

Public Summary

The goal of this bachelors assignment is to create Awaves World. Awaves is a start-up that provides AI-generated DJ-quality music mixes, focussed on improving the music experience at student house parties. They provide an app in which guests can vote for the music, to make sure everyone has a say in the music that is played. Awaves World was an undefined idea to improve house parties even more, an online virtual space that enhances socialisation.

After a target group analysis was conducted, exploratory interviews were held among the target group: students. The interviews gave the insight of the importance of games, music experiences and socialisation at house parties. Literature research was conducted to gain information on how good interaction design and user interfaces are created. The 10 heuristics of Nielsen stood out as a proper guide for the design phase.

Before the design phase started, a survey was conducted, to test to what extent the current design style of Awaves fits with the target group. It turned out that the design style of Awaves had a nice colour scheme, but that the overall design was perceived as a bit childish. Due to the time limit of this project, the design style was not changed.

The ideation phase started off with a co-design workshop, in which six students discussed on what makes games fun, brainstormed and eventually designed three concepts with the use of a design game. The design game made use of a persona, game element, short scenario and a fill-in poster. The participants had to solve the issue of the scenario, using the game element. They could write, draw and design their ideas on the fill-in poster. Three games were designed. Using the requirements, one game was selected.

The selected game is a multiplayer game, in which players can experience music together, and get social at house parties. Three concepts of the games were designed using the prototype tool Figma. The best concept was selected and improved with input from the target group. A final design was created, which later on was evaluated by two experts in a heuristic evaluation. Besides the Figma prototype, an Unity prototype of the game was made, in which a world and a moving mechanism was developed. The project is finalized with an implementation plan.

In the end, the game met all the requirements to an extent, but does need improvements, as described in the recommendation.