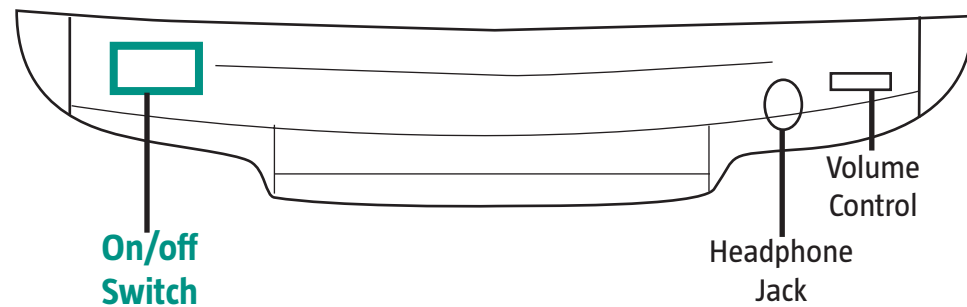
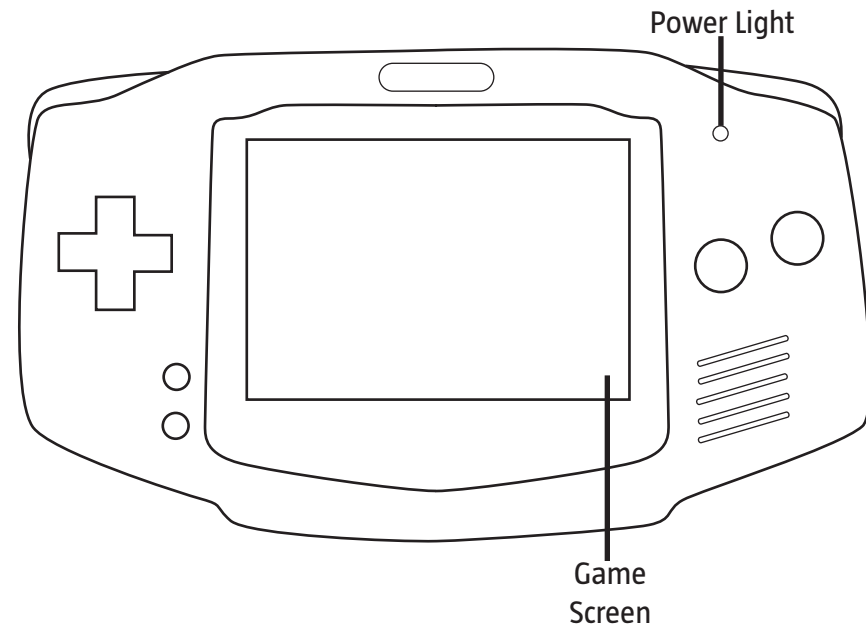
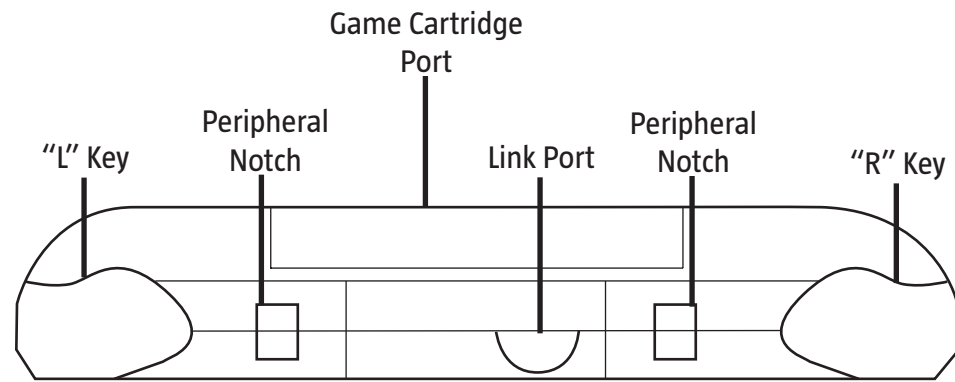


Original Product: Game Boy Advance (2001)



Key Problems

Game Boy Color cartridges extend past the top of the device and take away from the more compact feel the Game Boy Advance is supposed to provide

The "L" and "R" keys have no function in Game Boy Color games and end up serving as a distraction

There is no backlight; It is difficult to see the screen in natural lighting, which interferes with gameplay

Placement of controls; Particularly, and the focus for this control redesign, the on/off switch

On/Off Switch Problems

Inconveniently placed; Easy to accidentally switch during gameplay causing frustration

Far from Power Light; Lacks Unity of Location

No feedback before powering off; If switch is slid accidentally, there is no recovery and/or warning that the system is shutting down

How Solution Works

Change from power switch to power button: Less likely to be able to press during gameplay; need to physically hold down the button to power it on/off - even if it is accidentally bumped during gameplay, that won't be enough to power off the device

Greater Unity of Location: Power button relocated to the top of the device, closer to the power light and farther from where one's hands would typically be during gameplay

Visual feedback: Powering off pauses the game and pulls up a menu allowing the user to decide whether or not he wants to save and quit, just quit, or cancel the action all together; another mechanism to prevent accidental powering off

Solution

