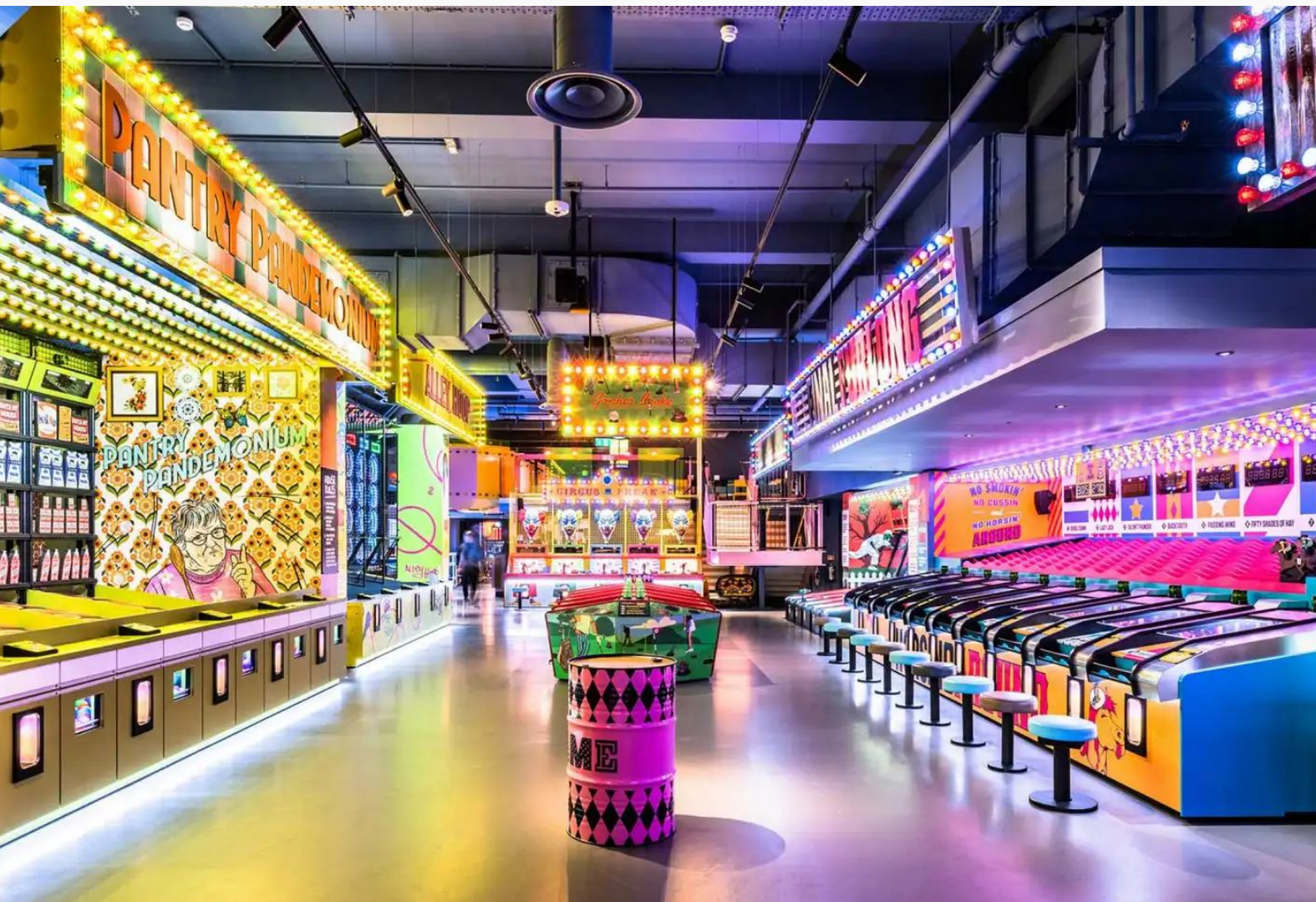


FAIRGAME

Case study by **Undefined.**



Client

Fairgame is a competitive socialising experience located in Canary Wharf, London that launched in September 2022. The project features updated versions of classic fairground games enhanced by digital leaderboards, the ability to form teams to compete against friends or strangers in the venue, and integrations with the booking and F&B systems. We built the software that powers the experience including a web app, in-venue screens and the marketing website.

Project goals

Support original agency with implementing new features for registration app & leaderboards + in-depth testing of functionality to ensure it runs correctly & smoothly at launch. The primary objective of the project was to create a unique, interactive and engaging experience for visitors to the venue.

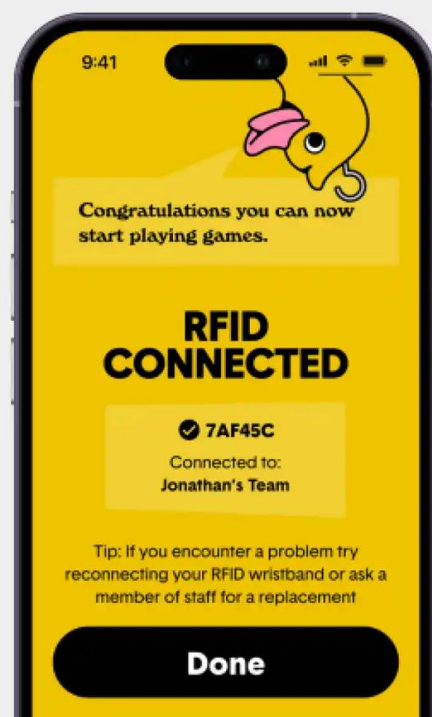
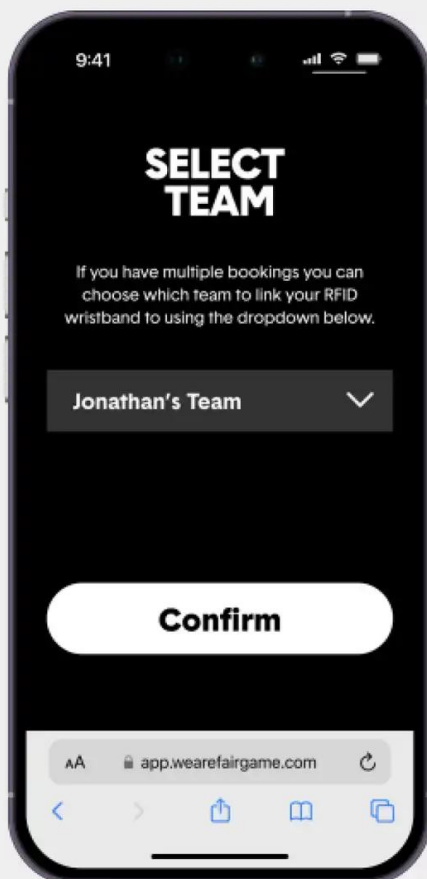
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It was key that the digital aspects of the journey augmented (and didn't interrupt) the fun of the experience.

To ensure this worked properly we did hands on user testing on all of the games to verify if scores were coming through OK in small & large groups.

Post the official launch we're getting involved in improving the registration flows to remove as many potential problem touch points as possible.



Interested in working together? [Get in touch](#)