

nickelodeonTM

ONLINE TCG

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PROJECT GOALS

*Create a **TCG** featuring various Nick properties that **engages users**, and helps **build the Nick brand**.*

- Create a seamless experience between desktop and mobile.
- Promote the Nick App.
- Generate interest in current and established properties.
- System can be expanded and modified to feature special content.

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PERSONAS



Molly / 11

Likes making crafts and following celebs on Twitter

Uses the internet for about an hour or two a day

Has both a desktop computer and a Kindle Tablet

Used to watch the Nick live action shows (iCarly, etc.)

Likes online games, but isn't familiar with the Nick.com site



Christopher / 9

Likes biking and playing video games

Goes online everyday

Has his own computer

Watches Nick sometimes and has lots of favorite characters

Hasn't checked out the Nick.com site before

PERSONAS



Ryan / 8

Likes Pokemon and playing video games

Uses the internet for about an hour or two a day

Has both a laptop and a Nintendo 3DS

Is familiar with the Nick brand and some shows

Likes online games, but isn't familiar with the Nick.com site



Ann / Parent

Children mostly watched TV and used computer on weekends

Monitors her children's computer/internet use

Feels relatively safe about them using the internet

Doesn't like chat rooms or forums, but e-mail is okay

Isn't familiar with the Nick.com site, but trusts the brand

USER STORIES

Christopher

While watching Spongebob on TV, Christopher sees an ad for a new game trading card game on the Nick.com site. He's excited to see that it has characters from a variety of shows that he likes. He decides to check out the game.

Christopher hasn't been to the Nick.com site before, but found the game quickly because it was featured on the homepage.

He isn't allowed to sign up for website without his parent's permission, so when the game asks him to create an account he skips it and just plays with a temporary deck for now.

He really enjoys playing the game and eventually makes an account. He sees that he can play against friends so he tells all of them to join the game. Every friend that he adds gets him and that friend a new card.

USER STORIES

Ryan

Ryan's friend Christopher tell him about this new trading card game on Nick.com that he should play. Ryan isn't familiar but decides to check it out.

After finding the game he immediately draws some similarities to his favorite game Pokemon. He really likes collecting cards and battling with them so he's really excited to play the game now.

He creates an account with his parent's help and chooses his starter deck. He can't decide on a favorite show so he picks the mixed deck to get some of all the starter cards.

He skips the tutorial but in game hints pop up every now and then reminding him how to play and giving him different strategies to keep in mind. After playing a couple rounds against random kids he randomly receives a rarer card. Ryan proudly adds it to his deck and tells all his friends about it.

FEATURES

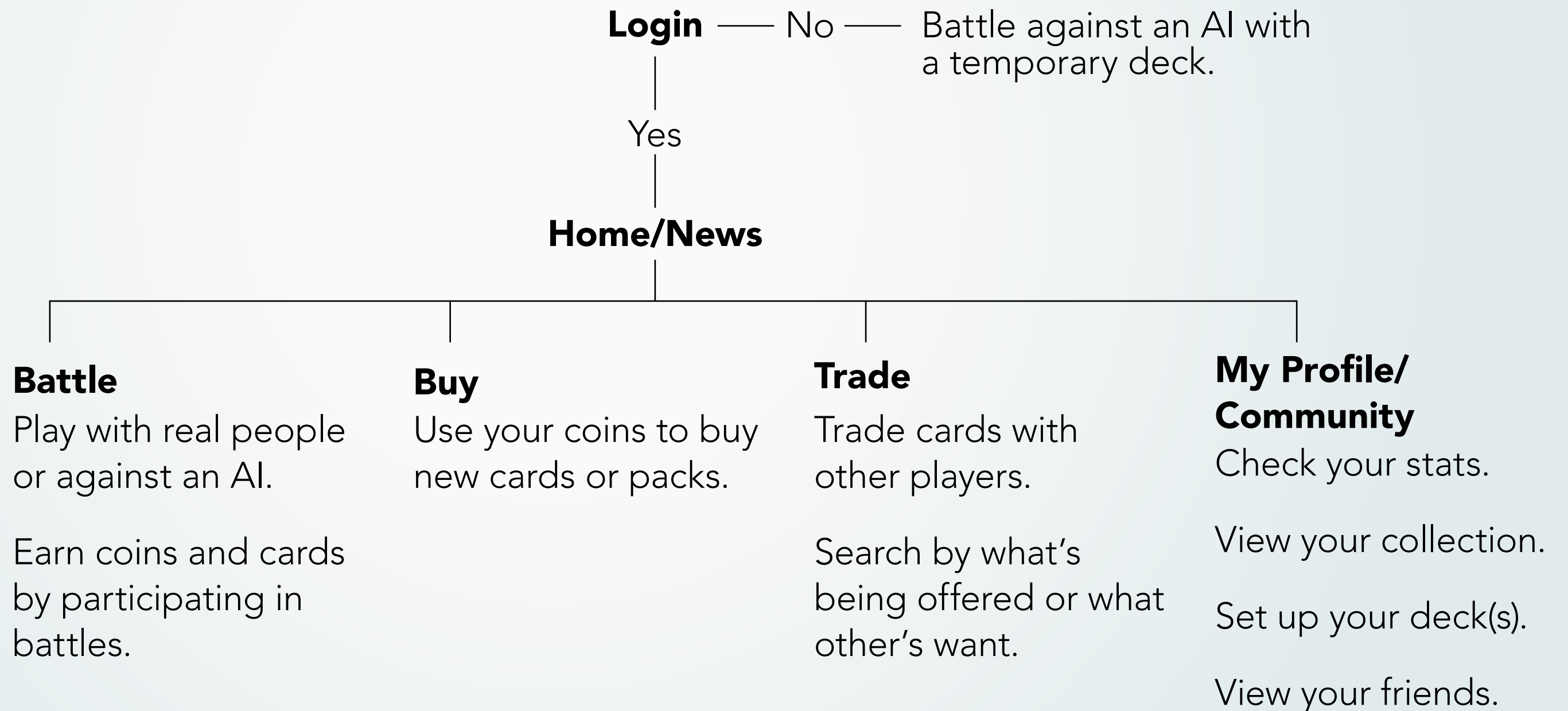
Gameplay Basics

There game has two types of cards, character cards and item cards. Character cards feature characters from Nick shows. They are assigned a number between 1-10 which denotes their attack strength. Character cards can also be equipped with optional item cards, which are various items from the shows (a jellyfishing net, Danny Fenton's thermos, etc). Item cards add between 1-5 to the attack strength of the character they are equipped to. If the character and item happen to be from the same show, they will always add +5, regardless of what the card may say.

Players have a set amount of lifepoints. These life points are reduced whenever a player's characters have been defeated. The amount removed is determined by the difference between the attacker's and the target's attack strength. Once life points reach zero, that player loses.

FEATURES

Application Flow



WIREFRAMES

Home Screen



robotJenny
2 Battle Requests
6275 G

BATTLE

BUY

TRADE

COMMUNITY

Welcome, robotJenny!

Battle Now!

Build your Deck

Buy Cards

Friends' Activity



spngBobNum1Fan just beat **korraDaBest**!



turtlPwr05 found a **Box Ghost** card!

Friends List >

Trades Recommended for You



bloomBloom is looking for a **Kyoshi Warriors** card.
You have this card.



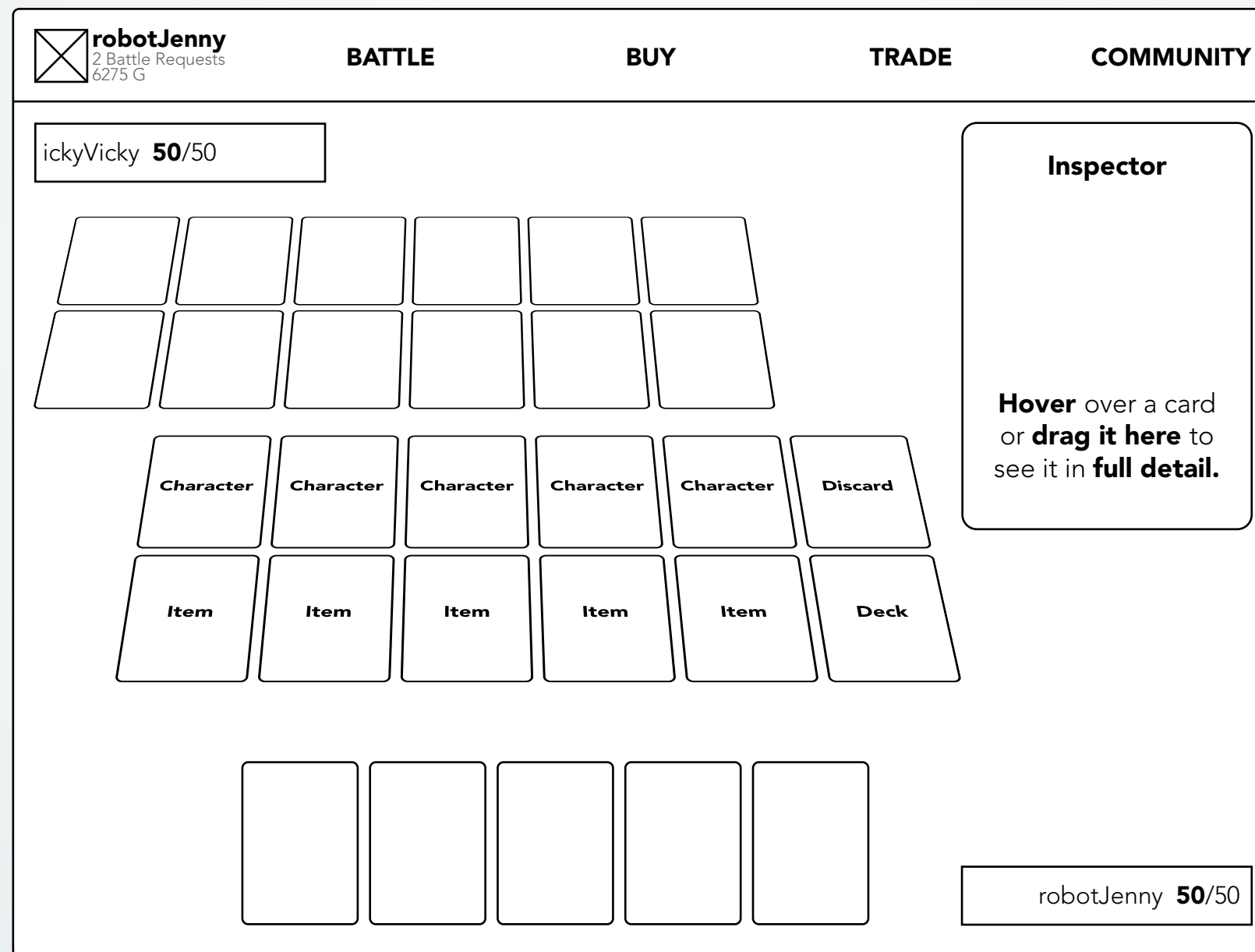
ickyVicky is offering a **Fenton Thermos** card.
This card is on your Wishlist.

All Trades >

10

WIREFRAMES

Battle Screen



Menu is disabled in Battle

Inspector allows player to look at the stats of any card in play or in their hand.

Player Lifepoints

WIREFRAMES

Buy Screen

robotJenny

2 Battle Requests

6275 G

BATTLE

BUY

TRADE

COMMUNITY

Buy Cards

Rugrats Booster

Booster Pack

2000G

500G

Kyoshi Warriors

Character Card

You have this card.

Chalk Zone Chalk

Item Card

400G

Jorgen's Wand

Item Card

900G

Fenton Thermos

Item Card

200G - On your Wishlist.

Log

Item Card

You have this card.

Rugrats Booster

Booster Pack

2000G

Kyoshi Warriors

Character Card

You have this card.

Chalk Zone Chalk

Item Card

400G

Rugrats Booster

Booster Pack

2000G

Kyoshi Warriors

Character Card

You have this card.

Chalk Zone Chalk

Item Card

400G

Fenton Thermos

Item Card

200G - On your Wishlist.

Expand View ▾

Filter Settings ▲

Search All Cards

Sort Newest First ▾

☐ Only Characters

☐ Only Items

☐ Only Packs

New Cards and Packs

Rugrats Booster

Booster Pack

2000G

500G

Kyoshi Warriors

Character Card

You have this card.

Chalk Zone Chalk

Item Card

400G

Jorgen's Wand

Item Card

900G

Fenton Thermos

Item Card

200G - On your Wishlist.

Log

Item Card

You have this card.

More >

All Booster Packs 30% Off

This weekend only! Get some!

12

WIREFRAMES


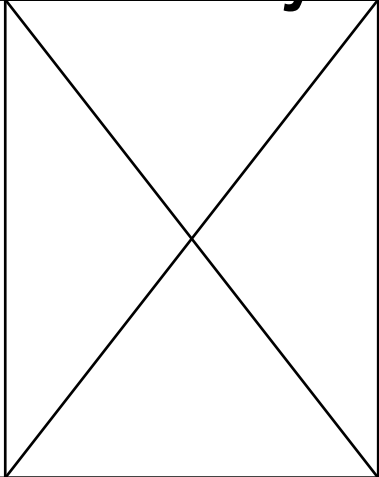
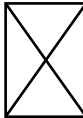
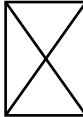
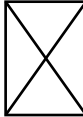




Trade Screen

 <div>robotJenny 2 Battle Requests 6275 G</div>	BATTLE	BUY	TRADE	COMMUNITY
Offers		Requests		
 <div>Jellyfishing Net Item Card Offer</div>	 <div>Jellyfishing Net Item Card Offer</div>	 <div>Jellyfishing Net Item Card Offer</div>	 <div>Jellyfishing Net Item Card Offer</div>	
 <div>Jellyfishing Net Item Card Offer</div>	 <div>Jellyfishing Net Item Card Offer</div>	 <div>Jellyfishing Net Item Card Offer</div>	 <div>Jellyfishing Net Item Card Offer</div>	
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 <div>Jellyfishing Net Item Card Offer</div>	 <div>Jellyfishing Net Item Card Offer</div>	View All Requests >		
		Your Open Trades		
 <div>Jellyfishing Net Item Card Offer</div>	 <div>Jellyfishing Net Item Card Offer</div>	 <div>Rudy Character Card Offer</div>	 <div>Jorgen's Wand Item Card Offer</div>	
View All Offers >		More >		

Trades are separated by offers and requests. **Offers** are listings where a player offers up one of their cards for another. Players would respond with cards they would be willing to part with. **Requests** are listings where a player asks for a card they don't already have. Along with the request, the poster supplies a card/list of cards they'd be willing to offer.

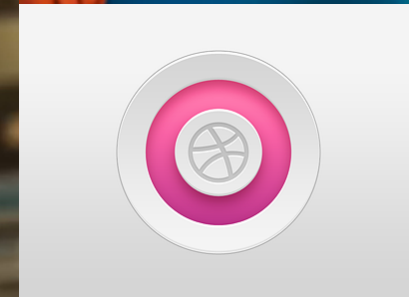
WIREFRAMES

Profile Screen

 robotJenny <small>2 Battle Requests 6275 G</small>		BATTLE	BUY	TRADE	COMMUNITY
robotJenny					
	Number of Battles: 38	 My Friends List <small>7 friends online</small>	My Recent Activity robotJenny updated their Wishlist . robotJenny beat invadrDweeb! robotJenny found a Helga's Locket card. robotJenny lost to rockosMdrnLife .		
	Win/Loss Ratio: 25:13	 Check my Wishlist and Open Trades			
	Cards in Collection: 147	 My Battle Requests <small>2 New Requests</small>			
	Most Used Cards: Patrick Starr Tommy's Screwdriver Azula				
My Decks and Collections					
 Primary Deck Deck - 60 cards Used in 30 battles. Won 24 battles. Lost 6 battles.	 Seconday Deck Deck - 60 Cards	 Cool Cards Collection - 27 Cards	 Stuff to Trade Collection - 13 Cards		
View and Edit my Collection >					


Deck Titles expand on mouse hover. In the case of touchscreen/mobile interface, the title can be pulled up to reveal details. If decks/collection exceeds 4, the entire row is scrollable either through hovering on either end or dragging on a touch screen.

MOODBOARD



COMPS

Home Screen



robotJenny
 2 Battle Requests
 6275 G

BATTLE


BUY

TRADE

COMMUNITY




Battle NOW



Build


your Deck




Buy

Cards

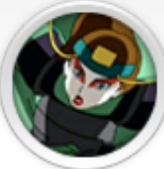
Friends' Activity



spngBobNum1Fan
 Beat **korraDaBest** in a battle!


turtlPwr05
 Just found a **Box Ghost** card!

[Friends List >](#)

Trades Recommended for You



bloomBloom
 Looking for a **Kyoshi Warriors** card.
 You Have this card.


ickyVicky
 Offering a **Fenton Thermos** card.
 This card is on your wishlist.

[All Trades >](#)

COMPS

Buy Screen


robotJenny
 2 Battle Requests
 6275 G

BATTLE

BUY

TRADE

COMMUNITY

Buy Cards





Jellyfishing Nets
SpongeBob SquarePants
Item

1

Frequently seen being used by Spongebob and Patrick, these nets are used to catch the wild jellyfish that inhabit the Jellyfish Fields.

Rarity: Common

Effect: +1 to characters

Buy Card
100G

Look for
Open Trades



SpongeBob
SpongeBob SquarePants
Character

4



Azula
Avatar: The Last Airbender
Character

9



Patrick
SpongeBob SquarePants
Character

COMPS

Battle Screen

