

M2 - Ready Player One

MANDATORY MODULE CODE HERE

MANDATORY TITLE HERE

MANDATORY SUBTITLE HERE





MANDATORY TITLE HERE



- The totality of your source files, except all useless files (binary, temp files, obj files,...), must be included in your delivery.
- All the bonus files (including a potential specific Makefile) should be in a directory named *bonus*.
- Error messages have to be written on the error output, and the program should then exit with the 84 error code (0 if there is no error).

module: D-RPO-200
title: Ready Player One
subtitle: It's in the game.
delivery: merlin
noBonusDir: true
noErrorMess: true
branding: Digital
author: Cédric DE LUCA, Marion PALDACCI
version: 0.2.2

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Several studies, like [this one](#) or [that one](#), show the impact of the lockdown on people's waist circumference. The physical condition of French seems to have declined: they gained an average weight of 2.5 kg.



You are a team of consultants specialized in UX Design and data analysis, and you just have accepted to help the notorious and international company **Decathlon** to increase its business with their new marketing strategy: we need you to design a solution that encourages **through gamification** the population to practice more physical activity!

Through this strategy, their business goal is to **increase their notoriety** in France and other countries (through the traffic of the website, the number of followers on their social media for examples) in a positive way.

RESOURCES

Along with this file, you are provided some personae.



Feel free to add some more if you reckon it's necessary.

You must read personae, find leverage and constraints.

1. The first phase of the project deals with users understanding and the creation of the user experience.
2. The second one is about writing these into clear specifications to support application design creation.
3. The third phase consists in realizing an interactive (fully clickable) prototype.
4. And finally, you have to provide a complete vizualisation and argumentation of the previsional impacts for the image of the company thanks to your solution.



For all these phases, you are free to use the tools you fancy the most.

You're expected to:

- respect the values and DNA of the company
- take into account the legal and ethical aspects of your solution.
- test your solution, more than one time with more than one individual

DELIVERABLES

You have to deliver:

- the complete specifications of your solution
- a complete and interactive prototype
- a detailed presentation of the gamification of your app (why, how and expected consequences)
- a complete documentation of the previsional impacts on the brand with concrete data and resources