

The logo features the word "Teddy" in a large, bold, white font with a thick blue outline. Below it, the words "Campaign Journal" are written in a smaller, white, sans-serif font. The background consists of a sunburst pattern of light blue rays emanating from the bottom center, set against a dark blue background. A solid yellow-green curved shape is at the bottom of the page.

Teddy

Campaign Journal

About the Game

Teddy is a 2D platform game in which you play a feisty stuffed animal named Teddy. Fight your way through dangerous world stages, menacing antagonists, and puzzling minigames.

HOW TO PLAY

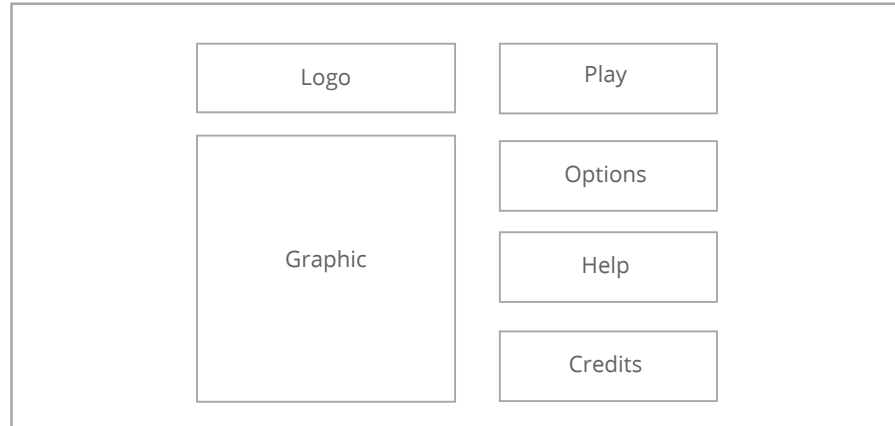
Simply navigate to the end of each level collecting as many gems as you can along the way. Tap the screen to jump over obstacles, and landing on enemies will defeat them.

TARGET AUDIENCE

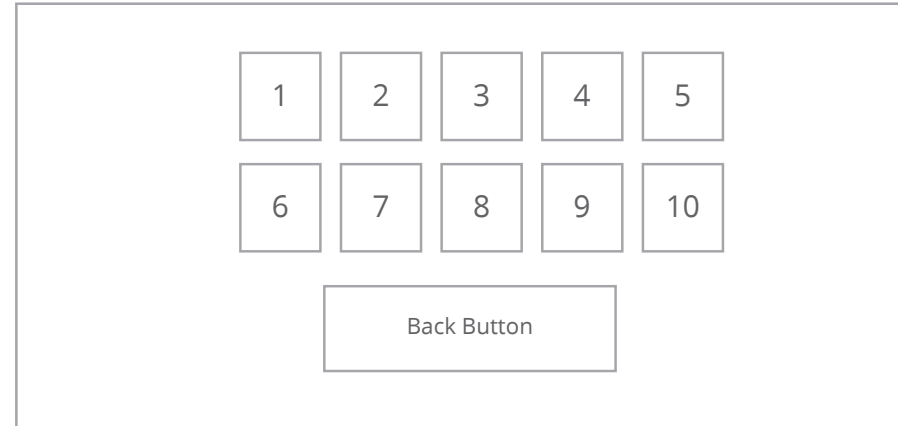
Teddy primarily targets young children and teens from ages 7–16. The game will also target individuals in their 20s and 30s who simply want a game to pass spare time.

Wireframes

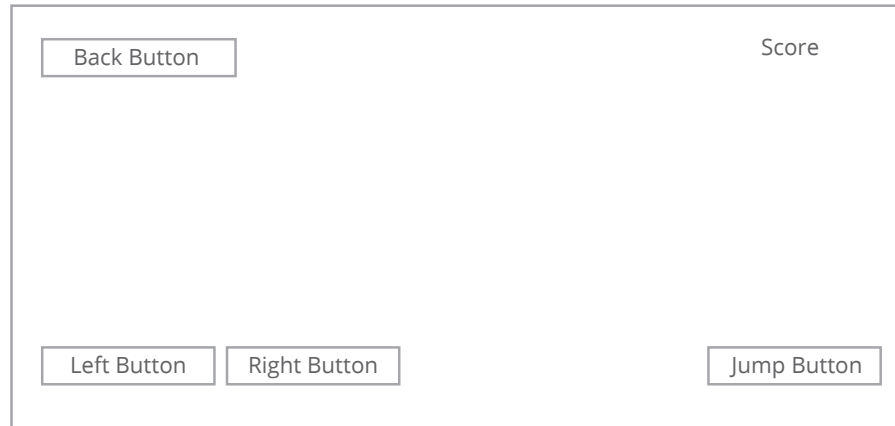
MAIN MENU



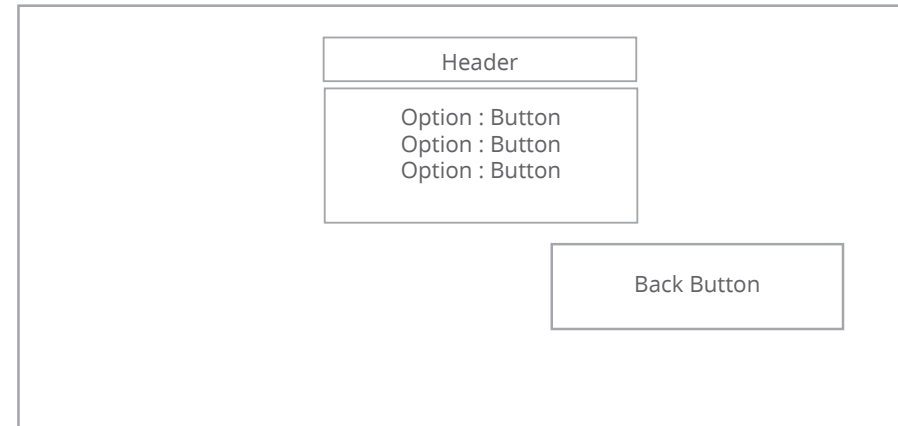
LEVEL SELECTOR




GAME LEVEL



OPTIONS PAGE

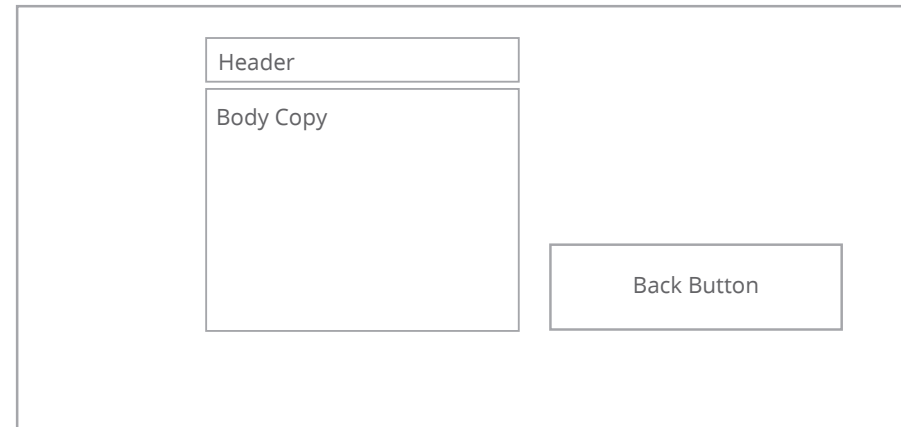


CREDITS PAGE



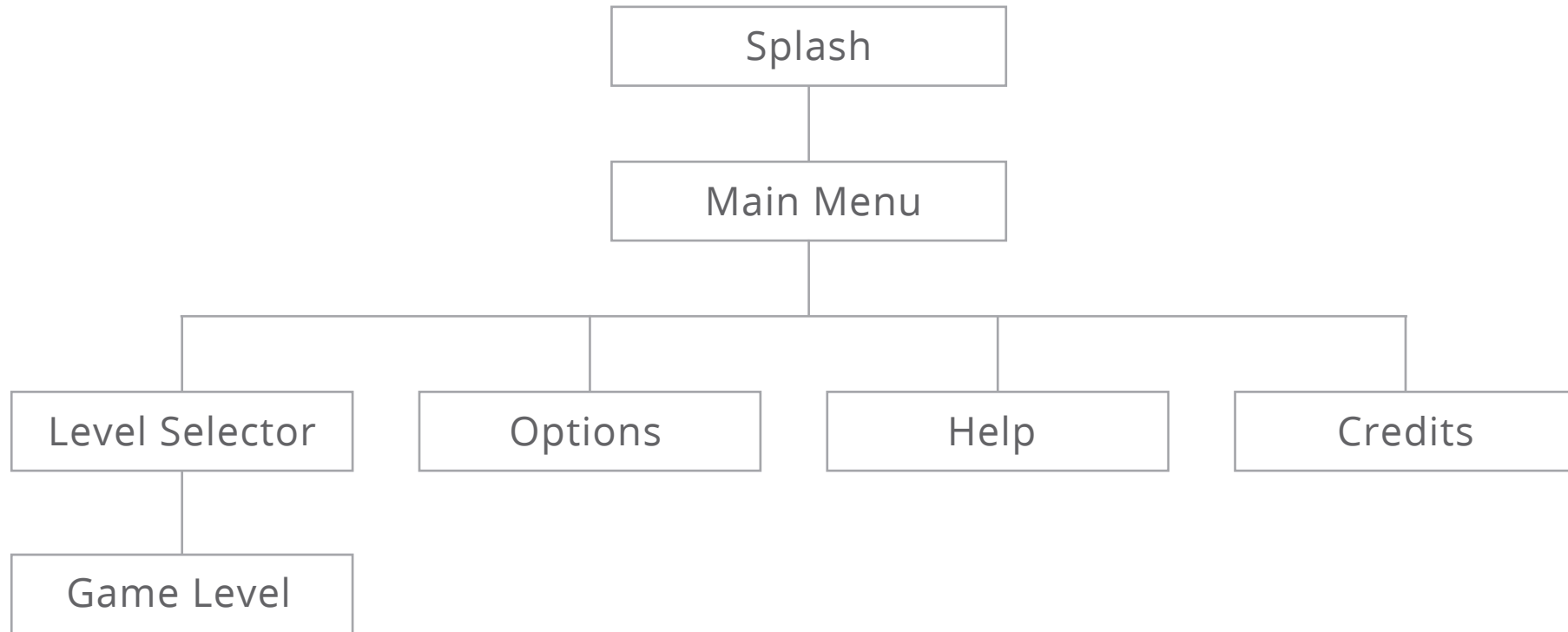
A wireframe for a credits page. It features two vertical columns of text boxes on the left side. The top column contains two boxes labeled "Job Title" and "Artist Name". The bottom column contains two boxes labeled "Job Title" and "Artist Name". To the right of the bottom column is a rectangular box labeled "Back Button".

HELP PAGE



A wireframe for a help page. It features a vertical column of text boxes on the left side. The top box is labeled "Header" and the box below it is labeled "Body Copy". To the right of the "Body Copy" box is a rectangular box labeled "Back Button".

Application Map



Amy Cruz

Age: 10

Gender: Female

Residence: Burr Ridge, IL

Occupation: Student

Amy is a fifth grader who loves playing games of all sorts. While she doesn't yet have her own mobile phone, she loves to play mobile games on her mom's phone.

Zack Green

Age: 16

Gender: Male

Residence: Boston, MA

Occupation: Student

Zack Green is in his third year of high school. Over half of the space on his phone consists of mobile games.

Jackie Wozniak

Age: 31

Gender: Male

Residence: Boston, MA

Occupation: Bank Teller

Jackie currently works in a Chase bank and is expecting her first child. She is not an avid gamer, but she sometimes likes to play mobile games in her spare time.

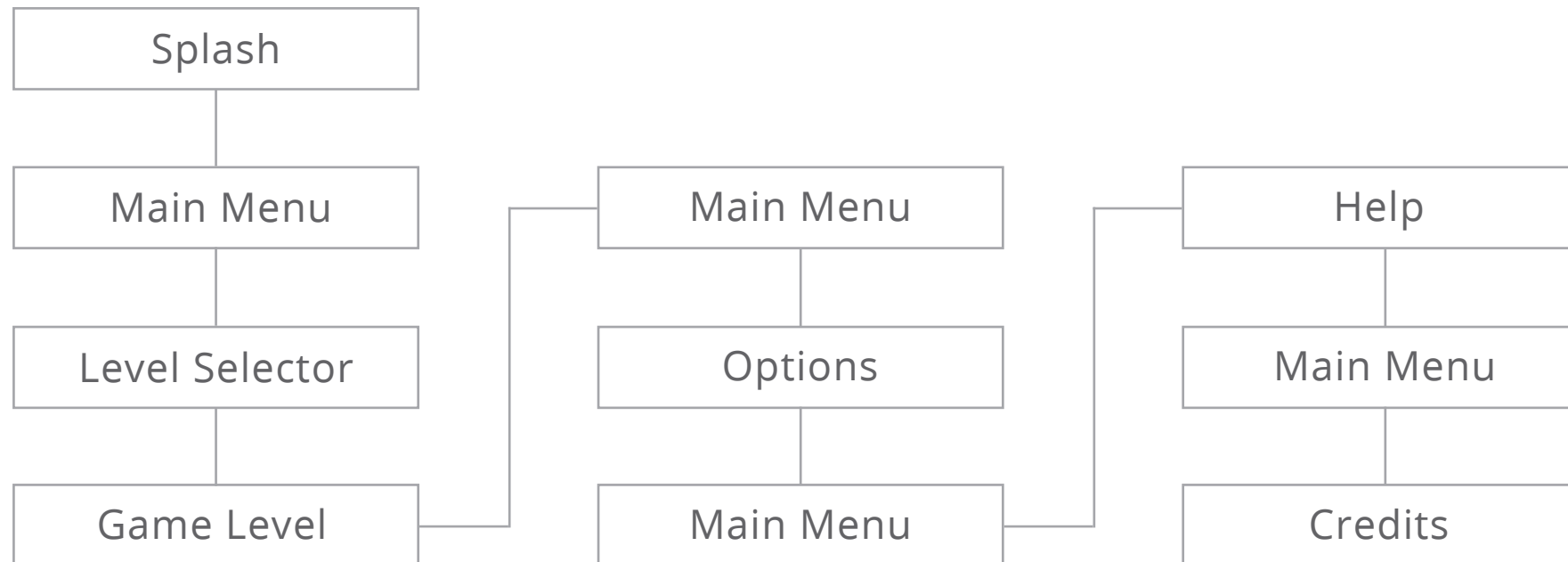
Amy Cruz

After reaching the main menu, Amy clicks the Play button to immediately start playing Teddy.



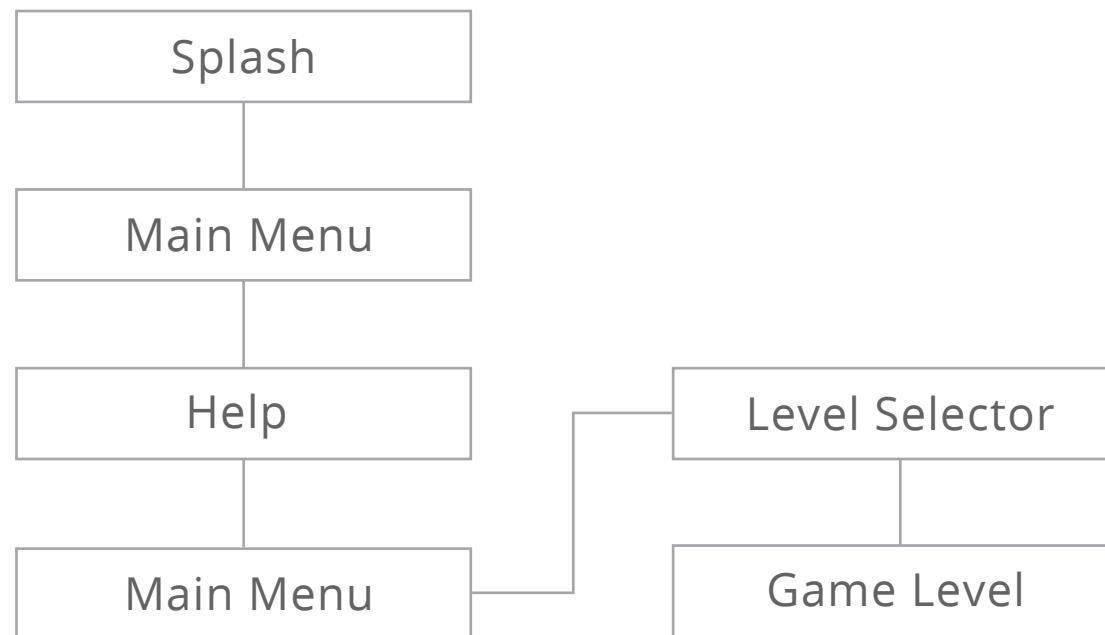
Zack Green

Like Amy, Zack also immediately starts playing the game. After he is done playing, he checks the other pages out of curiosity.

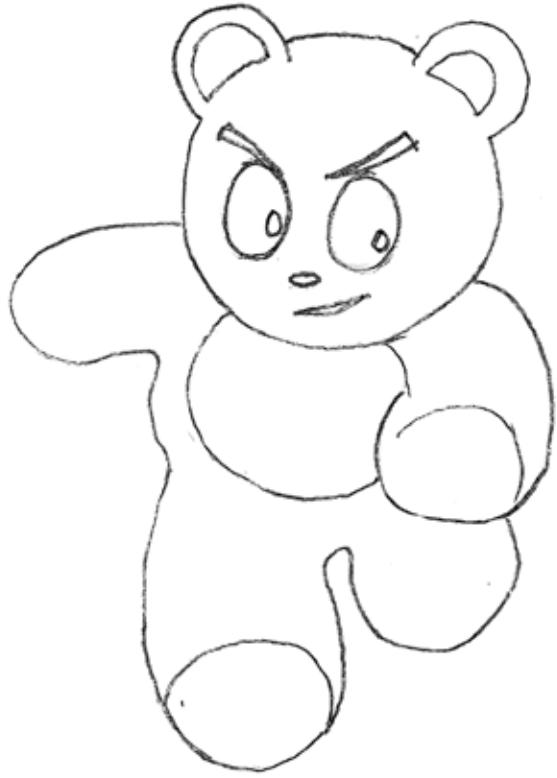


Jackie Wozniak

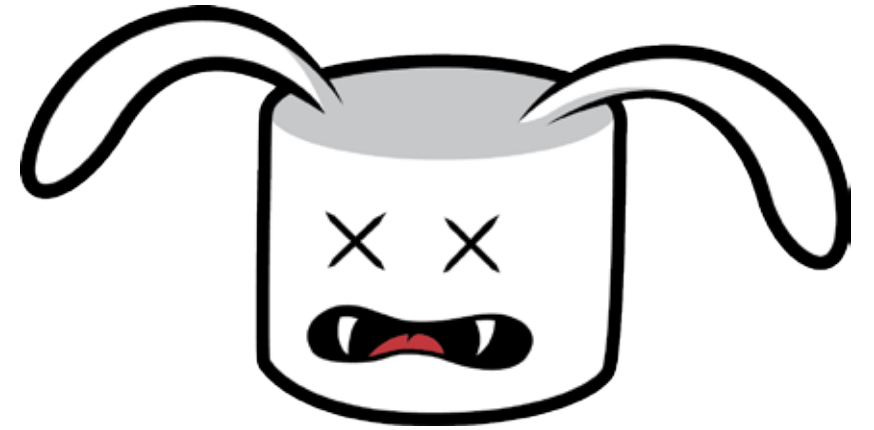
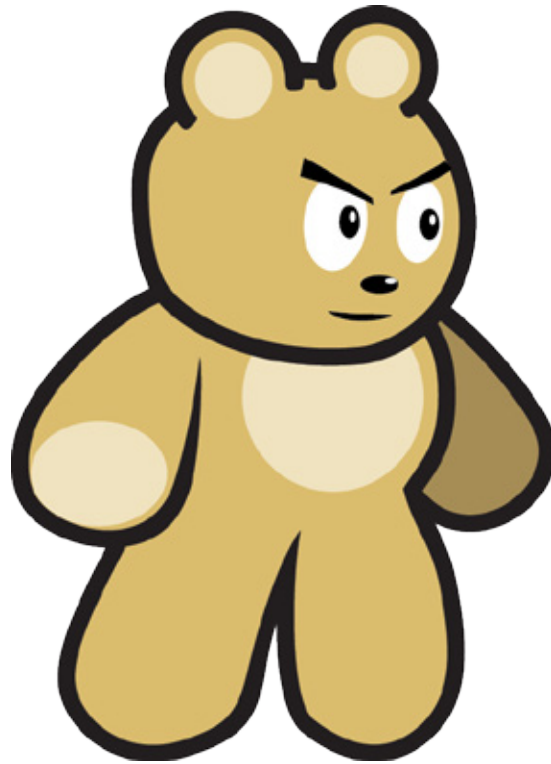
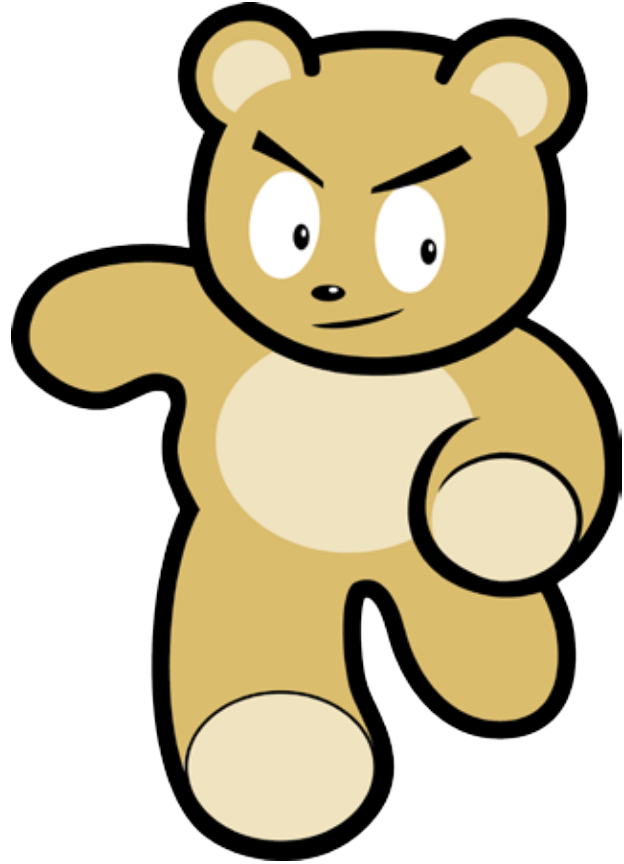
Jackie often plays the game when commuting to work on the subway. Since this is her first time playing the game and is less familiar with mobile games, Jackie first views the Help page to get a better idea of what the game is about. She then begins to play the game until her train reaches her destination.



Character Designs

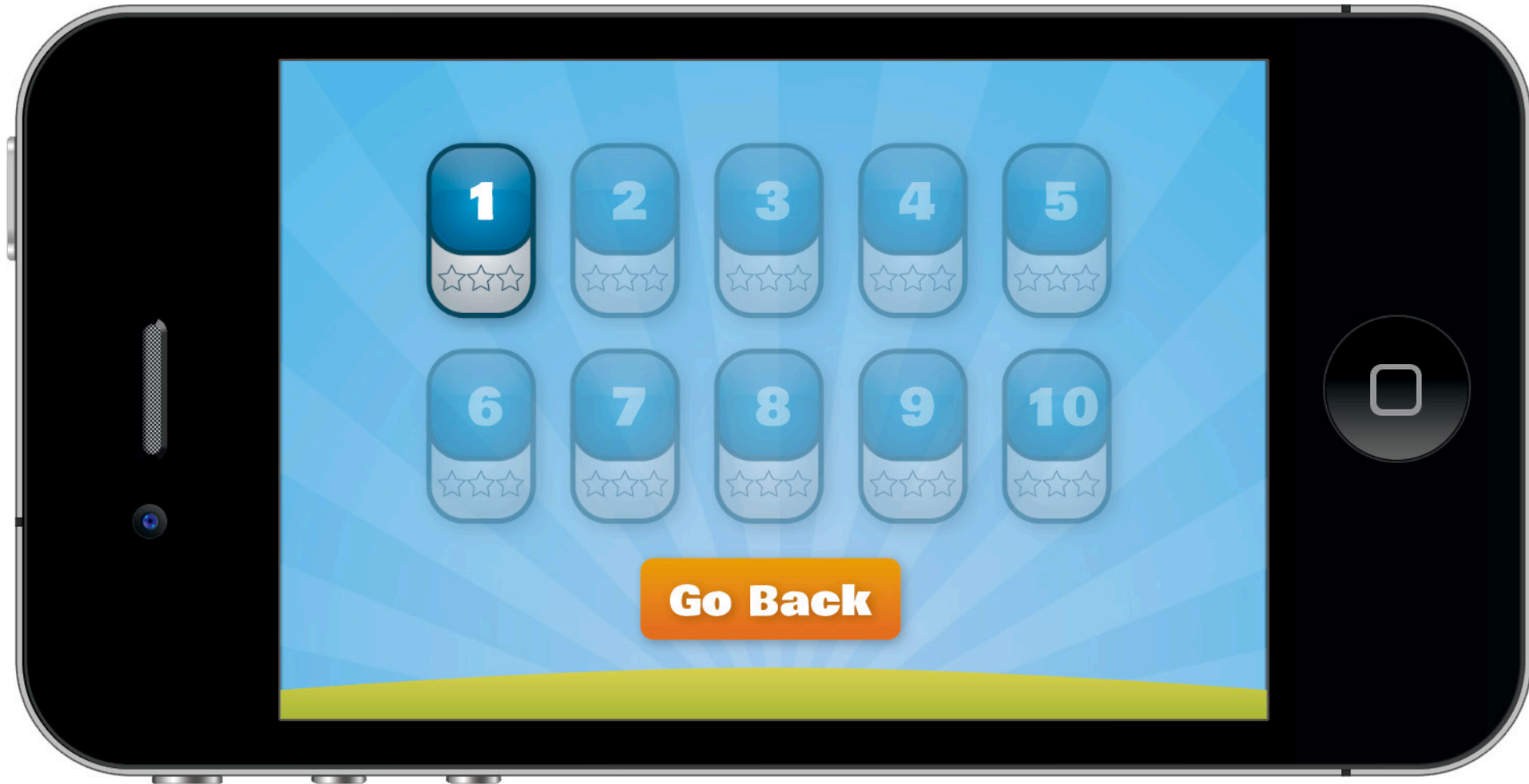


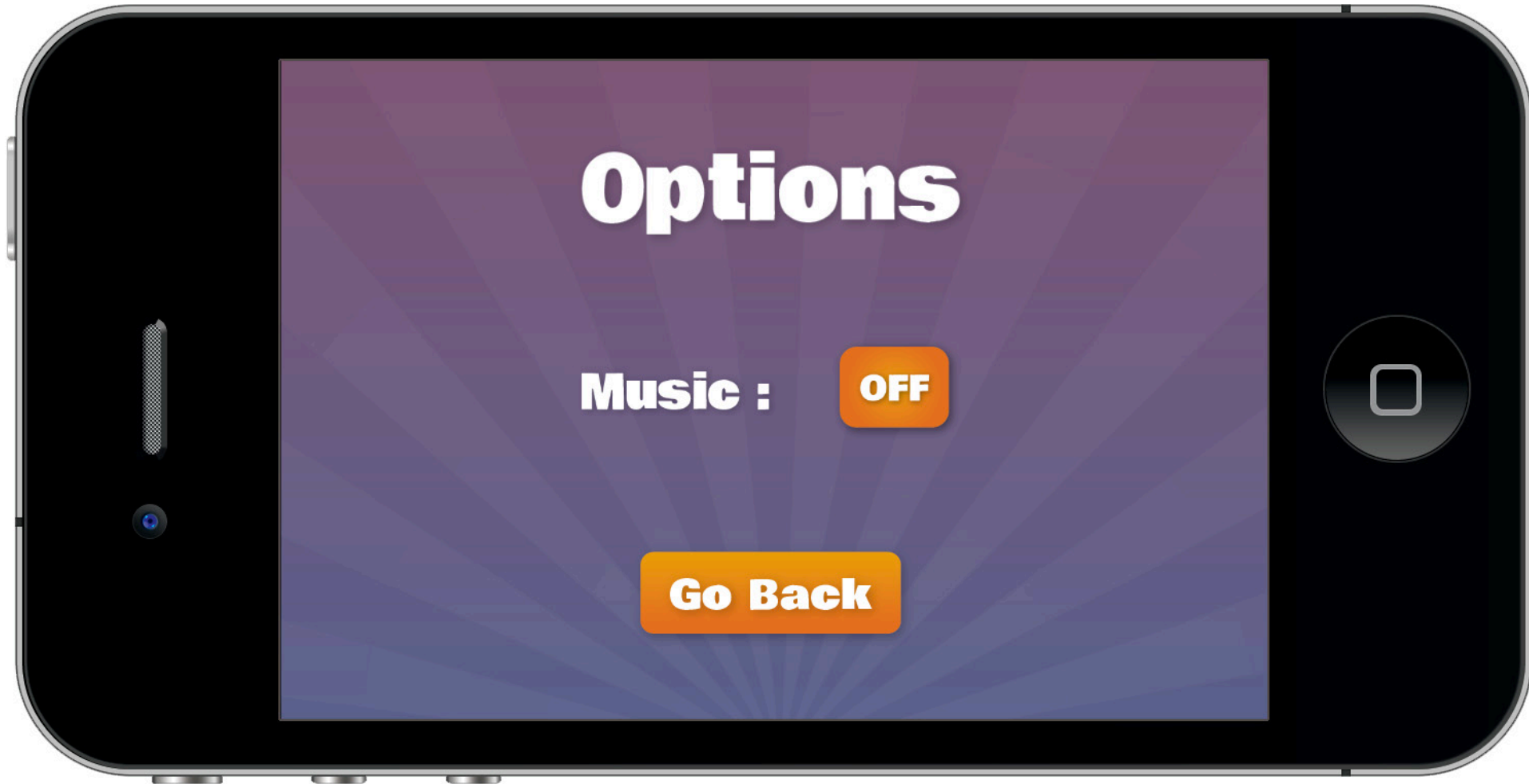
Character Designs





App Interface

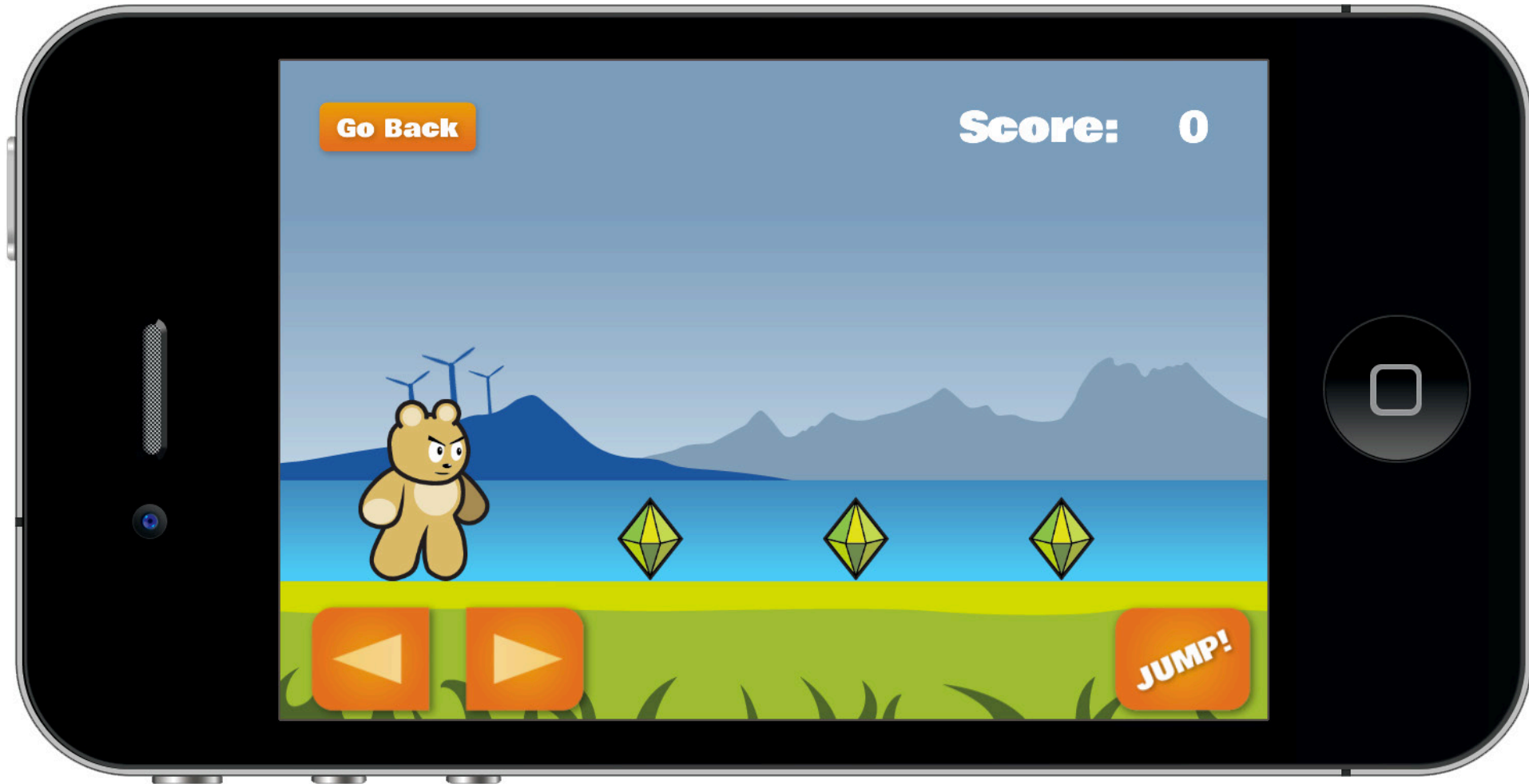








App Interface





Launch Video

Twitter Page

The image shows a screenshot of a web browser displaying the Twitter profile page for the account @MobileTeddyGame. The browser's address bar shows the URL <https://twitter.com/MobileTeddyGame>. The page features a large blue header with the word "Teddy" in a white, bold, rounded font. Below the header, there is a profile picture of a brown teddy bear with a grumpy expression. To the right of the profile picture are two buttons: "Download on the App Store" and "GET IT ON Google play". The profile information includes the name "Teddy", the handle "@MobileTeddyGame", and a bio: "The official Twitter page for the Teddy mobile game, available now for iOS and Android." The location is listed as "Long Island, New York". There are 3 tweets and 4 following members. A tweet from 7 hours ago asks, "Having fun playing Teddy? What are your favorite levels so far?" and includes a screenshot of the game. On the right side, there is a sign-up form with fields for "Full name", "Email", and "Password", and a "Sign up for Twitter" button. Below the sign-up form, there are "Worldwide Trends" with hashtags like #VictorioNoJ6, #HaftasonuErkendenUyanmak, and #SOSGOODGIRLSMUSICVIDEO.

Launch Site

Facebook Page

The image shows a screenshot of a Facebook page for 'Teddy Mobile Game'. The browser address bar shows the URL: <https://www.facebook.com/pages/Teddy-Mobile-Game/1520678394843890>. The page header includes the Facebook logo, a login form with fields for 'Email or Phone' and 'Password', and a 'Log In' button. Below the header is a large banner for the game 'Teddy' with a blue sunburst background. The banner features the game's title 'Teddy' in large blue letters, a cartoon bear character, and download buttons for the 'App Store' and 'Google play'. Below the banner, the page title 'Teddy Mobile Game Community' is displayed, along with navigation tabs for 'Timeline', 'About', 'Photos', and 'Likes'. The left sidebar contains sections for 'PEOPLE' (1 like), 'ABOUT' (The official Facebook page for the Teddy mobile game, now available for both iOS and Android), and 'PHOTOS'. The main content area shows a post from 'Teddy Mobile Game' from 7 hours ago with the text 'Having fun playing Teddy? What are your favorite levels so far?'. Below the text is a screenshot of the game interface, showing a bear character on a landscape with mountains and a 'Score: 0' indicator.

Launch Site

Promotional Items



Mobile Advertisement



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