

# Strategy Brief

---



## User Experience Improvement Project

---

Prepared by:

Michael Adcock  
adcockm@gmail.com

July 15, 2009

## User Experience Improvement Project

This document covers some topics that were discussed at a meeting between **Derk Solko**, **Jennifer Geske**, and **Michael Adcock** on July 15<sup>th</sup>, 2009.

### Background

BoardGameGeek is preparing to launch a related site covering RPG games and materials. This new site and the original BGG site will be presented under a more general GeekDo branding. During the nearly 10 years that BGG has existed, it has grown in content, functionality, and number of users. This growth has been gradual, and it has been a while since the design was critiqued. With the planned expansion of the GeekDo brand, there is concern about the user experience and information architecture (UX/IA) of the BGG site (and the RPG site).

BoardGameGeek seems to be built around two core ideas:

- It is the premier **information resource** for boardgames on the web.
- It supports an **active community** of boardgame enthusiasts.

### Approach

Since a dedicated, active, and vocal community has grown up around BGG, care must be taken when proposing any changes to the site. All changes should address **specific goals**, and should be based on **user research**. Done correctly, this research can both inform us about possible changes, and also give the community a sense of participation or ownership of these changes. (Note that I'm **not** suggesting design by committee – just because we provide a way for the users to contribute, it doesn't mean we have to do what every one of them suggests!) An even higher level of transparency and collaboration should exist between the IA/UX team and the stakeholders (**Scott Alden**, **Derk Solko**, etc.), considering the distributed nature of the people involved.

Things we need to answer:

- **What are the stakeholder goals for this project?**
- **Who are the users, and how do they currently use the site?**
- **What currently works well on the site? What shouldn't change because people depend on it?**
- **What doesn't work well on the site?**

### Possible Goals

The following are only suggestions to consider based on my initial review of the site, and the discussion in the [BGG is Looking for a Web Designer](#) thread. These are also very general – the real goals that drive the project should be more specific.

### Assist new (and existing) users

- Improve the identity/branding of the site across all pages. (*Where am I?*)
  - Put the site banner across the top of each page, and provide a *brief* description of site.
- Create a better landing page for new users who are not registered. (*What is all this stuff about?*)
- Showcase features/functionality in a way that encourages discovery. (*What can I do on this site?*)

### Earn more money

- Find ways to retain current users.
- Bring new users to the site.
- Organize ads in a meaningful way.
  - The store ads should be grouped and labeled (example: “suggested retailers”).
  - Remove banner ad at the top which affects credibility and identity of site.
- Encourage new and current users to visit the Marketplace.
  - Make the Marketplace easier to find (should be easily visible on game details page!)
  - Allows users to monitor the Marketplace more easily.
- Make donating easier or more attractive.
  - Clearly show what you get by donating.
  - Offer transparency to show that donating keeps the site alive. (We need \$X this month/year and have only collected \$Y, help us reach our goal...)

### Build and grow community

- Perform user research to identify the common types of users.
  - Research can take the form of surveys (on/off BGG site), polls, feedback, server logs, etc.
  - Create personas to represent users, and guide future development decisions.
  - Identify user task flows through the site – where do they come from and where do they go? Do we know why, and how can we direct them to things we want them to see?
  - Based on this research, we can identify more specific goals.
- Ensure that the community is in some way part of the redesign process.

## Thinking About Users and Content

To really understand how to create a great user experience, we need to understand the users! Sure, we could try to organize the menus better, but without an understanding of how people currently use the site, we might create a nicer looking menu that few people end up using. Even worse, we risk alienating users when something they expect to find gets moved. **The content should be organized in a way that makes sense to users.** Granted, we won't be able to make everyone happy, but we can at least try.

Possible research techniques and tools:

- **Surveys** – Once we've identified questions we want to explore, we can create a survey and post the link on the BGG discussion forum. It will probably also be useful to create specific subgroups of users, and only send a survey to this smaller group of volunteers.
- **Card Sorting** – This is particularly useful for sorting out the menu and navigation of the site. There are online card sorting sites, so it doesn't have to be done in-person. Essentially, how the participants choose to group the labels on a site can be very instructive.
- **Content Inventory & Site Map** – In the case of BGG, it would be very helpful to have a clear list of all the different areas of the site. The site is very feature rich, and to be able to organize the content, you must know what is there.
- **Competitive Analysis** – Is there anyone else on the web that provides the same thing BGG does?
- **Heuristic Evaluation** – Basically, this is an "expert evaluation" of the site, using well defined usability criteria.

Documentation to explain design choices and support development efforts:

- **Personas** – A few sample user descriptions born out of the user research findings might make it easier to discuss how different people would react to proposed changes.
- **User Flows** – Based on what we learn from the research above, it might be helpful to display this in a visual form. It would show how users currently move through the site, or how we'd expect users to move through the site after the redesign.
- **Wireframes** – Describe how the content should be laid out on each page.
- **Site Maps** – In this case, the site map would describe the new organization of the site.

## Appendices

At the end of this document are some current screenshots, current layout diagrams, and design inspirations/suggestions that will be used for discussion.

# Types of BGG Users



**Newbie**

- may have come from Google search or friend referral
- wants game info
- *What is all this stuff?*



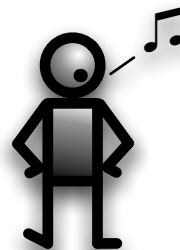
**Social Geek**

- wants to meet new enthusiasts online or in person (cons)
- likes hanging out on BGG to discuss stuff
- *How can I join the community?*



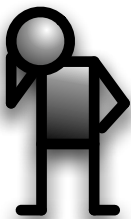
**Enthusiastic Player**

- wants to find new games to play
- learns more about types of games, designers, etc.
- *How can I find out more about \_\_\_\_?*



**Casual Player**

- knows about BGG but rarely visits
- looks up game info occasionally
- *Where's the info about that game?*



**Collector**

- wants to manage game collection
- interested in buying more games
- *How do I track my collection on BGG?*



**Designer**

- wants to find comments and ratings on specific games
- may research existing games for ideas, etc.
- *What kind of games do people like?*

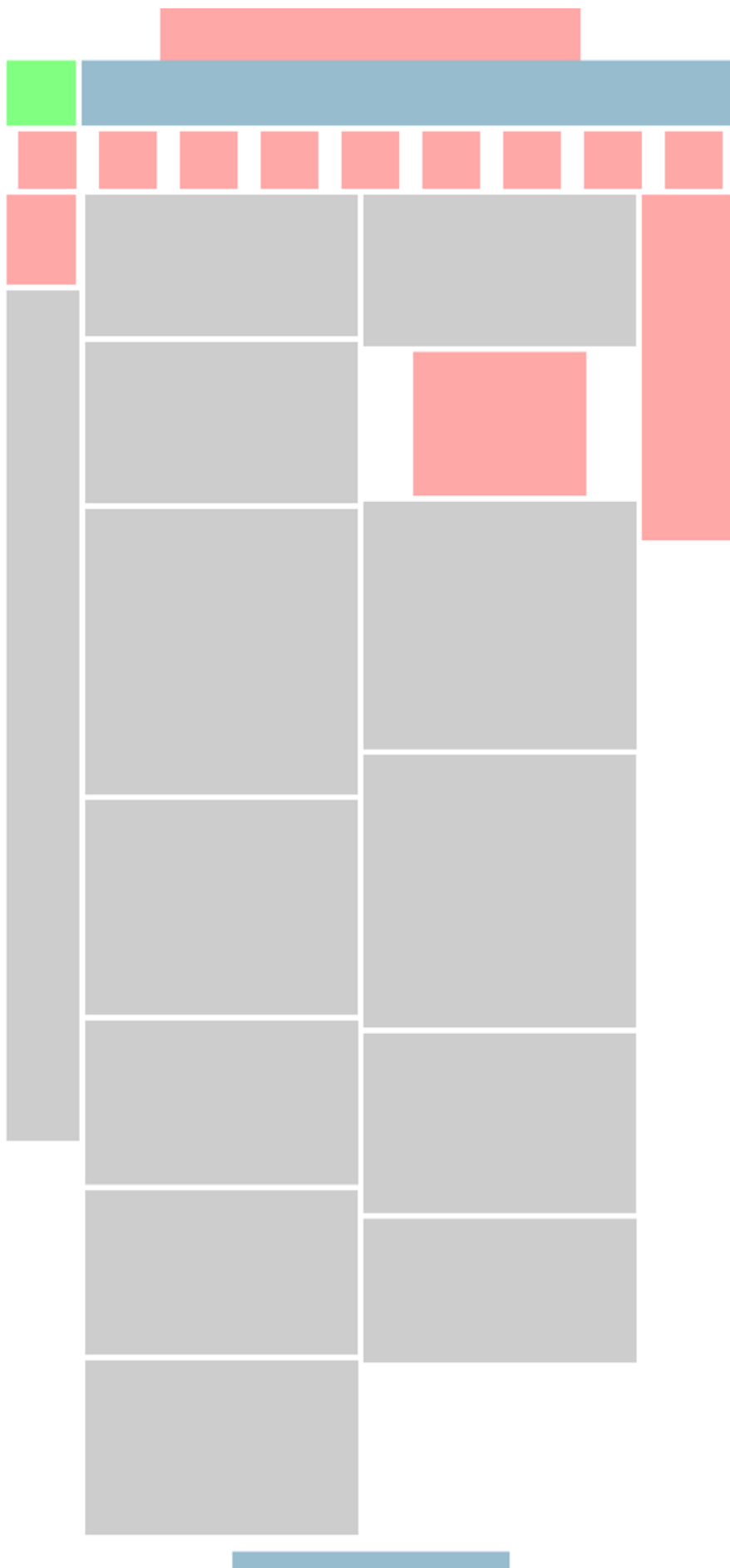


**Non-Geek**

- accidentally discovered BGG
- *Where am I?*

Note: This is not meant to be an exhaustive list of possible user types or questions!



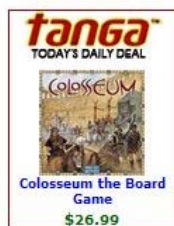




BoardGameGeek



<b>Home</b> Games Forums GeekLists Bazaar Misc Help	<b>QuickBar</b>
Username: <input type="text"/>	Page: 1 2 3 4 5 6 7 8 9 10
Password: <input type="text"/>	[+] [+]
<input type="button" value="Sign in"/> <input type="button" value="Register"/>	[+] [+]
SEARCH: Games <input type="text"/> <input type="button" value="Go"/> Adv. Game Search Google Site Search	[+] [+]



- The Hotness**
- Games | People | Company
  - Dungeonlords
  - Dominion: Intrigue
  - At the Gates of Loyang
  - Dominion
  - Race for the Galaxy: Rebel vs Imperium
  - Steam
  - Agricola
  - Small World
  - Race for the Galaxy
  - Le Havre
  - Tales of the Arabian Nights
  - Warhammer: Invasion
  - Stronghold
  - Automobile
  - Arkham Horror
  - Battlestar Galactica
  - Through the Ages: A Story of Civilization
  - Battlestar Galactica: Pegasus Expansion

BGG News [Edit Front Page]			
43	BGG News Geek of the Week #201 - Michael Becker [Page 1,2]	gschoessler	34
105	BGG News RPG Geek OPEN BETA [Page 1,2,3,4]	derk	82
105	Essen Boardgamegeek and Essen [Page 1,2,3]	derk	69
55	BGG News BGG is Looking for a Web Designer [Page 1,2,3...12,13,14]	Aldie	348
87	BGG News Dominion Promo Cards - STORE VACATION DATES [Page 1,2,3,4]	Kristine	76
111	BGG.CON BGG.CON 2009 Announced - November 19-22 - Dallas, Texas [Page 1,2,3,4,5,6,7,8,9]	Aldie	221
453	BGG.CON Tips on BGG.con from a Veteran (updated for 2009) [Page 1,2,3,4,5,6]	mdp4828	129

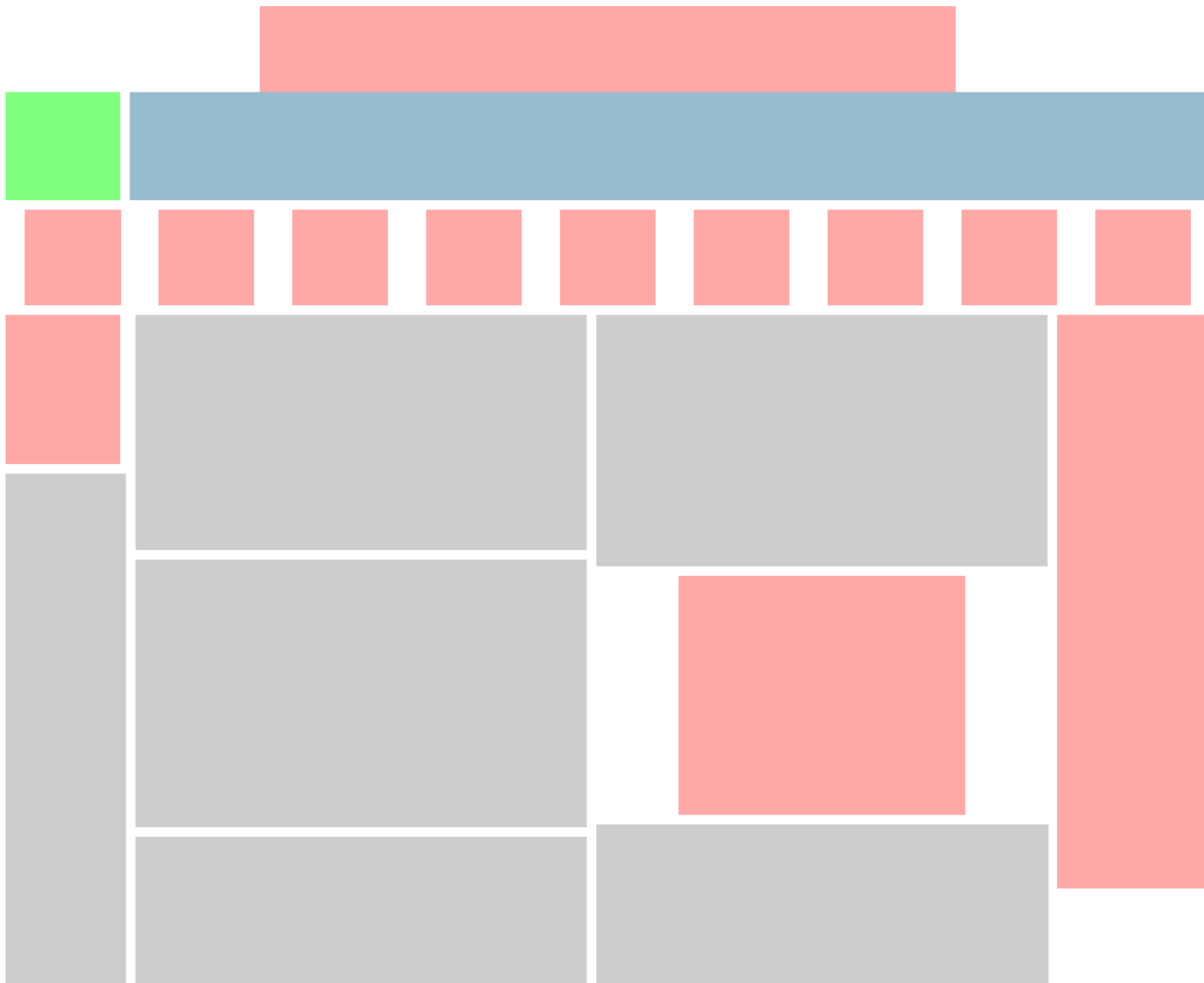


right now on ebay Browse Hot Recent Ending Pg. 1			
Warhammer Quest Boardgame--Complete + Extras	2d 22h 56m	\$ 300.00	9 bids
Rio Grande Dominion Intrigue	1d 33m	\$ 26.05	2 bids
Arkham Horror + Kingsport - Dunwich & Dark		\$ 35.22	

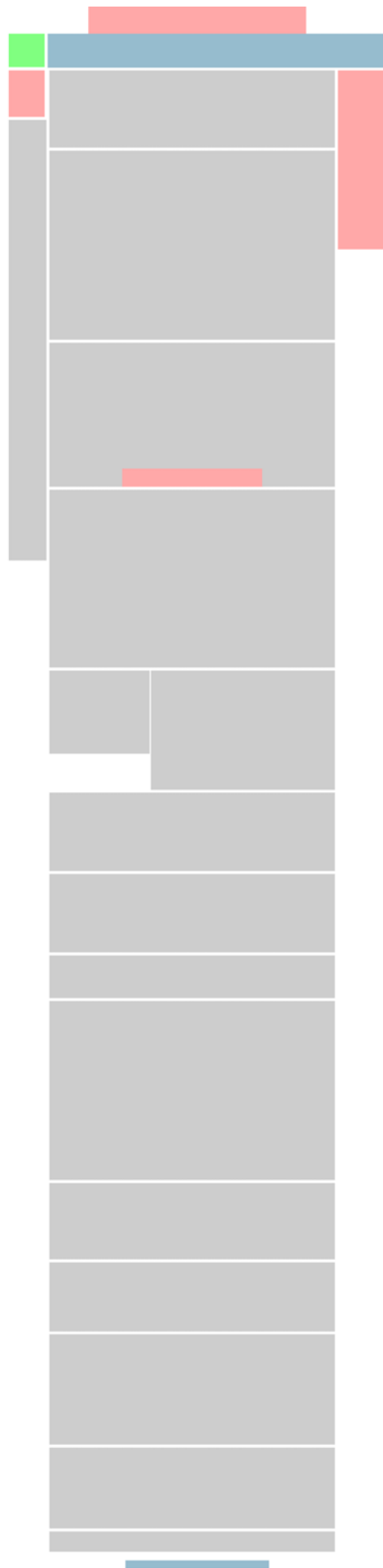


Forums [Post »] Hot Recent Active Pg. 1			
10	General Gaming Fantasy GeekBall Season 2: Sign Up Thread [Page 1,2]	1000rpm	26
0	General Gaming No more indecision! (Pick my next game)	Yuengling...	2
2	Midwest Looking for a good FLGS in Oakland County, MI	bullseyetm	11
20	Wargaming Over rated and under rated military	ulhides	40

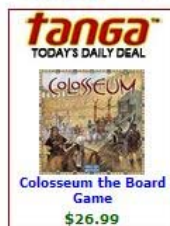




[illegible]



BoardGameGeek



### The Hotness

[Games](#) | [People](#) | [Company](#)

[Dungeonlords](#)

[Dominion: Intrigue](#)

[At the Gates of Loyang](#)

[Dominion](#)

[Race for the Galaxy: Rebel vs Imperium](#)

[Steam](#)

[Agricola](#)

[Small World](#)

[Race for the Galaxy](#)

[Le Havre](#)

[Tales of the Arabian Nights](#)

[Warhammer: Invasion](#)

[Stronghold](#)

[Automobile](#)

[Arkham Horror](#)

[Battlestar Galactica](#)

[Through the Ages: A Story of Civilization](#)

[Battlestar Galactica: Pegasus Expansion](#)

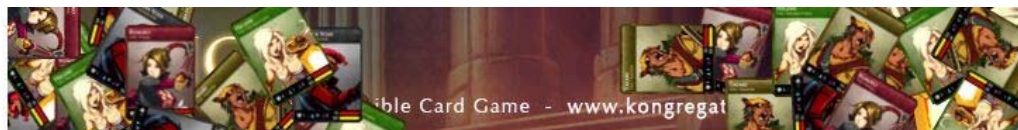
[Twilight Struggle](#)

[Bridge Troll](#)

[Space Alert](#)

[Pandemic](#)

[Power Grid](#)



Home	Games	Forums	GeekLists	Bazaar	Misc	Help	QuickBar
<input type="text" value="Username"/> <input type="text" value="Password"/> <input type="button" value="Sign in"/> <input type="button" value="Register"/>							Page: <a href="#">1</a> <a href="#">2</a> <a href="#">3</a> <a href="#">4</a> <a href="#">5</a> <a href="#">6</a> <a href="#">7</a> <a href="#">8</a> <a href="#">9</a> <a href="#">10</a> <a href="#">[+]</a> <a href="#">[+]</a> <a href="#">[+]</a> <a href="#">[+]</a> <a href="#">[+]</a> <a href="#">[+]</a> <a href="#">[+]</a> <a href="#">[+]</a>
Games   Wargames   Categories   Mechanics   Reviews   Sessions Game Forums   Images   Files   Designers   Publishers   Families SEARCH <input type="text" value="Games"/> <input type="button" value="Go"/> <a href="#">Adv. Game Search</a> <a href="#">Google Site Search</a>							

### Board Game Entry

#### Dominion (2008)

User Rating: 8.09 / 10 (7111 Ratings)

Your Tags: [Add tags](#)

Popular: [wishlist](#) [own](#) [2-player](#) [4-player](#) [3-player](#) [played](#) [card](#) [bsw](#)  
Tags: [watching](#) [radar](#) [\[View All\]](#)

Plays: Record a Play

Board Game Rank: 6

Fans: 517

[Login to Become a Fan](#)

[Submit Corrections](#)

[Customize View](#)

[Subscribe](#)

[RSS Feed](#)

GameID: 36218

Jump To: [Info](#) | [Description](#) | [Marketplace](#) | [Images](#) | [Forums](#) | [Stats](#) | [Recommendations](#) | [Files](#) | [GeekLists](#) | [Linked Items](#) | [Web Links](#) | [User Information](#)

### Information



[Browse 313 Images »](#)  
[Slideshow](#)

Sponsored by: [Sci-Fi\\_City](#)  
**Dominion \$31.47**  
30% off most games. FREE SHIPPING available. Serving gamers for over 30 years!  
[Buy an ad](#) | [View All](#)

**Designed By** [Donald X. Vaccarino](#)

**Art By**

[Christof Tisch](#)  
[Claus Stephan](#)  
[Harald Lieske](#)  
[Show More »](#)

**Published By**

999 Games  
Bard  
Devir  
[Show More »](#)

**Year Published**

2008

**# of Players:**

2 - 4

**User Suggested # of Players**

Best with 3 players  
Recommended with 2, 3, 4 players  
(324 voters) [\[poll\]](#)

**Playing Time**

30 minutes

**Mfg Suggested Ages**

10 and up

**User Suggested Ages**

10 and up  
(68 voters) [\[poll\]](#)

**Language Dependence**

Moderate in-game text - needs crib sheet or paste ups  
(117 voters) [\[poll\]](#)

**Category**

Card Game

**Mechanic**

[Card Drafting](#)  
[Hand Management](#)

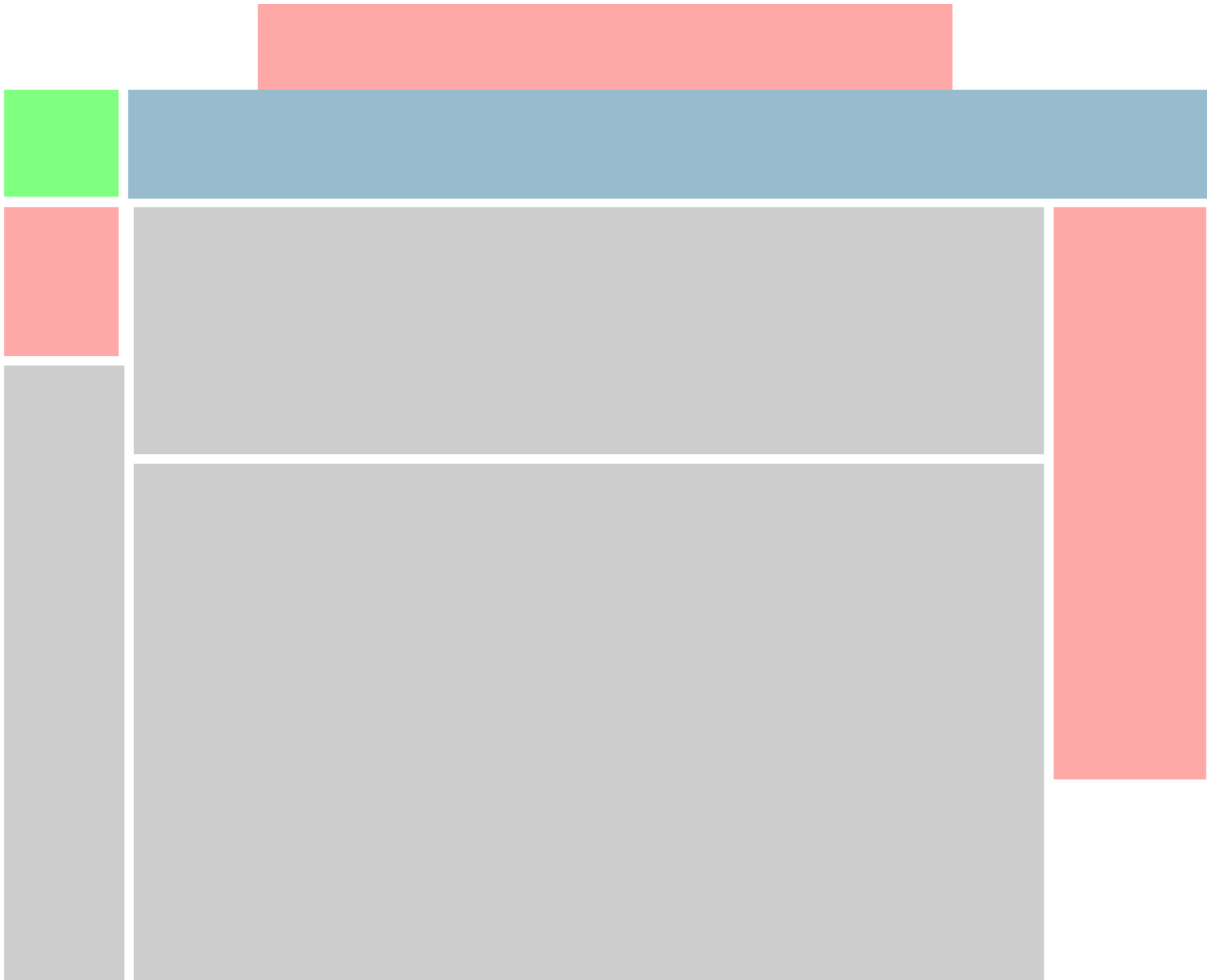
**Primary Name**

Dominion

# EVONY

Bored at office,  
school or home?





## A cartoon illustration of a blonde man with a wide, enthusiastic smile, running towards the right. He is wearing a blue t-shirt, brown shorts, and white sneakers. He is holding a black and white checkered flag in his right hand. There are motion lines around him, suggesting speed.

Games   
   
 Adv. Game Search  
 Google Site Search  
[\[Mailbox\]](#)  
[BoB3K](#)  
[\[Log Out\]](#)

Battleground:  
Crossbows &  
Catapults War Chest  
Starter Set

Battleground:  
Crossbows &  
Catapults Twin  
Armoury Expansions

I Don't Know, What  
Do You Want To  
Play?

Road Cycling Tour  
Wench

Power Grid

Scotland Yard

Bridges of Shangri-  
La, The

T-Rex

T-Rex

Tom Tube

Secret Labyrinth

[All »]



- Dominion
- Agricola
- Le Havre
- Planet Steam
- Castle for all
- Seasons
- Sator Arepo Tenet
- Opera Rotas
- Space Alert
- Ghost Stories

21	BGG.CON Announcement: BGG.Con 2008 SPONSORS!	AnakinOU	5
15	BGG News 3 Days Left for Golden Geek Awards Voting!	Aldie	2
36	BGG News Fun Games Cafe Contest Results! [Page 1,2]	Aldie	37
82	BGG News 2nd Annual BGG Christmas Card Exchange [Page 1,2,3,4]	cgund	91
138	BGG News Changes to the Secret Santa [Page 1,2,3,4,5,6]	TomVasel	149
389	BGG News BGG Secret Santa 2008 (900+ involved!) [Page 1,2,3...15,16,17]	TomVasel	405
126	BGG News 2008 Golden Geek Nominees Announced - Voting Open! [Page 1,2,3,4,5]	Aldie	110
97	BGG.CON BGG.CON 2008 Announced - November 20-23 - Dallas, Texas [Page 1,2,3...19,20,21]	Aldie	500

47 One Degree of Separation VIII: A Song Name Game for GeekGold! unixrev... 2337

14	Google Trends for Boardgames (and other stuff)	1000rpm	18
0	Secret Santa Brasileiro	marceleza	1
86	Did you really read the rules...? [Page 1,2,3]	barnyams36	55
7	That one rule no one remembers	StatSig	9
64	The Latest Casualty of the Ongoing Financial Crisis - GEEKGOLD!	Cavedog...	5
44	Rethinking Expansions	Blott	17
1	A first-comer's experiences at Essen [Page 1,2]	referee	26
33	Essen 2008 - Strategic Gamer's review	Brokito	10
7	Dr. Strangechange or: How I Learned to Stop Worrying and Love Obama	Blinko	9
11	[POLITICAL] If You Were in Los Angeles, How Would You Vote?	J.L.Robert	19
8	Game boxes mostly filled with air	epsalon	24
264	An european Ameritrasher/Wargamer got to Essen 2008 - photo heavy!! [Page 1,2]	Firepigeon	50
103	"Tune in next week when I screw up Medici and Princes of Florence..." Rules Errors GeekLists: The Meta-List or: One Big FAQ [Page 1,2,3...9,10,11]	BaSL	275
45	Your Thrift/Bargain Store Finds: 27 Oct - 2 Nov 08 [Page 1,2,3,4,5,6]	schlappy	150
3	26ª JogaSampa - Novembro de 2008 - O que levar?	fformig...	9
89	Essen 2008 Ranking Tracker	Lajos	19
96	The Zooloretto Family	mschacht	19
45	Essen 2008 Photo contest [Page 1,2,3]	duchamp	60
0	Wargames: Up and Coming for 2009 [Page 1,2,3]	cmontgo2	52
5	Tower & Tavern 2 (TNT) 26/10/08	miggro	17

REVISIONS

Page 1

- |    |  |              |   |
|----|--|--------------|---|
| 4  | <b>Flintlock: Black Powder, Cold Steel - Volume I: Carolina Rebels</b> <a href="#">Flintlock... A Publisher's Review</a> | Mark...      | 1 |
| 5  | <b>Bloom</b> <a href="#">Bunch of flowers with a bunch of tactics</a>  | Vitriool     | 1 |
| 18 | <b>Steel Driver</b> <a href="#">Steel Driver - There is Still Room Left for Another Railway Game?</a>                    | MichaelB     | 7 |
| 5  | <b>Citadels</b> <a href="#">Better than poker...</a>   | mrgalaga     | 2 |
| 3  | <b>Take Stock</b> <a href="#">On the low end. Take Stock for 2-3 players.</a>  | Karmic...    | 1 |
| 15 | <b>Wooden Ships &amp; Iron Men</b> <a href="#">The Game That Makes Iron Men Cry &amp; Whales Blubber.</a>                | da<br>pyrate | 1 |
| 18 | <b>Race for the Galaxy: The Gathering Storm I</b> , Rapebot  | dbuel        | 6 |
| 10 | <b>Memoir '44 - Operation Overlord</b> <a href="#">Review (w/Hedgrow hell)</a>   | Paschae      | 0 |
| 10 | <b>Vino</b> <a href="#">Vino - A Cork Dork's Review</a>  | jouslare     | 1 |
| 5  | <b>Soccer Tactics</b> <a href="#">If your kids play soccer, they might like this...(but that's about it)</a>             | jrebalo      | 1 |
| 5  | <b>Time's Up: Title Recall</b> <a href="#">Yay! And the wall flowers shalt bloom!</a>                                    | mrgalaga     | 1 |
| 3  | <b>Neue Heimat</b> <a href="#">A truly terrific Game....strongly recommended</a>   | aladdin...   | 5 |

	[Post »]		Pg. 1
0	BGG General Final Day for Voting - Halloween Avatar Contest	Blott	2
21	BGG.CON Announcement: BGG.Con 2008 SPONSORS!	AnakinOU	5
340	BGG Suggestions New Microbadge Designs [Page 1,2,3...359,360,361]	Lajos	9007
0	BGG Suggestions Rotating game galleries	filmi	1
0	BGG Suggestions Ranking of owned games	starpino	0
389	BGG News BGG Secret Santa 2008 (900+ involved!) [Page 1,2,3...15,16,17]	TomVasel	405
8	BGG News Announcing the 2008 AU/NZ-only BGG Secret Santa!	tommynomad	16
0	BGG Bugs Javascrpt Issues	punkzter	0



 [Post »]
 Pg. 1 

- |    |   |   |            |     |
|----|---|---|------------|-----|
| 26 | Essen                                     | Metathoughts on Essen - Beyond the games  | grandslam  | 9   |
| 1  | General Gaming                            | <a href="#">Boardgames Australia</a>  | caradoc    | 1   |
| 5  | General Gaming                            | Tell me why to hate 4th edition D&D [Page 1,2,3]                                    | Driver 8   | 62  |
| 2  | General Gaming                            | <a href="#">A Look Back (And A Sad Look At Now)</a>                                 | tracer300  | 11  |
| 0  | Press Releases                            | <a href="#">Rebel Minis Releases New Ambush Alley Battlebox</a>                     | Rebelminis | 0   |
| 2  | Board Game Design                         | <a href="#">No idea how this game will turn out...</a>                              | Distort... | 7   |
| 0  | Wargaming                                 | <a href="#">Counter trays for Avalanche Press</a>                                   | mrbeanc    | 6   |
| 0  | Board Game Design                         | <a href="#">Looking for mini Dinos</a>  | denverarch | 1   |
| 15 | General Gaming                            | Everything Kramer Does, Someone Else Does It Better [Page 1,2,3]                    | drunken... | 52  |
| 0  | Wargaming                                 | <a href="#">GMT - Fall 2008 offer</a>   | Fabpat     | 3   |
| 2  | Southeast Shreveport Strategy Games Group | Meets Weekly on Tuesdays at 7 p.m.  | Shrevep... | 16  |
| 6  | General Gaming                            | <a href="#">How much do you spend...</a> [Page 1,2]                                 | Cardboa... | 37  |
| 7  | Board Game Design                         | <a href="#">Nato Map Symbols style graphics for chits....</a>                       | Distort... | 15  |
| 0  | General Gaming                            | <a href="#">Where to get metal coins?</a>   | ytter      | 13  |
| 13 | Do It Yourself                            | Custom SURVIVE! board. Progress updates as they come [Page 1,2]                     | Nazhuret   | 37  |
| 8  | Essen                                     | <a href="#">Special Essen Request for Terry Pratchett Settlers Board</a> [Page 1,2] | Vetinari   | 40  |
| 0  | Board Game Design                         | <a href="#">land yacht game parts</a>   | teufen     | 2   |
| 19 | QLD (Brisbane)                            | <a href="#">Australia Wide Math's Trade - anyone keen?</a> [Page 1,2,3,4,5]         | Avenell    | 113 |
| 0  | Recommendations                           | <a href="#">Good first racing game?</a>   | Patrick... | 17  |
| 0  | Board Game Design                         | <a href="#">discussion of hex-and-counter wargame design?</a>                       | NJames     | 6   |

Pg. 1

- |    |  |   |             |    |
|----|--|---|-------------|----|
| 15 | <b>Planet Steam</b>                    | General Rally cry for a reprint w/English rules                         | mvettem...  | 18 |
| 30 | <b>Le Havre</b>                        | News <b>Le Havre order window NOW OPEN</b> [Page 1,2,3,4]               | Hanno       | 75 |
| 3  | <b>Le Havre</b>                        | General Pre-Order Emails [Page 1,2]                                     | wittdooley  | 38 |
| 0  | <b>Herr der Ziegen</b>                 | General <b>English Rules?</b>   | oyuncu      | 2  |
| 0  | <b>Fields of Fire</b>                  | General Charging Nov. 4th!!   | sefton      | 1  |
| 2  | <b>Memoir '44 - Operation Overlord</b> | General <b>Memoir 44, Operation Overlord, and the Chitty Situation</b>  | wittdooley  | 7  |
| 3  | <b>World at War: Eisenbach Gap</b>     | Variants 4 Canadian Mechanized Brigade Group - Custom Counters          | Kozure      | 2  |
| 5  | <b>Dominion</b>                        | General <b>Dominion stats watch</b> [Page 1,2]                          | Jonny5      | 34 |
| 0  | <b>Ghost Stories</b>                   | General Essen giveaway cards are different size!                        | Omniprep... | 13 |
| 0  | <b>Arkham Horror</b>                   | Variants <b>My house Rules</b>  | Argael      | 0  |
| 22 | <b>Wiz-War</b>                         | General Redesign for Wiz War  | kwanchai    | 6  |
| 0  | <b>Descent: Journeys in the Dark</b>   | General help! ... I am trying to decide whether to buy descent but ...? | Fitzroy...  | 6  |



Search LUGNET  
Forums    
[Advanced Options](#)

Welcome to LUGNET - International LEGO Users Group Network, global community of LEGO enthusiasts. LUGNET unites LEGO fans worldwide through forums, web pages, and services.

#### Top Stories

[Steve Hassenplug NOT building a robot!](#)  
[Minifig Seagway](#)  
[Some Cafe Corner Compatible MOCs](#)  
[Cycle 7 Ambassadors](#)  
[Behind The Bricks LEGO Star Wars Fan Vote Video](#)  
[Fun in Any Language](#)  
More Top Stories as highlighted by LUGNET Members

#### Forum Shortcuts

[Traffic Report...](#)

##### General

[General](#) [Building](#)  
[Announce](#) [Events](#)  
[CAD](#) [Organizations](#)

##### Themes

[Adventurers](#) [Castle](#)  
[Harry Potter](#) [Model Team](#)  
[Pirates](#) [Robotics](#)  
[Space](#) [Star Wars](#)  
[Technic](#) [Town](#)  
[Trains](#) [Western](#)

##### Market

[Auctions](#) [Brick Shops](#)  
[Buy/Sell](#) [Shopping](#)

##### Local

[Australia](#) [ItLUG](#)  
[rtToronto](#)

[More Forums...](#)

**LEGO Ambassador Cycle 7 now open** (5 Jun 2009) The nomination process for LEGO Ambassador Cycle 7 is now open. The LEGO Ambassador Program is designed to give the AFOL Community a direct line into the LEGO Company... [Read more...](#)

**Brickworld - Registration Update** (2 Jun 2009) On-line registration for Brickworld 2009 is closed. 556 registered attendees are coming to this year's event. If you still wish to be a part of Brickworld, you can register and pay at the event. [Read more...](#)

**Brickworld - LEGO Store Event & Discount** (12 May 2009) Brand Retail is once again a major contributor to the event with In-Store Event, In-Store Discount and Pick-a-brick at Brickworld. [Read more...](#)

**LEGO lowers PaB prices** (8 Apr 2009) PaB prices should be adjusted soon, perhaps later today. [Read more...](#)

**BrickFair 2009** (7 Apr 2009) Registration for BrickFair 2009 attendance and MOCs is open. We would love to see you (and your MOCs) this year... [Read more...](#)

**LEGO Factory / PaB Pricing Study** (6 Apr 2009) You've probably noticed that the LEGO online Pick-A-Brick / LEGO Factory palette has recently been updated with new parts - and new prices... [Read more...](#)

**BrickCon Registration is Open** (3 Apr 2009) The BrickCon Registration is open, join us in October (1st through 4th), at the Seattle Center Exhibition Hall... [Read more...](#)

**The Future of LEGO City** (3 Apr 2009) The future of LEGO City is up for vote starting today at Toysrus.com... [Read more...](#)

**Custom Brick Community Building Contest** (2 Apr 2009) Brickmania.com is calling for a community wide building contest aimed at highlighting custom parts and kit-building within the LEGO fan community... [Read more...](#)

**Brickworld Event Schedule Outline** (2 Apr 2009) The Brickworld Team announced the preliminary event schedule outline on the Brickworld web site... [Read more...](#)

#### Latest MOC

**Steve Hassenplug NOT building a robot!**  
by Jordan Bradford



[Click to enlarge](#)

#### LUGMap

Find a LEGO Users Group or Train Club in your area.



[Click to enlarge](#)

#### Helpful Links

Instruction Scans?  
[PICS!](#)  
Spare Parts?  
[LEGO.com](#)  
Buying Parts?  
[Bricklink](#)  
Set Reference?  
[LUGNET Guide](#)  
[Brickset](#)  
Set Inventories?  
[Peeron](#)  
Parts Reference?  
[LUGNET Partsref](#)  
LEGO Service?  
[1000steins.de](#)  
Virtual Building?  
[LDraw](#)  
[PicToBrick](#)  
Pictures  
[Brickshelf](#)  
[BrickBuilder](#)  
[MOCPages](#)

[More Links...](#)

[| Back to Top |](#)

XHTML 1.0 | CSS 2.0 | WCAG 1.0 AAA | powered by [1000steins.de](#) | hosted by [Steinbruch.info](#) GbR

[Terms of Use](#) | [Imprint](#) | [Feedback](#)

All text, images, or trademarks in this document are the intellectual property of their respective owners. All content is provided as is, with no warranty stated or implied regarding the quality or accuracy of any content on or off this site. All trademarks, service marks, and copyrights are property of their respective owners. LEGO, LEGOLAND, DACTA, DUPLO, PRIMO, FABULAND, SCALA, TECHNIC, MINDSTORMS, and ZNAP, etc. are trademarks or registered trademarks of the LEGO Company, which does not sponsor, authorize, or endorse this site. STAR WARS is a registered trademark of Lucasfilm Ltd. LUGNET, Brickwise, Fiblesnork, and AucZILLA are trademarks of Todd S. Lehman and Suzanne D. Rich. 1998-2007 LUGNET.

Be sure to register in our forums! Share your opinions, help others, and enter our contests.



**POCKET PC  
THOUGHTS**  
DAILY NEWS, VIEWS, RANTS & RAVES

#### Smartphone Thoughts

Office Mobile 2010 Previe...  
Windows Marketplace For M...  
HTC Snap Coming to Canada...

#### Digital Home Thoughts

Windows 7 Upgrade Will On...  
Power Up Your Purchases W...  
Music Streaming Coming To...

#### Zune Thoughts

July Zune Accessory Sale  
Shot of Zune HD Marketpla...  
Gizmodo Reviews RealPlaye...

[Home](#)[Forums](#)[New Posts](#)[Register](#)[Articles](#)[Archives](#)[Shop: Software | Hardware](#)[Contact](#)[About](#)[Search](#)[GO](#)

Book by July 20<sup>th</sup> to save up to **50%**

STARWOOD PREFERRED GUEST

SALE ENDS  
TODAY

SAVE NOW ▶

FOUR  POINTS  
BY SHERATON

Over 40 million professionals use LinkedIn to exchange information, ideas and opportunities



Stay informed about your contacts and industry



Find the people & knowledge you need to achieve your goals



Control your professional identity online

### Join LinkedIn Today

First Name:

Last Name:

Email:

Password:

6 or more characters

[Join Now](#) \*

Already on LinkedIn? [Sign in.](#)

Search for someone by name:

People directory: [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) [more](#)

\* By clicking Join Now, you are indicating that you have read, understood, and agree to LinkedIn's [User Agreement](#) and [Privacy Policy](#).