

# SuperPoke! Pets

## Design review and concepts

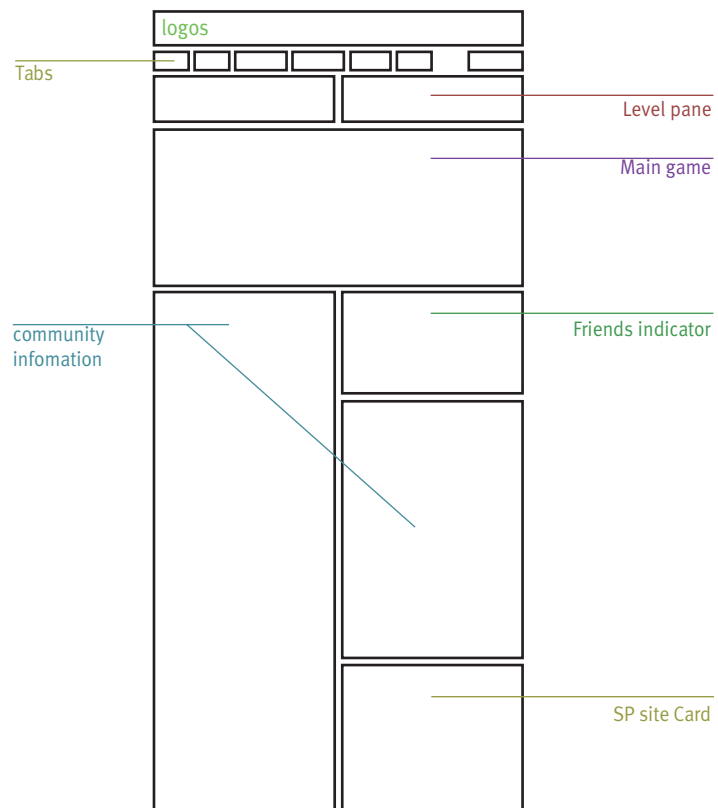
Jake Rheinfrank

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### Review process summary

- Played the game
  - Looked at forums for interface specific feedback
  - Talked to other users with a pet
  - Deconstructed information design of current app
  - Determined primary user focus
  - Defined a narrow-broad concept for information flow
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### Current design wireframe



SuperPoke! Pets consists of the game itself and other information zones. The major zones are broken into the tabs across the top, the level area, the main board (including money and gold amounts), and the more community-oriented information in two columns down at the bottom. Because of the current zoning, much of the exciting information about the pet is disconnected visually from the main game.

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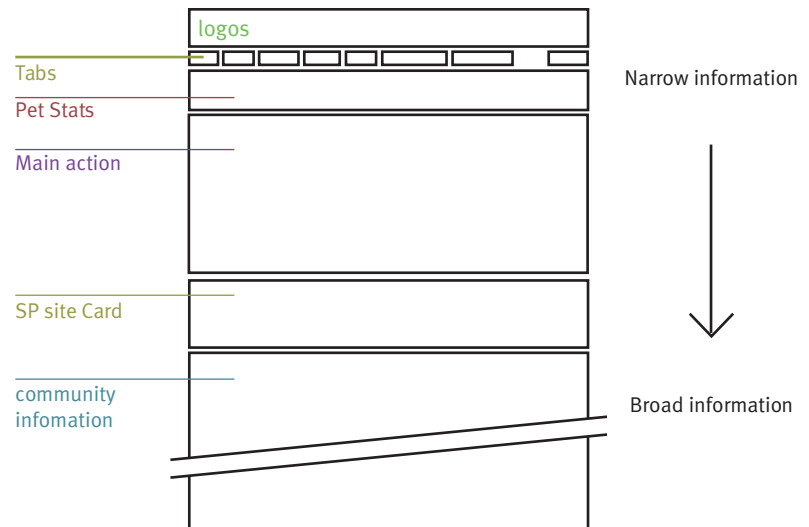
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In response to the analysis, my primary goal was to put all the important information above the fold. This is important because this information is critical to the player, and secondary to this, facebook and myspace both devote lots of space to their respective interfaces. The new wireframe is based on a narrow to broad framework of information. It also ties more of the interface together (rounding tabs etc.) and made more of the exciting information larger for users.

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## New concept wireframe: Narrow to Broad



\*See attached html folder with .html file inside

In the level panel all the "Pet's Stats" have been combined into one location. Making the Pet Points bar larger gives the user more visual gratification when points are gained. There is also a grayed out image of the next achievable level to entice the user to play with their pet and get more points.

Much of the rest of the information is the same, just relocated and resized based on excitement for the user. The only thing eliminated was the heart meter. This information was redundant to the Pet Points bar, and just falsely indicated that the pet had some sort of vitality that went down when the pet was hurt, which doesn't seem to happen. This also makes it easier for the user to get all the necessary information about their pet at a glance. There is also a friend count indicator to encourage the user to gain more friends, and get more points. The main game area is unchanged. The next element in the hierarchy is slightly broader than the pet, it is the gateway for the pet (and the user) to the community. This was moved to engage the user in the community, and get them to register their pet at superpokepets.com. It opens the user up to sharing items, suggestions, and layouts for their backgrounds, as well as making new friends. The community panel follows the SP Club Card where the two-column layout has been collapsed to one column to flow more with the rest of the interface. This also visually lightens the amount of information the user sees.

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The second concept builds on the ideas in the first concept, but takes them further by integrating them into the playable interface. This idea sparked from going over many of the forums, and seeing a trend where people would take screen captures of their habitats and share them.

## Concept 2 Mockup: game focused design



\*A bigger image can be found in the zip file

This mockup shows all the same ideas presented in the first concept, and integrates the "Pet's Stats" into the top slide. The bottom slide now has some of the elements from the tabs above. The arcade is a new feature that appears to be a big project, with many more games coming. Integrating the arcade brings the idea that it the user is playing these arcade games with their pet. The customize tab has been brought inside the interface to get the user to play more with their habitat.

Another topic generated in the forums and elsewhere comes from people who have setup their habitats in interesting ways, and have taken screenshots to share them with their friends. I thought about the addition of a photo-album where the user could take snapshots of their pet and the habitat and keep a visual record of their pet through the ages. The user would be able to share those photos with their friends on the forum or through email. This interface would also need to be designed, but I am envisioning it would look something like a photo album, but with a bar at the bottom indicating the life span of the user's pet. They would be able to flip through pages of photos they have taken, but also scrub with an indicator the date they are currently viewing. They could download these images from this interface, or decide to add them to a forum topic started with their membership to the SP Pets club.

Both of the slides on the mockup would be hidden like they are on the current interface, but they could initially be open once the page loads, and hide themselves after a few seconds to show veteran users where the information is now located.

BTW. I tried to use the wayback machine to see the evolution of the site over time, to get an idea of how information has changed in the past and where it seems users have liked being able to see their information. But there is no way to access applications within myspace or facebook at the archive.