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# Detour

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get out and play

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# Introduction

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# What is it?

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Want to explore a new or unfamiliar part of your city?

Want an excuse to meet up with a group of friends?

Love *The Amazing Race* and want to live the experience on demand?

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# Who is it for?

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We identified 2 types of users:

1. Experienced Local
  2. Competitive Explorer
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# User Research

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# Interviews

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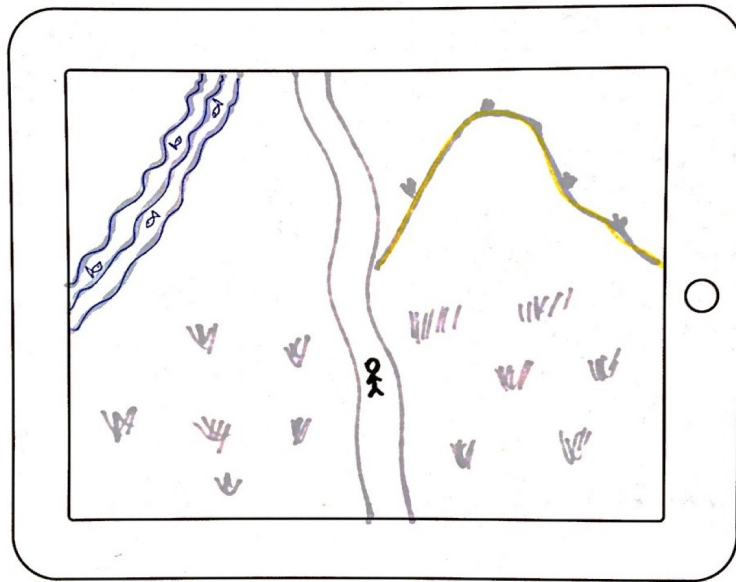


# Shadowing

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# Concept Testing

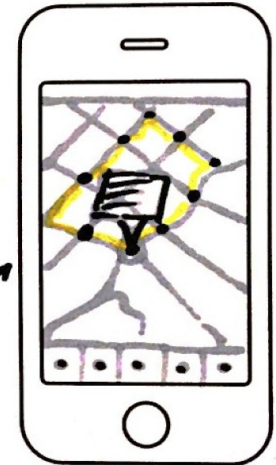


POINTS OF INTEREST

NAV ICONS

this is a previous paper device - <http://previous-1e>

MAP VIEW





# Interviewees

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Female	30-35 yrs old	Casual Gamer	SF
Female	30-40 yrs old	Casual Gamer	SF
Female	30-40 yrs old	Casual Gamer	NY
Male	25-35 yrs old	Intermediate Gamer	SF
Male	25-35 yrs old	Novice Gamer	Berkeley
Male	40-45 yrs old	Expert Gamer	Berkeley

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# What do they want?

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Team games vs solo games

Group activities

Know the level of difficulty

A balance between curation and discovery

Losing should be fun

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# Scenario & Storyboard

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Four friends are out enjoying the day in San Francisco. They start a Detour . . .

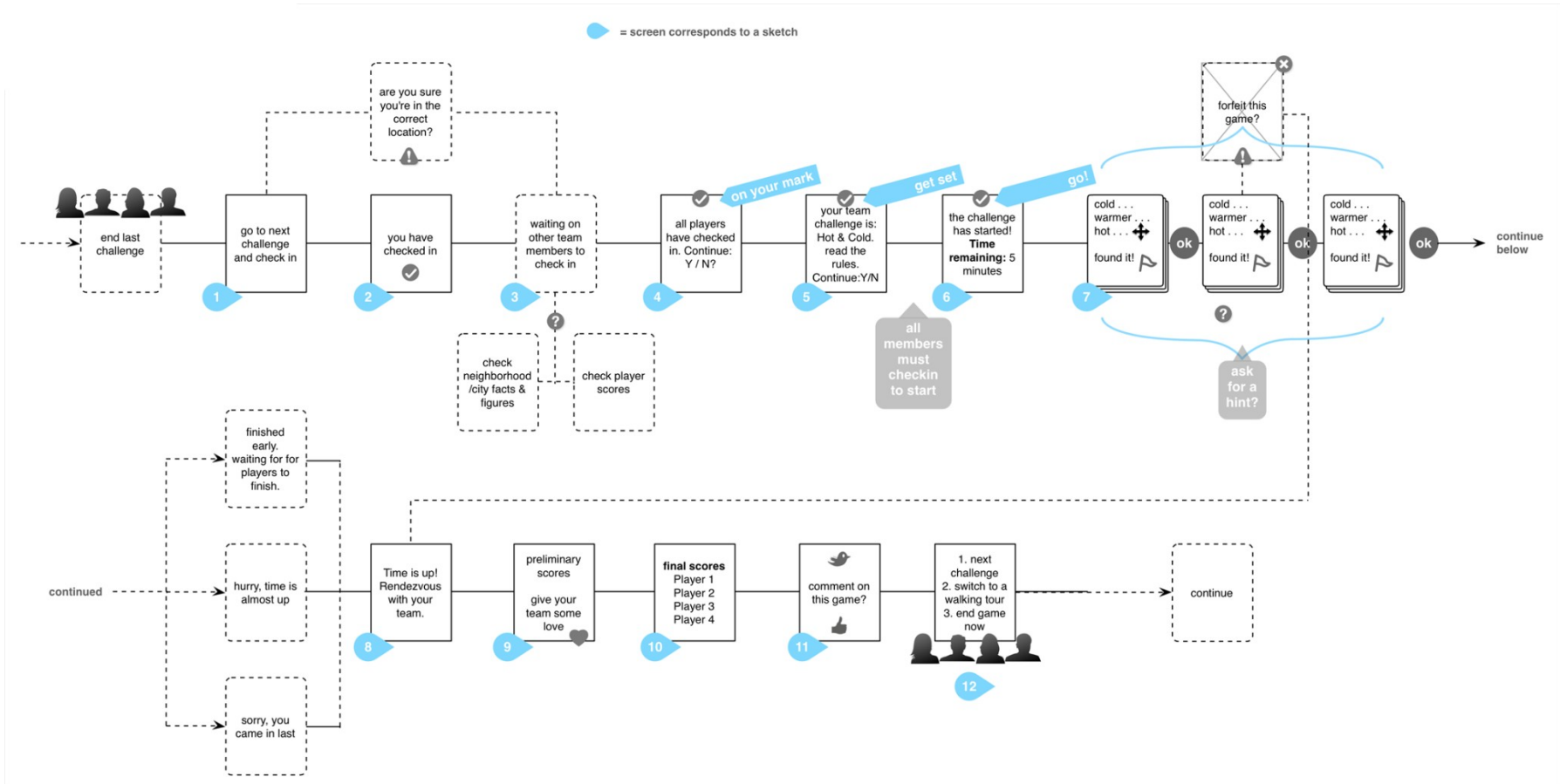


# Duboce Park

San Francisco



# App Map for Hot & Cold



# Directions



go to next challenge and check in

1



PATH  
TO NEXT

are you sure  
you're in the

# Asynchronous Check-ins



you have  
checked in



2

check  
neighborh  
/city fact  
figures

SCREEN

**YOU HAVE  
CHECKED IN!**

**WAITING FOR  
3 of 4 people**

**PASS THE TIME ☹:**  
Did you know that  
black, black, m

**BACK**

$\frac{1}{4}$

**NET**

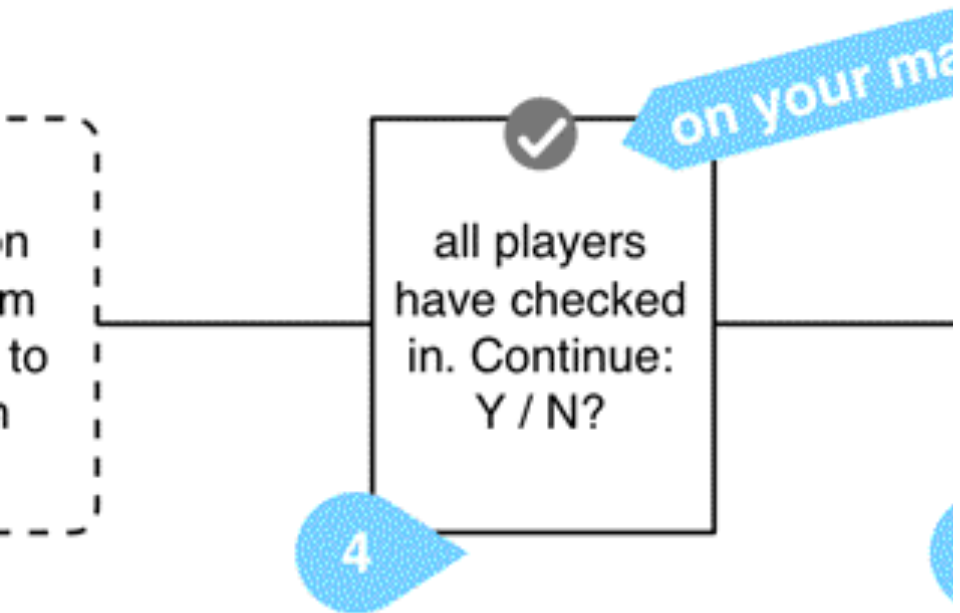
SW

SW

SW



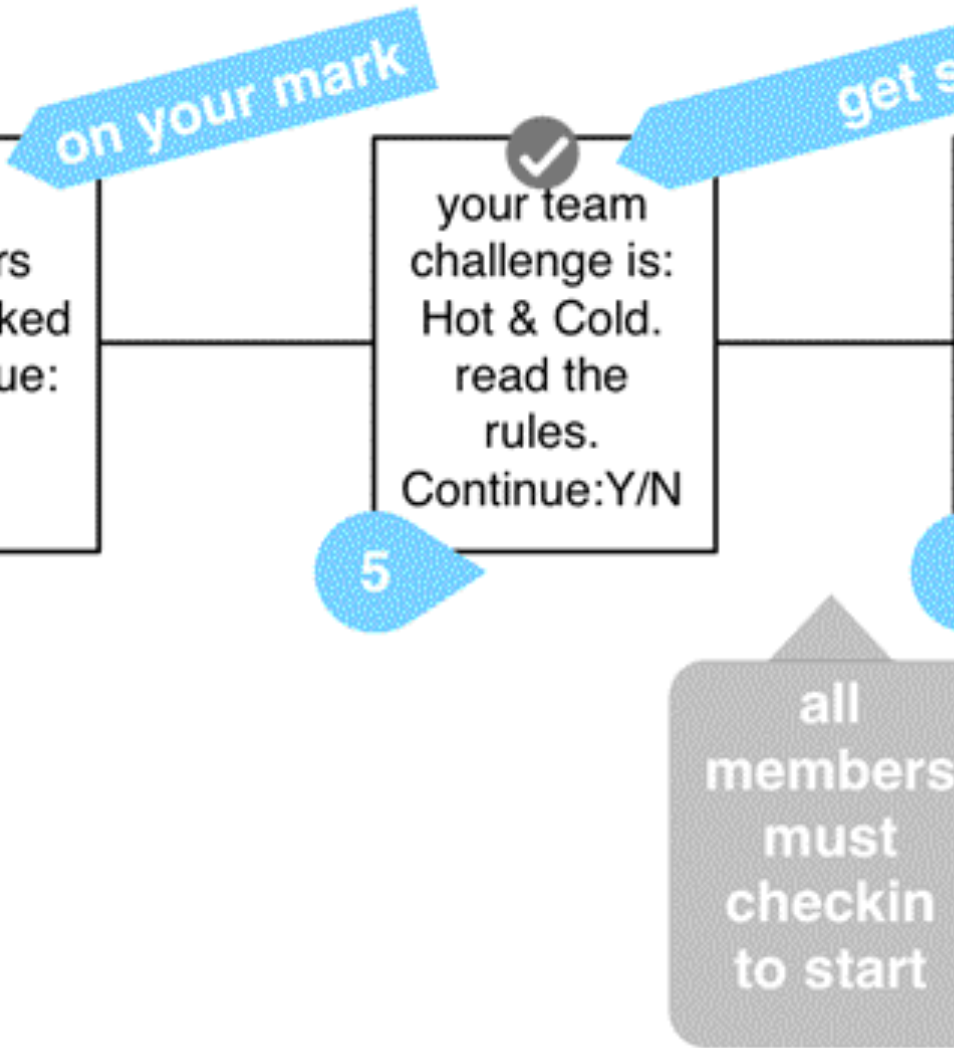
# On your marks



check player scores



# Get Set



CHALLENGE!  
HOT & COLD

RULES

GET SET!

BACK  $\frac{4}{4}$  NEXT

# Go!

get set

go

the challenge  
has started!  
**Time  
remaining: 5  
minutes**

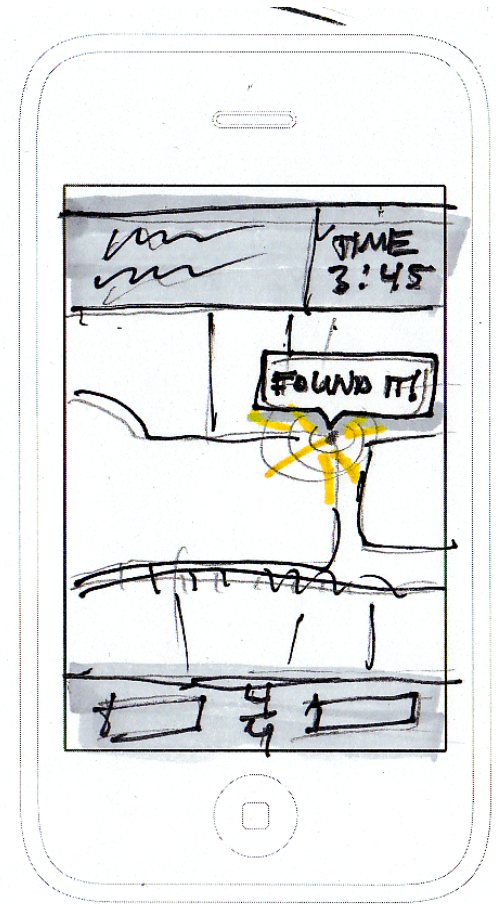
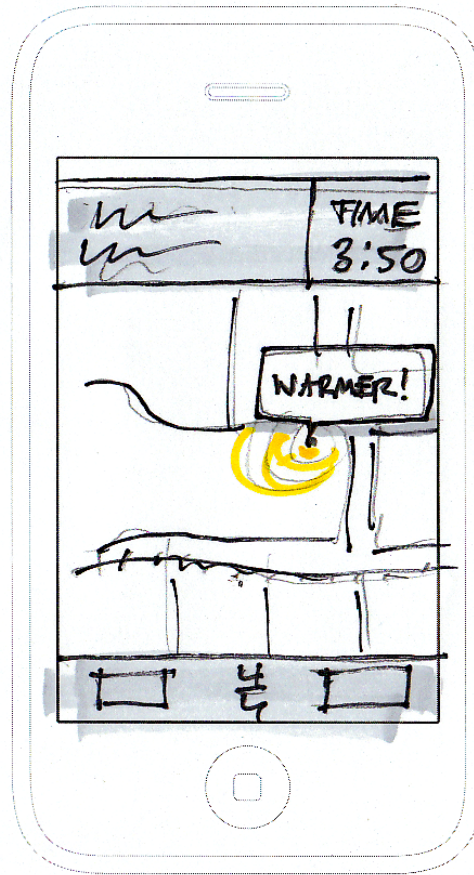
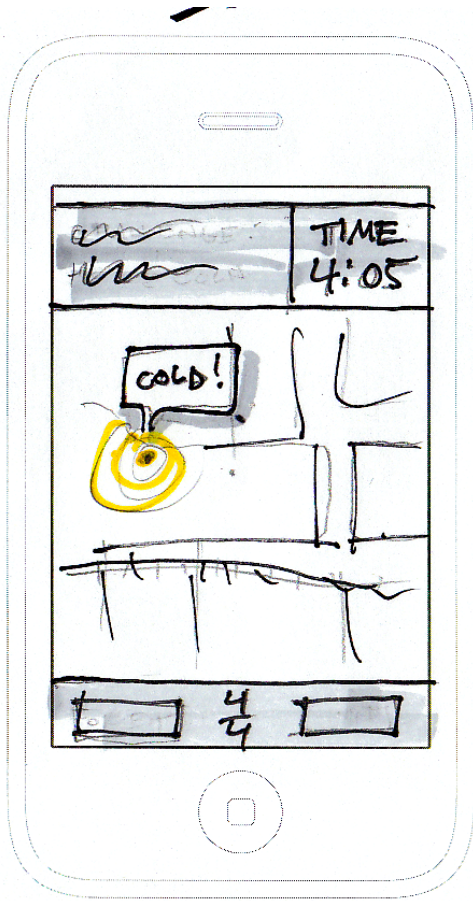
6

all  
members  
must  
checkin  
to start

CHALLENGE	TIME
HOT & COLD	5:00
<b>GO!</b>	
MENU	4/4 SCORE 0

# Play

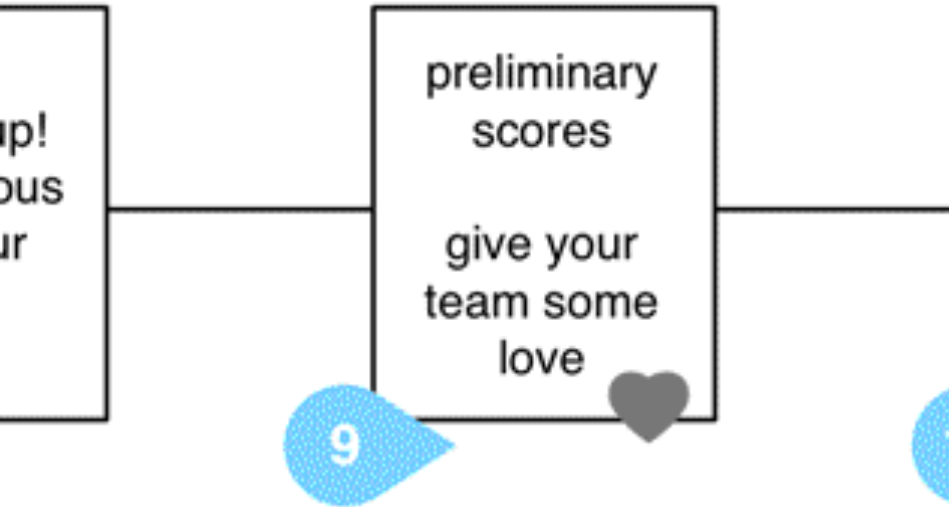
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**Distractions!**

# Bonus points



PRELIMINARY SCORES		♥
👤	VICTOR <i>[scribble]</i>	▲ ▼
👤	YOU <i>[scribble]</i>	
👤	<i>[scribble]</i> <i>[scribble]</i>	▲ ▼
👤	ROSALITA <i>[scribble]</i>	▲ ▼
👤	👤	👤

ary  
s  
ur  
me

10

**final scores**

- Player 1
- Player 2
- Player 3
- Player 4

**FINAL SCORES**



ROSALITA  
*uu*

1



VICTOR  
*uu*

2



YOUNG  
*uu*

3

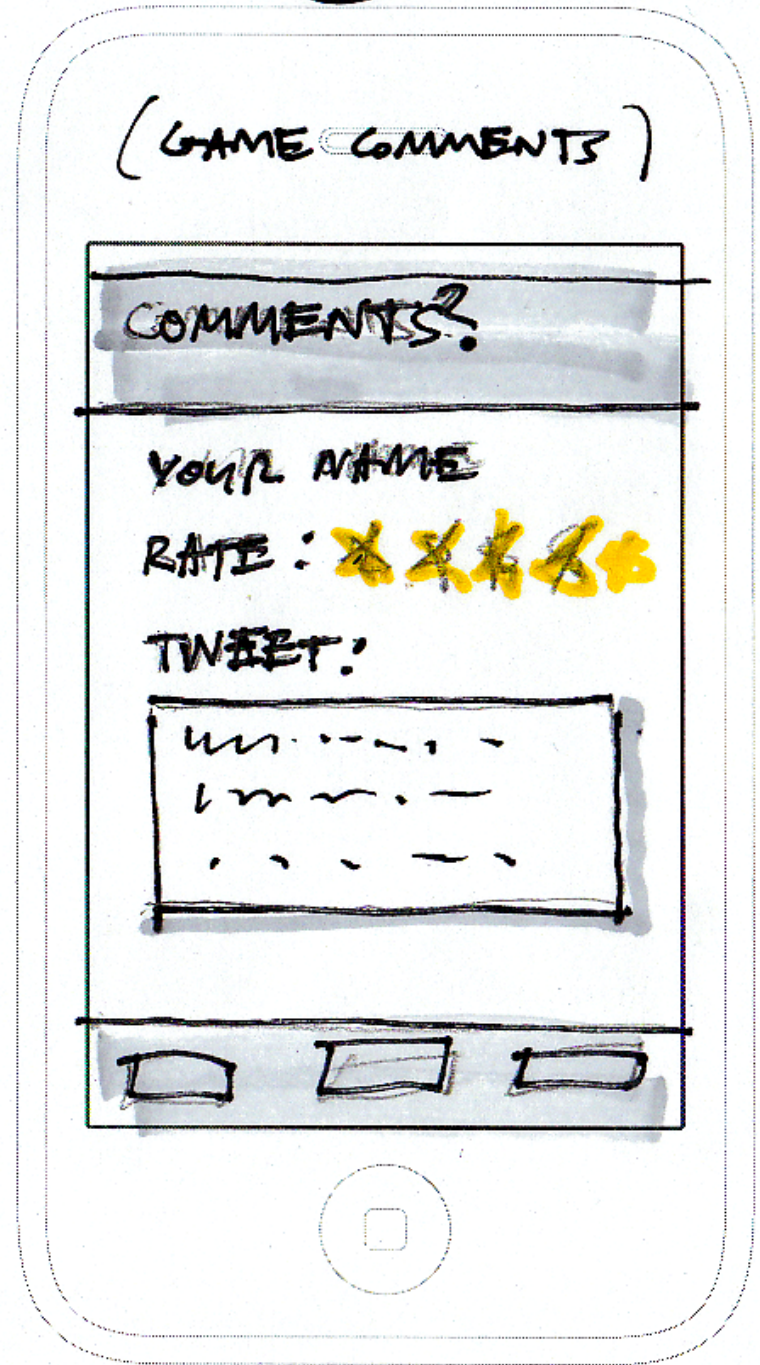
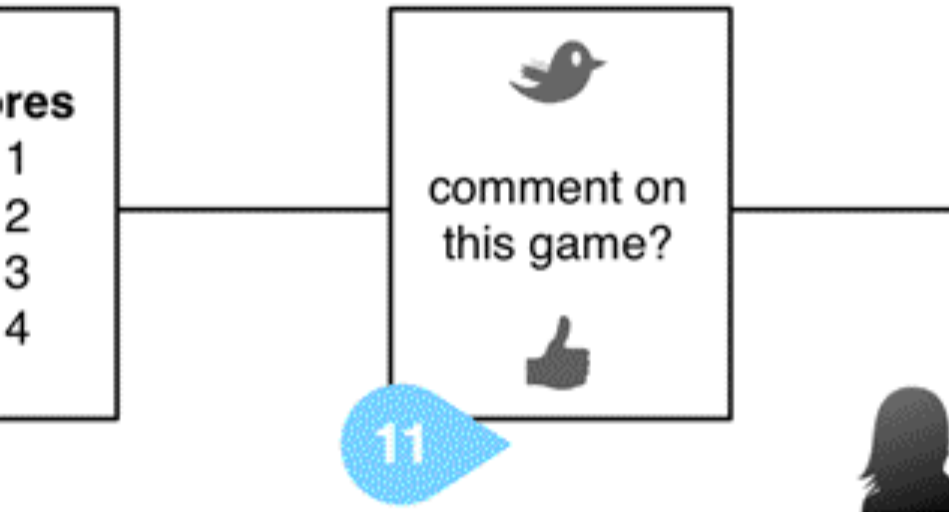


*uu*  
*uu*

4

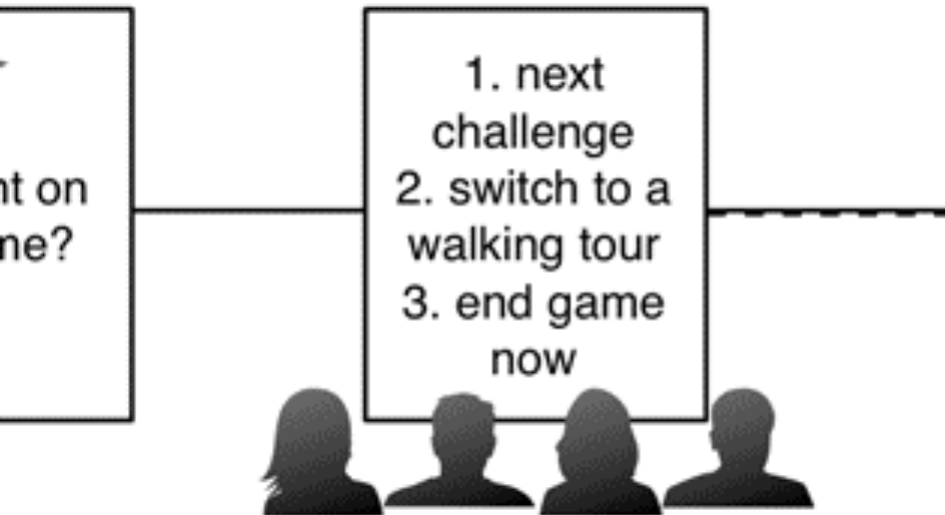


# Rating + Social

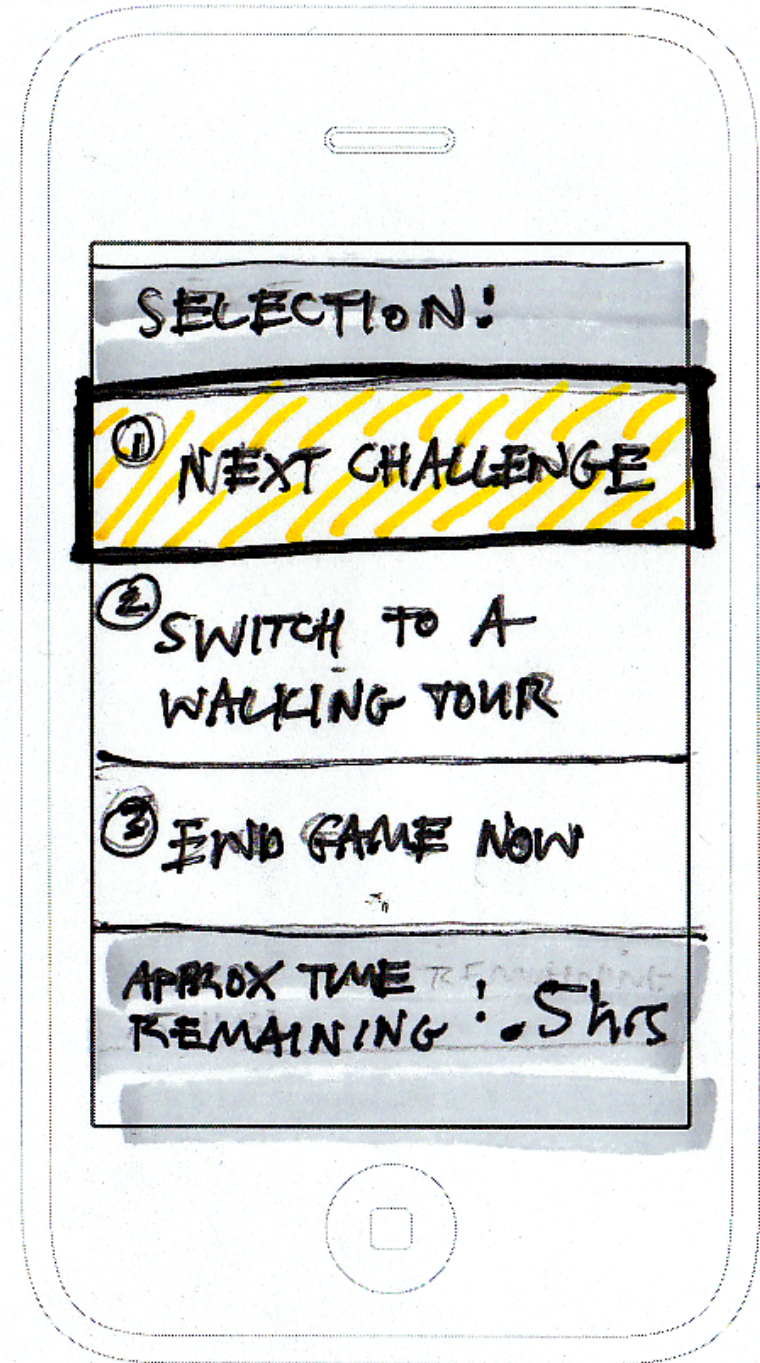




# Next



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**What's next?**

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## **Build:**

A sample game with 2-3 clues based on the UC Berkeley campus

## **Use:**

Plan A: Axure, Plan B: Keynote

## **And Test:**

Recruit users, walk through the interactive prototype, and test the usability of the game

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**The End**

Now get out and play!

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