ACME
interactive

Application Definition Statement

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

Purpose or Main Intent

A web/mobile web based application that allows users to search, sell, and trade games, allowing for both game descriptions and reviews. This application will also allow users to interact and sell games.

Description of Intended Audience

This application will appeal to a broad audience. It is multifaceted and meets the needs of current gen gamers, old school gamers, and people new to gaming.

Core Functionality

The main source of the applications originality would be its profile system. By asking simple questions during the profile creation system we can fine tune filters to create a unique experience for each user. However, if the user would just like to search for games and reviews they can do so on any page of the application. This allows pass by users to get the quick searches they desire.

Feature Set

- *User created profiles (Insures accurate suggestions for the user.)*
- *Profile for each item (Displays pictures, details, review, average sale price and how many users are selling.)*
- *Search filters*
    - *Games genre*
    - *Game Rating (E-M)*
    - *Console*
    - *Year Released*
    - *Review Score*
    - *Sale Price (used and new)*

Nice to Have

- *The application connect to Facebook for easy profile creation*

- *Supply users with the ability to create posts on game profiles to share photos, videos and other media.*

- *Notifications that show updates about liked games on profile. (Locations when someone posts new media and when someone posts sale item near.)*

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Primary Persona

Jason Belmonte

"I'm looking for an application that works fast and finds what I need"

Jason currently works as a real estate manager. In the past he has had no time for video games. Since his promotion, he has a lot of free time sitting on properties waiting for clients. Jason plays on his iPad and uses his Windows computer for work. He searches IGN.com for the games he loves but is unable to get the details he wants about old games and doesn't care much for the pop culture news.

Characteristics	Influencers	Pain Points
Age: 30 Education: Bachelor's Degree Job Title: Estate Property Manager Tech Familiarity: Average Tech Usage: Often Platform: IOS and Windows XP	o *Intuitive design* o *Easy for non-gamer* o *Personalized filters* o *Old School games* o *IOS app*	o *Doesn't care for pop culture* o *Cant get details about the games he is interested in*

Scenarios

Goal:
Jason is looking to re-spark his childhood love for video games. He hasn't played since he was a kid and is looking for something new with a nostalgic feel, or for one of the classics he once loved.

Method:

o Jason Opens up the application on his iPad.

o The application remembers Jason's login information

o First on his profile is a picture of Ducktails for the NES, a game he said he liked during his profile creation, with a message stating that someone has posted a sale near him.

o He clicks the message and decides to buy the copy closest to him.

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Secondary Persona

Jacob Wilders

"I'm looking for an application that gives lots of details on the latest games."

Jacob plays lots of games; he always has the latest titles. Jacob tends to play games for several hours a day and is always looking for the next great game to try whether it's old or new. He uses forums to find good games but has trouble getting the amount of information he needs. He also wishes he could tailor his title choice based on reviews without having to search every forum for reviews about one game.

Characteristics	Influencers	Pain Points
Age: 17 Education: High school Job Title: Target Cashier Tech Familiarity: High Tech Usage: High Platform: Gaming Platforms and Windows 8.	o The amount of details provided per game o Details about specific games. o Suggestions based on the games he currently enjoys	o Lack of information o Takes too long to find what he needs o Wants a more tailored experience

Scenarios

Goal:
Jacob is looking for a custom experience. He wants a quick search and doesn't want to spend lots of time looking for titles.

Method:

o Jacob opens Google Chrome on his desktop

o He clicks the thumbnail with the search application on it.

o He logs into his profile.

o He does a filtered search for high rated X-box games.

o He finds Halo 2 and remembers liking it; he hits like.

o After he likes the game multiple suggestions pop up for games he has never played.

o He finds a new game with high reviews and lots of detailed information. Jason feels satisfied with his search.

Use Case Diagram

Insert use case diagram created in Illustrator.

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Home/Login → Forgot User/ Pass

Account Creation and Questions

Profile With Suggestions

Search filters Title Search

Title

Buy Sell Reviews Media

Price/ Location Post Sale User Review Critic Review Upload

Like Game

Profile with Updated Suggestion List