

BINGO BASH: UI Redesign

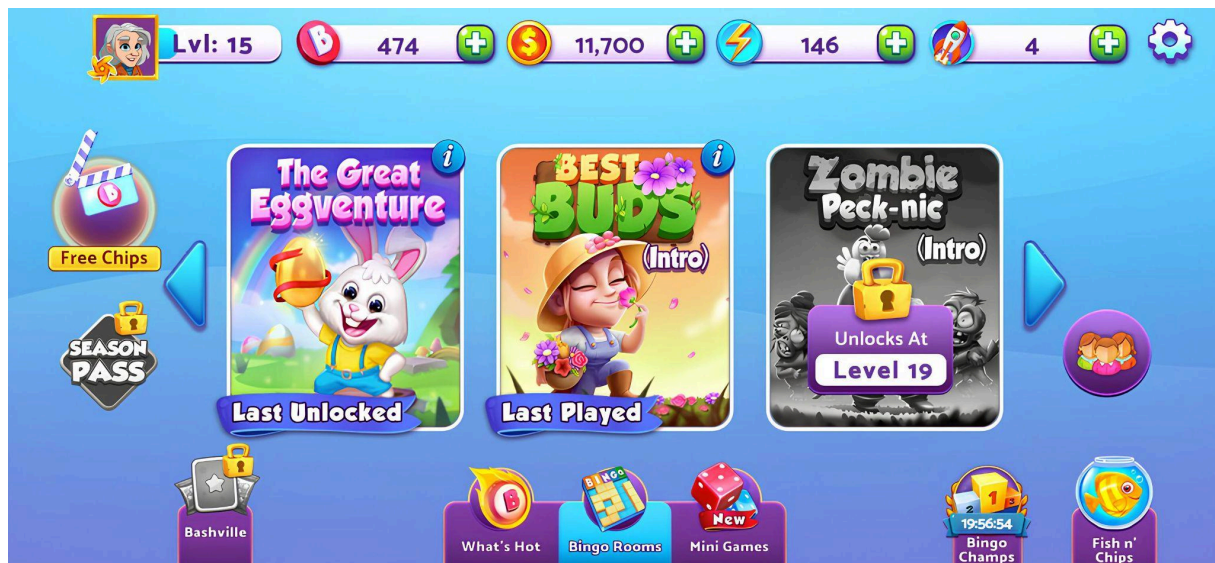
UI Design Document | Submitted by Avneet Dhaka

1. Overview:

Bingo Bash is a Social Casino game which primarily targets an audience of Women aged between 45-60 years. The primary purpose of the game's UI is to ensure that all the visible elements are clear and easy to access. However, I have redesigned the main menu to get a new touch up and understand how we can improve the overall UI/UX experience.

2. Main Menu:

Before -



After - [Final Design]



Here are some key changes in the UI Redesign:

- All of the Additional Content has been unified at one single place resulting in less cluttered space.
- Icons and their Buttons have been reimagined giving the UI improved visual hierarchy.
- The resources panel has been shifted to the right side of the screen.
- Introducing Bingo Shops, instead of giving plus icons to each resource bar, now the UI has a unified Shop button.
- Settings and Friends Panel has been unified along with the Bingo Shop Button on the right side of the screen.
- Color indexing is reduced to decrease visual noise.

Why are these changes done?

- **Clear Hierarchy:** Title, Cards, Currencies, Buttons were originally placed in an unorganised order leading to visual distress. Unifying them made the overall UI look clean and reduced cognitive load.
- **Color Overload** - Right now, the UI looks cluttered because of a mix of colors where each color is screaming for attention.
- **Unified Resource Section** - The reason why the Resource section is placed in right and stacked is simple to understand. They are mixing up with the player profile and level bar.
- **New Shop Button** - Instead of multiple “+” icons creating visual pressure, a unified Shop button creates more intentional and focused purchase behaviour. This reduces visual fatigue.

(Please note: Although the plus icon is removed, it can be reused since the resources are now unified at the right portion of the screen)

3. Main Menu Iterations -

Before diving into a final decision, I came up with some other versions as well which had some minor changes in them resulting in multiple iterations.

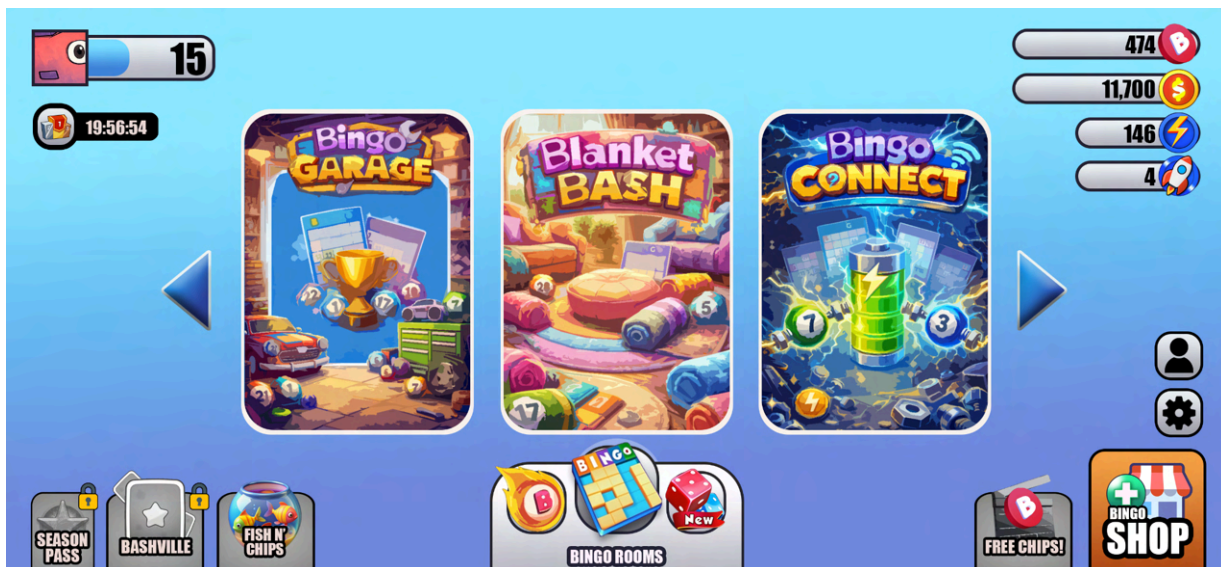
There were a total number of 4 Iterations after which I came up with my Final Decision -

1. Iteration 1 - UI without defined Border.
2. Iteration 2 - UI with defined border, Small and Mono-Chromatic Buttons.
3. Iteration 3 - UI with Large and Colored Buttons.
4. Iteration 4 - UI with Large resource section.

Each iteration was driven by player clarity and visual consistency. The goal was to ensure that every element on screen had a clear purpose - removing clutter while retaining all core functionality. The redesign prioritizes clarity as a foundation, with the intent to layer engagement and monetization through interaction design rather than visual overload.

The following pages walk through each iteration with key changes highlighted, leading to the final design decision.

Iteration 1 - (UI without Border/Bleeding) -



This was the first concept I made while redesigning.

Why Rejected?

1. This decision leads to a very poor screen visual ratio. A smartphone's notch usually makes the player's UI/UX experience hard and unpleasant.

Iteration 2: [Borders are Fixed]



What's Different?

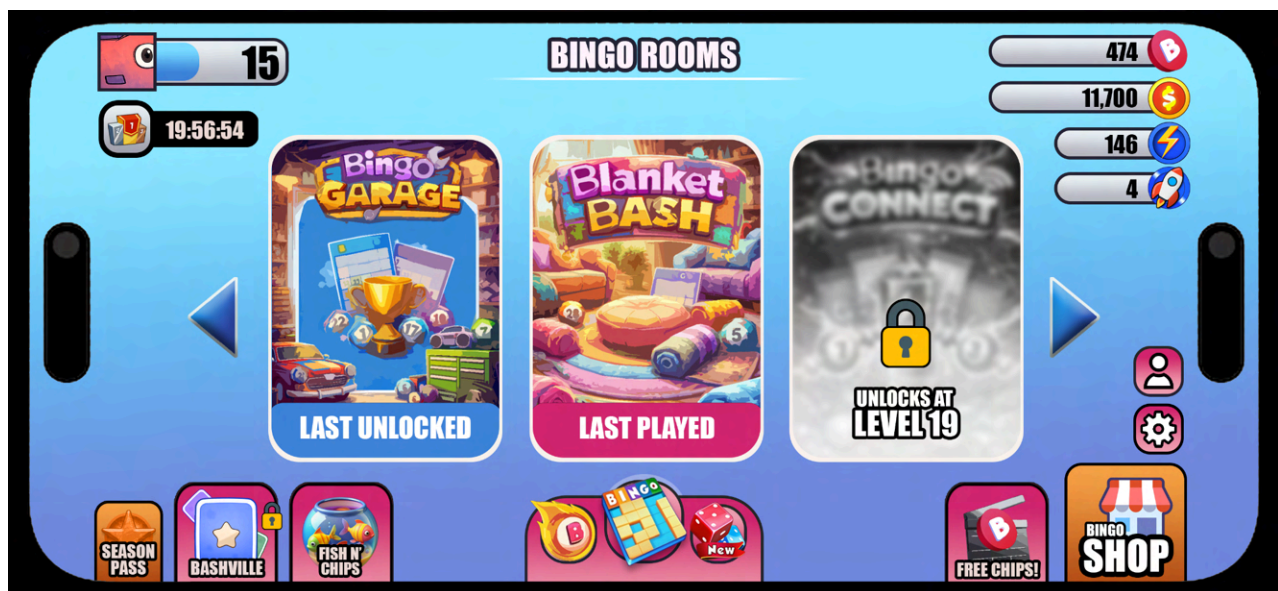
1. The entire UI has been shifted away from the border by taking an iPhone screen as reference.

2. The buttons are using a mono-chromatic scheme. Initial intent was to go for a neutral theme which can work with almost any color. Bingo Bash uses multiple colors which can often lead to a visual clutter.
3. Small Buttons, this helps in giving more visual space to the Bingo Rooms Buttons in the center

Why Rejected?

1. This decision leads to a very less exciting experience. The monochromatic works perfectly for almost any color scheme but the colored buttons work perfectly when the intent is to keep the players hooked.
2. The small buttons make it hard for aged people to see and trigger mistakes more often.

Iteration 3 -



What's Different?

After the initial concept, this was my third edit/iteration.

1. The buttons are now using a pink shade instead of being mono-chromatic.
2. Game Mode Buttons are now resized and now are much bigger than the previous iteration.

Why Rejected?

1. The resource bar seems very small considering the target audience is Women aged from 45-60.

Now, let's have a look at the second redesign that is the Buy Card Screen at the next page.

2. Buy Card Screen:

Before -



After -



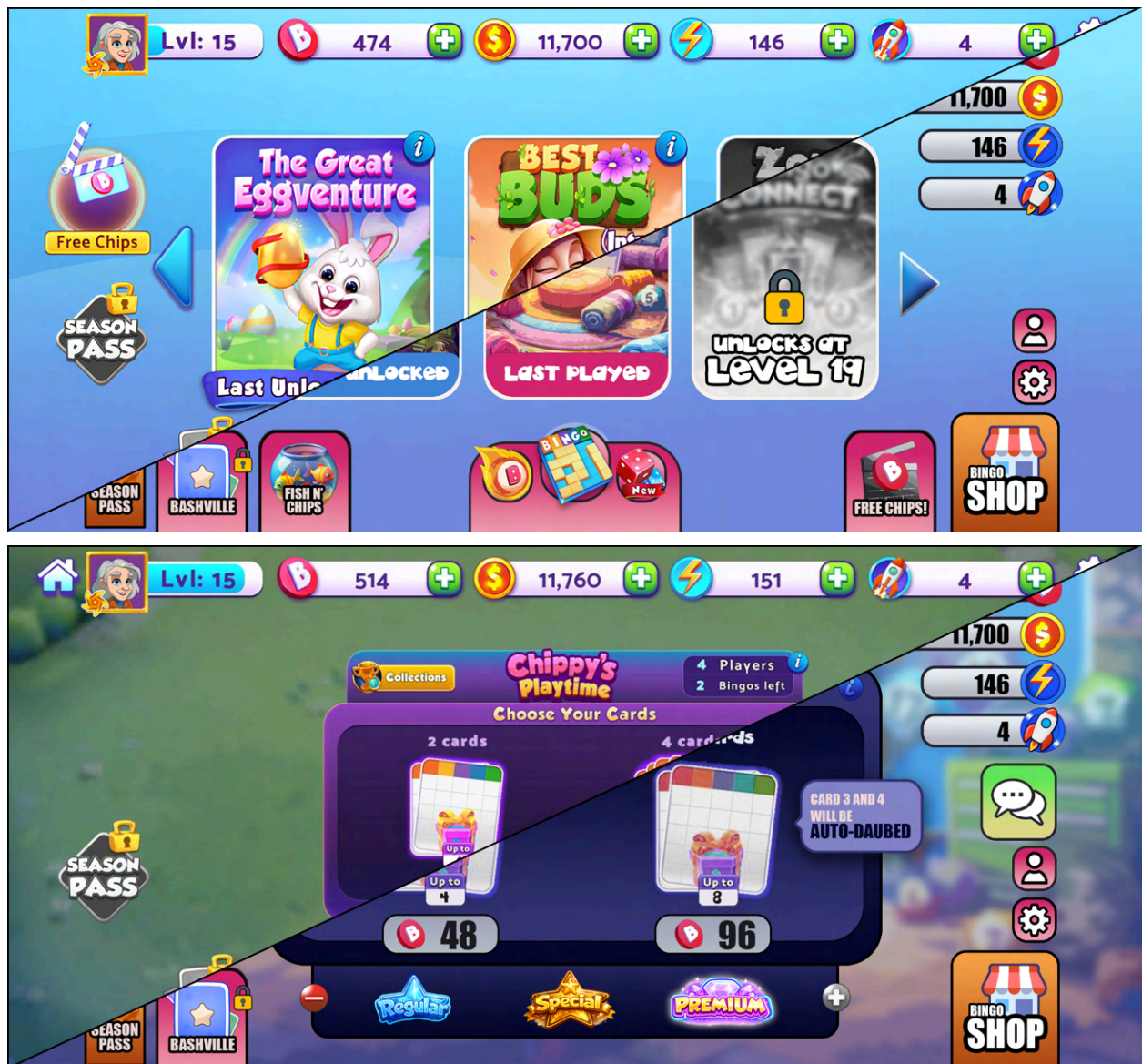
Here are some key changes in the UI Redesign:

- The card panel now uses a dark blue gradient instead of the original purple.
- Additional icons have been redesigned to match the visual language.
- Chat Icon has been aligned with the friends and settings section.
- Home Button has been realigned below the Bingo Champs for easier access.
- "Collections" button has been restyled and repositioned for better visibility.
- The resource bar has been shifted to the right side, and is now consistent with the Main Menu redesign.
- The overall Buy Card section has been redesigned and resized for better consistency.

Why are these changes done?

1. **Accessibility** - Larger, clearly labeled buttons ensure easier navigation for the target audience of women aged 45-60.
2. **Consistency** - Keeping the resource bar on the right side maintains visual consistency with the Main Menu, reducing the learning curve between screens.
3. **Social Essence Integration** - The task brief emphasizes bringing the *social essence of Bingo* to life. The chat button has been intentionally resized and made more prominent, ensuring social interaction is always one tap away - reinforcing the feeling of a shared, connected experience even during the card selection process.
4. **Reduced Cognitive Load** - By organizing UI elements into clear sections, users can process information faster, leading to quicker decision-making and smoother session flow.

A Final Comparison Between Both Screen's Before and After -



Now let's check the icons that have been redesigned at the next page

Redesigned Icons -



Both screens were redesigned with the target audience of women aged 45-60 in mind. Prioritizing clarity, accessibility, and social connection. Every change was intentional and driven by player experience goals rather than purely aesthetic preference.