EVERMERGE

Sleeping Beauty Merge 3 Tutorial

Big Fish Games User Experience Design

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Background

Welcome to the Discover Sleeping Beauty UX design recommendation. These designs were conceived via collaboration with the user experience design, game design, and player insights teams.

Keep in mind that the fonts, effects, and styles of each design are not prescriptive — they are a means by which we receive feedback from players.

Important callouts are highlighted like this.

We strongly recommend these callouts be adhered to during development, as we believe they have had the most positive impact on the player experience.

Table of Contents

Merging is the primary driver of discovery in EverMerge, and is one of the most important interactions a player can learn.

Why Teach Merging?

- Core mechanic
- Map organization
- Accomplishing Goals
- Progression

How Should We Teach It?

- Explicit instruction
- Demonstration
- Reinforcement

When Should We Teach It?

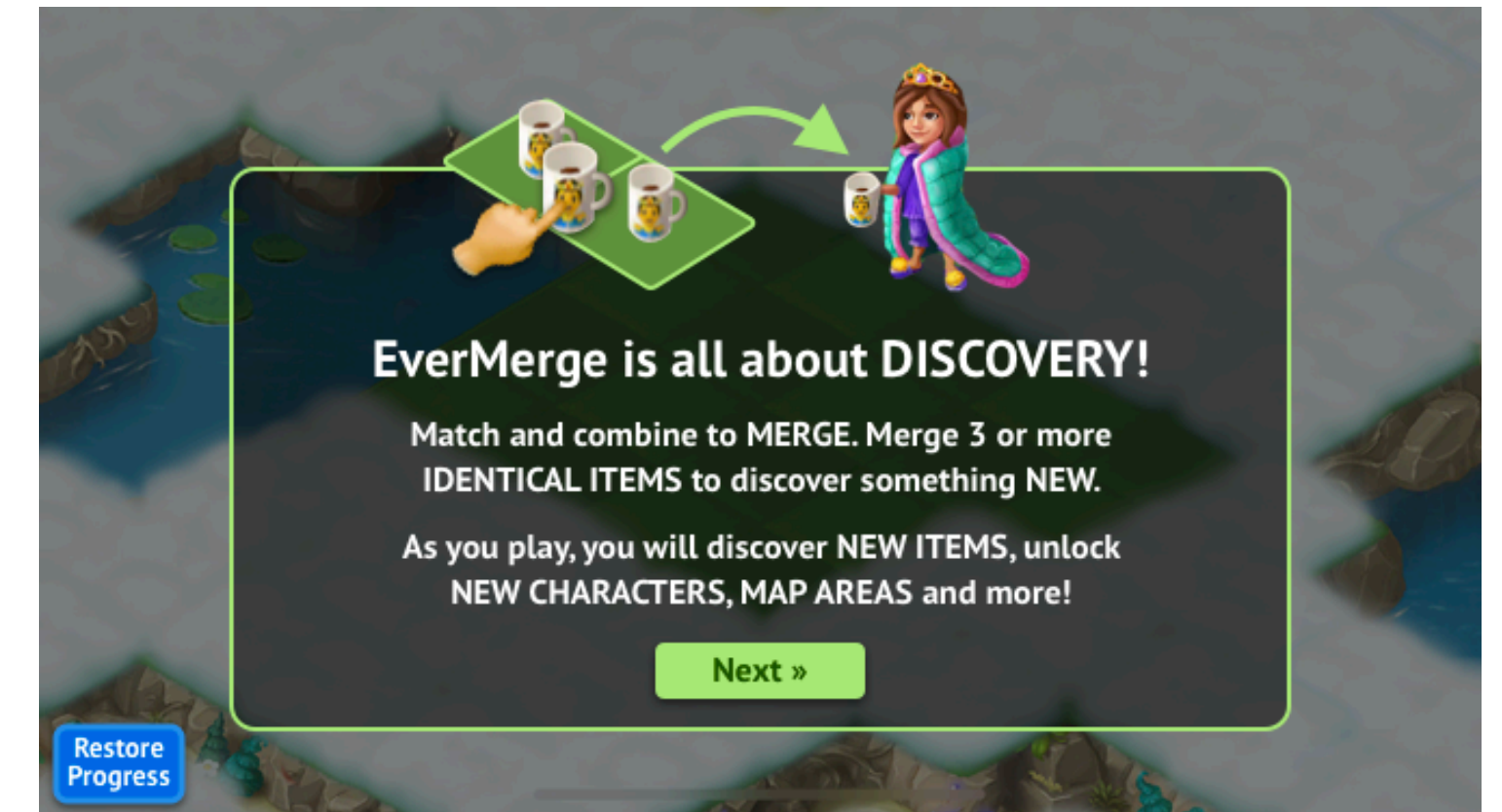- First thing

Tutorial Flow

Step 1: Demonstrate

Highlight and encourage the player to drag the lone coffee cup over the two nearby coffee cups.

Step 2: Discover

Using motion and effects, show the effect that was caused by merging the cups: the player has discovered Sleeping Beauty.

Step 3: Reinforce

Visually combine the two previous steps to demonstrate the cause and effect of merging the coffee cups.

Proceed as normal, pending more FTUE recommendations.

Step 1: Demonstrate

Dark Overlay

Darken the screen while highlighting the important elements.

Restore Progress Button

Enable players to skip the FTUE by restoring game progress they have saved. On tap, show the standard Big Fish Games login screen.

Connected Mugs

Use style and effects to communicate that these two identical mugs are sitting next to each other.

Instructional Message

Using clear and concise language, tell the player about the mugs and what to do next: drag and drop them!

Finger Dragging Mug

Use motion and effects to urge the player to drag the coffee mug over the other two mugs.

Who do these coffee mugs belong to?

DRAG and DROP one over the other two to MERGE!

Restore Progress

Step 2: Discover

Sleeping Beauty Discovery

Use style and effects to communicate that discovering Sleeping Beauty was a result of merging the coffee mugs.

Instructional Message

Using clear and concise language, tell the player what they just discovered.

Next Button

Don't proceed until the player has tapped the Next button. On tap, continue to Step 3.

VISUAL BREAKDOWN

# Step 3: Reinforce

Cause and Effect Visual

Use style and effects to communicate that discovering Sleeping Beauty was a result of merging the coffee mugs.

Cause and Effect Summary

Use style and effects to communicate that discovering Sleeping Beauty was a result of merging the coffee mugs.

Final Restore Progress Screen

Remove the Restore Progress button after this screen
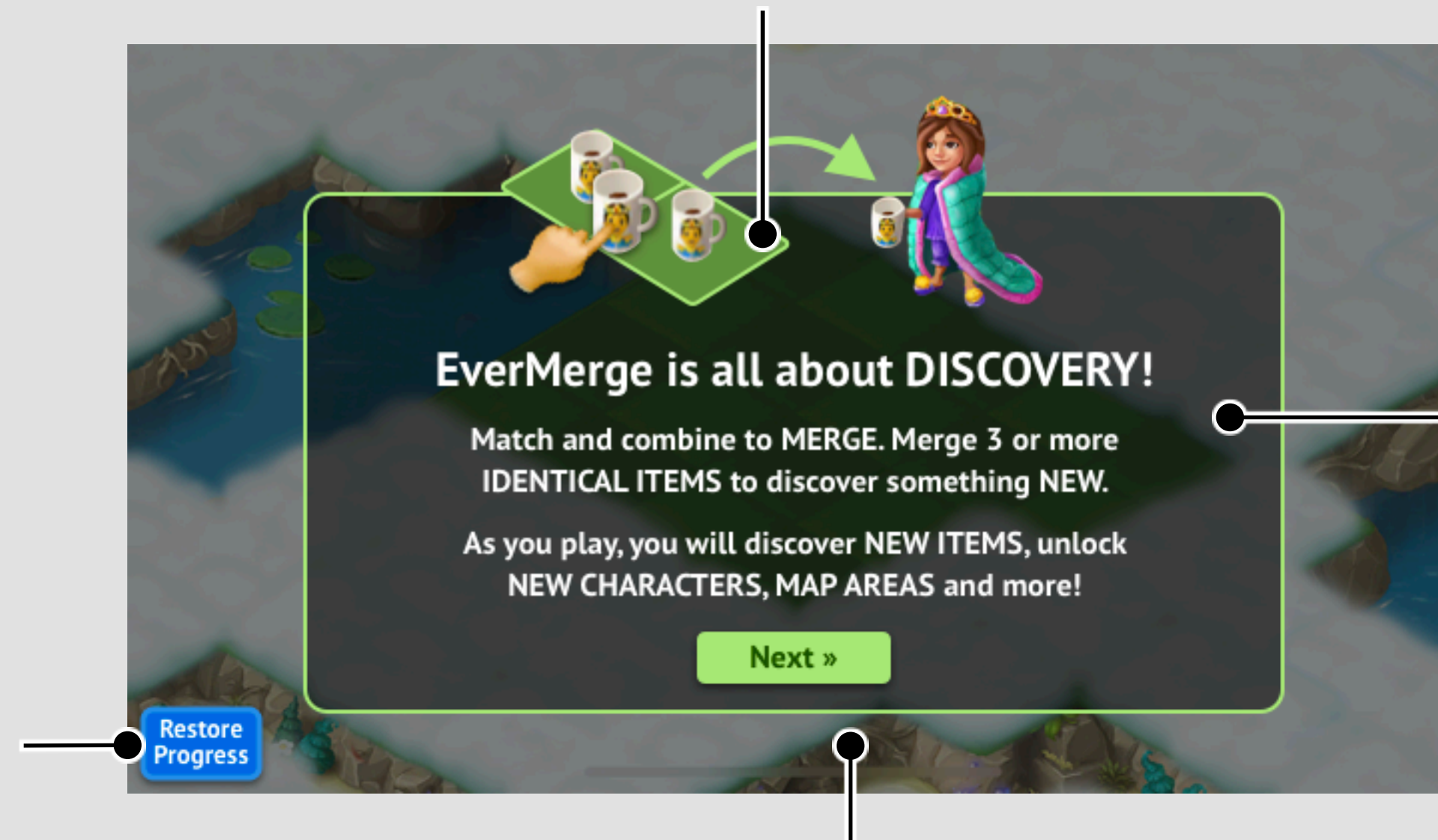
Next Button

Don't proceed until the player has tapped the Next button. On tap, continue to normal gameplay, pending the next FTUE step.

Qualitative Study

The qualitative study assessed players' understanding of each step of the tutorial. We conducted an A/B test to understand whether players preferred we tell them that the mugs belong to Sleeping Beauty, or let the text be more vague to encourage the sense of discovery.

As a result, we've decided to recommend players not be told that the coffee mugs belong to Sleeping Beauty, even though players preferred we reveal that fact to them. We made this decision to hopefully give the player more of a sense of discovery.

Objective:

Test the efficacy of a new merge tutorial strategy.

Summary:

Overall, the new merge tutorial strategy was very clear to users, with a combined average success rate of 95%, with the lowest single success rate of 80%.

High-Level Report:

https://bigfishgames.box.com/s/q36pgh4wuyesvwcvd8rftz27jfkpymia

If you can't access this file, please reach out to the EverMerge or UX Design team.

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