**<RESEARCH>**
My research began with a compared observation between my friends, one who played World of Warcraft, a popular fantasy MMORPG, and the other who played Alto, a procedurally generated endless runner mobile game.

I wanted to compare the two and how they build worlds, moods, and atmospheres, for the player to experience. I wished to see how the user interacted with the created environment while they played.

I then interviewed an expert in the field about game design, user experience, and what makes a game fun for a user. Thinking back to my initial observations I looked at the 3D environments that WoW devs have created and the procedurally generated 2D environment that Alto encompasses the user within, while both make use of excellent scores to further mood and flow.

**<INSIGHTS>**
My research leads me to focus in on game designers and how they create the moods and atmospheres that users experience, and the design process of Design, Iterate, and Test that Griffin Park, my interview subject, talked with me about.

We also talked about designing game mechanics, environments, and UI-design. The latter being my jumping off point into my concept of “How can we improve U-Ex [User Experience]?“ From controls and interfaces to worlds and atmospheres, this is what I want to pursue.

**<CONCEPT>**
I want to design a game, by extension, an intuitive UI for the user to interact with the game. Due to the scope of the project I am going to limit myself to mobile platforms. It will be an endless runner combined with a rhythm game, I feel this will be a happy medium between gameplay, mood, and U-Ex.
My research leads me to consider game design specifically and how designers influence a user’s experience, mood, game atmosphere, and the design of the world. My observations and expert interview really helped me narrow down important aspects of design, how different games can be from look and feel, while still delivering on the game’s goal, user enjoyment and satisfaction.

I used this information to focus my idea into a game that checks these boxes of intuitive and fluid UI, solid game mechanics, great score, and being fun, the goal of every game. I decided to limit myself to the mobile platform due to the scope of time of the project, while also sadly noticing the trend of popularity mobile games are showing.

I noticed that music, a good score, can influence a person in amazing ways, augmenting something great into something amazing, think of your favorite movie, without a score it’s still probably a good film, but then when paired with a score from a composer who knows what he/she’s doing, it is magnified tenfold. We as animals evolved to be musical, it is intrinsic to ourselves.

<notes describing the game and its goals and possible future skins/iterations are on the image to the left.>
Digital Toys
Christopher Dillon

Events
- User is bored
- User grabs phone
- User opens game app
- User plays game
- User ends playing

Elements
- User environment (physical elements, objects, people, etc.)
- User
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- User
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- User
- User environment (physical elements, objects, people, etc.)
- User

Statement
- Users is bored and looks for something to do
- User grabs phone and searches through apps
- User launches my app
- User plays the game
- User puts phone away after ending play (satisfied?)

Thumbnails:
- User with phone
- User with game on phone
- User satisfied
- Game icon
**Primary Attributions**

- source: Research Project 4 (source: Christopher Dillon @10/19/17)
- image: Sketch of Game (source: @10/19/17)
- source: Baskinger Worksheet (source: Christopher Dillon @10/19/17)
- image: Final concept of in game content (source Christopher Dillon @10/24/17)