CITY MONSTERS

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Independent Study Description

City Monsters is a mobile application that employs the mechanics popularized by Pokemon Go, with the goal of visualizing critical urban information. The players learn about socio-economic features of the neighborhoods they are in by collecting virtual monsters, which spawn in relation to specific data sets. For instance certain types of monsters can be found only in gentrifying neighborhoods, while others may appear more frequently in food deserts. The design and behavior of the characters will be connected to the social issue they represent. The research and the monster ideation happens through a series of workshops in the interested cities and communities.

At this stage, City Monsters is a speculative design project initiated by professor Paolo Pedercini, but depending on the support and interest received, it can potentially be implemented at a local level (Pittsburgh), and released as an open platform that can scale to other locations.

Features List

Map screen
Map, compass, player "avatar", monsterdex button, player level, nearby monster radar, hidden monster effect

Monsterdex
List of all the creatures either uncaptured, fully studied, or partially studied. Silhouettes, names, study completion bar.
- Name
- Monster Image
- Undiscovered description: hints about the habitats
- Description: it will be revealed one sentence at the time.
- Habitat type: see below
- Habitat data: the geolocated data
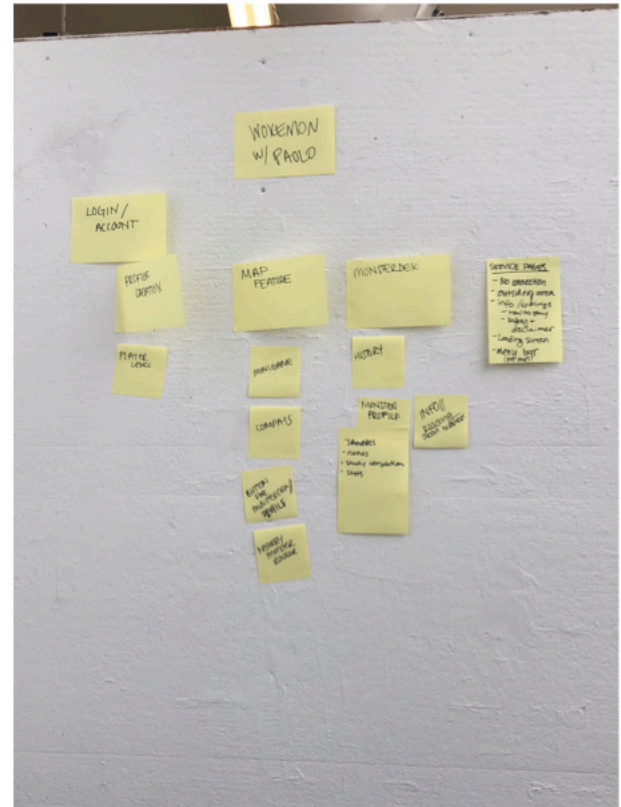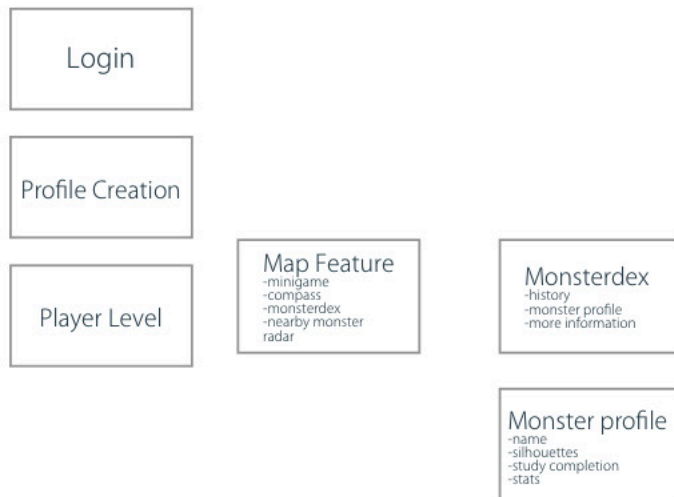- Rarity: a general variable that controls the likelihood to appear in the habitat

Individual monster page
text based description, image, numerical stats dependent on the capture game mechanics

Service pages/notifications
- main menu
- "you are outside of the mapped area" / "no connection"
- about/how to play
- safety and disclaimer page

Features Map

Login

Profile Creation

Player Level

Map Feature
-minigame
-compass
-monsterdex
-nearby monster
radar

Monsterdex
-history
-monster profile
-more information

Monster profile
-name
-silhouettes
-study completion
-stats

We created a list of features for the app and began to think about the interactions for each step of the game. We did a think out loud brainstorm session and created a post-it diagram to try and figure out the most useful user flow. We then sorted them into categories for potential screens in these text-based wireframes.

Initial Wireframes

We initially created these wireframes for the app based on the screens we developed in our features map using Balsamiq. We created a side menu structure for easy access to all the features. We also drafed some ideas for the monsterdex and nearby monsters feed. We iterated and changed these features in our high-fidelity mockups based on the feedback from Paolo.
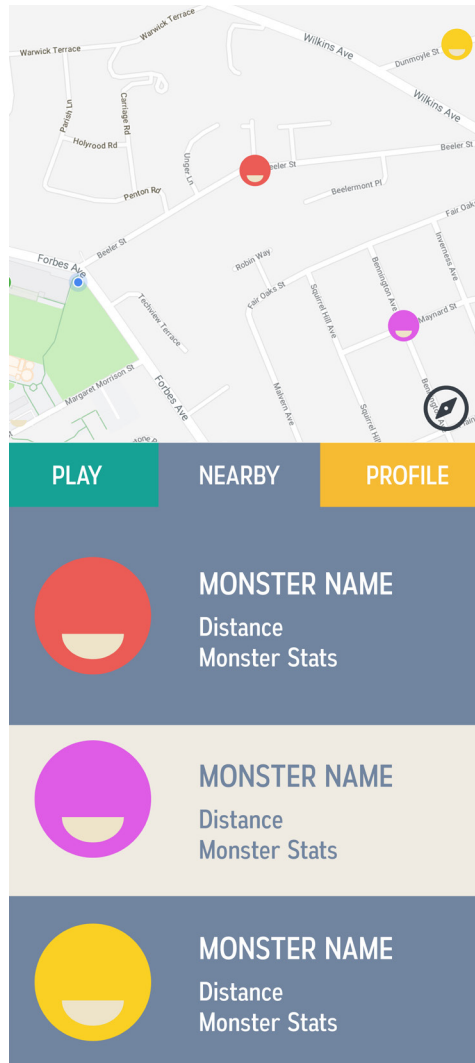
When we began to iterate on more high fidelity versions of the design, we went through a few different design ideas. We changed the idea for the side menu to a hamburger menu, because it felt more intuitive and flowed better within the app. We also decided to change the way the nearby monsters were shown. Pictured above is an early mock-up of the nearby monsters and map page. We changed the design to show more of the map and show less about the monsters in order to entice the user to actually catch the monsters in order to learn more about them.
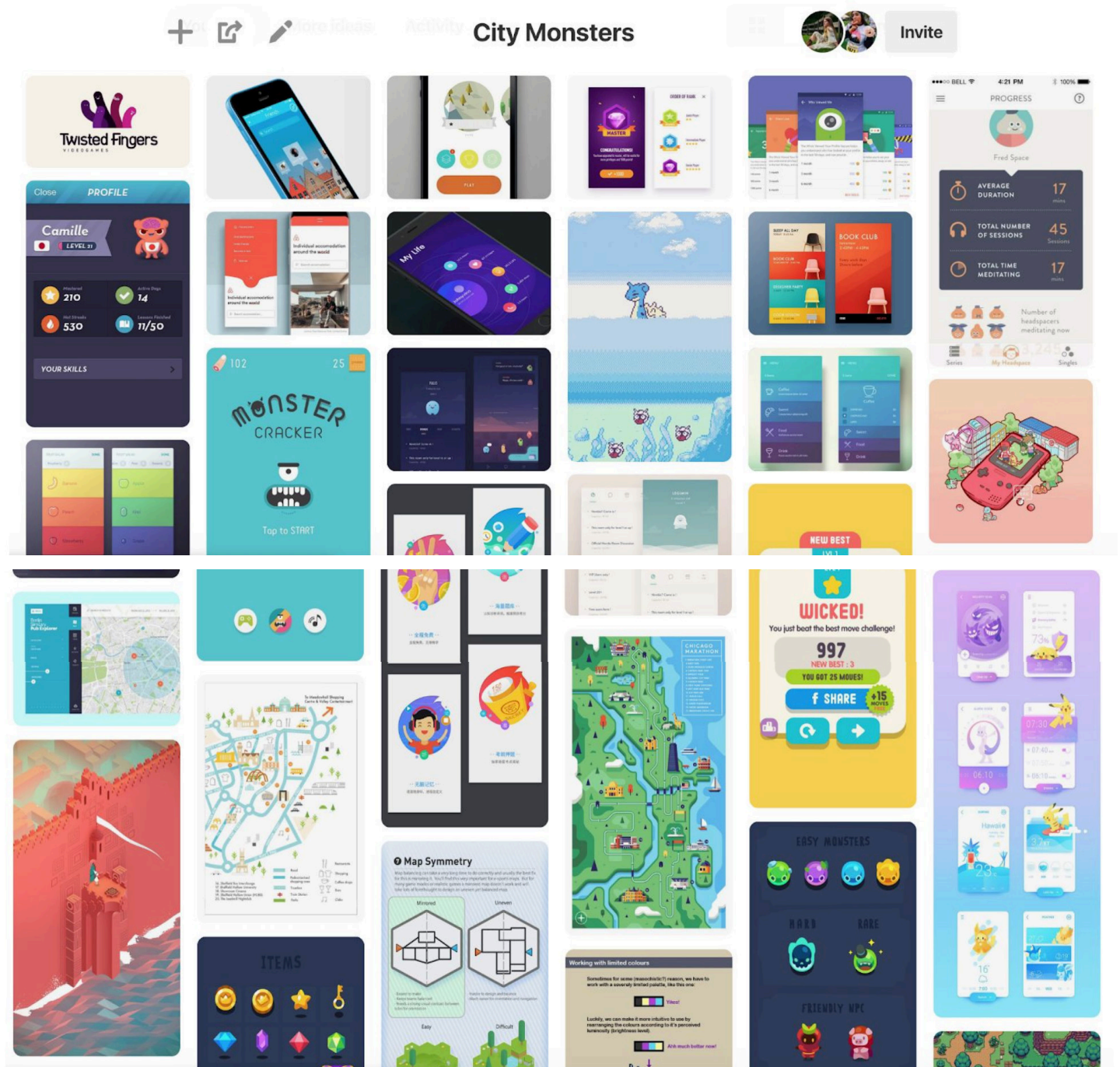
We created a moodboard featuring design patterns from Pinterest, Dribbble, Behance, etc. We wanted the app to feel fun and kid-friendly but still be clean and educational. As the idea for the app came from the original Pokemon series and Pokemon GO, we researched things in a pixel art style as well as more modern references. We tried to keep the visual style consistent and maintain a retro feel.

From the moodboard we developed this interface style guide with sample fonts, colors, and textures that we wanted to include in our design.
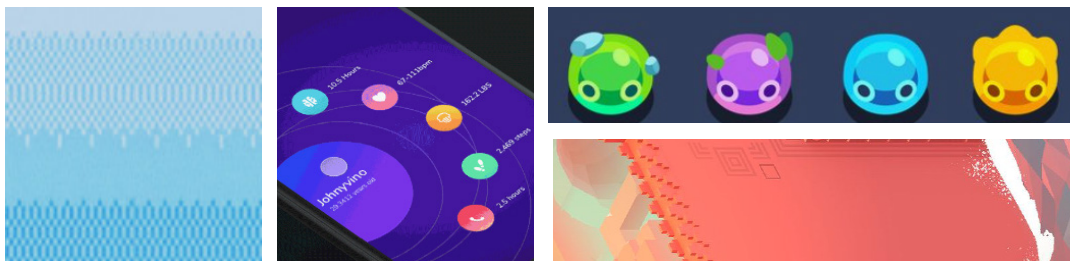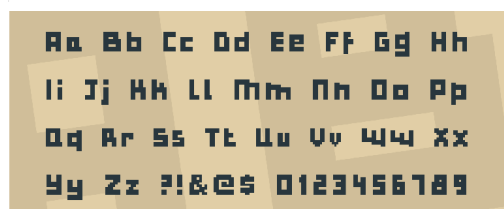
UI Style Guide
City Monsters

Colors

d72d26	f1662f	f8bb17	00a295	486a8b
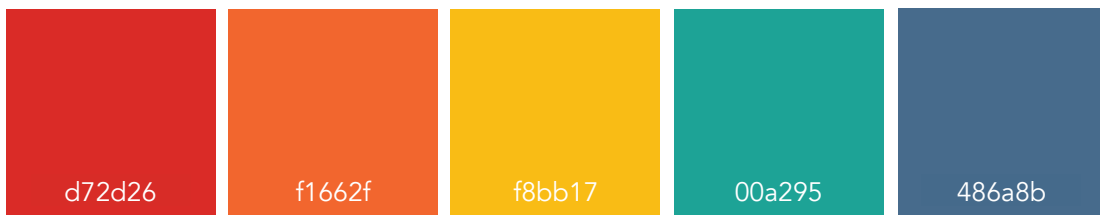
Textures + Patterns

Typography

Bulky Pixels

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz ?!&@$ 0123456789

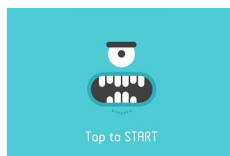**AUTORADIOGRAPHIC**

ABCDEFG abcdefg 1234567 *ABCDEFG abcdefg*
ABCDEFG abcdefg 1234567 *ABCDEFG abcdefg*
ABCDEFG abcdefg 1234567 *ABCDEFG abcdefg*
ABCDEFG abcdefg 1234567 *ABCDEFG abcdefg*
ABCDEFG abcdefg 1234567 *ABCDEFG abcdefg*

Inspiration

POKÉMON GO

Tap to START

Twisted Fingers
VIDEOGAMES

Adjectives:
fun, educational, kid-friendly, clever, interactive, simple, nostalgic

Branding & Logos

We developed a few different concepts for logo for the app. We designed one with a monster face as the central image, and created two different versions of monsters. We created another one based on the classic pokeball idea, but with a monster face as the center of the ball. The third one we designed was with a group of monsters making up a city skyline. We used the same colors and fonts as the app, and again tried to keep the visual style consistent.
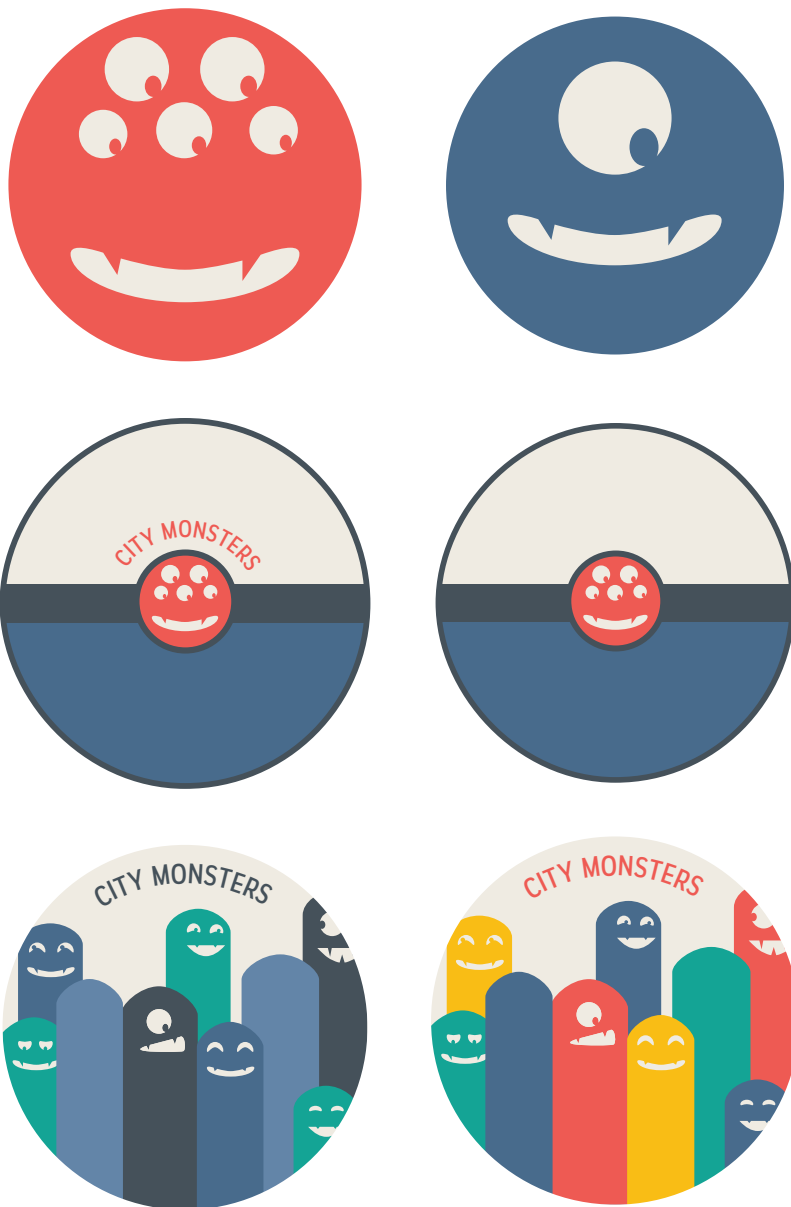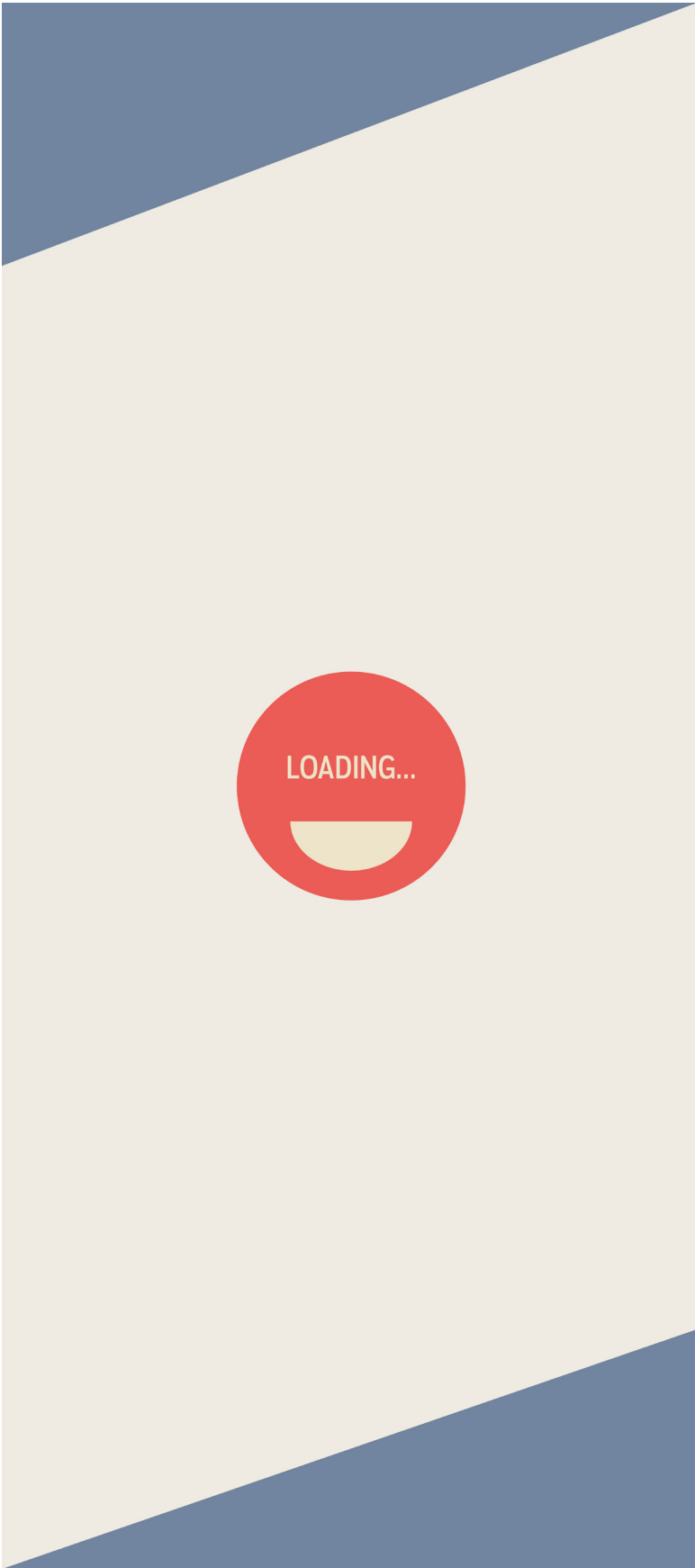
Navigation Map

This navigation map shows how users might interact with the various screens in our application. We also created a clickable prototype using InVision (see it here - https://invis.io/MKPJTX4EZHF)

Finalized Screens

CITY MONSTERS

USERNAME

PASSWORD

LOGIN

Mellon
University

Phipps
Conservatory
and Botanical
Gardens

Schenley Drive

d Company

Schenley Park

NEARBY

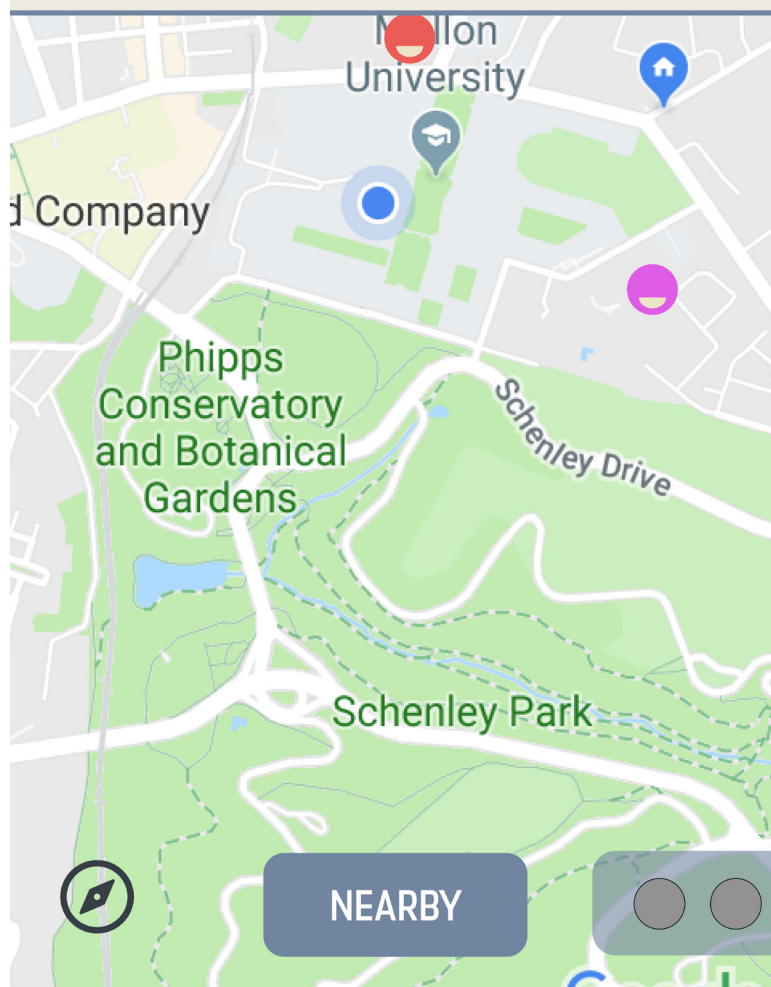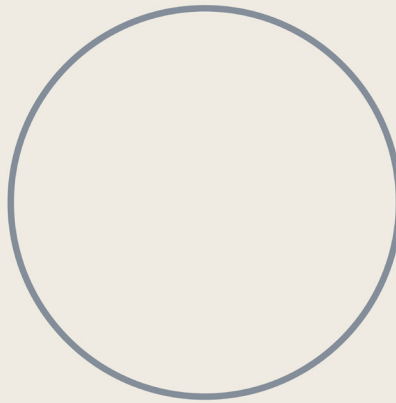Google

MONSTA

LVL 2, OAKLAND

lorem ipsum lorem ipsum
lorem ipsum lorem ipsum
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lorem ipsum lorem ipsum

Level

Power

Agility

Skill

MONSTERDEX

MONSTER NAME

MONSTER NAME

MONSTER NAME
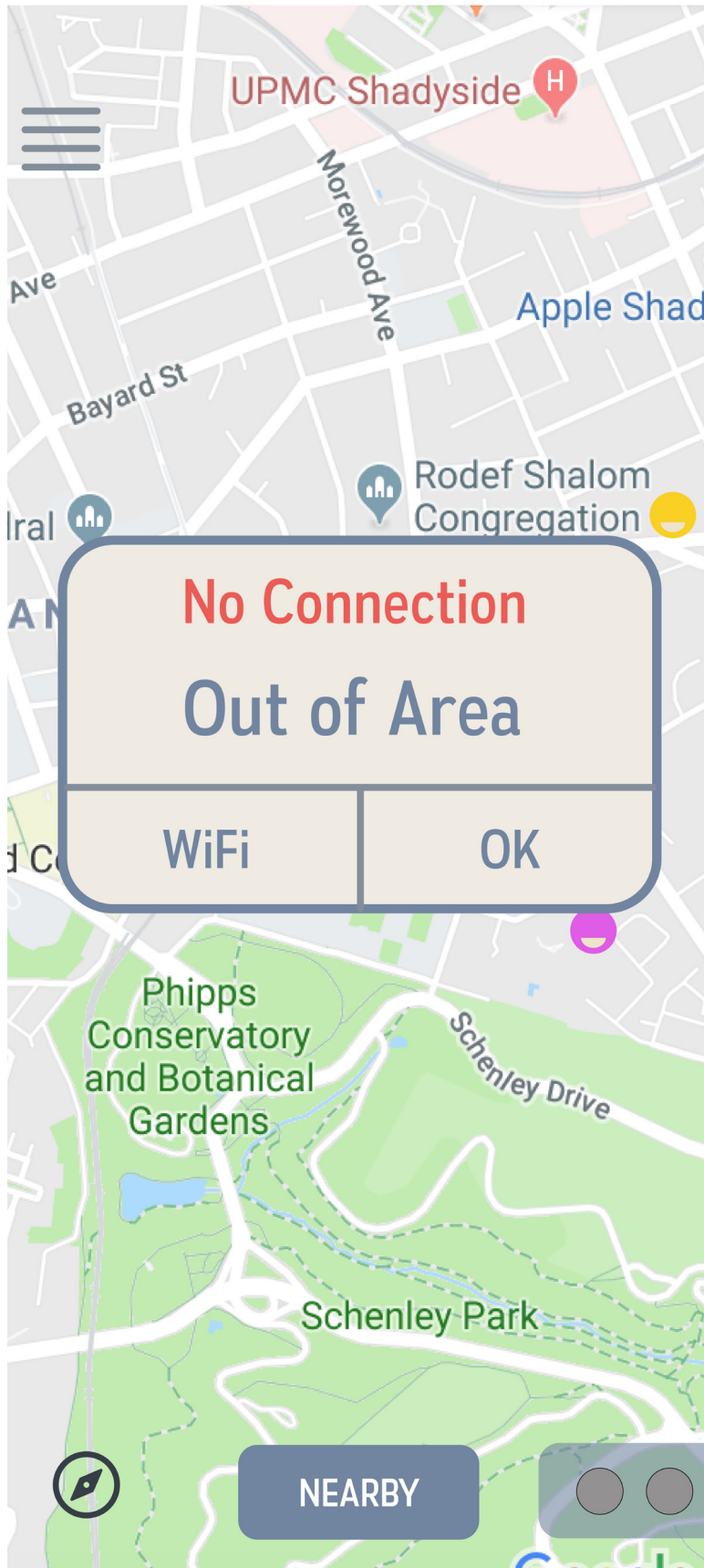
MONSTER NAME

MONSTER NAME

MONSTER NAME

MONSTER NAME

MONSTER NAME

No Connection

Out of Area

WiFi	OK

NEARBY

PAOLO

LVL 8

BADGE NAME

Information about badge:

-Where you found it
-How you achieved it
-Relation to issue

SETTINGS

How To Play

Location Services

Notifications

Safety

Profile