



By James Hawkins, Derek Freitas, and Sebrina Bucalo



# Introduction

---

## JAX BLOX

The Problem: Game development is such a challenging and daunting field for beginners to jump into, the job market is in a rough place as of now, and many major AAA companies are suffering from all kinds of problems lately.

The Solution: A simple, inexpensive, and reliable tool for people to create small minigames of their own and publish them for people to see world wide.

Who is it for?

Upcoming game devs - College students or graduates who want a smooth introduction to the world of game development

Software engineers - Creative people with experience in software development that want to show off their skills

Players/Content Creators - People who want a way to experience tons of games, either for themselves or to show to audience

## Team Members:

Project Manager/Research Lead - Sebrina Bucalo

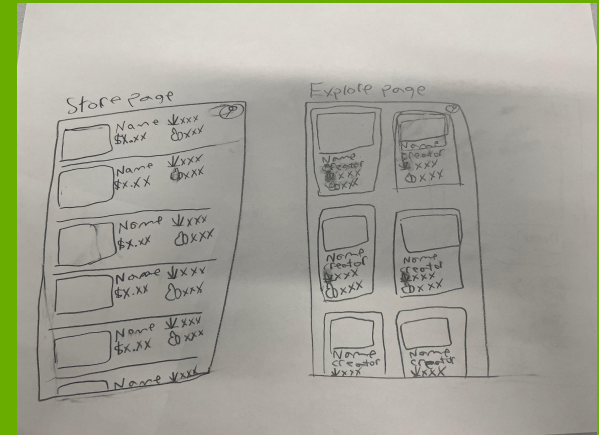
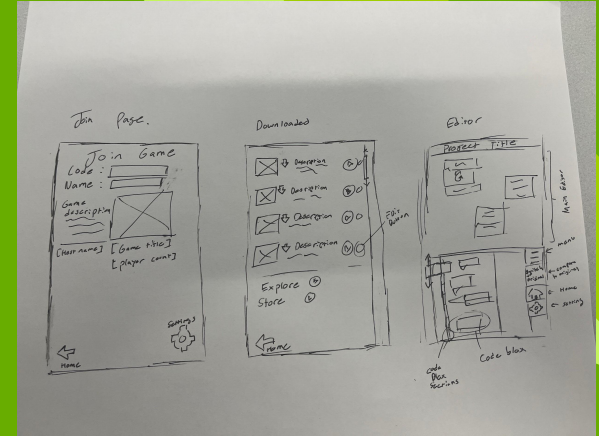
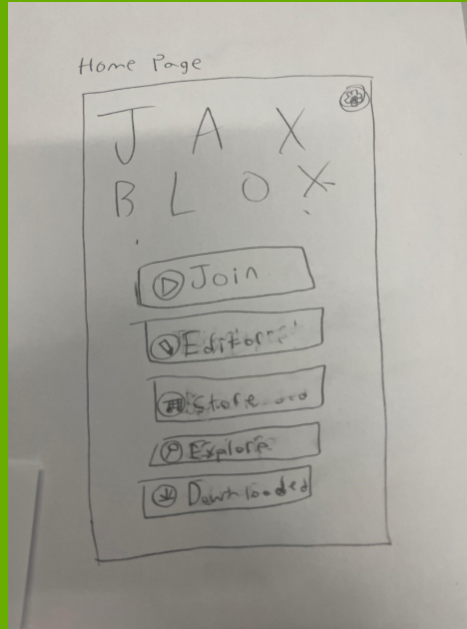
Design Lead/ Prototype Developer - Derek Freitas

Usability Tester/ Content Lead - James Hawkins

# Design Evolution: Lo-fi Mockup

The main idea for the app is to serve as a hub where the user can quickly and easily access anything related to the platform, which eventually boiled down to five options;

- Join/host a lobby
- Create/edit a game
- Buy new assets from the store
- Explore and download games
- View/edit downloaded games

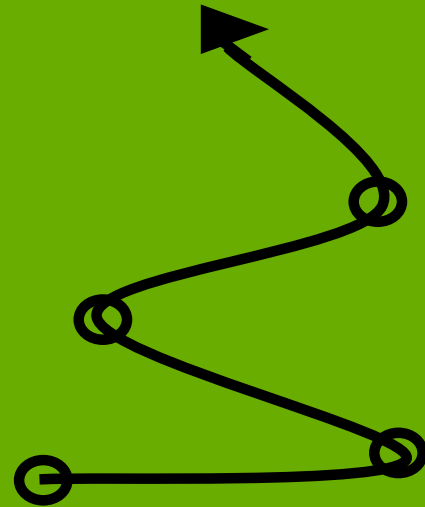


# Testing and Iteration

---

During our testing we had users go through several different user flows:

- Joining a Game
- Modifying a Game
- Accessing Downloaded Content
- Finding Community Content
- Getting a Product from the Store



# Problems Fixed with Feedback

---

- Users told us that several of our pages had inconsistent design. To fix this we tried to maintain a similar layout such as with stationary home and settings buttons for consistency
- Certain features like exit buttons for modules and popups were missing. These were added to make the the user flow easier and more understandable
- Some extra sections to pages like being able to access the details of a product on the store page were added.

# Conclusion

Think back for a moment to all the most important moments of gameplay with those closest in your life - as much as whatever you were playing in that instance mattered, it's who you were playing with that brought that memory so much joy. Our product is offering a way to ensure in totality that regardless of skill, you - and the people who you derive so much joy from - can create experiences that show off what it means to have fun. This app has the potential to exist as a mainstay in whatever needs fun and expression, and in this often dire and dreary age, what could afford not to include more of what makes life worth living?

Any questions?

THANKS!



-JOOPY