UX Research

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User Experience Design

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CLASH ROYALE

1. Clash Royale stands out as one of the most popular mobile video games, with its Experience Design proving highly effective throughout its existence since 2016. I will analyze the User Experience (UX) of the platform, exploring the factors contributing to its remarkable success.

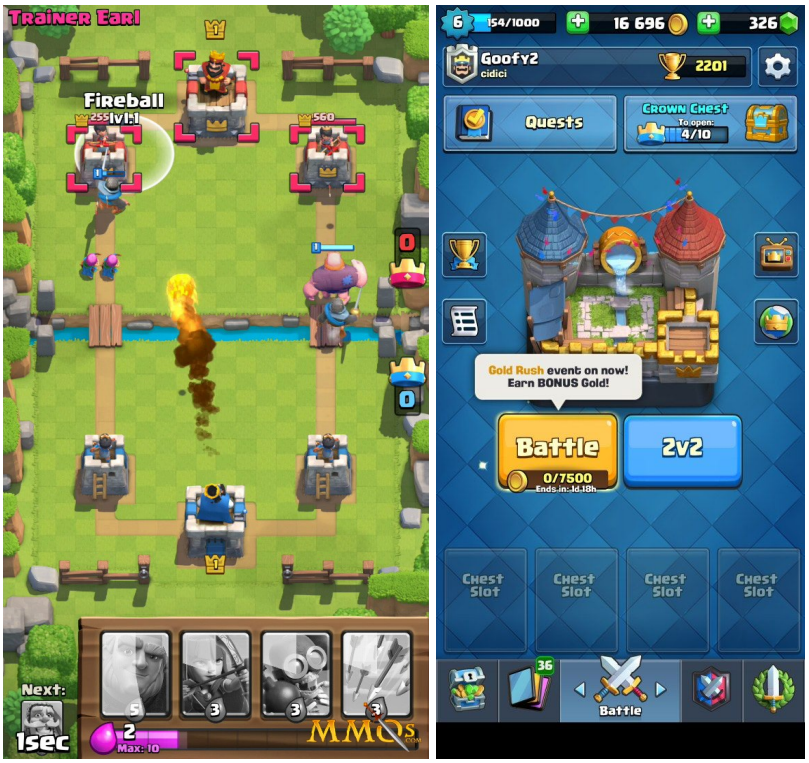


1.1 Analyzing a good UX involves considering several principles:

- **Usability:** The product should be easy to use, allowing users to navigate it logically.
- **Accessibility:** The product should be accessible to the widest range of people, taking into account disabilities or the user's environment.
- **Consistency:** The product should maintain coherence to ensure that users understand how it functions.
- **Rewards and Motivation:** Up-to-date rewards should be in place to motivate users to continue playing and achieve objectives.
- **Monetization (pay to win):** Monetization should not detrimentally impact the user experience.
- **Loading time, performance, and optimization across devices:** Considerations include the space it occupies and compatibility with various devices.

2. Usability: Clash Royale stands out for its simple and intuitive gameplay, allowing for easy engagement at any time, such as while strolling or on the bus. The initial tutorial introduces drag-and-drop mechanics, and the large button sizes facilitate easy selection of actions.

[1][1]As Grouthes, Abney and Boughter say in “Game usability”, in chapter 15 called “Mobile game usability”: “Design and research”, “games like Clash Royale achieve a synergy between their game design and UX solution to great effect.”



When you've learned how to play, you won't have difficulty remembering how to do it if you take a break from the game for a while. This is crucial in the usability phase.

3. Accessibility: Clash Royale offers excellent accessibility, accommodating users with various disabilities. It's designed for one-handed use, eliminating the need for simultaneous two-handed play. The game lacks narrations, removing the necessity for subtitles. Volume is non-essential for gameplay, as sound effects merely complement the overall experience.

[2][2] As Sergio Nesteurik says in his paper “Audiogames: Accessibility and inclusion in digital entertainment”, “audiogames can create atmosphere, mechanics, and unique gameplay, while making digital entertainment more accessible to people with all levels of vision. It is also necessary to consider the need for other types of digital games to comply with accessibility guidelines and to guarantee the right to play for

[1] [1] K. Isbister and C. Hodent, *Game Usability: Advice from the Experts for Advancing UX Strategy and Practice in Videogames*. Boca Raton: CRC Press, 2022.

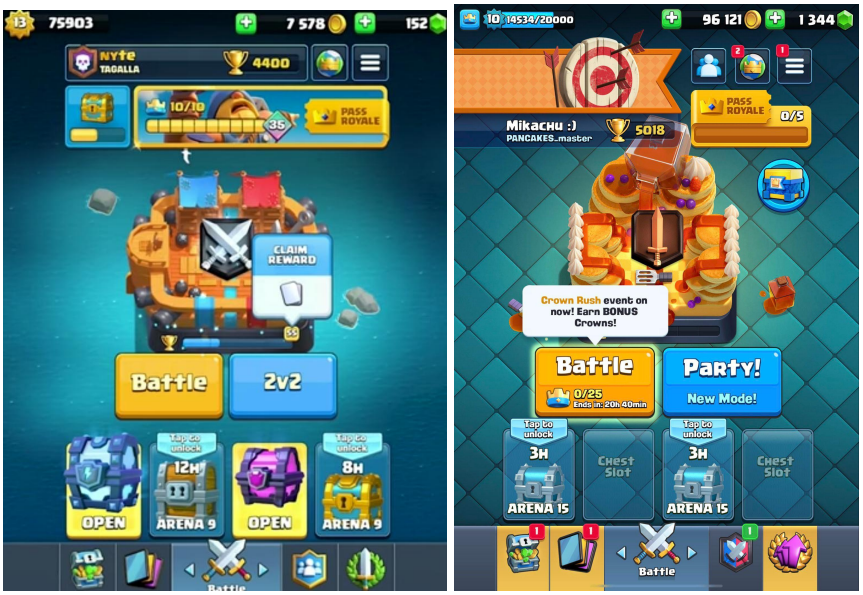
[2] [2] Nesteriuk, S. (2018). Audiogames: Accessibility and Inclusion in Digital Entertainment. In: Duffy, V. (eds) Digital Human Modeling. Applications in Health, Safety, Ergonomics, and Risk Management. DHM 2018. Lecture Notes in Computer Science(), vol 10917. Springer, Cham. https://doi.org/10.1007/978-3-319-91397-1_28

everyone.", a blind person may face challenges playing it, as there are two lanes on the map, and sound alone does not differentiate them.



In the realm of customization, Clash Royale does not offer the option to change text size, color, font, etc. However, it avoids internal flashing issues for individuals with photosensitive epilepsy.

4. Consistency: Clash Royale employs a clear interface, utilizing a bottom menu that provides access to five distinct windows: Shop, Collection, Battle, Clan, and Events.



It employs the color yellow to indicate notifications or alert users about rewards. Blue is utilized to create a distinction from the yellow. The game also incorporates relief to differentiate buttons from non-button elements.



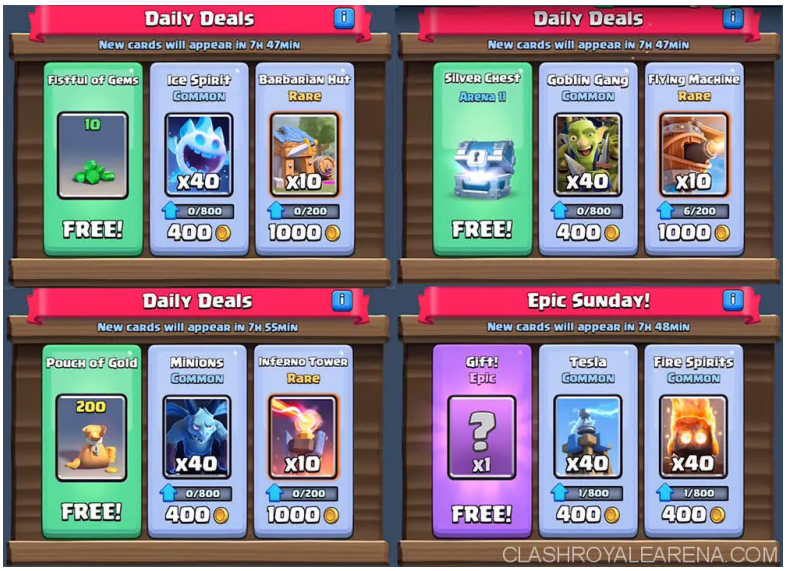
Simple drag-and-drop actions define the game mechanics. All matches follow consistent player versus player (PvP) rules, with options for 1v1 or 2v2. The 'Collection' section provides details on each card's distinct ability, reload time, and health.

User feedback is vital; each card has a unique sound effect, aiding easy identification and preventing confusion. Sound effects accompany actions like button presses, chest openings, and arena advancements. Consistency in Clash Royale, from designs to sound effects, ensures a comfortable user experience.

5. Rewards and Motivation: Clash Royale encourages daily engagement through its daily reward system. Various rewards can be earned, with the most common being a random chest awarded upon winning a match.



Each chest has a different time requirement for opening, providing players with a time-based reward system. Another form of reward comes through the in-game store, where a daily free reward is offered.



The user's motivation is further enhanced by the progression of levels, both for their towers and cards. As players advance in levels, their cards evolve, increasing their life, damage, etc. Additionally, new cards are unlocked as players level up.

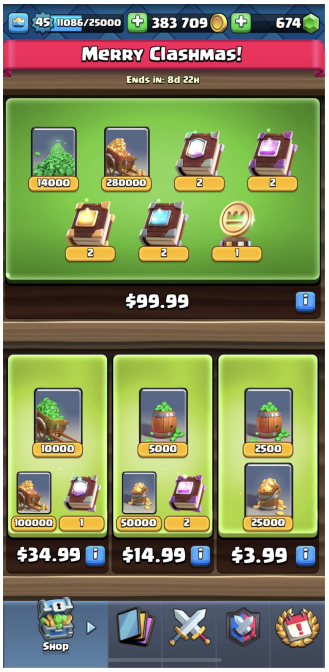
The competitive ranking system relies on trophies; wins earn trophies, while losses result in a loss of trophies. Arenas are categorized by trophy ranges, motivating players to unlock prizes by advancing through the ranks.

Weekly events introduce gameplay variations, preventing monotony and adding a dynamic aspect to the overall experience.



6. Monetization: Clash Royale offers various ways for players to spend money for rewards. Primarily, there's the purchase of gems, the premium currency obtained through payment. Gems can expedite processes, buy chests, join special events, and acquire resources faster, greatly enhancing progression and potentially granting an advantage over other players.

Additionally, players can purchase various offers and promotions in the in-game store, including packs, skins, cards, and numerous resources that would otherwise take time to accumulate.



7. Loading time, performance, and optimization across devices: Clash Royale strikes a fine balance between quality and performance, as it is playable on any smartphone, thereby expanding the player base. Requiring 500MB, the game is accessible to virtually any mobile device.

The brief loading time, ranging from 5 to 15 seconds, depends on the device and internet connection. The game is tailored for smartphones, playable only in a vertical format. Although adapted for tablets, the experience is suboptimal due to the requirement for longer arm movements.

8. Recommendations for improvements:

Few enhancements can be made to a game of Clash Royale's caliber. Suggestions include allowing users to customize the interface for a more comfortable experience in playing and creating decks.

Another recommendation is to introduce recommended decks to guide players on card combinations. This would particularly benefit new players unfamiliar with all the cards.

Adding additional sound effects and skins that are unlocked as players level up would serve as motivational elements for players.

9. Conclusion:

Clash Royale stands as one of the most played mobile games globally, owing a significant part of its success to its User Experience (UX). The simplicity in understanding the system's operation encourages player engagement. In my opinion, without such a user-friendly UX, Clash Royale would not have performed as successfully. This serves as a clear example that UX is a fundamental consideration in the creation of any application.

EA FC 24 ULTIMATE TEAM

10. EA Sports FIFA 24 is the most popular football video game, boasting a high volume of sales, with a significant portion of its success attributed to its Experience Design.



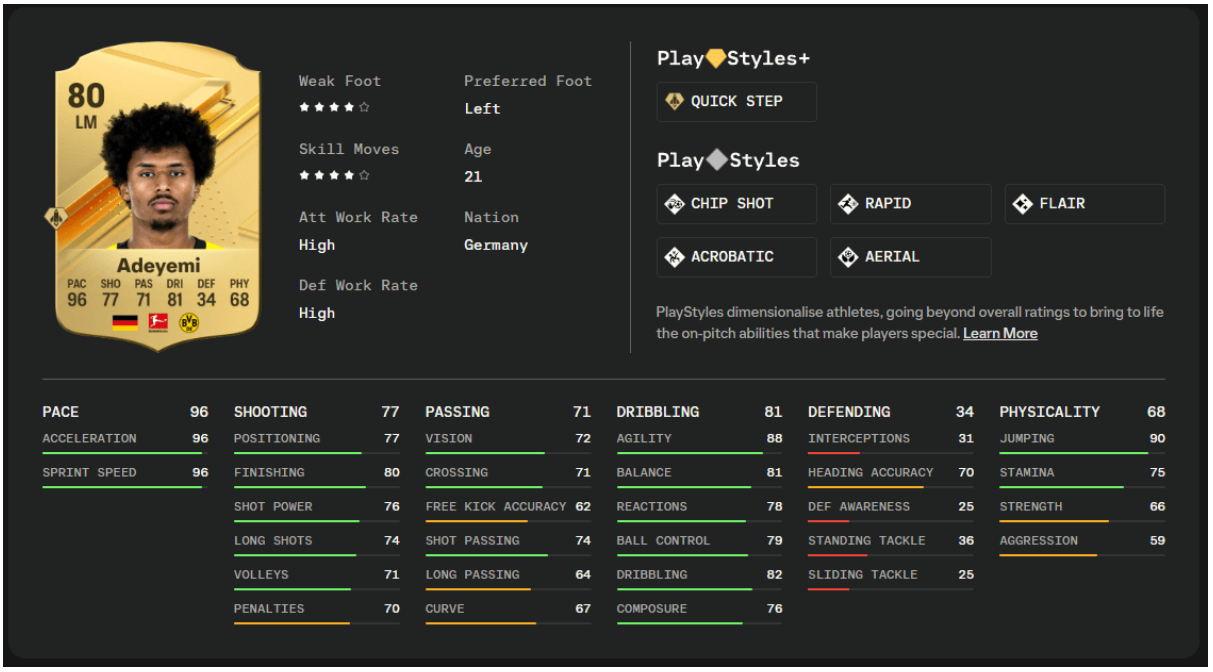
10.1 Analyzing its UX involves considering the following principles as it says on the website [3][3]"7 fundamental ux design principles all designers should know" :

- **Consistency:** The product must be consistent for users to understand how it functions.
- **Accessibility:** The product should be accessible to the widest range of people, taking into account disabilities or the user's environment.
- **Personalization:** Players appreciate the ability to customize their team, change players, the stadium, etc.
- **Rewards:** The game should offer updated rewards to motivate users to keep playing and achieve objectives.
- **Monetization (pay to win):** Monetization should not negatively impact the user experience.

11. Consistency: This year's improvement involves simplification, utilizing a single button to access a menu list for easy navigation. The menu categories, including play, store, club, transfer market, objectives, SBC, and evolutions, enhance user efficiency with swift and straightforward movements."

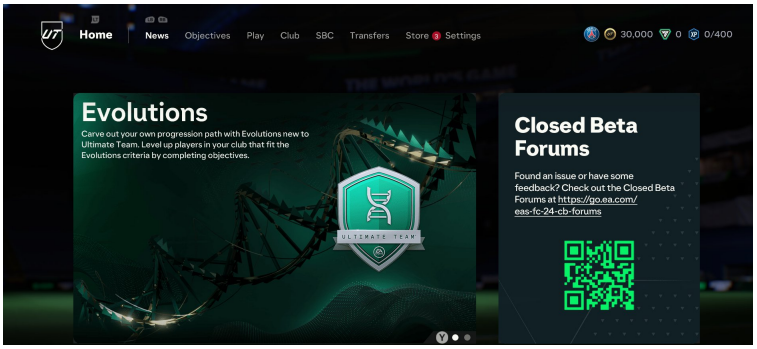
[3] [3]"7 fundamental ux design principles all designers should know," UX Design Institute, https://www.uxdesigninstitute.com/blog/ux-design-principles/

Each player has their card, and player information is summarized on their respective cards. Futbin [4][4] It's a website with all cards information.



In terms of visual appearance, all menus adhere to a similar palette, maintaining a consistent visual coherence. The design incorporates a dark gray, white, and green color scheme, with green being the color theme for the current year. The color scheme undergoes an annual change.





12. Accessibility: Ultimate Team provides tutorials for new players that explain the meaning of each element on the cards, such as position, league, club, etc. Through the 'pause' button, players can access assistance in every window. Additionally, the first time you open the game, these tutorials open automatically, enhancing the experience for new users.

[4] [4] Futbin, "Ea FC 24 ultimate team prices, squad builder, draft and Players Database," FUTBIN, https://www.futbin.com/ (accessed Dec. 11, 2023).

On the other hand, the gameplay typically occurs online, but there are also offline modes like 'Squad Battles,' where players can choose from 6 difficulties ranging from 'Beginner' to 'Ultimate,' ensuring a fair experience for users of all skill levels.

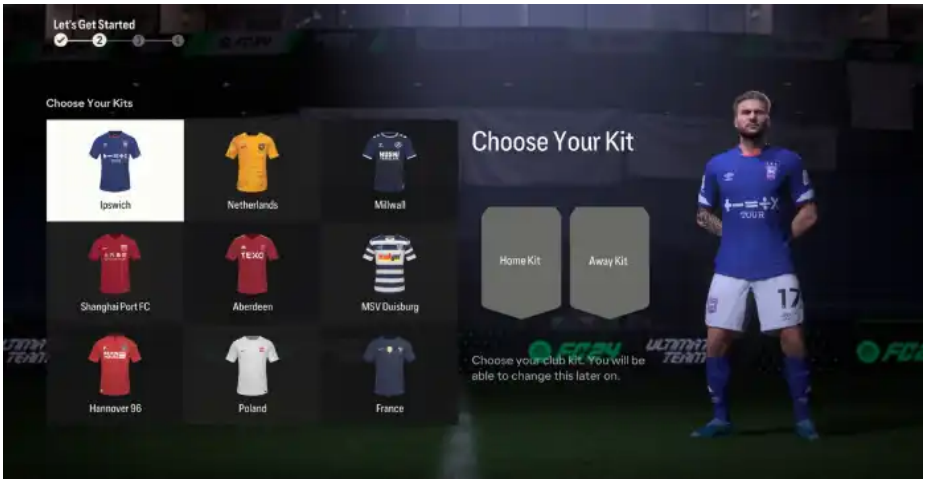
Ultimate Team only accommodates console controllers, lacking features for users with visual or cognitive disabilities to adjust text size, customize the menu, or receive auditory feedback. Nevertheless, EA Sports is actively addressing this issue.

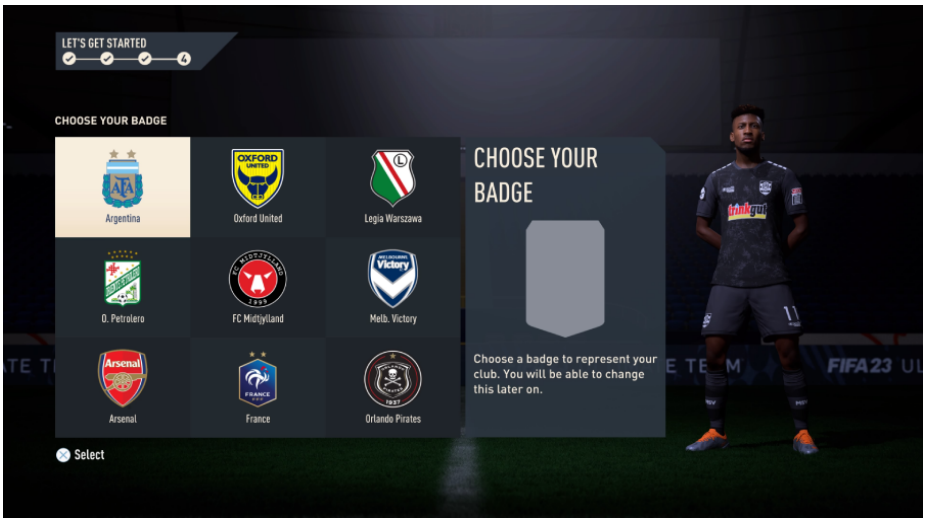
Regarding control settings, users can remap the controller to their preferences, allowing them to change one button for another.



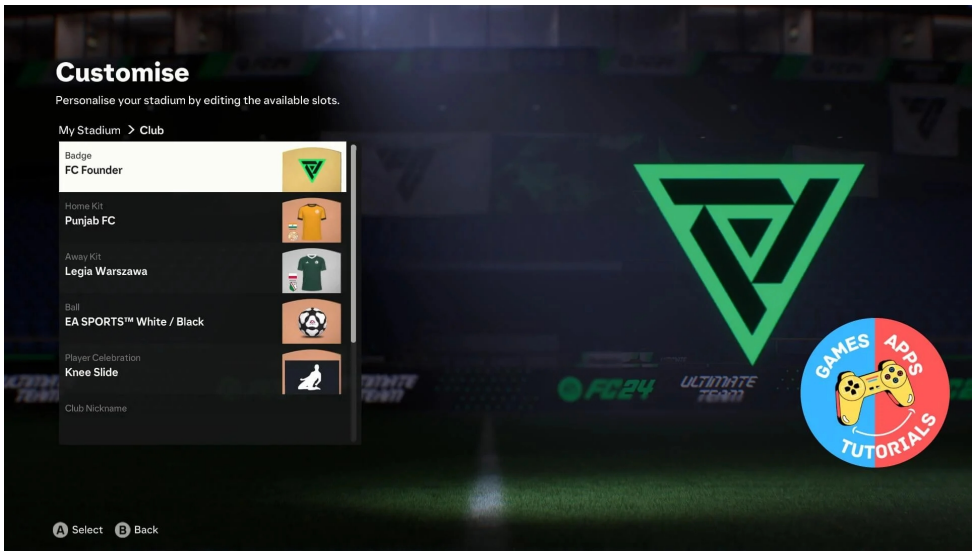
13. Personalization: Ultimate Team is centered around customization, essentially requiring players to build a team from scratch. Cards (representing players) are acquired through rewards, allowing users to assemble their team according to their preferences.

To start, users establish their club, give it a name, and receive a default squad. They can personalize aspects like formation and tactics. Players can also customize their appearance by buying the team's kit and choosing goal celebration animations





Players can customize the stadium, including line colors, turf pattern, ball, tifos, music, and crowd chants, enhancing the user experience in the game, a principle applicable to any application.



Additionally, players have the ability to customize their team during gameplay, including formation, tactics, and player roles. This customization is crucial during competitions, as it influences how players perform on the field.



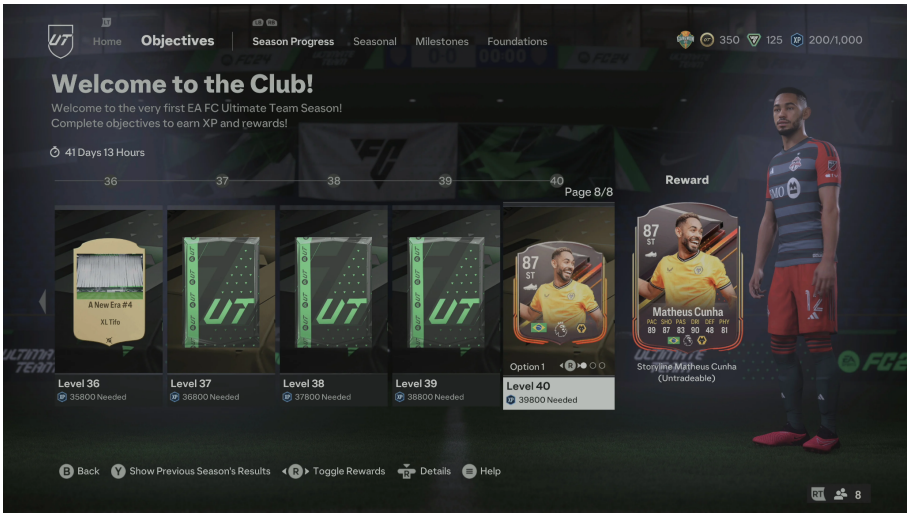
Furthermore, players can personalize matchmaking options to enable cross-platform play or exclusively play within their chosen platform.

14. Rewards: The rewards in Ultimate Team serve as the primary motivation for users to continue playing, constituting a fundamental aspect of the game. Users engage in gameplay with the incentive of improving their team.

As Phillips, Cody & Johnson, Daniel & Klarkowski, Madison & White, Melanie & Hides, Leanne says at the conference paper "The Impact of Rewards and Trait Reward Responsiveness on Player Motivation" [5][5] "Any activity that increases autonomy, competence or relatedness is thought to be somewhat intrinsically motivating, as people will engage in the activity to satisfy their psychological needs".

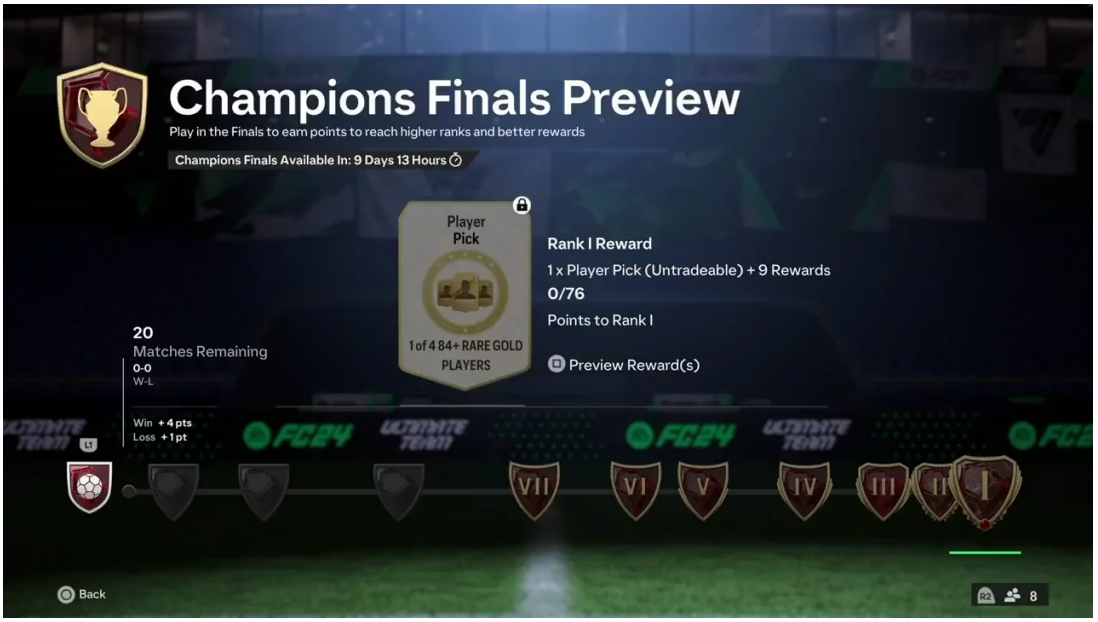
The first option involves rewards based on levels, which players can attain by accomplishing objectives. Through these levels, users can obtain player cards, tifos, packs, etc.

[5] Phillips, Cody & Johnson, Daniel & Klarkowski, Madison & White, Melanie & Hides, Leanne. (2018). The Impact of Rewards and Trait Reward Responsiveness on Player Motivation. 393-404. 10.1145/3242671.3242713.



The second option involves achieving rewards through objectives, which may include player cards, experience points, and packs. Objectives are typically accomplished during matches, such as scoring 5 goals with an English player. These objectives often yield less favorable rewards.

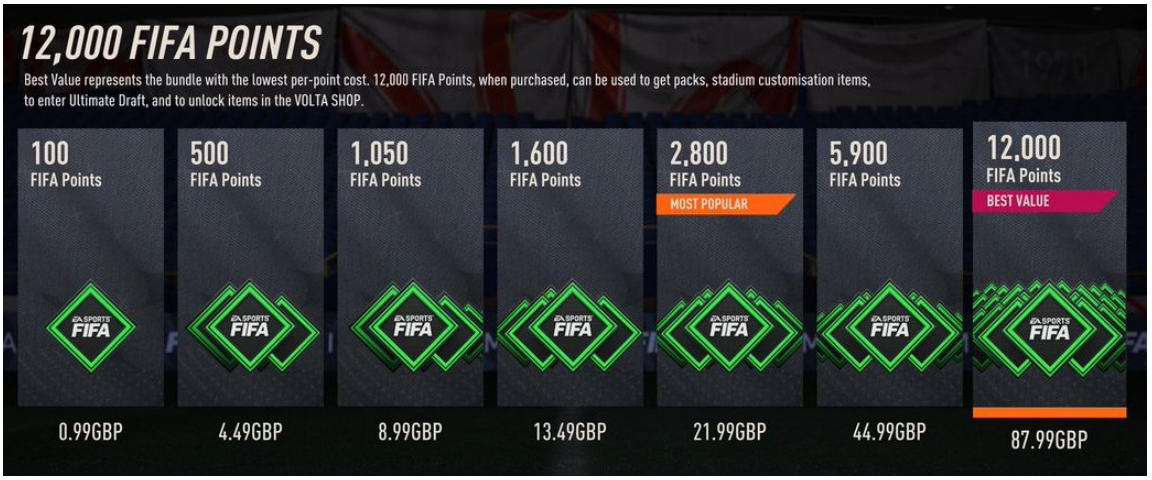
Lastly, “FUT Champions” is pivotal. It entails playing 20 online matches each weekend, with performance dictating rank and subsequent rewards. This format motivates players consistently, fostering dedicated engagement throughout the week and weekend."



15. Monetization (Pay to Win): Ultimate Team can be regarded as pay-to-win, as the more money you invest in the game, the more packs you can open, increasing the likelihood of obtaining top-tier players. Ultimately, it is a football game, and the

better player will prevail, but having a strong team significantly enhances your chances of winning.

The payment method involves the use of FIFA points, which can be used to purchase packs, upgrades, and other in-game items.



You can use FIFA coins to open packs in the game, earned through playing, selling players, and rewards. Yet, acquiring coins takes time, making spending real money a faster way to get packs. In contrast to other video games, EA's Ultimate Team displays a pay-to-win model.

16. Recommendations for improvements:

As a highly experienced player, my recommendation would be to diminish the quantity of packs that can be acquired with real currency, thereby mitigating the advantage for individuals who heavily invest in the game. This approach would foster greater parity, considering that over 80% of players refrain from monetary contributions.

Additionally, a more conscientious consideration of customer feedback in determining rewards would be prudent, given existing complaints. Implementing these adjustments would likely result in an enhanced overall gaming experience for players.

17. Conclusion:

Ultimate Team is a commendable achievement; hence, it has garnered the entire football gaming clientele. Taking into consideration customer feedback could lead it to perfection.

References:

- [1] K. Isbister and C. Hodent, *Game Usability: Advice from the Experts for Advancing UX Strategy and Practice in Videogames*. Boca Raton: CRC Press, 2022.

- [2] Nesteriuk, S. (2018). Audiogames: Accessibility and Inclusion in Digital Entertainment. In: Duffy, V. (eds) Digital Human Modeling. Applications in Health, Safety, Ergonomics, and Risk Management. DHM 2018. Lecture Notes in Computer Science(), vol 10917. Springer, Cham. https://doi.org/10.1007/978-3-319-91397-1_28

- [3]“7 fundamental ux design principles all designers should know,” UX Design Institute, https://www.uxdesigninstitute.com/blog/ux-design-principles/

- [4] Futbin, “Ea FC 24 ultimate team prices, squad builder, draft and Players Database,” FUTBIN, https://www.futbin.com/(accessed Dec.11,2023).

- [5] Phillips, Cody & Johnson, Daniel & Klarkowski, Madison & White, Melanie & Hides, Leanne. (2018). The Impact of Rewards and Trait Reward Responsiveness on Player Motivation. 393-404. 10.1145/3242671.3242713.