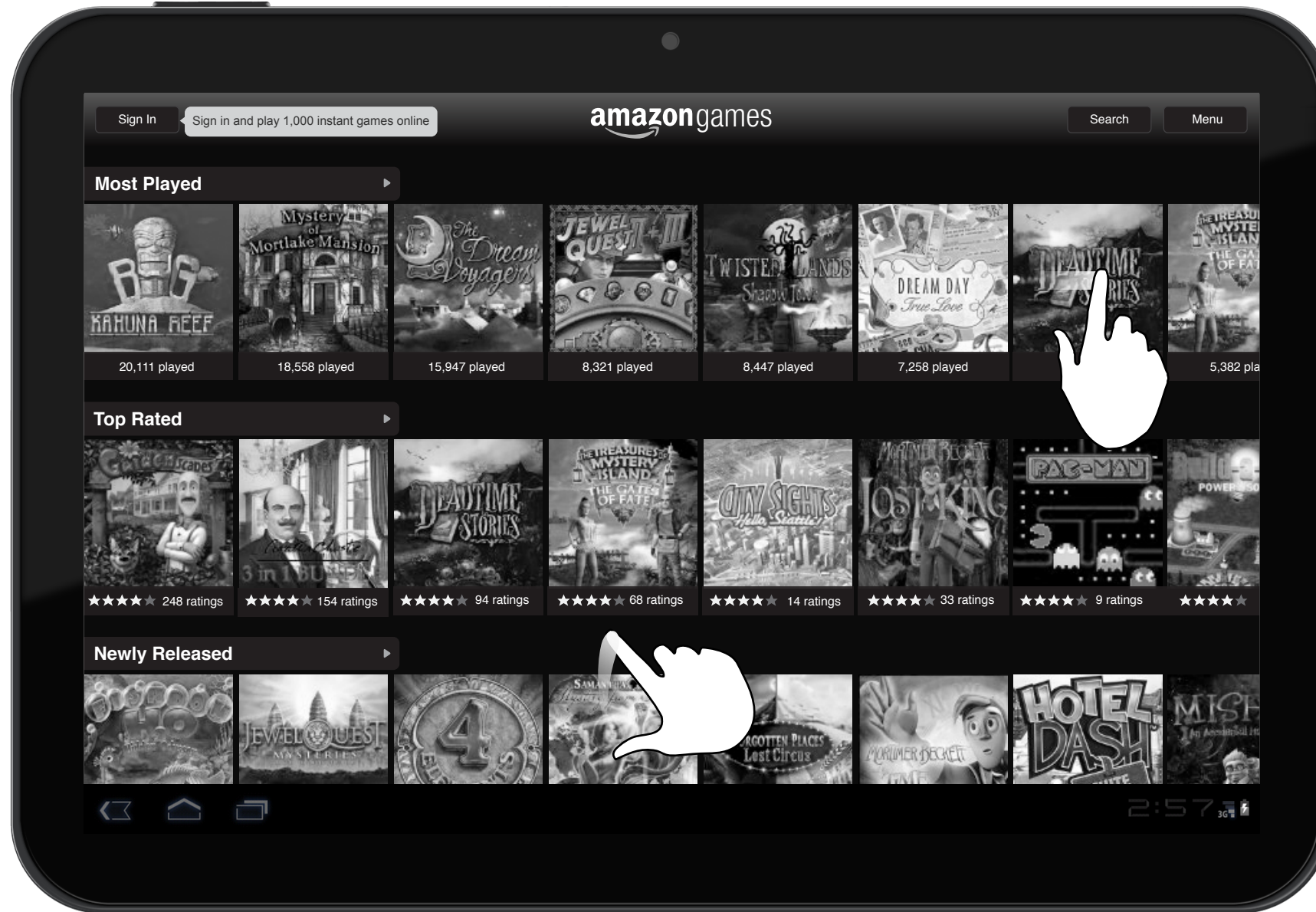


GameCircle: Android Tablet

v8 - Home / Not Signed In
Last updated on March 22, 2011

Prepared by Ethan Kim



Note

Browse-Oriented Navigation

Customer can browse games “horizontally” on each sub category row and flicker the whole screen “vertically” down to view more sub categories. By avoiding the top-down navigation (choose a category and then view games), customer can have an immersive game browsing experience even when they see the app’s home screen for the first time - introducing “fun”.

Unconventional Sub Categories

While providing a way of browsing games in a conventional way (e.g., game genres) through “Menu,” customers can get to games by “Most Played,” “Top Rated,” “Top Games Being Played Now,” etc. by default on Home screen when not signed in. When signed in, they can browse by “Recently Played,” “Your Buddies Playing Now,” and “You Purchased,” etc.

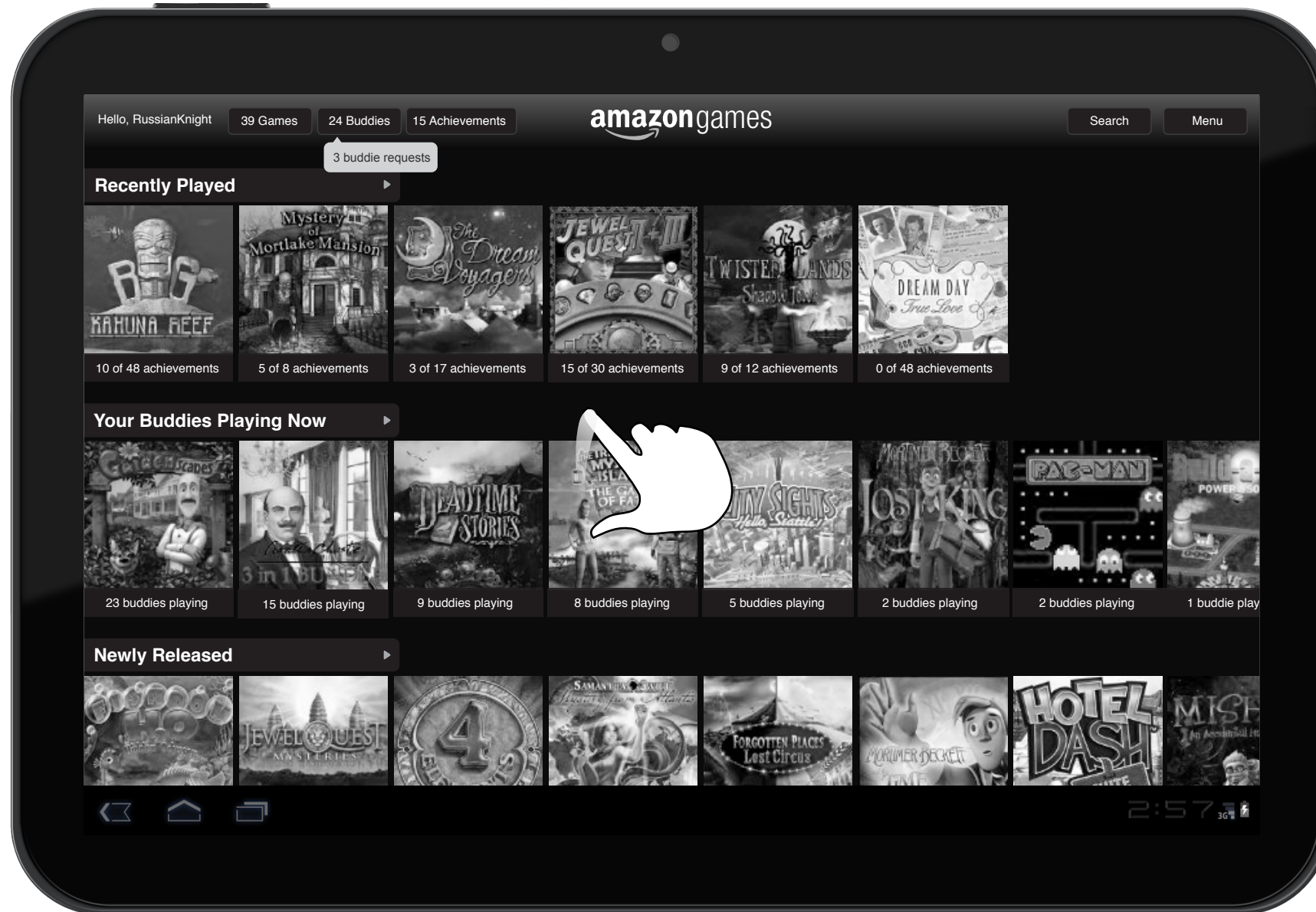
These sub-categories can be also dynamically generated by customer behaviors, such as. “Similar Games to Kahuna Reef” or “More Games by Reflexive,” etc.

Customer might want to customize these categories.

GameCircle: Android Tablet

Home - Signed In
Last updated on February 15, 2011

Prepared by Ethan Kim



Note

Game Dashboard

When signed in, customer can see on the global menu bar area “How many games they own,” “How many friends they have,” and “How many achievements they have,” etc.

Customer will learn to know this area to be their game dashboard. For example, when they purchase a game on a detail page, a visual transition that the game is moving into the dashboard will be shown as similar to how iPhone Amazon.com app does when customer adds an item to the cart.

When there are friend requests, persistent but not intrusive balloon messages will notify that there are requests to confirm.

Relevant Sub Categories

While customer knows where they can find all games they own on the game dashboard, customer can easily access the games they recently played, as the first sub category shows. In this way, the browse area, when signed in, can be utilized as an extended game dashboard.

On Home screen, customer can even access “Similar Games” based on customer’s recent game play information. With an easy flick gesture, customer can easily access the bottom part of the screen, where “Purchased Games” or other categories can be redundantly displayed.

If customer desires, the order of sub categories can be customized.

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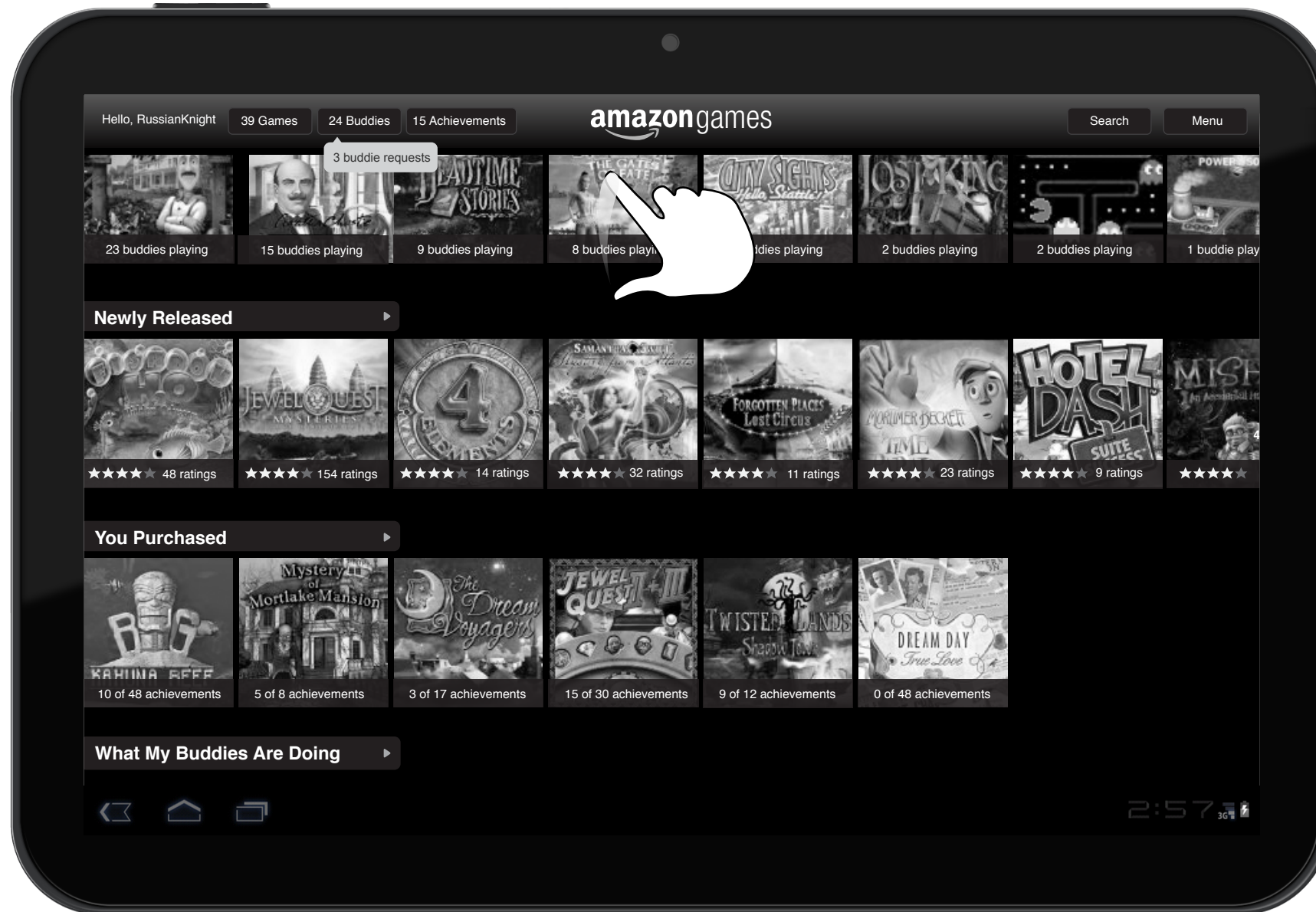
v8 - Home / Signed In
Last updated on March 22, 2011

Prepared by Ethan Kim

Note

More Sub Categories

Customer can see "Newly Released" games with star rating information revealed and see another way of accessing "Purchased" games at the bottom of the screen other than on the global menu bar area.



GameCircle: Android Tablet

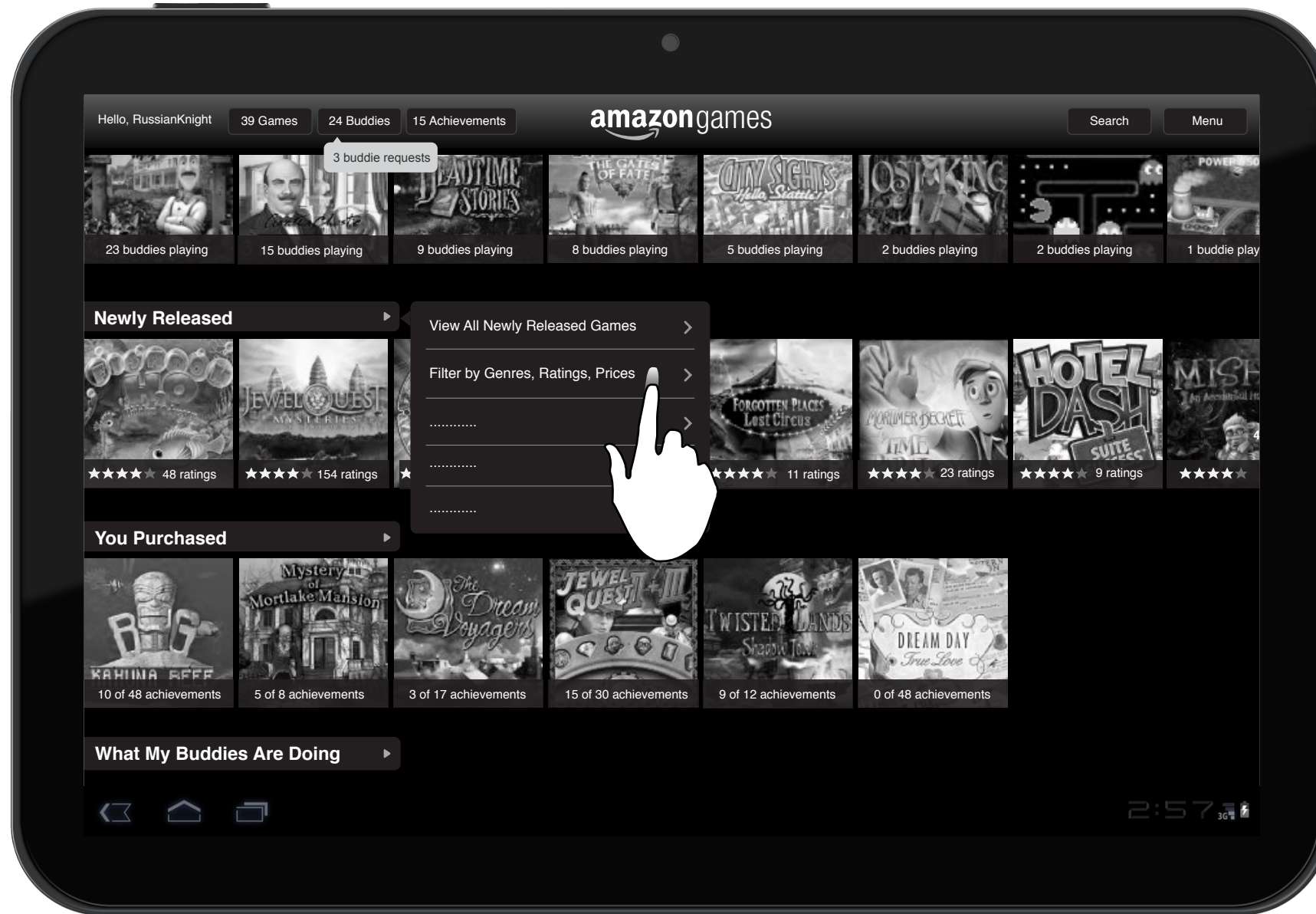
Home - Game Filtering
Last updated on February 15, 2011

Prepared by Ethan Kim

Note

Game Filtering/Sorting

Customer can customize game browse options by using a contextual menus as shown.



GameCircle: Android Tablet

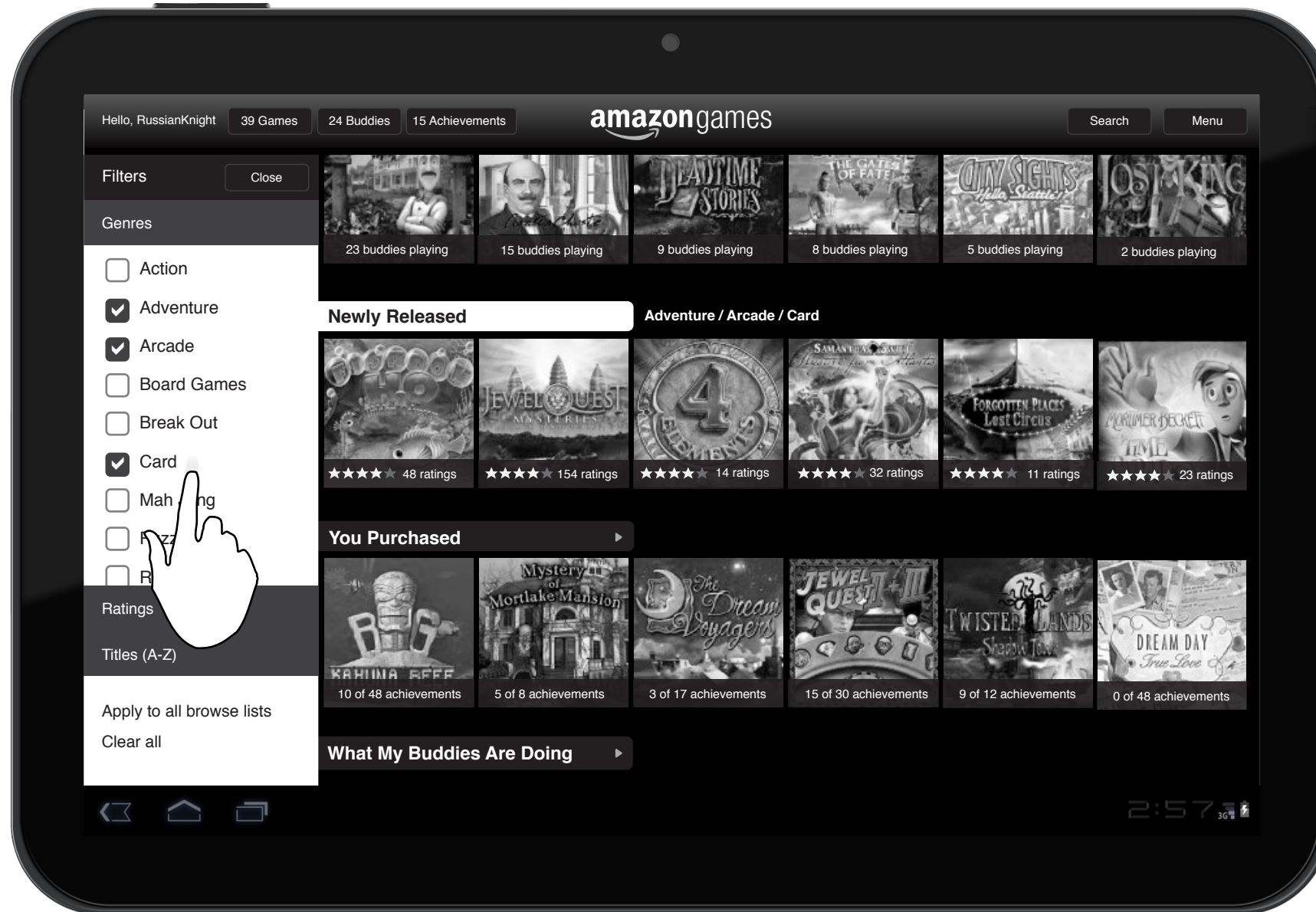
v8 - Home - Filter
Last updated on March 22, 2011

Prepared by Ethan Kim

Note

Game Filtering/Sorting

When customer choose to filter games for the "Newly Released" games, filter options appears on the left screen and customer can select desired genres, for example, as shown.

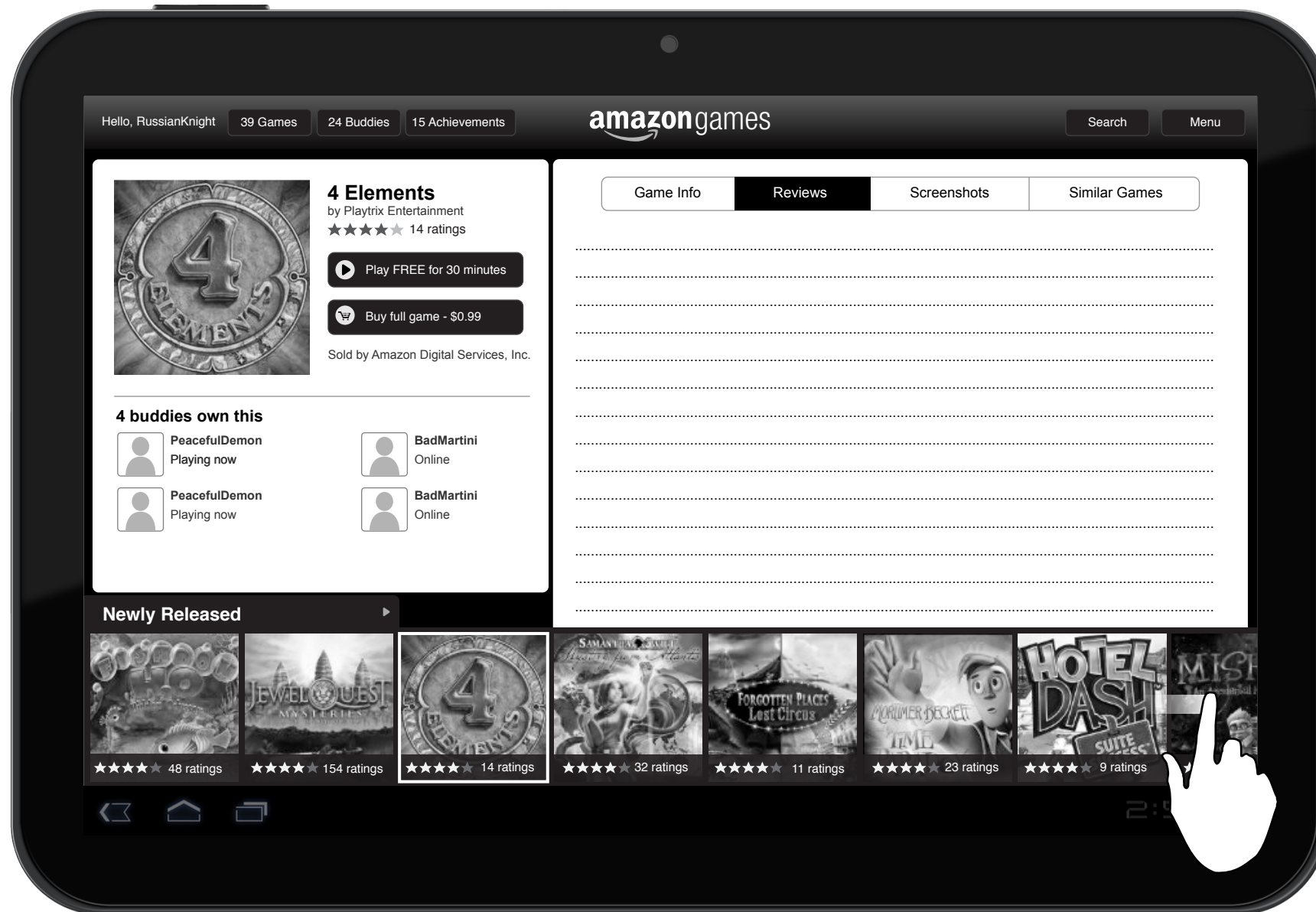


GameCircle: Android Tablet

v8 - Game Detail

Last updated on March 22, 2011

Prepared by Ethan Kim



Note

Navigation Transition

When a game is selected on the Home screen, the row where the game is selected will visually transition to move to the bottom of the screen, while the other rows fade out and the game detail page is ready to view.

Detail Page

Critical purchase decision information will display on the left column with two major functionalities: free trial and purchase.

Depending on customer's social activities, the bottom part of the left column can display "4 buddies own this," "54 members own this," or "435 members tried this," etc.

On the right column, customer navigate "detail game information," "media contents," "Reviews," and "Recommendations," etc.

GameCircle: Android Tablet

Detail Page - Shrunken Navigation
Last updated on February 15, 2011

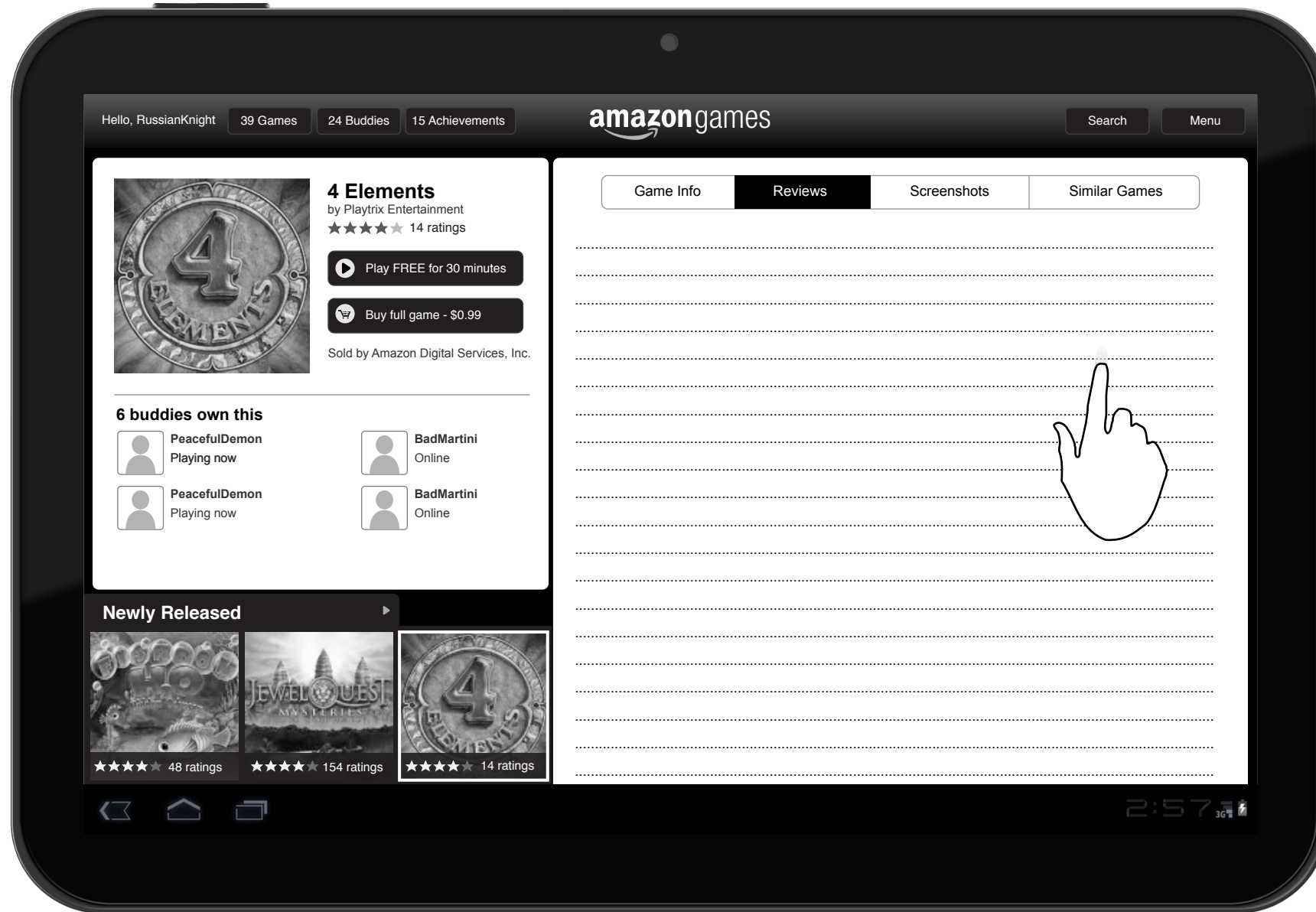
Prepared by Ethan Kim

Note

Navigation Shrunken Down

As soon as customer taps detail page screen area, the bottom navigation will be shrunken to the left to expose more information on the right column, while conveying an idea that customer can browse for other games if the selected game is not interesting.

When customer taps the "Newly Released" navigation area, the full row will appear to the right and customer can see more games to browse.



GameCircle: Android Tablet

Detail Page - Global Menu

Last updated on February 15, 2011

Prepared by Ethan Kim

Note

Global Menu

Customer can access menus such as "Account Information," "Settings," etc.

