POKEMON GO DESIGN SYSTEM

Class of UX 2023 Design Systems

Winter Quarter 2022-23

Agenda

Team Formation

Journey Maps

The Design System

New Features

SharePoint Site

Questions

TEAM FORMATION

Project Management Process

- How will the team be structured?

- What do we have to do?

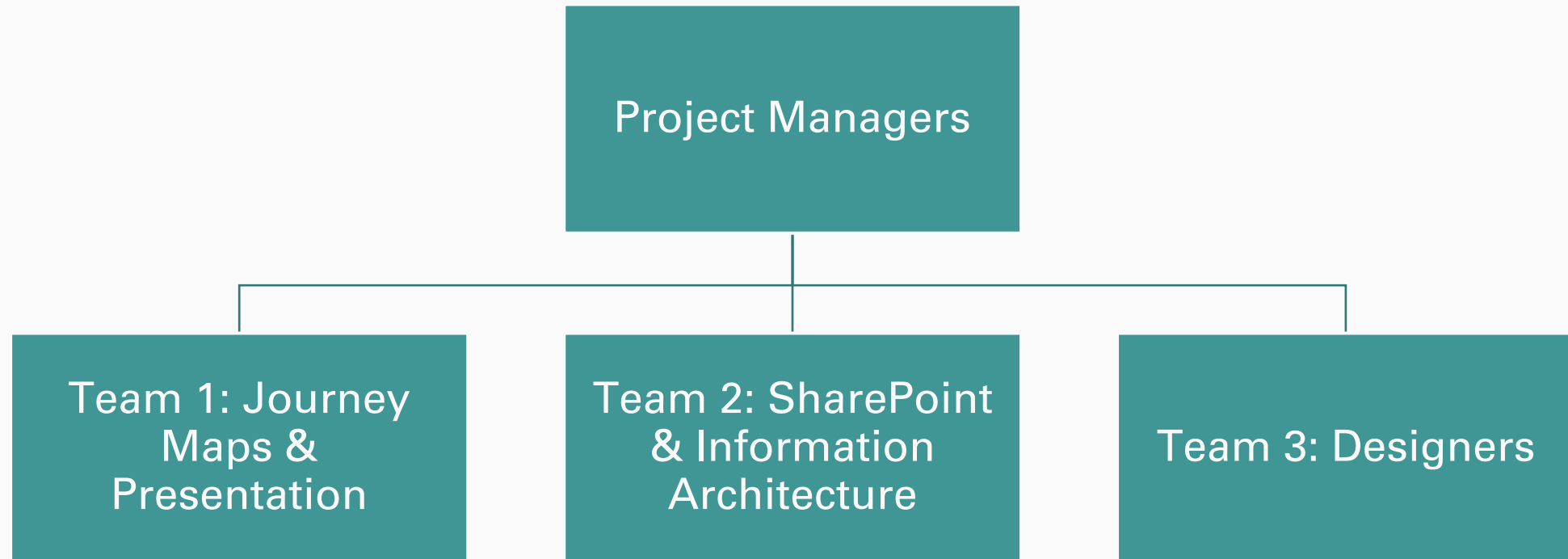- Project Managers + Teams

- Team Charter

Team Charter

- Organization
- Communication
- Tools
  - Trello
- Schedule & Tasks
- Integrity & Respect
- If Problems Arise
- Definition of Done

Organization

Project Managers

Team 1: Journey Maps & Presentation

Team 2: SharePoint & Information Architecture

Team 3: Designers

Roles & Responsibilities

Project Managers

- Debra Nygren
- Sara Cianciola

Team 1: Journey Maps and Presentation

- Jacob Cygan
- Arsenius Adogamhe
- Jose Hall

Team 2: SharePoint and Information Architecture

- Nancy Ismail
- Alex Hyde
- Aidan Regan
- Emma Como

Team 3: Designers

- Evan Jackson
- Alex Fuchs
- Oliva Eldridge
- Jalen Akinsanya

JOURNEY MAPS

Journey Map Team Process / Rational

How did we get and develop the journey maps we picked?

Catching Pokémon (AR)

Phase		Encountering Pokemon	Decide Catching Format	Catching Pokemon	After Catch Report
Process		→	→	↘↗↘	→
Doing		(2D) Phone vibrates to announce a Pokémon is near. Select Pokémon on map. (AR) Phone vibrates to announce a Pokémon is near. Notice a Pokémon. Tap on the Pokémon.	(AR) Switch to AR Mode in the top right corner if need be. Circle around and wait for tall grass to appear (AR).	Select a berry from the bottom left of the screen to give the Pokémon to increase catch chance. Select desired Pokeball from the bottom right of the screen to increase catch chance. Throw Pokeball.	Review stats of caught Pokémon. If you want to battle with the newly caught Pokemon, navigate to the Raid Boss Journey Map.
Image					
Patterns		Functional Pattern- To alert a trainer that a Pokémon is near, their phone will vibrate. By developing this pattern, the trainer will not have to second guess themselves or have to look to hard to notice that they can catch a new Pokémon. Perceptual Pattern - Depending on the weather and time of day, certain Pokémon have higher chances of appearing	Functional Pattern- When in AR Mode, to alert the trainer that they have successfully located the Pokémon, tall grass will appear. The Pokémon will be hiding in it and the trainer can tap on it to reveal it. By having this pattern, it causes less confusion and allows for consistency to allow for better game play. Perceptual Patterns - How big the Pokémon looks in AR reflects its actual size Pokémon that fly look like they're flying as you try to catch them	Functional Pattern- Once the Pokémon is revealed, the pokeball on the bottom middle of the screen will spin to let the trainer know that it is ready to be used. It serves as almost a waiting screen, without actually switching screens. As for snack bars, once the Pokémon is caught, a snack bar shows up in the middle of the screen stating it has been caught. This solidifies the confidence of the trainer, as they do not have to worry if the Pokémon was caught or if it had fled. Perceptual Pattern - Pokémon with higher CP are tougher to catch	Functional Pattern- The structure of Pokémon after catch reports are consistent with every Pokémon. The details inside may differ from Pokémon from Pokémon but it can be expected that a trainer will receive one after they have successfully caught a Pokémon. Perceptual Pattern - When you appraise a Pokémon your team leader tells you something about them before you see their stats
Thinking & feeling					☺

Journey Map 1

Catching Pokémon

Battle Raid Boss

Phase	Deciding	Preparing to Battle	The Battle	Rewards	Review (Navigate to poke-storage to further interact with raid Pokemon)
Process	→	→	↘↗↘	→	→
Doing	Open the app Walk towards a gym with a timer Decide to click on the gym to get more information Decides if he wants to battle the raid Pokemon or not.	Opens the raid gym Decides to find friends who can battle in this raid with him Finding 2 available friends to join him on this raid (If friends are not available, or you don't have any, navigate to the Add/Invite Friend Journey Map) **Backing out of Raid due to lack of people, continue onto Catching Pokemon Journey Map Waiting for raid to start.	Battling in the raid by dodging and attacking Defeating the Pokemon before time runs out. **Rejoining the raid.	Receive your rewards after defeating the Pokemon Getting the opportunity to catch the raid Pokemon Receiving special Poke-balls to catch raid Pokemon.	Receiving special gifts such as: Golden Razz berries or Special Candy Numerous Pokemom have fainted during the raid, navigate to the Purchasing Items from Shop Journey Map to buy revives and potions.
Images					
Patterns	Perceptual: A Timer on the gym only appears to signify to the user that a raid is available at this gym.	Perceptual: A high contrast snack bar appears in the gym loading screen to alert the user to how many individuals are battling this boss at this gym.	Perceptual: A snack bar alerts the user to how effective their attack is on the boss.	Perceptual: The user is presented with a unique set of Poke-balls to catch the raid boss.	
Thinking & feeling	OH! there is a timer counting down in this gym there must be a raid occurring. Cool beans I don't even have this Pokemon in my collection	Do I have enough revives or heals after this raid? What type of pokemon goes against this Pokemon? Do I even have raid passes to begin this raid?	"Teamwork makes the dream work" nice work! we got it on the first try	Ah, that was a hard one to catch.	I think I will use these berries on the next gym raid pokemon I encounter. Hopefully, it will make the raid Pokemon easier to catch.

Journey Map 2

Battle in a Gym Raid

Journey Map 3

Add Invite Friends

Purchasing Items from the Shop

Phase	Decides to browse the Shop	Opening Shop Screen	View available items/equipment in the shop	Decides to "purchase" an item	Confirmation of Purchase	Using newly purchased items
Process	→	→	↻	→	→	→
Doing	Decides to redeem the free box for today Browsing shop to see what is available within user budget.	Click Pokeball Menu button Click "Shop."	Look at featured items Browse other available items See what's included in the 'box' deals.	Select desired item - free box Cancelling the item that may be out of budget Tap 'exchange' to pay for the item using tokens. The box is free so no tokens are exchanged.	Checkmark circle icon appears on the screen Items and the amount is shown as a popup in the top right of screen to provide additional confirmation of the purchase.	If berries or pokeballs were bought, navigate to catching Pokemon Journey Map If raid passes were purchased, navigate to the Gym/Raids Journey Map.
Images						
Patterns		Functional Patterns: All menu icons are circled and outlined. Each menu item has a different icon that relates to the page it brings you to. Perceptual Patterns: (Left Picture) Pokéball icon that opens up the menu - this is a Pokémon game.	Functional Patterns: Contents of the boxes are displayed in a grid and number format for each item. Each item has a picture, title, and price. Perceptual Patterns: PokéCoin is displayed similarly on the Style screen. CTA gradient button, then what is required to use the button to the right of it - present elsewhere in app. Pink/Red banner is used to note something is new elsewhere in the app. Also present in research task screen.		Functional Patterns: Checkmarks = successfully acquired an item. Perceptual Patterns: Item icon, name, and quantity shows in the top right, this happens elsewhere in the app. X with circle background is present across app screens.	
Thinking & feeling	"I get my free box for today!" "I wonder what is available for the amount of Pokecoins I have."	"I need to navigate to the shop now." "First, I need to open the Pokeball Icon" "Oh, a notification for new items in the shop just appeared."	"Oh jeez, those raid passes are pricey, I have to save up for some more." "I need some revives, thankfully they are always a good deal." "I wish I could get more free items."	"Unfortunately, I cannot purchase Pokeballs and Revives." "I will have to cancel my purchase of pokeballs."	"Finally got the revives for my fainted Pikachu." "I like that they added confirmation in the top right of the screen to know that I got them "	"I have to navigate to my Pokestorage to revive Pikachu." "Next time I have enough Pokecoins, I will buy some raid passes."

Journey Map 4

Purchasing Items from Shop

THE DESIGN SYSTEM

SharePoint Team Process

- Make any edits to required content from Mural
- Populate SharePoint site with Design System content
- Vet and consolidate class glossary into Design System glossary

Design Principles

Foster the Community

Friends can create connections in the digital space through battling and gifting to gain XP and to level up easily.

Play is Purposeful

Incentives are built into the game to motivate players to continue to progress through the game.

Nostalgia is a Motivator

Pokémon Go allows users to feel like a trainer; allowing users to live out the fantasy of living alongside Pokémon.

Safety is No Accident

Popups caution users to guide them through real world experiences making complex tasks impossible to do while driving and audio notifications while using AR mode to prevent accidents from occurring.

Learn on the GO!

Pokémon Go allows for users to jump in and explore the adventures hidden within their communities and learn to overcome obstacles and challenges through playing.

Personas

Jessica Stone, "The Original Trainer"

Bio
- Female
- Age 35
- Married, 2 Kids
- Software Developer

Miami, FL

"I love spending time with my family!"

Expert

Technology Experience

MOBILE PHONE

COMPUTER

AR DEVICES
(Excluding Mobile Phone)

Patterns & Behaviors
- Has been playing Pokémon video games since 1997
- Is the only one in her family who plays Pokémon, her kids watch
- Buys a lot of Pokémon merchandise for herself & her kids

Frustrations
- Has little time to play with family and job
- Playing requires a lot of cellular data
- Is unable to create her own Pokéstop

Goals & Motivations
- Primary Goal: To level up her trainer as much as possible
- Secondary Goals: To catch all Pokémon
- Motivated by nostalgia, collecting, and socializing with friends

Personality

Introversion	Extroversion

Sensing	Intuition

Thinking	Feeling

Judging	Perceiving

Personas

Andrew Jackson, *"The Battlemaster"*

Bio

- Male
- Age 16
- Plays basketball and football
- Seen the show but not played the game

Ft. Wayne, IN

"I want to be the very best!"

Beginner

Technology Experience

MOBILE PHONE

COMPUTER

AR DEVICES
(Excluding Mobile Phone)

Patterns & Behaviors

- Enjoys playing mobile games
- Plays Pokémon Go mainly when around friends
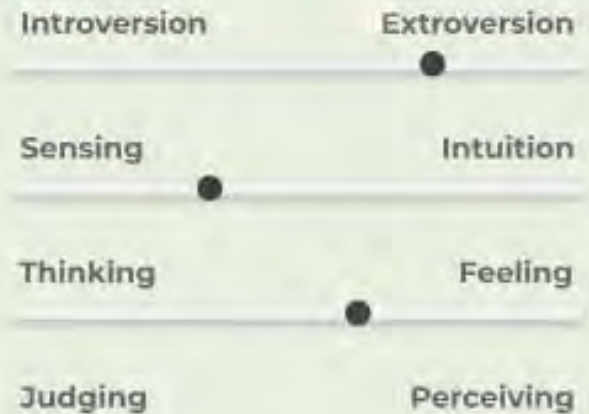- Majority of time played is while carpooling to and from practice

Frustrations

- Lack of Pokéstops near him
- Losing battles is upsetting
- Spending money he doesn't have
- Doesn't have enough time to play due to school and sports

Goals & Motivations

- Primary Goal: To compete with his friends in Pokémon battles
- Secondary Goal: To become as strong a trainer possible
- Motivated by fomo of wanting to play what his friends are playing

Personality

Introversion — Extroversion

Sensing — Intuition

Thinking — Feeling

Judging — Perceiving

Style Guide

Pokémon GO icons are designed to quickly provide information to the user while retaining functionality.
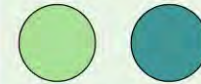
Typography

Calibri Size 12

Voice and Tone

Write in a casual, yet informative tone to convey your message. Remain respectful while informing the user but stay friendly and enthusiastic to keep the user's attention.
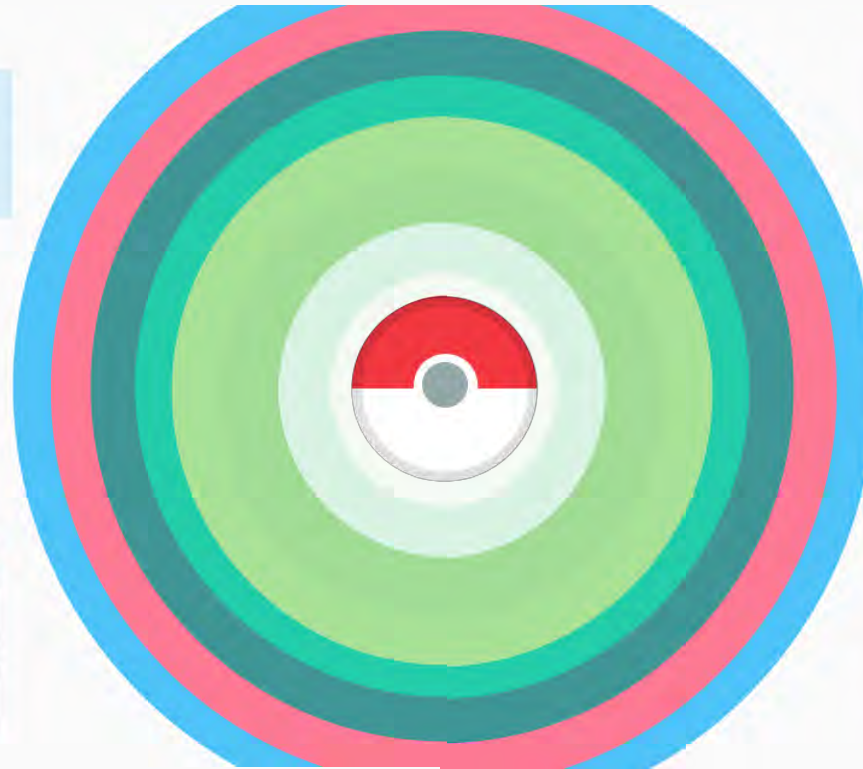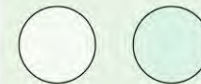
Colors

Background Accent Gradient
Light: #a8e097
Dark: #409695

Button Gradient
Light: #a2db96
Dark: #24cca9

Whitespace Gradient
Light: #f4f9f3
Dark: #d9f2e4

Background White:
#fafafa

Disabled Button:
#bfded8

Additional Button:
#1e8496

Extra Info Button:
#e8efe1

Pink: #fc7994

Light Blue: #4fc3f7

Iconography

Glossary

- Design Systems
- Design Principles
- Component
- Shared Language
- Feature
- Visual Hierarchy
- Purpose Driven Inventory
- Purpose-Based Pattern

- Functional Patterns
- Perceptual Patterns

Pattern Library
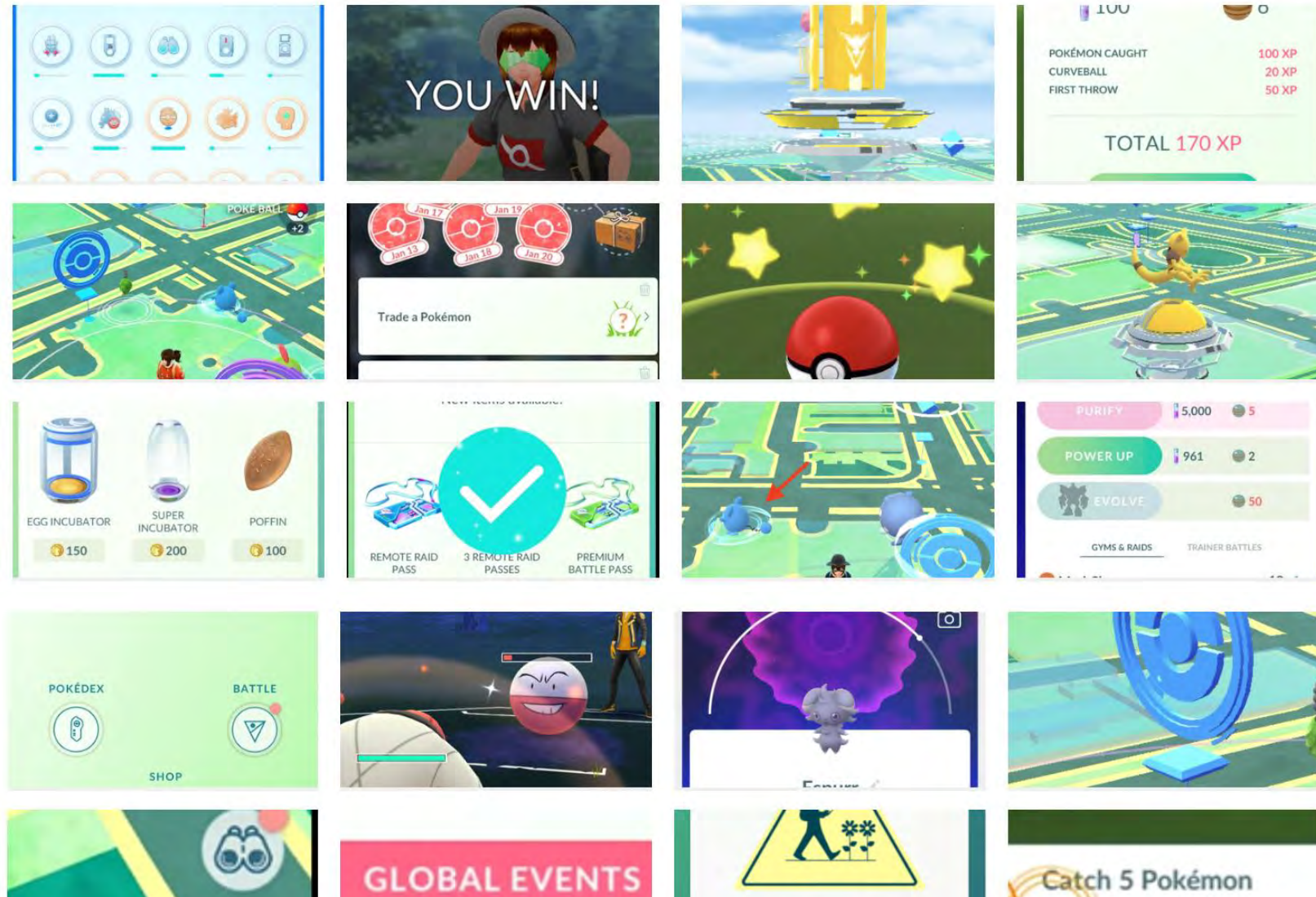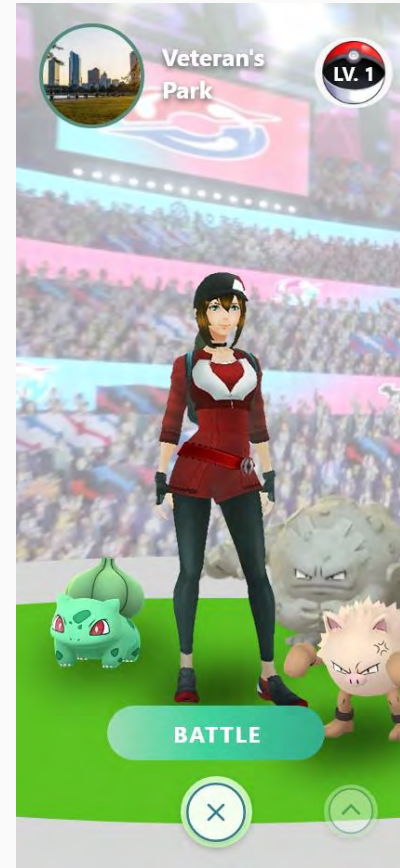
COMPONENTS

Components
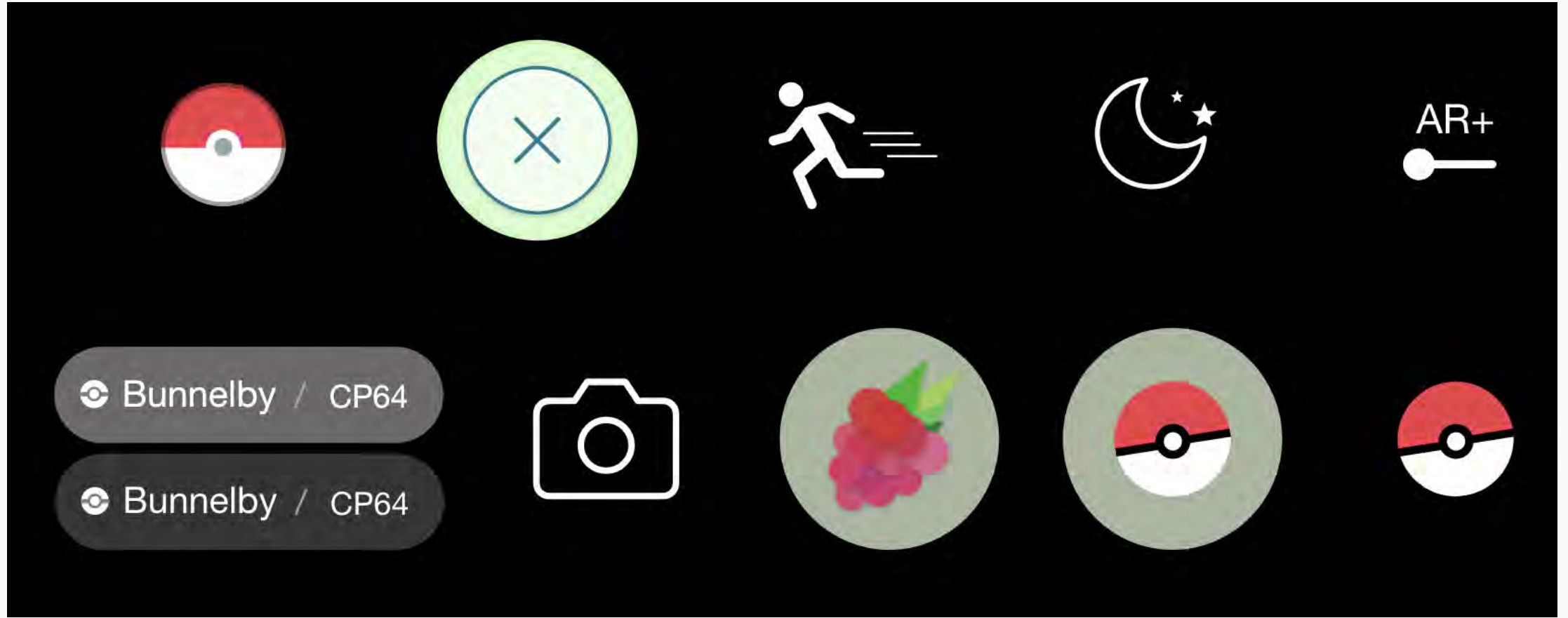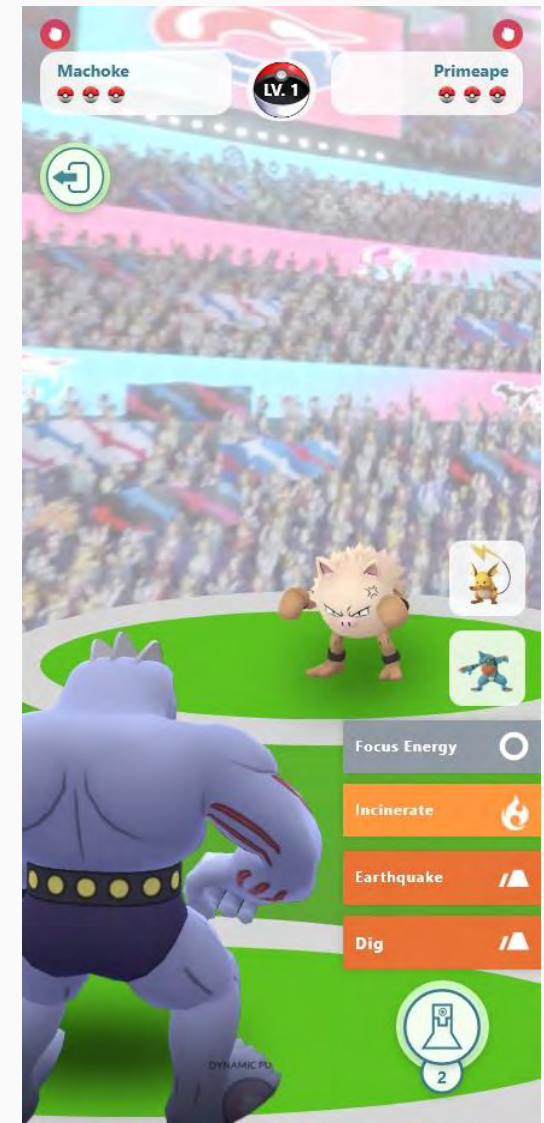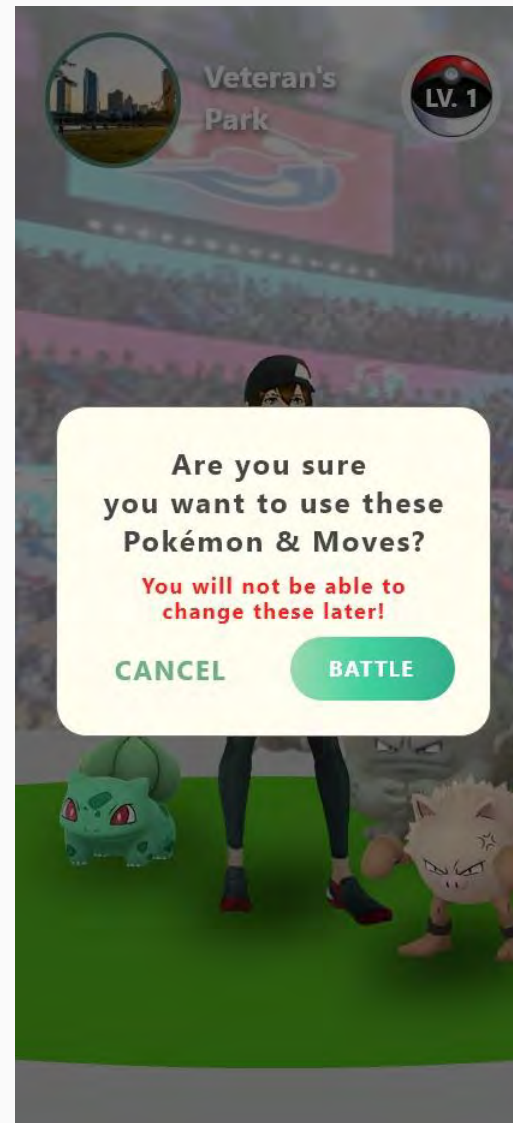
NEW FEATURES

Design Team Process / Rationale

- Reviewed Journey Maps
- Brainstormed a list
- Checked what was out there already
- Refined the features
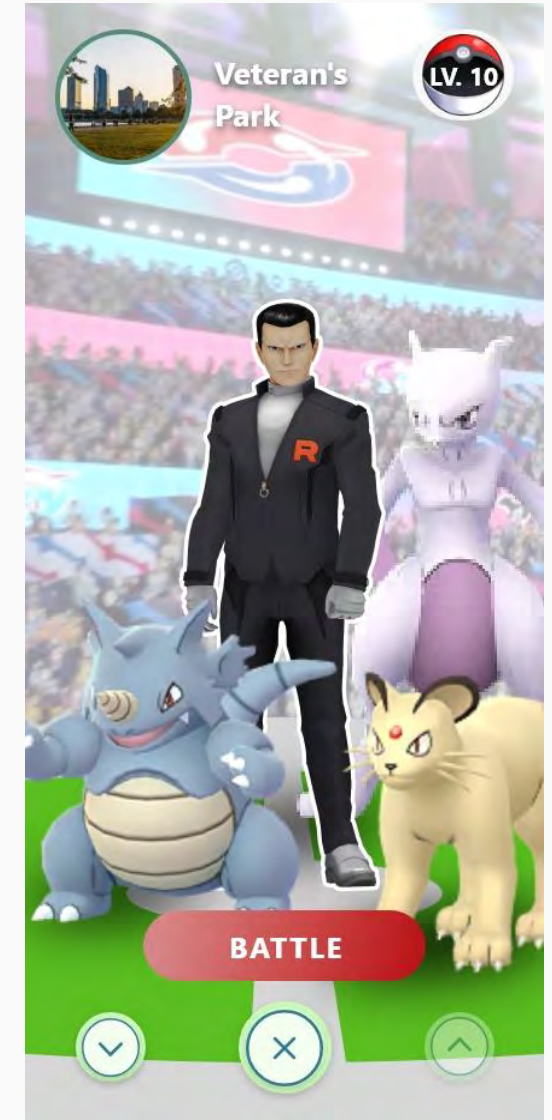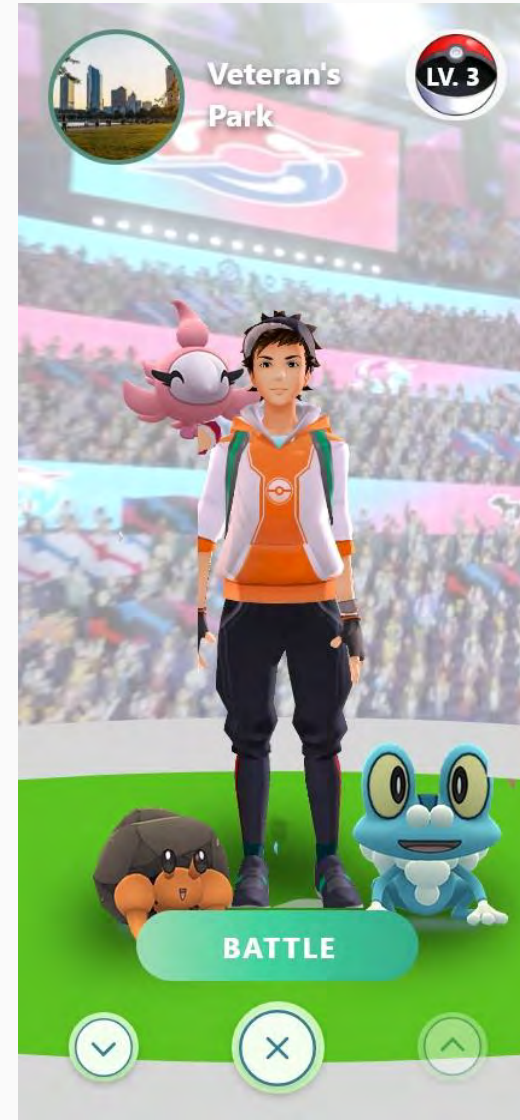- Sketched
- Worked in XD

Feature 1 – Finding Friends
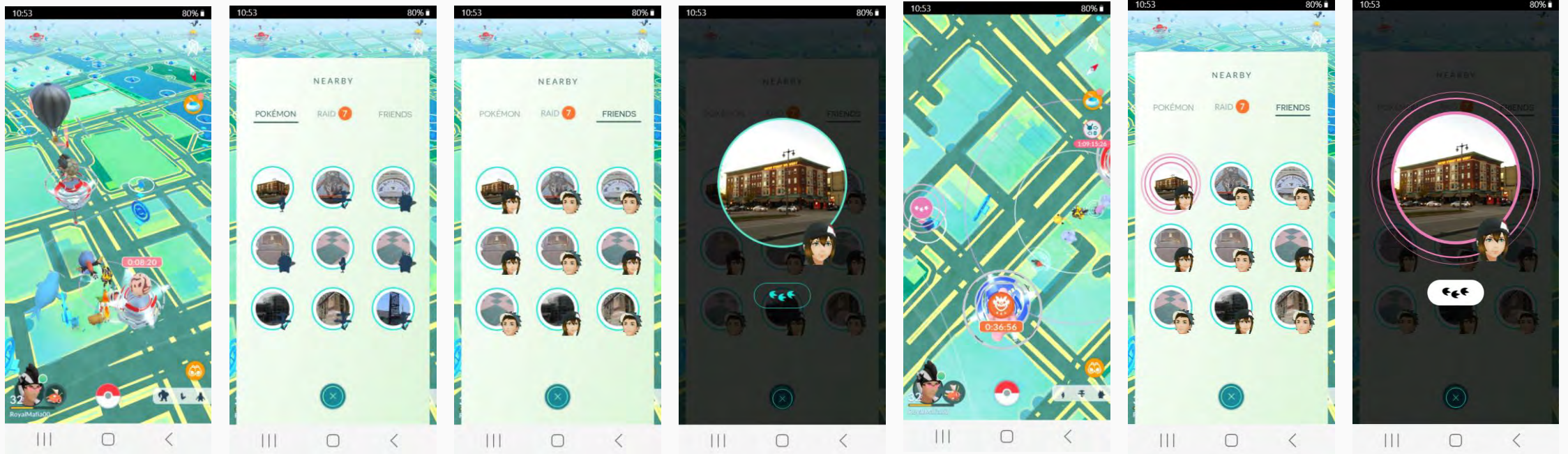
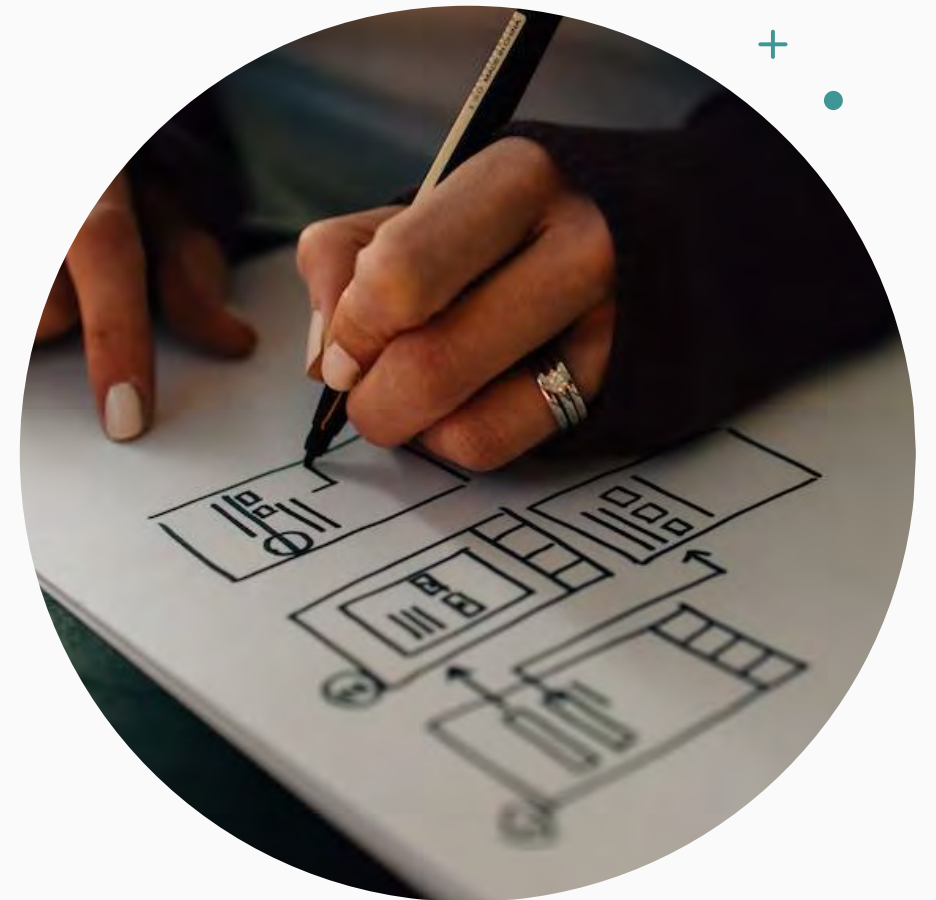# Feature 2 – Battle Tower
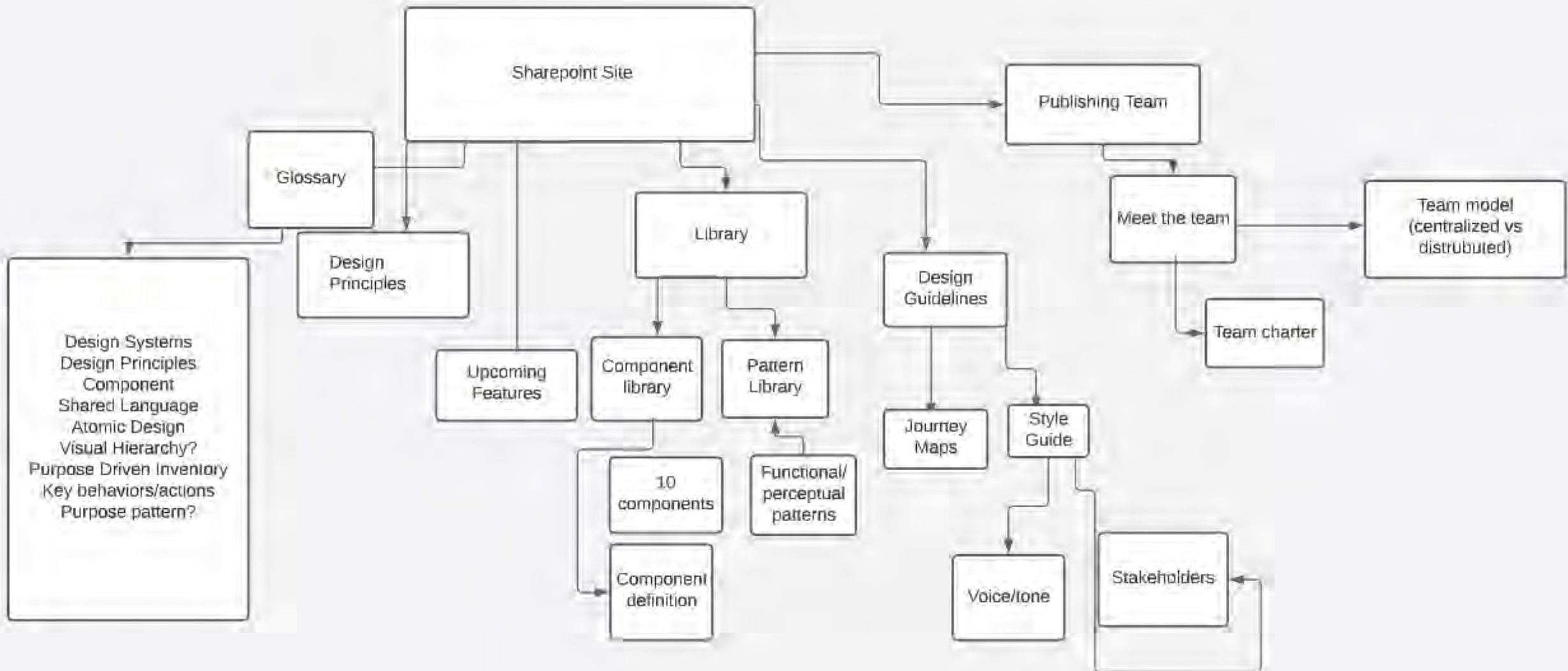
Feature 2 – Battle Tower

Feature 2 – Battle Tower

SHAREPOINT SITE

SharePoint Team Process

- Sitemap
- Wireframes
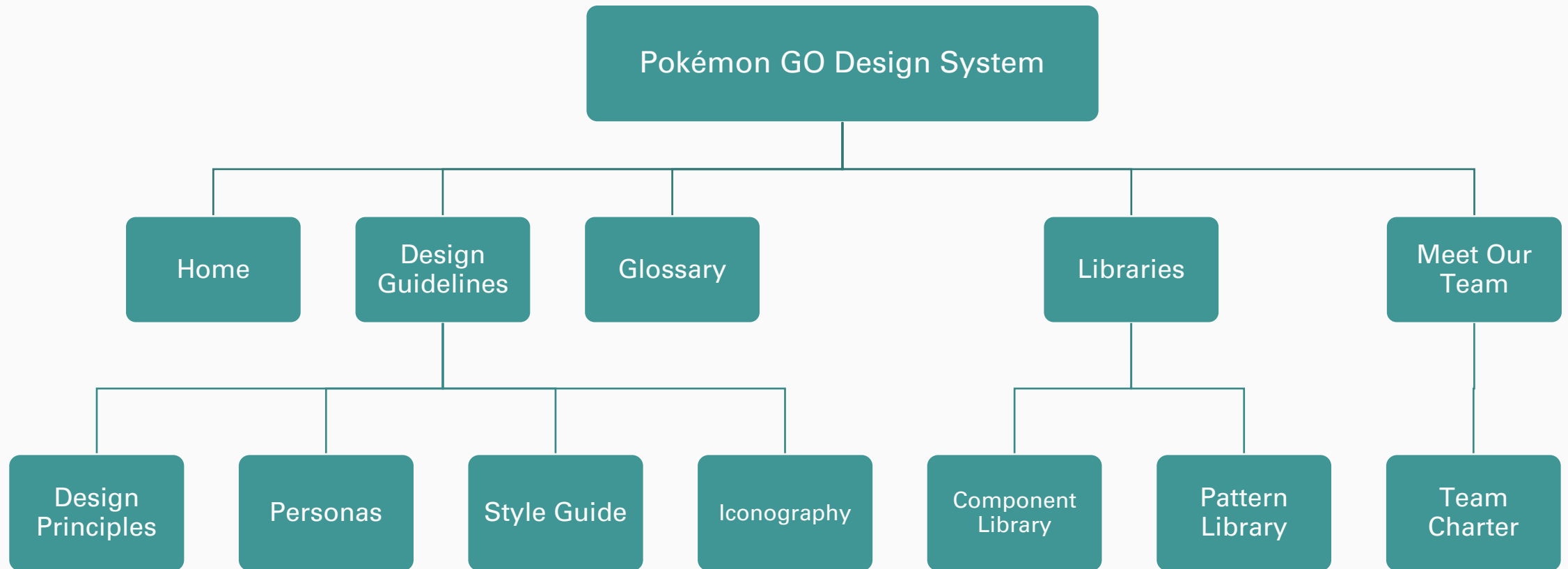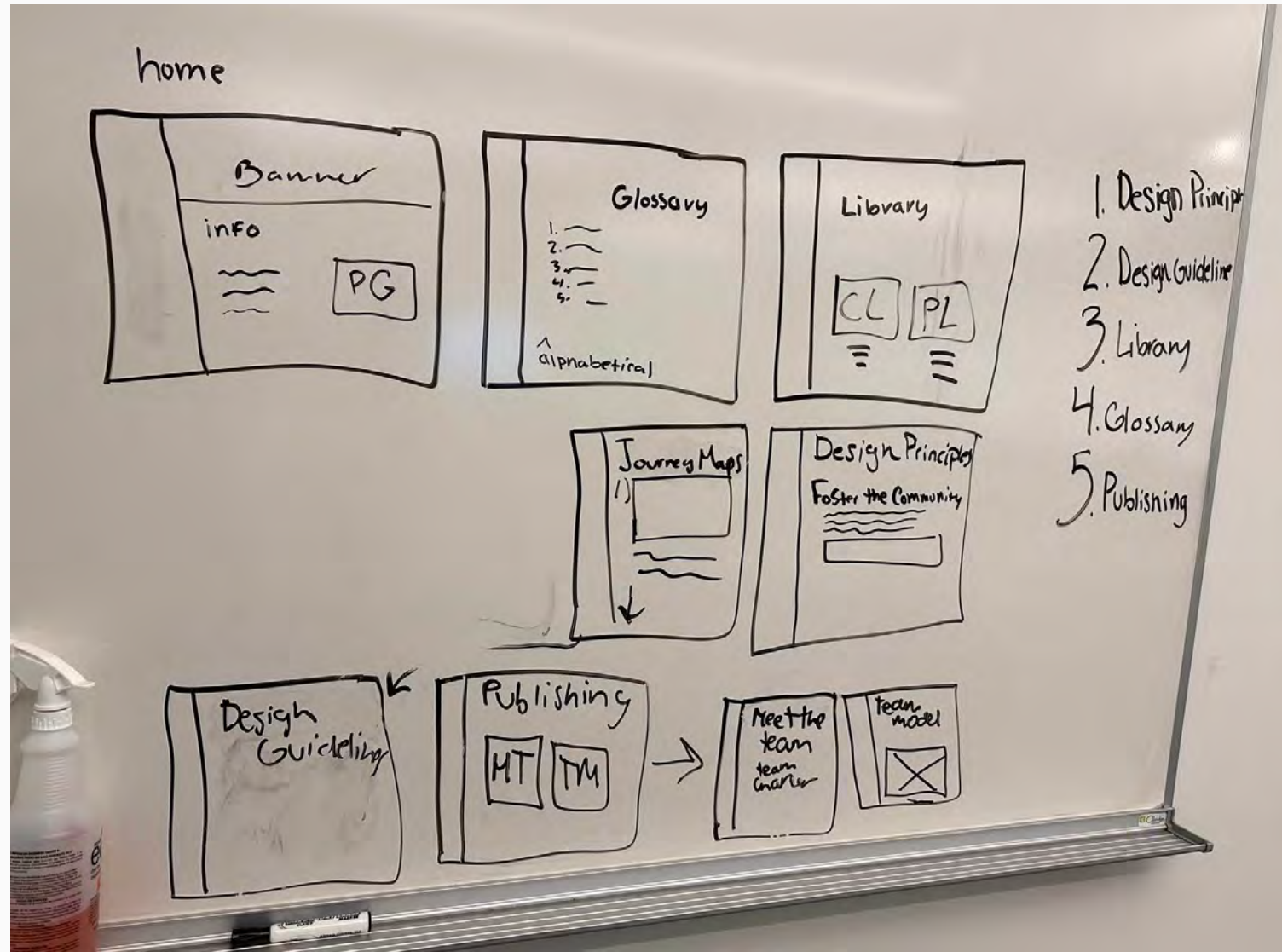- Word doc
- Populate site

Sitemap

Sitemap

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                        ┌─────────────────────────────┐
                        │  Pokémon GO Design System    │
                        └─────────────────────────────┘
```

- **Pokémon GO Design System**
  - **Home**
  - **Design Guidelines**
    - Design Principles
    - Personas
    - Style Guide
    - Iconography
  - **Glossary**
  - **Libraries**
    - Component Library
    - Pattern Library
  - **Meet Our Team**
    - Team Charter
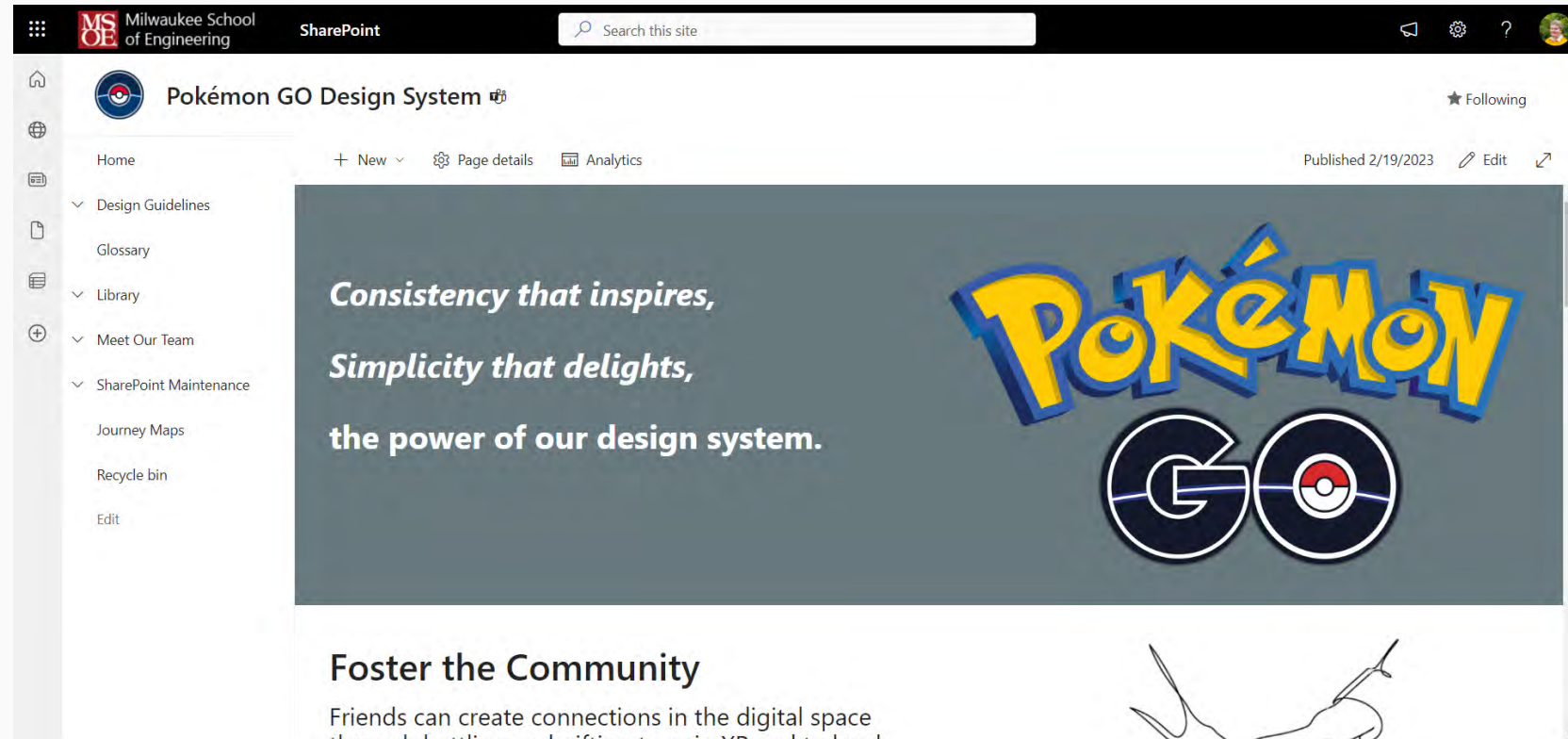
Wireframes

SharePoint Site

- Link to Site

QUESTIONS