



INTRODUCTION

- Augmented reality (AR) game
- Most users are between 18-29 years old
- Users walk around in the real world to catch Pokémons
- Users can also engage in battles with other trainers at Gyms

USABILITY

ACCESSIBILITY



- Not a lot of features that allows disabled players to play.
- Through a third-party controller this is possible
- Constant feedback
- Language choices

ENGAGEMENT

IMMERSION



- AR mixes reality with virtual reality
- Main goal: complete the Pokédex
- Smaller goals: level up the trainer and Pokémons, reach other mini goals set.

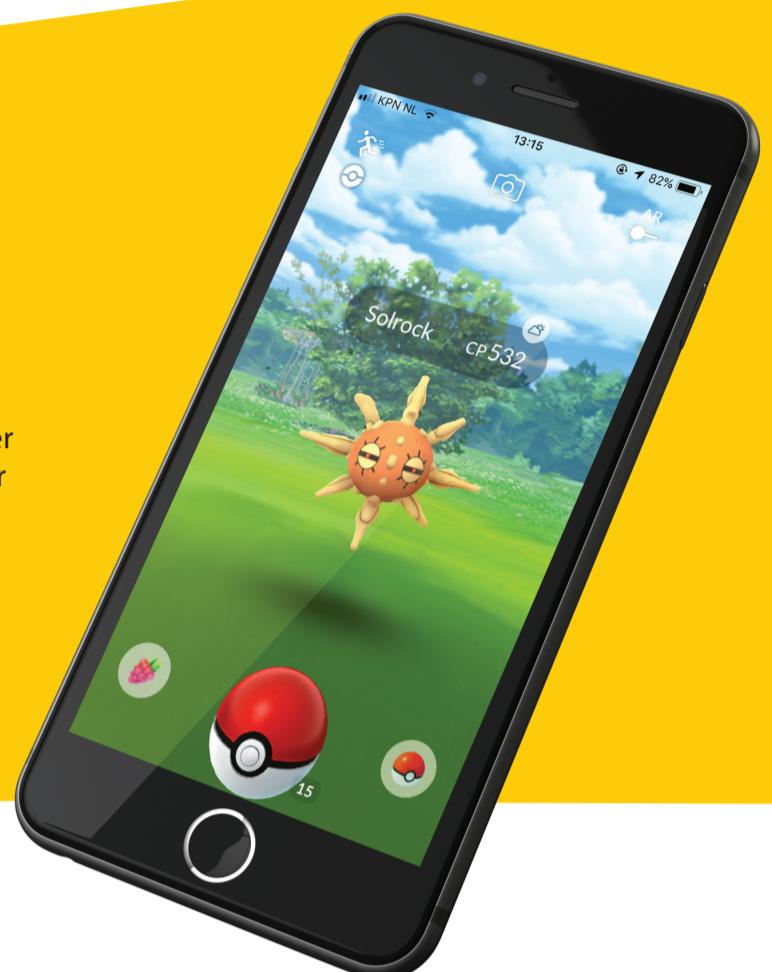
MEANING

POPULARITY

- Competence could lead to popularity
- If a user has a high level, they must be competent and other users might ask how they did it therefore, evoking feelings of popularity
- Provides the user with confirmation and acknowledgement

USEFULNESS

Pokémon Go has a main goal of catching Pokémons to complete the Pokédex, however to achieve the main goal there are a number of smaller goals that must be achieved first. In this way Pokémon Go would be deemed quite useful.



RETAINABILITY



- Users are guided throughout the game
- Level indicators
- Type of throw (Nice, Great, Excellent)
- New features are explained
- No refresher course if you forget how to play

SAFETY



- No trespassing alerts
- Don't play Pokémons go while driving alerts
- Still the possibility of meeting with strangers which is a larger concern for the younger players.

ADAPTIVITY



- Speed alerts
- In game changes with weather conditions in real life
- Location services: Pokéstops, gyms
- Language choices

ACTIVATION



- Start-up game for the first time and user is prompted with a guide
- Constant feedback (levelling up, mini goals, ball throwing)
- Notifications to get the user to play the game

