

xDurak

Team:

UX/UI Designer - Mariel Perez

Software Engineer - Maxim Pertsov

Tools Used:

Figma, Sketch

Duration:

6 months



What is Durak?

The object of the game is to shed all your cards when there are no more cards left in the deck. At the end of the game, the last player with cards in their hand is the "durak," which is Russian for 'fool.'

There are No Winners, Only a Durak!



Define Goals:



**Client
Goals**

**UX
Goals**

**User
Goals**

Client Goals

- Improve gameplay.
- Build a multifunctional home page where users can create and join games.
- Add a tutorial for new players.
- Add a chat feature.

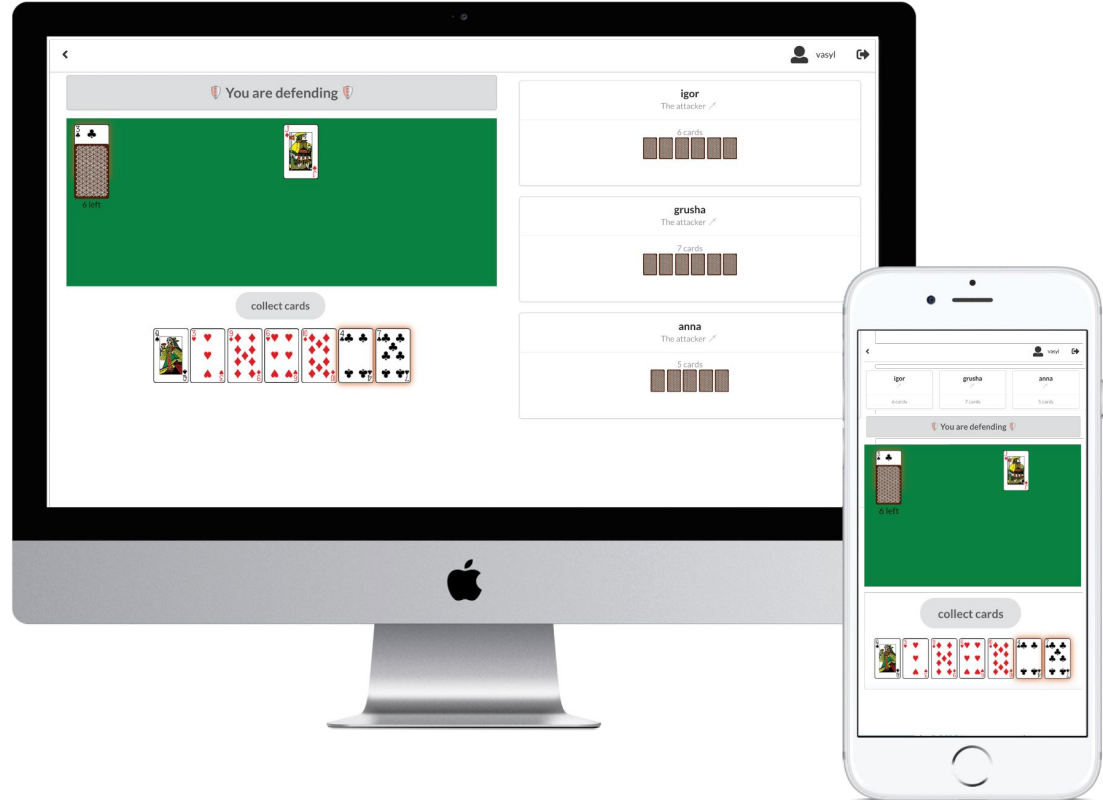


Define Goals:



UX Goals

- Improve information architecture.
- Make the website responsive and create a mobile interface.
- Build a multifunctional navigation bar.
- Design for web accessibility.



Define Goals:

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graph LR; A((Client Goals)) --- B((UX Goals)); B --- C((User Goals));
```

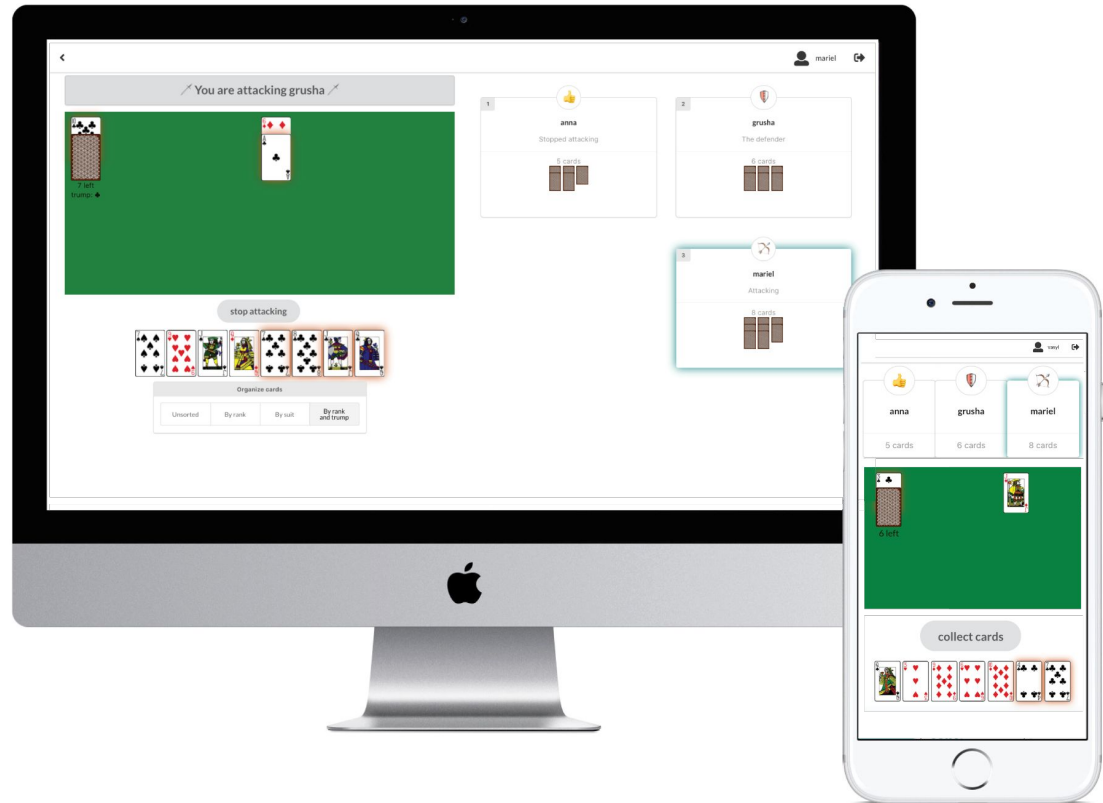
**Client
Goals**

**UX
Goals**

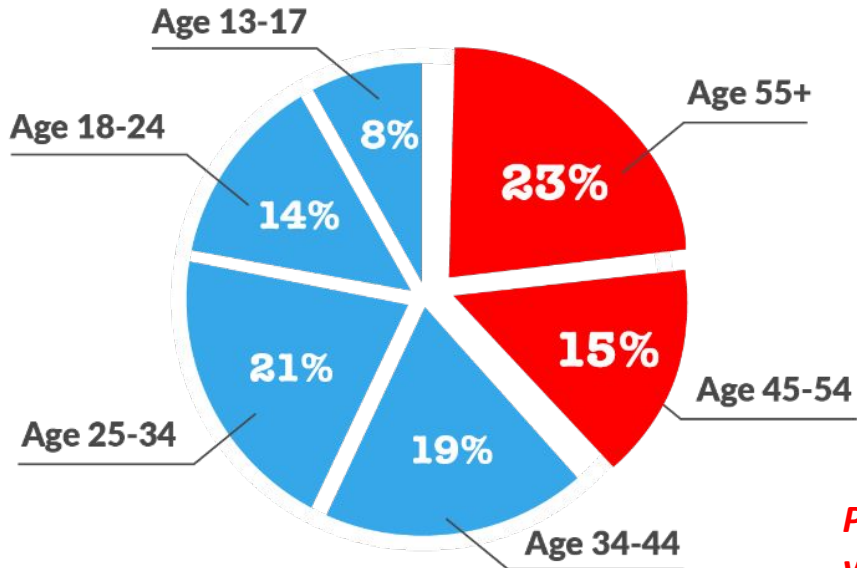
**User
Goals**

User Goals

- Clarify the game order.
- Emphasize player roles.
- Sort cards.



Gaming Demographics



People older than 45 years make up about a third of mobile gamers.

43%
of women
play mobile games more
than five times a week

The average age of
a mobile gamer is
36.3
years old

53%
of internet users in the
45-54 cohort
play games on their
smartphone

Behaviors and Attitudes Of Mobile Gamers



Social

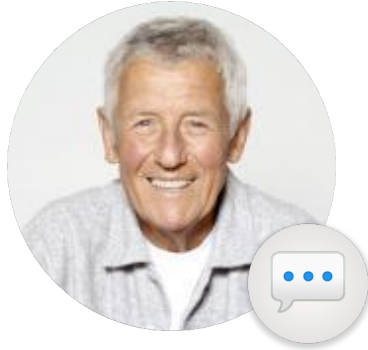
- Learns about new games from friends playing the game.
- Recommendations from friends and family is an important reason to download a game.
- Having friends play the game is a key reason to download a game.



Passion

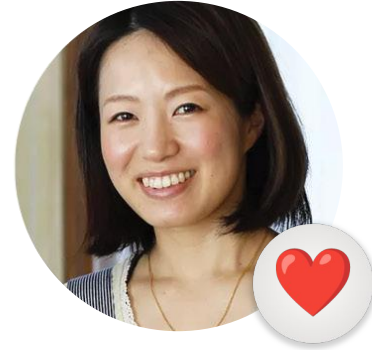
- Connect with other players within mobile games in order to obtain more items/prizes/higher scores.
- Enjoys collecting items and characters in a smartphone game.
- Always interested in exploring new mobile games.

Gaming Personas



Meet Sasha!

- **Goals:** Wants to spend time with his son and maintain traditions that bond them from afar.
- **Pain Points:** Sasha feels limited by technology because of his visual impairments and color blindness.



Meet Grace!

- **Goals:** Wants to find a new mobile game that is quick and easy to learn and will entertain her on her long work commutes.
- **Pain Points:** Grace is hesitant to learn a new game because of her limited English.



How might we streamline the card game experience, so that game actions are clear and accessible?

Competitive Analysis

playok










Direct Competitors

- Playok (Desktop)
- Cardzmania (Desktop)
- Durak Championship (Mobile)
- Durak Card Game (Mobile)

Indirect Competitors

- Duolingo (Language Learning)
- Words with Friends 2 (Online Scrabble)
- Lichess (Online Chess)

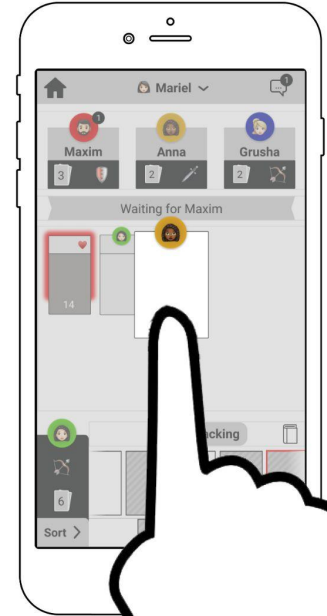
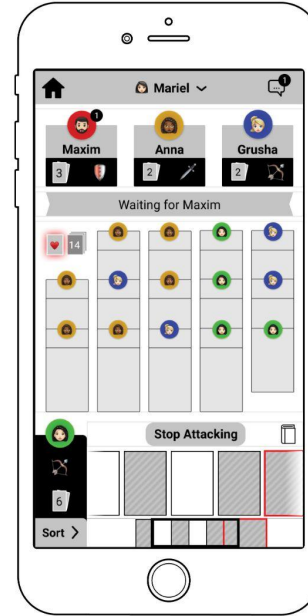
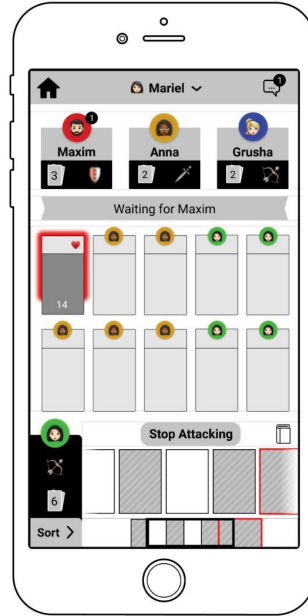
Comparative Analysis

Features	 Playok.com	 Cardzmania.com	 Durak Championship	 Durak Card Game	
 GAMEPLAY					
Highlight Player's Turn	✓	✓	✓	✓	✓
Display Each Player's Role					✓
Customizeable Card Sorting					✓
Highlight Playable Cards		✓	✓		✓
Display Ownership of Attacks		✓			✓
Distinguish Trump Cards in Hand					✓
 COMMUNITY					
Personalize Player Profile		✓	✓	✓	✓
Play Room Chat	✓	✓		✓	✓
 HOW TO PLAY					
Game Rules	✓	✓	✓		✓
Visual Learning					✓
Rule Reminder while Playing		✓			✓

- None of the online Durak games I studied display each player's role.
- No other game app distinguishes the trump card from the other cards.
- None of the competitors offer customizable card sorting.
- Four out of the four competitors use a written rule book with no visual learning.

Studying Game Scenarios

- Avg. # of attacks: 4
- Avg. # of cards in a player's hand: 9
- Avg. # of times a player ended a round with more than 6 cards: 16
- Avg. # of cards in "large" hands (more than 6 cards): 11
- Average game time: 0:11:59



Minimum Viable Products

→ ELIMINATED FEATURES:

◆ Game Timer

- Reasoning: By improving the gameplay we can naturally speed up the game.

◆ Chat Feature

- Reasoning: The feature was too difficult to moderate (cursing, racial slurs, etc.)

◆ Customizable Avatars

- Reasoning: Randomizing player icons and background color will set players apart from other players.



Product Features

Version 1



User Goals

- ✓ Clarify the game order.
- ✓ Emphasize player roles.
- ✓ Sort cards.

✓ Clarify Game Order



Multiple players can attack at once. So a red bar indicates a player taking action. A white bar indicates that a player has finished their turn or it is not yet their turn.



✓ Emphasize Player Roles

At the start of each round, each player is given a role:



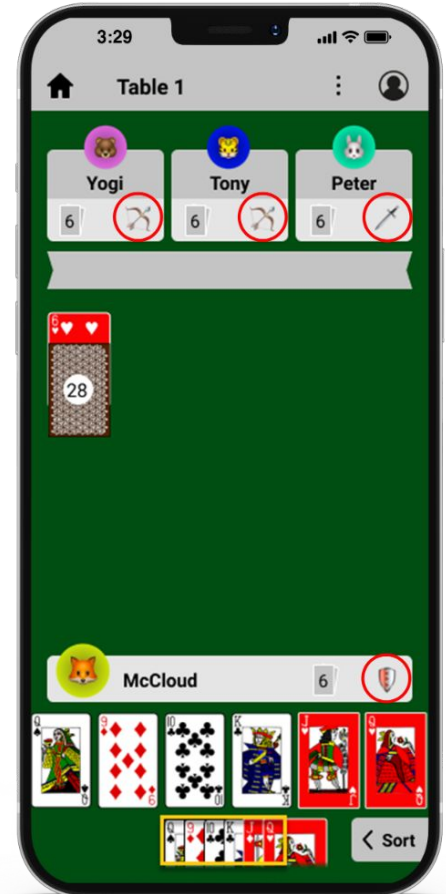
LEAD ATTACKER



ATTACKER



DEFENDER



✓ Sort Cards

After conducting card sorting exercises with users, I concluded that there were three popular card sorting schemes:



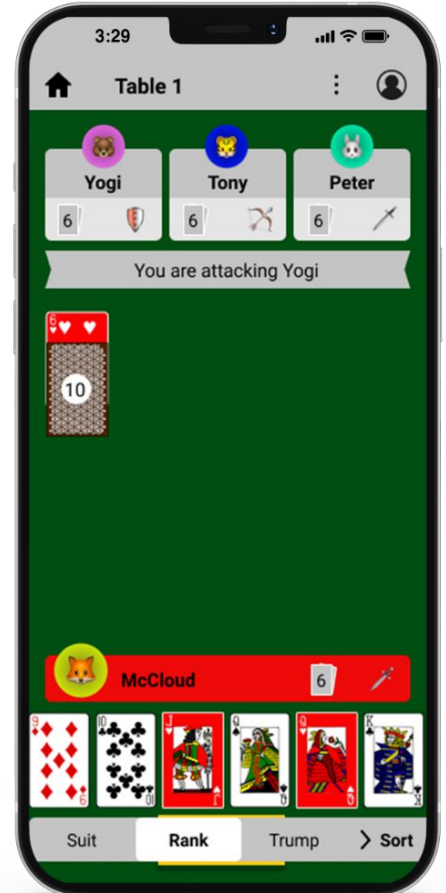
Started by RANK



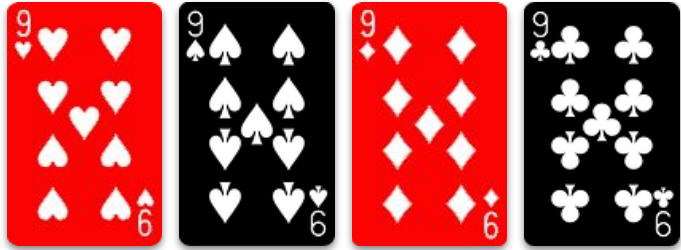
Started by SUIT



Started by RANK/TRUMP



Differentiate Trump Cards



Trump cards hold higher value in Durak, so making these cards stand out are crucial to the game. By inverting these cards users can clearly distinguish the trump cards from the rest.



Show Card Ownership



There is no order of attack in Durak, so players can attack simultaneously. The attacker's icon is displayed on top of the card they put down.





Accessibility

→ Color Blindness

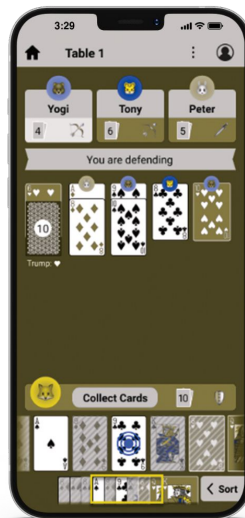
- ◆ By using contrasting colors and textures, I created a user experience that is cognisant of a color blind audience.



Deuteranopia



Deuteranomaly



Protanopia



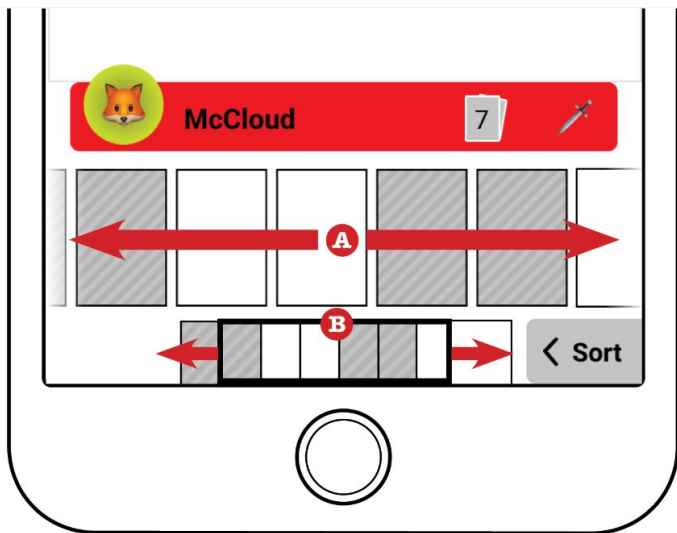
Protanomaly



Accessibility

→ Visual Impairments

- ◆ The new horizontal scroll layout (View A) and full-hand view (View B) optimize the card space. Cards are easy to view and interact with.



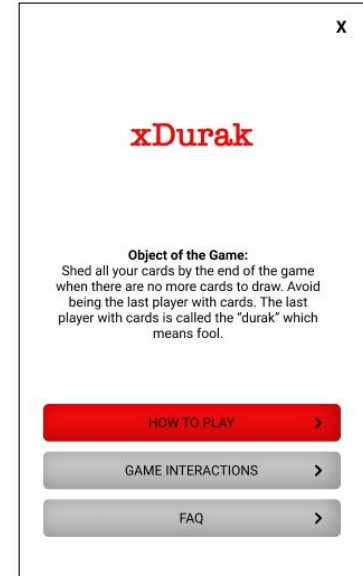
- There are always six cards in view.
- When there are more than 6 cards in a user's hand, the user can swipe/click left and right to view all their cards (View A).
- When there are more than 6 cards in a user's hand, a bottom row of cards appears (View B) to show the full hand.
- The user can slide the viewport in the bottom view (View B) to adjust the top view.



New Player Experience

→ In-Game Rule Book

- ◆ New players can refer to the “How to Play” dropdown option for a quick tutorial and reminders on how to play the game.





Quick Gaming

→ Speedier Game Decisions

- ◆ By highlighting cards that successfully defend attacks and graying other cards, users can make faster game decisions.



Outcome

- The new features made the game easy to understand, improved game strategy and lead to faster gameplay.
- The average time of a competitive game decreased by nearly 2 minutes.



Average Game Time

Before Changes
0:11:59

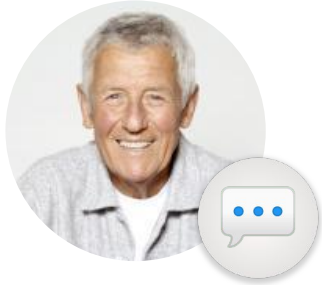


After Changes
0:09:45



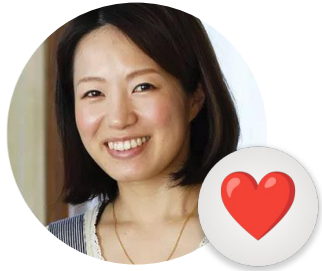
Next Steps

Version 2



→ Chat Feature

- ◆ In the first version of the app, we were unable to launch an in-game chat room. However, we want to make xDurak a social gaming space so that users like Sasha can play and socialize with friends and family.



→ Player Profiles

- ◆ For a passionate player like Grace, we aspire to implement features that make the game more competitive and intense. We want to create player profiles that record player activity and rank their performance.

Thank You!