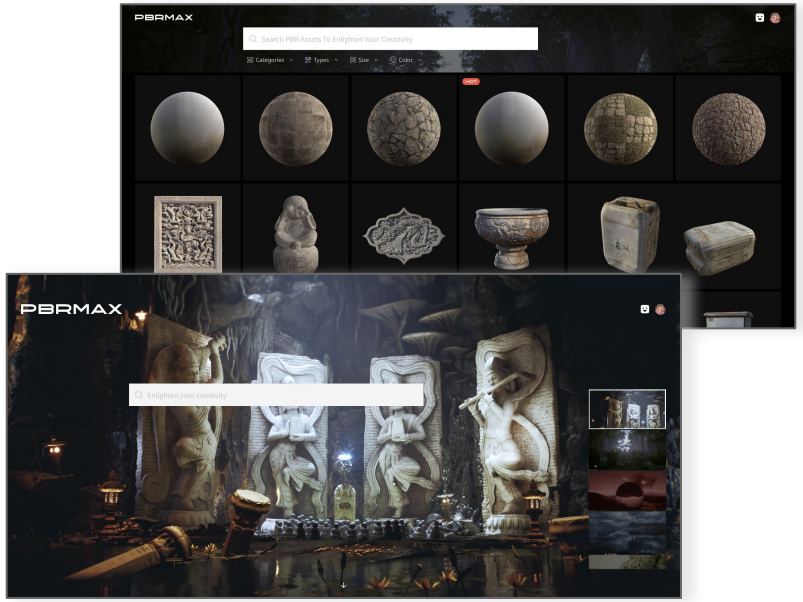
PBRMAX

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

Meichun Cai | EcoPlants Tech | 2 months | Product & UX Design

Product

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



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Mar 2021 - May 2021

UX Research
Product Strategy
Visual Design
Prototyping
User Testing

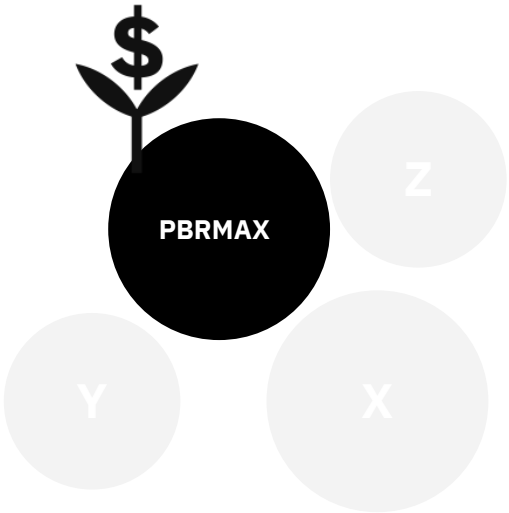
Team

1 Product Designer (Me)

2 engineer
1 UI designer
1 business partner

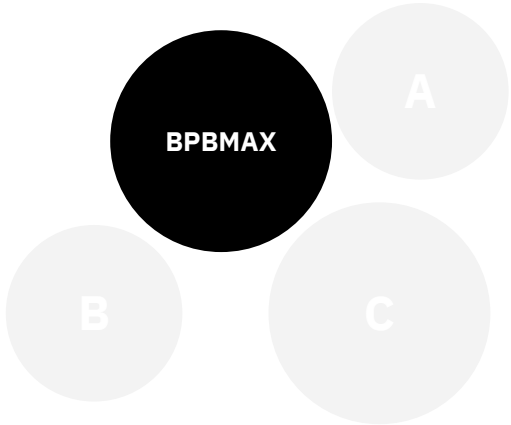
Business Goal

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

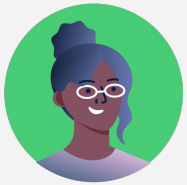
Everyone can be a creator!

Lisa, **Professional Artist**

7-year of 3D design experiences

Mischa, **Design Student**

1-year of 3D design experiences



Elena, **Amateur/Art Lover**

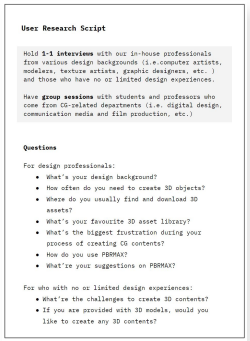
Little or no 3D design experiences

Users we currently have and try to keep

Users we want to attract for future growth

UX Research

Understand the Users



User Research Script

Hold **1-1 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 CG 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	Quixel MEGASCANS	SUBSTANCE	Other CG Platforms
Main Application	Film/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 white 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 clients' 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.”

1

Design Goal

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.”

2

Design Goal

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

Convoluted Interaction

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

Design Goal

Convoluted Interaction

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

Simplified Interaction

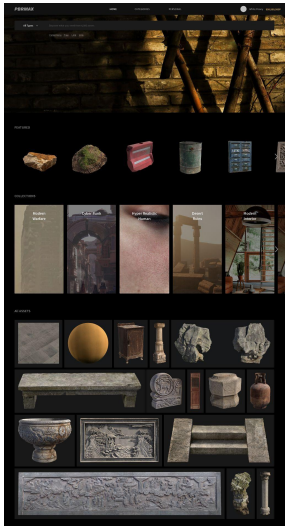
How to provide a smooth and simple user interaction experience while meeting different creative needs?

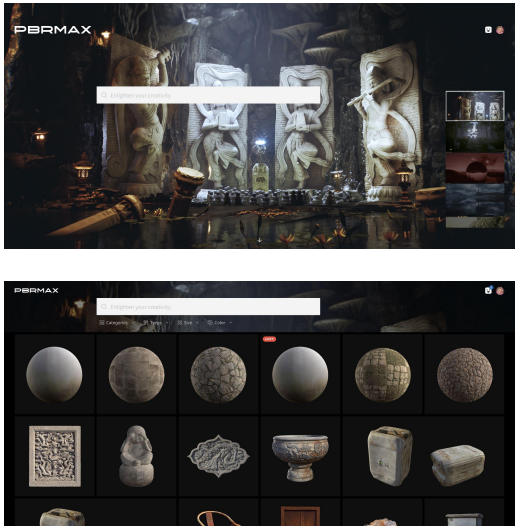
My Solution

Make it inspiring, intelligent, and effortless.

Iterations

How I Got Here





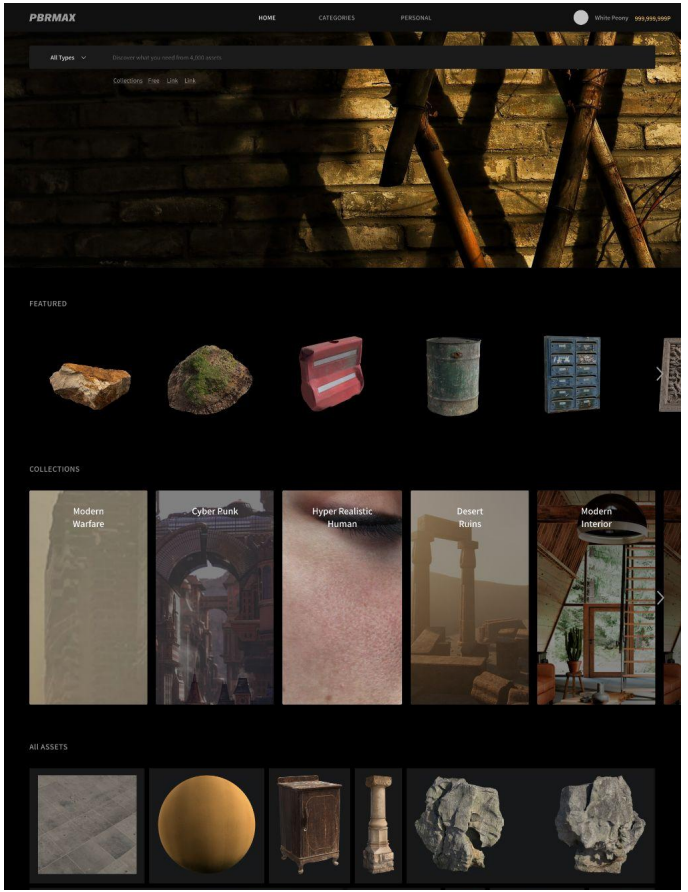
Before

After

Design Goal #1

Creative Inspirations

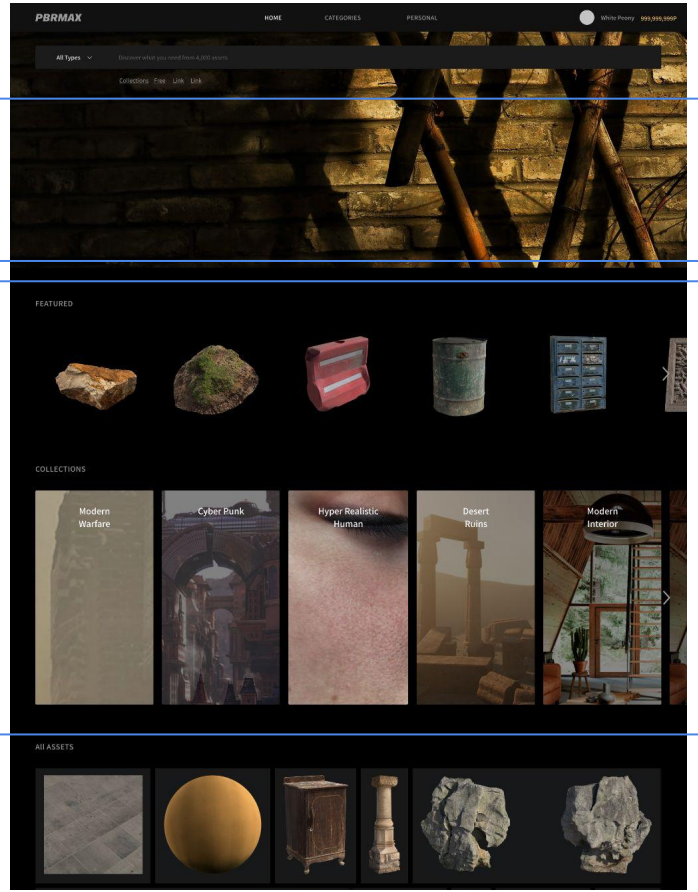
Don’t know what to do :(



Before

Users get no clues from this single banner image

Cannot help users understand what they can build with this assets

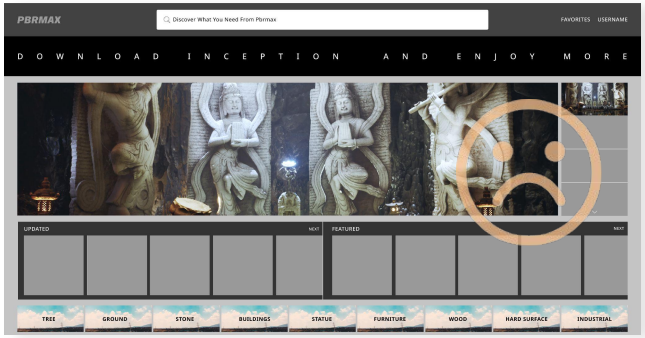


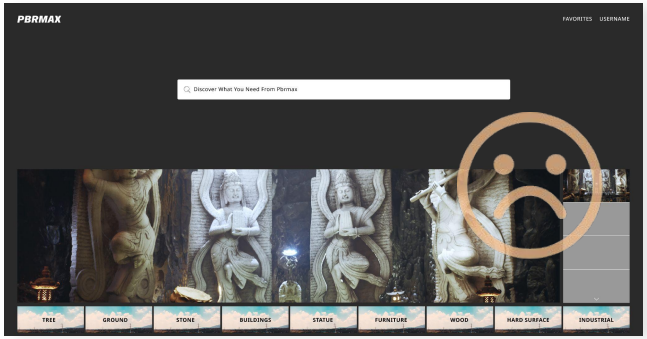
Don’t know what to do :(

Before

Iterations

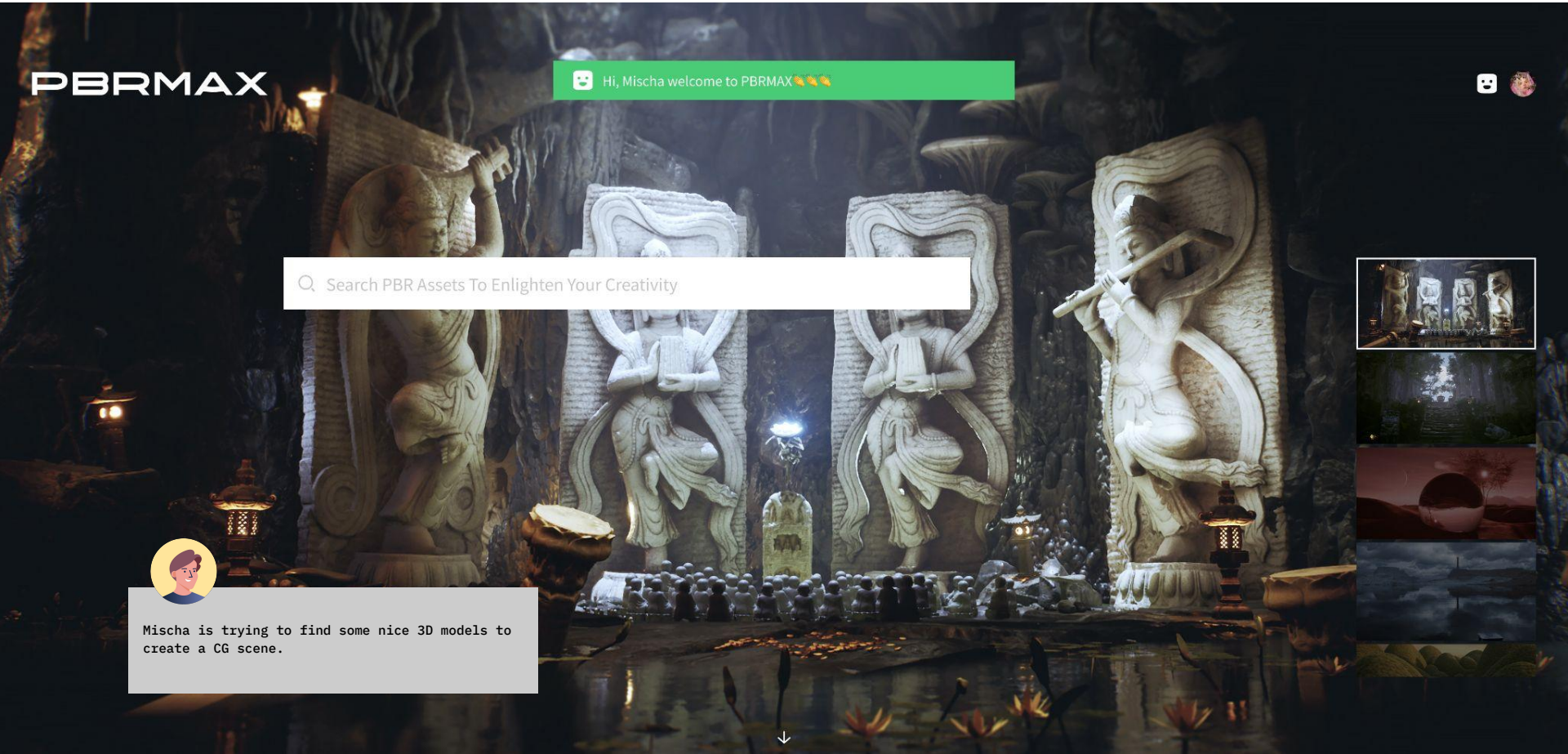
Creative Inspirations





Final Design

Concept: Inspire Creativity | Onboarding



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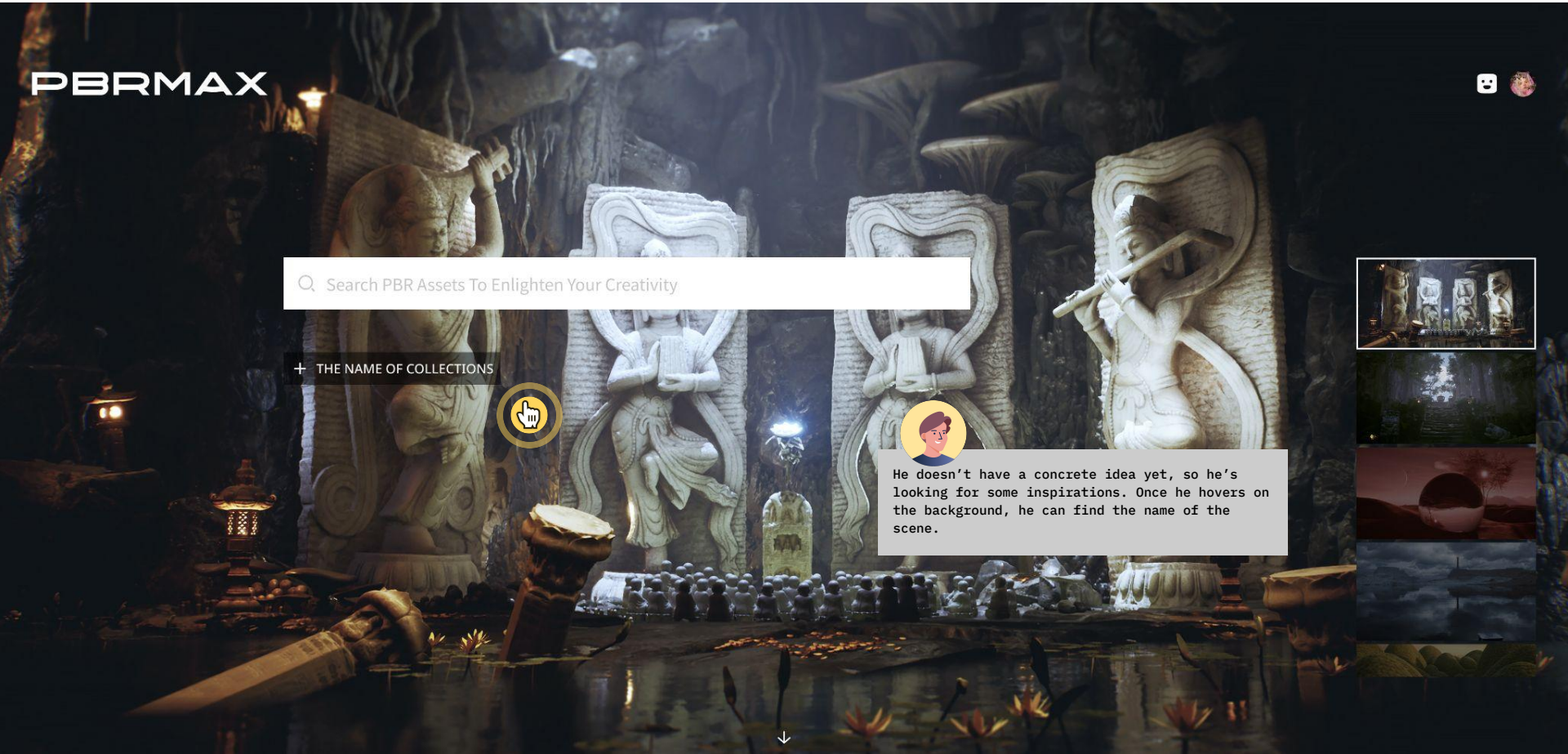

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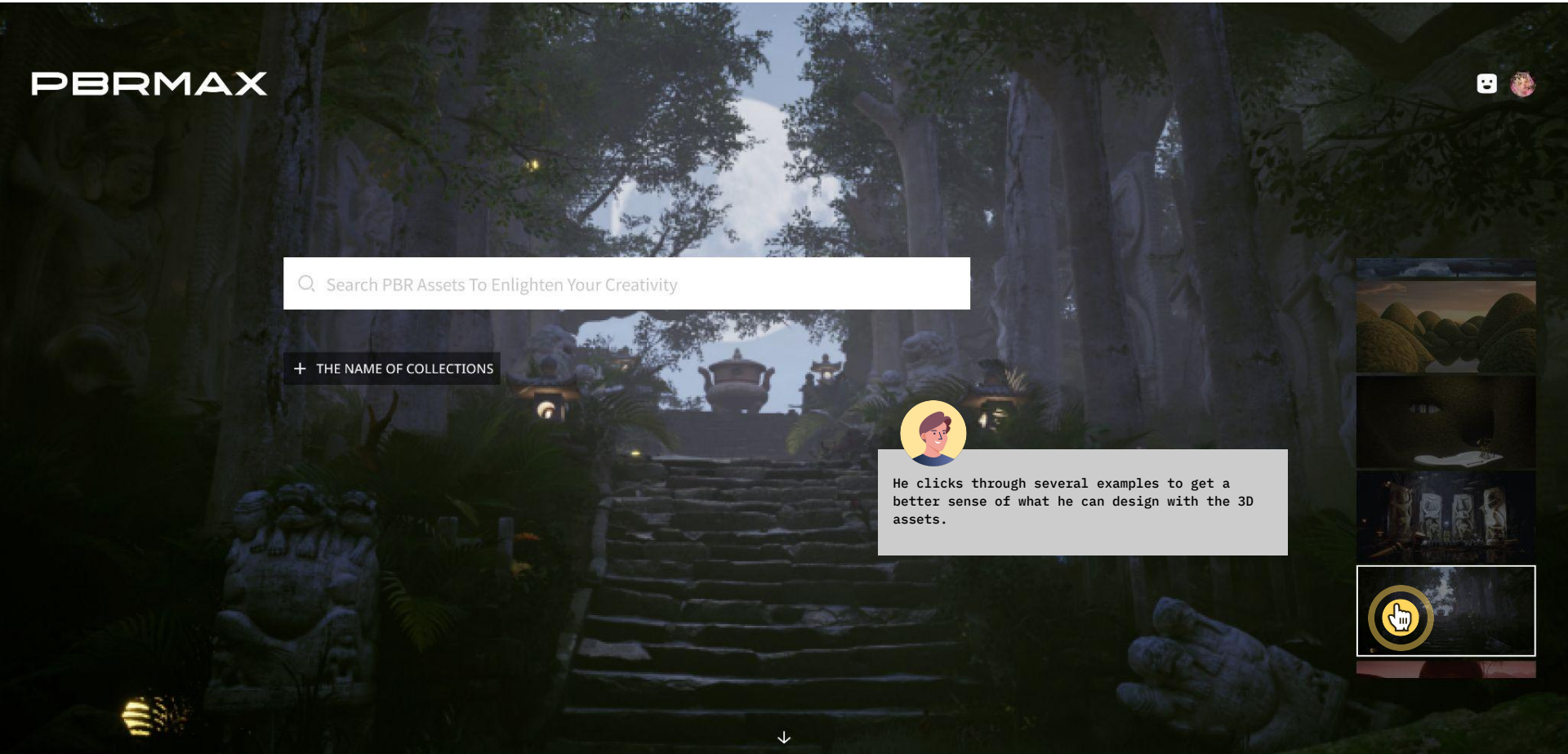
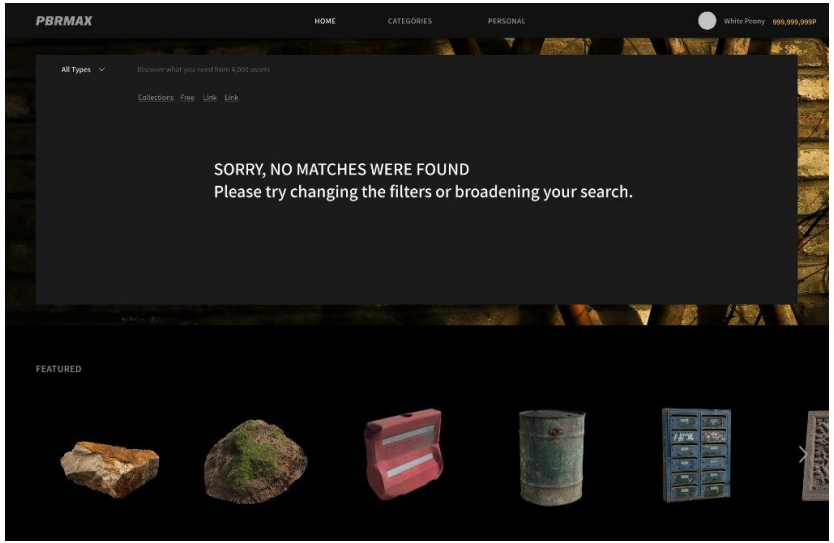


Design Goal #2

Intelligent Search

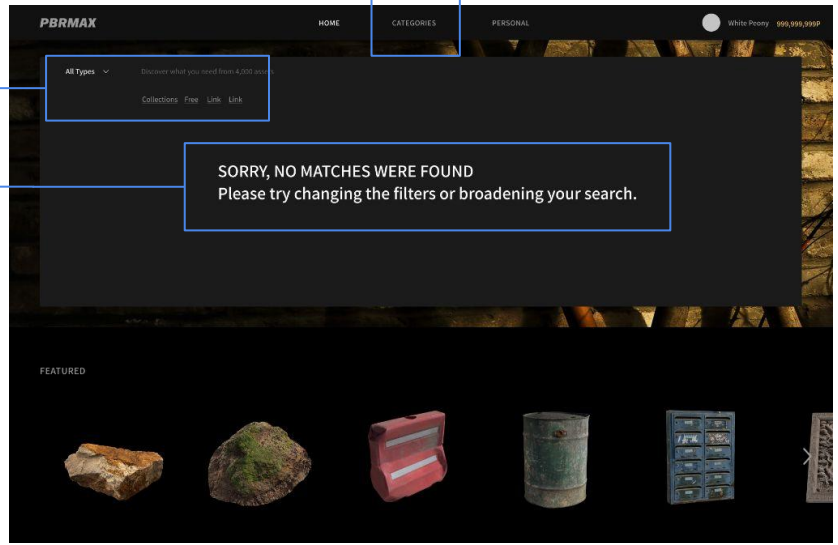
Hard to find 3D models :(



Before

Limited filter options
Confusing UI for filtering

Often returns no results

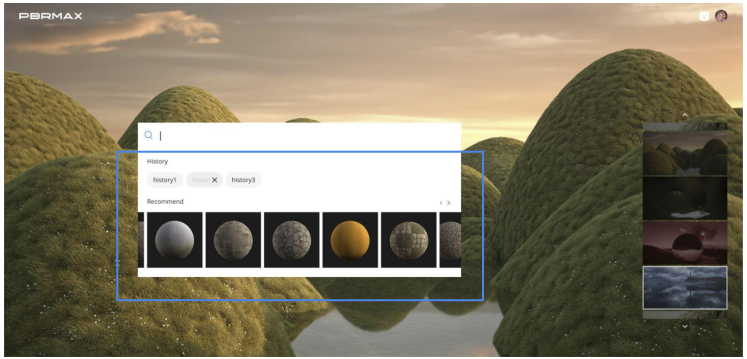


Before

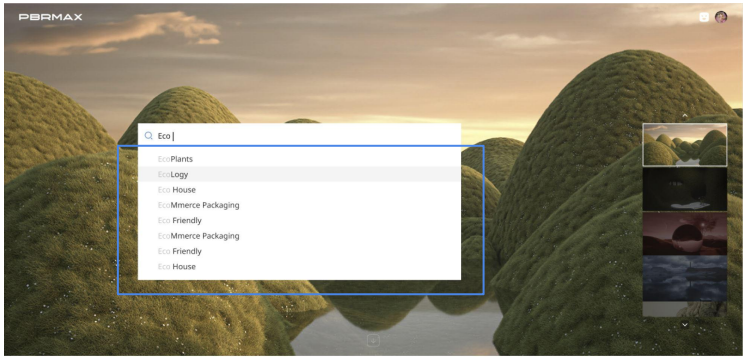
Hard to find 3D models :(

Design Goal #2

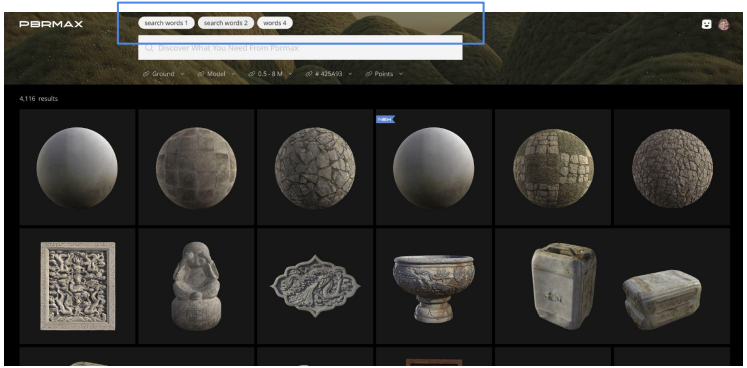
Intelligent Search | How to provide a better search feature?



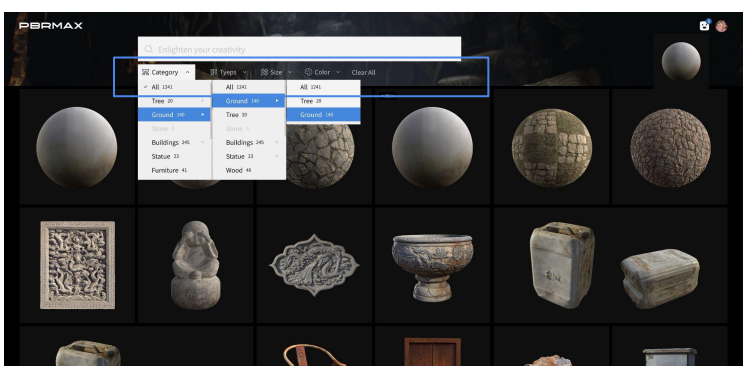
Search history & Recommended Search



Associative Search



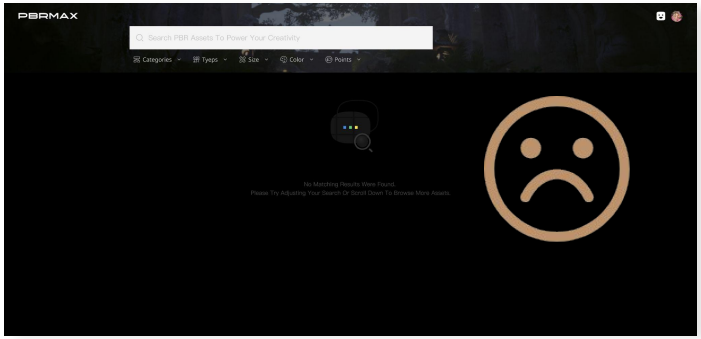
Continuous search

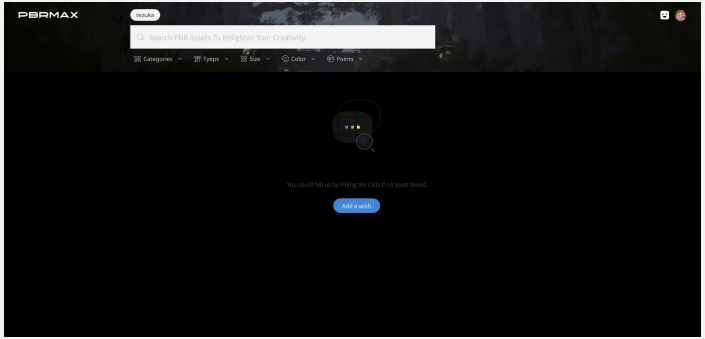


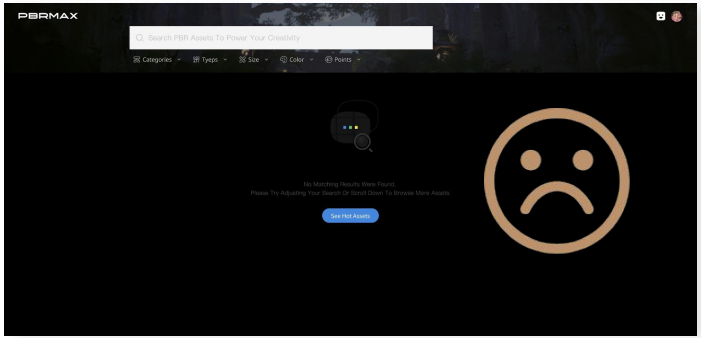
Result Filter Options

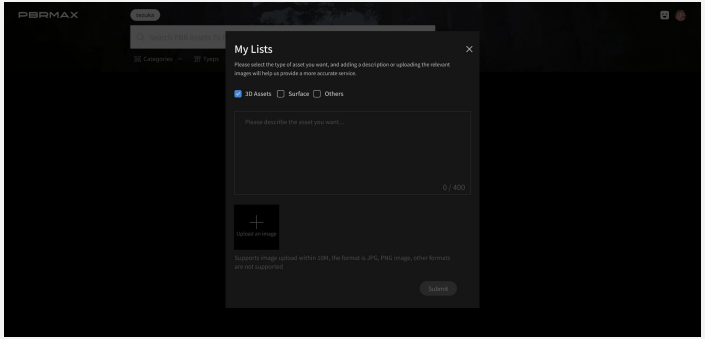
Iterations

Intelligent Search | How to provide a better search feature?



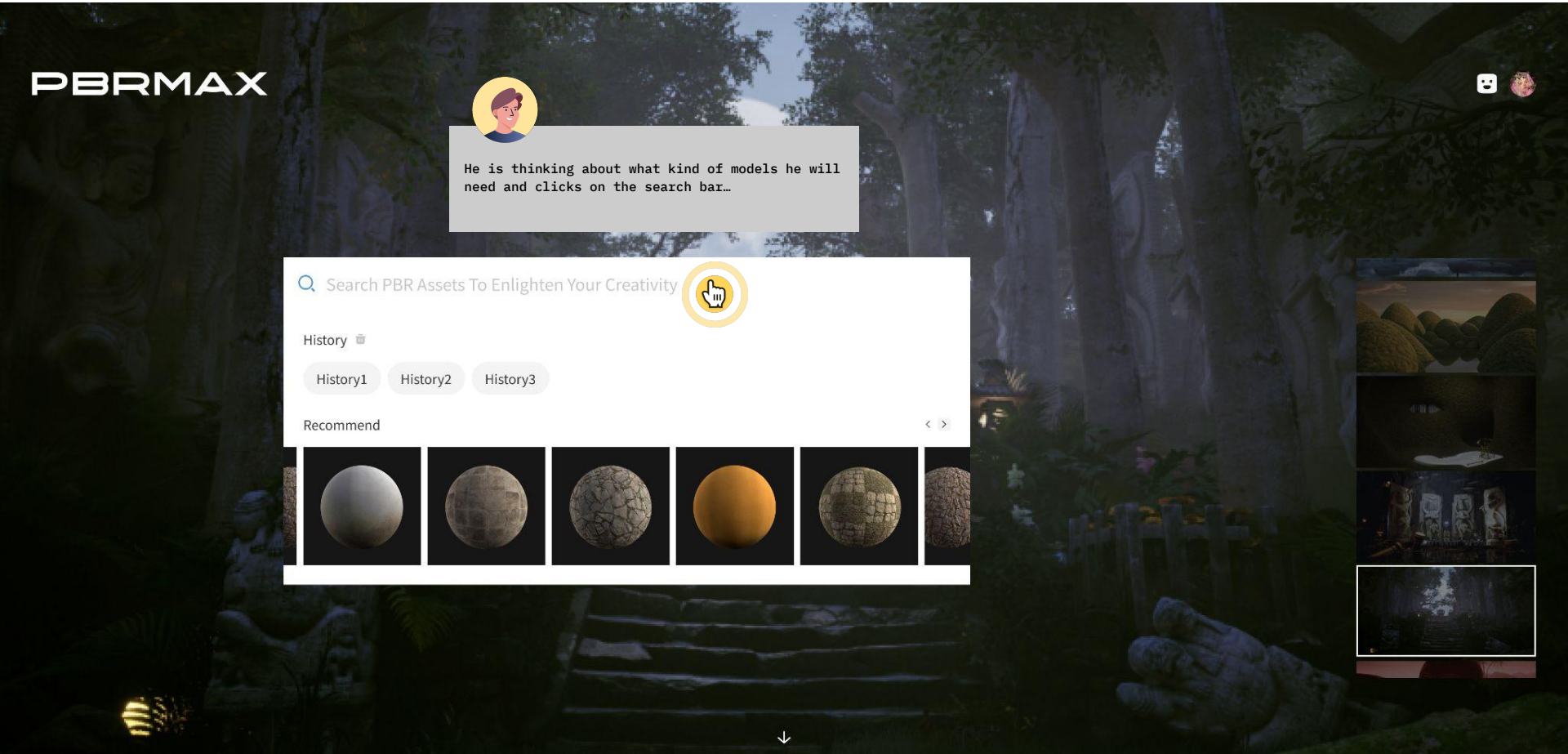






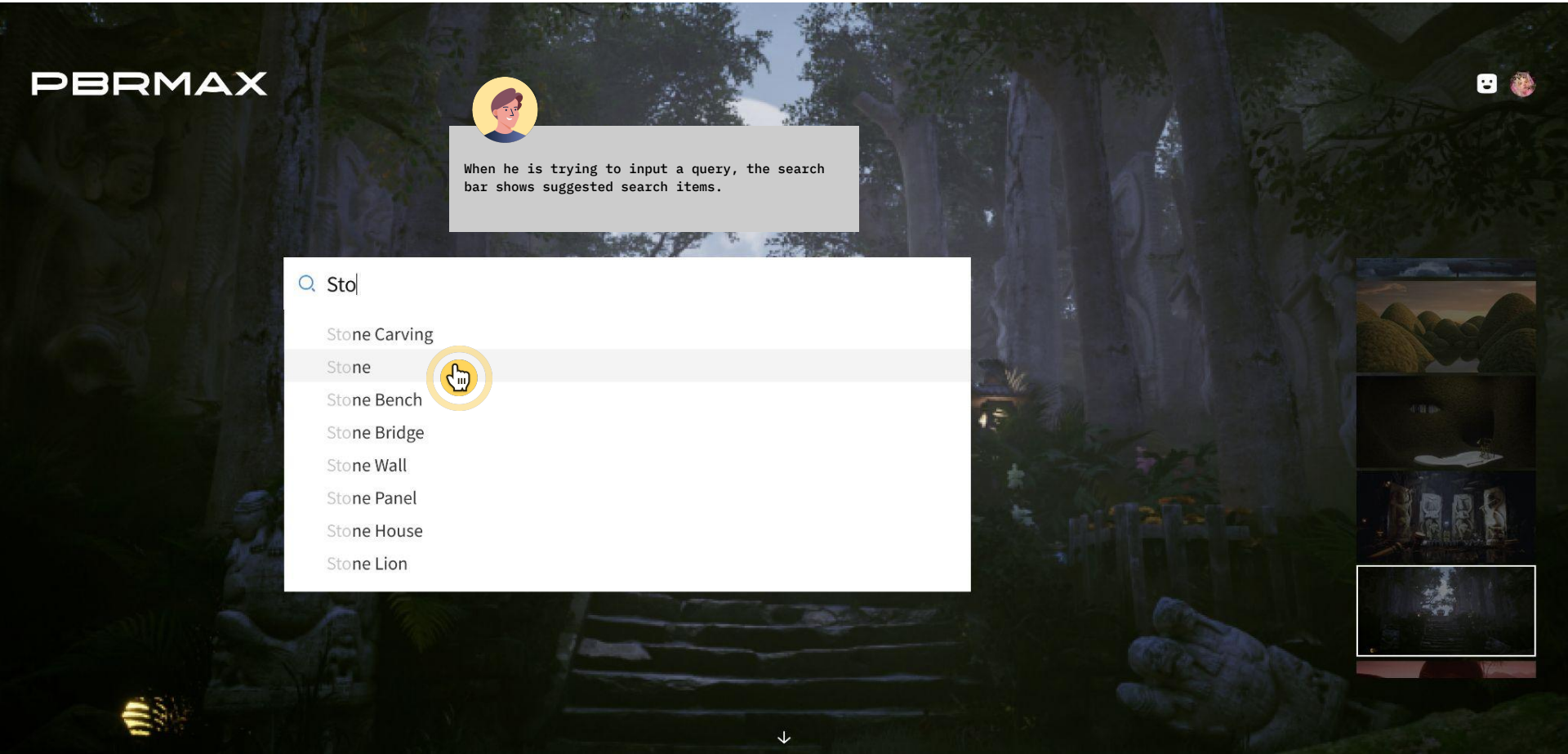
Final Design

Concept: Intelligent Search | Search History, Recommended Searches



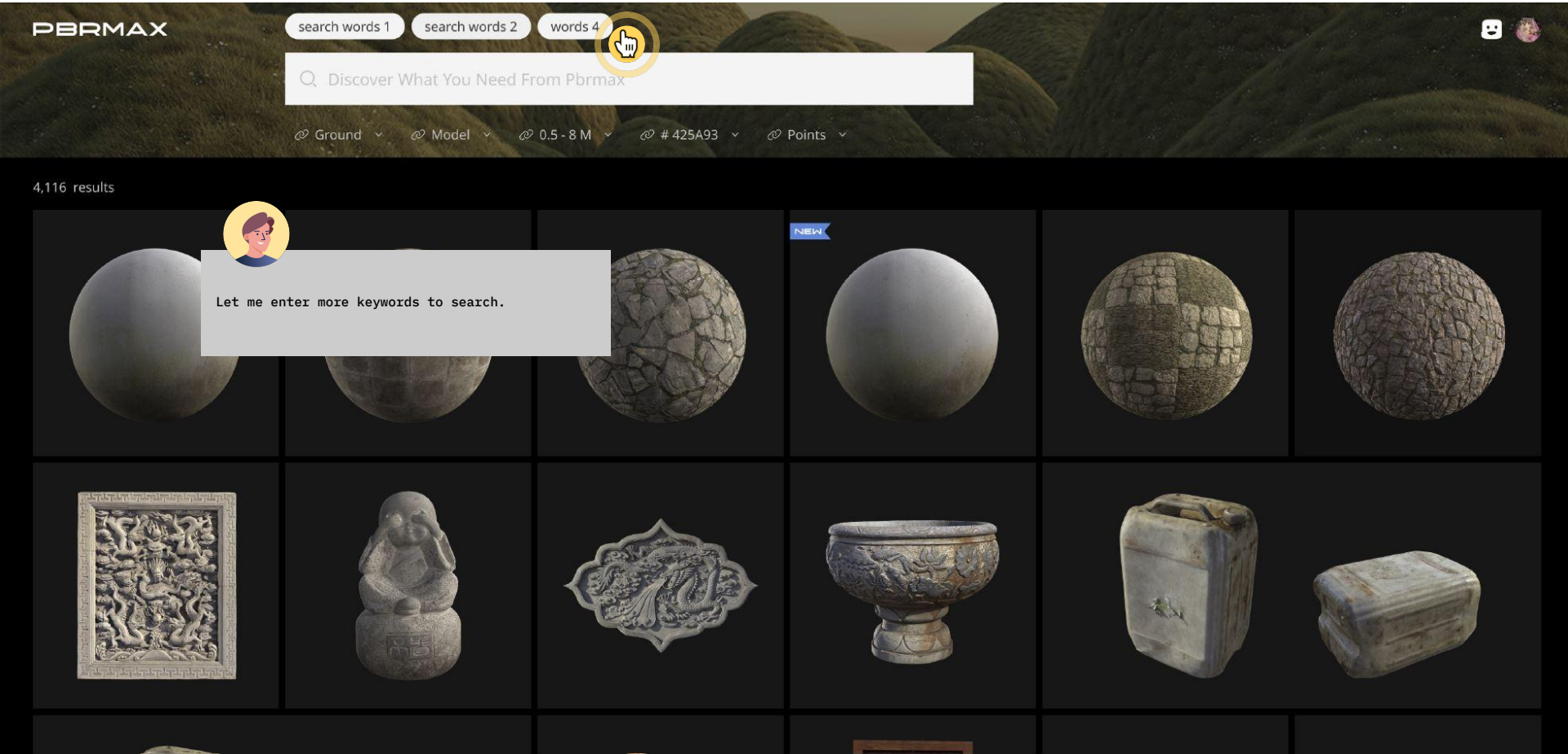
Final Design

Concept: Intelligent Search | Associative Search



Final Design

Concept: Intelligent Search | Continuous Search



Final Design

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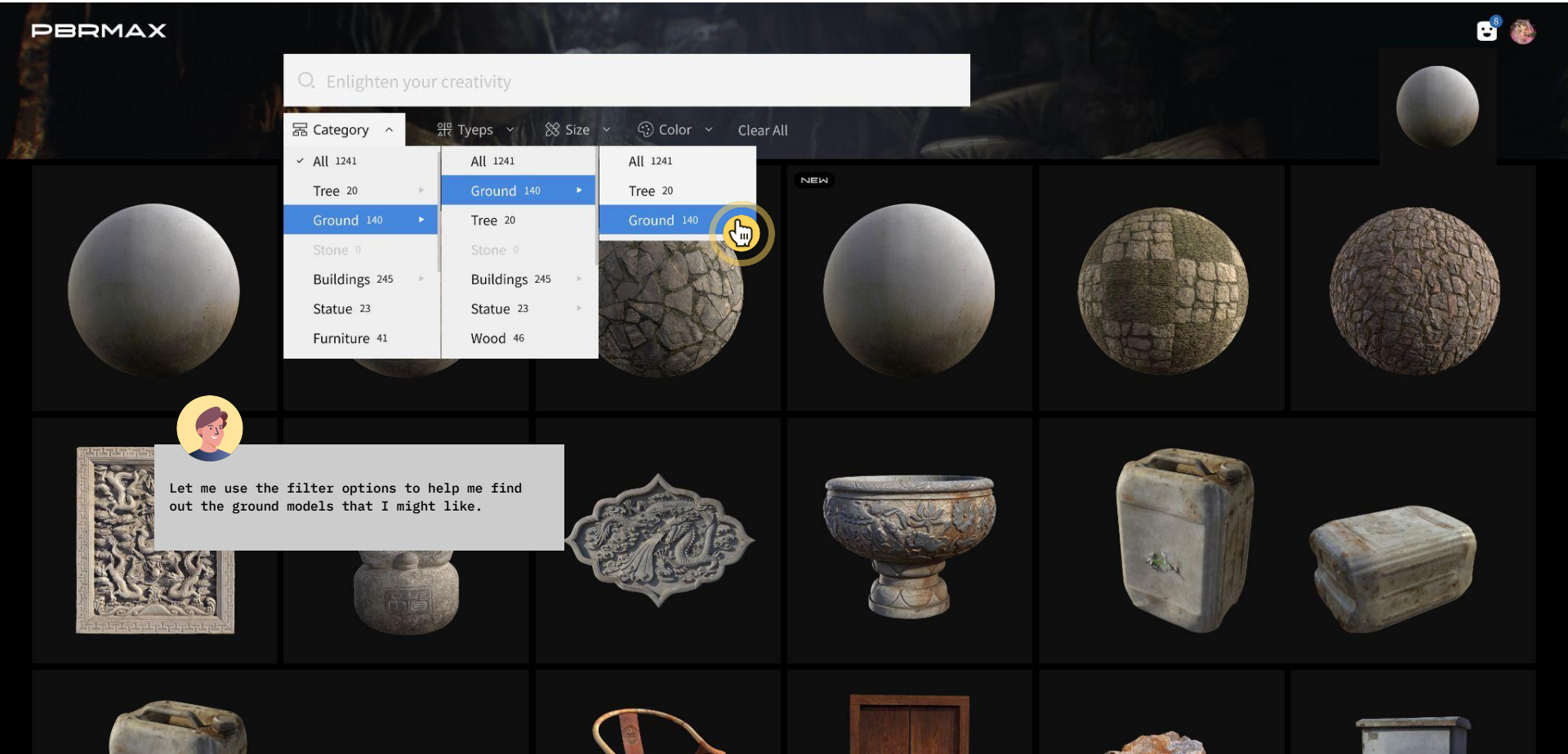
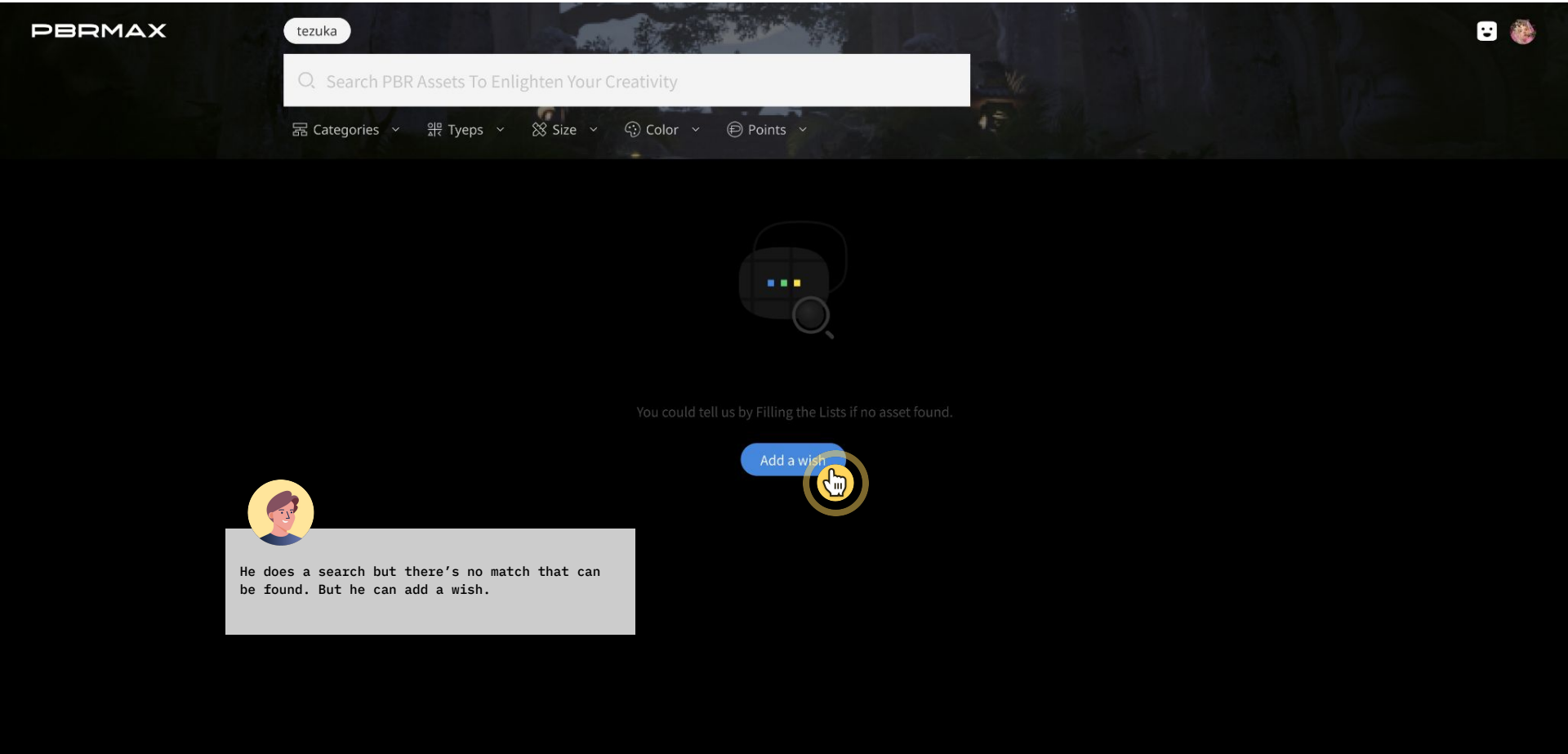


Addressing Pain Point #2: Hard to Find 3D Models

Concept: Intelligent Search | Encourage Positive Feedback for Not Found



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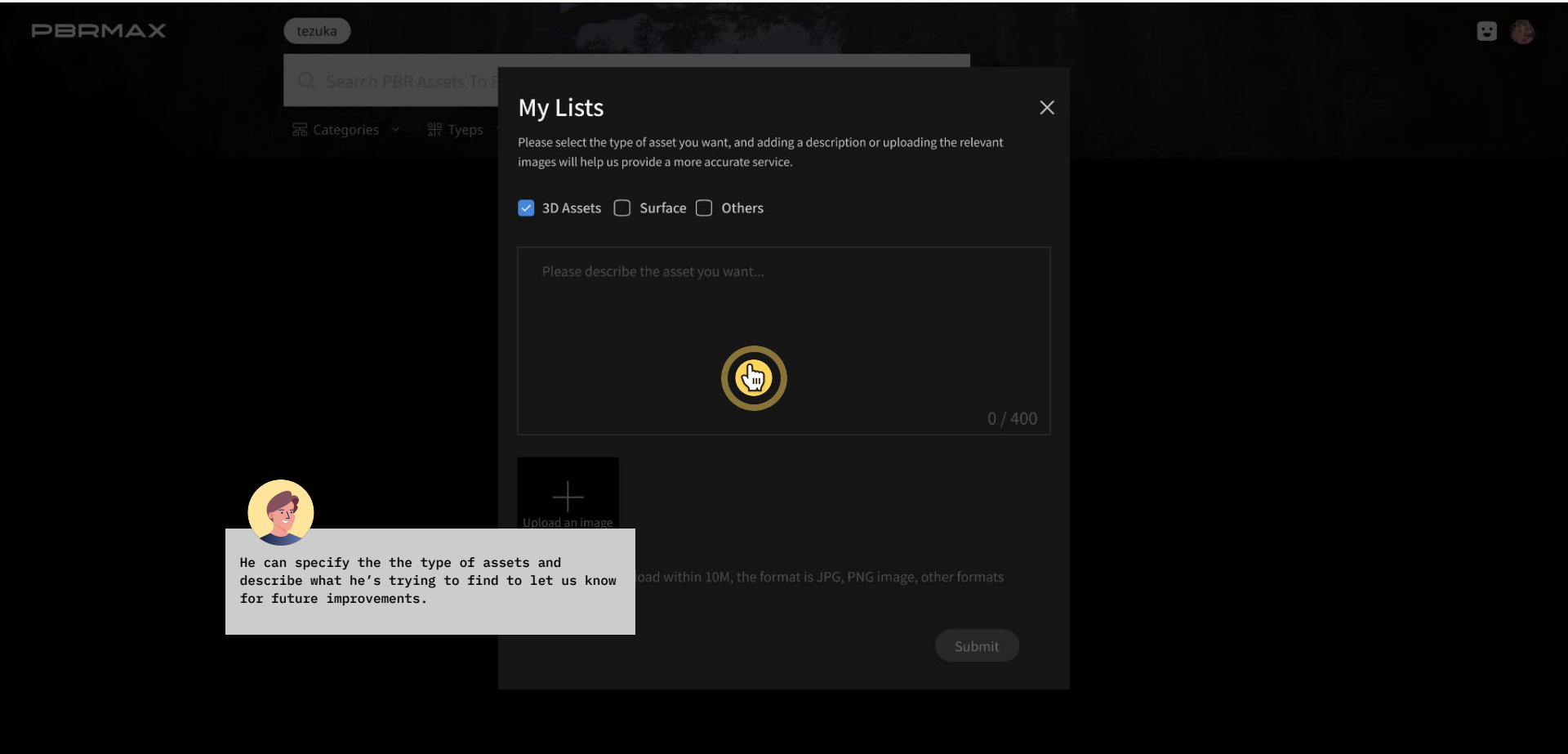
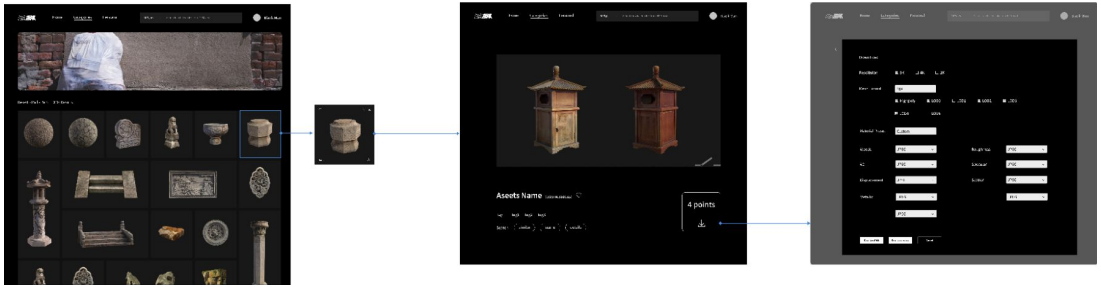
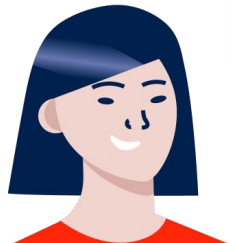


Design Goal #3

Simplified Interaction



Before



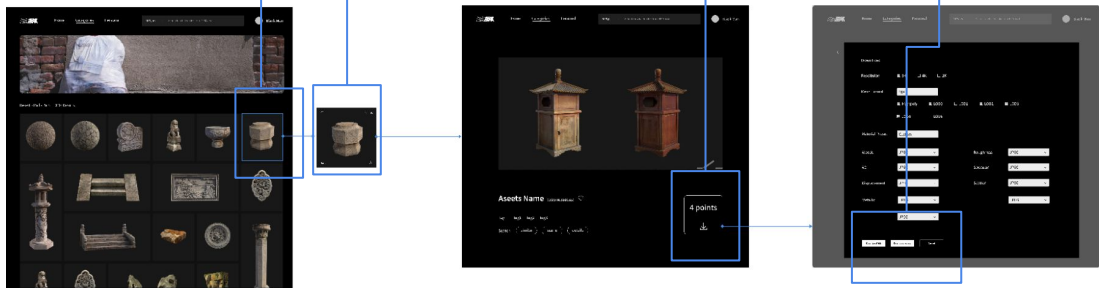
Convoluted process :(

S1: Hover to Enlarge

S2: Click to see details

S3: Click to customize download options

S4: Finally can download



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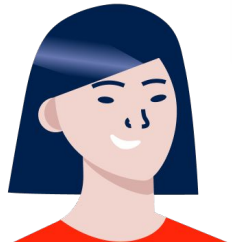
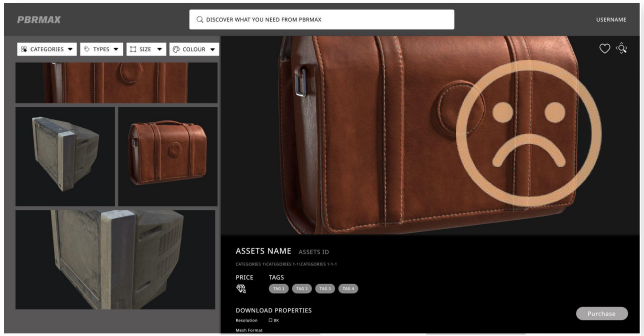
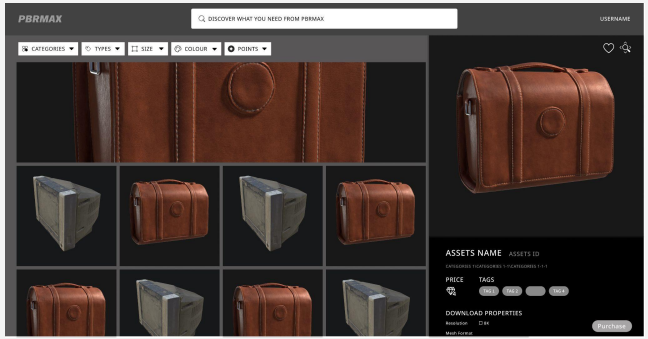


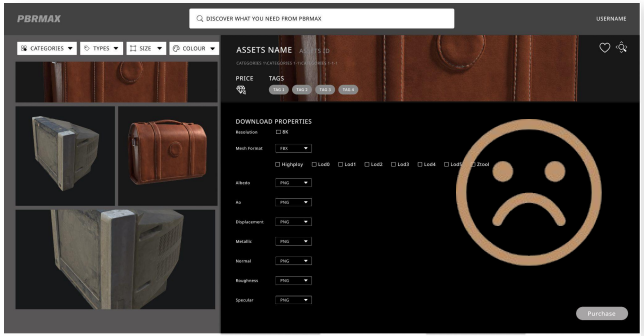
Convoluted process :(

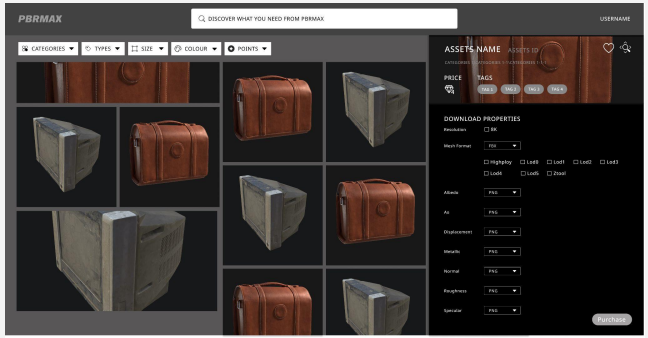
Iterations

Simplified Interaction



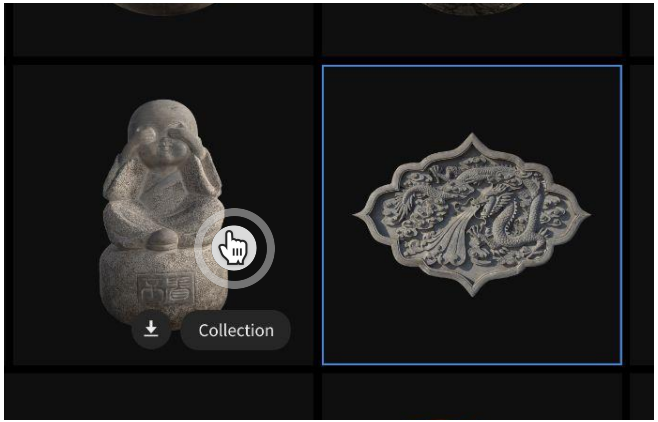




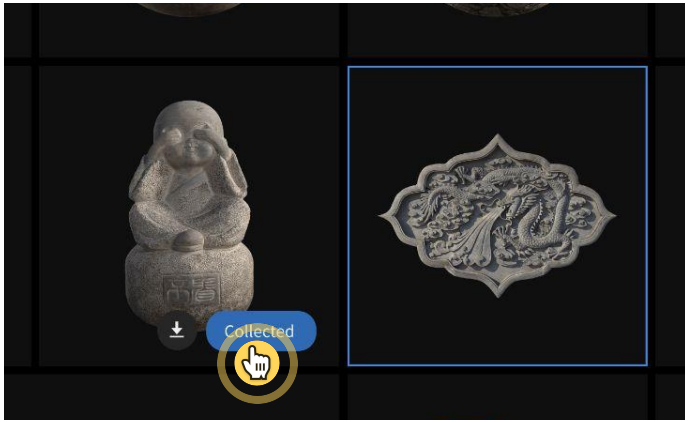


Iterations

Simplified Interaction



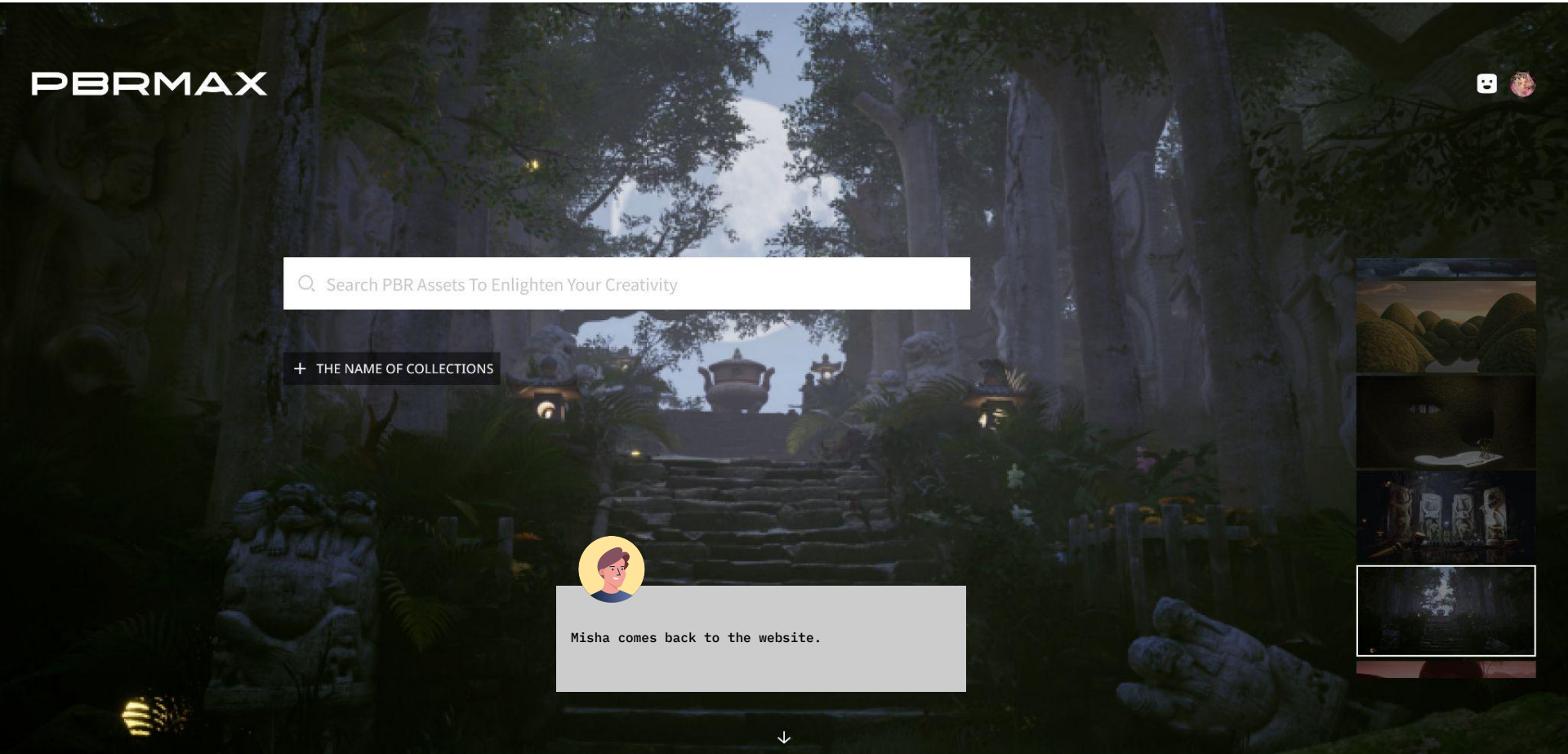
Hover on asset to see buttons



Click to “Collected”

Final Design

Concept: One-scroll to Browse



Final Design

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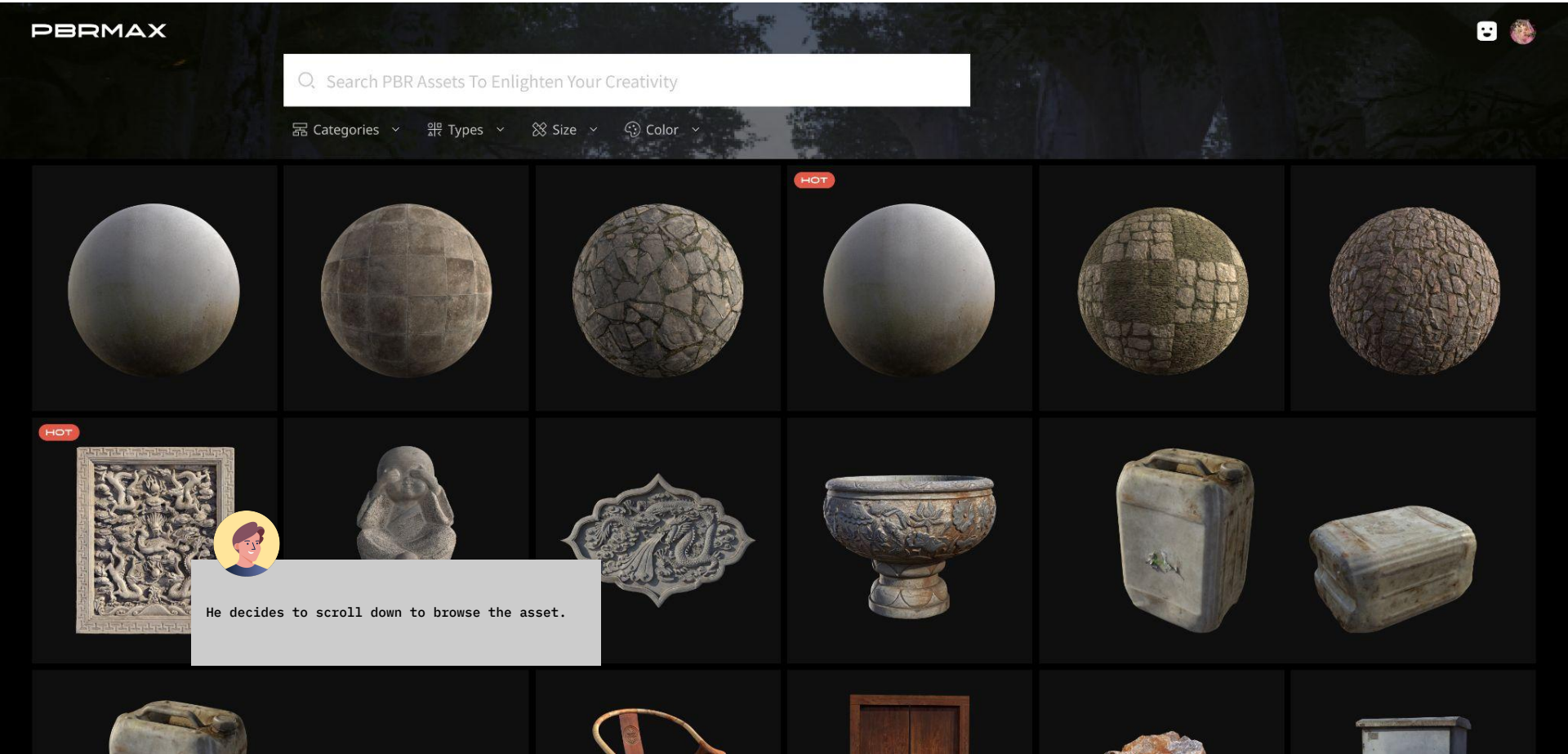
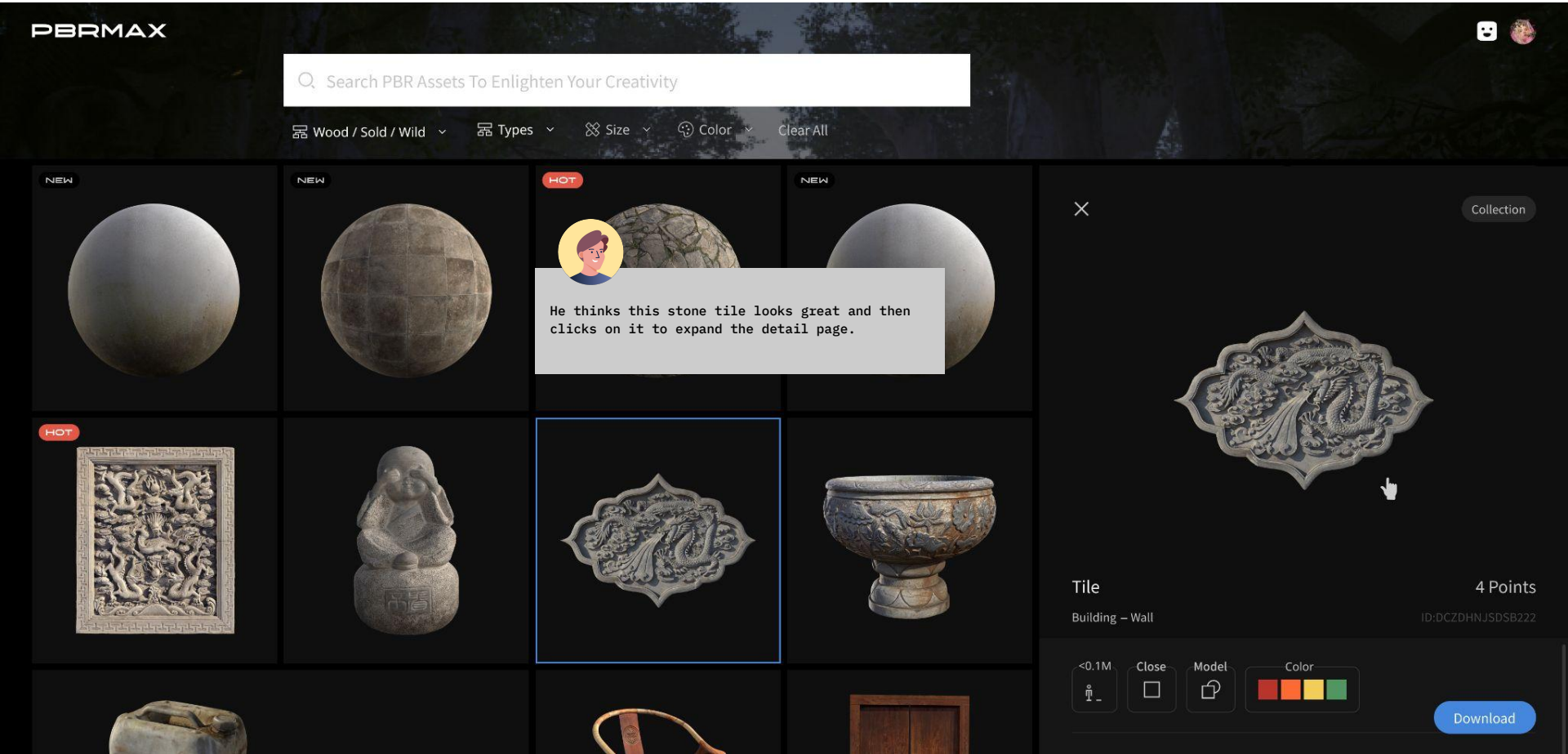


Final Design

Concept: One-click to Expand



Final Design

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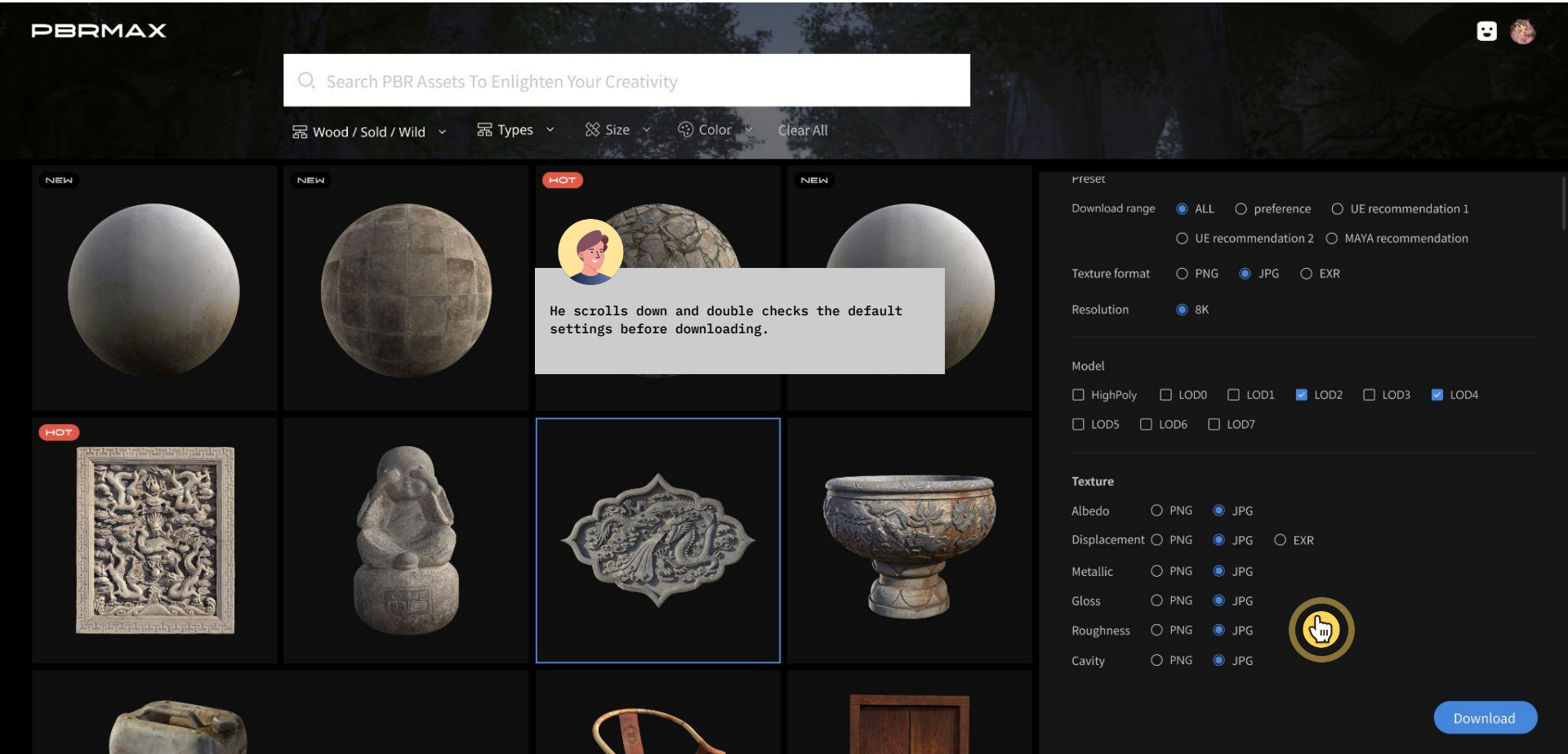
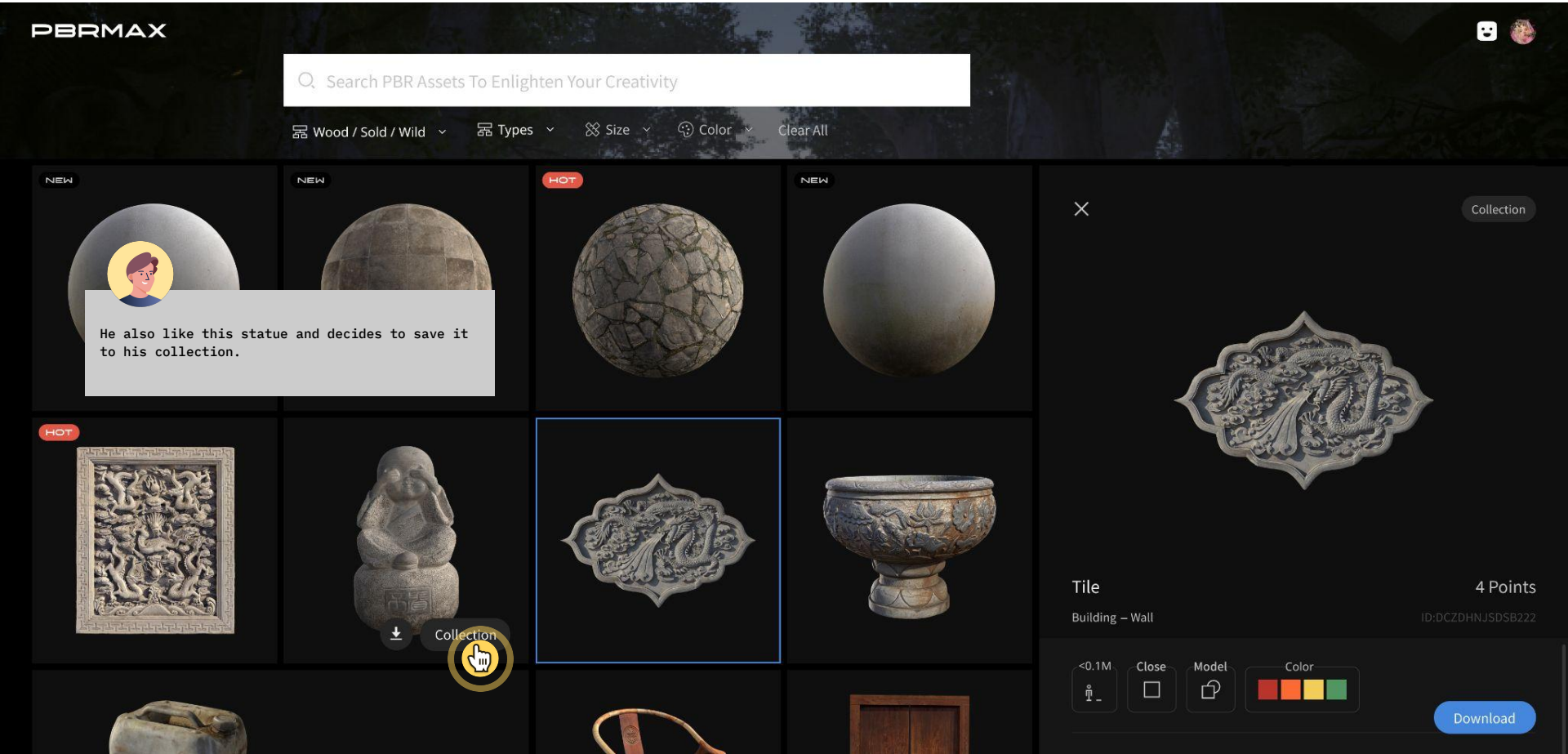


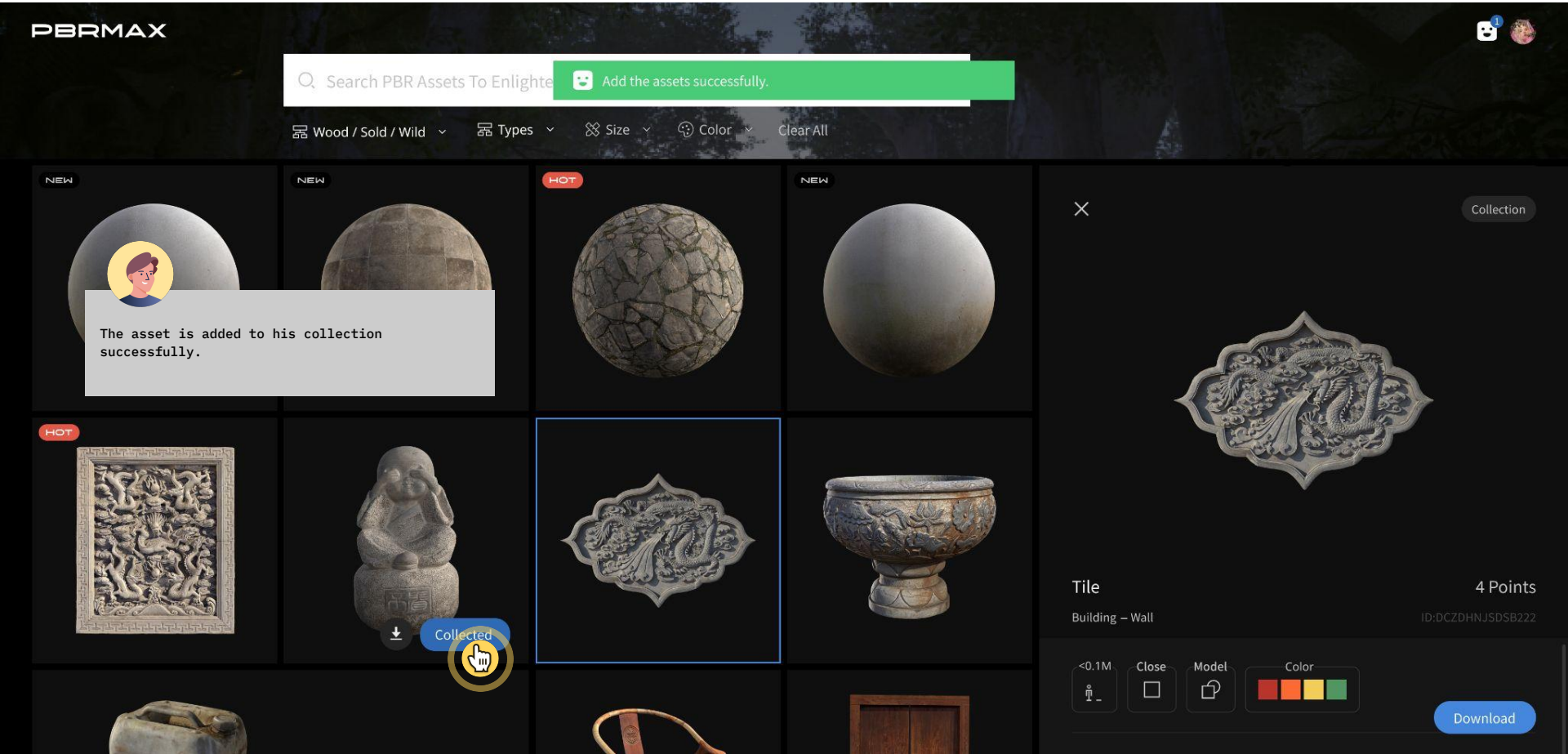
Final Design

Concept: Quick Save/Download



Final Design

Concept: Quick Save/Download



Marketing Goal

Unique Brand Image

Logo

PBRMAX

PBRMAX

PBRMAX

Typography

Aa

Noto Sans SC Medium

Aa

Noto Sans SC Regular

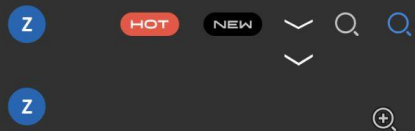
Text	Noto Sans SC Medium 24
Text	Noto Sans SC Regular 20
Text	Noto Sans SC Medium 16
Text	Noto Sans SC Regular 16
Text	Noto Sans SC Regular 14

Colors

#0F0F0F	#C6C6C6
#161616	#EFEFEF
#262626	#F4F4F4
#363636	#F9F9F9
#484848	#FFFFFF
#000000	

Iconography

40



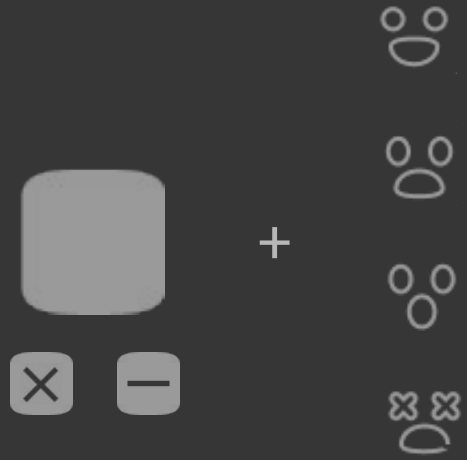
32

24

16

Highlight Personality

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

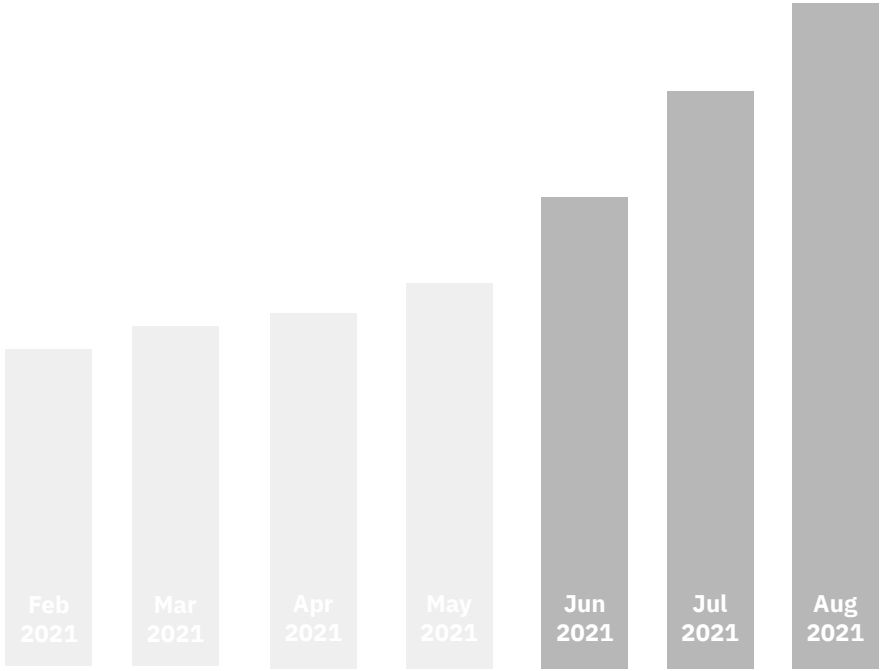
Please enter the correct username and password.Note that both fields may be case-sensitive.

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!

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