

FLUX

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PROBLEM

Who says playing games on your phone can't get you moving?
Compete, Run and Dodge your way to the top.

Can we take *20 minutes of their phone time* and
transform it into an *active experience*?

OUR AUDIENCE

FLUX started out as a visually heavy exercise installation, but an early push into user research changed our overall direction.

MOBILE USE

Millennials use their mobile devices and computers in a very physically inactive way.

SOCIETY

With the effort it takes to get to the gym and the requirement for expensive equipment, millennials are driven away from exercise.

TIME

26% of a millennial's time is spent on their phone or a video game.

A LOOK INTO GAMING

Our early research had us look into a plethora of endless runner games available on the smartphone marketplace to help us shape our vision.

RUN

The goal of endless runner games is very simple: run. Running is a great way to get exercise and can be done just about anywhere.

DODGE

In these games, you swipe with your finger to dodge obstacles. This can easily be translated into a physical 'jump'.

EARN

Playing the game gives reward items for their efforts ingame. Rewarding someone keeps them coming back for more.

MOBILE GAME

FLUX evolved into a game that is accessible by anyone with a mobile device, removing the boundaries of a one-and-done installation and increasing overall visibility.



PHYSICAL EXERCISE

The nature of FLUX's control scheme also brings it into the realm of exercise. Turns out running in place, jumping over obstacles and dodging homicidal cubes is exhausting.



FLUX

01 PLAY

Redefining touchscreen gestures.

PLAY

We're taking endless runner games to the next level through full body movement. Run to power the game, tapping is now jumping and swiping is now turning.

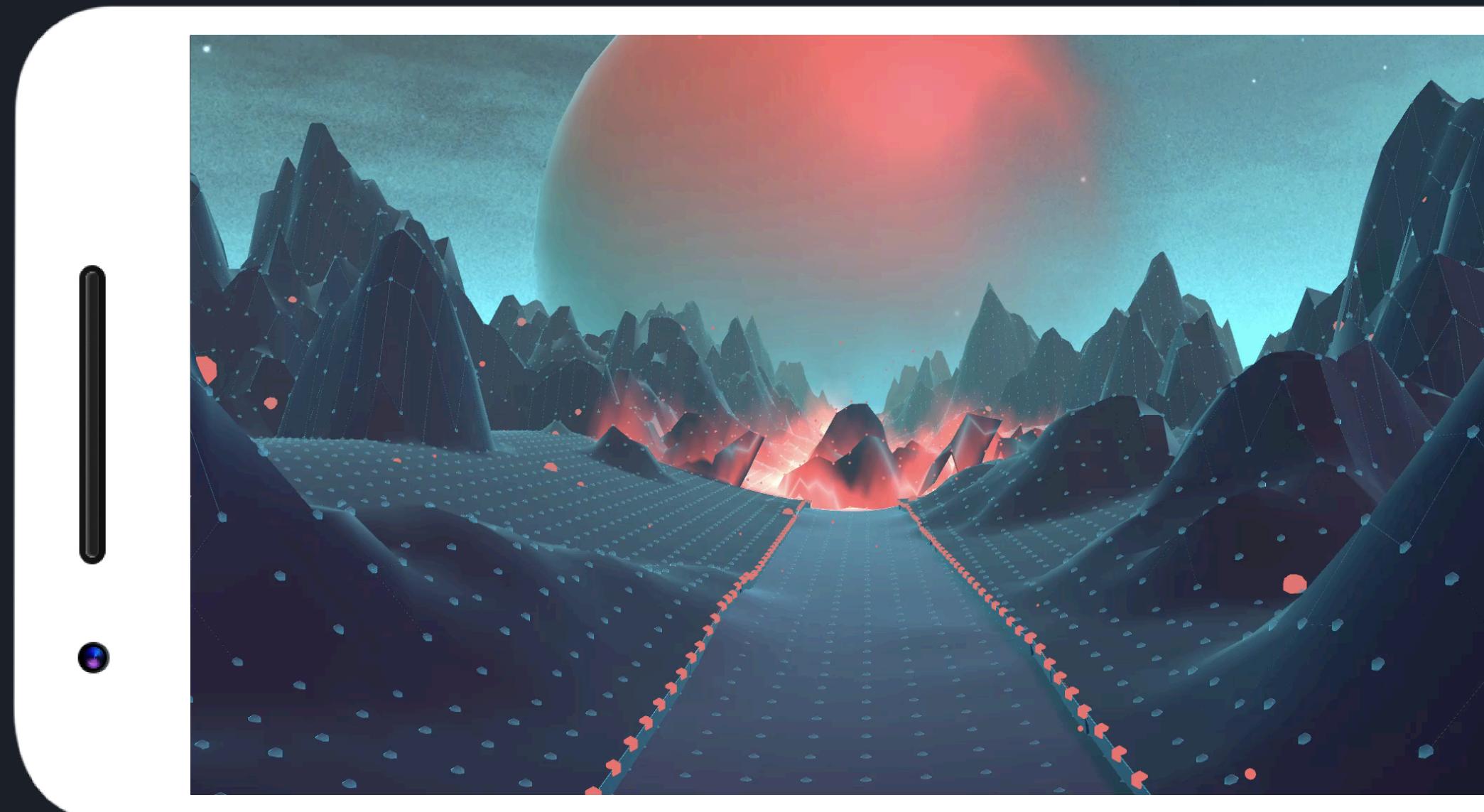


02 ACHIEVE

Get Results.

ACHIEVE

Keep track of how long you've been moving with each game session and work your way up to your daily target time. Watch your progress grow and achieve more activity.



LEARN

Getting in shape really does have benefits. Discover how FLUX improves your daily self with FLUX facts. Spread the word by sending them to family and friends!

03 LEARN

Get Educated.

FLUX FACTS

SLEEP LIKE A B

If you have trouble sleeping, try this: it helps clear your head and make you feel relaxed, lowering stress levels.

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FLUX FACTS

KEEP YOUR HEART HEALTHY

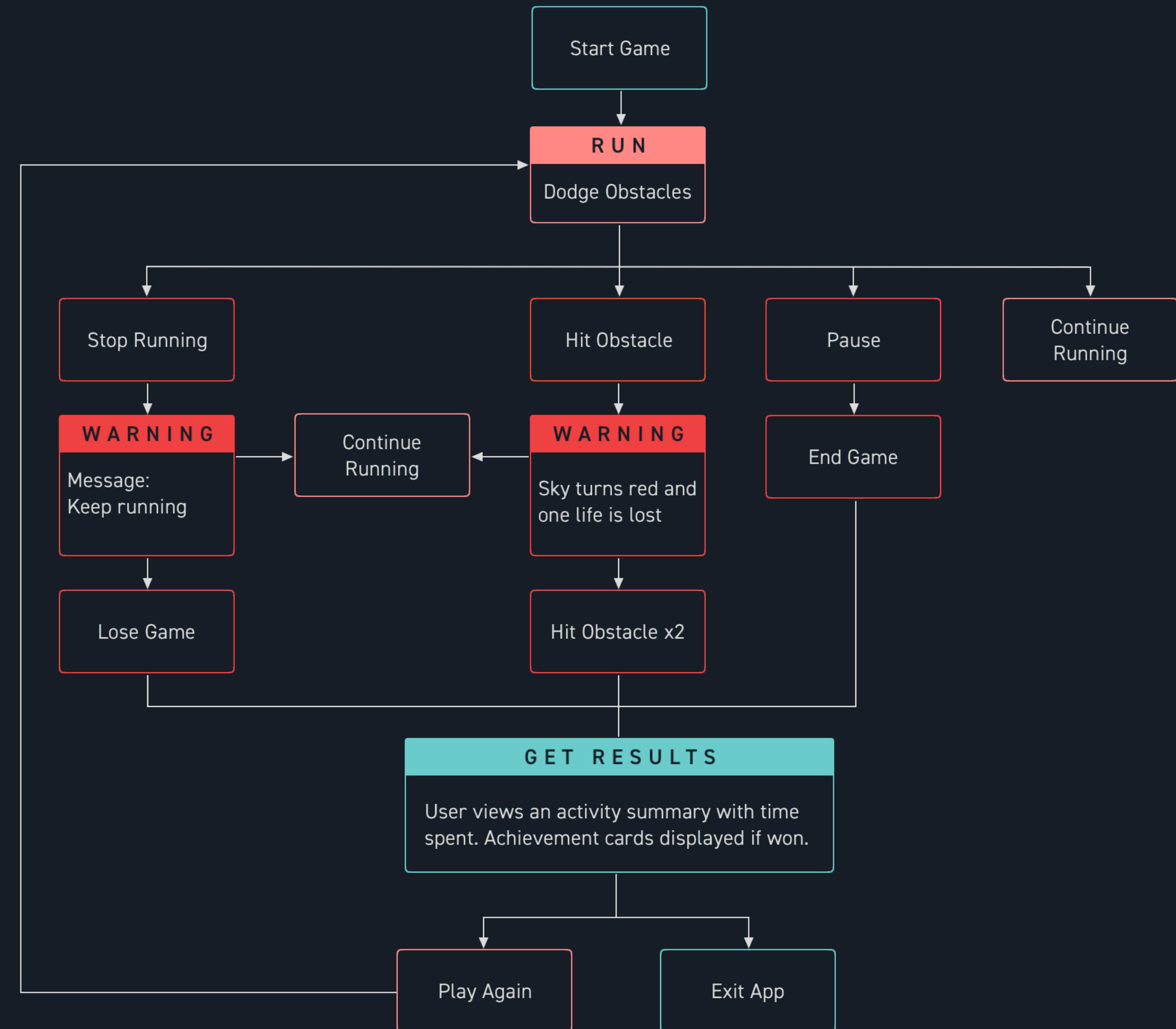
Exercise increases energy levels and increases serotonin in the brain, which leads to improved mental clarity and makes for a more productive day.

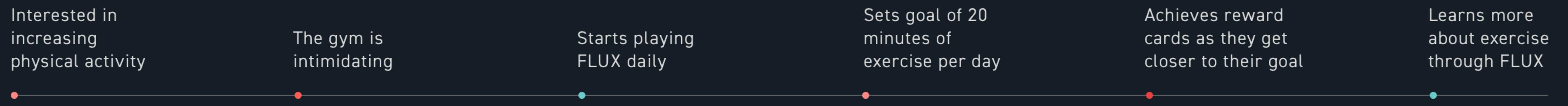
FLUX FACTS

VENT AGING

Exercise regularly throughout the week to combat signs of aging. Workouts can help keep your skin, hair, and mind healthy.

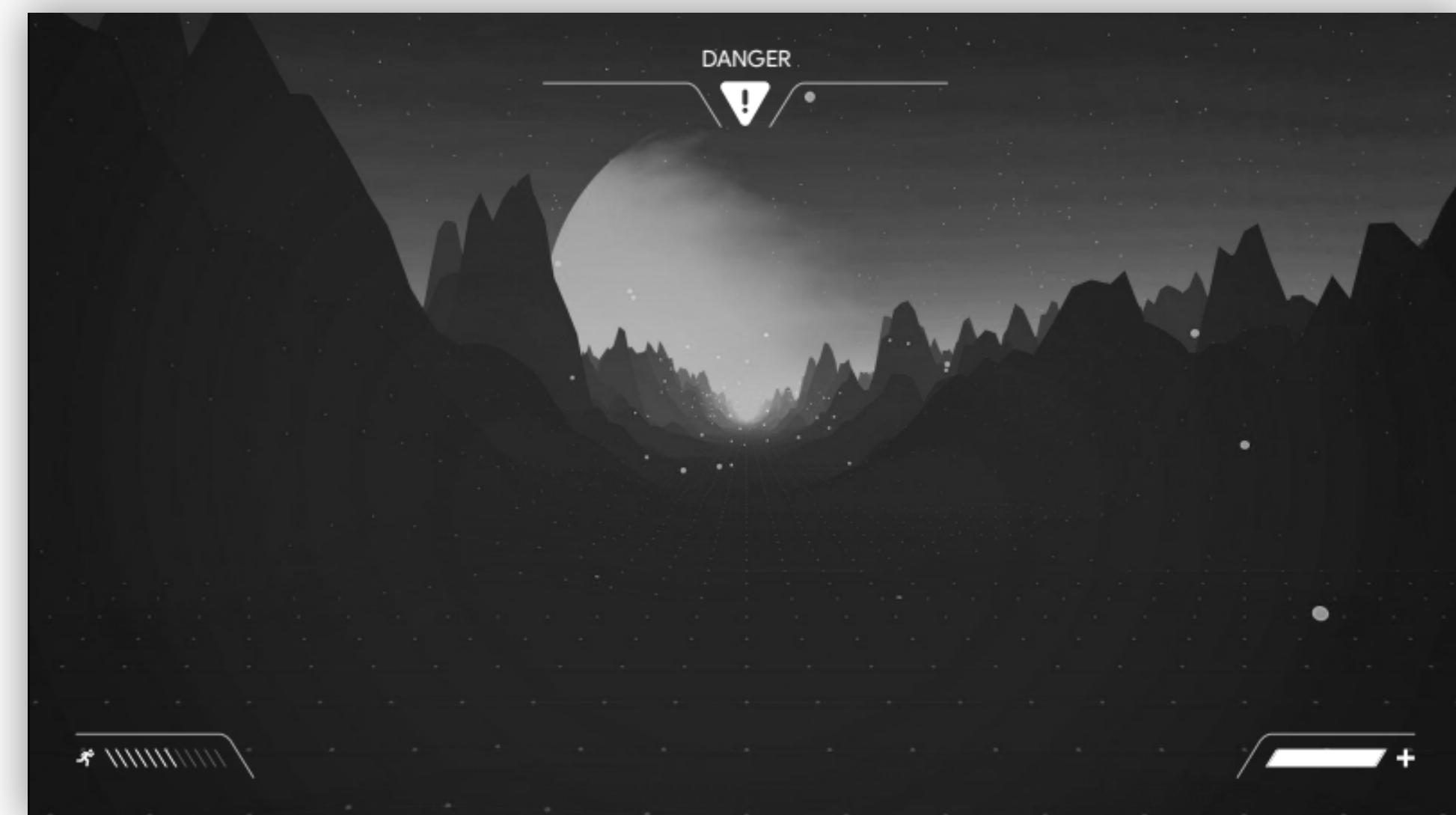
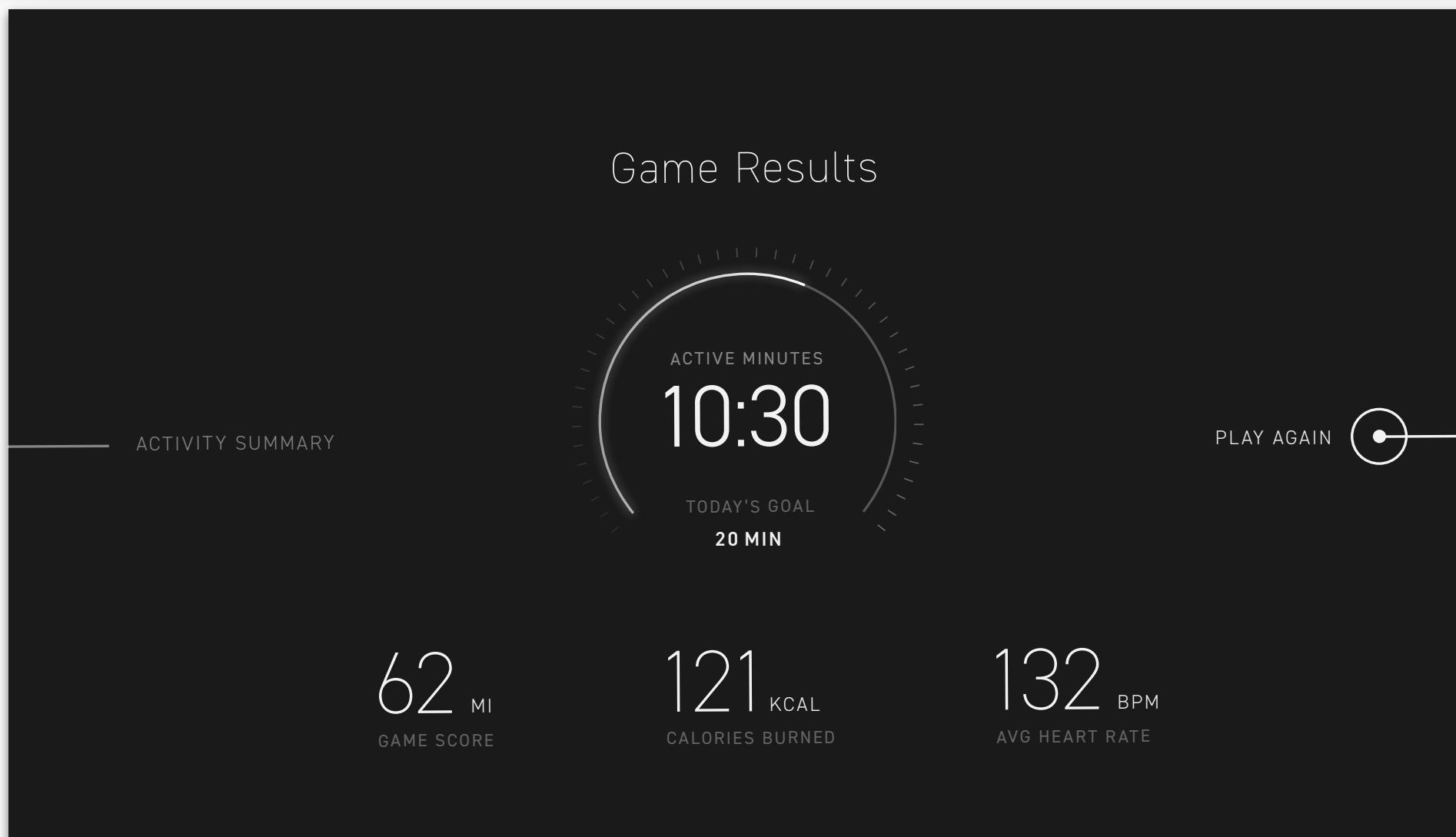
FLUX

ARCHITECTURE

USE CASE

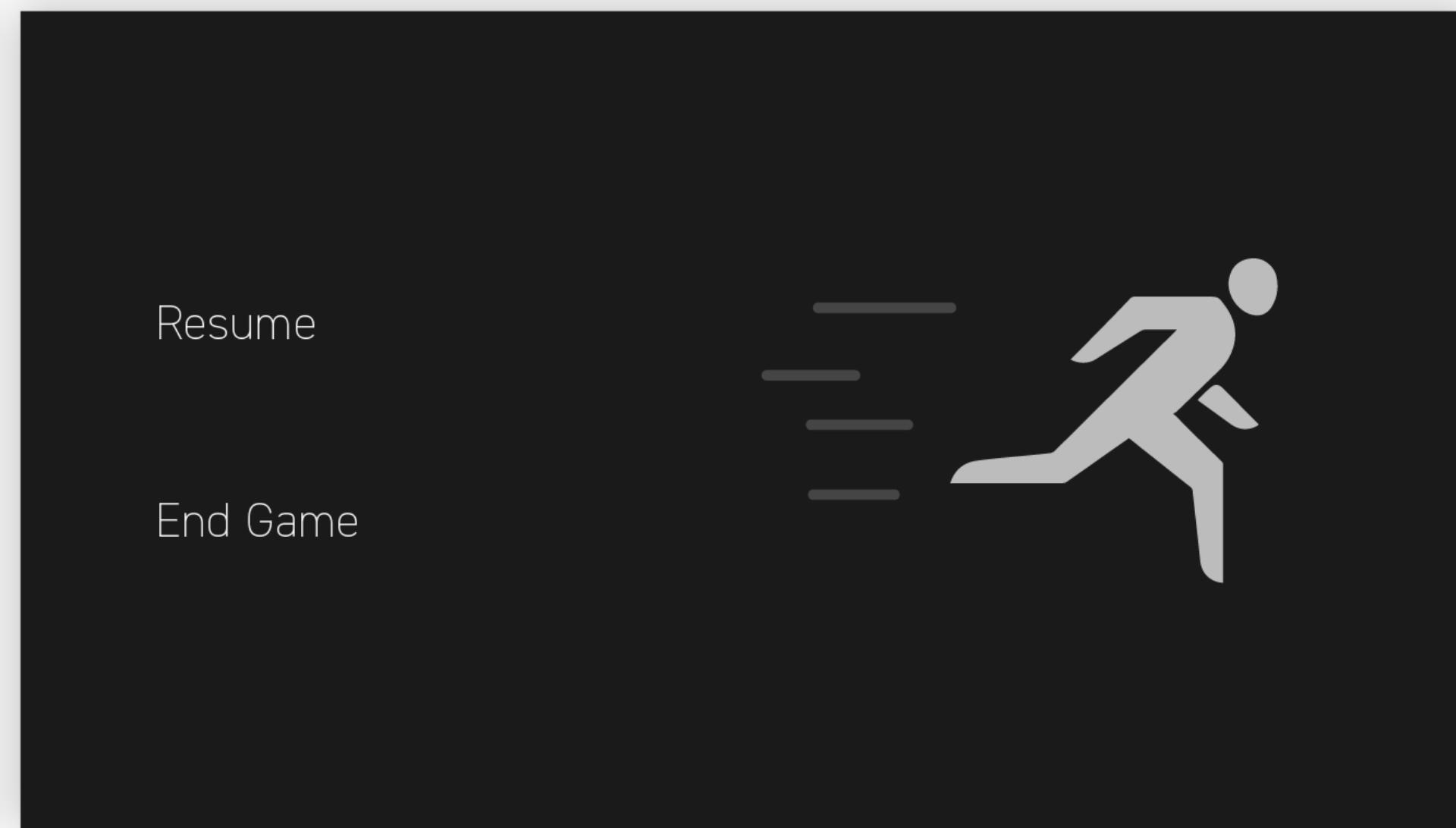
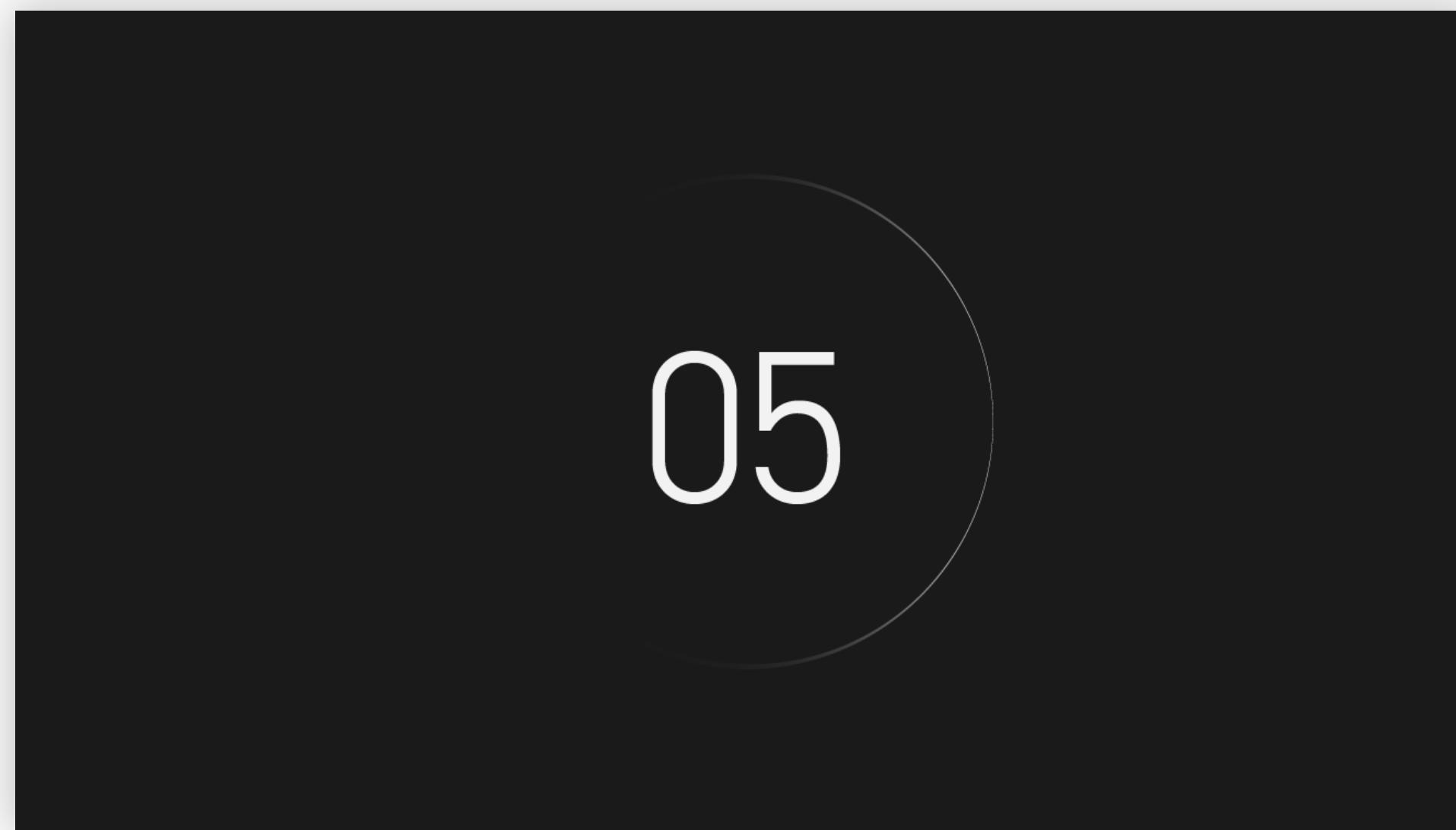
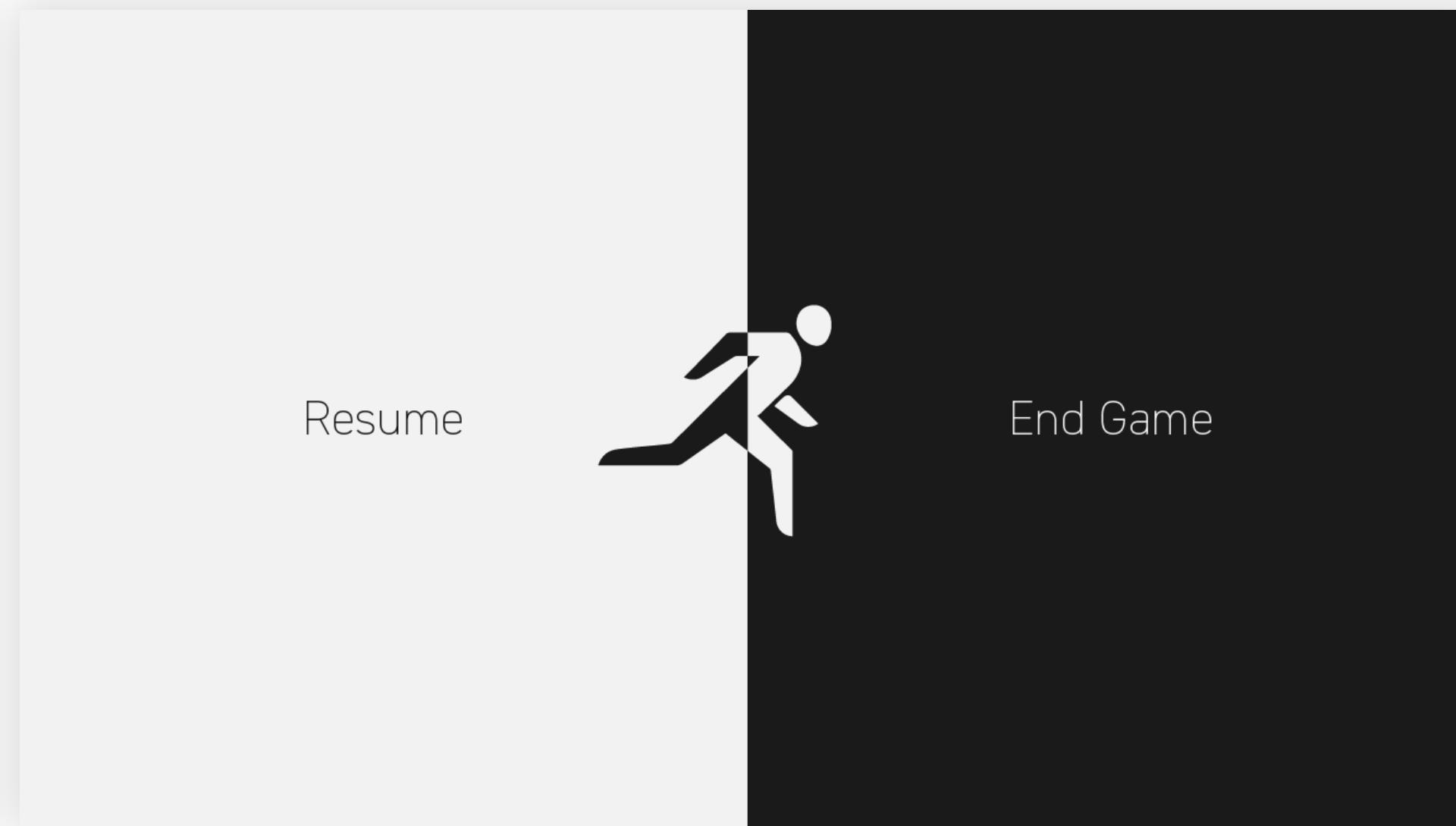
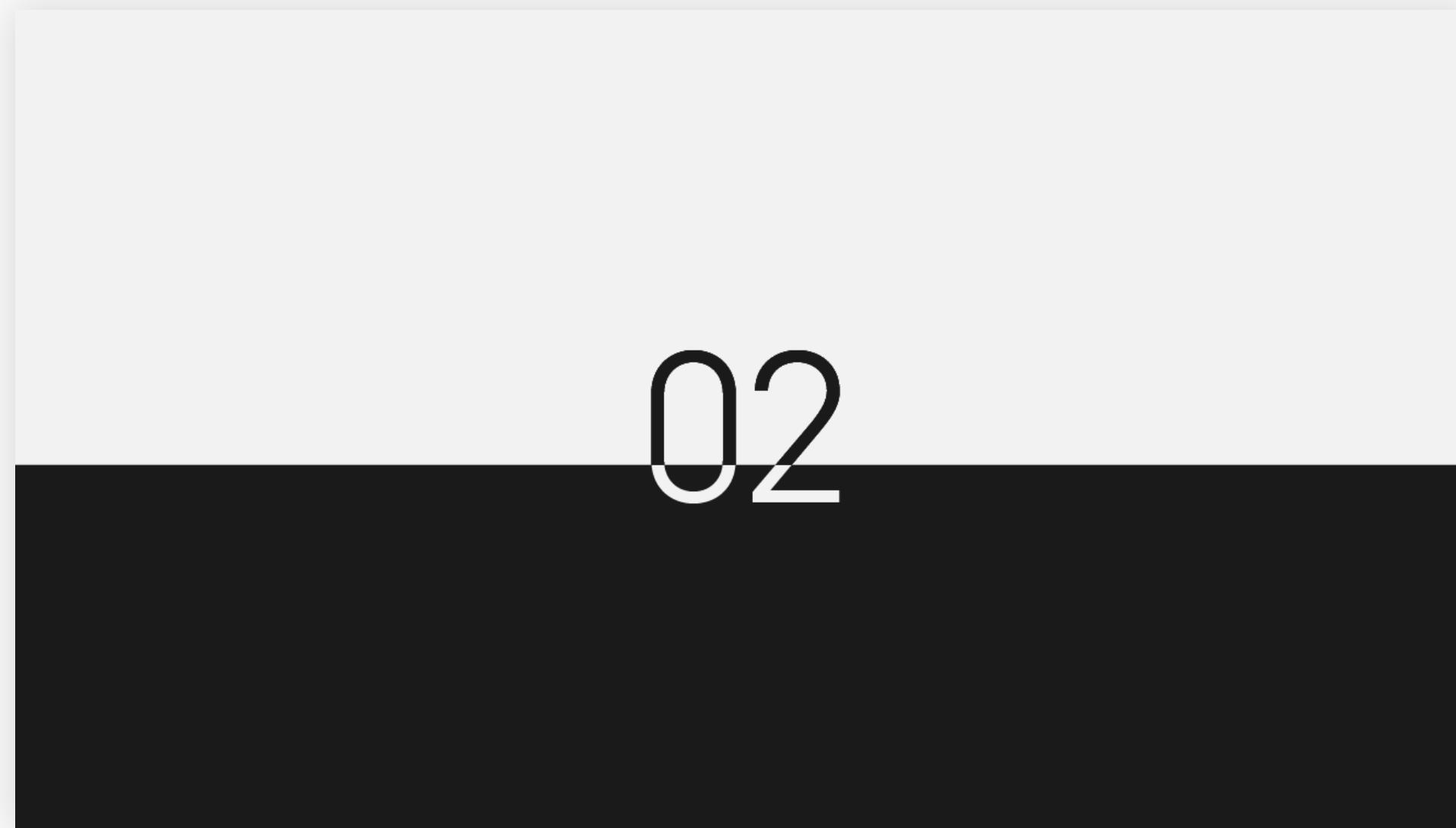
WIREFRAMES

MENU + HUD + RESULTS



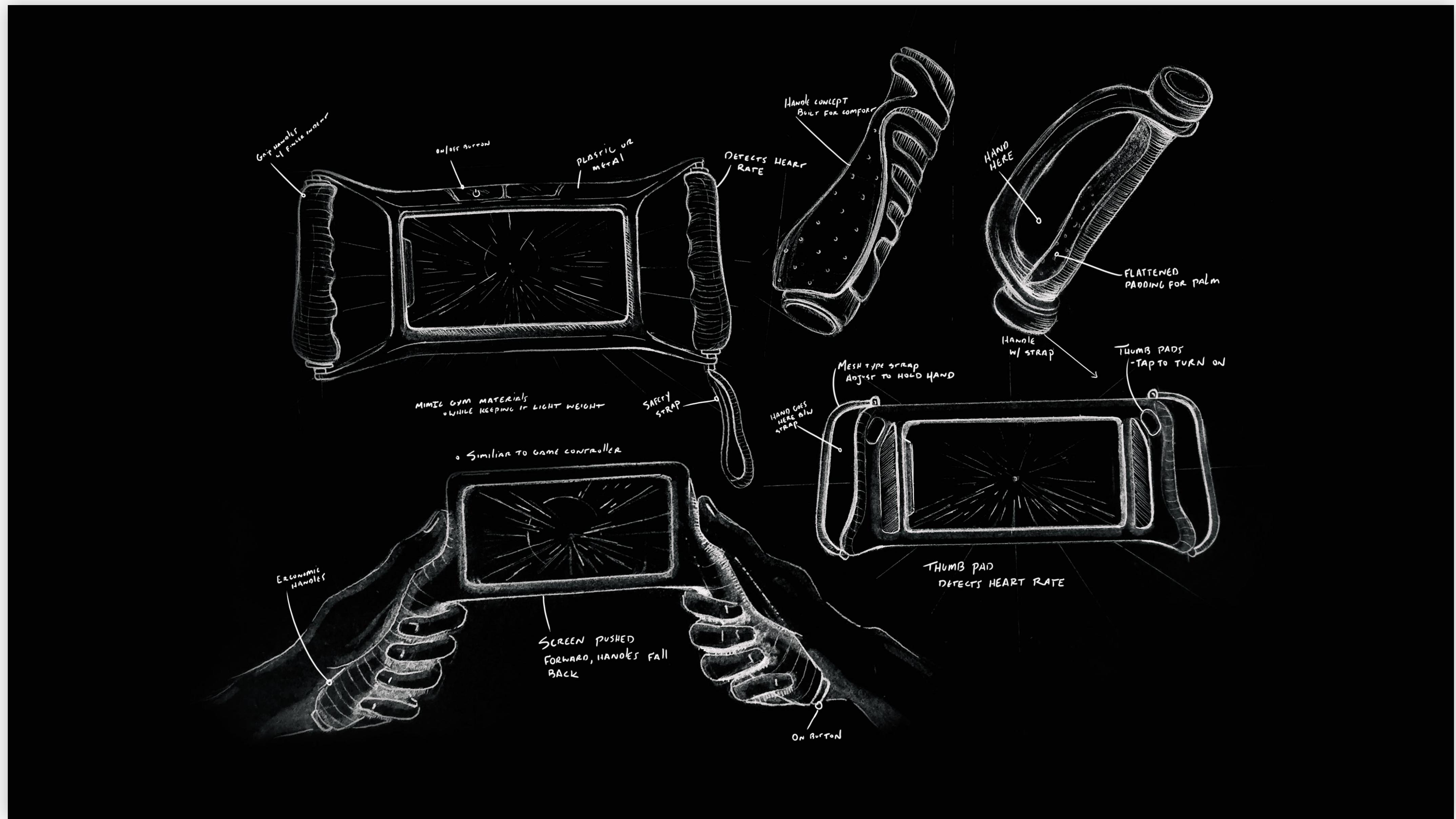
WIREFRAMES

COUNTDOWN + PAUSE



SKETCH

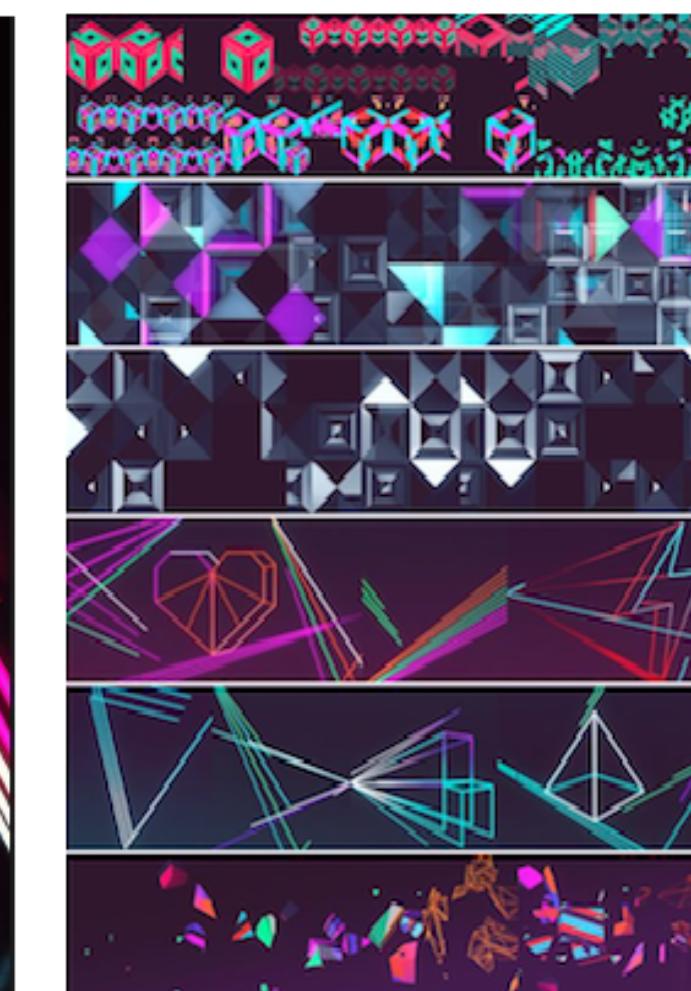
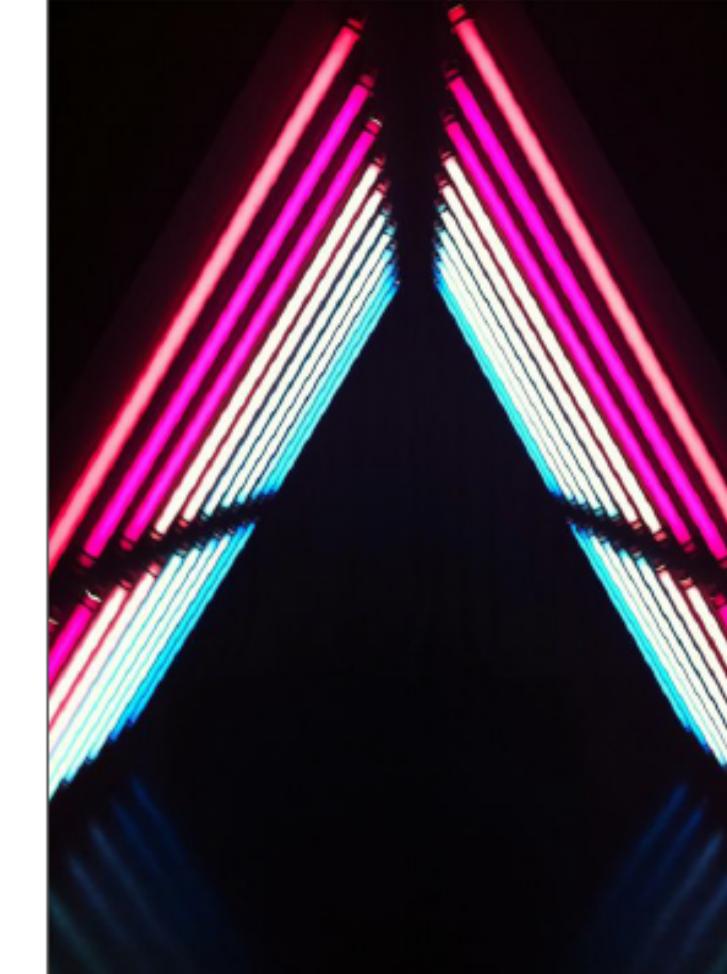
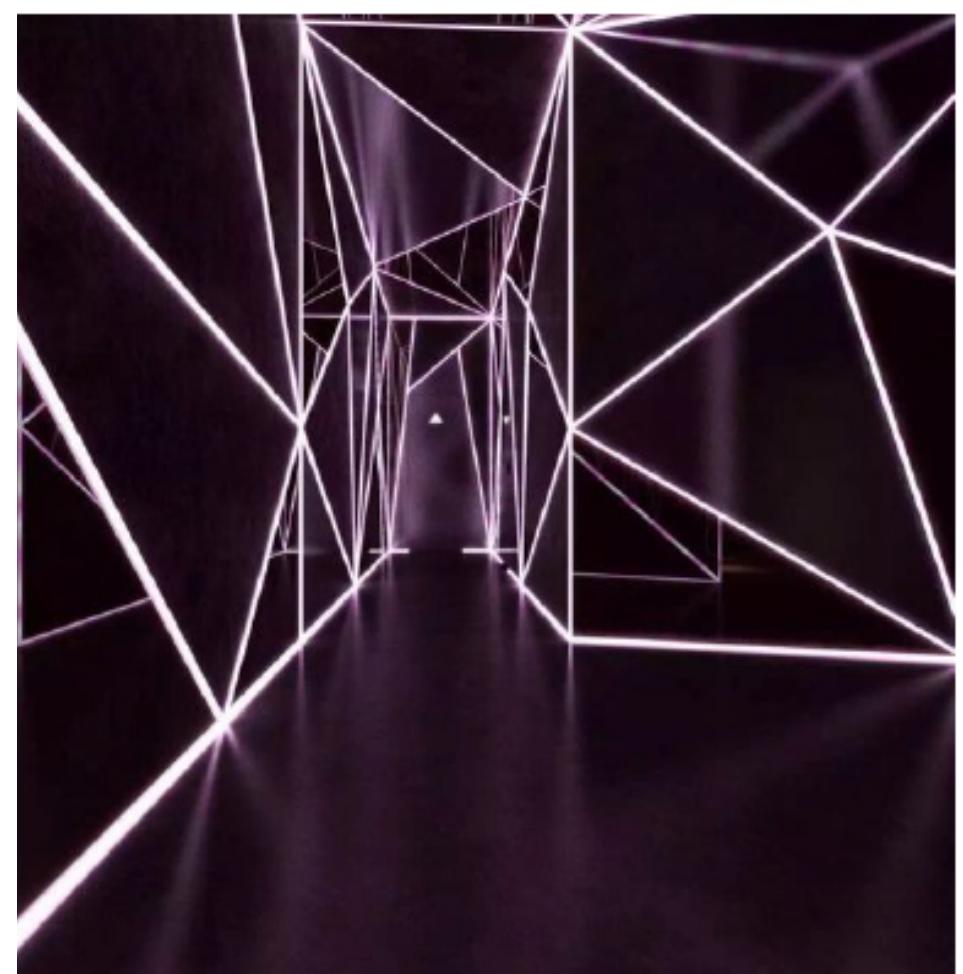
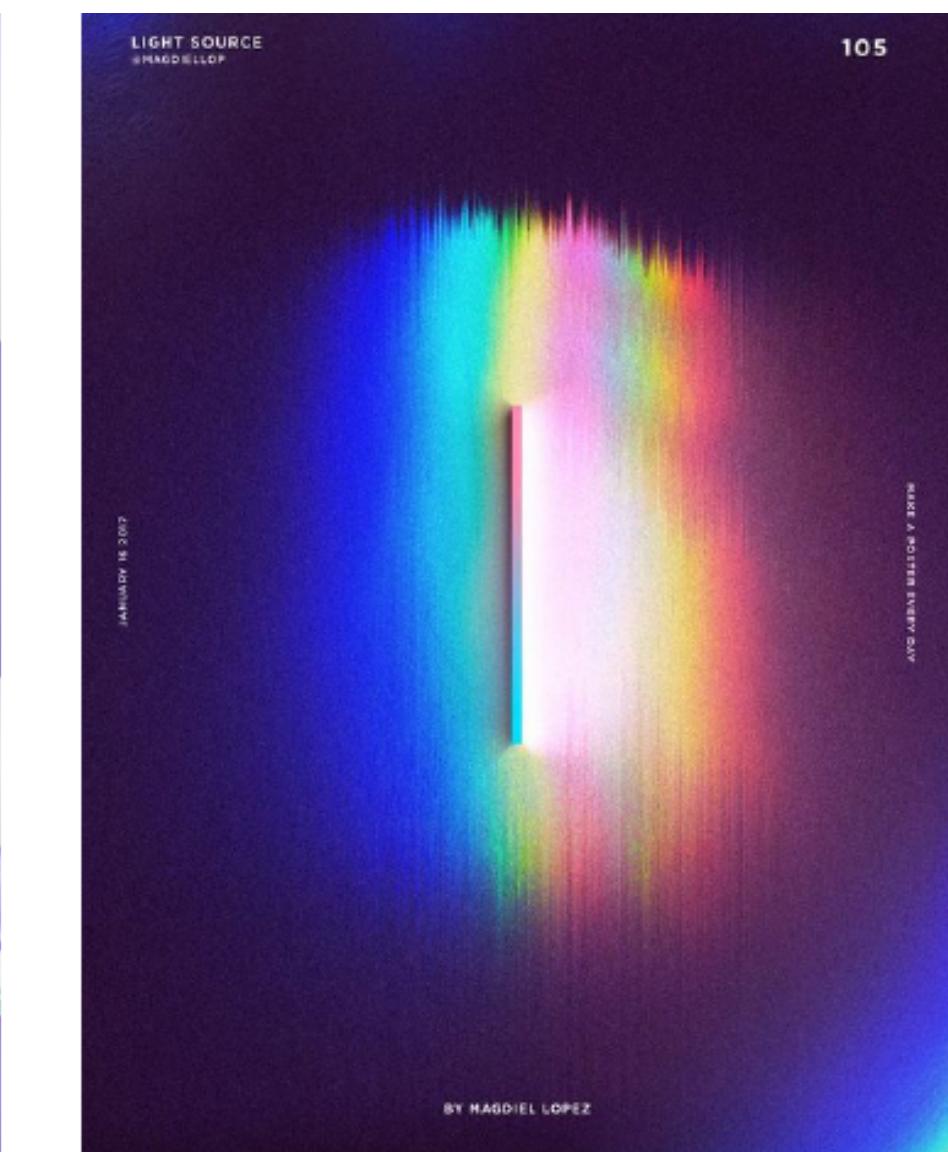
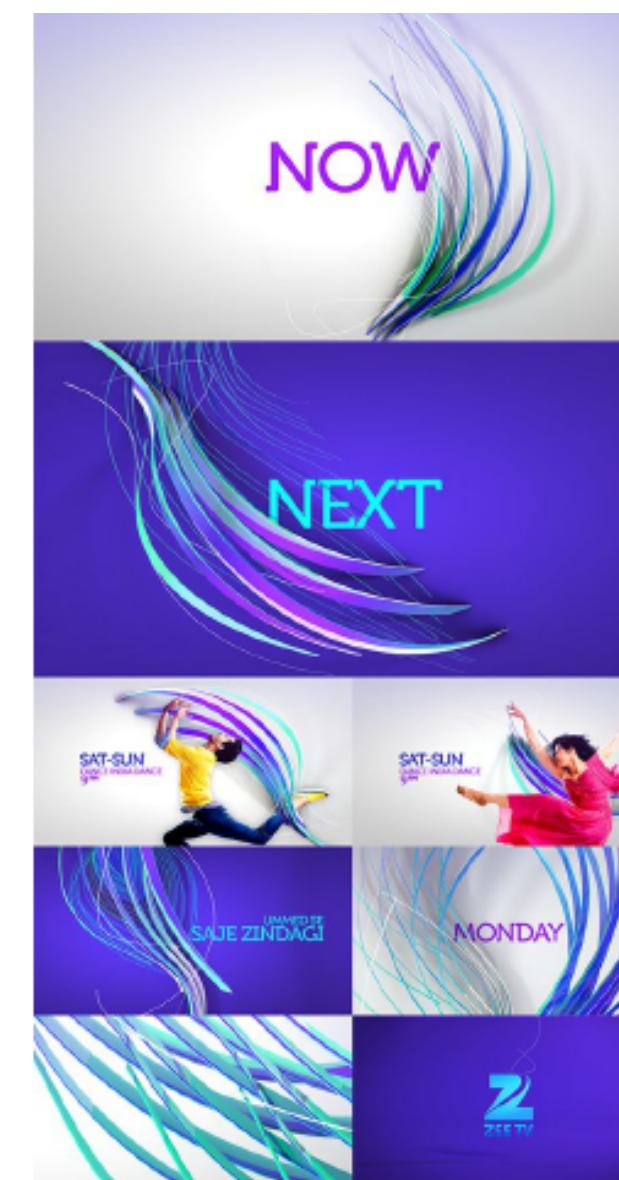
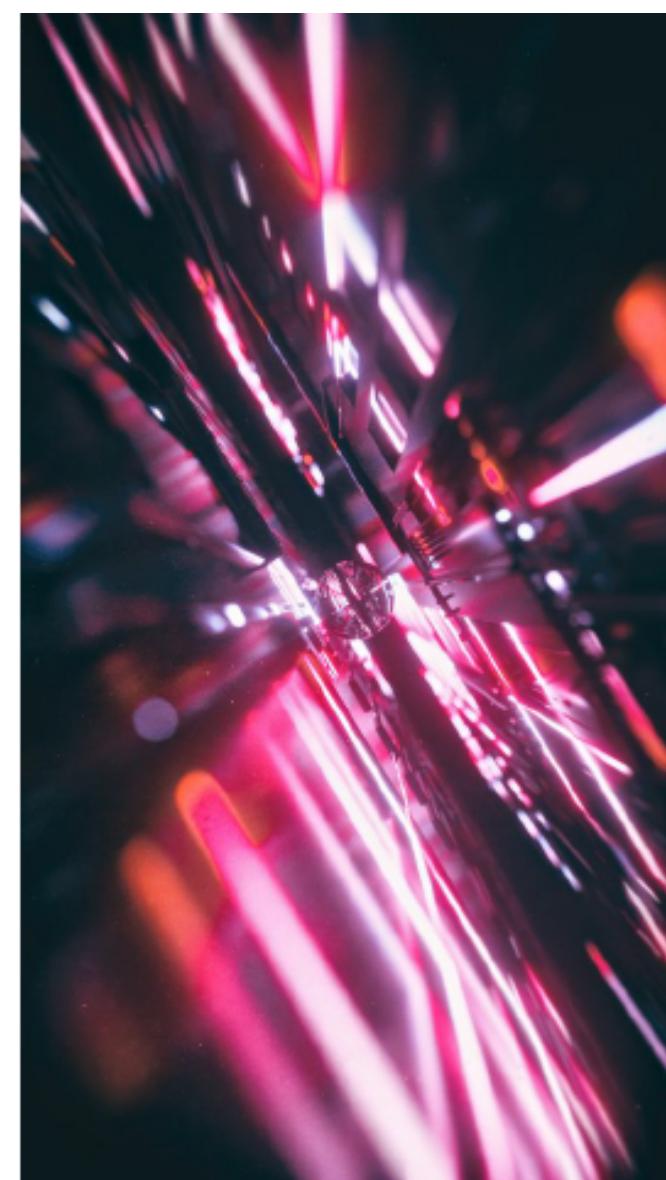
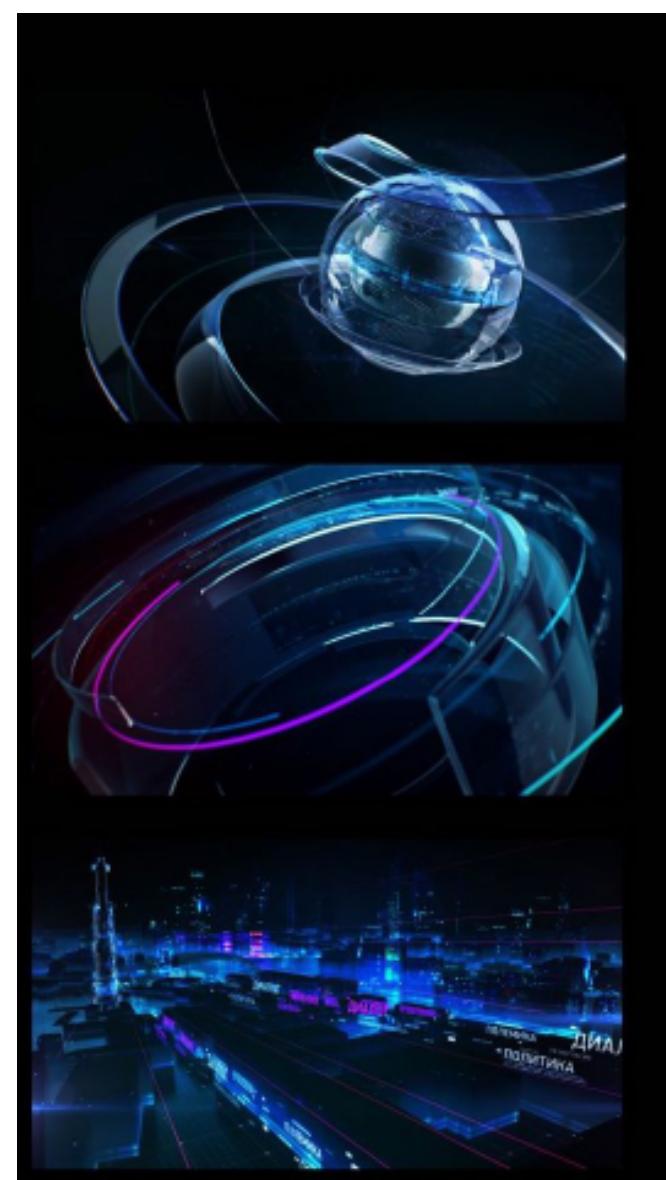
HANDSET



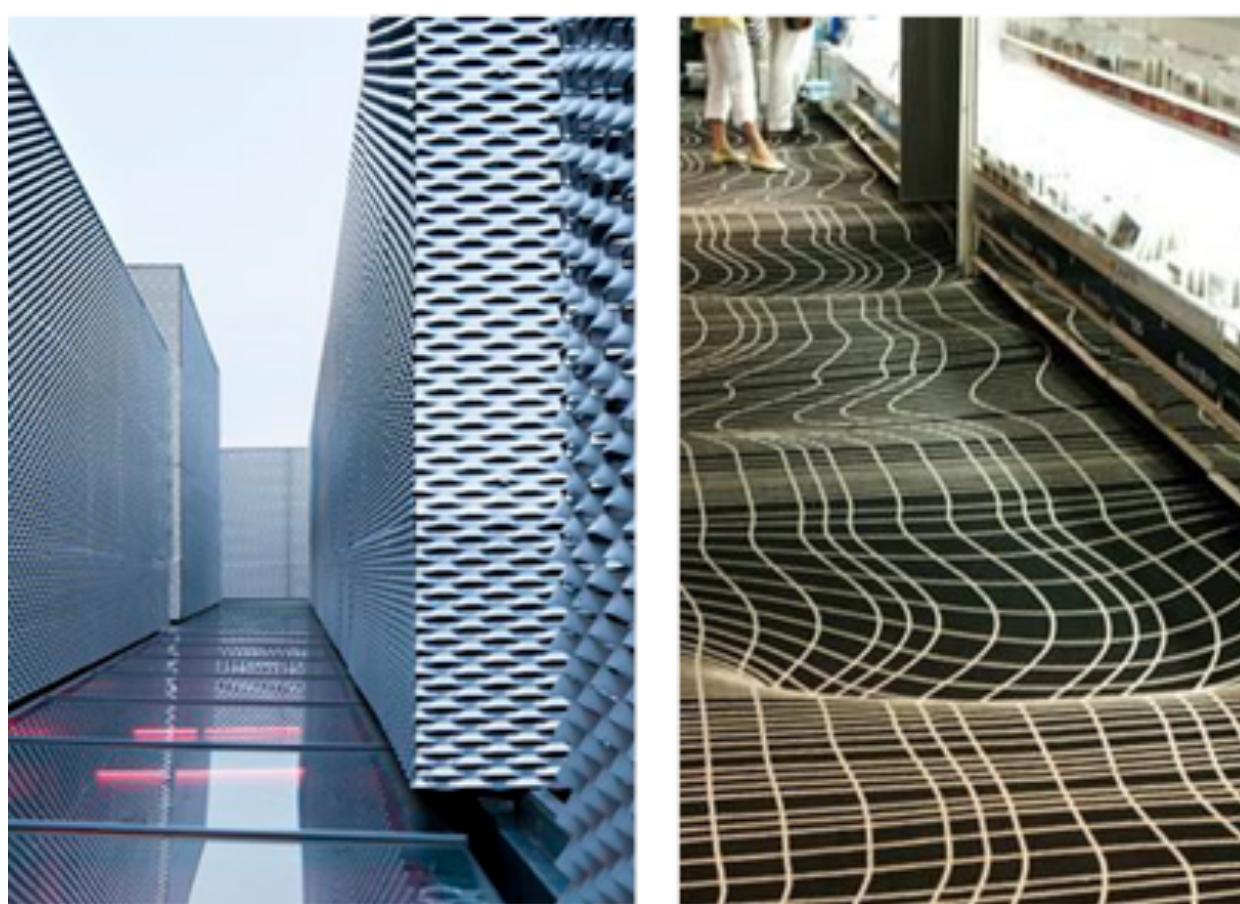
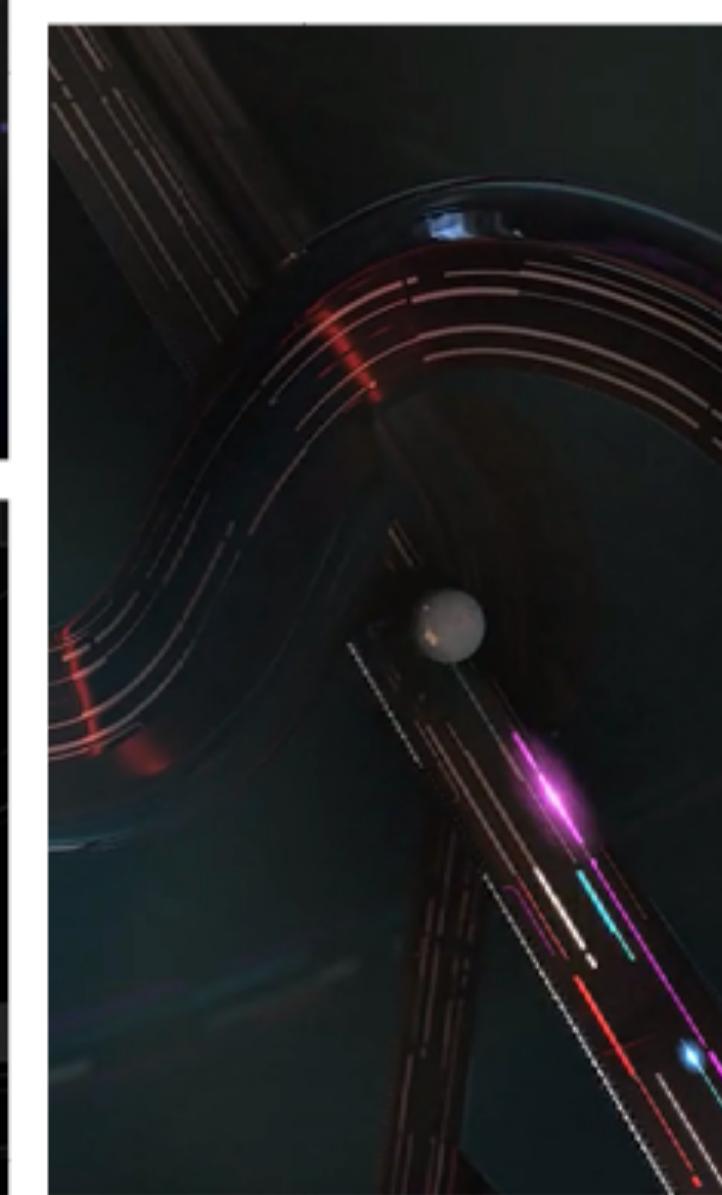
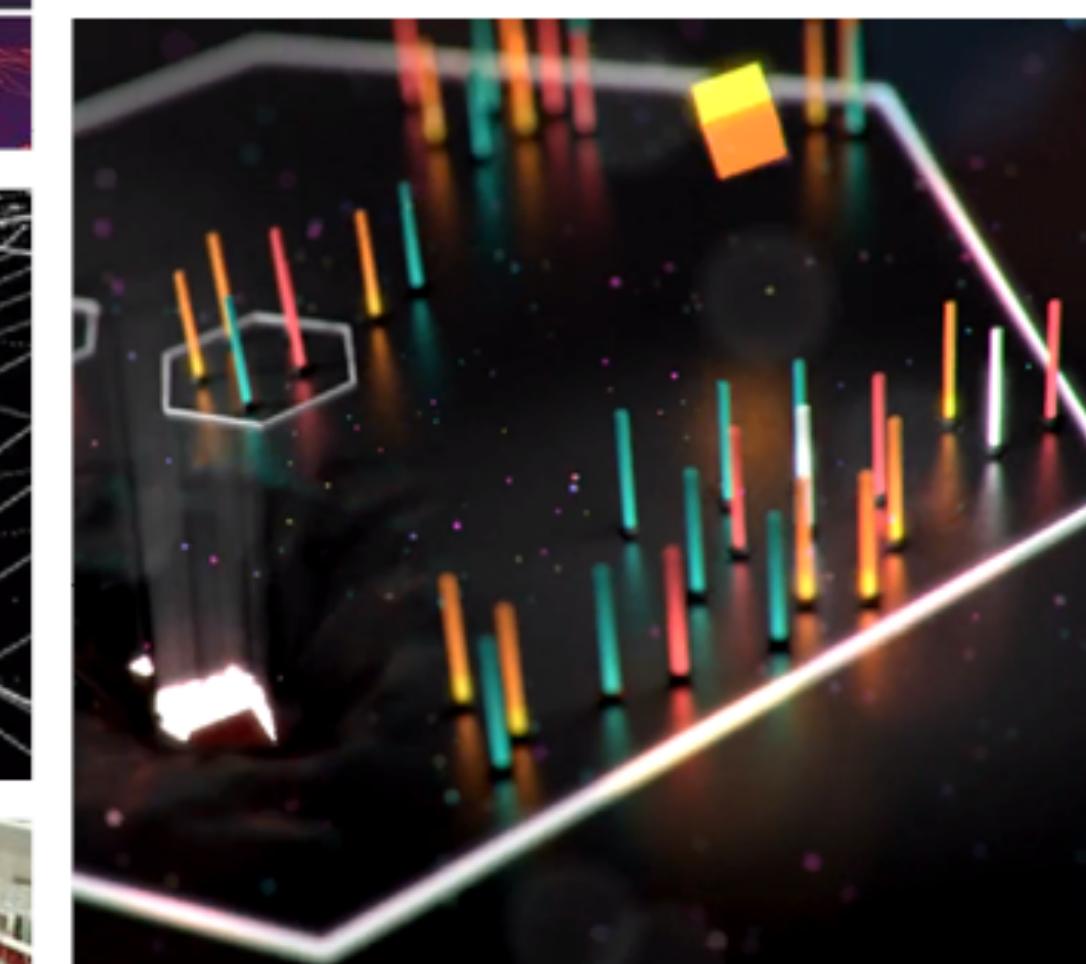
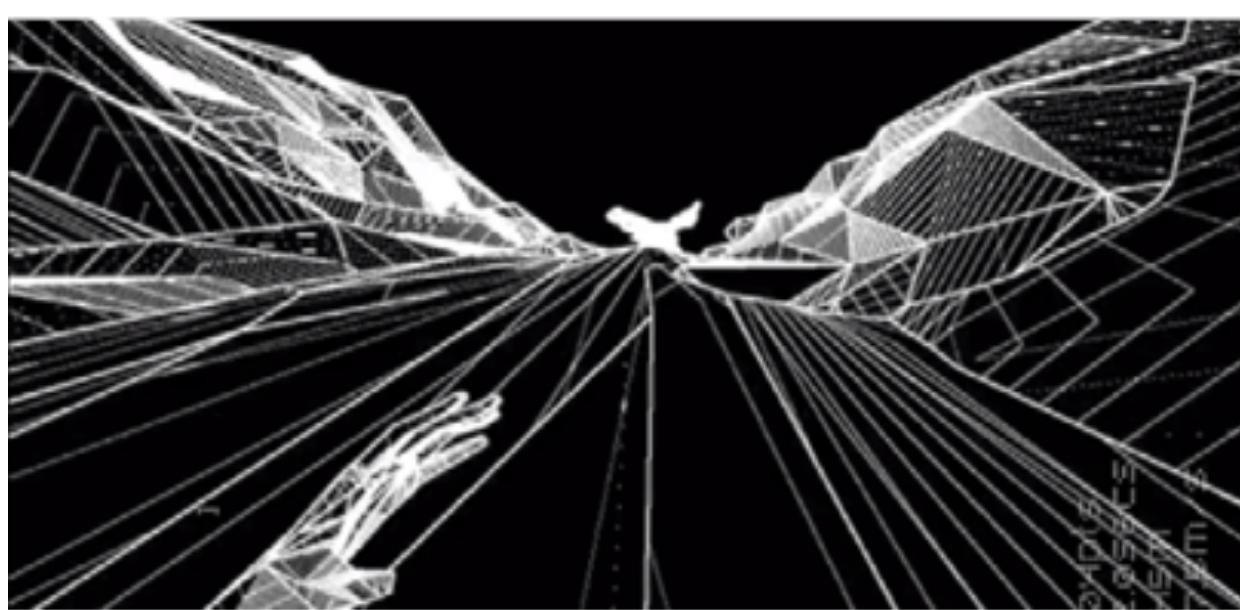
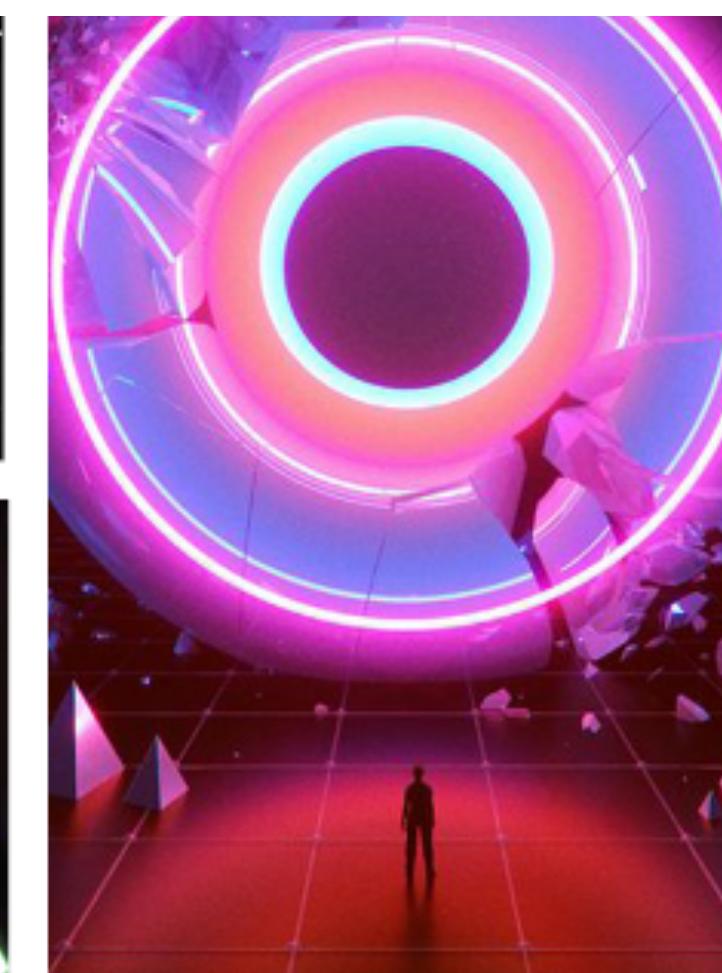
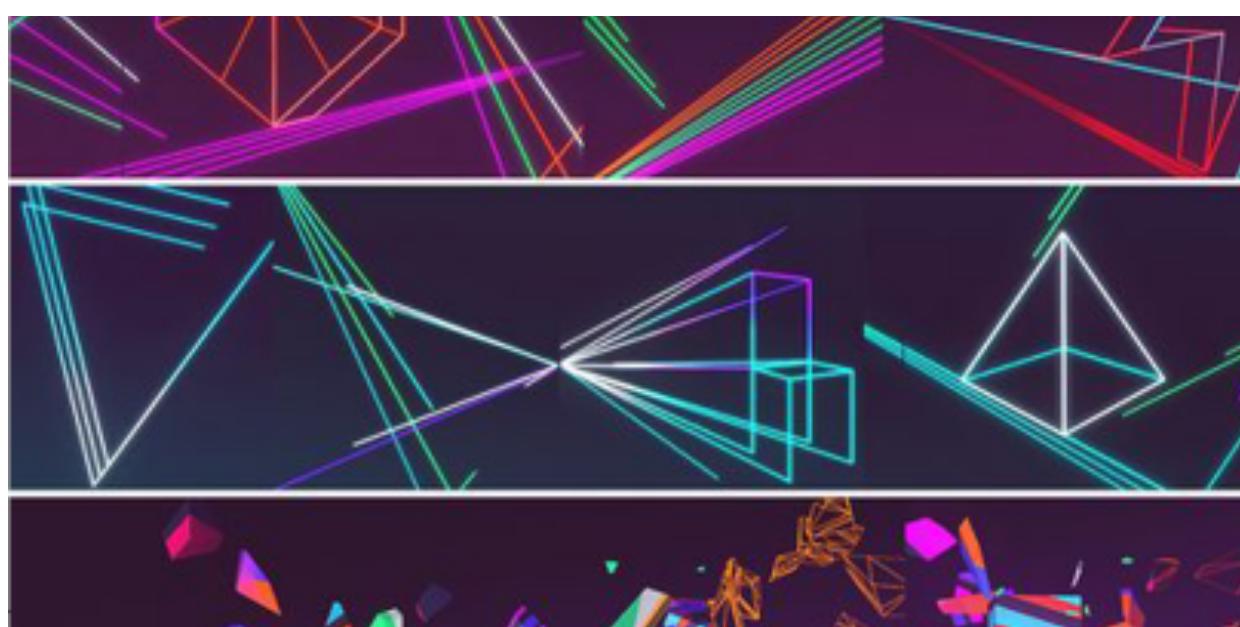
VISUAL STYLE

Alongside our research, we also experimented with a variety of visual styles to compliment our gameplay.

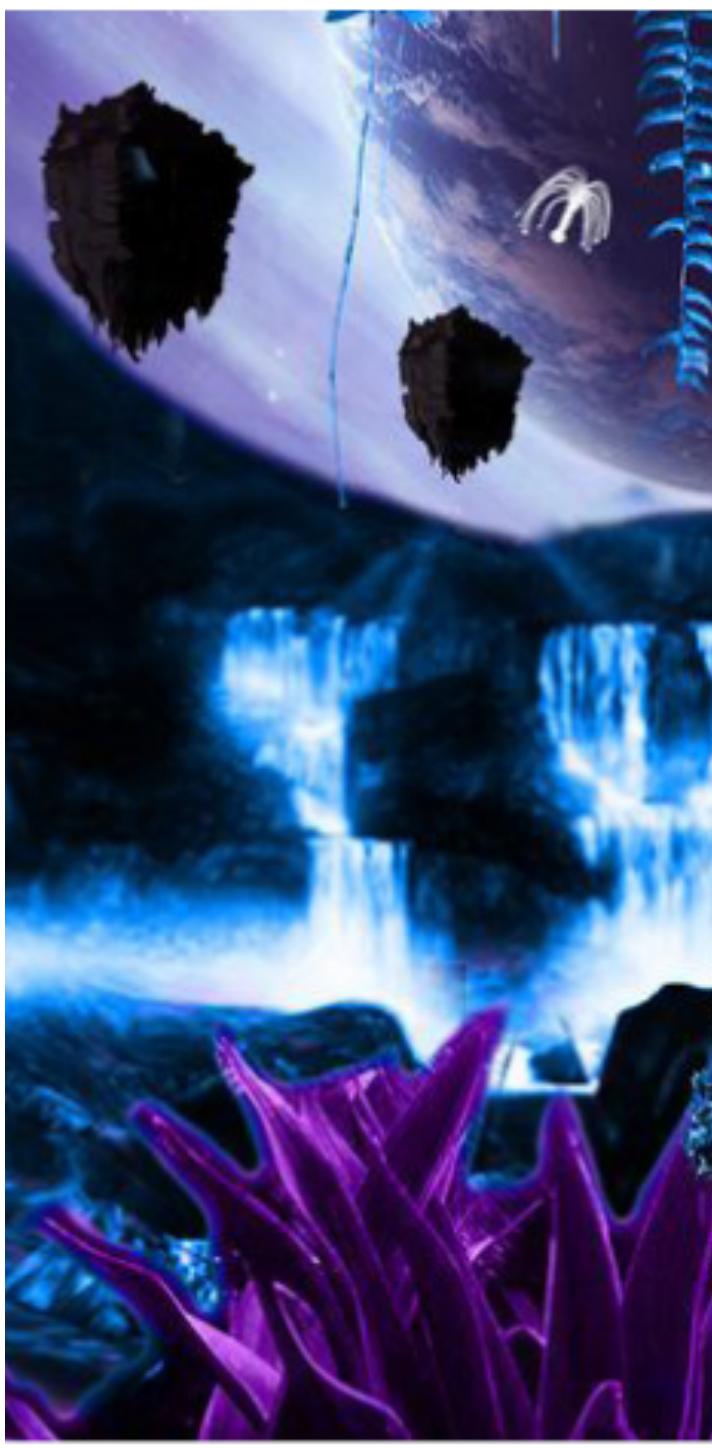
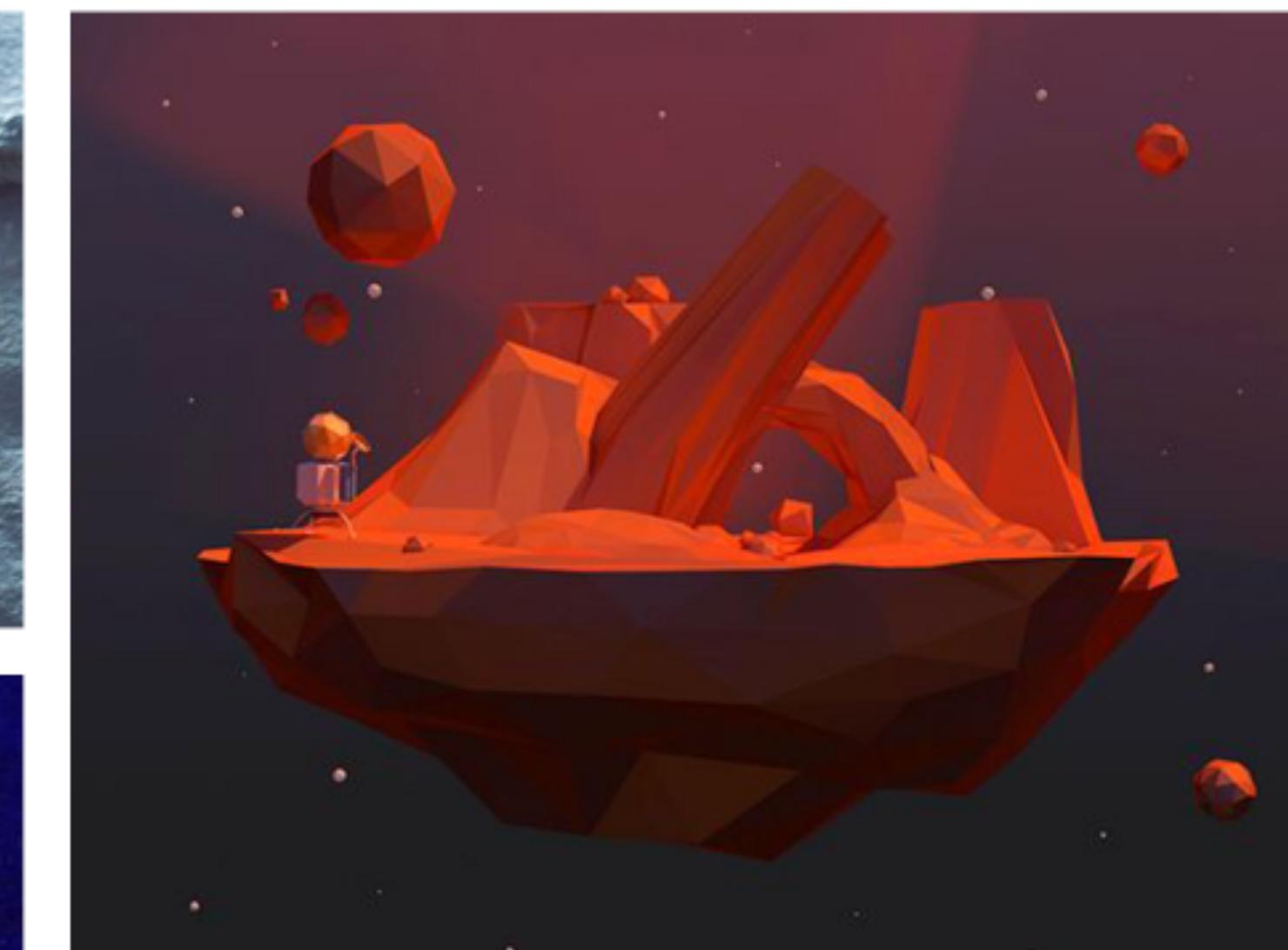
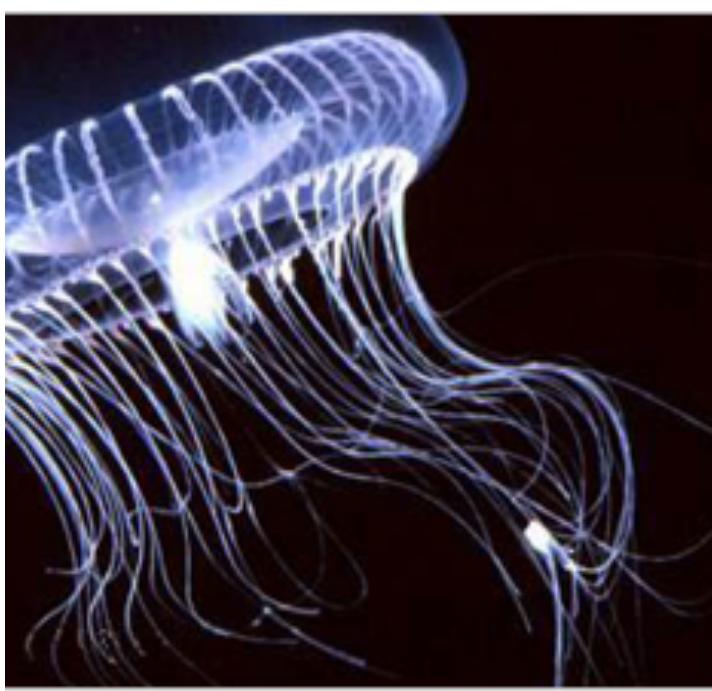
MOODBOARD 01



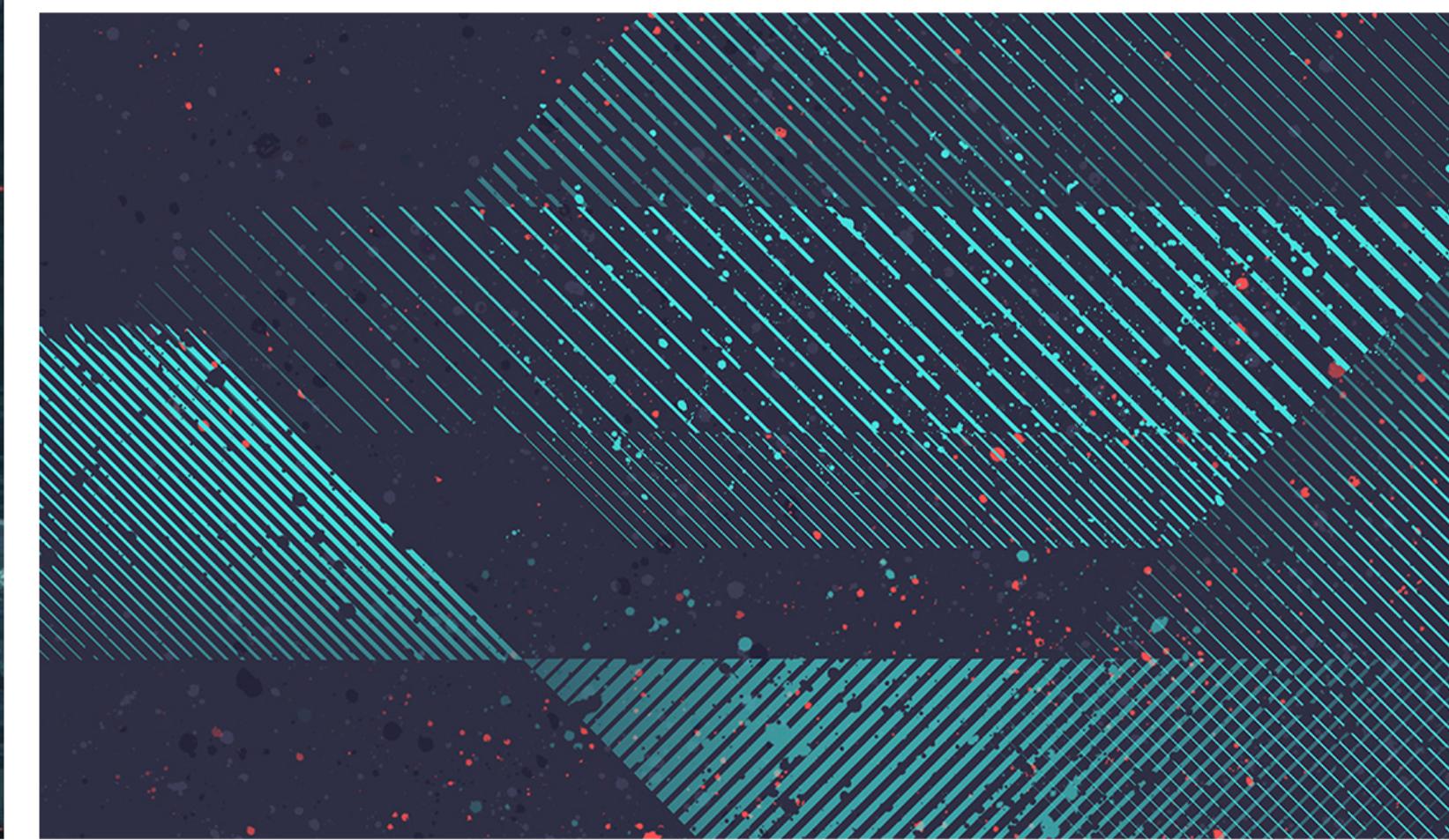
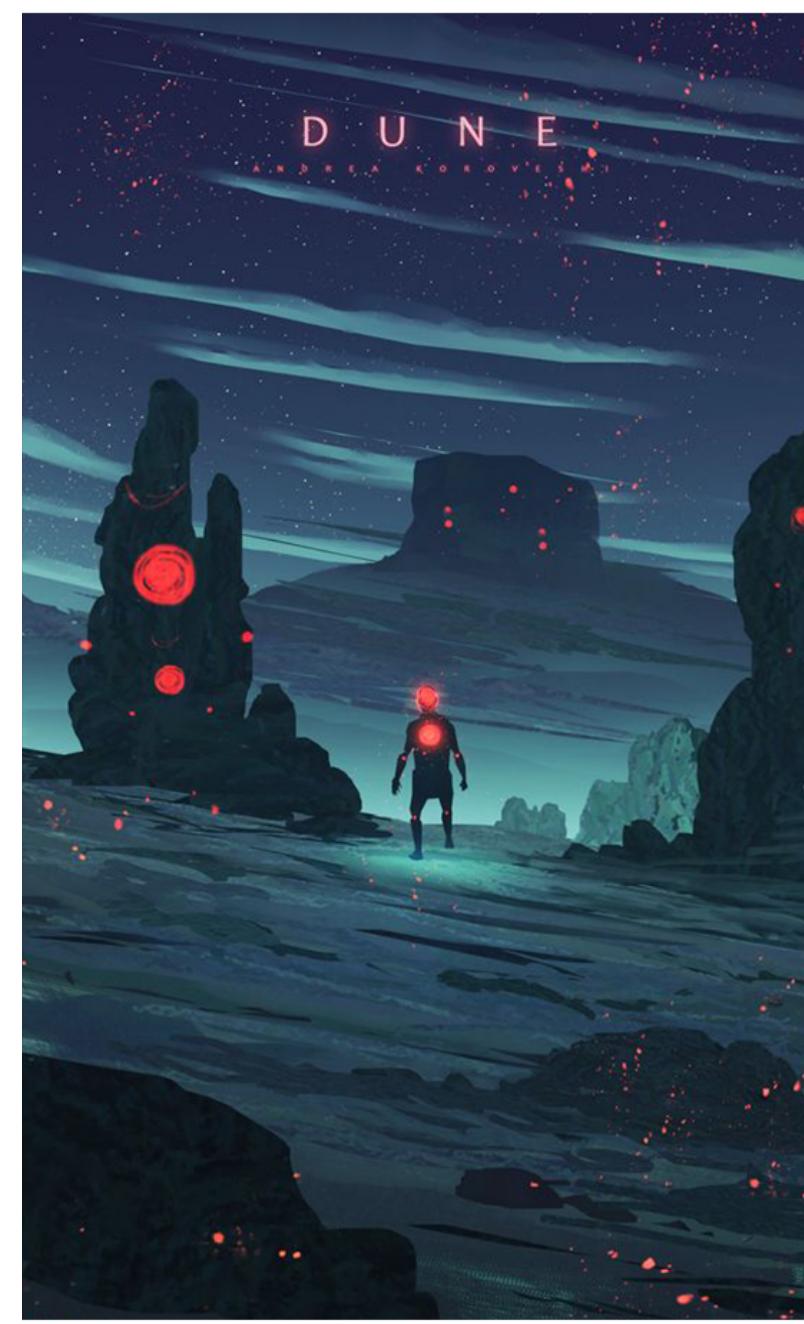
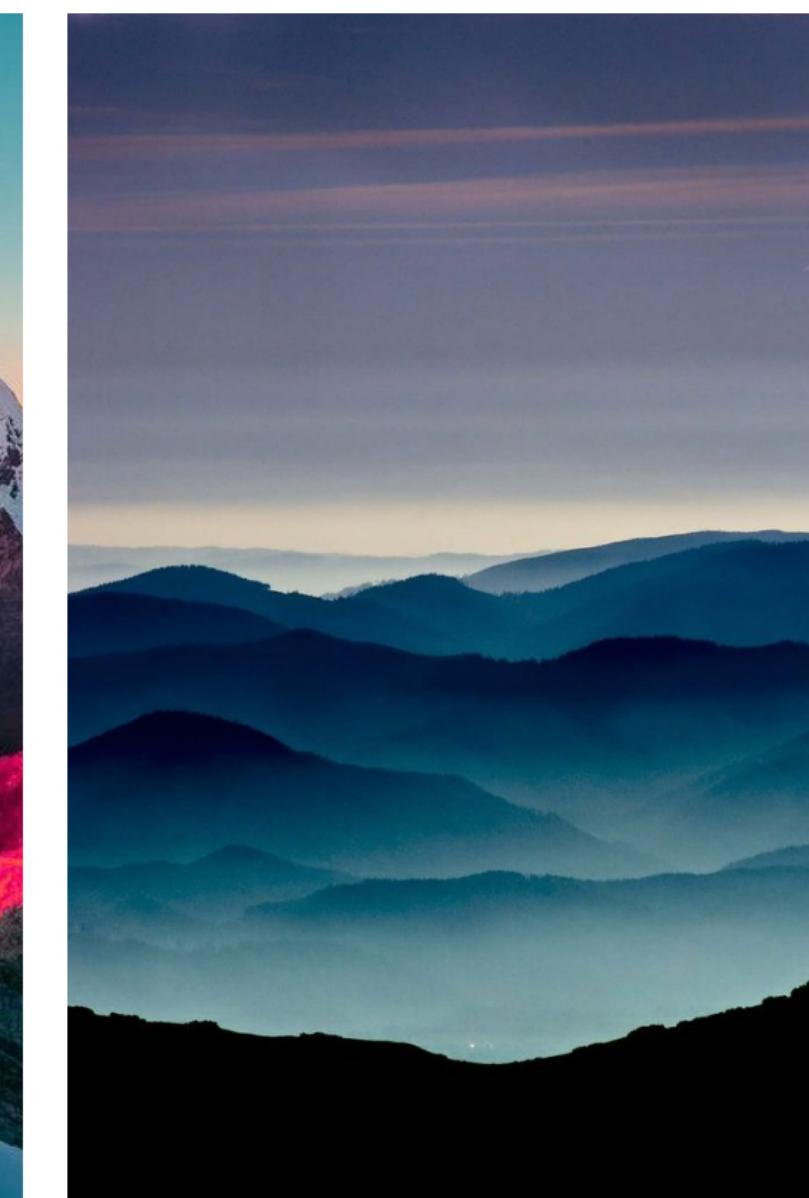
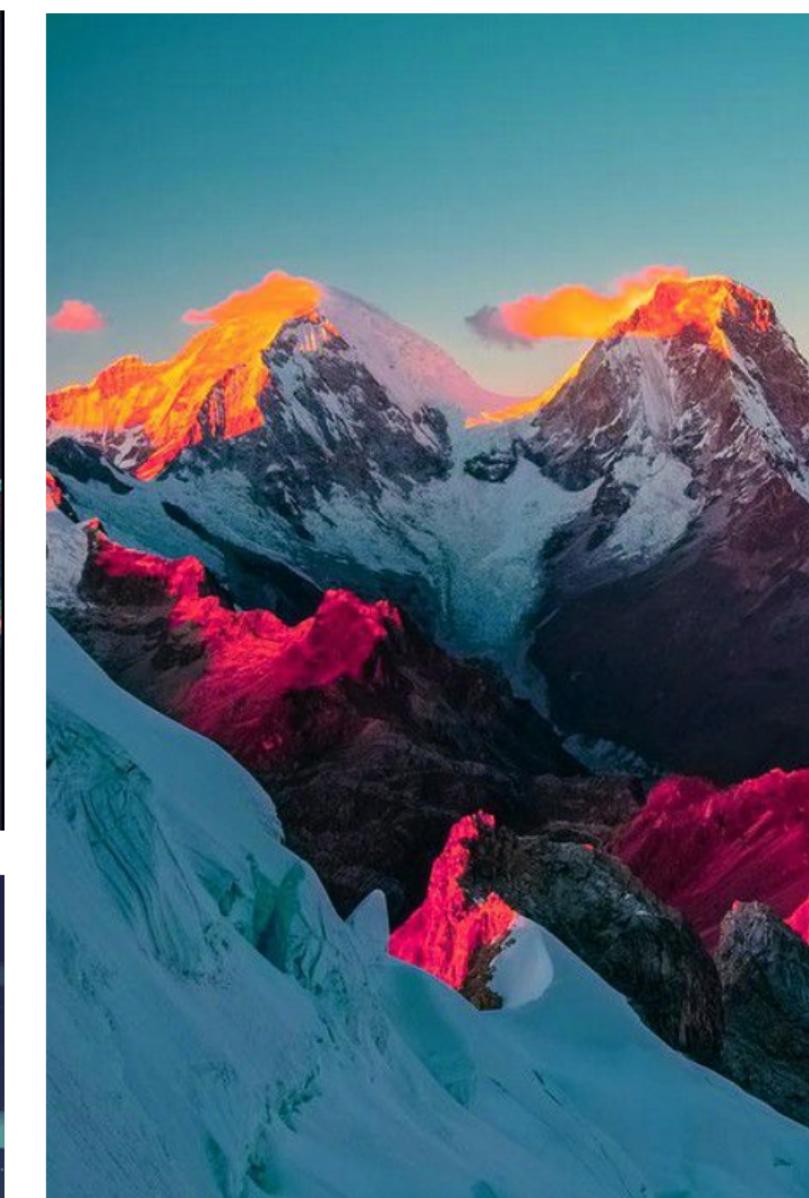
MOODBOARD 02



MOODBOARD 03



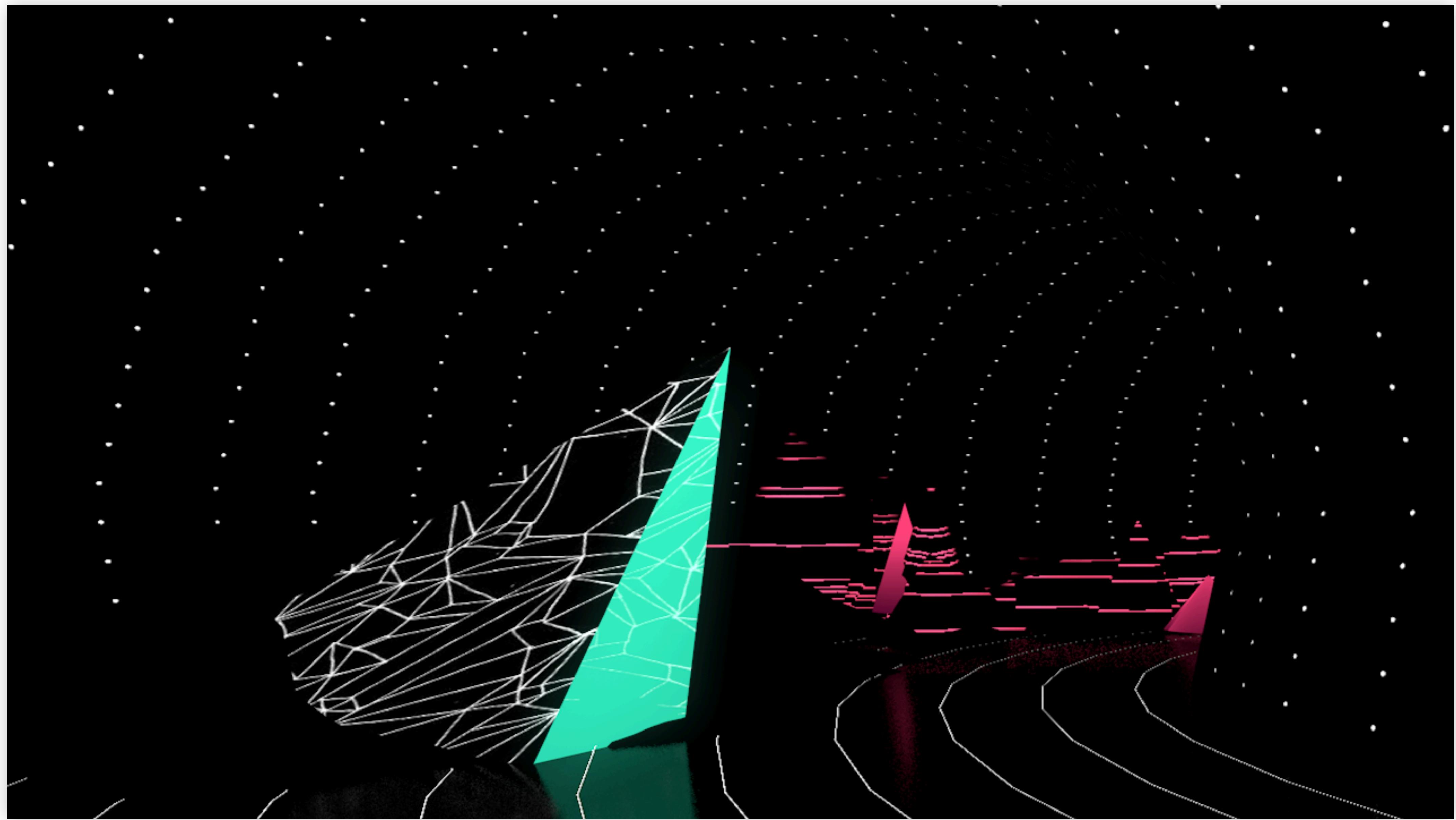
MOODBOARD 04



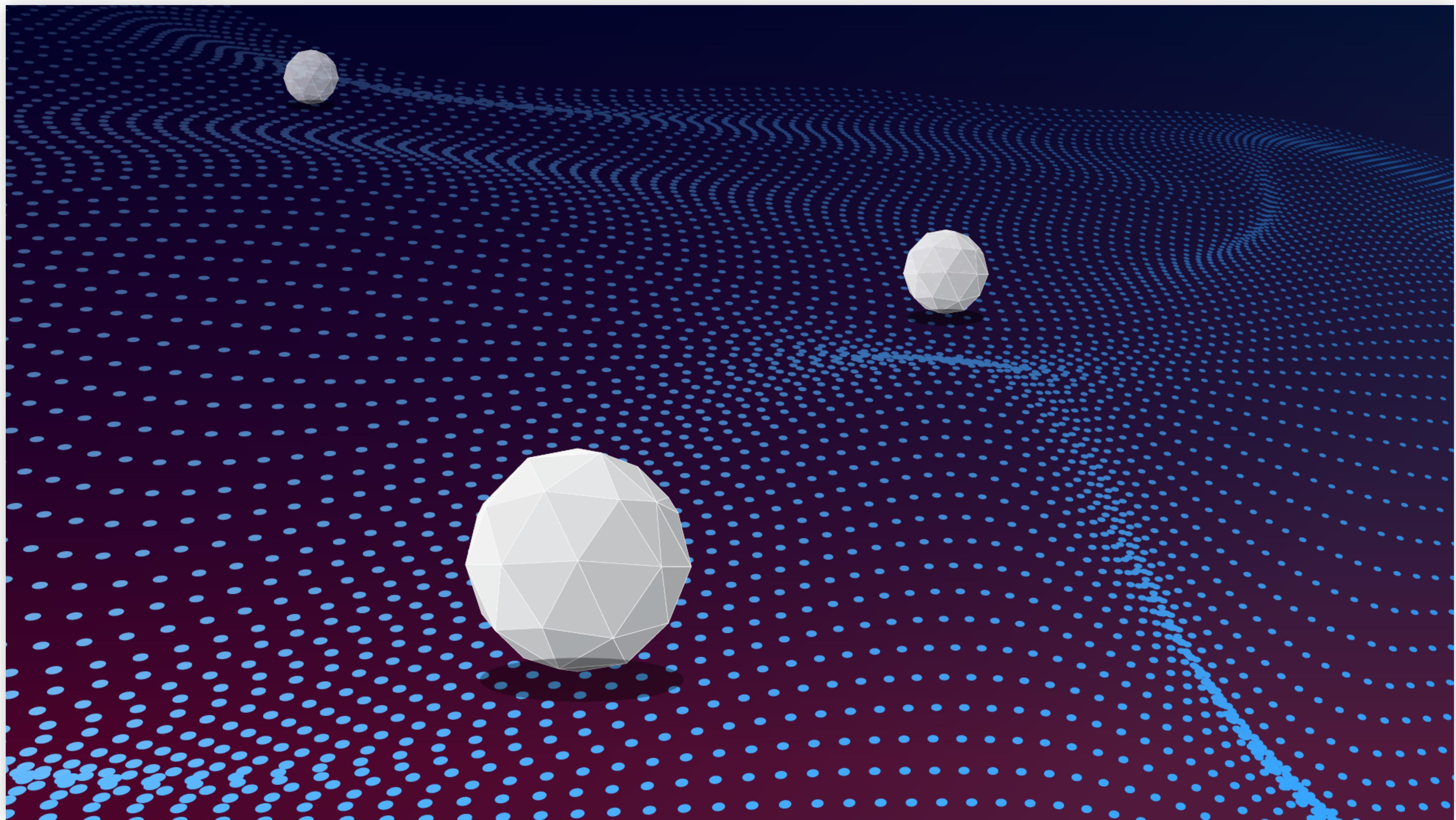
We chose this style moving forward
with colors and textures.

STYLE 01

STYLE 02



STYLE 03



STYLEBOARD

HEADER 1

DIN 2014 / EXTRA BOLD / 100pt / #E5E5E5

HEADER 2

DIN 2014 / EXTRA LIGHT / 24pt / #FFFFFF

PARAGRAPH

DIN 2014 / EXTRA LIGHT / 16pt / #FFFFFF / LINE: 32px

BUTTON

DIN 2014 / DEMI / 16pt / #1B1F28



151E26

DEVELOPMENT

Development of FLUX was a massive team effort, driven by trial and error between the designers and the developers within the Unity engine.

WORLD

The world of FLUX was created by a handful of designers within Cinema 4D, converted into usable assets for deployment into Unity.

INTERACTION

To achieve the desired control scheme for FLUX, we had to access a phone's built-in accelerometer and gyroscope.

LOGIC

Unity granted us the ability to code our own collision-detection system, which was paramount in developing the increase in difficulty.

DETECTING A JOG

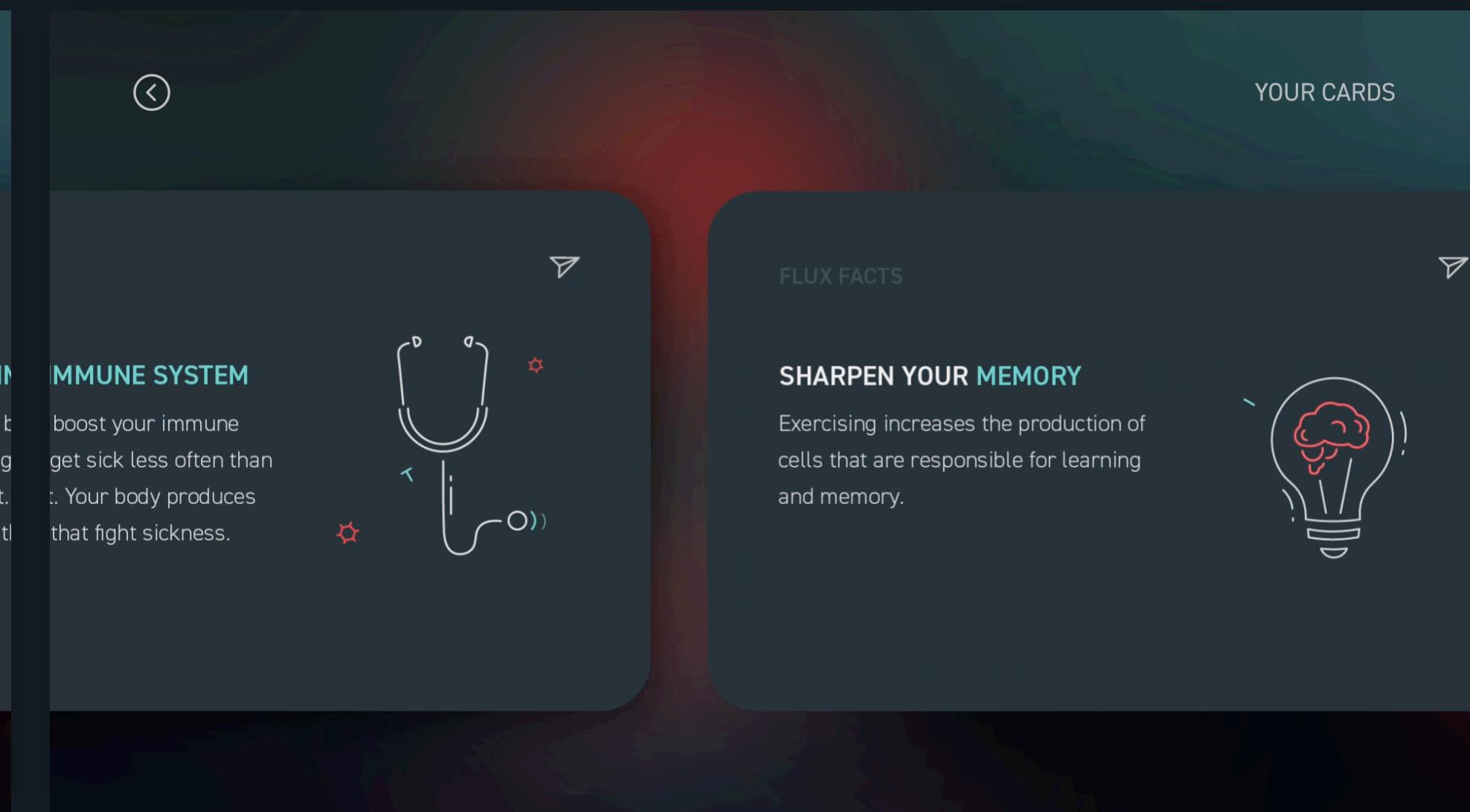
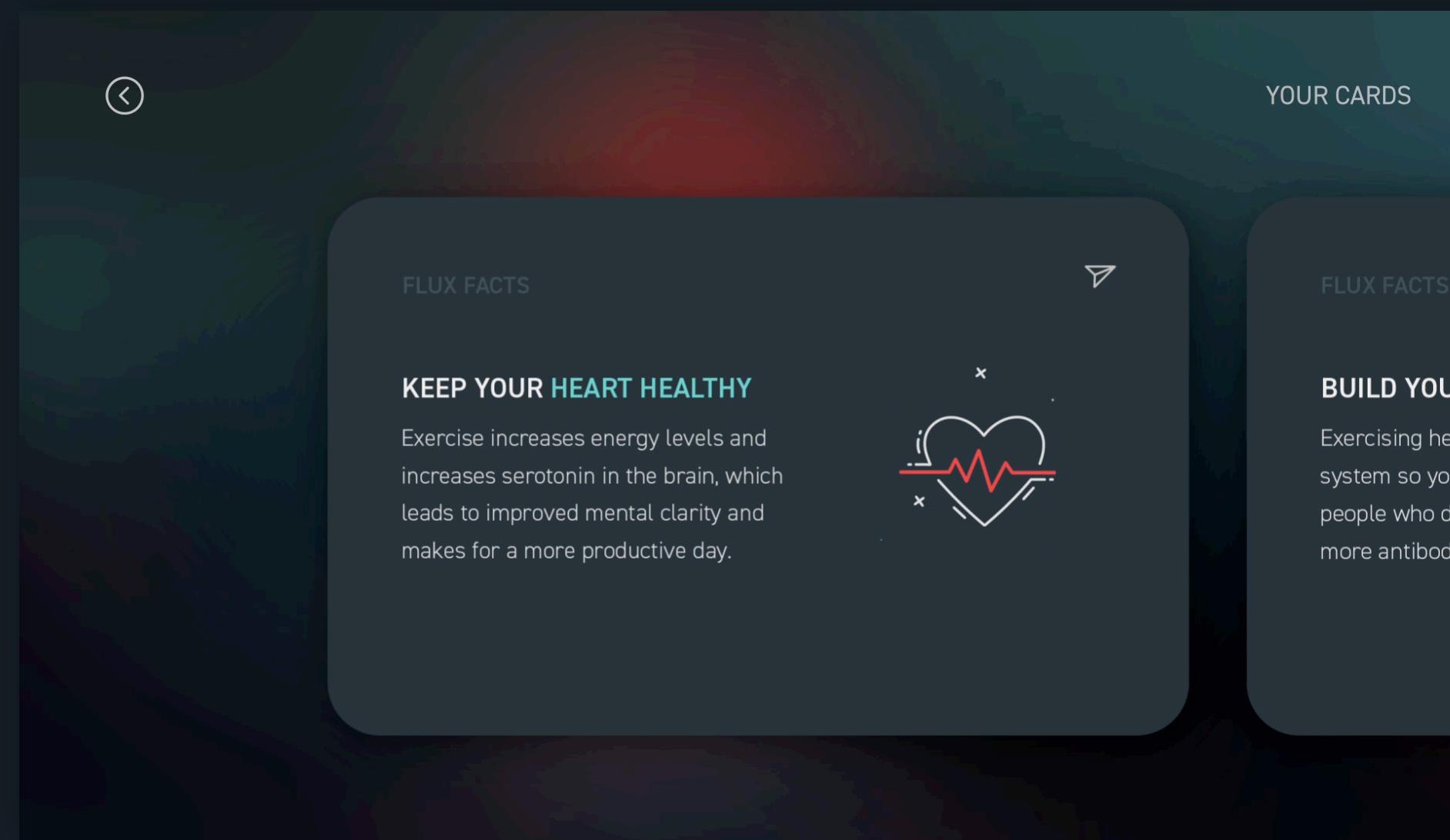
We discovered a custom algorithm that converts the accelerometer's rotational measures into force data that we interpret to use as controls.

FINAL UX / UI

We went through multiple iterations of our game interface before settling on one that seemed to fit our environment and gameplay the most.

FINAL UX

MAIN MENU + REWARD CARDS

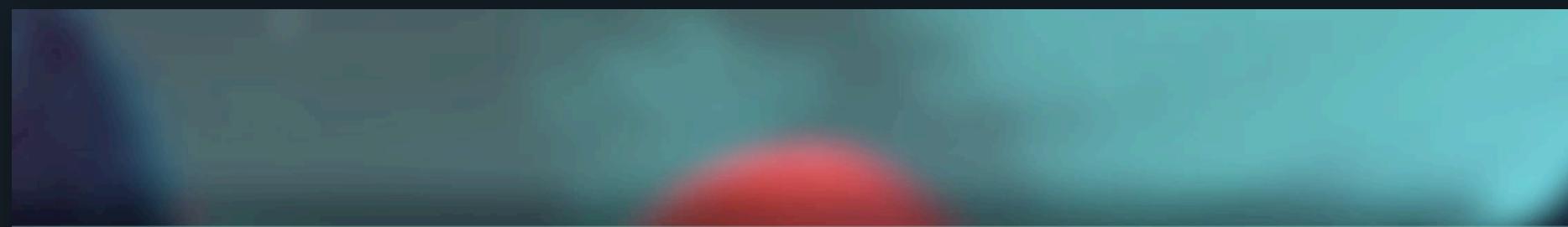


FINAL UX

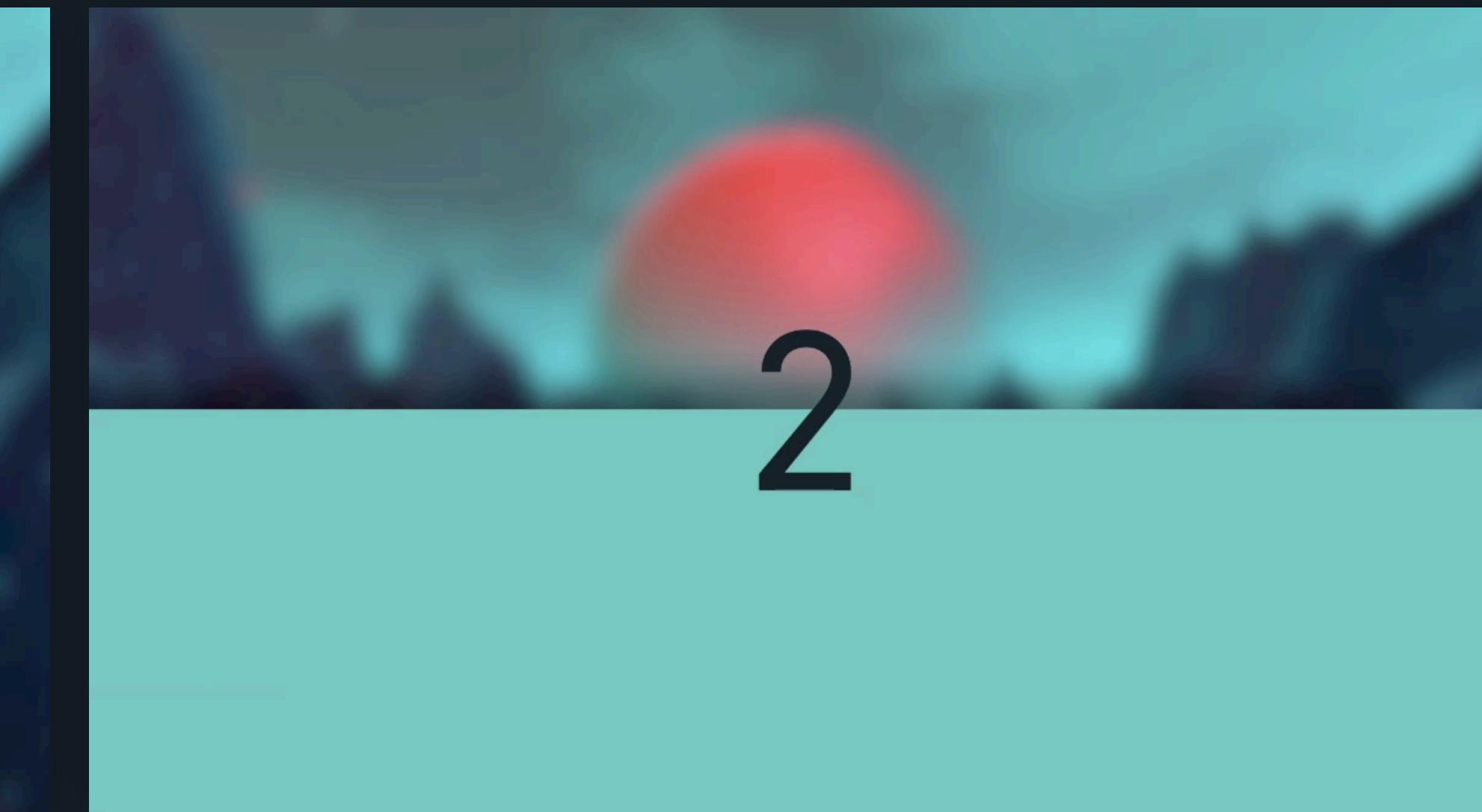
COUNTDOWN



3



1

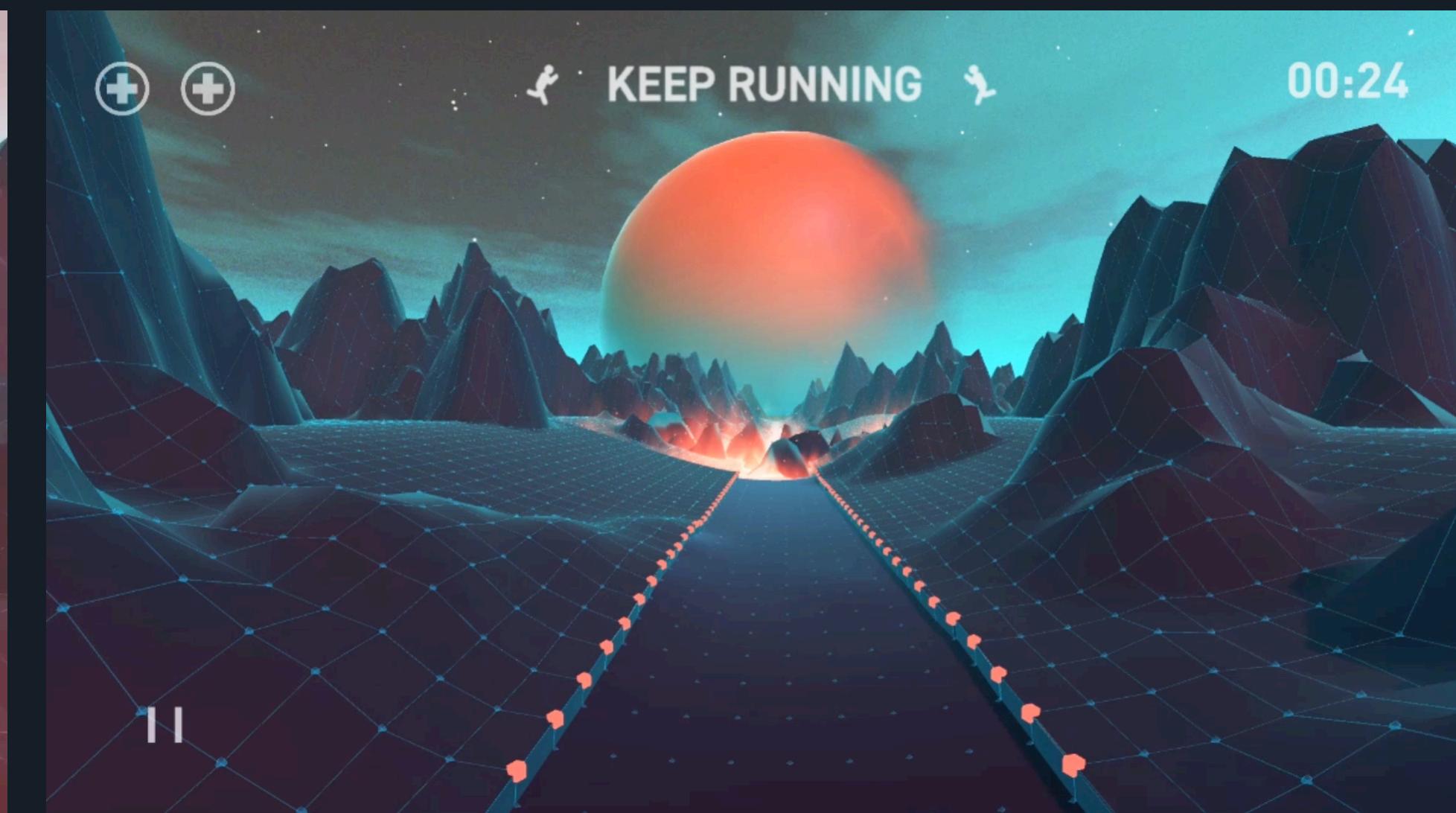
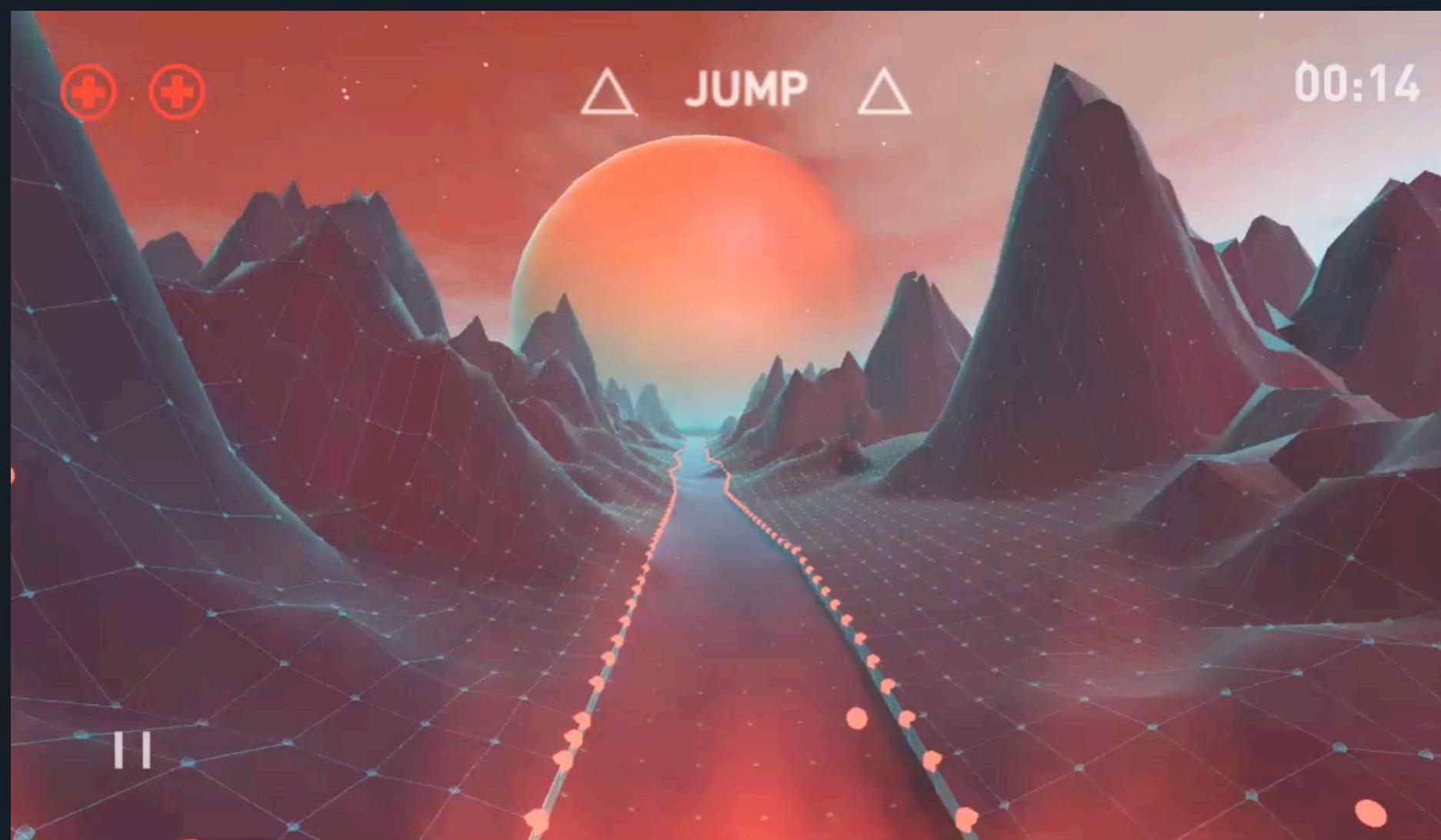
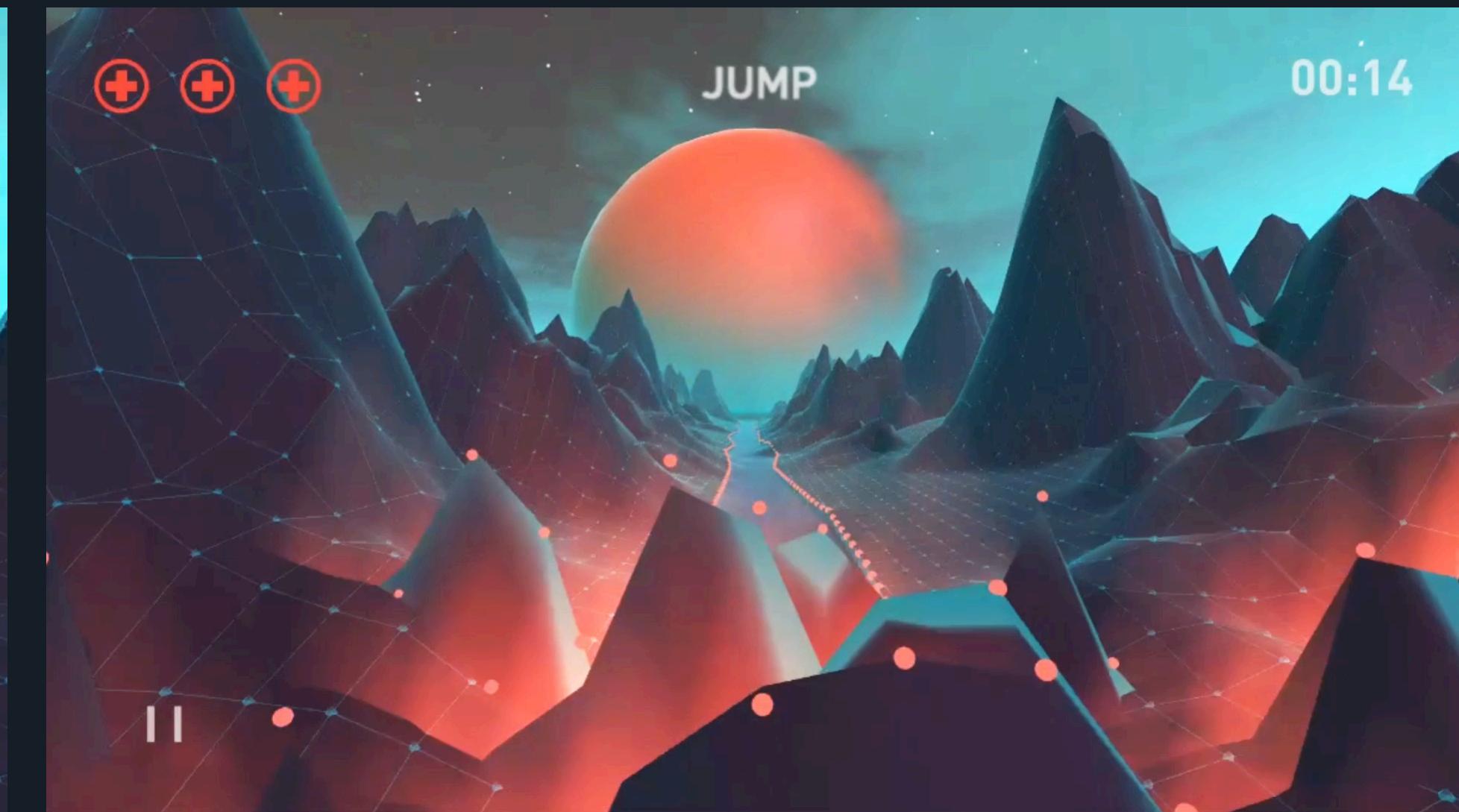


2

RUN

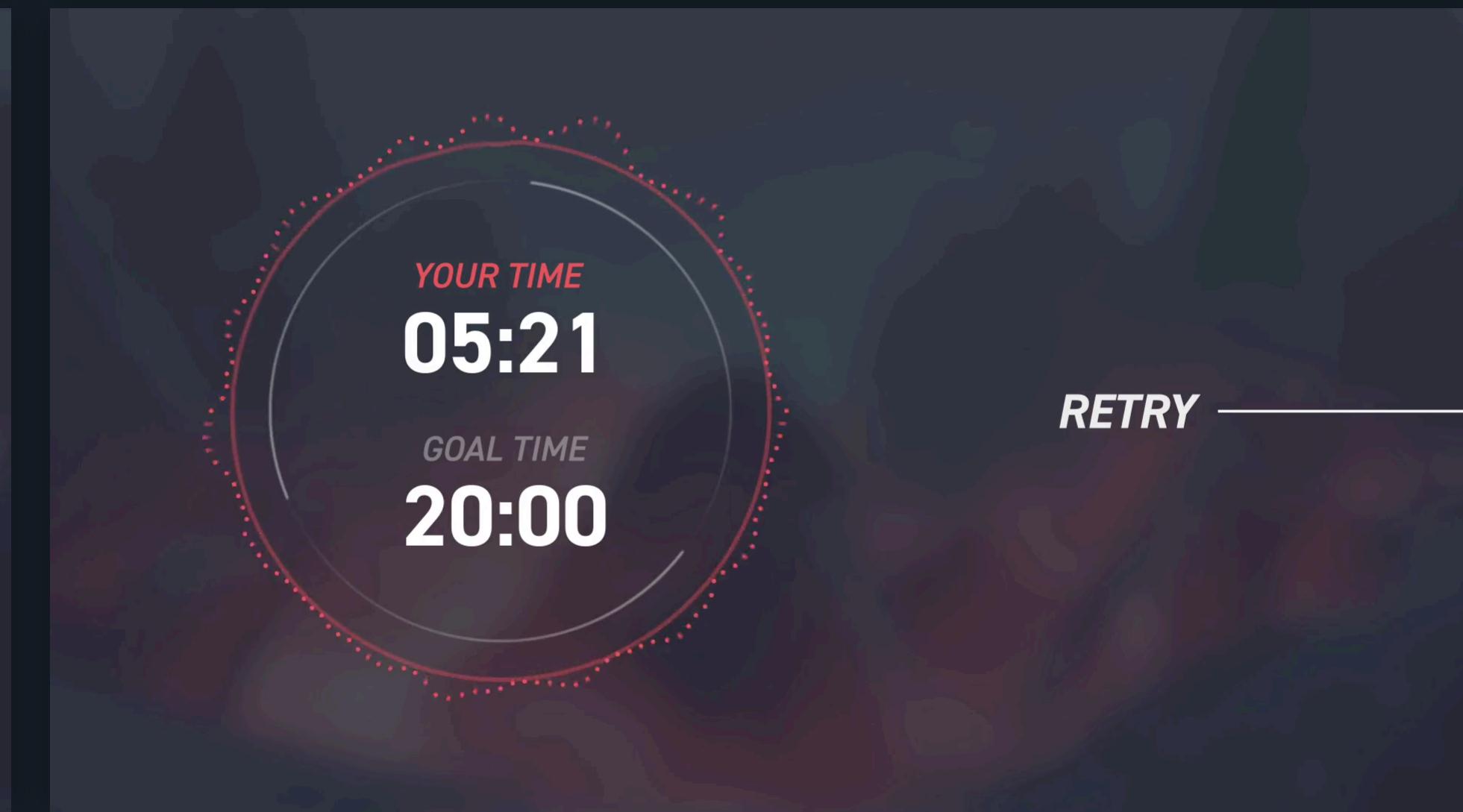
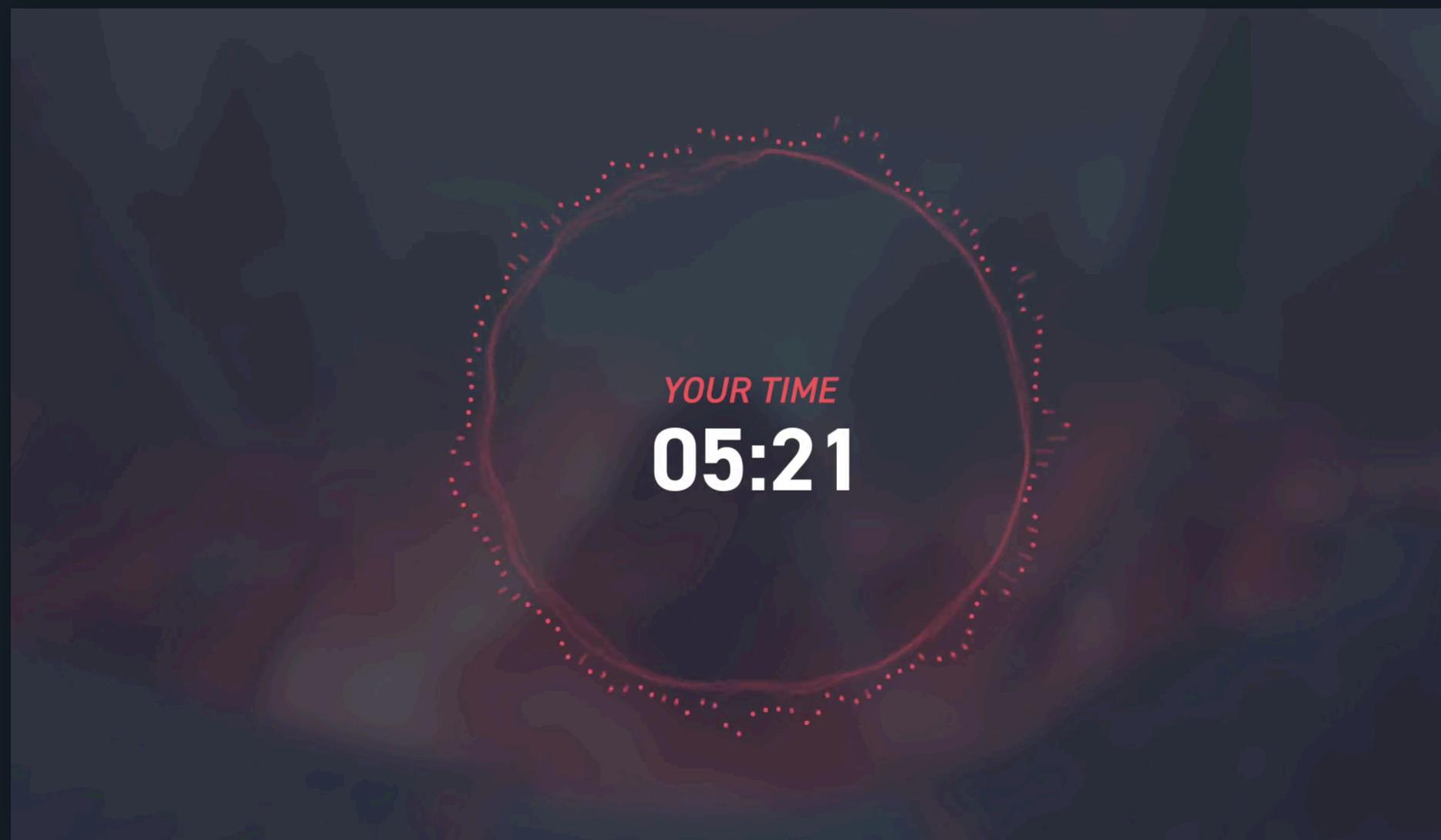
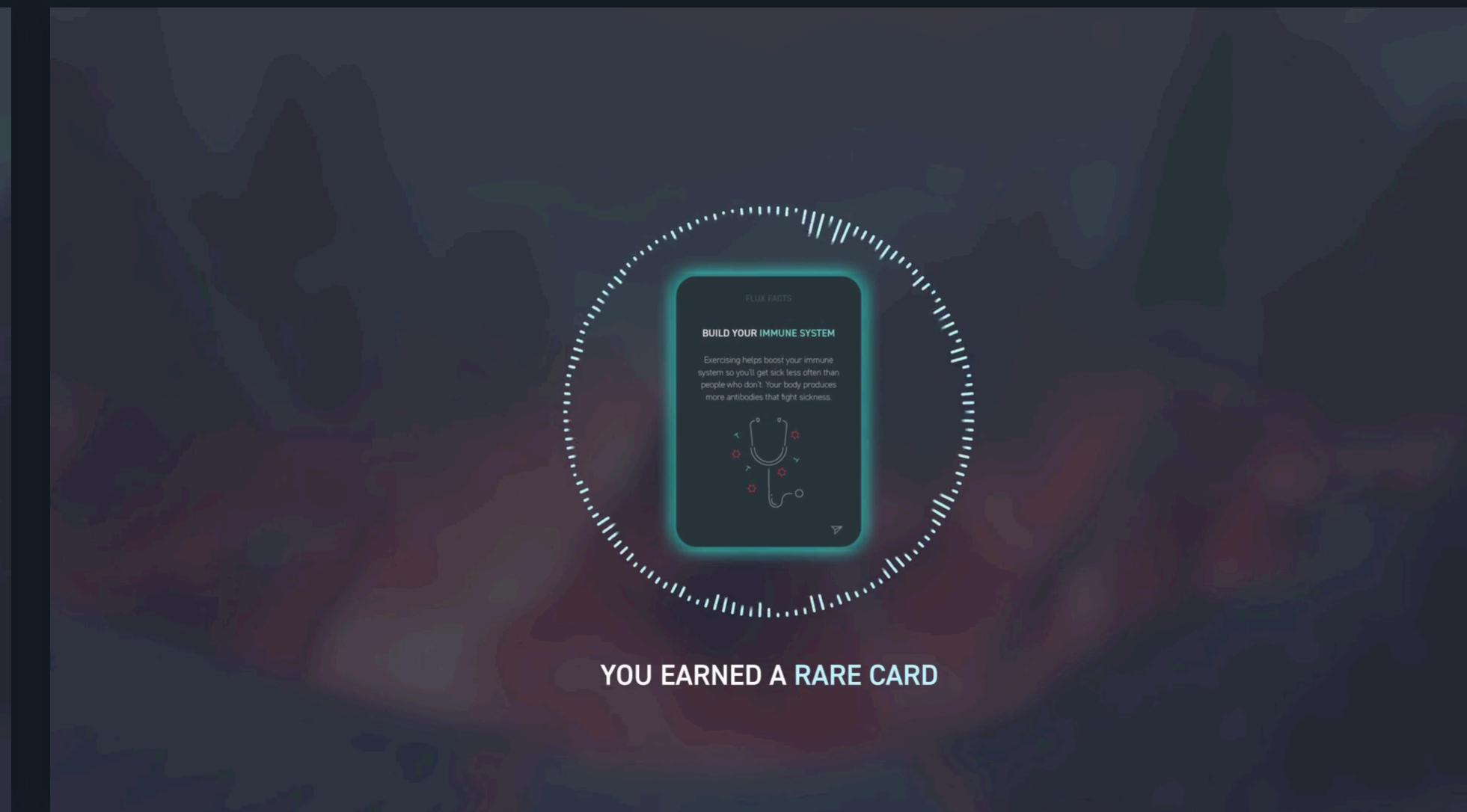
FINAL UX

HEADS-UP DISPLAY



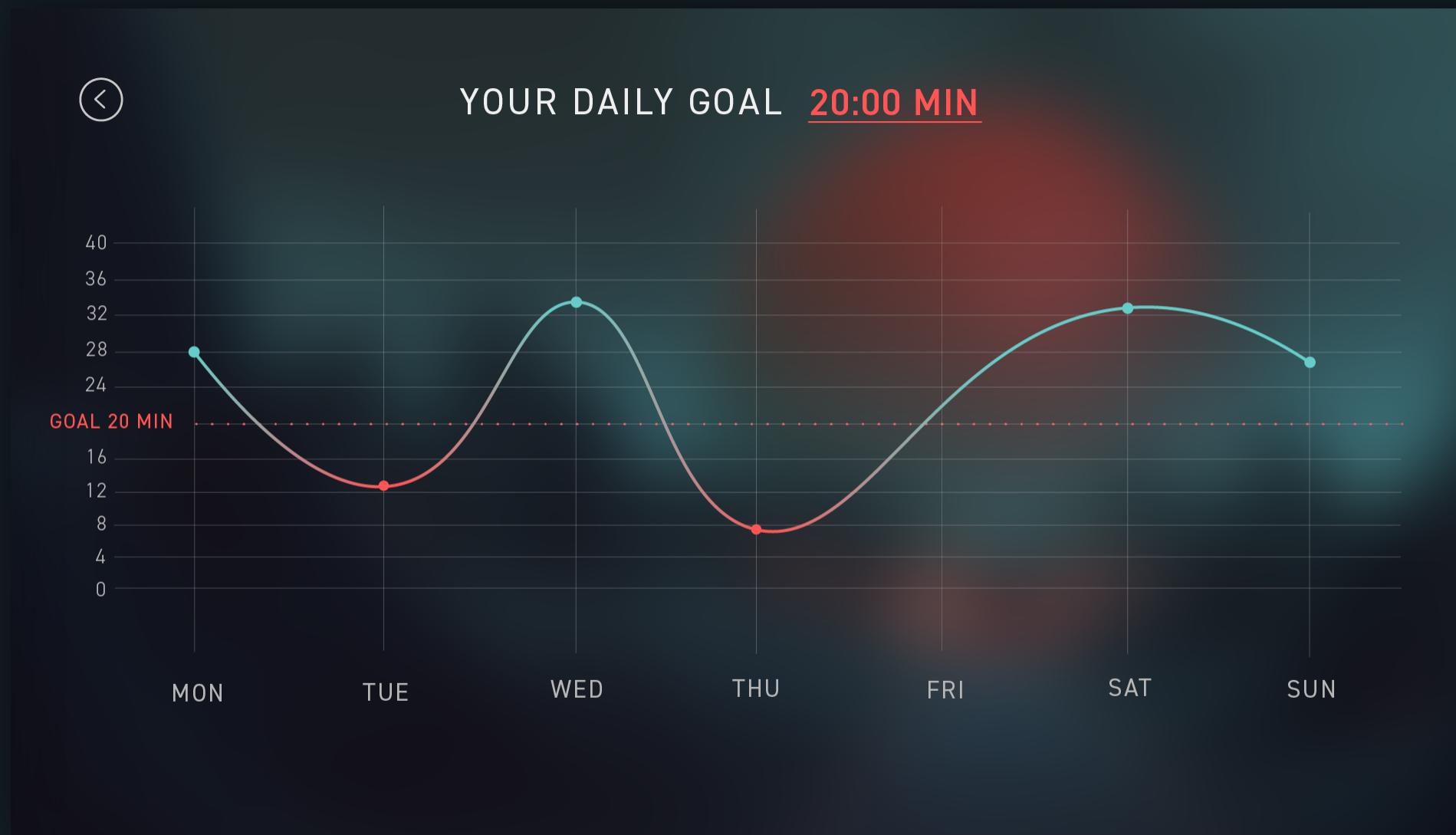
FINAL UX

RESULTS SCREEN



FINAL UX

RESULTS + DAILY GOALS + CARDS + PAUSE



⌚

FLUX FACTS

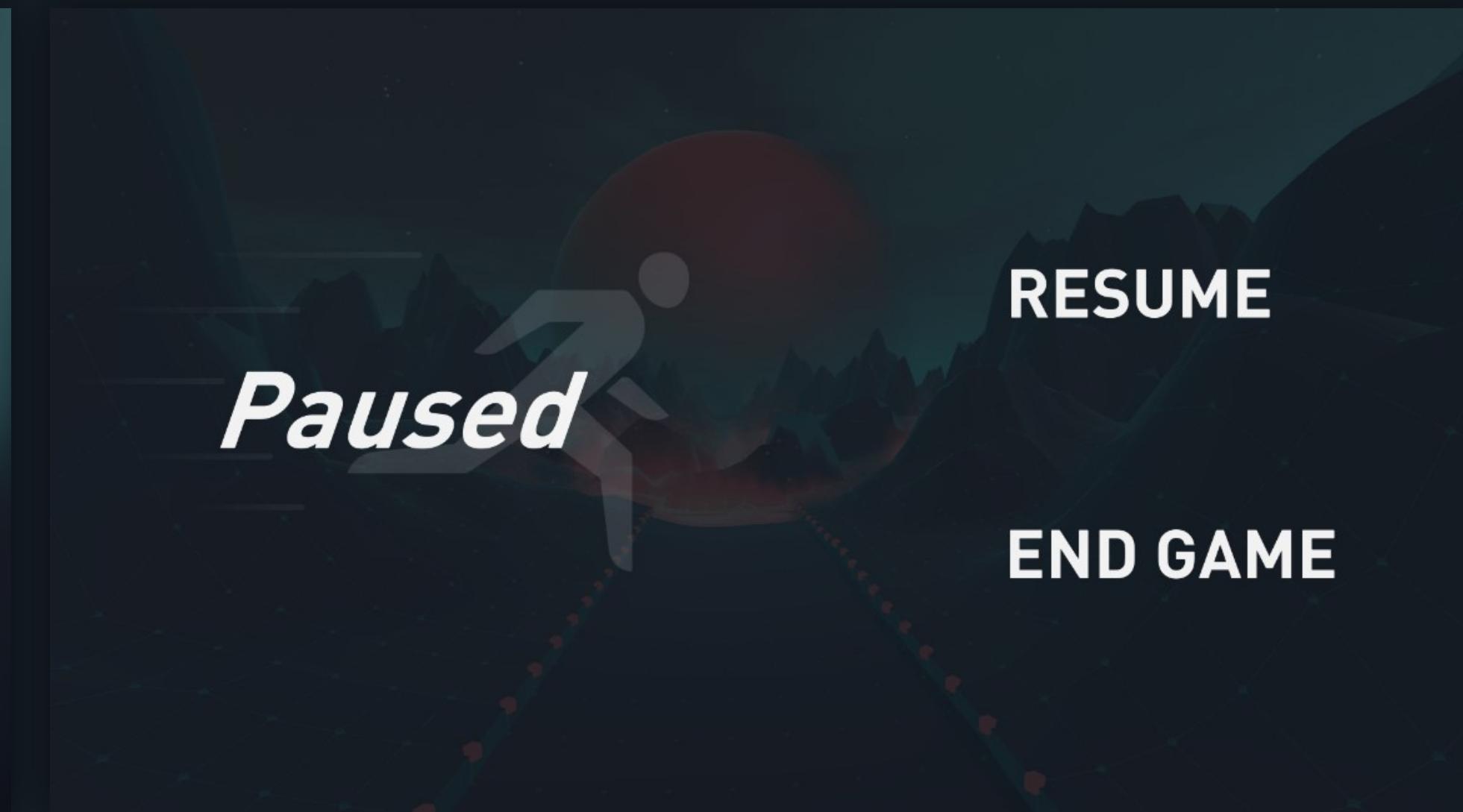
KEEP YOUR HEART HEALTHY

Exercise increases energy levels and increases serotonin in the brain, which leads to improved mental clarity and makes for a more productive day.

FLUX FACTS

BUILD YOUR IMMUNE SYSTEM

Exercising helps build your immune system so you'll get sick less often. It also helps people who don't exercise live longer by creating more antibodies that fight off infections.



OUR PRODUCT

Accessory handset.



OUR PRODUCT

Accessory handset.

The handset was inspired by workout equipment one would find in the gym. FLUX works independently from the handset but ergonomically, the handset makes playing the game much easier on the user while running in place.

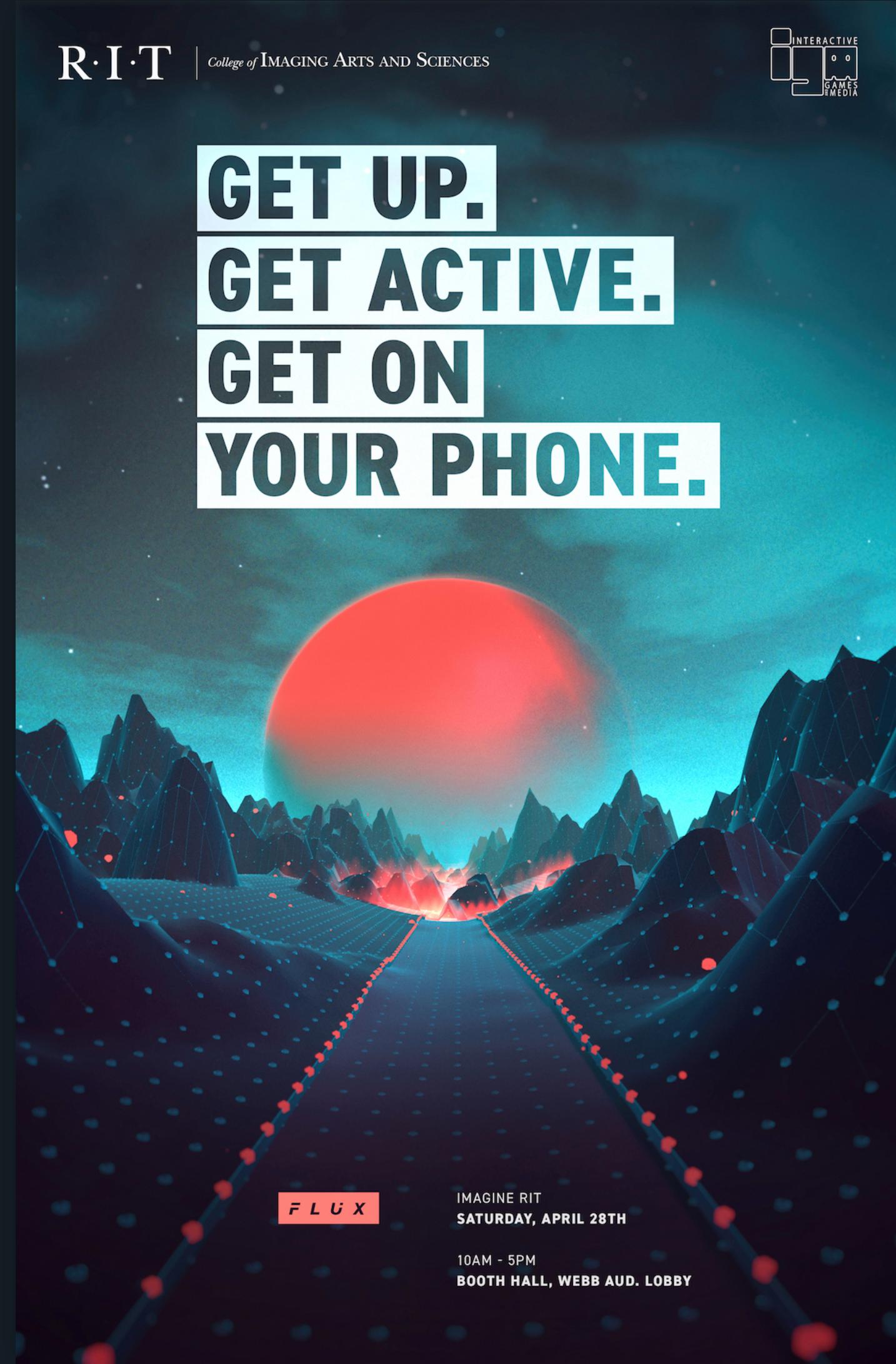
Charging and headphone ports are easily accessible with open space on each side of the handset.



BRANDING

We translated our game environment in a picturesque portrait that was designed to spark interest within the viewer.

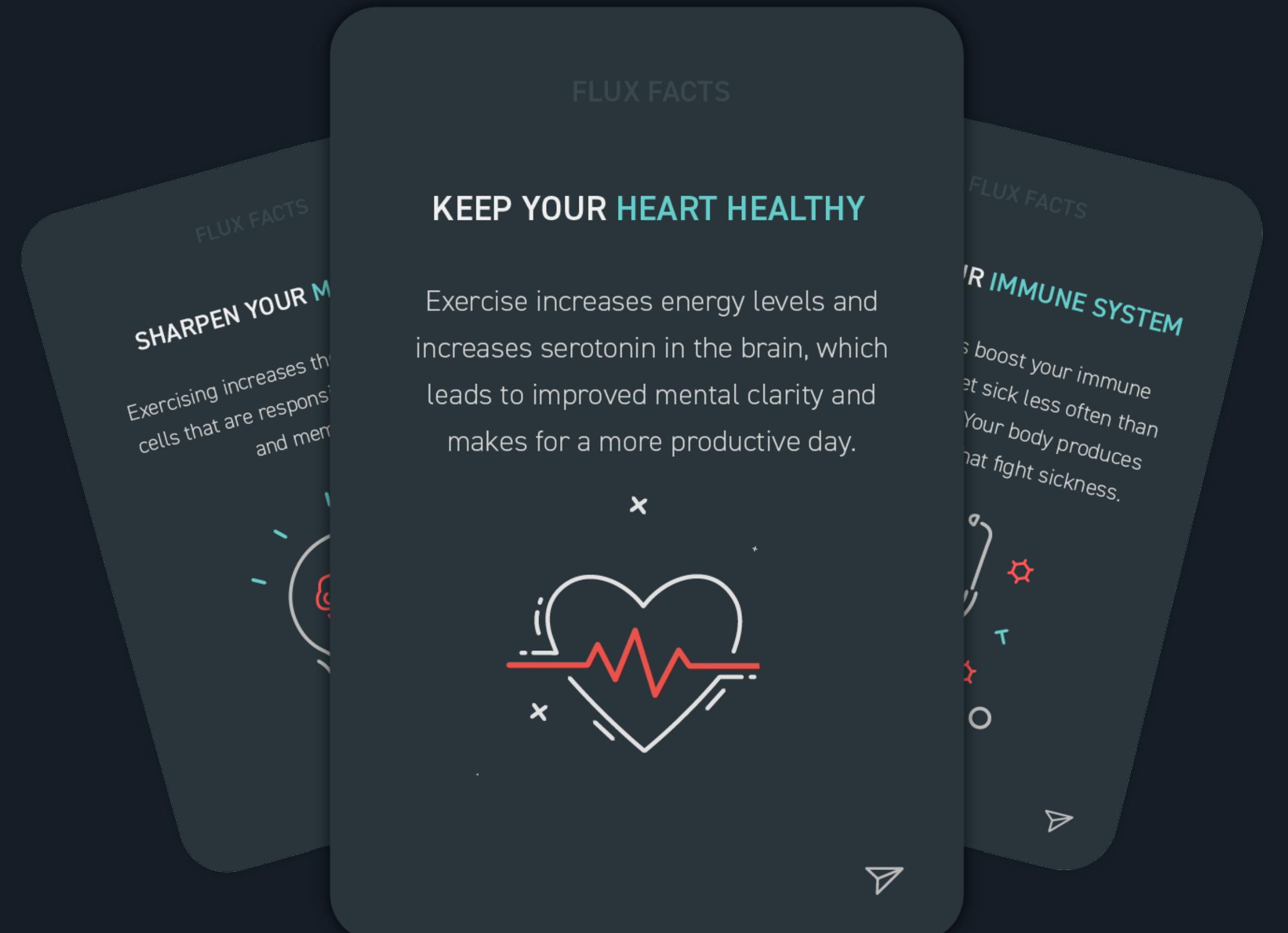
Our website was similar to the poster, but included more information and went in-depth with the process.



TAKE AWAYS

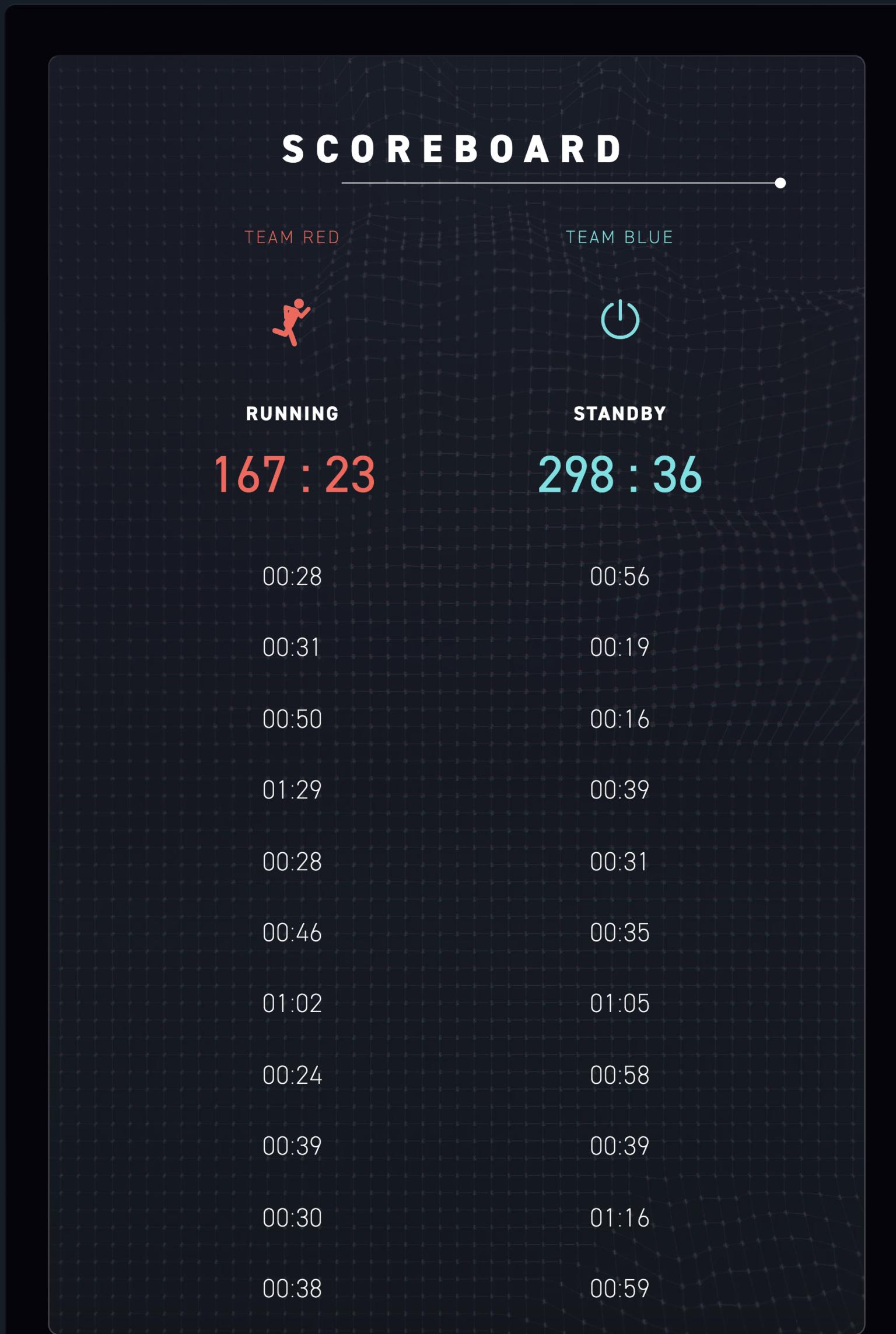
Discover how FLUX improves your daily self with FLUX facts and share with family and friends.

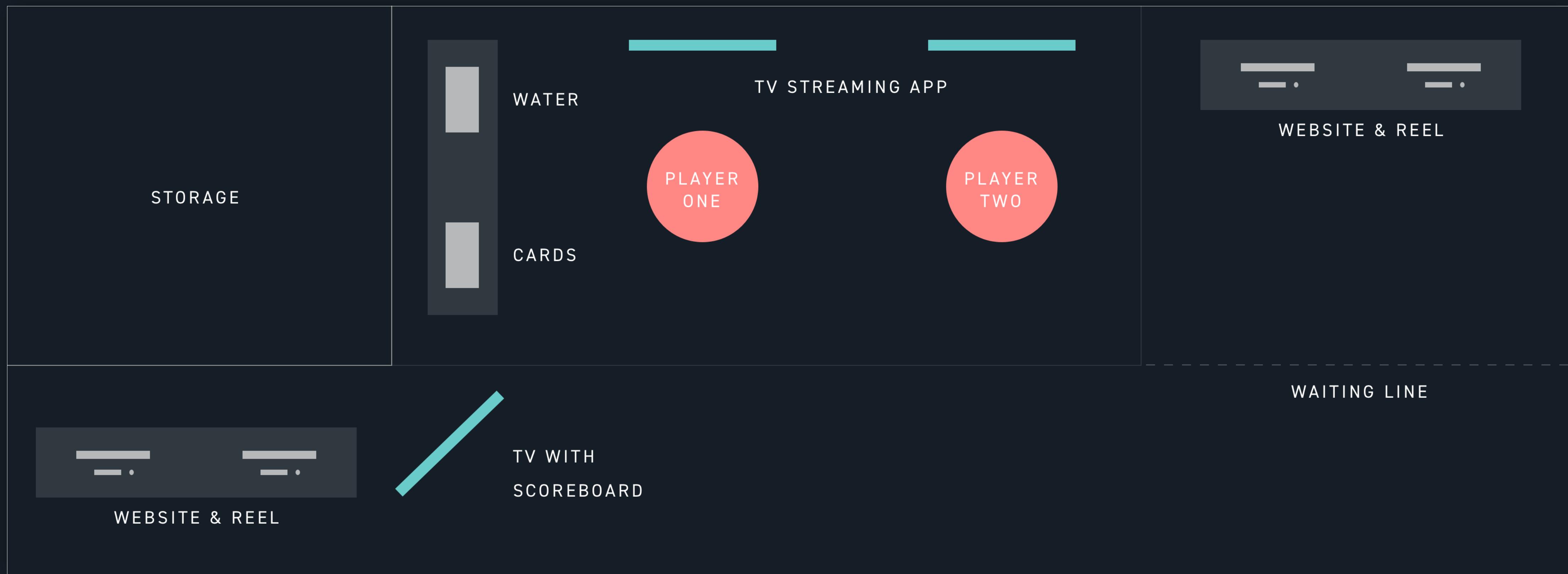
We printed 400 cards for take aways during our exhibition.



SCOREBOARD

Our live scoreboard tracked **466 minutes** of
collaborated physical activity in just one day.



DEMO SPACE**OPEN FLOOR PLAN**

“

Would love to see this in the app store!

“

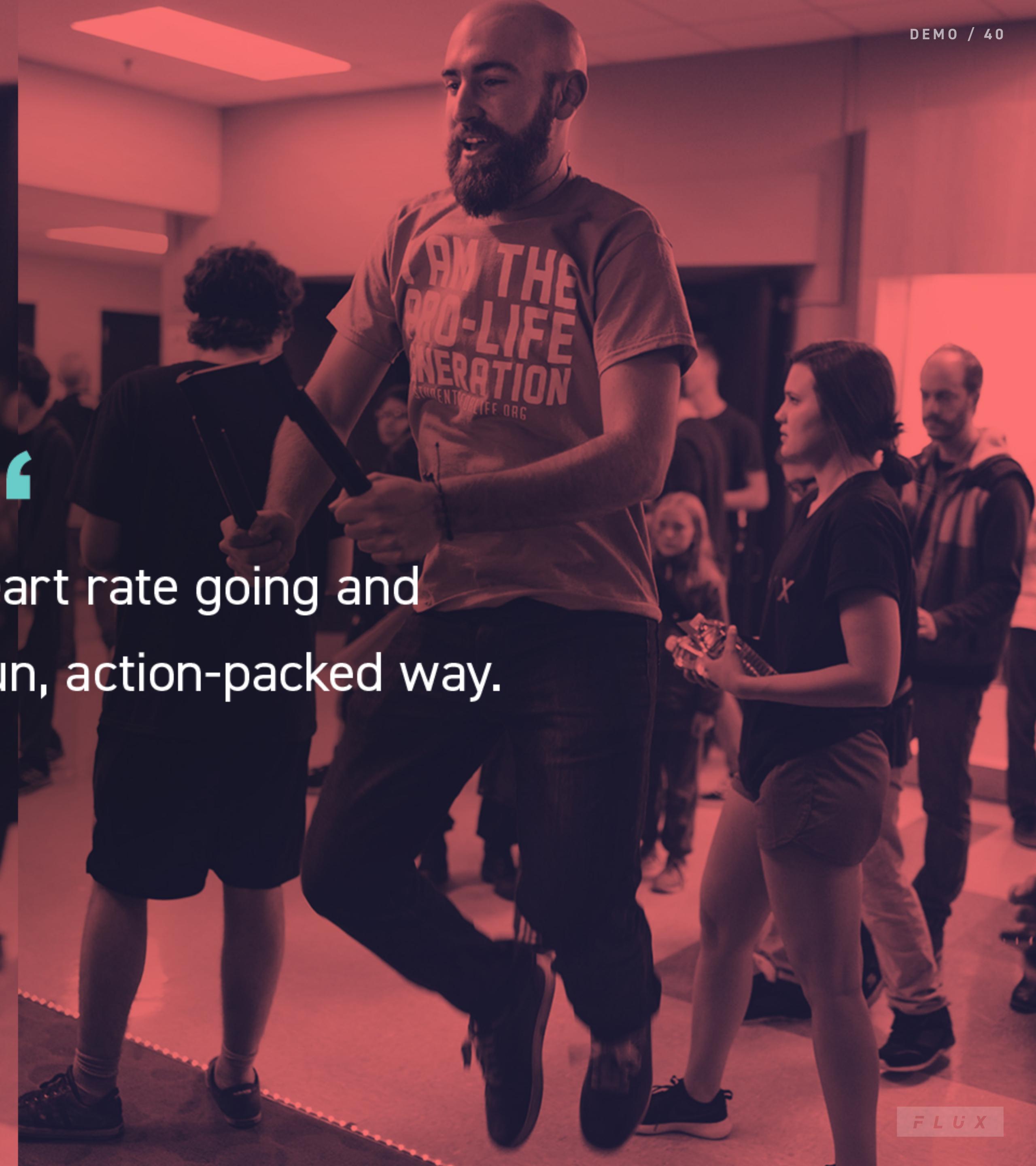
It's wonderful seeing my son up and active
while on the phone. It's really nice.

“

I just used FLUX for the very first time, and as someone who does not exercise, I would definitely exercise to this!



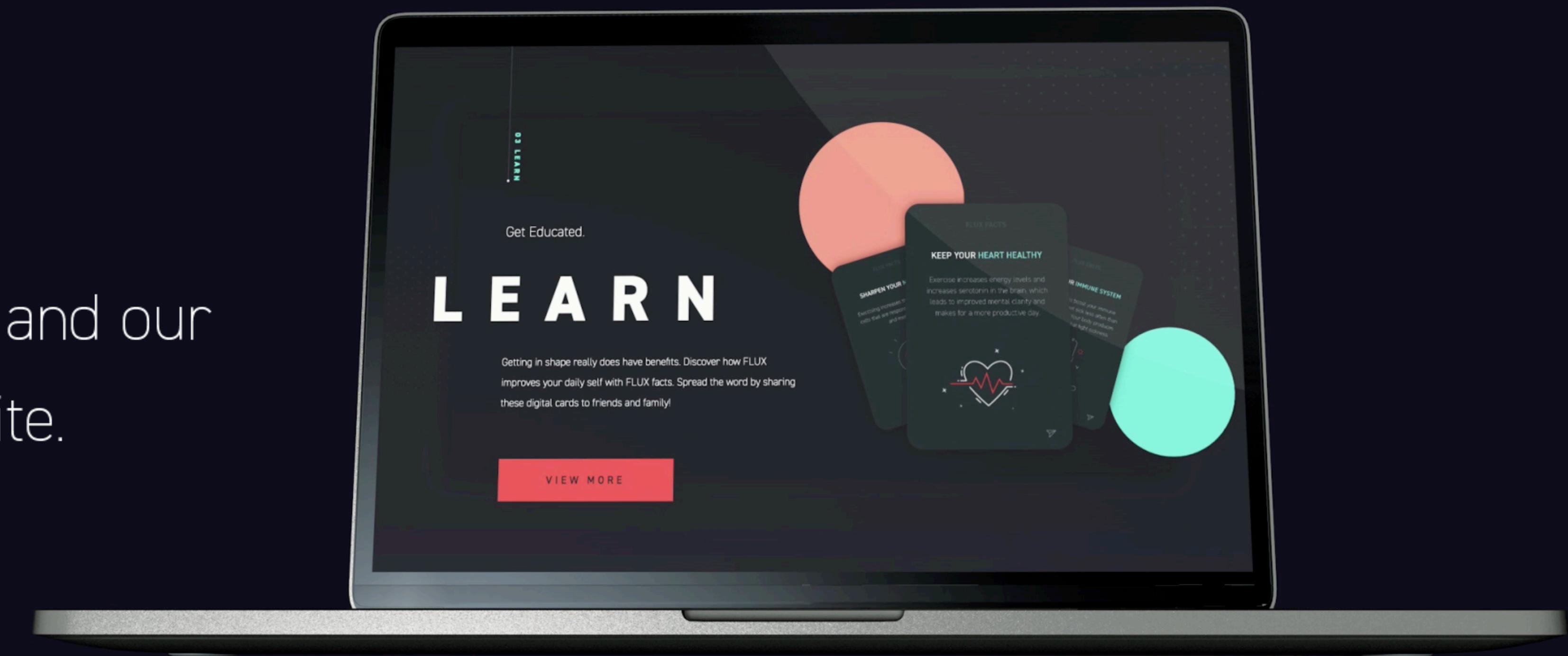
“
FLUX gets your heart rate going and challenges you in a fun, action-packed way.



WEBSITE

Learn more about FLUX and our motivations on our website.

teamflux.github.io



Thanks!

Learn More - <https://teamflux.github.io/about.html>

Meet the Team - <https://teamflux.github.io/team.html>

GitHub - <https://github.com/mcs2515/Flux>