



Business case

Name: Nicolas Ansell
Community & UN SDG(s): 12, Responsible Consumption and Production
Date: Oct 20th

Proposed Project	IdleRecycle
Date Produced	October 20 th , 2023
Background	Recycling is at the forefront of environmental initiatives, keeping this in mind it's important that people remain educated on recycling. idle games are great because of their simple yet engaging mechanics. My project bridges the interactive nature of idle games with educational insights on recycling. By fostering a gaming environment with learning, I aim to help educate people on the processes of recycling in a way that's fun and interactive.
Business Need/ Opportunity	Idle games are known for their simple and fun mechanics, this presents an opportunity to merge these games with the educational aspects of recycling. There's a growing appetite for entertainment, and our project promises to fulfill this by helping educate players on how recycling effects our environment
Options	<p>1) Design and develop an idle game where the core mechanics revolve around the processes of recycling. As players progress, they can unlock various facts, trivia, and insights into how recycling impacts our environment and trophies that are created from the recycled materials. The game can feature various recycling processes such as sorting, cleaning, and transforming materials.</p> <p>Benefits:</p> <ul style="list-style-type: none">- Players get a hands-on experience of the recycling process.- Encourages repeated play, reinforcing learning, actually fun and enjoyable.- Potentially reaches a broader audience compared to traditional educational materials due to the game's entertainment value. <p>Drawbacks:</p> <ul style="list-style-type: none">- Development time and cost.- Requires the mechanics to be engaging and fun while also still being educationally productive <p>2) Instead of a single idle game, create a game dedicated to recycling education. This platform can feature various mini idle games, each focusing on a specific aspect of recycling (e.g., sorting plastics, melting metals, re-purposing items). this would instead feature things like quizzes and other educational content like short form videos to help educate the users</p> <p>Benefits:</p> <ul style="list-style-type: none">- Allows for a more modular and expansive educational experience.- Can continuously update with new mini-games as recycling technologies and methods evolve.- Offers a blend of active game-play and passive content consumption. <p>Drawbacks:</p> <ul style="list-style-type: none">- Potentially higher development and maintenance costs than a single game.- Risk of overwhelming the user with too much information.- Potentially not as fun as a pure gaming experience
Cost-Benefit Analysis	



Develop a Dedicated Idle Game Focused on Recycling:

Costs:

Financial Expenditures: Estimated development costs including writing code, game design, and creating graphics.

Time: Depending on the complexity and depth of the game, it could take a very long time to get a good product that is enjoyable to play but we will only have 1 month of development time so this has to be considered

Possible Risks: If the balance between education and entertainment is not struck correctly, the game might not appeal to its intended audience.

Potential for Reduced Quality: The challenge of ensuring that the game mechanics remain fun while being educationally accurate.

Benefits:

Increased Sales: Well-executed games, especially those with a unique selling point such as education, can generate significant revenue that could be used to donate to recycling initiatives.

Environmental Recognition: If players associating the game with both enjoyment and learning it can boost its reputation.

Market: By catering to a more general idle gaming audience, the product will have a lot of potential players

Reduction of Ongoing Costs: Once the game is developed, there are minimal costs associated with maintenance, especially if it's mainly an offline game.

Create a Game Dedicated to Recycling Education with Mini-Games:

Costs:

Financial Expenditures: More initial investment due to the development of multiple mini-games, educational content, quizzes, and short-form videos. Additionally, there are costs for marketing and promoting different aspects of the platform.

Time: A longer development period due to the diversity of content types, given we only have a certain amount of time the diversity in content might be lacking.

Possible Risks: If one mini-game or content piece is not well-received, it could deter users from exploring other parts of the platform.

Potential for Reduced Quality: Ensuring consistent quality across various games and educational content can be challenging.

Benefits:

Expandability: with the opportunity for so many different forms of content it can be make future expansion to the game easy

Environmental Recognition: By offering a comprehensive platform, it can be a real tool in educational gaming.

Market : The varied content might appeal to a broader user base, from gamers to learners.

Recommendation

After a thorough analysis of the proposed game development options focused on recycling, it is recommended to proceed with the development of a Dedicated Idle Game Focused on Recycling. This decision is informed by its cost-effectiveness, particularly given



University
of Regina



FACULTY OF ENGINEERING
& APPLIED SCIENCE

our constrained budget and one-month development window. A dedicated idle game allows for a concentrated marketing approach, targeting the vast idle gaming audience. Additionally, the ongoing maintenance costs post-development are anticipated to be minimal, especially if the game operates primarily offline. The focused nature of this approach will also enable a more precise balance between education and entertainment, optimizing player engagement. Furthermore, the current popularity of idle games presents a notable opportunity for revenue generation that can go to a good cause. By intertwining education and recycling the game can also enhance its reputation and contribute positively to environmental awareness. Considering our current limitations and the potential market appeal, the Dedicated Idle Game Focused on Recycling seems like the best choice.
