

Happy “Orlando” @ NXT

ChenHan, Tsai
Game Development B.S

How to do

- Goal
 - Increase fans
- How
 - Great Ideas
 - Easy access
 - Clear UI design
 - Video game style
 - **NXT coins** & Social Media
 - Increase cohesion
 - Buy stuff
 - Fan reward coins
 - Near
- Target Fans / platforms
 - Fans over the world/all smart phones



Splash Screen

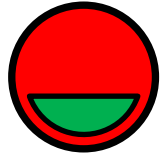


Main page

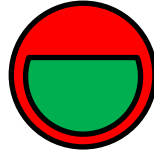
- Contents
- Wrestlers information
- **Play Zone**
- Buy the stuff



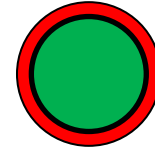
How Does it Work



Before



During



After

Watch Show



Wrestlers



Watch Show



Fan Zone



Fan Zone

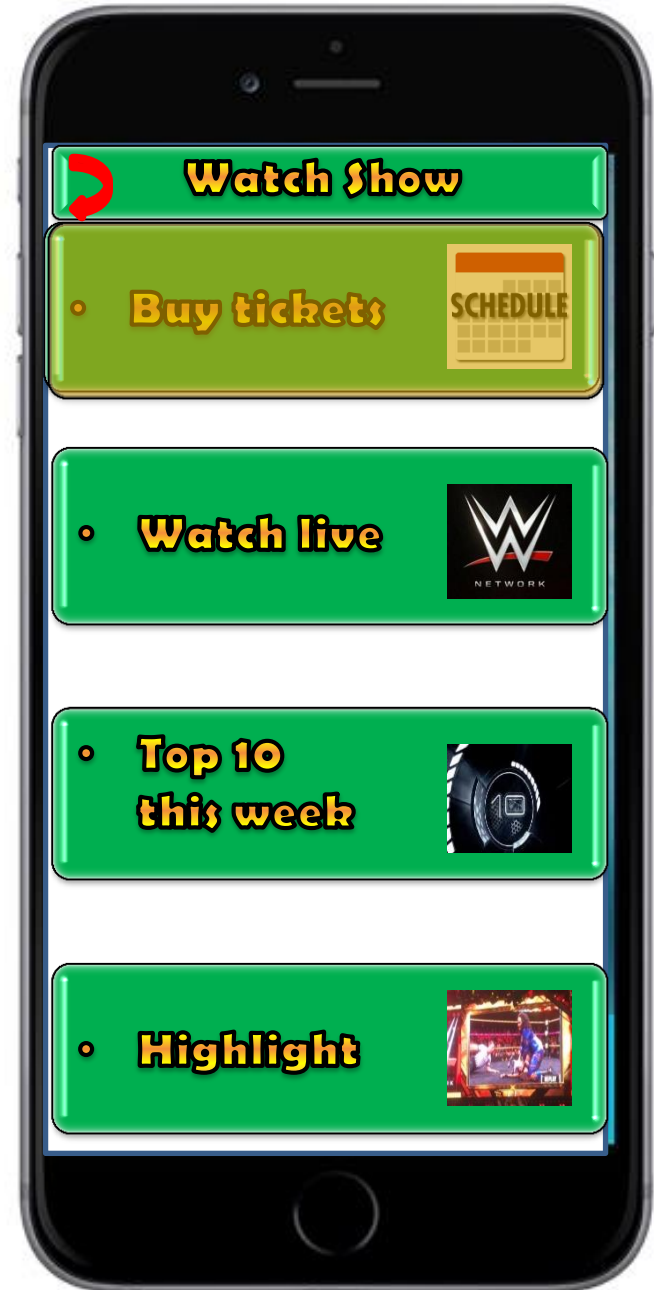


Merchandise



Watch show

- Show schedule
 - Buy tickets
- Watch live
 - Buy subscribe
- Top 10 every week
- Highlight replay



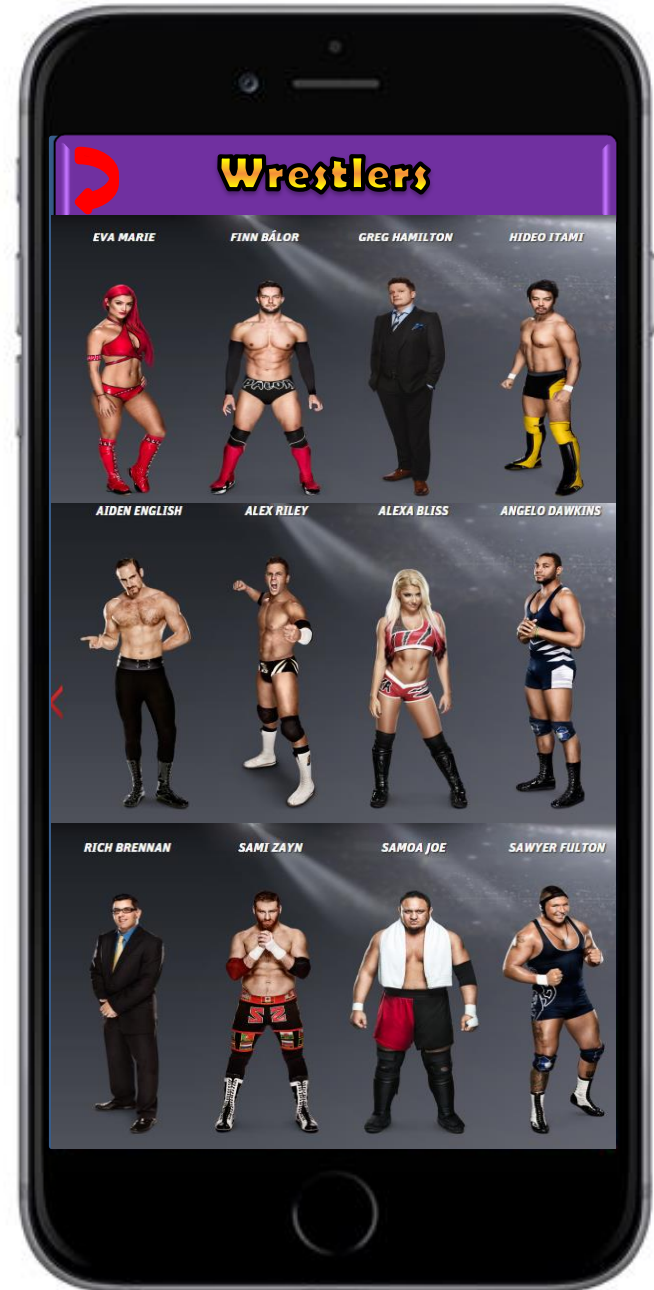
Buy Tickets

- Rebate on every ticket purchased
- Season / Annual Ticket holder
- Social media feedback



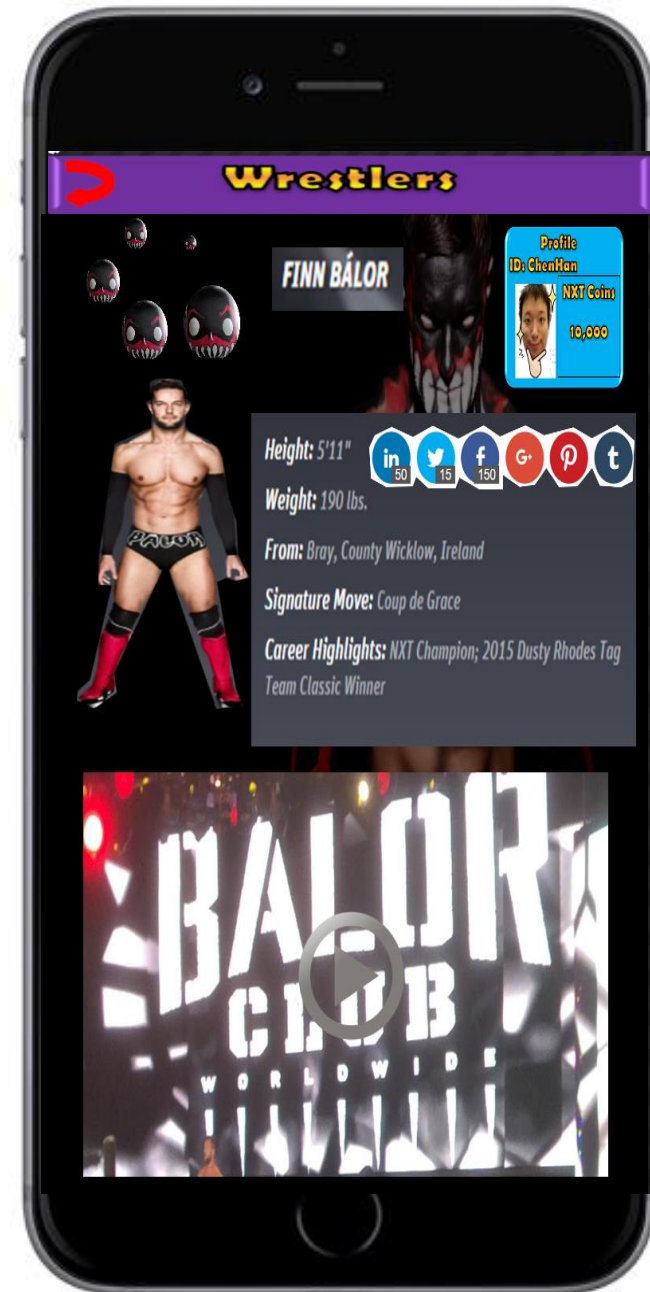
Wrestlers

- All the NXT wrestlers
- Wrestlers information



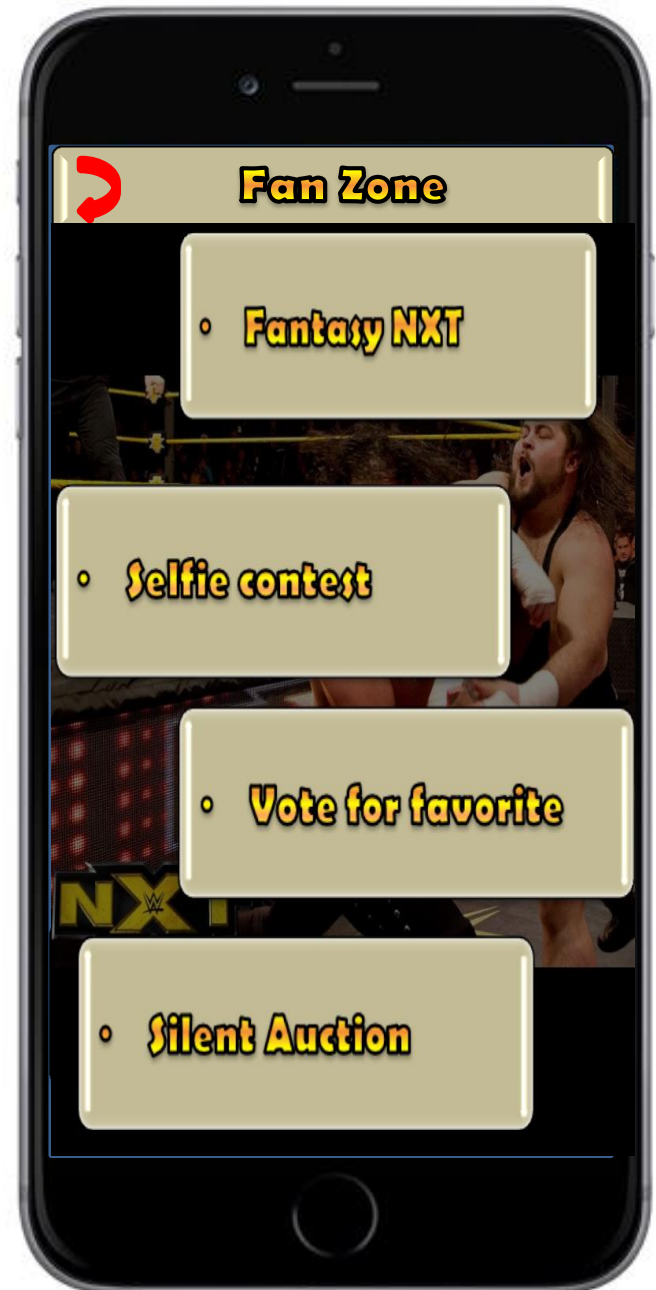
Wrestler

- Information
- Entrance theme video
- Behind the scene
 - Wrestler's daily activities
- Social media feedback



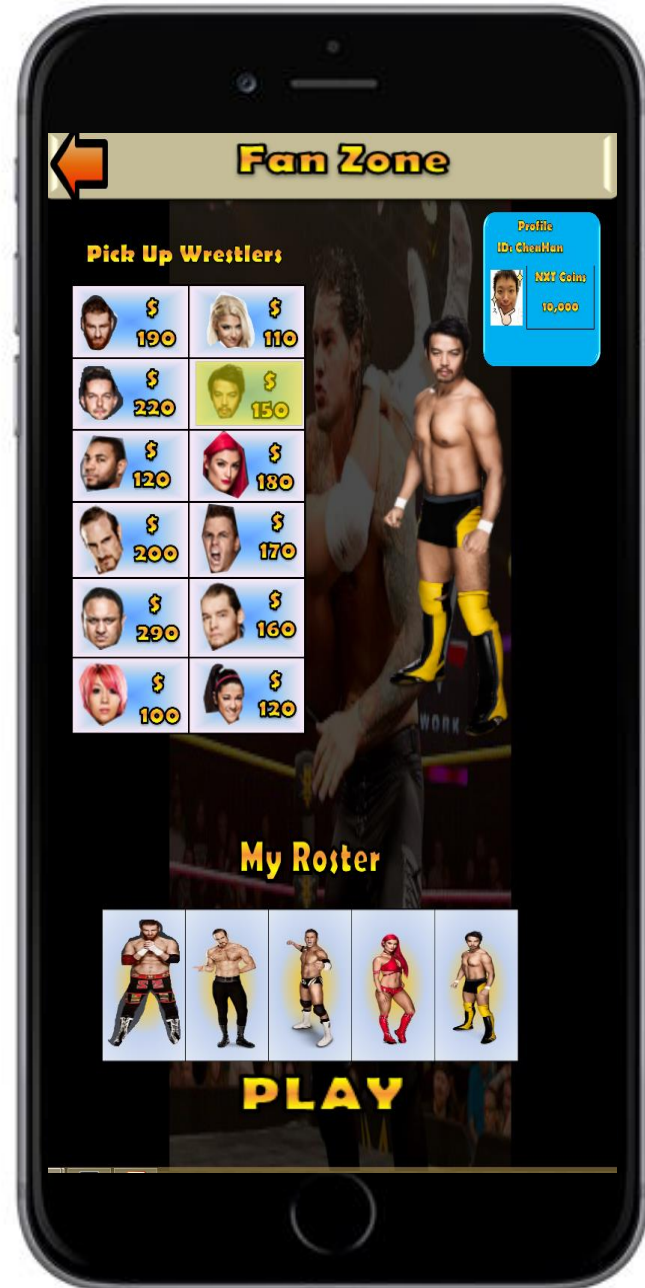
Fan Zone

- **Fantasy NXT**
- Best selfie for every show
- Vote for favorite player
- Silent Auction



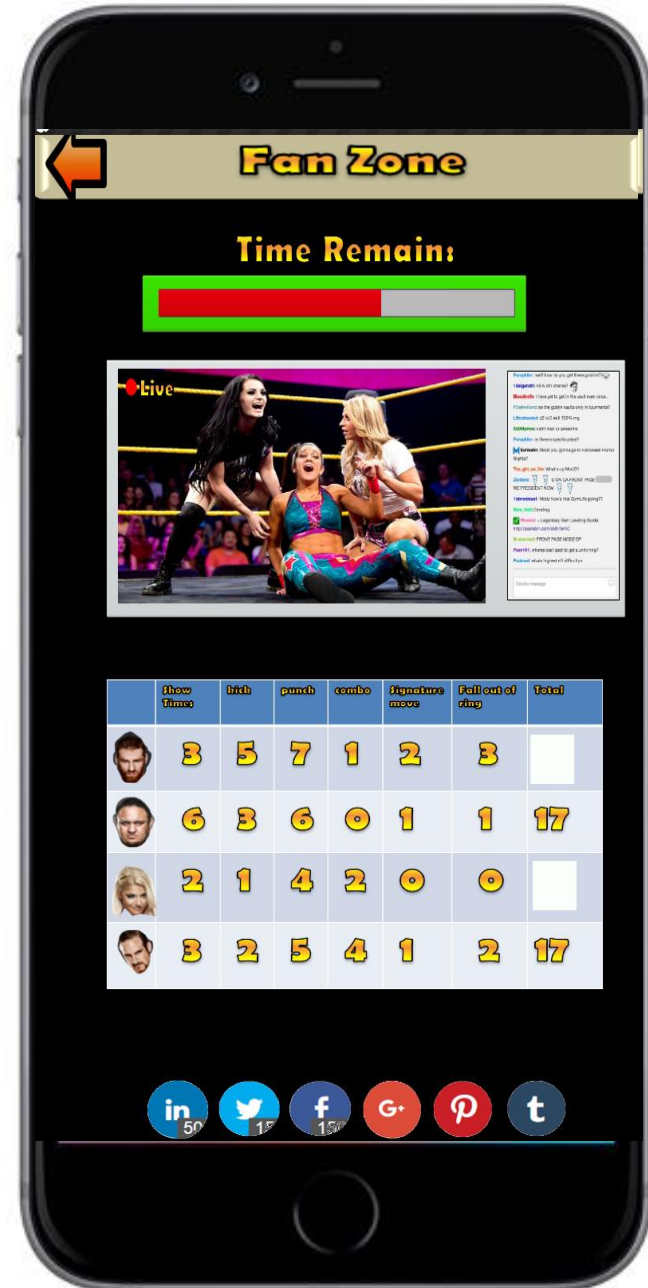
Fantasy NXT

- Pick 5 players
- Compete with fans



Fantasy NXT

- See the show
- Chat with fans
- Scoreboard



Fantasy NXT

- Get the reward coins

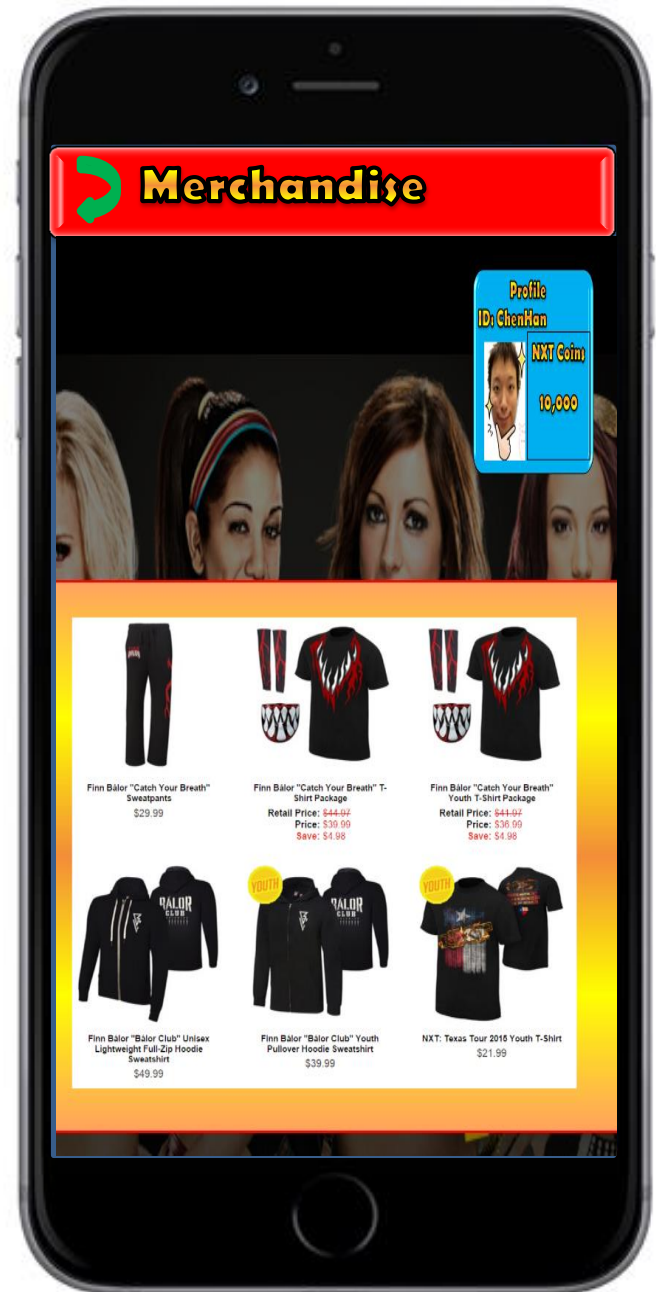


The image shows a smartphone screen displaying the 'Fantasy NXT' app. At the top, there is a navigation bar with a back arrow and the text 'Fan Zone'. Below this, on the right, is a user profile card for 'ChenHan' with a profile picture and 'NXT Coins: 10,000'. The main content area features a table with columns 'ID', 'Total', 'Rank', and 'Reward'. The table lists seven users: Pierre531, Christine, Orland75, ChenSup, JackLo82, Ronde99, and JodeEa, with their respective scores, ranks, and reward amounts. At the bottom of the screen, there is a row of social media sharing icons for LinkedIn, Twitter, Facebook, Google+, Pinterest, and Tumblr.

ID	Total	Rank	Reward
Pierre531	183	1	1000
Christine	169	2	500
Orland75	150	3	100
ChenSup	86	50	50
JackLo82	43	60	20
Ronde99	28	90	10
JodeEa	19	100	5

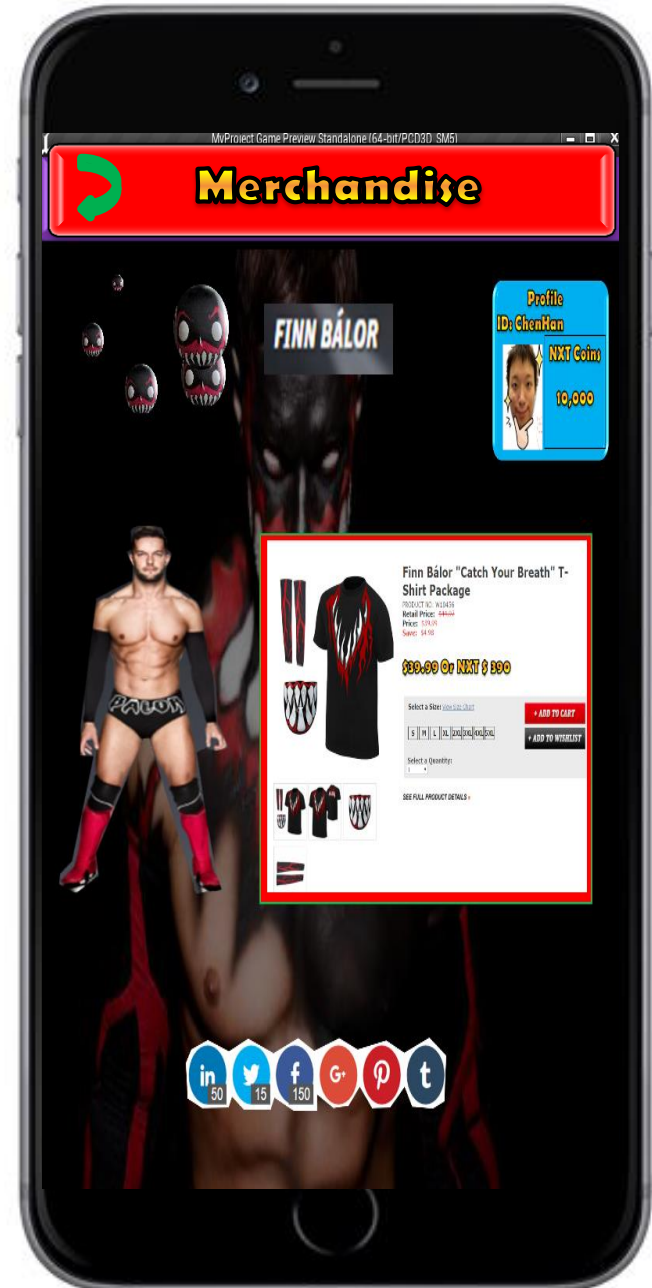
Merchandise

- Merchandise
 - From newborns to older
- Fan reward program
 - Buy more, get more



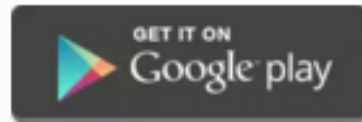
Merchandise

- Fan can use NXT coins to buy stuff
- Social media feedback



How to promote

- Website/Social network
- Big Screen during shows



Prototype Video

<https://youtu.be/bJ8FnexJAbg>



Q & A

Thanks for watching!