



This week, the team presented its progress to the ETC community at Halves Presentations, which serve as the midterm point of the semester. Informal feedback thus far has been positive, though the team awaits official critique from faculty, which will be received once all project teams have presented at the conclusion of the week.

The flowchart illustrates the game's user interface structure. It shows the following components and their interactions:

- Main Navigation (Left Column):** Home (out), Home (in), Profile, Blueprints, Machines, Bulletin Board, About.
- Sub-items (Second Column):** Enter ID#, Notifications, Edit Profile, Blueprint Details, Machine View, Browse Recent, Browse Nearby, View Post, New Post, Contact, Site Map.
- Further Sub-items (Third Column):** Registration, Customization, Gear Details, Edit Post.
- Legend (Right Column):**
  - = two-way (solid green line)
  - = one-way (red arrow)
  - = menubar item (dashed green line)
  - = popup (solid green line)

The flowchart shows the following connections:

- Home (out)** is connected to **Enter ID#** (menubar item) and **Registration** (one-way).
- Home (in)** is connected to **Notifications** (menubar item) and **Registration** (one-way).
- Profile** is connected to **Edit Profile** (two-way) and **Customization** (two-way).
- Blueprints** is connected to **Blueprint Details** (two-way).
- Machines** is connected to **Machine View** (two-way), **Browse Recent** (two-way), **Browse Nearby** (two-way), and **View Post** (two-way).
- Bulletin Board** is connected to **View Post** (two-way) and **New Post** (two-way).
- About** is connected to **Contact** (two-way) and **Site Map** (two-way).
- Registration** is connected to **Customization** (two-way).
- Customization** is connected to **Gear Details** (two-way).
- Gear Details** is connected to **Edit Gear Details** (two-way).
- View Post** is connected to **Edit Post** (two-way).



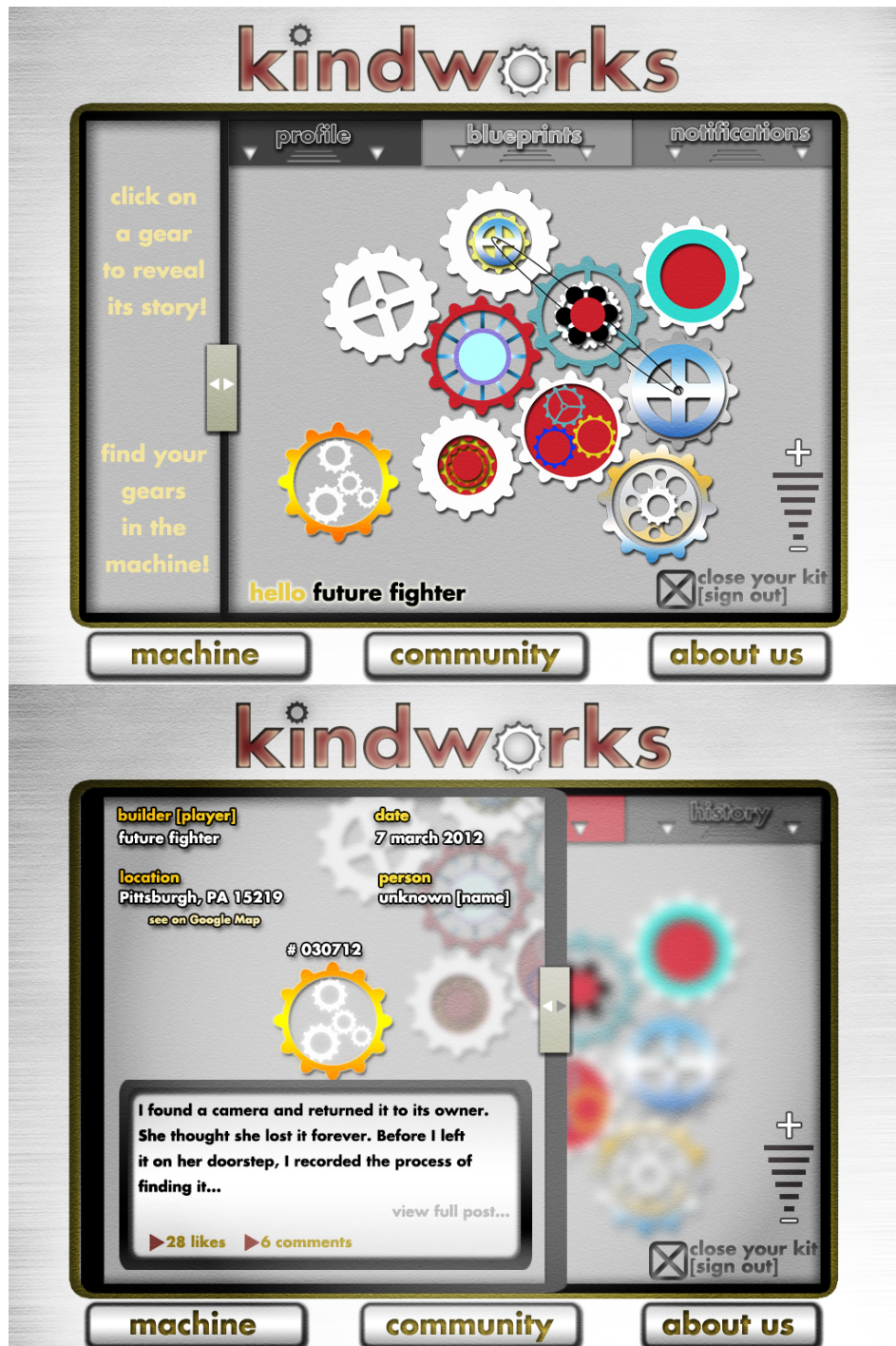
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Regarding production, an art asset list is being used to manage the creation of graphics for the site, and a number of assets have been completed.





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### **Playtesting, Marketing, Raising Awareness**

An area of work that the team is bringing a more urgent focus to is playtesting. In addition to the CMU Buggy and Boy Scouts of America playtests planned, it has been the team's goal to produce a redesign of the postable Gear blueprint and track response towards this different design.



Crucial to this endeavor is a strategic marketing approach - the postable Gears must attract and engage potential participants, and the content and placement of Gears must achieve this. To that end, the team is striving to devise a slogan and/or logo for the *kindworks* product to replace the QR code as the Gear's focal point. As QR becomes a more mainstream technology, its attracting power will lessen, and the focus should be more on content than technology anyway, so as not to alienate those who lack the ability to scan codes. Hand-in-hand with the content



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revamping is an outreach initiative - the team is thinking of other ways for Gears to proliferate society, and is currently writing to local newspapers to generate awareness of the project. The team's project Web site is also being tailored to the *kindworks* theme to receive visitors via playtesting efforts.