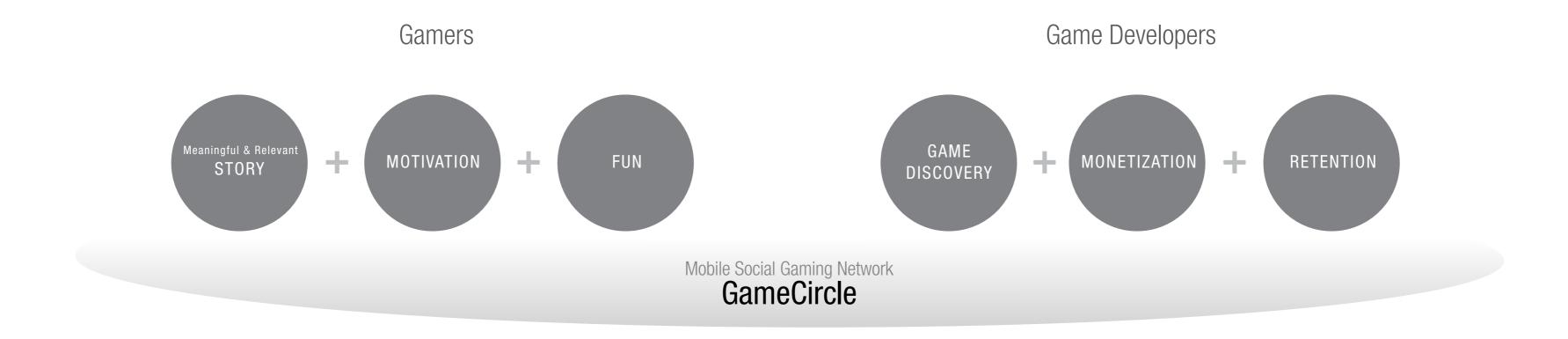


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# **GameCircle on Tate**

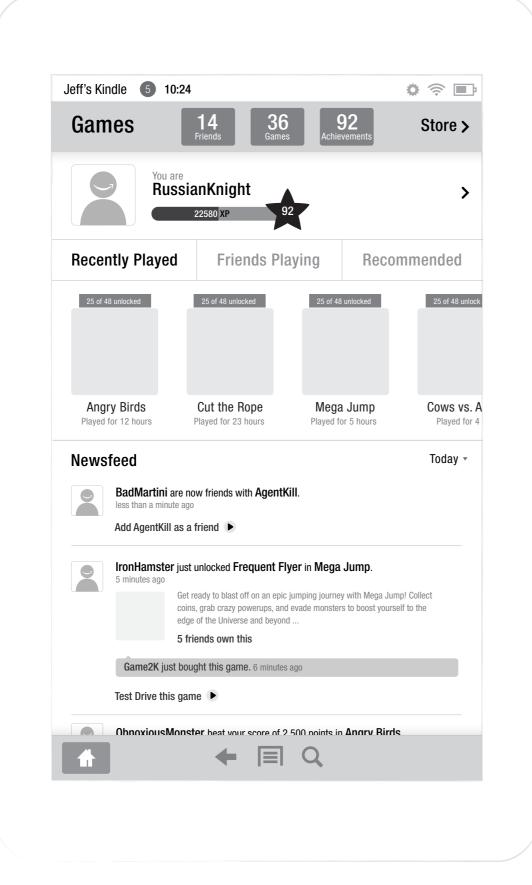
## 01 / UX Strategy



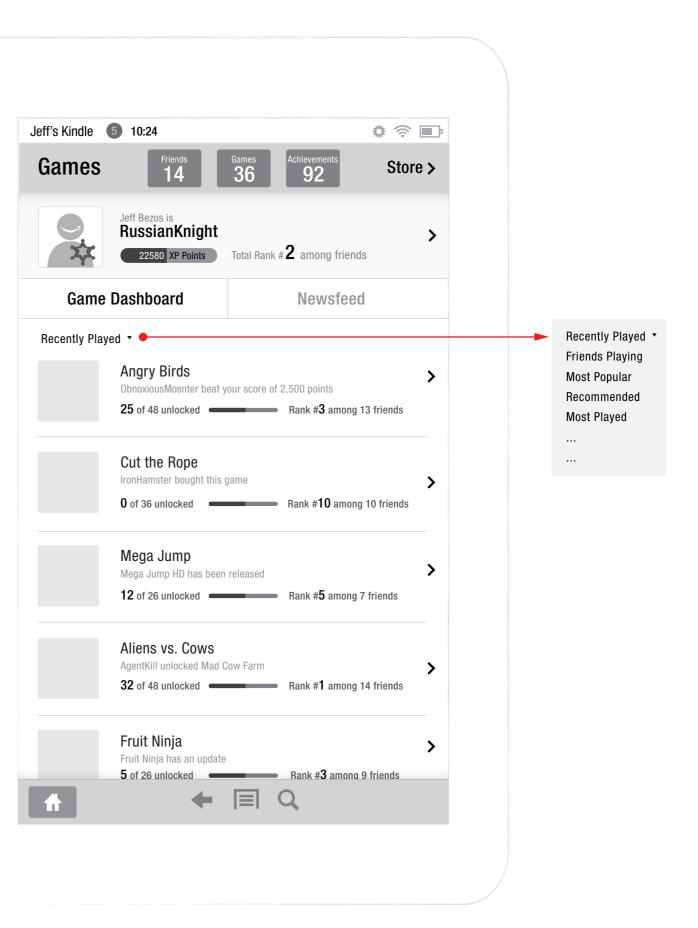
### **DESIGN GOALS**

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

### 02 / GameCircle Home - Portrait

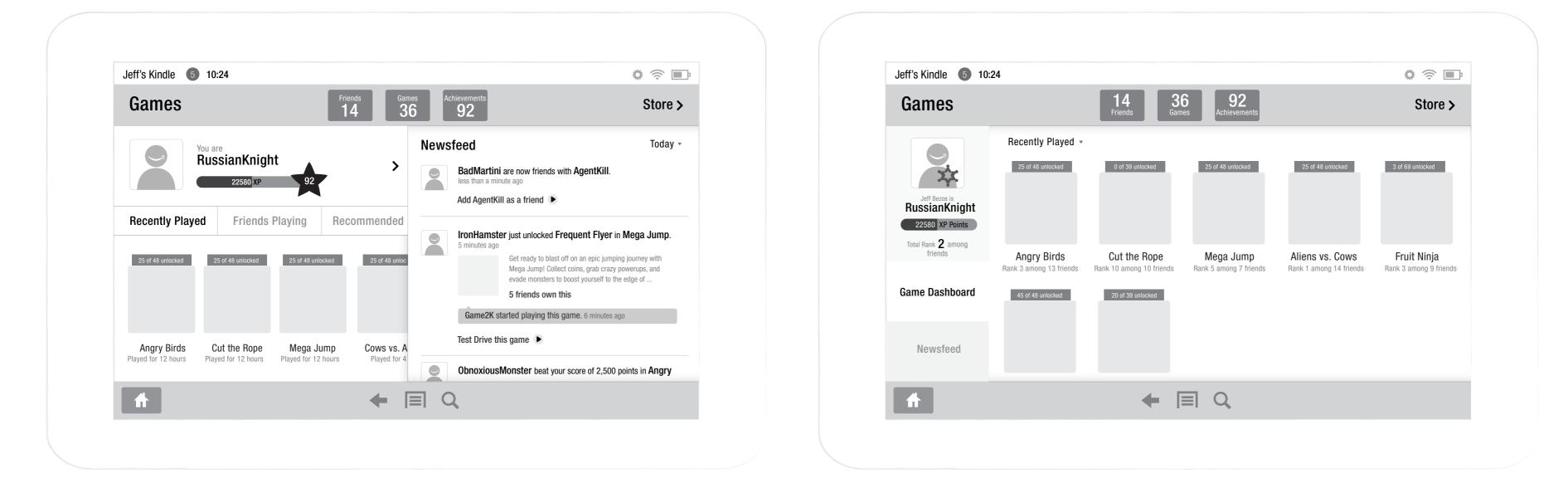


**Design Option 1** 



#### **Design Option 2**

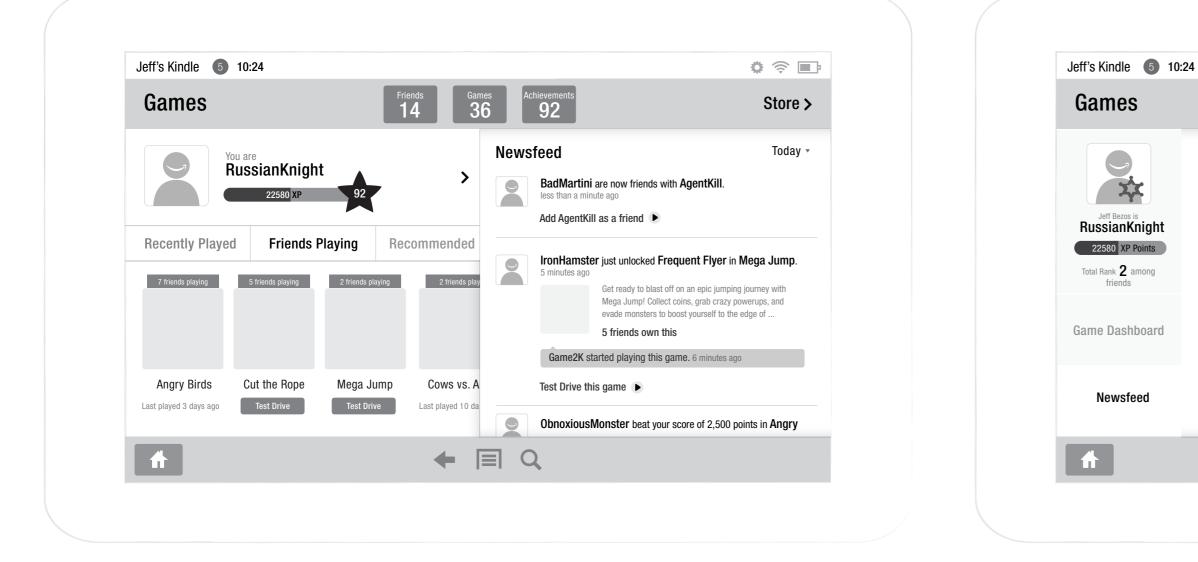
### **03 / GameCircle Home - Landscape**



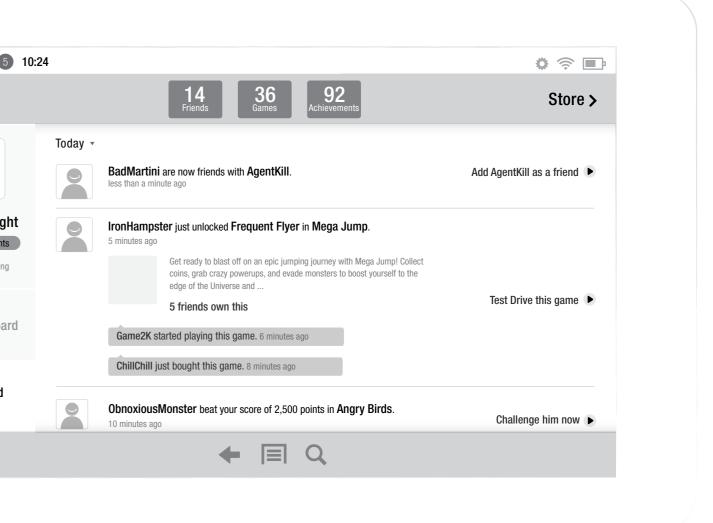
**Design Option 1** Recently Played View

#### **Design Option 2** Game Dashboard View

### 04 / GameCircle Home - Landscape (Continued)

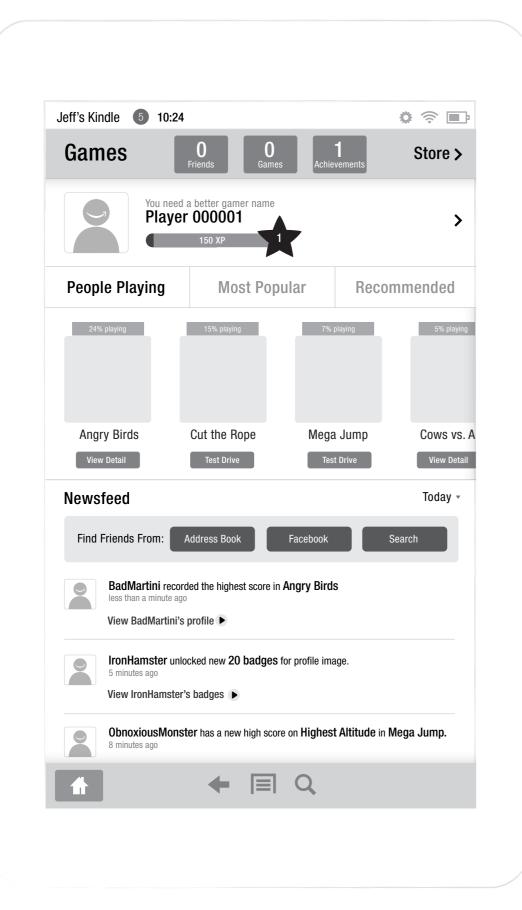


**Design Option 1** Friends Playing View

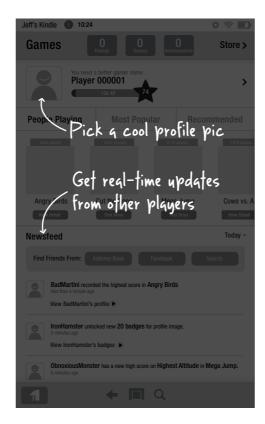


#### Design Option 2 Newsfeed View

### 05 / Out of the Box



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



**Design Option 1** 

i's Kindle	5 10:24			• 🗟 🖬
ames	Friends 0	Games <b>O</b>	Achievements 1	Store >
9	Jeff Bezos needs a better Player 000001 150 XP Points		ne <b>ends</b> to see your	<b>&gt;</b> rank
Game	Dashboard		Newsfe	eed
ople Playin	g <b>*</b>			
	Angry Birds 24% of people are playing	g now		Veiw Detail
	Cut the Rope 15% of people are playing 全全全全公	) now	l	Test Drive
	Mega Jump 7% people are playing nor ★★★★☆	W	l	Test Drive
	Aliens vs. Cows	now	l	View Detail
	Fruit Ninja 3% people are playing nor	W	(	Test Drive
<b>f</b>	+		Q	

#### **Design Option 2**

### **06 / Non-Social Gamers**

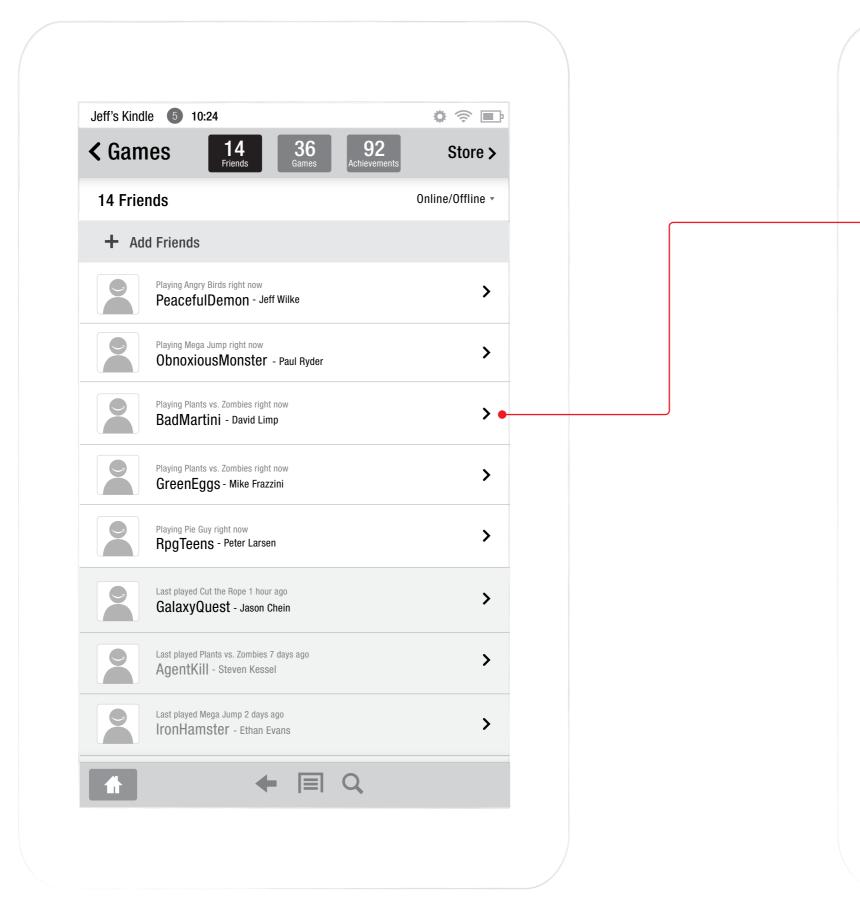
Jeff's Kindle 5 1	0:24		74	Store
You Ru		Achier	vements	
Recently Playe	d Most P	opular	Recomm	ended
25 of 48 unlocked	25 of 48 unlocked	25 of 48 unlocke	d 25 of 48	unlocked
Angry Birds Last played 3 hours ago	Cut the Rope Last played 8 hours ago	Mega Jum Last played 12 hou		
25 of 48 unlocked	25 of 48 unlocked	25 of 48 unlocke	3	
Pie Guy Last played 3 days ago	Nibbles Last played 4 days ago	Island Tyco Last played 5 day		
Newsfeed				
ń	+	EQ		

**Design Option 1** 

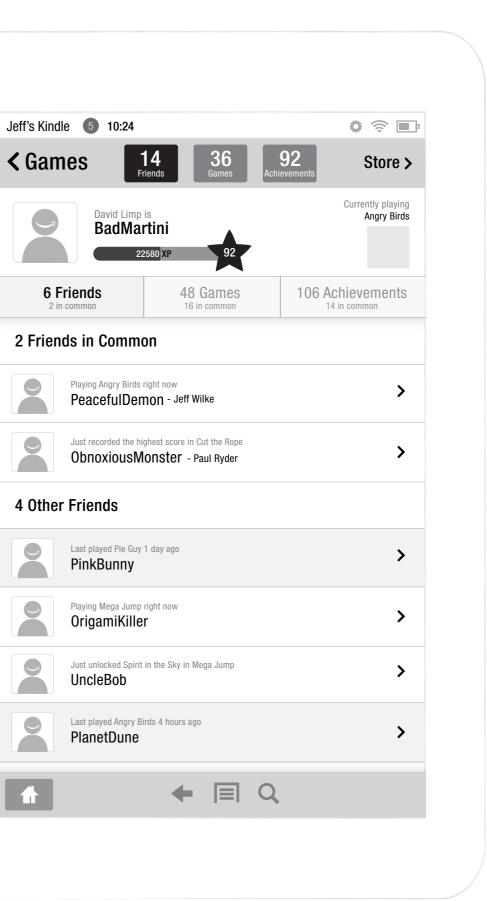
Jeff's Kindle	5 10:24		4	) < <b>I</b>
Games	Friends 0	Games Act 9	<b>74</b>	Store >
	Jeff Bezos is RussignKnight 22580 XP Points	Find friends t	o see your rank	>
Game	Dashboard		Newsfeed	
Recently Playe	Angry Birds ObnoxiousMosnter just ea 25 of 48 unlocked	arned the new hig	hest score on Seei	ng Red 🕨
	Cut the Rope IronHamster has a new hi O of 36 unlocked	ighest score on B	ubble Popper	>
	Mega Jump Mega Jump HD has been 12 of 26 unlocked	released		>
	Aliens vs. Cows AgentKill just earned the 32 of 48 unlocked	new highest scor	e on 50 Aliens Falle	en 🗲
	Fruit Ninja Fruit Ninja has an update 5 of 26 unlocked			>
f	+			

### **Design Option 2**

## **07 / Friends**

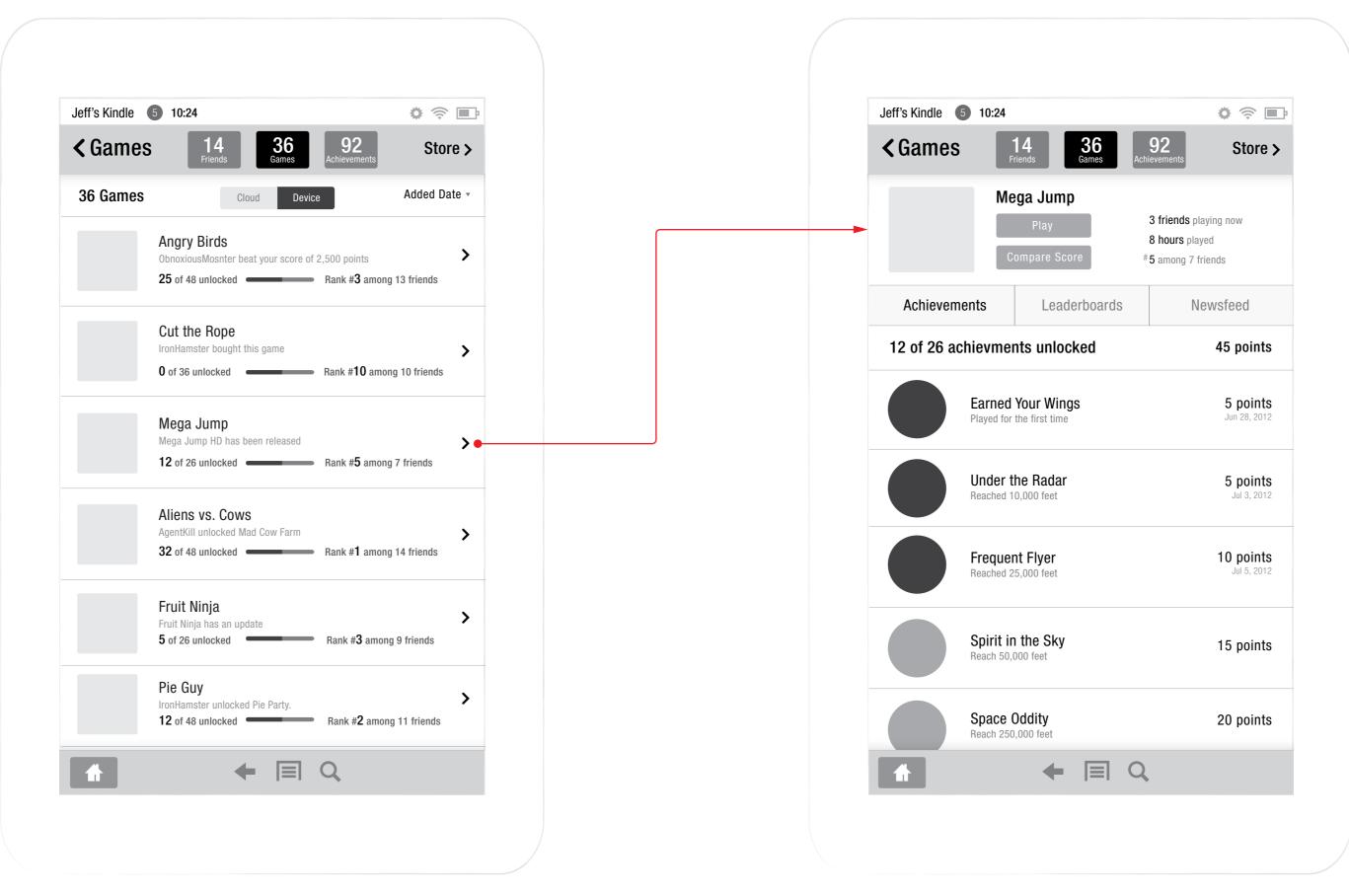


**Friends List** 



#### **Friend Detail**

### 08 / Games



**Games List** 

#### Game Detail

### **09 / Achievements**

eff's Kindle 5 10:24	\$ \$ <b>D</b>	Jeff's Kindle 5 10:24	<b>\$</b> \\$
Games 14 Friends 36 Games Achieve	2 Store >	Cames14 Friends36 Games92 Achievements	Sto
92 Achievements (22,580 points)	Unlocked Date 🔹	92 Achievements (22,580 points)	Unlocked Da
Unlocked 5 hours ago Newborn (15 points) 12 of 14 friends unlocked this	>•	Compare Achievements	8
Unlocked Jun 15, 2012 Tipster (15 points)	>	Rank #1 PeacefulDemon - Jeff Wilke Rank #2 ObnoxiousMonster - Paul Ry Rank #3 RussianKnight - You	der
5 of 14 friends unlocked this Unlocked Jun 17, 2012 The Apprentice (25 points) 2 of 14 friends unlocked this	>	Rank #4 SadMartini - David Limp Rank #5 GreenEggs - Mike Frazzini	
Unlocked Jun 19, 2012 Smart Ass (25 points)	>	Rank #6 RpgTeens - Peter Larsen   Rank #7 GalaxyQuest - Jason Chein   Rank #8 PinkBunny - Adam Bromberg	
4 of 14 friends unlocked this Unlocked Jun 22, 2012 Adventurer (50 points)	>	Rank #9 OrigamiKiller - Scott Boggan Rank #10 UncleBob - Mike Perez	-
Unlocked Jul 2, 2012	-	Rank #11 PlanetDune - Chris Lavin	
Professor (50 points) 7 of 14 friends unlocked this	>	Return to Sender (10 points) 7 of 14 friends unlocked this	
★ ■ Q		★ ■ Q	

**Achievements List** 

**Select Friends** 

	:24			
<b>&lt;</b> Games		36 Games 92 Achievem	ents Store	>
Compare Achie	vements		Reselect friend	s
	RussianKnight You	PeacefulDemon Jeff Wilke	ObnoxiousMons Paul Ryder	D;
Rank among friends Achievements Hours played	#3 92 of 999 25	#1 247 of 999 17	#2 186 of 999 34	
Newborn	Jul 5, 2012	Jul 5, 2012	Jul 5, 2012	
Tipster	Jul 5, 2012	Jul 5, 2012	Jul 5, 2012	
The Apprentice	Jul 5, 2012	Jul 5, 2012	Jul 5, 2012	
Smart Ass		Jul 5, 2012	Jul 5, 2012	
		Jul 5, 2012		
Earned Vour Wings	+	EQ		

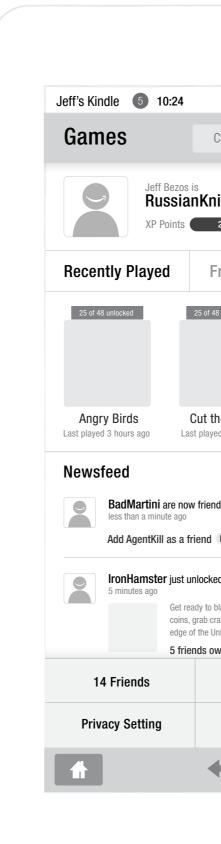
#### **Compare Achievements**

10 / Appendix

#### GameCircle Header Mockups



#### **Softkey Bar Treatment**



	¢ 🔅 📑
loud Device	Store >
ght 2580 - Social Superstar	>
riends Playing	Recommended
unlocked 25	5 of 48 unlocked 25 of 48 unlock
	lega Jump Diayed 5 days ago Cows vs. A Last played 10 da
s with <b>AgentKill</b> .	Today •
	ega Jump. burney with Mega Jump! Collect unsters to boost yourself to the
36 Games	92 Achievements
Help	Feedback

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 irrevant to primary GameCircle components, such as "Profile" and "Newsfeed."

It does not scale to non-Amazon devices.

GameCircle on Tate | Amazon.com Confidential | Prepared by Ethan Kim