BRAIN'O'BOT

Case Study

UX/UI Enthusiast
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 are: Brainstorm, competitor analysis, survey, user personas, user journey, user flow.

The goal

Attract people to play the quizz which will tell them know what is their future career, or take them to the career quizz by Brainstar.

Team

Anita Prosheva - Ре
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 tarrot 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 is made for people who want to know what to take the Brainstar career quizz 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

PROBLEM SPACE

SOLUTION SPACE

How can we get the users to play the game that will predict their future, and in the end show them the possibilitis to go and take the career quizz by Brainstar and show them the Academies that Brainstar 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 quizz by Brainstar..."

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

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

Which device do you mostly use?

Do you have any dilemas and difficulties for choosing your future professsion?

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

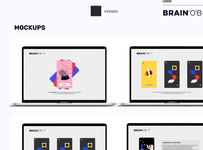
Note: at the moment the personas are in different language. As for the presentation that language was required.

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 behavioral, functionality and the key tasks a user might perform. By analyzing and understanding the flow of emotions, we can identify opportunities to add, fix, or, in the case of this project, the most important 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 required.

WIREFRAMES

Low-fidelity wireframes act as the initial blueprints for web pages and app screens. They help your stakeholders focus on a page's key purpose and functionality by deliberately excluding any specific details like colours, 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:Lora, #000000

HEADING 2
Montserrat, SL:Lora, #FF5A9A

HEADING 3
Montserrat, SL:Lora, #FA67FF

COLORS

#E3C5E5

#C7A6C8

#F2A9BA

#F7A5E5

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 research, the team started brainstorming ideas and creating wireframes, low and high fidelity mockuptures. 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 each is interesting for the user and creates a good experience.

BRAIN'O'BOT