

# User Experience Strategy Plane

## What is culturally appropriate?

As a game designed to parody the interactions within the retail environment, it must remain non-specific. To show examples of how interactions take place in their most basic form, without prejudice against one retail job or another.

## What is relevant?

While commenting on the culture of “soul less” retail jobs, it must still have relevance to what the job entails, why it is so difficult, and what the outcome often is for said employees. This game is aimed at those working in retail, or those wondering what is “so bad” about the job title.

## Is this an appropriate medium?

To show the full extent of the day to day retail experience would not be rewarding for the user. A mobile game is quick to play, easy to understand, gives an instant challenge and often gratification. A quick glance into the retail employee world.

## What makes this so special?

To showcase this experience in a game format makes it memorable and easy to understand. The goals and pitfalls are all laid out on screen so, no mystery remains as to the purpose of this game. The challenge is to remain vigilant in the face of unrelenting customers.

## Why would the user want this?

Retail employees are often between the ages of 18 to 40, or maybe above. Within the initial demographic, playing social or mobile games during lunch hours is a common activity, certainly for the younger portion. In some ways it may relieve the anxiety of said job, or reinforce their existing thoughts about the industry.

## What experience would fans enjoy?

- Playing as a retail drone in a never ending struggle to reach their target.
- Plowing through customers while maintaining their energy levels with coffee health tokens.
- Gaining skills through mastering the gameplay style and controls.
- Achieving the target set by them at the beginning of the game.
- The casual nature of having a game with no save states, or recorded scores.

## What do the fans and clients expect?

### Is this what I expected to see?

- A browser based platformer game based on a simplified retail experience with a memorable name and tagline.

### Does it look credible and trustworthy?

- A simple art style with quick and functional operations, similar to many browser based games from the Flash era. No advertisements present.

### Does it offer what I want?

- A simplified retail experience with targets to reach, and a soul to protect.

### Does it look valuable enough for me to stay?

- The addictive nature of a simple and repetitive game creates a need for completion.

### Does it look valuable enough for me to return?

- Settable targets offer multiple levels of challenge. Completing all levels requires returning.

### What actions can I take now?

- Read through the controls and about section to understand the game.
- Set your target prior to starting the game.
- Play the game!
- Master the mobile and desktop controls
- Reach your target.

How do I contact someone?

- The credits section will have a link to the GitHub repository.

## Conclusion

Based on the figures above, concentrating on the following UX design choices is crucial.

- Creating a simplified retail experience
- Making it mobile specific in design.
- Create game designed around retail.
- Appeal to a wide audience through simplicity.

Opportunity/problem	Importance	Viability
Create a simplified retail experience	5	5
Make it mobile specific	4	5
Create a game design around the retail	5	4
Appeal to a wide audience through simplicity	4	3
Create original art assets	2	3
Create a save system with highscores	1	3
Total	21	19.1666666667



