



scrabble App

APP REDESIGN

objective

the objective of this project was to digitalize an existing board game. Seeing that scrabble already has an app, the objective was to redesign the app to cater to **younger generations**

Concept.

The existing scrabble app looks very much like the board game, so the redesign goes the opposite direction, with more **modern graphics**, **more color**, and an added "**night mode**" to pre-game with.

Audience

- Gen Z (a younger generation.
- The older demographic as well
- Has casual interest in games.

(just like moms & their obsession to candy crush).

T₁ H₄ E₁ G₂ A₁ M₃ E₁

Scrabble was created in 1938, 82 years ago, in New England by Architect **Alfred Musher Butts**. He was inspired during the Great Depression to find a way to make money with his design skills. It was originally named Criss-Crosswords. Today, it is under the Mattel Brand in the United States and Hasbro in most other countries, being translated into over **120 languages** worldwide. It also has quite a **loyal following**, with around 4,000 official Scrabble Clubs around the world.



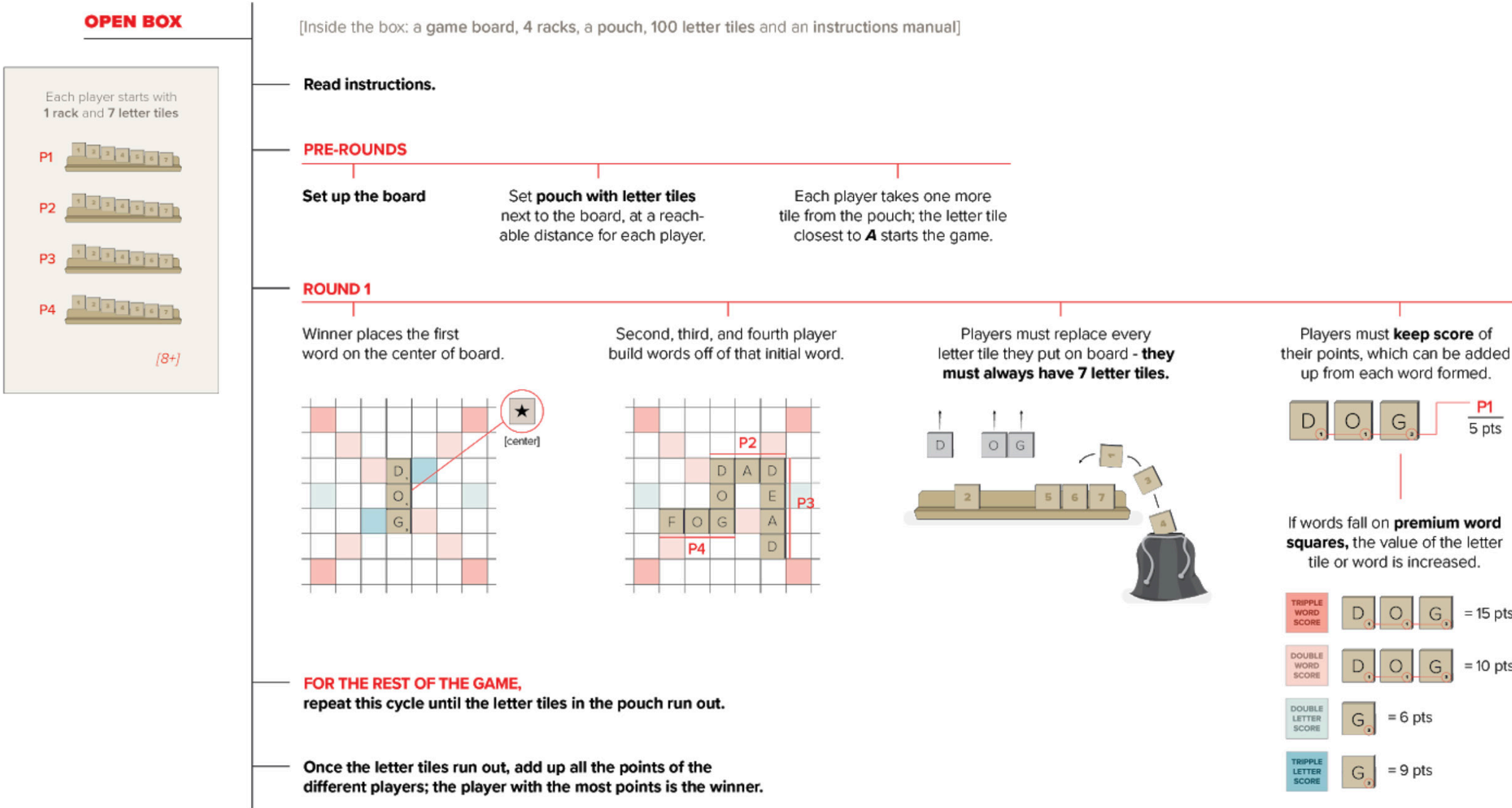
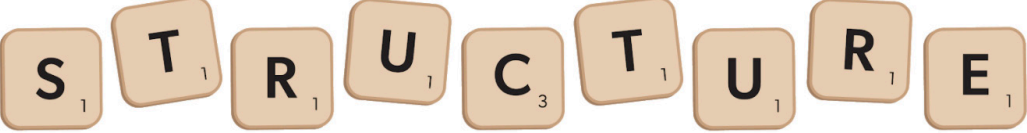
T₁ H₄ E₁ G₂ A₁ M₃ E₁

Scrabble is a word building multiuser game that consists of tiles which are distributed to the players. There can be **two to four players** and the ultimate objective is to form crosswords on the scrabble board.

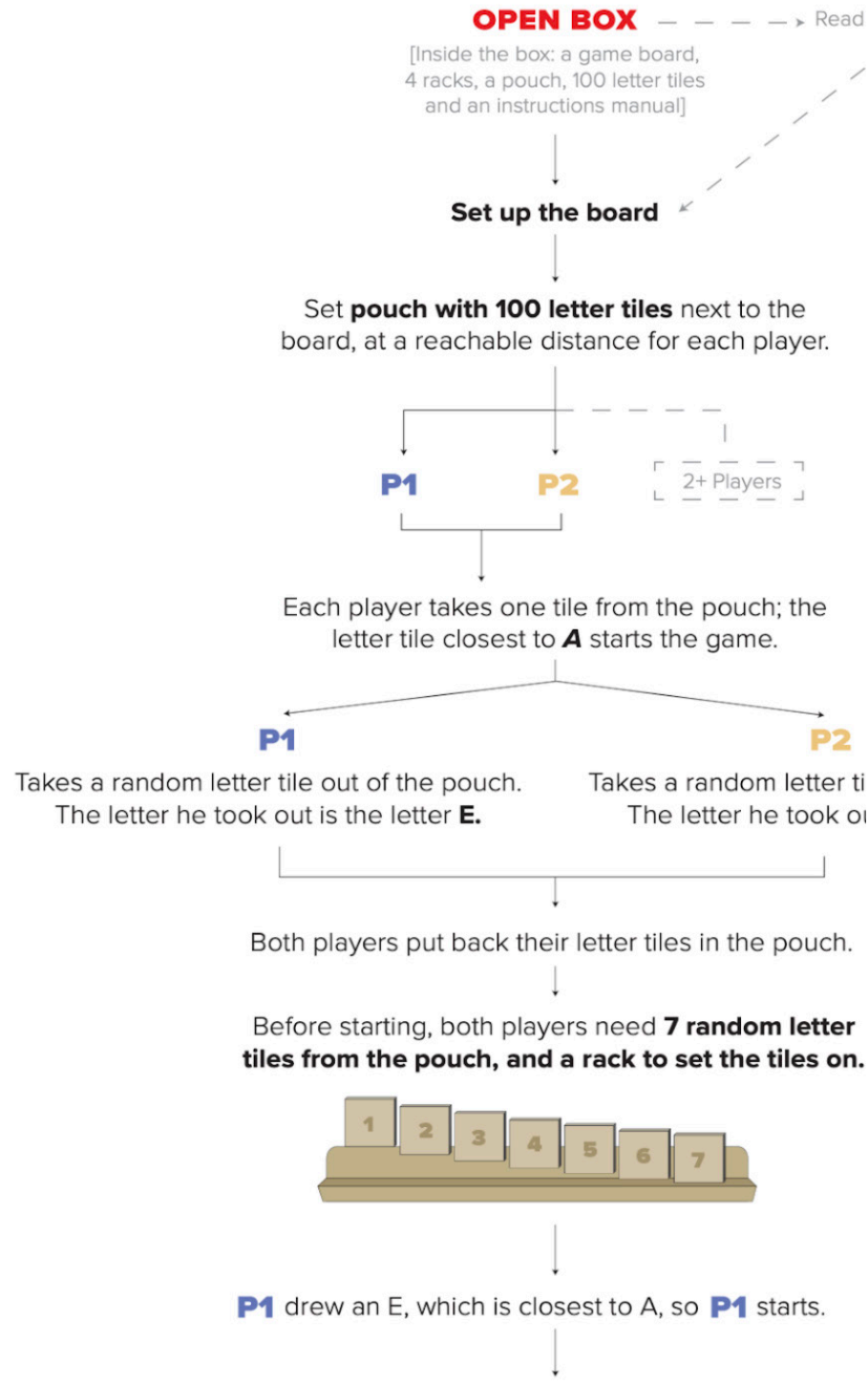
The players are initially given a **rack with seven letters tiles** randomly chosen from the **pouch**, in which they are all held. To form a word on the scrabble board, they must place a tile(s) from their rack and form a word with at least one tile which is already placed on the board. The players must always have 7 tiles on their rack, meaning that they have to **constantly replace** the tiles they use to form words. Each letter will have a different point value, so the game strategy is to play words with **high scoring letter combinations**.



first attempt



final structure





PHYSICAL

- ❑ Ages **8+**
- ❑ **2-4** players.
- ❑ **Portable** box
- ❑ Ideally an **indoors** game, in need of a flat surface. Play with family or friends.
- ❑ Keeping score and simple addition needed to determine winner. Ability to skip turns if necessary.
- ❑ Time to play varies; **30 min. - 1 hr.**
- ❑ **Contents:** 1 game board, 1 pouch, 4 racks, 100 letter tiles, instructions manual.
- ❑ Price(amazon & walmart): **\$13.44**
- ❑ Competitive, fun, witty, wordplay.

Digital

- ❑ Ages **8+**
- ❑ **1-4** players.
- ❑ **Portability** through phone.
- ❑ Can be played anywhere.
- ❑ Score is kept automatically.
- ❑ Time to play varies.
- ❑ Competitive, fun, witty, wordplay.
- ❑ Price (Apple Store and GooglePlay):: **FREE**



PHYSICAL

- ❑ **Portable** box.
- ❑ **Contents:** 1 game board, 1 pouch, 4 racks, 100 letter tiles, instructions manual.
- ❑ **Rewards for words:** double/triple letter/word score.
- ❑ **Blank tiles** that can be any letter of choice.
- ❑ Price (amazon & walmart): **\$13.44**

Digital

- ❑ **Phone and Tablet Application**
- ❑ **Contents:** Different gaming modes - from single to multiplayer
- ❑ **Rewards for words:** double/triple letter/word score.
- ❑ **Night Mode Option**
- ❑ **Dictionary**
- ❑ **Profile** with Photo, Name, and Social Media
- ❑ **Language Option**
- ❑ **Physical Interaction** (feedback)
- ❑ Price (Apple Store and GooglePlay):: **FREE**

P E R S O N A S



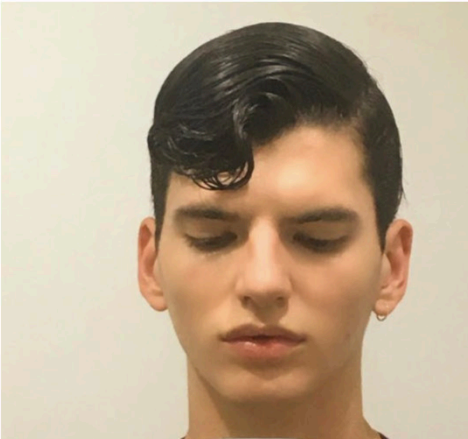
Gail Kelly
♀ Plymouth, Massachusetts

Gail is a 62-year-old woman living between Plymouth, Massachusetts and Savannah, Georgia with her boyfriend Craig. She uses Facebook updates to connect with her family and friends. She enjoys traveling and is looking forward to visiting Thailand soon. She does the crossword puzzle in the paper every morning while she drinks her coffee.



Alexander Von Simson
♀ Buenos Aires, Argentina

Alex is a 12-year-old boy living in Buenos Aires, Argentina. He is a student in the 7th grade and is on the soccer league. In his free time, he enjoys playing video games with friends and being on his iPhone. He uses apps such as Snapchat and Instagram to stay connected with friends.



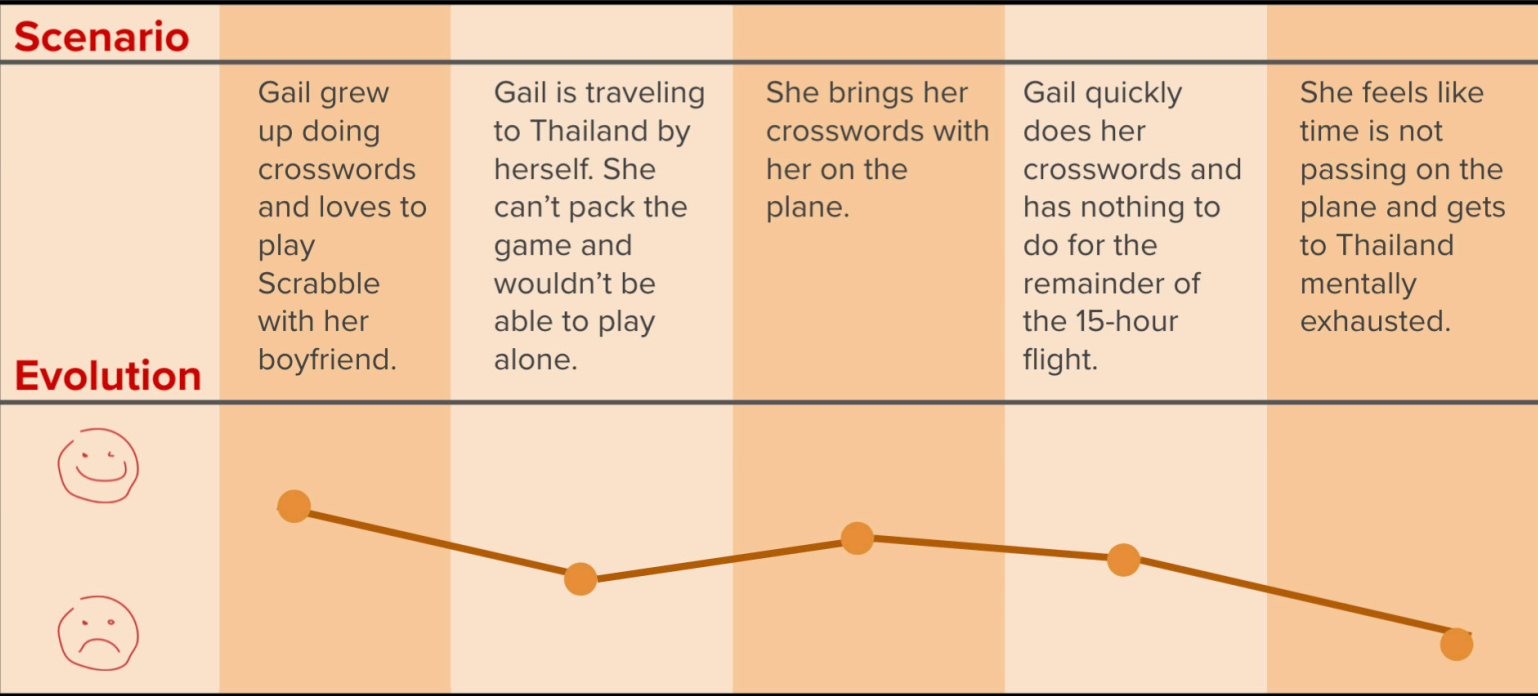
Guilherme Angelo
♀ Savannah, Georgia

Guilherme is a 22-year-old art student in Savannah. When he’s not worried about all his classes and the impending uncertainty of the future, he enjoys reading alone in his room and going out on the weekend with his friends. He uses Instagram and Pinterest the most.

USER JOURNEY

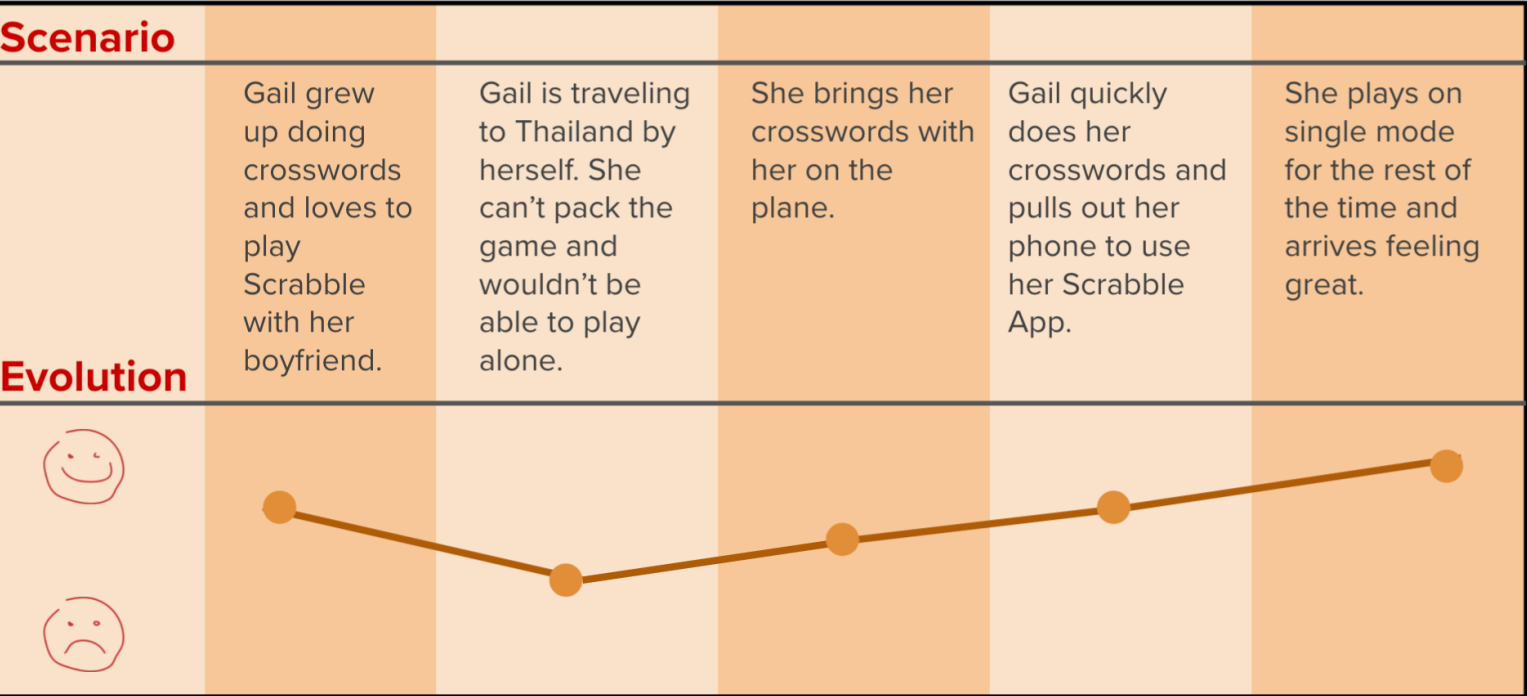
Physical

Gail Kelly



Digital

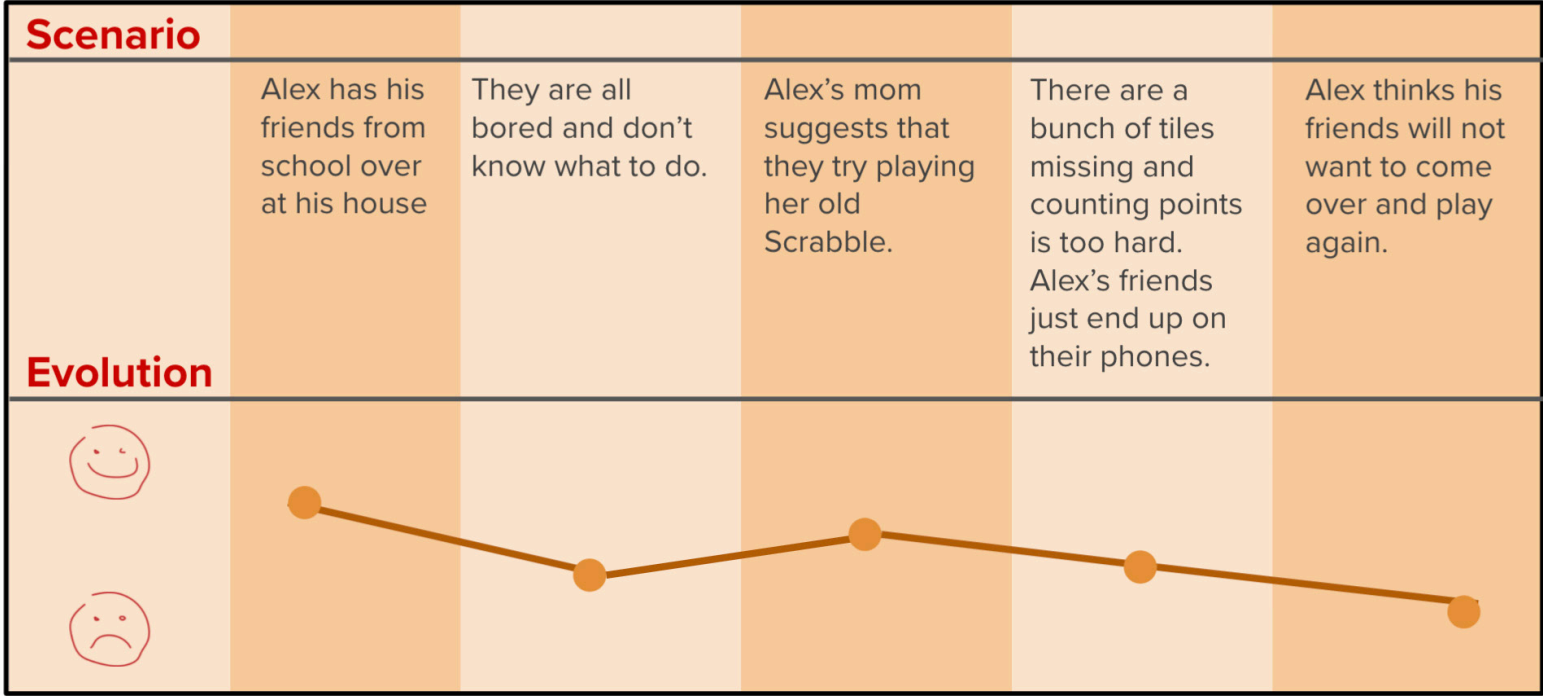
Gail Kelly



U₁ S₁ E₁ R₁ J₈ O₁ U₁ R₁ N₁ E₁ Y₄

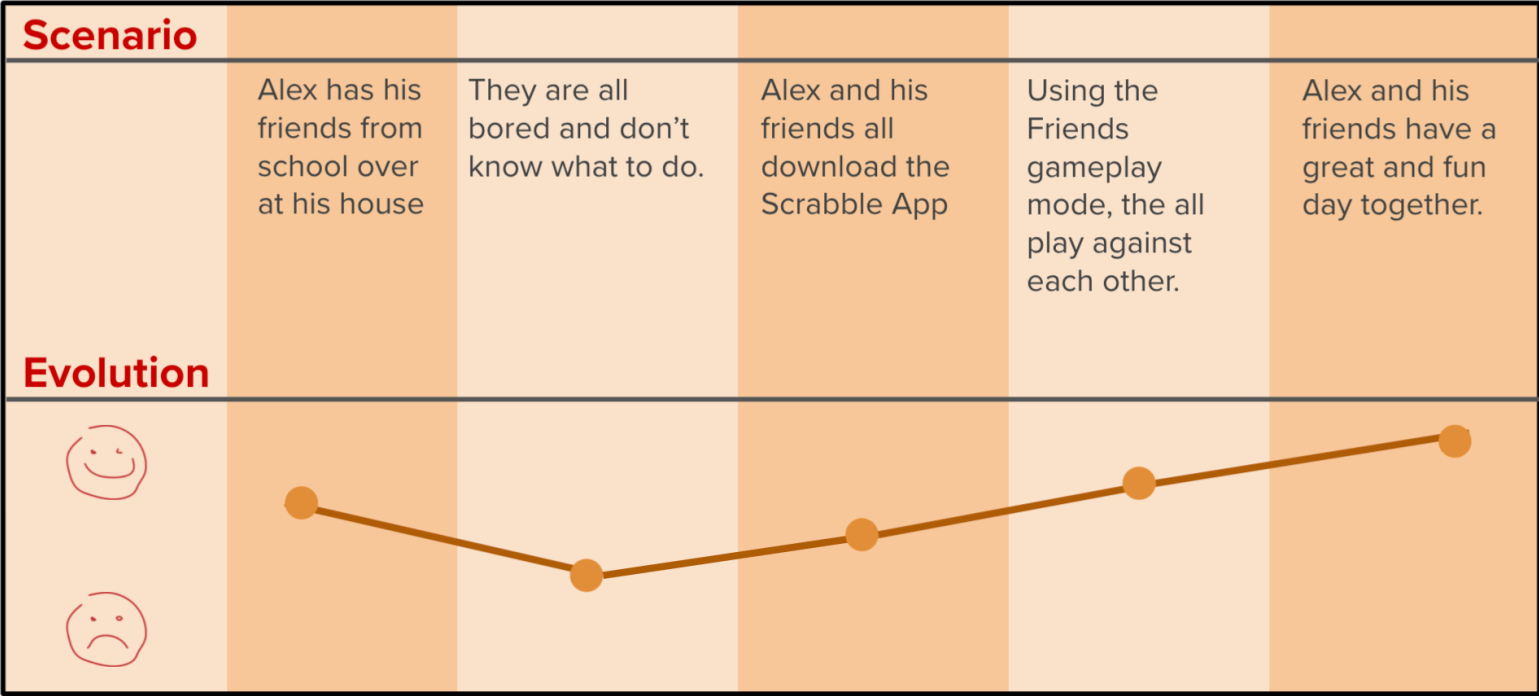
Physical

Alexander von Simson



Digital

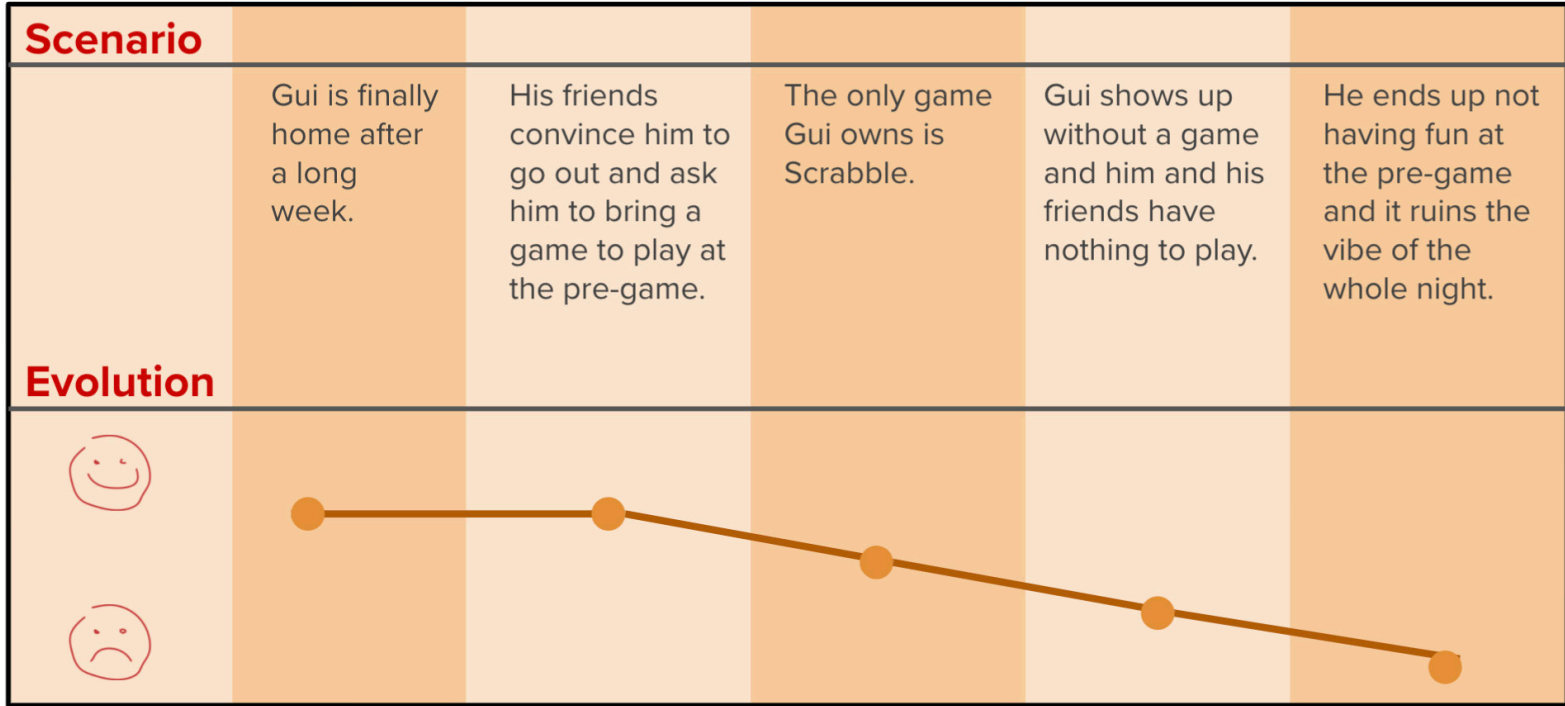
Alexander von Simson



U₁ S₁ E₁ R₁ J₈ O₁ U₁ R₁ N₁ E₁ Y₄

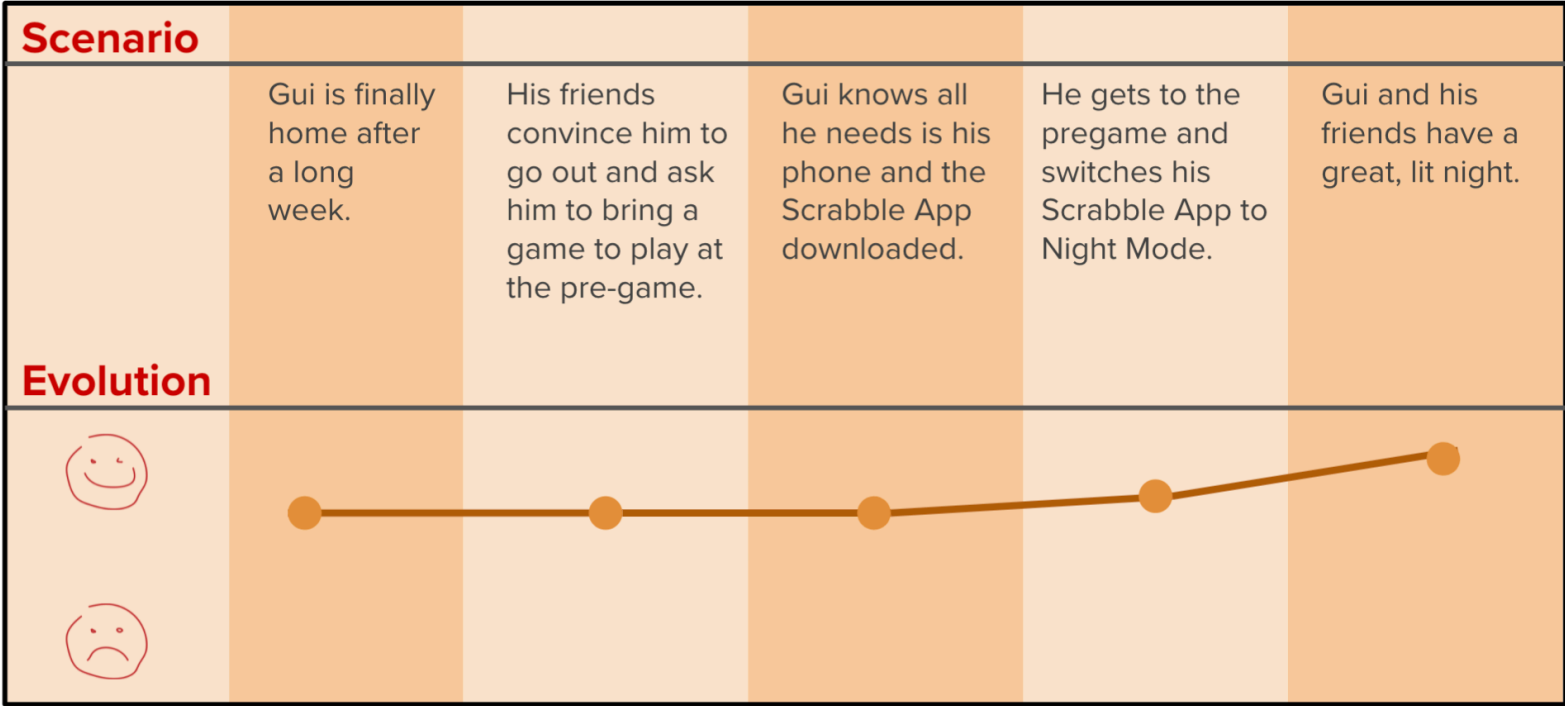
Physical

Guilherme Angelo



Digital

Guilherme Angelo



COST

FEATURES

Multi-language capability: \$2,000

Email Login: \$3,840

Social Login: \$960

User Profile: \$4,800

Notifications: \$2,400

Chat: \$2,400

Loyalty Points: \$1,920

Camera: \$480

Gyroscope: \$2,400

In-app purchases: \$960

Global Access: \$1,440

Fault Tolerance: \$4,800

Total: \$28,400

DEVELOPMENT TEAM

UX/UI Design: \$10,000

Custom Developer: \$60,000

Quality Assurance Engineer: \$10,000

Project Management: \$15,000

Business Analysis: \$5,000

Total: \$100,000

REFERENCES



digital wireframes



digital design exploration



initial refined version

