



BEHAVIOUR CHANGE

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KIDS SPENDING TOO MANY HOURS PLAYING VIDEO GAMES

Our Story app could get kids see that there are beautiful and positive things besides the video games that will make them change their patterns



Stop
spending so
much hours
playing video
games



Interact with
the outside
world



Chat with
your
environment
and make
them happy



Get your
things done

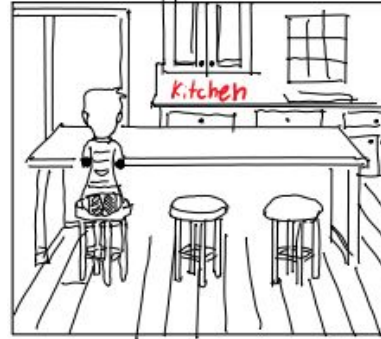


SKETCHES



Good morning

on the way home...

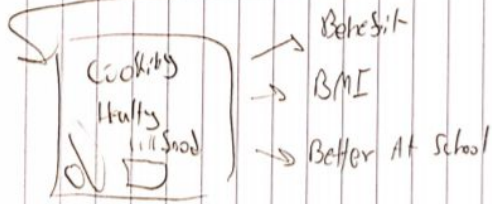


PRO: INTUITIVE FOR KIDS

CON: NOT ENGAGING ENOUGH

SKETCHES

Behaviour change - Video game edition



PRO: INTUITIVE FOR KIDS

PRO: EASY TO UNDERSTAND

STORY LINE

01

SPEND MORE TIME
OUTSIDE THAN ON THE
COMPUTER

02

STOP PLAYING VIDEO
GAMES EVERYDAY

03

DO THE MOST IMPORTANT
TASKS FIRST

04

START DOING MORE
PHYSICAL ACTIVITY

05

FOCUS ON REAL LIFE



MORE ACTIVITIES

01

COMMUNICATE WITH
PEOPLE

03

START DOING EXERCISES

04

READ A BOOK

02

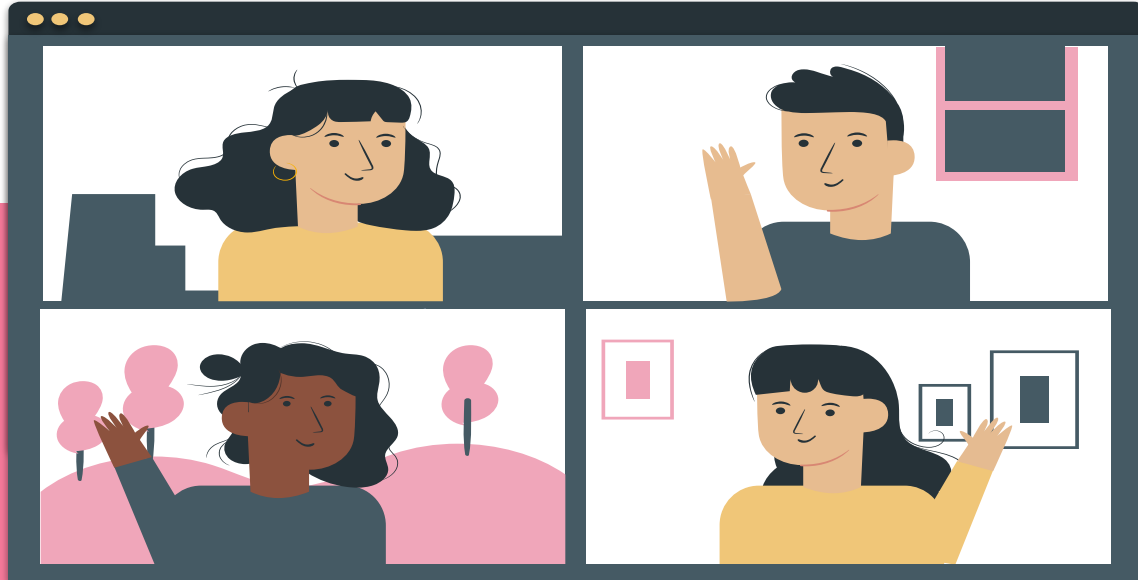
DON'T THINK ALL THE
TIME HOW TO PASS THE
NEXT LEVEL IN THE GAME

05

SHARE YOUR PROBLEM



PROTOTYPE LINK



KIDS SPENDING TOO MANY HOURS PLAYING VIDEO GAMES

You are sitting only in front of computer
and only thing you care about is the video game



then you realize you are alone in some other world far from real life.



Playing games for too many hours and you only eat, don't waste
your energy and try to stay healthy



Then you realize you are overfat and start to have healthy issues

KIDS SPENDING TOO MANY HOURS PLAYING VIDEO GAMES

I'm not leaving the house until i reach 1st rank



end being stuck in the loop that never ends



Go on a dinner with your family



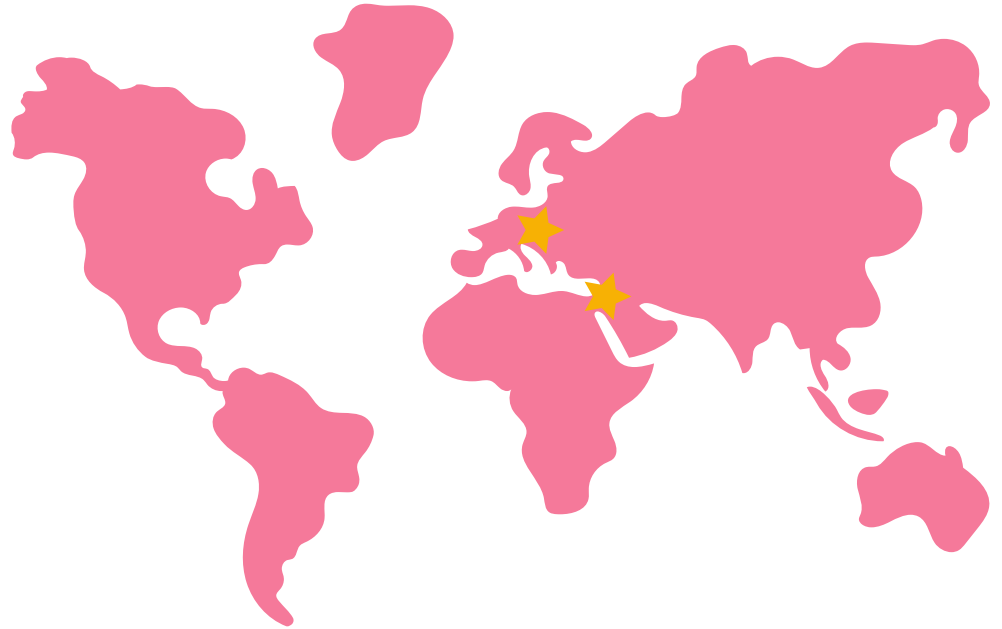
try to enjoy the moment, not playing game on phone or talk with your friends about games.

TESTING METHODOLOGY

WE ASKED 8 PARTICIPANTS FROM:

2 COUNTRIES

DIFFERENT AGES BETWEEN 8-14



TESTING PROCEDURE

WE ASKED THEM:

WOULD YOU SPEND
LESS TIME IN
VIDEO GAMES?



HOW MUCH TIME YOU SPEND ON VIDEO
GAMES?



WHAT DO YOU
THINK ABOUT
VIDEO GAMES?

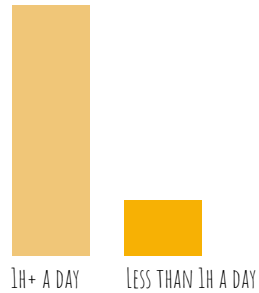


HOW DID YOU FELT AFTER USING
THE STORY APP?



THE DATA WE GAINED

HOW MUCH TIME YOU
SPEND ON VIDEO GAMES?



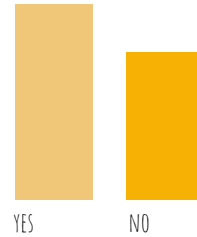
WHAT DO YOU THINK
ABOUT VIDEO GAMES?



HOW DID YOU FELT AFTER
USING THE STORY APP?



WOULD YOU SPEND LESS
TIME IN VIDEO GAMES?



WHAT WE LEARNED FROM THIS



KIDS PREFER VIDEO GAMES RATHER THAN DOING OTHER THINGS



KIDS WON'T READ A LOT OF TEXT



KIDS ARE NOT AWARE OF THE BAD CONSEQUENCES OF VIDEO GAMES



PROTOTYPE OVERVIEW

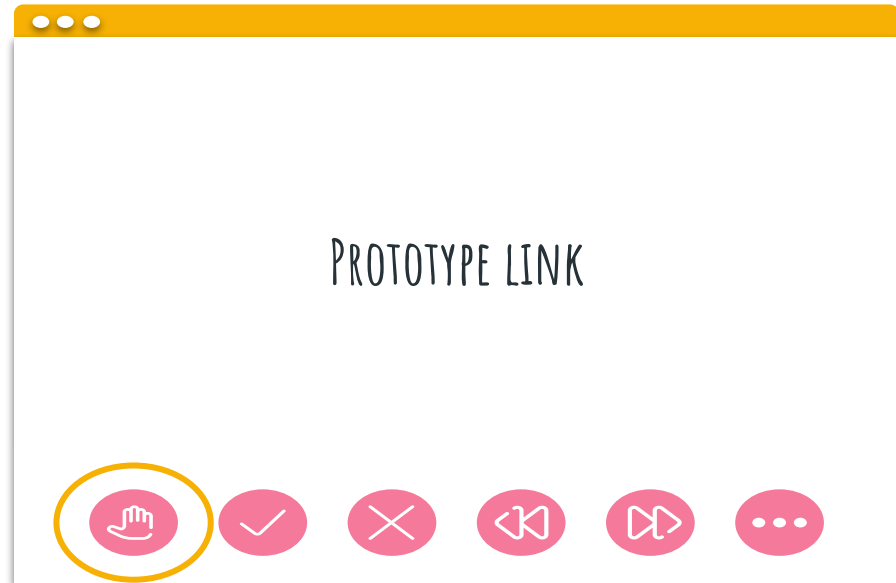
WORKED:

KIDS ENGAGED AND LIKED THE UI

CHANGE:

INCLUDE AN EXPERIMENT

HAVE MORE OPTIONS FOR THE QUESTIONS





THANKS!
FOR LISTENING