

Pitch Assignment | CSE 110

K-POP Photo Card Web Application

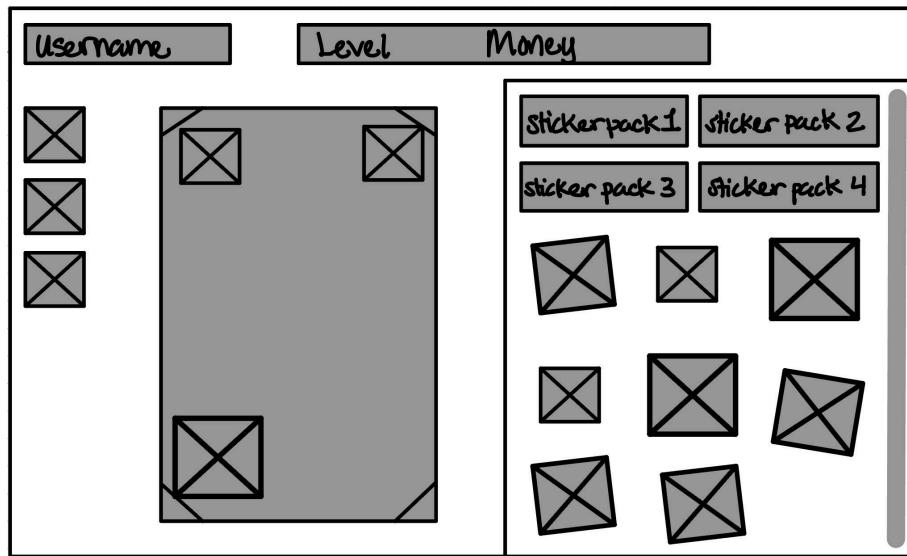
Risks/Rabbit Holes

- Risks
 - Privacy/data concerns: if users are creating a profile to keep track of the cards collected we need to ensure we are securing their data
 - Note: Not sure if allowing users to make a profile or trade amongst each other was a component we wanted to include
 - Data management/scope: there are lots of K-POP groups, each having many members and albums so if we don't narrow down which groups to focus on there will be many photocards that need to be made
 - Example: could narrow it down to a handful of female groups and their most popular albums
 - IP issues: If this was an app/game to publish, this could lead to legal problems and copyright issues.
- Rabbit Holes
 - "Collect" or "trade" features could be more difficult to implement
 - Notifications or chat system being implemented?
 - UI/UX: many K-POP fans have a higher expectation for cute/aesthetic designs, trying to satisfy this could lead to a lot of time spent on design
 - Risks less time and focus spent on testing or other aspects of the project
 - Scope: The idea captures so many things as there are many systems involving the photo card/collection/gacha idea.
 - How many groups and albums will be covered? If too many, it could lead to large amounts of work.
 - What systems will we put in the app? Too many systems may multiply work, as each card would need to be worked on the system.

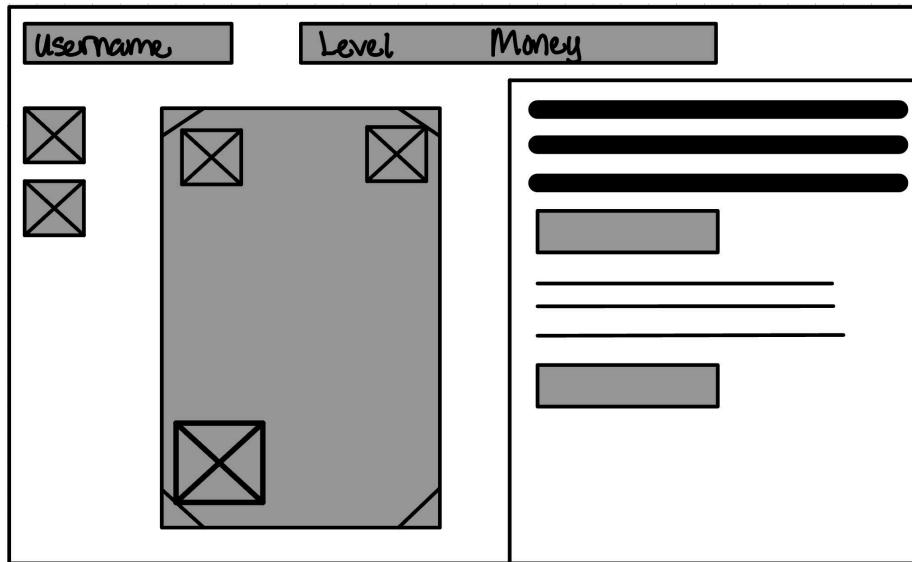
Wireframes

These wireframes provide a simple, low-fidelity visualization of key user flows. They focus on structure and navigation, not final styling or colors.

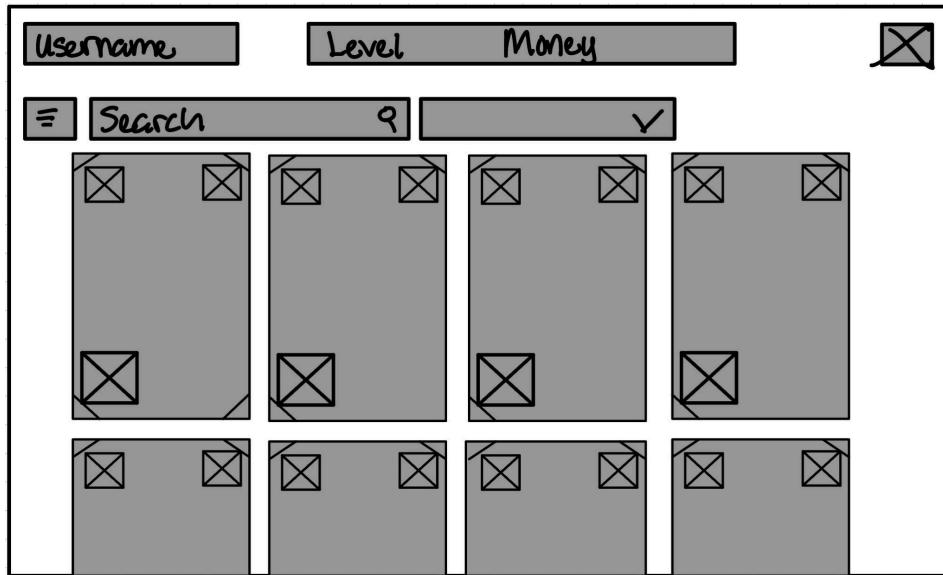
Photocard Design and Customization Wireframe



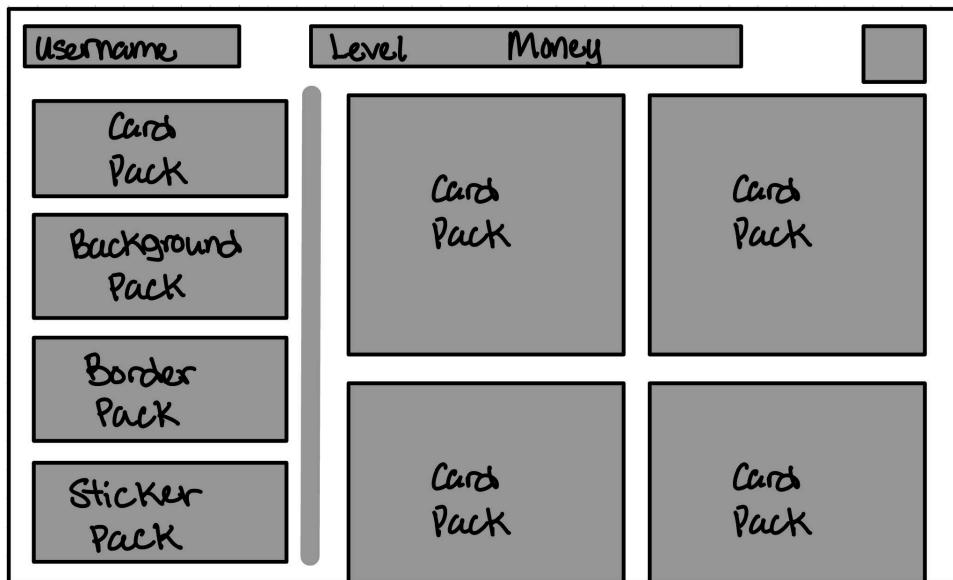
Photocard Display and Bio Wireframe



Photocard Inventory Wireframe

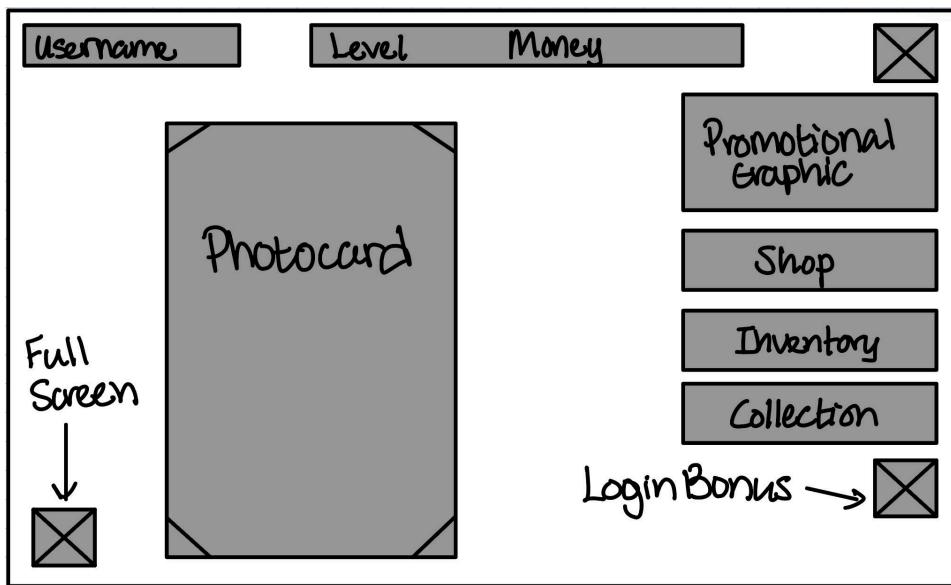


Virtual Shop/Catalogue Wireframe



UC San Diego

User Homepage



User Personas

Hana

Age: 17

Occupation: High School Student

About: Hana is a really creative and energetic person who loves K-POP, especially girl groups. She enjoys customizing anything she owns, whether it's her phone or notebooks, so she would definitely love decorating photo cards too. She likes showing off her collections to her friends and posting about them online.



Goals

- Collect all the photo cards of her favorite idols
- Customize and decorate her cards to make them feel more personal
- Trade or show off her rare cards to friends

Challenges

- Gets bored if she cannot customize or interact with her collection
- Loses interest if rare cards feel impossible to get

Favorite Features

- Opening card packs with exciting animations
- Decorating photo cards with stickers and frames
- Special limited-time packs based on seasons or events

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Lucas

Age: 24

Occupation: University Student / Part-time Barista

About: Lucas is more of a casual K-pop fan who really enjoys collecting rare stuff. He is the type of person who likes a little bit of competition when it comes to collecting and loves completing sets. He does not want apps to be overly complicated or feel like he has to spend money just to keep up.



Goals

- Build a strong collection of rare photo cards
- Complete challenges and events
- Create and share his own custom photo cards for fun

Challenges

- Gets overwhelmed if the app feels too cluttered
- Stops using apps if they feel like you can only succeed by spending money

Favorite Features

- Easy daily rewards and challenges
- Being able to trade or sell cards
- Clean and simple app design

Sofia

Age: 29

Occupation: Graphic Designer

About: Sofia is a huge K-pop fan who really loves the design side of it. She is really into making things look good and loves apps where she can be creative. Collecting cards is fun for her, but creating her own cards and being able to decorate them would make the app way more exciting.



Goals

- Design custom photo cards using her own style
- Share her creations with others
- Use the app to relax and be creative without too much pressure

Challenges

- Gets frustrated if editing tools are too basic or hard to use
- Does not enjoy apps that limit her ability to be creative

Favorite Features

- A card editor that feels smooth and gives lots of options
- A gallery where people can share their custom cards
- Maybe an option to print her favorite designs

Additional Market Research / Competitors

- Social Media
 - Fans like to share their physical photo cards and albums online.
 - Give an option for people to share their own digital photo cards and albums.
- A Chance for a Physical Preference
 - Perhaps some fans enjoy a physical collection instead of a digital one? Something to consider.
- Are there similar apps and games that share this idea?
 - [SUPERSTAR Series Rhythm Games](#)
 - [BTS Island - In The Seom Puzzle Game](#)
 - [BLACKPINK THE GAME](#)
 - [NCT ZONE](#)
 - [PICKIT](#)