

1 CouponGame

Android game to make a connection between gaming and commercials

Brian Wu, Charlie Chan, JC Cheng and Ken Chan

Supervised by

Professor Chiew Lan TAI

Overview

In the past few years, the number of mobile users has increased significantly, resulting in increased number of mobile apps especially games. However, mobile advertising inside games would be a big problem of playing the game. In view of that, our group developed ICouponGame, in order to make a connection between gaming and commercials. This project combines a tradition match 3 puzzle game, turning orbs, with advertisement element.

Methodology

Attractive Character

In order to attract the attention of more players, we have chosen the protagonist of the Journey to the West, one of the Four Great Classical Novels of Chinese literature, as our characters.



Figure 1. User Characters

Clear User Interface



Figure 2. Main Menu

A good UI allows users to effectively perform its intended action without causing too many obstacles. We use some text guidelines to teach players how to control the interface. At the same time, we have selected the background image with gentle colors and simple lines.

Different Game Modes

1. Story mode

The orbs in this mode can be freely dragged until they're in the player's ideal position.



2. Advertising mode

In this mode, the orbs can be freely replaced by touching two orbs. Players direct swap two bead position, unlimited location, colors, number of times, but the only limitation is time of 5 seconds.



Interesting Coupon System

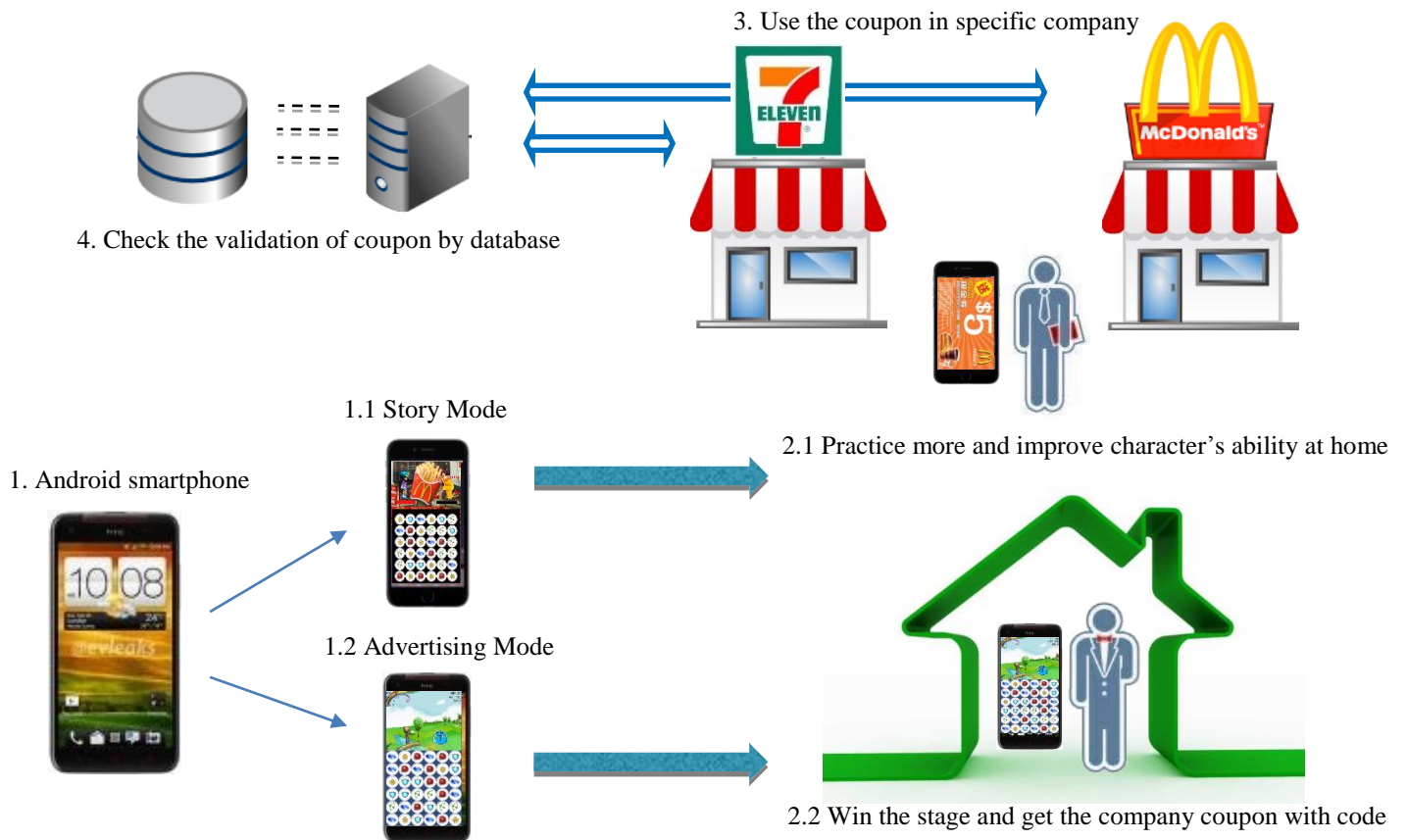


Figure 3. Interaction between Users and System.

Conclusion

The number of mobile users has increased significantly, so games are the most powerful and easiest way to promote a product or service. Offering digital coupons for products are the key to our game. It is a great way not only to enhance the attractiveness of the company, but also to introduce new customers to their stores. This project will benefit both customers and companies.