

STEAM WEBSITE REDESIGN



Ethelia Lung // Spring 2016

project brief

The goal of this project was to redesign the website for the game website Steam, and consider any extra functionality or features that can be used to enhance the user experience.

Although this project was pitched as largely a visual or aesthetic project, I decided to take it further by understanding the user base and its concerns, since I had a good sample size of users.



research

From looking through the Steam client and asking around for opinions, I determined that the most important uses of the website were to advertise games (embedded into the Steam client), and to explore the user's games and personal recommendations. Both ideas are equally as important.

1 “You can do so much more with the client - it's more personalised than the website.”

ISSUE

A large downfall of the website is how impersonal it is.

3 “The client has all my games - why would I need to use the website?”

ISSUE

User is more interested in accessing the physical games they own, rather than browsing games on the website.

2 “The website exists solely to let you download the desktop client.”

ISSUE

The website does not give the user other reasons to use it.

4 “The website is [unattractive].”

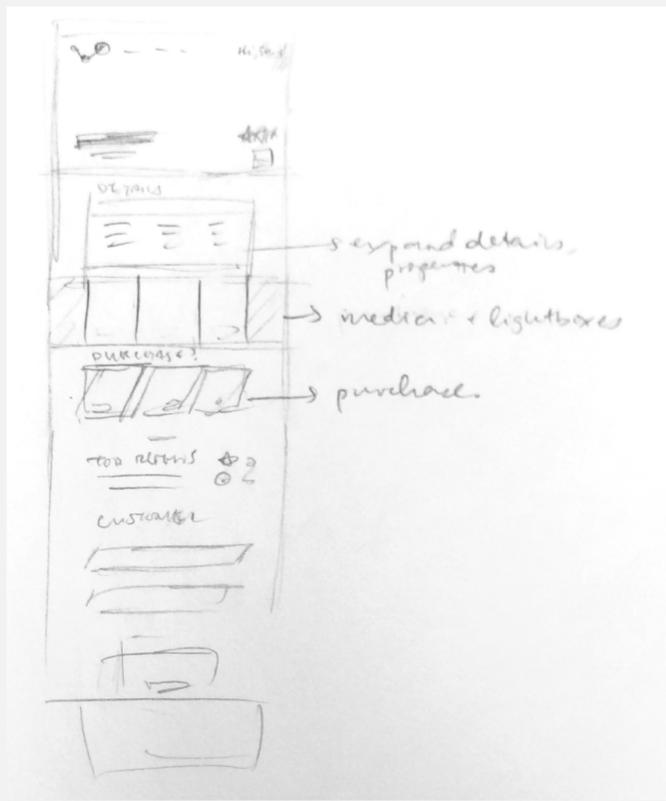
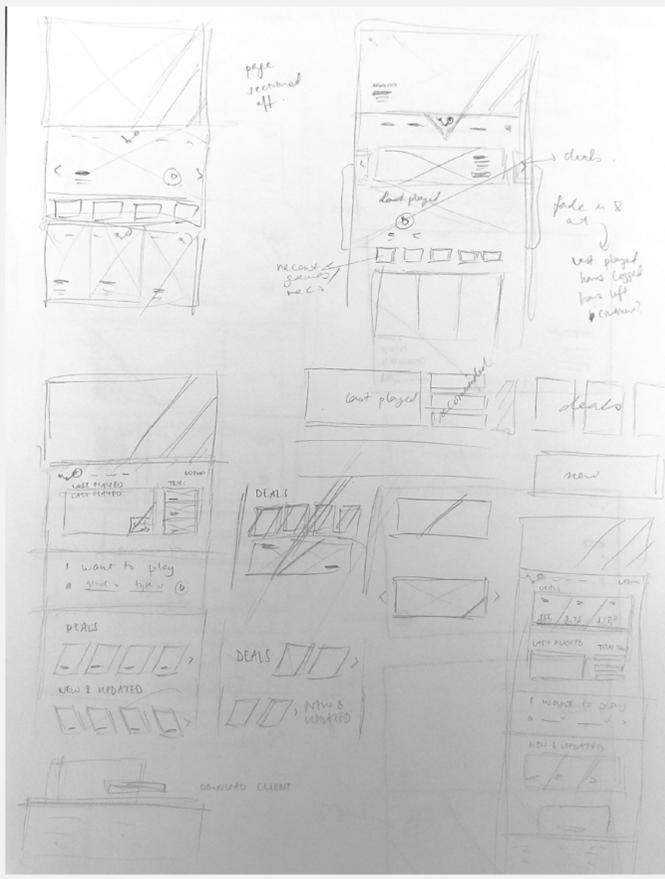
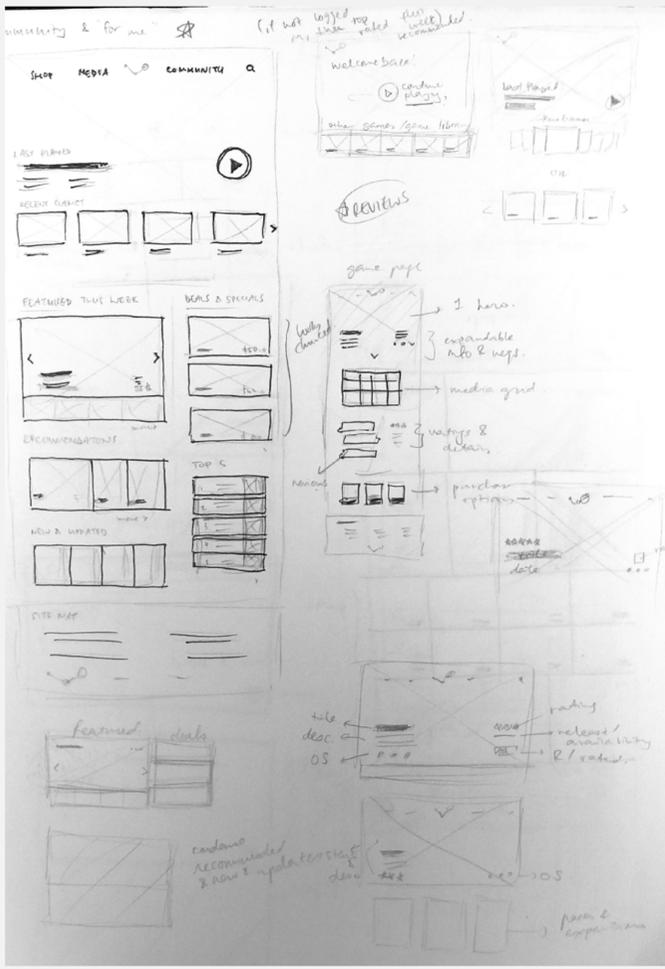
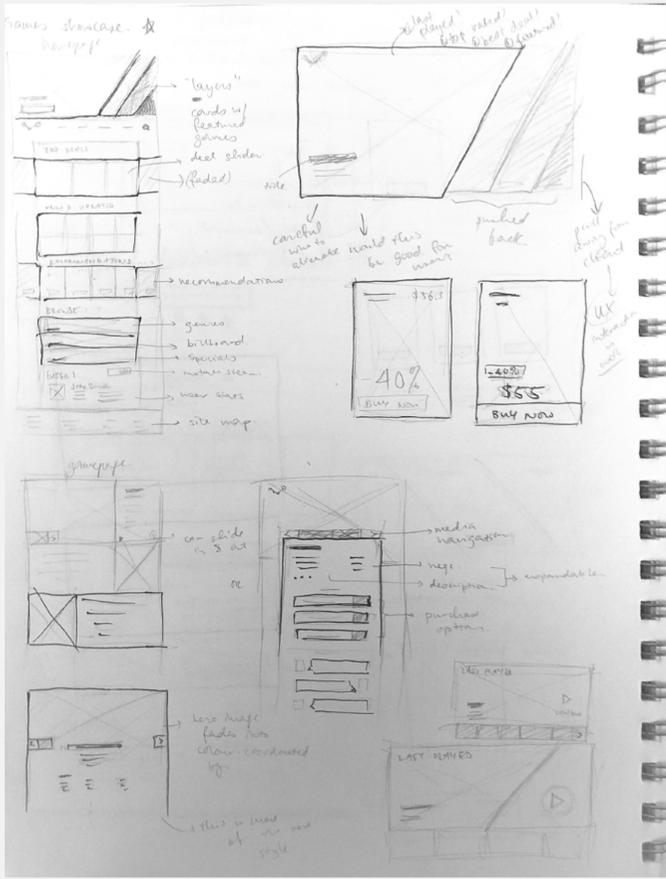
ISSUE

The website is not visually appealing enough to keep the user's attention.

SKETCHES

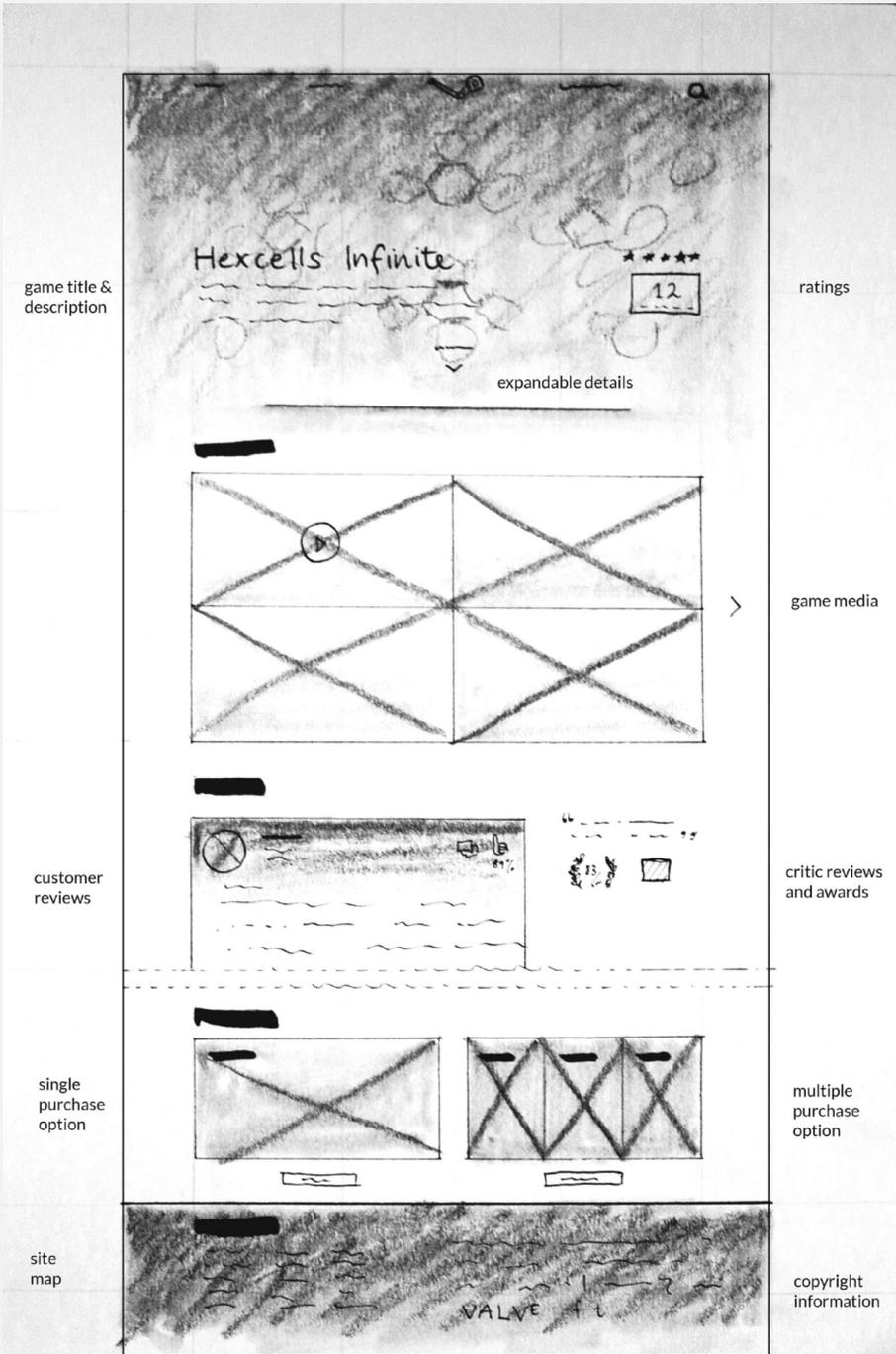
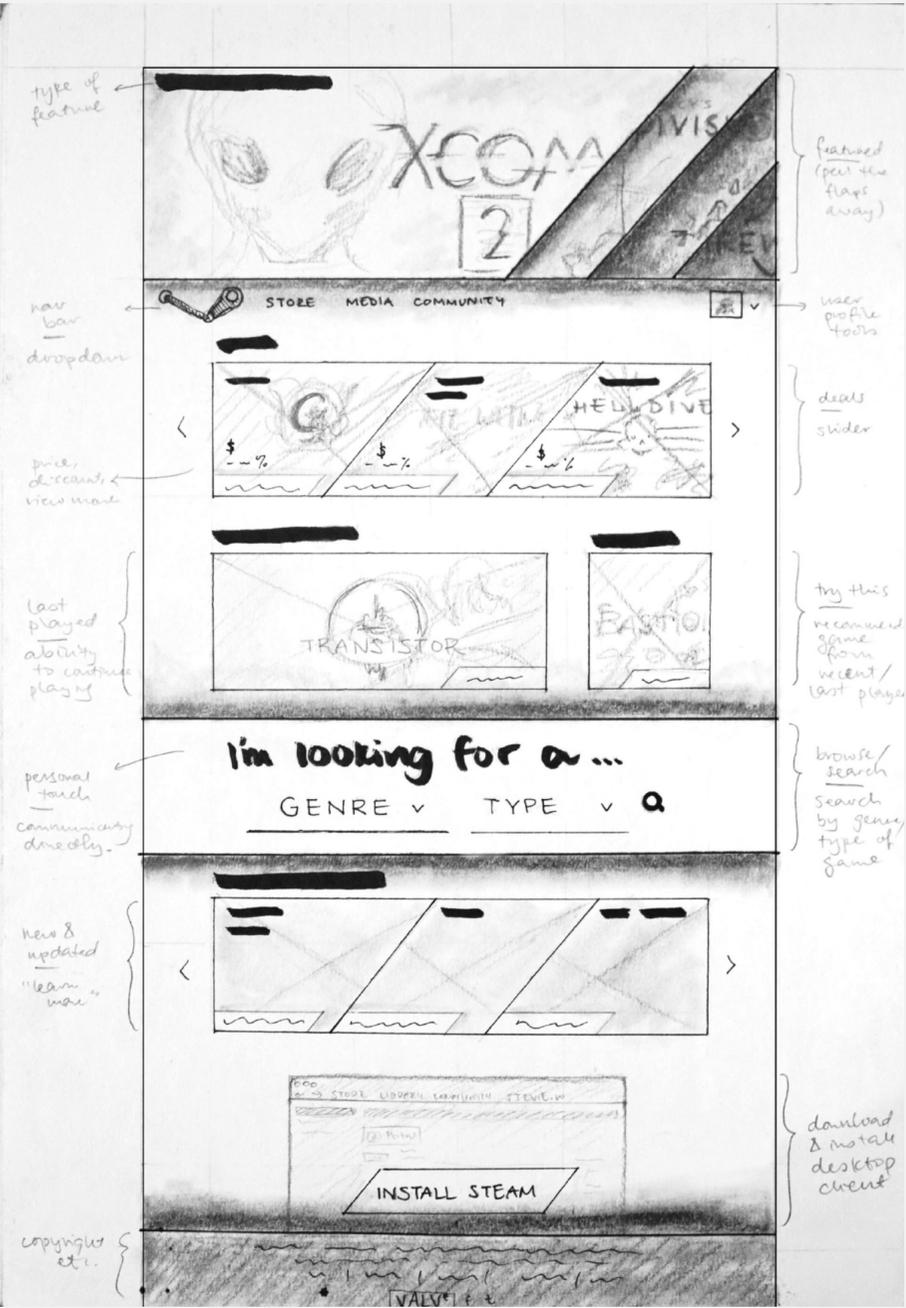
sketches (low fidelity)

The initial sketch phase consisted of sketching as many ways to address user problems / use cases as possible. The two main points of focus were 'Games Showcase' and 'Community & Me', which best fit what users seemed to want to see.



sketches (high fidelity)

By the end of the sketch phase, I had two strong directions that I was hoping to consolidate, which were: an emphasis on game showcase, and an emphasis on the user and their profile.



WIREFRAMES

homepage

1 Full-width featured games

Just displays game banners. The interaction mimics the flipping of an editorial, with one feature peeling back to reveal the next.

2 Deals

Highlights the day's deals; price being very prominent.

3 Recommendations

Highlights recommendations for the user based on the last or recently played games, and by friends' favourites.

4 Game search

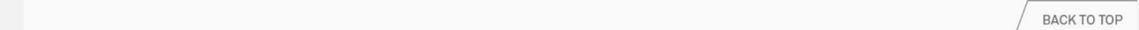
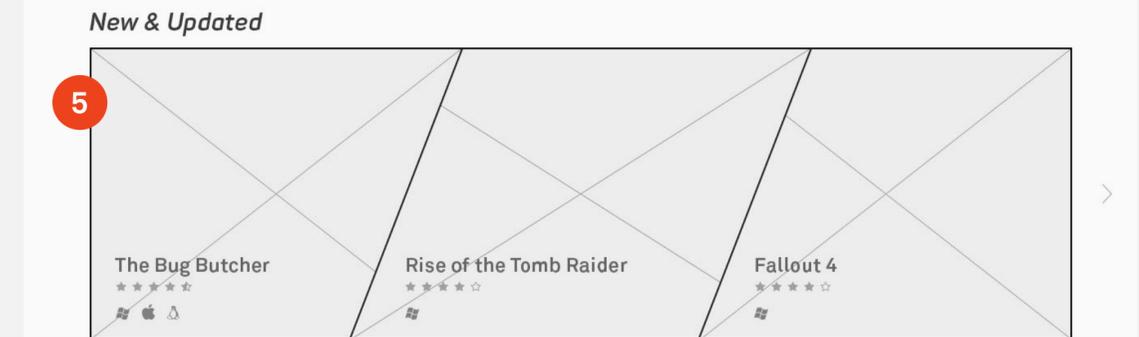
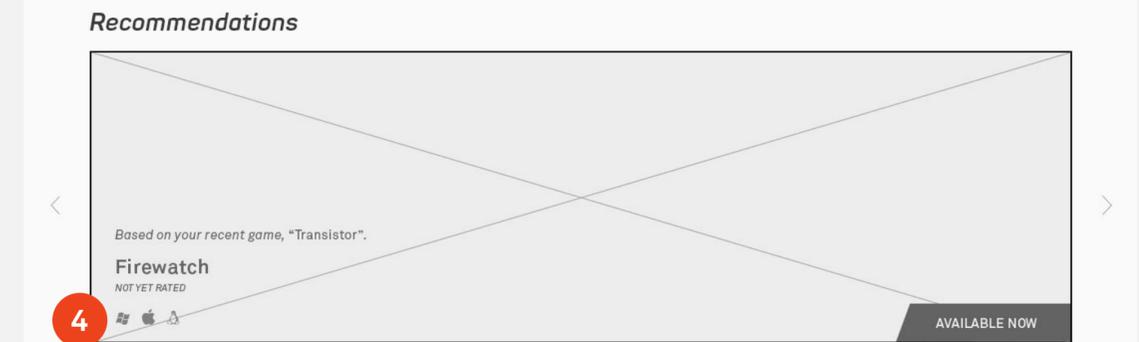
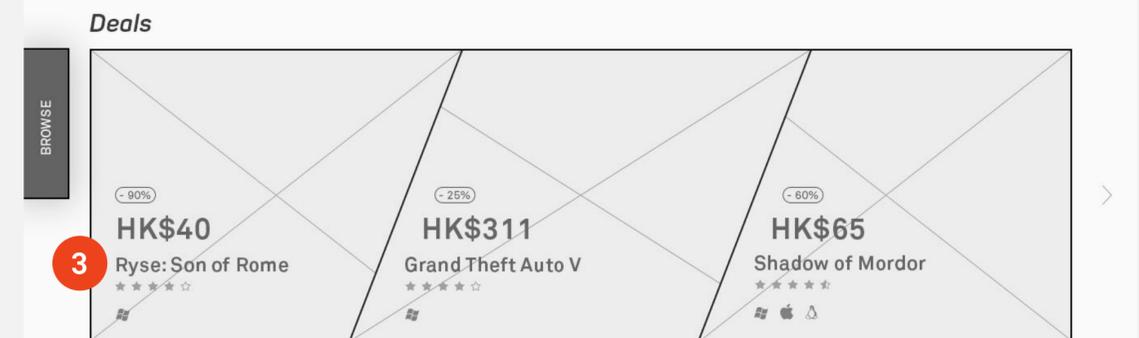
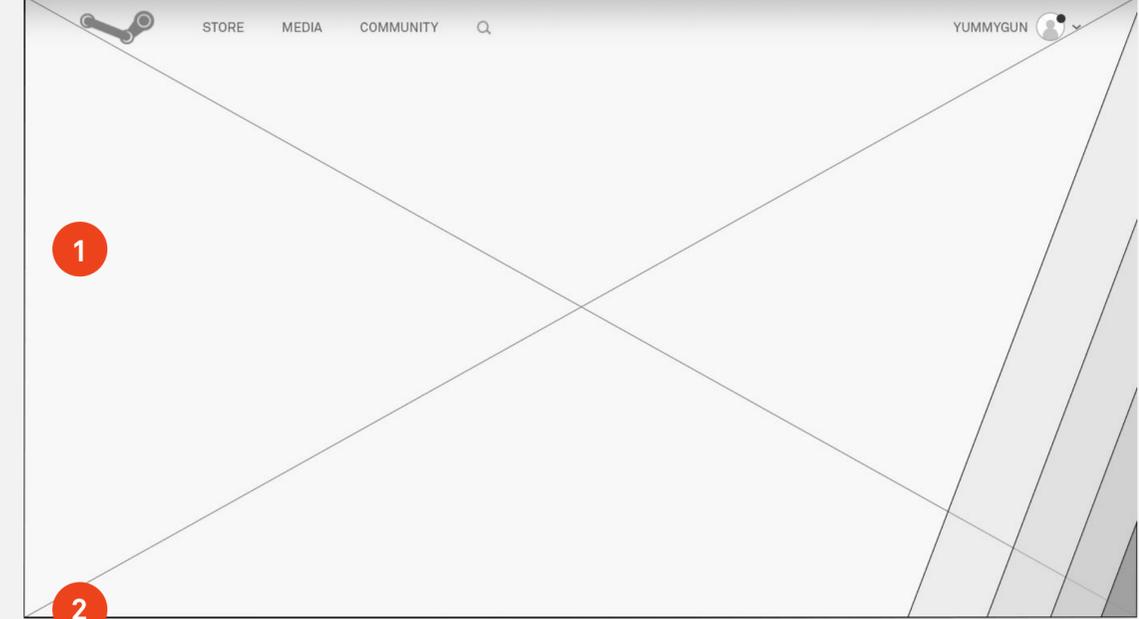
Search based on genre and category or by direct search.

5 New and updated

Highlights the new and updated games.

6 Footer

Contains tertiary and copyright information.



game page

- 1 Full-width game image**
The main game graphic displayed, including basic game information.
- 2 Expandable details**
Slides open for the user to view more details when they choose to.
- 3 Media**
A simple slider of game media. When clicked, a lightbox will display the media on a larger scale.
- 4 Reviews**
Includes critic and user reviews, as well as accolades.
- 5 More like this**
Suggests other games similar to this game.
- 6 Footer**
Contains tertiary and copyright information.



game page (expanded details)

1 Game description

The full game description, alongside key features and tags.

2 Product information

General product information that includes the genre, developer, publisher, and release date.

3 Properties

Details additional properties of the game, such as whether or not it's multiplayer, and any compatibility with Steam perks.

4 Friends who have the game

Displays friends who own the game. In the case that the game is a co-op, the user will be able to see who they can co-op with.

5 System requirements

Lists the system requirements for all compatible operating systems.

6 Languages

Lists the languages supported by the interface, audio, and subtitles.

Transistor
Supergiant Games

Discover the world of Transistor, a sci-fi-themed action RPG from the creators of Bastion.

★★★★★

1 **HK\$119**

BUY NOW

2

ADD TO MY WISHLIST | ADD TO NOTIFICATION LIST

3

game description great soundtrack indie female protagonist cyberpunk

From the creators of Bastion, Transistor is a sci-fi themed action RPG that invites you to wield an extraordinary weapon of unknown origin as you fight through a stunning futuristic city. Transistor seamlessly integrates thoughtful strategic planning into a fast-paced action experience, melding responsive gameplay and rich atmospheric storytelling. During the course of the adventure, you will piece together the Transistor's mysteries as you pursue its former owners.

product info

Title: Transistor
Genre: ACTION, INDIE, RPG
Developer: SUPERGIANT GAMES
Publisher: SUPERGIANT GAMES
Release Date: May 20, 2014

4

properties

- Single-player
- Steam achievements
- Controller support
- Steam trading cards
- Steam cloud

5

Key features:

- An all-new world from the team that created Bastion
- Configure the powerful Transistor with thousands of possible Function combinations
- Action-packed real-time combat fused with a robust strategic planning mode
- Vibrant hand-painted artwork in full 1080p resolution
- Original soundtrack changes dynamically as the action unfolds
- Hours of reactive voiceover create a deep and atmospheric story
- 'Recursion' option introduces procedural battles after finishing the story
- Fully customisable controls custom-tailored for PC

6

2 friends have transistor

THEILSANNE FURANUS

system requirements

	Windows	OSX	Linux
OS	Windows 7 32-bit	OSX 10.7.5	glibc 2.5+, 32/64-bit
Processor	Dual Core CPU (2.6GHz)	Dual Core CPU (2.6GHz)	Dual Core CPU (2.6GHz)
Memory	4GB RAM	4GB RAM	4GB RAM
Graphics	1GB of VRAM: Intel HD 3000 GPU AMD HD 5450 Nvidia 9400 GT	OpenGL 3.0+ (2.1 with ARB extensions acceptable)	OpenGL 3.0+ (2.1 with ARB extensions acceptable)
Storage	3GB available space	3GB available space	3GB available space

languages

	Interface	Full audio	Subtitles
English	✓	✓	✓
French	✓	✓	✓
German	✓	✓	✓
Spanish	✓	✓	✓
Portuguese	✓	✓	✓
Russian	✓	✓	✓
Chinese	✓	✓	✓
Japanese	✓	✓	✓

LESS DETAILS

Media



Reviews



83

"The game's vision is intoxicating, and its execution is inspired."

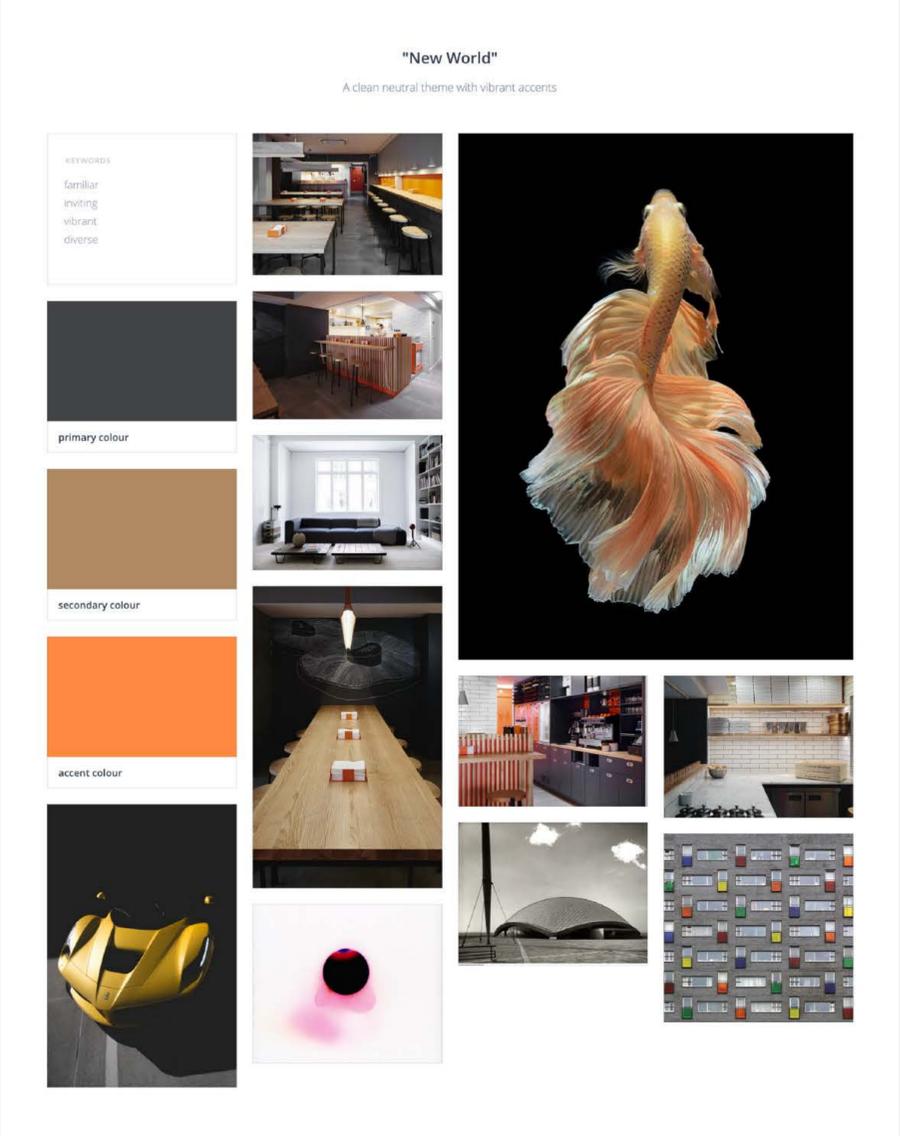
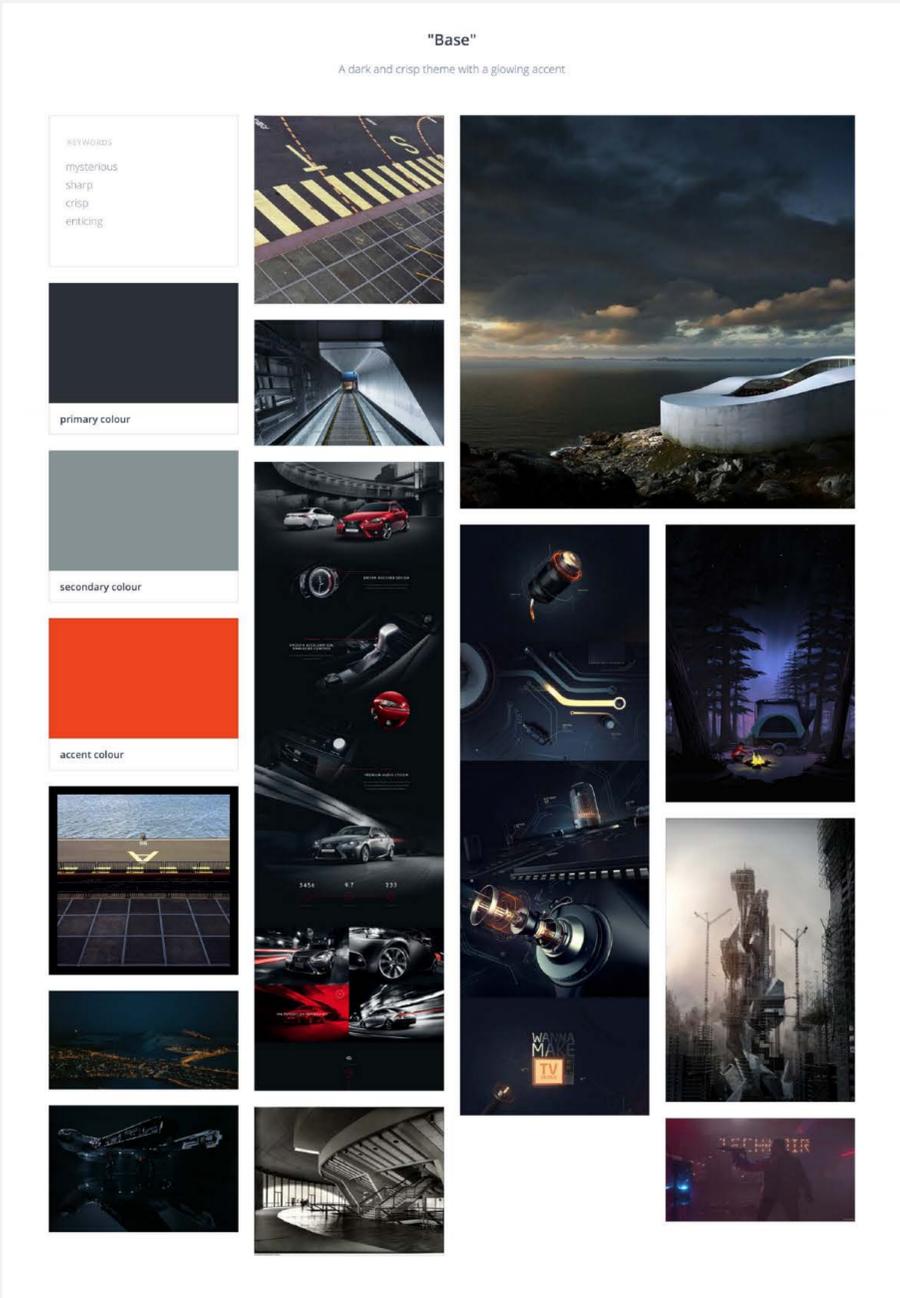
8.5 / 10



VISUAL STYLE

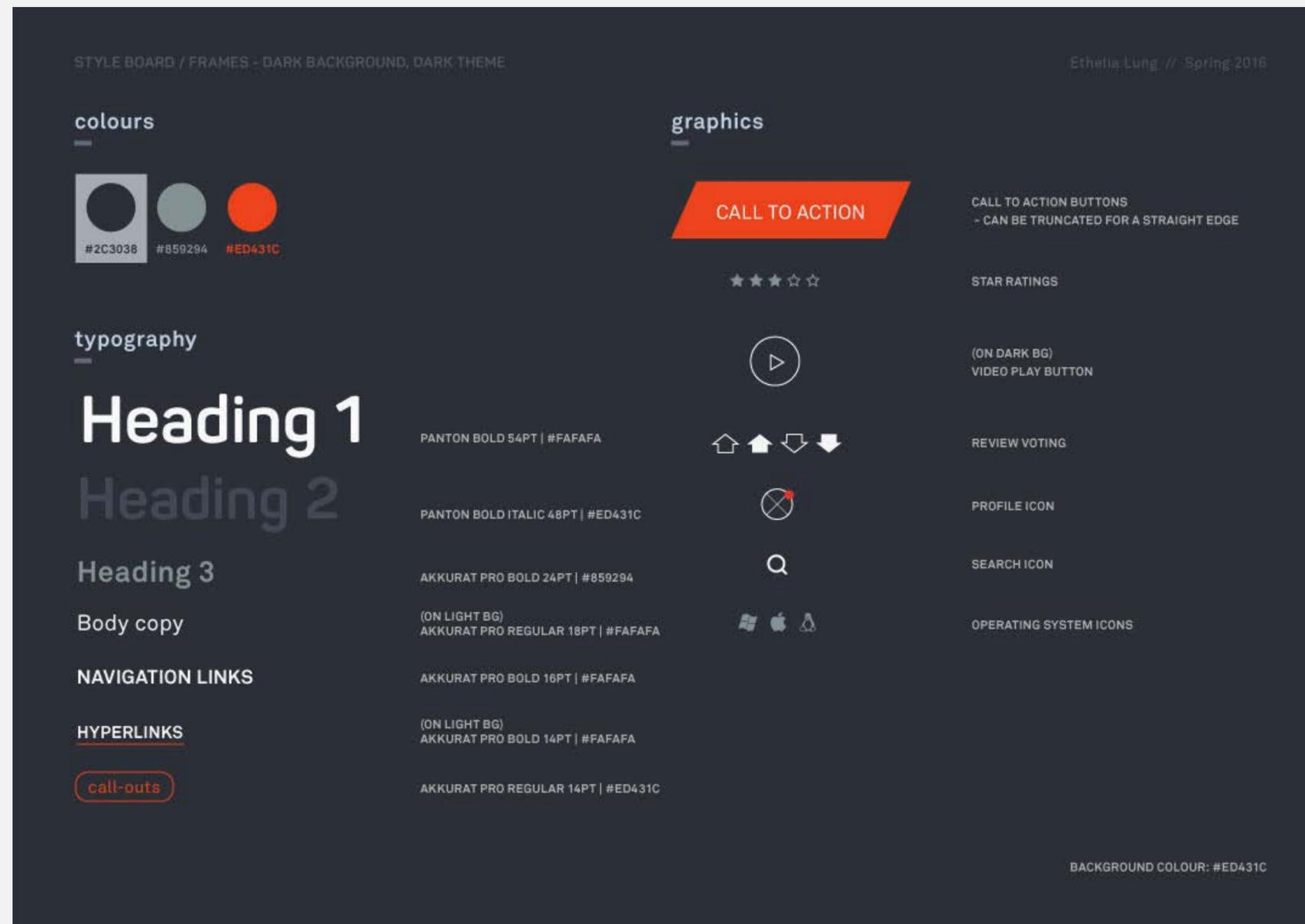
moodboards

I came up with two possible moods for the visuals. The first being a more traditional dark 'gaming' theme that evokes a mysterious mood, and a second theme that is more neutral and has a hand-crafted mood.



style board

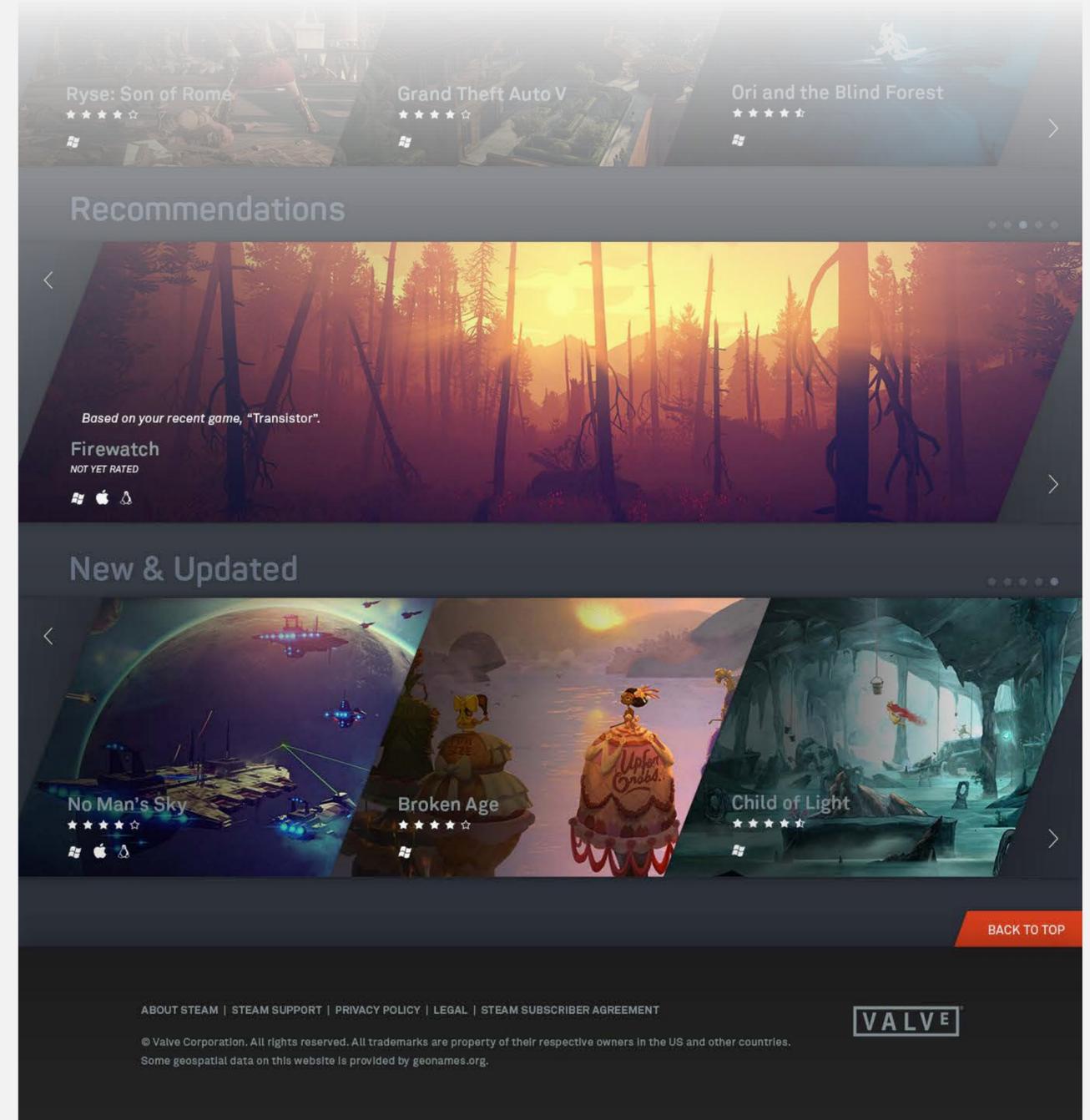
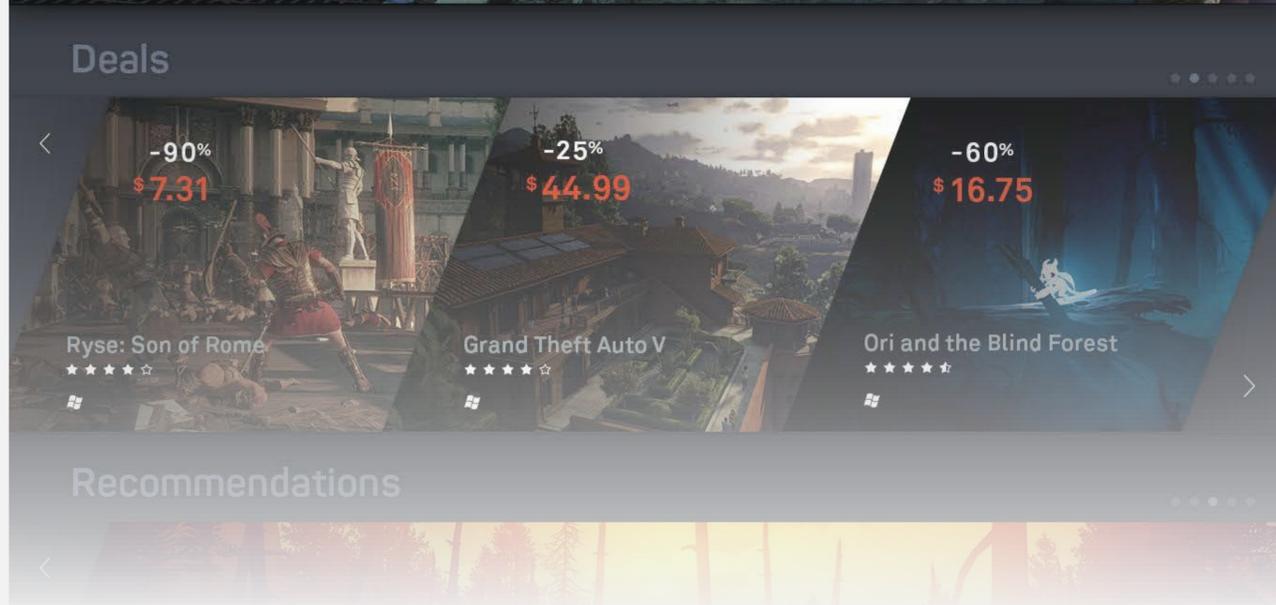
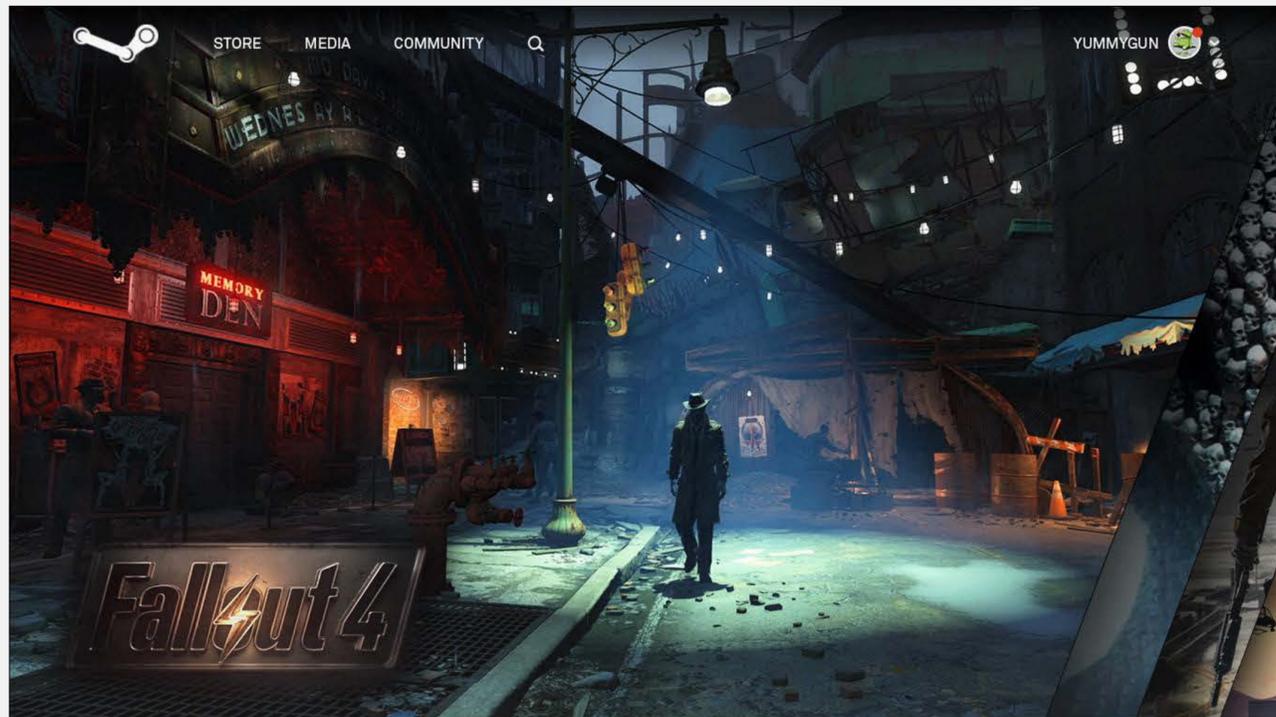
I chose the darker colour scheme visualised in my moodboard, based on my user base (gamers) and the more mysterious look and feel it gives.



DESIGN

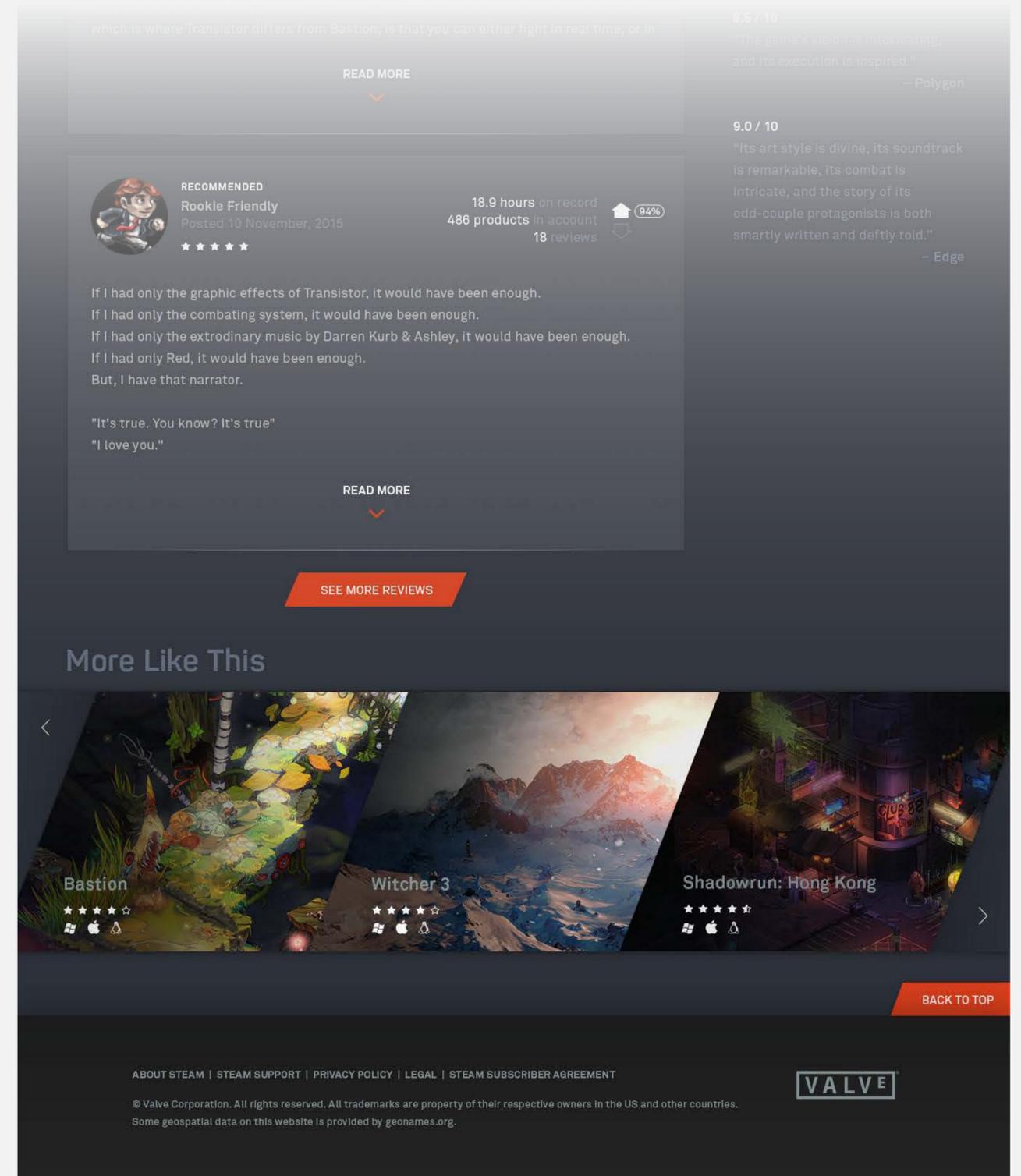
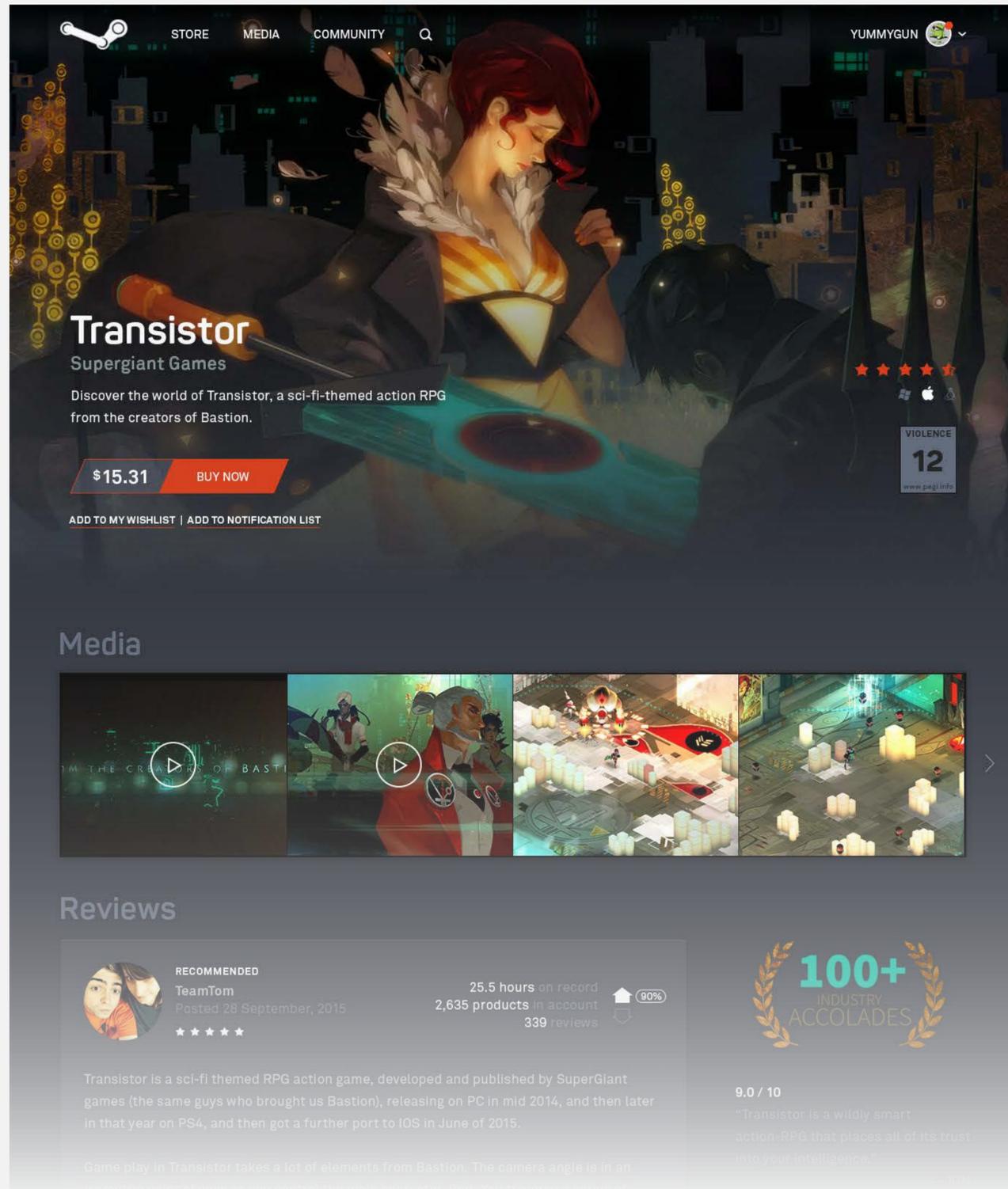
final design (homepage)

The final homepage design sees a reduction in the quantity and size of hero image sections, and a more refined slanted design for the individual game sections.



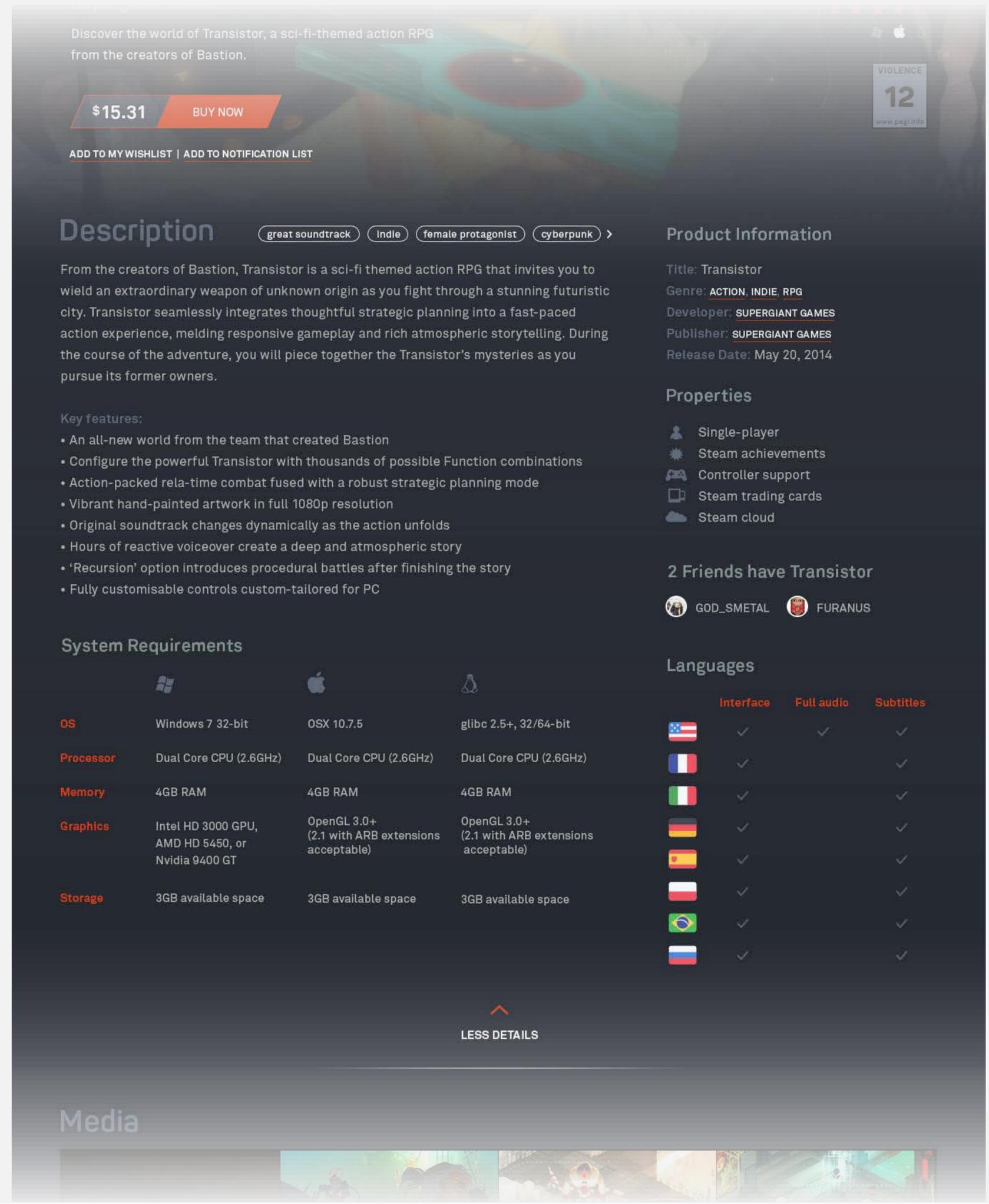
final design (game page)

The final game page sees a re-organisation of the reviews and accolades section, and follows the new slanted structure.



final design (game details page)

The game details area is for the most part very similar to that of the wireframes, with a few refinements made.



FIN



View wireframe prototype here: <https://invis.io/DM6KEJX2V>