

HUMANS VS ZOMBIES

Data Visualization App

NMDE Interactive VI

Stephen Carlson

Document Content

02 - Document Content

Research & Development

03 - Project Goal

04 - Competative Analysis

05 - Personas

06 - Key Features

07 - User Flow

08 - Grid and Core UX

09 - Orientation Strategy

10 - Wireframes

Visual Direction

22 - Moodboards

26 - Design Iterations

31 - Final Comps

35 - Prototype Storyboard

Project and Goals

A native mobile application that presents HvZ game data for admins and players to increase the availability and accessibility of game data.

Keep users up to date with latest game happening.

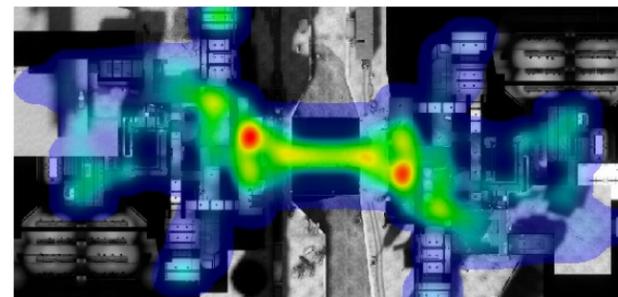
Help players make more informed gameplay decisions.

Introduce new methods of strategic play through information access.

Smooth and enhance existing gameplay interactions.

Competitive Analysis

- 1) Current apps on the Android Market are bare-bones and lacking in features.
- 2) Team Fortress 2 and Halo 3 both used to report game statistics on player kills and deaths as well as generate heat maps of game levels showing the location and frequency of player deaths.
- 3) Dota 2 and League of Legends all have extensive stats on the different playable characters in the game including kill/death ratios and frequently used skills.
- 4) Battle.net games (inc. World of Warcraft and Diablo III) have databases of player profiles showing their currently equipped items, known skills, and game progress.



Hero	Matches Played	Win Rate	K/D/A Ratio
Pudge	9,414,142	47.84%	2.34
Sniper	8,440,631	49.70%	2.48
Faceless Void	7,042,825	52.22%	2.57
Invoker	6,561,724	44.24%	2.72
Mirana	6,405,527	51.92%	2.85
Phantom Assassin	6,337,732	47.14%	2.45
Bloodseeker	6,021,502	52.81%	2.54
Earthshaker	5,386,876	52.23%	2.55
Riki	5,332,862	51.66%	2.90
Juggernaut	5,000,233	50.73%	2.43

A screenshot of a World of Warcraft player profile for 'Dudebro' (Starcaller Frayed, 90 Orc Enhancement Shaman, Runetotem). The profile shows a score of 11965 and an average item level of 571. It includes a summary of various game features like Auctions, Events, Achievements, Challenge Mode, Pets & Mounts, Professions, Reputation, PvP, Activity Feed, and Guild. Below this, there are detailed stats for the character, including Health (654953) and Mana (60000). The 'Base' stats include Agility (26461), Stamina (36325), and Mastery (73.36%). The 'Other' stats include Attack Power (53297), Expertise (7.50%/6.50%), Haste (46.88%), Hit (+7.66%), and Crit (28.53%). The 'Talents' section shows Restoration and Enhancement talents. The 'Professions' section shows Jewcrafting (600) and Mining (600). The 'Recent Activity' section shows recent kills in the Siege of Orgrimmar.

Personas

Name: Hunter

Age: 19

Sex: Male

Role: New Player

Hunter is in his first year at RIT. He was intrigued after seeing people playing the game in the fall and decides to play in the spring.

The HvZ app allows Hunter to quickly keep up to date with the game allowing him to become more familiar with it more quickly. Even though he hasn't played it before, he can make informed gameplay decisions.

Name: David

Age: 21

Sex: Male

Role: Past Player/Game Admin

David has played before and is well versed in it's ins and outs. This year he is one of the game admins, so he'll have to keep the game running smoothly.

Using the HvZ app, David can keep track of how the teams are doing, watching for any suspicious activity and making sure things are progressing as they should.

Key Fetures

A native mobile application that presents HvZ game data for players to increase the availability and accessibly of game data.

Data Dashboard for a quick glance at the latest game information.

Heat Map to examine patterns in gameplay.

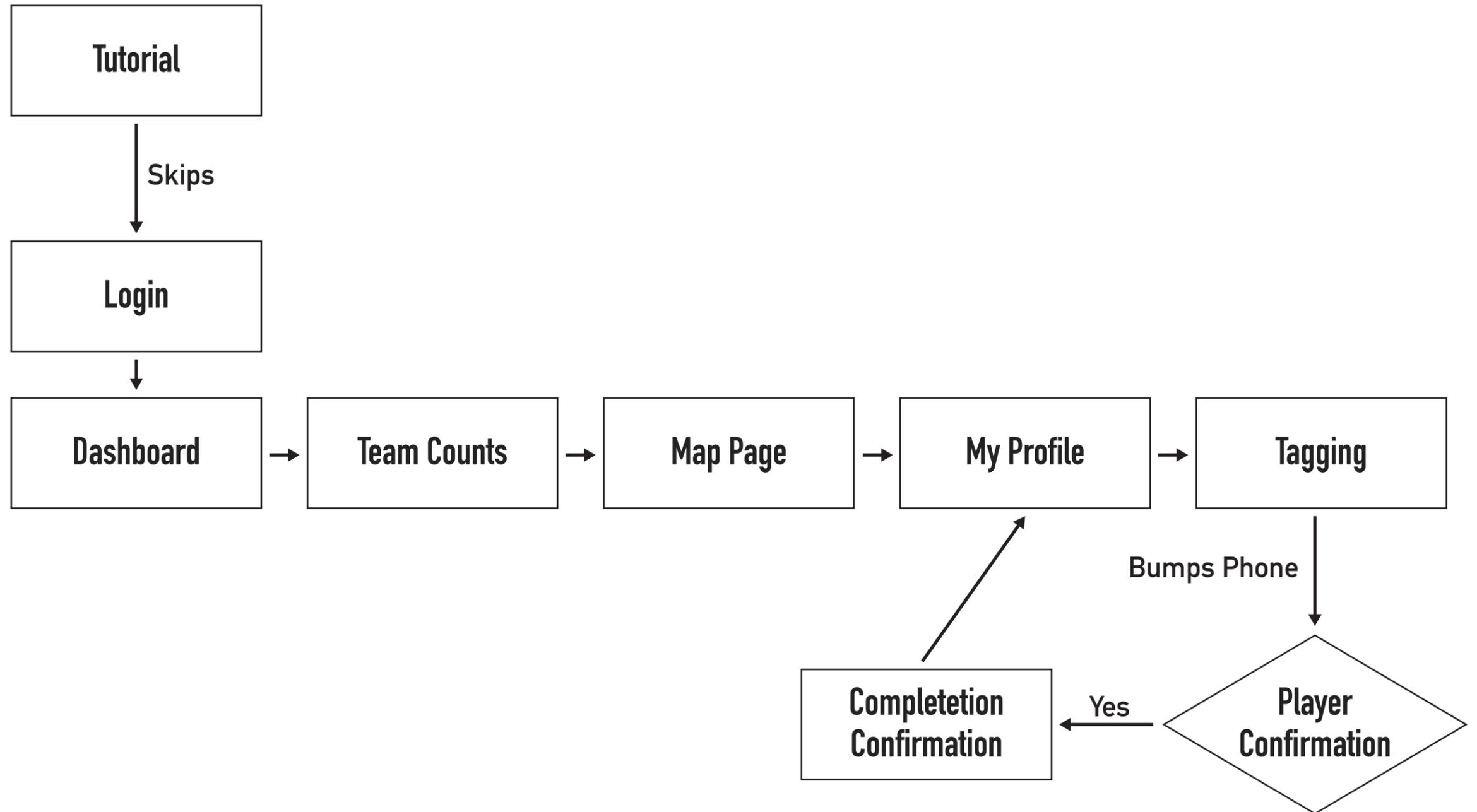
Team Count Graph and to see how the ratio of humans to zombies changes over time.

Player Profile to track tags and achievements.

Tagger to streamline game interactions and collect more data.

User Flow

This userflow is what is going to be used for the prototype animation. It shows off the major features of the app but doesn't go into every screen.



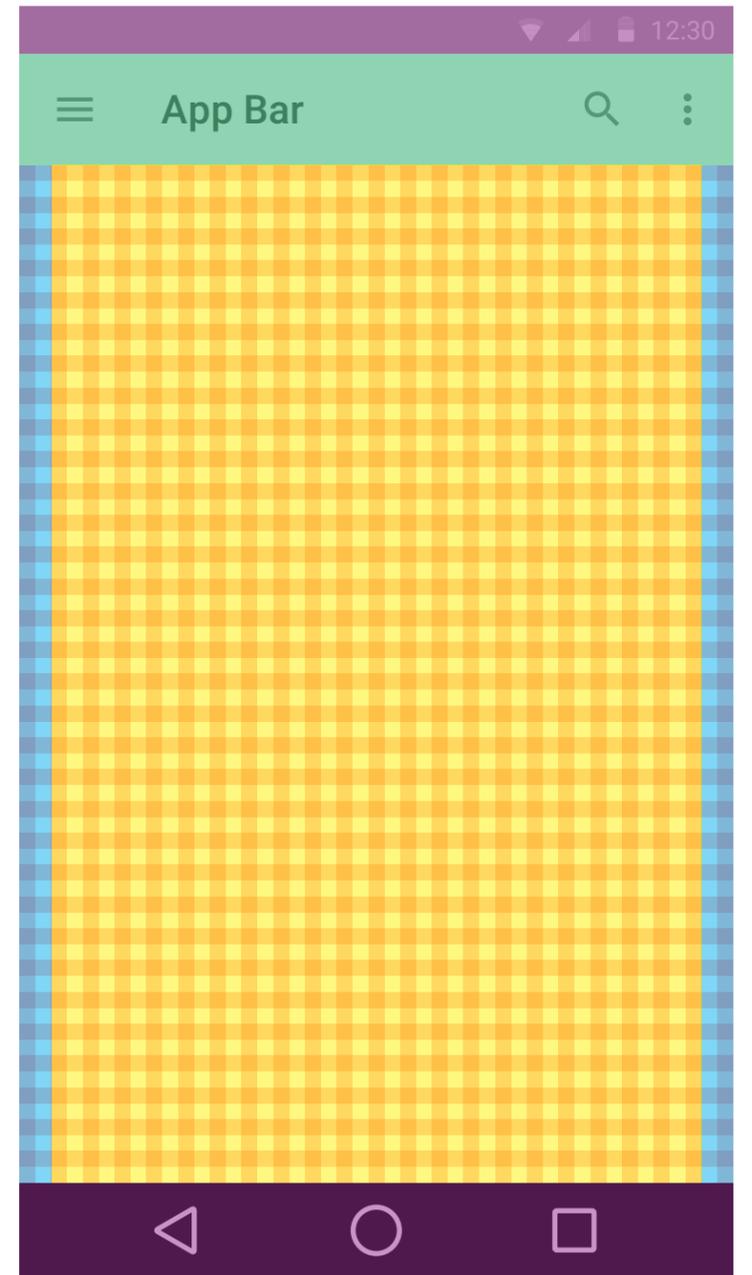
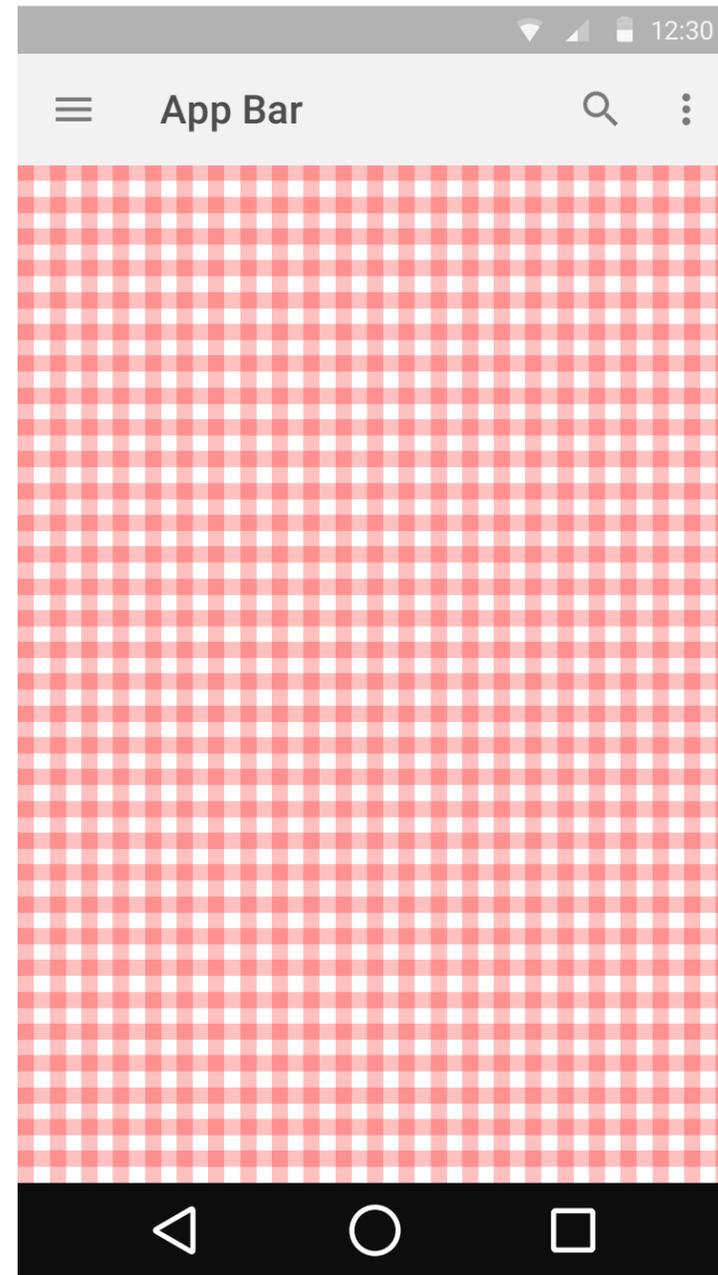
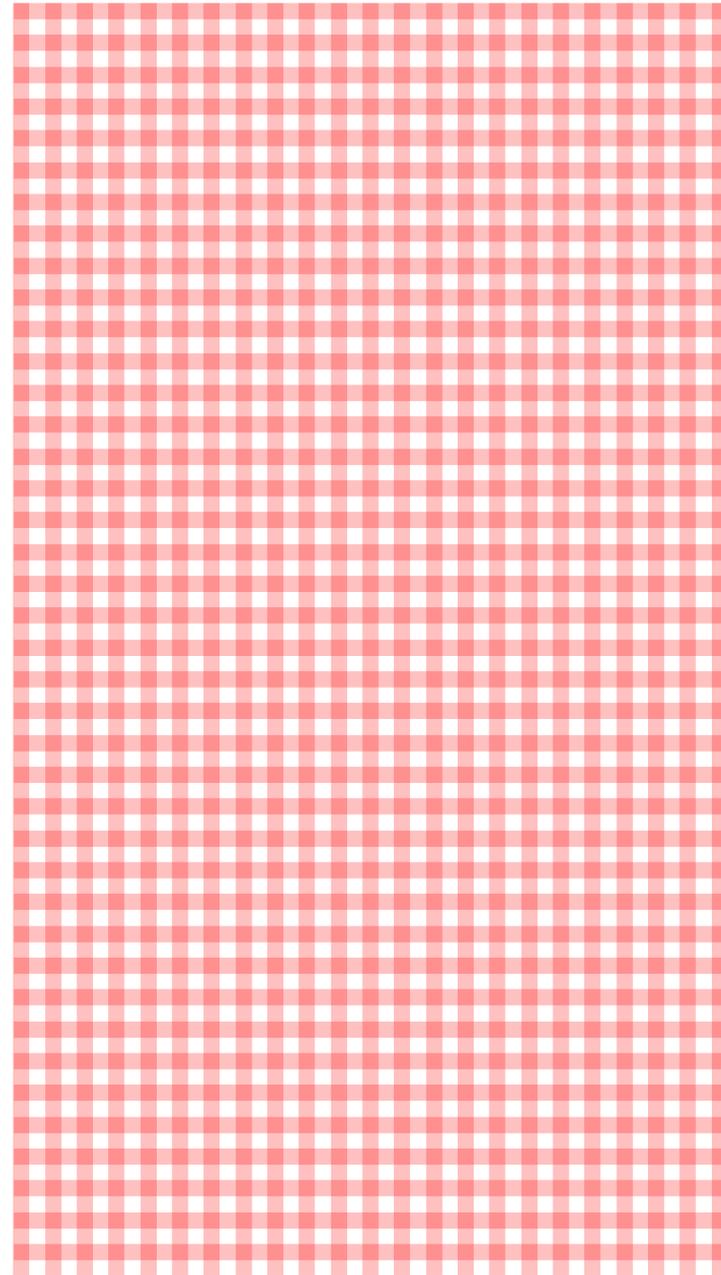
Grid and Core UX

Android's screen is 360dp wide by 640dp tall. There is an underlying 8dp grid that all elements align to. All text and toolbar icons align to a 4dp baseline grid.

The top 24dp and bottom 48dp are reserved for the system status bar and navigational soft buttons.

The top 56dp below the status bar is often used for the App Bar.

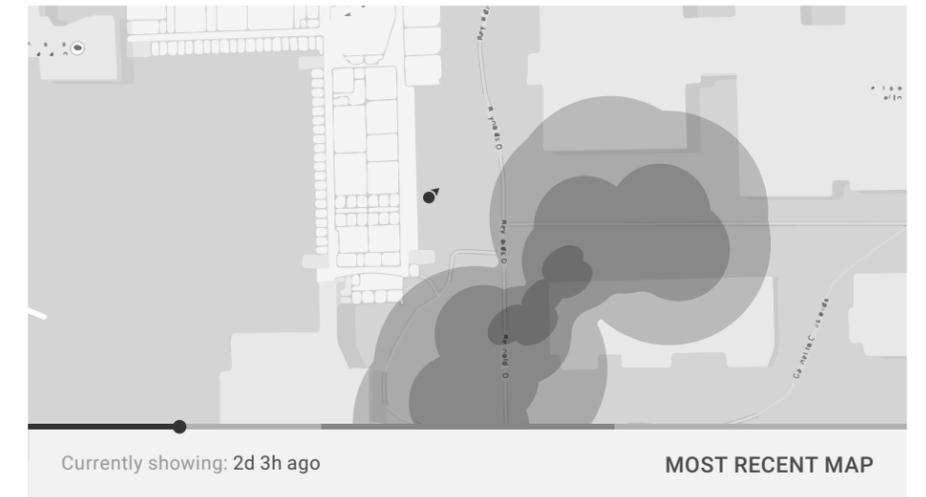
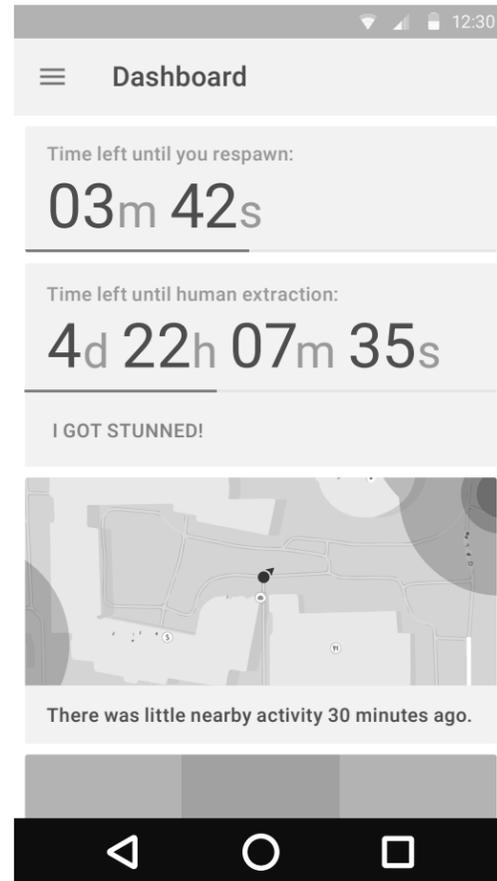
In general, there is 16dp of padding on either side of the screen.



Orientation Strategy

Most screens are portrait locked.

Two screens, the Heat Map and the Team Count, displayed expanded information in the landscape orientation. In portrait they focus on the most recent information, their landscape view focuses on past information.



Wireframes

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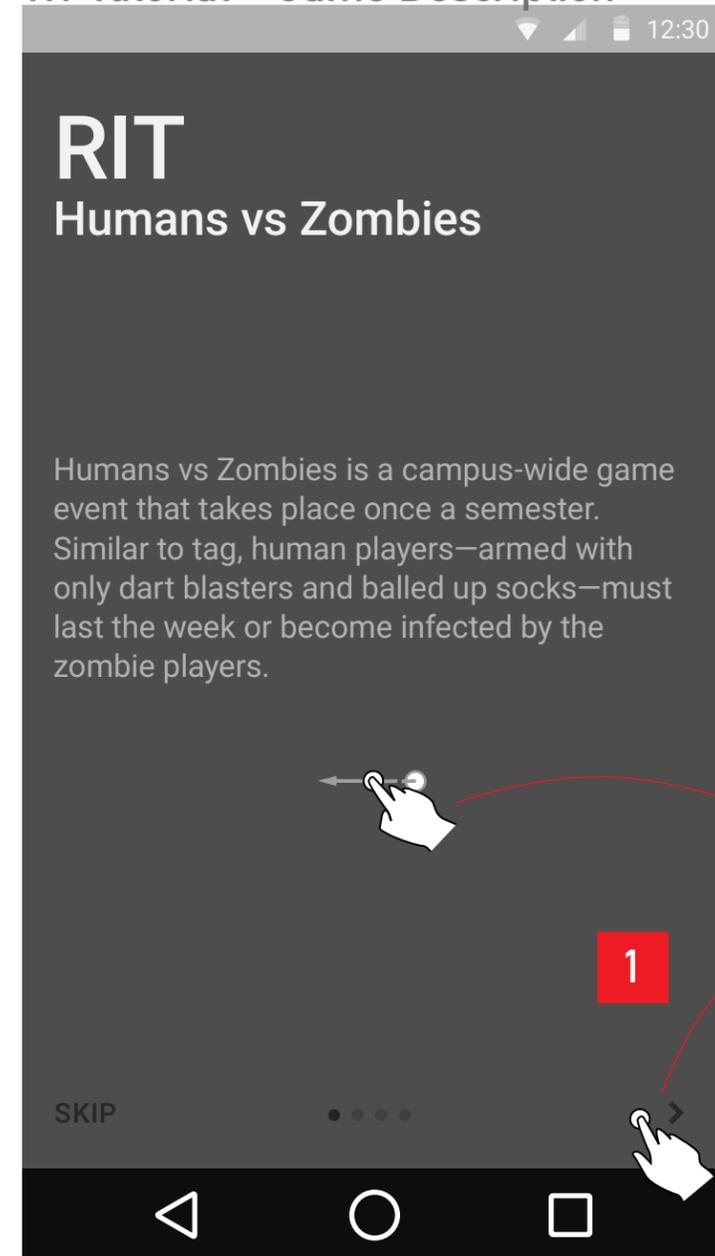
Onboarding Tutorial

Simple paginated tutorial that covers game basics and an overview of the features and function of the app.

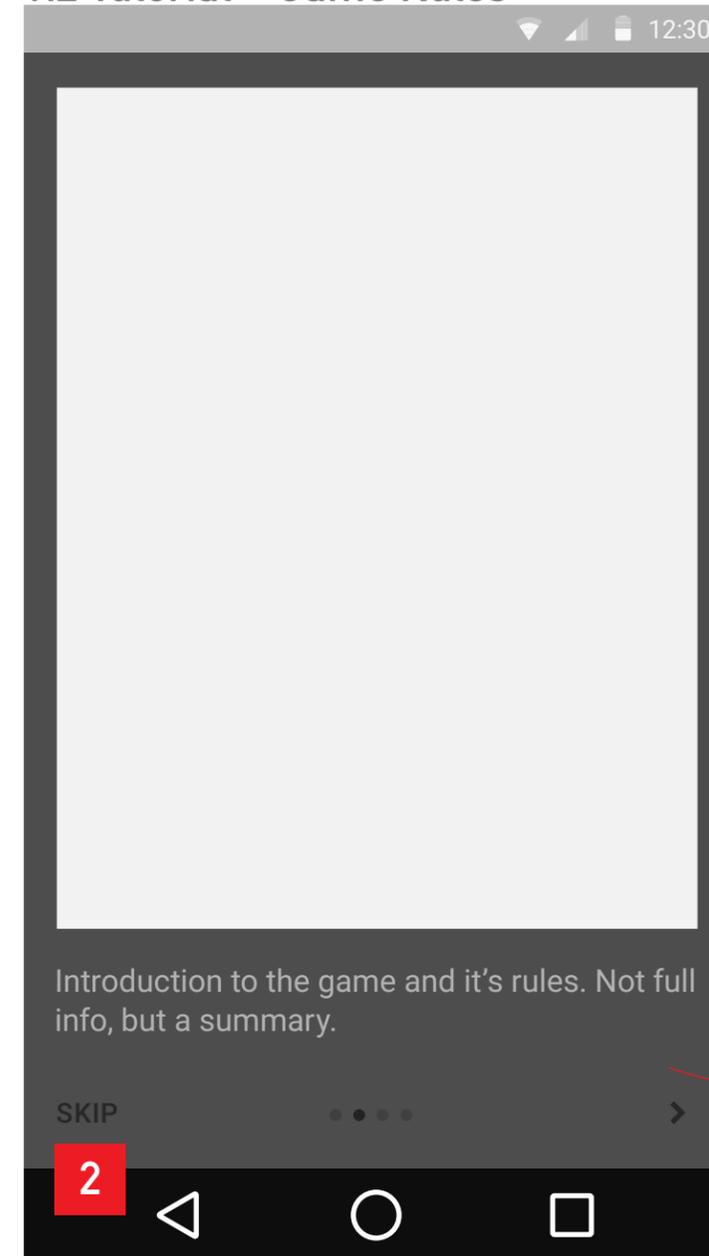
- 1) Users can either tap the arrow in the bottom right or swipe the whole screen left to advance the tutorial.
- 2) The tutorial can be skipped using the button on the bottom left. The tutorial can be accessed at any later time from the left navigation drawer.

Skipping or completing the tutorial takes the user to the login screen.

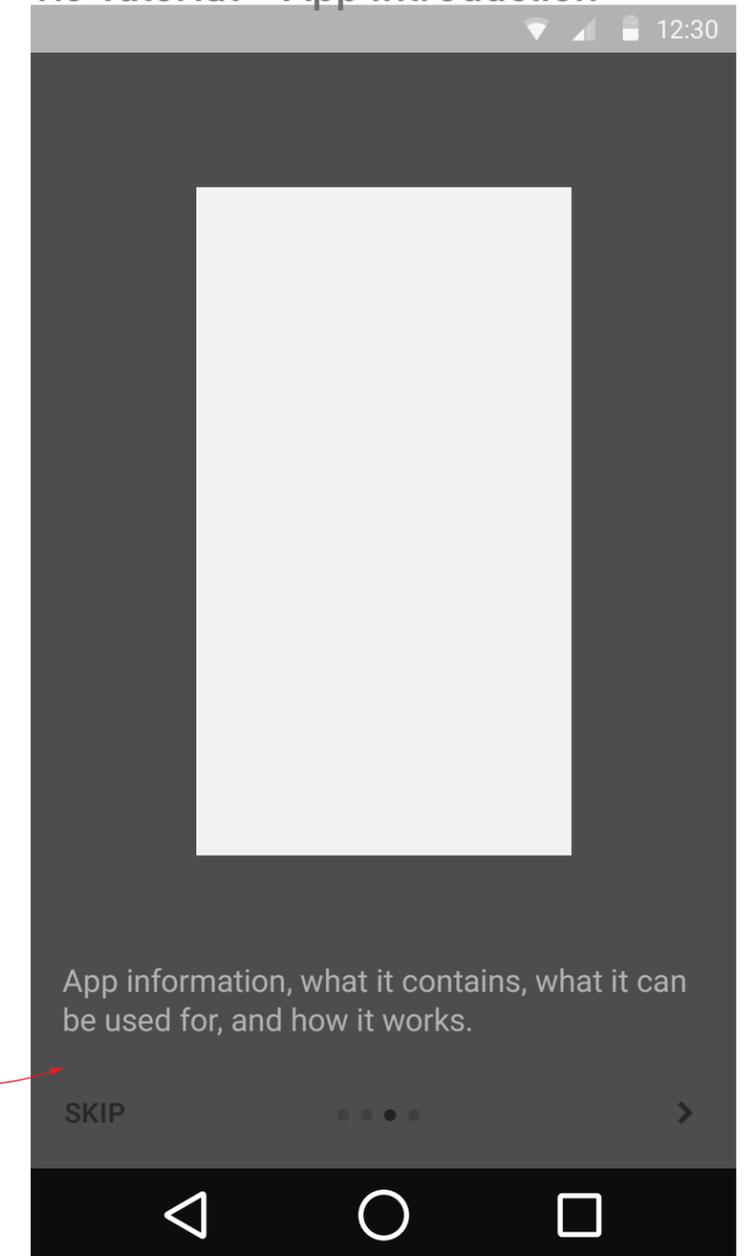
1.1 Tutorial – Game Description



1.2 Tutorial – Game Rules



1.3 Tutorial – App Introduction



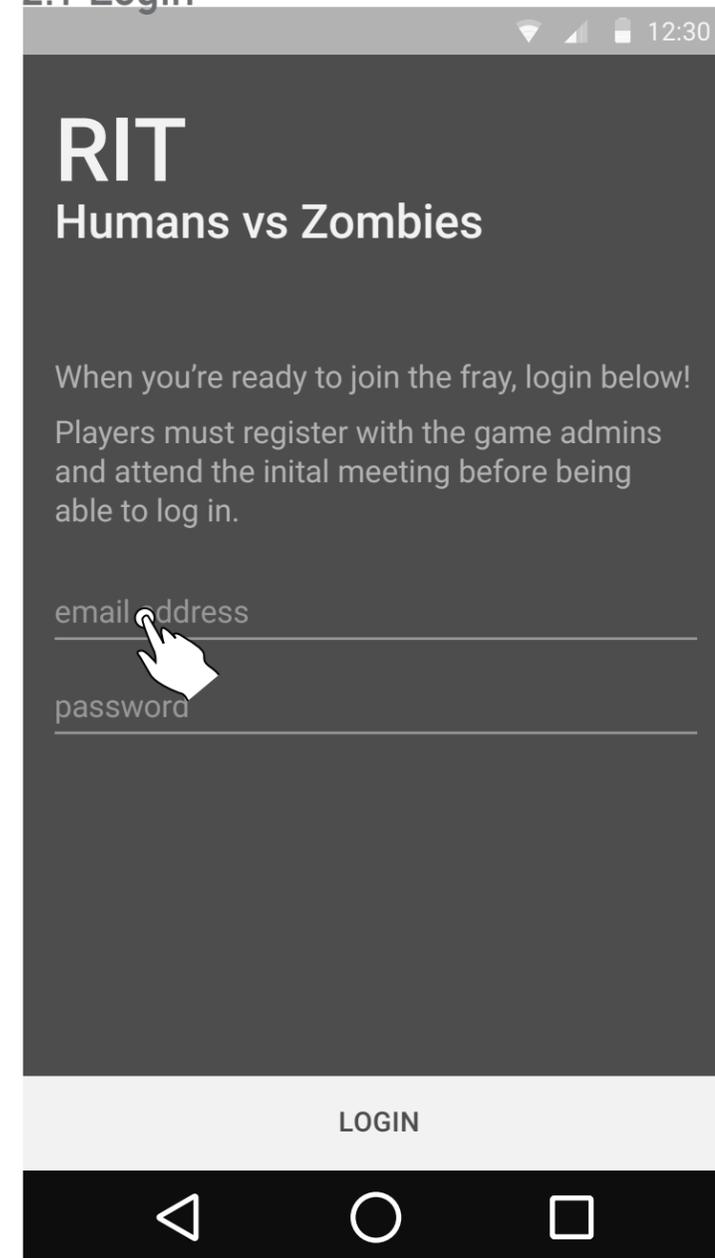
Onboarding Tutorial

Login screen for users to enter their RIT login information to begin using the app.

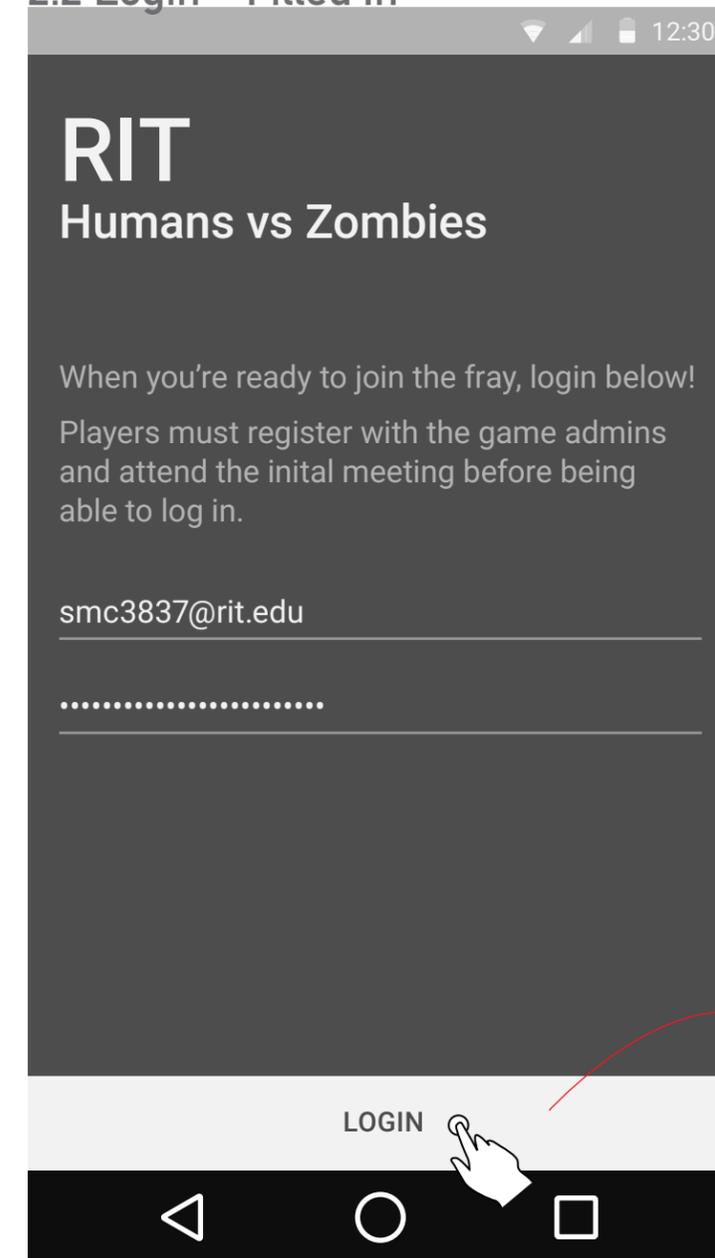
Only those who sign up at the initial game meeting will be able to login to the app.

- 1) Error message for login failure. Suggests methods to help the user.

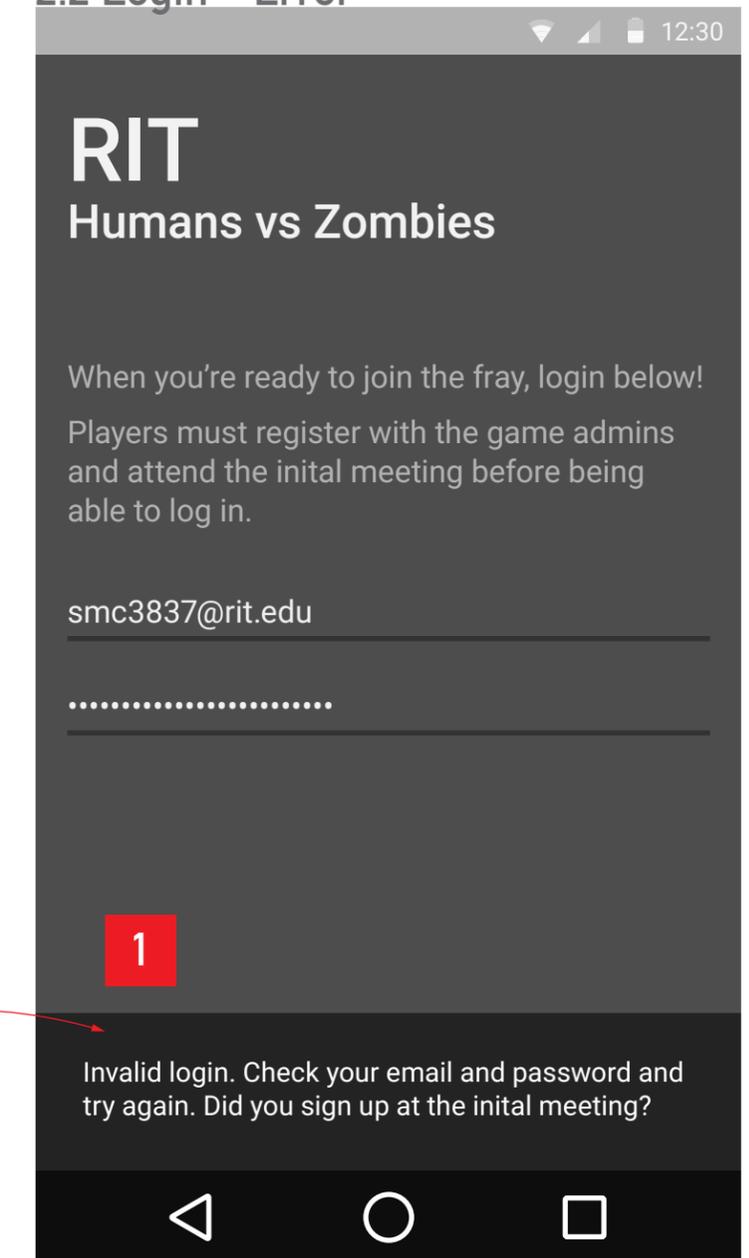
2.1 Login



2.2 Login – Filled In



2.2 Login – Error

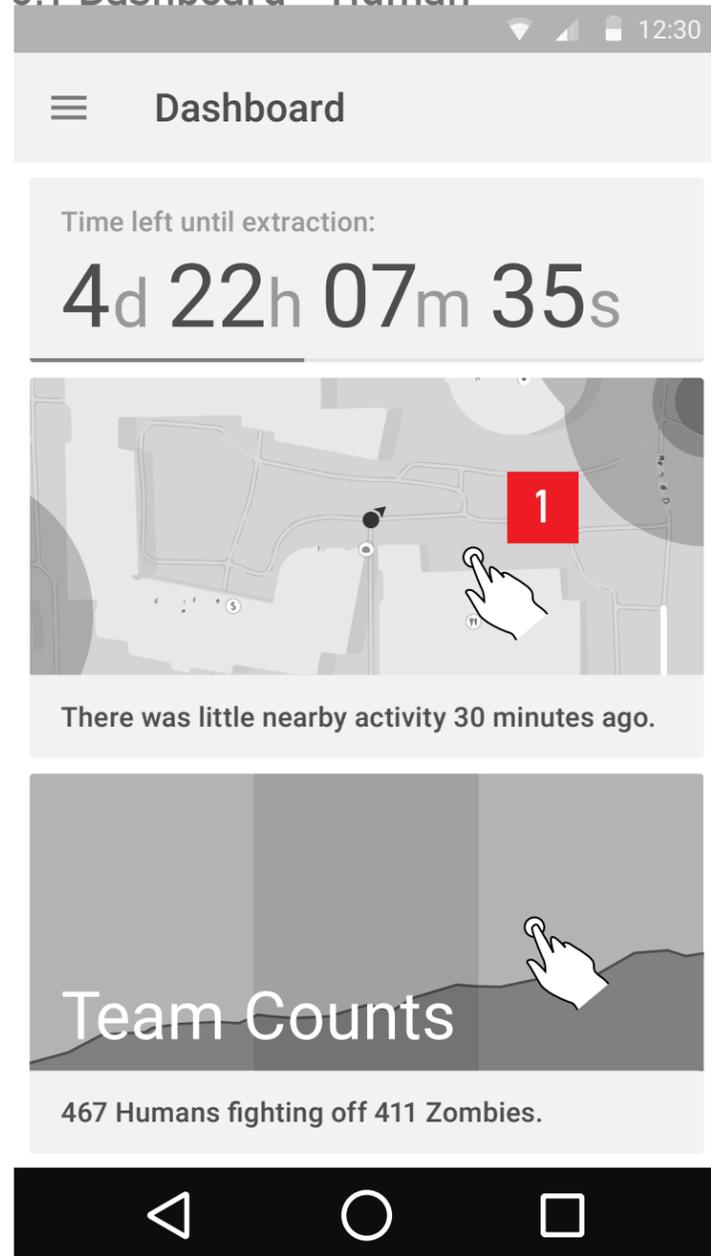


Dashboard

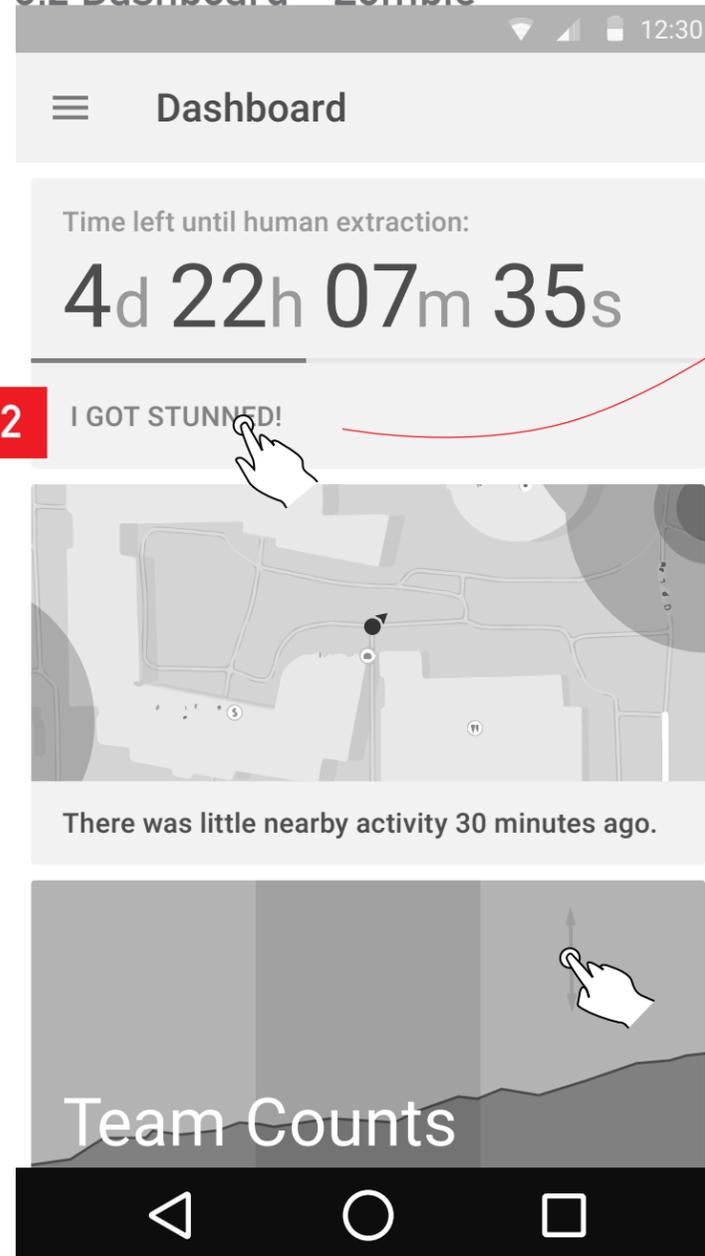
Overview of most current game info.

- 1) Tapping any of the data cards takes the user to the full page for that data.
- 2) Zombies' game timer has a stun button that starts a respwn timer for the player.

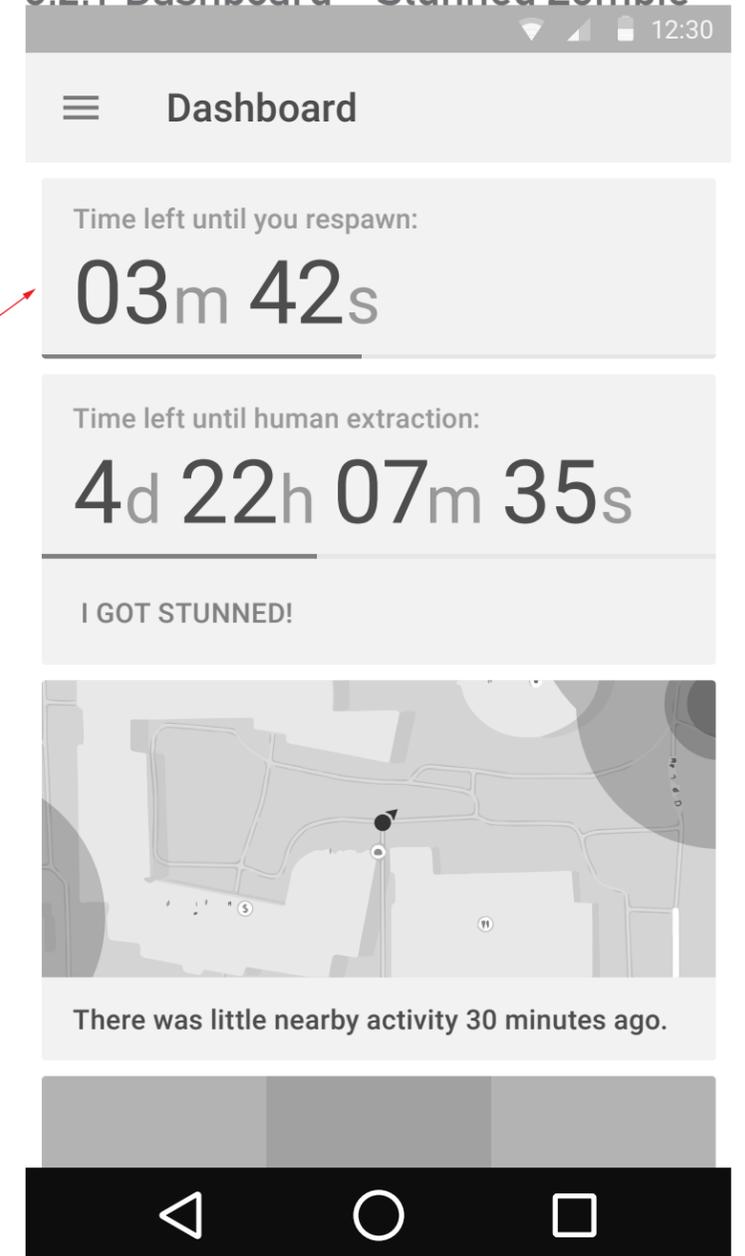
3.1 Dashboard – Human



3.2 Dashboard – Zombie



3.2.1 Dashboard – Stunned Zombie

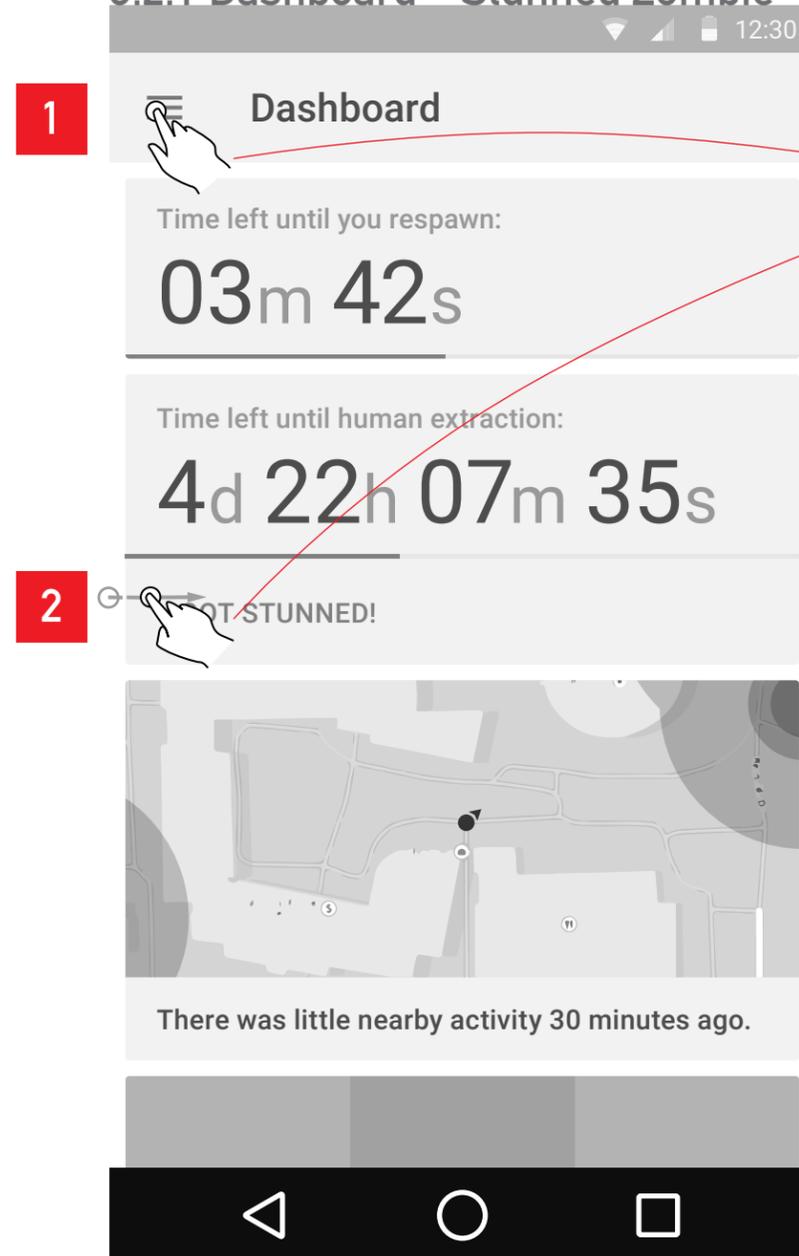


Side Nav Drawer

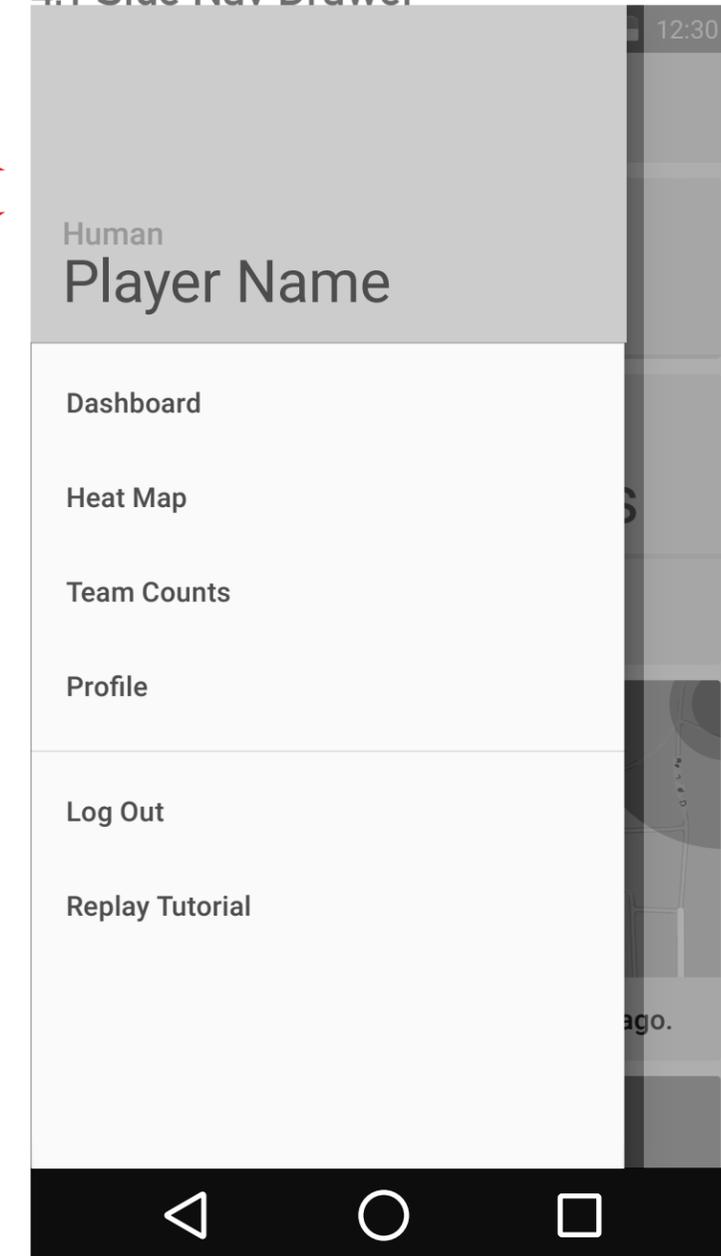
Main Navigation accessible from anywhere in the app.

- 1) Tap menu icon to open.
- 2) Can also be opened by swiping right from the edge of the screen.

3.2.1 Dashboard – Stunned Zombie



4.1 Side Nav Drawer



Heat Map

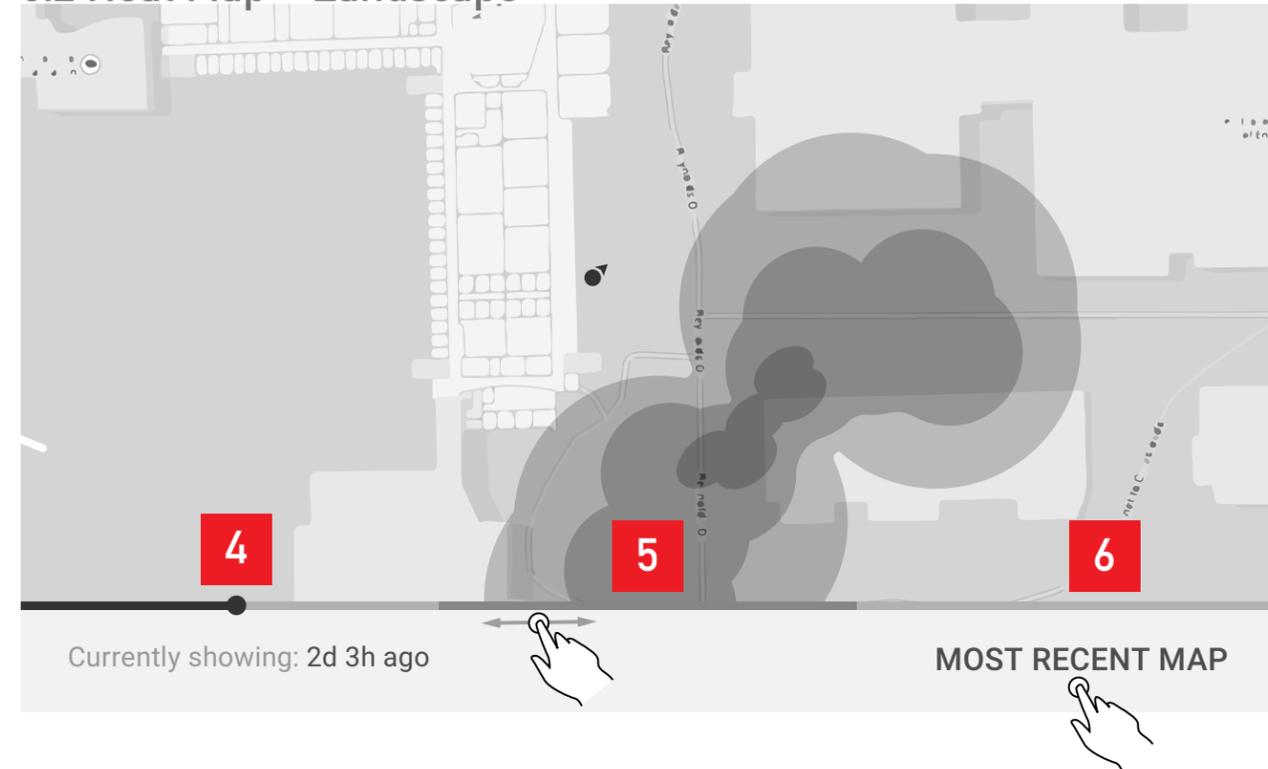
Heat map of tagging activity. To avoid removing the element of surprise without sacrificing new strategic opportunity, the map will have a 30 minute delay.

- 1) Portrait view shows the most recent map. Standard mobile map interactions (drag to pan, pinch to zoom).
- 2) Search to find buildings or locations on campus quickly.
- 3) Landscape allows the user to scrub through past maps. The text on the bottom left displays how old the displayed map is. Extreme right of the scrub bar is the current map.
- 4) Scrub bar is shaded on alternating days to users can quickly gauge how far back they are.
- 5) Button to quickly jump to most recent map.

5.1 Heat Map – Portrait



5.2 Heat Map – Landscape

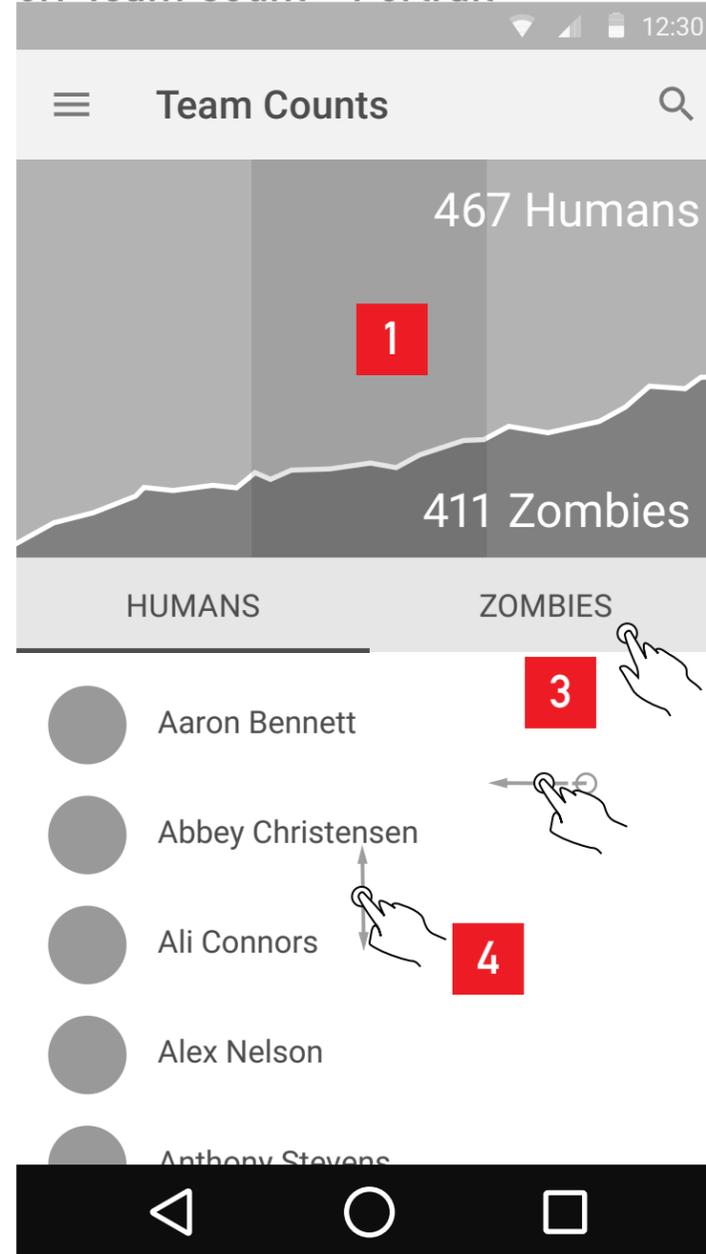


Team Counts

Area line graph of total players and team distribution over time. Also includes a searchable player list sorted by faction.

- 1) Portrait graph shows the full course of the game up to the current time.
- 2) Search for player.
- 3) Factions can be switched by either tapping the faction name tab, or swiping the list left or right.
- 4) Player list works like a standard mobile list, scrollable, tap a player to go to their profile page.
- 5) The highlighted line on the graph can be scrubbed to examine a particular point on the graph.
- 6) Tapping the highlighted line reveals the team counts.
- 7) Graph can be zoomed by either pinching or selecting a zoom level from the dropdown in the bottom bar.
- 8) Zoomed in graph can be panned by dragging it back and forth.

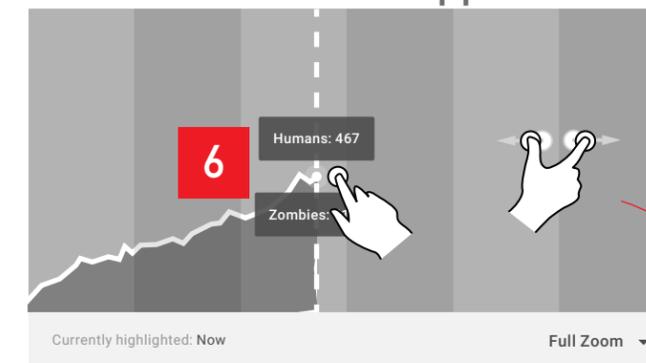
6.1 Team Count – Portrait



6.2.1 Team Count – Landscape



6.2.2 Team Count – Tapped



6.2.3 Team Count – 1 Day Zoom



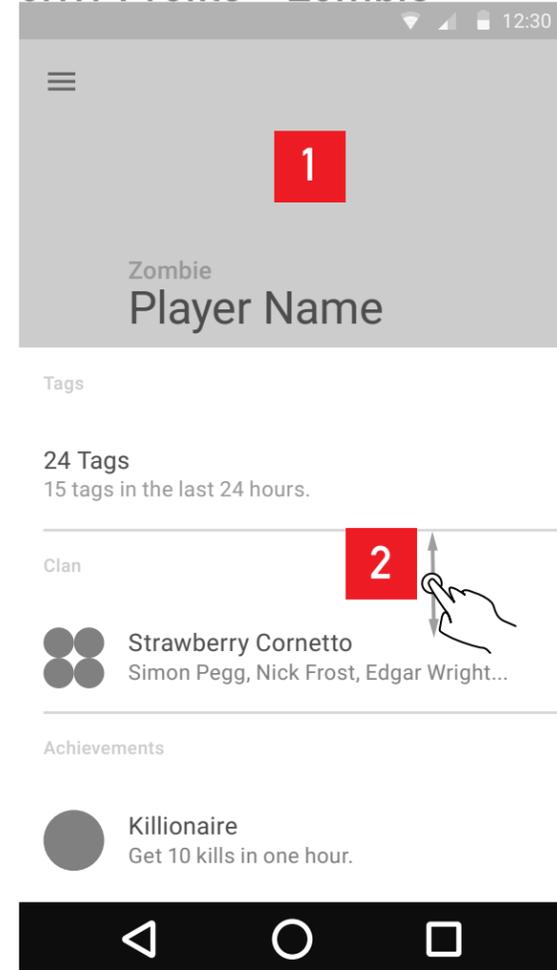
7

Player Profile

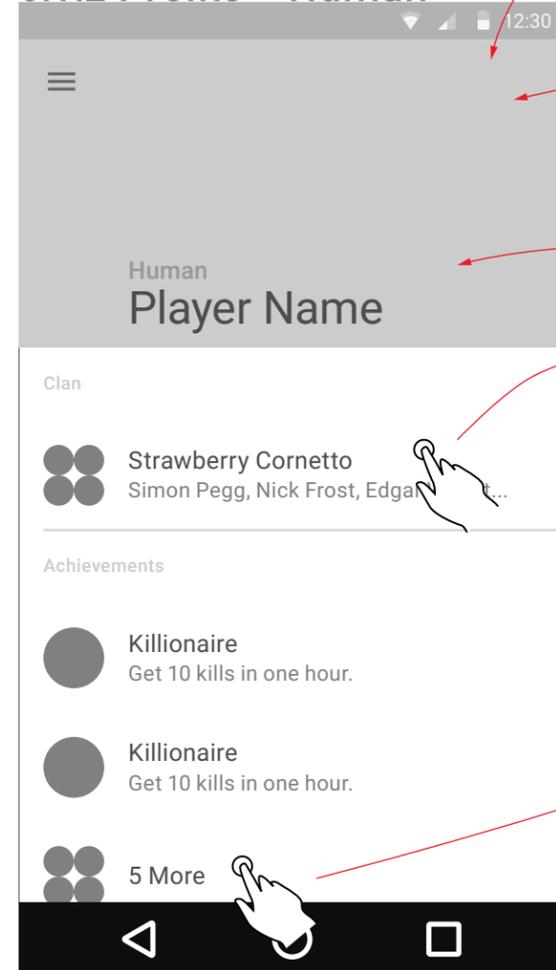
Profile page for each individual player.

- 1) Profile image at top
- 2) Scrolling list of stats
- 3) Clicking a player in the clan list goes to their profile.

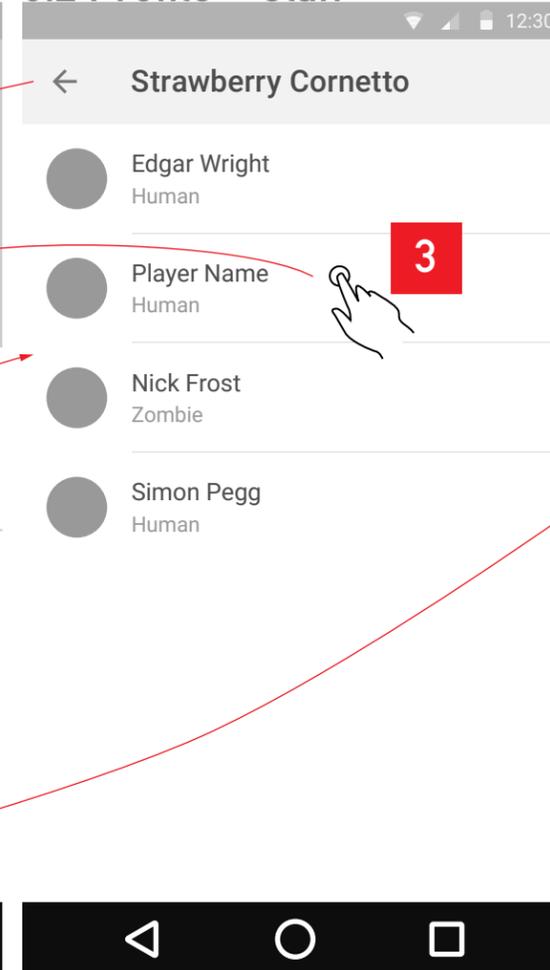
6.1.1 Profile – Zombie



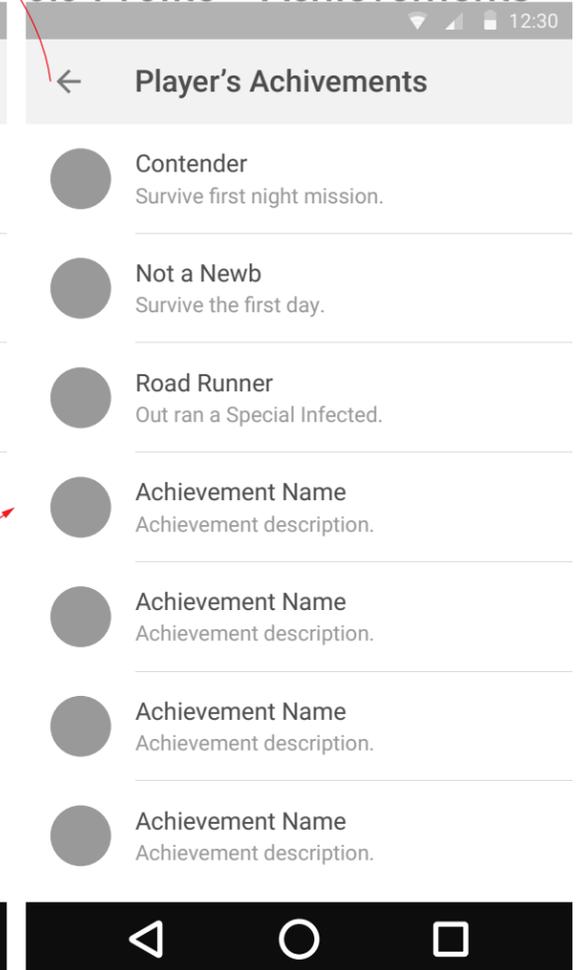
6.1.2 Profile – Human



6.2 Profile – Clan



6.3 Profile – Achievements

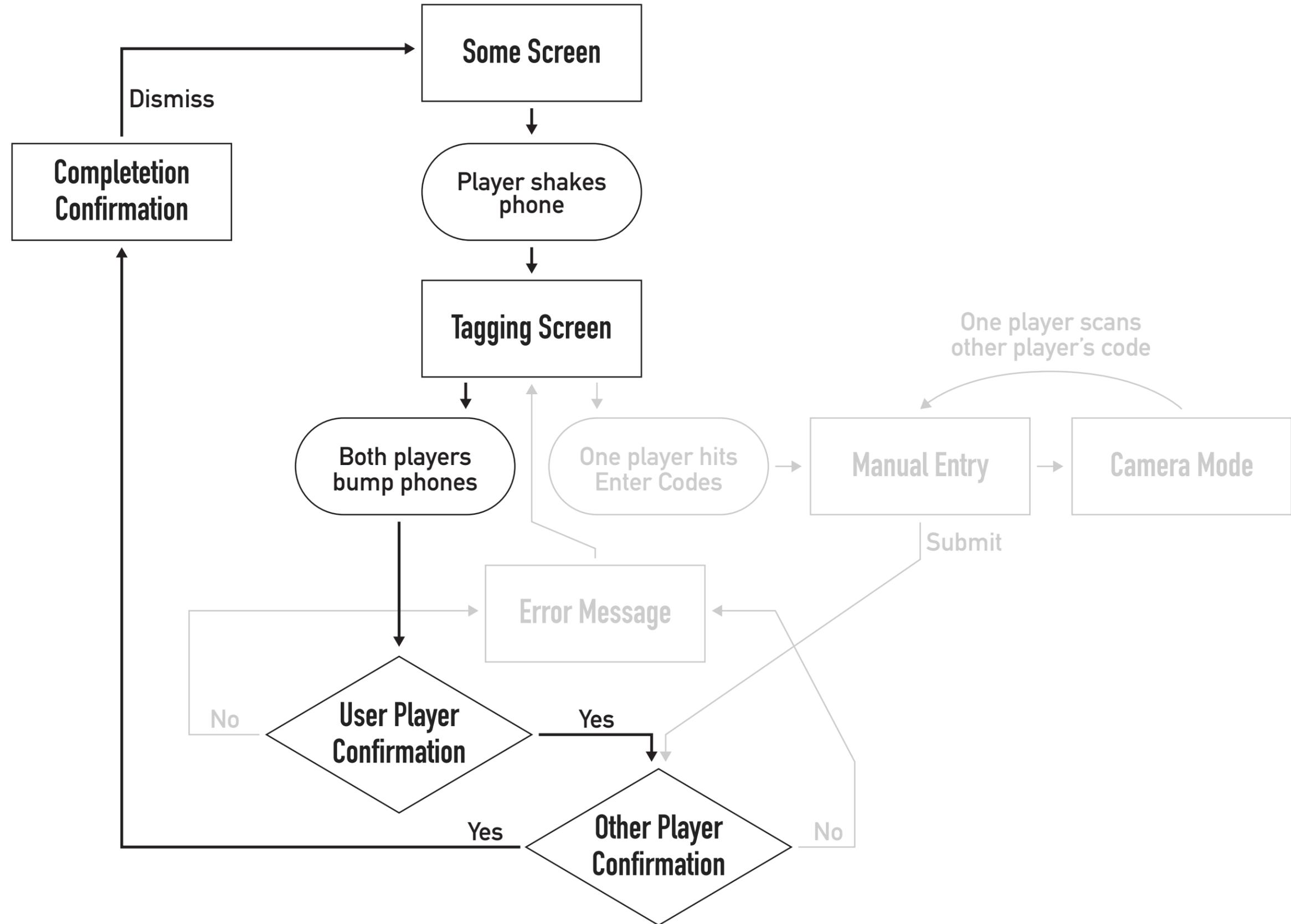


Tagging Mechanic

This user flow outlines the function and all of its confirmations and possible error states.

The tagging screen is a modal view that can be accessed at any time simply by shaking the phone.

Paths that won't be included in the prototype are dimmed.

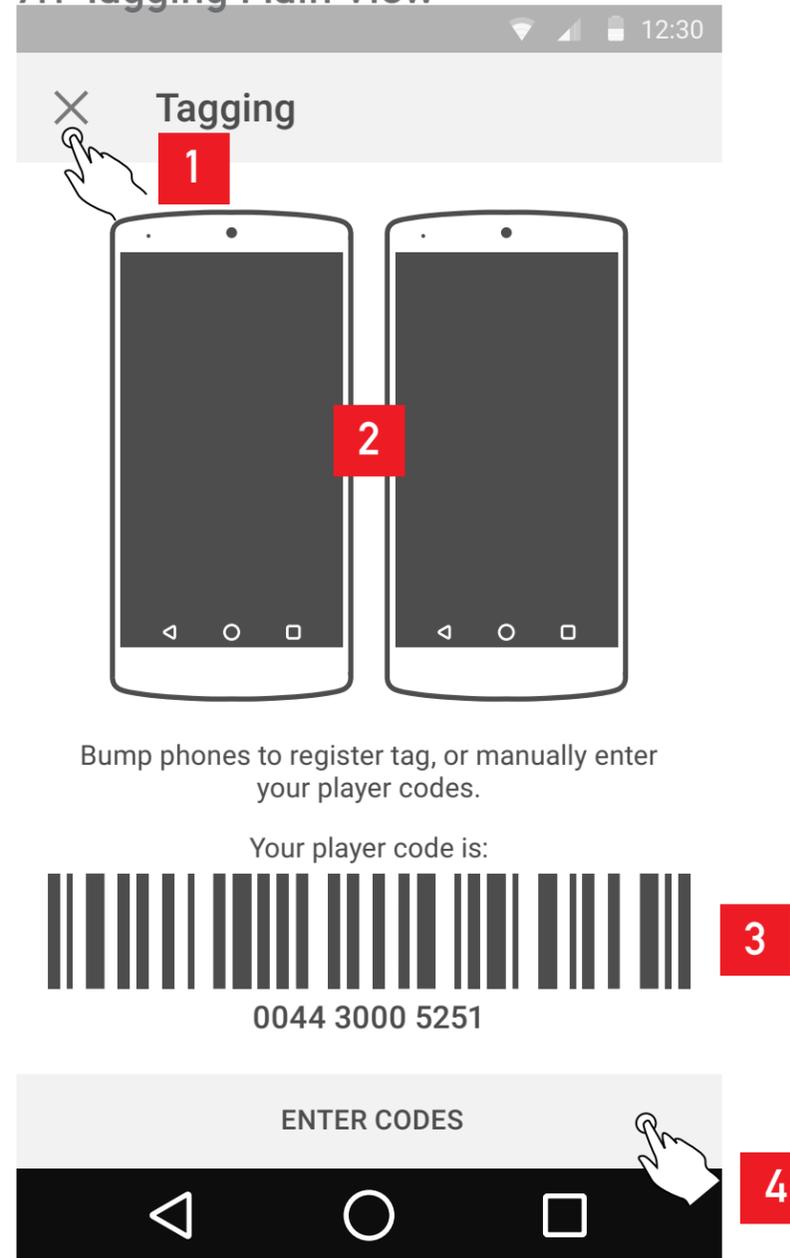


Tagging

When players shake their phone they will be brought to this screen. From here players can go about tagging other players.

- 1) Tagging can be closed by pressing the X button. Users will be returned to the screen they were on previously.
- 2) Animation of phones bumping will play when players open the screen.
- 3) Bar code of player's individual codes, can be scanned by another player instead of manually entering their player code.
- 4) Button to manually enter player codes instead of bumping.

7.1 Tagging Main View

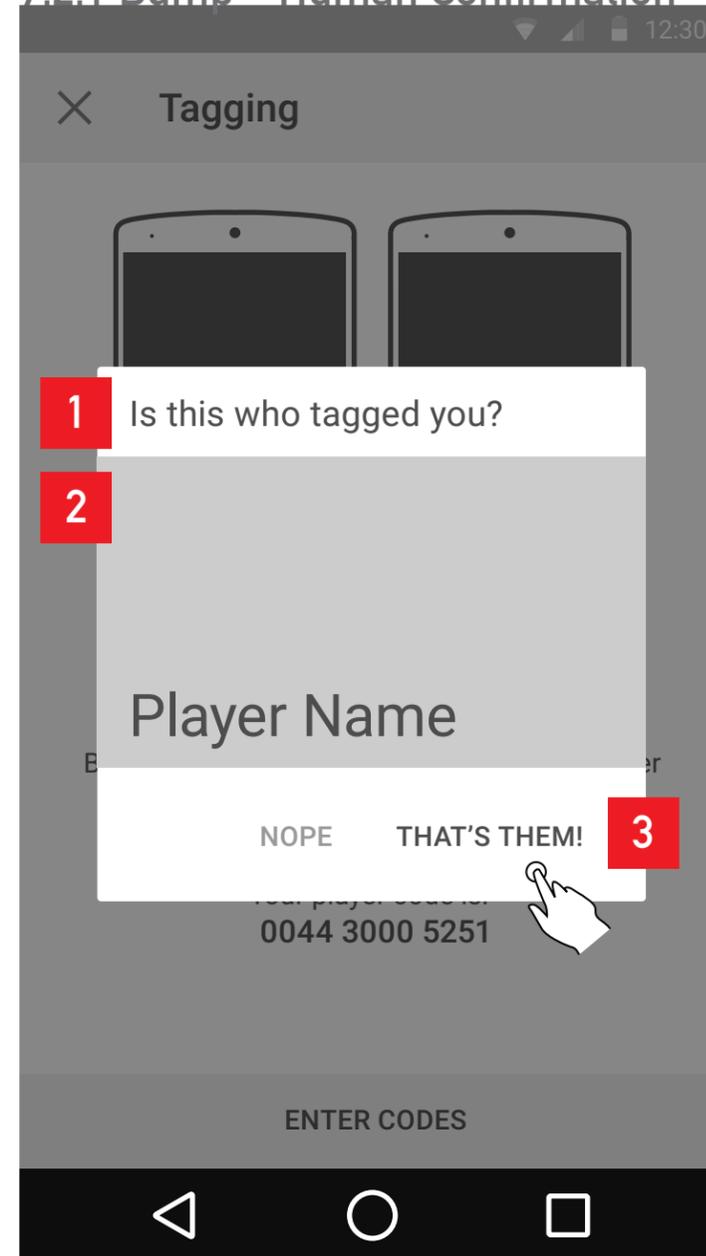


Tagging

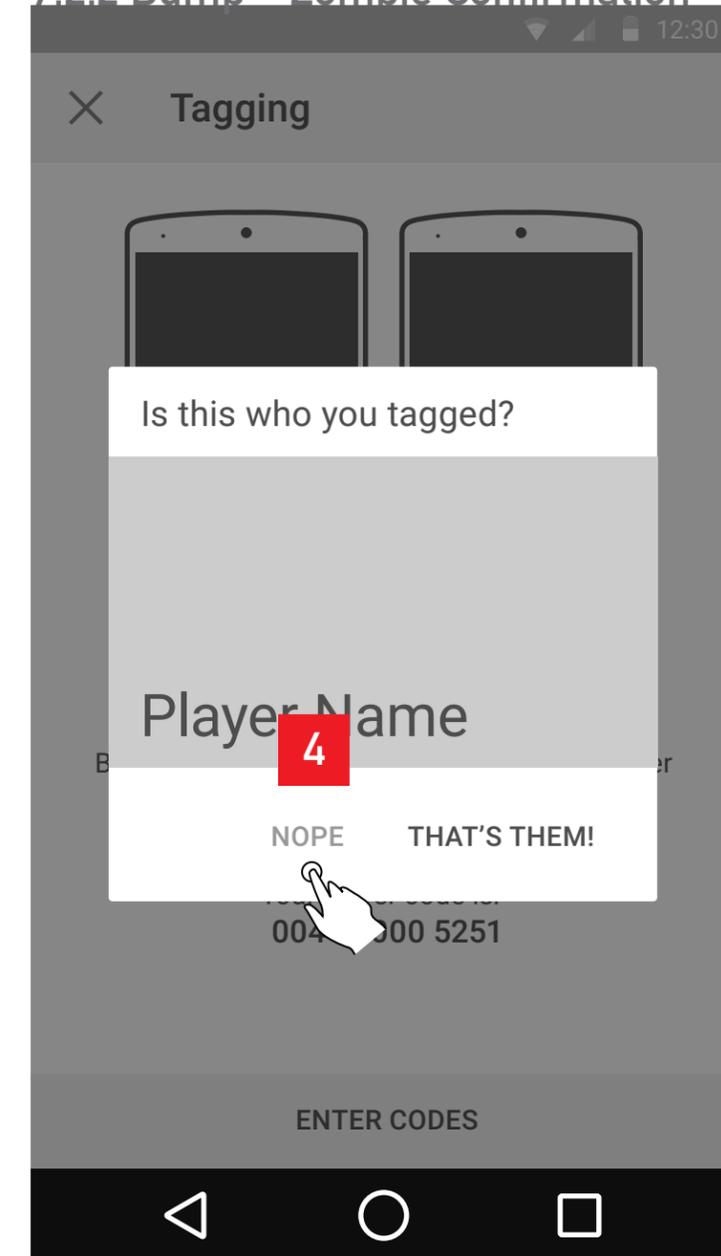
Main Navigation accessible from anywhere in the app.

- 1) Differences in wording based on whether the player is a human or a zombie.
- 2) Profile image of the other player to aid in identification and avoiding false positive identifications.
- 3) "That's them!" button accepts the tag and registers it the system. Both players must accept the tag or both will receive error messages.
- 4) If the wrong player is displayed, the user player can dismiss the bump confirmation and try again.

7.2.1 Bump – Human Confirmation



7.2.2 Bump – Zombie Confirmation

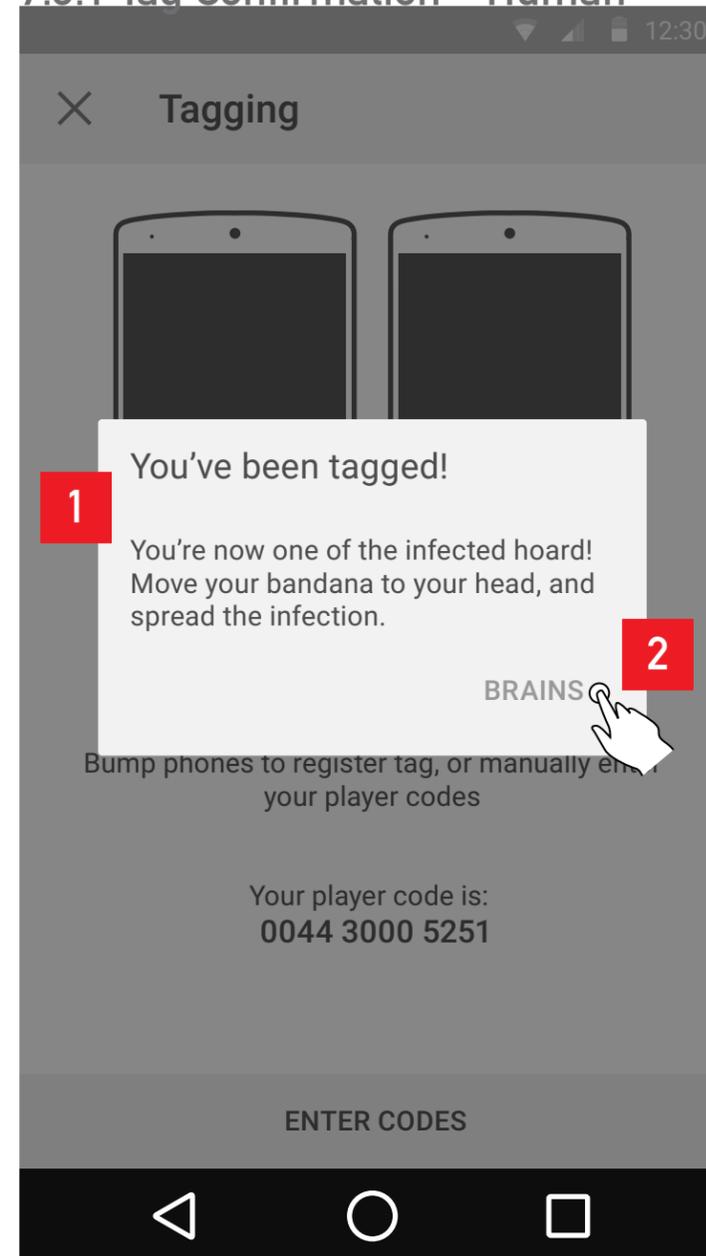


Tagging

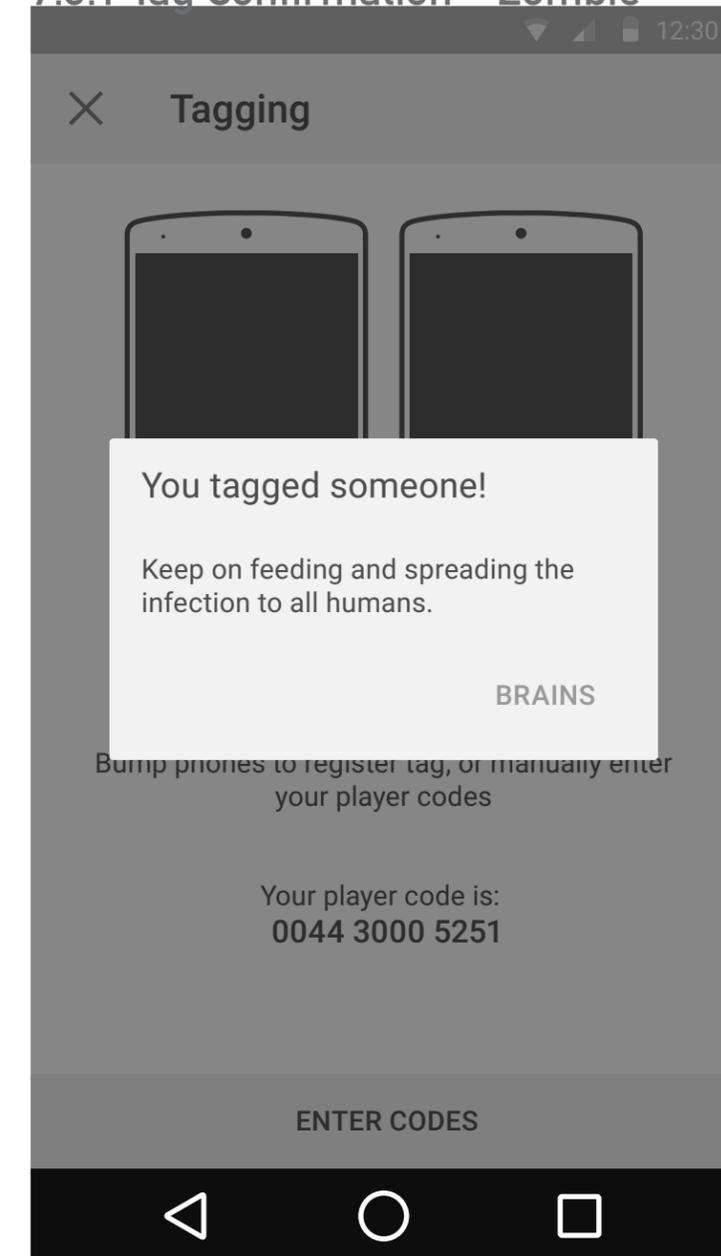
After both players accept the bump tag they'll receive a confirmation of the tag

- 1) Contextual content differences between human and zombie players.
- 2) "Brains" button dismisses the dialog and closes the tagging modal.

7.3.1 Tag Confirmation – Human



7.3.1 Tag Confirmation – Zombie



Moodboards

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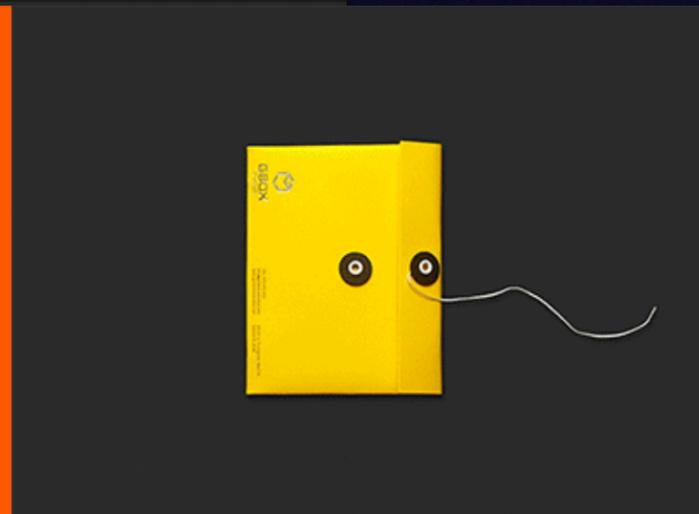
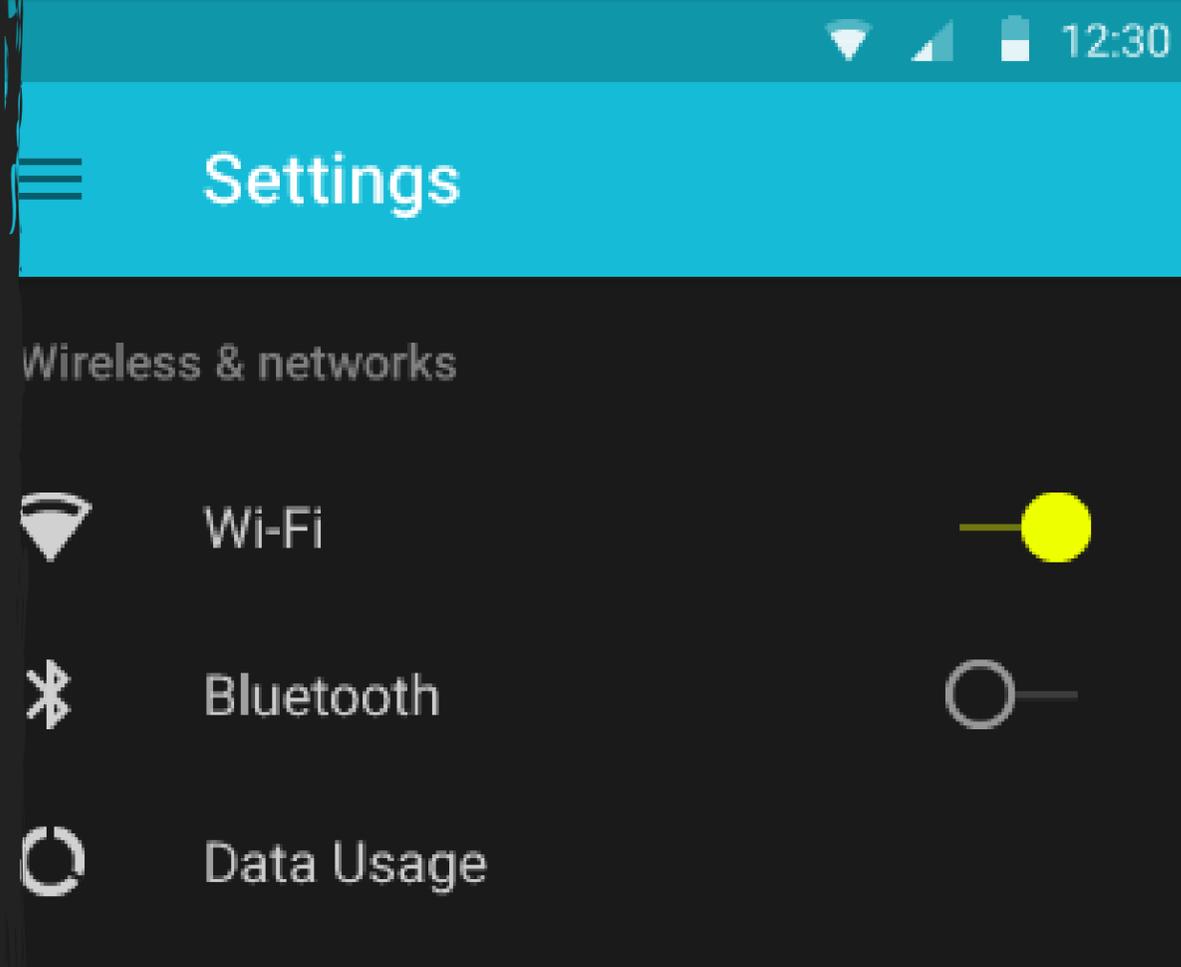
Direction 1 Material Design

A relatively straight adaption of Google's Material Design guidelines. Vivid color is used against contrasting neutral backdrops to create an engaging experience.

Bold

Vibrant

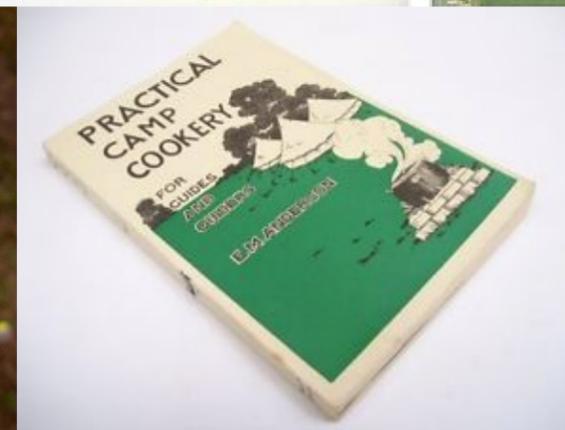
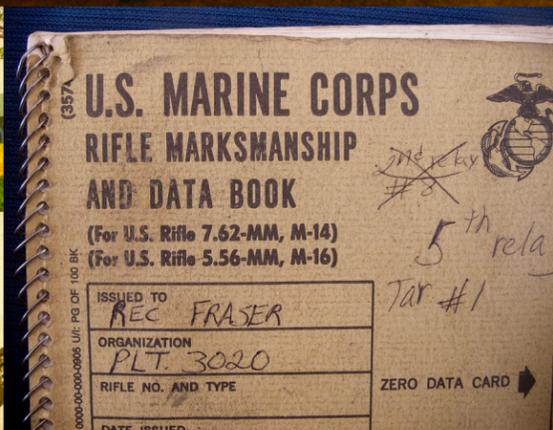
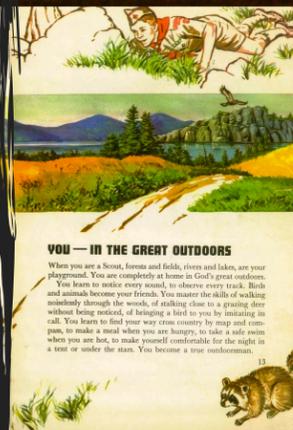
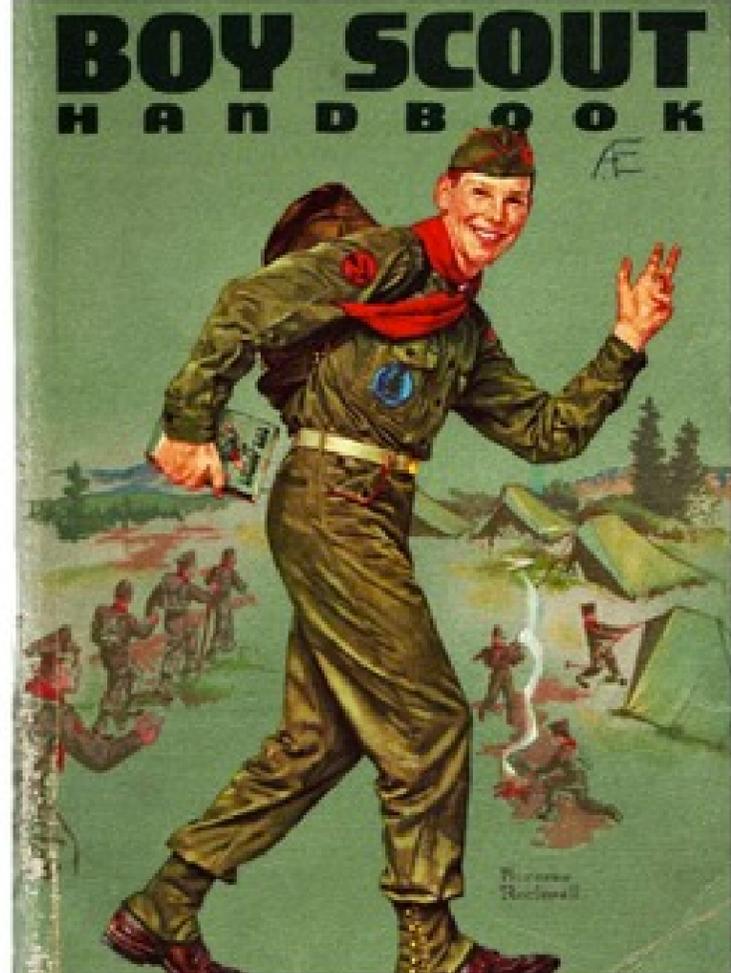
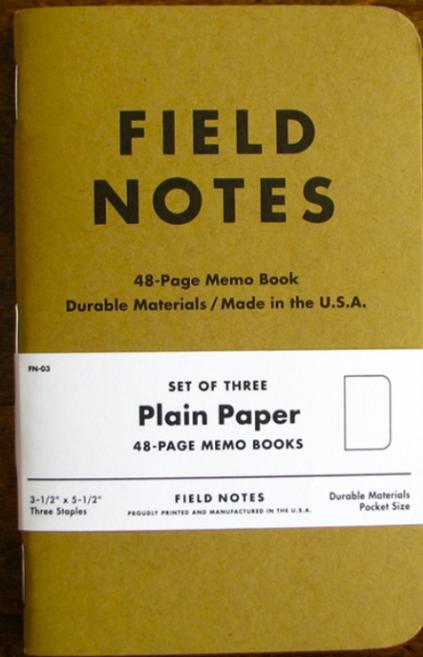
Contemporary



Direction 2 Retro Survival Guide

Taking inspiration from old American print and packaging design, there is a focus on the practical and a clear delievrance of information.

- Graphic
- Warm
- Approachable



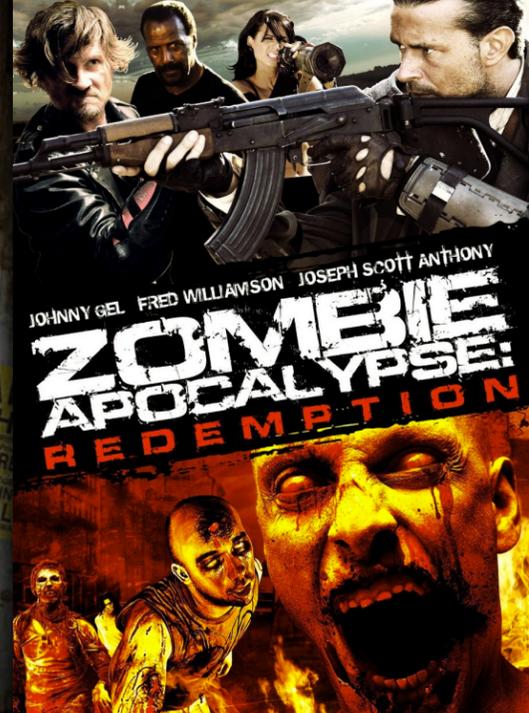
Direction 3 Grunge Movie Poster

Pulling from zombie popculture, the high contrast, grungy look of movie posters are referenced, echoing the chaotic and decaying worlds depicted within.

Dark

Textural

Distressed

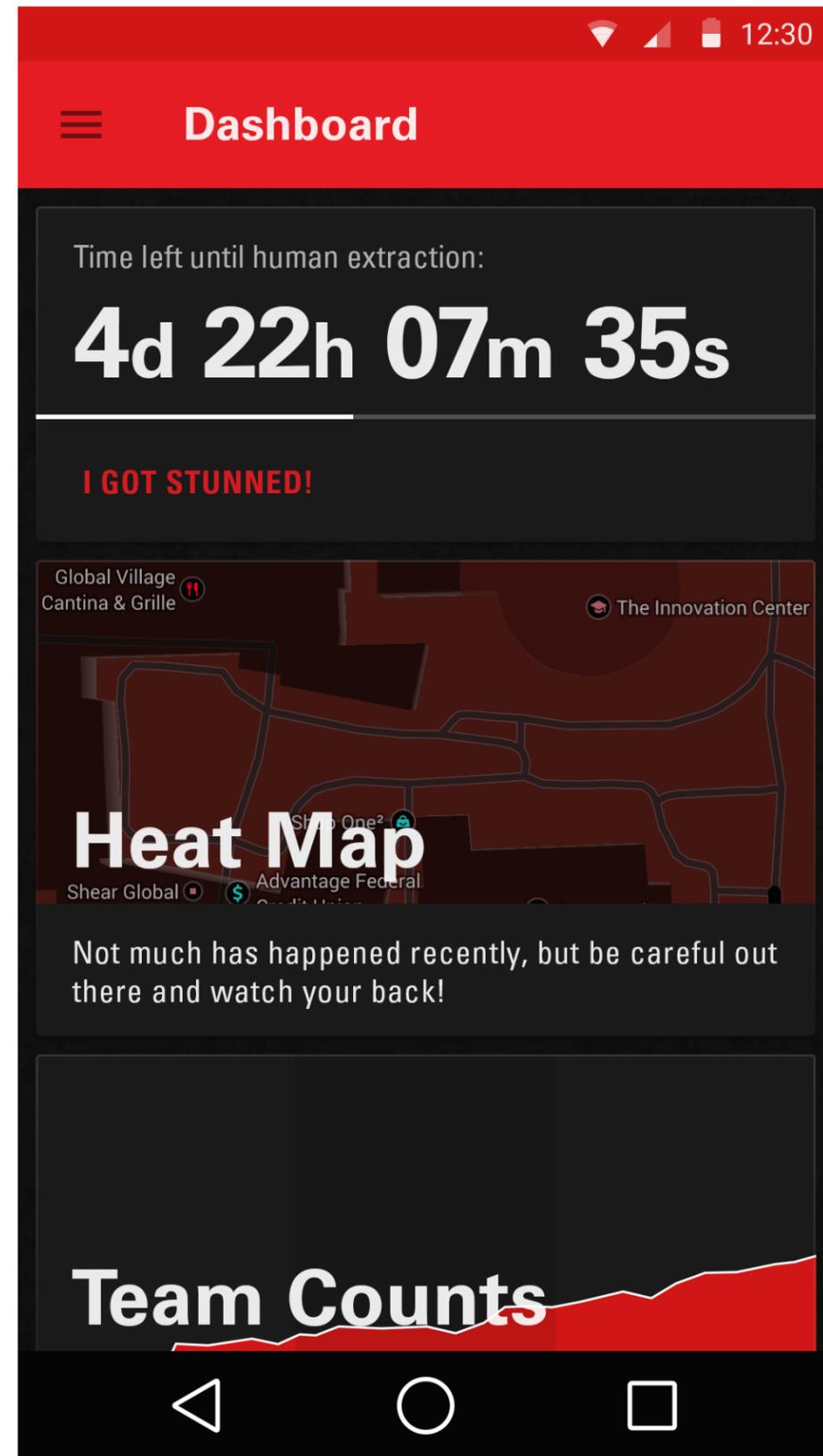
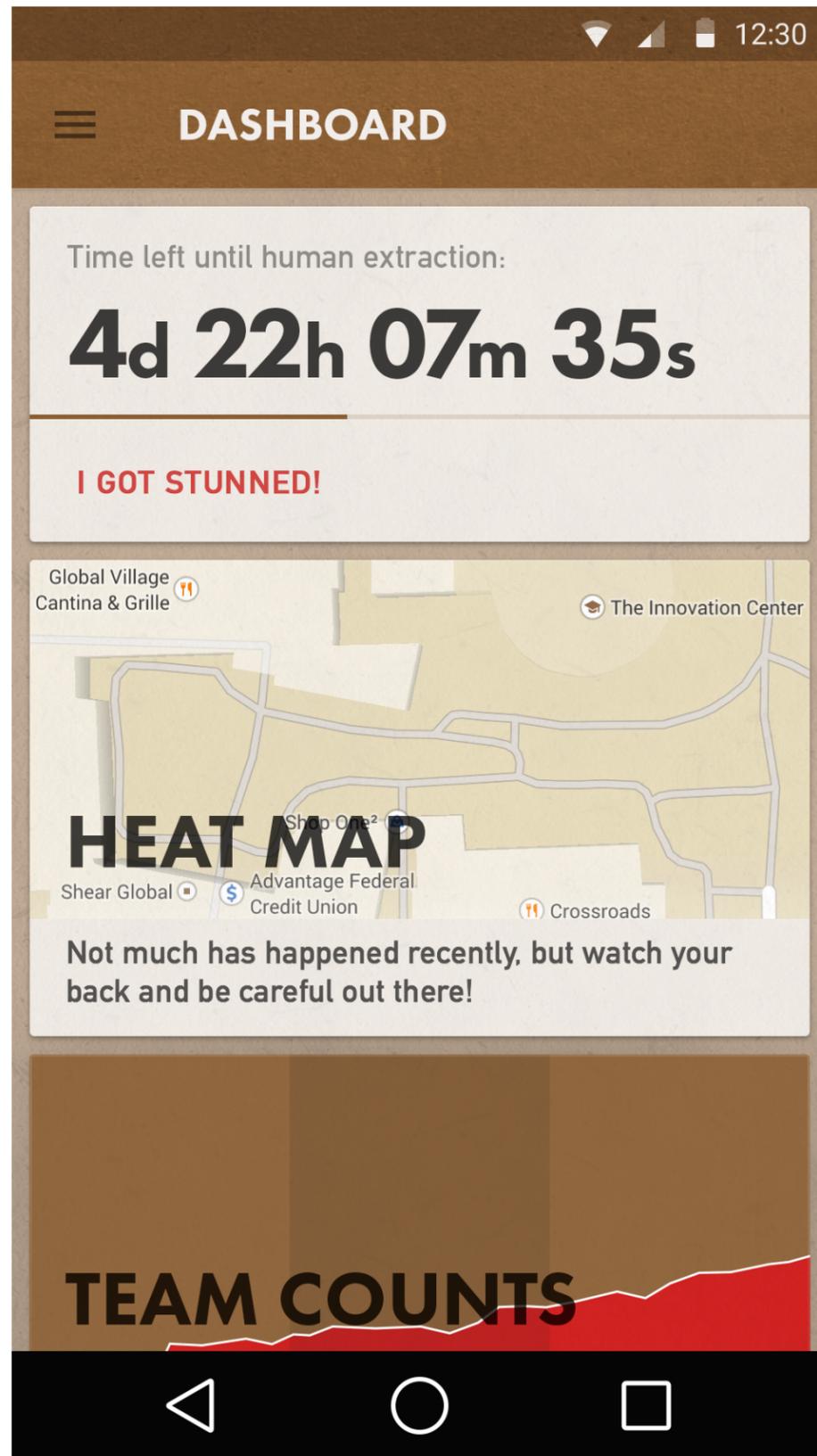
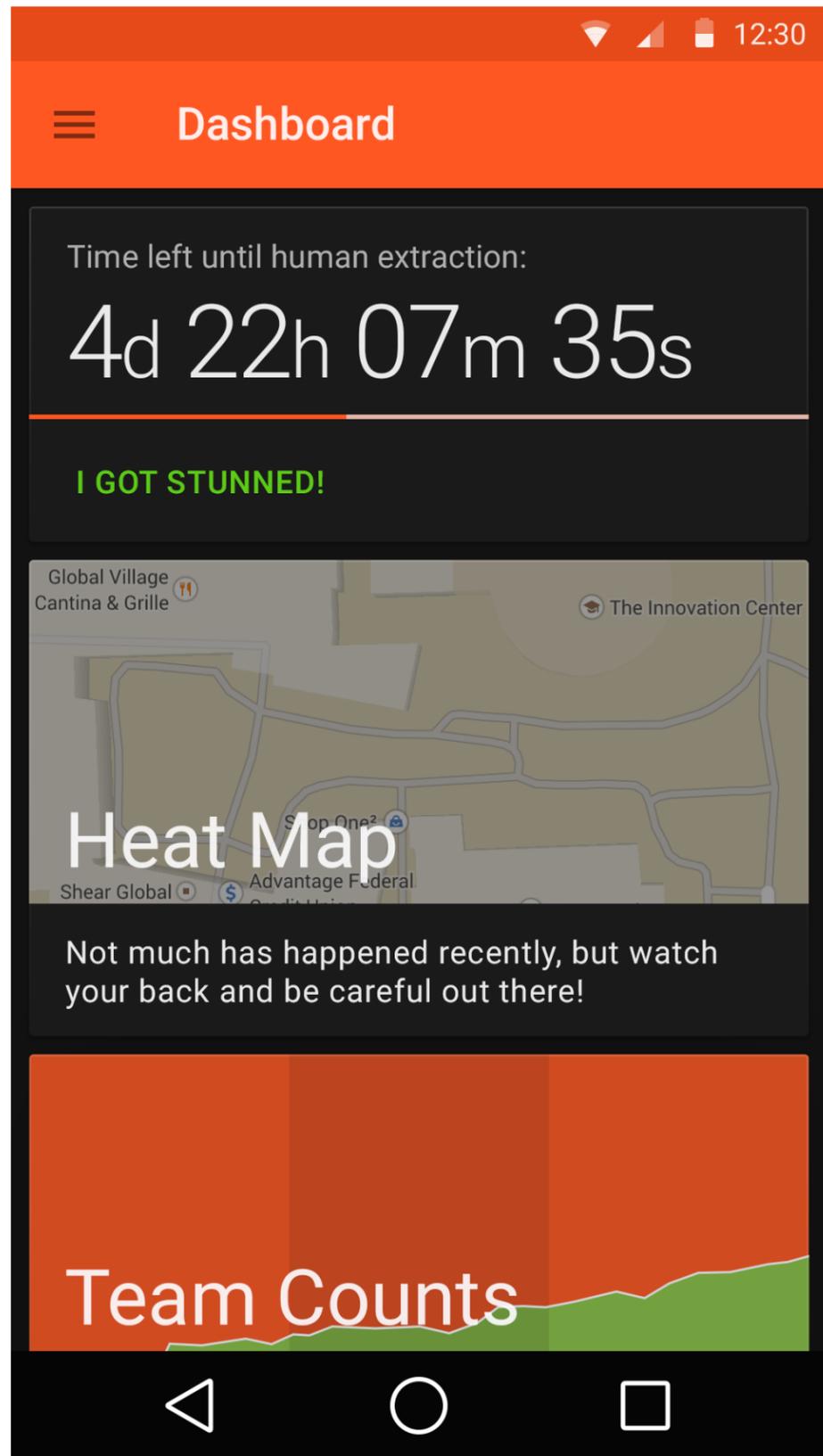


Design Iterations

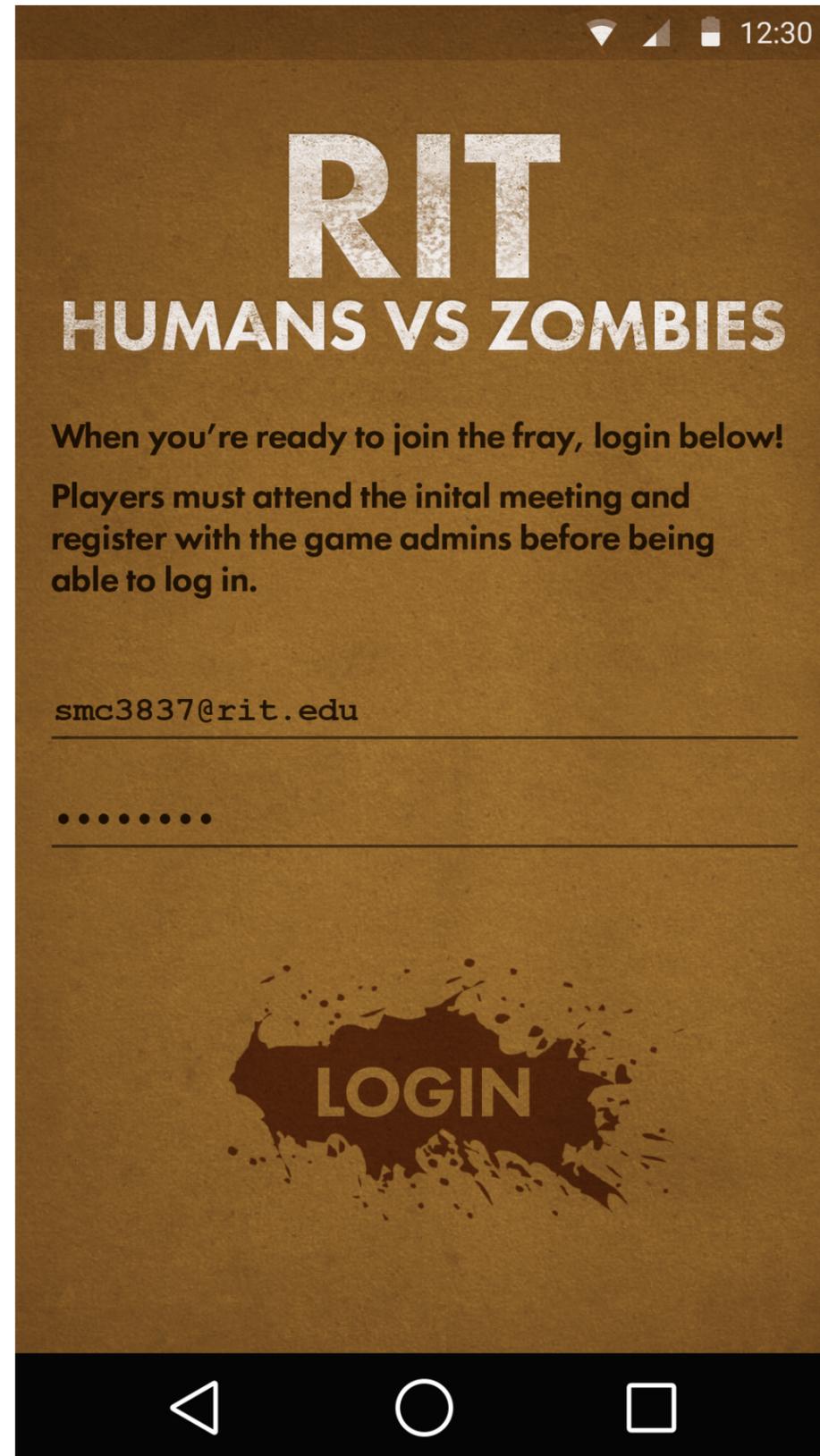
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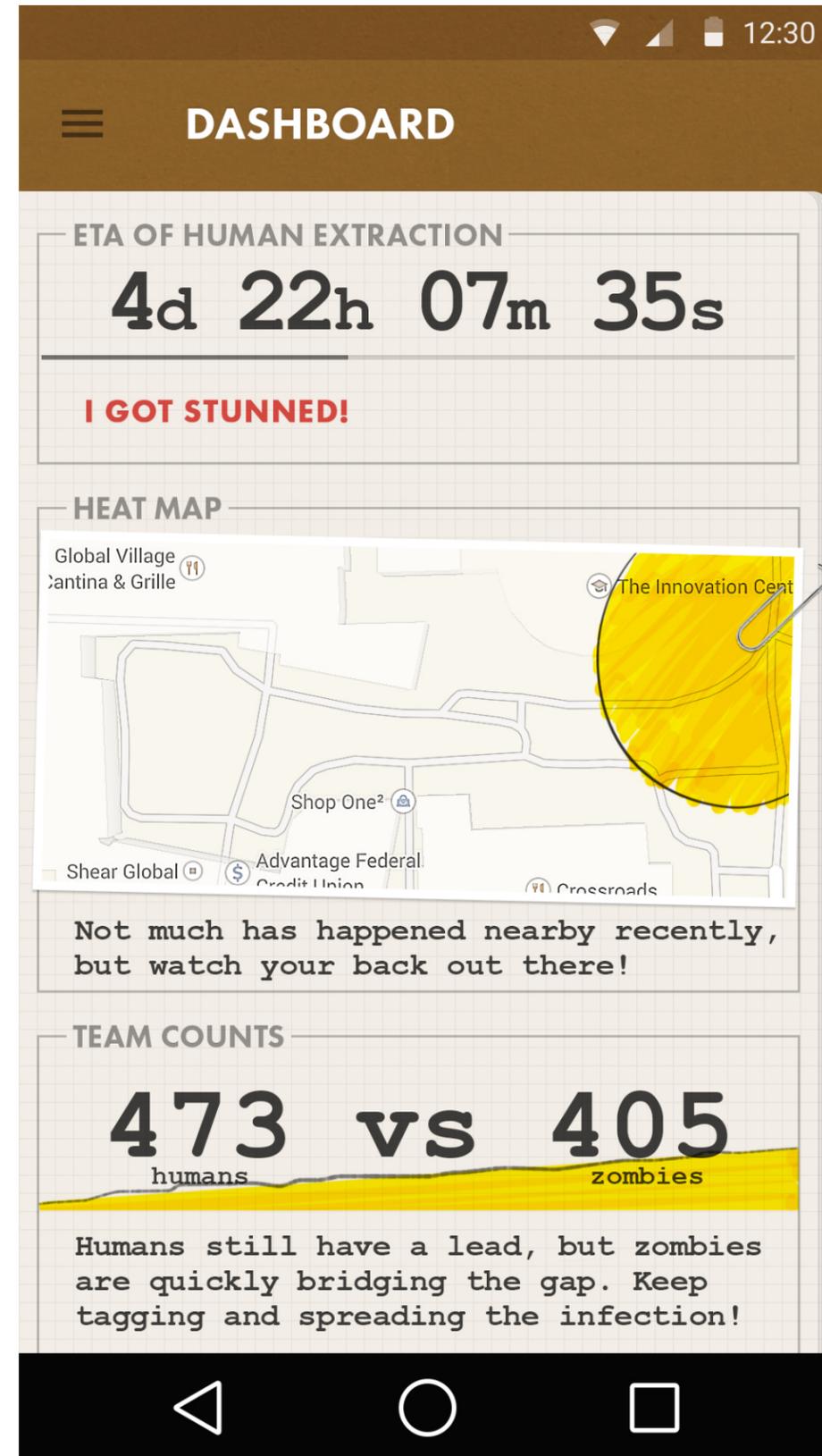
Stephen Carlson



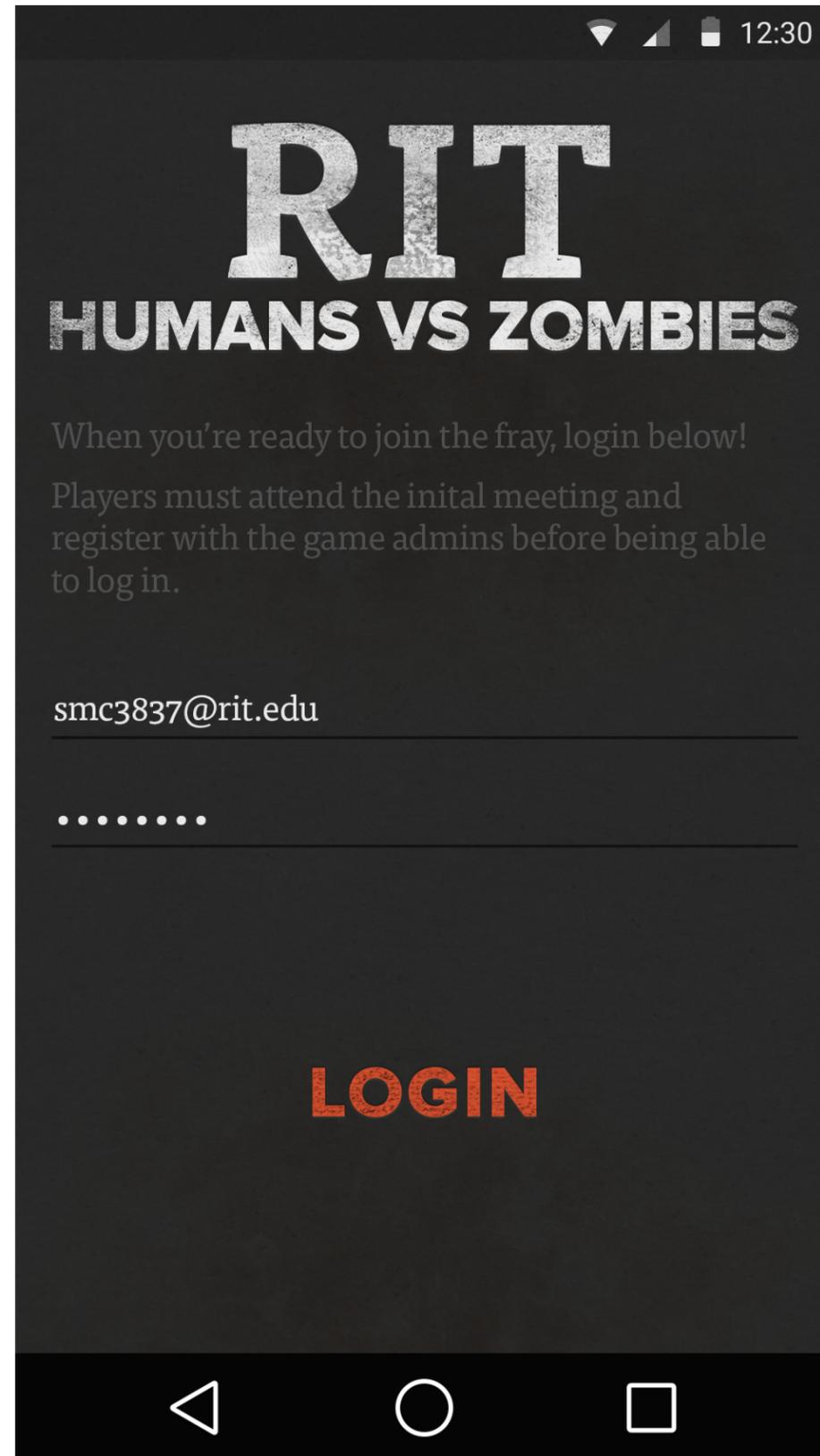
Login Screen



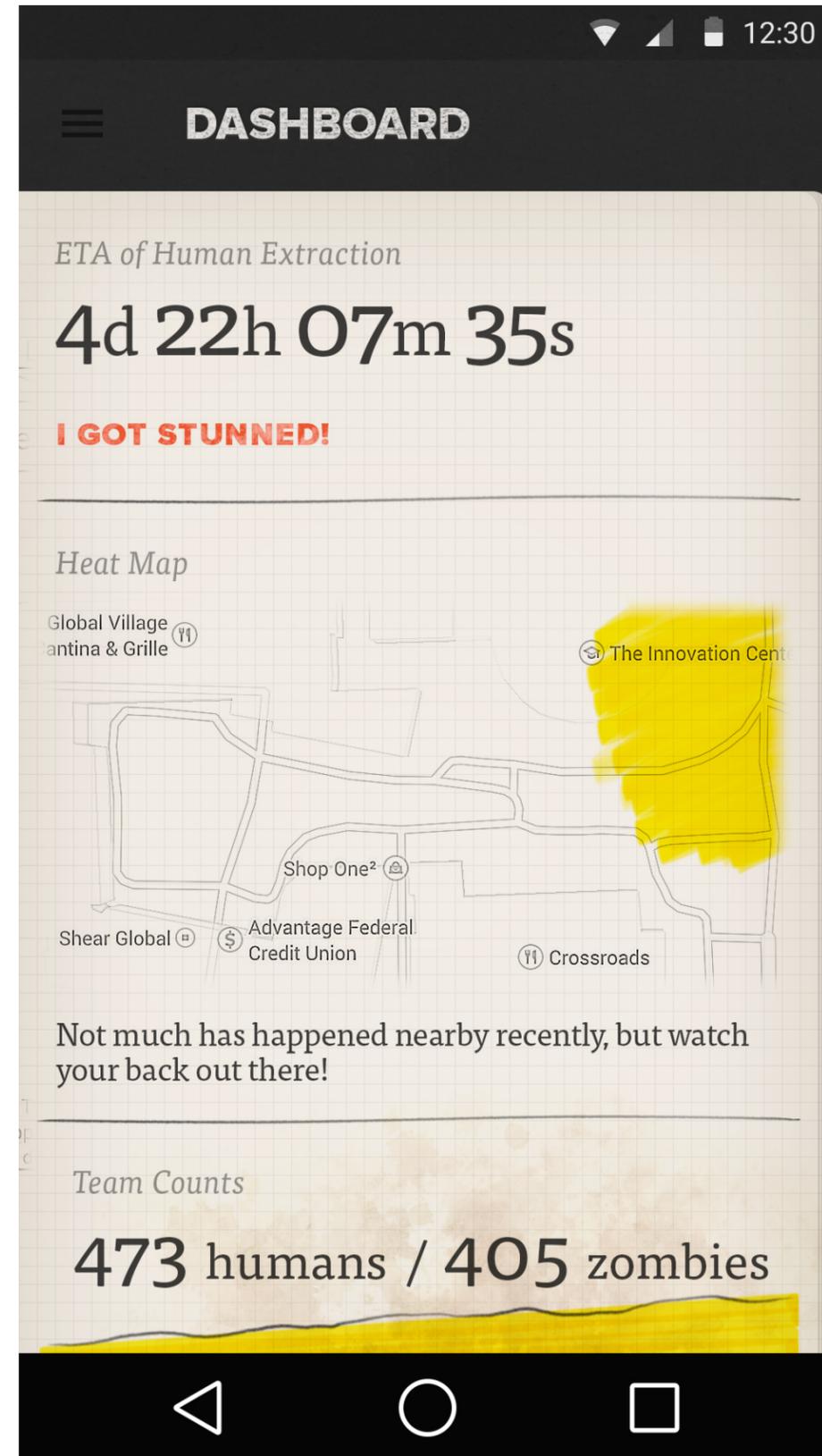
Dashboard – Zombie



Login Screen



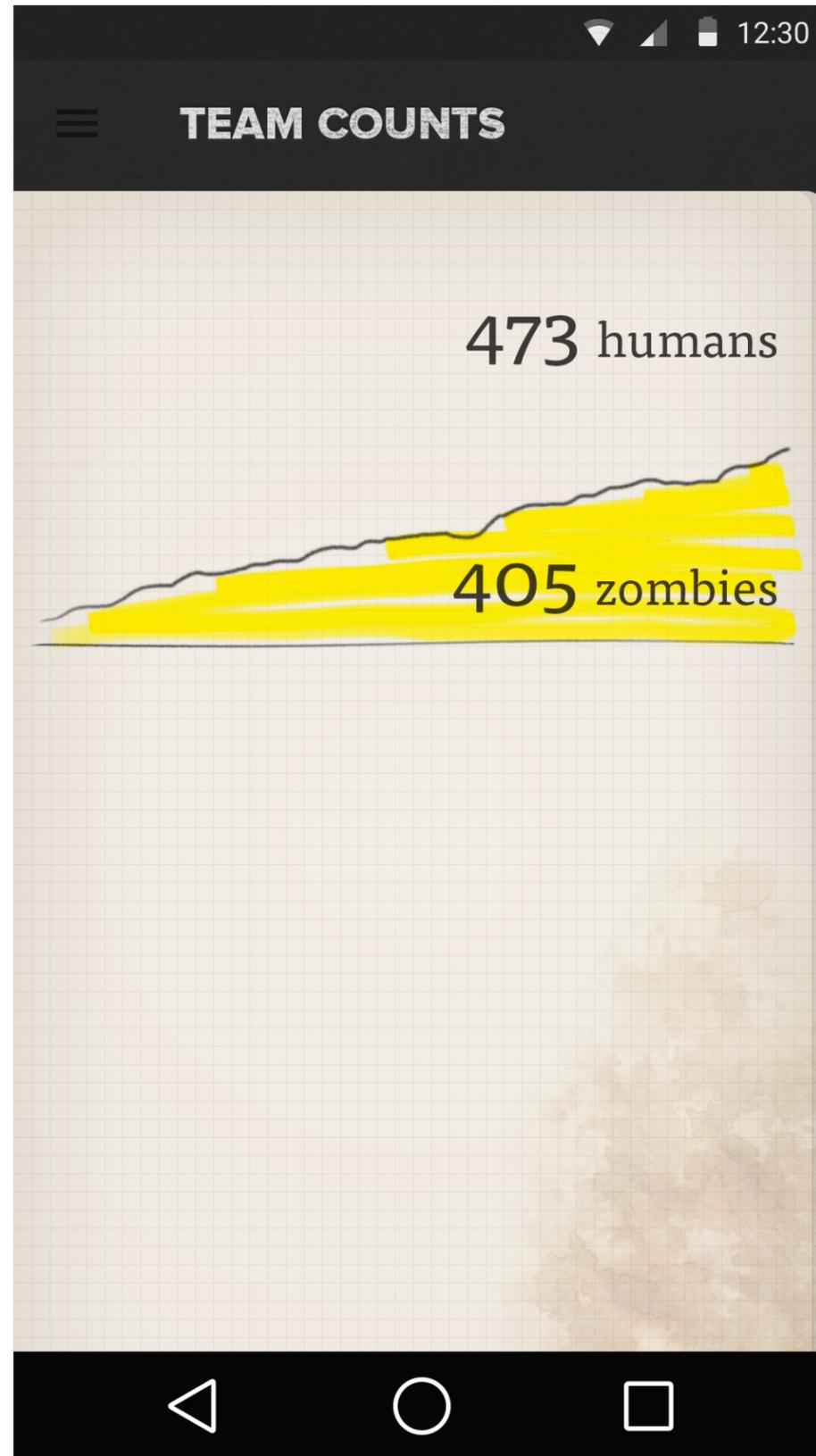
Dashboard – Zombie



Heat Map



Team Count WIP



Final Comps

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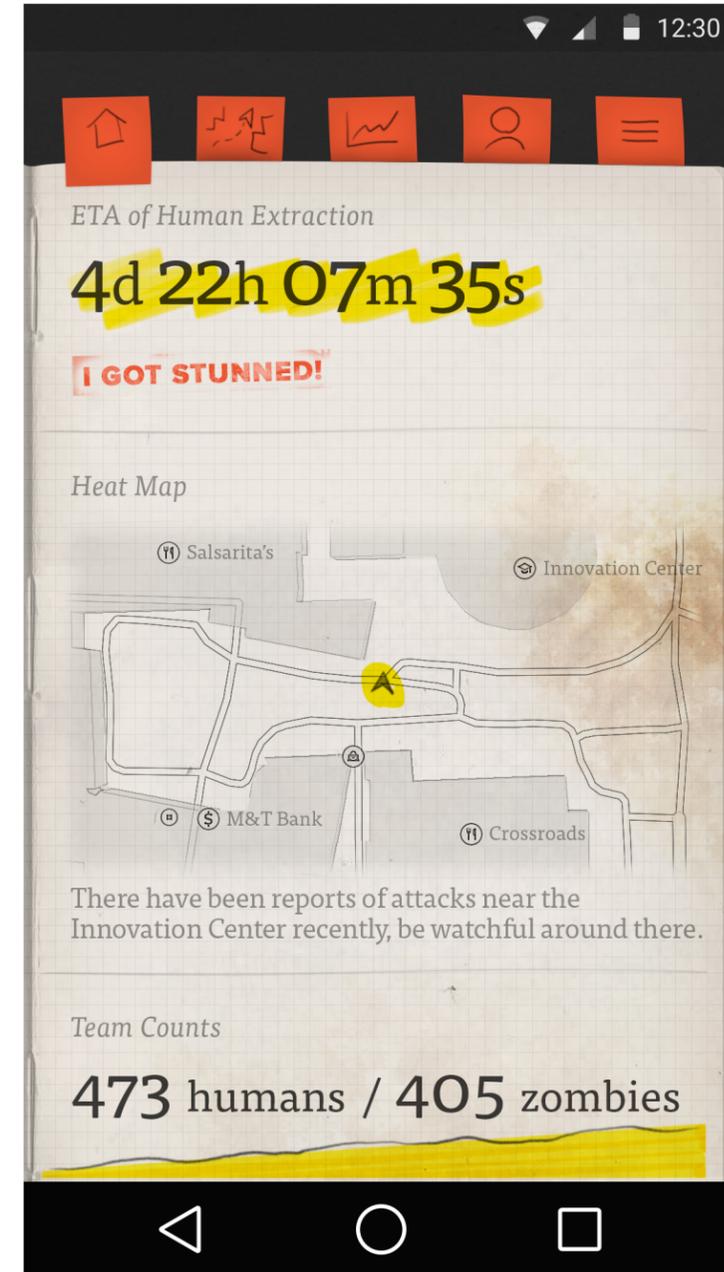
Stephen Carlson

Login and Dashboard

1.1- Login

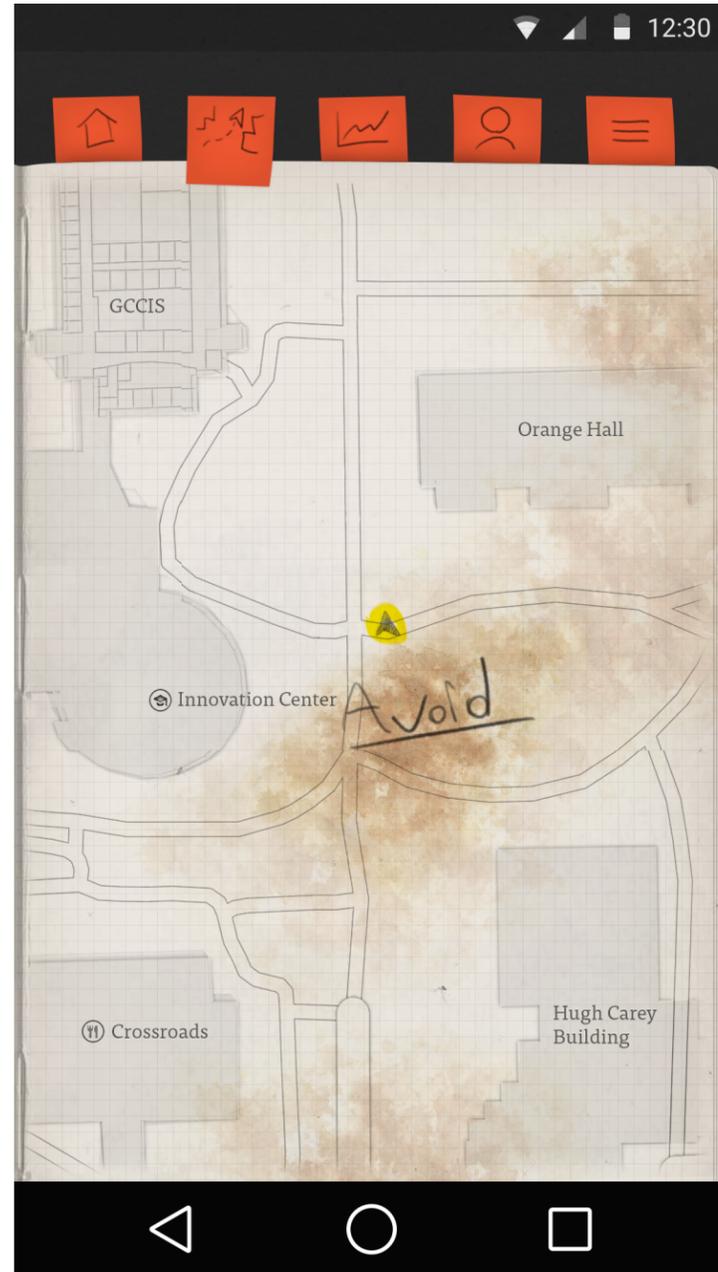


2.1 - Dashboard

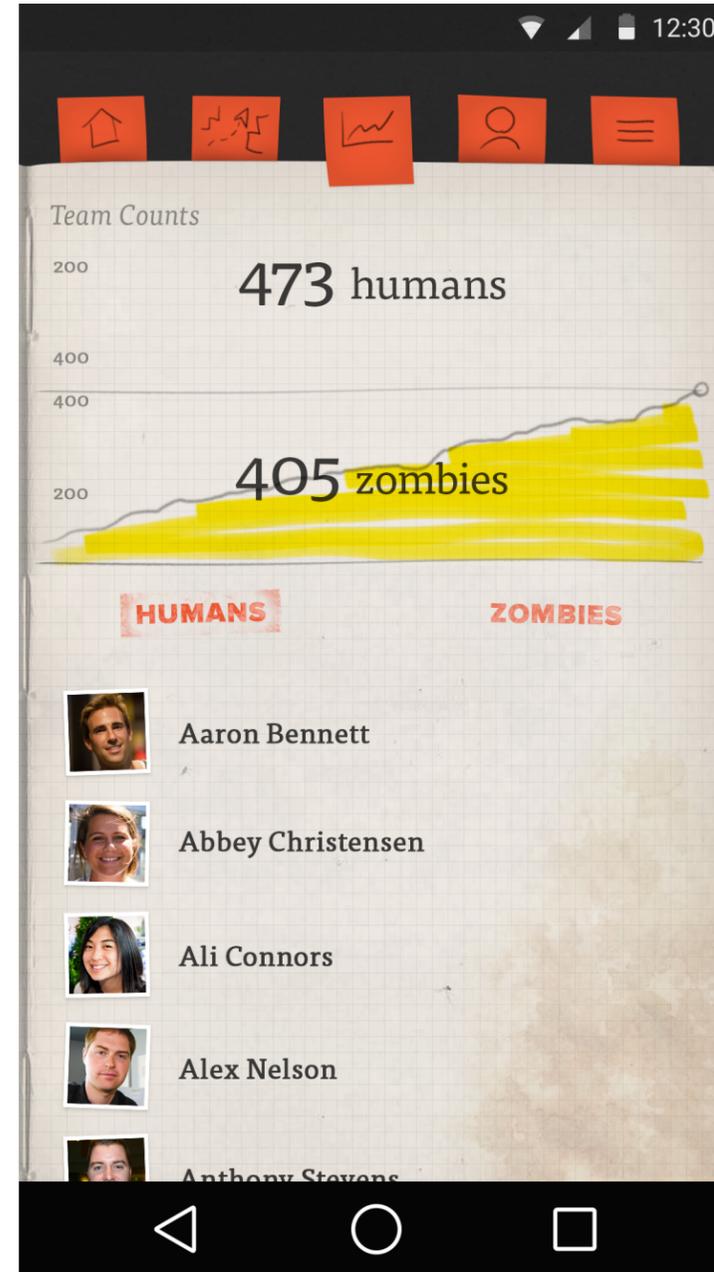


Content Views

3.1 - Heat Map



4.1 - Team Count



5.1 - Player Profile

Human
Aaron Bennett

Clan
Strawberry Cornetto
Abbey Christensen, Ali Connors...

Achievements

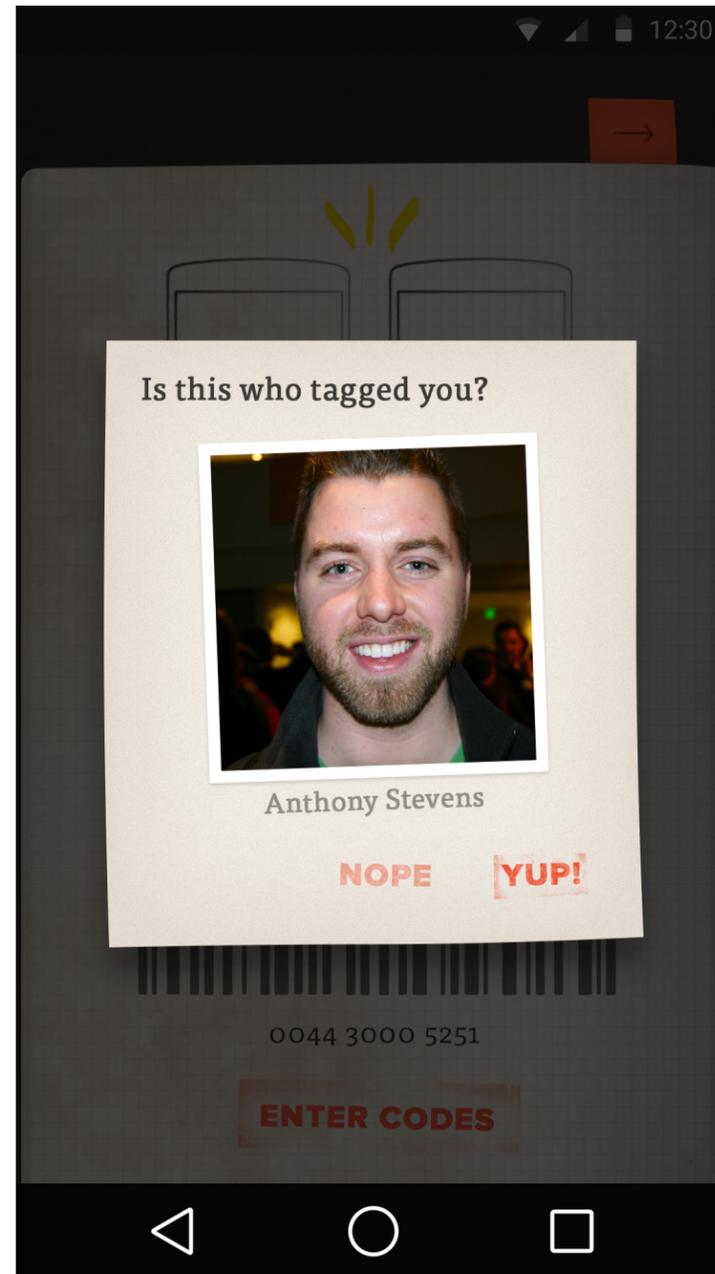
- Not a n00b**
Survived the first night.
- Team Player**
Helped save another human.
- Going Places**
Survived the first night mission.

Tagging Screens

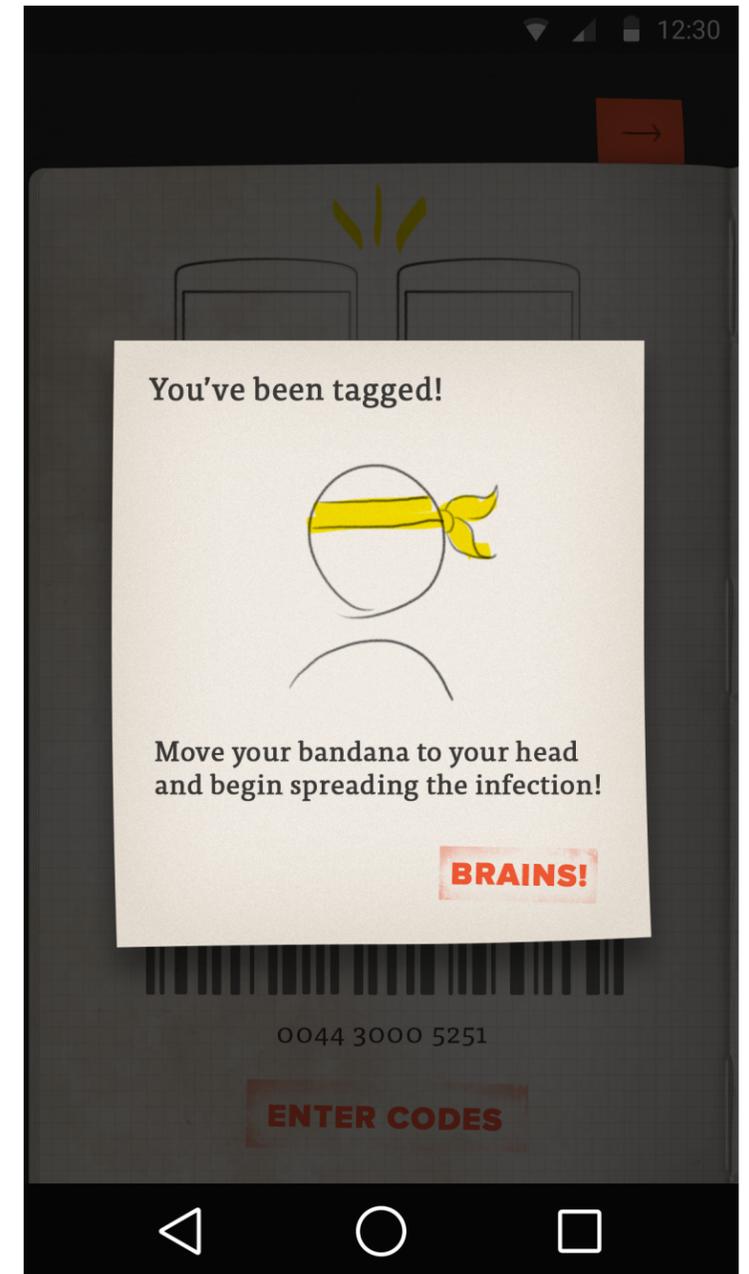
6.1 - Tagging Main Screen



6.2 - Bump Player Confirmation



6.3 - Bump Completion



Prototype Storyboards

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Overview

The storyboard of a user flow animation blocking out major features to prototype the application.

1920 x 1080 (16:9) resolution

Approximately 1m 15s in length

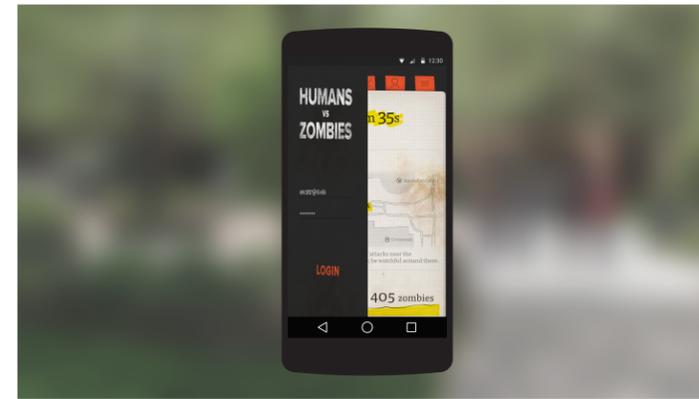
Screens covered:

- Login
- Dashboard
- Team Counts
- Heat Map
- Profile
- Bump Tagging

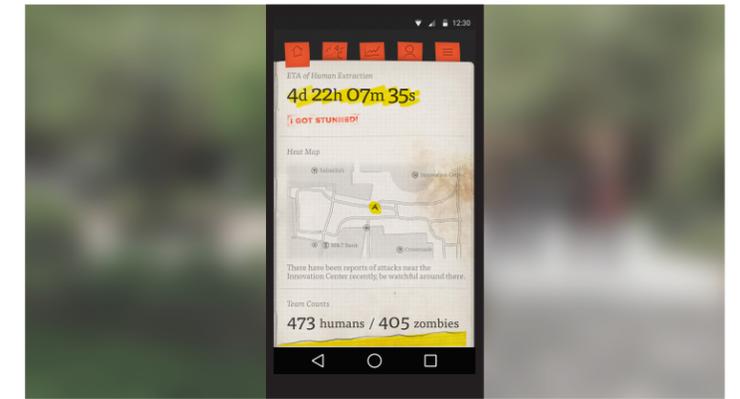
Login, Dashboard, and Transition Animations



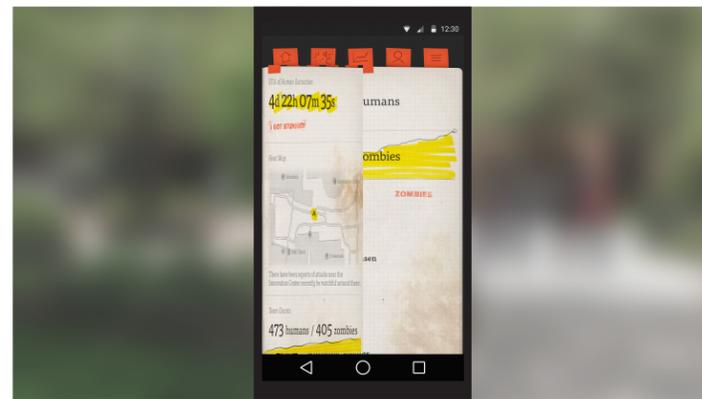
Phone slides up from bottom. Login screen, user enters account details. User taps login button.



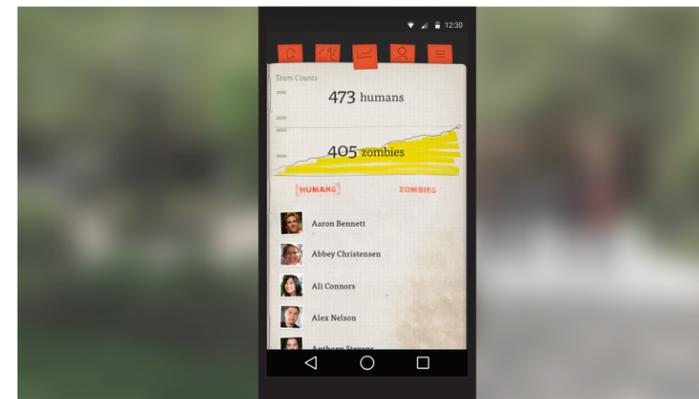
Cover of notebook flips over open revealing the dashboard.



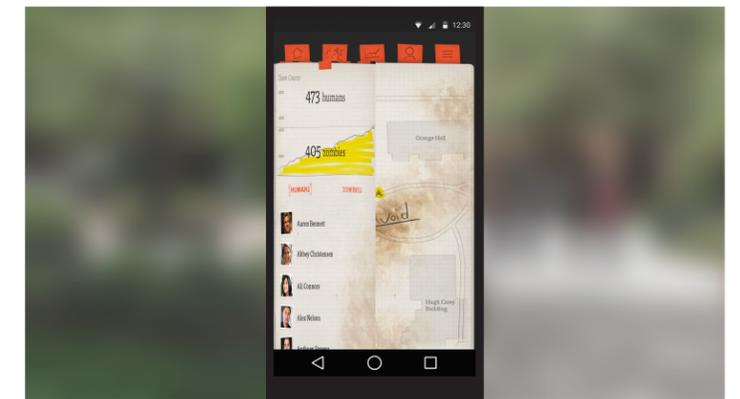
Phone moves closer to camera. User scrolls to see bottom of screen below team graph. Taps graph to see more.



Page turn transition to team count page. Page curls up from bottom right, moves across to left.

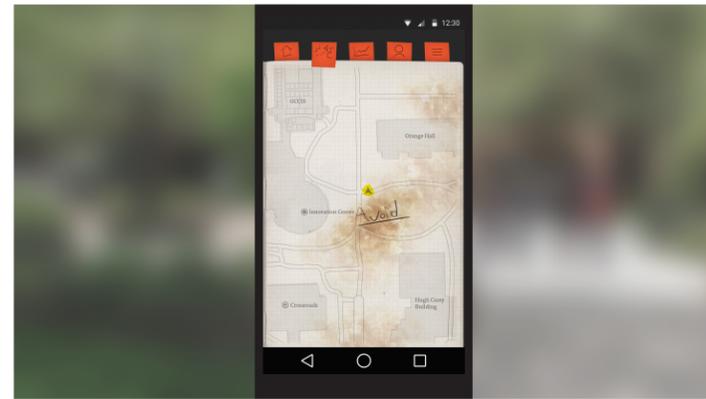


User scrolls user lists, switches between tabs and scrolls more. Taps map tab at top.

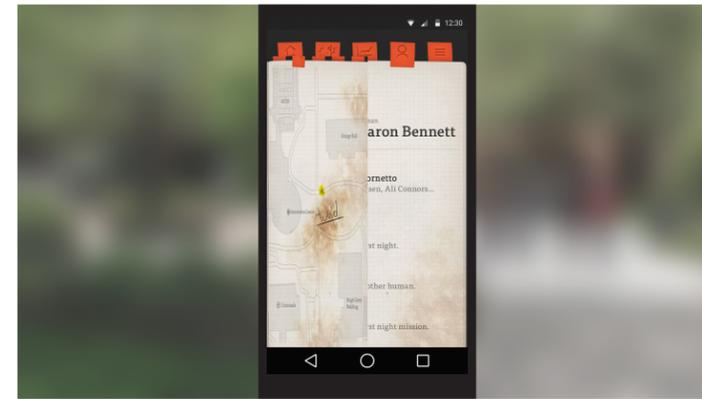


Page flip to heat map.

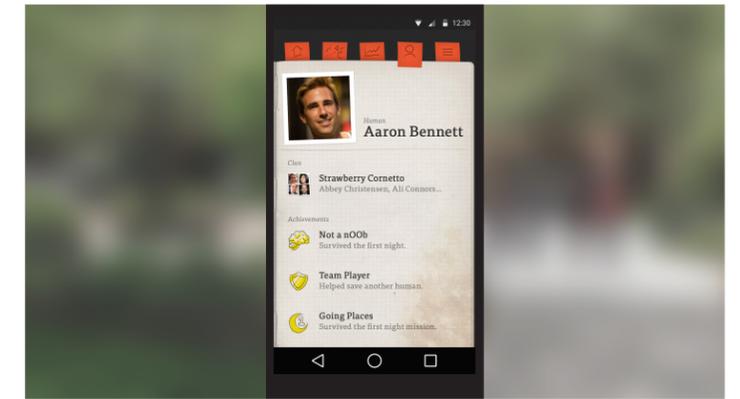
Info Screens and Transition to Tagging



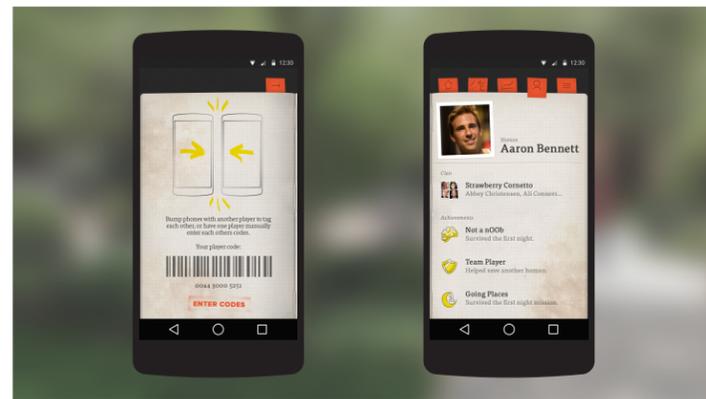
User slides around map, zooms out. Stains on map have subtle, evolving animation suggesting they are more than just decorative.



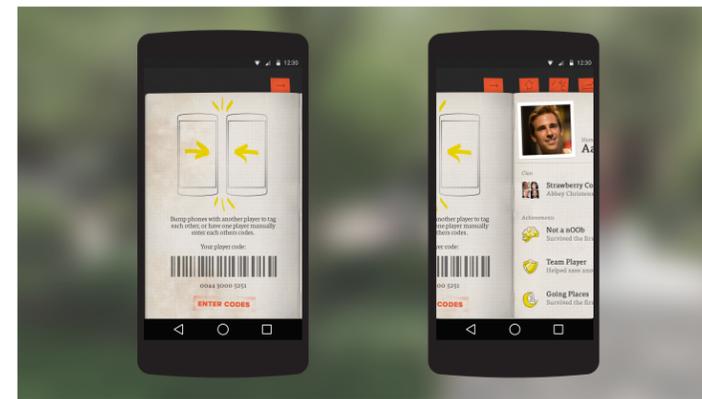
Page turn to profile page.



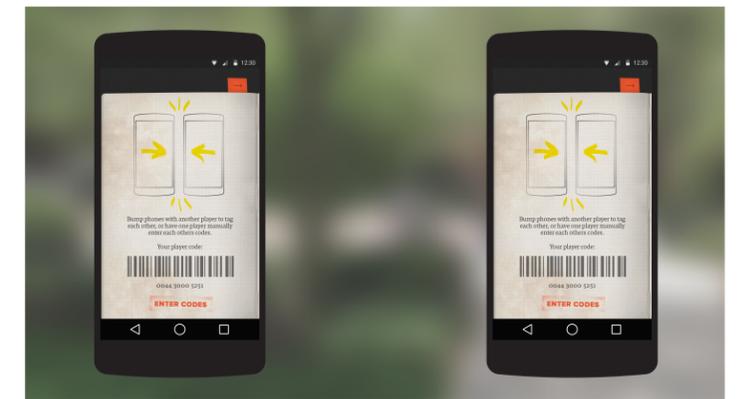
Screen holds for a second or two, long enough for all text to be read.



Second phone appears from the left. Main phone zooms back out to match scale.

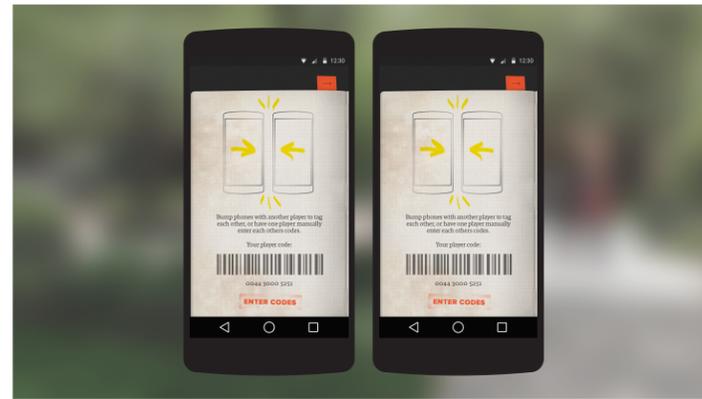


Left user swipes right to reveal tagging screen.

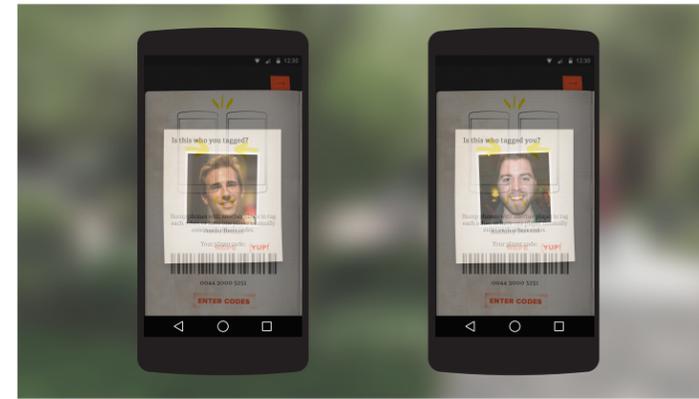


Both phones move apart...

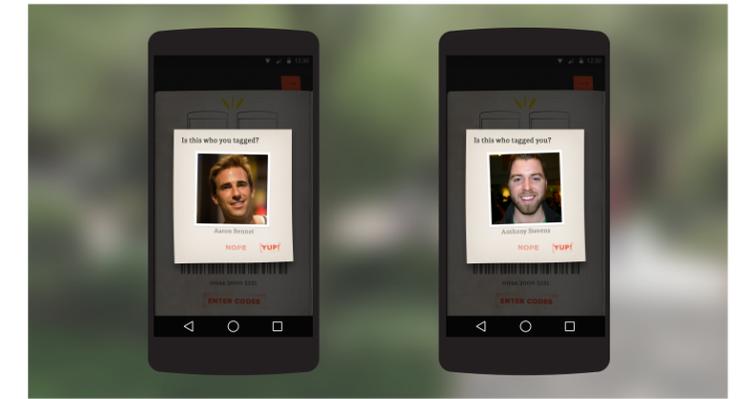
Tagging Mechanic



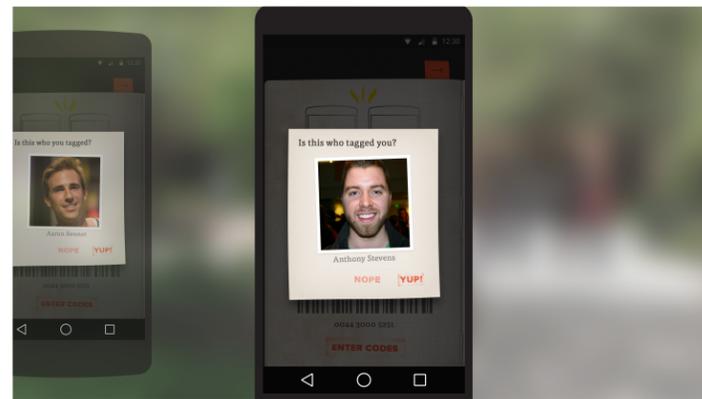
...and bump phones.



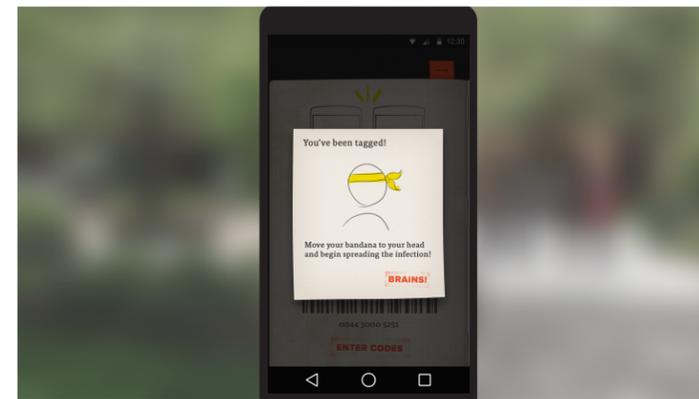
Sticky note dialogues fade in and come up slightly from the bottom.



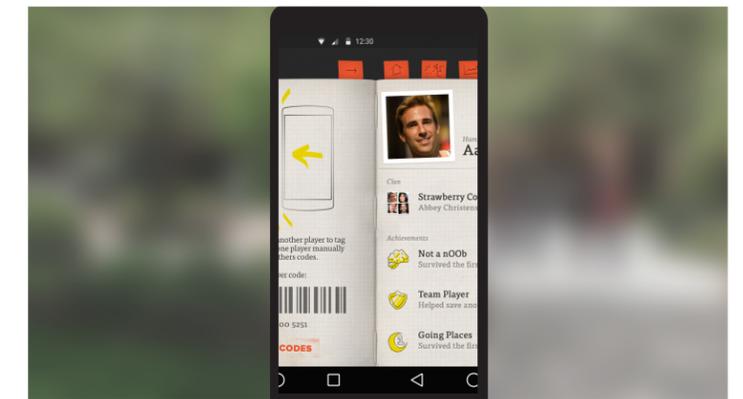
Both users tap "YUP!" button.



Second phone slides away back to the left. Main phone zooms back in. Loading animation plays.



Previous dialog is flipped away similar to screen transition animation with the confirmation below. Confirmation is dismissed and also peels away.



Player taps the right arrow to return to the profile screen they were on before, not updated to reflect their zombie status.

Thank you!