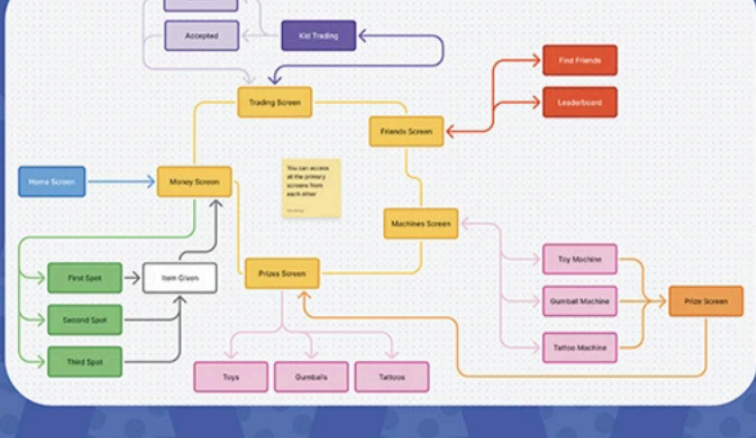


GiocoPon is a cute and comfy collecting mobile game with a vibrant color palette. The game is targeted towards children in middle school, but is also a great game for collectors. You play as a kid at a pizzeria, your goal is to complete the vending machine collections, which you achieve through asking your parent for coins and using them for the vending machines. There are new 'yearly' and 'weekly' collections on top of the collections that are always available.

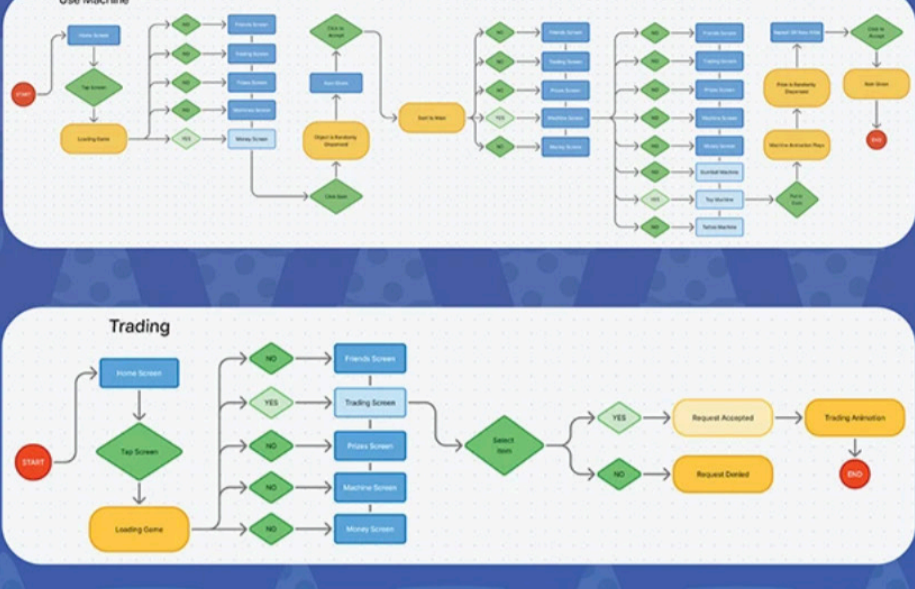
APP STRUCTURE

The main four screens are in yellow, everything branching off would be the screens you find when interacting with the page!



USER FLOW

For the first flow, it demonstrates how to use the machines. It helps show how coins are required for the machine to be usable! The second flow is the trading function. The user needs to click on the item they wish to trade for a GiocoCoin!



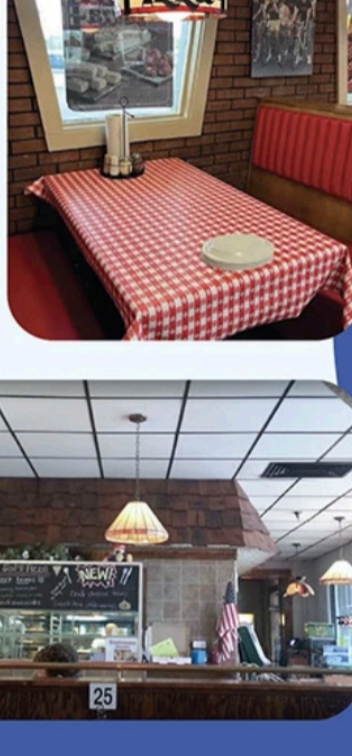
USER RESEARCH

OLIVER HURST Middle School Student "What if you got to learn to be a professional gamer? By then you could become rich and make money off the internet!" 9 Scars, Vermont, 12 years old	GOALS <ul style="list-style-type: none"> Play games with friends after school Find free games available on an iPad Look for more collectibles like Pokemon 	PROBLEMS <ul style="list-style-type: none"> Doesn't have a computer or console to game Can't spend money on video games Has a schedule limit every day for devices 	FEATURES <ul style="list-style-type: none"> Bright colors, really pictures, younger target audience for the game, no spending real money, can make friends, but no messaging system so it is safer (no candy crush) 	STORY <p>"I'm a young student, I want to find games on my iPad, so that I can practice sign manually become a professional gamer and make money."</p>	SCREENTIME <ul style="list-style-type: none"> Instagram Twitter YouTube TikTok
CARINA BIANCHI College Student/Intern "I travel in Texas, so I have to offer others to help me with my gang problem. I have friends in each town who help me."	GOALS <ul style="list-style-type: none"> Connect with friends who attend different universities Be active from school Be active from social media 	PROBLEMS <ul style="list-style-type: none"> Far away from friends and game Most money is going towards college tuition Can't get back to work between classes to use the time 	FEATURES <ul style="list-style-type: none"> Bright colors, really pictures, younger target audience for the game, no spending real money, can make friends, but no messaging system so it is safer (no candy crush) 	STORY <p>"I'm a young college actor, I want a way to pass the time, so that I don't have to watch time on my phone and still get to interact with friends who live far away."</p>	SCREENTIME <ul style="list-style-type: none"> Instagram Twitter YouTube TikTok
AMANI BORHAN Radiology Technician "Working in the hospital been on every day since, so I have to find a way to relax and enjoy my time."	GOALS <ul style="list-style-type: none"> Complete iPad Mini and Peach that collection Make money from real money games Meet people who share similar hobbies 	PROBLEMS <ul style="list-style-type: none"> Very busy during the week Has little space in the apartment for physical collections Having to go from playing her college class out 	FEATURES <ul style="list-style-type: none"> Don't have to work game, free to play, can collect items, can make friends, can make friends, can make friends, can make friends, can make friends 	STORY <p>"I'm a mystery box collector, I want a way to pass the time, so that I can have fun in my house and continue working money."</p>	SCREENTIME <ul style="list-style-type: none"> Instagram Twitter YouTube TikTok

This game is targeted towards younger children in middle school. Oliver Hurst is the best mock user out of the three. The game was designed with simple functions and minimal text to keep it easy for a child to operate. It is also important that the game is mobile as most children only have phones or tablets. Carina Bianchi and Amani Borhan are good examples of how it could also fit an older age range. There are sets you can complete for all the prizes, this is aimed at collectors who may use the app. With the old vending machine prizes, it gives a feeling of nostalgia. In addition, the game is completely free, all functions are available to every user.

INSPIRATION

This game took heavy inspiration from two pizza shops I went to a lot growing up. They both had those small prize vending machines and I always asked for change to play them. The bottom right photo is taken from one of the locations. The color palette and background art is heavily tailored to the style of older small pizzerias. The main colors are blue to stand out from the browns and reds. Both the colors and font were chosen to better match the target audience. Everything is vibrant and the text is round to make the game appear soft and cute. All of the icons are related to the pizzeria theme.



VISUAL DESIGN SYSTEM

TAB ICONS <p>Engaged and disengaged icons on the bottom bar.</p>	TOP BAR <p>Coin counter and timer.</p>	FONTS Title: Flagties HEADING FONT: Glossy Sheen Body Font: Jua Regular Text fonts in game.
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WIREFRAMES

Friends screen with picture icons on leaderboard, click to view profile info! | Trading screen with ability to swap out any duplicate prizes for GiocoCoins! | Money Screen where the user can collect coins to use the machines!



USER RESEARCH

TESTER ONE Steven Plays mobile games Tested on mobile	TESTER TWO Dominic Plays mobile games Likes to collect Tested on mobile	TESTER THREE Elliott Like to collect Prefers brighter color palette Tested on mobile	TESTER FOUR Ventura A card collector Loves playing arcade machines Tested on web	TESTER FIVE Maddox Plays video games Is in a freshman Tested on mobile
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After getting different demographics to test the game, there was one main issue that kept popping up. The icons for the bottom bar were not that recognizable. Users were confused on the functions of each tab you could click. When revising, a tutorial was added to the beginning to explain every section the user can navigate to.