Start Right, Start Fun

Unveiling the Theory to Crafting the Onboarding Path for F2P Players

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MOBA & BR

Zhang Xingyu

FPS & VR

UI Usability

Sensation of Interaction
(operation, combat, narrative)

Onboarding Experience

Download
icon

Learning
Unexperienced

Tolerance
≈5min

Operation
Complicated

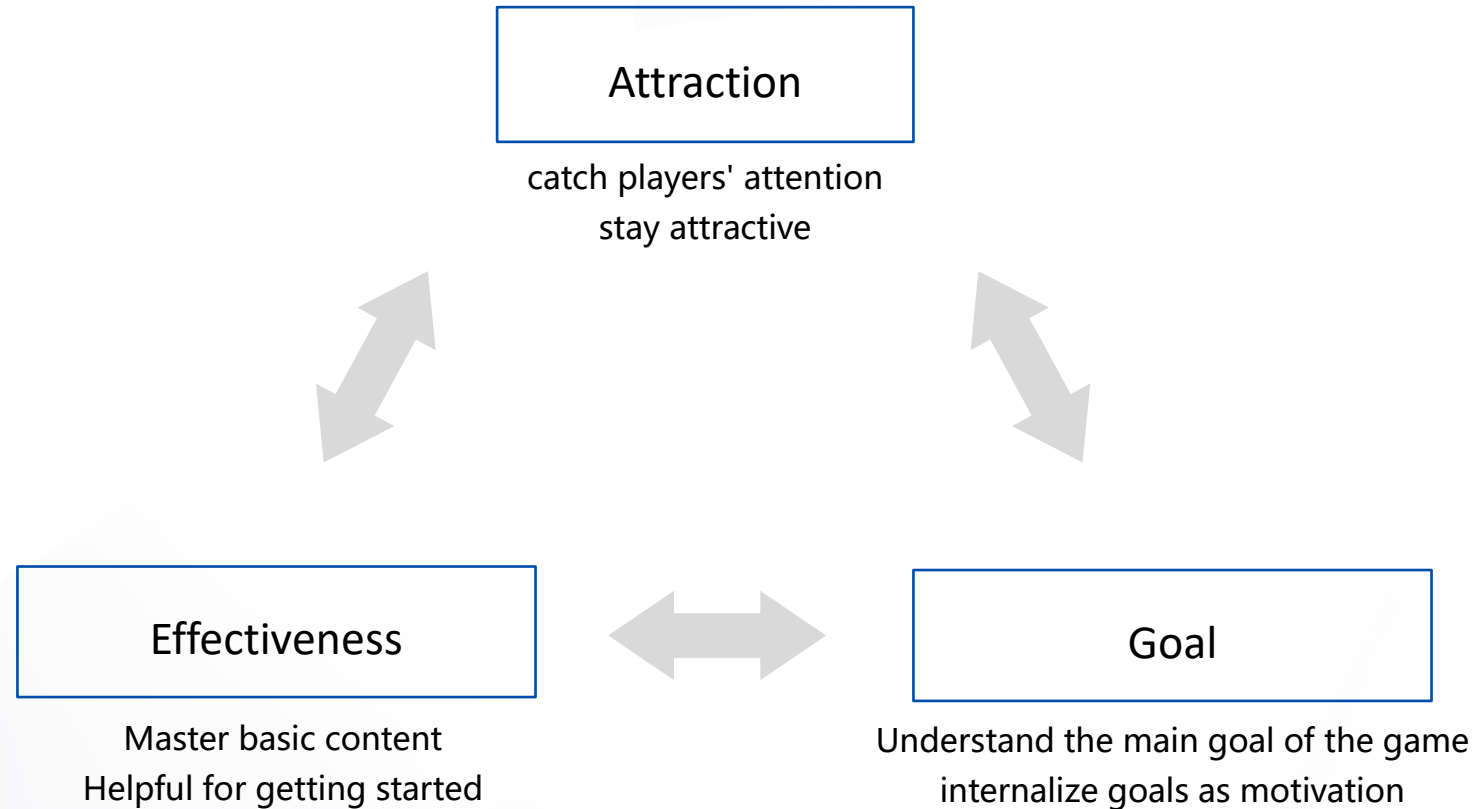# Don't Know How to Play, What to Do, Don't Feel Fun, I Shall Churn

Better Onboarding Experience Path From User Perspective

Effectiveness

Master basic content
Helpful for getting started

Our Onboarding UX Theory: A-G-E Model

Attraction

catch players' attention
stay attractive

Effectiveness

Master basic content
Helpful for getting started

Goal

Understand the main goal of the game
internalize goals as motivation

Effectiveness: Learn Turret Mechanism Over and Over Again

Die Kill by Turret	Learned Follow the Minion	Die Attack Enemy under Turret

Effectiveness: Multi-dimensional Teaching of Core Mechanism

In-Battle → Outside-Battle

In-Battle General Tutorial

AI Demonstration
Pin on Mini-map

Supplementary Tutorial
Outside Battle

Effectiveness: MOBA Rules Learning Difficulty for Novice Players

Important Rules	Difficulty	Experience to Player
How to Win	**Easy**	Formulate in game Goal
Lane	**Hard**	Guide to Right Experience
Jungle	**Hard**	Lead to Frustration if Jungle Early
Awareness [Mini-map etc.]	**Easy**	Chase the enemy
Turret	**Hard**	Die lead to respawn time
Recall	**Easy**	Help reduce Die
Skills	**Hard**	Deal Damage Get Sense of Contribution
Items	**Hard**	Affects Growth Experience

Goal: Killing Brings a Sense of Competence of a Certain Hero

Long-term Fight

Turn Defeat into Victory

Counterattack

"I like this kind of long-term contact battle very much. It tests my ability more than killing the enemy instantly. I can't make mistakes in the operation."

" Absolutely (peak experience), we almost lost, but I turned the tables and winning like this makes me very satisfied."

"This feels so good. I was almost killed by them. Fortunately, I used recovery (recover blood) and used defense towers to kill them back."

From helplessness to beat enemy down

"Although I almost die. But I killed someone who tried to kill me under my tower. I feel proud of myself"

Attraction: The Experience Object of Onboarding

At the beginning, we worked as a team, but due to moba restrictions, we couldn't actually experience it so quickly, and the experience was disappointing.

"I help others, but others don't help me. "I was chased and beaten by several enemies, but no one came to help me, which made me very frustrated."

"(He was about to be killed) I feel like I helped my teammates, we are a team, it feels great and I am part of this team."

"I was desperate (when I was surrounded) and was almost killed, but my teammates came to help and killed the enemy. This is teamwork."
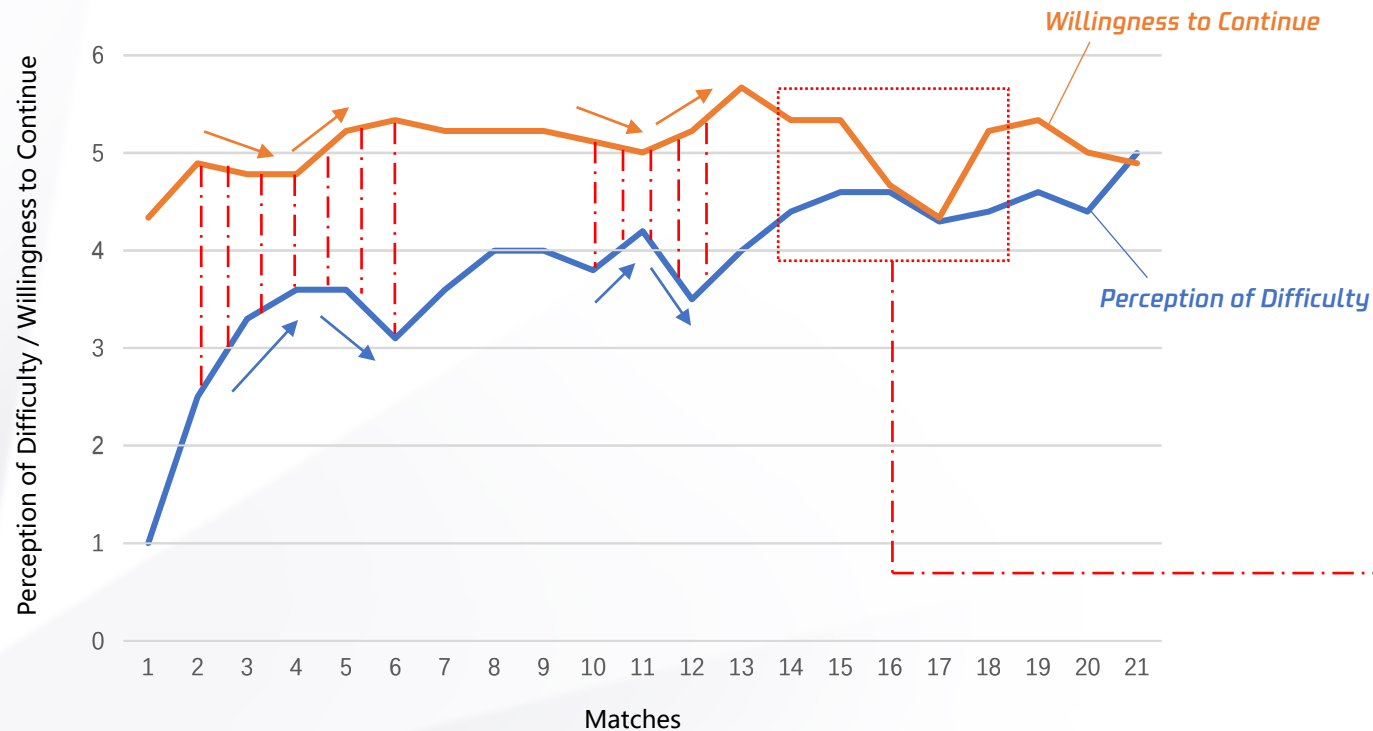
Wrap-Up：AGE Model in MOBA (First 10 Hour)

First Impression

"Easy to start with"、"combat interaction with real player"、"teamwork"

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Understanding of basic rules & control

Confidence in winning single battle

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Control over Battle & Feelings of Challenge

"repeat victory"、"the feeling of contribution to battle/team"、"want to avoid death"

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Strengthen pos-feedback & feeling of contribution on personal effort

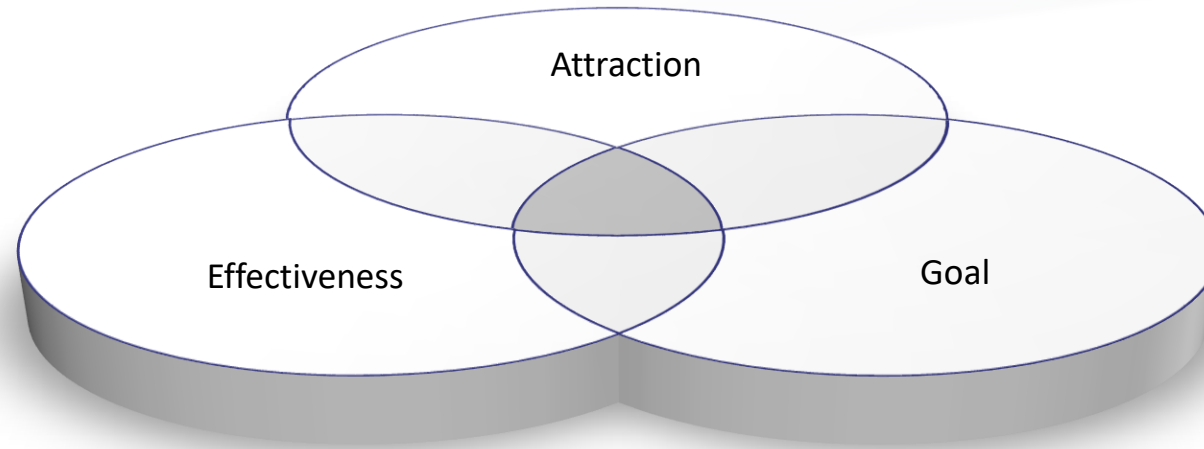Advances in control & learn primary strategy leads to combat victory

↓

Pursue Teamwork, Enjoyment from Social Interaction

"form the primary strategy – battle as a team / together"、"social with others (especially acquaintance)"

Here's Another Aspect

Besides A-G-E Model, the Barrier of Onboarding is also Important

Attraction

Effectiveness

Goal

The Game's Basic Quality

Interaction, UI Layout, Aesthetics, Sensation of Control, Cross-platform Adaptation, Narration, etc.

Barrier of Onboarding

How to Layout the UI on the Mobile Interface?

Mobile

Virtual Buttons
Two Fingers (Regular)

vs

PC | Console

Physical Buttons
Multiple Finger

In PVP, Never Lose Control of Movement with Their Left Hand

Left Hand
Keep Control Moving

Right Hand
Cooperate with Left to Operate

	Left Hand	Right Hand	
Skydiving / Swinging	Control Speed	Confirm the Direction with Map Open	Novice
Directional Movement	Movement	Confirm the Direction with Map Open	Novice
Walk / Shoot	Movement	Combination of jumping, crawling etc.	

More suitable for functional UI in non-character movement scenarios

Left Control Section

Controller

Mini Map

Operation
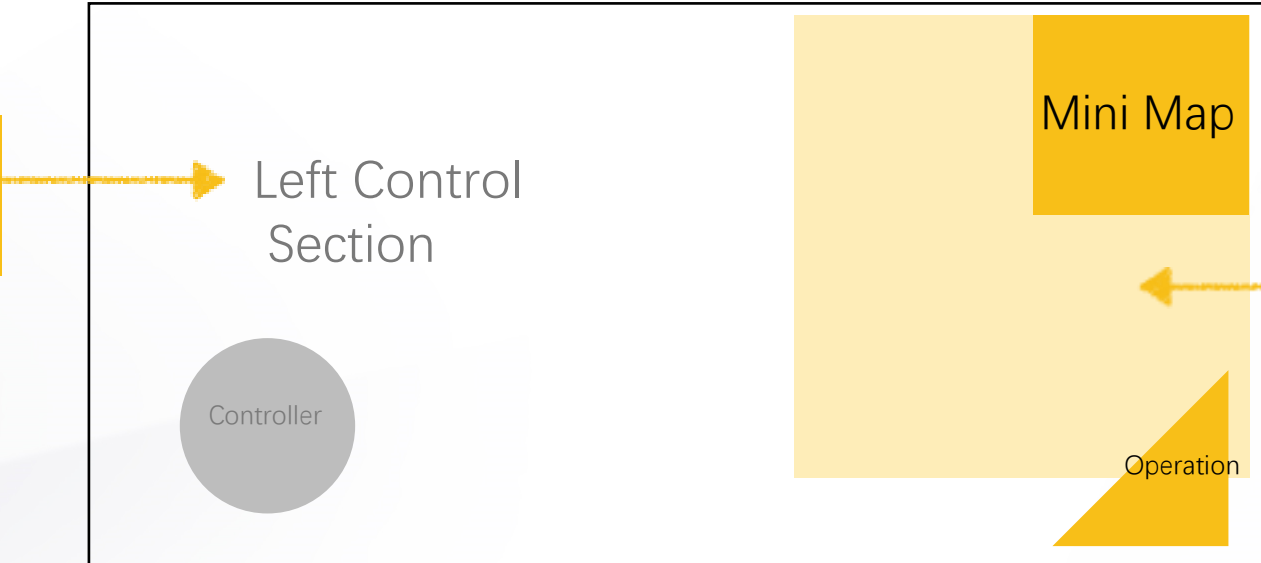
When the map is expanded, control is still available

Similarly, reducing the barrier of onboarding in various aspects
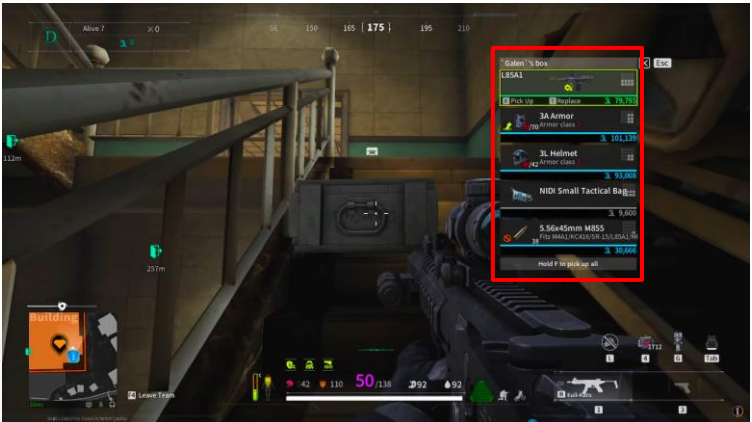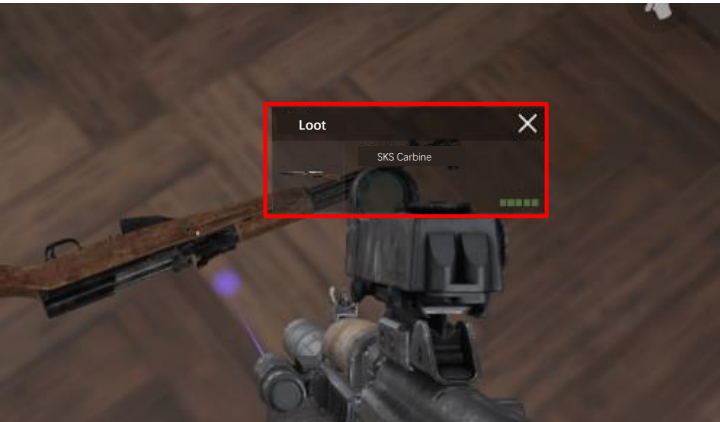

Cognition

Visualization

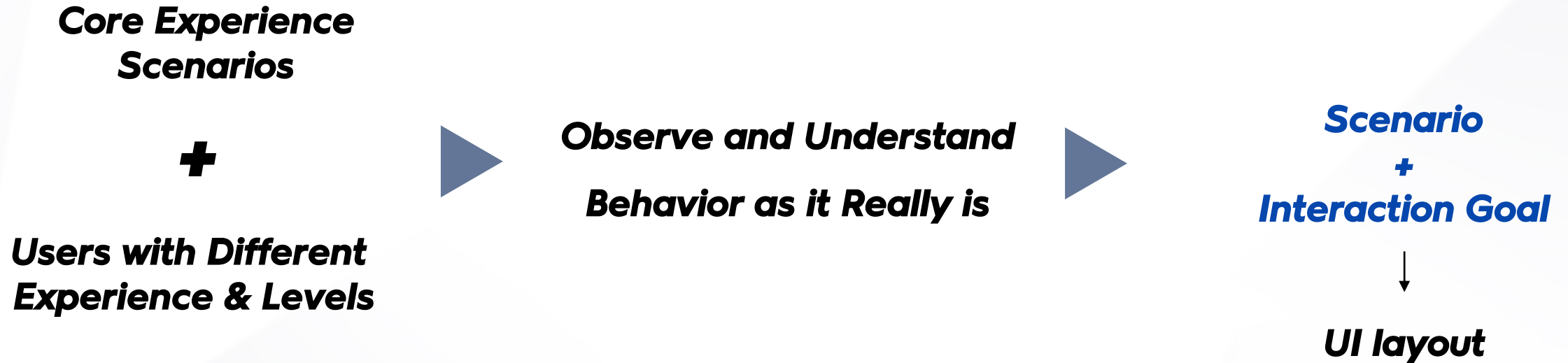**UI Presentation to What Extend**

Etc.

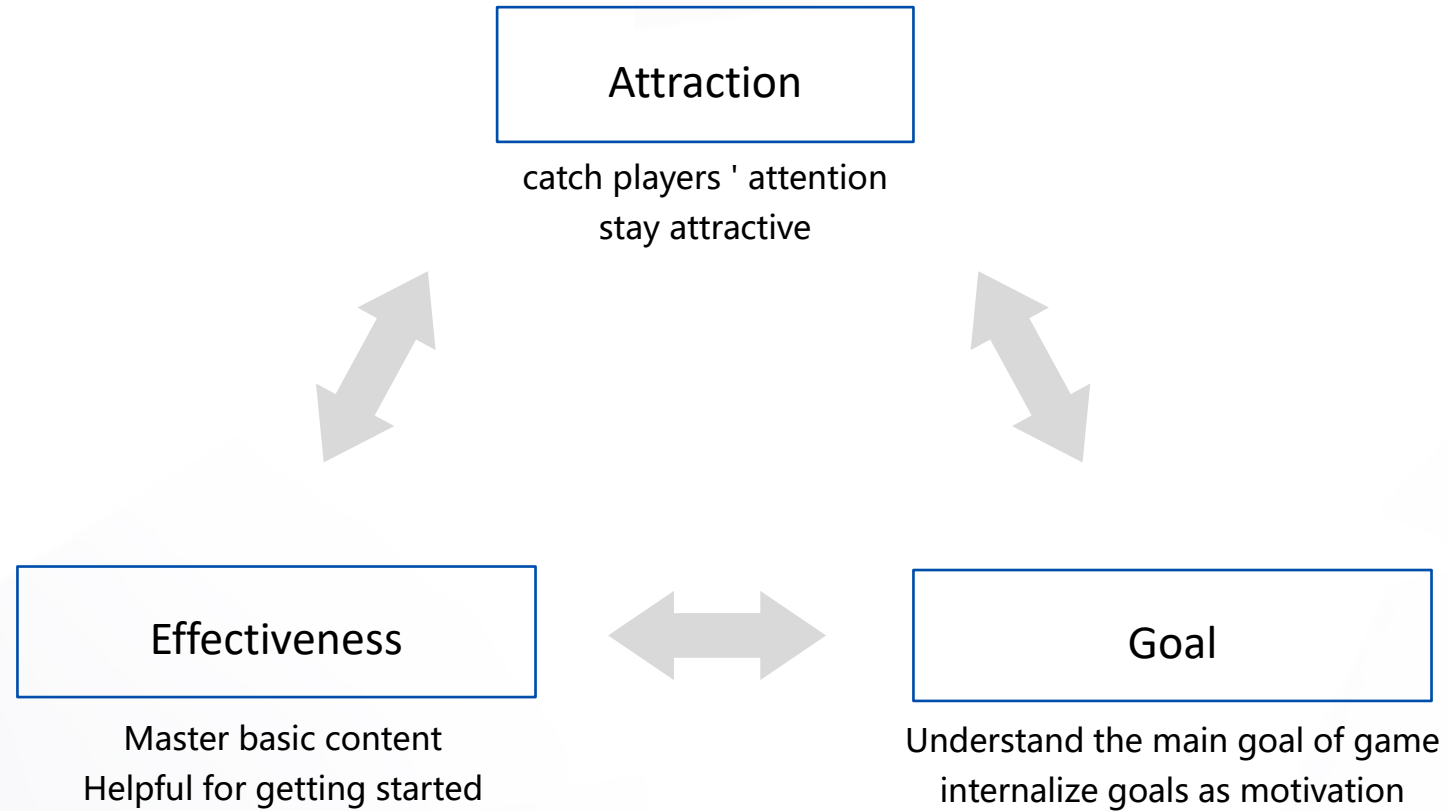Detail UI with Fruitful Information

Limited UI with Key Information

Limited Information
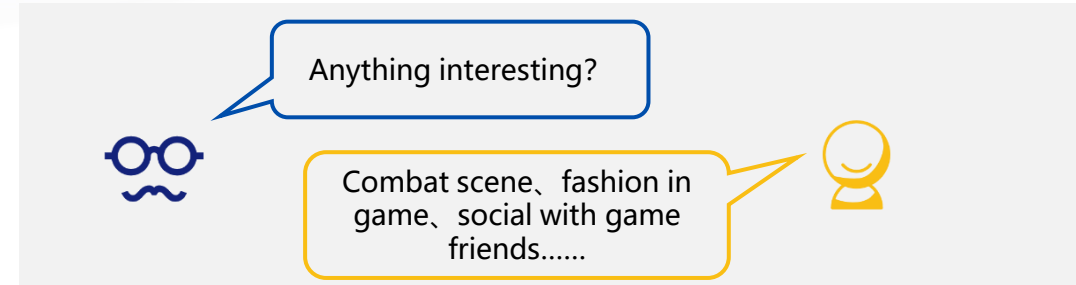
From User Demands to Design Representation

Core Experience Scenarios

+

Users with Different Experience & Levels

▶

Observe and Understand Behavior as it Really is

▶

Scenario + Interaction Goal

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UI layout

For GUR Researcher, Utilize AGE and Evaluate Onboarding Better

A-G-E Model

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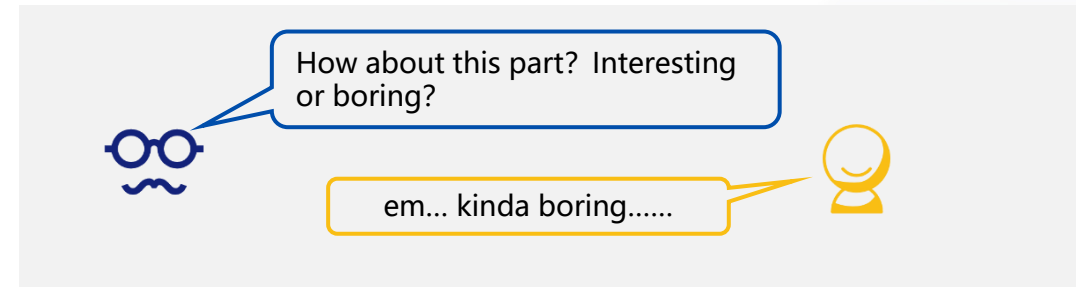
Understand the main goal of game
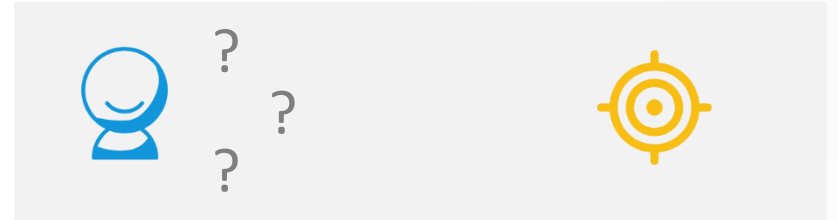internalize goals as motivation
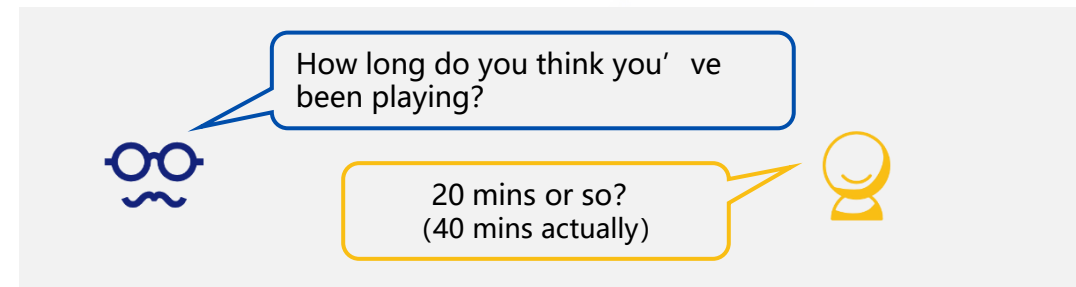
Goal: Conclude through Behavior & Self Report

Spontaneous Behavior in Line with Game Goal

Without Spontaneous Behavior

Feel Confused

Without Logic

not in line with the Game Goals

Effectiveness: State Comparison = Task + Observe

Effectiveness = **State after Guide** − **Initial State**
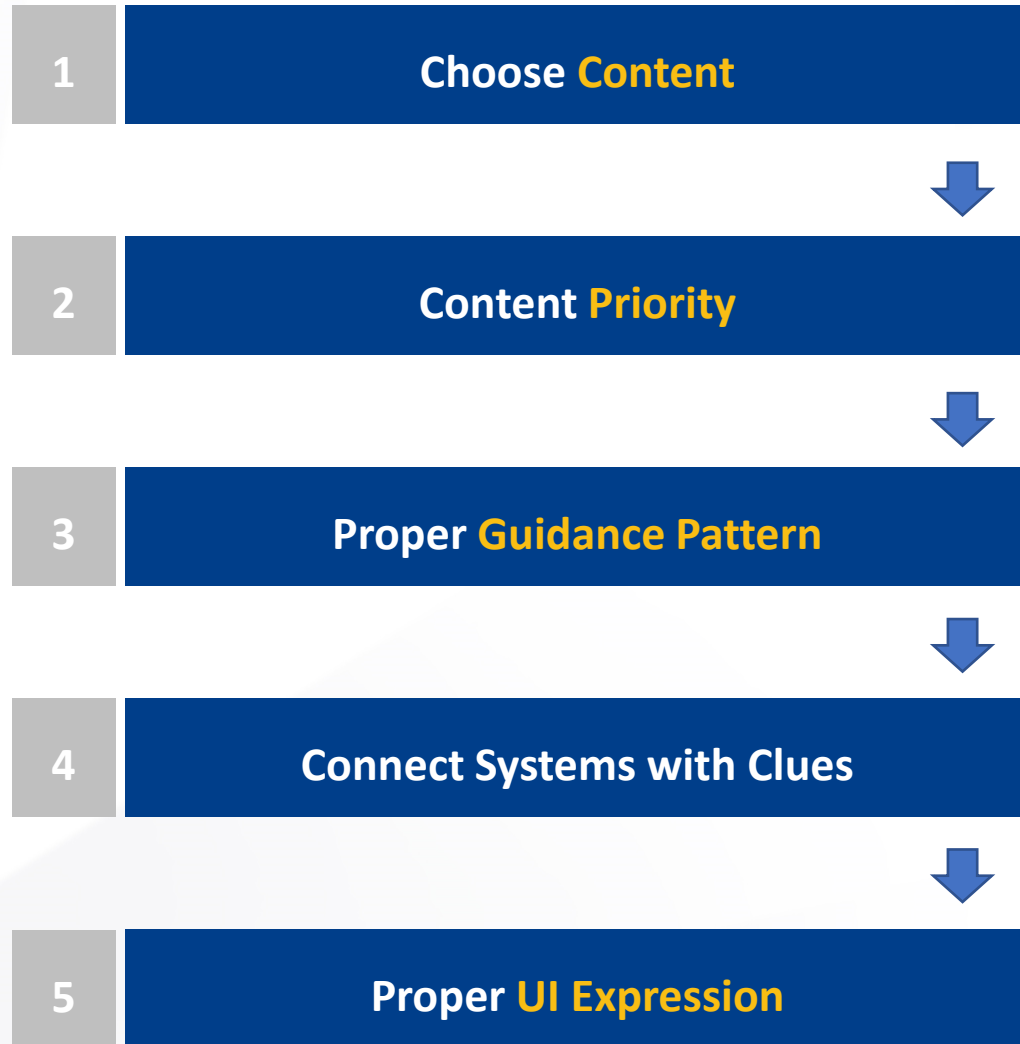
Compare the States before/after onboarding

Evaluate Players 'Learning Situation

What	How	Why	Player State
Concept	Rule & Control	Usage & Meaning	
❌			Don't know the existence of the concept
✅	❌		Know concept but don't know how to use
✅	✅	❌	Know how to use, but not expertly
✅	✅	✅	Master the game

Understand Players ' State before the onboarding through Interviews

For Developer
Design your Onboarding with 5 Steps

5 Step：Design Method

1	**Choose Content**	Choose What to Show in Tutorial
2	**Content Priority**	Which Teach First, Which Experience First
3	**Proper Guidance Pattern**	Continuous, Distributed
4	**Connect Systems with Clues**	Connecting by Scenarios or Other Methods
5	**Proper UI Expression**	Compulsory or Optional

How to Deliver Onboarding with the Evolution of Gameplay ?

FPS

+

RPG ?

TPS

Skill ?

...

... ?

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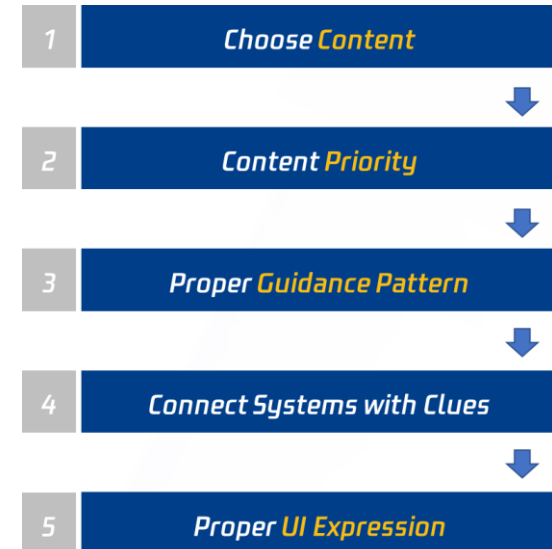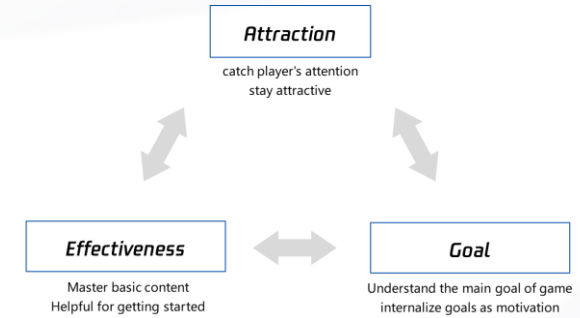
In this Way
Start Right Start Fun