

PRODUCT CANVAS

PRODUCT VISION

Create an app that allows users to play minesweeper, see their statistics, learn from their mistakes, add their friends and compare statistics and experiences with them

PROBLEM

Users cannot see their minesweeper statistic and cannot compare with friends

TARGET AUDIENCE

Every person that wants to learn and play minesweeper, and see their statistics

DESIGN PRINCIPLES

Accessibility: Users must be able to easily and quickly access the features they want

Personalization: The product must provide a personalized experience for different users

Social: The product must allow users to connect with other users and see their statistics

USERS NEEDS

Be able to log in with an account

Be able to play games of various difficulties

See their statistics

Compare statistics with their friends

OBJECTIVES

Add features to make the traditional minesweeper easier to learn.

Give a more fulfilling experience of the game

CLIENTS VOICE

Finally I can review my mistakes and learn from them!

Now I can check my statistics and where I fail the most!

The fact that I can compare my statistic with my friends ones' makes this game so addictive and competitive.

FUNCTIONALITIES

Create an account with their own information

Log in/out of an account

Play games in various difficulties

Save, end, restart, load, and continue games

Review games and receive feedback on best plays

See statistics and graphics about users games played

Add friends and have features related to multiplayer

DIFERENTIAL VALUE PROPOSALS

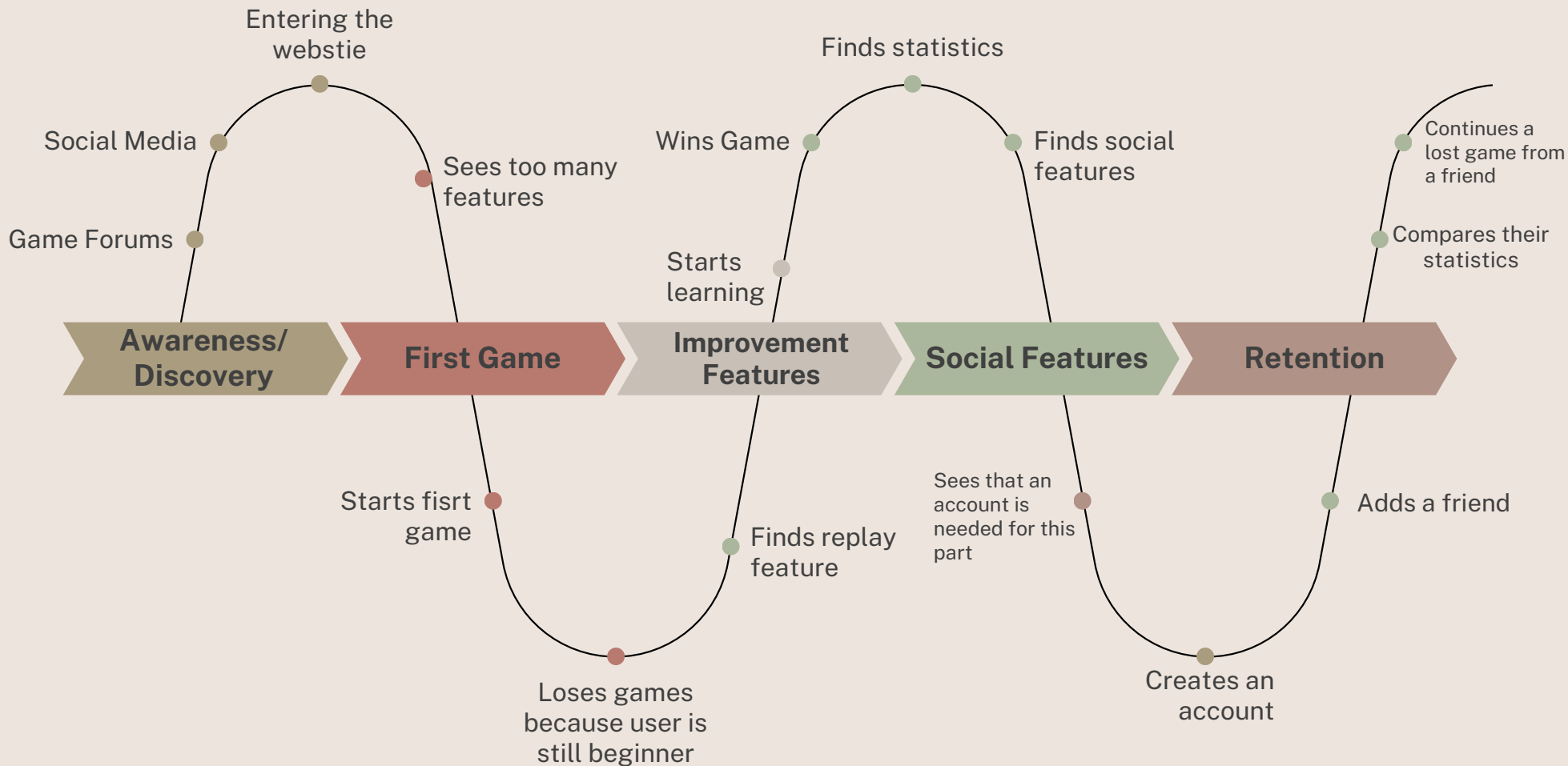
Statistics and graphics on past games

Replay lost games for improving

Multiplayer and social features

Sharing profile statistics

Customer Journey Map



Customer 1 Journey Map

ACTOR

Student that wants a something quick to play between lessons and compete with their friends

SCENARIO

They want to improve their performance to become the best player among their group of friends

EXPECTATIONS

- To be able to track their progress.
- To be able to analyze his past games for a convenient learning environment
- To be able to compare their statistics with friends

1

2

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AWARENESS DISCOVERY

• Actions

Found the website on a classic game forum, cheked reviews and screenshots from other users.

Decided to give it a try.

• Emotions

Felt curious before entering, then overwhelmed by the amount of options offered and his inexperience on the game.

FIRST GAMEPLAY EXPERIENCE

• Actions

Started a new game on the easiest difficulty and lost.

Saw all the data the website collected from a single game and the option to create an account to save it.

Created an account.

• Emotions

Felt excited on how easy and quick it was to learn, and eager to show his friends.

IMPROVEMENT FEATURES

• Actions

Retried the game he lost and replayed it. Mended his mistake and won this time.

Checked out his statistics, and thought of trying a higher difficulty

• Emotions

Felt pleased to have been able to win and happy to be getting the hang of the game. Felt a bit lost for not understanding all the statistics.

SOCIAL FEATURES

• Actions

Finds the option to compare statistics to friends.

Shares the web and his user profile with a friend so they can compare scores.

• Emotions

Felt unsure and impatient to see his friend play

RETENTION

• Actions

Liked the game's mechanics and logic, so he tries to play on higher difficulties.

Learns new reasonings and starts to grasp the complexity of the game.

• Emotions

Felt concentrated trying to discover other logics and hints each game, focused on improving his time.

Customer 2 Journey Map

ACTOR

A working adult who plays on his device casually in the evenings

SCENARIO

They want to relax and play some minesweeper after a long day at work

EXPECTATIONS

- To be able to clearly understand the interface
- To be able to fastly play a game
- To be able to have an easy learning process

1

AWARENESS DISCOVERY

• Actions

Found the website on an ad in the internet while browsing for relaxing games.
Read short reviews and notices good ratings
Decided to check it out.

• Emotions

Interested and hopeful that reviews are right
Slight hesitation do to time commitment

2

FIRST GAMEPLAY EXPERIENCE

• Actions

Opens the app and starts a new game in the lowest difficulty.
Loses the game.
Looks at the menu options after the game, sees all the available options.

• Emotions

Slightly confused by the number of options.

3

IMPROVEMENT FEATURES

• Actions

Goes to the statistics to check the mistakes that they did wrong.
Uses hint option during games and during reviews.
Continues the game from the lost move.
Wins the first game they did after seeing their mistakes.

• Emotions

Supported by review options.
Appreciates the learning flow

4

SOCIAL FEATURES

• Actions

Sees social features such as friend list.
Does not feel engaged to this features.
Plays alone most of the time.

• Emotions

Does not feel many emotions since they are not using this features, but positive about the fact that the features are available for everyone.

5

RETENTION

• Actions

Logs in almost daily to relax by playing some games.
Occasionally tries new difficulties.
When losing a game, continues it the next day to see if they can win.

• Emotions

Enjoys the routine of the game.
Enjoys the feature of continuing a lost game from any point of that game.