Monster High- Sweet1600

APP NAME	Monster High Sweet 1600
CLIENT	Mattel Inc.
PLATFORM	iPhone & iPad
APP CATEGORY	Music
COST	Free
LINK	http://bit.ly/susxMQ

Overview

Monster High is an American line of fashion dolls made by Mattel. The Monster High Skeleton Key iOS App works in conjunction with hard-material Smart- Plastic keys included in the package of the Spring 2011 Monster High doll line. The storyline for the app refers to Draculaura's Sweet 1600th birthday (Draculaura being the daughter of the famous Count Dracula). The end-user then is an invitee to the party, with the keys offering entry to the party. Each key provides specific capabilities relative to different events for the party.

Background

MATTEL approached [x]cube LABS to lead the development effort for their new Monster High Skeleton Smart Plastic Key App for the iOS platform. This app is an integral part of Mattel's strategy towards promoting the Monster High Doll line.

The Challenge

With a keen awareness of the marketing strategy behind the project, [x]cube lead a three-phase process:

STRATEGY - Architectural analysis with improvements based on logic + imagination

DESIGN - Mobile-ready production graphics. Illustration support where needed

PRODUCTION - Full-service design and engineering with 3rd-Party Key Interaction

From Mattel, [x]cube was provided a series of micro-games relevant to the theme and use of the Smart-Plastic key. The micro-games were considered only a starting point, thus, they became a catalyst to identifying a method for ongoing engagement with the Monster High target end-user: Young girls ages 8-12-years-old.

The app required a hardware to unlock certain features. This was a completely unique and innovative concept. The aim was to use a physical key and turn it on the iPhone/iPad screen to simulate a key rotation function which would internally unlock some secret features in the app for the users.

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The Solution

In response to the rich assets and style guide provided by Mattel, [x]cube dedicated focused Strategy Sessions to identify and draft a compelling concept to support deeper engagement and a more fulfilling experience for the end-user; to encourage return visits to the application. [x]cube focused on providing premier content to be rewarded to those who completed trivia games relevant to the characters of the core brand. Exciting Questions & Answers with appropriate sounds and surprises, mixed with photography, a star-studded cast, and a mysterious code-breaker wheel challenged the end-user's intelligence and knowledge of their favorite characters.

Most importantly, dual paths existed for those with Smart-Plastic Keys and those without. This was necessary to satisfy Apple authorities as well as for providing best practices for the user-experience. A rugged and enchanted turn-wheel-lock invited the Smart-Plastic key to engage with the app by unlocking a metallic gate for private access to the party.

Key Integration

Working with Mattel's lead engineers, our production staff implemented proprietary code to be able to utilize the Monster High Smart Plastic Skullette™ keys. There are four keys in all representing four different characters. By turning the key, the end-user engages in an immersive experience from within the app. Only the correct key in the correct location shall yield entrance to the premier content areas of the app. Keys come pre-packaged with the Monster High Action Figure Dolls.

Next Steps

MATTEL also approached [x]cube LABS to lead the Localization effort and offer their consulting services for their Monster High mobile Key app for the iOS platform to be distributed worldwide. There are twelve (12) languages in all. Such projects can be challenging considering our design is not always based on conventional coding; we often work beyond the scope of standard SDK (Software Development Kit).