Steam App Redesign.

CJ McLeod

Contents

Goals & Aspirations

Steams **BRAND PURPOSE** is to,

empower players and creators by making PC gaming accessible, connected, and community-driven. For players: Steam exists to make discovering, purchasing, and playing games easier and more enjoyable, while also providing features like achievements, cloud saves, mods, and community forums.

Since Steam's purpose is about empowering players and creators, and being the digital home of PC gaming, the mobile app extends that mission into players' everyday lives, even when they're away from their PC.

The mobile app does this by being:

Accessible & Convinent
Community driven
Providing security & trust

Steams **BRAND VALUES** are ACCESSIBILITY, COMMUNITY, TRUST, EMPOWERMENT & INNOVATION.

Brand values serve as guiding principles for a business and should be integrated into their culture and customer interactions. They shape a company's messaging, culture, and strategy, offering customers and employees insight into the brand's essence.

Steams **BRAND PERSONALITY** is PRACTICAL, COMMUNITY-FOCUSED, APPROACHABLE & TRUSTWORTHY

Brand personalities helps bring the brand positioning to life and helps customers form an emotional connection to the brand. It includes how the brand looks, acts, and sounds, but in human terms.

Steams **TARGET AUDIENCE** are/is...

Knowing your audience helps you shape everything, from your tone of voice to your visual style. Understanding who we're speaking to ensures our language, imagery, and references land where they matter most.
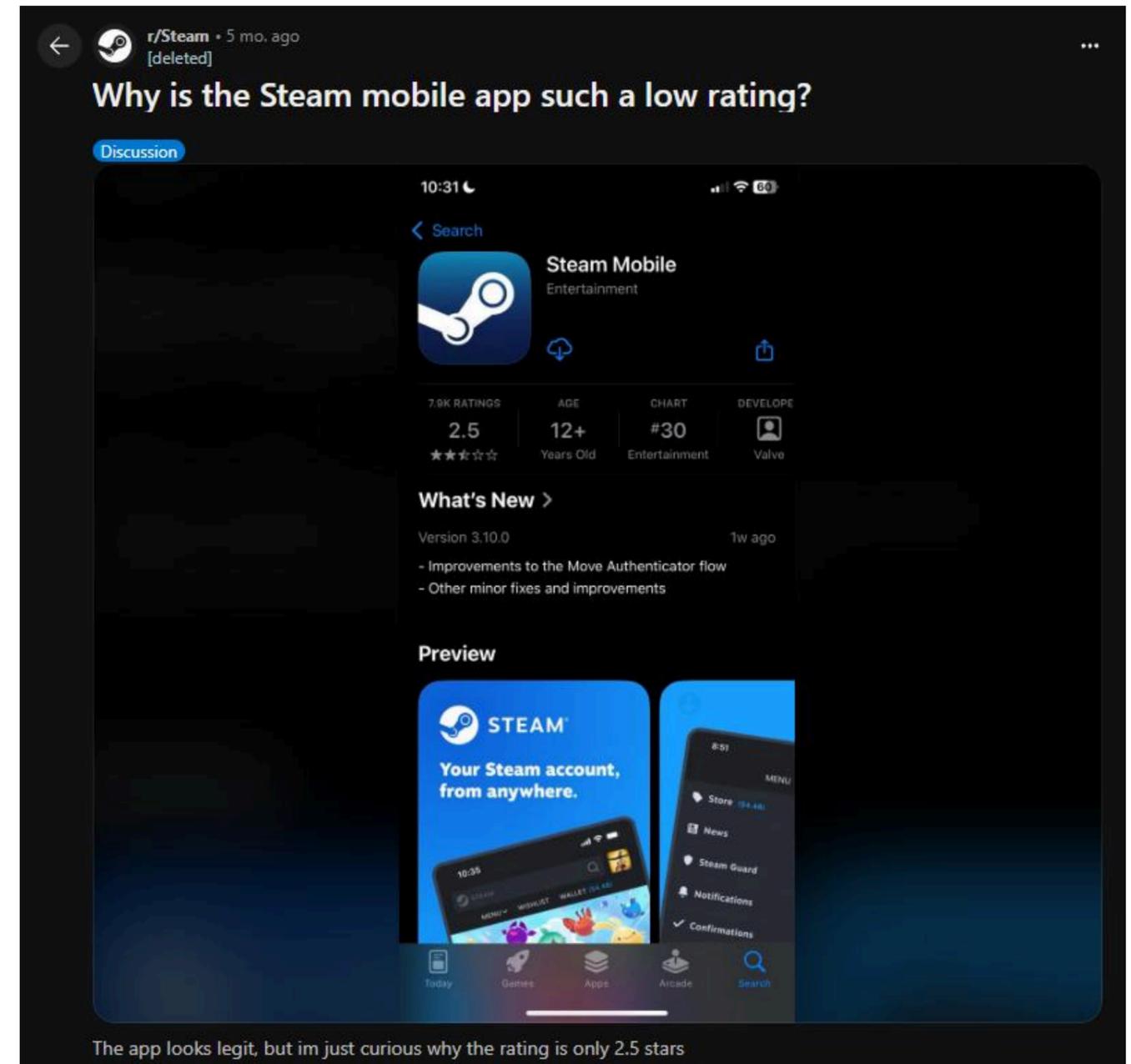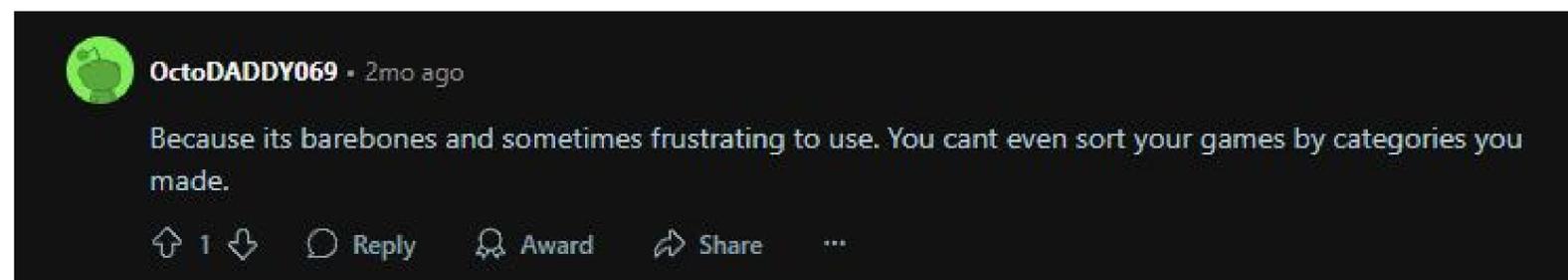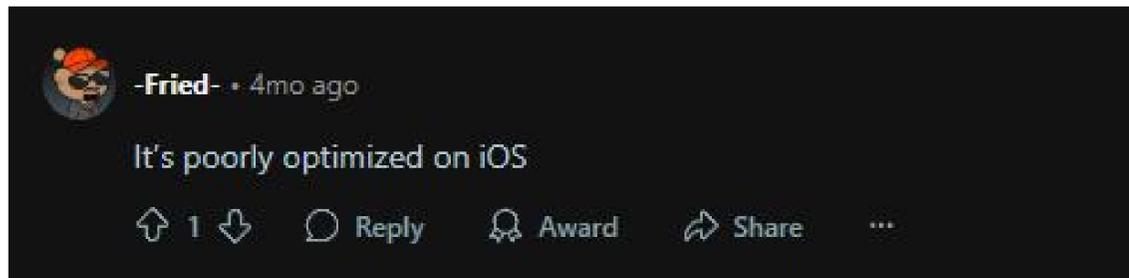
Critics

Children

Beta-Tester

Team-Players

Show-offs

Modder

Social Media Users

Mentors

Gamers

Grinder

Min-Maxer

Simulators

Newbies

Parents

Solo-Player

Impulse Buyers

Budget

Indie Enthusiasts

Developers

Mobile Gamers

Streamers

Achievement-Hunters

Hoarders

Sport-Players

Collectors

Community-Builder

Steams **BRAND LANGUAGE** is/uses terminology such as...

Flexible

"Steam Sale"

Reassuring

#LMAO

Direct

Secure

Engaging

Functional

Badges

Achievements
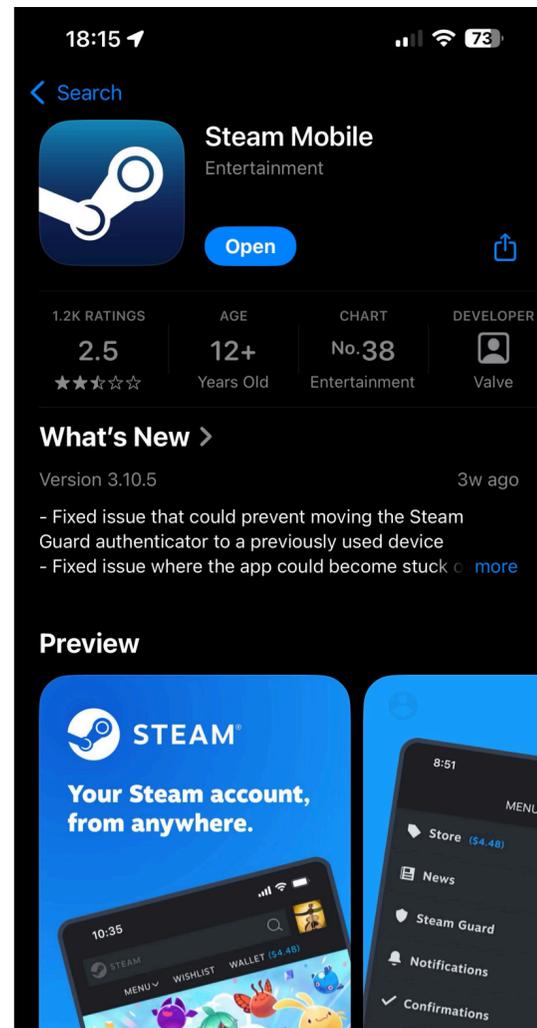
Trendy

Approachable

'PC Master Race'

Strategy

The *current* User Experience.

Looking at this one of many threads on the Steam Reddit forum to help give me guidance. I found somethings that Reddit, Steam users find annoying about the current user experience and what I can use to help spearhead my redesign.

-Fried- · 4mo ago

It's poorly optimized on iOS

⬆ 1 ⬇   💬 Reply   🏅 Award   ↗ Share   ...

bruinsfan1144 · 3mo ago

One issue that knocked my 5 star to 3 is how goddamn laggy it got in past few months. Its lagging and slow as hell

⬆ 1 ⬇   💬 Reply   🏅 Award   ↗ Share   ...

OctoDADDY069 · 2mo ago

Because its barebones and sometimes frustrating to use. You cant even sort your games by categories you made.

⬆ 1 ⬇   💬 Reply   🏅 Award   ↗ Share   ...

r/Steam · 5 mo. ago
[deleted]

Why is the Steam mobile app such a low rating?

Discussion

The app looks legit, but im just curious why the rating is only 2.5 stars

The *current* User Experience.

Looking at more consumer reviews; this time from the Apple App Store to help give a clearer and unfiltered experience. Although reviews are both positive and negative, I found the reviews lie somewhere in between: poor app usability and the bad user interface.

Terrible
★★★☆☆ 8 May · 💋Keeh💋
I've tried hundreds of times to log into my account. Reset my password, changed my email address.. and still it won't let me login. When I click onto the support, none of the options I need come up!! I can't use my account, play the game I've just bought.. you don't have an email address I can c...

Absolutely Awful😡
★☆☆☆☆ 28 May · BuNkUmBoX⚙️
At first, I really wanted Steam Mobile because, it had some high quality games on there, but all of a sudden, it was asking me for 'My Account Name', when I have literally never entered Steam Mobile before and have never made any account of any sort. I know it doesn't cost anything, but honestly...

USELESS
★☆☆☆☆ 13 Jun · GamerGirl2098
I swear to God I've never come across a more useless provider of anything my ex provided better for me than this useless thing called "steam". Do you know how much you've just dehumanised me by repeatedly making me go through an authentication thing looking for sidewalks buses...

I love Steam but...
★★☆☆☆ 19 Apr · ColosseumPossum
If you scroll down maybe 20 background in the point shop then your entire app just stops showing anything but the back button, so I press it (obviously) but I get sent back to the point workshop, not back to where I was searching (minor inconvenience) but right when I get back t...
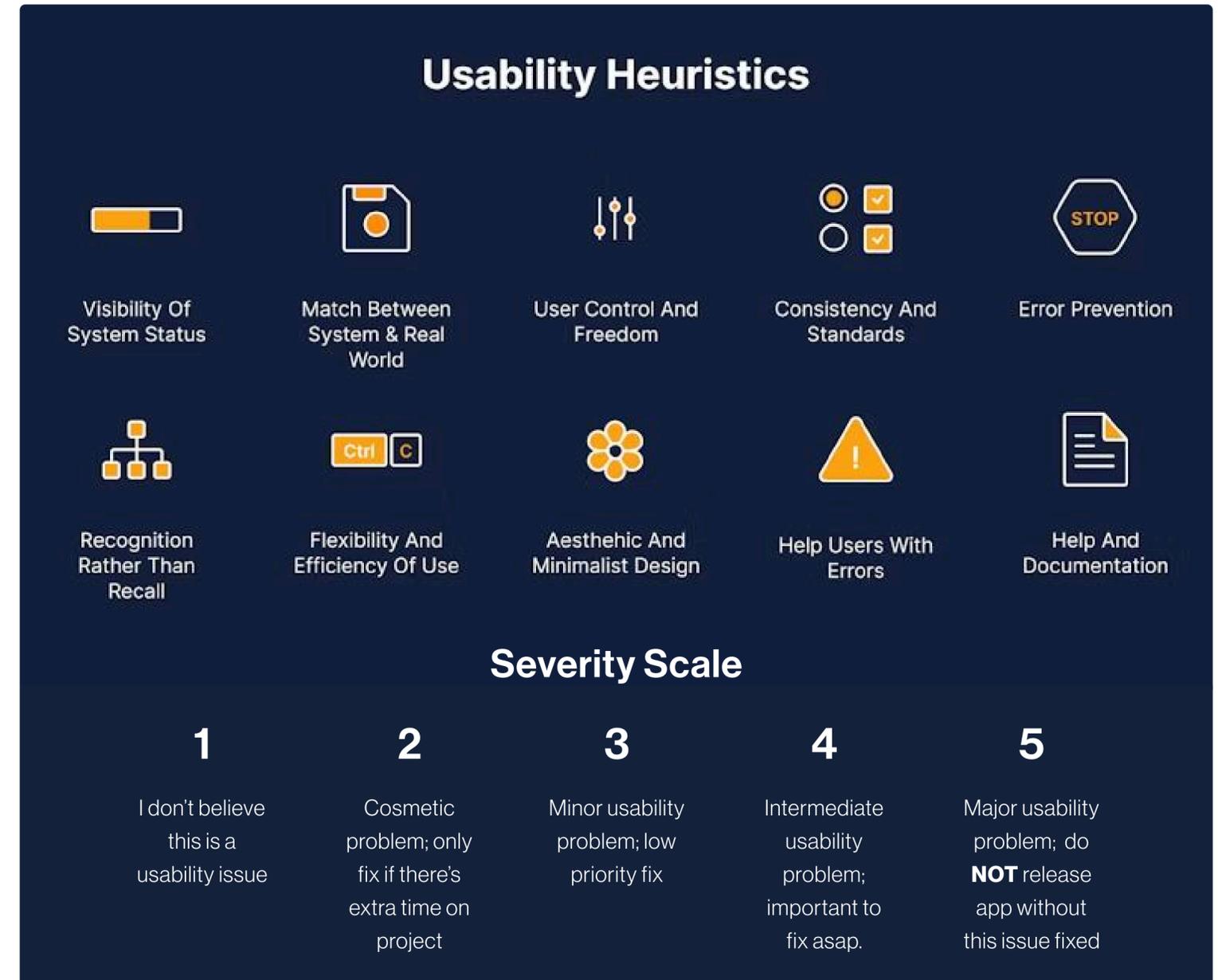
Nah it's terrible
★☆☆☆☆ 18 Jun · 5 june 2023
Literally, it won't let me play a single game. So I press play game on stream and it doesn't pop up on stream and yeah, like i can't do anything.

Needs more than a lil work
★☆☆☆☆ 5y ago · Chillz121
To start it barely works, when I spend time away from my computer I still try and keep up to date with offers and events that are going on however the page never loads anything fully, either it'll be a page of script text which hasn't loaded in correctly to display anything on the page bar that or it will...

Decent
★★★★☆ 12 Jun · Zrexia
Can be slow at times and the ui in some parts is abit clunky but it does the job

Strategy   Steam App Redesign

Heuristic Evaluation

After taking a look at the reviews from the App Store and forums such as Reddit, I looked for other methods on measuring User Experience design and found Jakob Nielsen's heuristics. With both consumer feedback and Nielsen's heuristics (when used alongside the severity scale) I'll tackle this project.

To save time, I'll only go into depth with issues that are marked as 4 or 5 on my severity scale (seen at the bottom of the Usability Heuristics)

Usability Heuristics

Visibility Of System Status	Match Between System & Real World	User Control And Freedom	Consistency And Standards	Error Prevention
Recognition Rather Than Recall	Flexibility And Efficiency Of Use	Aesthehic And Minimalist Design	Help Users With Errors	Help And Documentation

Severity Scale

1	2	3	4	5
I don't believe this is a usability issue	Cosmetic problem; only fix if there's extra time on project	Minor usability problem; low priority fix	Intermediate usability problem; important to fix asap.	Major usability problem; do **NOT** release app without this issue fixed

Visibility of the Problem Status

Overall Severity Score: 3

The design should always keep users informed about what is going on, through appropriate feedback within a reasonable amount of time.

On the Steam app, you can see where you are at all moments due to the easily visible section titles and highlighted icons. Even though it is very well done (especially for when it was made) there are still flaws to point out.

Even though it has been executed well, there are still issues I have pointed out and plan to resolve within this project. →
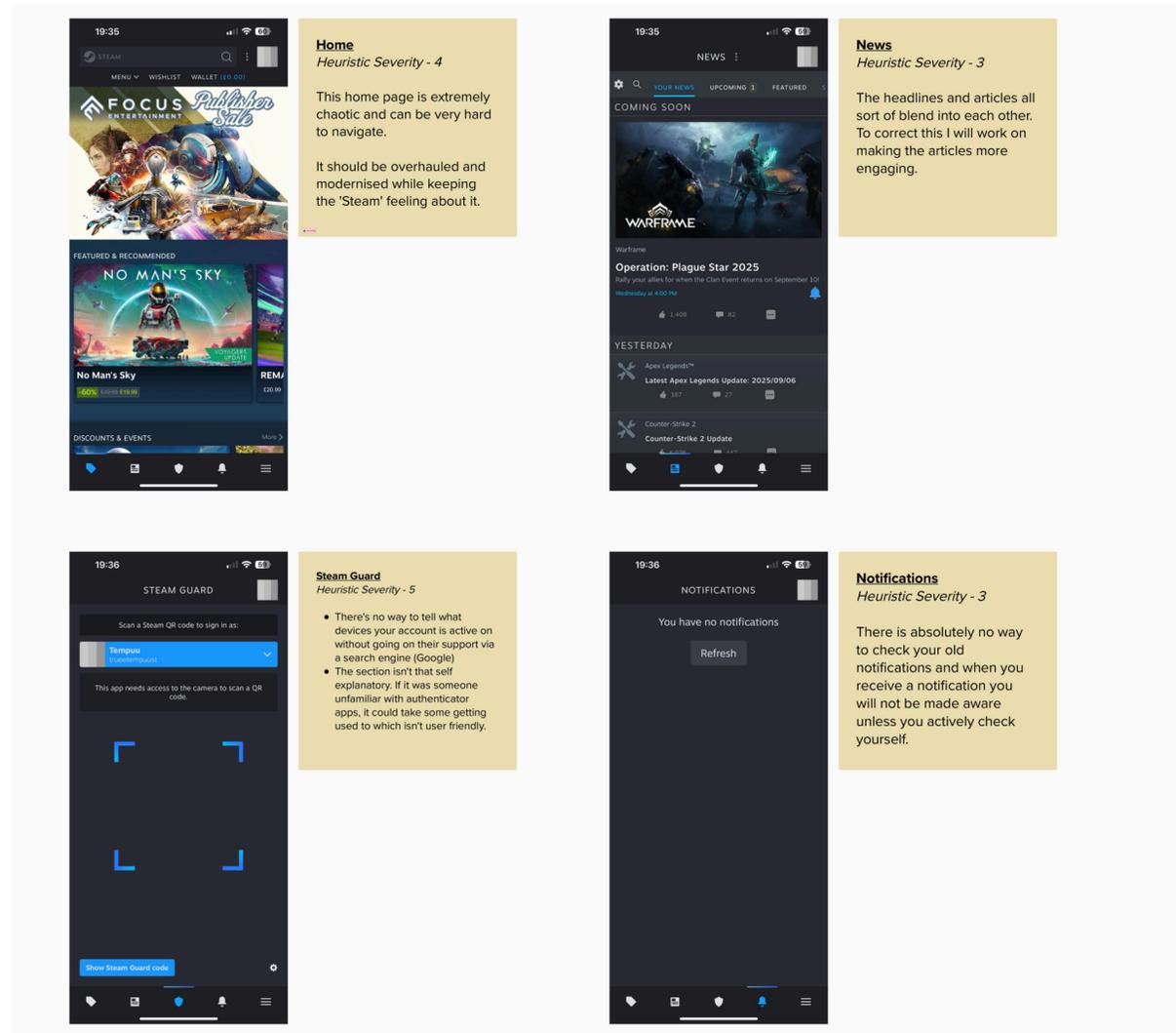
Match Between System and Real World

Overall Severity Score: 0

Use concepts, language, and visuals familiar to the user, not technical jargon.

The designers at Steam know this already, and they delivered this to a high standard allowing users to understand what things and phrases within the app mean,

Example:
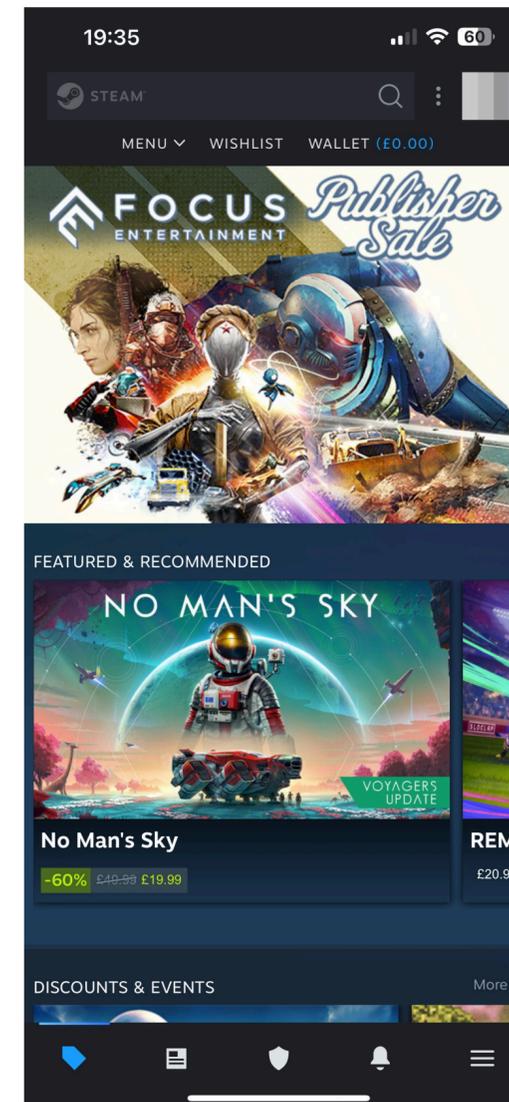
User Control & Freedom

Overall Severity Score: 2

Give users ways to undo, redo, or exit unwanted actions (e.g., "Cancel" buttons, "Back" navigation).

Even though the accessibility is an issue with the app (choice of colours for text and buttons in some sections), the one thing they got spot on is the ability to exit a section, go back and undo changes.

To the right you can find some people on reddit having a laugh about the inconsistencies within steams UI.
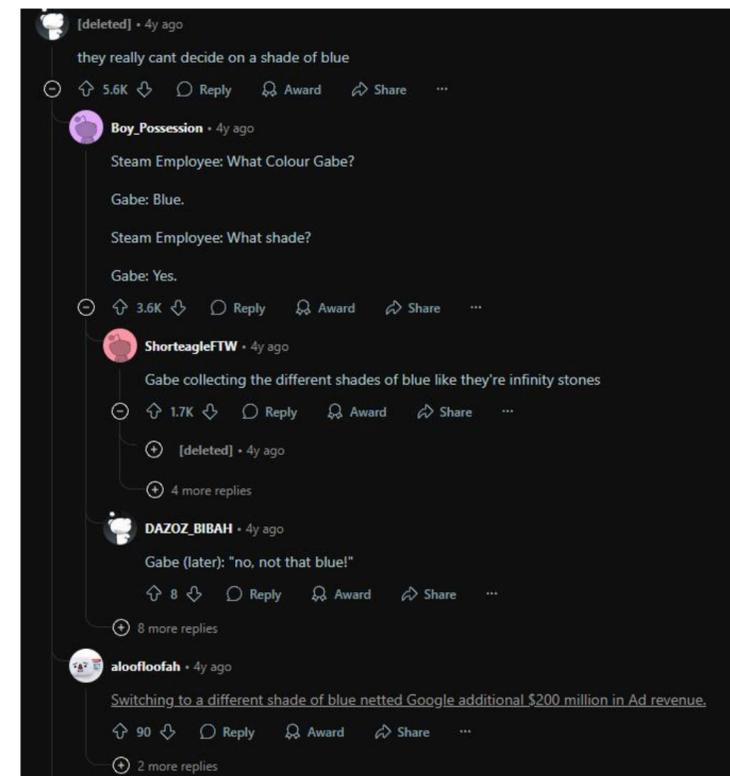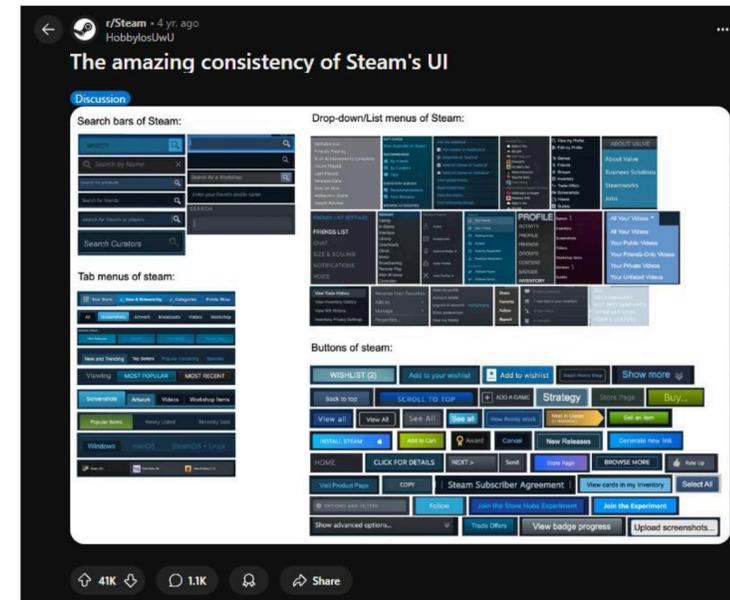
Consistency & Standards

Overall Severity Score: 3

Follow platform conventions and keep terms, icons, and layouts consistent so users don't have to relearn patterns.

When you open the steam app, you can tell that the designers worked very hard to deliver a strong product, and the app has gone through many iterations to try and address glaring issues. However, there are still inconsistencies within the app (both web and mobile) with the majority being discussed on that reddit post shown prior to this slide (poor consistency overall). →
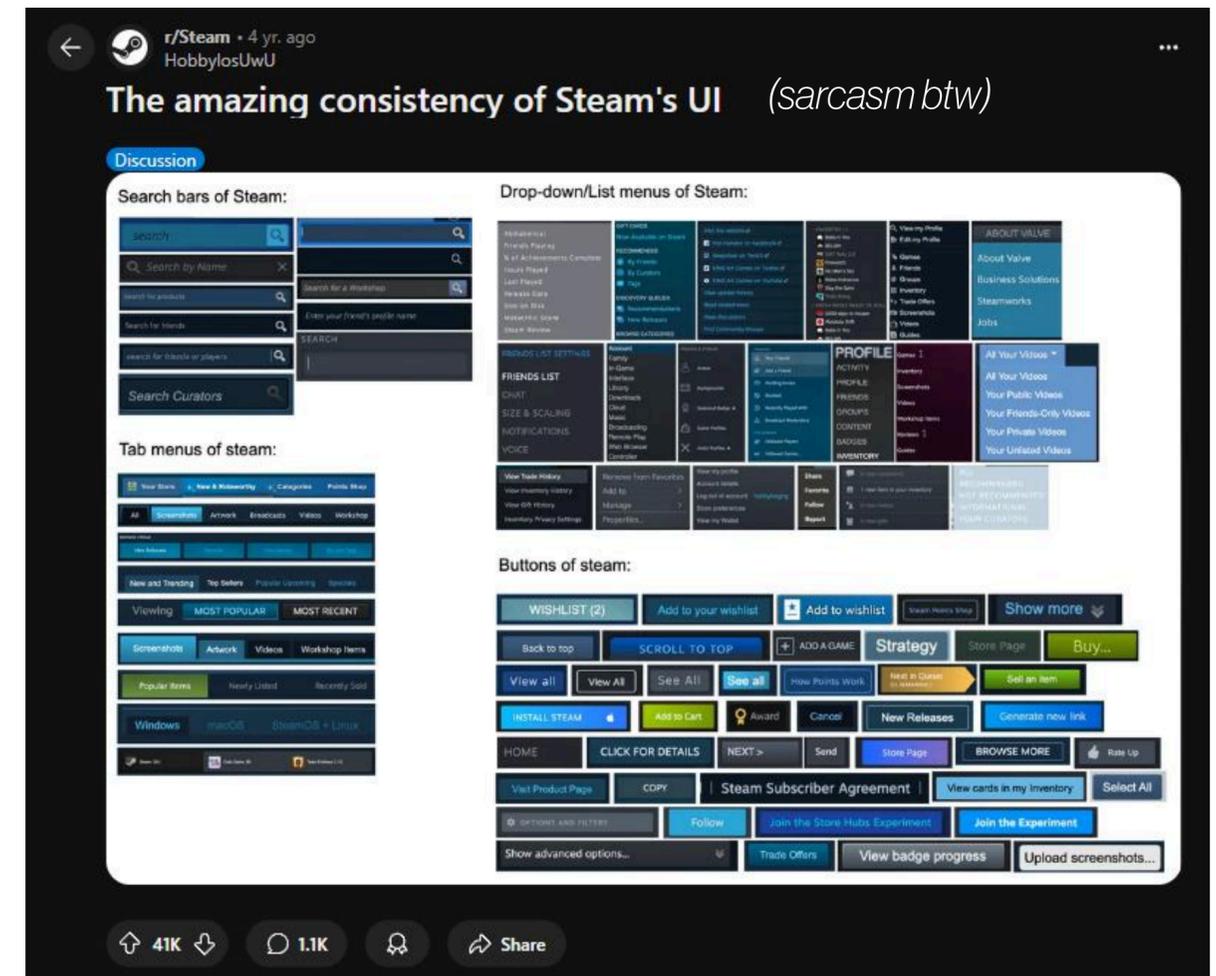
Error Prevention

Overall Severity Score: 0

Design to avoid problems in the first place, such as by disabling invalid options or confirming destructive actions.

Steam's designers did this flawlessly so I do not need to address this.

Flexibility and Efficiency of Use

Overall Severity Score: 0

Provide shortcuts and customization for experienced users, while still keeping things simple for beginners.

Again, a non-issue for the current rendition of the app (and hopefully any future renditions) so I will not address this in my project.
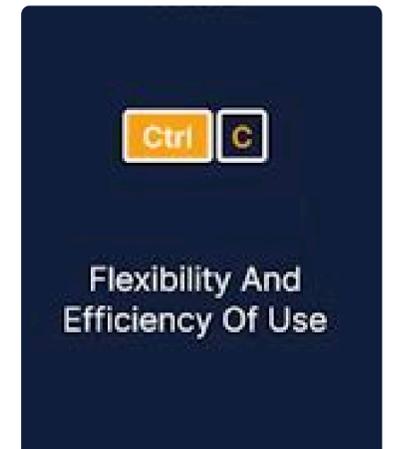
Aesthetic and Minimal Design

Overall Severity Score: 4

Interfaces should be visually clean, showing only what is necessary without overwhelming the user.

The app naturally has a lot of information on screen due to it being a marketplace for an array of games, so adding more complex icons, gradients, etc will start making its users (especially the new ones) anxious due to the information overload.

This section should be given the most attention and be made clear and concise for any type of user to understand.
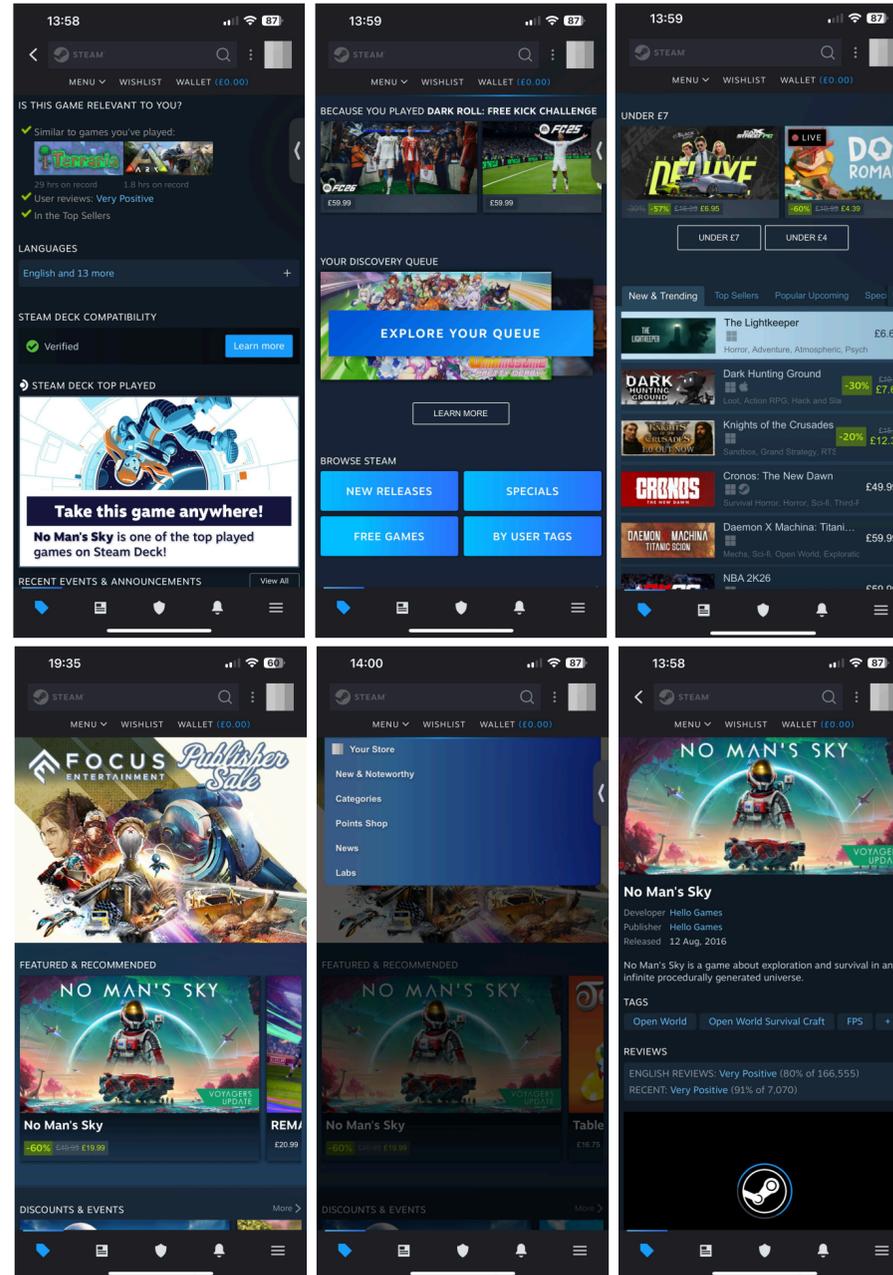
Aesthetic and Minimal Design

Overall Severity Score: 4

Some additional notes I have done to tackle what is wrong with these pages and alluding to solutions I will make for the redesign.
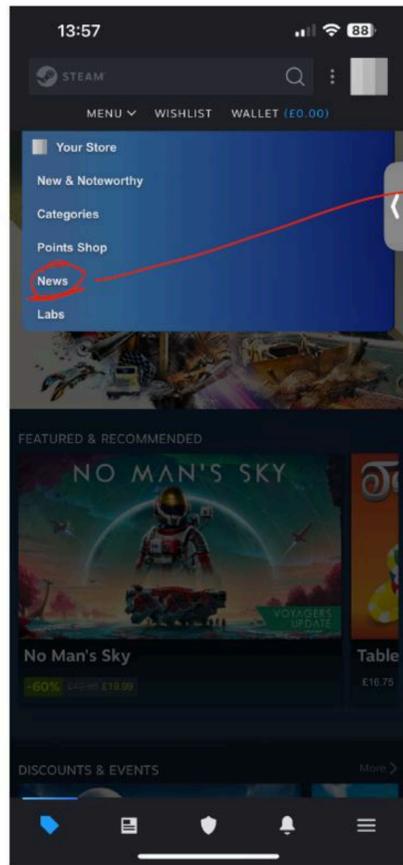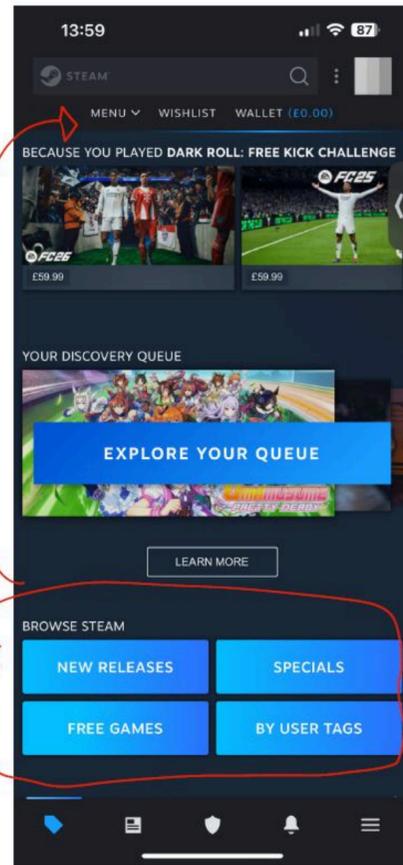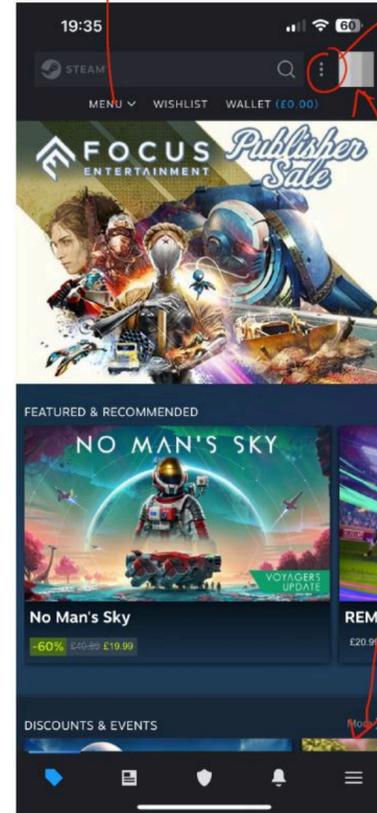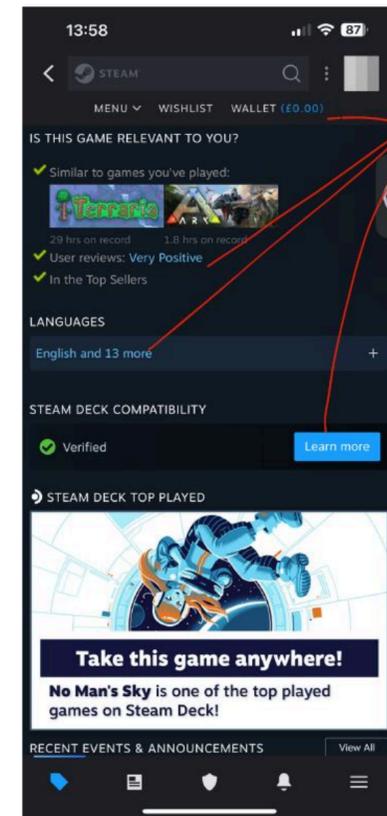
Help Users with Errors

Overall Severity Score: 1

Error messages should be clear, in plain language, and suggest a solution (not just codes or technical terms).

Steam does this already to the best of its ability. The do provide error codes but their customer service are very accessible and they even have their own community forum which will probably have your error on there already. This is an issue I would only address if given the extra time at the end of the project.
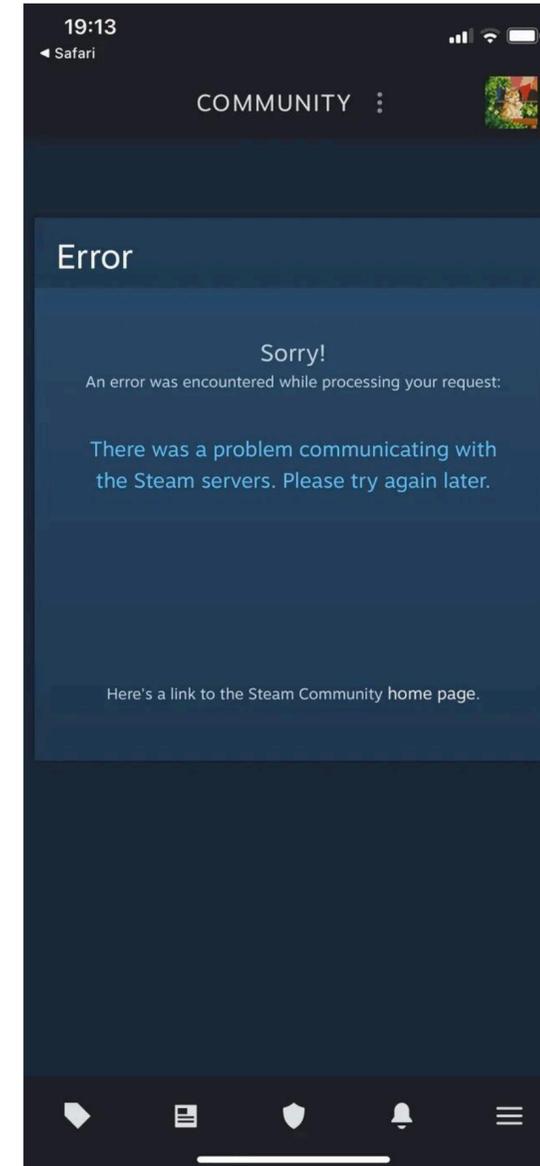
There servers however are quite renowned for how slow they are; well at least on the mobile app. But that shouldn't take away any Severity points from their user interface.
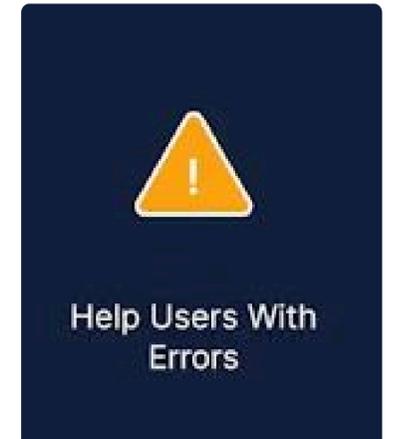
Help & Documentation

Overall Severity Score: 0

If needed, provide easy-to-find guidance that helps users complete tasks, even if the system is mostly intuitive.

More or less the exact same as the last point. Every thing needed can be found either on the app already or online with a quick browser search of your issue.

Solutions

Consistency is one of the most important principles in any redesign, especially for something as established as the Steam app. When an experience feels consistent, users immediately recognise where they are, how things work, and what to expect. This reduces friction and makes navigation feel natural rather than confusing.

To avoid said confusion, I made the following changes.

Wireframing

Sketches done to showcase what the app redesign is aiming for.

These initial sketches showcase the Navigation bar and what the things within the navigation bar mean.

Home
- where to find games & deals

News
- Catch up on latest gaming news
- catered to user.

Notifications
- Notified of logins, purchases & news.

Guard
- works as an authenticator
- used to log into devices securely.

Steam Redesign

Profile
- check & customise profile

Home | Store

Guard / Authenticator

Profile

News

Notifications

search bar

dynamic island

Menu

Search

Navigation bar

Wireframing

Some super rough sketches to get an idea of the layout I wanted to achieve for the app design. It very loosely follows the original design with more modern and consistent features, instead of the messy inconsistent design of the original app.
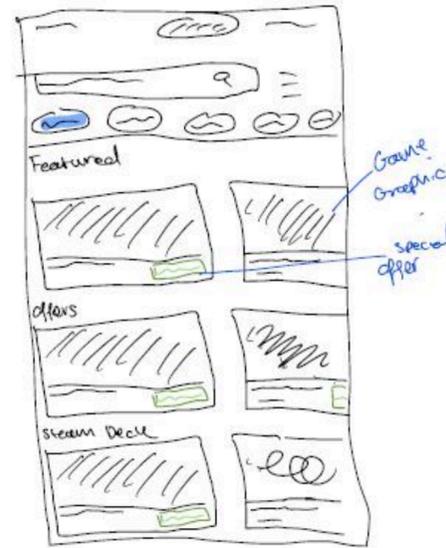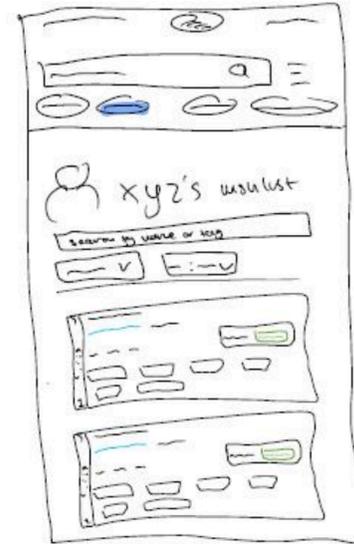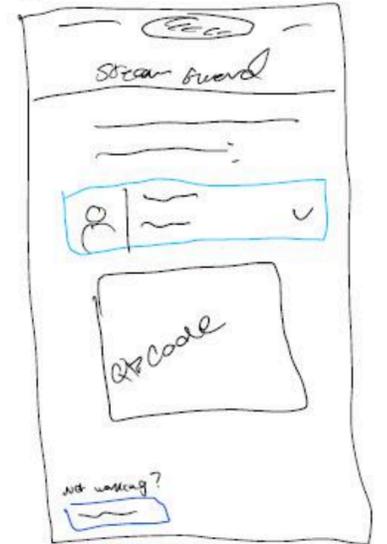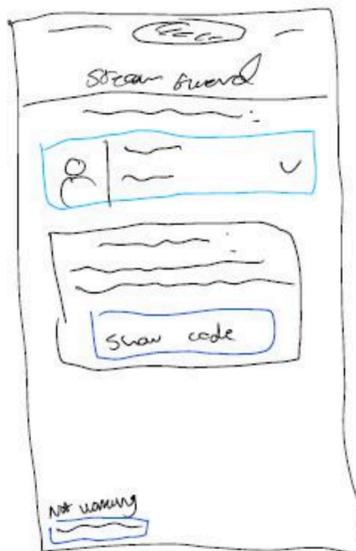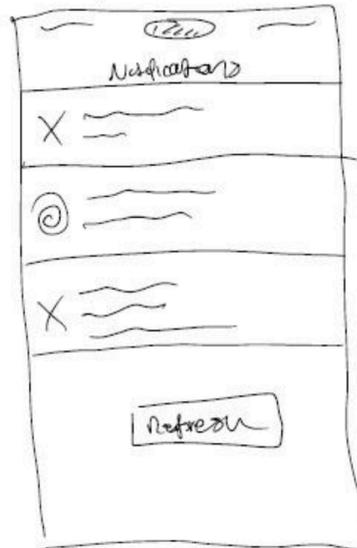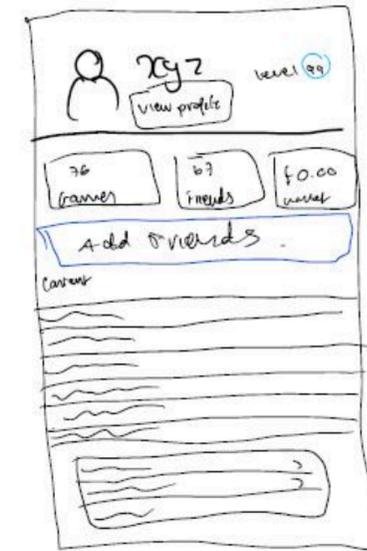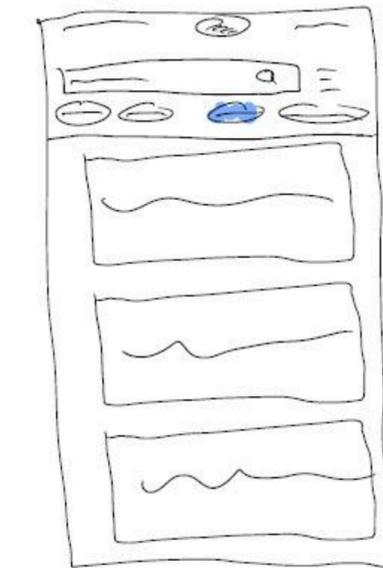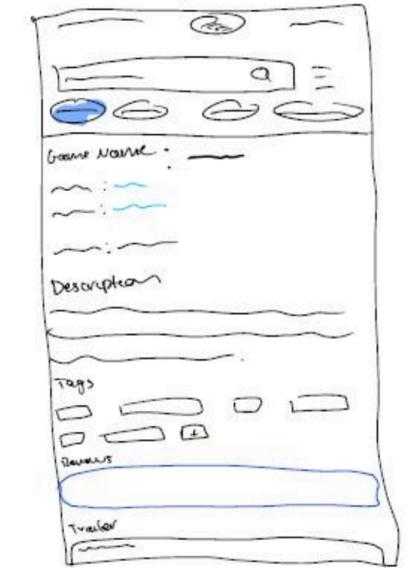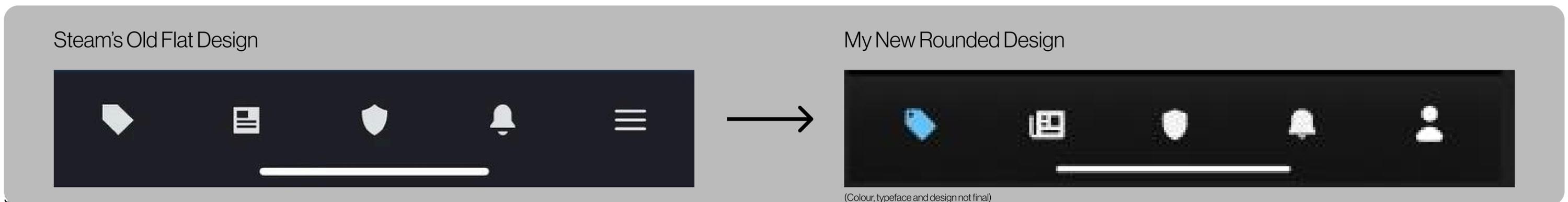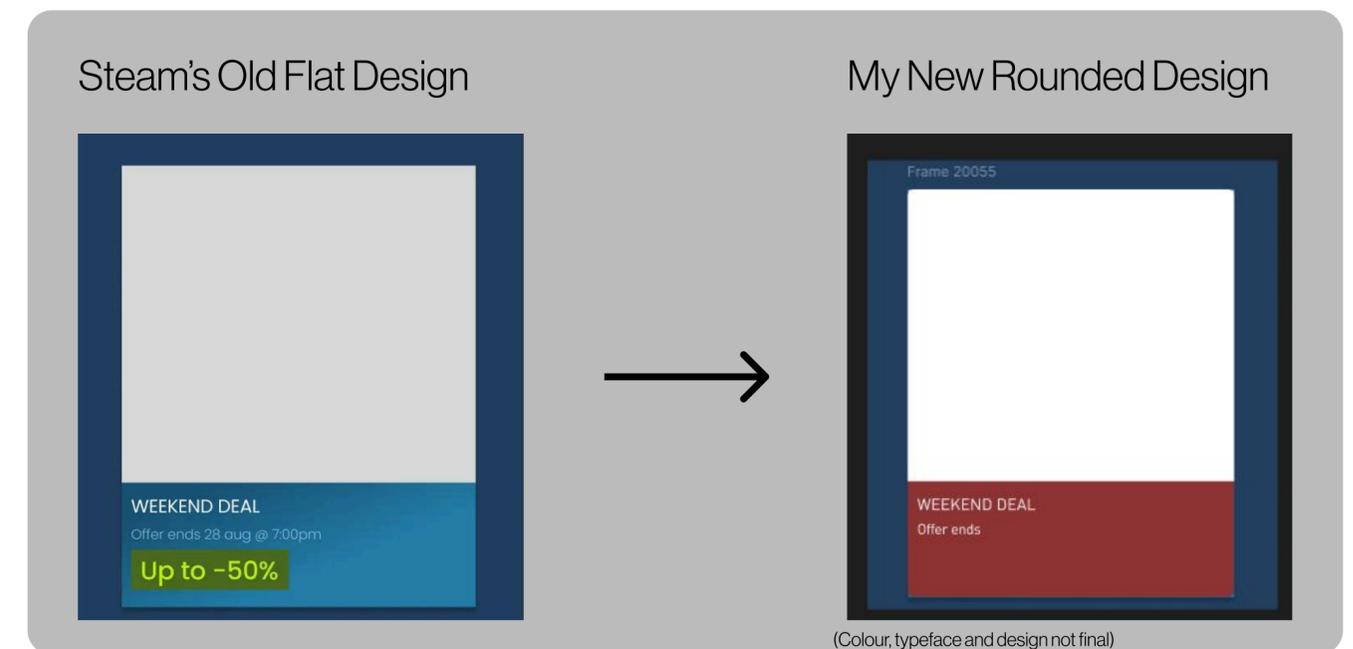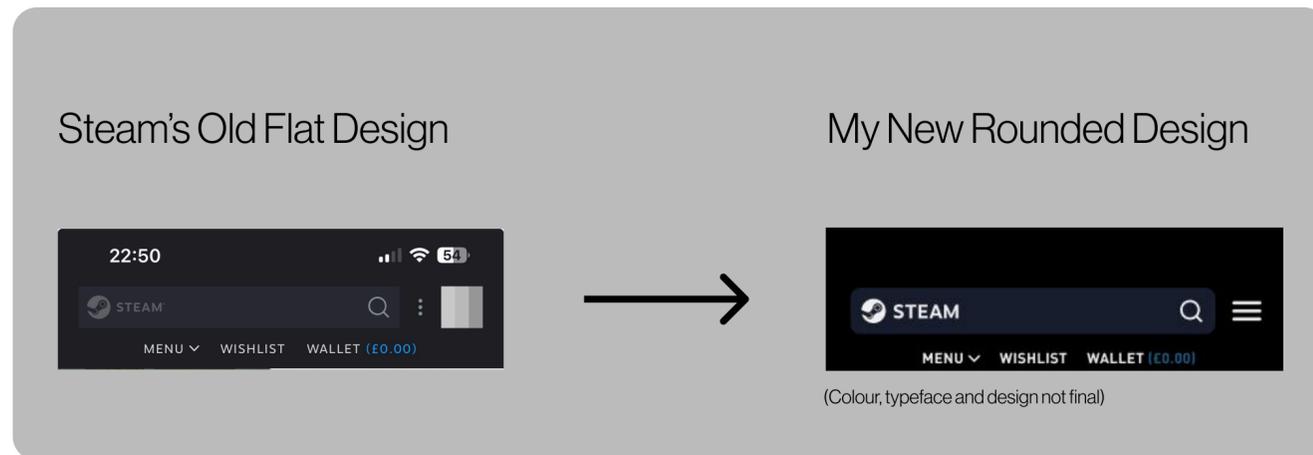
Rounded Elements & Neumorphism.

Steam uses mainly a flat design with occasional rounded elements which leaves the app feeling old and unengaging to use. Going 100% rounded with the design in combination with neumorphism elements will give the app the modernism it so desperately needs to feel refreshing and purposeful.

(Colour, typeface and design not final)

Steam's Old Flat Design

My New Rounded Design

Steam's Old Flat Design

My New Rounded Design

22:50

STEAM

MENU ⌄   WISHLIST   WALLET (£0.00)

STEAM

MENU ⌄   WISHLIST   WALLET (£0.00)

(Colour, typeface and design not final)

WEEKEND DEAL
Offer ends 28 aug @ 7:00pm
Up to -50%

Frame 20055

WEEKEND DEAL
Offer ends

(Colour, typeface and design not final)

Steam's Old Flat Design

My New Rounded Design

(Colour, typeface and design not final)

Colour Palette.

Improving the colour palette by overhauling the old & inconsistent for the modern & harmonious.
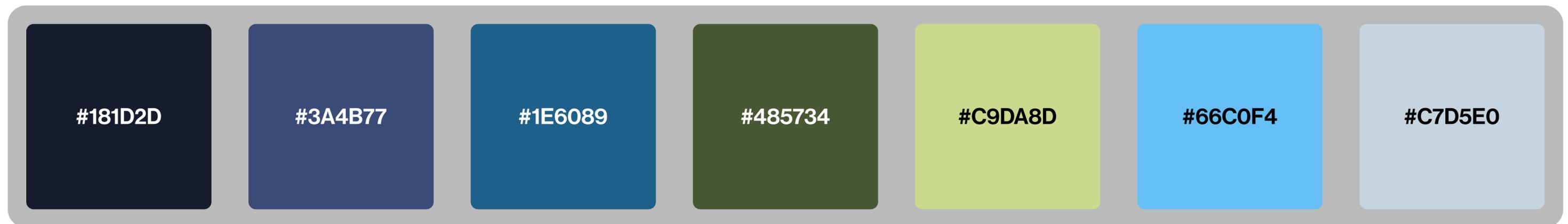
The Old Colour Palette
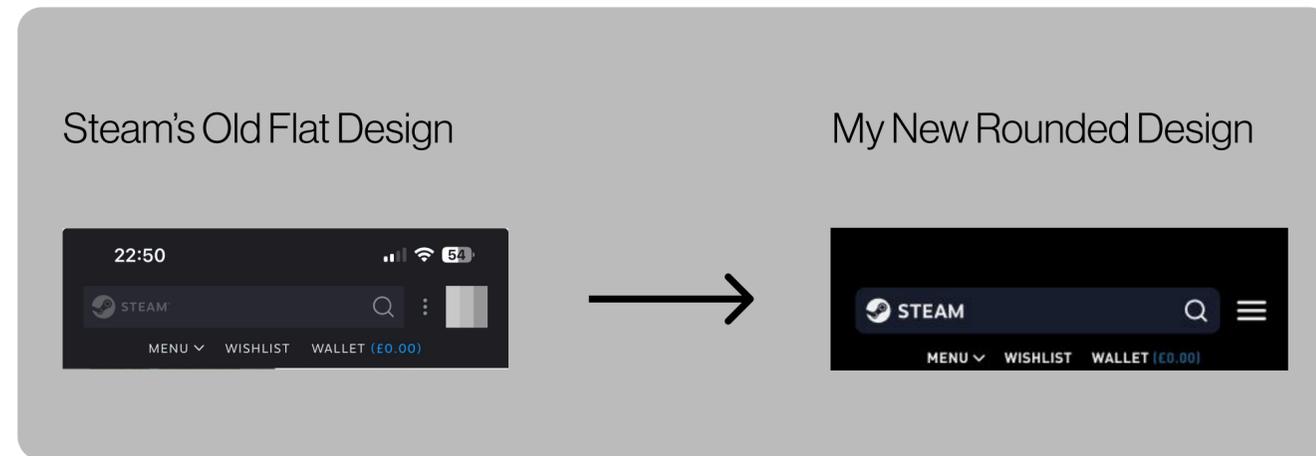Known for its massive inconsistencies and inability to 'stick to a shade.

#1F2127	#0F1E2C	#223F5F	#4C6B22	#BEEE11	#1A9FFF	#FFFFFF

The New Colour Palette
Aims to add harmony to the app by reducing the noise created by the overwhelming colours and information.

#181D2D	#3A4B77	#1E6089	#485734	#C9DA8D	#66C0F4	#C7D5E0

Colour Palette.

The new colour palette in use.

Steam's Old Flat Design

My New Rounded Design
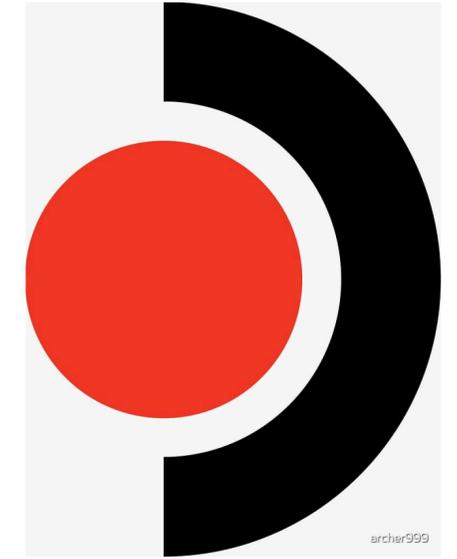

Steam's Old Flat Design

My New Rounded Design

(Colour, typeface and design not final)
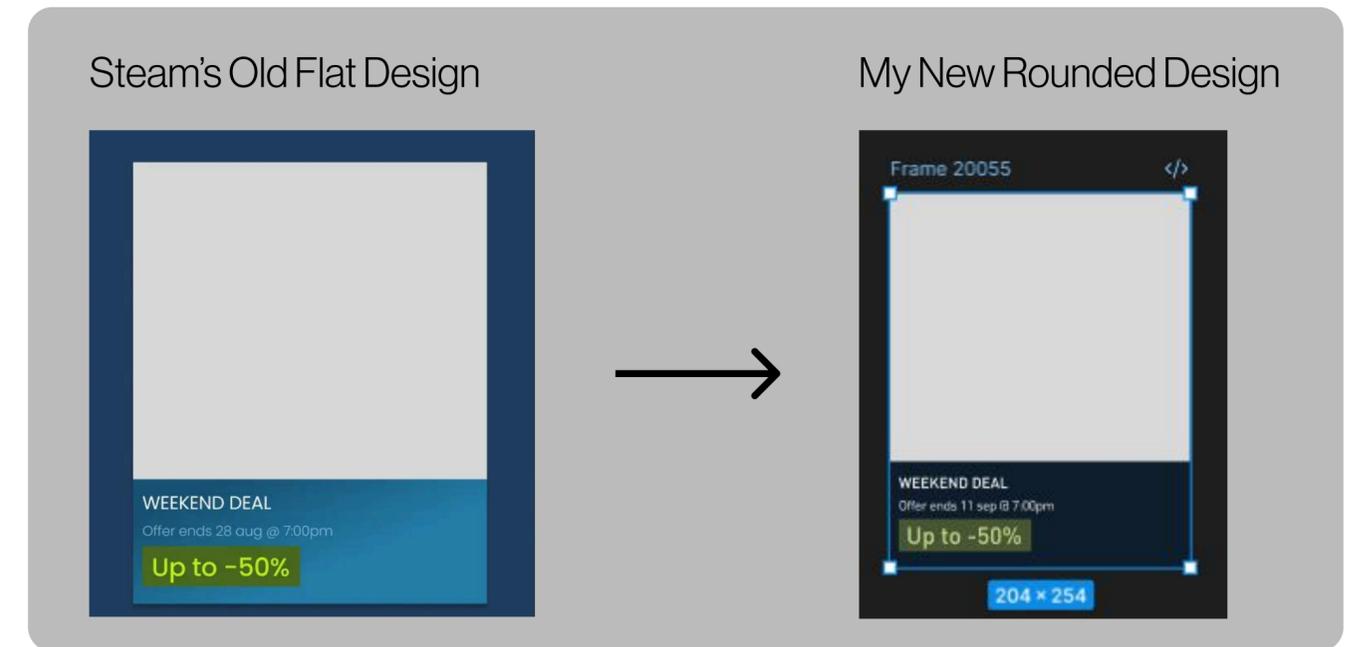
Colour Palette.

Steam also do the 'Steam Deck' which has it's own colour palette and should be included when referenced within the app.

(The colour palette is more-or-less true to the original palette of the Steam Deck's advertising.)

| #000000 | #F83821 | #DB5C4D | #D4887E | #A6A6A6 | #FFFFFF |

Typography.

As you could probably tell from the last slide as well I had been messing around with new typefaces to revitalise the steam identity. I was initially leaning towards sticking with Dinn (the original typeface of the steam mobile app) but after messing around with some more modern sans serif fonts, I settled on Stolzl as my font of choice.

Din

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz

Section Titles - DIN 14 ALL CAPS

Game names & important info - Din 16 Bold

Sub-titles, prices & descriptions - Stolzl 14 regular

Main Body - Din 14 regular

→

Stolzl

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

CTAs - Stolzl 18 Bold

Game names & important info - Stolzl 16 Bold

Sub-titles & prices - Stolzl 14 regular

Descriptions - Stolzl 12 regular

→

My decision to change font came from the fact that Din has been attached to the brand for sometime now and I felt that it was time for a change. Stolzl is a newer and more modern font that fits within the technological umbrella steam lies in and works really well. Din is a very nice font but it has also been reported to be 'hard to read' for users with dyslexia whereas Stolzl is all-round legible
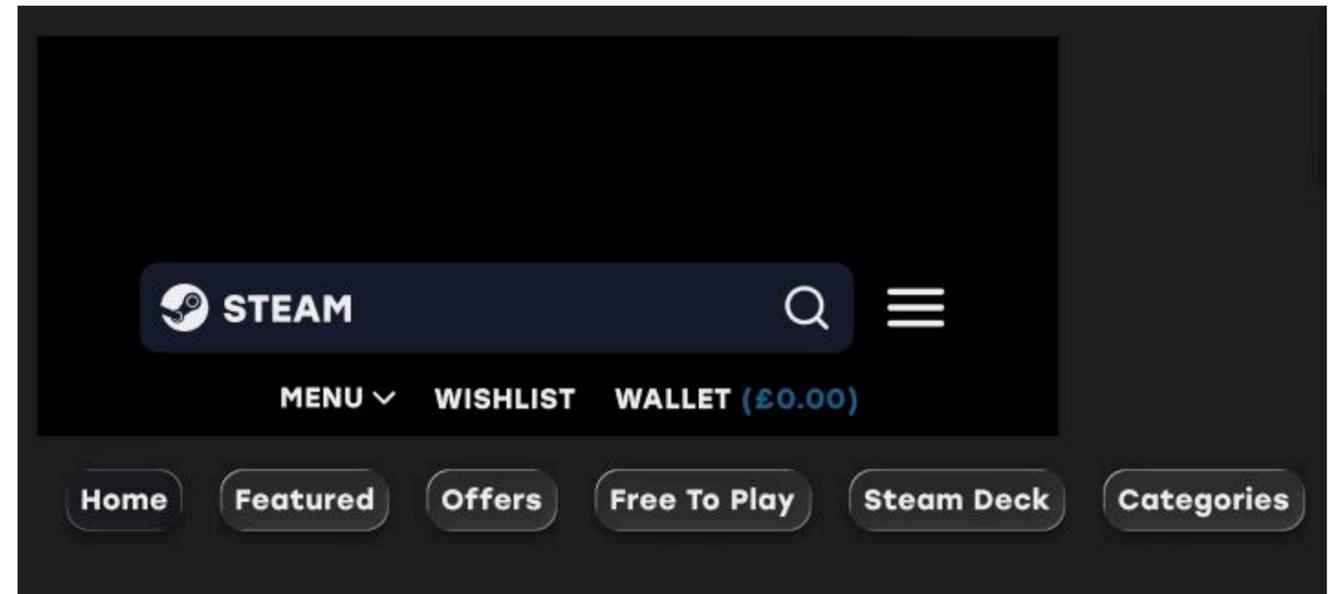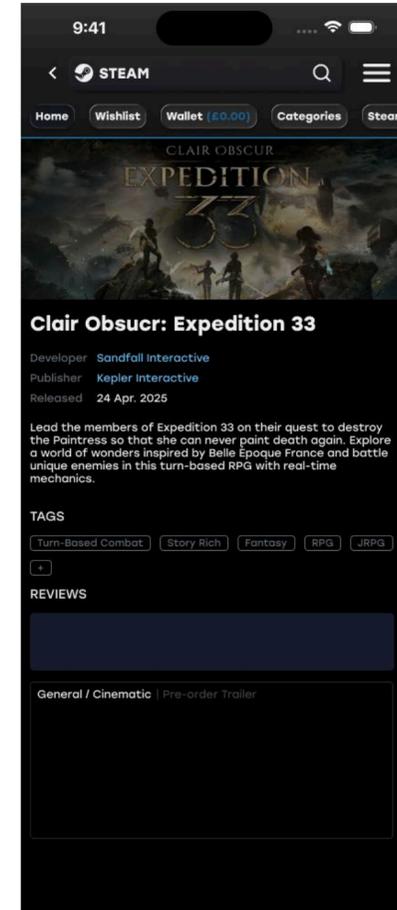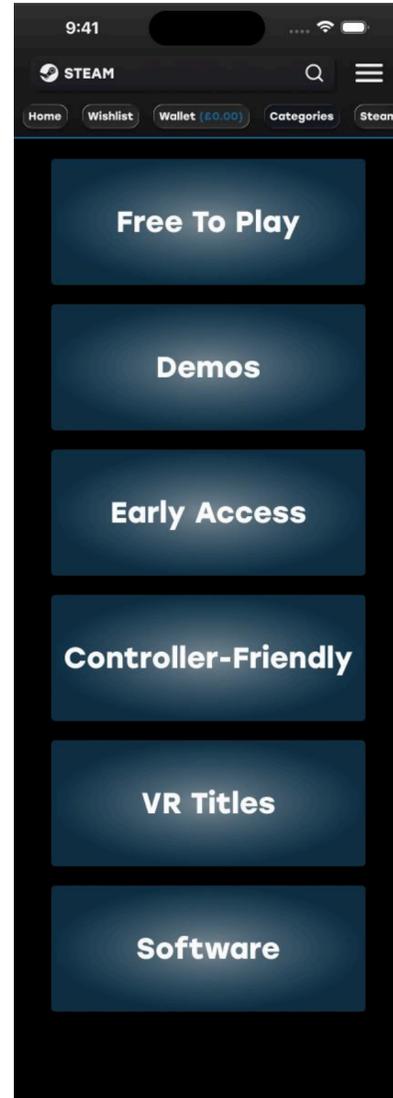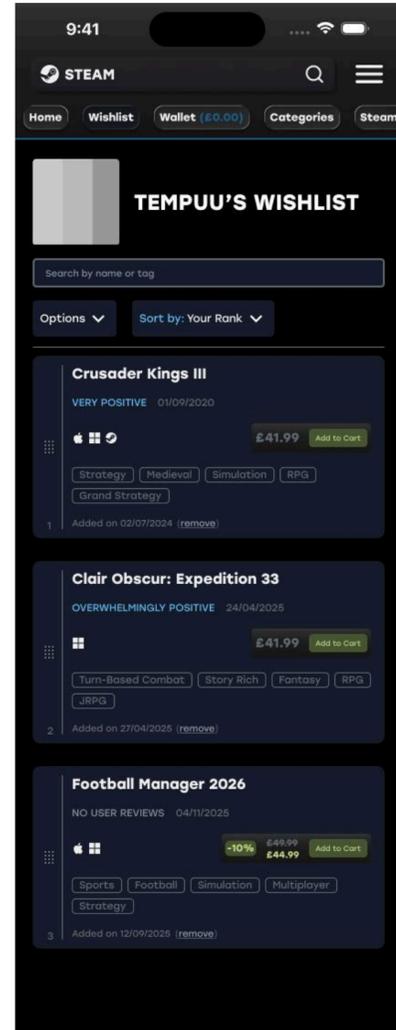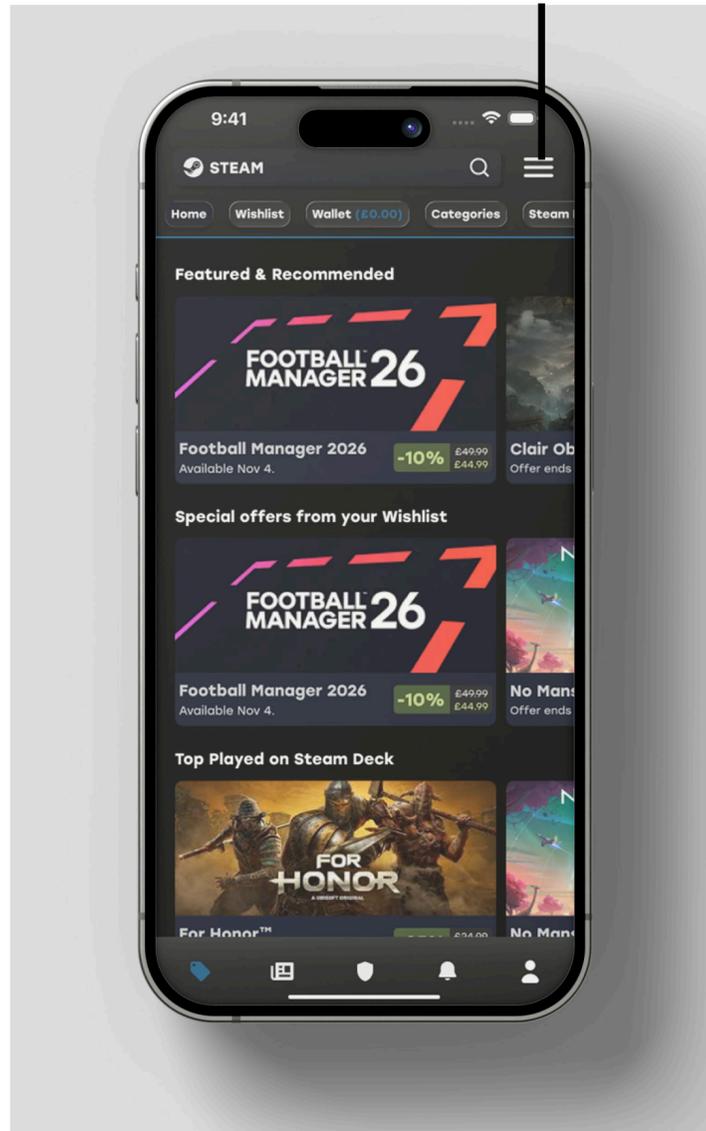
Imagery.

The imagery they also use for their 1st party & 3rd party games/items will be sourced from google. And just to clarify, I DO NOT OWN ANY OF THE IMAGES USED WITHIN THIS PROJECT.

Deliverables
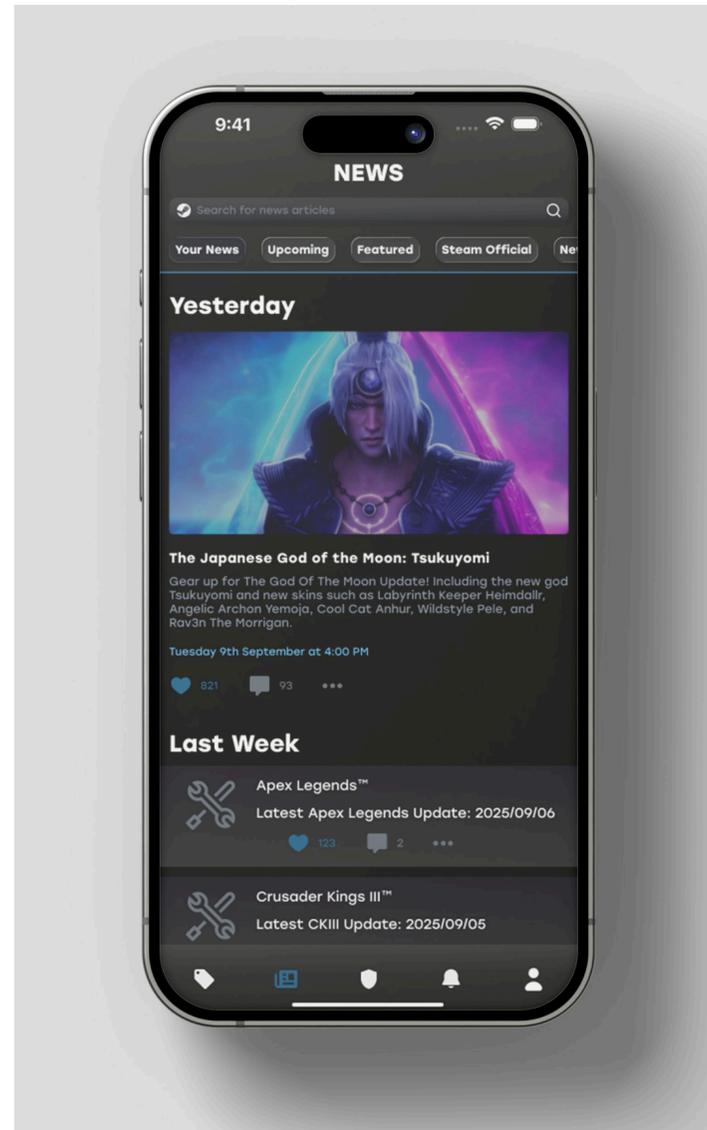
The App - Store

Leads to basket

As stated during the heuristics' analysis, component cards had a lot of shapes and they weren't very attractive to the eye, in terms of dynamism and coherence.
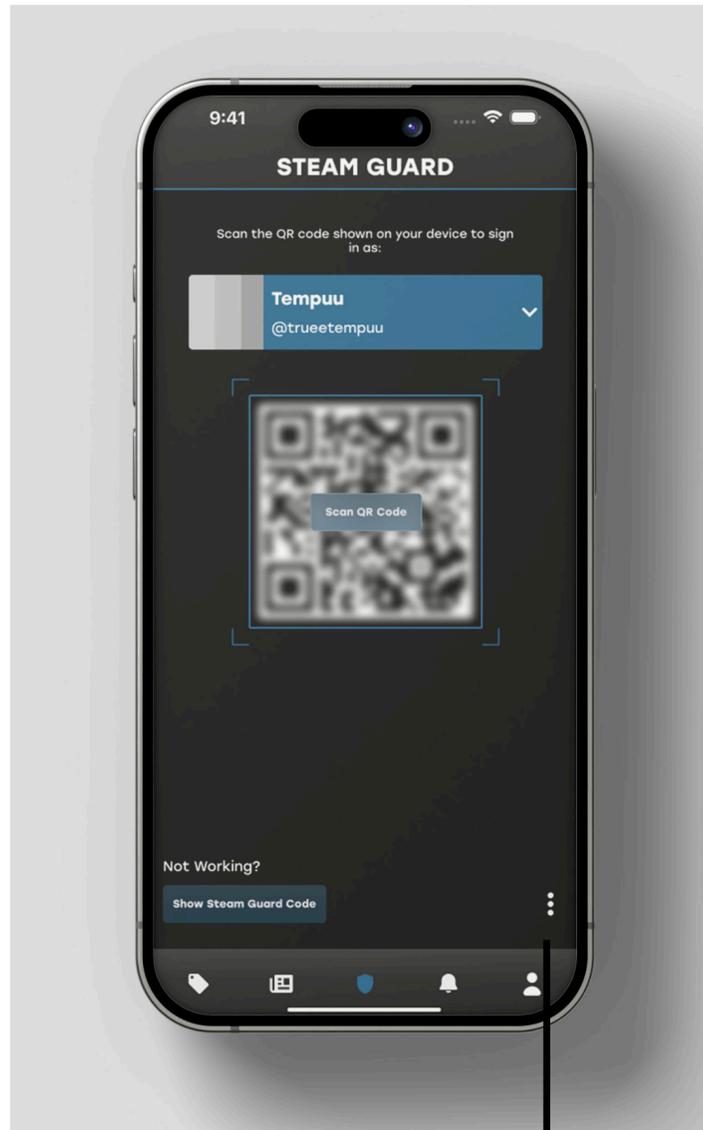
The new design for the home page/store uses a more spacious, touch-friendly interface. Buttons and cards are sized for mobile interaction, whereas the old Steam app often feels like a scaled-down version of the desktop site. This shift makes it feel purpose-built for mobile.
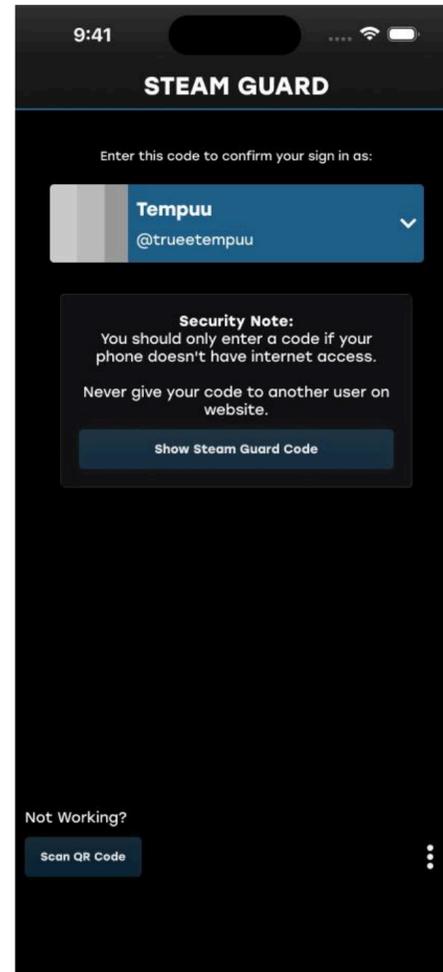
The App - News

This news sections allows for users to easily navigate news that is relevant to them. The navigation and search bar at the top allows for seamless wayfinding throughout this section.

The App - Guard

The original steam guard was initially something I felt had a lot of flaws, not from a design stance per se but more from a safety and security perspective. With this new overhaul users can now logout from devices from their phone by advancing into the settings.

Allows users to logout from anywhere

The App - Notifications

Quite self explanatory but this allows for users to view their notifications when they receive them.
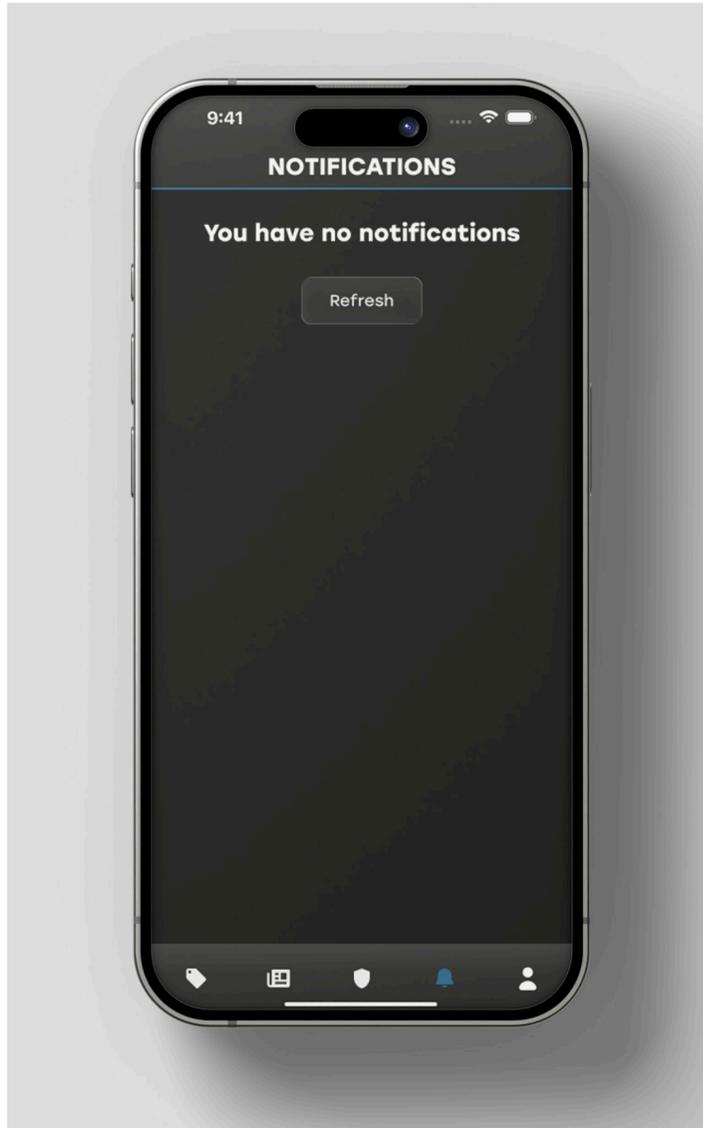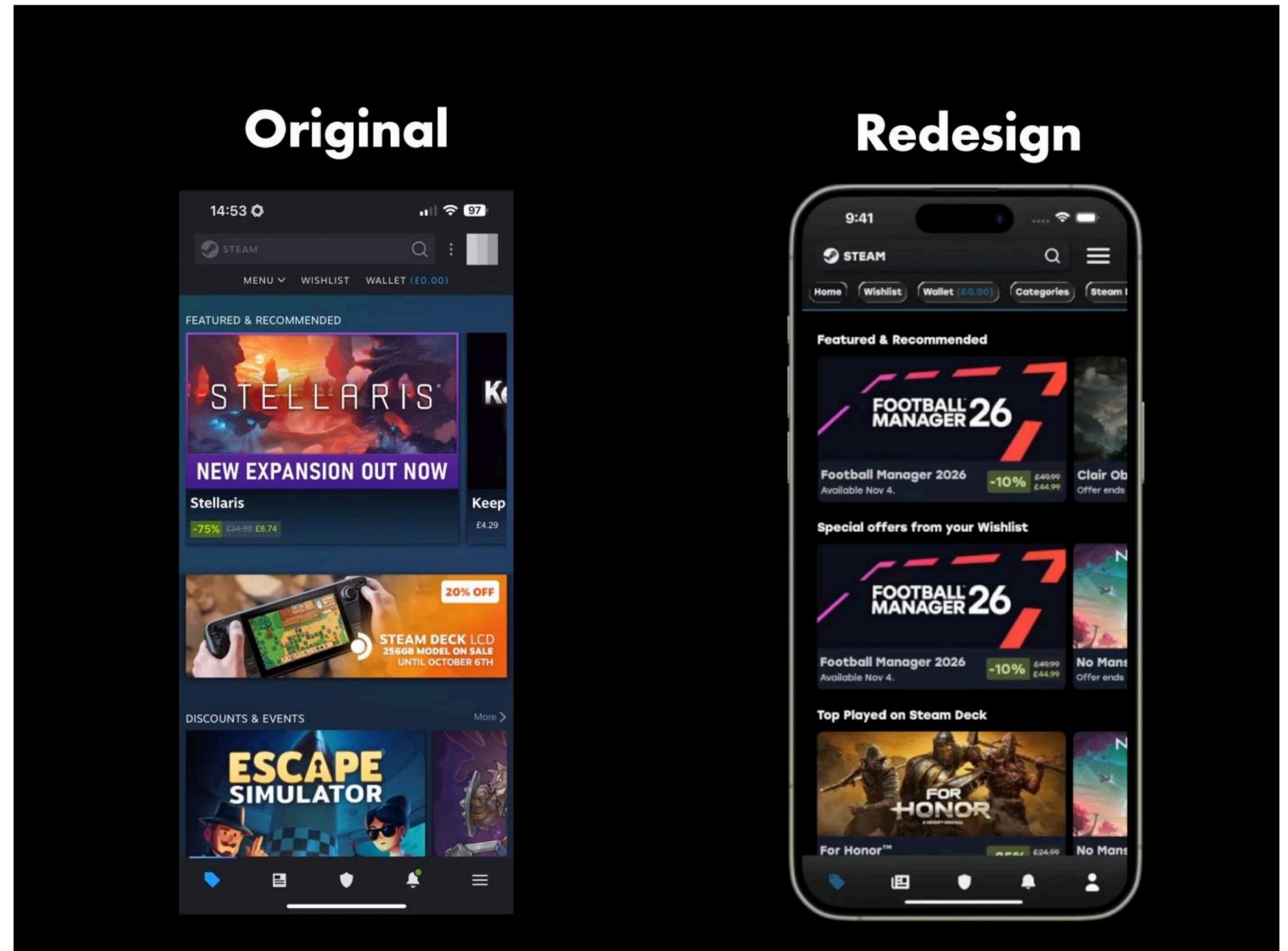
The App - Profile
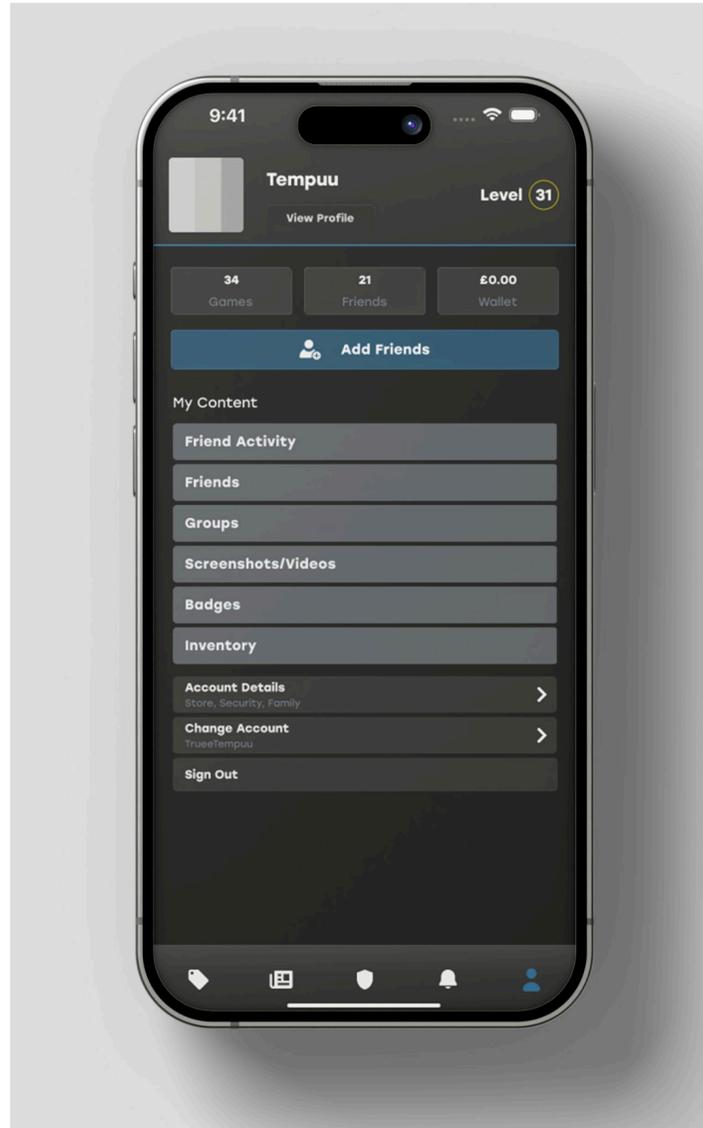
This profile section allows for the main community section of this app to flourish. Steam already have their own social app called 'Steam Chat' but this app still allows for friend-adding, etc so felt it was a good feature to keep within this app redesign.

Comparison

As a final result, we have a much cleaner and coherent user interface which will allow for users to clearly see the ads and products greatly increasing the apps attention to detail.

Thank you for reading!

Check out the Prototype:

https://www.figma.com/proto/9OjTukXcRmf39CcBymHKQj/Steam-App?page-id=0%3A1&node-id=2080-494&p=f&viewport=307%2C207%2C0.27&t=zLJt1lBgd7e0QZKI-1&scaling=scale-down&content-scaling=fixed