

OVERARCHING THEMES

- The game should include a reward system within the workplace e.g. money
- The game should be fun/addictive
- The game should include an element of shareability on social media and be part of a general trend
- Would play the game if they could see it had real world impact
- The game should be highly related to actions that happen in real life
- Interaction with other people
- Ability to put it on your CV or LinkedIn badge

MILES INTERVIEW

- Australian/Dutch
- 24
- Works for a Dutch Company → ProductPine

Falco Interview

- Dutch
- 32
- Worked at Landmark as chief Bakery
- Worked at ekoplaza and marqt (focus on organic and a more local, less wasteful food) and as a volunteer on farms
- Studies biologic-dynamical agriculture, after that he will become a farmer
- Comment: Farmers are not on mobile and laptops so much, they work with the land
- Comment: Plays God of war atm, its an rpg, you develop in the game, you have a son that works and grows with you → little helping that helps you proceed would be nice

Game Related Questions

- **Have you played any games aimed to teach you something educational? If so, what and in what context? E.g. school, work**

Yes for school → primary school, create your own mini world. To teach kids about using computers and learning about shapes. Maths games → teachers would incentivise you to do it.

Child-brain, enjoyed positive reinforcement of colours and sounds. Gave me sense of achievement. Reward system was nice.

Playing with friends → sharing experience part of fun. More social factor

Falco: Didn't use any educational game so far

- **Follow up: What did you like/not like about them?**
- **How often do you play educational games?**
- **What about gaming is important to you?**

Falco: needs to be challenged, needs to develop new skills, needs to get better at it,

- **Is community-feeling/playing or doing tasks in a team important for you?**

- **Falco: NO**
 - **Is learning new skills important to you?**
 - **Is a reward system important to you? What should that look like?**
- **Falco: Yes, it is very important. Boost your ego, should give you a good feeling about yourself**
 - **Do you like to process in the game in your own pace or do you prefer solving tasks/quests in a required timeframe**
- **(explain the concept of the game) If your employer introduces this game in the workplace? What incentives would motivate you to keep playing it?**

If everyone was doing it then I would want to do it as well. I'd have to know that everyone was participating at least or that it's a thing that people are into. Depends on if it feels too tedious, then I'd not do it. If it was too many steps, I'd back out. Depends on the spirit of everyone.

A leaderboard would be fun to see how everyone's doing in comparison to each other. Having a reward for coming first.

Falco: If you can win more free time (that would be a really big thing), if you can a certificate

- **Are there any external factors that would encourage you to keep playing the game outside of work? (e.g. friends playing, other incentives etc.)**

It would have to be so entertaining and appealing enough → fun with your friends.

If I see it's catching on on social media.

If I can see tangibly that it's making a difference.

Depends on the nature of the game and what I would get out of it

Falco: Yes, if you play it with friends, if you have rankings

SDG & Sustainability Related Questions

- **How much do you know about the SDGs?**
 - **If yes: which specific ones do you know and why/how did you learn about them?**

On the surface level → heard about them in high school.

Falco: Hasn't heard about SDGs.

- **If you wanted to learn something about the SDGs how would you go about it?**

Look it up online.

Falco: google

- **What does your company/your boss think of sustainability?**

Yes because we're rebranding because we're becoming world's first platform of reducing CO2 emissions → Do Good Shopping. I don't think my boss really cares but it's the trend.

Falco: His work is busy with it, they sell a lot of local, organic and seasonal products, but he has always worked in fields. His company would love to try it, but they probably don't have time as it's a small business (Landmarkt)

- **What do you and your company do in order to be (more) sustainable?**

Falco: They have solar panels, they want to make the building more eco friendly by isolating etc, food should become more organic

- **Have you ever taken any individual actions in your personal life or in the workplace to live more sustainably?**

Eat more vegan lately → vegan meat alternatives. Just because it's actually cheaper lol.

Taking cold showers

Ride a bike, don't drive a car.

Falco: Yes, separate waste at work, don't throw away bread and gives it to people in need, volunteered at organic farms

SHARDAE INTERVIEW

- Australian
- 26
- Works at United Nations Office for the Coordination of Humanitarian Affairs in The Hague

Interviewee: Female, 23, studied creative business, works in a theater production company

INTERVIEW QUESTIONS

Game Related Questions

- Have you played any games aimed to teach you something educational? If so, what and in what context? E.g. school, work

Recently no, but yes at school. They made learning things more interesting

For school: language learning game from school

- Follow up: What did you like/not like about them?

like: different way of learning instead of usual repeating, more interactive

Dislikes: something you have to do every day

- How often do you play educational games?

Twice a week for school

- What about gaming is important to you?

Easy to use, doesn't take too long, doesn't wanna get the feeling of being stuck, good design, interaction with other people bc that makes it more fun and a challenge

- Is community-feeling/playing or doing tasks in a team important for you?

Yes, because it challenges you

- Is learning new skills important to you?

Yes, but it usually feels like a big, overwhelming tasks and sometimes that hinders the learning process

- Is a reward system important to you? What should that look like?

Not that much, but if its something practical like a certification LinkedIn then yes (like a badge)

- Do you like to process in the game in your own pace or do you prefer solving tasks/quests in a required timeframe

Yes, working as a team and seeing that others are engaged in a project is very important to me. Yeah, but more so when rewards can be shared. I think winning as a team is better than winning alone (lol)

Giving a strict timeframe otherwise i won't do it.

Own pace, bc the feeling of pressure is not too good

- (explain the concept of the game) If your employer introduces this game in the workplace, what incentives would motivate you to keep playing it?

Make it compulsory and give office rewards

If she can get something out of it, if its something that other companies see and think that's a good skill set, needs to be seen as something, to be put on your CV or LinkedIn, needs to me meaningful

- Are there any external factors that would encourage you to keep playing the game outside of work? (e.g. friends playing, other incentives etc.)

Maybe if it was a trend lol. Like, during COP or UNGA, or something big that ppl were talking about, it might inspire me to take an interest.

If she can get something out of it, if its something that other companies see and think that's a good skill set, needs to be seen as something, to be put on your CV or LinkedIn, needs to me meaningful

SDG & Sustainability Related Questions

- How much do you know about the SDGs?
 - If yes: which specific ones do you know and why/how did you learn about them?

Yes, I know about them. My favorite is SDG 5 Gender Equality. I know this the most because of my work.

Not a lot, she learned it at school, but not a lot

- What does your company/your boss think of sustainability?

In the work that we do outside the office, they think it's super important. Specifically SDG 1,2,3 and 10. We are a humanitarian org, so sustainability of people and planet are at the core of our work

Inside the office it's not as visible.

Did a work trip vacation to Italy by train, but they still use a lot of paper

Don't really take it into consideration

She works in theater production, so they talk about it, but its not there behind the scenes

- What do you and your company do in order to be (more) sustainable?

They limit paper waste and encourage you to refill your water. They also host a lot of meetings and talks on different subject area that often include sustainability (I don't often go).

Nothing in particular, sometimes they choose the more environmental friendly option if there is one, but usually its quickest, cheapest products (eg posters & flyers, needs to be fast & quick, but office printing paper is recycled)

- If you wanted to learn something about the SDGs how would you go about it?

Google it

YouTube, educational videos and websites, podcasts, listening to people/experts, read a few articles

- Have you ever taken any individual actions in your personal life or in the workplace to live more sustainably?

Try to limit my plastic waste (e.g. bring a tote bag to the grocery store) but sometimes I don't see the point when there's just so much waste in the world by big companies., I don't eat meat and I bike

Personal life: she is a vegetarian since 2 1/2 years, only uses naturally made beauty, hygiene and shower products (bc her mum makes it), takes the train instead of plane if its not too expensive/more time, Work: Carpooling (when bringing actors from place to place and use it also for the stuff they need tot take), taking the train

Interviews with:

- Shardae - 26, Australian but employed in the Netherlands. Works for United Nations.
- Falco – 32, Dutch, studies biologic-dynamical agriculture, after that he will become a farmer

1. After answering the first question correctly, how would gaining points based on your correct answers make you feel?

Falco: This would make me feel good as I'm being rewarded for the correct answer, and playing a game and win always make me feel good.

a. Follow ups: Did it make you feel good to answer correctly/bad if incorrect? Would it keep motivating you to play?

Shardae: If I knew I was getting points from it, I might be encouraged to try a little harder to get the questions right. If I was consistently performing well, I'd feel more motivated to keep playing.

Falco: Yes, it did make me feel good and it will keep me motivated to play more.

2. How did you feel when you saw the real-world impact you made after taking action?

Falco: It gives me satisfaction to see that the thing I contributed to really plays out. So I really can see the impact for my own actions and that gives me satisfaction and makes me feel good.

- a. 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?**

Shardae: It made me feel good about what I had done. I liked how it connected me to the real world. I think that if the game kept showing me stuff like this I'd feel that I wanted to keep playing it. But it would also have to be realistic, because if it started to show things that I felt weren't proportionate I'd get suspicious.

3. Would the ability to earn badges like in the picture above motivate you to keep playing?

Falco: Yes, earning badgers will motivate me to keep on playing because other players can see how high I am ranked, and of course you are not only playing against yourself, but you are also playing against other players. So if you see yourself higher than the other players, that makes me feel good. And earning badges is a way to determine the ranking.

- a. Follow-up: What about if you could put those badges on LinkedIn to show other employers your knowledge?**

Shardae: Somewhat, maybe if they led to somewhere.

Falco: For me personally, it is not really interesting and I'm not a big fan of Social Media, but I can see this work. The only thing is that all the people have to know what the badges mean, and that is really something to consider. Like everyone who does not know about badges before, how do they know what it means on LinkedIn?

4. How did you feel about the community board?

- a. Follow-ups: Did it make you feel motivated to beat others?**

Shardae: Yes I like to know others are also doing it. Because if we were going to be playing at work I don't want to be the only one playing. I want to know others are also committed otherwise I wouldn't bother. If it was constructed like a leaderboard that could be good - as long as the person who wins got a prize in the end.

Falco: I don't have a lot of experience with community boards, but it always makes me feel good when you beat others. It gives you some kind of joy to beat others.

5. How did you feel about the ranking aspect?

Shardae: Again, in a workplace context I'd like to know if I won - and I'd like to get a prize.

6. How did you feel about the sharing aspect? Would you want a linkedin badge?

Shardae: Maybe, I'd have to see how it fit in a broader social context - are other people playing? Do they know what it is? All these factors need to be taken into consideration when sharing something publicly.

7. What design elements (e.g. points, badges, community board) made you the most motivated to keep playing?

Shardae: Probably the community board aspect because I want to feel like i'm not the only one playing the game. And the fact you could see the impact was cool - that would keep me motivated.

Falco: For me, personally, points and badges, because it gives a ranking list, and when I play I game, I want to score high. And these kinds of elements indicate where you stand on it, so this will keep me motivated to play more.

8. Do you have any overall feedback on the game design?

Shardae: I think it needs to be aesthetically pleasing if i'm going to share it on my social media. And I need to know it's part of a broader trend otherwise I wouldn't share it. Or have some incentive to share it - like more points, or something.

Falco: No, not yet. I think I would have it to play way more. I think this is just a first version, and to have really good feedback overall for this game I need to play it longer than what you showed me.

9. How important are these design elements to you? (they can rank the elements)

Shardae: Probably first the community board, then the visualisation of real-world impact, then points and then the rest.

Falco: Points are the most important for me, community board is the least important.