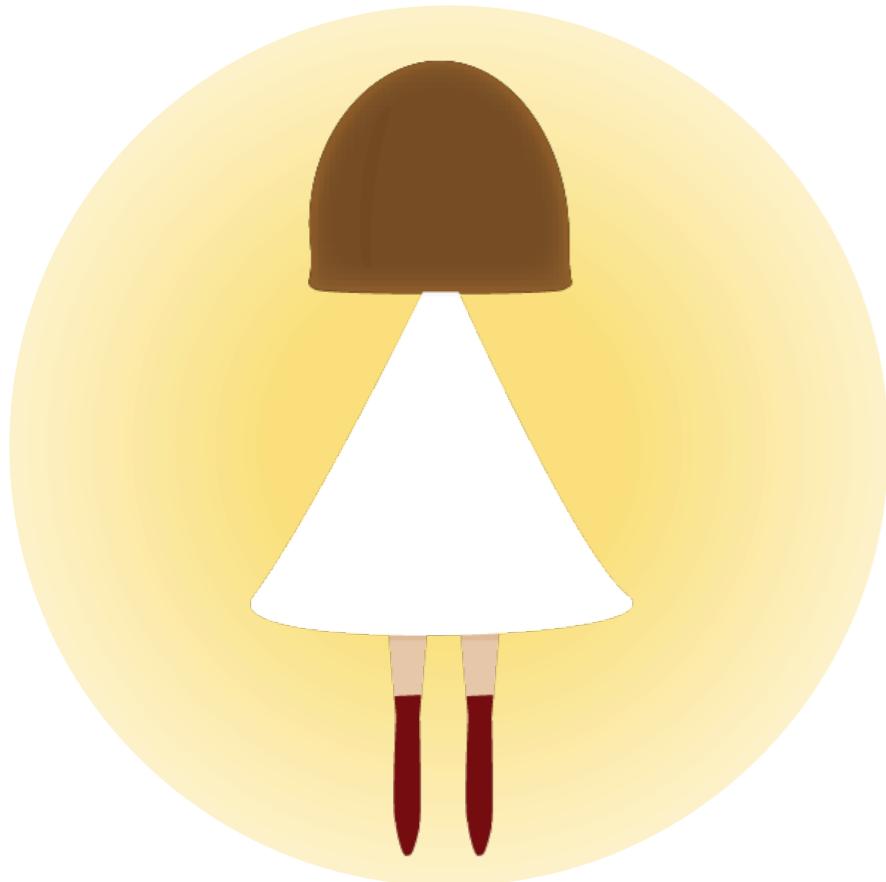


# AMY'S JOURNEY

HACK-A-THON 2015



DESIGNER MELISSA TANG DAISY YI WANG  
DEVELOPER MINAL KONDAWAR JEREMY DEFOSSETT  
SCHOOL OF INFORMATICS AND COMPUTING INDIANA UNIVERSITY BLOOMINGTON



This is Amy's first day in college. She wants to make some new friends here. However, Amy is very shy and don't know to do.

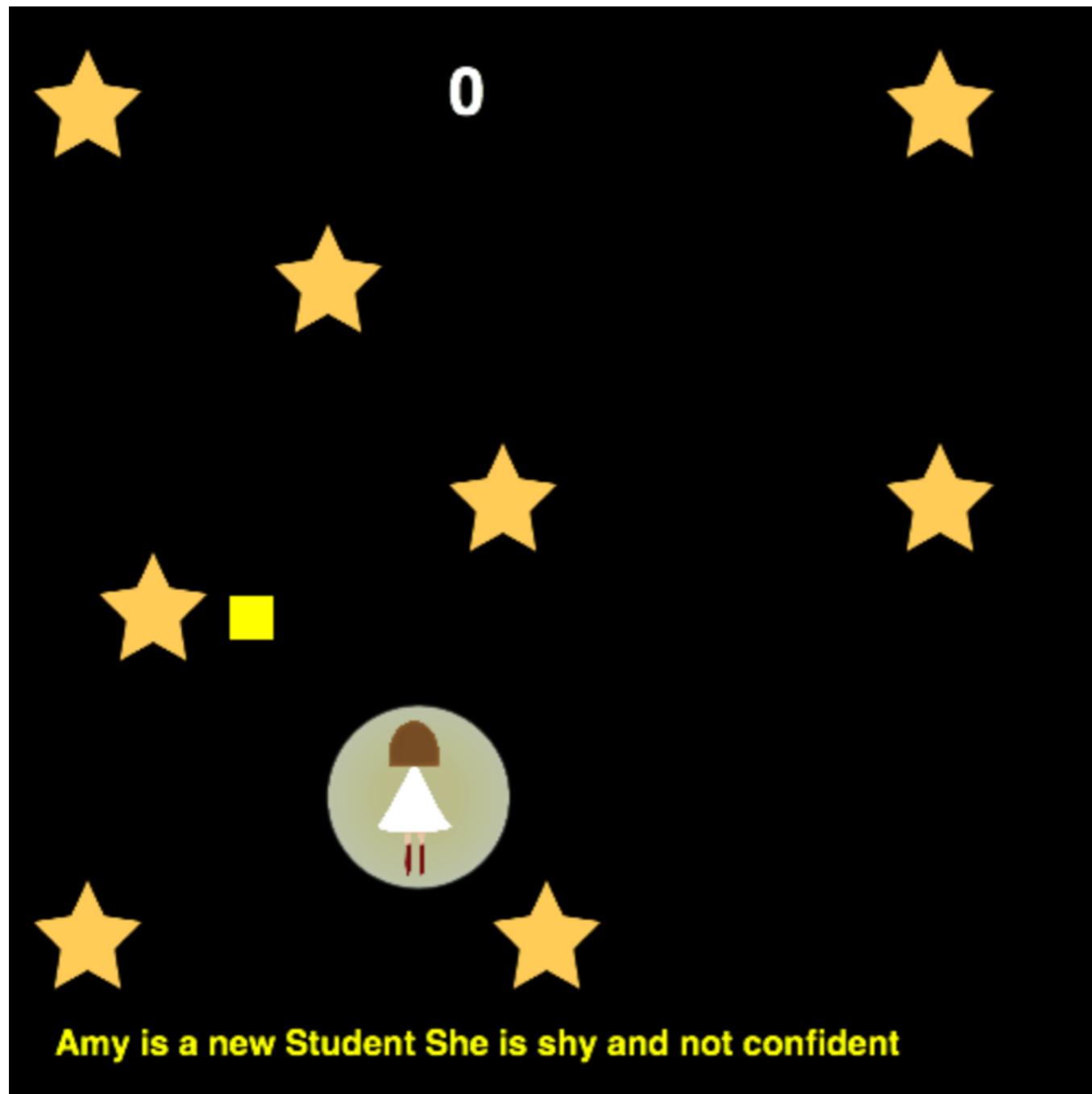
With a little courage, she tries to find someone warm and nice. Like everyone else, she wants to feel acknowledged and valued by others. She need to collect those warm light from others to support her explore her new life.

Let's help her together!

### GAME LINK:

<http://ella.ils.indiana.edu/~mkondawa/hackthon2015/game/team6.html>

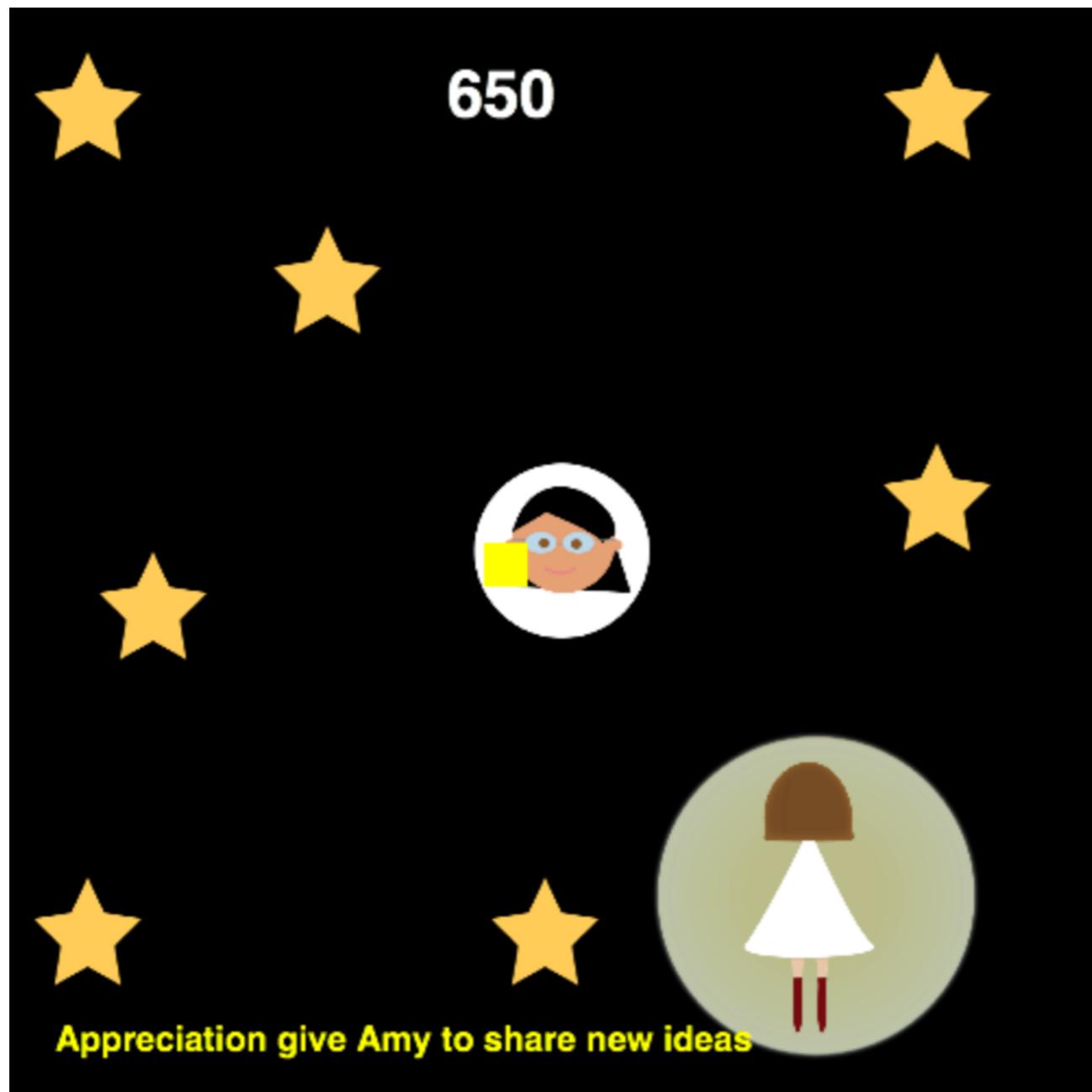
# HOW TO PLAY | TUTORIAL



Let's Explore This Place  
With Your Arrow Keys!

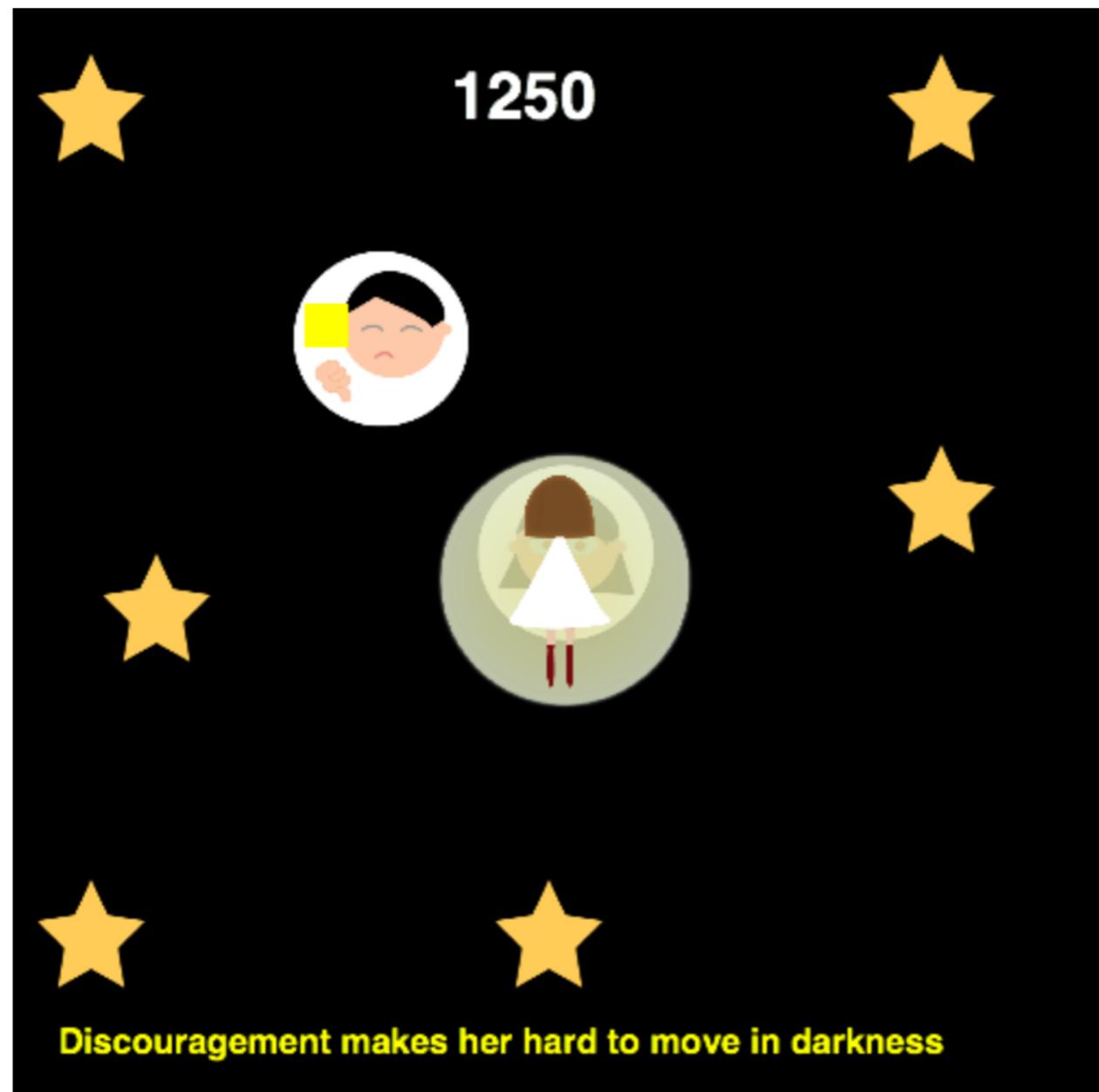
The Yellow Square Represents  
Your(Amy's) Position.

## HOW TO PLAY | TUTORIAL



If Amy Meet Some Nice People,  
She Will Be Happy. Her Surrounding  
Light Would Be Bigger. The Score Will  
Increase.

# HOW TO PLAY | TUTORIAL



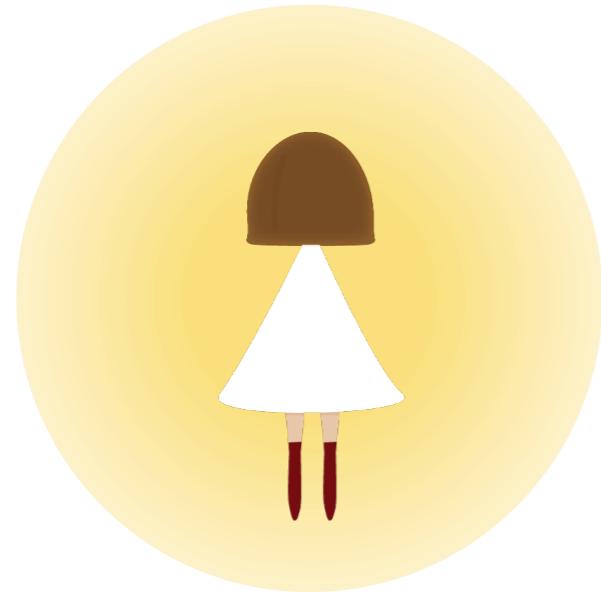
If Amy Meet Some Indifferent People,  
She Will Feel Bad. Her Light Will Diminish.  
The Score Will Decrease.

## Micro Affirmations

A Small And Brief Interaction Can Make A Difference

Build a connection between the game and people's real life.  
Educate the concept of micro affirmations subconsciously.

# THE WHY | RATIONALE



Amy

.....



Photo Credit: Shane Adams

Online Game Player



.....

People Amy Meet On Her Journey



Photo Credit: Stefano Leotta

People In Your Life

Scenario - Based Metaphor

## THE WHY | RATIONALE

In This Game, Lights Represent Love And Hope. These Micro Affirmations Encourage Amy. They Make Amy Stronger. Her Visible Range Will Become Bigger. If Amy Collect Enough Light, She Would Win.

On The Other Hand, If Amy Feel Disrespected Or Unvalued, Her Confidence Will Be Hurt. The Light Will Diminish.

## What Is The Score In The Top?

It reflects Amy's confidence value.

## What Are The Browser Requirements To Play Amy's Journey?

IE, Firefox, Chrome

## WhY The Score Keep Increasing?

Sorry, there's a bug. We are working on it now. You can move on to other place after you encounter someone.

## WhY Do You Use The Square To Represent Amy's Position?

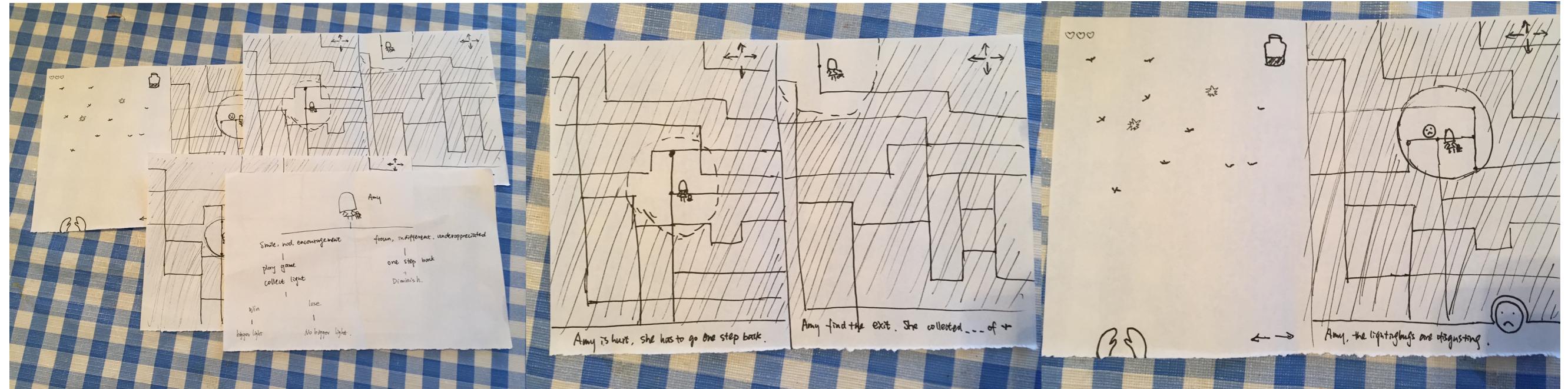
Sorry, now we cannot find the solution to combine the yellow square and Amy. we are working on it.

How Did We Achieve This?

## STEP 1 TARGET GROUP

College-aged students in technology and tech-related fields.

# STEP 2 INITIAL IDEATIONS



# STEP 3 CONCEPT TEST

## User Test

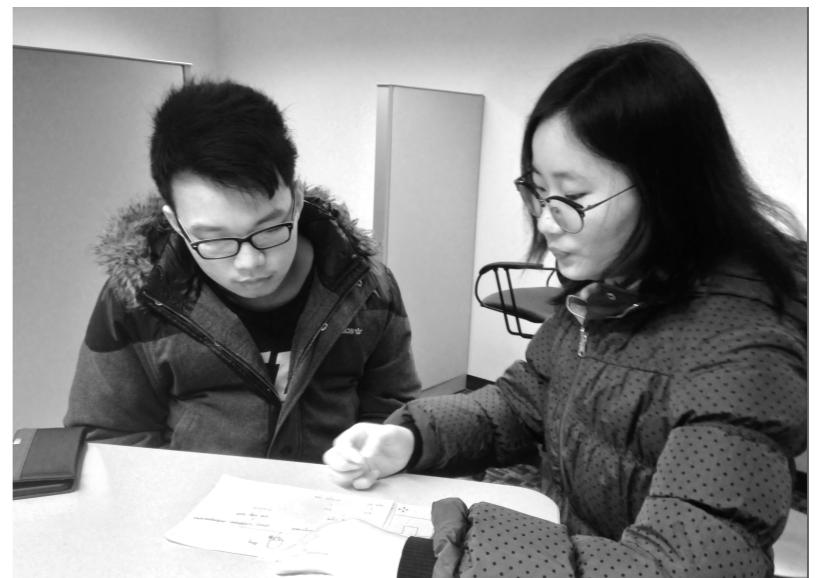
College Student, Male

- ▶ “I Can See The Connection Between This Game And The Real Life”
- ▶ Would Like To Recommend This Game Concept To His Friend
- ▶ Would Like To See More Details About This Game
- ▶ Understand The Educational Purpose Of This Game And Think The Idea Is Appropriate For Teenagers



College Student, Female

- ▶ Think The Lightning Bug Idea Is Cute
- ▶ Like The Whole Idea
- ▶ Would Recommend To Friend
- ▶ Can Understand The Metaphor Behind The Game
- ▶ “The Change Of The Circle(Visible Range) Is Like Our Real Life”



# STEP 3 CONCEPT TEST

## Heuristic Evaluation

Game Designer, Student, Hardcore Player

- ▶ Enjoy The Whole Idea
- ▶ Encourage Us To Develop The Dialogue. For Example, Amy Can Not Only Get The Encouragement From Stranger But Also Give Encouragement To Them.
- ▶ “You Can Expand The Affirmation. Amy Can Get Wisdom, Advises, Greeting, Free Hugs Or Even Candy From Other People.”

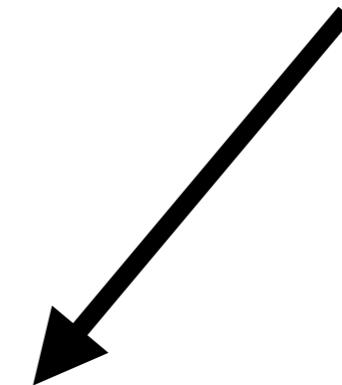
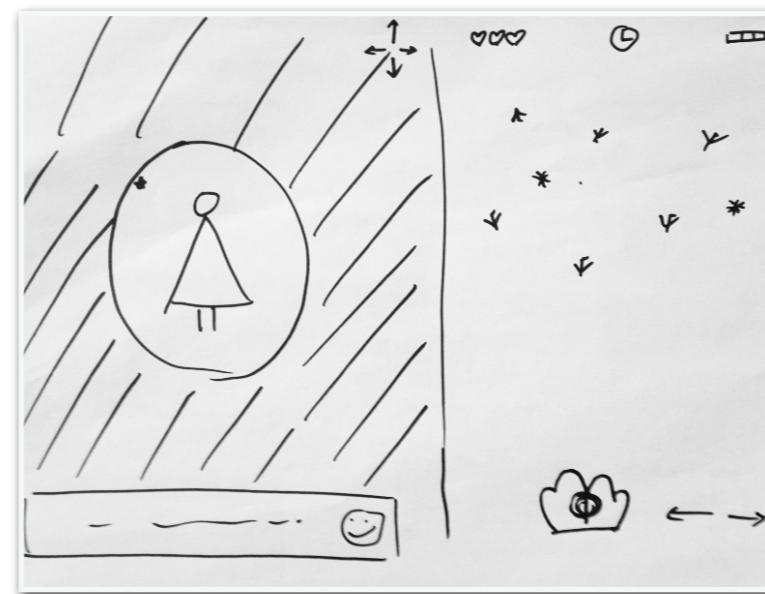
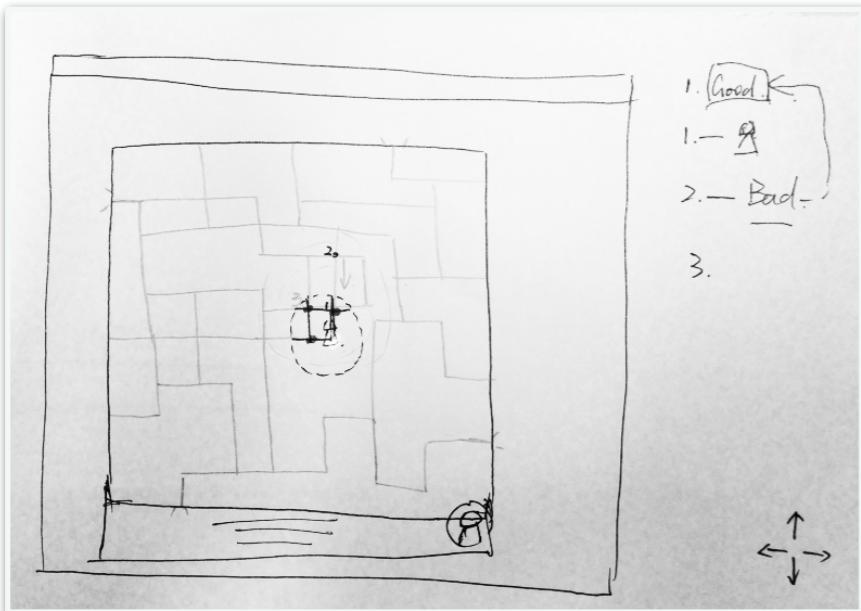


Ux Designer, Student, Game Player

- ▶ A More Clear And Detailed Flow Of The Concept Is Needed.
- ▶ Suggest To Consider About The Difficulty Level Of This Game
- ▶ Can Consider More About How To Make This Game More Fun And Attractive



## STEP 4 ITERATIONS



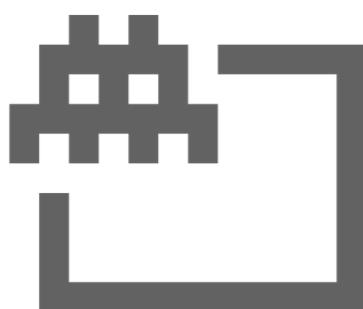
## STEP 5 FUTURE STRATEGY



Customized the character Amy with your own story background in the game setting to build a stronger connection between the game and the player.

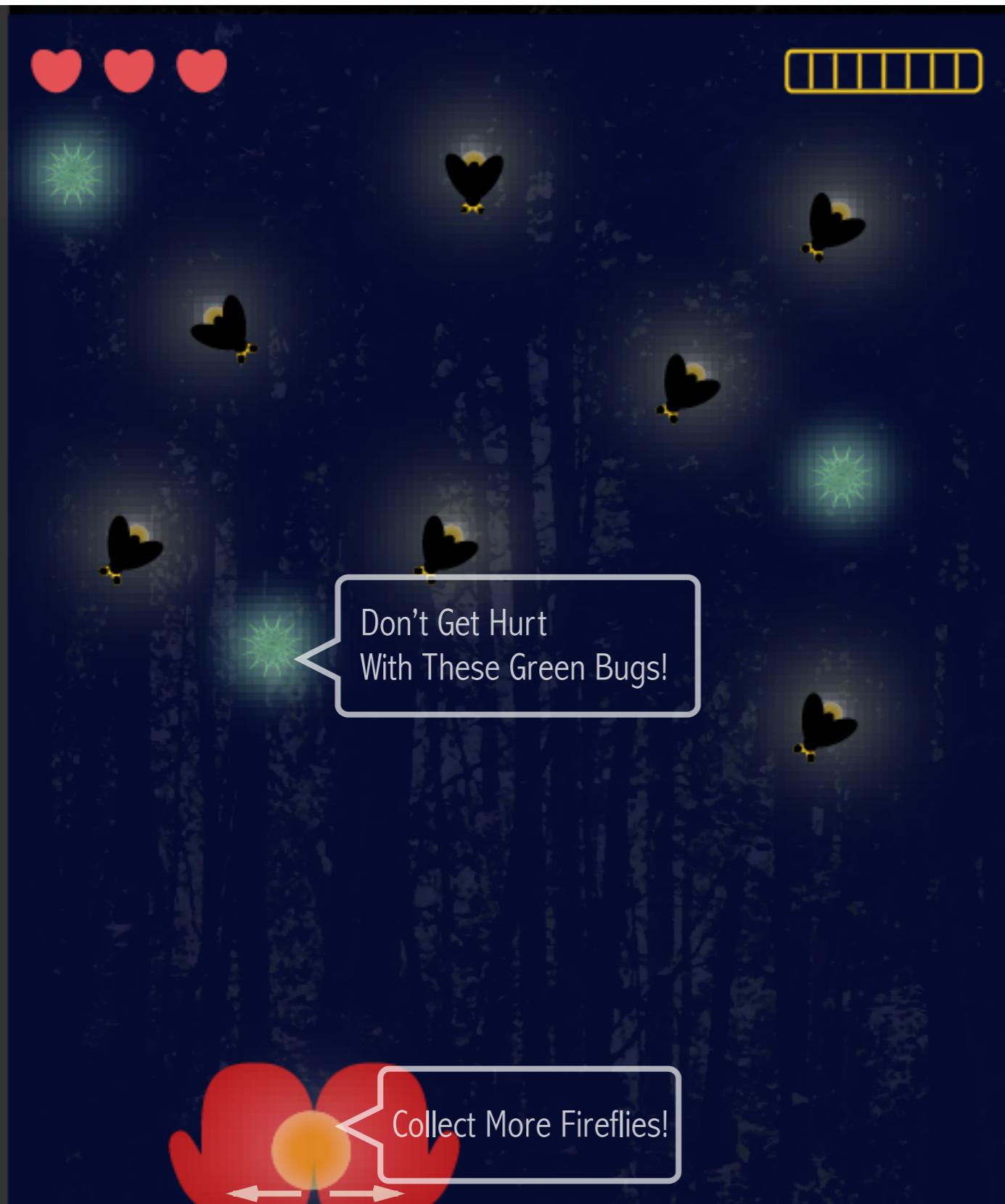


Social features of the game, Amy can collect her hope with others. Players can play the game with their friends and help out Amy together.



Develop more inclusive and exclusive scenarios/challenges for Amy to enrich her journey of collecting light of courage and also make the game more fun and worth exploring.

## STEP 5 FUTURE STRATEGY



### INCREASE COMPLEXITY OF THE GAME

If Amy meets someone nice and warm, she can play another game. In this game, Amy move her hand and she can collect more light from these beautiful fireflies.