



JioGames

Unified Gaming Ecosystem Across Platforms

Currently

Designing for JioGames

2.15L

Avg. users/month

₹100Cr

Yearly revenue

12%

Conversion rate



What is JioGames?

JioGames is a multi-platform gaming ecosystem by Jio.

Available across: Mobile app, website, STB, TVOs.

Combines Cloud Gaming, Esports, Game Streaming, Instant Play, and a digital Store in one destination.



Cloud



Instant



Esports



Watch

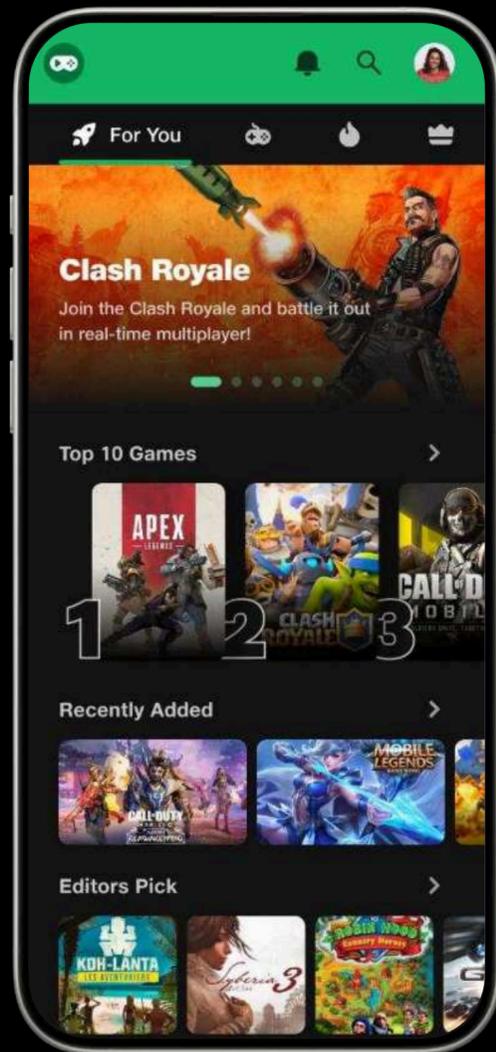


Store

Old design

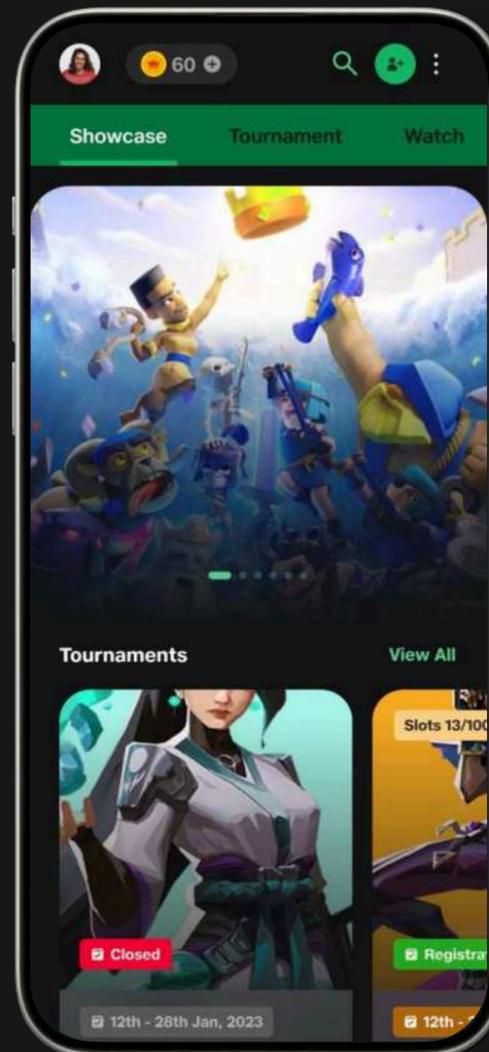
Cloud

AAA gaming on mobile device through cloud streaming.



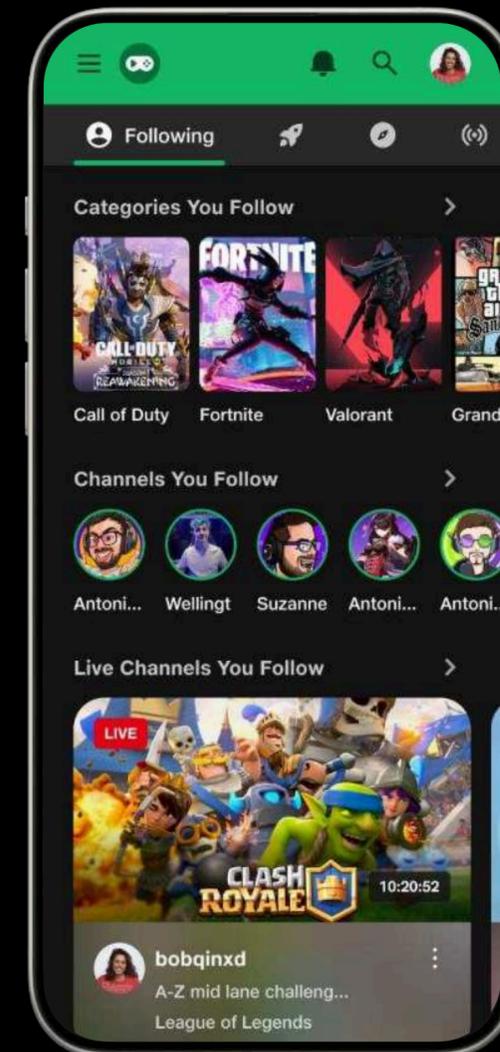
Esports

Tournaments & competitive gameplay.



Watch

Watch the best of gameplays and stream your own. Interact with your favourite gamers, in new meaningful ways.



Old Sectional Cards

Cloud/ Watch/ Arena

Editor's choice games

The Most Popular Games You Can't Miss.



Call of Duty Mobile
Action

Play



Call of Duty Mobile
Adventure

Play



Call of Duty Mobile
Action

Play



Call of Duty Mobile
Action

Play

Premium Games

Our Collection of Must-Play Indie Games.



Top Player Rated

Get hooked on the highest-rated games in our collection.



Explore Gaming

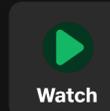
Enjoy gaming to the fullest!



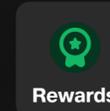
Videos



Cloud



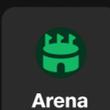
Watch



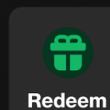
Rewards



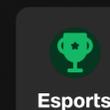
Fantasy



Arena



Redeem



Esports

Recent Streams



Live GTA 5 On...
JioGames Official



Live GTA 5 On...
JioGames Official



Live GTA 5 On...
JioGames Official



Live GTA 5 On...
JioGames Official



Live GTA 5 On...
JioGames Official



Live GTA 5 On...
JioGames Official

Recommended for Today

Today's Top Picks to Enhance Your Experience.

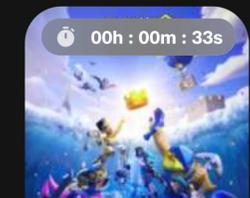


Mobile Legends

Play

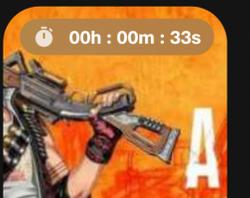


Clash Royale



00h : 00m : 33s
Win 3000

Join Free



00h : 00m : 33s
Win 3000

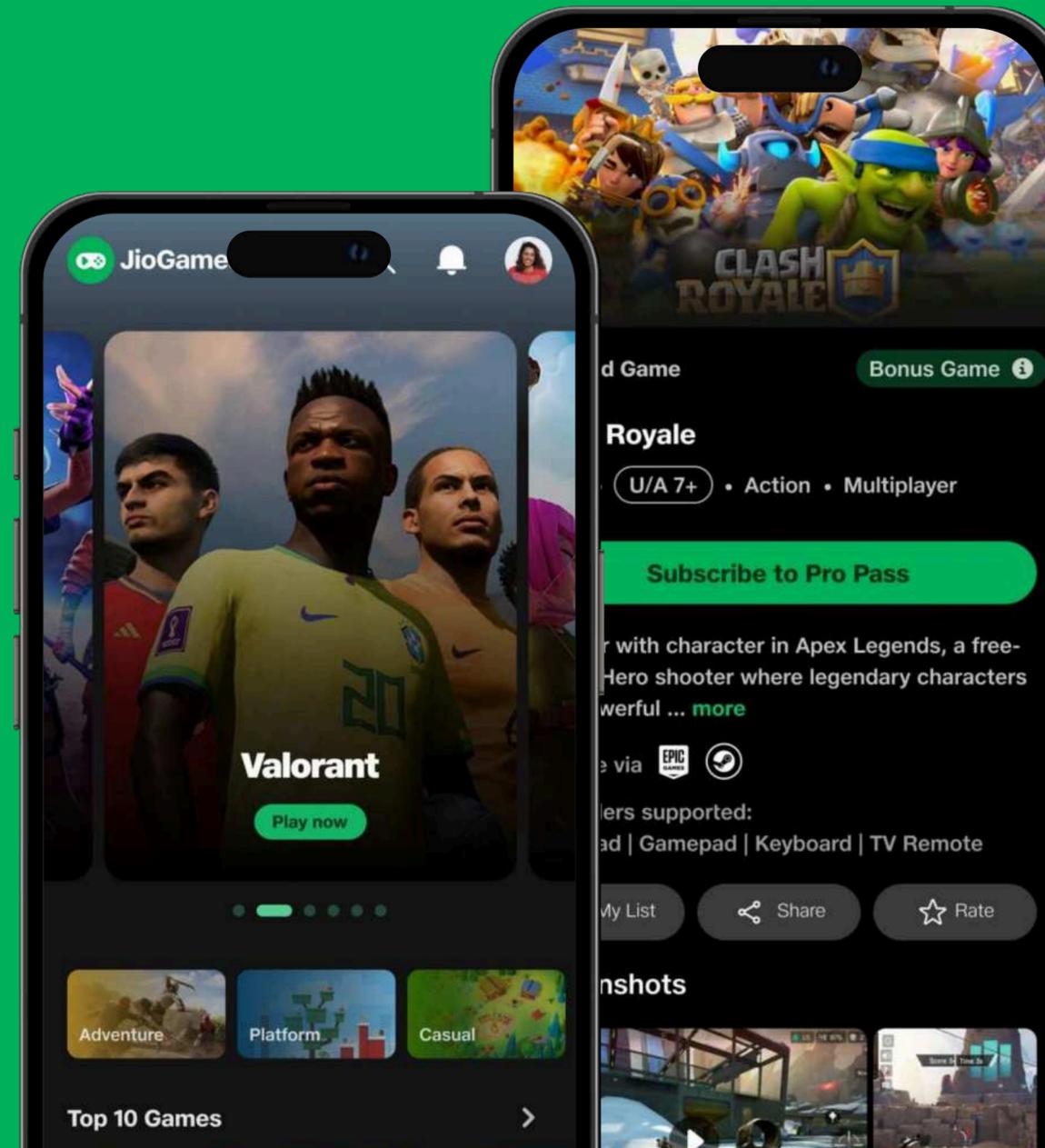
Join Free



00h : 00m : 33s
Win 3000

Join Free

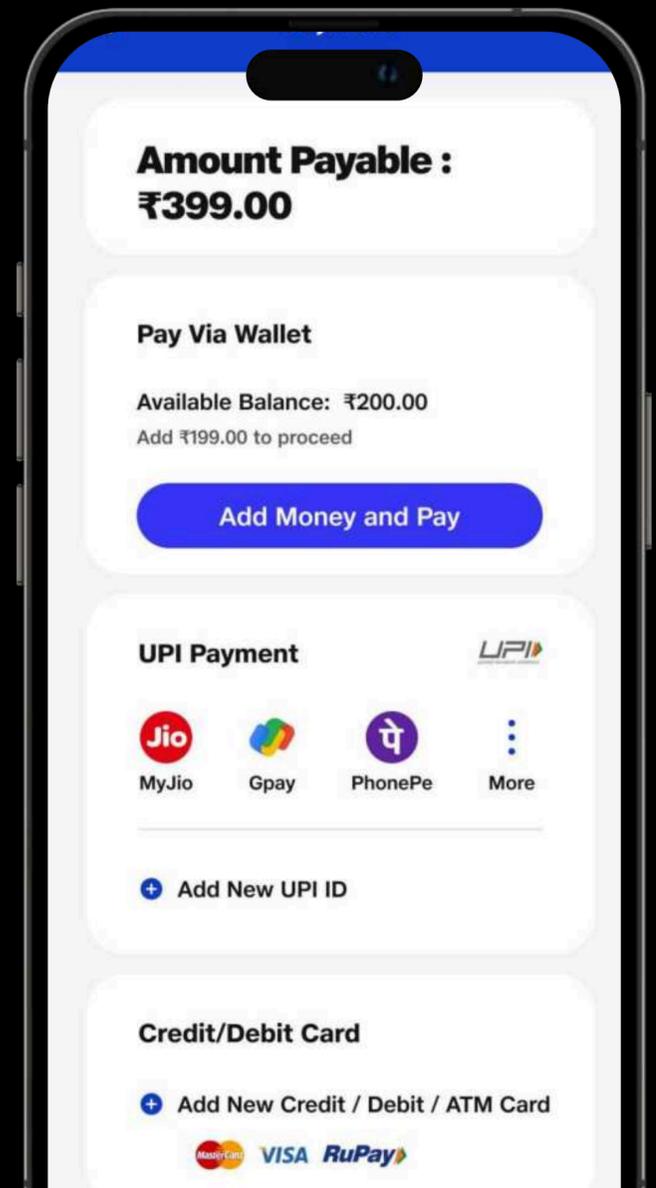
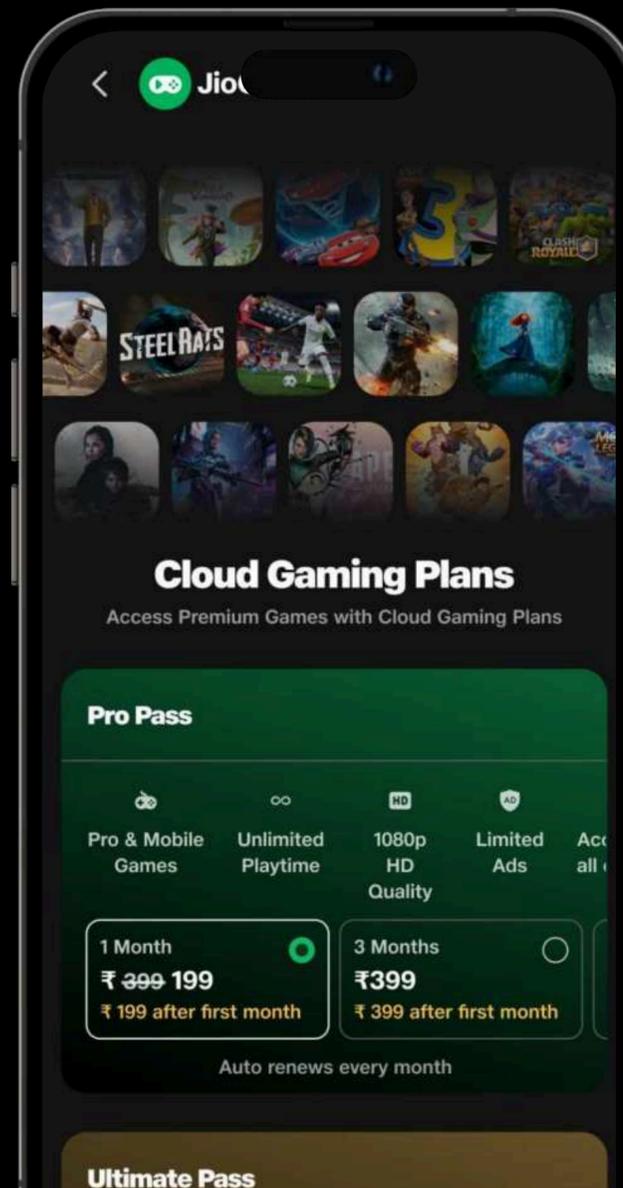
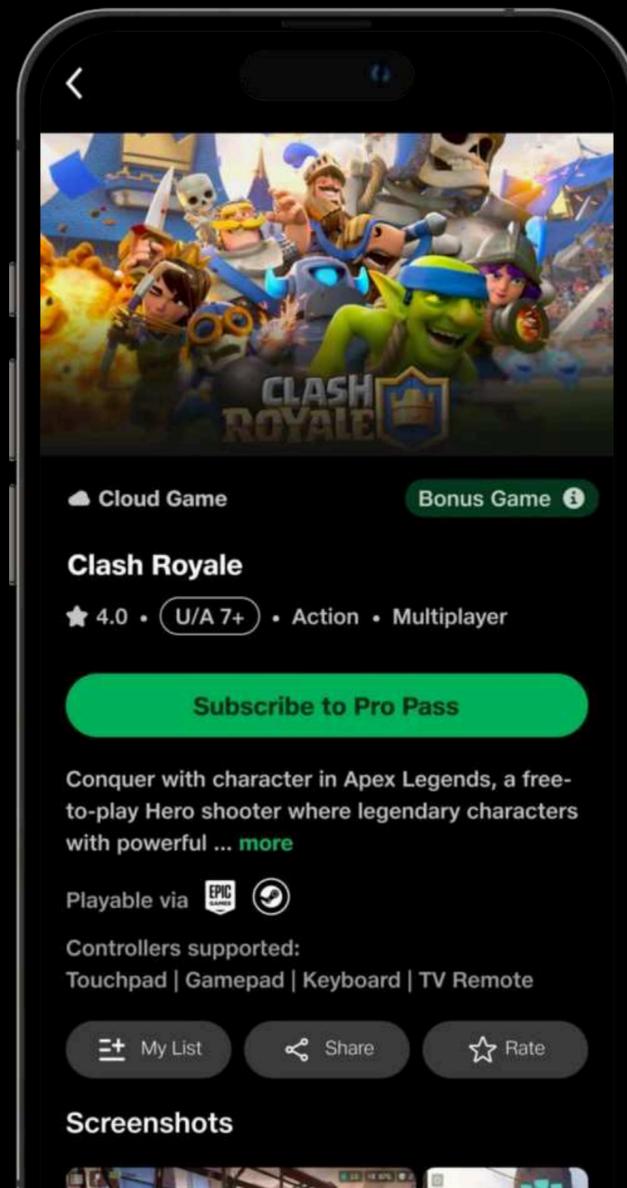
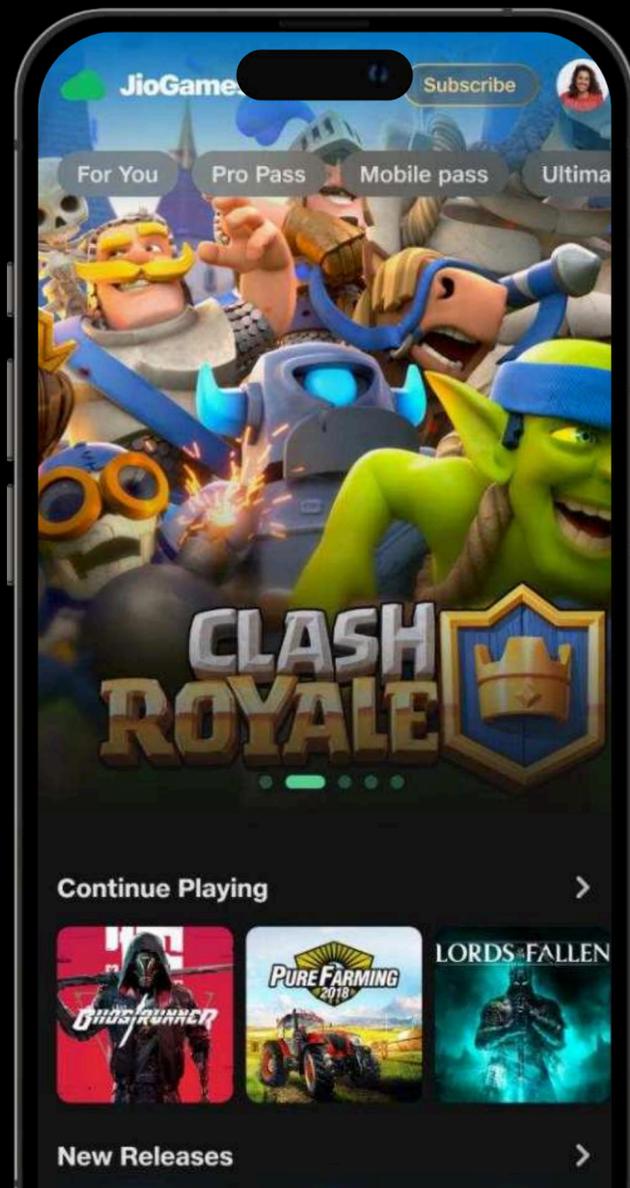
Boost engagement through simpler navigation, and better game discovery.



Problem statement: How might we elevate and optimise login, exploration and gameplay experience on the app?

Home Screen & Pre purchase funnel

PLP > PDP > Subscription > Payment



Team

3 Designers, Lead Designer on App experience & Checkout

VISION

Product Strategy

PLANNING

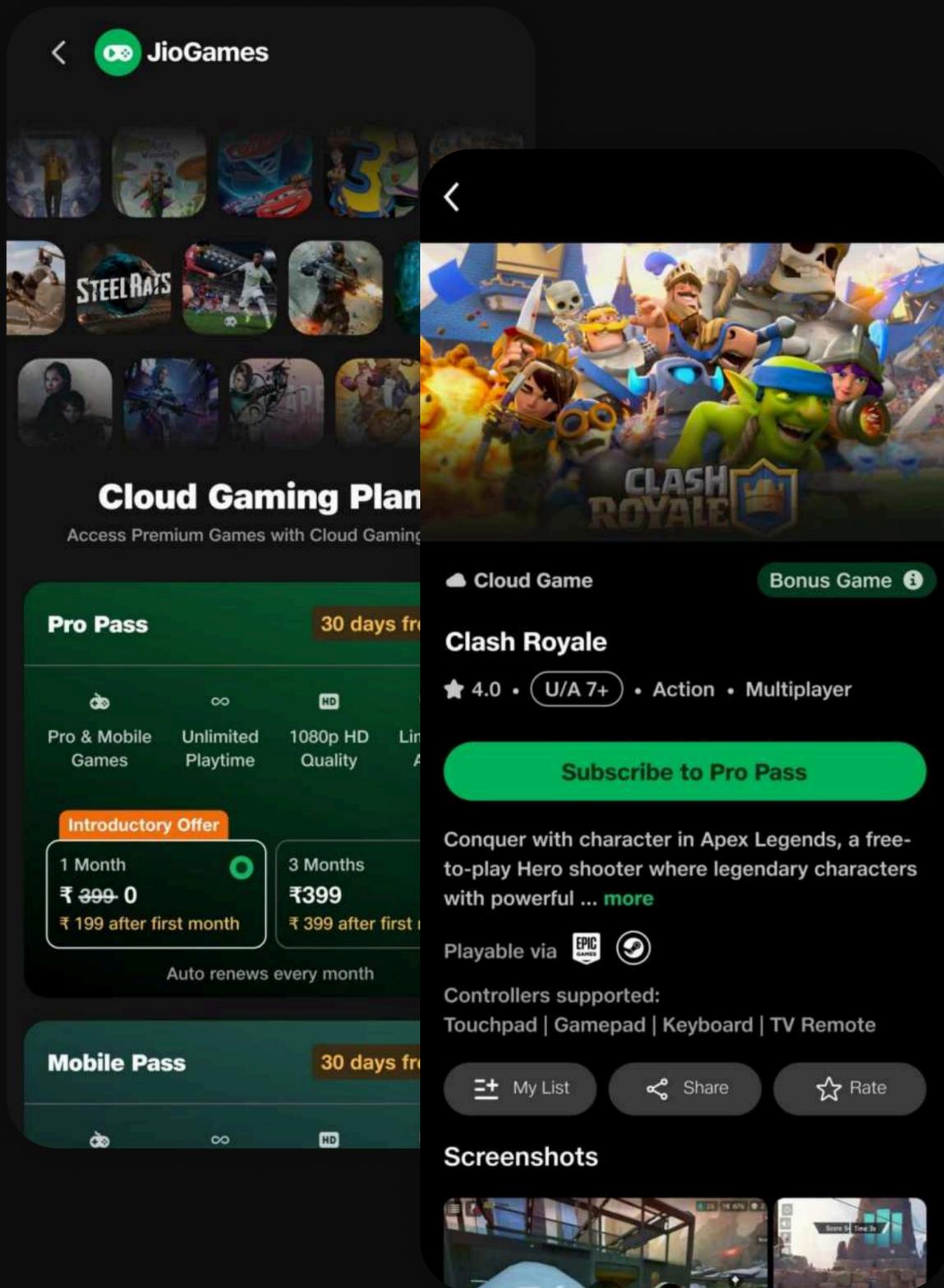
Research/Data-dive

EXECUTION

Feature Execution

HYGIENE

UX Initiatives



Vision

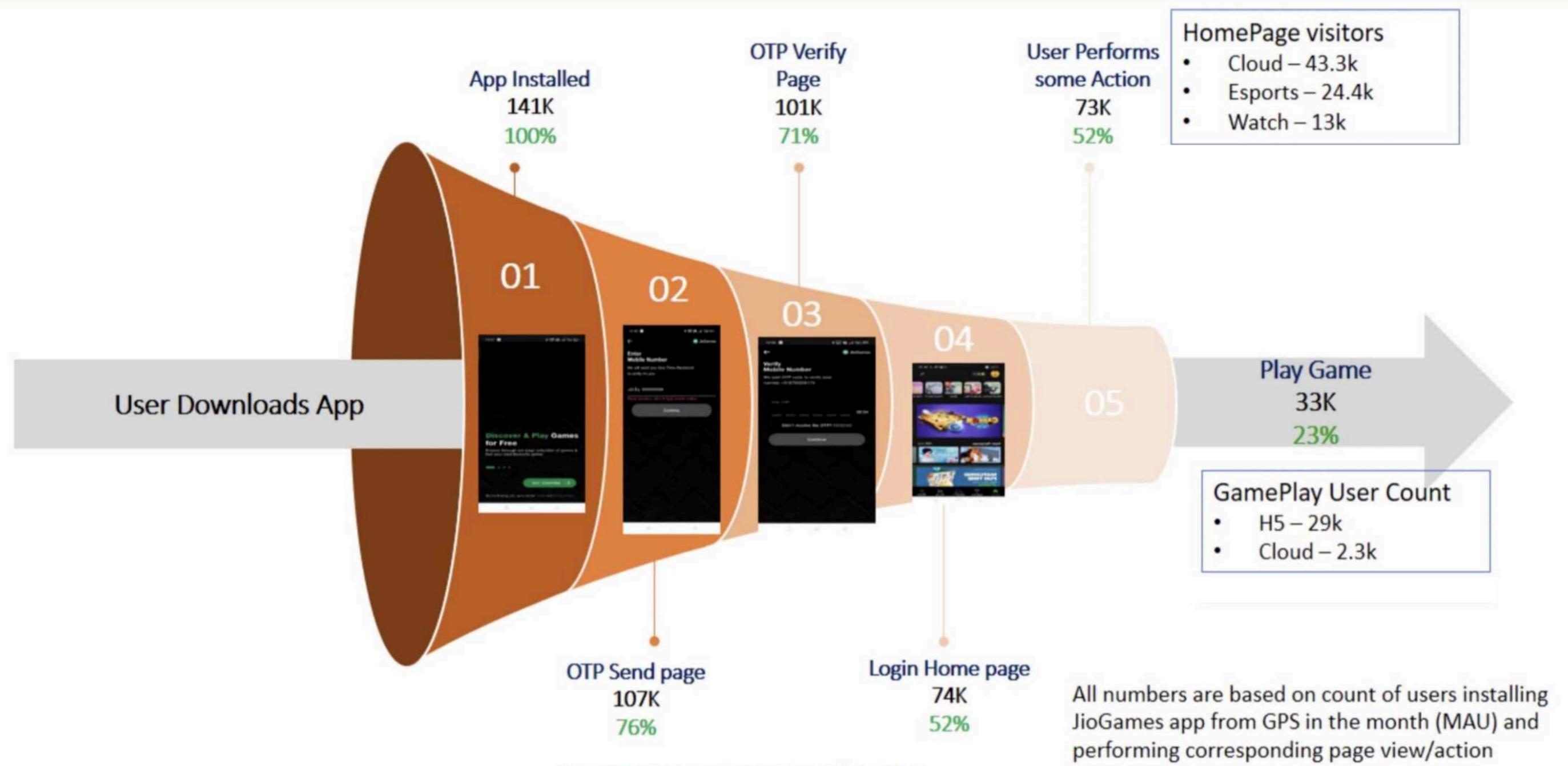
- Simplify login experience + onboarding
- De-clutter homepage
- Simplify checkout to minimize drop-offs and drive higher CTA conversions from the game details page.
- Enhance UI

Goals

- RPU
- Conversion (Game details page → Subscription)
- Increase gameplay session time
- Re-activation of trial period

Phase & Team

Yearly planning, Sr. Leadership



User journey stages

What else we know

Audience Profile

- Casual and younger gamers, with low competitive intensity
- Perceived as a kids-first platform

Engagement Signals

- Higher avg. playtime on STB vs. smartphones
- Only 28% of downloads convert to first gameplay

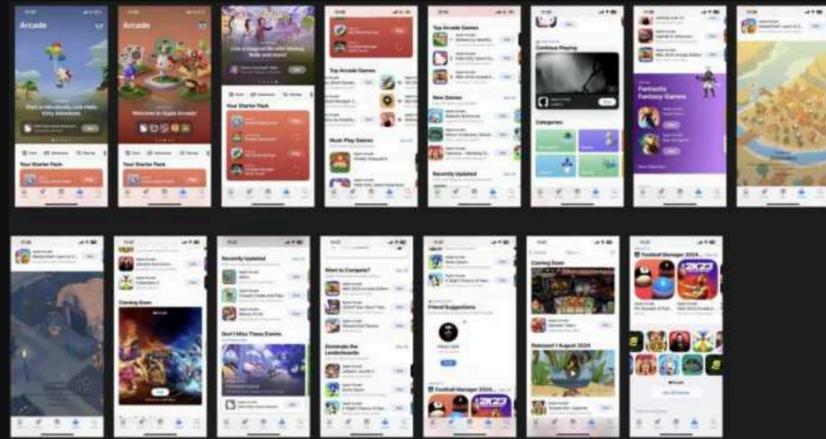
Retention

- M1: 16% | M2: 9% (steep early drop-off)

Influence Product Vision

How might we redesign the experience to expand audience appeal, drive gameplay starts, and improve retention?

Apple Arcade



Xbox



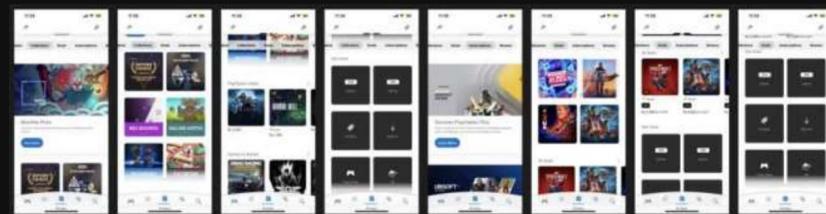
Netflix Games



Meta Quest



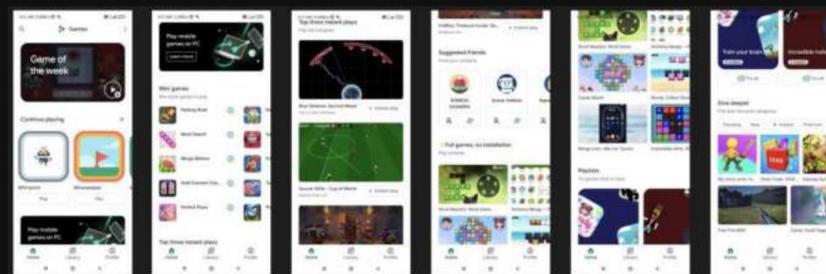
Playstation Games



NVIDIA GeForce Now



Google Play Games



EPIC Games



Parameters	Apps	Single play games	All in one game, All games	Real games	All Access (Subscription)	Apple Arcade	Netflix Games	PlayStation Games	Meta Quest	Analysis
1. Login	By phone no. or email or login required	Yes	Yes	Yes	Yes	Apple ID	Netflix Account	PlayStation Network Account	Yes	Mostly all the product companies require login from user either by phone no. or email.
2. Home/ Dashboard	Banner/ carousel/ Top games/ play mobile games on PC/ Last played/ activity	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Provides visibility to users to continue where they left off.
Personalized Recommendations	Top ranked games/ section/ Instant games, no installation required	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Personalized content is well implemented in Apple Arcade and PlayStation, providing user engagement, while Netflix's approach is broader and less game focused.
3. Section/ Navigation	Sections and type	2 Home, Library Profile			2 Home, Games, Services, Live Shows, Activity	Home, Games, TV Shows, Movies, TV Shows, TV Shows, TV Shows	Home, Games, TV Shows, Movies, TV Shows, TV Shows, TV Shows	2 Home, Games, TV Shows, Movies, TV Shows, TV Shows, TV Shows	2 Home, Games, TV Shows, Movies, TV Shows, TV Shows, TV Shows	
4. In-app	Notes and user info in contacts	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
5. Onboarding Process	Home onboarding through guide	Yes	Yes	Yes	Yes	Home onboarding through guide	Home onboarding through guide	Home onboarding through guide	Home onboarding through guide	Apple Arcade offers a seamless onboarding process. Apple Arcade, while Netflix and PlayStation come to both iOS and Android users.
6. Platform Availability	iOS, Android	iOS, Android	iOS, Android	iOS, Android	iOS, Android	iOS, macOS, tvOS	iOS, Android	iOS, Android	iOS, Android	Apple Arcade is restricted to Apple devices, offering seamless integration, while Netflix and PlayStation come to both iOS and Android users.
7. Exclusive features					Family Sharing, Cross-Platform Play, Game Pass, and others (not for analysis)	Integrated with Netflix, Hulu, HBO, and others (not for analysis)	Game Library and PlayStation Store, PlayStation Plus Collection	get discounts on purchasing from particular device, including the game.	get discounts on purchasing from particular device, including the game.	Exclusive content enhances brand loyalty across all platforms. Apple Arcade and Netflix focus on original titles, while PlayStation manages console exclusivity.
8. Subscription Model/ In-App Purchases	Yes	Yes	Yes	Yes	Apple Arcade subscription, no in-app purchases	Included with Netflix subscription	Play with in-app purchases for game and PS Plus subscription	Subscription to the free only	Subscription to the free only	Apple Arcade's clear pricing model contrasts with Netflix's tiered approach, and PlayStation's free app with paid services may add complexity to UI.
9. Updates on WhatsApp	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Apple Arcade and Netflix provide a similar 'free' experience, while PlayStation's in-app purchases add depth but may impact the UI.
10. Ad-Free Experience	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	All apps offer an ad-free experience, which significantly enhances user immersion and satisfaction.
11. Cross-Platform Availability (Mobile/ TV/ PC/ Tablet/ Phone)	Yes	Yes	Yes	Yes	Yes	Apple Arcade only	Game available on PlayStation console	Yes	Yes	Apple Arcade is limited to Apple devices, while Netflix and PlayStation offer broader access, enhancing usability across different devices.
12. Cloud Save / Game open on multiple device login	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Cloud saves in Apple Arcade and PlayStation App enhance seamless gaming. Though Netflix lacks this feature, including flexibility for games.

Enhance search functionality by genre, most played and so on

Improve onboarding process

Streamline checkout experience

Improve product documentation

Declutter homepage and game details page

Personalize user recommendations

Enhance customer support channels

Modernise UI/UX to attract broader audience

Shivam Jatwal

Shivam Jatwal

Identification

Problem areas
Upcoming trends

Exploration

User testing
Alignment

Data

Scroll depth / Conversion
Filter usage / Drop offs

Execution

Pixel perfection
Raise the bar

Launch

Prioritize features
A/B testing Iterations

Retro

Data analysis
Good/bad

Redesign Journey: Moving to a user-centric experience

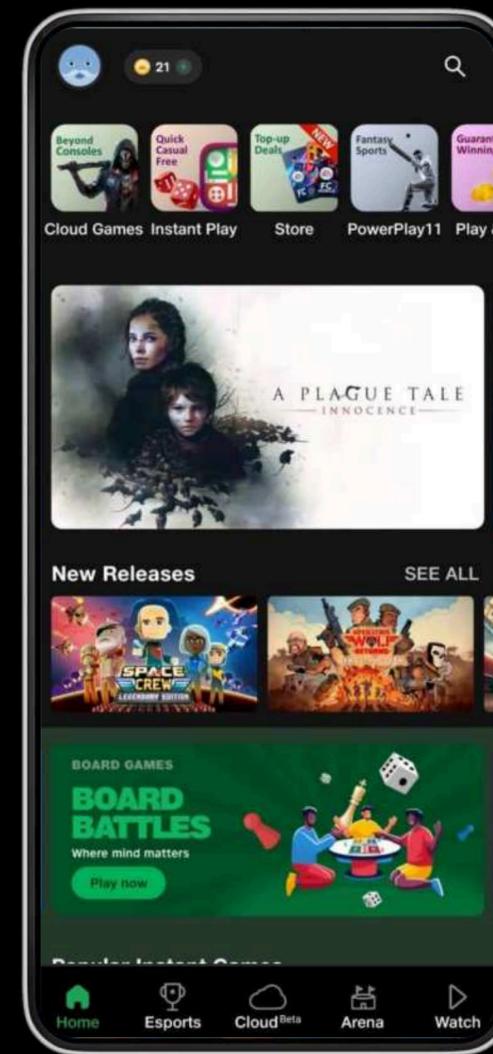
Transforming the current experience into a simpler, more intuitive product aligned with the Jio Design System.

Old

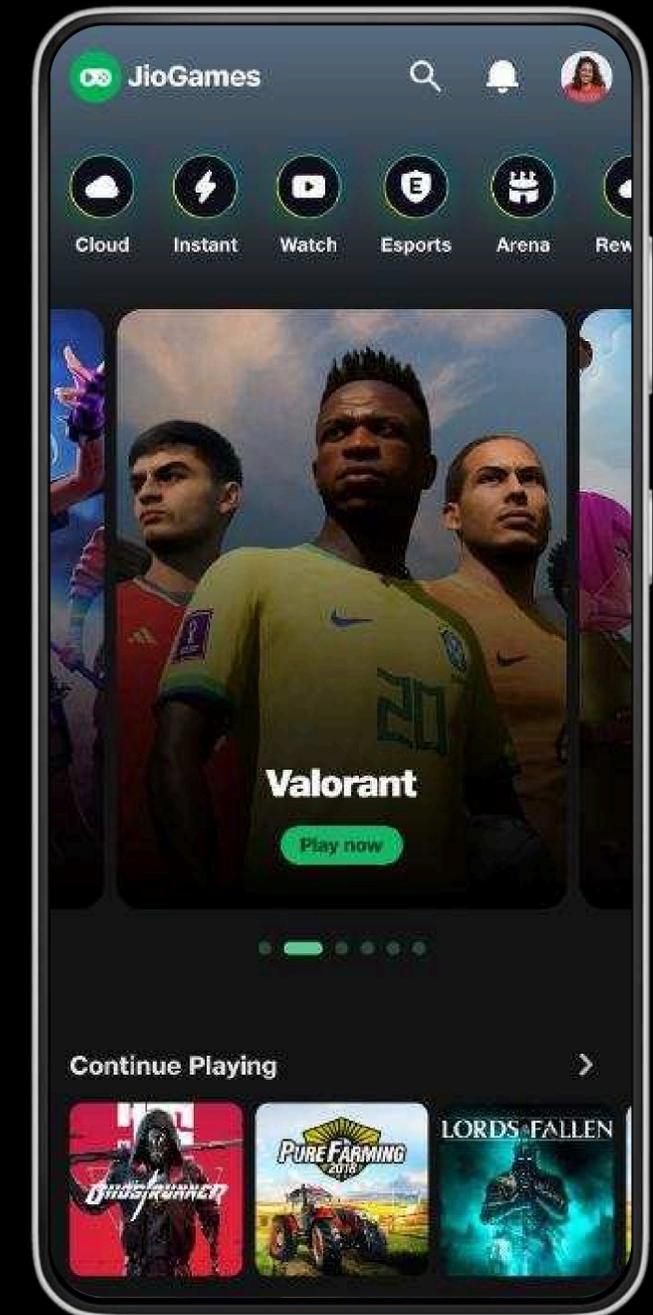
- Navigation lacks clarity
- Poor feature discovery
- Limited personalization
- Inconsistent user journey
- Weak onboarding and guidance
- Visual hierarchy issues

New version

- Simplified and modern UX
- Clear navigation and information access
- Improved feature discovery
- Stronger onboarding flow
- Better usability and accessibility
- Increased user engagement



Current Design



New Structure

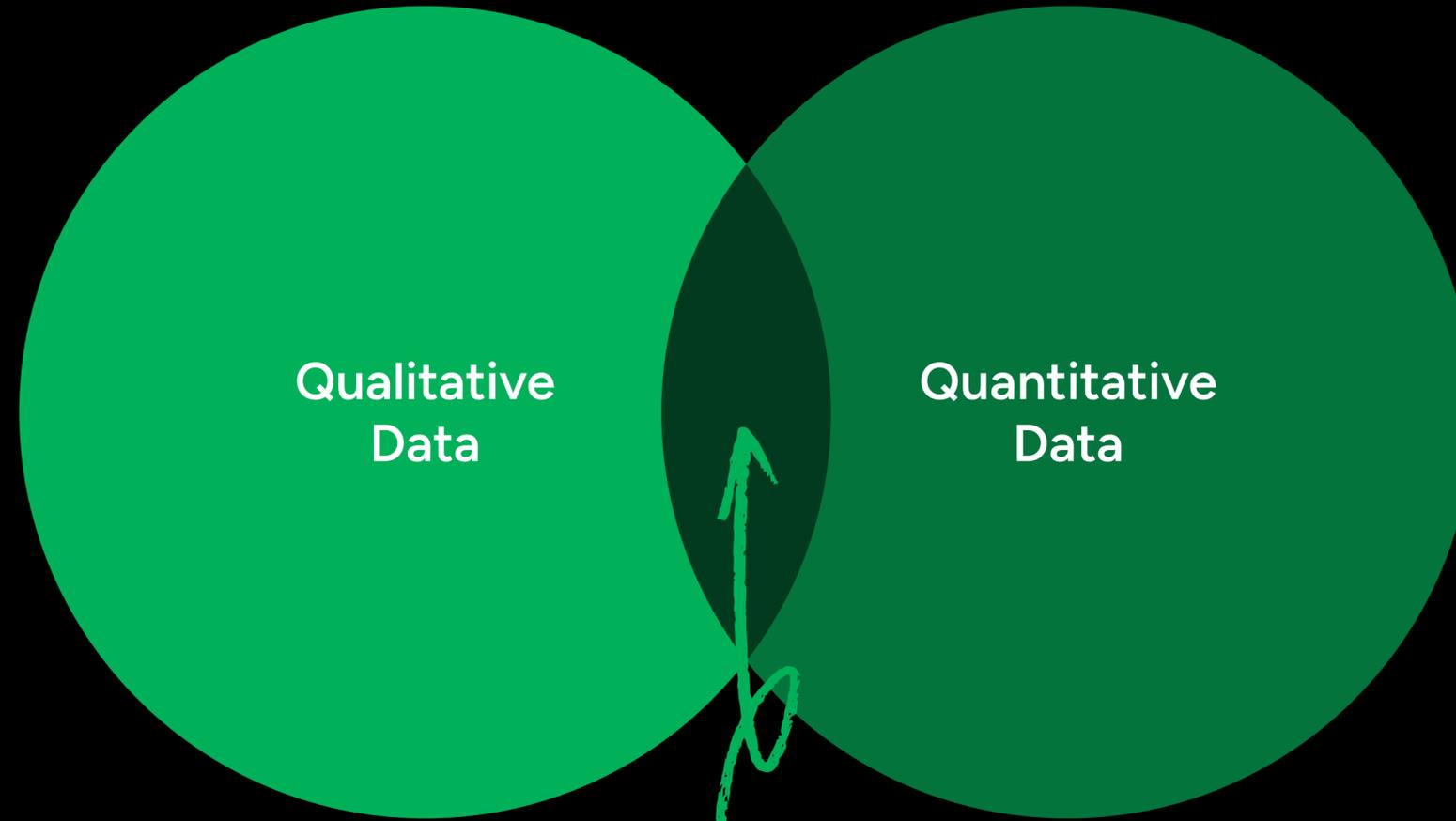


Results Achieved

RPU	~ +1-2%
Conversion	~ +145 bps
Drop-off reduction	~ 40%
YOY Growth across categories	~ +30-50%

User
Research

De-clutter/
Improve game
discovery



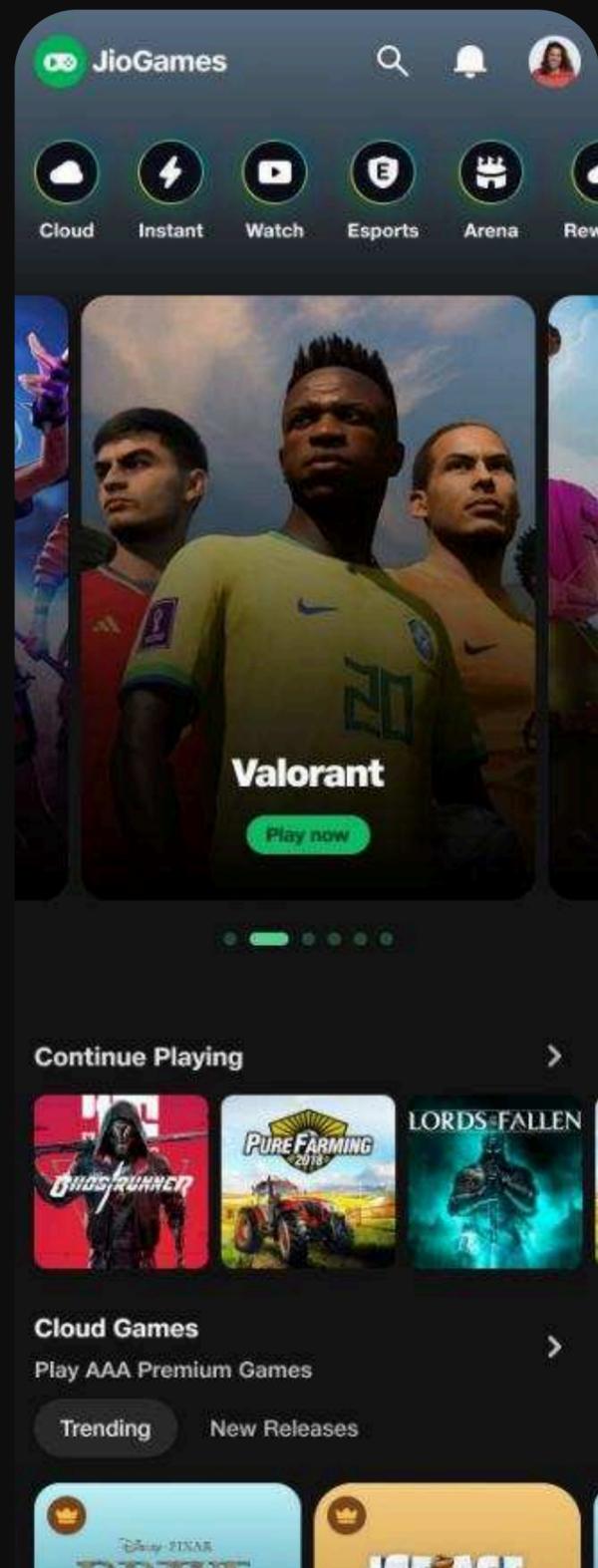
Modernise app
experience

Align more closely with the
broader gaming industry,
making it appealing to a
wider audience.

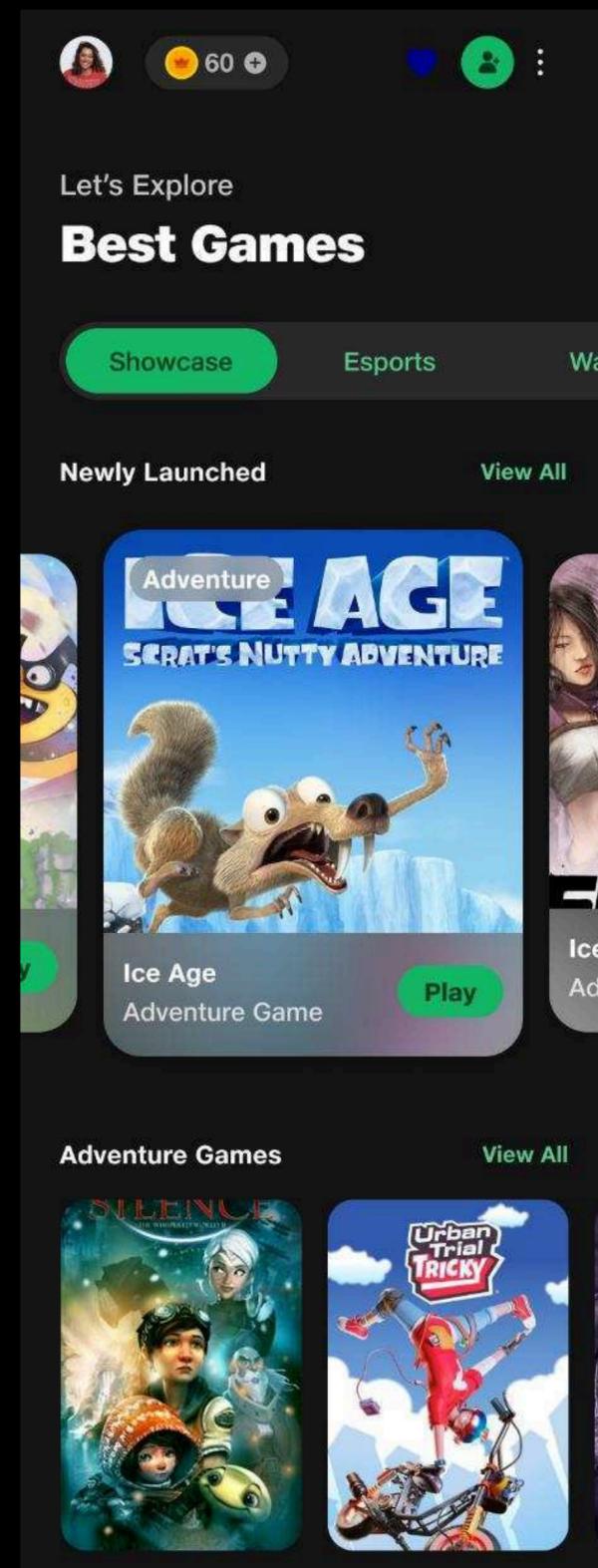
Redesigned Home

Redesigned based on research synthesis

New homepage design

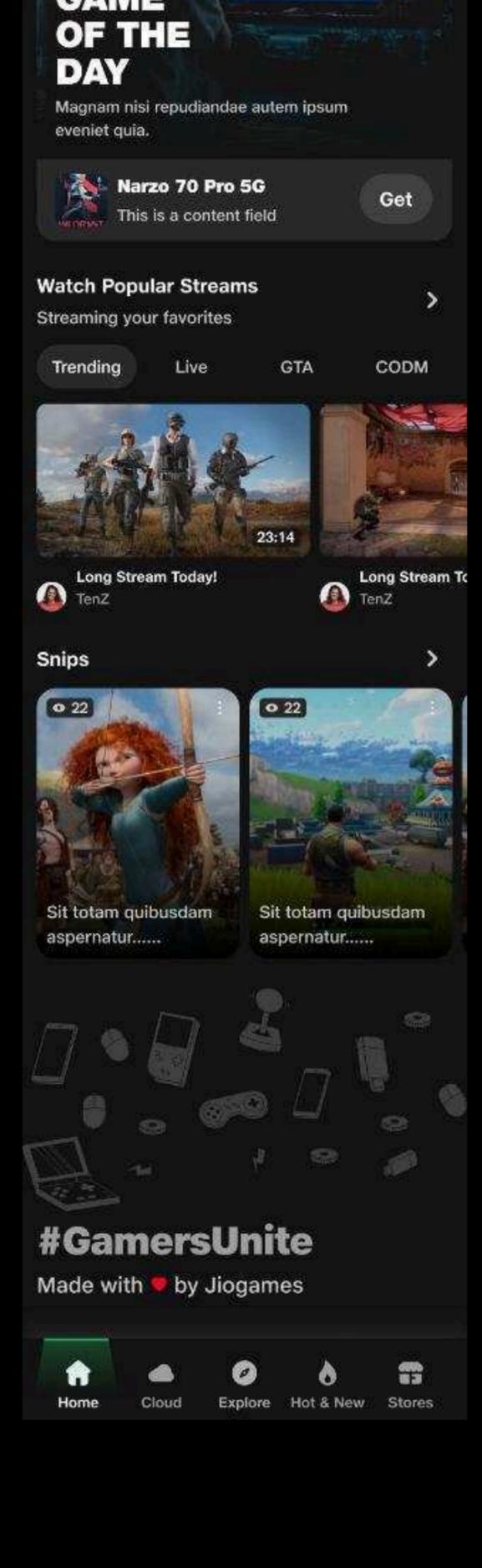
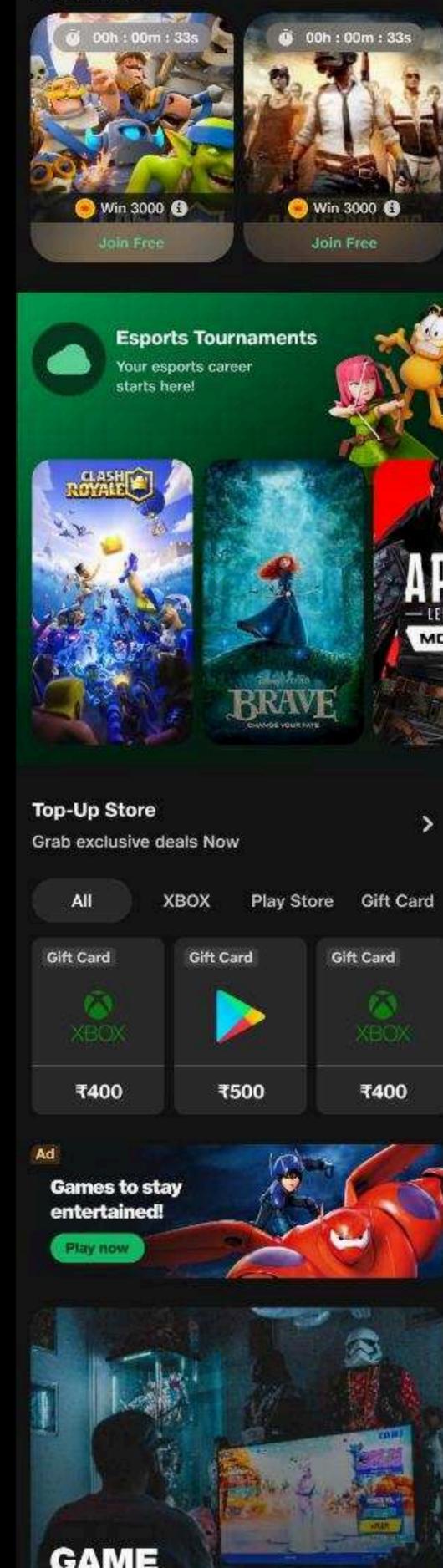
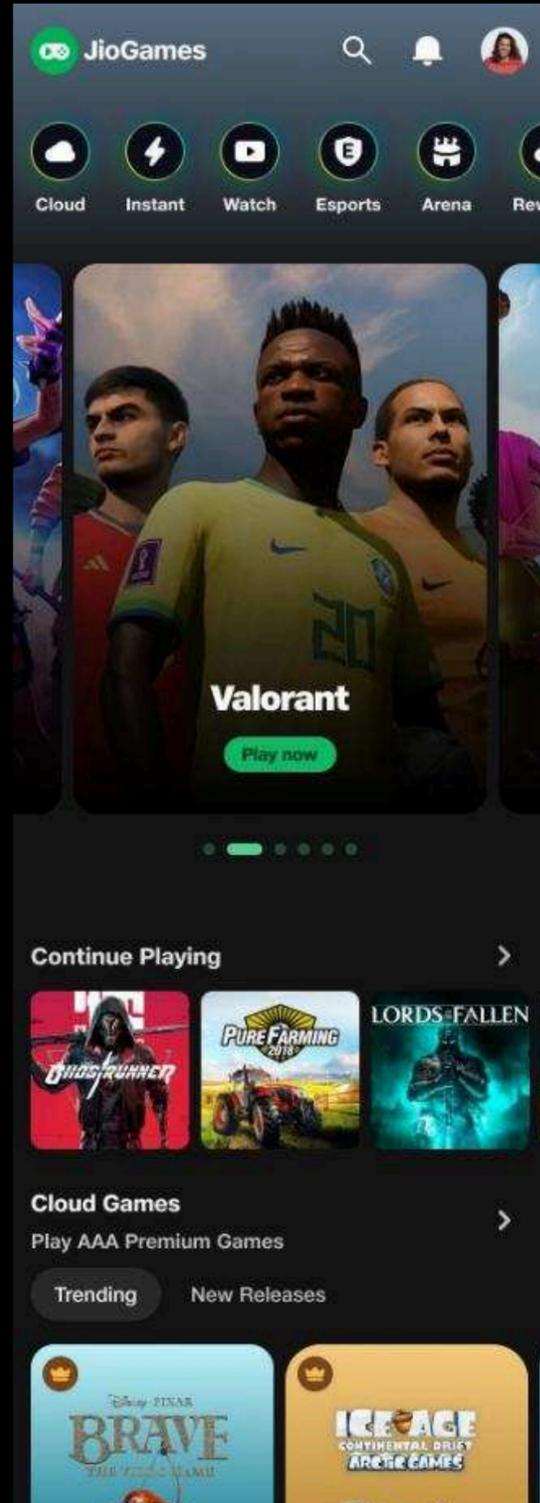


Other variations



Home

Scrolled view



Screener Document

Objective

We conducted usability testing to evaluate homepage designs for Cloud, Store, Watch, Esports and Arena for casual, new and AAA gamers. The goal is to understand user preferences, identify pain points, and improve the overall user experience.

Participant Criteria

21 users across 3 cohorts (7 each) having gaming experience (JioGames or otherwise):

Casual gamers – play occasionally (1–2 times/week)

Frequent gamers – play daily

Non-JioGames gamers – play on other platforms

Key Criteria

Played JioGames in the last 30 days (Cohorts 1 & 2)

Age mix: 18–44 yrs (70% Millennials, 30% Gen Z)

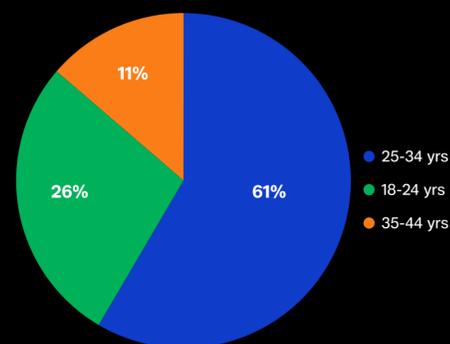
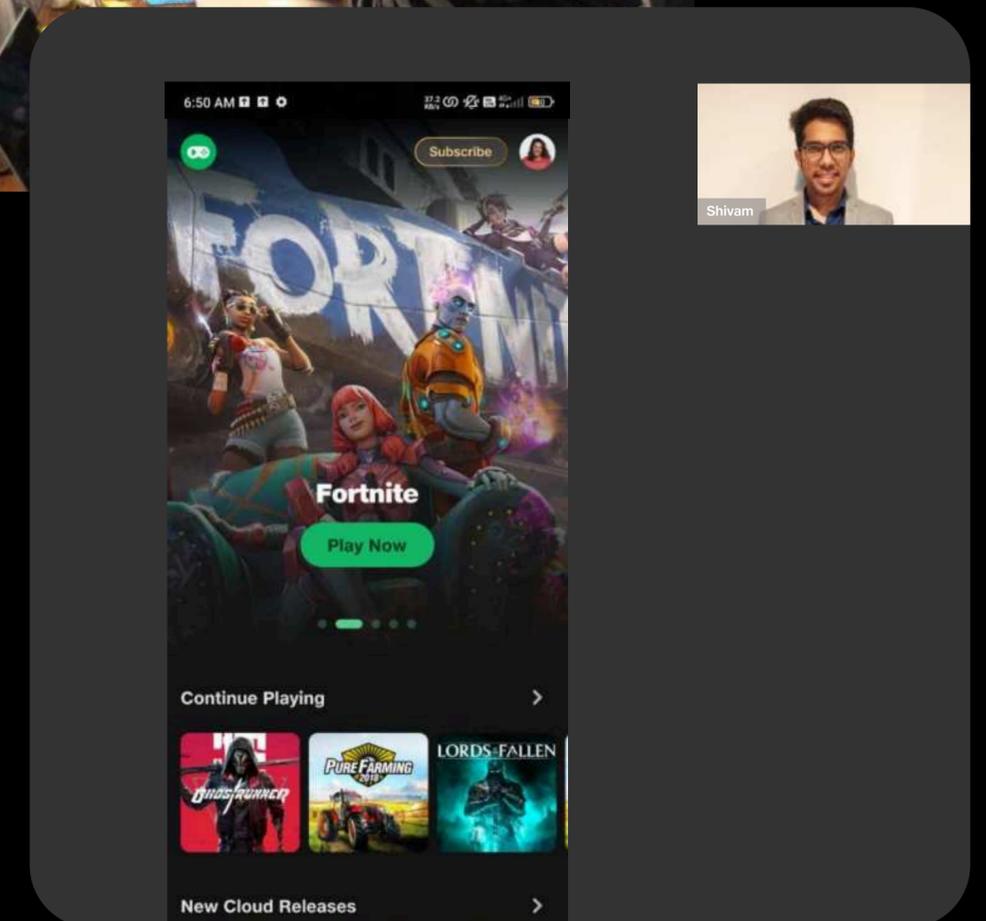
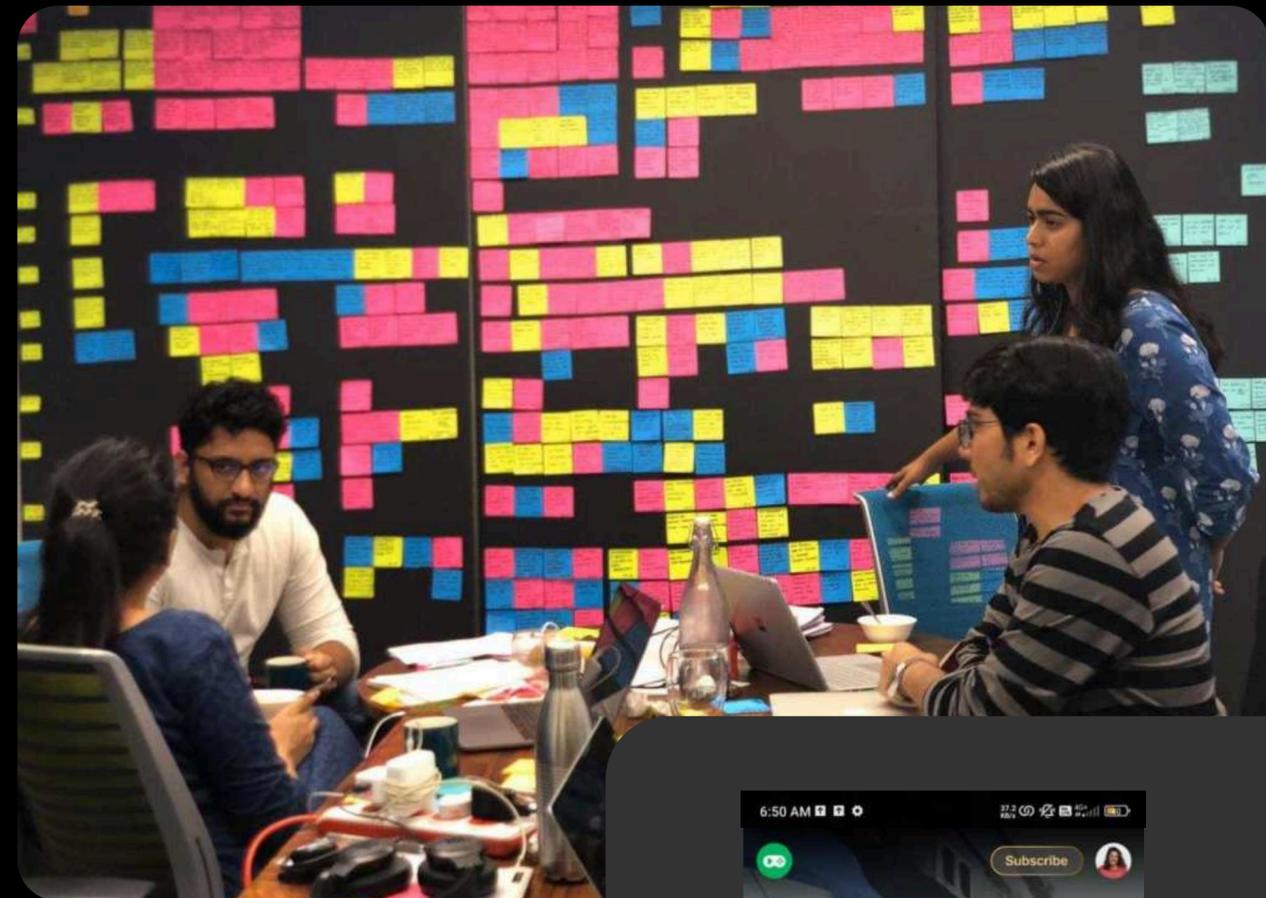
Demography: 60% Tier 1, 40% Tier 2/3

Gender mix: Balanced representation

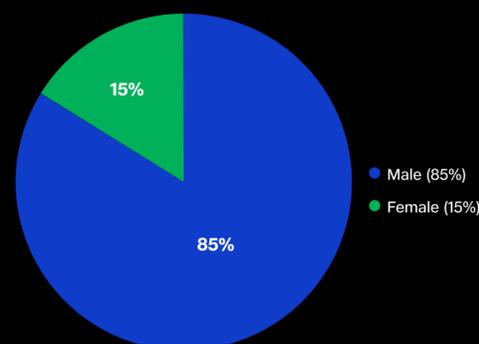
In-person interviews: Minimum 5 users in Bangalore

Subscription users: 3–4 participants

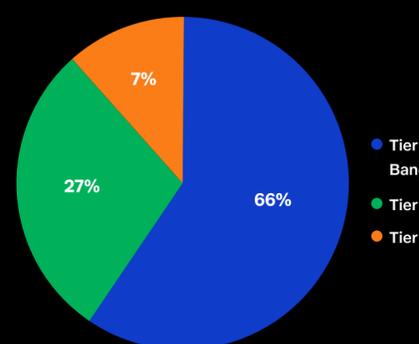
Excluded: UX/UI designers



Age



Gender



Location

● Tier 1 (Metropolitan - Delhi, Mumbai, Bangalore, Hyderabad, Gurgaon, Noida)
● Tier 2
● Tier 3

UX Research Synthesis

JioGames Revamp

Jio

About JioGames

01. JioGames is a comprehensive gaming platform offering a diverse range of gaming experiences. As a unified hub, it caters to both casual and serious gamers, providing a seamless transition between different gaming genres.

02. The App has 5 Modules: Instant Games, Cloud Games, Watch, Arena, Store

03. The application currently in use suffers from multiple issues pertaining to usability, design, and overall user experience. As a result, we have determined that a thorough revamp of the application is in order.

Redesign Journey: Moving to a user-centric experience

Transforming the current experience into a simpler, more intuitive product aligned with the Jio Design System.

Current version vs New Structure

Motive

The JioGames revamp aims to transform the platform into a premier gaming destination for serious and aspirational gamers.

Why did we conduct this research?

- Learn how users act to better understand the product.
- Addressing the root of the issue with precision.
- Where will we direct the product?
- Understand how our users are using this product.

Team Structure

Design Team

Role	Team	Team Members
Lead	Design Lead	Pranav, Divyanshu, Prashant, Prashant
Senior	Design Senior	Prashant, Divyanshu, Prashant, Prashant
Junior	Design Junior	Prashant, Divyanshu, Prashant, Prashant

Plan

Design process

We are here

User Research, Defining Problem, Ideate, Design, Test

Understand business objectives and priorities

Meeting with the larger team for project kick-off with questions regarding project and users.

Understand vision and goals about JioGames.

Questions to understand product and user better from product.

Understand product requirements.

Goal setting.

Documentation.

User Research

Comprehensive user research activities conducted to gain valuable insights and enhance user understanding.

Primary Research: Questionnaire building, User Interviews, User Survey in App Survey (both 1st response), Data synthesis, Product understanding (Demo).

Secondary Research: Review existing, Competitive Analysis, Data synthesis, Best Market Practices.

Survey

Closed on 26th Oct 2023

Responses: 100

Average Time to complete: 10 mins

Synthesis Completed

User Interviews

Closed on 06th Jan 2024

Responses: 21

Average Time to complete: 26:52 mins

Synthesis Completed

Insights from User Research

Key Pain Points Identified

Low App Engagement & Onboarding Challenges

Low User Preference Towards Competitors

Benchmarking Report

Compared against other gaming apps like Clash Royale, Angry Birds, etc.

App	Engagement	Retention	Conversion	Revenue
JioGames	Low	Medium	Low	Low
Clash Royale	High	High	High	High
Angry Birds	Medium	Medium	Medium	Medium

Persona 1: Arjun Mehta

Developer & Part Time Media Creator | Multifaceted Gamer, Creative Technologist

Demographics, Gaming App, Gaming Motivation, Gaming Preferences, Pain Points, Opportunity Areas.

Persona 2: Nirlipta Mishra

Product Manager | Family-Oriented Gamer

Demographics, Gaming App, Gaming Motivation, Gaming Preferences, Pain Points, Opportunity Areas.

Persona 3: Devansh Joshi

Gaming Enthusiast and Freelance Tech Reviewer | Hardcore Gamer

Demographics, Gaming App, Gaming Motivation, Gaming Preferences, Pain Points, Opportunity Areas.

Screening Document

Objective: We conducted usability testing to evaluate homepage designs for Cloud, Store, Watch, Arena and for casual, new and A&S gamers. The goal is to understand user preferences, identify pain points, and improve the overall user experience.

Participant Criteria: 10 users across 3 categories (Casual, New, A&S).

Key Criteria: Usability, Engagement, Retention, Conversion, Revenue.

User Survey: Insights 1

Which mobile gaming apps do they use?

Which types of games do they enjoy playing the most?

Rank Games: 1. Real-time multiplayer games, 2. Single player based on their gaming skills, 3. Game recommendations, 4. Lookbooks and rankings, 5. Game ratings & reviews, 6. In-app purchases and progress, 7. Seeing friends' activity and recommendations.

User Survey: Insights 2

When using JioGames, what do they prefer to see on the home screen?

What's the important feature they would expect to see in JioGames?

Rank Games: 1. Real-time multiplayer games, 2. Single player based on their gaming skills, 3. Game recommendations, 4. Lookbooks and rankings, 5. Game ratings & reviews, 6. In-app purchases and progress, 7. Seeing friends' activity and recommendations.

User Survey: Insights 3

In which section do they spend most of their time?

What's the main reason they would leave JioGames and not return?

Content Gaps: 1. Lack of interesting games, 2. Poor performance (crashes, lag), 3. Missing out on free subscription, 4. Too many ads or interruptions.

User Survey: Insights 4

In which section do they spend most of their time?

What would make them more likely to purchase subscription to premium Games?

Content Gaps: 1. Lack of interesting games, 2. Poor performance (crashes, lag), 3. Missing out on free subscription, 4. Too many ads or interruptions.

Summary

from UX Research and User Interviews & Surveys

Competitive Analysis, User Survey, User Interviews, Review Mining.

Usability & UX Insights

from UX Research and User Interviews & Surveys

1. Cluttered Interface with Low Content Prioritization, 2. Slow App & Game Launch Performance, 3. Lack of Feedback Loop/Feedback, 4. Poor Game Discovery & Recommendations, 5. Visual & Interaction Design Gaps.

Next Steps

1. Content Personalization for FTU or how customizable device options for gamers, Also add personalized game recommendations based on user interests.

2. Highlighting offers and discounts prominently.

3. Feedback Mechanism: Add an easy-to-access feedback button for continuous improvement.

4. Adopting a sleek, minimalist design with prioritization, consistent typography and JIGS elements.

Next Steps

1. Quick Reaction (QR) or star rating for the overall experience.

2. Quick Reaction (QR) or star rating for the overall experience.

3. Feedback Mechanism: Add an easy-to-access feedback button for continuous improvement.

4. Adopting a sleek, minimalist design with prioritization, consistent typography and JIGS elements.

Game details

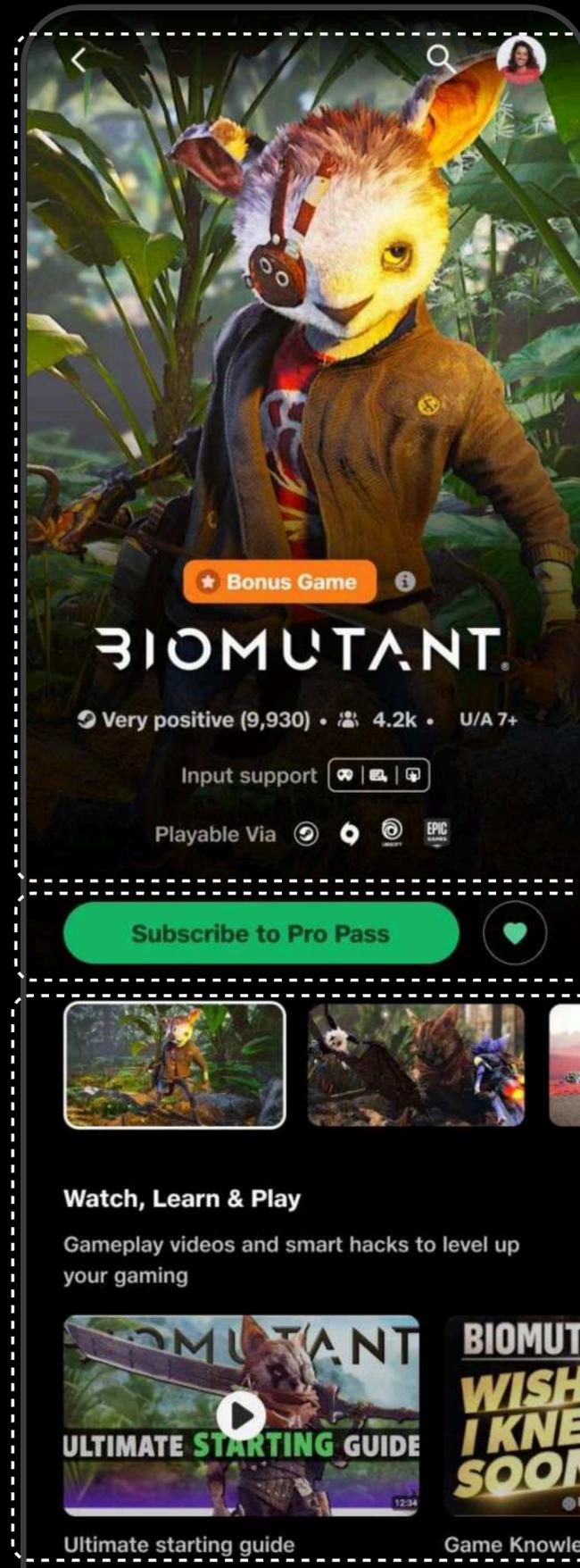
New v/s old

New design

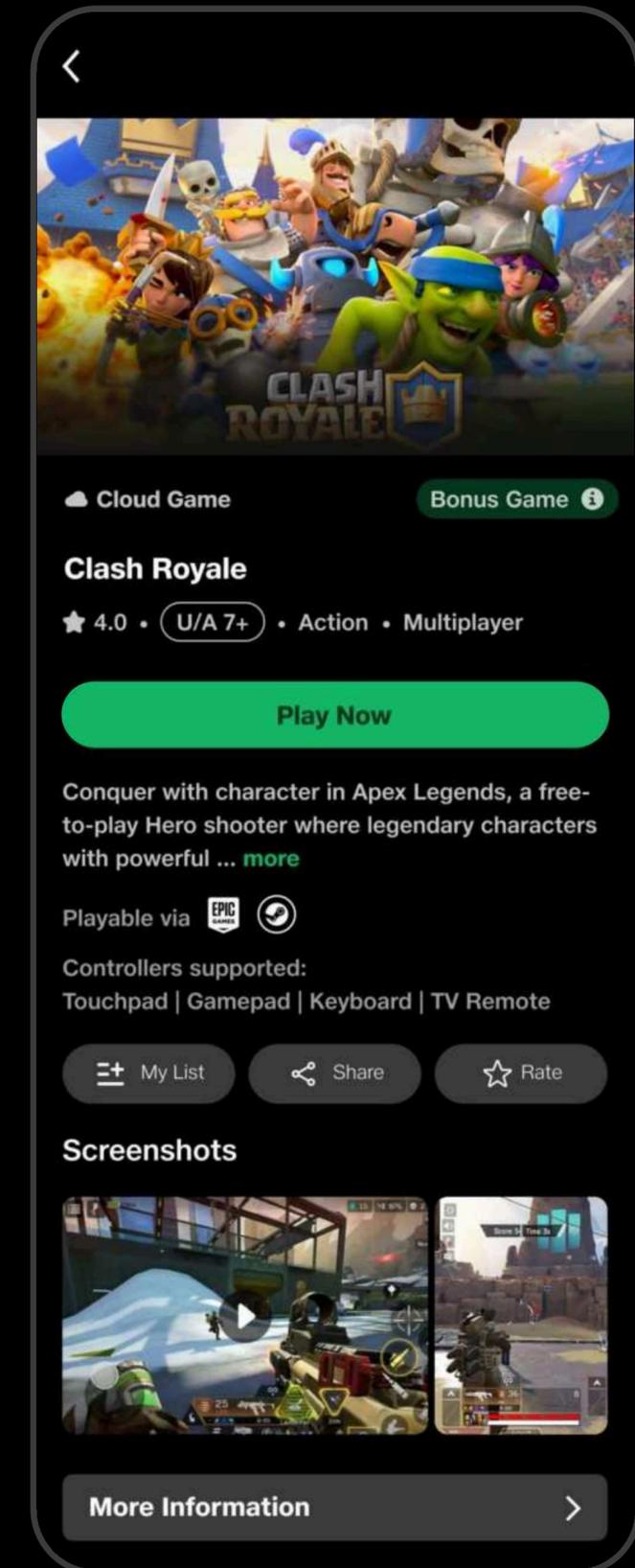
Modern Game banner with quick game meta info

Clear 'buy subscription' value prop and option to 'add' as favourites

Gameplay Videos



V/s



Subscriptions

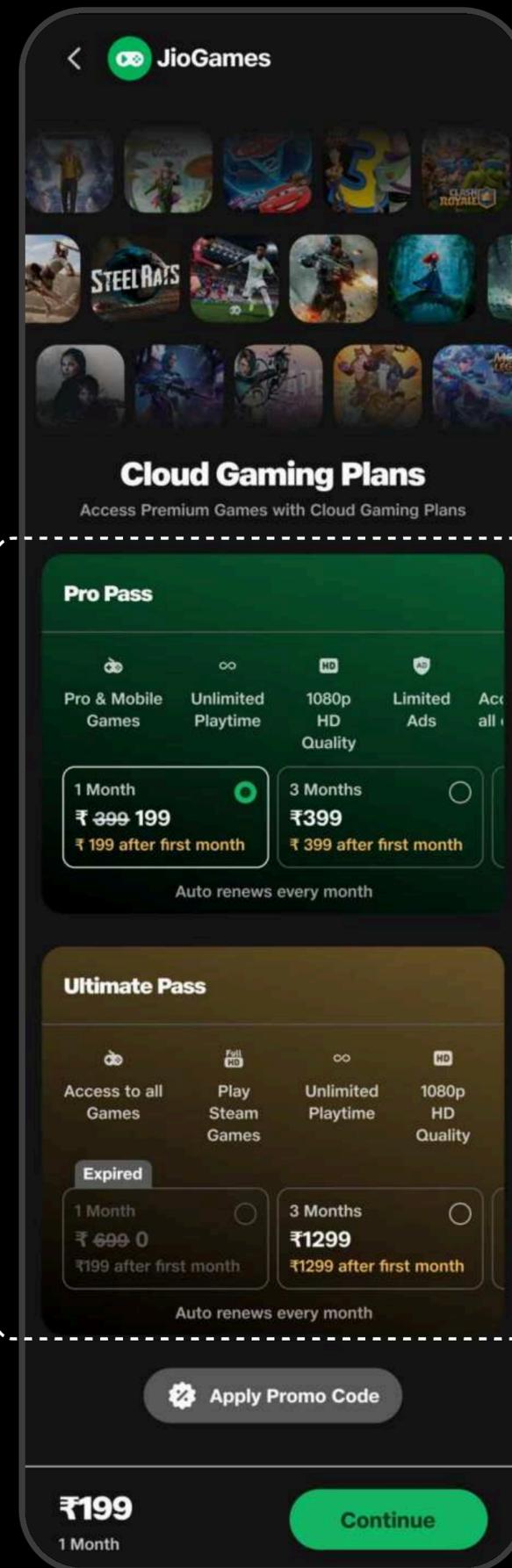
Free trial, subscriptions and bundled plan

New design

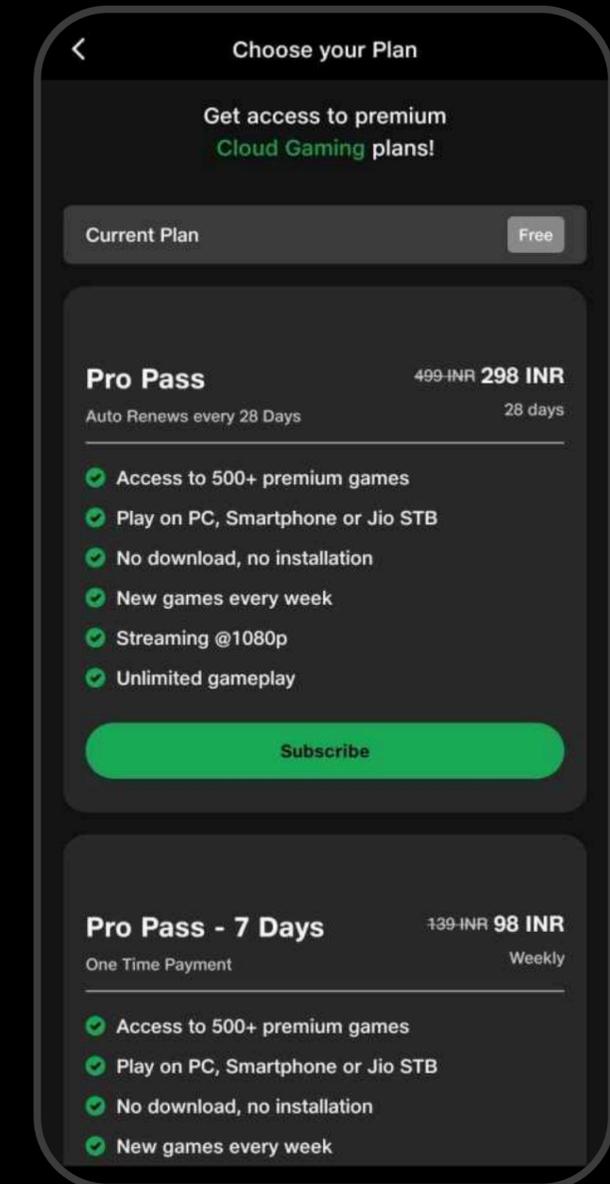
Pro pass and Ultimate pass plan benefits

- Clear plan comparison with easily scannable benefits
- Flexible pricing options (monthly, quarterly, trial)
- Simplified plan cards highlighting core benefits and pricing

Promo code support for campaigns and offers

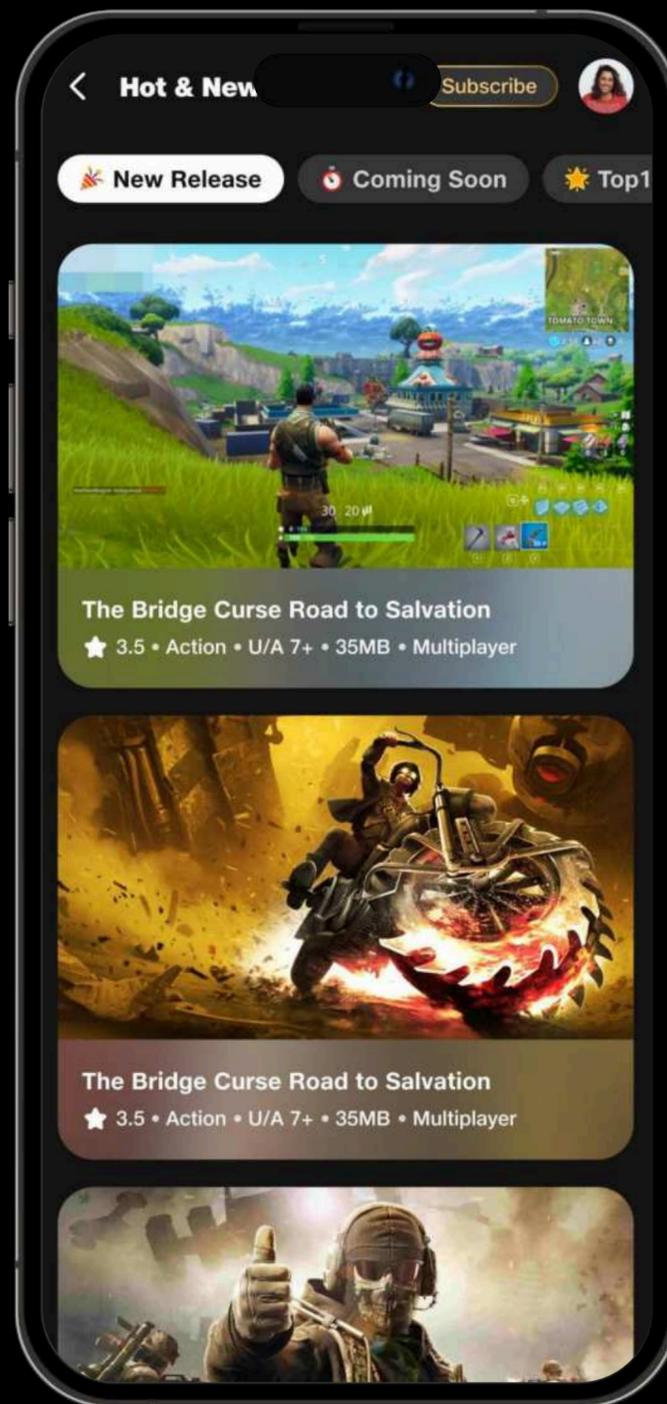


V/s

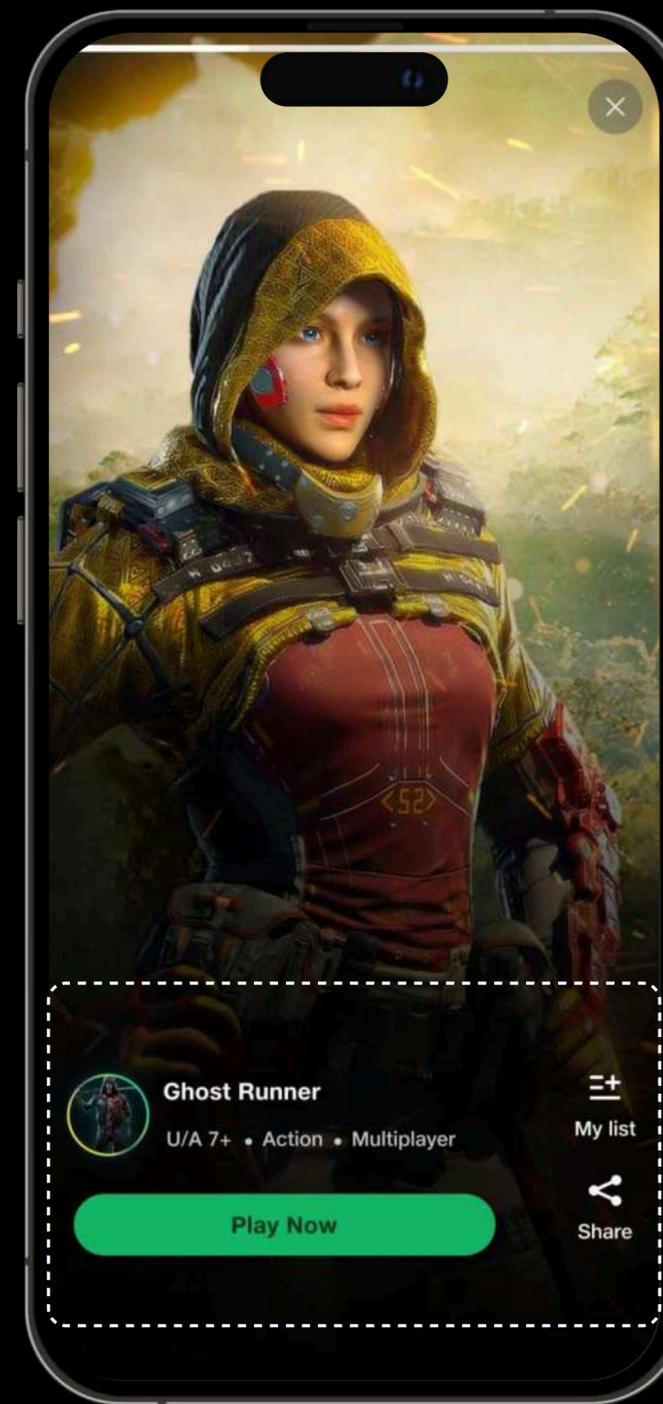


JioGames Watch

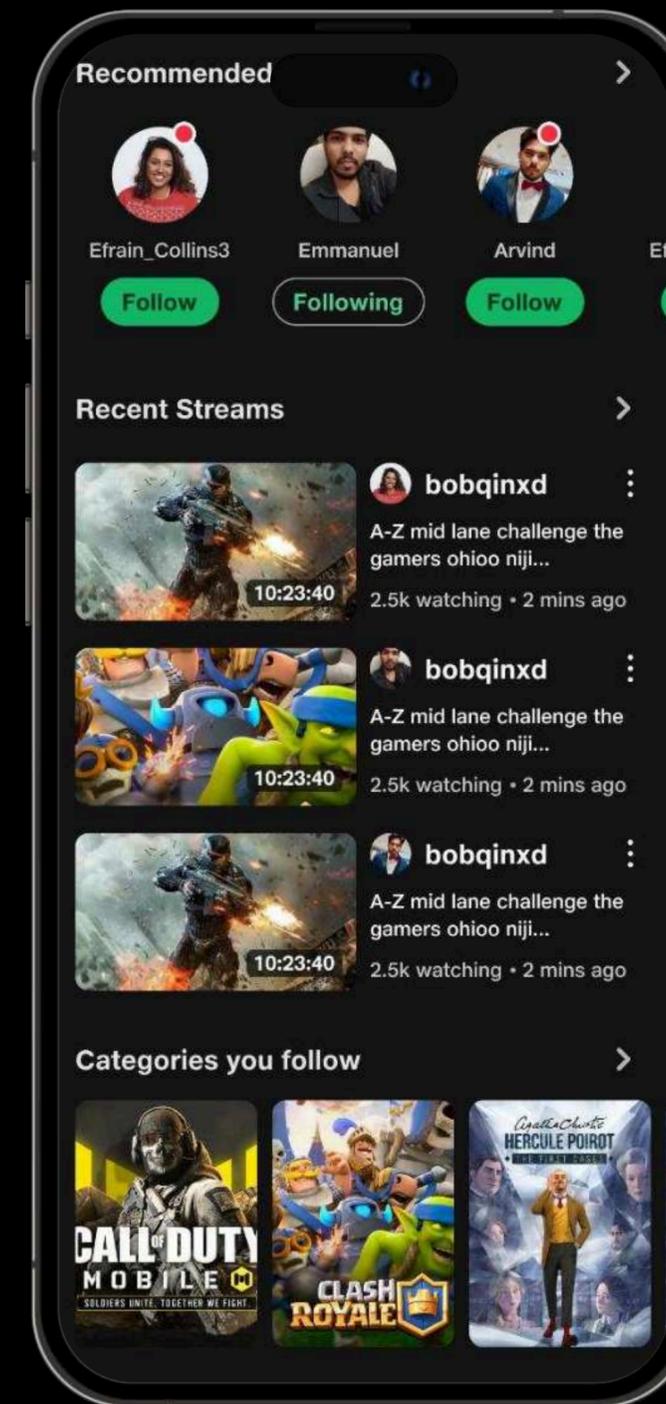
Watch the best of gameplays and stream your own. Interact with your favourite gamers, in new meaningful ways.



Curated content discovery for trending and new releases



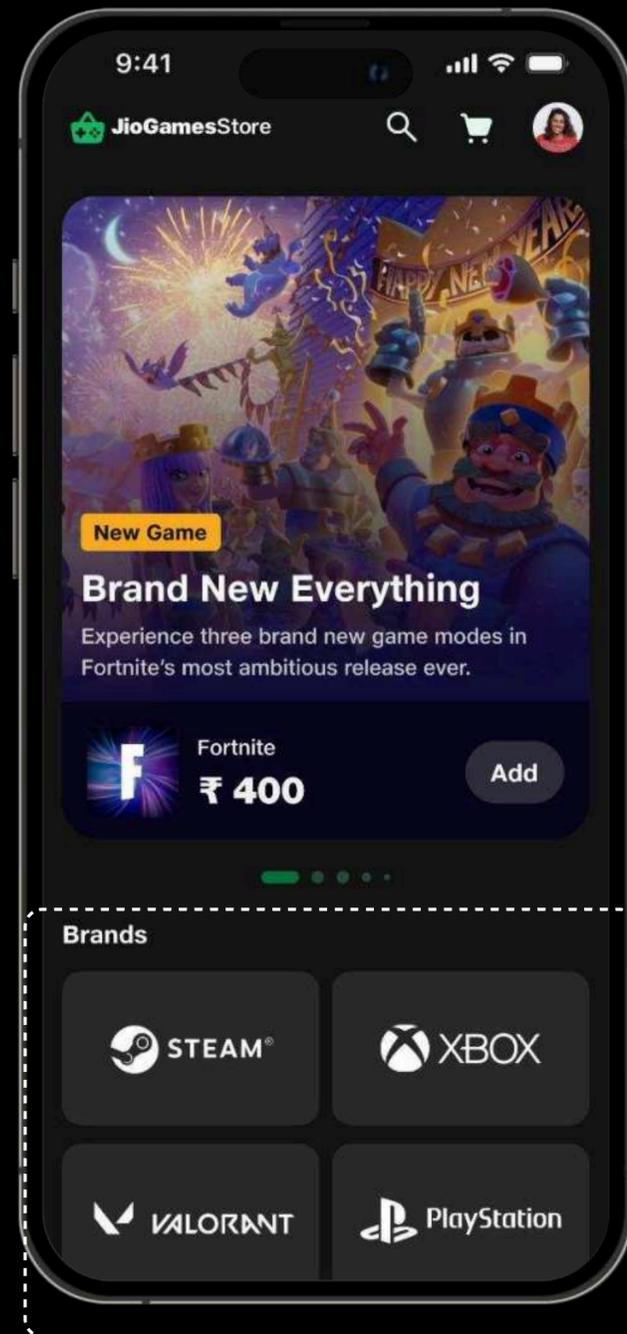
Integrated play experience – watch and jump into gameplay



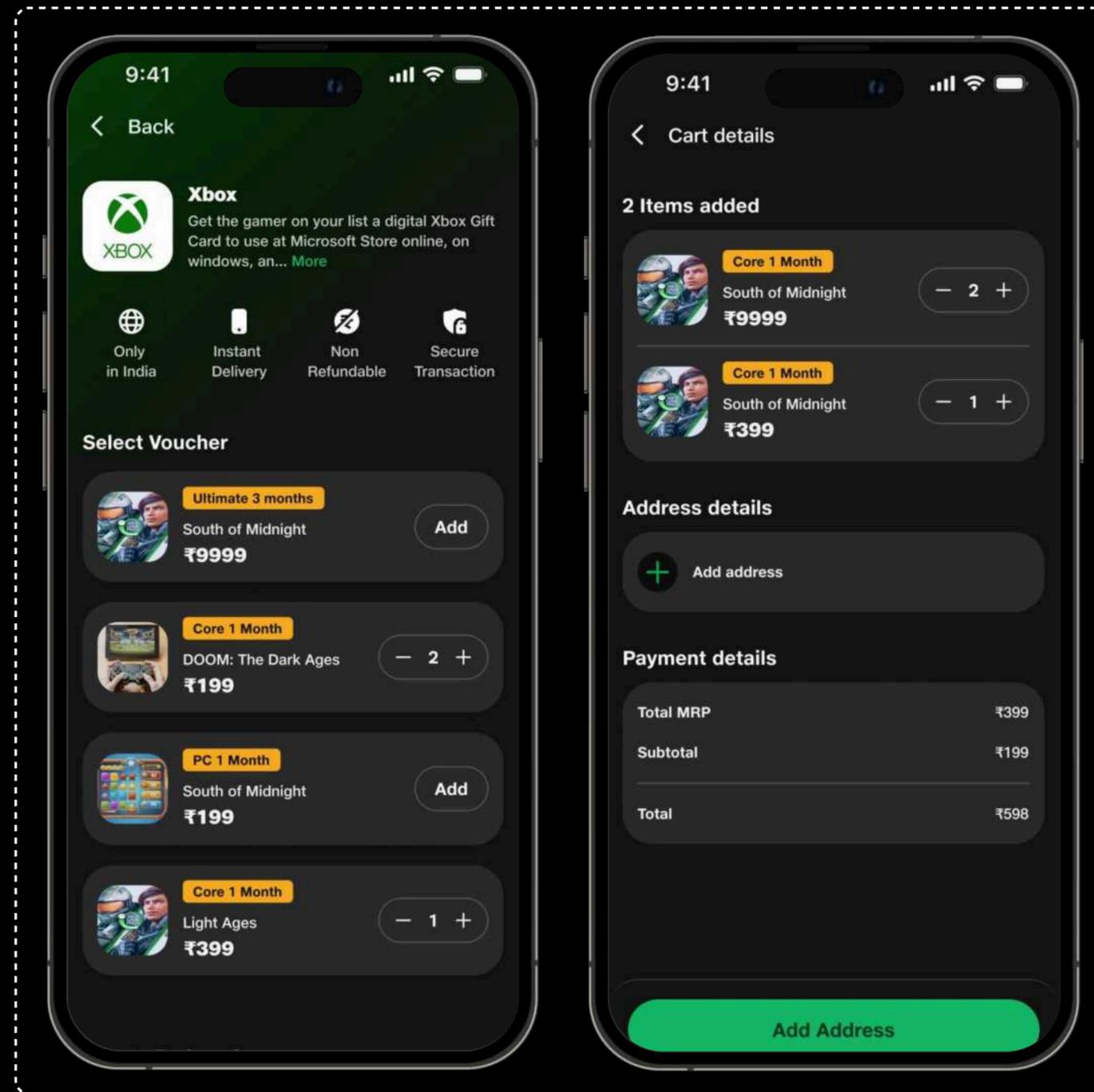
Interaction with gamers and creators

Store

Offers Top-Up, gift cards & in-game currency.
Enables users to enhance their in-game experience.



Simplified browsing across major gaming brands



Convenient in-app purchases for gamers

Thank You!