

Web Task

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Hello!

In this presentation, I will write my process exactly in the order I'm doing this assignment, trying to not go back to change the pages I already created.

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1. Analyse the existing website

On this section, I'm reviewing the existing page, putting notes on things to give me indications on how to create my own version. It doesn't mean all the notes are correct, I will have to apply them on a design to see if they can actually work.

I. Analyse the existing website

Top bar is very clear

Cool feature but could be a bit below

Video thumbnail could be more appealing

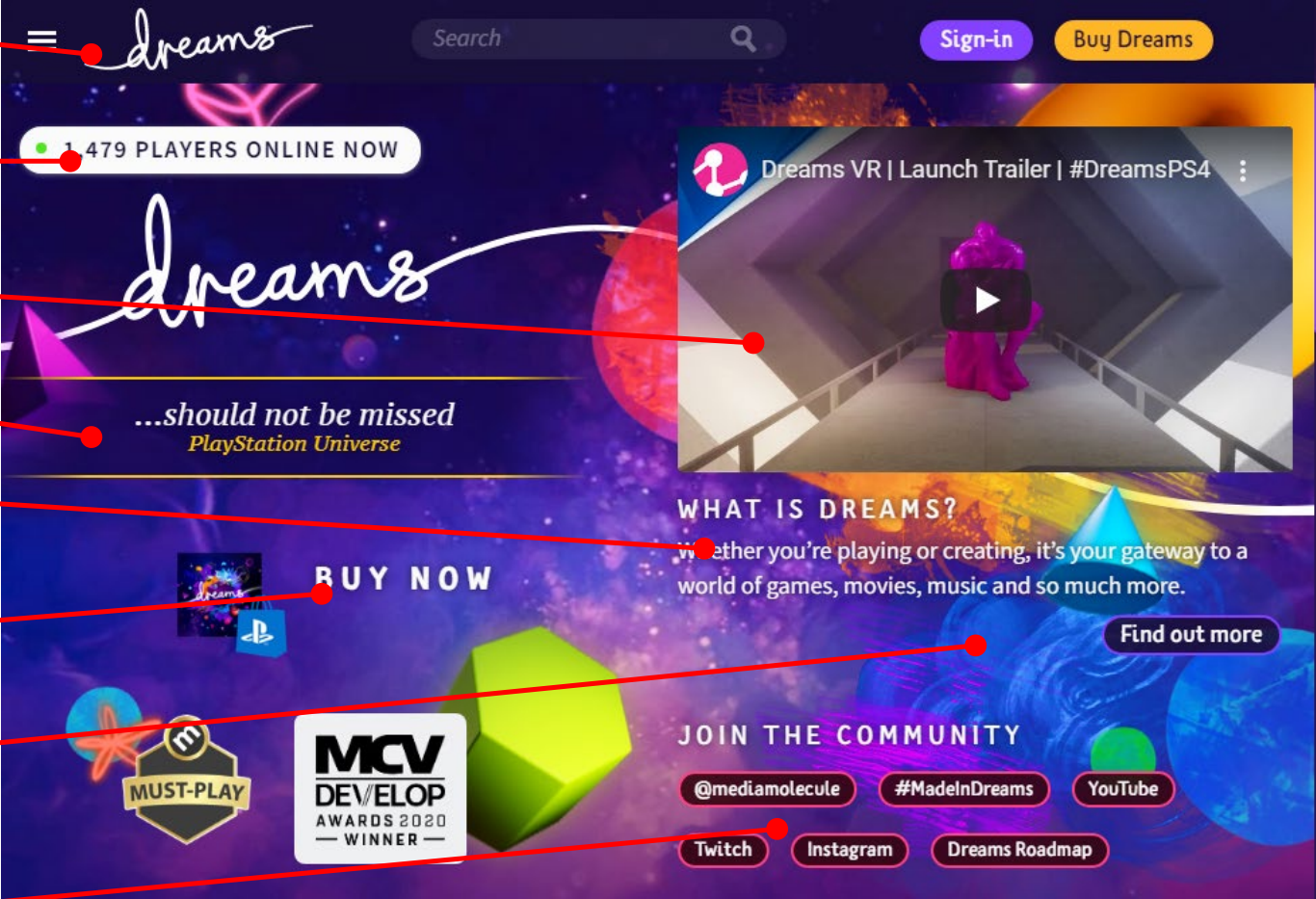
Nice review to have

Text hard to read with the background

Main Call to action is a bit lost in the page

The animated elements are very cool

Maybe move to a section dedicated to the community



1. Analyse the existing website

*Try having consistent titles
(caps/lowercase)*

Avoid having text in thumbnails

*If it's possible to view all posts, reduce the
amount of visible posts -> bigger thumbnails*

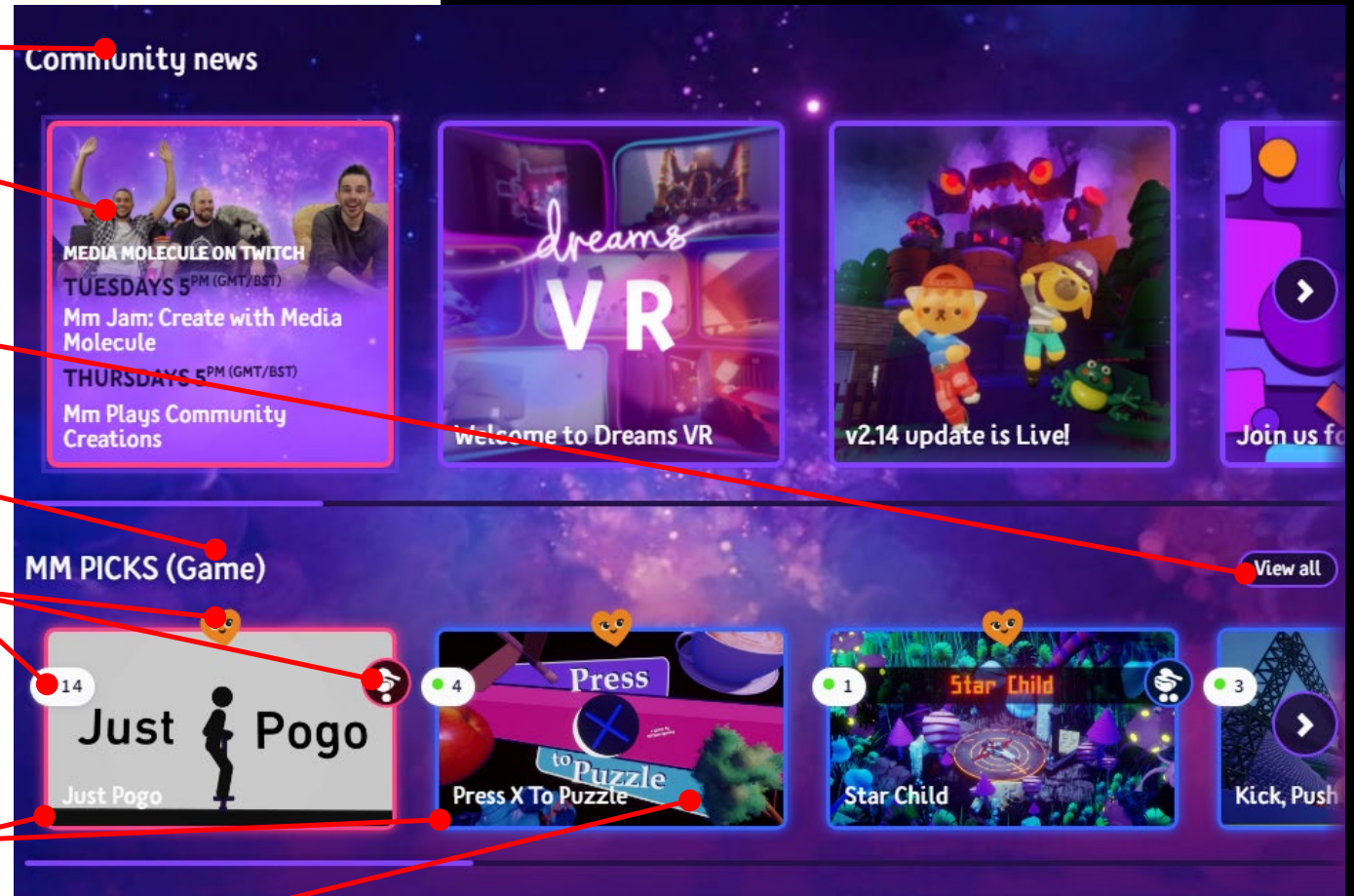
Could maybe replace with icons for each category

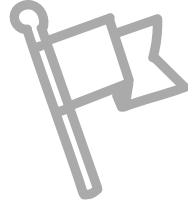
Maybe try to regroup the different icons

Good consistency between the horizontal sections

*Not sure what the colour code
for the outlines means*

*Add possibility to preview
the content of the post*





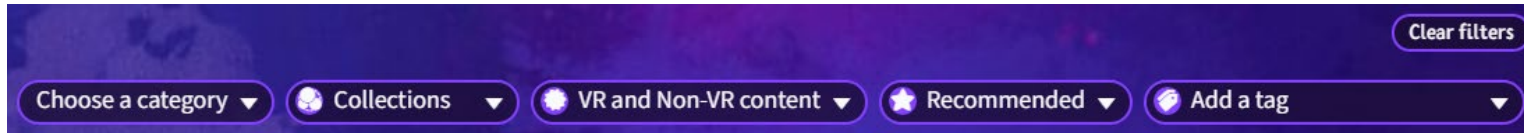
2. Sitemap & end goal

On this section, I'll analyse the existing sitemap, how things are organised and toward what direction the architecture of the website should lead. I will later develop how to achieve this goal by defining the different calls-to-action. As I'm not in touch with any stakeholder, I will have to make assumptions.

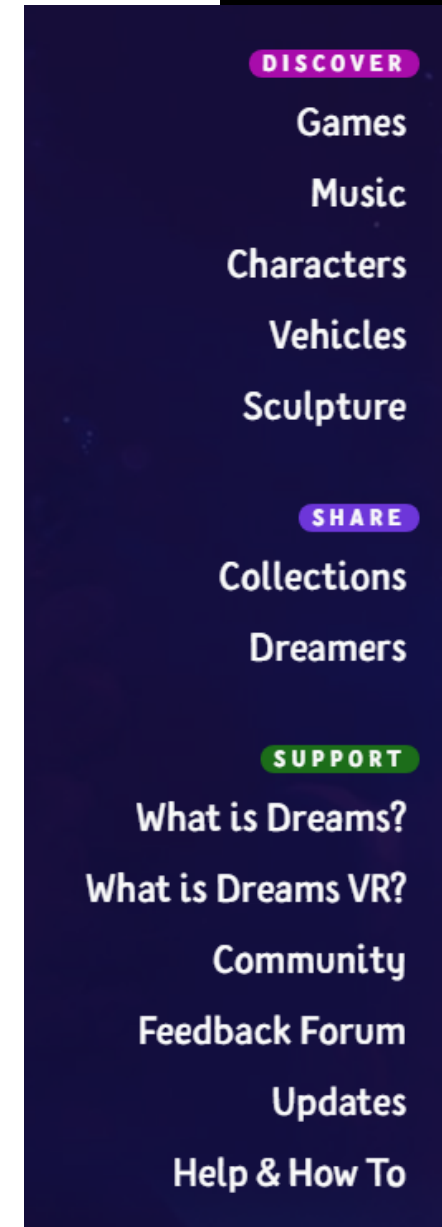
2. Sitemap & end goal

On what I understand, *the menu is used as filters* to showcase all the different assets of the platform. After clicking a category, we can then refine the search using other filters.

The menu is not the only way to navigate through the different elements, you can also access everything from the page selected.



The only “true” pages are the ones under the Support category, sending us to the doc section of the website (You also have the “Terms” and “Media Molecule” pages that sends to different websites.



2. Sitemap & end goal

The main question I have so far is: What is the goal of the website. There is one obvious answer: **Selling Dreams!**

But I can say that there are multiple other sub-goals as **building a community around the game, featuring the players' creations and updating them on the latest updates.**

The thing I still struggle to understand is: **how it is used by the players.**

As I don't own a PS4, I haven't been able to try the game myself, my main knowledge about it is from watching people streaming it. Therefore, that's the first time I'm seeing the library on this website.

2. Sitemap & end goal

I think my lack of knowledge on the subject is actually going to help me to build something that is not biased by an existing experience.

*I've tried creating an account but it seems that there is **no direct connection between the website and the game** so I assume the users visit the website and then manually search for the name of what they found in-game.*



*My preliminary thinking is that we could think of a more radical **split between the new players you want to acquire and the players looking for games & assets.***

2. Sitemap & end goal

As the “docs” website seems to have a lot of content, I will have to focus only on the indreams.me even if I really want to have a look at the documentation platform.

So far, I understand that indreams.me is to welcome casual players and newcomers, to introduce them to all the cool things they could play with or do.

Homepage

Game Library

↳ **Discover**

↳ **Share**

Documentation

↓
Includes the News, About us, Terms and all the things related to the Community



3. Case studies

Because I don't really know any game similar to Dreams, I will select various interesting websites that have similarities with yours. For this, I will list what the pages contain to see any equivalence or potential ideas on how to structure my future design.

3. Case studies

Scrapmechanic.com

The page is pretty basic and doesn't focus at all on their community despite having an in-game library of creations.

Cool illustration + Logo

Main call-to-action

PDF doc

Video trailer

Link to the doc

Description

News & updates below



3. Case studies

Unity.com

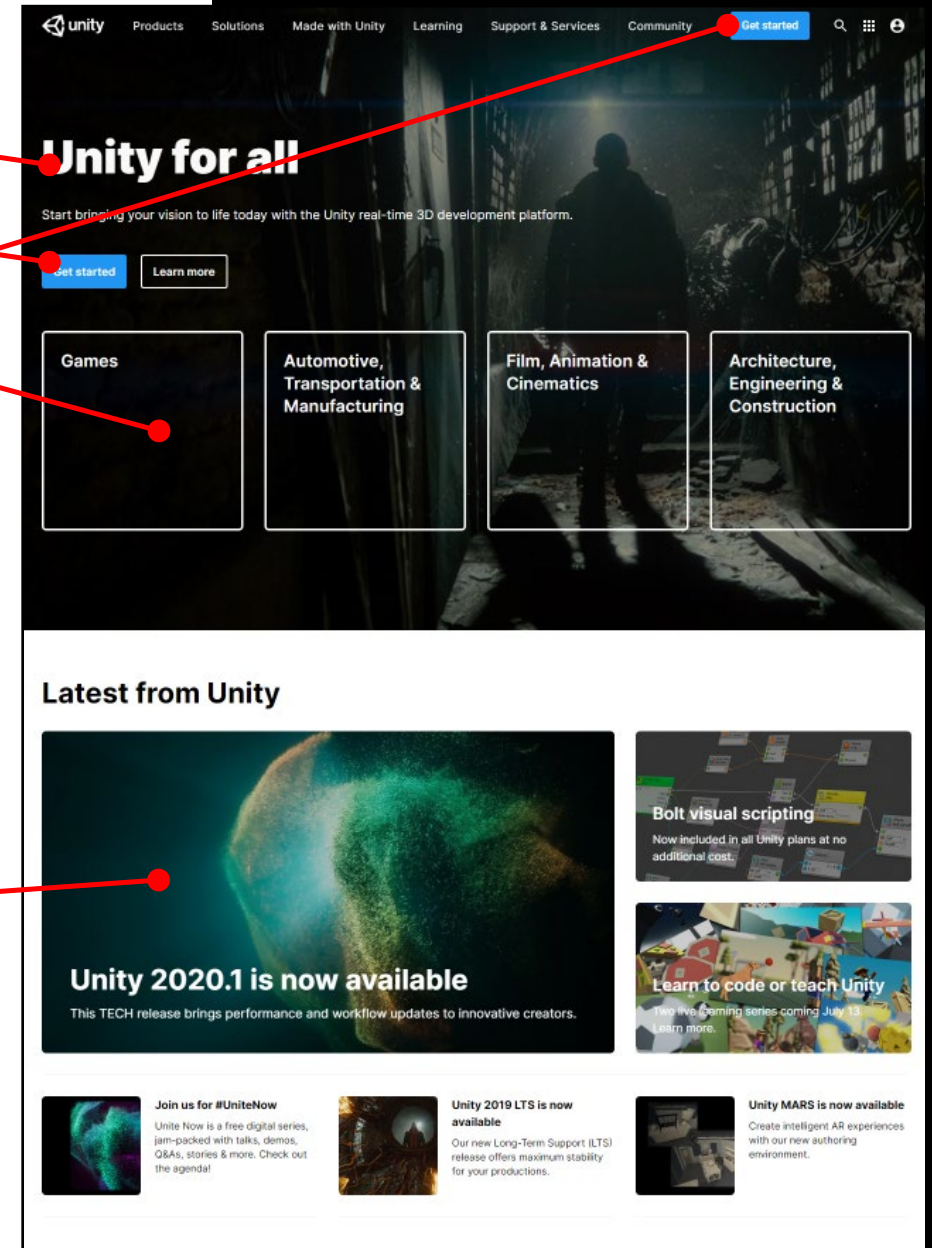
This website has a lot of content and the page is very long but has a very interesting structure.

Strong title + short description

Main call-to-action easy to find

4 categories targeting their main users

News (1 big, 2 medium, 3 small)



3. Case studies

Creations made with unity & tutorials

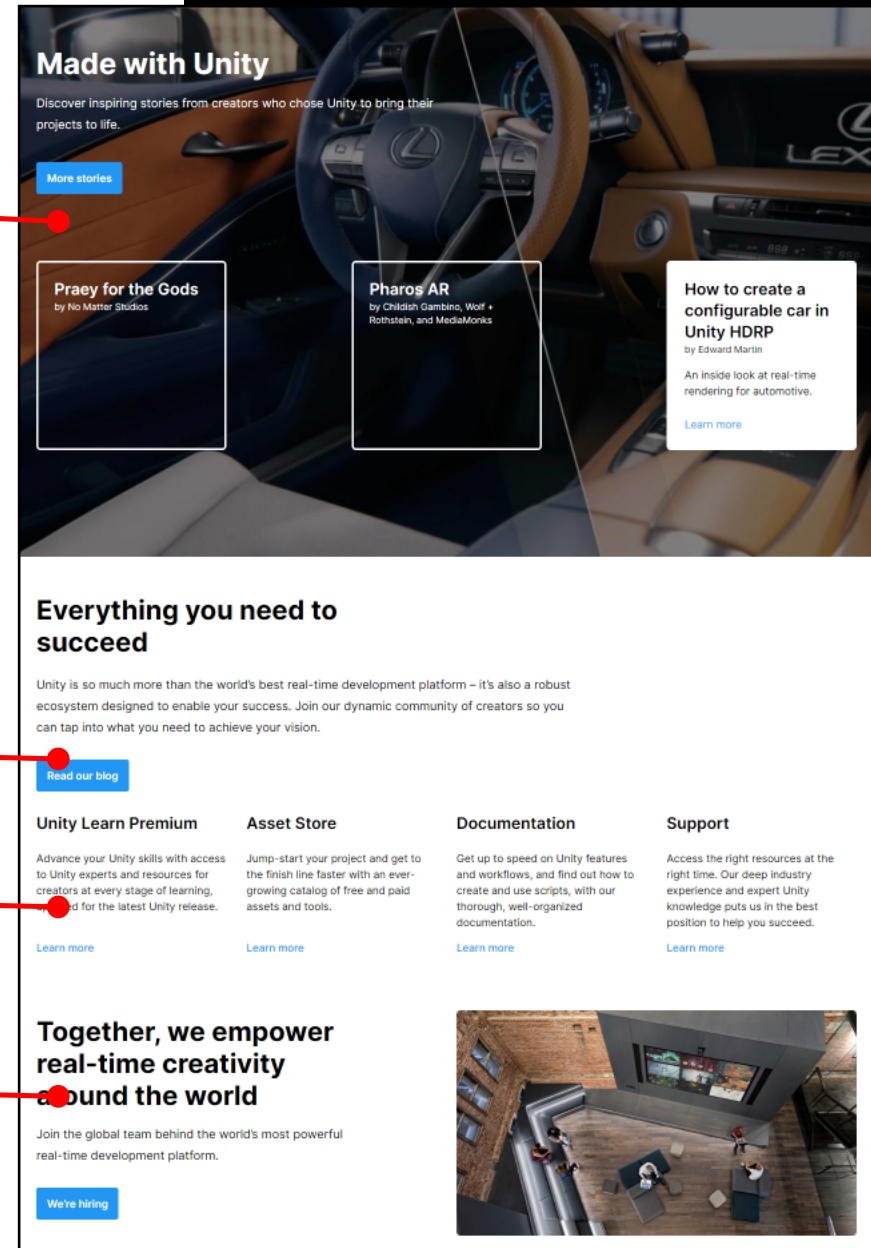
Unity.com

The page has a classic structure for a marketing website. The strategy of this kind of pages is to deliver as much information as the user would ask before being ready to start using their product.

Link to blog

Links to doc & support

Open positions



3. Case studies

Minecraft.net

Maybe the closest to your game, they don't display much about the community on their homepage but they have a full page for it that is also quite interesting.

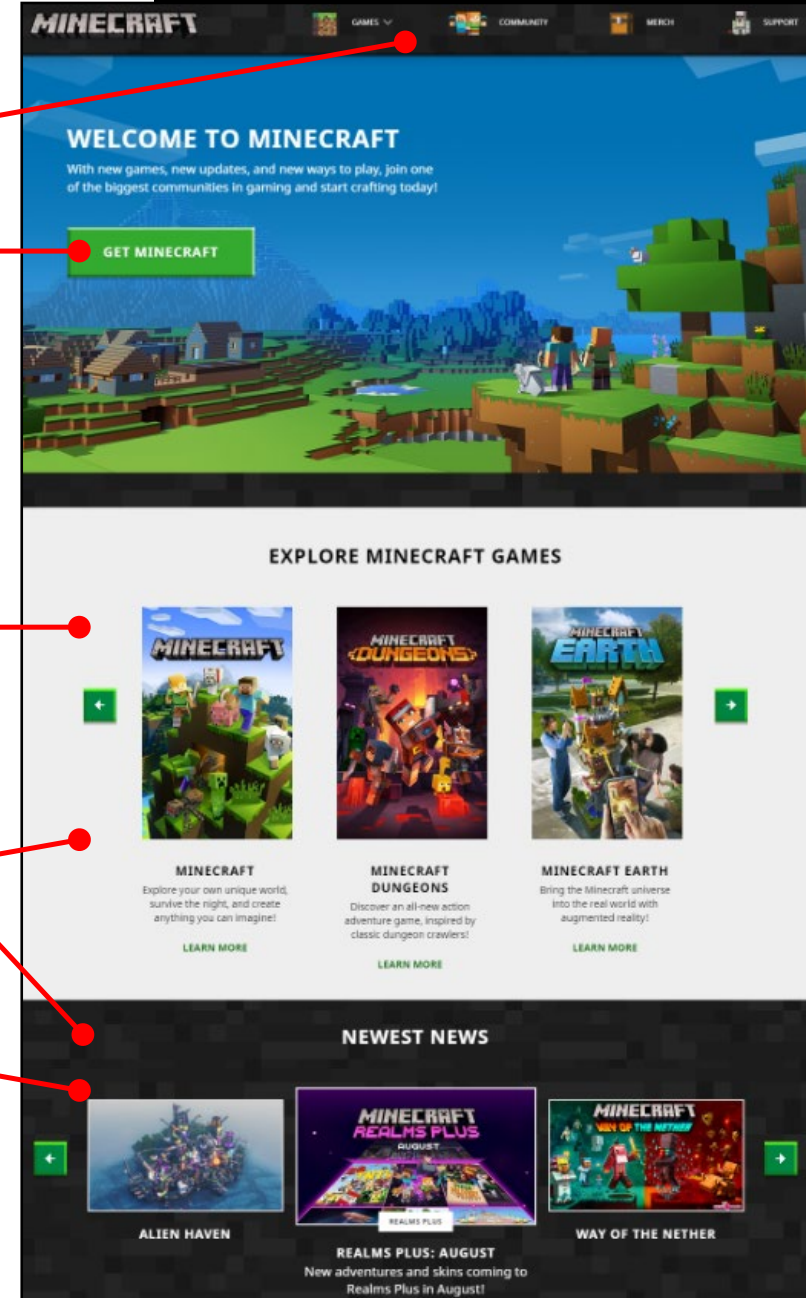
Icons in the menu

Main call-to-action

Their different products in a slider

Different backgrounds per section

News in a slider



3. Case studies

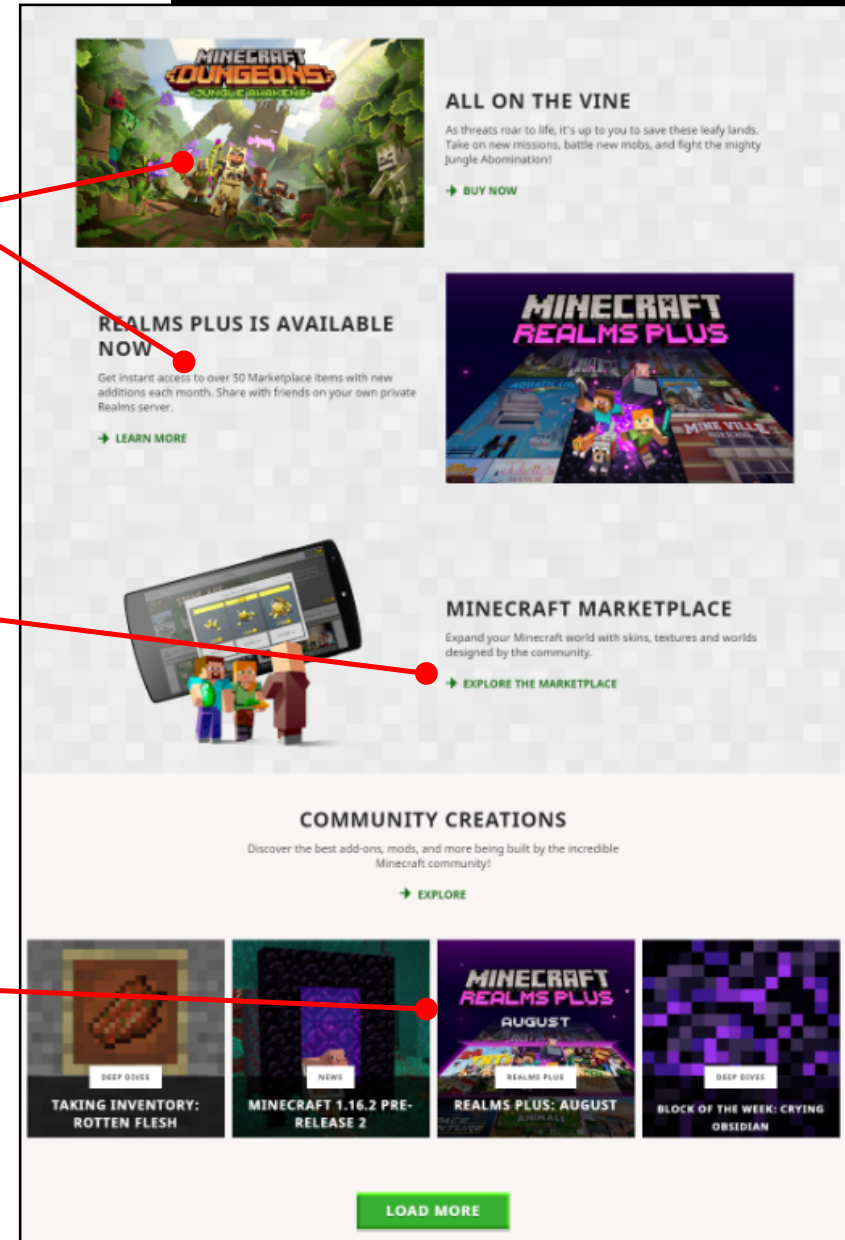
Minecraft.net

Their marketplace could be a good inspiration. They seem to split the marketplace where we can find texture packs and another place dedicated to the creations made by the community.

Secondary calls-to-action

Link to the marketplace

Latest community creations





4. CTA & Userflow

We previously talked about what I think the end goal should be but I'm now going to go deeper and think about a way to lead the visitors to it. How can we guide them to what they really want?

4. CTA & Userflow

Quick reminder of the Acceptance criteria:

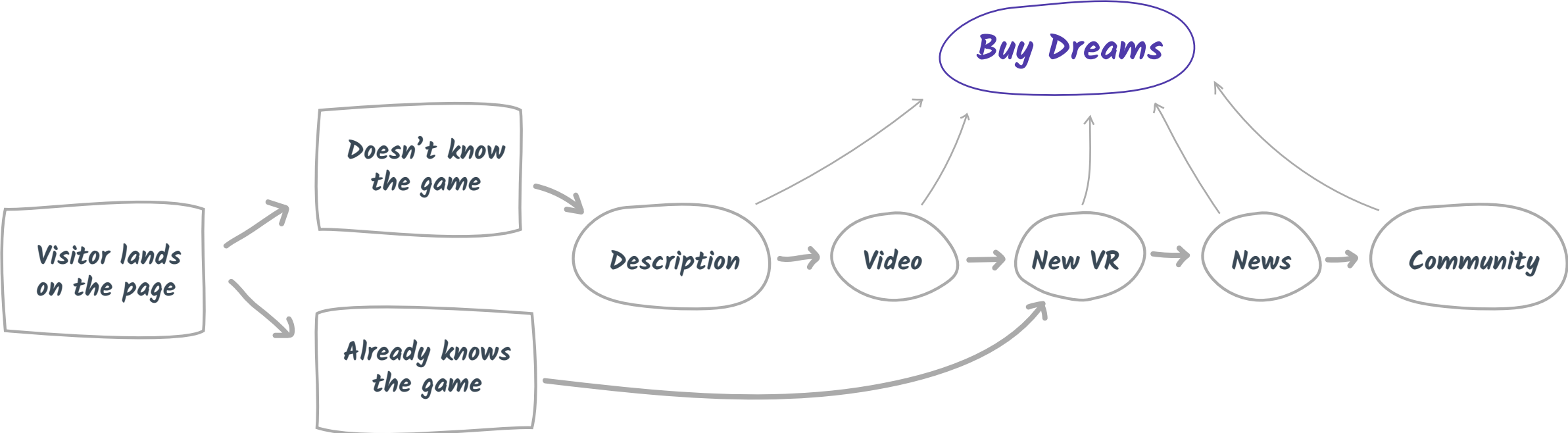
- *Someone new to the game/site must understand what Dreams is.*
- *Existing players must be encouraged to keep playing.*
- *Visitors must feel part of an active global community, with ever-changing content available to them.*
- *The Dreams VR update, released in July, should be a prominent feature.*



4. CTA & Userflow

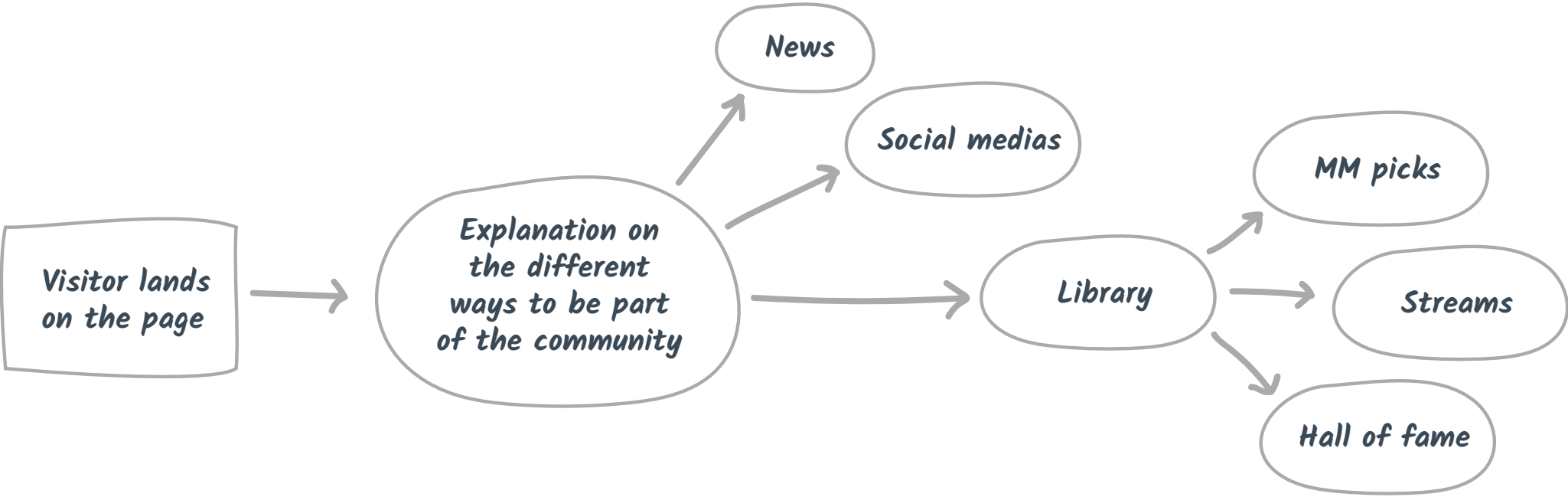
This first flow is dedicated to getting new players.

For each step they should be able to purchase the game when convinced.



4. CTA & Userflow

This second flow is dedicated to players wanting to be part of the community.





5. Wireframe

It's now time to create the initial layout of the elements we plan to have on the page. This step is basically a draft to create the final design.

5. Wireframe

Elements suggested:

- Dreams trailer ✓
- Dreams VR trailer ✓
- Gallery/playlist of best creations } ✓
- Gallery/playlist of live creations }
- Dreams VR announcement ✓
- Calendar of community events ?
- Social links ✓
- Review quotes/review scores ✓
- Newsletter subscription ✓
- Assets to download ✓
- Frequently asked questions ✗

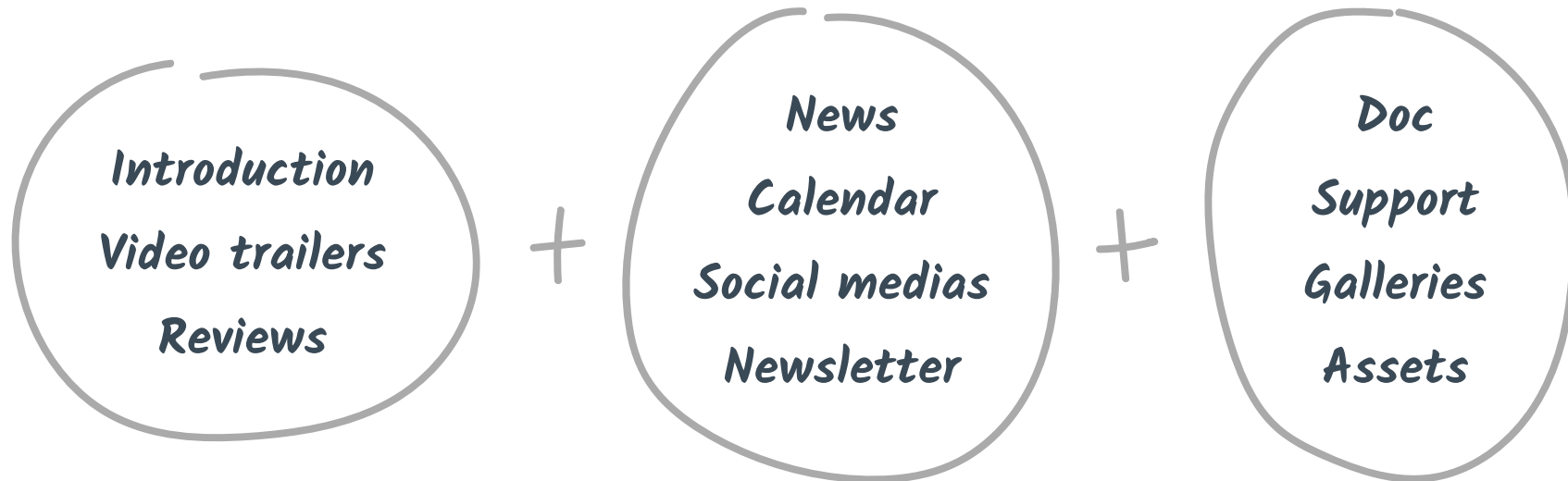
Elements from the competition:

- Different products in a slider ✗
- Links to doc & support ✓
- Link to blog ✗
- PDF doc ✗
- 4 categories targeting their main users ✓
- Open positions ✗
- Secondary calls-to-action ✓
- Link to the marketplace ✓

5. Wireframe

The main challenge I can see is that we have many different features/elements to fit on one single page.

In order to create a page that is not too scary, we will have to **organise, prioritise and simplify** into different categories:

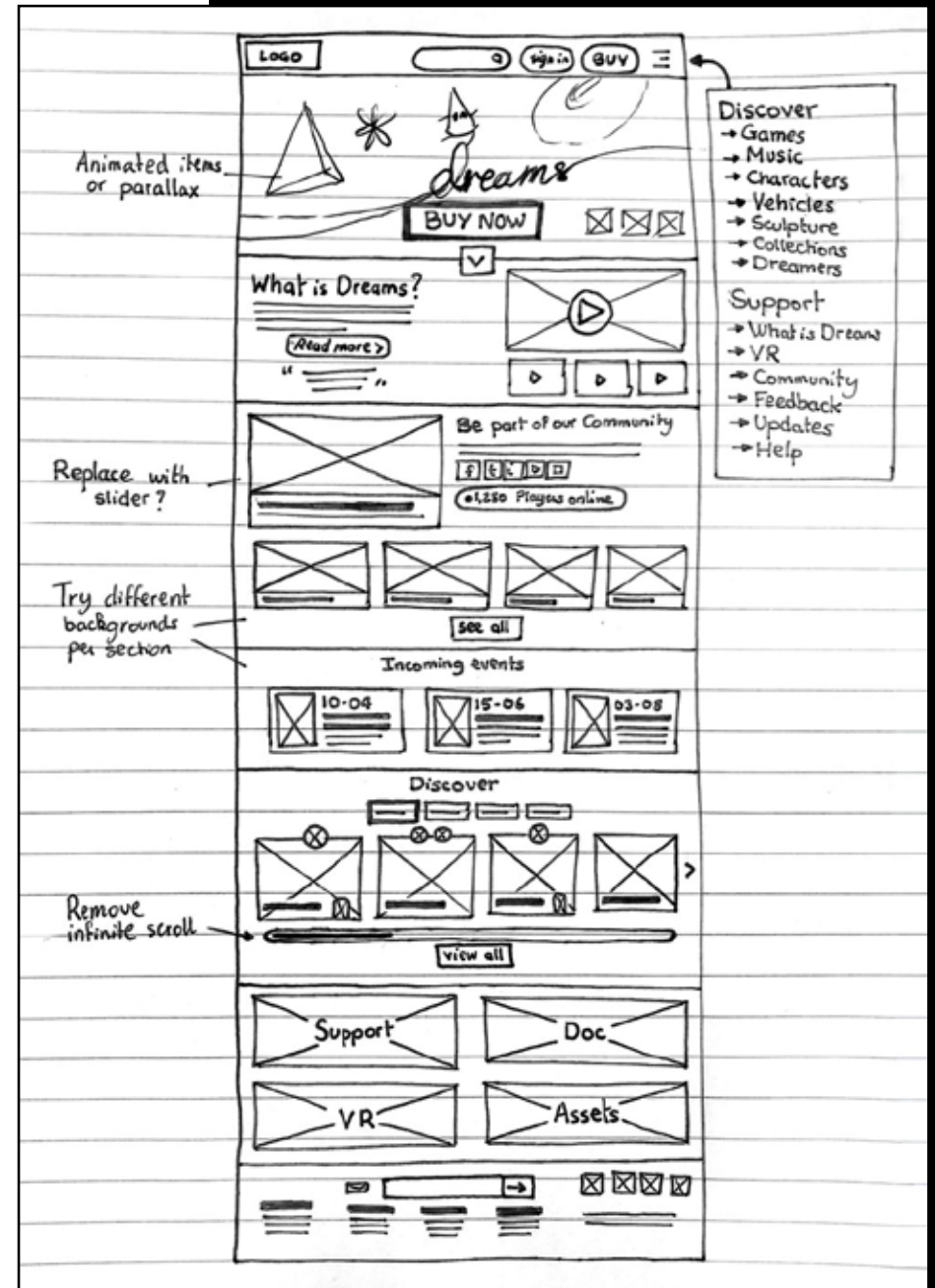


5. Wireframe

This step help me define the initial structure of the page I'm going to design.

I can then focus on the design without having to worry too much on what to put and where.

I usually work exclusively on paper for this step of the process.





6. Prototype

*We are finally ready to start designing. I use different tools for prototyping, depending on the product specificities and for this one I decided to go with **UXPin**.*

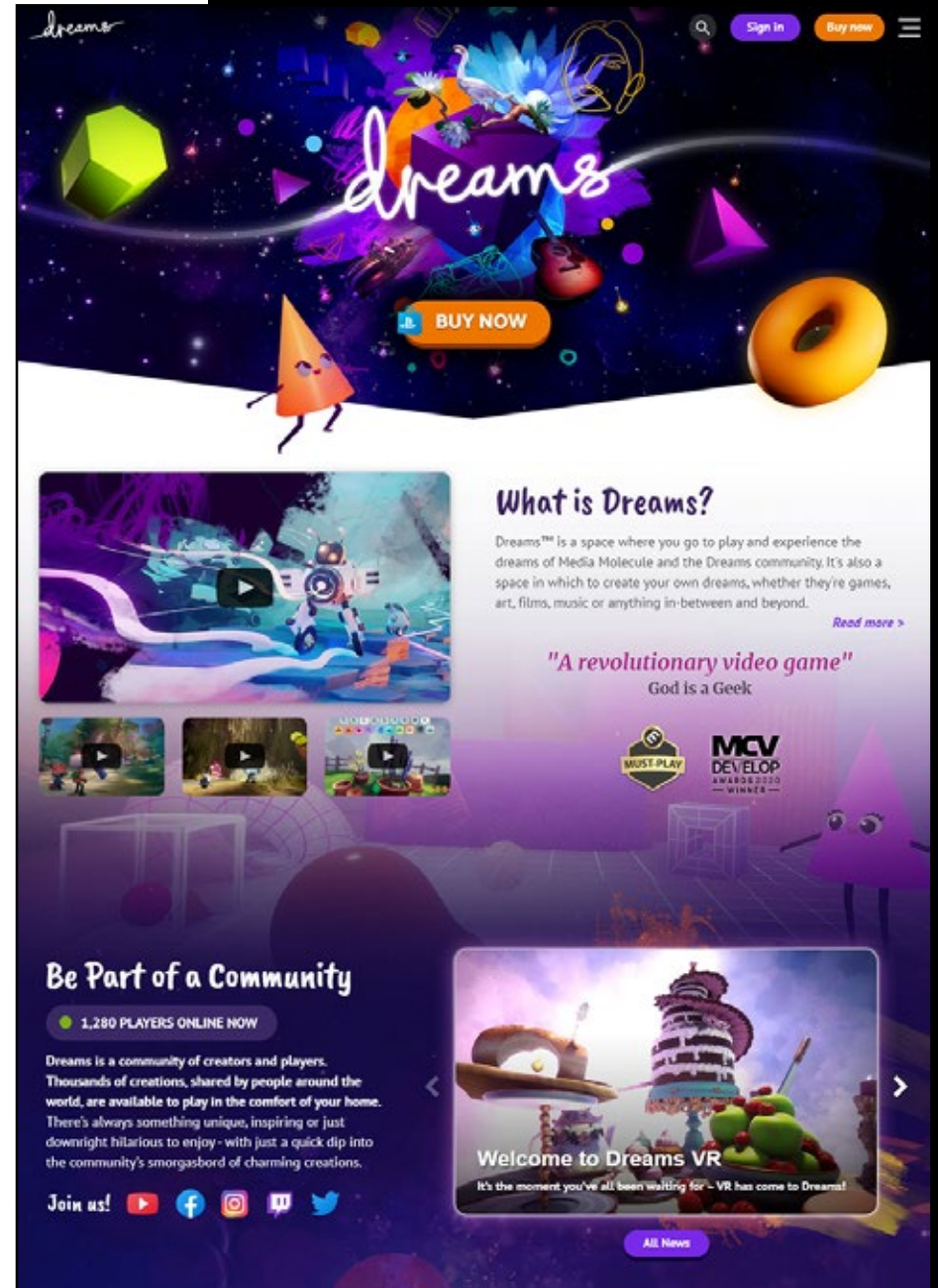
6. Prototype

I've added some interactions, feel free to discover them by clicking/hovering them.

*Some elements you can interact with:
the buttons, the menu, the social icons,
the search bar...*

*Please click on the link below to
discover the final product of this task:*

[See the full prototype](#)



Thank you!

*I really enjoyed working on this project,
it took me about 16h to do.*

*If you have any question about this
assignment, I will be more than happy to
discuss it with you.*

Emile