



COCO LOCO

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(link to video presentation: [here](#))

Goal

- Entertainment (Playing, Past Time)
- Relationship building
- Leisure
- Inviting people of all ages

Target

- Families and Friends, Ages 4+
- Chocolate lovers and sweet tooths
- 20% of men and 18% of women from a national sample say that card playing is one of their favorite activities
- 4+, Most children play Candyland and aesthetically this game has a similar theme
- Countries all over
- All Levels of education
- It is a deck of cards, most American families have a deck of cards at home meaning that multiple types of games can be played despite the level of sophistication
- It is very common and there are a lot of competitors however regardless its something that doesn't seem like it would die down
- It seems like something a lot of European families would have experience with, cards are played all around the world but usually families with younger children would enjoy a newer version
- Someone willing to step aside the regular deck of cards or kids who are just starting to learn to count
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Concept

- Creating a new deck of cards that serves to bring more color to the deck as well as a new look and feel.
- The Deck might even encourage your appetite. Inviting younger audiences to join their family playing
- card games that they otherwise may not have played due to a lack of color and creativity in the look
- of a standard deck.

Messages/Styles

- The styles of this project circles around the different types of chocolates and invites chocolate
- Lovers as well as anyone who has a sweet tooth to enjoy some chocolate whilst playing with a
- Deck of chocolate cards. Color draws in children which is something a regular deck lacks, so incorporating color as well as adding a yummy tone to the deck.
- Candy bars the whole family will have a blast with

Research

- Theme
- Candyland inspiration
- Target audience
- User research
- The theme of this card deck were chocolate bars and because chocolate is sweet and a candy my research showed that candy related items were more brightly colored. I also noticed how Candyland uses various bright colors and thought that this might draw in the target audience which are kids and families. Candyland is often played by families with kids between the ages of 3-10 sometimes older so I wanted this deck to target the same ranges.

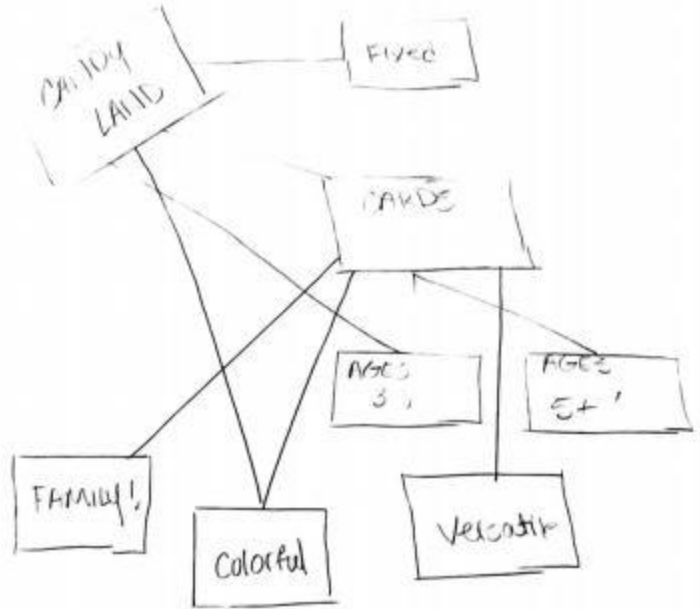
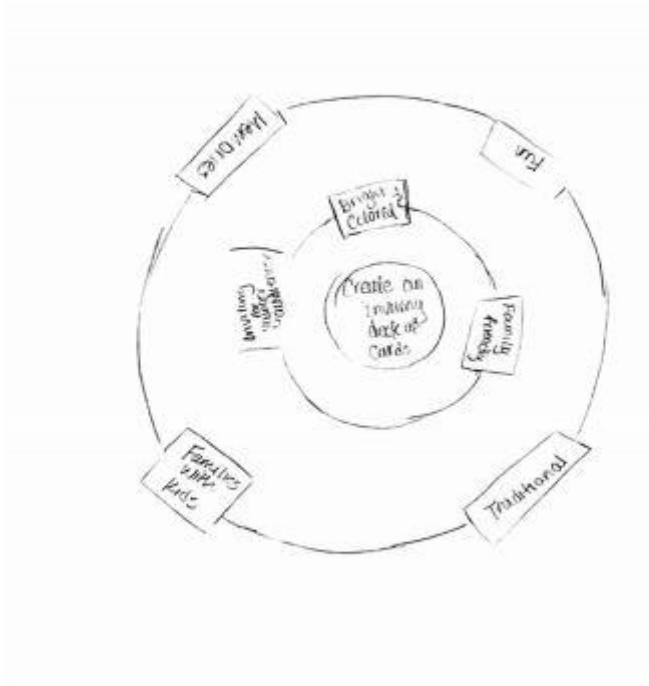
Persona

- Julia
- Age 10
- 5th grade student, about to enter middle school
- Julia loves to play games with her friends at recess and often brings in different things from home to play with her friends
- Sweet Tooth, always eating candy

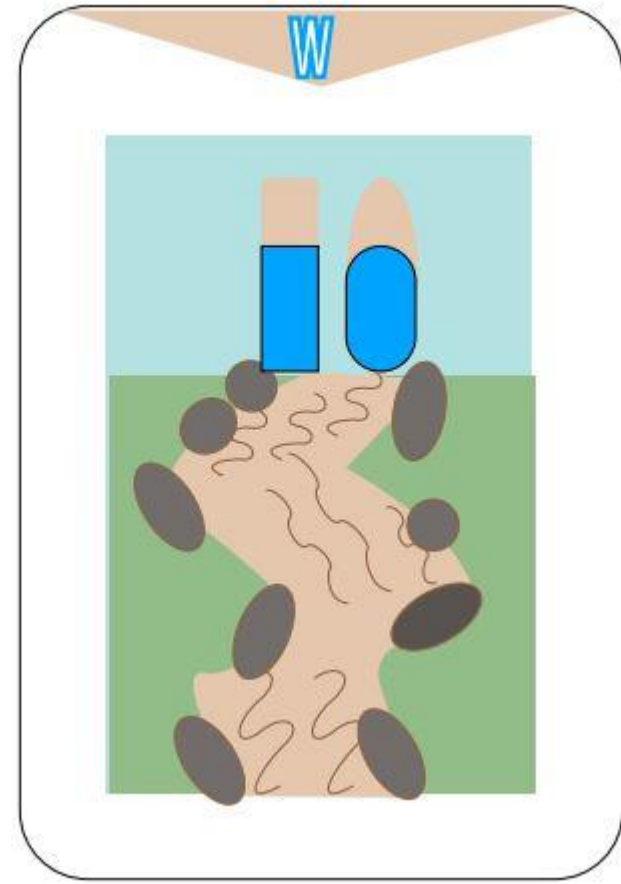


Competitor Analysis

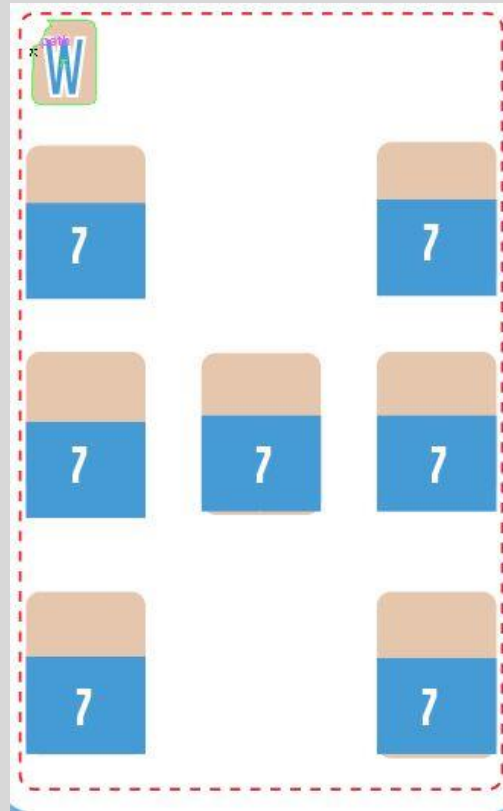
Competitor	Playing Difficulty (easy)	Versatile	Target Age	Family Friendly	Inviting	Colorful
CandyLand	1	-1	4+	0	1	1
Candy Crush Saga	1	-1	Everyone +10	0	1	1
Coco Loco	0	1	Everyone +10	1	1	1



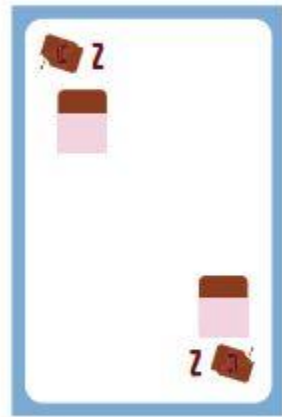
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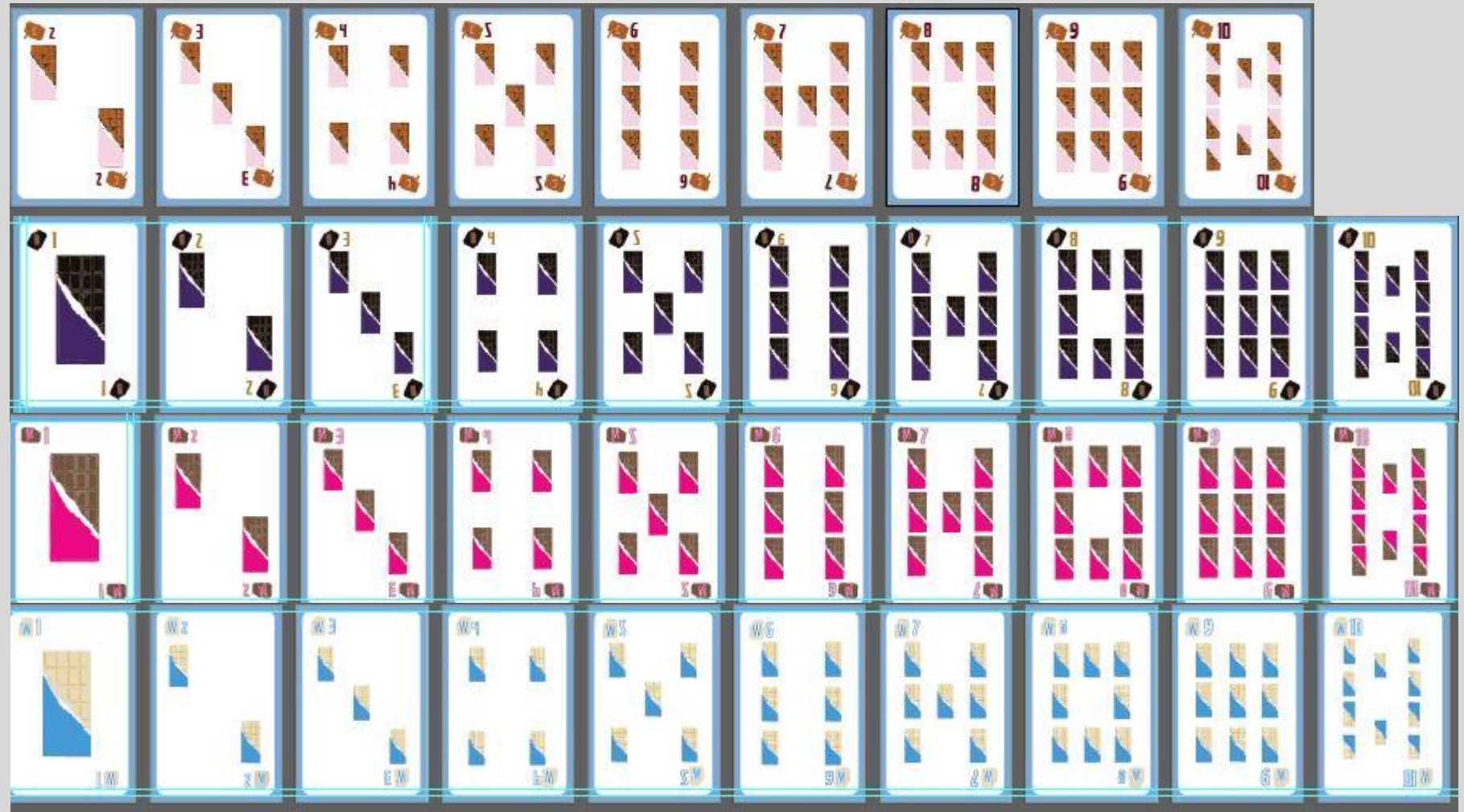
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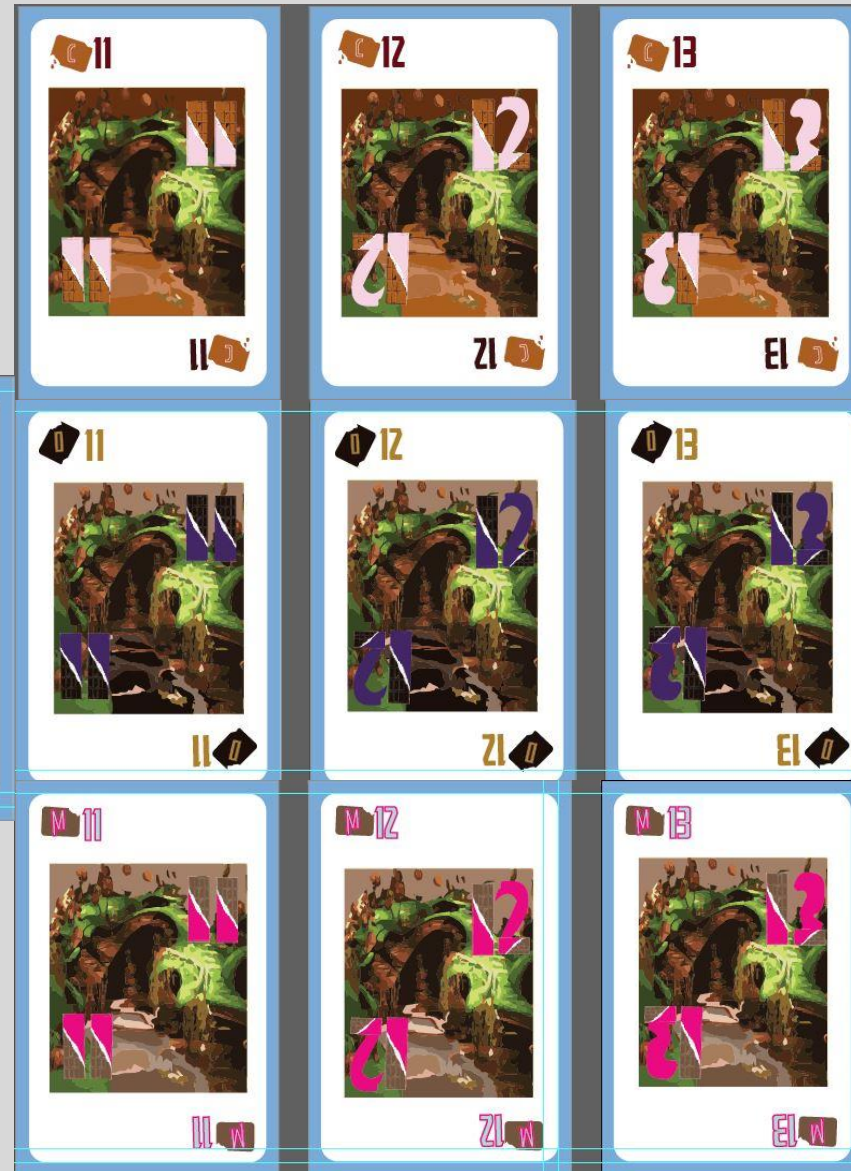
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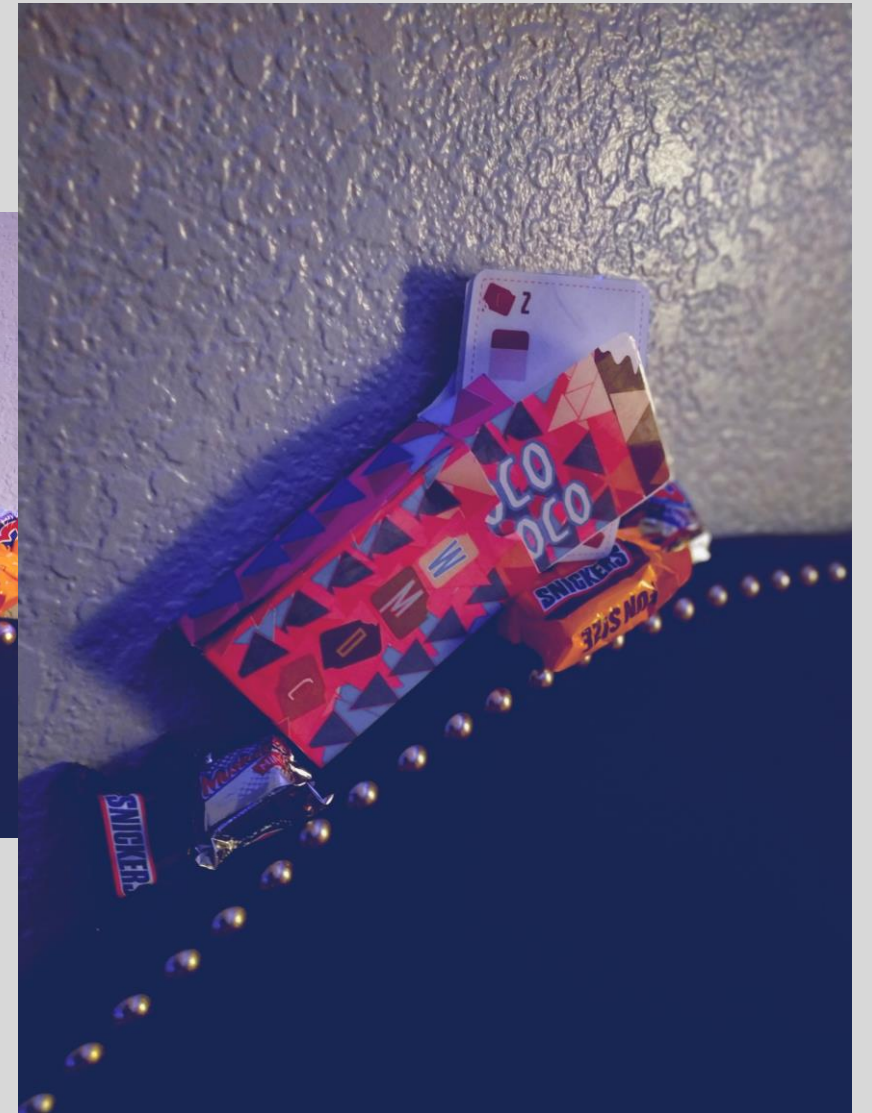
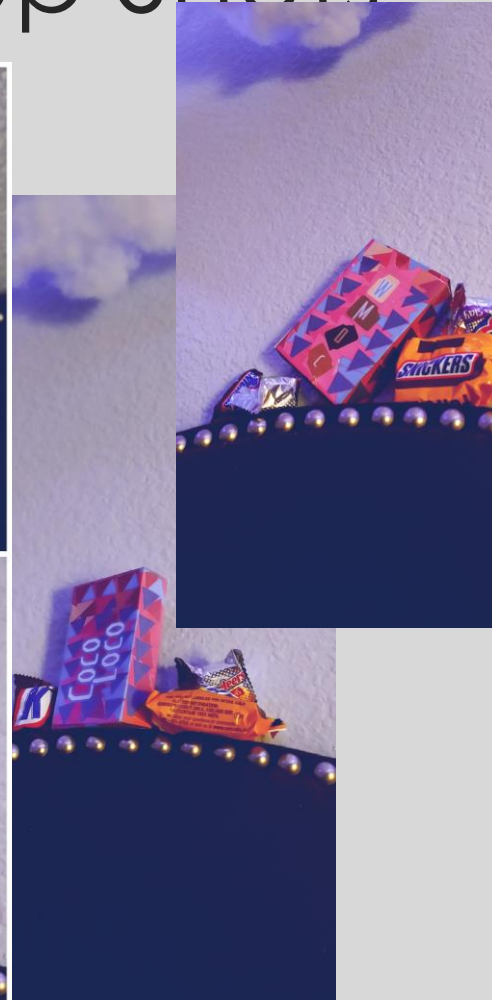
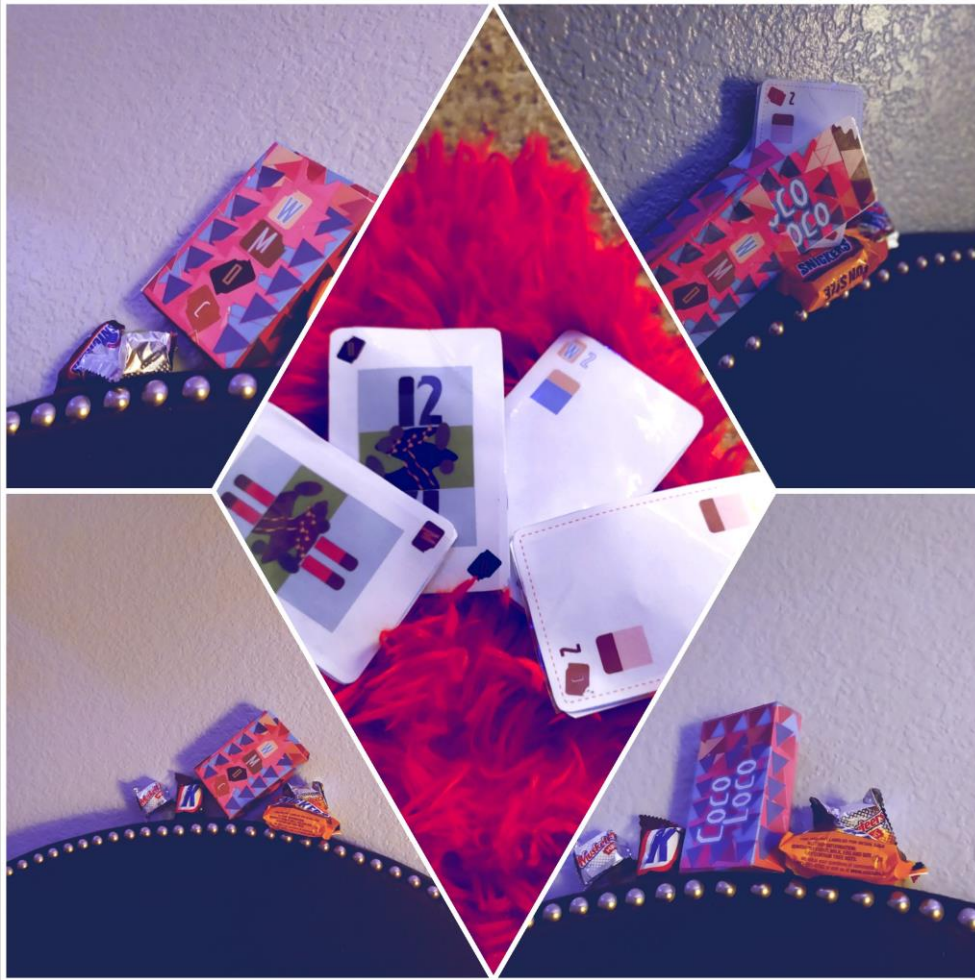
Final Products



Suites, Face cards



Prototype Mockup Shots





THANK YOU