





Design For Sustainability - Redemption of the apes



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Value Prop

Encourage people to adopt better environmental habits like:

- Recycling
- Recognition of different types of bins and waste
- Awareness different types of consumption

Game - Storyboard



Levels

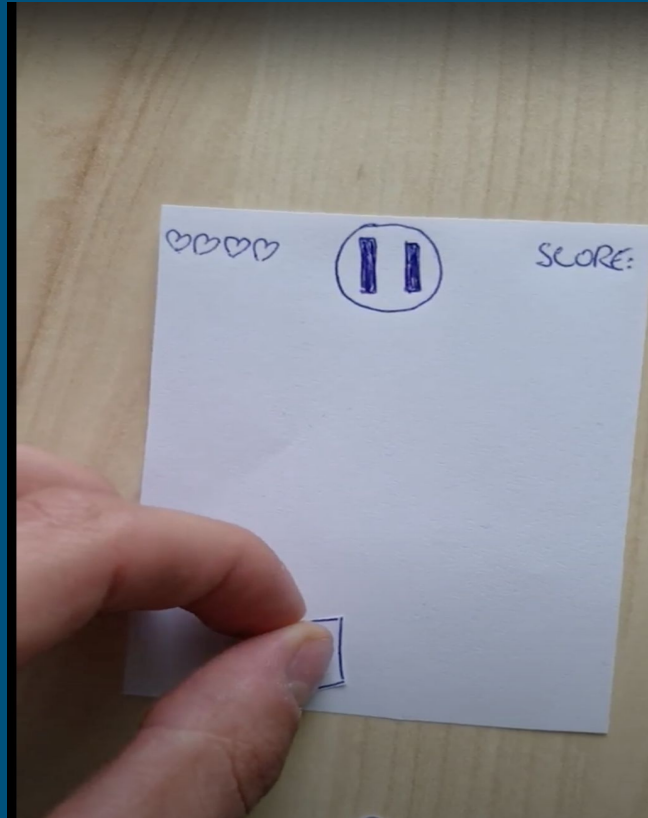
Level 1 - On level one player needs to collect general waste. Speed of trash objects is very slow.

Level 2 - Player can collect general waste plus plastic waste. Speed of trash increases. To be able to collect plastic waste bin is also added.

Level 3 and on - On every next level new trash and bin type is added.

For levels from 3 to 10 following trash types are added: paper, glass, cans, biologic waste, clothes, electronic waste, radioactive waste and biohazard.

Paper Prototype - Video



Full Prototype (All 3 Levels)

Game Link:

bits.buildboxworld.com/bits/38266af1-65ee-4da0-a58c-c41904f4d173



Game Prototype Testing

Methodology

Participants - 13 university students, 7 women, and 6 men. 10 of them claimed they regularly recycle. 2 participants claimed they don't recycle. The remaining participant said he recycles on and off and doesn't take it too seriously.

Procedure: We asked the participants to play the game. In the end of their playing experience we asked them how familiar they are with the different trash bins. All participants said they are familiar with the bins and the trash sorting.

Game Prototype Testing

People engaged with our game and were able to enjoy game without getting confused or getting stuck for any reason. All participants were very enthusiastic about the game. The 3 participants not yet recycling regularly said they were willing to rethink their approach to recycling and to reconsider their habits.

We got feedback from the participant regarding our design. We were told we should reposition the score and the remaining attempts(life points) in the game to a better visible position while the users are playing.

Prototype overview - Limitations/tradeoffs

In our prototype many limitations exist such as:

- No multiplayer option or a way to compare highscores on a leaderboard
- No terms of use.
- No further details about game statistics.
- Lack of a tutorial or guide.
- No brand (logo)

In a full scale prototype all of the limitations can be easily addressed. We have not implemented any of the limitations as they are to some degree obvious; They do not address the functionality; Hard to implement them in a mid-fi or lo-fi prototypes.

Prototype overview-Wizard of oz

- No wizard of oz technique was required as we had a fully functional lo-fi game working. All required functionalities were available to the users.

Prototype overview - Hard coded features

- Images and animations (it is very hard to change text position because of animation)
- New can types and trash types cannot be simply added
- All functional buttons
- game levels
- game hearts for health