



## Overview

### Project Background

Toontown Rewritten is a free open source etc quick

Several playable activities are available throughout the game, most with a jelly bean based reward system etc

### The Problem

The playground Goofy Speedway has become desolate. The racing town is unable to hold player interest, even during events which double race rewards.

### The Goal

Increase Goofy Speedway desirability, and increase player use by 10% by finding stronger ways to incentivise.

### Responsibilities

- 0 User Research
- 0 User Flow Mapping
- 0 Wireframing

### Tools

- Figma
- Flowmapp

## Research

Before creating or changing any product, we must first ask ourselves and our users if it's something anybody wants. To achieve this in quantifiable numbers, I asked random users I found in game at Goofy Speedway the same series of questions. Depending on their answer, the questions may begin to vary slightly.

1. Did you just finish a race?
2. (Have you raced before?) Can you explain how it works to me?
3. Do you ever upgrade your car?
4. What do you use the tickets for?
5. What's a good way to get more tickets?
6. What's your biggest complaint about the speedway?

