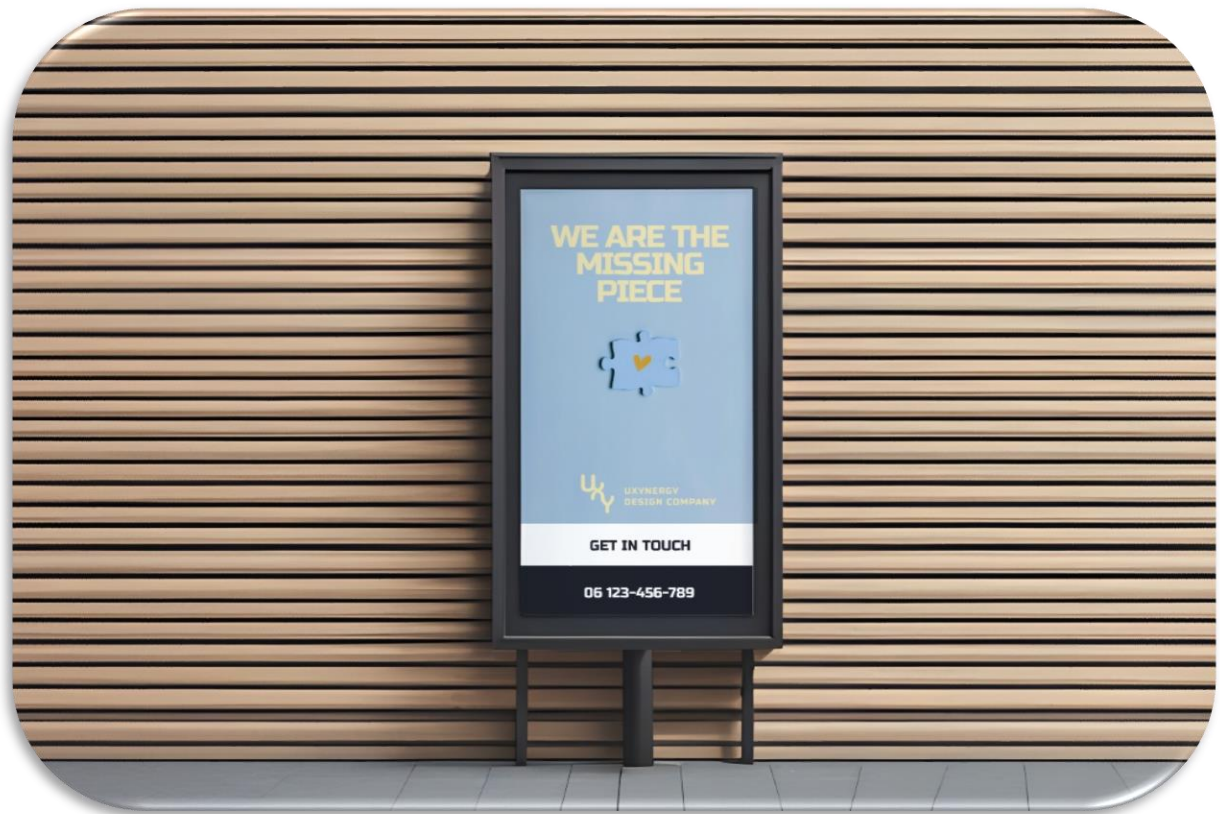


# Advice Report



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# Abstract

This report provides strategic advice on how to implement the Upcycling with Besties game. It addresses raises awareness on upcycling, teaches the user about upcycling, and promotes sustainable fashion. Research was conducted through library research, surveys & usability testing, with insights gathered to inform data-driven solutions. The report highlights critical areas for improvement, including responsiveness, game flow and testing. The proposed recommendations aim to increase the user's engagement and help their overall view about fashion and the impact that it can have on the environment. This guidance is intended to inspire and educate teenagers about upcycling in a fun and engaging way.

## Objectives

This document outlines the objectives of Upcycling with Besties project direction with a focus on involving young adults (between the ages of 15 and 24 as the main audience) with interactive content about how to upcycle. A gamified solution about customers coming in and an interactive way to upcycle items and see how they are upcycled and understand it by a helping crab.

## Methodology

### 1. Identifying Target Audience

Initially our target audience was teenagers aged 15-17 years old. However, after conducting research, we noticed that individuals aged 18-24 are also highly involved in the fast fashion trend. This led us to conclude that our target audience should include teenagers and young adults aged 15-24.

### 2. Talk With Stakeholder

We talked with the stakeholder (Jacqueline), whose main objective was to motivate and educate young people to change their mindset and behavior, encouraging them to move away from buying fast fashion.

### 3. Research Question

How do we create a website/application which will motivate young people to reduce buying fast fashion?

## 4. Conducting Surveys

We talked with several young people of our target group, some of the findings include:

- Teens aged 15-17 are in general too young to be aware of the negative impacts of fast fashion on the environment.
- Teens aged 15-17 are still very dependent on their parents, pocket money that they get from them, or clothes being bought for them.
- Teens aged 15-17 don't often earn a lot of money and are still getting their first jobs and just decide on the cheapest options because of that.
- It is valuable to include users over 18-24 years of age as well.

## Current Situation Analysis

At this point in time, our website is not responsive to all resolutions. This is because of a short deadline, and it is meant for a one-time use for the Night of the Nerds event in 2025. The overall flow of the game is good and works properly. We currently have the same character design repeated 3 times for the customer but with different colors. This is something that is supposed to be different and it should be 3 different characters. Within each factor of the game, we give error feedback, so the user knows what should be done instead and can't 'break' the game.

### 1. Strengths

- The game is engaging for both young teenagers and young adults.
- The game promotes upcycling and sustainable fashion.
- The game uses realistic clothing pieces that are upcycled regularly and tools which are used often.

### 2. Weaknesses

- The game is not responsive for all resolutions and devices.
- It promotes sustainable fashion. This means that it does not directly make fast fashion less popular.

### 3. Opportunities

- ✓ A sharing system with real-life examples of upcycled clothes.
- ✓ Responsiveness for mobile devices so it will be used more often.
- ✓ More levels and as you play and help more customers, the levels become more difficult.
- ✓ Points, badges and unlockable events.

### 4. Threats

- ✗ Player Fatigue: The user may lose interest because of the repeated character design and walking animations.
- ✗ Market Competition: Competing with other games that are fashion-based and are pure for entertainment purposes may outshine Upcycling with Besties since it focuses on promoting sustainable fashion.
- ✗ Not challenging enough: Currently our game is very simple, drag and drop based and may feel too easy for some users.
- ✗ Changing Trends: Interest in sustainable fashion and upcycling may shift over time into other gaming interests.

## Advice and Recommendations

### 1. Overview

This proposal outlines specific recommendations to ensure the successful continuation of our project. The advice aligns with the project objectives by focusing on maintaining a consistent UX design and user experience and having a good code work environment.

### 2. Specific Recommendations

Technology Stack:

- Server Hosting

Performance:

- Conduct testing to ensure that the system runs smoothly under different loads.

User Experience:

- UX could be upgraded with extra animations and more interactive elements to increase user engagement.

- Implement more stations of upcycled clothes to provide users with more content and activities.
- Ensure customers can walk out with their upcycled clothing piece
- Implement a badge, points, and event system to reward users and motivate continued engagement.
- Add functionality for users to share their upcycled “bestie” creations with others.
- Mobile Responsiveness

#### Development Practices:

- Make the code overall more dynamic.

#### Budget and Financing:

- Additional budget for voiceovers, sound effects, and other audio-related resources.

## Implementation Plan

### 1. Action Steps

- Write the storyline and character backstories about each customer that comes in
- Sketch the game structure
- More upcycle stations (customers)
- Rework character concepts and models for the “besties”
- Upgrade user interface
- Add gamification features like points, badges, and unlockable content
- Have a sharing system of your real-life upcycled clothes
- Collect feedback from playtesters and note areas for improvement
- Revise character models, animations, and interactions based on feedback
- Debug the game to fix performance and compatibility issues
- Hosting of the website

### 2. Timeline

Proposed timeline for the implementation.

- Month 1: Planning and initial development
- Month 2-3: Creation and development
- Month 4: Testing and refinement

- Month 4: Launch website/application

## Risks and Mitigation Strategies

### 1. Identified Risks

Some of the potential risks associated with the recommendations could be:

- **Sketch the game structure:** The risk of the game structure becoming too complex or difficult to navigate, leading to poor player experience. It may be hard to balance the number of paths and quests without overwhelming the player.
- **Debug the game to fix performance and compatibility issues:** Risk of technical issues not being identified until later stages of development, which could cause significant delays. Compatibility issues may arise when optimizing the game for different devices or platforms.
- **Upgrade user interface:** There's a risk of making the UI too cluttered or difficult to use if not carefully designed. Poor UI choices could lead to confusion and reduce the user experience.

### 2. Mitigation Strategies

- **Playtest early and often** with a focus on the navigation and structure to ensure it's intuitive and doesn't create confusion. Gather feedback specifically on whether players feel overwhelmed or lost.
- **Prioritize compatibility** by focusing on the most widely used devices and operating systems first, then gradually expanding to less common ones. Use responsive design principles to ensure the game runs smoothly on various screen sizes and platforms.

## Conclusion

Upcycling with Besties has a lot of potential to be successful with the right development. The style of the game is good for both genders, which is not the case with a lot of fashion games. Upcycling with Besties is innovative, interactive and promotes sustainable fashion in the hopes that people will upcycle more.

This document gives advice on the implementation of Upcycling with Besties and explains the things we did from start to finish of this project. It also gives suggestions on further implementation and development to improve the current state of the app.

# Appendices

Concept Document: [concept\\_new.docx](#)