

Final Project Creative Brief

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App Name: Scorekeeper

Project Goal: To create an app loaded with helpful features for keeping track of score for many players, specifically catering to games like Star Realms, the clients, and the target audience.

Client Overview

- The client of this project is most of my immediate family, to whom I am not obligated to create such an undertaking, but have decided to do so for the benefit of us all, especially serving as a learning opportunity for myself.

Project Description

- The idea for this project came from the need to easily keep track of player health (score) in a card game called Star Realms that is very frequently played by my family and I.
- This app will serve as a means of keeping track of score during a game, by assigning players, incrementing and decrementing score values, and assigning a color to each player.

Target Audience

- The most central audience will be the clients themselves, however, this project does have the potential to be released on the Google Play Store if it becomes fully developed.
- On the Google Play Store, the most probable audience would be card game or possibly board game players, sports players, and people who need to keep track of scores for any game in general.

Competition

- After some careful probing of similar functionality and knowing some of the apps that are currently used by my family, it seems that each of them offer the general concept of incrementing or decrementing a score for several players, coloring each player, ads to generate revenue, and a few unique features and functionalities for each app.

Creative Strategy

- Currently, the overall feel of the app is mostly based on functionality and making things work well with the features that will make the app stand out.
- There will be a point in the future where the balance of aesthetics and functionality will be key, to which will most likely be still focused on features and functionality more than anything.

Client Budget

- As this serves as mostly a learning opportunity and class project, there is no budget in mind.

Project Deliverables: This creative brief, a video presentation, and the source code of the app.