

GameCircle on Tate

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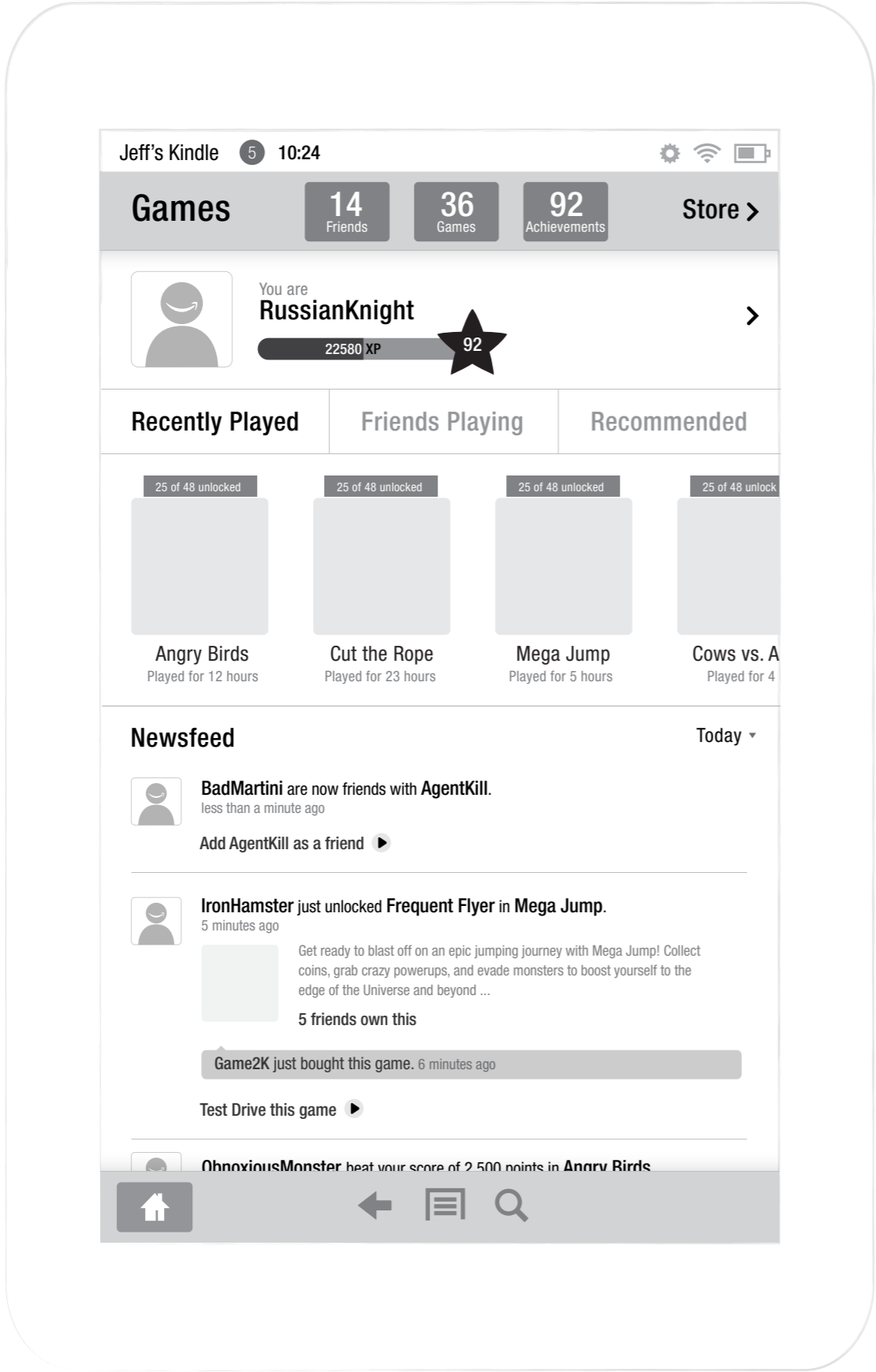
01 / UX Strategy



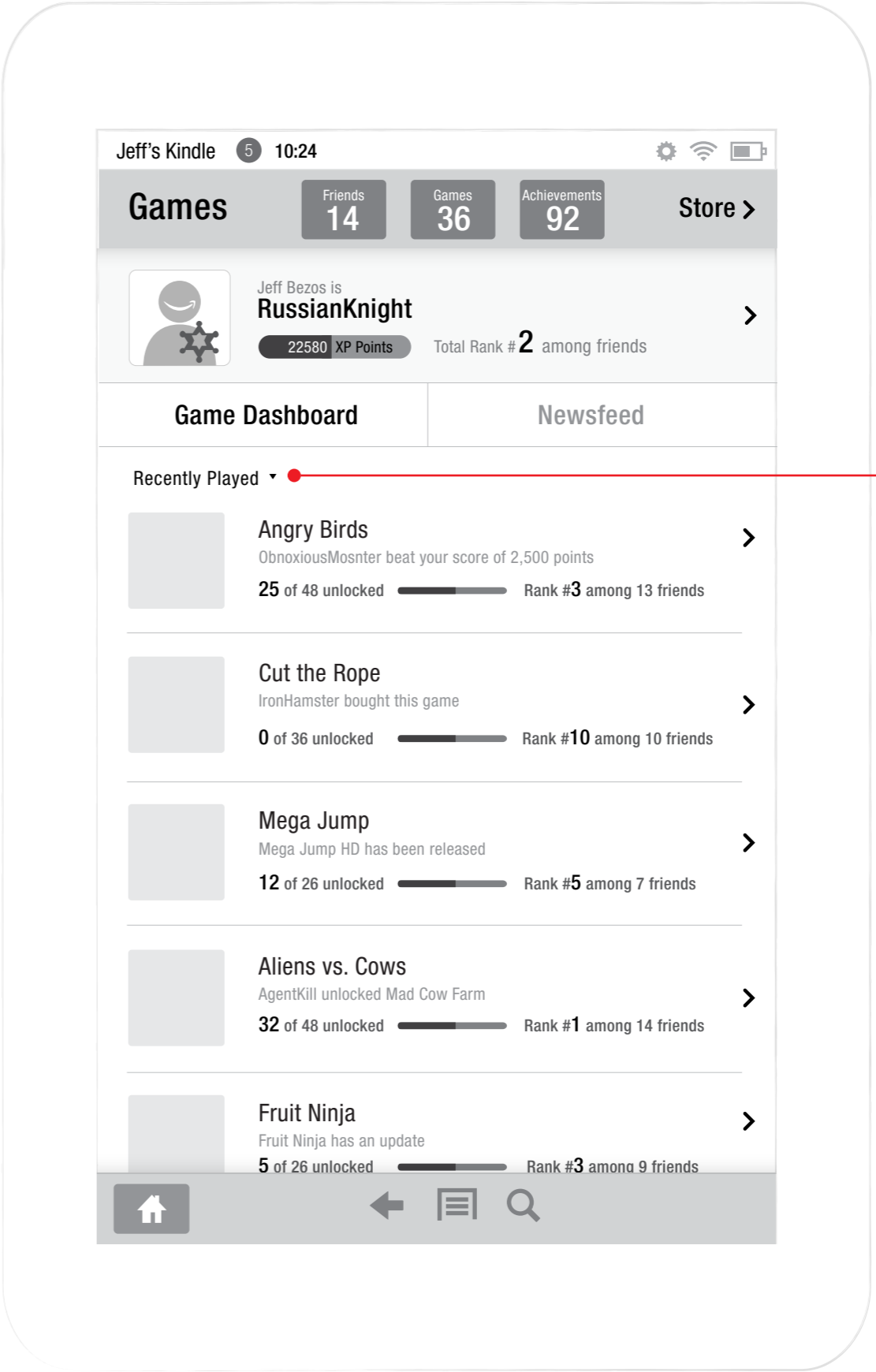
DESIGN GOALS

- Help users find great games
- Make obvious that social is available
- Do not penalize non-social gamers
- Always respect gamers' privacy

02 / GameCircle Home - Portrait

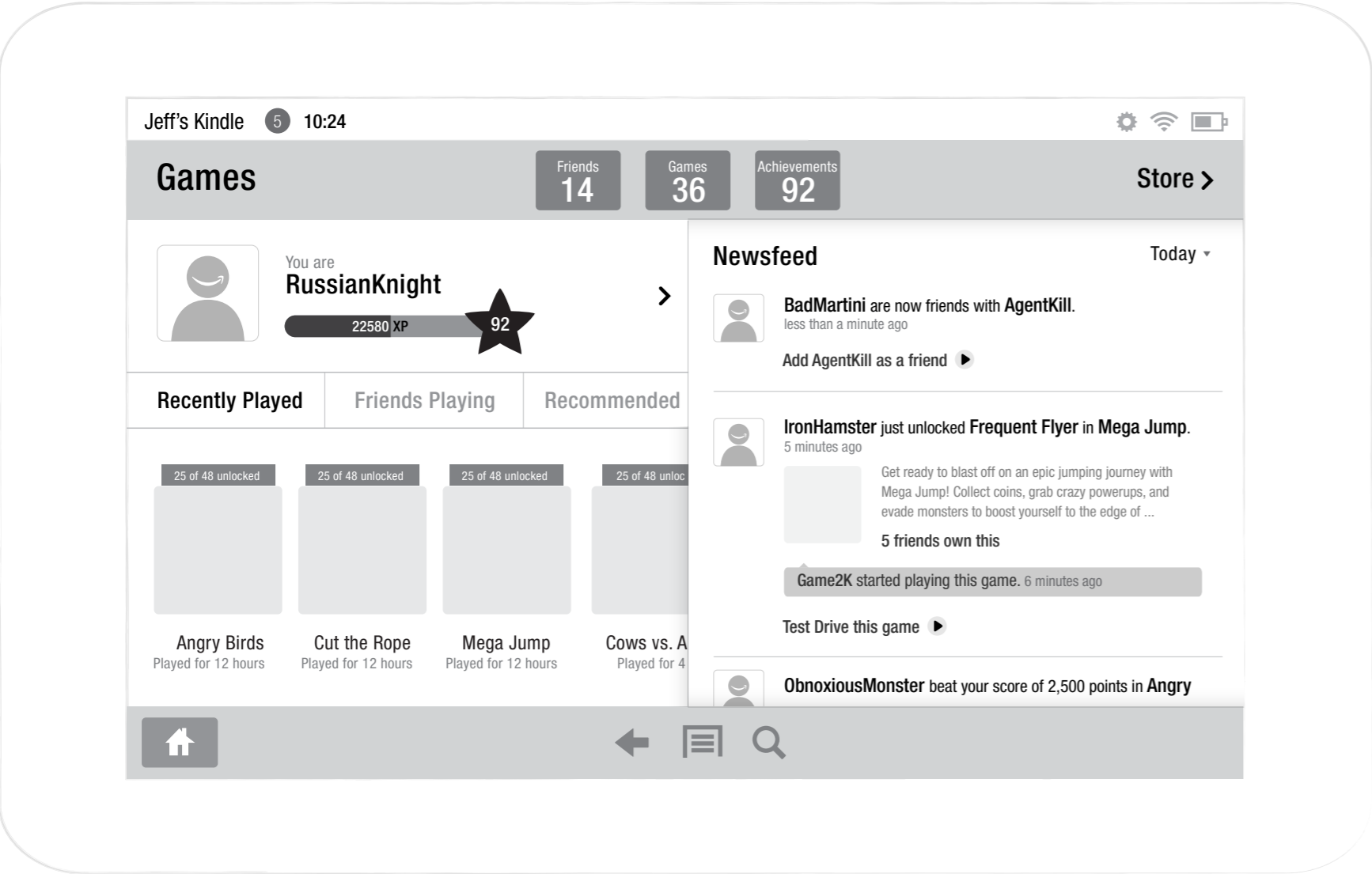


Design Option 1

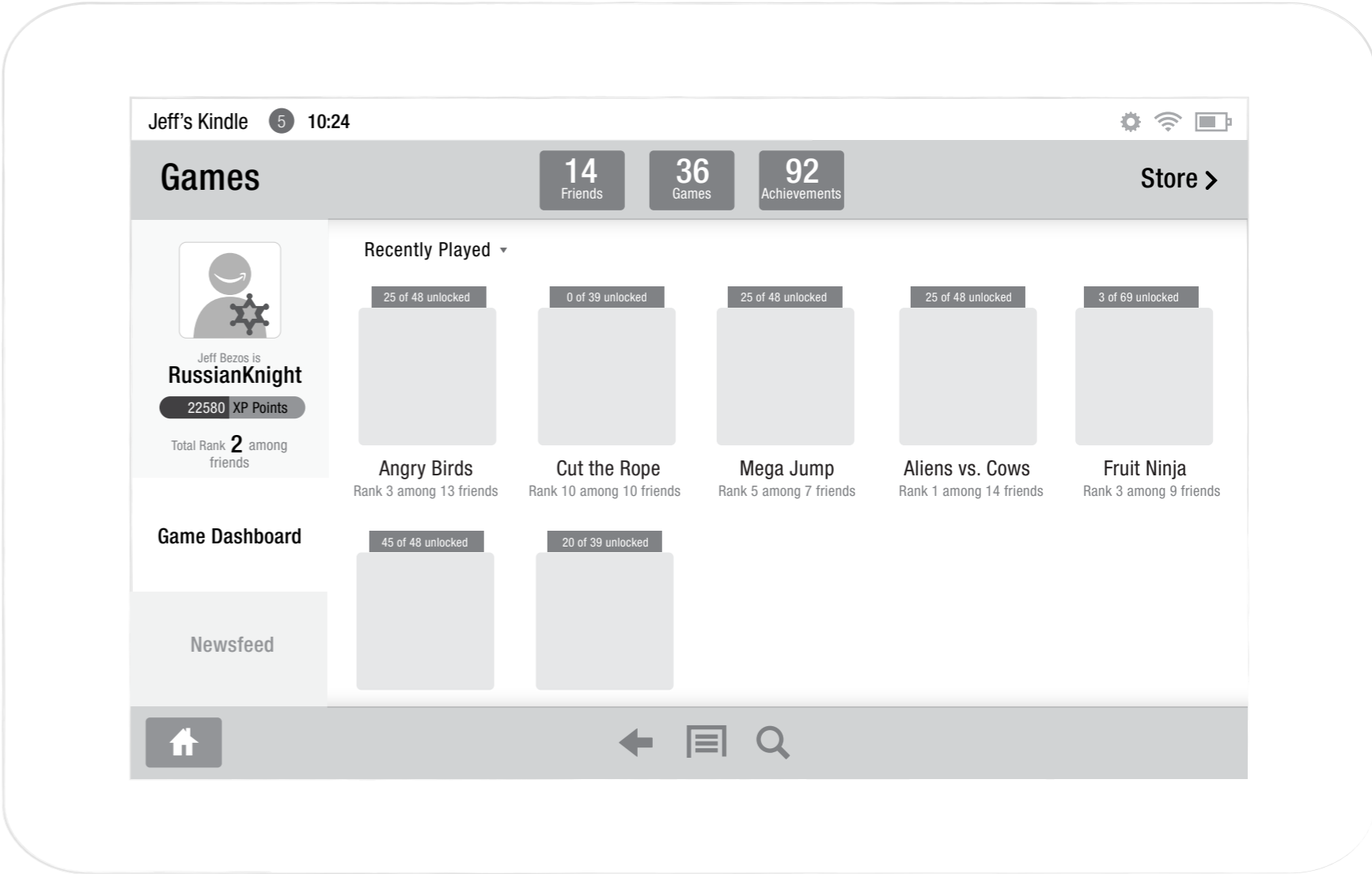


Design Option 2

03 / GameCircle Home - Landscape

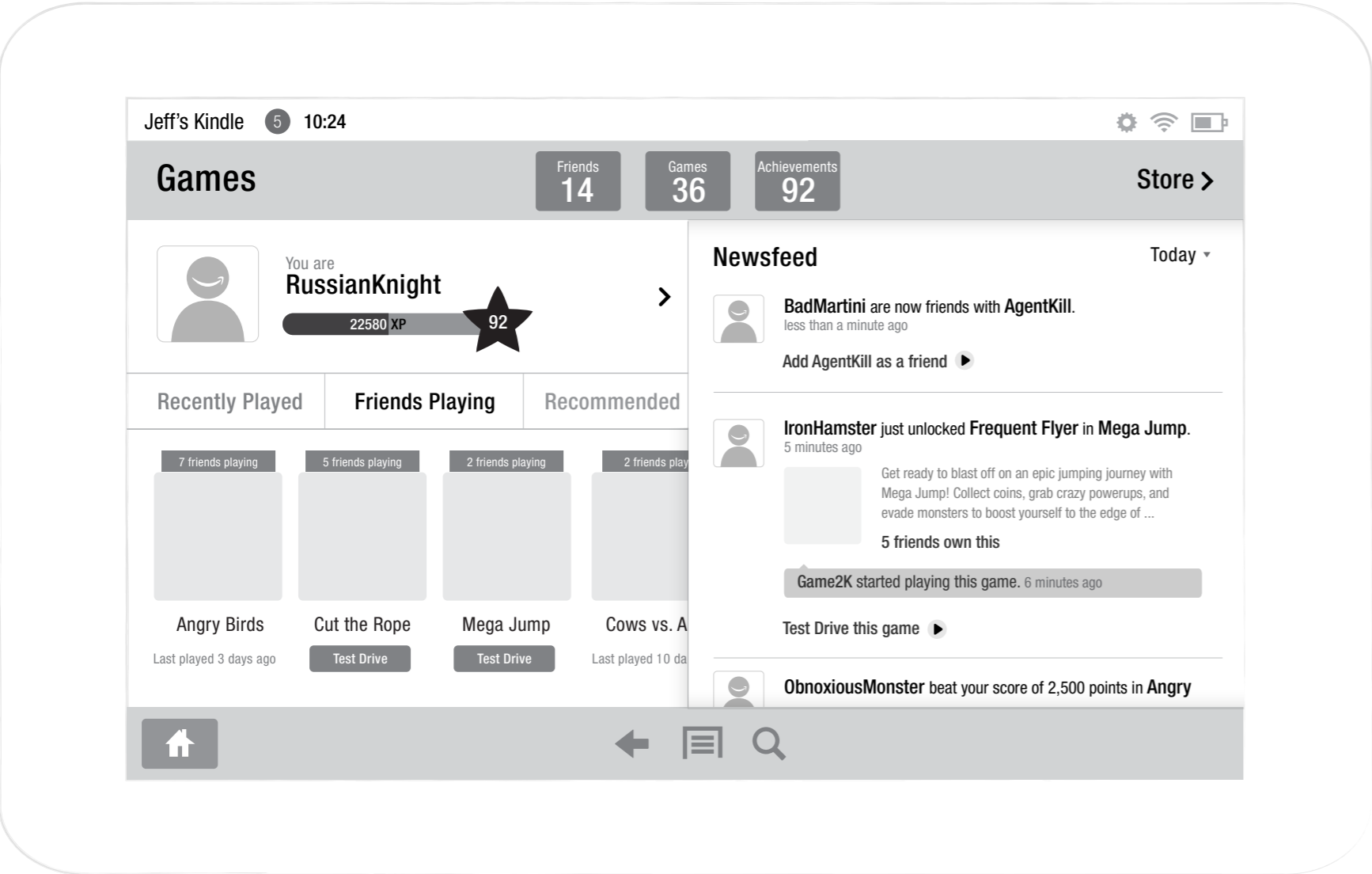


Design Option 1
Recently Played View

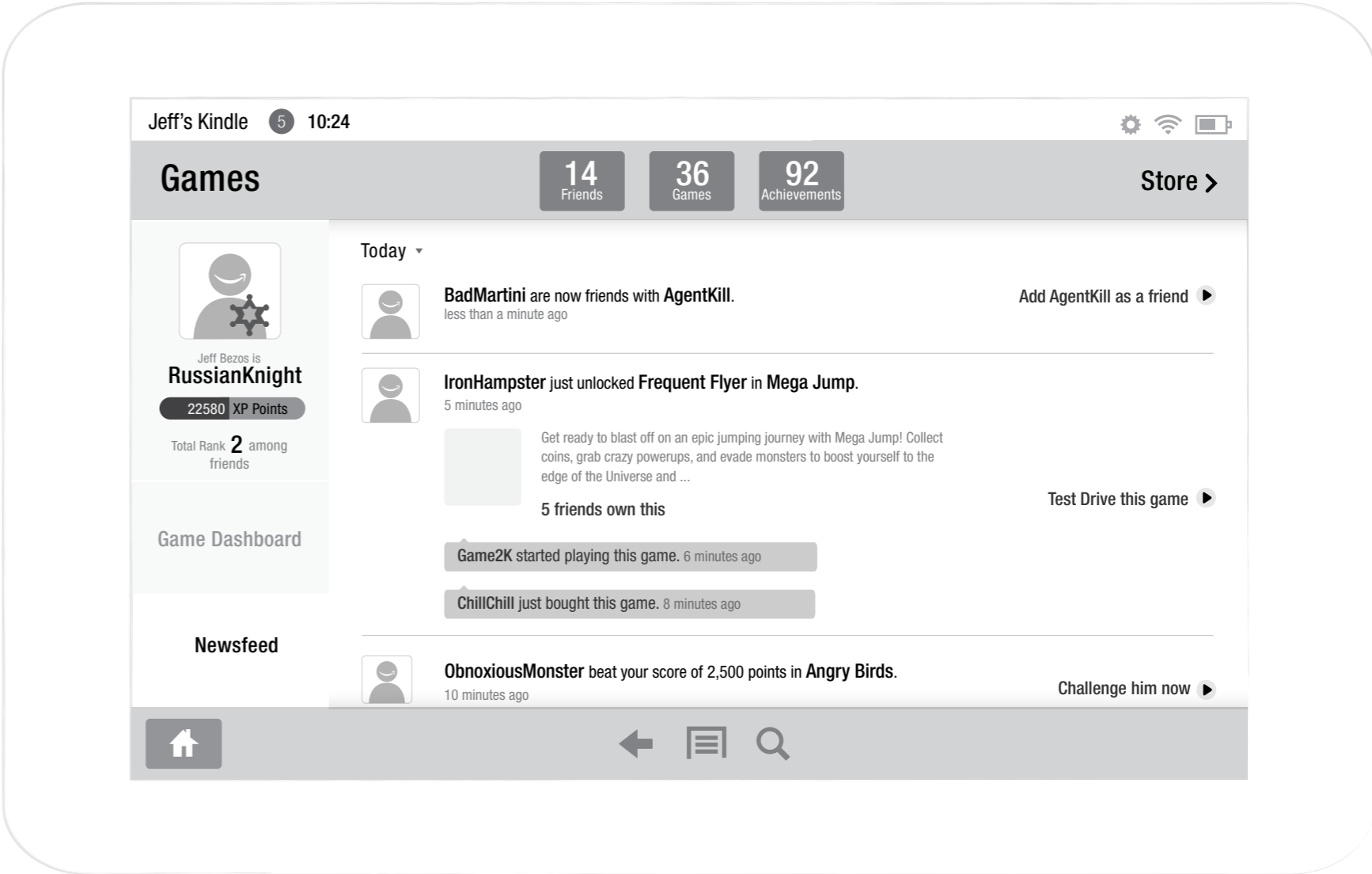


Design Option 2
Game Dashboard View

04 / GameCircle Home - Landscape (Continued)

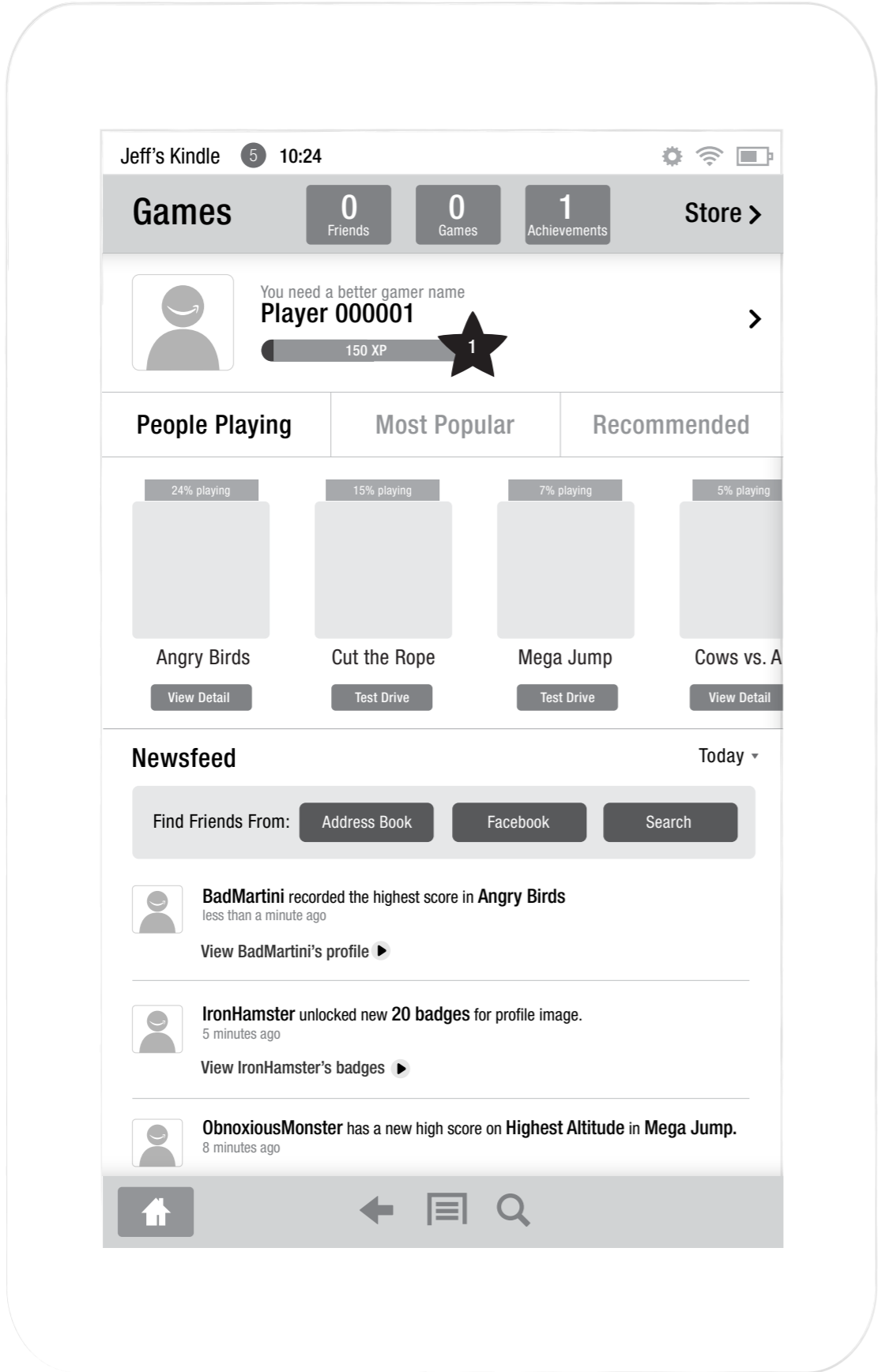


Design Option 1
Friends Playing View



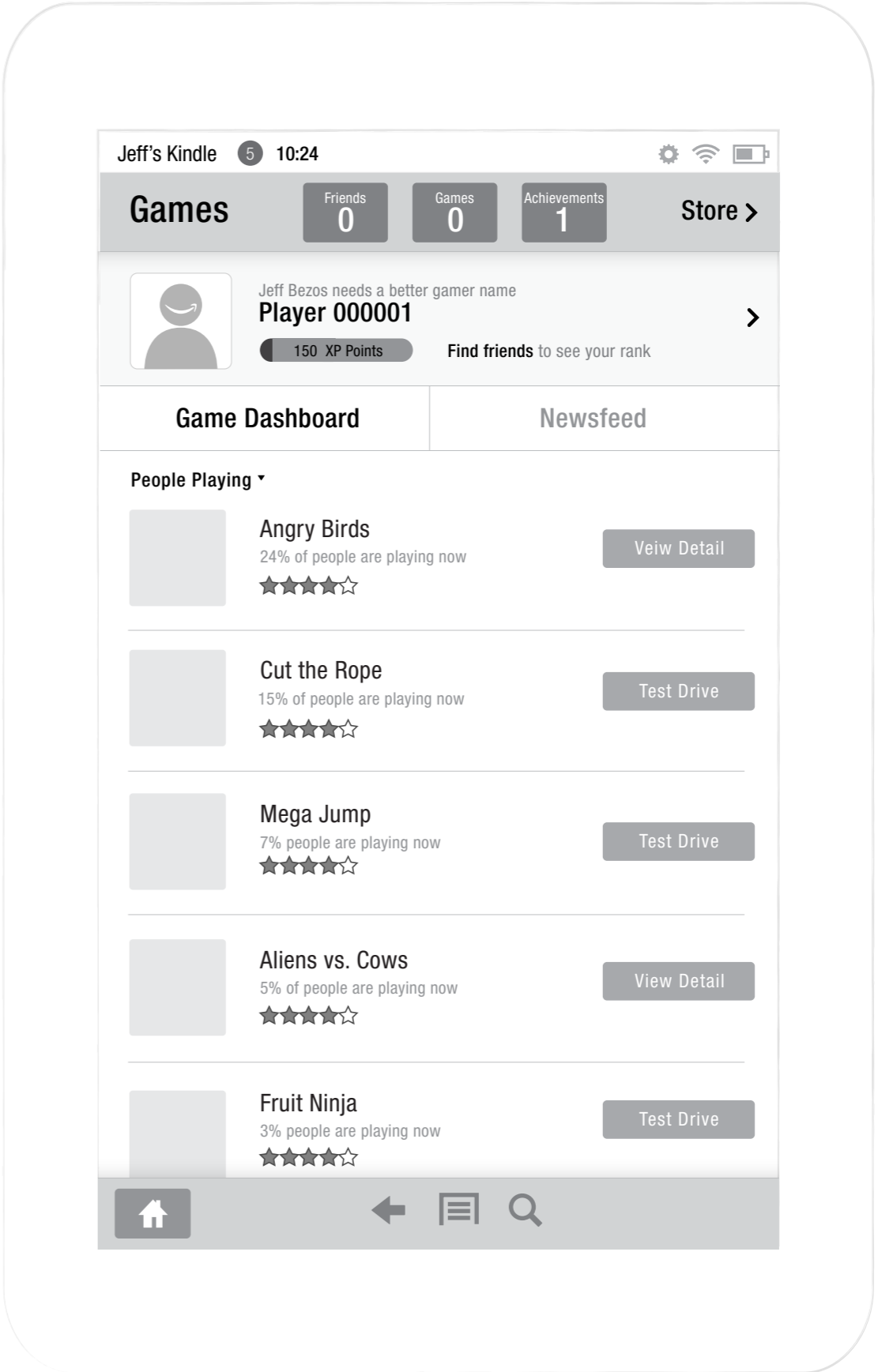
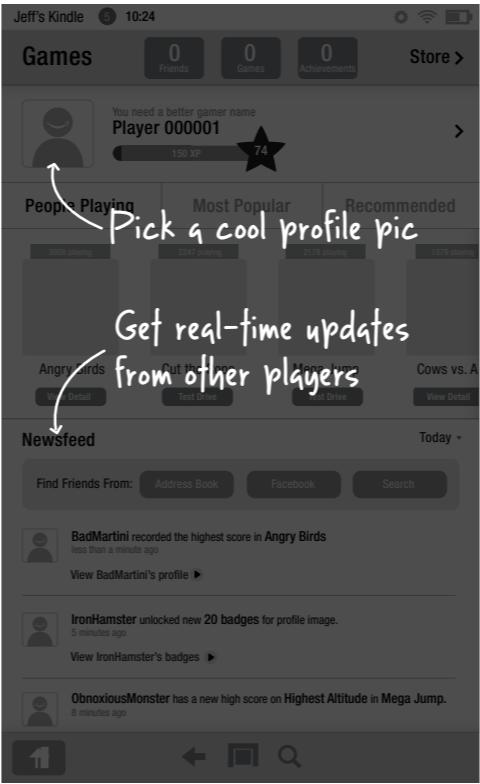
Design Option 2
Newsfeed View

05 / Out of the Box



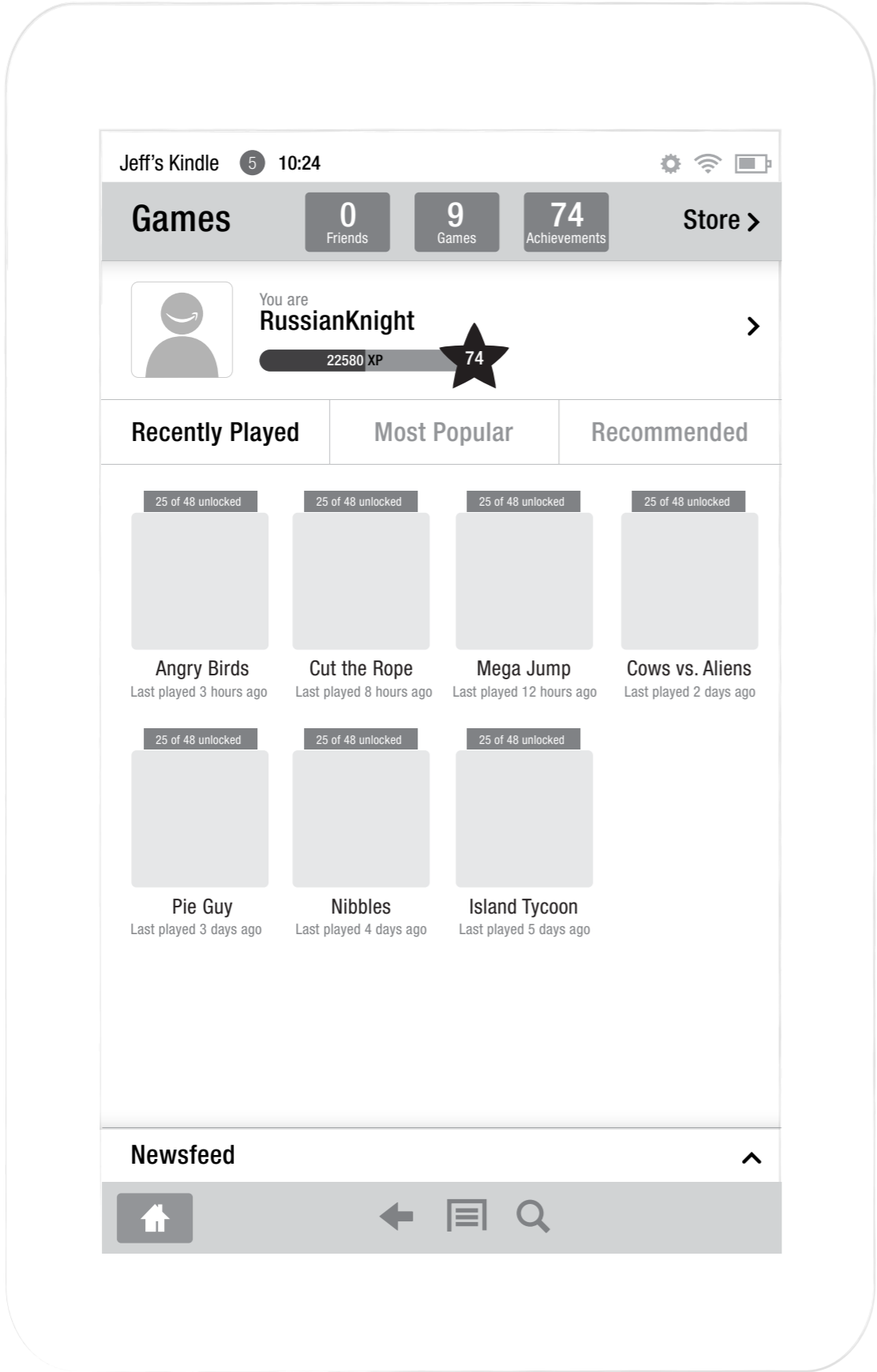
Design Option 1

Overlay tutorial could be used for the first-time customer as follows.

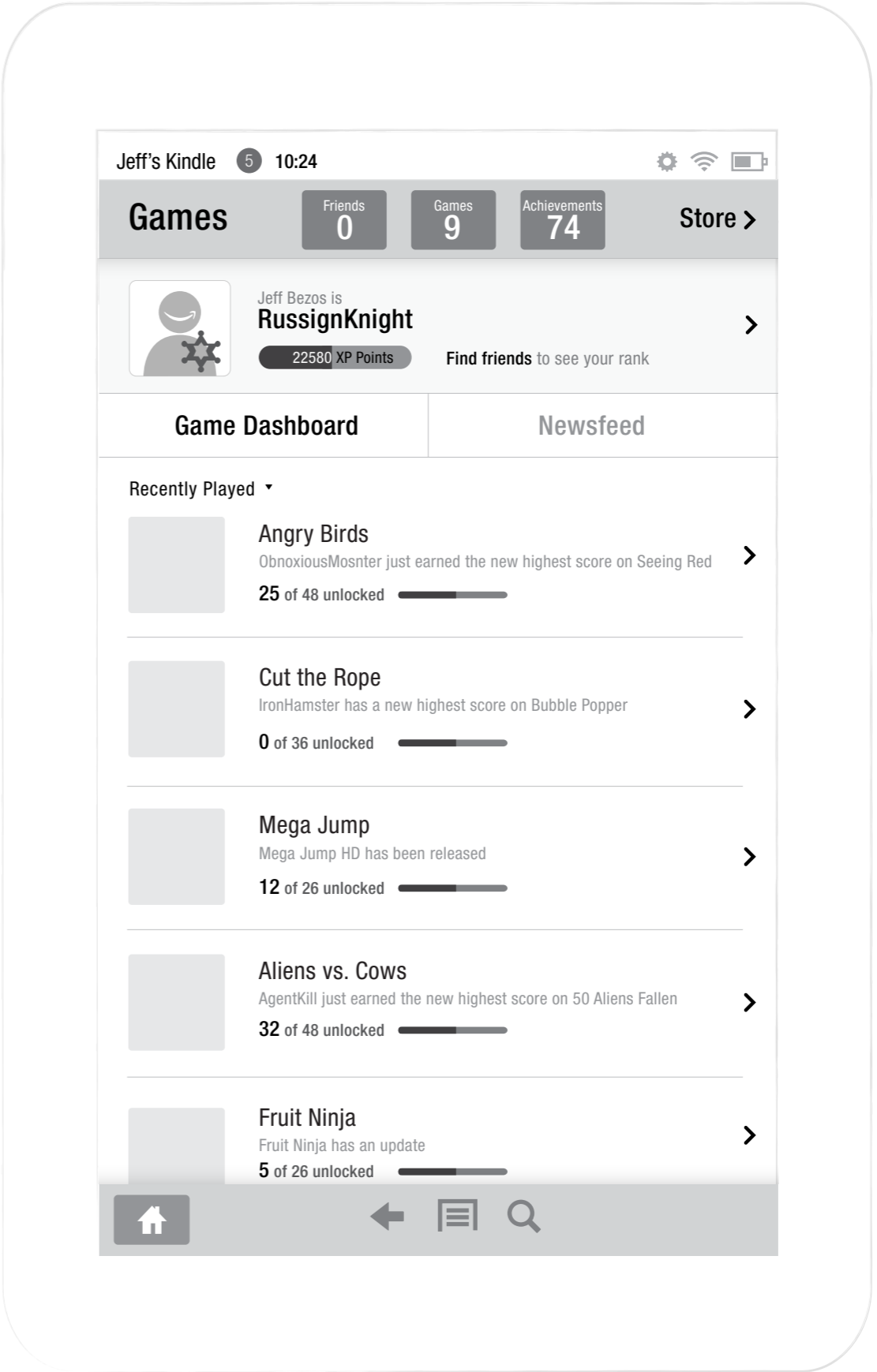


Design Option 2

06 / Non-Social Gamers

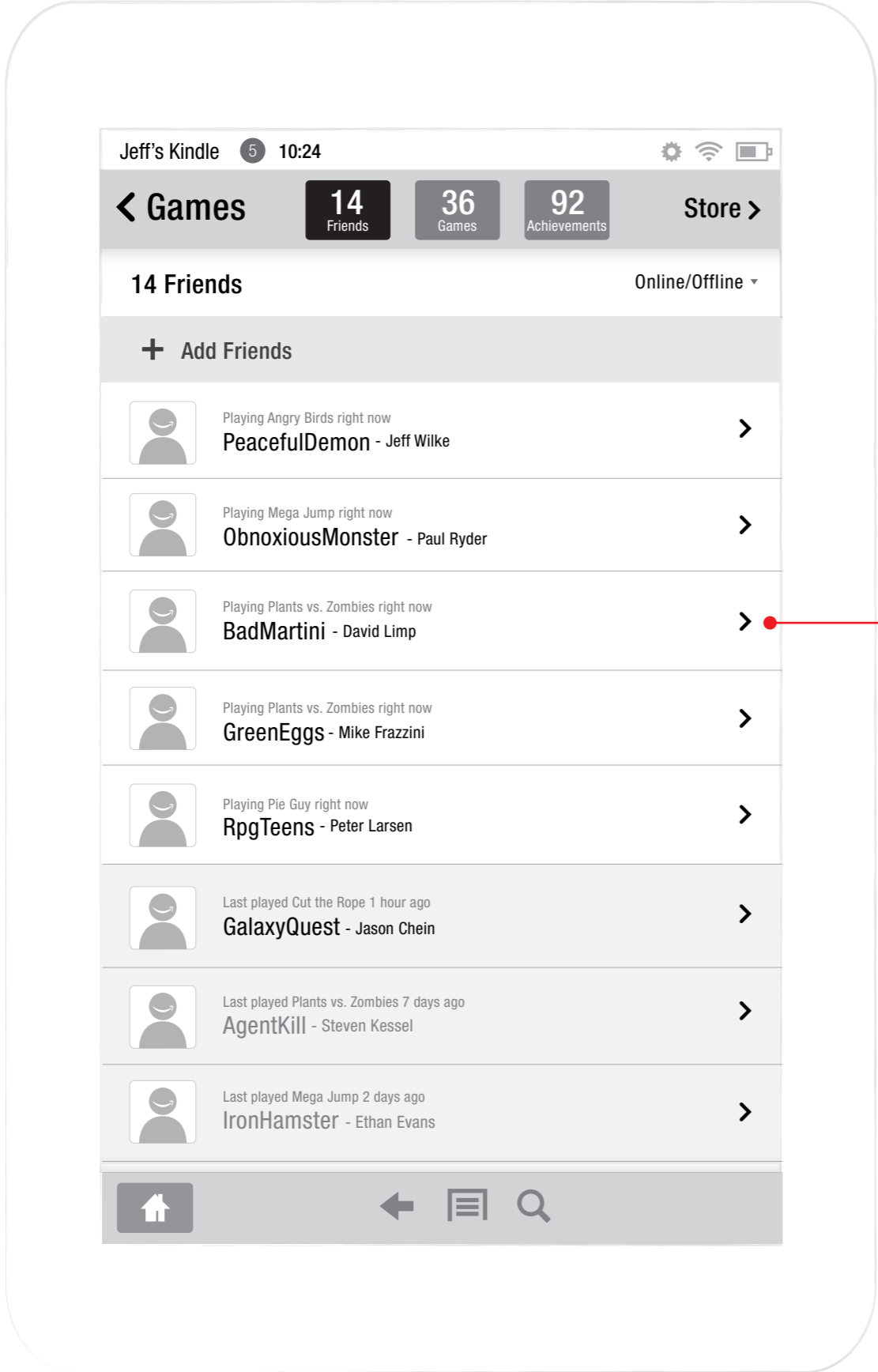


Design Option 1

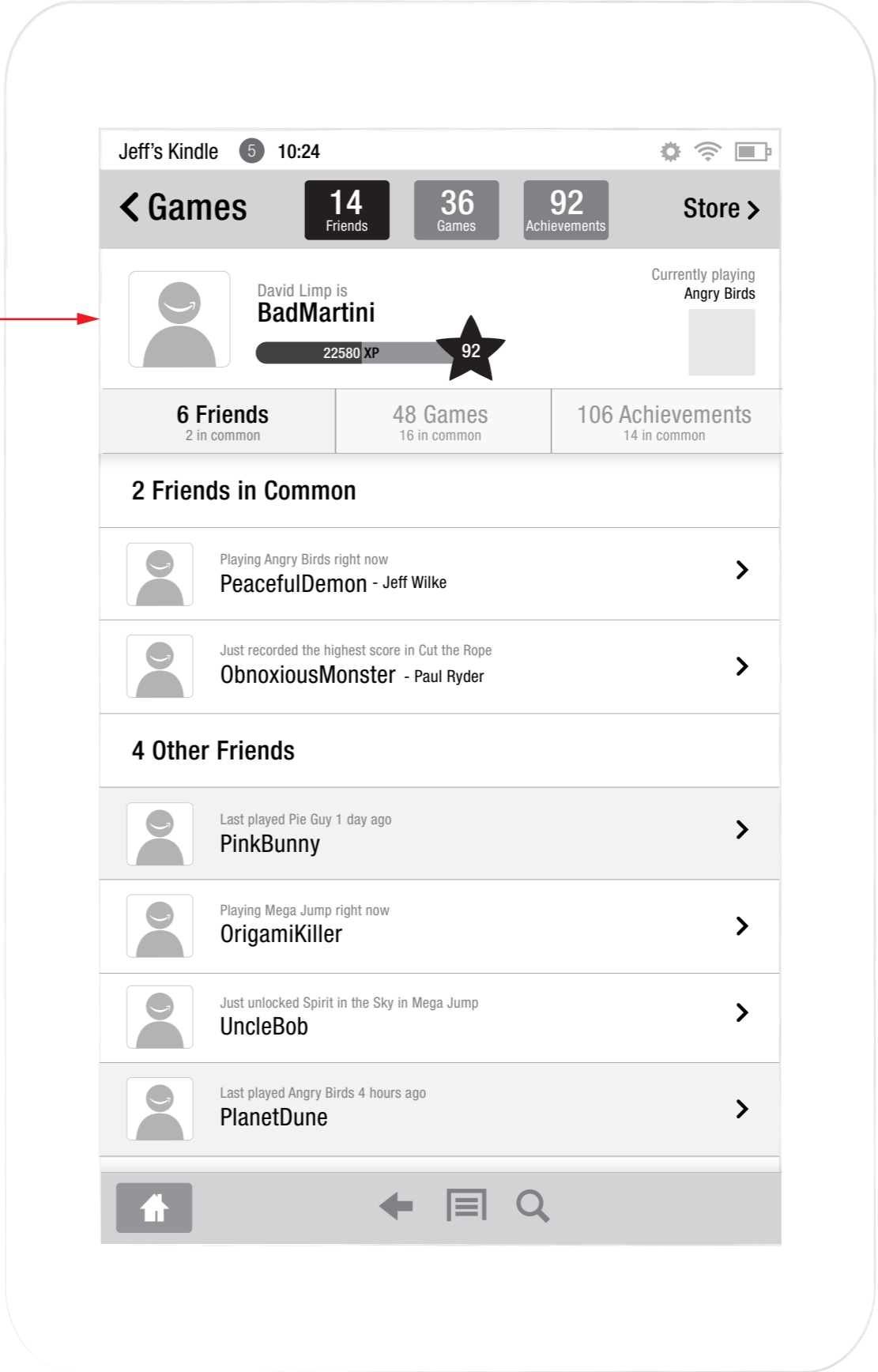


Design Option 2

07 / Friends

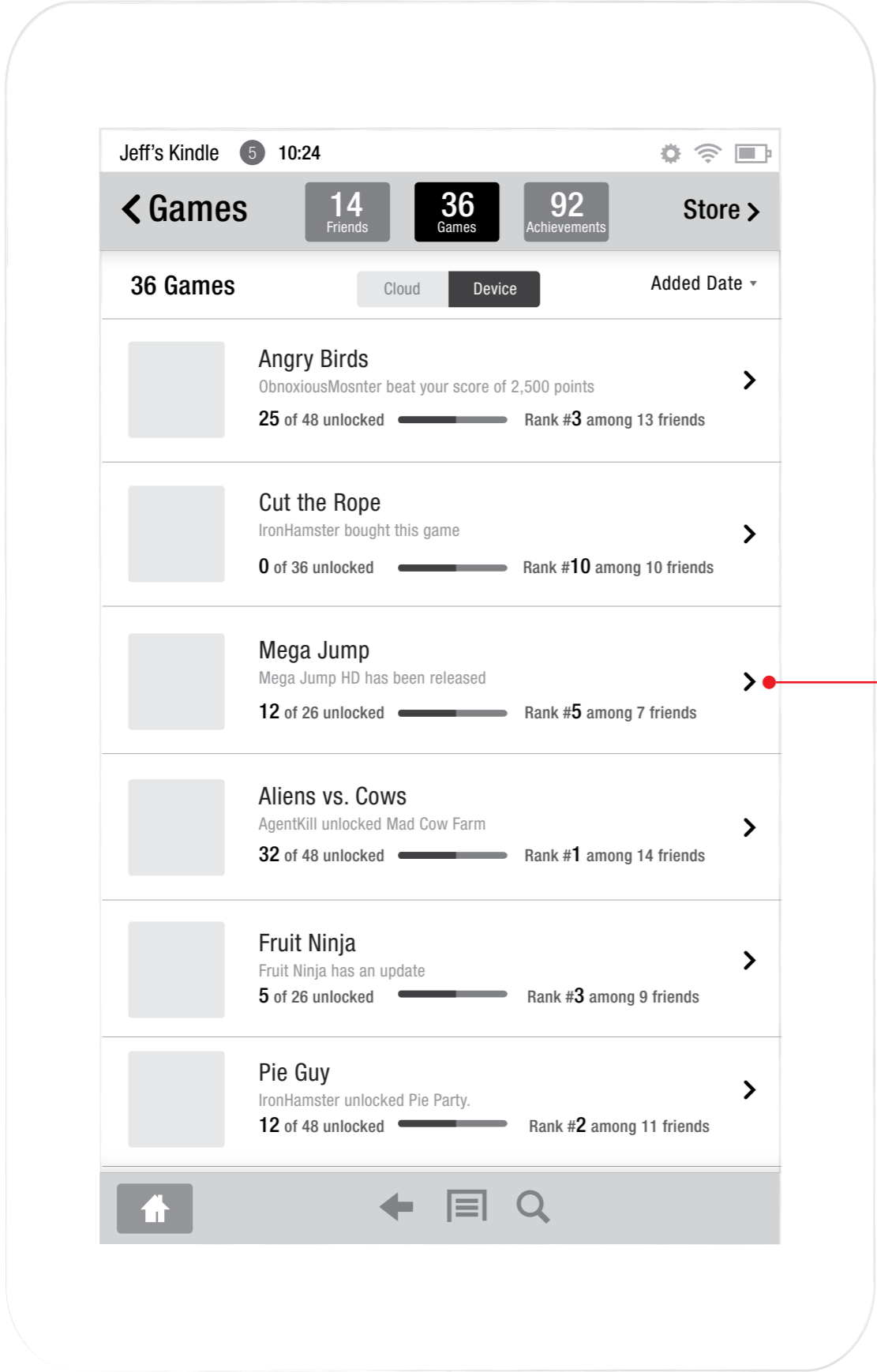


Friends List

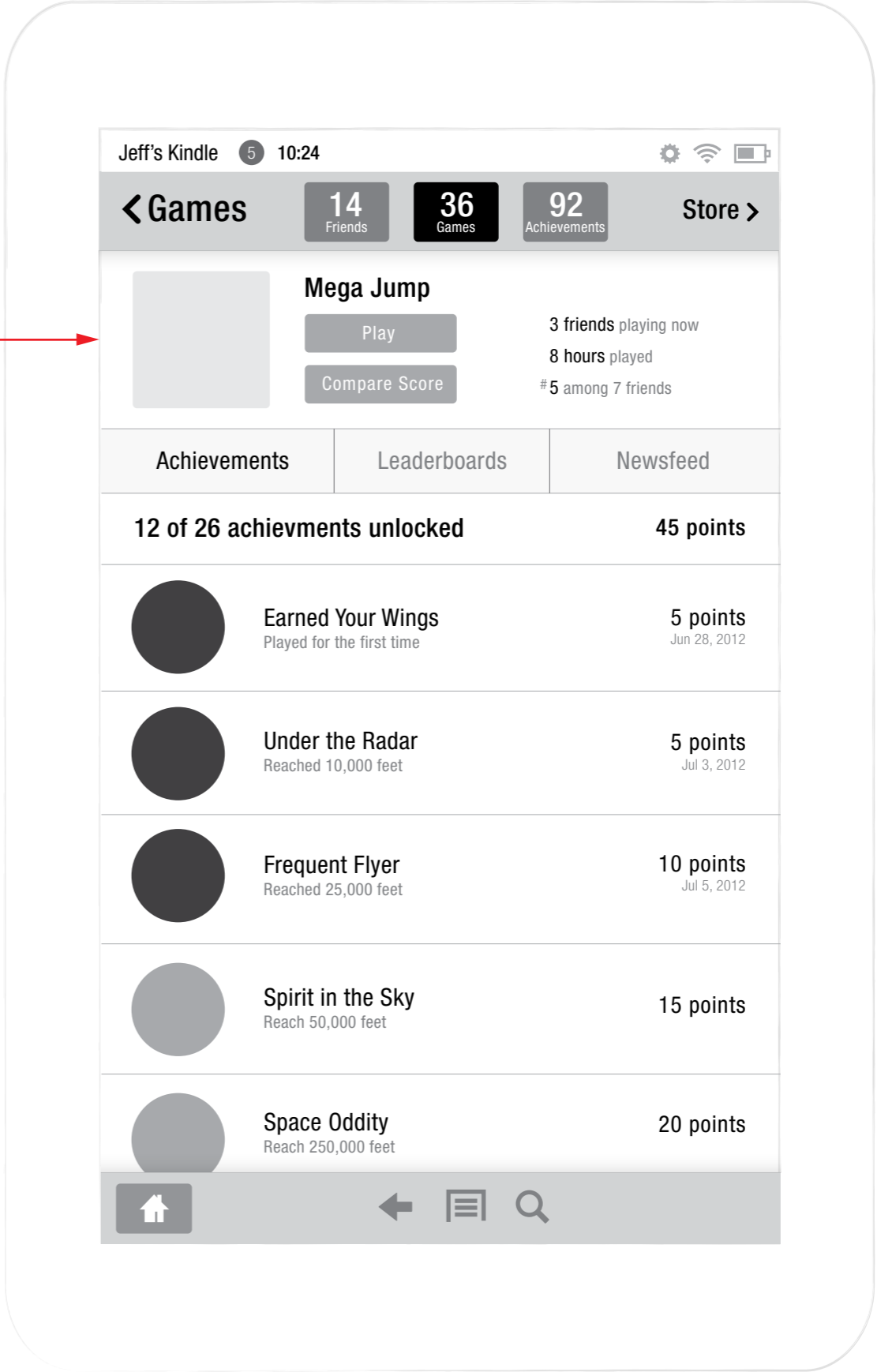


Friend Detail

08 / Games

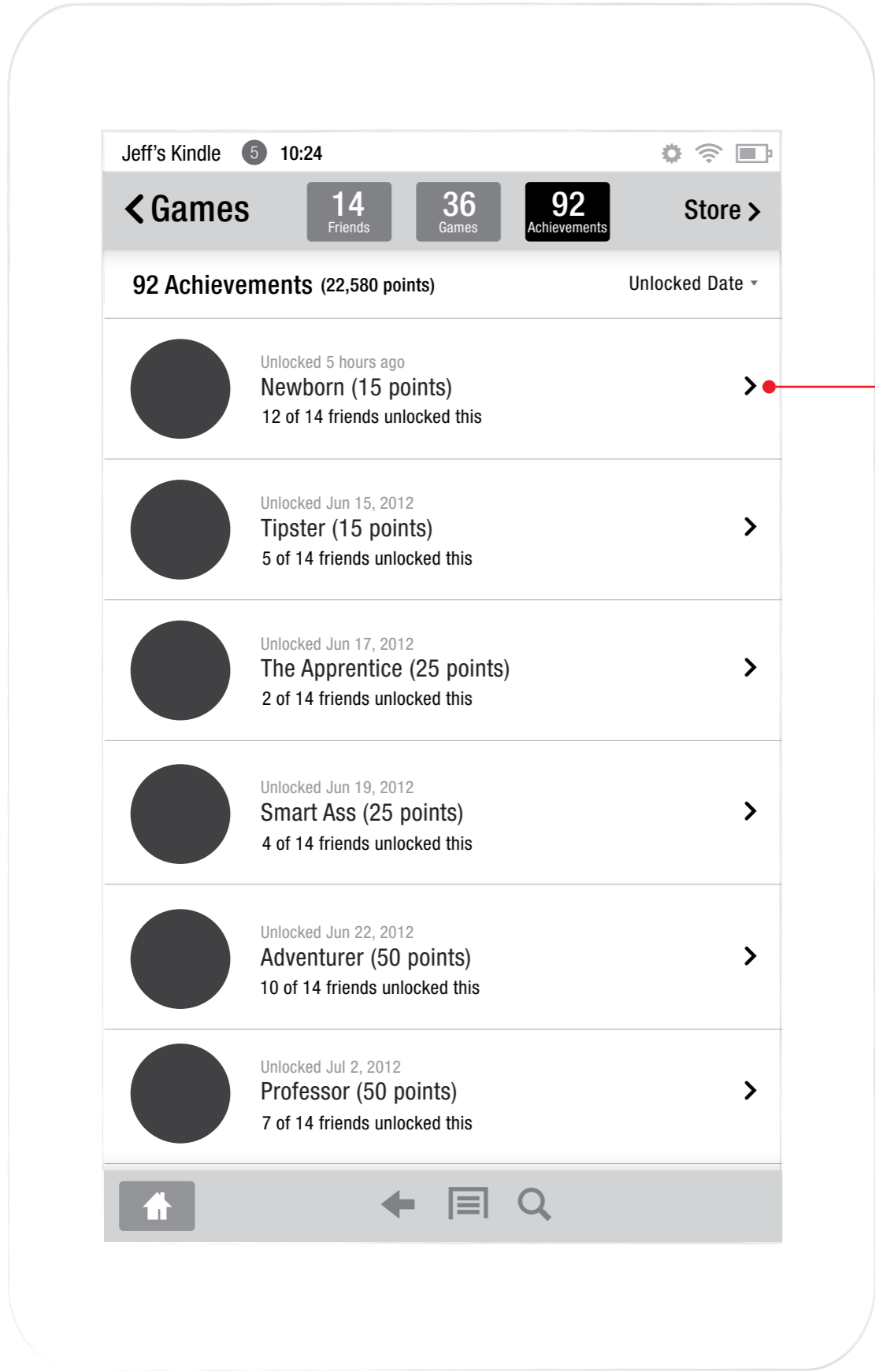


Games List

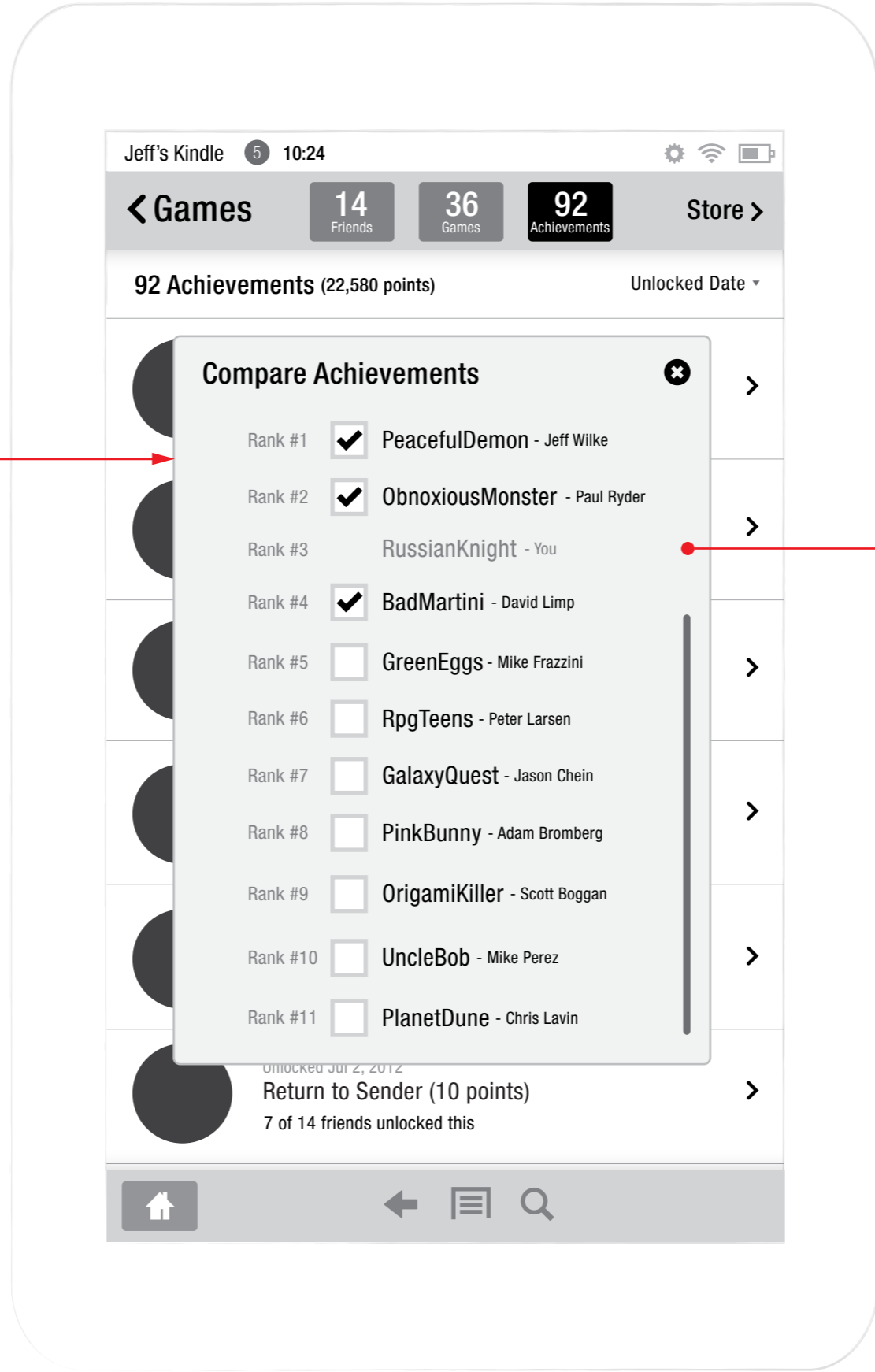


Game Detail

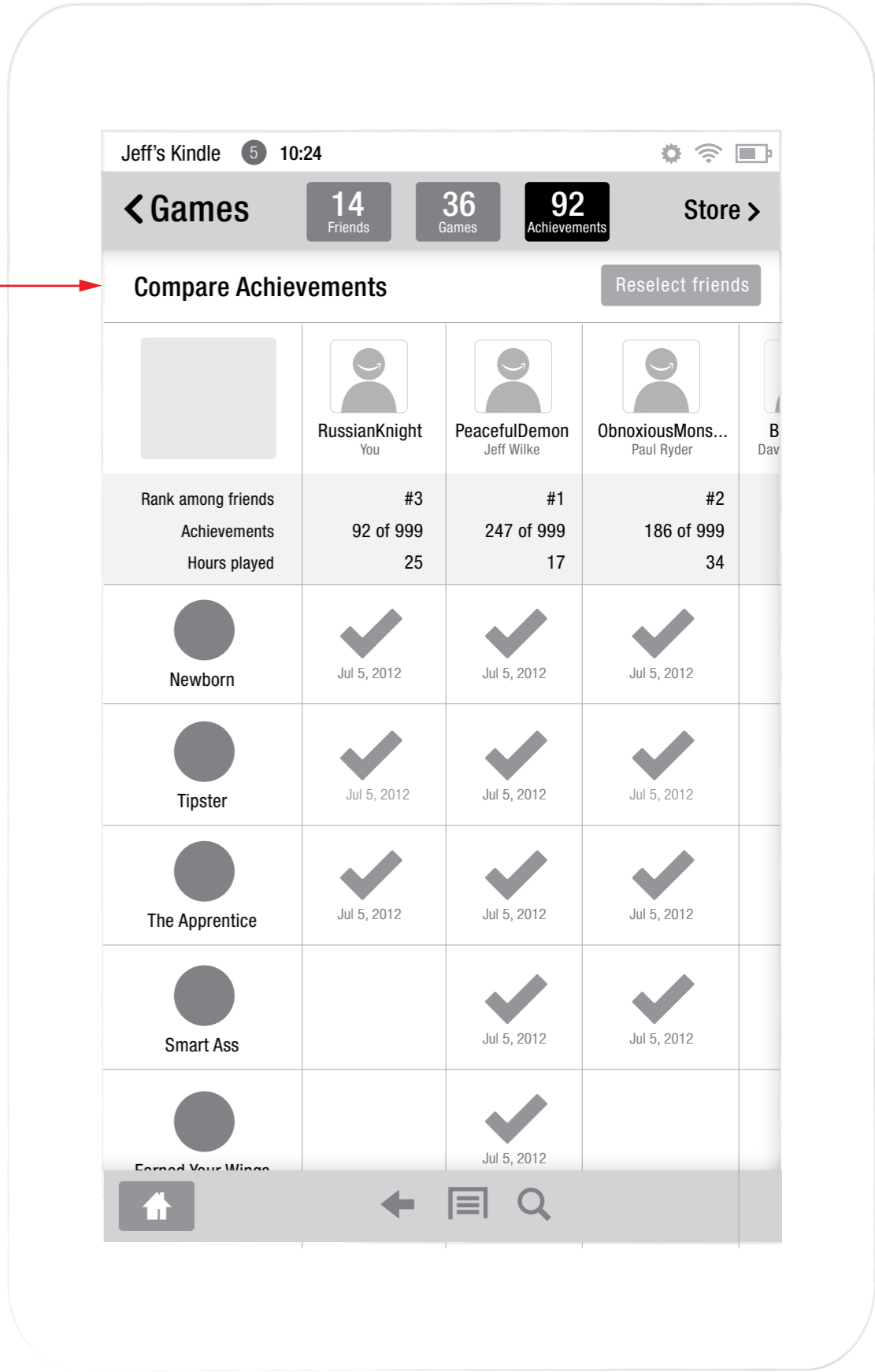
09 / Achievements



Achievements List



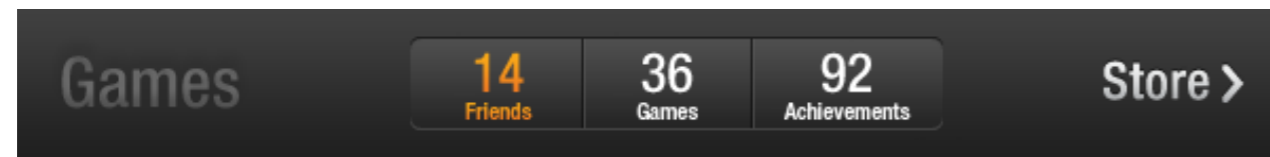
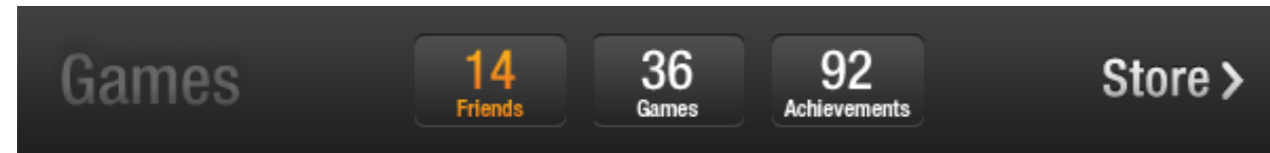
Select Friends



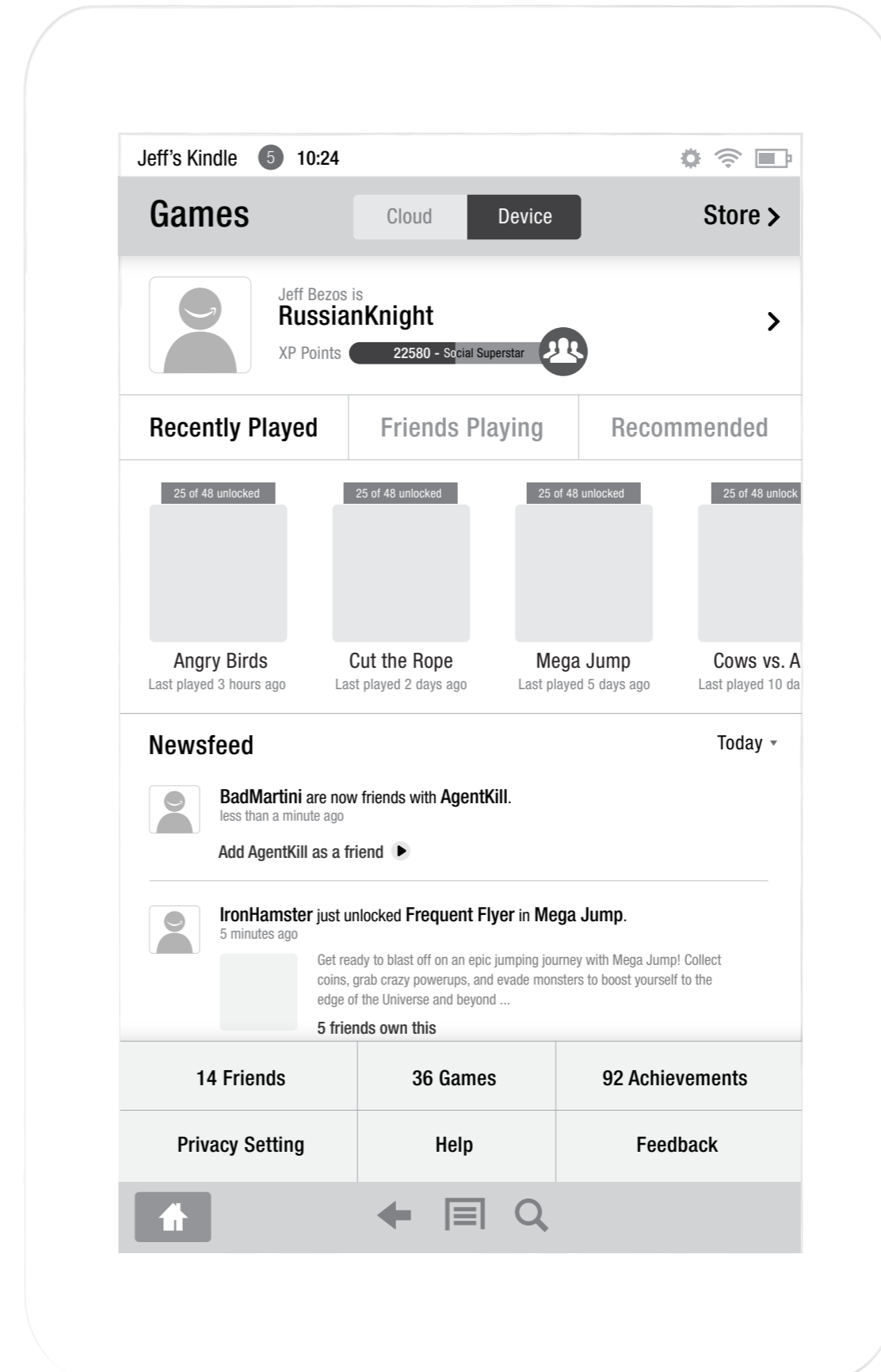
Compare Achievements

10 / Appendix

GameCircle Header Mockups



Softkey Bar Treatment



Softkeys are buttons whose function changes depending on the context. "Friends," "Game Titles," and "Achievements" should be global navigation menus on GameCircle.

The "Cloud vs. Device" toggle menu works only in a pure library. It might work with Design option 2 but it is still irrelevant to primary GameCircle components, such as "Profile" and "Newsfeed."

It does not scale to non-Amazon devices.