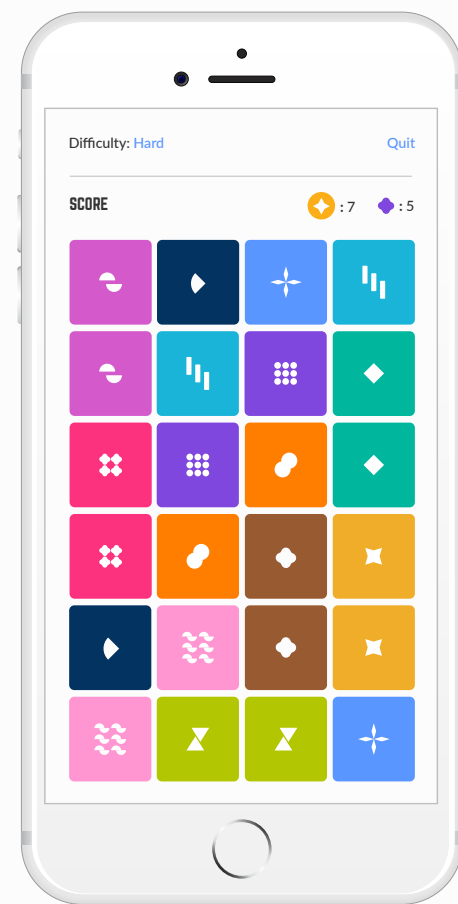
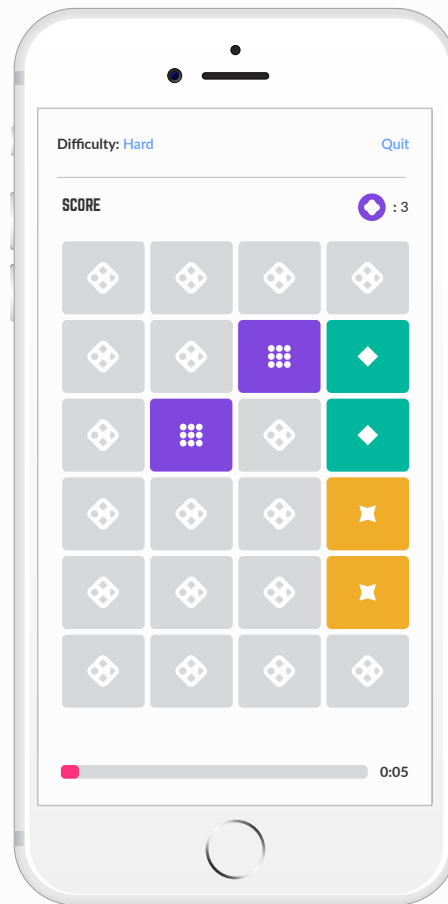
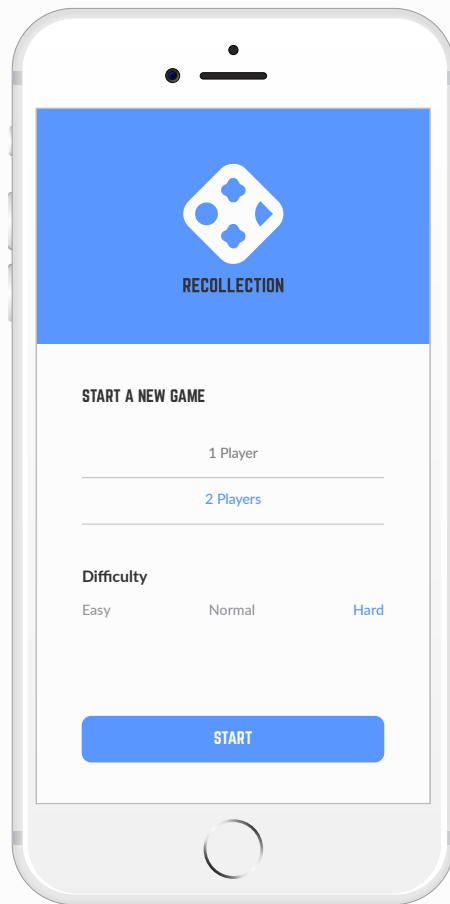
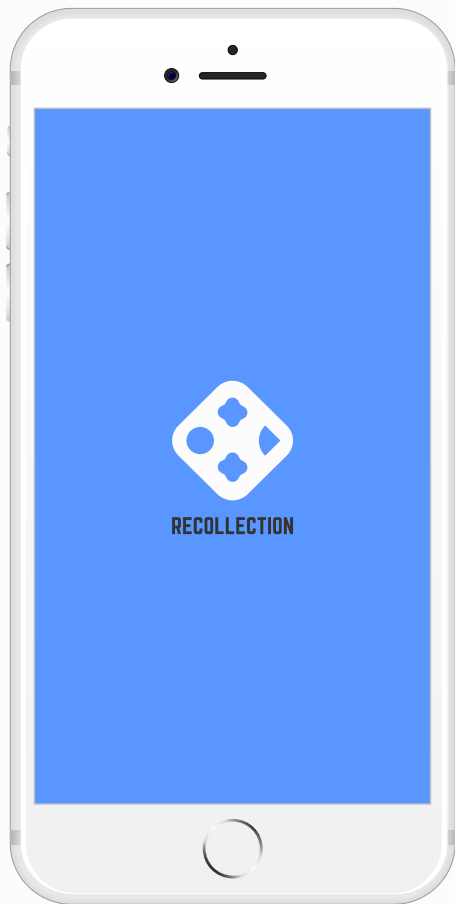




RECOLLECTION

Academy of Art University
Samuel Morgan
Sara Lundberg
WNM 300 01: Interactive Applications
Spring 2018



MARKET RESEARCH

MIND GAMES AND BRAIN TRAINING

Your brain has the ability to learn and grow as you age — a process called brain plasticity — but for it to do so, you have to train it on a regular basis. Brain exercises improves our working memory for people of all age groups. Keeping your mind active is as important as physical exercise and using brain training can help you stay fit mentally.

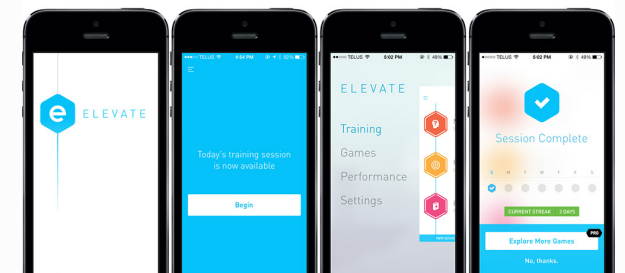
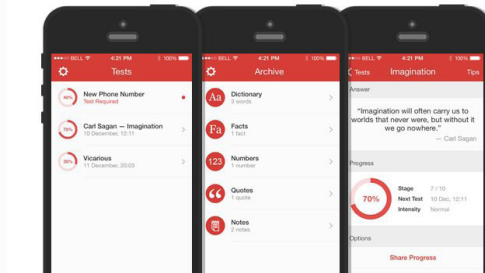
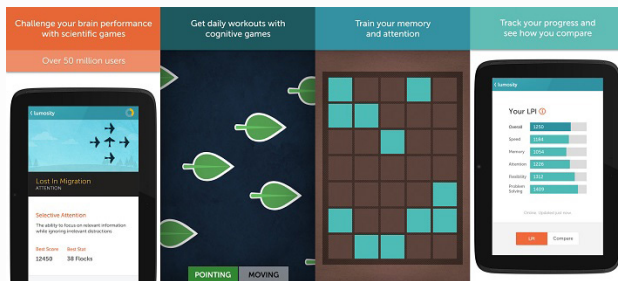
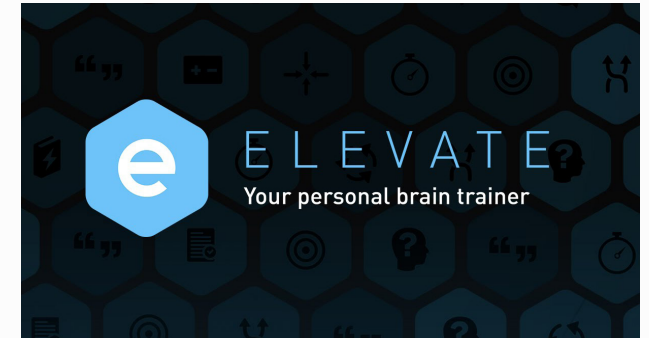
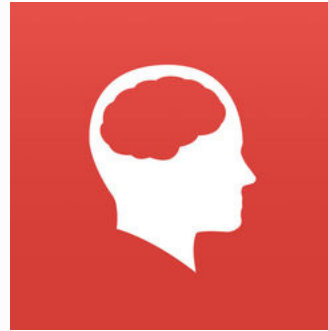
- Helps to enhance other brain functions
- Helps to boost the brain and reduce the memory loss
- Memory games are best brain exercises
- Increase Short Memory
- Improves Creativity

dailyburn.com/life/tech/train-your-brain-apps/

www.health.harvard.edu/mind-and-mood/train-your-brain

www.plumcards.in/general/benefits-playing-memory-games/

COMPETITORS



LUMINOSITY

Focus on memory, attention, problem solving, processing speed or flexibility of thinking. The games are played against the clock and change every time.

EIDETIC

The eidetic memory is an ability to recall images, sounds or objects in memory with high precision for a few seconds. Eidetic gives you an opportunity to exercise your eidetic brain.

ELEVATE

Elevate focus to improve attention, speaking skills, processing speed, memory, math skills. Each person is provided with an own personalized training program that adjusts over time to maximize results.

PROBLEM



PROBLEM

“Stress and anxiety are among the most pressing and far-reaching public health problems we face,” says Tracy Dennis, Ph.D, professor of psychology at Hunter College. “Mental changes affect every part of our lives: physical health, sense of well-being, work, educational productivity and community involvement.”



GOAL

To get even more people to do brain exercises in order to train their brain for a healthier lifestyle.



SOLUTION

To create a brain training application that is simple yet still unique with rules that makes it original. No signup is required and players have the option of playing solo or competing against others.

TARGET DEMOGRAPHICS

OVERVIEW

Allen Bevens, a Google researcher shares insightful information in a recent article, "Who plays mobile games?". Bevens places players on a spectrum which includes casual gamers, hardcore gamers and everyone inbetween. Findings conclude that the most common age range shared between casual and hardcore gamers is 26-45 years old. However, the data also shows that casual gamers are mostly female while more serious gamers are dominantly male.

TARGET AUDIENCE A

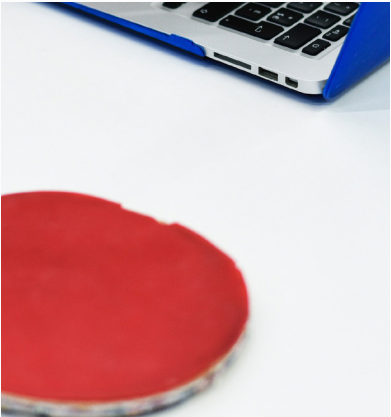
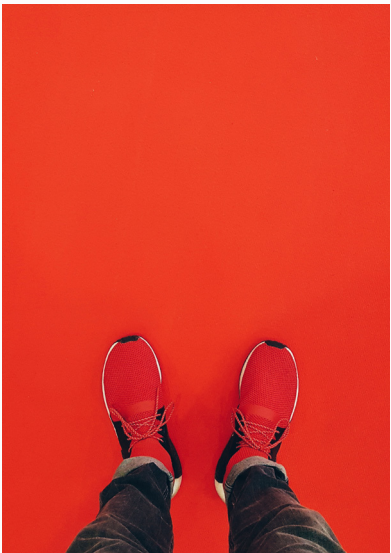
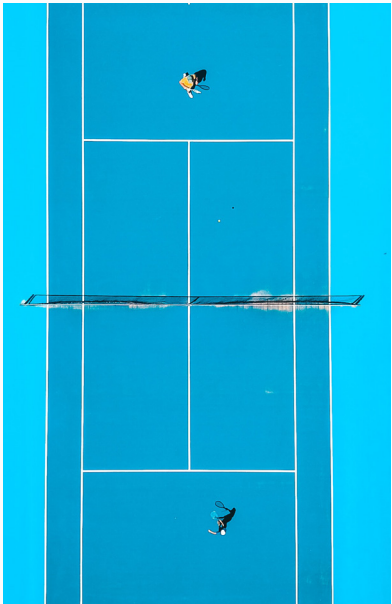
Age: 26-30 (Millenials)
Gender: Female

TARGET AUDIENCE B

Age: 35-45 (Generation X)
Gender: Female

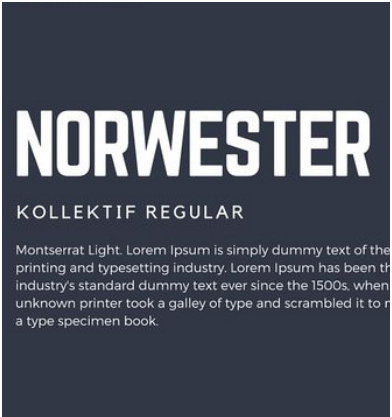
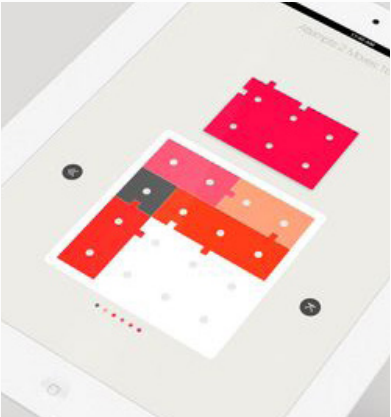
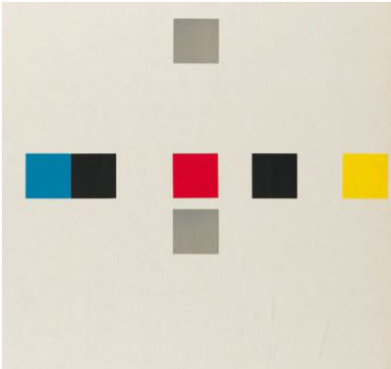
MOODBOARD

MOODBOARD




STYLEBOARD

STYLEBOARD




DESIGN PROCESS




1 player

2 players

Classic memory ▾



Player 1: 0



Player 2: 0

< Menu

Classic memory

15 Levels

1

2

3

4

5

6

7

8

9

10


11

12


13

14

15



Player 1: 0




Player 2: 0


< Payer 1

Level 1

4 Cards



Player 1: 1




Player 2: 1


< Payer 2

Level 2

6 Cards



Player 1: 11



Player 2: 5

< Menu

Classic memory

15 Levels


Congratulations

Player 1 Wins!

Continue to Advance memory >

Quit Game ×

HIGH FIDELITY COMPS



RECOLLECTION

START A NEW GAME

1 Player

2 Players

Difficulty

Easy

Normal

Hard

START

Difficulty: **Hard**

Quit

SCORE

♦ : 1 ♦ : 3

♦	♦	+	♦
♦	♦	■	♦
♦	■	♦	♦
♦	♦	♦	♦
♦	♦	♦	♦
♦	♦	♦	♦
♦	♦	♦	+

Difficulty: **Hard**

Quit

SCORE

♦ : 7 ♦ : 5

♦	♦	+	♦
♦	♦	■	♦
♦	■	♦	♦
♦	♦	♦	♦
♦	♦	♦	♦
♦	♦	♦	♦
♦	♦	♦	♦

Difficulty: **Hard**

Quit

SCORE

♦ : 1

♦	♦	♦	♦
♦	♦	♦	♦
♦	♦	♦	♦
♦	♦	♦	♦
♦	♦	♦	♦
♦	♦	♦	♦
♦	♦	♦	♦

1:00

Difficulty: **Hard**

Quit

SCORE

♦ : 12

♦	♦	+	♦
♦	♦	■	♦
♦	■	♦	♦
♦	♦	♦	♦
♦	♦	♦	♦
♦	♦	♦	♦
♦	♦	♦	♦

0:30

GAME CONCEPT

GAME CONCEPT

OBJECTIVE

Recollection is a memory game designed for either one or two players to participate in. The objective is to find a series of pairs of matching shapes on a game board.

SINGLE PLAYER

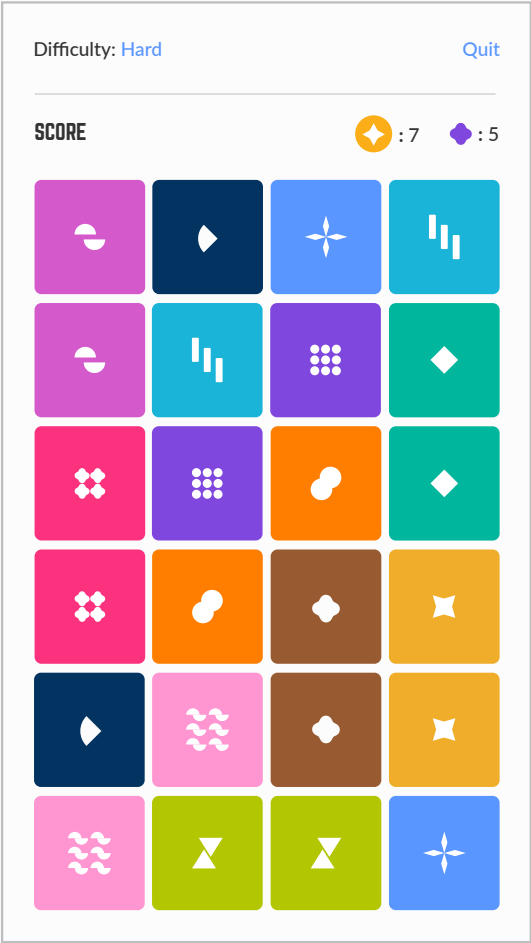
In single player mode, the main goal is to find each matching pair of shapes before a timer runs out. If the player is successful, they win the game. Loss of a round occurs when any shapes are unmatched when the timer expires.

TWO PLAYER

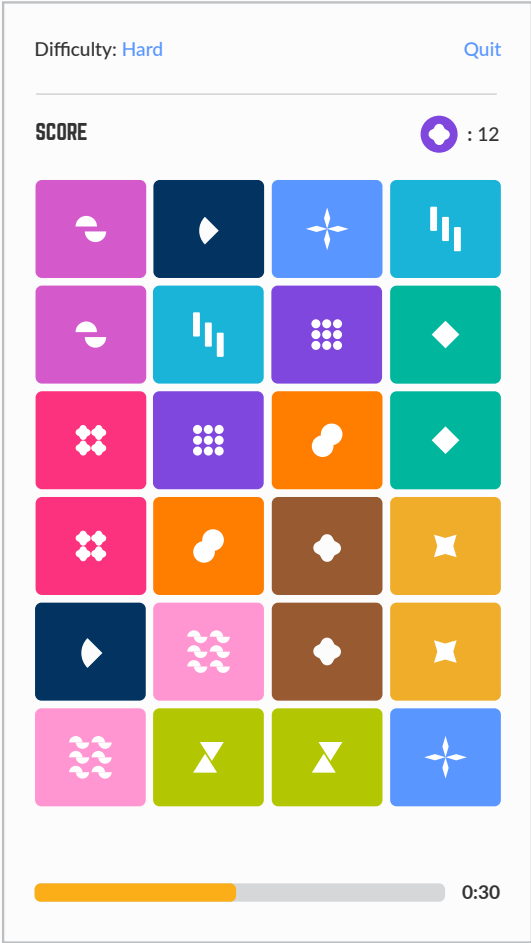
Two player is a mode in which two players compete against each other. The players take turns matching shapes and the winner finds the most pairs when the gameboard is full.

DIFFICULTY LEVELS

HARD DIFFICULTY

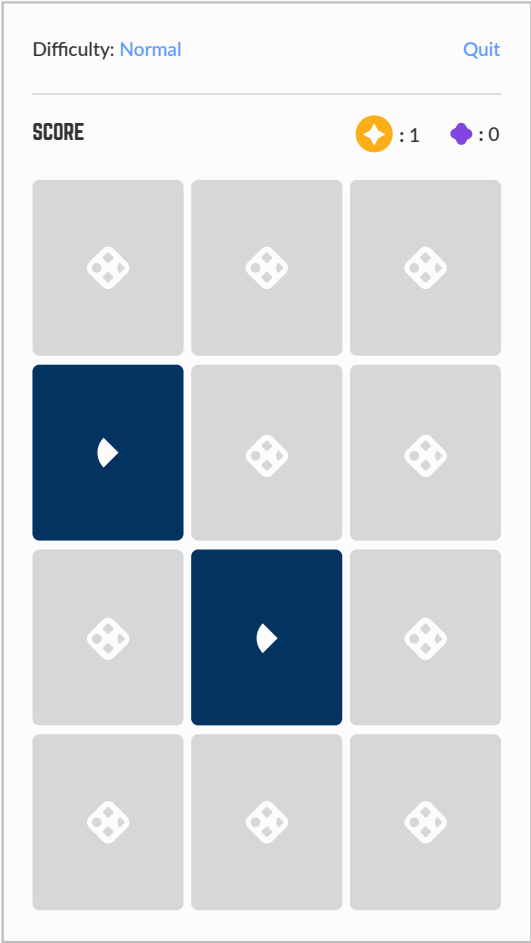


In 2 player, gamers play on a 24 square board. The winner is whoever finds the most matching pairs when the board is full.

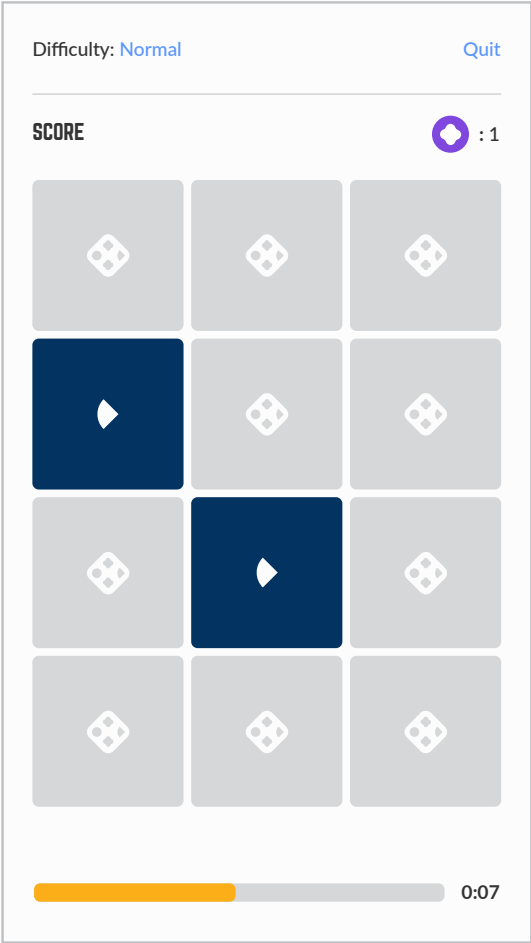


In 1 player, a gamer plays on a 24 square board. The game is won if the player finds all pairs before the 1 minute timer expires.

NORMAL DIFFICULTY

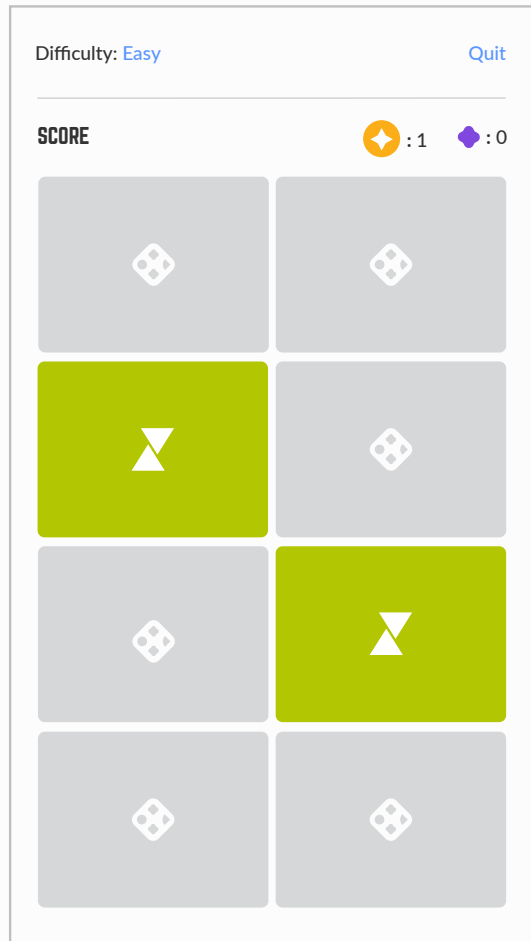


In 2 player, gamers play on a 12-square board. The winner is whoever finds the most matching pairs when the board is full.

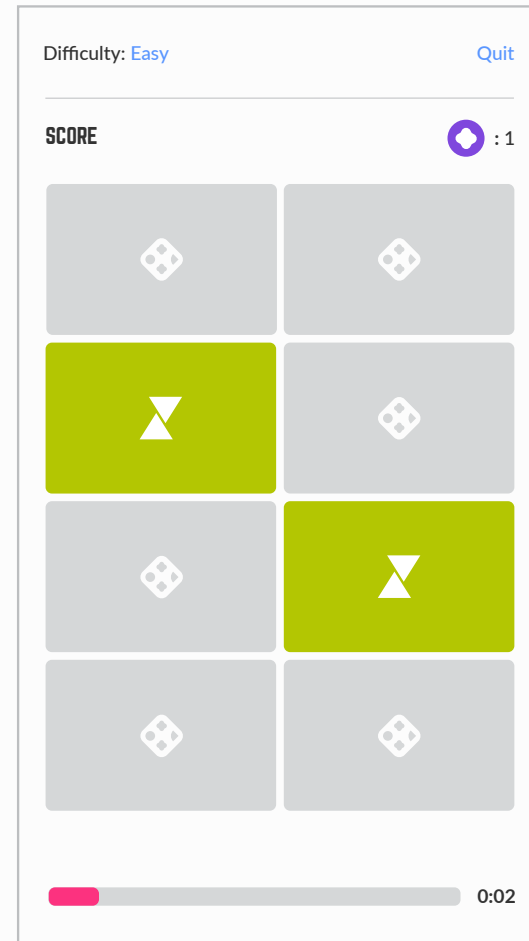


In 1 player, a gamer plays on a 12-square board. The game is won if the player finds all pairs before the 15 second timer expires.

EASY DIFFICULTY




In 2 player, gamers play on a 8-square board. The winner is whoever finds the most matching pairs when the board is full.



In 1 player, a gamer plays on a 8-square board. The game is won if the player finds all pairs before the 10-second timer expires.

WALKTHROUGH

WALKTHROUGH



RECOLLECTION

START A NEW GAME

1 Player

2 Players

Difficulty

Easy Normal **Hard**

START



First, the players have the option to choose between single, or two player mode and can pick from easy, normal, or hard difficulty.

























WALKTHROUGH

Difficulty: Hard

Quit

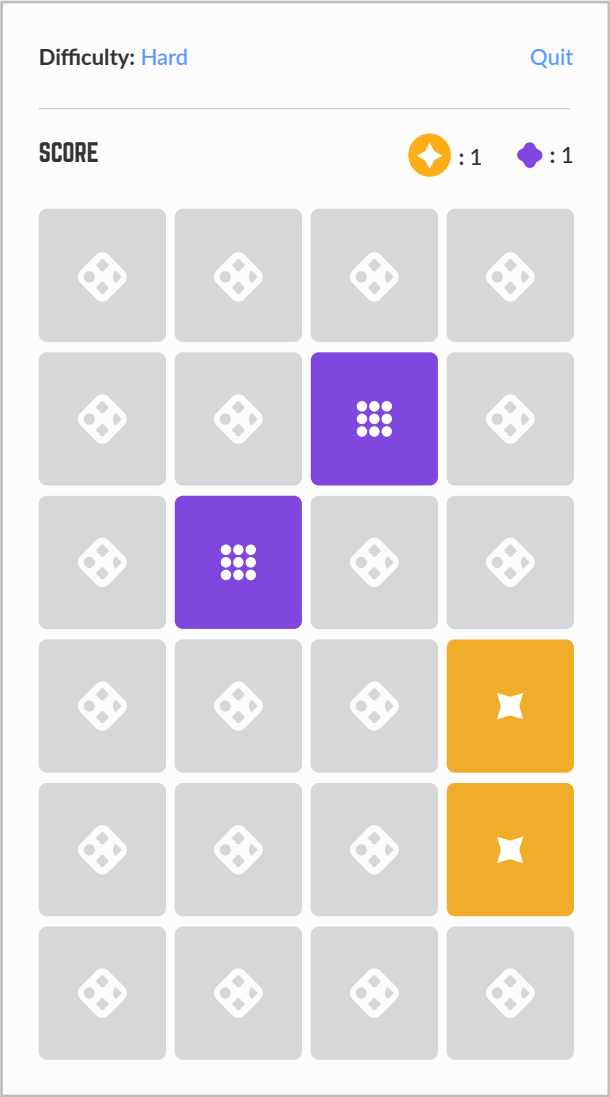
SCORE

 : 0  : 1

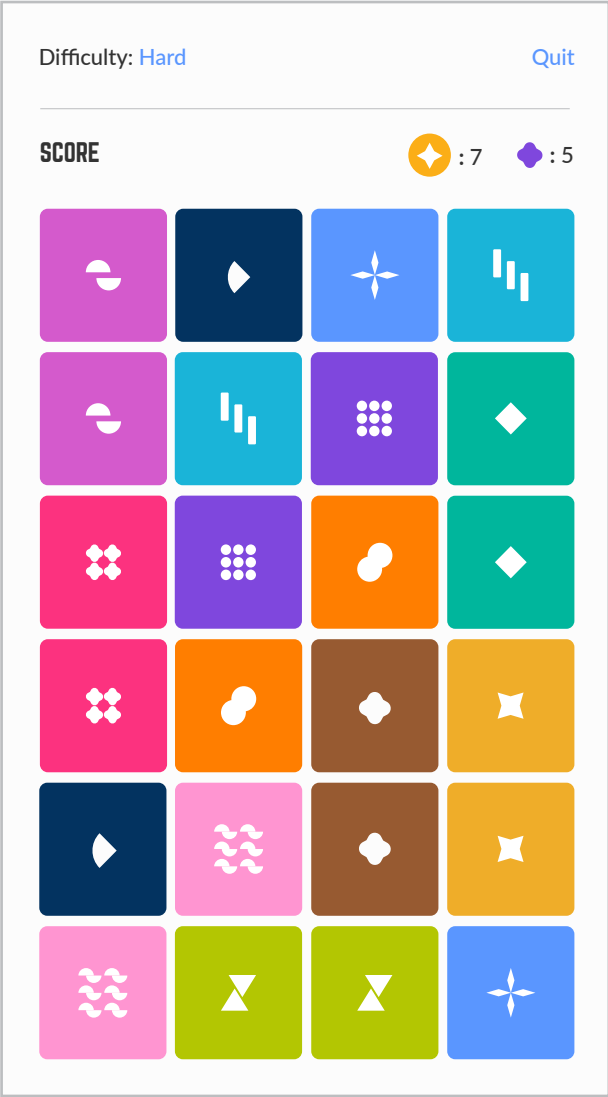
Player one takes the first turn and luckily finds a pair of matching shapes.

WALKTHROUGH



Players change turns each time someone flips over two cards on the game board and doesn't find a matching pair.

WALKTHROUGH



In two player, the game is over when the gameboard is filled. The player with the most matches wins.

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