

# OVERCOME FOMO

Andrej.F- UP

Jurij.P- UP

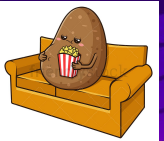
Amit.S- BGU

Iris.F- BGU

Link to the google slides

[https://docs.google.com/presentation/d/1s7muhl1qF11VJo1dfGHNGpYZd\\_O3KY7sYP8VV205LU/edit?usp=sharing](https://docs.google.com/presentation/d/1s7muhl1qF11VJo1dfGHNGpYZd_O3KY7sYP8VV205LU/edit?usp=sharing)

MADE BY COUCH POTATOES



# VALUE PROPOSITION AND GAME OVERVIEW

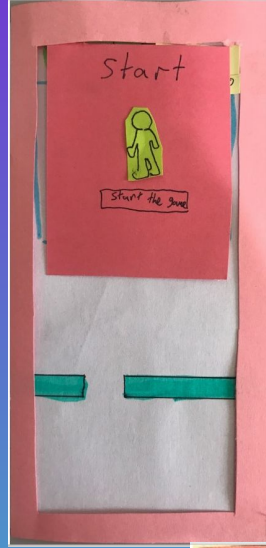
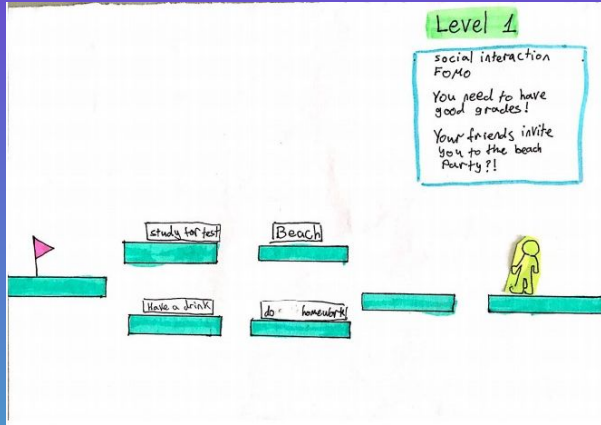
"EDUCATE HOW TO COPE WITH FOMO"

CONFRONT REAL  
LIFE FOMO  
DECISIONS

CHOOSE YOUR  
PATH WISELY  
OR DIE

IMPLEMENT  
INSIGHTS TO  
YOUR LIFE

# SKETCHES LEVEL 1



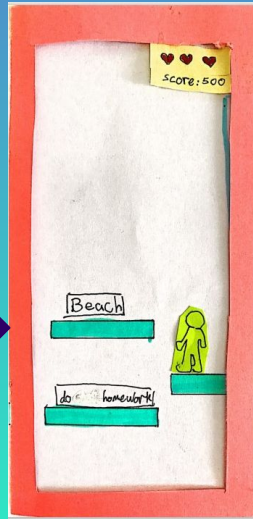
Press  
start



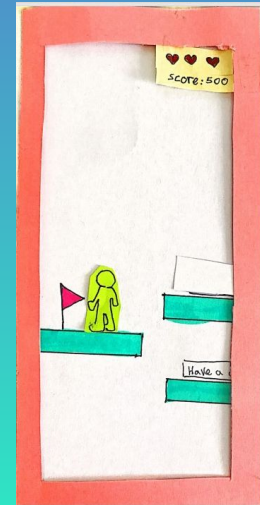
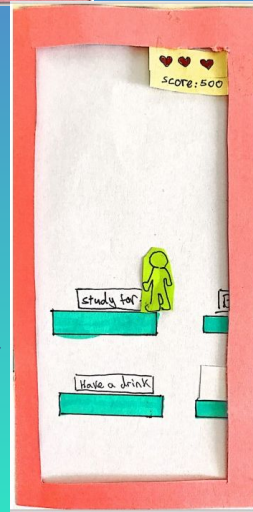
Read the  
mission



Walk to  
decision

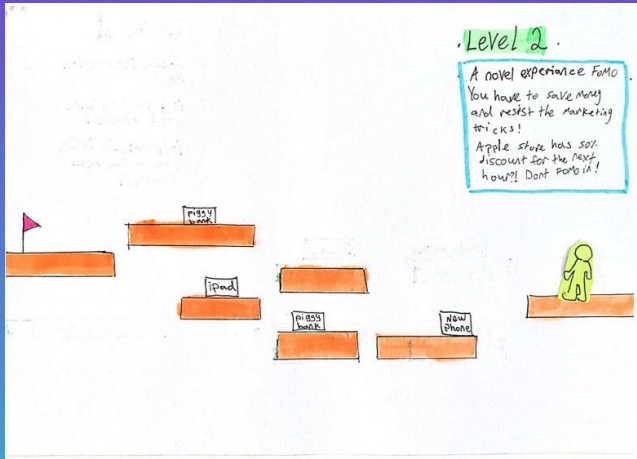


Choose the  
right decision  
or loose a life



End  
level 1

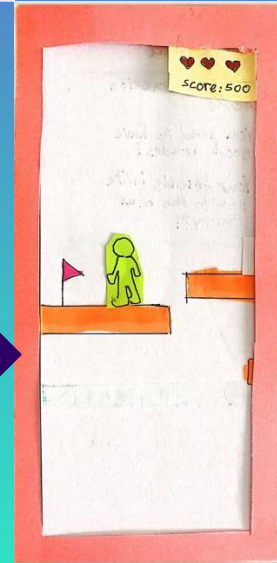
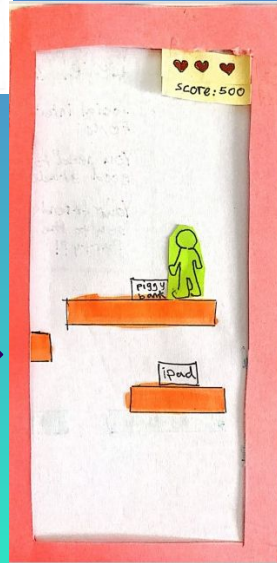
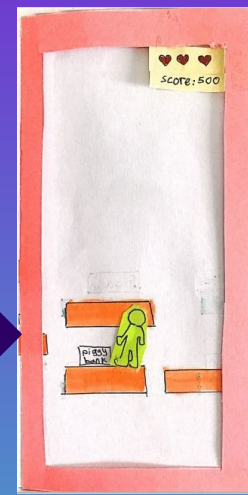
# SKETCHES LEVEL 2



Choose the right decision or loose a life

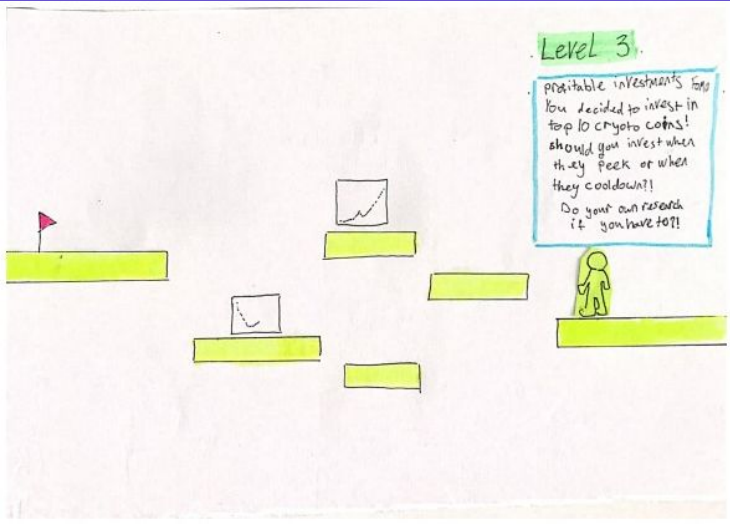


Read the mission



End level 1

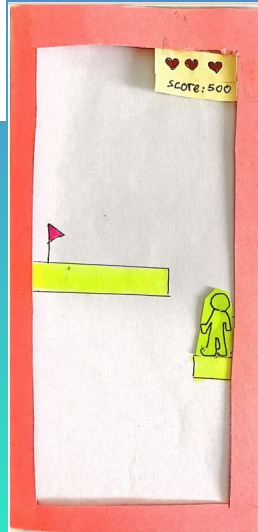
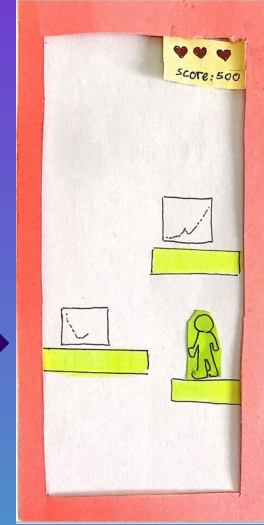
# SKETCHES LEVEL 3



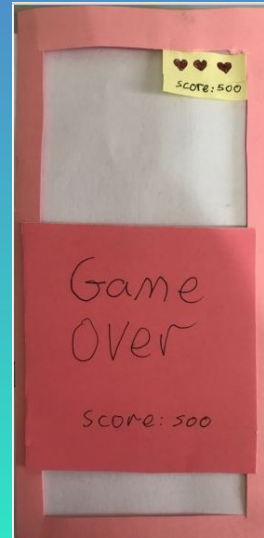
Choose the right decision or loose a life



Read the mission



Go to the flag  
→ end level 3



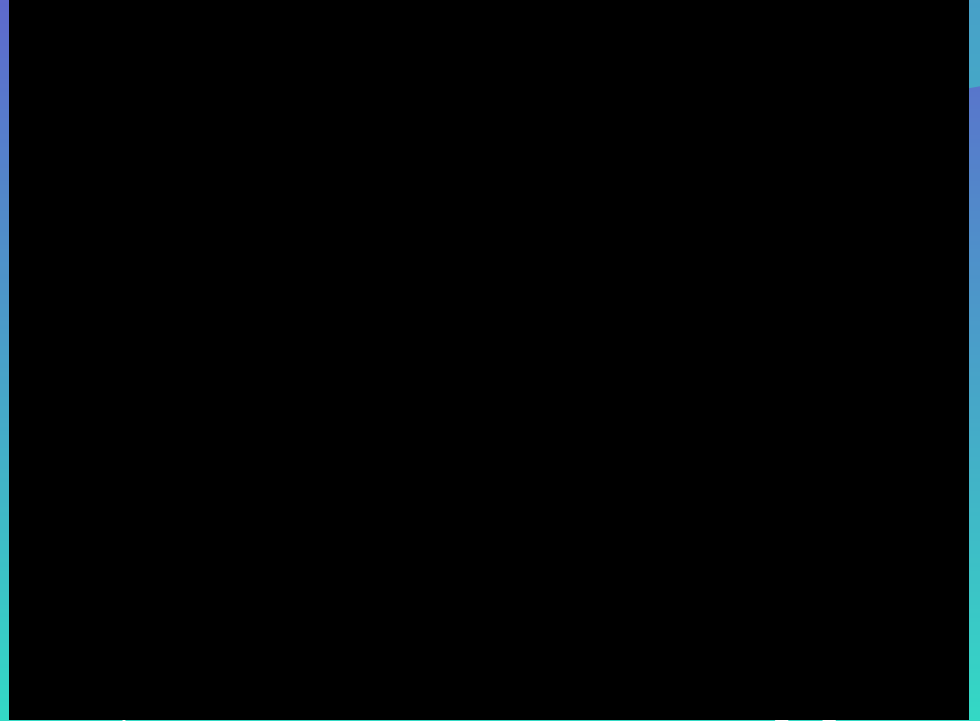
If player loses 3 lifes  
→ game over



# GAME LEVELS

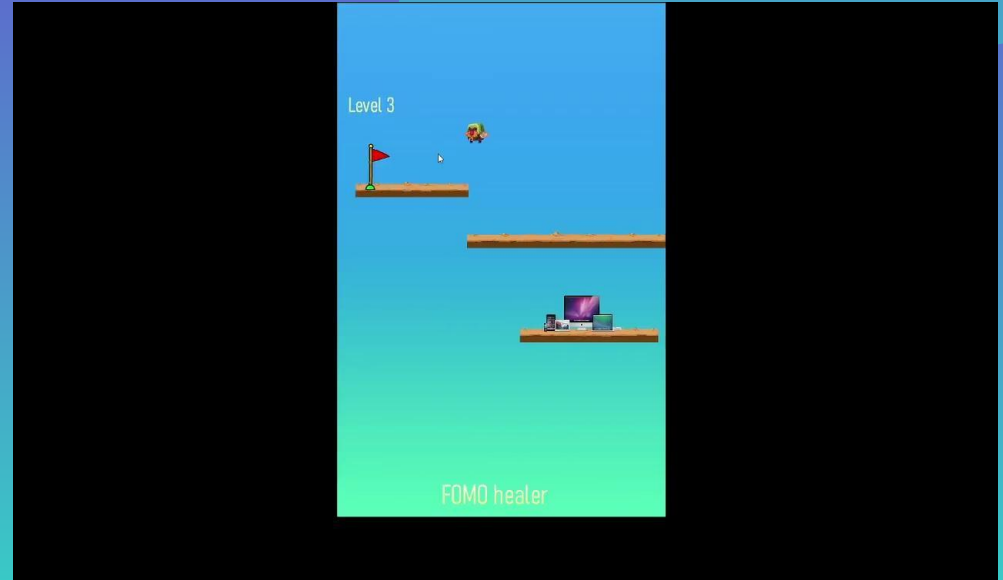
## LEVEL 1

SOCIAL  
INTERACTION  
VS  
STUDYING

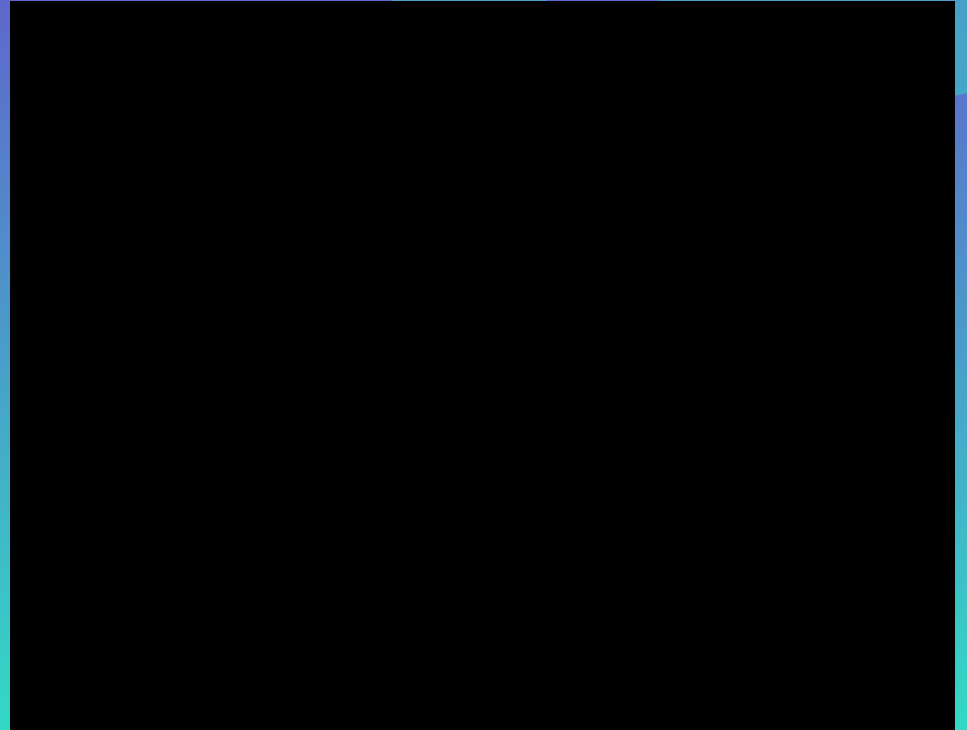


# GAME LEVELS

**LEVEL 2**  
NOVEL  
EXPERIENCE  
VS  
SAVING MONEY



# GAME LEVELS





# GAME TESTING

## METHODOLOGY

DEMOGRAPHICS

20-30

RECRUITMENT



PROCEDURE

EXPLAIN  
THE  
GAME  
CONCEPT

PROCEDURE

ASK THE  
PARTICIPANTS  
TO PLAY THE  
GAME



# GAME TESTING

WHAT WE LEARN / CHANGE AS A RESULT

- **USERS LIKE SIMPLICITY**
- **USERS ENJOY RELATABLE SITUATIONS**

**LEARN**



- **MADE CLEAR AND SHORTER LEVELS**
- **ADDED MORE CASUAL FOMO SITUATIONS**
- **USE LESS WORDS MORE SYMBOLS**

**CHANGE**

# PROTOTYPE OVERVIEW

## LIMITATIONS / TRADEOFFS

ICONS  
INSTEAD  
"COLLECT"  
TEXT

COMPLEXITY  
OF THE APP VS  
TIME TO LEARN

GAME  
OVER  
INSEAD 3  
LIVES

NOT MAKING A  
QUESTIONNAIRE  
POP UP

UNLIMITED  
TIME FOR  
EACH  
LEVEL



# PROTOTYPE OVERVIEW

WIZARD OF OZ TECHNIQUES



# PROTOTYPE OVERVIEW

