

Project 2: A video game

The cook & the baker



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Value Proposition and Game Overview

- ▶ We believe that sustainability starts from within. Most people in the world are unaware of the significant weight they are affecting the world and their ability to bring change.
- ▶ This game brings awareness to the player and even opens up a new world of innovation that can be produced from the things we acquire. We convey a fun experience of discovering the ecological world, when the player enjoys and feels satisfied so he will also adopt the habits for real life and contribute both to the world and to himself.

Levels overview

Level 1: In the store
Make people think
about how to choose to
buy stuff

- Environmental part
- Social point (are the producers correctly payed)
- Economic (how you spent money, your choices)

Product
(industry)

People buy and
consume

Throw away stuff
by sorting

Create
something new

Recycle waste

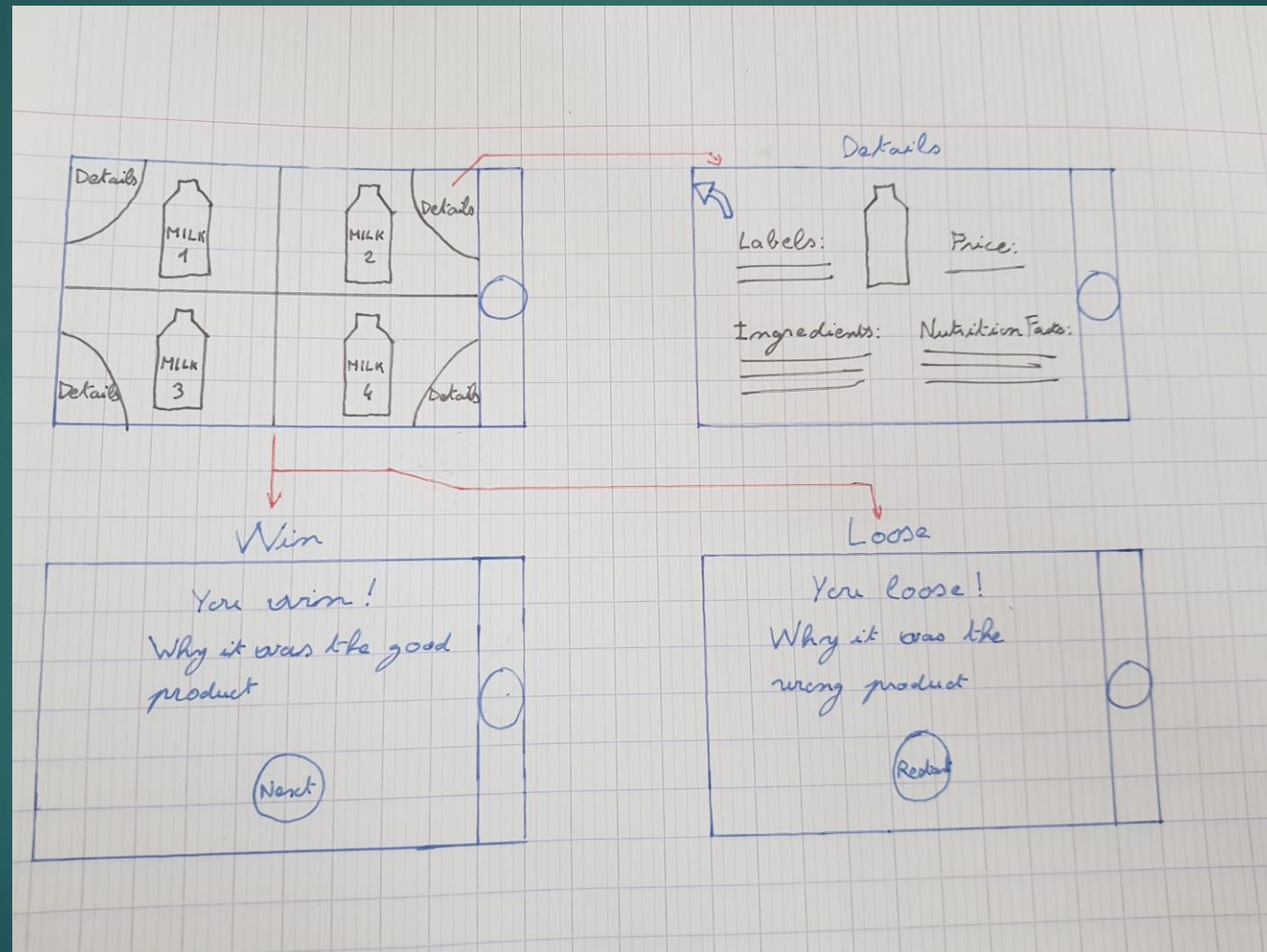
Level 3:
Given unused objects,
try to do the best
action.

- Environmental
(green products)

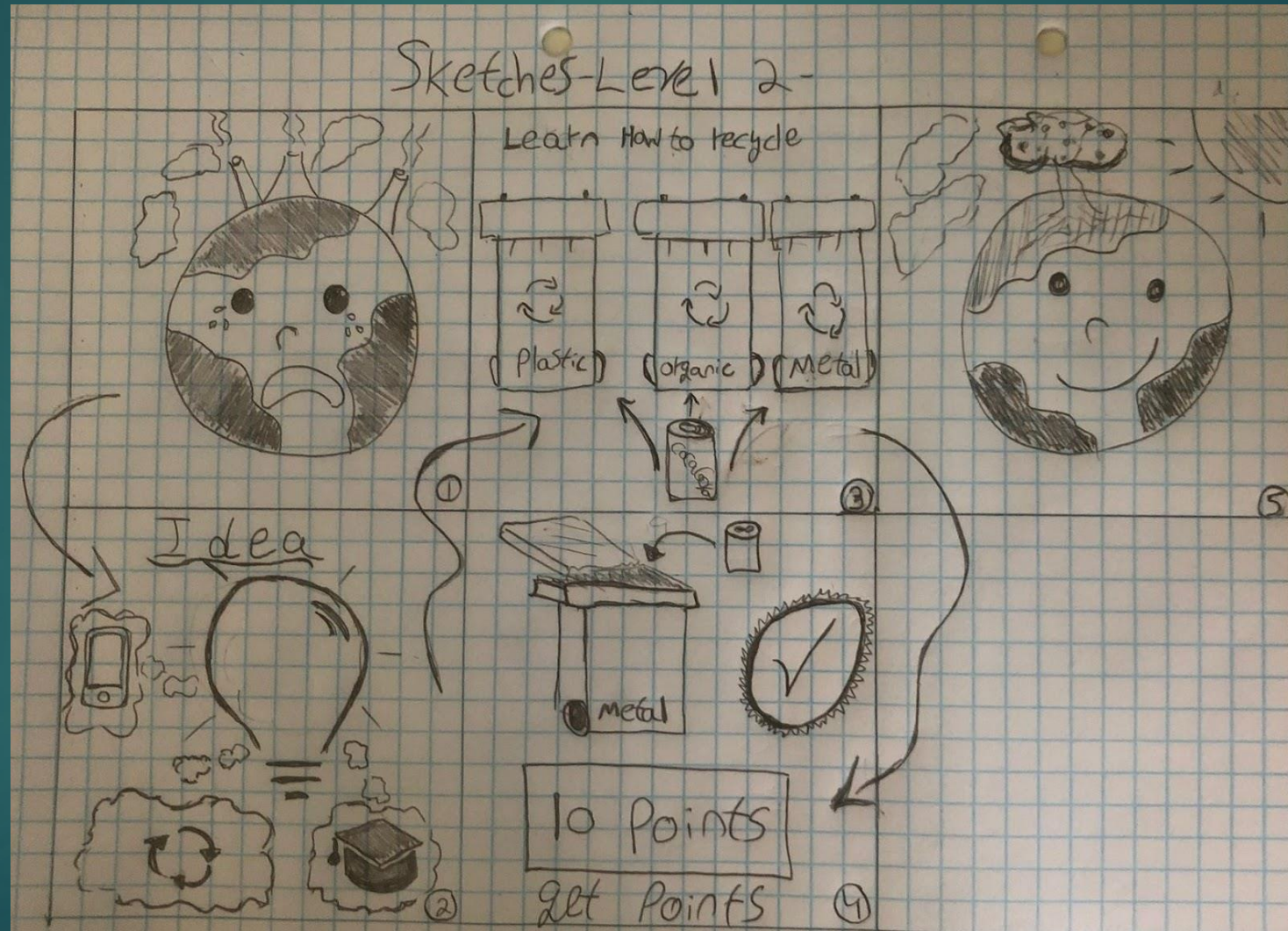
Level 2: Goal: throw
stuff in the right cans.
Garbage goes into your
hand and you throw in
the right bins.

- Environmental

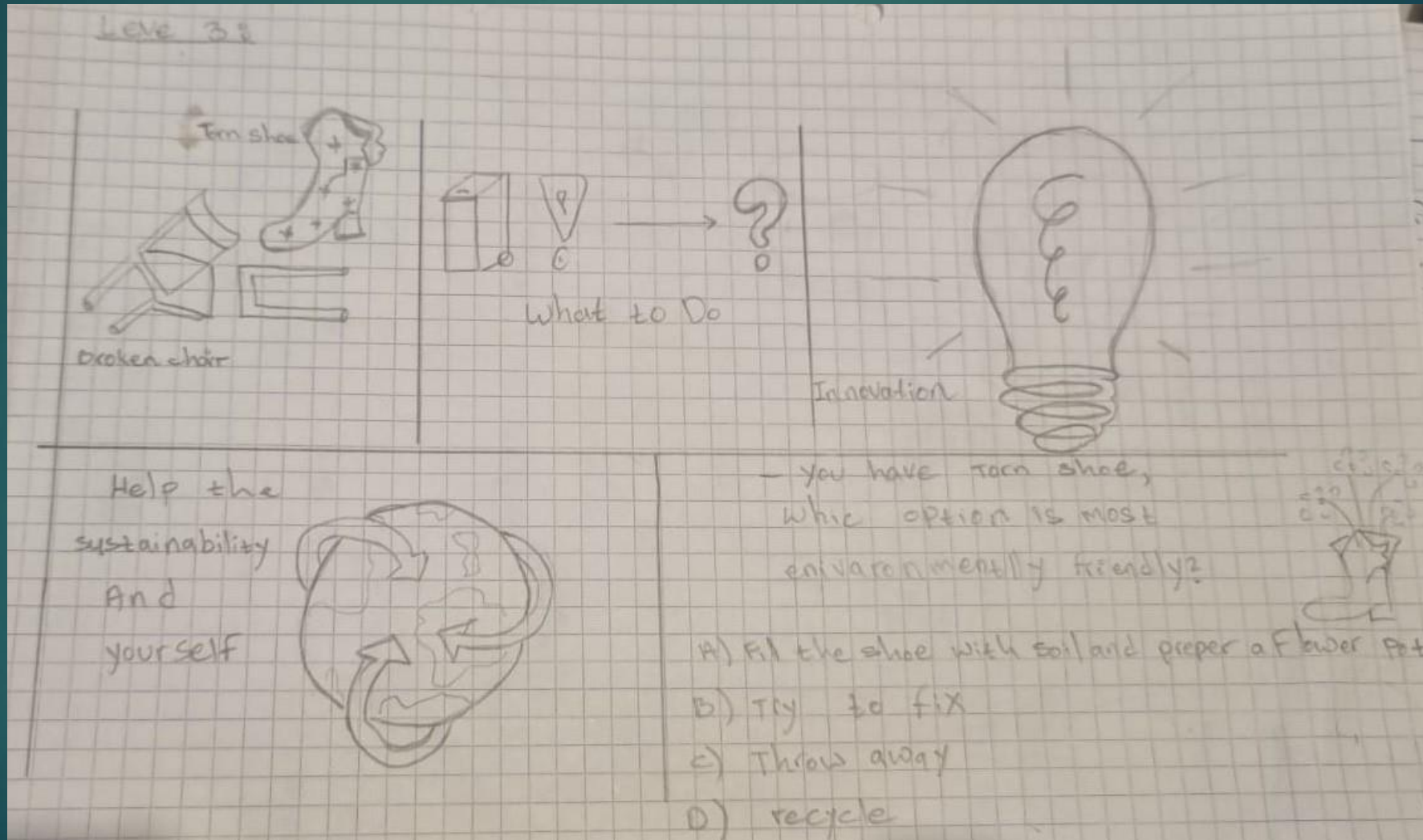
Levels overview (paper prototypes 1)



Levels overview (paper prototypes 2)



Levels overview (paper prototypes 3)



Level 1

Level 1: At the store...

Objective: Make people think about how to choose to buy stuff using ecologic criteria.

Level 1

The goal is to buy the best ingredients for health and environment.
For each ingredient, you'll have 4 possibilities, guess which one is the best.

You'll have the details of the products to help you.

Click on the pictures to buy the product.

Start



Level 2

Level 2: At home...

Objective: Make people think about recycling stuff in a fun way

Welcome to level 2 !

The goal of the game is to throw the items in the right bins !
Think carefully about where the trash should go !
if an item touches the floor, this is game over !



The Item is recyclable



The Item is not recyclable



The item is a green product



Use the arrows to move items

Next

20



Level 3

Level 3: At home...

Objective: A unused objected is presented to the player, choose the best option.

You have an old shoe... What would you do ?



Donate



Throw in the trash



Create a vase



Create a vase :

Actually 2 answers were correct : create a vase or donate to
another people are both sustainable
Create a vase is good because you recycle the object and you give a second life to this shoes.

Next

Game testing

Methodology

- Participants :
 - Number 1 : young man, 17 years old
 - Number 2 : grand-mother, 78 years old
 - Number 3 : student, 25 years old
- Procedure :
 - We told to the participants that this is a game about sustainability, we let them play the game alone and we asked what do they think about it : do they like, is it useful to learn good habits, what do they want to change.

Feedback

- Level 1 :
 - + Interesting to learn how to read labels on food with the idea of saying why this product is not the right answer and easy to understand how to play.
 - - It looks more like an educational quiz than a fun game :
 - No animation (participants : 1, 3)
 - Full dark green background not good (participants : 1)
 - The price depends on the shop (participants : 1, 3)

Game testing

Feedback

- Level 2 :
 - + Interesting idea (participants : 1, 2, 3) :
 - It's an interesting and fun way to learn how to recycle
 - Easy to understand how to play.
 - Good animation.
 - - It looks more like an educational quiz than a fun game :
 - Difficulties for participant 2 to aim in the bin (suggestion : just a button and the object goes directly in the trash)
 - Arrow in the center not centered in the middle of the screen (participants : 1)
 - Not enough bin (participant 1 : “battery can be recycled”, participant 2 : “The biodegradable cardboard can be recycled as well as composted”).
- Level 3 :
 - - Same defect as level 1
 - - It really depends on the situation :
 - Need more solution (Participant 3 : “for example, if the shoe is too old and worn, there is no point in giving it away and nobody wants to make a decorative object with it »)
 - lack of color, too simplistic (participants : 1,2)

Game testing

Limitations	Hard-coded features
<ul style="list-style-type: none">* Because this is a « no programming » software, what we can do is limited. This means we had to think about what was achievable in the software* This is not a 3d software. Thus, this is impossible to apply many textures to an object (in level 2).* As level 1 and 3 are quizzes, once you have played the game, there is no point of playing it again.	<ul style="list-style-type: none">* There is a limited amount of 3d models in the game as there is no database of 3d items and no pre-defined behaviour for each object.

Thank you for listening

Buildbox link :

bits.buildboxworld.com/bits/5caf6925-6808-49d8-8fcd-b6f648ca4c02

Video link :

<https://www.youtube.com/watch?v=aWwuiwHtEo0>