

pixie



# RESEARCH BRIEF



# AUDIENCE

**PERSONA WORKSHEET**

**NAME** @pixelprincess **DESCRIPTION** "The Gamer"

**BACKSTORY**  
- 13-25 y/o - American? - gaming  
- student / working

**RESOURCES**  
- in between novice? expert  
- knows Discord, how games work, etc.


**EMOTIONS**  
- confident! - new app seems perfect for gamers  
- excited  
- nervous to meet new people.

**GOAL(S)**  
- make new friends - find communities  
- check ranks of friends - create a profile - check out new games.

**SCENARIO**  
- Pixel uses the app to find communities, there she finds friends who play new games. She checks out their info.

Sketch your first impression  
- 20 y/o F  
- loves to game  
- needs new "online" friends  
- knows what she is doing

PERSONA WORKSHEET | Inspired by "The Persona Core Project" Creative Commons May 3, 2013 and modified to "Keep it Simple" by Leah, Elin (2017)



## PIXEL PRINCESS

- 18-25 year old woman who plays video games.
- Novice/Expert level
- Confident, excited, wants to meet new friends
- Create profile, make friends, explore new games, find communities

# COMPETITION

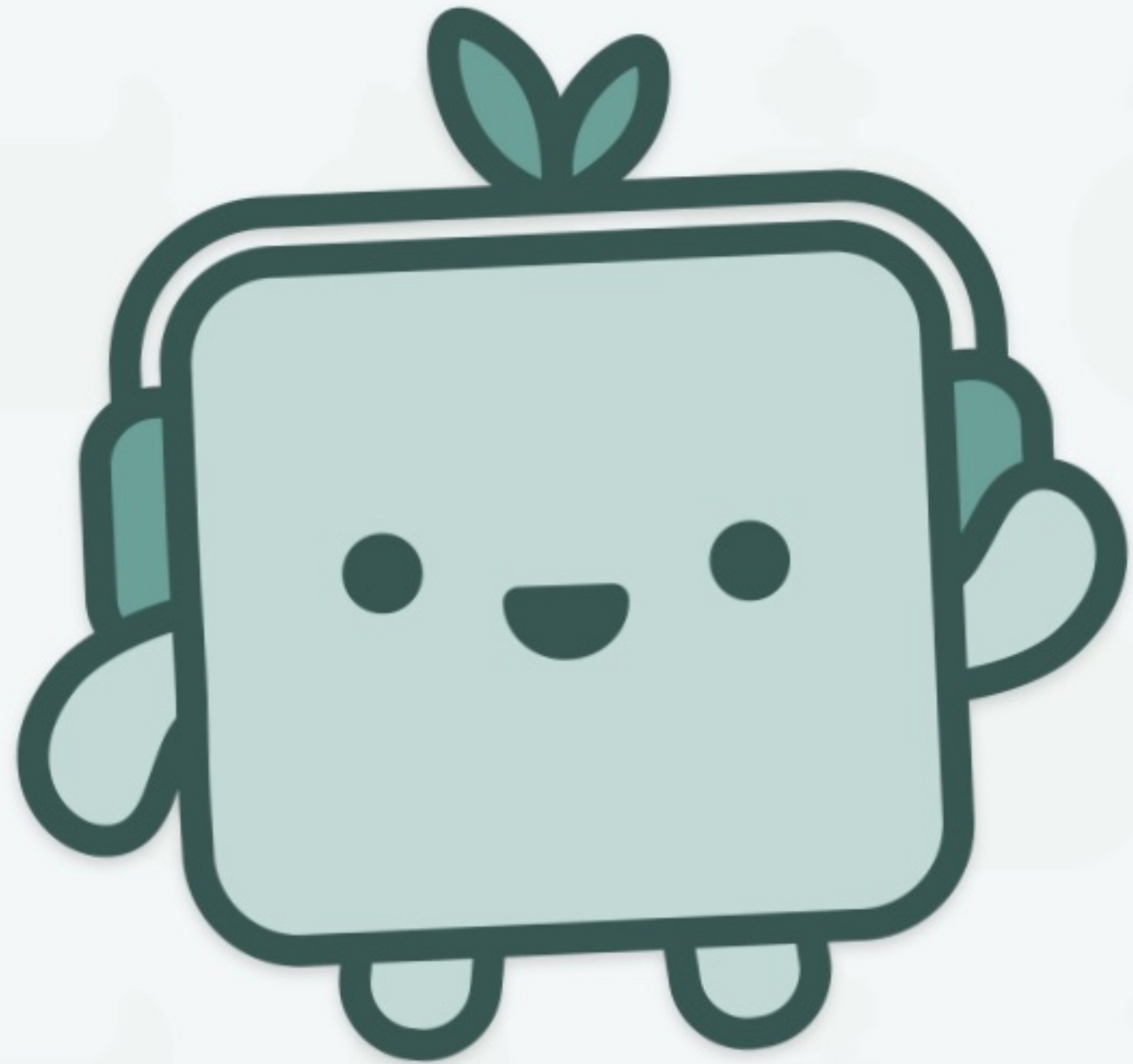


## DISCORD

Discord is a similar app that allows users to make friends and join servers. Discord lacks the games aspect of Pixie. Pixie allows you to check esports stats, game news, your personal store, as well as discover communities based on games you like.



# PROJECT GOALS



## PIXIE GOALS

While working on this project I strived to create good UI/UX design. I want seamless and sleek aesthetics that aren't too distracting, but appear cohesive. Overall, I hoped to create a better version of the leading competitor, Discord.



# PROCESS BOOK



# PLANNING

Graphic Design VI


MOBILE APP

main ideas

- Gaming - tracking, messaging, profiles, groups
  - ↳ logos for every game & page
  - ↳ profiles showing your games, ranks, currently playing, online status
  - ↳ messaging links to games & mobile
  - ↳ tracking page: search users & see ranks
  - ↳ groups: find other people to play with with common games, categories, etc
    - ↳ shows when someone is streaming
    - ↳ check stores from app
- inspo:
  - ↳ xbox leveling
  - ↳ discord
  - ↳ riot mobile
  - ↳ play station trophies
  - ↳ battle.net
- name ideas:
  - ↳ pixel pals
  - ↳ HPals
  - ↳ HPals or Pixie
- themes:
  - ↳ pixels
  - ↳ glitching
  - ↳ bright but minimal colors
  - ↳ noise texture
  - ↳ growth, plants
  - ↳ round geometric
- Logo ideas:
  - ↳ pixel character
  - ↳ fill whole square?
  - ↳ peeking out?
- colors:
  - Ash Grey: MASZ
  - Platinum: E3E0DD
  - White: FFFFFF
  - Dark slate grey: 385752
  - Cambridge Blue: 6AA89F

Deep roots: play, bond, grow!

PIXIE



Graphic Design VI

MOBILE APP

main layouts

- profiles:
  - ↳ set status
  - ↳ set games & likes
  - ↳ show ranks
  - ↳ currently playing
  - ↳ profile image & background
- onboarding:
  - ↳ create account /
  - ↳ Log-in
  - ↳ Q1, Q2, Q3
- core function:
  - ↳ messaging
- Friends:
  - ↳ friends list
  - ↳ view profiles
  - ↳ message in game options
  - ↳ add friends
    - pending requests
    - communities links
  - ↳ invite to game options
  - find friends pages (tinder esque) style?
- Communities:
  - ↳ find friends & groups by common games & interests (swipe style)
  - ↳ view group pages, chat, call, etc
- Games Page:
  - ↳ view friends achievements, levels, ranks, etc
  - ↳ view in game stores
- notifications:
  - ↳ display friend requests, game invites, mentions, etc.

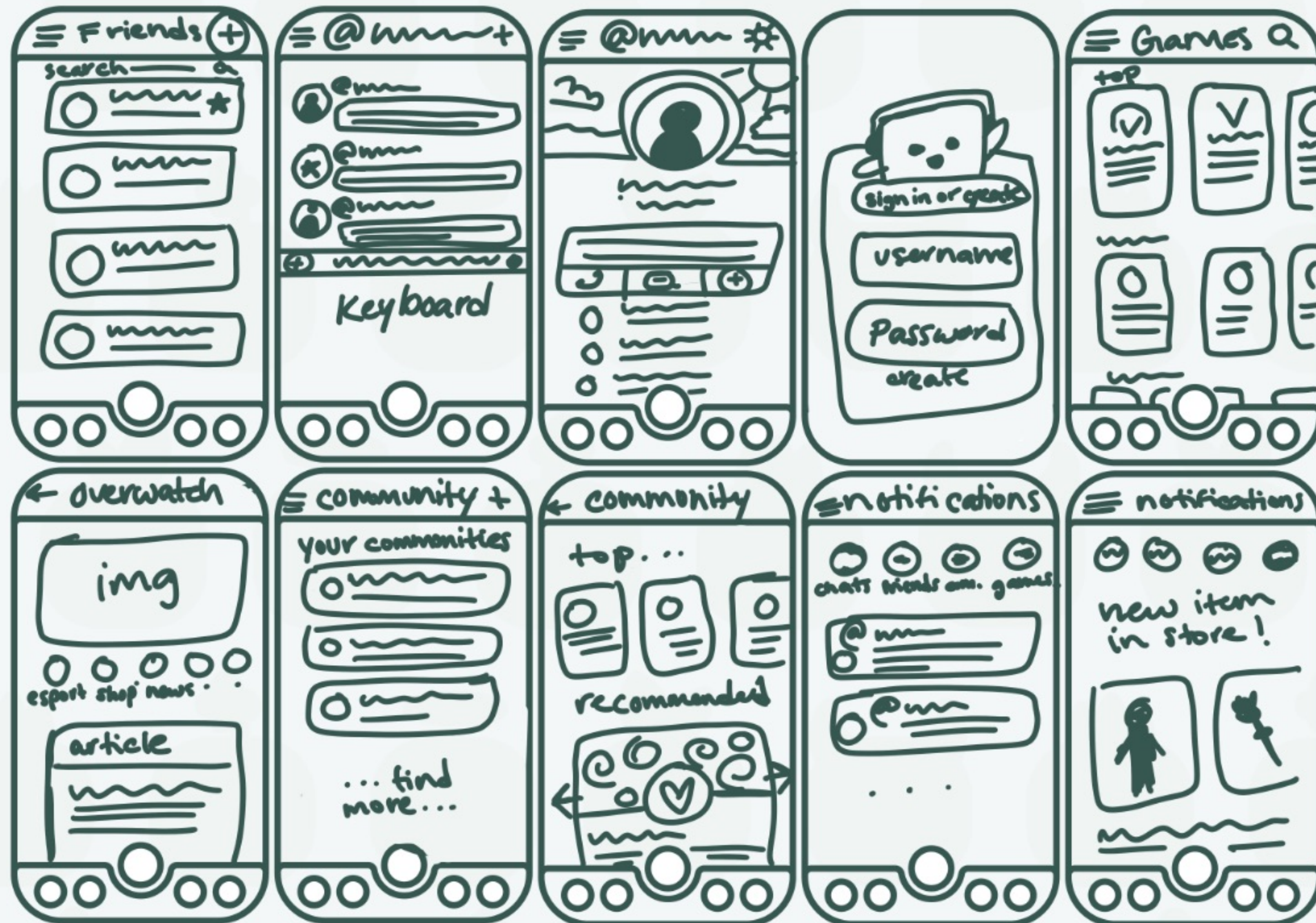


# WALKTHROUGH





# SKETCHES





# MOOD BOARD







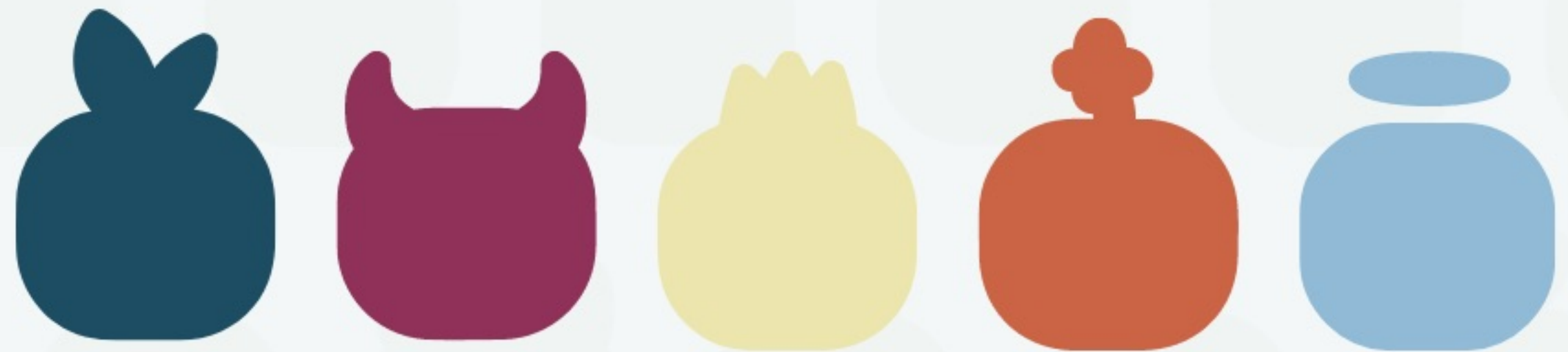
# STYLE GUIDE

# COLOR + LOGO



PiXie

PiXie



secondary colors for profile images



# FONT

## HEADING 1

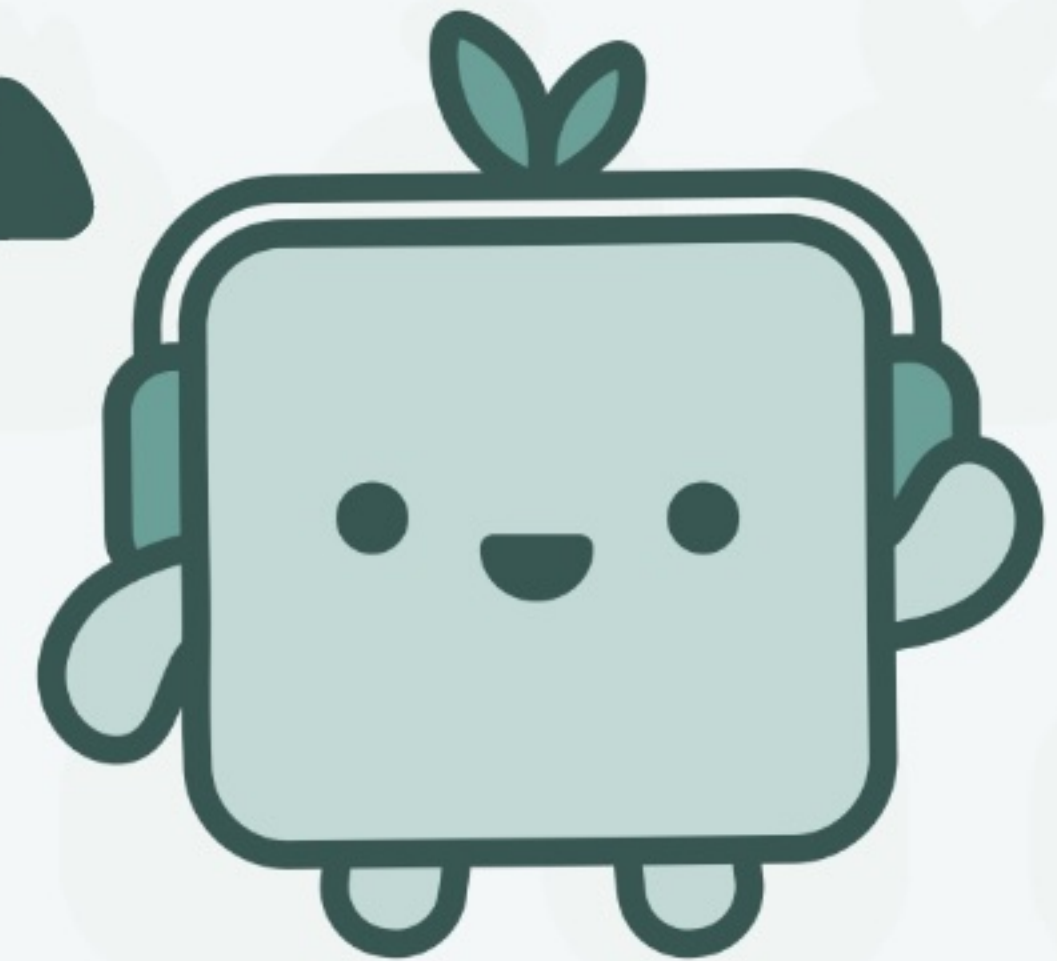
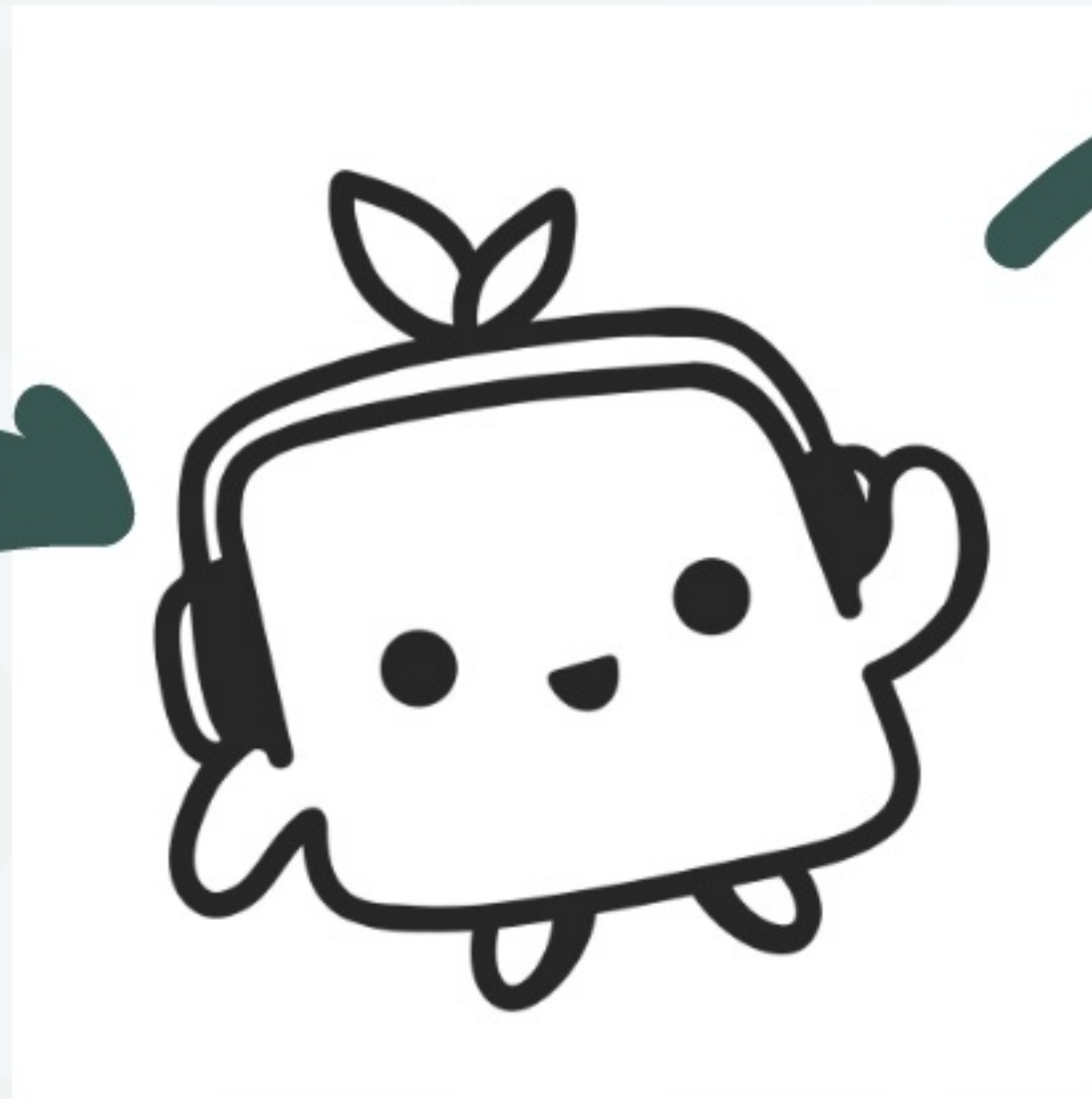
## HEADING 2

## HEADING 3

Paragraph @Username

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# CHARACTER





# ICONS

PHONE



WATCH

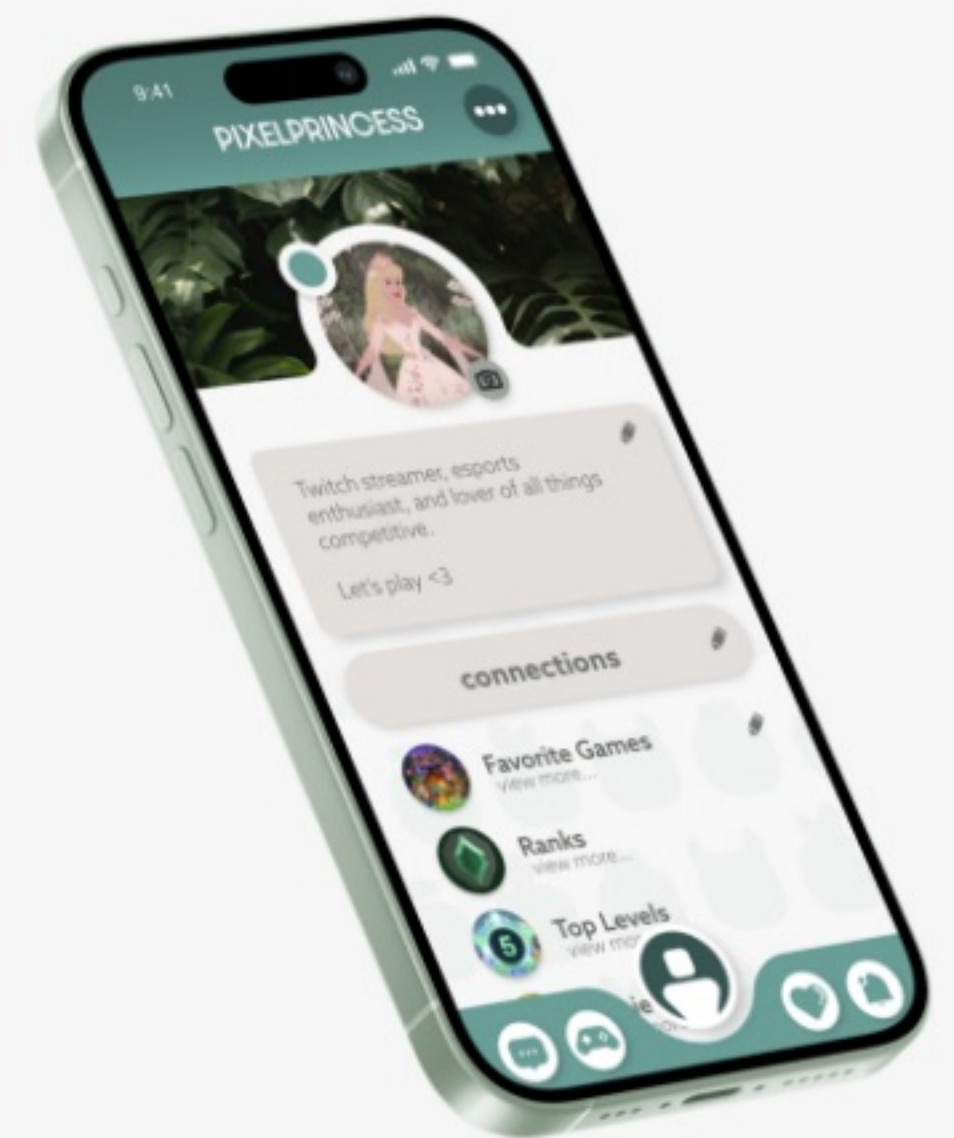
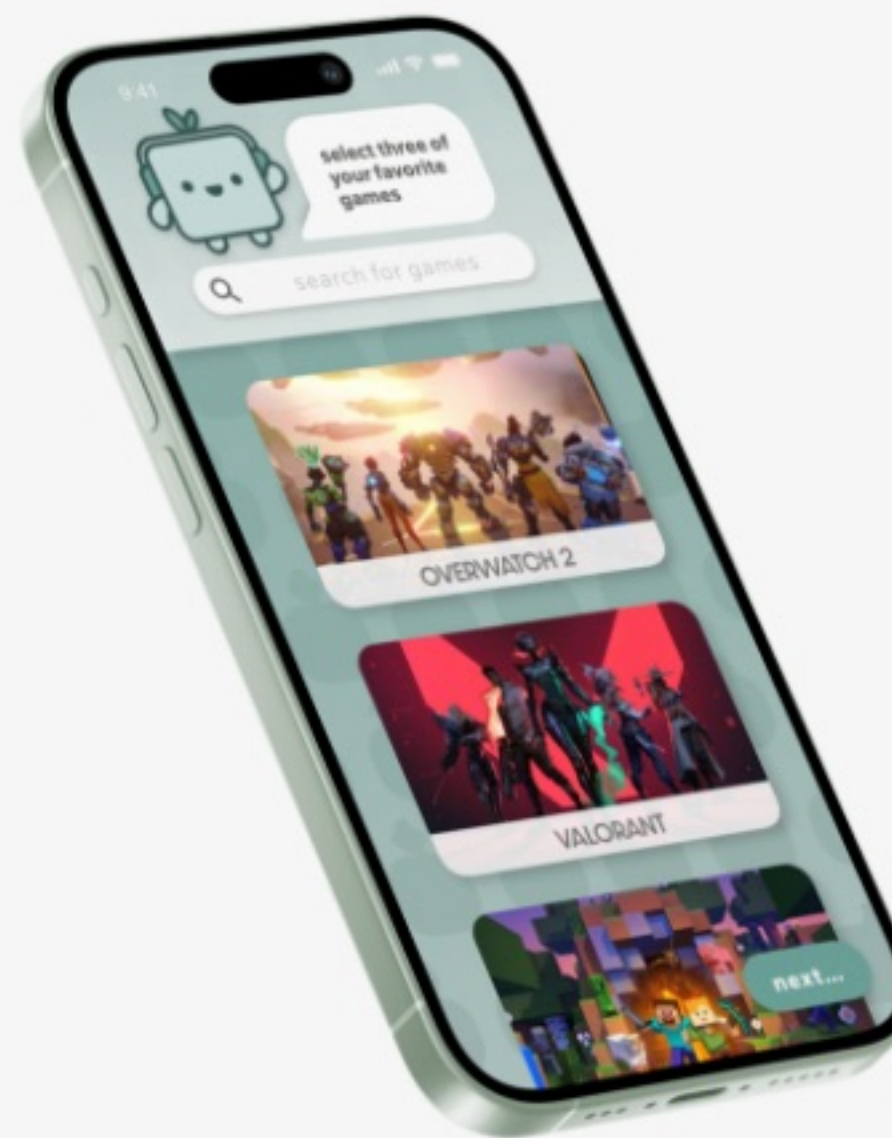
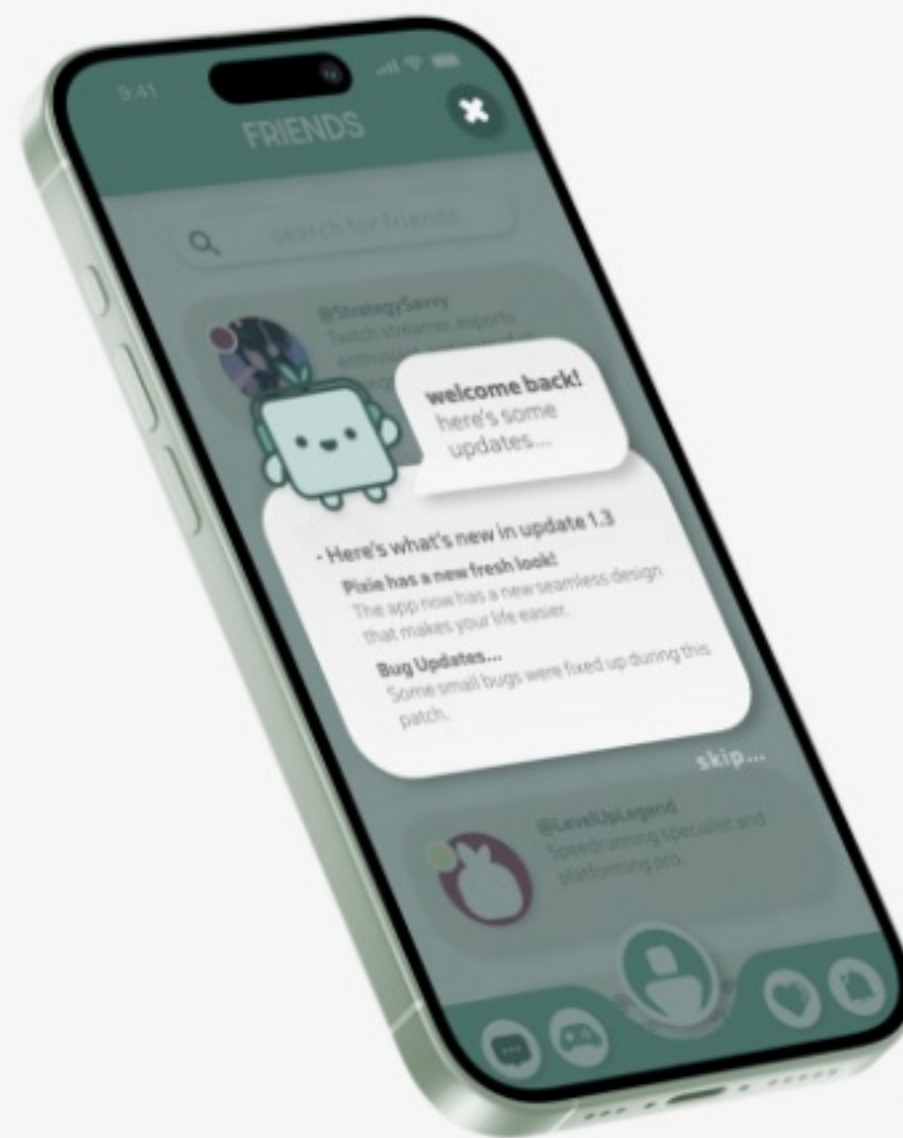
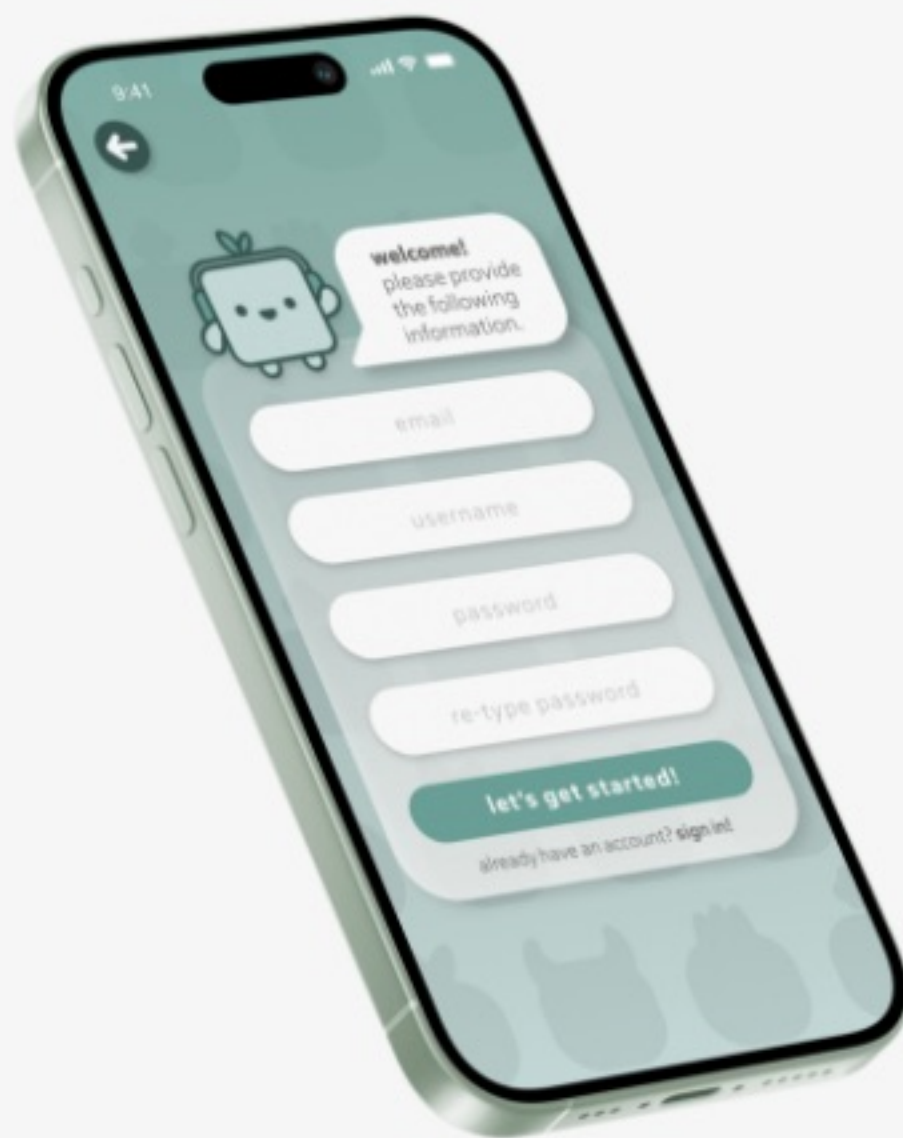




**MOCK-UPS**

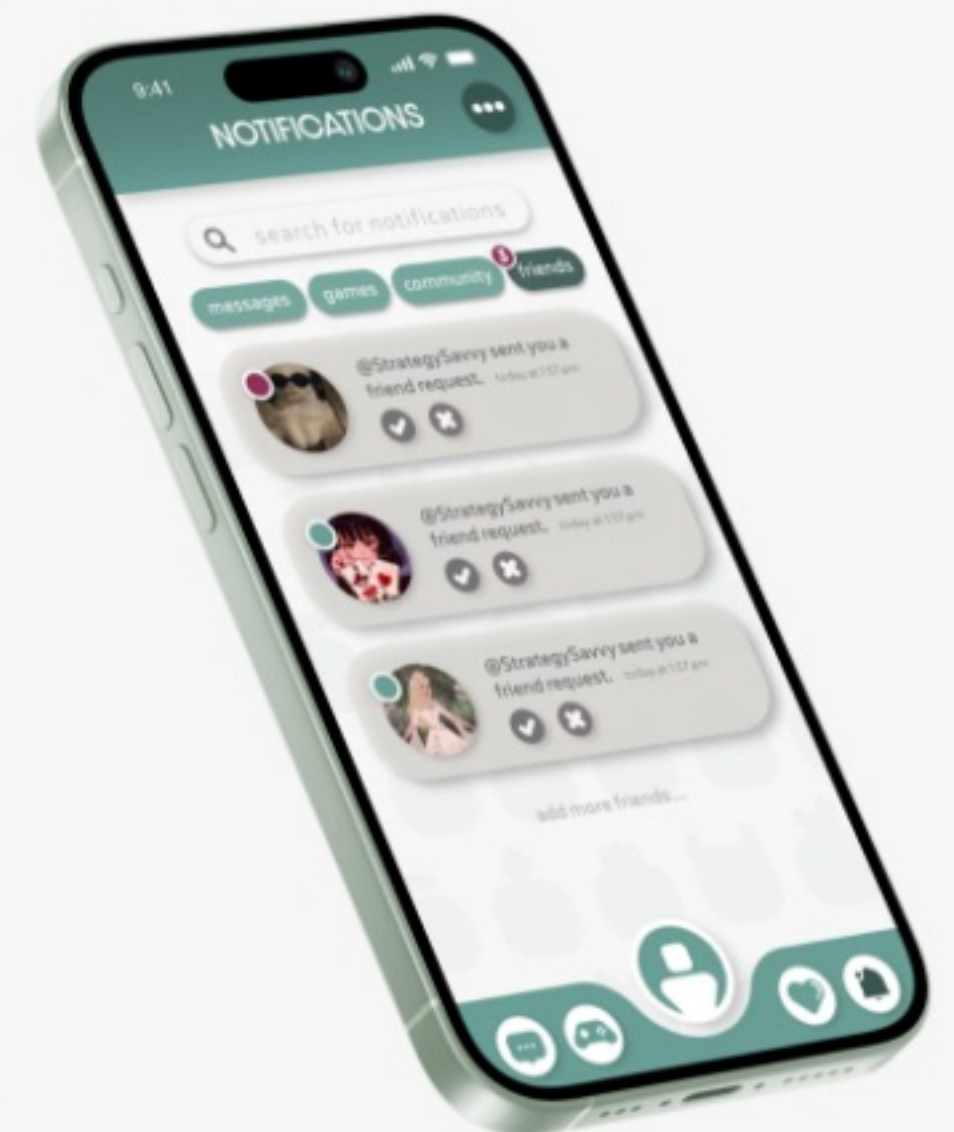
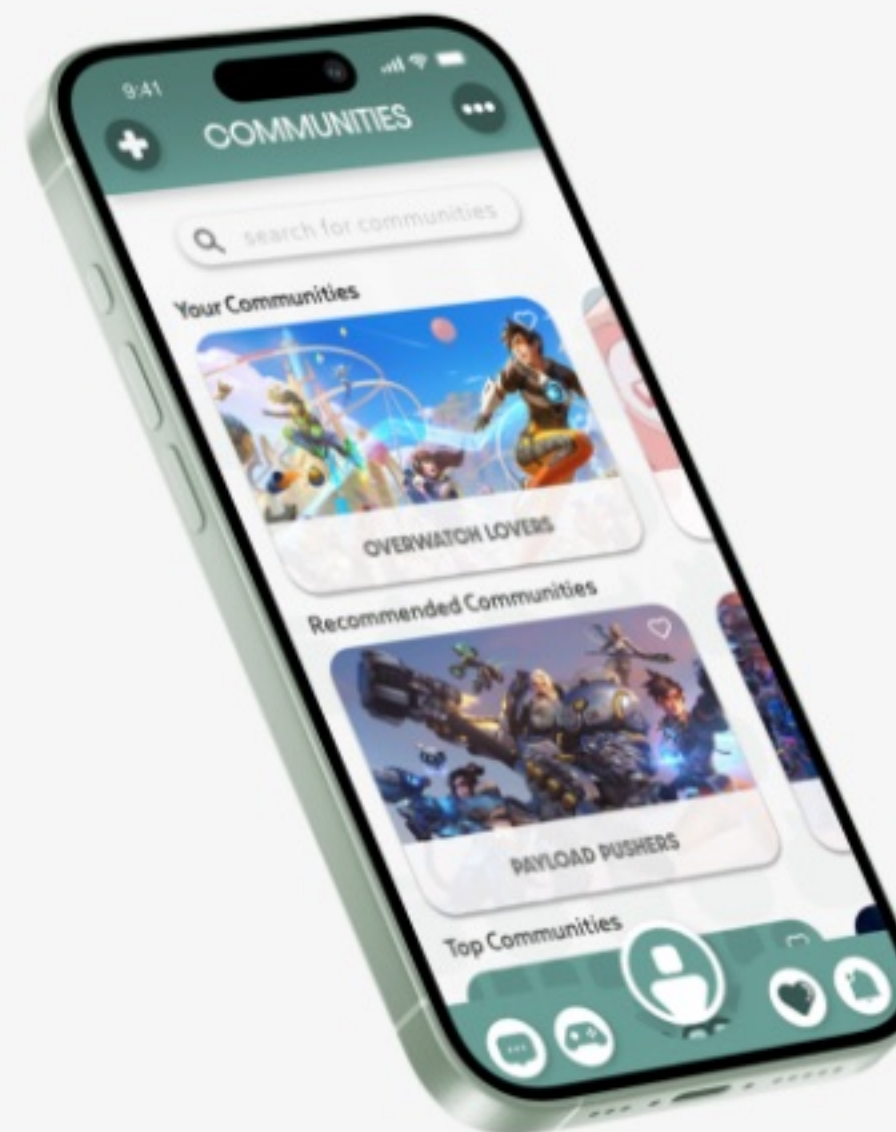
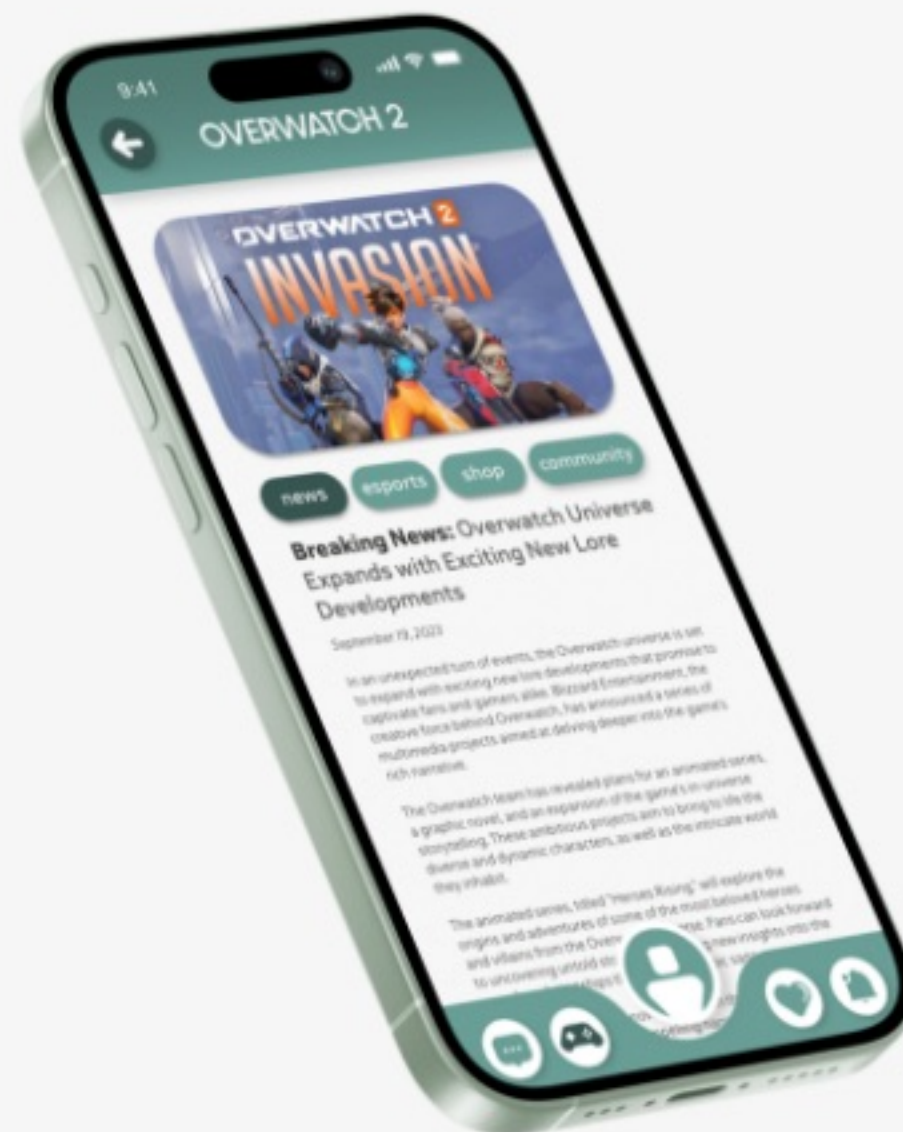
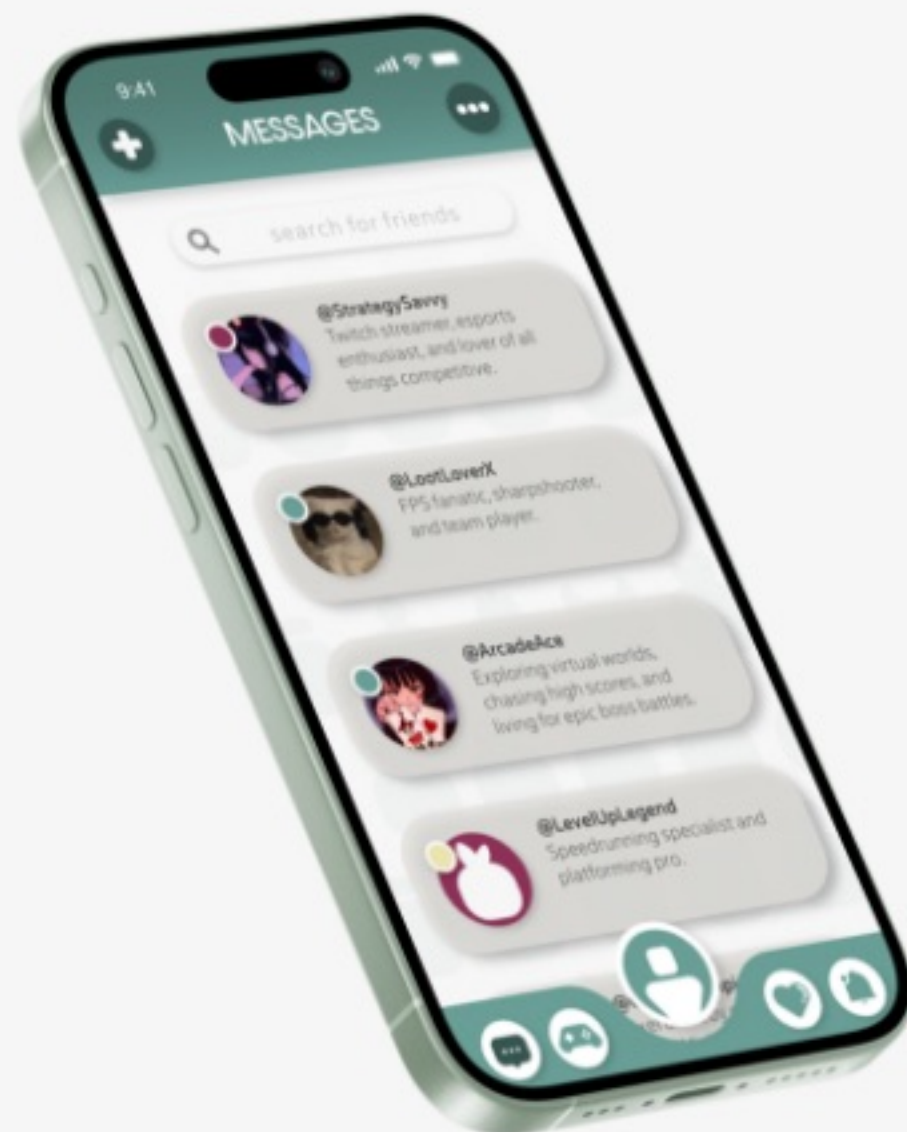


# MOCK-UPS





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# MOCK-UPS

