

Fresh Deck Poker - UX Revamp

Overview of Layout Changes

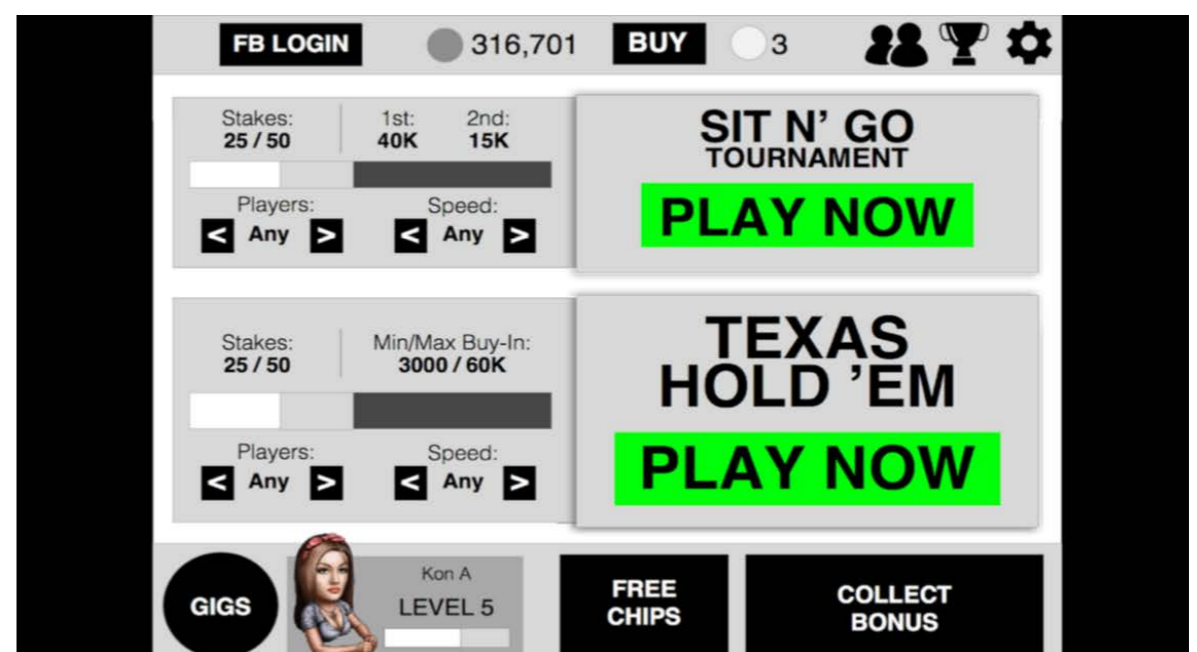
- The goal is to focus the player's attention to what's important - playing poker.
- All the different sources of free coins can be consolidated to a menu accessed from a single button.
- Friends and leaderboards will now be in the HUD.
- Profile and levels will be together and in the same place both in the lobby and in-game.
- In the game, the table balance will appear below your hand so that it visually connects to you and your play choices (fold, call, raise).
- The gold coin buy button will be taken out of the HUD, leaving only one buy button that will always default to the chips store.

Lobby

Before



After



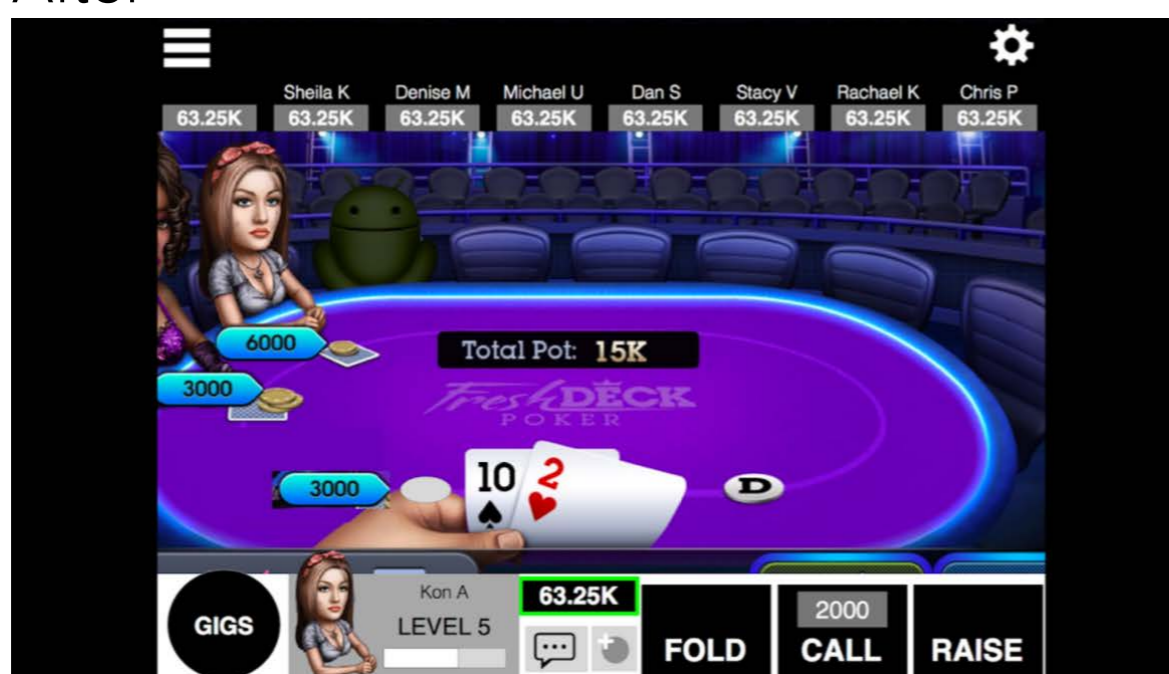
- Since only Texas Hold 'Em and Sit N' Go are popular, we'll drop Royal Hold 'Em and allow the two to be the focal point of the lobby. This will leave room for both to have the ability for the player to set the stakes right in the lobby.

In-Game

Before

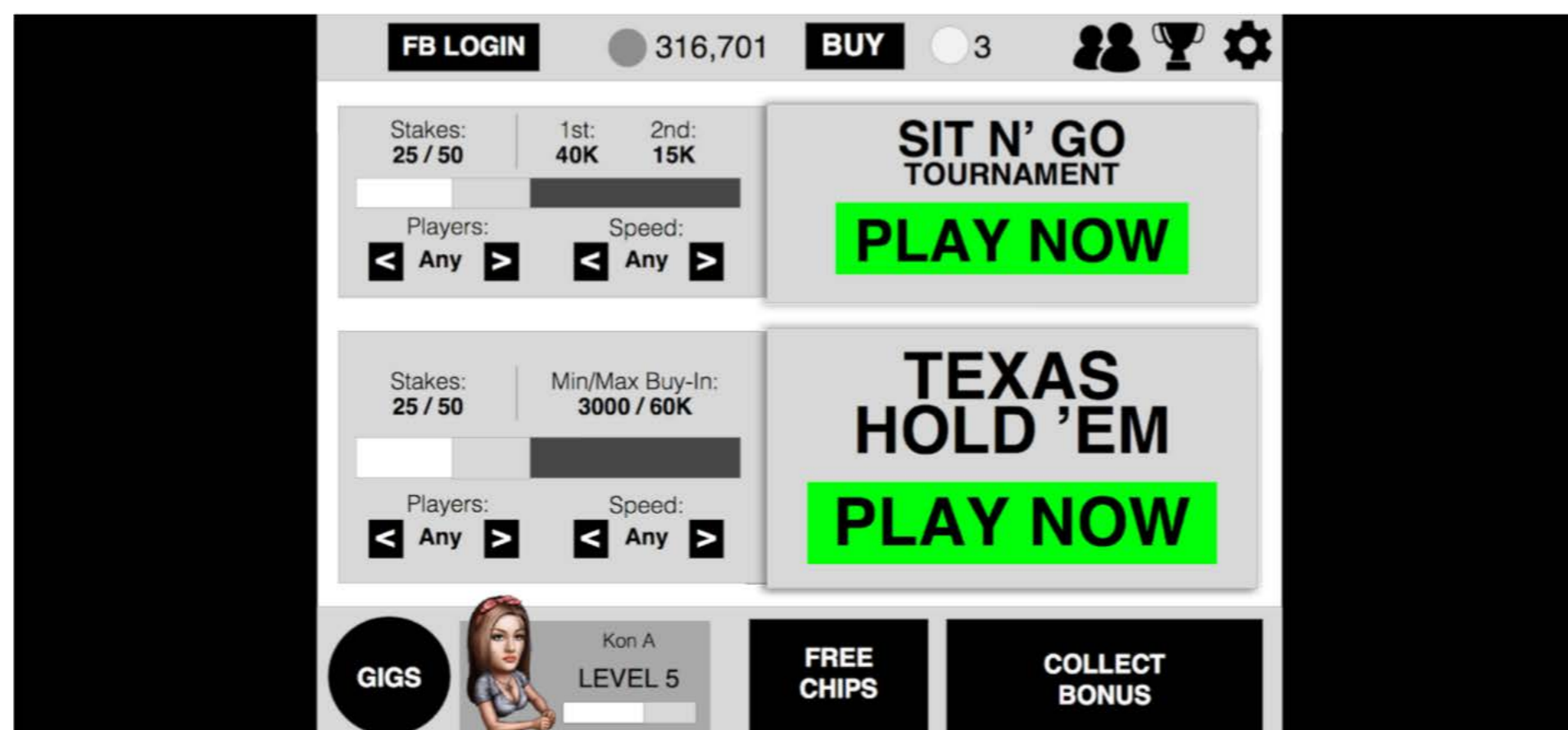


After



- A burger menu needs to be added to the top left corner of the screen.
- The settings button will stay in the top right of the screen as in the lobby to allow the player to adjust their settings.
- The profile will be in the same place as it is in the lobby.
- The player's table balance will be repositioned below the cards so it's connected to the profile and the gameplay buttons, since currently it's off to the left side, which makes it a little confusing if it's your balance or the far most left player.
- Similarly, your chips and bet amount should be moved closer to the hand with the cards that represents you to increase the visual connection.
- The other player table balances may need to move down to accommodate the HUD on phone devices.

Flow - Lobby



- This is what the player will see when they tap the lobby UI starting at the top left to the bottom right:

FB Login

- No changes - same as current app

Buy

- This will open the Chip Store

- The store needs the following changes:

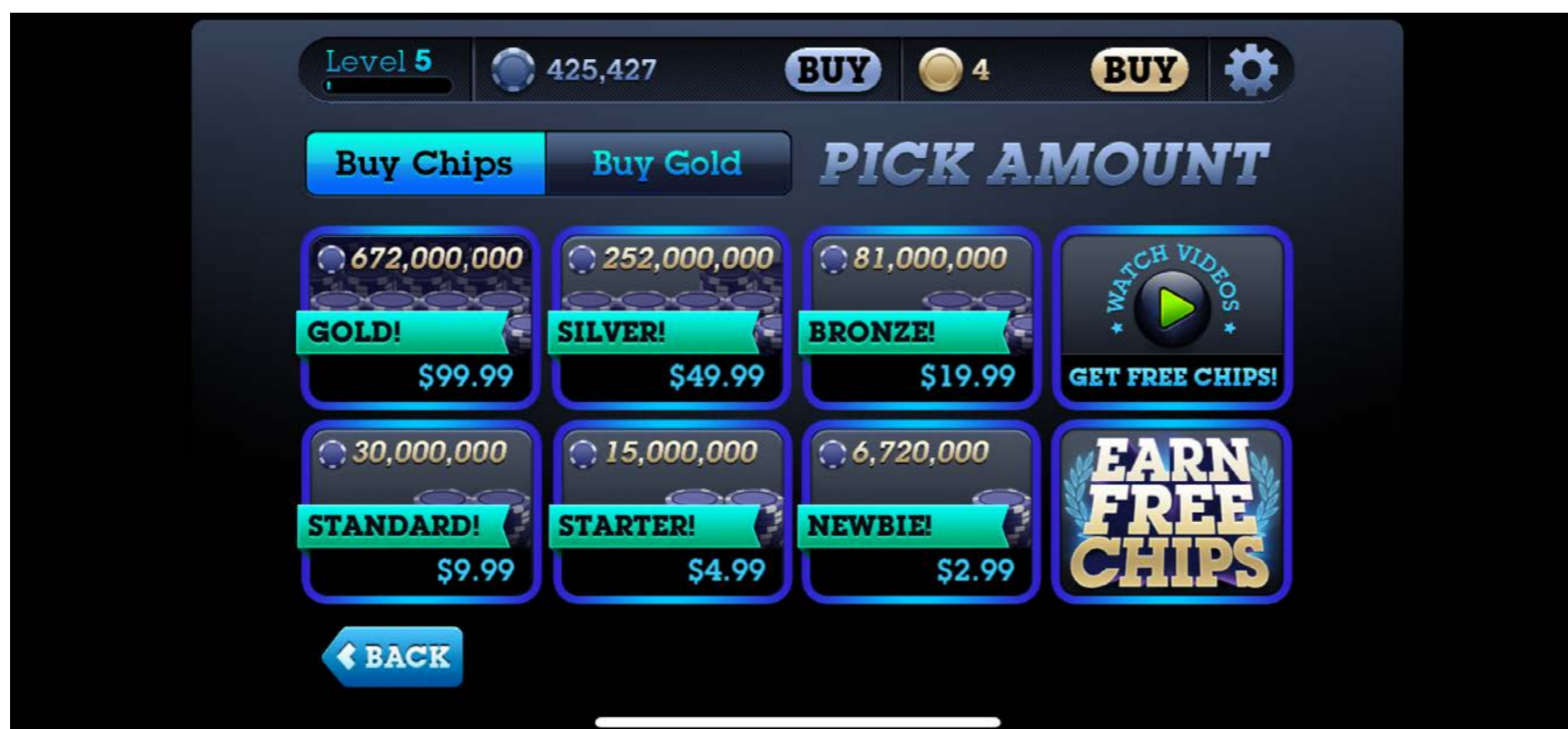
- Free chips should not be featured in the store, let alone be the most prominent element visually.

- The labeling on the packages is strange especially when there's a secondary currency called gold and the highest chips packages labeled as gold. This should be simplified to "Most Popular" and "Best Value", and no labels for the rest of the packages are needed.

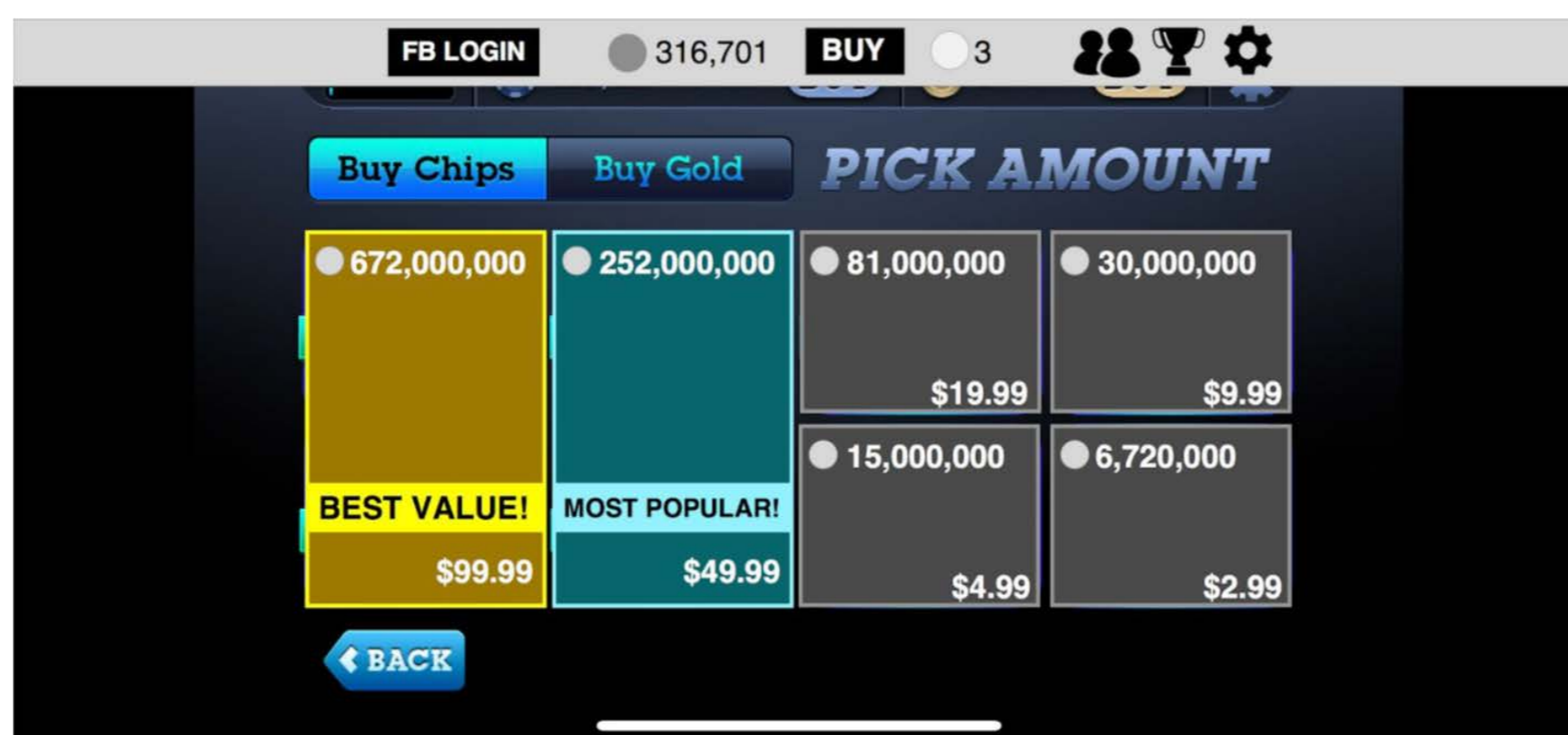
- All packages look the same. We need to emphasize the highest packages.

- Visually they need to look really polished and valuable.

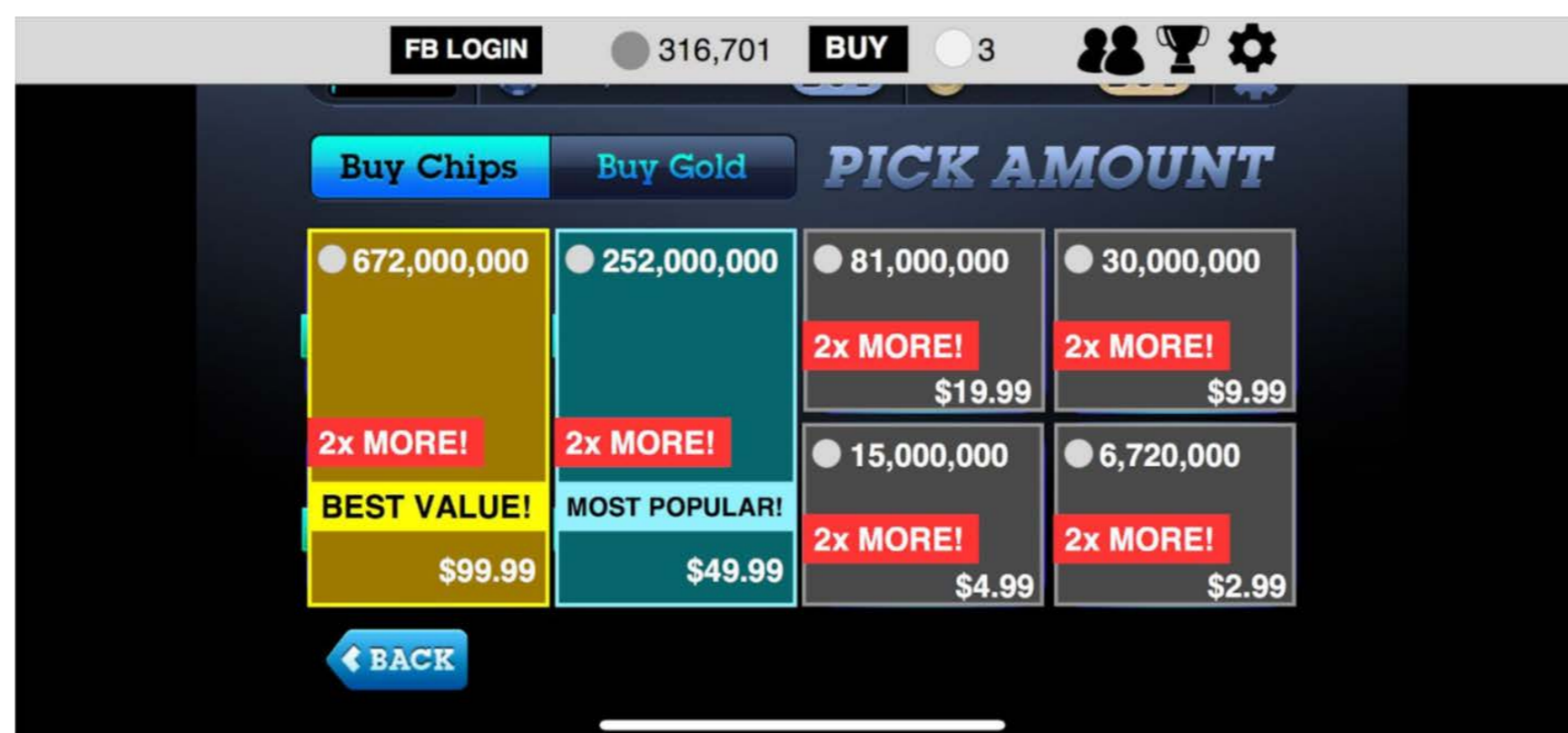
Before



After



- During a sale, we can have sales specific tags over the regular packages, and in addition to the "Best Value" and "Most Popular" for the top two packages:



Friends

- This will directly trigger the FB gifting to your friends:

Leaderboards

- No changes - same as current app

Settings

- No changes - same as current app

Setting for Texas Hold 'Em

- Currently the functionality of this is confusing, if it can be simplified, that would be great, otherwise it will function as is currently in the app.

Texas Hold 'Em Play Now

- It will send you in the table based on the setting to the left, as it currently does in when the player taps Play Now from the stakes selection menu.

Gigs

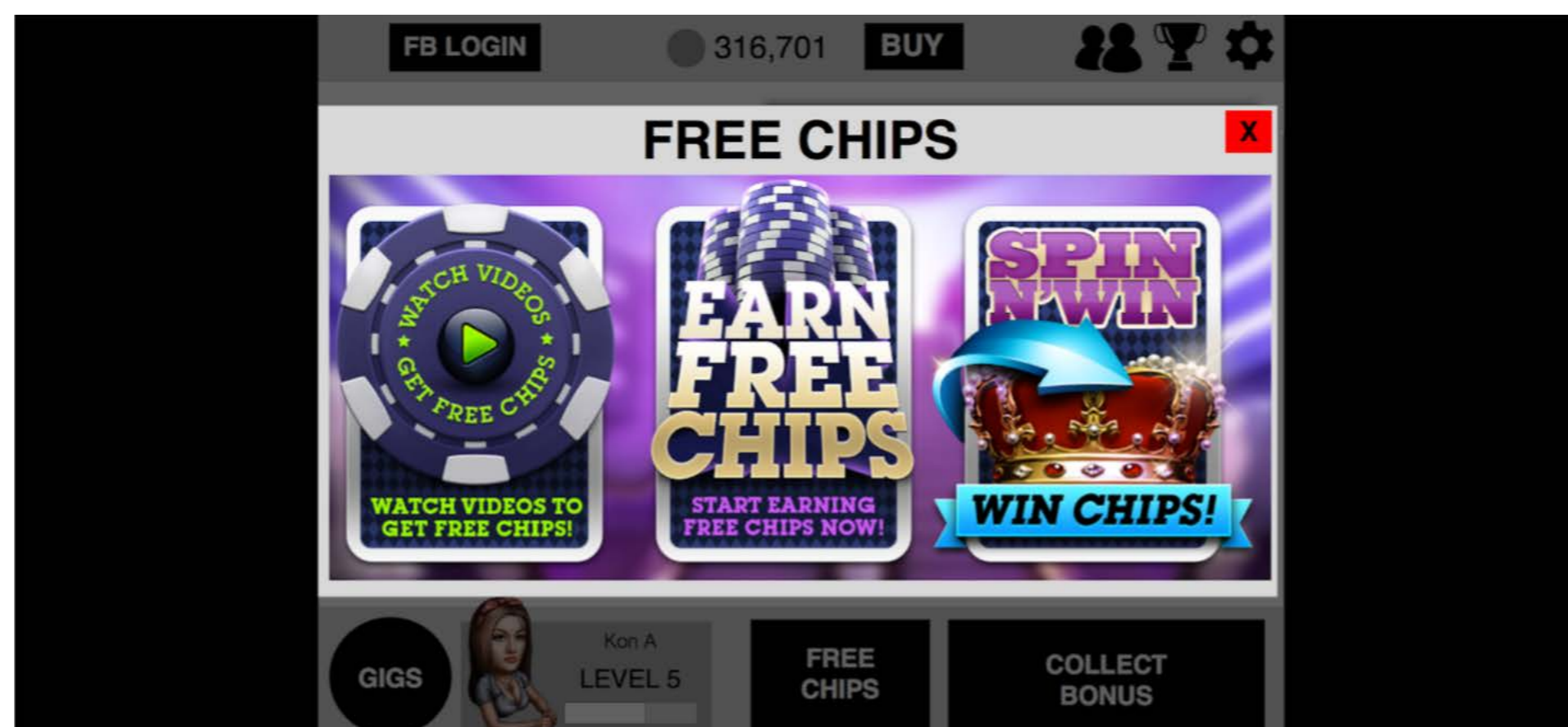
- No changes - same as current app

Profile

- No changes - same as current app

Free Chips

- This should be a popup with the three free chip options:



Collect Bonus

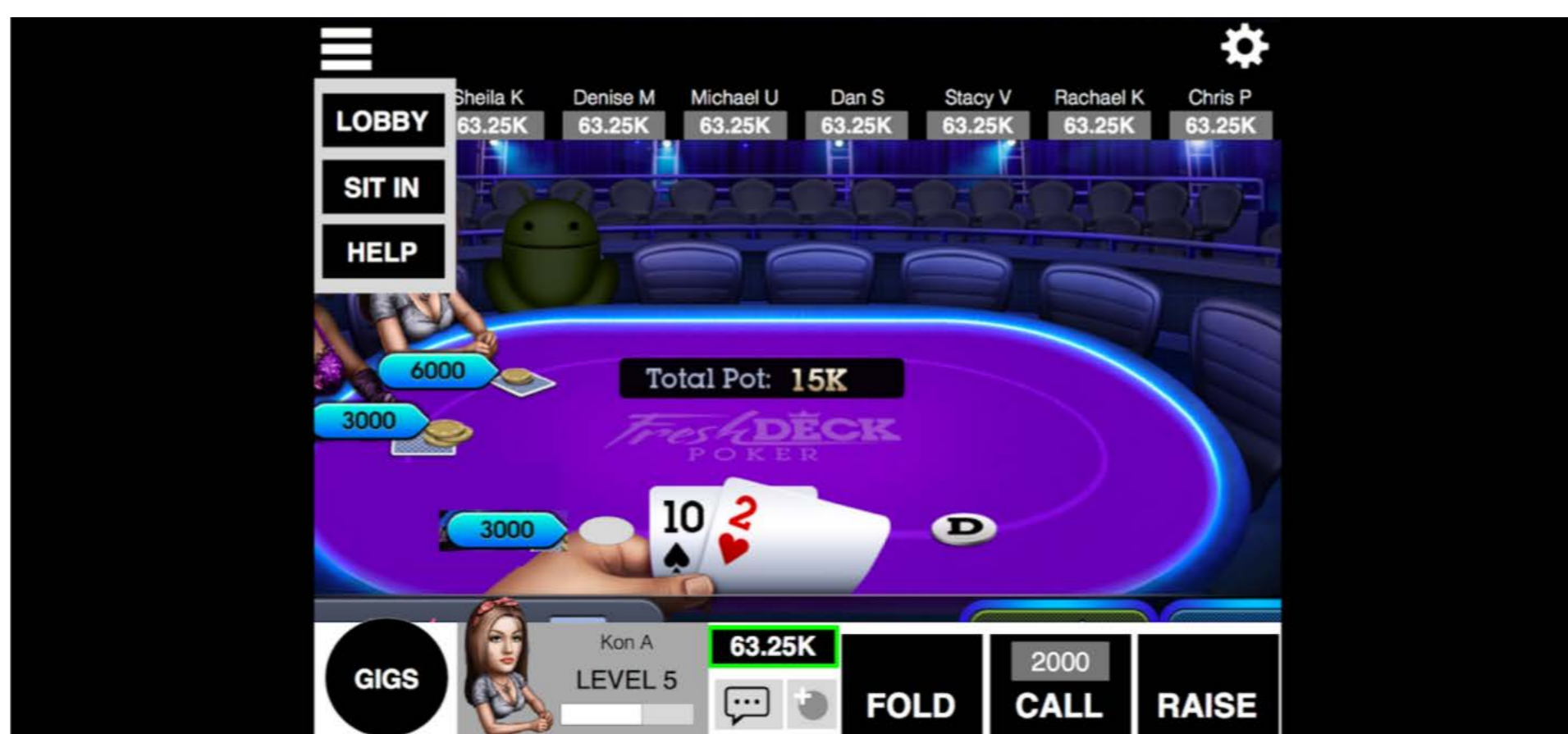
- No changes - same as current app

Flow - In-Game

- All the buttons discussed in the Lobby Flow will have the same functionality in-game. Only the non-lobby buttons will be discussed here.

In-Game Burger Menu Button

- The open burger menu will feature a Lobby, Sit In, and Help button, who's functionalities are the same at the current app.



Chat Button

- No changes - same as current app - although the chat will need to be re-designed in the future so it doesn't overtake the entire screen.

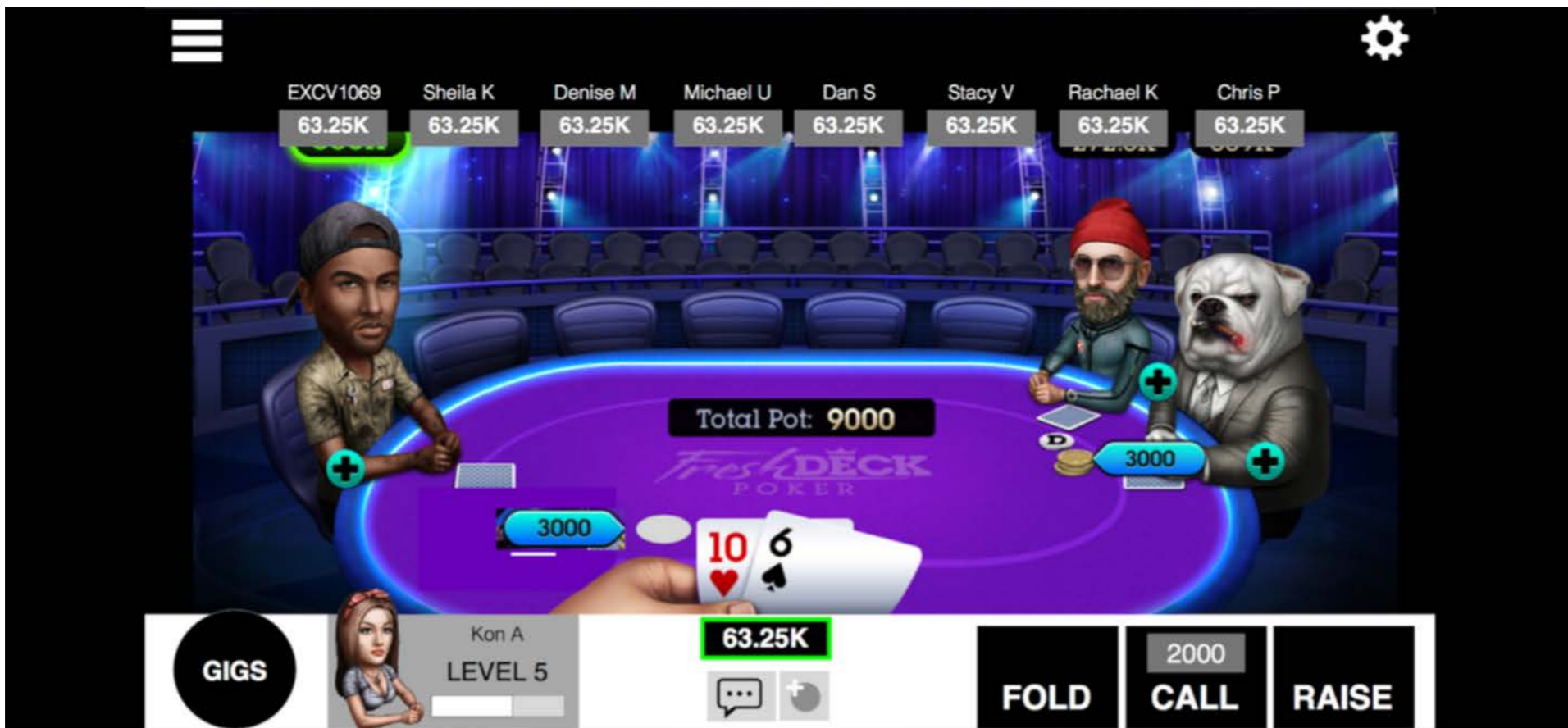
Add Chips

- No changes - same as current app

Gameplay Buttons (Fold, Call, Raise, etc.)

- No changes - same as current app

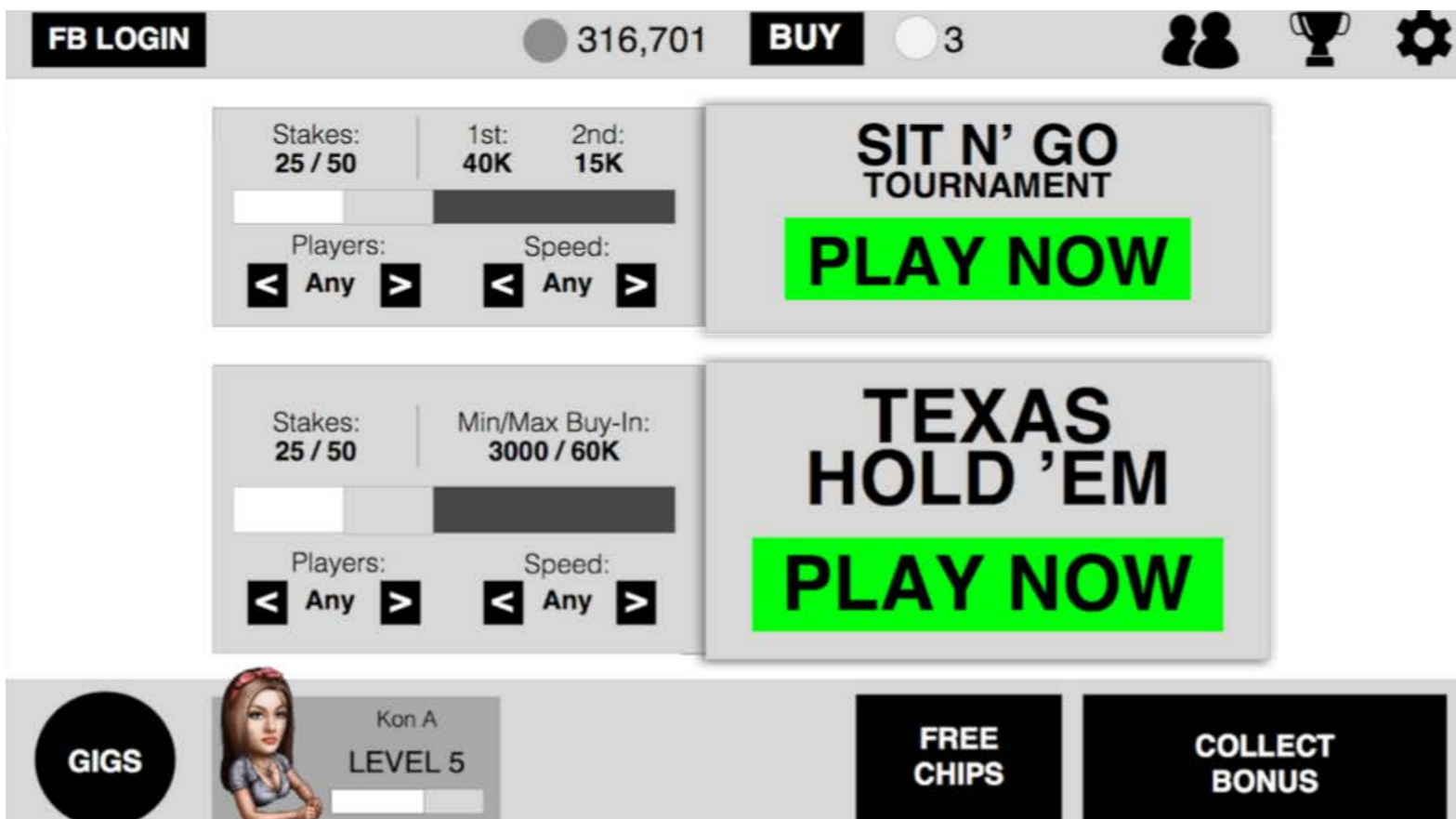
Phone Device Aspect Ratio



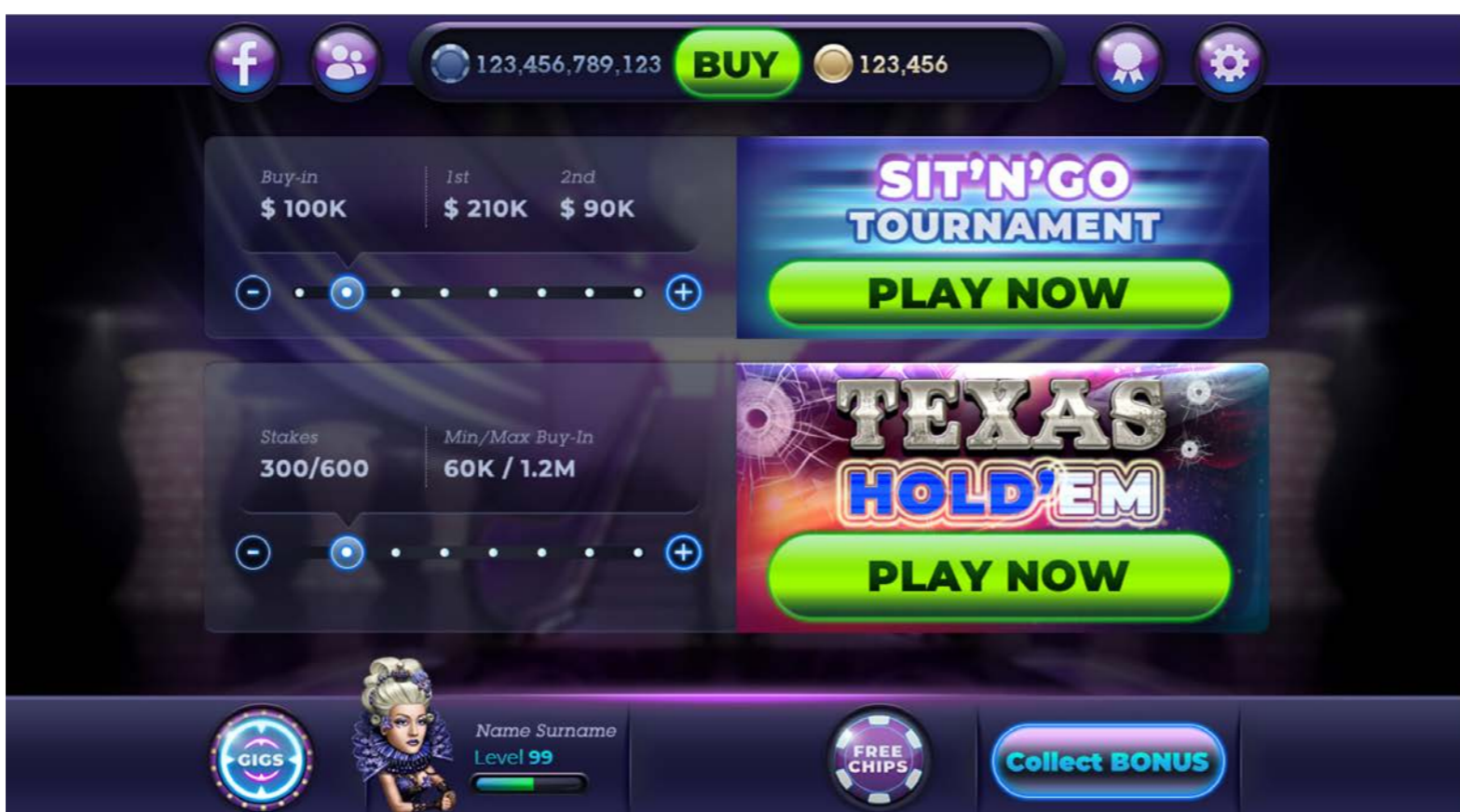
Before & After



Current App



UX Redesign



Updated App