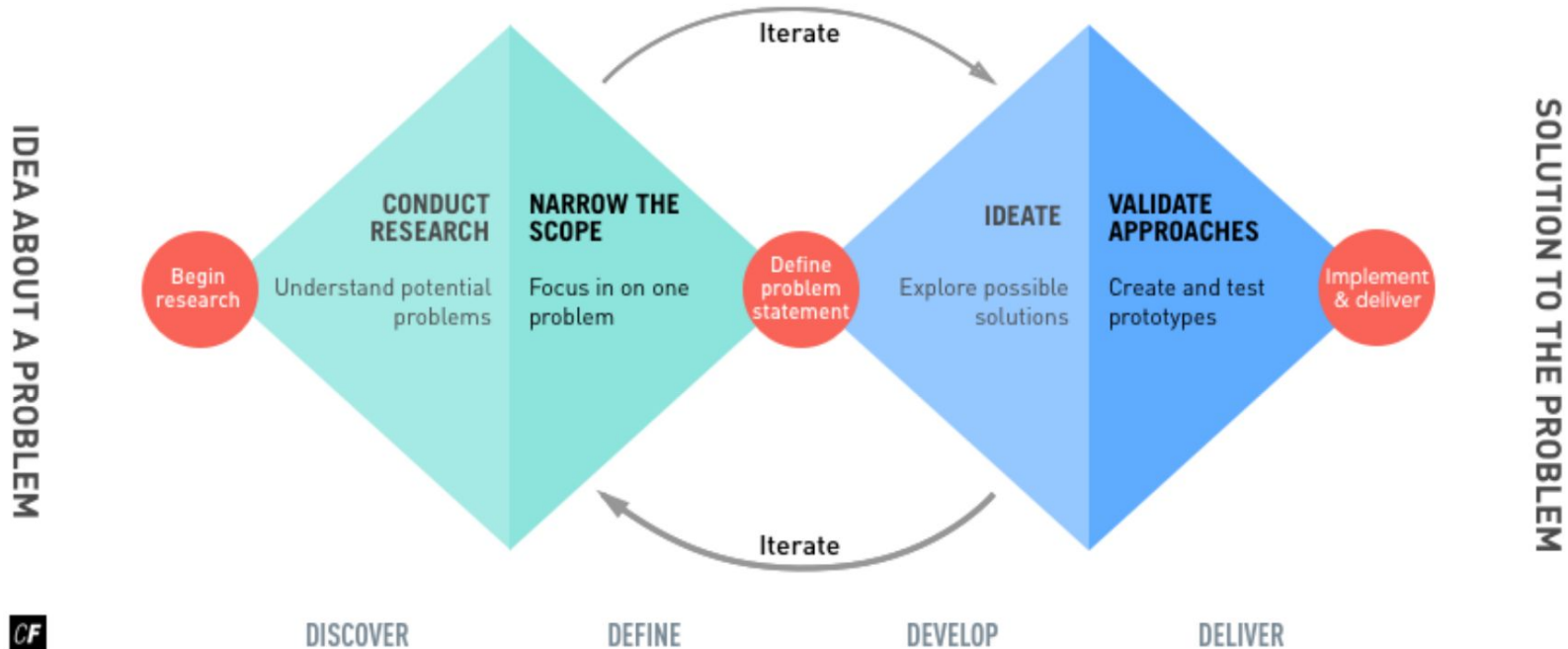


1.6 Understanding the Problem

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Using the Double Diamond Strategy



Understanding the problem

Setup

1. If setting up a game takes too much effort and time, user becomes uninterested
2. If setup and gaming has a high learning curve it will deter potential users

Scalability

1. Scavenger hunt needs to be playable anywhere, while traveling or in hometown
2. Unsure if audience prefers to play alone, with friends, or with strangers

Replayability

1. Users wouldn't want to be stuck 'hunting' the same things over and over. There needs to be variance
2. Games will get boring without social experiences

Problem Statement:

Gamers need an app that that would engage and motivate them explore their surroundings, whether it be in their neighborhood or while in a new city because this type new type of gaming provides unique, memorable experiences.

We will know this to be true and successful when we see high ratings and positive reviews on the app and at at least 8 downloads a day.

Possible Solutions

1. If setting up a game takes too much effort and time, user becomes uninterested
This is where design is key; focusing on designing for the user and prioritizing their experiences.
2. If setup and gaming has a high learning curve it will deter potential users
Having a well designed On Boarding as well as a help page that isn't too wordy should help with this
3. Scavenger hunt needs to be playable anywhere, while traveling or in hometown
Having a simple UI would make setup and playing easier to manage on-the-go, as well as having an offline mode
4. Unsure if audience prefers to play alone, with friends, or with strangers
Game modes should be dynamic; playable alone or with any number of friends. There should be an option to join up with random people if friends aren't always available to play
5. Users wouldn't want to be stuck 'hunting' the same things over and over. There needs to be variance
There should be an extensive list of items to hunt. In addition the game needs to be continuously updated to add more
6. Games will get boring without social experiences
Focus on adding game features that allow users to get together into groups of friends or strangers