



SAUCE

...WHERE'S THE SAUCE?





TEAM

HO HENG WAN

Production

ZACHARY SNG

Design

GABRIELLE TAN

Production in the quiz, Art in the biz



COMPETITORS

1. Fate Grand Order (Chaining)
2. Totally Accurate Battle Simulator (Combat Sequence)
3. Monster Hunter World (Crafting)
4. Candy Crush (Roulette Wheel)
5. Epic Seven (Crafting)



INTERVIEWS

OBSERVATIONS

- Players tend to be at opposite ends of the spectrum: they either pay a lot of money or not at all.
- Players do not like grindy and time-consuming game sessions.
- Players liked that the games killed time, were portable, and could be played anywhere.

INTERESTING STATISTICS

- Most of our responses are from students aged 19 to 25.

PERSONAS - Primary



NAME Johnny Martinez

SEX Male

AGE 22

OCCUPATION Student

**RELATIONSHIP
STATUS** Single

PERSONAS - Primary

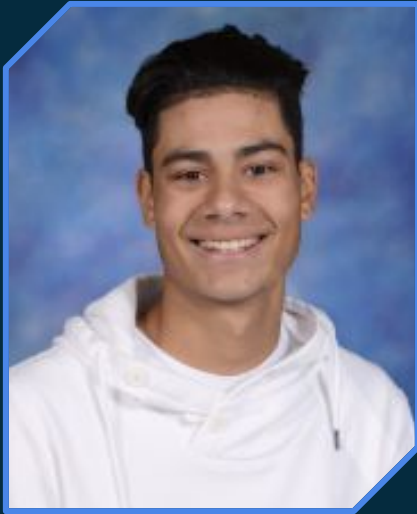


BACKSTORY

Johnny joined the track-and-field club in university. He is up to date with the popular movies and games, and likes discussing fan theories with his friends.

He mainly plays games to relieve the stress of his daily life during his commute to school and back, so his game time is limited. He spends a lot of time on schoolwork and spends the rest of his time with his family.

PERSONAS - Primary



MOTIVATIONS

- Getting rewards
- Levelling up
- Defeating enemies
- Game discussion with friends

FRUSTRATIONS

- Games that are too grindy, causing him to cash out to avoid sinking too much time.
- Games with draggy combat and cutscenes.
- Stressful workload and school life.

PERSONAS - Primary



GAME EXPERIENCE

- Mostly strategy and puzzle games
- Favourite game is Fate/Grand Order

IDEAL EXPERIENCE

ON THE COMMUTE TO SCHOOL

Johnny is on the bus to his first class of the day. He pulls out his phone, excited to claim his daily rewards and clear his daily quests. He analyses the mission and plans the perfect team, taking down the enemy right as the bus pulls into school. Happy that he was able to beat the mission in time, Johnny alights and goes about the rest of his day.

PERSONAS - Secondary



NAME	Agnes Salls
SEX	Female
AGE	28
OCCUPATION	Engineer
RELATIONSHIP STATUS	Single

PERSONAS - Secondary



BACKSTORY

Agnes lives alone with her cat, Floofy. She likes to be productive and doesn't like to be idle. At work, she's fully focused on clearing her task and making the most of her work day. She has few but close friends and every once in a while her friends would recommend her a new game.

She mainly games while she is doing mundane tasks, or has excess time. If she runs out of lives, she would rather stop playing and spend time with Floofy than to pay to continue.

PERSONAS - Secondary



MOTIVATIONS

- Killing time
- Level progression
- Completion
- Challenge

FRUSTRATIONS

- Hates microtransactions
- Long play sessions
- Hates when a game needs friends

PERSONAS - Secondary



GAME EXPERIENCE

- Casual player
- Doesn't get very invested in games
- Favourite game is Candy Crush

IDEAL EXPERIENCE

WHILE DOING MUNDANE TASKS

Agnes is at the laundromat and is waiting for her laundry to be done. As she waits, she whips out her phone and starts playing her favourite game, Candy Crush. Right as she uses up her last life, her washing machine beeps to indicate that her clothes are done. She grabs her laundry and leaves for home.

PERSONAS - Tertiary



NAME Jade Liu

SEX Female

AGE 23

OCCUPATION Student

**RELATIONSHIP
STATUS** Single

PERSONAS - Tertiary



BACKSTORY

Jade is a senior accounting student at university and she is a member of the Strategic Games Club. Her grades are above average and she is well liked by her peers. However, her family doesn't like her excessive gaming habits.

As expected she likes strategic games that challenges her. She likes feeling powerful and smart, coming up with different strategies that maximises her damage output that were not intended behaviours. She's only content if she completes a flawless run.

PERSONAS - Tertiary



MOTIVATIONS

- Power
- Incentives
- Social
- Growth

FRUSTRATIONS

- RNG drops
- Updates that nerf her favourite characters
- Maintenance

PERSONAS - Tertiary



GAME EXPERIENCE

- Favourite game is Fire Emblem Heroes.
- Likes to minimise cost and maximise benefits.
- Reads up and participates in a lot of forum discussion.

IDEAL EXPERIENCE

ANYTIME, ANYWHERE

Jade gets a notification on her phone about the new summer event. She drops everything she was doing, and starts on the event. After getting her desired character on the first roll, she signal boosts all of the fellow friends about the event while bragging about her new character.

DESIGN





AFFINITY CHART

	Johnny Martinez	Agnes Salls	Jade Liu
Crafting	YES	NO	YES
Combat	YES	YES	YES
Inventory Management	NO	NO	-
PvP	YES	-	YES
Roulette	-	YES	-
Store	-	-	NO



DESIGN PILLARS

CLEAN

Easy Navigation
Maximum game
time

PLAYERS IN CONTROL

Outsmart the
enemies

SCI-FI AESTHETIC

Clean designs
RPG elements

PROTOTYPE



IMPLEMENTATION





MOODBOARD



MOCK START SCREEN



MOCK COMBAT SCREEN



MOCK COMBAT SCREEN



MOCK USER CHOICE

THANK YOU

