



Business case

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Community & UN SDG(s):	Regina Humane Society & SDG Goals: Quality Education and Life on Land
Date:	Feb 7 2025

Proposed Project	Animal Safety Video Game for Children
Date Produced	February 7, 2025
Background	This project addresses the lack of interactive learning tools for young children to understand how to safely interact with dogs and cats. Schools and parents often struggle to provide engaging materials, and children may unknowingly put themselves at risk when interacting with unfamiliar animals.
Business Need/ Opportunity	Gaps in the market: Presently, animal safety education primarily depends on printed brochures, classroom lectures, or verbal instructions given by teachers, parents, or animal welfare organizations. These traditional methods lack interactivity, making it difficult for young children (ages 6-10) to stay engaged and retain information effectively. Many children struggle to apply safety lessons in real-life situations because the current learning approach is passive, theoretical, and often forgotten quickly. Opportunity: Introducing a gamified, interactive approach can transform how children learn about safe interactions with pets. Using interactive storytelling, animations, and rewards, the game makes pet safety education fun and memorable, helping children develop long-term awareness and responsible behavior around animals.
Options	Proceed with Game Development: Develop and distribute an engaging 2D educational game. Collaborate with schools and animal welfare organizations. Optimize for tablets and mobile devices to ensure accessibility. Do Nothing: Rely on traditional teaching methods, which are less engaging. Children may continue to interact unsafely with pets, increasing the risk of bites and injuries.
Cost-Benefit Analysis	

Option 1: Develop the Game (Interactive Learning Approach)

- **Benefits:**
 - Low Cost – Developed as a student project with free development tools (Unity, Godot), requiring minimal financial investment.
 - High Engagement – Interactive gameplay keeps children engaged, leading to better learning retention than printed materials.
 - Scalability – Once developed, the game can be distributed digitally, reaching a larger audience with no additional costs.
 - Accessibility – Can be played online and offline, ensuring wider adoption in schools, libraries, and homes.
 - Improved Learning Outcomes – Children can practice safety interactions in a risk-free environment, reinforcing lessons more effectively.
 - Support from Regina Humane Society (Rebacca) – Increases credibility and reach, as the organization can promote and integrate the game into their educational programs.
- **Costs & Risks:**
 - Development Time – Requires effort from students (Dev & Harsh) to design, develop, and test the game.
 - Technical Challenges – Ensuring smooth performance across multiple devices (tablets, computers, mobile).
 - Limited Features Initially – As a course project, the game may have simplified mechanics and graphics, requiring future updates for enhancement.



Option 2: Do Nothing (Continue Traditional Teaching Methods)

- **Benefits:**
 - No Development Effort Required – No need to design or program a game.
 - Familiar Teaching Methods – Schools and organizations already use printed materials and in-person lessons.
 - Immediate Implementation – Traditional methods can continue without requiring new infrastructure.
- **Costs & Risks:**
 - Lower Engagement – Printed materials and classroom lectures may not hold children's attention, leading to poor retention.
 - Limited Reach – Pet safety lessons are only available in structured settings, making it harder for children to learn at their own pace.
 - Ongoing Costs – Schools and organizations must continually print and distribute materials, leading to higher long-term expenses.
 - Inconsistent Learning – Lessons depend on instructor availability and may vary in quality across different schools and communities.
 - Missed Opportunity for Innovation – Fails to use technology to modernize and improve pet safety education.

Recommendation

The recommended choice from the Cost-Benefit Analysis comes from developing the Dog and Cat Safety Video Game because it proves cost-effective with high audience participation capabilities as well as easy scalability. Maximum benefits accrue from this student-developed project despite its low tool expenses during development. Through an interactive format the game teaches children important pet safety principles which results in better understanding and safer practices outside the game. Wider reach and long-term usability become achievable because the game will be available anytime as an online and offline interactive platform. The support from Regina Humane Society will add credibility and help with distributing the game inside schools and community libraries and centers.

A recommendation to advance game development involves establishing a prototype followed by student and educator trials before optimizing the game through their feedback collection. Cooperation between Regina Humane Society and local schools will enhance the integration of the game into educational curricula thus reinforcing its effectiveness as a responsible pet behavior teaching tool
