



CONCEPT DOCUMENT

“Night of the nerds”

LOST MEDIA TEAM

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Concept

Our concept for this project is a decision- based game that shows its users how fast fashion affects their clothing and their spending in the long run. The game challenges you to make decisions navigating you through real- life scenarios. It is inspired by a similar game called “*SPENT*” and encourages the players to make choices to keep their clothing intact and avoid damaging it over time. This game is targeted at users which are Dutch teenagers ages 15-17.

The game simulates various events that a person faces in daily life- such as social outings, weather, sport activities etc. Players are faced with the obstacle of choosing their wardrobe with a certain amount of money for a fixed period of time. They have to choose between various clothing whether they are fast fashion and cheaper or higher quality brand but a bit more expensive. After they set their wardrobe, players are faced with various event from which they have to make decisions and what to wear. Every event will wear out the clothing with a certain percentage. The goal is to keep your clothes with minimal damage and of course to finish the game with money. Additionally, there will be prices and ways to earn money by re-selling your old clothes. After every decision, a consequence will be shown. In this way we will teach the players about fast fashion and how their decisions have consequences towards the fast fashion problem.

Context

Currently the problem is that teens prioritize buying fast fashion. This happens because fast fashion is cheap and easy, also their favourite influencers wear fast fashion which makes the teens want these clothes too. The pain points are that it takes long to find good quality clothes, and it is time consuming to repair/customize clothes. This is where we come in play, we want to develop a game to make teens aware of the down sides of fast fashion and the alternatives to fast fashion. For example, second-hand clothing and customizing clothing. During our research period we have asked ourselves eleven research questions. All these questions have been answered using different research methods. Our main insights of the research are as followed:



Figure 1 Second hand industry

Waste High; clothing frequently disposed of	Waste Low; extends the lifespan of clothes.
Resource Use Large quantities of water, energy, and raw materials	Resource Use Conserves water, energy, and raw materials
Economic Impact Continuous spending on new clothes	Economic Impact Saves money by reducing need for new purchases
Longevity Short garment lifespan	Longevity Clothes last longer, less need to replace

Figure 2 Fast fashion vs. Repair culture

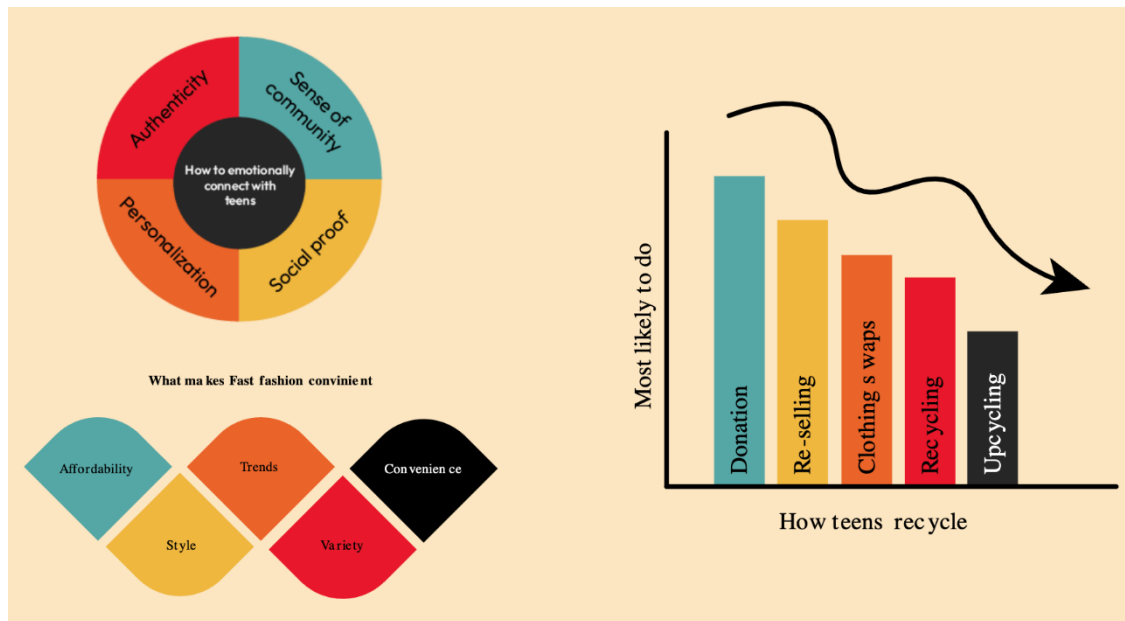


Figure 3 Teens behaviour

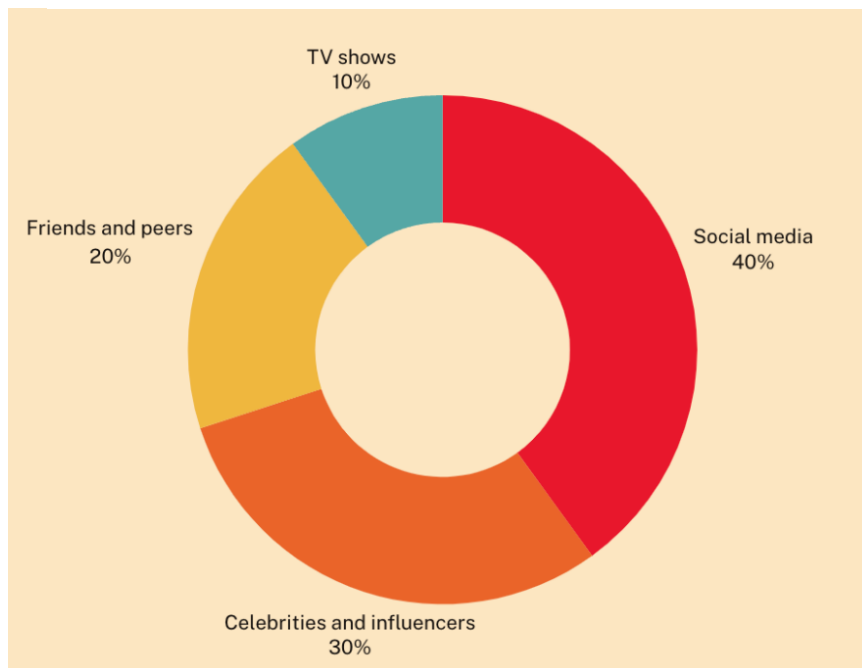


Figure 4 Teens inspiration

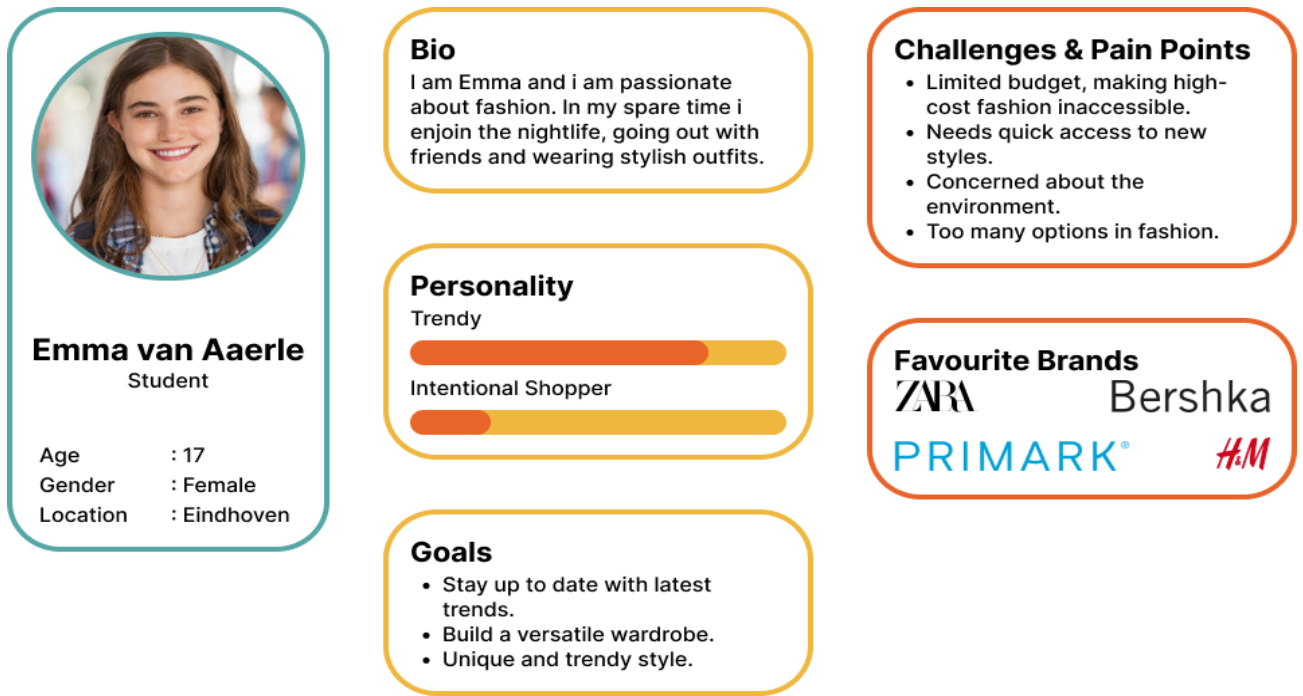
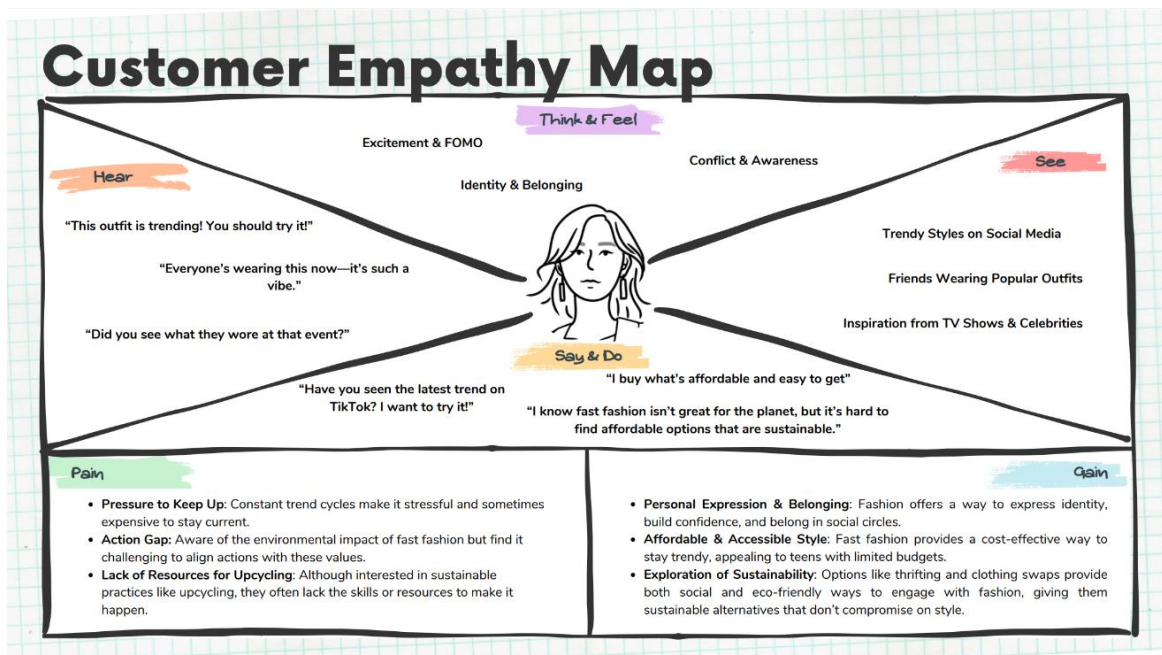


Figure 5 User persona

Main findings

Customer empathy map



User scenarios



Customer journey map



POV and HMW

User	Need	Insight
Teenagers who shop from fast fashion stores	An interactive game where they learn the bad effects of Fast fashion and the alternatives that they can use so that they don't buy from fast fashion stores	They don't know how they can change their shopping habits. The users are familiar with the consequences that fast fashion has on the nature but not how to change their habit of buying from those stores. They would like to know alternatives that are easy to do and not so much time-consuming.

Pov statement:

Teenagers who shop from fast fashion stores need an interactive game where they learn the bad effects of Fast fashion and the alternatives that they can use so that they don't buy from fast fashion stores because they don't know how they can change their shopping habits. The users are familiar with the consequences that fast fashion has on the nature but not how to change their habit of buying from those stores. They would like to know alternatives that are easy to do and not so much time-consuming.

HMW questions:

1. How might we educate teenagers about the side effects of fast fashion on the environment without using moralism?
2. How might we introduce alternatives to fast fashion to the target audience?
3. How might we make repair culture more appealing than fast fashion?
4. How might we choose which alternative to promote to the target audience?
5. How might we make the mechanics of the game to be interactive enough?

6. How might we create an interesting storyline around fashion?

Ideation

We came up with this concept by simple brainstorming. We wrote down what we need to solve- **Fast fashion Awareness** and continued with giving ideas that popped in mind. We also needed to come up with something outside of the browser as per request from the client. Eventually we agreed and finalized our idea into an educational game. An interactive way to raise awareness among the teen users.

Visualization of the concept

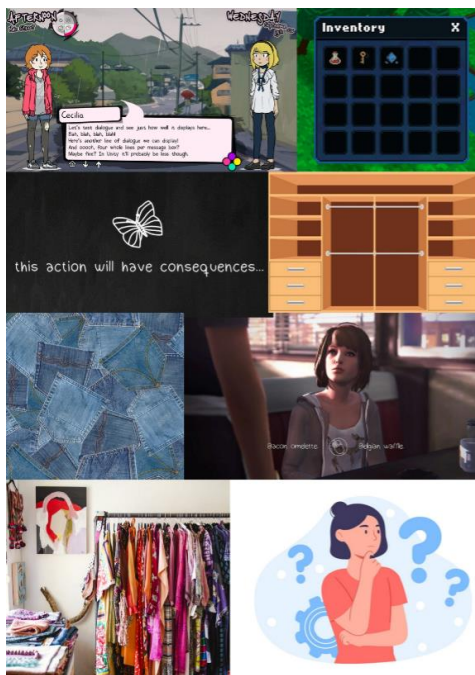


Figure 6 Moodboard

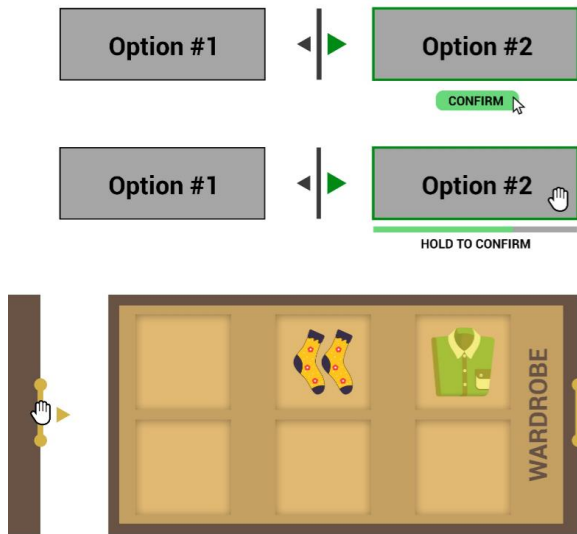


Figure 7 Segment prototype of the game

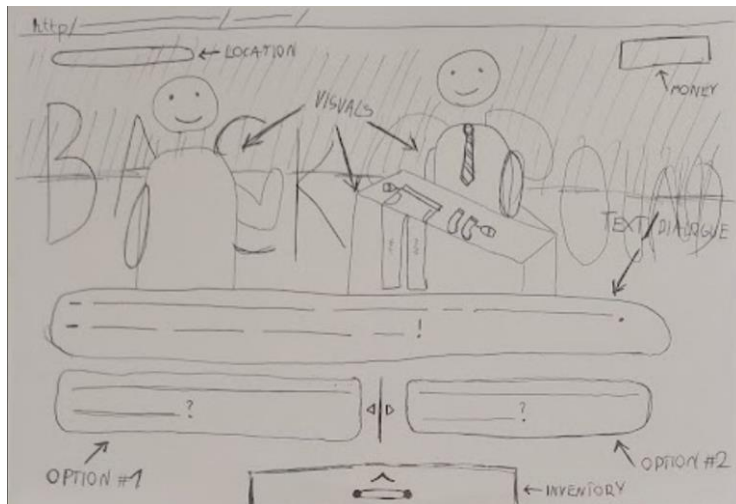


Figure 8 Sketch 1 of the game

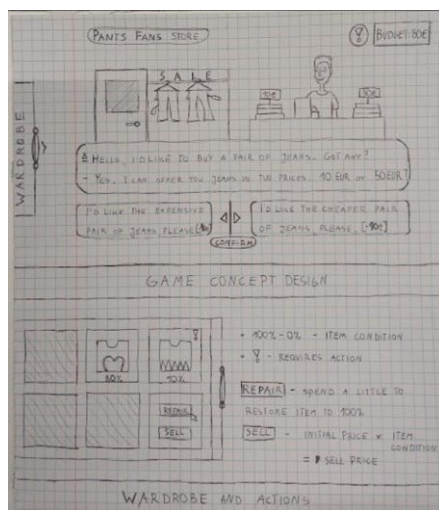


Figure 9 Sketch 2 of the game

Feedback

Why this concept works

Through the research we saw that teens prefer fast fashion, because it is cheap and more convenient. Our concept aims to show how alternatives are cheaper and more convenient in the long run, compared to fast fashion.

The player will have to go through different choices, having a certain budget, and the game will showcase how by choosing fast fashion he will go through more effort and spend more money in the end, compared to him picking alternatives.

That way we will convince our audience to consider choosing fast fashion alternatives in their day to day life.