Barbie Match-3 UI/UX Optimization

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Out of Moves

Out of moves dialog is one of the really important dialog as it is one of the main monetization in all of Match-3 categories. This dialog needs no incite people of buying those extra moves.

Therefore, a nice encouraging visual needs to be present on that screen. In that case, it could be something like Barbie, on top of the screen, looking inquisitve (between happy and sad, thinking) and looking at you. It could either be 2d, flat image, or maybe 3d animated if possible. This should be on top of the dialog.

Let's bring back the banner, and have the title of the dialog be somethign positive as well. Something like "Almost there!" or "You are close!" instead of stating a negative "Out of moves" message. We can also get rid of the level.

For the "Remaining" section, this is fine, but I think to reinforce the positive that you are almost succeeding this level, we should add the goals that have been completed, and add checkmark to them if there is more than 1 goal.

I would make the watch a video button a different color as the Play on, to really differentiate both options. The buttons looks good with the slider on the elft with the number of moves. If you guys are deciding to go with the iconography for the moves and not put the word "moves", make sure that you reuse it everywhere (gameboard, powerups, etc.) wherever you are relating to mvoes so it's consistant.

We could also remove the "Get more moves" string as it is not really relevant and use the space to add a 1-2 line encouraging/descirptive message.
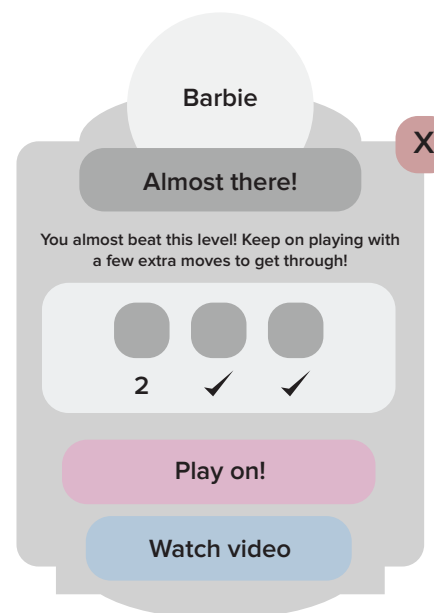
Loading (Facebook Connection)
Really simple dialog. Eveyrthing is good here.

Make sure the text is legible (dark text). Also one the important part is to make sure that there is an animation to convey to the user that the game is doing something, and it hasn;t crash. Sometimes, just animated those little dots (...) after the word Loading are not really clear, and it can look odd as the text can recenter itself all the time.

I suggest to add a little spinning circle that matches the style of the game. I also like to add a Facebook icon as to make it clear what you are waiting for.
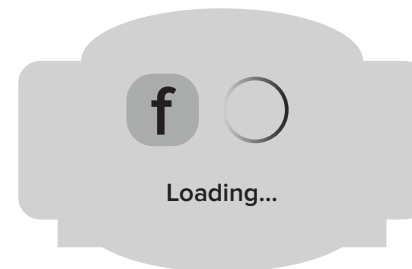
Connection Successfull

Really simple dialog. Eveyrthing is good here.

Make sure the text is legible (dark text).

This dialog is nto really necessary. On success, the user should be brought back to the main screen showing that he is connected to Facebook.

If you want to keep that dialog, I suggest just having a fake timer of ~2 seconds, and animate in a checkmark for success, then close the dialog automatically. User should not have a step to confirm that they have sucessfully been connected.

Global Map

Looking good!

I notice a bug or I don't know if it's intentional but I can't scroll all the way to the top to see the locked region.User might want to see what lies ahead, so just make sure this works properly :)

Also, I was expecting to be able to click on a region, and being taken to that region right away. So let's I click on Rio de Janeiro, I should be taken and scrolled to the first level of that region. Dialog would close as soon as user tap that region and taken there.

Power up

Everything looks good here in terms of layout and art. If I was to make a suggestion, I would probably try to put somethign behind those icon as they look like they are floating. Make sure to stay consistant with the color of the button, I don't think I've seen green anywhere else in the game, we might still stay with the pink here.

My main concern here is the way to access that dialog to purchase powerups, as this is an important point of entry for possible monetization. Right now, the ONLY way to access that dialog is while in gameplay session, by clicking on a powerup that ahs been depleted. This is a very tight point of entry.

I would suggest to potentially add a tab in the store, for power ups, and also add the powerup in the pre level dialog.

I think it would also required a small description of what the power up is doing as the icon alone is not very telling of the nature of the item (unless it is part of the FTUE at some point?

Store

Art looks good. I would maybe add some drop shadow and some more gradient on the cards to give the icon some depth, but that is it.

Here as a sketch I added a Power Up tabs to purchase powerups.

The main thing here is the starter pack. Start pack is a big monetization aspect of a sale, and people might be entice to buy that if they were to buy a single purchase through their lifespan of the game, Starter Pack is most likely what they gravitate towards.

Make sure to make clear what is included in the starter pack. Amount of coins, gems, powerups, etc. If you guys can also, it would be nice to have a little more room for this area and make the images bigger and all, give it a nice and pop color to attract the user eyes right there.
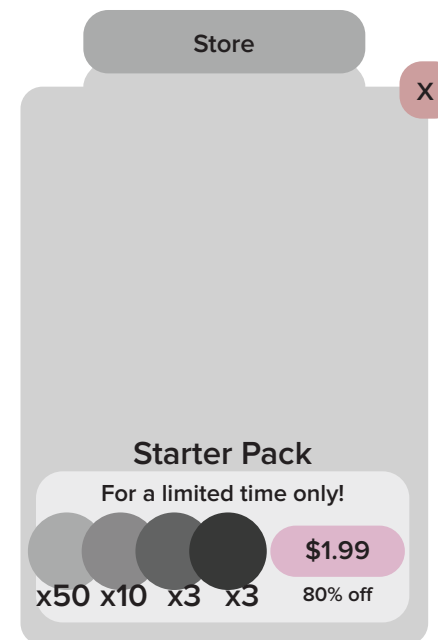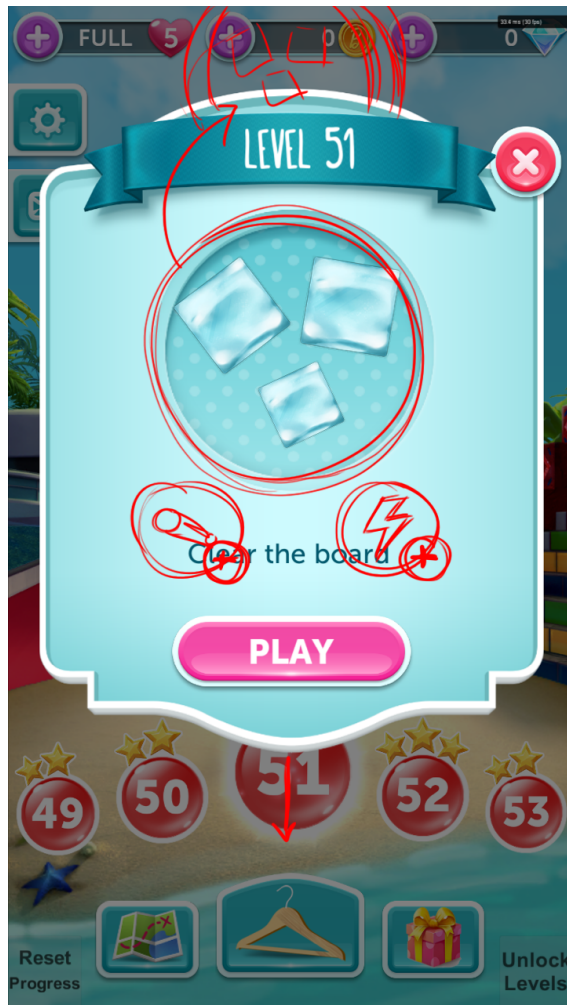
Pre Level Dialog

Alright, couple of things here.

First of all, I think adding the Star is important, as it serves the purpose of replayability, and clearly indicates the user if he played the level or not, and what he had in terms of stars. Also makes it very conssitant and ties everything well together as a level play loop. If it's the first time the user plays the level, it's ok to show 3 empty stars.

I also think adding the options to purchase power ups here is a ncie way to surface them again. You would also need a count of inventory to show you what is your current status with them.

Also make sure to align the dialog vertically in the screen, sicne the leaderbaord with Facebook at the bottom is apparently gone from the whole game now.

As for the image of the goals, they are all very ncie, but they don;t need to be that big, and they feel very detached from the goal description itself. I would suggest maybe grouping them together. Also, make sure the description is very clear about what needs to be done. In that example, clear the baord is very board, and not entirely true, as you only need to remove the Ice from the board.
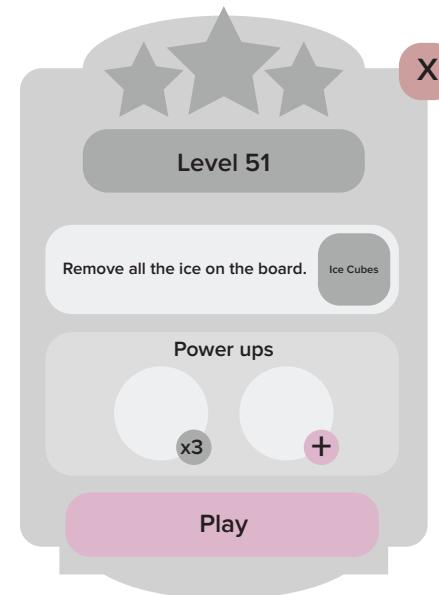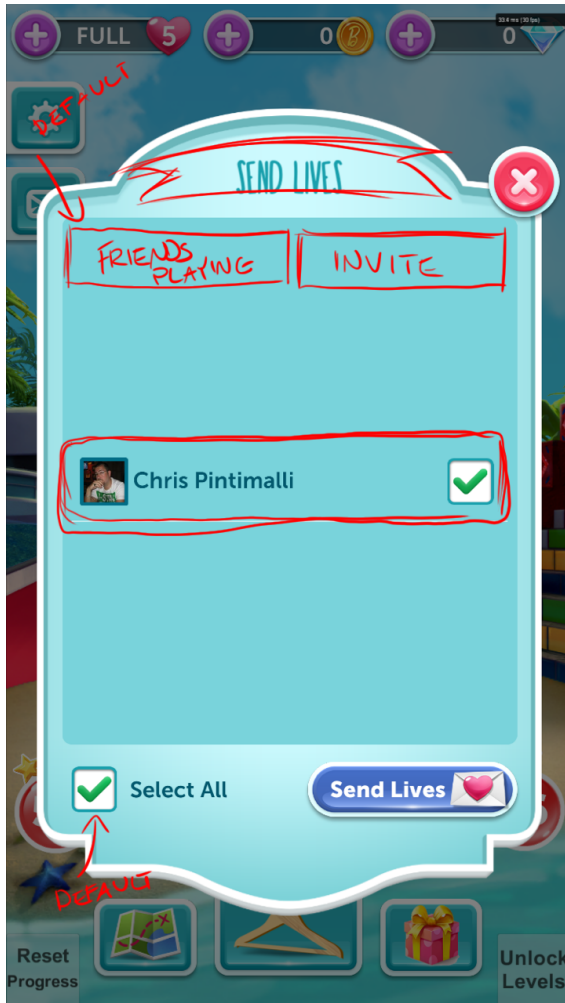
Send Lives (Social Sharing)
Everything looks good here, just a couple of notes on best practices.

Make sure to add the ribbon on top, to be consistant with dialogs.

As for the list of user, I would add a card behind every player so it doesn't look like it floats. I would also align the card on top of the list, even if there is 1 person in your list.

Typicaaly, you would want to allow the user to be able to invite more player to play the app right form that screen, to faciliatte social sharing and interaction. Therefore, I would suggest adding a tab system on top, that would allow the user to toggle between current friends playing, and all other facebook friends NON-players. Therefore being able to invite them from there.

Settings

Per my last recommendation, this dialog is completely gone and has been integrated in the tab menu (Main Menu)

Messages

Everything looks great art wise, the cards look good and I like the icons with the buttons. Maybe use the pink to accept the lives to match the theme? I think the white outline of the button will offset the heart being pink and won;t look that bad. Make sure that on the blue button it has to say "Send" since we are sending a life, and not accepting one.

Make sure that the tab for the main menu is integrated into the whole thing so it sldies out with the message tab.

Also, I haven;t seen any notification icon in the tab icon lettign you know how many messages and request you have. This would be very important to implement to let the user know they need ot take action and make the desired interactions.

Quit Game

Looking good, like the animation fo the heart breaking!

Make sure to not use all caps in the text, makes it looks like screaming and it's very aggressive. Maybe add some kind of plaque or somethign behind the text to support it and structure the dialog.

Add the ribbon banner on top for the title for consistancy.

This dialog is fine when the user is going into the Pause Menu and then hitting the quit button. This acts as a confirmation dialog.

When a user loses a level, and decline to buy the extra moves at the end. This dialog should be replace b a similar layout than the Pre Level dialog with the stars and all for a better understanding of the flow process.
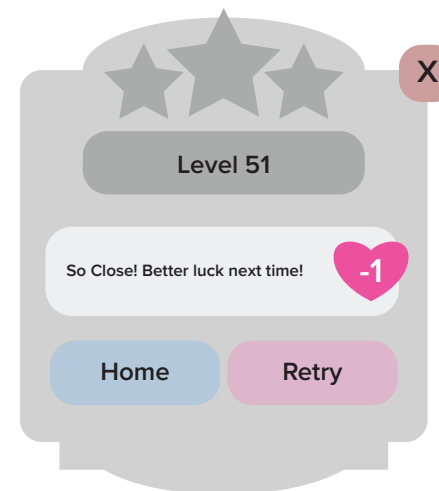
Pause Menu

Looking good!

Maybe I would name this dialog "Paused" instead of Settings.

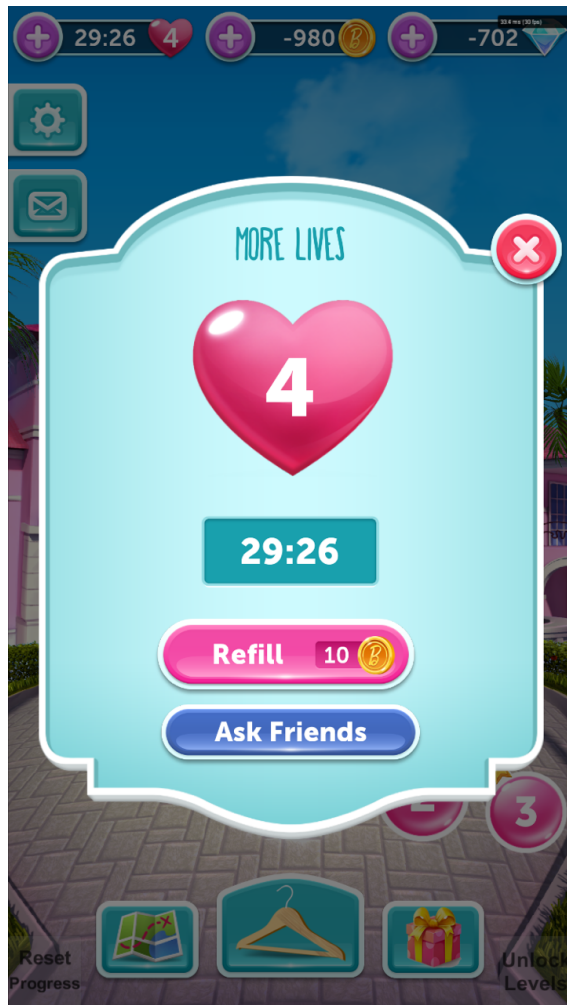I would also have the button say "Restart" instead of "Retry".

Other than that verything is good!

Post Level Win

Looking good! Just center vertically sicne leaderboard is gone.

So this is the layout I based myself on for the Pre Level and also when you lose a level. Just reuse the same art and layout but for the other cases.

Buy Lives (Not Full)

Looking good!

Add ribbon for header title. I would also add a line of text above the countdown tier saying: "Next life in:" that will make it very clear what youa re getting when the timer gets to 0.