

Journey Brief - Trading Card Event

Goal: The goal is to create an app that lets trading card players find events and play groups.

Focus: An app that would be based on secondary and primary research. Create deliverables that would explain the reason for creating the app.

Scope: I would have 80 hours to research and create the app. Deliver a high fidelity prototype.

Background: Trading card games have become even more popular during the pandemic. There has been a Pokemon card craze where people are fighting for products and then selling it for absurd prices. But there is also a different audience for trading card games; the players. These people like to play various card games and participate in events. But the issue is that sometimes it is really hard to find events in different cities or wherever you are.

High level design goals and objectives:

- Research on a way to create an app that would let players find events near them
- The app should let players find event for different card games and formats
- Identify the pain points of finding current trading card events
- Create a case study that explains my process for creating the app
- Understand the players and what they want in the trading card event app

Business Goal:

- Motivate players and businesses to create events on the app
- Decrease the amount of time it takes players to find an event

Constraints:

- 80 hours
- Difficult to create a working app

Key feature:

It would be based on research

Some features could be:

- Create events
- Creating playgroups where players could play with each other
- Players could sell and purchase cards
- Players could make friends