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APP BRIEF

This is a companion application for the game Genshin Impact which focuses on improving the user-game interaction. It acts as a guide helping the player improve their understanding by providing important information gathered by the community.



WHAT IS GENSHIN IMPACT ?

Genshin Impact is an open-world, action RPG developed and published by miHoYo for PC, iOS/Android, and PS4/PS5, and is set to release on Nintendo Switch. The game features an anime-style open-world environment and an action-based battle system using elemental magic and character-switching.



WHY PLAY GENSHIN IMPACT ?

It has amazing visual landscapes, engaging elemental-based combat and the characters are very well designed with likable personalities accompanied by breathtaking music.

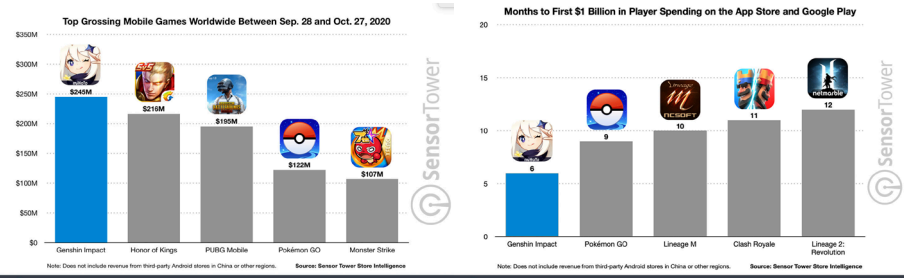
Apple awarded Genshin Impact with “iPhone Game of the Year” in the App Store Best of 2020 and the 2021 Apple Design Awards for Visuals and Graphics. The game also won Google Play’s “Best Game of 2020” and was nominated for “Users’ Choice Game” at the Best of 2020 awards.



WHY WOULD SOMEONE USE THIS APP ?

- It has a comprehensive map of all collectibles marked and can be synced to the player account to make gathering things easier.
- The app keeps you updated on all major news regarding events and the community.
- The app also provides the user with helpful guides and tutorials from trusted theorycrafters.
- The app also serves as an archive containing all in-game data.
- The user can also manage and customize their inventory when opting to sync their account with the app.

HOW WILL THE APP GENERATE REVENUE ?



The account syncing feature will be available for free for two weeks. After that it will be a monthly paid subscription. If the app gains traction the sync feature will become free and the app will rely on advertisements for revenue.

USER PERSONA

Creating a user persona helps the designer understand the audience of the product and make better choices regarding the direction of the undergoing project.

I focused on people who originate from China first as that is the origin as well as the major audience of the game.

Demographic

Gender	Male
Age	30
Place of residence	Shanghai, China
Profession	Sales manager
Marital status	Unmarried
Financial status	Above average

Personality

Interests	Manga, Anime, Otaku culture, Gaming
Player type	Casual
Preferred platform	Mobile

Goals

- Get notified of the ongoing events and updates for the game.
- Enhance his gaming experience using the application.
- Have a one-stop solution for all his Genshin needs.

Preferences

Single Player Games	●●●●●
Multiplayer Games	●●●●●
Gacha Games	●●●●●
Board Games	●●●●●
Co-op Games	●●●●●
Virtual Reality Games	●●●●●

Favourite Brands

Xiao

Xiao is an employee at XYZ Company at Shanghai, China. His daily life is exhausting, so after coming back home he relaxes his mind by playing video games. He does not have a lot of spare time and thus prefers to play games that are portable. He has a stable income and does not mind spending some of it to progress faster in the game.

Demographic

Gender	Female
Age	27
Place of residence	Shanghai, China
Profession	Real Estate Agent
Marital status	Unmarried
Financial status	Rich

Personality

Interests	History, Technology, Architecture
Player type	The lone wolf
Preferred platform	PC

Goals

• To create her dream house in Genshin Impact.

• Achieve her gaming experience by collecting rare crafting materials of Genshin.

• Get notified about all the upcoming features and developments.

Preferences

Single Player Games	●●●●●
Multiplayer Games	●●●●●
Gacha Games	●●●●●
Board Games	●●●●●
Co-op Games	●●●●●
Virtual Reality Games	●●●●●

Favourite Brands

Yun Jin

You Jin is a real estate agent at ABC Housing Real Estate in Shanghai, China. She often travels around during her free time and loves to explore her favorite shopping district of each city. She is a person who likes to spend money on things that she likes and she is not afraid to spend money on things that she likes.

Demographic

Gender	Male
Age	23
Place of residence	Shanghai, China
Profession	Marketing Executive
Marital status	Unmarried
Financial status	Rich

Personality

Interests	History, Technology, Gaming
Player type	The lone wolf
Preferred platform	PC

Goals

• To experience and master the game Genshin Impact.

• Achieve her gaming experience by collecting rare crafting materials of Genshin.

• Have a good and healthy relationship with the community regarding where the story is headed.

Preferences

Single Player Games	●●●●●
Multiplayer Games	●●●●●
Gacha Games	●●●●●
Board Games	●●●●●
Co-op Games	●●●●●
Virtual Reality Games	●●●●●

Favourite Brands

Bennett

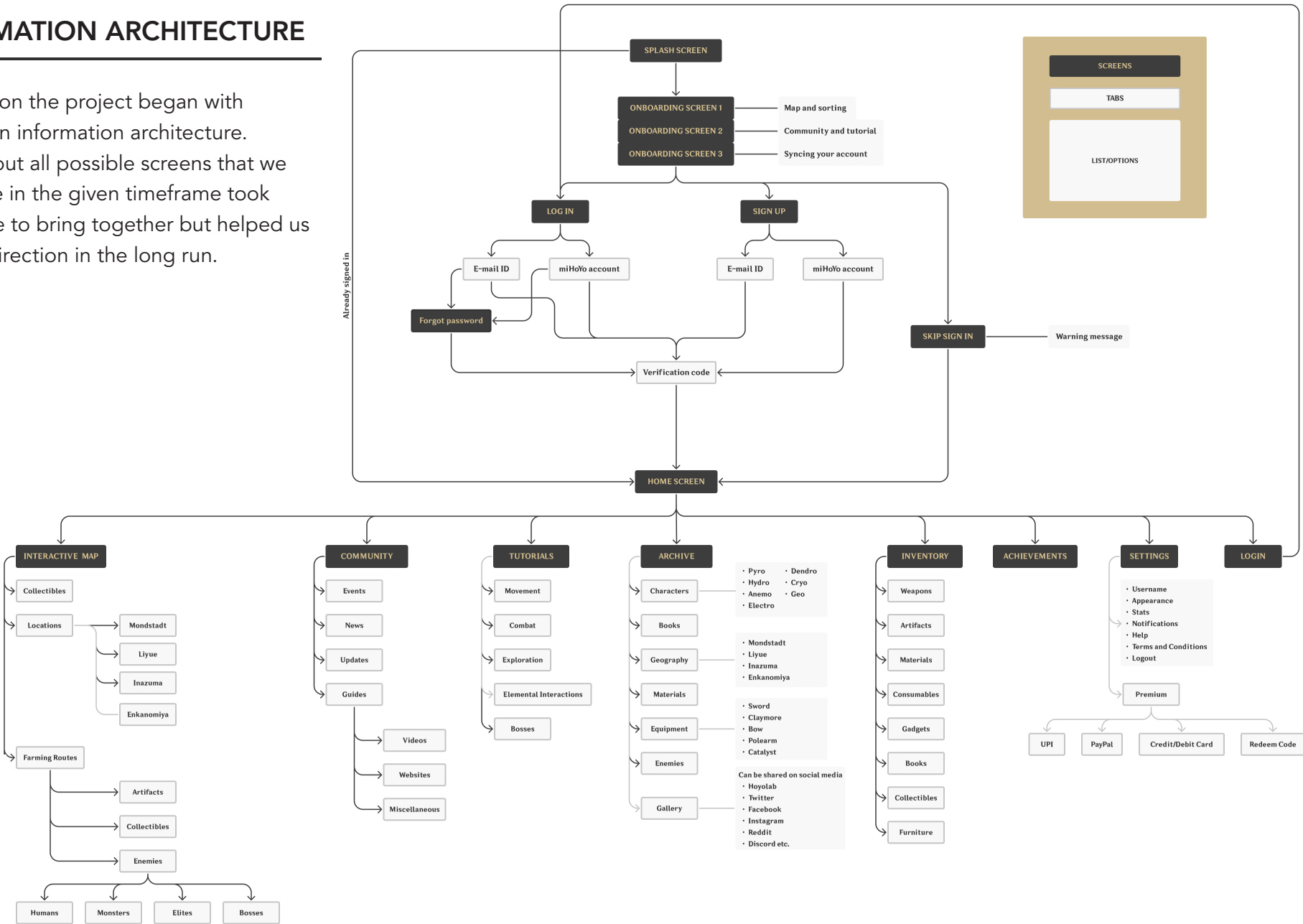
Bennett is an student at ABC University at Shanghai, China. He likes to spend his free time on reading and exploring books. He loves to discover the new world of Genshin Impact and he is not afraid to spend money on things that he likes and he is not afraid to spend money on things that he likes.

03 UI/UX DESIGN - GENSHIN COMPANION

UI/UX DESIGN - GENSHIN COMPANION 04

INFORMATION ARCHITECTURE

The work on the project began with creating an information architecture. Planning out all possible screens that we can create in the given timeframe took some time to bring together but helped us follow a direction in the long run.



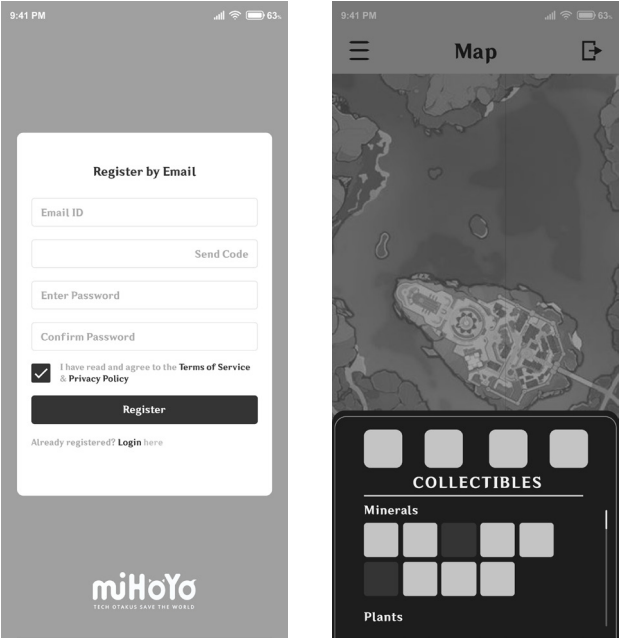
PAPER WIREFRAMES



PROCESS

We began by making a lot of concept sketches and exploring different screen sizes as well as aspect ratios until we came upon the one that felt perfect for our subject. We then made paper wireframes for each screen type and made changes going forward according to the feedback. The journey from paper to low fidelity wireframe and the final outcome shows the work process.

LOW FIDELITY WIREFRAMES









FINAL OUTCOME



STYLE GUIDE

The style for the application was derived from the existing UI as well as based on the medieval setting of the game. The colors and highlights were reimagined to be more modern and sleek. The icons were designed from scratch to match the overall aesthetic of the application. Soft edges, rounded corners, minimal icons, lighter colors, and plenty of illustrations really sets the mood of the application.

Colors

Brand		#4E586A RGB 78 88 106		#EBE2D8 RGB 235 226 216
Primary		#000000 RGB 0 0 0		#FFFFFF RGB 255 255 255
Menu		#2D3848 RGB 45 56 72		#D2CCC1 RGB 210 204 193

Buttons



Forms



Typography

Hanyi WenHei
(Chinese: 汉仪文黑 Hànyí Wénhei)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

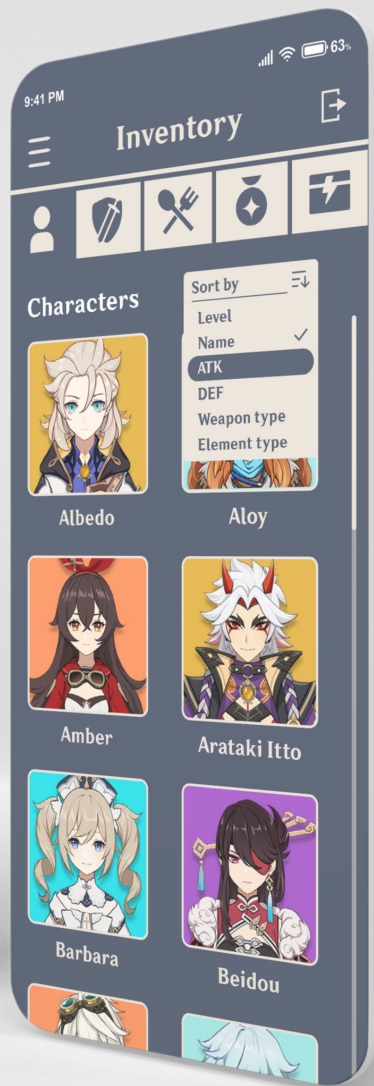
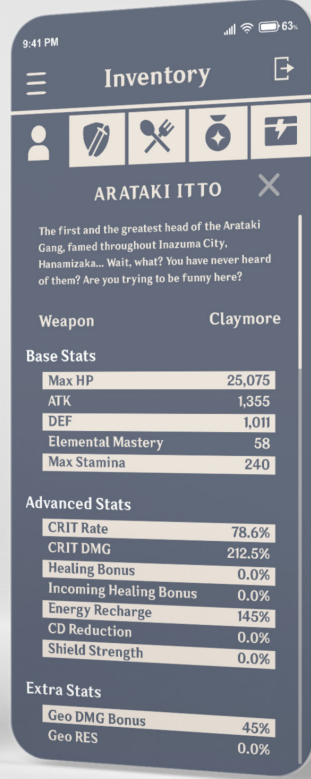
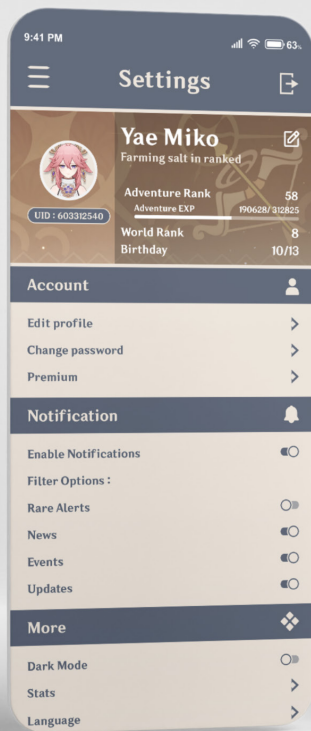
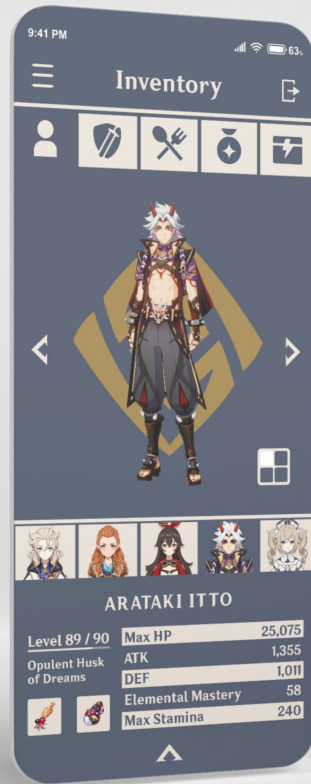
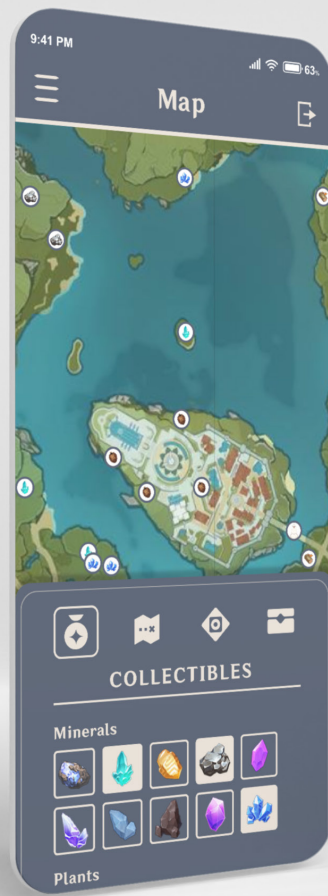
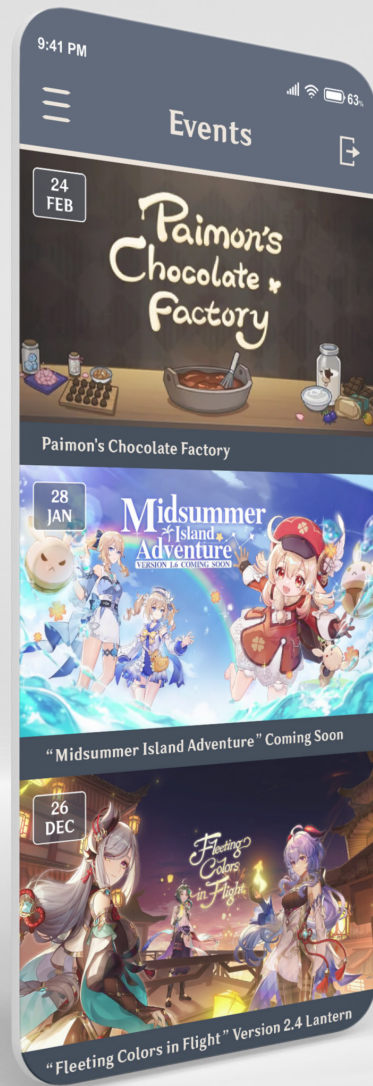
abcdefghijklmnopqrstuvwxyz

0123456789

\$?&%@!#*()=

Icons

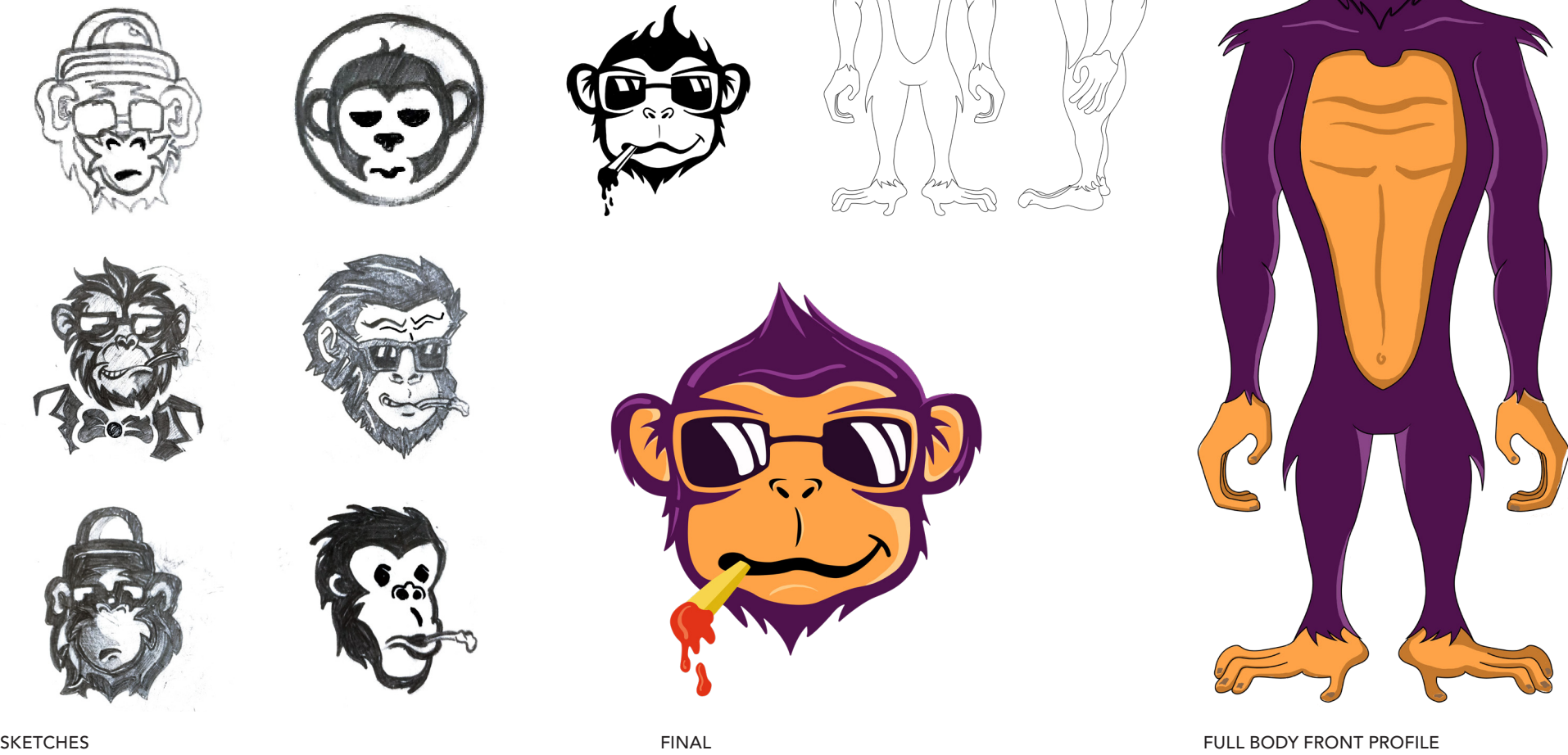






MASCOT

The keywords that I figured out for the brand were mischievous and quirky. I wanted the mascot to represent the hangry attitude we have towards fast food. This mascot will be utilized in every place from packaging to social media and everything in between.



LOGO & FLAVORS



COLORS

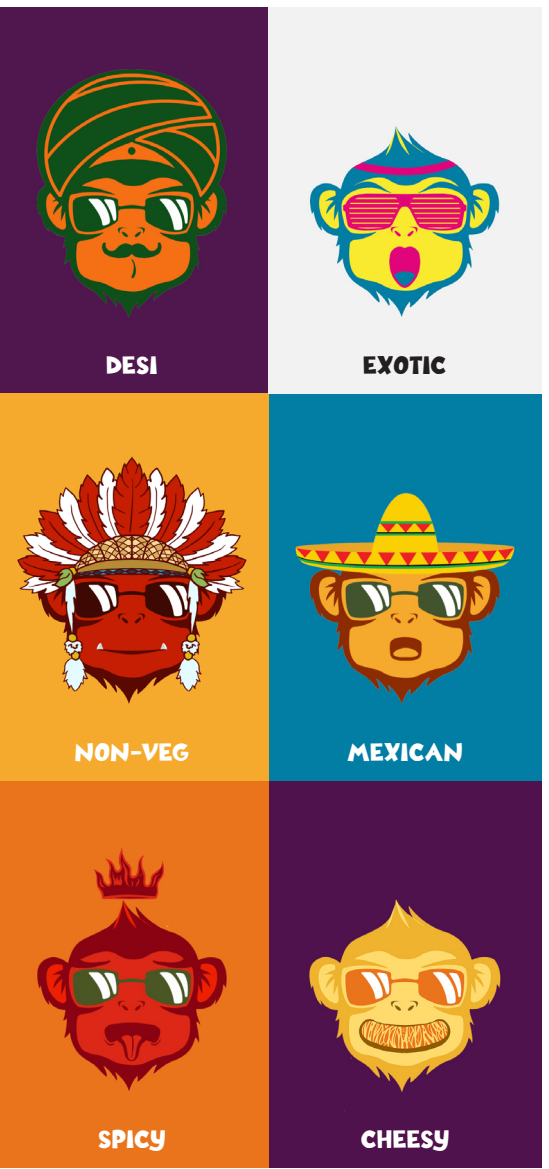


FONTS

Ice Cream Grande
the quick brown fox jumps over
the lazy dog
**THE QUICK BROWN FOX JUMPS
OVER THE LAZY DOG**
1234567890

Poppins
the quick brown fox jumps over the
lazy dog
**THE QUICK BROWN FOX JUMPS OVER
THE LAZY DOG**
1234567890

FLAVORS



PACKAGING & MOCKUPS

After the work on the concept was done I created some mockups to visualise how the ideantity would appear in the real life. I test multiple options ranging from the packaging, menu, collectibles, posters, hoarding as well as social media.

TAPE

PACKAGING

PACKAGING NET

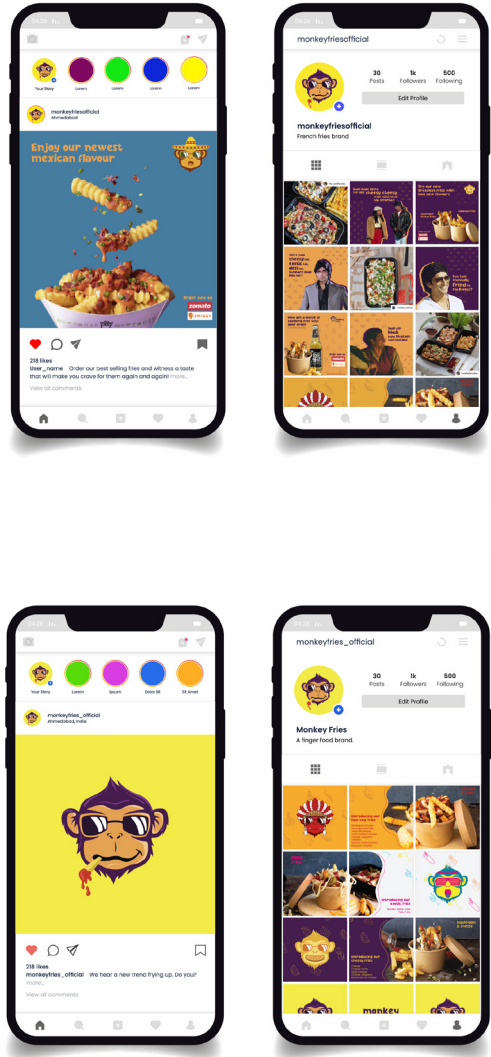
TISSUES



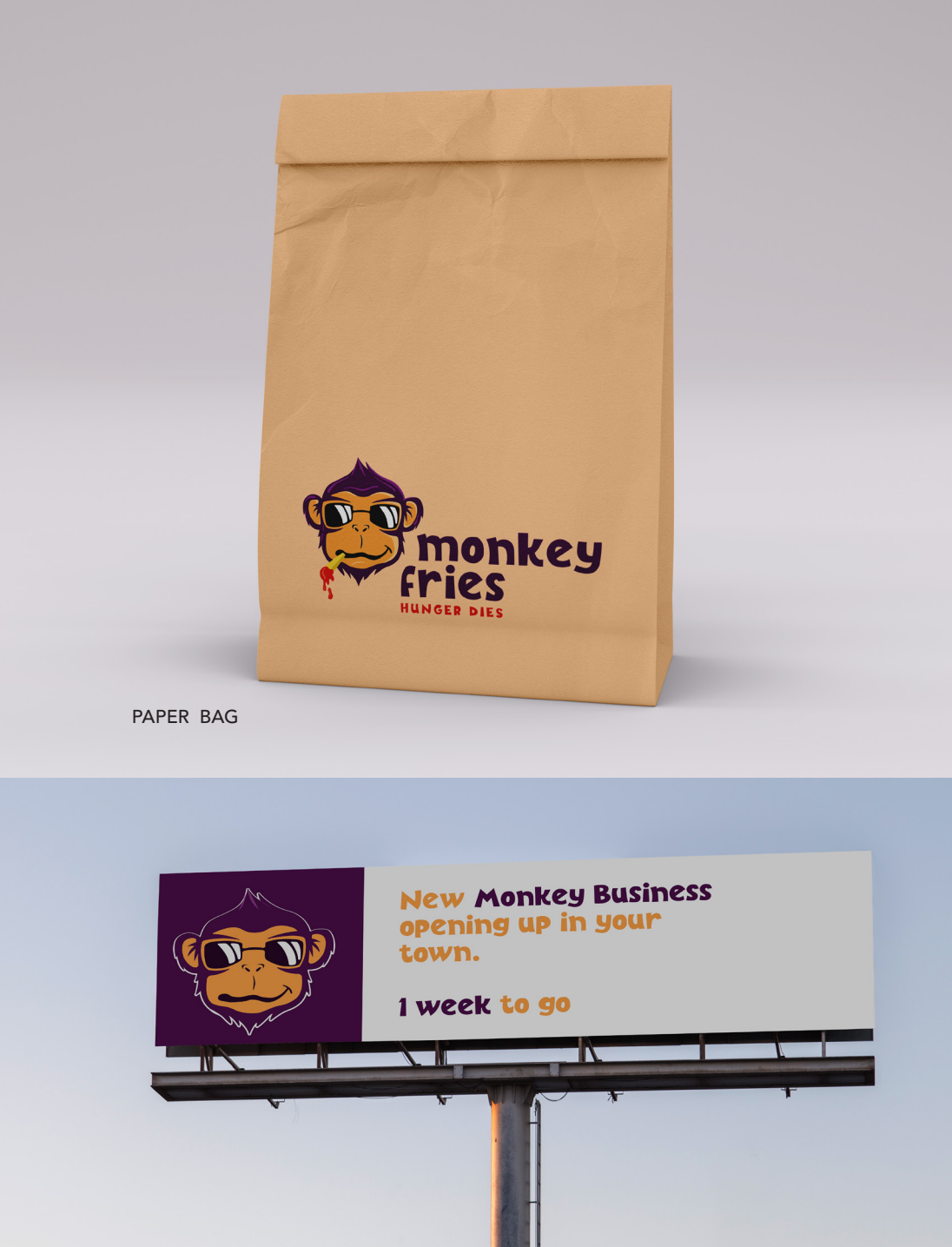
INSTAGRAM GRID



EMAILER



PHONE MOCKUP



TEASER CAMPAIGN



HOARDINGS



03

CHARACTER DESIGN
RAZOR

BRIEF

Create a character concept based on a real-life living animal. Utilize its appearance, traits, and behavior to come to a great understanding of its life. Take your learning and convert it into a unique character. In a team with 5 characters, create a plot and flesh them out using the setting.

SELECTED CHARACTER- GREAT WHITE SHARK

This character was chosen by me because of my endless fascination with everything inside the ocean. The Great White is a large apex predator tearing through the oceanic currents at breakneck speeds.

Sharks have always been represented in media in a negative role and it has really skewed the opinion of the public regarding the true nature of these curious mackerels. I wanted to portray a character that looks very fierce and menacing from the outside but under its tough skin, it is a true gentle giant.



UNDERSTANDING PERSONALITY

ANIKET'S
CROW
ANTAGONIST

- A CLASSIC POWER-HUNGRY VILLAIN
- DESTRUCTIVELY INTELLIGENT
- GHOSTLY PRESENCE
- DARK & EVIL
- OWNS THE ROOM

PHYSICAL ATTRIBUTES

- WINGS MORPH INTO CLOAK
- CLOAK TATTERED WITH BATTLESCARS

ANKIT'S
GREAT WHITE
BRAUN

- SOLITARY BEING
- NOT REALLY EVIL - BUT FORCED TO BE
- TOUGH EXTERIOR - SOFT INTERIOR
- RECIPIENT OF AN EVENTUAL CHARACTER ARC

PHYSICAL ATTRIBUTES

- HUMANOID SHARK BODY
- CYBORG - SPORTS MECHANICAL LEGS + PARTS OF BODY
- LARGE MUSCULAR BUILD

ANKIT'S
GALAPAGOS TORTOISE
WARRIOR

- NOT OLD.
- TOUGH EXTERIOR, TOUGHER INTERIOR
- 'HERO'-LIKE
- LOYAL TO THE EMPRESS
- BEEN AROUND FOR A LONG TIME.

PHYSICAL ATTRIBUTES

- OLD SCHOOL ARMOUR - MIDDLE AGES (?)
- TALL, LEAN
- LARGE HARD SHELL (BEDAZZLED)
- HUMANOID
- CARRIES A STAFF/WEAPON

SPECIAL ABILITIES

- SHELL COULD BE A TIME TRAVELLER

SAFFRON'S
LUNA MOTH
EMPRESS

- SMALL & FIERCE
- SOPHISTICATED
- ETHEREAL

PHYSICAL ATTRIBUTES

- LARGE LIME GREEN WINGS
- PETIT FRAME
- A CREATURE WITH COMBINED TRAITS OF INSECT AND FLORA

SPECIAL ABILITIES

- CAMOFLAGE
- PERFORMS FAE-LIKE MAGIC

VAGMI'S
KOALA
SIDEKICK

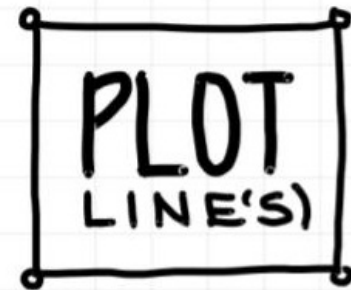
- COMIC RELIEF
- HEAVY SLEEPER
- LOYAL CONFIDANT - BUT LAZY
- INNOCENTLY MOODY

PHYSICAL ATTRIBUTES

- HUNCHES OVER / SLOUCHES
- SPORTING A FANNY PACK + SHORTS
- PERPETUAL BEDHEAD
- STANDS UPRIGHT - NOT REALLY HUMANOID

GOOD GUY!

DECIDING THE PLOT



CLASH OF THE ORGANIC & MECHANICAL

OVERARCHING THEME:
GOOD vs EVIL

A SUPREME ^{EVIL!} BEING HAS TAKEN OVER -
AND IT IS UP TO OUR HEROES TO BRING
PEACE TO THEIR LIVING WORLD.

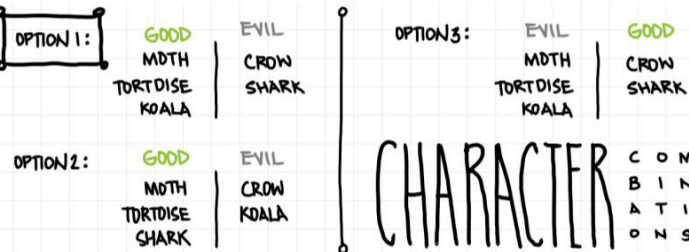
THERE HAS BEEN AN INTERDIMENSIONAL
NAK RAMPAGING THROUGH THE GALACTICAL
REALMS, THE CROW HAS BEEN TAKING OVER
DIMENSIONS AND RAVAGING THROUGH LIKE A
PARASITE - HAVING DESTROYED HIS OWN REALM

TWO BEINGS (TORT, KOALA) COME TO THE AID OF
THE EMPRESS, TO HELP PROTECT HER LAND AND
AVENGE THOSE WHO SUCCUMBED TO THE TERROR
OF THE CROW.

THE CROW HAD CAPTURED THE TORTOISE,
A BEING WHO, ALONG WITH TIME TRAVEL,
HAD THE ABILITY TO OPEN PORTALS INTO
DIFFERENT REALMS.

THE TORTOISE, HAVING SEEN FIRST HAND,
THE DESTRUCTION THE CROW CAUSED, SOON
ESCAPES. HE JOINS FORCES WITH THE
EMPRESS, ALONG WITH HIS TRUSTED
FRIEND, THE KOALA.

TOGETHER, THE TRIO (AND HER MOTH ARMY)
MUST TRAVEL THROUGH THE DENSE FORESTS
TO WHERE THE CROW RESIDES, AND CLOSE
THE PORTAL.



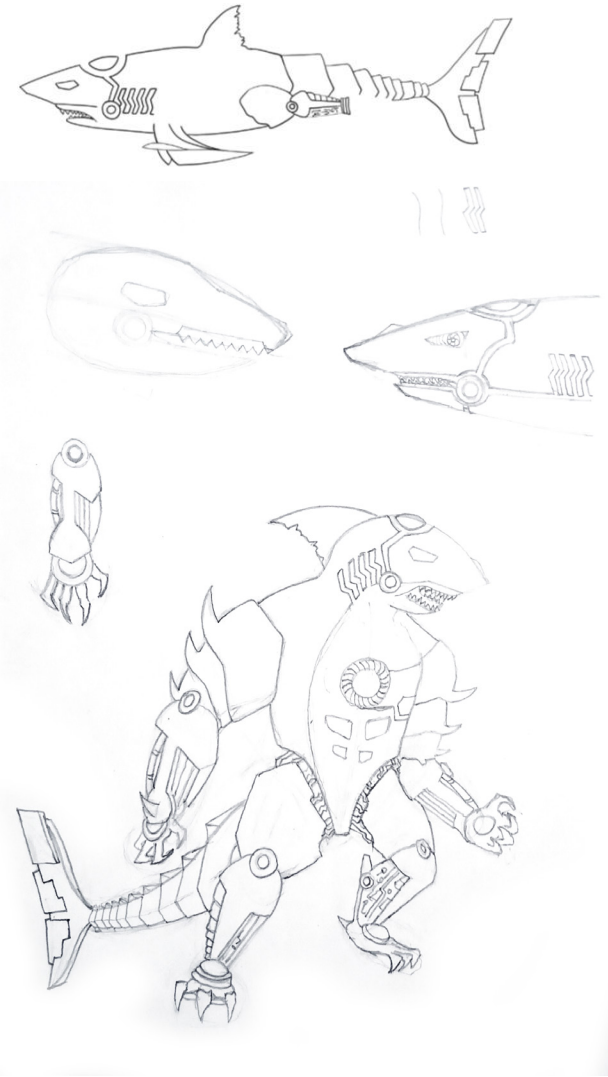
- WHAT : EVIL FORCES ARE TAKING OVER
NEED TO BE STOPPED
- WHY : GREED FOR POWER
RESTORE ORDER
- WHEN : POST APOCALYPTIC
AFTER HUMANS (A.H.)

THE CROW HAD CAPTURED THE TORTOISE,
A BEING WHO, ALONG WITH TIME TRAVEL,
HAD THE ABILITY TO OPEN PORTALS INTO
DIFFERENT REALMS.

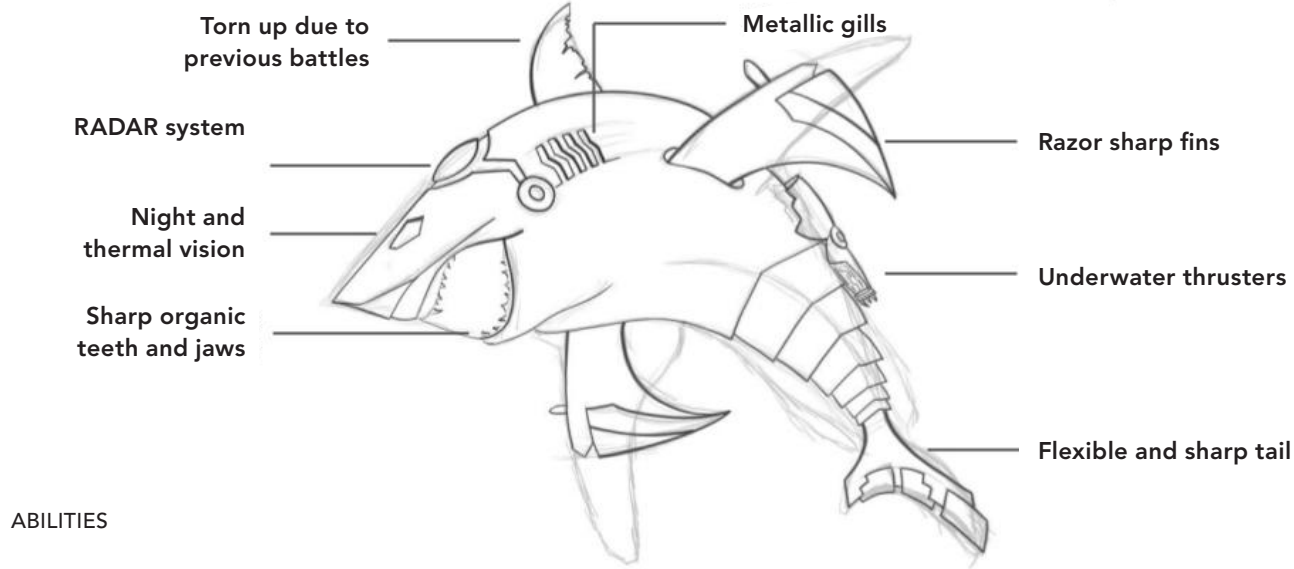
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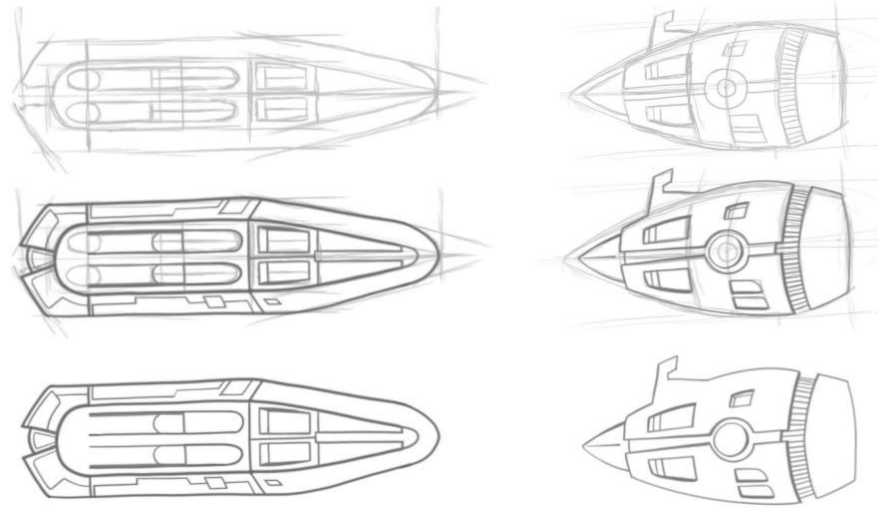
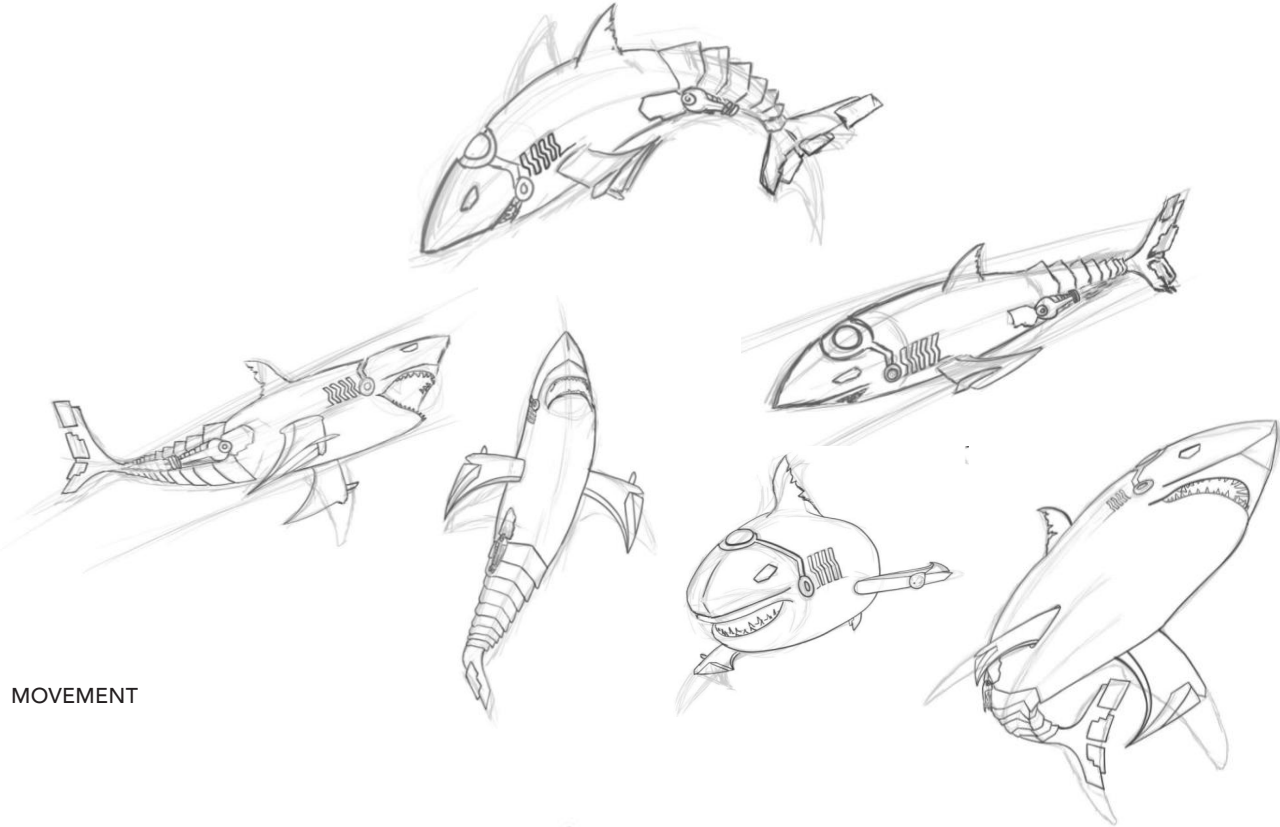
EXPLORATION



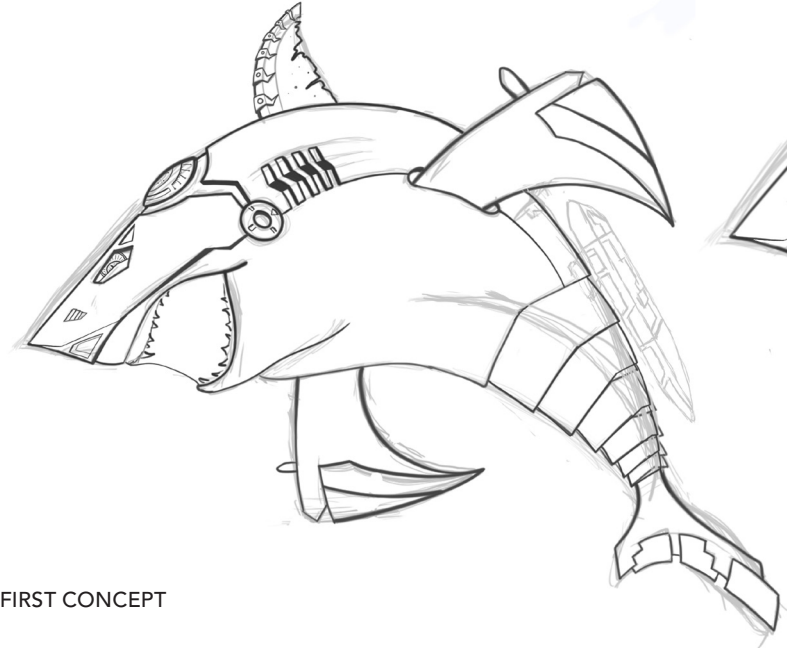
MOVEMENT



ABILITIES



TORPEDO WEAPON CONCEPT



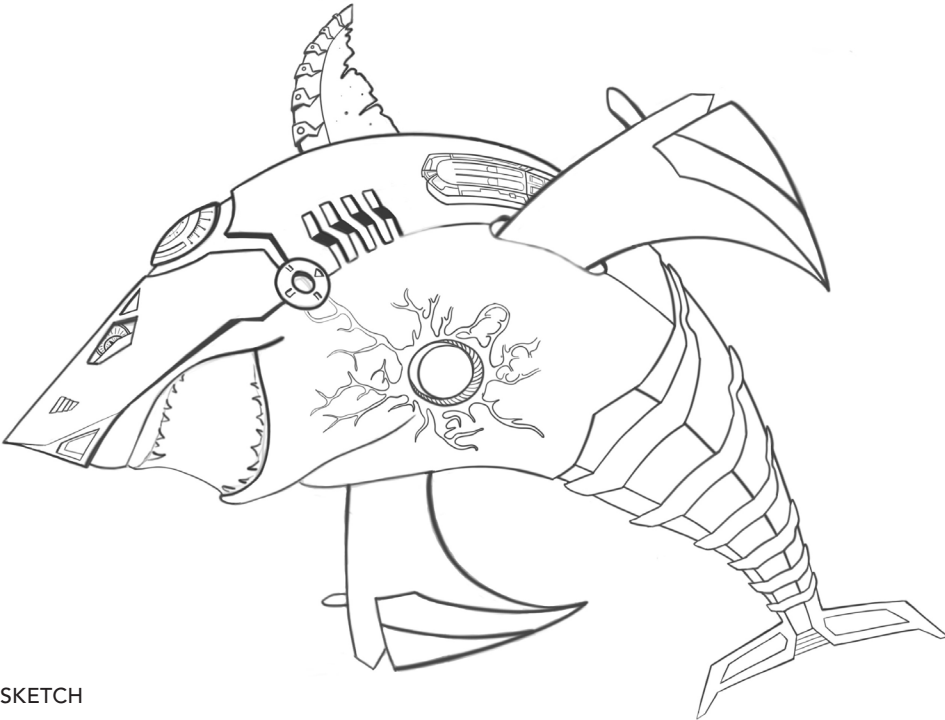
FIRST CONCEPT



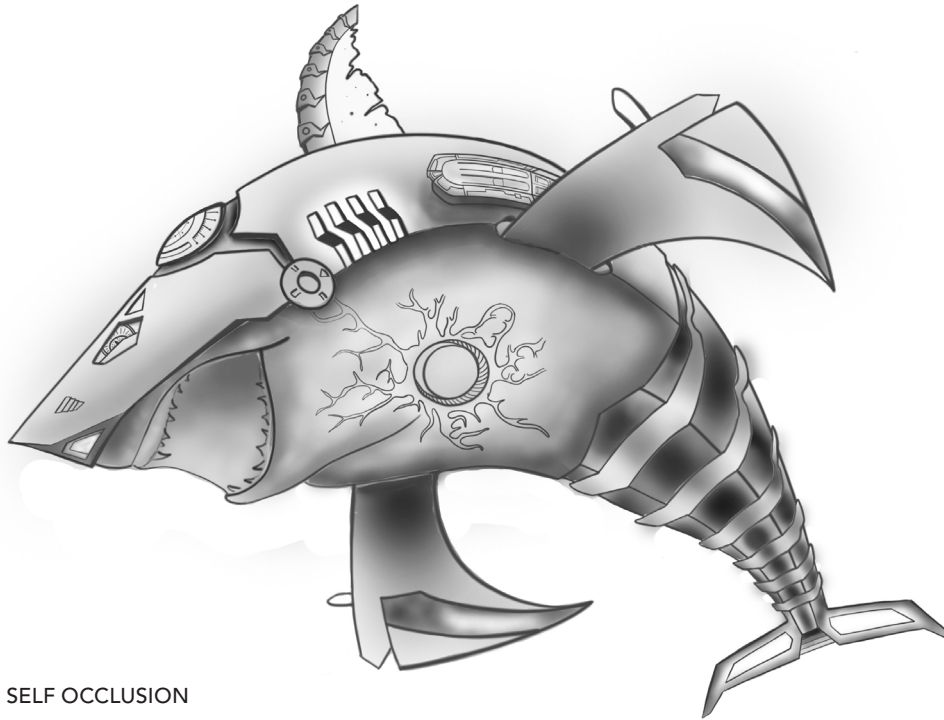
TAIL REDESIGN

COLORING

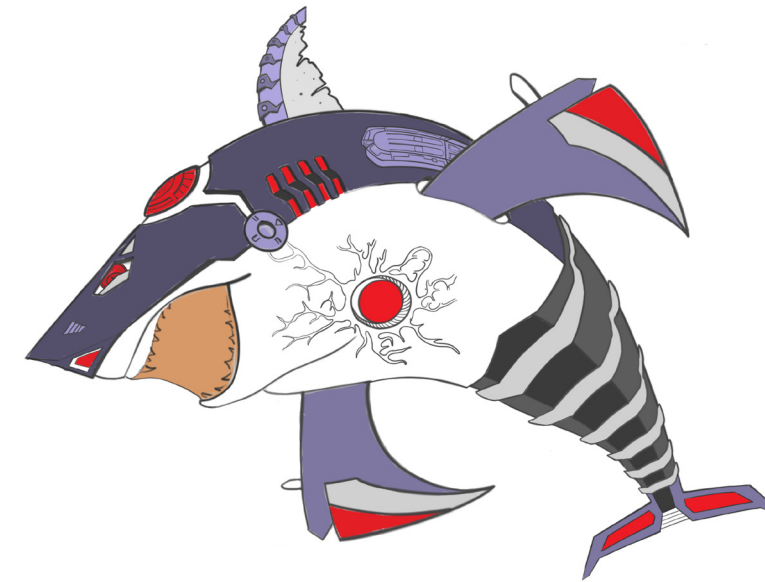
The rendering was done to understand the self-occlusion on the body of the shark. Base colors were applied and then rendered and colored. The explorations started with a blue but ended with a black as it gives it a more stealthy identity. Red was added to the lighting to make the nature of the character very menacing and foreboding.



SKETCH



SELF OCCLUSION



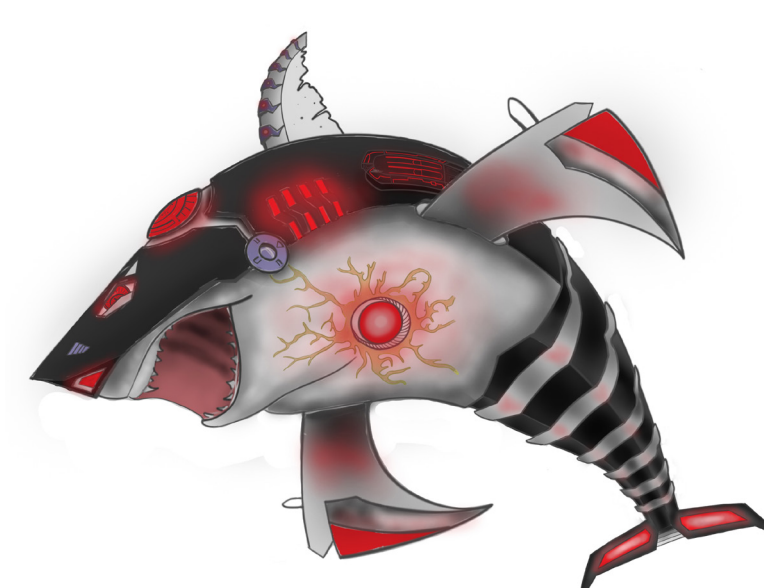
BASE COLORS



LIGHTING



COLOR VARIATION 1



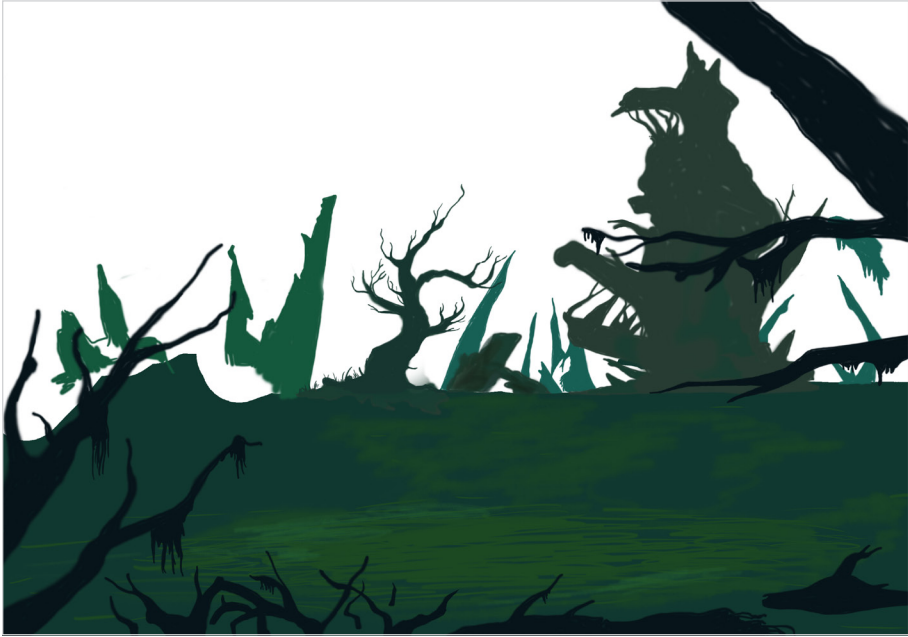
COLOR VARIATION 2

FINAL

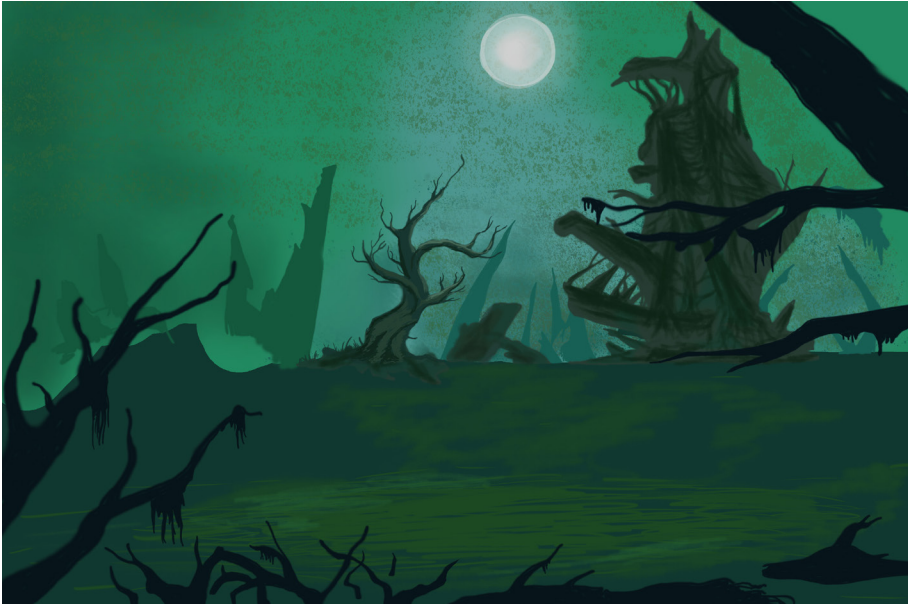
The character needed an equally menacing environment and thus I decided it to be an eerie swamp instead of an ocean. I used greens to show the presence of heavy vegetation and algae on the water surface so that the shark is completely invisible from the outside. The addition of dried-up and broken trees also added to its ambiance. A full moon surrounded by layers upon layers of mist helps me achieve the setting I wanted to create and portray the nature of the character.



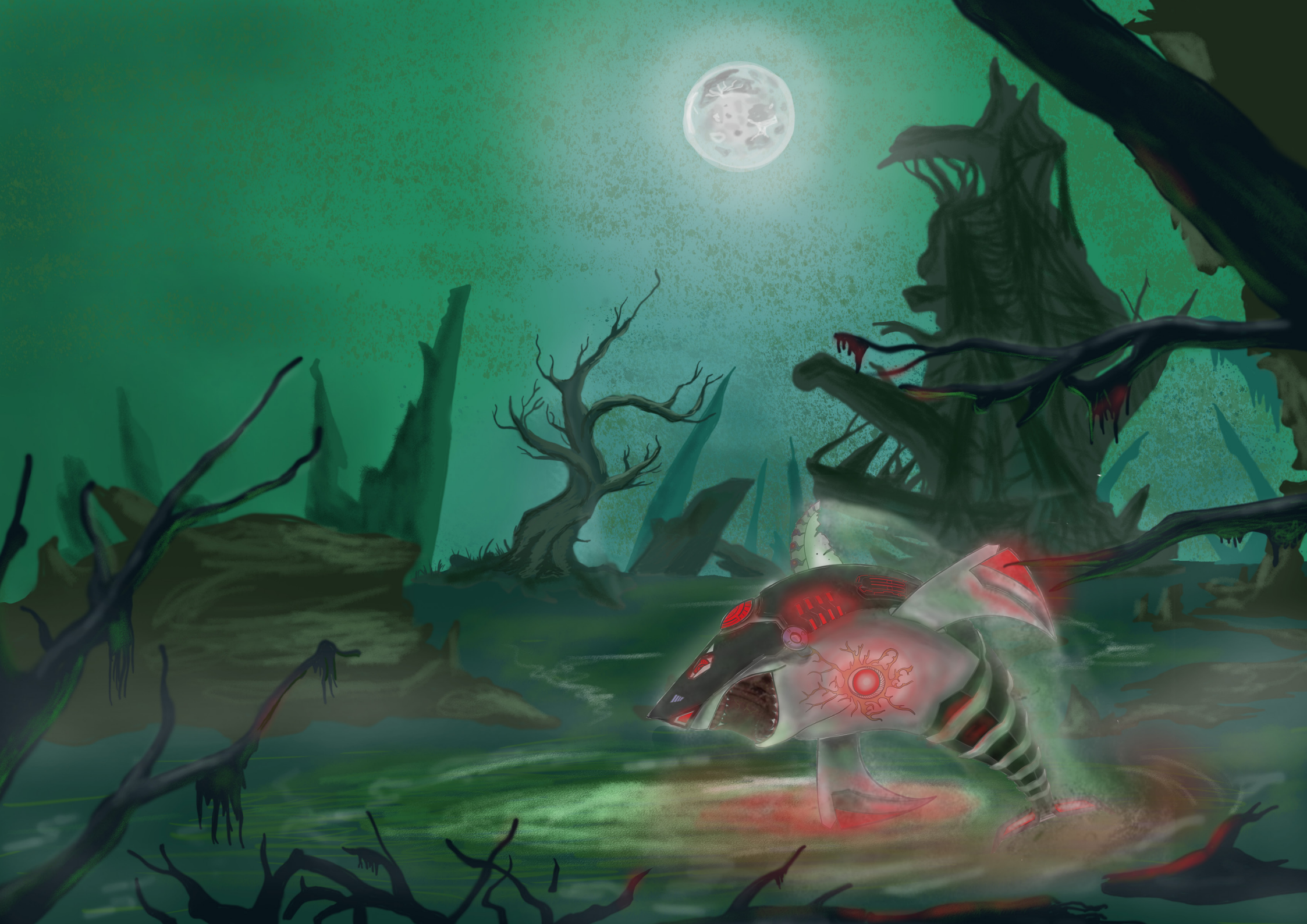
STEP 1



STEP 2



STEP 3



ANKIT KUMAR



For further information including many other projects please refer to my digital portfolio.

[behance.net/ankitkumardesign](https://www.behance.net/ankitkumardesign)