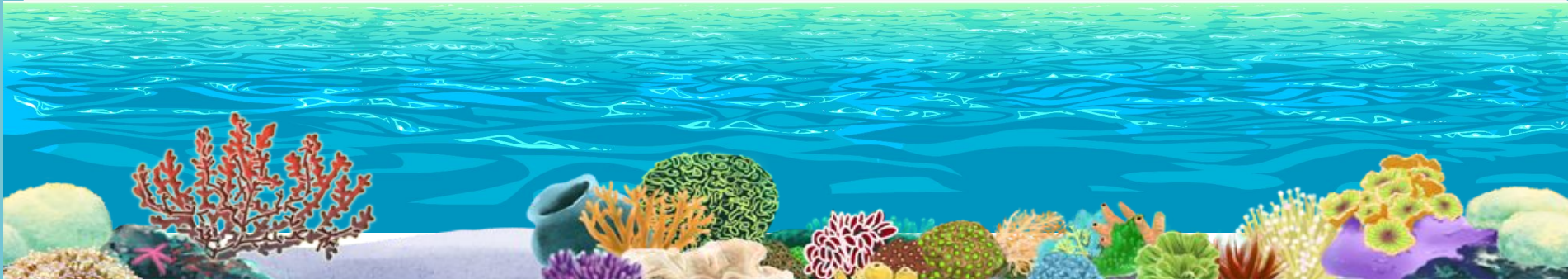


# INTERNATIONAL GIRLS - COLO

Anja Popovic-UP

Neta Zweig-BGU

Doris Mujic-UP



# COLO

## Value proposition

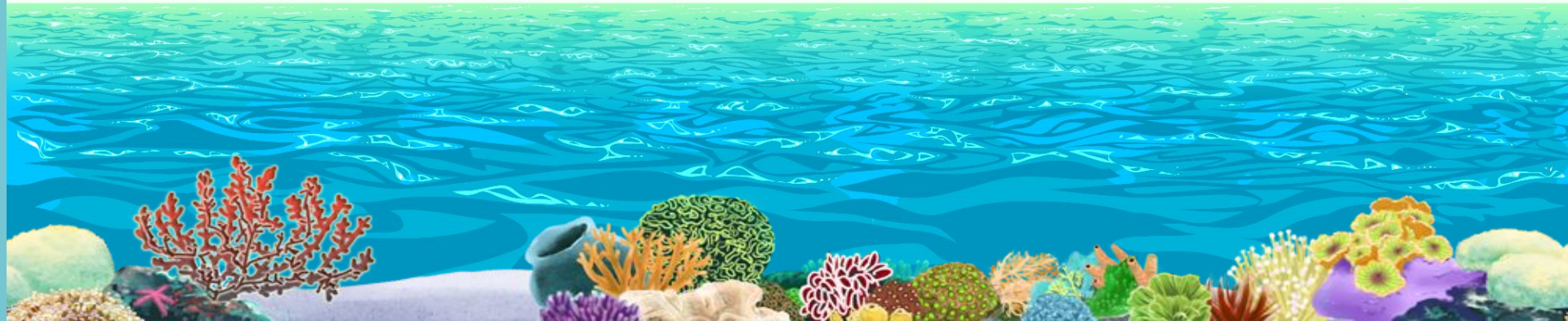
**SEE THE SEA**

## Problem

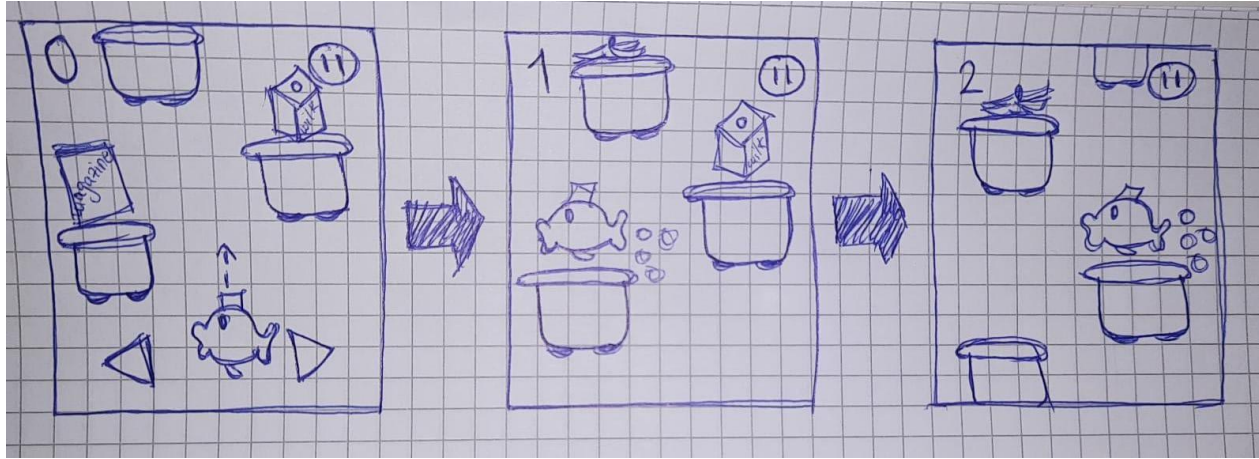
- Water pollution
- Nature cannot purify nor recycle

## Solution overview

- Learn to recycle
- Collect coins
- Pass levels
- Clean the ocean! :)

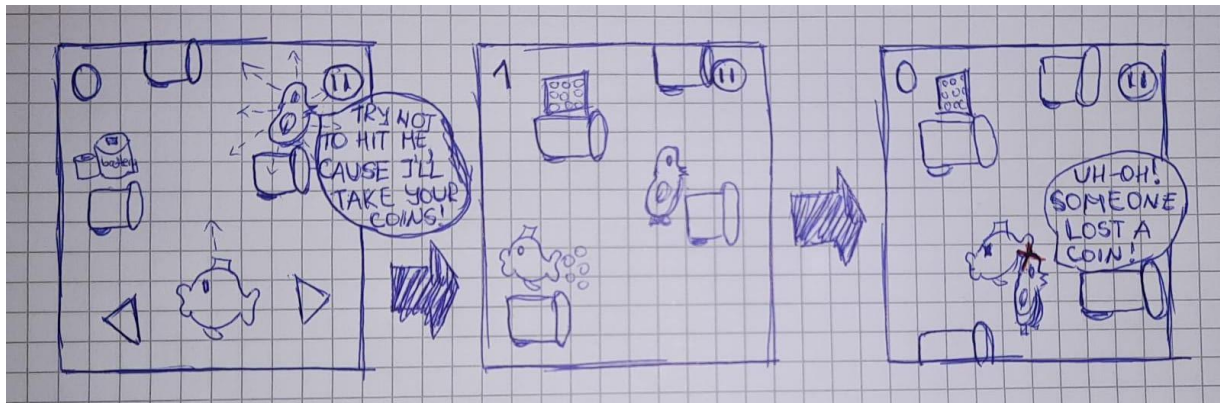


# COLO-Level 1

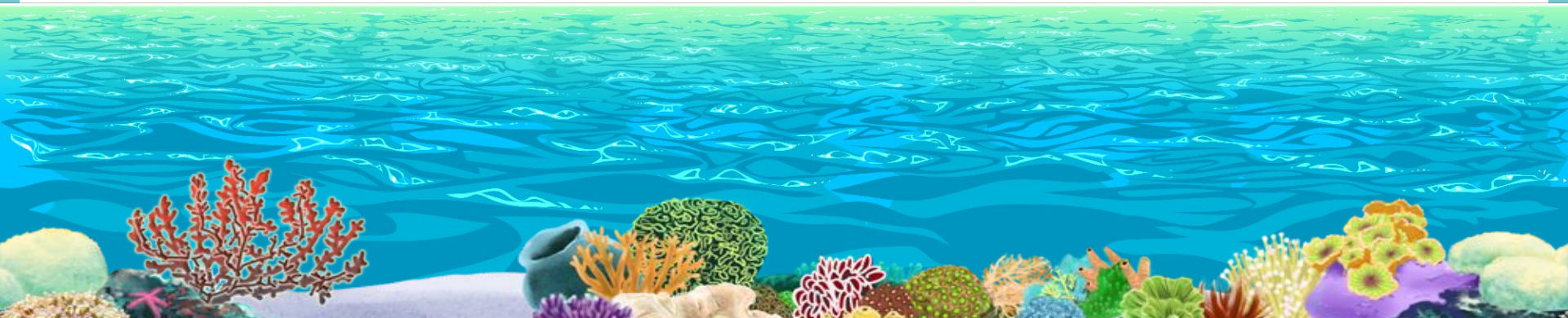




## COLO-Level 2



## COLO-Level 3

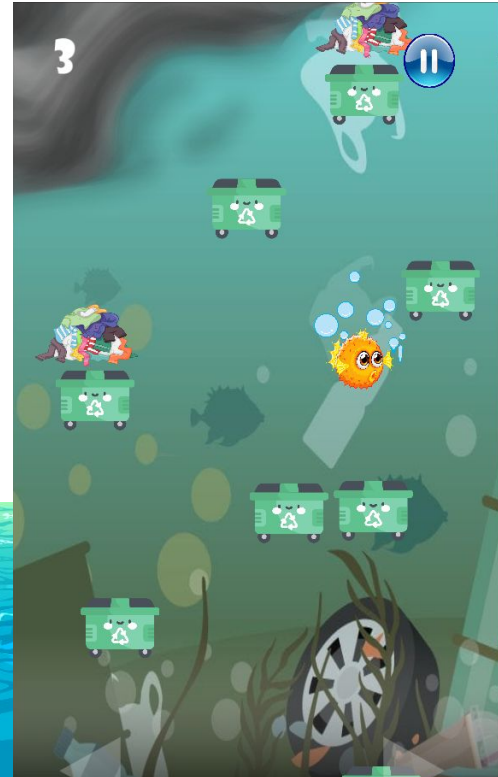


# COLO-GAME

## LEVEL 1:

- Collect as much trash as you possibly can to unlock the next level
- Only recyclable trash

CORE: See examples of recyclable trash





## COLO-GAME

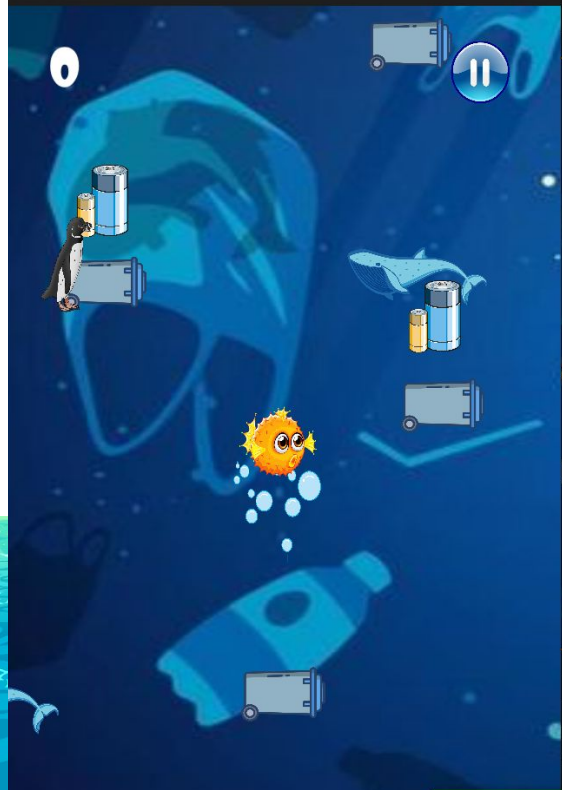
## LEVEL 2:

- Collect as much trash as you possibly can to unlock the next level
- Only non recyclable trash
- Avoid endangered species (floating obstacles)

## CORE:

- See examples of non recyclable trash
- See examples of endangered species

- See examples of non recyclable trash
- See examples of endangered species



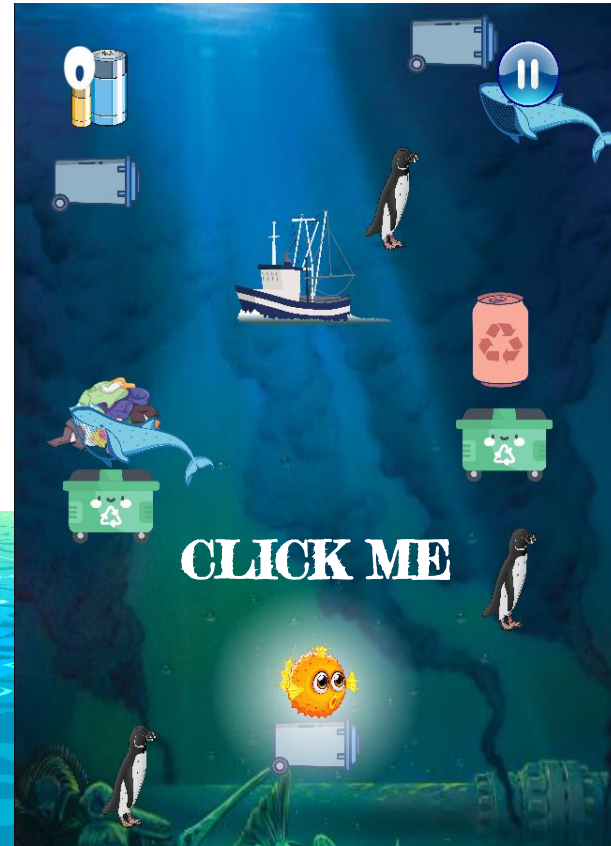
# COLO-GAME

## LEVEL 3:

- Collect as much of both non recyclable and recyclable trash
- Avoid endangered species (floating obstacles)
- Collide with exploitation machines and boats to gain extra coins

## CORE:

- See what the other great pollutants of the ocean are





# GAME TESTING

## Demographic

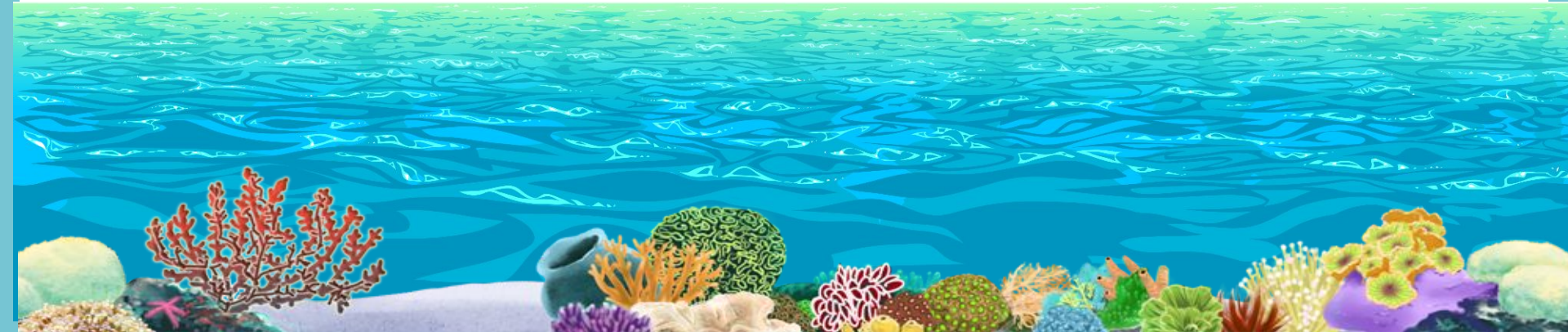
People willing to know more about recycling

## Recruitment

- Near faculty of Primorska.
- Foreign students who have to learn about recycling

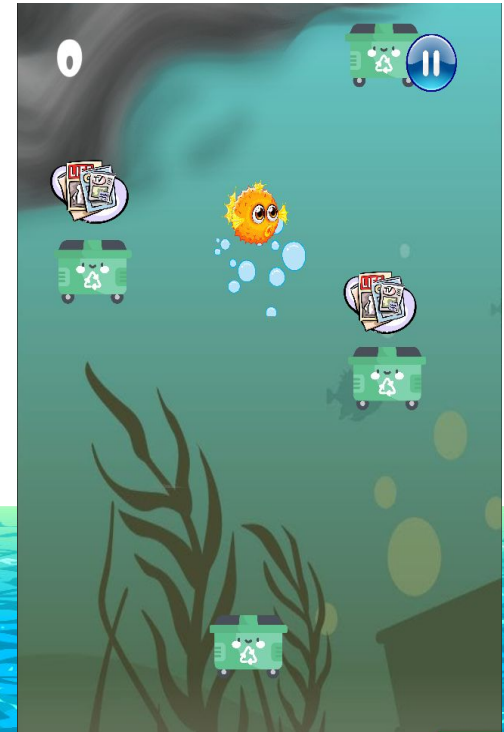
## Procedure

- Present the main idea
- Give them the phone
- Ask them to navigate through levels



## COLO-GAME TESTING FEEDBACK

- Made the icons bigger
- Added obstacles- +penguin
- Added bonus coins
- Indistinguishable background
- Posters on recycling (Clean the ocean button)



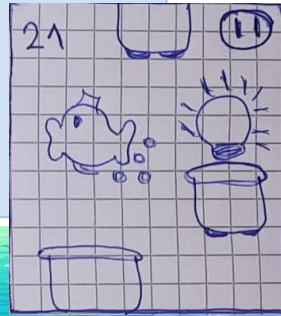
# COLO-PROTOTYPE OVERVIEW

## Limitations/Tradeoffs

- Variety of characters
- No ending-infinite play
- Hit endangered species twice—no coin loss
- Number of coins low—presentation duration

## Wizard of Oz

- On paper prototype we had to move the fish



## Hard-coded features

- Randomized game play
- Level transition
- Score count

A dark grey rectangular UI element representing a score counter. It has three small colored circles (red, yellow, green) at the top left. Below them, the binary numbers '010110101', '01010010', and '101001' are displayed in white.

```
010110101
01010010
101001
```



**THANK YOU**

