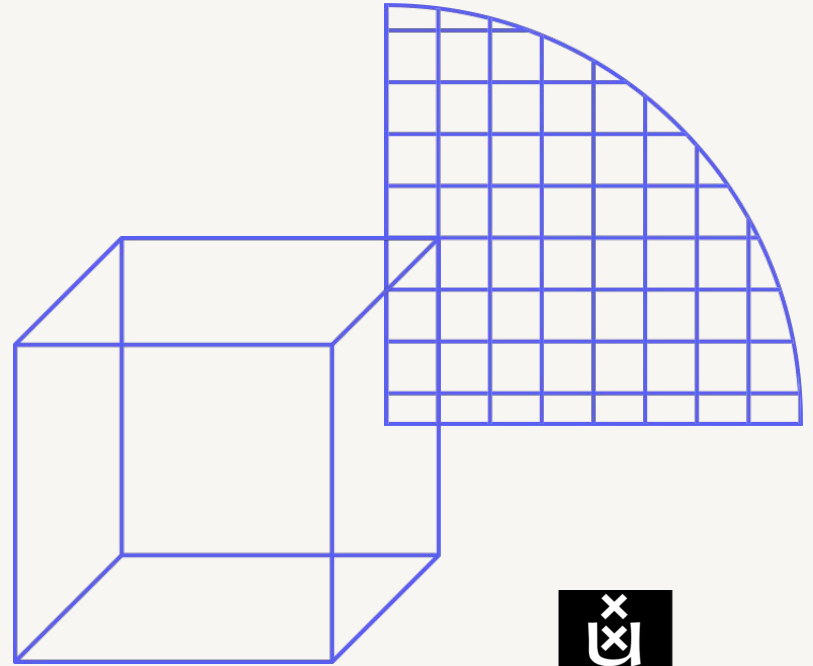




ComLab

COMLAB X SDA-NOW



UNIVERSITEIT VAN AMSTERDAM

Helge, Felix, Paulina, Tessa, Zilvinas

Story of Falco



"I 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."

About Falco:

- 27 years old, Dutch
- Has worked in AgriFood all his life
- Wants to become a farmer
- Loves playing games with friends
- Sees himself as sustainable
- But he's struggling to find sustainable solutions

Wants:

- Easy solution to be more sustainable at work and at home
- Wants to feel connected to others while doing so
- Have the motivation to change his behaviour long term



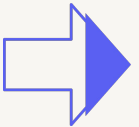
Falco & *The Hero's Journey*

The Hero's Journey.

A game on the SDA-NOW platform that encourages players to increase their knowledge of the **Sustainable Development Goals (SDGs)** and therefore create long-term sustainable **behavioral change**.



But Falco is a busy guy and if he doesn't like *The Hero's Journey* he simply won't play





How can we change *The Hero's Journey*? So
people like Falco will LOVE the game and
change their behaviour for the better



So we talked to Falco



"Having rankings based on points could help me to stay motivated."



"It would be great to get a certificate."



"I want to play it as part of a group and see how others are doing too."



"I'm a busy guy and I need to see that any game I play is going to have actual impact in the real world"



He's not the only one with this problem

After our literature review and conducting interviews with our target audience.
We saw they...

"It would be nice to have a reward for coming first."

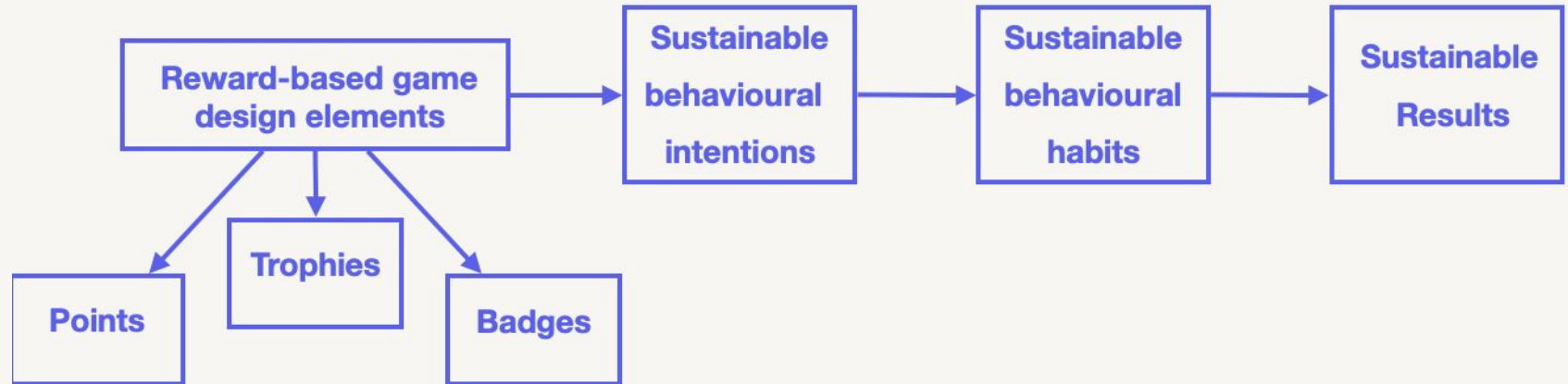
"I'd be motivated to keep playing the game if I see it's a trend catching on on social media."

"I want to see I'm making a difference otherwise what's the point!"

"Sometimes I find points demotivating... but I like badges"



The Literature backed up what our interviewees said



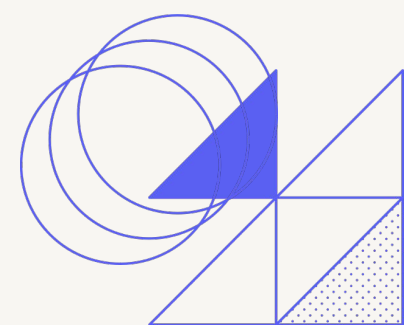
Model from Mulcahy, R. F., McAndrew, R., Russell-Bennett, R., & Iacobucci, D. (2021). "Game on!" Pushing consumer buttons to change sustainable behavior: A gamification field study.





Interviews showed differing preferences for game rewards

"Sometimes I find points demotivating... but I like badges"



Players

Killers

Play to compete with others



3%

Performing



Achievers

Play to gain success and prestige

38%

Game



Play for the social aspect rather than the game itself
Socializers

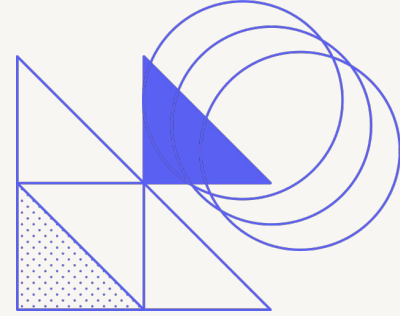
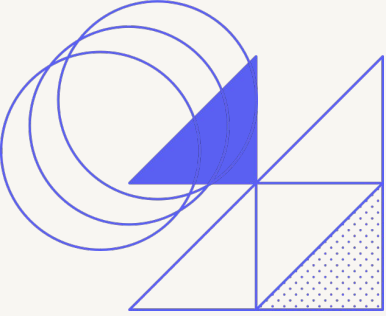
31%

Interacting

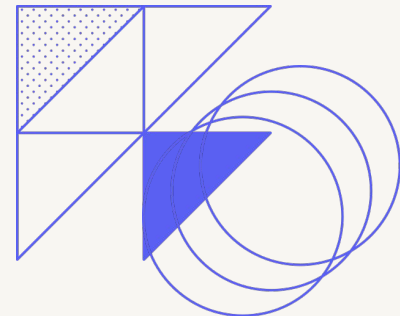
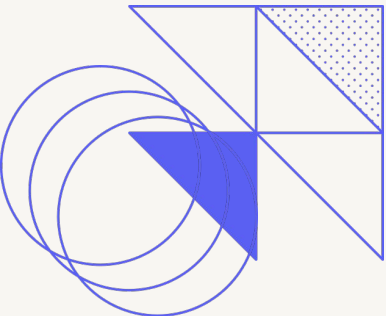


Play to discover new areas and possibilities
Explorers

28%



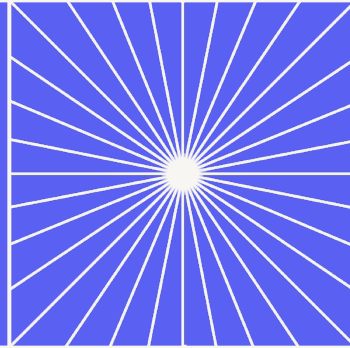
**Therefore, the game needs to be
CUSTOMISABLE based on player type**



**Make sure players can see
their real-world impact**

**Include internal rewards
(points, badges, leaderboards,
trophies) external rewards
(LinkedIn badge)**

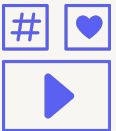
**We have the
solution!**



**Design the game based on the
player type**

**Include a community aspect so
players can see others results**

Let's play the game!



But first... Define your player type

→ ↻ sda.herocenter.com/app/deck/109

What's your player type?

Check the boxes of the statements you most agree with

<input type="checkbox"/> I like being part of a team	<input type="checkbox"/> It is difficult for me to let go of a problem before I have found a solution
<input type="checkbox"/> It is important to me to follow my own path.	<input type="checkbox"/> Interacting with others is important to me
<input type="checkbox"/> I enjoy group activities	<input type="checkbox"/> Rewards are a great way to motivate me
<input type="checkbox"/> It is important to me to always carry out my tasks completely	<input type="checkbox"/> Return of investment is important to me
<input type="checkbox"/> I like mastering difficult tasks	<input type="checkbox"/> If the reward is enough I will put in the effort.
<input type="checkbox"/> I like overcoming obstacles.	<input type="checkbox"/> I like sharing my knowledge
<input type="checkbox"/> I like to try new things.	<input type="checkbox"/> It is important to me to feel like I am part of a community.
<input type="checkbox"/> I often let my curiosity guide me.	<input type="checkbox"/> I like competitions where a prize can be won.

SDA NOW

< prev 1 2 3 next >

#

♥

▶

Sample Challenge

→ ↻ 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
- ☐ 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 < prev 1 2 3 next >



Gain points for correct answers!

→ ↻ 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 reusable bottles
- ☐ Using recycled paper
- ☐ Buying energy-saver office equipment
- ☐ Using reusable coffee mugs, glasses, plates, and silverware
- ☐ Replacing bottled water with a tap filter,
- ☐ Reducing 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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Turn these game questions into real life actions!

→ ↻ sda.herocenter.com/app/deck/109

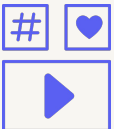
8c. Now it's your turn!

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

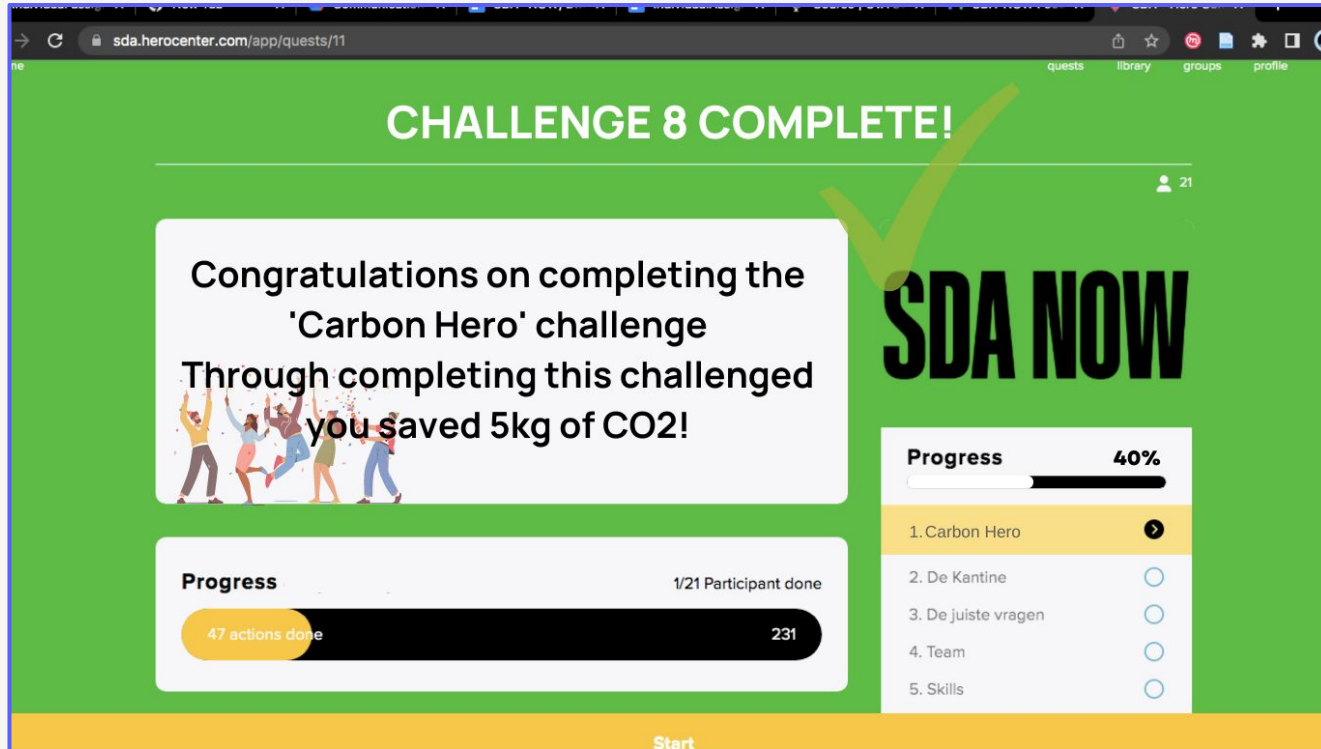
- ☐ Switching to electric cars
- ☐ Using recycled paper
- ☐ Buying energy-saver office equipment
- ☐ Using reusable coffee mugs, glasses, plates, and silverware.
- ☐ Replacing bottled water with a tap filter,
- ☐ Cutting down on unnecessary work travel
- ☐ Providing organic, Fair Trade coffee, tea
-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

SDA NOW

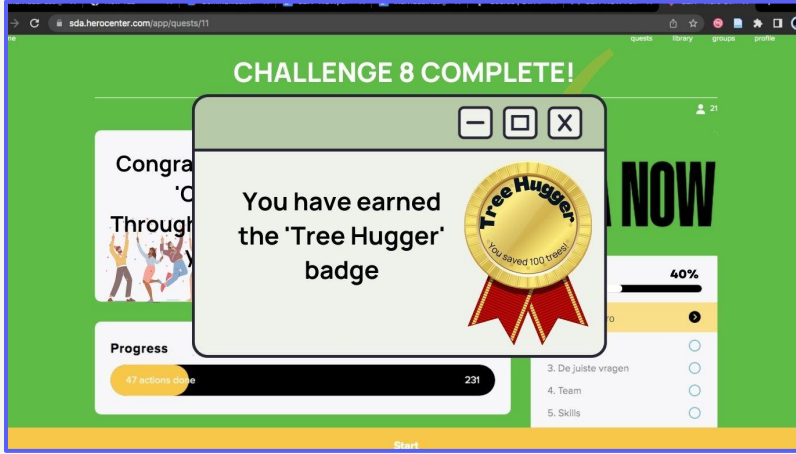
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You can see the real-world impact you're having



You'll see different rewards based on your player-type!



Explorers



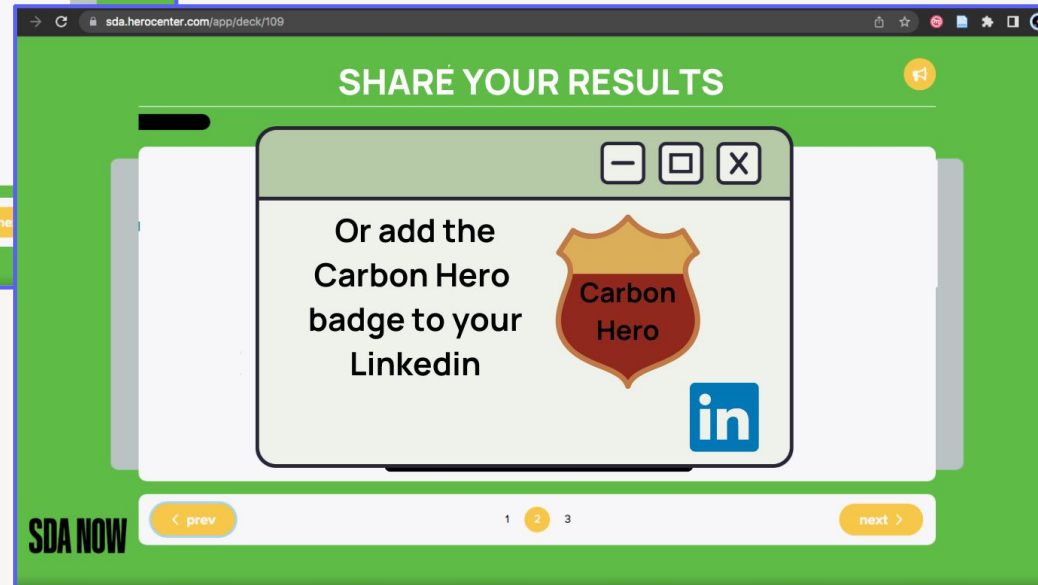
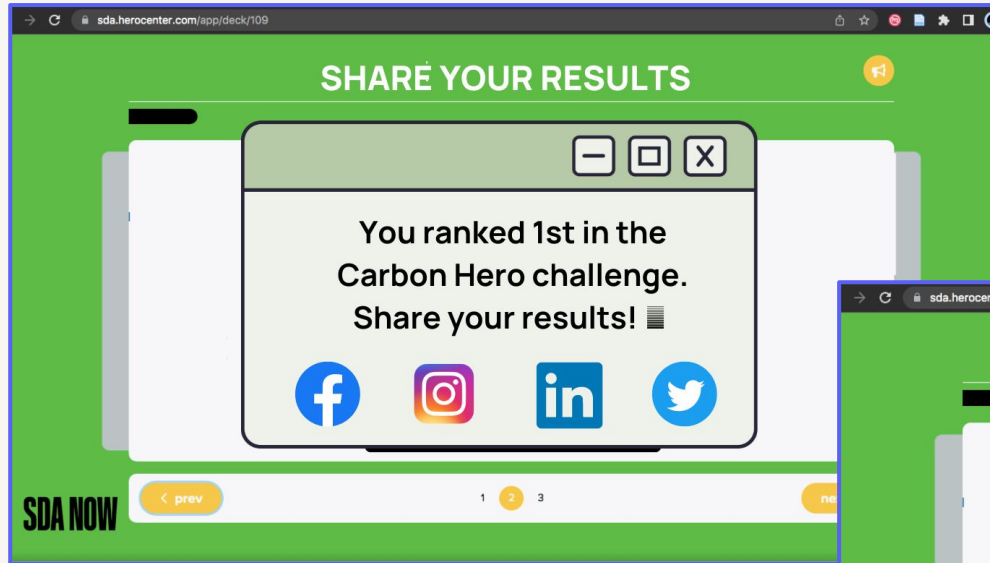
Achievers



Socialiser



You can share your results on social media or add a badge on LinkedIn



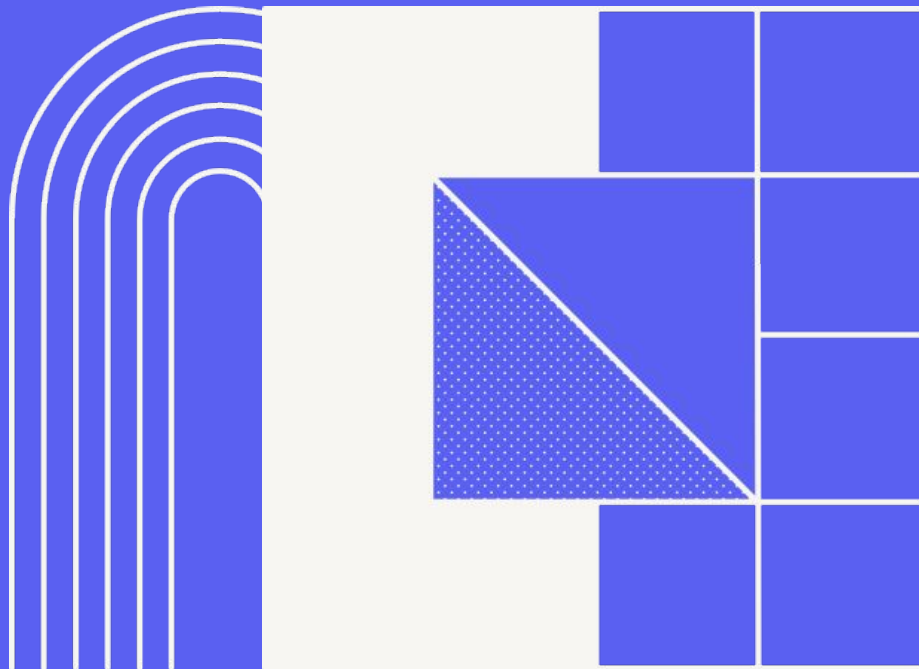
Why are we better than our competitors?

- The most **customisable** experience based on
 - Player Type → which can even impact the type of rewards the player receives based on their preferences
 - Player Interests
 - Behavioral awareness and change
- Played in the **workplace**
 - Expands the shareability
- The game **visualises** the real-world impact the player is making

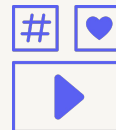


Where to next?

- This prototype should be built and tested with the target group
- To understand if this can change behaviour in the long-term, we recommend a longitudinal test with the target audience



Thanks for playing!



Ressource- slide

Use these symbols and illustration in your presentation. Enjoy designing!

