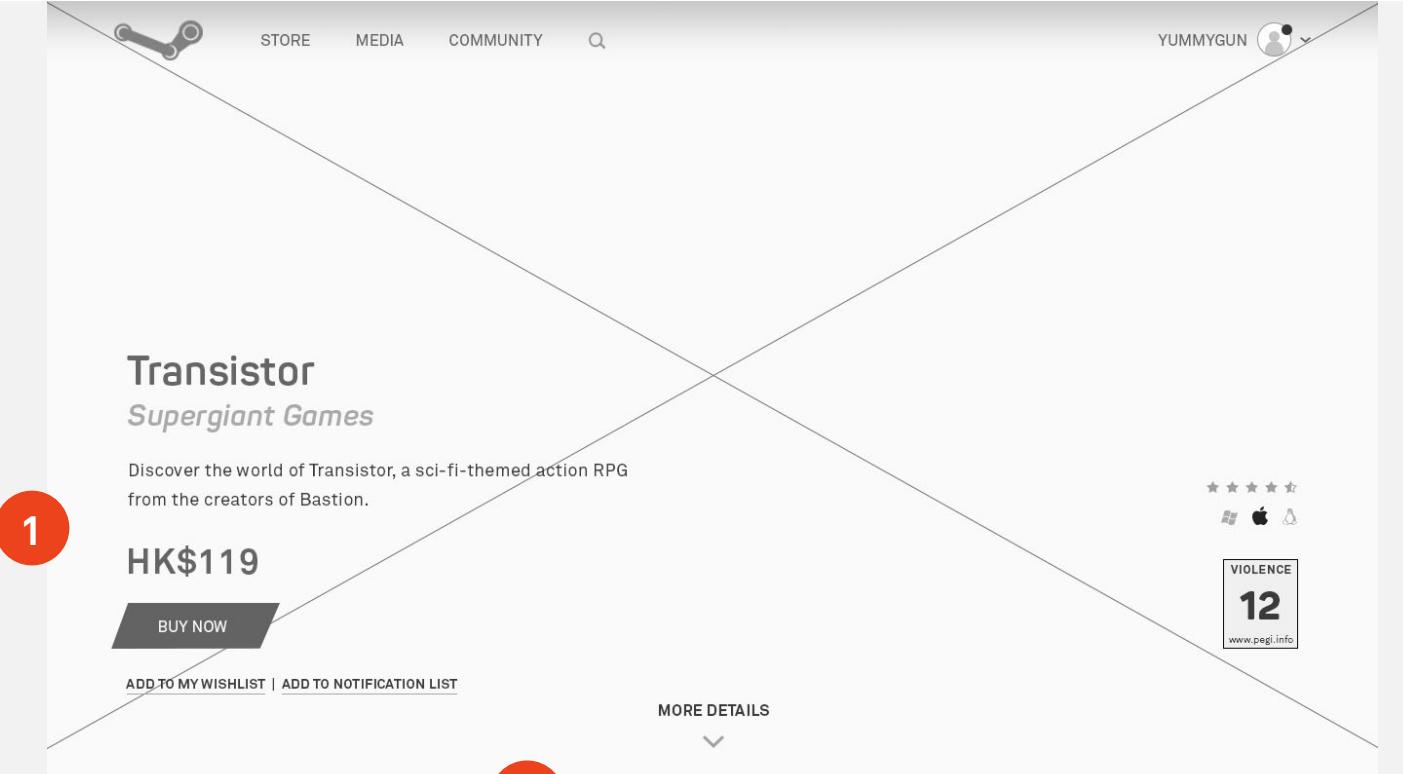
Gives the user choices of bundles or packs for the game.

## 6 More like this

Suggests other games similar to this game.

## 7 Footer

Contains tertiary and copyright information.



# game page (expanded details)

## 1 Game description

The full game description, alongside key features and tags.

## 2 Product information

General product information that includes the genre, developer, publisher, and release date.

## 3 Properties

Details additional properties of the game, such as whether or not it's multiplayer, and any compatibility with Steam perks.

## 4 Friends who have the game

Displays friends who own the game. In the case that the game is a co-op, the user will be able to see who they can co-op with.

## 5 System requirements

Lists the system requirements for all compatible operating systems.

## 6 Languages

Lists the languages supported by the interface, audio, and subtitles.

The screenshot shows a game page for "Transistor" by Supergiant Games. The page includes a "BUY NOW" button for HK\$119, a PEGI 12 rating, and sections for game description, product info, properties, friends who have the game, system requirements, languages, media, reviews, and industry accolades.

- 1** HK\$119
- 2** VIOLENCE 12 www.pegi.info
- 3** game description great soundtrack indie female protagonist cyberpunk
- 4** properties Single-player Steam achievements Controller support Steam trading cards Steam cloud
- 5** system requirements
- 6** languages

OS	Windows 7 32-bit	OSX 10.7.5	glIBC 2.5+, 32/64-bit
Processor	Dual Core CPU (2.6GHz)	Dual Core CPU (2.6GHz)	Dual Core CPU (2.6GHz)
Memory	4GB RAM	4GB RAM	4GB RAM
Graphics	1GB of VRAM: Intel HD 3000 GPU AMD HD 5450 Nvidia 9400 GT	OpenGL 3.0+ (2.1 with ARB extensions acceptable)	OpenGL 3.0+ (2.1 with ARB extensions acceptable)
Storage	3GB available space	3GB available space	3GB available space

Media: A large placeholder area for game screenshots.

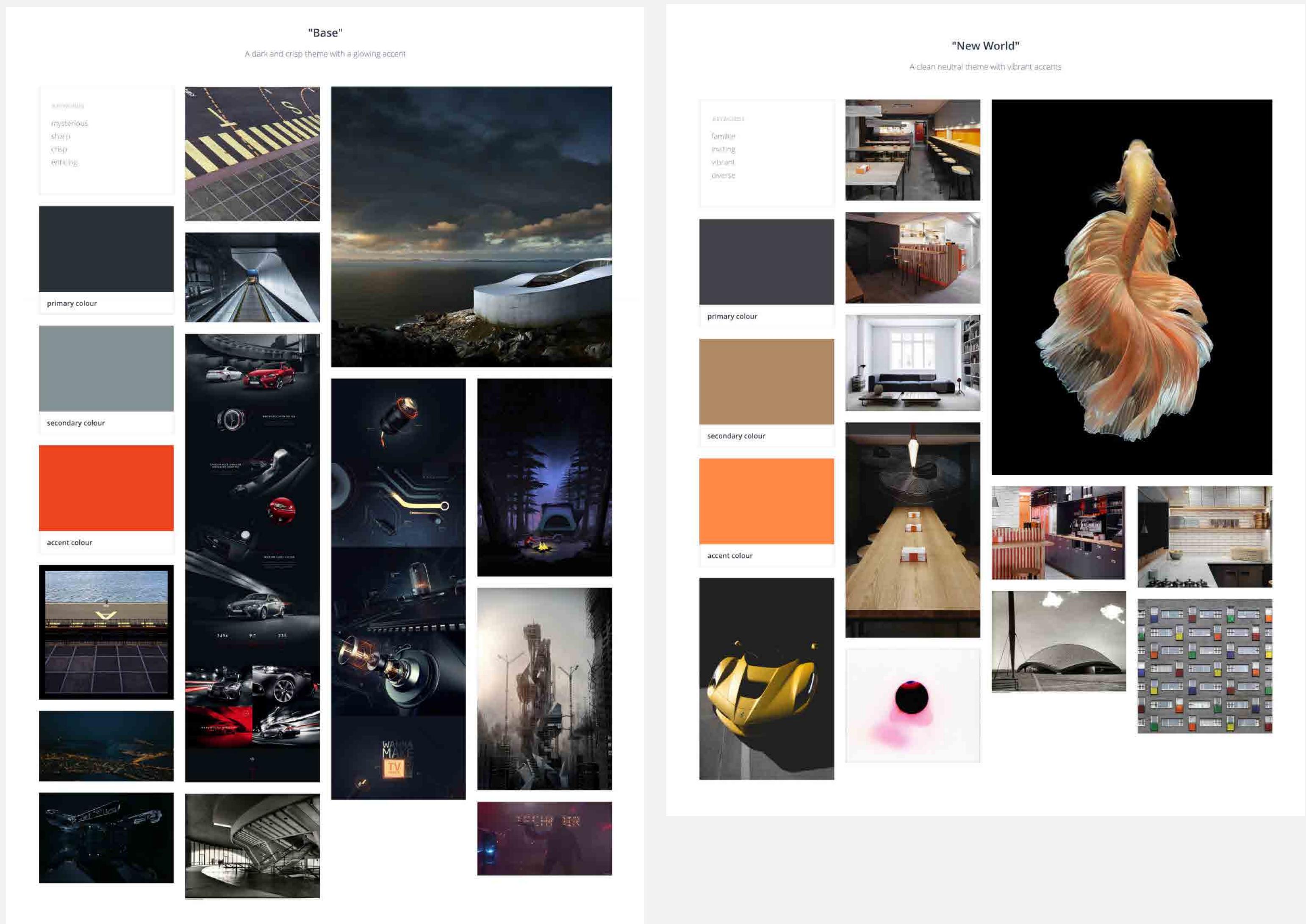
Reviews: Metacritic score of 83/100 with a quote: "The game's vision is intoxicating, and its execution is inspired."

Industry Accolades: A section for awards and recognition.

# VISUAL STYLE

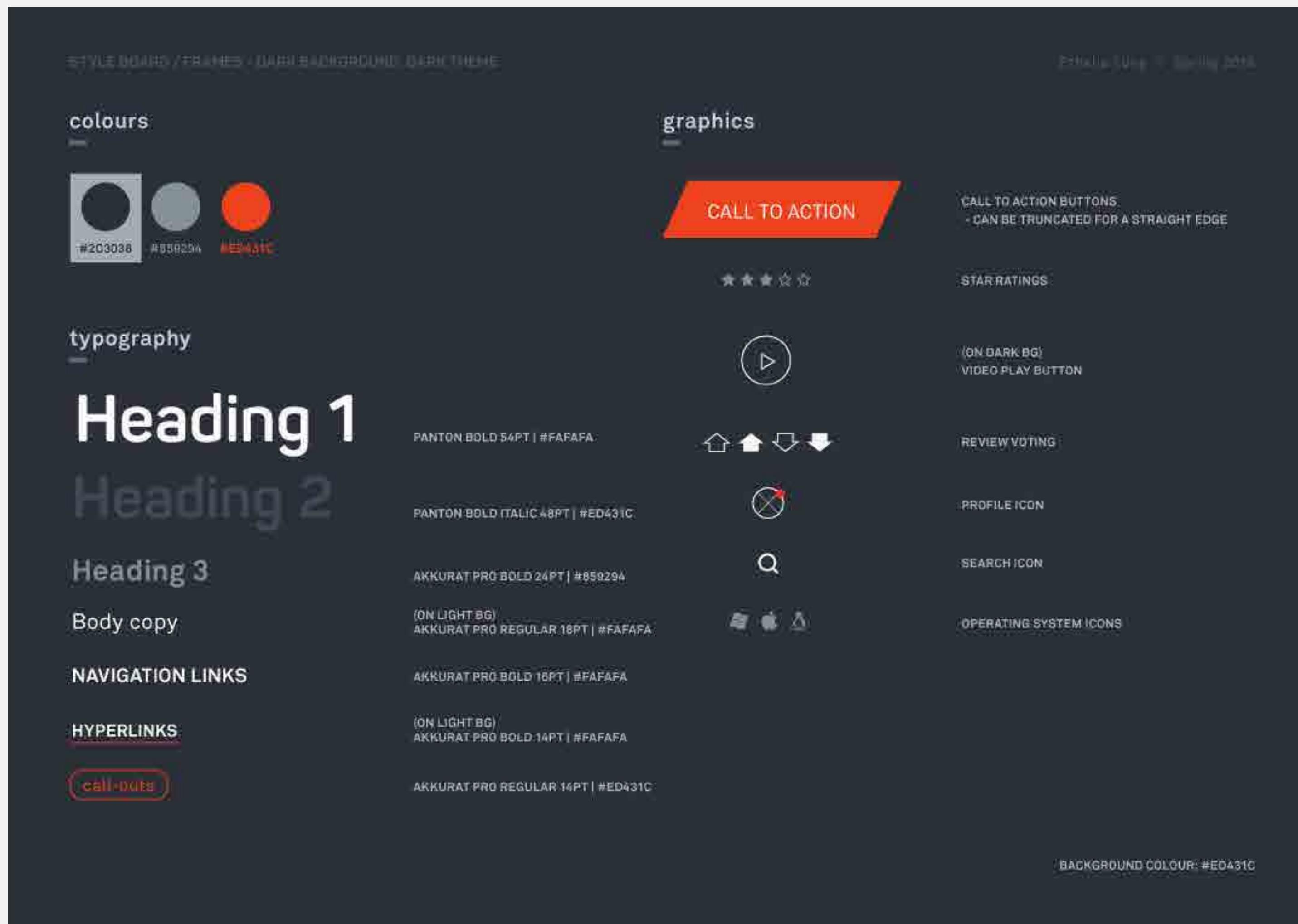
# moodboards

I came up with two possible moods for the visuals. The first being a more traditional dark ‘gaming’ theme that evokes a mysterious mood, and a second theme that is more neutral and has a hand-crafted mood.



# style board

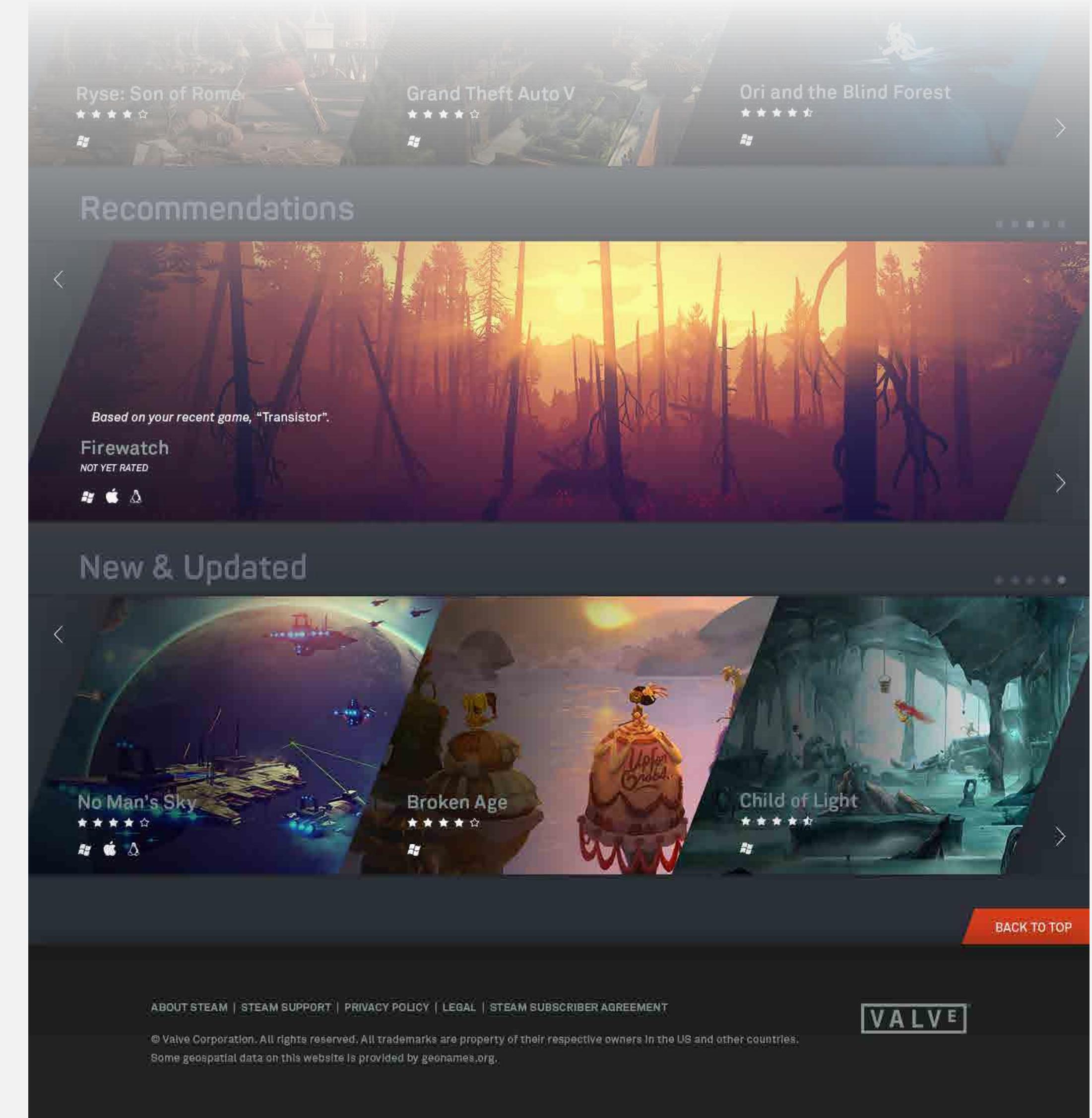
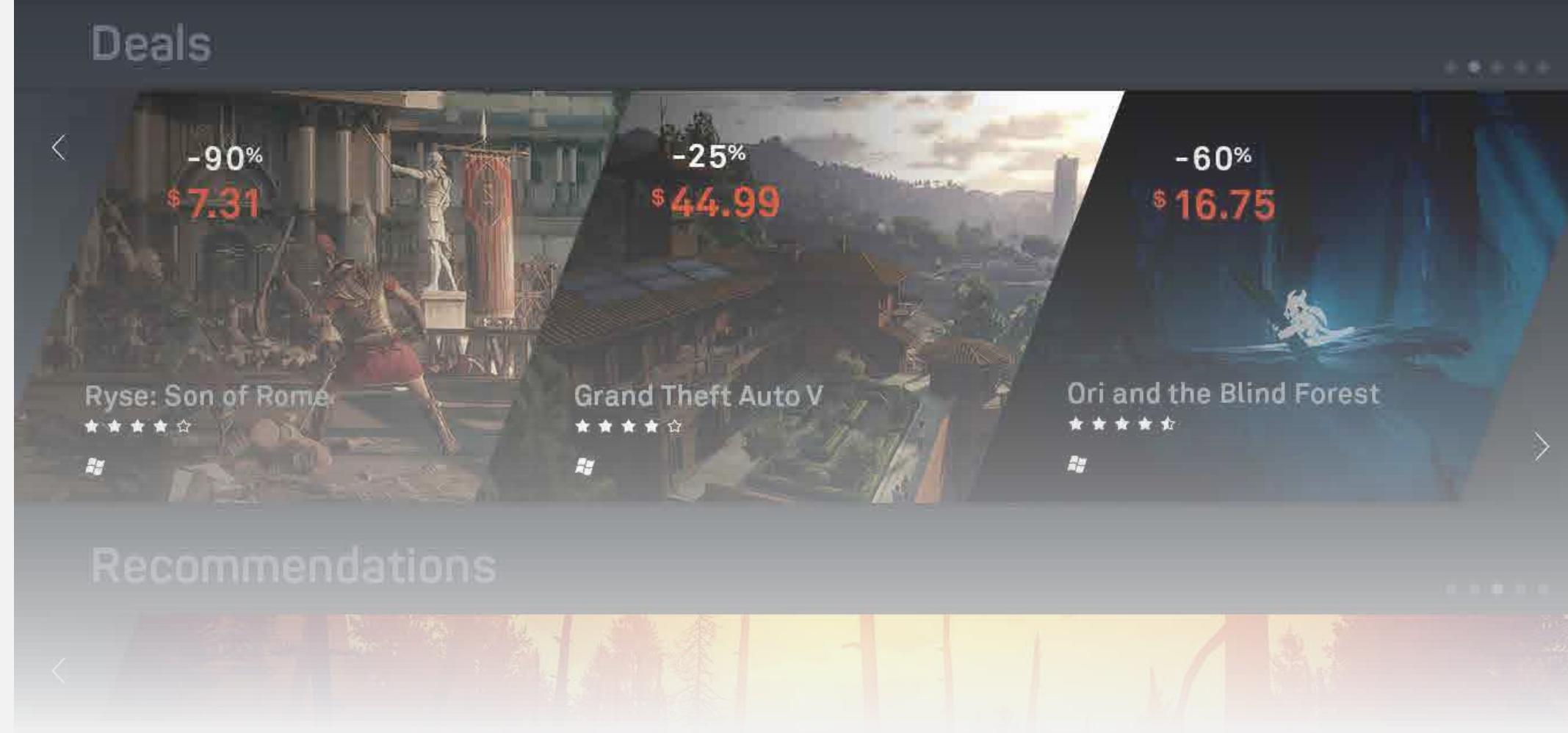
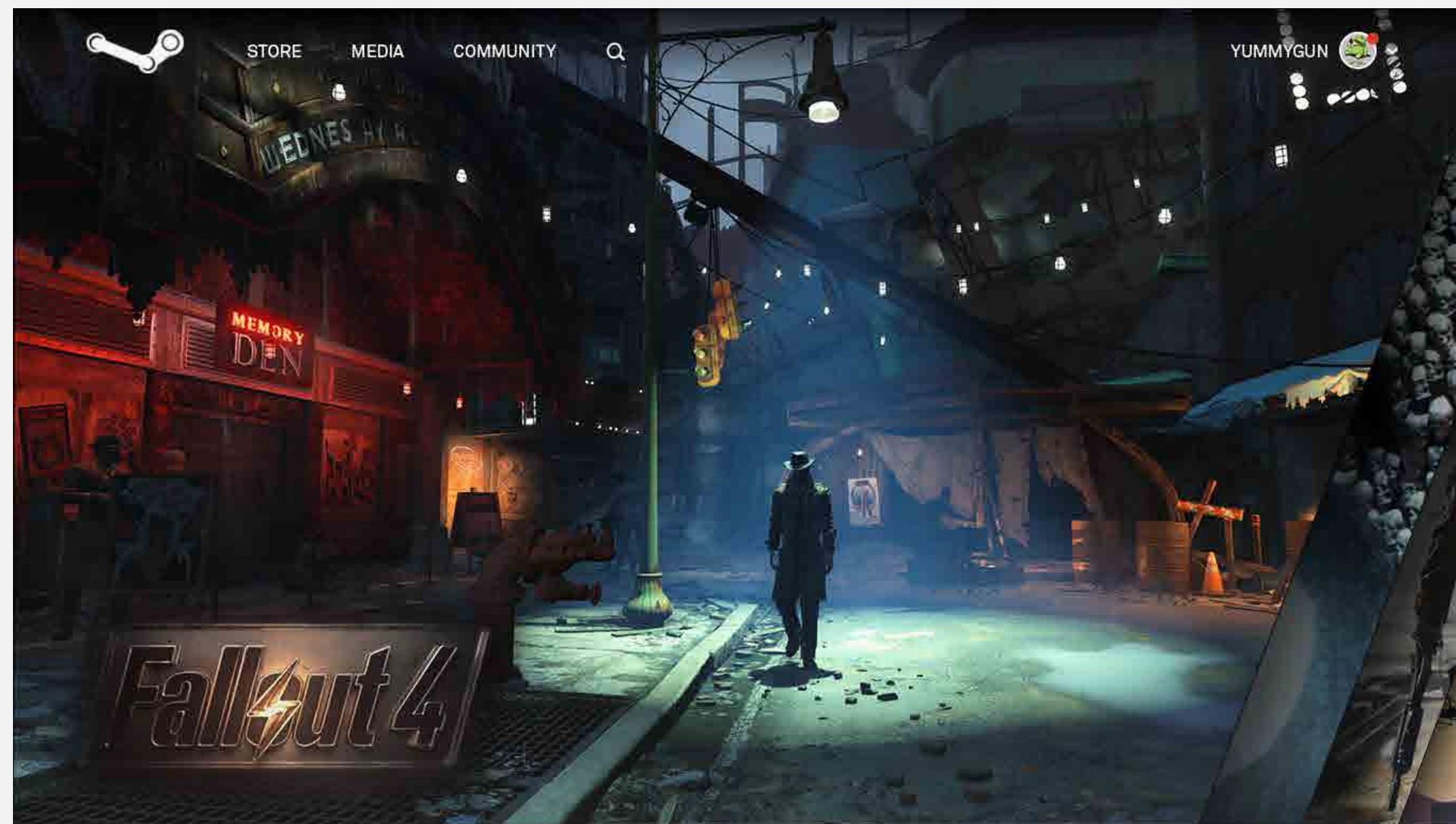
I chose the darker colour scheme visualised in my moodboard, based on my user base (gamers) and the more mysterious look and feel it gives.



**DESIGN**

# final design (homepage)

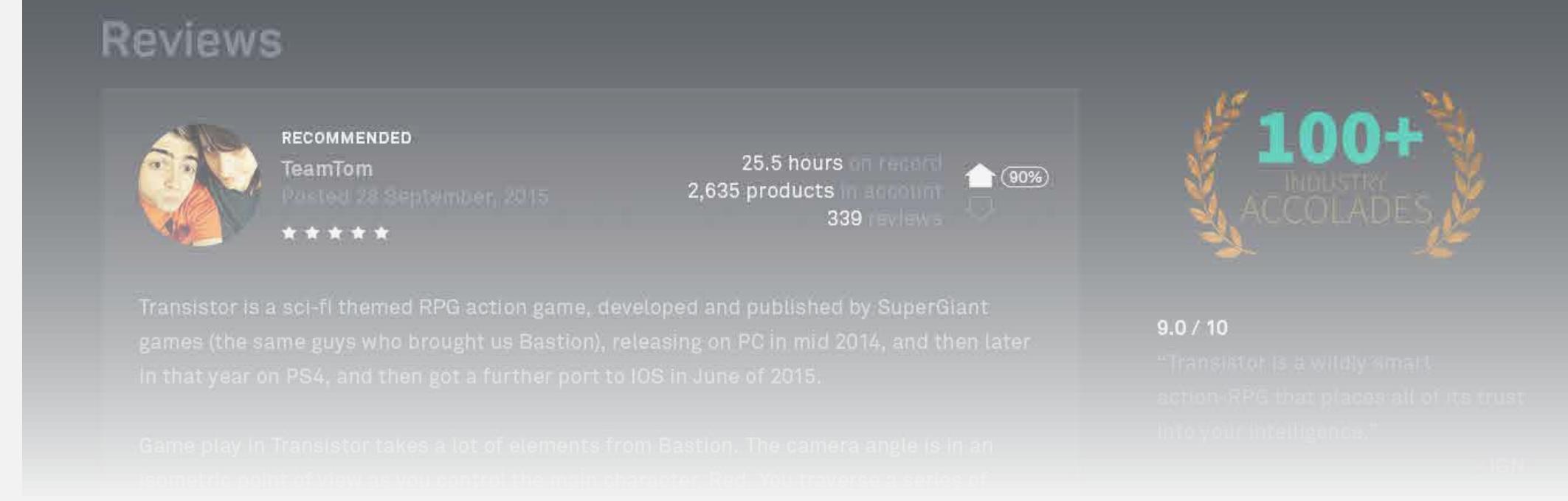
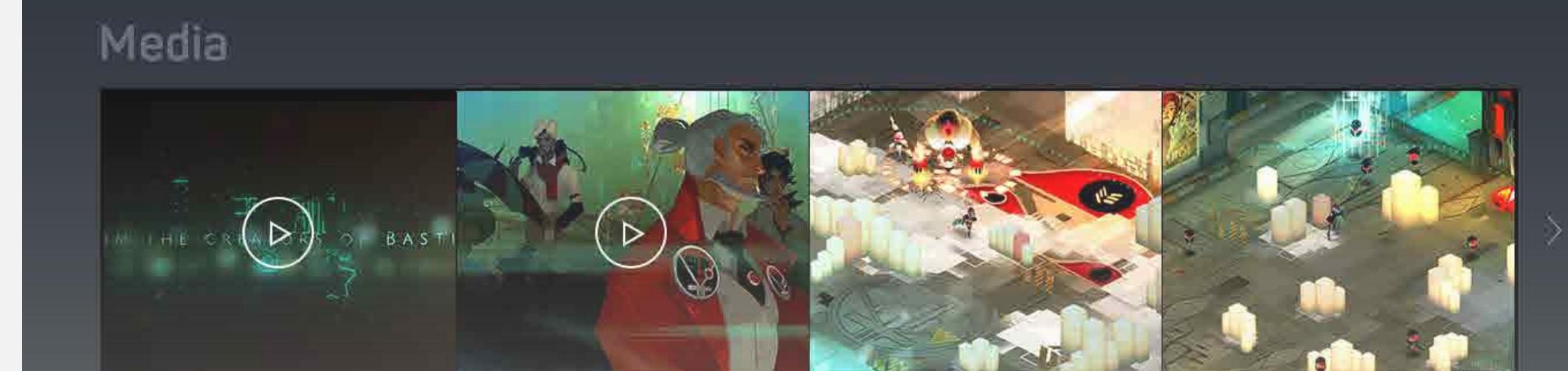
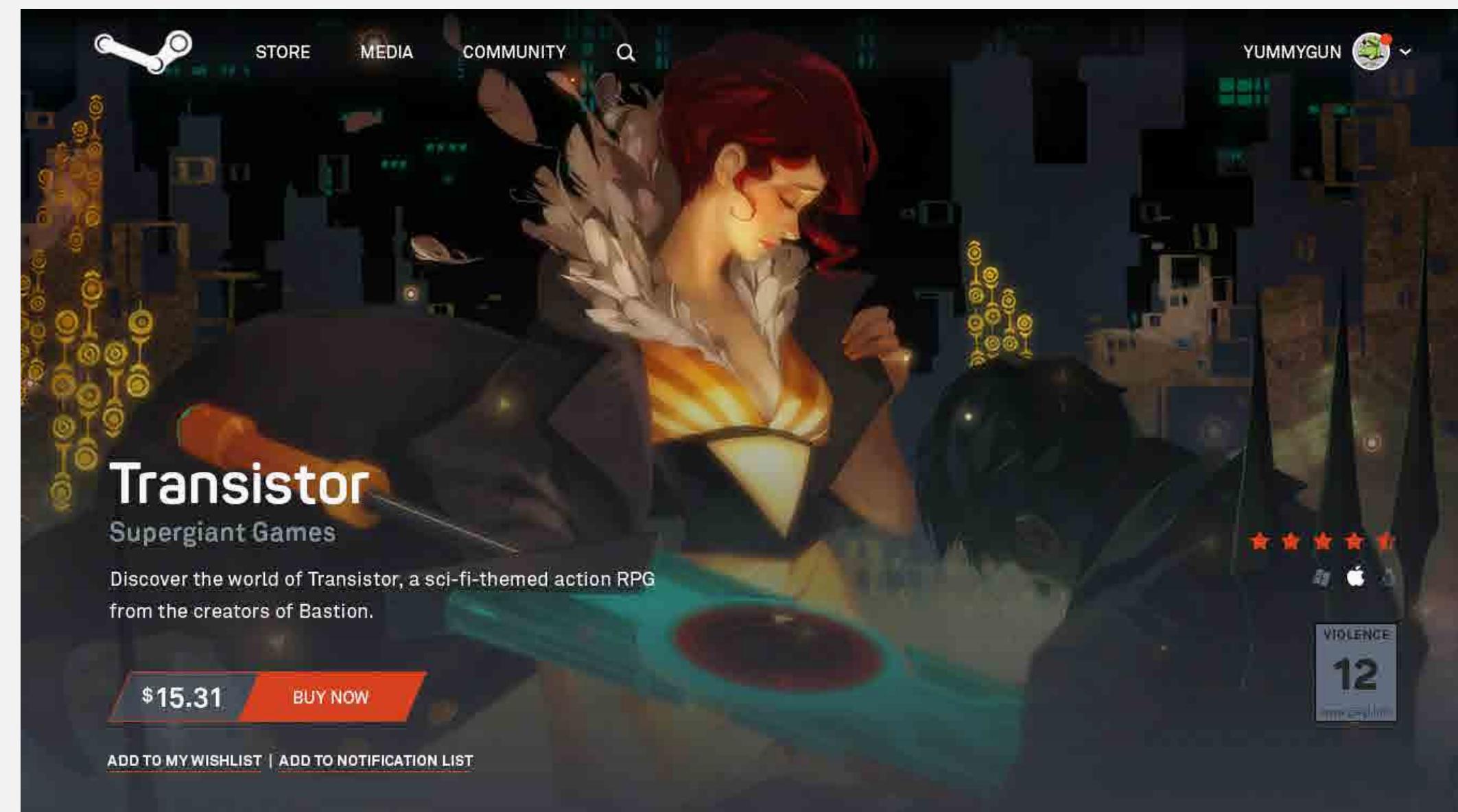
The final homepage design sees a reduction in the quantity and size of hero image sections, and a more refined slanted design for the individual game sections.



8.5 / 10  
"The game's vision is intoxicating, and its execution is inspired."  
— Polygon

# final design (game page)

The final game page sees a re-organisation of the reviews and accolades section, and follows the new slanted structure.



The screenshot shows the final design of the Transistor game page. It includes a review by "YUMMYGUN" with a 5-star rating, posted on "10 November 2015". The review text includes quotes from the game: "If I had only the graphic effects of Transistor, it would have been enough. If I had only the combat system, it would have been enough. If I had only the extraordinary music by Darren Korb & Ashley, it would have been enough. If I had only Red, it would have been enough. But, I have that narrator." Below the review is a "SEE MORE REVIEWS" button. A "More Like This" section is also present, featuring "Bastion", "Witcher 3", and "Shadowrun: Hong Kong". The footer contains links for "ABOUT STEAM", "STEAM SUPPORT", "PRIVACY POLICY", "LEGAL", and "STEAM SUBSCRIBER AGREEMENT", along with the "VALVE" logo.

Discover the world of Transistor, a sci-fi-themed action RPG from the creators of Bastion.

\$15.31

BUY NOW

[ADD TO MY WISHLIST](#) | [ADD TO NOTIFICATION LIST](#)

VIOLENCE

12

# final design (game details page)

The game details area is for the most part very similar to that of the wireframes, with a few refinements made.

## Description

From the creators of Bastion, Transistor is a sci-fi themed action RPG that invites you to wield an extraordinary weapon of unknown origin as you fight through a stunning futuristic city. Transistor seamlessly integrates thoughtful strategic planning into a fast-paced action experience, melding responsive gameplay and rich atmospheric storytelling. During the course of the adventure, you will piece together the Transistor's mysteries as you pursue its former owners.

### Key features:

- An all-new world from the team that created Bastion
- Configure the powerful Transistor with thousands of possible Function combinations
- Action-packed real-time combat fused with a robust strategic planning mode
- Vibrant hand-painted artwork in full 1080p resolution
- Original soundtrack changes dynamically as the action unfolds
- Hours of reactive voiceover create a deep and atmospheric story
- 'Recursion' option introduces procedural battles after finishing the story
- Fully customisable controls custom-tailored for PC

## System Requirements

	PC	Mac	Linux
OS	Windows 7 32-bit	OSX 10.7.5	glibc 2.5+, 32/64-bit
Processor	Dual Core CPU (2.6GHz)	Dual Core CPU (2.6GHz)	Dual Core CPU (2.6GHz)
Memory	4GB RAM	4GB RAM	4GB RAM
Graphics	Intel HD 3000 GPU, AMD HD 5450, or Nvidia 9400 GT	OpenGL 3.0+ (2.1 with ARB extensions acceptable)	OpenGL 3.0+ (2.1 with ARB extensions acceptable)
Storage	3GB available space	3GB available space	3GB available space

## Product Information

Title: Transistor

Genre: ACTION, INDIE, RPG

Developer: SUPERGIANT GAMES

Publisher: SUPERGIANT GAMES

Release Date: May 20, 2014

## Properties

- Single-player
- Steam achievements
- Controller support
- Steam trading cards
- Steam cloud

2 Friends have Transistor

 GOD\_SMETAL  FURANUS

## Languages

	Interface	Full audio	Subtitles
	✓	✓	✓
	✓		✓
	✓		✓
	✓		✓
	✓		✓
	✓		✓
	✓		✓
	✓		✓

LESS DETAILS 

## Media



**FIN**

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View wireframe prototype here: <https://invis.io/DM6KEJX2V>