

Design Recommendations for

Your Game's Inbox

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Summary

Your game's inbox functions as a direct communication channel between your player and marketing, live operations, and customer service. A simple, highly-usable inbox design is a great way to get started with communicating with your players.

The following pages contain recommendations for design and interaction that have been vetted through competitive analysis and a first-click test with casual mobile players.

As a result of the analysis, as well as the simplicity of the design and the prevalence of the inbox as a model convention for one-way communication, we are confident this design will be understood by players and match their expectations.

Goal

The goal of this project was to design a highly-usable inbox for our games that offers a minimal featureset. In practice, this means that users would be able to perform, with ease and accuracy, the following tasks:

1. Tap where you would open a message you haven't read yet
2. Tap where you would find the amount of time until a message is automatically removed from the list
3. Tap where you would delete a message
4. Tap where you would expect to receive your reward and close the [open] message
5. Tap where you would find the amount of time until the message is automatically deleted
6. Tap where you would expect to close the [open] message

NOTE

The monochrome style of these designs are intentional for usability testing, but your team should design your inbox to match the style, vibe, and theme of your game!

Design

4 Views

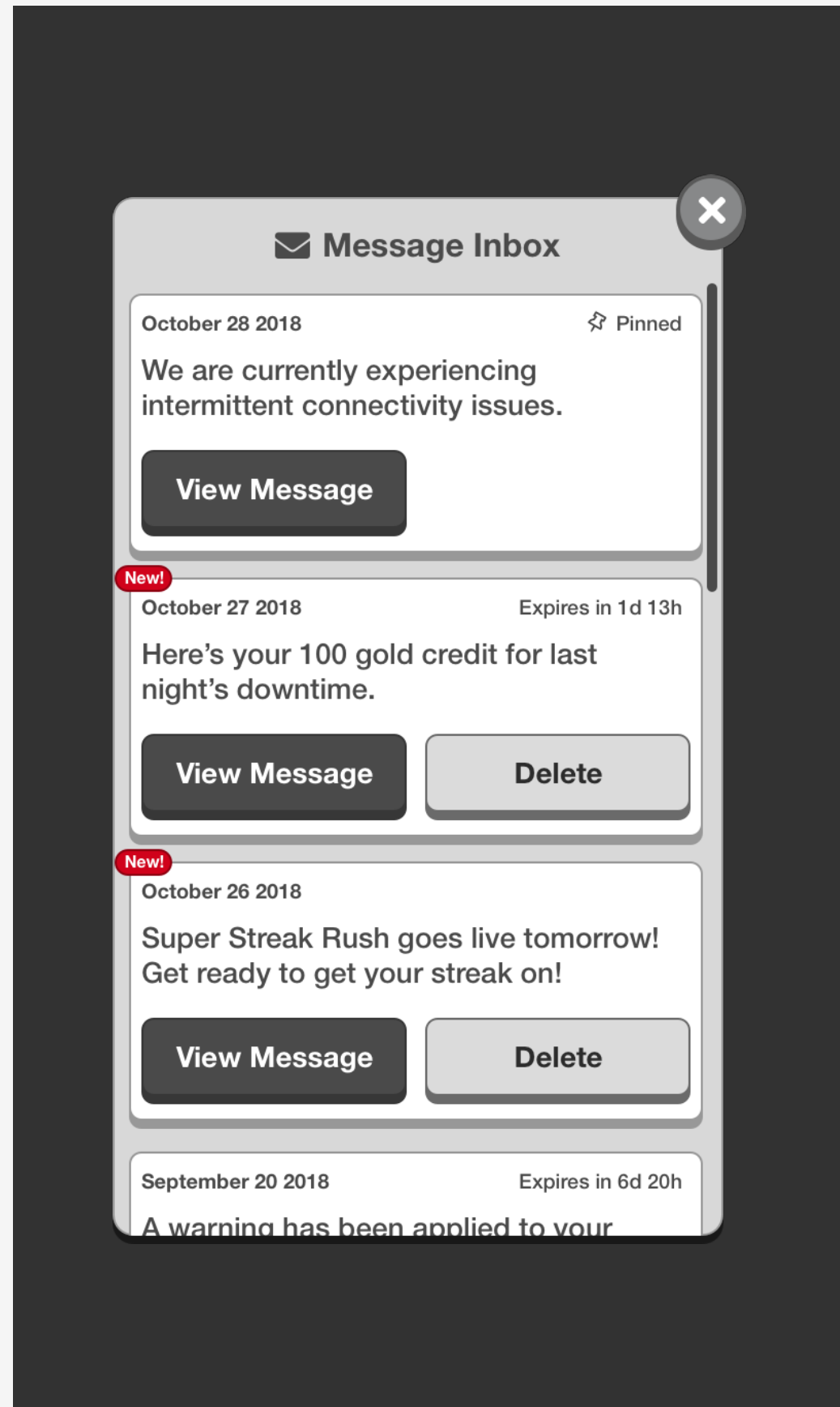
5 States

6 Anatomies

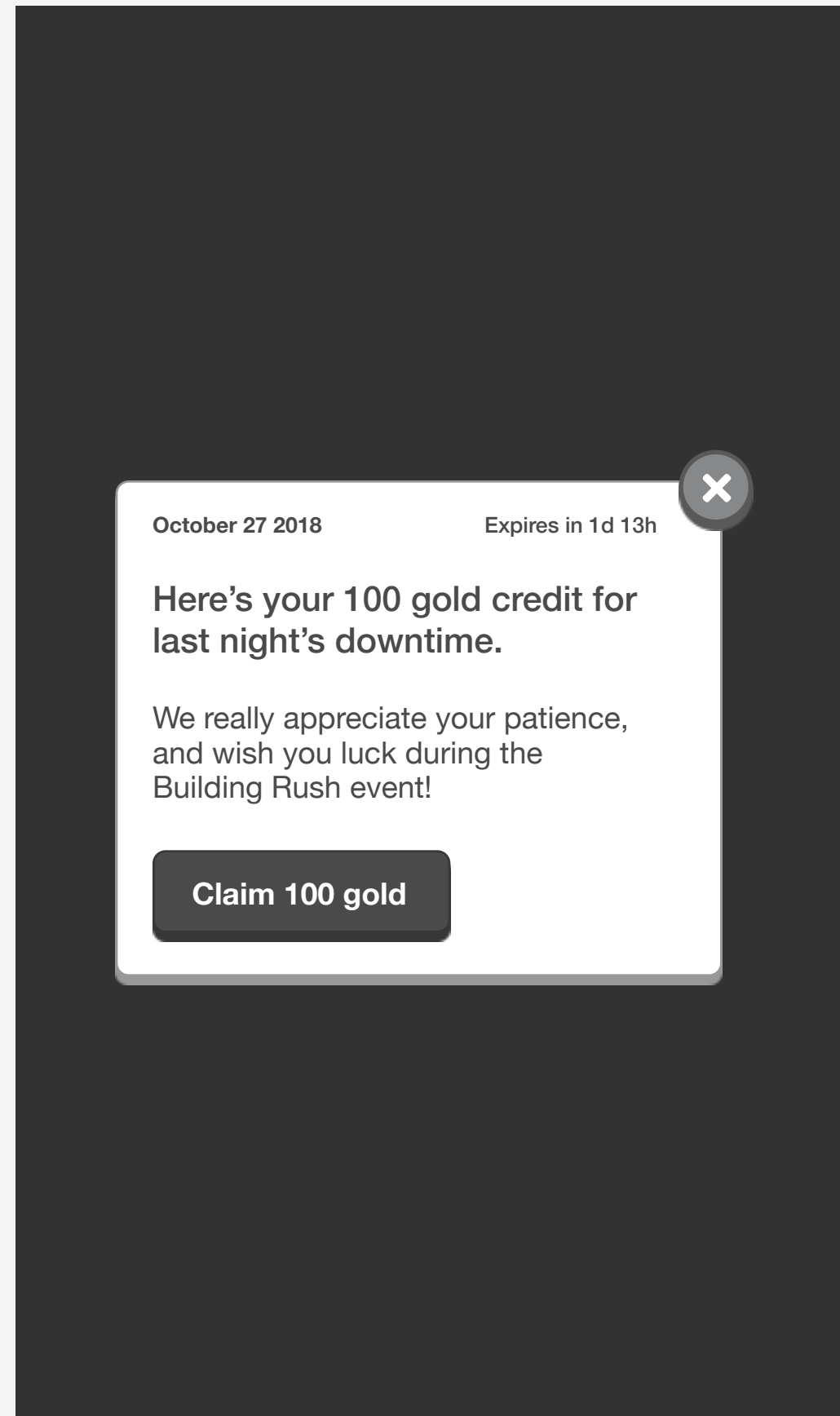
9 Interactions

12 Important Points to Consider

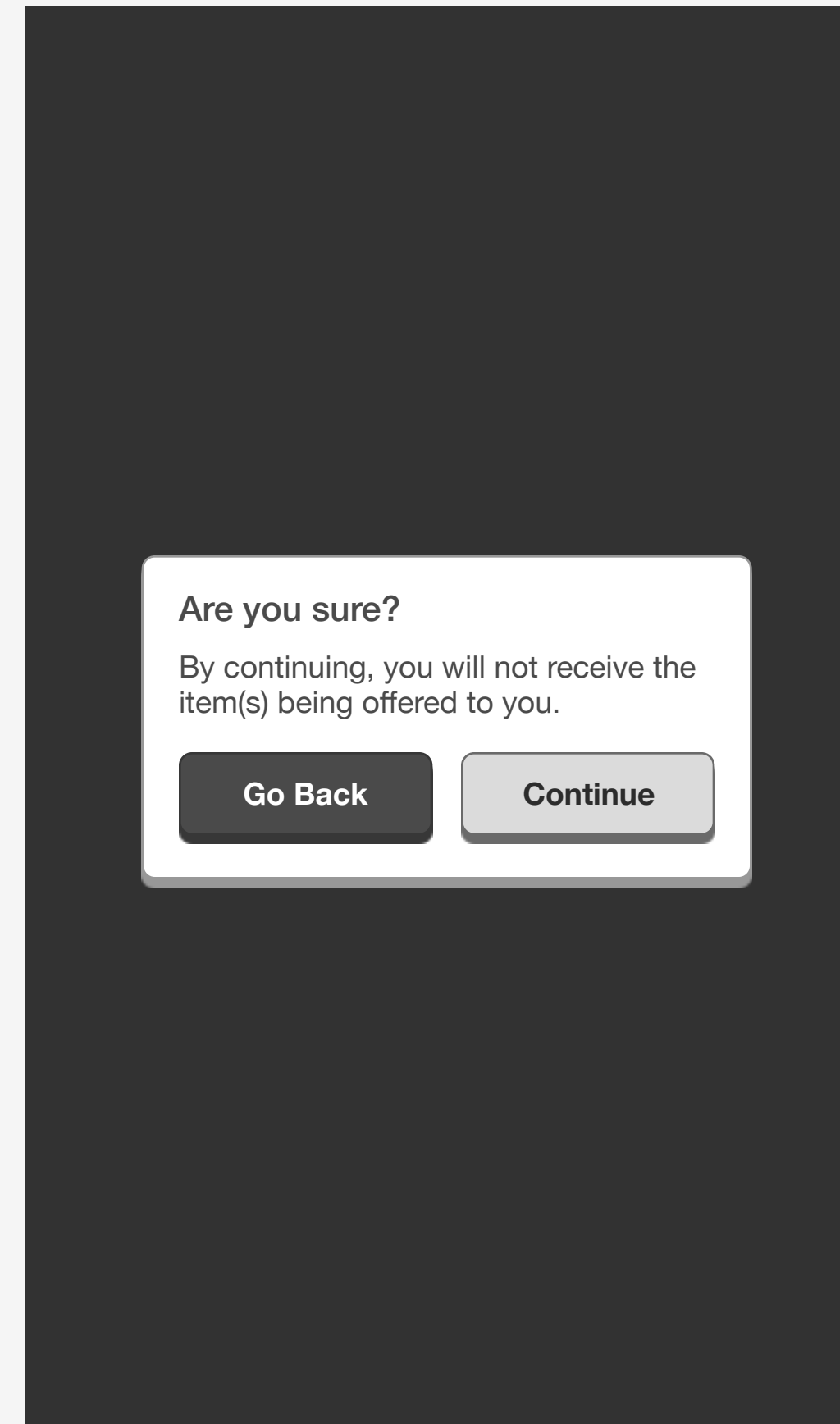
Views



Message Inbox View

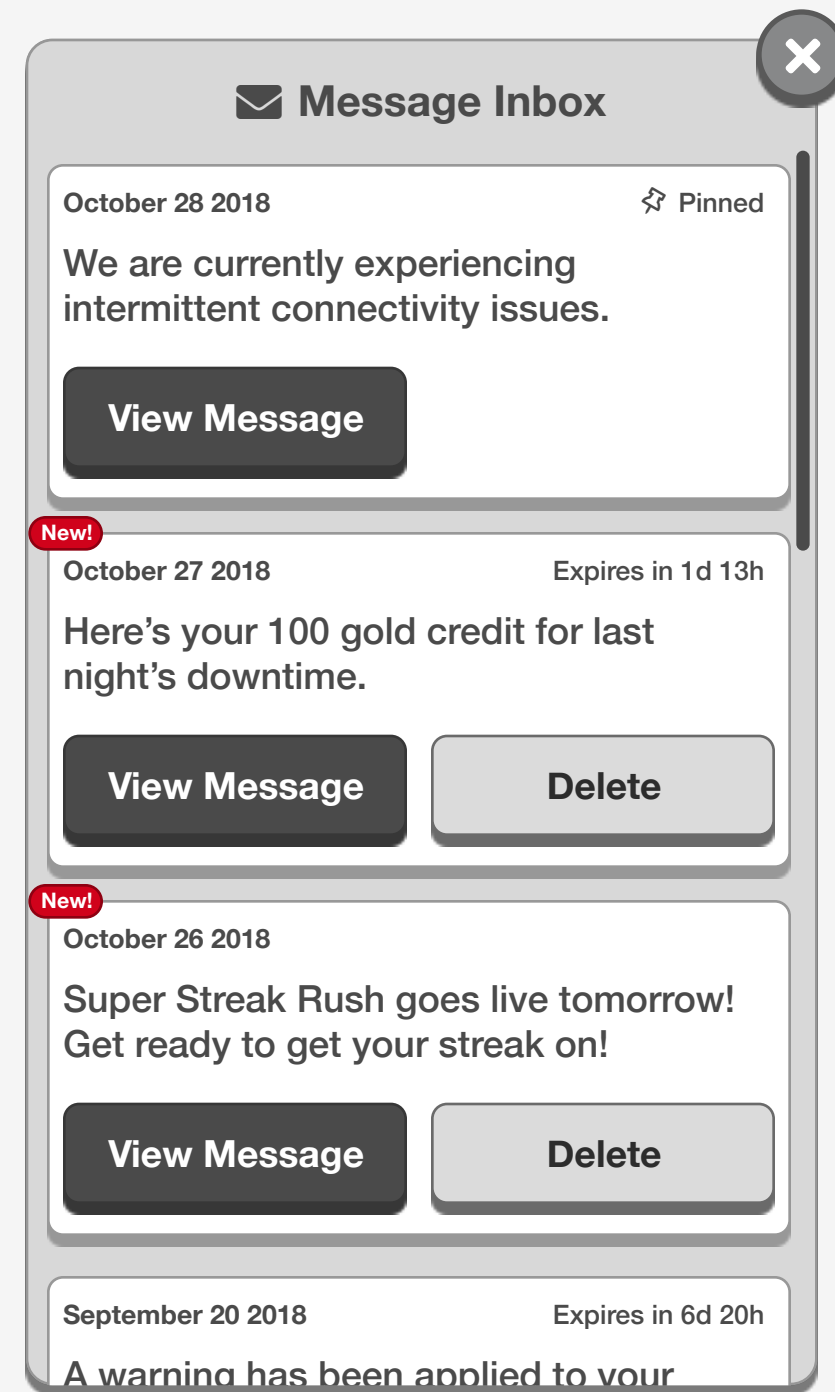


Single Message View



Confirmation Dialog View

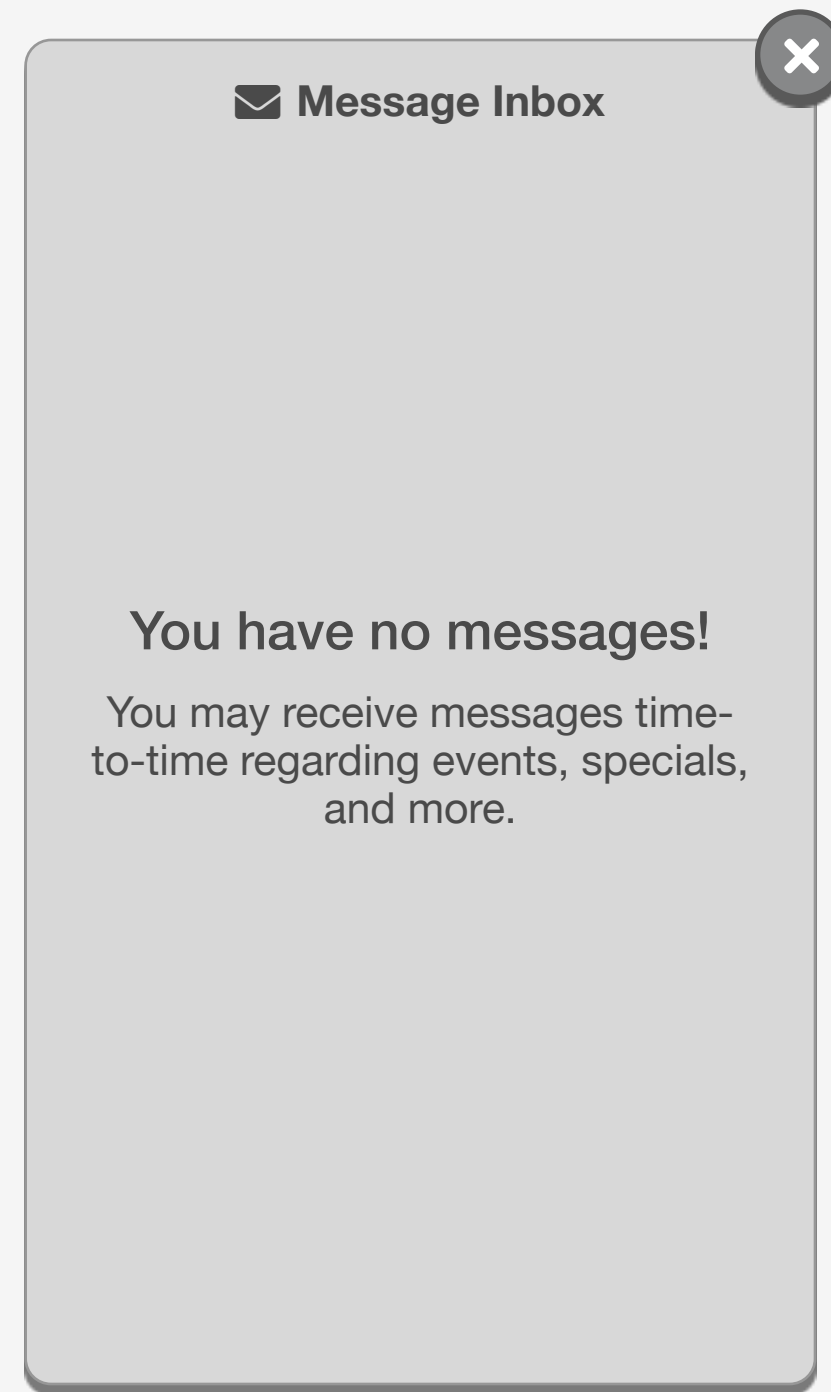
States



Inbox with Messages State

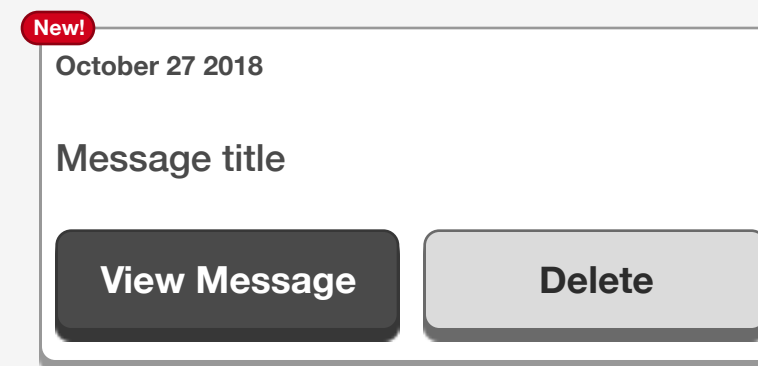
Messages are ordered by date received, except for the pinned message, which is always first.

Scrollbar is shown when applicable.



Empty Inbox State

A unique message is displayed, explaining what a player may expect to find in the inbox.



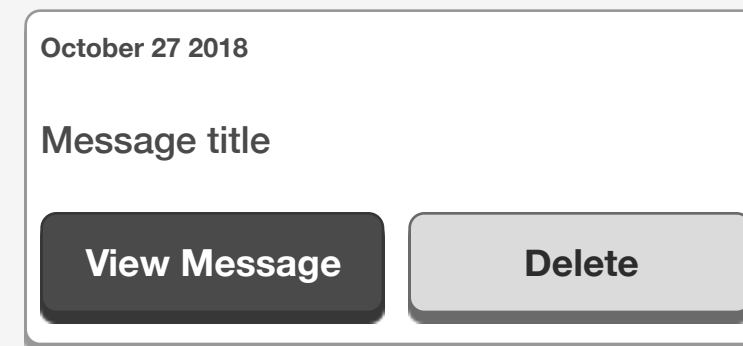
Unread Message State

“New!”-style badge is present in top-left of the message border



Pinned Message State

A “pinned” indication is shown in the top-right of the message border



Read Message State

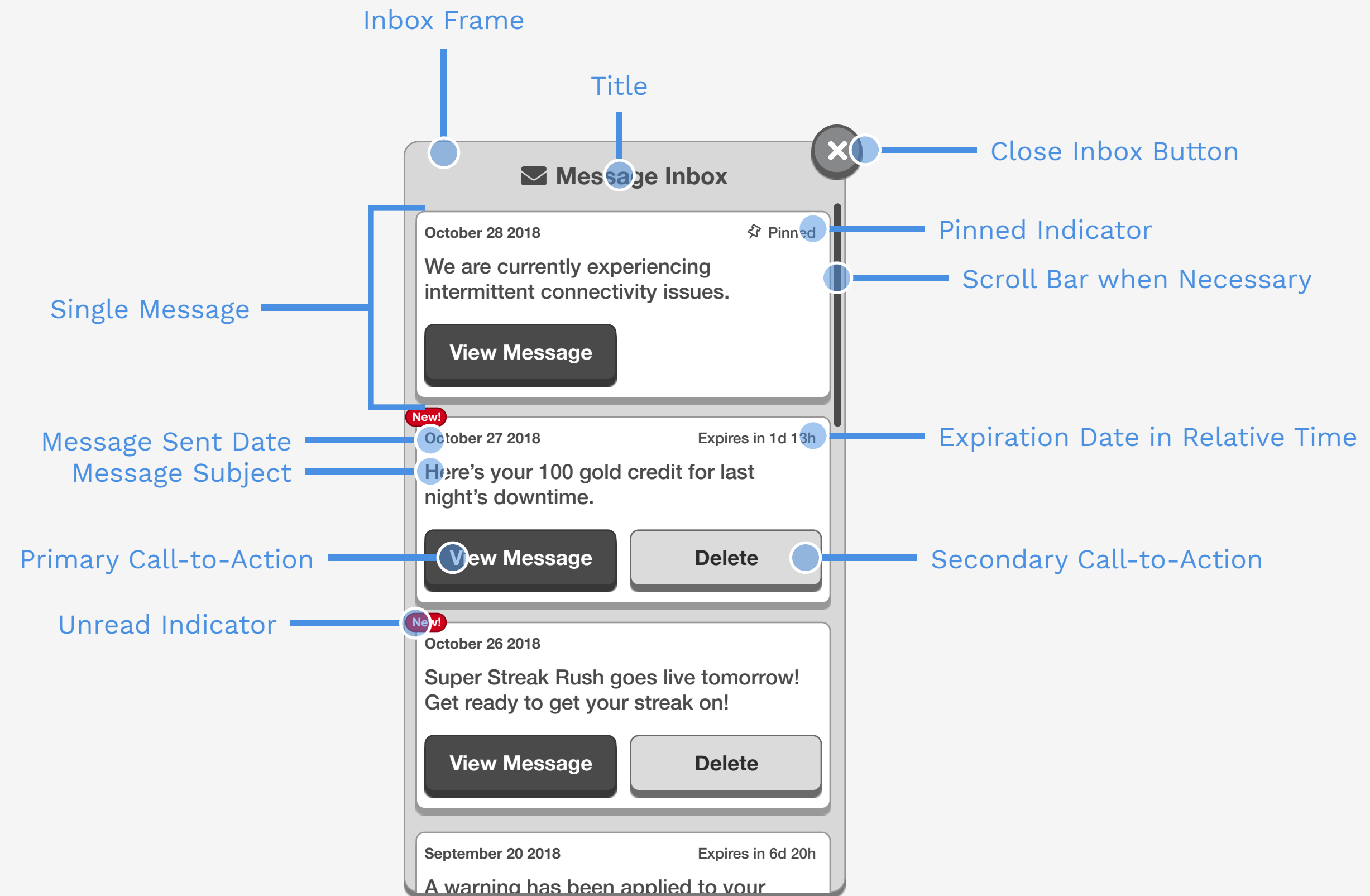
No badge is show in the top-left of the message border



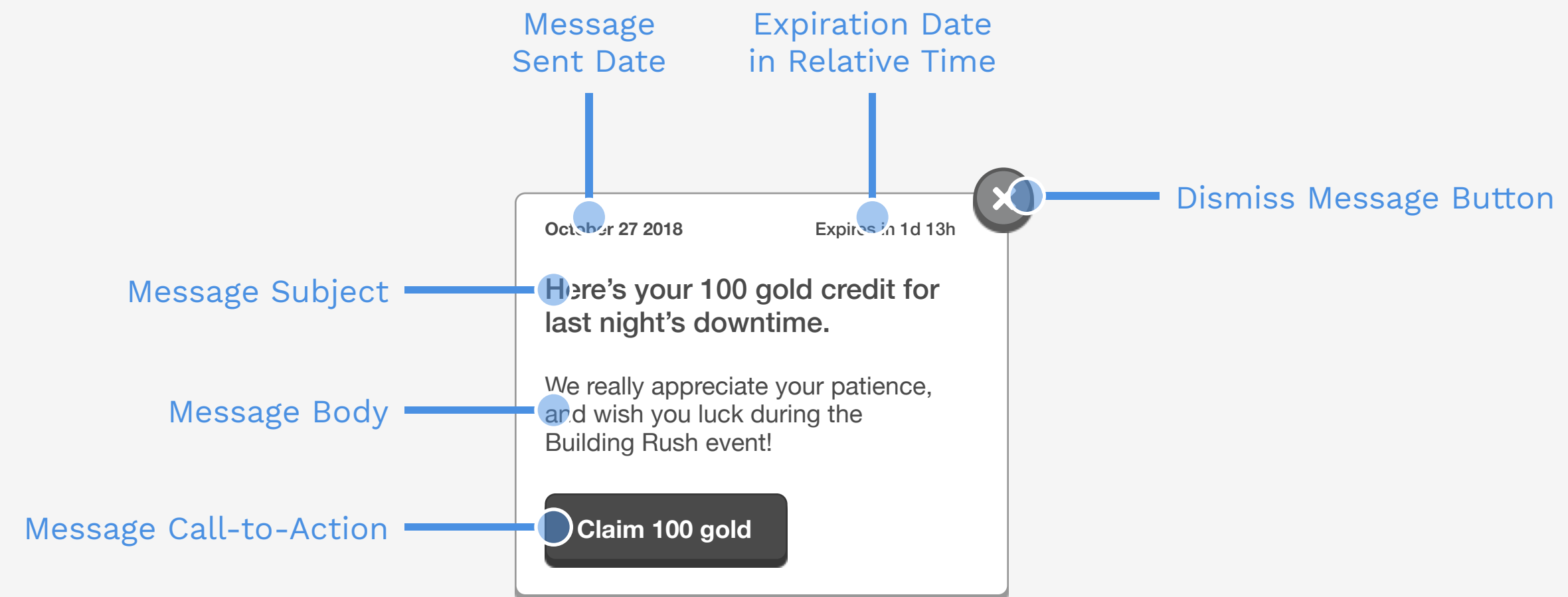
Expiring Message State

An explicit expiration, relative to the message receipt time, is shown in the top-right of the message border

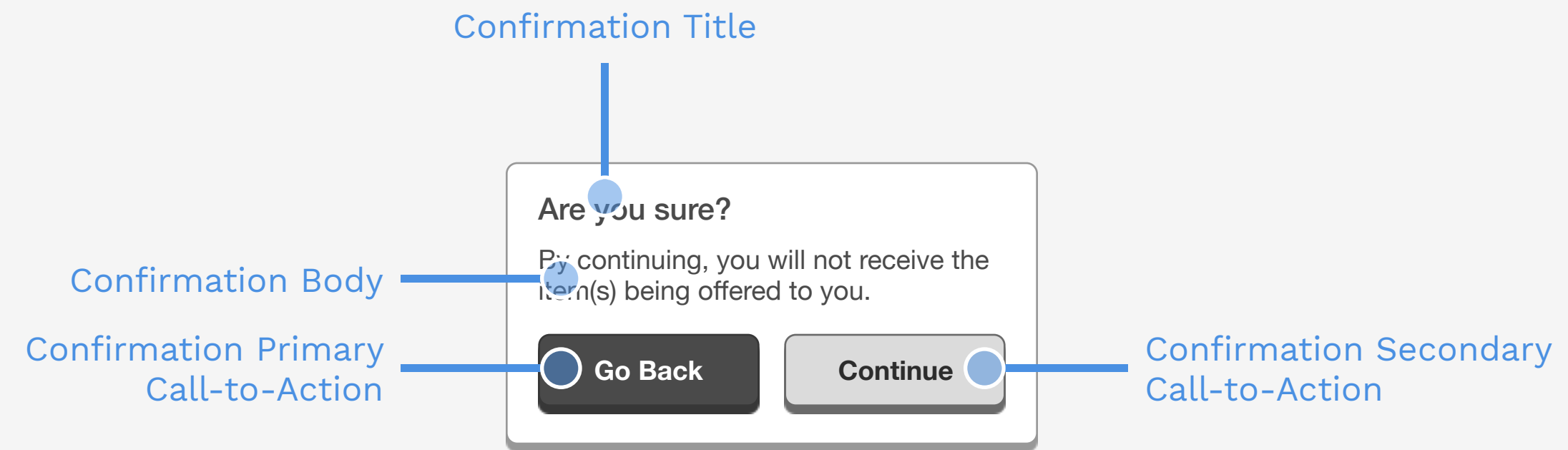
Anatomy of the Inbox



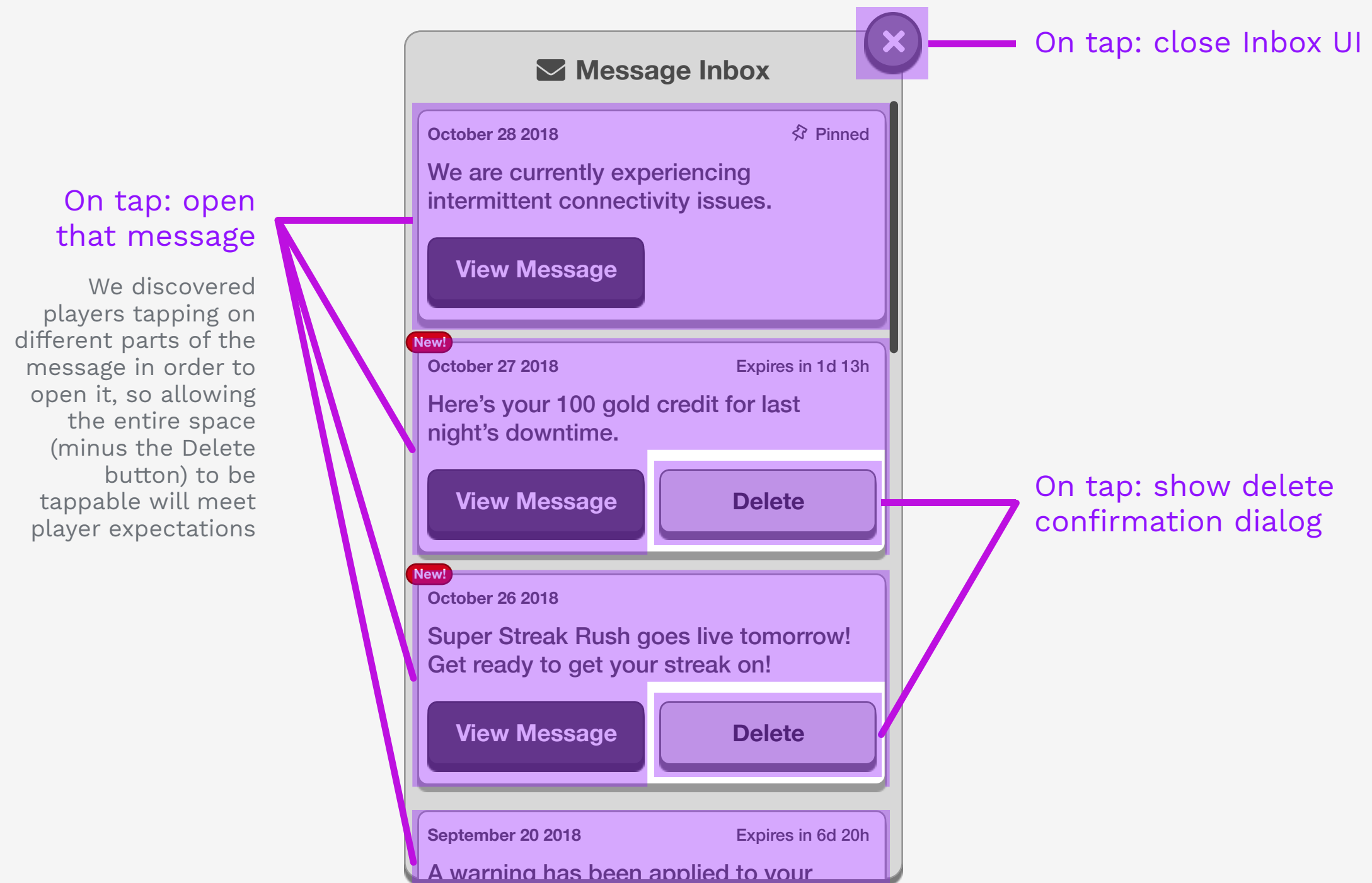
Anatomy of the Message



Anatomy of the Confirmation



Interacting with the Inbox



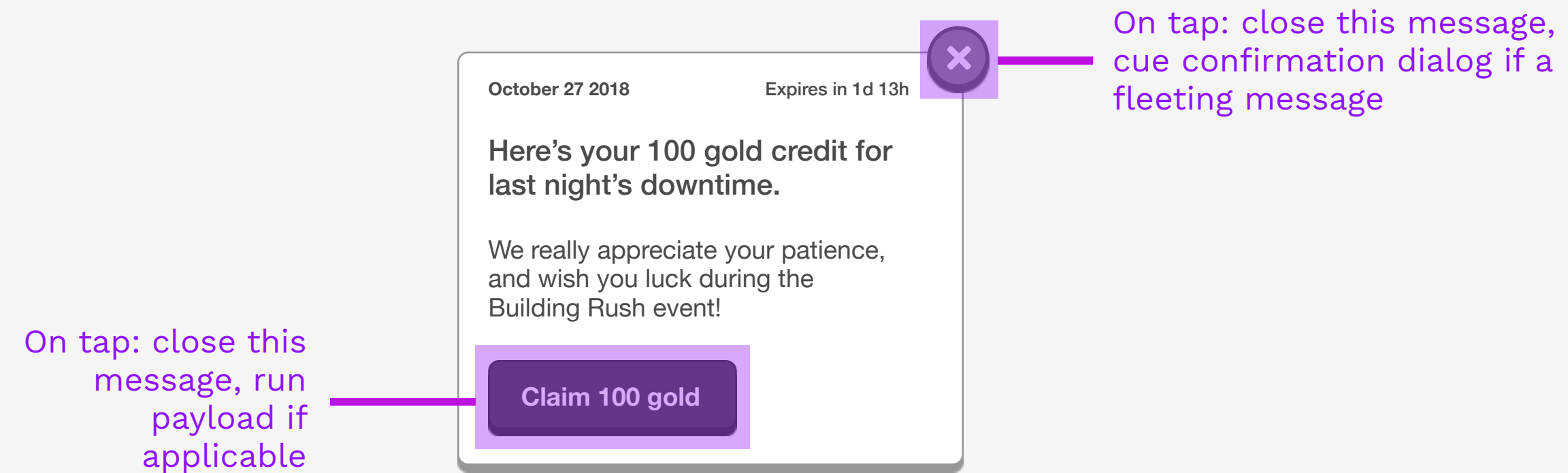
On tap: open that message

We discovered players tapping on different parts of the message in order to open it, so allowing the entire space (minus the Delete button) to be tappable will meet player expectations

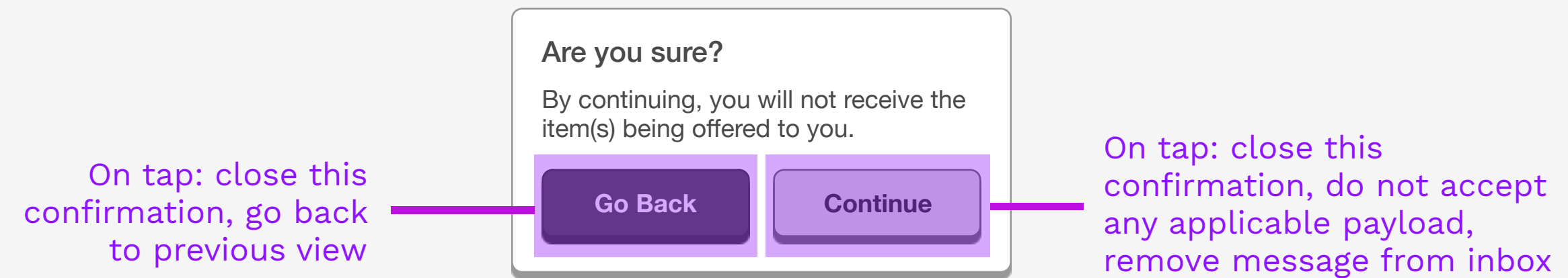
On tap: close Inbox UI

On tap: show delete confirmation dialog

Interacting with the Message



Interacting with the Confirmation



Important Points to Consider

Do:

- Make primary call-to-action button (read message) higher contrast than the delete button
- Order messages by date sent, but always show pinned messages first
- Communicate the consequences of a destructive action a user might take

Avoid:

- Using symbols instead of text in calls-to-action or to communicate message type or status

User Flows

14 Payload Delivery from a Fleeting Message

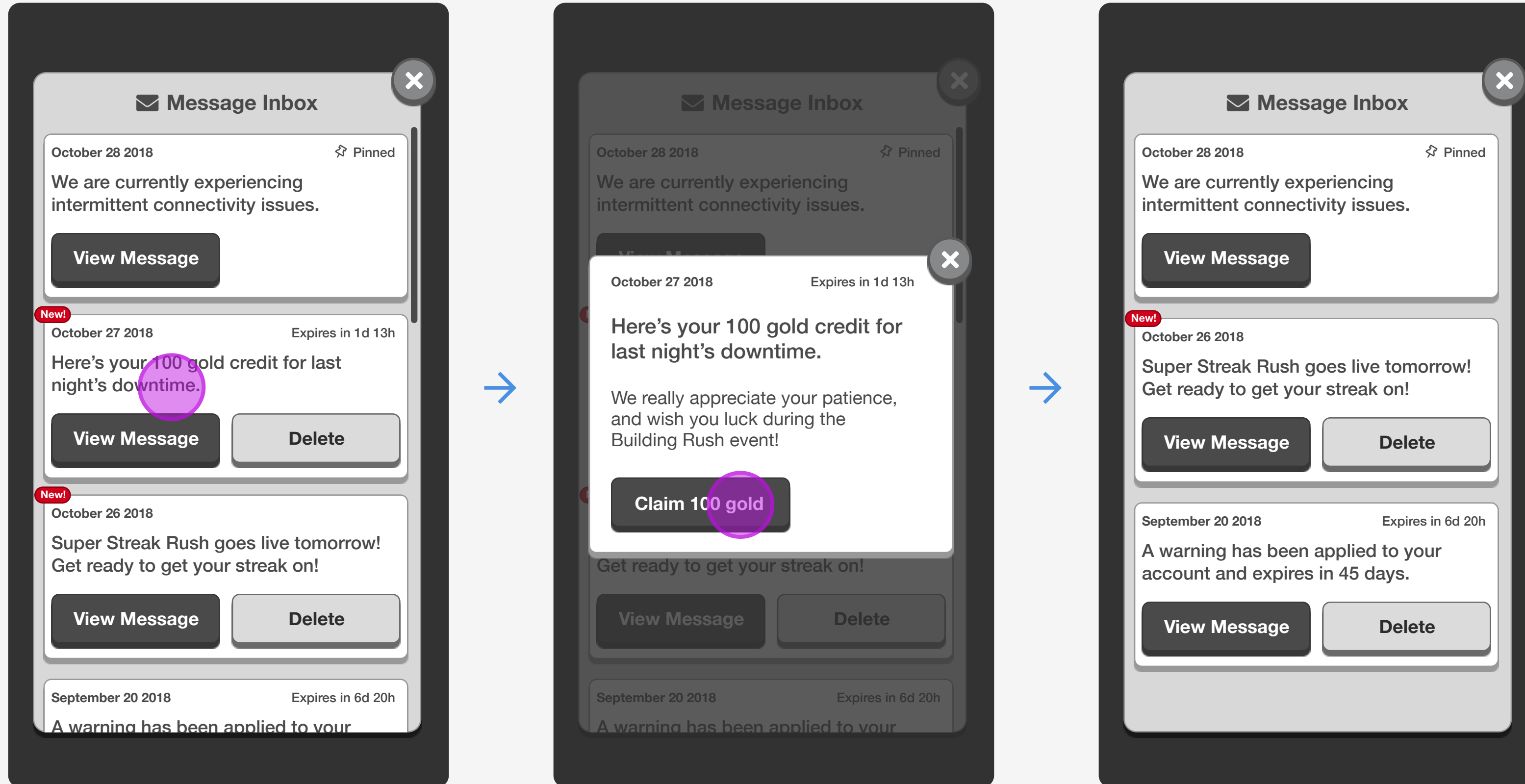
15 Delete a Message


16 Read and Dismiss a Message


NOTE


These flows demonstrate a few common tasks a user may perform in the inbox. Please consult official “Gamebox” documentation in Confluence for an exhaustive list of tasks.


Payload Delivery from a Fleeting Message



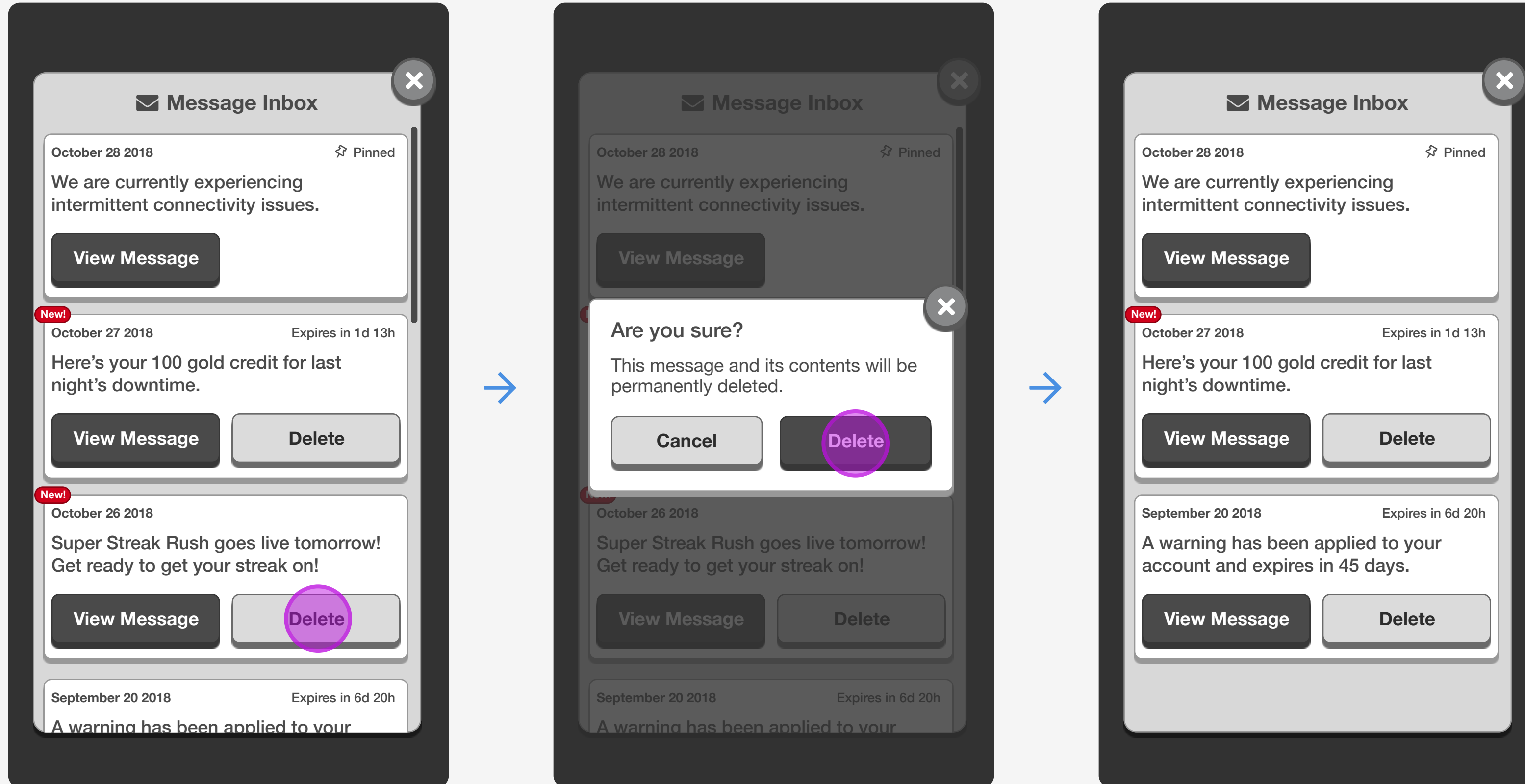
 Player taps any part of a message except the delete button


 Message appears in a modal view with background darkened or lightened


 Player taps "Claim 100 gold" button


 That message is removed from the inbox as a result of the user tapping the call-to-action button inside that message.


Delete a Message



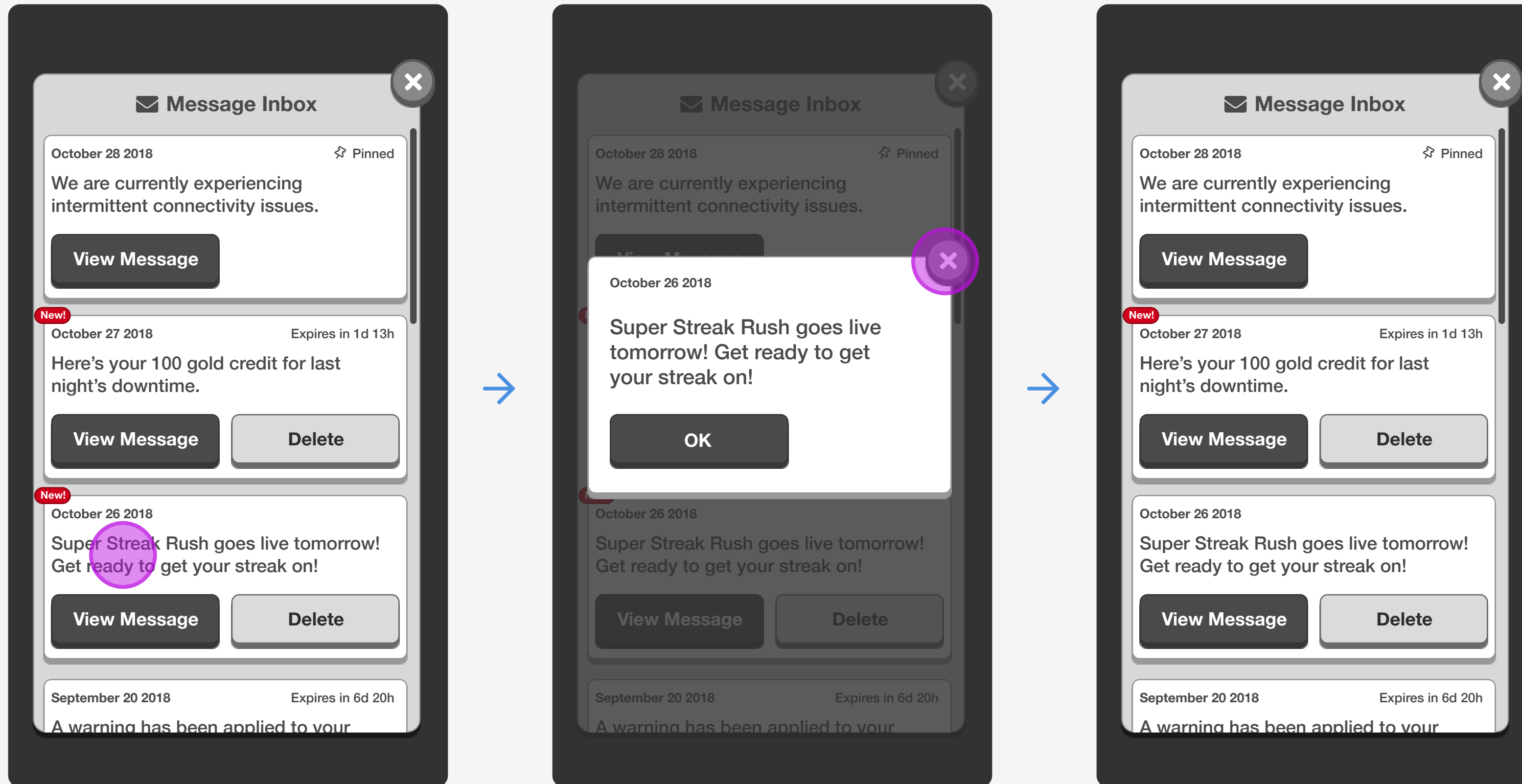
 Player taps the "Delete" button on a message


 A confirmation dialog appears


 Player taps "Delete" button


 That message is removed from the inbox


Read and Dismiss a Message



 Player taps any part of a message except the delete button

 Message appears in a modal view with background darkened or lightened

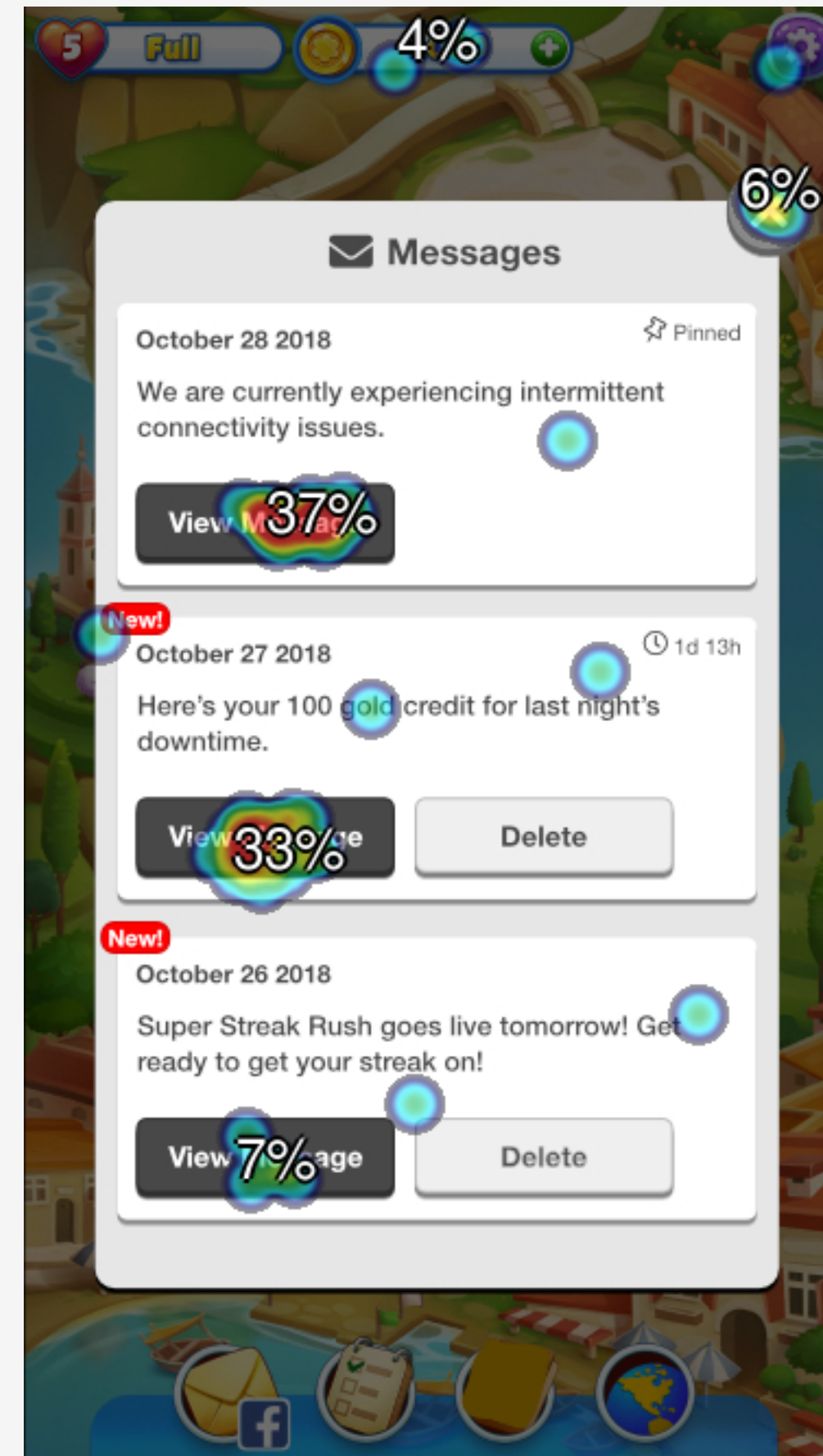
 Player taps "X" button

 The message remains in the inbox with the "New!" indicator removed

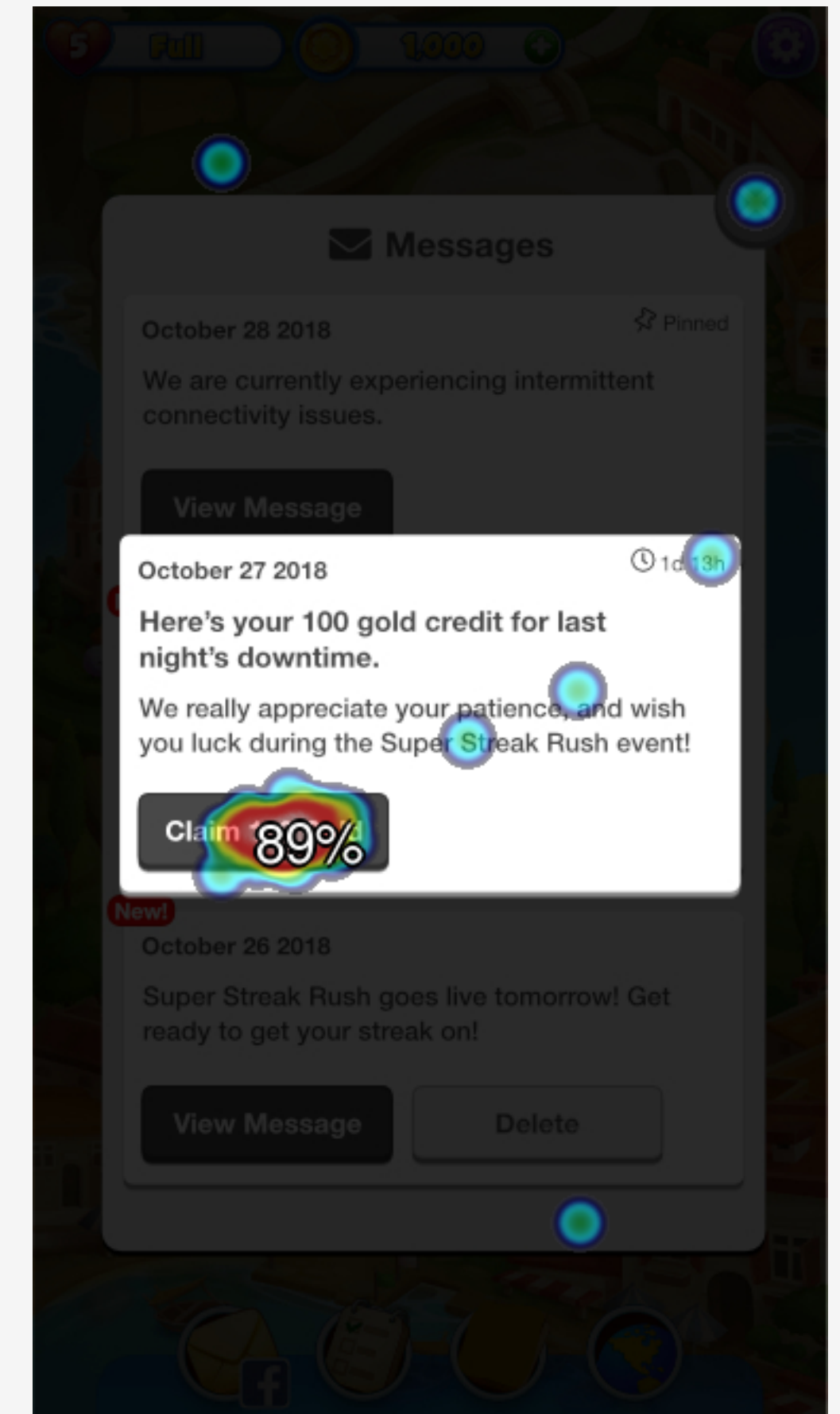
Usability

Utilizing a first-click test on the layouts, we discovered parts of the designs that worked well, and a few opportunities to improve the early designs of the inbox.

After making some modifications to the designs we tested, we are confident this design will be understood by players and match their expectations.



Heatmap of opening an unread message



Heatmap of receiving a reward and closing the message

Future

There are capabilities the official “GameBox” service can support that go beyond what’s covered in this document. For example: images in inbox messages, custom-styled message types, attachments, and more.

Please consult the official GameBox Confluence page for more information on the service’s capabilities.

Resources

Design Files

<https://bigfishgames.box.com/v/game-inbox-feb-19>

GameBox Wiki

<https://wiki.bigfish.lan/display/MP/GameBox>

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