'Snatch' Augmented Reality Game Deconstruction Document

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1. Introduction

Snatch is an augmented reality (AR) mobile game that merges real-world exploration with virtual treasure hunting, allowing players to win tangible prizes. Utilizing AR technology, players navigate their surroundings to discover and collect virtual parcels, which, upon successful defense against other players' attempts to "snatch" them, reveal rewards ranging from in-game currency to real-world items like vouchers and cash prizes.

In this document, we will explore the user journey for Snatch, detailing its key features and game mechanics.

2. User Journey

1. User installs the app and is requested to make a mandatory login / sign up to proceed.
2. Users are made to accept terms and conditions, privacy policy and End user licence agreement.
3. Users are then requested to provide their contact number which has to be verified through a received unique code.
4. User then needs to provide an email id to sync the account along with date of birth and gender.
5. Then the user is allowed to create a user profile by choosing one of the avatar and creating a name.
6. Being the user profile created the user is asked about the types of treasures one likes.
7. Once the user selects the interested treasures, the user is navigated to the map with a small interactive tutorial in effort to educate the user interface.
8. User is then shown a parcel nearby which can be picked without moving.
9. Clicking the parcel in the map takes the user to AR mode where the user can see where the parcel is placed in the real world.
10. Tapping on the parcel in the map takes the user to the AR mode to find the parcel in the real world and acquire the parcel.
11. Acquired parcel is added into my parcel section where the user can access to the list of all the acquired parcels. A countdown timer is associated with every acquired parcel which shows the time a user needs to hold the parcel to own and open it.
12. Once the user has acquired the parcel, one should protect it from being snatched from fellow players nearby.
13. Users can equip themselves with many tools to protect himself from getting the parcel snatched.
14. Once the user successfully holds the parcel till the timer gets to zero, one is allowed to open it and the reward is credited to my treasures section which can be redeemed at the required place to get the real reward.

3. User Interface

3.1. Login/Signup
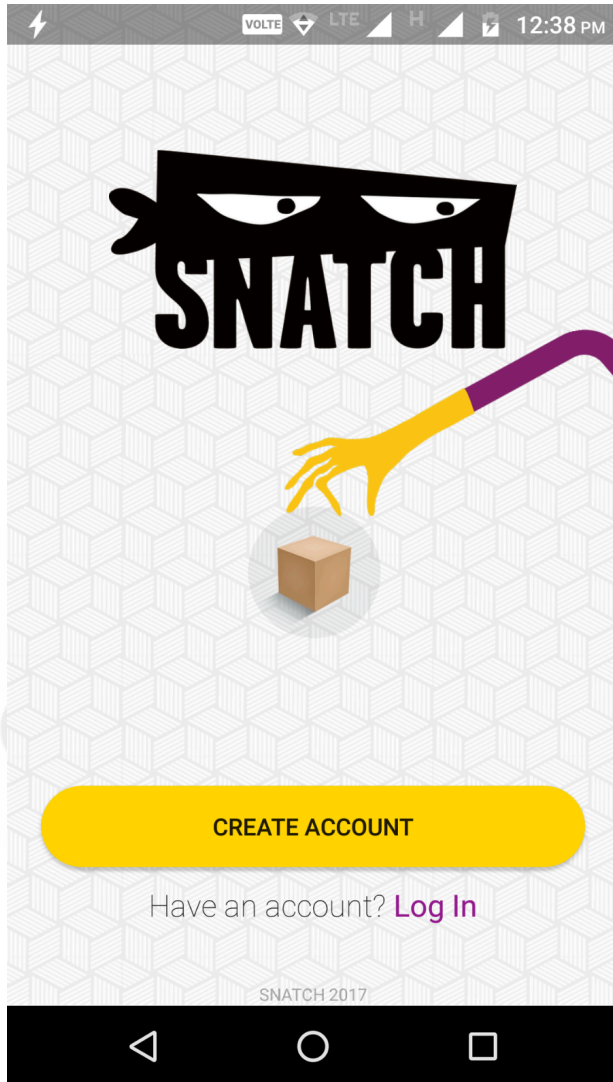
Login / sign up screen where the user can login if one is already registered or sign up if one is a new user.

Elements in the screen:

1. Game logo: Shows the game logo.
2. Animation: Small animation of a hand that comes in and picks a parcel animation is played once the user enters the screen.
3. Create account button: Tapping on this button allows the user to create a new account.
4. Login: If the user already is registered with the game, one can login with the existing credentials.

3.2. Important Information
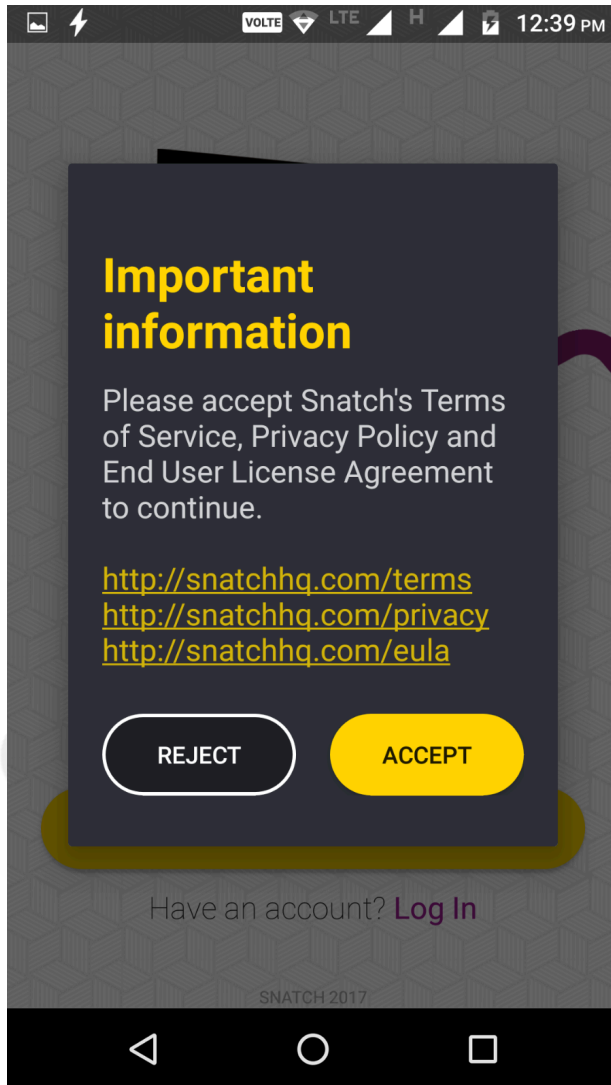
Popup panel displaying important information which the user needs to accept to continue playing.

Elements in the screen:

1. Text with header: Text requesting the user to accept the following
   a. Terms and Conditions
   b. Privacy policy
   c. End user license agreement.
2. Links to the above mentioned are provided where the user can click on the link and read the document in detail.
3. Accept and Reject buttons: Users can accept the above information to continue playing or reject to stop playing.

3.3. Enter Phone Number
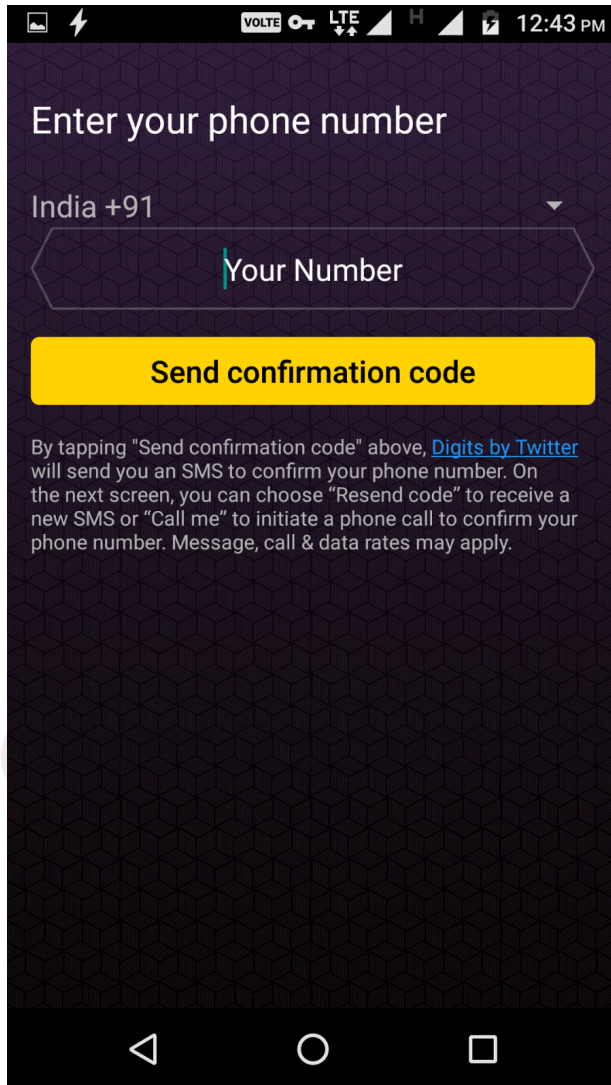
The user needs to enter the mobile number to get a confirmation code.

Elements in the screen:

1. Place to enter the user's mobile number.
2. Button to send confirmation code which has to be tapped after entering the mobile number.
3. Textual information: Informing the user of what will once need to do and what is expected to happen.

3.4. Enter 6 digit code
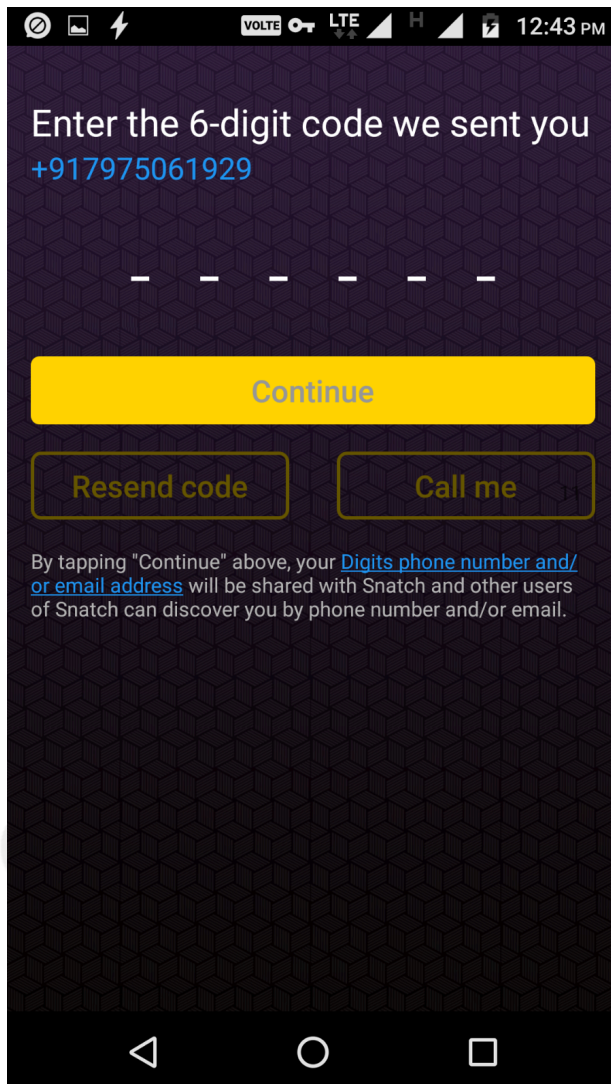
User needs to enter the 6 digit code that is received to the provided mobile number to confirm. The user can request to resend the 6 digit through the sms or the user can request to get the code through the phone call as well.

Elements in this screen:

1. Text showing the phone number which received the 6 digit code.
2. Provision to input the 6 digit code received.
3. Continue button to tap after adding the received code.
4. Resend the code button to receive the code again through sms.
5. 'Call Me' button to get the code through the phone call.
6. Information text which explains to the user what will be done when the user taps continue.

3.5. Sign up
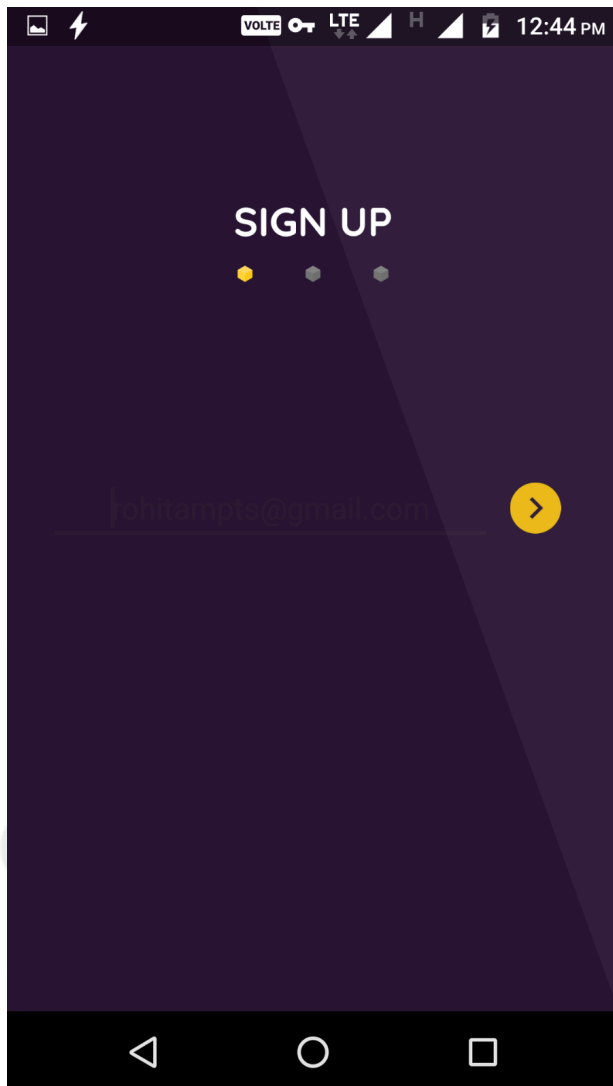
User needs to provide in one's mail id that can be used by the game. This mail id would be used to sync the user data.

Elements in this screen:
1. Provision to enter mail id by the user.
2. Next button to move to the next step.

3.6. Date of Birth

Users need to enter one's date of birth.

Elements in this screen:

1. Drop down menu for date, month and year which can be selected.
2. Next button to move to the next step.

3.7. Select Gender
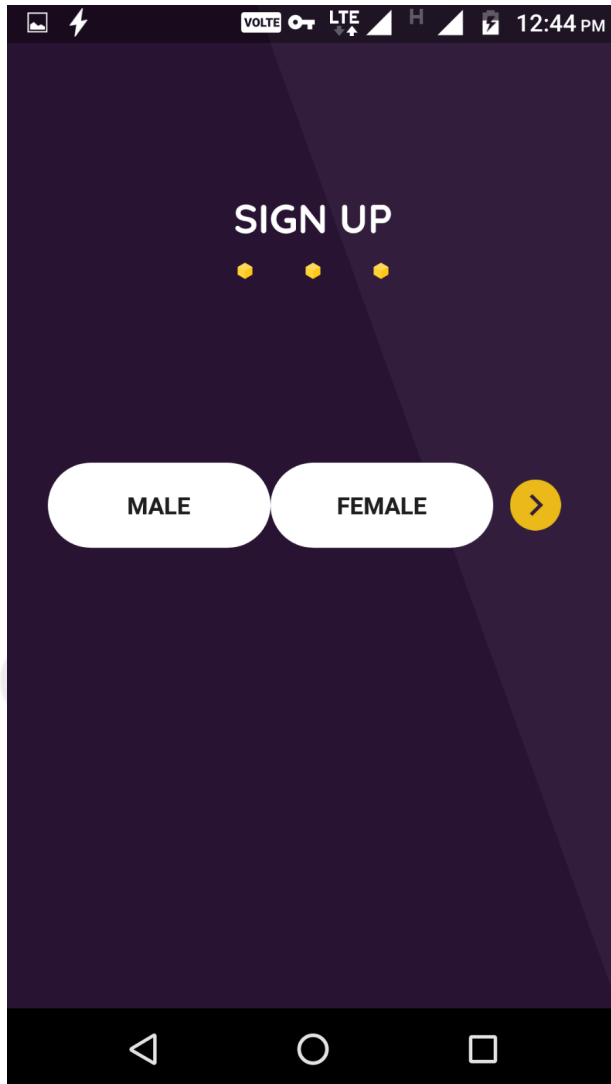
Users can select one of the gender among male or female.

Elements in the screen:
1. Male button to select the gender as male.
2. Female button to select the gender as female.
3. Next button to move to the next step.

3.8. Customise Your Profile

Users can customize one's avatar in this page by adding his user name and selecting one among the many pre designed avatar images.

Elements in this screen:
1. Input provision to enter the username which would be seen by the fellow players.
2. Avatar image which also would be seen by the fellow players.

3.9. Choose your Fav Treasure
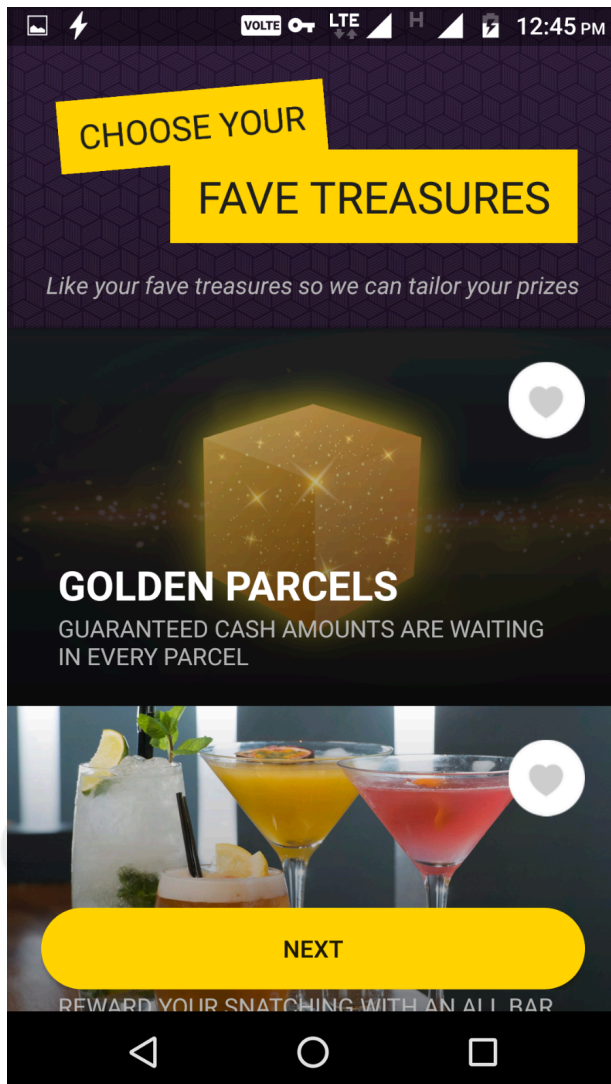
Users can select multiple treasures one is interested in by tapping on the heart icon on every treasure.

Elements in this screen:
1. Header: Which displays the title of the screen
2. Treasure icons: Treasure icons in the form of icons
3. Fav icon: Every treasure icon has a fav icon which can be tapped to make it a preferred one.
4. Next button: Once the user is done with selecting all the interested treasures, one can tap next to move to the next step.

3.10. Treasure details
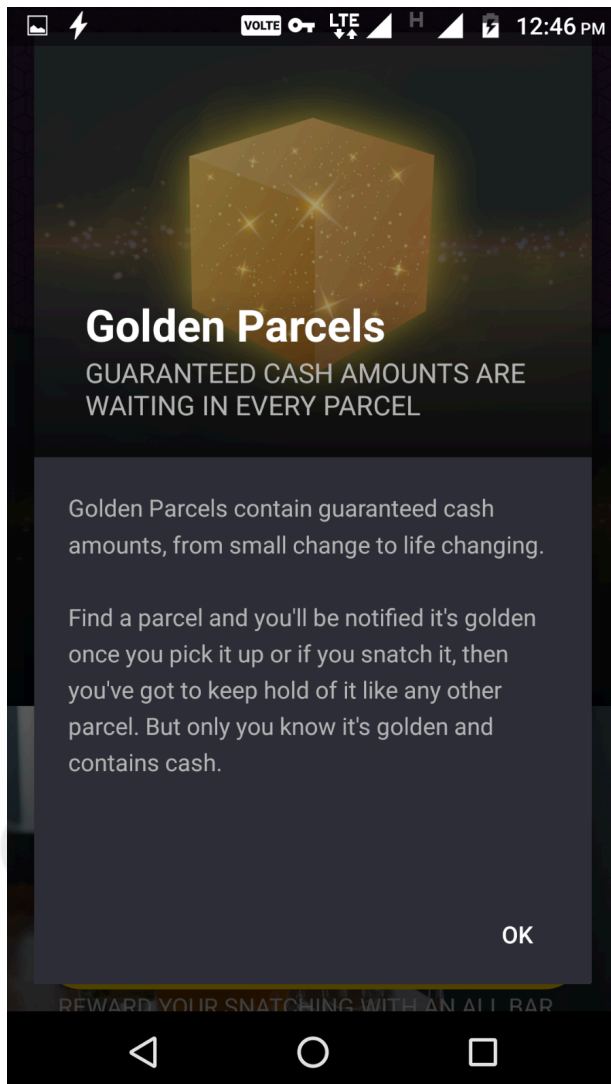
Users can tap on any of the treasure icons in the previous screen to get more information of the particular treasure. This information is presented to the user in the form of a pop up.

Elements in this screen:
1. Image: Which displays the treasure graphically.
2. Text: Where the user can get the details of what one can expect in this particular type of treasure.
3. Ok button: Tapping on the OK button takes the user back to the Fav treasures screen.

3.11. Pick the parcel (Interactive tutorial)
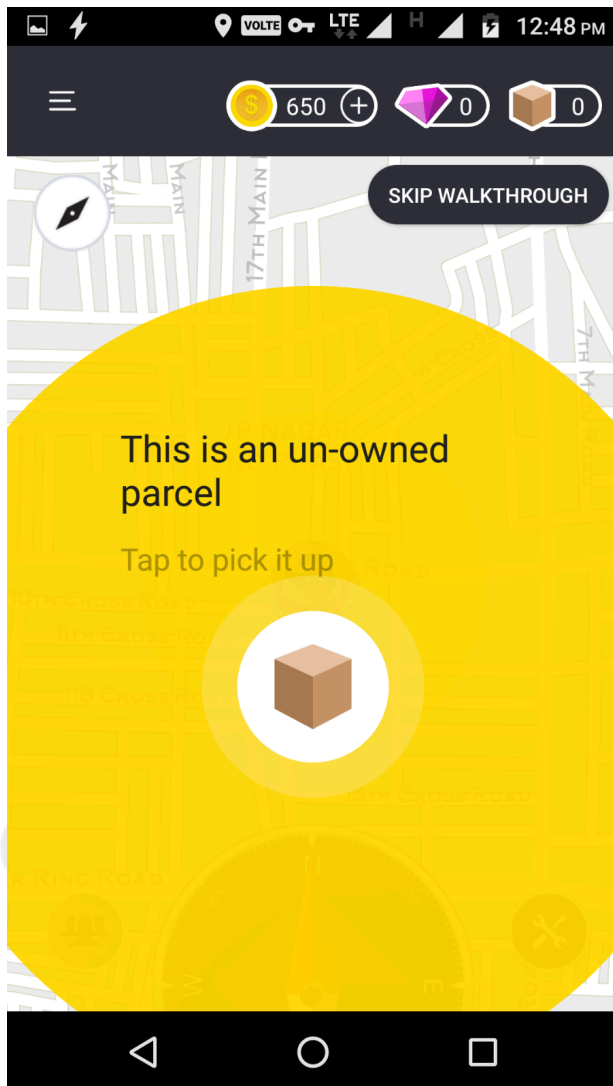
User is guided by an interactive tutorial of how to pick a parcel. User is made to tap on a parcel which one can see in one's area without moving.

Elements in the screen:
1. Map screen in the back drop
2. Parcel icon: Tapping on it acquires the parcel.
3. Text: Indicating the customer to tap on the parcel.

3.12. Find the parcel in the AR mode
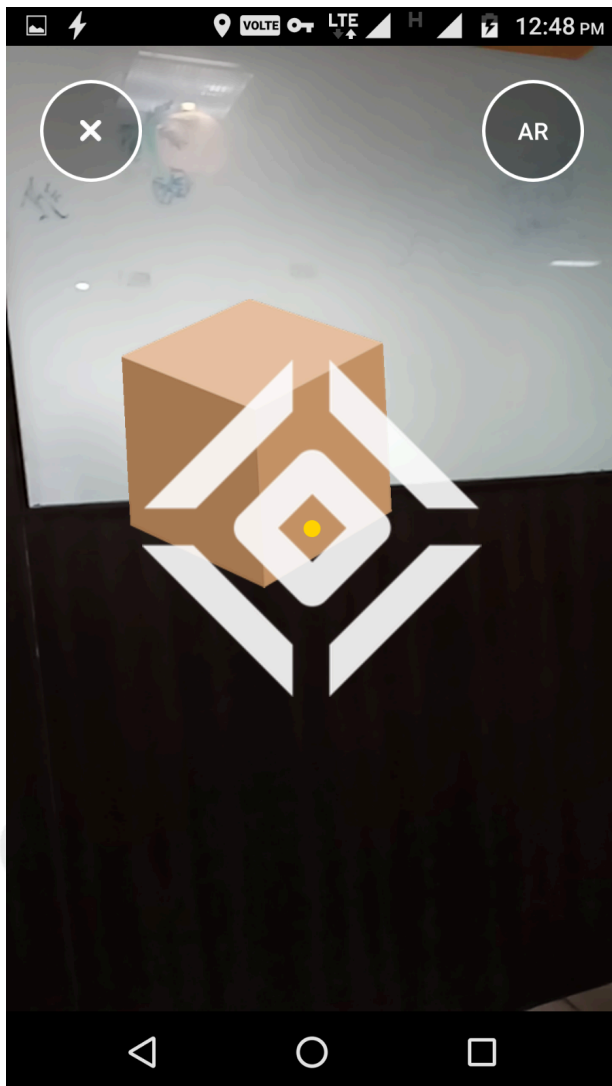
Users tap on the parcel in the map and navigate to this screen where the user needs to search for the parcel in the real world around him. Users need to find the parcel and tap on it to acquire it.

Elements in this screen:

1. Camera render: User can see one's location on the screen.
2. Cross hair: A huge cross hair in the center of the screen to find the parcel.
3. AR button: AR button can be tapped in the runtime to switch to non ar mode from ar mode.
4. Cross button: Tapping on the cross button takes the user to the map section.

3.13. Find the parcel in non AR mode
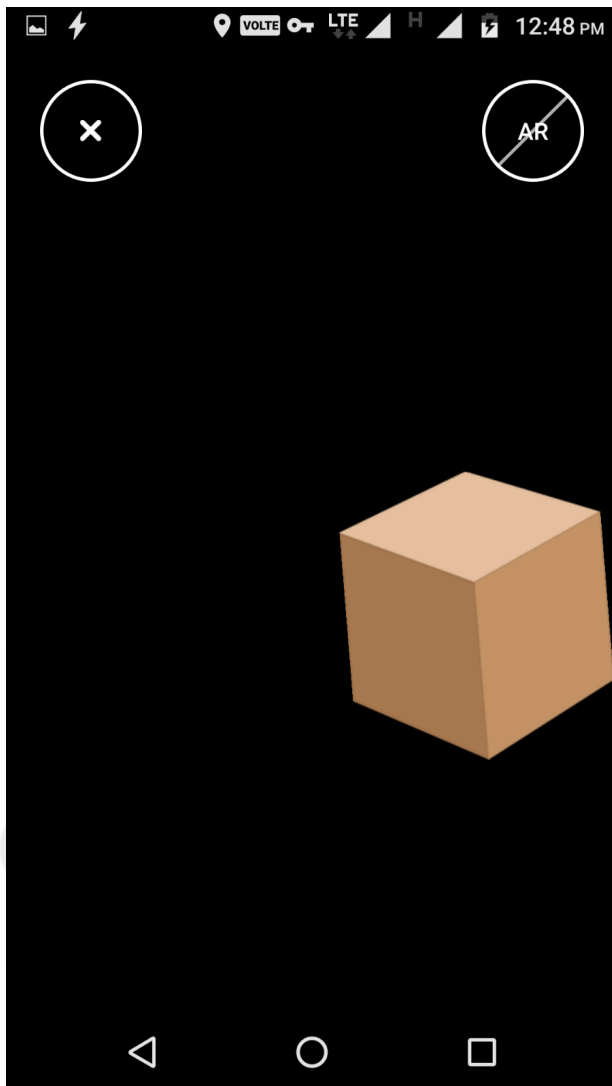
Users can change the mode from AR to non AR in the runtime to find the parcel.

Elements in this screen:

1. Black background instead of camera render.
2. Parcel which has to be searched by using the gyro.
3. AR button: Tapping on this button takes the user to AR mode in the run time.
4. Cross button: Tapping on the cross button takes the user to the map screen.

3.14. Congratulations screen

User once successfully picks a parcel, this particular screen is triggered .

Elements in this screen:
1. Congratulations message: Congratulating the player for picking the parcel.
2. Address: Shows the address where the parcel has been picked.
3. Find more parcels button: Tapping on this button takes the user back to the maps screen where the user can search for more parcels.

3.15. My parcels (Interactive tutorial)
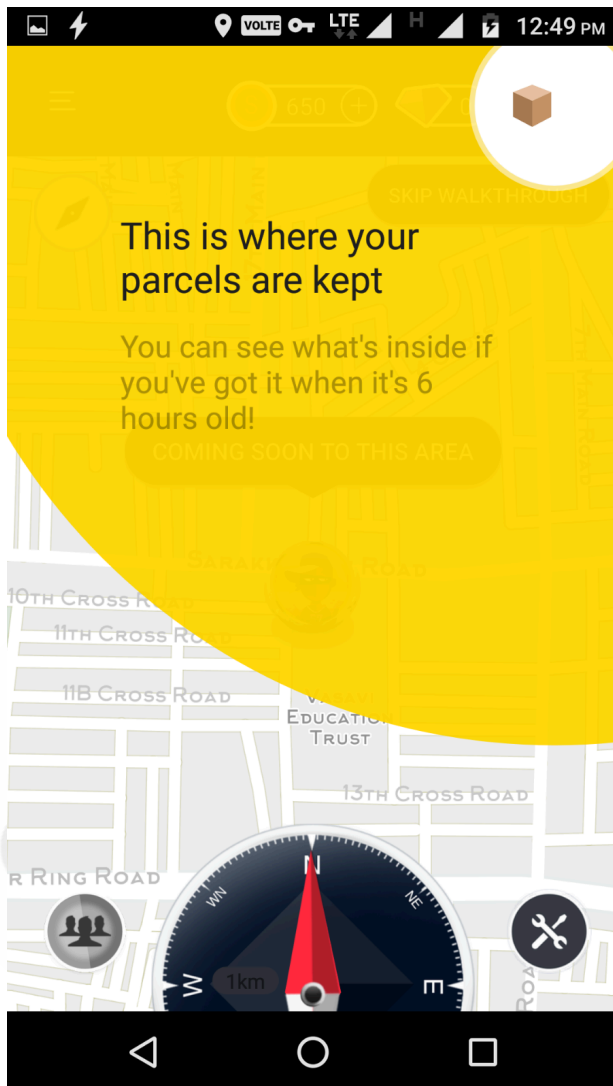
This screen would be triggered once the user picks the first parcel and enters the map section. This is to educate the user where one can find the acquired parcels.

Elements in this screen:
1. Map in the backdrop
2. Text to show where the acquired parcels are stored.

3.16. Back to Map from My Parcels (Interactive Tutorial)
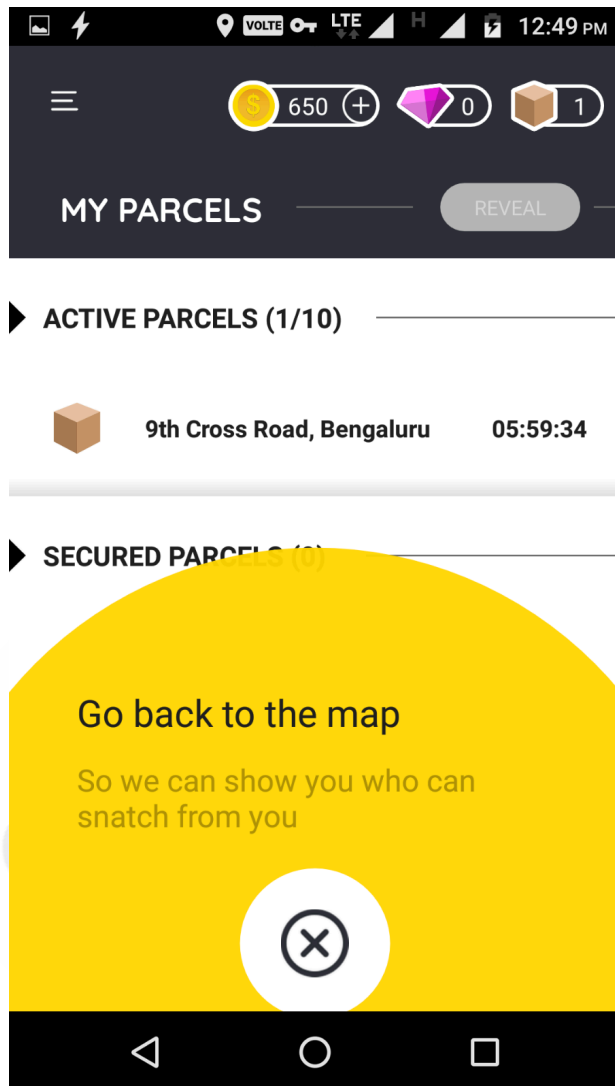
Users are taken to the My Parcel section through interactive tutorials.

Elements in this screen:

1. My parcels screen in the background.
2. Close button: Tapping this button takes the user back to the maps section.
3. Text: To educate the players of the back button to get back to the map screen.

3.17. Snatchers Nearby (Interactive Tutorial)
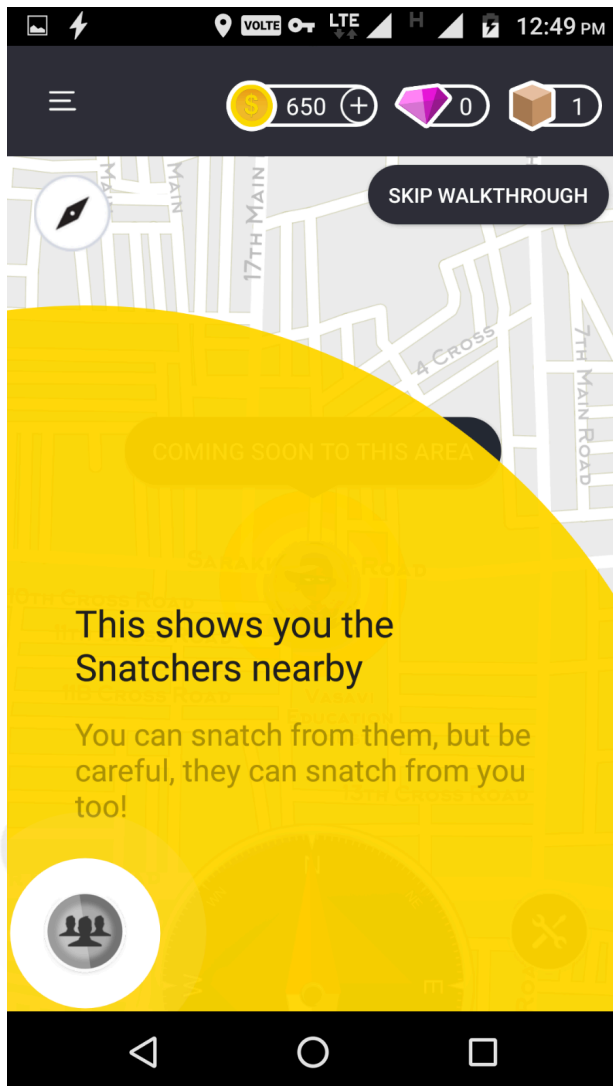
Users are educated where one can find the nearby snatchers.

Elements in this screen:
1. Map in the backdrop.
2. Snatchers nearby button: This button navigates the user to see the nearby snatchers.
3. Text: Educating the user about the way to reach the Snatchers nearby section.

3.18. Snatch a Parcel - nearby and friends
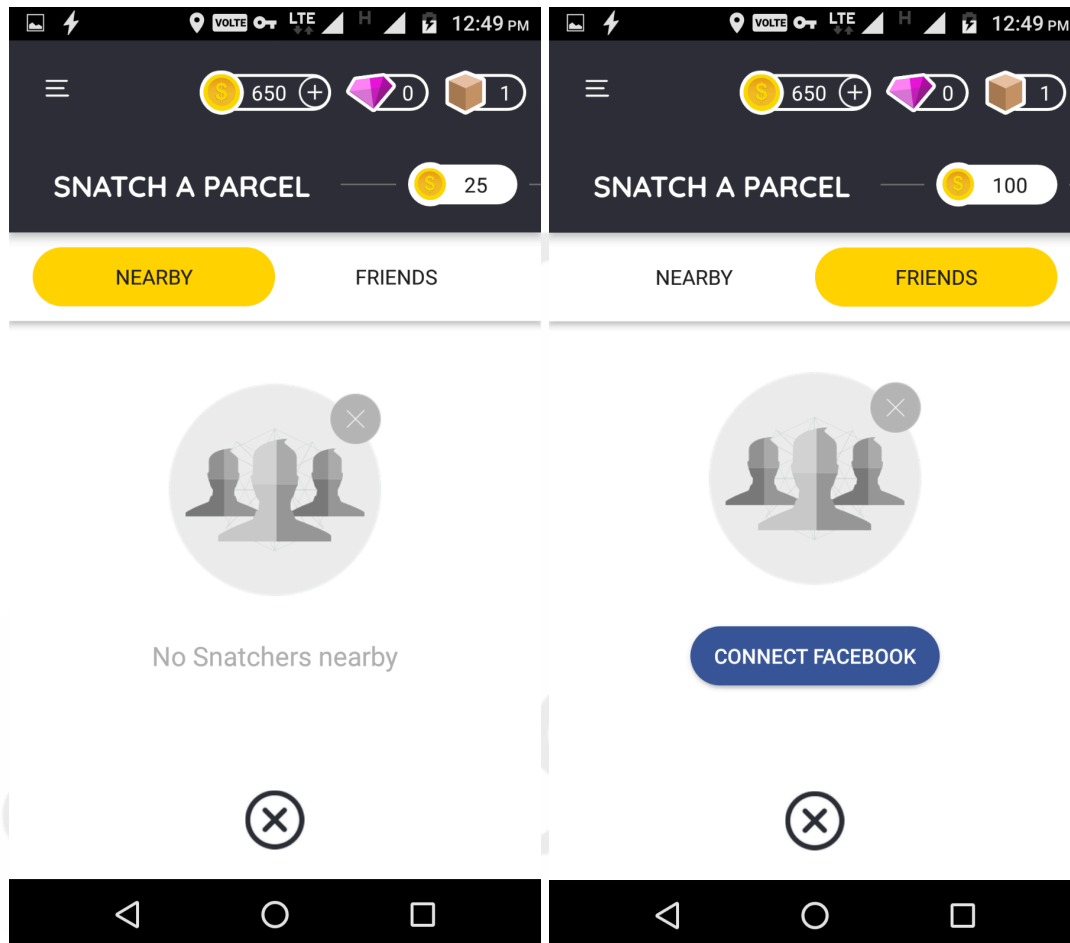
Users can see all the snatches that are located in the nearby area.

Elements in this screen:
1. Top HUD: Displays button to navigate to menu and two types of game currencies and parcels acquired.
2. How much snatching a parcel would reward the user with.
3. Nearby tab: to find all the snatchers nearby.
4. Friends: To find all the facebook friends who are playing snatch.
5. Close button: To close the section and move back to the maps section.

3.19. Map
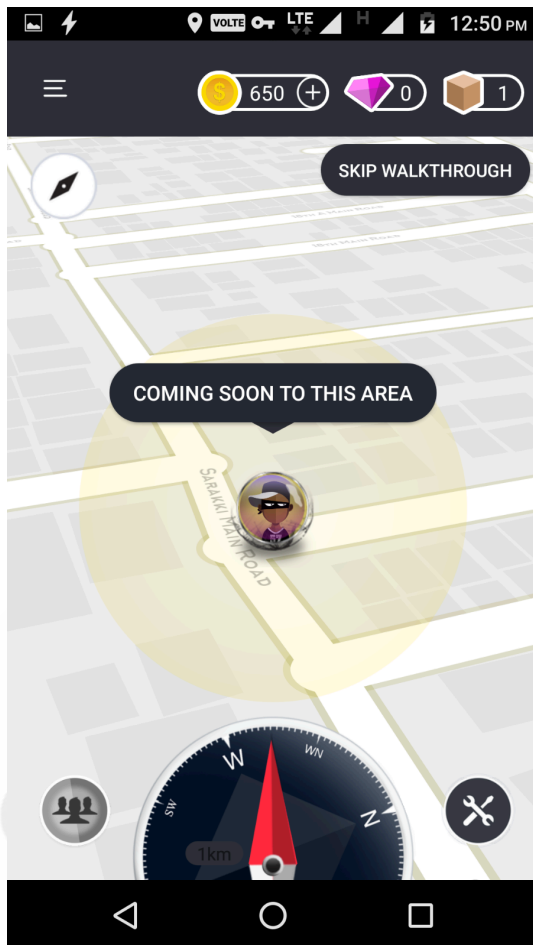
Map section is where the user finds the parcels and moves around the world to pick and snatch.

Elements in this screen:
1. Top HUD: Menu, two types of currencies, parcels owned.
2. Map area: Where the user can see their avatar in the actual location on the map.
3. Compass: Helps the user know which direction one is facing.
4. Mini compass: Helps the user know the map direction.
5. Friends: Snatch friends and nearby snatchers can be found here.
6. Tools: The user can find the tools one can use in the game to retain and acquire gifts.

3.20. Tools
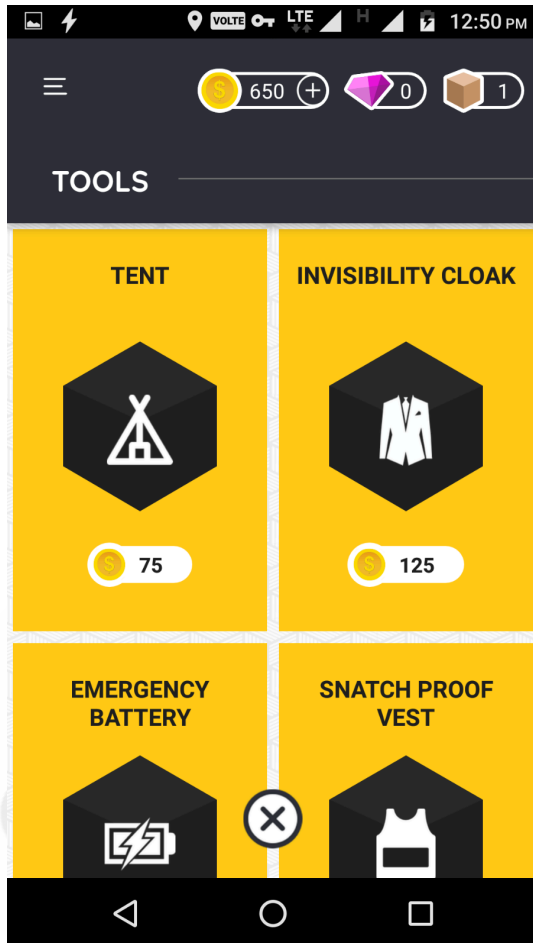
Users can visit the tools section from the maps section to equip with one of the tools which would help the user in defending the acquired parcel, snatch more parcels etc.

Elements in this screen:

1. Top HUD: With menu, two currencies and parcels acquired.
2. Tools: list of tools to select and equip once among them.
3. Close button: Close button which would navigate the user to the maps section.

3.21. Tool Description Popup
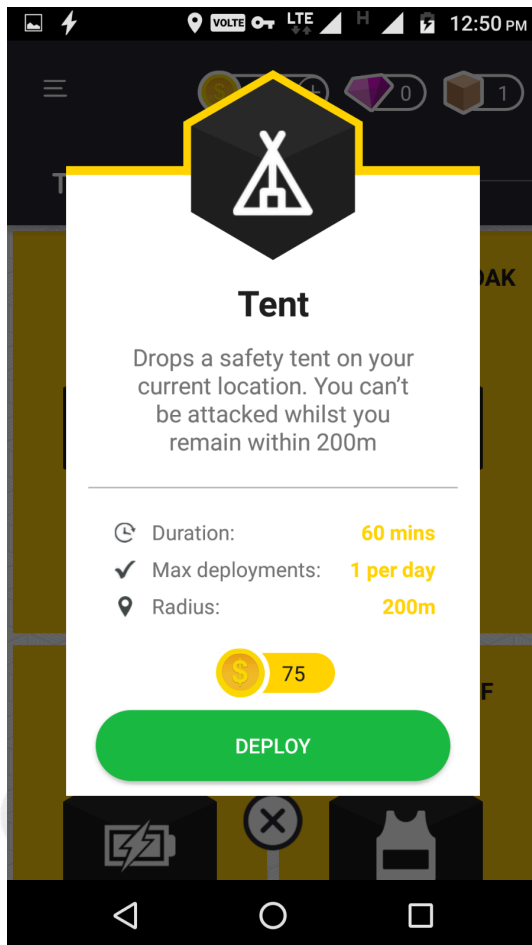
Tapping on one of the tools in the tools section opens up a pop up showing a small description of what benefit the user gets by this particular tool.

Elements in this screen:

1. Tool icon: Iconic representation of the tool.
2. Tool name and description: Name of the tool and small description of the tool.
3. Description stats: Benefits of the tools
4. Cost: Cost of the tool
5. Deploy button: Tapping this button deploys the tool.

3.22. User resides outside preferred area
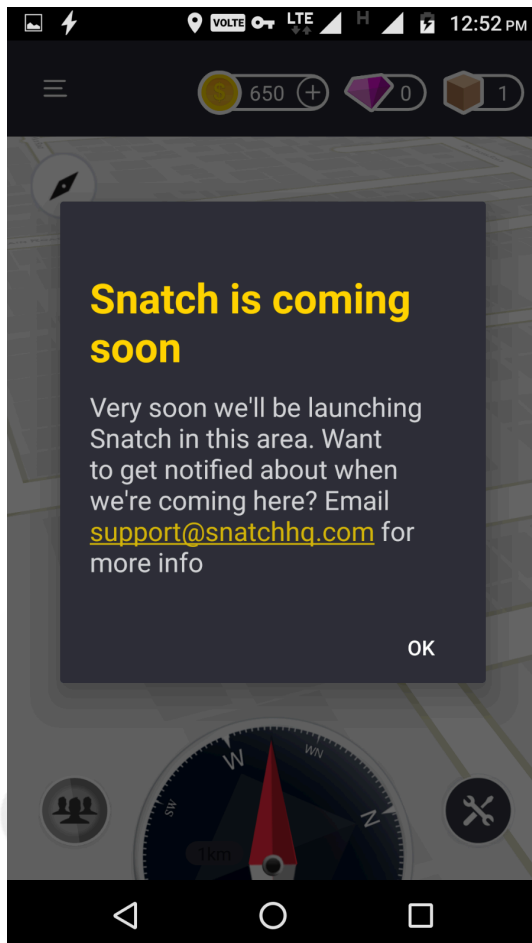
Game shows a message through a popup when a user outside the preferred region accesses the game. This message allows users to contact the support team through a link.

Elements in this screen:
1. Header: Header of the screen with text.
2. Message: Message to the user in brief.
3. Ok button: Closes the popup.

3.23. Menu
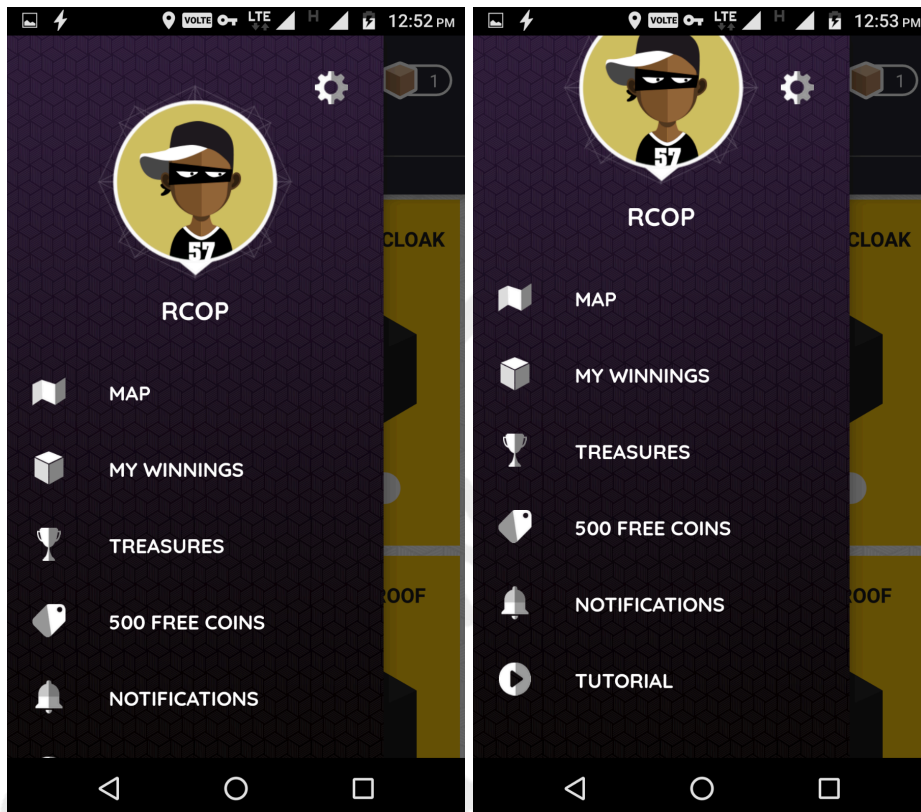
Menu of the game can be accessed from the top hud in the map section. This comes in as a slide in the bar. Users can access all the sections of the game from this menu section.

Elements in this screen:

1. Avatar icon: This displays the avatar icon of the player which one has selected in start of the game.
2. User name: Below the avatar is the username of the player which one has set in the start of the game.
3. Map: Tapping this takes the user to the maps section.
4. My winnings: All the unopened rewards are placed in this section.
5. Treasures: All the treasures are placed in this section.
6. 500 Free coins: Users are given an option to earn in-game currency by visiting this section where the user can invite one's friends.
7. Notification: All the in game notifications can be accessed by the user in this section.
8. Tutorial: Users can get a brief of the game from this section.

3.24. My winnings
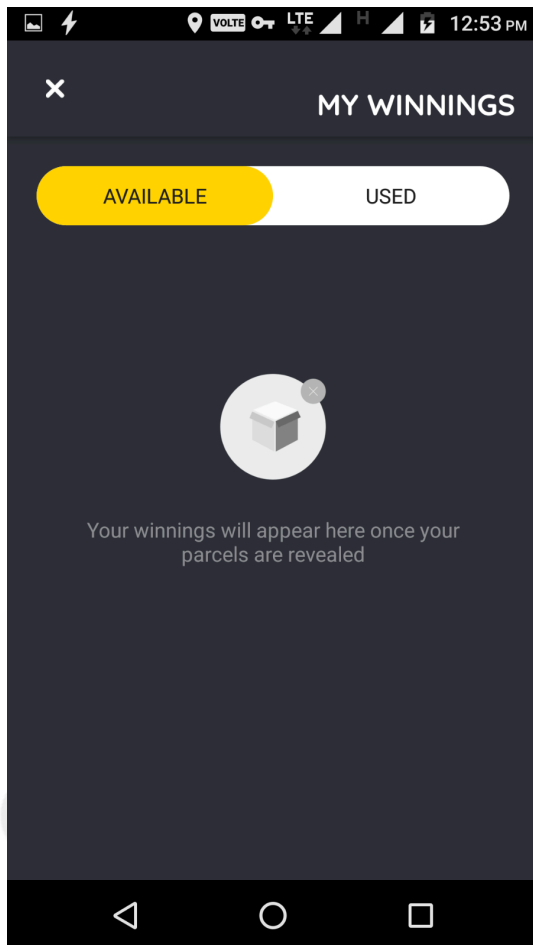
Users can access all the parcels acquired in this section.

Elements in this screen:
1. Header: Header text to guide the user, the section one is in.
2. Available tab: All the parcels which are yet to be opened are listed in this tab.
3. Used: All the used parcels will be listed in this tab.

3.25. Free coins
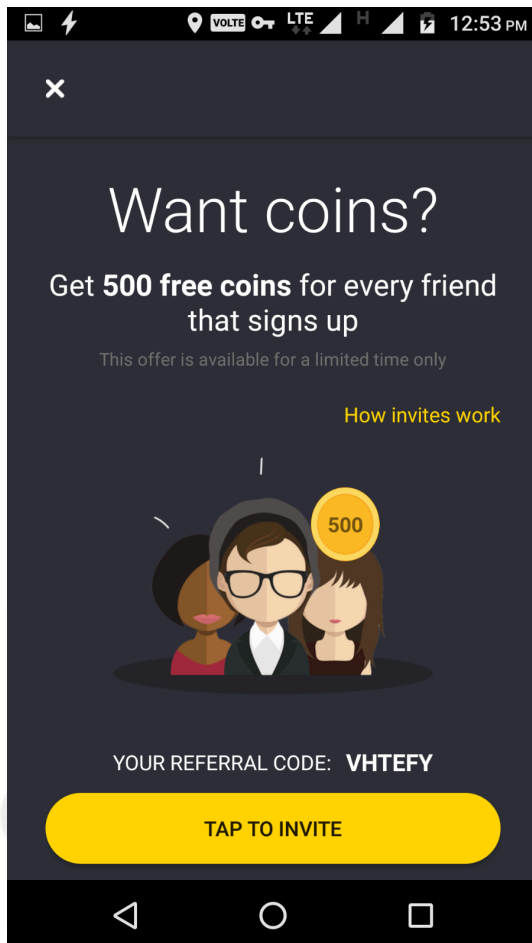
Users can invite and earn soft currency from this section. Tap to invite will generate a unique code which would be shared in any medium where the user can access and install the game. The code can be manually added as well. This screen has a small tutorial of how this particular feature will work which can be accessed through a link.

Elements in this screen:
1. Textual message: Which guides the user of what one needs to and what one will get.
2. How an invite would work: Link to how the invite works through a link. Tapping on the link navigates to a small description.
3. Referral code: Users can see one's referral code which fellow users can add manually.
4. Tap to invite button: Tapping on this button will create a unique link which can be shared on any platform.

3.26. How invite works
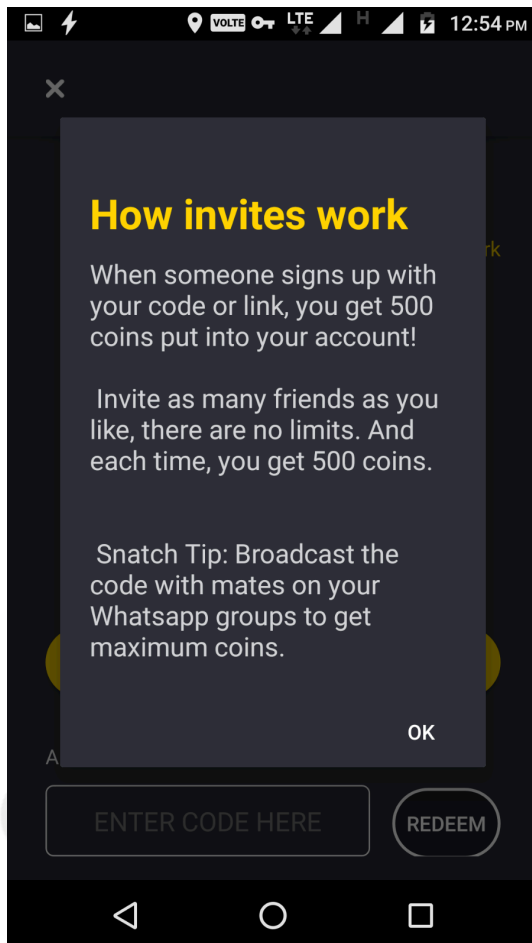
User is educated through a scrollable text popup screen of how the invite works earning one free coin.

Elements in the screen:
1. Header text: Title in text format
2. Description: Textual description of the process.
3. Ok button: Tapping on the ok button closes the popup.

3.27. Tutorial

When the user goes blank for some information, it can be found in this particular section which explains the game in short in the form of the slides.

Element in this screen:
1. Graphics information: Information in the graphic format.
2. Skip: Tapping the skip button closes this section.
3. Next button: Tapping on the next button takes the user to the next slide for more information.

3.28. Settings
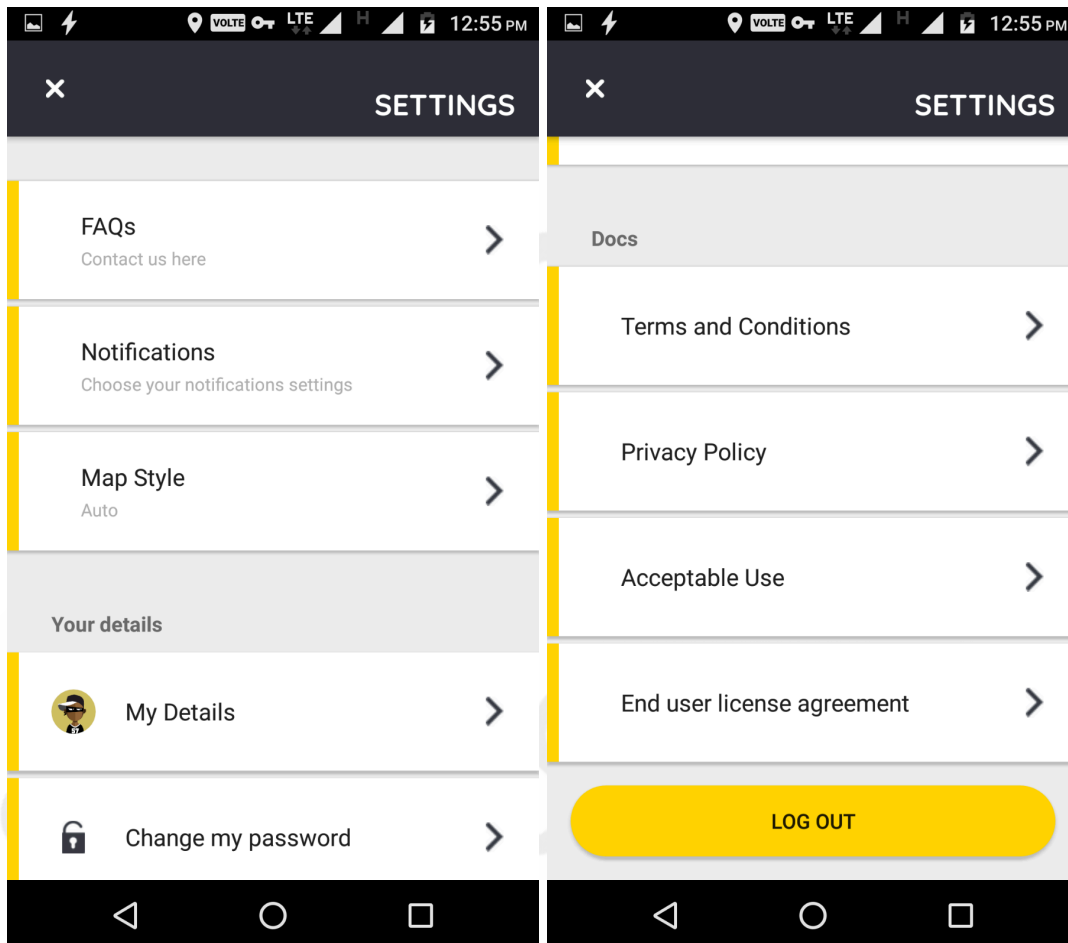
Settings screen comes with a lot of options.

Elements in this screen:

1. FAQ: List of all the frequently asked questions are answered.
2. Notifications: All the notifications received by the app will be listed here and can be accessed from here.
3. Map style: Users can change the map style from this section.
4. My details: Users can edit their details from this section.
5. Change my password: Users can change the password of the game from this section.
6. Terms and conditions: Users can come back to read the terms and conditions that one has accepted during the first launch of the game.
7. Privacy policy: Users can come back to read the privacy policy that one has accepted during the first launch of the game.
8. Acceptable use: All the restrictions that an app faces has been listed here.

9. End user license agreement: Users can come back to read the end user license agreement that one has accepted during the first launch of the game.

3.29. Shop
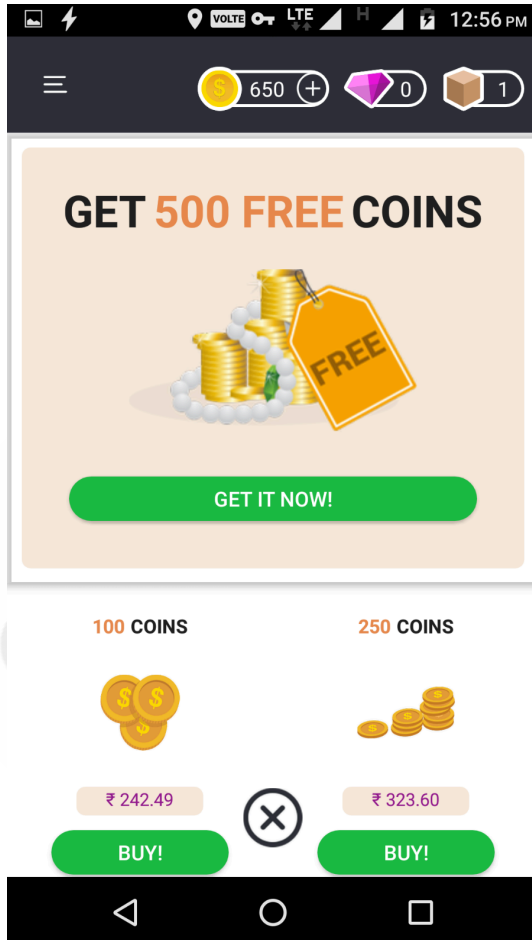
Users can make an in-app purchase of the in game currency from this section.

Elements in this screen:
1. Free coins banner: Which navigates the user to the invite section of the game.
2. Items: Items in grid format with details like the number of coins the user would get and the cost along with a buy button.
3. Close button: Tapping on the close button closes this section.

3.30. My Parcels
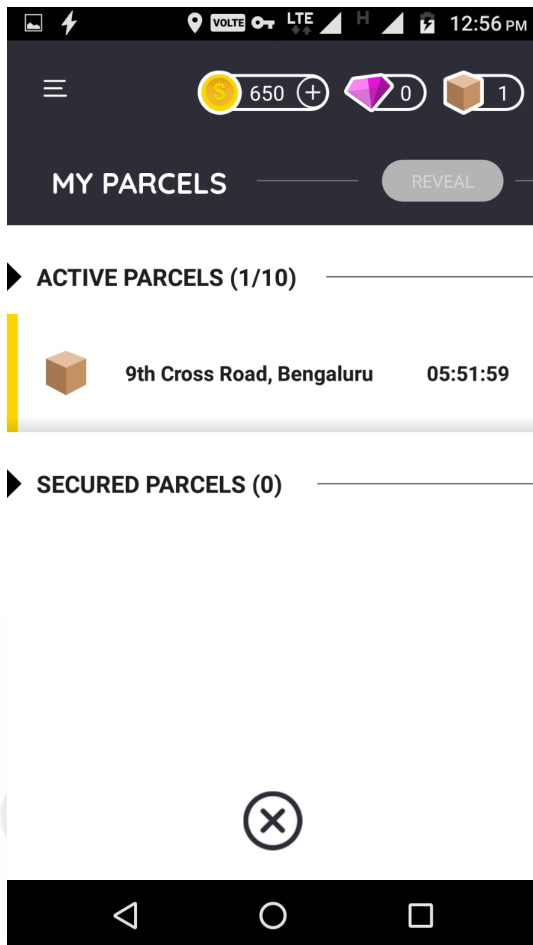
All the parcels that are acquired and secured by the user are listed here along with the details of where the parcel is acquired and if not yet secured the countdown timer showing the time needed to retain the parcel to secure it.

Elements in this screen:
1. Active parcels: List of the parcels along with the location where it is acquired and a countdown timer showing the time to get secured.
2. Secured parcels: List of all the parcels which were held for the required time and were secured.
3. Close button: Tapping on the close button closes this section.

3.31. Parcel info popup
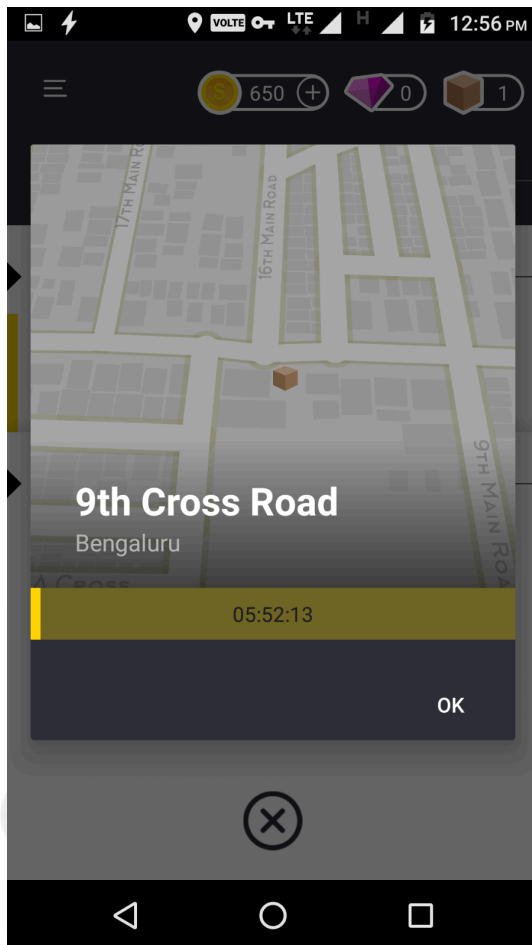
This popup shows a small map where the user has acquired the parcel and the time remaining for securing it.

Elements in this section:
1. Map: Showing the location where it was acquired.
2. Location in text: Two line location details of where the parcel was acquired.
3. Timer: Countdown timer for securing the parcel.
4. Ok button: Tapping this button closes the popup.

3.32. My Profile
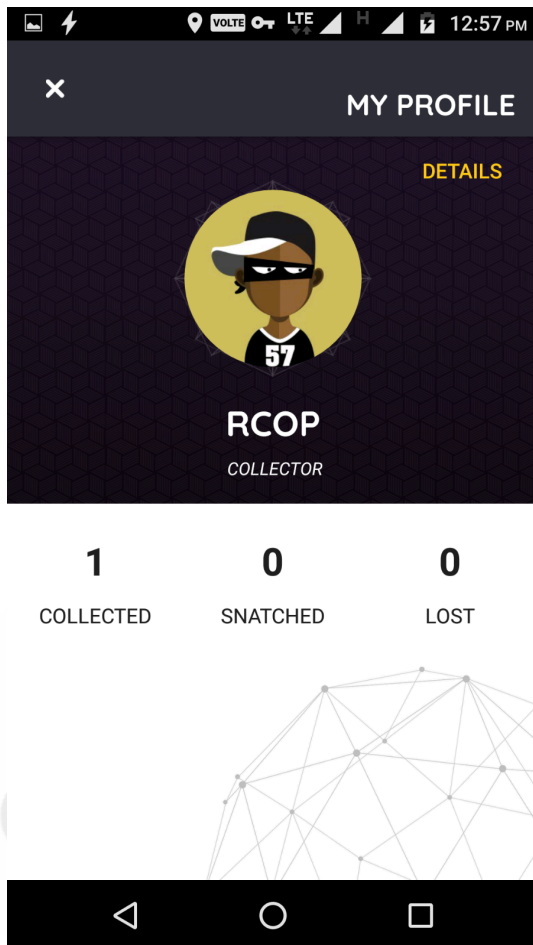
This screen shows the stats of the user like the number of parcels one has collected, snatched and lost.

Elements in this screen:
1. Avatar: The avatar that the user has selected and made it public for other people to use.
2. Username: The username that the user has entered during the start of the game.
3. Details: Tapping on this button takes the user to the profile details.
4. Stats: User stats of the number of parcels the user has collected, snatched and lost.

3.33. My Profile Details
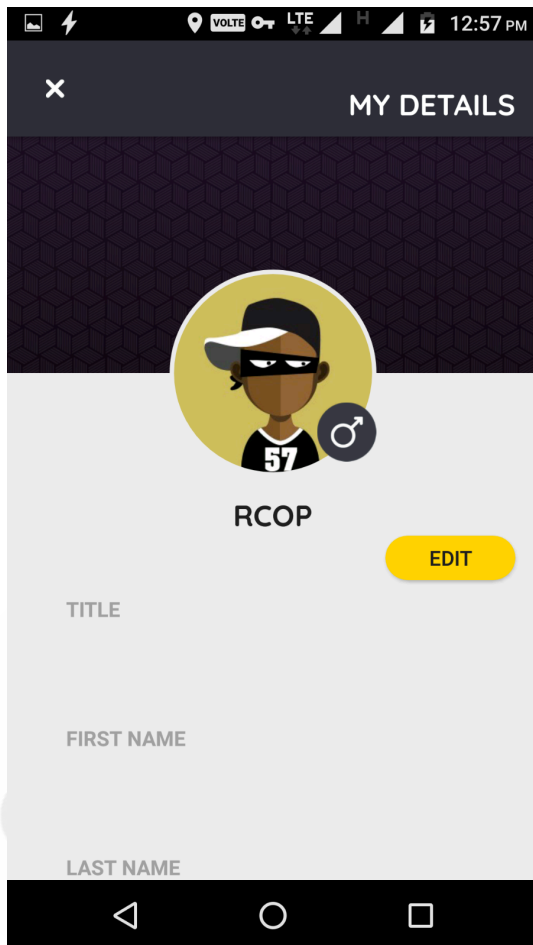
Users can see and edit one's details from this section.

Elements in this screen:
1. Avatar: The avatar that the user has chosen during the start of the game.
2. Username: The username that the user has entered during the start of the game.
3. Title: Users can enter the title.
4. First name: Users can enter one's first name here.
5. Last name: Users can enter one's last name here.

3.34. Mock location enabled notification
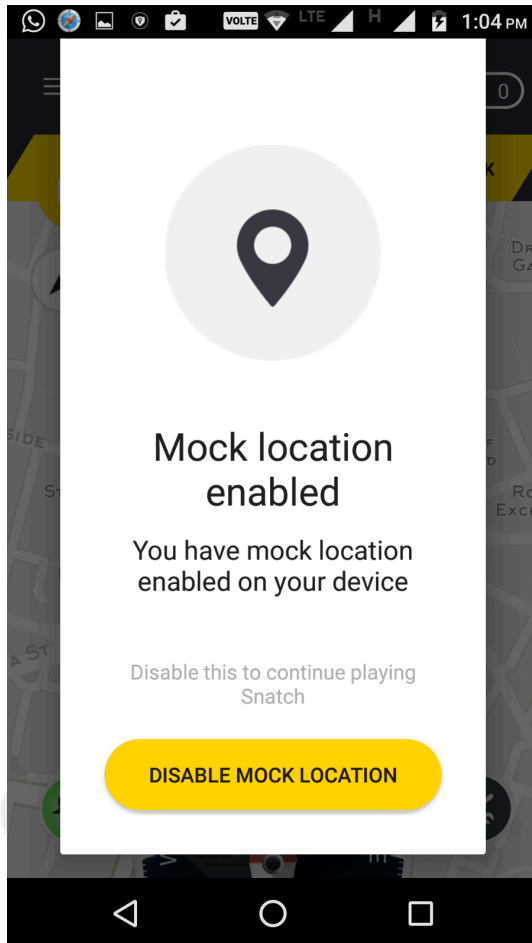
When the user has enabled mock locations in the developer options of the device the app detects it and gives a notification message to turn it off. Once this message is on the user cannot play the game. This message does not vanish until the user has turned the mock location off.

Elements in this screen:
1. Textual information with some graphics.
2. Disable mock location: Tapping on this opens the settings section of the device.

4. Game Mechanics

4.1. Move to pick the parcels

User needs to move in the physical location to reach a parcel that is placed at a particular geo-position to pick it.

4.2. See the parcel in real world and Acquire it

User needs to click on the parcel in the map to open the real world location and find the parcel in AR mode. Users can find the parcel and click on it to acquire it.

4.3. AR to Non AR in run time

Users can change from AR to non AR to AR in run time searching for the parcel. Black background would be shown when the user is searching for the parcel in the non AR mode.

4.4. Tools

Tools are the item that a user can purchase and deploy which would help them in protecting the parcel or snatching a parcel. Following are the tools available.

4.4.1. Tent

Drops a safety tent on the user's current location. Users can't be attacked anywhere around an area of 200 meters.

Stats:

Duration: 60 mins
Max deployments: 1 per day
Radius: 200 meters
Cost: 75 coins

4.4.2. Invisibility Cloak

No one can snatch from the user while one has this deployed. User gets to be invisible from other players.

Stats:

> Duration: 60 mins
> Max deployments: 3 per day
> Cost: 125 coins

4.4.3. Emergency Battery

Deploy when the user's battery is below 20% to protect one's parcel stash while one finds some juice. This would read the user's phone battery and the deploy button would be active only if the device battery is below 20%.

Stats:

> Duration: 30 mins
> Max deployments: 2 per day
> Cost: 65 coins

4.4.4. Snatch Proof Vest

A single use vest to stop the user's parcel being snatched.

Stats:

> Cost: 40 coins

4.4.5. Smoke Screen

Deploy a smoke screen to hide and evade from one's snatcher. Keeps users off the grid for a fixed duration of time.

Stats:

> Duration: 15 mins
> Cost: 55 coins

4.4.6. Black Hole

Drops a black hole in an area to instantly snatch parcels from anyone who is in range. This tool grabs only one parcel per player. If a player owns more than one parcel, then the black hole gets only one parcel from the player. Users can deploy the black hole in a radius of 3 miles from one's location.

Stats:

        Duration: 120 mins
        Max deployments: 1 per day
        Radius: 500 meters
        Max parcels: 10
        Cost: 500 coins

4.4.7. Radar

Increases the collection distance so users can pick up parcels further away than the usual range.

Stats:

        Duration: 10 mins
        Max deployments: 3 per day
        Radius: 500 meters
        Cost: 200 coins

4.4.8. Supermassive Black Hole

Drop a massive black hole in any area and instantly snatch parcels from anyone within the range. No defence is possible. To be used in busy areas for maximum snatching action. This is considered to be of high premium.

Stats:

        Duration: 240 mins
        Max deployments: 1 per day
        Radius: 1000 meters
        Max parcels: 50
        Cost: 500 gems

4.4.9. Tornado

A tornado sweeps in and out of any area, snatching up parcels held by other players. Users need to be careful when to launch the Tornado for maximum effect.

Stats:

    Duration: 120 mins
    Max deployments: 1 per day
    Radius: 750 meters
    Max parcels: 30

Cost: 400 gems

4.5. Securing a parcel

User needs to hold the parcel for a certain period of time to secure a parcel which he has acquired. Once the parcel is secured the user can open it to reveal the reward inside it.

4.6. Snatching a parcel

A user can reach a fellow snatcher around one's location and snatch the parcel owned by the fellow snatcher. Acquired parcel can be snatched by once the parcel is secured, no one can snatch it from the user. Snatching the parcel does not reset the timer but the timer for acquiring the parcel continues. For example, say player A has picked a parcel and the timer to secure the parcel is 6 hrs. Now it's been one hour and player A needs to hold the parcel for 5 hours to secure it and it has been snatched by player B. The timer for player B to secure the parcel would remain to be 5 hours but not 6 hours. The timer continues when it's been snatched by another player.

4.7. Tracking down the snatched parcel

Once the parcel has been snatched the user will be able to see who has snatched the parcel and will be able to track the snatched down and will be able to snatch it back. Here the user will have the time same as the securing parcel time to snatch it back. The user can track this user from the notification section of the game. Once the parcel is secured by the snatcher the player cannot track it any further.

4.8. Revealing the golden parcels

Golden parcels are the parcels which have real currency inside it. The parcel being a golden parcel would be known only when the player has picked it or snatched it. The player cannot know if a parcel is a golden parcel or not without acquiring it.

4.9. Maximum parcels

User can acquire a maximum parcel of 10 at a time. There are few tools like Black Hole or Massive Black Hole which would enable the user to acquire more than 10 parcels. There is a way to acquire an extra parcel by playing in the following way. When the user has already

acquired 9 parcels and the snatching of the 10th parcel is in progress, the user can pick another parcel which gets credited as the 10th parcel. Once the snatch process gets to be successful, the parcel gets credited as the 11th parcel.

4.10. Safe House

Few of the locations in the real world are set as safe houses which are indicated with a green pin in the map in game. Users can stay anywhere around the safe house for a distance of 200 meters and need to check it by tapping on the pin to enter the safe house. Once the player enters the safe house, one becomes invisible to the other players for a duration of 60 mins and will be able to snatch a parcel from a nearby walker. The user from whom the parcel is snatched won't be able to know who is snatching the parcel.

4.11. Defending the parcel

Once a snatcher is snatching a parcel from the player the player can defend it by paying some coins. But the player needs to be online and get to know that the parcel has been snatched. This way the user can protect one's parcel from being snatched by fellow snatchers.

4.12. Disable the play while driving

As playing the game while driving is a criminal offense in almost all the countries, the developer has come up with a functionality where the movement speed of the player is detected to be above 15 miles per hour, the user cannot snatch the parcel. But the parcels owned by the player can be snatched by other players.

4.13. Cash earned in game to bank

Users need to connect an app called Circle, which is an e-wallet which helps the user to transfer the cash won in the game to the bank. For the transfer the user needs to provide all the details that are required for a wallet transaction like the address etc.

4.14. Fellow snatchers stats

Accessing the friends section in the map shows the list of snatchers nearby. Tapping on the profile icons of the players shows stats of the players like the parcels that have been acquired, parcels defended and parcels lost.

4.15. parcel trick

As mentioned above the player can acquire 11 parcels and the user can acquire one more parcel by closing the app and then again opening the app after 12 midnight UK time. The game gifts the player with a gem and eligibility to acquire one more parcel.

4.16. Refreshing the reward inside the parcel.

There are a lot of inaccessible places where the user cannot spawn. Those parcels can never be accessible. To avoid a particular reward to be stuck at such places the reward in the boxes are refreshed with a new reward every one second in a parcel.