Content Utilized from Class Lectures

I employed the topic of gamification between players by showing a score card in the top left corner that displays the amount of cards remaining for each player. Additionally, future iterations will introduce a community leaderboard and badges for individuals. This means that the users must formulate strategical questions to have less cards remaining than their opponent. Additionally, there is a winner and a loser in the game which encourages the players to dial in and play to win. This simple addition of gamification will keep retention rates up since nobody wants to finish a game on a loss. It's the reason so many people won't log off their video games until they finish on a high note. Also, by making the game more competitive, the user will play closer attention than they might in traditional teaching methods thus allowing them to convert more information to knowledge. The metric used to measure the success of this would be if users' scores go up at a quicker rate the more they play or if badges are being added to the users account. This would mean that users are being retained and they are subscribing to the idea of sustainability, Also, games resulting in a winner about 90% of the time would indicate that games are being finished rather than exited early.

I also strategized my content to ensure it is easily understood by my target audience of ages 9-13. By using the Hemingway app mentioned in the lecture, I was able to adapt the information shown to users to make it more readable and user friendly. This ensures a more delightful experience that allows the user to enter a state of flow. The reason I chose to employ this content strategy method is because each of the SDG cards contain plenty of information that must be understood easily and not ruin the flow of playing the game. If the user can

associate what they are learning with a sense of fun, that is important. The metric for success is

if the Hemingway app rates my content as being targeted towards grades 4-8.