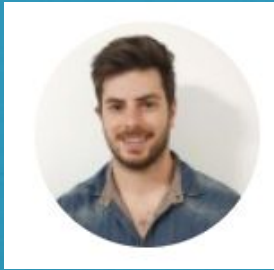


# YOBO - Your Best Option !

F O M O

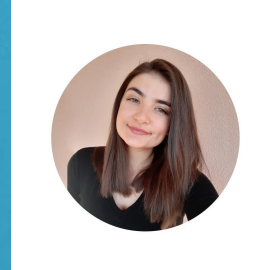
Fear of missing out



Omer Shvarz - BGU



Marko Rozman - UP



Karolina Trajkovska - UP



Fear of missing out



Your Best Option

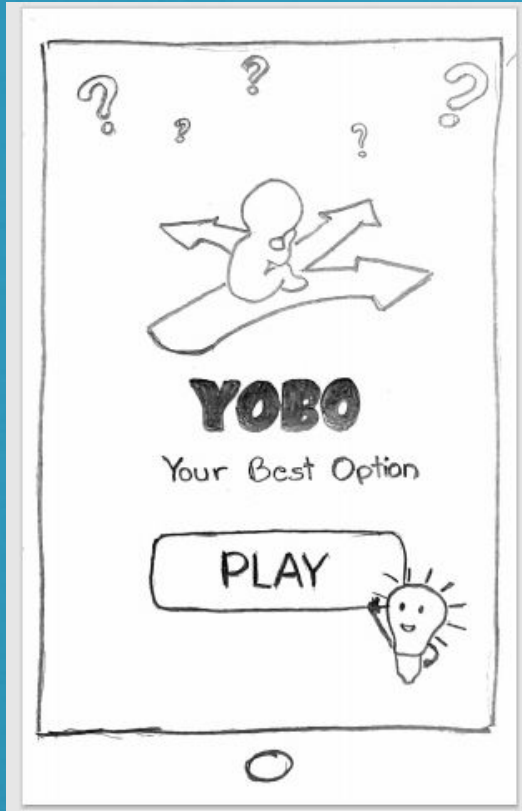
# Value proposition

YOBO: “helping people make a decision and help the FOMO disappear”

## Problem/Solution overview

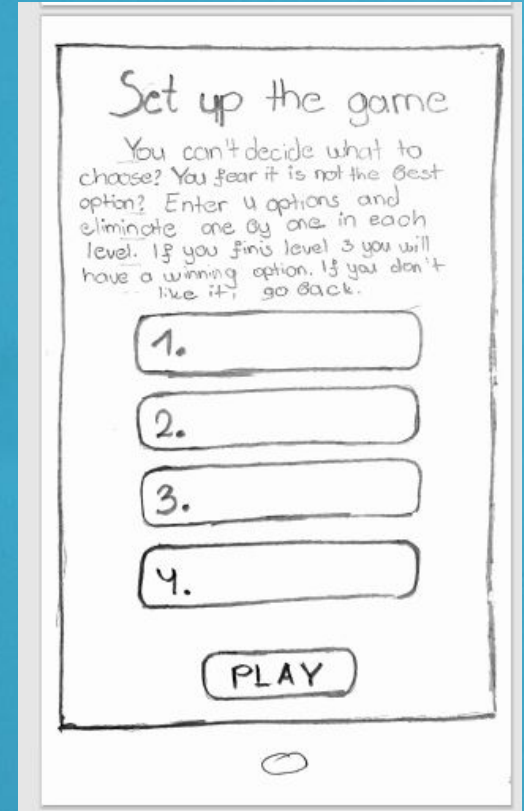
A lot of people suffer from FOMO (fear of missing out). It gets them paralyzed and holds them from making a decision. YOBO is the best solution exactly for that, taking their mind off of the pressure by playing a nice game and helps making a decision by returning an option to take after destiny which combined with gaming skills influence this game and the winning choice.

# Sketches



**F O M O**

Fear of missing out



F O M O

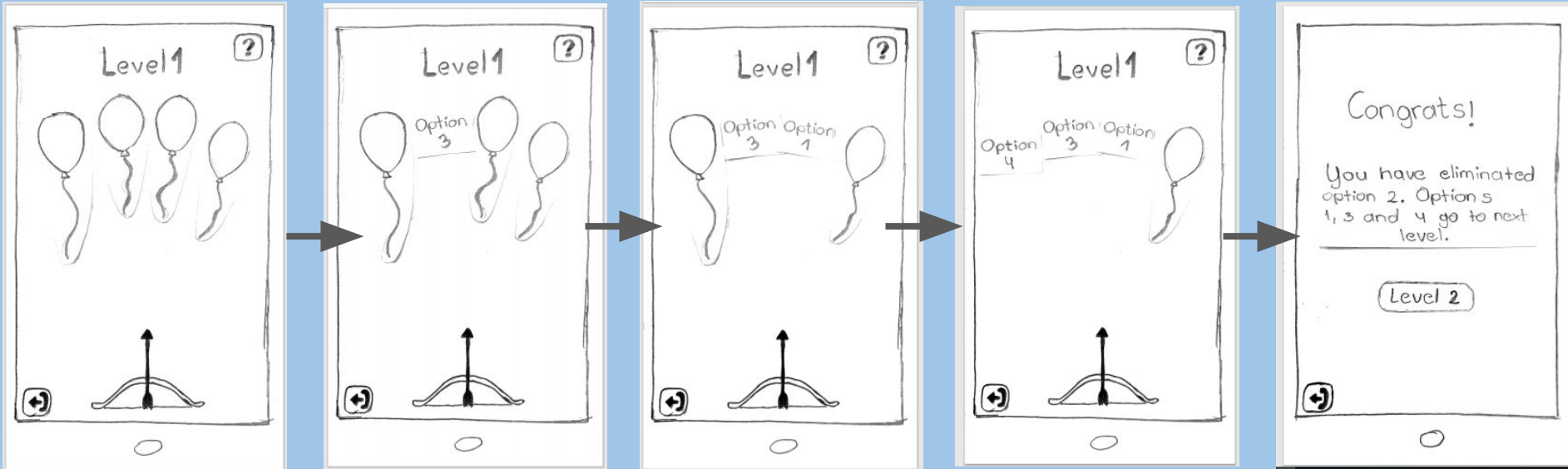
Fear of missing out

# Sketches

Y O B O

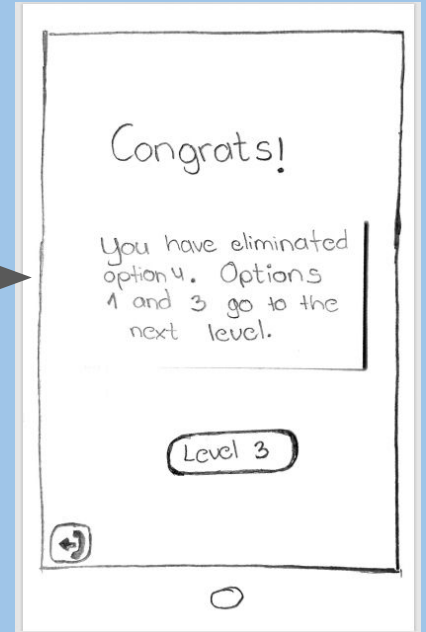
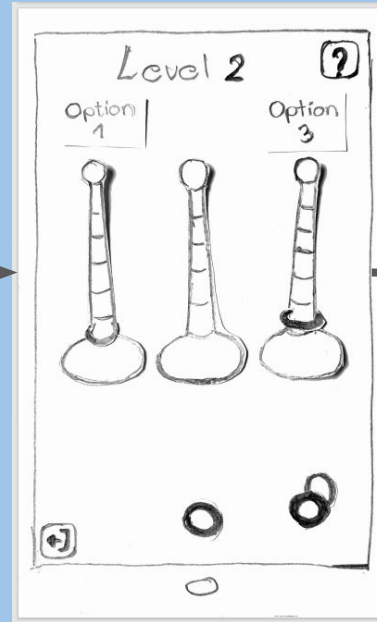
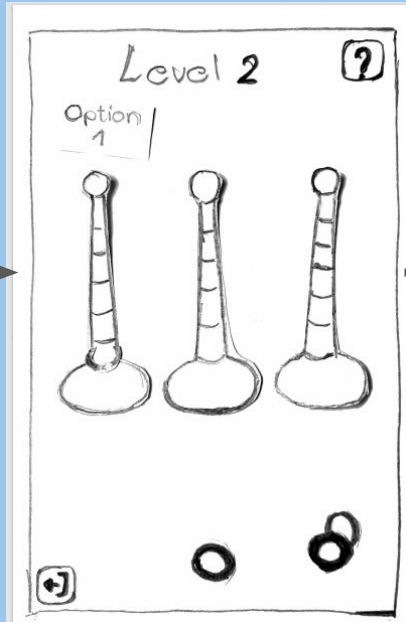
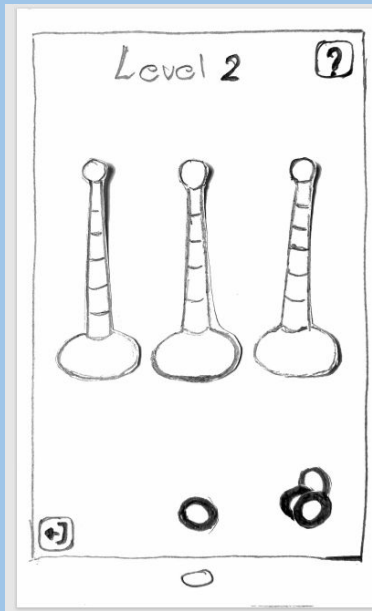
Your Best Option

## Level 1



# Sketches

## Level 2



F O M O

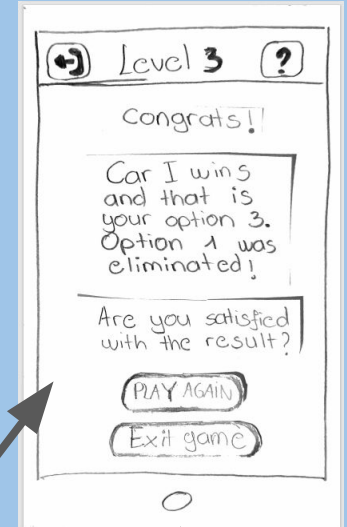
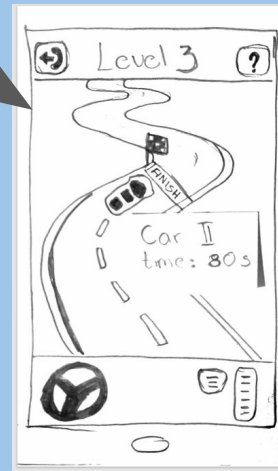
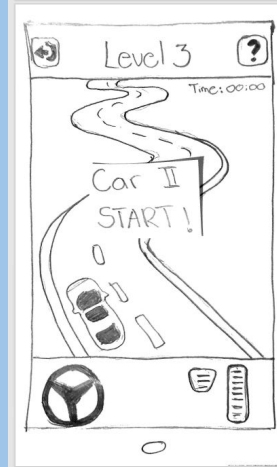
Fear of missing out

# Sketches

Y O B O

Your Best Option

## Level 3



**F O M O**

Fear of missing out

# Game Level 1

**Y O B O**

Your Best Option

In this level the user sees 4 balloons and each one of them represents one option of action from the options the user entered. The user's goal is to hit 3 balloons to continue to the next level. In this level the option of the balloon that the player didn't hit will be removed and not be available in the next levels





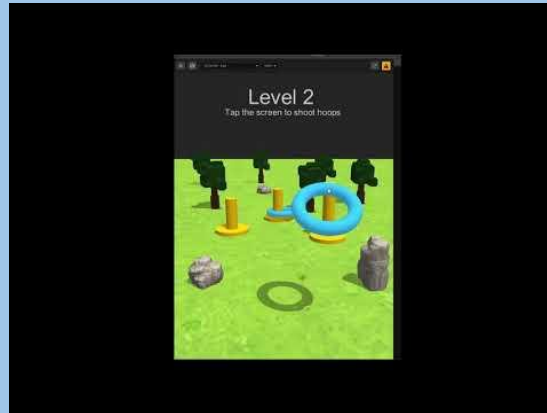
Fear of missing out

# Game Level 2



Your Best Option

In this level the user sees 3 polls that each one of them represents one option of action from the remaining options. The user's goal is to throw the rings around 2 polls to continue to the next level. The 2 options from the polls that the player successfully throws will continue to the final level.







Fear of missing out

# Game Level 3



Your Best Option

In this level there is a race between 2 cars that each one represents one option of action from the remaining options. The user will race with each one of the cars against time. The goal is to finish the race as fast as possible, either way the car that will finish the race in the shortest time is the suggested option of action the user needs to take.





Fear of missing out



Your Best Option

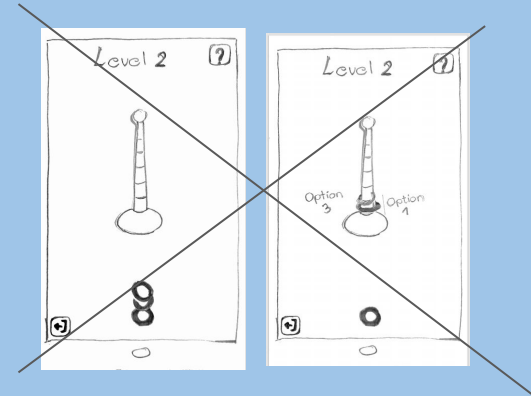
# Game Testing Methodology

<u>Participant number</u>	<u>Age</u>	<u>Country</u>	<u>Procedure</u> - 2 testing methods, each participant plays in one of the methods and then gives his criticism.
1	53	slovenia	participant play each level. after playing the participant level gives criticism to the level he played and continue to the next one. after finishing all 3 level the participant gives criticism to the all interface.
2	28	slovenia	participant playing all 3 levels and after finishing the participant gives criticism to the 3 levels and interface.
3	25	israel	participant play each level. after playing the participant level gives criticism to the level he played and continue to the next one. after finishing all 3 level the participant gives criticism to the all interface.

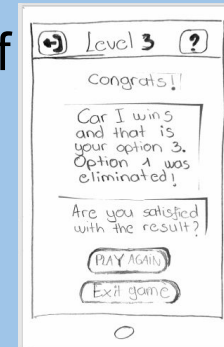
# Game Testing

## things we learn / change as a result

- Level 2- the interface wasn't clear to the participants, the game wasn't attractive enough for FOMO



- All 3 levels - the user wants an option to re-do level if they are not happy with the result and they don't have the option. So we added the option to re-do the level if they are not happy with the level result.





Fear of missing out

# Prototype overview



Your Best Option

## Limitations/tradeoffs of the current prototype

- Level 3 - the cars are racing against time, each car in her turn. Instead of the cars racing at the same time against each other
- There is no screen of entering text to describe each option
- There is no continuity between the levels, each level is in a different game



Fear of missing out

# Prototype overview



Your Best Option

## Wizard of Oz techniques

- Continuity - the 3 levels are in different games, but the user feels that he moves from each level to the next one.
- Humanity (animation) - the user feels in each level that the object (ballon\poll\car) is actually an option.



Fear of missing out

# Prototype overview



Your Best Option

## Hard-coded features

- On the paper prototype we enter which decision is being revealed
- According to that, we display which decisions passed the particular level
- In level 3 of the paper prototype, we enter the time of driving for each car and compare them by ourselves

F O M O

Fear of missing out

# Video

Y O B O

Your Best Option



**F O M O**

Fear of missing out

**Y O B O**

Your Best Option

Questions?