

Find the Dog: Cute Little Objects

Mobile UI/UX Redesign System

Art Direction & System Design Document

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Project Mandate:

Transforming a fragmented, generic UI into a top-tier, "Premium Casual" mobile gaming experience with robust progression loops, thumb-friendly usability, and a highly polished visual hierarchy.

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Contents

- 1 Strategic Art Direction: Premium Casual 2**
 - 1.1 Visual Pillars 2
- 2 Core Screen Specifications 3**
 - 2.1 1. Splash / Loading Screen 3
 - 2.2 2. Main Menu (Home Hub) 4
 - 2.3 3. Gameplay UI (Hidden Object Scene) 5
 - 2.4 4. Dog Collection Screen 6
 - 2.5 5. Daily Puzzle Screen 7
 - 2.6 6. VIP Membership Popup 8

1 Strategic Art Direction: Premium Casual

The original UI suffers from inconsistent button styling, chaotic floating elements, and a lack of visual hierarchy. To elevate "Find the Dog" to top-grossing market standards (akin to *Royal Match* or *Monopoly Go*), we are committing to the **Premium Casual** art direction.

1.1 Visual Pillars

- **Color Palette:** Deep Navy Blue (#1A2B4C) for primary backgrounds to make foreground elements pop. Rich Gold (#FFB800) for rewards, and Vibrant Magenta/Cyan for primary CTAs.
- **Typography:** Heavily rounded, bouncy sans-serif (e.g., *Fredoka* or *Nunito* style). Ultra-bold with stroke outlines for headers; clean medium weights for body text.
- **Shapes & Textures:** "Squircle" (rounded rectangle) buttons with a tactile, 3D pillowy feel. Subtle glassmorphism (frosted glass) for panels overlaid on game maps to maintain readability without obscuring the beautiful art.
- **UI FX:** High gloss specular highlights on primary buttons. Idle breathing animations on main CTAs.

2 Core Screen Specifications

2.1 1. Splash / Loading Screen



Figure 1: Splash / Loading Screen Layout.

- **Layout Structure:** Centered 3D Game Logo → Full-bleed cinematic illustration → Bottom-anchored progress bar with version text.
- **Visual Style:** Immersive and vibrant. Replaces the current sterile white background. The logo utilizes deep 3D bevels and sparkling VFX.
- **UI Elements:** A thick, pill-shaped progress bar. The track is dark translucent blue; the fill is a glowing cyan gradient with a glossy top highlight.
- **Interaction Behavior:** The loading fill animates smoothly with a trailing sparkle effect.
- **UX Improvements:** Sets a premium mood immediately. Removes the disjointed aesthetic of the current loading screen, assuring the player of the game's high production value.

2.2 2. Main Menu (Home Hub)



Figure 2: Main Menu / Home Hub Layout.

- **Layout Structure:**
 - *Top:* Unified Resource Bar (Energy/Lives left, Coin balance).
 - *Center:* 3D Podium featuring the player's favorite unlocked Dog (animated). Current level badge floating above it.
 - *Bottom:* Massive "PLAY" button. Below it, a docked Tab Navigation Bar (Shop, Dogs, Home, Daily, Settings).
- **Visual Style:** Depth-focused. The background is a soft, blurred version of the current world map. The UI sits on thick, rounded floating panels.
- **UI Elements:** Massive, thumb-friendly "PLAY" button (Green to Yellow gradient, 3D extrude). Unified bottom navigation bar with customized, flat-shaded vector icons.
- **Interaction Behavior:** "PLAY" button has a slow breathing animation. Nav icons bounce on tap.
- **UX Improvements: Crucial fix.** The current design scatters tiny buttons (Settings, VIP, Games) across the top edges, which is awful for thumb reach. The new Bottom Nav centralizes navigation, while the unified resource bar reduces cognitive load.

2.3 3. Gameplay UI (Hidden Object Scene)



Figure 3: Gameplay HUD Layout.

- Layout Structure:

- *Top Left*: Frosted glass pill showing Timer and Dogs Found (e.g., 2/11).
- *Top Right*: Minimalist Pause/Settings gear icon.
- *Bottom*: A horizontal scrolling tray (frosted glass) displaying silhouettes of dogs to find. Power-up buttons (Hint Magnifier, Time Freeze) docked above the tray on the right.

- **Visual Style**: Minimalist but high-contrast. The UI must not compete with the hidden object art. Using dark, blurred glassmorphism ensures white text is readable regardless of the background map's color.
- **UI Elements**: High-fidelity 3D item icons. Silhouettes in the tray fill with full color when found.
- **Interaction Behavior**: When a dog is tapped in the world, a spark trail flies from the tap location down into the bottom tray, slamming into the silhouette with a satisfying "pop" and screen shake.
- **UX Improvements**: The original UI splits focus. By moving the "Targets" to a bottom tray, we keep the player's thumbs out of the way of the main art while providing an easy-to-reference checklist.

2.4 4. Dog Collection Screen



Figure 4: Dog Collection Layout.

- **Layout Structure:**
 - *Top:* "Album" Title and visual toggle switches (All, Rare, Legendary).
 - *Center:* 3-column scrollable grid of "Trading Cards."
 - *Bottom:* A sticky progress bar showing overall collection completion (e.g., "14/50 Dogs") and milestone chests.
- **Visual Style:** Digital sticker-book / Trading card binder. Unlocked dogs are shown in vibrant, glossy frames. Locked dogs are elegant dark blue silhouettes with a question mark.
- **UI Elements:** Rarity badges (Bronze, Silver, Gold, Holo) attached to the corner of each dog portrait.
- **Interaction Behavior:** Tapping an unlocked dog flips the card in 3D to reveal their name, lore, and a "Set as Avatar" button.
- **UX Improvements:** The current list is flat and unrewarding. Turning the dogs into "cards" with distinct rarities triggers the player's innate collector psychology, increasing retention.

2.5 5. Daily Puzzle Screen

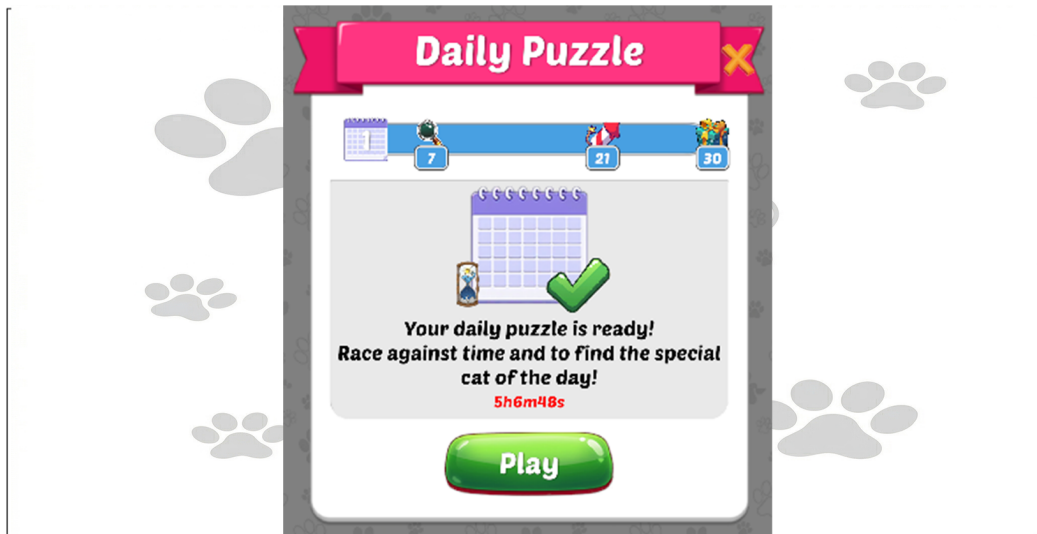


Figure 5: Daily Puzzle Layout.

- **Layout Structure:** Modal popup with a dark semi-transparent overlay blocking the main menu.
 - *Top:* Large stylized ribbon reading "Daily Puzzle".
 - *Middle:* A linear, scrolling 7-day timeline. Today's node is massive and glowing.
 - *Bottom:* "PLAY NOW" button with a pulsing timer underneath indicating when the puzzle expires.
- **Visual Style:** Festive and urgent. Uses warm colors (oranges and pinks) to differentiate it from the standard blue progression path.
- **UI Elements:** Checked-off nodes for past days. Treasure chest icons for day 7/14/30 streaks.
- **Interaction Behavior:** Opening the screen triggers a satisfying "stamp" animation if a streak is active.
- **UX Improvements:** The original UI is a basic box with a small calendar icon. This redesign visualizes the streak, leveraging "Fear Of Missing Out" (FOMO) to ensure players log in daily to claim the streak chests.

2.6 6. VIP Membership Popup

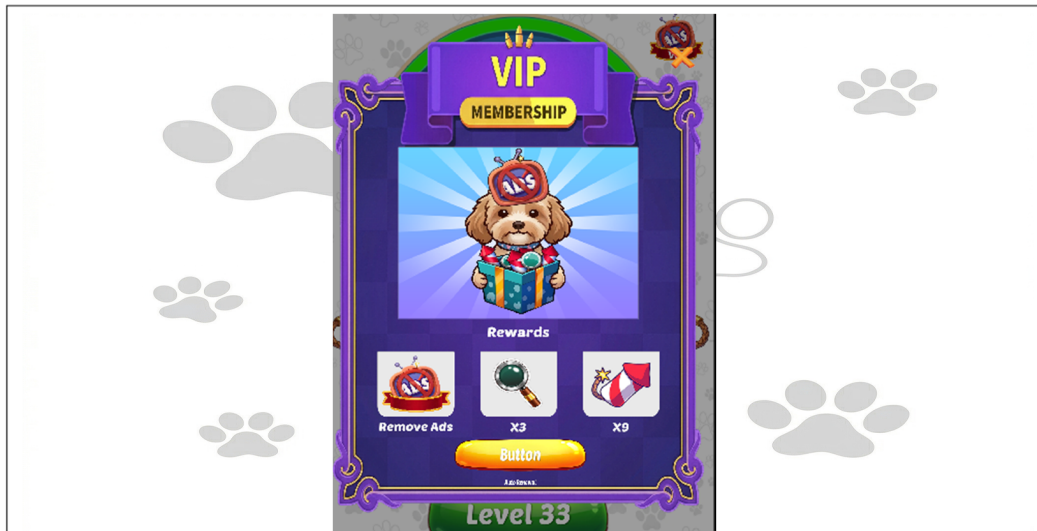


Figure 6: VIP Membership Layout.

- Layout Structure:

- **Header:** Majestic VIP typography with a gold crown and glowing rays.
- **Center:** 3 vertical Benefit Cards (No Ads, x3 Magnifiers, x9 Fireworks) instead of a horizontal row. Each card features the icon, a bold title, and a sub-description.
- **Bottom:** "Subscribe - \$4.99/mo" massive CTA button, flanked by a "Cancel Anytime" trust badge.

- **Visual Style:** Pure opulence. Deep royal purple background with heavy gold trimmings.
- **UI Elements:** Shimmering light sweeps across the gold elements every few seconds.
- **Interaction Behavior:** The "Subscribe" button has a continuous, subtle heartbeat pulse. Tapping outside the modal gracefully dismisses it (if not forced).
- **UX Improvements:** The original is cluttered and hard to read. Stacking the benefits vertically allows for descriptive text, clarifying exactly what the player is buying and increasing conversion rates.