Labyrintjakten

The app is created using contrasting colors to make it attractive and fun. As the target group covers a wide age range, the choice of icons should looks fun but not too childish. The game is created in multiple level and challenges for the users to select. The login process is kept simple to allow tracking of progress of the players. Confirmation of selections are mostly made as pop up to minimize the need to ‘go back’ or ‘closing’ the page after selection.

Target group:

Age 5 – 60, tech savvy, play game as a way of de-stress or kill time, always on public transport (or don’t need to drive),

Persona



Name: Stanley Leed

Age: 24

Profession: Boutique assistant

Status: Single

Likes: Basketball, snowboarding, travelling, listening to music, hanging out at cafes with friends

Dislikes: Shopping, smoking

Bio: Stanley works as a boutique assistant in a shoe shop in the city. He travels 30mins by train to work 5 days a week. Apart from listening to his favorite music on sportify, he enjoys a keeping his mind active with interesting mobile games. With the short travel time to work, a game that is intuitive yet challenging is best way to kill time!

Frustrations: Too many disturbing advertisements or game that is too easy that it gets bored after a while.