

Mason-Selkowitz



Project: Tic Tac TrueTrack Game

Duration: 2 weeks



Need

The client's requirement was to build a flash game to help reinforce the branding and marketing scheme associated with the product called TrueTrack. It is a convenient tool used to read blood sugar and monitor diabetes in people. The marketing scheme behind the product is the phrase 'Less Blood, Less Pain, Less Cost'. This game aimed at sales promotion of the tool TrueTrack apart from increasing its popularity among diabetic people.

Challenges

The game was Flash based and took approximately 2 weeks development time by the Netsmartz team. The TrueTrack game application was extremely simple as compared to most applications as it involved no major functionality requiring hard-core coding.

There was background music throughout as the game was being played. There were up to 10 different background music pieces that changed randomly per

game. Sound effects were added at each click by the player. The configuration screen for the owner was meant to be independent from the game so a player could play the game all the time (the game would never stop) but the owner can change the percentages during the game.

Solution

The game consisted of four screens - Introduction Screen, Instruction Screen, Game Screen, Win or Lose Screen. The Admin or anybody managing the game could setup the Win Percentage and that would take effect at the start of each game so that it can be changed dynamically throughout the playing. The owner or game manager will use this screen to determine the number of wins out of 10. The player was required to choose the pieces to play Tic Tac Toe or in this case - Tic Tac TrueTrack. The rules of the game were similar but slightly changed. The player was given three attempts. There was no computer competition (only three tries by user). On the winning board - if the user selected three in a row, column, or diagonal, the computer will show Less Blood, Less Pain,

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and Less Cost (in that order) and the player wins. On losing the game - one of the images would simply pop up twice.

Technologies Used

- Programming languages: Flash ActionScript
- Platform: Windows 98/2000/XP
- IDE: Macromedia Flash, Adobe Photoshop, Sound Forge

- Documentation: Microsoft Word, Microsoft Excel, Microsoft Powerpoint

Benefits

The game was a part of the sales promotion campaign of blood sugar testing tool TrueTrack. The product received a great response from the target consumers and this game played an instrumental role in doing so.