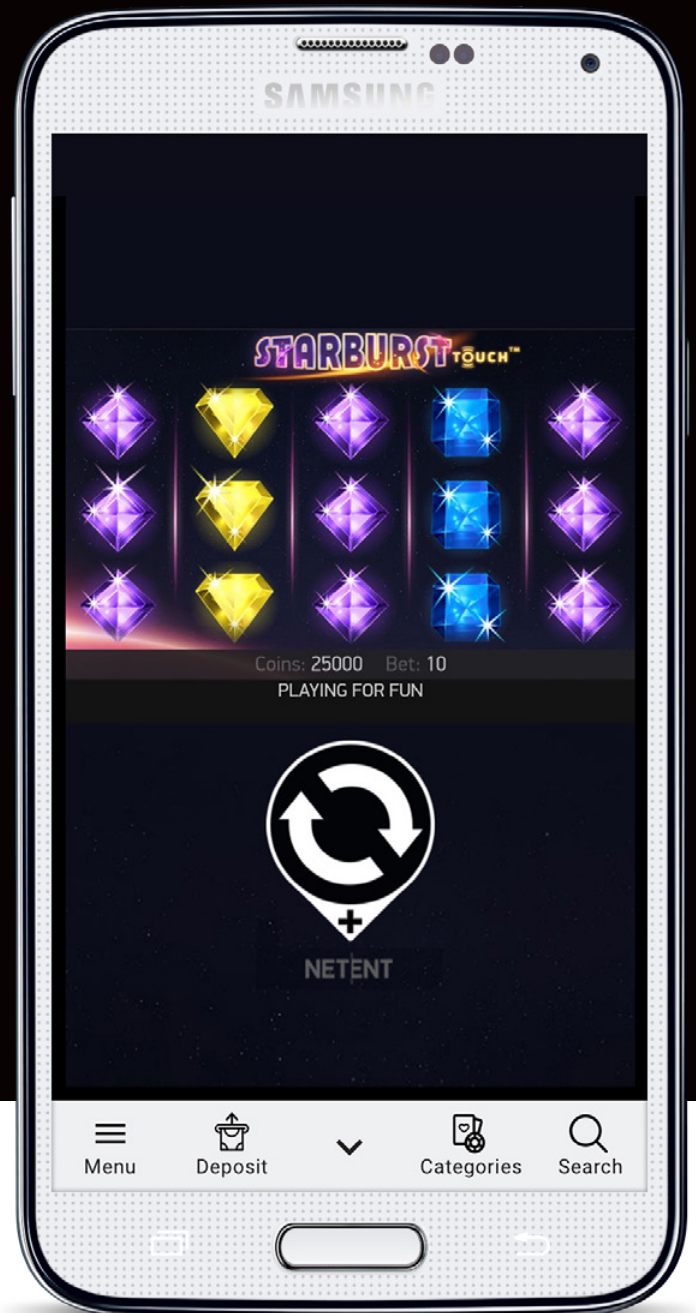


Creating  
a new design  
component:

**“ In-game  
bottom bar ”.**



# Project overview

## About the company:

GentingBet is a leading betting company in the UK market, both online and offline.

## My role:

UX/UI designer

## Timeline:

one week sprint

## Discover

During a UX meeting, analysing the in-play game user experience on a mobile device, we noticed the tricky steps the user had to do to deposit and continue play.

The user had to:

- stop his current game session (so, stop playing)
- move from the in-game page to the deposit page (more than 3 steps),
- deposit successfully,
- come back to play the same game. Probably, maybe.

There are many chances that a user lose engagement and leave your website whether too many clicks separate him from his goals, and we wanted to reduce those chances to the minimum.

## The challenge

The UX team aimed to give the user the possibility to:

- quick deposit,
- plus be able to select the next game to play,
- not break the current in-game session.

Adding these new functionalities should increase the user's permanence on the website, so as the in-game time.

The player wants to have fun, the business wants to engage the users converting them into loyal customers.

# The process

## Define design issues.

I began defining some issue to overcome:

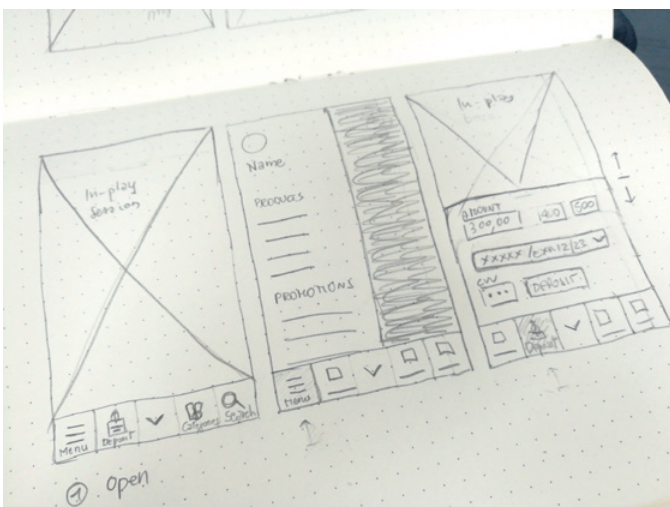
- the component should occupy the minimum and the lowest part of the screen: remember the main focus is the game and it occupies almost all the screen.
- some games have more assets than others, so less free screen space
- best if the user can control to hide or show the component
- component interaction: the user will interact with it on the same page he is playing, the content will have to fit the new layout, no more a standard mobile page.

## Sketches

I realised, and the UX Team agreed with me, that a bottom nav bar could meet at least two of the requirements needed:

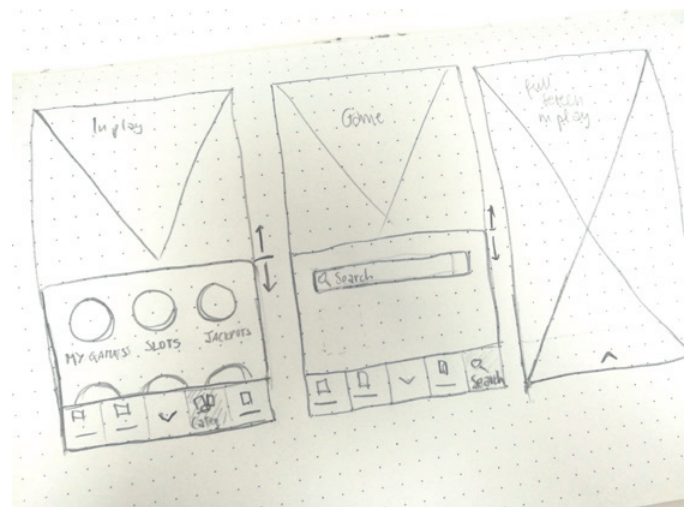
- It occupies a small and the bottom part of the page
- it allows guiding the user in a maximum of five website destinations, perfect for our purpose, so it seemed a good starting point.

Keeping on our design system, based on Google Material Design, and brand guidelines, I started creating a new component based on the original bottom navbar.



Low fidelity wireframe of

- in-game bottom bar
- main menu open
- quick deposit form



Low fidelity wireframe of

- categories sheet
- search sheet
- in-game bottom bar closed

I immediately thought to place an arrow at the centre of the component which will allow the user to hide or show it temporarily when needed, and continue play on full-screen mode.

Once the user hides the component, he will see only the arrow, reducing to the minimum the impact on the page, and meeting the third requirement!

Inspired by the Google Maps bottom bar structure and interaction, I proposed to use drawer sheets, sliding up from the bottom of the screen, to show the content. Using this structure, the user will have the game session visible on the background, and will be able to browse categories and games without leaving the page.

To create a good solution and user experience, I also worked on two of the original destination pages (now in drawer sheets visualisation), taking the chance to revise the following secondary issues:

#### **“All games” page (now “Categories”):**

- To replace the label “all games” with “categories, as indeed the page is showing categories and not games.
- To group all the game categories in the same place. This page initially showed only the game categories of the product selected by the user: Casino categories, or the Live Casino ones.
- Improve casino categories scannability.

#### **“Search” page:**

- We wanted to improve the search, so I asked to have it predictive, and to include results from both Casino and Casino Live.

The new component structure became the one for the bottom navigation bar, making the navigation smoother and faster.

At this point, all the requirements were met, and I could start to design the final UI, the solution.

## Solution.

I replaced the original component labels and icons to adapt it to the new context, and I used a light gray colour to distinguish it from the main bottom bars.

### New In-game bottom bar



### Original components

Casino bottom navbar



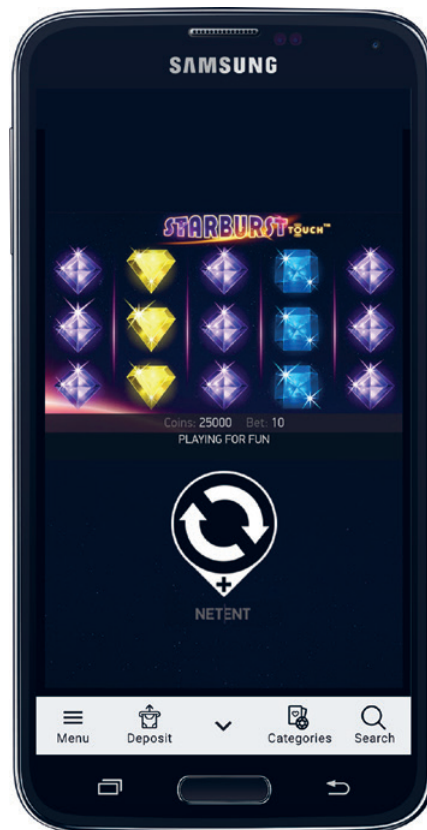
Live Casino bottom nav bar



The new “in-game bottom bar” labels are:

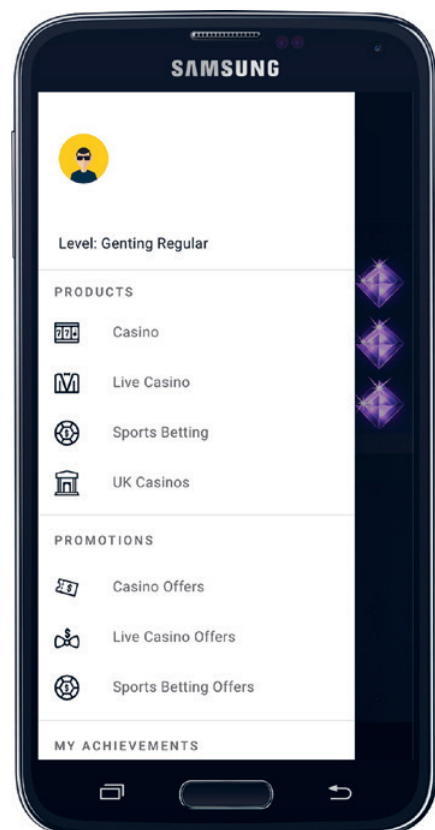
- **Menu:** the main menu, from where the user can select any other main section of the website.
- **Deposit,** instead of a specific game category (such as “Slot” or “Exclusive”).
- **Categories,** instead of “ all games”, a misleading label of the original component.
- **Search,** same label as in the actual component.

# UI Design



## Menu.

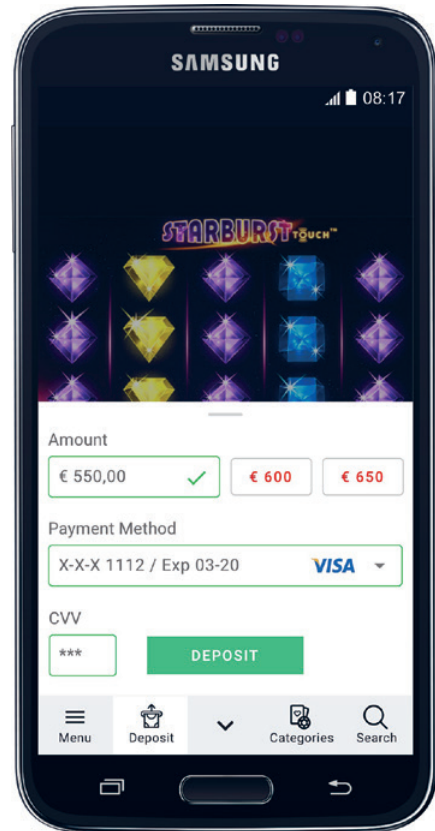
The user can reach the main website page, or log out, in less than three clicks.



## Deposit.

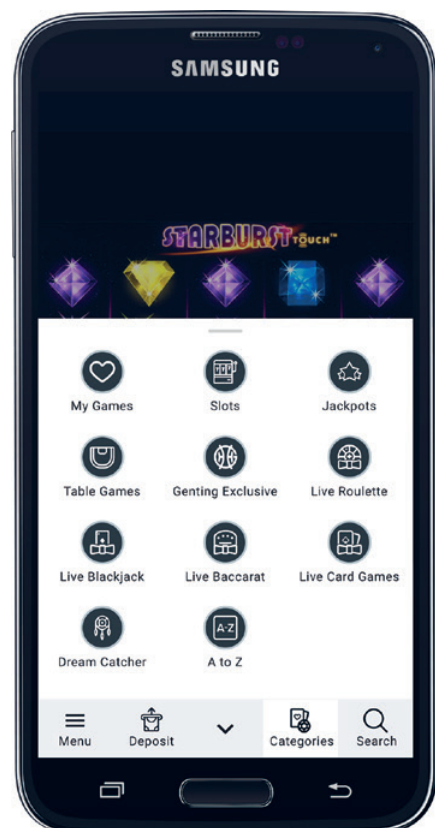
The deposit method form is included inside the navigation drawer.

It is a quick deposit form and the user only needs to digit or select the suggested amount and tap the deposit button to make the transaction, and get straight back to play!



## Categories.

All games categories are now listed and ordered in the same place. The new visualisation allow to easy scan and select categories while having the in-game session visible and easy accessible in the background.





## Search.

By clicking on the search icon, a navigation drawer sheet comes up showing a search bar.

Start typing, and the search will be predictive, displaying, from now on, both Casino and Live Casino games. Currently, an entire screen is dedicated to the search functionality, not predictive and crossfunctional yet.

