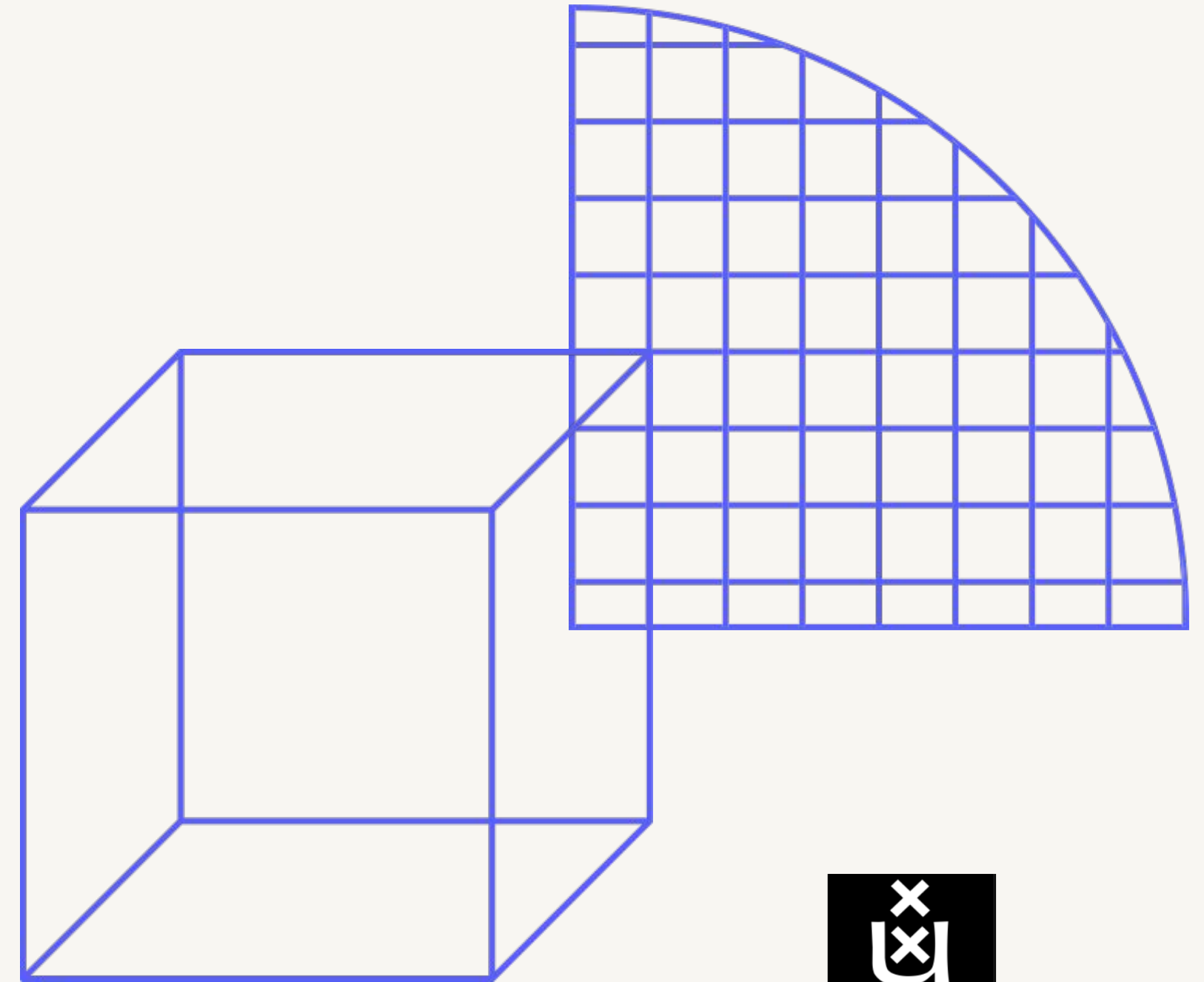




ComLab

COMLAB
X
SDA-NOW

Prototype Interview



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What is the 'Hero-Centre'

- The Hero's Journey is based on the Sustainable Development Goals (SDGs) and encourages users to operationalise the implementation of these goals in their own lives **through a personalised 30-day quest**.
- First, the 'Hero' (the player) takes a quiz about their knowledge of the SDGs. Then, they **undertake quests to ditch unsustainable habits and incorporate new ones** into their lives and workplaces.
- You are **placed in a community of your workplace** and can play against your colleagues.
- Upon completion, the player **reflects and shares their results**.



Imagine your workplace is playing the Hero Centre Game. One of the challenges is to take a quiz on how much emissions each workplace action produces. For example:

→ ↻ sda.herocenter.com/app/deck/109

8b. Becoming a carbon hero at work

Rank each action based on how much it could reduce your carbon footprint at work

- ☐ Switching to electric cars
- ☐ Replacing bottled water with a tap filter,
- ☐ Using recycled paper
- ☐ Cutting down on unnecessary work travel
- ☐ Buying energy-saver office equipment
- ☐ Providing organic, Fair Trade coffee, tea
- ☐ Using reusable coffee mugs, glasses, plates, and silverware.
- ☐ Only serving vegetarian food at the work canteen

SDA NOW < prev 1 2 3 next >



You get points for each correctly answered question.

→ ↻ sda.herocenter.com/app/deck/109

8b. Becoming a carbon hero at work

Rank each action based on how much it could reduce your carbon footprint at work

- ☐ Switching to energy-efficient light bulbs
- ☐ Using recycled paper
- ☐ Buying energy-saver office equipment
- ☐ Using reusable coffee mugs, glasses, plates, and silverware
- ☐ Replacing bottled water with a tap filter
- ☐ Cutting down on unnecessary work travel
- ☐ Providing organic, Fair Trade coffee, tea
- ☐ Only serving vegetarian food at the work canteen

Congratulations! You got 6/8 possible points!

SDA NOW

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After the quiz, you are encouraged to take the actions that have the most impact and tick it off when you're done.

→ ↻ sda.herocenter.com/app/deck/109

8c. Now it's your turn!

Choose three actions from the list and get your boss to implement them at the company

- ☐ Switching to electric cars
- ☐ Using recycled paper
- ☐ Buying energy-saver office equipment
- ☐ Using reusable coffee mugs, glasses, plates, and silverware.
- ☐ Replacing bottled water with a tap filter,
- ☐ Cutting down on unnecessary work travel
- ☐ Providing organic, Fair Trade coffee, tea
- ☐ Only serving vegetarian food at the work canteen

SDA NOW

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As a result, you are told the real-world impact that you're having from taking these actions.


sda.herocenter.com/app/quests/11

questslibrarygroupsprofile

CHALLENGE 8 COMPLETE!

21

Congratulations on completing the
'Carbon Hero' challenge
Through completing this challenged
you saved 5kg of CO2!



Progress

1/21 Participant done

47 actions done

231

Progress40%

1. Carbon Hero

2. De Kantine

3. De juiste vragen

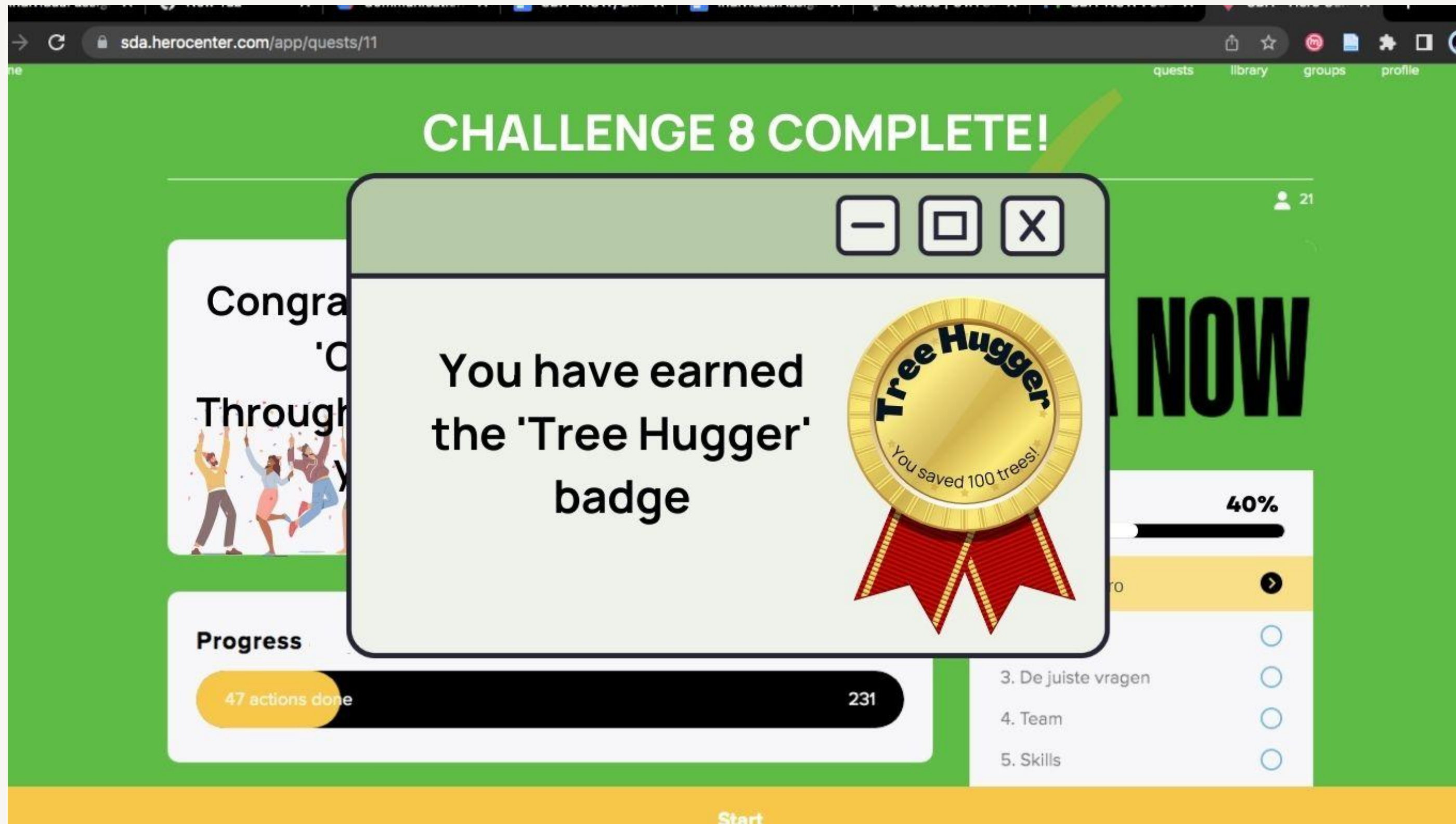
4. Team

5. Skills

Start




You can earn badges based on the impact you're making.



And you can also see the impact others in the community are making.

→ ↻ sda.herocenter.com/app/deck/109

YOUR SDA-NOW COMMUNITY



Jan recycled 5kg of paper!	
Bob saved 10 trees!	
Alice cleaned the streets!	
Steve saved 15 cows!	
Alex saved 8kg of CO2!	

SDA NOW

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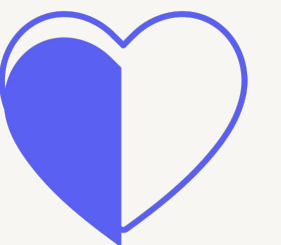
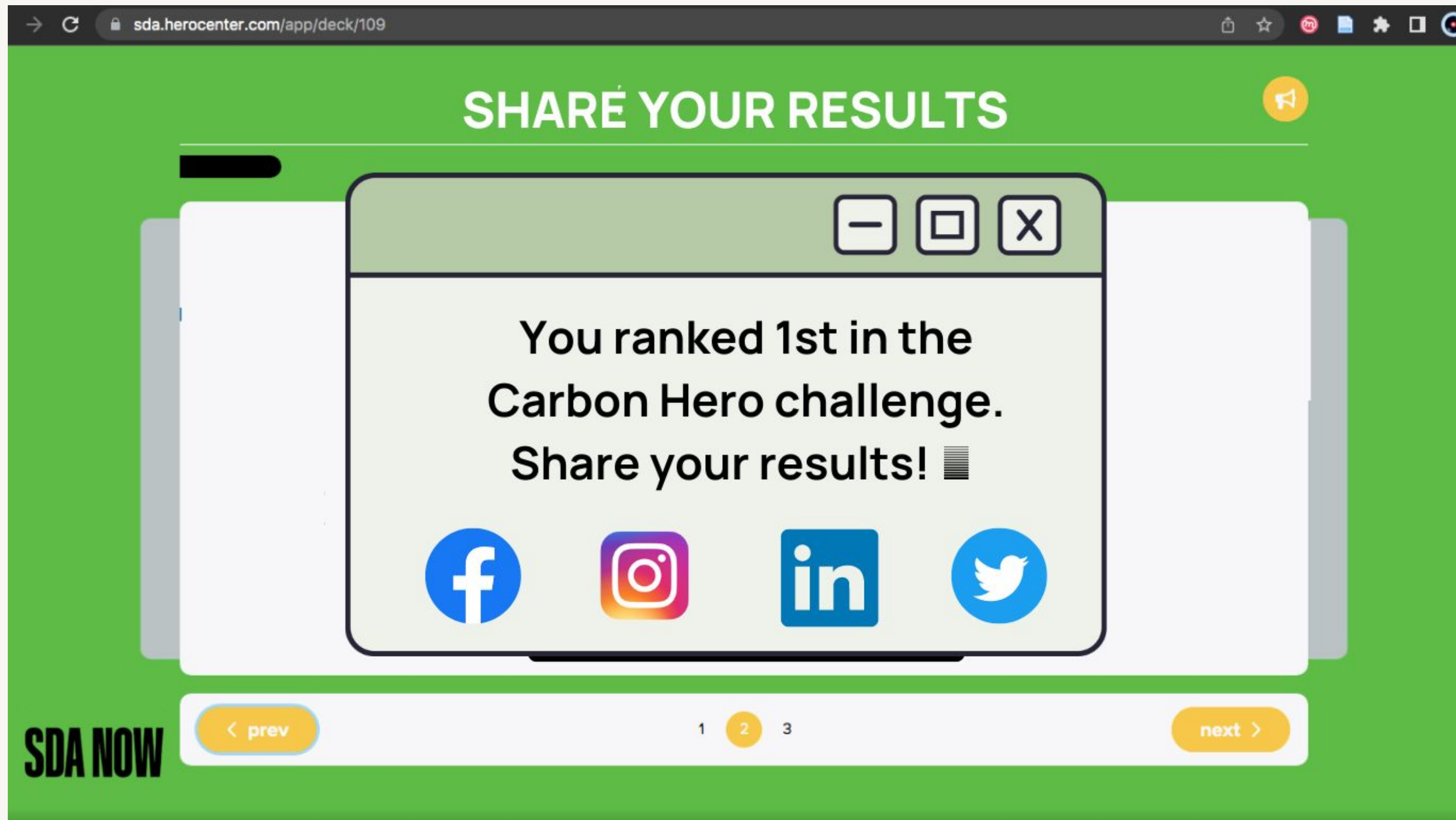
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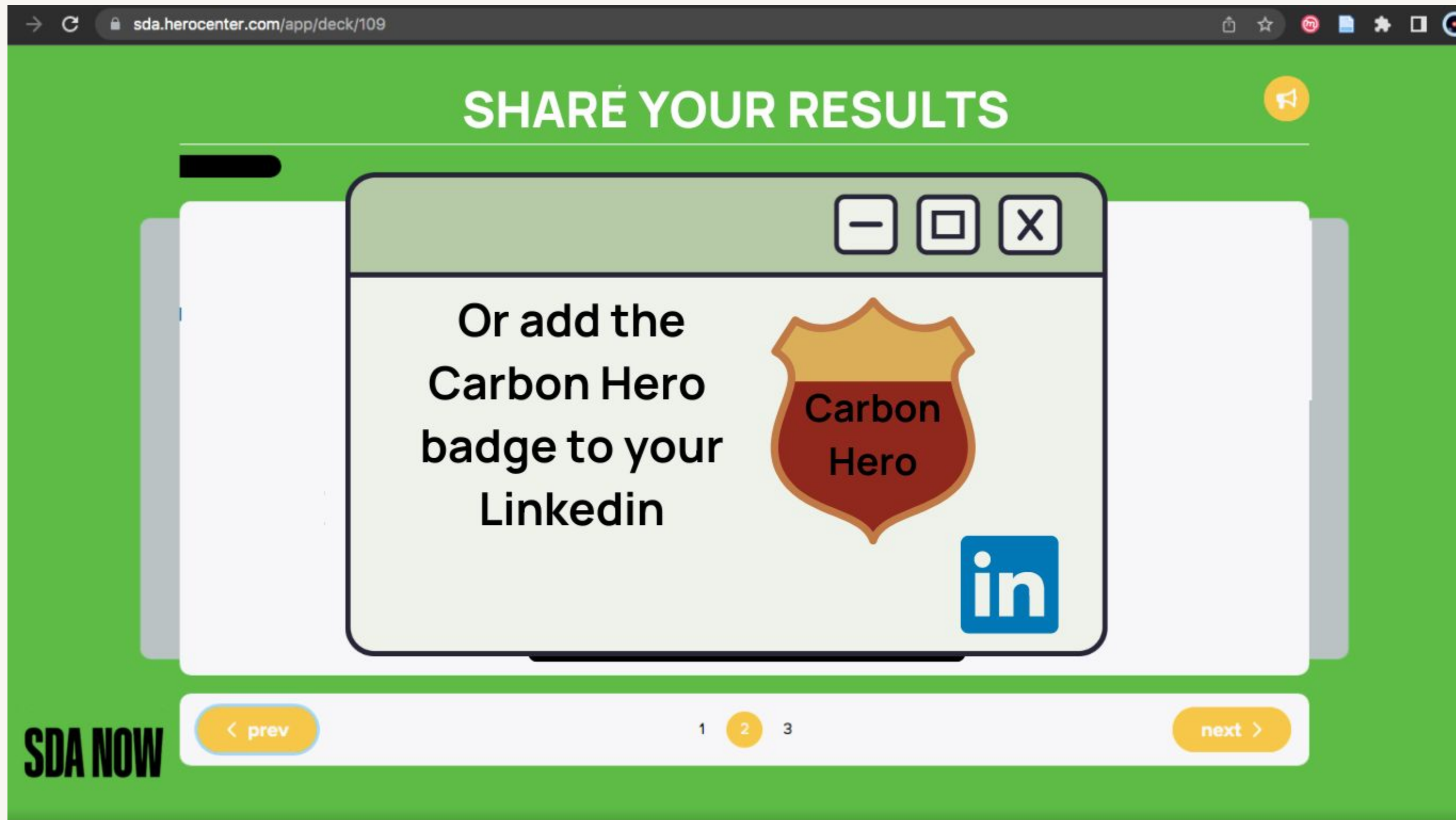
And win trophies based on how you ranked within your community from the challenge



At the end of each challenge you're encouraged to share your results.



Once you've completed the challenge. You can even add a badge to your LinkedIn



INTERVIEW QUESTIONS

- After answering the first question correctly, how would gaining points based on your correct answers make you feel?
 - Follow ups: Did it make you feel good to answer correctly/bad if incorrect? Would it keep motivating you to play?
- How did you feel when you saw the real-world impact you made after taking action?
 - Follow ups: Did you feel it would motivate you to play more? Did you feel like what you were doing connected to making the world a more sustainable place?
- Would the ability to earn badges like in the picture above motivate you to keep playing?
 - Follow-up: What about if you could put those badges on LinkedIn to show other employers your knowledge?
- How did you feel about the community board?
 - Follow-ups: Did it make you feel motivated to beat others?
- How did you feel about the ranking aspect?
- How did you feel about the sharing aspect? Would you want a linkedin badge?
- What design elements (e.g. points, badges, community board) made you the most motivated to keep playing?
- Do you have any overall feedback on the game design?
- How important are these design elements to you? (they can rank the elements)

