

Pokédex

mobile app concept



BRIEF

Create a redesigned Pokedex that contains a list and detail screen, along with accompanying interactions.

I chose to revive nostalgia felt for the first generation of Pokemon with this take on a Pokedex mobile application. This project is a continuation and revision of an earlier attempt at creating a mobile Pokedex from back in 2016.

MY ROLE

user research, wireframing, visual design, and interaction design

DURATION

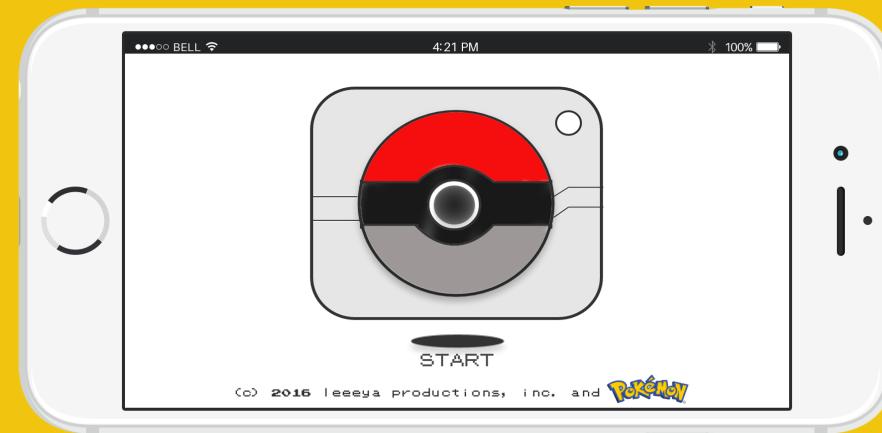
Spring 2016 (initial)
April - May 2019 (revised)

TOOLS

paper, adobe xd, sketch, invision studio

LINKS

[watch concept video](#) (2016)
[visit invision prototype](#) (2019)



original pokedex concept screens (2016)

The Pokedex's appearance has changed dramatically resulting in its own evolution into a Pokemon.

For older fans of Pokemon who may not follow the show, this is a big leap from its beginnings.



Generation 1



Generation 2



Generation 3



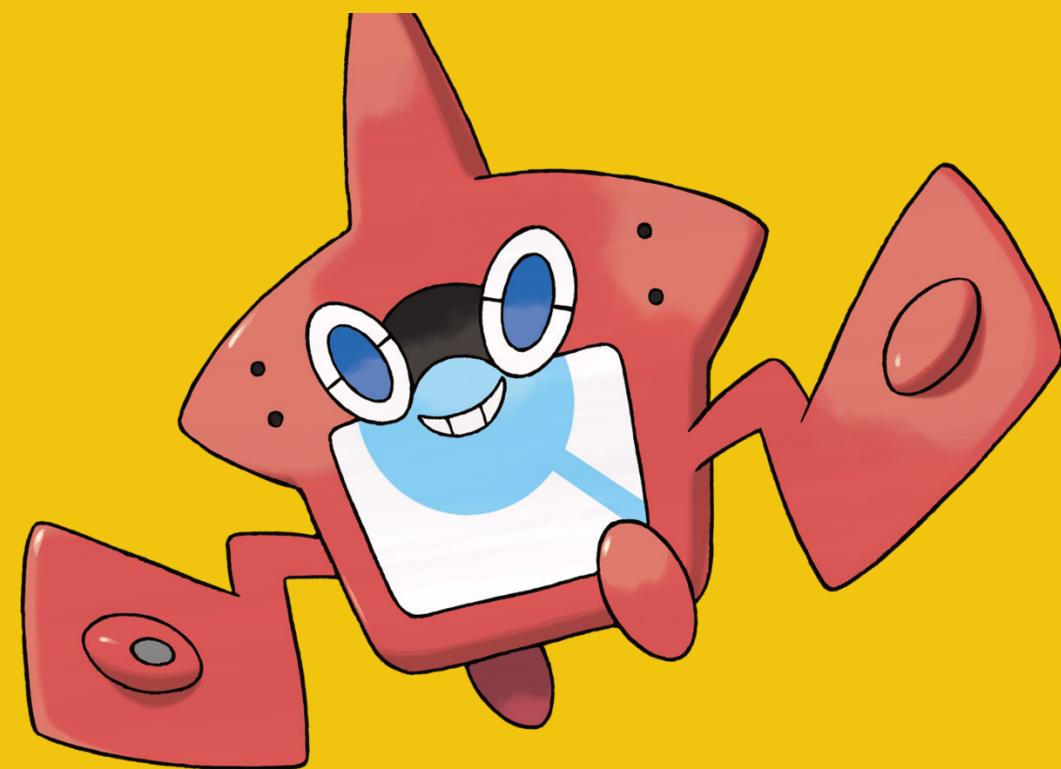
Generation 4



Generation 5



Generation 6



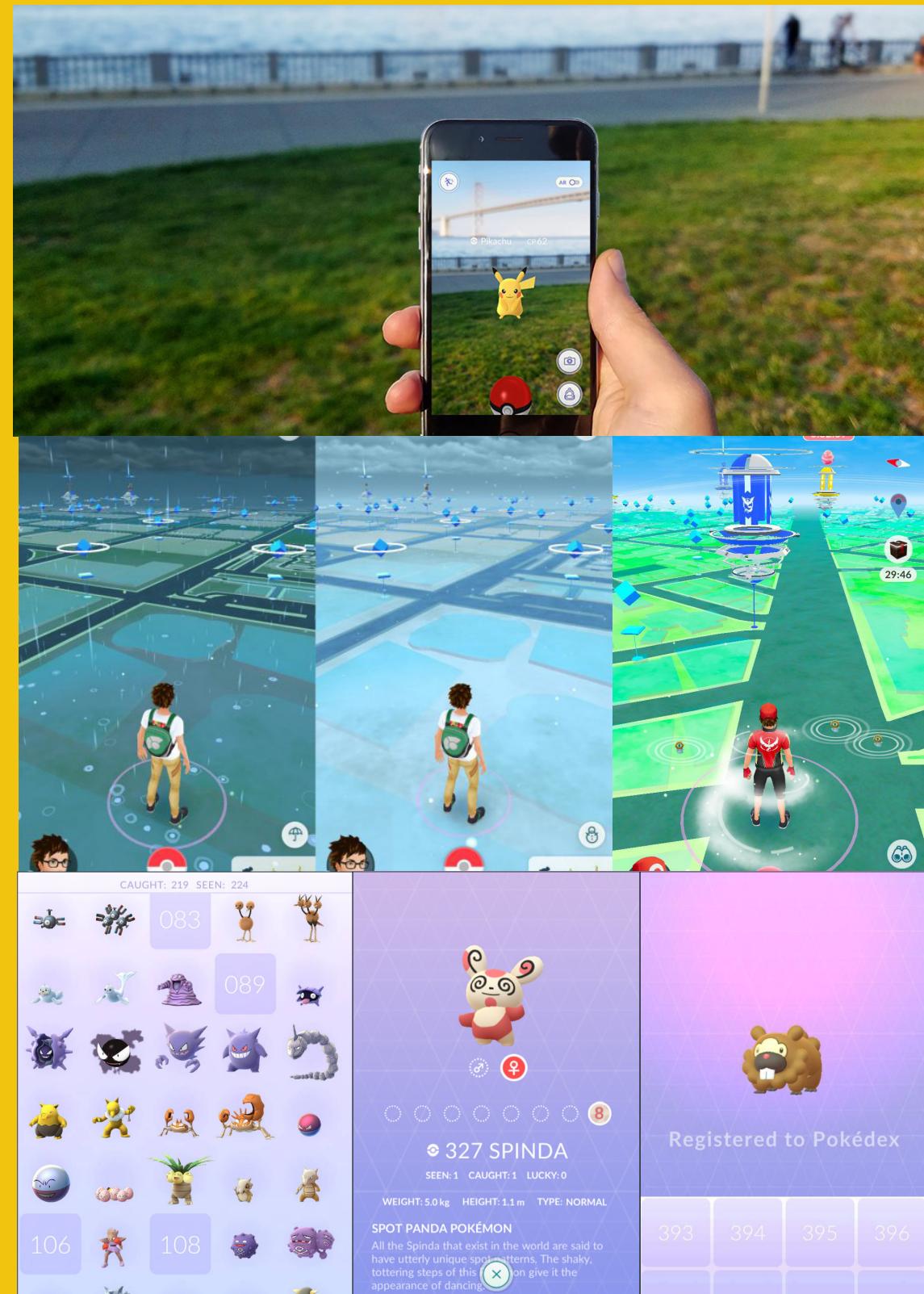
Generation 7 Pokedex

The Pokedex's appearance has changed dramatically resulting in its own evolution into a Pokemon.

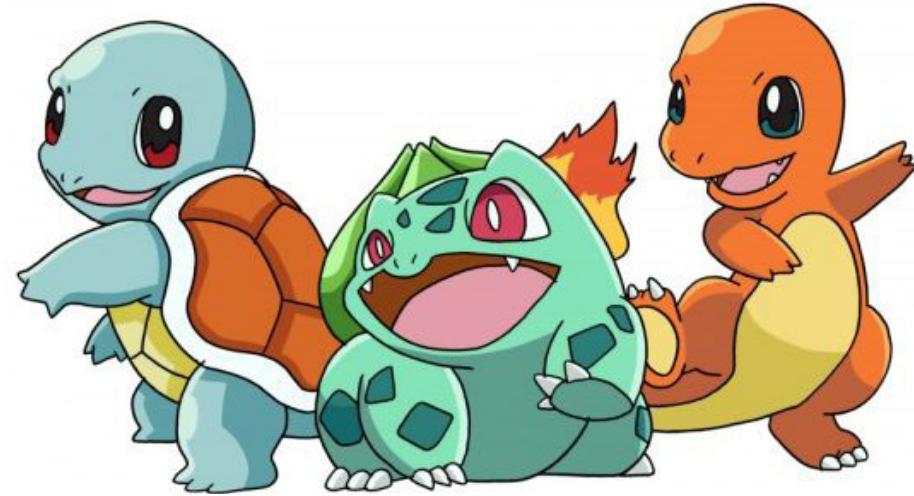
Pokemon Go (PGo) is a mobile AR app which brought pokemon to the real world. Becoming a global phenomenon in 2016 and is still a widely popular mobile app today.

- 147 million monthly active users
- As of 2016, 10.81% of Android devices in US have PGo,
- 5.92% of Android users play daily,
- 78% were between 18-34 years old,
- and men, 21-27 years old, were the largest demographic

Compared to the Pokedexes from the GameBoy games and video games, the Pokedex in PGo combines animations with 3D models of the pokemon alongside their stats—a transformative way to picture the originally 2D drawings of pokemon.



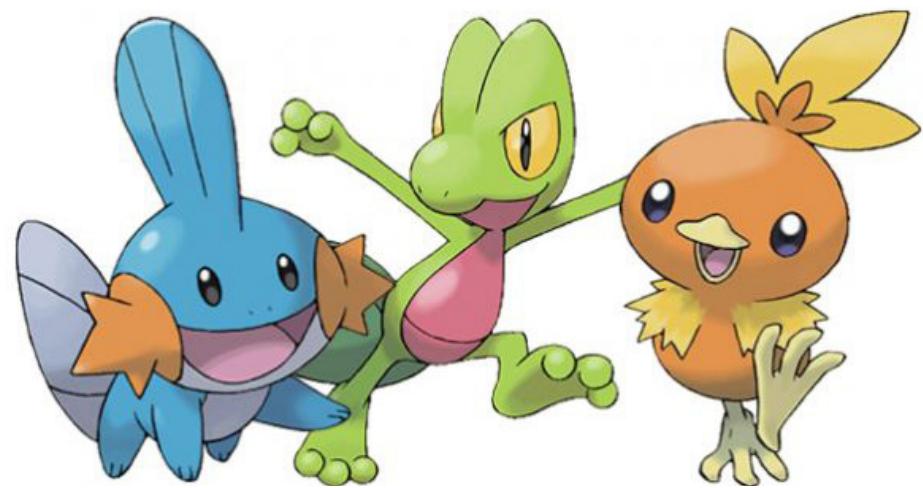
TARGET AUDIENCE



Primary

23-38 year olds that are fans of the
Pokemon Franchise

Gen 1-7 aired throughout the life of millennials.

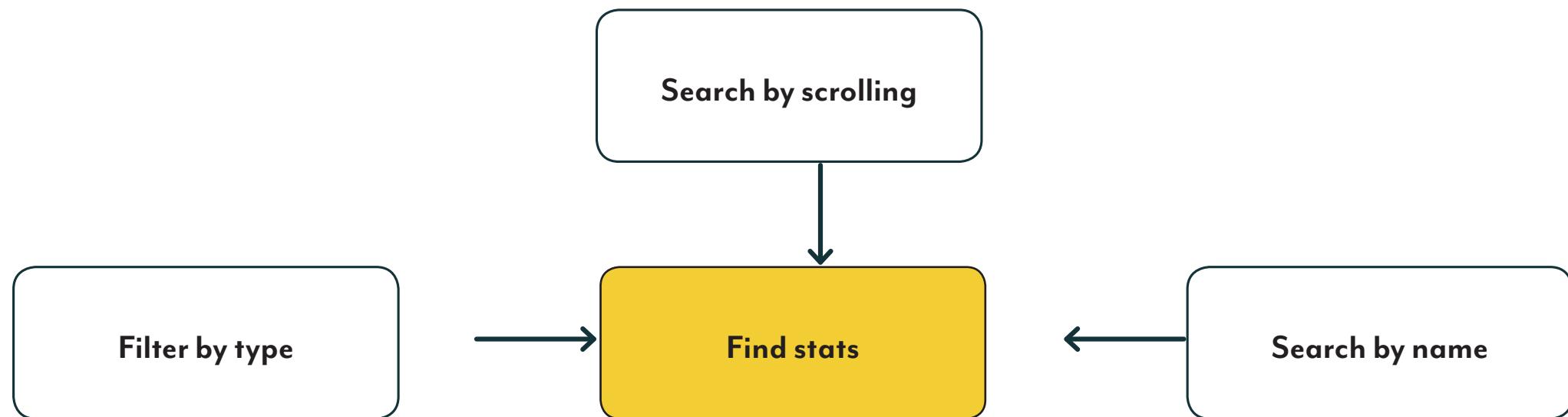


Secondary

7-15 year olds that are new to the
Pokemon Franchise

Gen 3-7 aired throughout the life of Gen Z.

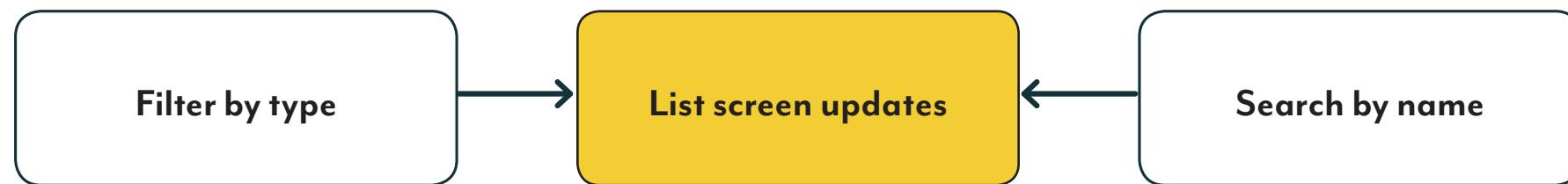
USER TASK ONE



Samantha would like to find specific information about Pikachu from the list of Pokemon (search)



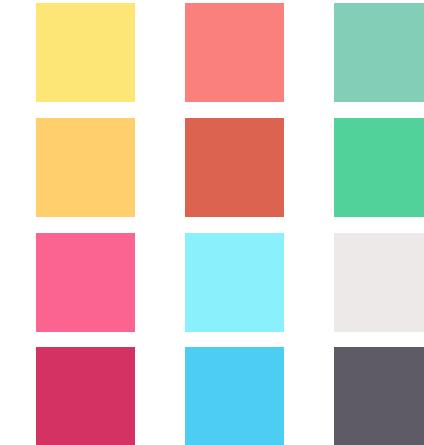
USER TASK TWO



Aiden would like to filter from the list of
Pokemon only Water Type Pokemon (filter)



Where I drew inspiration for type and color.



Rules on type, color, buttons, and links

Pokemon GB is a font family by Jackster Productions that looks very close the font used on Gameboy color devices.

Vollkorn is a font family created by type designer Friedrich Althausen.

Headline 1

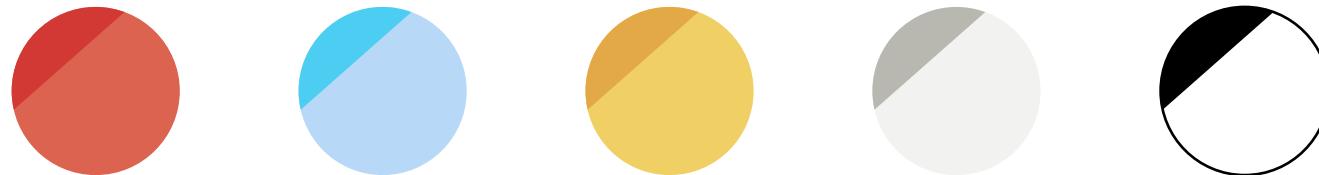
Headline 2

Subheader

Body

Color Palette

Derived from current brand and moodboard



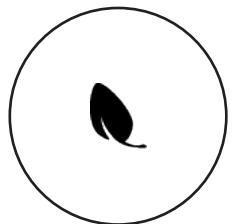
Buttons

Colors are interchangeable, blue is primary

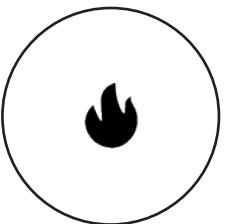
Links

Paired w/ text of opposite weight

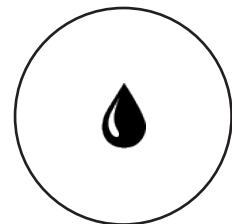
Iconography



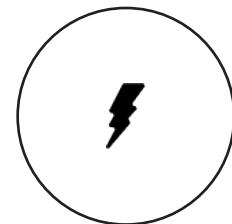
GRASS



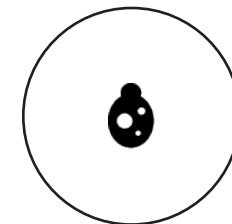
FIRE



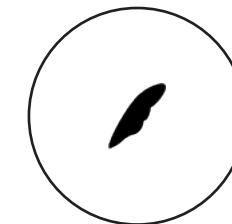
WATER



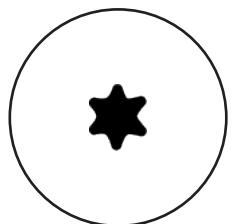
ELECTRIC



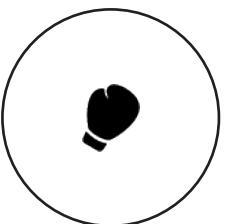
BUG



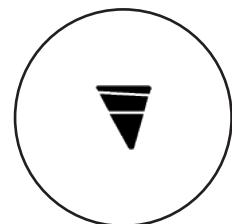
FLYING



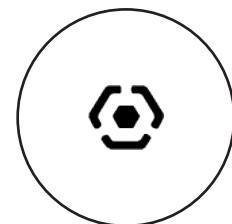
NORMAL



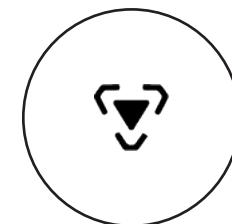
FIGHTING



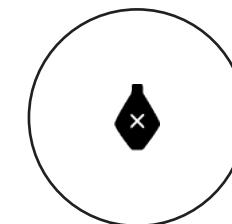
GROUND



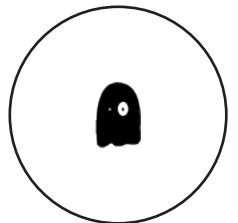
ROCK



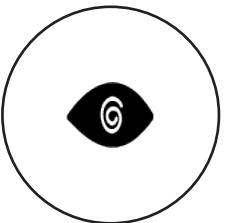
STEEL



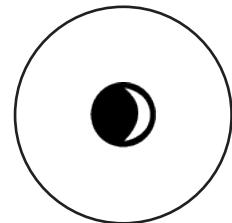
POISON



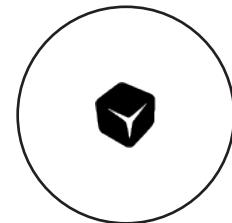
GHOST



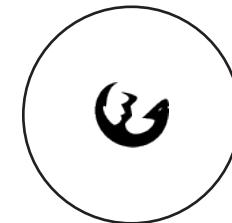
PSYCHIC



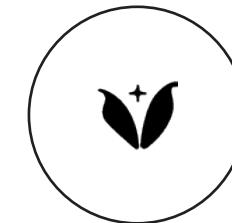
DARK



ICE



DRAGON



FAERIE