

Emojinary

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Concept

Name & description

Emojinary - An emoji-based game inspired by Pictionary where two players, randomly paired, face one another. One of them will be guessing the hidden word before the timer runs out and the other will be sending emoji hints. The game also has an achievement system that is meant to add competitiveness as well as to make the game more engaging.

Project type

Game (side project)

Challenge

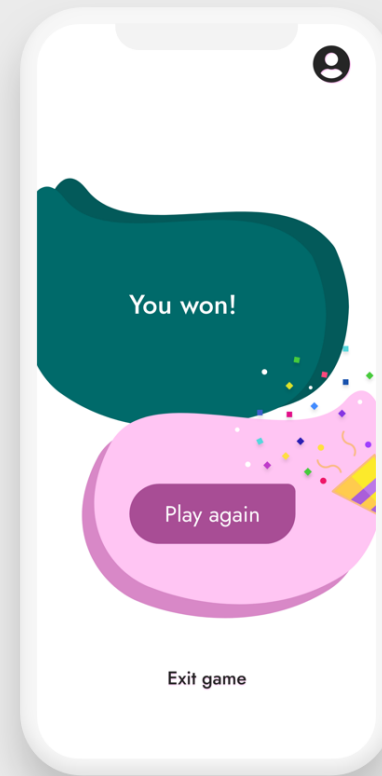
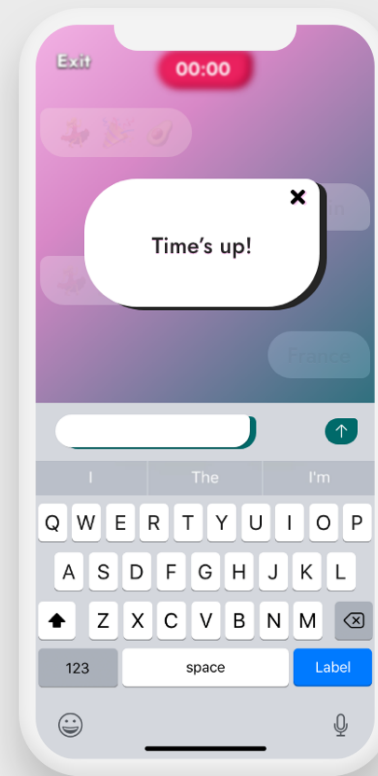
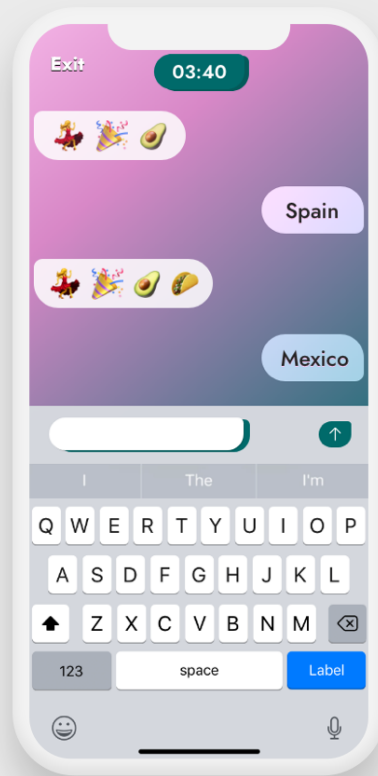
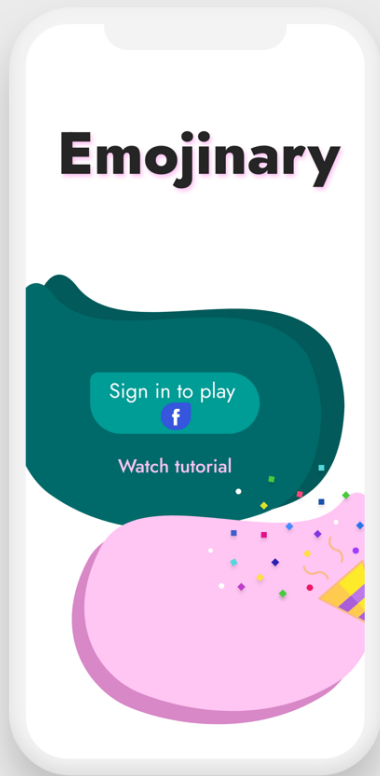
Materialise a concept into a mainstream game app

Results

A usable and engaging game app, that appeals to a broad and diverse target audience

My role

Product designer



Target Audience

Demographics

Gender: [Slightly more men than women](#)

Age: 14+

Psychographics

Personality and attitude:

- Curious
- Easygoing
- Competitive

Interests and lifestyle:

- Enjoys going online and playing games during breaks and downtimes
- Finds more fulfillment in reflective activities rather than active ones

User Personas



Lara (18) & Ian (16)

Competitive siblings like to challenge each other after study sessions

Marco (36)

Tech executive, commuter, enjoys playing games after work to decompress



Julia (48)

Freelancer, relaxes playing games during her breaks from work

User Needs

The app needs to enable the user to:

- Always have an opponent, so as to be able to play anytime
- Check out results and achievements and be sure that everything is saved and stored
- Spend time in an entertaining and engaging way

Outline of scope

Content Requirements

- Tutorial to understand how to play the game
- Trivia so as to sweeten the time spent waiting for the other player to be found
- Text clarifying the role of each player in the game
- Text clarifying the outcome of each game
- Results shown at the end of each match
- Achievement system

Funcionality Requirements

- Account system (to store results and achievements and possibly be able to share them)
- A loading bar that communicates progress on the search of another player to join the match
- Abandon game anytime
- Be able to invite or accept a game invitation from another player (on future versions of the app)

Research

Goals:

1. Understand emoji-based games market and how Emojinary would position itself within it

2. Keeping in mind that the game should become mainstream, define basic usability and design must-haves of target audience

3. Analyse competitor apps to uncover strength and weaknesses and possibly leverage them in Emojinary

Research

Secondary research results

1. Understand emoji-based games market and how Emojinary would position itself within it

The emoji-based game market is quite big and diverse but, apparently, the niche Emojinary would fit into is not. Specifically, this niche gathers games whose goal is to guess a word using emojis as hints.

Emojinary is a multi-player game with two possible role for the player to cover (the guesser of the hidden word or the one sending emojis hints to the guesser). This specific element is Emojinary's edge. All games considered for this research are, in fact, single-player games, whose players are given lists of emojis (varying in number) to guess a semi-hidden word (semi-hidden, due to the fact that the number of characters making up the word are known to the player).

Research

Secondary research results

2. Keeping in mind that the game should become mainstream, define basic usability and design must-haves of target audience

With this research I had to find basic design elements that would guide me through ways to enhance the entertaining aspects of the game, as well as its legibility and usability. I played with shadows and contrasting colors to add movement and then to maintain harmony with the overall game's aesthetic I kept the typeface playful but to a minimum, avoiding display typefaces, so as to maintain focus on legibility (for both senior and non-senior users). To improve usability I kept all buttons visible and big and generally, to provide a good experience - also to those with poorer vision - I tried to make sure that there was enough contrast between the type and its background.

Research

Secondary research results

3. Analyse competitor apps to uncover strength and weaknesses and possibly leverage them in Emojinary

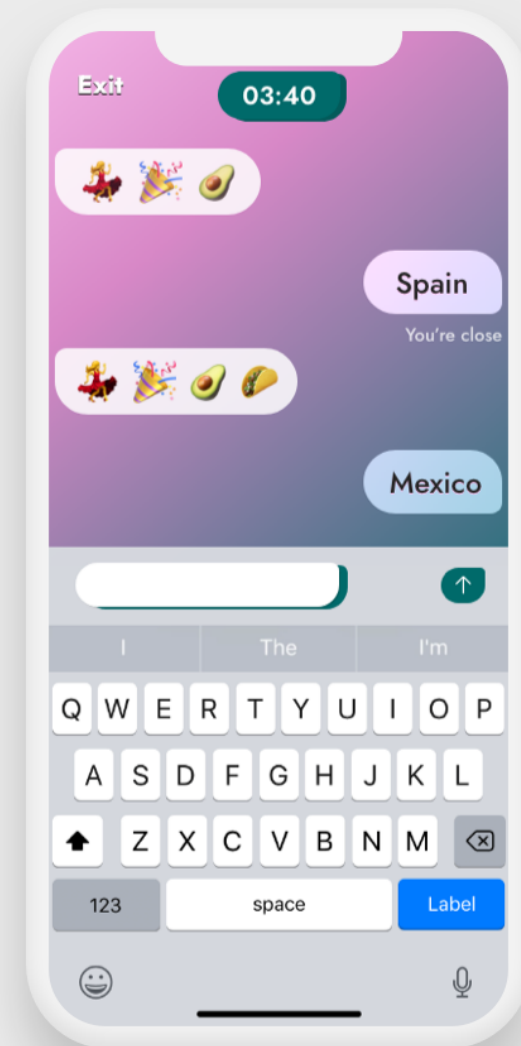
	Emoji quiz	Emoji Nation 2	Emoji Quiz - Guess the movie	Guess the Emoji
UI	<ul style="list-style-type: none">- Nice animations- Nice color palette	<ul style="list-style-type: none">- Icon is generic and does not hint at the game - we could expect anything- Great illustrations	<ul style="list-style-type: none">- Good illustrations	
UX	<ul style="list-style-type: none">- As soon as you change language all your progress is lost- Lacks engagement at the beginning due to words being not challenging enough	<ul style="list-style-type: none">- Name of the app seems unrelated to the game- Background theme has no connection with the game	<ul style="list-style-type: none">- Nice concept behind suggestion system for the user- Nice idea on how to make the user seamlessly choose to play ads to get help and suggestions for free	<ul style="list-style-type: none">- Fun copy- The overall quiz-theme behind the design seems conceptually interesting but its mood is too in contrast with the game itself making the whole experience a bit unsettling

UX deep dive

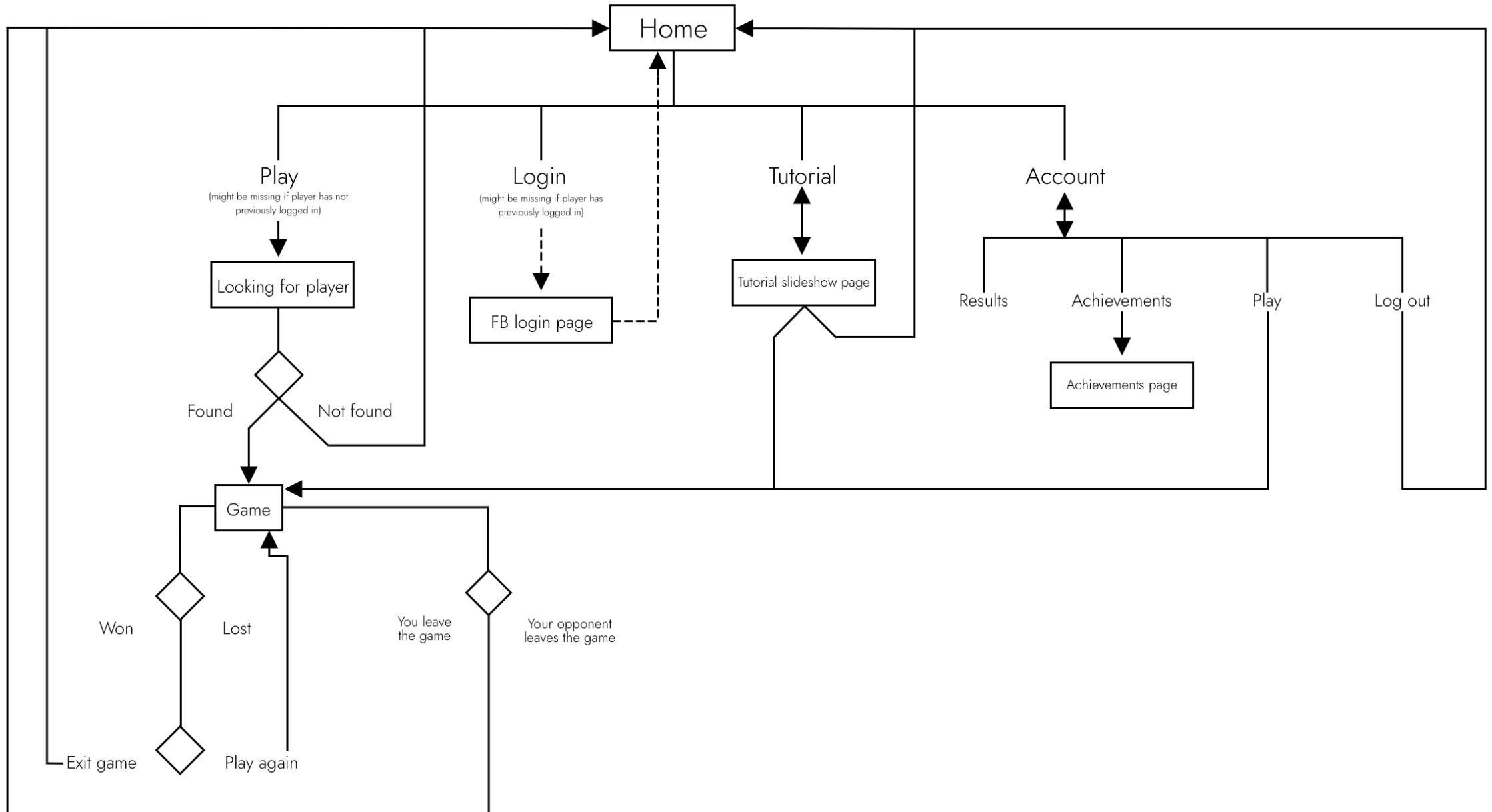
After testing the game on a small group of users (6 new users), I saw that it was necessary to find a solution to prevent users from getting frustrated of not knowing how close they were to guessing the correct word: in order to do this I needed to provide them with some kind of visual indicator that would clearly tell them how thematically close their guess was to the actual hidden word but without disrupting the current design:

To do this I needed to group all the words in our database by theme (such as: countries, movies etc.) and manually find as many synonyms as possible for all of them, together with conceptually similar words (e.g. coffee/tea = both drinks).

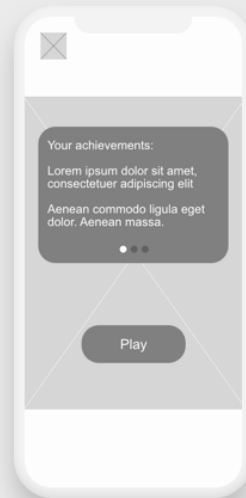
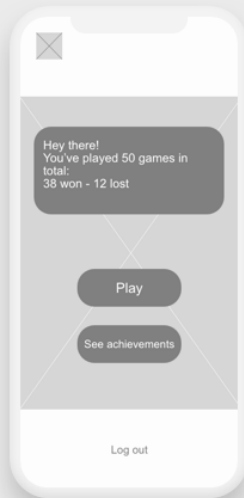
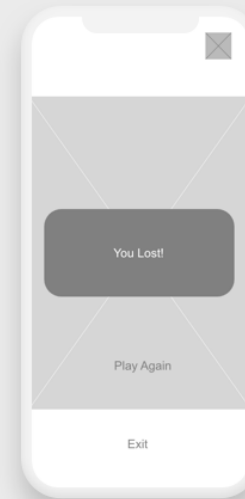
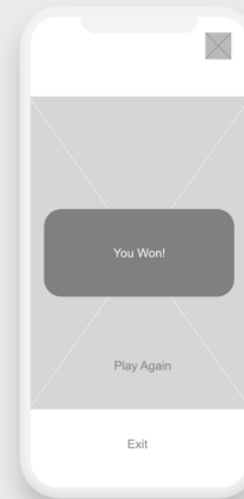
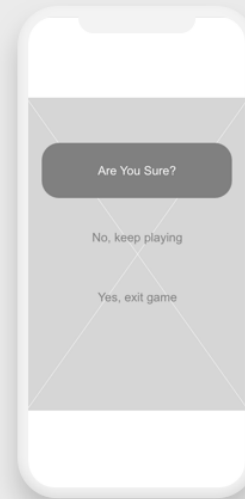
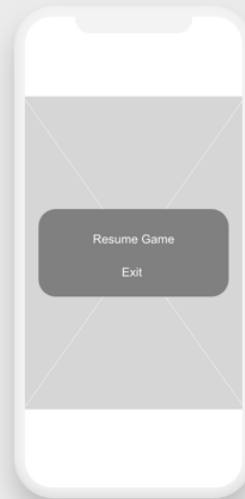
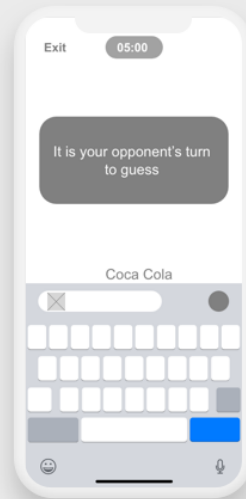
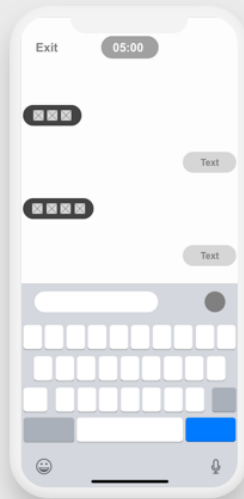
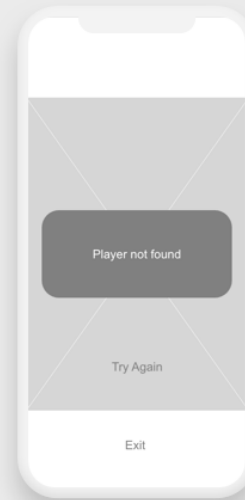
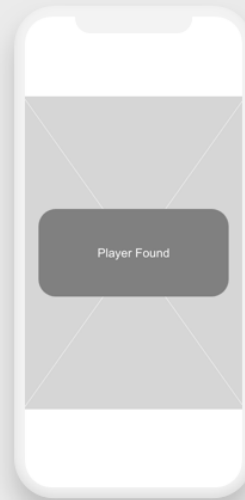
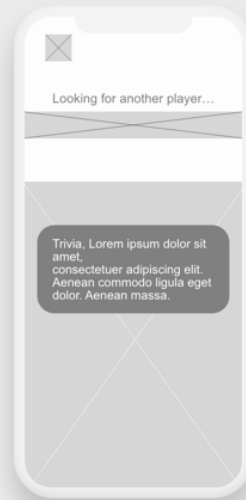
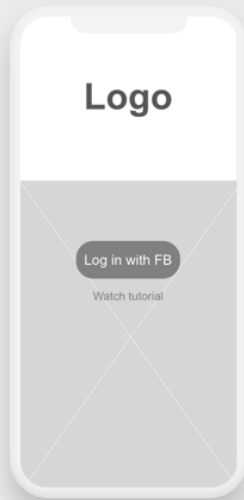
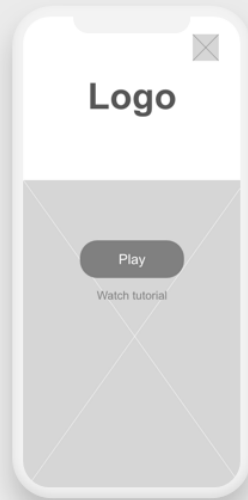
This would enable us to visually show the user how close they are to winning the match, through a sort of “Hot and Cold”- based system. Specifically: if the correct word is “Italy” but they send “Naples” they would be informed that they are close to winning the match. On the other hand, if they send “Berlin” they would be notified that they are off base



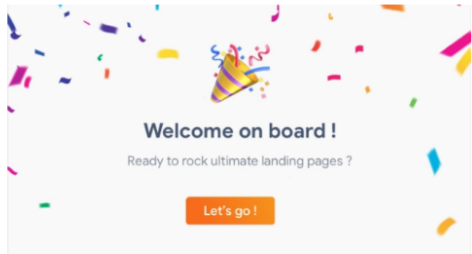
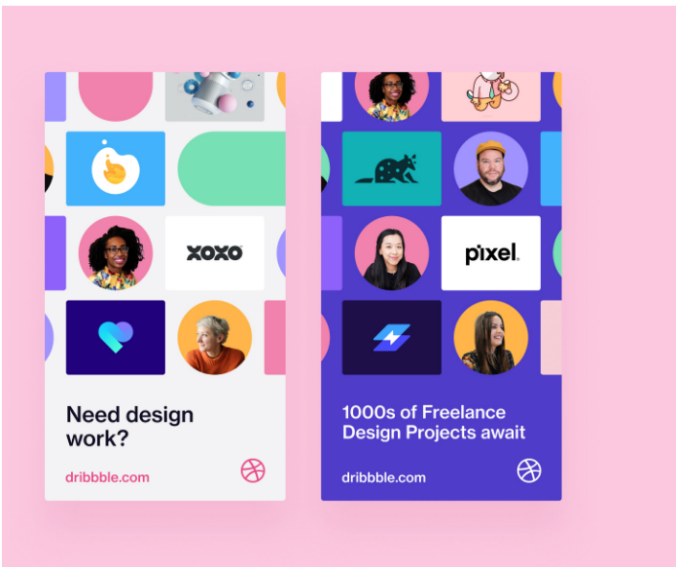
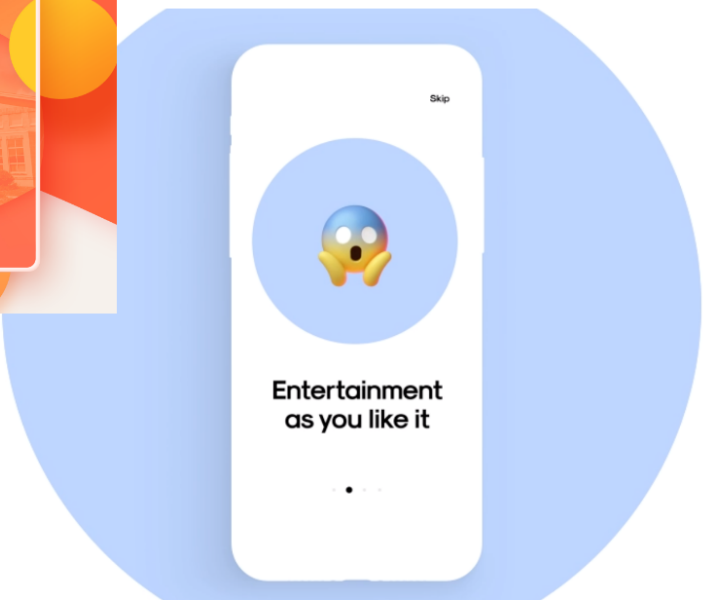
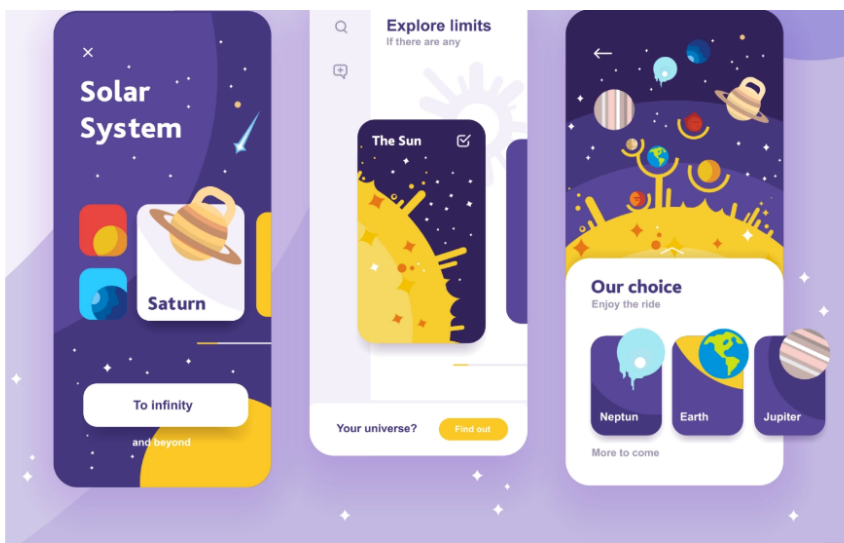
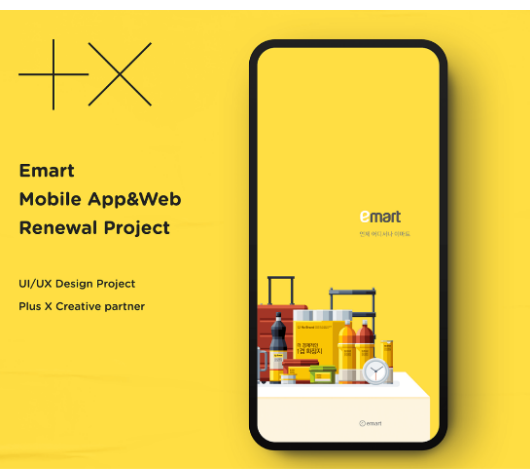
Information Architecture



Wireframes



Moodboard



Text type

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

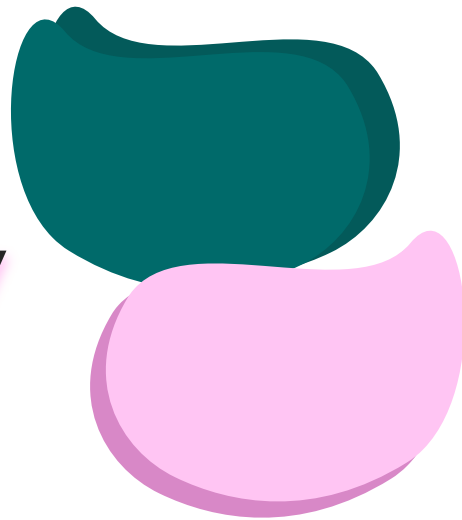
Branding

The first versions of the logo wanted to highlight Emojinary's similarities with Pictionary (through a logo handwritten with a black marker) so as to make the game more familiar to new users.

Emojinary

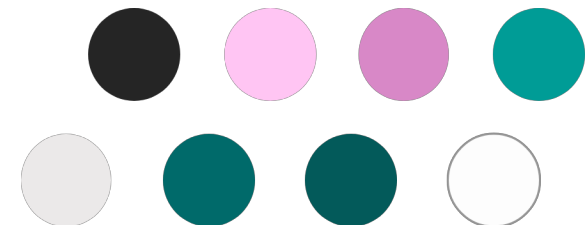
Emojinary

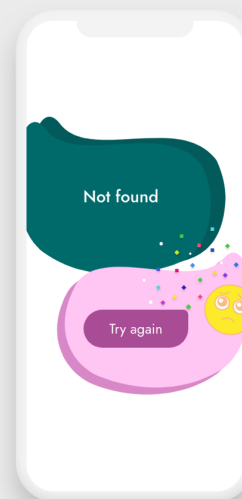
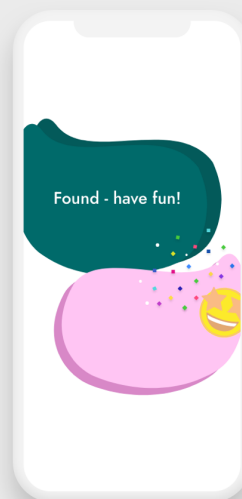
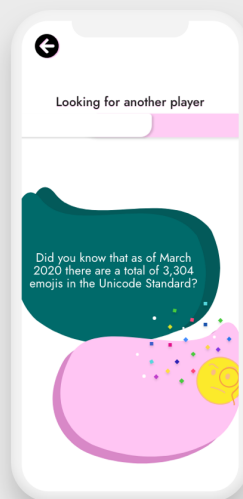
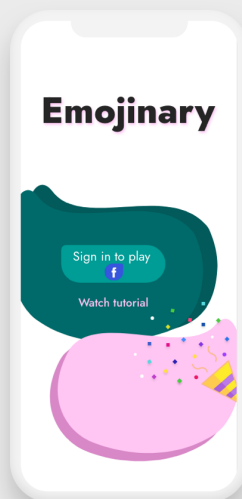
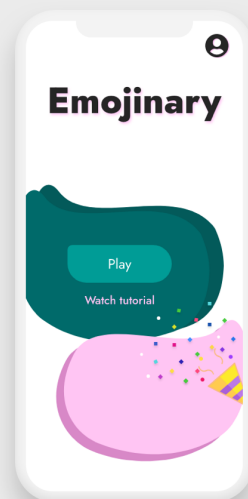
Emojinary



This solution hid the innovative character of the game so I replaced the initial handwritten, analog logo with a digital one and added chat bubbles to better represent its digital and conversational essence - which are what set the game apart from its digital competitors and from Pictionary. The overall style is playful and fun as well as clean and simple so as to appeal to its target audience's demographics and psychographics.

Given the fact that the game was supposed to be targeting a young as well as a more mature audience, the color palette's goal was to create a playful and elegant mood





Mockups

