

Relaunching Knowsy

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Section 1: Team 15



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Meet the Team



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Our Sponsor



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Special Thanks



Nancy Rasche



Matthew Weaver

Intro: What is Knowsy?

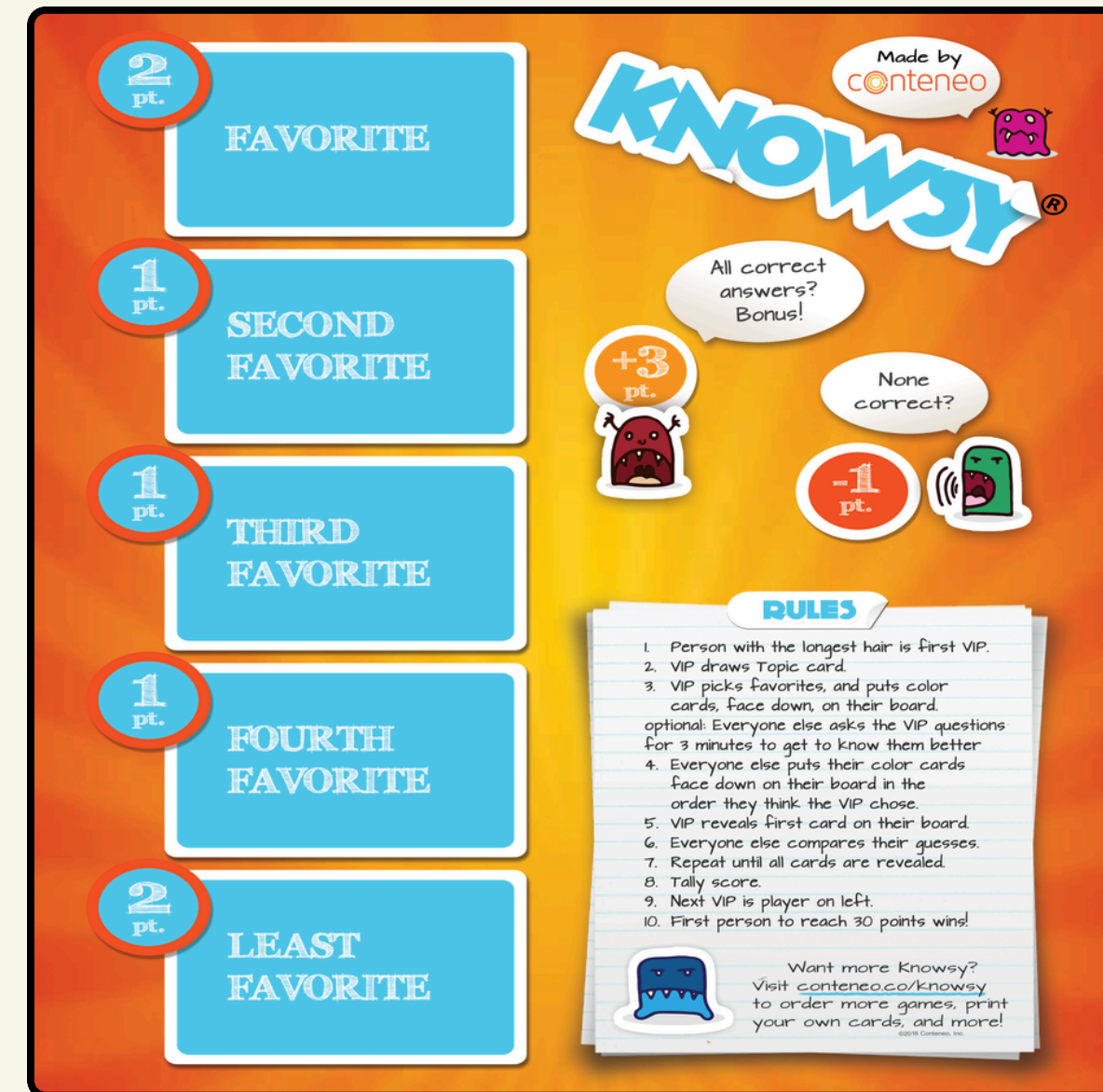
Physical Board Game

Empathy and
Community Building



Knowsy's Gameplay

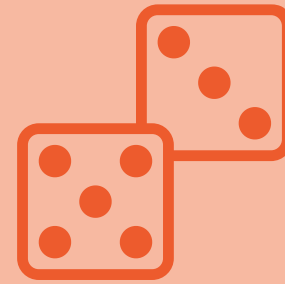
- One player ranks the 5 options from a selected topic card by preference. Whoever is ranking is the VIP
- Other players try to guess the VIP's rankings
- Players are rewarded a specific number of points for each option they rank correctly (as shown)
- Helps you learn about players' personalities and preferences



Where Do We Come In?

Modernizing Knowsy: Bringing Knowsy Into the Modern Day

Scope: Knowsy's gameplay has previously been thoroughly tested.



Redesigning
the board
game's
components



Designing a
mobile
adaptation of
Knowsy

Milestone 1 Overview

Understanding Knowsy: What aspects of the board game need to be modernized?

Milestone Activities

- Background Research
- Initial Playthrough
- Style Guide Creation
- Expansion Pack Design
- Card Redesign
- Box Redesign

Researching the Current State

Introduction

The board game was discontinued due to updated specification requirements by the manufacturer, so its physical components needed to be resized and redesigned.

Findings

- GameCrafter updated sizing specifications
 - no longer have to redesign existing components
- Scoped down from redesigning every component to only needing to **update the box and card design**



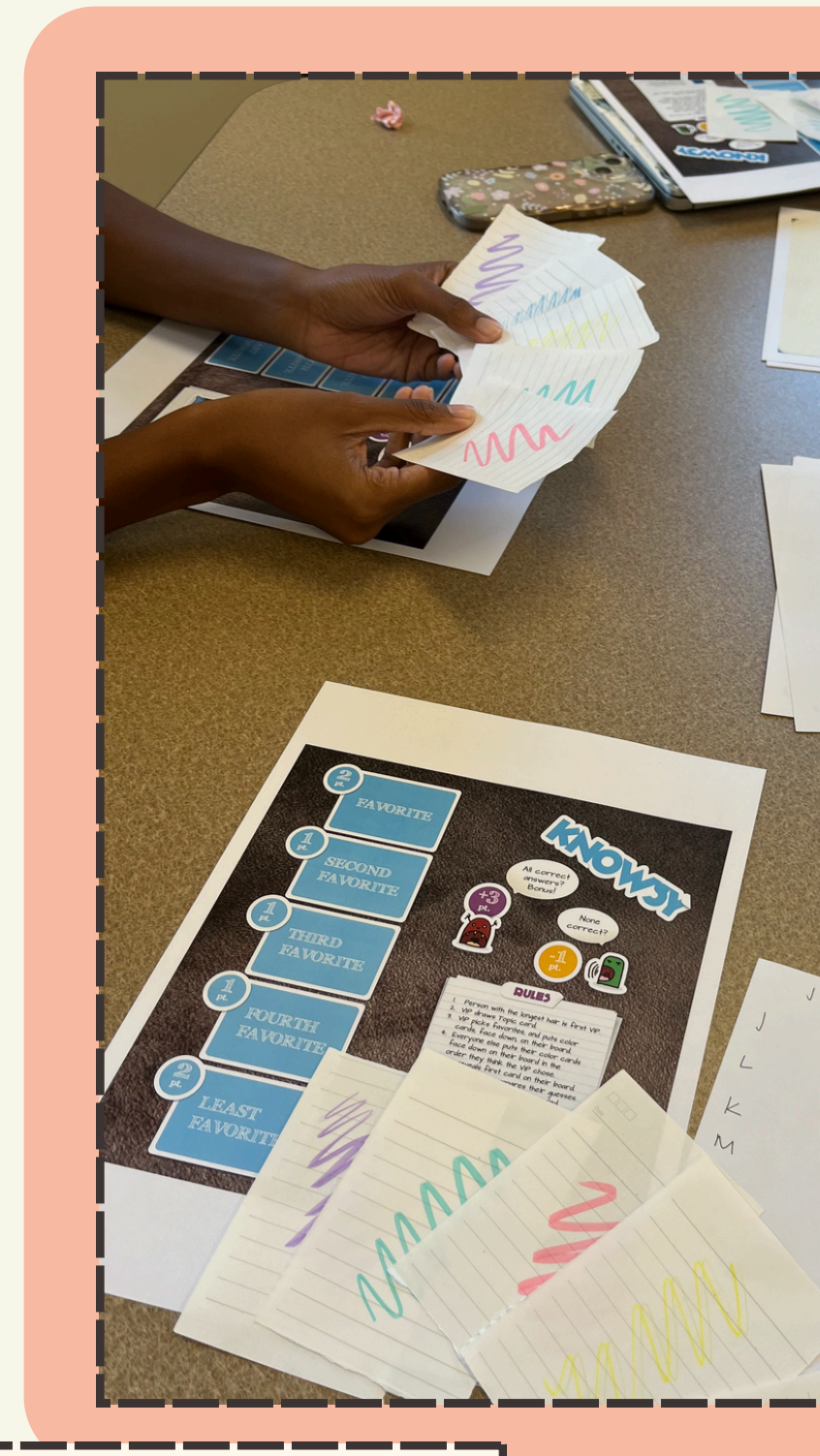
A Closer Look at Knowsy

Goal

Identify opportunities to improve and modernize the game's visual design elements and content.

Takeaways

- Some references in the topic cards were outdated
- Font made it difficult to discern certain letters
 - Specifically the letter "g"
- Need to refresh the game's cards to ensure that the game feels relevant to today's players




Electronic Devices

-  Cell phones
-  Computers
-  Video games
-  Music players
-  Digital Cameras

Playground Activities

-  Hopscotch
-  Kick ball
-  Duck Duck Goose
-  Hula hooping
-  Red Rover



Eagles

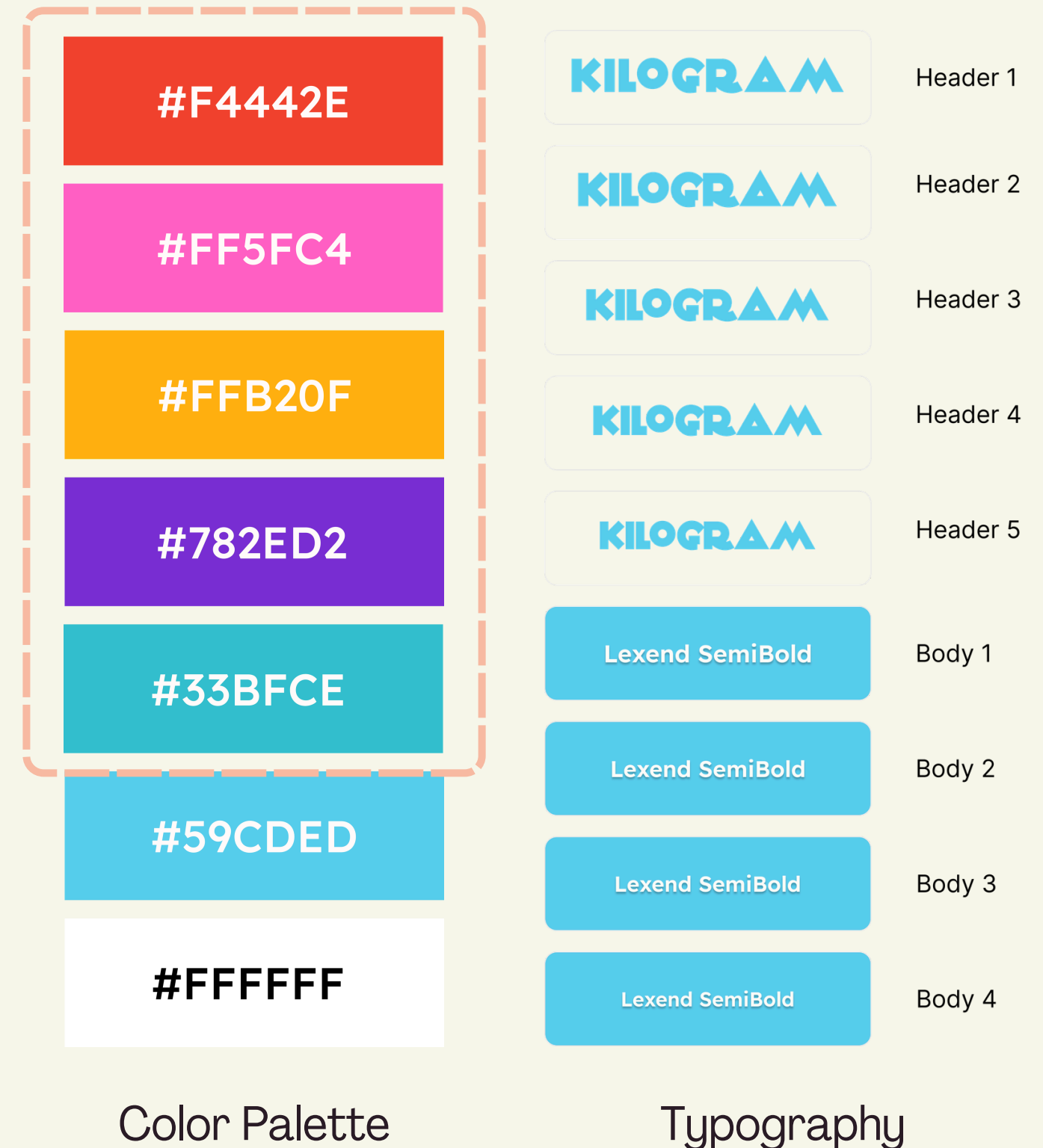
Establishing Knowsy's New Look

Purpose

- Standardize colors, typeface, and asset sizing
- Ensures consistent branding across all mediums
- Visual elements align with Knowsy's fun and playful identity

Process

- Selected a vibrant, high-contrast color palette for the topic cards (boxed)
 - 5 colors to correspond with 5 options
- Retained original typeface and brand colors



Bringing Knowsy into the 2020s

Goal

Create an updated card pack that aligns with current trends and relevance.

Process

- Brainstormed 50 new topics and five corresponding response options for each
- Recorded topics and options in spreadsheet

Topic:	option 1	option 2
Female Pop Stars	Sabrina Carpenter	Olivia Rodrigo
Social media app	Snapchat	Tik Tok
Hangout spot	Fast Food Restaurants	Trampoline Parks
Fav shows	Squid Game	Bridgerton
Fav Movies	Mean Girls	Barbie
Food trends	Boba Tea	Avocado Toast
Fashion Styles	Cottagecore	Y2K
Video Games	Brawl Stars	Among Us
Pandemic Esesntials	Hand Sanitizer	Masks
Viral Products	Squishmallows	Stanley's

option 3	option 4	option 5
Taylor Swift	Ariana Grande	Tate McRae
Instagram	Bereal	Reddit
Escape Rooms	Malls	Discord Channels
Stranger Things	Euphoria	Arcane
Oppenheimer	Dune	Spider-Man: No way Home
Air Fryer Recipes	Vegan Meat	Charcuterie Boards
Athleisure	E-girl/E-boy	Minimalist
Fortnite	Roblox	GTA
Zoom	Grocery Delivery	Gloves
Drunk Elephant	LED Light Strips	Dyson Airwrap

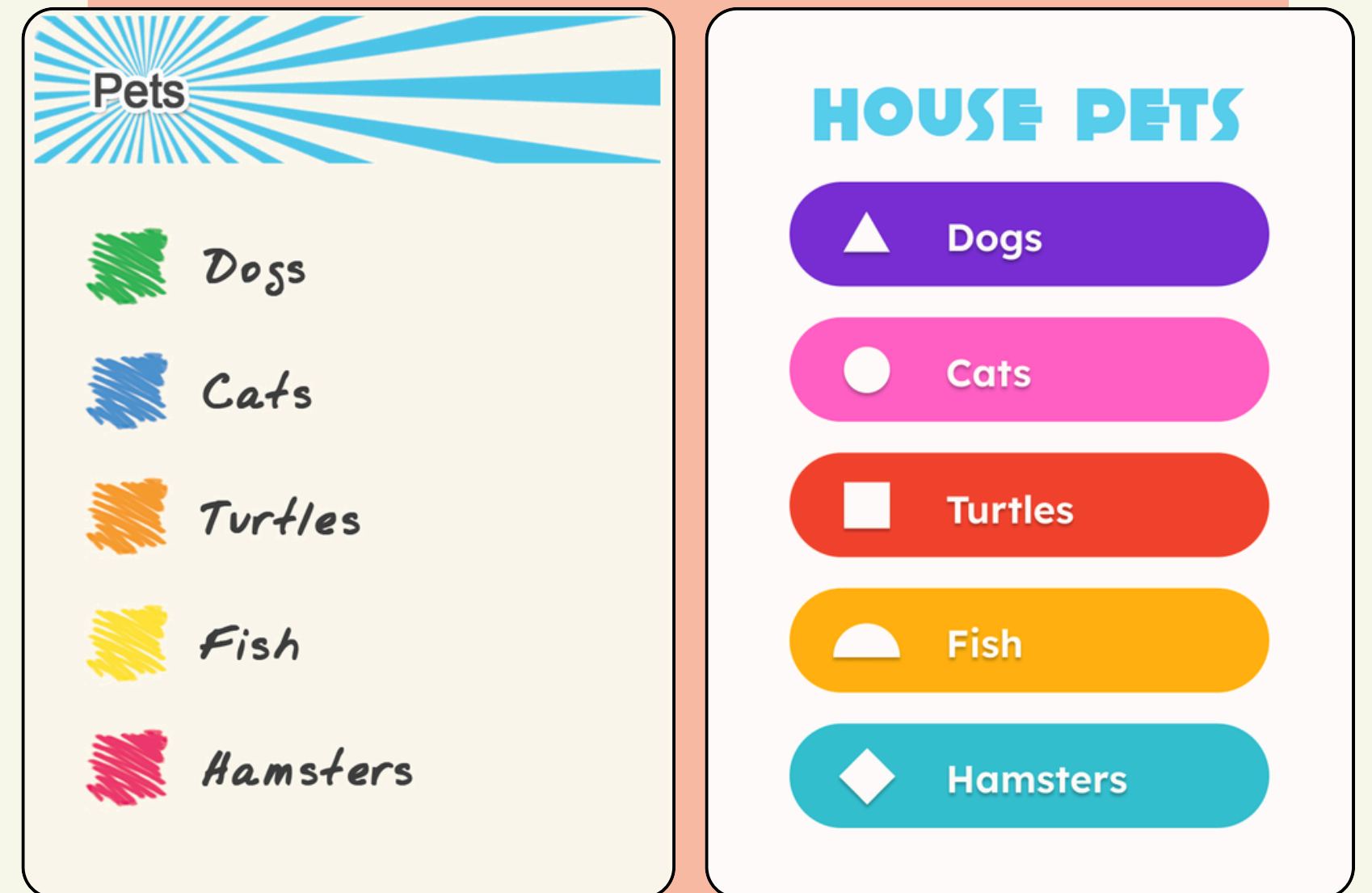
Redesigning Knowsy's Cards

Goal

Redesign the cards to boost Knowsy's appeal and better align with a clean, modernized theme.

Process

- Brainstormed new layouts and option formats
- Added shapes for each option
 - Enhanced accessibility
 - Reflects Knowsy's playful identity
- Reviewed and filtered topics to avoid mismatches
 - e.g., having the option "blueberry" in pink



original topic card design (left) vs. our redesign (right)

Reimagining the Game Box

Goal

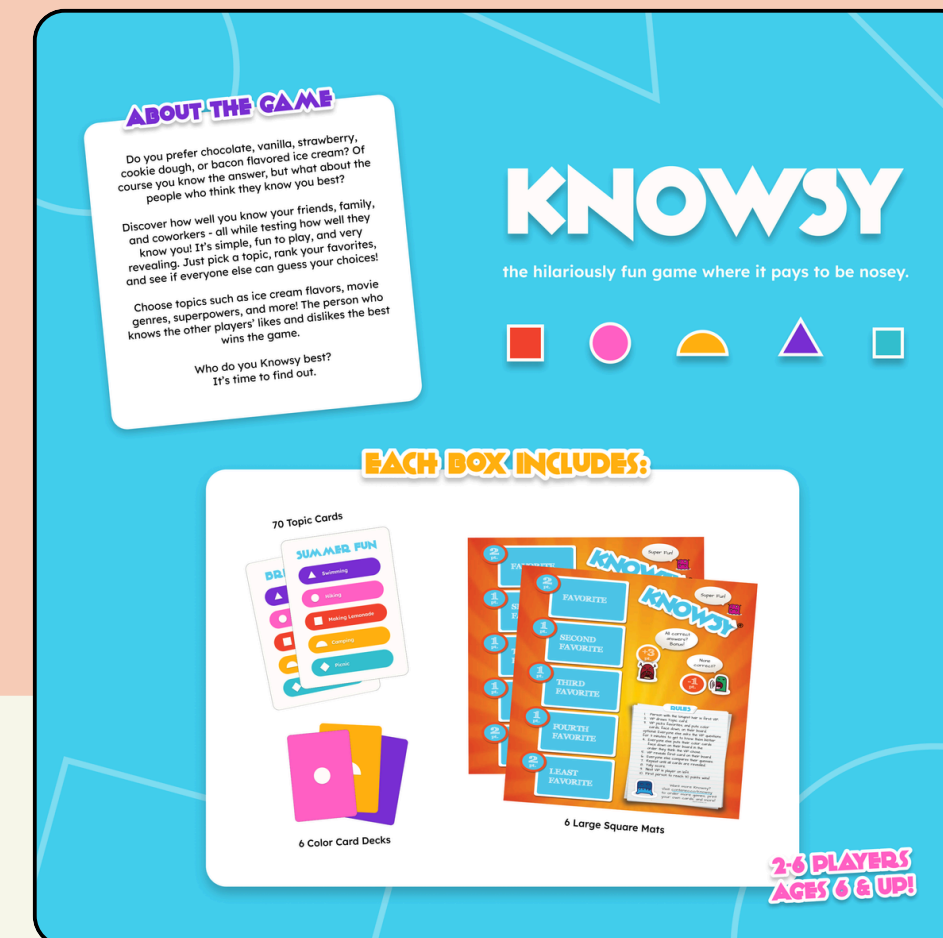
- Update box cover design to incorporate card redesign elements and follow style guide
- Ensure new design follows manufacturing guidelines for spacing and sizing

Process

- Reviewed GameCrafter's guidelines for box cover designs
- Created several visual mockups in Figma, including a resized version of the original cover



Top



Bottom

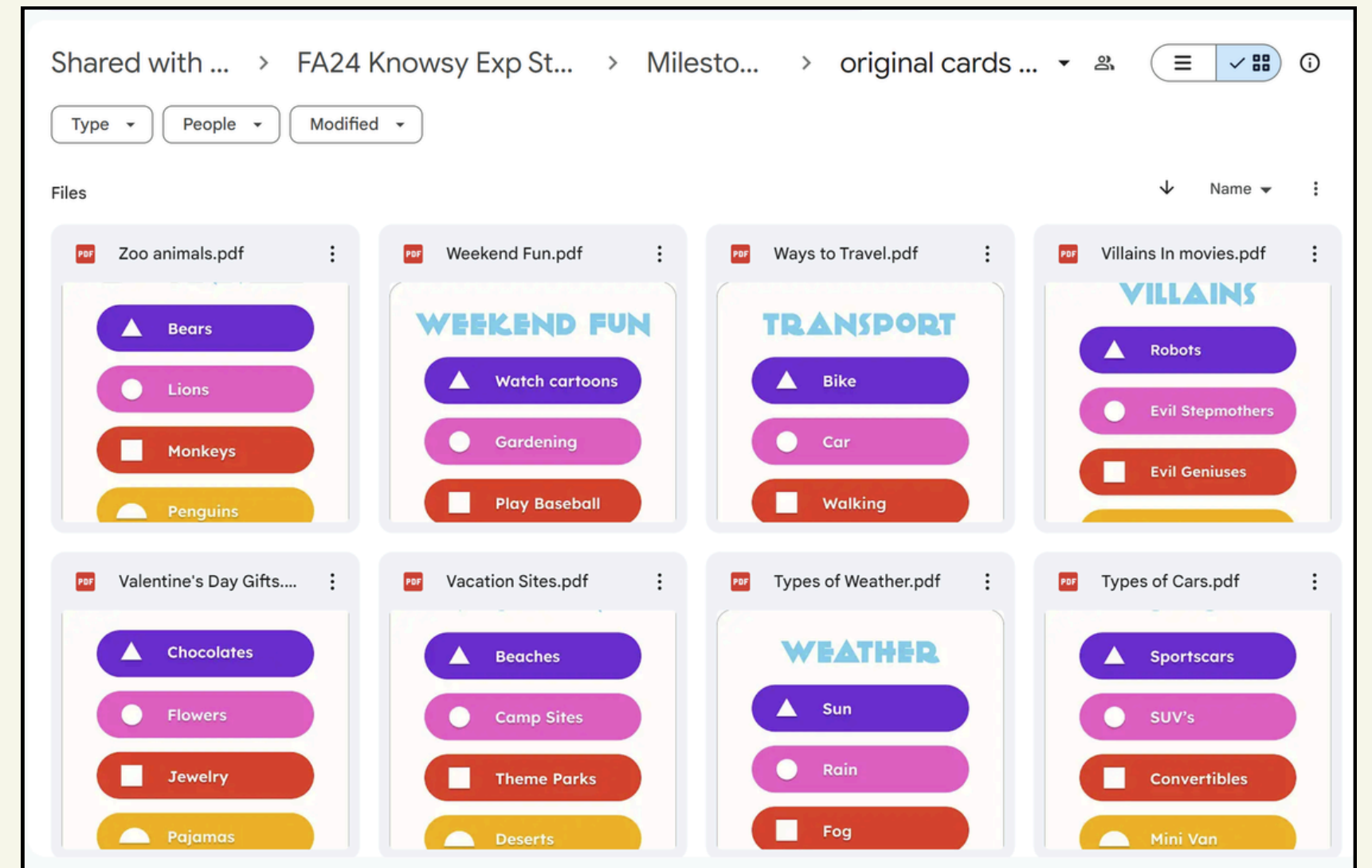
Final Step: Uploading Files for Production

Goal

- Upload new cards as PNGs to Gamecrafter to follow new guidelines

Process

- Each team member reformatted their contributions to expansion pack and 10 old topic cards on Figma
- Downloaded all as PNGs and PDFs
 - Saved to Google Drive to upload to Gamecrafter



Milestone 2 Overview

Designing Mobile Knowsy: How can we ensure that the mobile app experience is user-friendly and aligns with the original board game?

Milestone Activities

- Competitive Playtesting Analysis
- Mind Mapping
- Mobile User Flow
- Design Workshop
- Concept Testing
- Sketching
- Lo-fi Wireframes
- Hi-fi Wireframes

What's the Standard?

Analyzing Competitor Games

Goal:

- Understand how collaborative parlor games operate in app-based formats
- Identify successful strategies from similar games



Fibbage

- Quick feedback keeps users engaged.
- Varied rankings enrich gameplay beyond just scoring.
- **Time limits** maintain pace **but can cause mild frustration.**

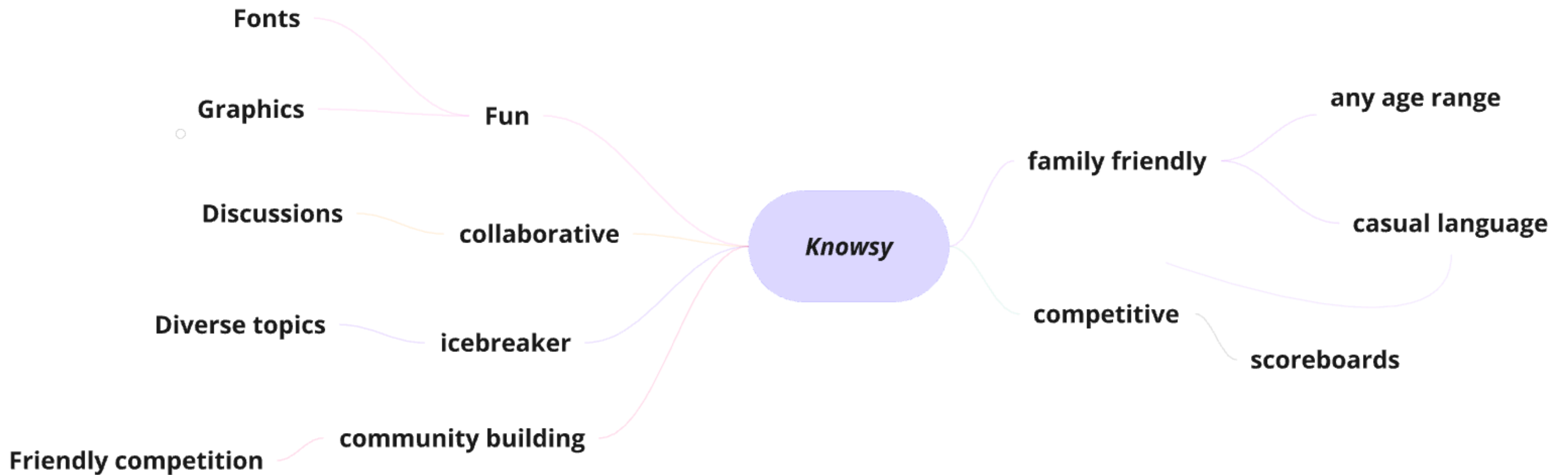


Family Style

- Consistent theme and family-friendly UI.
- DLC packs add replay value.
- Strong communication is essential
- **Inadequate tutorial causes confusion**
- **No visible player progress or time cues**

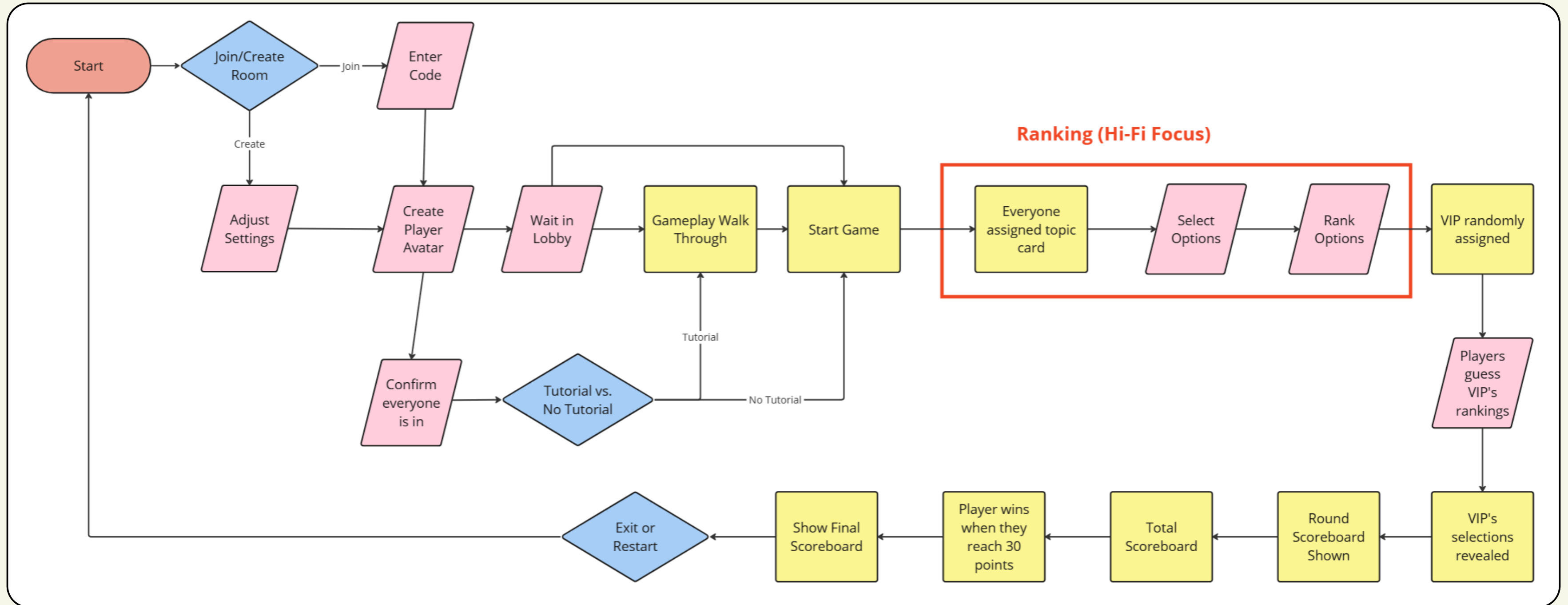
Mind Mapping: What makes Knowsy, Knowsy?

Identifying Knowsy's Key Traits



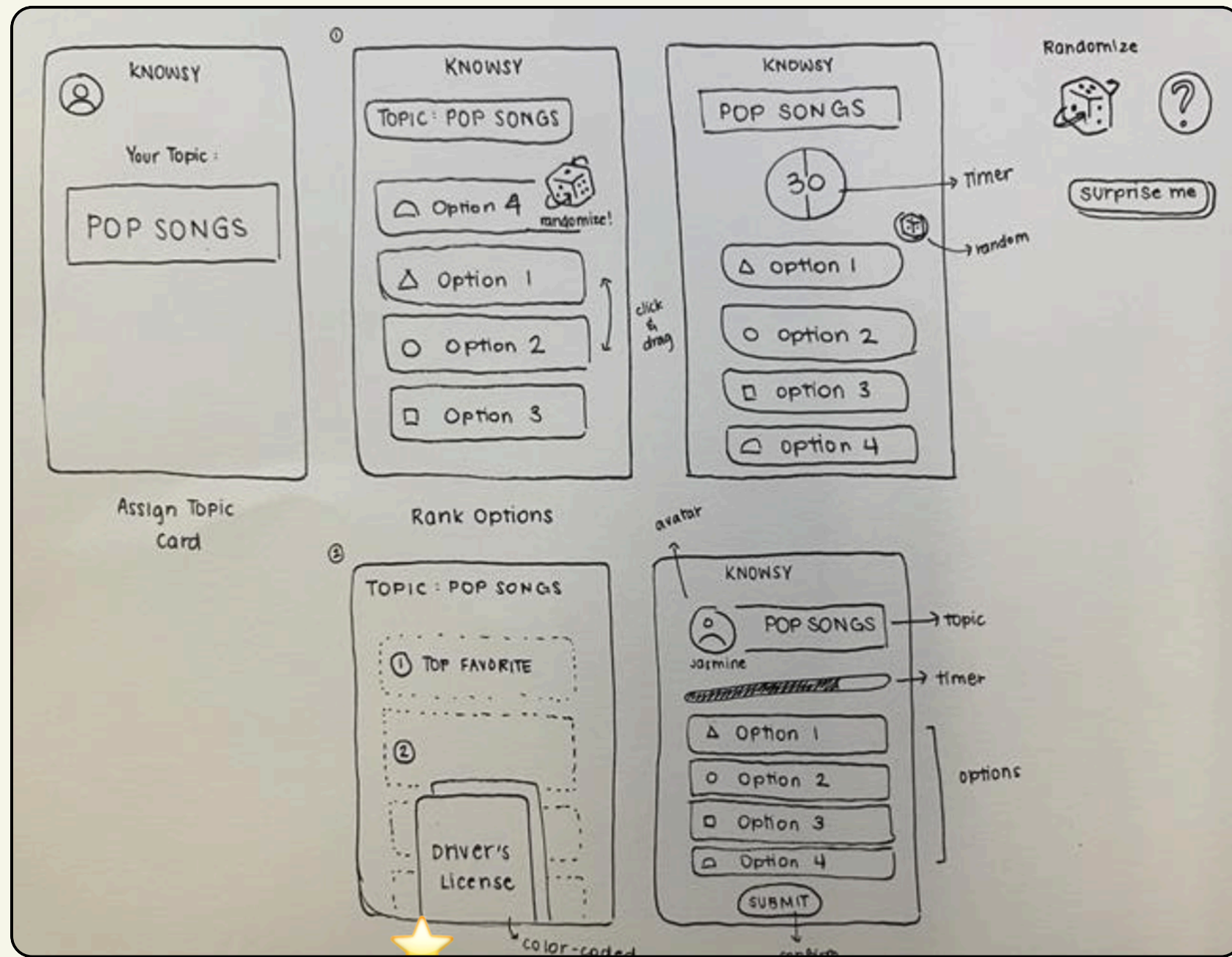
Mapping Knowsy's Mobile User Flow

Charting key decision points, user actions, and essential app features

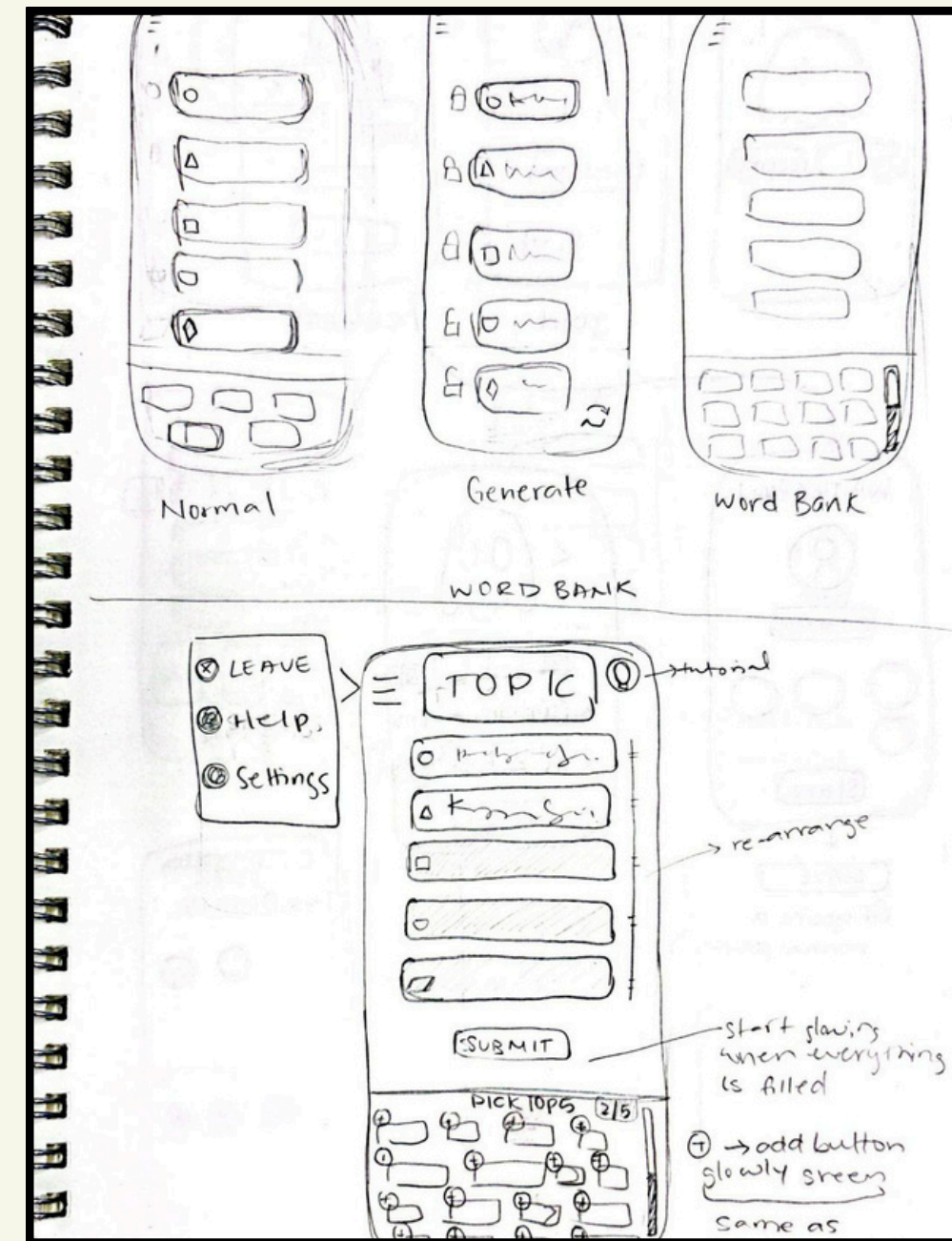


Ranking and Ordering for Mobile

Generating ideas for option ranking and ordering



Concept A



Concept B

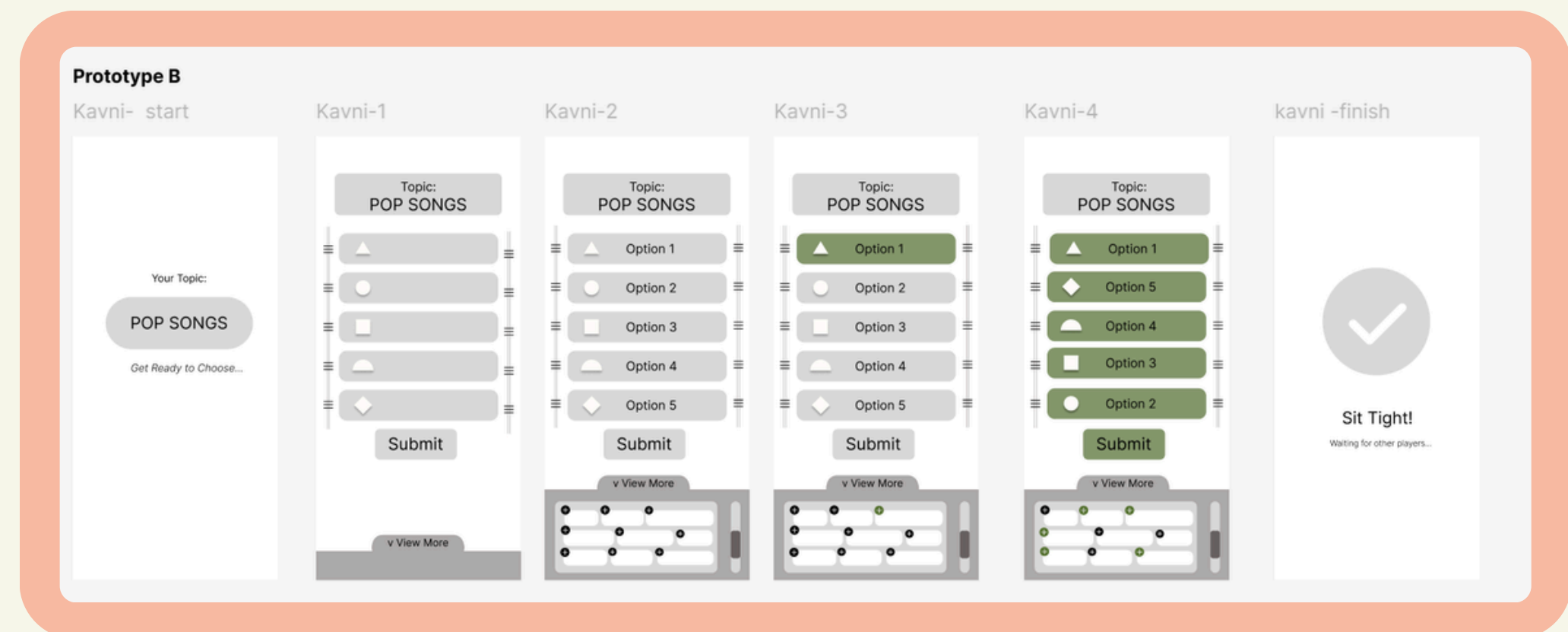
Shaping Our Ideas in Low-Fidelity

Goal

- Design multiple wireframes to visualize concepts from sketching process
- Collect feedback during concept testing

Process

- Assigned two people to convert sketches to wireframes on Figma
 - Got feedback from sponsor
- Minimum Viable Products (MVPs)
 - Chronological flow



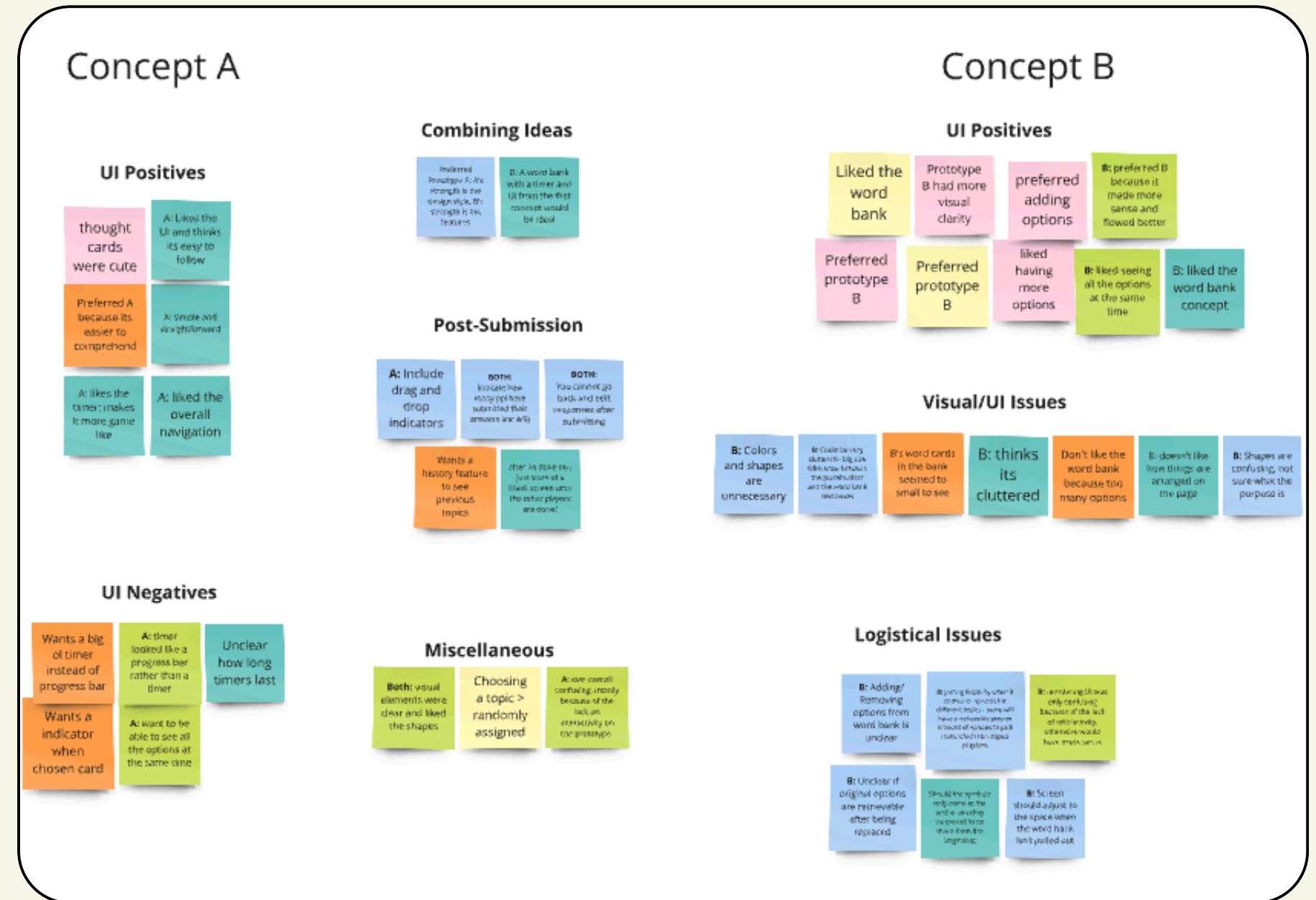
What Do People Think of Our Ideas?

Goal

Present concepts to participants to identify the most intuitive and enjoyable game concept for players.
Identifying the strengths and weaknesses for each one

Findings

- Concept A was uncluttered and with clean minimalistic UI
- Concept B's word bank was a standout feature
- We decided to take the simple UI of Concept A and incorporate the word bank into it

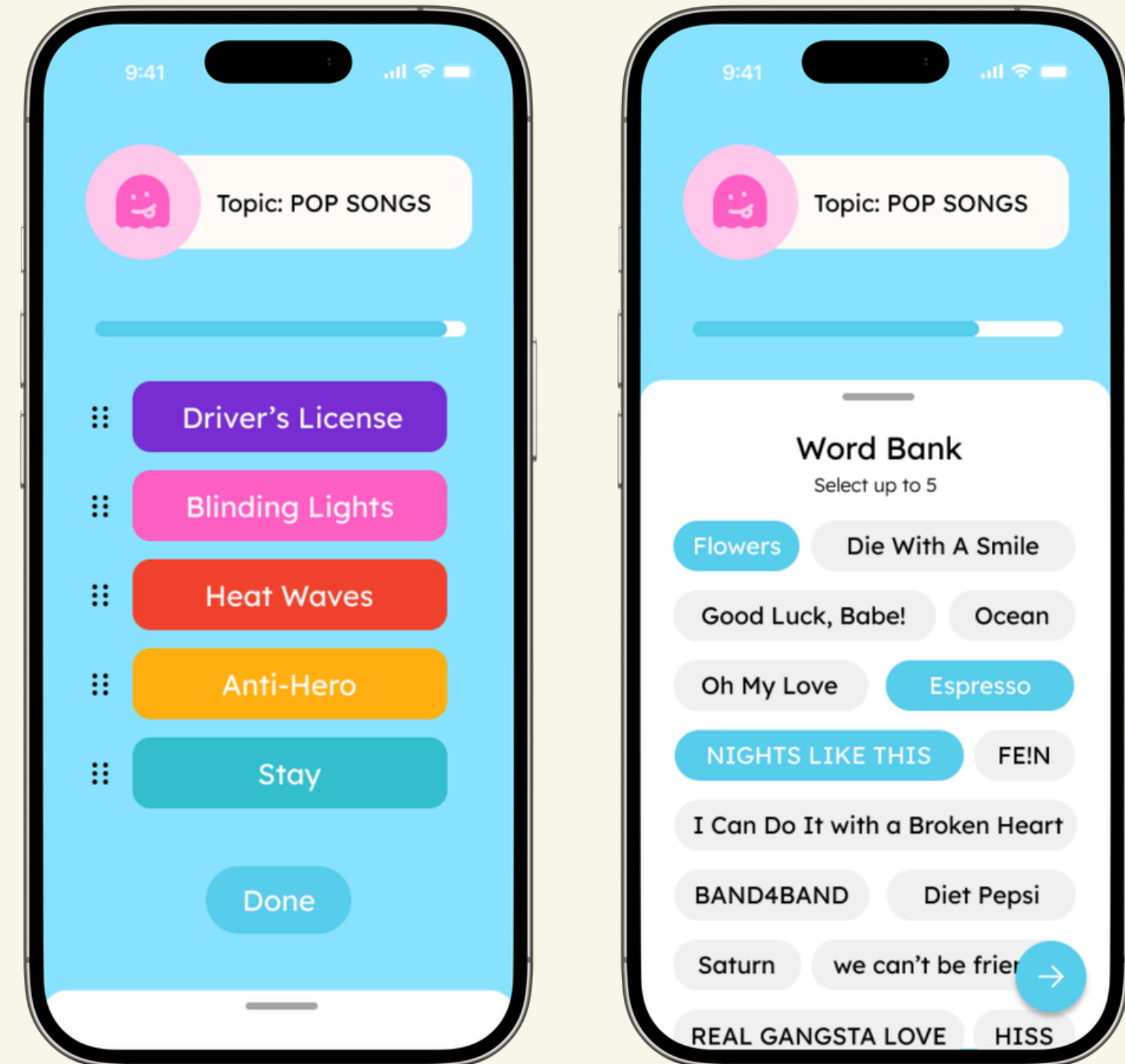


Bringing Knowsy Mobile to Life

Goal: Develop a high-fidelity mockup for our refined ranking concept that account for user feedback obtained from testing

Process

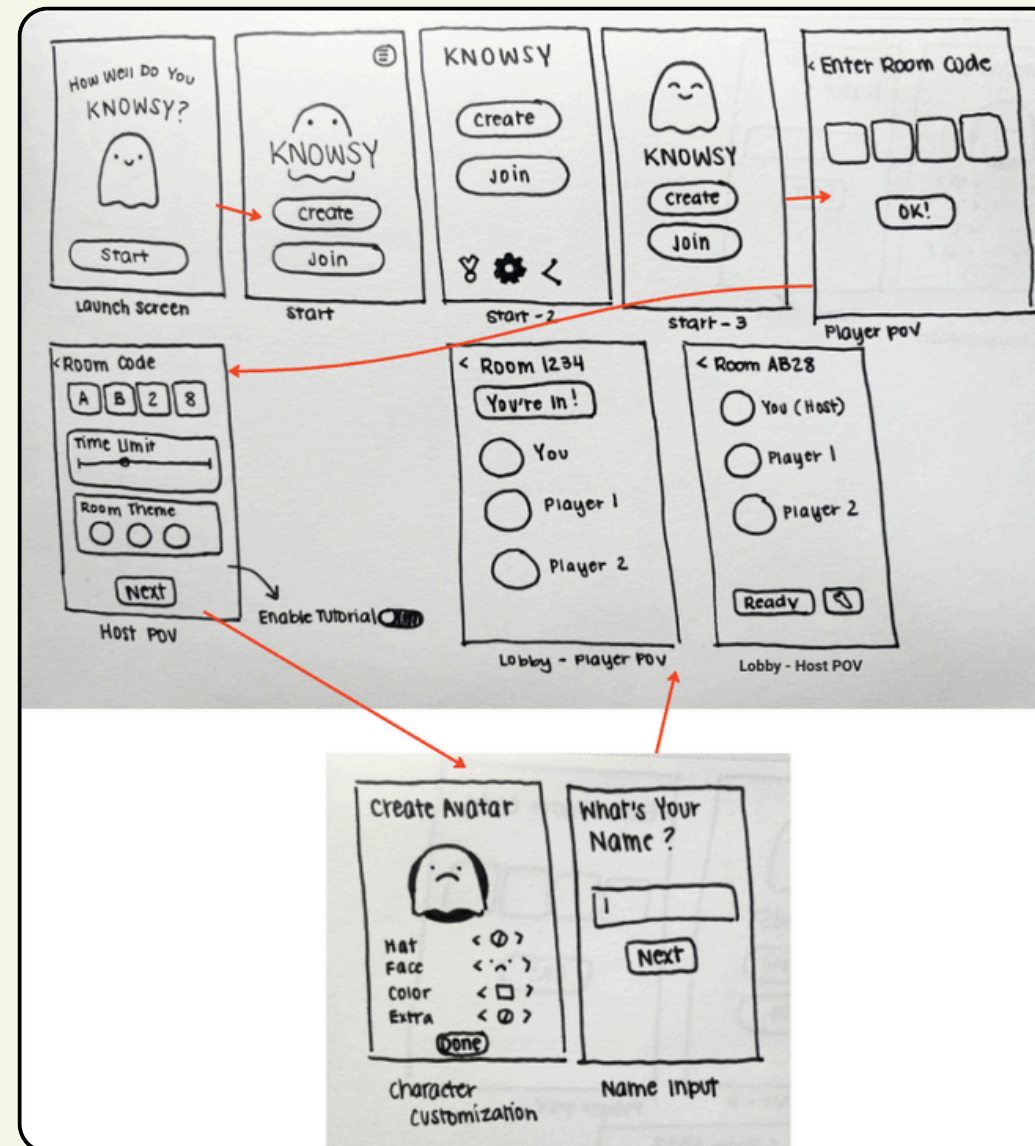
- Created lo-fi iterations merging Concept B's word bank with Concept A's navigation/UI
- Analyzed key features and examined apps with similar UI functionalities
- Worked up from lo-fi wireframes using the milestone 1 style guide for visual consistency



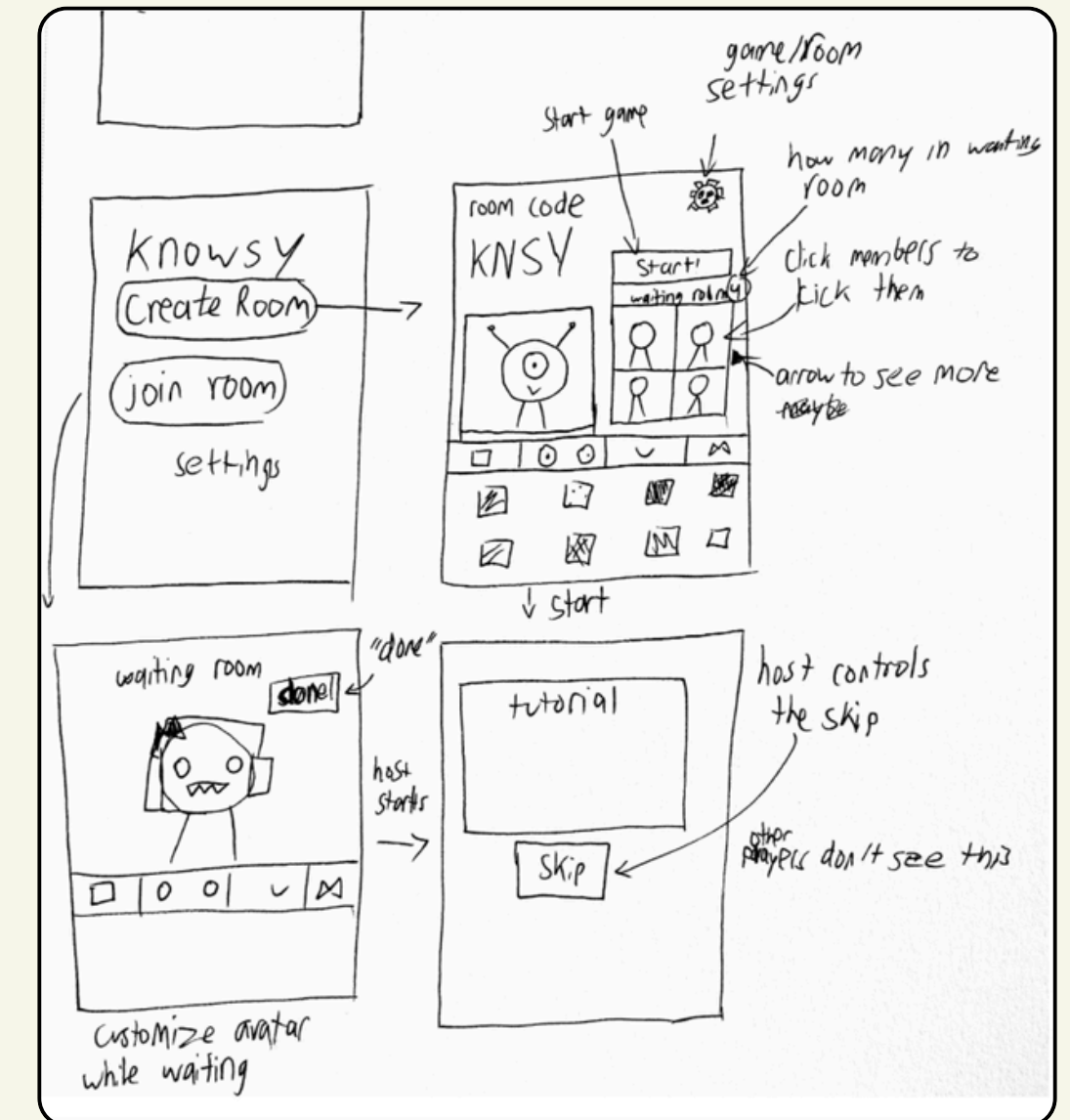
Sketching the Remaining Flow

Goal: Create low fidelity mockups of the rest of the mobile screens

- Currently in the process of iterative sketching and validation
- Dot voting to select features for wireframing and implementation



Concept 1



Concept 2

Challenges

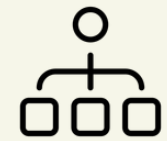


Website Design



Accessing Manufacturing Account

Next Steps



Finalize Iterative User Flow



Wireframing Start/End of the Flow



Refine High-Fidelity Prototype



Thank you for
Listening!