

# UI/UX

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## Case Studies



# Oceans Digital Board Game

## The Story



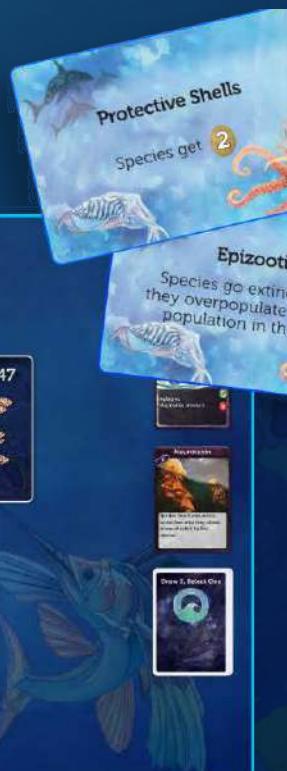
We have developed the digital version of the original Oceans board game with a smart AI system.

**The challenge-** was to provide the actual table top experience in the digital device, the game play was very complex with lots of action happening around.

We have designed the game flow in such a way that user could easily learn and understand the game rules and enjoy the game play.

## Our Role

Journey Mapping  
Information Architecture  
Wireframing  
Ui Design  
Motion Graphics  
Animation



The Client

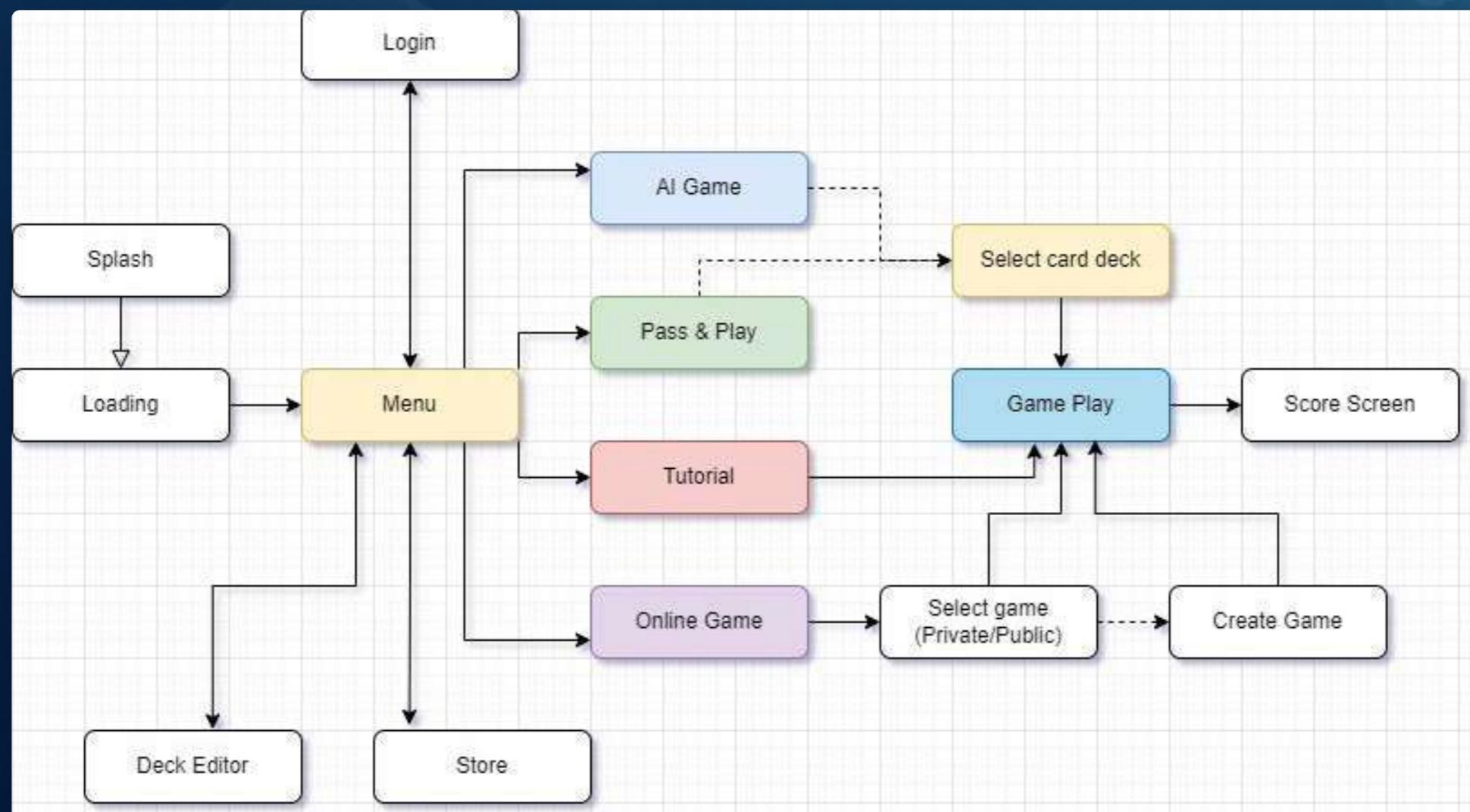
**NorthStar**  
Digital Studios

# Oceans Digital Board Game

## User Flow



User flow is designed in such a way that allows user to navigate through the game easily. The different game play options allow users to play the game with the person sitting next to him as well as with an online player. The in-apps flow is also designed such that it helps to meet business goals.



## Oceans Digital Board Game

# Wireframes- low fidelity

These are the low fidelity wireframes we designed to see how we can place all elements of the game (which were a lot) into the small mobile screen. We have kept the layout as close as possible to the board game as was requested by the client.

Loading...

Main Menu

Main Menu (news feed open)



Tutorial Screen



Game Play Screen



Final Score Screen

# Oceans Digital Board Game

## UI System



## Typography

Museo

Museo 300

Museo 500

Museo 700

## Buttons



Primary



Secondary



## Cards layout

The cards layout has been changed for the digital version to maintain the readability on mobile screen.

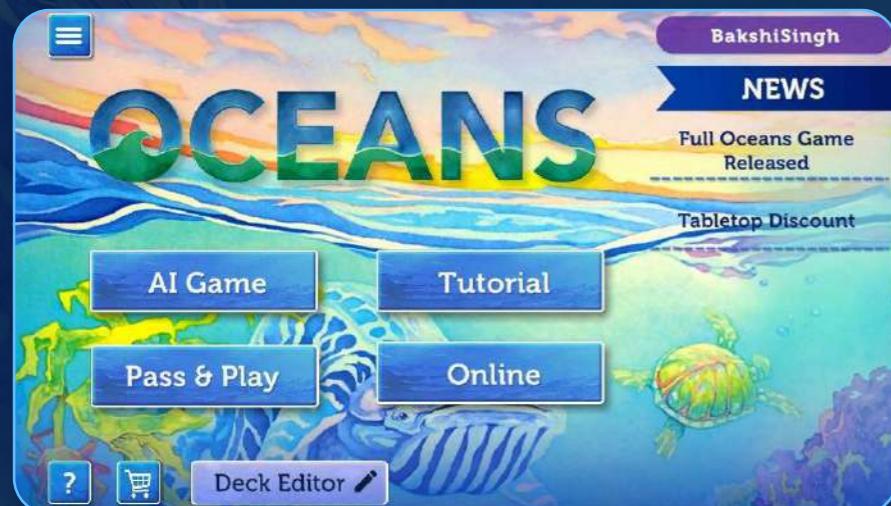


## Icons



# Oceans Digital Board Game

## UI Design: Screens



*The game play screen*



# Oceans Digital Board Game

## UI Design: *Species*

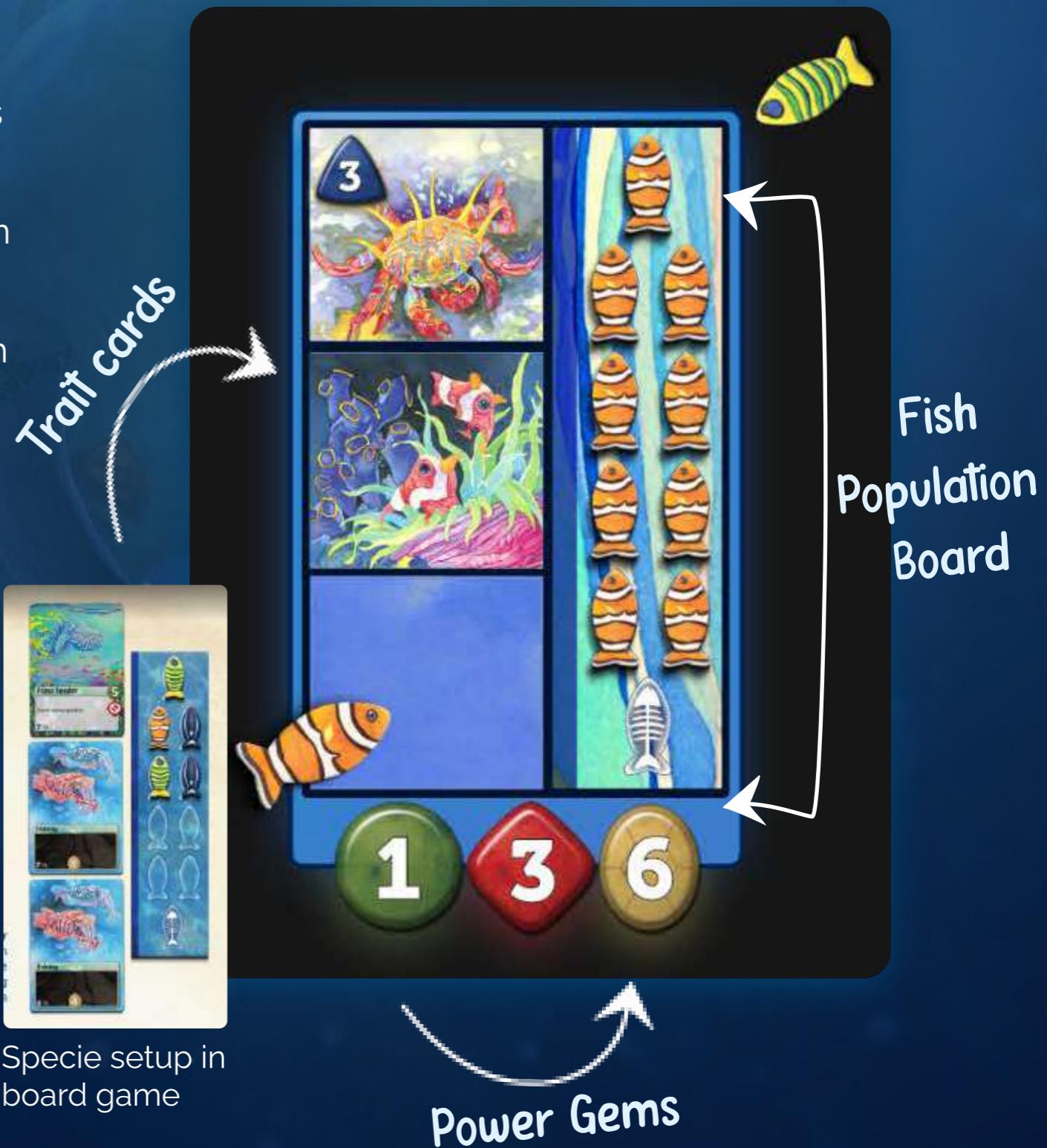
The biggest challenge was to designed the species in the digital game. As the species is the main character in the game with lots of powers which can be expanded with the help of different traits. The component of species has been segregated in such a way that it doesn't get restricted with any rule of the game.



For example this is the extended version of the species which is allowed to have more than 3 trait slots.



*The Specie board UI*



# Oceans Digital Board Game

## Microinteraction & Animations

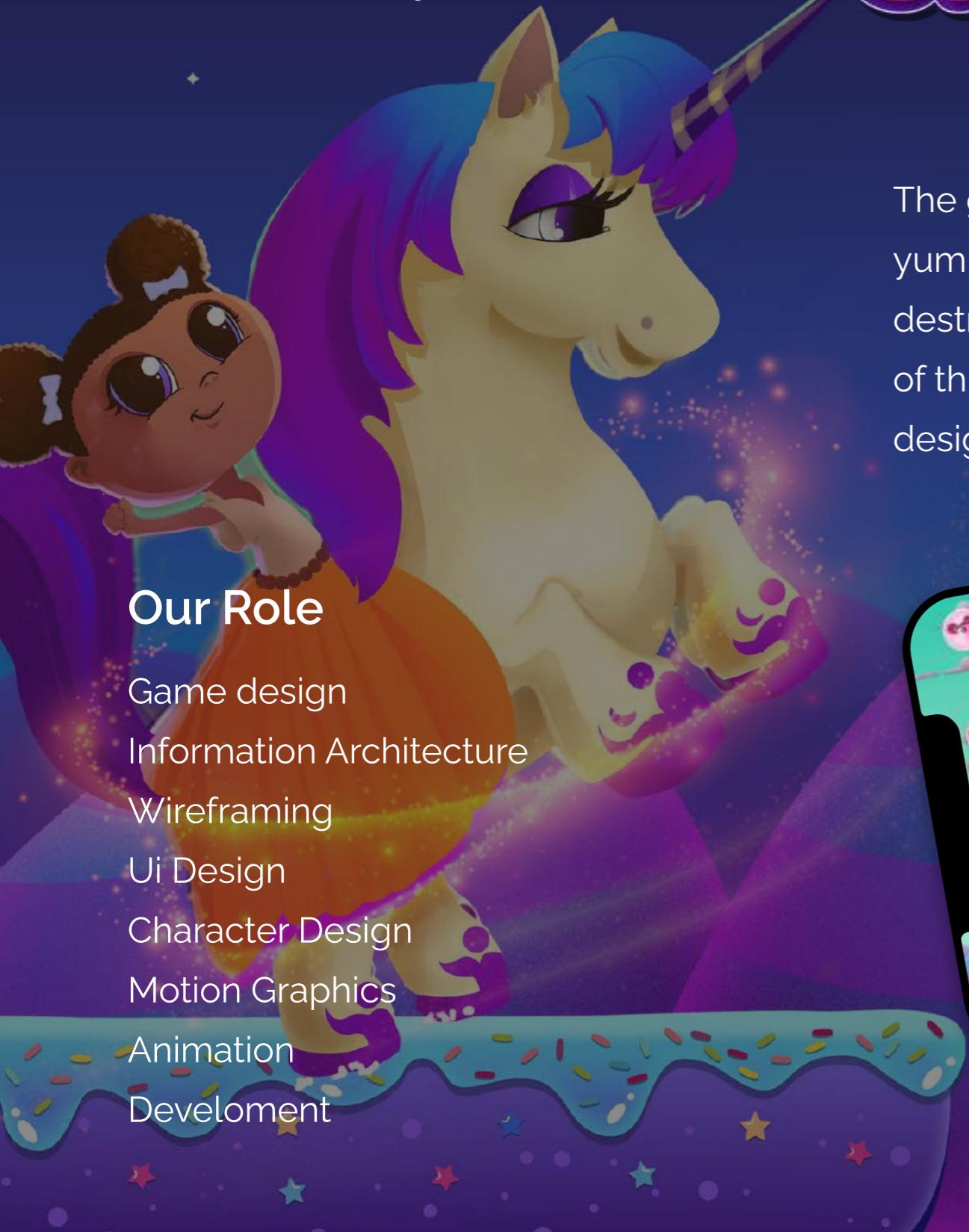


To replicate the same game play as the board game in the digital version, we have designed animations and interactions which helps players to progress in the game hassel free. The forage, attack, leech and fish animations were made to give the real feel of those actions. The visual effects are designed to create an underwater feel.



## Unicorn Run - Candy Land

### The Story



#### Our Role

Game design  
Information Architecture  
Wireframing  
Ui Design  
Character Design  
Motion Graphics  
Animation  
Development

# UNICORN RUN

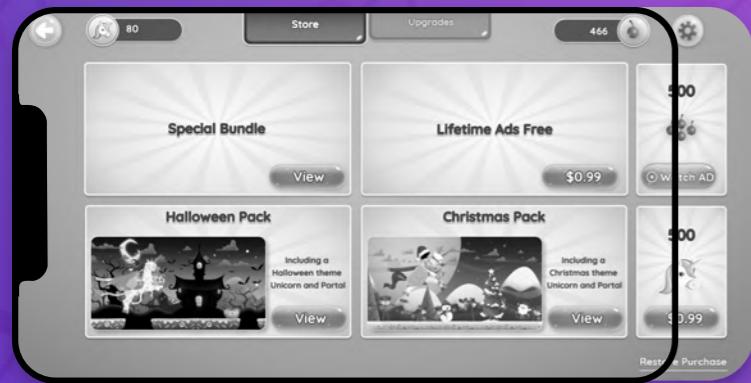
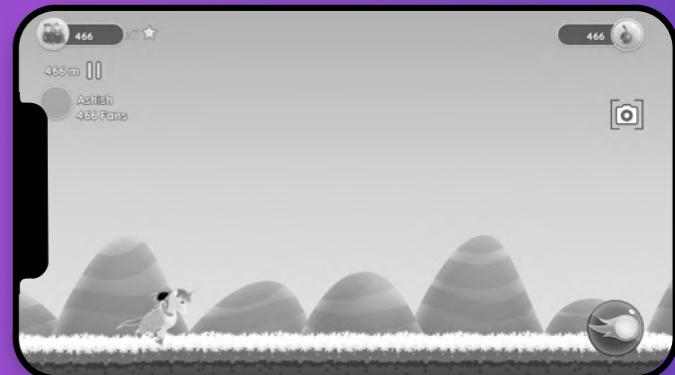
## Candy Land

The game takes place in the Candy land where it is filled with yummylicious berries. The players ride on the alluring Unicorn destructing the obstacles and collecting berries. The objective of this game is to make as many Fans as possible. This game is designed targeting the "fantasy Unicorn character" fans.



# Unicorn Run - Candy Land

## Wireframes



Unicorn Run - Candy Land

## UI Elements

### Icons



### Obstacles



### Typography

Aa  
Quicksand

### Buttons



# Unicorn Run - Candy Land

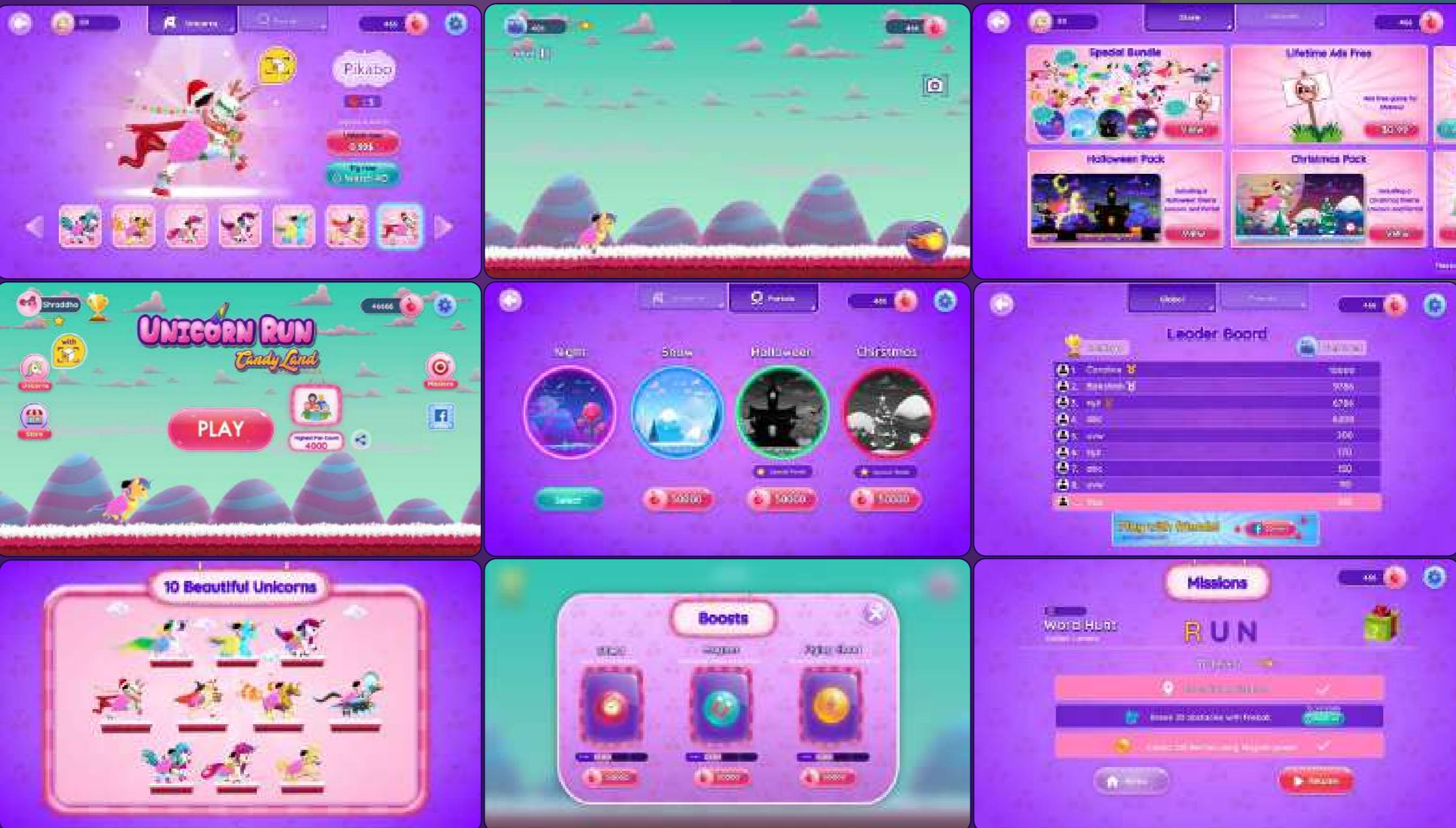
## Backgrounds

*Background & the Atlases for unity*



# Unicorn Run - Candy Land

## UI Design

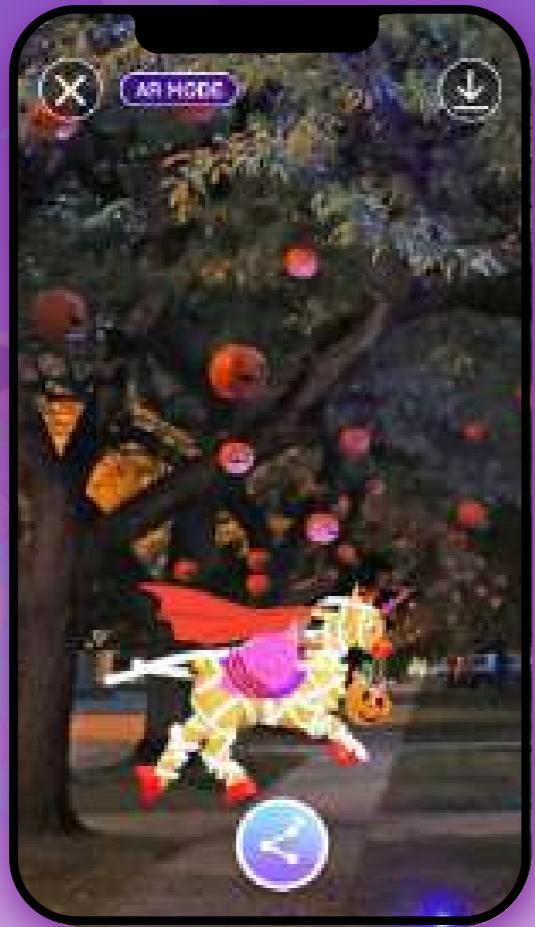


## Unicorn Run - Candy Land

# UI Design : Ar

We have added the Ar feature in the game, where user can interact with thier favorite 3d unicorn character in the real world. Make funny videos and share with thier friends.

This feature is what making this game different than other endless runner games.



Unicorn Run - Candy Land

# Vectors



Headsup Trading



# The Story

Heads Up Trading is a Real time Forex Betting app.

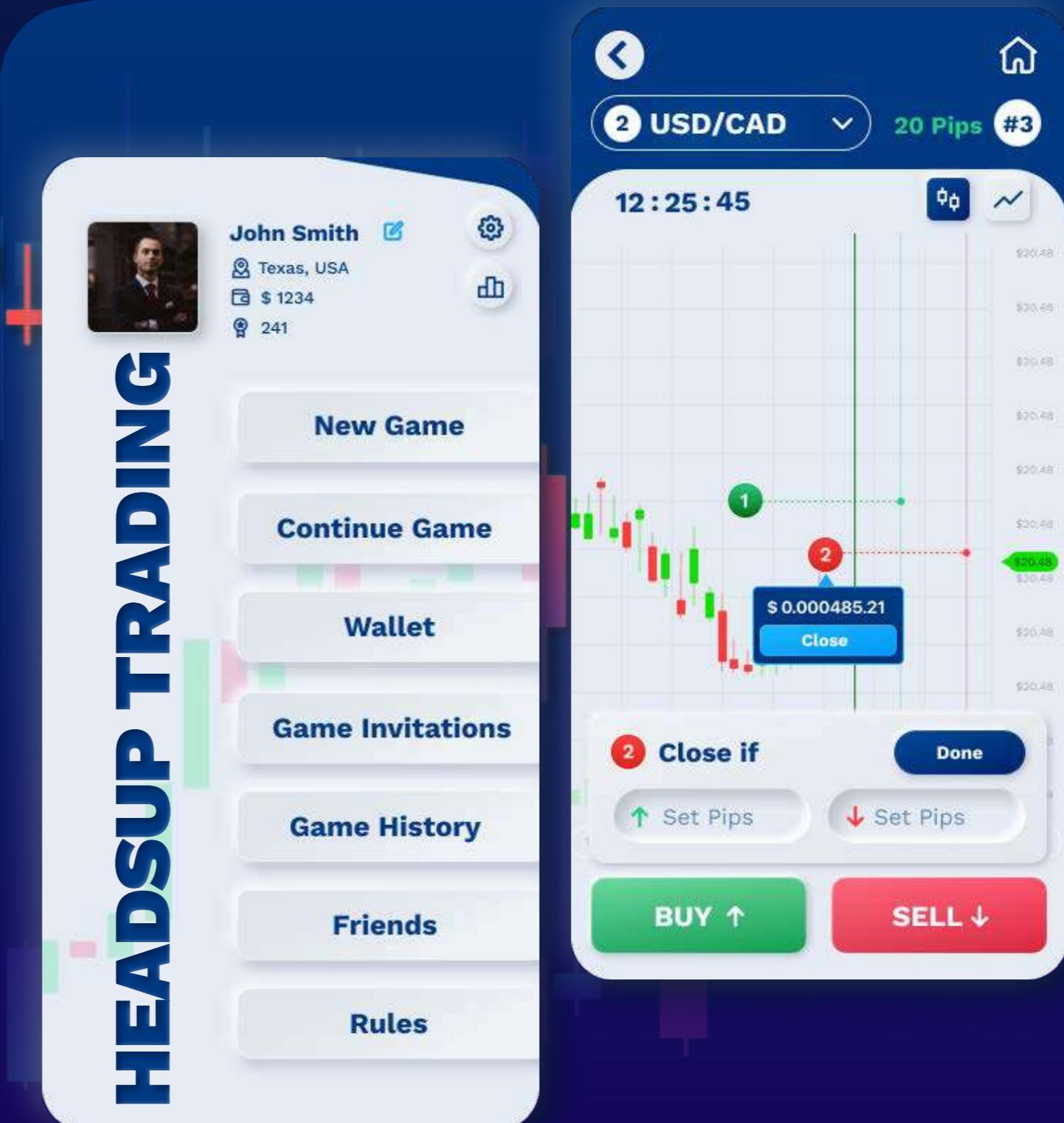
Place a bid of your choice starting from \$5 to \$10000 and choose a time slot for the match.

Select from a list of currency pairs to bid  
Control your trades by setting Stop Loss/  
Take Profit.

Score Maximum amount of PIPs to win  
the pot

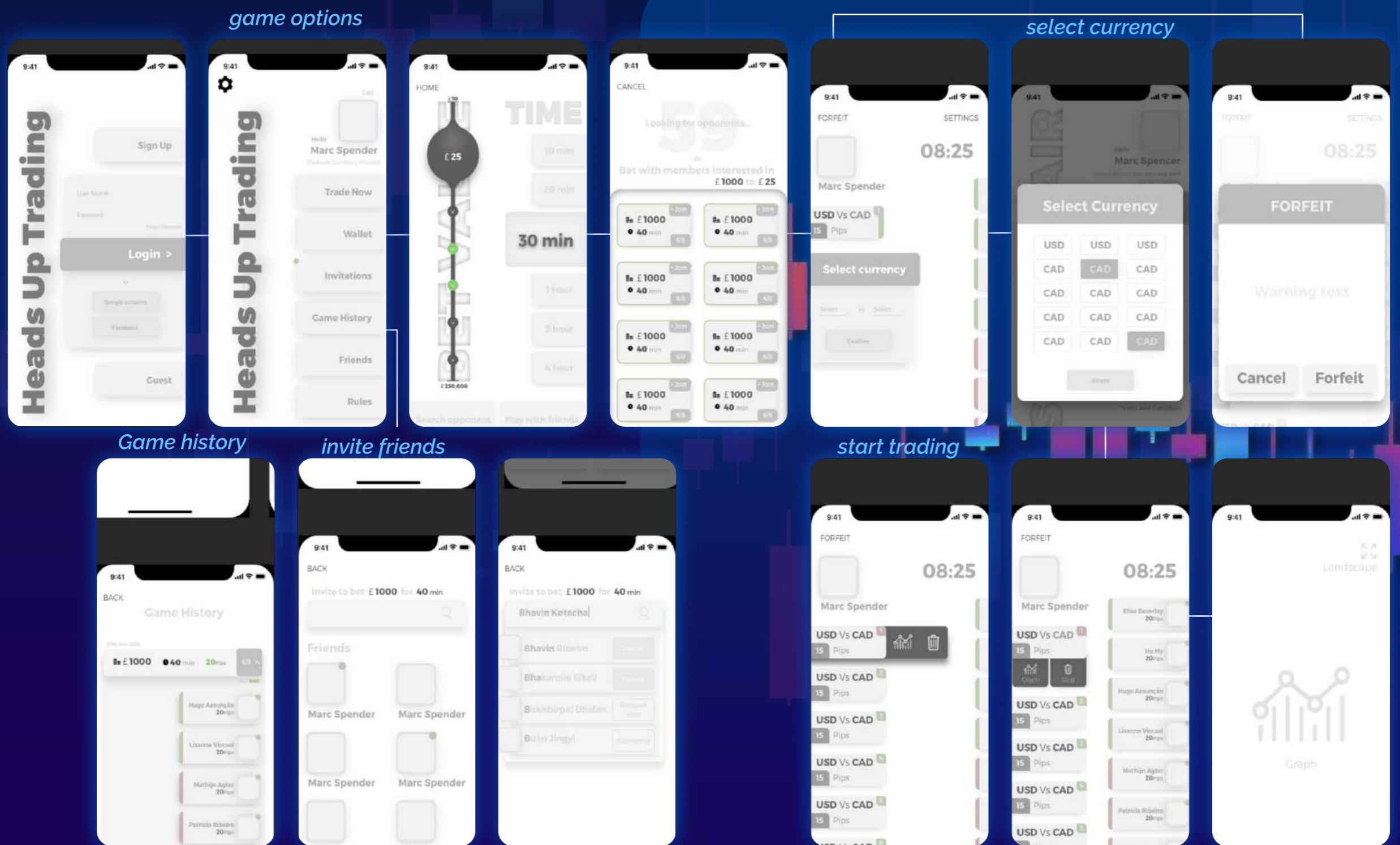
## Our Role

Journey Mapping  
Information Architecture  
Wireframing  
Ui Design  
Development



# Headsup Trading

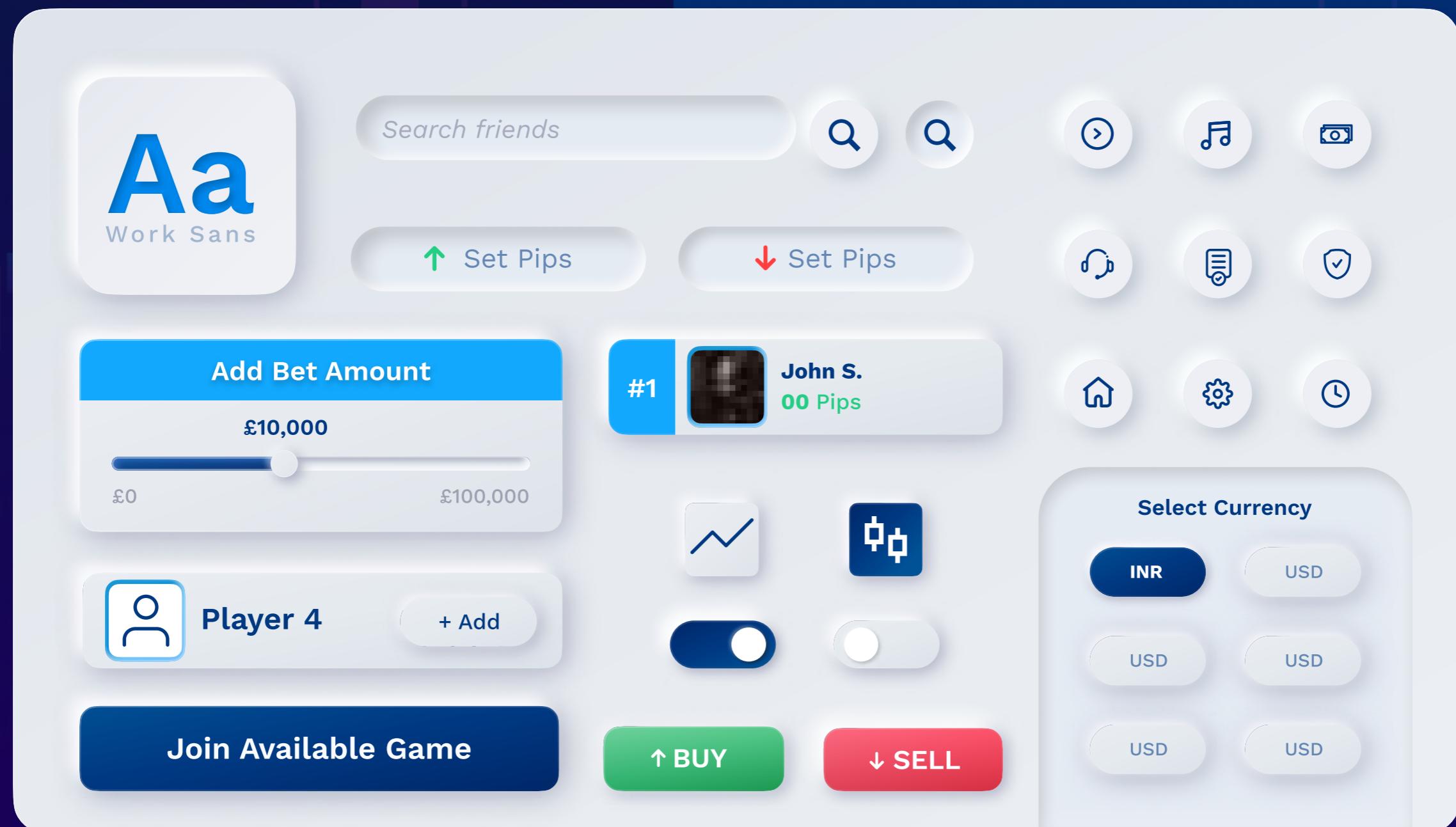
# Wireframes & User Flow



Headsup Trading

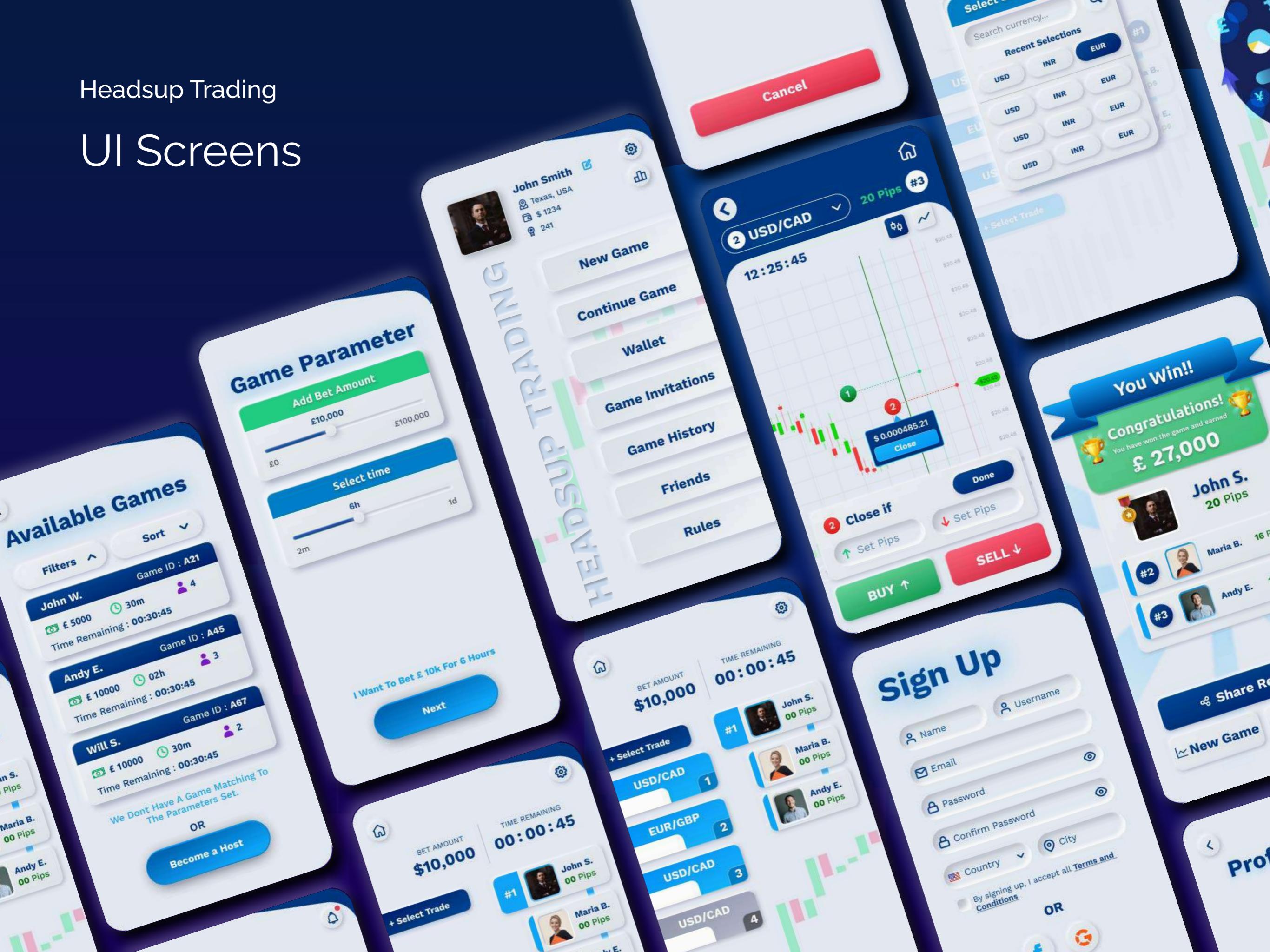
# UI Elements

We followed the neumorphic ui theme



# Headsup Trading

## UI Screens





Trippzy

# The Story



Trippzy is a travel based trivia game, where people can increase the knowledge of their favorite cities or countries by answering few questions. They can earn real rewards by playing the trivia matches.

Our task was to improve the existing UI and the user experience of the app to increase user engagement.

## Our Role

- UI Design improvisation
- Microinteractions
- Animation
- Development

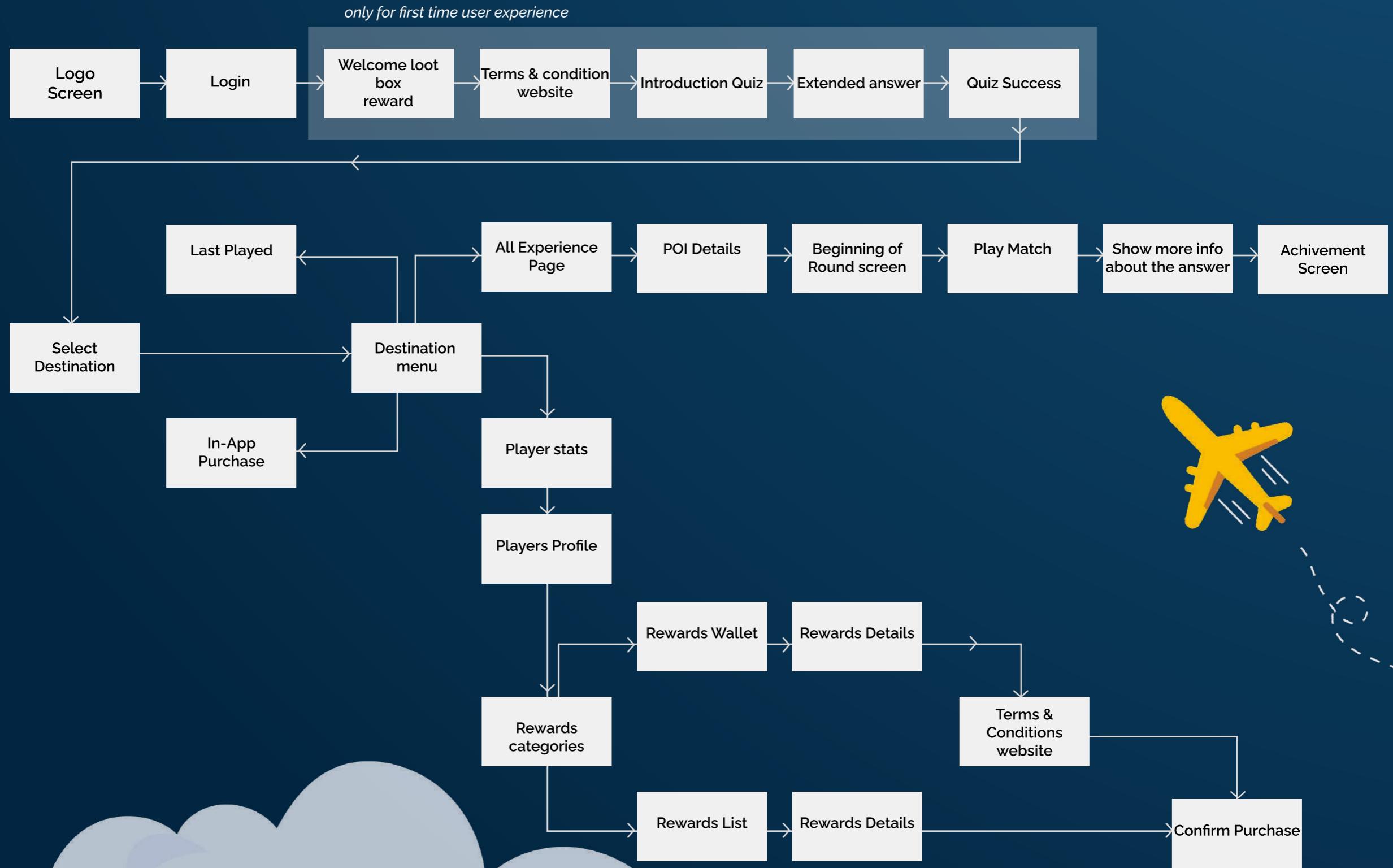




# Tripzzy



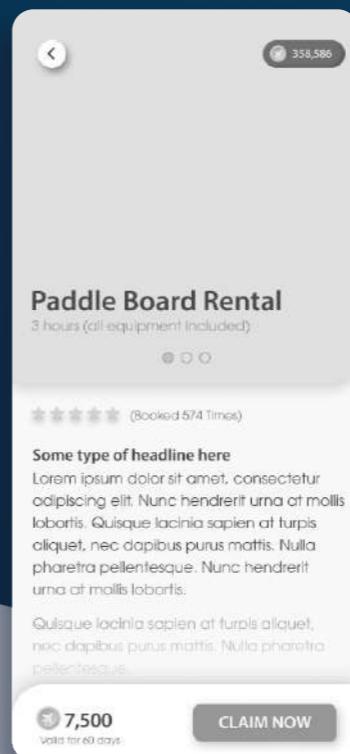
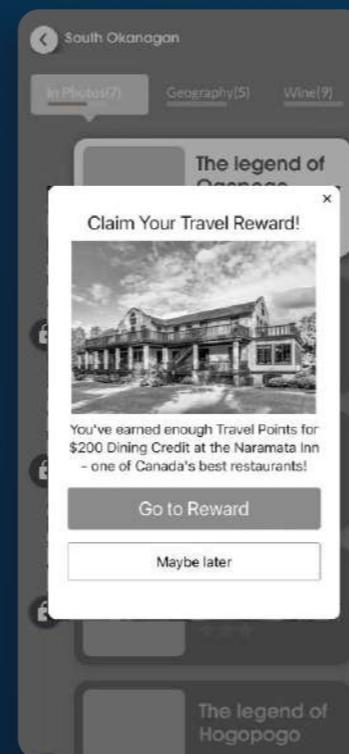
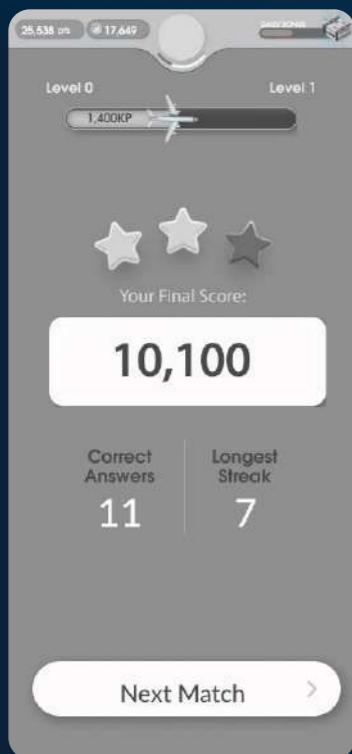
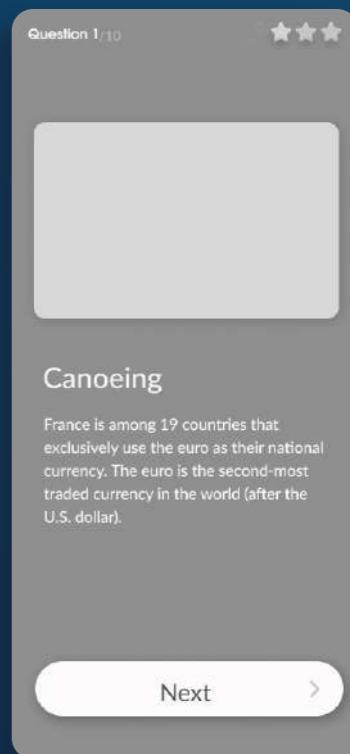
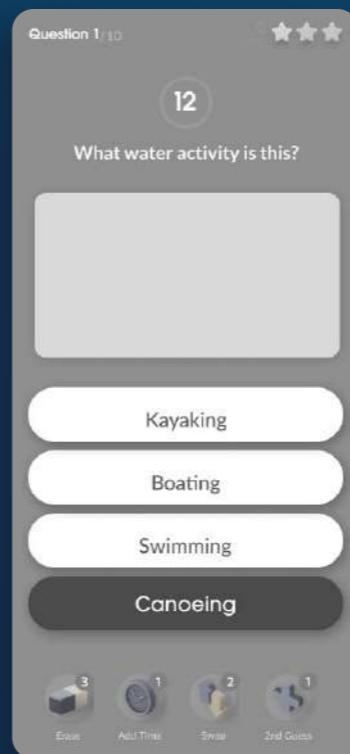
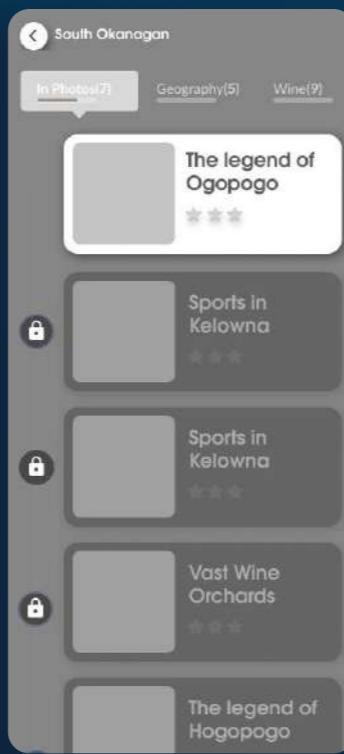
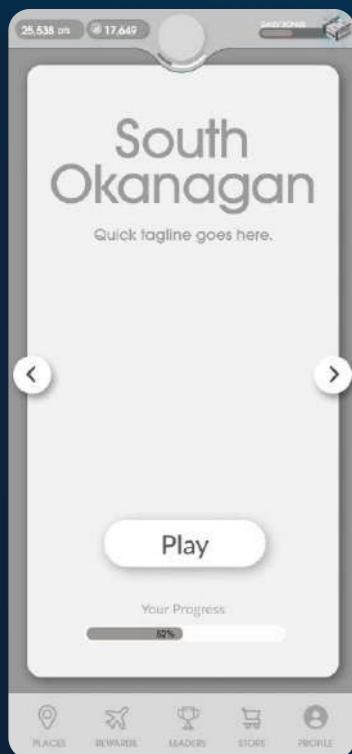
# Flow Chart





Tripzzy

# Wireframes





Tripzzy



# UI Design (comparision)



The old UI screens lacks real time stats and were boaring. We have updated the ui to look more like travel theme and improved the way the user progression is shown in the app.

Below is the comparision of 2 main screen one is select destination and another is for selecting experience which user wants to explore and play the trivia match based on that topic.

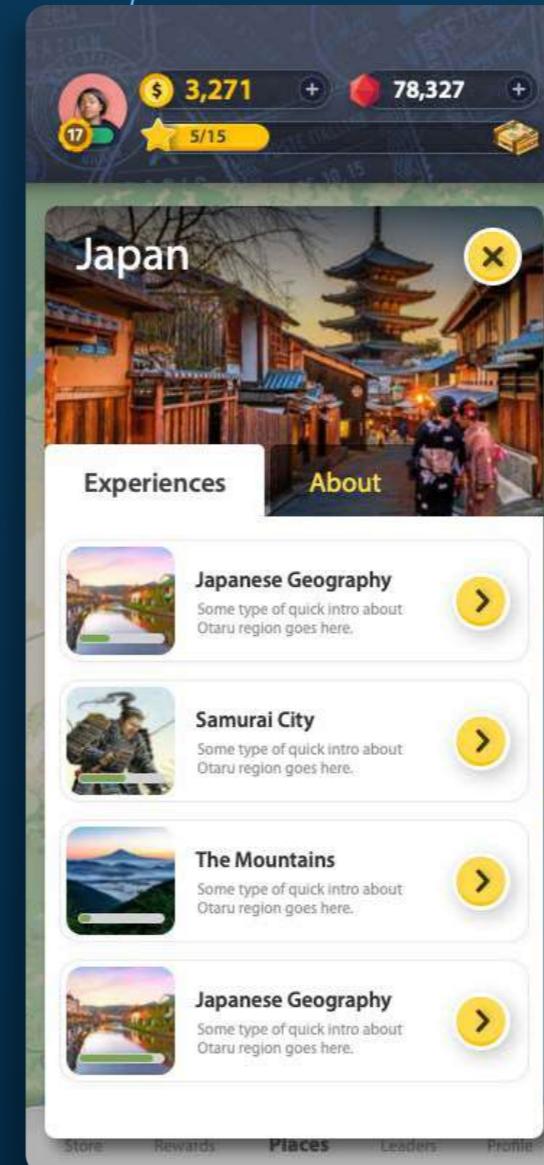
Old select destination UI



New UI



Old experience selection UI



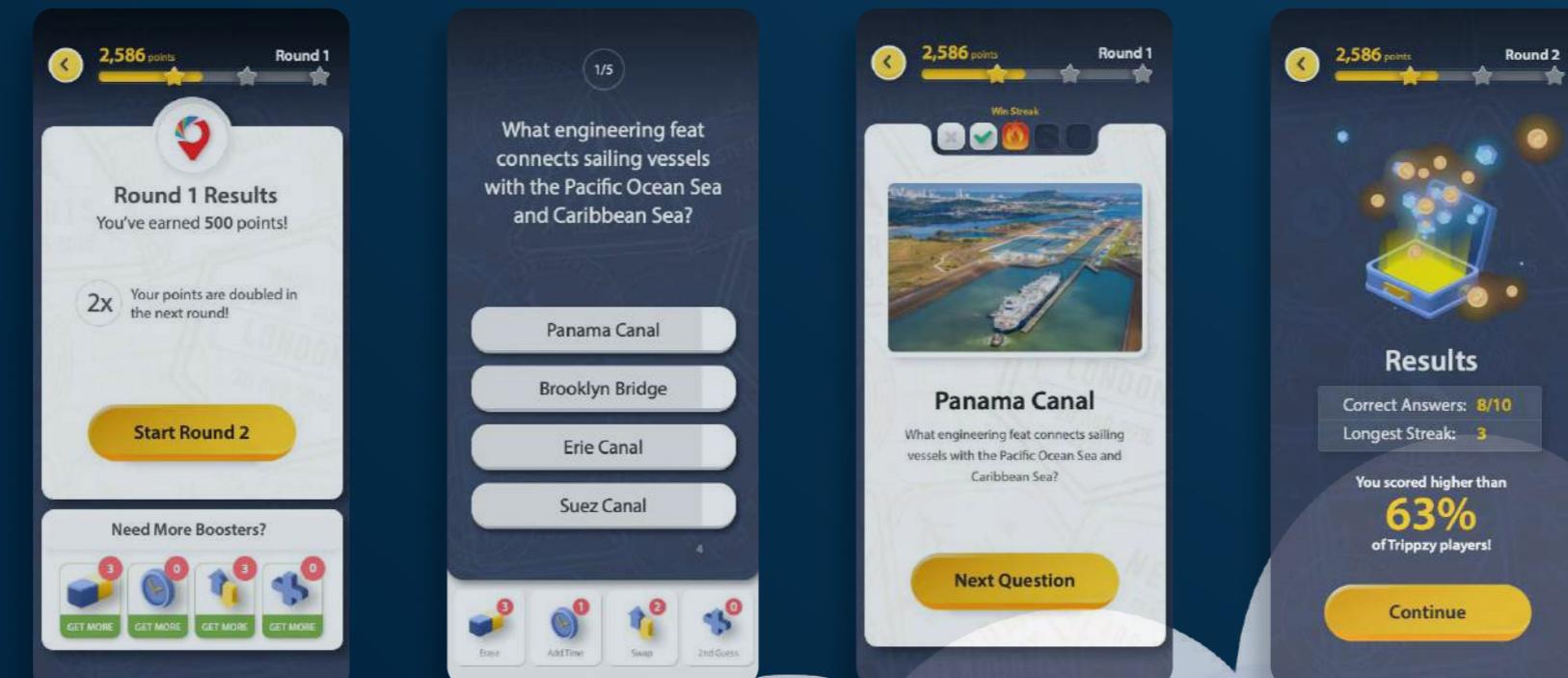
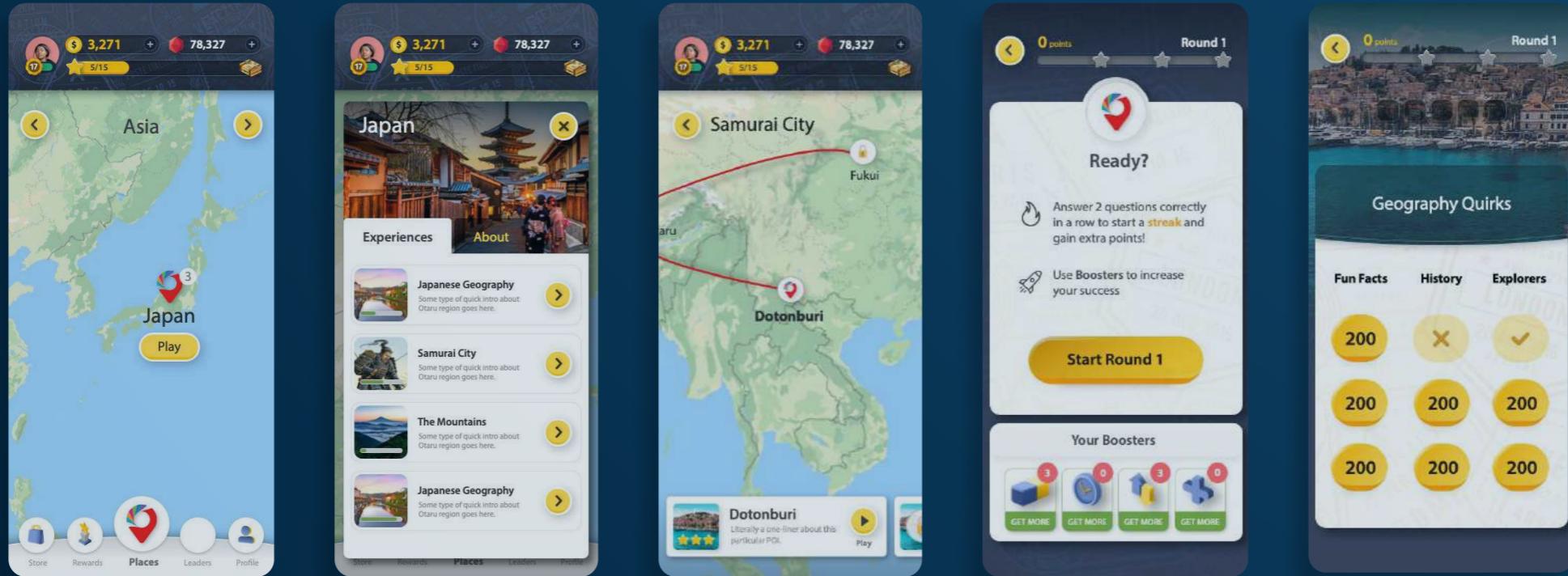
New UI





# UI Design

These are some more old UI screens which lacks clear progression which leads to confusion and ultimately affected user retention.





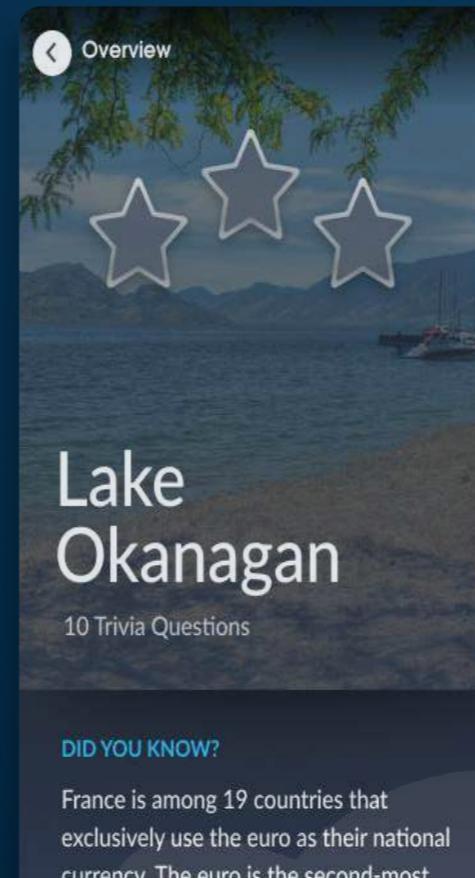
# Tripzzy

## UI Design



Latest UI with improved app flow and user experience.

### Select Destination Screen



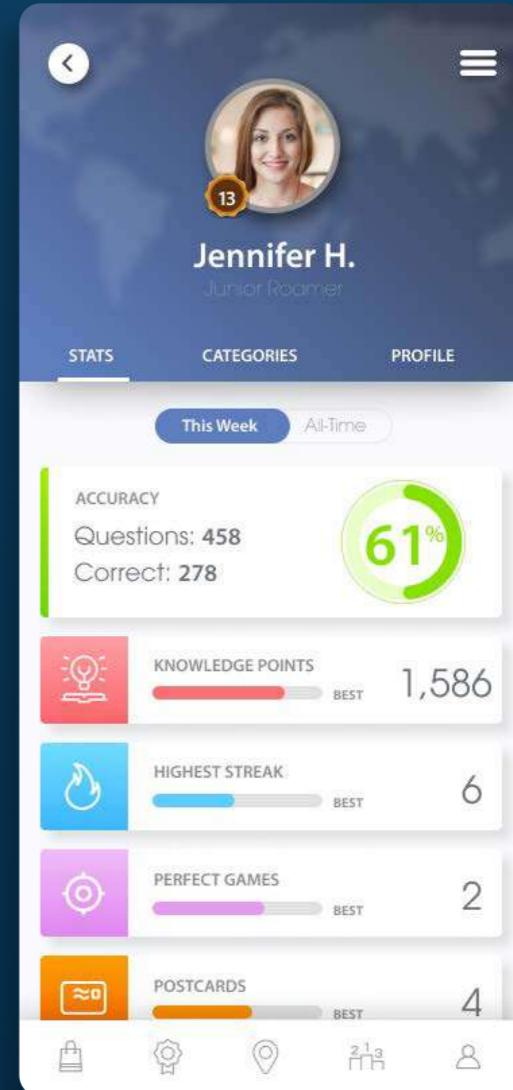
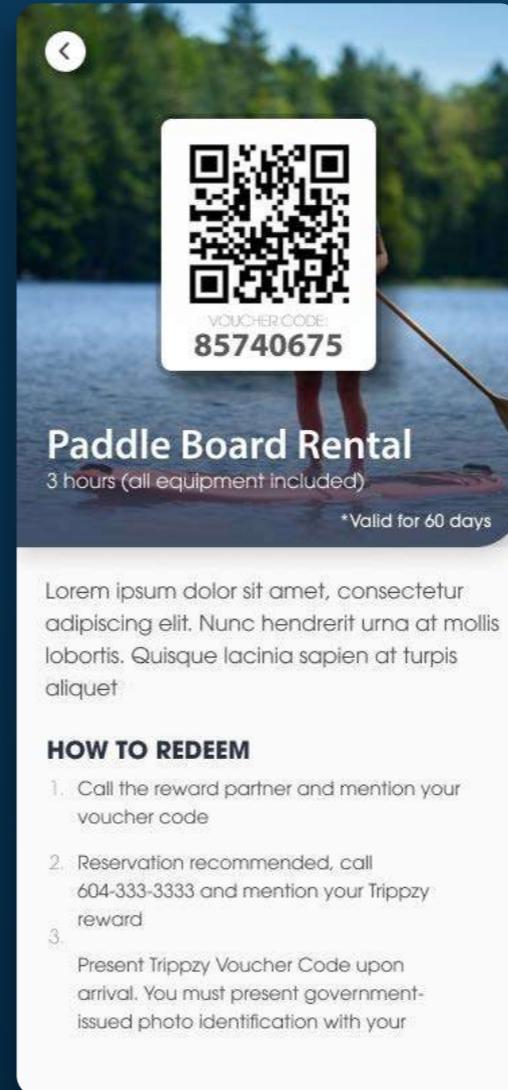
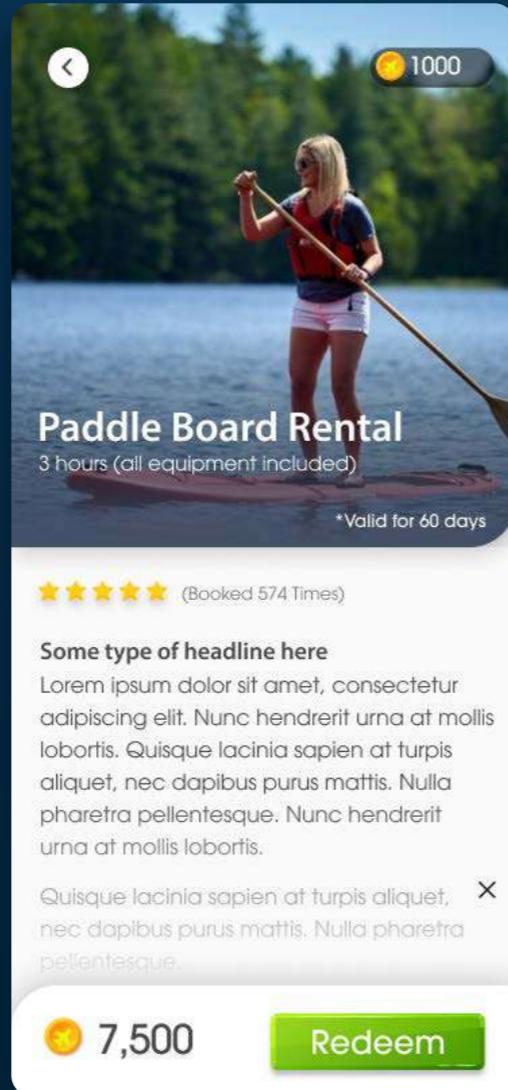
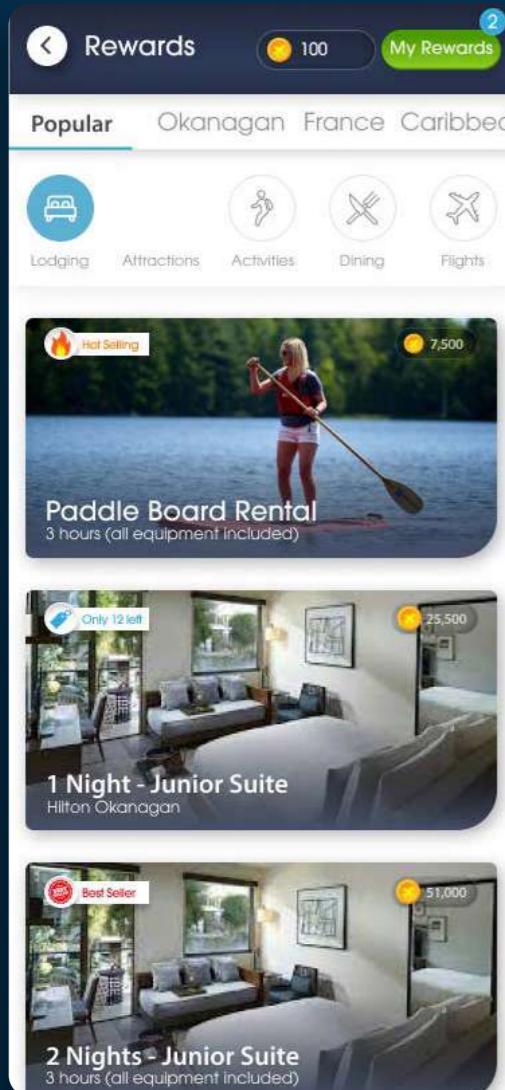


Tripzzy

# UI Design



These are the reward screens where you can choose and buy the real deals in exchange of the travel coins you earned by playing trivia matches.





Tripzzy

# UI Design



These are some more trivia icons for the experience categories.



General Trivia



Books



Films



Television



Video Game



Board Game



Animals



Musicals & Theater



Science & Nature



Computers



Mathematics



Mythology



Music



Vehicles



Sports



Geography



History



Politics



Art



Celebrity



Gadgets

## Battlecow Unleashed

# The Story

The Battle cow is an arcade shooter mobile game filled with tons of action and scenic fantasies.

Controller's engineering is a precise description of a perfect user-experience game design.

The goal of the game is defeat the enemies and save your captured friends.

## Our Role

Wireframes

UI Design

Game environment

Animation

Visual Effects

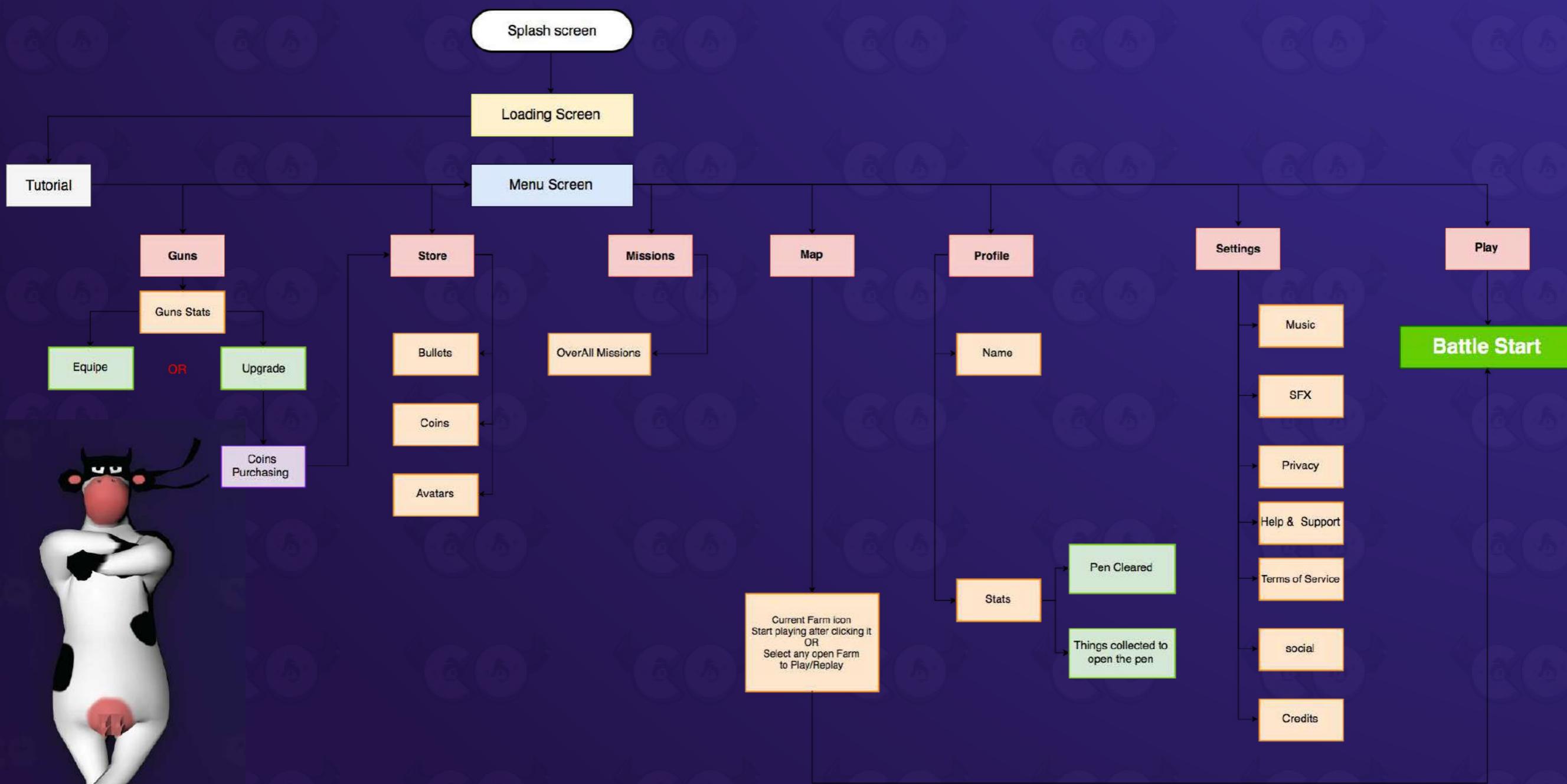
Development



# Battlecow Unleashed

# Flow Chart

Its a tap to shoot game and the game flow is designed in such a way that is easy to navigate and keep user engage in smooth gameplay without any limitation. And the goal of monitization as well could be achieved with this flow.



# Battlecow Unleashed

## UI Elements



Bullets



Coins



Speed



Bomb



Thunder



Health Bar



Chest



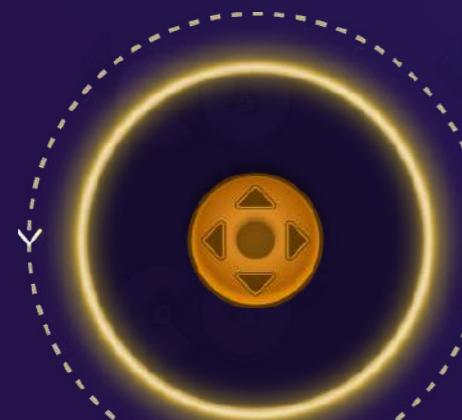
Crate



Barrel



Farm Icons



Controllers



Buttons

Action Button

Menu Button

# Battlecow Unleashed

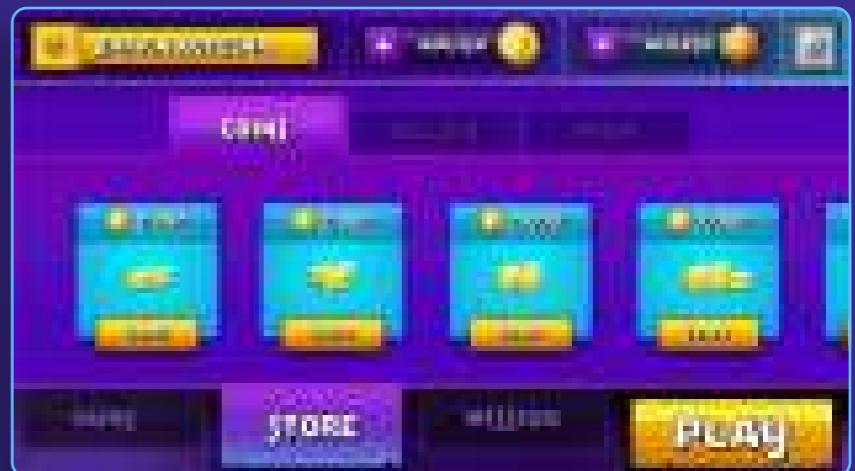
## UI Screens

The look and feel of the UI is fresh because of the use of the multiple shades. The combination of cool and warm colors make the ui more appealing to the user's eyes.



# Battlecow Unleashed

## UI Screens



Poison Pog

# The Story

This Website is the home of Poison Pog NFT. We have designed the whole information architecture of the website along with the UI and home page banner graphics. We have also designed more than 100 Poison Pog Nfts.

## Our Role

Wireframes

Information Architecture

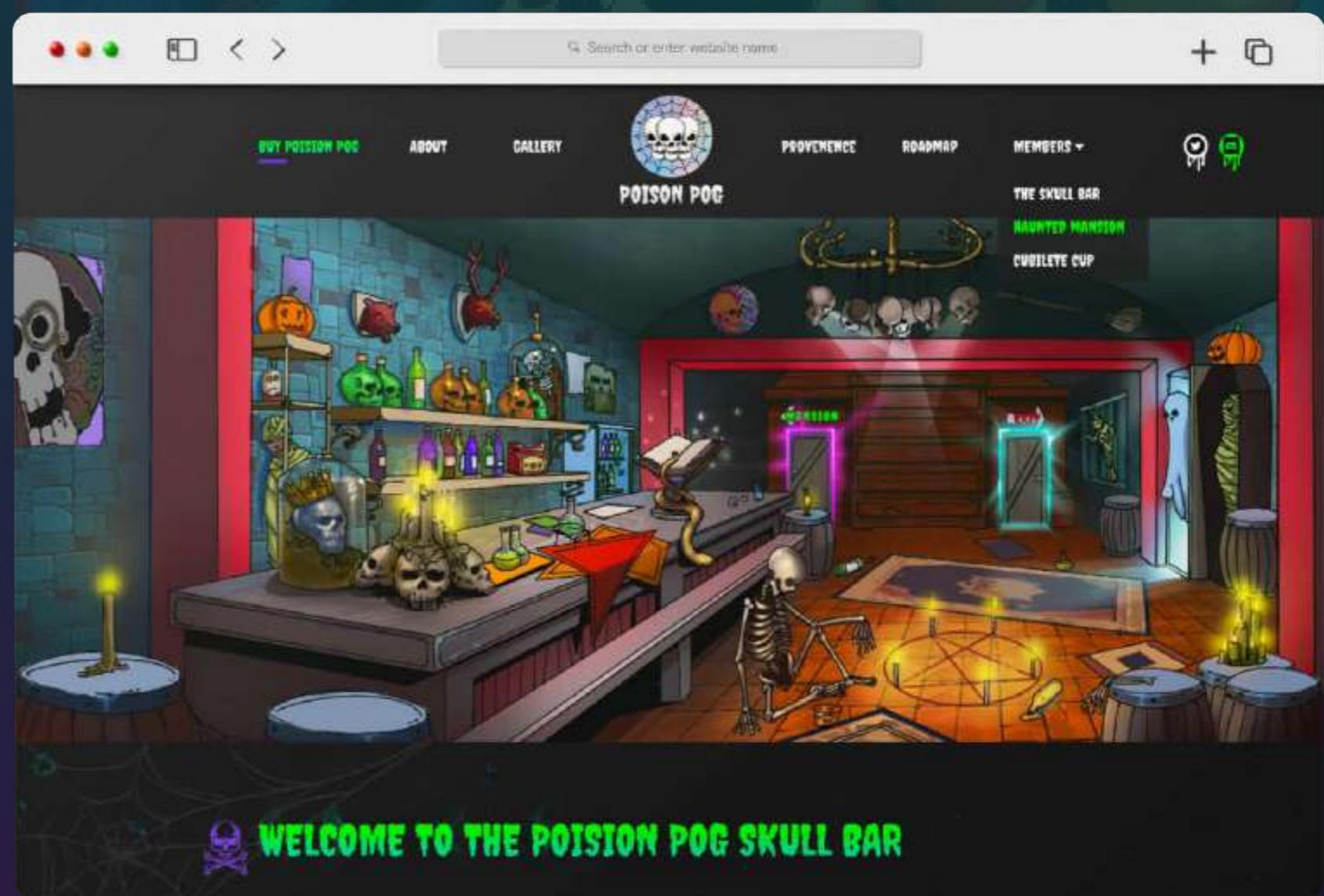
Home page Graphics

UI Design

LOGO Design

## Website

<https://www.poisonpog.com>

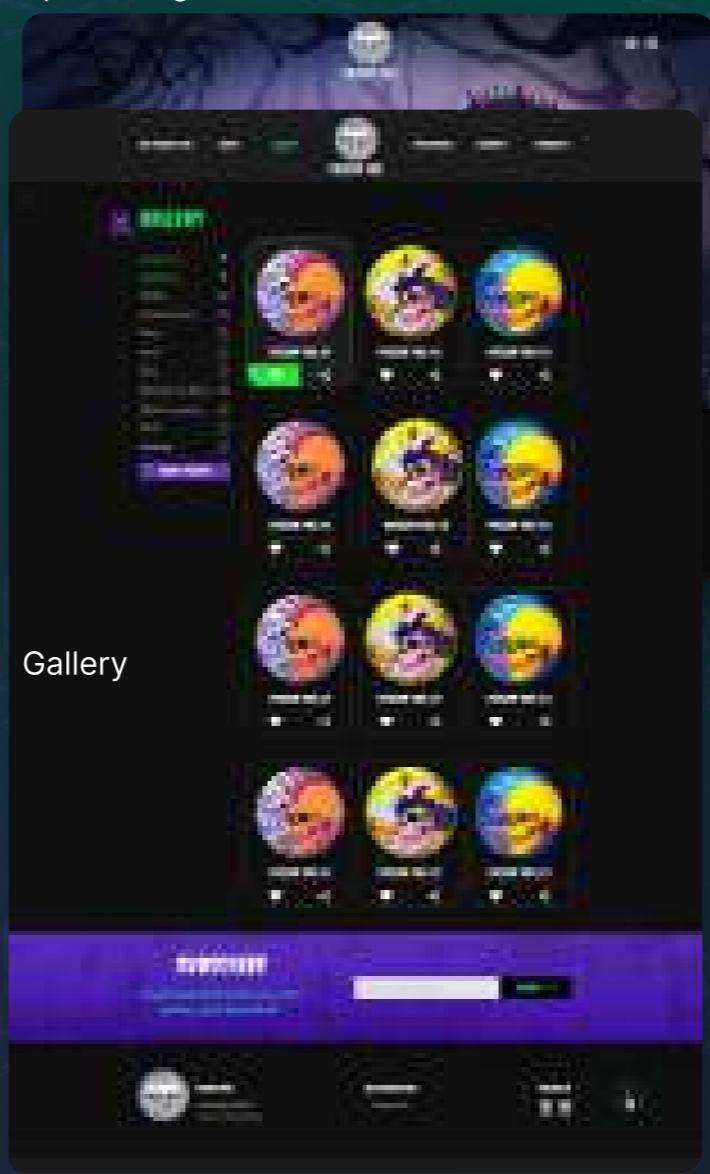


# Poison Pog Web Pages

## Home Page



## Splash Page



## Members Page



## Cubilette Cup

# The Story

Cubilette Cup is the traditional Cuban dice game. We have redesigned thier digital game as well as Cubilette Cup existing website. the client wanted to give the cuban tropical touch to the wesite and display the game play videos to make the website more interactive.

## Our Role

Re Design

Home page Graphics

## Website

<https://cubiletecup.com/>



# Cubilete Cup

# Web Pages

## Home Page



Home Page Continue



## Carabinas



Rules Page



2020 - The Game

# The Story

**2020 - The Game** is an exhilarating board game based on all the thrilling events and incidents of 2020. We have designed the whole board game from start to end and a website for the same.

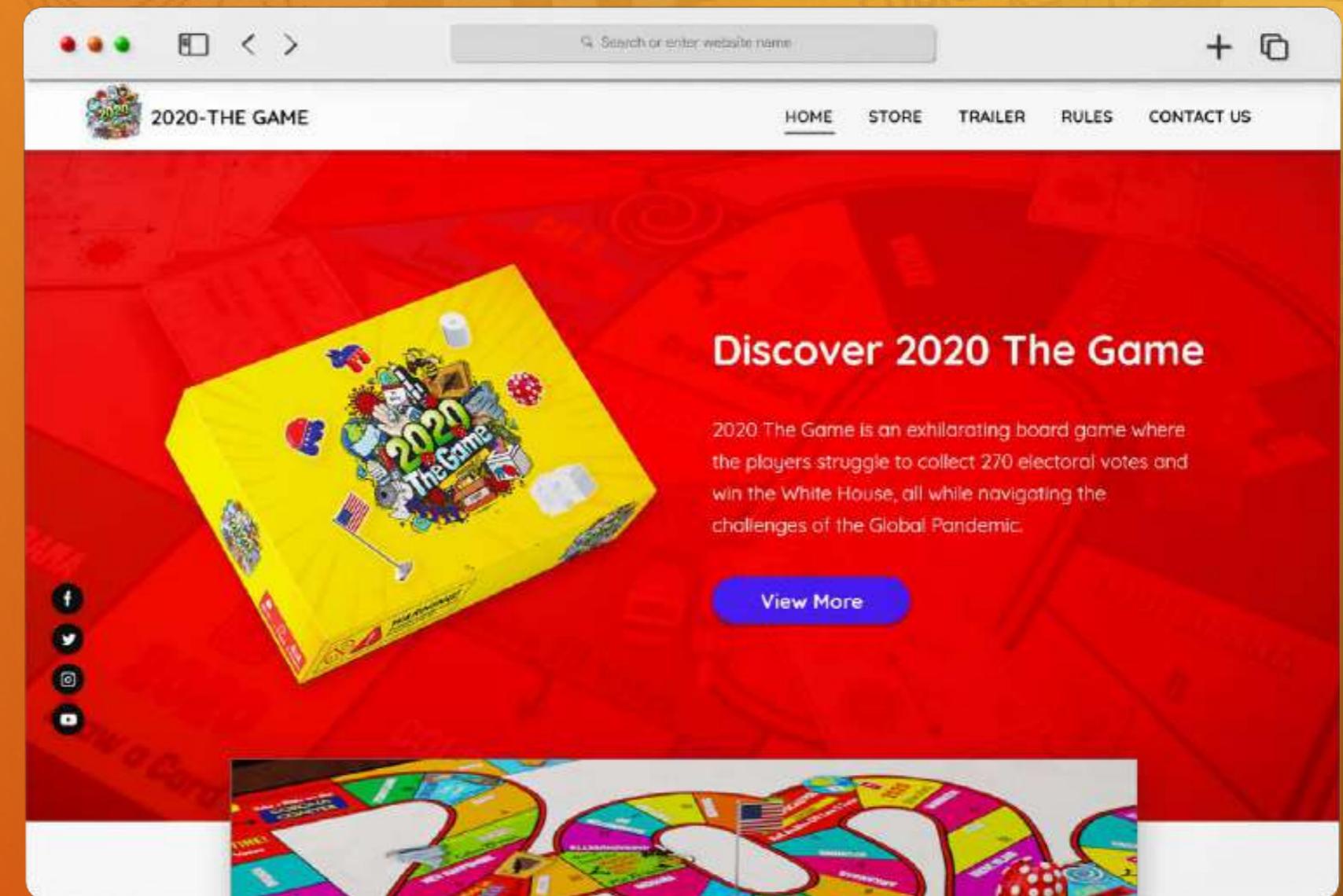
## Our Role

Website Design

Product design

## Website

<http://2020-thegame.com/>



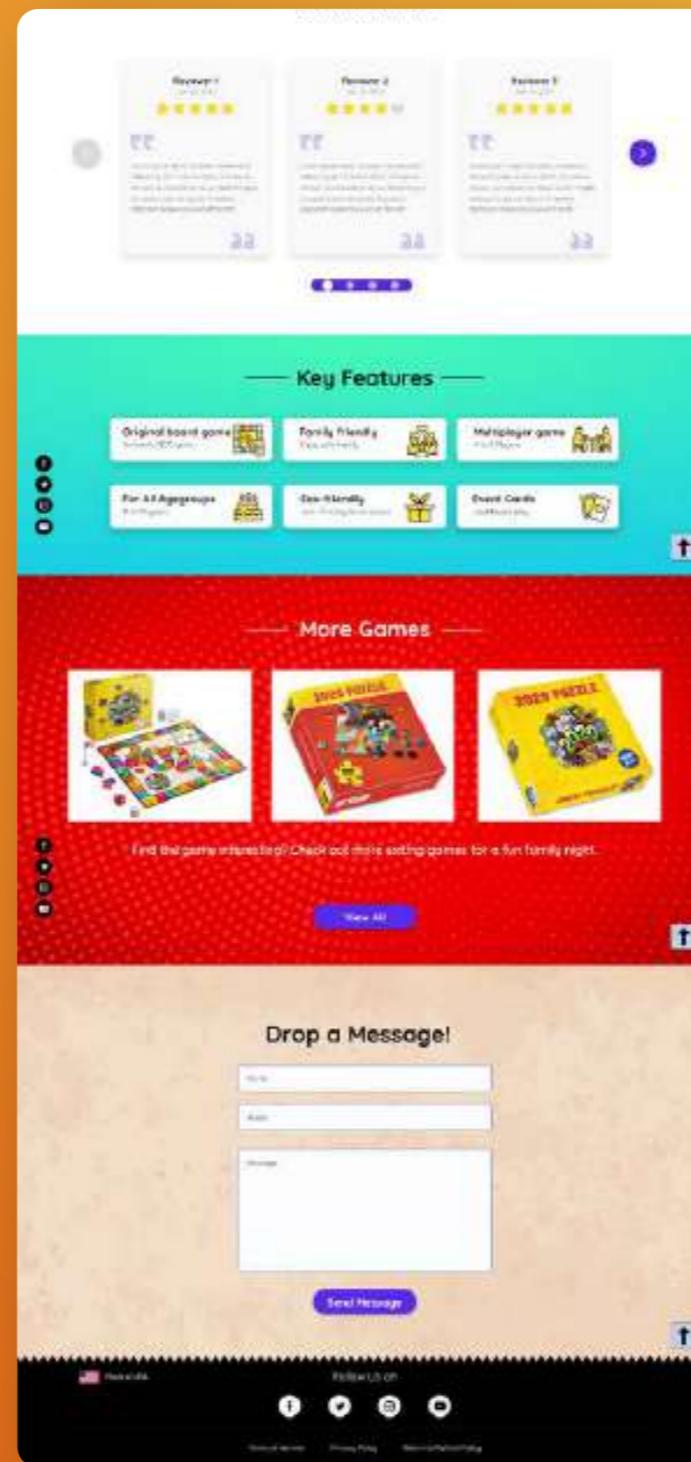
# Cubilete Cup Web Pages

## Home Page



The home page features a large image of the board game board. Below it, a section titled "Discover 2020 The Game" includes a "View More" button. A "2020 : The Introduction" section contains text and a "View More" button. At the bottom, a "The 2020 Corona Coaster" section includes a "View More" button. The footer contains a "Testimonials" section with three reviews and a "View More" button.

## Home Page Continue



This screenshot shows the continuation of the home page. It includes a "Key Features" section with icons for Original board games, Family friendly, Multiplayer games, For All Agegroups, Child friendly, and Event Cards. Below this is a "More Games" section with images of other board games. A "Drop a Message!" form is present, and the footer features social media links and a "Follow Us" section.

## Store



The store page displays a grid of board game products. Each item has a thumbnail, a title, a brief description, and a "View Product" button. The layout is clean and organized, typical of an e-commerce store.



# Thank You!

For Exploring Our Work

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