



Support Self-Service UI/UX Best Practice

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1. Introduction

This report aims to provide UI and UX recommendations for enhancing the user experience of the <https://support.2k.com> website. The primary objective of the support site is to minimize ticket submissions and enhance usability, accessibility, and user satisfaction.

In order to gather valuable insights and inspiration, we will conduct an analysis of several competitor websites, including:

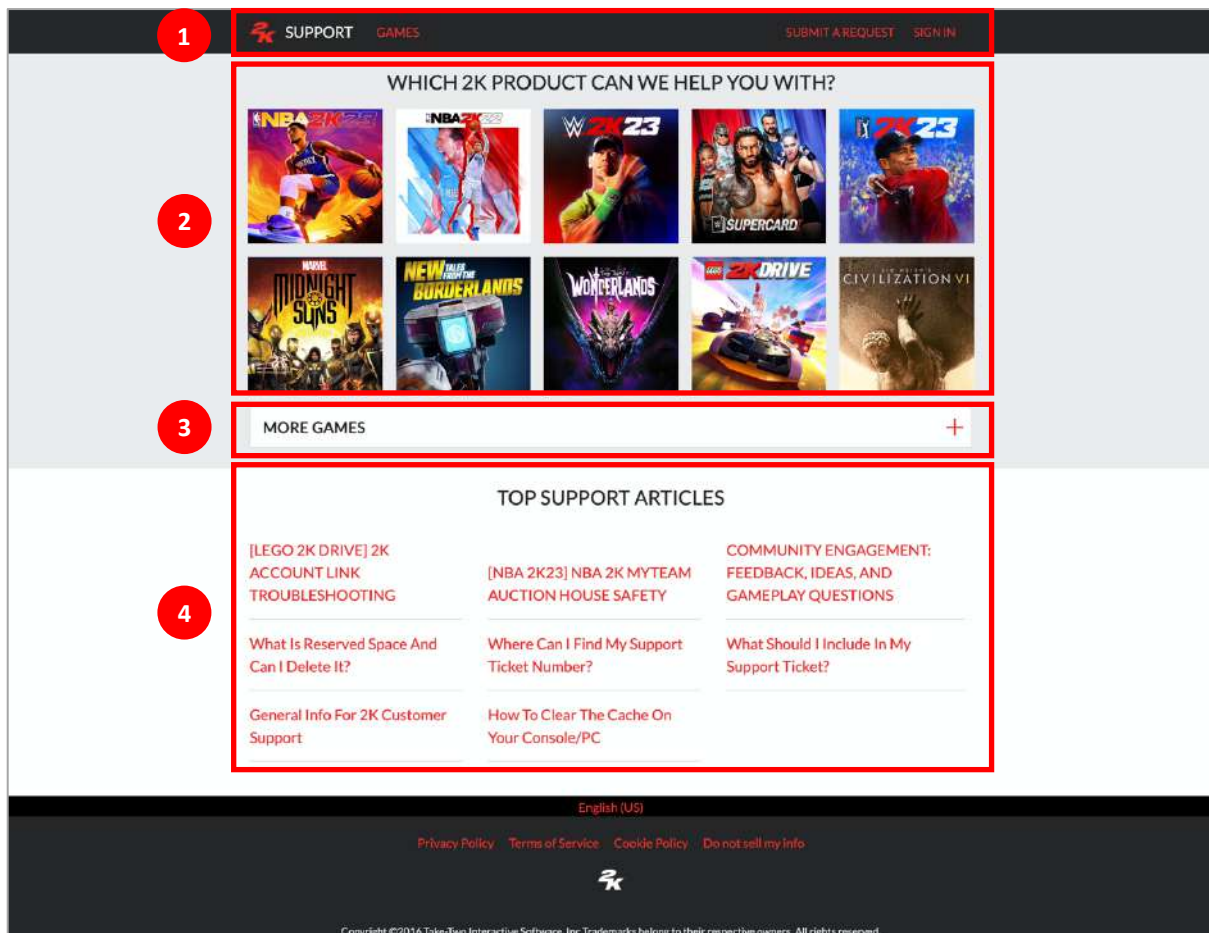
- <https://www.epicgames.com/help>
- <https://help.steampowered.com>
- <https://support.rockstargames.com>
- <https://help.ea.com>
- <https://www.ubisoft.com/en-us/help>
- <https://support.Xbox.com>
- <https://www.playstation.com/en-gb/support>

By carefully examining the strengths and weaknesses of these websites, we will identify areas for improvement and draw inspiration from successful elements implemented on these platforms.

This analysis will serve as a valuable reference point to inform our recommendations, ultimately enhancing the overall support experience for our users.

2. Design Recommendations

Homepage



(<https://support.2k.com>)

UX Review

The website lacks an intuitive and user-friendly navigation system, making it difficult for users to find the support topics they need. There is a lack of a central navigation menu or search functionality, further hindering the users' ability to locate relevant information. The content is poorly organized and lacks logical categorization, adding to the confusion. When users access the 'More Games' accordion, they are confronted with an overwhelming list of options that lack context, making it challenging for them to process the information and make informed decisions. Moreover, the website fails to provide adequate support options such as FAQs, knowledge base articles, or easily accessible contact information. The 'Top Support Article' section appears cluttered with randomly placed articles, leaving users struggling to determine the most relevant and appropriate option for their specific needs.

UI Review

The website's visual design leaves much to be desired, lacking appeal and consistency with the established 2K brand identity. In contrast, the main 2K website (<https://www.2k.com>)

employs attractive images that adapt to the full width of the page. While the readability of the text throughout the website is generally acceptable, the 'More Games' accordion list suffers from poor legibility due to its excessive length, which is likely to overwhelm users. The visual hierarchy on the website is unclear and lacks clarity in regards to what elements hold importance. Users are confronted with game tiles and an accordion menu without any introductory information, clear navigation structure, search functionality, or a dedicated features section. This outdated approach detracts from the overall user experience.

We will now look at each section in more detail where recommendations will be outlined.

1 Main header

The main header displays inconsistencies with the header of the 2K website (<https://www.2k.com>) as shown below.



Having an inconsistent main header design between the support site and the main 2K website has several detrimental effects on the user experience. It confuses the users and weakens the overall brand identity leading to a fragmented experience. To ensure a seamless and familiar experience, it is crucial to align the design of the support site's main header with that of the main 2K website.

Additionally, the inclusion of a 'Submit A Ticket' link in the main header may not be ideal for the support site's purpose, which is to encourage self-service and reduce ticket submissions. Therefore, it is recommended to remove this link from the main header to streamline the user journey and avoid unnecessary clicks.

To improve navigation and accessibility, implementing a sticky header that remains visible as users scroll down the page would be beneficial. This ensures that important navigation options and search functionality are always easily accessible, providing a more seamless user experience.

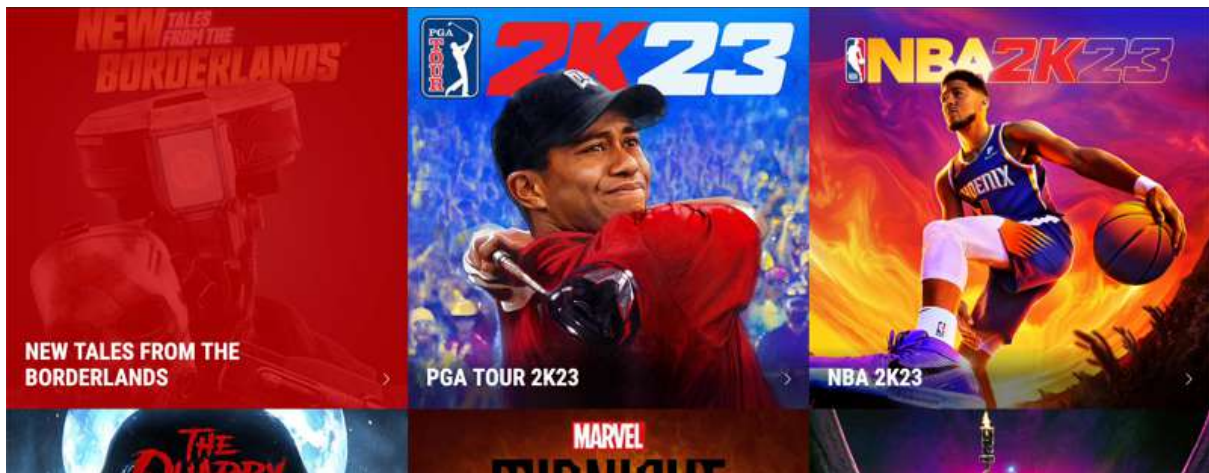
Furthermore, the broken 'Sign In' link is a critical issue that needs to be addressed promptly. A broken link not only causes inconvenience to users but also reflects poorly on the overall quality and reliability of the support site. Fixing this issue is crucial to ensure a smooth and uninterrupted user experience.

2 Game tiles

The current size of the game tiles on the support site is inadequate and needs to be adjusted to ensure optimal visibility and usability across different screen sizes. It is recommended to appropriately size and optimize the game tiles to ensure they are visually appealing and user-friendly. A preferable approach would be to spread the game tiles along the full width of the page, similar to the layout on the main 2K website. This would provide a more immersive and visually pleasing experience for users.

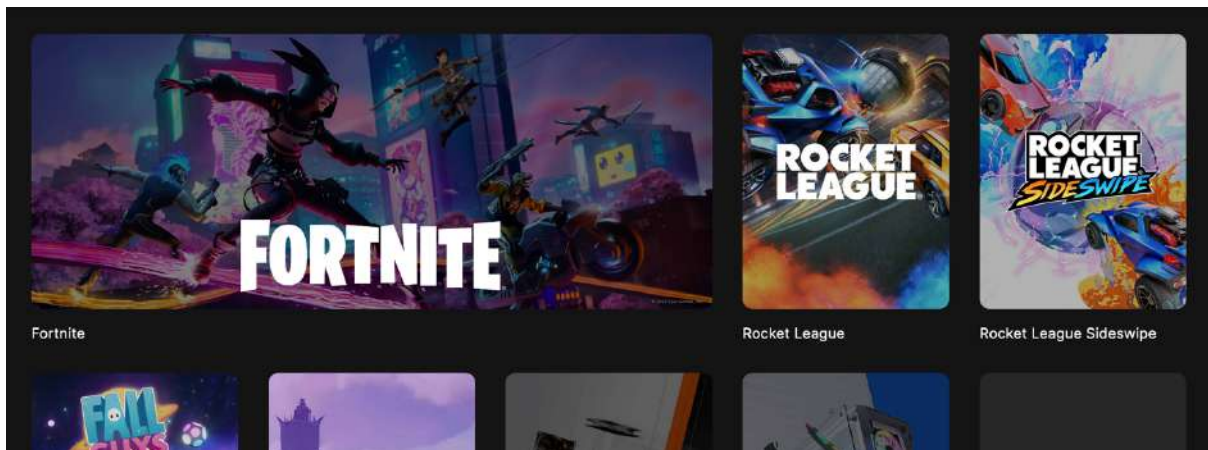
To enhance the engagement and interactivity of the game tiles, it is advisable to move beyond static images. Consider incorporating dynamic or interactive elements within the tiles, such as animations or gameplay snippets. These elements can provide users with a glimpse of the game's mechanics and create a sense of interactivity and excitement. By incorporating such elements, users can have a more immersive and engaging experience while exploring the support site.

To maintain consistency and help create a unified and familiar experience, it is recommended to implement the same rollover effect on the game tiles as used on the main 2K website. This can include a slight zoom-in animation on the image and a change of colour, such as turning the box red, to indicate interactivity and attract user attention as shown below.



The game tiles on the support site currently lack a clear call-to-action (CTA), which can make it challenging for users to understand how to interact with them. To address this, it is recommended to include an arrow symbol, positioned to the right of the image, similar to the design on the main 2K website. This visual cue will help users recognize that there is additional content or actions associated with the game tiles, encouraging them to click and explore further.

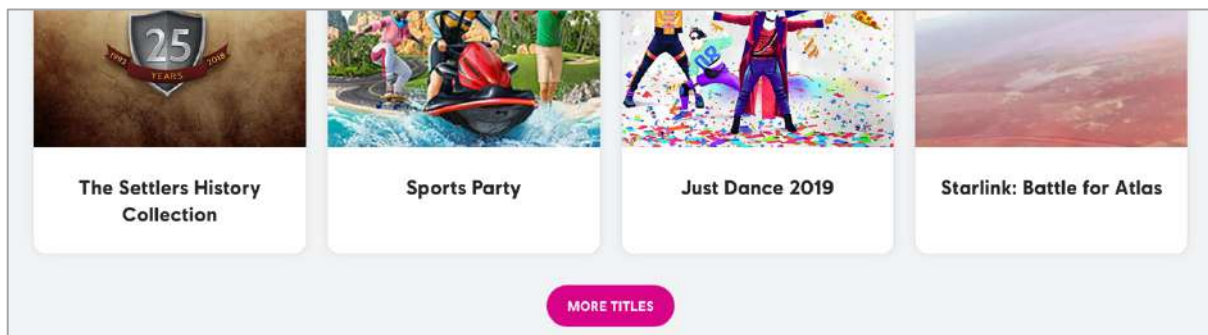
To enhance the promotional impact and draw users' attention to a specific game, a featured section for newly released games could be introduced at the top of the page. By prominently showcasing a game with a larger image and distinct design, it creates a focal point and highlights its significance. This can be achieved by incorporating a larger image and employing visual techniques, such as contrast or visual hierarchy, to make it stand out from the rest of the game tiles. Epic Games provides a good example of this with their featured section as shown on the next page.



3 More Games

The current implementation of the 'More Games' accordion presents an overwhelming long list of games in a simple text-based format. To provide users with a more visually appealing and manageable browsing experience, it is recommended to display the games in a similar format as the game tiles but incorporating a paginated approach.

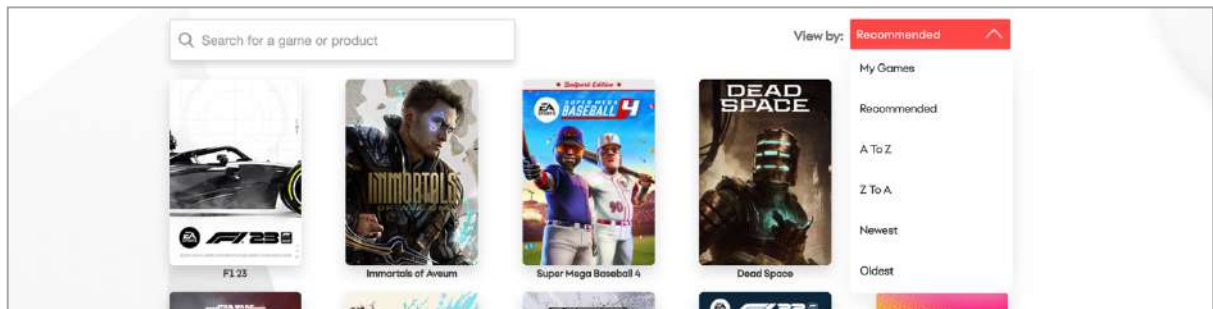
By paginating the list of games and allowing users to open them in manageable chunks, users can explore the games incrementally without feeling overwhelmed. This approach provides a clear structure and allows users to navigate through the games more easily. A good example of this can be seen on the Ubisoft website as shown below, where clicking on the 'More Titles' button reveals a set of eight new game tiles at a time, providing a manageable amount of content for users to browse through.



Implementing pagination within the 'More Games' section will enhance the user experience by improving navigation, reducing cognitive load, and enabling users to explore the games in a more controlled and intuitive manner.

To alleviate the potential frustration of searching for a specific game title, it is highly recommended to incorporate a search functionality. This search feature would enable users to easily find games by entering specific titles, keywords, or other relevant criteria. By implementing this search capability, users can bypass the need to manually scroll through game tiles and quickly locate their desired games.

Additionally, another effective approach to streamline the games list is to group them into meaningful categories or subsections. Organizing the games based on genres, themes, or other relevant criteria would provide users with a more structured and intuitive browsing experience. By presenting the games in categorized sections, users can easily navigate to the specific genre or theme they are interested in, reducing the time and effort required to find their desired games. An excellent example of this can be observed on the EA website as shown below, where games are grouped into distinct categories, facilitating easier exploration for users.

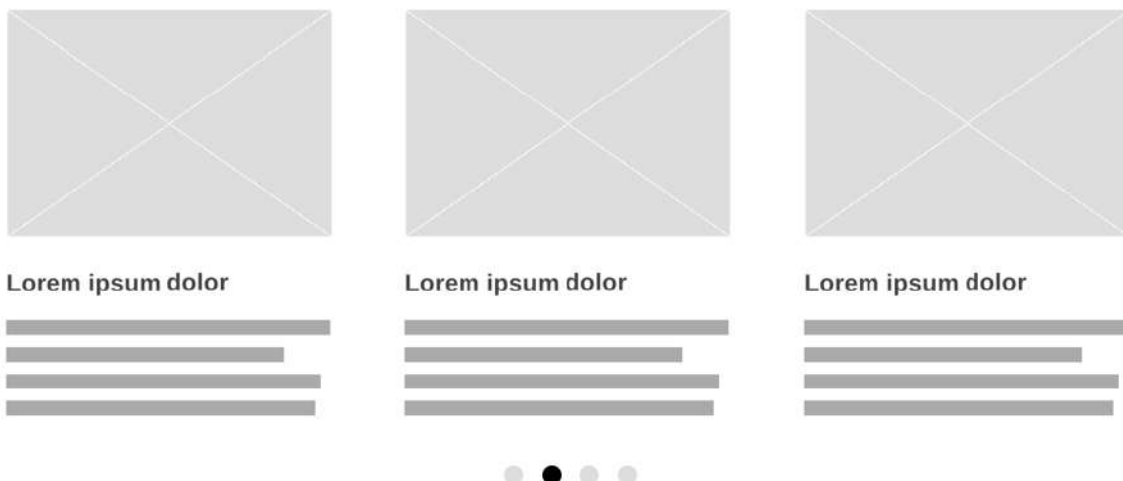


By incorporating both a search functionality and categorized sections, the support site can significantly enhance the user experience by improving game discoverability and reducing the frustration associated with browsing through a long list of games.

4 Top Support Articles

The inclusion of a 'Top Support Articles' section is a valuable addition to the support site. By prominently featuring popular and frequently sought-after solutions, users can quickly access the most relevant and helpful content without the need for extensive searching. This approach encourages self-service and empowers users to find answers independently.

To further optimize the presentation of this section, it is recommended to implement a scrolling slideshow format for the articles. This format allows for a dynamic and visually appealing display, where users can scroll through the articles horizontally. It will enhance the visual engagement and provide an intuitive navigation experience. This section could be displayed similarly to the wireframe shown below.



Striking the right balance is crucial when determining the number of articles to display in this section. Including too many articles may overwhelm users, while having too few could limit the breadth of topics covered and potential solutions available. Ideally, the section should typically display around 6-9 articles to provide a diverse and comprehensive selection without overwhelming the user with an excessive number of choices.

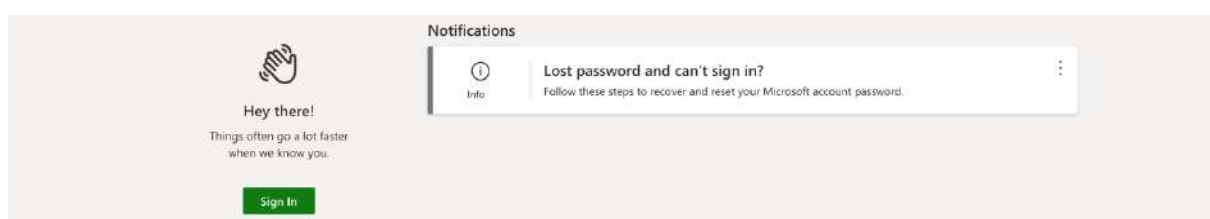
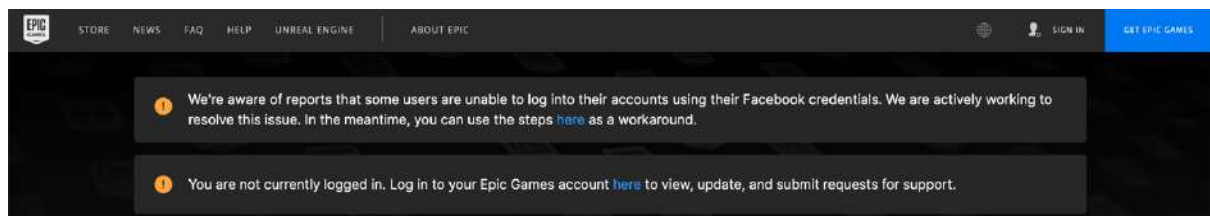
Additionally, regularly updating the selection of articles and periodically reviewing their relevance and usefulness can further enhance the user experience. This ensures that the featured articles remain up-to-date, informative, and aligned with the current needs and concerns of users.

Additional recommendations

Notifications or alerts

Notifications or alerts can play a crucial role in keeping users informed about critical updates, announcements, or important notifications related to the support website. By prominently displaying such information in the main header, we can effectively capture users' attention and ensure they are aware of any essential updates.

Taking inspiration from platforms like Epic Games, Xbox, and Ubisoft as shown below, we can implement a notification or alert system that visually stands out in the main header. This could be achieved by using a contrasting colour, an eye-catching icon, or a designated space for displaying the notifications. By following this approach, we ensure that users quickly notice and engage with the important information being conveyed.



When utilizing notifications or alerts, it is important to prioritize their relevance and frequency. Only critical updates or time-sensitive announcements should be displayed to avoid overwhelming users with an excessive number of notifications. By carefully curating

the information and providing clear and concise messages, we can enhance the user experience and prevent notification fatigue.

Furthermore, incorporating options for users to dismiss or hide notifications once they have acknowledged them can help declutter the interface and provide a sense of control to the users. This allows them to focus on the content that is most relevant to their needs while still providing access to important updates when necessary.

Also, rather than forcing users to log in immediately upon visiting the site, we can present the option to log in within the notifications section as a helpful suggestion or recommendation. By incorporating a persuasive and informative message, we can explain the benefits of logging in, such as accessing personalized support, tracking ticket status, and receiving updates on their inquiries.

Prominent search box

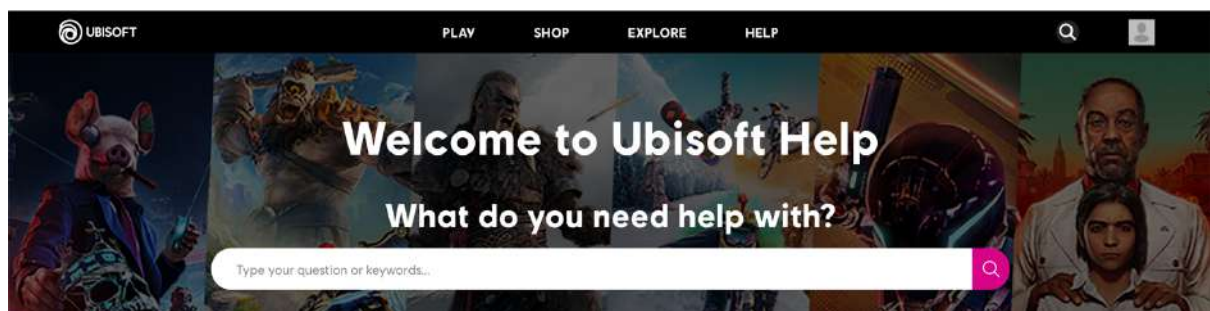
Integrating a prominent search bar at the top of the support page would greatly enhance the user experience by enabling users to quickly search for specific issues, games, or articles. By implementing a robust search functionality, we can ensure that users can easily find relevant information based on their search queries.

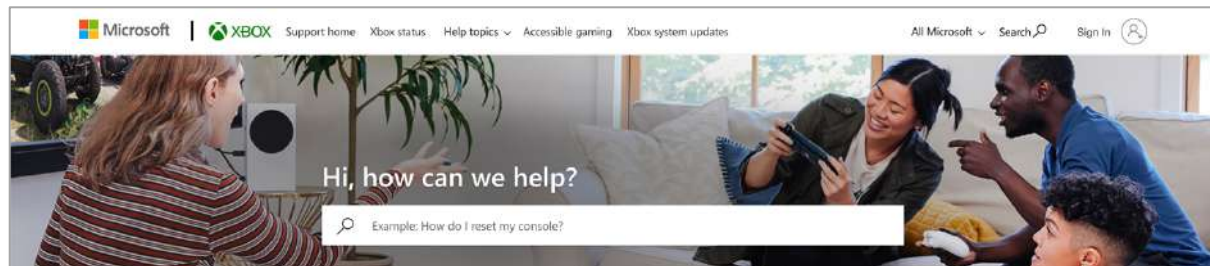
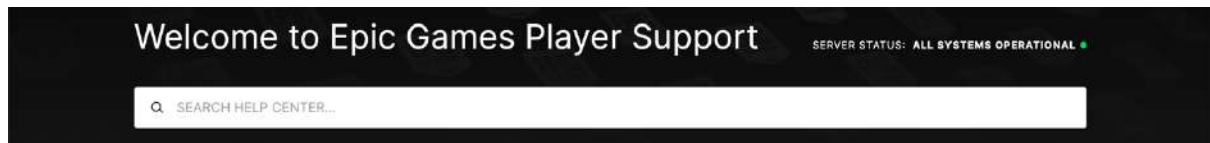
The search bar should be visually distinct, positioned prominently at the top of the page, and accompanied by a descriptive placeholder text, such as "Search for games, articles, or issues." The search functionality should be intuitive and user-friendly, allowing users to enter keywords, game titles, or specific phrases related to their query.

Furthermore, implementing advanced search features, such as filters or categories, can assist users in narrowing down their search results based on specific criteria, such as game genre, platform, or article type. This will provide users with more refined search options, allowing them to find the information they need more efficiently.

To further enhance the user experience, real-time search suggestions can be implemented, offering autocomplete suggestions as users type in their search query. This helps users save time and reduces the likelihood of misspellings or search errors.

Various competitors sites have a prominent search functionality implemented on their front page as shown below.





System status

Including a server status section on the website would be a valuable addition to reduce unnecessary support ticket submissions and enhance the user experience. When users encounter problems or disruptions in service, they often seek immediate assistance by submitting support tickets or contacting customer support. However, by providing a server status section, we can proactively inform users about any known issues or disruptions, encouraging them to be patient and wait for the problem to be resolved.

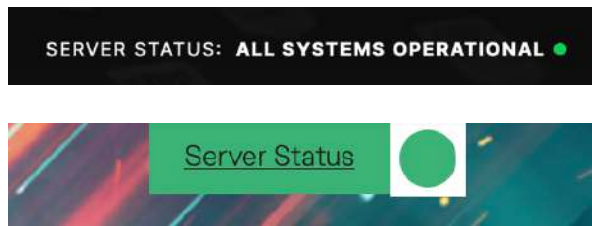
The server status section should be prominently displayed on the 'Homepage' or in a dedicated 'Game Page' section and be easily accessible from the main header section. It should provide real-time updates on the status of game servers, online services, or any other components that may impact the user experience.

The server status messages should be clear, concise, and easily understandable by users. It should indicate whether the services are operating normally, experiencing partial disruptions, or are completely offline. Additionally, any known issues or ongoing maintenance activities should be clearly communicated to set appropriate user expectations.

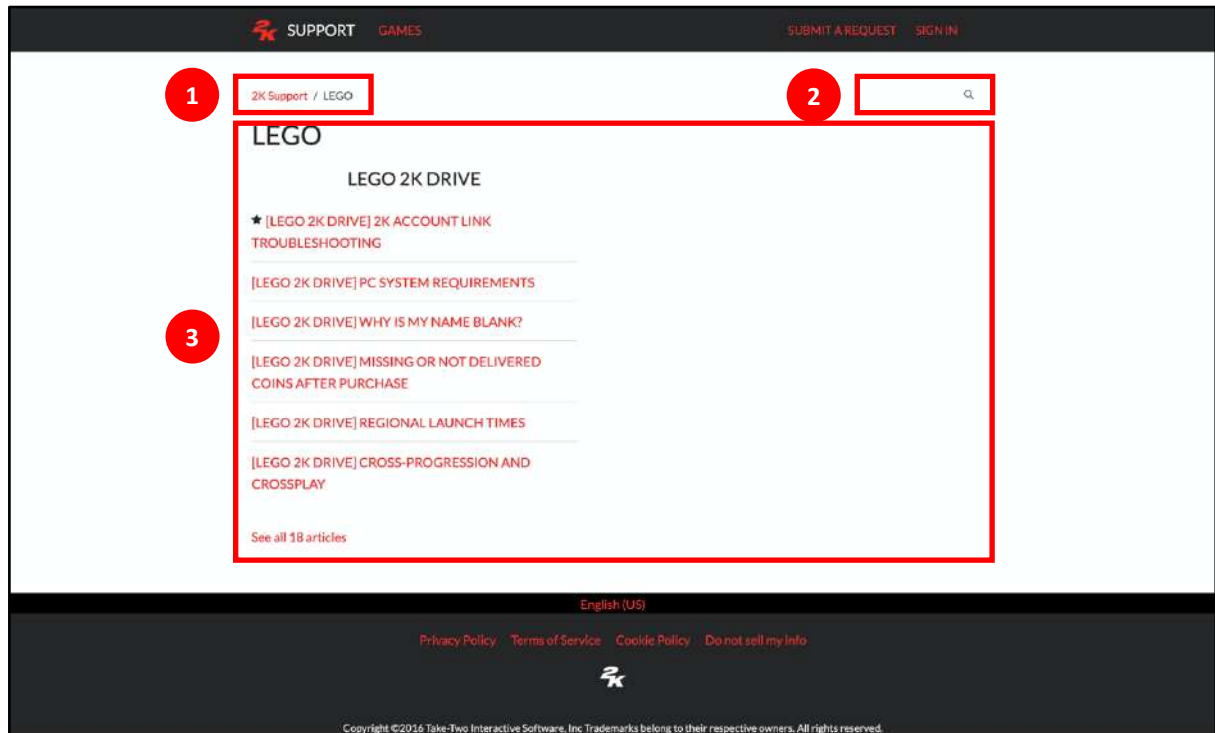
To enhance the user experience, the server status section could also include a history log of past incidents or disruptions, along with their respective resolution times. This information can help users gauge the reliability of the services and provide transparency regarding any recurring issues.

By incorporating a server status section, we empower users with up-to-date information about the status of game servers and online services. This reduces unnecessary support ticket submissions, minimizes user frustration, and fosters a sense of transparency and trust between the users and the support team.

Epic Games and EA have successfully implemented a system status section on their website as shown below, providing a seamless and user-friendly experience for their users.



Game Page



(<https://support.2k.com/hc/en-us/categories/13875155391379-LEGO>)

UX Review

The website's navigation lacks consistency, introducing a search bar suddenly without its presence on the 'Homepage.' This abrupt change can cause confusion and result in an inconsistent and frustrating user experience. Upon entering the page, users are confronted with a lengthy list of articles to select from, which can be overwhelming and contribute to cognitive overload. The process of scanning through numerous options becomes time-consuming and frustrating. Furthermore, the visual hierarchy and layout of the page fail to engage users, lacking an appealing and captivating design.

UI Review

The 'Game Page' lacks visual appeal, failing to incorporate a visually striking or prominent element related to the game at the top of the page, which is expected for a main game hub. As a result, there is a lack of visual distinction for the page. Additionally, the page deviates from the established 2K branding, lacking consistency and failing to maintain a cohesive brand identity. It would benefit from adopting a similar look and feel to align with the overall brand aesthetics.

We will now look at each section in more detail where recommendations will be outlined.

1 Breadcrumb navigation

We should continue to use the breadcrumb navigation element as it greatly enhances the user experience by providing clear and intuitive navigation cues. It allows users to understand their current location within the website's hierarchy and facilitates easy navigation between different levels of the site.

Having a breadcrumb navigation system on our website would greatly benefit users by providing a visual representation of the user's journey. By displaying a clear path from the 'Homepage' to the current page, users can easily understand the site's structure and context. This reduces the risk of getting lost or disoriented, especially when browsing through different sections or articles.

To ensure the effectiveness of the breadcrumb navigation, it should be implemented consistently across the entire website. It should be prominently placed at the top of the page or in a visible location, using clear labels or clickable links that accurately represent the hierarchical structure of the website.

2 Search box

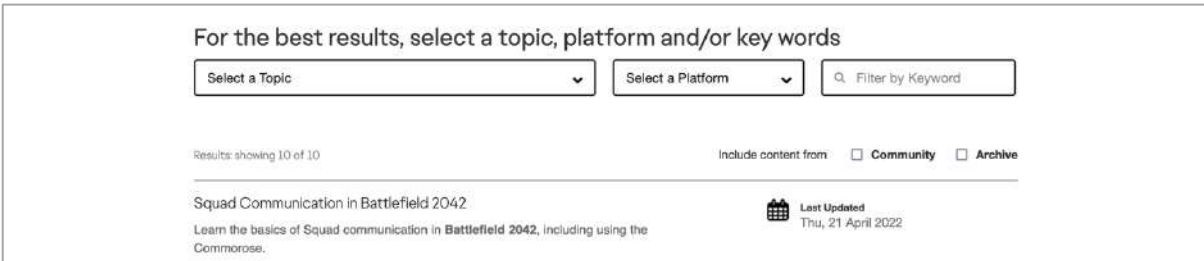
As highlighted in the 'Homepage' section of the report, it is highly recommended to incorporate a prominent search bar to enhance the user experience. The search bar will be placed consistently in a visible location at the top of the page, ensuring easy access.

3 Article list

To address the issue of overwhelming users with a long list of articles, implementing a pagination system is a recommended solution. By breaking the list into manageable chunks, users can navigate through the content and locate the desired articles more easily.

By providing options to sort articles based on relevance, popularity, or date, users can customize the display of articles according to their preferences and priorities. This allows them to quickly identify the most relevant and up-to-date information based on their specific needs.

Taking inspiration from EA's implementation as shown below, we can incorporate a similar sorting and filtering mechanism. Users should be presented with intuitive and easily accessible options to sort and filter articles, such as dropdown menus or filter buttons.



The screenshot shows a search interface with the following elements:

- Header text: "For the best results, select a topic, platform and/or key words"
- Three input fields: "Select a Topic" (dropdown), "Select a Platform" (dropdown), and "Filter by Keyword" (text input with a search icon).
- Results: "Results: showing 10 of 10"
- Filtering options: "Include content from" with checkboxes for "Community" and "Archive".
- Article preview: "Squad Communication in Battlefield 2042" with a sub-headline "Learn the basics of Squad communication in Battlefield 2042, including using the Commorse." and a "Last Updated" date of "Thu, 21 April 2022".

In addition to the hierarchical structure, it is important to enhance the visual appeal and user engagement of the articles. Presenting a long list of text-based articles without visual elements can be unengaging and may make it difficult for users to identify relevant content. To address this, we should consider incorporating visual elements such as thumbnails, icons, or feature images to accompany each article.

One effective way to present these visual elements and article snippets is by utilizing a grid or card-based layout. This layout allows for a visually appealing presentation, where each article is represented by a thumbnail image and a brief snippet of the article content. This approach provides users with a quick visual overview of the article topics and encourages them to explore further by clicking on the articles that catch their attention.

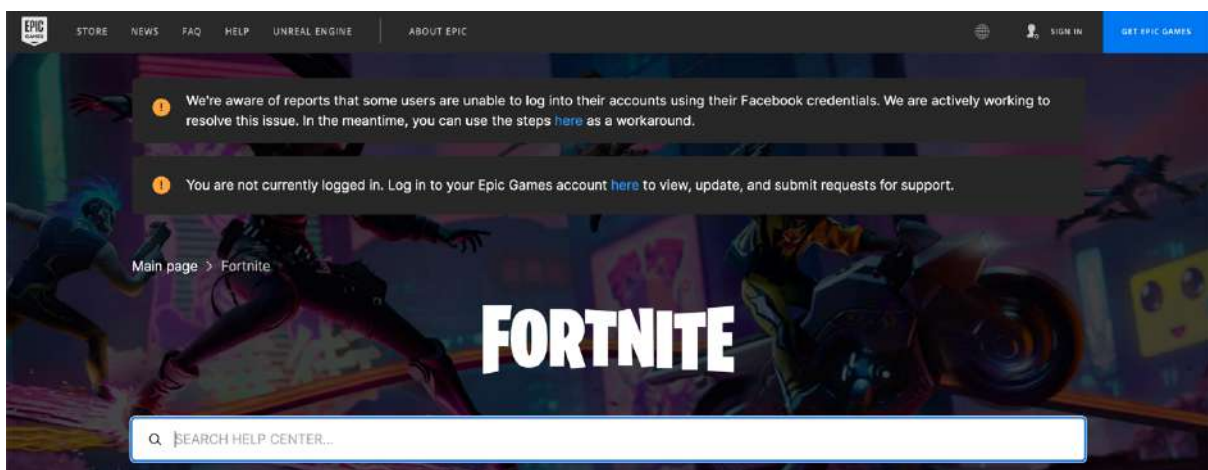
Additional recommendations

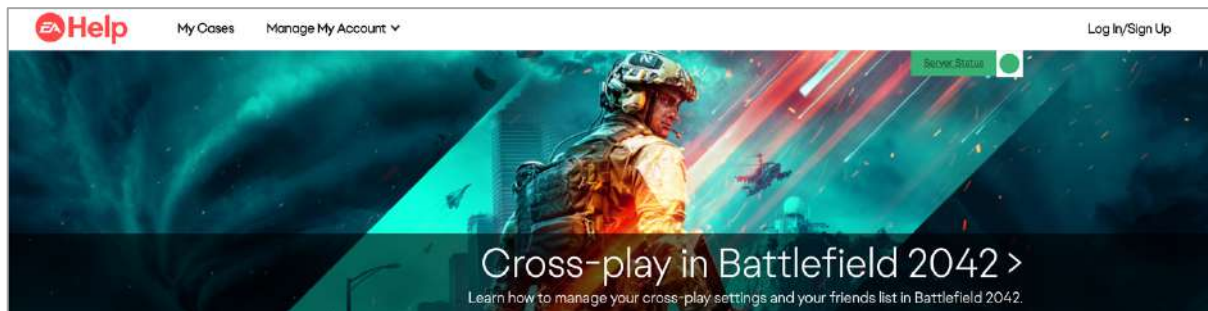
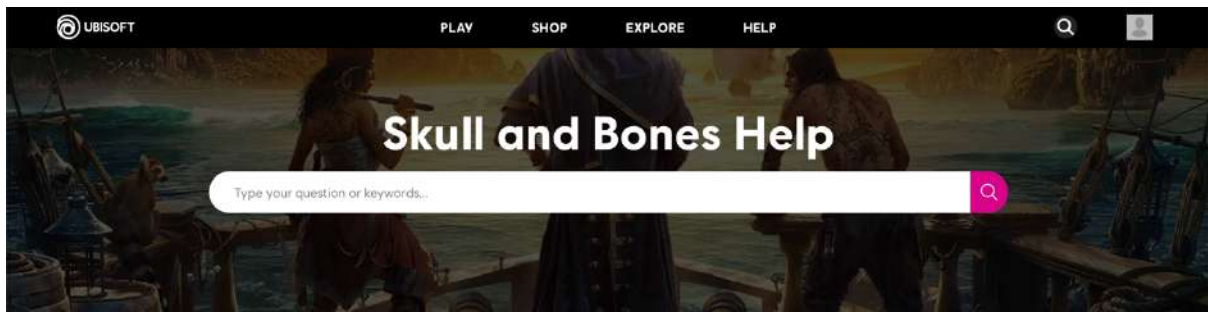
Prominent feature image

To create an impactful and engaging experience on the 'Game Page', it is recommended to include a visually striking and prominent visual element related to the game at the top of the page. These could take the form of a hero image, an animated banner, or a video that showcases gameplay, characters, or key features of the game.

By incorporating such a visual element, we can capture the user's attention right away and establish a strong connection between the user and the game. This serves as a focal point that immerses the user in the game's world and creates an immediate visual impact.

Taking inspiration from the main 2K website, as well as other industry-leading websites such as Epic Games, Ubisoft, and EA as shown below, we can see the effectiveness of incorporating these visually striking elements. It immediately conveys the essence of the game, generates interest, and entices users to explore further.



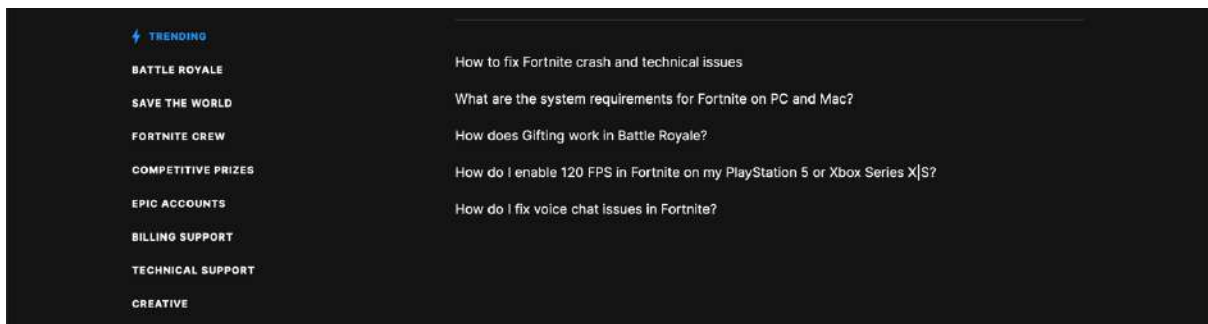


By placing such a visually striking and prominent visual element at the top of the page, we can elevate the overall user experience, increase engagement, and encourage users to delve deeper into the game's details, screenshots, reviews, and other relevant information.

Trending articles

In order to provide users with quick and easy access to relevant support information, it is recommended to include a section that highlights the most popular or trending support articles related to the specific game. This section would showcase articles that address commonly encountered issues, frequently asked questions, or provide valuable tips and guidance to enhance the user's gaming experience.

Drawing inspiration from Epic Games as shown below, we can implement a similar approach to showcase these popular support articles. By featuring these articles, we can ensure that users have immediate access to the most sought-after information, reducing the need for them to search extensively or submit support tickets.



To optimize the presentation of these support articles, we can employ a visually appealing layout that showcases a brief snippet or summary of each article along with an engaging

thumbnail or icon. This approach not only enhances the visual appeal of the section but also provides users with a glimpse of the content, enticing them to click and explore further.

FAQs and knowledge base

To enhance the user experience and provide valuable support resources, it is recommended to include a comprehensive Frequently Asked Questions (FAQ) section tailored specifically to the game. This FAQ section would serve as a knowledge base where users can find answers to common questions, solutions to recurring issues, and useful information related to the game.

To optimize the usability of the FAQ section, it is advisable to incorporate a search functionality that allows users to input keywords or phrases to quickly find relevant information.

Recently Viewed Articles

To enhance the user experience and facilitate easy access to previously viewed articles, it is recommended to include a 'Recently Viewed Articles' section. This section would allow users to quickly locate and access articles they may need to refer back to for various reasons, such as following up on instructions, reviewing troubleshooting steps, or refreshing their memory on specific topics. By providing this feature, users can save time and effort by avoiding the need to search or navigate through the support website to find previously viewed content.

To ensure a streamlined and user-friendly interface, it is important to limit the number of articles displayed. Including too many articles could overwhelm the interface and make it difficult for users to locate the specific content they are looking for. A reasonable number, such as displaying the most recent 3-5 articles, allows for easy scanning and selection without cluttering the interface.

This section can be prominently positioned, preferably in a visible and accessible location such as the sidebar or a dedicated section on the 'Homepage.' By having this section readily available, users can quickly access their 'Recently Viewed Articles' without the need for extensive navigation or searching.

Troubleshooting guides

To assist users in resolving common technical problems and gameplay issues, it is beneficial to incorporate a dedicated section on the support website that offers step-by-step troubleshooting guides. These guides would provide clear and concise instructions, enabling users to effectively address their concerns and find solutions to their specific issues.

The step-by-step troubleshooting guide section would serve as a valuable resource for users who encounter common challenges while playing the game or navigating technical aspects. By providing comprehensive and well-structured guides, users can follow a logical sequence of instructions to troubleshoot and resolve their problems more efficiently.

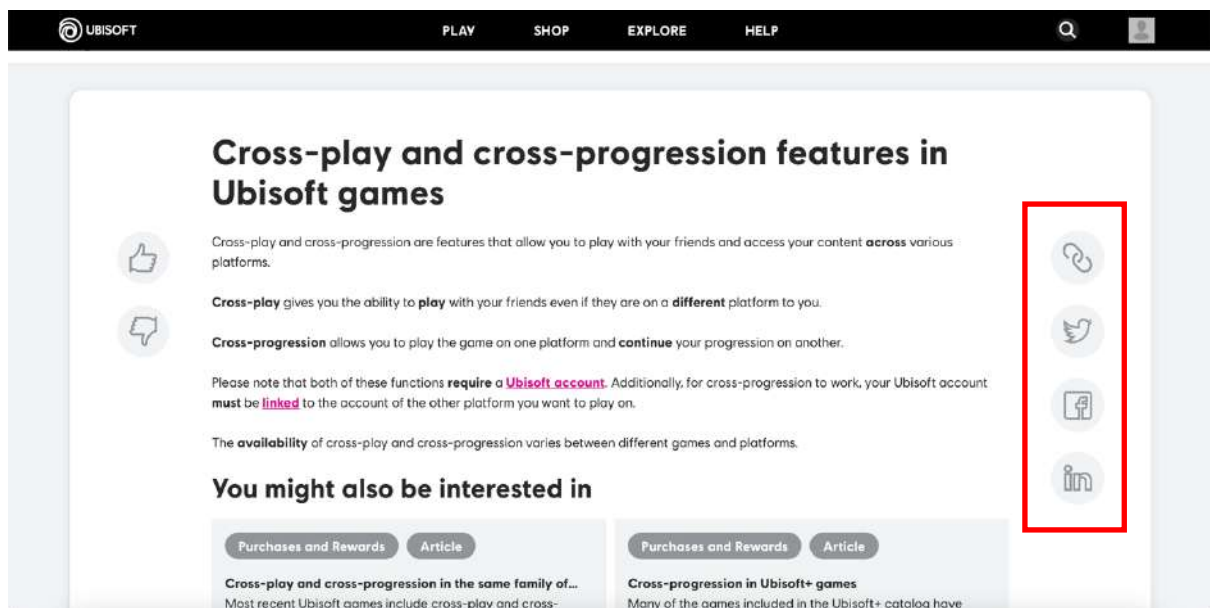
Patches and updates

Including information about the latest game patches, updates, and downloadable content (DLC) on the support website can greatly benefit users by keeping them informed about the latest developments and enhancements in the game. This section would provide valuable information about bug fixes, gameplay improvements, new features, and additional content that users can download and enjoy.

By featuring the latest game updates and DLC prominently on the support website, users can easily stay up-to-date with the evolving nature of the game and take advantage of any improvements or new content that has been released. This helps users to have a more immersive and enjoyable gaming experience while also addressing any issues or concerns that may have been resolved through these updates.

Social media integration

Including social media buttons or links to the official social media accounts of the game is a valuable addition to the support website. By incorporating these buttons or links, users can easily connect with the game's community, stay updated on the latest news and announcements, and engage in discussions with fellow players on platforms they are already familiar with. A good example is available on the Ubisoft site as shown below.

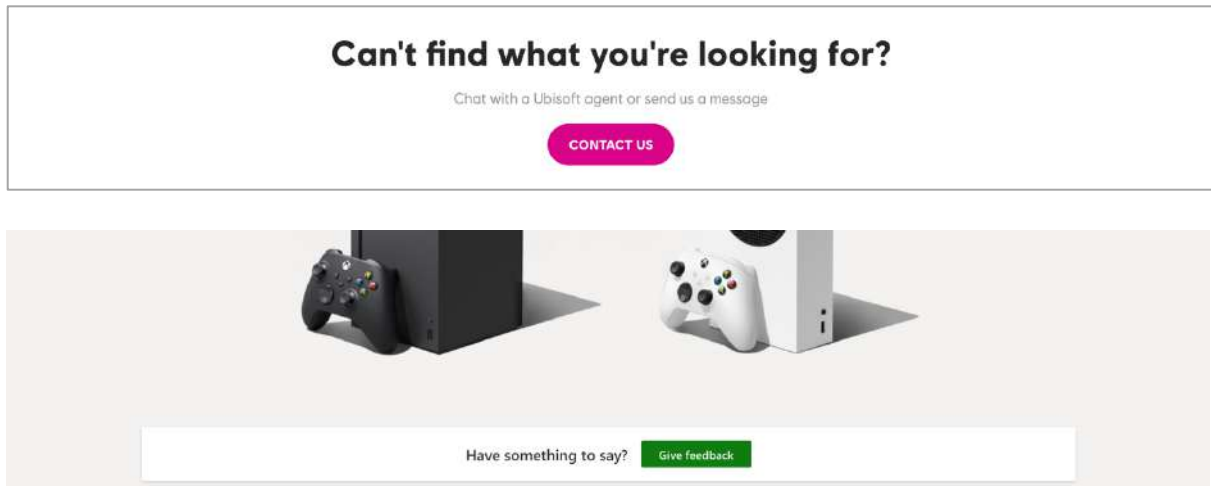


Community forums

Creating a dedicated community forum is an excellent initiative to enhance user engagement and promote a sense of community among players. By providing a platform for players to interact, ask questions, share experiences, and seek help from fellow gamers, a community forum can greatly contribute to reducing support ticket submissions and creating a collaborative and supportive environment.

Contact Us

To encourage users to explore the self-service option before resorting to submitting a ticket, it is recommended to include a 'Contact Us' section at the bottom of the page in a less prominent position. This approach promotes a self-help mindset among users and empowers them to find solutions on their own. Ubisoft and Xbox have implemented this well on their website as shown below.



Live chat

A live chat integration will allow users to reach out directly to the support team for an instant personalized assistance. This will significantly enhance the overall support experience and lead to improved customer satisfaction and loyalty.

Game updates and news

Providing a section dedicated to the latest news, announcements, and upcoming events related to the game will keep users informed about future releases, patches, tournaments, or special promotions.

Game Article Page

SUPPORT GAMES
SUBMIT A REQUEST SIGN IN

2K Support / LEGO / LEGO 2K DRIVE

[LEGO 2K DRIVE] PC SYSTEM REQUIREMENTS

Colleen Created 11 days ago · Updated · Wednesday at 16:41

MINIMUM:

- Requires a 64-bit processor and operating system
- OS: Windows 10 64-bit, Windows 11 64-bit
- Processor: Intel® Core™ Intel i5 4690 / AMD Ryzen 5 1500X or better
- Memory: 8 GB RAM
- Graphics: Nvidia 960 2GB / AMD R9 380 or better
- DirectX: Version 12
- Network: Broadband Internet connection
- Storage: 12 GB available space
- Sound Card: DirectX 9.0x compatible sound card
- Additional Notes: Dual-analog gamepad: Recommended

RECOMMENDED:

- Requires a 64-bit processor and operating system
- OS: Windows 10 64-bit
- Processor: Intel® Core™ i7-4790 / AMD Ryzen 5 3500 or better
- Memory: 8 GB RAM
- Graphics: Nvidia GeForce 1070 4GB / AMD RX Vega-56 or better
- DirectX: Version 12
- Network: Broadband Internet connection
- Storage: 12 GB available space
- Sound Card: DirectX 9.0x compatible sound card
- Additional Notes: Dual-analog gamepad: Recommended

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HAVE MORE QUESTIONS?

SUBMIT A REQUEST

RECENTLY VIEWED ARTICLES

[LEGO 2K DRIVE] 2K ACCOUNT LINK TROUBLESHOOTING

[NBA 2K GENERAL INFO] MISSING MYCAREER FILE

EMAIL NOTIFICATION OCTOBER 6

RELATED ARTICLES

[LEGO 2K DRIVE] GOING INTO THE GARAGE

[LEGO 2K DRIVE] REGIONAL LAUNCH TIMES

[LEGO 2K DRIVE] MISSING OR NOT DELIVERED COINS AFTER PURCHASE

[LEGO 2K DRIVE] REDEEMING CODES IN-GAME

[LEGO 2K DRIVE] PLAYER REPORTS - BAD BEHAVIOR AND BUILDS

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2K

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(<https://support.2k.com/hc/en-us/articles/16698486918419--LEGO-2K-DRIVE-PC-SYSTEM-REQUIREMENTS>)

UX Review

Similar to the 'Game Page', this particular page also suffers from inconsistent website navigation. The presence of the search bar on the 'Game Page', followed by its sudden disappearance upon entering this page and the 'Homepage', can lead to confusion and result in an inconsistent and frustrating user experience. Moreover, the visual hierarchy and layout of this page fail to captivate and engage users effectively. It lacks elements that would enhance visual appeal and draw users' attention, diminishing the overall user experience.

UI Review

Similar to the 'Game Page', this particular page also lacks visual appeal. As the main hub for the game, users would expect a visually striking or prominent element related to the game at the top of the page. However, there is a notable absence of such distinguishing features. Additionally, the page fails to align with the consistent branding of 2K, which is important for establishing a cohesive brand identity. To enhance the overall user experience, it is crucial for the page to adopt a similar look and feel that aligns with the established 2K brand aesthetics.

We will now look at each section in more detail where recommendations will be outlined.

1 Main heading

The inconsistency in the main heading style compared to the 'Game Page' heading style could lead to confusion and a less cohesive user experience. To ensure consistency in the presentation of page headings across the website, it is important to align the heading style with the established design guidelines. This includes using consistent colours, typography, and alignment.

By maintaining a consistent heading style throughout the website, users will become familiar with the visual cues and easily recognize important information on each page. This consistency enhances the overall user experience, promotes better navigation, and contributes to a cohesive and unified brand identity.

2 Main copy

The current presentation of articles as blocks of text lacks visual engagement, which could potentially discourage users from reading through the content. To make the articles more visually appealing and captivating, incorporating various visual elements is recommended.

One effective way to enhance the visual appeal is by integrating relevant visual elements such as icons, illustrations, and images within the article. These visuals can provide context, support the content, and break up long blocks of text, making the articles more visually interesting and easier to digest. By strategically placing visuals throughout the article, users are more likely to stay engaged and continue reading.

Another engaging technique is the use of pull quotes, which are short, attention-grabbing statements extracted from the article and displayed prominently. Pull quotes act as visual cues that draw attention to key insights or memorable statements, enticing users to delve deeper into the article.

To further enhance interactivity and user engagement, consider incorporating interactive elements such as expandable sections or tooltips. These features allow users to interact with the content by revealing additional information or providing explanations when they hover over specific terms or phrases. This interactive approach adds depth to the articles and encourages users to actively explore the content.

3 Social channels

As mentioned in the 'Game Page' section of the report, including social media links to the official accounts of the game will allow users to follow updates, announcements, and engage with the community on platforms that they are already active on.

The current implementation of the social media section appears unprofessional and has missing images. Having missing images on a website is unprofessional and can negatively impact the user experience. It can make the site appear incomplete, unreliable, and lacking attention to detail. Missing images can also result in confusion for users who rely on visual cues to understand and navigate the content.

4 Submit request section

As discussed in the 'Game Page' section of the report, the 'Contact Us' section will be strategically placed at the bottom of the page, following the same consistent placement as other pages on the website. This section will be designed to be less prominent compared to other elements, aligning with the objective of encouraging users to explore self-service options before resorting to contacting support.

5 Recently Viewed Articles

As highlighted in the 'Game Page' section of the report, the implementation of the 'Recently Viewed Articles' section will greatly benefit users by allowing them to easily reference articles they have recently viewed. To ensure a seamless and familiar experience across the website, we will replicate the same widget used on the 'Game Page' and place it consistently on all other pages.

6 Related Articles

The inclusion of a 'Related Articles' or 'Additional Resources' section is a valuable element that assists users in discovering relevant content without the need for separate searches. To ensure its effectiveness, we should focus on enhancing its visual appeal and optimizing its placement on the page.

To make this element more visually appealing, we could incorporate engaging visuals such as thumbnails, icons, or feature images alongside each related article or resource. This not only adds visual interest but also helps users quickly identify the content that is most relevant to their needs.

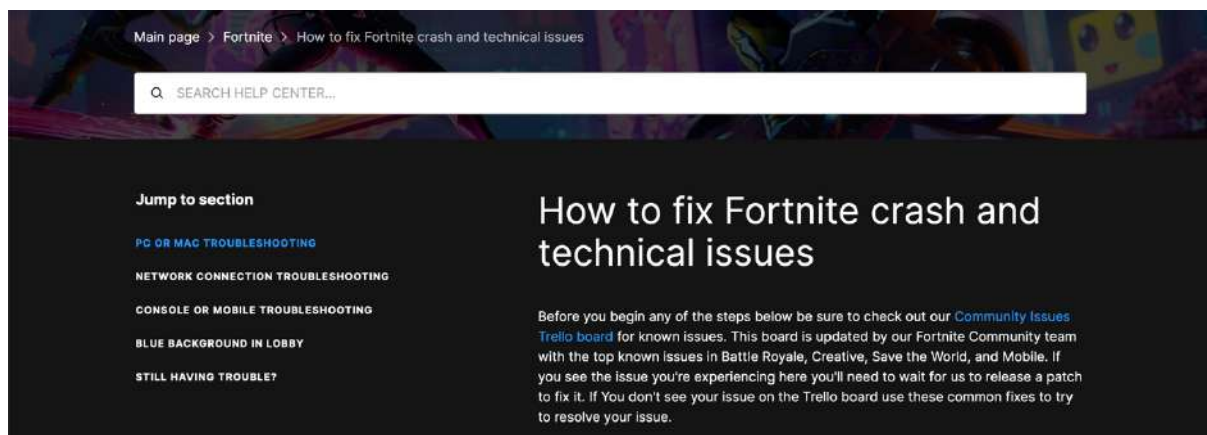
In terms of placement, it is crucial to prioritize the visibility and accessibility of the 'Related Articles' section. Instead of relegating it to the bottom of the page where it might go unnoticed, we should consider placing it in a more prominent location, such as a sidebar or a dedicated section within the page. This ensures that users can easily spot and engage with the suggested content, enhancing their overall browsing and self-service experience.

Additional recommendations

Anchored navigation

Including anchor links within articles is an effective way to enhance user navigation and improve the overall user experience, especially for lengthier articles. By incorporating anchor links, users can conveniently jump to specific sections within the article, saving them time and effort in scrolling through extensive content.

Following the example set by the Epic Games website as shown below, we can ensure that anchor links are visually distinct and easily recognizable, making them intuitive for users to interact with. Additionally, providing a clear indication of the current section or highlighting the active anchor link can further enhance usability and user engagement.



Video tutorials

Incorporating video tutorials or gameplay guides into the support website would provide users with highly engaging and visually-driven content that enhances their understanding of specific game mechanics, strategies, and troubleshooting steps. By complementing text-based instructions with videos, we can cater to different learning styles and offer a more comprehensive and immersive support experience.

Video tutorials allow users to see the game mechanics in action, providing a clear visual demonstration that is often easier to follow and comprehend compared to text alone. Users

can observe the gameplay, strategies, or troubleshooting steps being performed, which can be particularly helpful for complex or intricate concepts. Additionally, videos can showcase visual cues, animations, and interactive elements that are challenging to convey through text alone.

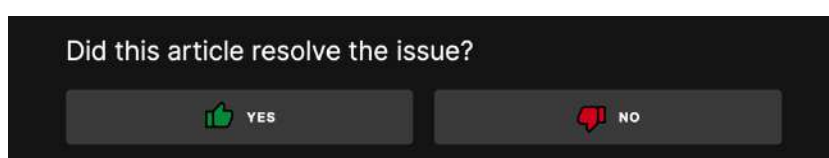
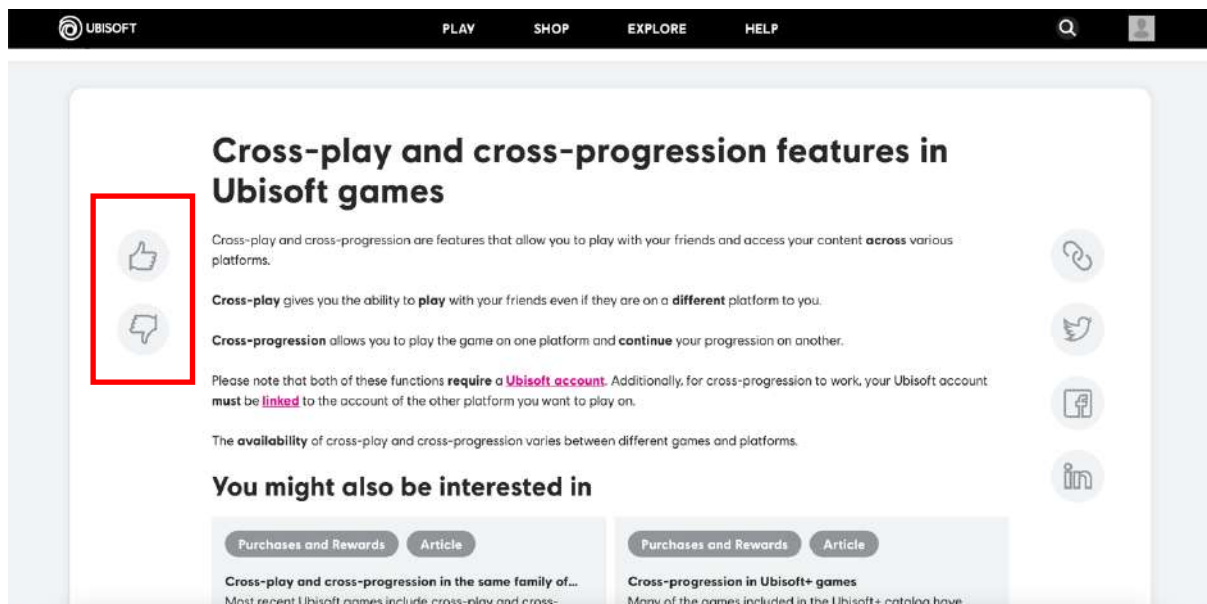
Feedback and rating system

Integrating a feedback mechanism or rating system would provide users with a valuable opportunity to provide feedback on articles, guides, or other support content they have accessed. This feedback mechanism will allow users to share their opinions, help improve the quality and relevance of the support materials, and foster community engagement and collaboration.

By allowing users to rate and provide feedback on articles or guides, we gain valuable insights into the effectiveness and helpfulness of the content. Users can express their satisfaction, highlight areas of improvement, or offer suggestions for future enhancements.

Additionally, a rating system provides a sense of transparency and credibility to the support materials. Users can see the collective ratings and reviews provided by their peers, which can help them gauge the quality and reliability of the content before accessing it. This can be particularly useful when there are multiple articles or guides on a specific topic, allowing users to choose the most highly-rated and well-received resources.

Ubisoft and Epic Games have successfully implemented a feedback and rating system on their websites, as demonstrated below.



3. Conclusion

In conclusion, implementing the UI and UX recommendations on the <https://support.2k.com> website will greatly enhance the overall user experience, will reduce ticket submissions, and improve usability, accessibility, and user satisfaction.

By adopting a user-centred approach, the support site will prioritize ease of use, ensuring that users could navigate the site effortlessly and find the information they need quickly. Streamlining the ticket submission process and providing clear, concise instructions will help reduce friction and frustration, encouraging users to explore self-help options before resorting to submitting a ticket.

Improving the visual design and layout of the support site will significantly impact user engagement. By incorporating visually appealing elements, such as thematic designs related to specific games, prominent visuals, and captivating game tiles, users will be more likely to be drawn to the content and feel a stronger connection to the brand.

Ensuring the support site is accessible to all users is of the utmost importance. Adhering to accessibility standards, such as providing alternative text for images, using sufficient colour contrast, and utilizing semantic HTML tags, will ensure that all users, including those with disabilities, could access the support content without any barriers.

Furthermore, the inclusion of helpful features such as a prominent search bar, a "Top Support Articles" section, and a server status message will significantly improve the usability of the support site. These features will empower users to quickly find relevant information, discover popular articles, and stay informed about any service disruptions, enhancing their overall experience.

By implementing these recommendations, the support site will foster a more user-friendly environment, reducing the need for ticket submissions by providing users with the resources they need to solve their issues independently. This will not only save time and effort for users but also reduce the workload for support agents.

Ultimately, the goal is to create a seamless and enjoyable support experience for users. The support site will become a valuable resource to empower users to effectively resolve their queries independently, ultimately leading to higher user engagement, decreased ticket submissions, and increased customer satisfaction.