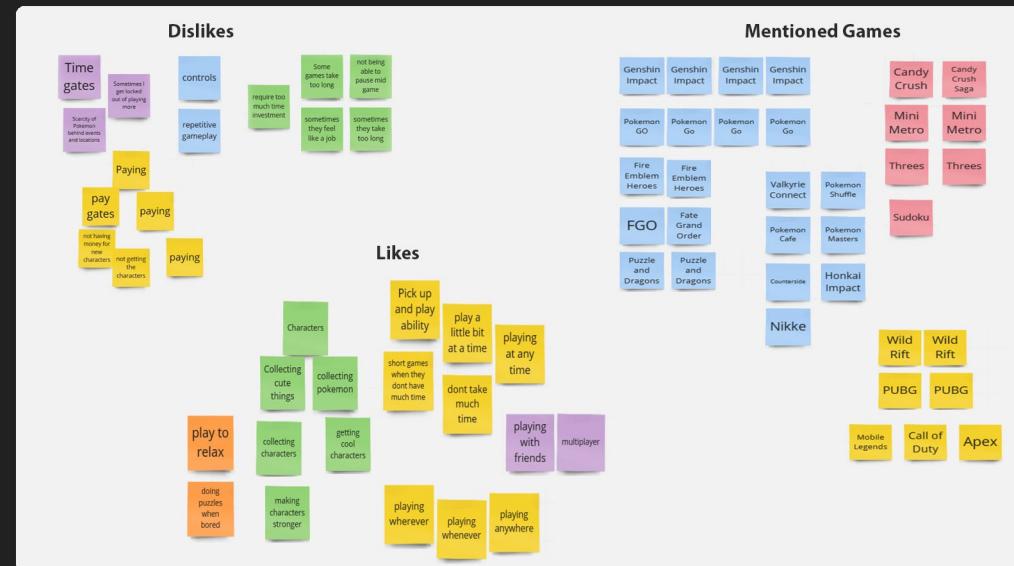


My name is **Javier Guzman**, I've pushed through a lot in my time towards a goal of doing design work as a profession. Since obtaining my Masters degree in 2022, after the pandemic, I've done some design work most recently with a small nonprofit that worked with pediatric cancer patients. I would describe my design philosophy as whimsical exploration of design whilst staying accessible and within reason.

Alignimals was a recent project I worked on in which I conceptualized, and designed a prototype for a mobile game. The core idea came from the problem: “Why are there no games of this genre on mobile devices?”



Affinity Diagram created from collected participant insights

Personas were created to better highlight the types of users uncovered during the initial interviews and through the Affinity Diagram. Going forward, these three groups were the targets I aimed to satisfy through my design.



Mike James

⌚ 24 Years old
📍 New York City, NY
📝 Data Entry
🏠 Lives with a roommate

Needs & Wants

- Wants to be able to express his skills in the game
- Wants to get every advantage he can get, even if that means spending some money.
- Prefers multiplayer games as opposed to single-player experience.
- Wants improvements to the controls

Bio

Mike is what you'd call a more "hardcore" mobile game player. He primarily uses them to play with friends and heavily prefers more competitive, skill-based games.

Mike tends to play games when he has a larger amount of free time, such as at home or before bed, as the games he plays tend to last a while.

Frustrations

- Poor game performance and controls
- Single-player games must have skill-expression elements to them.
- State experiences, developers must continuously update their games according to player sentiments.

"My gaming sessions are preplanned and with the purpose of expressing my skills"



Monica Williams

⌚ 27 Years old
📍 Chicago, IL
📝 Teacher
🏠 Lives with their partner

Needs & Wants

- Wants short-form games she can "pick-up-and-play".
- Wants to make her experience her own.
- Likes working for rewards to keep her coming back.

Bio

Monica travels to work everyday by public transport, during that time they usually try to find ways to spend their time during the commute.

During work, she oftentimes has a couple minutes between classes periods during which she likes to complete a puzzle or two on her phone.

Frustrations

- Time-gated content and gameplay
- Dislikes games which require too much effort to play.
- Games which don't let you "pause".

"I want a game that I can pick up and play, then put away on short notice"



Kevin Le

⌚ 19 Years old
📍 Los Angeles, CA
📝 Student
🏠 Lives at their college dorms

Needs & Wants

- Wants a lot of characters to pick from and collect
- Needs to be able to improve and grow his favorite characters.
- Needs the gameplay to be straightforward and addicting.
- Needs the game to be playable around his schedule and breaks.

Bio

Kevin loves playing the new big mobile game releases but always ends up going back to their favorite game. Usually he plays during whatever breaks he has throughout the day, like in between classes.

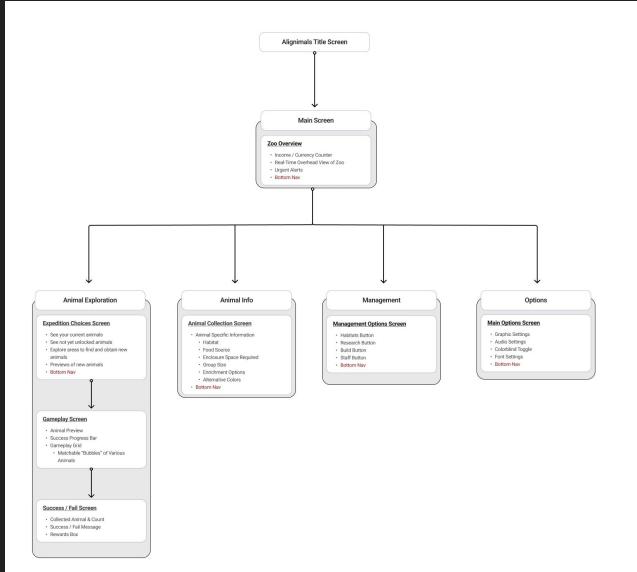
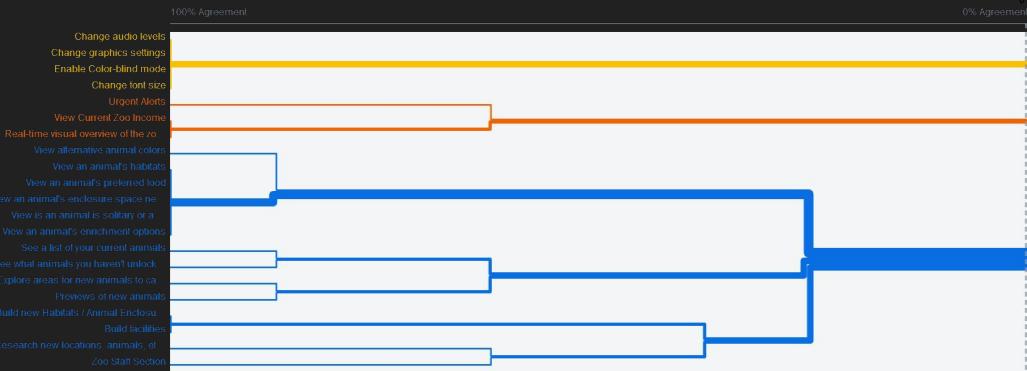
Kevin likes it when games have a variety of characters to unlock and really gets into collecting the strongest and best looking characters in the game.

Frustrations

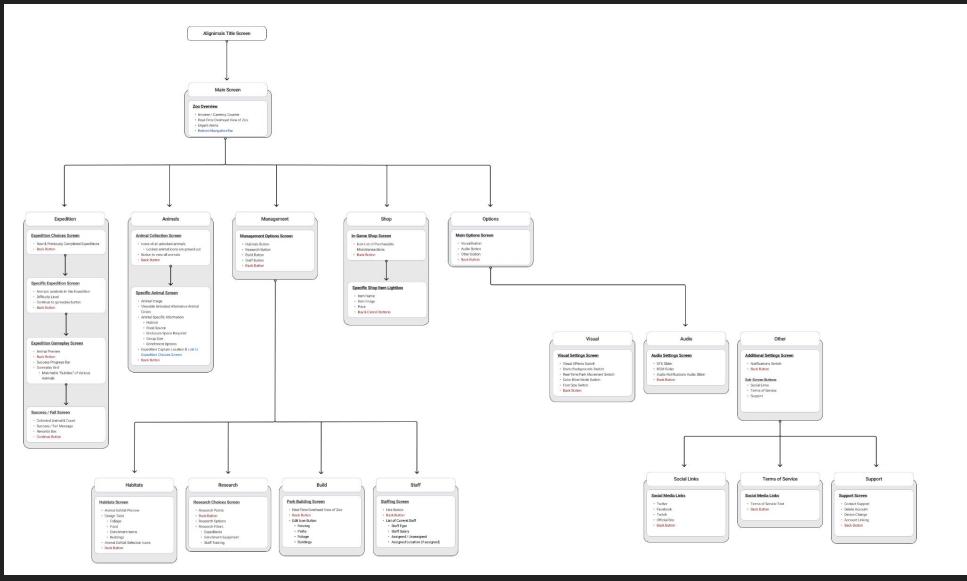
- Heavy paywalls to unlock characters.
- Time-gated content.
- Heavy randomness surrounding unlocking characters.
- Games which feel like a job

"I need to get the new character as soon as I can to try them out"

Here, I'll highlight a part of the card sort findings I found and the Information Architecture I created with it as well as the finalized Information Architecture that was the result of later iteration.



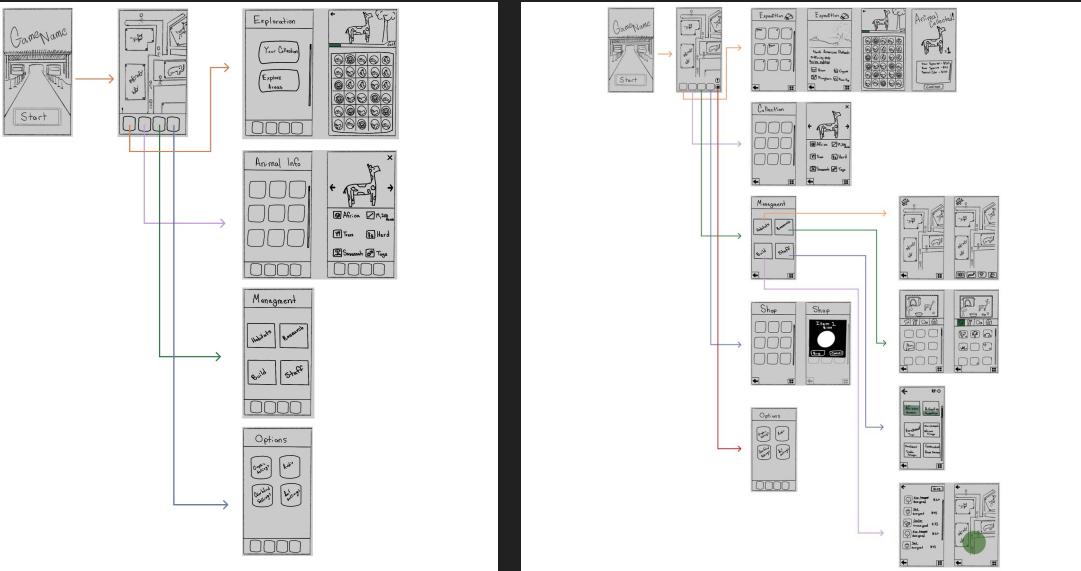
Initial Information Architecture



Finalized Information Architecture

Wireframes of the initial expected game screens, reworked screens, and high fidelity mockups of the game.

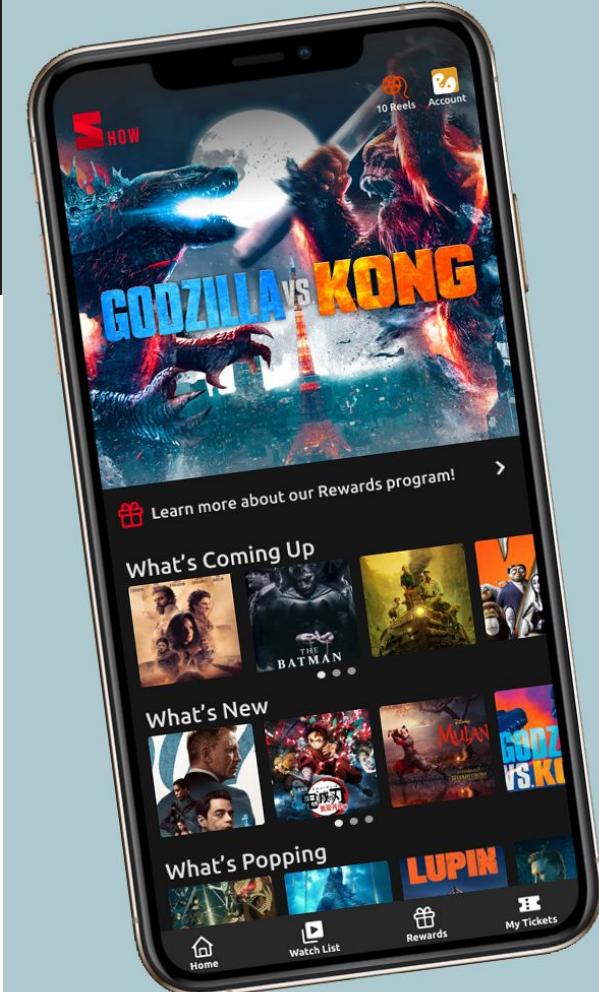
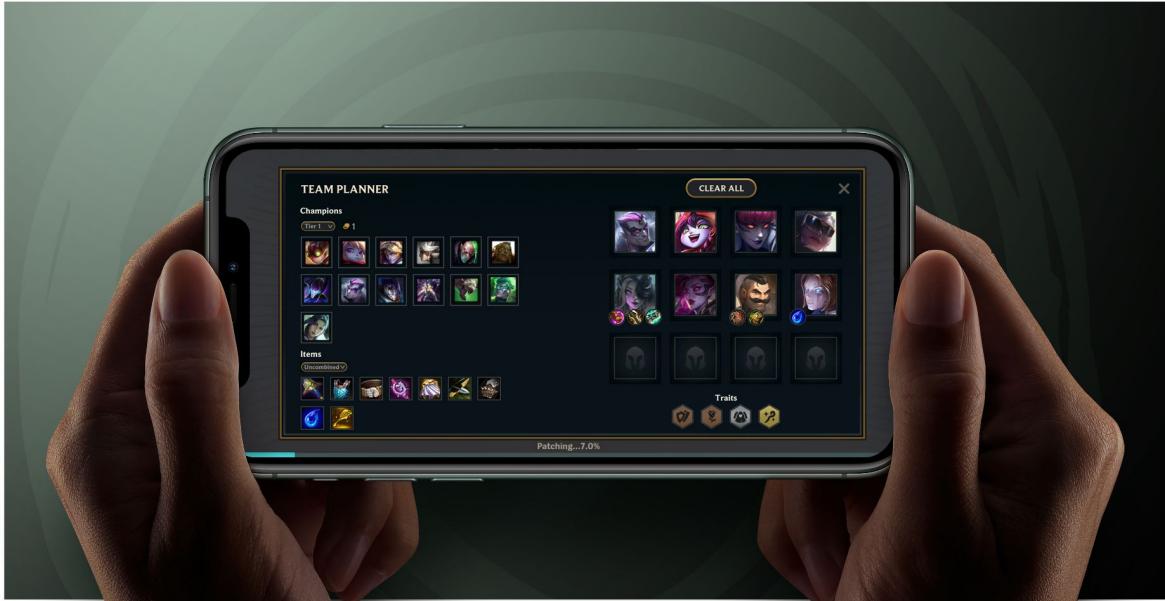
An overview on this entire project can be found on my website at
<https://javguzman.com/Alignimals>





The following are a couple of my other design works. Additional information on many of these can be found on my website as well.

<https://javguzman.com>





HARROWING

9 DAYS REMAINING



HOME



PLAY



COLLECTION



Rewards



EVENT



STORE

PREMIUM



LOREM IPSUM

Proin nisl ligula, tempor sit amet auctor vel, blandit eu nisi.

UPGRADE TO CLAIM



FREE



LOREM IPSUM

Proin nisl ligula, tempor sit amet auctor vel, blandit eu nisi.



PREMIUM



LOREM IPSUM

Proin nisl ligula, tempor sit amet auctor vel, blandit eu nisi.

UPGRADE TO CLAIM



FREE



LOREM IPSUM

Proin nisl ligula, tempor sit amet auctor vel, blandit eu nisi.



24/590

UPGRADE TO PREMIUM

