MAGIC CARD CAROUSEL

A COLLECTIBLE CARD BROWSING SYSTEM

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AGENDA

• The client
• The problem
• The solution concept
• Magic Card Carousel features
• Emotional impact
• Our process
• Lessons learned
PROBLEM: CARD BROWSING

- Customers want to browse
- Store needs to keep inventory organized
- Customer browsing causes collection disorder
- Browsing is mostly suspended
- Currently, card browsers are underserved
CURRENT BROWSING SYSTEM

- Many large cabinets in-store
- Card boxes arranged by set
- System managed solely by Card Manager employee
OUR SOLUTION: MAGIC CARD CAROUSEL

Tablet-based card collection browsing and purchasing system
INTERACTION AND FEEDBACK

- Touch and swiping tablet interaction
- Haptic and feedback
CARD ORGANIZATION

Easily-maintained card organization enhances browsing experience
SEARCH AND FILTERING

Robust search and filtering feature allows customers to browse only the cards they want to see.
COMPARE

Compare capability lets users view cards side-by-side as with real, physical cards.
PURCHASE

Purchasing is integrated with Fun-n-Games card management and sales system
FEATURES FOR FUN-N-GAMES EMPLOYEES

• Electronic inventory system
• Easy physical card locating
• Card purchase facilitation
• Card inventory updating
• Can be used by any employee
EMOTIONAL IMPACT

Emulating the physical component

• Leisurely browsing cards creates joy
• Gestures similar to physical browsing link experiences
• Simulated card sounds evoke real-life sounds
• Card set boxes provide easily graspable metaphor
• Smoothly animated interactions raise the cool factor
QUESTIONS?