

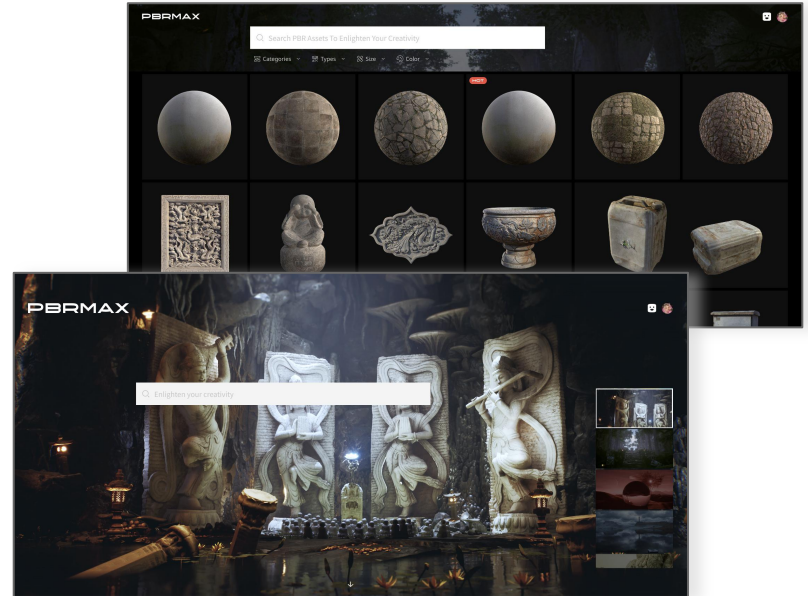
PBRMAX

An intelligent and easy-to-use asset
sourcing experience for 3D artists



Product

An **online digital asset library** of high-res, physically-based 3D scans to accelerate the process of CG production.



0 -> 1

Mar 2021 - May 2021

UX Research
Product Strategy
Visual Design
Prototyping
User Testing

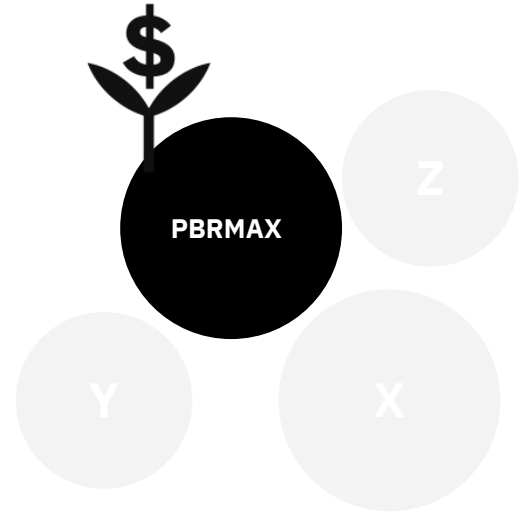
Team

1 Product Designer (Me)

2 engineer
1 UI designer
1 business partner

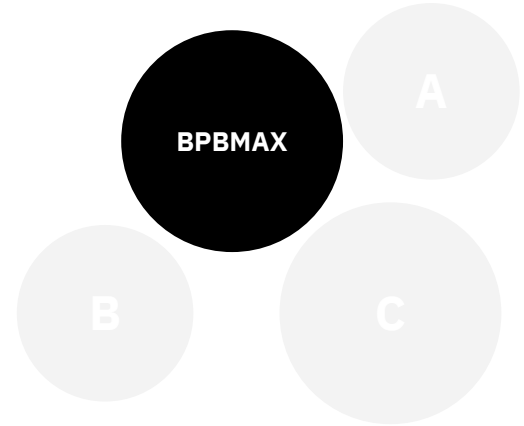
Business Goal

The company had aimed to raise the Series A funding, and the PBRMAX 3D asset library is evaluated as an important metric to support this business goal.



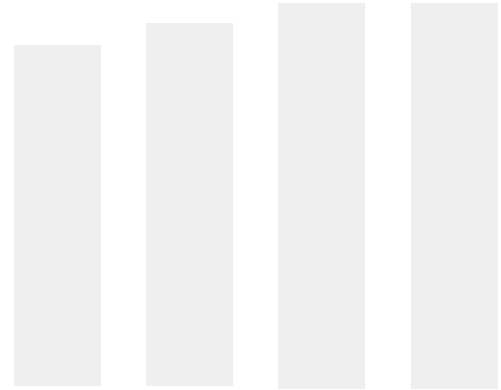
Marketing Goal

Highlight the personality of PBRMAX
to stand out in the market and bring a
stronger impression to current and
future users.



Problem

In the four months since PBRMAX's first launched in Q4 2020, there had been **no obvious increase in user growth or engagement.**

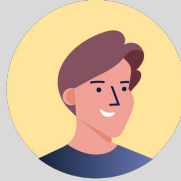


Who are our users?

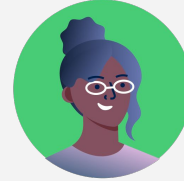
Target Groups



Lisa, **Professional Artist**
7-year of 3D design experiences



Mischa, **Design Student**
1-year of 3D design experiences



Elena, **Amateur/Art Lover**
Little or no 3D design experiences

Everyone can be a creator!

Users we currently have and try to keep

Users we want to attract for future growth

Understand the Users

User Research Script

Hold 5-8 **interviews** with our in-house professionals from various design backgrounds (i.e. computer artists, modelers, texture artists, graphic designers, etc.) and those who have no or limited design experiences.

Have **group sessions** with students and professors who come from CG-related departments (i.e., digital design, communication media and film production, etc.)

Questions

For design professionals:

- What's your design background?
- How often do you need to create 3D objects?
- Where do you usually find and download 3D assets?
- What's your favourite 3D asset library?
- What's the biggest frustration during your process of creating 3D contents?
- How do you use PBRMAX?
- What're your suggestions on PBRMAX?

For who with no or limited design experiences:

- What're the challenges to create 3D contents?
- If you are provided with 3D models, would you like to create any 3D contents?

25+ Interviews



3 Group Sessions

	PBRMAX	CG DIGITAL ASSETS	SUBSTANCE	Other CG Platforms
Main Application	File/TV/Game	Game	Game	Education
Texture Quality	8K-16K	2K-8K	8K	1K-4K
Mesh Number	>1 million	N/A	N/A	10,000 - 100,000
Model Format	PBR Standard	PBR Standard	PBR Standard	No standard
Production Efficiency	4000 - 6000/year	2000 - 3000/year	2000 - 3000/year	500 - 1000/year
Asset Types	3D Models/Textures	Textures/A small amount of 3D models	Textures/A small amount of 3D models	Low-quality Models
Manufacture Method	3D Scan	3D Scan	Auto-generation	Traditional
Style	Chinese/Oriental	N/A	N/A	N/A
Customization	Based on library requirement	N/A	N/A	N/A

Competitive Product Analysis

Understand the User Pain Points

Don't Know What to Do

“The models look great, but I don't know what I can do with these 3D models.”



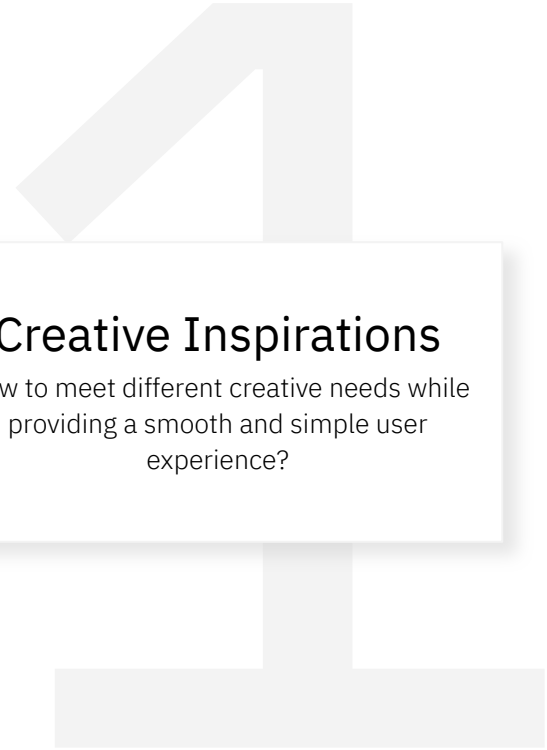
Don't Know What to Do

“The models look great, but I don't know what I can do with these 3D models.”



Creative Inspirations

How to meet different creative needs while providing a smooth and simple user experience?



Understand the User Pain Points

Hard to Find 3D Models

“It’s hard to find the model that I need and it often returns “not found” results.”



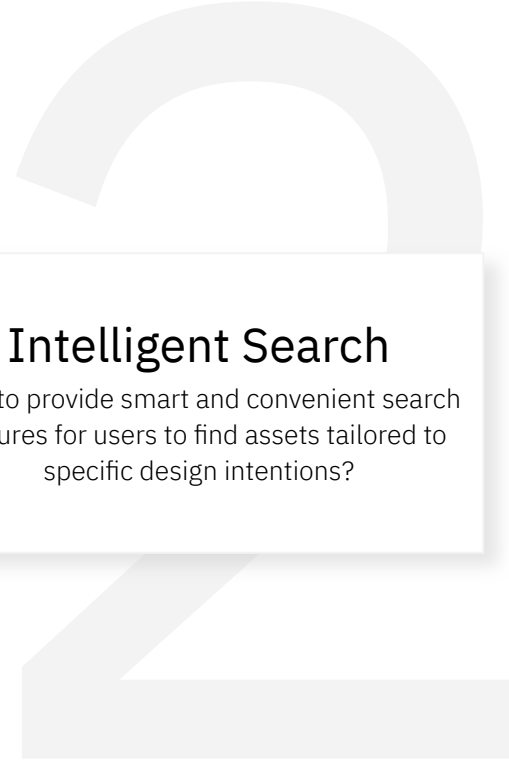
Hard to Find 3D Models

“It’s hard to find the model that I need and it often returns “not found” results.”



Intelligent Search

How to provide smart and convenient search features for users to find assets tailored to specific design intentions?



Understand the User Pain Points

Convolutd Interaction

“It’s not very easy to complete the process from browsing to downloading.”



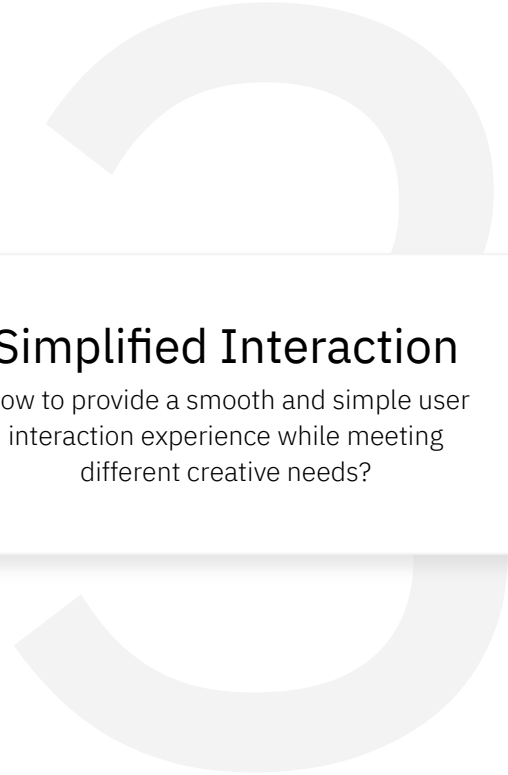
Convolutated Interaction

“It’s not very easy to complete the process from searching to downloading.”



Simplified Interaction

How to provide a smooth and simple user interaction experience while meeting different creative needs?

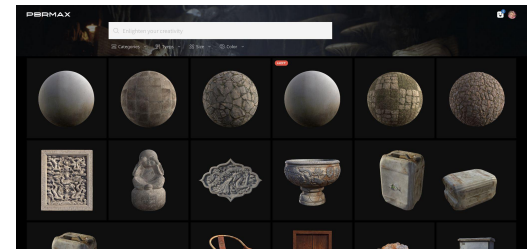
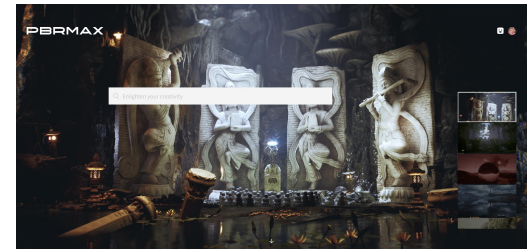
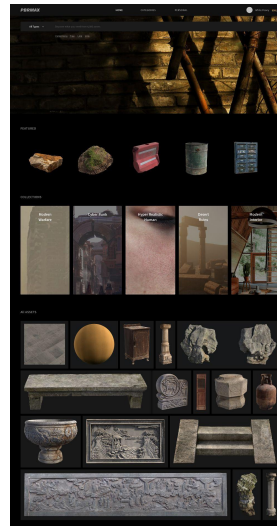


My Solution

Make it **inspiring, **intelligent**,
and **effortless**.**

Iterations

How I Got Here



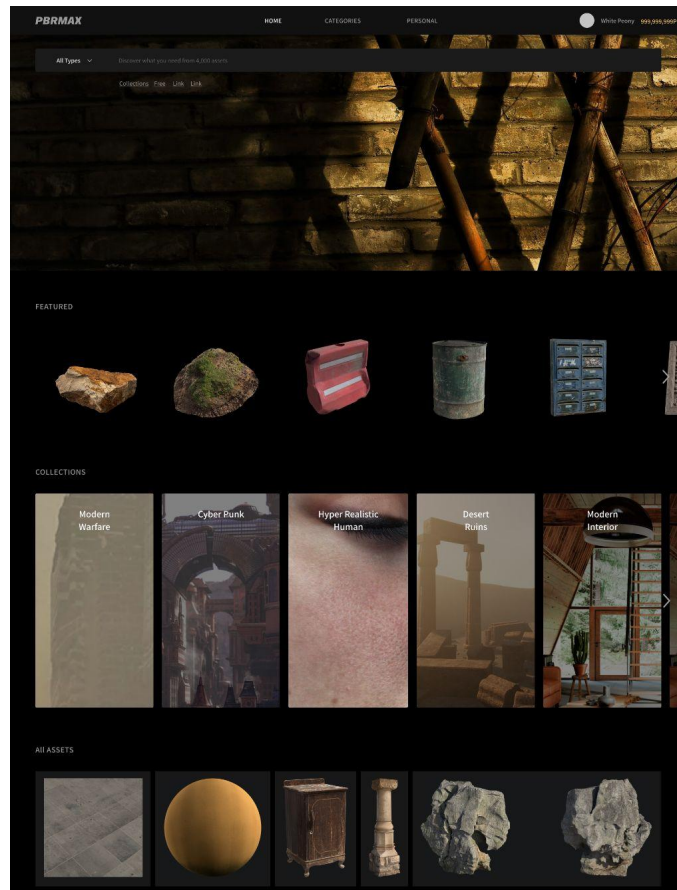
Before

After

Design Goal #1

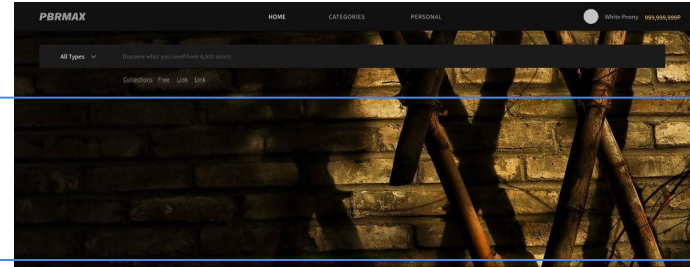
Creative Inspirations

Don't know what to do :(

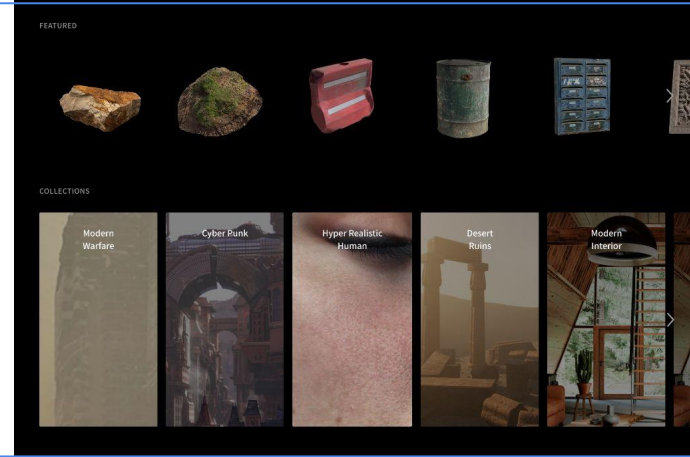


Before

Users get no clues from this single banner image



Cannot help users understand what they can build with this assets

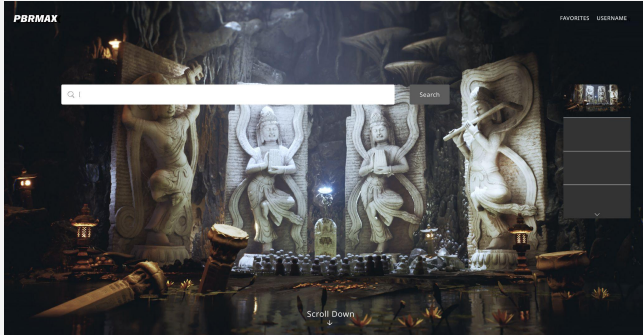
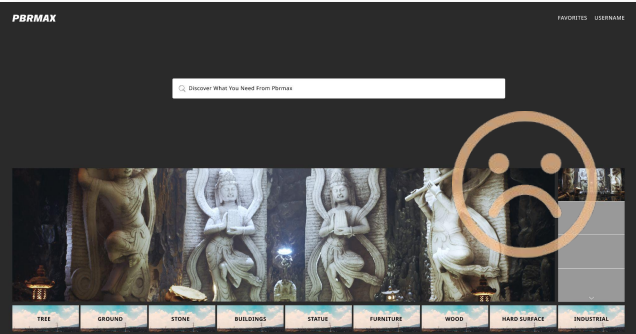
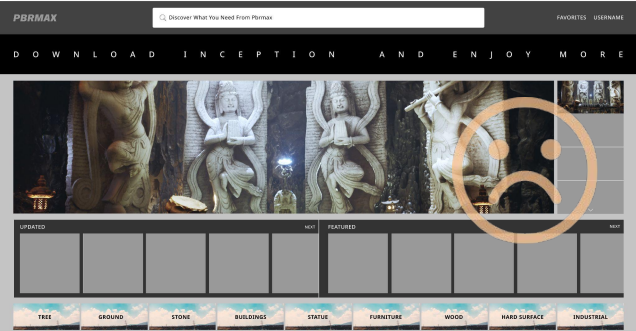


Don't know what to do :(

Before

Iterations

Creative Inspirations



PBRMAX

Hi, Mischa welcome to PBRMAX 🌟🌟🌟



🔍 Search PBR Assets To Enlighten Your Creativity



Mischa is trying to find some nice 3D models to create a CG scene.



PBRMAX



🔍 Search PBR Assets To Enlighten Your Creativity

+ THE NAME OF COLLECTIONS



He doesn't have a concrete idea yet, so he's looking for some inspirations. Once he hovers on the background, he can find the name of the scene.



PBRMAX



🔍 Search PBR Assets To Enlighten Your Creativity

+ THE NAME OF COLLECTIONS



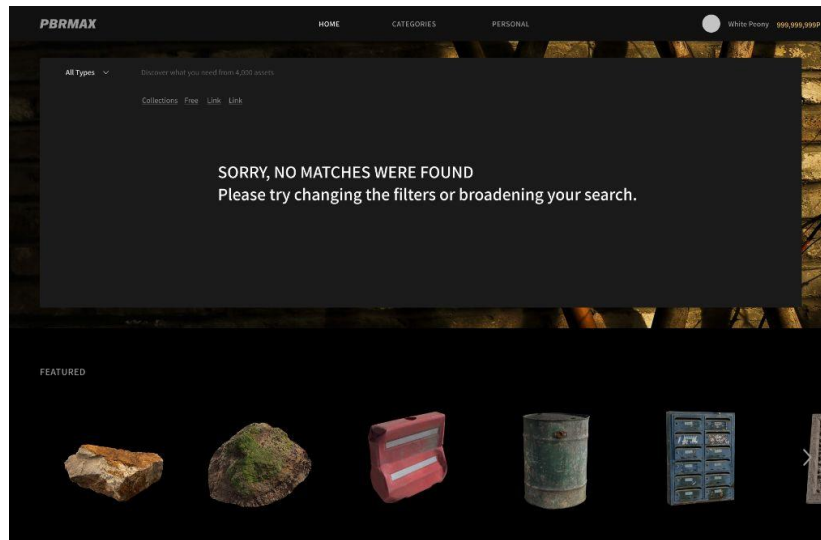
He clicks through several examples to get a better sense of what he can design with the 3D assets.



Design Goal #2

Intelligent Search

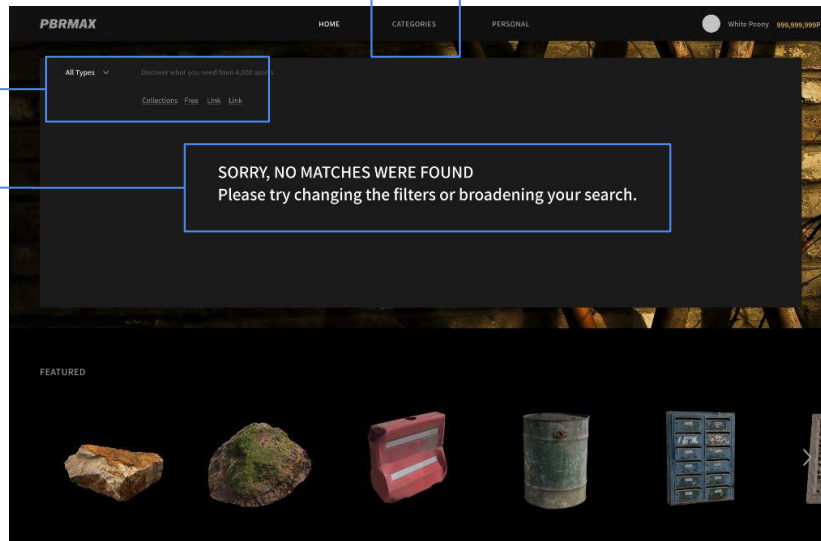
Hard to find 3D models :(



Before

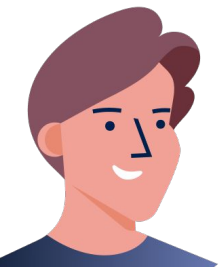
Limited filter options
Confusing UI for filtering

Often returns no results



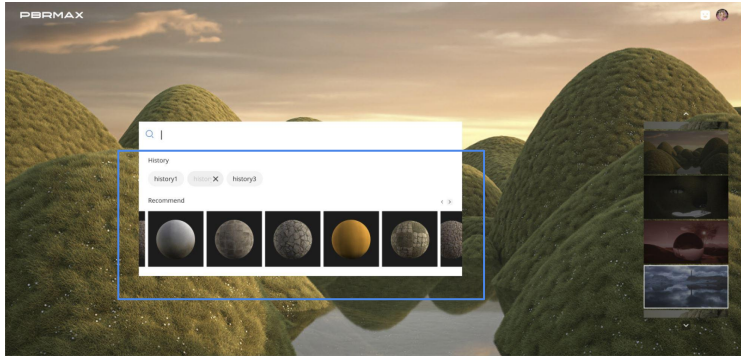
Before

Hard to find 3D models :(

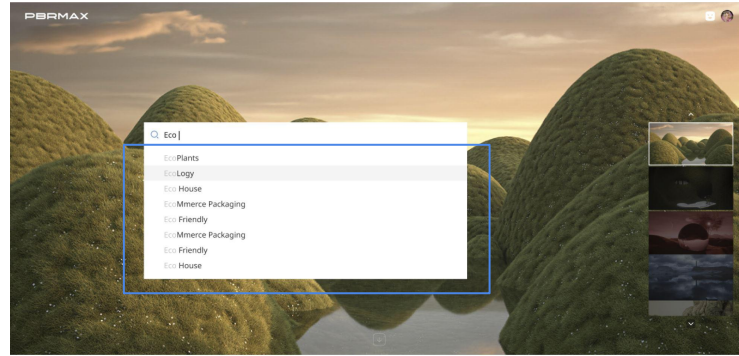


Design Goal #2

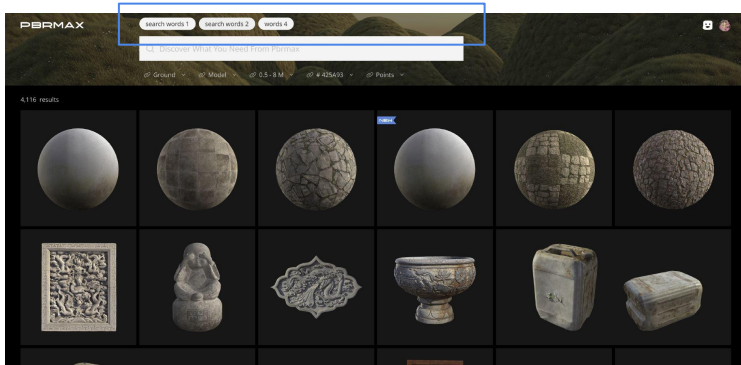
Intelligent Search | How to provide a better search feature?



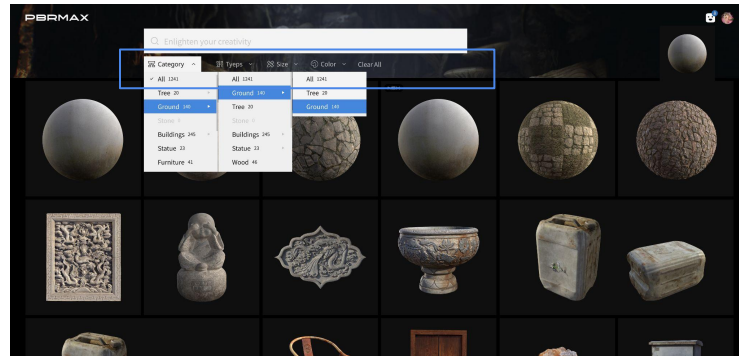
Search history & Recommended Search



Associative Search



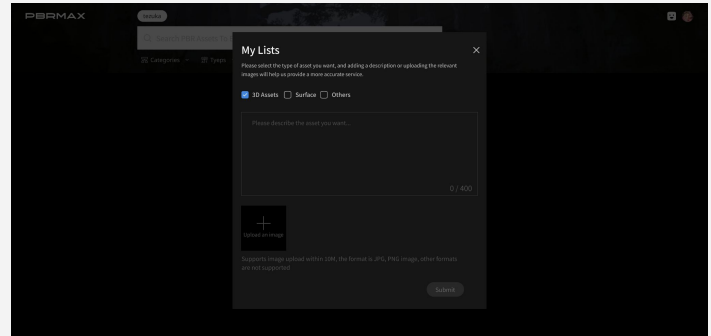
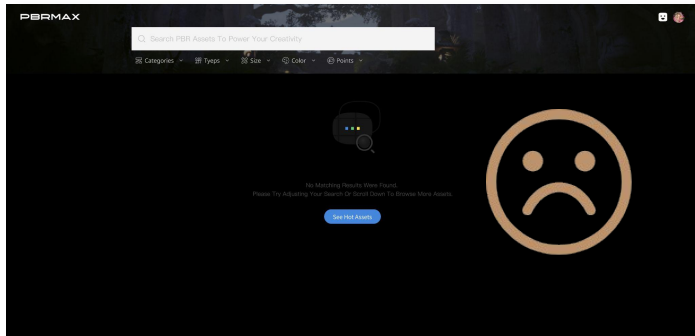
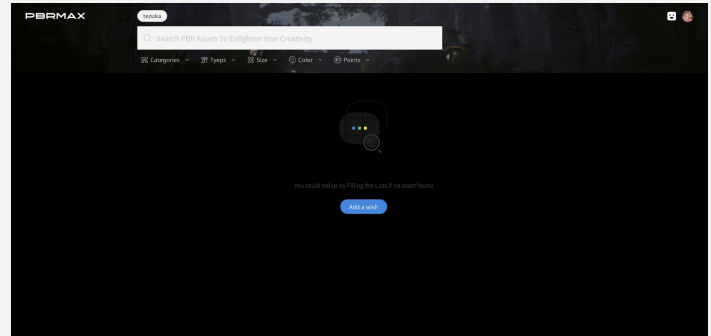
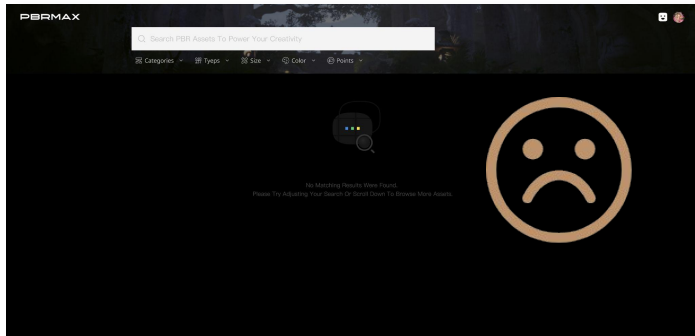
Continuous search



Result Filter Options

Iterations

Intelligent Search | How to provide a better search feature?





Concept: Intelligent Search | Search History, Recommended Searches

PBRMAX





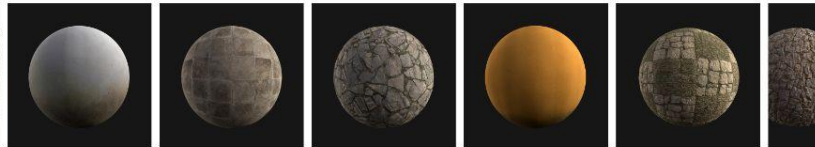
He is thinking about what kind of models he will need and clicks on the search bar...

Search PBR Assets To Enlighten Your Creativity 

History 

History1 History2 History3

Recommend  

A row of six spherical PBR asset thumbnails. From left to right: a smooth white sphere, a sphere with a grid pattern, a sphere with a cracked stone texture, a solid orange sphere, a sphere with a brick-like texture, and a sphere with a rough, porous texture.

Concept: Intelligent Search | Associative Search

PBRMAX



When he is trying to input a query, the search bar shows suggested search items.

🔍 Sto|

Stone Carving

Stone

Stone Bench

Stone Bridge

Stone Wall

Stone Panel

Stone House

Stone Lion



Concept: Intelligent Search | Continuous Search

PBRMAX

search words 1

search words 2

words 4



Discover What You Need From Pbrmax

Ground

Model

0.5 - 8 M

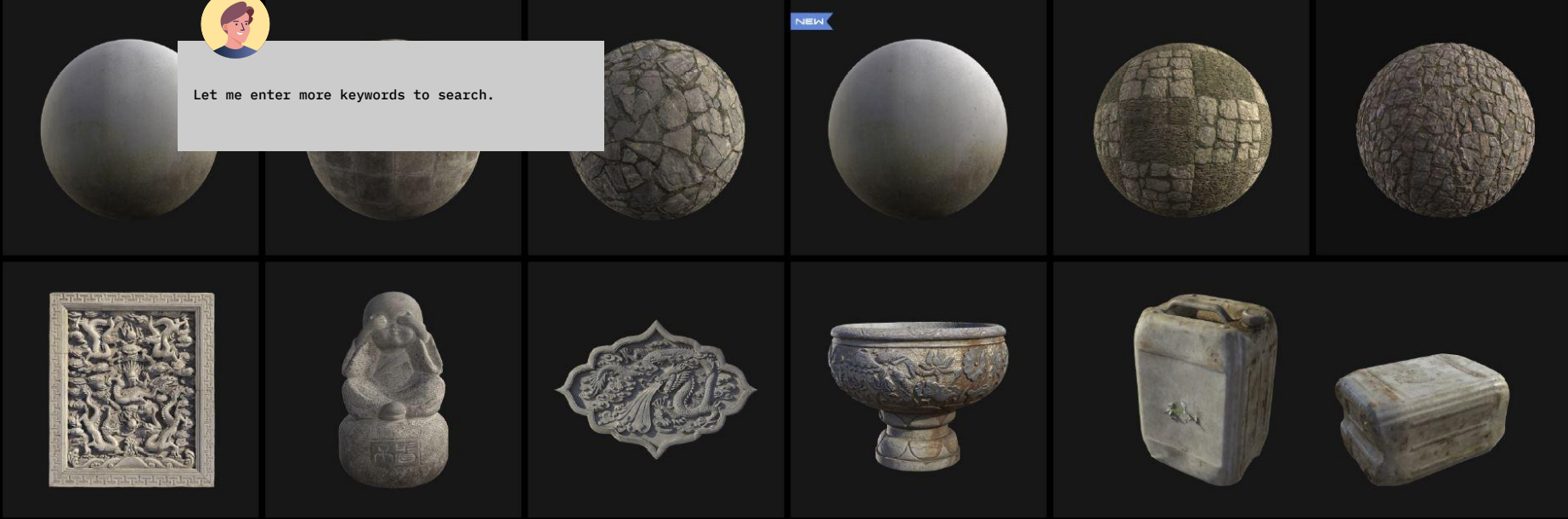
425A93

Points

4,116 results



Let me enter more keywords to search.



NEW

Concept: Intelligent Search | Continuous Search

PBRMAX



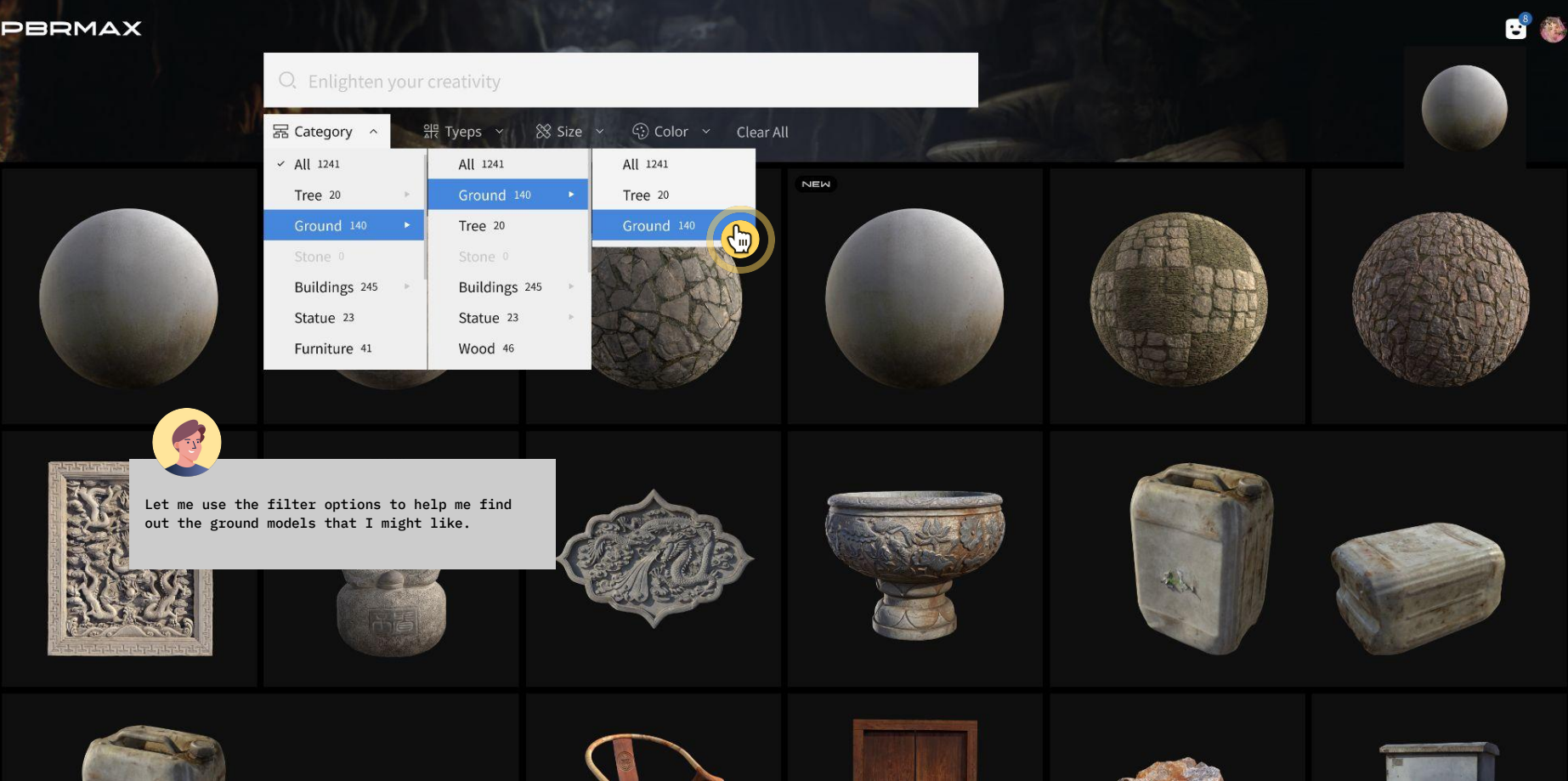
Enlighten your creativity

Category ▾ Types ▾ Size ▾ Color ▾ Clear All

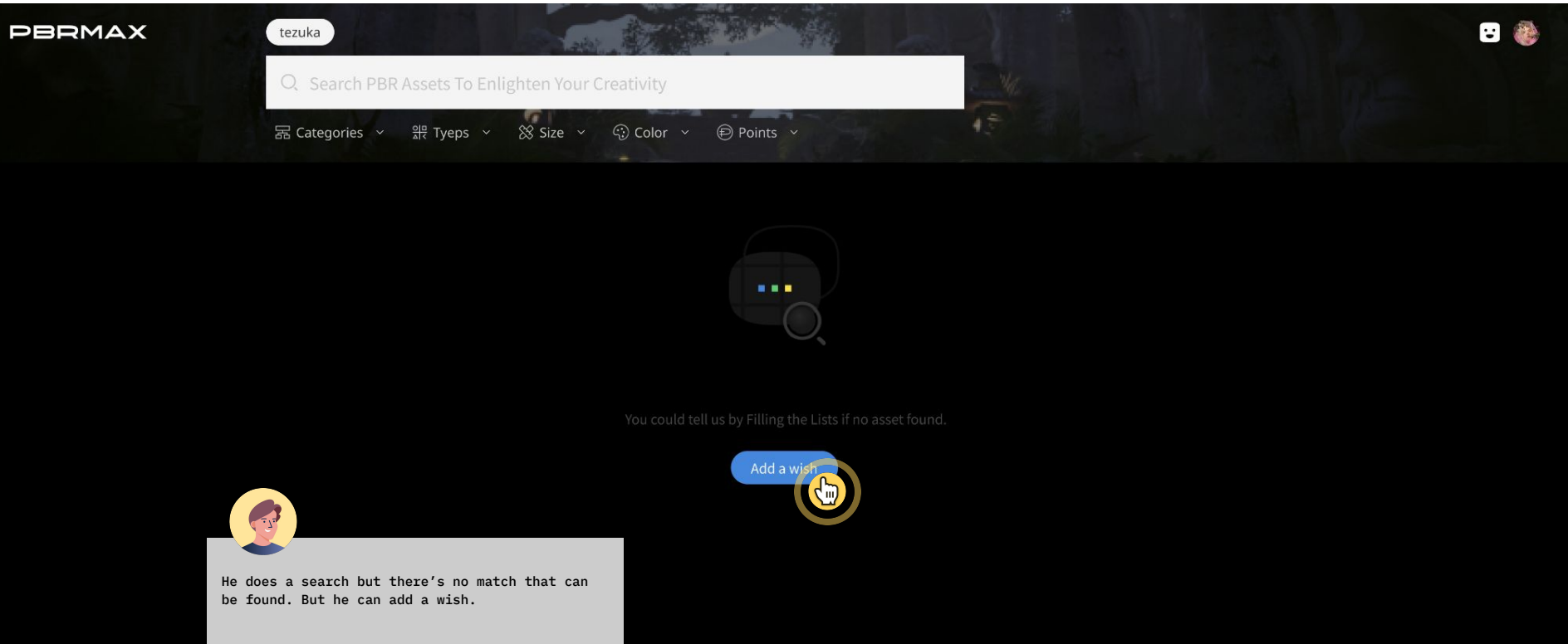
✓ All 1241	All 1241	All 1241
Tree 20	Ground 140	Tree 20
Ground 140	Tree 20	Ground 140
Stone 0	Stone 0	
Buildings 245	Buildings 245	
Statue 23	Statue 23	
Furniture 41	Wood 46	



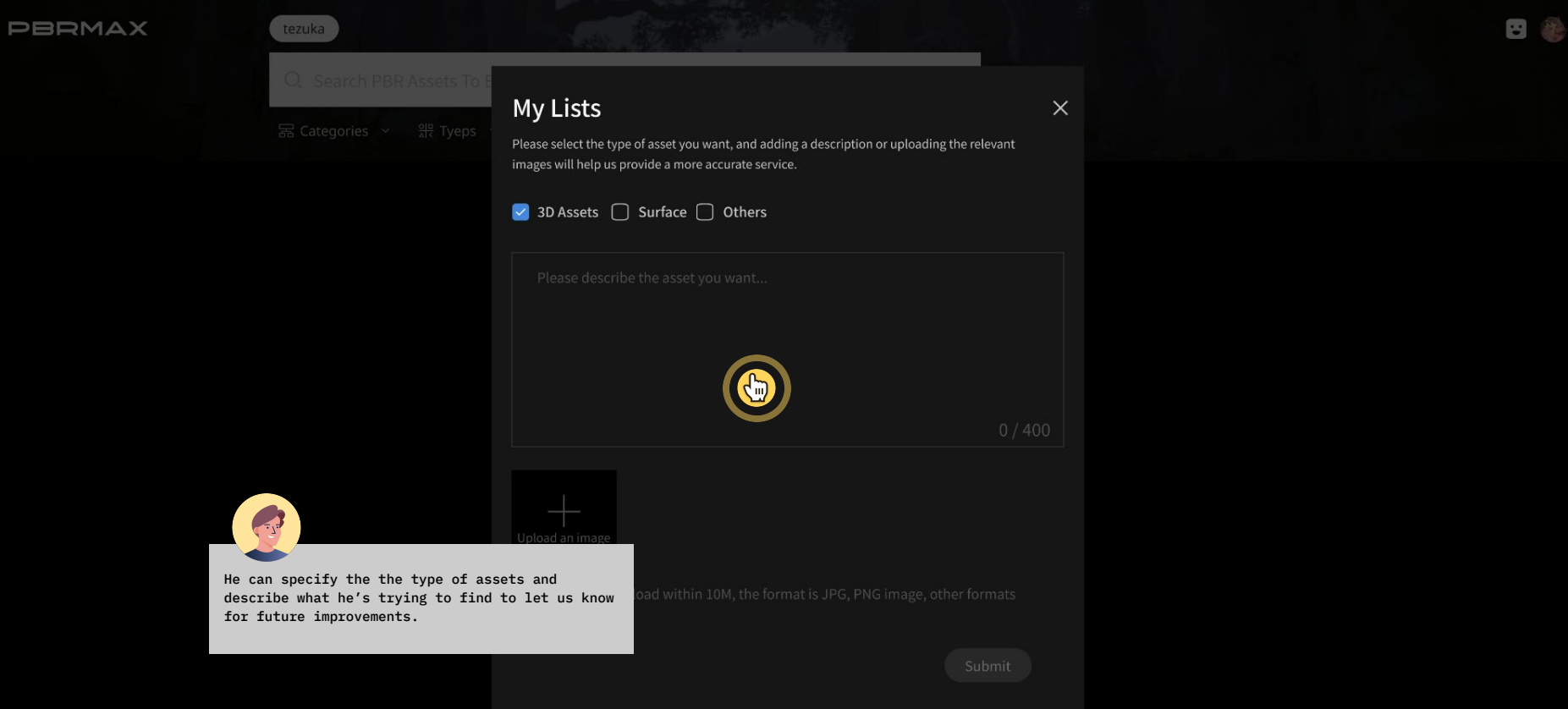
Let me use the filter options to help me find out the ground models that I might like.



Concept: Intelligent Search | Encourage Positive Feedback for Not Found

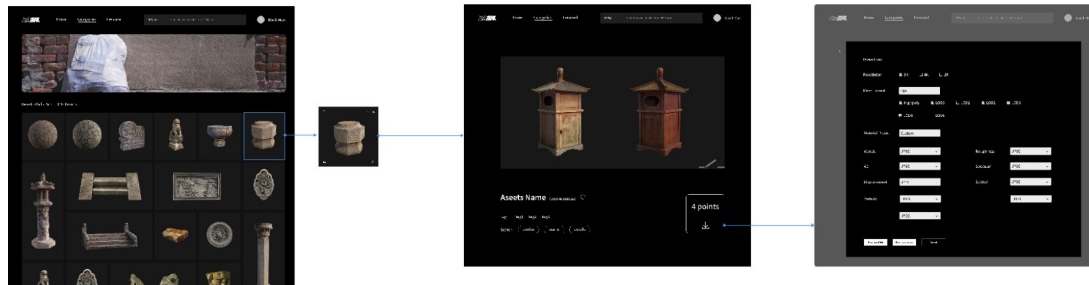


Concept: Intelligent Search | Encourage Positive Feedback for Not Found



Design Goal #3

Simplified Interaction



Before

Convolutud process :(

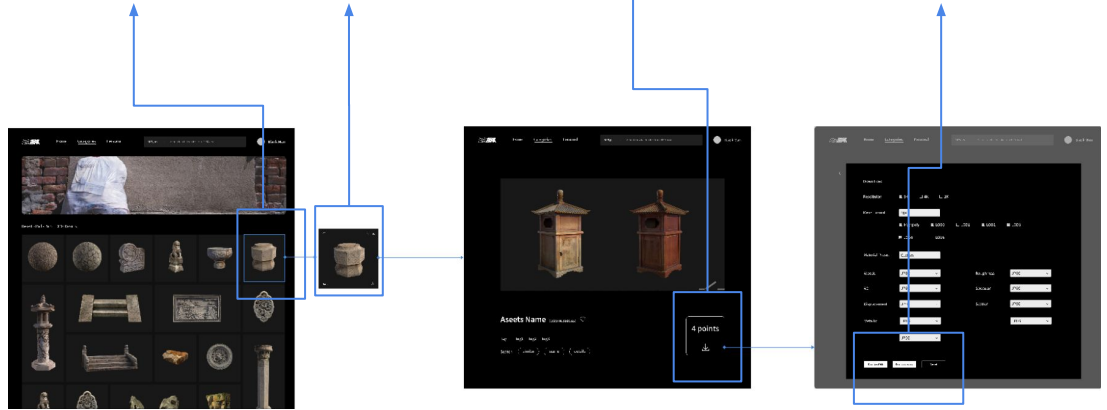


S1: Hover to Enlarge

S2: Click to see details

S3: Click to customize download options

S4: Finally can download



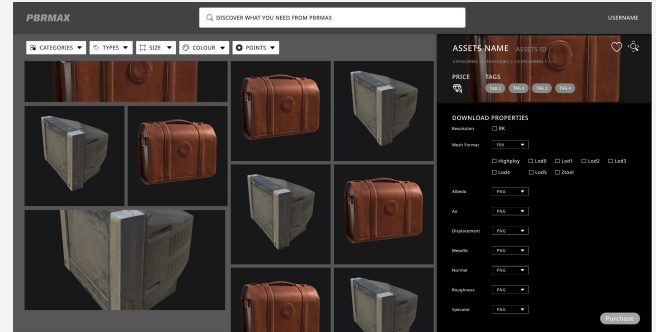
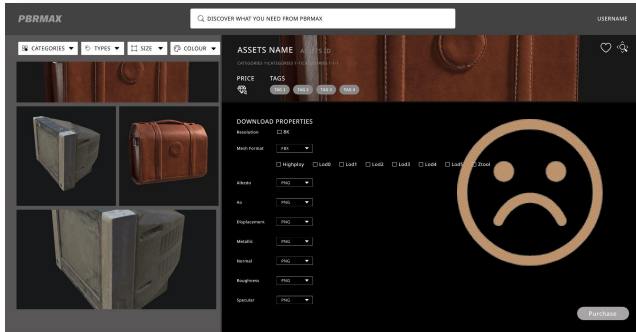
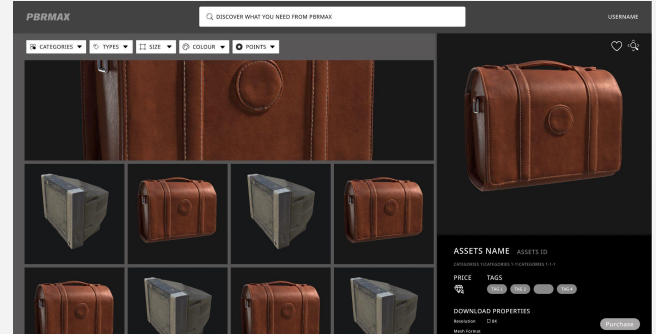
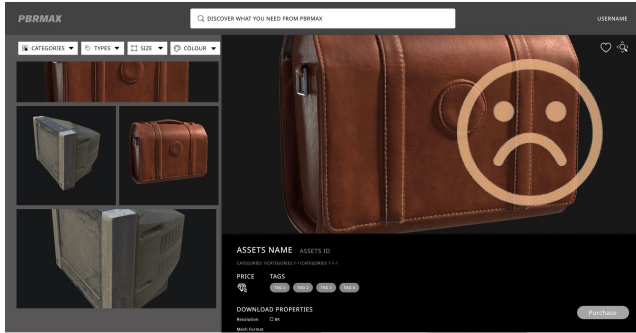
Before

Convolutd process :(



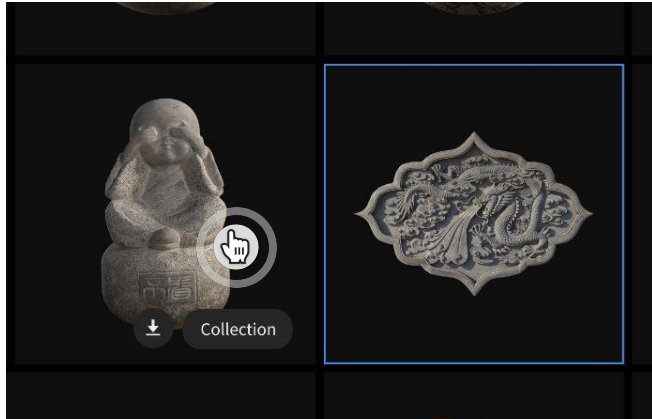
Iterations

Simplified Interaction

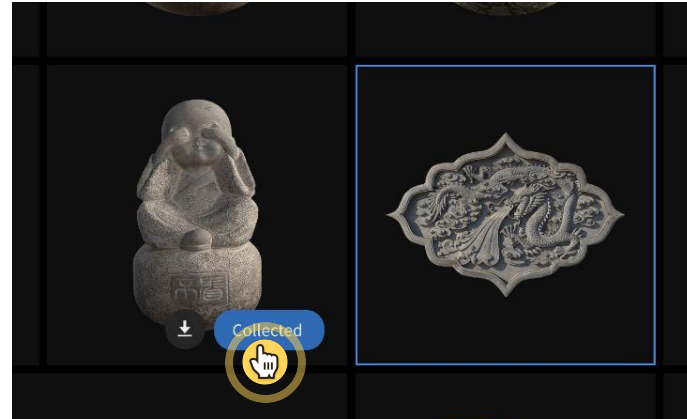


Iterations

Simplified Interaction



Hover on asset to see buttons



Click to "Collected"

Concept: One-scroll to Browse

PBRMAX



🔍 Search PBR Assets To Enlighten Your Creativity

+ THE NAME OF COLLECTIONS



Misha comes back to the website.



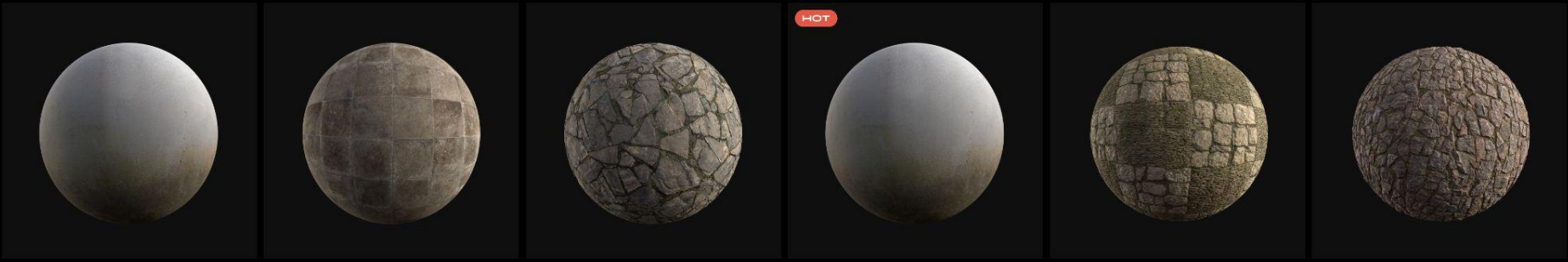
Concept: One-scroll to Browse

PBRMAX



🔍 Search PBR Assets To Enlighten Your Creativity

📁 Categories ▾ 🗺️ Types ▾ 📏 Size ▾ 🎨 Color ▾



HOT



HOT



He decides to scroll down to browse the asset.



Concept: One-click to Expand

PBRMAX



Search PBR Assets To Enlighten Your Creativity

Wood / Sold / Wild Types Size Color Clear All

NEW



NEW

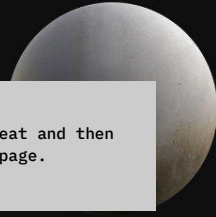


HOT

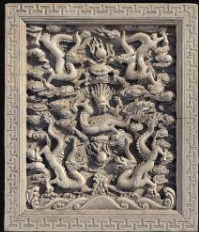


He thinks this stone tile looks great and then clicks on it to expand the detail page.

NEW



HOT



Collection



Tile

4 Points

Building - Wall

ID:DCZDHNJSDSB222

<0.1M

Close

Model

Color



Download

Concept: One-click to Expand

PBRMAX



Search PBR Assets To Enlighten Your Creativity

Wood / Solid / Wild Types Size Color Clear All

NEW



NEW



HOT



He scrolls down and double checks the default settings before downloading.

NEW



HOT



Preset

Download range ALL preference UE recommendation 1
 UE recommendation 2 MAYA recommendation

Texture format PNG JPG EXR

Resolution 8K

Model

HighPoly LOD0 LOD1 LOD2 LOD3 LOD4
 LOD5 LOD6 LOD7

Texture

Albedo PNG JPG
Displacement PNG JPG EXR
Metallic PNG JPG
Gloss PNG JPG
Roughness PNG JPG
Cavity PNG JPG



Download

Concept: Quick Save/Download

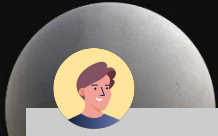
PBRMAX



Search PBR Assets To Enlighten Your Creativity

Wood / Sold / Wild Types Size Color Clear All

NEW



He also like this statue and decides to save it to his collection.

NEW



HOT



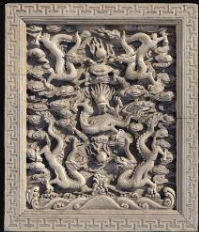
NEW



Collection



HOT



Collection



Tile

4 Points

Building - Wall

ID:DCZDHNJSDSB222

<0.1M

Close

Model

Color



Download

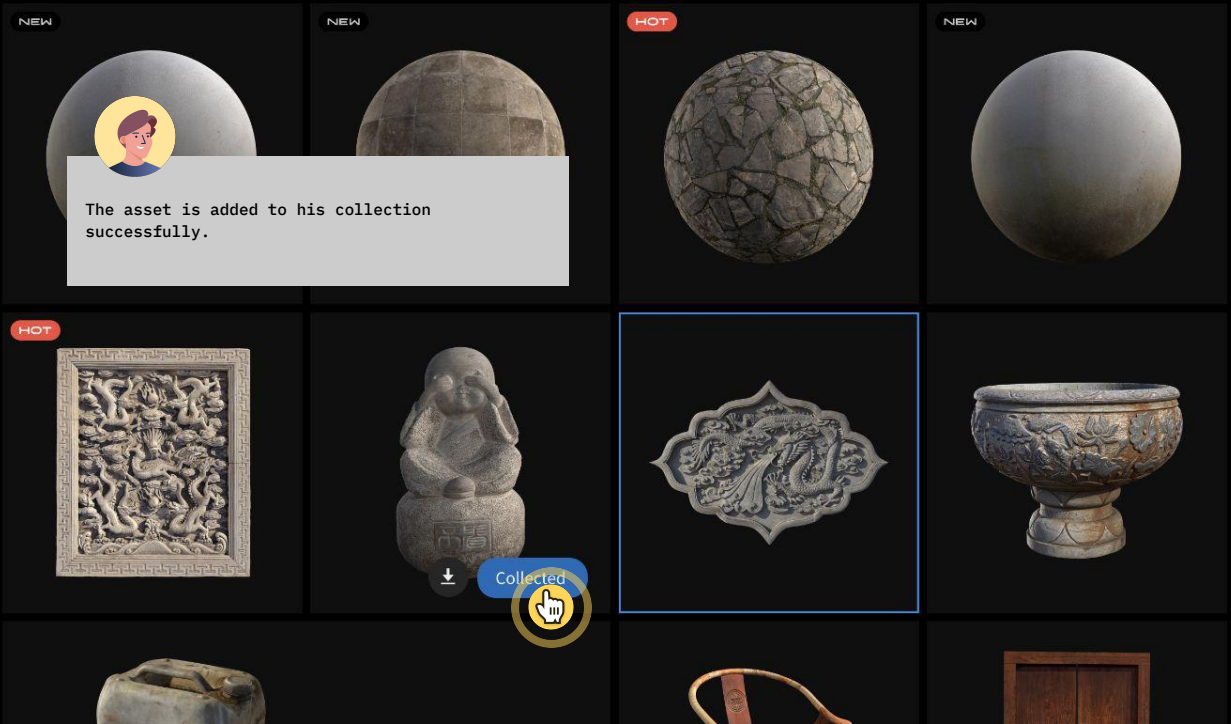
Concept: Quick Save/Download

PBRMAX



Search PBR Assets To Enlighte Add the assets successfully.

Wood / Sold / Wild Types Size Color Clear All



Collection

Tile 4 Points

Building - Wall ID:DCZDHNJSDSB222

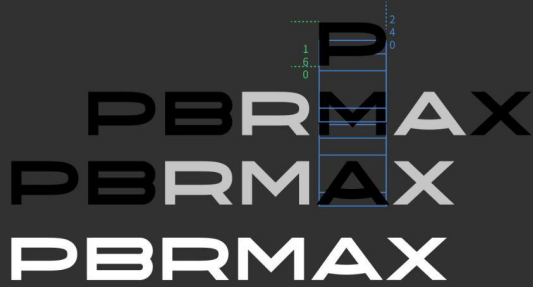
<0.1M Close Model Color

Download

Marketing Goal

Unique Brand Image

Logo



Typography

Aa

Noto Sans SC
Medium

Text
Text
Text
Text
Text

Aa

Noto Sans SC
Regular

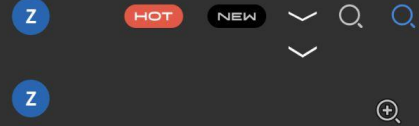
Noto Sans SC Medium 24
Noto Sans SC Regular 20
Noto Sans SC Medium 16
Noto Sans SC Regular 16
Noto Sans SC Regular 14

Colors

#0F0F0F	#C6C6C6
#161616	#EFEFEF
#262626	#F4F4F4
#363636	#F9F9F9
#484848	#FFFFFF
#000000	#4DB6AC
	#81C784
	#FFCDD2
	#FF8A65

Iconography

40



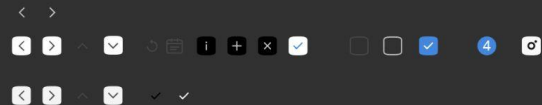
32



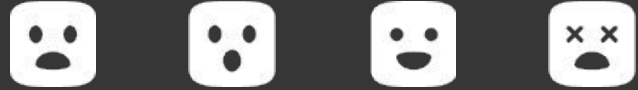
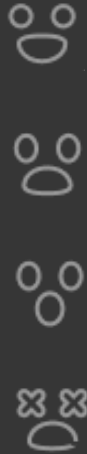
24



16




Concept: Emoji as Icons



 Oops, someone already took that username. Try another?

[View Instructions](#)

 We can only remember 7 credit cards. If you continue to add the new card, we will remove the least recently used card.

[View instructions](#)

 Please enter the correct username and password. Note that both fields may be case-sensitive.

[View Instructions](#)

 Congratulations! You've successfully redeemed 90 points.

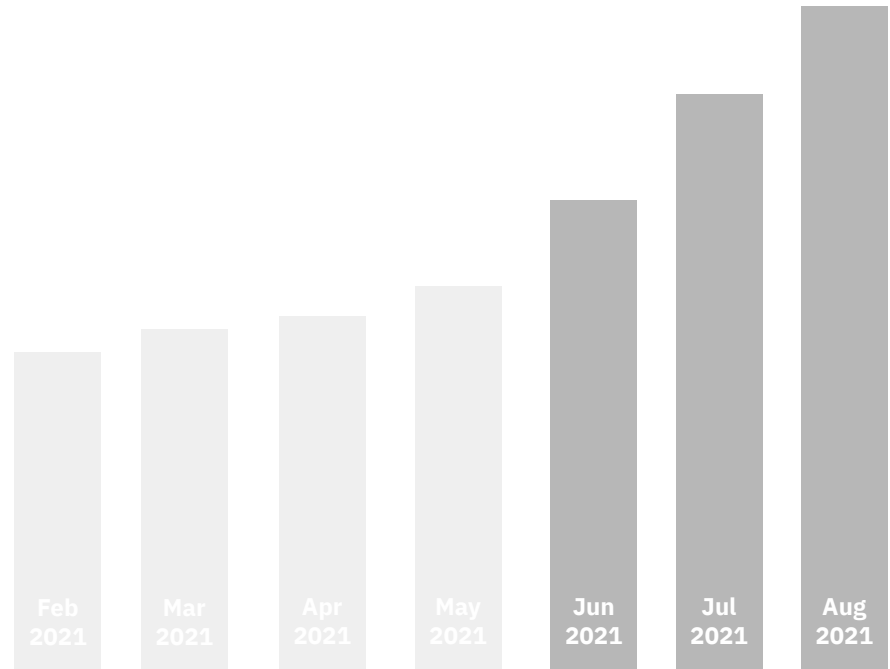
Our early users liked the updated version and we finally saw increased engagement

New users

Monthly Active Users (MAU)

Downloads

...



Jul-Aug, 2021
2x New Users
1.4x MAU

- compared with the data of new users
and MAU during Mar-Apr, 2021

*“I like the cover images!
They do inspire me a
lot!”*

- comment from one of the
early users

*“Less distracting and
simple interaction
flow”*

- comment from one of the
early users

Future Steps

Image Linked to
Asset Collection

From Asset Library to
Creative Community

“Intelligent Avatar”
to improve UX

Thank you!

meichun.cai@gmail.com