

Technical Description of the ZYNGA “Draw Something” Party Game

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FIGURE 1.1: Front of “Draw Something” Party Game by ZYNGA and Hasbro

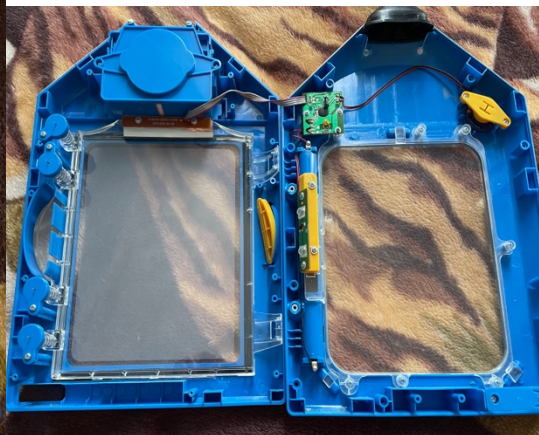


FIGURE 1.2: Inside of “Draw Something” Party Game by ZYNGA and Hasbro



FIGURE 1.3: Back of “Draw Something” Party Game by ZYNGA and Hasbro

## Introduction:

The Draw Something party game, model A2980, created by Zynga and designed by Hasbro is the physical game inspired off the 2012 VGX Award winning app, *Draw Something*. The app *Draw Something* was created by OMGPop and released to mobile users on February 6, 2012. Within the first five weeks of the games release, the game was downloaded over 20 million times. One month after the release, *Draw Something* and intervenor company OMGPop was bought by gaming company ZYNGA on March 21, 2012 for roughly \$180 million. Shortly after, in 2013 the Draw Something Party game was created in 2013 after Zynga teamed with Hasbro to create the physical party game which can accommodate 4-20 players ages 8 and up.

## Parts and Subparts:

The Draw Something Party Game created by Zynga and Designed by Hasbro contains 21 parts total, those being parts and its corresponding subparts. The parts include a blue hard plastic front and back cover measuring at 12 ½ inches in length (the back case has 10 holes for screws), 8 ½ inches in width, and 2 inches thick. The front cover has a card holder built into the top, measuring 1 ½ inches thick for its subparts, those being 180 game cards and the "Draw Something" sticker logo. The top middle section has a subpart: 4 inch wide, 3-inch-long push-in card cover. The exterior middle of the game has the following subparts: 1 clear "delete" push button, and 1 yellow power button, a clue battery cover with a DURACELL sponsor, and a clear front and back playing screen measuring at 6in.x7 ½ in. The bottom of the front case has the following subpart: 1 "ZYNGA" red logo.

For the interior these are the following parts for the top section, uxcell a15080600ux0275 Metal Shell Magnet Speaker and an LED motherboard for a green light- P/N: 0101-020103-

21400. These are the corresponding subparts: One 10-inch red positive wire and one 20 inch black negative wire attach to the speaker. The middle section includes the following parts: 2 motherboards- one for the 35 second game timer, and one for the battery, battery adapter, and an internal 6in.x7 ½ in. clearing screen. Both motherboards measure at 3cm.x5cm. each. The following are subparts to the interior of the middle of the game: 10-pin socket (5 inches long), 5 conical springs (4 of the springs measuring at 3 cm. long with diameters 5cm.-1cm. and 1 spring measuring 1cm. long with diameters 1cm.- ½ cm.), and 32 4/16mm. screws, each screw is 2 cm. long.

The interior of the bottom section includes only one subpart built into the back case which is the inner stylus holder/compartent.

### Top Section- Exterior and Interior Function of Draw Something Party Game:

The 2013 Draw Something party game consists of 21 parts total and will be dissected into 3 separate sections: top, middle, and bottom to demonstrate how all parts on the exterior and interior fit together to form the Draw Something party game. Figure 2.1 shows the top section of

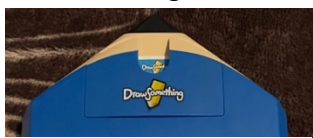


Figure 1.2: Real Image of Draw Something Party Game front cover- TOP

the draw something game. The frontside of the exterior top section consists of two hard blue cases that are rectangular, and on top of the case goes the black pencil-tip shaped card holder. In the middle of the case and card holder is a compartment that holds the 180 playing cards, and to prevent the cards from falling out there is a blue clip-on card cover that has the “Draw Something” logo/sticker centered. The front case is the only part that has the card compartment and stickers, the



Figure 2.2: Real Image of the Draw Something Party Game back cover- TOP

back case is screwed on to the front. As shown in Figure 2.2, the back case uses 2 silver 4/16mm. diameter screws, 2cm. long to attach the front and back case together. Underneath the left screw on the back case there are holes to allow the speaker within to be heard to the users. The Interior

of the top section shown in Figure 2.3 includes the

interior card compartment, the green

LED/motherboard P/N: 0101-020103-21400, a 5in. 10



Figure 2.3: Real Image of Draw Something Party Game Interior- TOP

pin socket that connects the LED to a smaller 5x5cm. motherboard, a 20in. black negative wire, a 10in. red positive wire, connecting to a uxcell a15080600ux0275 Metal shell internal magnet speaker, a yellow holder for the speaker, and 6 silver 4/16mm. diameter, 2cm. long screws.

## Middle Section- Exterior and Interior Function of Draw Something Party Game:

The exterior middle section shown in Figure 2.4 includes a hard blue front case, the clear 6 inch wide, 7 ½ inch long, drawing board, the yellow power button to the left of the game board, and a clear “discard drawing” button on the right hand side of the game.



Figure 2.4: Real Image of Draw Something Party Game front cover- MIDDLE

The yellow power button has an etched power symbol, and the

“discard drawing” clearing button has a trash can etched in the middle; both buttons measure 2 ½

inches long, 1 inch wide, and 1 inch thick. Both buttons come in an

oval shape. The exterior back middle section shown in Figure 2.5 has

the hard blue rectangular case, a clear 6x7 ½ inch back screen so other players can view, the battery cover with an etched Duracell battery

sponsor to the left of the cover that reads “POWER UP WITH

DURACELL”, a battery leakage warning sticker, and a total of 6

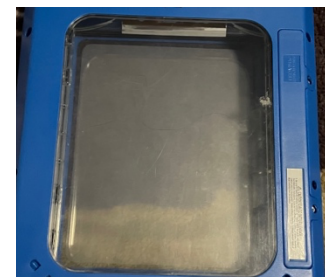


Figure 2.5: Real Image of Draw Something Party Game back cover- MIDDLE

silver 4/16mm. diameter screws. The interior middle section of the party game as shown in figure 2.6 contains an internal 6x7 ½ clear screen that clears the outer game screen, the back clear 6x7 ½ inch screen of the back case, and the battery



Figure 2.6: Real Image of Draw Something Party Game Interior- MIDDLE

motherboard which contains a yellow motherboard holder, two plastic covers that activates the motherboard when the power button is pressed, a black negative wire that measures 20 inches, and a red positive wire that measures 10 inches. The internal screen has 4 conical springs attached to the left side of the screen that measures 3cm. long, 5cm-1cm diameter. The right side of the internal screen has two clip on parts that attach themselves to the board when pushed into a engraved plastic on the inside of the game. The negative attachment of the battery adapter has a 2cm. long, 1cm-1/2cm diameter conical spring. The positive attachment is a 1cm. diameter circular metal power conductor that attached the positive part of the battery to the positive red wire. The internal middle section includes 15 silver 4/16mm. diameter screws to attach all the parts together.

### Bottom Section- Exterior and Interior Function of Draw Something Party Game:

The exterior front side of the bottom shown in Figure 2.7 displays the front hard blue game case, the “ZYNGA” logo and dog is displayed in white writing on a red sticker centered on the

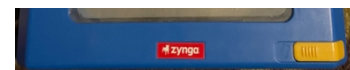


Figure 2.7: Real Image of Draw Something Party Game front cover- BOTTOM



Figure 2.8: Real Image of Draw Something Party Game Stylus

cover and shown in figure 2.8 shows the yellow game stylus with grooves on the pencil to prevent it from falling out measuring at 5 inches to the right of the game being held in the built-in compartment. The back exterior bottom

side as shown in Figure 2.9 is the back hard blue case with one hole for a silver 4/16mm. diameter screw. The interior bottom section shown in Figure 2.10 contains a screw on compartment



Figure 2.9: Real Image of Draw Something Party Game Back cover- BOTTOM



Figure 2.10: Real Image of Draw Something Party Game Interior- Bottom

that clips onto the stylus to prevent it from falling out it's compartment. Within the blue plastic piece for the stylus, there is another silver 4/16mm. diameter screw that connects to the interior of the game case itself.

### Conclusion:

This party game activates when a player presses and holds the yellow power button to the left for approximately two seconds until the lights flash green 3 times, and the speaker plays the start up sound. When playing, one player takes the stylus out of the compartment and begins to draw 1 of 3 options on the playing card. The playing card itself has two sides, the player drawing holds the side shown in Figure 3.1.



Figure 3.1: Real Image of Draw Something Party Game Playing Card- Person Drawing View

The player drawing can choose an easy, medium, or hard picture to draw. Each choice has coins being easy- 1 coin, medium- 2 coins, and hard- 3 coins. The player guessing

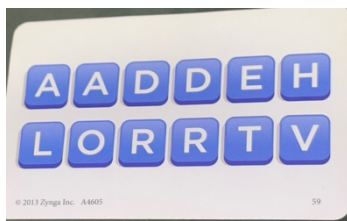


Figure 3.2: Real Image of Draw Something Party Game Playing Card- Player View

the word must guess what the drawer is drawing using the scrambled letters on their side of the card shown in Figure 3.2. The coins act as points, the player with the most coins/points win the game. To clear the screen, the drawer must press the clear button on the right, and

the inner screen will clear their drawing. Towards the end of the 35-second round the speaker plays a timer counting to 4 and ends with the green light flashing followed with the ending game sound. This game allows as many players as intended to participate and is meant for ages 4+.

## REFERENCES

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