

# 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 2 (a younger generation. · The older demographic as well · Has casual interest in games.



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.





**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



#### **OPEN BOX**

[Inside the box: a game board, 4 racks, a pouch, 100 letter tiles and an instructions manual]

Each player starts with 1 rack and 7 letter tiles

— PRE-ROUNDS

Read instructions.

Winner places the first

word on the center of board.

FOR THE REST OF THE GAME,

Each player takes one more Set up the board Set pouch with letter tiles next to the board, at a reachtile from the pouch; the letter tile able distance for each player. closest to A starts the game.

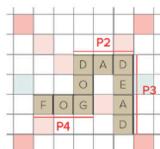
#### ROUND 1

repeat this cycle until the letter tiles in the pouch run out.

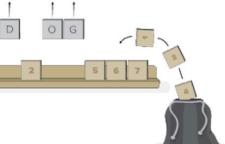
Once the letter tiles run out, add up all the points of the

different players; the player with the most points is the winner.

Second, third, and fourth player build words off of that initial word.



Players must replace every



letter tile they put on board - they must always have 7 letter tiles.



If words fall on premium word squares, the value of the letter

Players must keep score of

their points, which can be added

up from each word formed.



tile or word is increased.

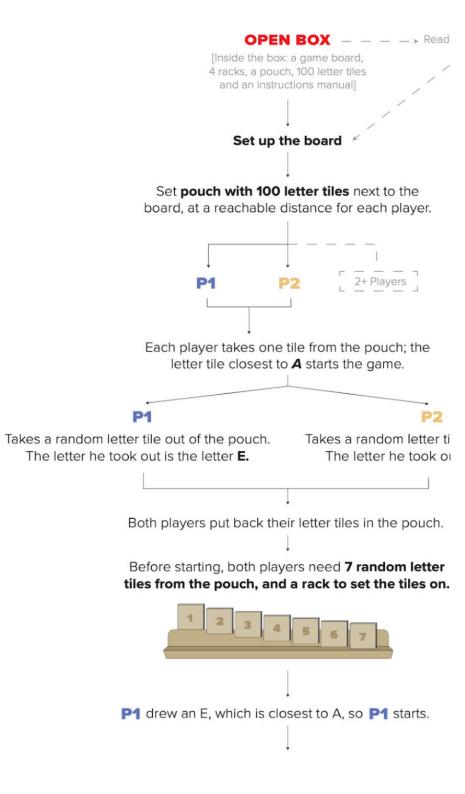


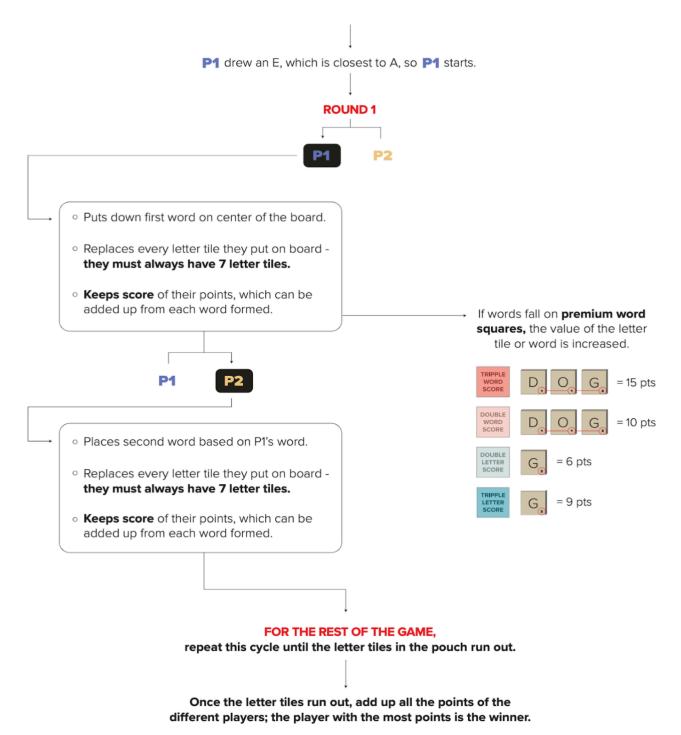






#### final structure







#### **PHYSICAL**

Ages 8+
2-4 players.
Portable box
Ideally an <b>indoors</b> 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): <b>\$13.44</b>
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

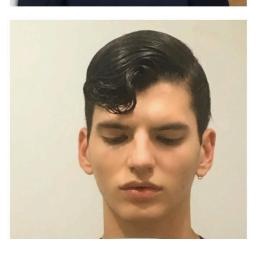
## **Digital**

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









**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.

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.

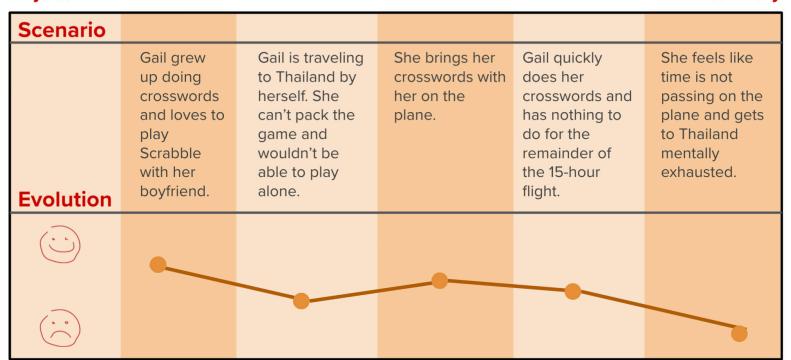
Guilherme Angelo

○ 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.



Physical Gail Kelly



Digital Gail Kelly

Scenario					
Evolution	Gail grew up doing crosswords and loves to play Scrabble with her boyfriend.	Gail is traveling to Thailand by herself. She can't pack the game and wouldn't be able to play alone.	She brings her crosswords with her on the plane.	Gail quickly does her crosswords and pulls out her phone to use her Scrabble App.	She plays on single mode for the rest of the time and arrives feeling great.



## Physical Alexander von Simson

Scenario					
	Alex has his friends from school over at his house	They are all bored and don't know what to do.	Alex's mom suggests that they try playing her old Scrabble.	There are a bunch of tiles missing and counting points is too hard. Alex's friends just end up on their phones.	Alex thinks his friends will not want to come over and play again.
Evolution	•			their phones.	
					•

#### Digital Alexander von Simson

Scenario					
	Alex has his friends from school over at his house	They are all bored and don't know what to do.	Alex and his friends all download the Scrabble App	Using the Friends gameplay mode, the all play against each other.	Alex and his friends have a great and fun day together.
Evolution					
	•				



#### **Physical Guilherme Angelo** Scenario The only game Gui shows up Gui is finally His friends He ends up not home after convince him to Gui owns is having fun at without a game the pre-game and him and his Scrabble. a long go out and ask him to bring a friends have and it ruins the game to play at nothing to play. vibe of the the pre-game. whole night. **Evolution**

## Digital Guilherme Angelo

Scenario					
	Gui is finally home after a long week.	His friends convince him to go out and ask him to bring a game to play at the pre-game.	Gui knows all he needs is his phone and the Scrabble App downloaded.	He gets to the pregame and switches his Scrabble App to Night Mode.	Gui and his friends have a great, lit night.
<b>Evolution</b>					
· · ·					



# **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

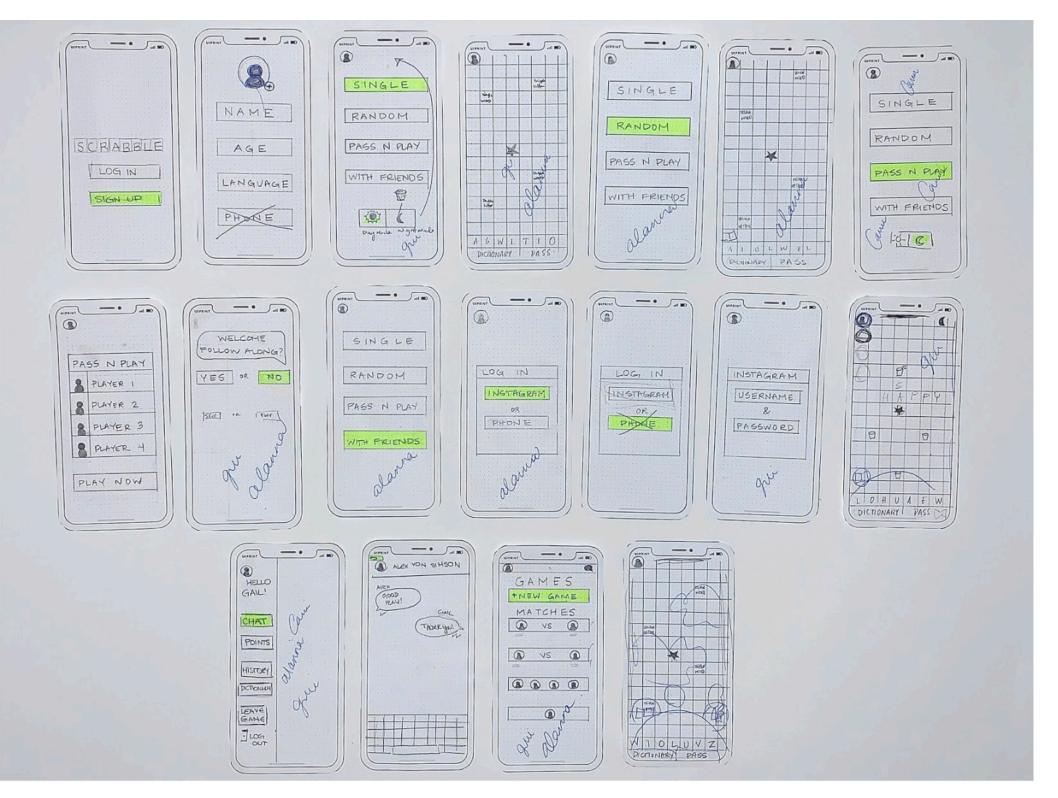
Quality Assurance Engineer: \$10,000

Project Management: \$15,000

Business Analysis: \$5,000

Total: \$100,000





digital wireframes



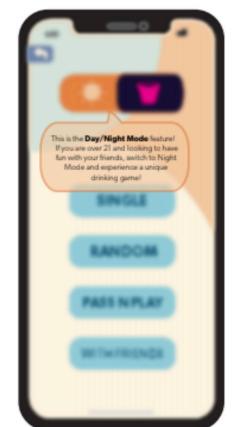
digital design exploration

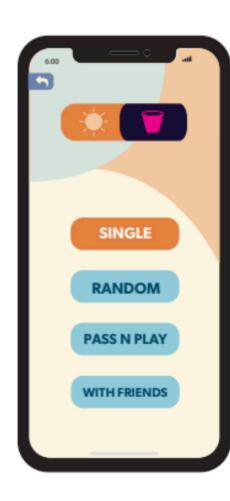




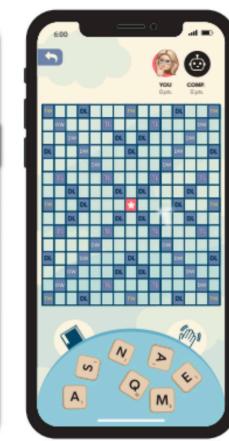
















#### initial refined version











