

# Meeting Summary: App Idea Brainstorming

**Date:** 10/02/24

**Participants:**

- Member 1 (Dylan Carter - 720007761 - [dc713@exeter.ac.uk](mailto:dc713@exeter.ac.uk))
- Member 2 (Jamie Elder - 720011935 - [je497@exeter.ac.uk](mailto:je497@exeter.ac.uk))
- Member 3 (Victor Smith - 720087895 - [vphs201@exeter.ac.uk](mailto:vphs201@exeter.ac.uk))
- Member 4 (Daniel Hart - 700046191 - [dh590@exeter.ac.uk](mailto:dh590@exeter.ac.uk))

**Session Lasted:** 1 hour 20 minutes.

## Objective:

The primary goal of our initial meeting was to brainstorm ideas for an app that promotes sustainability through gamification. We aimed to develop an app that not only meets the basic requirement of encouraging sustainability but also aligns with our personal interests to ensure we were motivated to commit to the project in the long-term.

## Discussion Points:

### 1. Gamification Concepts:

We began the meeting by discussing various gamification concepts to encourage user interaction with sustainability. It was unanimously agreed that incorporating a competitive aspect among students through an enjoyable game would be most effective.

### 2. App Ideas:

We explored two main ideas centred around sustainability and campus locations. One focusing on eco-friendly societies, where societies would compete against each other to be the most eco-friendly. The other focussed on group cooking for campus accommodation, which Jamie uses in his own house, and which further research showed could save electricity, packaging, and food waste. After careful consideration, we decided to pursue the group cooking app as it aligned better with the assessment criteria and campus locations, and provided obvious incentives to the user beyond gamification, such as saving money and time through the bulk cooking process.

### 3. Gamification Strategy:

With the group cooking app chosen, we deliberated on gamification strategies targeting our primary audience of first-year students and frequent visitors to campus accommodation. Inspired by the popular game 'Wordle', we envisioned an altered version where users guess food-related words to access the app. This gamification strategy aimed to engage users while promoting sustainability through group cooking and recipe creation.

#### 4. Integration of Sustainability and Gamification:

Recognizing the need to better integrate sustainability with the game, we brainstormed ideas to connect the two aspects more effectively. We decided to implement an eco-score system for recipes and leaderboards for both the game (renamed 'Foodle') and group cooking eco-scores. Additional ideas included bonus points for using the 'Foodle' word of the day in recipes, rewards for consistent app usage, and competitions both within and between different student accommodations.

#### 5. Efficient Use of Locations:

We addressed the challenge of efficiently utilizing campus locations within the app. After exploring various options, we proposed using QR codes to represent specific kitchen facilities in campus accommodations. This was because we believed GPS locations would be too inaccurate to decipher which kitchen a user was in, and QR codes easily allowed admins to add new kitchen locations into the system. Users could scan these QR codes to join group cooking kitchens, browse recipes, and contribute to their eco-scores.

### Conclusion:

The meeting concluded with a clear direction for the app development. Our proposed app, tentatively named 'Foodle', aims to gamify sustainability through group cooking, recipe creation, and eco-score tracking, as well as providing additional incentives through the economic and time saving benefits of group cooking. Sustainability is achieved through the energy saving, packaging decrease, and food waste reduction associated with group cooking. By integrating elements of competition, engagement, and sustainability, we believe our app has the potential to meet project requirements and appeal to our target audience.

### Next Steps:

1. Develop prototype for 'Foodle' app.
2. Implement gamification features and eco-score system.
3. Test QR code functionality for location-based group cooking.
4. Refine app design based on feedback with module leader.

### Action Items:

1. Create and assign tasks for app development and prototype creation.
2. Research QR code integration and location-based functionality.
3. Research Wordle repositories suitable for Django integration.
4. Schedule follow-up meeting to review prototype progress and discuss further refinements.

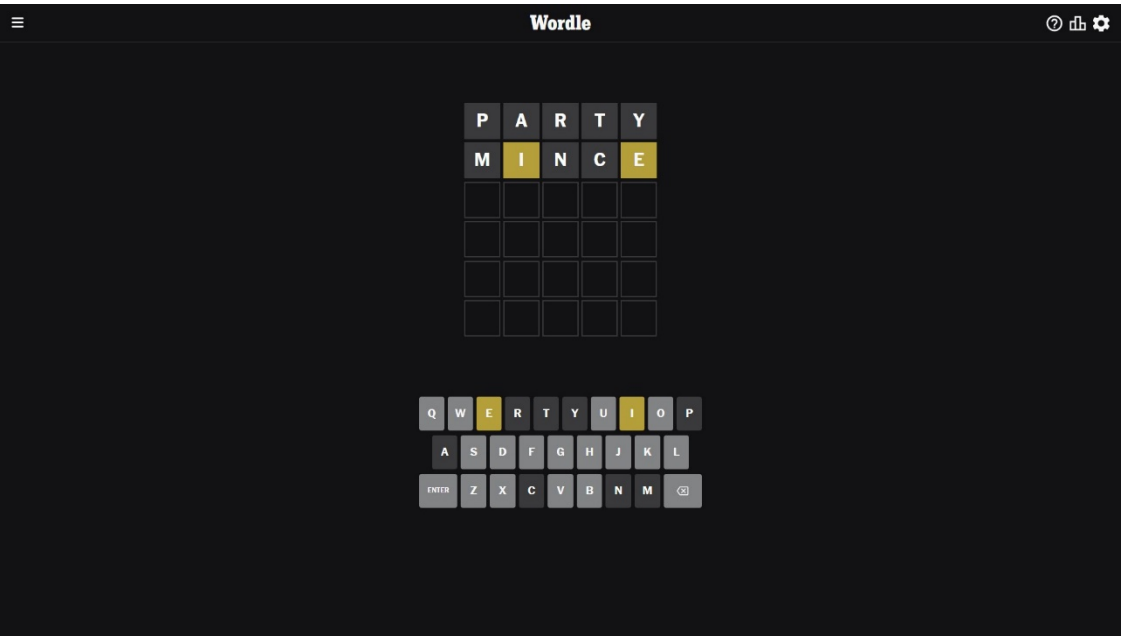
We started off with 2 main ideas for making an app based on sustainability which uses locations on campus and has been gamified, one based on societies and which society is most eco-friendly, the other idea being a group cooking app for accommodation on campus. Our decision was to choose the app that we believe could fulfil the criteria of the assessment given to us the best, which was the group cooking app. This choice was made since it had a better link to locations, and we believed we could gamify it to the standard required in this Continuous Assessment.

After deciding on the group cooking app, we deliberated about ways to gamify it in a way that would appeal to our target audience. As our app is going to be designed for on campus accommodation our target audience would be primarily first year students and others who stay on campus or visit accommodation there frequently. Therefore, we needed to gamify our app with students in mind. Over the past couple years there has been a simple game that has captured everyone's attention 'Wordle' which is a game where you must guess a 5-letter word in 6 tries or you 'lose' for the day. We thought that we could relate this game to our app by having it be an altered version where instead of it being a random word it would be a word related to food. So, after logging into the app you guess the word and then you enter the application proper, you could then browse and create recipes for a group cook, thus saving energy and helping sustainability on campus.

However, our belief was that this design kept the game and the sustainability too separate and didn't properly match the criteria set for us. With this we brainstormed ways to connect the two in a way we were happy with and gamify the app more. We concluded that for us to feel happy with the way our app worked we wanted to create an eco-score for the recipes and leaderboards for both the game which we rebranded 'Foodle' and for the scores a user has with their recipes in relation to the eco-score assigned. This was our decision for an app we could feasibly develop in time for the Sprint 1 deadline. We had other ideas such as getting bonus points for your score if you use a recipe which contains the word that was the 'Foodle' word of the day, having rewards for coming on the app and completing the 'Foodle' game multiple days in a row, having a leaderboard for Accommodations on campus, etc.

With these ideas we were happy with the gamification of our sustainability app, but we had a problem with how to efficiently use locations. We had the idea but not how it was going to work. After passing some ideas back and forth we thought that using a QR code that would represent a group using a kitchen or a flat in these accommodations would solve the issue, the QR code would be printed off and stuck in a kitchen and would represent a group that you could join for group cooks. With this we had our idea for our first product an app where you log in and try to guess a food related word in 6 tries and you get points based on how many tries you guessed the word in, after successfully or unsuccessfully guessing the word, you would scan a QR code that would be printed and put somewhere in your kitchen/accommodation and it would take you to a page where you could join a group, in this group you could plan meals by browsing the recipes page and you would get an eco-score based on the recipe you choose, if you wanted to join a group cook in another kitchen you would have to leave your own group and join that group, also you could create your own recipes by accessing the create recipes page which would allow you to make your own recipes, finally there would be a leaderboard where everyone is ranked.

# Meeting Related Images



Above a screenshot of 'Wordle' the game our game is based on