

Newsletter Vol.

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This week we focused on improving the mini-game one, making of a stronger introduction, and implementing the transitions.

We had meetings with Jesse and John regarding the changes we can make to improve our project. We finally decided to focus on changing the environment of the mini-game one to induce a stronger feeling of the cyber space. We also decided to change the questions to be more straightforward but the answer can be surprising to the users thus educate them.

To engage the users more and having the users relate to our experience, we implemented Facebook log-in and used Skype elements for the introduction. To make the whole experience make sense, we also changed a significant amount of our script and do a couple of reshooting to make sure we are achieving the impact we want.

We had all the transitions in place. We particularly focused on the transition from the home office to the mini-game one since we lost most of the users at this part because the users felt like they are suddenly being thrown into a maze and they didn't understand why and how.

For next week, we will be having the final filming of all the videos with actors and actresses. We will be polishing the experience by changing all the UI elements to polished ones and making sure the placements are correct. We will also be shooting our promo video and be prepared for the Soft Opening.



heshire

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