## BARQODE:

\*\* Change subheadings to left-justify, match up with major headings, and put paragraphs underneath

~~\*\* Change Understanding the user to User Research~~

### ~~Research Summary:~~

My research goal was to determine if features like social sharing, mobile payments, and money transfers could be effectively integrated into a retro arcade setting.

To understand how modern mobile technology could enhance the arcade experience, I interviewed 5 adults aged 25-50 who regularly use mobile devices for social interactions, payments, and planning group activities.

### ~~RESEARCH RESULTS:~~

My user study identified the following key pain points:

Purchase Flexibility: Users desire the option to purchase either game tokens or digital game credits.

Token Distribution: Frequent players and groups find distributing tokens cumbersome.

Activity Tracking: stat nerds lack a way to track their arcade habits and high scores.

---

### ~~COMPETITIVE ANALYSIS~~

A comparison of 4 local and national arcade venues revealed variations in pay systems, mobile apps, and rewards programs.

Dave & Buster’s: Offers a convenient Power Card for rewards but lacks social sharing features.

EightyTwo: Focuses on adult-oriented gaming but lacks a mobile app or rewards system.

Lucky Strike Lanes: Prioritizes bowling and family-friendly entertainment, with limited arcade features.

Neon Retro Arcade: Provides an all-you-can-play model but caters to a younger demographic and lacks an online presence.

### ~~Opportunities~~

Hybrid Payment: Offer both digital mobile payments and a token system.

Gamer Rewards: Implement a rewards program that allows users to earn points off-site.

Responsive Website: Ensure the website is fully responsive and offers the same functionality as the mobile app.

### LO-FI USABILITY TESTING

\*\* remove the write-up, include the bulletpoints in heading, and explain below that

### FOLLOWING STEPS

change this to the #F8F8FF font to wrap up into footer