

2 The Big Idea

In this section, we present our Big Idea for the creation of TipTabToe, which includes our Crazy 8 and the idea description.

2.1 Crazy 8

To develop the crazy 8, each team member came up with his/her own ideas. Afterwards, these ideas were clustered and then the most interesting 8 were voted for. These are:

- Gamification:

Some suggestions under this cluster were the possibility of collecting points, showing success of the users to further motivate them, challenging of strangers, multiplayer option as well as having a fast-paced “kahoot” style game where the fastest answer gets the most points.

- Co-operation

Ideas under this cluster were cooperating with sustainable shops and stores such as Denn’s BioMarkt as well as with social media influencers and schools.

- Design Layout

As we are dealing with Generation Z, the success of the app depends to some extent on the design and how visually pleasing the application is.

- Product features

Includes seasonal product information, the opportunity to chat with friends, facts around causes and effects, a CO2 calculator, videos for contents, among others.

- Interaction/ Customer participation

Here, we came up with ideas that could increase customer interaction/participation within the application. Some of these are: providing feedback on the game and the possibility of adding own questions and answers.

- Personalisation

Giving users the option of personalizing the application in their own way. Selection of favourite categories, among others.

- Real-world Connection/ Reference

Giving users a connection to the real world and showing the impact of their sustainable actions in halting climate change. An example here was showing the number of miles walked/ biked.



Figure 7: Crazy 8 idea board

2.2 Idea Description

the big idea is: **The multiplayer quiz game.**

The most important customer benefit is: **Having FUN while learning how to live incorporate sustainable habits into daily life.**