





## ¿Qué vamos a ver?

1. El Proyecto
2. Oportunidad de negocio
3. Research
4. Solución
5. PMV
6. Next Steps

# PROYECTO

Un campamento de videojuegos interactivo, aprendiendo  
un idioma desde donde tú quieras

A photograph of a campsite at night. In the foreground, there are several white teepee-style tents with wooden poles. One tent has a yellow fabric covering the entrance. Another tent is illuminated from within, showing a blue glow. In the background, there are more tents, some with green roofs, and several children are playing on a grassy field. The sky is dark, suggesting it's nighttime.

# GAME CAMP ONLINE

- Convertir campamento **presencial** en campamento **online**
- **12-18 años** adolescentes (campistas)
- **Low-Cost**
- **Todo online**
- Finalidad: **aprender un idioma** (español / inglés)

# OPORTUNIDAD DE NEGOCIO

Campamento low-cost. Colaborando con todos los sectores

# PARTNERS

Promoción mediante sus **redes sociales, eventos, y aulas**





# BETAS POR FEEDBACKS

# CAMPISTAS

JUNIORS

12-14

1º y 2º ESO



BROS

Red Team

TEENS

14-16

3º y 4º ESO



SONIC

Blue Team

MASTERS

16-18

1º Y 2º Bachiller



LINK

Green Team

# MONITORES

- 3 profesionales contratados como supervisores
- 9 monitores en prácticas



## POR CADA TEAM

1 Supervisor  
3 Monitores  
3 Niveles (Junior, Teen, Master)



# WELCOME BOX



A black and white photograph of a person wearing a large, billowing hooded cloak, seen from behind, looking out over a dense city skyline. The buildings are detailed with various architectural features like towers, statues, and arched windows.

# RESEARCH

Métodos de investigación

# RESEARCH • PRIMEROS PASOS



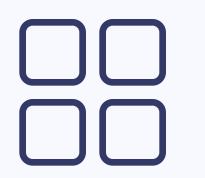
Encuesta



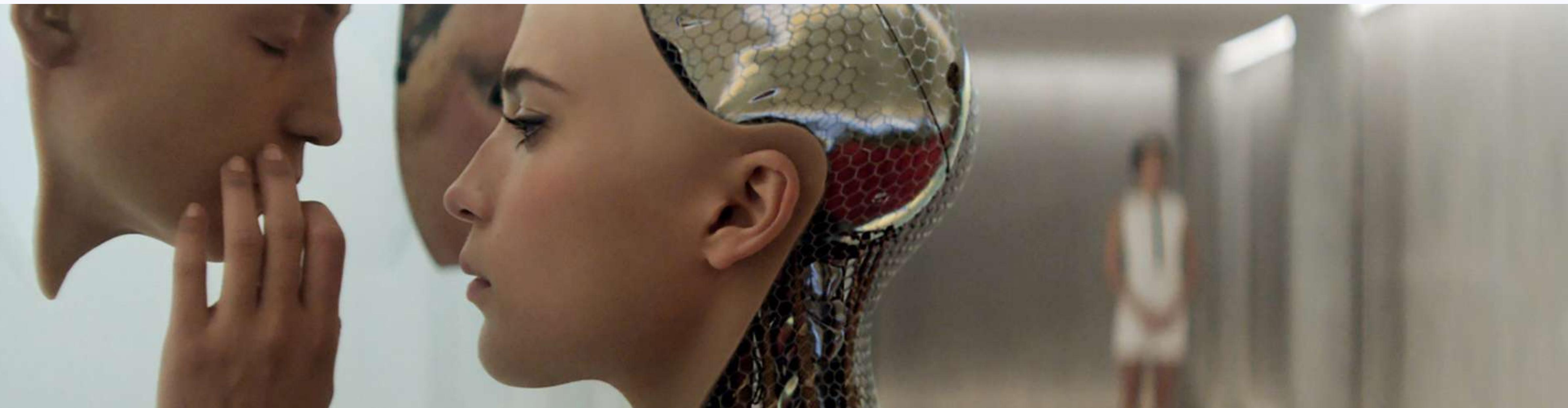
Estudio Competencia



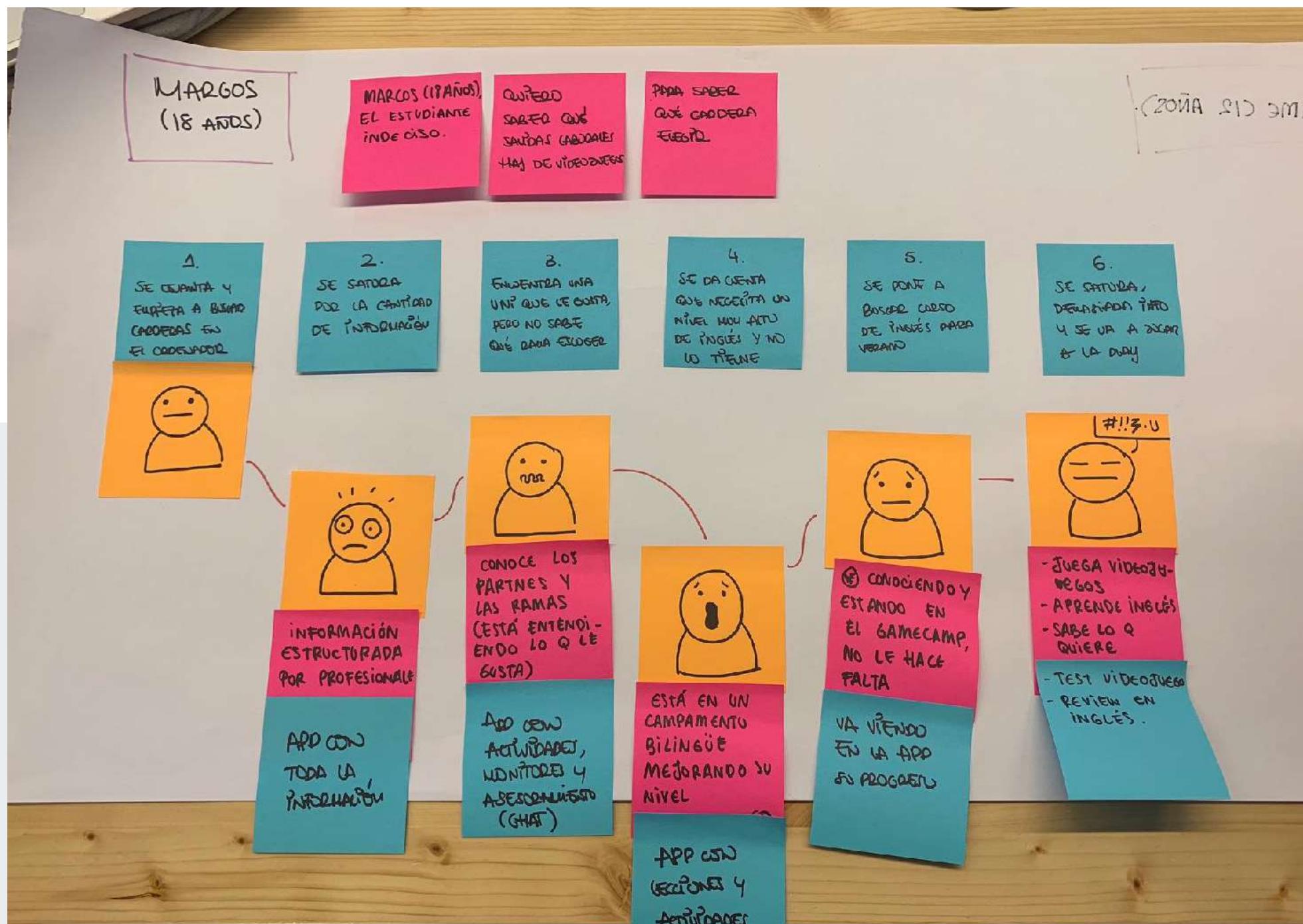
User Persona



Problem Statement

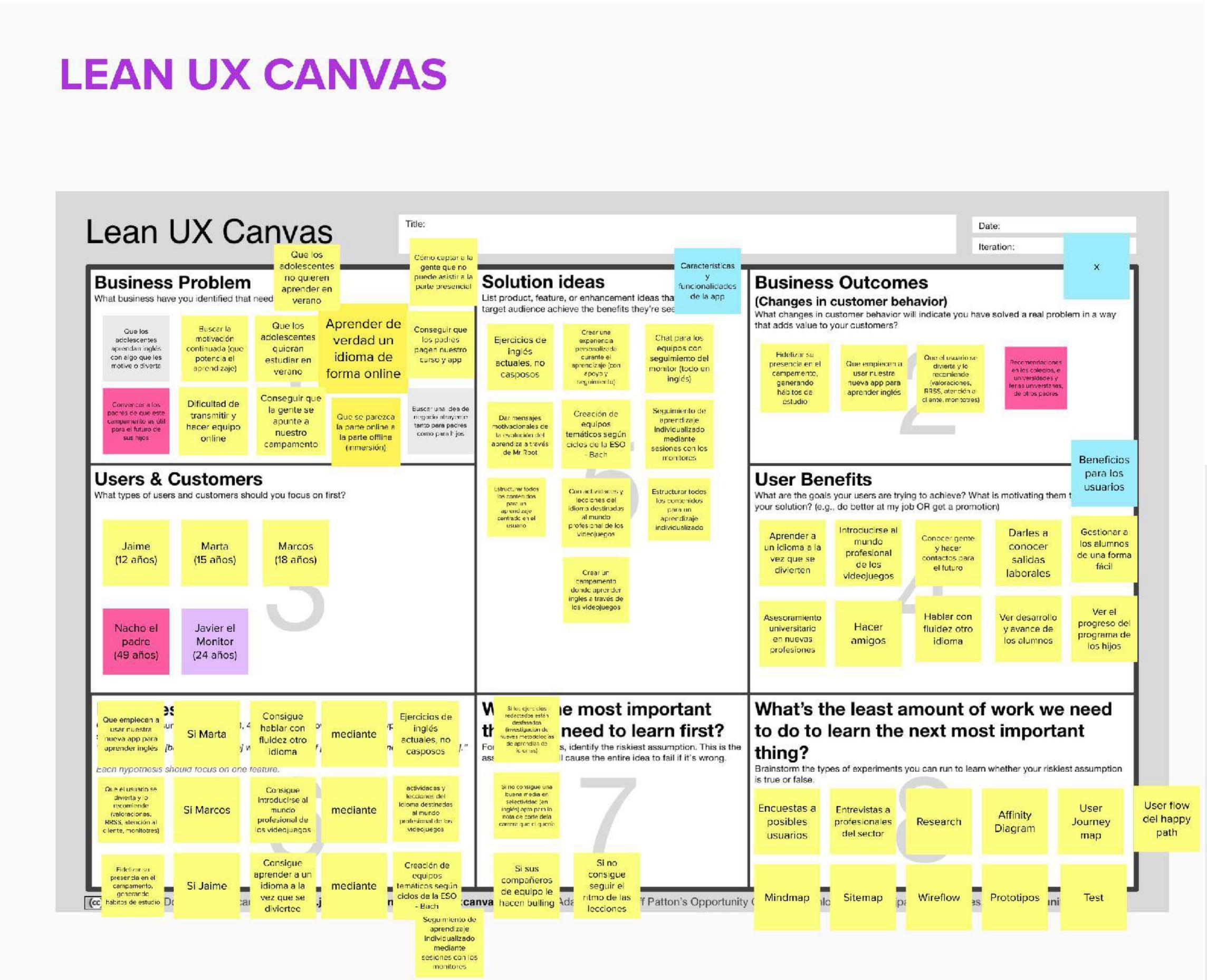


# USER JOURNEY MAP

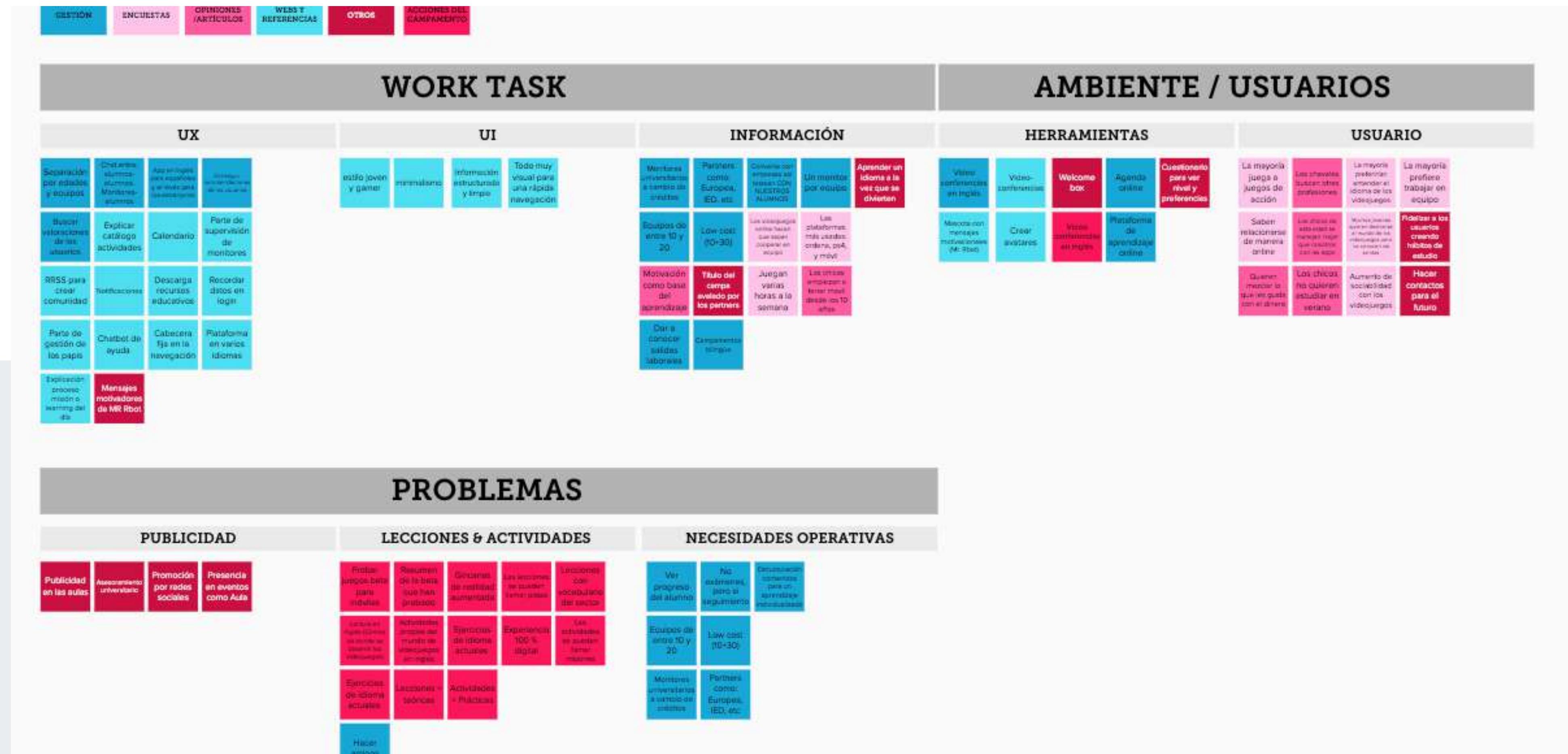


# LEAN UX CANVAS

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# AFFINITY DIAGRAM

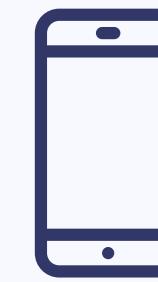


# SOLUCIÓN

¿Web o App? ¿Qué es mejor para un GameCamp?

# APP

¿porqué?



Generación tecnológica



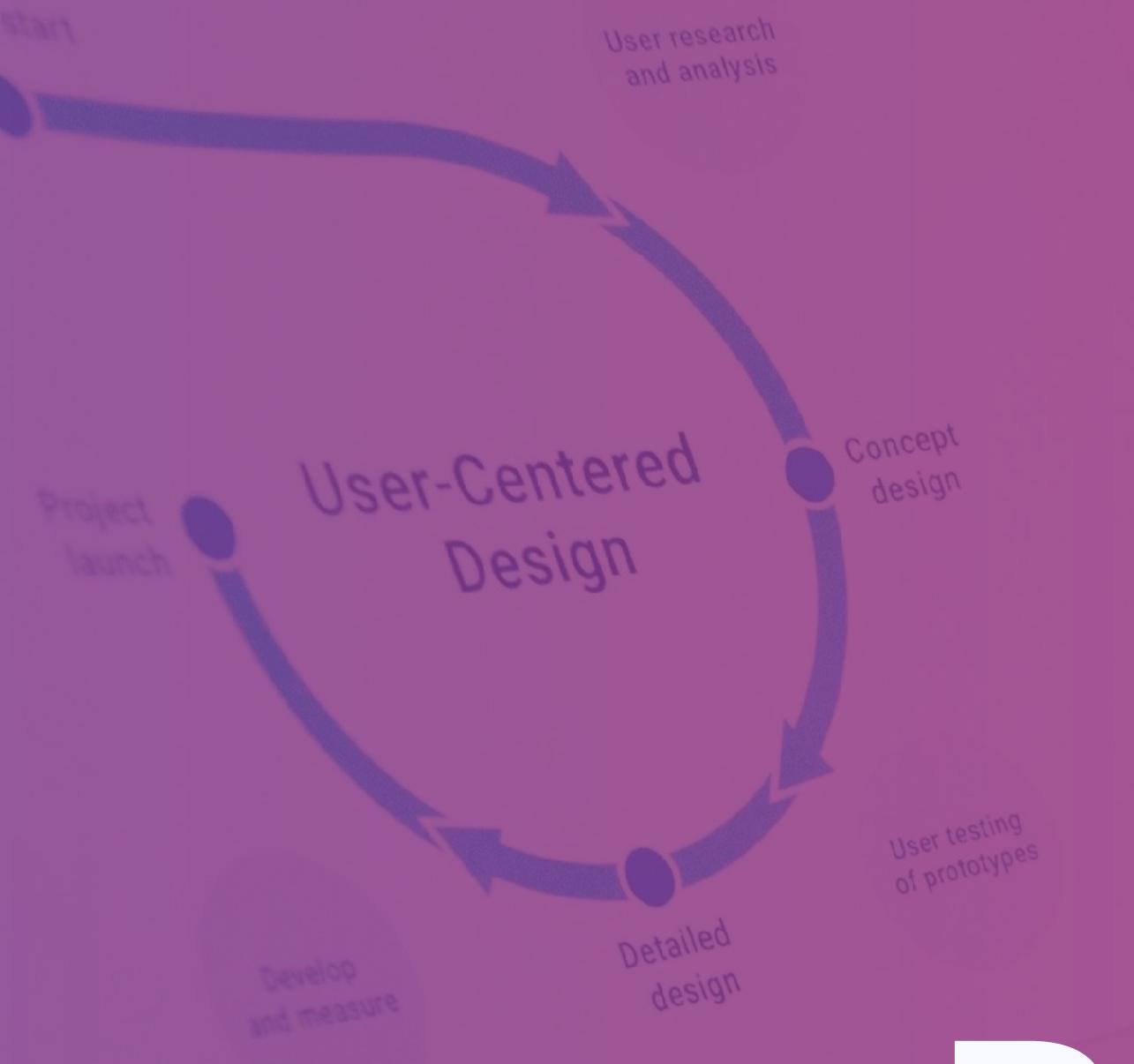
Movilidad



Flexibilidad



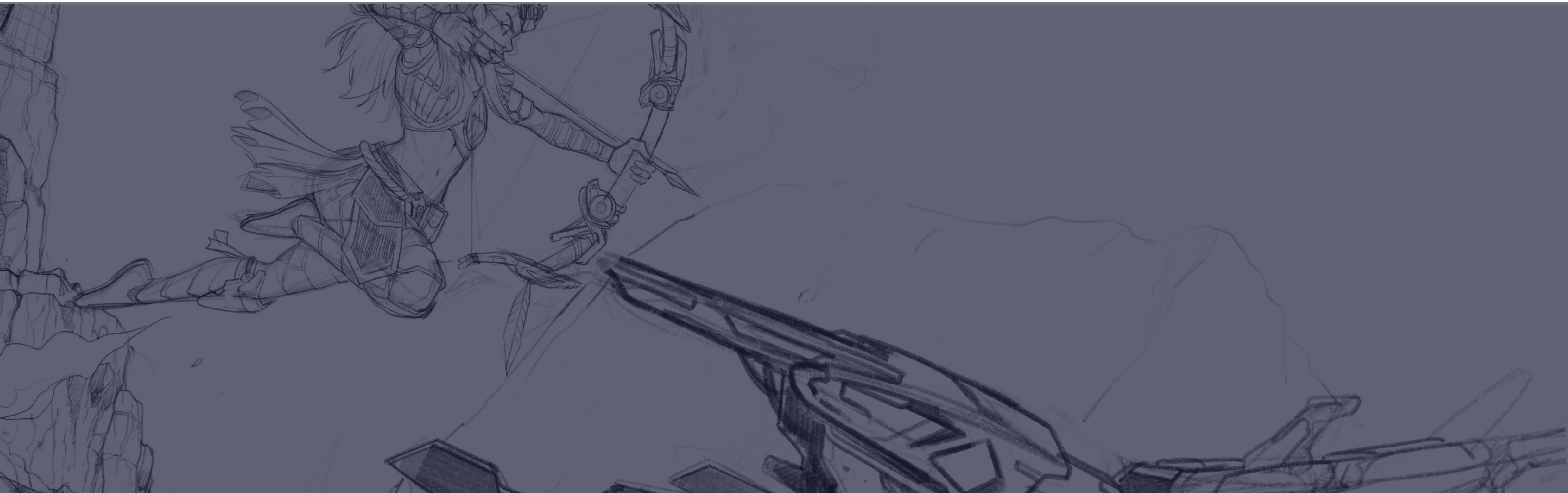
Fidelización



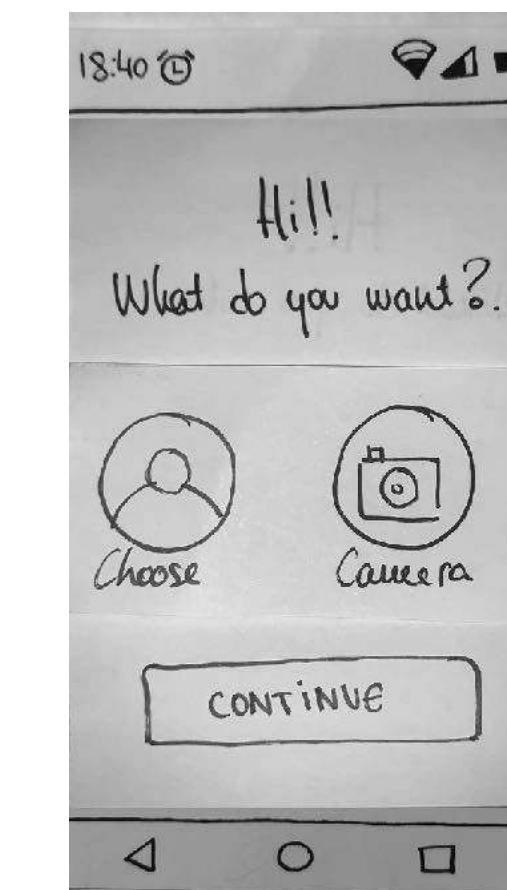
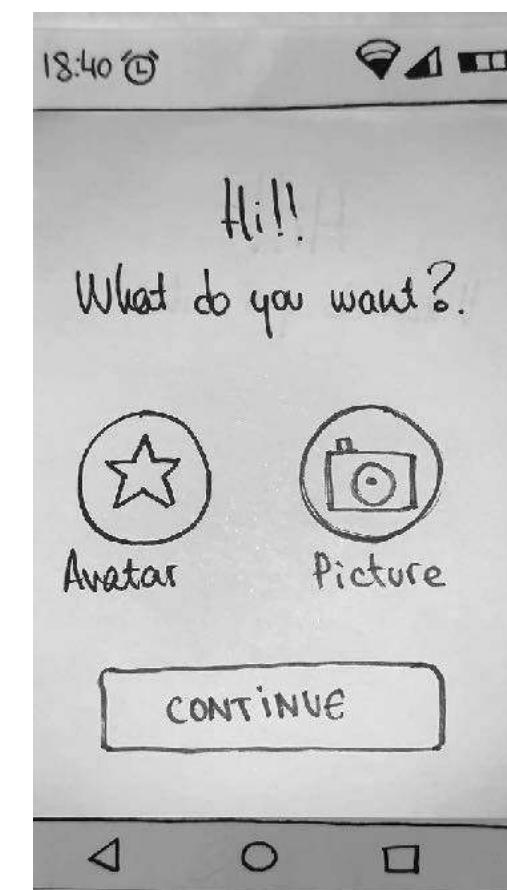
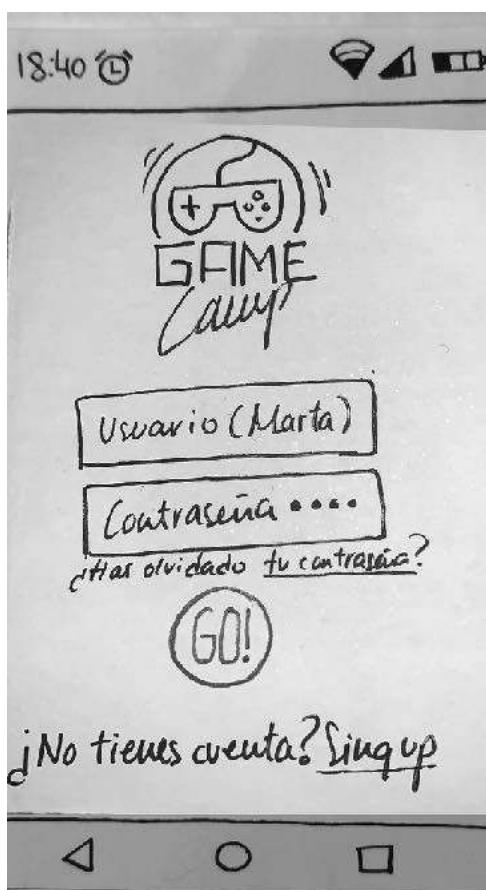
# PMV

Producto Mínimo Viable

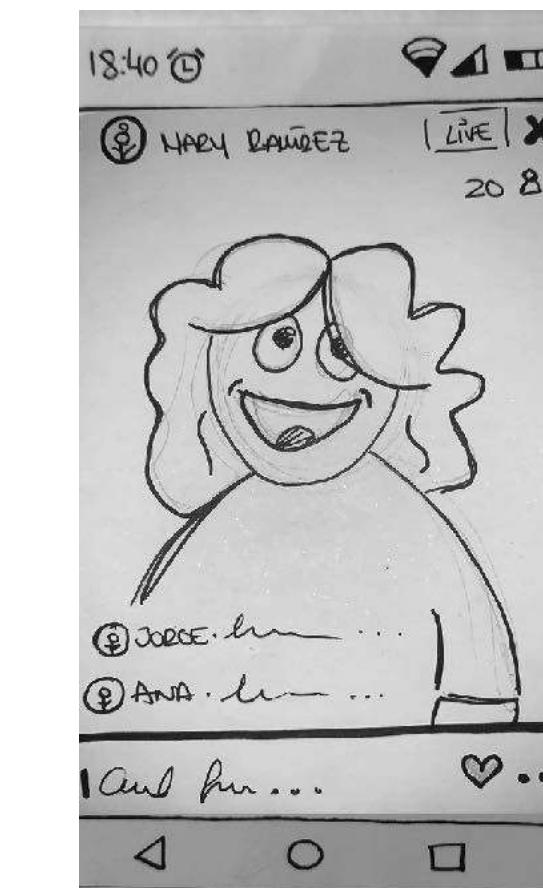
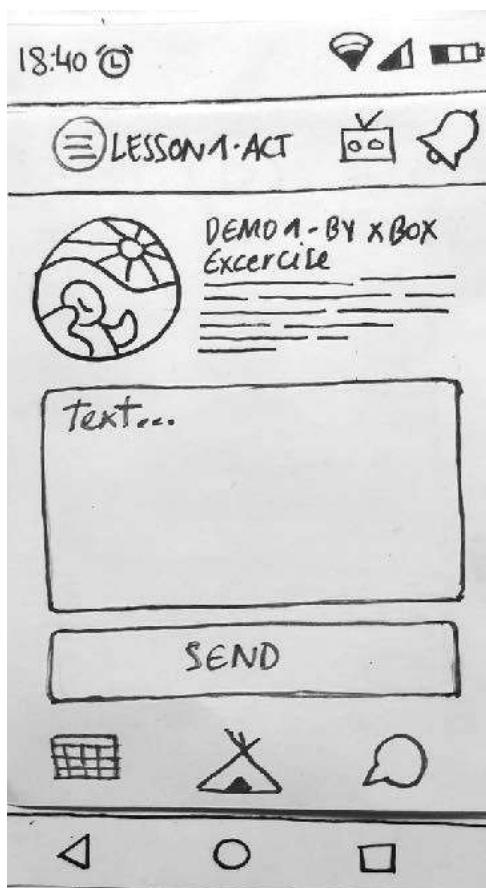
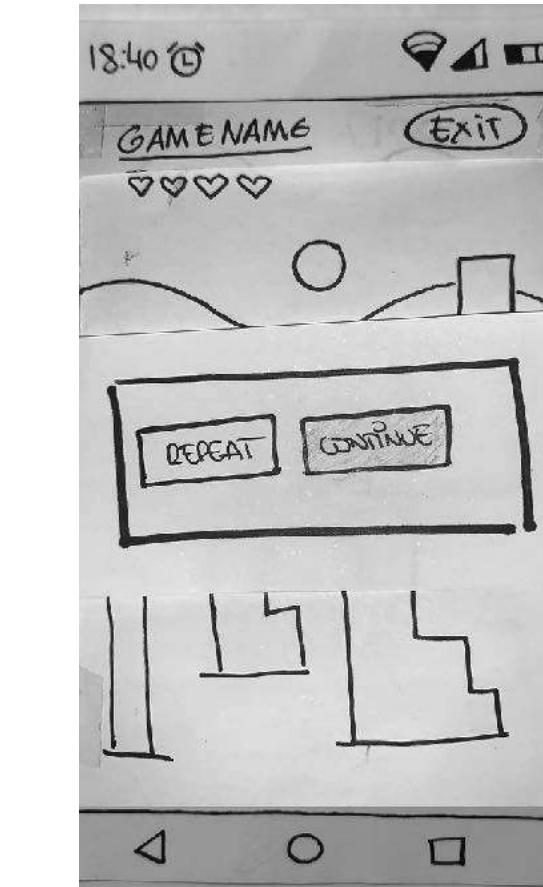
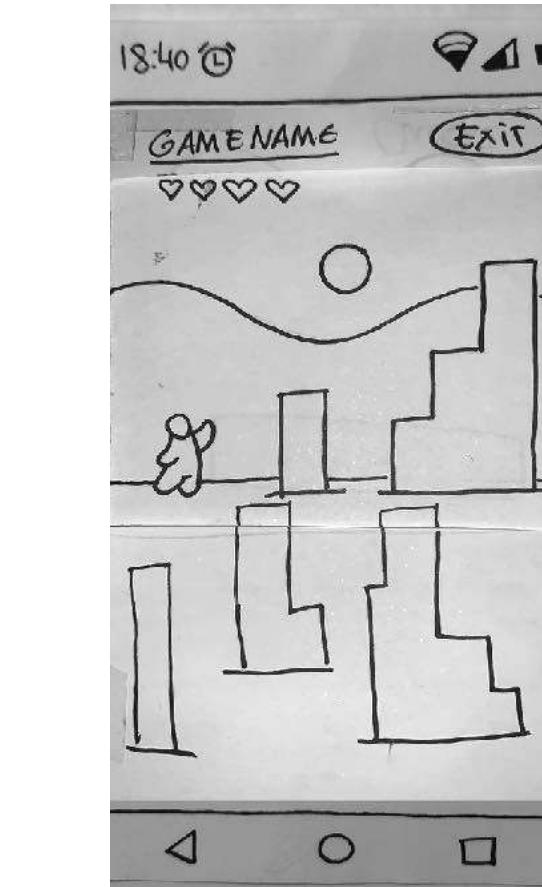
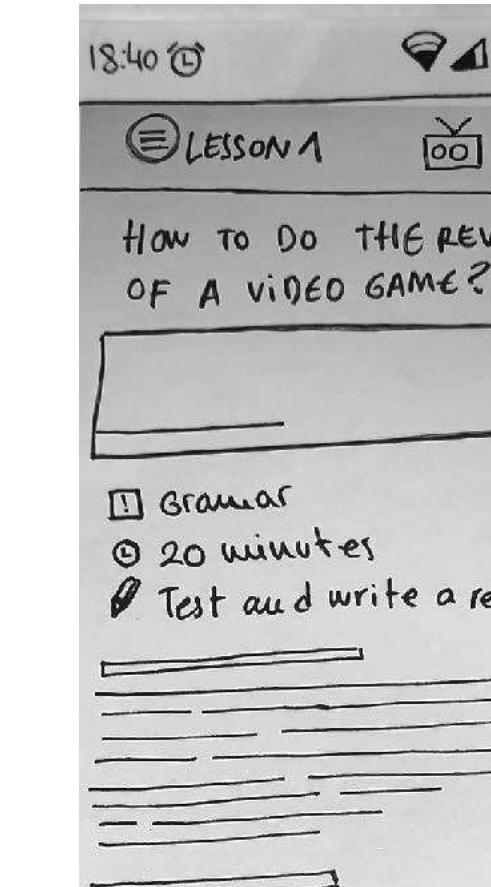
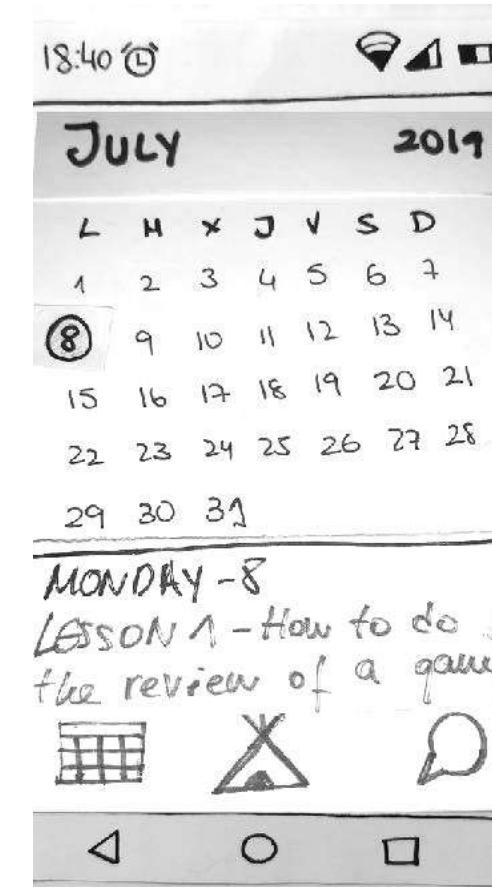
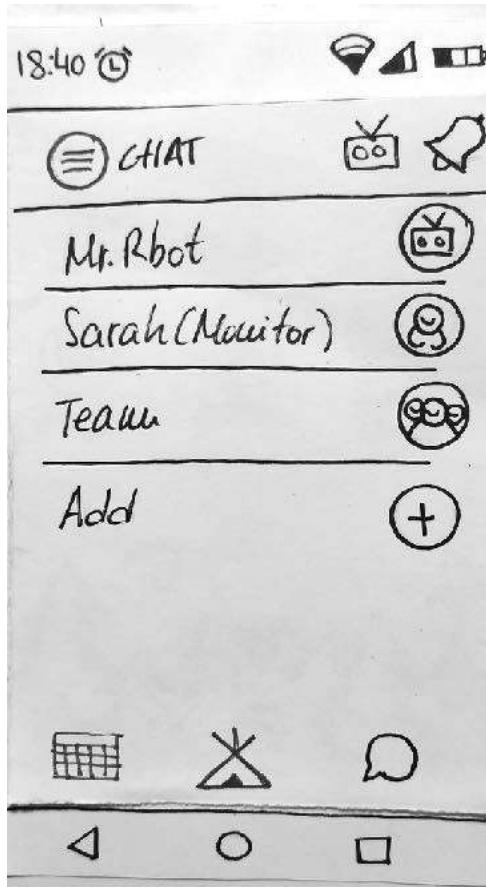
# PROTOTIPO LOW-FI



# WIREFRAMES LOW-FI



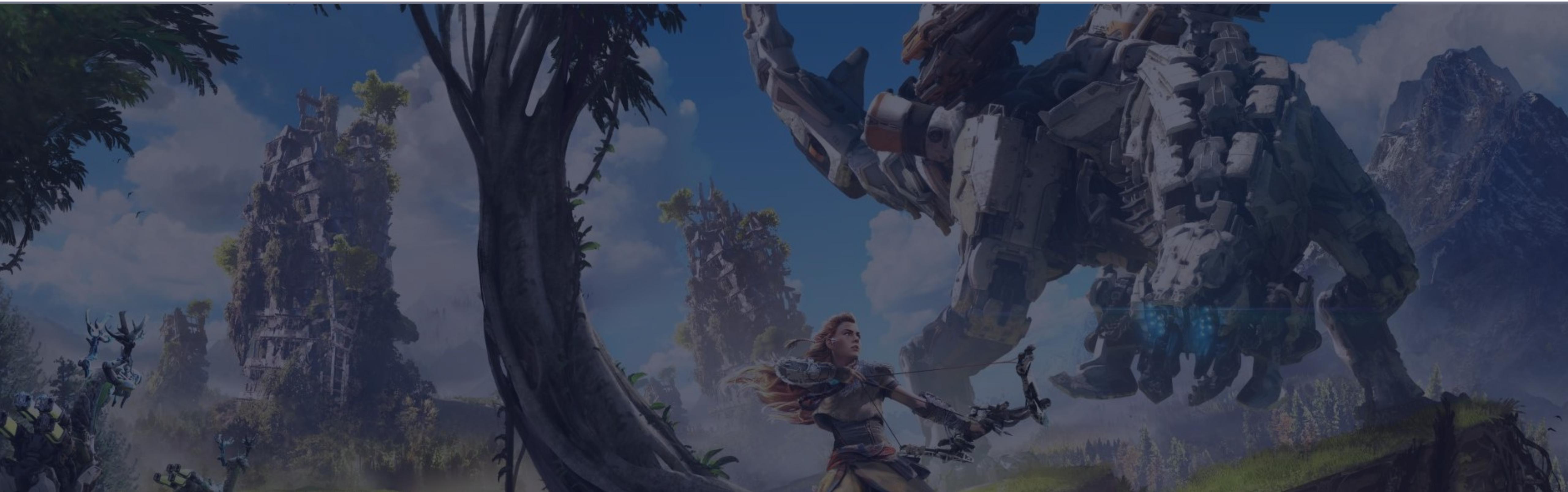
# WIREFRAMES LOW-FI



# CONCLUSIONES TESTING

- 01 Textos en español hasta el login
- 02 Primero registro, después login
- 03 Opción de saltar selección de avatar
- 04 Añadir modal de valoración de la Beta
- 05 Suprimir pantalla de progreso y unirla con Mr. Rbot
- 06 Añadir opción sin premium

# PROTOTIPO MID-FI



# PROTOTIPO MID-FI



# WIREFLOW



# NEXT STEPS

Los próximos pasos a desarrollar



## SIGUIENTES PASOS

1. Web de acceso, matrícula e información
2. Pantallas para **padres y de los monitores**
3. App en **diferentes plataformas**
4. Juegos e **interacciones entre** los diferentes **teams**
5. Integrar **funcionalidad completa** de **chat**
6. **Gincanas GO!** (realidad aumentada)





