

Checkers Tips

TRM



Top 2 Favourite Interview Questions

1. Would you rather have a slow complicated app with lots of features, or a simple fast app, that lacks some features and why?
2. Are there any things that turn you away from new apps?

Top 1 Interview Insights

1. People generally like fast and simple apps, but that have enough features to get the job done (not useless)

Main Problem Statement

Joe Gateau, the busy checkers player wants to get better at the game of checkers so that he wins more often. But he does not have much time to spend improving his tactics.

Paper Prototypes

General Design



This is just the general design of the app.

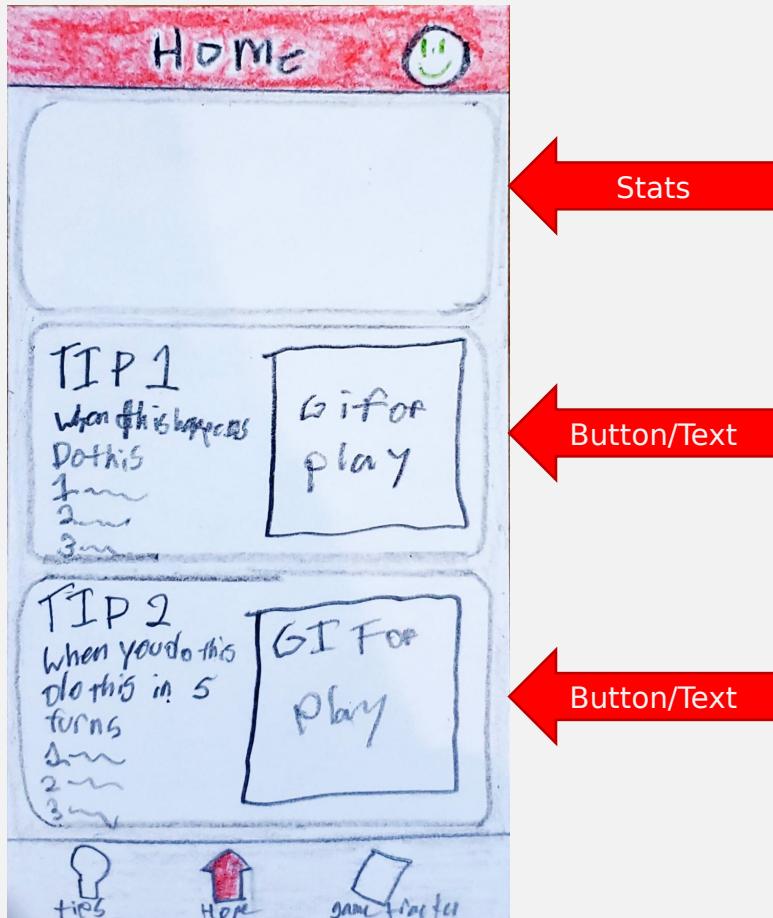
- There will sometimes be a back button at the top left (only on screens where needed)
- There will be the title in the middle
- There will be a clickable profile picture on the top right which will show the picture associated with the account.
- There will be the content in the middle
- There will be the navbar at the bottom with the 3 main buttons. The selected one will be red.

Loading Screen



This will just be the simple loading screen with a checker in the middle with the app name (currently Checkers Tips)

Home Page



This page will have an overview of the stats (such as win %,) and 2 personalised tips.

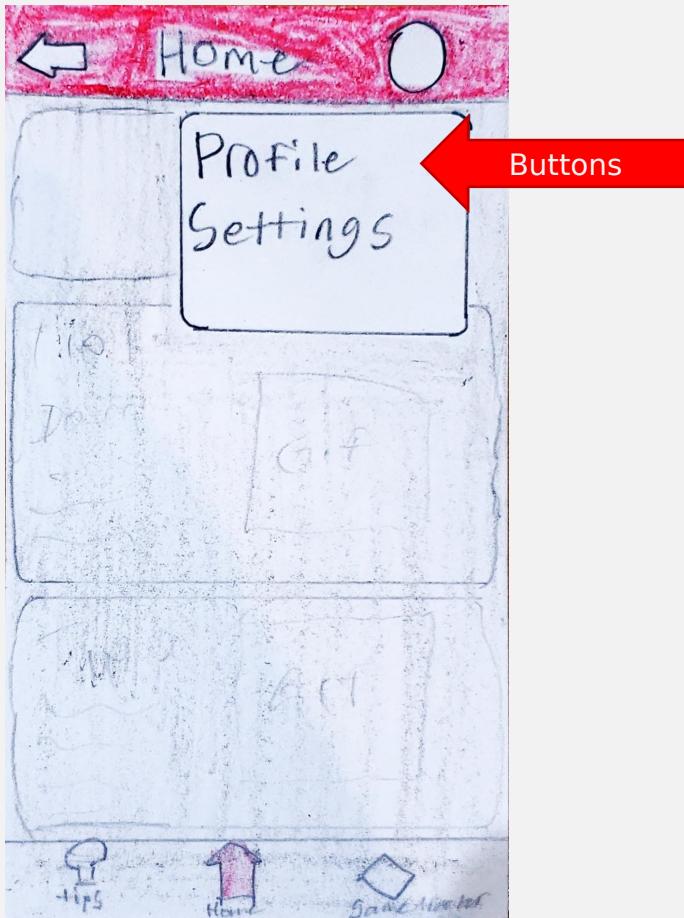
The tips will be calculated by looking for key words in their good things and bad things in the Game Tracking section and then it will show tips with similar words as the bad section, and avoid tips with similar words as the good section.

The tips will be short versions of the tips page. They will have:

- Name
- When to do it
- First 3 steps of how
- Gif of the play

You will be able to click on a tip for more information (full tip) than on the quick view.

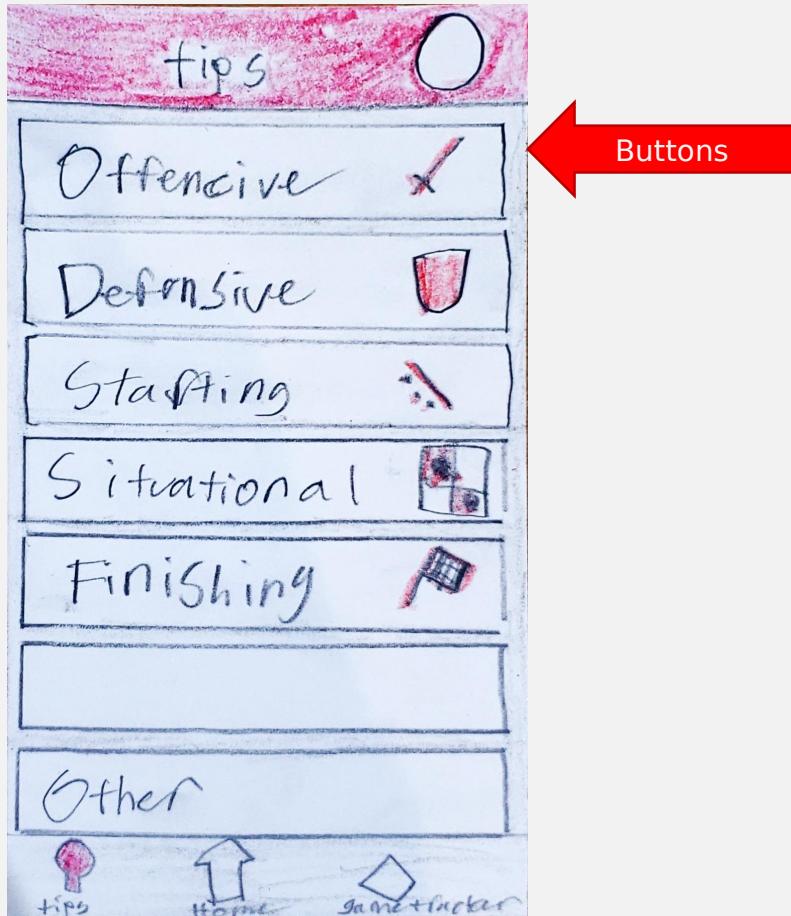
Menu



On the click of the profile picture, the Background will go a bit darker and a popup will appear right below the profile picture.

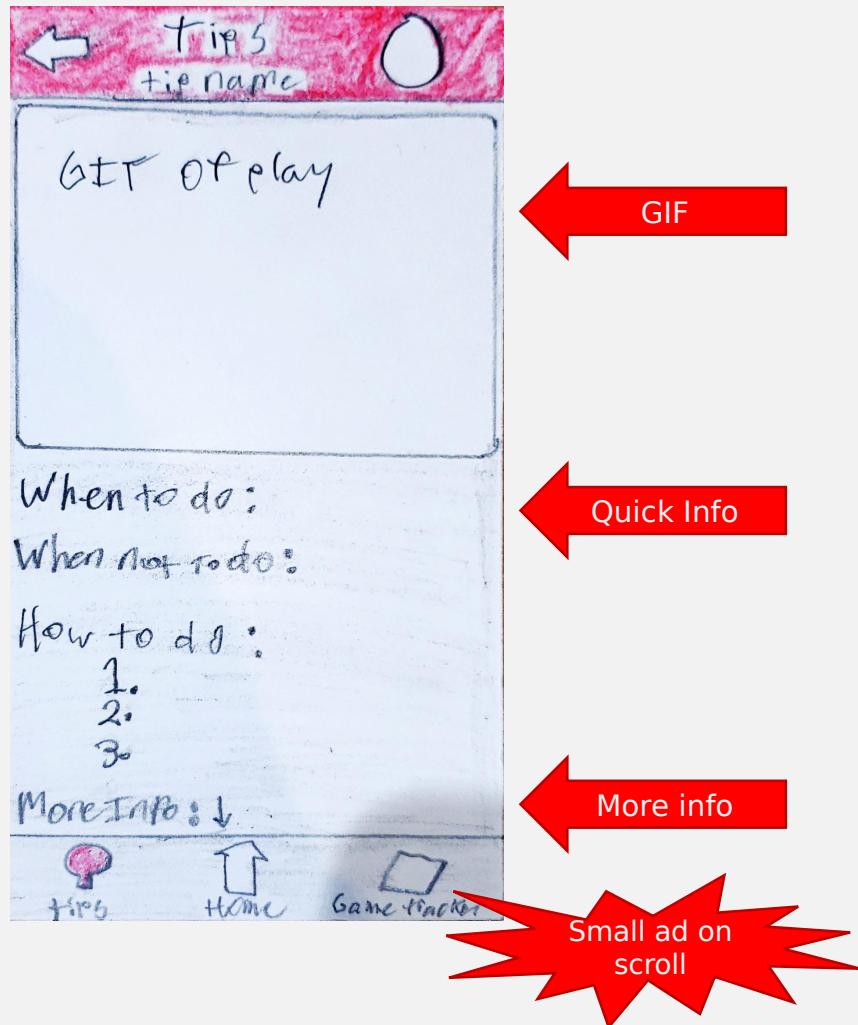
It will have buttons to your profile, and to settings.

Tips



This page will have a few categories for tips. I would want to keep it fairly simple without too many categories since I gathered through my interviews that most people want fast and simple apps.

Inside a Tip



This is inside a tip where it will show information about the tip that the user chose

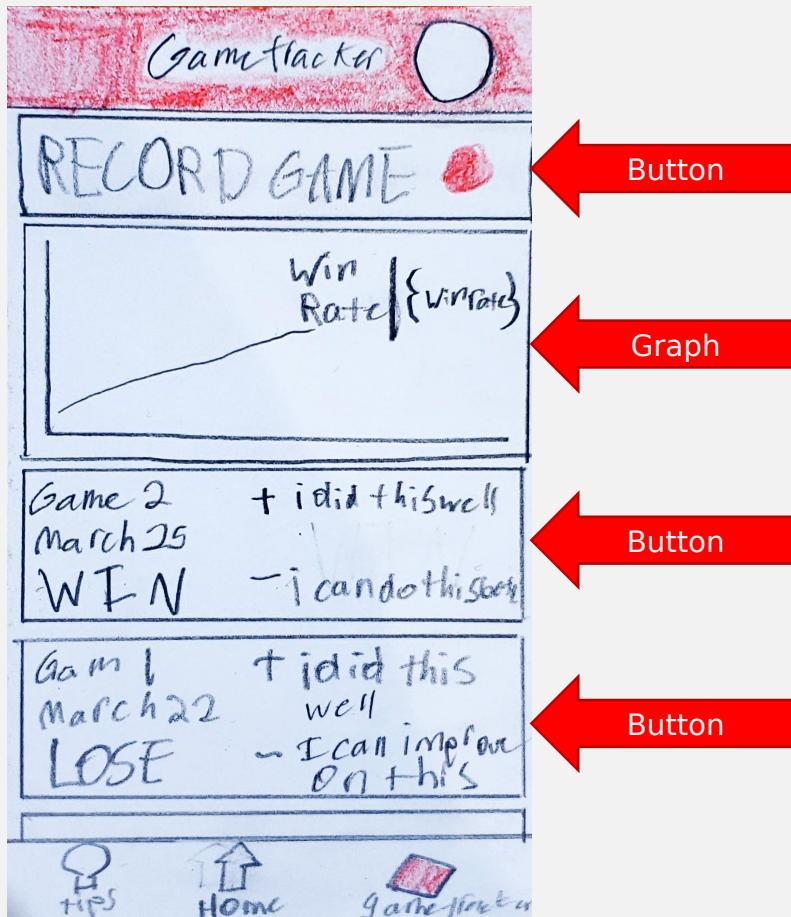
It will be very simple, with

1. When to use it (1 instance)
2. When not to use it (1 instance)
3. How to use it (3 – 5 steps)
4. More info (in case the user wants to learn more)

Right above the More Info, there will be a small ad. I put it there since:

- It is unobtrusive (will not annoy the user too much)
- It will be seen often enough (decent revenue)
- It is not in the way, and will not be mistaken for a button (like if it is on the tips page)

Game Tracking



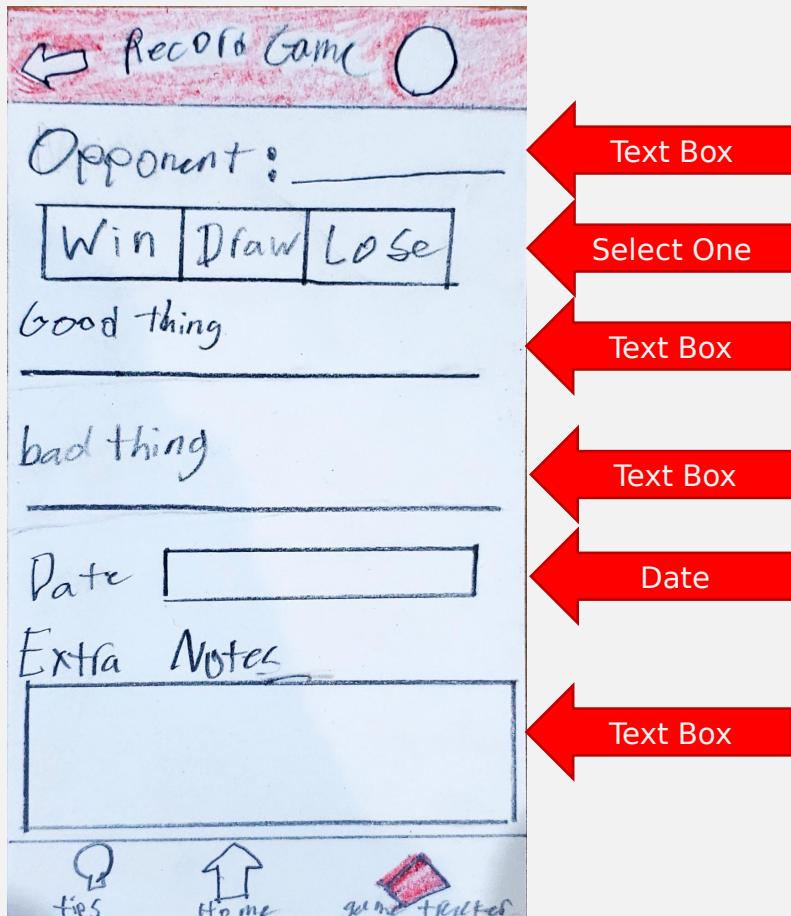
This page will have a graph with your win rate (and whether it is improving, or getting worse)

It will also have the two most recent games, and a button to see all games (so you can see what to improve on)

It will have a big button to record a game at the top

- I will move it lower down so it is easier to use one handed.

Recording a Game



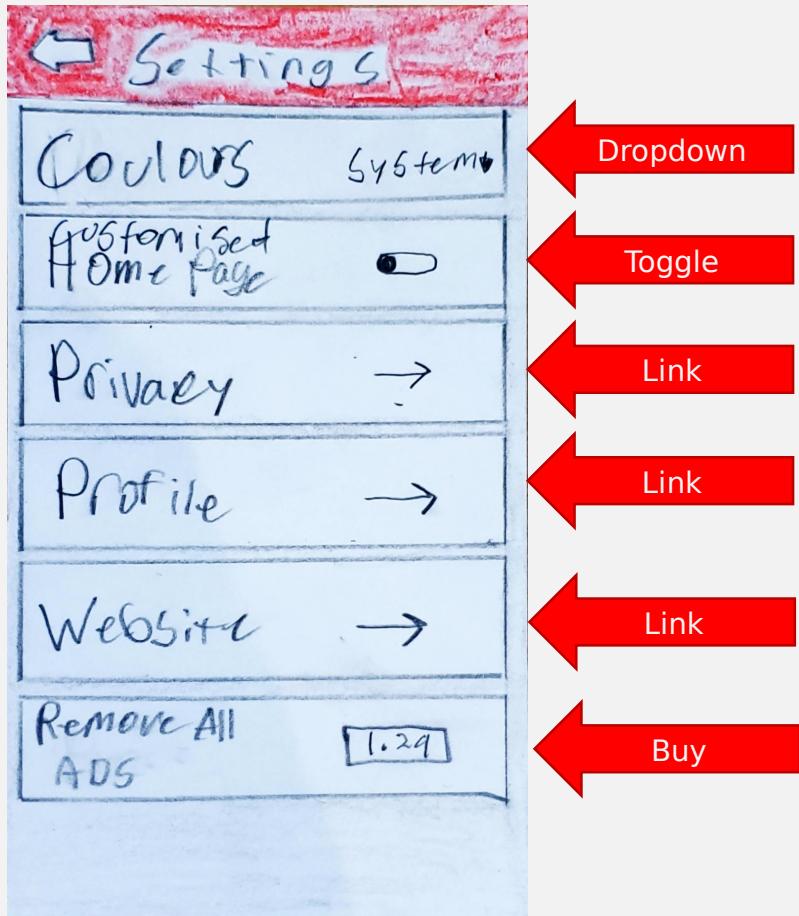
This page will be a simple way of tracking the users games.

I may make it even simpler since it is a bit complex, but I want it to have a decent number of features still.

Categories - NONE OF THEM ARE REQUIRED

- Opponent - Who you played against
- Win/Draw/Lose - Did you win, draw, or lose
- Good Thing - What was one thing you did well
- Bad Thing - What is one thing you can improve on
- Date - When was the game (will default to today)
- Extra Notes - in case the user wants to add something else

Settings



This page will have all the settings.

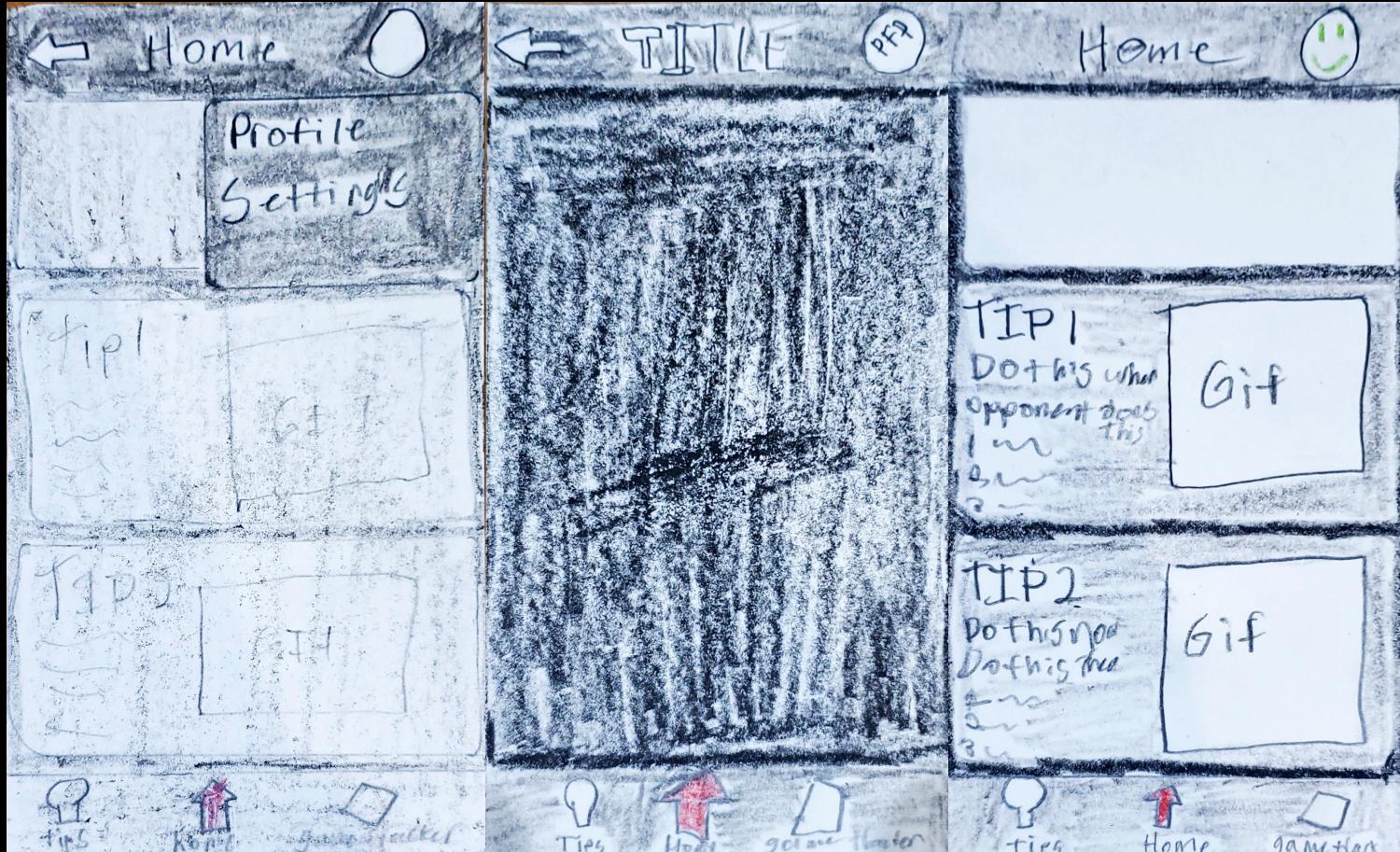
There will not be too many settings

1. In my interviews, I noticed that people want simple fast apps
2. Joe Gateau is very busy and too much clutter/features might overwhelm him

I have links to the website which will have the privacy policy (since some people were concerned of privacy) and other information.

There will not be many ads in the app since most people don't like them, but I will have a couple since it needs to be monetized somehow.

Dark Mode



These are 3 examples of pages in dark mode

In dark mode:

TEXT – White

ACCENTS – Red

BACKGROUND – Black

ELEMENT BACKGROUND –
Dark

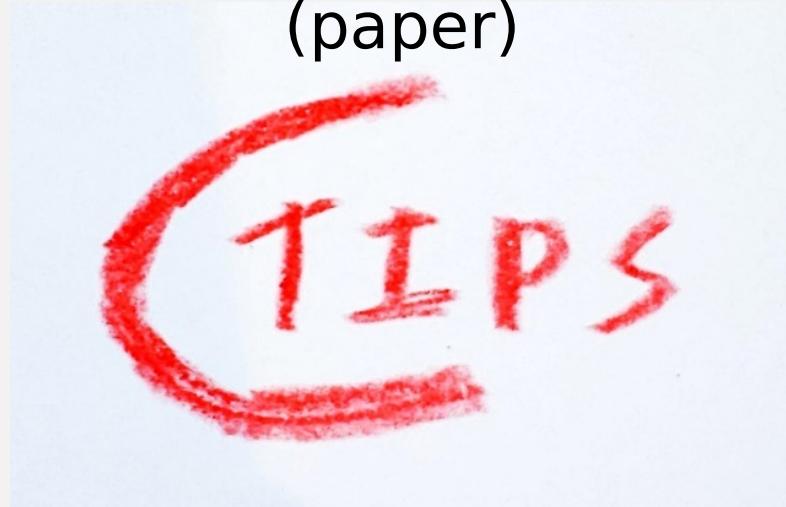
Grey

I will be adding a dark mode because some of the people who I interviewed found dark mode to be a very useful feature.

Brand/Logo

Checkers Tips

Final Design
(paper)



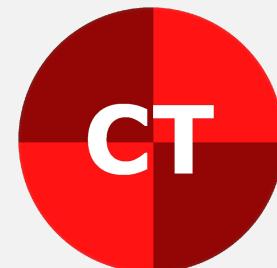
TRM

I chose to use the final design since it is simple (and I want the logo to reflect that the app is simple and easy) I did not use the earlier designs since they were very boring.

Logos

Early Designs

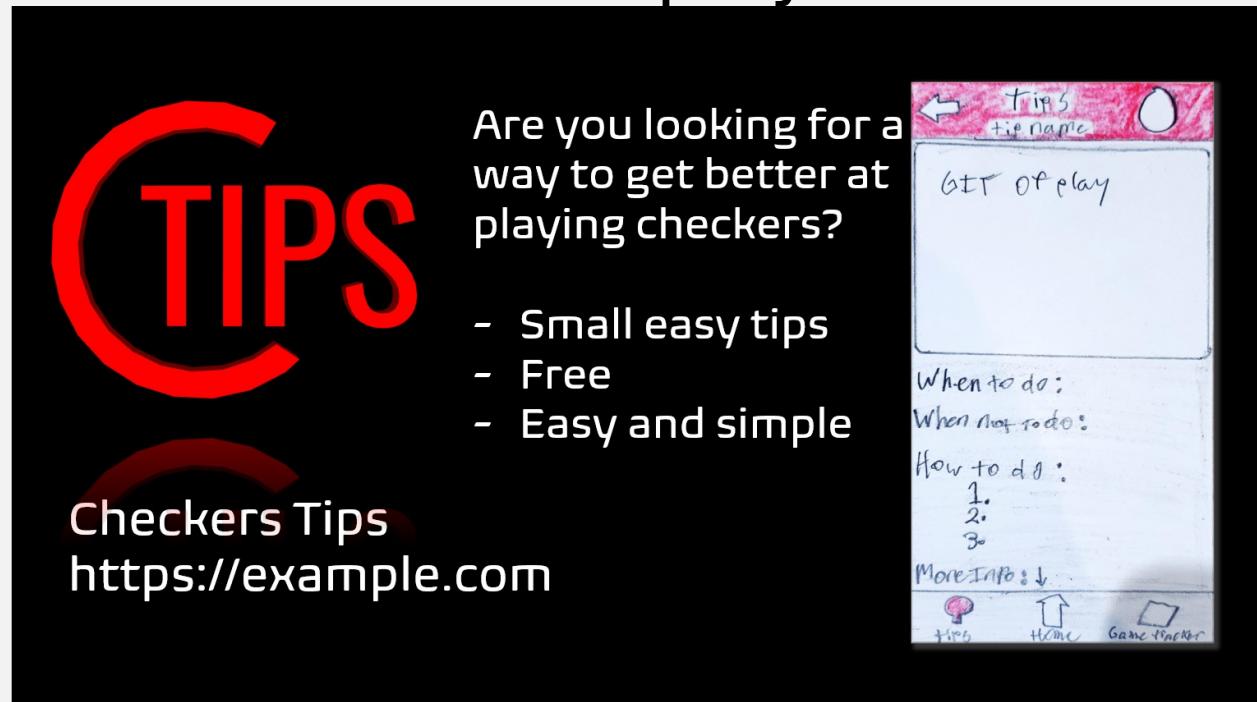
Final Design



Advertising

It would not want it to be on t-shirts or big ads since there are not many checkers players so it would probably not be worth it. Also, since the app is not meant for new players, it would work to get people into the game.

I would pay for ads on websites that could be shown to checkers players.

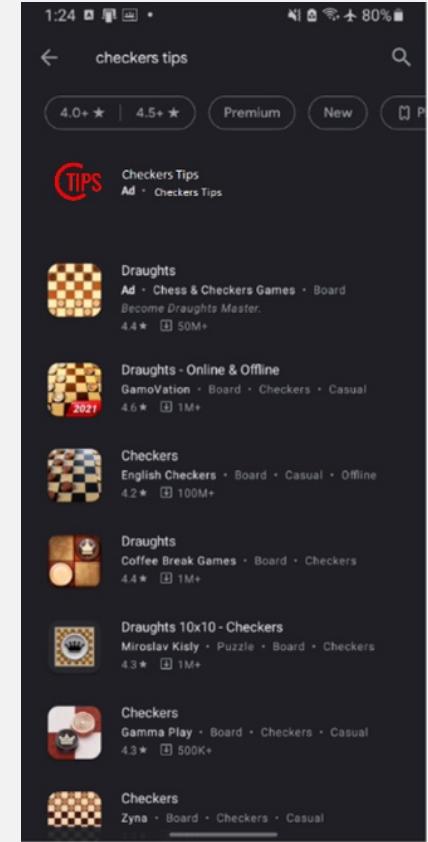


The image shows a dark-themed mobile application interface for "Checkers Tips". On the left, a large red "TIPS" logo is displayed. Below it, the text "Checkers Tips" and a URL "https://example.com" are visible. To the right, a white rectangular area contains the following text:
"Are you looking for a way to get better at playing checkers?
- Small easy tips
- Free
- Easy and simple".
On the far right, a smaller window titled "Tip 5 tip name" shows a hand-drawn sketch of a checkers board with pieces and the text "GET OF play". Below this, sections for "When to do:", "When not to do:", and "How to do:" are listed with numbered steps 1, 2, and 3. At the bottom, there is a "More Info" link and three navigation icons labeled "TIPS", "HOME", and "Game maker".

More Advertising

I will pay for ads on YouTube that could be shown on checkers videos.

Also, I could pay for an ad on the Google Play store, and the Apple App store, so when someone searches up checkers tips (or something similar) the app would show up at the top.



Looking for a way to get better at playing checkers?

- *Free, Easy and simple*

<https://example.com>

Even More Advertising

I will also be able to post a message on social media groups about checkers and I could use a template similar to the one on the right. It would be free and targeted at groups of people seeking help with checkers.

Also, I could sell branded keychains at boardgame stores for not much money. It could do two things. One, it would promote our brand, and two, it might make a bit of money.

Are you looking for an easy way to improve at playing checkers? I have made an app called Checkers Tips that aims to do just that.

- It is simple.
- It is free.
- It has a simple way to track games.
- It is easy to use.

If that sounds good to you, please visit the [website](#) or visit us on the [play store](#) or [app store](#).

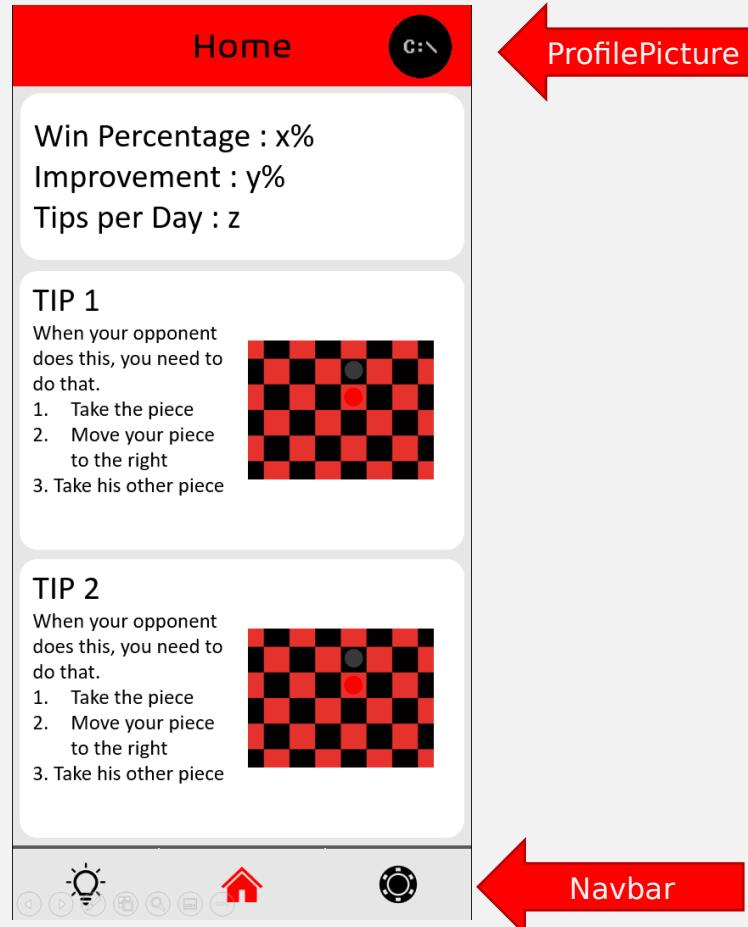


Final Design

Interactive App

- This was made in Microsoft PowerPoint Desktop. If you cannot view it in that software, there is a link to a video showcasing the app.
- I made the PowerPoint interactive so you can click on the buttons, and it will lead to the correct sections of the app.
- [Powerpoint](#)
- [Video](#)
- The next few slides have the explanations about why I chose this design.

Layout



I chose this layout for a number of reasons.

The first is that it is a very familiar layout. I went through many apps on my phone and most of them were similar enough to this one (with title at the top, profile picture at top, and navbar at bottom), so it will be easy and intuitive for people to use.

I put the Navbar at the bottom so that it is easy to access one handed, since many people use their phone one handed, and It is hard to access things at the top with one hand.

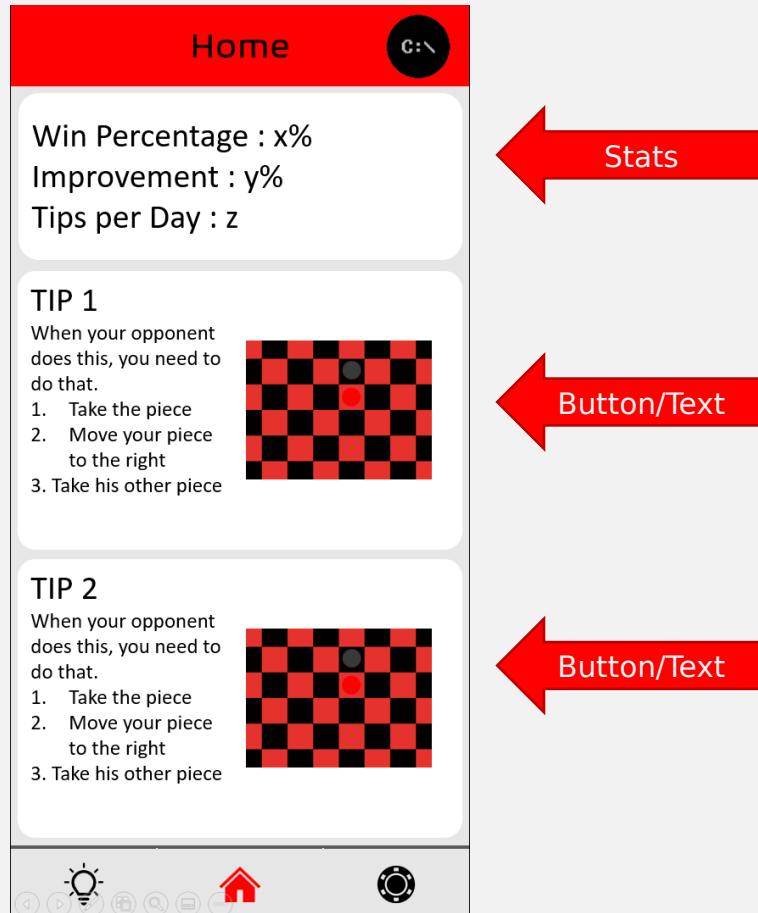
I put the settings menu inside of the profile picture at the top because if it is on the side, it could conflict with android navigation gestures (the back gesture) which could annoy many people. At the top, it will not conflict with the back gesture.

Loading Screen



This will just be the simple loading screen with the checkers tips logo in the middle of the screen.

Home Page



This page will have an overview of the stats (such as win %,) and 2 personalised tips.

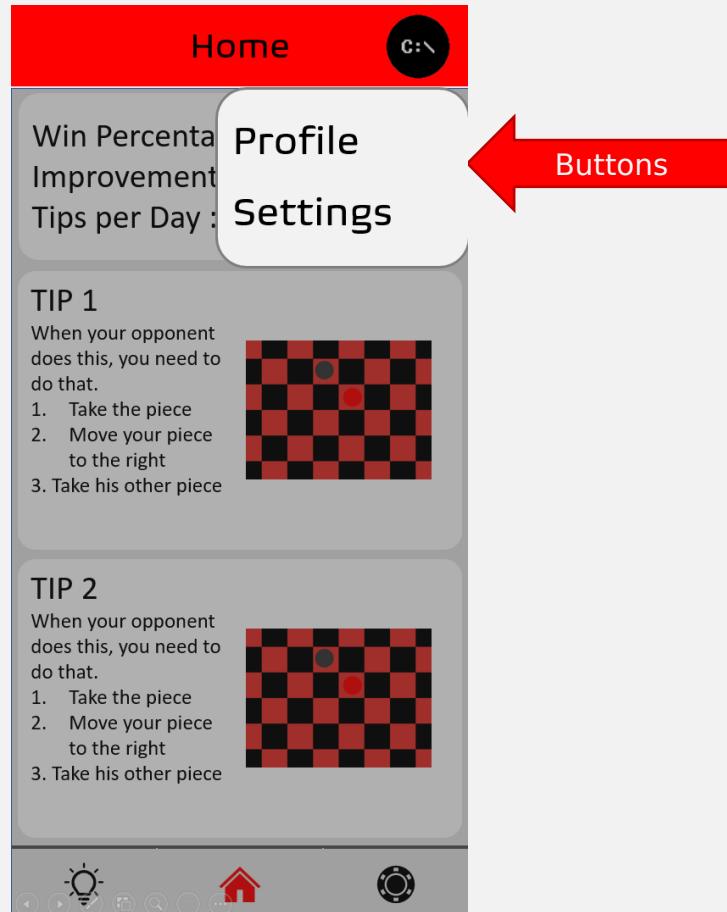
The tips will be calculated by looking for key words in their good things and bad things in the Game Tracking section and then it will show tips with similar words as the bad section, and avoid tips with similar words as the good section so that they can improve on what they are bad at.

The tips will be short versions of the tips page. They will have:

- Name
- When to do it
- First 3 steps of how
- Gif of the play

You will be able to click on a tip for more information (full tip) than on the quick view.

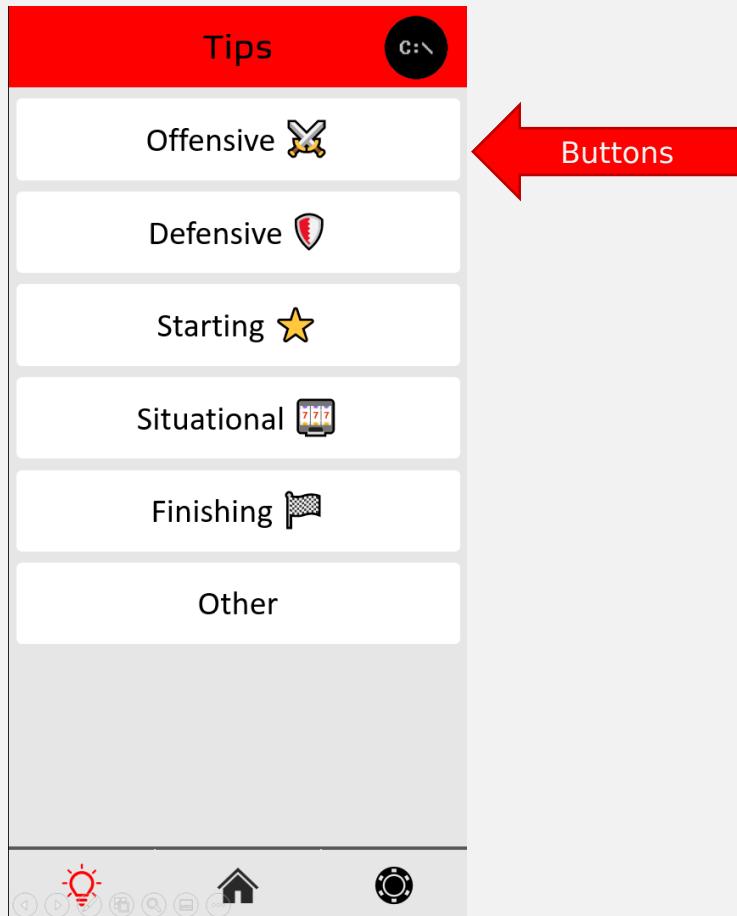
Menu



On the click of the profile picture, the Background will go a bit darker and a popup will appear right below the profile picture.

It will have buttons to your profile, and to settings.

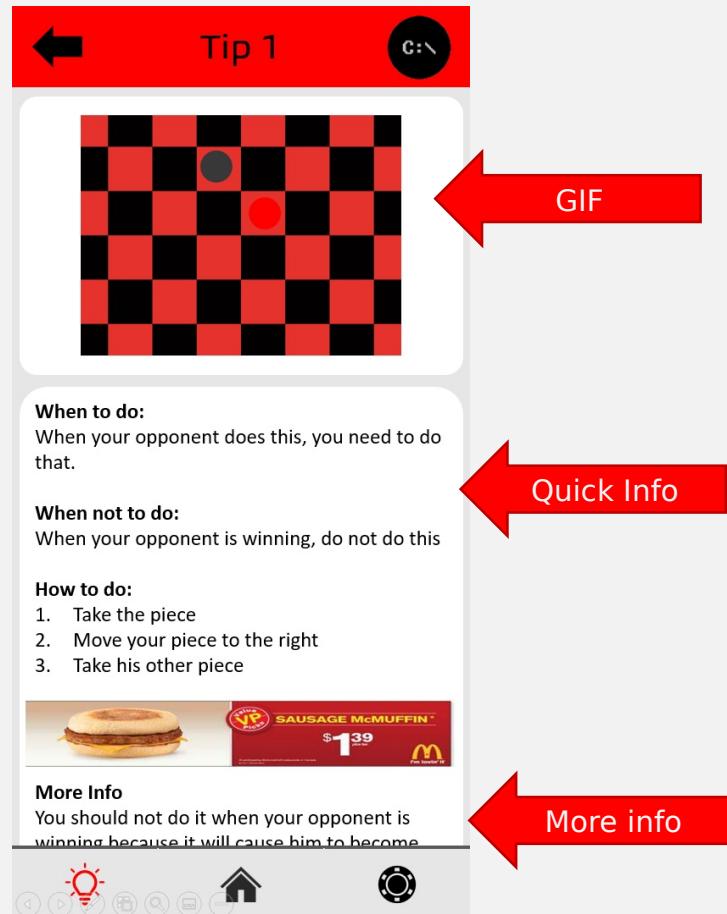
Tips



This page will have a few categories for tips. I would want to keep it fairly simple without too many categories since I gathered through my interviews that most people want fast and simple apps.

Also, there would be icons to symbolise each category because that adds visual aids which may help some people use the app.

Inside a Tip



This is inside a tip where it will show information about the tip that the user chose

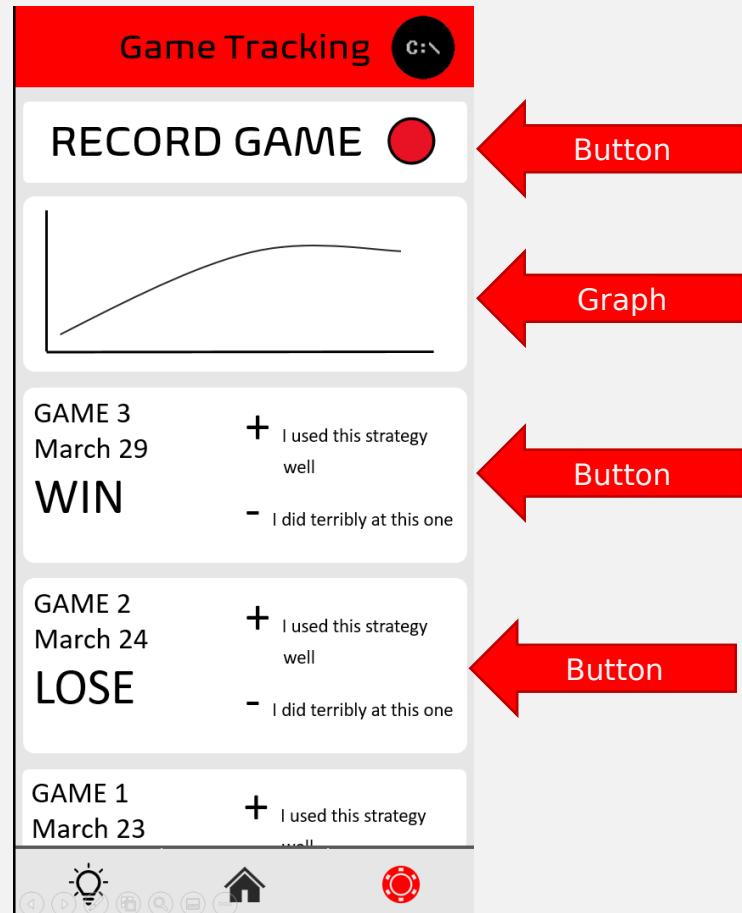
It will be very simple, with

1. When to use it (1 instance)
2. When not to use it (1 instance)
3. How to use it (3 – 5 steps)
4. More info (in case the user wants to learn more)

Right above the More Info, there will be a small ad. I put it there since:

- It is unobtrusive (will not annoy the user too much)
- It will be seen often enough (decent revenue)
- It is not in the way, and will not be mistaken for a button (like if it is on the tips page)

Game Tracking



This page will have a graph with your win rate (and whether it is improving, or getting worse)

It will also have the two most recent games, and a button to see all games (so you can see what to improve on)

It will have a big button to record a game at the top

- I will move it lower down so it is easier to use one handed.

Recording a Game

The screenshot shows a user interface for recording a game. At the top left is a red header bar with a back arrow, the text "Record Game", and a drive icon labeled "C:\\". Below the header are several input fields:

- "Opponent:" - A text box.
- "Win Draw Lose" - A horizontal button group with three options: Win, Draw, and Lose.
- "Good thing:" - A text box.
- "Bad thing:" - A text box.
- "Date:" - A text box containing "Today's Date".
- "Extra Notes (optional):" - A large text box.

Red arrows point from the right side of the text labels to their corresponding input fields. The labels are:

- Text Box
- Select One
- Text Box
- Text Box
- Date
- Text Box

At the bottom are several small icons: a lightbulb, a house, and other navigation symbols.

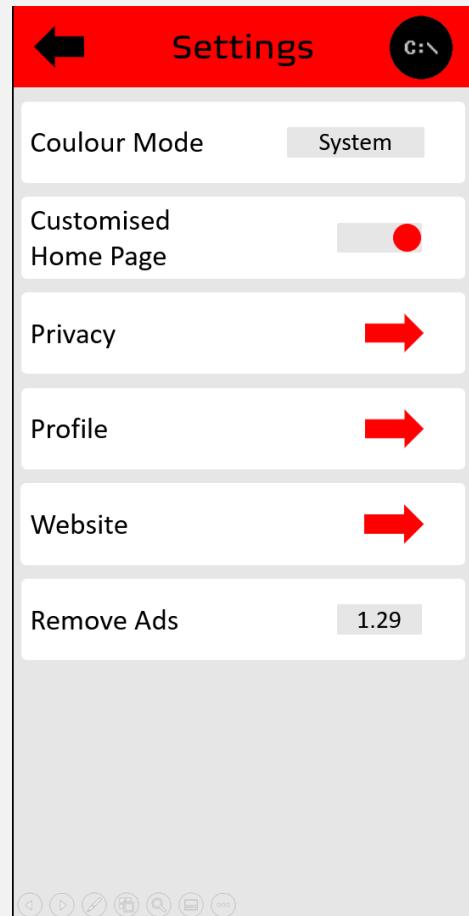
This page will be a simple way of tracking the users games.

I may make it even simpler since it is a bit complex, but I want it to have a decent number of features still.

Categories - NONE OF THEM ARE REQUIRED

- Opponent - Who you played against
- Win/Draw/Lose - Did you win, draw, or lose
- Good Thing - What was one thing you did well
- Bad Thing - What is one thing you can improve on
- Date - When was the game (will default to today)
- Extra Notes - in case the user wants to add something else

Settings



This page will have all the settings.

There will not be too many settings

1. In my interviews, I noticed that people want simple fast apps
2. Joe Gateau is very busy and too much clutter/features might overwhelm him

I have links to the website which will have the privacy policy (since some people were concerned of privacy) and other information.

There will not be many ads in the app since most people don't like them, but I will have a couple since it needs to be monetized somehow. It will use the built in app store way of paying (google pay on android)

Extra Research/Notes

Mobile App Project

Problem Statement

Joe Gateau, the busy checkers player wants to get better at the game of checkers so that he wins more often. But he does not have much time to spend improving his tactics.

Something good would be an app that does not require much reading, but mostly helps you while playing the game.

App Design Features

- The colours could be red, and either white/light grey, or black/dark grey depending on whether it is light or dark mode.
- I would want a sticky nav bar at the bottom of the screen since having one on the side can be annoying to use (since it may conflict with android gesture navigation).
 - o **Tips**
 - o **Home**
 - o **Game Tracker**
- On IOS, we would need to put a back button in the upper left hand corner, but it might not be needed on android since it already has a back button built in.
- The app should be fast and simple, but also have some settings for more advanced features
- It should support dark mode

App Features

- Page with small tips
- Home page with 1 or 2 customised tips
 - o When you click on one, it will show you a small info about when to use it, and a gif of how it is used.
- Game tracker page
 - o When you fill one out, it will be very easy
 - o Did you win
 - o How close was it
 - o Did you use a specific strategy

- I don't think I would add any social features since I think that that may work for some people, but for others, it may just add clutter, or it may seem like they are being compared to others (if I have leaderboards)
- I would want the app to be free since it seems like most peoples favourite apps are free, and I would not want to lock anyone out of any features. I think the best thing to do would be to add small unobtrusive ads since lots of ads may turn people away from the app.

App Screens

1. Loading Screen
2. Dark Mode Loading Screen
3. App Layout
4. Dark Mode App Layout
5. General Section
6. Dark Mode General Section
7. PFP Menu
8. Tips Section
9. Inside a Tip
10. Tracking Section
11. Tracking Save Screen
12. Settings Screen

Monetisation

- I would not want to lock anyone out of any features in case they cannot afford it
- I would not want to have too many ads since it turns many people away from apps
- I would probably stick to having one or two screens with ads throughout the entire app with an optional purchase to disable them
 - o Tips screen on scroll (so they will only see a small one if they want to view more information about a specific play)
- The ads would be in unobtrusive areas
 - o Not right beside buttons
 - o Not full screen (10% max)
 - o Not videos that will slow down the app too much

Extra Research/Notes

Brand Ideas

I would want the name and logo to be simple to reflect the nature of the products (since it will be a very simple and easy to use app) but I also want them to show what the app does, and still look good.

Name |

- Checkers Tips
 - o Very simple and shows the nature of the app
 - o It tells exactly what the app does
 - o In a simple way without any additional words
- Simple Checkers Tips
 - o Shows that it is simple
- Quick Checkers Tips
 - o Shows that it does not take much time
- Live Checkers Tips
-

Logo

- Red
- Red Checker
- Simple
- Red 3D checker with the name inside it
- Red 2D simple checker with the name inside
- Red 2D simple checker with no name
- Red 2D simple checker with first letter of each word inside it
- Red C with the word TIPS inside