

// Duels UX Solve: Customization

UX Concerns:¹

- Planes do not look their best, nor very different from each other or the environment
- Customization is too complex for initial roll out.

Validity - Critical:²

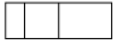
- EEDAR, and internally we acknowledge customization is too complex
- Customization adds value, and attachment and supports core loop
- Similar products simplify customization

Solution Pillars³ -

- Both casual and core users should see great visual difference when looking at different jets.
- Customization system should set user up for success, not force them to be an artist to do it.
- Presentation of Jets should show user customization potential

Solution [1] Process [Resources Required: Design, Art, Engineering] :

- **System: Colors:**
 - Colors should be presented to users as one selection that colors the three parts of the plane

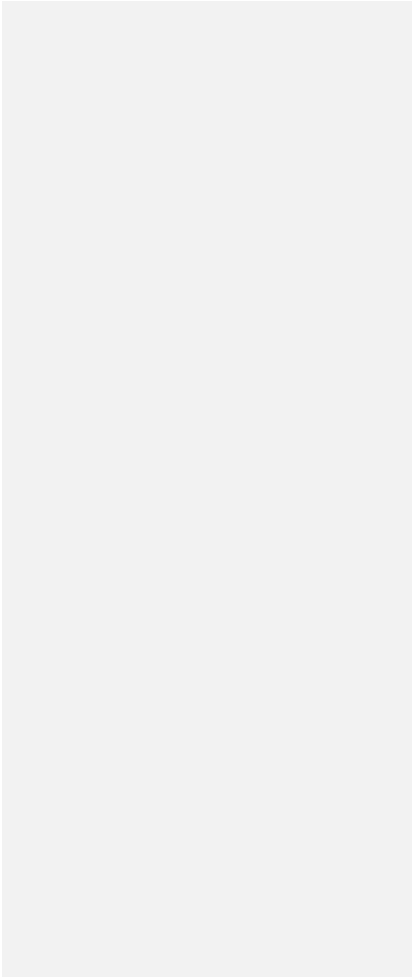


- Initial Set of Colors should not cost users (think of it as when the user purchases this plane they get these sets w/ plane)
 - 10 - 15 color sets initially
- Premium currency planes should have exclusive stock color sets to differentiate them from other jets
- Bosses can have exclusive color sets that drop , these are only viewable on the customization page
- **System Store:**
 - Jets should have a default color scheme already applied
 - to add diversity
 - to give user preview of customization potential
 - so when people fly their plane its not just grey even if they have never customized
 - Colors should be viewable and changeable on the store screen

¹ **UX Concerns:** These are focused issues the document will identify, quantify, and solve.

² **Validity:** A scale on how serious the ux concern is in relation to product success. [**Critical** : Proven via internal research [UR and/or UX group], part of core ux loop, will most likely affect product profitability, **Medium**: Concern in relation to other similar products, research and future scalability, part of profitability loop, could affect product profitability, **Low**: Has not been proven, part of product affects UX].

³ **Solution Pillars:** Each solution should lend itself to supporting these. Three to Five should be sufficient.



- See CSR, and allows users to customize as they buy; building attachment
 - Layout Updates
 - Include paint “sets” on the shop page, and allow user to dynamically color potential jet purchases
 - Fix Bottom Menu to Work as it works in CSR (selector stays in center, bottom bar scrolls)
 - Add Jet Info (Location flag from where its built, and date manufactured)

Commented [1]: Not a thing anymore



- Customization:
 - Color Sets should appear just as they appeared in the Purchase Screen
 - Feel free to display “locked” color sets that can only be gotten by beating bosses or other “drops”
 - If the user tries to preview a locked color sets, update contextual text to “unlock upon ...” (gives user a carrot)
 - Categories of customization to purchase should be decals and patterns
 - Decals should add passive bonuses when purchased
 - Patterns should use the base color set that is chosen
 - Layout Updates:
 - Fix Bottom Menu to Work as it works in CSR (selector stays in center, bottom bar scrolls)

- Initial Customize Screen (displays color sets) should have categories for:
 - Decals
 - Paint (default)
 - Paint now houses Patterns and Colors
 - Player chooses Decal
 - paint selection changes to decal selection, bottom menu shifts so decal is in the middle "selected spot"
 - Need a spot to show a text Name for Paint and Decals
- Purchase Now Simplified:
- Player can only purchase one pattern or decal at a time
 - If player backs out without purchasing, revert jet back to previous customization set by player that doesn't require purchase

