

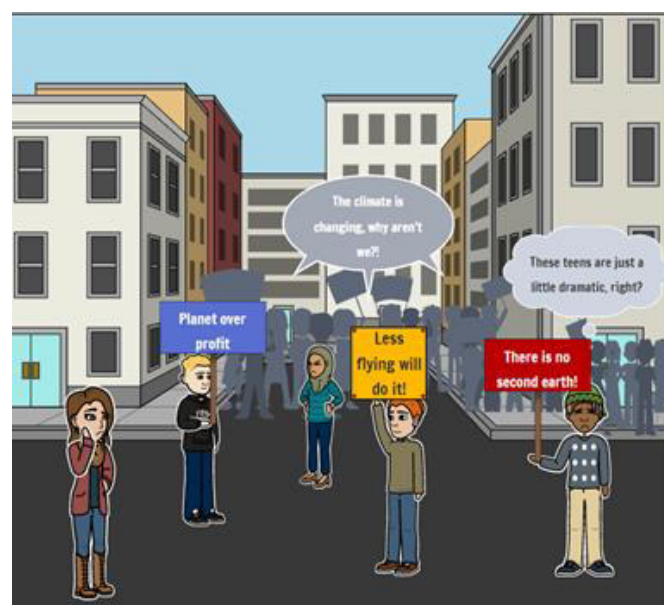
### 3 Solution

In this section, the solution storyboard for TipTabToe is presented with a brief description.

#### 3.1 Storyboard



This first picture shows our persona Anne, who is out in her city and walks by her favourite newsstand. She stops for a minute to read all the news headlines and is left worried about what she just read. She is overwhelmed by all the climate and sustainability problems that the world currently faces. The news headlines made it clear to her that action must be taken now but she does not know how to contribute to this change.



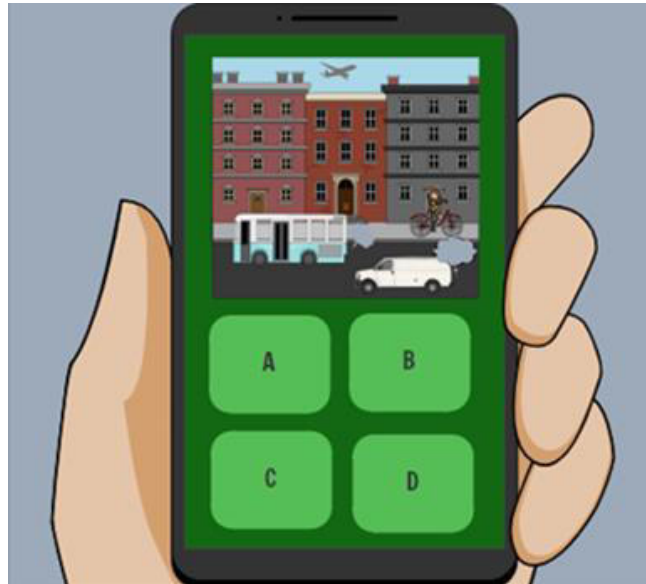
With a ton of thoughts regarding climate change in her head, she walks back to her car. Since it is a Friday, she walks past a “Fridays for Future” demonstration in her town. Anne sees posters and banners from the demonstrators that show concern about the earth and its climate change issues. This reinforces her thought that action has to be taken regarding climate change. However, in the background, she spots onlookers who question the demonstration and feel that the issue of climate change is perhaps, not that bad.



Anne is now back in the car and makes her way to meet a good friend, Nils, at a café. Usually, this journey would only take her 15 minutes but there is so much traffic and it takes her 45 minutes instead. While in traffic, Anne thinks about the CO<sub>2</sub> emissions and her contribution to it because she is using her car.



Anne finally arrives at the café where she meets Nils. She begins to talk to him about her concerns and worries of climate and expresses that her biggest concern is not knowing where to begin with changing her habits. Nils understands Anne's problem – he had the same thoughts a few weeks ago. Luckily, he discovered the TipTabToe app and has incorporated the learnings from the application into his daily life and proceeds to show it to her.



After a short description of the app, Anne is really caught on with the application and downloads it immediately to her phone and challenges Nils in a game.



In her very first game, Anne beats Nils. She also really likes TipTabToe because it is fast-paced and motivating.



Anne decided to use TipTabToe on a regular basis and from her game with Nils, has learned about transportation and its' effects on climate change. Answering the questions in the application broadens her knowledge and helps her derive changes for her daily life. The next morning, Anne goes to the city centre. However, this time around she took the bus instead. It was faster, cheaper, less frustrating than being stuck in traffic and also more environmentally friendly.

### 3.2 Written Solution Press Release

#### A game that helps save the environment!

*The multiplayer quiz app "TipTabToe" is aimed at empowering the upper age group of Generation Z (10-25-year-olds) to adapt their mindset to living a more conscious and sustainable life.*

**Munich - March 15, 2021**

Karmacom GmbH is launching the multiplayer quiz app TipTabToe and with this, aims to disperse their knowledge and expertise in the field of sustainability. With positive motivation, players are encouraged to minimize their carbon footprint by adopting more conscious behaviours and habits. The application achieves this by drawing awareness to environmental issues but not in a way that is perceived as a burden by the user. Starting with a beta version, the app is available for free download on Android and IOS devices.