

Pokemon GO



Pokémon GO is an augmented reality video game based on the location developed by Niantic, Inc.^{1 2} for iOS and Android devices. It is a free videogame but it contains microtransactions.³

The game consists in finding and capturing characters from the Pokémon saga hidden in real world locations and fighting with them, which implies moving physically through the streets of the city to progress.

The application involves an element of social interaction, since it promotes physical meetings of users in different locations of their populations.