

The logo for NBA Live 18. It features the NBA logo on the left, followed by the words "NBA LIVE" in white, and the number "18" in red. The background is a dark, blue-tinted image of two basketball players, one in a white jersey and one in a red Houston Rockets jersey.

NBA LIVE 18

CONVERSATION SYSTEM



THE CONCEPT

CONVERSATION SIM IN BASKET- BALL GAMES

NBA Live 18 includes an immersive conversation system contained in a diegetic user interface. Our goal was to further engage the player into the game with simulated messaging between their avatar and the various people they would know. The objective was to deliver a more interesting user experience for the reward/goal gameplay loop, as well as other common actions like team selection. Success was measured by users positively receiving this significant change to a core part of the game and if it led to more replay value compared to previous versions of NBA Live.



USER AND MARKET RESEARCH

GOAL

Compared to tech industry, gaming industry, especially sports games should be treated differently in user research field. The main reason being AAA games generally have multiple series. NBA LIVE franchise has been around for more than 10 years, with one game each year, we actually have plenty of data from users playing each generation. In this case, it is very valuable to do research internally first.

With that being the premise, the research goals of this project are:

- Figure out what's the right complexity for the system
- Which type of the conversation system fits best with our current game
- User's expectations of this system
- The common types of existing game conversations design

KEY QUESTIONS

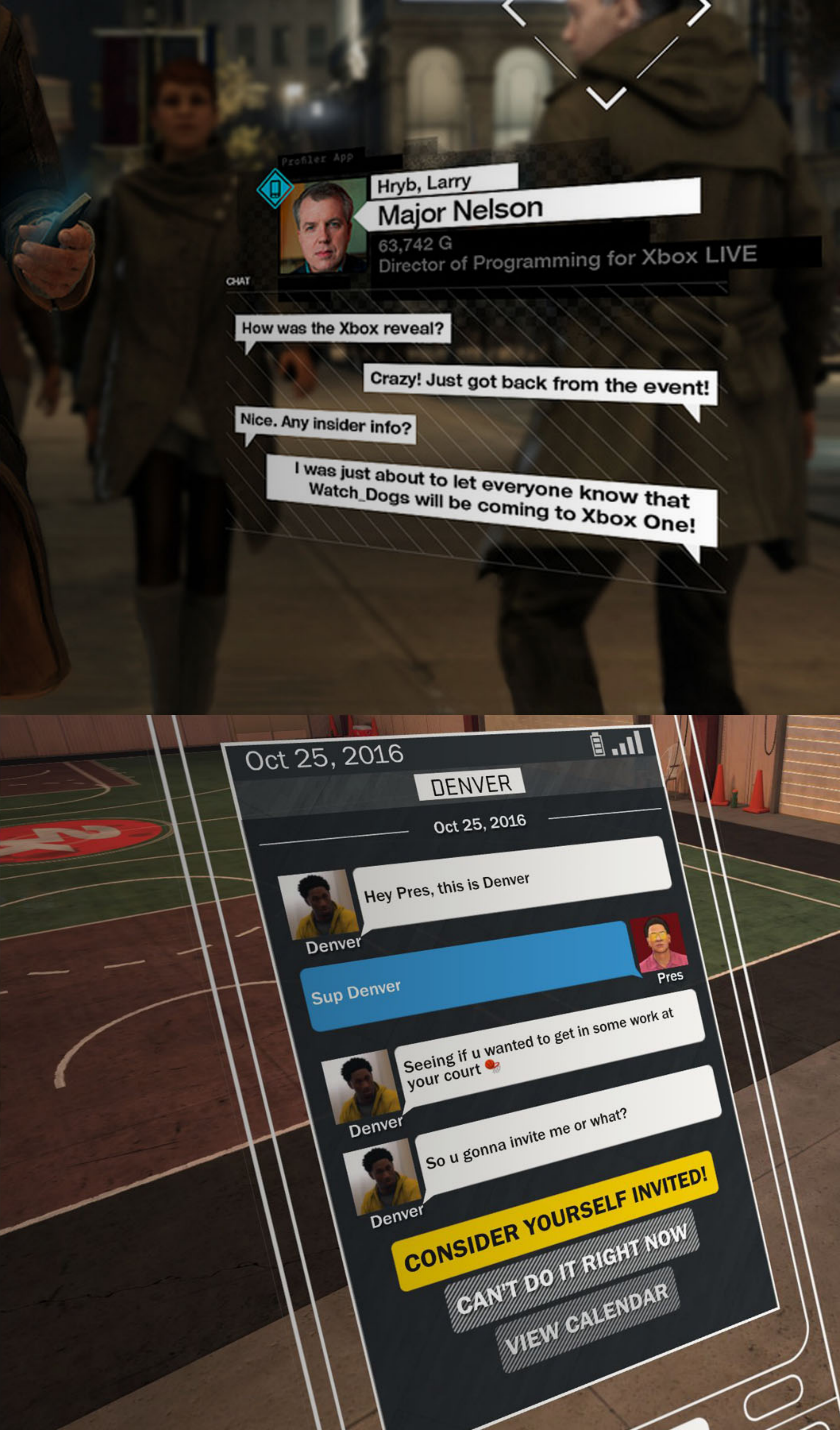
To understand user's expectations and needs better, I interviewed internally on senior designers and user researchers. Externally I also got the chance to talk to few of the hardcore basketball simulation players. The key questions during my user research are:

- What type of AIs the players expect to encounter in this virtual world?
- How is the user interacting with the old goal/ reward system and what do they not like about it?
- What type of existing game conversation systems do the user find more interesting and immersive.

FINDINGS

Through research on existing conversation system in games and conducting interviews with person who are closely connected to the game, here are my key findings about the feature:

- There are mainly 3 types of AIs the player expected to encounter: the ones that connects to the storyline like their agents, the ones that came from real world like NBA stars, and the ones that consist of their personal life like friends and family.
- The existing goal/ reward system did not have enough freedom for the user to choose different difficulties
- Although the ones that have the shape of phone feels like normal like, people actually find the borderless ones more intriguing and immersive
- Some players don't read the entire texts



EACH STEP OF USER EXPERIENCE

USER JOURNEY

OPEN THE GAME



Feelings

Boredom
Excitement

Activities

Wait for loading
Look at phone

Expectations

Win games
Level up
Satisfying rewards
Get better at games

DISCOVER OPENING TASKS



Feelings

Curiousness
Excitement
Intimidation
Disappointment

Activities

Browse tasks
Check action items
Check new notifications

Expectations

Find interesting matches
Find awesome rewards
Find new messages/ notifications

SELECT TASKS AND PLAY



Feelings

Excitement
Joy
Slight Annoyance

Activities

Read task details
Load the game

Expectations

Perform amazing stuns
Score points in games
Get hot streak
Become MVP

FINISH THE GAME



Feelings

Satisfaction
Disappointment
Regret

Activities

Read game results
Receive rewards
Unlock new traits

Expectations

Get awesome gear
Get REP/ currency reward
Level up
Get skill points

OVERALL GUIDELINE FOR THE DESIGN

USER EXPERIENCE VISION

Based on the issues and insights found through conducting user research, we found three key areas that could be improved by developing the Conversation System:

1. Providing a more immersive virtual experience that's lacking in current system
2. Dressing the current goal/ reward system in a more intriguing way
3. Giving the users the option to choose what level of difficulties for goals they want to achieve

Based on these key issues, the UX vision for the new conversation system for NBA LIVE 18 is:

Players have a sense of the personalities in the avatar they created, and even identify with them.

IDEATION PROCESS

IDEA 1

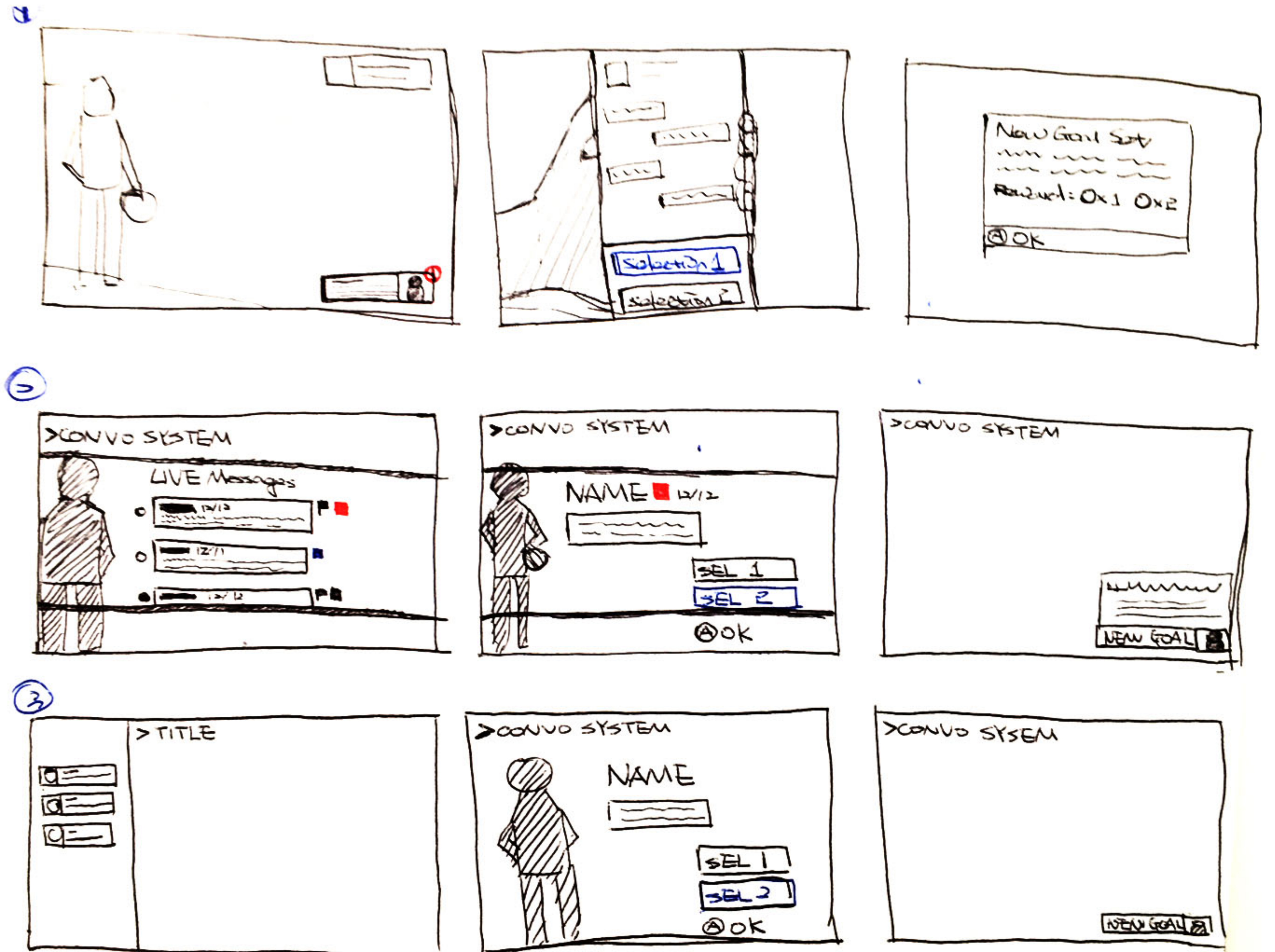
- 1, Uses the existing notification system;
- 2, Simulates the perspective of how people check messages in real life;

IDEA 2

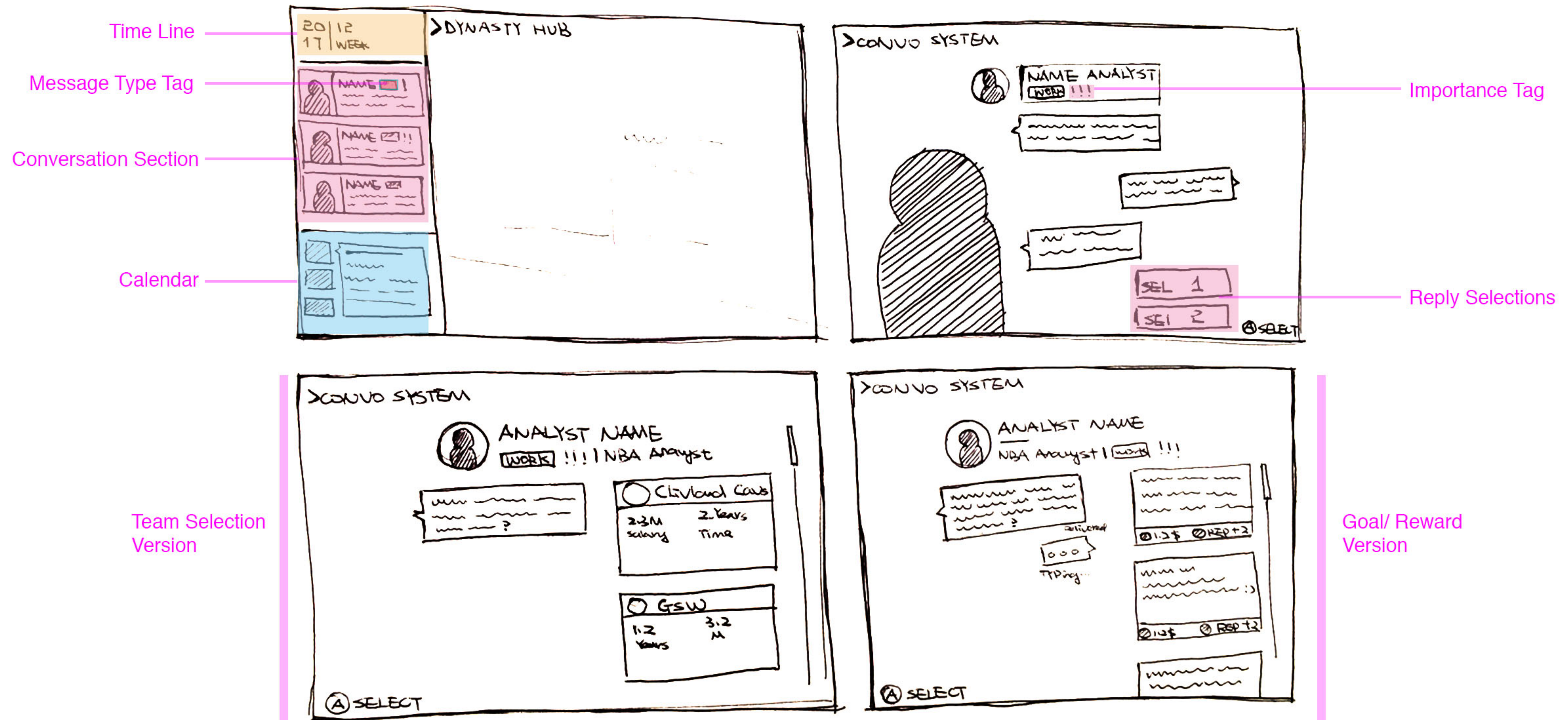
- 1, Explores the use of the existing news wall in game;
- 2, Has a better presentation of the messages and options;
- 3, Uses the existing notification system for receiving rewards;

IDEA 3

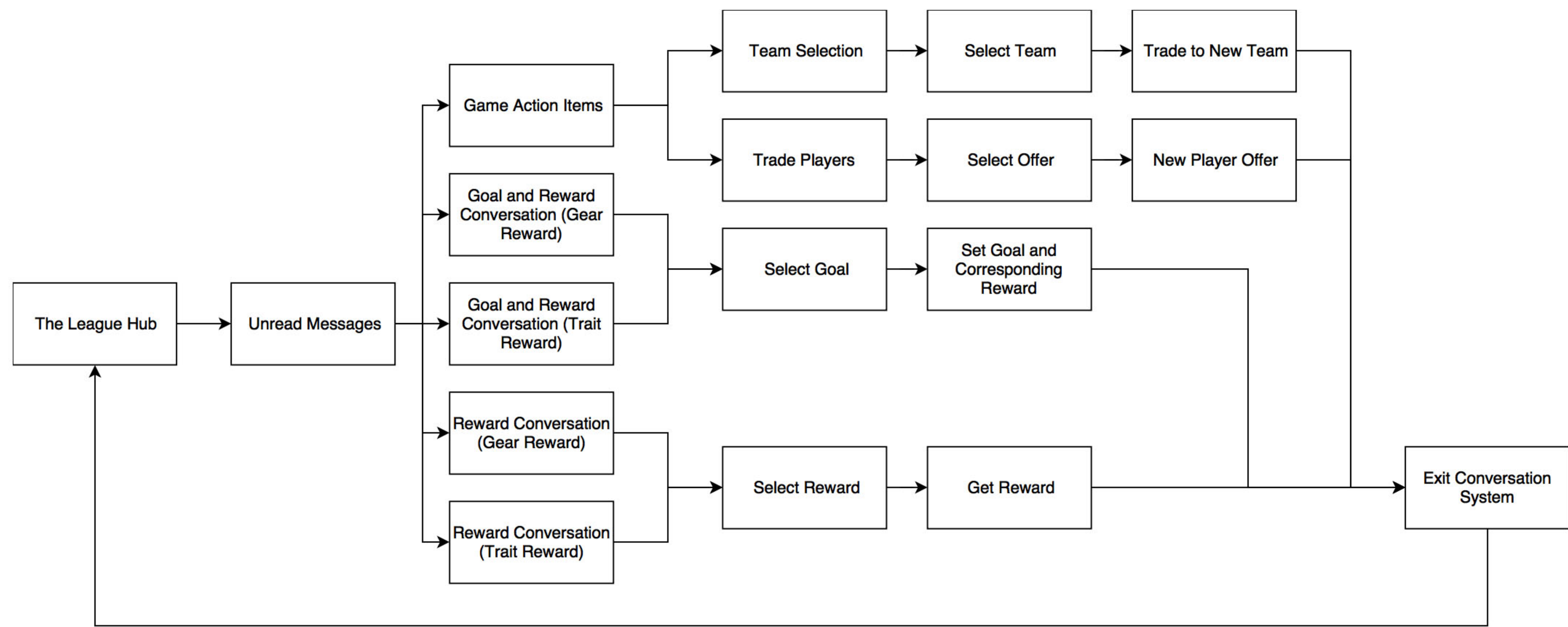
- 1, Develops a new action item panel that improves the overall experience;
- 2, More expensive on the engineer side;
- 3, Has the cool AR, futuristic interface that can present information clearer;
- 4, Uses the existing notification system for receiving rewards.



LOW FIDELITY WIREFRAMES

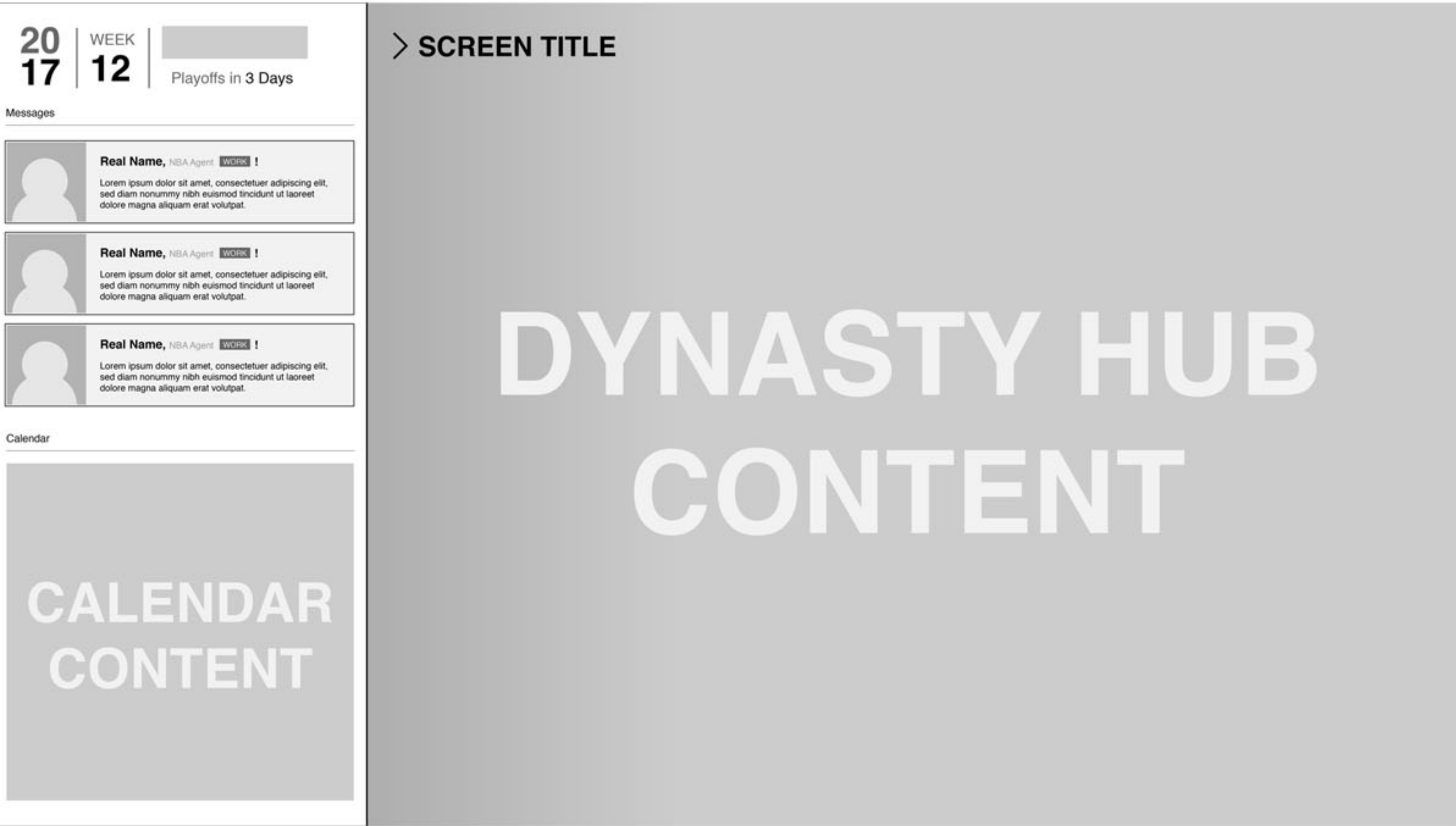


COMPLETE UX FLOW



PART 1: DYNASTY HUB NOTIFICATION PANEL

MID FIDELITY WIREFRAMES



MID FIDELITY WIREFRAMES

> CONVERSATION

Manny Analyst

NBA Analyst WORK

Read

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SELECT

> CONVERSATION

Manny Analyst

NBA Analyst WORK

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SELECT

Golden State Warriors

12

11

1200

7

Some Other Team

12

11

1200

7

Some Other Team

12

11

1200

7

Week 3 | Nov, 2017

3 Weeks To All Star 8 Weeks To Playoffs 12 Weeks To Finals

Before Next Game

Trade Offer
The Lakers are interested in Anthony Davis

Scout Players 150
Scouting Points

Re-Sign Players
Re-sign Players or exercise any available team options on existing contracts

Up Next

23-13 ON HALLOWEEN 23-13
MAGIC CAVALIERS
Play Full Game
Play Key Moments
Sim Game

A SELECT

DYNASTY

LB TO DO RB NEWS MY TEAM THE LEAGUE LEAGUE SETTINGS

MIN PER GAME 40.6 AVG. GRADE 82 ROLE Starter

NEWS
THIS WEEK
Ramping Up for the Real Thing
NBA Star player beats incredible record, facete democritum ut eum, platonem inimicus te vim. Blandit detraxit instructor te. Te sea iisque convenire, audiam sanctus salutandi teper.

News 9

Avatar Menu

3
Week

DYNASTY

TO DO

LB

NEWS

RB

MY TEAM

THE LEAGUE

LEAGUE SETTINGS

MIN PER GAME
40.6

AVG. GRADE
82

ROLE
Starter



Before Next
Game



Up Next

3
TUE

4
WED

5
THUR

6
FRI

7
SAT

A SELECT



NEWS



THIS WEEK

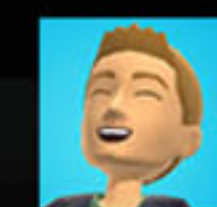
Ramping Up for the Real Thing

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democritum ut eum, platonem inimicus te vim.
Blandit detrahit instructio te. Te sea iisque
convenire, audiam sanctus salutandi teper.



News

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> CONVERSATION



Manny Analyst

NBA Analyst

Private Message



You had an awesome game against the Lakers, scoring 22 points, in the team win. San Antonio is your next opponent and they are tough. Can you repeat this performance?

Choose a response



"San Antonio is a very tough team, and they play tough D. My total would be less. "

Reward: +3 Rep +300 RP

"San Antonio is a tough team, sure, but I am on a roll and I can keep this level up."

Reward: +3 Rep +300 RP

"San Antonio is just another team in my way to the finals and I will run right through them! "

Reward: +3 Rep +300 RP

A SELECT B BACK



> CONVERSATION



Manny Analyst

NBA Analyst

Private Message



You had an awesome game against the Lakers, scoring 22 points, in the team win. San Antonio is your next opponent and they are tough. Can you repeat this performance?

Choose a response



"San Antonio is a very tough team, and they play tough D. My total would be less."

New Goal: Score 10 Points in your next game

Goal Reward: +50 Rep New Trait

"San Antonio is a tough team, sure, but I am on a roll and I can keep this level up."

New Goal: Score 20 Points in your next game

Goal Reward: +50 Rep New Trait

"San Antonio is just another team in my way to the finals and I will run right through them!"

New Goal: Score 30 Points in your next game

Goal Reward: +125 Rep New Trait

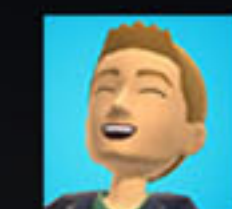


Streaker 1

Hot and Cold streaks last longer

OVR +2

A SELECT B BACK



> CONVERSATION

Rank is the best way for you to open up a lot of perks for you down the road, like endorsements and access to cool things. Ready to get to it?

Sounds great! What do I need to do?

Just let me know which team you want to work out with. They all have a need for someone like you, and do the best you can. The rest will be cake. This is your first step to NBA greatness!

Choose Team

...

LA Lakers



Minutes
32

Salary
22.85M

Role
Starter

Duration
2 Years

Chicago Bulls



Minutes
32

Salary
22.85M

Role
Starter

Duration
2 Years

LA Clippers



Minutes
32

Salary
22.85M

Role
Starter

Duration
2 Years

A SELECT **B** BACK



> TRADE OFFERS



Manny Agent

My Agent

Private Message



Hey, heard you might be interested in making a trade happen, so I've gathered some preliminary info on teams who want your talent on their side. Take a look at the potential offers, and let me know if anything sounds good - I'll take care of the rest. :cool:



"I want to stay with the Warriors. Don't trade me."



Los Angeles Lakers

Pending Trade:
PG | Russell Westbrook

Join the Lakers

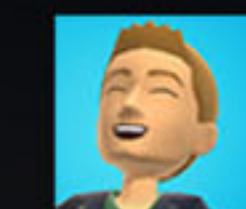


Cleveland Cavaliers

Pending Trade:
PG | Russell Westbrook

Join the Cavaliers

(A) SELECT (B) BACK



ORIGINAL DYNASTY HUB

