

* Quiz Duel Party! *

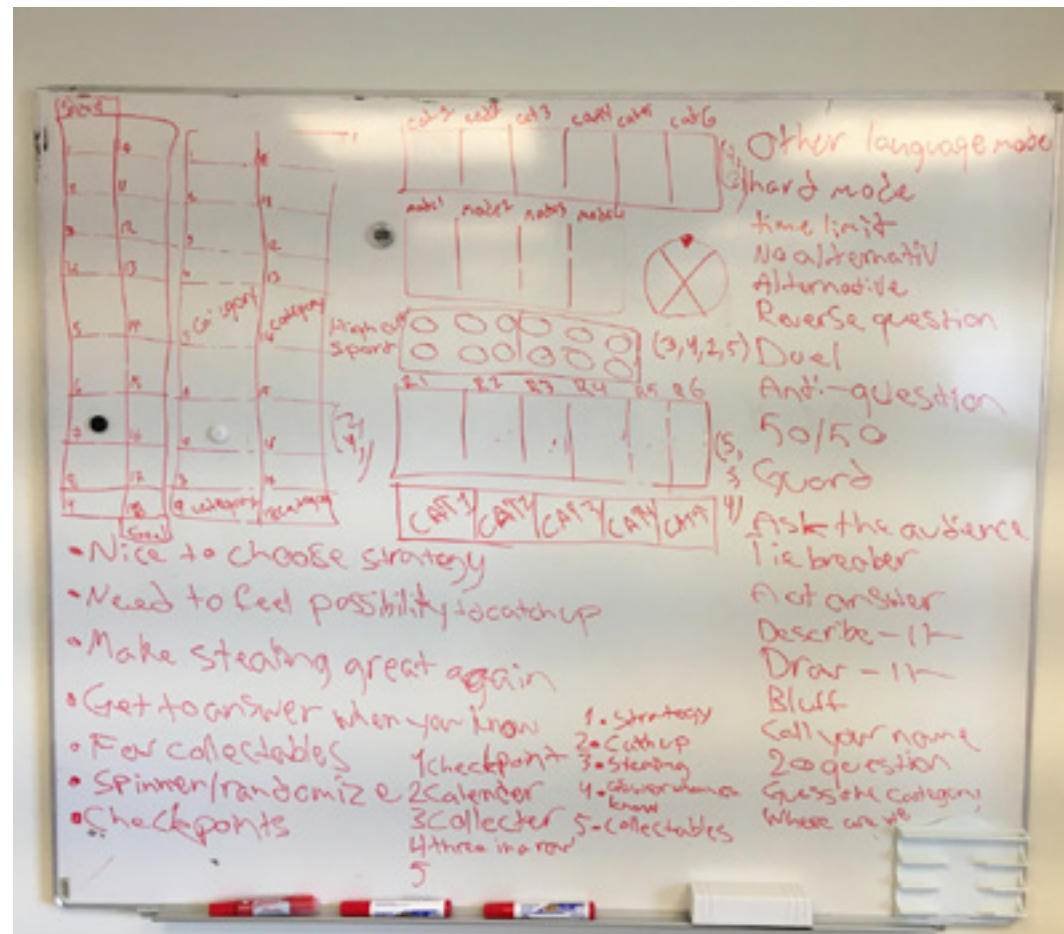
The process: concept, sketches, wireframes & testing

1.0_Concept

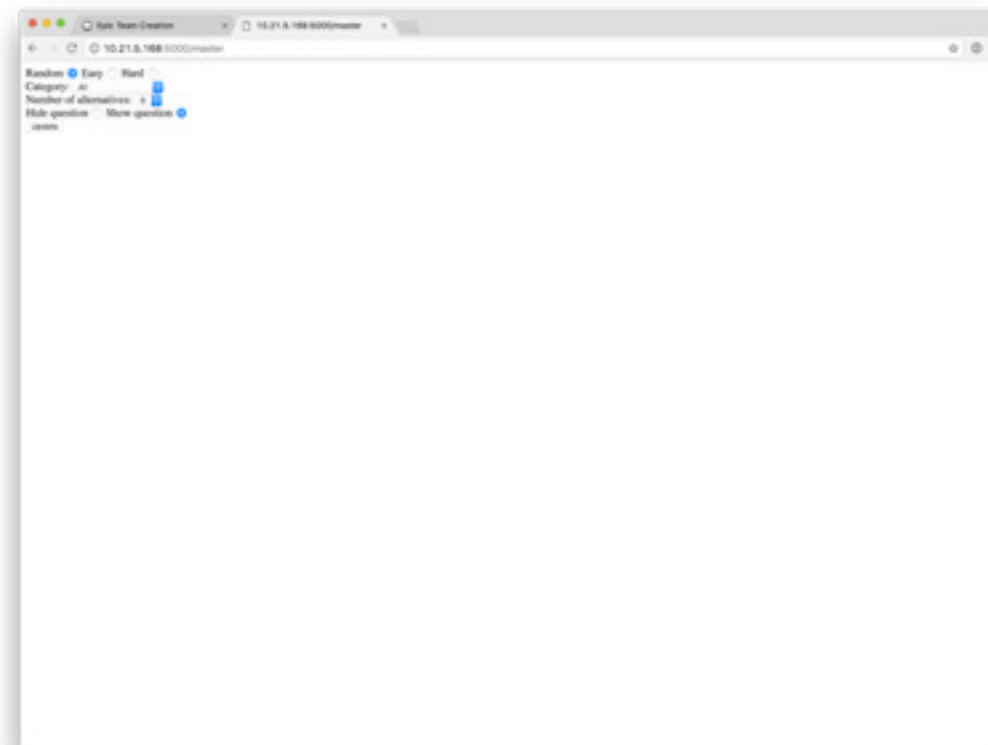


We knew the core concept of the game already so we had almost a full week of intensive brainstorming sessions to come up with a number of potentially good ideas. The objective was to build a couple of prototypes to test 2 or 3 of these ideas.

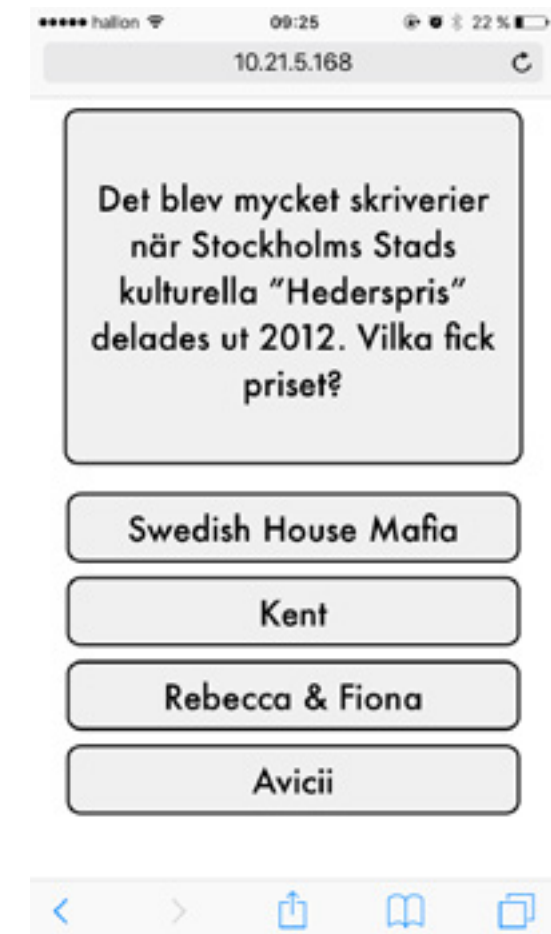
Core concept of the game: Fun, Simple, Board Game Feel.



Down to basics: a white board and a marker is all that is needed when brainstorming.



The first prototype we made: basic html. We fetched the questions we needed from a database with this tool.



This was displayed on the phone after we fetched the question with the other tool.

2.0_Testing



Throughout the whole process we made sure to test constantly with users both from the office and from the outside. This gave up constant feedback to iterate quickly and test again.



One of the first tests with did on the outside. A sunny day with happy park goers. We used one of the first prototypes in this test.



We also conducted controlled user tests in the office. In this case the game was already implemented in code and on a device.



All the team was present in most of the user tests: both devs and I. We took notes and sometimes recorded the sessions. Then had recap sessions right after the tests.

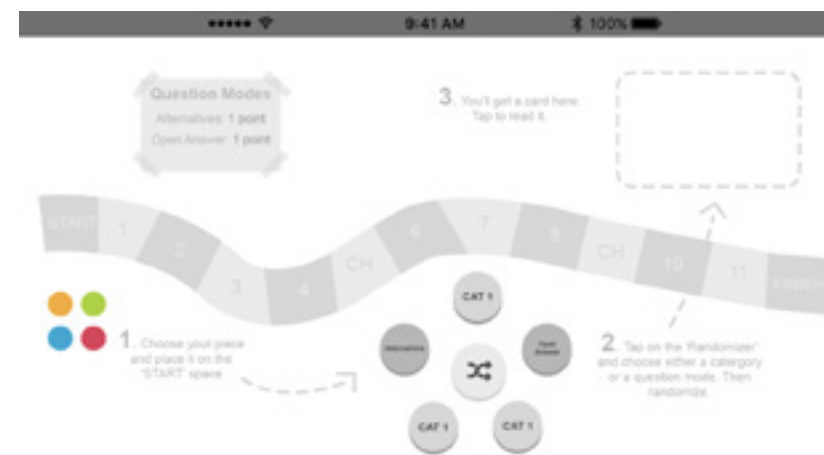
3.0_Wireframes



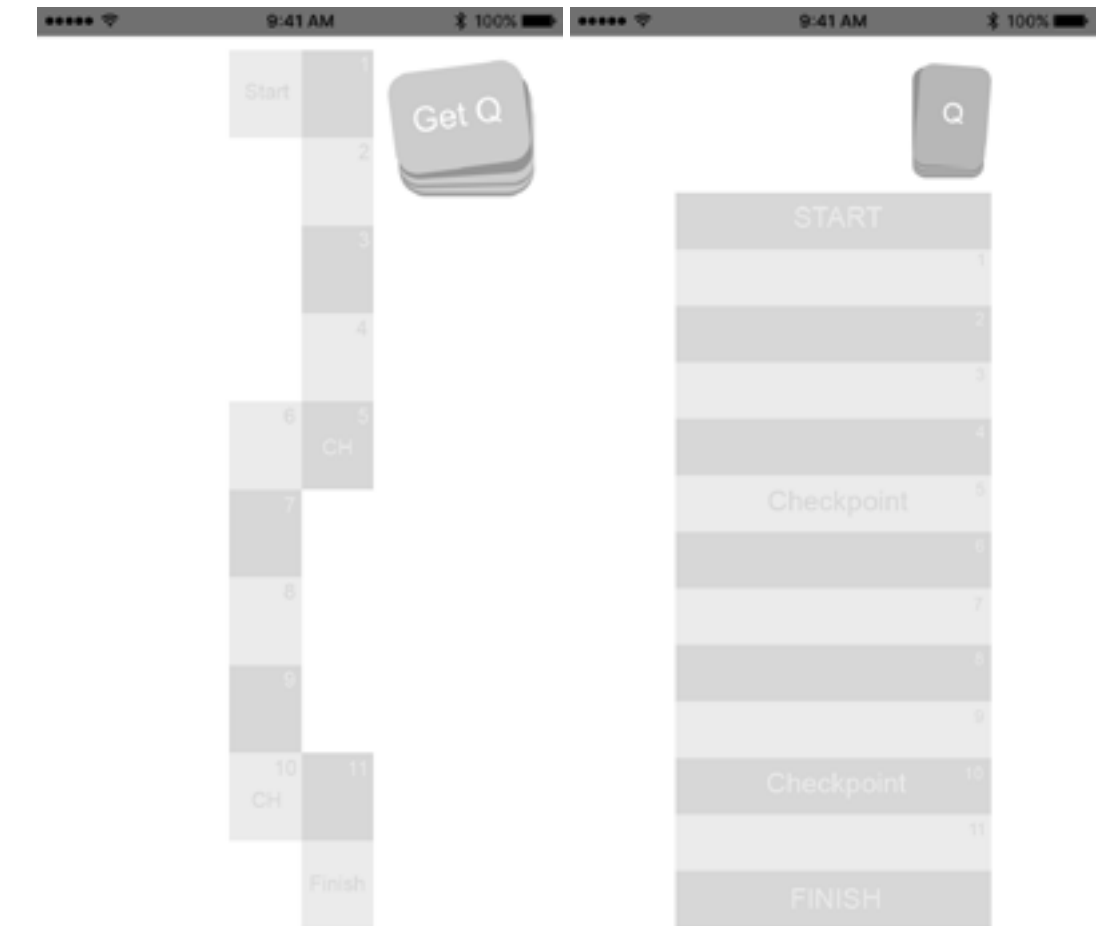
After the first couple of fast prototypes and tests I started doing wireframes of a more defined product. First on paper and then digitally. We used the digital wireframes to create quick prototypes that we could test on ourselves and on other people. We also tested potential features.



I first made paper wireframes that the team analyzed. I then proceeded to the digital wireframe stage.



The first digital wireframe of the board. We quickly discarded it because it was too hard to navigate through it.



Other two proposals for the board. We also got rid of these because it was a struggle to zoom in and zoom out every time the player had to move forward.

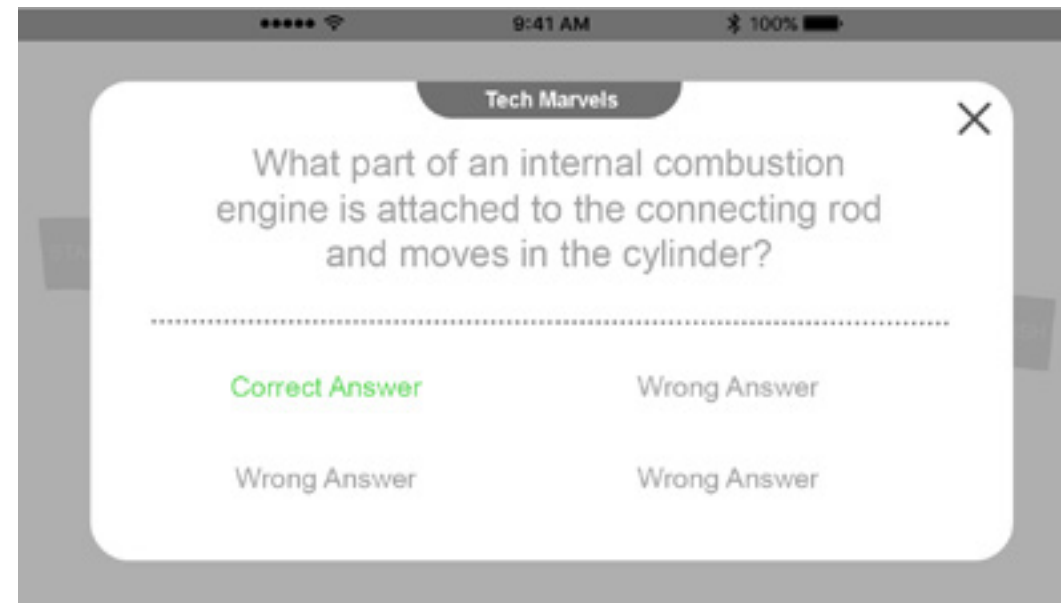
3.1_Wireframes



Apart from the boards we also wireframed and tested different kinds of question cards. I made quick prototypes using the Justinmind software to make interactive animations that were as close to the real thing as possible without coding them. At this point of the process the devs were already focusing on backend stuff.



Q Card prototype one: the player slides the top cover to reveal the correct answer. *Discarded*



Q Card prototype two: the player taps on the card to reveal correct answer. *Chosen*



Q Card prototype three: the player taps the cover to reveal all of the options and the correct answer. *Discarded*

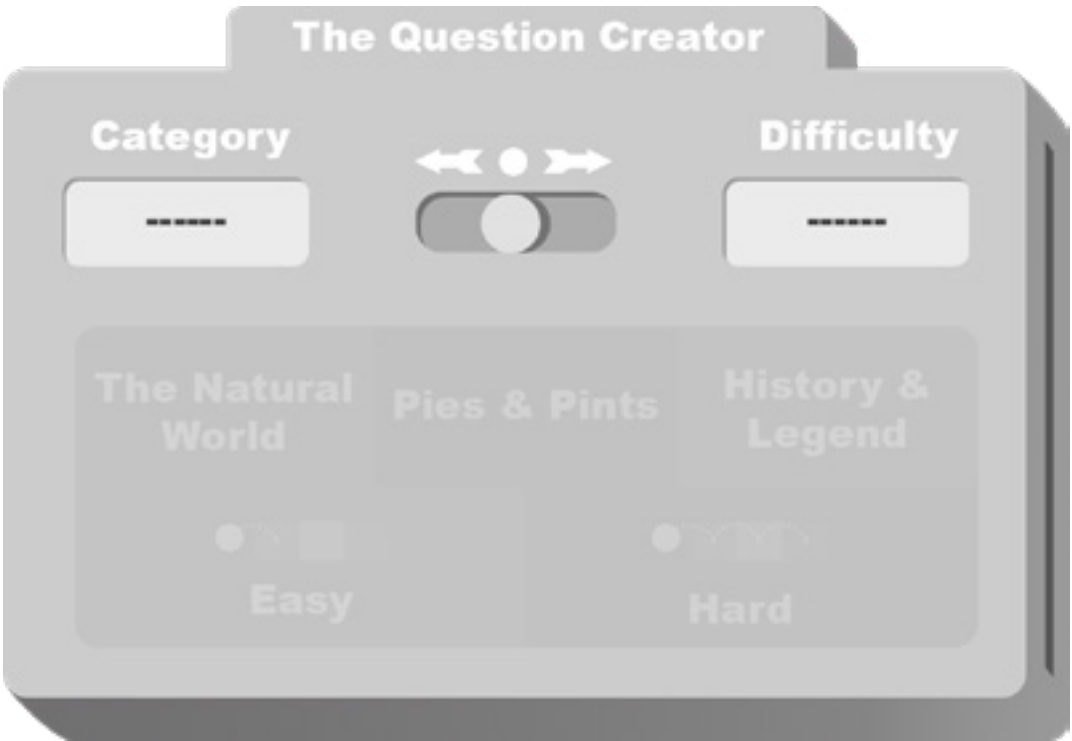
3.2_Wireframes



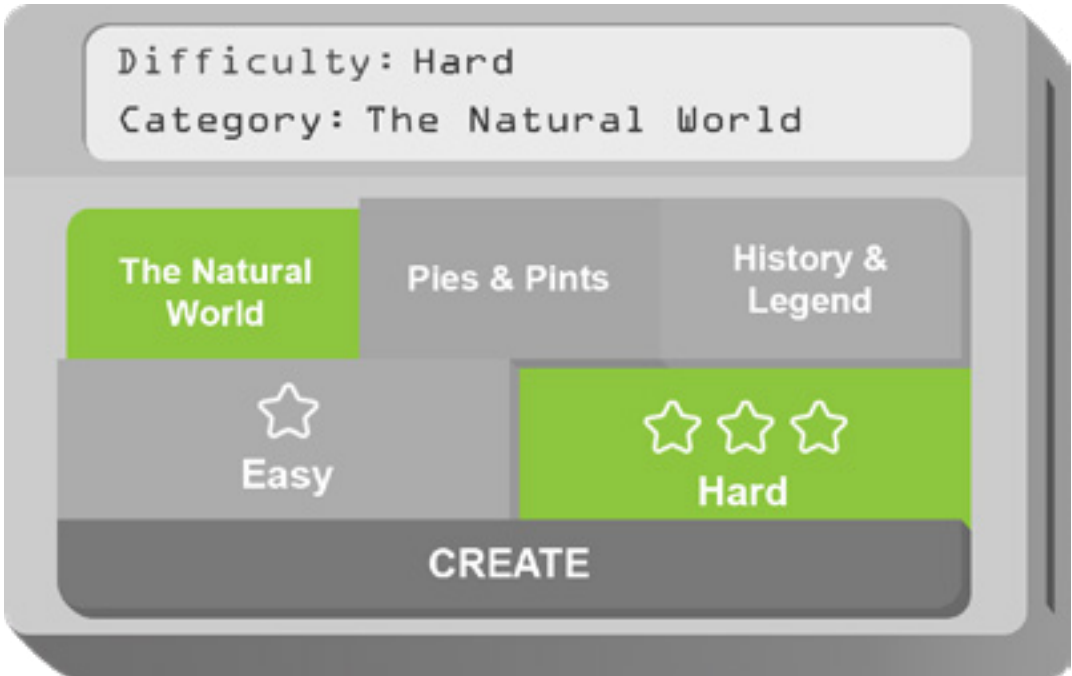
An important part of the game was choosing the question category and the difficulty. For a long while we were stuck with the idea that a fancy dispenser machine would be cool. After testing many concepts with people we scrapped the idea completely and went with a simpler concept, which proved to be what worked (Keep It Simple Stupid).



Dispenser 1: Choose either category or difficulty and then randomize.
Discarded



Dispenser 2: A cool machine that let's you choose either category or difficulty. The results display on small screens.
Discarded



Dispenser 3: Another machine. In this case the player tapped directly on either a category or a difficulty and the randomizing process started automatically. *Discarded*

3.3_Final Wireframes



After testing many wireframes of boards we decided to go with a simpler version that fit on the screen. This would be the board that would be in the final release. We also chose the pieces. It was now time to start working on the look and feel of the game.



The final shape of the board was perfect for the aspect ratio of mobile devices. In this particular image we still thought the dispenser idea was going to work.

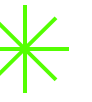


The view of a game about to start: on the left the dispenser (later card deck) and on the right the game pieces.

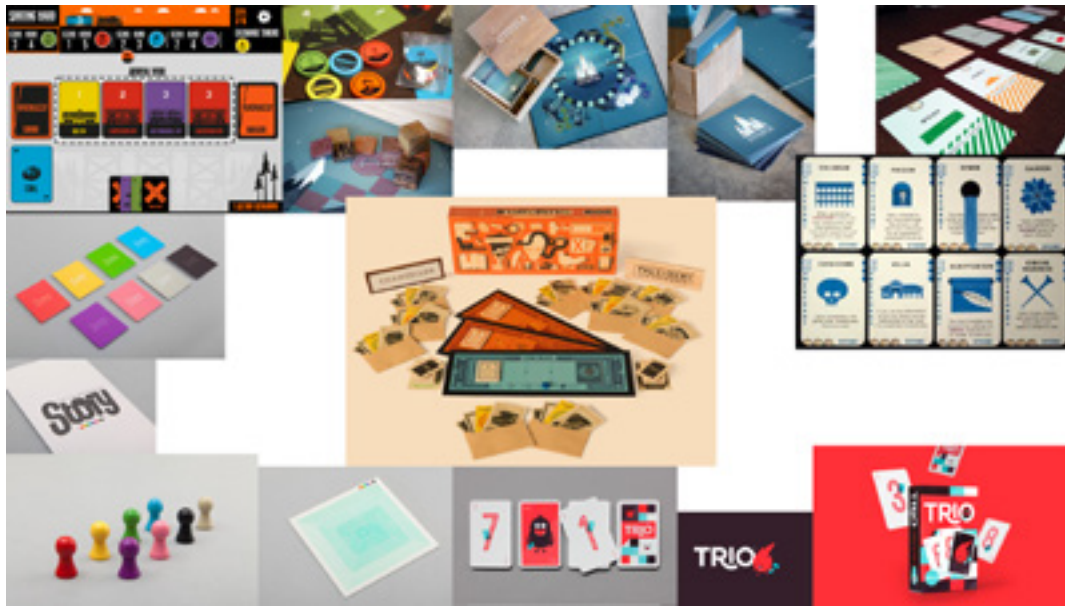


A view of the work space before a test in between wireframes and prototypes.

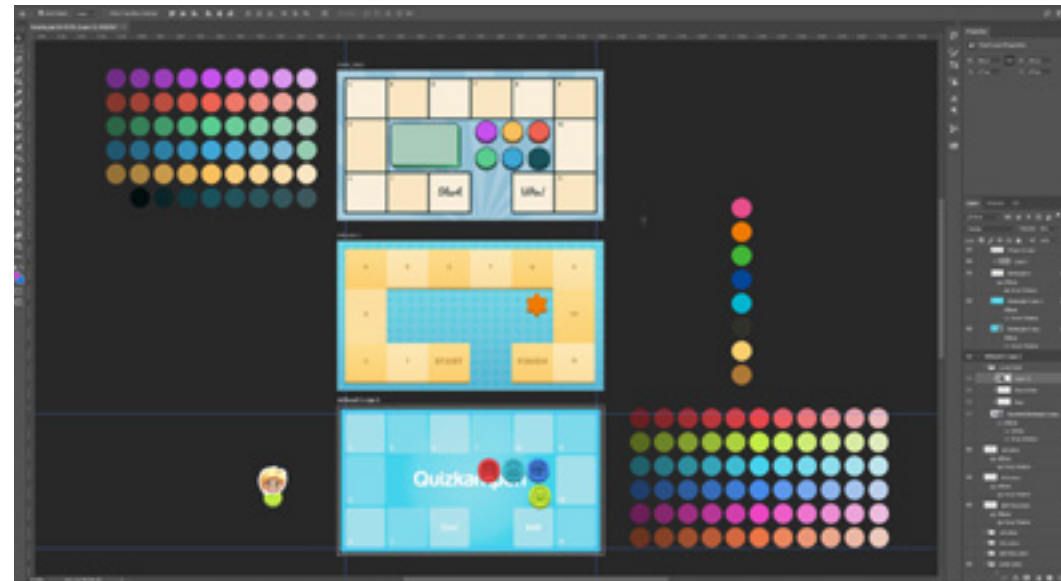
4.0_Art and GFX



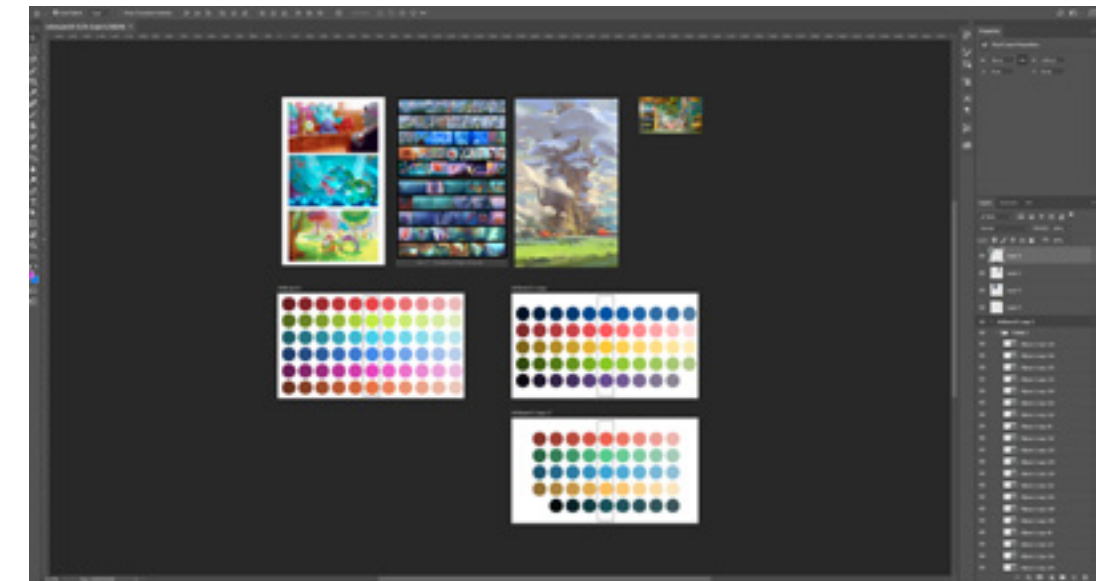
Now that we had a more defined game it was time to give a look and feel to it. We knew we wanted a game that looked kind of real. I made research about other existing products and then we decided to have a meeting to discuss which style of game we wanted. In the end I came up with a style that was a combination of reality and fiction.



Moodboard of board games we liked.



Choosing the style.



Color studies and palettes.

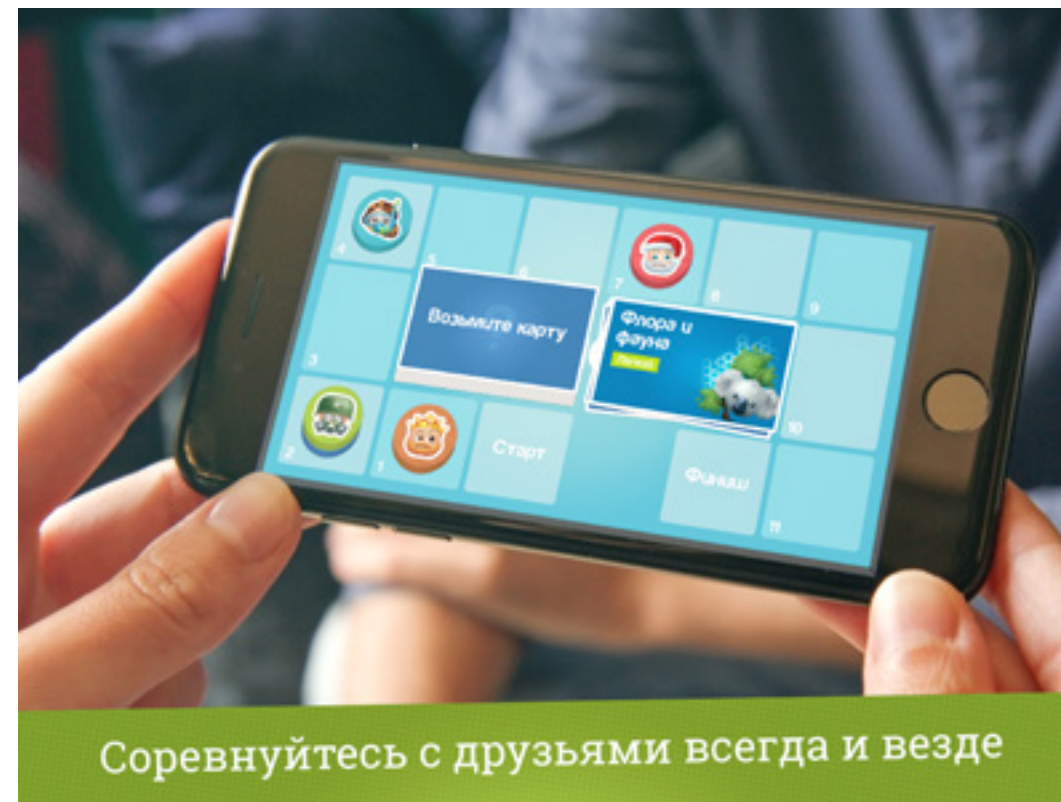
5.0_Launch



After choosing the style of the game we started full implementation. The game was made in Unity so I had to take into account some factors when exporting the assets. We made one Alpha launch and one Beta launch in selected countries where the Quiz Duel brand was strong like France and Russia.



Screenshots for the French app store.



Screenshots for the Russian app store.



Icon A/B testing: which icon performs better when it comes to CPI and attraction to tap?