

PROJECT OVERVIEW

CONTEXT

Magic: The Gathering (MTG) debuted as the first trading-card game in 1993, and was an instant hit (Rothaemel et. al., 1999). Nearly a quarter of a century later, the game boasts over 12 million players worldwide, with over 12,000 different cards published in 11 languages (Wizards of the Coast, 2017). In 1997 Wizards launched the first MTG computer game, and dozens more have followed in the years since. "I've come to think of the game as a vehicle used to connect with people" wrote Limbert in 2012, "The real value is in the connections."

OVERVIEW

MTG is, at its core, a social game. As they say in the community, "it's not about the Magic, it's about the gathering." So it is somewhat surprising that, although the community houses a robust and varied online presence (including magic.wizards.com, Star City Games, ChannelFireball, TCGplayer, Gathering Magic, The Command Zone, Magic the Amateuring, MTGGoldfish, Hipsters of the Coast, Magic Mics, and Mana Deprived – to list a few), there is no existing social network for connecting players IRL (in real life). Despite Magic's long-standing success, diversity remains an issue within the surrounding community. As of 2015, market research indicated that of those individuals who play Magic, "the gender breakdown of male to female is 62% to 38%" (Mark Rosewater).

According to Pew Research Center, as of 2016, 72% of females use social media; while only 66% of males do. Women are more likely to use Facebook (85% versus 75% of men), Instagram (38% vs. 26%), and Pinterest (45% vs. 17%) (Pew, 2016). The research suggests females are more likely to gravitate toward using social media. I propose that a social media application could be one step towards solving Magic's gender disparity issue.

In addition to functioning as a social media hub for the MTG community, my app, Gather, will centralize other tools and information important to Magic: the Gathering players. The apps services will include profile creating, friending, messaging, integration with existing social media sites, location services for nearby card shops and places to play, an upcoming events listing, a searchable cards database with features such as a deckbuilder and wishlist, Success will be measured by perceived usefulness, usability, and straightforwardness of design.

Overview of Audience Characteristics

Age	Teens & Young Adults: approximately 13 – 35 years of age
Gender	All Genders: with an emphasis on attracting non-male players
Education	High School or College
Generation	Generation X, Y, Z: main focus is Millennials
Language	Native English Speakers (for now, may expand down the road)
Nationality	United States (for now, may expand down the road)
Abilities	No Cognitive or Perceptual Impairments
Family Status	Teenage Child, Unmarried Young Adult, or Married/without Children
Technical Literacy	Above Average: frequent users and early-adopters
Personality	Nerd-Identifying, Social-Seeker
Interests	Magic: The Gathering, Strategy Games, Art, and/or Social Media

DESIGN GUIDE

LOGO



FONTS

BELEREN BOLD

Logo
Headings
Buttons

Open Sans

Subheadings
Body Text
Descriptors
Ghost Text
Instructions

BRANDING

The colors are borrowed somewhat from *Magic: The Gathering* branding. Mythic orange was a color selected for the brand back during their first re-branding and has remained an essential part of the game ever since. The regular orange was selected to add variety while staying in the same color family. The grey colors were also based off of magic.wizards.com, but were modified for increased color contrast and web accessibility.

Both fonts were also taken from the *Magic: The Gathering* website. The Logo & Header font, Beleren Bold, is also used on all MTG branding materials, and will be immediately recognizable to any *Magic* fans.

COLORS



Orange
#FD8012

Headings, Banners



Mythic Orange
#F04323

Buttons, Notifications



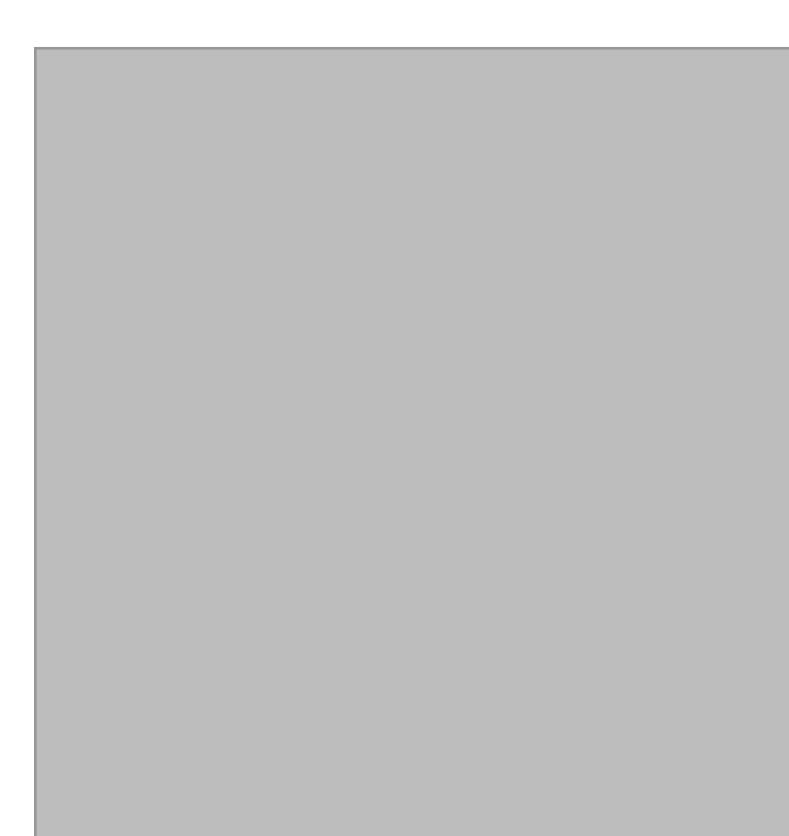
Black
#000000

Body Text



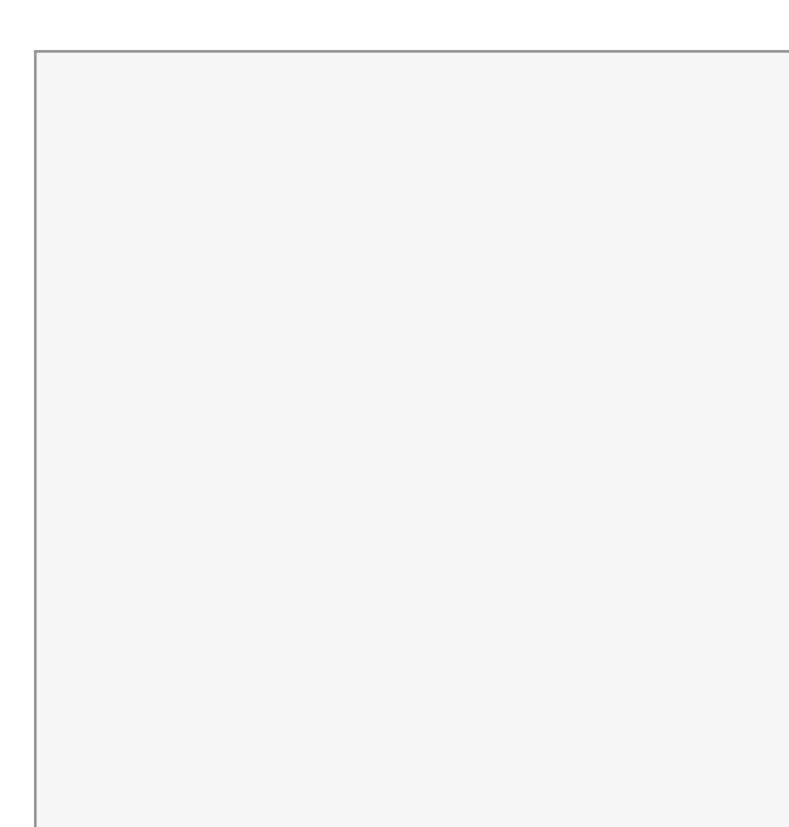
Dark Grey
#2F2F2F

Header Background



Light Grey
#BDBDBD

Non-Active Buttons



Off White
#F6F6F6

Background



White
#FFFFFF

Menu Bar, Text

DESIGN GUIDE (CONT.)

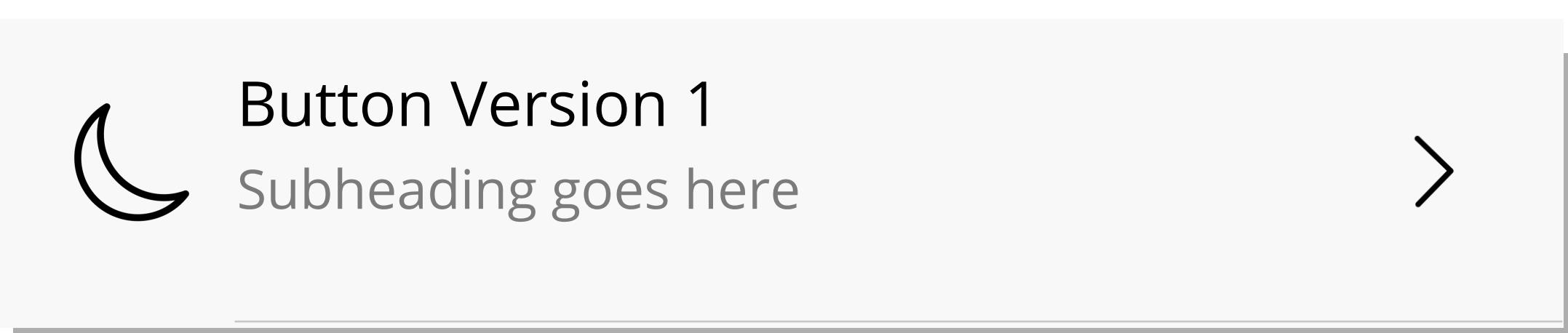
ELEMENTS



APP HEADER BAR

This will appear at the top of all pages within the app. It will always include the logo, global search, and settings menu icon.

HEADING



PAGE HEADING

This will highlight certain areas on pages of the app followed by related information.

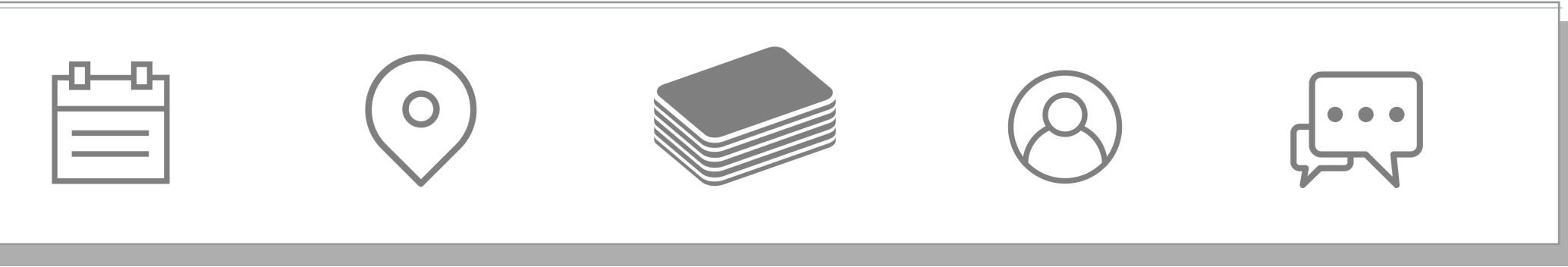


MAIN BUTTON

This will be the main button for navigating to sub-categories within app pages.

SPECIAL BUTTON

This button will highlight special functions within the app, such as adding friends and sending messages.



BOTTOM MAIN MENU

This menu will appear at the bottom of all pages within the app. It navigates to the five main pages: Events, Location, Cards, Profile, and Messaging.

ASSETS

Required assets include:

- **Icons** → search, filter, location, calendar, card search, cards, deck, profile, social media, eye, lock, messaging, email, mana (mountain, forest, island, plains, swamp), friends, settings, camera, picture, tap, money, add, star
- **Images** → *Magic* cards, locations, venues, games, players, card back, profile pic, logo, events
- **Buttons** → login, sign up, connect with *Facebook*, message
- **Searchable Card Database**
- **Location-Enabled Map**

JESSE

Male, 24



HISTORY

Jesse learned to play *Magic* in Middle School and plays off and on. He recently taught his girlfriend too.

MTG EXPERIENCE



MOTIVATIONS

Games are his main social activity. They allow him to meet and connect with friends.

GOALS

He is new to the area and wants to meet new people with similar interests.

CHALLENGES

Jesse works from home so he doesn't get out much. The "nerd" stereotype also holds him back.

"I've spent way too much money on *Magic* cards, haha. It gives me something to do with my friends when we're not gaming online. "

DEMOGRAPHICS

JOB: IT Professional

INCOME: \$40,000 to \$100,000

EDUCATION: Bachelors Degree

PERSONALITY

CHARACTERISTICS: Nerdy, Independent

INTERESTS: Video Games, Internet Memes

BRANDS: Wizards of the Coast, Steam

TECHNOLOGY

USAGE: Constant

DEVICES: Smartphone, Laptop, Desktop, Xbox

SOCIAL MEDIA: Discord, Reddit, Twitter

MONICA

Female, 29



HISTORY

Monica recently learned how to play MTG when her friends from school started getting into it.

MTG EXPERIENCE



MOTIVATIONS

She values social activities that allow her to meet and connect with new people.

GOALS

Monica is interested in learning more about Magic but finds card shops intimidating.

CHALLENGES

Her investment in the game is entirely dependant of having friends around who also play it.

"Magic has been a really fun way to connect with my friends. As long as there are people around to play with, I'll keep playing."

DEMOGRAPHICS

JOB: Retail Worker

INCOME: Less Than \$40,000

EDUCATION: Graduate Student

PERSONALITY

CHARACTERISTICS: Artsy, Nerdy, Social

INTERESTS: Books, Crafting, Movies, Beer

BRANDS: Target, Starbucks

TECHNOLOGY

USAGE: Frequent

DEVICES: Smartphone, Laptop

SOCIAL MEDIA: FB, Instagram, Pinterest



MONICA'S JOURNEY MAP

Female, 29

NEW USER • TECH SAVVY • SOCIALLY MOTIVATED • MAGIC: THE GATHERING NOVICE

THINKING



DOING



FEELING



PAIN-POINTS

PREDISCOVERY

"Magic: the Gathering is such a fun way for me to spend time with my friends and connect with new people!"

- Working Part-Time
- Going to School
- Playing Magic
- Meeting People
- Making Friends
- Posting on SM
- Exploring Hobbies

AWARENESS

"My friend Thomas showed me this new MTG social app he uses called Gather. I wonder what it has to offer..."

- Downloads the app
Hears about Gather
Playing Magic with friends

CONSIDERATION

"Wow, there's a lot of things I can do here... but I'm not sure I know enough about the game to make sense of it all."

- Explores the various tools and functions
Signs in to Gather

COMMITMENT

"I had no idea that so many of my friends play Magic! Maybe someone will check out that card shop down the street with me."

- Uses location tool to find local card shop
Adds friends
Connects social media accounts

ADVOCACY

"I love how Gather combines what I love about MTG with social media. It's a great tool, and helped me meet new friends."

- Connects with people over shared interests
Sends in-app message

HAPPY



CURIOUS

CURIOUS



UNCERTAIN

UNCERTAIN



OPTIMISTIC

OPTIMISTIC



EXCITED

EXCITED



*Will not engage with app unless invested in MTG.

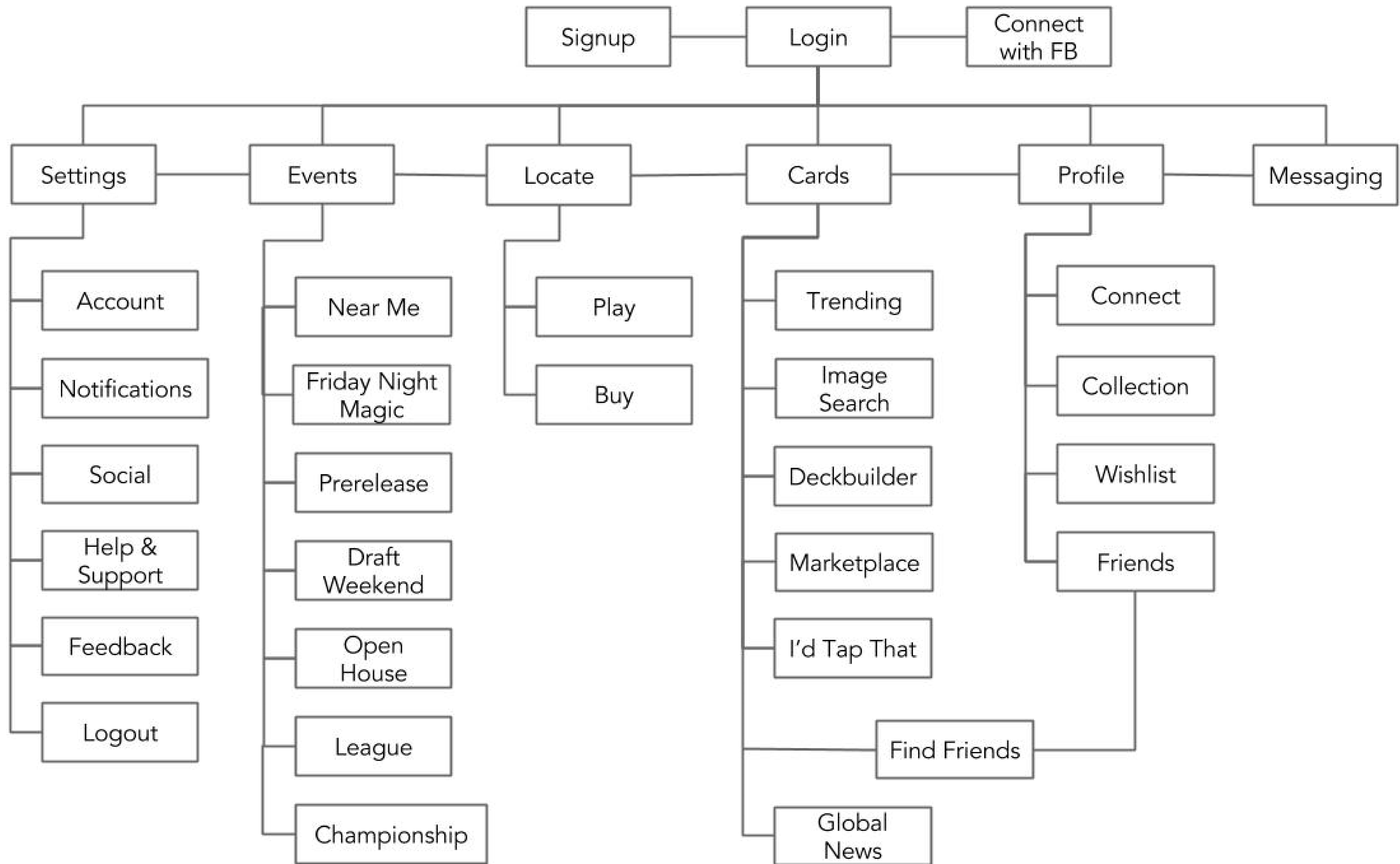
*Recommendation must come from a trusted source.

*May become overwhelmed by complexity of app.

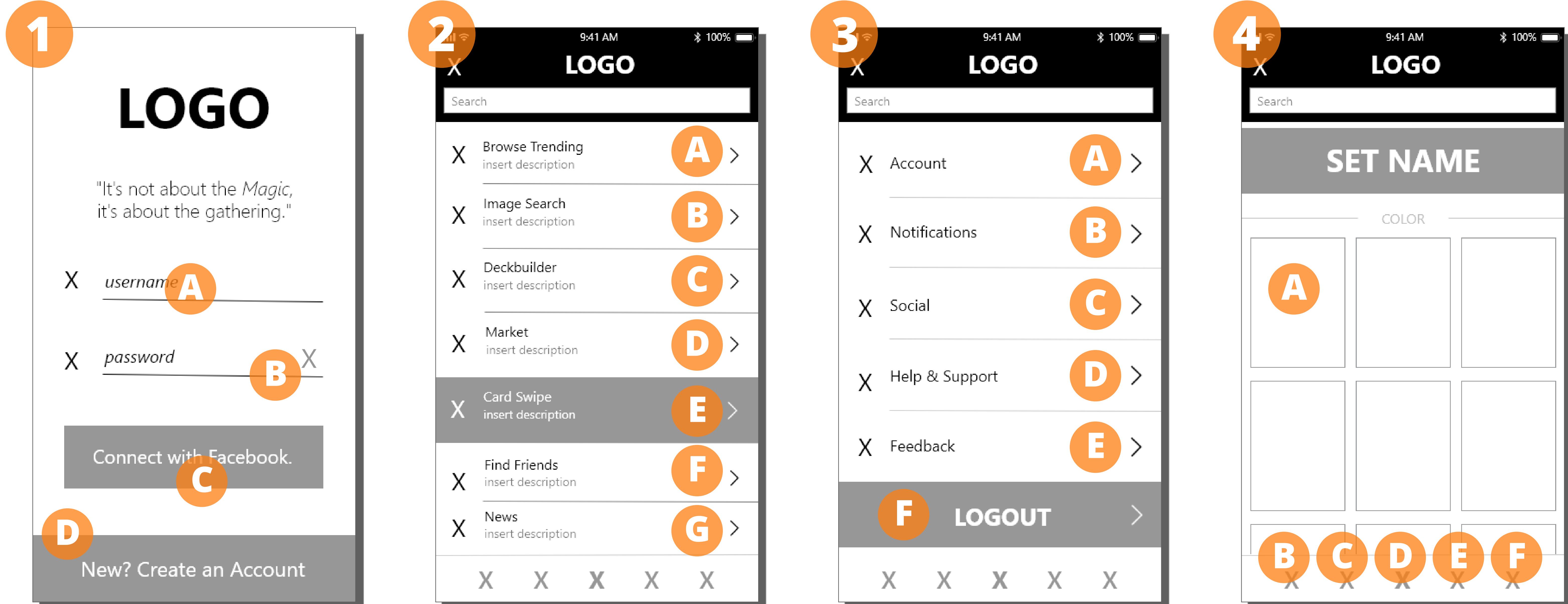
*Friends must also be willing to partake in the process.

*App must add value to social life and MTG gaming.

FLOWCHART



WIREFRAMES



1. LOGIN

- (A) Username input for pre-existing users.
- (B) Password input for pre-existing users.
- (C) Option of easy log-in via Facebook connect.
- (D) Button for new users to create an account.

2. CARDS

- (A) Click to view cards from the latest set releases.
- (B) Snap photos of cards and search by image.
- (C) Organize cards into decks or view friends' decks.
- (D) Buy, sell, or trade cards with other users or shops.
- (E) "Tap That" browse cards by art to add to wishlist.
- (F) View friends and connect with other users.
- (G) View the latest Magic news stories from around the world.

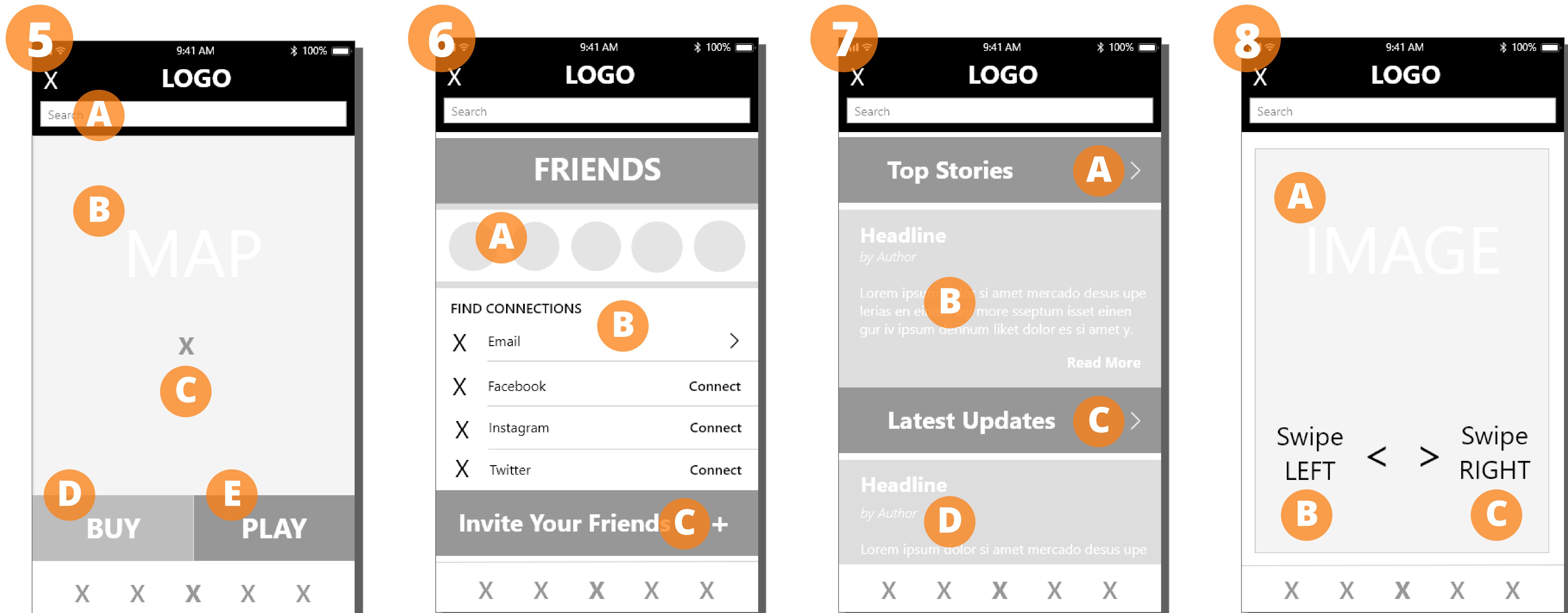
3. SETTINGS

- (A) Username, Password, and Location settings.
- (B) Opt in or out of push and email notifications.
- (C) Manage connected social network accounts.
- (D) App guide and Frequently Asked Questions.
- (E) Feedback form for user feedback.
- (F) Logout of Gather.

4. BROWSE

- (A) Magic card images (click to zoom).
- (B) Events Page - sorted by location or event type.
- (C) Location Map - GPS enabled and sorted by buy or sell.
- (D) Cards Page - (see 2.) return to app main page.
- (E) Profile Page - view your user info, cards, wishlist, and friends.
- (F) Messaging - send in-app messages to other users.

WIREFRAMES (CONT.)



5. LOCATION

- A** Search Bar - global in-app search function.
- B** GPS-enabled location map.
- C** Location pin for current location or search result.
- D** Toggle places to buy *Magic* cards.
- E** Toggle places to play *Magic: the Gathering*.

6. FRIENDS

- A** Horizontally scrollable images of friends list.
- B** Connect with social media to find more friends.
- C** Invite people you know to join *Gather*.

7. NEWS

- A** View global news stories in order of popularity.
- B** Quick preview of the most popular news story.
- C** View global news stories in chronological order.
- D** Quick preview of the most recent news story.

8. TAP THAT

- A** High-resolution MTG card artwork image.
- B** Swipe left to discard and view next image.
- C** Swipe right to add current card to wishlist.
- D** Placeholder text for a news story.

RESEARCH & DEVELOPMENT

RESEARCH

USER INTERVIEW TRANSCRIPTS:

<https://docs.google.com/document/d/1kcQSvJaCoYA1Eij1Ot3ghYsz4qq4doKqbfKZc1HU6HQ/edit?usp=sharing>

USABILITY TEST FEEDBACK VIDEOS:

Test 1: http://www.usertesting.com/v/0a947a89-c2dc-4beb-b8c2-11f75e0bf5e7?encrypted_video_handle=_dqsJwdrtFjiTg0mM1sUvA&shared=qffjE31b

Test 2: http://www.usertesting.com/v/c1b84c29-616c-4ac3-9614-12cb5acedf8b?encrypted_video_handle=EgmBMTpATxhe08AhNMuoBQ&shared=WxoXhhyl

Test 3: http://www.usertesting.com/v/5722738c-80e8-4c5e-90bb-1348fa7f6151?encrypted_video_handle=wWrRTSqMyhD5pG7yHRIIqw&shared=1Q1D84bK

Test 4: http://www.usertesting.com/v/987ce4bf-f96c-4eaf-9e64-acc9d44ed35d?encrypted_video_handle=VF9PejEZjdZqtdj0hnBLVw&shared=mWy28s7Q

Test 5: http://www.usertesting.com/v/dcfdd448-c071-447c-9173-2c6b20eebaa7?encrypted_video_handle=Hr3e9YAjoDu_8fqIgUBPag&shared=E-6Tqff9

FINDINGS

POSITIVE FINDINGS:

Users liked the concept of the app as a social media service for MTG players. They specifically liked the "easy-to-use navigation", "simple layout," location service, deckbuilder, image search, ability to connect with other social apps, and the in-app messaging function. Most users said they were highly likely to download the app, and would recommend it to a friend.

NEGATIVE FINDINGS:

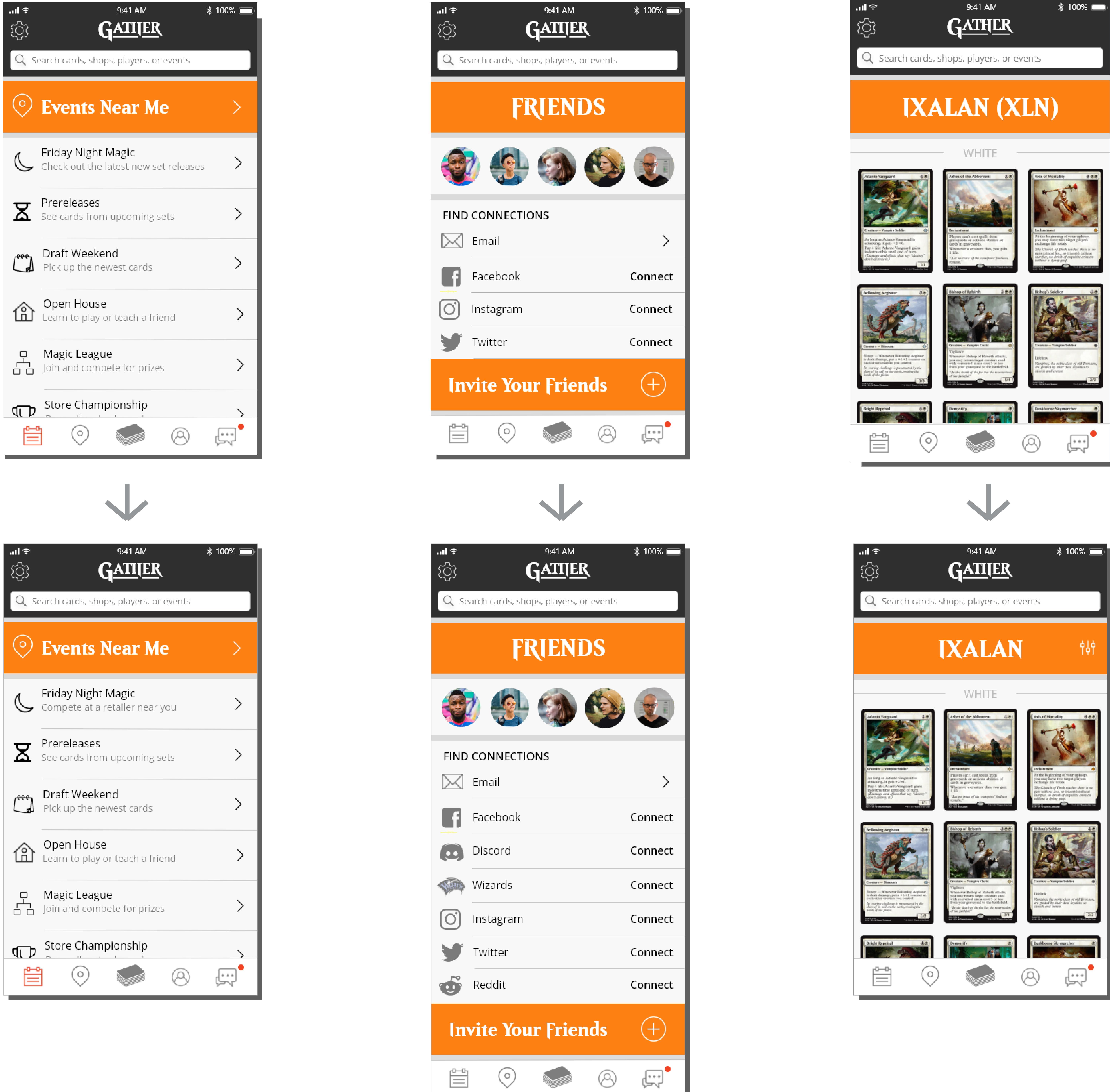
The biggest pain-point for users was confusion about how to use the in-app location services. Participants also noted that the social app connection feature should include a larger variety of social sites more common to the user-base (such as Discord and Reddit), and they were confused by the subheading on the "Friday Night Magic" button.

PRODUCT:

FINAL APP DESIGN:

<https://xd.adobe.com/view/1e223f3a-8d6d-40bb-8860-93843e524935>

REVISIONS



"FRIDAY NIGHT MAGIC" SUBHEADING

This was an error on my part due to some hast Copy & Paste-ing. So I have updated the FNM subheading to include the correct text.

SOCIAL APP CONNECTIONS

I've updated this page to include more social sites to connect with which have more connection to the MTG user base.

BROWSE CARDS FILTER

I simplified the header test for this page and added a "filter" button so that cards can be sorted based on user preference.

REVISIONS



LOCATION PAGE

I've revised the location map to include a banner at the top with a description of its functionality, and made the location pin clickable which brings up the text box with details about the location. The text box has also been updated to include a link to that location's Magic: the Gathering card stock and its upcoming events.

RESOURCES

IMAGE RESOURCES

Photographs via *Unsplash*.

Icons via *The Noun Project*.

Magic Card Images & News Stories via magic.wizards.com.

ADDITIONAL RESOURCES

Greenwood, S., Perrin, A., & Duggan, M. (2016, November 11). Methodology. Retrieved December 13, 2017, from <http://www.pewinternet.org/2016/11/11/social-media-update-2016-methodology/>

Limbert, T. J. (2012). The Magic of Community: Gathering of Card Players and Subcultural Expression (Doctoral dissertation, Bowling Green State University).

Lynch, B. E. (2016). Higher Education Perspectives: The Role Magic the Gathering Plays in Whole-Person, Academic, and Career Development (Doctoral dissertation, Lindenwood University).

Pew Research Center. (2017, January 11). Social Media Use by Gender. Retrieved December 13, 2017, from <http://www.pewinternet.org/chart/social-media-use-by-gender/>

Rosewater, M. (2015, February 12). Do you guys have any data on the breakdown of the... Retrieved December 07, 2017, from <http://markrosewater.tumblr.com/post/110840728088/do-you-guys-have-any-data-on-the-breakdown-of-the>

Rothaemel, F., Kotha, S. & Moxon, D. Wizards' of the Coast. University of Washington Business School Case, November, 1999. Strategic Management: An Integrated Approach by C. Hill & G. Jones, Fourth Edition, Houghton-Mifflin 2000.

Werner, K. (2013). Bringing them in: Developing a gaming program for the library. *Library trends*, 61(4), 790-801.

Wizards of the Coast. (2017). The History of Magic. Retrieved from <https://magic.wizards.com/en/content/history>

THE PITCH



MAGIC

The Gathering

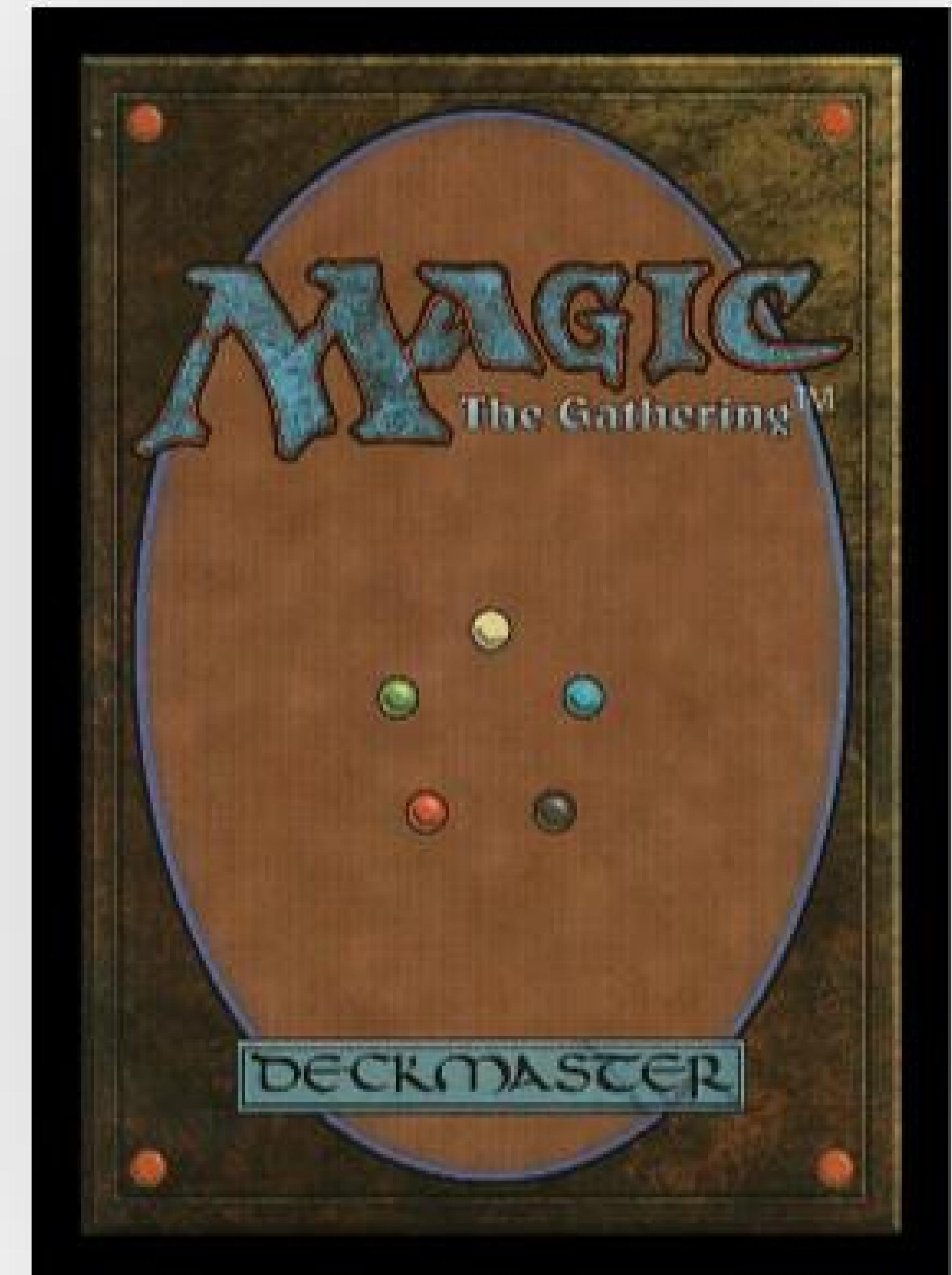
THE HISTORY OF MAGIC

THEN:

- Born in 1993
- First trading card strategy game

NOW:

- Most successful TCG in history
- 11 languages
- 12,000 cards
- 12 million players



USER INTERVIEWS

**“Tell me about your
experience with Magic:
the Gathering.”**

"I started playing MTG because my closest **friends** were playing." "It's been a really fun way to **connect** to my **friends**." "It's been a source of **friends** and a sense of accomplishment." "I know **people** get **together**" "I'd be willing to learn if my **friends** wanted to play." "...I think my investment is more in the **connection** I have with my **friends** who play..." "I love playing, but I'm not invested in winning. It's about **camaraderie** for me." "The tournaments were thrilling because I got to meet new **people**..." "As long as there are **people** around that I want to play with, I'll keep playing." "Most of what I love about playing MTG is spending time with my **friends**..." "My interest is more in how that my boyfriend and **friend** like to play." "...it made and strengthened **friendships**." "If I had good **people** to play it with..." "I think the game forges a lot of **friendships**." "...a way to find **social** circles and make new **friends**."

**SOCIAL
CONNECTION**

**“What do you
wish were different?”**

"There is definitely a corner of the community that's **misogynistic**." "...the tenor of the community... it being such a **dude culture** and **not diverse**." "I think the competitive scene slightly **overrepresented white people**." "...I kind of dismissed it at that point, because we didn't run in the same circles and he was a **different** kind of nerd than me..." "In the figures I remember in the cards, I don't remember seeing a lot of **people of color**." "As far as who plays magic, most of the people that I personally know who play magic are **men**." "The competitive scene seems to be about **95% men**, based on my experience at tournaments with over a thousand players." "Recently a female cosplayer left the mtg community because of **harassment from male players**." "...where **women would feel unwelcome** to varying degrees -- sometimes extremely unwelcome." "...overall, it is absolutely a **male dominated** game."

**MORE
DIVERSITY**

**“How much time do
you spend online?”**

"Lots. All my time."

"Uh, how many hours am I awake?"

"Literally don't even know."

"24/7"

"Even when I'm asleep."

"Oh lord, that's unquantifiable."

"Oh Christ. I guess I spend... every waking moment online?"

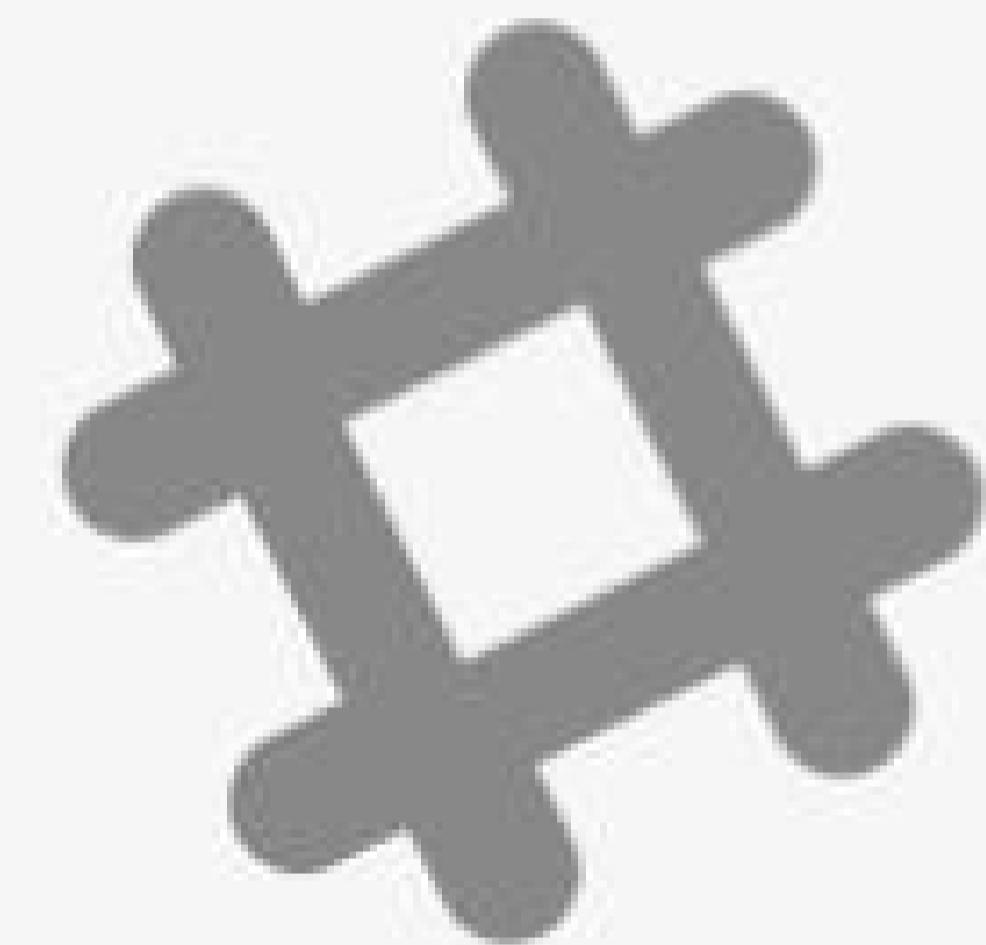
"Per day? A lot."

"Most of my life."

"...as long as I'm awake."

"Too much."

**“What do you spend
time doing online?”**



“HMW create a digital experience that appeals to a diverse variety of both novice and experienced

Magic: The Gathering players, connects them in a welcoming space, and helps to foster a more inclusive community?”

GATHER

9:41 AM 100%

GATHER

Search cards, shops, players, or events

Browse Trending Cards
Check out the latest new set releases >

Image Search
Scan your card and search by image >

Deckbuilder
Organize decks with your favorite cards >

Marketplace
Buy, sell, or trade cards >

I'd Tap That!
Swipe your favorite card art >

Find Friends
Connect with people you may know >

Global News
Read about the latest MTG happenings >

≡

Calendar Location Decklist Profile Chat

9:41 AM 100%

GATHER

Search cards, shops, players, or events

IXALAN

WHITE

Winged Tempest, Adversary of the Elements, Bone of Nerevar, Whiskered Beggar, Whiskers of Nekusai, Whiskers of Nekusai

Whiskered Beggar, Whiskers of Nekusai, Whiskers of Nekusai

Friends' Decks

What's Trending

≡

Calendar Location Decklist Profile Chat

9:41 AM 100%

GATHER

Search cards, shops, players, or events

MY DECKS

- Red/Blue Artifact Deck >
- Green/Black Elf Deck >
- Red/Black Vampire Deck >
- White/Blue Spirit Deck >

Create a New Deck

+

Friends' Decks
See what your friends have built >

What's Trending
See popular decks >

≡

Calendar Location Decklist Profile Chat

9:41 AM ⚡ 100%

GATHER

Search cards, shops, players, or events

Page Kennedy
Creature, Human Cleric

3/5

Connect with Me >

My collection >
586 cards

Wishlist >
27 cards

Friends >
31 connections

≡ ⌂ ⌂ ⌂ ⌂

This screen shows a user profile for 'Page Kennedy'. It includes a large profile picture of a woman with long brown hair, a name and title card, and a 'Connect with Me' button. Below the profile are links to 'My collection', 'Wishlist', and 'Friends'.

9:41 AM ⚡ 100%

GATHER

Search card shops or events near you

Locate MTG Retailers in Your Area

The map displays several red location markers across a geographic area. Labeled regions include 'BEECH HILL', 'CAMERON WOODS', 'LANDSBURY/WATERBURY', and 'THE VALLEY'. A central location is marked with a red pin. At the bottom of the map are two large buttons: 'BUY' on the left and 'PLAY' on the right.

BUY PLAY

≡ ⌂ ⌂ ⌂ ⌂

9:41 AM ⚡ 100%

GATHER

Search cards, shops, players, or events

Events Near Me >

Friday Night Magic
Compete at a retailer near you >

Prereleases
See cards from upcoming sets >

Draft Weekend
Pick up the newest cards >

Open House
Learn to play or teach a friend >

Magic League
Join and compete for prizes >

Store Championship >

≡ ⌂ ⌂ ⌂ ⌂

**“It’s not about
the MAGIC; It’s about
the GATHERING.”**

QUESTIONS?