1/2 Presentation

ECHO

Faculty

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Client

Games for Change

Raul Carvajal

What is Our Project?

We will deliver a transformational game experience that will be showcased in the Games For Change festival in July.

Client’s Goals

- Create a project with a topic rooted in environmentalism
- Empower guests to make a change
- Foster a sense of community between the guests

Metrics Matrix

Playtesting, Transformational Content Accuracy, Innovation/Research

Client’s Goals
Metrics Matrix

Eco-Friendly Fashion and Sustainability

Relatability

2nd largest polluter

Individual change & community

Picking a narrowed topic

Strategies

Transformational Framework

+

Paper Prototyping

Our High Level Purpose

‘Create more eco-friendly shoppers.’

How do we achieve this transformation?

Barriers

- Identifying barriers helps us understand HOW we can change our guests
- Barriers —> Transformational Goals

Our Transformational Goals

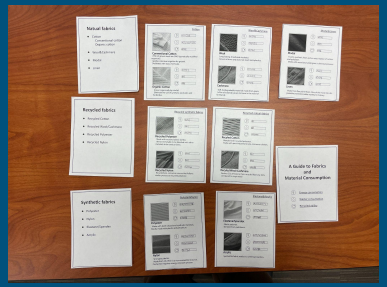
- Guests have the skills to actively look for eco-friendly options
- Guests are able to identify eco-friendly materials used in clothing
- Guests are able to identify eco-friendly brands, stores, and other accessible options

How do we know if we’ve achieved these goals?

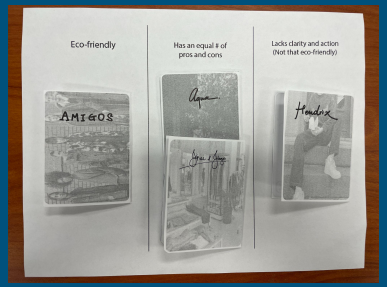
Paper Prototype #1

- Goal: To observe changes at the end of the playtest
- Changes: learn about materials knowledge, know what information is eco-friendly, check the materials labels

Go through shopping website



Guidebook

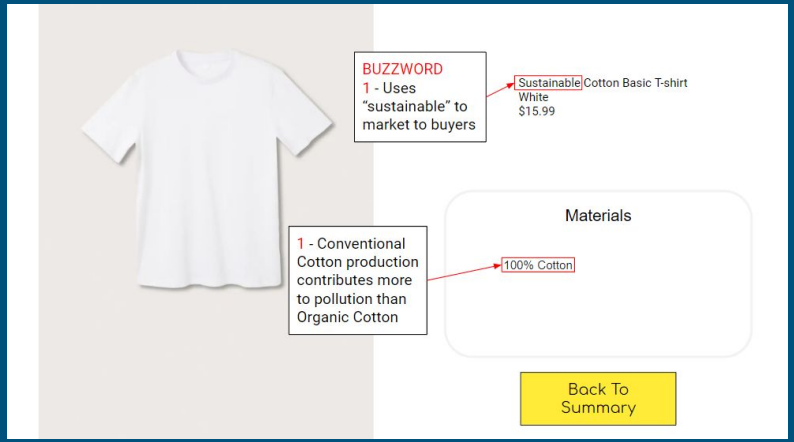


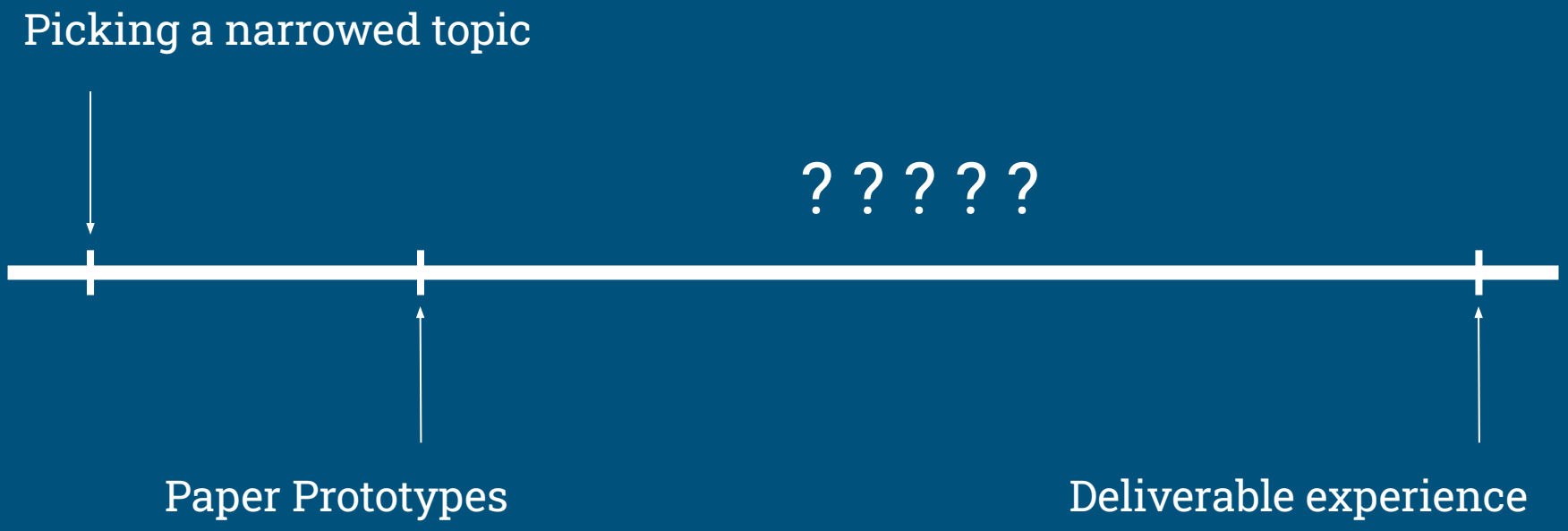
Two levels

Go through shopping website again

Garment Prototype #2

- Goal: To observe habits and preferences
- Why don’t they already look at this information?
- How easy can we make the change for users?




Picking a narrowed topic
? ? ? ? ?
Paper Prototypes
Deliverable experience

Tech

Client Goals:

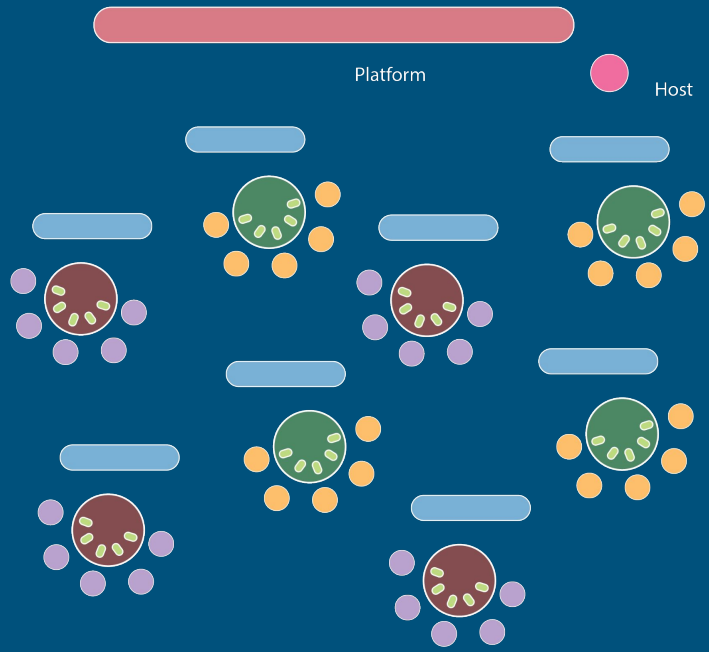
- Empower guests to make a change → **Mechanisms**
- Foster a sense of community between the guests → **Multiplayer**
- Allow everyone to participate easily → **Accessibility**

Platforms

- Unity WebGL + AirConsole
  - Accessibility & Multiplayer
  - Playable in person & online

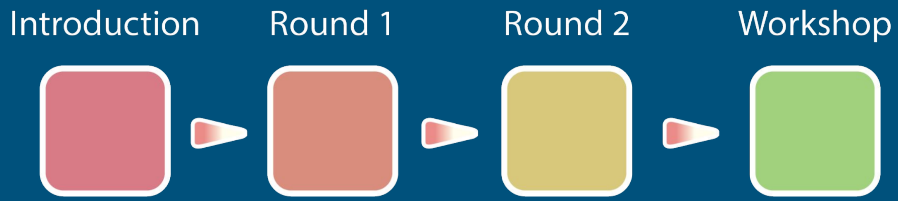
What Does the Space Look Like?

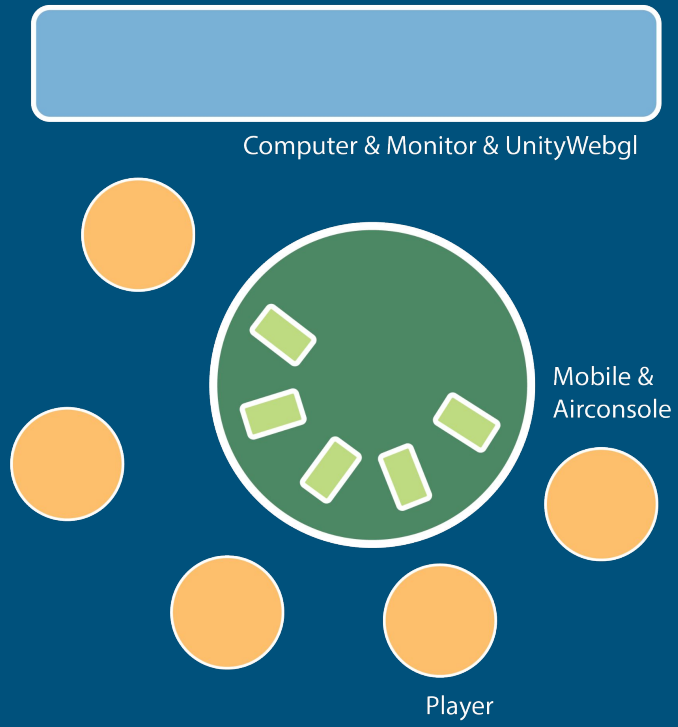
In person days will be **set in a specific room for a preset amount of time**.



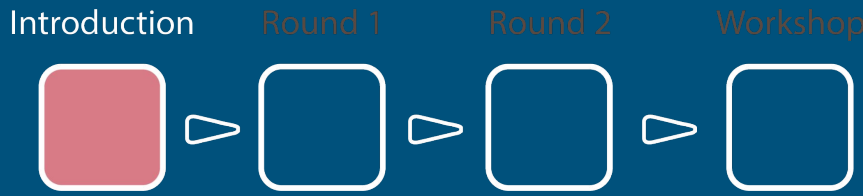
Envision Game Concept and Requirements

- Fitting the conference scenario
- Accessible for mobile devices

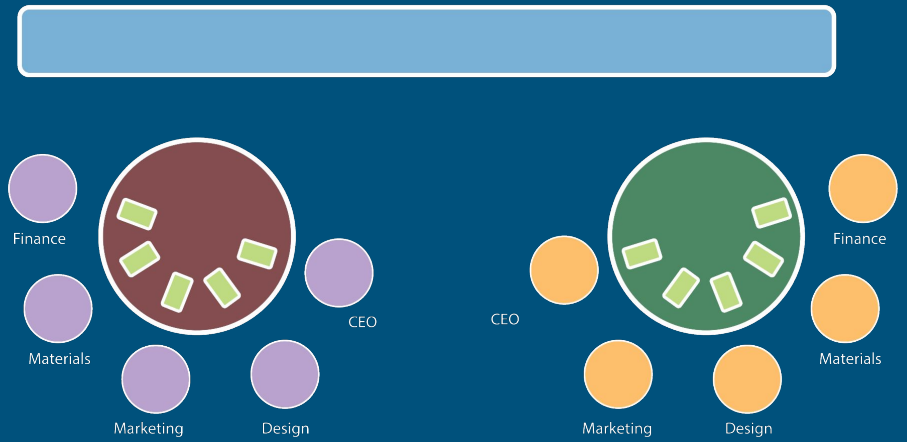




Making White Cotton T-Shirt



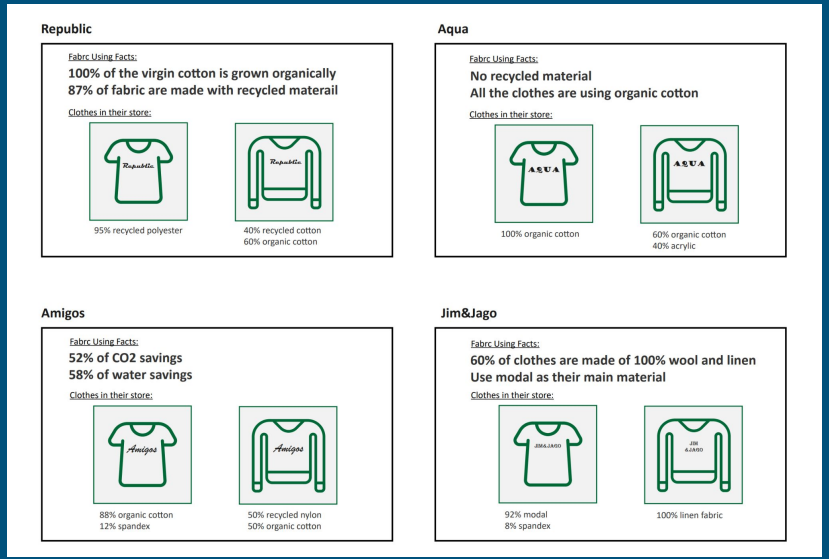
- Every Player Responsible for investigating different categories
- Compete with another group (Corporation)



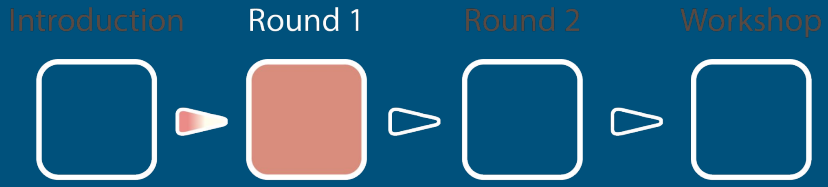
Investigate Competitors - Knowledge Transformation

Introduction Round 1 Round 2 Workshop

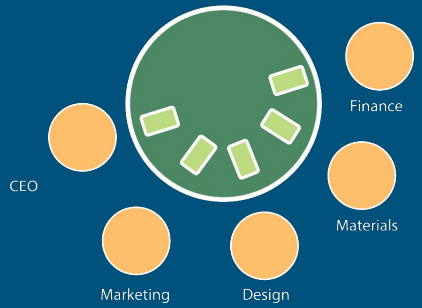
- Comparing reference brands clothing webpages and specification.
- Five-people collaborative game with different categories of garment industry knowledge and discussion.

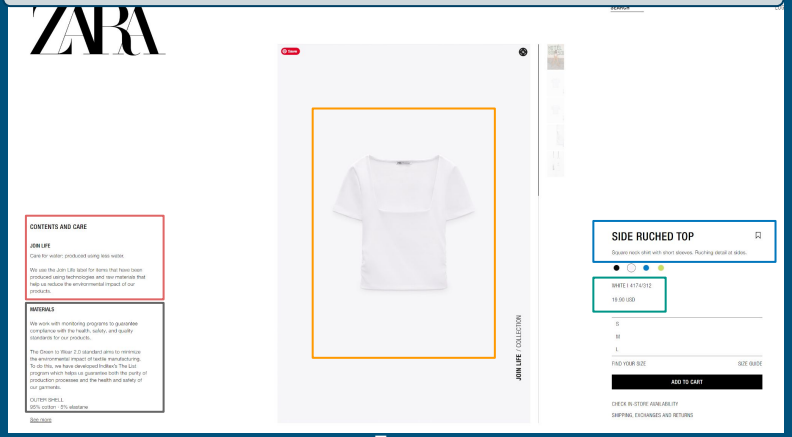


Create Spec - Behavior Transformation



- Create content and layout about the T-shirt
  - Name
  - Pricing
  - Materials
  - Design
  - Statement

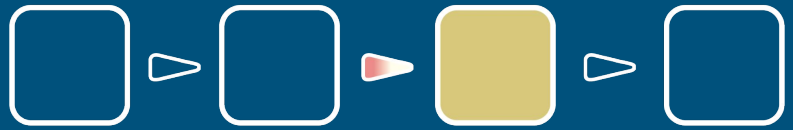




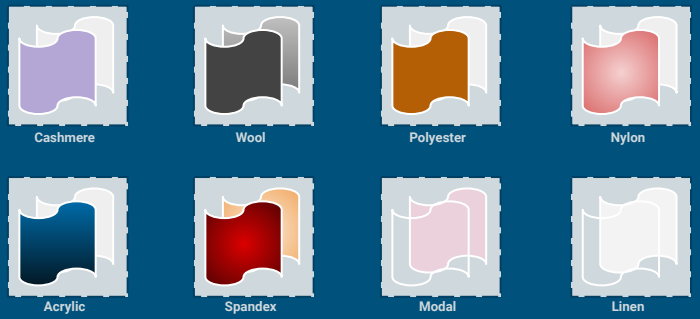
Zara

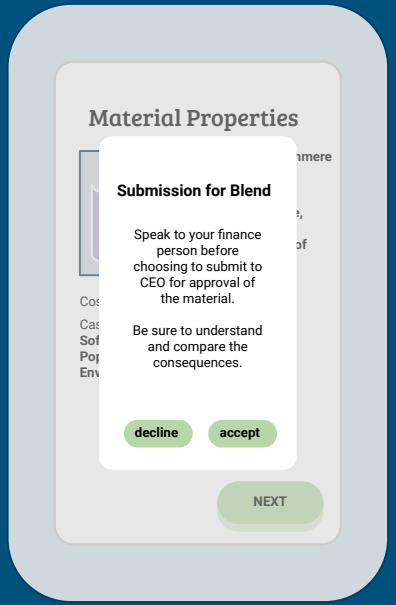
Change Spec - Behavior and Belief Transformation

Introduction Round 1 Round 2 Workshop

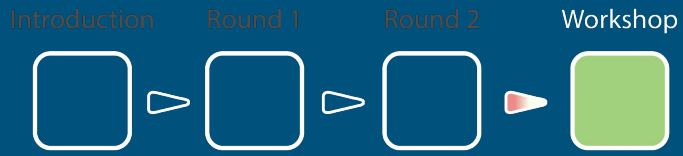


- Suggestive alerts designed to make teams make different choices and outcome.

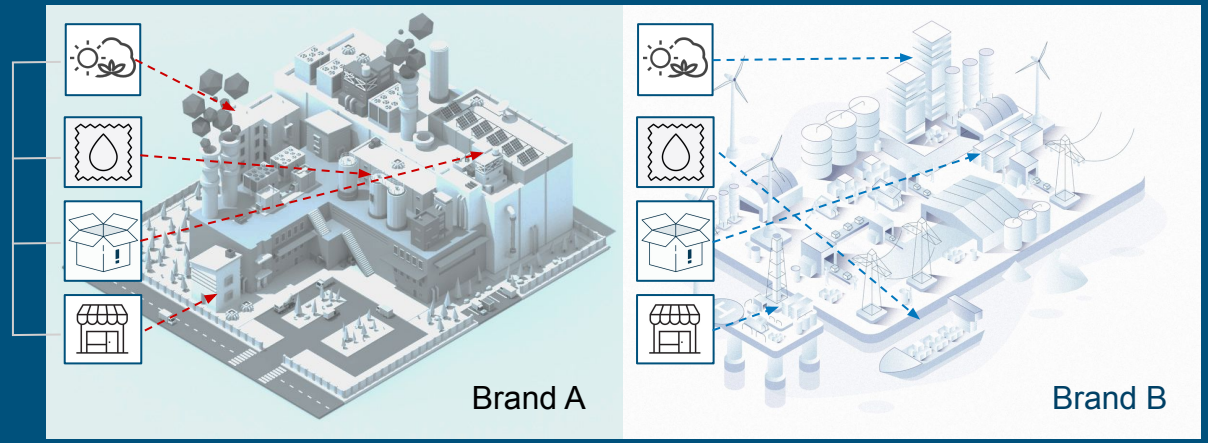




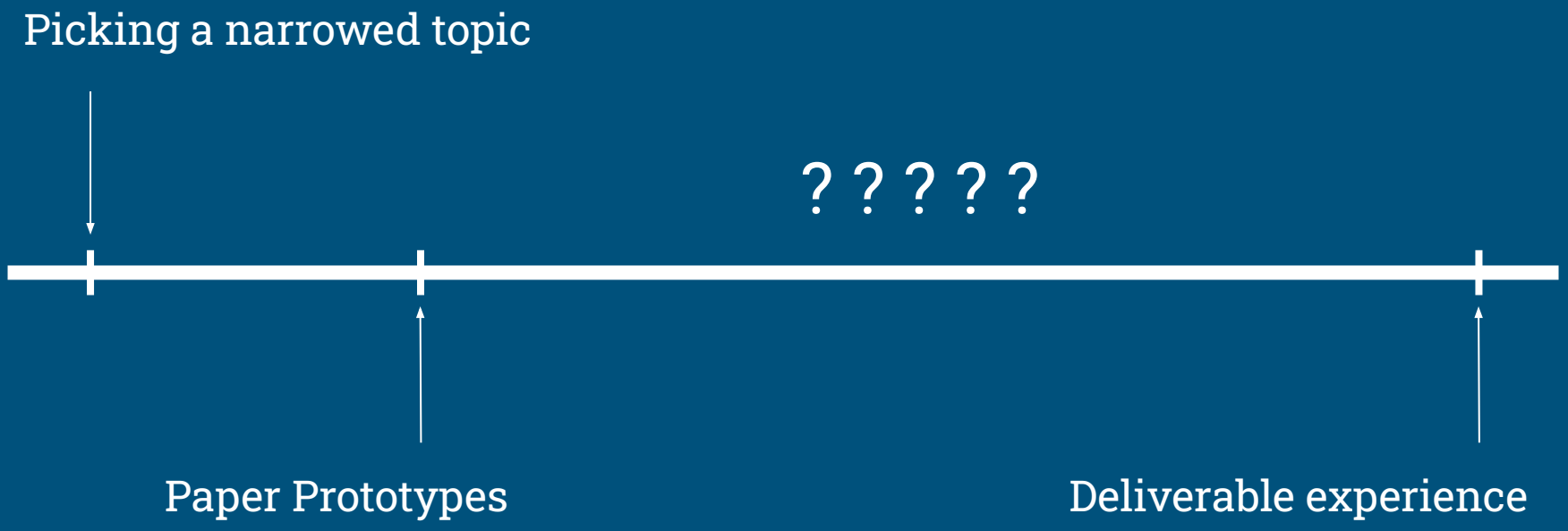
Society & Environmental Changes



- 3D visualization of the factory environment according to reports of the group's decision
- Reviewing the pages team make



https://dribbble.com/shots/2595119-Isometric-Factory-full-view
Factory Isometric by Jacek Janiczak on Dribbble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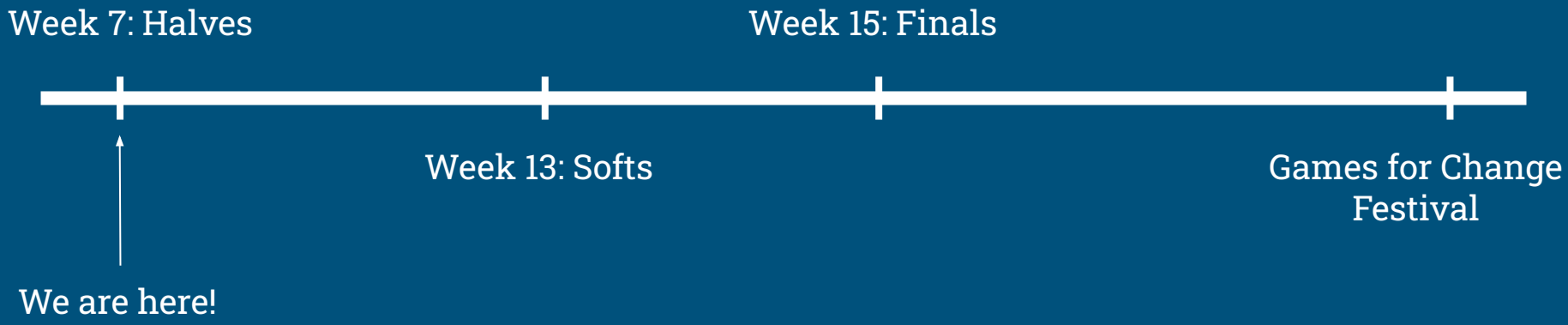
Production Timeline



We have to deliver a playable experience for the festival!

Moving Forward

- Focus on playtesting to refine and polish our transformations
- Discuss with subject matter experts to solidify our transformational content accuracy
- Transitioning to a digital prototype as part of our deliverable

Summary

- **We will deliver a transformational game experience that will be showcased in the Games For Change festival in July.**
  - Create a project with a topic rooted in environmentalism
  - Empower guests to make a change
  - Foster a sense of community between the guests

Thank you to our playtesters and faculty!

Questions?