

The
POWERS

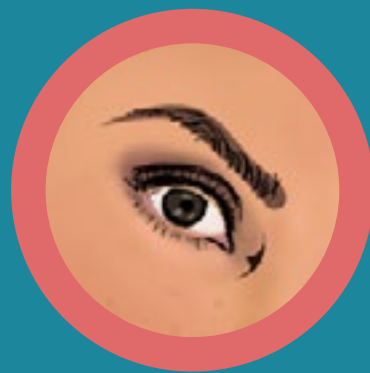
And the Return of the Forbidden Book

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| Hello, I'm

Jessel



A UX designer, an advocate of gender equality, a yogi, a traveler. I love working as part of a team, being creative, coding, learning new skills and above all, enjoying life.

ABSTRACT

“The Powers and the Return of the Forbidden Book” is an interactive book for children that aims to empower them to solve challenges with the most qualified tactic regardless of the gender role attached to it.

GOALS

THEORETICAL

To create a platform to integrate boys in the gender equality conversation. Even today, most gender equality efforts are targeted to empower girls and women and we can find numerous resources such as websites, associations, apps and children stories that aim to empower women. However, it is hard to find materials that remind men that they have to carry the burden of gender roles and stereotypes. My goal is to redefine to a certain degree the role of the male characters—therefore redefining female characters' roles as well, and not just flipping roles like many children books tend to do lately— in the stories that have boys as the primary target audience.

TANGIBLE

1. Interactive e-book for children
2. Create exciting stories using concepts such as empathy and gender equality
3. Gender-stereotype free solutions to the stories' problems
4. Encourage the readers to make decisions that will affect the story plot and its outcomes

PROBLEM

RESEARCH: Journal Appendix 1 DVD

It is obvious that, even today, our society hasn't successfully applied gender equality to all aspects of our culture. We could notice biased judgments everywhere from our home to the work space and politics, solely based on one's gender. Expectations of goals and behaviors are attached to one person based on being a woman or a man.

And I can argue that part of this problem arises because boys haven't been properly included in the gender equality conversation. When we talk about gender equality, we oftentimes think about empowering women and girls to go after their hopes and dreams, but little we do about addressing the way boys are raised and perceived in society.

According to Carol Gilligan in "In a different voice" one of our society's problems rely on the fact that "men's experiences stand for all of human experience," leaving women's voices in the dark. Gilligan questions the idea of gender differences as biologically determined vs socially constructed. She claims that one of the problems why women's voices have been silenced for so long is because men suppose that knowing themselves they will know women, whereas women assume that if they know others they will come to know themselves, therefore both genders leave behind women's experiences. "Girl's initiations or passage into adulthood in a world psychologically rooted and historically anchored in the experiences of powerful men marks the beginning of self-doubt and the dawning of realization, no matter what fleeting, that womanhood will require a dissociative split between experience and what is generally taken to be reality." The author describes as a misconception the fact that most psychological theories take men as the representatives of all humankind and that women's psychological development compel women and girls to adopt a "false feminine voice" by altering their voices to "fit themselves into images of relationship and goodness."

Although the concept of gender equality has been pushed mainstream in the big cities, many families from smaller towns continue to favor a patriarchal system where daughters and sons have very specific gender roles in the family. This way of thought limits the family member's freedom in order to fit into the masculinity or femininity preconceptions.

In James L. Lang's article "Why men and masculinities matter for gender equality" he claims that "[t]here is no doubt that boys and men have critical roles to play in increasing gender equality, and that some

interventions are effective for achieving certain gains towards gender equality."

He stressed the idea that "[w]e need to transform the larger social narratives about men, or the gender norms and expectations for "how to be men" in our societies. In other words, for greater gender justice we have to work toward transforming masculinities. And to transform masculinities, we have to work in more comprehensive and coordinated ways." As he puts it "social expectations for women and men, are taught and reinforced by all types of people: mothers, fathers, local leaders, friends, teachers, and so on. So our work for transforming masculinities for gender justice does not simply involve boys and men, but is it also strategic about which boys and men, and which groups of women and girls are mobilized for the task." Although the concept of gender equality has been pushed mainstream in the big cities, many families from smaller towns continue to favor a patriarchal system where daughters and sons have very specific gender roles inside the family. This way of thought limits the family member's freedom in order to fit into the masculinity or femininity preconceptions. The reinforcement of these misconceptions of gender continue embed in the everyday house tasks or gender-appropriate games, children's stories, movies and toys. Certain games are not apt for boys and others don't seem to fit with the desired qualities that a "desirable" woman is supposed to have, indirectly contributing to the gender equality gap.

This project is needed because our society needs to reconstruct the definitions of what masculinity and femininity is supposed to be like—specially from the nuclear family perspective. I believe that this change can be achieved through the exploration of new children stories that redefine the boundaries, if any, between boys and girls. Boys don't have to feel the pressure of being the "strong sex" that have to provide for a family, or being the half of the population that isn't entitled to to show their feelings, emotions or weaknesses. However, more than only retelling the gender roles, it is important to give the children opportunity to explore from different set of options in order to help them to create a critical understanding of the issues rooted in our society.

PROBLEM

RESEARCH

My research suggested that a way to fix this problem is by helping young boys to develop empathy and to change the outdated concept of masculinity we carry around.

Some ways to start fixing these problems are to encourage boys to:

READ MORE

ROLE PLAY

GET UNISEX TOYS

Boys, more than girls, are less likely to read (see the graph below) or to role play.



SOLUTION

RESEARCH

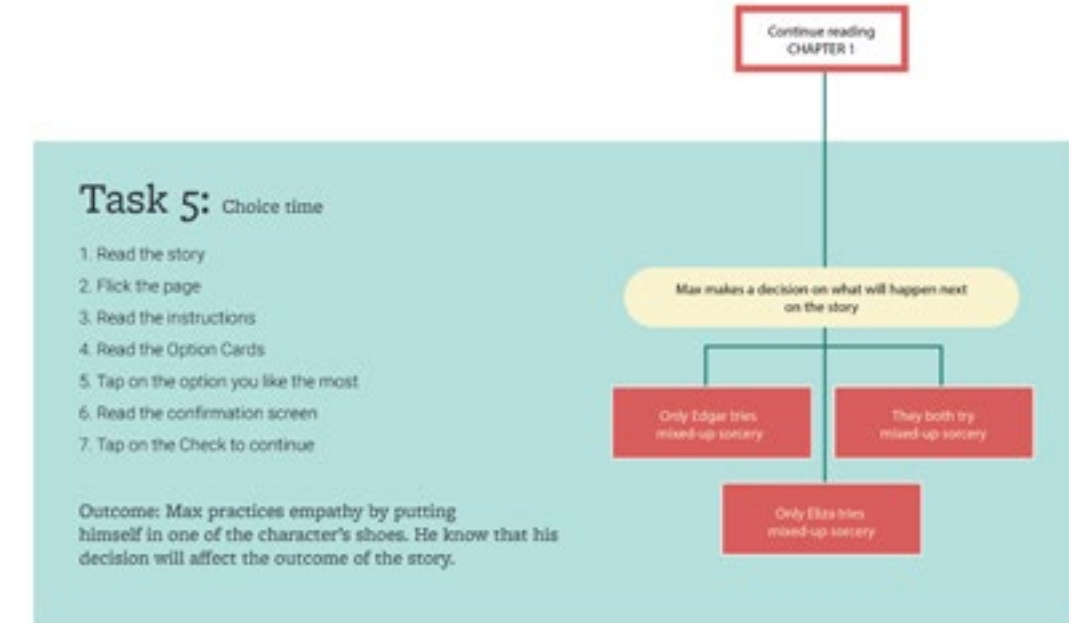
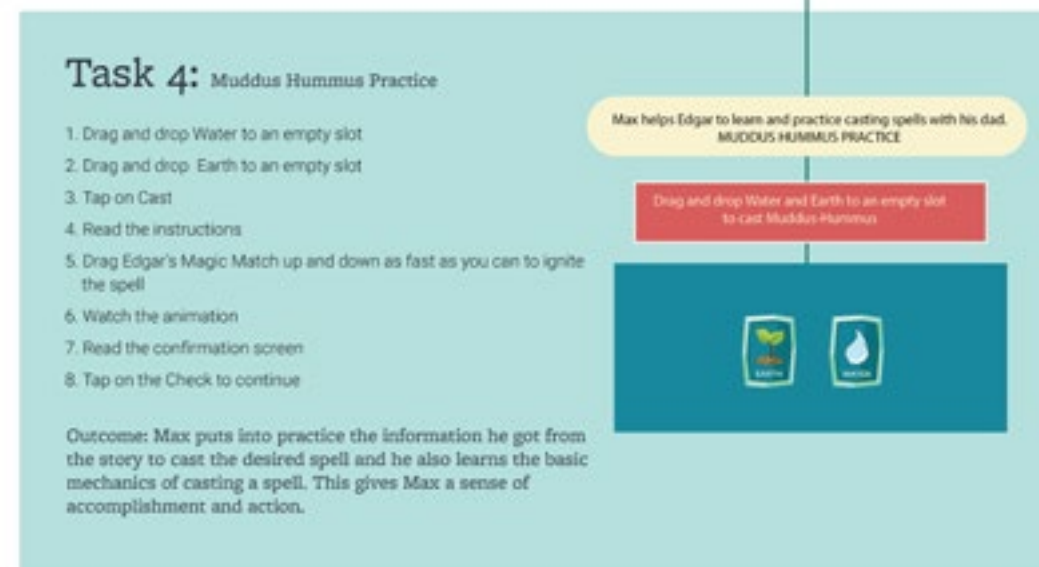
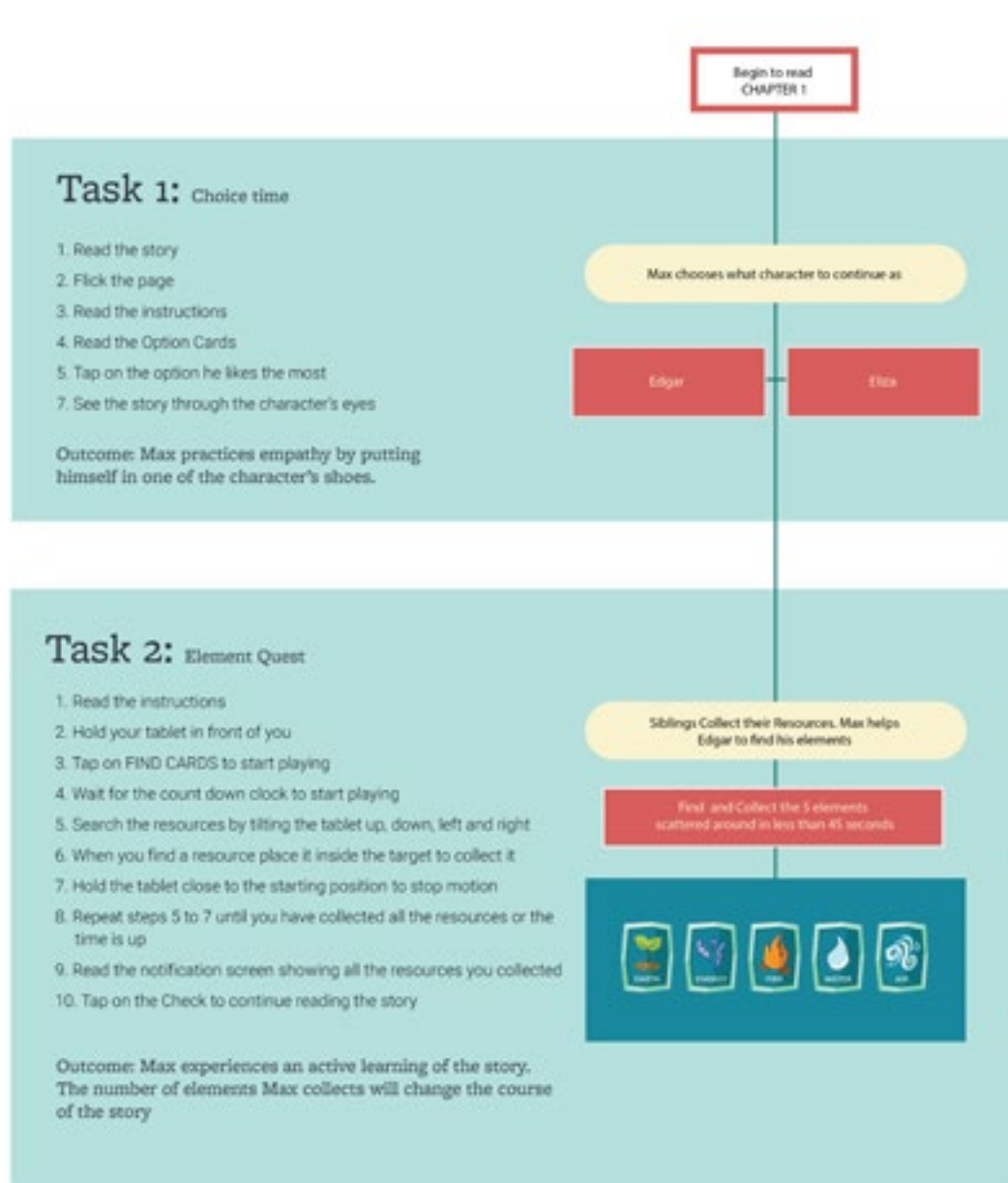
- Create a book that initiates the gender equality conversation with boys
- Practice empathy by putting themselves in somebody else's shoes
- Bite-sized, digestible pieces of text
- Followed by more “active” reinforcement putting into practice what they just learned in the story
- Purpose they can understand
- Obvious direction, so that they can tell that progress is occurring
- Element of competition and/or involves short-term goals
- Positive feedback
- Making the reading experience active
- Having graphical elements
- Writing about a subject of interest for boys
- Giving them the feeling of accomplishment and challenge

PROOF OF CONCEPT



PROOF OF CONCEPT

THE POWERS TASK FLOW



Overall desired outcome:

By hearing the message in the story repeatedly, Max learns how collaboration, acknowledgment of others' abilities, and acceptance of oneself and others improves the outcomes of problematic situations. Regardless of whether it goes against what society has taught him how normal behavior is supposed to look.

PROOF OF CONCEPT

QUICK APP OVERVIEW



PROOF OF CONCEPT

TASK ONE: STORY MODE

TASK: READ STORY

1/4

Max reads the story. To read all the text on this page, Max scrolls down.

Max can access all the sections of the book through the Navigation tab or from the Home button at the bottom of the page.

DESIRED OUTCOME

Read an interesting story while opening the gender equality conversation with Max.

Navigate through the pages.



TASK: READ STORY

2/4

Max taps on the tabs to toggle them and enjoy the illustration and animation better.



TASK: READ STORY

3/4

Max taps on the bookmark
to save this page.



Chapter 1

1. *Wizardly heroes*

Agata and Rollo had two children, Edgar and Eliza. Unlike their parents, they weren't extraordinarily gifted or disciplined. At best they were average compared with their peers at school. Regardless of their limited abilities as spellspinners Edgar and Eliza had other powerful skills. Edgar was a true leader, strong and kind while Eliza was a curious soul, agile in mind and body, and smart.



TASK: READ STORY

4/4

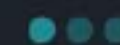
Max taps the next arrow to switch pages.



Chapter 1

1. *Wizardly heroes*

Agata and Rollo had two children, Edgar and Eliza. Unlike their parents, they weren't extraordinarily gifted or disciplined. At best they were average compared with their peers at school. Regardless of their limited abilities as spellspinners Edgar and Eliza had other powerful skills. Edgar was a true leader, strong and kind while Eliza was a curious soul, agile in mind and body, and smart.



PROOF OF CONCEPT

TASK TWO: CHOICES INTERFACE

TASK: CHOICES PANEL

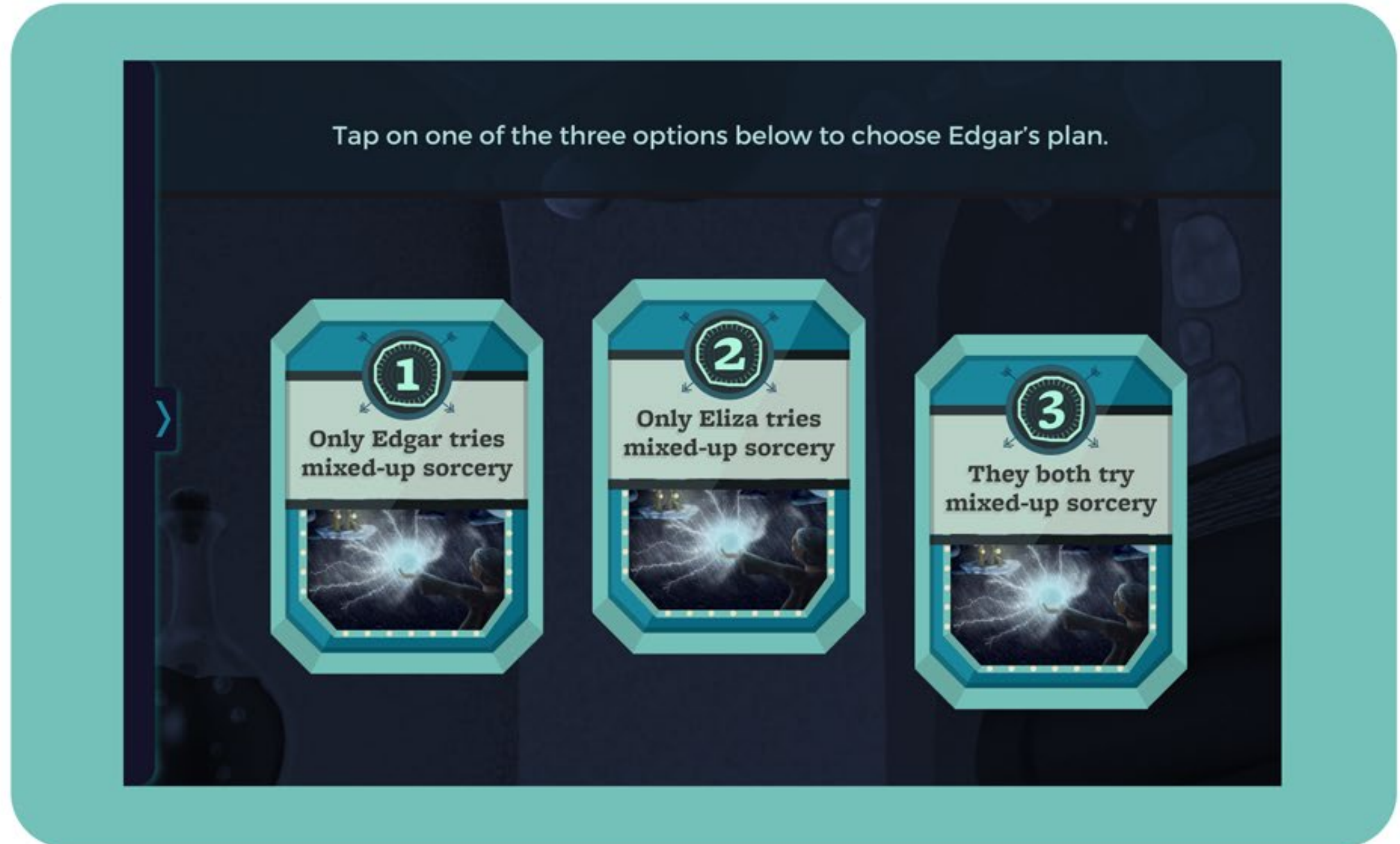
1/2

Max reads the instructions and taps on his favorite option.

DESIRED OUTCOME

Develop sense of empathy by role playing as one character in the story. Max's choices will directly affect the characters' outcomes.

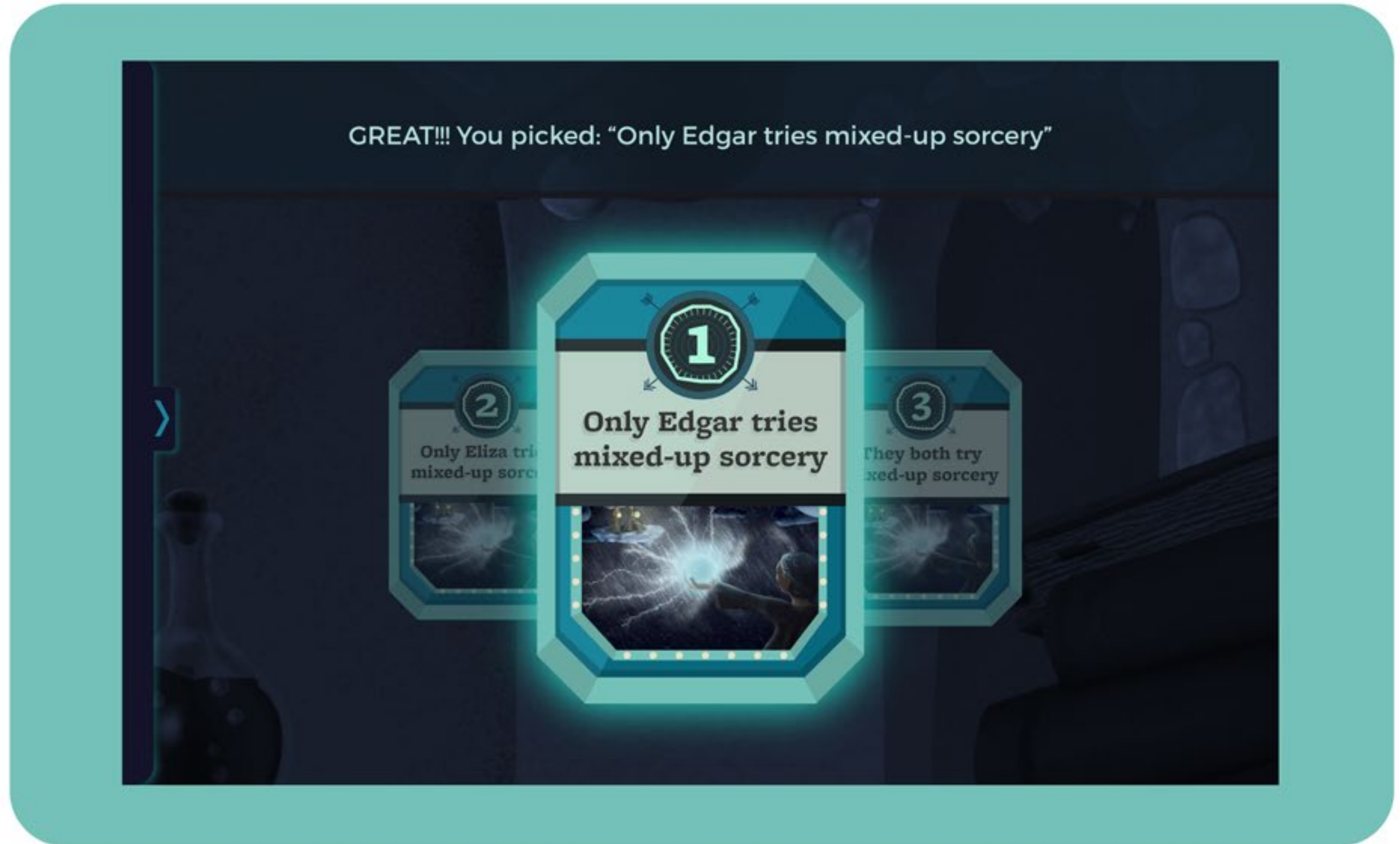
The main point of the choices is to take the gender equality conversation one step forward. With each choice Max will put into practice gender stereotype free concepts in the story. He will see better outcomes occur when collaboration and acknowledgment from both genders take place in the story and by detaching from outdated preconceptions imposed upon someone uniquely because of one's gender.



TASK: CHOICES PANEL

2/2

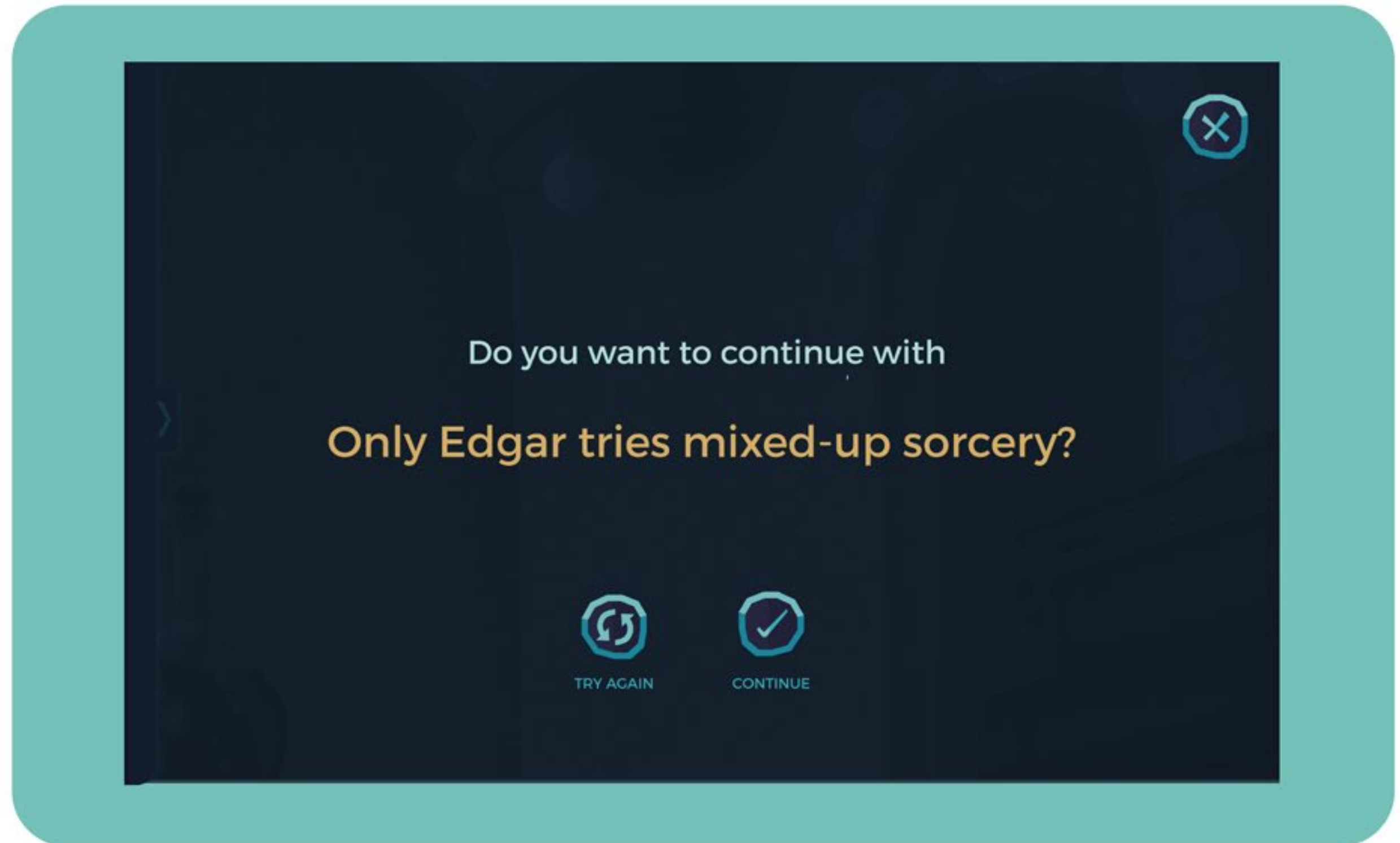
Max's chosen option enlarges and glows. The instruction panel updates the text to match the selected option.



**TASK:
CHOICES PANEL**

ALTERNATIVE

I'll use this screen if further testing reveals that it is necessary.



PROOF OF CONCEPT

TASK THREE: ELEMENT QUEST

TASK: ELEMENT QUEST

1/12

Max reads the instructions and tap on Find Elements

DESIRED OUTCOME

Develop empathy by putting Max in Edgar shoes. Max's performance will affect the story's outcome.

To help Edgar to collect his elements to practice his spells with his dad.



ELEMENT QUEST

- 1 Start by holding your tablet still in front of you
- 2 Move the tablet to find the hidden element cards
- 3 Place the element cards inside the target to collect them
- 4 To stop the motion, hold your tablet still in front of you

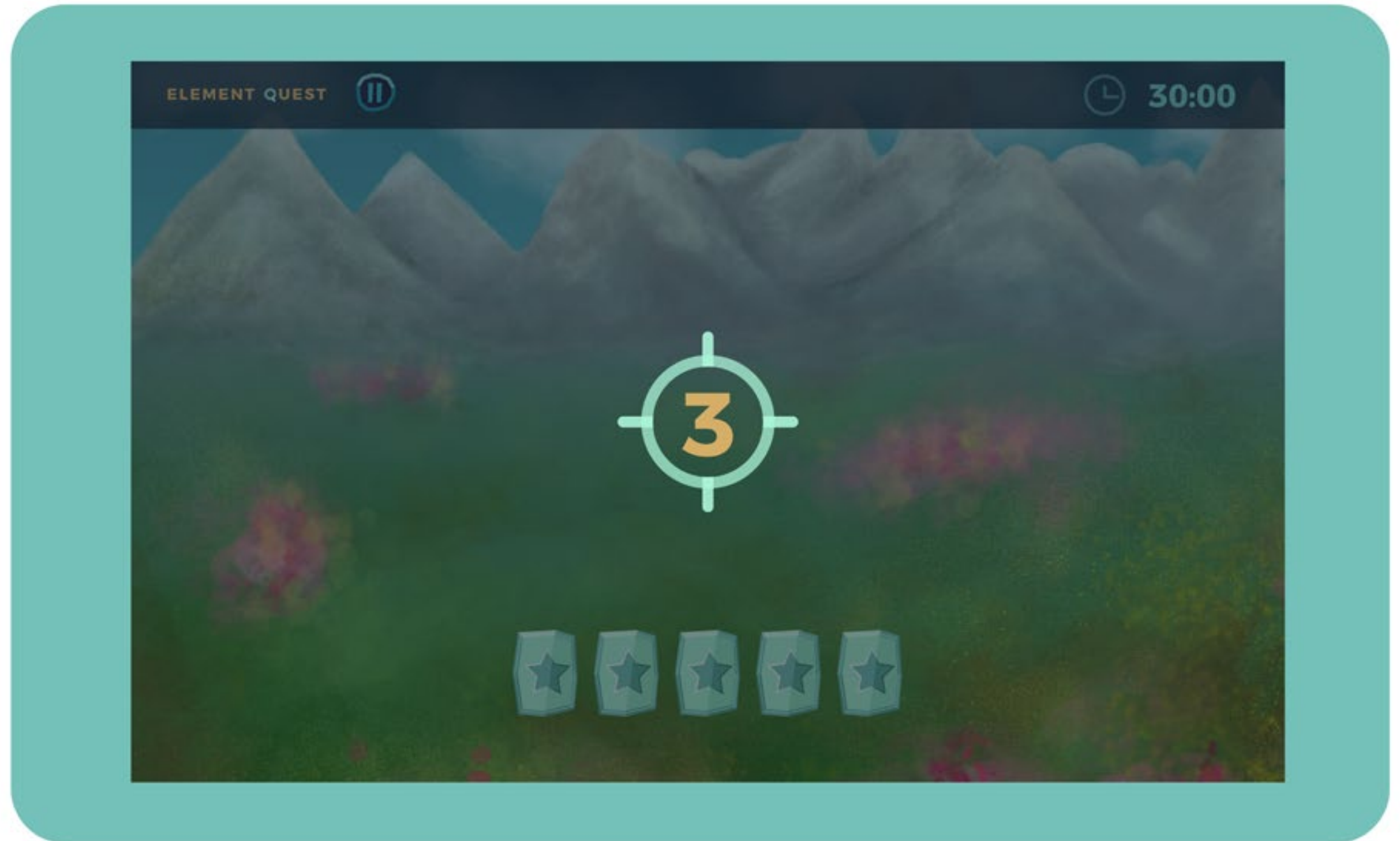
You have **45** seconds to help Edgar to find **5** elements

FIND ELEMENTS

TASK:
ELEMENT QUEST

2/12

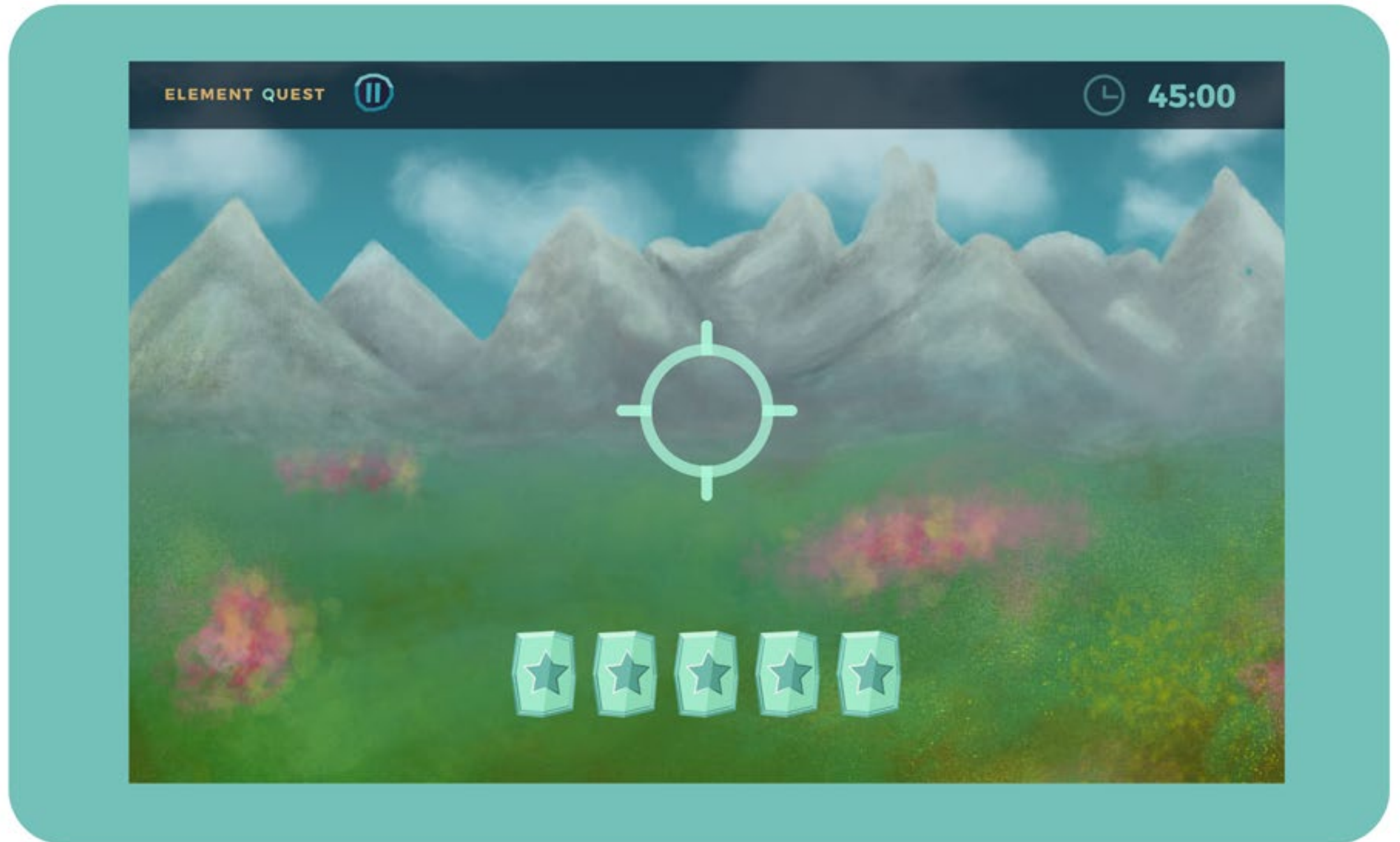
Max waits for the to start
playing



TASK: ELEMENT QUEST

3/12

Max explores the environment by moving his tablet up and down, left and right to find the scattered elements



TASK: ELEMENT QUEST

4/12

Max sees Fire to the right so he tilts the tablet to the left to move the target towards the card.



TASK: ELEMENT QUEST

5/12

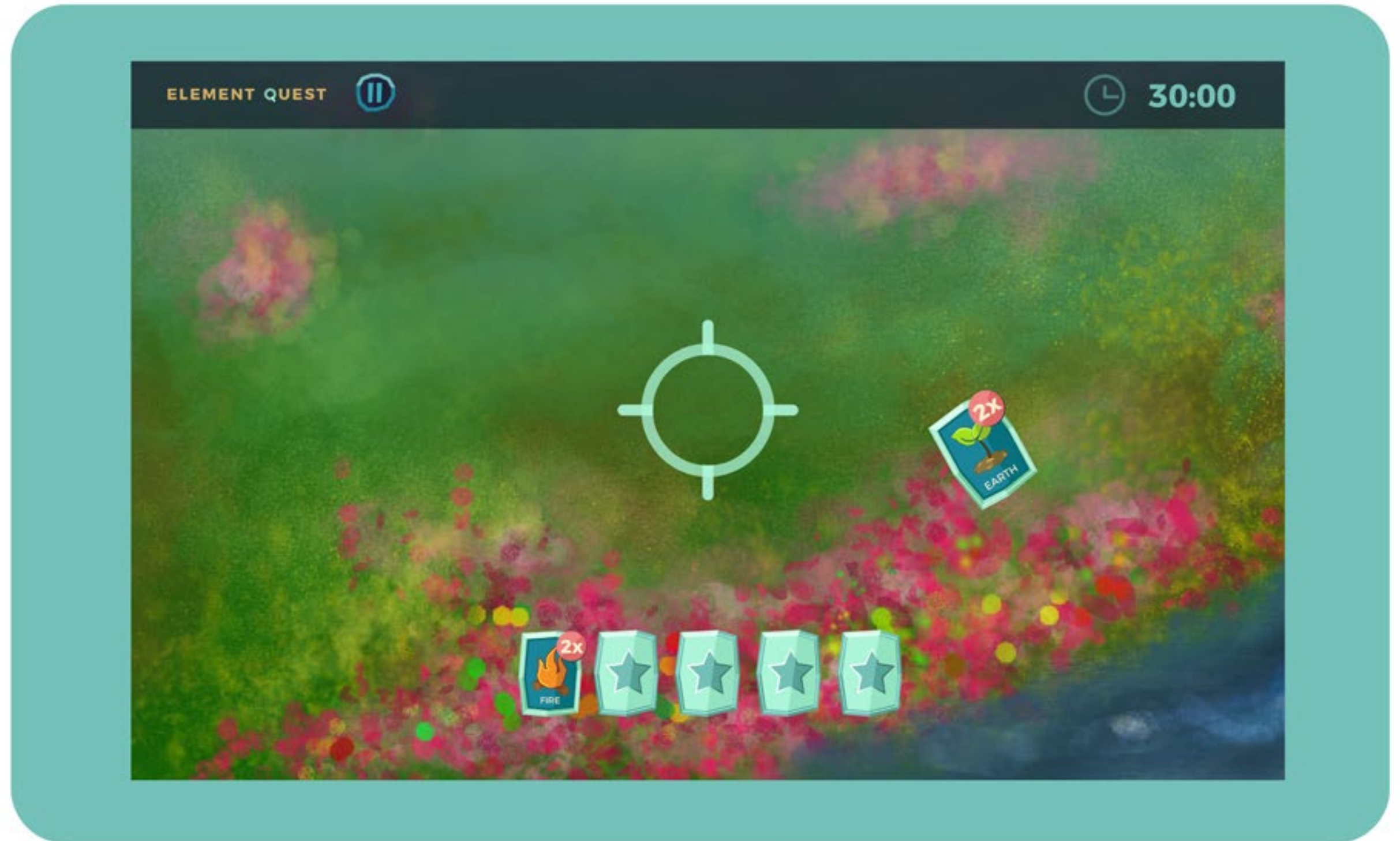
Max place the target on the element to collect it. He sees feed back from the target when he is close to collect it.



TASK: ELEMENT QUEST

6/12

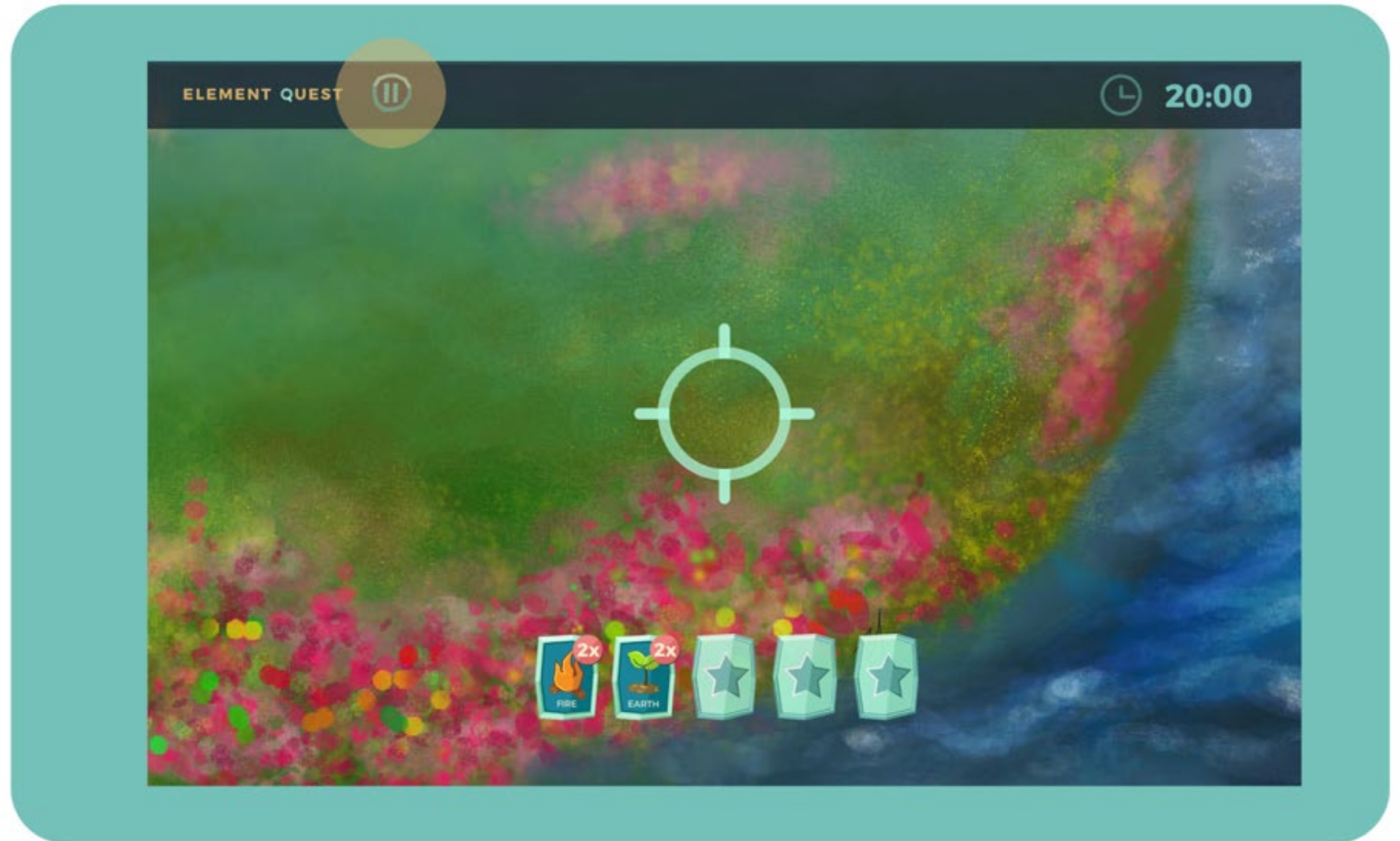
Max sees the collected card fill one of the empty slots. He keeps moving his tablet until he finds another element.



TASK: ELEMENT QUEST

8/12

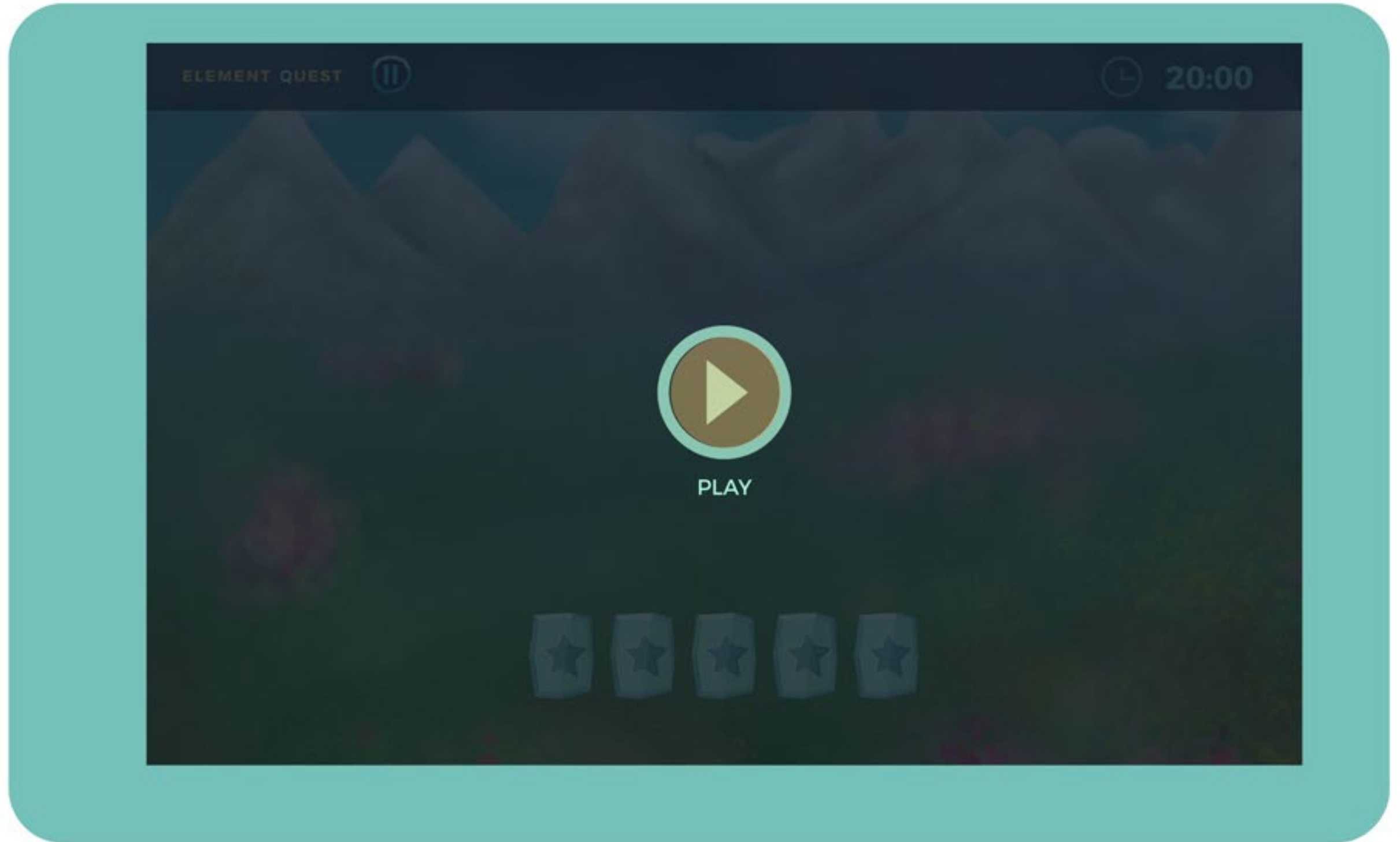
Max moves the tablet to the right to place the target on top of the Elements card. The new collected card fills the second empty slot.



TASK:
ELEMENT QUEST

9/12

When Max is ready to continue he taps on the play button to resume the game.



TASK: ELEMENT QUEST

10/12

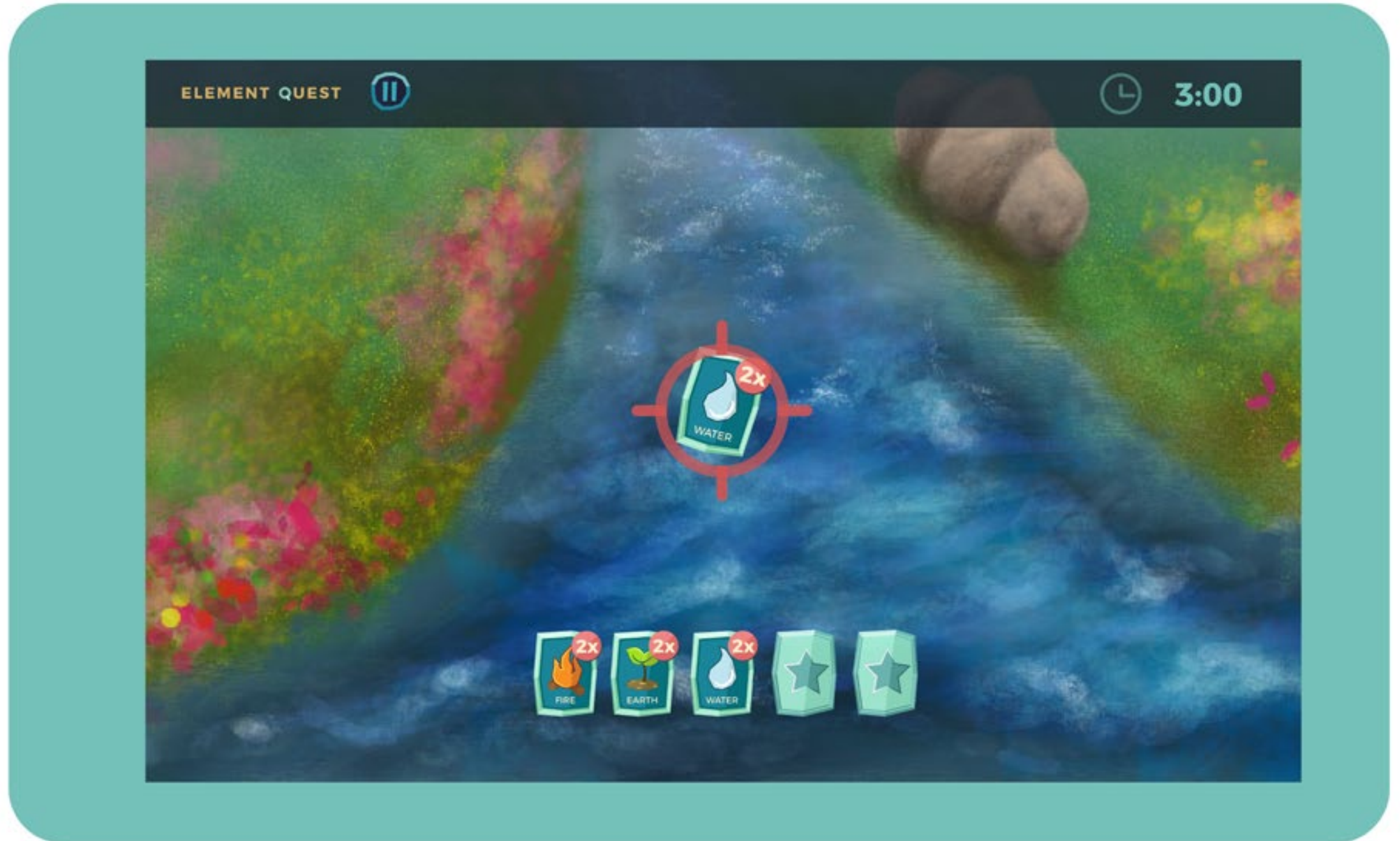
Max keeps looking around to find more elements. He sees Water, but he is running out of time. Will he be able to collect it?



TASK:
ELEMENT QUEST

11/12

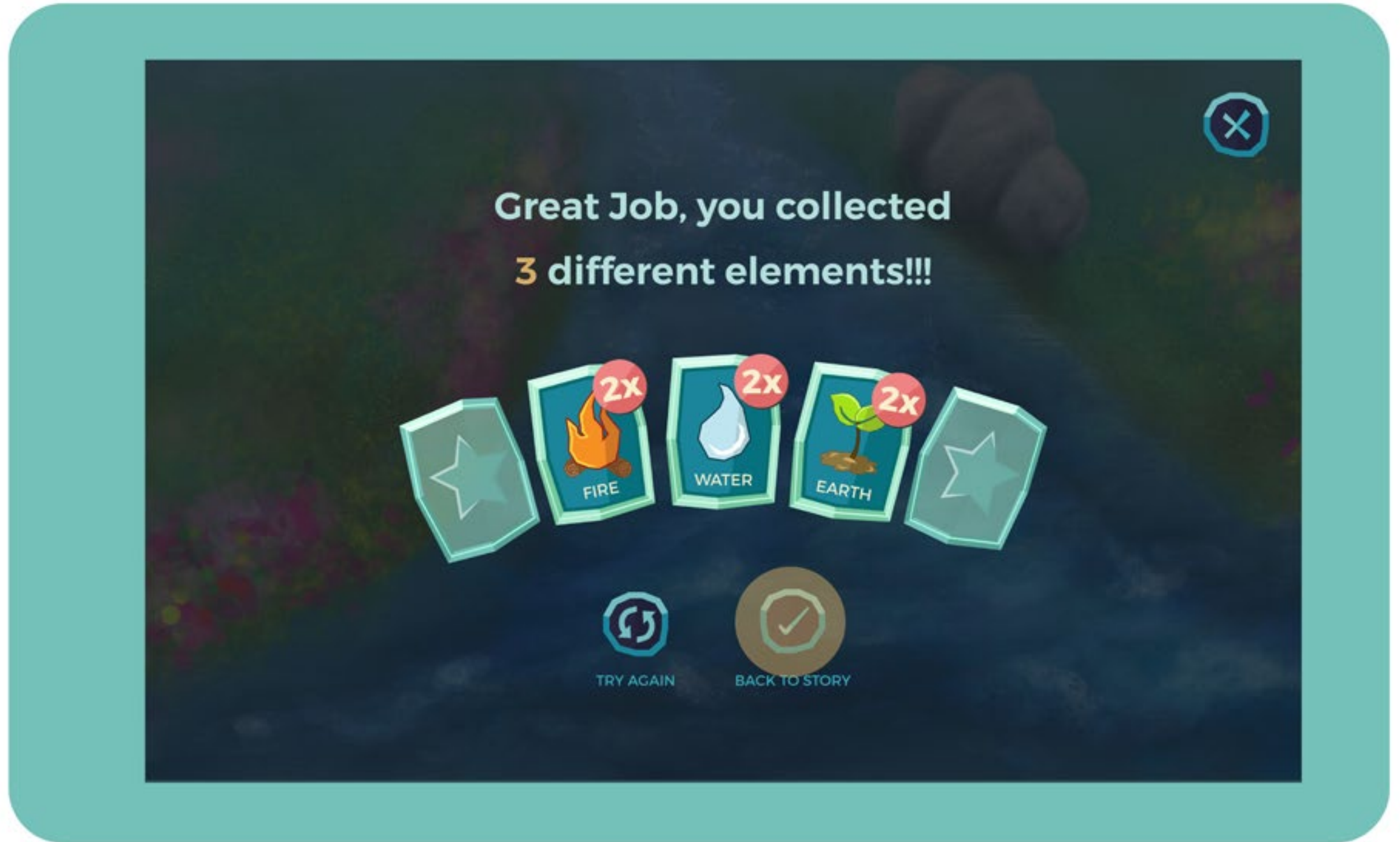
YAY! He did. But he only have 3 seconds left to find more elements around.



TASK:
ELEMENT QUEST

12/12

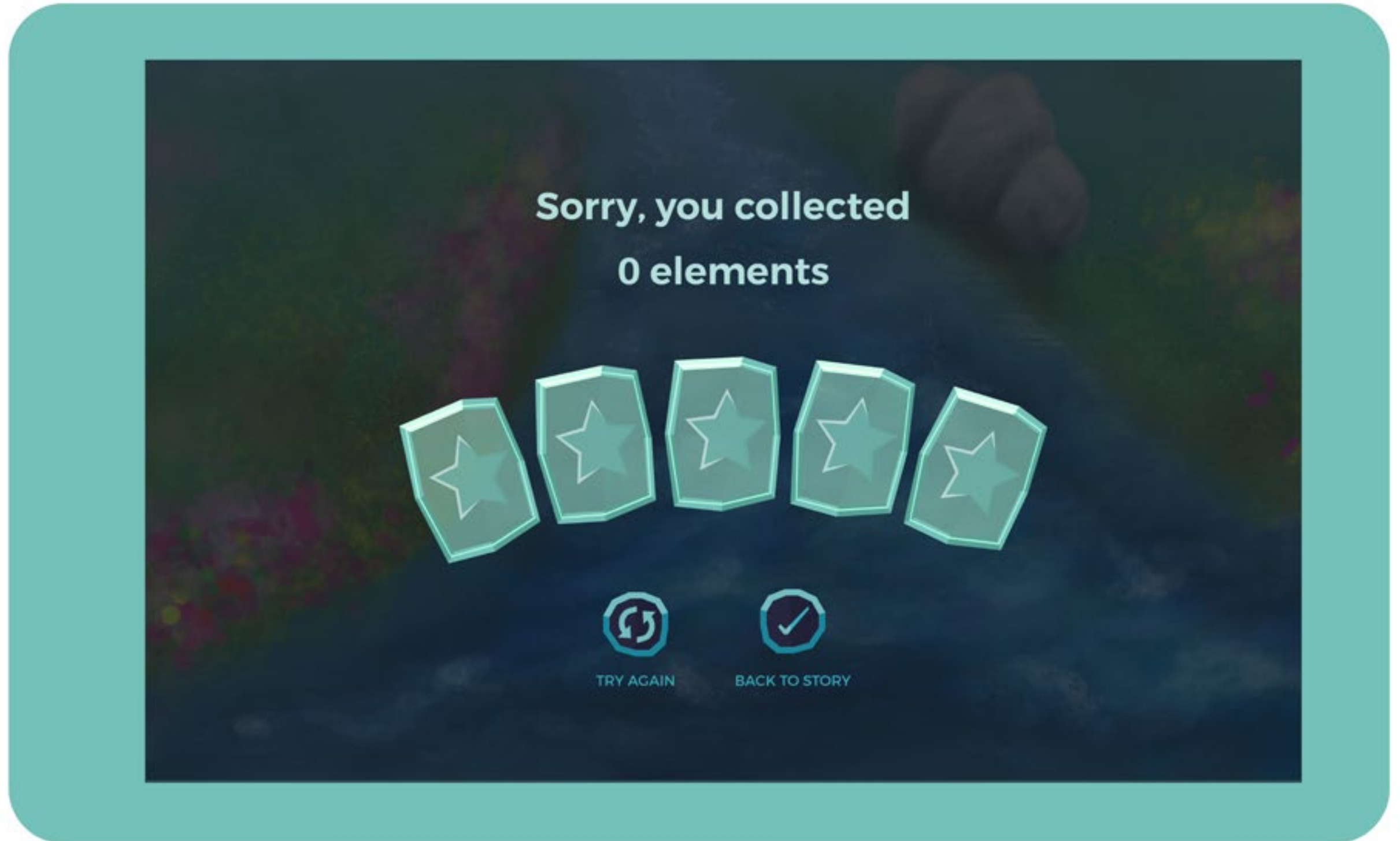
Max reads his confirmation screen and taps on the Check icon to go back to the story.



TASK: ELEMENT QUEST

12/12 Alternative

OOPS! Max ran out of time to collect any element. He reads his confirmation screen and taps on the Try Again icon to go re-start the Element Quest activity.



PROOF OF CONCEPT

TASK FOUR: CAST SPELL

TASK: CAST SPELL

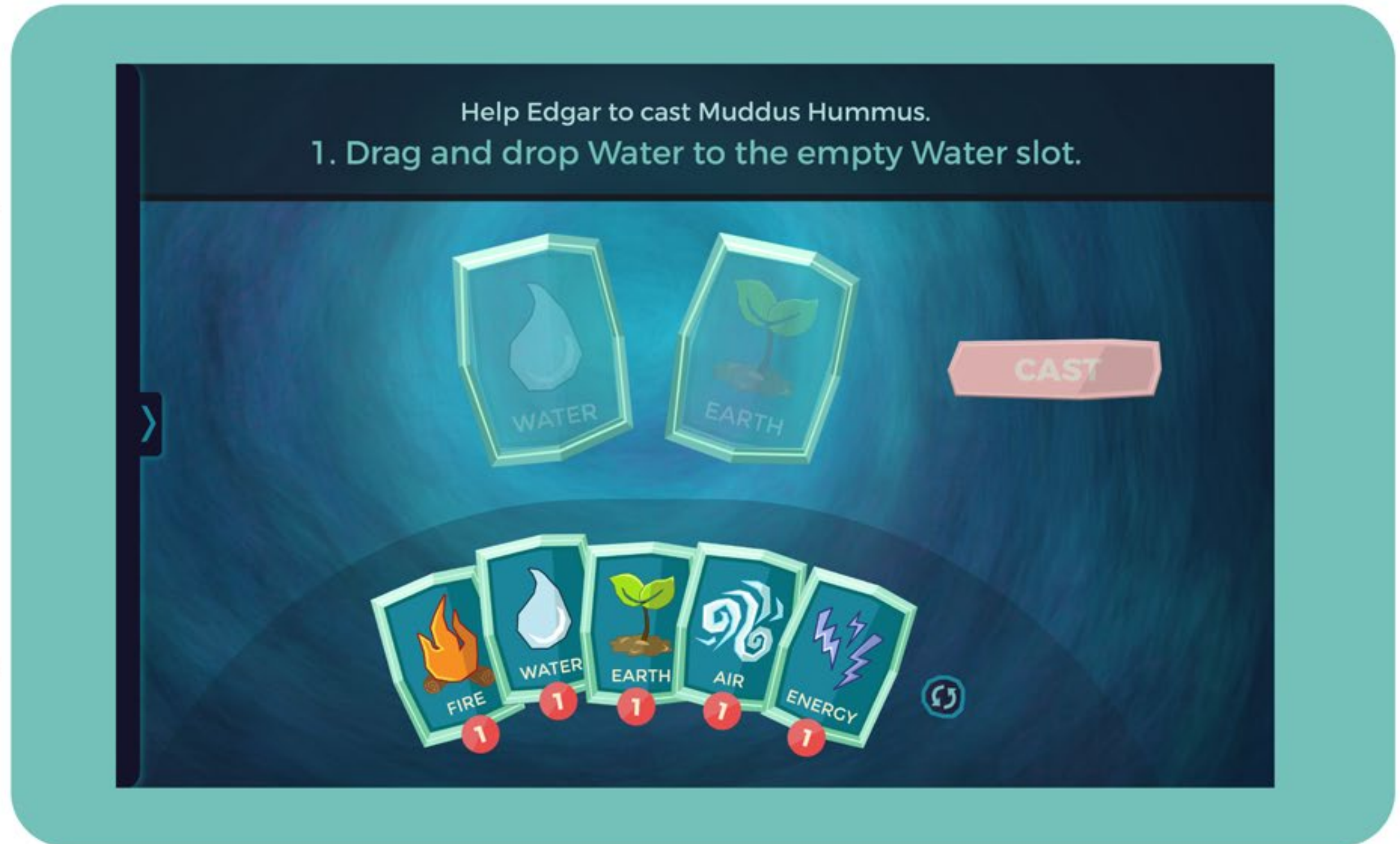
1/11

Max reads the instructions and studies the environment.

DESIRED OUTCOME

Create an extra layer of interest by putting into action the information learned from the story.

Max helps Edgar to cast a spell successfully. By doing so, Max learns the mechanics of this activity, which will be put into practice several times throughout the story. Given activity will increase its difficulty level on each chapter.




TASK: CAST SPELL

2/11

Max identifies the Water position and drags and drops it into the slot designated for it. He notices that the number of Water cards changes from 2 to 1. He also notices that the instructions change.

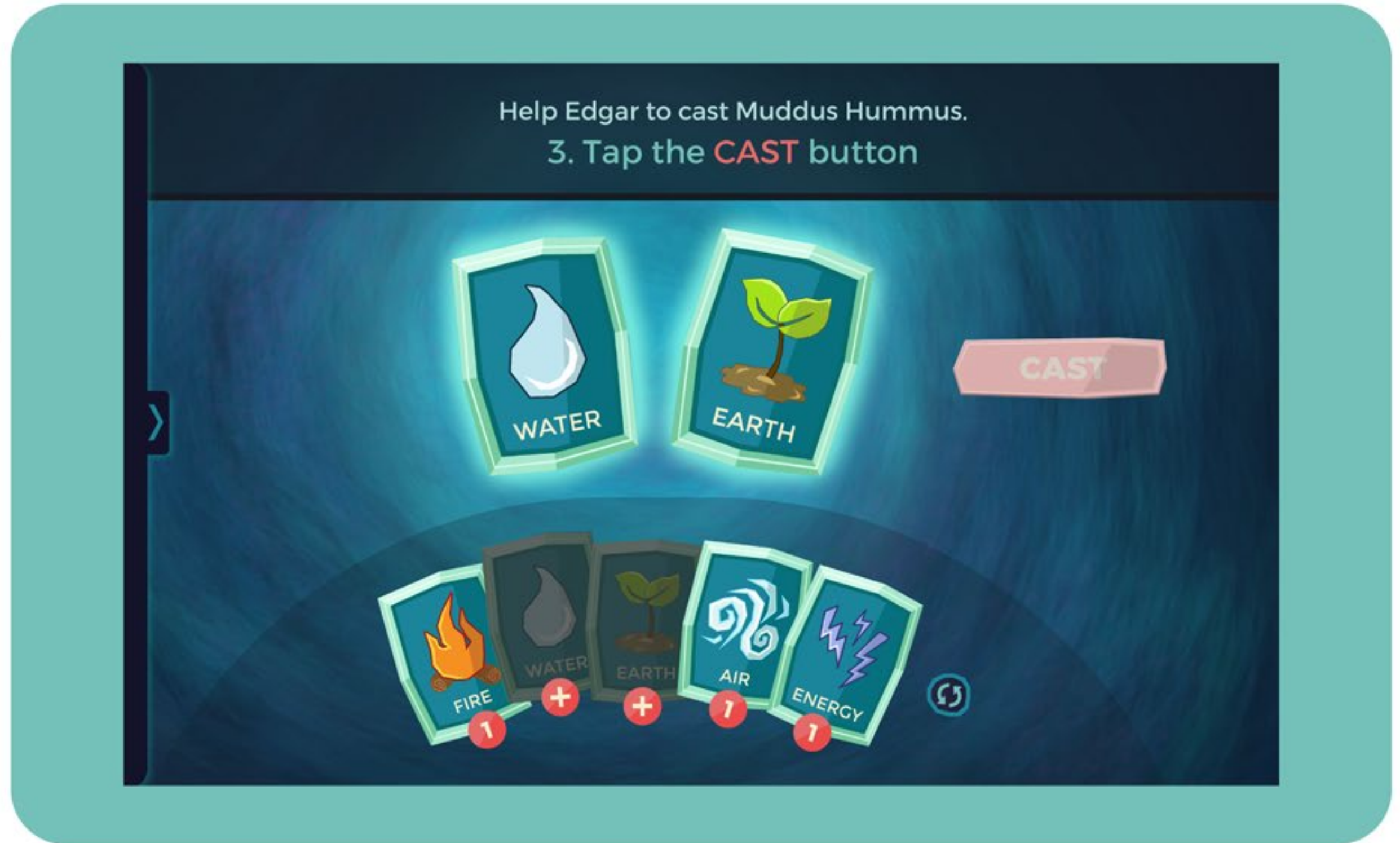
Help Edgar to cast Muddus Hummus.
2. Now, drag and drop Earth to the Earth empty slot.



TASK: CAST SPELL

3/11

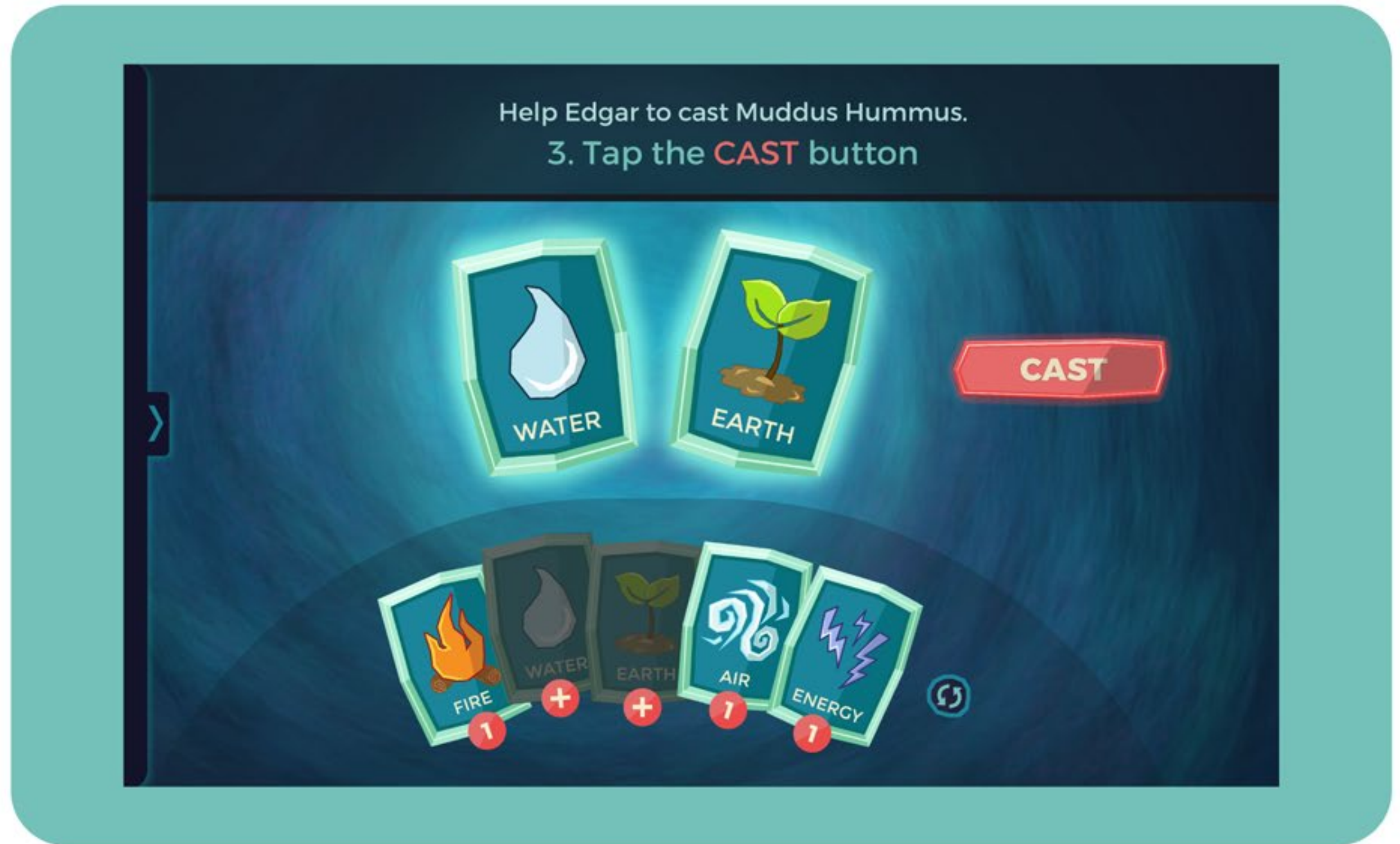
Now, Max drags and drops Earth to the designated card slot. He notices that the number of Earth cards decreases from 2 to 1 as well. Once again, the instruction panel changes its instruction.



TASK:
CAST SPELL

4/11

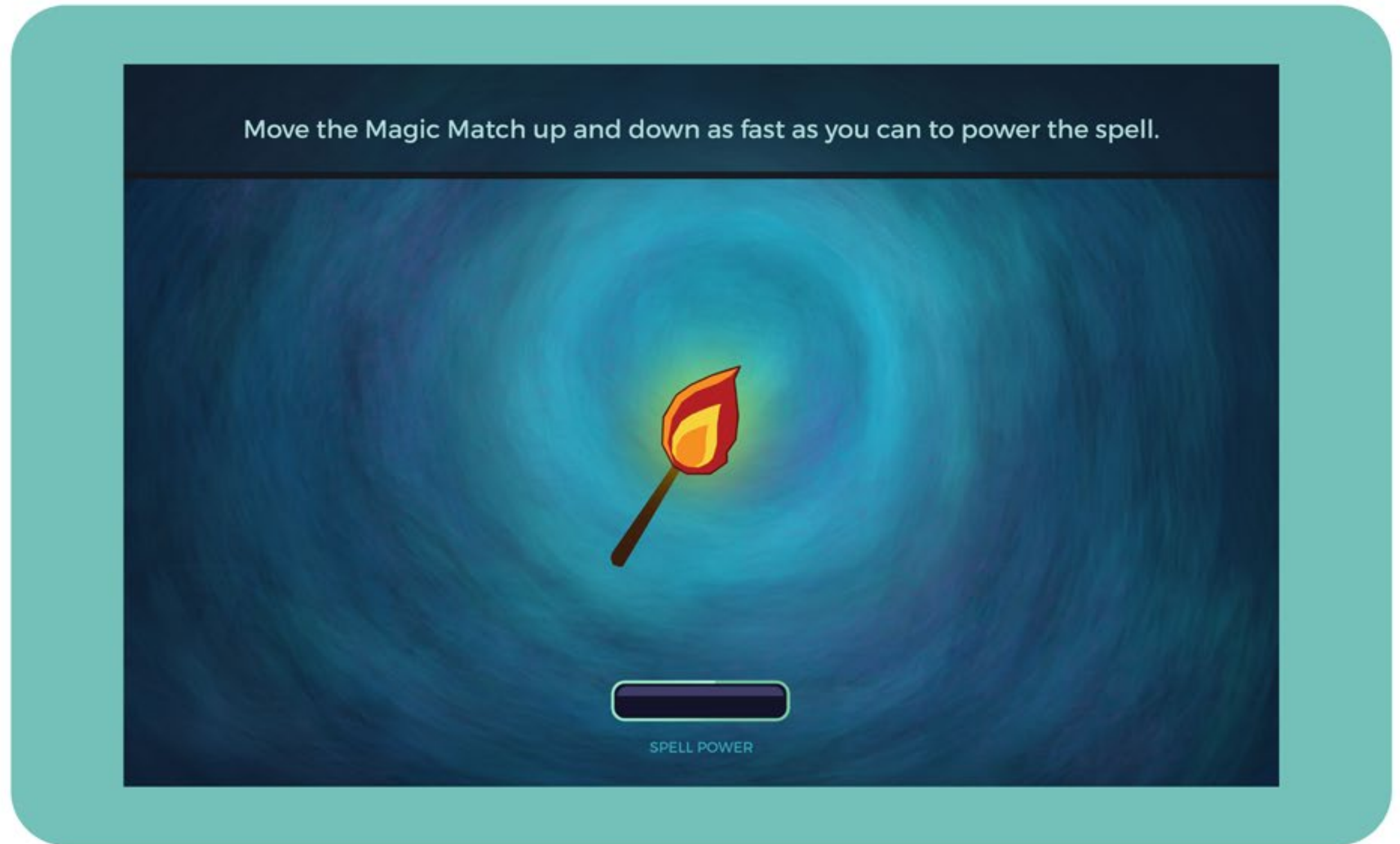
Max notices that also the Cast button is active now. So, he taps on Cast.



TASK:
CAST SPELL

5/11

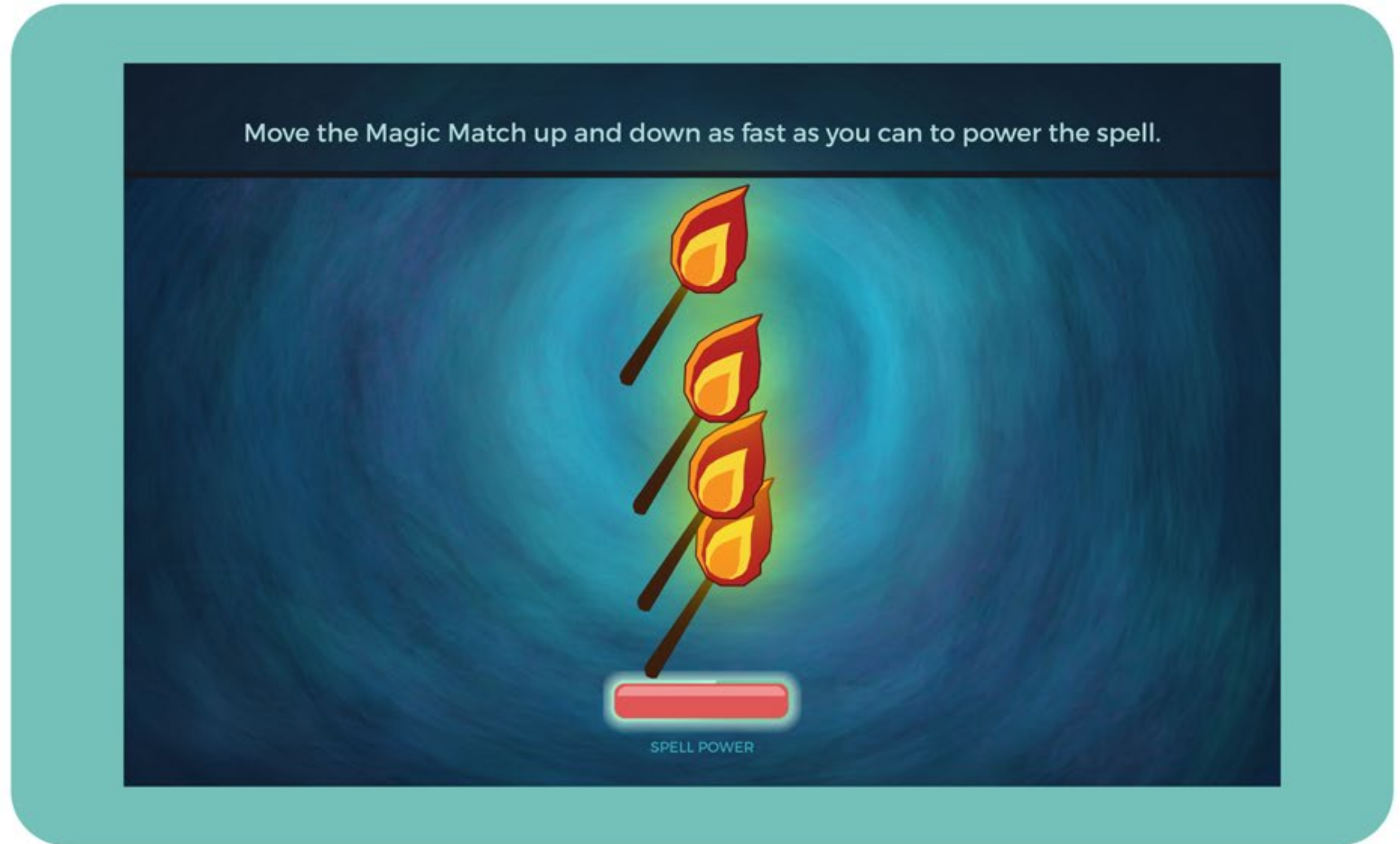
The interface changes and Max reads the new instructions.



TASK:
CAST SPELL

6/11

Max moves Edgar's magic match up and down as fast as he can and he sees the power bar filling up.



TASK:
CAST SPELL

8/11

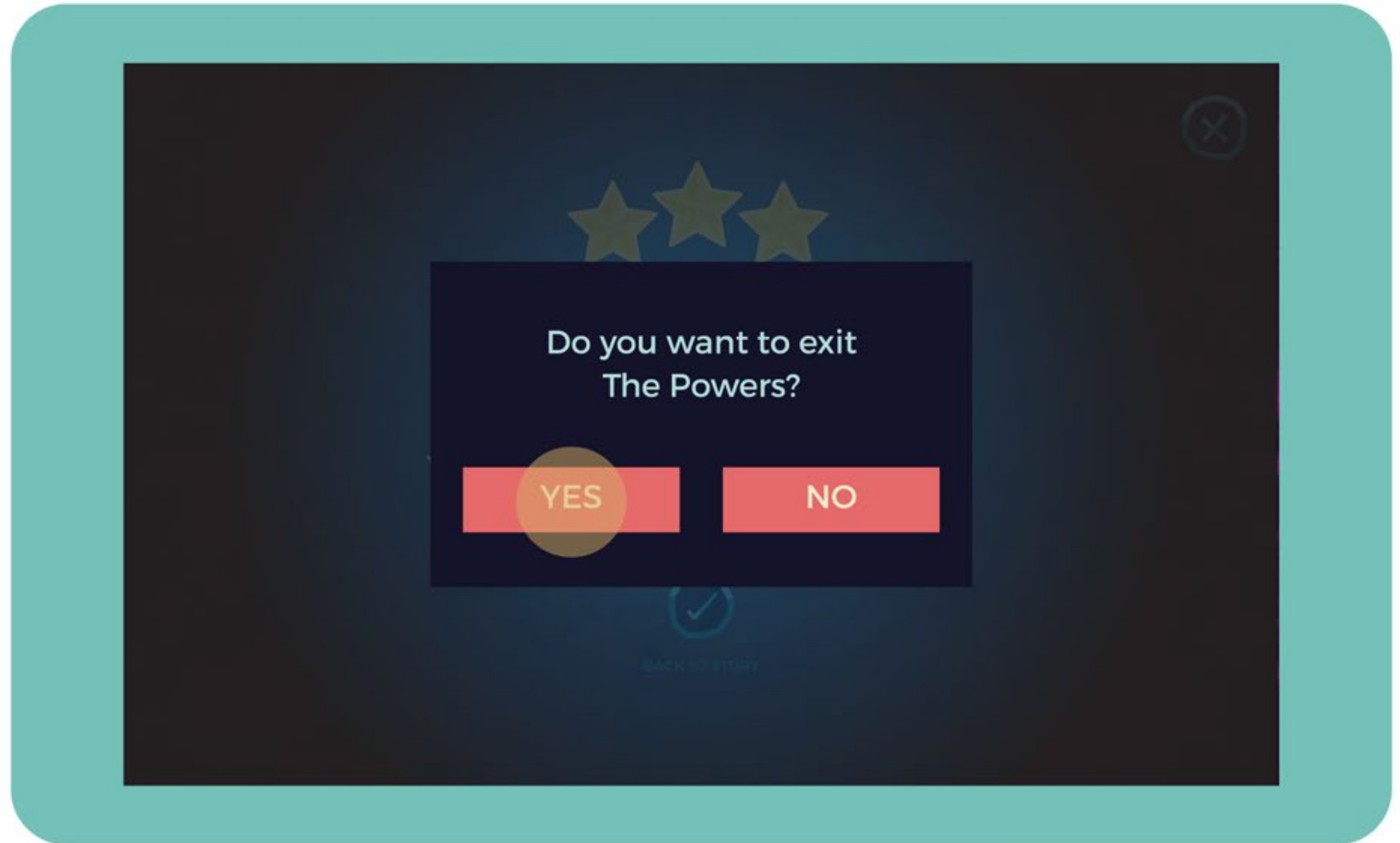
Max sees the confirmation screen and although he would like to tap on Back to story, his mom has told him that his screen time is up. So Max taps on the cross to exit the application.



TASK:
CAST SPELL

9/11

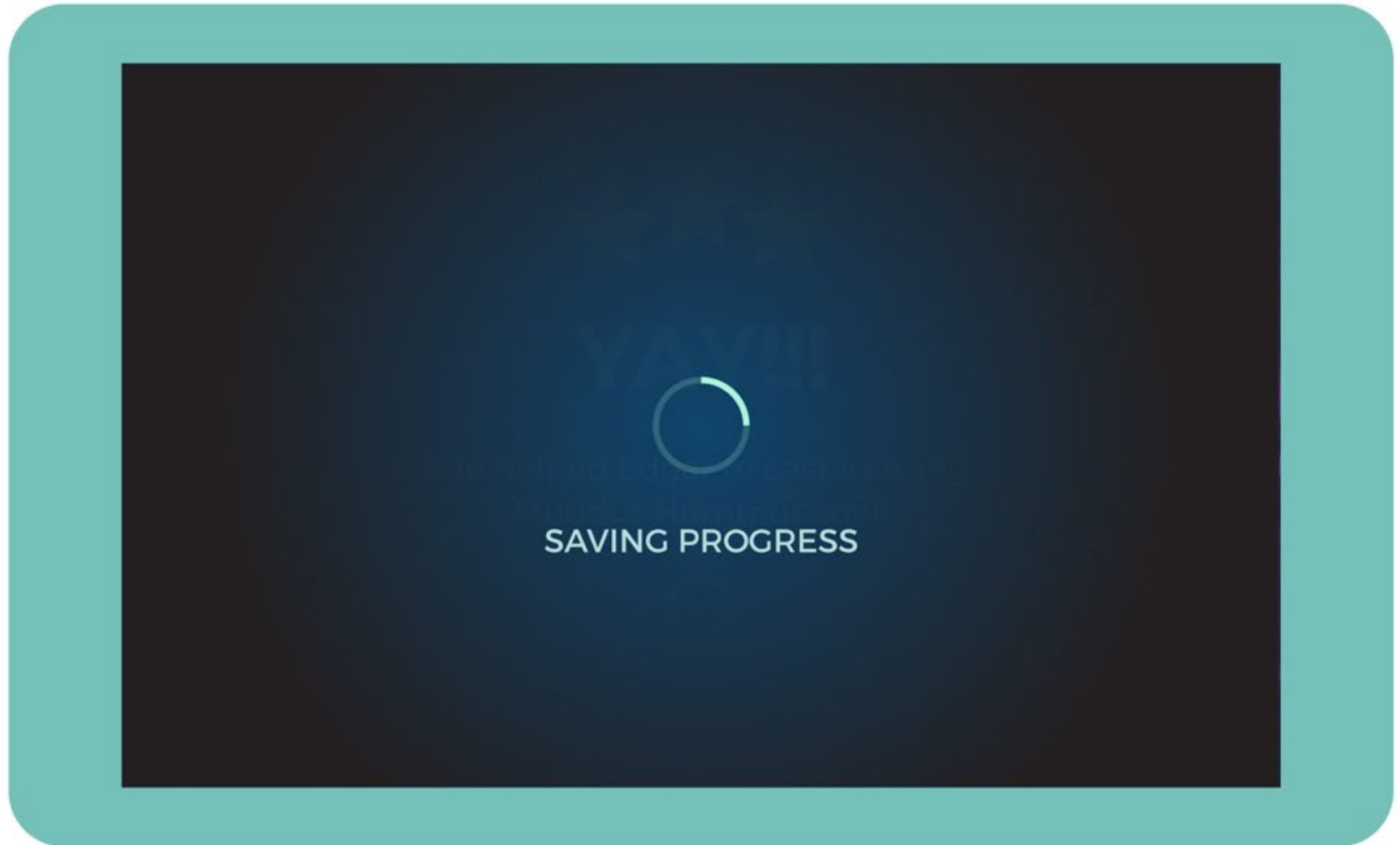
Max taps on Yes to exit.



TASK:
CAST SPELL

10/11

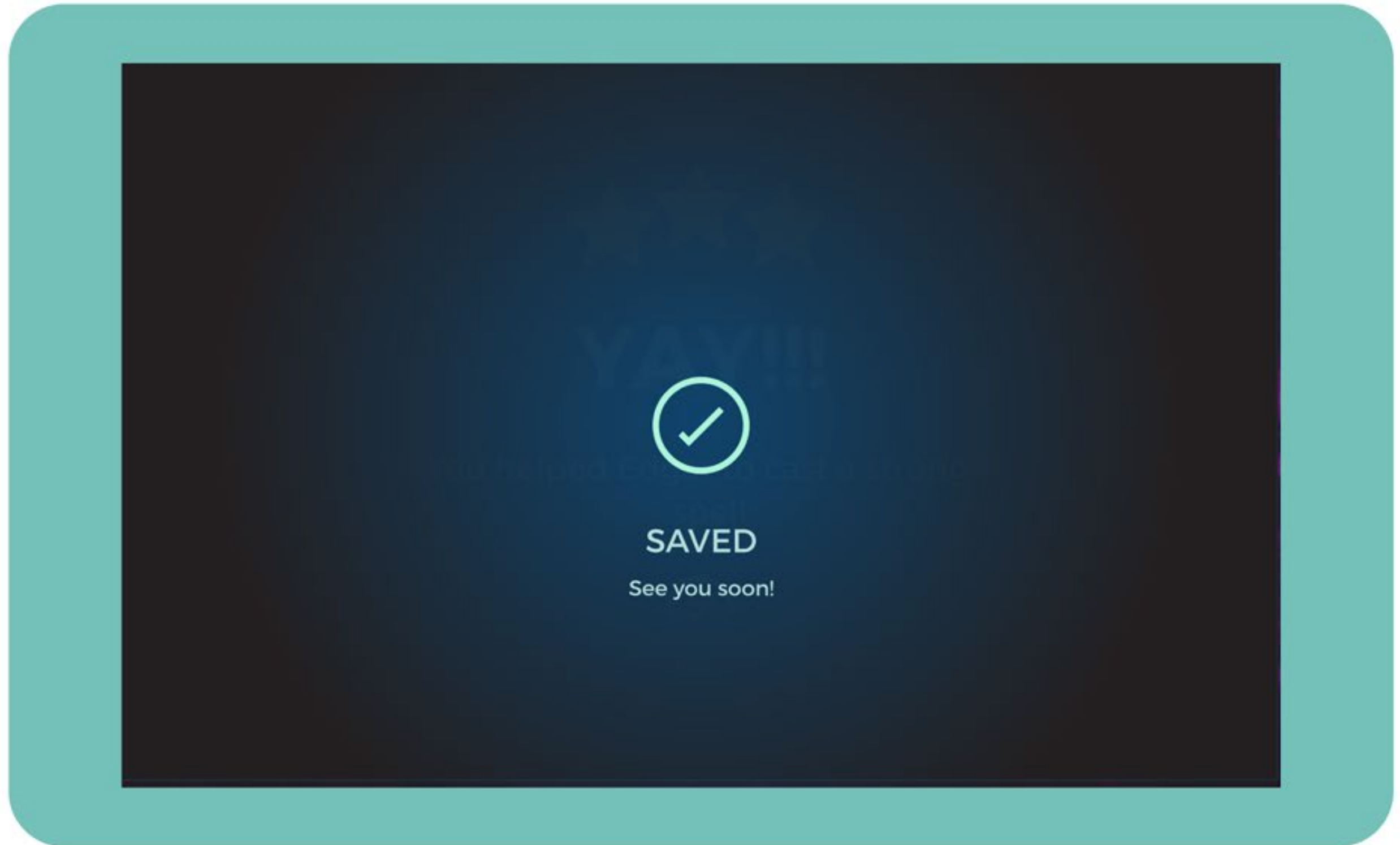
The Powers saves Max's
progress



TASK:
CAST SPELL

11/11

The application finishes saving and it gets closed.



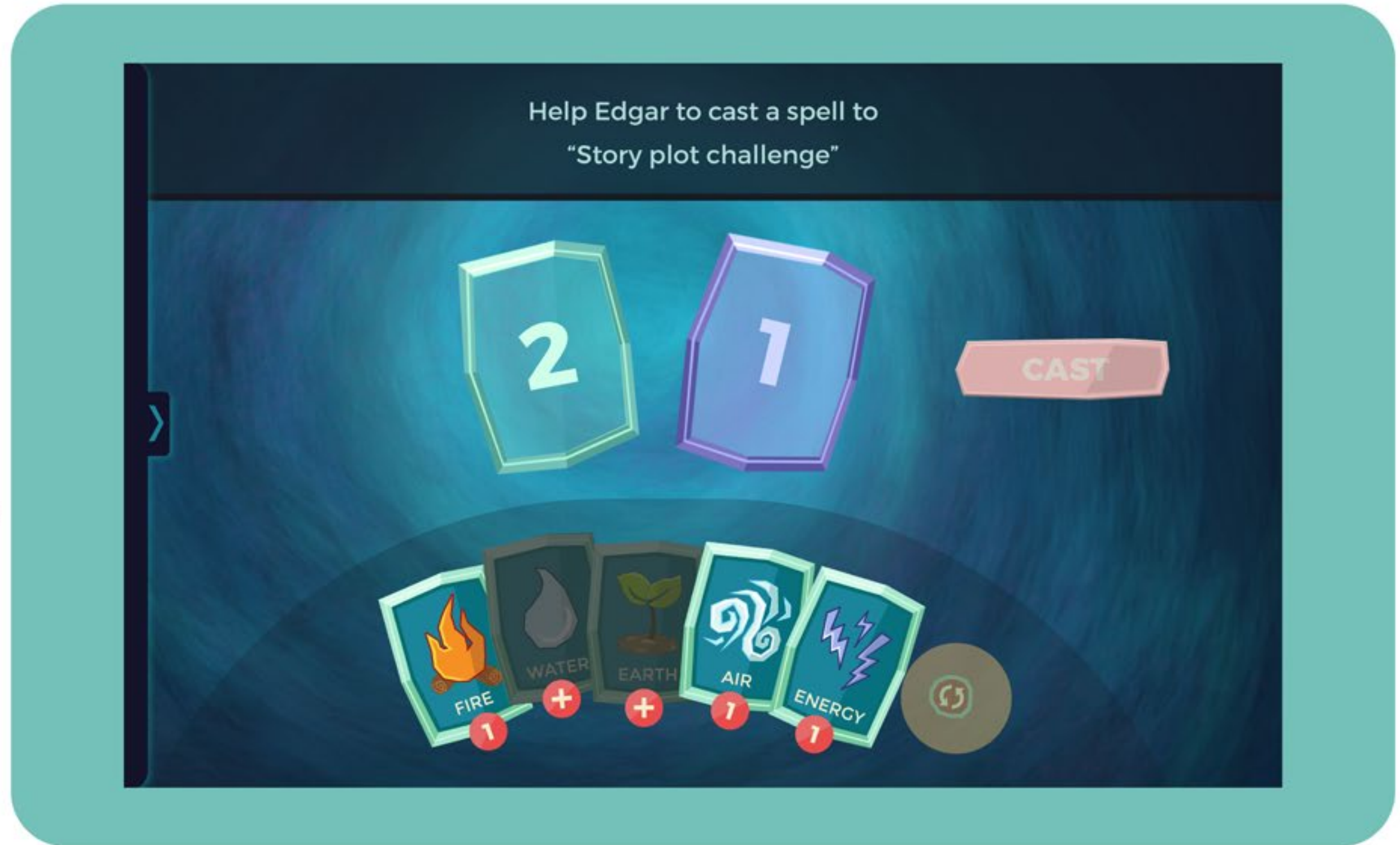
TASK: CAST SPELL

FUTURE SCENARIOS

Eventually in the story, Max will have to cast more complex spells. For example, spells that require a mix of Elements and senses. Even though he will receive feedback from the app of how many cards he needs from each type of cards, it will be up to him to add the cards he sees fit for the job.

Max can use help from the Spell Book to figure out what to cast, he could use the information given in the story or he could free play.

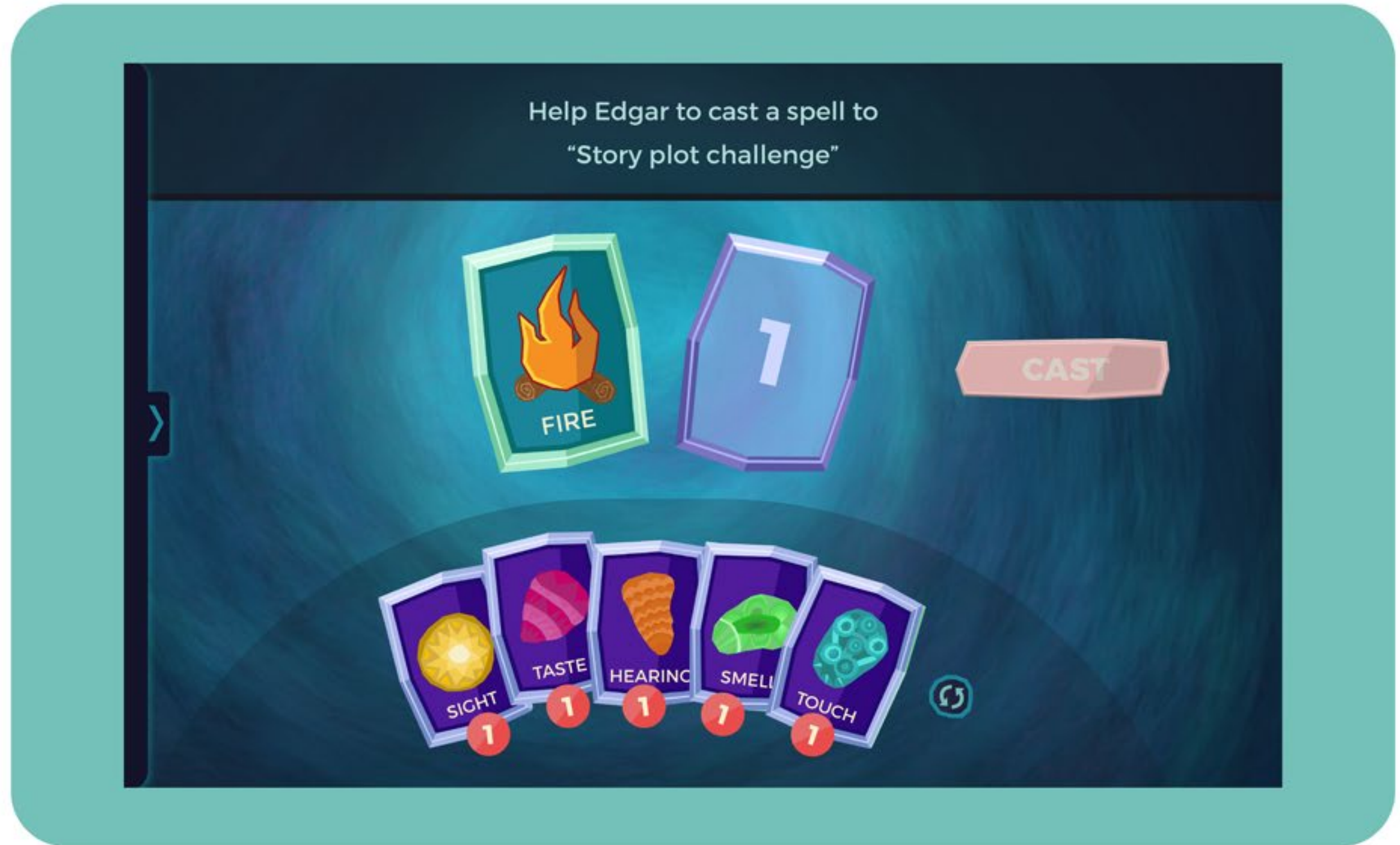
To change the set of cards Max taps on the switch cards icon to the right of his deck of cards.



TASK: CAST SPELL

FUTURE SCENARIOS

After he taps, the Elements spin out and the senses spin in. To get the elements back again, Max taps on the switch cards icon again.



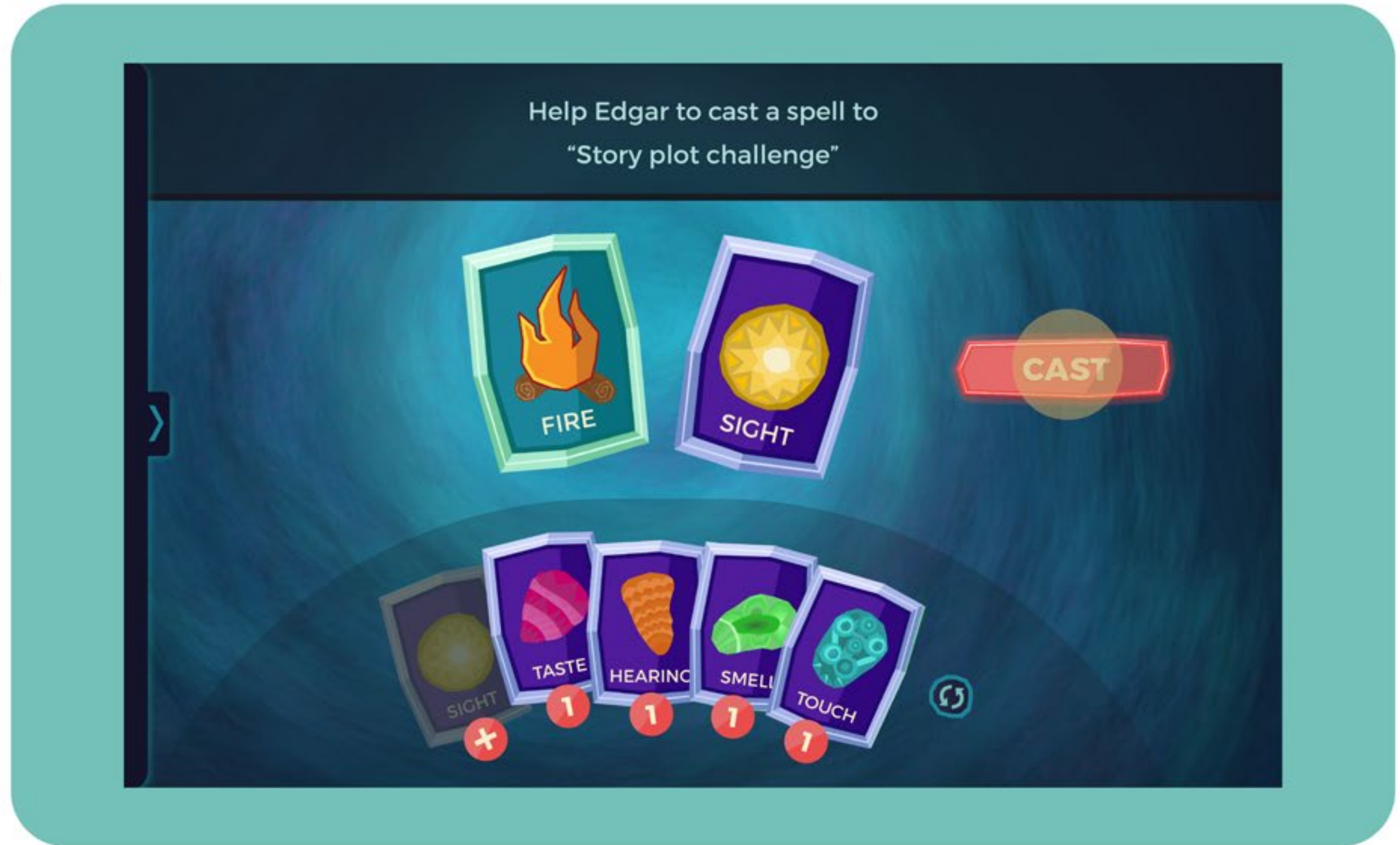
TASK: CAST SPELL

FUTURE SCENARIOS

After Max has dropped the cards on the empty card slots he taps Cast.

Now the app will verify if Max has selected the appropriate cards.

If he cast the correct spell, the engine will add the maximum number of points awarded for the level, for example level 1 (chapter 1) awards a maximum of 9 points for the exact match. If he cast a spell with one or more matching elements or senses, he will get fewer points depending on the Spell Book matrix. If the spell doesn't contain matching elements or senses he will get zero points.



TASK: CAST SPELL

FUTURE SCENARIOS

A total of 20 cumulative points will give Max the most powerful spell in level 1.

A 3 stars spell, the most powerful spell, will obtain 85% of the points or more.

A 2 stars spell, mildly powerful spell, is awarded if the points range between 84% and 55% of the total cumulative score.

A poor spell with 1 star, will obtain between 54% and 15% of the points.

An unsuccessful spell, 0 stars, obtains 0 to 14% of the cumulative points.

The spell strength will reflect in the outcomes of the story.



PROOF OF CONCEPT

ALGORITHM POINTS CHART

	AIR	WATER	EARTH	ENERGY	FIRE	NO SIMILAR ELEMENTS		
Breezy Drizzle	x	x				Blazy Stones	Zip Zing Vim	Electro Fire
Musty Dusty	x		x			Electrofire	Wicked Steam	Electro Fire
Stormery	x			x		Muddus Hummus	Wicked Steam	Electro Fire
Oxybust	x				x	Muddus Hummus	Electrofire	Zip Zing Vim
Breezy Drizzle	x	x				Blazy Stones	Zip Zing Vim	Electro Fire
Muddus Hummus		x	x			Oxybust	Stormery	Electro Fire
Electrofire		x		x		Musty Dusty	Oxybust	Blazy Stones
Wicked Steam		x			x	Musty Dusty	Stormery	Zip Zing Vim
Blazy Stones			x		x	Breezy Drizzle	Stormery	Electrofire
Zip Zing Vim			x	x		Breezy Drizzle	Stormery	Electrofire
Musty Dusty	x		x			Electrofire	Wicked Steam	Electro Fire
Muddus Hummus		x	x			Oxybust	Stormery	Electro Fire
Electro Fire				x	x	Breezy Drizzle	Musty Dusty	Muddus Hummus
Stormery	x			x		Muddus Hummus	Wicked Steam	Blazy Stones
Electrofire		x		x		Musty Dusty	Oxybust	Blazy Stones
Zip Zing Vim			x	x		Breezy Drizzle	Oxybust	Wicked Steam
Oxybust	x				x	Muddus Hummus	Electrofire	Zip Zing Vim
Wicked Steam		x			x	Musty Dusty	Stormery	Zip Zing Vim
Blazy Stones			x		x	Breezy Drizzle	Stormery	Electrofire
Electro Fire				x	x	Breezy Drizzle	Musty Dusty	Muddus Hummus
CAST THE CORRECT SPELL:			9 points					
CAST SPELL WITH ONE SIMILAR ELEMENT:			2-8 points (avg 5)	A Spell with one or more of the elements or senses that make the right sense				
CAST SPELL WITH NO SIMILAR ELEMENTS:			0-1 point					
CAST REST:			0 points					

UX PROCESS

TARGET AUDIENCE

PRIMARY TARGET AUDIENCE

- Boys
- 7 - 9 years old
- Love videogames and technology

SECONDARY TARGET AUDIENCE

- Girls
- 7 - 9 years old
- Love videogames and/or technology

TERTIARY TARGET AUDIENCE

- Parents of 7 - 9 year olds
- Concerned about their kids' reading habits
- Gender equality advocates
- Higher education

KEY PERSONA

MAX HINES

8 Years old

Max is an active second grader who daily plays video games such as “Lego Harry Potter” and “Skylanders: Trap Team” and tablet games like “Gizmonauts”. He also plays team sports twice a week and has play dates at least twice a week. At home, he likes to play with his sisters, but he usually ends up playing by himself after they fight. Max uses devices such as tablets and smartphones frequently therefore he is highly familiar with its gestures and basic functionalities.



SCREEN TIME



DEVICES



“Reading is so boring, videogames are better!”

UX PROCESS

COMPETITIVE ANALYSIS

Gender equality apps, books and websites are mostly targeted to girls and women. There aren't gender equality ebooks targeting boys. However, there are a lot of interactive ebooks with empowering messages and apps with similar functionality to The Powers.

Based on functionality and target audience I have closely analyzed the following apps:

1. Minecraft Story Mode
2. Gone Wishing
3. Jack and the Beanstalk for iPad
4. Monster Loves You



UX PROCESS

1. MINECRAFT STORY MODE

MineCraft: Story Mode is one of my direct competitors, for once this app is developed for iOS and Android and in both platform the app has been very successful. MineCraft: Story Mode is an animated story that has a choose-your-own-adventure element, just as The Powers aims to have. The production is of high quality and the story displays a hint of gender equality given that their main characters can be chosen to be a boy or a girl of different skin tones. Contrary to The Powers—which is an interactive eBook with rich gameplay that supports the story—MineCraft: Story Mode is mainly a game with a substantial story to back up the gameplay.

According to the graph below extracted from sensortower.com, since Minecraft: Story Mode was released in October of 2015, it has never been below rank 50 for paid games downloads in the iTunes store. Sensortower.com, shows that during March of 2016 and for Apple devices only, the game was downloaded 50,000 times and generated a revenue of about \$400,000, even though according to sensortower.com, March 2016 hasn't been MineCraft: Story Mode's best month in downloads. According to Google Play, Minecraft: Story Mode has been downloaded from this store between one million to five million times, reassuring the need for quality, paid, apps and games for children developed for this platform. The Amazon app store reports Minecraft: Story Mode as the number 4 paid app in the Appstore for Android. According to Google Play number of downloads only, this app has made at least \$5,000,000 in the six months from its release from the Episode 1 downloads only.

Minecraft: Story Mode's revenue model is heavily inclined to in-app-purchases. First of all, the user has to download and pay for episode 1 in order to access the following episodes via in-app-purchase-IAP-, and there is no way to access the

following episodes if the user hasn't bought the first one, however the following episodes aren't required to be bought in any particular order. The episodes 2 to 5 are offered for \$4.99 each, however, episode 2 to 5 could be purchased as a combo through the Multi-Pack option for \$14.99. The Adventure Pack offers the, yet to come, Episodes 6 to 8 for \$11.99 and the Mega Multi-Pack offers the hole collection, episodes 2 to 8, for \$24.99.

This app was developed by Telltale in collaboration with Mojang AB and Mojang Synergies AB and the app's target audience are children between 10 to 13 years old. Every chapter lets the user decide the course of the story at several points while integrating it with activities and games related to the story. Each episode can be played completely in about one hour and the user has the ability to pause the narrative at any point. Also, the users can save their progress in the episode as well as as many versions of the episode as there are choices to come back later and revisit that particular story-feature that I want to implement in The Powers.

PROS

Every chapter lets the user decide the course of the story at several points while integrating it with activities and games related to the story. Great deal of game play.

CONS

Very limited time to read the options and make a decision. Often times the app ends up making choices for the user.
Cannot save your progress during the videos (story) until getting to the game play.

UX PROCESS: Competitors

2. GONE WISHING

Gone Wishing is an ebook for iPad about “wish-craft” that tells the story of genies, leprechauns, fairies, and the secret Shooting Star Service. The main character is young Jacob, a tiny genie who was born to continue his family tradition. The problem is that Jacob is the first genie ever who can’t make a single wish come true. Jacob will have to figure out how to make magic without any magic abilities before his secret sees the light. This ebook features amazing illustration with outstanding animation and engaging interactions on every single page. The ebook also presents two hidden-object games where the user can make magic and play music. This ebook grants the user opportunities to make a wish every time the user is about to re-read the story and read what other kids around the world are wishing for. Additionally, the user can share her wishes and favorite parts of the story with friends and family. The user can experience the story by listening to the narration, read at her own pace, or enjoy the auto-play mode.

Although this is an amazing app with self-empowering message, the story’s main theme isn’t gender equality. Even while Gone Wishing is not a Choose Your Own Adventure kind of book, it explores the idea of self-confidence, and the relation of the self within the family. Also, technically this app possesses many of the qualities we are looking to develop for The Powers, such as great illustration, engaging animation and interaction. Gone Wishing is an app produced by Fi Production Publishers, a film and video production company based in Ljubljana, Slovenia. The author of the book is Luka Lorenci and Matej Jenko is the illustrator. This book is targeted to audiences between 5 to 9 years old and the full story is contained in 22 pages that can be read in between 6 and 12 minutes. Gone Wishing was first launched on December 14, 2014 and it is offered as a limited edition for free and a full edition for \$3.99, but unfortunately there aren’t any records showing the

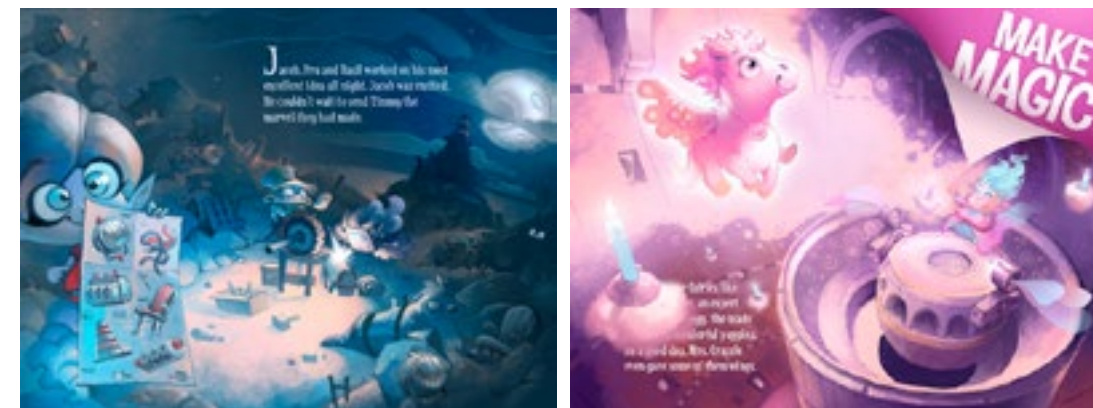
approximate number of users the app may have.

PROS

- Self-empowering message.
- Great illustration style
- Engaging animation and interaction.

CONS

- No gender equality
- No choose your own adventure
- Off the market



UX PROCESS: Competitors

3. MONSTER LOVES YOU

Monster Loves You was originally developed and released for PC and on January 2, 2014 this popular game was launched as an app for Android devices. The Monster Loves You app is the first collaboration between Radial Games–best known for Steambirds–and Dejobaan Gamescan. The app can be purchased in Google Play and the Amazon app store and also, one can buy the extended version for PC which is better developed, more widely known and also more expensive–\$9.99– than the app. Google Play displays that the app has been downloaded between 5,000 and 10,000 times, anyhow, at the moment it is advertised on sale–66.7% off–for limited time only for \$0.99. On the Amazon Appstore for Android Monster Loves You! ranks #39,252 for Paid. The app doesn't offer any additional in-app-purchases–IAP.

Monster Loves You's players are in charge of the development of their monster from birth to adulthood, therefore the users will be responsible for the outcome of their monsters. Throughout the story, players will have to make decisions that will affect the outcome of their monsters in the long term. This choose-your-own-adventure app offers the user up to 900 different outcomes for their monsters ranging from appearance to character and profession. One round of the game can be played in 40 minutes but since the game presents the player with numerous choices in every step, there is not a limit of time to finish one game. The game lacks any in-depth mechanics and it is relatively intuitive for users to understand what to do and how to do it from the first time. The original version is targeted to more mature audiences than mine, but the overall story and game is very suitable for children in my target audience.

The Monster Loves You functionality would be very similar to what I want to develop for my thesis project. However, the main focus of the apps would be slightly different, while this app mainly focuses on the desired values required in a person

to become part of society–which in part aligned with The Powers moral–The Powers has a stronger focus on gender equality.

PROS

- User responsible for the outcome of their monsters
- Up to 900 different outcomes

CONS

- Violent choices
- Not about gender equality
- Limited mechanics



UX PROCESS: Competitors

4. JACK AND THE BEANSTALK FOR IPAD

Jack and the Beanstalk by Nosy Crow is an ebook for Apple devices which was released in January, 2014 on the Apple AppStore. This highly interactive ebook was illustrated by Ed Bryan and developed by Nosy Crow Limited. Jack and the Beanstalk is targeted for children between 4 and 9 years old. The readers can read the 15 pages featured in the ebook within 44 to 60 minutes. The ebook is offered in the App Store for \$4.99 and it doesn't present any IAP. The publisher for Jack and the Beanstalk also offers a teaser that can be downloaded for free.

According to a free report in sensortower.com, the app was downloaded over 5,000 times during March of 2016. Most of its users are in the United states-53%-followed by Great Britain with 34% of the user share. Jack and the Beanstalk successfully aimed to create a completely new kind of reading experience for children, blurring the distinction between story and gameplay very successfully. This app rewards success in gameplay by unlocking more story. Jack and the Beanstalk by Nosy Crow has been created to encourage the audience to play again and try to obtain different outcomes every time. For this reason, Jack and the Beanstalk is very similar to the functionality and outcomes that StoryLand, LLC wants to implement in The Powers even though this app's focus isn't gender equality.

From the graph at right, obtained at sensortower.com, we can assume that roughly 50 percent of the time Jack and the Beanstalk by Nosy Crow was ranked above 100 and at least one quarter of the time the app's ranking is over the 50th position. To put those numbers in context, according to Gert Jan Spriensma, Founder Zazzy.me in the United States, "it takes on a typical day 25k downloads to hit the Top Overall 50 free (November iPhone data)" (Spriensma), unfortunately there is no such specific data available for free for paid apps.

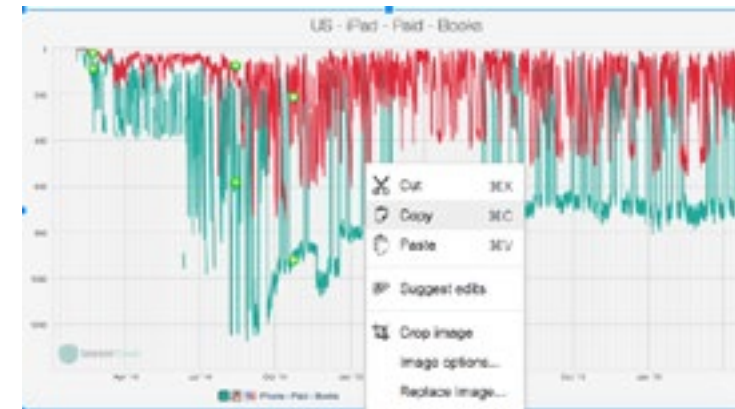
Safely, we can assume that on average the app gets 5,000 downloads per month—as the image above from sensortower.com shows for March 2016—since the app's rankings have been significantly consistent since its release in January 2014, adding up to roughly 150,000 total downloads.

PROS

- User can make different stories by choosing different options during the activities

CONS

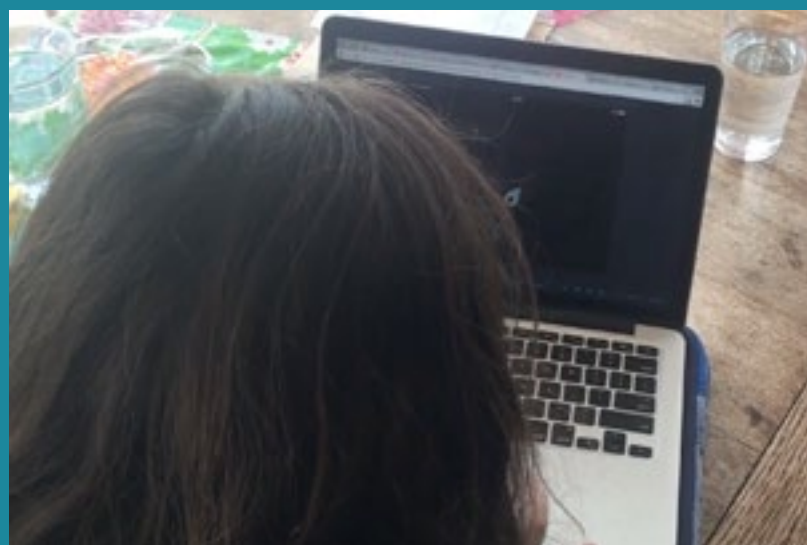
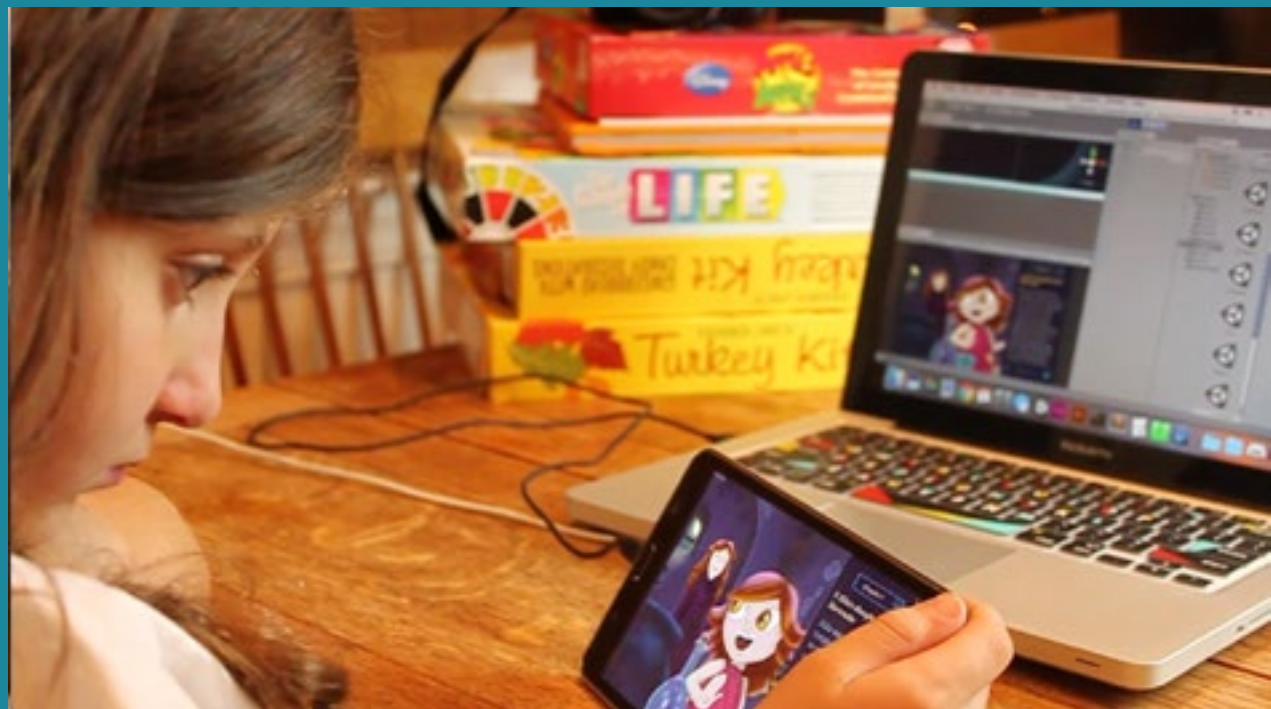
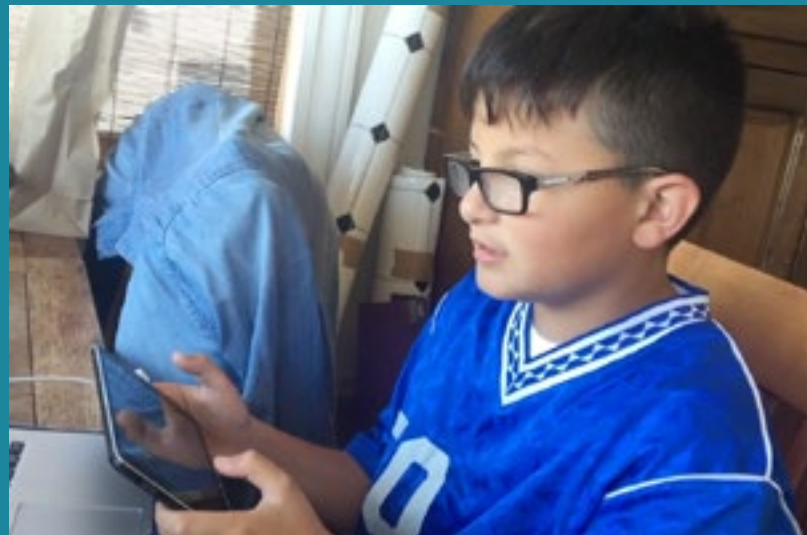
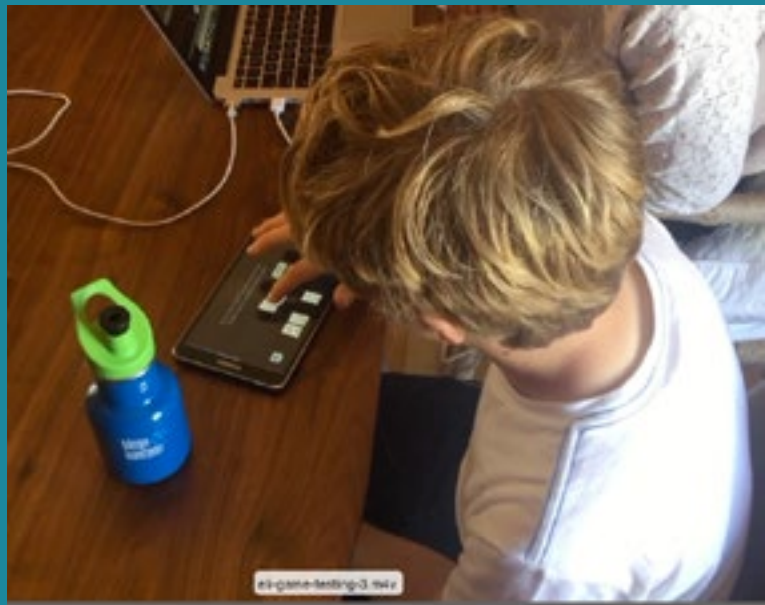
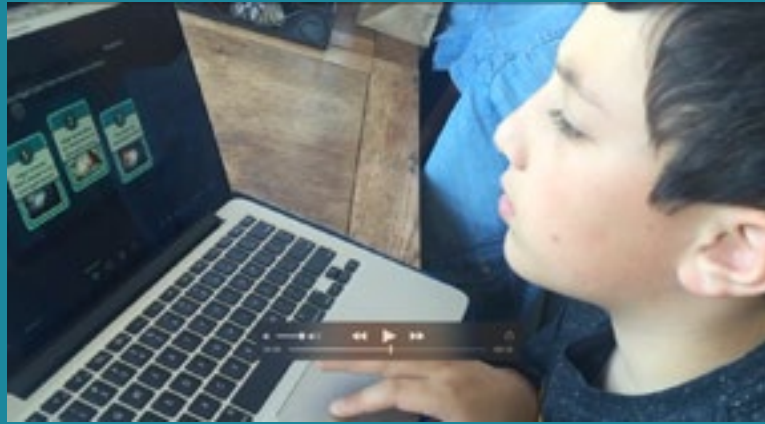
- No gender equality theme
- The app seems to be better fit for the younger audience



From the graph to the left taken from sensortower.com we can surmise that over 50 percent of the time the iPad version of this app ranks above 100 and at least one tenth of the time the app's ranking is over the 50th position.



ITERATIONS



UX PROCESS

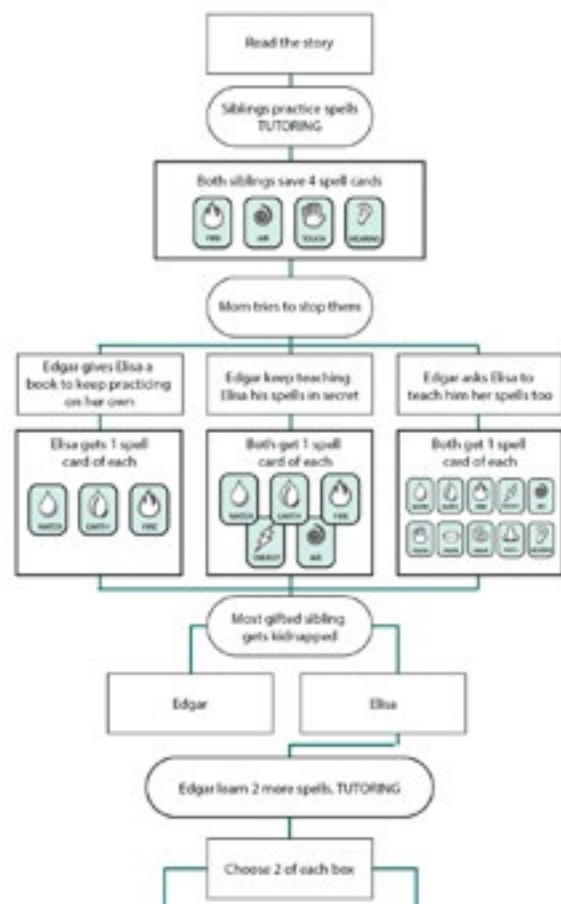
TASK FLOW #1-A

FLOW CHART OCTOBER 2015

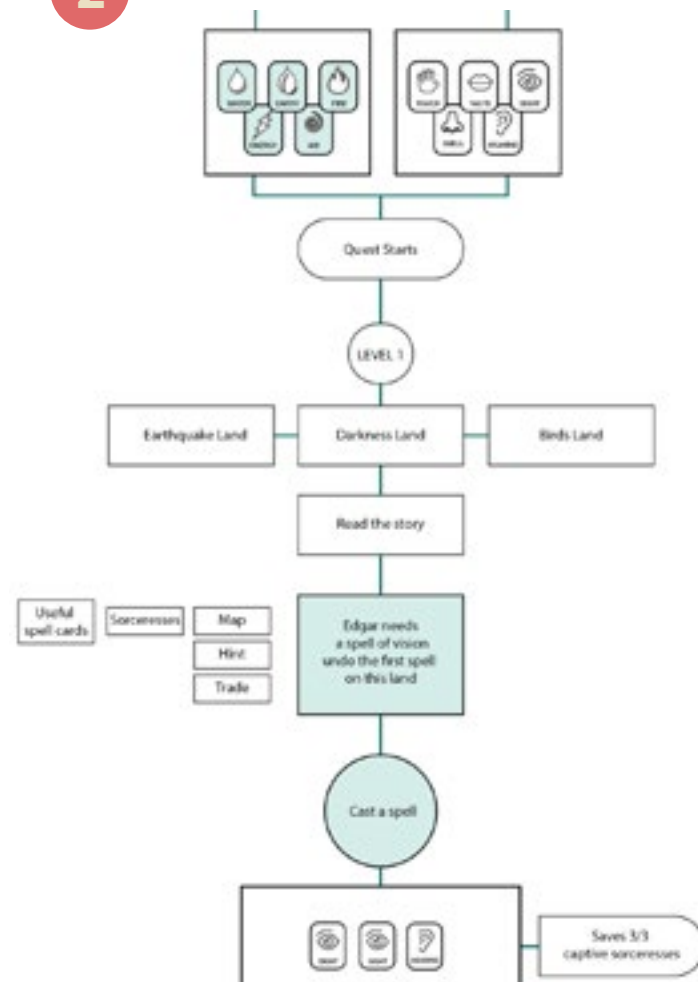
This flow chart reflects a complex initial story of The Powers where one of the siblings would go through different enchanted lands hoping to rescue the sibling that has been kidnapped by the king and queen. During their quest, the traveling sibling would release captive

sorceresses. This version was very complex and not very realistic to accomplish. The project's scope kept creeping and the story became too complicated and vague in details.

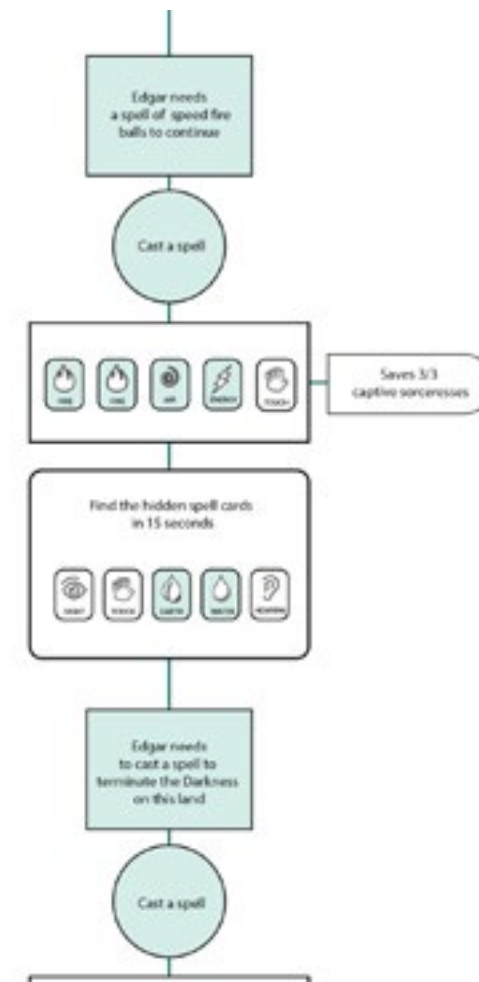
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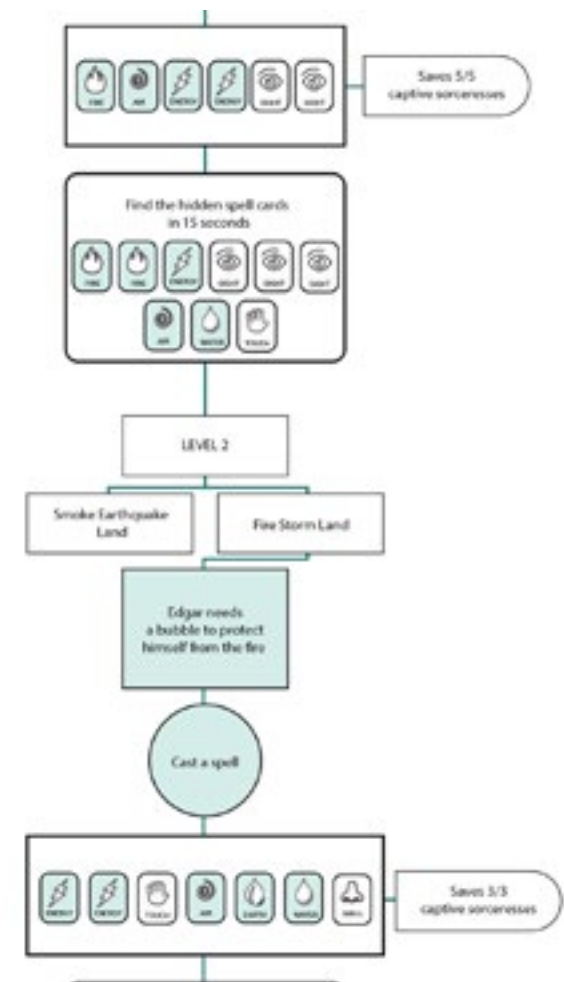
2



3



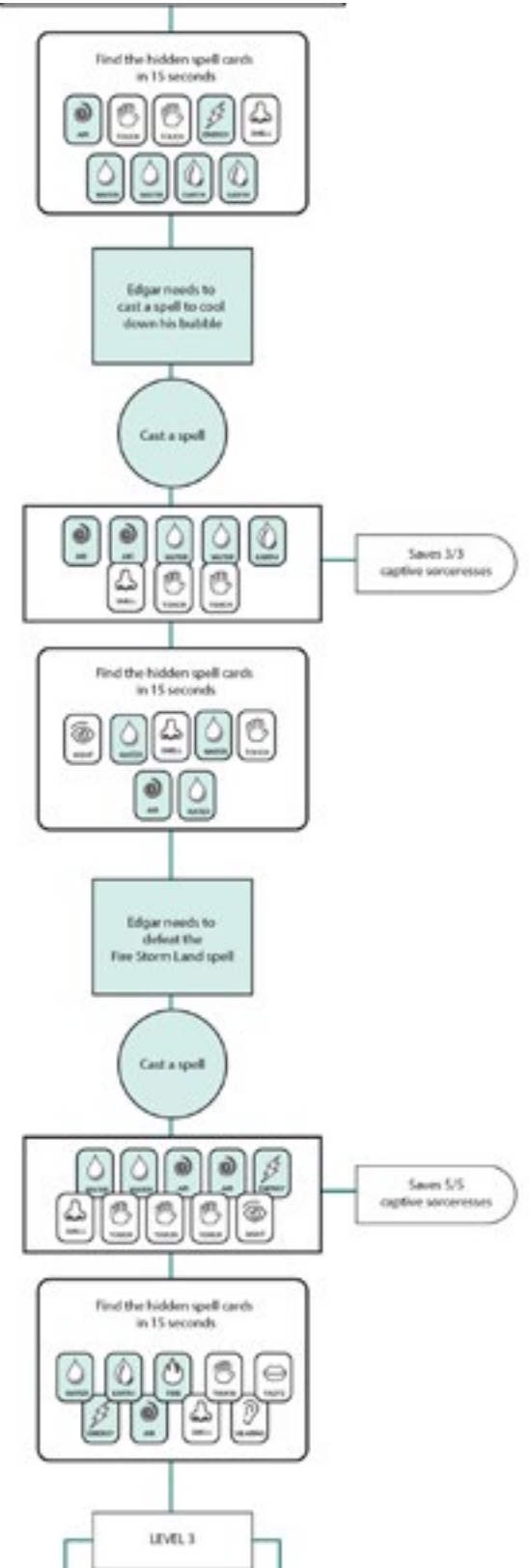
4



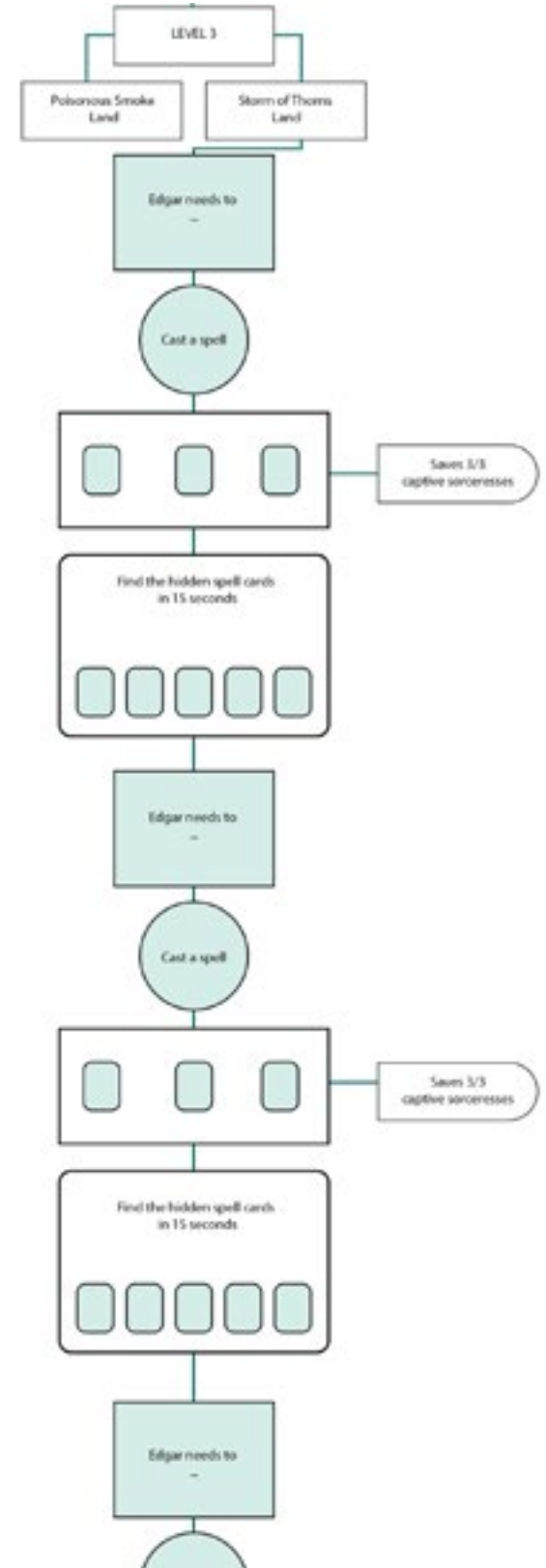
UX PROCESS

TASK FLOW #1-B

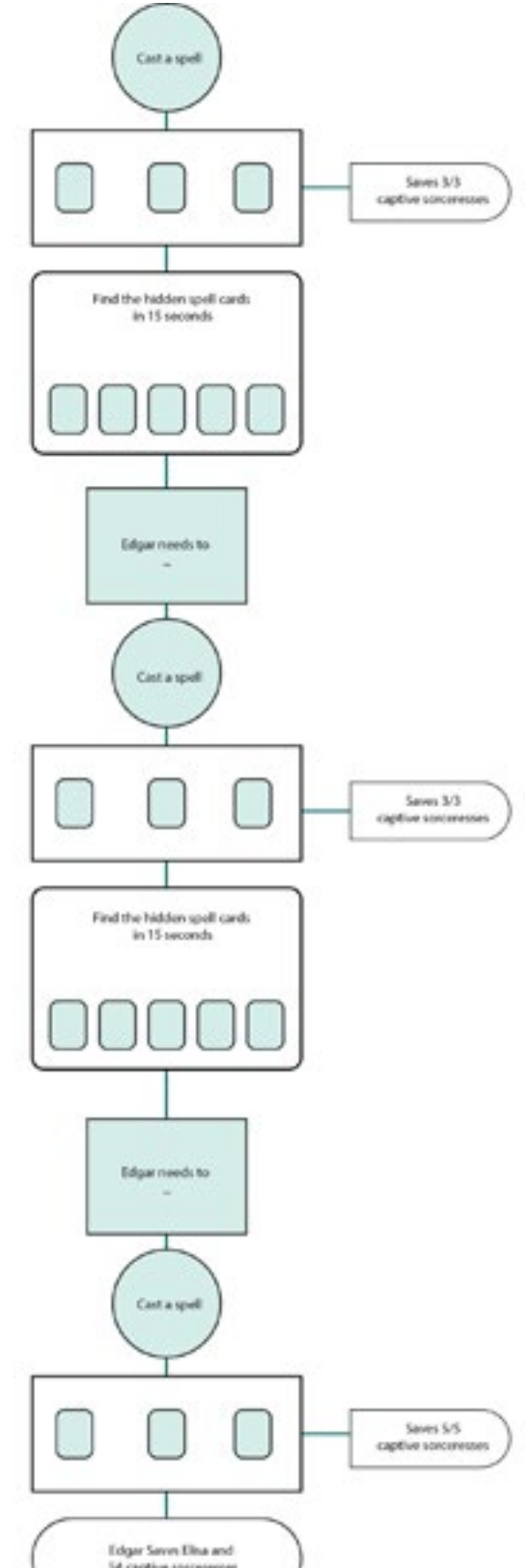
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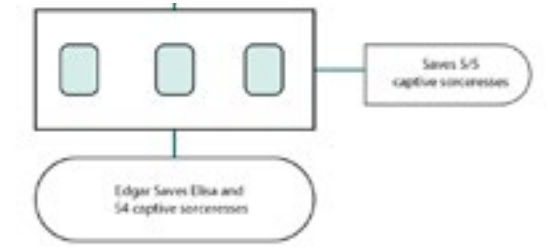
6



7



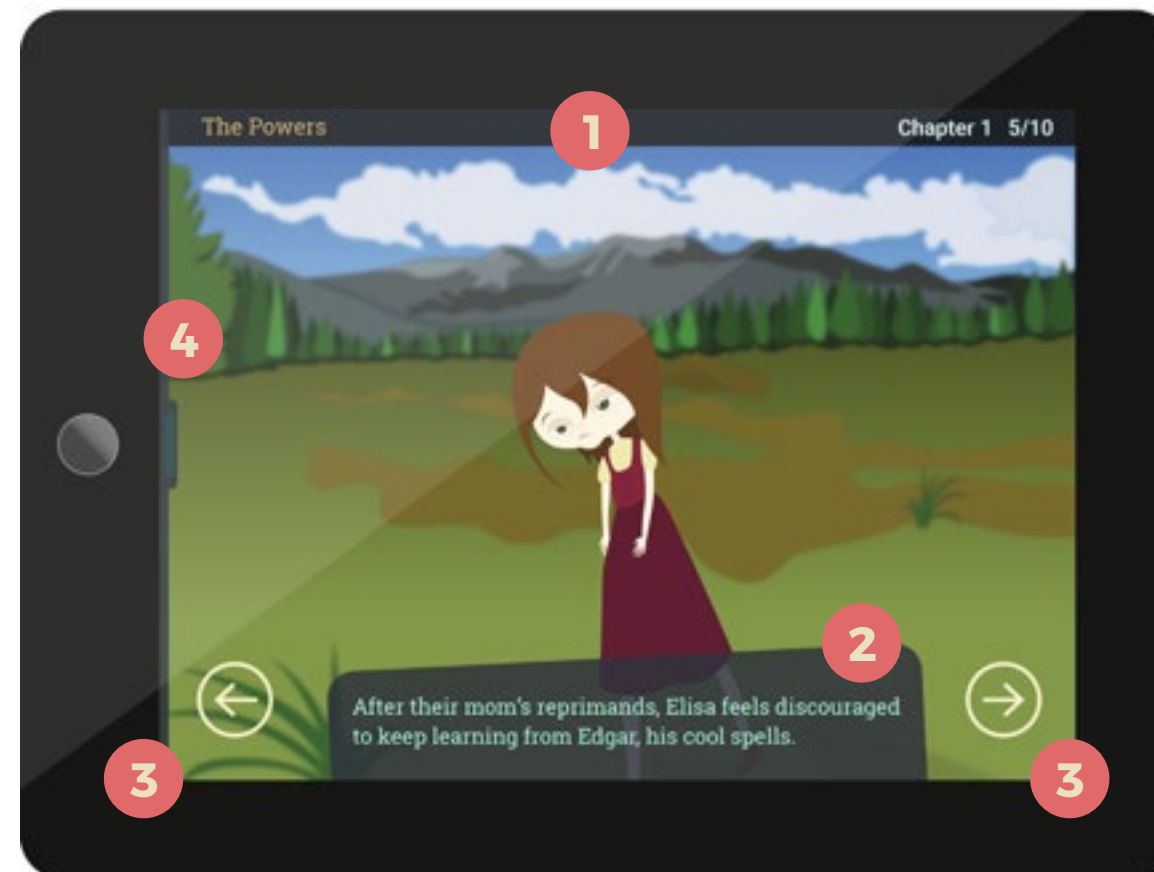
8



VISUAL PROCESS

STORY MODE WIREFRAMES VERSION 1

1. The First Story Mode interface displayed on the top bar the book's name, chapter and page location.
2. On the bottom it features a text box that takes two lines of text at the time.
3. The book's navigation arrows are at both sides of the text box.
4. Also the Story Mode features a navigation bar at the left hand side that gives the user access to all sections of the app.



VISUAL PROCESS

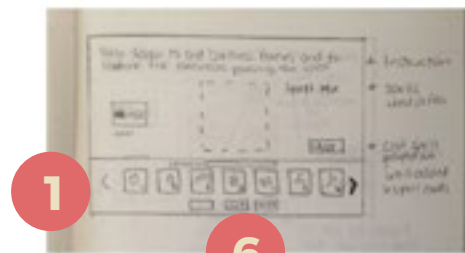
SPELL CAST WIREFRAMES VERSION 1

1. The first Spell Cast interface displays all the element cards at the bottom along with the Hint and Trade buttons
2. The user needs to look at the map and learn about the enchanted land he is in, in order to be able to cast the right spell.
3. After the user knows what cards to use he goes back the Spell Cast interface and casts his spell.
4. Depending on how strong the spell he cast is, the user would rescue a number of captive sorceresses.
5. Which will lead the user to the next task flow: Element Quest interface to collect more cards.
6. Throughout the task the user can access hints about what spells to cast by tapping on Hint. Each hint will penalize the user's final result.

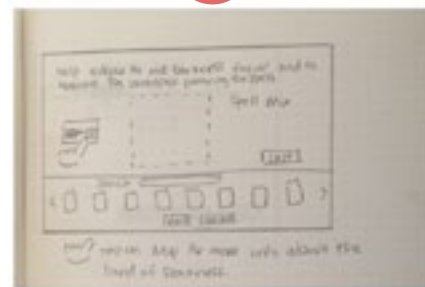
Task 1: Cast a spell

Help Egdar to cast a spell to help him overcome the Land of Darkness by mixing two spells of sight, one of heating and one of lightning

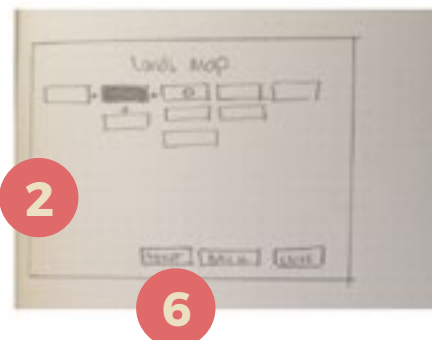
1. Read the instructions on the screen



2. Tap on the map icon to find more info about the Land of Darkness



3. Tap on the Land of Darkness to find more information about it



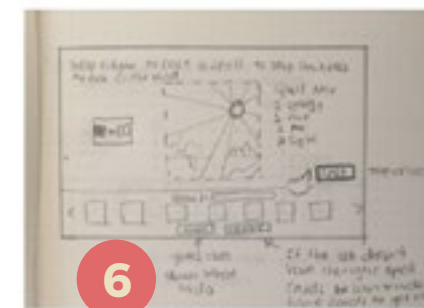
4. Read the spells that can be used to overcome this land
5. Close the map



6. Select one sight spell by tapping on the sight spell card
7. Select one air spell by tapping on the air spell card
8. Select one fire spell by tapping on the fire spell card
9. Select one energy spell by tapping on the energy spell card



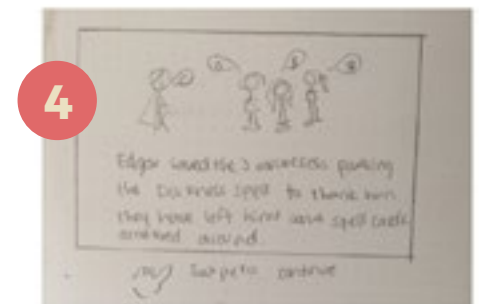
10. Tap on the cast spell button



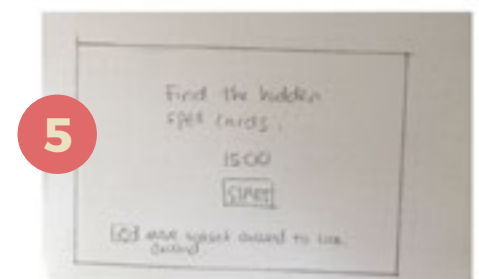
11. Watch the animation



12. Read success screen
13. Close the screen by tapping on the cross



New task begins



VISUAL PROCESS

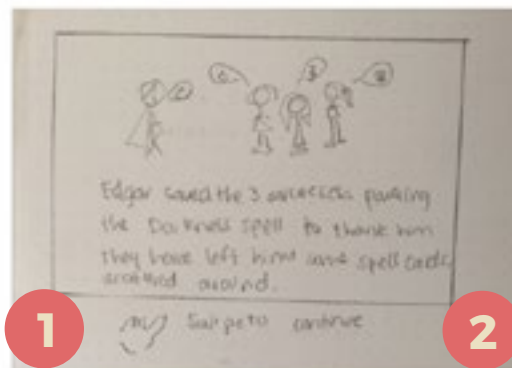
ELEMENT QUEST WIREFRAMES VERSION 1

1. The first Element Quest interface starts right after the Spell Cast Interface
2. The user has to swipe after the confirmation screen from the previous task, read instruction for the next task and tap on Check to continue and finally tap on Start to start the task
3. The user has to tap on the objects hiding the cards to destroy them before collecting the spell cards
4. All this in only 15 seconds

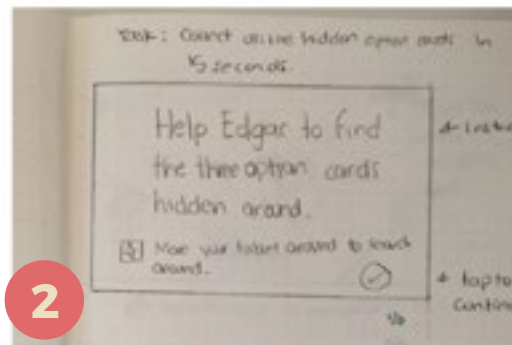
Task 2: Element Quest

Max has 15 seconds to find all the option cards. If he doesn't find all the cards his options will be more limited

1. Swap the story to continue



2. Read the instructions and tap on start to begin



3. Move the tablet to move the camera



4. See the card that was behind the an object
5. Tap on the object to remove it



6. The first empty slot gets filled with the collected card.

Repeat 4 to 6 until 3 cards collected or the time's up



7. Read the option card collection screen



VISUAL PROCESS

CHOICES WIREFRAMES VERSION 1

1. The first Choices interface is the last task of the chapter and displays all the Option cards at once.
2. The user gets a sneak peak after tapping on an option to evaluate if they really want to stick to that choice.
3. If yes, then they tap on Select
4. If not they navigate through the other options by tapping the arrows.
5. The user gets to verify if they want to continue with their selection and move forward or to pick another option before moving on.
6. After confirming their choice they get the story updated with the option they chose.

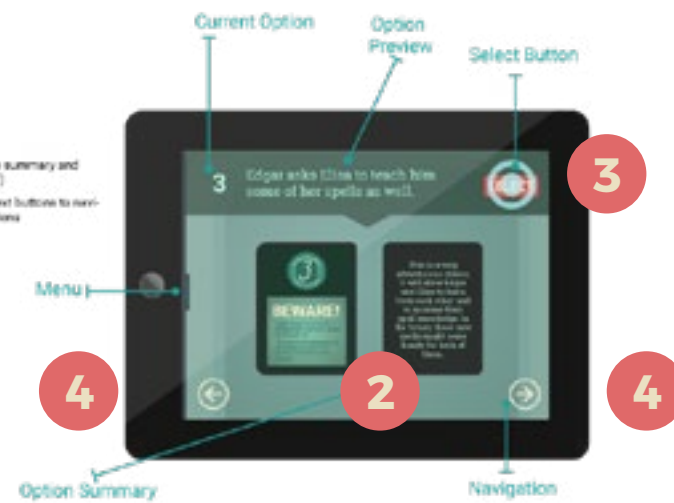
3/6

Read the instructions.
Tap on a card to read the option overview



4/6

Read the first option summary and warnings ("Warning")
Use the Previous/Next buttons to navigate through the options



6/6

The story gets updated
Tap on the Next Arrow to continue reading the story



5/6

Tap on the check button to choose the option
Tap on the cross button to go back to the previous screen



UX PROCESS: User Testing

RESULTS HIGHLIGHTS

Septemer 2015: 4 Task flows

2 adults, 1 girl

1. Map system is too big in scope.
2. It is too complicated and not intuitive to find information on how to cast the right spell.
3. The Spell Card Finder interface doesn't allow enough time to find cards
4. The Choices task is tedious and could be simplified

Findings: Story simplification will lead to UI simplification and potentially improved mechanics for the tasks.

STORY TASK

- The text box is extremely limited
- It would take me hundreds of pages and illustrations to include all the story.
- The navigation arrows take too much space from the text, and design imply that the user has to use both hands to navigate

SPELL CAST

- The scope of this task is too broad
- The user has to change from screen to screen in order to figure out what to do and in the process the point of the activity can be lost
- The map interface is in itself another huge task
- This interface implies that there is a way to do it 'right'
- Hints are helpful since finding the information about what spell to cast is complicated

ELEMENT QUEST

- The user has to read a lot of information and confirm 3 different screens before he can get to the activity
- The time is extremely limited to perform all the little tasks

CHOICES TASK

- The task flow isn't very consistent, there is no way to come back to the screen with the three choices
- Navigating through each of the options is too much work
- Giving away too many details of the option might give away the surprise factor
- Too many taps before achieving anything

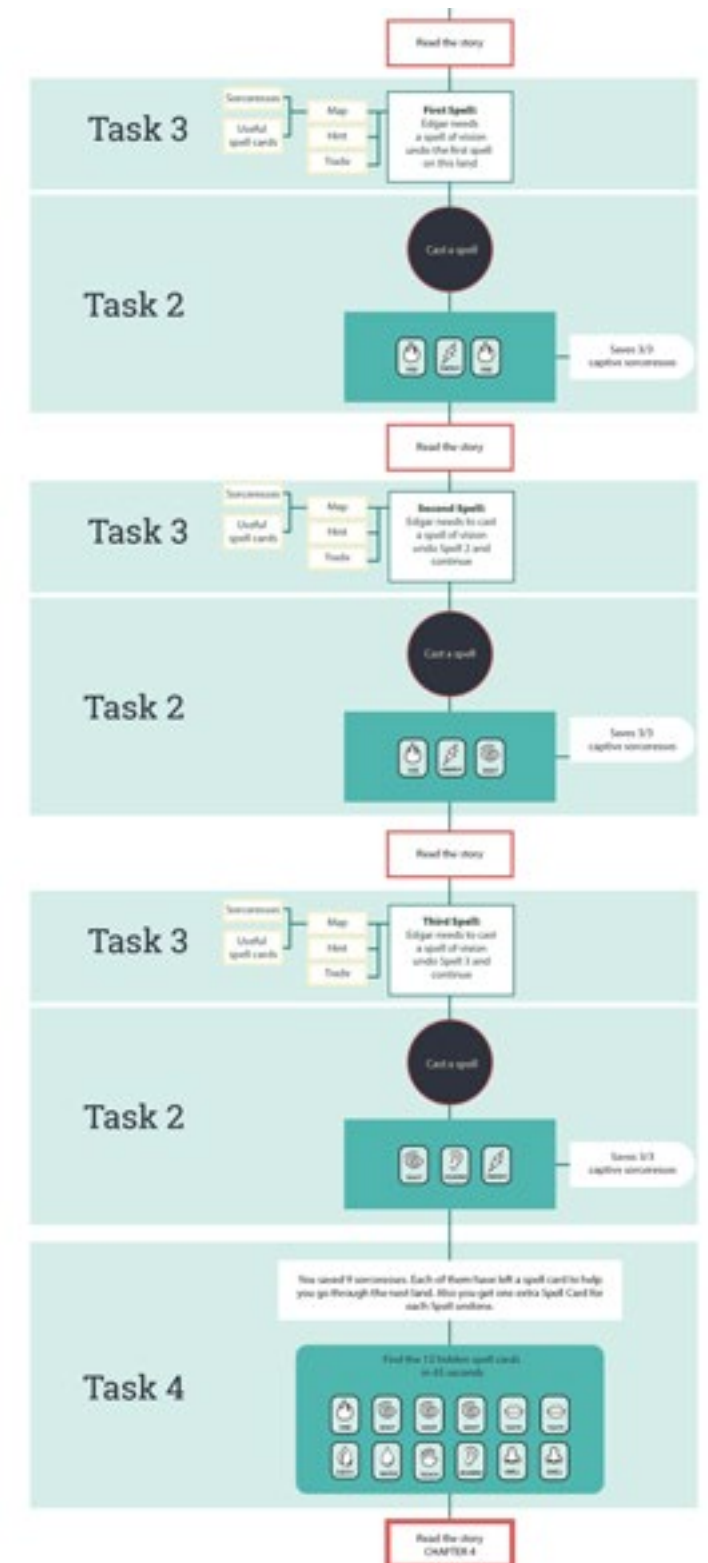
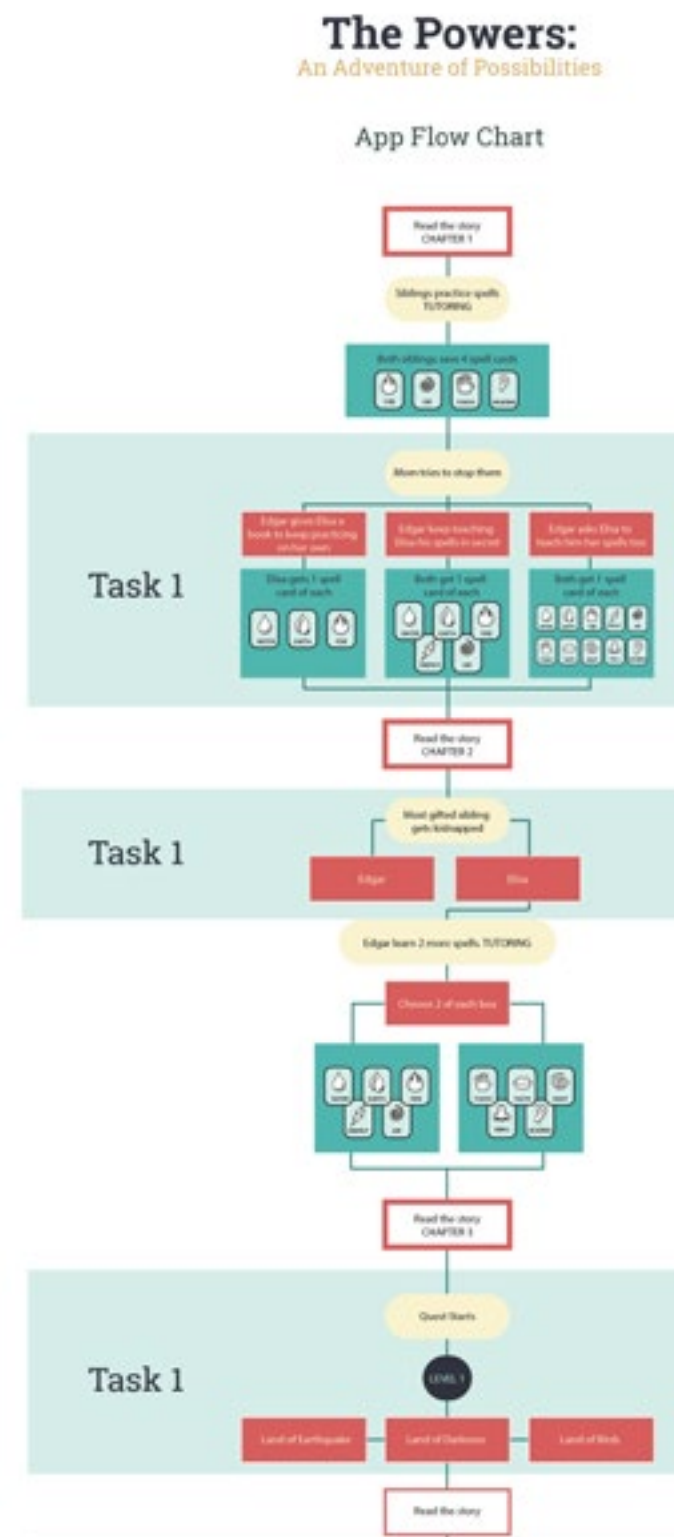
UX PROCESS

TASK FLOW #2

FLOW CHART DECEMBER 2015

This flow chart reflects a complex initial story of The Powers where one of the children would go through different enchanted lands hoping to rescue the other sibling. During their quest, the traveling sibling would rescue captive sorceresses.

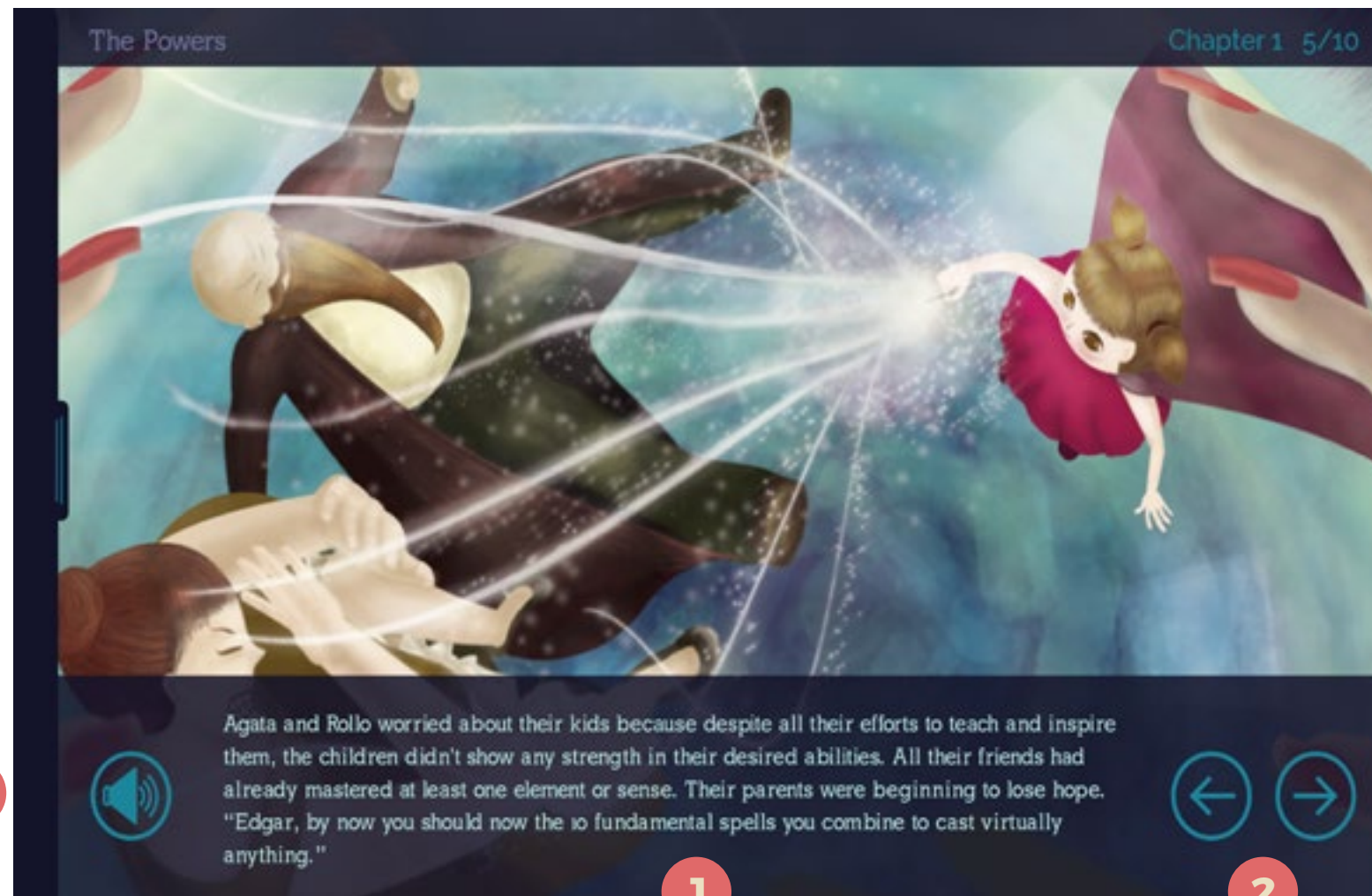
Although the story is the same, this flow chart version is better structured moving from 3 tasks to 4. I keep the map and the Spell Book as additional material (Task 3 is optional) and not as fundamental part of the task/story.



VISUAL PROCESS

STORY MODE WIREFRAMES VERSION 2

1. This version is very similar to the previous one, but this one has more room for text
2. The navigation arrows are unified and both can be reached with the right thumb
3. Addition of a Voice Over Button
4. Color palette is not there yet



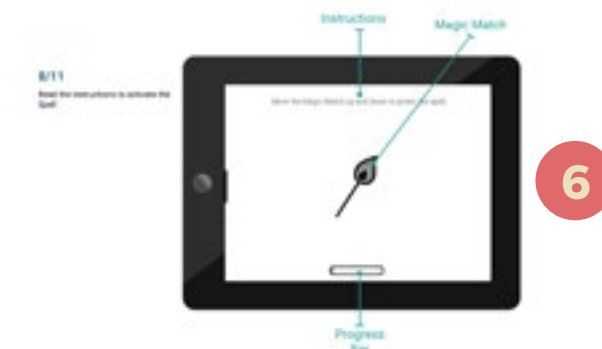
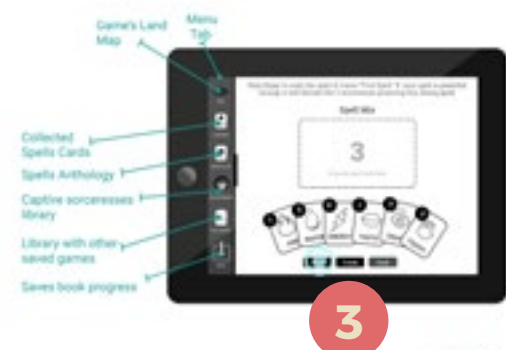
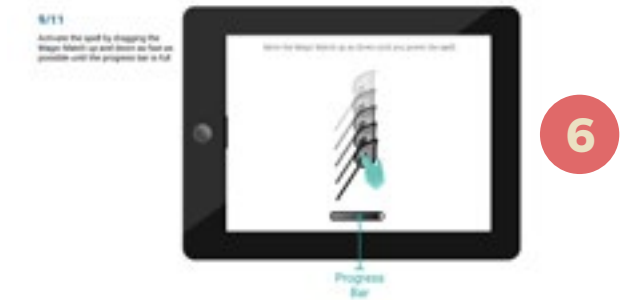
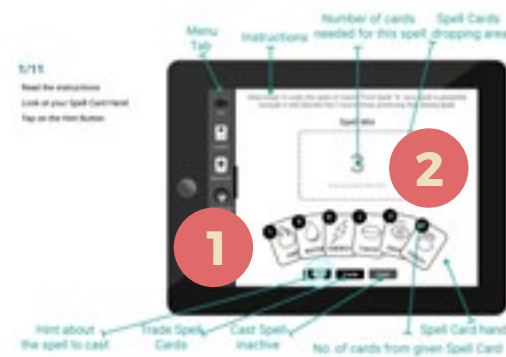
VISUAL PROCESS

SPELL CAST WIREFRAMES VERSION 2

1. This version unifies all the element cards into a hand and shows the number of cards the user has of each
2. The spell mix gives the user more feedback about how many cards he has to drop into in order to cast a spell
3. The three buttons are shown under the deck of cards
4. The user has to drag and drop the cards into the Spell mix rather than just tapping on them to

select them

5. User can have up to 3 hints before casting a spell, but each hint will subtract points from the total, reducing the spell's power
6. A new interaction is added after tapping the CAST button the user has to 'power' his spell by dragging Edgar's magic match up and down, this interaction also affects the spell's strength

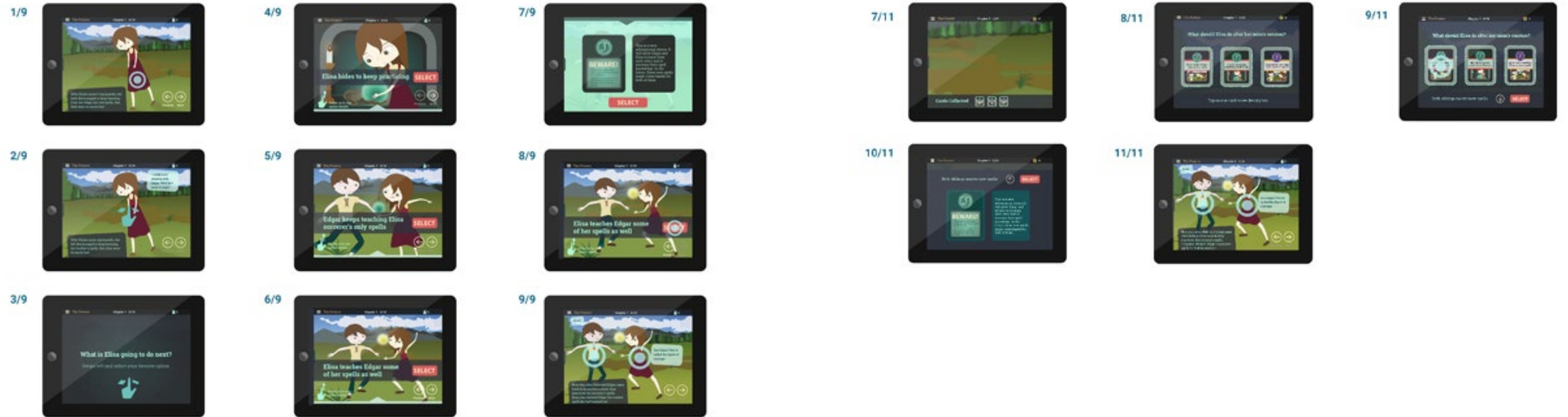


VISUAL PROCESS

CHOICES WIREFRAMES VERSION 2

I tried to explore different ways to display the Choices task.

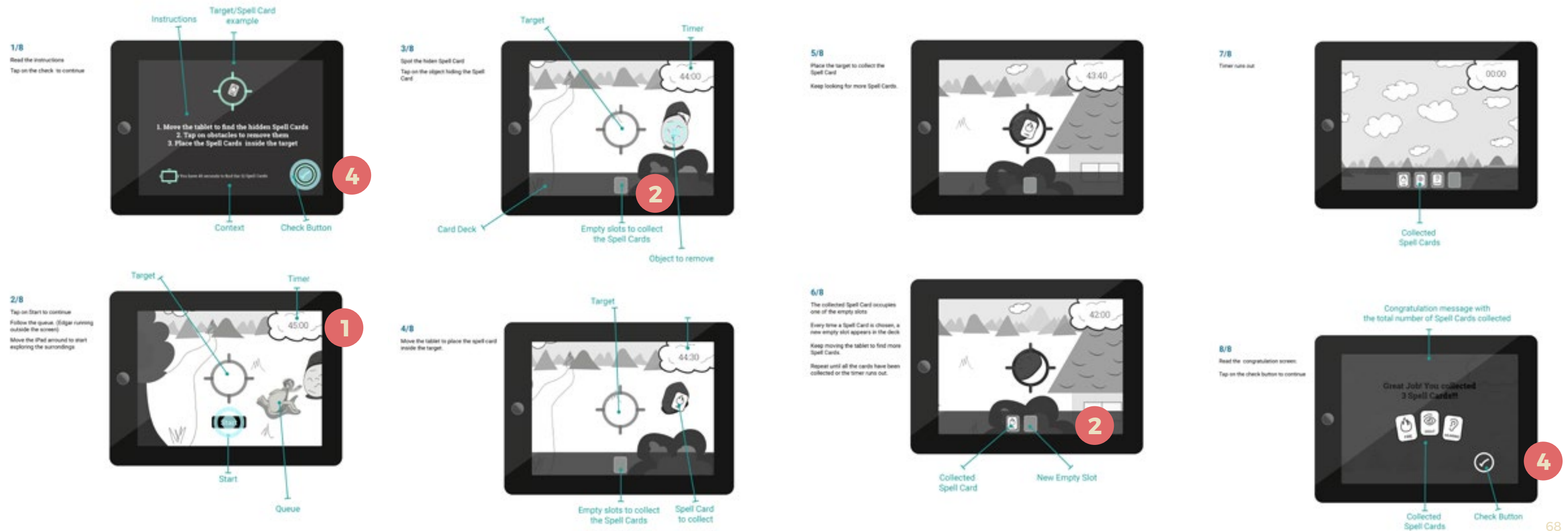
From displaying a bigger picture describing the option to select and navigating through the different options (left) to finding the options and then selecting one card (right)



VISUAL PROCESS

ELEMENT QUEST WIREFRAMES VERSION 2

1. This version of the Element Quest task gives the user more time to complete the task
2. It shows just one empty card slot at a time
3. Keeps the exact same mechanics as before
4. The check icons are closer to the thumb reach



UX PROCESS: User Testing

RESULTS HIGHLIGHTS

September 2015: Choice interface with tablet motion. 1 adult, 1 girl

1. The story is too complex.
2. Having a variety of task to perform per chapter rather than a type of task per chapter would be more exciting and less repetitive

Findings: The flow feels better but the overall experience is still too complex.

STORY MODE:

- The text box is still limited
- The font is too small
- It takes too much space from the illustration

SPELL CAST:

- It is still too complicated to be able to cast a spell in this version
- There are too many distracting elements
- The penalty for getting hints feels unfair
- All the buttons displayed in this interface appear to have equal hierarchy and they are too small
- Changing from tapping the cards to select them to drag and drop them feels more active and engaging

CHOICES:

- Making the Options screen over complicated does not add to the experience
- Make the Options screen more straightforward
- Finding the cards with tablet motion is fun but having two activities with the same mechanics that serve a totally different purpose can be misleading and confusing
- The activity to collect the choices doesn't have any other purpose than fun.

ELEMENT QUEST:

- Showing one empty slot at a time is confusing since the user doesn't know how many items are hidden
- The object hiding the cards makes the activity unnecessarily complicated to execute
- This task requires to have both hands busy to look for the cards scattered around, therefore it is unrealistic to think that the user will quickly and comfortably be able to tap on the object to remove them in order to access the cards
- Instructions need to be more precise

UX PROCESS

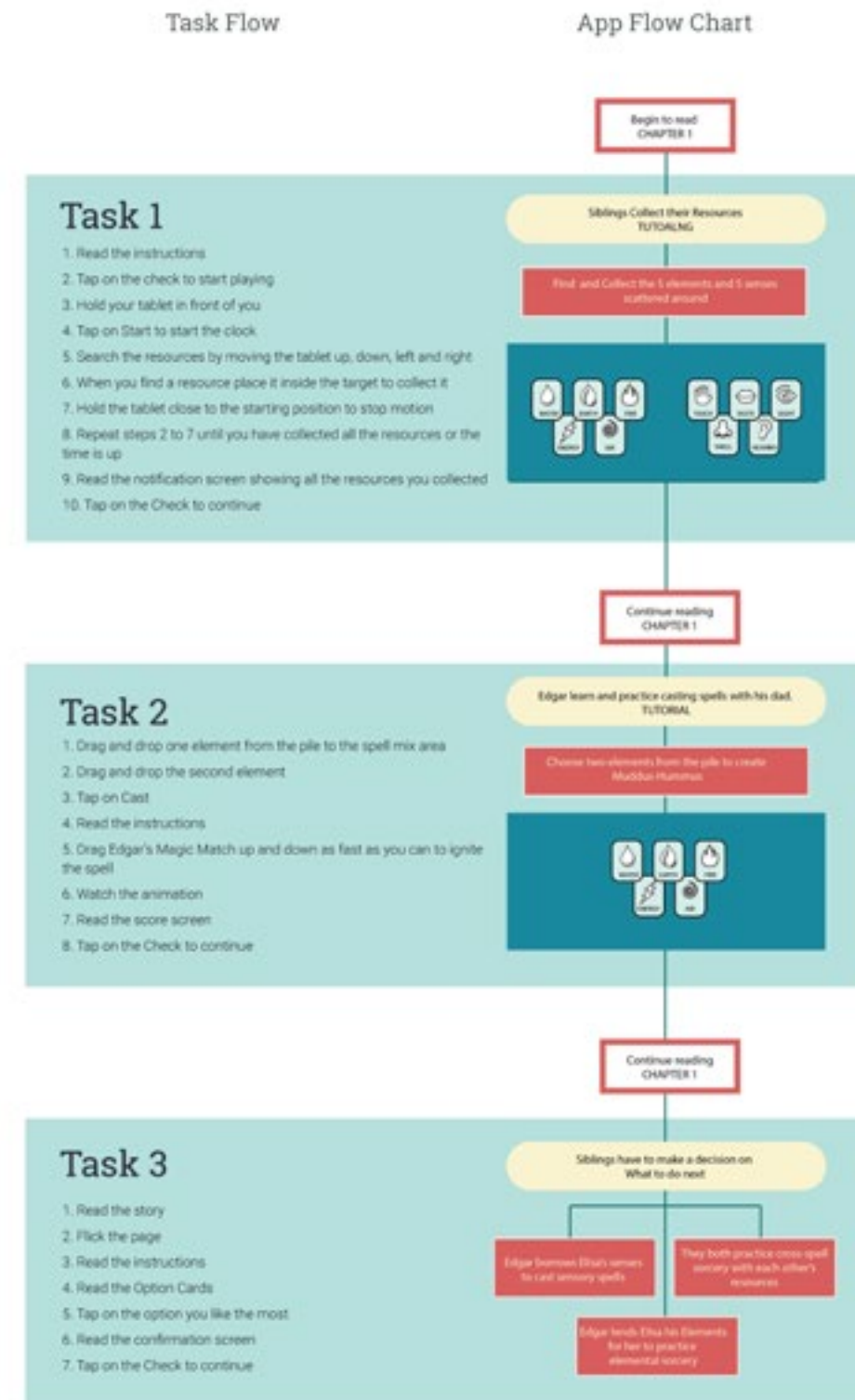
TASK FLOW #3

FLOW CHART MAY 2016

This flow chart reflects a changed The Power's story. No sibling gets kidnapped and no one has to go through enchanted lands or save multiple captive sorceresses throughout the story. Therefore, no map is required. I changed the story in an effort to simplify the game play while keeping the mechanics of the gameplay and the story's theme and vibe. Nevertheless, The Powers scope seems smaller and the story got even better!

Each chapter features reading and the three different tasks, shown in the task flow at right:

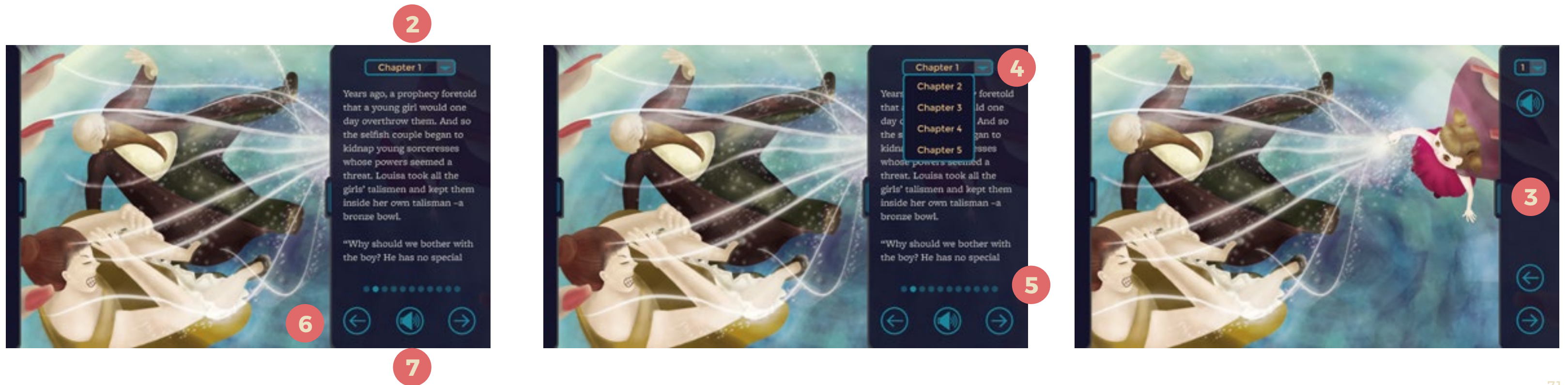
The Powers: An Adventure of Possibilities



VISUAL PROCESS

STORY MODE WIREFRAMES VERSION 3

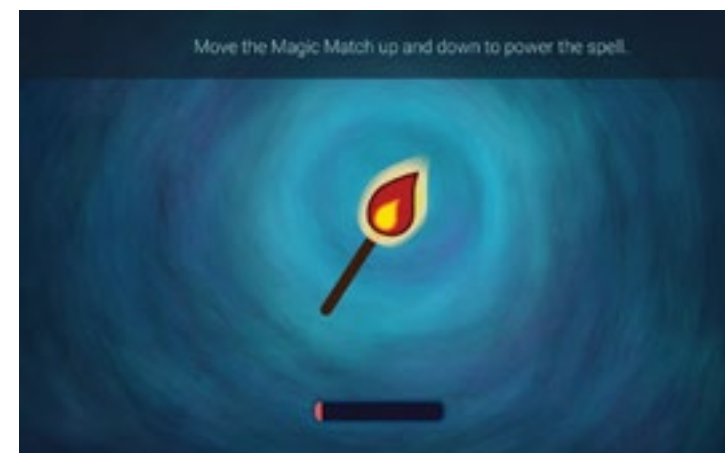
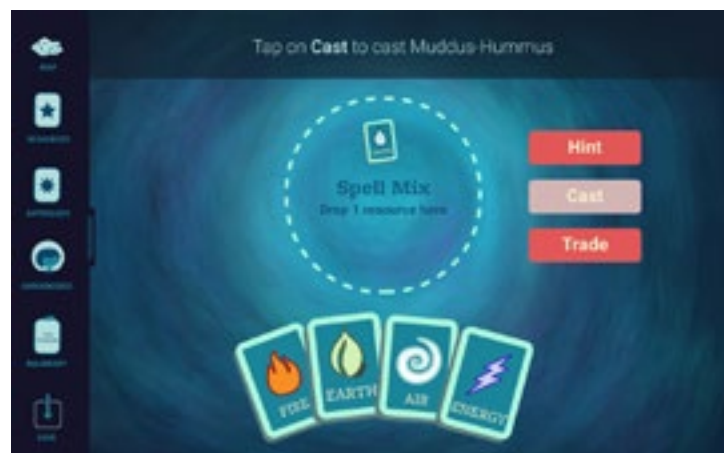
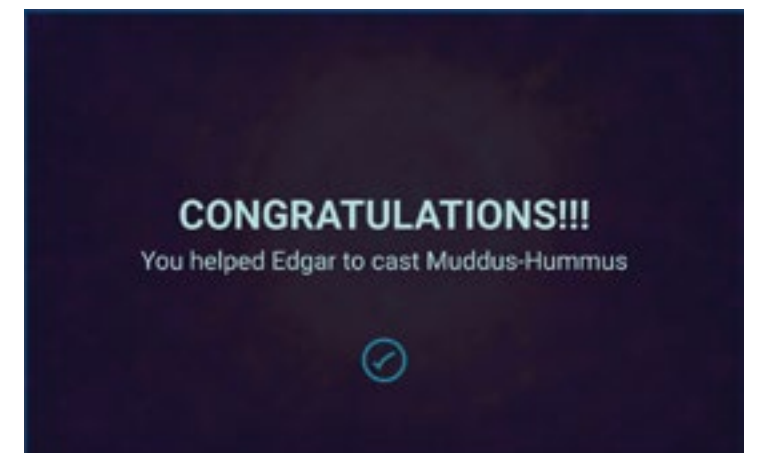
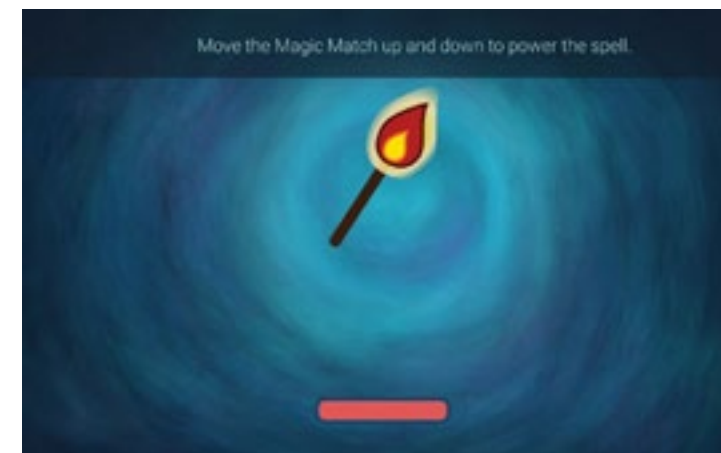
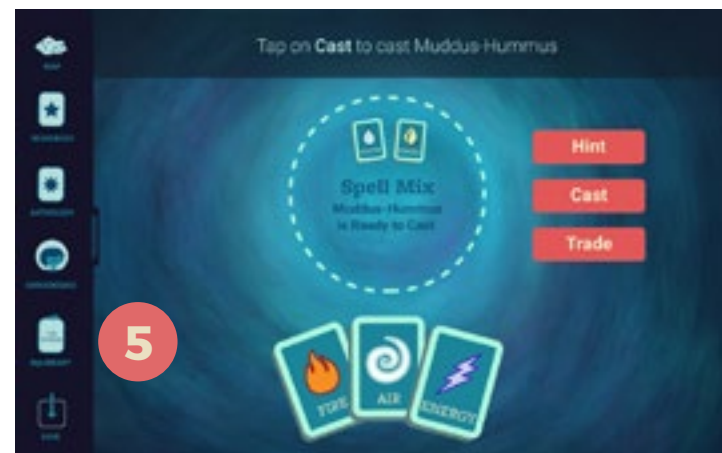
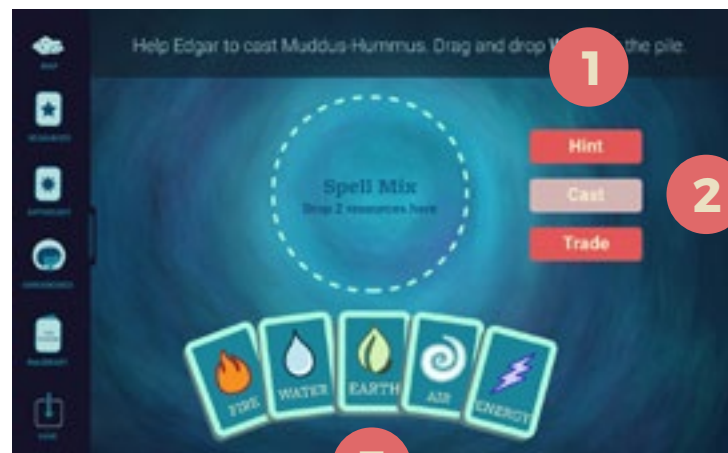
1. This version represents a total makeover from the first two versions
2. The text is displayed on the text tab that slides in and out from the right side
3. The illustration can be seen as a whole without distractions when both side tabs are collapsed
4. The text tab features a chapter drop-down that the user can use to navigate through the read chapters
5. The text tab presents the number of pages per chapter and they represent the location of the user in relation to the story
6. The the navigation arrows are also contained in the text tab
7. A voice over icon is included



VISUAL PROCESS

SPELL CAST WIREFRAMES VERSION 3

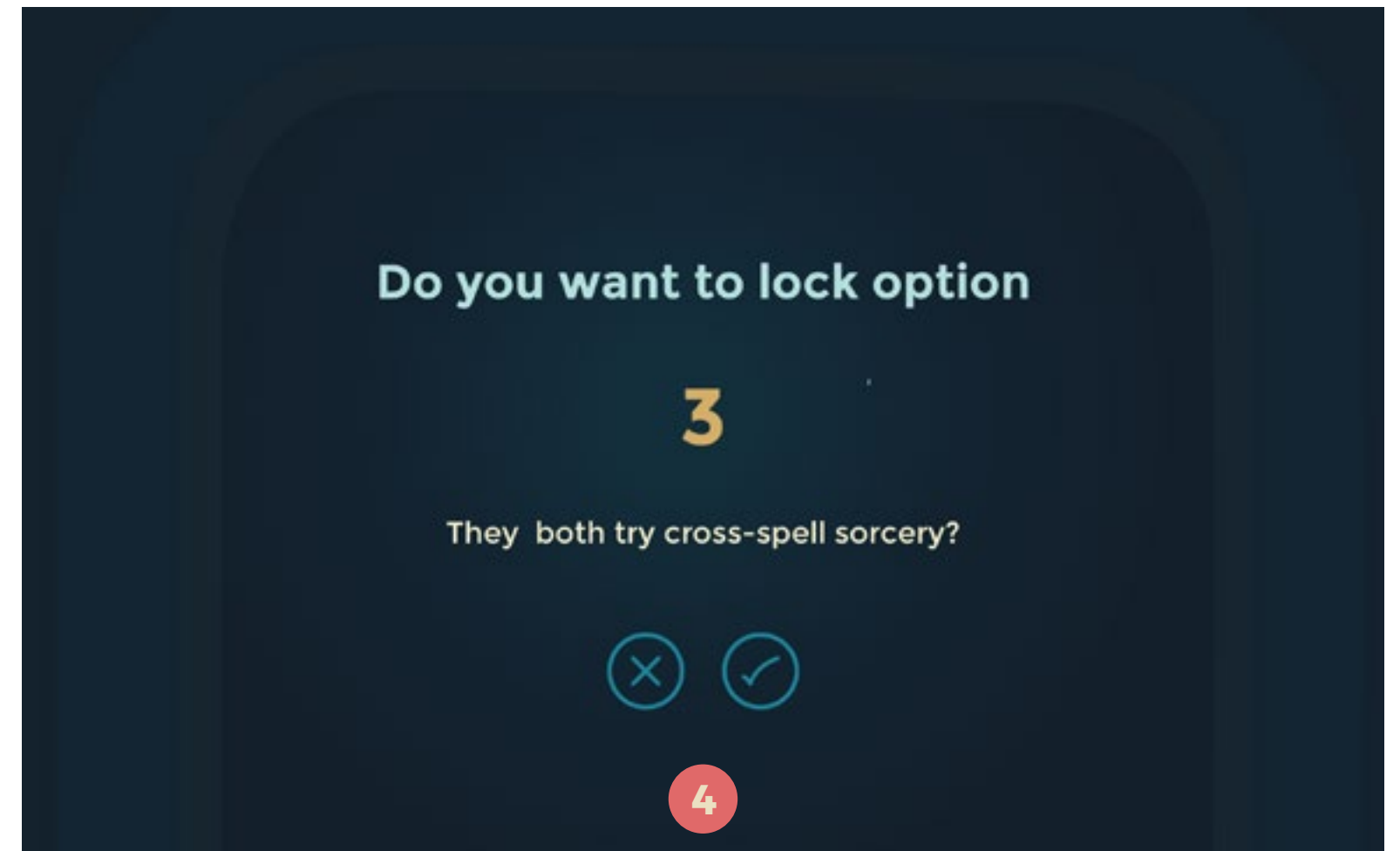
1. I moved the buttons to the Spell mix right side
2. The CAST button is first disabled until the right number of cards is in the Spell Mix area
3. The interface only shows 5 cards at a time
4. I centered the check button on the confirmation screen
5. The user can still access the Spell Book if he wants to know more about spells from the navigation tab



VISUAL PROCESS

CHOICES WIREFRAMES VERSION 3

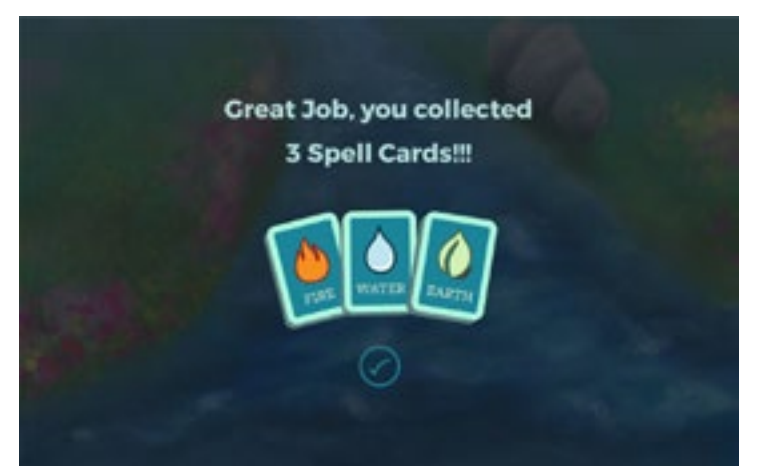
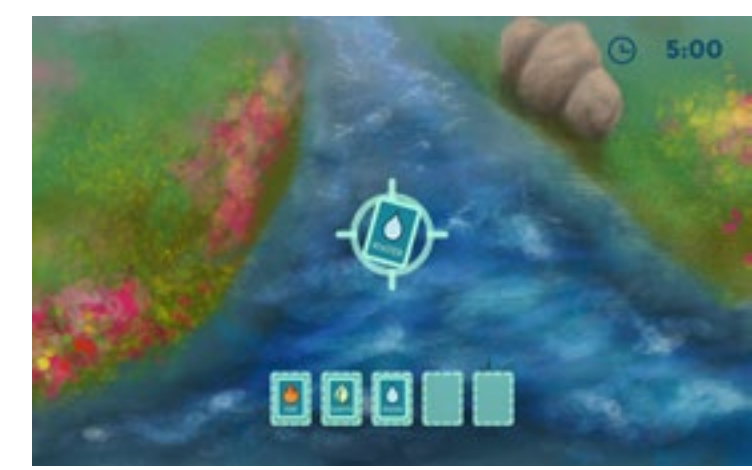
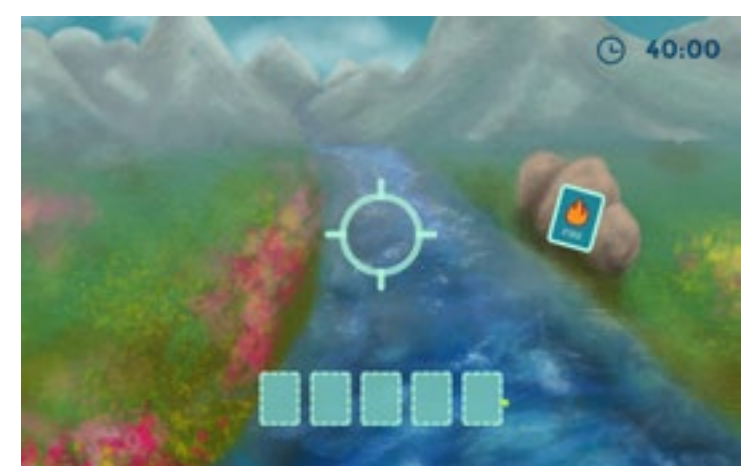
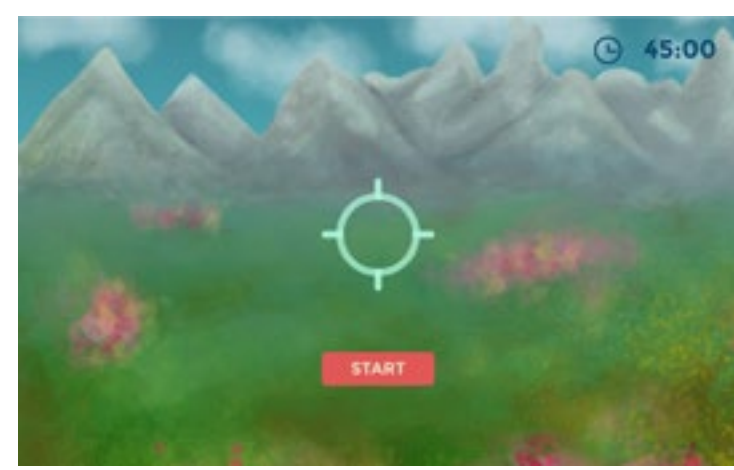
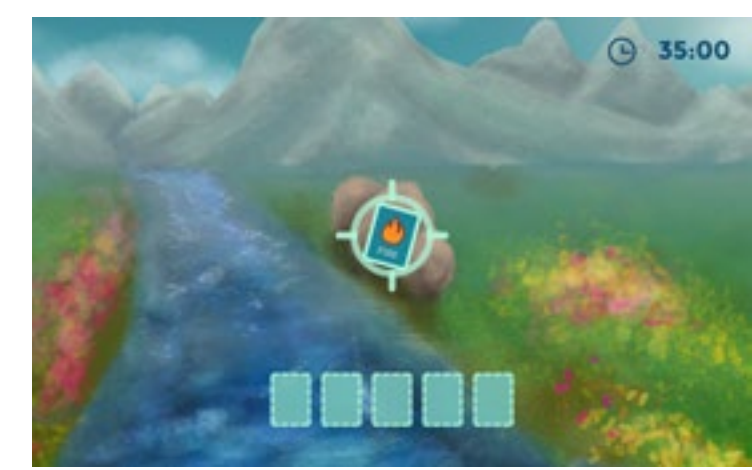
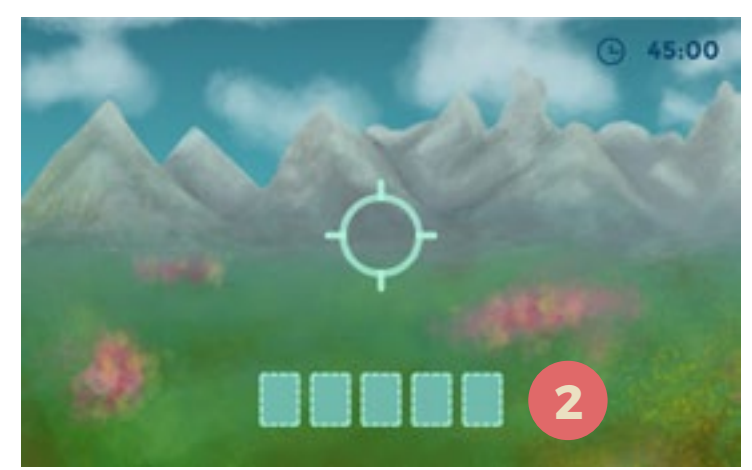
1. The Choices interface went back to resemble version 1 but simplified
2. The user has all his options at one time, side by side to compare
3. No extra information is given
4. A confirmation screen appears after choosing an option



VISUAL PROCESS

ELEMENT QUEST WIREFRAMES VERSION 3

1. I made the instructions more explicit
2. I added the empty slots that represent the number of cards that can be found



UX PROCESS: User Testing

RESULTS HIGHLIGHTS

May 2016: Animatix with a new version of the story. 3 boys, 1 girl 8-yo

1. Everybody enjoyed both the story and the gameplay.
2. No one cared about tapping on the tab to see more of the illustration.
3. The kids need extra coaching to understand the instructions on how to move the tablet in order to find the element cards, anyhow they enjoyed the click-through activity. However, when they tried with the tablet it was very difficult to master.
4. Most of the participants completed the other tasks by reading the instructions by themselves.

Findings: Reduce the Element Quest complexity by rephrasing the instructions and simplifying the mechanics—objects hiding the cards are not needed since the motion is already tricky. Tabs are not obviously interactive. Try again option for the Element Quest task my help to reduce frustration

STORY MODE:

- Even though the text box is bigger it may need a scroll bar to reduce the number of pages even further
- The chapter drop-down and the voice over control don't need to be in the main panel all the time. Moving those from the way will give the text more importance and room
- The design is more dynamic and allows the user to see the whole picture but tabs aren't too friendly to tap and not many people understand that they toggle at first sight

CHOICES:

- Redesign of option cards to fit with the color palette
- The confirmation screen feels unnecessary since the user just picked a choice

SPELL CAST:

- The elements inside the Spell Mix are too small and feel cluttered
- The Hint button isn't necessary if you give clearer instructions since the user has a spell book to access from the navigation tab and the information from the story
- CAST a spell seems like a secondary action since the CAST button is between two buttons that look exactly the same
- The word Congratulations on the confirmation screen feels too formal and it is too long
- The check button doesn't give enough information of what's next

ELEMENT QUEST:

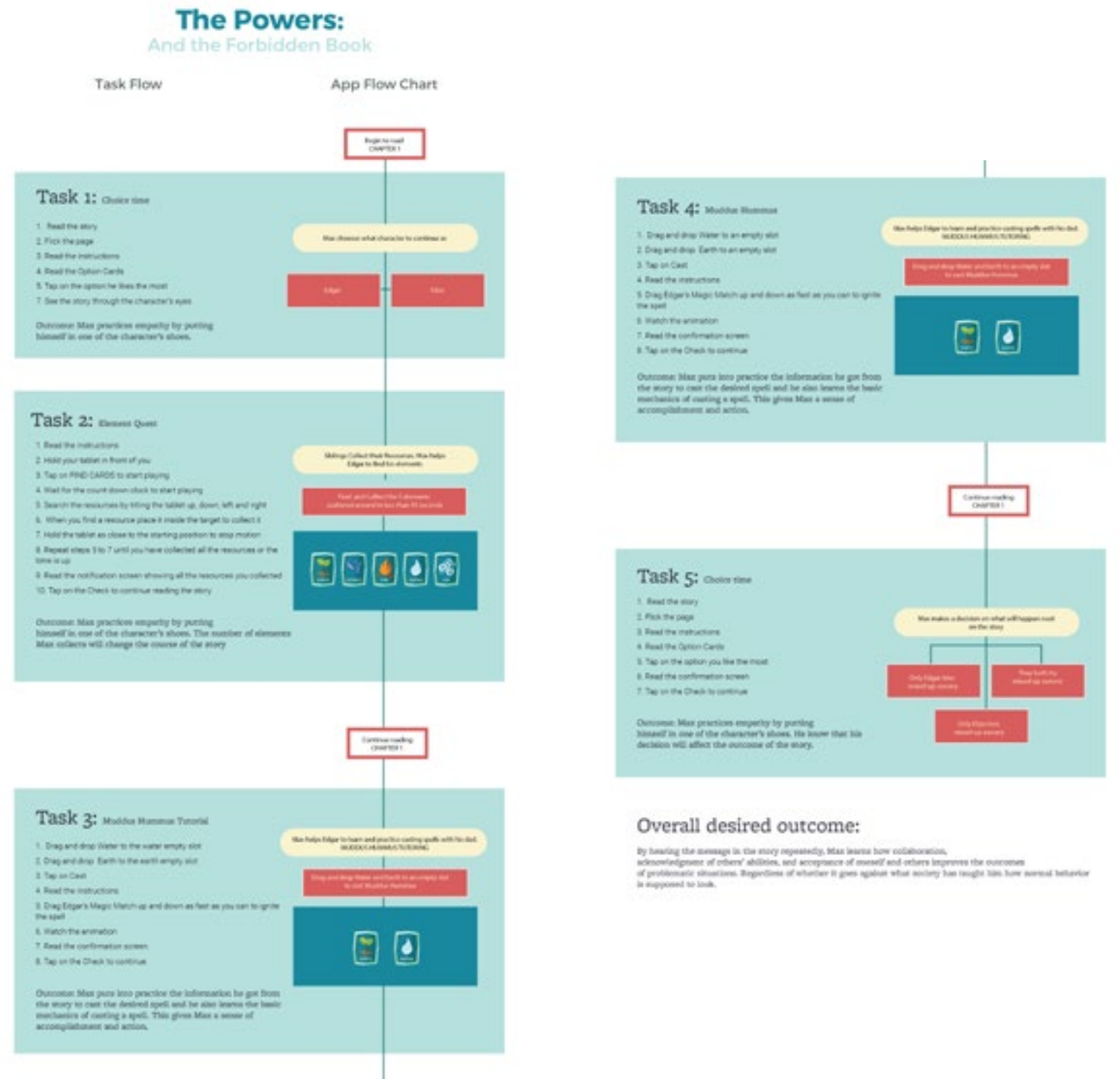
- Instructions are too monotonous and a key part of the information: "You have 45 seconds to find 5 element cards" takes a secondary role when it should be the most important part of information on this screen
- The Start button is unnecessary since the user has just tapped the Check button in the previous screen
- The timer feels like it is floating
- Labeling this section could reduce ambiguity

UX PROCESS

TASK FLOW #4

FLOW CHART NOVEMBER 2016

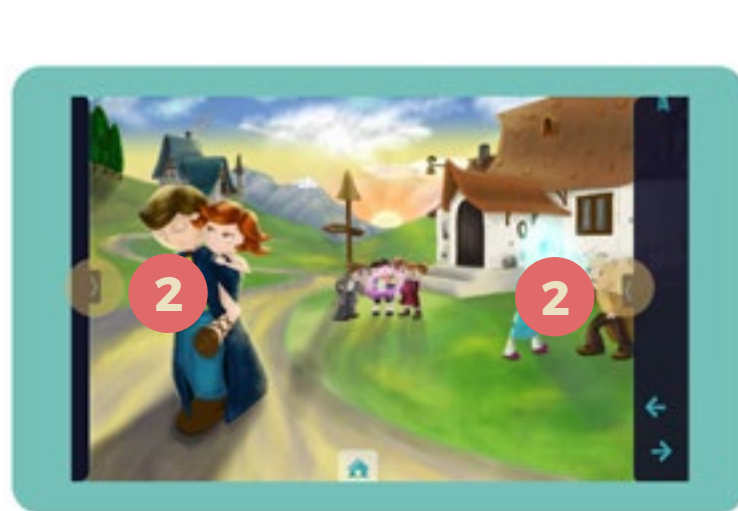
This flow chart evolves from the previous flow to create a balanced and well rounded interactive book. In order to spread out the activities in the book, I first created the Matrix shown on the next page to give me an idea of the text/activities ratio and how to help me balance the story with the gameplay. This chart reflects Chapter 1 only but it would be the model to follow for the coming chapters. The Choice task repeats twice, as well as the Spell Cast task while the Element Quest task is featured only once.



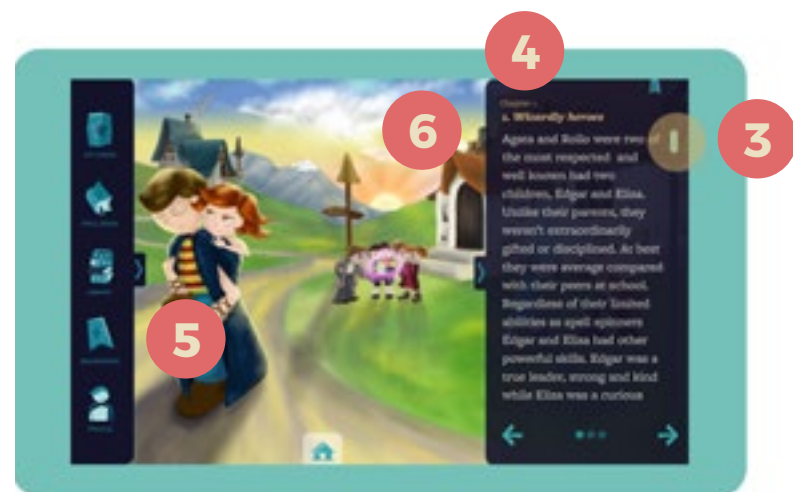
VISUAL PROCESS

STORY MODE WIREFRAMES VERSION 4

1. A Home button was added
2. The tabs changes the parallel lines that indicated it was an interactive object to a straight-up arrow to make them more obvious and persuade the user to tap them
3. Scrolling text was added to the text tab
4. Chapter drop down was deleted and replaced by a small chapter label
5. Chapter navigation can be accessed from the Bookmark menu
6. Subtitle level was added
7. A bookmark icon was added to the text tab
8. The voice over controller was moved to the settings only and no longer forms part of the text tab elements
9. The pagination icons represent the number of pages between gameplay and not the total page on the chapter



1



4

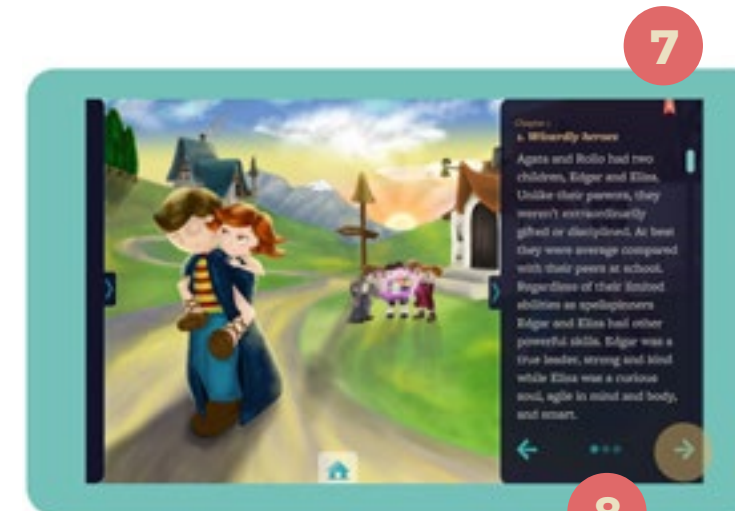
6

3

5



7



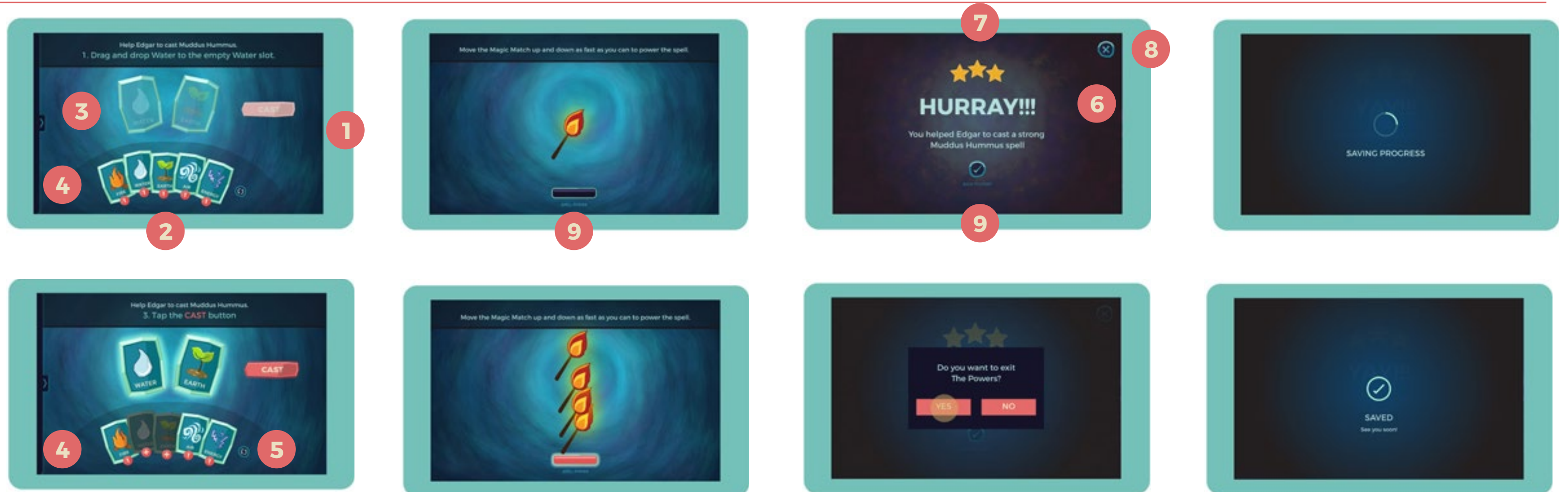
7

8

VISUAL PROCESS

SPELL CAST WIREFRAMES VERSION 4

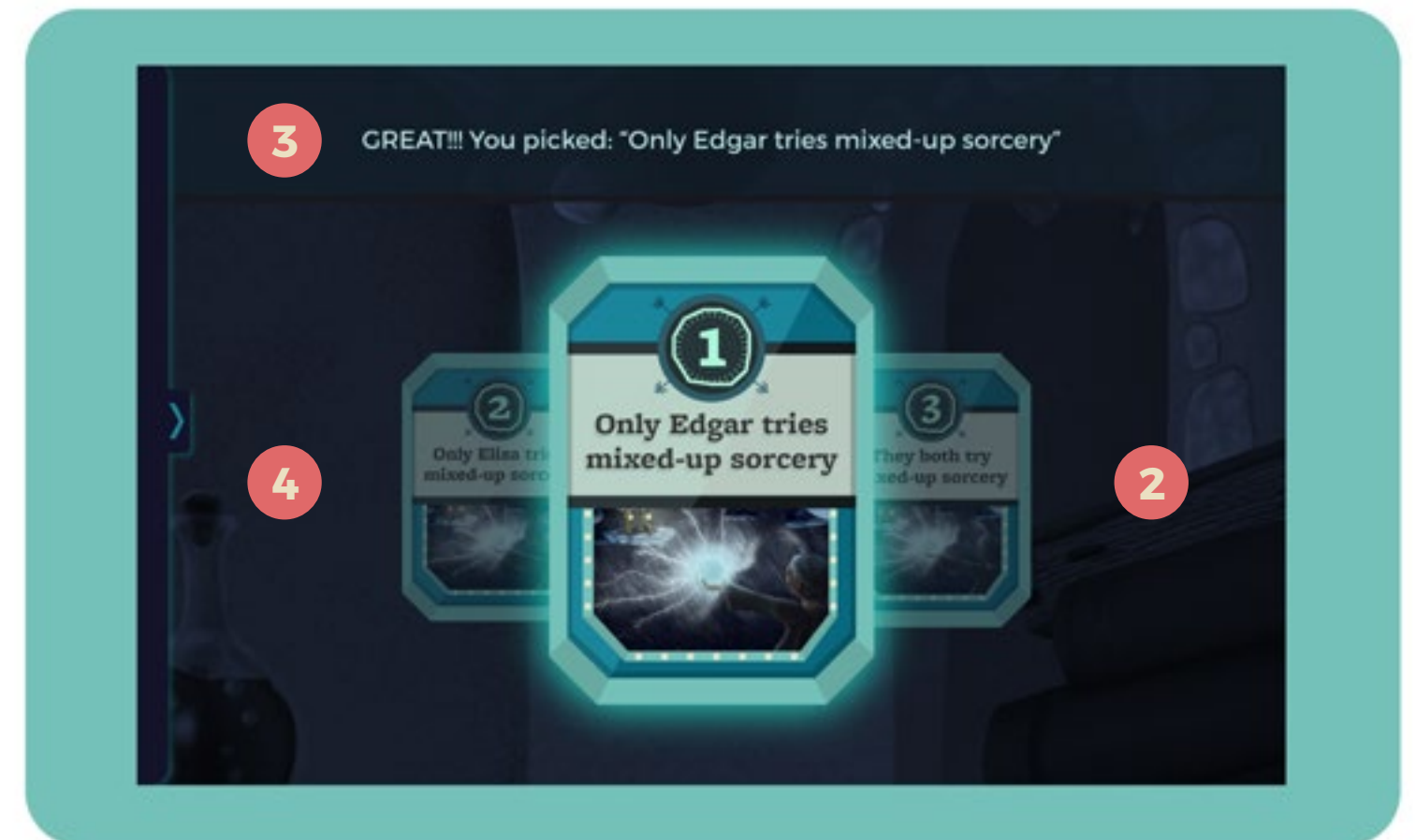
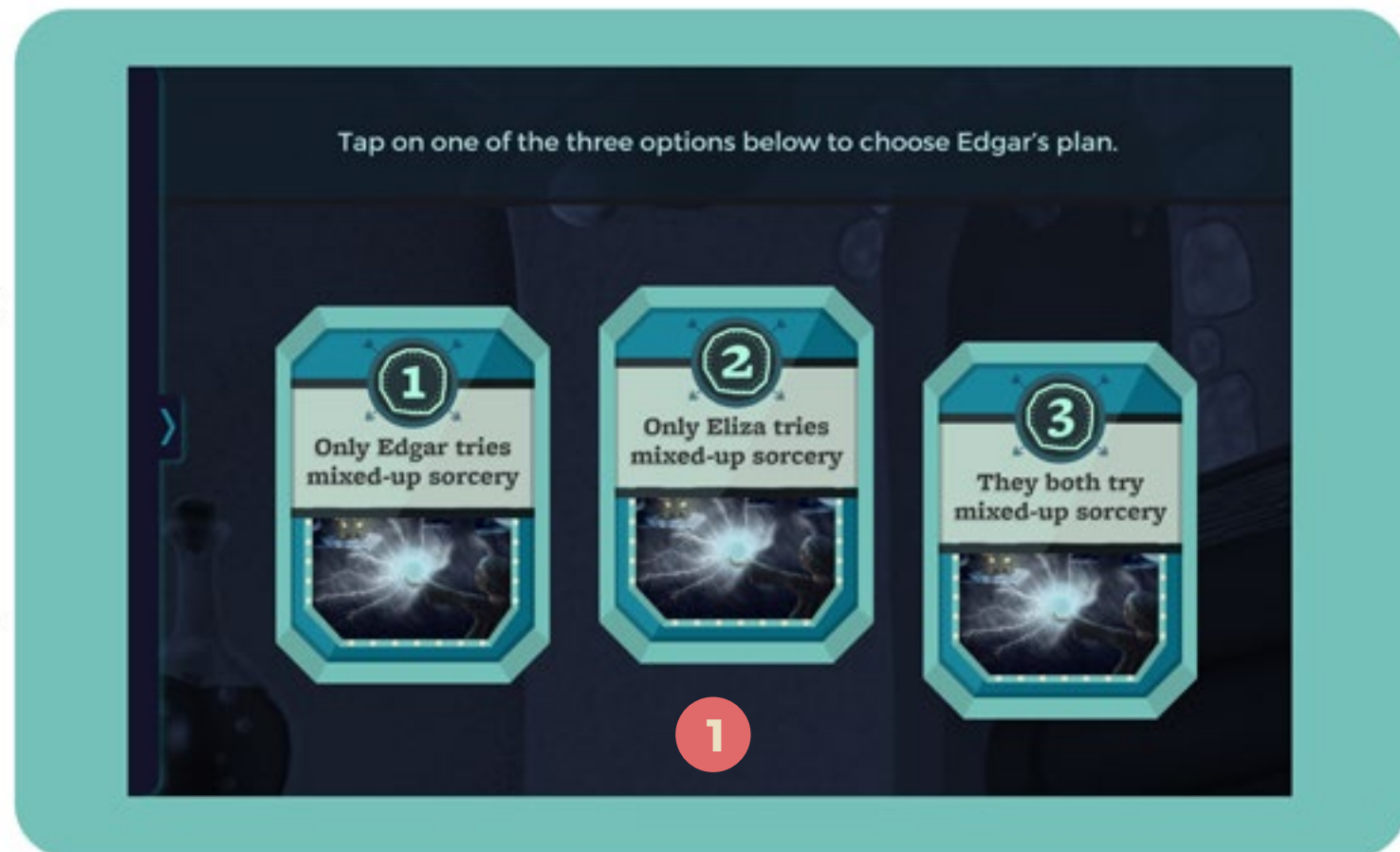
1. The buttons Hint and Trade were removed
2. Cards can be added, bought or traded by tapping on the number of cards below each card
3. The Spell Mix is replaced by the exact number of empty card slots needed for casting the spell
4. All the cards the user own are displayed
5. The user can switch between type of cards, elements or senses by tapping on the reverse cards icon
6. The word 'Congratulations' is replaced by 'Hurray'
7. Star graphics are shown representing the spell power, where the most powerful spell displays 3 starts and the weakest zero
8. Option to quit the game is given on each gameplay confirmation screen
9. All the icons have been properly labeled



VISUAL PROCESS

CHOICES WIREFRAMES VERSION 4

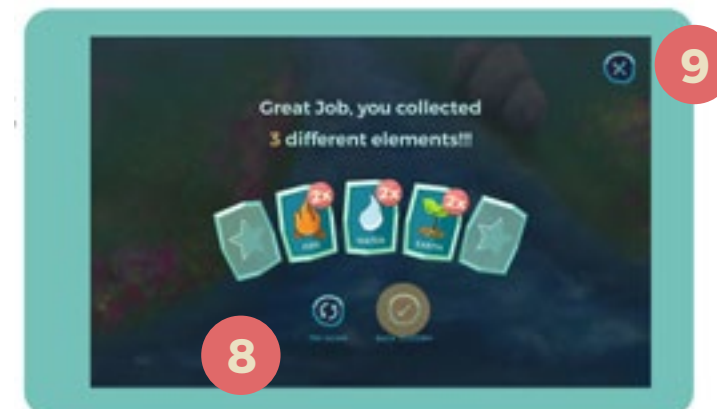
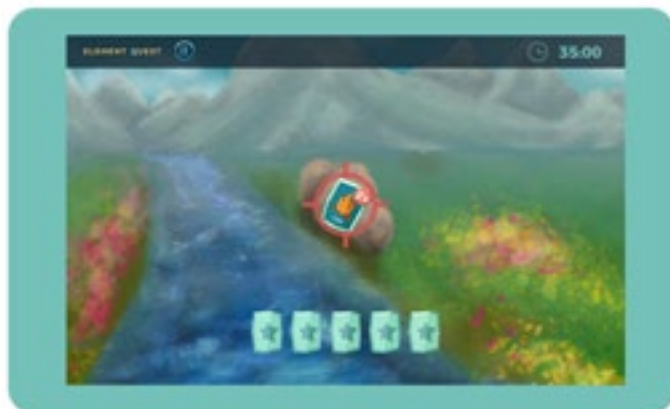
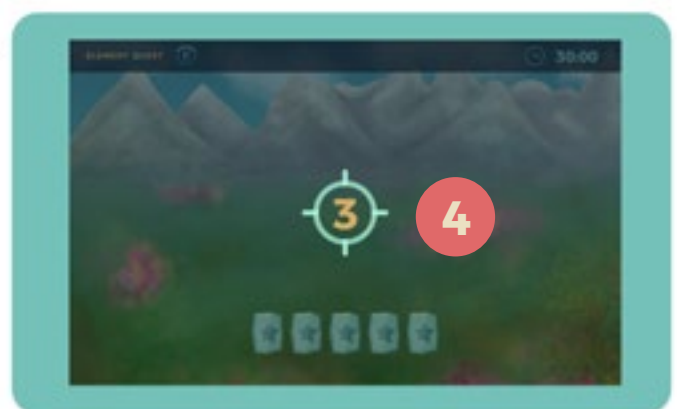
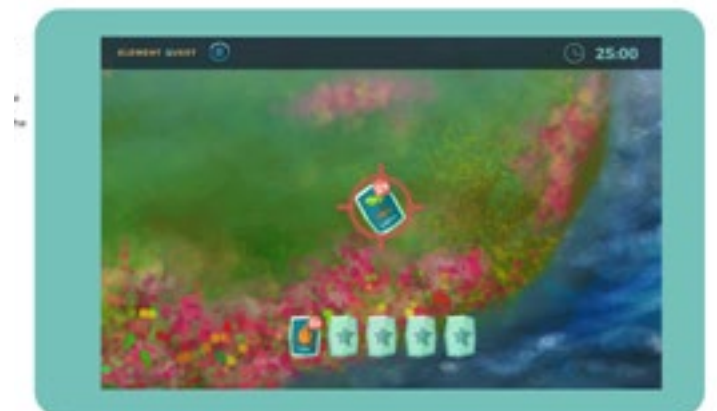
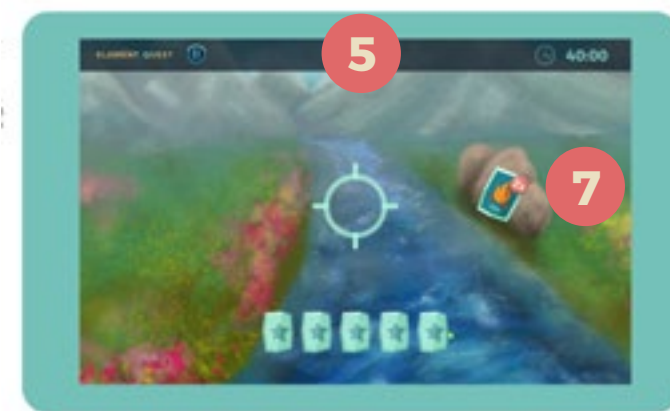
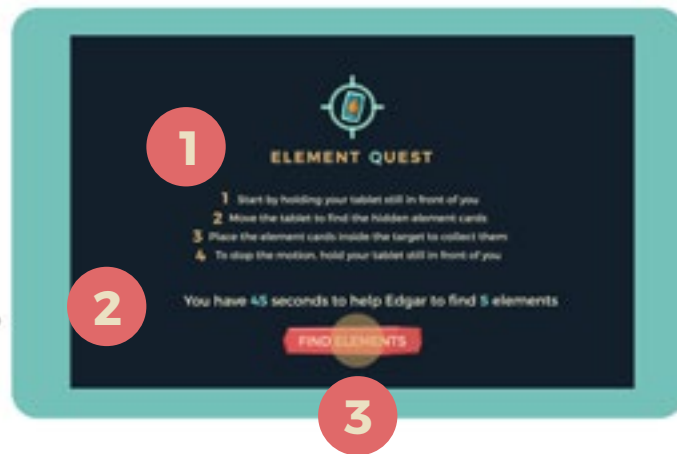
1. The option cards are replaced by a new design style
2. When the user taps on an option an animation displays the chosen card
3. The confirmation is given on the same screen
4. No option to change one's mind is given
5. The background is replaced by an illustration that ties back to the story



VISUAL PROCESS

ELEMENT QUEST WIREFRAMES VERSION 4

1. The Element Quest interface is properly labeled on the Instruction page
2. The main instruction is displayed with bigger font, right before the Find Elements Button
3. Find Element button replaces the Check button which avoids any room for ambiguity
4. A timer count-down replaces the start button
5. A top bar is added to contain the timer, a pause button and the interface label
6. The cards collected present a label that shows the number of cards collected at a time
7. The Target changes from teal color to salmon to give the user feedback when he is collecting a card
8. A choice to restart the game is given on the confirmation screen
9. Option to quit the game is given on each gameplay confirmation screen



UX PROCESS: User Testing

RESULTS HIGHLIGHTS

November 2016: Working prototype.

2 boys, 1 girl, 9. 1 boy, 8. 1 boy, 6. 1 mom

1. Everybody enjoyed the story / gameplay balance.
2. Only one boy tapped the story tab to toggle the text.
3. 2 boys had trouble figuring out that the text was scrollable.
4. Zero children could collect more than 2 element cards.
5. 4 children wanted to drag the cards inside the target
6. The adult was the only participant having trouble Casting the spell.

STORY MODE:

- The arrows on the tabs represent an improvement and makes the tabs more visible
- The bookmark icon might be unnecessary
- The Home button might be unnecessary as well, especially if everything on the Home page can be accessed from the navigation tab
- Making the text the main element on the page is a big improvement

CHOICES:

- Simplifying the Choices task reduces redundancy
- Exchanging the static confirmation screen makes the task more dynamic and fun

SPELL CAST:

- Cast the spell is undoubtedly the most important action on this interface
- It is a big improvement to show first hand the number and type of cards needed to cast a spell
- On the other hand if the user needs further hints on what spell to cast he has to rely on the Spell Book which takes one to a different screen and a new interface to find the information needed

ELEMENT QUEST:

- Minimized ambiguity by labeling buttons
- The Pause button represents a big improvement given that the user can pause and resume at any time
- The Try Again button is a hit and the users love it

VISUAL PROCESS

TYPOGRAPHY

I'm using two different typographies. One geometrical, sans-serif and straightforward that goes well with the flat interface—Montserrat. And a serif typography with a lot of character that supports the story's theme yet is screen friendly and readable, Freightmicro Pro.

MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
,.;' ""!@#\$%^&*()_+ -={}[]\|?<>/

MONTSERRAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
,.;' ""!@#\$%^&*()_+ -={}[]\|?<>/

FREIGHTMICRO PRO BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
,.;' ""!@#\$%^&*()_+ -={}[]\|?<>/

FREIGHTMICRO PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
,.;' ""!@#\$%^&*()_+ -={}[]\|?<>/

VISUAL PROCESS

TYPOGRAPHY: UI Fonts and Hierarchy

Montserrat Bold 100pt
Notifications

GREAT!!!

Montserrat Regular 36pt
Notifications

Do you want to lock option

Montserrat Bold 30pt & 36pt
Buttons

CAST

Montserrat Regular 28pt
Instructions

Choose Edgar's plan from the three options below.

Montserrat Regular 24pt
Notifications and Drop-down Menu

1. Hold your tablet still in front of you

Montserrat Regular 16pt
ICON LABEL

BACK TO STORY

Montserrat Regular 12pt
Navigation Link

SAVE

VISUAL PROCESS

TYPOGRAPHY: Story Mode

FreightMicroPro 26 pt.
leading 38pt.
Book Copy

Years ago, a prophecy foretold that a young girl would one day overthrow them. And so the selfish couple began to kidnap young sorceresses whose powers seemed a threat. Louisa took all the girls' talismans and kept them inside her own talisman—a bronze bowl.

FreightMicroPro 36 pt.
Story Subtitles

1. Wizardly heroes

FreightMicroPro 18 pt.
leading 24pt.
Chapter

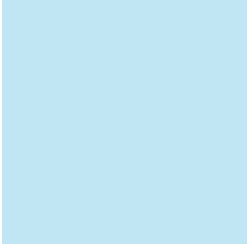
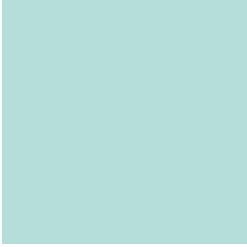




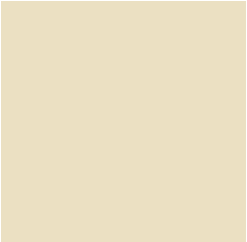

Chapter 1

FreightMicroPro 28pt.
leading 32pt.
Choice Cards

Only Edgar tries mixed-up sorcery

VISUAL PROCESS

COLOR PALETTE

#C0E6F1	R: 192 G: 230 B: 241			#B4DFDC	R: 180 G: 223 B: 220
#0E446D	R: 14 G: 68 B: 109			#1B869C	R: 27 G: 134 B: 156
#14132A	R: 20 G: 19 B: 42			#E06868	R: 224 G: 104 B: 104
#EBE0C3	R: 235 G: 224 B: 195			#EEC480	R: 238 G: 196 B: 128

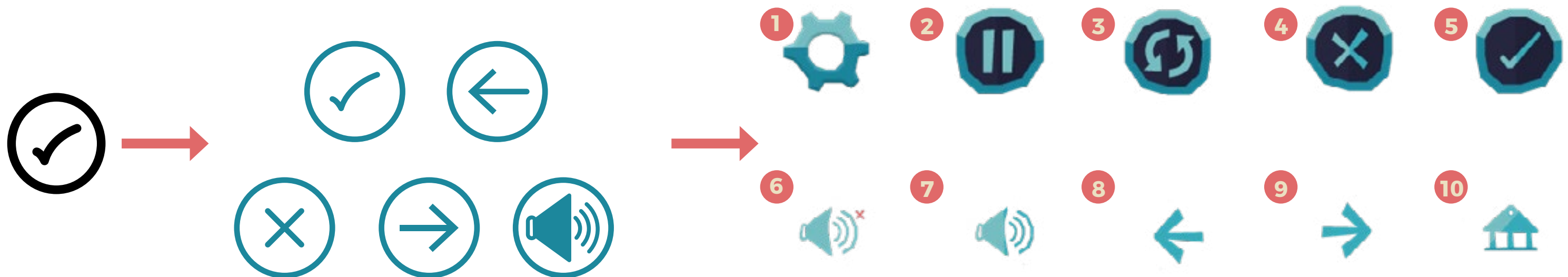
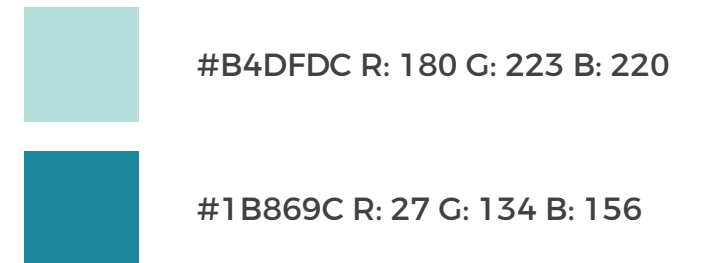
VISUAL PROCESS

UI INTERACTIVE ICONS

My intention was to create a contrast between the illustrations and the UI elements of my book. To accomplish that, I decided to go with a very detail oriented illustration type with very flat and simple UI element integration. During my journey I decided to continue with a flat-like style but with more character, something more appealing to children. As a result, I end up designing material-like icons with irregular shapes.

1. Settings
2. Pause
3. Switch
4. Close
5. Continue
6. Voice Over deactivated
7. Voice Over activated
8. Previous page
9. Next page
10. Home

UI INTERACTIVE ICONS COLORS



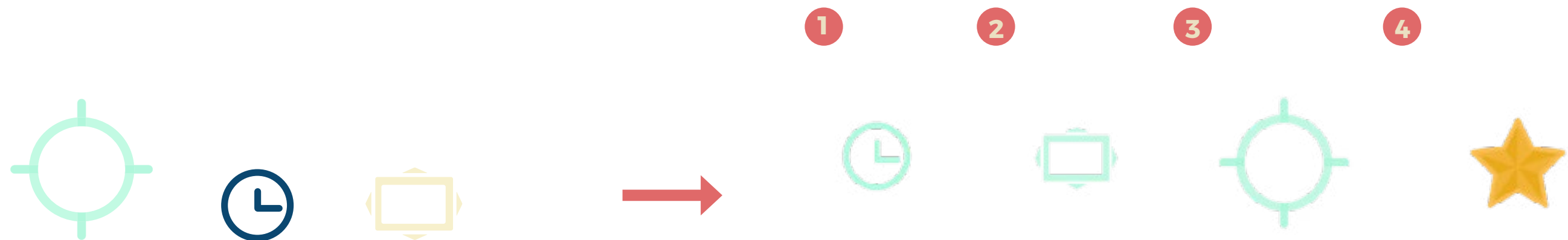
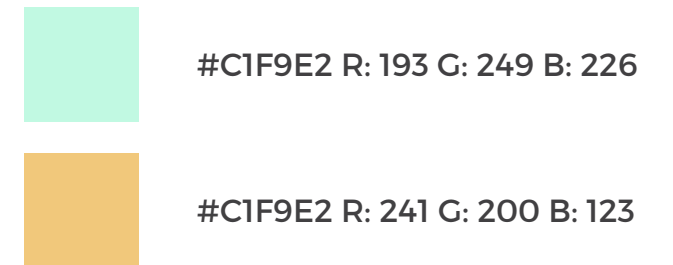
VISUAL PROCESS

UI NON-INTERACTIVE ICONS

To differentiate the non-interactable icons from the static icons, I decided to continue using the ultra flat style unifying the color to stay on brand. These icons aren't tappable although the target gives feedback to the user when a card is being collected. The icons 1 to 3 are shown only on the Element Quest Interface while the star is shown on the Cast Spell interface's confirmation page.

1. Timer
2. Tablet movement
3. Target
4. Star - 0 to 3 stars to show spell power

UI INTERACTIVE ICONS COLORS



VISUAL PROCESS

UI BUTTONS

The buttons I created for the UI are also angular and they create the illusion of relief with different color flat shapes. The color and size of the buttons represent a given action as primary or secondary.

1. Primary button
2. Secondary button

UI INTERACTIVE ICONS COLORS



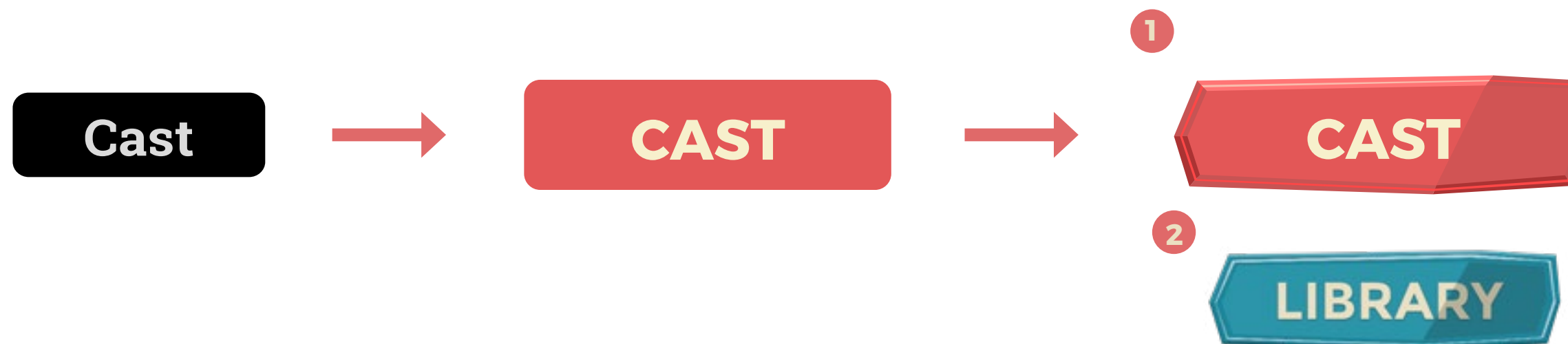
#E06868 R: 224 G: 104 B: 104



#1B869C R: 27 G: 134 B: 156



#E0E0C3 R: 235 G: 224 B: 195



VISUAL PROCESS

UI PROGRESS GRAPHICS

The Progress Graphics show some sort of progression on the book or the activities. The pagination icons are teal since the user can change pages in a section by tapping on any individual page icon. The Progress bar is Salmon color since the progression doesn't depend on the direct interaction with the bar, yet this progression is the primary action to power the spell.

1. Progress bar
2. Pagination icons

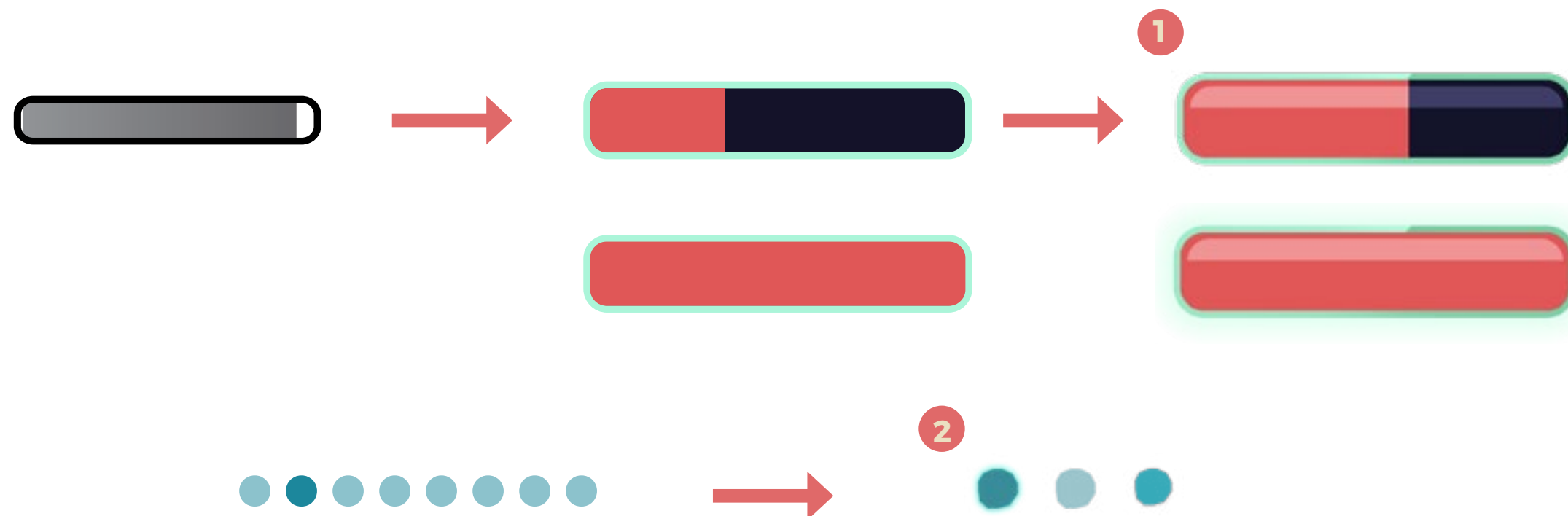
UI INTERACTIVE ICONS COLORS



#E06868 R: 224 G: 104 B: 104



#1B869C R: 27 G: 134 B: 156



VISUAL PROCESS

UI INTERACTIVE GRAPHICS: Element Cards

The element cards are interactable objects that can be dragged and dropped following the flat-like, stylistic design used by the UI Interactable Icons throughout the app. Angled edges and material-like icons. The element cards' most important task is to help the users to cast spells but can be also be collected, traded and bought.

1. Element Cards
2. Empty Card Slot



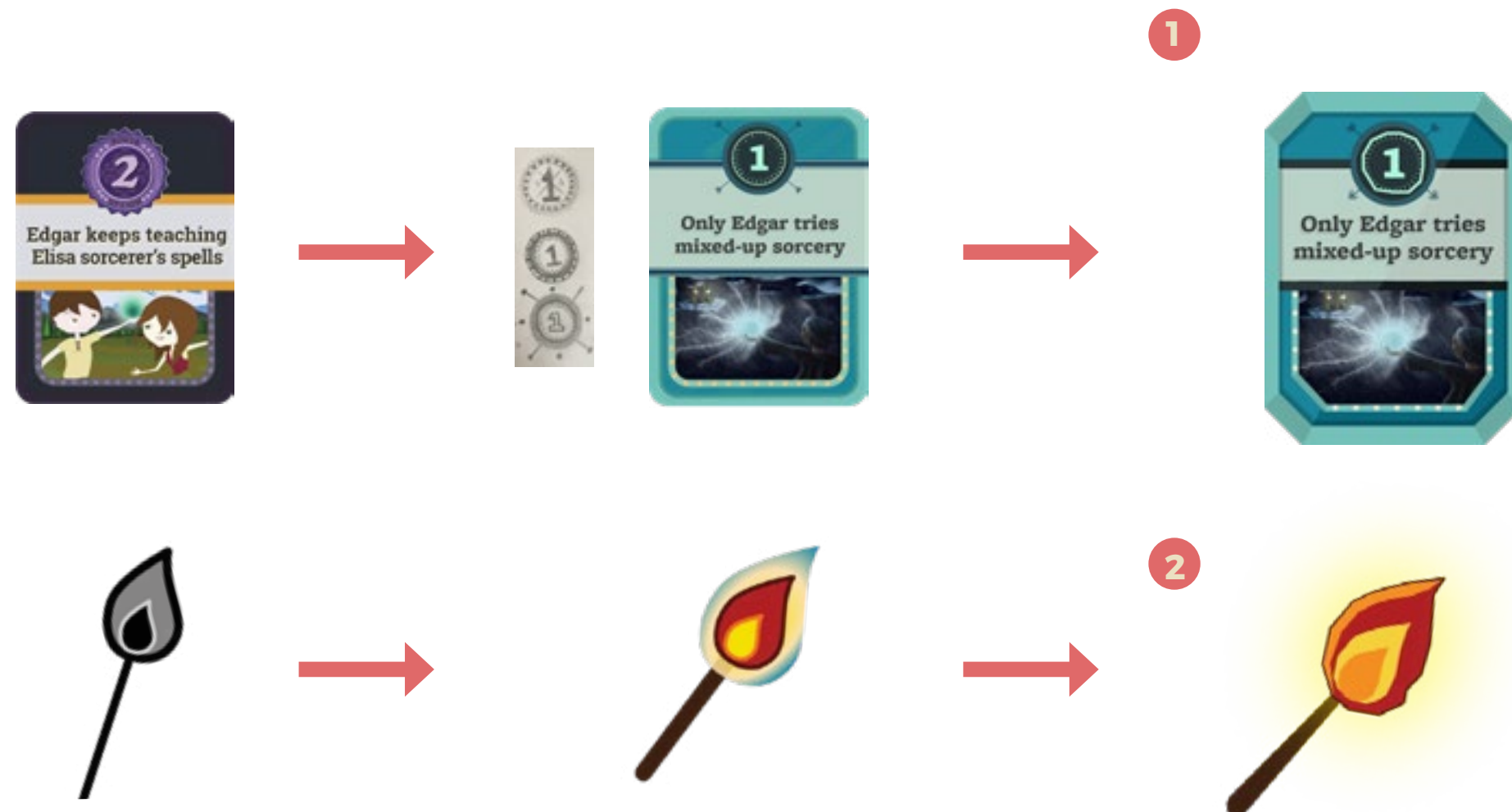
VISUAL PROCESS

UI INTERACTIVE GRAPHICS

Other interactive graphics in the app are the Option cards which can be selected by tapping on them.

The Talismans which are dragged up and down to power the spells. Both elements follow the angular material design style, while the Option card uses the color that means interaction the Talismans use a variety of colors not included in The Powers' main color palette.

1. Option Card
2. Talisman - Magic Match



UI INTERACTIVE ICONS COLORS



#1B869C R: 27 G: 134 B: 156

VISUAL PROCESS

UI NAVIGATION TAB

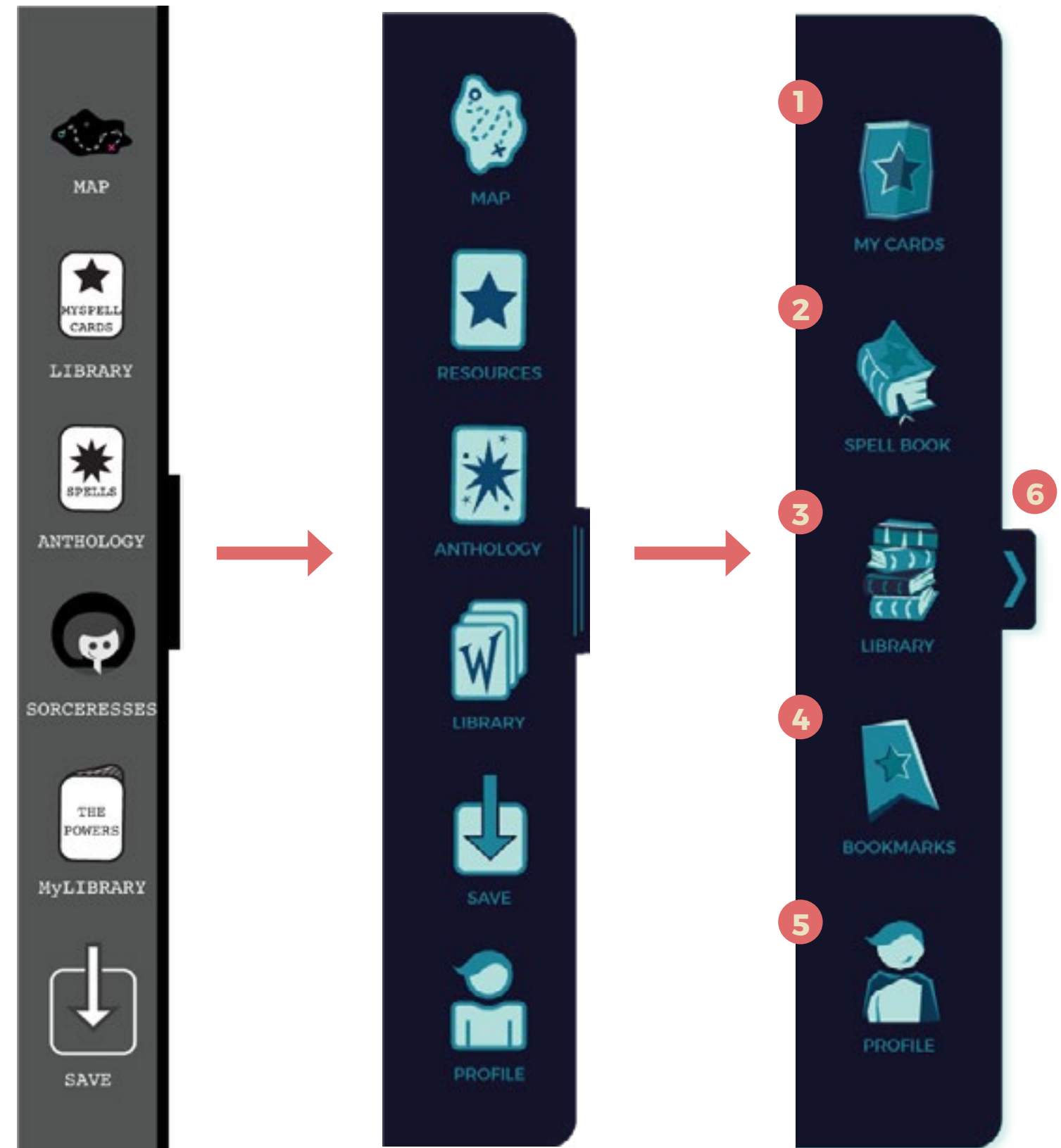
The navigation tab is almost always accessible throughout the book and the gameplay. The icons have a very limited palette but the primary color is the teal that indicates interactivity. The navigation items are also presented in a material design style.

1. MY CADRS – Collection Screen
2. SPELL BOOK – Anthology with all the combination spells
3. LIBRARY – Collection of all the Saved Book Versions (saved games) and access to the original book and restart book
4. BOOKMARKS - Collection of all the bookmarks of the current book and the chapter navigation
5. PROFILE – Collection of all the necessary User information for the game plus the game Settings
6. TAB – Shows and hides the tab

UI INTERACTIVE ICONS MAIN COLORS



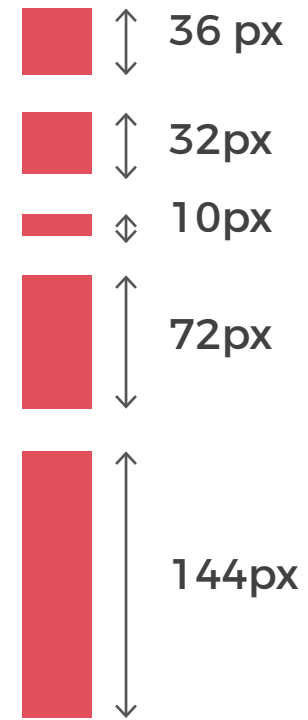
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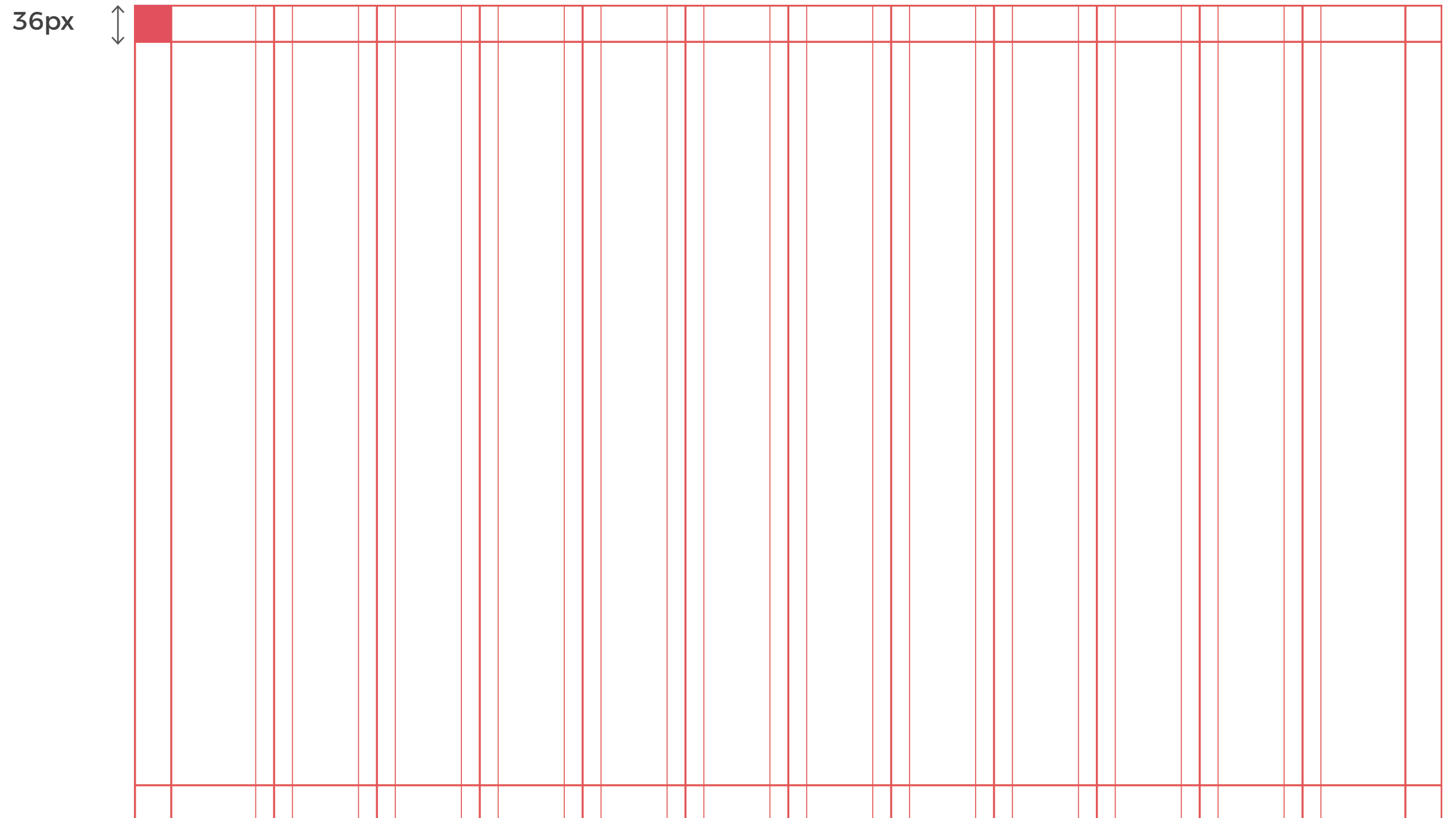
VISUAL PROCESS

LAYOUT: Basic Measurements

Basic Spacing Measurements



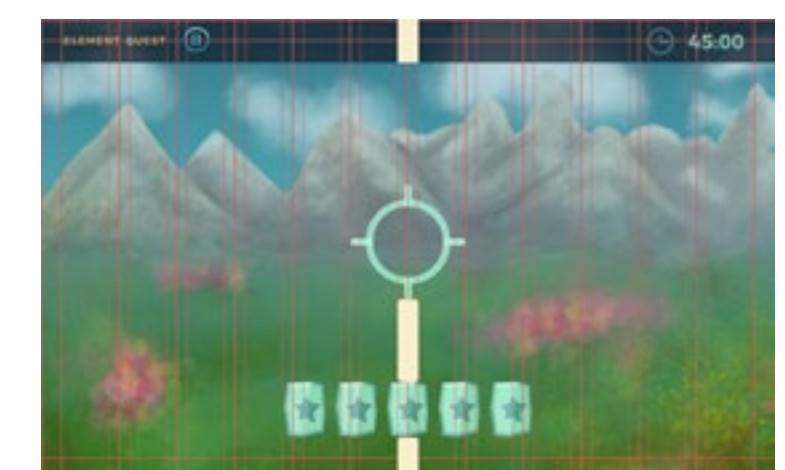
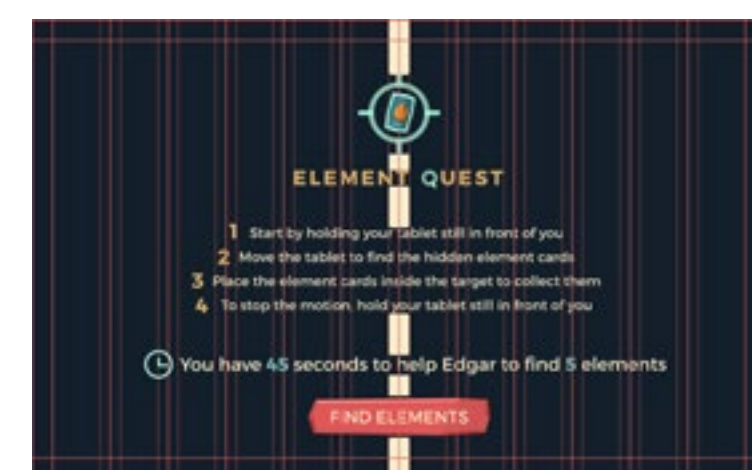
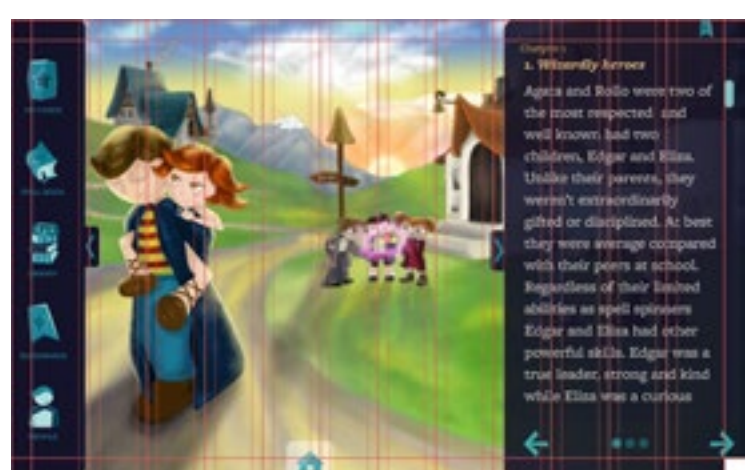
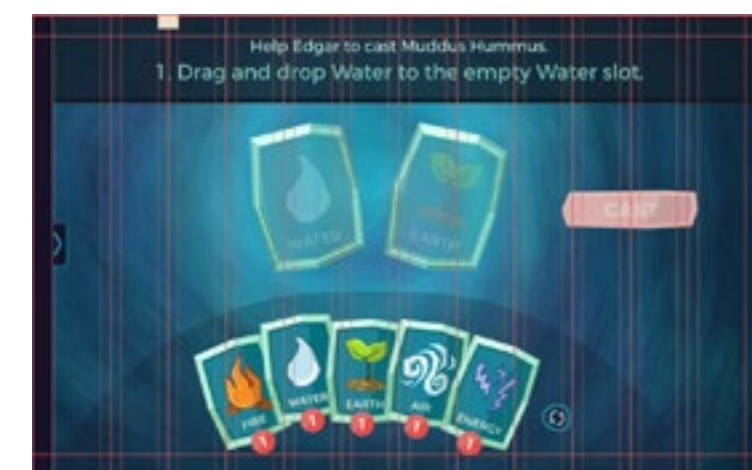
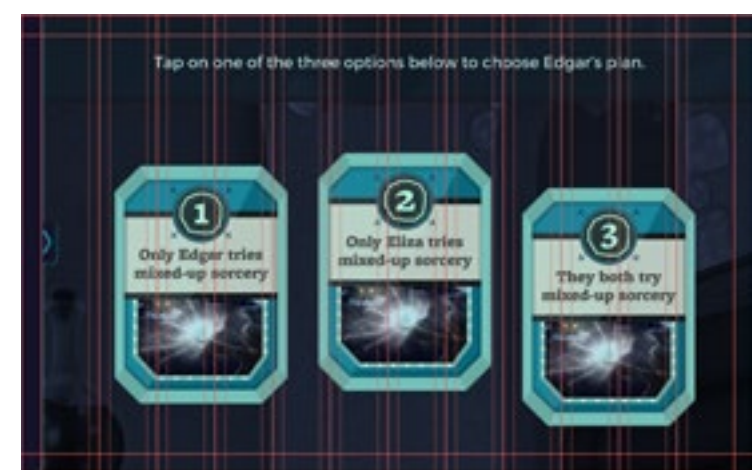
Basic 12 column grid



Multiples of 4px or 36px spacing

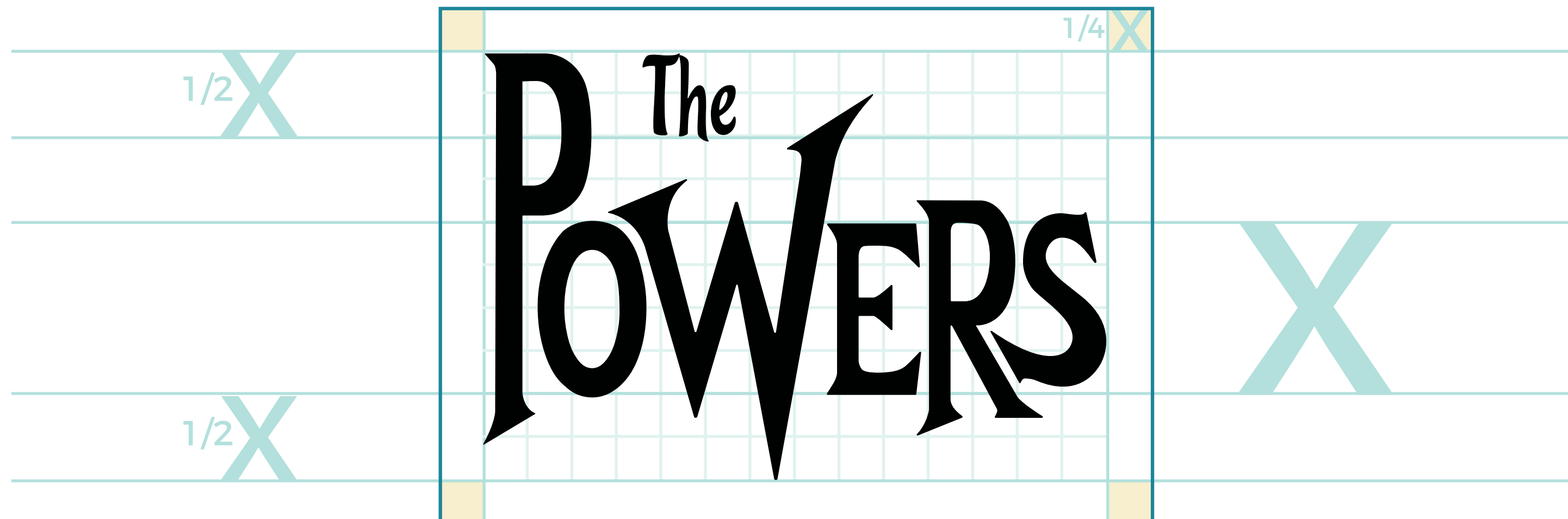
VISUAL PROCESS

LAYOUT



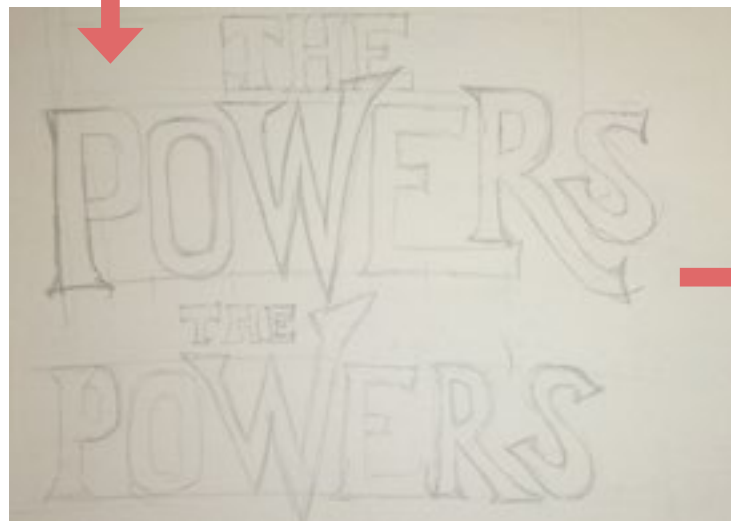
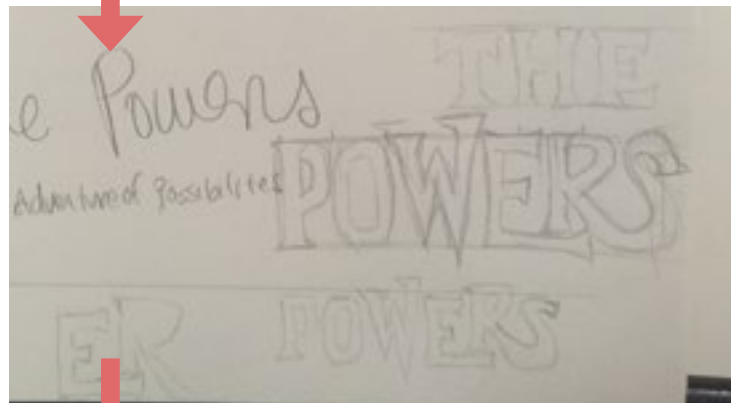
VISUAL PROCESS

LOGO



VISUAL PROCESS

LOGO: Progression



VISUAL PROCESS

LOGO: FLAT COLOR



Black over White



White over Black



1B859B
R: 27 G: 133 B: 155



1A1A38
R: 26 G: 26 B: 56

VISUAL PROCESS

LOGO OVER ILLUSTRATED BACKGROUND



Logo Radial Gradient

41C8D4 to # 113248

R: 65 G: 200 B: 212 to R: 17 G: 50 B: 72

Tagline

1A1A38 R: 26 G: 26 B: 5



Logo Over Illustration Style

Outer Glow

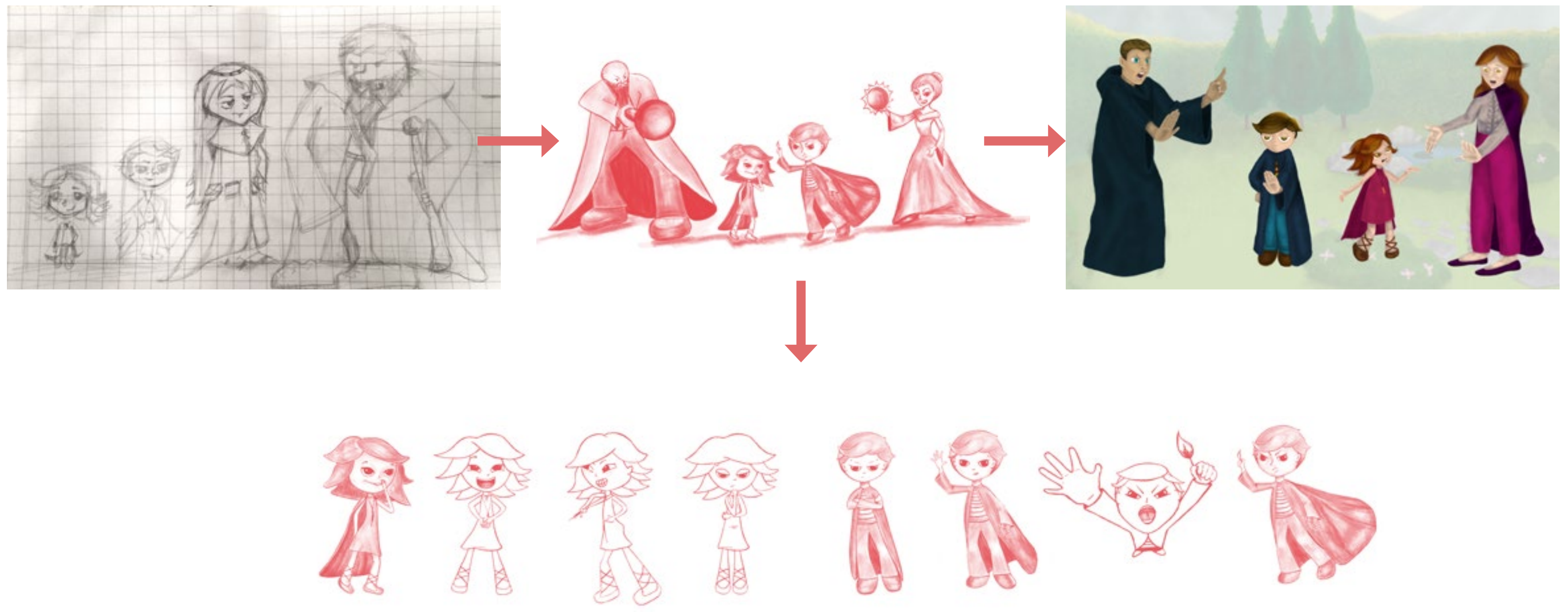
Hard Mix | Opacity: 45% |

A6F699 R: 166 G: 246 B: 153

Shine on top of "W"

VISUAL PROCESS

ILLUSTRATIONS: Character Line-up



VISUAL PROCESS

ILLUSTRATION 1: Agata and Rollo fighting evil monster



Sketch: Yessel Hinojosa
Illustration: Yessel Hinojosa

VISUAL PROCESS

ILLUSTRATION 2: Edgar and Eliza are a mess

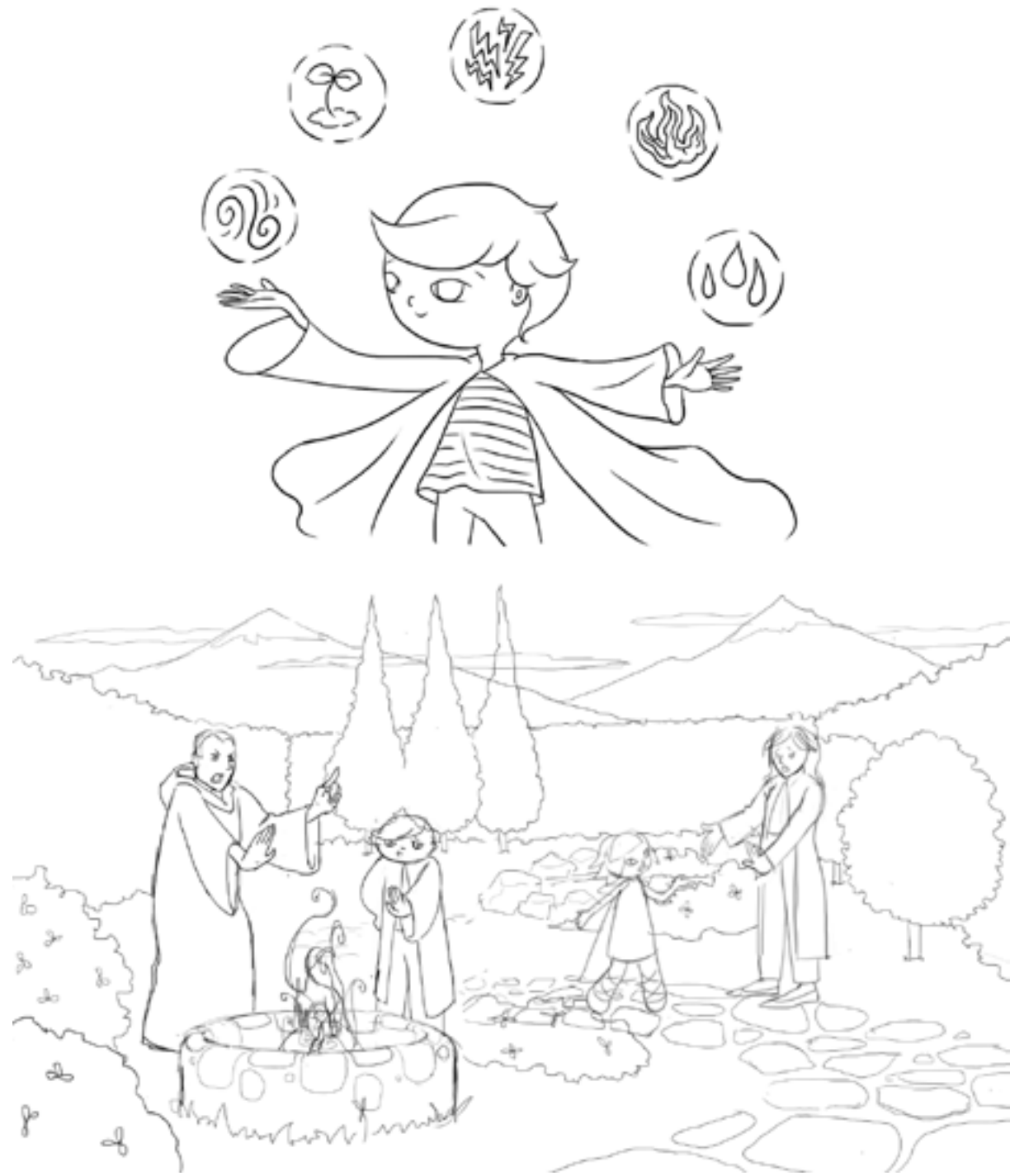


Sketch: Grace Tsai

Illustration: Yessel Hinojosa

VISUAL PROCESS

ILLUSTRATION 3: Edgar collects his elements



Sketch: Angel Chang & Grace Tsai

Illustration: Yessel Hinojosa



VISUAL PROCESS

ILLUSTRATION 4: Night practice

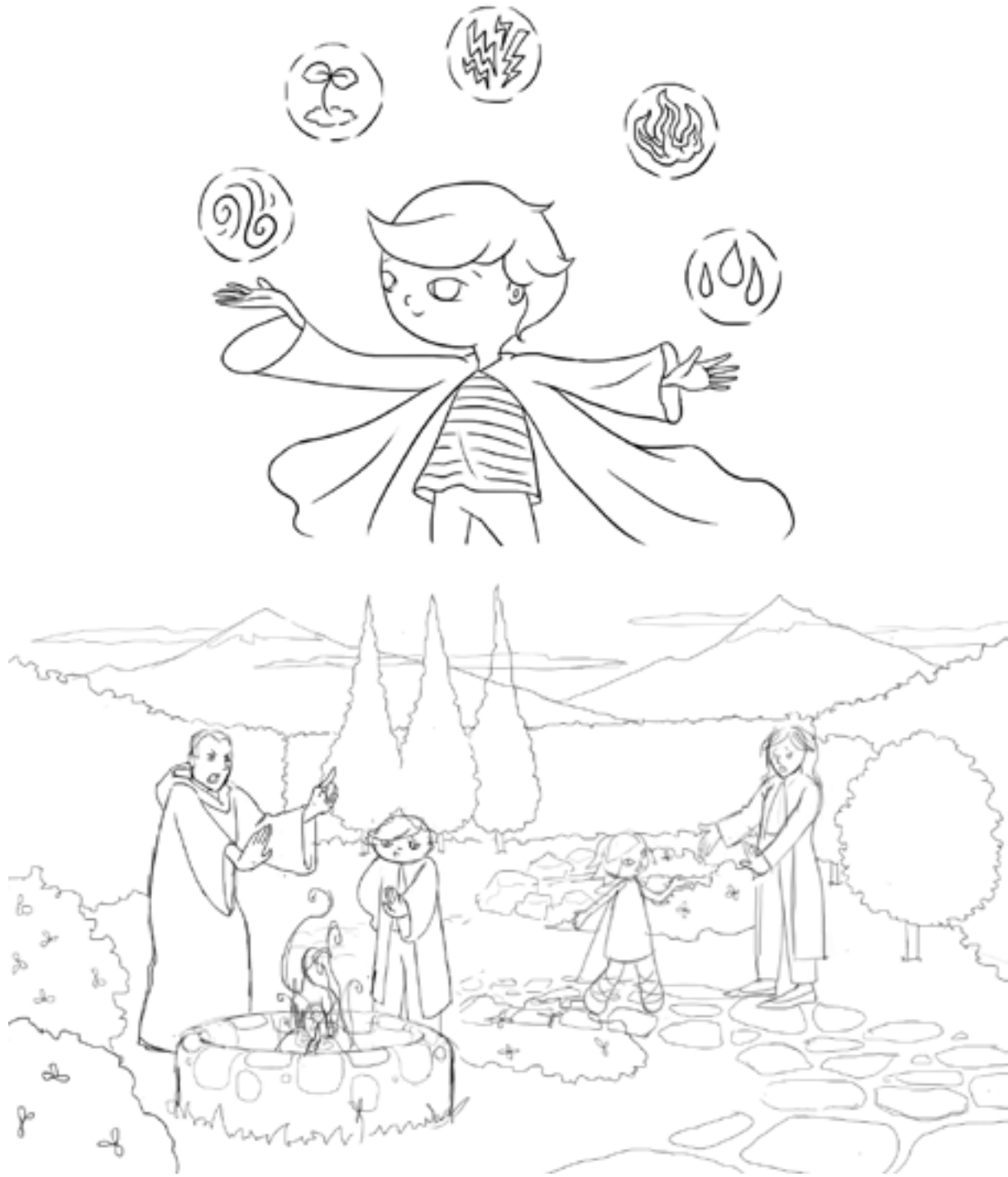


Sketch: Grace Tsai

Illustration: Yessel Hinojosa

VISUAL PROCESS

ILLUSTRATION 5: Rollo and Edgar frustrated



Sketch: Angel Chang and Grace Tsai

Illustration: Yessel Hinojosa



VISUAL PROCESS

ILLUSTRATION 6: Edgar collects his elements



Sketch: Grace Tsai

Illustration: Yessel Hinojosa



VISUAL PROCESS

ILLUSTRATION 7: Agata and Eliza practice sensorial spells

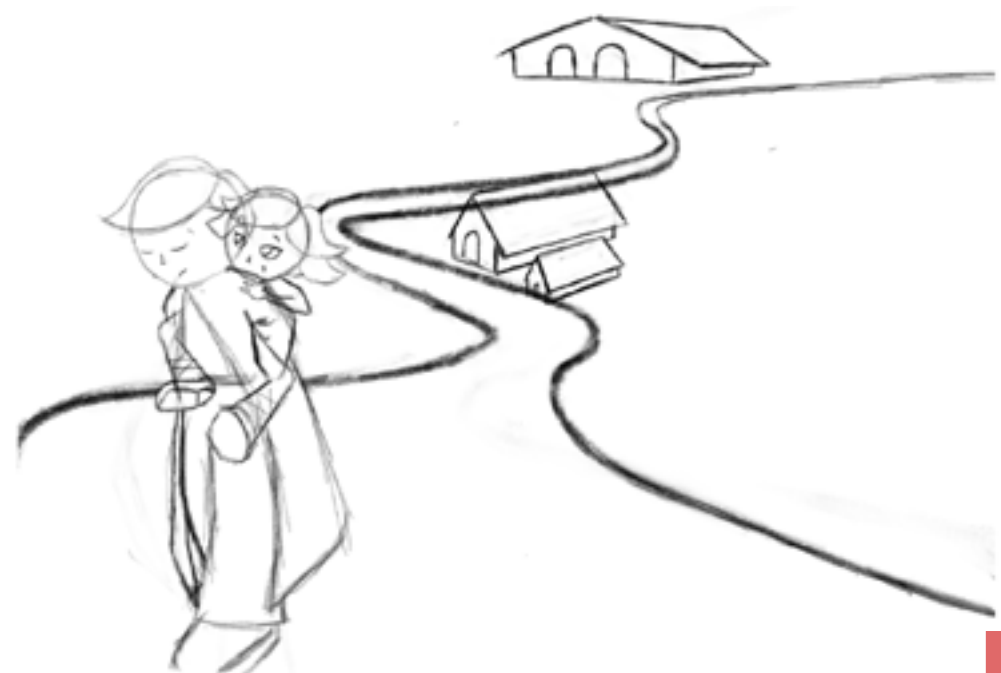


Sketch: Grace Tsai

Illustration: Yessel Hinojosa

VISUAL PROCESS

ILLUSTRATION 8: Edgar and Eliza come back home from school



Sketch: Grace Tsai
Illustration: Yessel Hinojosa

VISUAL PROCESS

ILLUSTRATION 9: Edgar and Eliza at their parents' library

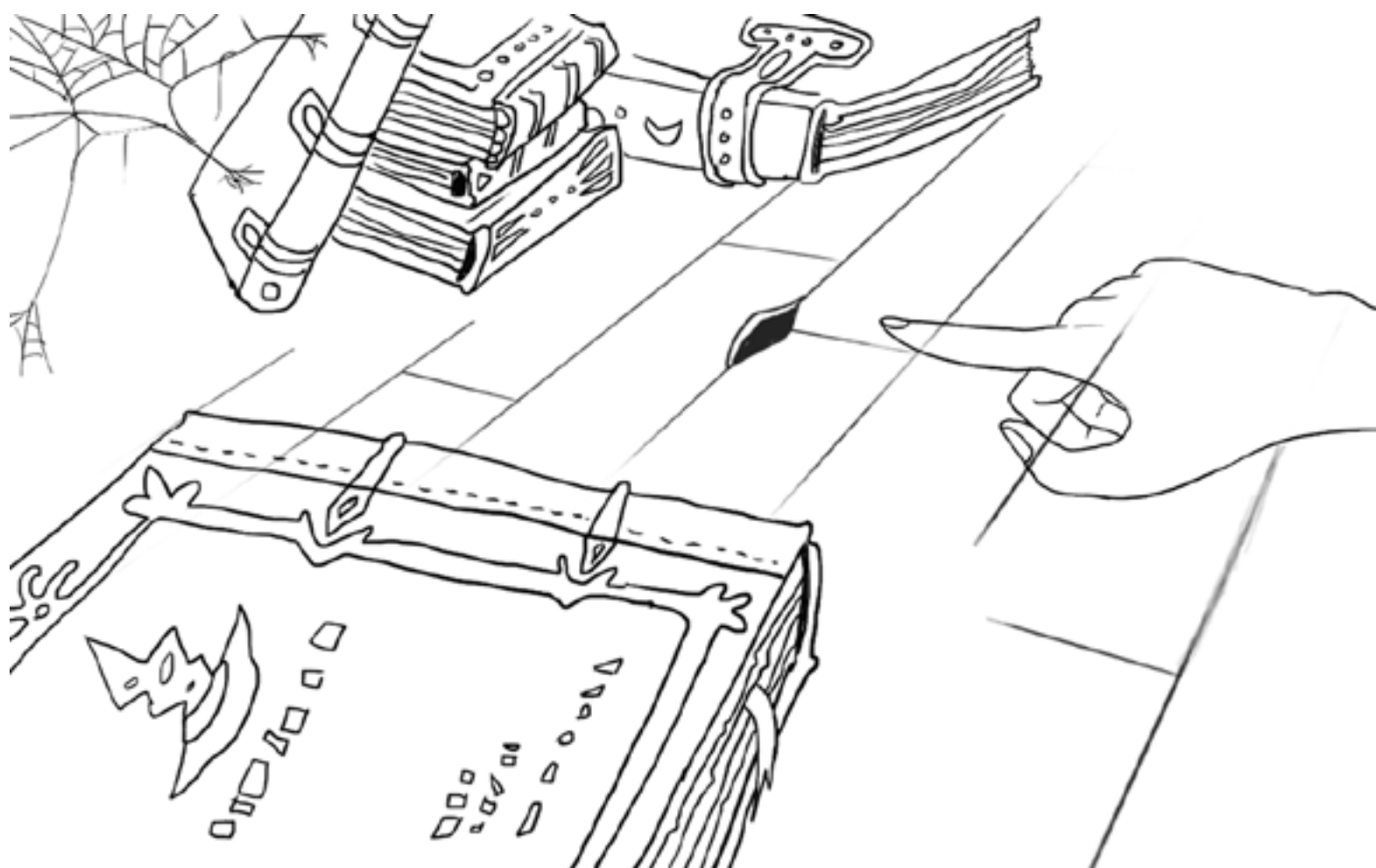


Sketch: Grace Tsai

Illustration: Yessel Hinojosa

VISUAL PROCESS

ILLUSTRATION 10: Eliza's finger gets caught in a hole on the floor

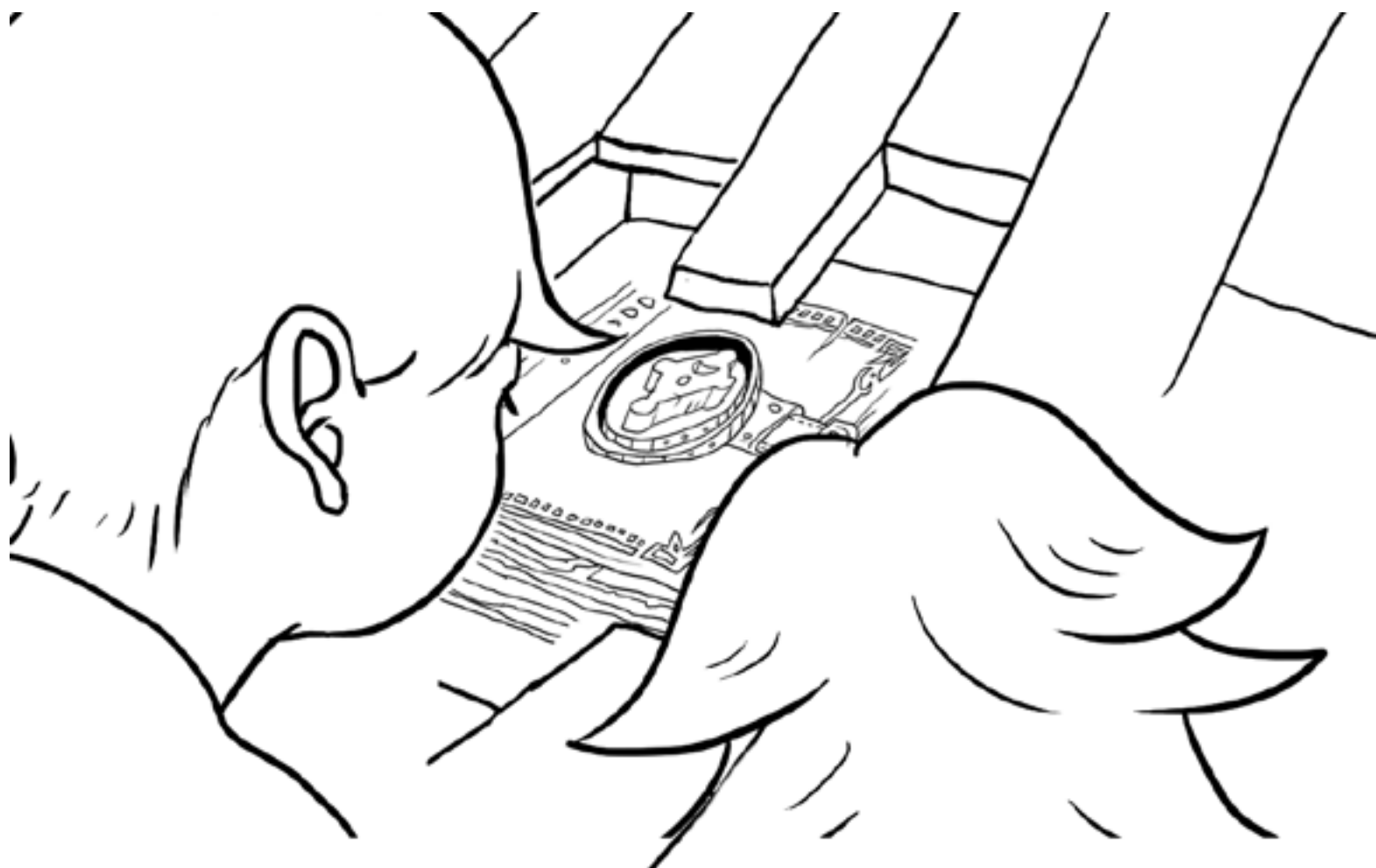


Sketch: Angel Chang

Illustration: Yessel Hinojosa

VISUAL PROCESS

ILLUSTRATION 11: Edgar and Eliza find a lost book behind a hidden door on the floor

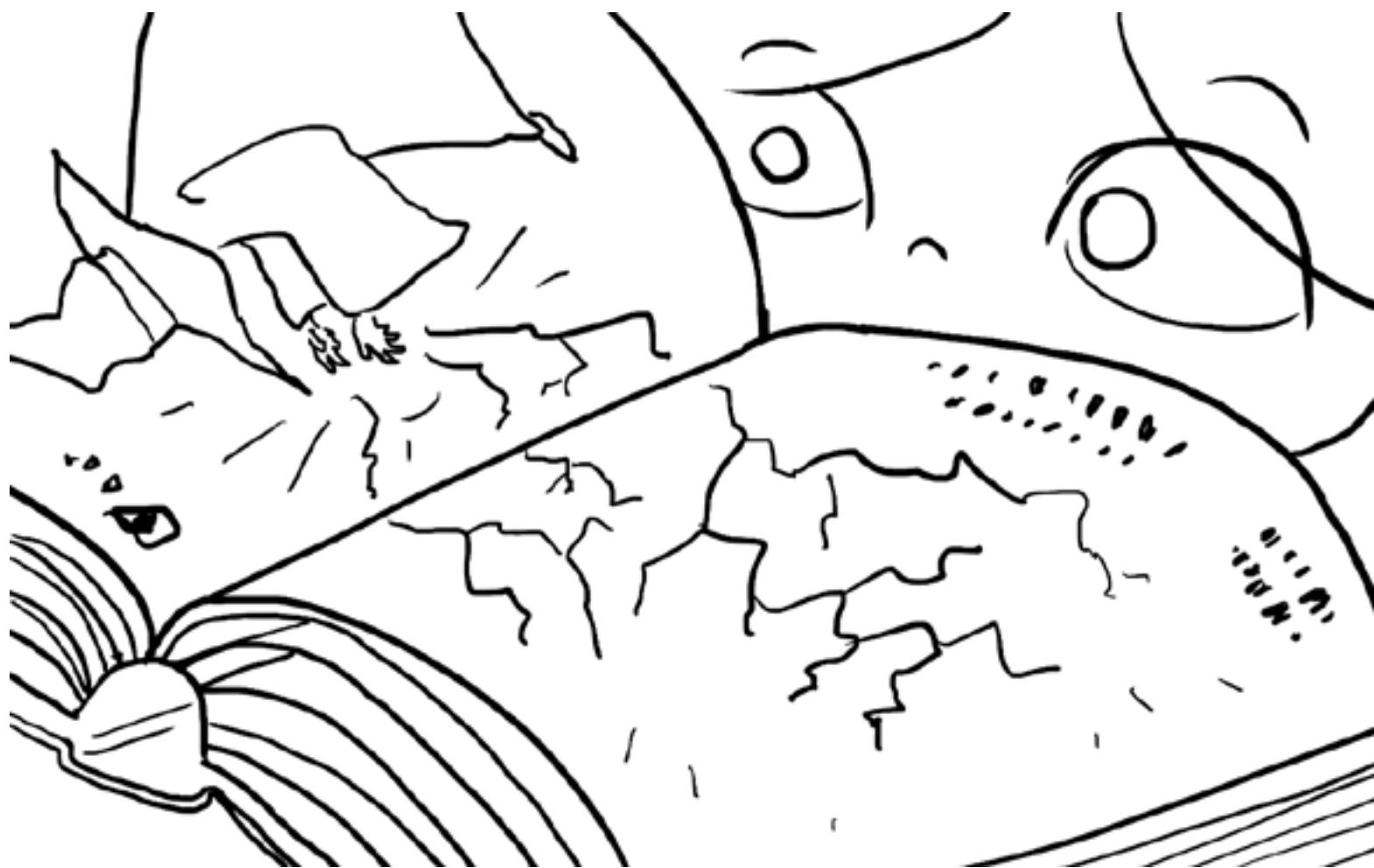


Sketch: Angel Chang

Illustration: Yessel Hinojosa

VISUAL PROCESS

ILLUSTRATION 12: Eliza learns about Samantha, the best elemental sorceress of all times



Sketch: Angel Chang
Illustration: Yessel Hinojosa

The Powers

And The Return of The Forbidden Book

Introduction: “A Brief History of the Kingdom of Wizardly”

Once upon a time, in the Wizardly Kingdom, both male and female spell-spinners could use both of their main magical resources—elements and senses— to cast spells. Everyone could learn and experiment with both of them until they mastered their own special power: either an element or a sense.

During that time, Wizardly’s King Eras, the best sorcerer of all time, mastered the elements like no one else before him. His specialty was Fire, and he refused ever to cast a spell involving the senses because he considered those spells soft and weak. Valentina, the queen, mastered all the senses and she was the first spell-spinner ever to cast an enchantment using the senses that was comparable in power to those using the elements. But her main focus was to support her husband’s spells.

Because both of them had reached mastery of their craft, they decided that their own personal formula was the right one for all of sorcery society. So it was decided that only men would be allowed to wield the power of the elements and only women should focus on mastering the senses. A woman’s role was to back up the spells of her male counterpart. After King Eras and Queen Valentina had made up their minds, anyone daring to break the new laws would be considered a traitor to the Kingdom. Even The Great Samantha, a

young elemental sorceress that quickly had become almost as powerful as Eras commanding the elements, was considered a violator and she as well was deprived of her freedoms and taken away from society. However Eras, had special plans for her. He and Valentina cast the strongest spell they had ever cast to ensure that Samantha would be erased from society and Eras absorbed all her powers. The old spell books were cursed and burned and new books were written to substitute them. From that time on, no one was allowed even to talk about men mastering the senses or women controlling the elements.

Exclusive new schools for boys opened where the young spell-spinners learned how special they were. There they were taught that only boys could master elemental sorcery, the most powerful of all magic.

Eventually, special spell-spinning schools for girls opened. Here the young sorceresses learned their role supporting elemental sorcery with their sensory magic.

Chapter One: “Finding Their Element”

Agata and Rollo were two of the most respected and well known spell-spinners in Wizardly. They were known for their extraordinary powers and their faithfulness to the law. Together, they had won the most heroic battles fighting against the evil powers threatening Wizardly and its people.

Agata and Rollo had two children, Edgar and Eliza. Unlike their parents, they weren’t extraordinarily gifted or disciplined. At best, they were average compared with their peers at school. Regardless of their limited abilities as spell-spinners, Edgar and Eliza had other powerful skills. Edgar was a true leader, strong and kind, while Eliza was a curious soul, agile in mind and

body, and smart.

After school, Edgar always picked up Eliza on their way home.

“How was your day, Edgy?”

“Mr Grongle is always comparing me to my dad and Daniel. He is always showing off his dumb powers. I’ll never be able to master the elements like they do!”

“Don’t feel bad! I think you’re way cooler than they are!”

“Thanks, Eli. How about you? How was your day?”

“Oh...about the same.”

Back at home, they would mainly play and do their homework, but most importantly make sure that the two were ready to practice spells with their parents when they came back home from work.

CHOICE TIME: Do you want to continue as Edgar or as Eliza?

To play as Edgar, continue on this page, below.

(To play as Eliza, skip to page 5.)

Option 1: Play as Edgar

VIRTUAL REALITY INTERFACE: Help Edgar to find his magical elements.

“Great! That was a lot easier than usual!” Edgar was pleased to have found all his magical elements before his dad got back from work.

Chapter One: Section 2-A (Playing as Edgar, continued)

Agata and Rollo worried about their kids because despite all their efforts to teach and inspire them, the children didn’t show any strength in their desired abilities. All their friends had already mastered at least one element or sense. Their parents were beginning to lose hope.

Nevertheless, Rollo and Agata tried every night to teach their children the essentials of spinning the elements and senses. Edgar’s challenges were more difficult than Eliza’s but his father never totally gave up.

“You’re falling behind, my son! Clear your mind and try again. Elemental magic is power. Men are born with the ability to control and command the elements. I know you can do it! Pick up your match talisman and try again.”

“Dad, I follow all the steps every time but my spells never catch! I don’t think my magic match is working!”

“Of course it works. You just need to focus on the elements around you! When you try to cast a spell... I don’t know... it’s almost like you’re trying to feel your senses!” Rollo looked away, unable to hide his disappointment.

Edgar felt he was letting his dad down by not being good enough. Even so, he kept trying, long into the night.

Rollo: “Edgar, by now you should know the 10 fundamental spells you cast to combine virtually anything.”

1. Wicked-Steam made with Water and Fire
2. Breezy-Drizzle made with Water and Air
3. Electro-fusing made with Water and Energy
4. Muddus-hummus made with Water and Earth
5. Oxi-Bust made with Fire and Air
6. Electro-Fire made Fire and Energy
7. Blazy-Stones made with Earth and Fire
8. Stormery made with Air and Energy
9. Musty-Dusty made with Air and Earth
10. Zip-Zing-Vim made with Energy and Earth

“Now let’s practice Breezy-Drizzle, Edgar. Did you gather all your elements today?”

“mmm-hmm...”

SPELL CAST: Help Edgar to cast Muddus Hummus

“Great, Edgar! See? Your Match works! Now try casting the Muddus-Hummus spell on your own.”

SPELL CAST: Help Edgar to cast Muddus Hummus. No instruction this time.

Rollo was satisfied with tonight’s outcome because, for the first time, Edgar had cast a spell by himself.

Inside, in her sensory workshop, Agata tried casting sensory spells with Eliza when she burst out, “But mom, how come I never get to practice with dad? I think I could master Fire if he taught me how.”

“Oh, Eliza! The elements are way too powerful. If you can’t manipulate the senses, how could you handle the elements?”

Eliza shrugged and answered, “I don’t know, I just... feel it.”

“Well, if you don’t practice with your senses and your talisman pendant, no sorcerer will ever ask you to cast with him. Would you like that? Now focus, because you have so much to learn.”

Option 2: Play as Eliza

Help Eliza to find her magical senses.

VIRTUAL REALITY INTERFACE: Help Eliza to find her magical senses.

“Oh man! Finding the source of my senses is draining. At least this time I got them all,” Eliza complained to Edgar while sinking into the couch.

Chapter One: Section 2-B

Agata and Rollo worried about their kids because despite all their efforts to teach and inspire them, the children didn’t show any strength in their sorcery branch. All their friends had already mastered at least one element or sense. Their parents were beginning to lose hope.

Nevertheless, Rollo and Agata tried every night to teach their children the essentials of spinning the elements and senses. Eliza’s problem wasn’t that she couldn’t cast spells her problem was from the root. She didn’t seem to be able to pebble her senses, and without pebbles it was impossible to even think about casting any spell.

“Come on, Eliza! Don’t you have any sense? Sensorial sorcery is delicate and subtle but profound at the same time. I know it isn’t easy to channel your senses, but if you want that someday some fine young sorcerer will ask you to cast with him you need your senses to come as second nature.”

“Well, I think I the senses are my tenth nature! So maybe I should practice with fire instead.” Agata looked at Eliza in disbelief, and sharply replied, “Please, do not be ridiculous. The elements are way too powerful. If you can’t channel your senses, how could you handle the elements?”

Eliza shrugged and answered, “I don’t know. I just... feel it.” And feeling ashamed of her thoughts Eliza did everything in her power to pebble as much as she could.

Agata: “Eliza, never forget the 10 supplemental spells you cast to magnify virtually any elemental spell.”

1. Fondle-view made with Touch and Sight
2. Delicitation made with Touch and Taste
3. Buzztones made with Touch and Hear

4. Sweetsoftness made with Touch and Smell
5. Farfilling made with Sight and Taste
6. Superstealth made Sight and Hear
7. Eaglesniff made with Sight and Smell
8. Savorytune made with Taste and Hearing
9. Aromatica made with Taste and Smell
10. Fartastic made with Hear and Smell

“Now let’s practice Sweetsoftness, Eliza. Do you have any pebbles today?”

“Kinda...”

SPELL CAST: Help Eliza to cast Fondle View

“Great, Eliza! See? If you can cast spells with such teensy pebbles imagine what could you do if you got in touch with the core of your senses!”

SPELL CAST: Help Eliza to cast Fondle View. No instruction this time.

Agata was relieved that at least Eliza was able to cast sensory spells. Now her challenge was to create decent sized magic pebbles. Outside, while trying to command the elements Edgar complained, “Dad, I always follow all the steps every time but my spells never catch. I don’t think my magic match works!”

“Of course it works! You just need to focus on the elements around you! When you try to cast a spell... I don’t know... it’s almost like you’re trying to feel your senses!” Rollo looked away, unable to hide his disappointment, and urged Edgar to keep practicing.

After playing the previous section as either Edgar or Eliza, continue below:

Chapter One, Section Three

The next day, on their way back to school, Eliza and Edgar spoke about their parents’ lessons. Today they were especially frustrated with last night’s outcomes.

“I bet dad wishes Daniel was his son. He is so good at everything. He doesn’t need to practice to power his wonderful elementary spells. Everybody thinks that I’m a big failure.”

“Ughhh! At least mom doesn’t remind you every five seconds, ‘If you can’t even control the senses, how can you even imagine you’ll be able to control elements? Blah, blah, blah...’” Eliza’s voice returned to normal. “She doesn’t think anybody will pick me to be his sidekick!”

“You know, I bet mom and dad have diaries from when they were sorcerers-in-training. If we could only find them, I bet we could become as good as they are.”

“Wow! Eliza, that the best idea you have ever had! Maybe someone might want you for his sidekick, after all!” Edgar teased.

Edgar and Eliza spent most of the day trying to find something useful, but they only found sophisticated, grown-up books that they couldn’t understand. But as they dug deeper, they started to find older, simpler books. Still, they couldn’t find their parents’ diaries.

“Look, Eliza! Here’s Dad with long hair!” Both of them laughed out loud. “Do you think mom and dad will get mad at us if they know that we are going through their stuff?” Edgar asked.

“No!” Eliza replied. “I think they will be proud of us for trying to become like them.”

Eliza moved the last book of the pile and she saw a little hole in the ground. Without thinking, she poked her finger in it. And, of course — her finger got stuck!

“Oh, no! Help!!”

When Edgar turned around and saw his sister struggling to get her finger back he sighed, “What did you do this time, Eli?” He pulled Eliza’s hand, but instead of pulling her finger out of the hole, they managed to open a tiny secret door, right in the floor. As soon as they opened it, Eliza’s finger was suddenly free. Edgar and Eliza looked at each other in disbelief and they

rushed to find out what could be so important to be hidden beneath the unexpected floor-door. They found one last, mysterious book. Neither of them had ever seen a book quite like this, it looked different from the other ones—older, but shinier at the same time. At once they both reached out to grab it.

Chapter One: Section four “The Forbidden Book”

Edgar opened the book and, together, they started reading it. The book contained elemental spells Edgar had never heard of, but as they continued reading, they figured out why. This book talked about sorcerers—male sorcerers—casting sensory spells, spells not even Eliza had heard of yet. They were frightened. There was no way a sorcerer could cast sensory spells! Their curiosity excited them, and they read faster than they had ever read before, trying to absorb and digest every word in that book.

Then, something even more shocking came: The book told the story of Samantha, the most famous elemental sorceress. Edgar and Eliza looked at each other in disbelief, and at the same time, exclaimed: “Whaaaaaaaaaaaaaaaaaat?” Eliza’s eyes opened as big as saucers, she grabbed the book and read page after page. The Forbidden Book gave them a mixture of feelings: they felt excited, but terrified to be caught. They were puzzled: “How is it that nobody ever talks about this?” They didn’t really know what to do.

After a while, they heard their parents calling their names. Quickly, Edgar and Eliza dumped the book back underground, closed the secret door, and piled some other books back on top.

“We are going to get into so much trouble if anybody finds out that we are reading about this mixed-up magic,” said Eliza, who was excited and concerned at the same time.

“Don’t worry, Eli. I have a plan.”

CHOICE TIME: Help Edgar and Eliza to decide what to do next:

1. Edgar borrows Eliza’s pebbles to cast sensory spells.
2. Edgar will lend element cards to Eliza for her to cast elemental spells.
3. Both of them interchange resources to spin spells from the forbidden book.

Chapter 2: “Powers Struggle”

OPTION 1: Edgar Comes to His Senses

Eliza was super excited to start Edgar’s mixed-up sorcery training. First he needed to learn the basics of sensory magic before trying anything from “The Forbidden Book” and Eliza had put together a whole plan on how to teach him. They both knew that for Eliza it wasn’t easy to get connected with her senses and pebble them up to spin her spells. But she knew by heart the tricks her mom had taught her every night since she was three. So she began.

“Edgy, you will have to concentrate on something that makes you very very happy and go to that place and stay there,” she said, closing her eyes and raising her arms towards the sky. “Now,” she spoke louder, “imagine you could only experience that happiness with one of your senses and only one of them.”

Edgar looked at Eliza with astonishment, his mouth dropped open when he saw his little sister talking with such command and confidence. She looked bigger than she had ever looked before. “Once you have picked the sense you’ll use it to experience that happiness, concentrate on finding the source that powers that sense.” She spoke every sentence with a louder voice. “You’ll feel it because it will take over your whole body until you start feeling a tingly heat on your fingertips. That means that sense has come out into your hands and you’ll contain it until the moment before it gets too powerful. From the moment the tingling starts you need to compress it, compress it, compress to form a pebble of that sense. When you get the pebble, you can store it in the little talisman, in your case, inside your matchbox. Or, whatever!”

Edgar was confused. He had no idea where to begin. He felt overwhelmed and ashamed to even think of trying to gather senses. Senses are for girls. I mean, what would Daniel think of him to find out he had been doing sorceress stuff?

“I don’t know, Eli. That sounds kinda... girly.”

“Come on, Edgy! What is the happiest thing you can think of right now?”

“This is ridiculous. That’s not what sorcerers do. We just find our elements and command them.”

“You will have to try it at some point if you want to cast anything from the Forbidden Book. For today, I guess, I can give you some of my sense pebbles but at some point you will need to learn to form them on your own. I can’t even make enough pebbles for me!”

Eliza opened her talisman and shook a few into her brother’s matchbox talisman.

“What do you want? Sight? Hearing? Touch? Taste? Or Smell?”

“How can you tell which is which? They’re tiny!”

Eliza gave him a look.

“Ok! Sight!”

Eliza picked out a sight pebble and placed it in his palm. Edgar immediately started feeling something strange. He couldn’t focus his eyes on anything. He got scared.

“Concentrate! Think about what you want to see. Whose eyes do you want to see through?”

“Don’t rush me! I mean it’s not like you know how to do it either!”

Eliza felt offended by what her brother said. “I’m just helping you here!”

Edgar softened his tone. “Well don’t treat me like a baby, then! I’m your older brother.”

“What are you talking about? We all need guidance when learning something.”

“Nevermind! Just stop being such a control freak!”

He paused, “Ok. I have the pebble. What am I supposed to do next?”

“Concentrate,” Eliza said, “and close your eyes.”

The sight pebble was teeny. It was no secret that Eliza wasn’t very good at finding and compressing her senses. Edgar held the minute pebble in his hand, closed his eyes and started

to concentrate. He felt the power of sight flowing through his hand and up his arm. Impressive, he thought, coming from such a small artifact. It was a power he had never known. Even before it reached his shoulder, the magic began to take over and the pebble started glowing. Edgar felt this energy was taking control of him. He didn’t know what to do and snapped out of his momentary trance.

“Wow, Edgy!” Eliza exclaimed, “How did you do that?”

“What do you mean?”

“Well, it takes me like an hour to feel my sight!”

“I think we should stop,” Edgar said. “This doesn’t feel right. It was uncomfortable, weird and just totally wrong.”

“No, you did it exactly right! I just can’t believe how far you went with it, so quickly. I mean, that wasn’t even a minute!”

Eliza convinced Edgar to try again. He could feel the pebble’s power converging with an energy that came from inside him. Without using his eyes, he started to “see” how the pebble began to fuse with his hand. The pebble’s particles were inside of him and when his vision began to focus, it was as if he was inside of his own body. He began traveling through his veins with a speed that made him dizzy. This was so much more overwhelming than he ever expected. He didn’t like this feeling. Suddenly he saw a bright light in front of him, growing brighter and brighter. It scared him and he snapped back into the outer world again.

“This isn’t working, Eli. I quit.” Edgar was speaking in an angry voice, but deep inside, he knew it was his fear that was talking.

“But that was AMAZING,” his sister exclaimed. “Don’t give up now! It took me years to learn what you just did.”

“I didn’t do anything!”

“Yes you did -- I saw everything! You were about to discover where your inner senses live! You were so close! Why did you give up?”

“You were spying on me?” Edgar was furious, and totally ashamed. “How do you expect me to

trust you if you won't give me any privacy?"

"I wasn't spying! You were using my sight pebble, Dummy!"

"Forget it. Mom and Dad are about to come home. I need to go find some magic elements so I can practice with Dad."

That night, when he was working with his dad, he couldn't stop thinking about his experience with the sight pebble.

"Clear your mind, son. You'll never master elemental sorcery if your mind is on other things," his father reprimanded.

Edgar tried his best, but he just couldn't muster enough strength to cast any spells. He finished his homework and went to bed feeling confused. Even though he was ashamed to let down his father, he couldn't deny that it somehow had felt right for him to be in touch with his senses.

The next morning Edgar woke up with a secret plan. He decided to put things in motion walking his sister to school.

"I can't pick you up this afternoon, Eli. I want to use the labs after school. Yesterday, I couldn't cast even a single spell. Dad was really mad."

While all his words were true, he really want to have a safe place to put into practice his new secret skill.

At the end of the day, Edgar waited outside of Mr Grongle's classroom until everybody left. He wanted to have a good alibi in case anybody saw him. When he was quite sure he was alone, he went into an empty lab and locked the door. Labs in the King Eras Elemental Sorcery School were protected by a series of spells to absorb any magical mistakes.

Edgar thought about his sister's words from the night before. "Concentrate on finding the source that powers the sense," she had said. It felt weird. He started feeling a mixture of anger,

resentment and sadness. He felt like there were all these voices in his head telling him what he was doing was wrong. He closed his eyes and thought about hearing. "Where does my hearing come from? My ears? My brain?" He sat still and commanded all those maddening voices to be silent and suddenly all those voices swelled into a single humming sound in his ears. It was beautiful, like pure sound, like if the ocean waves played music or if the wind through the leaves could speak. He felt exhilarated; terrified but too excited to quit. The humming seemed to move inside his head and into his brain, but he was surprised to feel that it didn't stop there. Where was it going? The humming started moving down through his vocal chords and then he knew. It was headed for his heart.

Just then he heard something different. "A-ha! I knew something was wrong with you, Freak!" "What?!" Edgar opened his eyes and noticed several things all at once. First, he saw his body had been glowing and the glow was quickly fading into his hands. Next he realized he was holding a perfect pebble of hearing. He had pebbled his hearing naturally, without even trying. Finally, he looked up and there was Daniel.

"What are you doing here?" Edgar demanded.

"The locks on these lab doors are easy to pick with the right spell," Daniel bragged. "The question is, what are YOU doing here? Because it looked a whole lot like you were practicing to become a sorceress!"

Daniel knew his secret. Without thinking Edgar pulled out his matchbox talisman and struck a match in one fluid motion. "NEVER SAY THAT AGAIN," he shouted. Magic surged from his heart and through his veins. The match was lit, but instead of flames, the room was filled with a pulse of pure sound. Daniel's body recoiled and then he looked around, confused. Daniel started moving his mouth but he couldn't utter a sound.

CHOICE TIME: Edgar and Daniel were both terrified and didn't know what to do.

Daniel writes down an apology and Edgar removes the spell, they become friends

1. Daniel runs away and doesn't come back to school for a few days. When he does, his mom was able to cast a spell to give him his voice back but he can only talk about everything EXCEPT Edgar's sense-magic
2. Daniel challenges Edgar to a magic duel. If Edgar wins, Daniel promises to keep Edgar's secret safe. If Daniel wins, Edgar promises to give up sense-spells forever. >> This option would have extra gameplay

Daniel's world had just been turned upside-down. Edgar was clearly using sense-magic and somehow he was great at it. From the force of the spell, Daniel realized no matter what he did that Edgar would either make a powerful friend or a powerful enemy. He held up one hand in peace and reached the other hand into his pouch for a pen, careful not to make any sudden moves. He wrote one word on his hand and showed Edgar.

"Truce?"

Edgar closed his eyes slowly and released Daniel from his spell.

"How did you do that?" Daniel was in awe.

"To be honest? I'm not really sure," Edgar confessed.

It was Daniel's turn to confess, "Everybody thinks that you are an awful sorcerer. I guess we are wrong."

"Thanks for saying that," said Edgar. And then he said, "Hey, uh. Let's just keep this between the two of us, ok?"

"For sure, but if anybody else finds out you're gonna be in buried under a pile of stinky stones!"

That night Daniel couldn't wait to tell his sister what had happened. She looked at him in amazement. "You overpowered Daniel Regalrock with Buzztones?!?! I've never heard of it making somebody speechless before! That's amazing, Edgar."

"I'm not sure what I did, but it felt--magical!"

"I actually knew you were up to something. Buzztones requires touch and hearing pebbles. You must've used one of the touch pebbles I dropped in your matchbox talisman yesterday because I felt it for sure," his sister explained.

Edgar was disconcerted. "Can anybody else feel when other people are using pebbles in sense magic?"

"No," Eliza said convincingly, "I really don't think so."

The siblings made a promise never to lie to each other again and began to teach each other everything they knew about how to use their mixed-up magic.

Chapter 3: "The Price of Magic"

Meanwhile, Ragnar and Louisa, the current king and queen of Wizardly were busy planning a celebration to commemorate 25 Generations of Peace, in honor of king Ragnar's great ancestors, the former King Eras and Queen Valentina. The celebration culminates in a viewing of Valentina's own crystal ball, an ancient artifact of great power. Legend held that if the crystal ball were ever to glow purple, the Kingdom of Wizardly would face its greatest threat ever. A purple glow would mean that evildoers had found The Forbidden Book and they were preparing an attack that would tear apart the very fabric of sorcery society, itself. Of course there had been times over the years when dangers loomed large. Dragons and giants had come and been defeated, but the Crystal Ball never faltered. It's color always held pure and light. After 25 generations without the slightest sign to confirm the prophecy, most people thought it was just a myth. Even King Ragnar and his Queen Louisa.

But three days ago the magic crystal ball started glowing a faint pink color, for a very brief time. And although King Ragnar happened to be polishing the crystal ball at the exact moment that it happened, he didn't worry too much about it at first. Pink glows can mean many different things. It wasn't until those pink glows started being more constant and stronger that Ragnar decided finally to bring it up with Queen Louisa.

“Um, can we talk, my Queen?” Ragnar hesitated.

“I’m busy handling important business,” the Queen replied.

“Well it’s kind of important,” King Ragnar continued. “Do you remember that myth about a Forbidden Book?”

“Of course I remember the myth! We’ve been preparing for years out of fear that someone would find Samantha’s Forbidden Book,” said the queen, “but there’s no evidence behind it. There has never been a purple glow and there never will be.”

“Well something weird has been going on lately and I think we should talk about it. Valentina’s ball has been looking a little pinkish lately...I mean, you know my magic is not strong, but if you can help, maybe we can figure out what’s going on,” the king said.

The Queen was a powerful sorceress--far more powerful than her husband. As is sometimes the case with men in power, King Ragnar had no gift for elemental magic. He was a terrible elemental sorcerer. His parents were powerful magicians, though, and when he was the crown prince, Ragnar’s parents held a secret competition to find a powerful sorceress to marry him in order to create the illusion of his power throughout his reign.

Louisa closed her eyes and reached out with a quick sensory spell.

“A couple of children seem to be experimenting with magic in...unnatural ways. I can’t see them clearly. If it continues, we can go and take care of them personally. Such a nuisance!”

~

Eliza continued to work with Edgar in the secrecy of their parents’ vault. In a short time, Edgar had developed a decent repertoire of sensory spells and Eliza had proven to be an excellent teacher. She had memorized every step her mother had taught her in order to perform sensory magic. She just wasn’t very skilled at pebbling her own senses. Edgar seemed to know how to follow those steps effortlessly and his progress was swift.

Edgar realized that Eliza was not a weak sorceress at all; she just had a different set of strengths than most sorceresses her age. Maybe she was like Samantha, the powerful sorceress whose

spells were revealed in the pages of The Forbidden Book.

“Eliza, what if you are the sibling that is meant to carry the Fire tradition in our family?” her brother wondered.

“You know Edgy, I feel like I can control fire, but Mom never lets me get close to it. I can make the candles’ fire flicker...I just wish somebody would teach me how to gather some elements by myself.”

“Well, I’m not a very good teacher but I can tell you some of the things Dad always says to me,” her brother began, looking around and pointing to the air behind the sky and the water beyond the creek. “It’s almost the opposite of finding the source of your senses. Senses are inside of you, while the elements exist on their own, out in the wild. They’re powerful, but you can’t sense their power in your body. It’s more like will-power or confidence or just pure knowledge. Like, as soon as you KNOW where the element is hiding, it will show itself and then it’s just yours. I’m pretty good at finding the places where the elements are hiding, but I’m no good at commanding them to do what I want.”

Edgar looked back at his sister and to his amazement (and hers), Eliza had captured a pure little fire element and it was burning excitedly a few inches above her hands, ready to follow her orders.

Within a few days, she had built up a small collection of elements and was beginning to mix them and cast elemental spells almost as well as Daniel could.

~

They were finally ready to try some of the spells from the Forbidden Book. Eliza’s command of the elements somehow combined with her natural ability to memorize information and when she picked up the Forbidden Book this time, it was like she could see all the stories going through her head, all at once. The book was full of stories about powerful wizards from the past and their unique contributions to mixed-up magic. She absorbed many spell combinations in only a split second. All this information flashed into her head at once, as well as a face:

Samantha's face! It startled her and she dropped the book.

"What happened, Eli? Are you ok?" Edgar was worried.

"Now I know how you felt when you touched sense pebbles for the first time!" his sister said. "I think Samantha just told me all of Wizardly's secrets!"

"What do you mean?"

"I'm not sure. But somehow, I think we are meant to be doing this, together. Samantha was an ancient ancestor of ours, like our great, great, great, great, great, great grandmother or something! She was captured when all this elemental-versus-sensory sorcery got invented by King Eras."

"Eras was scared of...granny? Where are you taking all that from Elisa? That's crazy talk!"

"I swear! The whole story is written out in the first magic pages of the Forbidden Book. It was an invention of the King so he could stay in power." Edgar could hardly believe that the benevolent founder of his kingdom had such a dark past. But this new knowledge that boys used to engage in sensory sorcery years ago gave him a sense of confidence that maybe he wasn't all that weird after all.

He thought about it for a moment. It was so weird but somehow he felt it was the truth. He remembered his promise with Eliza never to lie to each other.

Edgar and Eliza started casting mixed up spells in their parents' vault. In a couple of days they had achieved a strength that they never would have imagined having. They felt fierce and unstoppable, although they had to keep it a secret. There was no way Eliza could ever be taken seriously as the main power source of a sorcery duo. Not to mention the fact that Edgar would be her sidekick using sensory sorcery!

~

Back in the royal palace, the Crystal Ball was steadily glowing with an undeniably purplish hue. As soon as Edgar and Eliza started casting spells from The Forbidden Book, Louisa was able to see them. They had been practicing in a magic vault somewhere her senses couldn't quite reach,

but it seemed there was a powerful connection between the Crystal Ball and the Forbidden Book. Whenever someone cast a spell from the book, their image would briefly appear in the crystal, even if they were practicing in a vault. It was a bit like casting a sense spell with someone else's pebble. Louisa recognized the delinquents as Agata and Rollo's children and told her husband they must be stopped. The 25 Generations of Peace celebration was just days away and she wasn't about to have it ruined by the feeble magic of an ancient myth. Louisa demanded King Ragnar take action.

"But why me, my queen?" Ragnar protested, "Samantha's powers are legendary!"

"Samantha is trapped in here," she said, tapping the crystal ball, "and her book has fallen into the hands of sloppy children," said the Queen.

"Even so, we shouldn't underestimate the fact that they found The Forbidden Book and seem to know how to use it," said Ragnar, "No one else has been able to find the book for centuries."

Louisa dismissed her husband's caution and quickly arranged everything for her husband to travel and deal with the children. "Retrieve the Book and all will be well," she assured him. Ragnar felt nervous and tried to persuade Louisa to come with him but he was unsuccessful.

Between managing the business of the Kingdom and preparing for the big celebration, she was simply too busy. Ragnar wondered if she might also be protecting herself, in case he was right and the children proved to be more powerful than she thought. But it was no use arguing. When the Queen has her mind made up, there is no changing it.

~

Eliza and Edgar were energized as they came in for dinner. They desperately wanted their parents to know how skilled they were becoming with sorcery, but they didn't want to get in trouble for doing the wrong kind. They hated being dishonest with their parents but above all they didn't want to get caught. They decided to keep quiet for a little while longer but when they sat down to dinner, it was their parents who made an announcement.

“Children, your father and I have to go out of town for a few days,” said their mother. “We’ll be back before you know it.”

“Is everything ok?” Eliza asked.

“We think so,” Agata replied, “We are going on a special mission for the king and queen!”

“Really? That’s so cool!” Edgar exclaimed.

“It’s an honor to be asked,” Rollo said, humbly, “even if it is a little mysterious...”

“And sudden,” Agata chimed in, “that weird...bird!”

“What bird?” Eliza wondered.

“All of Wizardly’s official court business is conducted by raven,” Rollo explained. “Ravens never lie, so that way you can be sure the message is really from the King and Queen, and not a trick.”

The children were amazed. “I’d love to see one,” Eliza said, wistfully.

“They’re a little bit intimidating, actually,” Rollo warned.

“There’s plenty of food,” said their mother, changing the subject. “We’d like for the two of you to stay at home while we’re gone, taking care of each other and keeping our home safe.” She decided not to mention that these were specific conditions the raven had instructed for the family.

Eliza and Edgar loved their parents but they felt incredibly lucky to get to spend more time working with their secret book for a few days, without any concern of getting caught. The next morning, after breakfast, they said goodbye to their parents and when they were certain they were alone, they hurried down to the library, retrieved the Forbidden Book from its hiding place in the secret floor-door and began reading.

“Do you think mom and dad are going somewhere safe?” Eliza asked her brother.

“Let’s find some spells to see if we can keep track of them!” Edgar suggested.

“What if they’re in danger?” Eliza worried.

“We’ll just have to find the strongest spells we can to protect them, and something strong to help them fight.”

With a real mission in mind, Edgar and Eliza identified a few mysterious spells that sounded promising, and began to practice.

CHAPTER FOUR: The Duel

“Turn right!” shouted the Queen. “The children are using the book this very moment!”

It was bad enough to listen to her nagging at home, but to have Louisa’s voice magically amplified in his head was almost more than he could bear. Even so, the King had no idea how to find the children on his own and so he agreed to the Queen’s plan. And so, as the King approached the source of Wizardly’s latest magical disturbance, Louisa watched everything unfold in her Crystal Ball and directed her hapless husband by voice, from afar.

“That must be the door to their vault,” she whispered, “straight ahead of you!”

The King walked to the door and knocked, loudly.

The knocking startled the children and sent them scrambling to figure out a plan.

“You hide the book, I’ll answer the door,” Eliza instructed her brother.

“I think it’s...the king!” Edgar declared, hiding the book with a spell.

“How do you know?” Eliza asked.

“It’s not that I know -- I can see him,” her brother said.

“Why wouldn’t they send a raven?” Eliza wondered.

“Something’s wrong,” her brother warned. “Be careful.”

Their morning magic session had revealed things to them that raised a lot of questions.

Unfortunately, they were so new to this mixed-up magic, they were not totally sure if they could trust what they were seeing!

A magical duel had just begun and Louisa’s magic was incredibly powerful. The Queen could see and hear things far away, and she could create illusions in a person’s vision. When Eliza opened the door, the king was standing there but what she saw was a giant raven wearing a golden sash and holding a parchment scroll in its claw. Eliza gasped. The raven-king opened his scroll and

began to speak. It was Louisa's voice, but coming from her husband's body, it sounded a lot like an eerie bird. "His Majesty, King Ragnar of Wizardly, and the Queen, Louisa, do hereby summon you to the royal palace to discuss important matters concerning the safety and welfare of your parents."

"What has happened to them?" Eliza asked. Her emotions were mixed up like a thick soup. She was genuinely concerned about her parents but from what Edgar had seen this morning, she questioned everything.

"They are safe at the moment," said the bird. "But they need something from you to stay that way," the giant bird replied.

Edgar ran up behind her sister, out of breath. "What do they need?" he asked.

"The book," said the raven.

"Before we do anything, tell us exactly where our parents are," he commanded.

The King felt a wincing pain in his head. Louisa took over his voice again.

"They are battling an enemy in the Snow City," the bird replied.

"That's a lie! I've just seen them in the Floating Fjords," Edgar shouted. "You're not a raven! Show yourself!" He struck a match and cast a spell of pure sight.

Louisa's illusion vanished in an instant and the children could see the king clearly.

"You really shouldn't have done that," threatened the king.

"Give us back our parents or we'll do worse," Eliza snapped back, her fingers crackling with the force of energy.

"Well, well, well...a sorcerer who casts sense spells and a little girl who thinks she can defeat the King of Wizardly with elemental magic! Agata and Rollo should thank me for sending them away," the king teased, "their children are a disgrace to sorcery society!"

"I'll show you who's a disgrace," Eliza screamed. She cast Zip-Vim-Zing and knocked the king backwards.

"Temper, temper," said the king. Ragnar raised his walking stick talisman and pretended to cast a spell. Dark clouds gathered over the house and lightning exploded nearby.

"I think you missed, your majesty," Edgar laughed.

"That wasn't my spell," said the king, smiling.

Louisa stepped out of the smoke, furious and holding her crystal ball. "Give us the book, children, or we will take it by force," she seethed. She stretched her bony fingers towards Edgar and he could feel her reaching into his head.

"Let my brother GO!" his sister shouted. The Queen was surrounded by a ring of thorn bushes, distracting her senses enough to release her grip on Edgar's mind.

"My dear little girl, what spell is that?" the Queen wondered. "Ragnar, burn down these bushes."

King Ragnar was not a powerful magician, but he was a large man and strong for his age. Ragnar grabbed Edgar by the cloak, raised him off the ground and shook him hard. Sense pebbles and elements fell from his matchbox talisman and rolled across the ground. The king caught a fire element and incinerated the thorns. "Did you catch these elements, little boy?" asked the King.

"No," said his sister, "I did. But he formed this amazing pebble of pure sound."

The king and queen looked at the girl in confusion. She was already casting a spell directly at Louisa's Crystal Ball. At first they couldn't hear anything. The sound was too high for human hearing, but the Crystal started shaking with a hum they could hear and in a moment, it exploded in shards of rock and light, with sound and with fury.

~

No one really knows exactly what happened, or how the children survived the blast. But Ragnar and Louisa were never seen or heard from again. The Crystal Ball was destroyed and The Forbidden Book was revealed. Agata and Rollo returned to find their home had turned to sawdust, and everything around it for hundreds of feet. But they were so relieved to find their children safe, Edgar and Eliza didn't get in any trouble at all, even when they told them everything that had happened.

Epilogue

It didn't take long for the news to spread. No one really knew what to do at the 25 Generations of Peace Celebration, so scholars and officials from Wizardly gathered to read The Forbidden Book. The children kept sharing their story and gradually, sorcerers began to recognize the missing chapters of their kingdom's history and some of them even accepted the idea that boys and girls just might be created equal. King Ragnar and Queen Louisa had no children of their own, so instead of appointing a new king, sorcery society decided to hold their first official vote and to no one's surprise, they elected...

OPTION1: President Rollo

OPTION2: President Agata

You decide!

The End.

TECHNOLOGY

47 CUSTOM SCRIPTS WITH 3000+ LINES OF WORKING CODE



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THE END!

THANK YOU

Jessel

