Lineup Redesign

Stakeholders: Flavio, Felipe Mendes, Ana Costa, Rodrigo Bellao, Arthur, Julio, Piccini

Initial concerns:	Questions:
● Hard to understand how you're overall build is being affected when changing individual items ● Are characters, strings, and skins button represented the best way?	1. How do you expect players to use this screen? How do you use this screen? 2. Are you aware of users expressing issues with this screen? 3. What matters to you most in the Lineup design? 4. What problems do you have with the current design? 5. What is working well currently? 6. Can you think of any comps that do this really well?

Interviews:

Felipe

- Main uses often checks for upgrades/notifications, hardly uses different characters, never uses strings section (only on match making). Total power not important, uses when he equips another item just to be sure that it didn't change total sum too much
- Hasn't heard a lot of feedback from players - suspects players aren't aware of how it could be better. Character button has a big presence/feels similar to the equipment, strings doesn't feel like a button
- Most important thing is looking at all stats, new unlocked cards, upgradeable cards - seeing what action he can take
- Current problems: strings button not clear, character too disconnected from rest of build, item selection screen takes you out of context from build, when things are upgradeable the badge persists and can create a lot of noise,
- Character shown is nice, clear when things are upgradeable, attribute icons on each of the items
- Comps? Not really something obvious to compare to. Sort of like Golf Clash

Flavio

- Feels that cards aren't important, stats are most important. Strings are important here, but changes Strings from the matchmaking screen more often. Resets strings to standard/default here. He keeps in mind what stats are most important to him as a player.
- Uses the screen by editing/making tradeoffs, but feels like it's a lot of effort.
- Problems? Too much back and forth between editing/customizing. Difficult to customize because stats aren't shown. Mixed feelings on deck selection - not super important here. Too big, feels too important. Icons don't read immediately clear. Character button feels strange outside of the lineup.
- User feedback? First experience, people don't understand the concept of the strings. Not clear that Strings are a consumable item. Confuse the string for a racket.
- What's working? Equip and Upgrade are good for players with this mental model of decks. Character is nice - good connection to the stats. Deck selection works well.
- Comps are more like RPGs, because the items contribute to a whole.

Ana

- How will success be defined? Having approval of the PMs & Arthur, as well as my conviction.
- Issues: playtested with new players, and they didn't see Strings as a button, players would ignore. Losing context is an issue, but it was an intentional choice.

- What matters most? Individual stats. Knowing which kind of deck it is, ie Serve/Volley etc.
- Has different types of decks in the 3 different loadouts.
- Current issues: does not like the notification badges for the upgrades because they don't clear until you upgrade.
- Wants to be able to rename her different decks.
- Total power is important, but doesn't use it as a rule just a direction. Probably has too much prominence.Total power is important to casual players but not to hardcore/min maxers.
- Working well? Likes the 3D character shown.

Rodrigo

- How do you expect players to use the screen? How do you use it?
    - I expect that casual and heavy players achieve their goals. I'm more casual, and use the stats bars to identify what is improving my character.
- Aware of issues?
    - People don't understand all of the information and the impact on the game. Too much information.
- What matters most to you here?
    - Being able to quickly compare and equip items
- What problems do you have with current design?
    - Stats are difficult to remember. I don't see a clear impact on my character. It's not visual and uses too much text.
- What is working well?
    - Character visualization is nice. Easy button access on the bottom of the screen.
- Comps?
    - Archero

Arthur

- How do you use it? How do you expect players?
    - Checks for upgrades, explores different builds. Looks at stats to improve. Goes between items to figure out the best build, looks for better items. Only upgrades things he's currently using.
- What matters most?
    - Seeing the upgrade bars, knowing when upgrades are available. Build stats are important
- Aware of issues?
    - Players don't tap on the strings button. Believes how different it is makes it less obvious to notice. Has an opposite effect. Always forgets he can change strings here.
- Problems with current design?

- Besides strings button, Lineup changes too easily when tapping around. Difficult to build a tournament build when the tournaments cap your build. Cards are not super memorable so it makes it hard to copy a deck.
- What's working well?
    - Hierarchy of information is well organized. Stats on top of everything, have a fair amount of real estate. Small icons on cards work well, to see at a glance which attributes/stats they affect.
- Comps: Clash Royale, Golf Clash, Castle Crush

Julio

- How do you use it? Experimenting with other builds, swapping pieces out. Trying all 3 builds. Doesn't change the character much. Checks screen to remind him what is active. Upgrades items, checks for upgrades. He doesn't pay attention to the aesthetic/the 3D character.
- Problems: equipping brings me back to the options, not obvious you can play with other characters (easy to invest in 1), String button not obviously a button, Loadout buttons not sleek, weird that character button sits outside the loadout, upgrade notifs can overpopulate and not dismiss, too colorful (stats bg changes with environment), shape inconsistency with Character card (rectangle vs hexagon), not clear to see how much you can upgrade an item if you have multiple cards and can't tell how good your next level will be (delta), some fonts get too small, could separate the stats and group into pairs
- Most important: being able to quickly make a new build, quickly seeing whats selected, total power is somewhat important
- Working well: icons when being able to compare stats between items, card art is nice,

Luiz

- Main use: managing lineups (3 different types: regular, tournament and experimental). Focusing on stats, comparing stats between builds, then figuring out
- Can't see how individual items are affecting the build overall, tedious to go back and forth
- People get confused about 3 lineups, which one is currently active. New players don't notice they have 3 different builds
- Small % of players don't understand that you have to equip the item, think upgrading applies to all items of the categories, and all affect character at once
- Difficult to compare different character - archetypes aren't obvious
- Wants to be able to compare between different builds more easily
- Being able to quickly read my stats is working pretty well now; being able to see your individual items to your overall stats is also good; being able to see their levels at top
- Seeing strings here is not important - changing strings from the matchmaking is more useful (how many players change their string here?)

Summary/Interpretation:

1. *How do you use and how do you expect players use this screen?*

   For the most part, everyone uses the screen in order to experiment with and play with options for different lineups. Some people have 3 very distinct builds for different purposes (such as Tournament and Experimental builds).

   It is important that we make the usability of swapping items a very easy and seamless experience.

2. *Aware of issues from players?*

   There are a few cases of specific issues that have been noticed by actual players. One being that players are confused about which Lineup is currently active. Some new players don't even notice that there are 3 different builds. It is not clear that Strings are a consumable, and sometimes confuse the String for the Racket. Overall, we suspect that there is an overload of information which is difficult to parse.

3. *What matters to you most?*

   Most people reported that it's important to be able to easily compare stats and see what's upgradeable. There is a strong desire for the experience of experimenting with the builds to be streamlined and the effects of changes more easily understood.

4. *What problems do you have with current design?*

   Overall, there were a lot of issues called out in the current design. As mentioned above, the context-switching when going in and out of swapping an item is a shared concern. Other common issues were that the Strings button isn't obviously a button, the character feels disconnected to the items, and there is a tendency for a lot of noise when there are many items upgradeable at the same time. Some one-off issues reported were that the icons are not immediately clear, stats are difficult to remember, there is too much text, and issues with the UI design in regards to color and shape consistency with character selection.

5. *What is working well?*

   It is clear when something is upgradeable. Nearly everyone agreed that the 3D character is a nice addition to the screen.

Principles:

The main purpose of this UI is utility - allowing you to quickly experiment and customize different build options.

1. Intuitive
   - No question what is/is not a button. Expectations match reality.
2. Seamless
   - Remove unnecessary friction, feels smooth and snappy.
3. Clear
   - Solid information hierarchy. Notifs remain clear, text is always legible.

Comps:

Mortal Kombat 11, Destiny 2, Ghost Recon Breakpoint, Assassins Creed Odyssey, CoD Mobile, Golf Clash, Clash Royale

LOADOUT - MULTIPLAYER

★2

M4

Knife

Special Ops 1

★3

★9

★4 ★6 ★12

1 ✓ 2 3 4 5

LOADOUT 1

DEFAULT COPY

ATTACHMENT ATTACHMENT ATTACHMENT

MAIN MENU   LB Map Quests **Inventory** Abilities Ship Mercenaries Cultists RB   STORE

33544   151   276   48   427   0   170   210   39

GEAR CAPACITY : 39 / 350

37   39   39   38

39   38

36

HEALTH   **HUNTER**   **WARRIOR**   **ASSASSIN**   ARMOR
34627   DAMAGE   DAMAGE   DAMAGE   4661
         5218   3541 — 4093   49839

B BACK   QUICK SAVE   TOGGLE HEADGEAR   DETAILED STATS

opm_nath

3

90

A L P H A
opm_nath

LEVEL
3

DEFENSE
63

Dismiss

LOADOUT

5
SOLDIER

ASR MK1
553 | 7

DMR MK1
FRF2 | 9

HDG MK1
P227 | 1

INVENTORY

SHOW PINS
REMOVE PINS

0

1 | HANDWEAR
Oakley SI Assault Gloves

1 | VEST
Drone Operator Light Vest

8 | PANTS
Ghost Ghillie Pants

9 | FOOTWEAR
5.11® Fast-Tac® 8" Boot

LOAD WEIGHT | 2/300

SKIN OVERRIDE

9 2811/10000 ➕ 19 383 🪙 ➕ 85 💎

Battle Deck | Personalize

👑 | 1 | 2 | **3** | 4 | 5 | ✏️

3 | **4** | **5** | **5**
Level 9 | Level 8 | Level 10 | Level 9
⬆ 485/800 | ⬆ 93/100 | ⬆ 109/1000 | ⬆ 318/800

4 | **5** | **2** | **6**
Level 9 | Level 9 | Level 9 | Level 8
⬆ 0/200 | ⬆ 33/200 | ⬆ 273/800 | ⬆ 34/100

Average Elixir cost: 4.3 🟣

Card Collection
Found: 58/95 | By Level

🪙 17d 13h
Battle Healer
CARD LEVEL BOOST

Released in **18 days**

The card will be boosted to your King Level for the duration of the season.

🃏 1 | ◀ Cards ▶ 7 | ⚔ | 👥 | 🏆

⚙ | ➕ | 438 👑 | ➕ | 34 💎

YOUR GOLF BAG

CLUBS | BALLS

Driver	Wood	Long Iron	Short Iron
BEGINNER DRIVER	BEGINNER WOOD	BEGINNER LONG IRON	THE APACHE
Starter Club	Starter Club	Starter Club	1 2/4

Wedge	Rough Iron	Sand Wedge	Putter
THE DART	BEGINNER ROUGH IRON	BEGINNER SAND WEDGE	BEGINNER PUTTER
3 4/20	Starter Club	Starter Club	Starter Club

DRIVER (TEE SHOTS ONLY)

Selected			
BEGINNER DRIVER	THE ROCKET	THE EXTRA MILE	BIG TOPPER
	🔒 TOUR 1	🔒 TOUR 2	🔒 TOUR 3
Starter Club	Not Found	Not Found	Not Found

THE QUARTERBACK	THE ROCK	THOR'S HAMMER	THE APOCALYPSE

8 | 3 | 🏌 | 🏠 | 🛒 | ⚔

52   20/20   221783   754

Lv.40

Lv.30

Lv.30

Lv.30

Lv.30

Change Hero

⚔ ATK **913**   ❤ Max HP **5406**

By Rarity	**My Collection**	Fuse

Lv.1   Lv.40   Lv.1   Lv.1   Lv.12

Lv.12   Lv.1   Lv.4   Lv.4   Lv.1

Lv.8   Lv.5   Lv.30   Lv.1   Lv.1
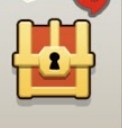
Equipment

What works in current design:

- Seeing stats at a glance
- Seeing level next to individual items
- The 3D character being shown
- Knowing when an item is upgradeable is clear
- Seeing specific attributes on each individual item

Pain Points:

- Strings don't read like a button; little importance here though
- Feels bad when item selection breaks context
- Character feels disconnected
- Icons aren't immediately clear
- Not clear that strings are a consumable compared to the other items
- Upgrade badges can create a lot of noise since they don't clear

Opportunities:

- Improve clarity of currently selected/active lineup
    - *We are missing the explicit intention of a player to choose which lineup they want to play with. By allowing whatever is chosen to be whichever you last clicked, can lead to mistakes and playing with a build you didn't intend to use or confusion for how a build is chosen.*
- Improve clarity of items currently equipped on your player
    - *With an updated visual and interaction design, I believe we can make it even more apparent that these items are what is currently equipped on the player.*
- Don't break context when changing gear (don't obscure stats)
    - *One of the biggest echoes of shared criticism was the context-breaking that occurs when you select an item. Players wish you could see an item's effect on the stats and overall build without having to go "in and out" so much.*
- Improve information hierarchy, de-emphasize Total Power
    - *Currently the layout emphasizes Total Power more than anything else, but this is one of the least important pieces of information on the screen now. With an updated information layout, we can lead the player's eye through the screen more effortlessly and improve the arrangement.*
- Improve grouping (related to above):
    - Better connection of Strings to Racket
        - *Unlike the other items, Strings are a consumable and are essentially a "slot" within Rackets. I believe the visual language of Strings should appear more different than the other equippable items.*

- Everything customizable should feel part of the Loadout section
  - *Everything that is customizable should feel like it's part of the same area. Currently, Character and Skins are separated and this is not ideal.*
- Group related stats to relate to archetypes (serve + volley, FH + BH)
  - *By grouping pairs of Archetypes, I believe we can help teach players that certain stats are related and are best when combined and thought of similarly.*

- Surface player archetype
  - *By surfacing what Archetype the player has created with their choices of Character + Items, we can teach some of the mechanics of the game that may be less intuitive to non-tennis players.*
- Allow players ability to name their loadouts
  - *Other games, such as CoD Modern Warfare, allow players to customize the name of each of their loadouts which provide personalization - a good UX practice.*
- Find opportunities to streamline user flow
  - *When player taps to Equip an item, bring back to top level*
- Make clear which lineup is active
  - *After choosing to Select/Make Active a loadout, it should be obvious which is active*
- Show delta in item stats
  - *When viewing an item, even if it's not currently upgradeable, we should show the next upgrade level on the bar.*

Appendix:

Build archetypes

Competitive Builds	Aggressive Baseliner		Serve & Volley		Counterpuncher	
	Major	Minor	Major	Minor	Major	Minor
	FH + BH	Serve	Serve + Volley	Agility	Agi + Stamina	FH/BH

Viable builds (but not the best)	Fast Baseliner		Serve & Groundstroke		All arounder	
	Major	Minor	Major	Minor	Major	Minor
	FH + BH	Agi	FH/BH + Serve	Agi	All	-

Off-meta builds (rarely used)	Focused fast baseliner		Fast volleyer	
	Major	Minor	Major	Minor
	FH/BH	Agi	Agi + Volley	Stamina

- Consider zooming into areas on the player when selecting certain areas to upgrades
- Consider taking character card out and put the level bar, upgrade level

- Consider loadout for each Character versus 3 loadouts