

1/2 Presentation

ECHO



Faculty



Brenda Bakker Harger



Dave Culyba

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

Eco-Friendly Fashion and Sustainability

Client's Goals
Metrics Matrix





Relatability

2nd largest
polluter

Individual
change &
community

Picking a narrowed topic

? ? ? ? ?

Deliverable experience



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



Appearance
& Personal
Preference

Understanding
info, terms, and
facts

Navigating
information

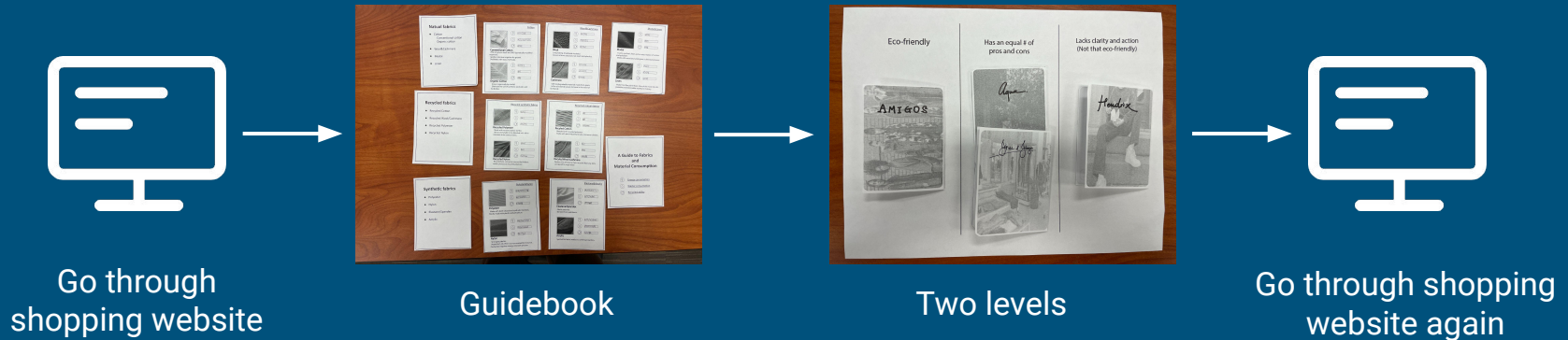
Our Transformational Goals

- 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?

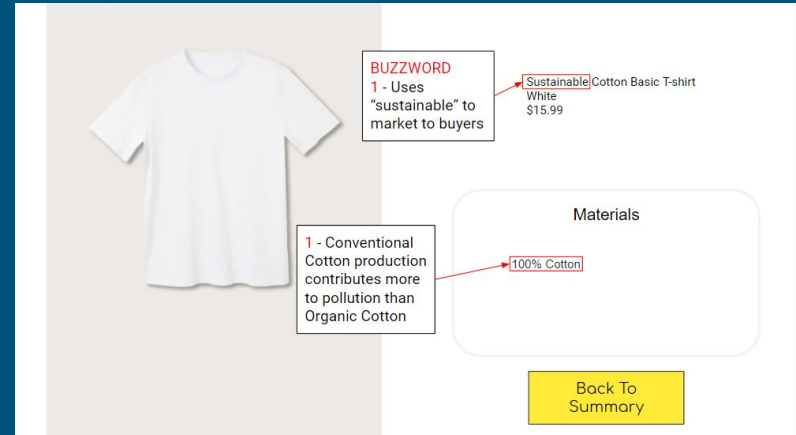
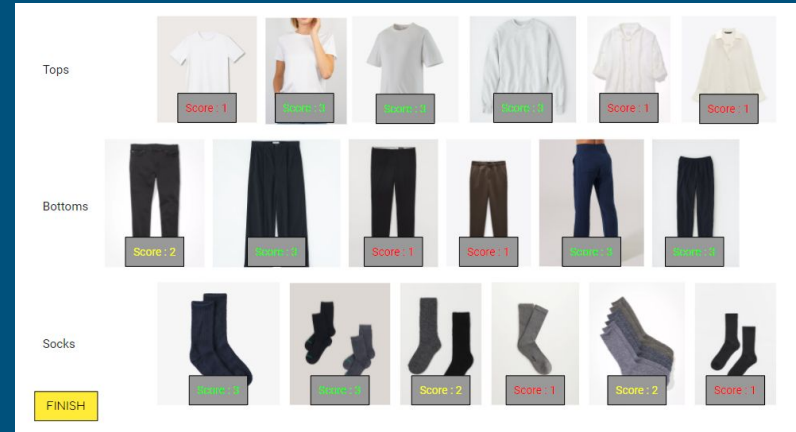
Paper Prototype #1

- 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



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



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**

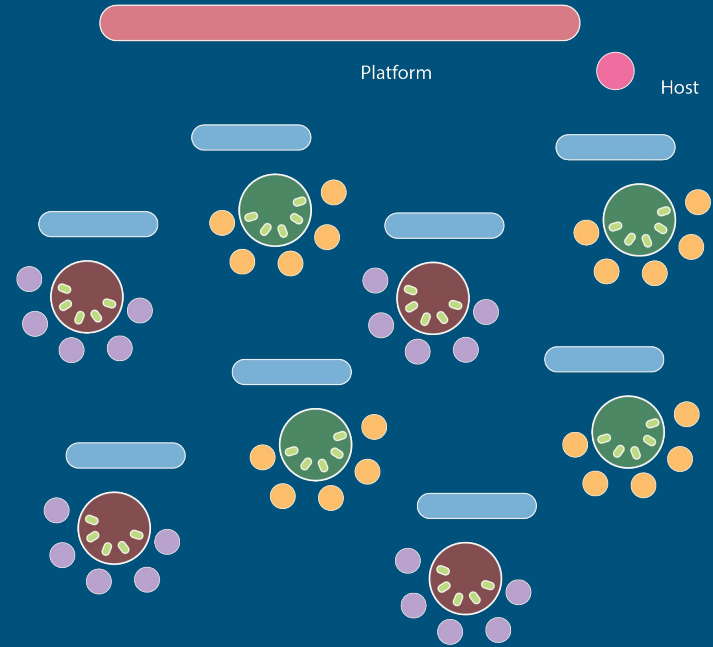
Platforms

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



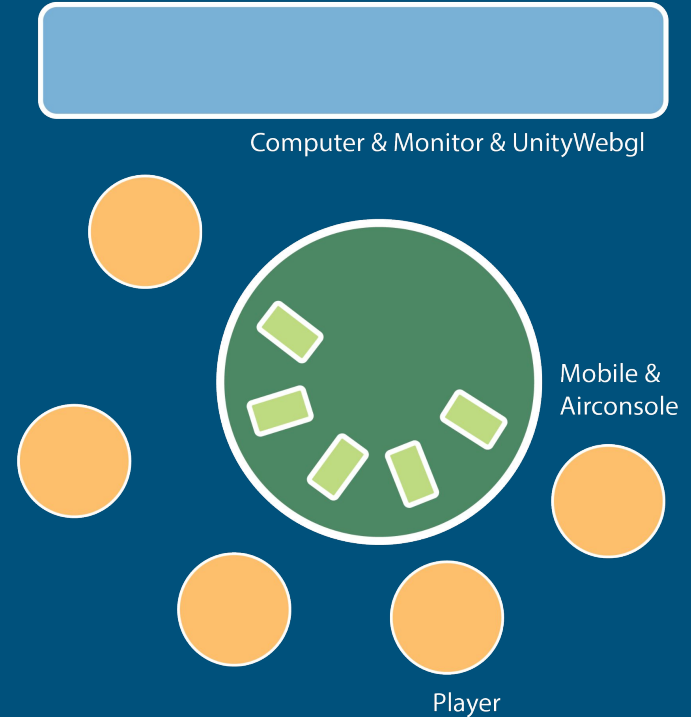
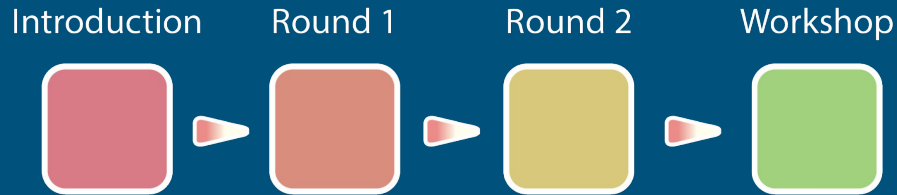
What Does the Space Look Like?

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

Introduction

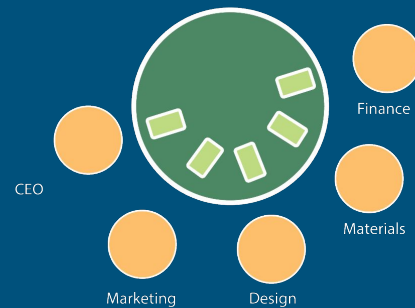
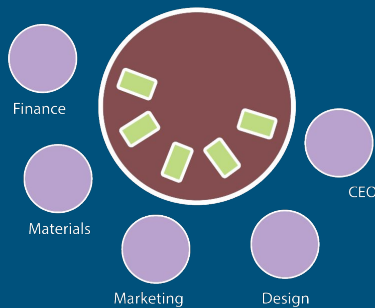
Round 1

Round 2

Workshop



- 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.

Republic	Aqua
<p>Fabric Using Facts: 100% of the virgin cotton is grown organically 87% of fabric are made with recycled material</p> <p>Clothes in their store:</p> <div><p>95% recycled polyester</p></div> <div><p>40% recycled cotton 60% organic cotton</p></div>	<p>Fabric Using Facts: No recycled material All the clothes are using organic cotton</p> <p>Clothes in their store:</p> <div><p>100% organic cotton</p></div> <div><p>60% organic cotton 40% acrylic</p></div>
Amigos	Jim&Jago
<p>Fabric Using Facts: 52% of CO2 savings 58% of water savings</p> <p>Clothes in their store:</p> <div><p>88% organic cotton 12% spandex</p></div> <div><p>50% recycled nylon 50% organic cotton</p></div>	<p>Fabric Using Facts: 60% of clothes are made of 100% wool and linen Use modal as their main material</p> <p>Clothes in their store:</p> <div><p>92% modal 8% spandex</p></div> <div><p>100% linen fabric</p></div>

Create Spec - Behavior Transformation

Introduction

Round 1

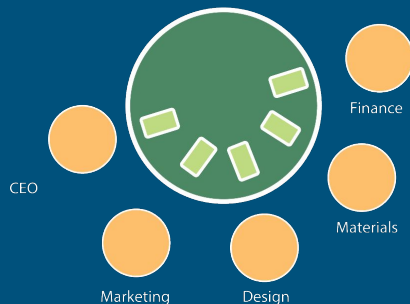
Round 2

Workshop



- Create content and layout about the T-shirt

- Name
- Pricing
- Materials
- Design
- Statement



Brand

Great way to save the environment
And here is why. The reason why this T-shirt is the best because we have environmental awareness.

Materials
100% Cotton



This is a white T-Shirt
Just T-shirt

19.90USD



ZARA

CONTENTS AND CARE

JEWELRY

Care for silver: polished using fine silver.

We ask the user to take care of their jewelry and use the correct care techniques and materials that will not harm the environmental impact of our products.

MATERIALS

We work with evolving programs to guarantee compliance with the health, safety and quality standards for our products.

The Green to Blue 2.0 standard aims to minimize the environmental impact of water, wastewater, energy and materials used in the production of our products.

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SIDE RUCHED TOP

Approximate size: 100cm. Please refer to the size chart.

100cm

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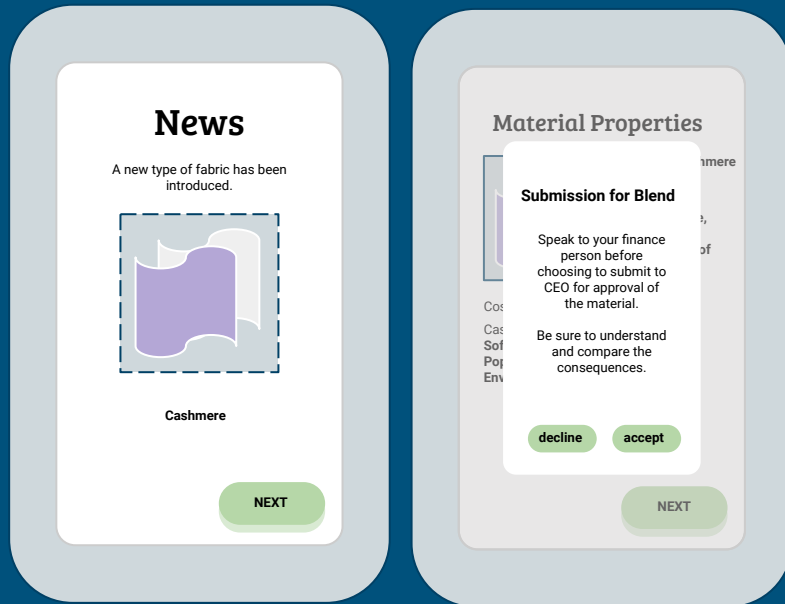
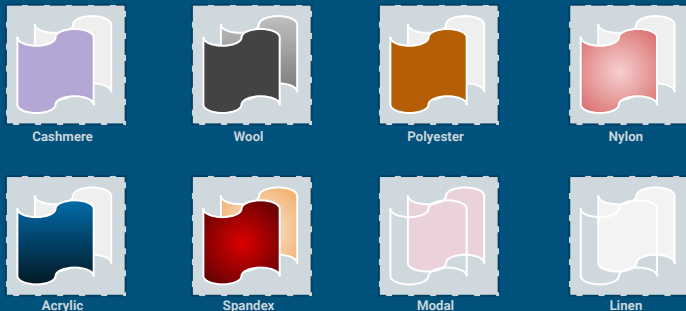
Zara

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

Introduction

Round 1

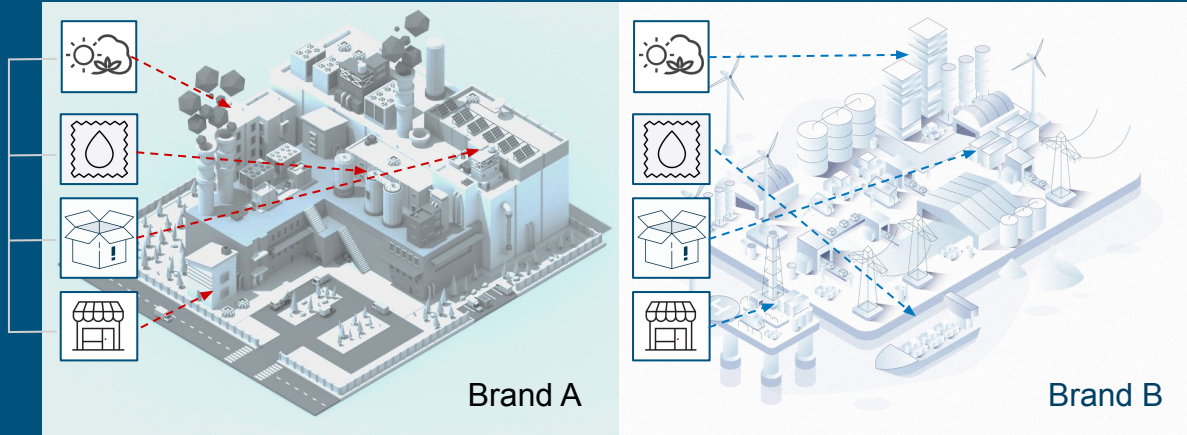
Round 2

Workshop



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

Drag and drop



Picking a narrowed topic



Production Timeline



Week 7: Halves

Week 15: Finals

Week 13: Softs

Games for Change
Festival

We are here!

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?

