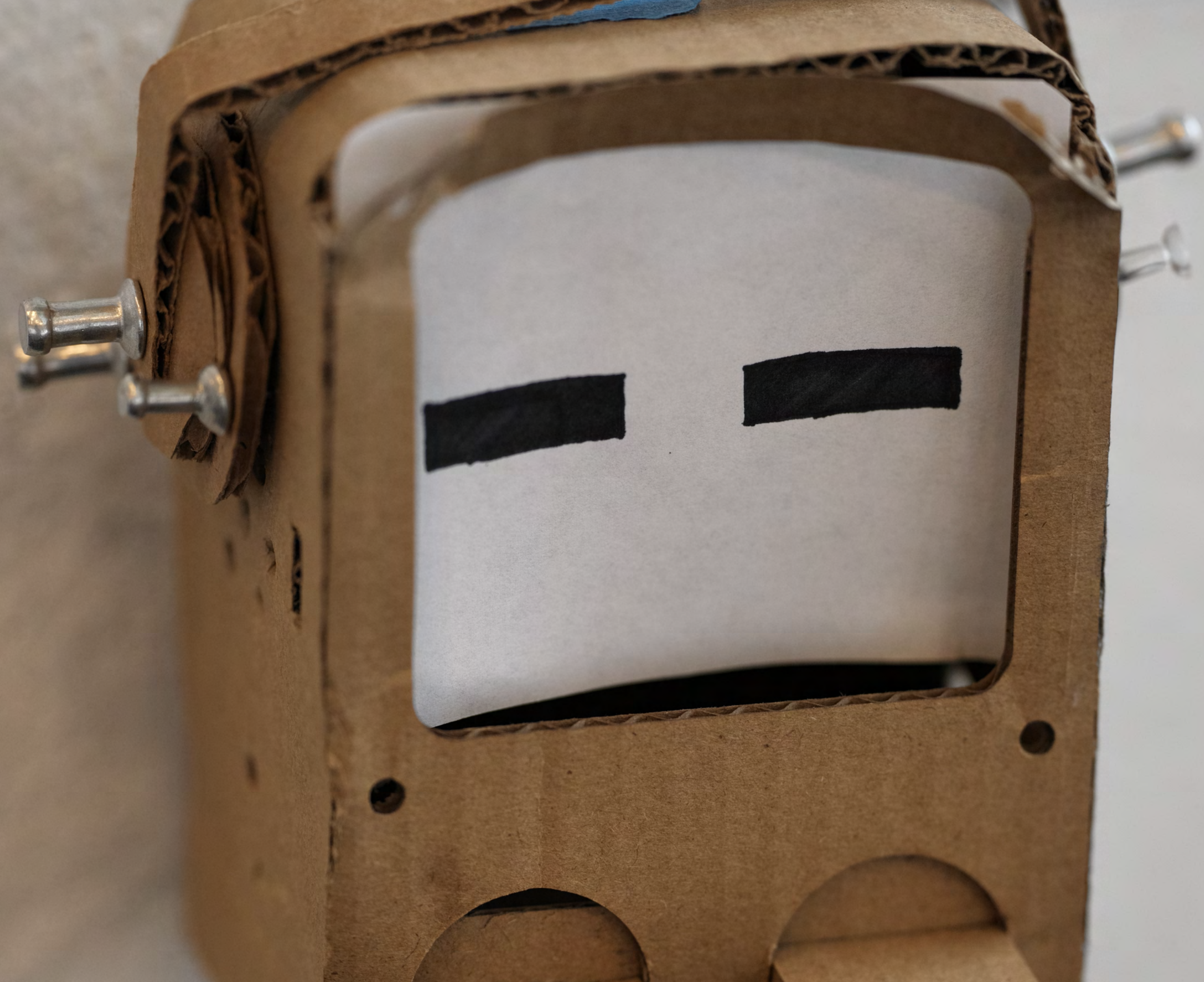


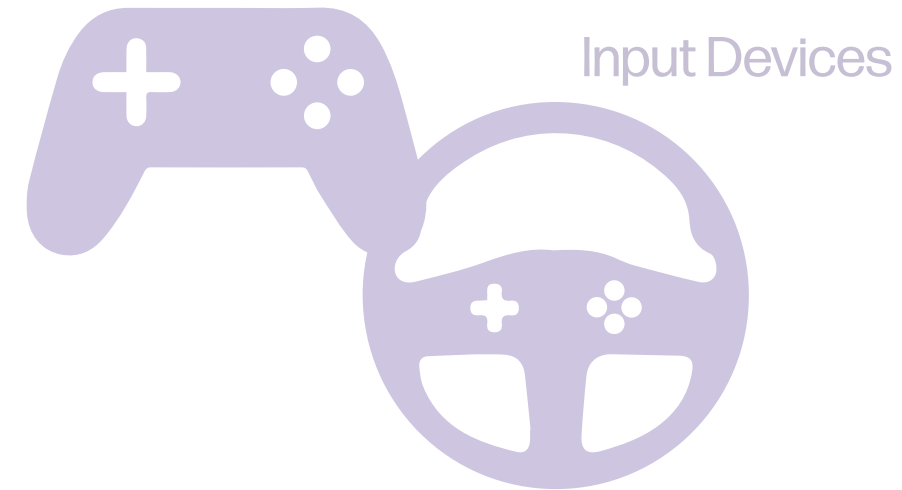


PLAYMO!

Your friendly gaming sidekick!

MARKET ANALYSIS

In the video-game accessory market, could we create something in an underexplored niche?



Something Else?



Our prompt for this project was to design a videogame accessory device.

With our market analysis, we found that most devices are either controllers or output devices like monitors or headphones.

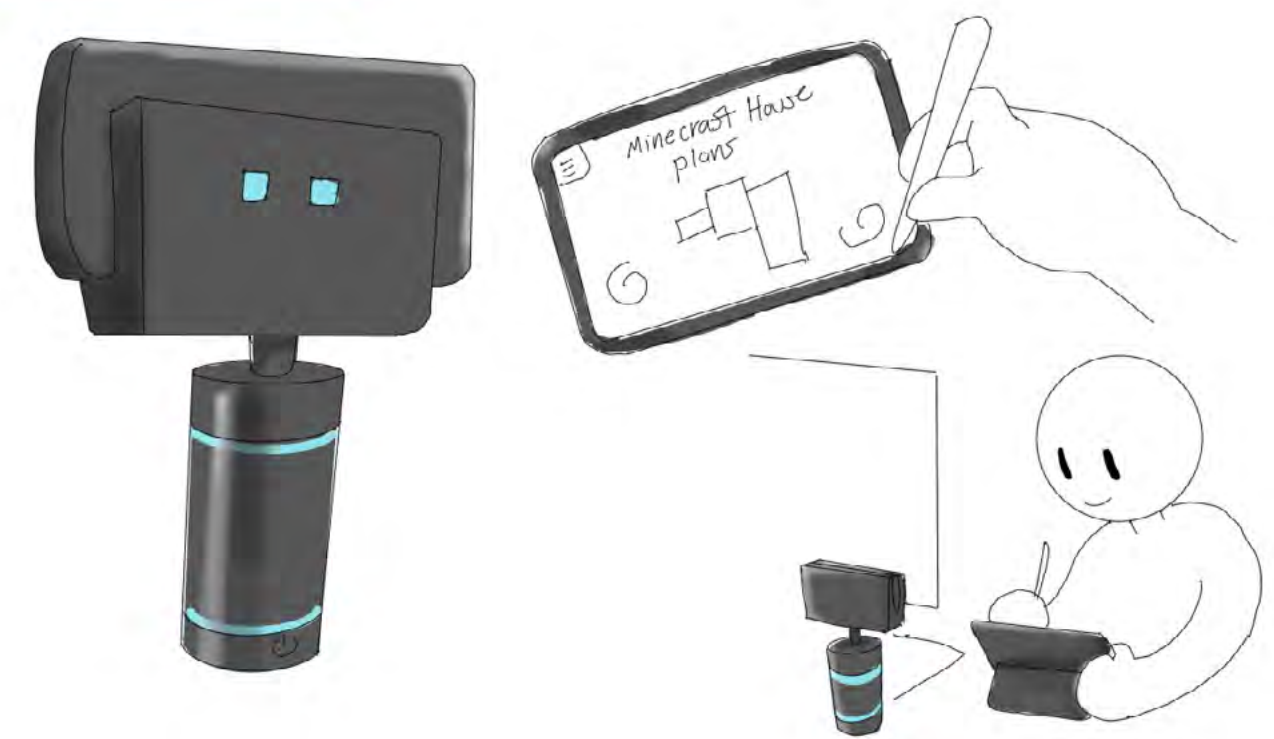
But what about another category of accessory?

CONCEPT IDEATION

01 - Secondary Display



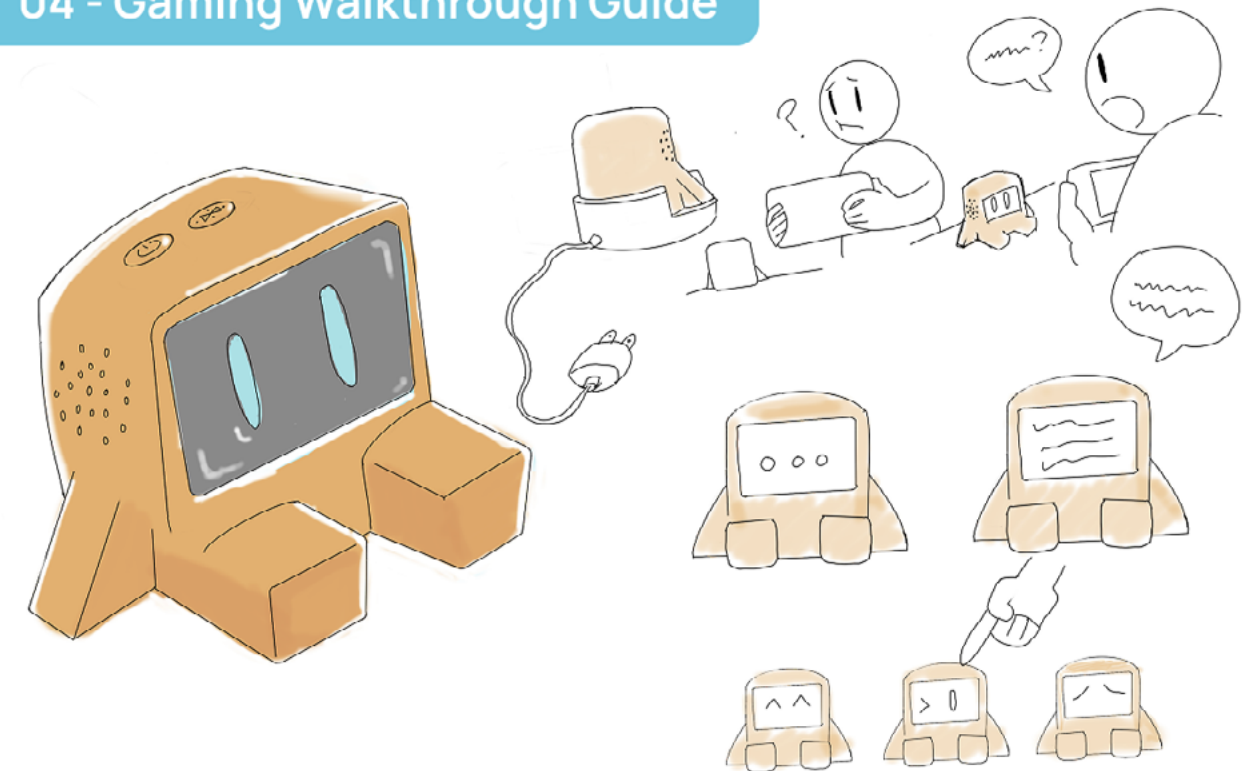
02 - EchoPad



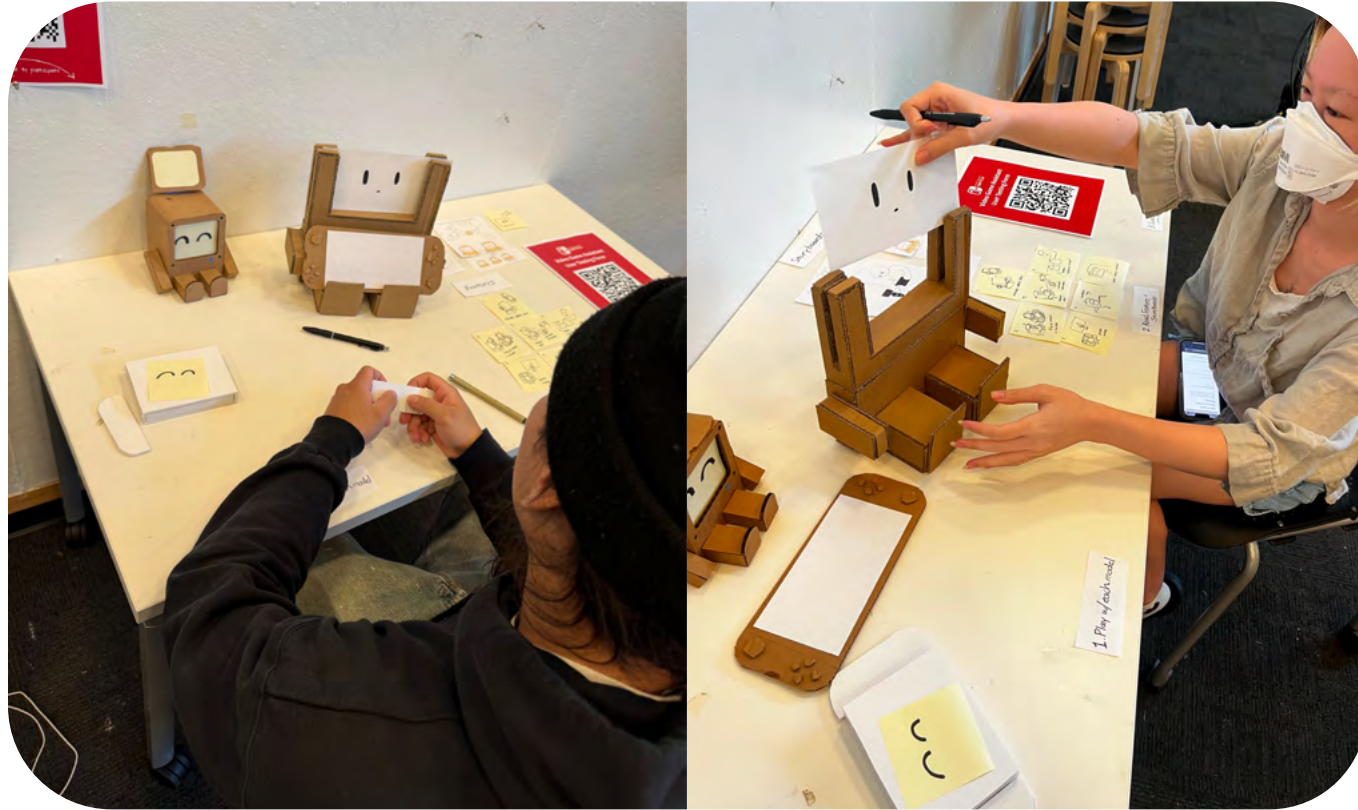
03 - Gaming Coach



04 - Gaming Walkthrough Guide



USER TESTING



At this point, we'd found the type of device we wanted:

A **cognitive assistant** device meant to aid and expand the gaming experience.

To test how people felt interacting with our concepts, we set up a user-testing station.

We found that a certain form-factor was a crowd favorite. Using feedback gathered from testing, we integrated features such as an adjustable screen and legs that doubled as a screen holder.

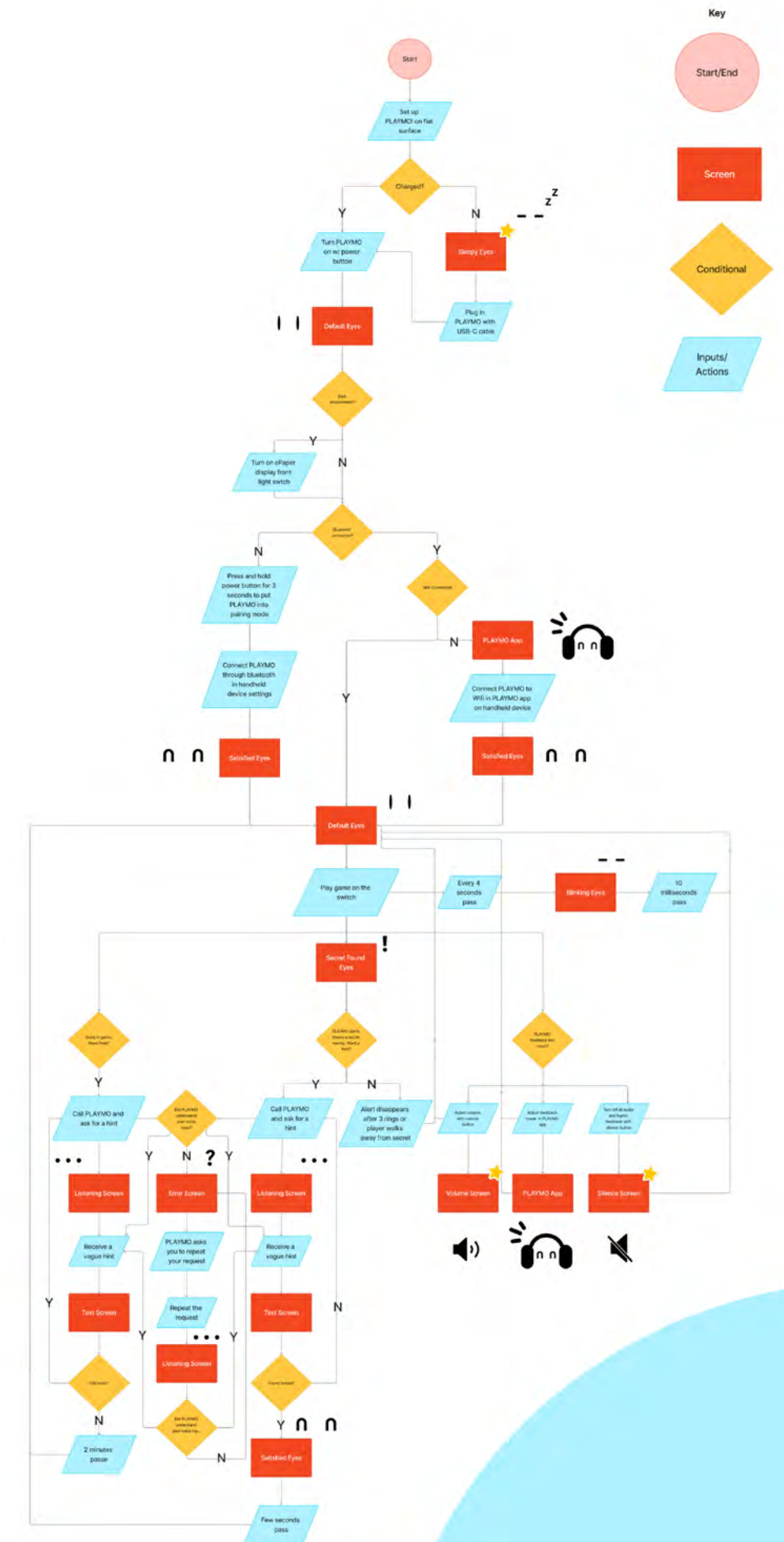


PRODUCT DEVELOPMENT



Towards the midpoint of development, we focused our attention on the user interaction, model fabrication, and component integration.

We developed a full user flow diagram, then got our hands on the electronics we'd use to make sure our tolerances were correct.



INTERACTIONS

“HEY PLAYMO!”
HOW DO I EXIT THIS LEVEL?



PlayMo can listen to questions with the phrase “Hey PlayMo!”



He'll then answer the question through his speaker and e-ink display.



He also doubles as a stand, with his retractable legs and adjustable screen.

FINAL MODEL

