

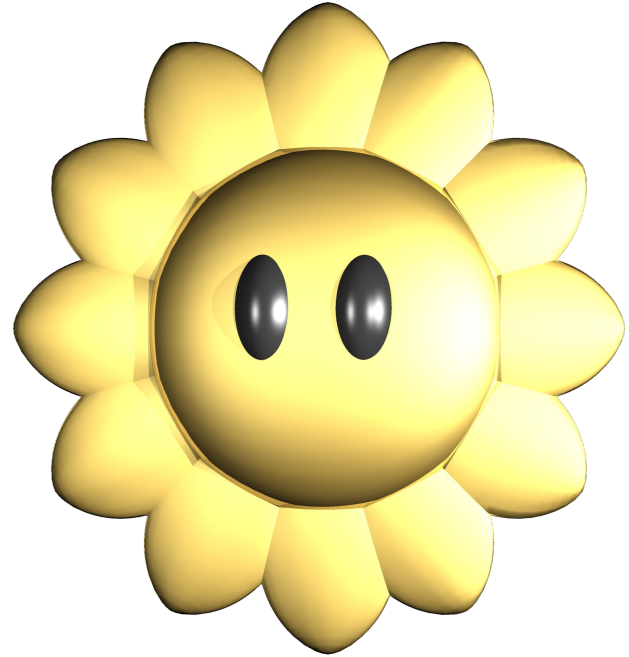


Final Presentation

Erik Laats

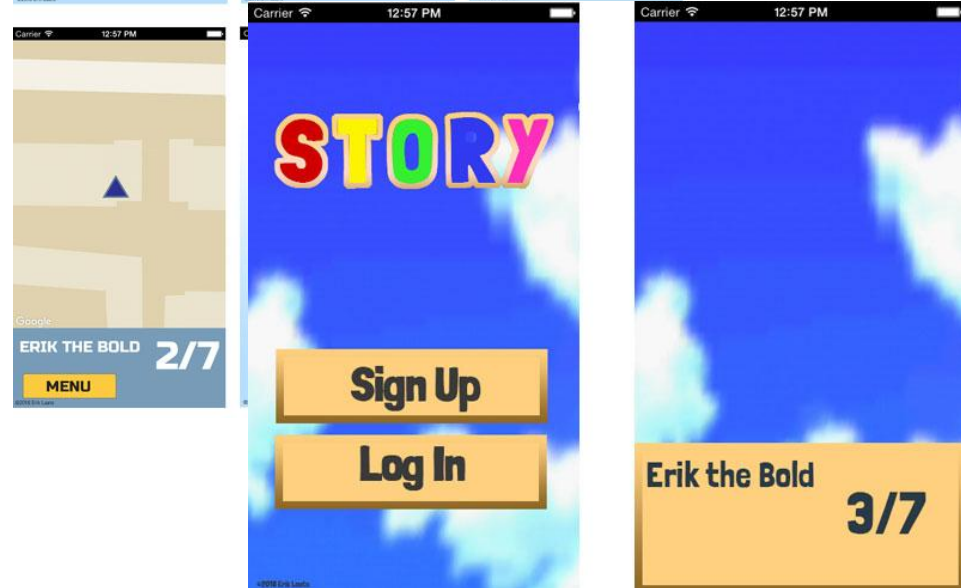
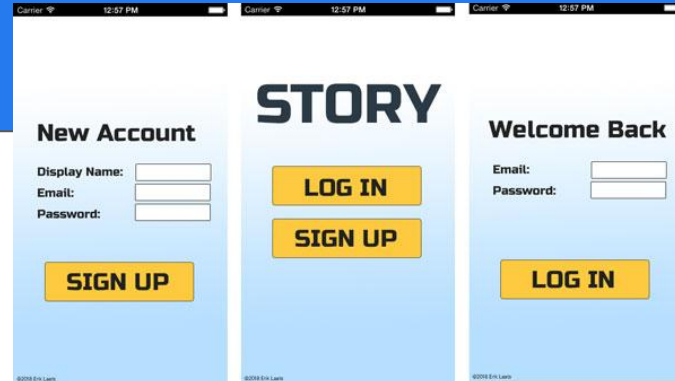
Topic Brainstorm

- I wanted to create an experience that took advantage of libraries I found interesting, such as Google's map services and the use of three dimensional assets.
- I wanted to encourage people to engage with their community through outdoor exploration and active gameplay.
- My goal was to give people a fun thing to do together outdoors.
- While a collection game is simple, I think it is fun enough that people will play, if given interesting goals and fun interactions.



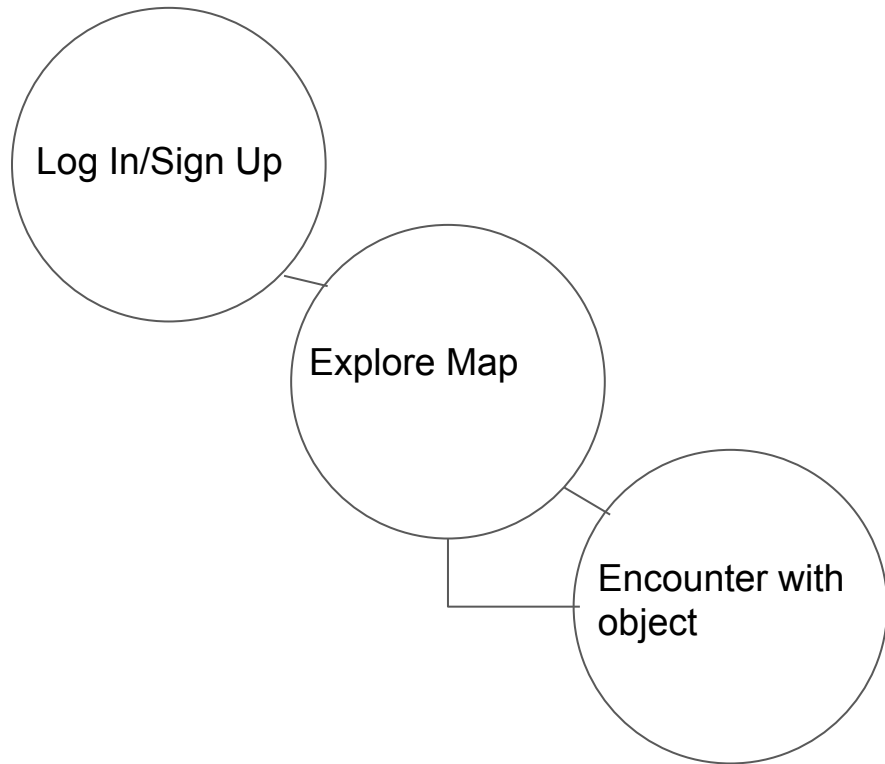
Comps

- The comps provided me a chance to look closely at my user interface and make decisions about design and visual style.
- While I originally looked at a more modern, efficient style, I eventually opted for a more cartoony look, which I found to be more fun and welcoming.
- The important visual elements were defined at this stage, and gave me a way to chart my progress forward.



User Flow

- Breaking down user flow/website flow allowed me to really understand what I was asking my users to do.
- At this stage, I eliminated a lot of fluff from the app, and focused on the elements that really defined the experience for the user.
- Some removals, like eliminating a “Login” screen after filling out the signup form, came about as a result of this stage.
- Because the game is so external, charting user paths needed to be as linear as possible.



Target Audience Testng

- Target audience testing was a vital part of the development process.
- Numerous game-breaking issues were revealed through audience feedback, such as the game crashing when an invalid email or password was entered and saving the password field entry upon logout.
- I also received feedback about the simplicity of the gameplay. I was encouraged to increase the complexity of the collection process, to better engage users and keep their interest.





Thank you for a great quarter!