

Urban Game Play App

Core idea of the product

The product aims to help people experience unfamiliar or unexplored parts of their city in a fun, gamified way. It can be thought of as a localized geo-caching in the urban environment.

User Profiles

Primary Users

LOCAL TOURIST – *The novice local*

He is new to the city and has little or no idea of the surroundings. His goal: *“I want to see the most popular things around so I can show the pictures to my friends and family back home.”*

Hero Moment: Discovering the coolest sites (and sights) his neighborhood has to offer.

LOCAL TOURIST – *The experienced local*

He has lived in a neighborhood for a while and knows all the major sights, but he wants to discover the “hidden gems.” His goal: *“I want to know the ‘under-the-radar,’ unique offerings of each neighborhood.”*

Hero Moment: Finding something new and unique in an area he has passed by many times before.

EXERCISER/COMPETITOR/GAMER

He is interested in getting out into the city for fitness and to compete against scores (his previous scores and other users’ scores). His goal: *“I want to set a personal record and beat the game’s high score.”*

Hero Moment: Seeing his name listed on the leaderboards.

Secondary Users

SOCIAL MEDIA EXPLORER: He uses social media sites (Foursquare, Yelp, etc.) to document his journeys.

PASSIVE USER: He wants to pass the time by knowing something new about the place while engaged in a routine activity (e.g. on his daily commute to work).

How the game works

We intend to refine our idea through user research. Our initial brainstorming led us to believe that the user should have a choice of parameters, including:

- Single-player, multi-player (with friends), or public games (competing against strangers)
- Length of time
- Location: choice of a specific neighborhood or a “surprise me” option
- “Theme” tours (e.g., hidden staircases of San Francisco or ghost tours)
- Social networking: Is there a social media component?

Multiscreen Ecosystem

1. **Types of devices:**

- a. *Primary:* Smartphones—Easy-to-carry and nearly ubiquitous in urban areas, we envision smartphones as the primary device used for this app.

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- b. *Secondary: Tablets*—The tablet’s larger screen size is an advantage over smartphones in using this app. With maps and other visual presentations, the tablet provides better legibility, but its larger size and weight makes it less convenient to carry.
- c. *Not supported: Laptops/Desktops*—We will not support this app on laptops and desktops. The interactive nature of our app is location-based and mobile.

2. Coherence:

- a. Single-player games are supported as well as multiscreen, multi-player games. Regardless of whether the user plays the game on a single device or with multiple devices, whether on phones or tablets, the experience will be consistent. The number of options are enhanced and expanded with multi-player games, but the look, feel, and interaction remains consistent.

3. Screen sharing:

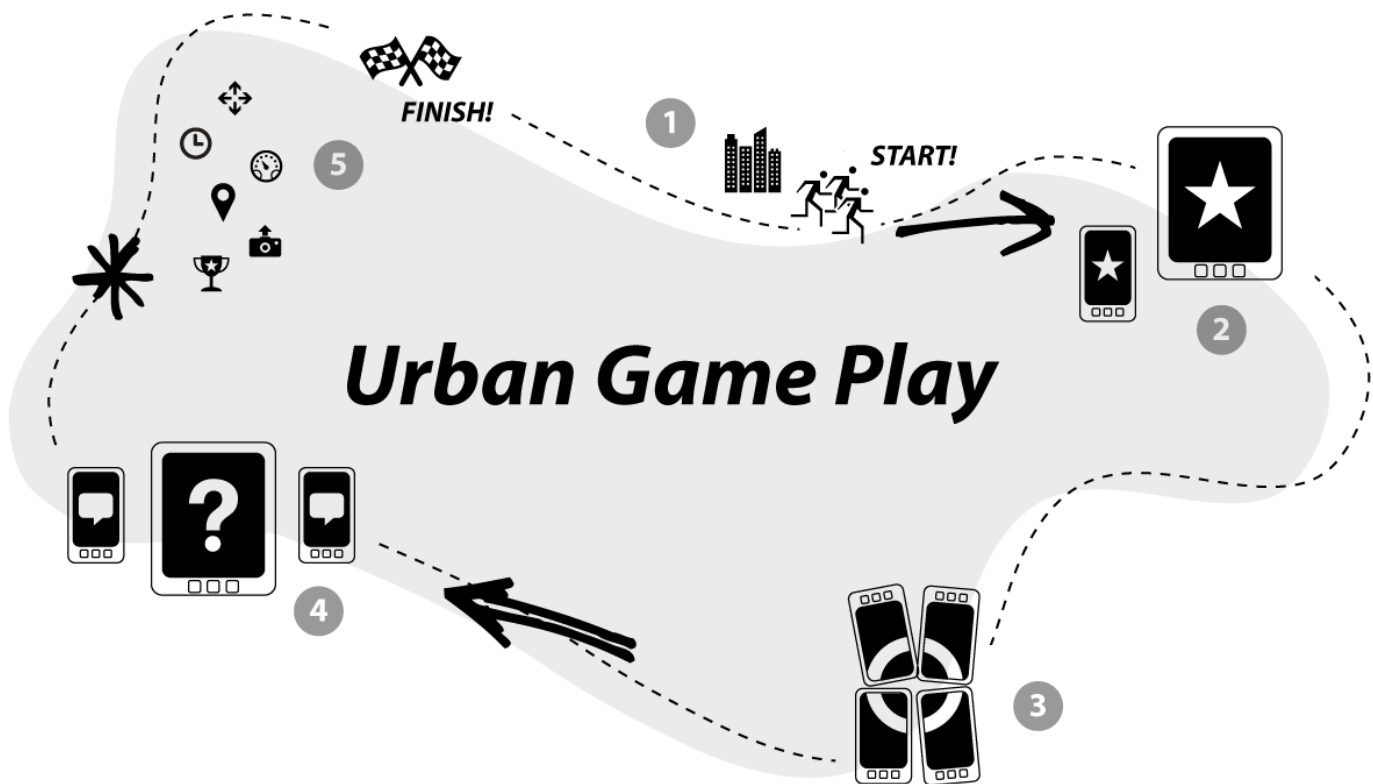
- a. Multiple players may view a clue or a game across multiple screens. The correct number of devices (screens) are necessary to see the complete picture.

4. Complimentary devices:

- a. Proximity in multi-player games unlocks additional challenges. They may be triggered by a particular location OR by a certain number of players in one area. This feature is not available for single-player games.
- b. Players may choose to enable the public game option and receive notifications when other players are nearby.

5. Goals of the game:

- a. The goal of the game is different depending on the user. For the competitive gamer, possibilities include finding a physical geocache, solving clues to get the next instructions, unlocking multi-screen clues by partnering with other players, or scoring points to secure a spot on the leaderboards.



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