Mondo Is Phat - UX Case Study (Alpha Phase)
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Metadata	Metadata Input
Project Name	Mondo Is Phat (alpha)
Project Tagline	A relaxing game in which Mondo eats his way towards vengeance.
Project Summary	Mondo Is Phat is a game built with Phaser.js, technically available for the web but the focus is on mobile play. The challenge for the programmer (myself) was to use a new technology (Phaser), design a game and launch it live within 5 days (alpha version).
Project Date:	12/19/2016-12/23/2016
Major Tasks & Responsibilities (UX)	Develop wireframe and user persona, quick user-research before launch and after alpha launch. Revise UI based on pre-launch feedback. Create thumbnails and icons.
Platforms	Phone (alpha), Tablet & Web (alpha)
Design Tools	Sketch, GIMP
Key Performance Metrics	# of downloads, # of uninstalls
Link to Final Project	https://play.google.com/store/apps/details?id=com.illudiumphosdex.mondo&hl=en
Android Developer Name	IlludiumPhosdex

Project Summary:
        Mondo Is Phat is a game that is stress-free with zero consequences (for the alpha phase). It is a fuss-free, ad-free vehicle for some cute, funny and mindless play. My role for the UX portion was to create the wireframe and user persona, gather feedback pre-launch to improve the UI and post-launch gather feedback and information for the next phase (beta). In addition, I was in charge of the creation of the thumbnails, icons and sprite-sheets (in addition to programming the game in Phaser). The alpha phase had a time-limit of only 5 days for the entire game to be created and made.

Design Stage	Deliverable	Description
Design	Wireframes	I created skeleton wireframes based on MVP in order to rapidly get to alpha-stage development.
Design	User persona	I created the User Persona after informal quick survey of a game developer on easy mobile games to assist with empathy during programming.
Design	Spritesheets	I used Sketch and GIMP to create the low-fidelity sprite sheets for animation in order to facilitate rapid development.
Design	Thumbnails	Intel XDK required several different thumbnails which were made in order to launch game successfully to Android. I created them according to specific pixel requirements in Sketch.
Discovery	User Testing	After MVP was working, I asked two people to play through the game in web-mode and in mobile-mode in order to improve UI before the launch. Post-launch I looked at the number of downloads and uninstalled and called up the users I knew personally who had used the game to gather feedback.

Learnings Summary:
      I was surprised to find that the Android developer console required extra thumbnails in addition to the splash icons Intel XDK specified for Android. Those were created on the fly as I had mistaken Intel XDK to be all-encompassing in that regard. GIMP was fantastic for finalizing the Sketch designs into sprite sheets. The user-research that was most interesting had to do with the feedback contrast between the web-version and the mobile version. The UI for the buttons on the web-version were much more fun and satisfying for the users, and the mobile game buttons provided a different interaction because they weren't as much fun to click. In addition, after launching the alpha version, the belly-bop animation was lost even though it retained it's functionality with regards to animating the enemies and calculating the score. The number of downloads for alpha phase were under twenty, and with most users being in the United States, but a couple from Australia and Vietnam. About half of all users uninstalled Mondo is Phat after the first month. My favorite part of the UX design process was creating the Mondo belly-bop and the Mondo Is Phat icon, and it was a treat to interview users about their experience after downloading it from the Android store.