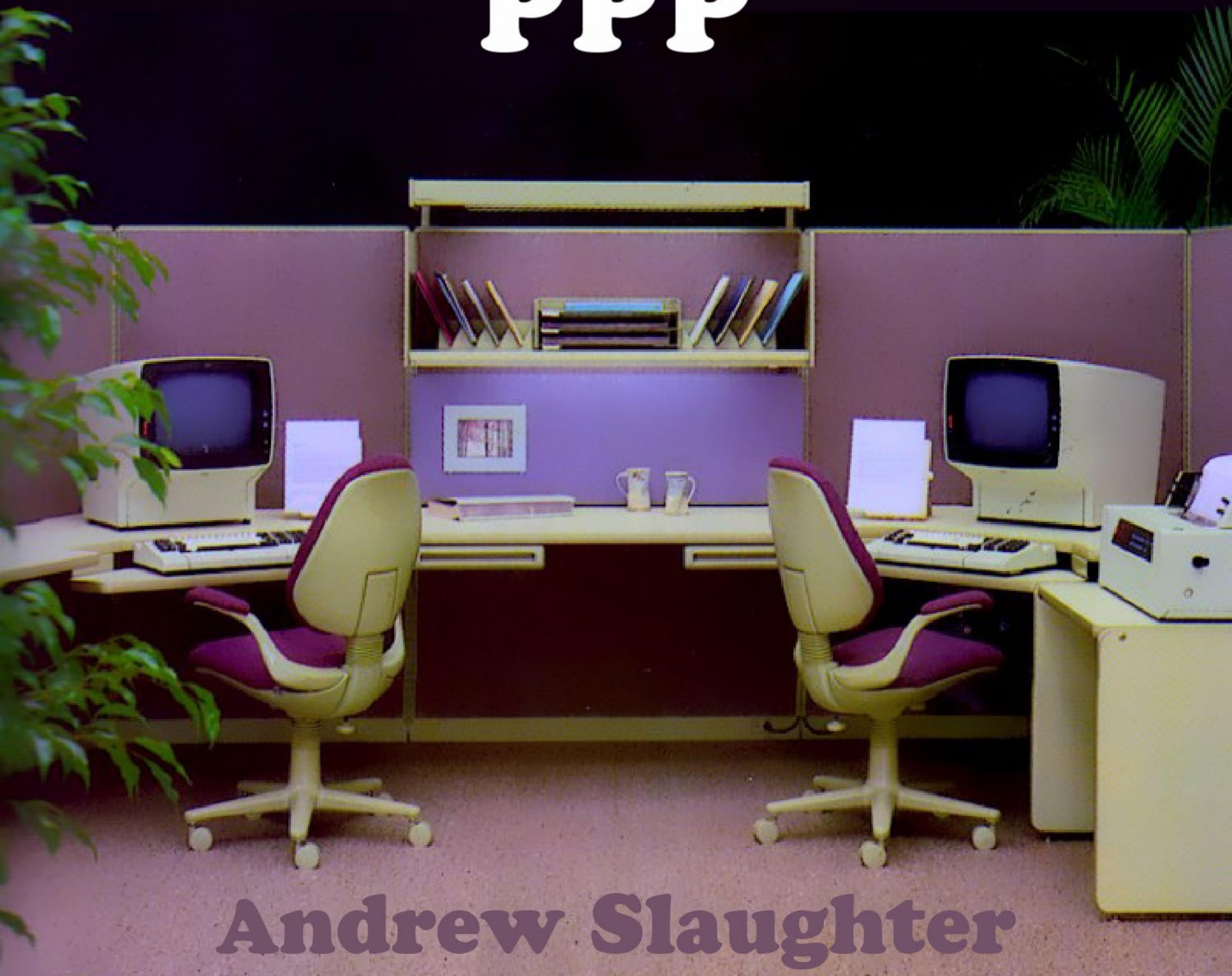


# Project Process Portfolio

## 'PPP'



Andrew Slaughter

**This deck will show you how I produce a design-centric project.**

Included are 2 case studies of for-profit projects.

The first is an ice cream truck I owned and operated in Honolulu.

The second is one of many iPhone games I produced at MakeGamesWithUs.

Case<sup>1</sup>

# All Kine Ice Cream Truck

**Role: Designer / Founder**

Team: a friend helped me with the vinyl decal cutting

# Goals

Create an ice cream truck business

Brand should appeal to Hawaii locals

Stay within tight budget for truck renovation

Incorporate already-orange truck paint job

Make an easily editable menu

Profits to cover personal living expenses

# **Customer Analysis**

## **Neighborhood Folks**

very price sensitive

traditional palates

lots of kids

## **Private & Public Event Folks**

not price sensitive

demand new things

ingredient conscious

all ages

# Name Brainstorm

surfer scoops  
surfer cream  
andrew the ice cream man  
waimea icea cream  
sunset cream  
sunset beach ice cream man  
happy bars

Da Kine ice cream  
irie pops  
Dakine Cream  
cream dream  
cream all over your face dream

2 scoop ice  
2 scoops get barrelled – Ice Cream

Set Wave Ice Cream

big wave ice cream

surf n sol ice cream

tiki treats

surf n sol ice cream

cosmic creamery

all kine ice cream

Shoka

snurf – surfing musabi

snurck

surfer treats

surfer snacks

surfed out ice cream

shit

sheezy wagon

shazaaam

All Kine  
Ice Cream –

All Kine Snacks

warriors ice cream

# Logo Brainstorm

ALL KINE

ALL KINE

All Kine

all kīne

ALL Kine

all kīne

all kīne

ALL KINE

ALL KINE

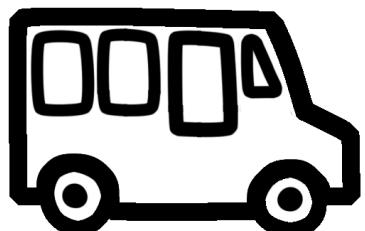
ALL KINE

all kīne

\*all kīne\*

All Kine

all Kine

all Kine 

# Brand

The popular word **Dakine** means ‘the best’ in Hawaiian pigeon.

Therefore, **All Kine** is both original and familiar.

all kine   
ice cream truck

# Menu Brainstorm

Papaya-Banana Bread pudding

Sweet Bread Stack – waffled and toasted sweet bread ice cream sandwich + 1 topping

Waffle Napoleon – waffle, ice cream, toasted mac-nuts and sauce

Marshmallow Devil – brownie, torched home-aide marshmallow, ice cream, whipped cream, sauce and toasted mac-nuts

Bananas Foster Sandwich – almond croissant bananas foster ice cream sandwich

Local Ingredients:

Ice Cream by Tropical Dreams (Big Island) and OnoPops

Flavors: Vanilla, Chocolate, Lilikoi, Lychee, Banana, Mango, Haupia, Caramel Shoyu

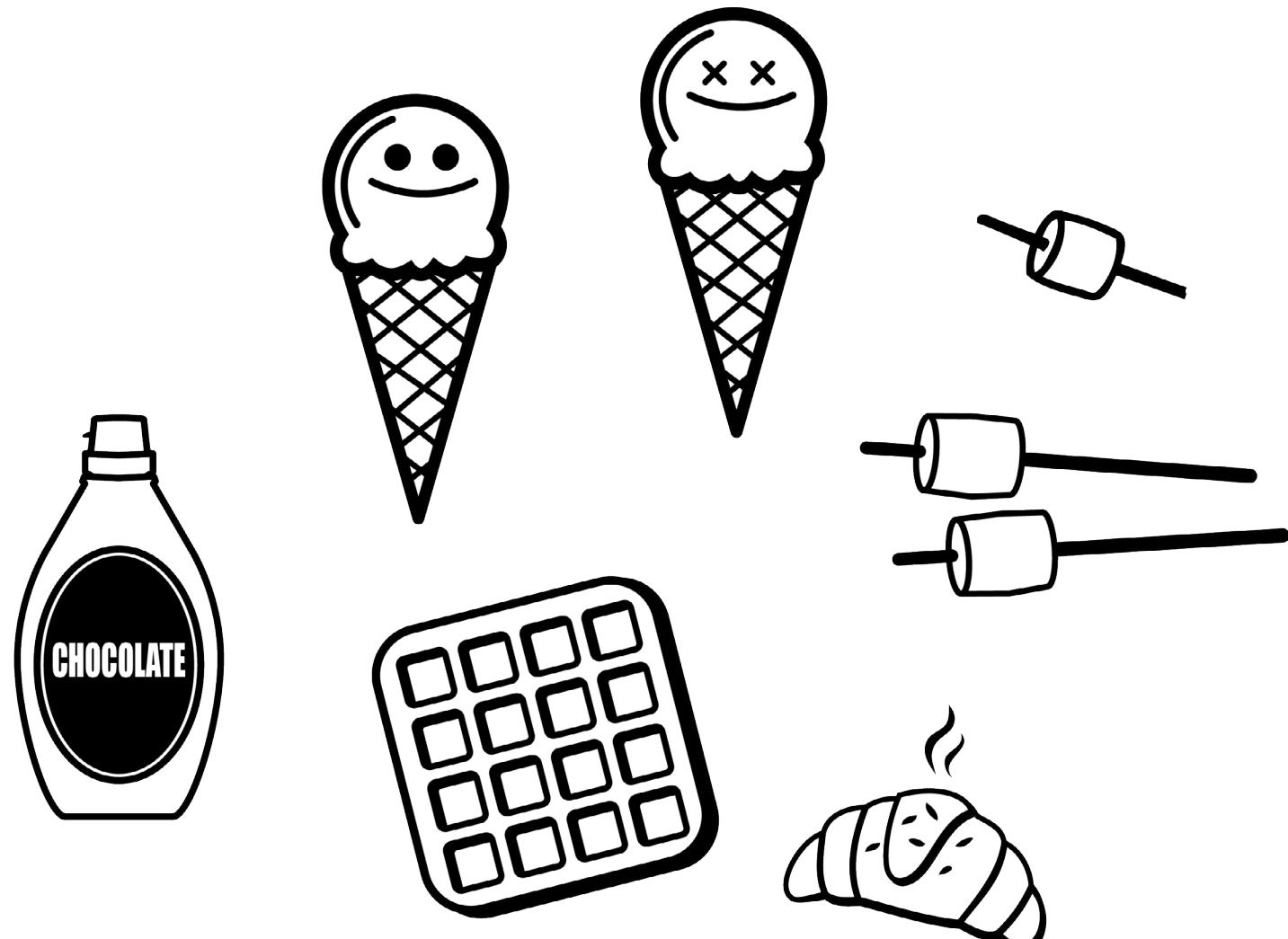
Baked Goods by La Tour

Bananas and Papayas (source tbd)

Heavy Cream (source tbd)

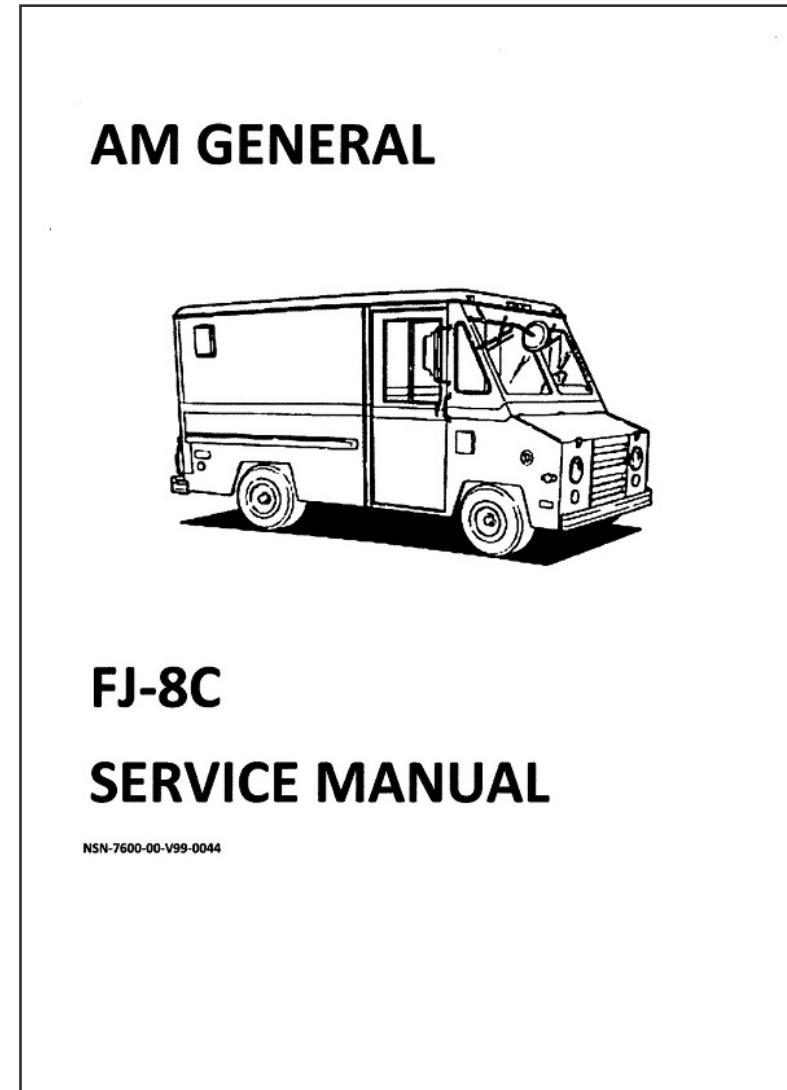
Sugar by Hula

Eggs by Ka Lei



Menu mockup over truck photo

# Truck Work



# Art Assets

all kine

Build Your Own  
cones, sundaes  
& sandwiches

FRESH [ top ] +  
FROZEN [ middle ] +  
BAKED [ bottom ]

flavors:  
Vanilla Lychee  
Lilikoi Chocolate  
Banana Haupia



# Truck Results



# Menus



Events menu



Everyday menu

# Experience Results

Well received by all customers and local press

Magnet menu great for easy editing

Cheap vinyl decals look great

Covered my personal living expenses immediately

Everyday menu format / language confused customers

# Menu Iteration



Keep It Simple, Stupid!

# Reward



birthdays • events • drive-bys

andrew  
allkine@gmail.com  
808-635-9987



# Nom



Case<sup>2</sup>

# Deep Sea Fury

A MakeGamesWithUs Student iPhone Game

**Role: Producer / UX**

Team of 5<sup>+</sup>:

Student Developer

Freelance Illustrator

Freelance UI / App Icon Designer

2 Marketing People

iOS Developer / Launch Guy

# Preface

The MakeGamesWithUs business model was to teach developers how to make iPhone games, then publish those games and share the profits.

As their first employee, I was hired to produce all of the games, working with the student developers, our team and a roster of freelance artists and designers.

I would work with students to come up with a great game or app idea, and once they completed a playable prototype, we'd then create art assets and publish the game.

This study begins after a student finished their prototype.

# Game Idea

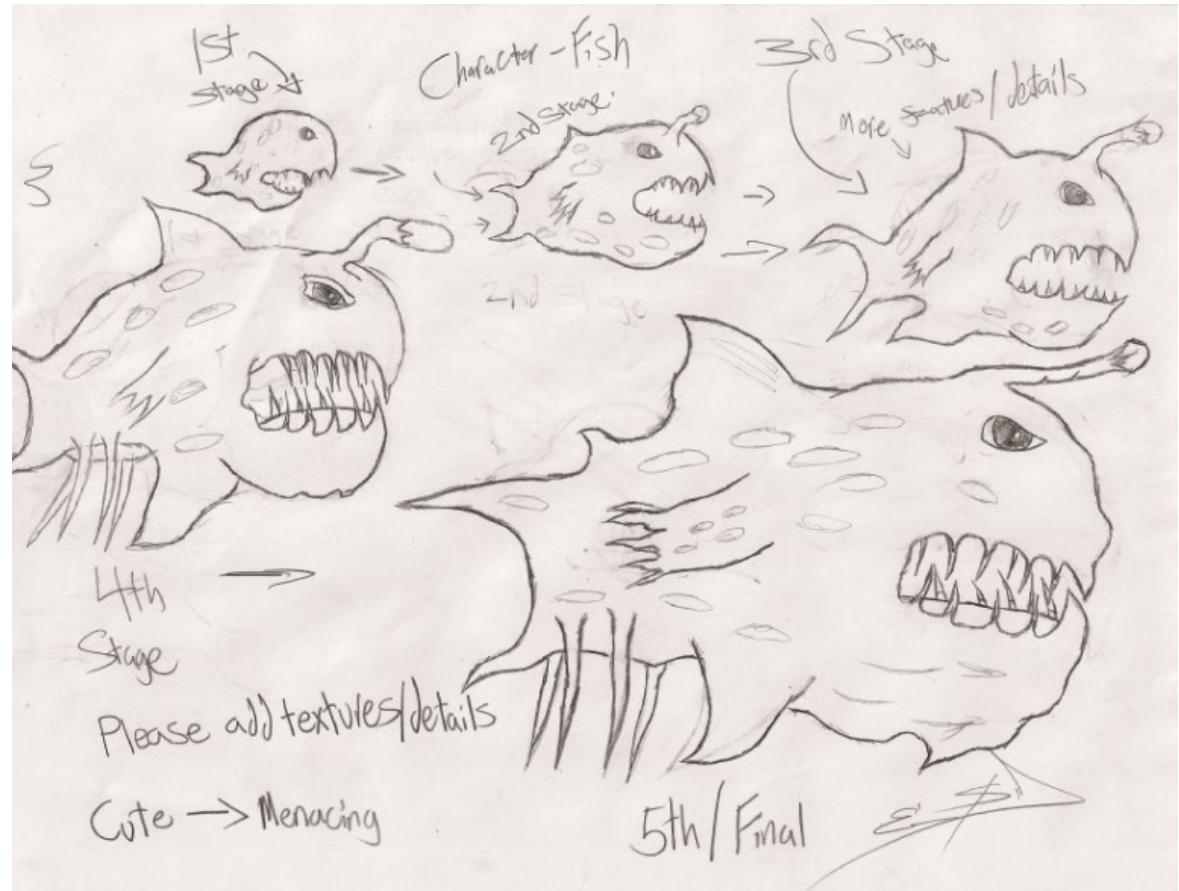
Sea-themed endless runner

Play as a sea creature that grows as it dives deeper

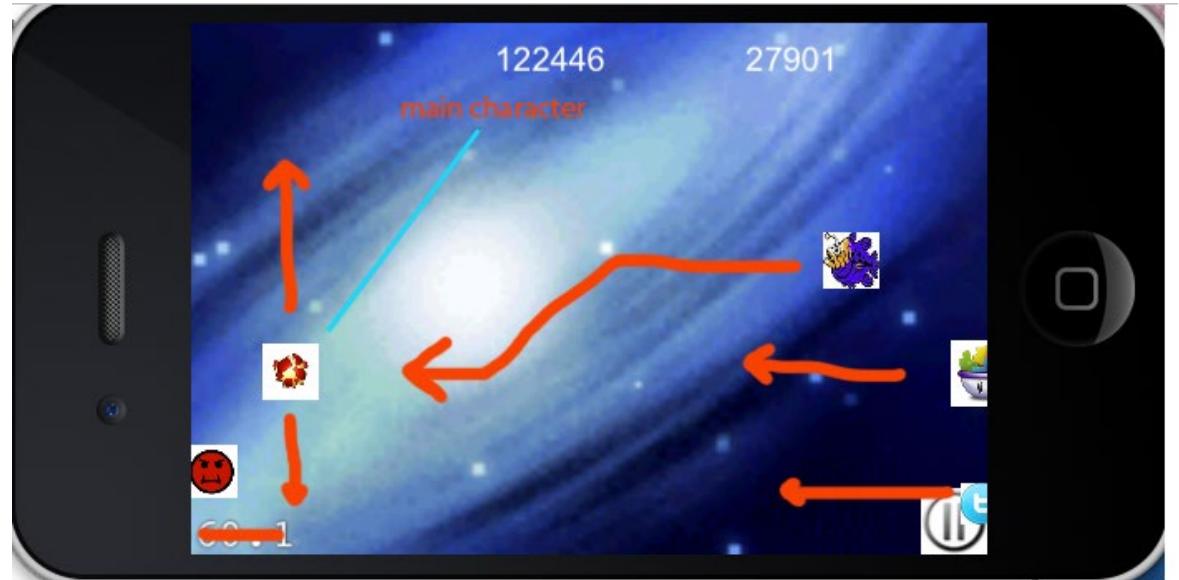
Feast on some fish and dodge the others

Enemies get more formidable at deeper depths

# Art Spec Sketches



Creature sketch by student



Prototype gameplay wireframe

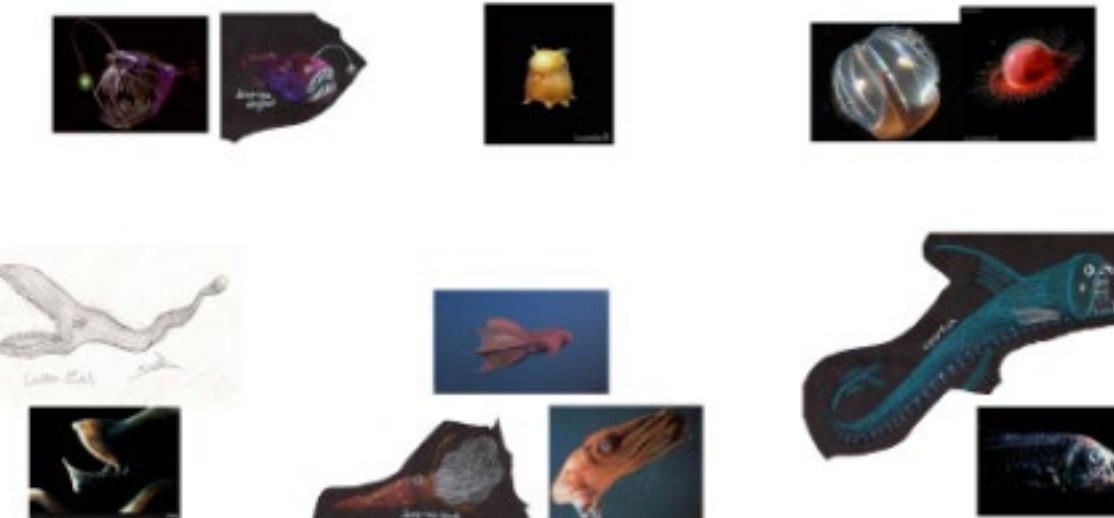
## SHALLOW WATER LEVEL - 5 images



## MEDIUM DEPTH FISHES -- 5 images



## DEEP WATER LEVEL -- 6 images



Enemy guide

# Art Spec

This is a game about a sea Creature that grows as it feeds. When Creature reaches a critical mass, it levels up and will ultimately grow through 7 stages over about 15 levels. Creature (in cute, baby stage) starts in shallow water where it eats "nice fish" then through medium depth water where he eats "game fish" then finally into the deep sea where he eats ugly fish monsters.

\*Dark and evil deep ocean cartoon style\*

\*This game is in LANDSCAPE aspect\*

Main Menu Screen - game title across the top of screen, artwork below and buttons along the bottom with score(s).

-Custom Title - not just a plain font. Regular and high-res version are required.

-3 themed buttons (2 states for each: pressed and normal): Play, Shop, and More Games. Regular and high-res version are required.

-Background: be creative. I think we like the idea of showing a chain of big fish eating smaller fish (see image attached for inspiration). Regular and high-res version are required.

-include royalty free font(s) for buttons

-frame for your last game's score and your high-score. Regular and high-res version are required.

## Game Play Screen

-Creature will swim through different depths. We need a horizontally loop-able background image that is 3 or 4 times the height of the iPhone screen. This background will scroll vertically as Creature makes it deeper into the ocean. Shallow water levels should be a light blue background merging into a medium depth (dark blue) and the deep should be black. Regular and high-res version are required.

-Pause button

-royalty free font and frames for current and high-score numbers. Regular and high-res version are required.

## Main Character ("Creature") and Food Images (see sketches attached)

-Creature will need to come in 7-8 versions (7-8 images). These can be simple differences like an upgraded lure, changed fins/tail, or a new dorsal fin. Each image of each version will increase in size as he eats. This means that images should be scaleable: they should look good resized between 30-120 px wide (for regular iPhone version). As Creature reaches new levels, he will change into a new version/image.

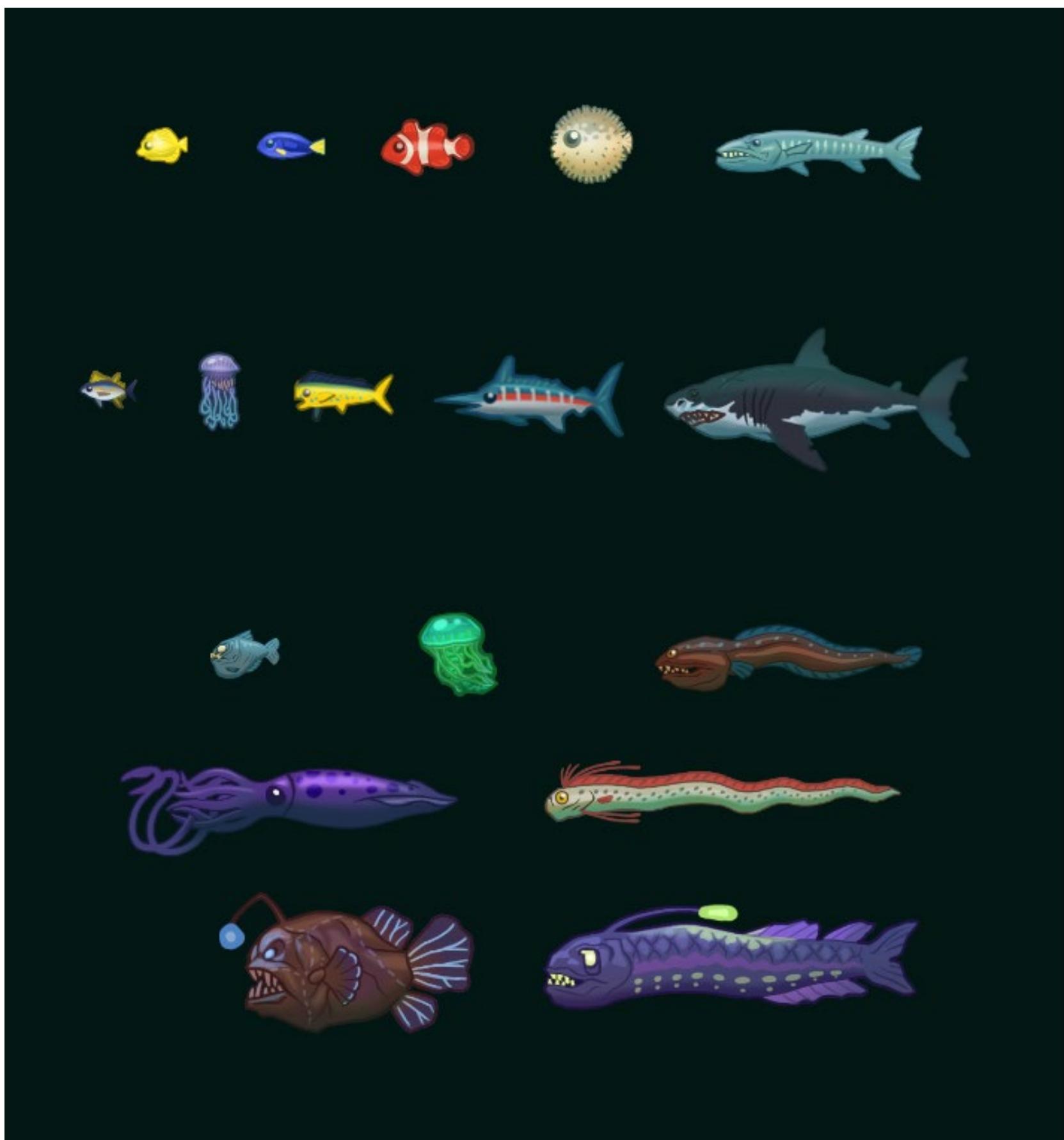
## For Elance

##	Section of Game
	Fonts
1	Splash Screen -graphical illustration of the characters with logo
2	Opening of game, 3 parts - "1st person" pers
2a	Story Scene: Game Start Story -frame 1: Raining Crystals -frame 2: You see a crystal in the yard -frame 3: You go outside and pick it up *must include text bubble/box for narration
2b	"Hatch" Screen -background -grass/leaves that crystal sits in -switch crystals button
2c	Transparent crystal overlay -5 "breaking" states -a "Tap" sprite

## Internal

# Working With Illustrator

Many messages later...



# Great Art, Bad UI

Enter UI Designer...



Before



After



Before



After

# Pre-launch

Brainstorm game name

Optimize title / description for App Store SEO

Create screen shots (for the App Store)

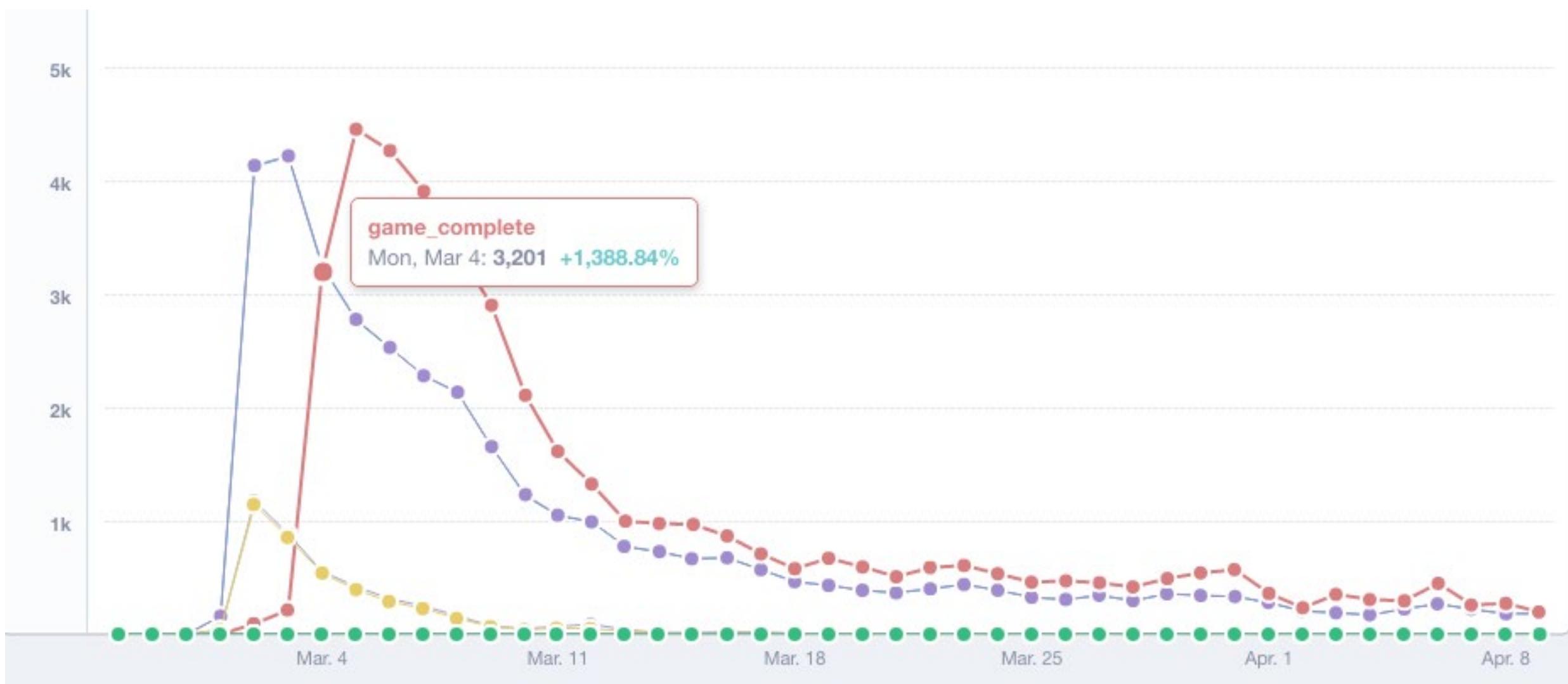
Make sure analytics are installed and working

# Launch / Results

Decent sales (game is paid, 99c)

Good reviews

Student developer is motivated



Launch traffic spike

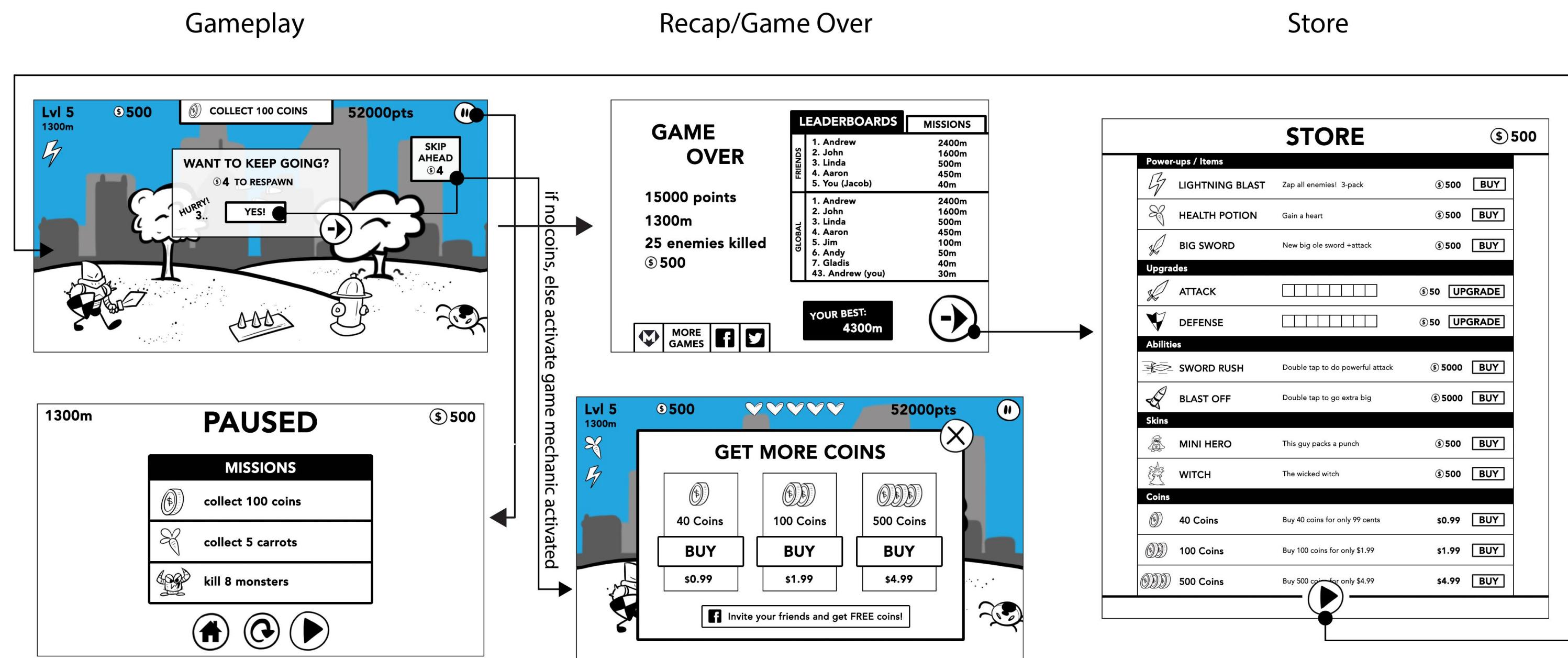
# Iterate

Make game free with IAPs (In-App Purchases)

Current flow will need to change / expand - use Andrew's game template!

Make art / UI improvements

# Endless Runner Template



One of 3 game template made for student's games

# Template Applied



IAP 1



IAP 2

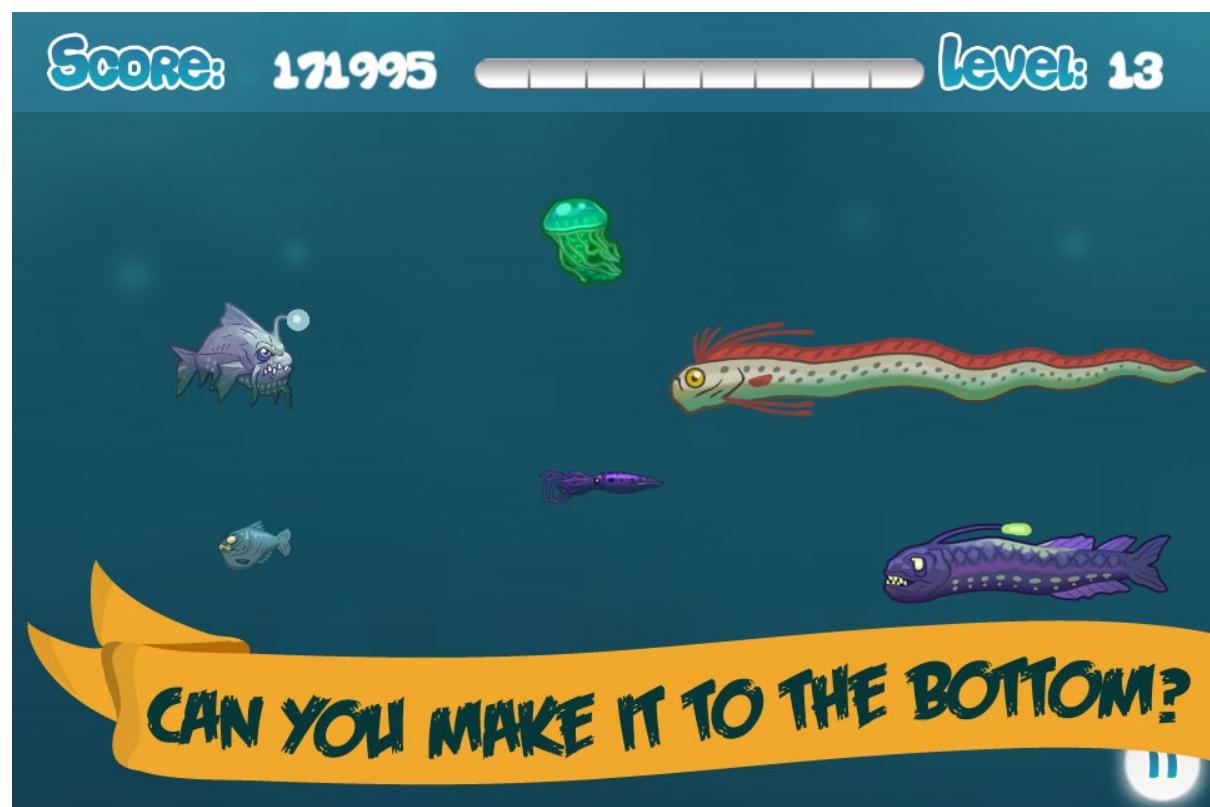


Recap screen



Buy Coins screen

# More Improvements



Screenshots Before

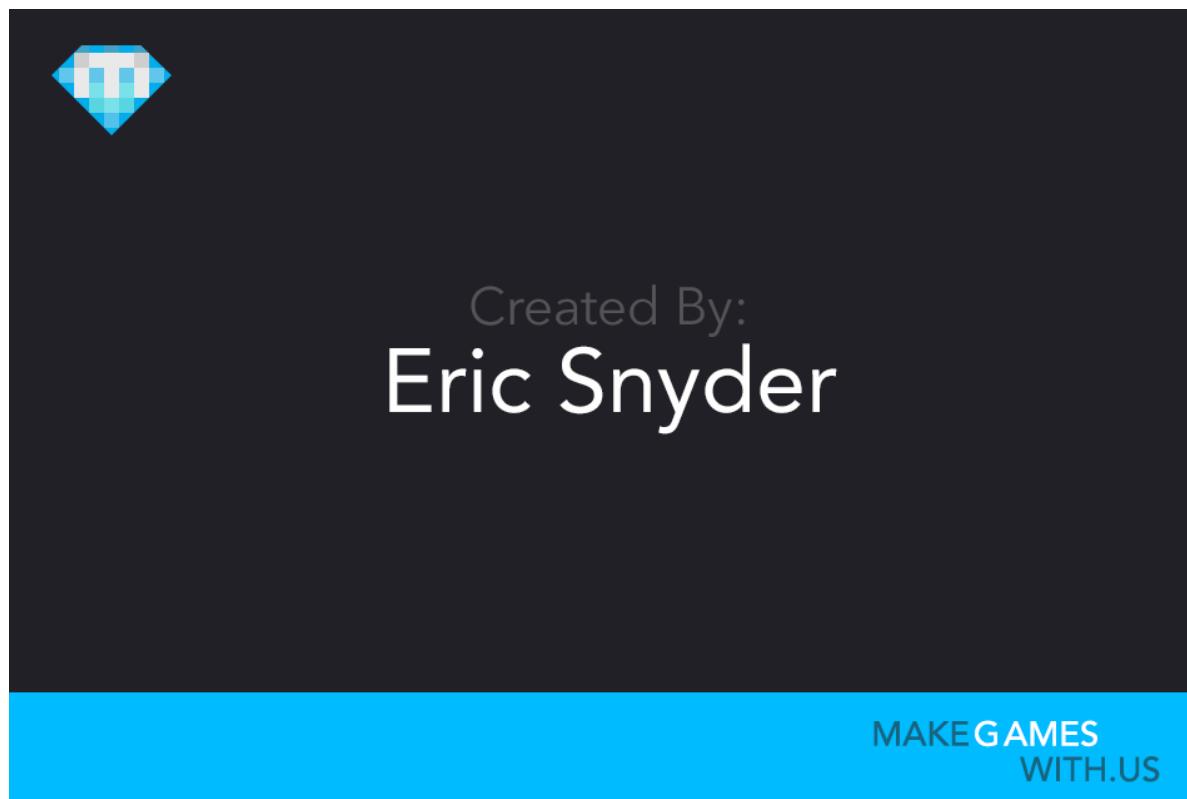


After

Screenshots, combos, fish patterns, parallax background & top bar



Splash Screen Before



After

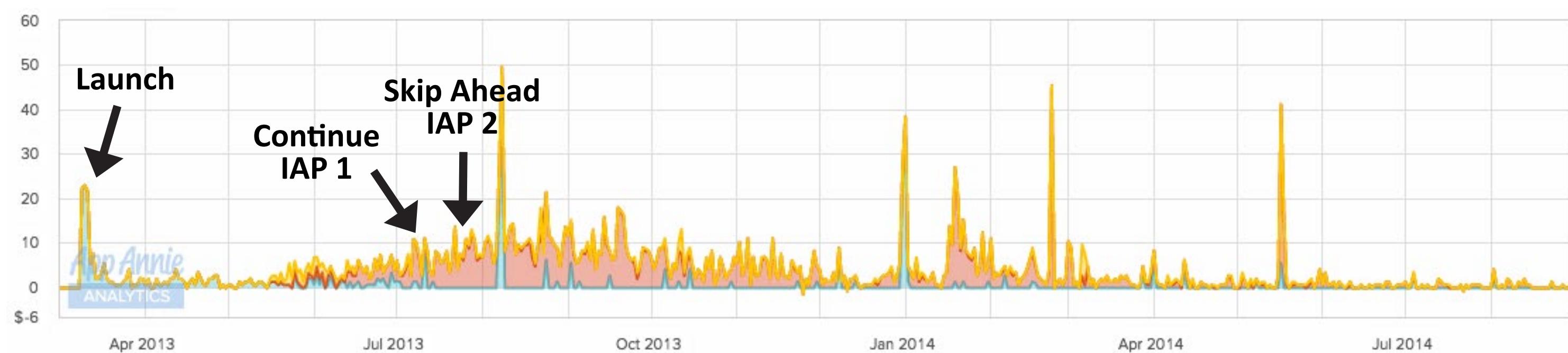
Updated MGWU brand

# Results

Design iterations helped, yet the results were not sustainable without regular improvement (and the student developer had to go back to school).



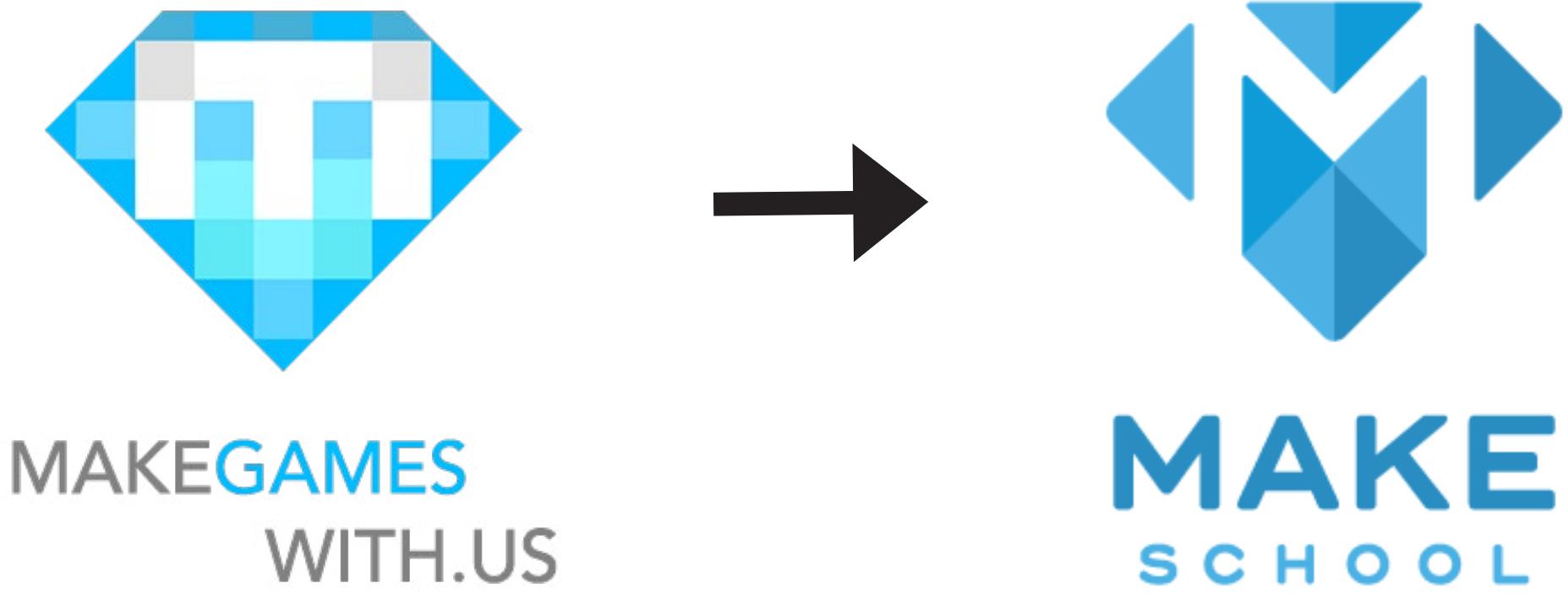
Mix Panel (events)



App Annie (revenue)

# Post-Mortem

After publishing about 30 games, we learned that the App Store is a tough market and our business model was not working. So, we pivoted (slightly)...



# Good Job! You Finished.

