PATHFINDER

A Case Study

1. PROJECT OVERWIEW

Client/Brand:

This project was a collaberation between the three years of Multimedia that took place during the week of Capython.

Project Goals & Objectives:

"Pathfinder" is a board game that promotes communication, opening up, and connection making. By playing this game, one will share things about oneself, as well as listen to what other players share about themselves. By playing this game, one will practice their ability to share things that may be bothersome, and their ability to empathize for the other players.

My Role:

My role was to design the instruction manual for the board game, making sure that various elements of the game was highlighted, as well as formatting the guide to make it easy for players to understand the rules of the game.

Timeline:

March 3, 2025
Meeting at 10AM

- Talk about plan and schedule

- Brainstorm ideas for project

- Identify peoples strengths and what they like/want to work on

March 4, 2025
Meeting at 9:30AM-4PM

- Each individual brainstorms ideas for their assigned task

- help/receive feedback from others

March 5, 2025
Meeting at 12:PM-2PM

- Everyone starts working towards the final version of their assigned task/product

- Test print anything that needs to have a physical product)games pieces, game board, packaging, manual, etc)

March 6, 2025
All day

- Finish final products/tasks

March 7, 2025
All day

- Presentation

1. PROBLEM STATEMENT

Design Challenge:

The most challenging part of the project was creating the Initial concept. The game needed to be fun but also promote a safe space where people can open up about themselves without feeling pressured or judged. This challenge also applied to designing where we had to make sure the design looked friendly and welcoming, and all other assets of the game was consistent with the friendly branding.

Target Audience:

This game is intended for students and young adults in Cegep, so between the ages of 17-21. Since it's a game that focuses on building relationships, the game is open to all genders. The game is intended to foster "Empathy" and to "support the holistic well-being of students," hence it appeals to any students who are looking to support or to be supported psychologically through a fun interactive board game.

3. RESEARCH & INSPIRATION

We chose an illustrated look for Pathfinder to create a vibrant and inviting world that captures the beauty of nature. This style enhances the sense of adventure, making each landscape feel like a work of art. It also improves clarity, helping players navigate easily while adding a sense of storytelling and discovery to the journey.

A pop of color like yellow, red, or purple can add energy and emotion to a design. Yellow brings warmth, happiness, and creativity, creating a sense of optimism. Red is bold and powerful, evoking passion, excitement, and urgency. Purple, with its mix of blue's calm and red's energy, adds a touch of mystery, luxury, and creativity. Together, these colors create contrast, draw attention, and enhance the emotional depth of a scene, making it more engaging and dynamic.

Blues and greens create a calming effect by evoking nature's tranquility. Blue promotes relaxation and reduces stress, while green brings balance and harmony. Together, they foster peace, focus, and a sense of renewal.
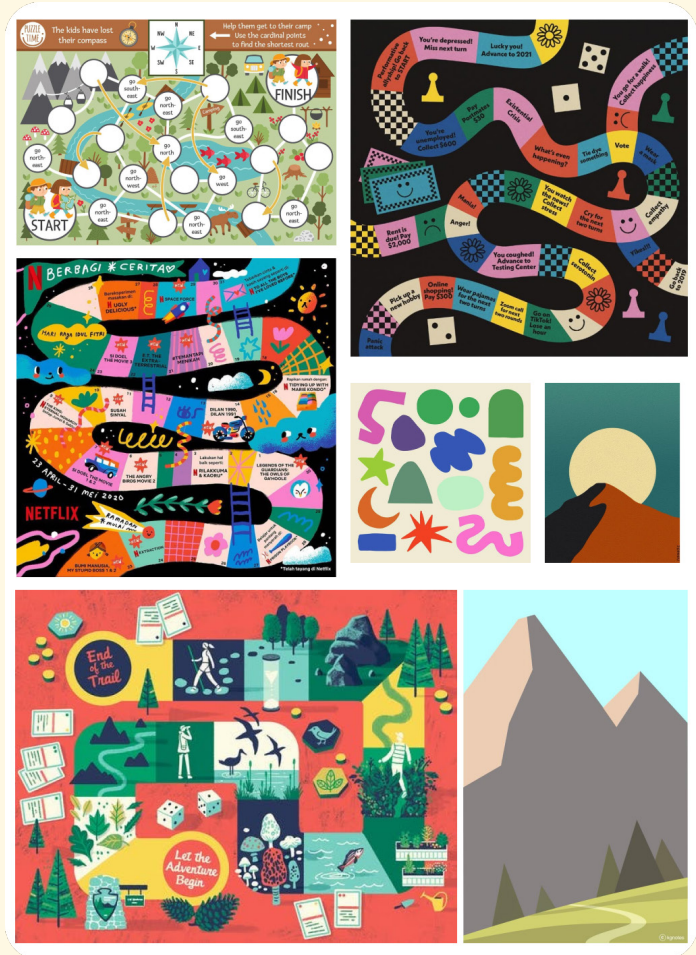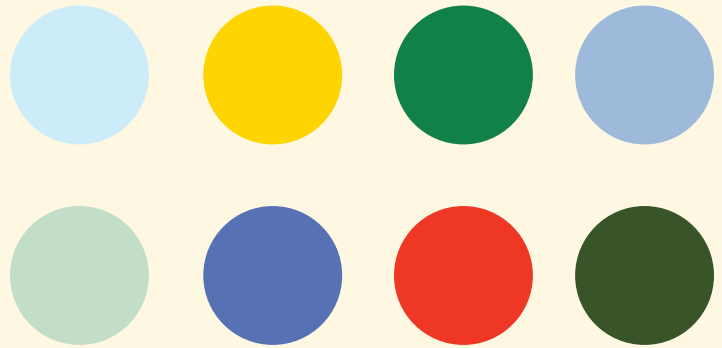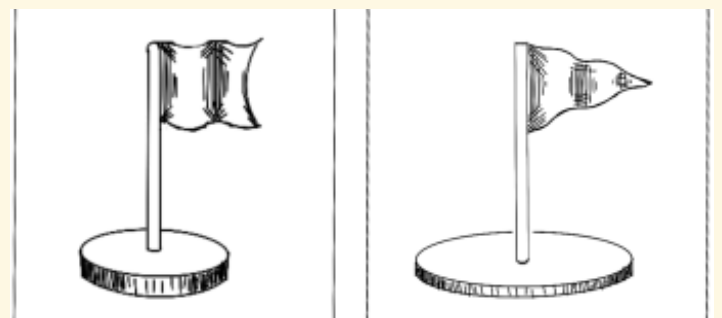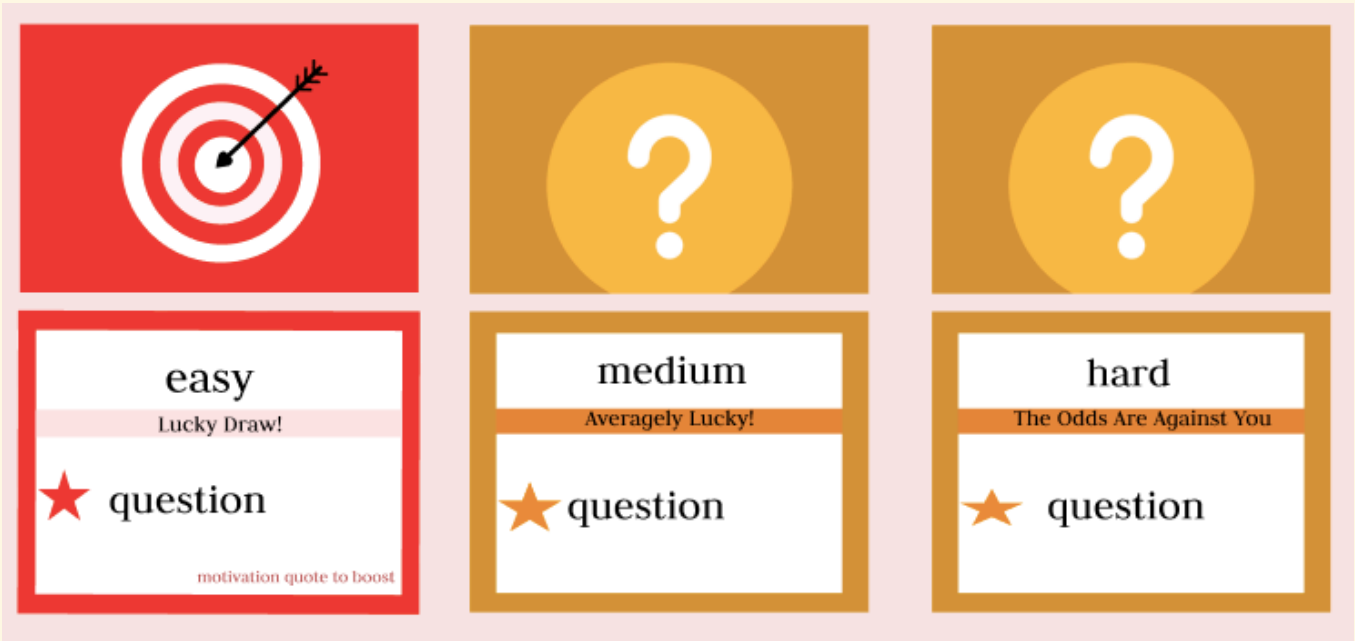
3. DESIGN PROCESS

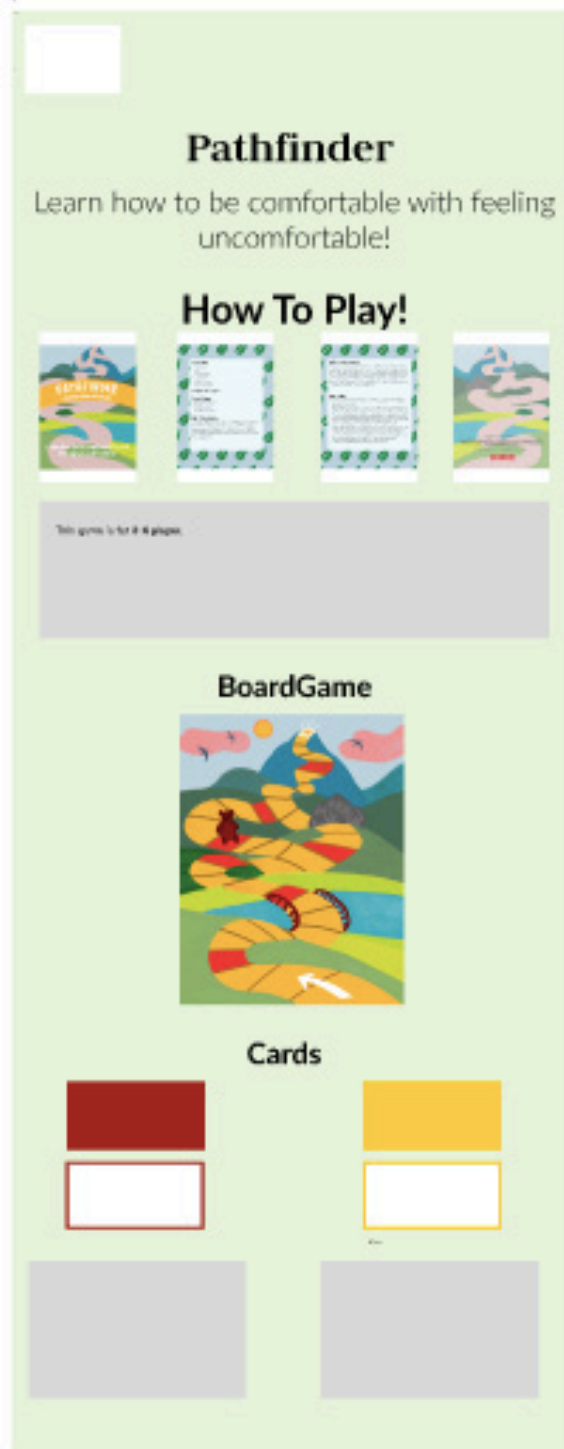## Preliminary versions of game layout

Sketches of Game Tokens:

Preliminary versions of card designs:

easy
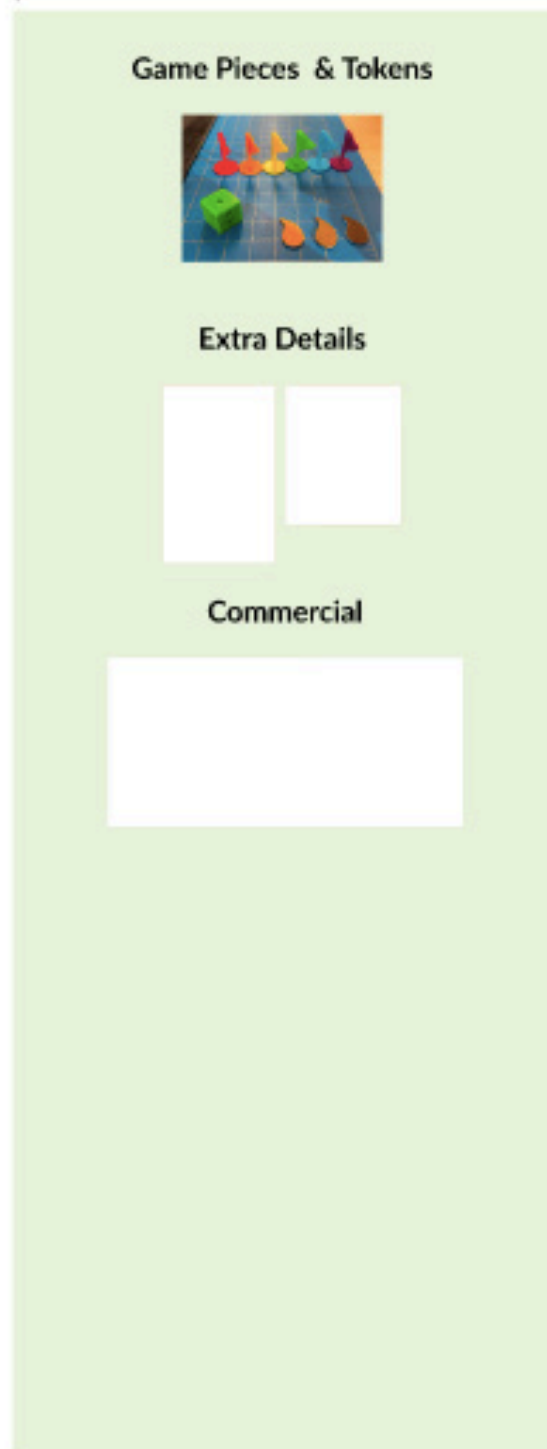Lucky Draw!
★ question
motivation quote to boost

medium
Averagely Lucky!
★ question

hard
The Odds Are Against You
★ question

QUESTION ?

This will be where the question goes and you will have to answer it and yes blah?

This will be where the question goes and you will have to answer it and yes blah?

This will be where the question goes and you will have to answer it and yes blah?

ACTION!

This is gonna be where the question goes and it is going to tell you what to do when you pick up the card so make sure you read it properly and yap yap yap blah blah blah!

QUESTION?

This will be where the question goes and you will have to answer it and yes blah?

This will be where the question goes and you will have to answer it and yes blah?

Wireframe for website:

phone wireframe

Pathfinder

Learn how to be comfortable with feeling uncomfortable!

How To Play!

This game is for 4-6 players.

BoardGame

Cards

phone wireframe

Game Pieces & Tokens
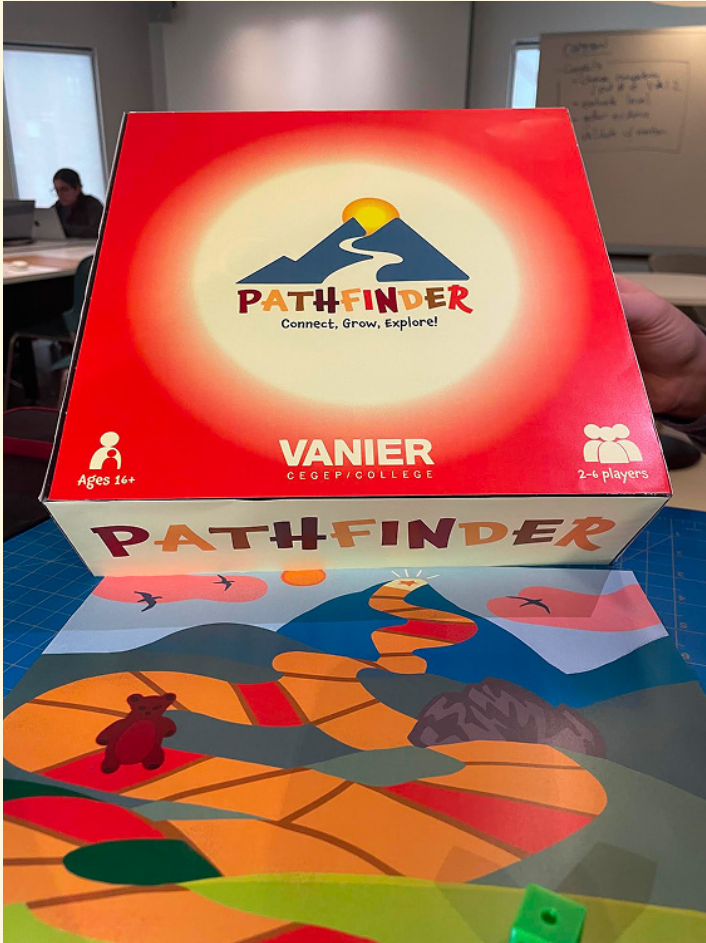
Extra Details

Commercial

5. Final Design

Packaging:

Boargame:

Game Pieces:

Card Design:

ACTION!

This is gonna be where the question goes and it is going to tell you what to do when you pick up the card so make sure you read it properly and yap yap yap blah blah blah!
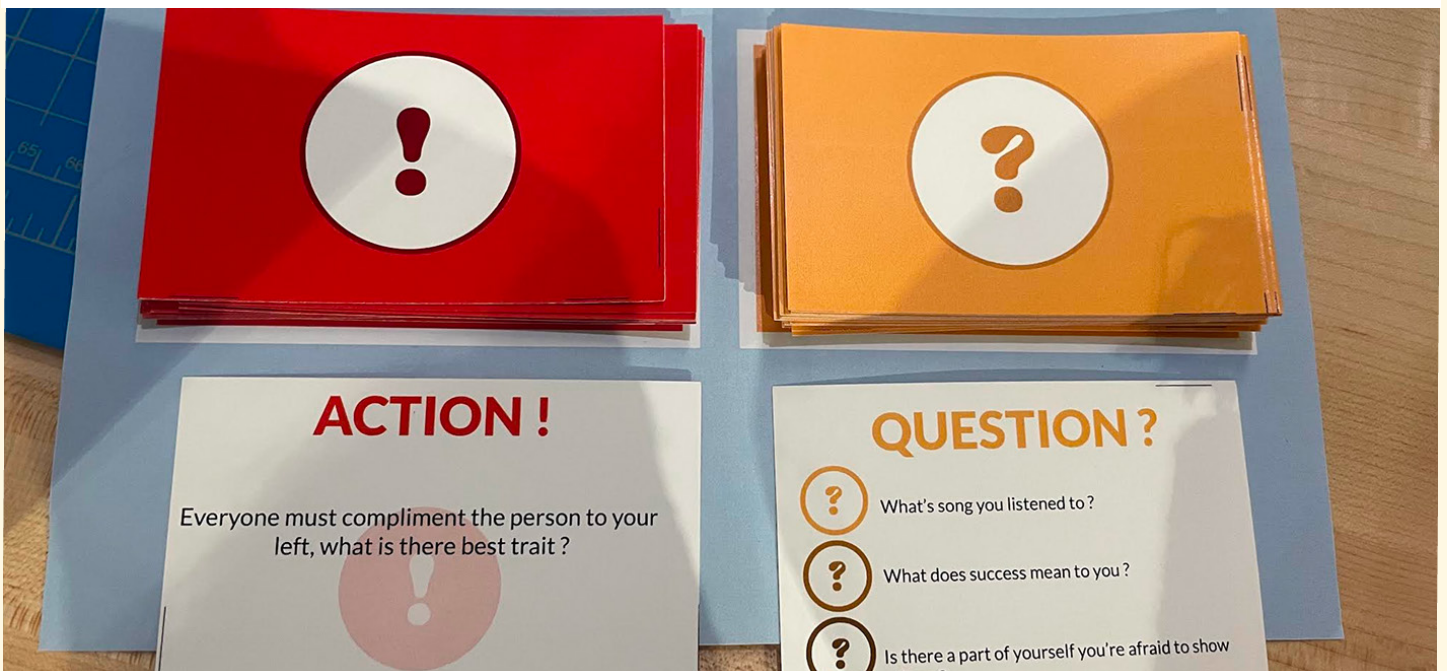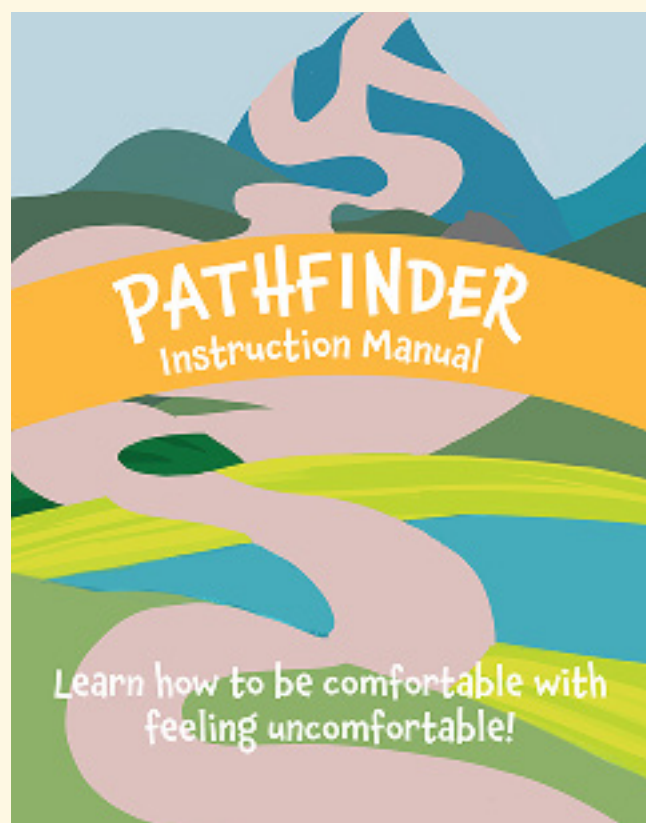
QUESTION?

? This will be where the question goes and you will have to answer it and yes blah?

? This will be where the question goes and you will have to answer it and yes blah?

? This will be where the question goes and you will have to answer it and yes blah?

ACTION !

Everyone must compliment the person to your left, what is there best trait ?

QUESTION ?

? What's song you listened to ?

? What does success mean to you ?

? Is there a part of yourself you're afraid to show others?

Game Pamphlet:

PATHFINDER
Instruction Manual

Learn how to be comfortable with feeling uncomfortable!

QR Code to website:

Tools used for project:

- indesign
- illustrator
- blender
- Photoshop
- VsCode
- Figma

5. RESULTS & IMPACT

Metrics or Success Indicators:

Since Pathfinder was developed as a collaborative educational project rather than a commercial product, typical metrics like sales or web traffic weren't available. However, the success indicators include:

- Completion of a cohesive board game manual and assets on a tight deadline.
- Smooth collaboration among students across different levels.
- Creation of a physical, playable game that promotes emotional connection and well-being among students.

The project's emphasis on a "friendly and welcoming" design that matches its psychological goals also points to a successful project.

Personal Reflection:

Challenges Faced:
The biggest challenge was creating the initial concept, balancing the need for the game to be fun and adventurous while maintaining a safe, non-judgmental environment. Translating that balance into design choices (colors, illustrations, branding) was also tricky.

Growth as a Designer:
I learned how crucial emotional design is when creating user-centered products, especially those that touch on sensitive topics like emotional sharing. I also gained hands-on experience in a multidisciplinary collaboration, using tools like InDesign, Illustrator, Blender, Photoshop, VSCode, and Figma.

7. CONCLUSION

Takeaways:
This project shows the strength in combining user empathy with visual storytelling. The use of warm and calming color palettes, an illustrated style to create an inviting world, and careful formatting of the instruction manual demonstrate our group's ability to blend functionality and emotion seamlessly into design.

Next Steps/Other Projects:
Working on Pathfinder and succeeding in its collaborative, multidisciplinary nature may have opened up future opportunities for similar educational or emotional wellness design projects. The experience has also made me more ready for more complex challenges in UX/UI, branding, or game-related design work.