BRAIN'O'BOT

Case Study

UX UI Designer:
Anita Prosheva

Tools

PROJECT BRIEF

Project timeline

48 Hours - Hackaton

The Product

Desktop version of a game
Mobile version of a game

The research methods that were used in the process: Brain'o'bot competitor analysis, survey, user personas, user journey, user flow.

The goal

Attract people to play the quiz which will let them know what is their future career, or take them to the career quiz by Brainstorer.

Team

Anita Prosheva - Me
Stefan Zafirovski
Elena Budzjanska

My Contribution

UX Research
User Flow
User Journey
Wireframes
Mockups
Prototyping
Final presentation

Problem statement

Brain O Bot is a type of game, in this case a game with tarot cards, that will predict the users future career. The whole project lasted 48 Hours as a Hackaton. The goal of the game is to predict the future career of the user. The game will ask the user questions about themselves and take the Brainstorer career quiz and find out, based in their answers, what their future career path is.
The game needed to have light and dark theme.

Based on the problem, the team and I, started doing the research needed to brainstorm and come up with design ideas for the Desktop and mobile version.

THE DESIGN PROCESS

How can we get the users to play the game that will predict their future, and in the end show them the possibility to go and take the career quiz by Brainstorer and show them the Academies that Brainstorer offers.

We started with a fast brief from the client, letting us know their wants and needs.

"We need a light and dark mode..."

"When the game finishes we want the user to take the career quiz by Brainstor..."

"We want the game to be in a form of tarot card..."

After we created a survey asking people questions about devices and online learning:

Which device do you mostly use?

Do you have any dilemmas and difficulties for choosing your future profession?

Do you play online quizzes and games that tells you your characteristics?

Do you consider yourself capable to get knowledge for a job in some of the IT professions?

PERSONAS

Based on the interview and the survey, we created personas. They are fictional characters that would help us build the user flow of the site and its components.
We created 2 personas. Primary and secondary .

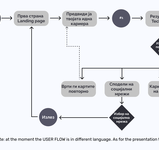
Primary

Secondary

Note: at the moment the personas are in different language. As for the presentation that language was required.

USER JOURNEY

Taking the personas we built based on the users, we put together user journey maps for the primary persona, displaying how they would go thru every stage of the game. This demonstrates the behavior functionality and the key tasks a user might perform. By analyzing and understanding the flow of emotions and the pain points of the user, we can, in the end, be able to add the needed functionalities to include in the interface. As well as think about what kind of user interface the user will need to improve their user experience.



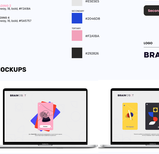
Note at the moment the USER JOURNEY is in different language. As for the presentation that language was required

USER FLOW

Note: at the moment the USER FLOW is in different language. As for the presentation that language was requir

WIREFRAMES

Low-fidelity wireframes act as the initial blueprints for web pages and app screens. They help your design team focus on a page's purpose and functionality by deliberately excluding any specific details like colors, fonts, logos, and exact sizing - all of which can be added later.



DESIGN SYSTEM

A Design System is the single source of truth which groups all the elements that will allow the teams to design, realize and develop a product. So a Design System is not a deliverable, but a set of deliverables

TYPOGRAPHY

HEADING 1
Montserrat, SL Italic #000000
BODY
Montserrat, SL Italic, #F1F5F6

HEADING 2
Montserrat, SL Italic, #FAC4D7

COLORS

#E5E5E5
#C1A0DB
#F1F5F6
#FAC4D7

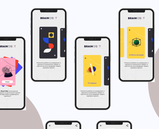
BUTTONS

Primary — Default
Secondary — Default

LOGO

BRAIN'O'BOT

MOCKUPS



CONCLUSION

Based on the research, personas were created, which led to creating their user journey.
After the user journey was created, we started with the wireframes, following the low fidelity wireframes. The basic layout of the page - How the game will begin and end.
Based on this design, the users can have an interaction with the game and a fun and good user experience and learn about their potential future career.
The design of the game is simple and has motion which is interesting for the user and creates a good experience.

BRAIN'O'BOT