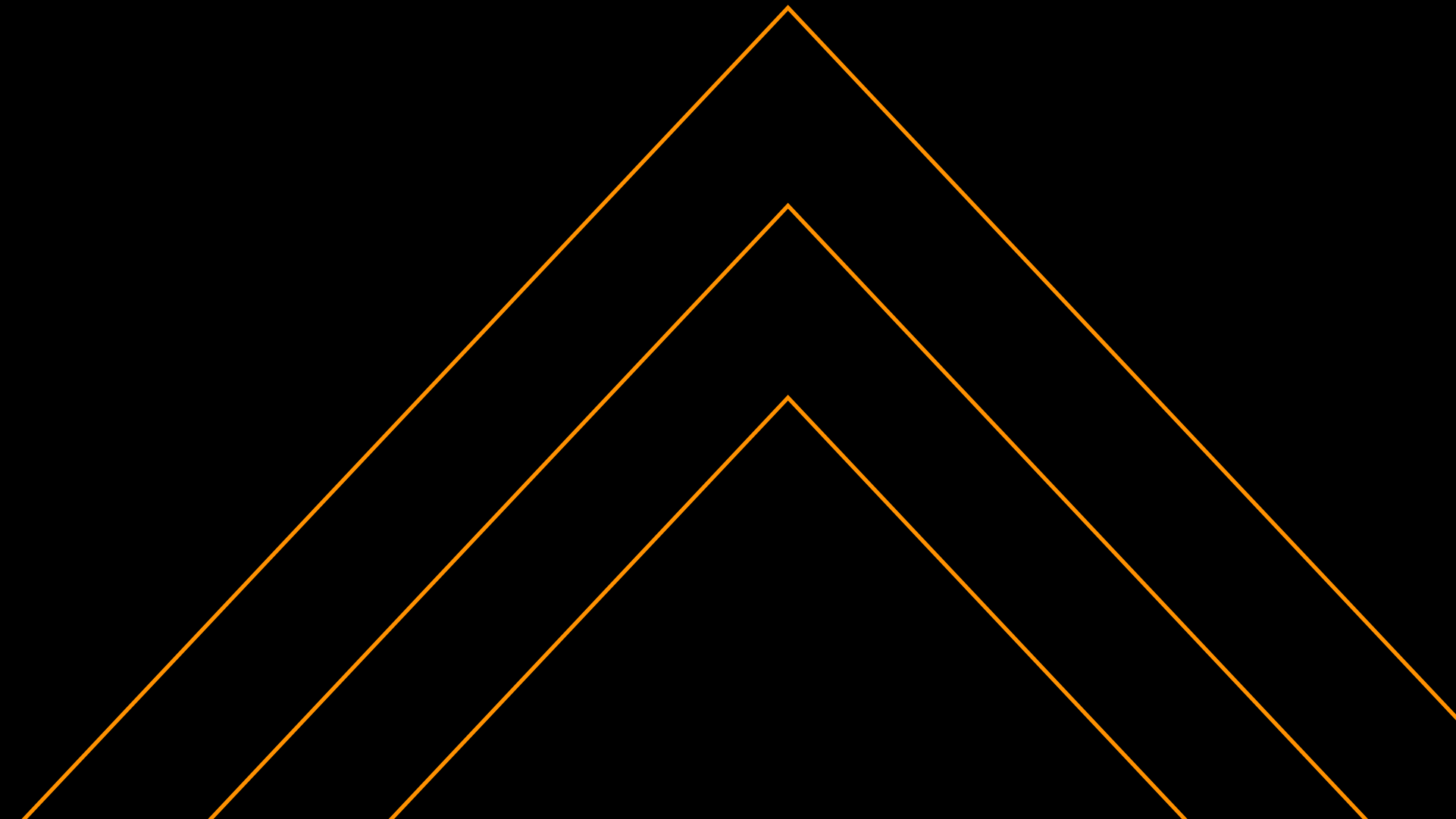




# [ Orange Gamebox ]

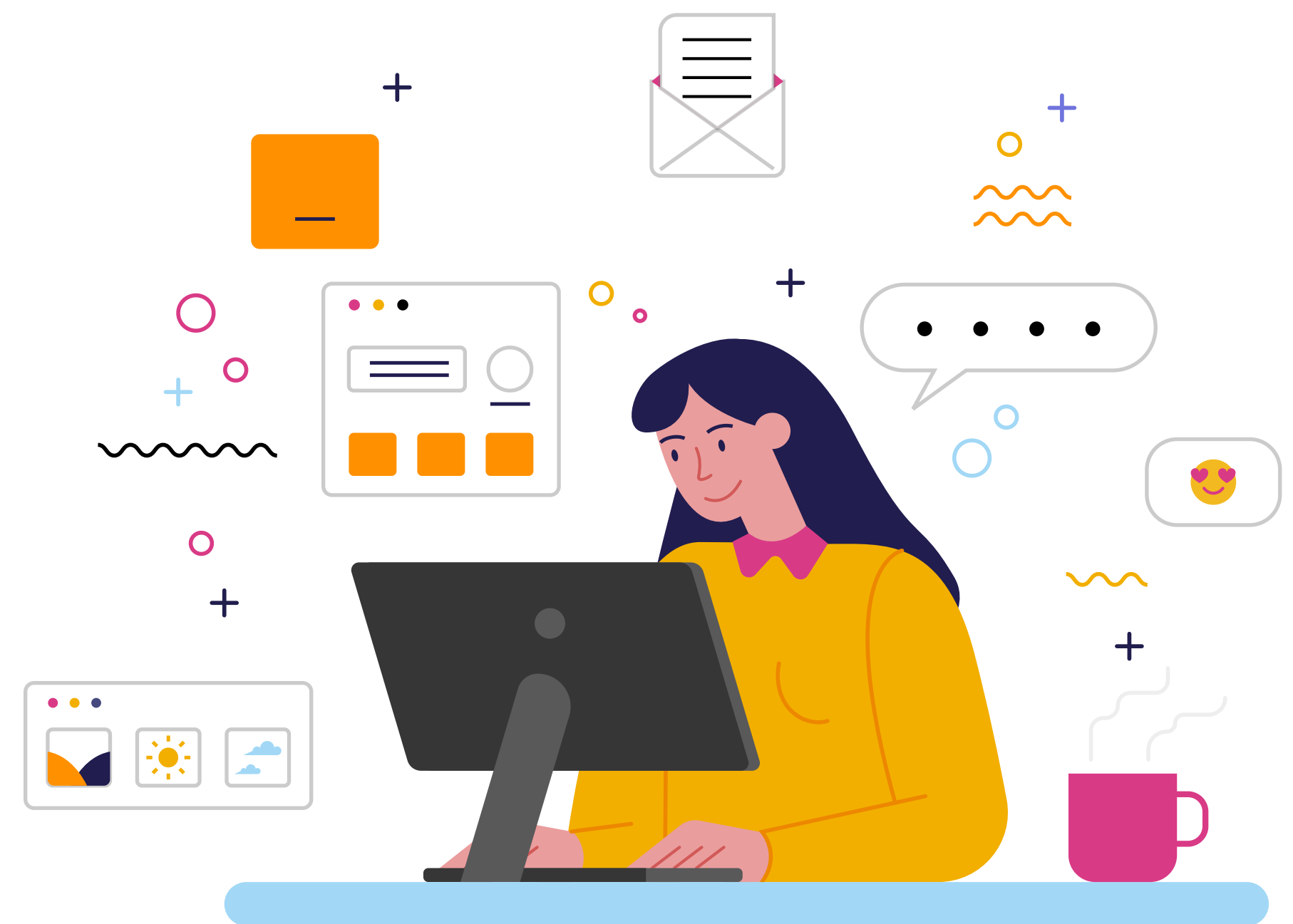
# Design Deck

April 2021



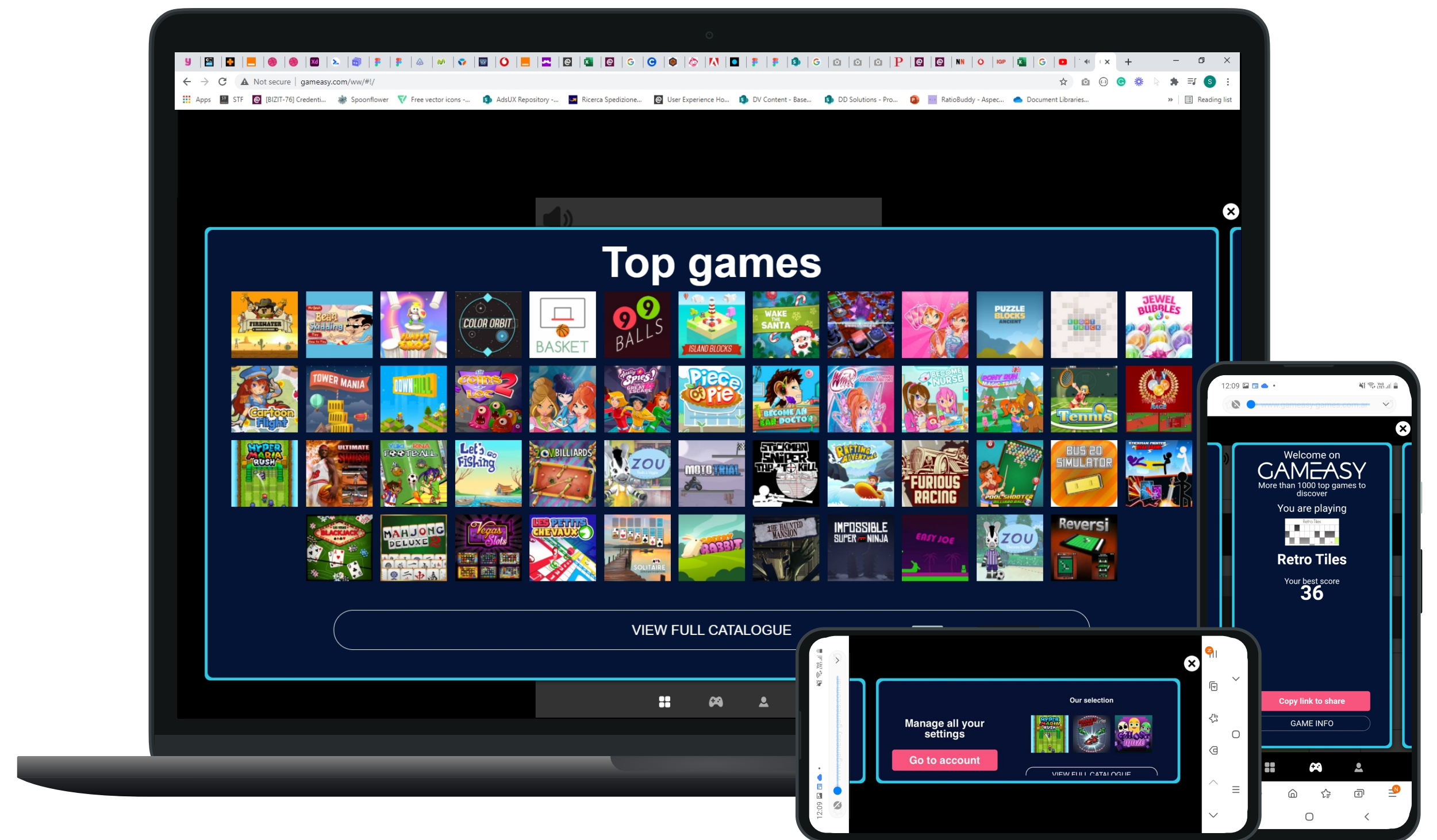
# Project Summary

Customize GameBox with Orange Brand and colours for the Orange Jeux FR service. The Gameasy GameBox can be used as a reference to verify structure and characteristics of the feature.



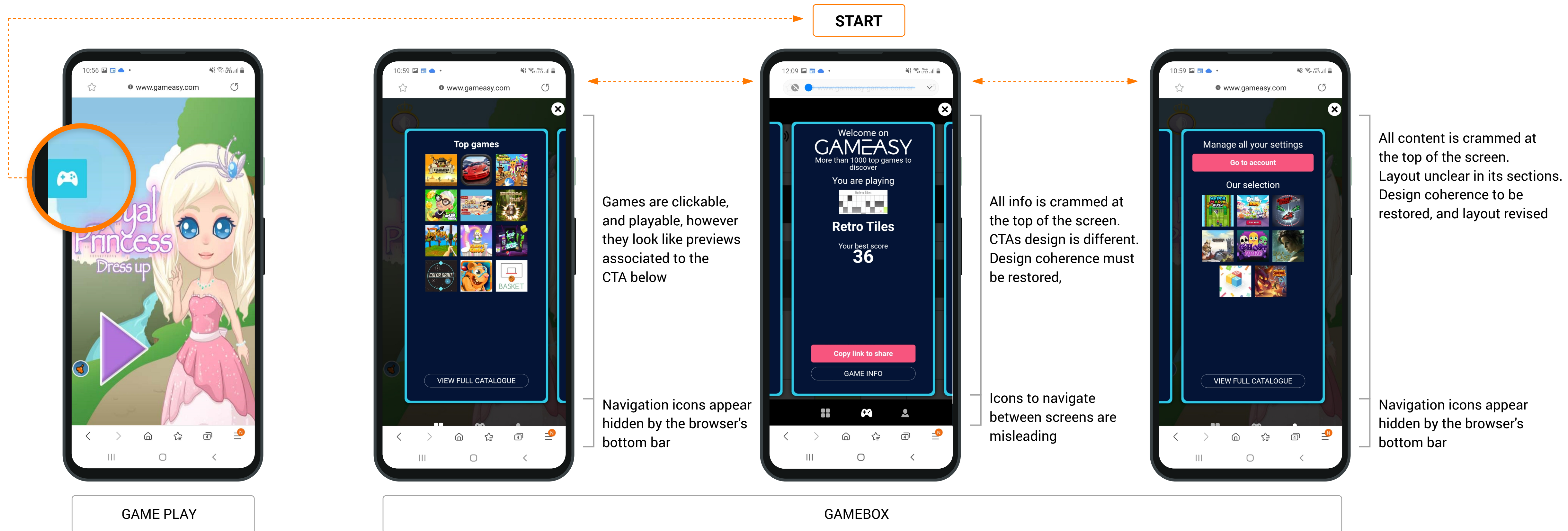
# What is GameBox

Editorial feature which wraps around the game. It allows users to select new games, access their account or browse the full catalogue of the service. It works as a bridge between gameplay and the web app should users come straight from ADV campaigns. It is responsive with vertical and horizontal view, and can be accessed before, during and after gameplay, by simply pressing an icon.





# Gamebox screens analysis





# Insights and considerations

## How GameBox opens

Users can open the gamebox by pressing an icon inside gameplay. The first screen will always be game info.

## Indicator dots

Navigation icons to navigate between screens are misleading. Page indicator dots are more intuitive and practical.

## Game info

Can the game info screen be improved?  
Add an alternative solution to the design

## Play button

Insert PLAY CTA, inside the game info screen to keep users hooked to the game.

## Content layout

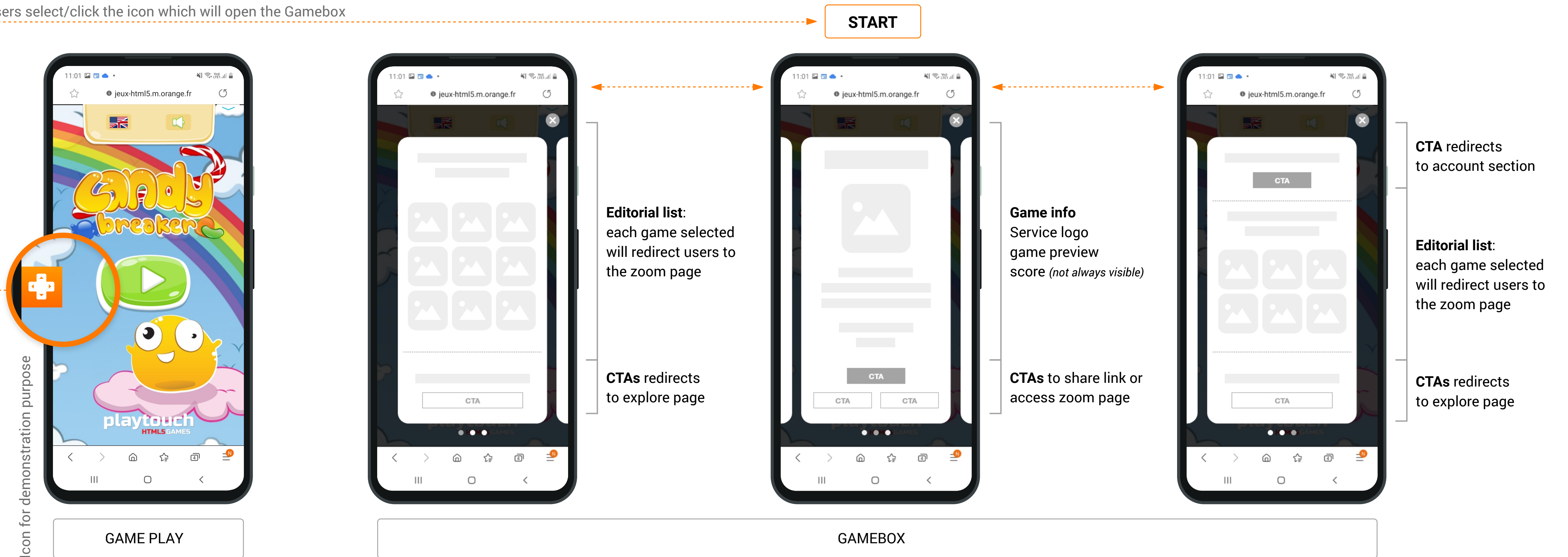
Revise layout to obtain an obvious and intuitive visual distinction between sections of single screens.

## Break points

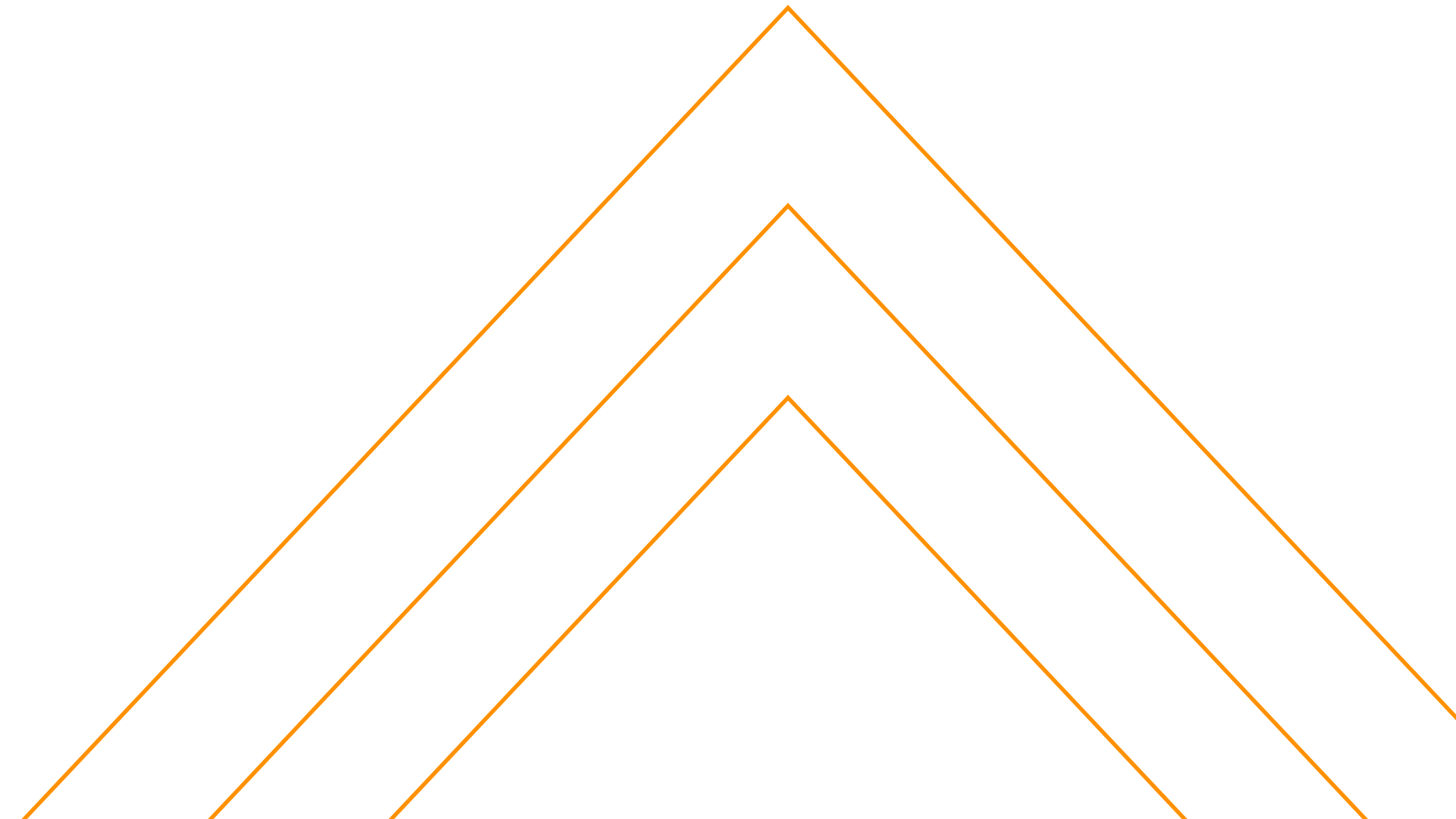
Develop all break points to ensure good rendering on a variety of devices and window or screen sizes.

# GameBox new wireframe

Users select/click the icon which will open the Gamebox



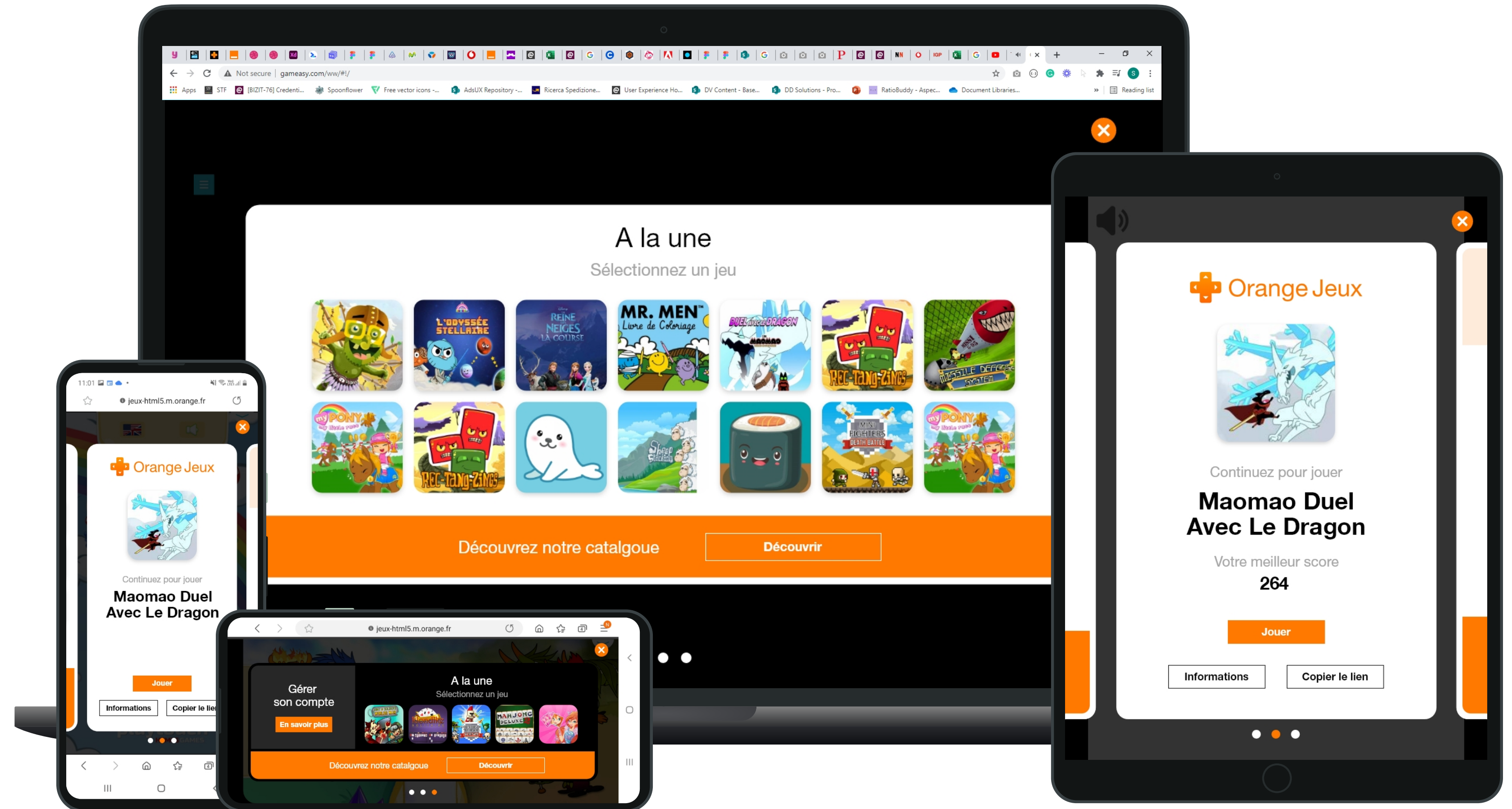
# Design





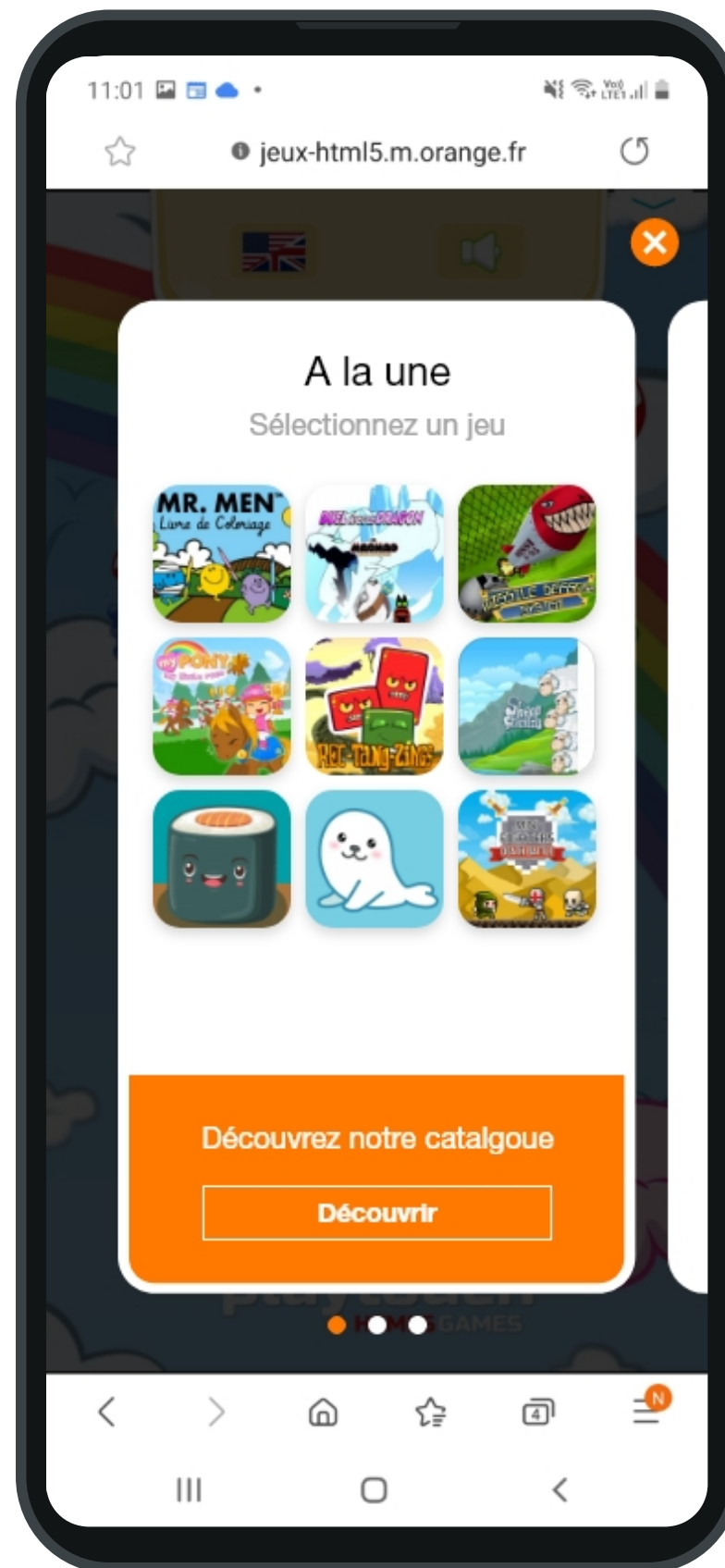
# Design proposal overview

- VERTICAL/HORIZONTAL
- RESPONSIVE
- DARK MODE

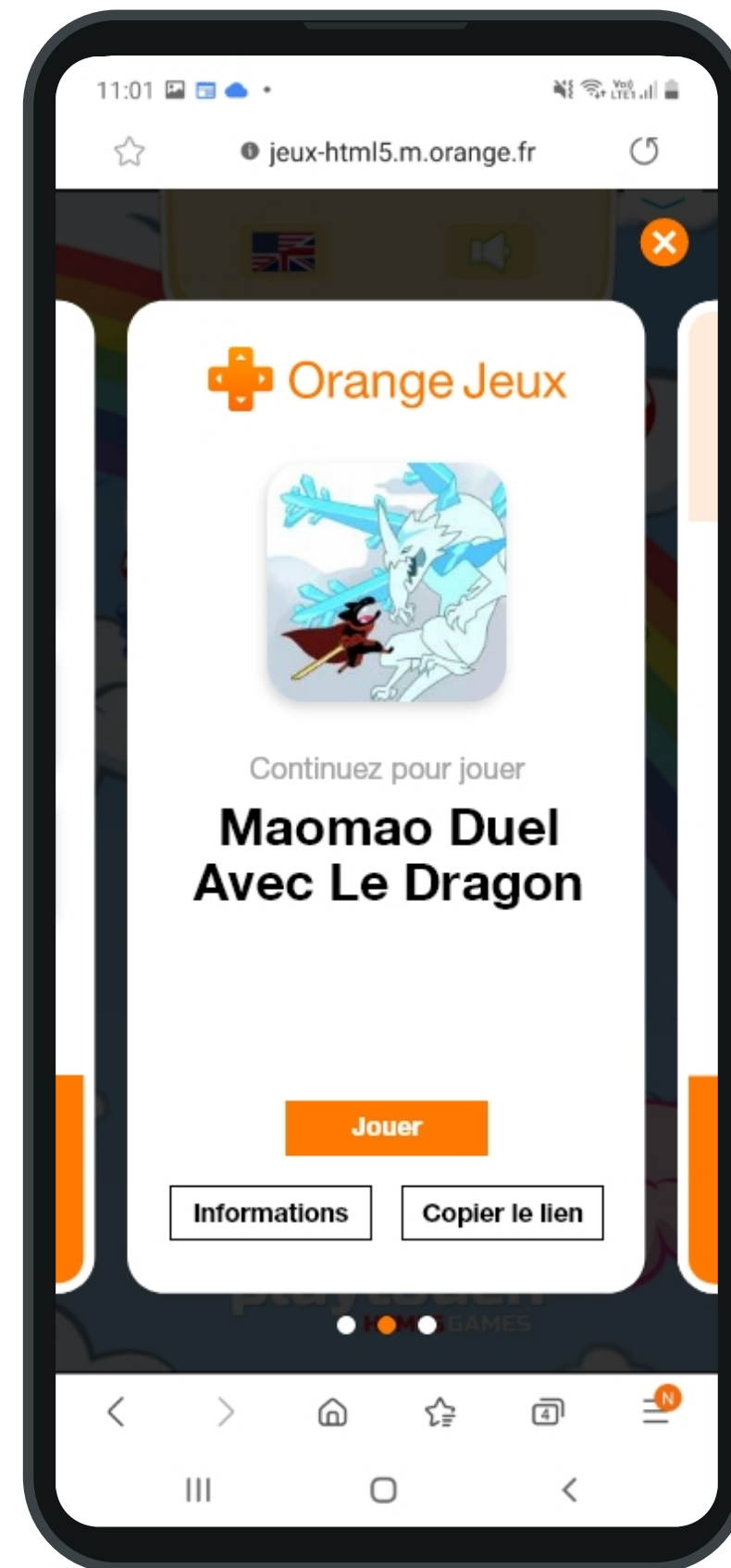


# Mobile - vertical view

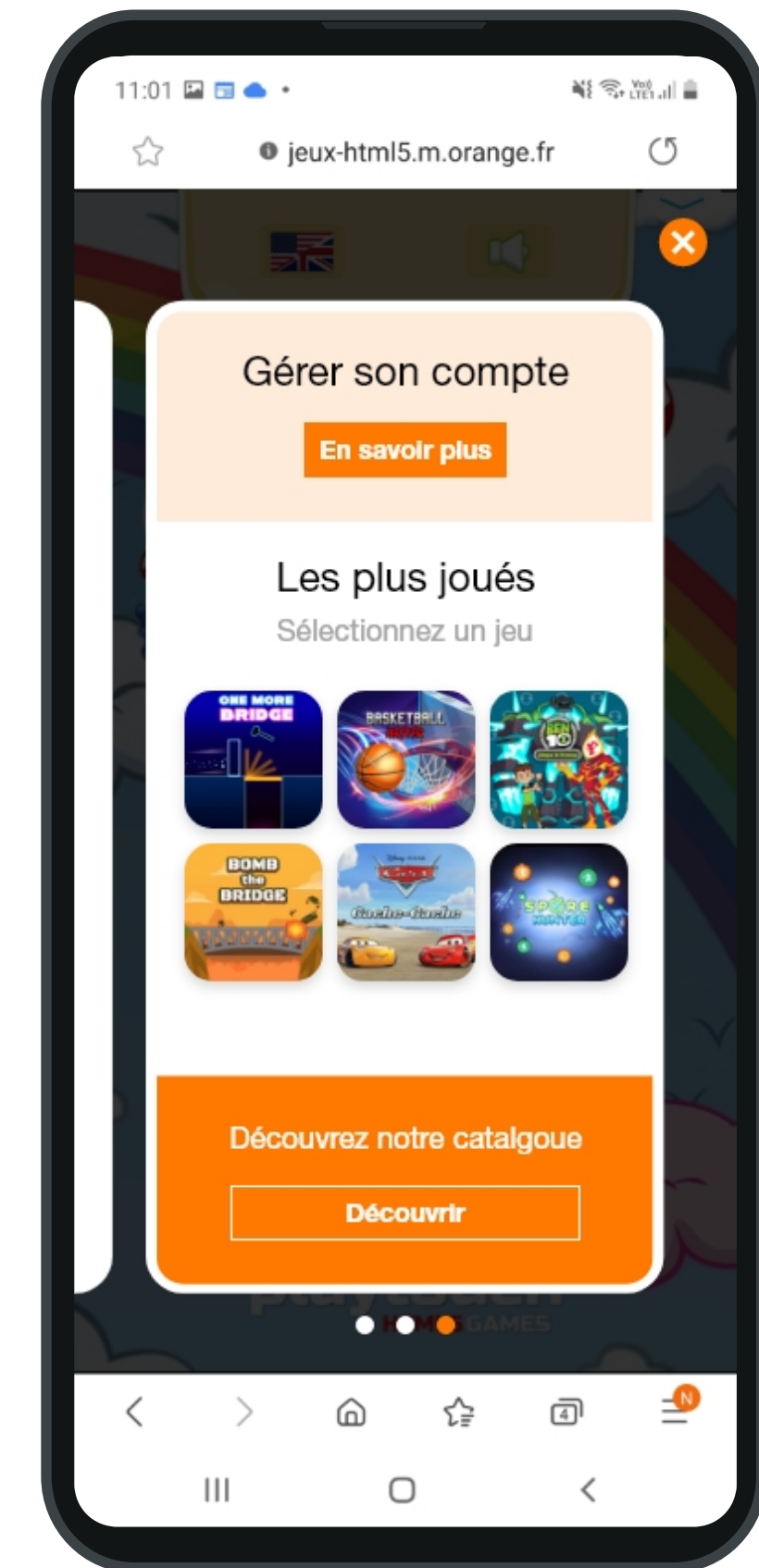
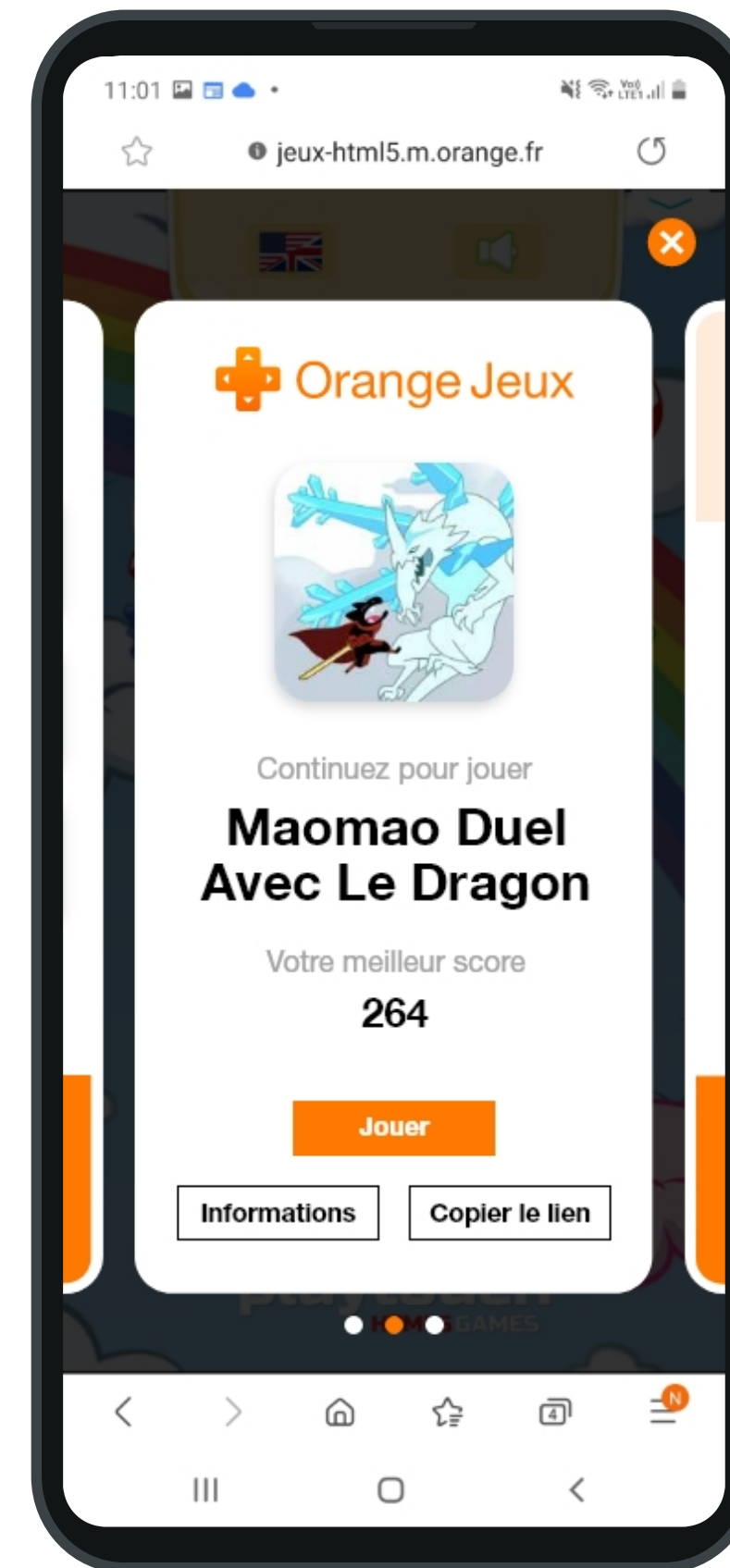
START



EDITORIAL LIST



GAME INFO - *with and without score visible*

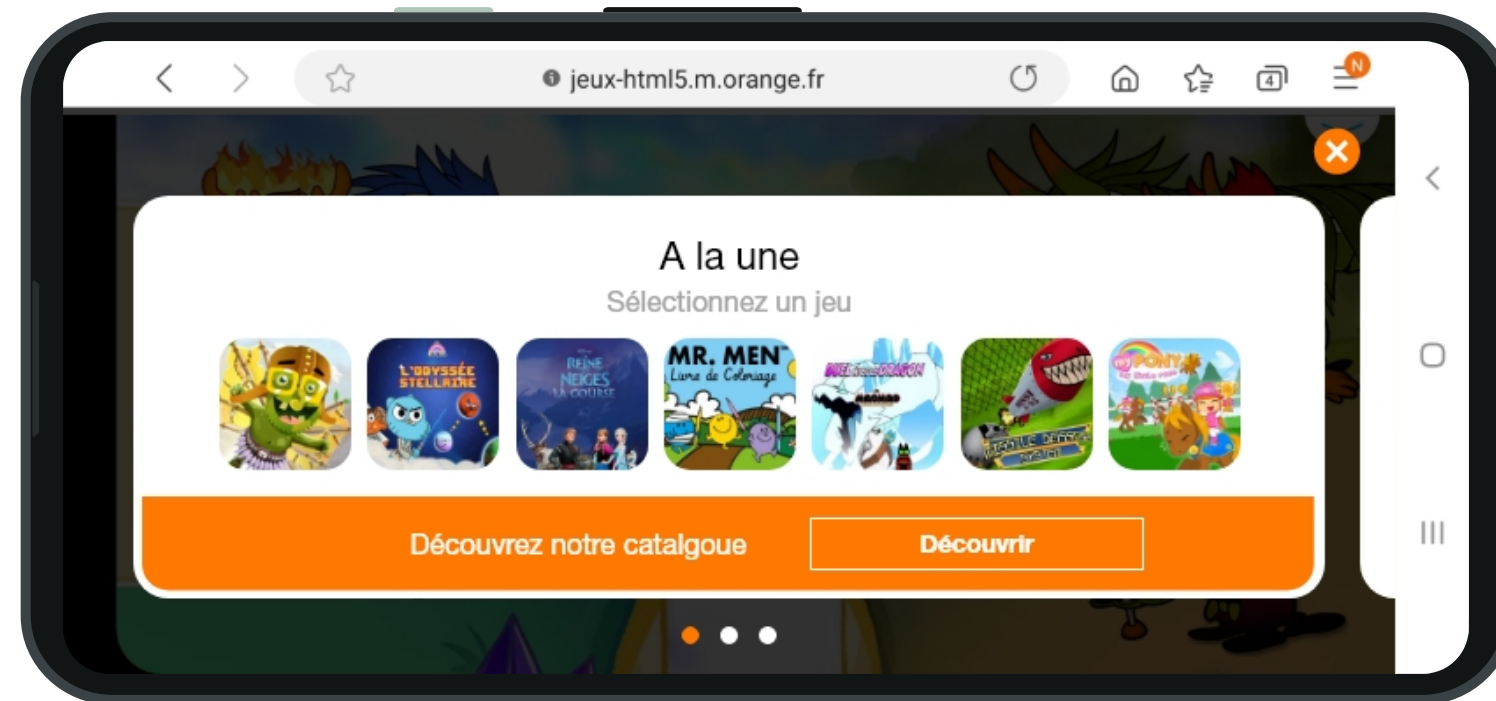


CTA ACCOUNT + EDITORIAL LIST

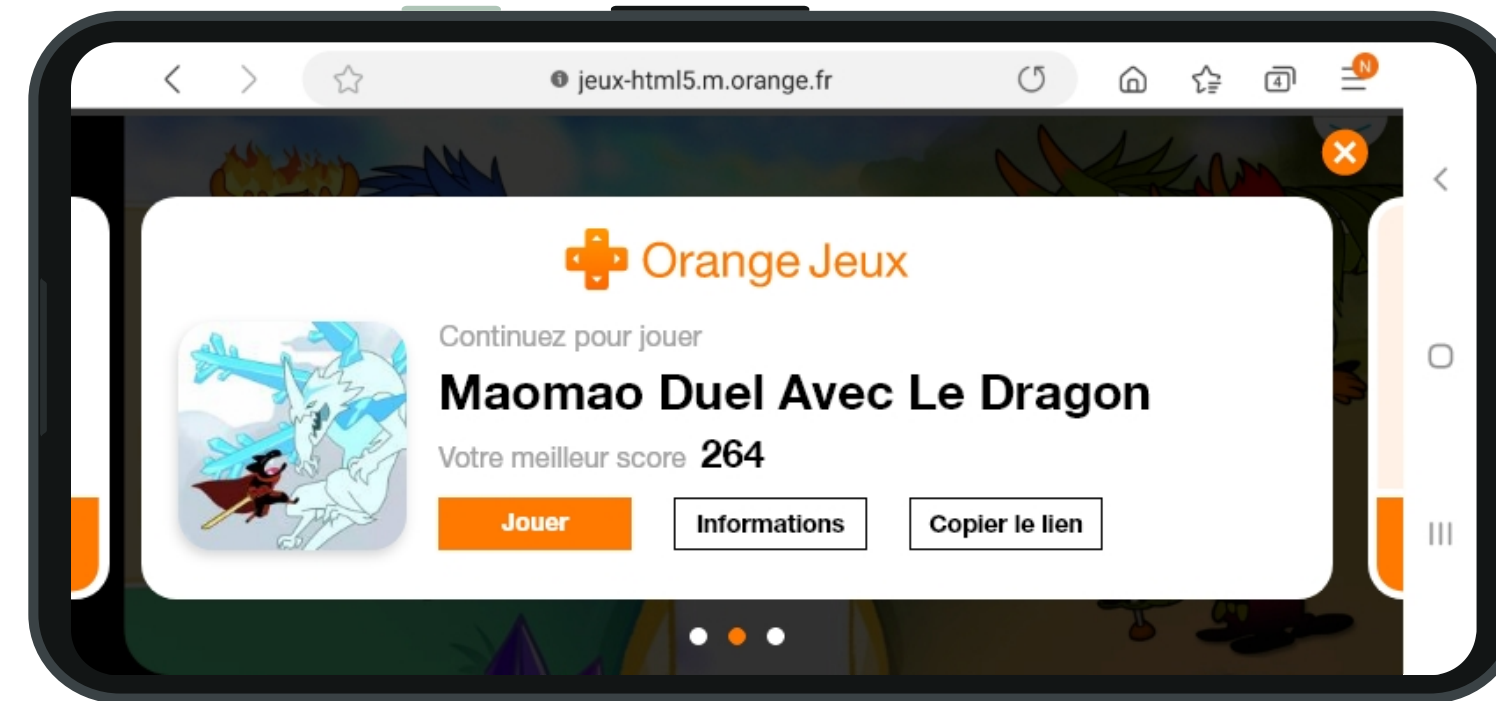
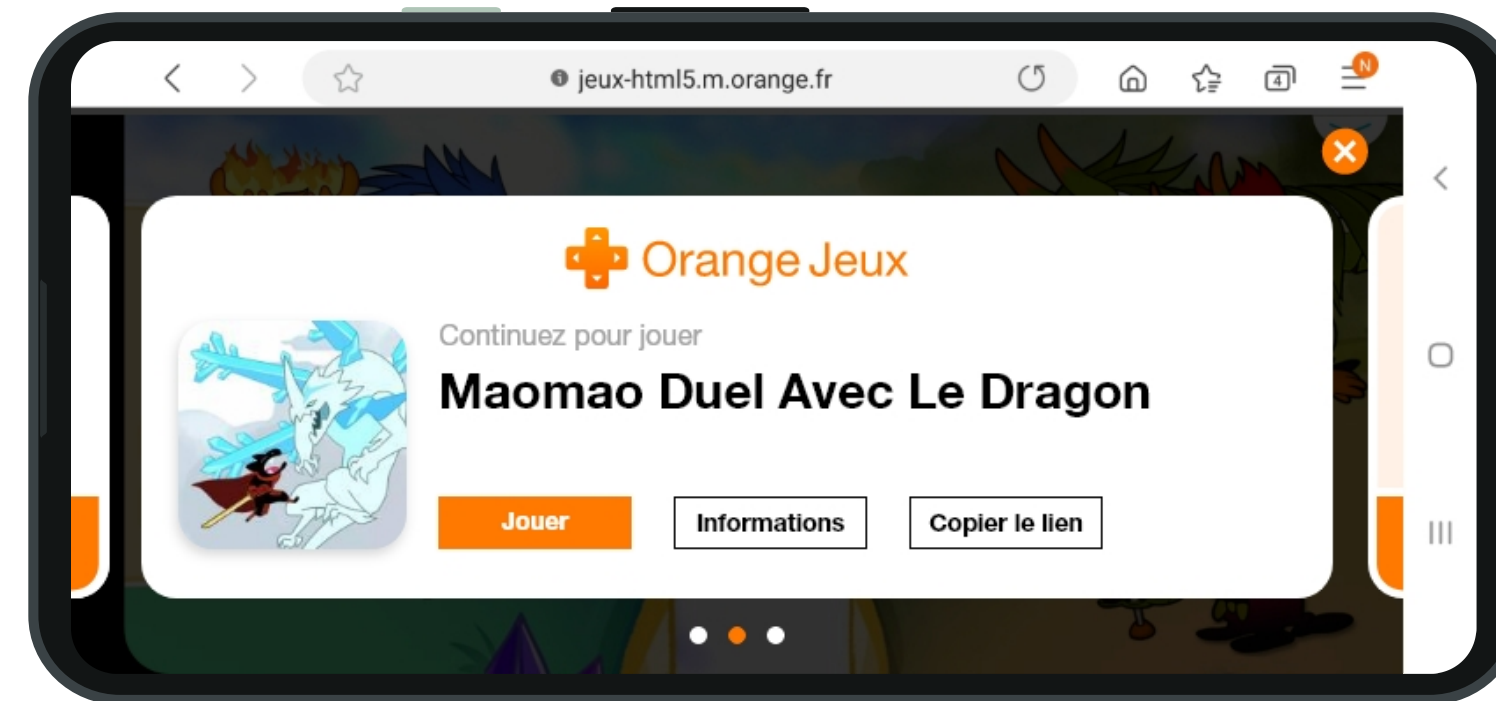


# Mobile - *horizontal view*

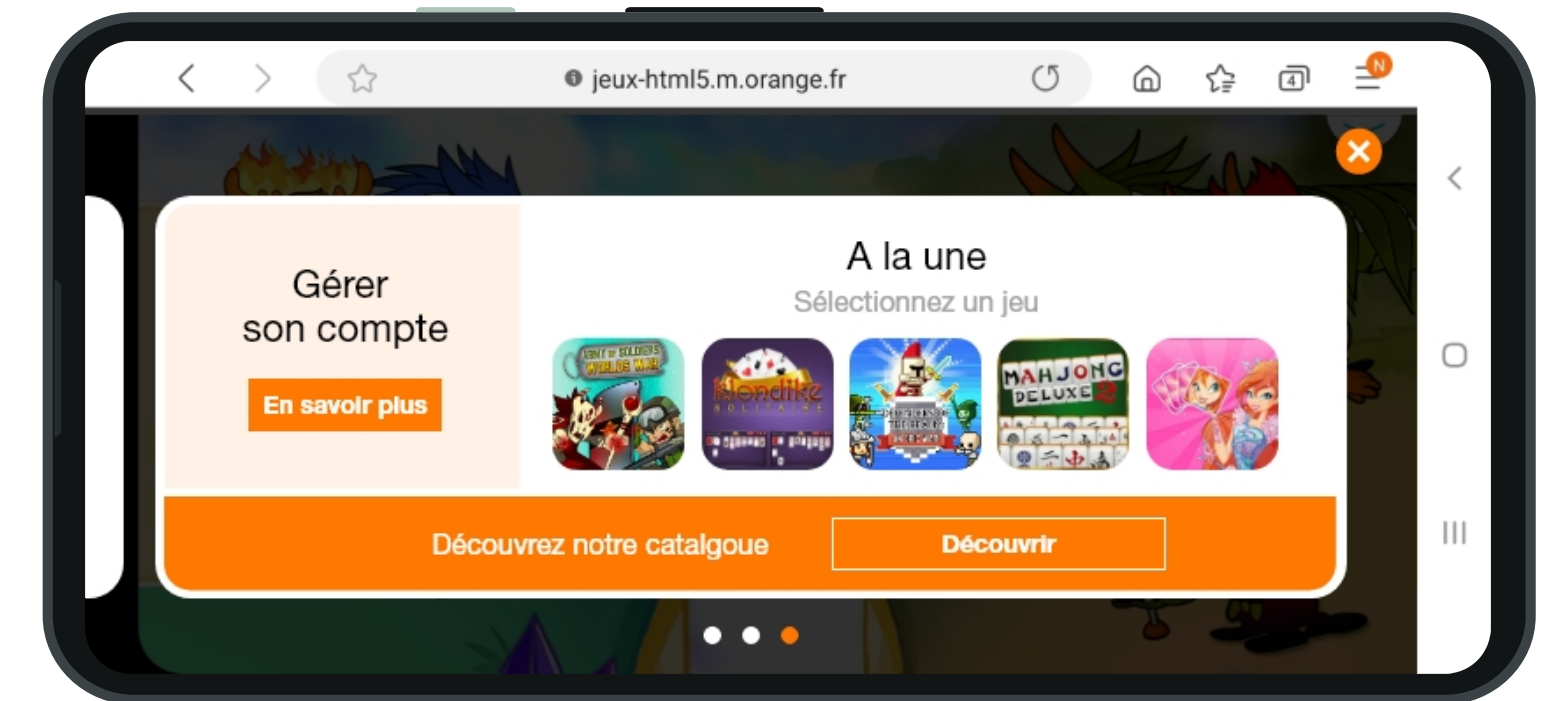
START



EDITORIAL LIST



GAME INFO - *with and without score visible*



CTA ACCOUNT + EDITORIAL LIST

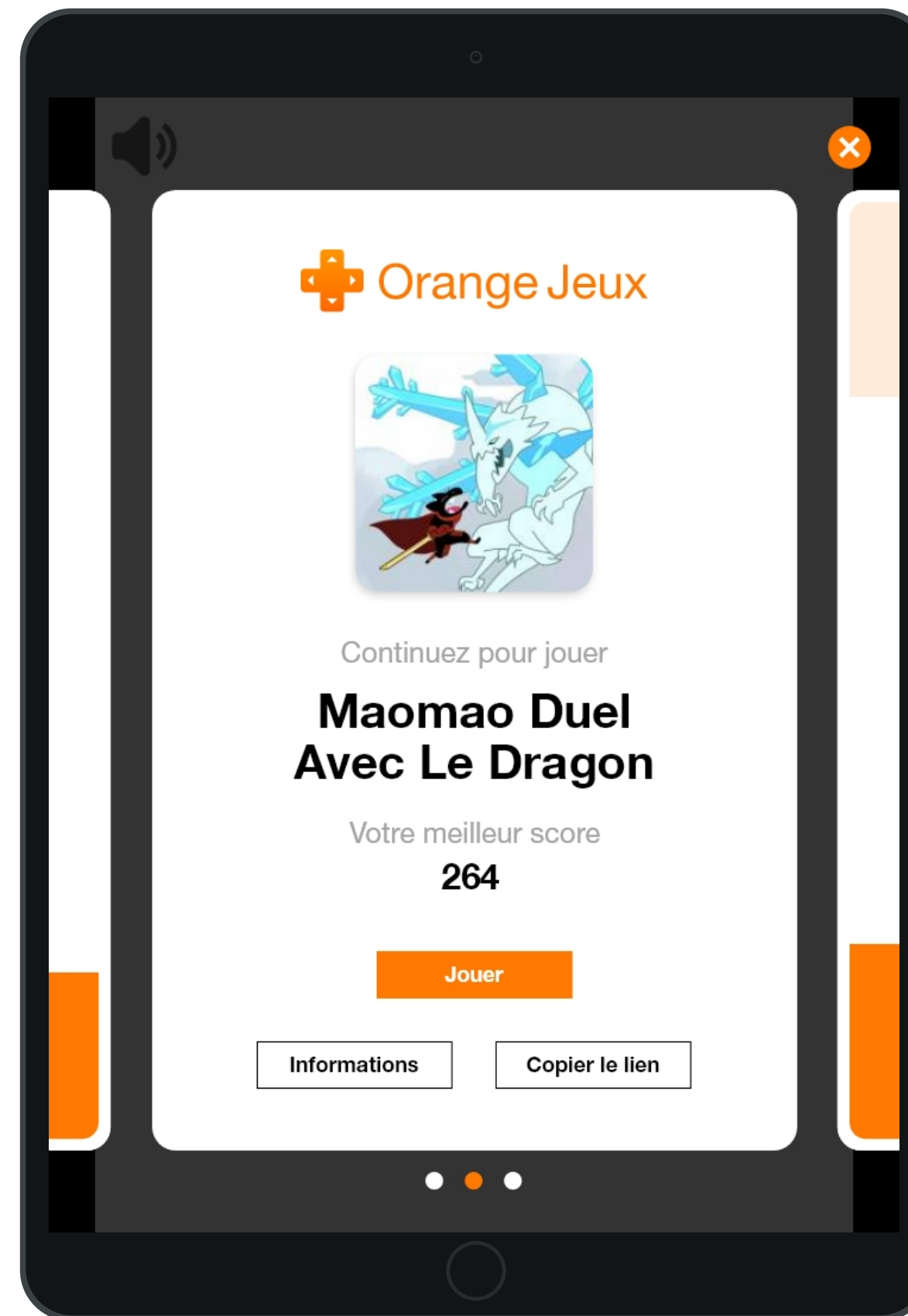


# Tablet - vertical view

START



EDITORIAL LIST



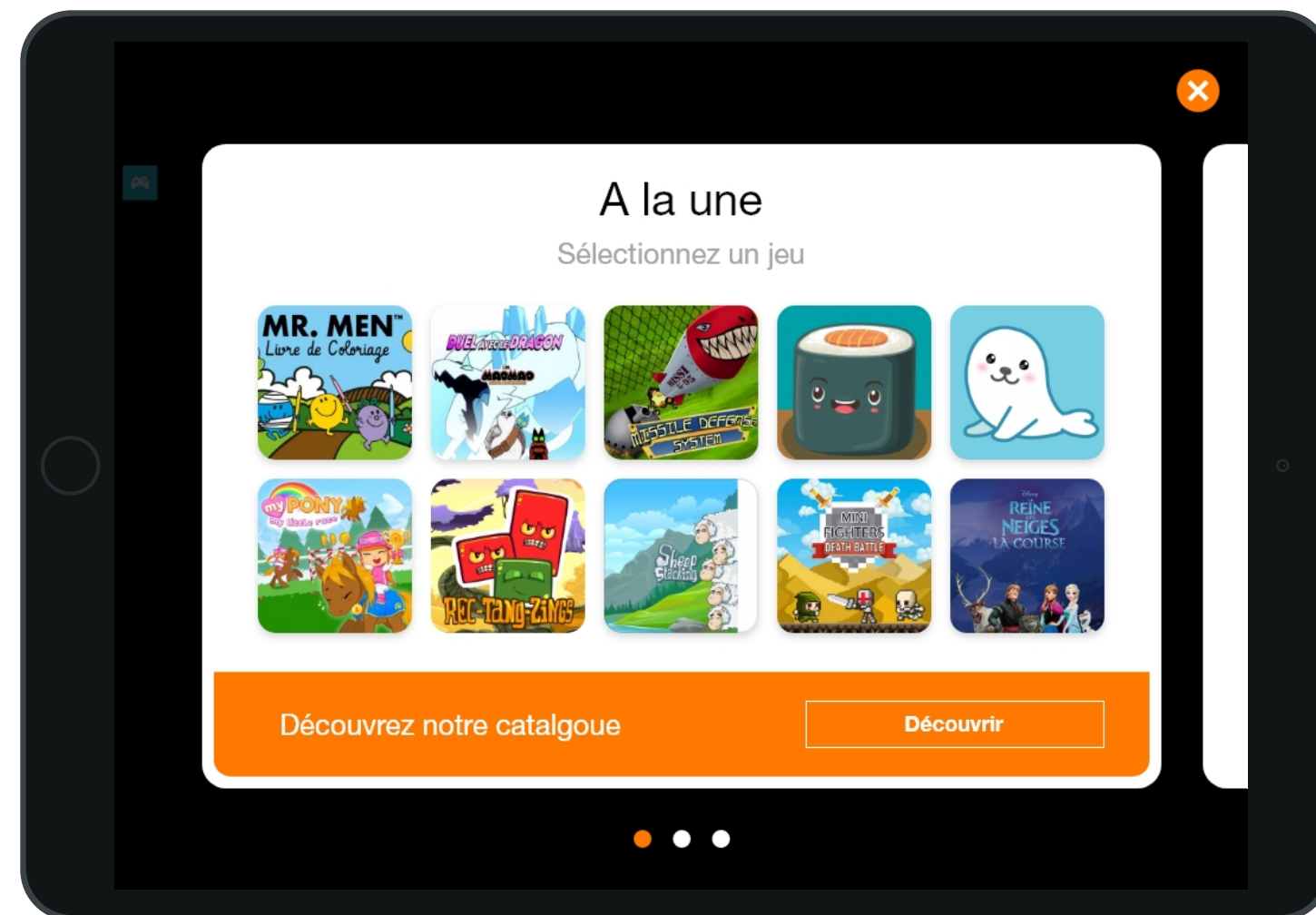
GAME INFO - with and without score visible



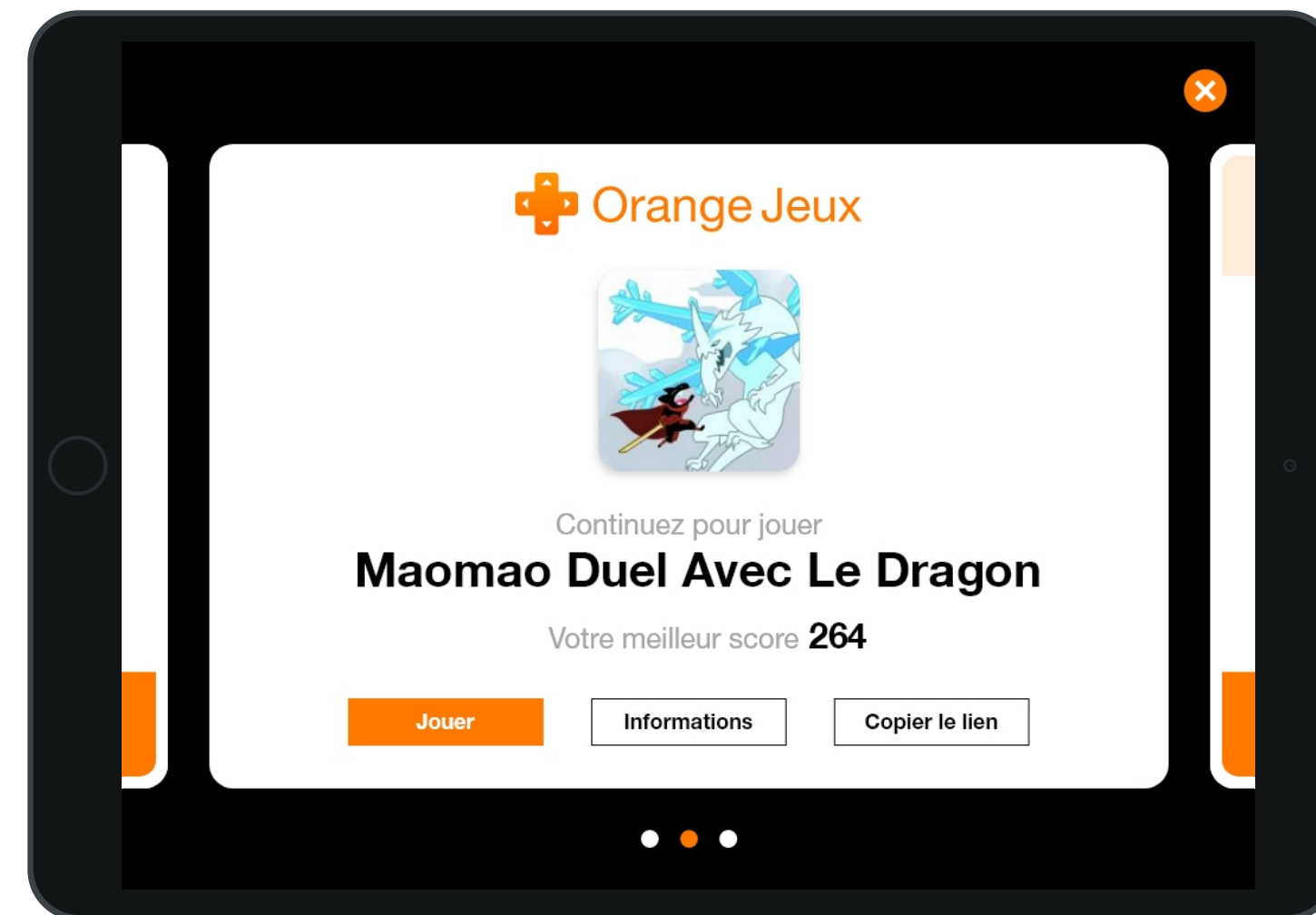
CTA ACCOUNT + EDITORIAL LIST

# Tablet - *horizontal view*

START



EDITORIAL LIST

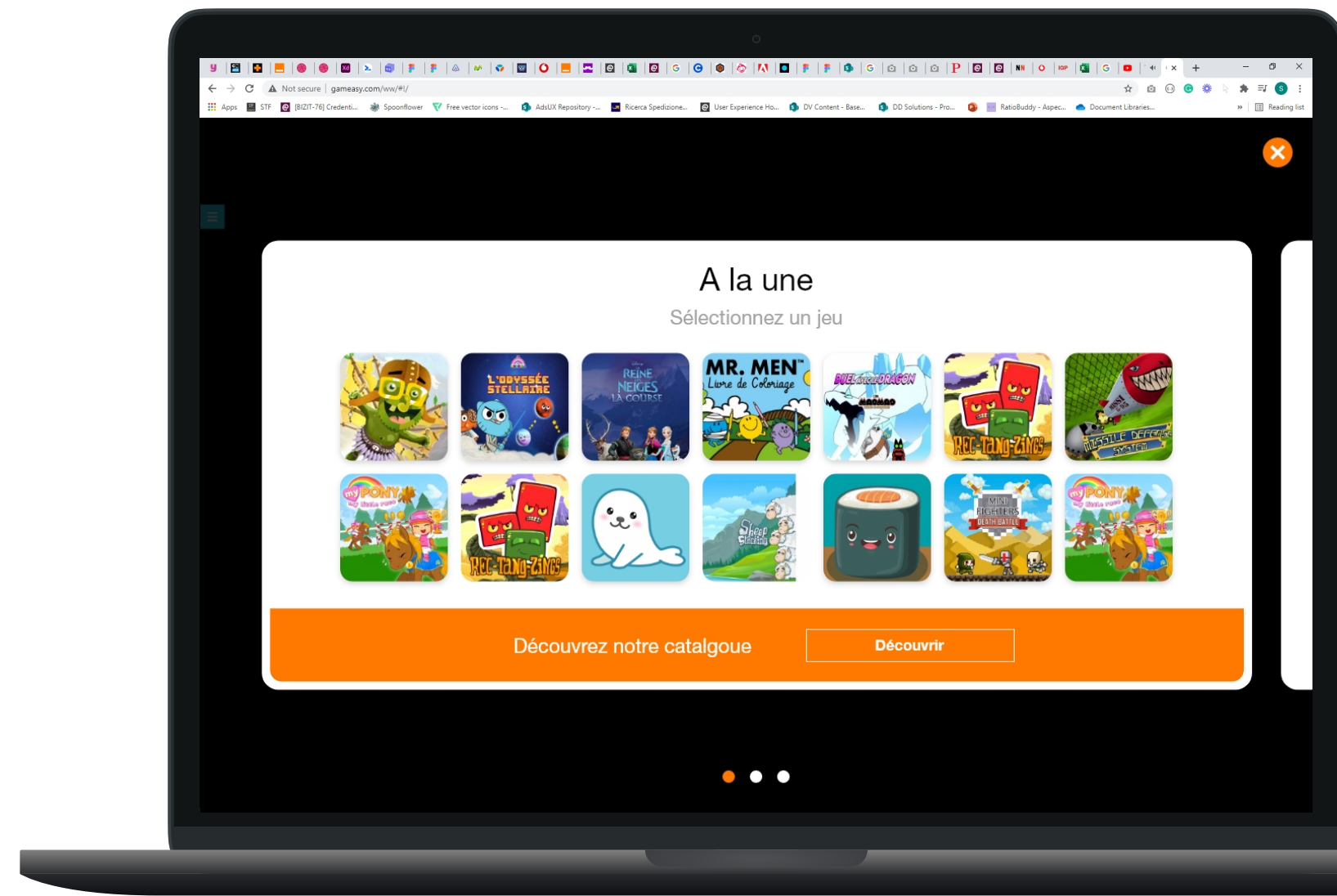


GAME INFO - *with and without score visible*

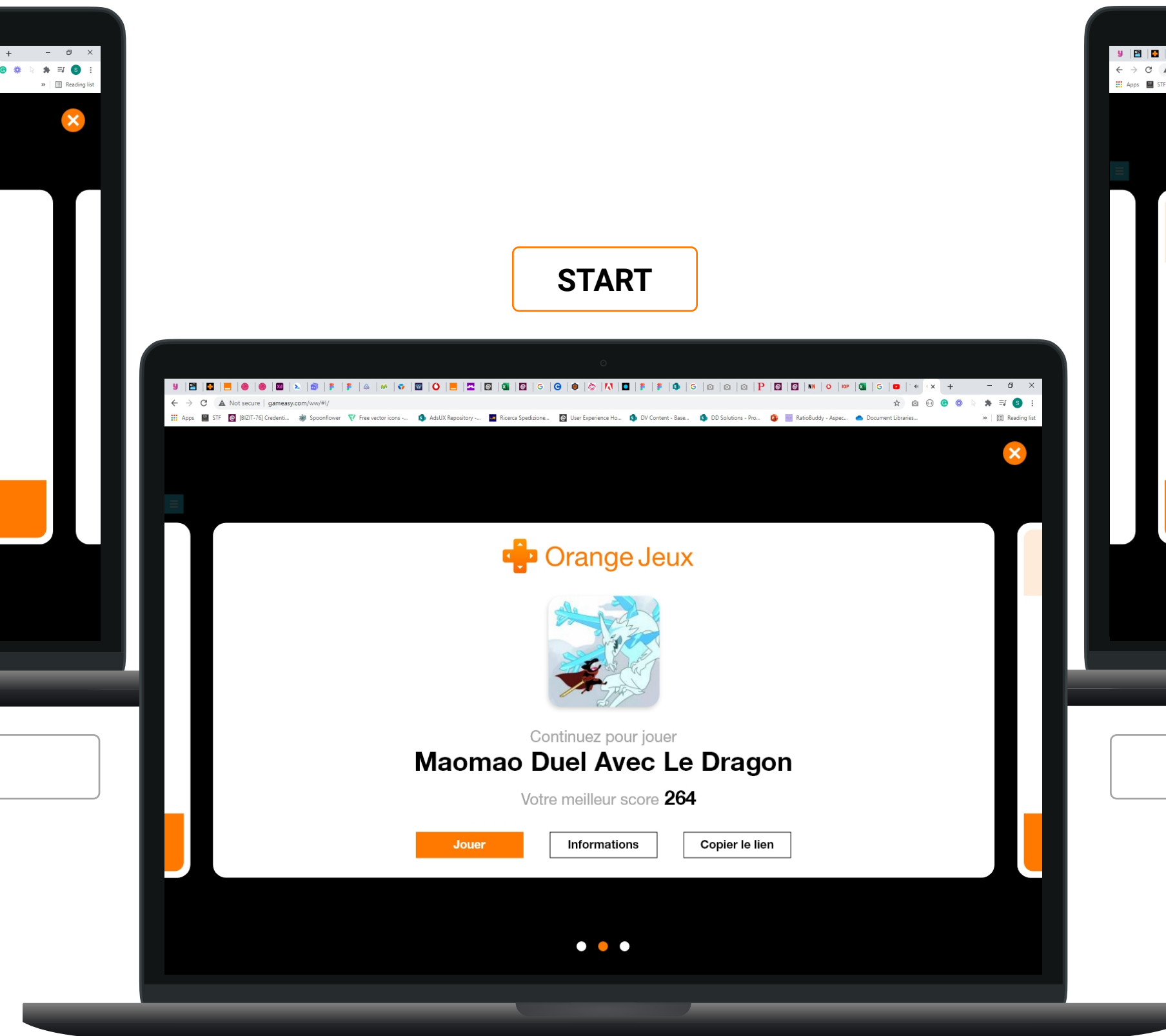


CTA ACCOUNT + EDITORIAL LIST

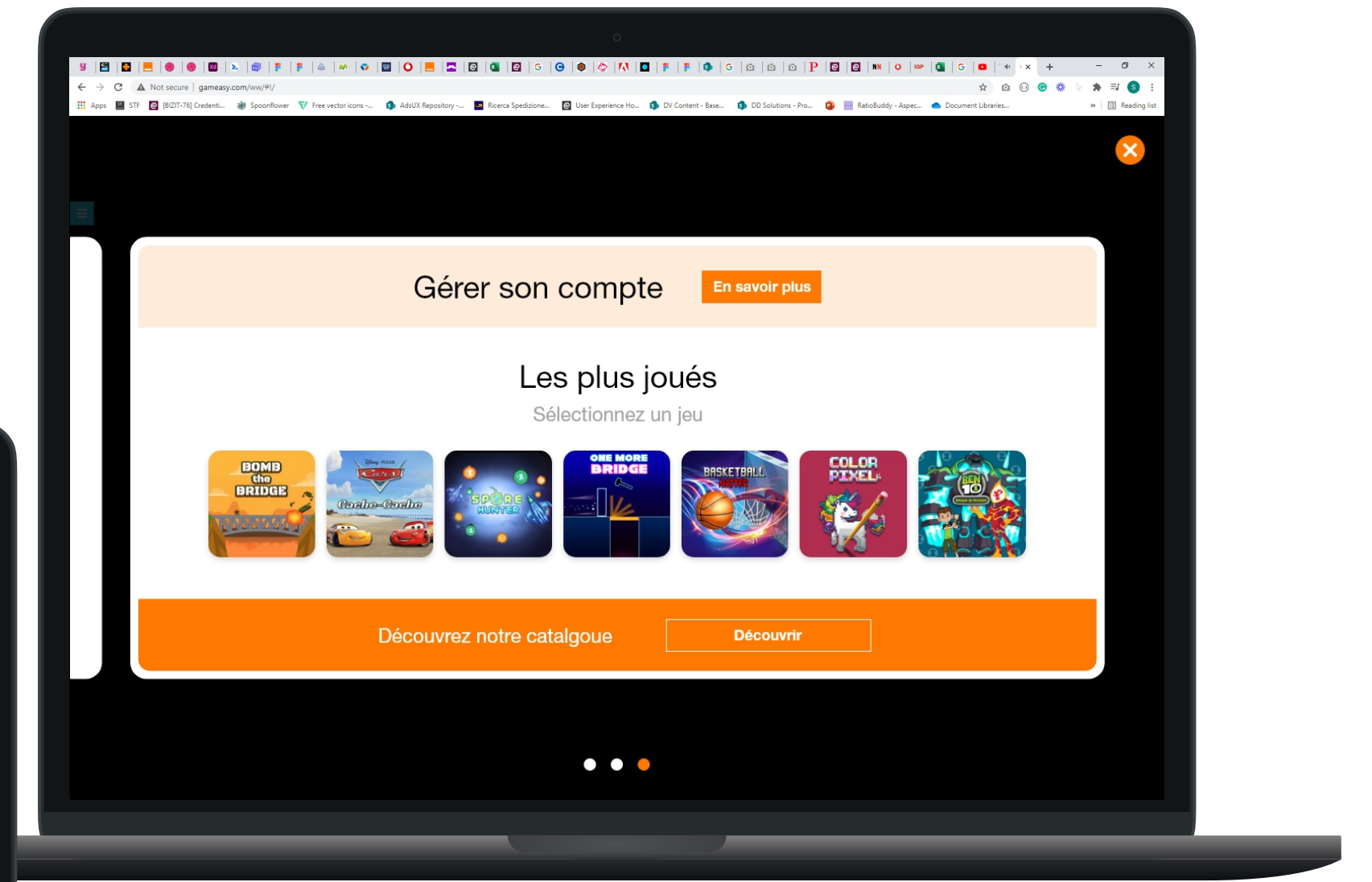
# Desktop



EDITORIAL LIST



GAME INFO - *with and without score visible*

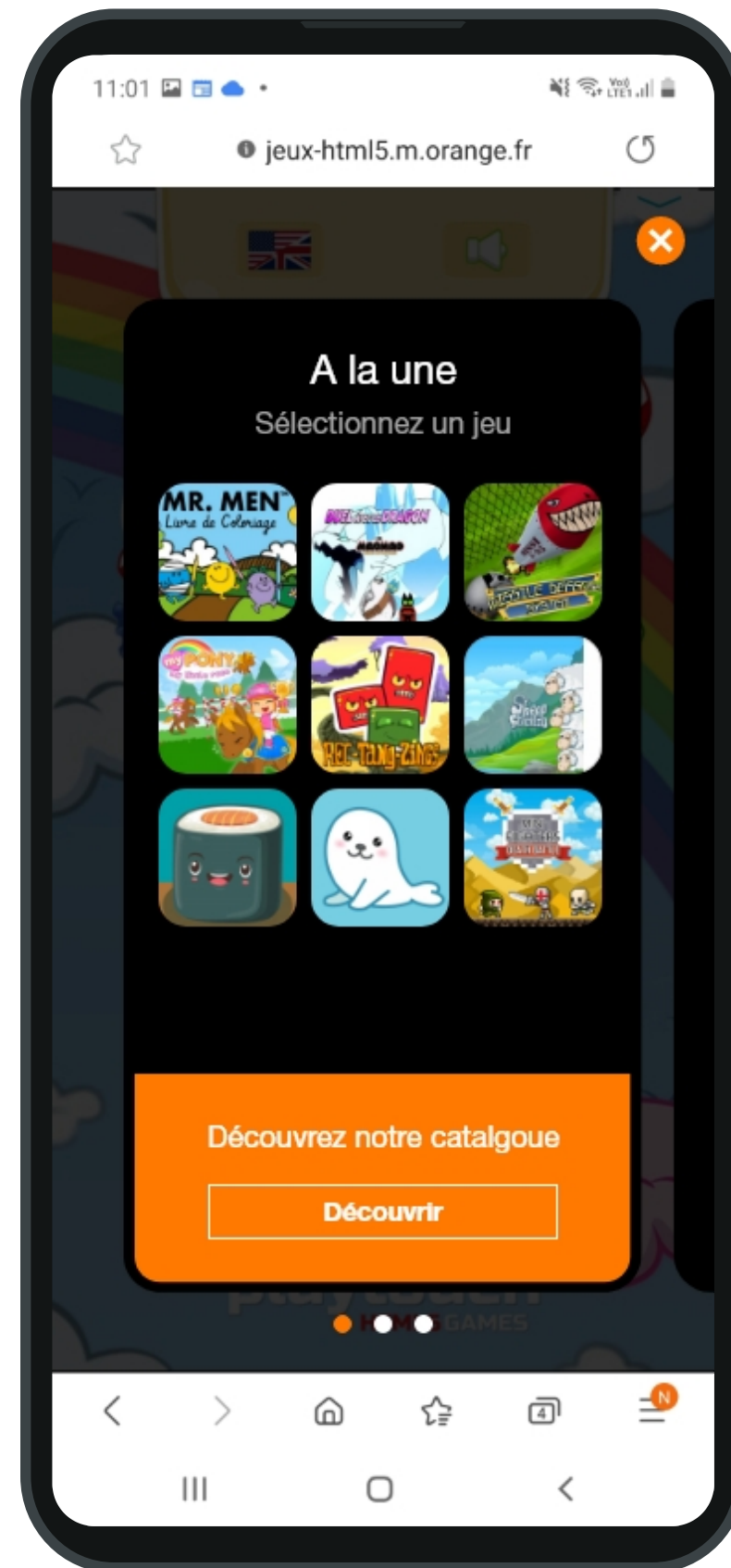


CTA ACCOUNT + EDITORIAL LIST

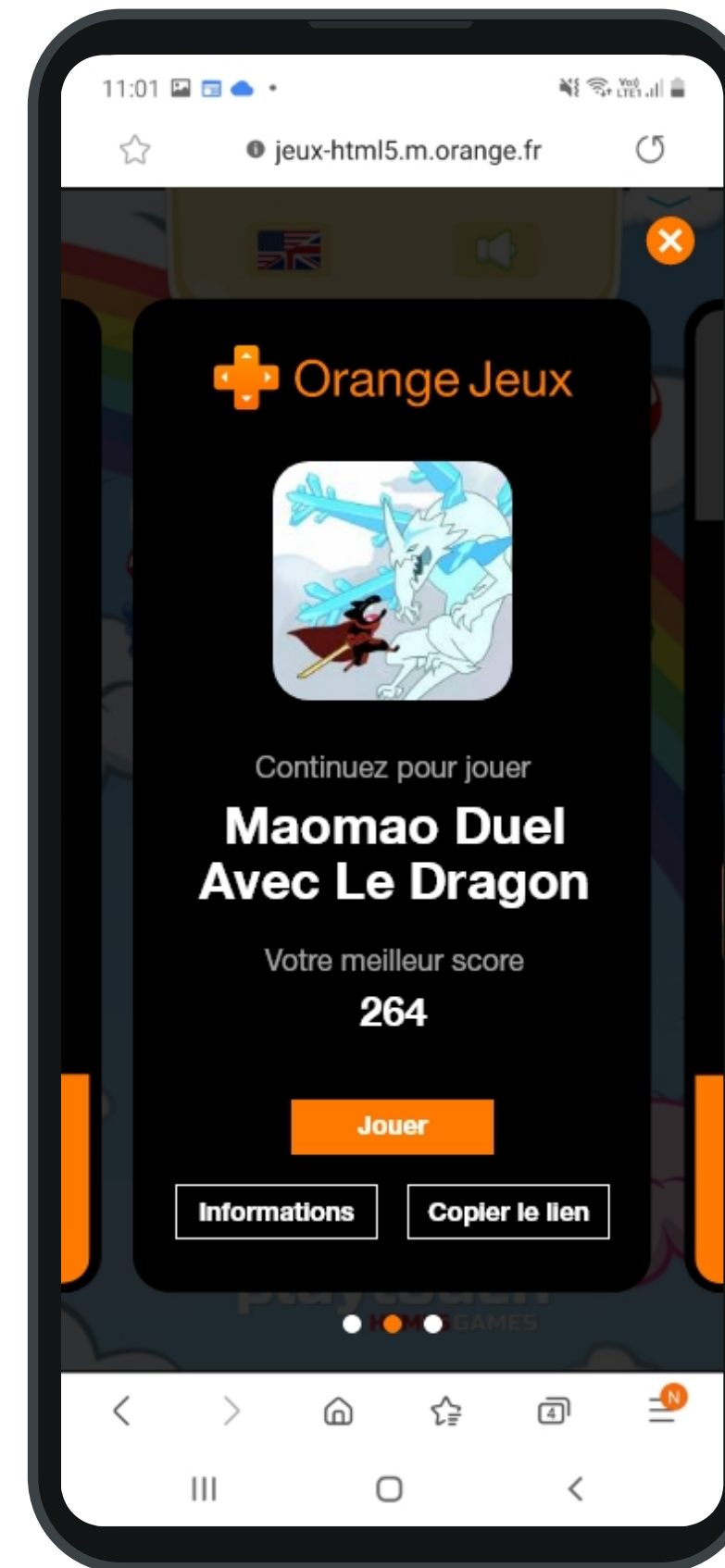


# Dark mode

START



EDITORIAL LIST

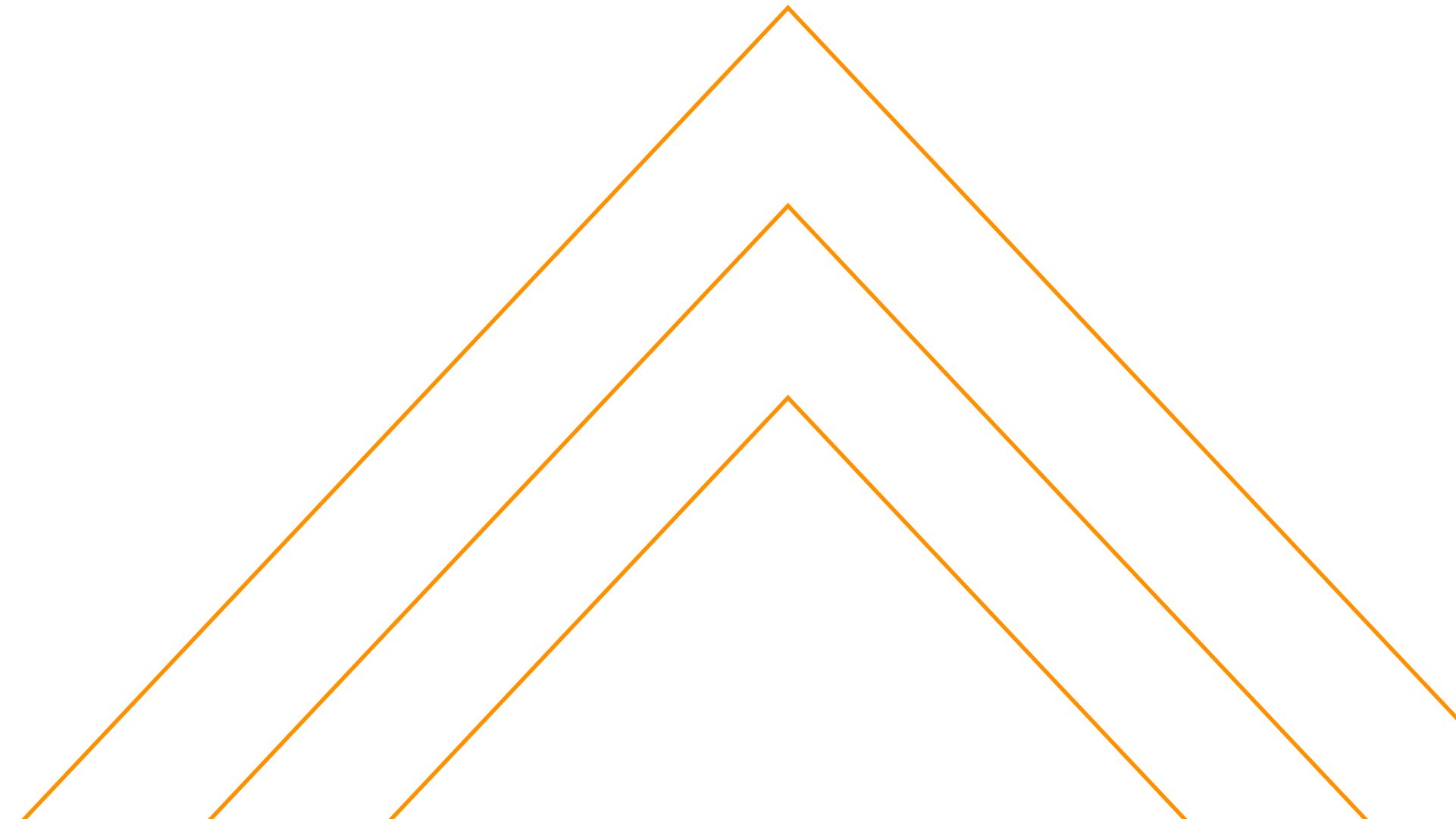


GAME INFO

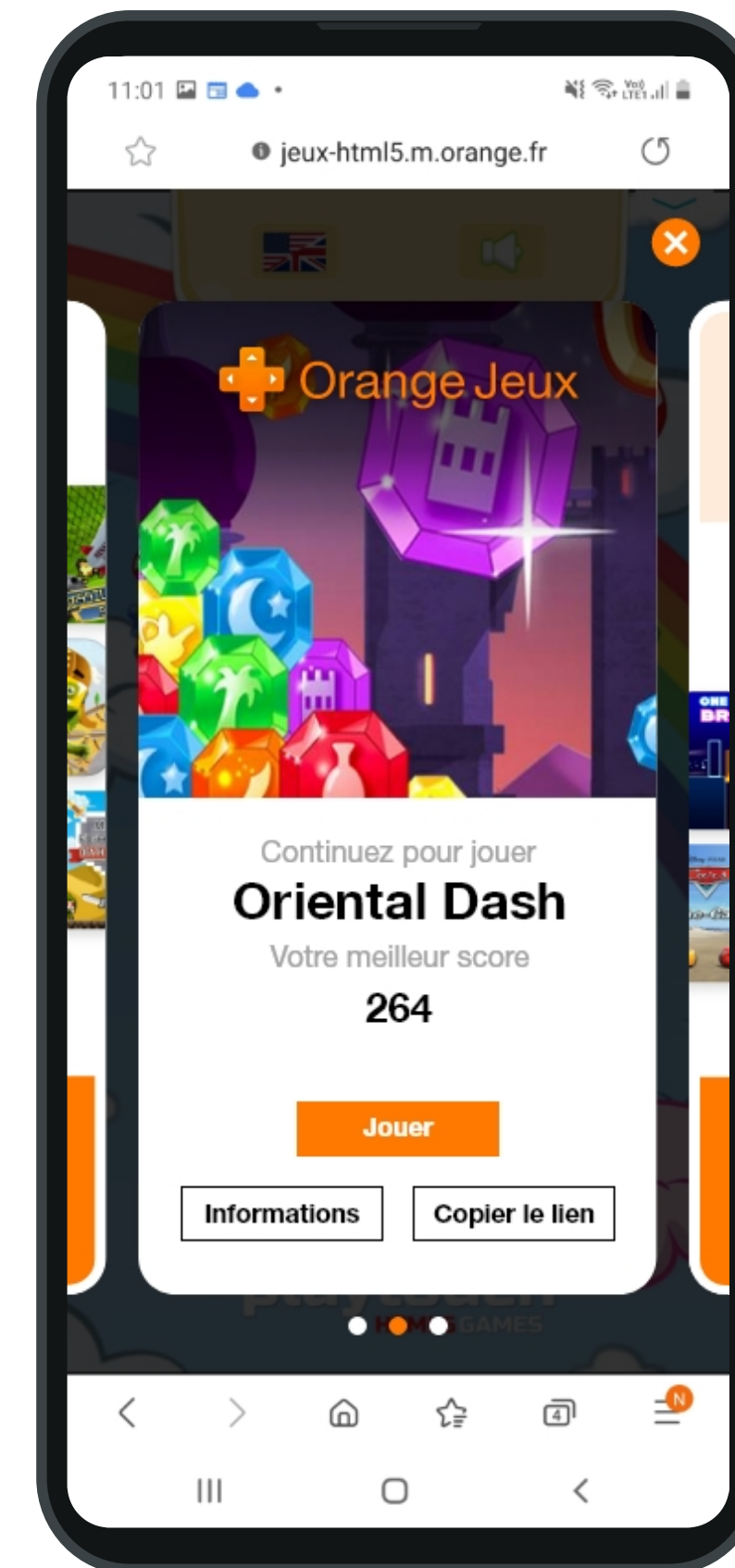
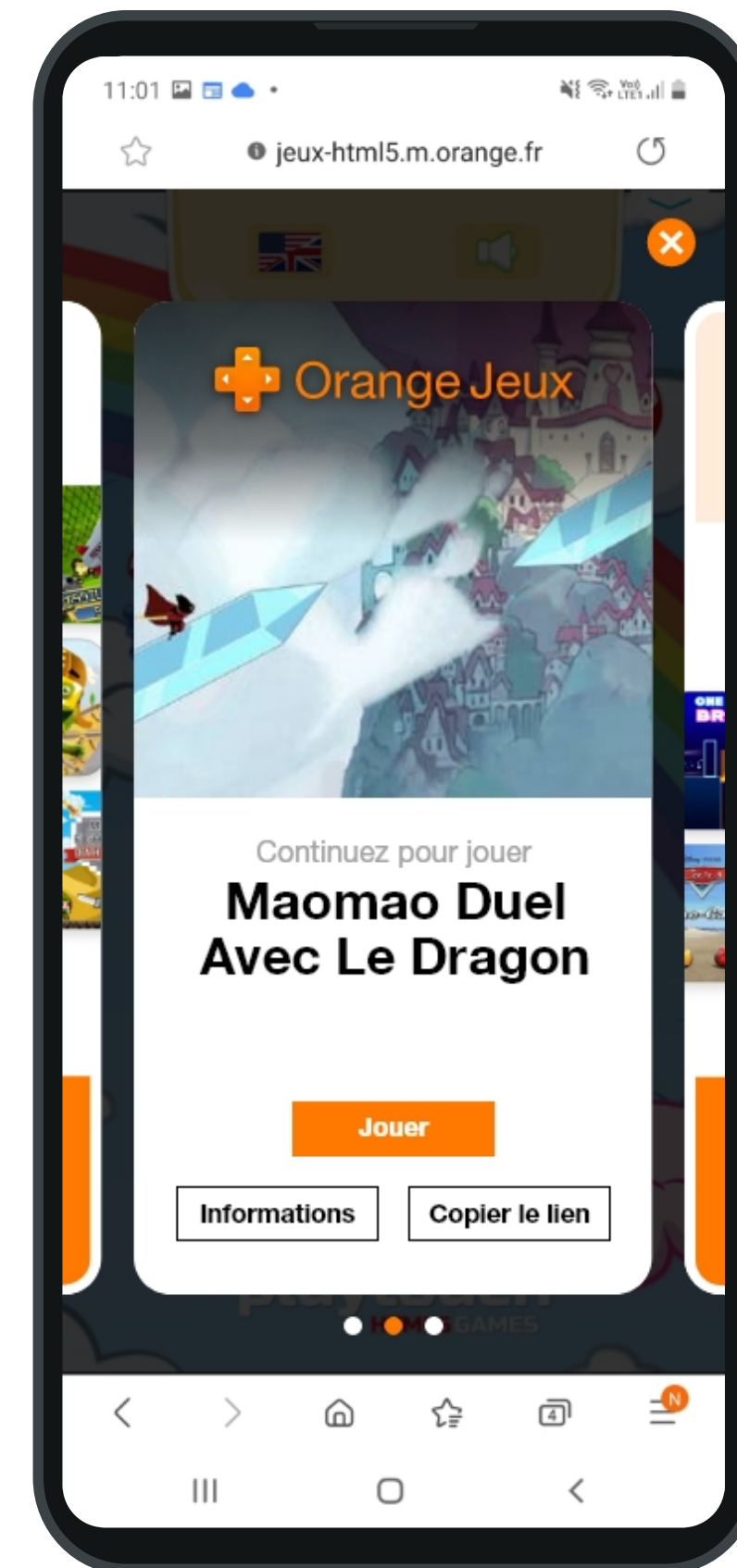
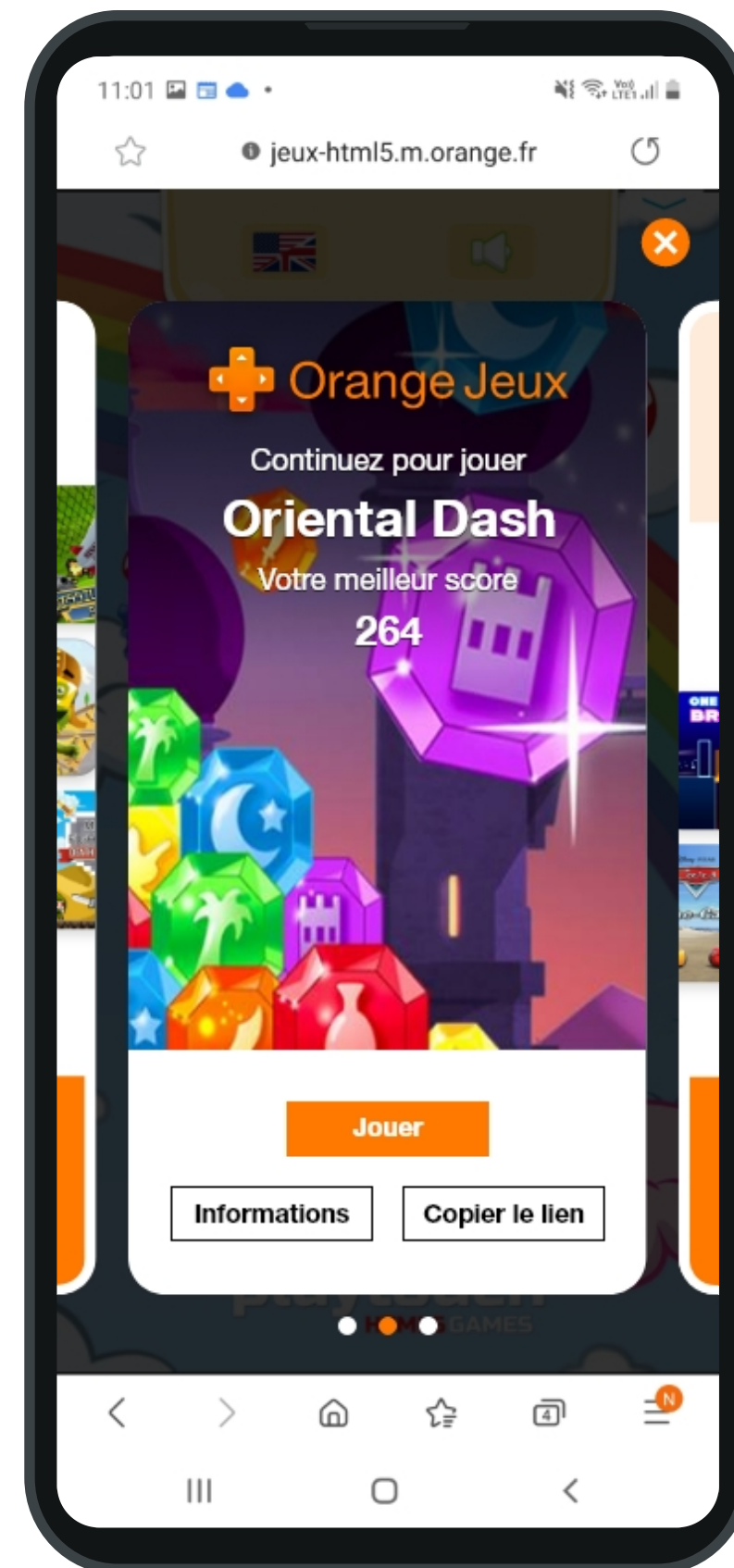
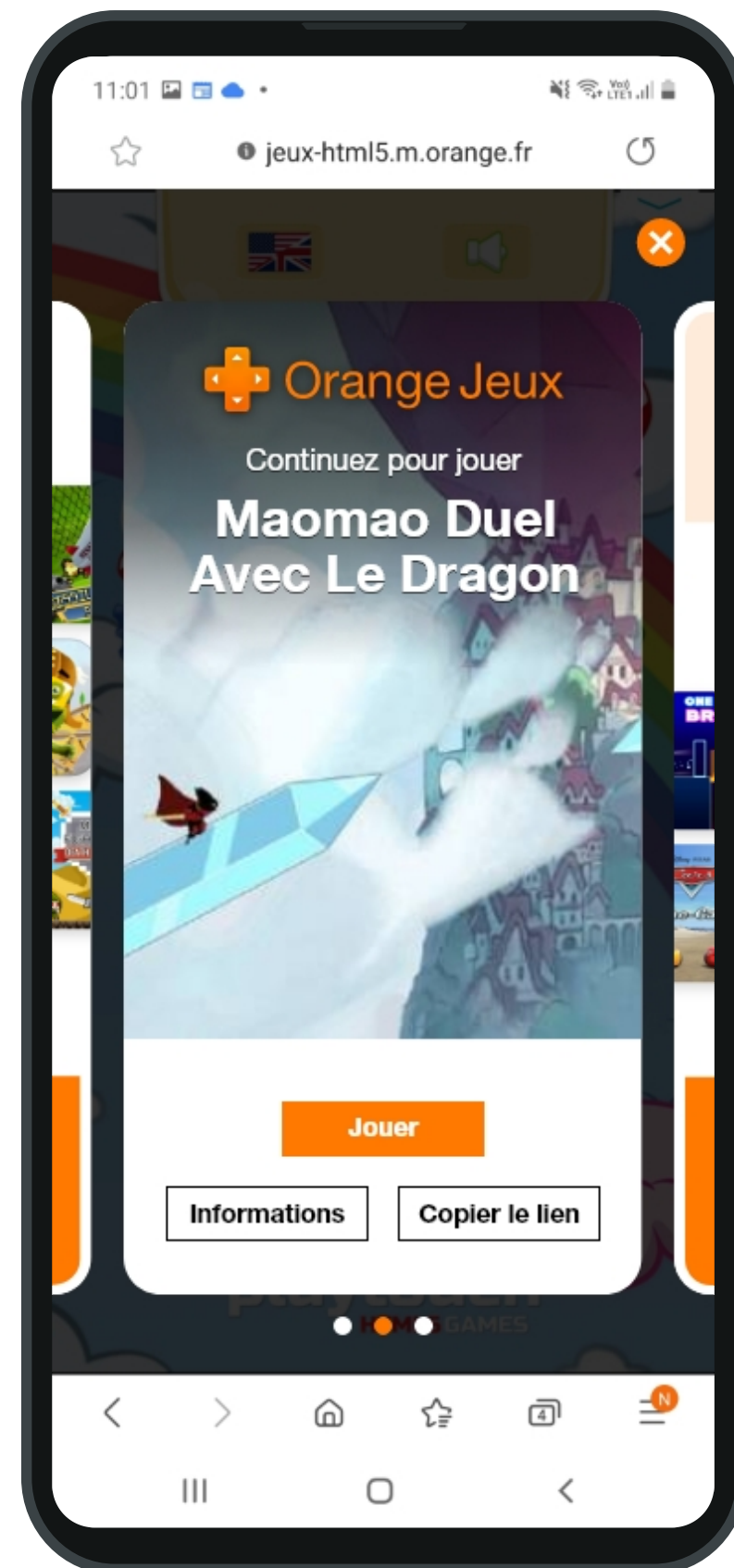


CTA ACCOUNT + EDITORIAL LIST

# **Alternative design ideas**

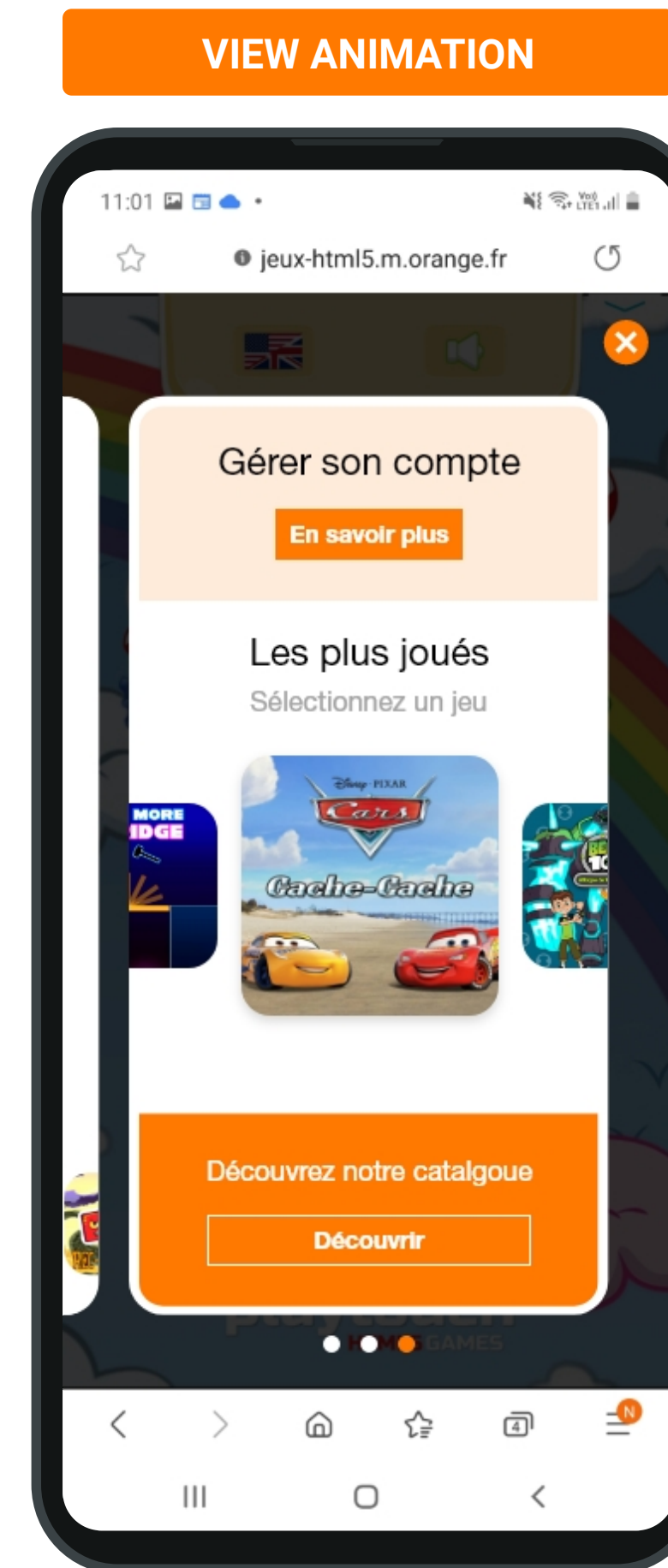
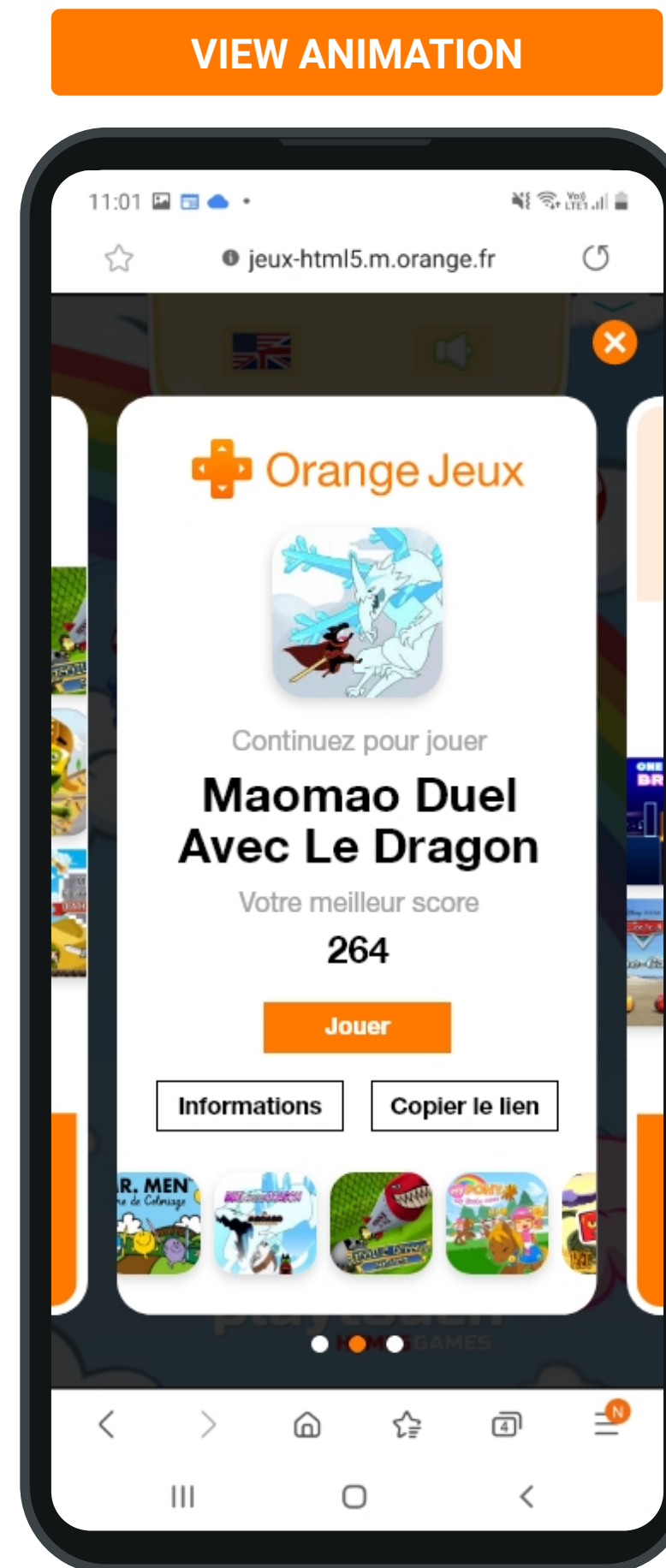
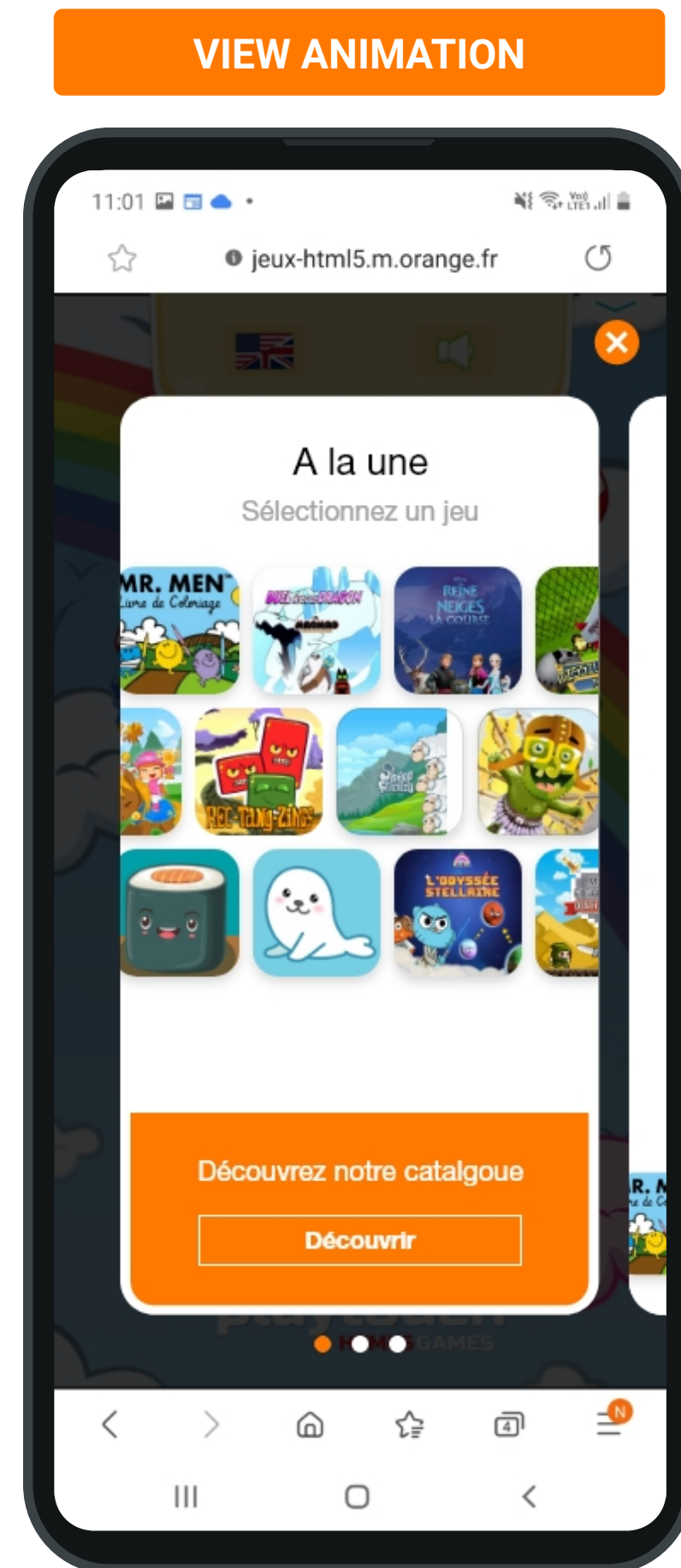


# Game info screen





# Animated editorial lists



**Thank you  
for watching**

**April 2021**

