



SCATTER BOXX

A Fun Place for Puzzle Lovers

ADDENDUM

MIDPOINT RESUBMIT - ADDENDUM

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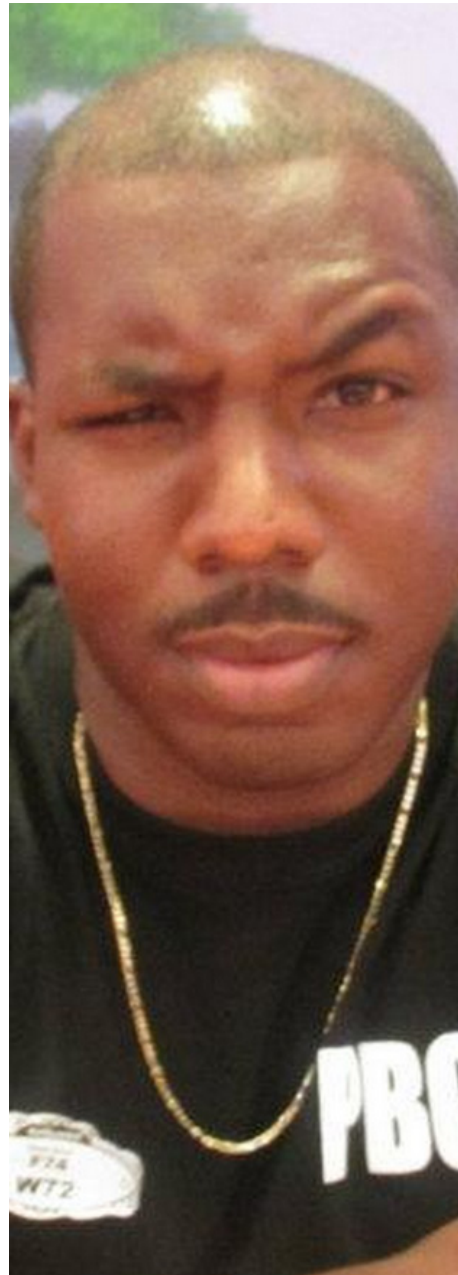
SCATTERBOXX



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* required for resubmit

Our Target Audience



The primary target audience are millennials: 18-34 years of age, male and female, ambitious, results-oriented, but also young at heart. They are Puzzle Lovers. They need to remain mentally active. They enjoy good, fun, brain stimulating problem solving exercises and have a competitive nature. They are seeking a community of puzzle lovers who enjoy being intellectually challenged and they desire to play and compete them, along with their circle of friends. They makeup majority of mobile users and will benefit greatly from using this mobile application.

They appreciate what they get from the experience because it conveniently allows them access to their most favorite hobby.

Persona #1

THE ACTIVELY ENGAGED PUZZLER

Demographic Info

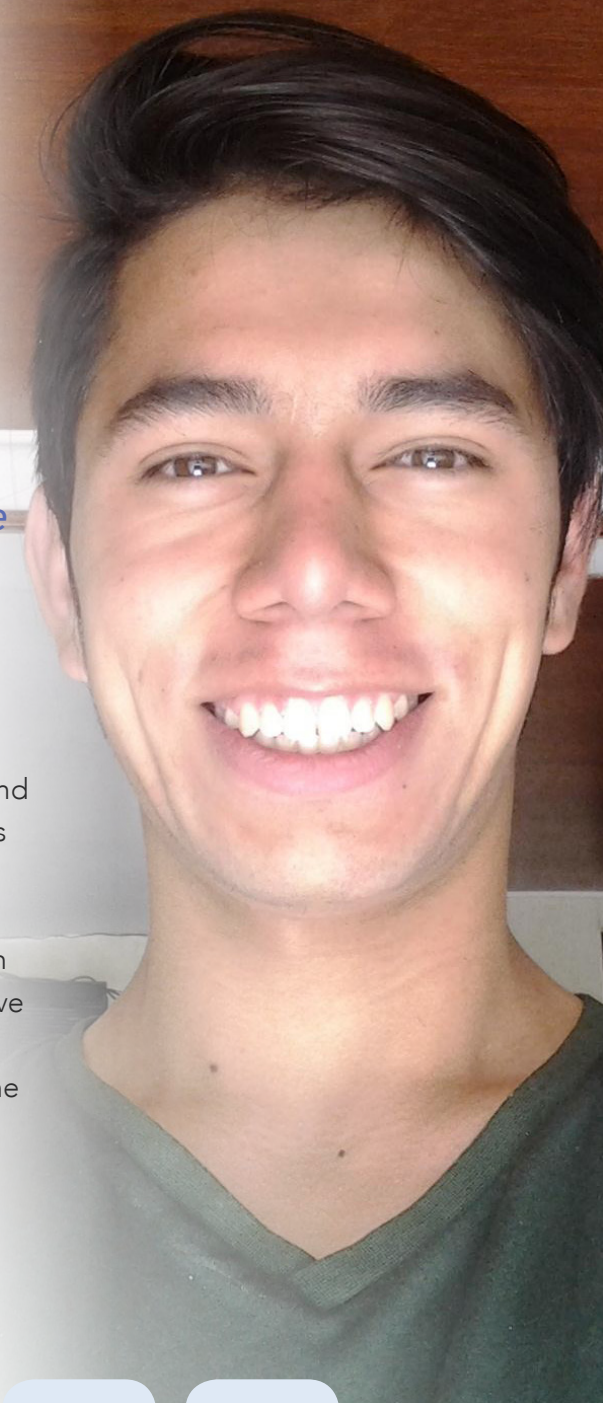
Name: Geoffrey Tarin
Education: Associate Degree
City: San Francisco, CA
Age: 19
Language: English
Device: iPhone 6

Meet Geoffrey

19 Yrs old / Full-Time Student /
Part-Time Barista

“ I love connecting with my circle of friends through fun puzzle exercises ”

Meet Geoffrey. He is currently a full time student and a big puzzle lover. He works hard and studies hard, but he is also a kid at heart and loves interacting and having fun with his friends online. Geoffrey has over 700 online friends and loves to maintain good relationships. He appreciates the convenience of interacting with everyone in an online format. He's very proactive and initiate things first. He's gets amused and excited with puzzles and appreciates it when the interaction is rewarding and brain stimulating.



USER TASK FLOW #1

“I want to challenge you on a puzzle”



Persona #2

THE GOAL ORIENTED PUZZLE LOVER

Demographic Info

Name: Tara Finch
Education: Master's Degree
City: San Francisco CA
Age: 30
Language: English
Device: iPhone 6

Meet Tara

30 Yrs old / Marketing Manager

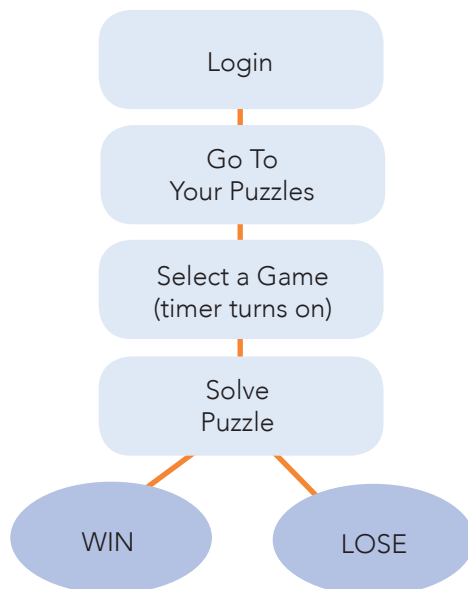
“ I love playing casual games that stimulates my mind ”

Jenna is a career oriented woman seeking convenient ways to exercise her brain and maintain mental and spacial sharpness. Doing so gives her visual clarity and helps her stay focused and on point with her problem solving, decision making process at work. She is an avid puzzle lover and loves working on puzzle exercises during lunch breaks and her time off. She grew up playing puzzles since she was a child and it has been a huge influence on her since her childhood. She plays puzzles with her grandparents a lot and she finds it has positive benefits on their mental stimulation.



USER TASK FLOW #2

“I want to solve puzzles”



Persona #3

THE FAST & COMPETITIVE OVER ACHIEVER

Demographic Info

Name: Marcus Davis
Education: Master's Degree
City: Palo Alto, CA
Age: 25
Language: English
Device: Samsung Android

Meet Marcus

25 Yrs old / Engineer Student

“I’m proud to say I’m very competitive and I like to beat my friends before they beat me”

Meet Marcus. He values his time and energy on his academics and research because it stimulates his brain. Marcus loves technology and finds himself spending a lot of his time on his mobile device connecting with people and friends who share his same interests. He’s actively involved in puzzle games because it challenges his brain in a fun and positive way. He is a quick thinker and loves to be mentally challenged. He’s very competitive and always want to win. Winning gives him self-pride and he loves to showcase his achievements

USER TASK FLOW #3

“I am a Gold player and I want to customize my theme environment”

Login

Click icon
“Customize”

Scroll on
19 themes

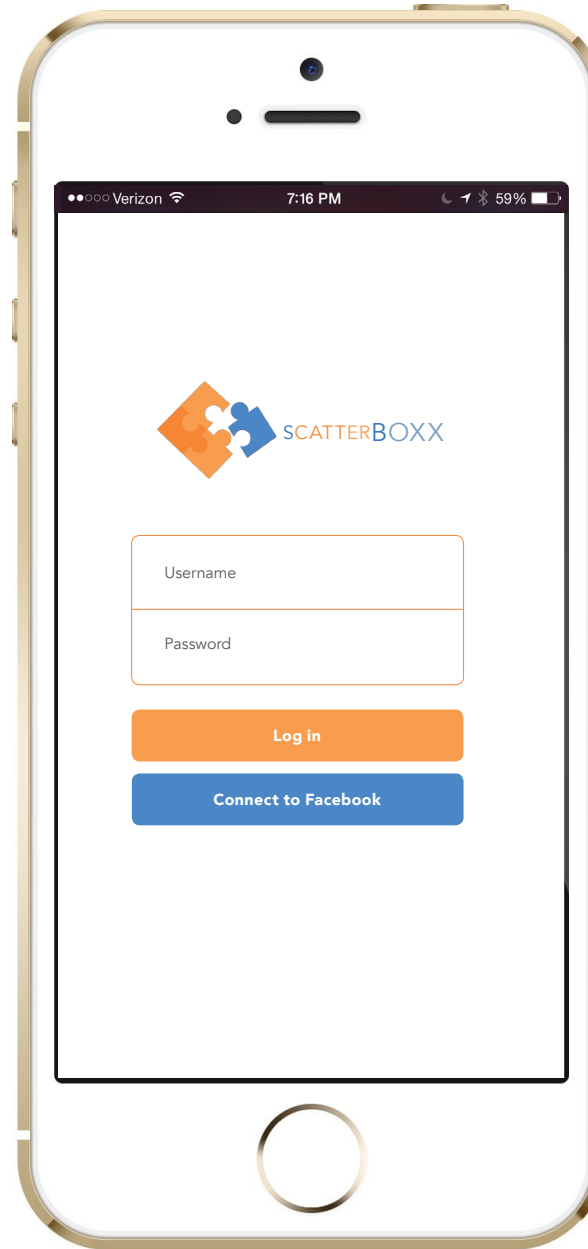
Pick a
Theme

Click
Done

Chosen Platform

MOBILE DEVICE

The chosen platform is mobile web application. The highly dynamic apps of web 3.0 will be tailored to a specific platform designed to match every web-enabled mobile phone.



Problem / Solution / Needs / Goals

PROBLEM

1. There is no community for puzzle lovers who can connect and interact with people who share similar interests in exercising their brain. Most puzzle enthusiasts are playing alone and by themselves. They are not actively engaging, or challenged in a competitive, time based format.
2. Most importantly, people not exercising their brain in the long term, may get cancer, Alzheimer's disease or diabetes in old age.

“Long term brain laziness can cause cancer, Alzheimer’s disease or diabetes.”

- Erinna Ochu, Neuroscientist,
University of Manchester

NEEDS

The Users need to get intellectually stimulated and challenged in a fun, casual environment. They want to connect with people who they have a common interest with. The pride of solving puzzles and winning makes people proud of their earned achievements.

SOLUTION

- improves memory & mental sharpness
- develops critical thinking
- enhances spatial & visual perception
- increases dopamine production in the brain
- heightens creativity
- hones coordination
- stimulates the whole brain

“[puzzle games] offers...hope for preventing and treating brain diseases”

GOAL

Creates a community for adults to play, interact, compete, challenge each other with people who share their common interest--for the love of puzzle solving games. To get them to want to keep coming back because they want to keep their ranking

Research Analysis

BRAIN EXERCISE

“People who do jigsaw puzzles show greater spatial ability”

- Sherry Willis, Psychologist of Pennsylvania State University

Individuals actively engaged in jigsaw puzzles have a longer life span and a reduced chance of developing Alzheimer’s, memory loss, dementia, diabetes, and other old age problems.

- McArthur Study

“Challenging games serve as a kind of stimulus for dendritic growth...in your brain.”

- Erinma Ochu, Neuroscientist, University of Manchester

Evidence is accumulating that the brain works a lot like a muscle -- the harder you use it, the more it grows. This has opened up an exciting world of possibilities for treating strokes and head injuries -- and warding off Alzheimer’s disease.



18-34 years old is the dominant age group who are actively engaged on their mobile device.

93% are focused on their college education and improving their decision skills and development.

- PewResearch Center’s Fact Sheets

What is SCATTERBOXX?

Scatterboxx provides a fun puzzle solving environment where users can interact and solve puzzles and challenge each other--their friends, or random players online. The more puzzles they solve the more points they earn, and points translate as medal achievements. This creates a fun, friendly, competitive environment for all puzzle enthusiasts who share a common interest of love for puzzle games.

FEATURES

Puzzle Cuts

Categories:

1. Easy cuts-- for beginners, shows image picture to guide = 1 pts
2. Fun cuts -- circle cuts, slider puzzles, tetris cuts, odd cuts = 2 pts
3. Hard cuts-- rotating images, image hidden = 3 pts

Regular user access to only 1 standard jigsaw cut
Bronze medal opens up 1 cut per each category
Silver medal opens up 2 cuts per each category
Gold medal opens all cuts and ALSO customize theme/environment

Points system:

Regular user: 0-19
Bronze: 20-39
Silver: 40-59
Gold: 60+

After a week of no activity, the point system resets. Notification reminders alerts players
If user Guesses image, earn 1 point. If user wants to see image on medium or hard cuts, subtract 1 point.

Incentive for excitement. If solved under 2 minutes, there will be a bonus popup with stars, fireworks depicting how super the player is. It motivates players to excel.
If solved, image gleams/shines and there's a replay button of how the user pieced the puzzle..or you can skip it.
Has a message board for conversations.



Puzzle Cuts

Original Image



Applied Cut



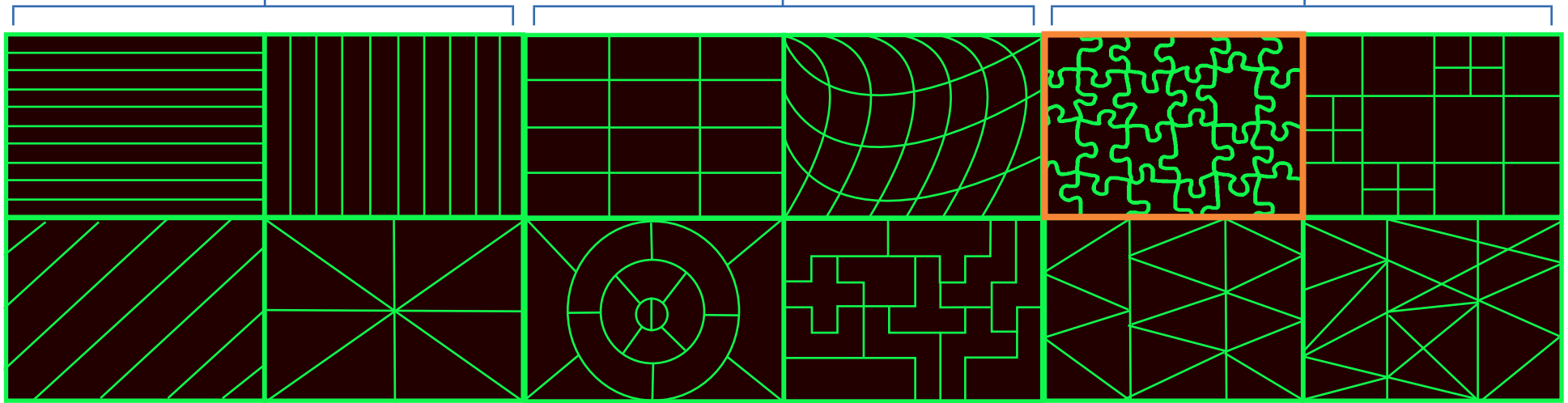
Separated Cuts



Easy cuts

Fun cuts (sliding)

Hard cuts (rotating pieces)



Puzzle Pieces

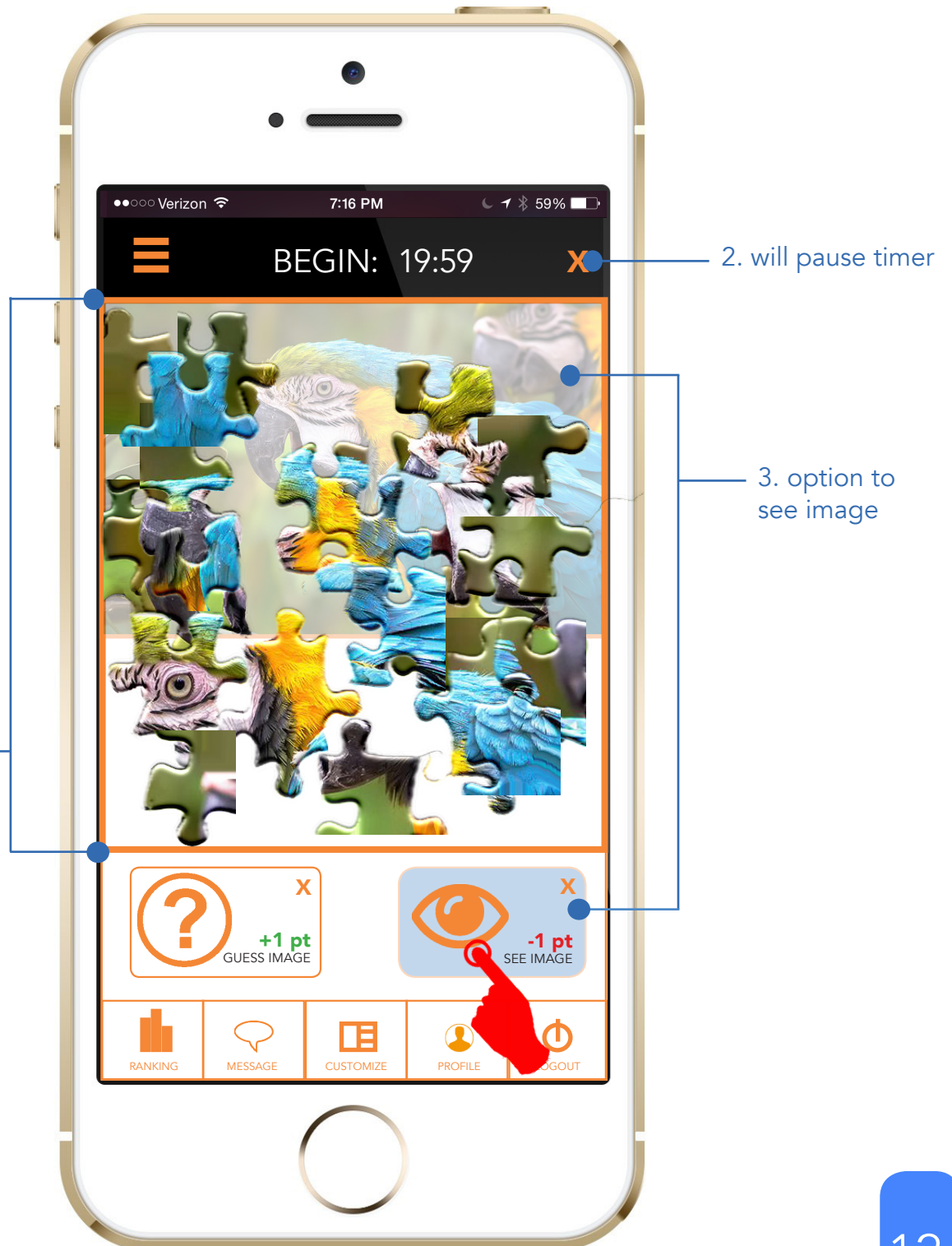
Sample visual depiction of the puzzle pieces layed out when a user is piecing and solving the puzzle.

1. The orange border is the play space to piece and solve the puzzles

2. When user clicks on the close button, it will pause the timer, close the game, and return to the game board.

3. If user clicks "See Image" button, the hidden image will appear

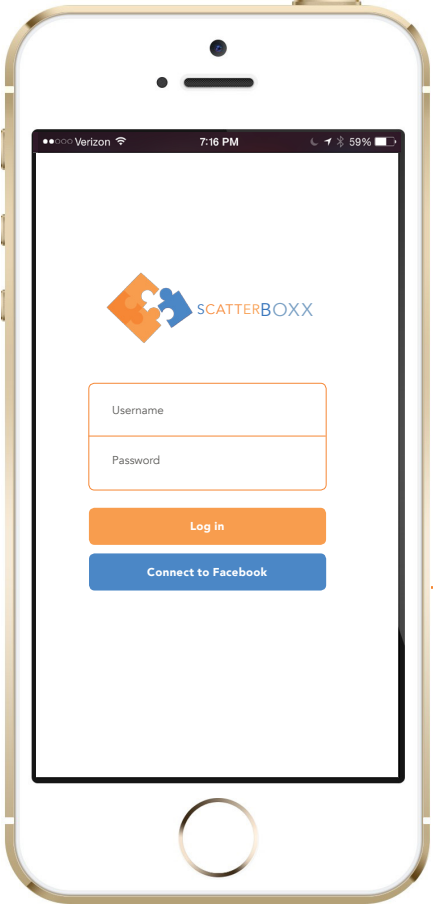
1. play space



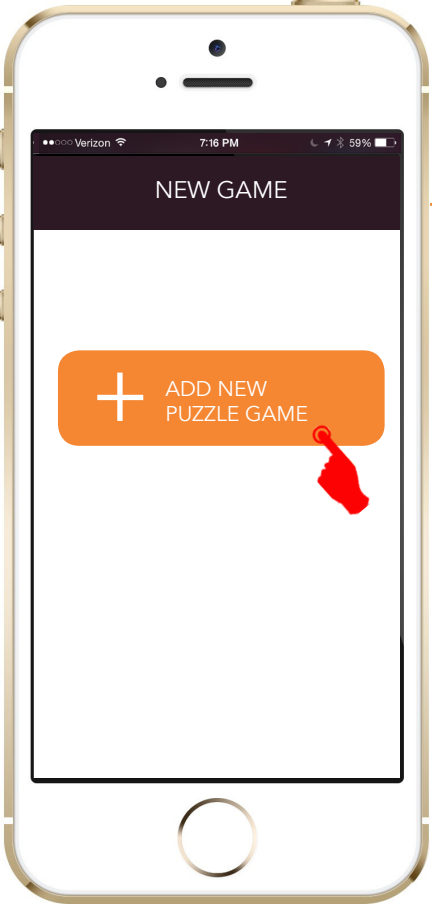
Proof of Concept

USER TASK FLOW #1

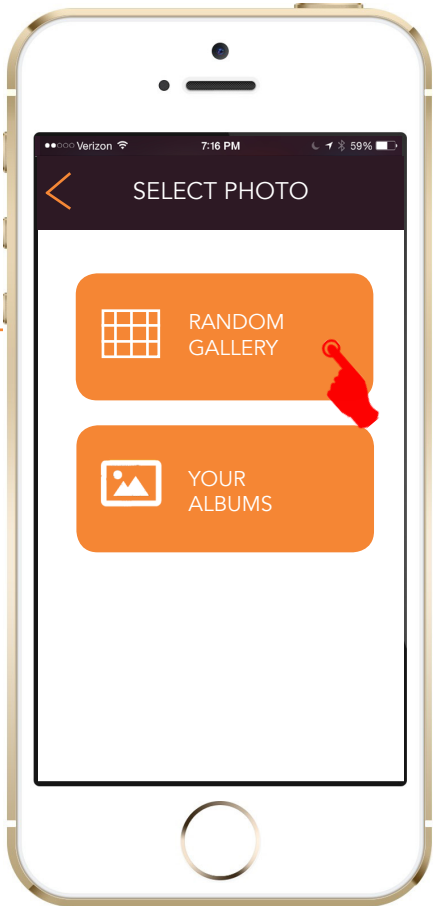
"I want to challenge you on a puzzle"



1 of 9. Login



2 of 9. Start New Game

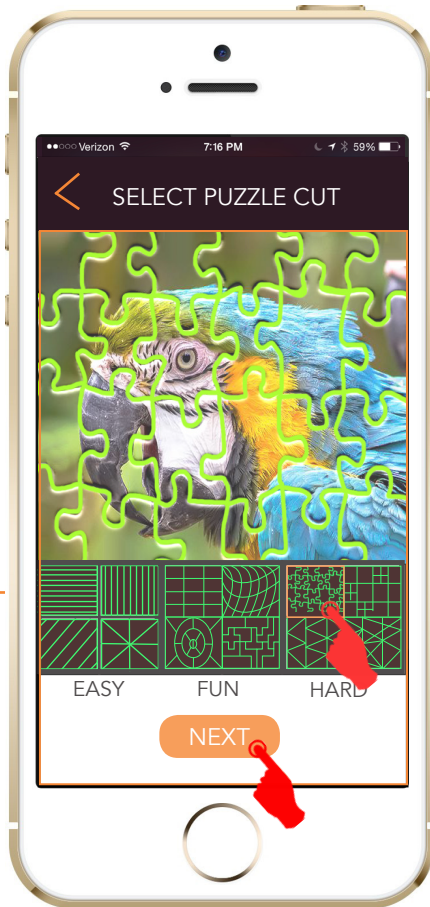


3 of 9. Select Photo from Random Gallery or Your Album

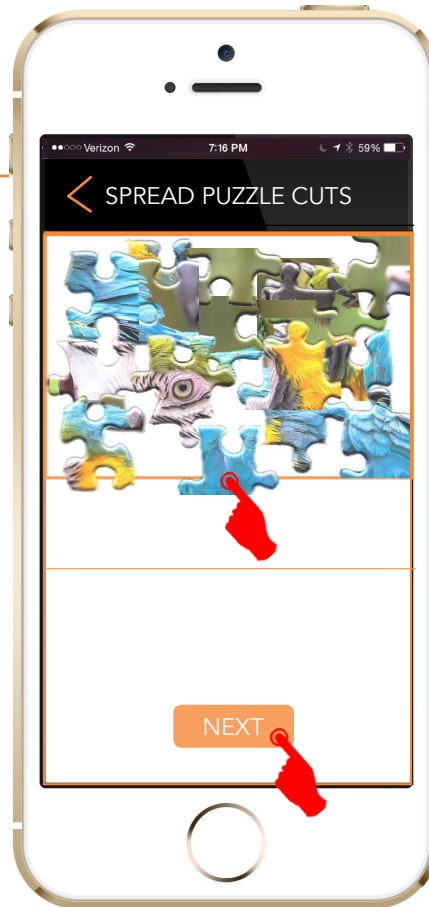
Proof of Concept

USER TASK FLOW #1

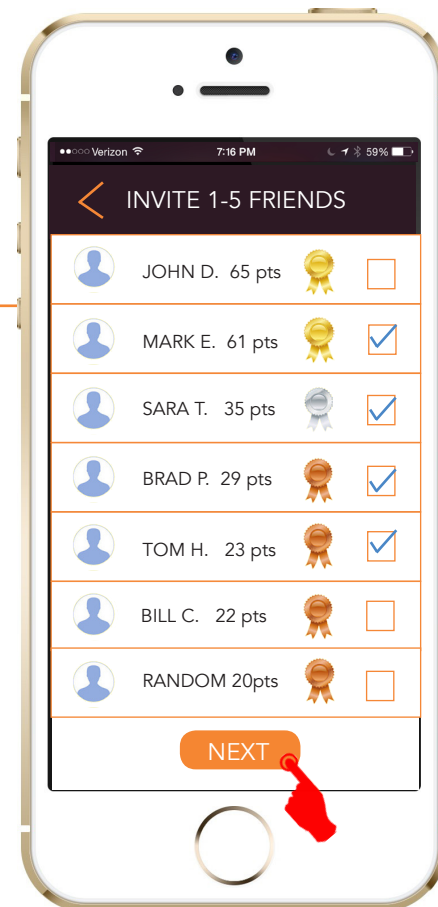
"I want to challenge you on a puzzle"



4 of 9. Select Your Cut



5 of 9. Spread Puzzle Cuts

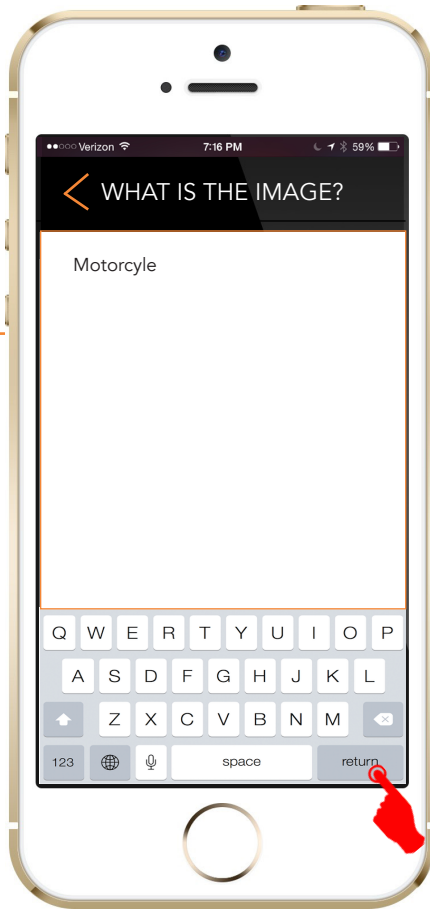


6 of 9. Invite Friends

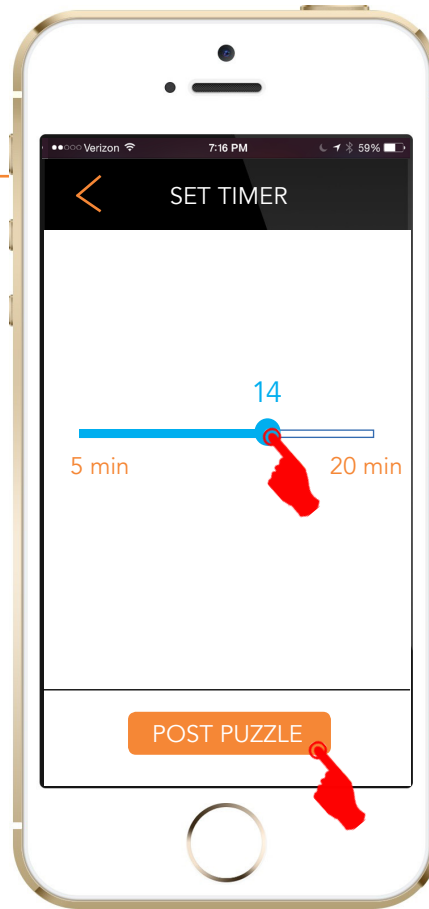
Proof of Concept

USER TASK FLOW #1

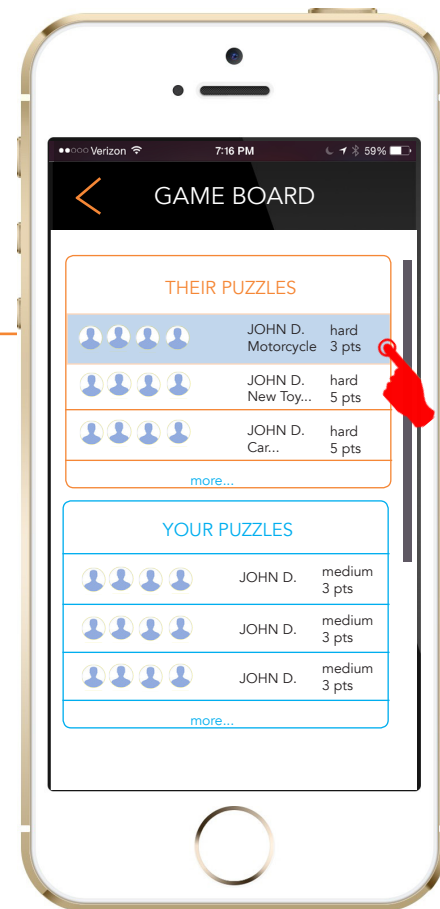
"I want to challenge you on a puzzle"



7 of 9. Write Image Subject



8 of 9. Set Timer & Post Puzzle

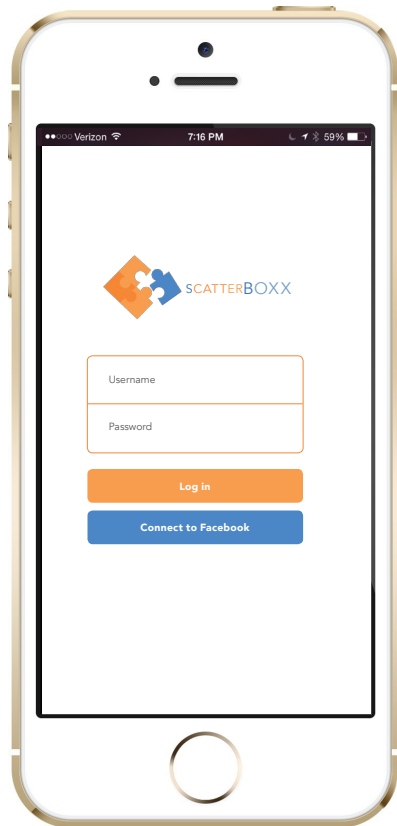


9 of 9. Listed on Game Board

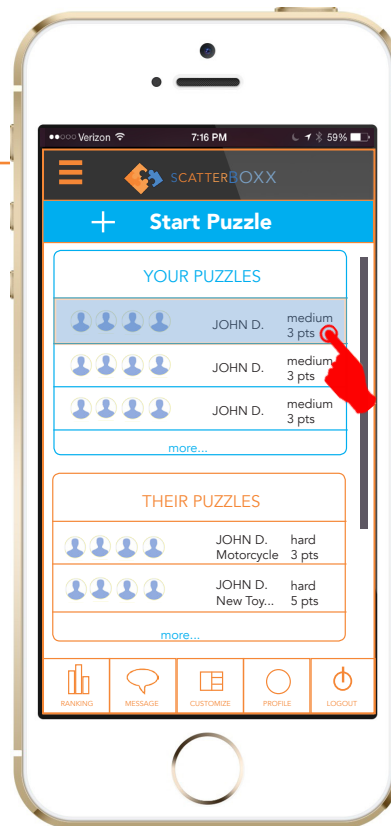
PROOF OF CONCEPT

USER TASK FLOW #2

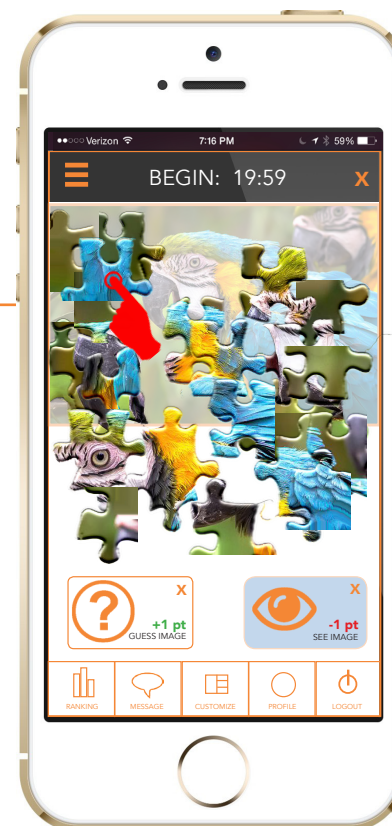
"I want to solve puzzle"



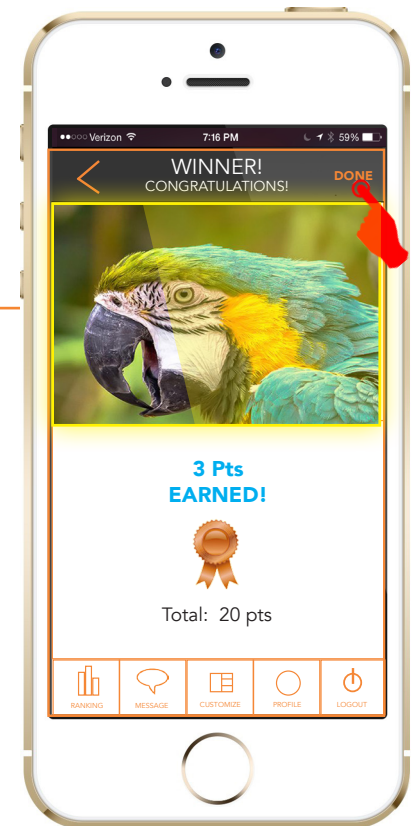
1 of 5. Log in



2 of 5. Select Your Game



3 of 5. Solve Puzzles

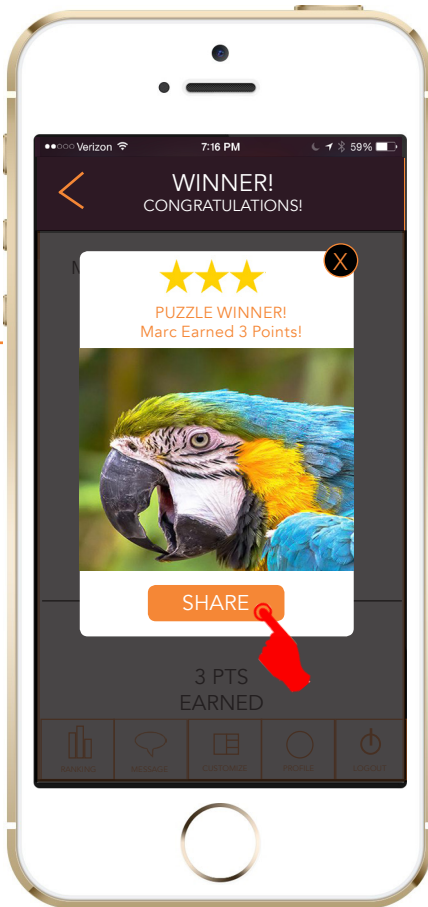


4 of 5. Puzzle Solved

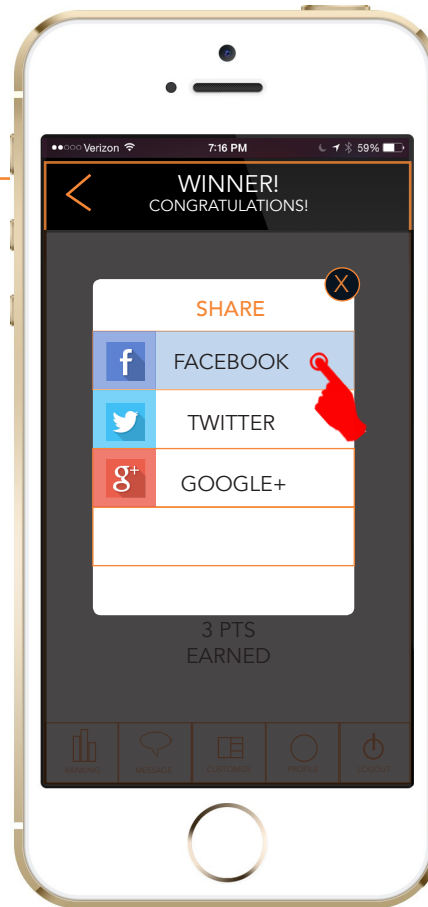
Proof of Concept

USER TASK FLOW #2

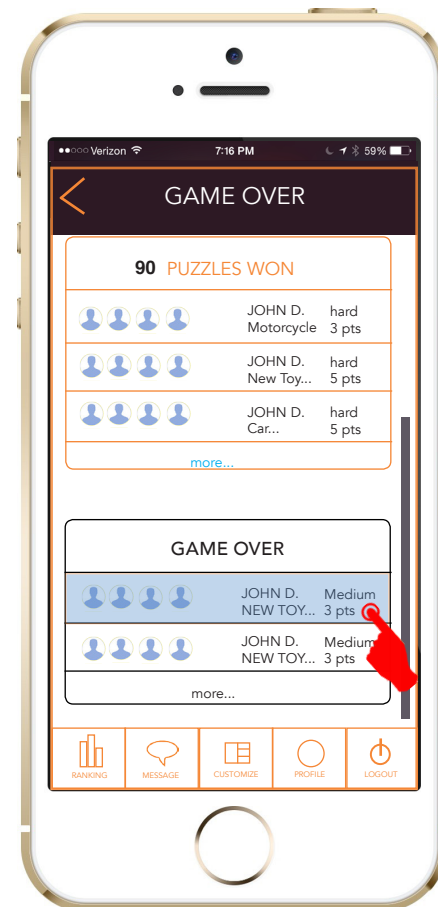
"I want to solve puzzles"



5A. If Winner, Pop-up Win



5B. Share

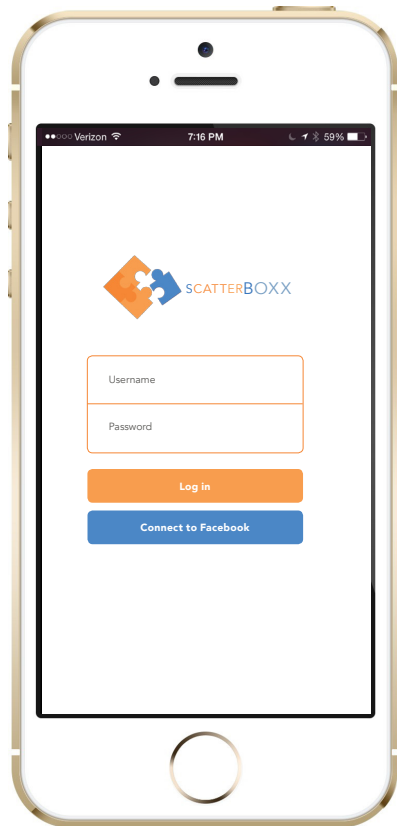


5C. If Lose, Game Over, Auto-populates to List

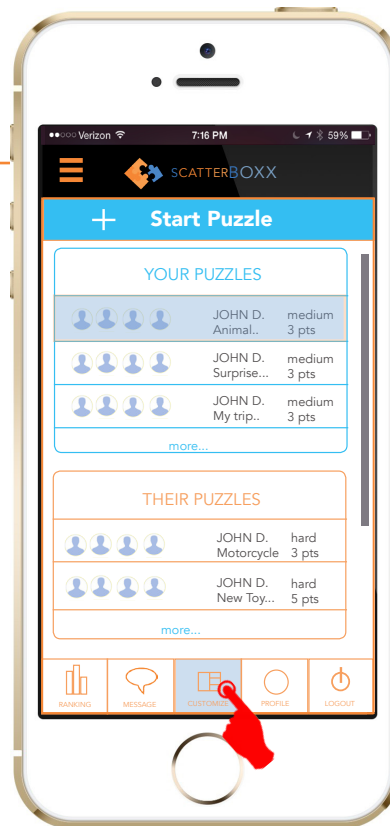
Proof of Concept

USER TASK FLOW #3

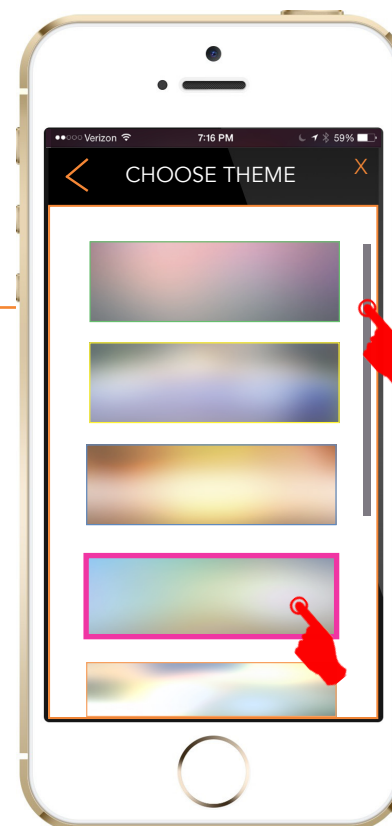
"I want to customize my theme environment"



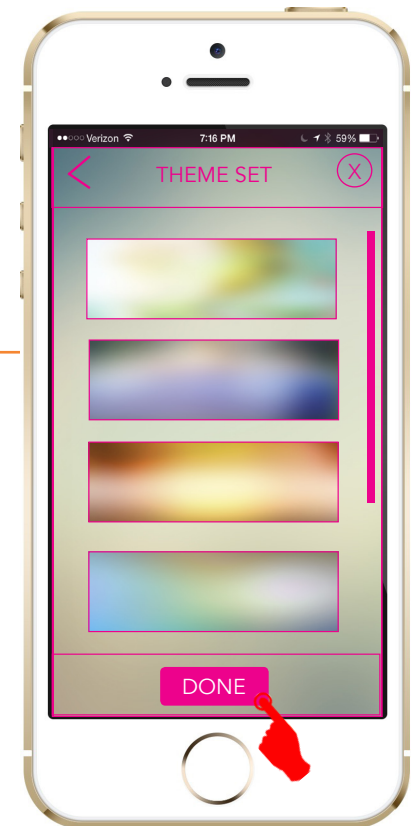
1 of 4. Login



2 of 4. Click "Customize" Icon
(Gold Players Only)



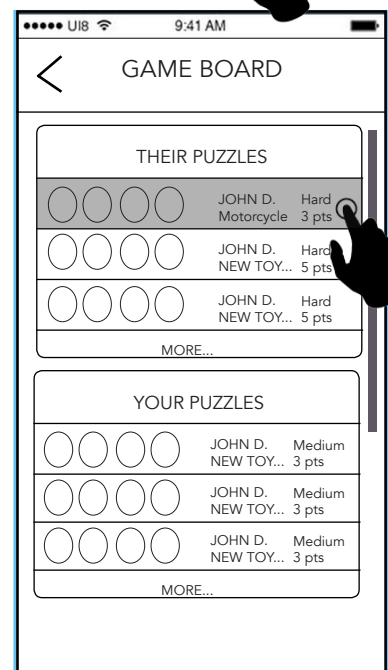
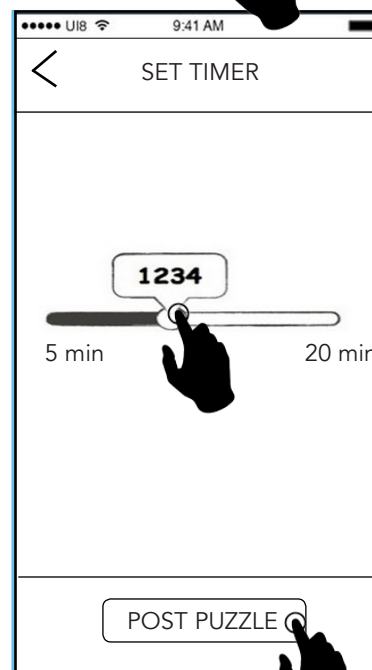
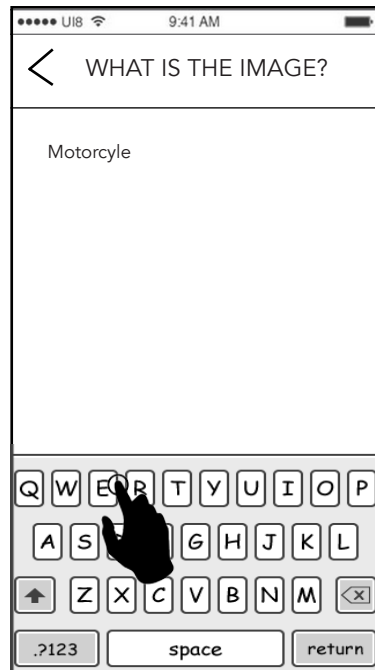
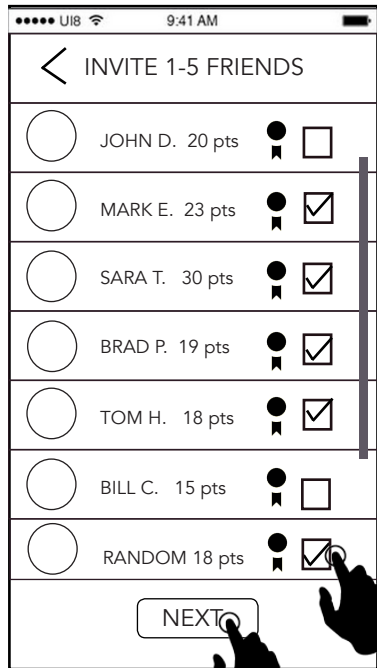
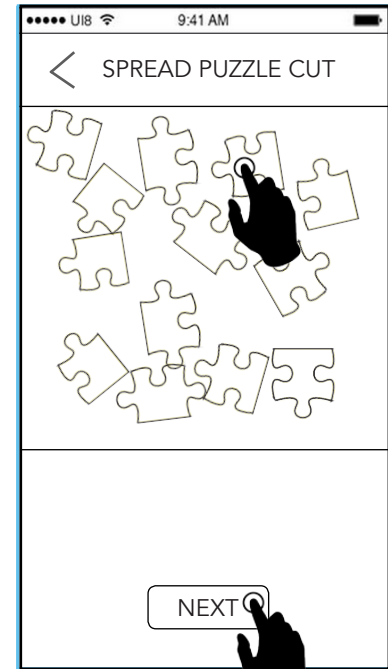
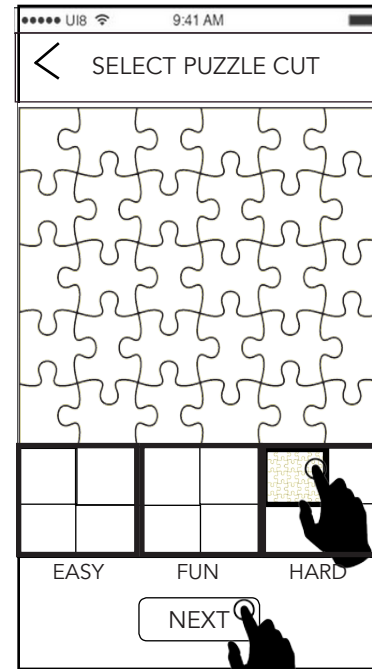
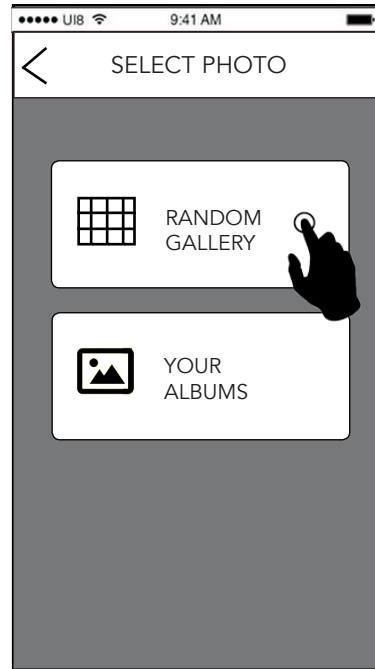
3 of 4. Scroll on 19 Themes
& Choose a Theme



4 of 4. Theme Changed

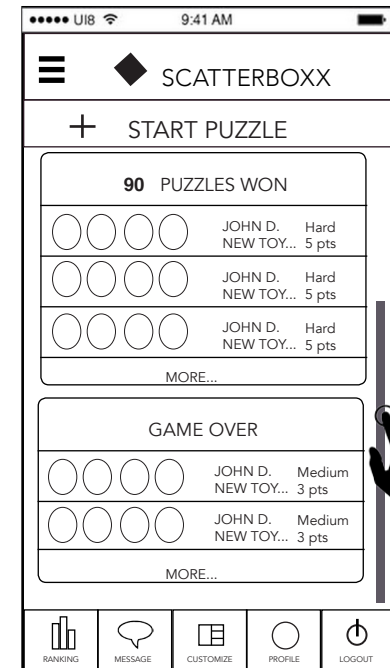
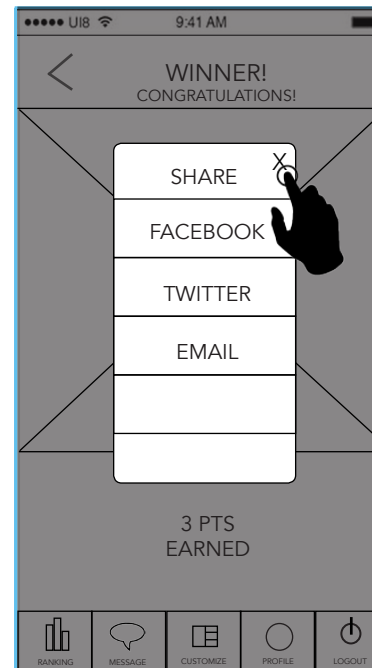
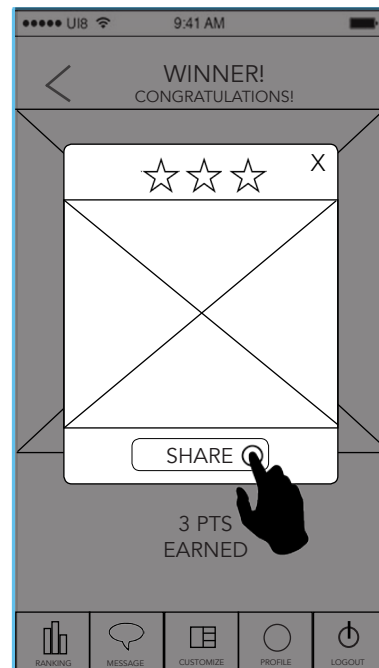
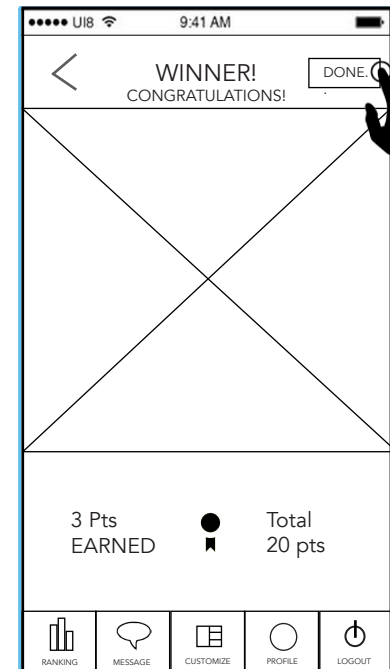
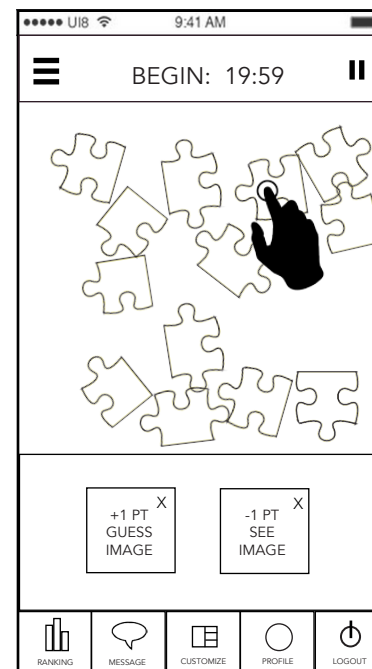
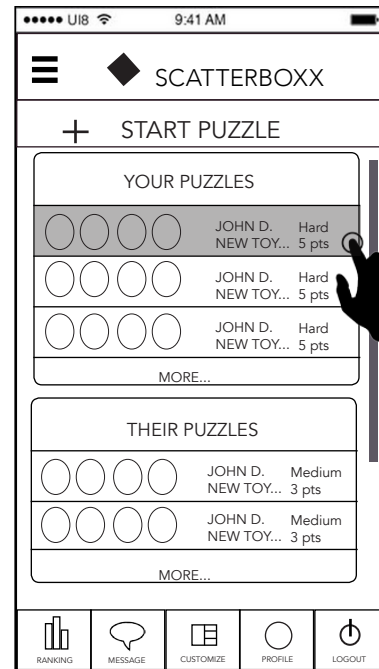
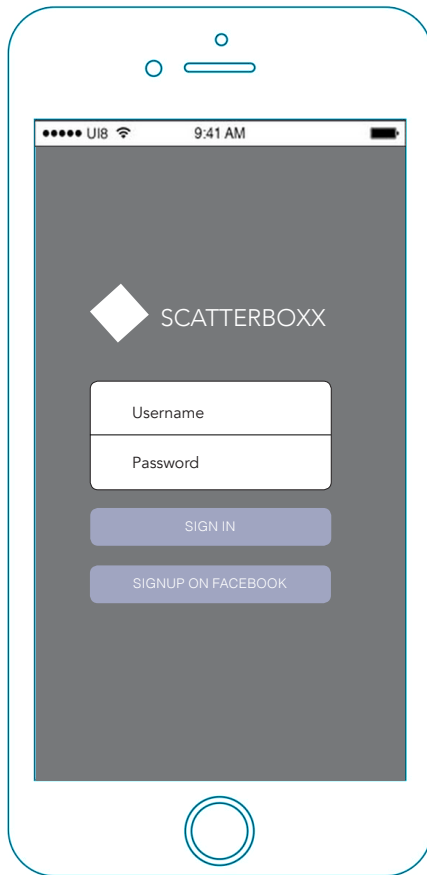
WIREFRAMES

#1 "I want to challenge you on a puzzle"



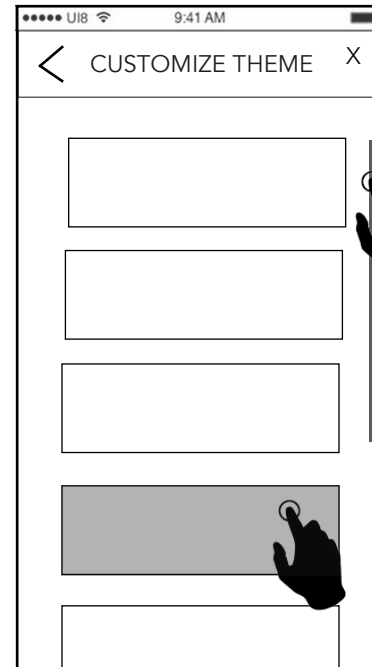
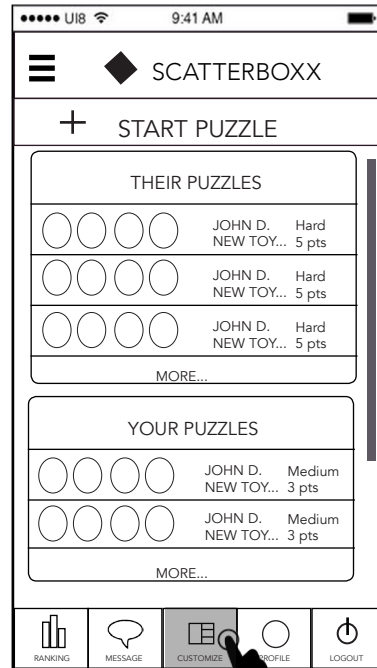
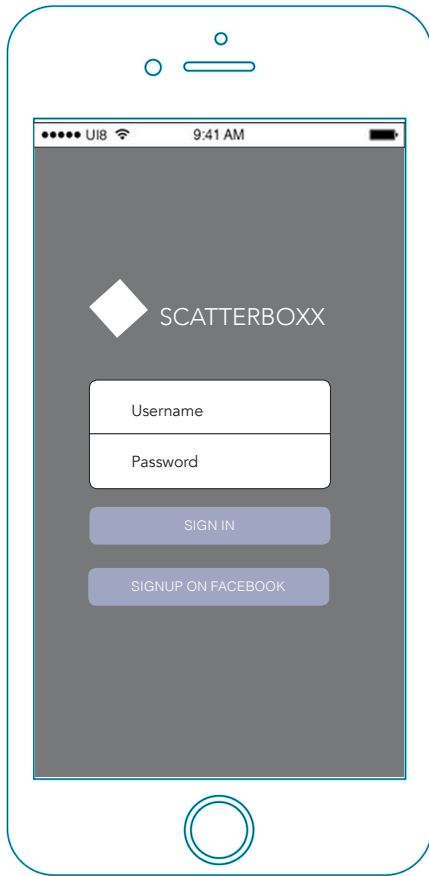
WIREFRAMES

#2 "I want to solve puzzles"

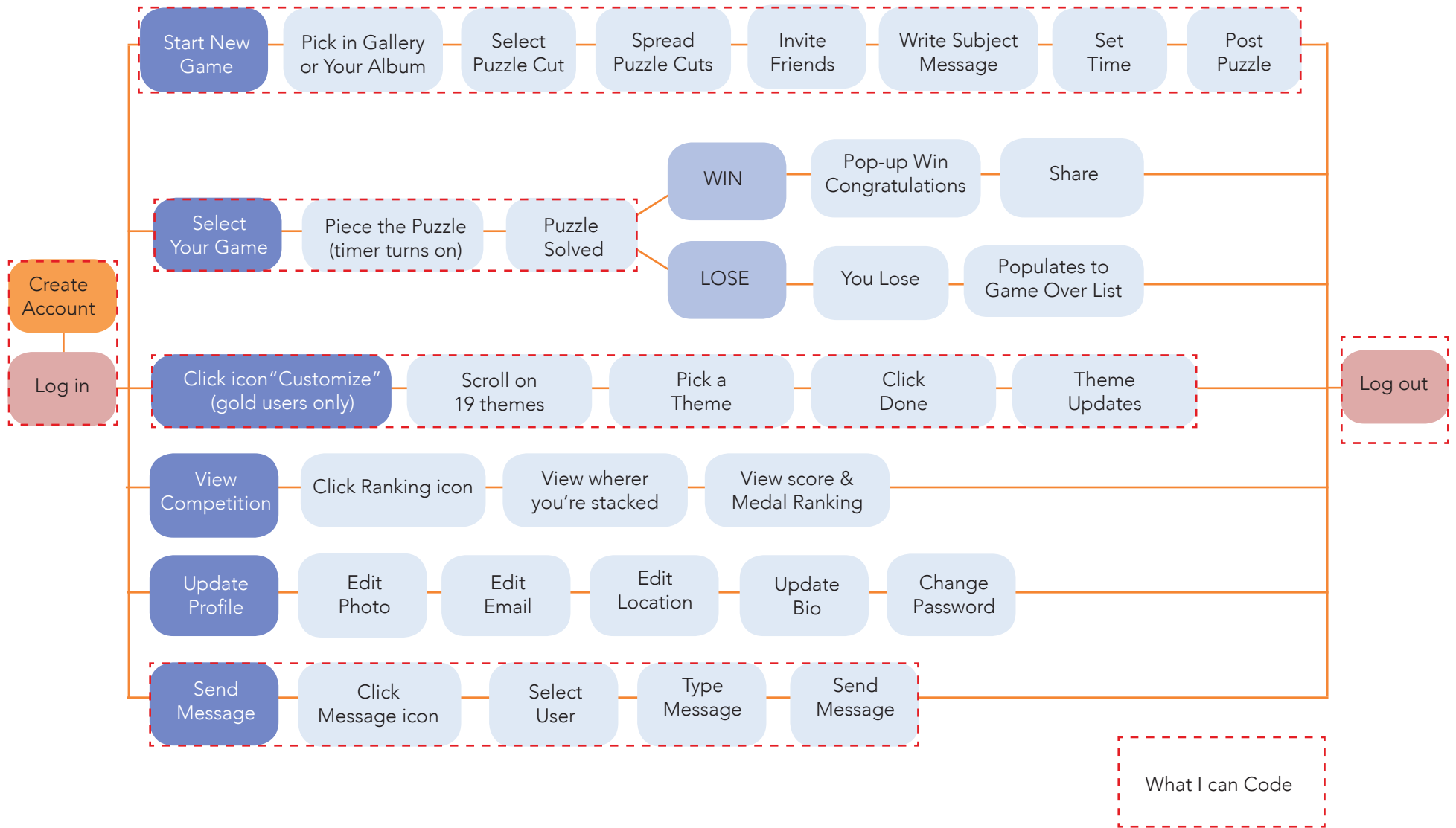


WIREFRAMES

#3 "I want to customize my theme environment"



Site Map



Competitors

Primary



Words with Friends

Crossword game you play on device similar to Scrabble. A form of social interaction for people. Facilitates tournaments of players to compete against one another. A way to connect, socialize, test your knowledge through simple game.

Secondary



Lumosity

Lumosity is the web's most popular brain training program. 70 million users, specifically designed for web. Developed by neuroscientists. Uses game performance platforms to work memory and attention exercises. Helps increase cognitive function and increase prefrontal cortex ability to help cancer survivors

Bibliography

Geoffrey Persona

http://www.morguefile.com/archive#/?q=young%20man&sort=pop&photo_lib=morgueFile

Jenna Persona

http://www.morguefile.com/archive#/?q=woman&sort=pop&photo_lib=morgueFile

Brain training exercise. Dr. Sherry Willis, psychologist of Pennsylvania State University.

<http://figur8.net/dream/2014/03/14/what-are-the-brain-benefits-of-jigsaw-puzzles/>

The references to the McArthur study

<http://figur8.net/dream/2014/03/14/what-are-the-brain-benefits-of-jigsaw-puzzles/>

PewResearchCenter's Fact Sheets, 18-34 years old is the dominant age group

<http://www.pewinternet.org/fact-sheets/mobile-technology-fact-sheet/>

List of the Benefits of Solving Jigsaw Puzzles

<http://www.ebay.com/gds/How-Puzzles-Help-the-Mind-/10000000177633935/g.html?rmvSB=true>

"Offers a new hope for preventing and treating brain diseases..."

<http://figur8.net/dream/2014/03/14/what-are-the-brain-benefits-of-jigsaw-puzzles/>

Warding off Alzheimer's disease

http://enchantedmind.com/html/science/build_better_brain.html

Erinma Ochu, a neuroscientist and Wellcome Trust Engagement Fellow at the University of Manchester

<http://www.theguardian.com/technology/2014/jan/25/online-gamers-solving-sciences-biggest-problems>

Words With Friends

<http://cultureandcommunication.org/tdm/nmrs/fa1/2010/10/10/907/#more-907>

Lumosity

<http://www.lumosity.com/hcp/research/completed>

Thank You!