



IT204F Project Proposal

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1. Introduction

1.1. Background and Objectives

Tourism is a vital part of Singapore's story, attracting many visitors each year. While the Singapore Tourism Board (STB) does great work showcasing the country, there's a chance to make the visitor experience even more exciting and interactive.

Consider this: In 2022, we received 6.3 million people in Singapore. That's impressive, but there's room to make it even better. Our proposal introduces a user-friendly game to make touring Singapore more enjoyable by turning it into an exploration game.

Our main goal is to create a fun game so that more tourists will be eager to explore Singapore. By gamifying tourism, we aim not only to boost visitor satisfaction but also to help revive the tourism economy, which took a hit due to the challenges posed by COVID-19. We plan to turn tourism into a game, making it more thrilling and inspiring more people to choose Singapore for their travels, especially as we work to recover from the impacts of the pandemic.

1.2 Pitching Audience & Target Audience

Pitching Audience: Singapore Tourism Board (STB)

Target Audience: Tourists, International crowd

Pitch: **Lion Quest** (Side-scroller exploration game)

1.3 Development Approach

Chosen Approach: Prototyping Method

Reasons Why:

Risk Mitigation

- In simple terms, we want to prevent problems early. By testing a simple version of the game, we can find and fix issues before they snowball and become a big problem near the end.

Faster Development

- We can make changes quickly with prototypes. If something doesn't look right, we can easily change it. This helps us finish the game faster.

1.4 Game Overview

Lion Quest is an interactive adventure starting at Changi Airport. A captivating cutscene welcomes you to Singapore. Passing immigration, a friendly guide introduces game controls, prompting exploration. Navigate to the MRT station, where a map reveals destinations. Visit landmarks, interacting with tour guides who reward you with collectible badges. Upon earning all badges, receive a notification about your departing flight. Conclude the game by returning to the airport, interacting with the guide for closure. An end screen marks the completion of your Singapore exploration journey.

2. Business Needs of STB

2.1. Engaging Gamification for Better Knowledge of Singapore:

Business Need: Traditional tourism materials might not be as engaging for potential visitors.

Analysis: This game would help people understand more about Singapore in a fun way. When learning is fun, more people will want to play, and that can attract more visitors.

2.2. Getting More People Interested:

Business Need: A game many people want to play, especially younger people who like using phones and computers.

Analysis: If the game is popular, it can be shared online, and more people will learn about Singapore. This can make more people interested in visiting.

2.3. Enhanced User Interaction and Exploration:

Business Need: A game that lets you "visit" different places in Singapore without actually going there.

Analysis: This game would let people explore and have fun in their own homes. And, when they like what they see in the game, they might want to see it in real life, bringing more visitors to Singapore.

2.4. Promotion of Cultural Exchange Through Gaming:

Business Need: A game that tells players about Singapore's interesting mix of cultures and cool things.

Analysis: This game would be like a virtual tour, showing off the interesting stuff in Singapore. When people see how cool it is, they might want to experience it in real life, bringing in more tourists.

2.5. Bridging Language Barriers for Tourists:

Business Need: Outputting content in multiple languages used by tourists in Singapore such as English, Chinese and Indonesian¹ (based on visitor arrival statistics).

Analysis: This helps more people understand and play the game, resulting in more tourists from diverse backgrounds.

3. Proposed Functionalities

3.1. Language Options:

Enable players to choose their preferred language for an inclusive experience, ensuring the game is accessible to a diverse audience of tourists.

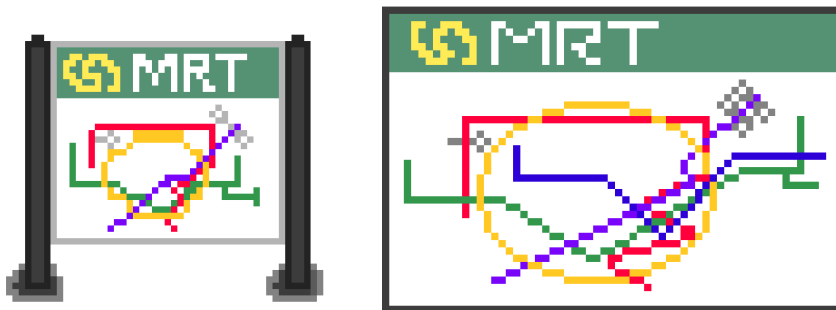
Languages available: English, Chinese, Indonesian, Tamil (Languages used by top 3 number of visitors coming to Singapore from a country)



A mockup design of what the menu may look like,

3.2. Interactive Map:

There will be an interactive MRT map feature allowing players to explore and navigate different attractions in Singapore, enhancing the overall gaming experience with a visual guide.



Players will have to press E to interact with the map and a popup of the map will show.

3.3. Badge System:

A badge system to reward players for exploring various locations, encouraging the audience to continue playing. Virtual rewards add an extra layer of excitement and achievement.



A sample badge a player will obtain for exploring the Merlion statue.

3.4. Audio Dialogue:

There will be intractable tour guides at the different interactions that players can interact with. We will have audio dialogues to enhance user immersion, allowing the guides to speak and provide instructions, creating a more dynamic and engaging storytelling experience within the game.

3.5. Destinations:

Many historical and culturally significant monuments and places (currently 5: MBS, Merlion, Lau Pa Sat, Gardens By The Bay, Raffles Statue) will be available to explore. They will help to increase awareness of these monuments and places.



E.g. Marina Bay Sands Hotel; Not actual representation, just for show.

4 References

[1] Qlik Sense. (n.d.).

<https://stan.stb.gov.sg/public/sense/app/877a079c-e05f-4871-8d87-8e6cc1963b02/sheet/a91f81bd-ad13-47de-b4a8-5900ddde1225/state/analysis>

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