

# *Pint please!*

Oulu Game Lab: AppFarm August 2017

---

Baster Nicole • Casari Ylenia • Li Xiaoyun • Sterritt Calum

Problem: Our customer (PintPlease) is struggling with getting more users for their app and would like to try attract them by adding a gamified feature to their app.

#### Current situation

Currently the app has two gamified features: on one hand the user can collect "pint points" and reach different levels, on the other hand he can collect stickers for achieving different goals.

#### Goals

With our solution we're trying to get the user to use the app more frequently or regularly (in the best case). The main struggle we are facing is to make it more fun to use and motivate the user to come back, without losing the focus of the main purpose of the app.



#### Solution proposal

When the user opens the app he can see "the quiz of the day" on the home screen/or after he slides the first picture to the left. Since it doesn't pop up and doesn't force anyone to play it, users who don't want to play just can scroll away from it and the ones who want to play can access it easily. After the game has been played it disappears from the home screen to avoid distractions, but can still be accessed from the menu.

To prevent the user from getting bored there are multiple categories, which switch throughout the week.

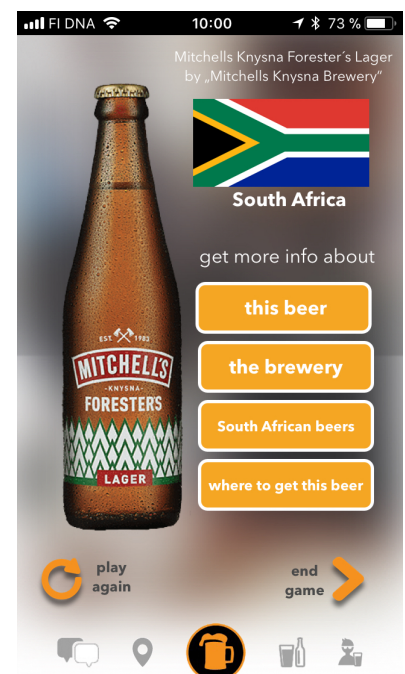
The main idea are quizzes: The user probably doesn't know all there is to know about beer - quizzes are fun to play, you can just try to guess the answer and easily learn new facts.

- |                      |   |
|----------------------|---|
| a) guess the brand   | A logo shows up on the screen (it could be blurry or missing a part) and the user has to guess the name of the brand/beer it belongs to. After he has answered the full logo shows up on the screen.  |
| b) guess the photo   | The user gets to see pictures of famous breweries, beer-ingredients, pubs in his area .... and has to guess the name/what it is. It would be probably also possible to do this with videos: show beer commercials (blur out the frames where the logo is visible) and let the user guess which beer it advertises. This also gives PintPlease a good opportunity for collaborations with other companies. |
| c) guess the country | The user gets to see a beer bottle and has to guess the country of origin   |

- |                                     |  |
|-------------------------------------|--|
| d) which one doesn't fit the group? | The user gets to see four pictures or words and has to decide which one doesn't fit the group.<br><br>Example: Ottakringer, Becks, Wieselburger, Stiegel, (except for Becks all beers are Austrian)  |
| e) right order                      | The user gets for example the names of four breweries and he has to try to put them in the right order (e.g. oldest-youngest, biggest-smallest). Also possible to do with steps of brewing, amount of sold bottles, beer consumption per capita...   |
| f) know your friends                | The user gets to see three beers he hasn't tried yet (based on his profile) and choose the one he is most likely going to try next. A friend then has to guess which beer the other choose.  |
| g) guess the number                 | In this quiz-version the user doesn't just choose an answer, he has the option to type something in.<br>Example: "How much beer has Heineken sold the past year?"; "How much does the most expensive beer cost" - the user has to guess the number. When he plays against a friend the one who guessed the better number wins the round. |
| h) funfacts<br>fun questions        | The funfacts-category is just to loosen up the game and add even more fun to it.   |

Especially the first three types (a, b, c) give PintPlease many opportunities for collaborations with other companies. Also many of these games can lead the user towards a specific beer the app can recommend to him after he has played. Since it is important to not make PintPlease a game-app but just an improved version of itself it is important to encourage the user to get to know new beers. This would be achieved by buttons following the game (see picture to the right for better understanding)

After the user has played a game or quiz category once he can find it under "quiz" (in profile-menu on the left) and play it as often as he wants. By using the app frequently he unlocks more categories in his collection. We would also like to connect the new feature to the already existing levels and stickers. You get points for playing the games and if you play them regularly, achieve high scores etc. you also can receive stickers. This is another way to motivate the user to frequent use. Also the option to look up the personal score in the friends-rank and the global rank creates a more competitive atmosphere and most importantly more motivation to play.



It would also be possible to play the quiz with friends you are sitting at the pub with. On one hand there is a general game you could play at home as well, on the other hand there are special

categories of the quiz you can unlock when you sit at a specific pub (area-restricted game). This creates another option for PintPlease to collaborate. In addition there could also be seasonally restricted quizzes and specials: Christmas, Easter, user's birthday ...

---

After making a prototype and validating it this is the feedback got (5 testers):

## **I. GENERAL QUESTIONS:** the get to know the user's behavior and habits

- Do you drink beer, how often?

Four of the testers drink beer quite often (3-4 times per week), one tester doesn't drink beer (because he doesn't like it)

- Do you go to a bar to drink beer? Do you play mobile games in the bar / do you use your phone while you are in the bar?

Four of the testers go to bars, but the don't use their phones while they are there, because they feel it is rude to use the phone while they are there with their friends. The fifth tester doesn't go to bars.

- Have you ever used a quiz-app? Which one and why do you like it?

All of the testers have used a quiz app before and liked it for following reasons: it is easy to learn something new from the questions, they can improve their ranking easily, most of the quiz-app interfaces are creative and fun to use, interesting reward systems, personal interest about the topic of the quiz... The reasons why they uninstalled were: no new features, didn't like the reward system, feeling pressure because of losing.

- Where do you get to know new beer?

Mostly suggestions from friends, bartenders or by trying different (local) beers while abroad, different types of beers.

## **II. QUESTIONS ABOUT THE PINTPLEASE-QUIZ**

User Interface: the testers liked the simplicity of the design but would like to see more animations

Quiz 1 (basic quiz): three testers selected their answer and waited for the right answer (they did not recognize the "next"-button), they would prefer to see the right answer immediately  
note: we did the button on purpose, since this gives the user the opportunity to change his answer before he continues

Suggestions after testing: setting different levels for the first quiz to control how hard the questions are, having the opportunity to get a hint; the harder the quizzes get maybe a time-limit could be added

Quiz 2 (guess the country): one tester found the "play again button" confusing (didn't understand if it was about playing a new game or replaying the same again), the interface of this quiz got positive and negative feedback

Quiz 3 (guess the brand): the testers liked this quiz-type the most, because it was quick and easy to play since logos are something they remember easily

The testers would like to see detailed statistics (personal-local-global) and a ranking. They also expect an interesting reward system, for example vouchers for trying out a new beer in their favorite pub etc. Also the option to challenge a friend is something they wished for.

### III. CONCLUSION on testers/users



#### Tester's suggestions:

##### User Interface

- change "play again"-button to "new game"
- add more animations, "cute design"
- do more research about usability of quiz 1

##### Questions

- Reduce difficulties of quiz 1 by adding hints, setting difficulty level, adding categories for questions or adding questions of users' preference

##### Features

- add statistics and rankings
- build a good reward system
- add challenge-mode to the quiz
- GENERAL: improve user's record of tasted beers and wishlist

## SCREENSHOTS OF THE PROTOTYPE

Link to the prototype: <https://projects.invisionapp.com/share/4ED2U66SP#/screens>

