UI/UX

Case Studies
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
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.
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.
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 restrict 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.
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 hassle 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.
The Story

The game takes place in the Candy land where it is filled with yummilicious 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.

Our Role

Game design
Information Architecture
Wireframing
Ui Design
Character Design
Motion Graphics
Animation
Development
Unicorn Run - Candy Land

Wireframes
Unicorn Run - Candy Land

UI Elements

Icons

Obstacles

Typography

Buttons

Quicksand
Unicorn Run - Candy Land

Backgrounds
Unicorn Run - Candy Land

UI Design
We have added the Ar feature in the game, where user can interact with their favorite 3d unicorn character in the real world. Make funny videos and share with their friends. This feature is what making this game different than other endless runner games.
Unicorn Run - Candy Land

Vectors
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

Game options

Select currency

Start trading

Game history

Invite friends
Headsup Trading

UI Elements

We followed the neumorphic UI theme
Headsup Trading
UI Screens
Trippy 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
UI Design *(comparision)*

The old UI screens lacks real time stats and were boring. 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.
These are some more old UI screens which lack 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
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.
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
- Vehicals
- Sports
- Geography
- History
- Politics
- Art
- Celebrity
- Gadgets
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

It's a tap to shoot game and the game flow is designed in such a way that is easy to navigate and keep users engaged in smooth gameplay without any limitation. And the goal of monetization as well could be achieved with this flow.
Battlecow Unleashed

UI Elements

- Bullets
- Coins
- Speed
- Bomb
- Thunder
- Health Bar
- Chest
- Crate
- Barrel
- Farm Icons
- Action Button
- Menu Button
- Controlers
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.
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

Gallery

Members Page
The Story

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

Our Role

Re Design
Home page Graphics

Website

https://cubilettecup.com/
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/
Thank You!
For Exploring Our Work

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