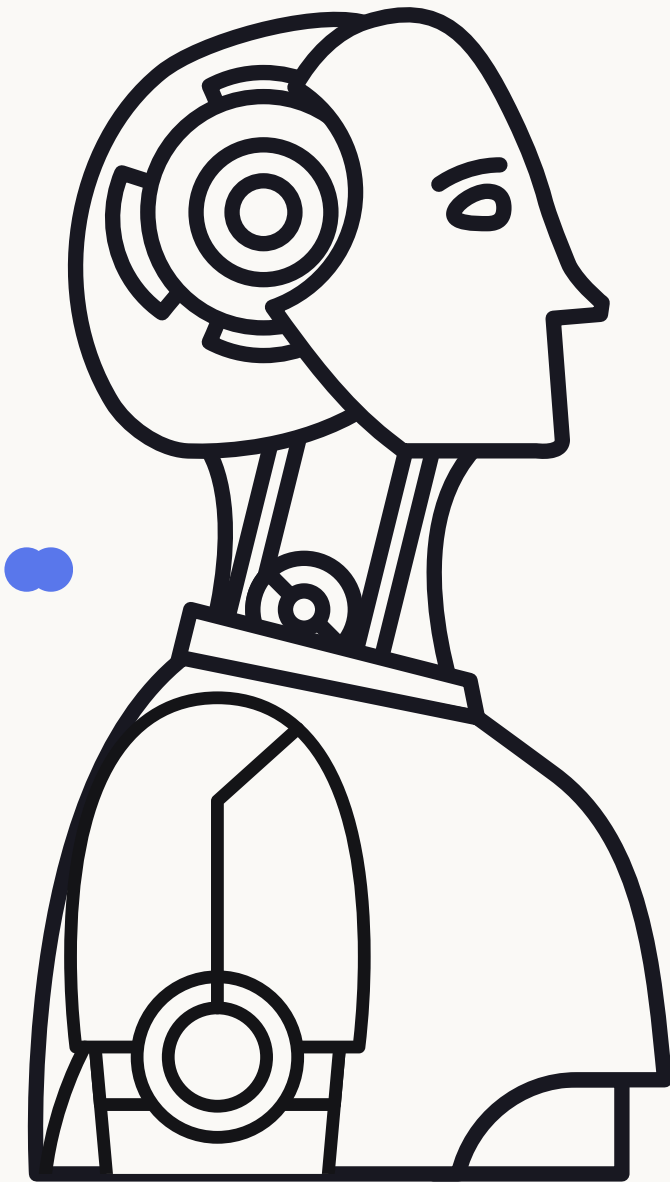


Phished & Chips

Proposal



Presented by:

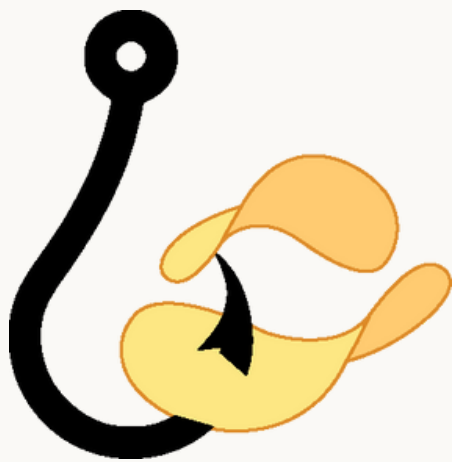
Team Luminar



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01	Concept & Overview
02	Feature Descriptions
03	User Persona & Usability Test
04	User Journey & Flows
05	Sitemap
06	Hardware Research
07	Credits & References

Concept & Overview

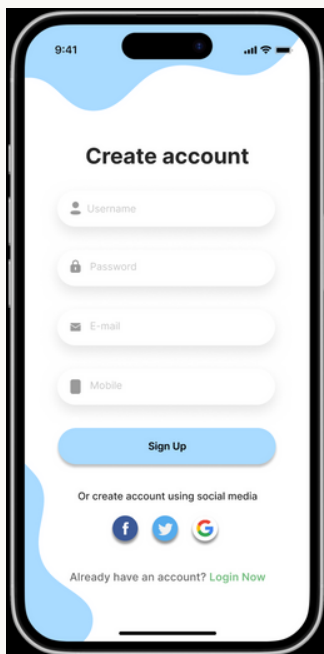


The **Phished and Chips** mobile app is a companion experience to the main PC game Phish and Chips, extending its scam-prevention theme beyond the virtual campus into a quick, informative, and interactive mobile tool. In the main game, players take on the role of a campus helper, identifying and stopping scams happening around the school through observation, dialogue, and quick decision-making.

The idea behind the app is to combine gamification with real-world awareness. While the game focuses on immersive, humorous gameplay, the mobile app acts as a portable “scam survival kit” — offering instant access to scam detection tips, real-life case studies, achievement tracking, leaderboards, and story elements. This ensures players not only enjoy the game but also retain practical skills to spot scams in everyday life.

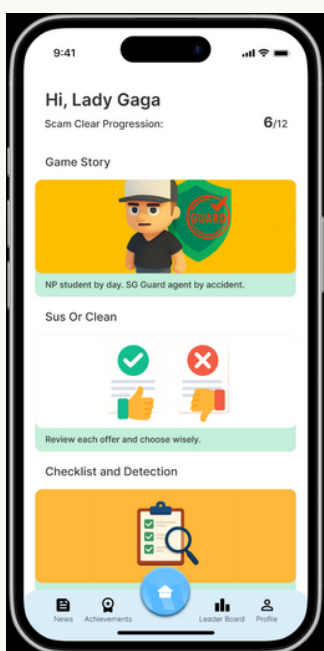
The prototype, designed in Figma, follows a simple, intuitive, and mobile-friendly layout. Users can easily access the scam checklist, view answers to scam offers encountered in the game, explore the game’s background story, check achievements, read the latest scam-related news, and see their ranking on the leaderboard. The app’s lighthearted tone and on-brand humor make it engaging while still reinforcing the game’s core educational message: scam prevention can be fun.

Feature Descriptions



Sign in / Sign Up

A simple, secure onboarding system that allows players to create or log in to their Phished and Chips account. Returning users can instantly access their saved scores, achievements, and progress, while new users can set up their scam-busting profile in minutes.



Homepage

The central hub of the app, giving quick access to all features with a clean and playful layout. From here, users can jump straight into checking scam answers, browsing news, tracking their leaderboard position, or admiring their badges.

Feature Descriptions



Game Story

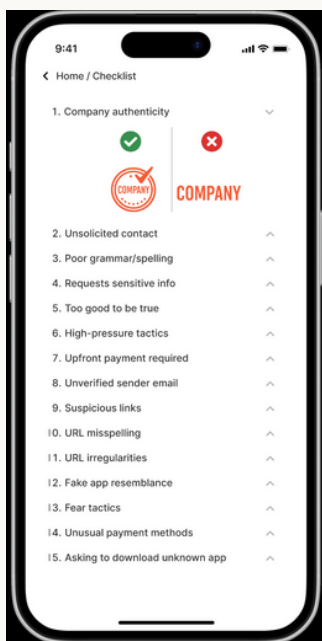
A cutscene that presents the game's background story using a comic strip style - the player is a new recruit in Phish Patrol, a scam-busting squad sent into the school's network to reel in phishers and stop online scams targeting students.



Sus Or Clean

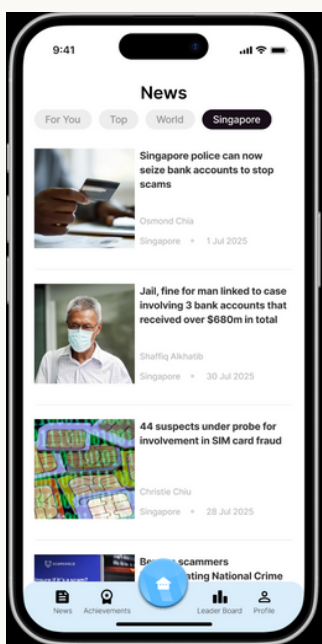
A reference section that lists the outcomes of all job offers in the game. Players can check which offers are suspicious ("Sus") and which are safe ("Clean"), helping them review past decisions and learn from their experiences.

Feature Descriptions



Checklist

A guide for players to identify warning signs of scams, like “too good to be true.” Players can check each item as they learn, reinforcing their scam-detection skills and ensuring they don’t miss any critical cues.

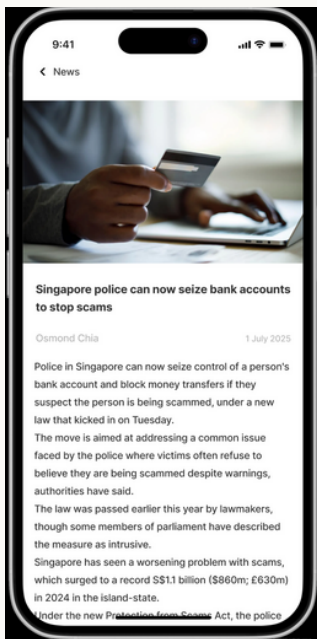


News

A feed of real-world scam cases, awareness campaigns, and security tips from trusted sources, organized into four categories for easier browsing:

- For You – Personalized scam news and tips based on your play style and recent interests.
- Top – The most popular and trending scam stories right now.
- World – International scam cases and global security updates.
- Singapore – Local scam news, alerts, and prevention campaigns relevant to your community.

Feature Descriptions

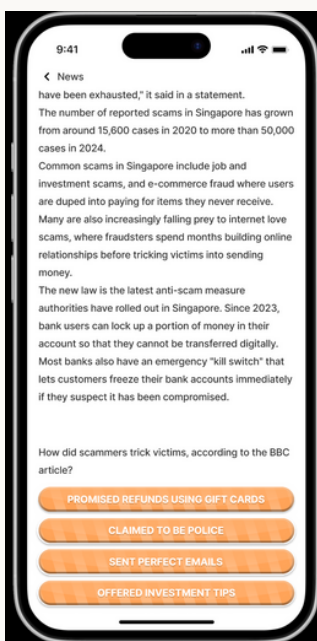


News Detail

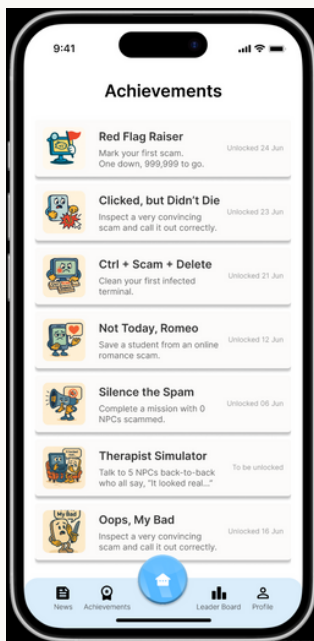
When a user taps on a news article from the News page, they are taken to the News Details page.

- The page shows the full article content for the selected news story.
- At the bottom, there is a short quiz related to the scam described in the news.
- If the user answers incorrectly, they can retry until they select the correct answer.
- After the correct answer is chosen, an explanation appears to help the user understand why it is correct.

This feature allows players to read scam-related news and immediately test their understanding in a simple, interactive way.

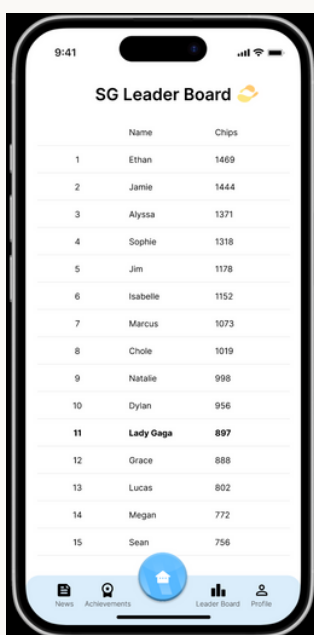


Feature Descriptions



Achievements

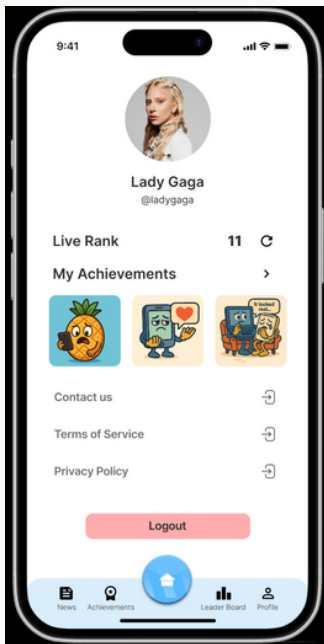
A showcase of milestones earned through gameplay, each with its own witty name and colorful badge. Players can collect them all to become a fully certified “Scam Resistant.”



Leader Board

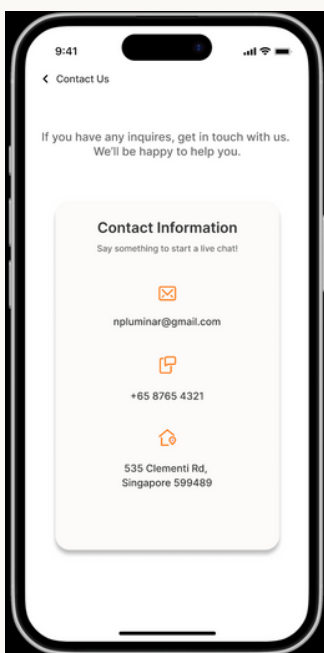
Displays the top scam-busters ranked by speed, accuracy, and total score. The leaderboard is integrated from a real Google Sheet using the Figma plugin “Convertify,” ensuring live updates and easy management.

Feature Descriptions



Profile

A personalized dashboard showing the user's display name, account, profile picture, live rank, and unlocked achievements. With contact us and log out features inside.



Contact Us

A page where users can reach out for technical support, and bug reports. With contact information inside.

User Persona



Jayson Bezos

About the User

Jayson is fascinated by law enforcement and hopes to become a policeman one day. He's eager to learn how online scams work so he can help protect people and catch cybercriminals in the future.

Moods and Personality

(Friendly, disciplined, strong)

Demographic Information

Age: 18
Location: Singapore
Study: Ngee Ann Polytechnic

Problems

Since he's still young, Jayson may struggle to recognize subtle scam tactics that target emotions or use convincing designs.

Challenges

- Understanding Complex Tricks
- Separating Truth from Misinformation
- Applying Knowledge in Real Life

Goals and Needs

- To raise online scam awareness
- To build knowledge for his dream job



Usability Test



Usability Testing Report



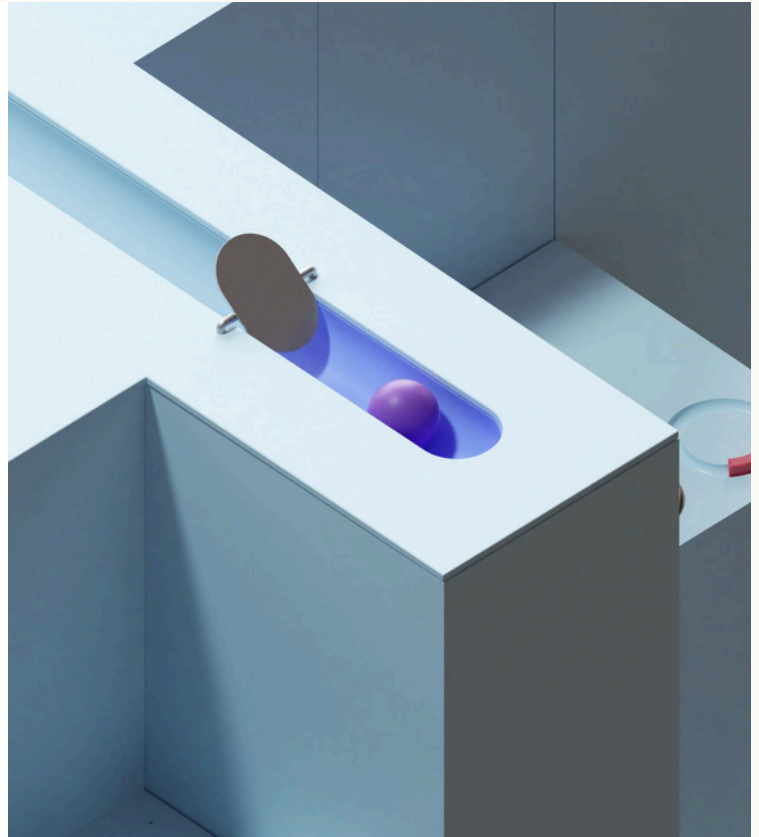
Phish & Chips Overview

Mobile App Overview:

A companion experience to the main PC game Phish and Chips, extending its scam-prevention theme beyond the virtual campus into a quick, informative, and interactive mobile tool. In the main game, players take on the role of a campus helper, identifying and stopping scams happening around the school through observation, dialogue, and quick decision-making.

Game Overview:

The player is a new recruit in Phish Patrol, a scam-busting squad sent into the school's network to reel in phishers and stop online scams targeting students.



Agenda

01 Team
Who conducted the test?

02 Objective
What did we want to achieve?

03 App Methodology
How did we conduct the App usability test?

04 Game Methodology
How did we conduct the Game usability test?

05 Credits
Credits & References

Team

Who conducted the test?



Richard
Lead Programmer &
Product Owner

Jeffrey
Lead 3D Artist

Yi Ting
Project Leader &
Quality Assurance

Baihui
UI Designer &
UX Researcher

Objective - Game

What did we want to achieve?

⚡ Ensure first-time players can complete the “First Case” learn-to-play loop: interact with an NPC → review evidence → use the in-game checklist → decide Sus/Clean → experience the outcome → earn chips.

- Also validate core controls (move/camera/interaction), UI readability, and clarity of consequences.

? Why?

- This loop is the core value of the game: learning scam patterns through NPC scenarios, choices, feedback, and FSM events.
- If players reach the “aha” moment quickly, we expect higher engagement, replay, and skill transfer to real-world detection.
- Confirms the teachers' requirement (NPC + FSM) is understandable and fun before we scale content.

🔑 Key deliverables

- Task success $\geq 85\%$ for: (a) Read SG news → complete quiz, (b) View Profile → Refresh Live Rank, (e) Profile → Contact Us (view info).
- Time on task:
(a) News → Quiz completion $\leq 3:00$, (b) Find & refresh Live Rank $\leq 0:10$, (c) Open Contact Us Page $\leq 0:08$.

Objective - APP

What did we want to achieve?

Enable first-time users to complete one “learn loop” (Read SG news → finish quiz).

- “Learn loop” = user reads a Singapore news article and completes the quiz at the bottom (with retry if wrong).
- Validate that users can also find Leaderboard, Achievements, and Live Rank (refresh) without help.

Why?

- This loop delivers the core value of the app—building scam-prevention skills through news + quiz feedback.
- If users can reach value quickly, we expect higher engagement and repeat use.
- Findings will prioritize fixes before wider rollout and establish a baseline for future iterations.

Key deliverables

- Task success $\geq 85\%$ for: (a) Watch & understand tutorial, (b) Open & use Checklist, (c) Make Sus/Clean decision, (d) Complete the First Case.
- Time on task: (a) Reach first NPC (from spawn) $\leq 0:15$, (b) Full First Case completion $\leq 2:00$.
- UI & feedback quality: (a) Interaction prompts legibility $\geq 4/5$; (b) Error/mis-click rate $\leq 20\%$;

App Testing Methodology

How did we conduct the app usability test?

1. Test date

August 15, 2025

2. Testing method

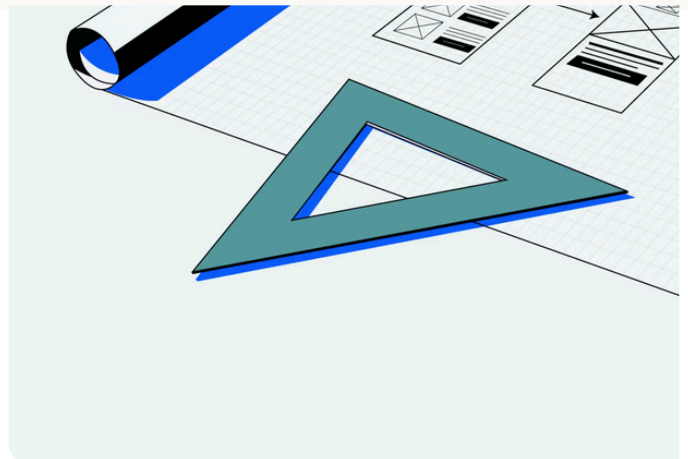
Remote testing with Teams

3. Participant demographics

Youths between the ages of 16-20

4. Prototype

<https://www.figma.com/design/TJ3zVfG50P6PtfIEiFczcs/2.1IP?node-id=0-1&t=CxJvF3MKjNG8RMcT-1>



5. Test format

Tasks were set by designers for testers to complete. Reactions were recorded and questions regarding difficulty of tasks were enquired afterwards.

6. Debrief

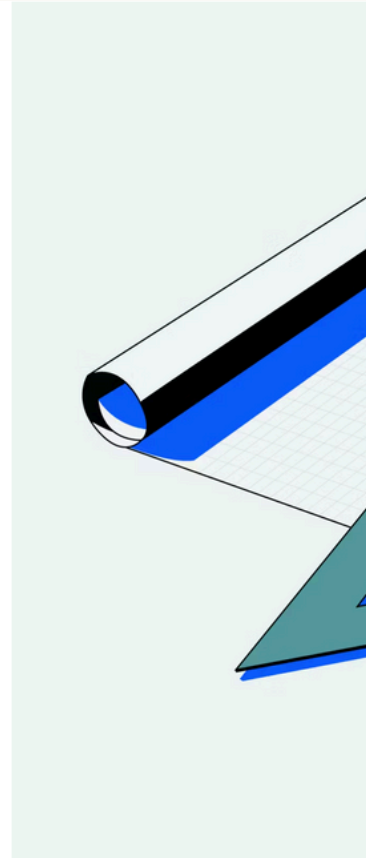
Overall thoughts on app. Favorite thing and least favorite.

Methodology

Question 1: You recently read in the news that scams are becoming more prevalent in Singapore. You don't think it would happen to you, but your secondary school has just pushed forward a game and accompanying app as homework, so you decide to take a look.

Test Objective: Test Home and Info page navigations and readability

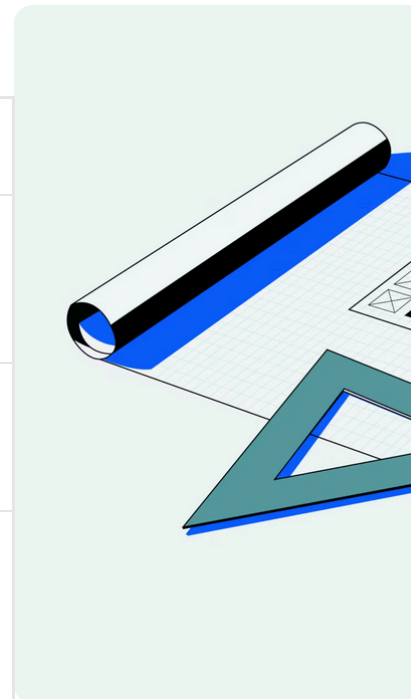
Participant #	Completion of Task	Observation	Difficulty (1-Easy 5-Difficult)	Comments
1. Jayson	Succeeded	Navigation was smooth and instinctive	1	Comic strip made reading easy and was engaging
2. Andre	Succeeded	No issues navigating the app	1	Landing page is clean
3. Rui Min	Succeeded	No issues	1	Design is subtle and nice



App Debriefing

Overall Thoughts. Favorite and Least Favorite aspect

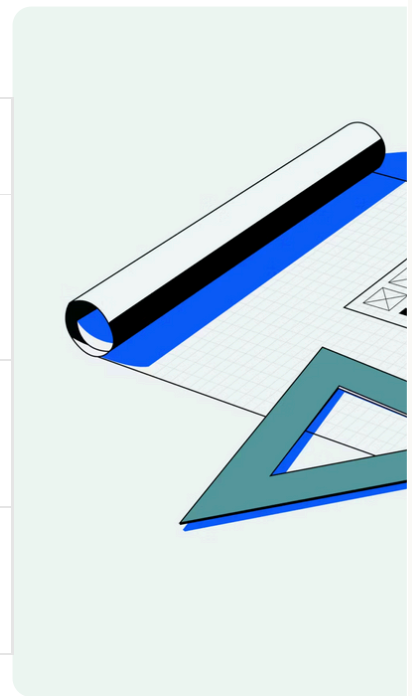
Participant #	Overall thoughts	Favorite	Least Favorite
1. Jayson	App would definitely be used with game, as well as for general scam education.	Comic strip draws attention	Lack of clarity with Checklist
2. Andre	Educational, and interactive	Comic strips were interesting to read	Reading the news articles was tedious
3. Rui Min	Very nice design overall, would use the app to learn more about scams and where I went wrong in the game.	Quiz tests key knowledge	Leaderboard, not a huge draw to use app



App Debriefing

Recommendations

Participant #	Recommendations
1. Jayson	Checklist needs better explanation.
2. Andre	Break wall of text into smaller chunks.
3. Rui Min	Some areas are slightly empty.



Game Testing Methodology

How did we conduct the game usability test?

1. Test date

August 15, 2025

2. Testing method

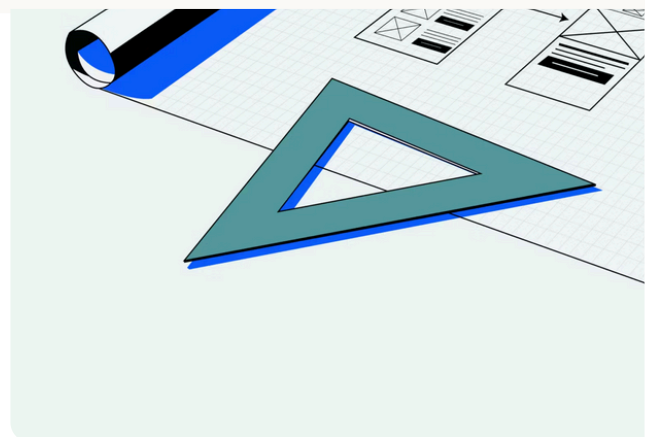
Remote testing with Teams

3. Participant demographics

Youths between the ages of 16-20

4. Prototype

<https://github.com/S10268236/Luminar.git>



5. Test format

Pre test questions to establish user's demographic and background

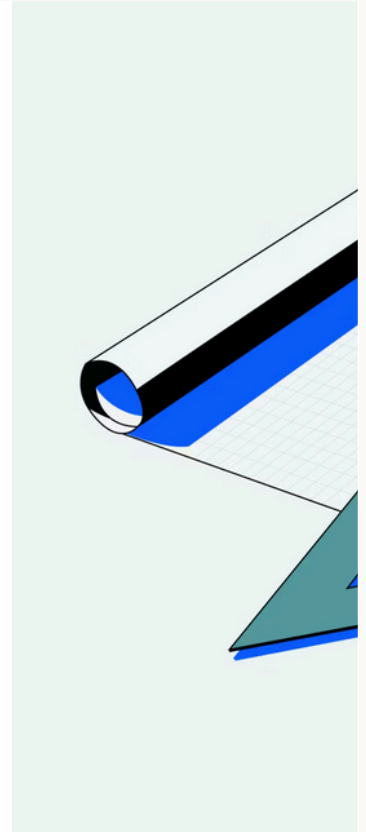
6. Debrief

Overall thoughts on game. Favorite thing and least favorite.

Methodology

Test Objective: Test Gameplay ability and reception with target audience

Participant #	Completion of Game	Observation	Difficulty (1-Easy 5-Difficult)	Recommendations
1. Jayson	Succeeded	Slight confusion with interactable areas	2	Adjust message UIs- abit stretched.
2. Andre	Succeeded	Difficulties due to skipping parts of tutorial	3	Text was a bit hard to read in terms of color
3. Rui Min	Succeeded	Meticulous	1	Color scheme of buttons and text could be improved



Credits

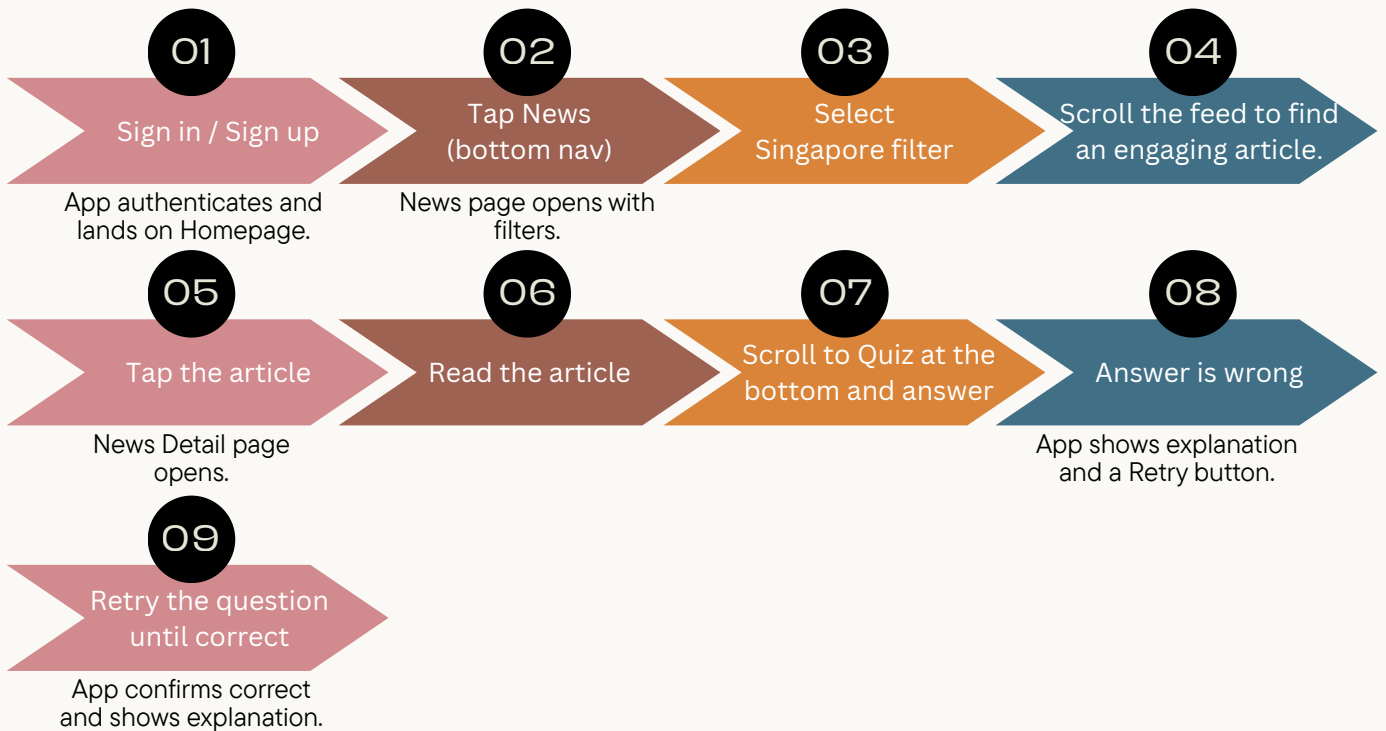
Thank who?

References

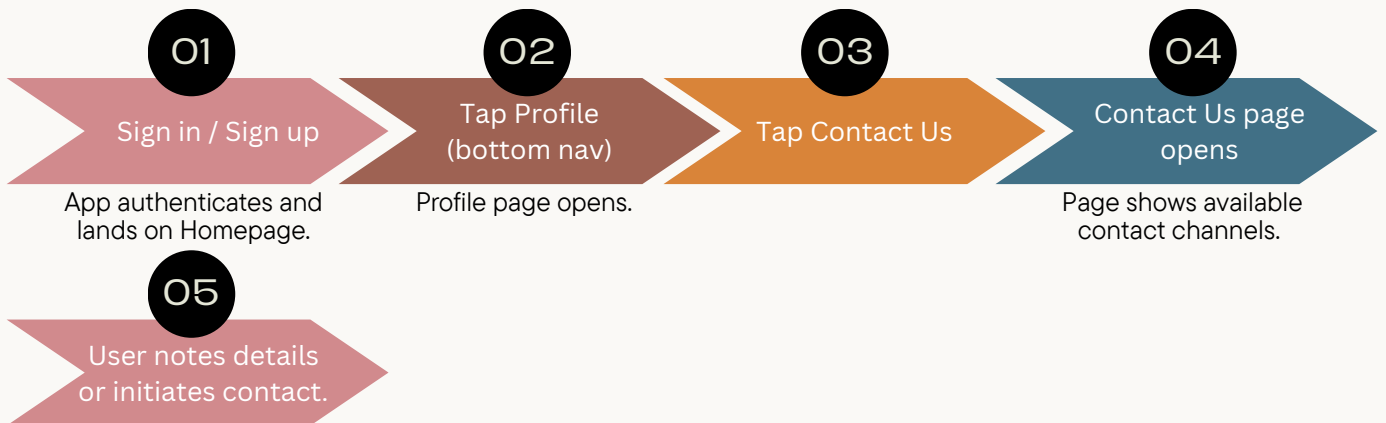
- Template: <https://pitch.com/templates/Usability-Testing-Report-0eh6Kh0dti5P4hWHGh03JSCm?details-modal=template-search-results-modal&username=maze>
- NPC: <https://assetstore.unity.com/packages/3d/characters/toony-tiny-people-demo-113188>
- Skybox : <https://assetstore.unity.com/packages/2d/textures-materials/sky/panoramic-cartoon-skybox-220659>
- Terrain Texture : <https://assetstore.unity.com/packages/2d/textures-materials/nature/handpainted-grass-ground-textures-187634>
- Trees & Bushes & Flowers : <https://assetstore.unity.com/packages/3d/vegetation/trees/low-poly-trees-free-nature-pack-300824>
- Hovering Tool Tips: <https://www.youtube.com/watch?v=FVqtmTWd8Zk>
- Zash sounds BGM: <https://assetstore.unity.com/packages/audio/music/zash-music-library-ver-free-175669>
- UI icons: <https://craftpix.net/freebies/free-gui-for-cyberpunk-pixel-art/>
- toon shader : https://www.youtube.com/watch?v=FJCngoZKU7l&ab_channel=TheDeepLoop
- toon water : <https://roystan.net/articles/toon-water/>
- green pungent : https://www.nicepng.com/downloadpng/u2q8g8e6o0o0e6g8_green-fog-png/

User Journey & Flows

1. Goal: read daily SG scam news and take a quiz



2. Goal: report an issue

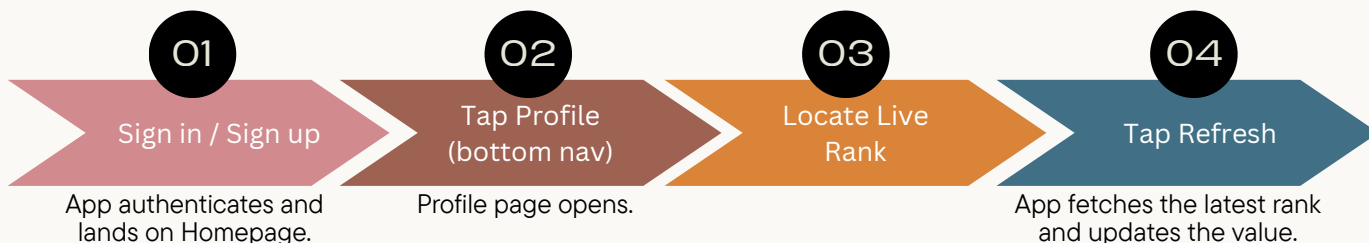


User Journey & Flows

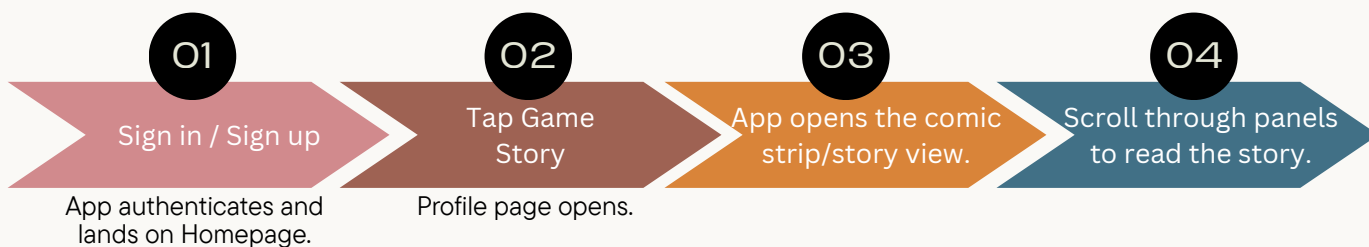
3. Goal: check leaderboard



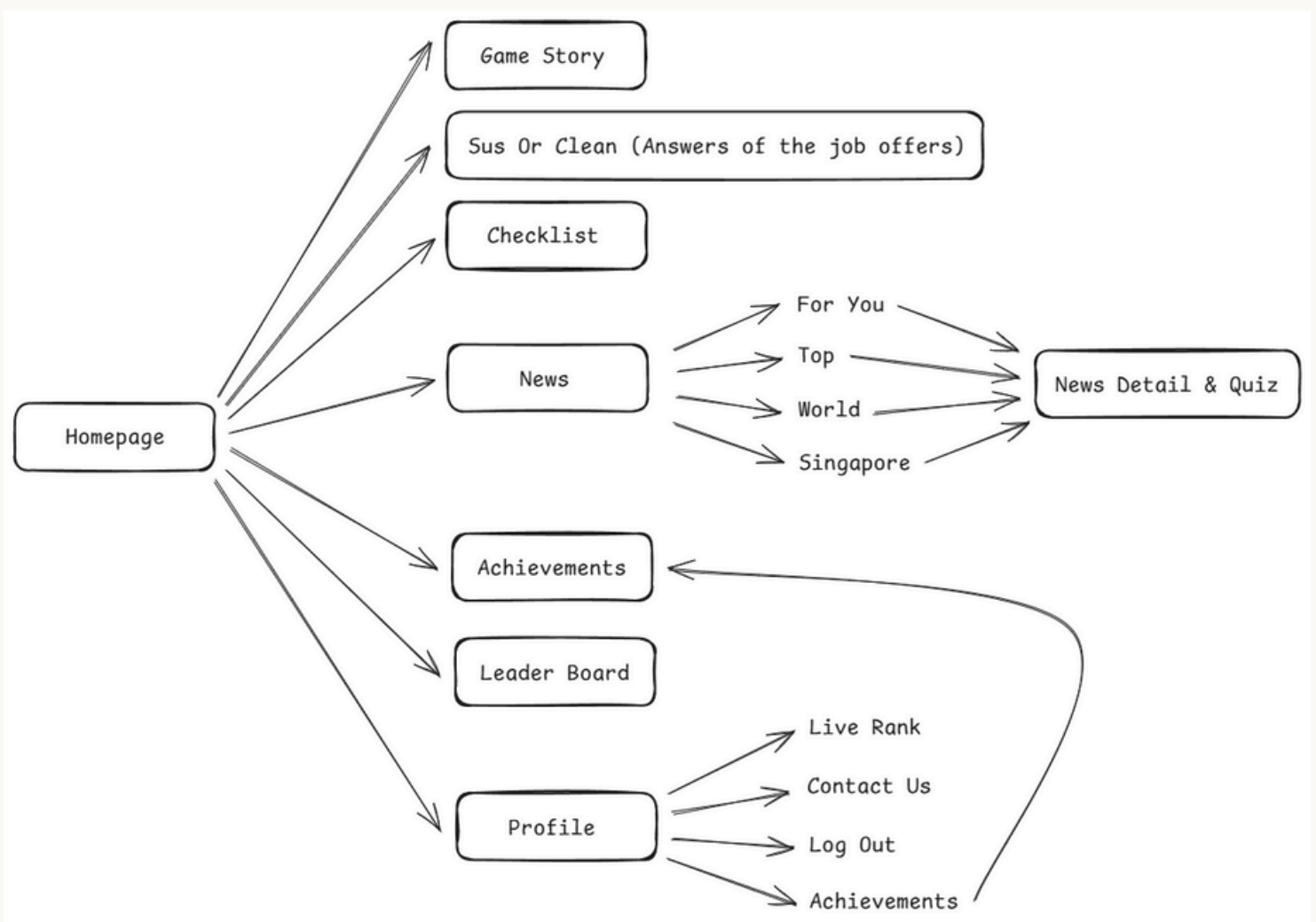
4. Goal: quickly check live rank



5. Goal: view background story comic strip



Sitemap



Hardware Research



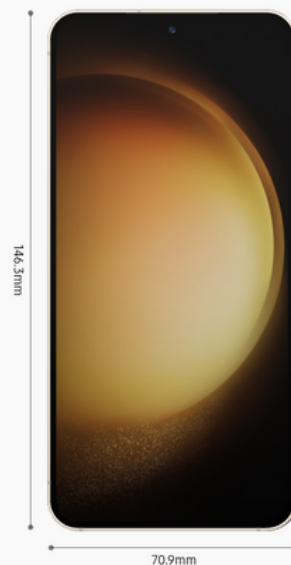
Device 1	Reason for Selection	Screen Size	Portability	Relevance
Apple iPhone 16	<ul style="list-style-type: none"> • Popular among youth • Strong performance • Secure OS • Bright Super Retina XDR display for clear visuals 	Display: 6.1-inch Height*Width*Depth (mm): 147.6*71.6*7.80	Lightweight, fits in pocket	Widely used in Singapore and globally; large iOS user base



Hardware Research



Device 2	Reason for Selection	Screen Size	Portability	Relevance
Samsung Galaxy S23	<ul style="list-style-type: none">• High-resolution AMOLED display• smooth navigation• popular among youth on Android OS	Display: 6.1-inch Height*Width*Depth (mm): 146.3*70.9*7.6	Slim and easy to carry	Covers Android market segment for cross-platform reach



Hardware Research



Device 3	Reason for Selection	Screen Size	Portability	Relevance
iPad Mini (6th Gen)	<ul style="list-style-type: none"> • Larger display for comfortable reading of scam articles and better comic panel viewing • ideal for presentations and workshops 	Display: 8.3-inch Height*Width*Depth (mm): 195.4*134.8*6.3	Compact and lightweight	Good for demos and accessibility



Credits & References

- Apple Inc. (n.d.). iPhone 16 and iPhone 16 Plus – Technical specifications. Retrieved August 16, 2025, from <https://www.apple.com/sg/iphone-16/specs/>
- Apple Inc. (n.d.). iPad mini – Technical specifications. Retrieved August 16, 2025, from <https://www.apple.com/sg/ipad-mini/specs/>
- Samsung Electronics. (n.d.). Specs | Samsung Galaxy S23 & S23+. Retrieved August 16, 2025, from <https://www.samsung.com/us/smartphones/galaxy-s23-lite-no-3-party/specs/>

