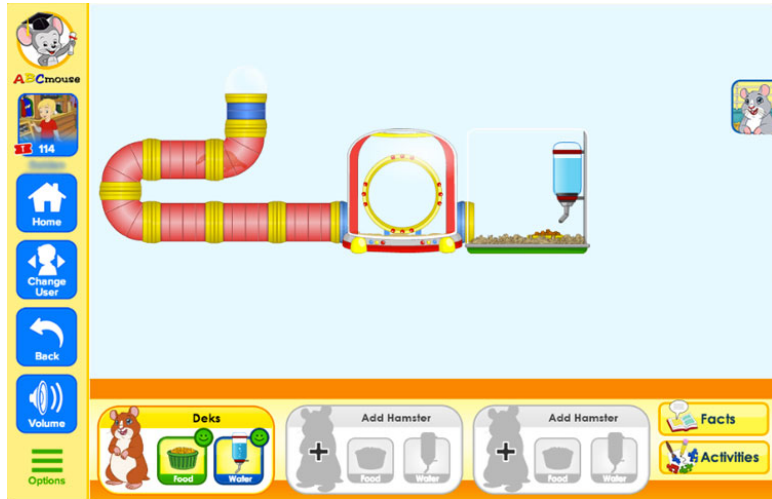


My Hamster – UX / IA / Mobile Update

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The Ask

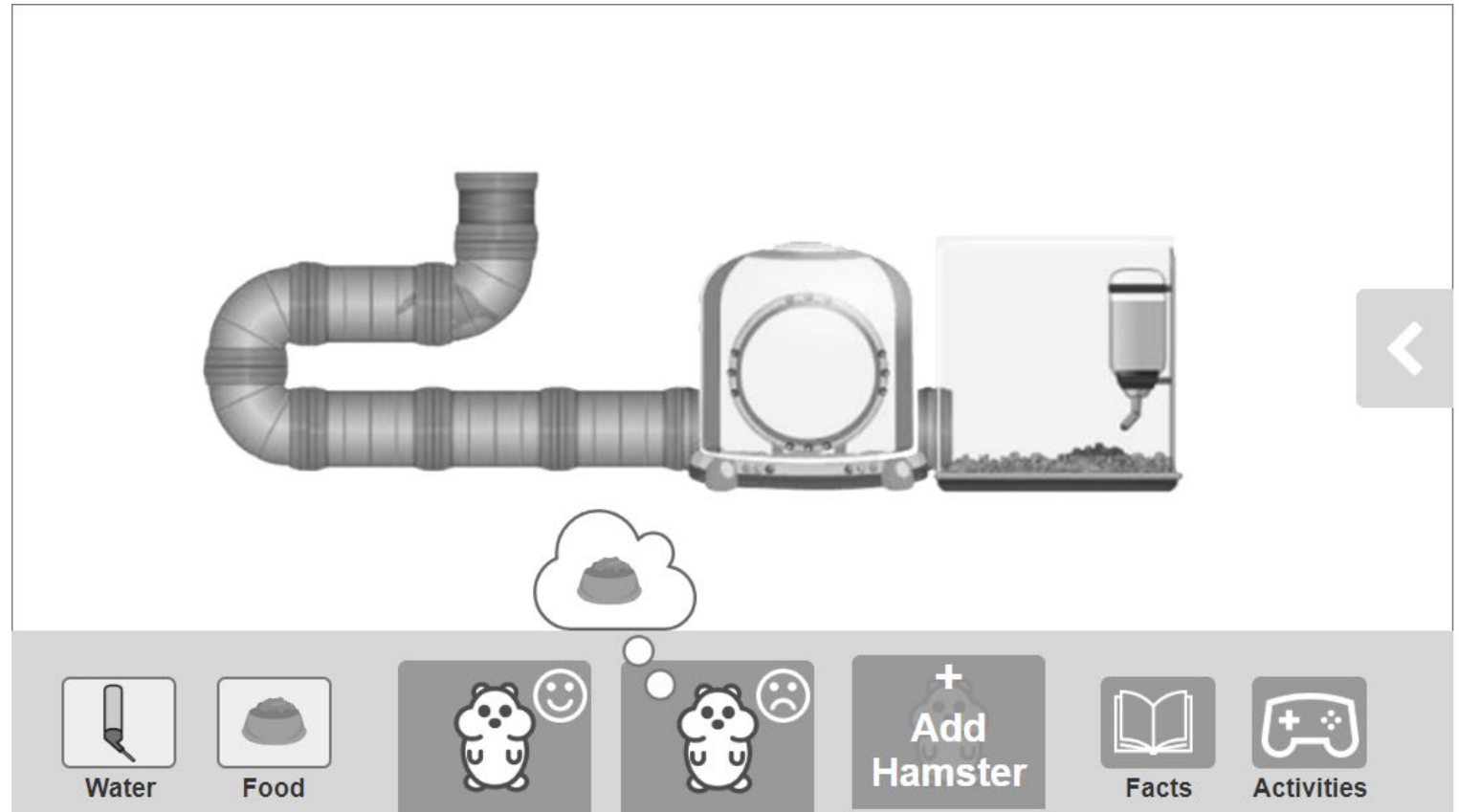
ABC mouse's *My Hamster* UX needed updating. They had a My Hamster Maze, and then an Open drawer. Both needed updating, and the Drawer needed new Information Architecture.



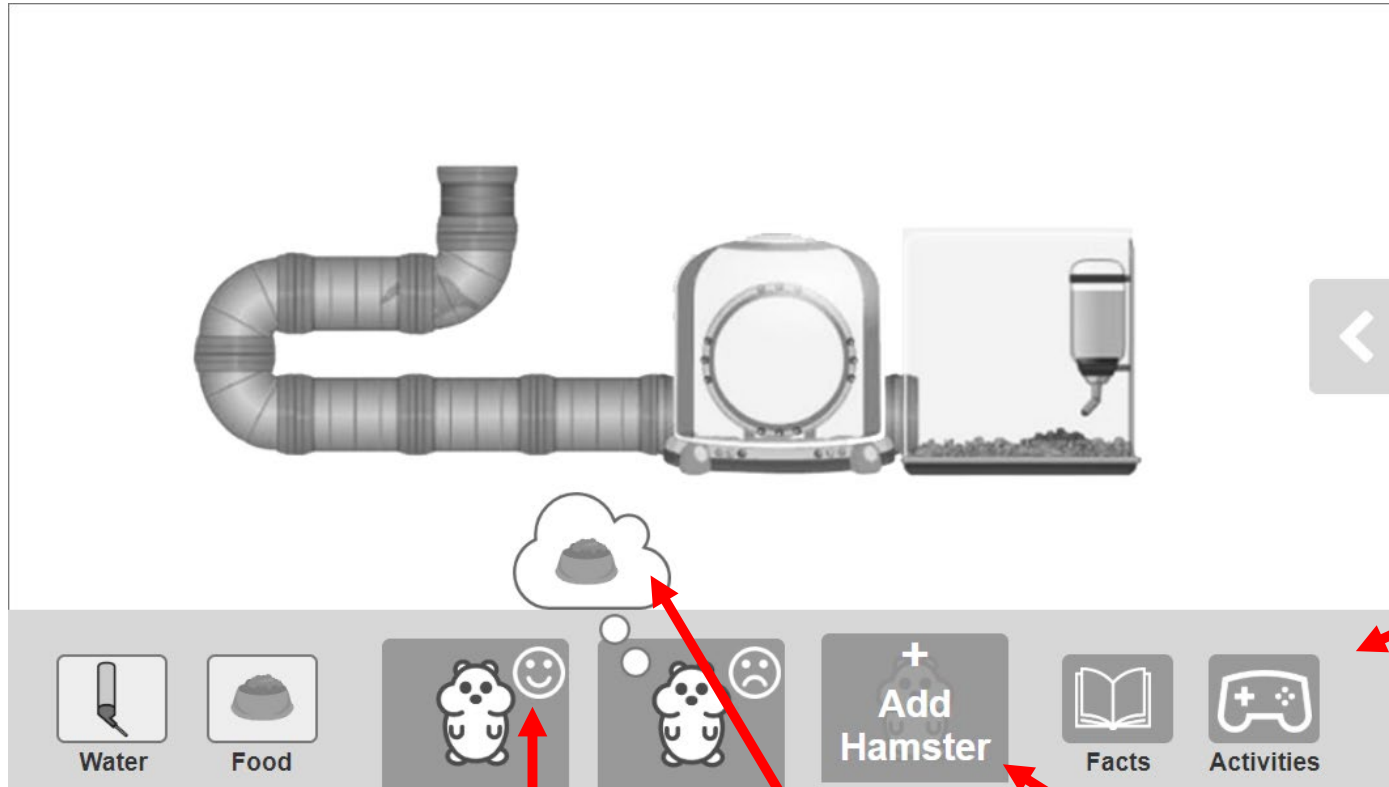
They also had no Mobile view – they needed to design for Mobile, and particularly the Phone.

In this document I will show my UX design proposals, and then show my methodology.

UX Design Proposal – Main UI



Main UI - Annotated



Note – add SFX to all taps.

Facts and Activities CTAs should have better icons, and animate on tap

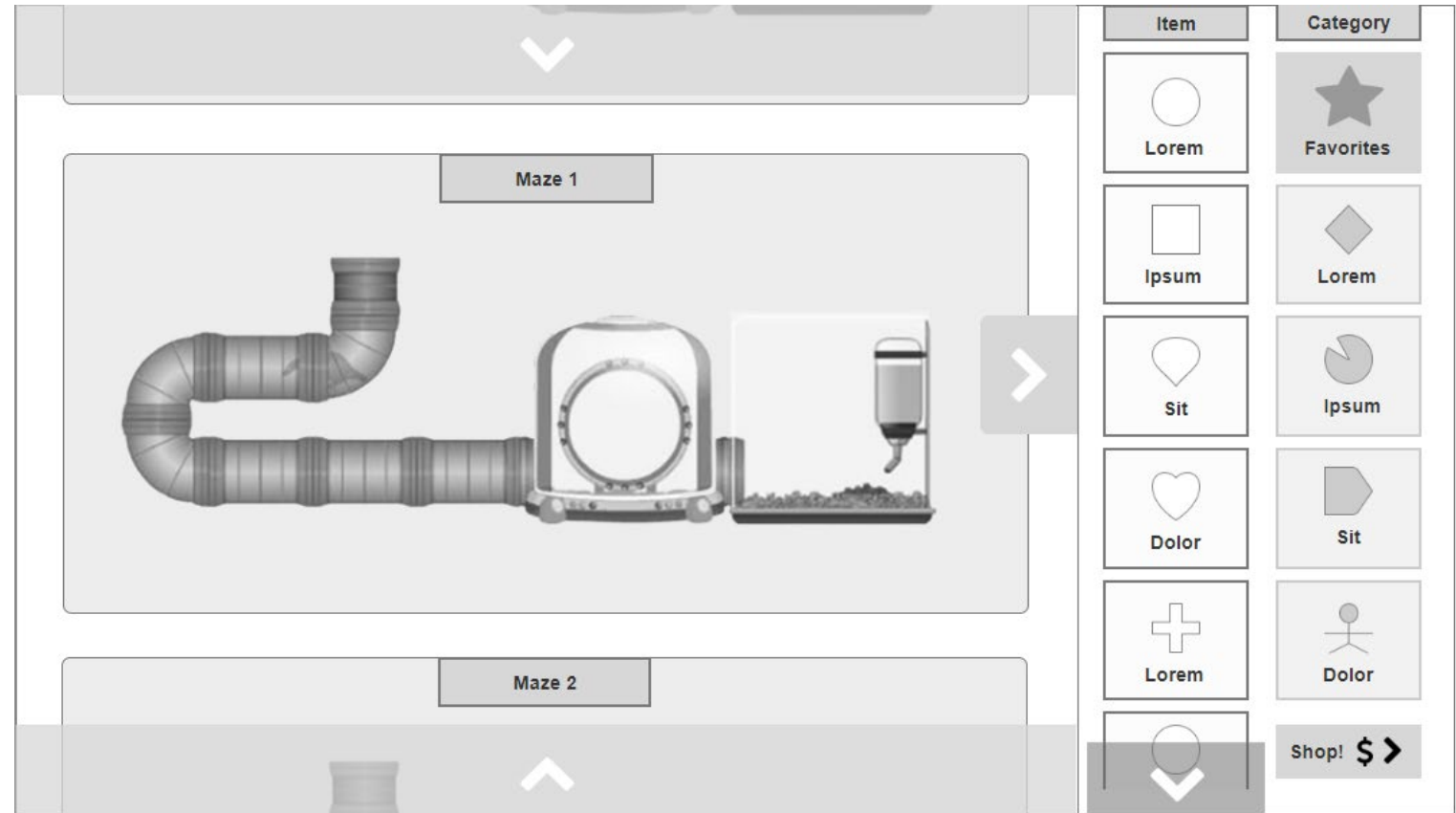
Buttons to give water/food are more appealing, and animate on tap

Hamster Mood evident with emoticon. Consider bringing up individual interactive Hamster on tap.

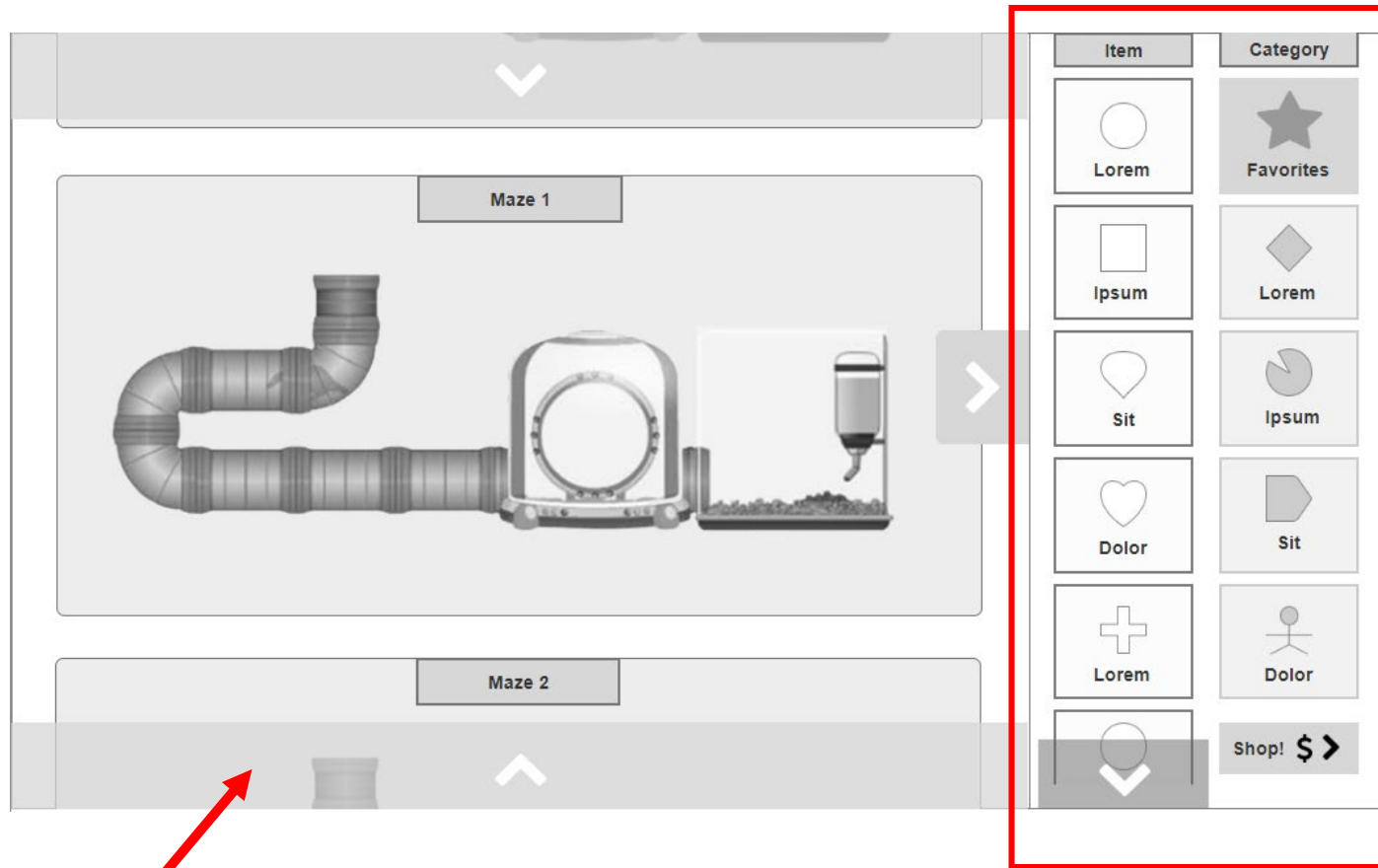
If hamster is hungry/thirsty, active CTA in thought bubble

If there is space for another Hamster in maze, active Add Hamster CTA in bottom panel

UX Design
Proposal -
Drawer
Open



Drawer Open - Annotated

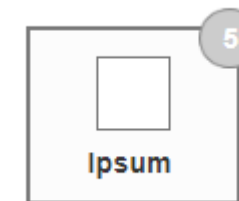


Information Architecture of drawer has two levels. First is category, second is the items in the category.

Note that children may not be able to read at this point, so have good icons, and each tap should have a VO.

Items are closest to the maze, and child can drag them in and out of the maze.

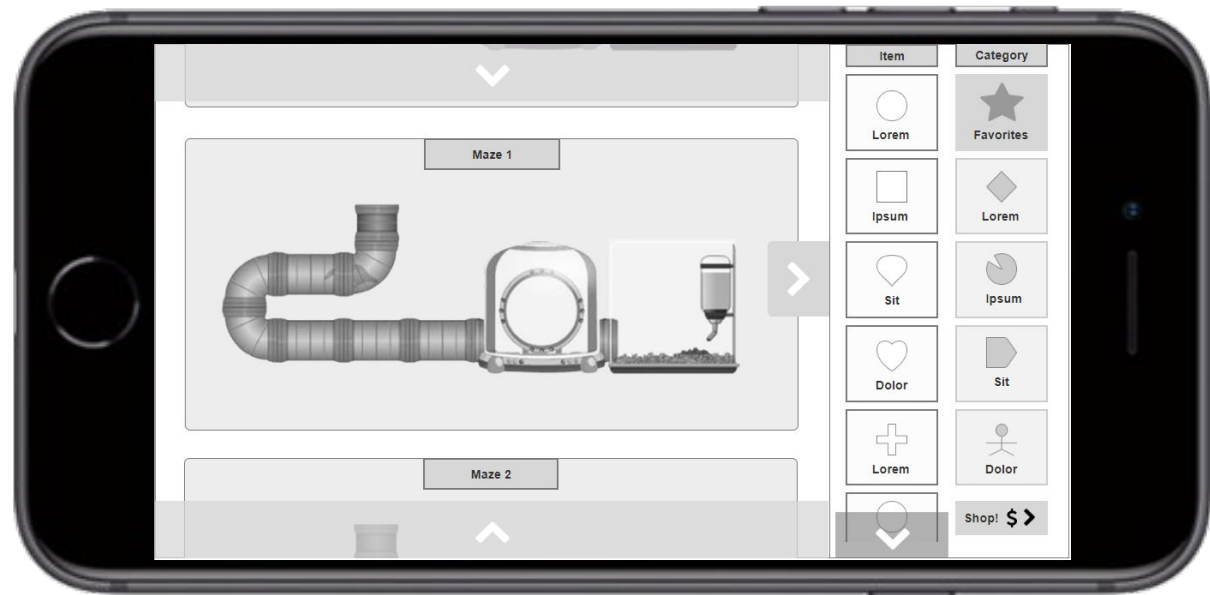
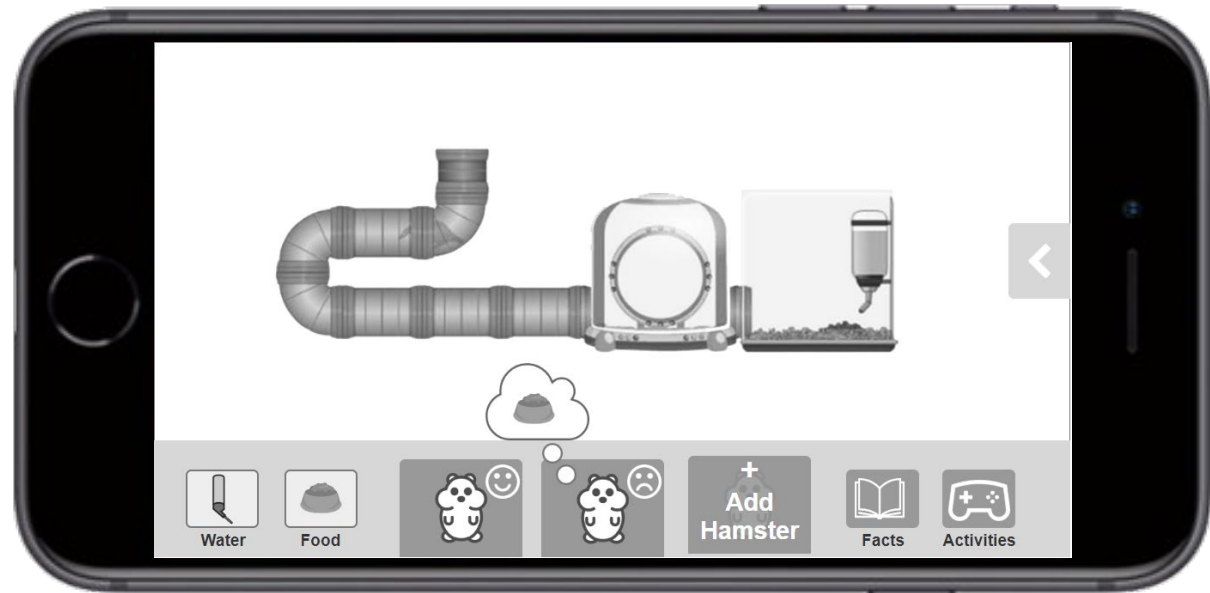
Note – New Category has last 14 items purchased, other categories can stack, ie if you have 5 Ipsum items, you will see -



Drag one Ipsum into the maze, and the 5 becomes 4.

Rotate through mazes up and down. Last maze should be a 'Buy Maze' CTA, so they can buy more mazes.

Mobile / Phone Looks





Methodology

To arrive at these UX, IA and Mobile conclusions

- I began with User Testing with Item card sorting – We had paper printouts of categories and items, and saw which ones kids liked, and where they placed them.
- I made a brief Competitive Analysis to begin ideation.
- I led team meetings for further ideation.
- I designed phone first, and then scaled up to Tablet and Desktop.
- I made wireframes and prototypes, and iterated upon them with the team.
- I made demos of the animations.
- We User Tested prototypes of the new UI, and then User Tested builds.