



# Application Definition Statement

A concise, concrete declaration of the app's main purpose and its intended audience

## Purpose or Main Intent

A web and mobile applications that helps board game enthusiasts to find board game reviews and discover new board games from the reviews rating and filter features.

## Description of Intended Audience

Board game enthusiasts looking for new games, or looking for reviews on potential game purchases.

## Core Functionality

Board game discoverability, and allow users to find quality reviews on a wide variety of board games. Wide variety from the classic family games to the more strategic and difficult to find games from all over the world.

## Feature Set

- Search function for board games
- Filter search results by:
  - Classic Family Games
  - Children Games
  - Genre (Cooperative, Competitive, Strategic)
  - Skill level (Beginner, Intermediate, Advanced)
  - Number of Players
  - Rewards (if any)
  - Rating
- Library that stores favorite reviews
- Wish List of games to add to personal collection
- View Detail list of games and reviews
- New User / Forgot Password or Login / Login Feature

## Nice to Have

- Share Wish List / Favorites with friends and family via social media or email
- Forum or Blog access that registered users and regular contributors can add entries to regarding new games, game mechanics, share local gaming group get-togethers and other board game related topics.
- Ability to favorite and follow specific reviewers.
- Geo-location enabled so that users can find retailers local to them that might carry the game.

## Primary Persona

### Ryan Meisen



“I would really like an app or website I can go to get the current reviews on the latest Euro board games and their mechanics. I want to make sure I’m not getting games that my board game group would enjoy and detailed reviews go a long way!”

Ryan is an avid board game enthusiast. He likes to try the newest most challenging strategic board games from all over the world. He tends to favor the board games from Europe, especially Germany. He likes to find new and challenging games he can introduce to his friends and board game group that he meets up with regularly. He likes to do the research first before buying a game. He’s great at web browsing, but finds that some reviews come from people that are clearly not avid gamers and don’t give the level of feedback he’s looking for. He also would like to be able to share the information with his board game group to see if it’s something they would be interested in. He prefers mobile applications because if he’s out and about and sees an interesting game on the shelf, he’d like to be able to look up the review right away to help determine if he wants to buy the game.

Characteristics	Influencers	Pain Points
Age: 30 Education: College / Bachelors Job Title: IT Supervisor Tech Familiarity: High Tech Usage: Daily Platform: Android, iPad, Windows/PC	<ul style="list-style-type: none"> <li>A fast way to get precise reviews when he needs them.</li> <li>A way to save or favorite games he reads positive reviews for so he can bring up the list when he’s out shopping for new games.</li> </ul>	<ul style="list-style-type: none"> <li>Not enough reviews on the games he’s looking for.</li> <li>Not enough high quality reviews that give detailed information.</li> </ul>



## Scenarios

**Goal:**

Find latest reviews on Euro (European) board games

**Method:**

Ryan loads the mobile or desktop app. He then filters board games based on locations and begins skimming reviews for European games. When he finds one he likes, he favorites it and searches for others until he has refined his search to a few games he is interested in.

**Goal:**

Share review and information with board game group friends

**Method:**

Upon finding reviews for games he finds informative, Ryan favorites the specific review then using his specific user panel (which holds his favorites) he can choose a way of social sharing these reviews; either by Twitter, Email, or Facebook.

## Secondary Persona

### Rose Rogers



“Board games are a hit at our family events. It’s nice to have games that entertain everyone from the kids to the adults. I rely on good reviews to make sure I’m getting games that everyone would enjoy.”

Rose tries to keep up with technology but tends to steer towards sites and applications that are easy to use and navigate. Her family enjoys events together and they find board games to be a hit at family gatherings. She likes to find fun new games that can entertain the children as well as the adults and relies heavily on good reviews so her chances of picking games that everyone will enjoy are higher. Sometimes when she’s in a rush she likes to see the 5 star rating systems. The game needs to have at least 4 out of 5 stars.

Characteristics	Influencers	Pain Points
Age: 52 Education: Some College Job Title: Executive Administrative Assistant Tech Familiarity: Moderate – Likes to explore if it’s easy to use Tech Usage: Daily Platform: Windows/PC, iPhone	<ul style="list-style-type: none"> <li>• <i>Easy way to find games based on reviews.</i></li> <li>• <i>Need to find casual friendly games with a quick learning curve.</i></li> <li>• <i>Need to find games that all age groups of her family would enjoy.</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Any difficulty is use of site/app. Easily frustrated.</i></li> <li>• <i>Doesn’t want to be forced to login. Would like to be able to just browse.</i></li> </ul>

### Scenarios

**Goal:**

Cursory search for an overall idea of what games would be available for her family events, centered on high ratings and casual friendly.

**Method:**

Open application, chooses to browse highly rated, family friendly games (bypassing login). Browses based on review ratings, and within her criteria of “casual, family friendly”.

**Goal:**

A deeper search to find specific game for family events .

**Method:**

Upon finding games matching her criteria of 4-5 star rating and casual / family friendly she chooses specific games and reads reviews in detail until she finds one she thinks her family will enjoy.



# Use Case Diagram

*Insert use case diagram created in Illustrator.*

