



## Masterwork Description

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Interaction Design MA

Moholy-Nagy University of Art and Design

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## Description of Masterwork

# Pitch-Salad

Edutainment for students aged 14+  
and adults about greenwashing

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Moholy-Nagy University of Art and Design  
Interaction Design MA  
2025

# Acknowledgments

Graduating from the IxD programme—especially completing my final Masterwork—reminded me of the importance of finding your people and the power of collaboration, even in individual projects. I was fortunate to have both technical and emotional support along the way.

First, my deepest thanks to my boyfriend, Márk, for his unwavering support in every situation and state of mind, as well as for helping with 3D printing and technical questions, testing. I'm also grateful to my parents for supporting my entire educational journey, and especially to my dad for always being ready to help and print at our printhouse.

Thanks to my older brother, Viktor, for assisting with website development, and to my younger brother, Márk (Simon), for valuable discussions on game mechanics. I appreciate everyone who tested my prototypes (especially the shameful, paper versions) including Evelin, Nina Pejovic, Bálint Jakab, Andi Barabás, Áron Kedves, Dödi, Milán, Márk, and Máté. For the same reason and more, thank you to my amazing IxD friends: Sára, Alina, Danijel, Kitana, Zsófi, Viki, Brigi, and Petra. Special thanks to the five students from Bárdos László Gimnázium in Tatabánya for testing the final game, and to Dödi and their teacher for organizing it. I'm also thankful to Nina for her camera.

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And finally, to Zacs, our cat—thank you for surviving my aggressive petting and for keeping me company every night these past three months. During that time, let's not forget Clancy, Blurryface and more pals providing the chill for our minds.

As a final note: thanks to everyone who encouraged me—whether with a few words or ongoing support—to reach this point in my design journey. I'm excited to begin my next chapter as a freshly graduated interaction designer, and I look forward to a lifetime of continuous learning.

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# Ars Poetica

Design is more than a job—it's a way to connect with others and create something that matters. This short piece shares the values that guide my work. (Inspired by my Design Manifesto (Hubert, 2024))

As designers, we tell stories and solve problems. Good design is not just about looks—it's about what is behind the final result, the journey that led you there, honestly and thoughtfully, to make it useful.

I believe design and its processes should be:

**Clear and Honest** – People need to know what a design is for and how it works.

**Fair and Kind** – Design should help people and avoid harm.

**For Everyone** – It should work for all kinds of people, no matter their background or ability.

**Shared** – When we share ideas and tools, everyone can grow.

**Sustainable** – We must think about how our work affects the planet and future generations.

I see myself as someone who tries to solve problems and tries to grow and engage with precious people, especially those who can help me learn more regarding my career. I try to think carefully about how my work affects people and the world around us.

While I do enjoy working alone and creating something that is more of an artistic approach, I truly enjoy working with other peers and I appreciate the open-minded and selfless help and feedback of others. That is why I am not afraid of asking (stupid) questions and showing early (shameful) prototypes. I use design as a tool every day and I am delighted to be part of the design community. I do acknowledge limitations, but I try to make the best out of what is possible.

## **My thoughts for the future**

I will keep learning and stay curious. I will design with care and do my best to make choices that help others. As one of my brothers said, "If you do something, do it right." That's how I will continue to approach my work: with effort, honesty, and heart.

# Concept

This section describes my concept, providing a written walkthrough of all its elements and the reasoning behind them. More in detail, please see the last few chapters of my Design Process (Final mechanism, Visual Design, Final test, Content of cards, etc.)

There is a page at the end of this chapter with QR codes linking to final outcomes.

## Abstract

Pitch-Salad is a hybrid edutainment game that teaches students aged 14+ and adults how to spot and critique greenwashing in a fun, engaging way. It displays real-world examples, incorporating details of brands or corporations and their greenwashing accusations. While having playful competition, players learn to recognize misleading environmental claims and buzzwords. **The game encourages critical thinking—making greenwashing easier to recognize in everyday life.**

## Core Ideas

As my thesis (The Future of a Misinformed World: Fact-checking, LLMs, AI's Role and Perspectives) focused on exploring misinformation and fact-checking frameworks in the context of mostly focused on AI (Artificial Intelligence) and social media, the key insight I discovered is that there is a need to raise awareness about these topics I researched. At the end of the thesis, I summed it up as the 3 potential directions to go with. The first was Education and Awareness: Tools/Program for schools using AR/VR immersive technology and/or creating an Online Educational platform. The other two were professional tools for journalists/researchers and incremental, smaller interventions as plugins and functions on social media for everyday life. I decided to go with the education topic, because I felt during my research that there are some great initiatives going on for the latter two (which I further consumed literature about at the beginning of my design process, I referenced them in the Bibliography), but **how might I help the education system**, especially in Hungary? As my mother is also a teacher, I know there is always a need for improvement there. The other reason is that based on my thesis the best way we can start mitigating the problem is making people aware of it, and that should start from a young age. Therefore, I put **young adults and students** as my **target group** for the project and education about misinformation as the theme.

When it came to further defining the scope of the work, I realised that I do not want to focus on misinformation as it is, because the project would benefit from having a narrowed down scope. At the time I was working on a ESG (Environmental, Social, Governance) software and I realised how this concept is sometimes also criticized for **greenwashing** and that it happens to be misused. That is when I decided that it should be the focus of my masterwork, as one of my core values is sustainability and designs that support the environment.

Later on, I decided to focus on **games**, as the tool that can create the right environment for students and young adults to learn and to help with engagement, and the flow of having fun while learning. A paper I read also highlights the effectiveness of games: *"This study contributes to the growing body of literature that highlights the roles and advantages of games in media literacy education. Our findings indicate that the games have promising benefits in developing students' ability to discern unreliable and misleading information. The game-only group scored significantly higher in COR than both the control and lecture-only groups, indicating the game's effectiveness in enhancing cognitive skills related to information discernment."* (Yang, et al. 2024) I also have a personal liking of games and elements of gamification, as I incorporated the latter in several university projects during my masters here.

I have learned more about **edutainment** later, and had some core **principles** to focus on:

**1. Engagement and Enjoyment:** Making learning fun. During my research on existing solutions I realised that most of the initiatives get stuck on a quiz level, or even less, and it felt pretty boring or just too much to consume. Active learning and interactive elements should help with keeping the players focused and involved. It also creates a better chance to make them remember the experience. The **hybrid environment** as an option was always appealing to me, for reasons of this, because keeping the digital and physical combination makes it interesting, not something they are used to. Not only that, but young people are very much used to their phones, it creates a comfortable space, too. With keeping physical elements, we can avoid the isolation while having a game together. There is a charm of cards with interesting visual elements, so I thought they could be part of the core in some ways. *"Edutainment transcends the traditional boundaries of classrooms and textbooks, offering a dynamic platform where educational goals are met with the excitement and engagement typically reserved for entertainment."* (Shah, K. 2022)

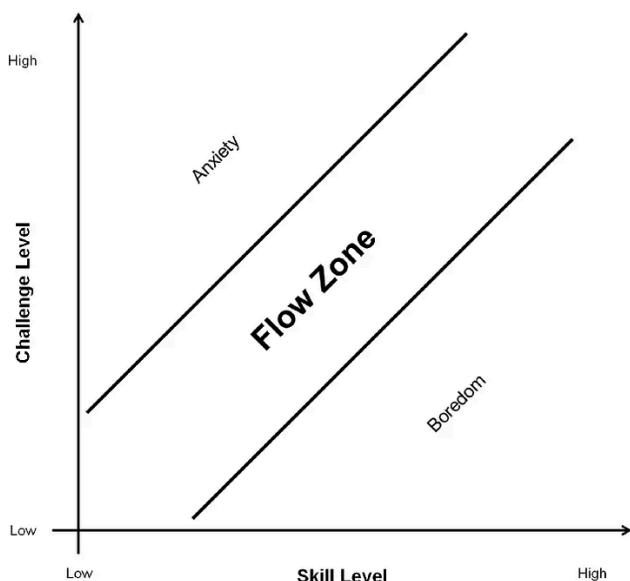
**2. Relevance:** Connecting learning to real-life: At this point I noted that I should use real-life examples of greenwashing and to always connect back to what is happening in real life, plus this way it can be more useful for them, because they might face the exact case they just learned about. **Personalisation:** I had plans, if it fits in the concept, to have a function where my players are able to create

something, like a character that represents them. I felt that it could also further boost their involvement.

**3. Accuracy and Educational Value:** Reliable and accurate information of the greenwashing content, noting where the information comes from. Clear and concise communication: Presenting information in a way that is easy to understand and remember.

**4. Assessment and Feedback:** continuous assessment, feedback and reinforcement: Providing positive reinforcement and feedback to motivate learners and encourage continued engagement. This element I had to think a lot about how to avoid making the players feeling disappointed while learning and rather encourage them if they get something wrong.

I had further readings about the topics of Edtech and Flow research of Csíkszentmihályi.



Garry Chan adapted from Nakamura & Csikszentmihalyi (Bennett, C. 2024)

*"We've found that games can help us enter a **flow state**, and we can even measure the flow that is happening during activities."* (Bennett, C. 2024)

## Final Manifestation

Core components:

The game is designed for 3–4 players or classroom teams. The gameplay takes about 45–60 minutes with onboarding included. It is advised for players aged 14+.

It comes with physical cards (a brand deck and a word "salad" deck), 3D-printed heart tokens and their containers, a box, a witch-cat figure, a rulebook and a mobile application (prototype). There is also a website I created and designed to collect all elements related to the game.

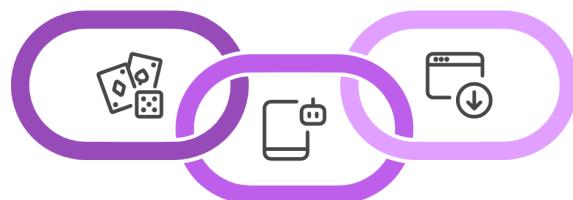
# Game Structure

## Core Components

Essential physical elements that form the game's foundation: 2 decks of cards, witch figure, rulebook.

## Open-Source Availability

The content of the core components I created and the materials I used are displayed on the web.



## Digital Integration

The optional mobile app that enhances gameplay with secret attacks and more additions. The web with QR codes reveal the outcome.

Made with  Napkin

## Setting:

Players alternate between the roles of the **Brand Representative** and **Communication Advisors**: representatives present pixelated **brands** (symbolizing misleading, "greenwashed" messaging) and their accusations, while advisors defend them using terms from the salad deck, competing to craft the most convincing pitch and earn the most money.

The **QR codes** on the back of Brand cards reveal the **real-world outcomes** behind the greenwashing accusations of each brand. **Wild cards** are introduced which are not related to the topic or even made up words. They add humor and challenge to the word deck. The **rotating** witch-cat figure marks the player in the "**brand**" role. The **application** is optional to use (and at this state is to be developed as I only have the Figma prototype), but it creates opportunities for secret attacks to gain an advantage, after players create their own pixelated avatars in it. A leaderboard crowns the best greenwasher by the end of the game which is based on how much money each player has collected. All core components are open-source on the Pitch-Salad website, and a full, well-designed version is prepared for future purchases.

## Detailed Final Gameplay

The following details are from the **rulebook** of the game. (Digital version can be found here on Issuu:

[https://issuu.com/emesekatahubert/docs/pitch-salad\\_rulebook](https://issuu.com/emesekatahubert/docs/pitch-salad_rulebook) )

### Introduction:

♦Welcome to Pitch-Salad, an edutainment card game where you take on the roles of communication advisors and brand representatives.

♦The goal: respond to brand accusations in the most convincing way possible and earn the most money from the brand.

Real-world examples are used for brand cards and for a deck of greenwashed (salad) buzzwords. It has a mobile app,

Players compete to craft attractive or funny pitches that try to defend or reply on the questionable brand accusations.

The witch cat represents the greenwashing intent of brands, therefore the rotating brand role. The pixel world serves as a metaphor that the truth is often very much blurred and not clear...

The creation of the salad pitch highlights the nature of how easily brands can mislead people.

Pitch-Salad teaches players how to recognize misleading environmental claims—while having fun doing it.

### Game components:

#### CORE

♦Brand Deck: accused companies on front and real-world QR links on the back (with pixelated images)

♦Word Salad Deck: buzzwords and wild cards

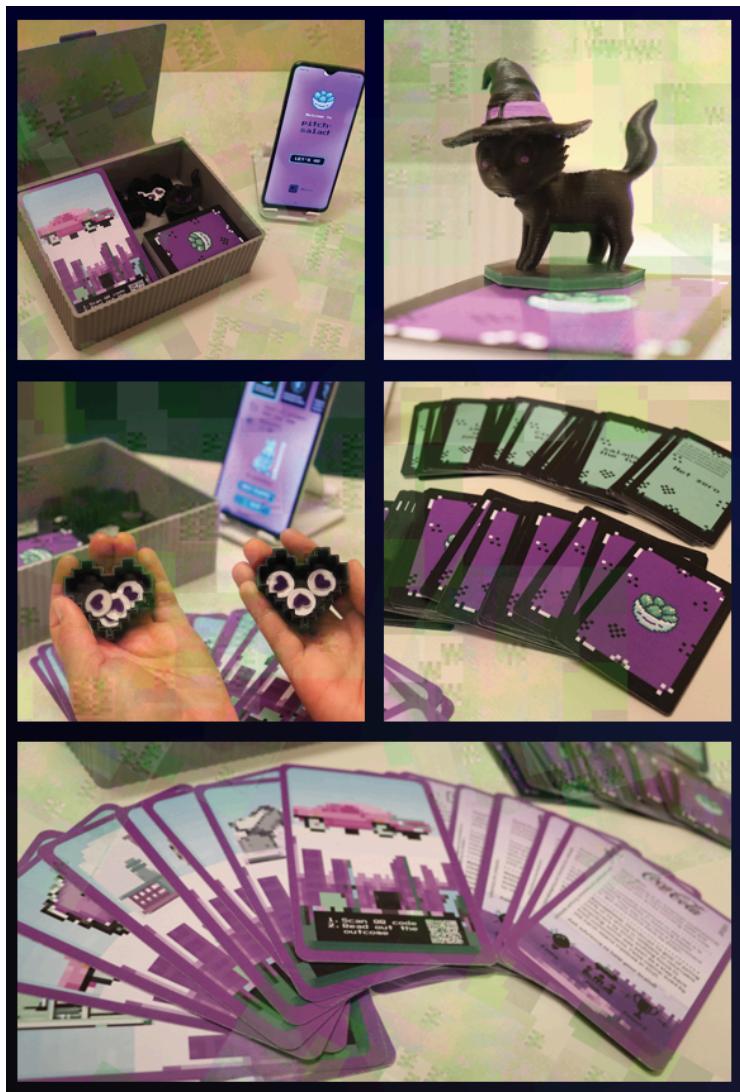
♦Witch Token: indicates the current brand representative, rotating after each brand

♦Money Tracker: currently manual on paper, app-based in development (private information of each player)

#### OPTIONAL

♦Health Tokens: public Health Points (HP) - physical but only works with app (attacking)

♦Mobile App: for money tracking (leaderboard at the end), avatar creation, timer and secret attacks



### **Setup:**

♦Player Count:

3–4 players: play as individuals.

5+ players: divide into teams of 2.

♦Starting Hands:

Each player draws 4 Word Salad cards (use it only when you are an advisor).

♦Witch Token:

Place the Witch token in front of the first Brand Representative (this role rotates each round after each brand).



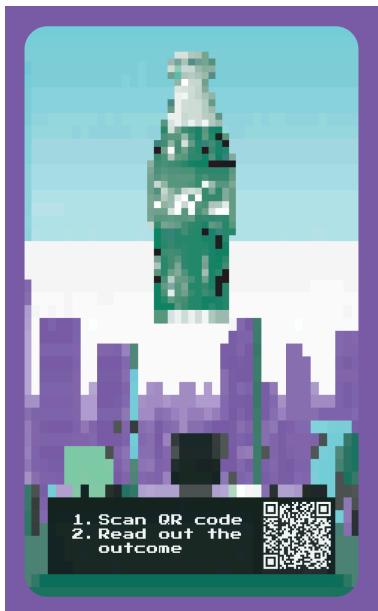
Example of the Back of a Salad card



Salad word relating to the topic



Salad wild card  
Not related to the topic



Example of back of Brand card



Example of the front of Brand card

### Objective:

- ◆ Players aim to convince the current Brand Representative that their pitch is the best one to protect or enhance the image of a brand facing public backlash.

### Gameplay overview:

## Gameplay step by step



Made with  Napkin

## 1. Draw a Brand Card

- ◆The first Brand Representative draws a card and reads its text aloud to everyone.

## 2. Pitch Preparation

- ◆ Advisors have 2 minutes to prepare a pitch using at least 2 Word Salad cards.  
(Timer will be in the app after development, use your phone now)
  - ◆ Optional rule: Extra money may be awarded for using more than 2 cards.  
(Maximum additional reward is \$150,000.)
  - ◆ If you are in teams, make sure to leave to a separate space from other teams while discussing the pitch.

### 3. Pitch Time

- ◆ The Brand representative has to call for the start when the timer is up.
  - ◆ Each advisor (or team) delivers their pitch one by one.
  - ◆ The Brand Representative listens carefully and evaluates.

## Example of Salad Pitch

Wild cards are mixed into the Word Salad deck—they're trickier to use! You do not have to stress too much on the format of the pitch, the most important is to use 2 cards.

Example Brand: Coca-Cola

Buzzwords: Planet-first design thinking + Carbon-conscious teams (wild card words)

"At Coca-Cola, we take sustainability seriously — that's why we've embedded planet-first design thinking into every stage of our bottle redesign strategy. Our carbon-conscious teams are tirelessly innovating ways to make our packaging feel lighter — emotionally and environmentally — even if it still ends up in rivers. We're not just reducing our footprint, we're spiritually aligning it."

#### 4. Reward Phase

The Brand Representative assigns rewards based on their impressions which the advisors will have to note down:

- ◆ 1st Place: \$1,000,000
- ◆ 2nd Place: \$500,000
- ◆ 3rd Place: \$250,000

#### 5. Reality Check

◆ The Brand Rep scans the QR code on the back of the card.

A web page opens showing the real-world outcome related to that brand's greenwashing case. Read it out for everyone.

#### 6. Card Refill

Players discard used Salad cards to a discard pile and draw back up to 4 cards.

### **Scoring & Mobile Application**

#### Tracking Money

◆ Keep track of your total money privately (on paper).

◆ In the app, scores and avatars are updated after each turn.

#### Secret Attacks (App Only)

Players can spend money to launch attacks against others and reduce their Health Points (HP).

#### Attack Rules:

◆ Choose an attack type and a target. Attacks cost money and reduce HP of the target.

- ◆HP tokens are public, but attacker identities remain secret. Players can attack multiple others per round if they can afford it.
- ◆The outcome of the attacks are public (without the identity of the attackers).



## **End of Game**

The game ends in one of two ways:

1. All players have played as Brand Representative twice.

or

2. Only one player remains with HP left.

The app will reveal the final leaderboard based on total money earned.

If you played without the app and kept track of money on paper, count it for each player and create the leaderboard.

★Congratulations, you're officially the best greenwasher★ but I hope you learned more!

## **Notes:**

- ◆The core components of the game are downloadable from the website.
- ◆The 3D models are credited there also.

## The title: Pitch-Salad

The name itself reflects on the core game mechanism. **Pitch**: the "Advisor" players have to create a response to the Brand's accusations using their cards drawn from the salad (word) deck. All of them have to pitch it, 1 by 1 to the Brand player (this role is rotating around). **Salad**: they create a "word salad" by having to use at least 2 of their 4 salad (word) cards in their hands. It has to appear "green" to be able to give a "helping hand" to the Brand player and to reply to the accusation. This way players realise how corporations and brands could mislead the public and people with some claims coming from nowhere, without any proof. It also has a **visual** reasoning, because salads are typically green and I wanted to create this not too direct connection with the term "greenwashing". I also find it interesting that this concept is in parallel with the idiom "zöldségeket beszélsz" which translates to "you are speaking vegetables"; its meaning also applies here because it simply tells that the person is speaking nonsense. That is the whole point; to make players realise they have to stay critical while consuming content online.

## Final outcomes

Pictures of finished parts: (Like in the Rulebook and Poster)



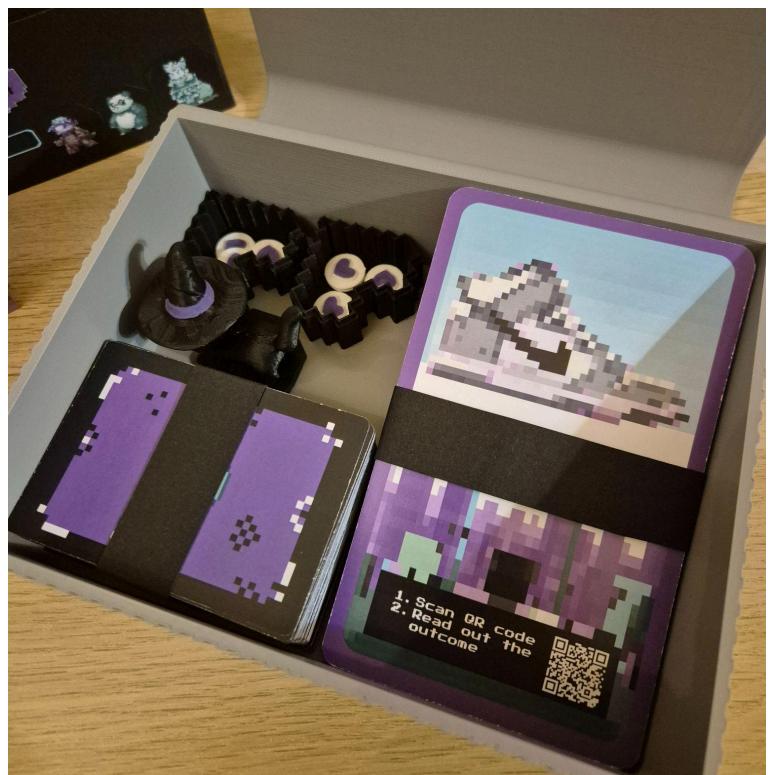
Packaging (latest version):





Open box:





Link to video:

[https://drive.google.com/file/d/1r5afsZv3t\\_8caunjKrEKnXUjz5IKuLB2/view?usp=sharing](https://drive.google.com/file/d/1r5afsZv3t_8caunjKrEKnXUjz5IKuLB2/view?usp=sharing)



Pitch-Salad website: <https://pitch-salact.vercel.app/> (not final, but mainly done)

Welcome to the petaled, pitch-controlled world of Pitch-Salad, an educational game about greenwashing.

[Contact](#) [Portfolio](#)

### Problem Statement

Younger generations are exposed to vast amounts of information yet they often lack the skills to discern truth from manipulation. Education plays a crucial role in shaping conscious consumers of online content. Students are particularly vulnerable to greenwashing and deceptive narratives. This game aims to combat this challenge through education.

[Read More](#)

### Project Description

Pitch-Salad is a hybrid entertainment game for players aged 10-14. It merges physical components, physical and digital elements, and real-world examples to teach children thinking about greenwashing and help recognize misleading environmental claims.

### Gallery Preview



[View Full Gallery](#)

### Recreate the game for yourself!

1. Open the PDF file and print it. You can choose to not print the word deck, instead write them on separate pages.  
2. You should print the brand cards and cut them out.  
3. When ready, please open the application link in Figma on your phone.

[Link to download the printable materials](#)

[Download Figma for free to your phone](#)



### Highlighted Rules

- The player who gets the most rewarded with money wins
- You have 2 mins to prepare your pitch
- If there are many people playing, you should create groups and have everyone take turns to let individual players compete
- You have to pronounce all the word's words from the pitch deck
- You are not allowed to use your phone for anything else other than what is in the app

[PDF to access the full rulebook](#)

### Testing Feedback

Initial classroom test sessions have provided valuable insights. Players engaged actively, discussed their ideas of improvement, and I refined the game mechanism after each trial.

"This game really opened my eyes to how easily greenwashing can trick people. I'll be more careful when I scroll social media now!" - Student, 16

"The role-playing made it fun and engaging, while still being educational!" - Teacher

"It was interesting to see how different accusations played out after scanning the QR images, and how greenwashing can be weaponized" - Student, 15

[Give Your Feedback](#)

### Learning Hub

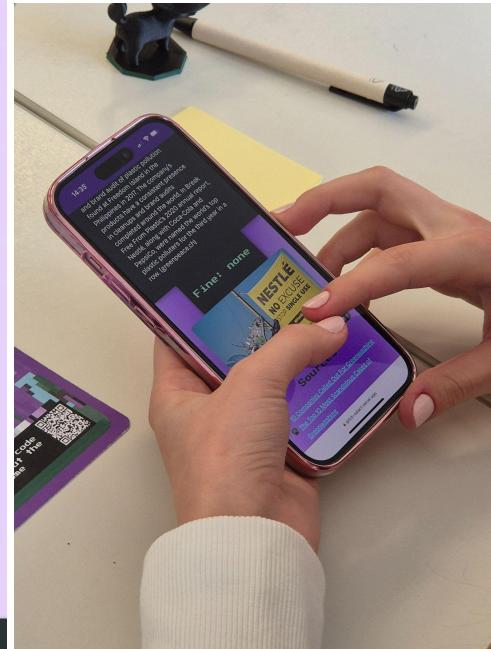
Explore these resources to deepen your understanding of greenwashing and misinformation.

- Can you spot the greenwash?
- Economics and Greenwashing Interactive Game
- What Does Greenwashing Mean? (It Ain't Like Emerson)
- Greenwashing: 10 recent stand-out examples

### Contact

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- Social Media & Portfolio: [alexzaia.net](#)

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**Gallery**

[← Back to Main Site](#)

**Explore the testing area with the newest version of pitch-salact!**

These sessions were documented with the consent of the participants. Their feedback drove my way to develop this game for my audience the best way possible.

**Feedback Form**

[← Back to Main Site](#)

We'd love to hear your thoughts on the pitch-salact game!

Name:

Email:

Age:

Your experience with the game:

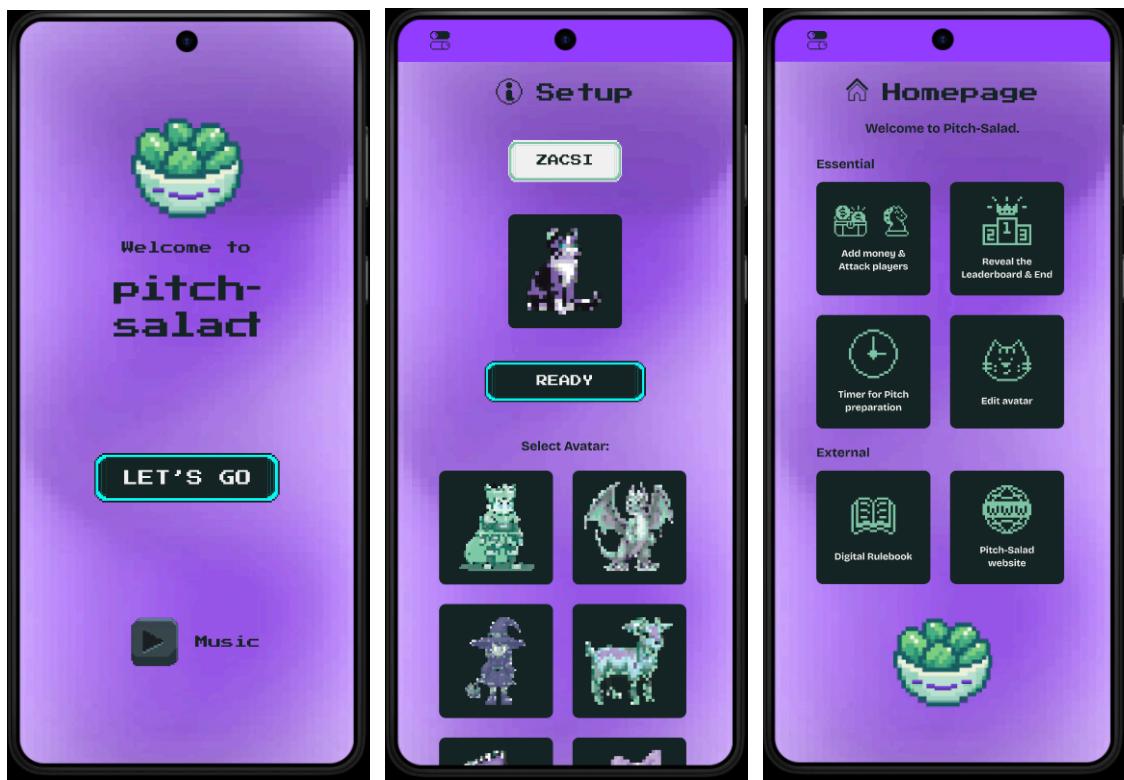
How would you rate it? (1-5)

**Submit Feedback**

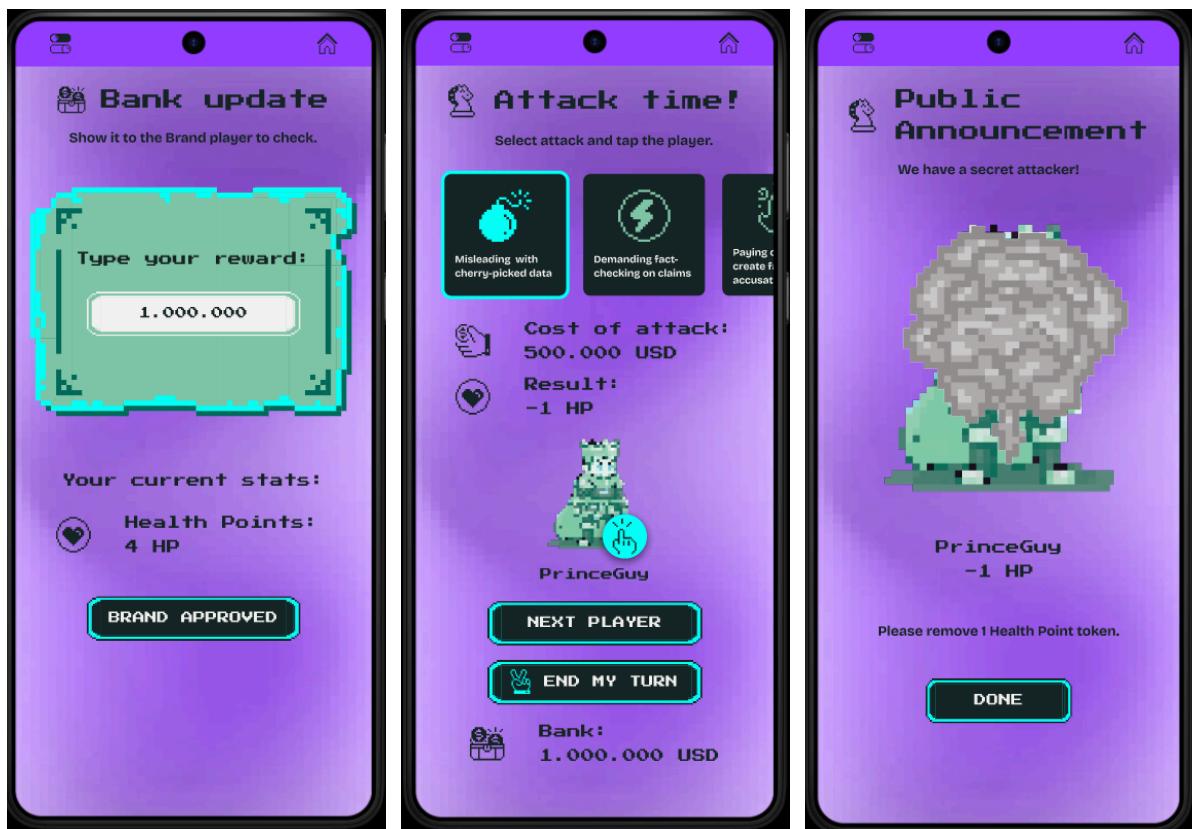


Figma Prototype:

<https://www.figma.com/proto/WPVfyebVymgdjc6yo3ONT/pitch-salad--game-app?node-id=163-192&p=f&t=2T22KVUwofjznZVG-1&scaling=scale-down&content-scaling=fixed&page-id=201%3A5616&starting-point-node-id=163%3A192>



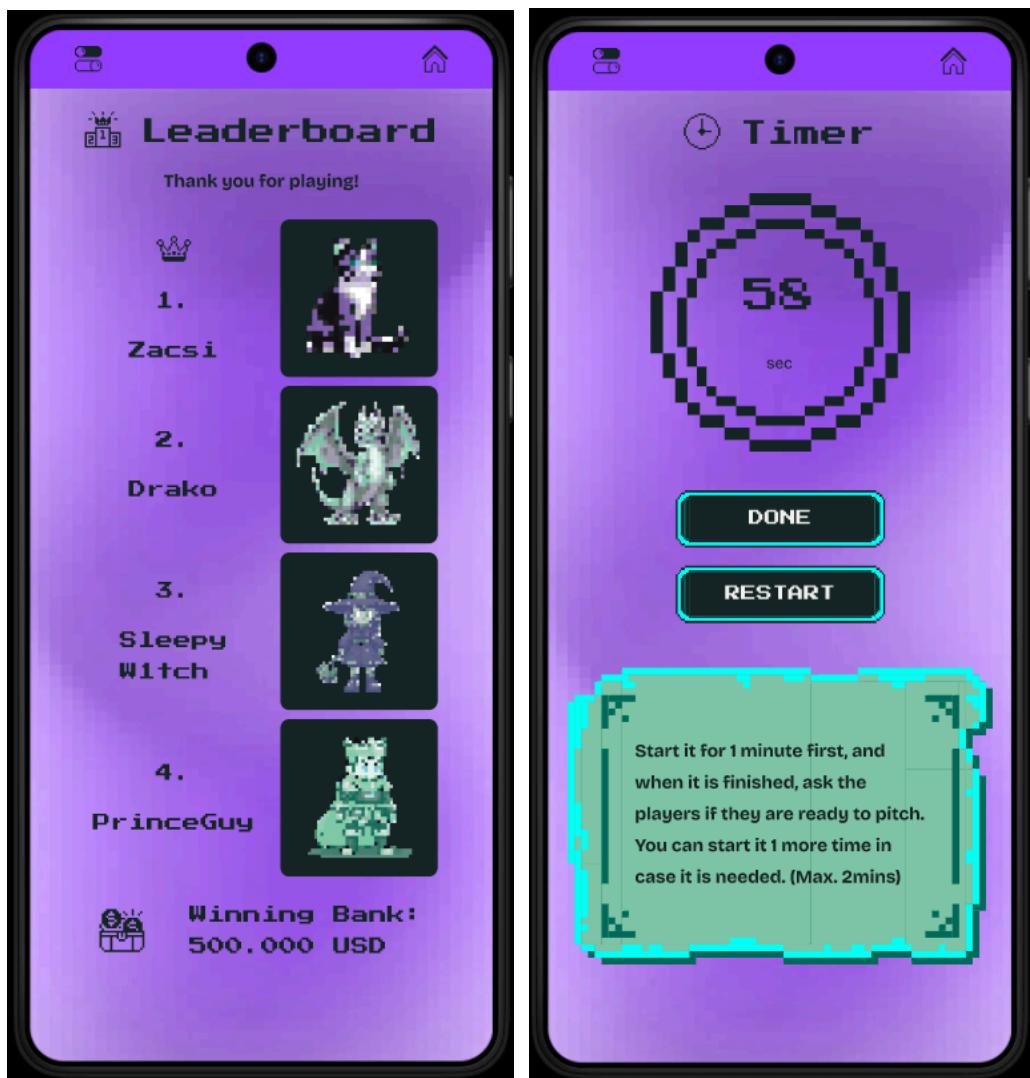
Welcome screen, Avatar setup, Homepage



Enhancing the hybrid connection, you have to check in with the Brand the amount of money you type in to mitigate cheating. The fact that you have to

wait for others to finish attacking at the Loading screen also creates focus on the community you are playing with.

The leaderboard slowly reveals itself when players decide to end the game or when the game officially has to end. The Timer enables players to use only one app for all the functions, not being distracted.



Rulebook online:

[https://issuu.com/emesekatahubert/docs/pitch-salad\\_rulebook](https://issuu.com/emesekatahubert/docs/pitch-salad_rulebook)

**Setup**

- ◆ Player Count:
  - 3-4 players: play as individuals.
  - 5+ players: divide into teams of 2.
- ◆ Starting Hands:
  - Each player draws 4 Word Salad cards (use it only when you are an advisor).
- ◆ Witch Token:
  - Place the Witch token in front of the first Brand Representative (this role rotates each round after each brand).

**Objective**

- ◆ Players aim to convince the current Brand Representative that their pitch is the best one to protect or enhance the image of a brand facing public backlash.

**Gameplay Overview**

1. Draw a Brand Card
  - ◆ The first Brand Representative draws a card and reads its text aloud to everyone.
2. Pitch Preparation
  - ◆ Advisors have 2 minutes to prepare a pitch using at least 2 Word Salad cards. (Timer will be in the app after development, use your phone now)
  - ◆ Optional rule: Extra money may be awarded for using more than 2 cards. (Maximum additional reward is \$150,000.)
  - ◆ If you are in teams, make sure to leave to a separate space from other teams while discussing the pitch.

**Brand card - front (example)**

**Salad card - back**

→ Cont.

6-7 / 16 issuu

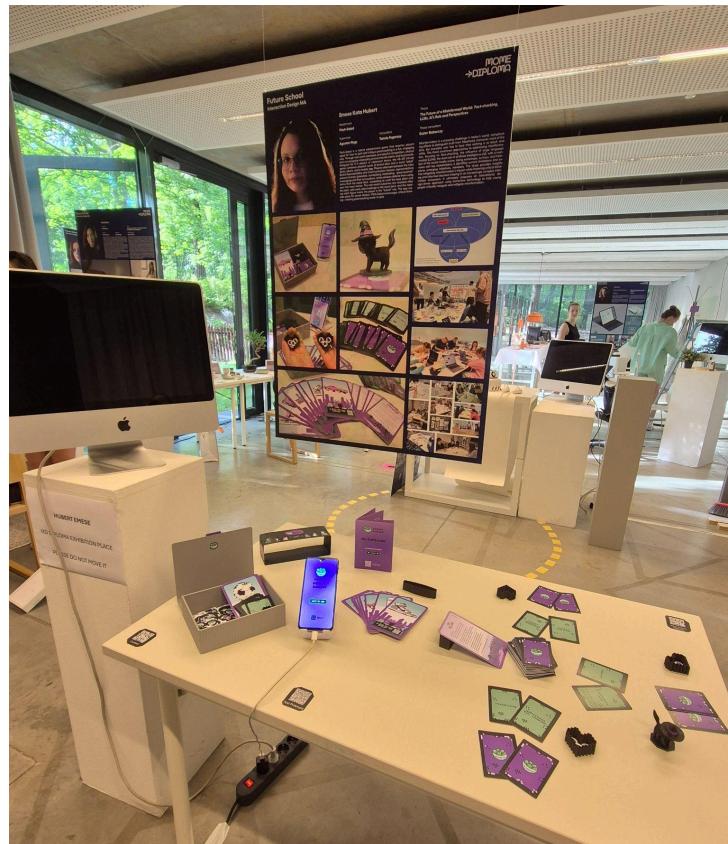
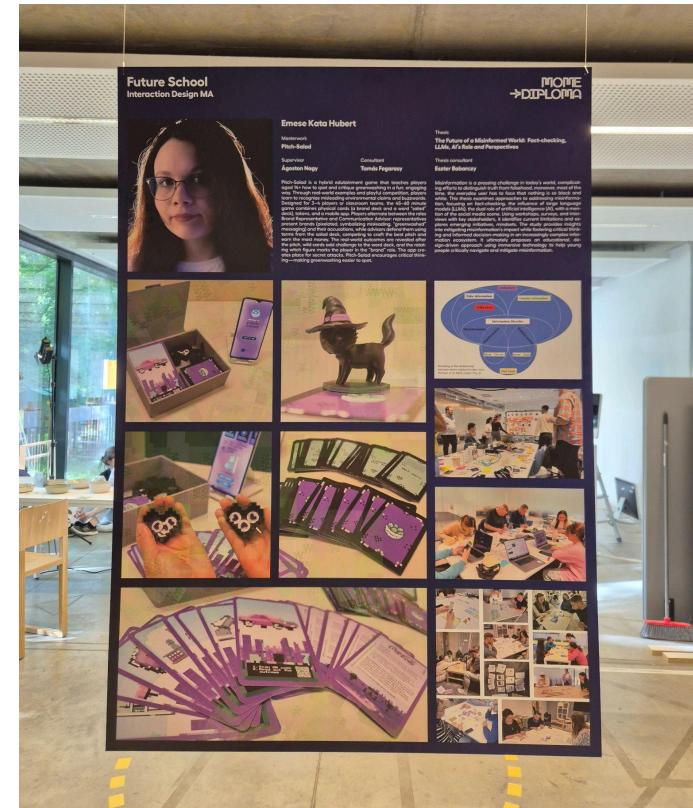


First printed version (already reprinted because of contrast issues, but I can only pick it up after the deadline)



Poster:

[https://drive.google.com/file/d/1dXWayMlqiBlb80WNfOFHlecXWH9mE5e3/view?  
usp=sharing](https://drive.google.com/file/d/1dXWayMlqiBlb80WNfOFHlecXWH9mE5e3/view?usp=sharing)



# Design Process

Like I outlined in the Chapter "Core Ideas" I had a few first initial areas to focus on from the beginning. Education, students and young adults, misinformation and then greenwashing, and finally, edutainment via a game. How this all turned out to be Pitch-Salad as I just described in the previous sections? I will guide my reader through the process in a linear way.

The very first step I took was taking a look at what is there to mitigate the problem already, plus reading a bit more about the topics I mentioned (literature consumed at this time can be found in my Bibliography in a separate section).



(From my Figjam research board, the link can be found in the Appendix)

That precisely how I shaped my core values to focus on based on the edutainment principles, as a recap from previous section:

- Engagement and Enjoyment: Making learning fun  
Existing solutions often rely on basic quizzes, which can feel boring or overwhelming.
  - Active learning and interactive elements help maintain focus and involvement. Hybrid environments (digital + physical) are more engaging and novel. Using smartphones creates a familiar and comfortable and familiar space for young people. Physical elements, like cards with visuals, help avoid isolation and enhance group interaction.  
Visually interesting cards could be a core part of the game.
  - Relevance: Connecting learning to real-life. Use real-life examples of greenwashing. Connect content to real-world experiences for practical relevance. Increases usefulness by preparing players for scenarios they might actually encounter.
  - Personalisation: Consider allowing players to create a character representing themselves to enhance involvement.
  - Accuracy and Educational Value

Ensure all greenwashing content is reliable and accurate, with sources clearly cited.

Communicate information clearly and concisely for better understanding and retention.

- Assessment and Feedback: how might I endorse players to make them feel supported and not judged while learning?

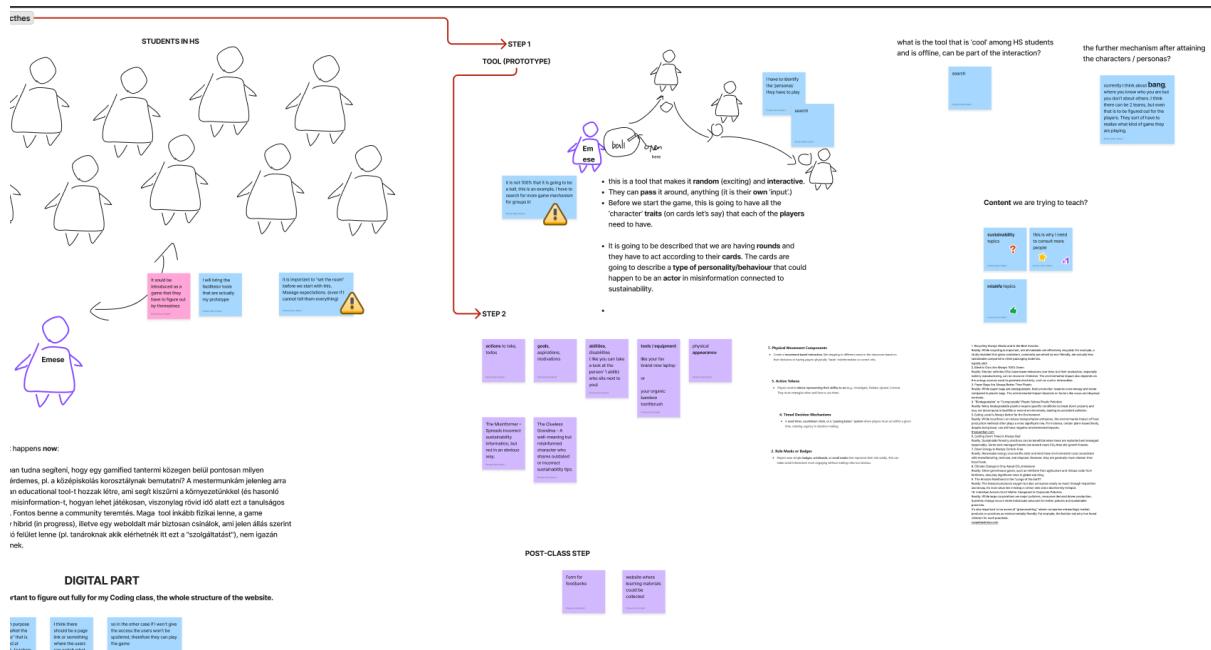
I also knew early on that I would like to create my own website, learning basic coding, like html, css, and a little bit of javascript logic. I took a class during this semester and my teachers were Virág Tibenszki and Nina Törő. I would like to thank them for helping me with my first website here and there when I needed it.

The main reason behind the website was to create a place where I can upload the open-source materials which are prepared for schools/teachers who can't buy the full package (my final result). It has the content of the core elements, like brand and salad cards which are essential to play the game.

Another reason for the website's existence (even though it was not always like this) was that I also had to have a place to display the final outcomes of accusations which are also a core element to the game. So now when you scan the QR code at the back of Brand cards, you actually arrive at one of the landing pages of the website. It is only accessible this way, to avoid the players getting to know the final output before they have to reveal it. Overall, I thought that since my concept is quite product and service ready, I wanted to have a forefront of the whole concept.

As for the technological implementation, I aimed to not complicate it too much, because many people and schools might not have access to VR, Arduino and such products that they have to pay extra for. That is one of the reasons why I was thinking mainly about cards, some tokens (which could be purchased with discount or they could use the version on the website without the extra layer of visual design), apps, and websites. I considered AR (Augmented Reality) for a while and I even implemented it at a point (more about it later), but it happened to be dismissed.

Actually, coming from the thesis, I have heard about the fact that there were initiatives based on "touring" schools and educating the students and teachers on such topics. I also had ideas, what if I create a tool that helps those people or even me to spread awareness? I imaged it as a workshopping toolkit.



(Appendix 1)

In this example I was ideating on the possibility of including an interactive element and at this point it really was not about a board game, rather an interactive educational experience.

From the beginning, Bang!<sup>1</sup> Elder Sign<sup>2</sup>, as board games were inspirational to me. Bang was mainly because of the role-playing elements, I initially wanted to do something similar with Greenwashing roles. (For those who do not know Bang!, the part I'm referring to is that players draw role cards and 1 public role is the Sheriff, the rest (bandits, Renegade, etc.) are not, so people can lie about them in order to achieve their goals. They also have some equipment/skill cards, which I was thinking of as well. As for Elder Sign, the setup of different sizes of cards and tokens were very charming in a sense that it keeps me so focused on the game - though I noted that the complexity and timeframe of that one is definitely out of scope for my target audience.

The role playing aspect manifested first here as I identified some of the following roles that could be played in the game (but was not used after a while):  
*Example Roles:*

*The Clueless Grandma – A well-meaning but misinformed character who shares outdated or incorrect sustainability tips.*

*The Misinformer – Spreads incorrect sustainability information, but not in an obvious way.*

*The Activist – Actively seeks correct information and tries to educate others.*

*The Skeptic – Questions everything and might delay decision-making.*

<sup>1</sup> <https://boardgamegeek.com/boardgame/3955/bang>

<sup>2</sup> <https://boardgamegeek.com/boardgame/100423/elder-sign>

*The Passive Observer – Does not take active steps to engage.*

*The Pragmatist – Focuses on actionable, realistic solutions.*

With this concept, there was the following idea (also dropped): *One group that successfully recognizes and stops misinformation. Another group that unknowingly perpetuates false sustainability narratives. The grand reveal will showcase which team prevailed.*

Some core elements stayed with the final concept, like the website as the forefront, including high schoolers, because of their maturity level and the fact that they are yet to choose their higher education path. I was mainly thinking of average Hungarian high schools (meaning no special education, no extra classes and preferably not in Budapest), like how mine was (I studied in Kiskörös, in Bács-Kiskun county); even the fact that the game is in English could help them enhance their vocabulary, not to mention the whole topic, as even I got into it on this level not so long ago at 23 years.

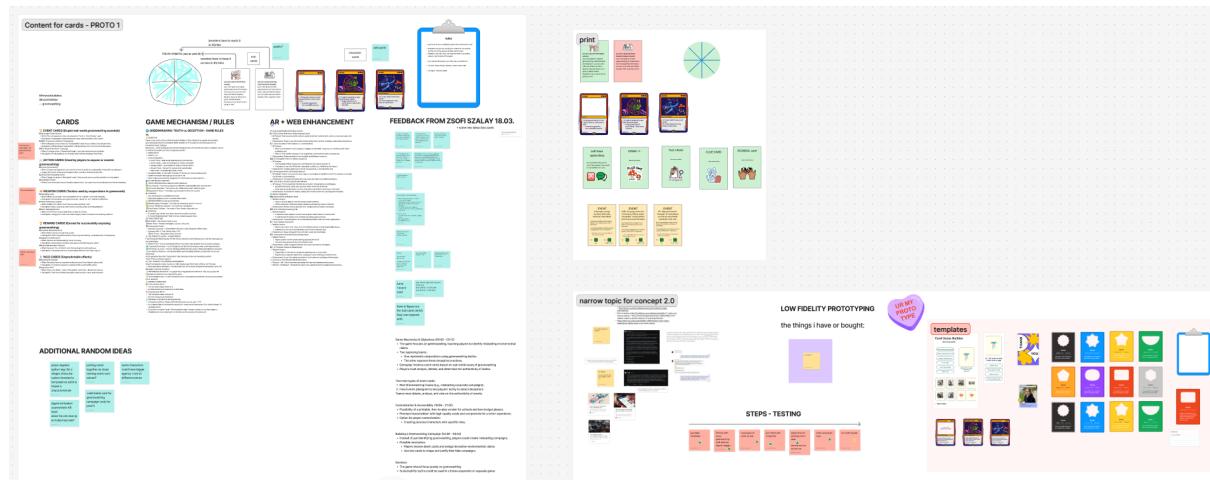
Something that was important from here on is that I wanted to create the place for the “input of the player”. Therefore making them create their own answers regardless of what they are proposed.

At this point I reached out to 5 people on LinkedIn in hopes to reach someone who could assist me with the creation of game mechanisms. Eventually I had the opportunity to have an online session with one game and UX designer, Zsófia Szalay, who I'm thankful for and she was kind enough to listen to my early concept and helped me with identifying what is already good and can be kept.

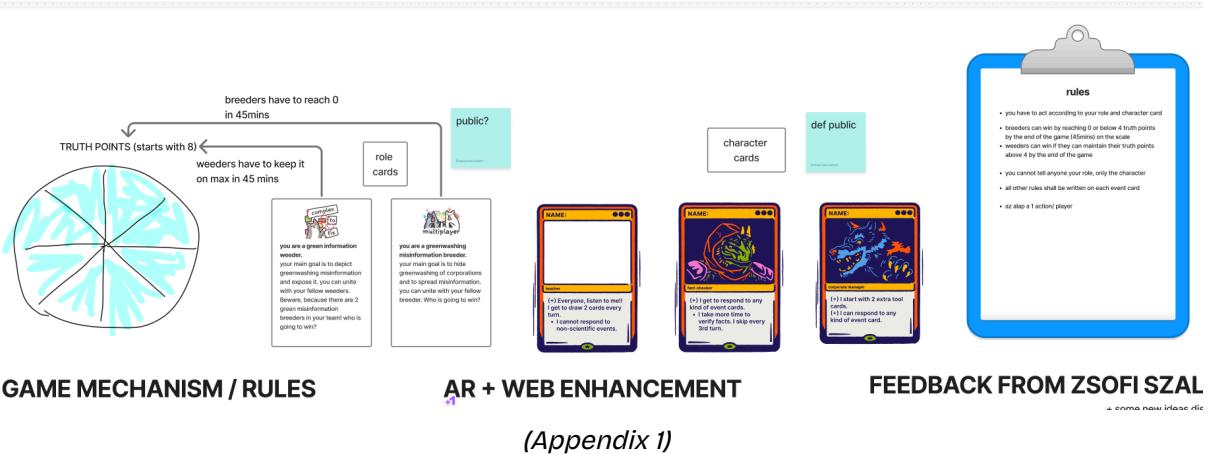
## 1st Prototype

With all that being said, I finally arrived at the point when I had enough materials and ideas to make a first paper prototype.

The details of the making of it are the following:



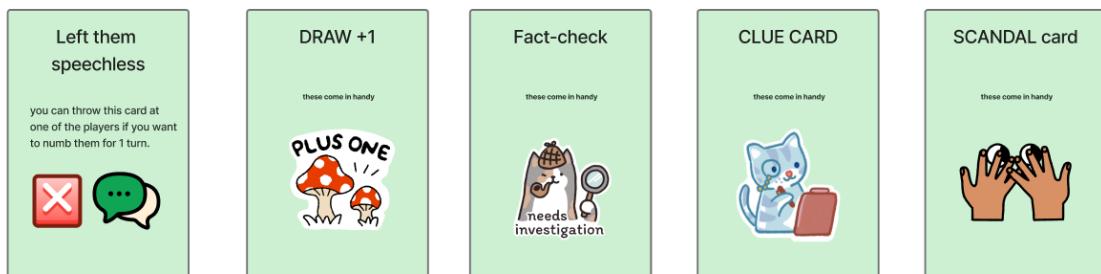
(Appendix 1)



The core 2 groups in the game were identified in a similar way I just mentioned. The pro-greenwashing group were called the “breeders” and the anti-greenwashing group were called the “weeders”. The core idea was that there were a certain amount of Truth Points at the beginning (8 at first) and that was symbolised with a wheel. I wrote and introduced some basic rules, but they rather evolved from continuous testing. The idea for the final reveal of reality was there from this point on, but at this time I imagined and marked it as an AR function. It is because I aimed for something like a video or additional 3D element, which could have required this function.

There were character cars which held different types of advantages and disadvantages sometimes. This idea also contained the possible injustice that might come with an overpowered versus underpowered character.

The players received a random pack with role and character cards with some hand cards (the drawing deck which contained the action cards).



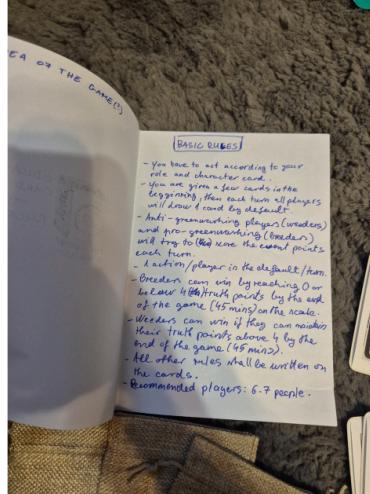
(Appendix 1)

Furthermore, I was not sure whether building something physical during the gameplay could be somehow implemented, so I brought lego bricks to testings.

Overall the following testings were about the first version of the paper prototype, but I incorporated smaller changes, sometimes to the mechanism or to the physical parts. They were extremely beneficial and it helped me really early on to throw out those ideas that are just not working for my concept.

## 1st Test with Márk

18.03.2025.

		
All printed cards	Scale of truth points (8)	Draft rulebook

(More materials via link in Appendix 1)

### Findings:

- Cards that are eliminating each other's effect sometimes can feel pointless.
- Highlight that we are looking at real events, do not forget to add details.
- There were cards destined to use only for breeders and weeders separately, but when he drew one that he could not use because of his role, it was again pointless.
- We agreed during the gameplay that the opposite role of the exact card should be able to use it but has to collect extra to exchange it for their usable cards. (Scandal - breeder role, Fact-check - weeder role)
- Should define the discard vs. drawing pile. Some games allow players to draw from the discard.
- The question of quiz-like elements through cards? Could it work?
- Take a look at how Bang! does wild cards.

## 2nd Test with Sára

19.03.2025.

Findings:

- She highlighted similar problems, though we started to enhance the flow on the spot
- I introduced the Health point system for breeders, because it makes the two groups more balanced, as the weeder group already had the truth points to protect. I gave her lego bricks symbolizing Health points (HP). She commented that she likes the idea of having tokens and the way I added this.
- She liked the interaction, and added that she checks the new event card all the time we finish one. She carefully read everything on the cards.

## 3rd Test with Danijel and Alina

19.03.2025.



(Picture taken by Alina Khisamova)

Findings:

- Some mechanics, such as scandal and fact check card interactions, may cause confusion in their current state.
- Strategy revolves around collecting the right combination of cards to progress.

- The game has a recommended player count of 6-7, but uncertainty remains about the experience with fewer players in this version.
- Imbalances in character cards.
- A proposed digital art tool could expand player engagement and creativity, for example, on an ipad. (Proposed by one of the players)
- Provide clearer explanations for card interactions, turn structure, and strategic possibilities.
- Ensure players have enough actions per turn to avoid stagnation.
- Overall, players enjoyed that they could compete in their roles.

## 4th Test with Alina

19.03.2025. (She proposed the idea of quickly revisiting with her only after the group session)

Findings:

- Some players can respond to all event cards, while others can't, creating a potential advantage. Question is, do I need this restriction?
- The second round is providing a clearer understanding.
- A high number of events is needed to sustain a 45-minute gameplay session.
- Turn management issues arise when players are muted or unable to respond. (skipping turns card)
- Address muted player challenges by ensuring alternative interaction methods.
- Scoring Ambiguity: The scoring system lacks clarity and consistency.

## 5th Test with Áron, Andi and Bálint

20.03.2025.



(Picture taken by Bálint Jakab)

### Findings:

- Adjust fact-check and scandal card ratios to avoid dominance of one type.
- Card interactions are complex, requiring tactical decision-making on when and how to play them. This can be confusing at first, especially without clear guidance.
- The rounds after the first one were much more understandable and smooth.
- Players must balance individual scoring with team-based strategies in a dynamic, competitive environment. They have to team up with their group while having their own cards. It creates a tricky job.
- Concerns arise over whether certain mechanics, like double draw, are overpowered.
- Clue cards serve as a wildcard, creating extra scoring opportunities or replacing other cards. This extra functionality arised in this exact play and helped overall, but again it created a strategic challenge.
- Fact check cards counteract scandal cards, introducing a defensive strategy. This was also enhanced in this play, but was overall hard to create counterattacks. Uncertainty remains about whether certain moves result in neutral outcomes (no points gained/lost).
- The idea of visuals - something the players build to see how far they had come, like with lego or collecting, earning items was supported here as well.
- Players adapted as we discussed the new rules, but some inconsistencies hindered smooth gameplay.

### 6th Test with Dödi, Máté, Milán (young adult friends)

26.03.2025.



(Picture taken by Márk Radics)

### Findings:

- For more mechanism ideas, they suggested me to look at Cluedo, Watergate case, etc.
  - They realised the complexity of creating the game and they also agreed that probably copying the game's mechanism I also took inspiration from and additional ones are a good way to try to solve the problems.
  - In this version, they had the choice each turn to decide to become a weeder or breeder. They liked this new addition.
  - Communication limits during the game are important to figure out right.
  - This was when the policeman / the fact-checker rotating role came to the picture. I remembered it from the game Sheriff of Nottingham<sup>3</sup> where the role of the Sheriff rotates around and dictates the turns. In some other games, like The Crew,<sup>4</sup> there is the captain role similarly, and they also have extra abilities, like starting the round.
  - We discussed ideas with AR and quiz implementation, even though the quiz part seemed problematic, because in order to test something with a quiz, it would be nice to give prior knowledge. I did not want to use this from the beginning and I also was against creating extra steps for players before actually playing. Regarding the AR part, I decided to keep it. Someone mentioned that for example in Chronicles of Crime there is an AR mode (The Virtual Reality module) as an extension.
  - The idea of the mobile app also emerged after this session, because one of them mentioned that it would be really nice if we could somehow utilise the essence of an app being more secret and something only you can see. Since we discussed that in other games, like Bang! One of their main concerns was always the fact that they can get eliminated super quickly when players agree to "kill" someone. It can result in early elimination and having to wait for everyone to finish being part of a new game. But what if we won't be using visible cards to attack each other, rather do it secretly and reveal the results only? This way players cannot agree beforehand to collectively eliminate someone. The identity of the attackers can be hidden.
- Not only that, but they agreed that having the timer in the app would be a nice addition, because it won't break the flow of using the physical parts and the app.
- At this version there were still no clear parts of the physical components other than the cards, so we discussed other possibilities, like having a dice, or a map.
  - About the skipping turns problem, we agreed that the players should not be left out completely at any point of the gameplay.

<sup>3</sup> <https://boardgamegeek.com/boardgame/157969/sheriff-of-nottingham>

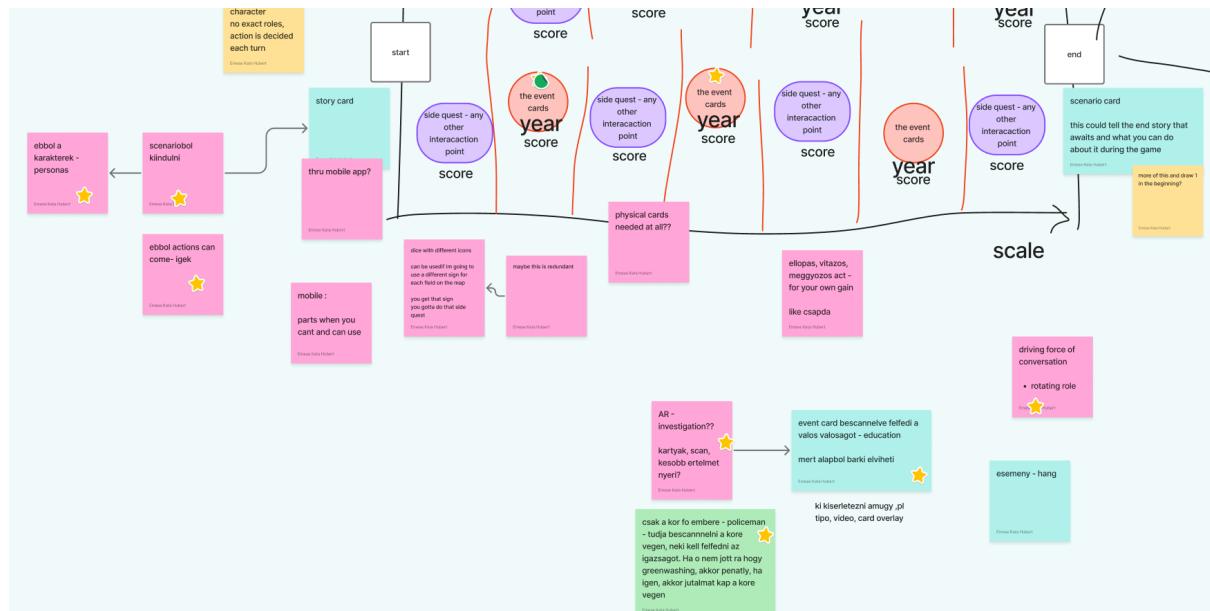
<sup>4</sup> <https://boardgamegeek.com/boardgame/284083/the-crew-the-quest-for-planet-nine>

- Slight little rules, like when to play out your decided actions: at the same time when "everyone's ready?" is important to note down.
  - At this point I was already aiming for including lots of different cases to check and see rather than going for only one to solve, but it came up in the discussion, too.

## 2nd Prototype

First sketches based on the previous testings:





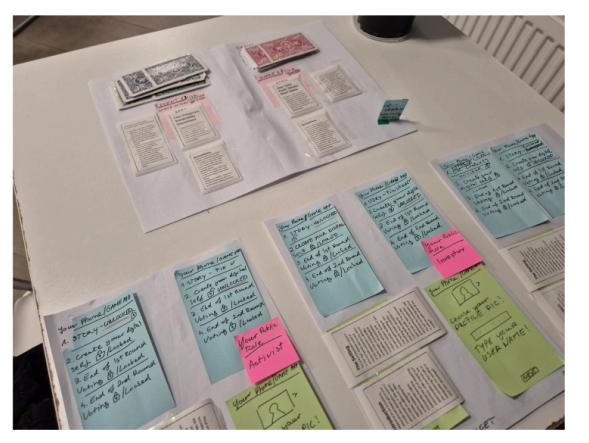
(Link to it in Appendix)

This new sketch was getting slowly closer and closer to what I created at the end, but is still not quite the most polished idea.

It proposed further ideation on the AR functionality, and the rotating role as well. It actually got linked together here, which stayed the same in terms of logic in some other form (the Brand role with the cat figure, having to reveal with QR codes the outcome). This was already considered one of the educational parts of the game.

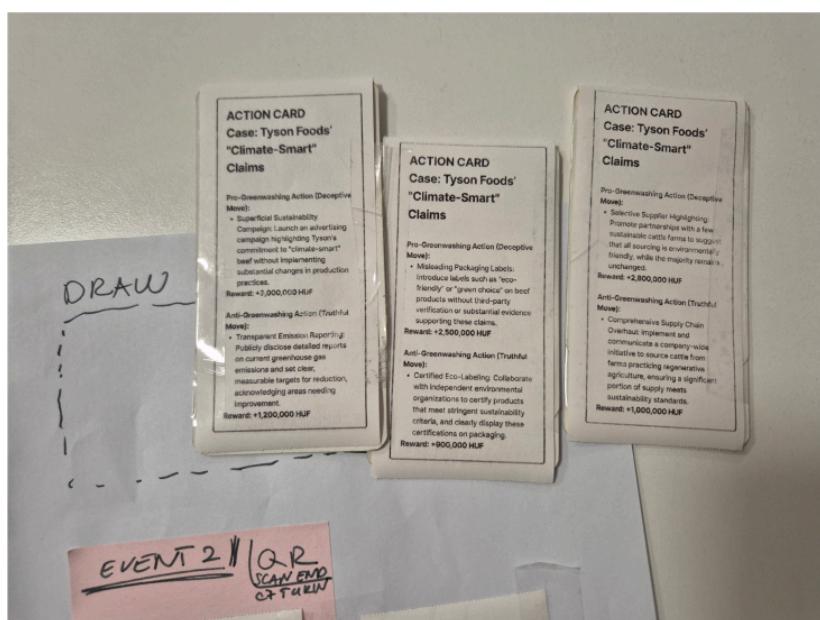
At this state I was still ideating on the physical map, but ultimately decided to not make it. I felt it was too complicated to do and I was debating the cards again. At the end of the new concept the cards remained with the new paper prototype of the app. I tried to prepare roles related to the concept of greenwashing. The greenwashing cases stayed the same in terms of brands and accusations. The AR feature was not so much in the development of this version. Other than this, I noted that it would be nice to have sound effects and music in the app, especially for the attacking part (this also stayed in with the final version).

The pictures of the prototype before the first testing are as follows. The components of this version are quite complex and take a longer onboarding time.

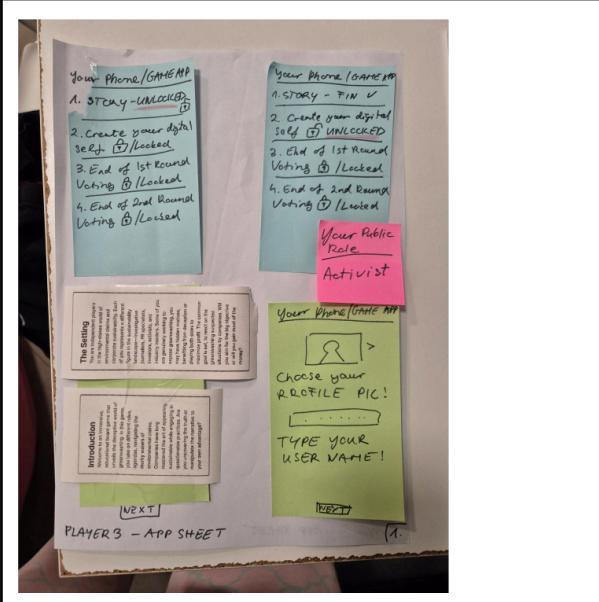
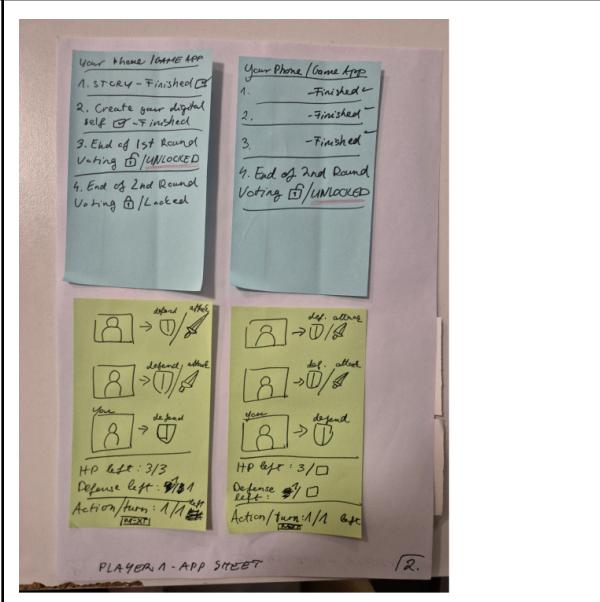
	
<p>Full picture of all elements. Mobile mockup, cards, rotating role figure.</p>	<p>Events on the left and right and accusations. Cards to draw above them, each related to the exact event.</p>

The events were about some brands and their accusations. In this version I created in a way that one of them was actually guilty of greenwashing and the other was not. According to this, there is a "rotating" role indicator as a fact-checker. Its job was to figure out with each round and event whether the accusations were legitimate or not. They got their reward according to their job in each round.

As for the other players, they got a role like the 'Activist' and had to behave like so during their pitch. This counted when drawing a card from the Action cards for each event. You had the choice to be a greenwasher or not, but the money prize was different. It was worth greenwashing if you did not get caught. If you were, then you got no money and the fact-checker takes it. The leaderboard idea stayed the same at the end, the more money you collect the higher the chance you can win.



The draw cards had 2 options on them: 1 is anti- the other is pro-greenwashing act. They contained a secret motive to include and act on in your pitch.

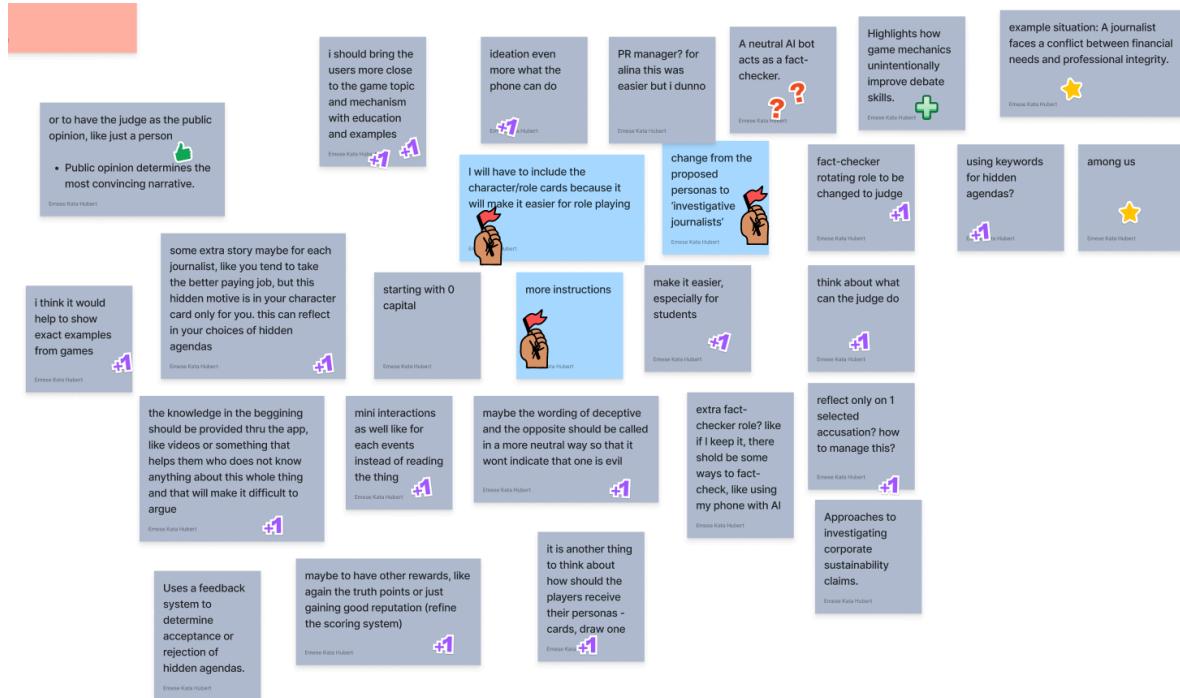
	
<p>Mobile app mockup: Onboarding (setup, introduction) and creating your avatar in the app.</p>	<p>Attacking Mockup: Choosing players to attack and/or defend yourself.</p>

## 7th Test with Tamás and Alina

02.04.2025.



Findings:



(Link in Appendix)

- One of the first things was that I realised it is too complex for the scope I have (45-60 mins for 14+ aged players). They had rather a hard time understanding all parts of the gameplay and we decided to make it easier on the spot.
- I got rid of the characters, like Activist and Investor. Not everyone can imagine such roles without further guidance on them. Instead, we discussed the idea of having the judge as the public opinion, like just a person for the rotating role. It determines the most convincing narrative.
- For the other players the role of “investigative journalists” was proposed.
- I realised that I did not think enough about what the rotating role can do. What should a judge be able to do during its turn?
- Just a general feedback was to include keywords to make understanding easier, but that also came with the nature of the paper version, it was just not polished that much.
- We had ideas to include examples for everywhere when needed. This element I used in my final product to show an example what pitch can look like.
- Overall while I was thinking how to fix these and make it as simple as possible, I started to think I should maybe take a different approach. Later on I got advised to really test out what is the minimum amount of features and elements that make the game work. This was really a turning point in the development.
- In this version actually the situation was rather about creating a debate and after adding the judge, it became like a courtroom situation. So the

pitch that I have now in the final version did not come in the picture immediately but rather evolved into a simpler version, because in a pitch you do not need to answer anyone, the Brand representative can "judge" your pitch completely based on their opinion. So it came a long way to make it a working mechanism that also fits into the concept.

With all that new ideas, I prepared the new version for testing with the next group.

## 8th Test with Evelin and Danijel

02.04.2025.

I had another testing scheduled for the same day, but again with some small changes to the prototype I created a new version which was worth to test with new players.



I added for example this token (modified dice) with an opportunity for the fact checker to ask a question to help them make a decision. At the end, this element was not used during this gameplay.

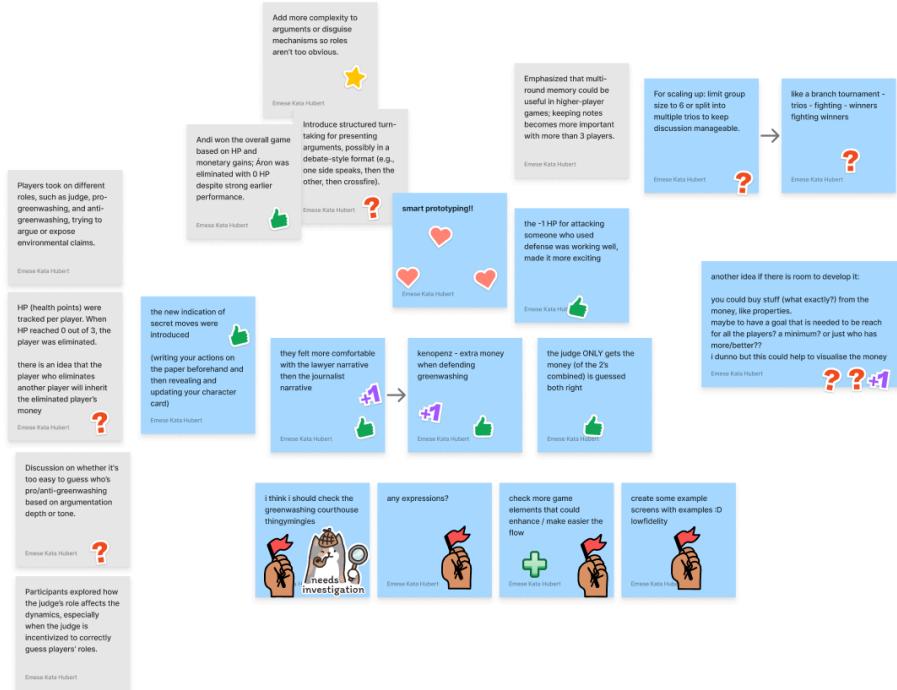
#### Findings:

- A proposed rule suggests attackers should lose HP if attacking a defended player (to discourage reckless attacks).
- They liked the fact that the attacker remains hidden, adding strategic uncertainty. It was quite hard to test though without the app, but we managed on post-its and with agreements.
- We highlighted the challenge of having an increased number of players and with more players, more pitch to remember.  
For this problem later I asked my consultant what I could do, and he suggested making groups. That is why I paid attention to this detail in the final version, that I have a desired number of players (3-4) but if there is more, like in a classroom, they can be grouped, each group for 1 avatar, reducing the number of pitches to remember.
- They mentioned as well that more clarification of the rules would be welcome, even while it is in development.
- They actually enjoyed the gameplay a lot, but it is true that they also needed 1 round to get more familiar with the flow.

## 9th Test with Andi and Áron

09.04.2025.





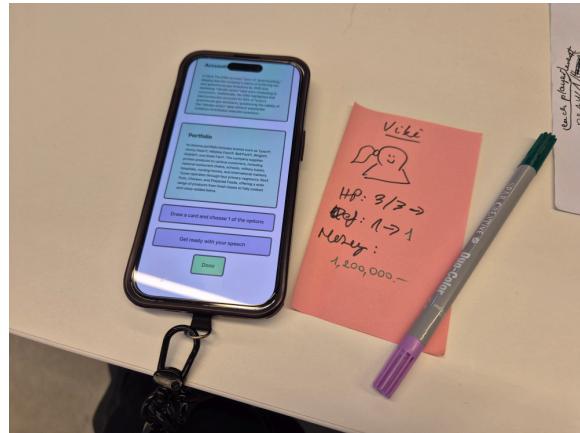
## Findings:

- They felt that the roles that you choose each round are quite easy to guess. It was interesting, because they said that before realizing that they guessed wrong. Regardless, it made me think that this part might be confusing to people and they might guess right or wrong not on purpose. This problem got solved in the final version by stating clearly that all of the advisors are greenwashing, the only competition and judgement to be done is which one is better for the Brand player.
- The new indication of secret moves were introduced (writing your actions on the paper beforehand and then revealing and updating your character card)
- HP (health points) were tracked per player. When HP reached 0 out of 3, the player was eliminated. The idea is that the player who eliminates another player will inherit the eliminated player's money. This is what happens now in the final version as well.
- I noted at that time that I should look for expressions used in such scenarios like greenwashing cases in courtroom scenarios.
- They liked and enjoyed the idea of the -1 HP result for attacking someone who used defense.
- New rule introduced: the judge ONLY gets the money (of the 2's combined) is guessed BOTH right. This makes it more challenging.
- We actually changed the narrative again for this game, because the journalist role was not appealing to them. Instead they felt more comfortable with the lawyer narrative, which made more sense in a courtroom.

## 10th Test with Viki, Brigi and Petra

10.04.2025.

For this testing, I changed the paper mobile mockup to a very sketch-like figma prototype. I asked the participants to use that and the cards that I provide.

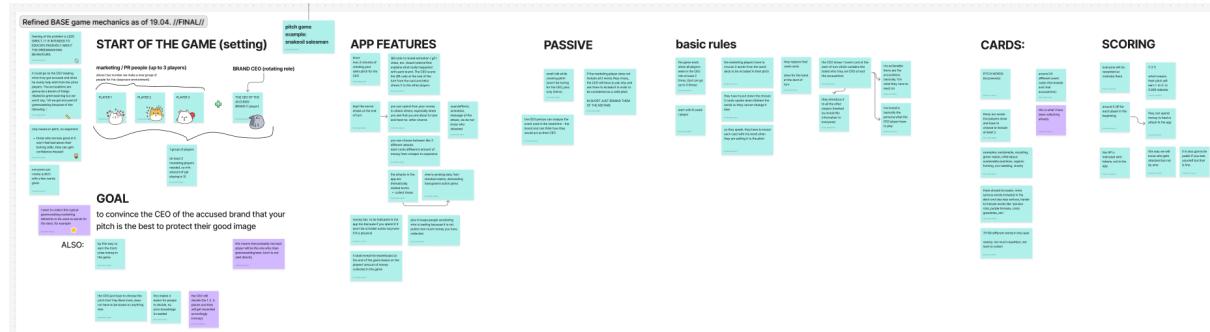


### Findings:

- My previous assumption that I have to change the way people are guessing the greenwashing or not got confirmed during this play. At times, people expressed doubts about the motives and strategies of others, such as having a "feeling" that someone is lying or being dishonest, but they're not sure how to act on that intuition.
- They also advised to reimagine the courtroom environment.
- More development of the role of the judge should be done, because at this stage they have to wait too long for people to get ready with their talk. There was no special functionality behind this role.  
For the final version (talking about the Brand representative) I solved this by setting a short time limit for people and giving the Brand Rep more work. (choosing card, reading it, setting timer ma. 2mins., giving the rewards, revealing the QR code outcome)
- Overall they really appreciated the fact that they got to know more about the brands that they actually know or they are well-known. They also supported the idea of giving it to high school students.
- Further enhancing clarity around rules.

## Creating the Final Mechanism

At this point in the journey, I had a lot of feedback to work with, but I still did not have the final working game, so therefore I could not focus on the rest, like final visuals. I had to reevaluate what I have and create the very core working part that could welcome the rest, as additions only. This was the most important part.



## To illustrate the final version: (from my Figjam, it is in Appendix)

The same logic is described in my **rulebook** which was in an earlier chapter, except the AR part: the final version only has QR codes linking to the website, but this version operated with the AR concept.

**Refined BASE game mechanics as of 19.04. //FINAL//**

framing of the problem is LESS DIRECT, IT IS INTENDED TO EDUCATE PASSIVELY ABOUT THE GREENWASHING BEHAVIOURS.  
Ernest Kots Hubert

**START OF THE GAME (setting)**

**Advisors of Brand communication**  
(up to 3 players)  
above that number we make a new group of people for the classroom environment

**PLAYER 1**, **PLAYER 2**, **PLAYER 3**

**BRAND REPRESENTATIVE (rotating role)**

**THE REP OF THE ACCUSED BRAND (1 player)**

only based on pitch, no argument  
• those who are less good at it won't feel bad about their lacking skills, they can gain confidence instead!

1 group of players  
(at least 2 advisor players needed, so min. amount of ppl playing is 3)

everyone can create a pitch with a few words given

**GOAL**

I want to collect this typical greenwashing marketing elements to be used as words for the deck, for example ★  
Ernest Kots Hubert

the BRAND just have to choose the pitch that they liked more, does not have to be based on anything else  
Ernest Kots Hubert

this makes it easier for people to decide, no prior knowledge is needed  
Ernest Kots Hubert

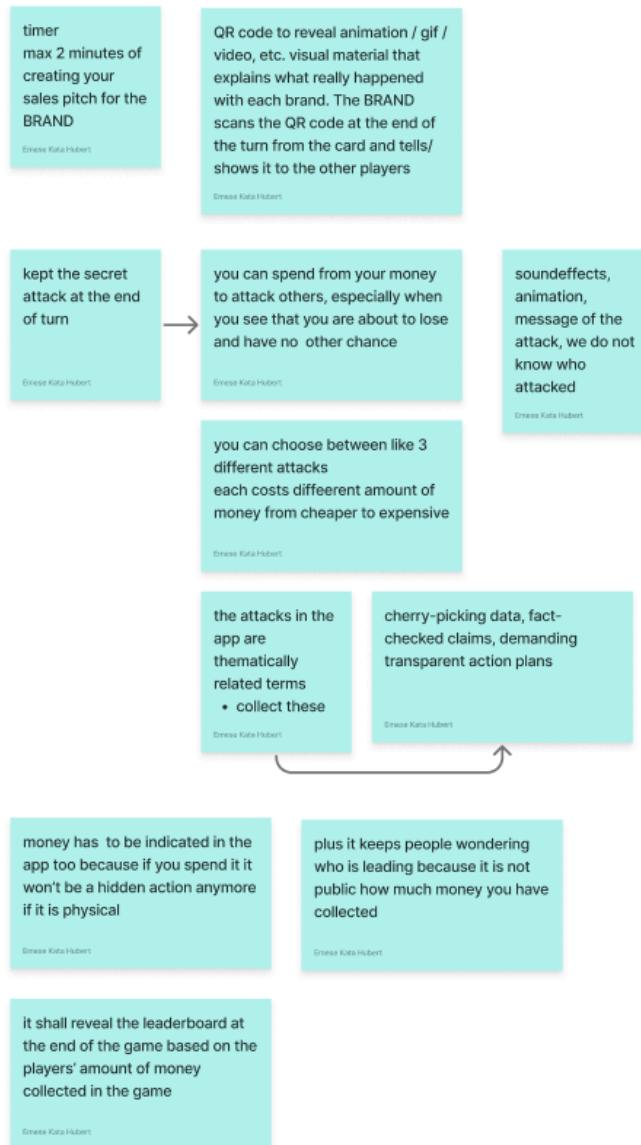
the BRAND will decide the 1. 2. 3. places and they will get rewarded accordingly (money)  
Ernest Kots Hubert

this means that probably the best player will be the one who does greenwashing best  
Ernest Kots Hubert

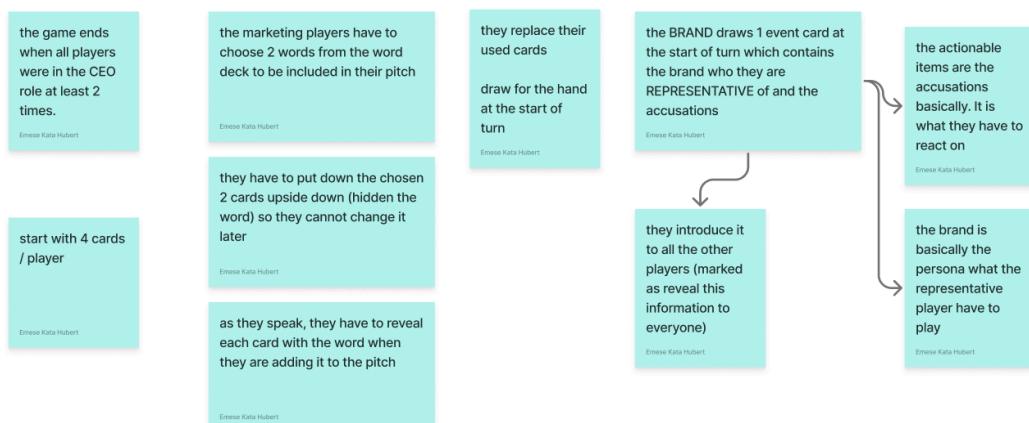
by this way, to earn the most prize money in the game  
Ernest Kots Hubert

**pitch game example: snakeoil salesman**  
Ernest Kots Hubert

# APP FEATURES



## basic rules



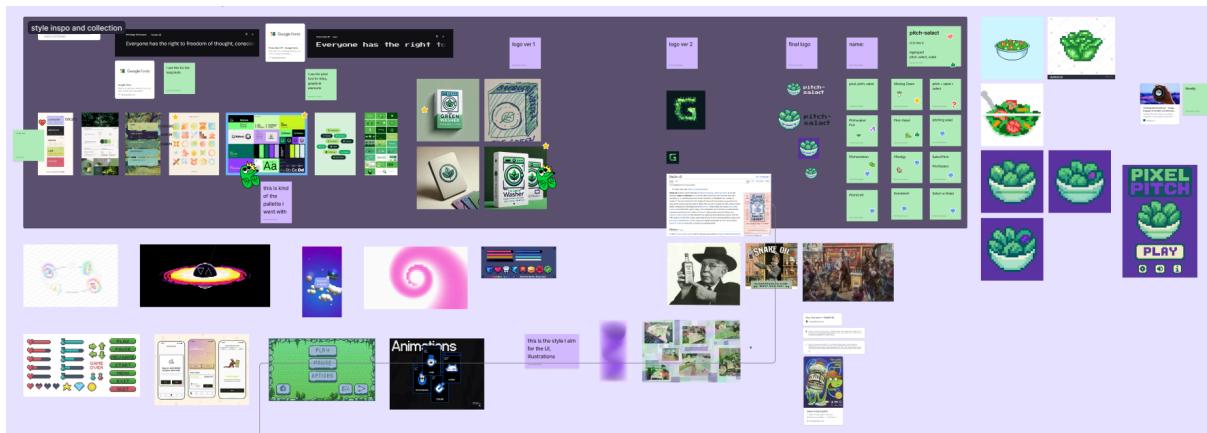
# CARDS:

# SCORING



The changes to this in the beginning was that I did not know for sure how to call the roles, so the Brand representative was CEO/CMO at first, but I changed it. The advisors were PR/marketing players at first, but I also changed it to Communication Advisors. This is because I felt it is much easier to image yourself as simply just the "brand" and someone who gives advice. The names are also fitting because while I was consuming a lot of web articles about these greenwashing cases, sometimes the accused Brand's representatives really come out and say something. Sometimes admitting their fault, sometimes not. So it is realistic in this sense.

## Final Visual Design



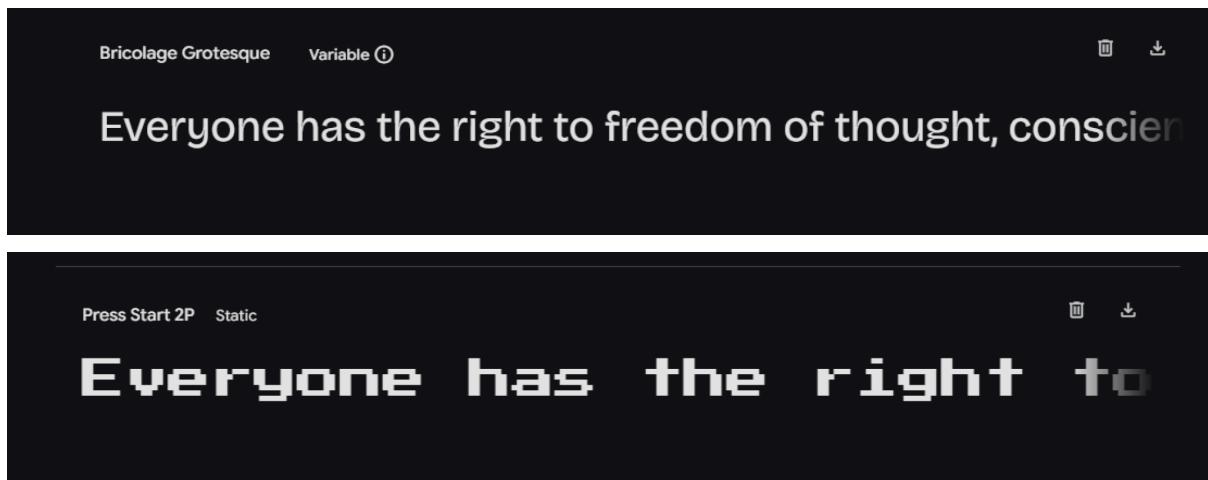
Some components, inspirations

I started to gather inspiration first for my website's UI, and I had a few iterations. One of the most important things was for me to include the colour green, because the topic screams for it. The rest was a bit more complicated, because I did not want to make this project like a grassfield. I wanted to compliment the green in a natural way. That is why I chose purple, as they are complementary colours. They create a strong contrast and can be visually stimulating when used together. I also chose a few additional colours.



For the rest of the story, I have a metaphor for the pixelated visuals I chose to create. Pixelation in this pixel world of Pitch-Salad means that the truth is blurred, altered and misleading. That is the reason behind seeing pixelated illustrations on the back of brand cards - they have been accused of this exact thing. The metaphor is complete with having a witch-cat as a token to mark the pixelated brand, as witches are always not up to something good. This way it was the optimal decision to follow the charming and entertaining visuals of old RPG games with pixel art.

As for the fonts used, I chose Bricolage Grotesque<sup>5</sup> for the non-decorative texts and Press Start 2P<sup>6</sup> for the logo and other decorative parts, like titles.

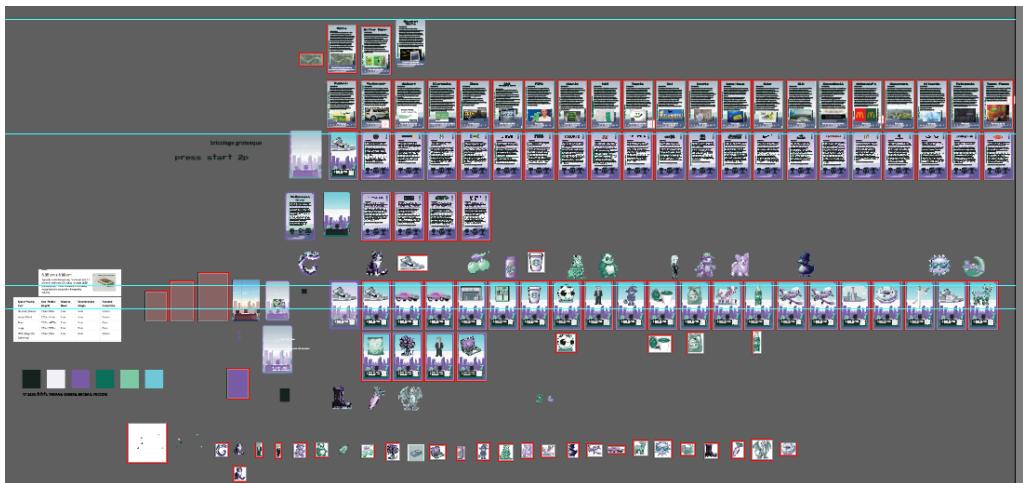


The title name I already talked about; but what about the logo? It was again no question that I had to have a salad in some shape or form. I actually used ChatGPT to help me create some inspiration and I also collected some from Google search. I decided to create it with Adobe Illustrator, as I did so for all my pixelated art. For the other illustrations I used Midjourney as a reference maker, then I started doing pixel art in Illustrator and to colour them according to my colour palette. I chose the illustrations quite randomly at first, but then after consultations I decided to make it relevant to all the brand cards. The not relevant ones I used later as avatars in my application prototype.



<sup>5</sup> <https://fonts.google.com/specimen/Bricolage+Grotesque?query=bricol>

<sup>6</sup> <https://fonts.google.com/specimen/Press+Start+2P>



For the background image, I chose a picture from Unsplash<sup>7</sup> and pixelated it and coloured it to purple.

For the pixel icons, especially in the app, I used a Figma Community file<sup>8</sup> and in some other cases, like the website, Flaticon<sup>9</sup>. I used one more Figma Community<sup>10</sup> component for my UI.

For the rest of the work I used Adobe Illustrator, Indesign, Photoshop, Premier Pro for video, and Figma. I used Visual Studio Code, Github, Squoosh and [vercel.com](https://vercel.com) for the creation of my website.

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<sup>7</sup> <https://unsplash.com/photos/a-blurry-image-of-a-green-background-R2SXIfV-dFM>

<sup>8</sup>

<https://www.figma.com/design/yIM0570kql74qZcjqxZvE3/1-300-Free-Pixel-Icons-%E2%80%93-Vector-Pixel-icons--svg---Community--?node-id=1128-1456&t=HA1wrrwCVM8eOp7V-0>

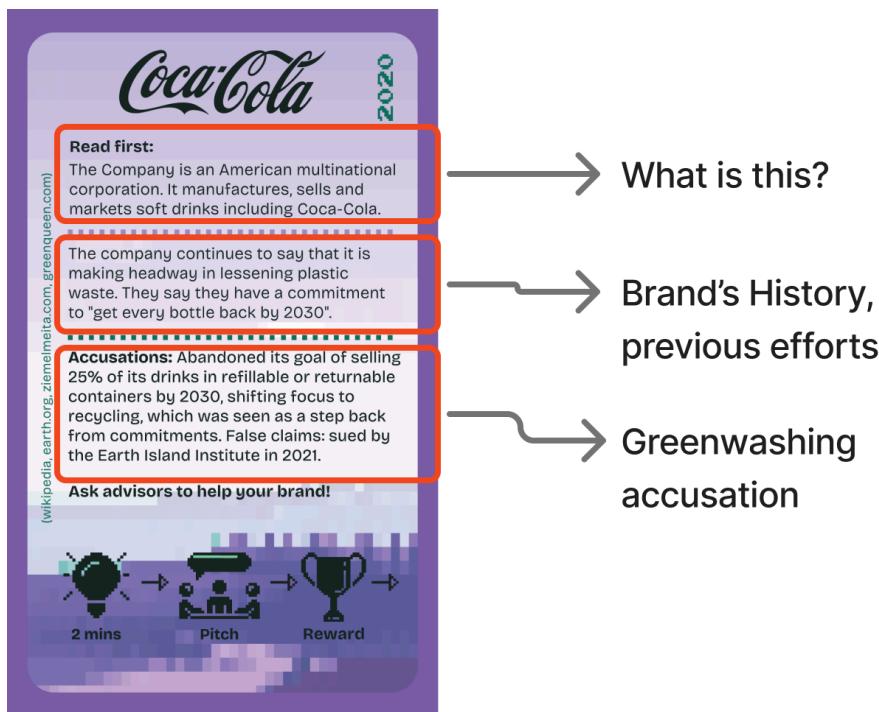
<sup>9</sup>

[https://www.flaticon.com/free-icon/tree\\_12414749?term=pixel&page=1&position=23&origin=tag&related\\_id=12414749](https://www.flaticon.com/free-icon/tree_12414749?term=pixel&page=1&position=23&origin=tag&related_id=12414749)

<sup>10</sup>

<https://www.figma.com/design/3RTpjLAEuoZUVdL3w5otL/Pixel-Game-User-Interface--Community--?node-id=103-3509&p=f&t=pNf1bYemBLPJNY9x-0>

## Content of the cards

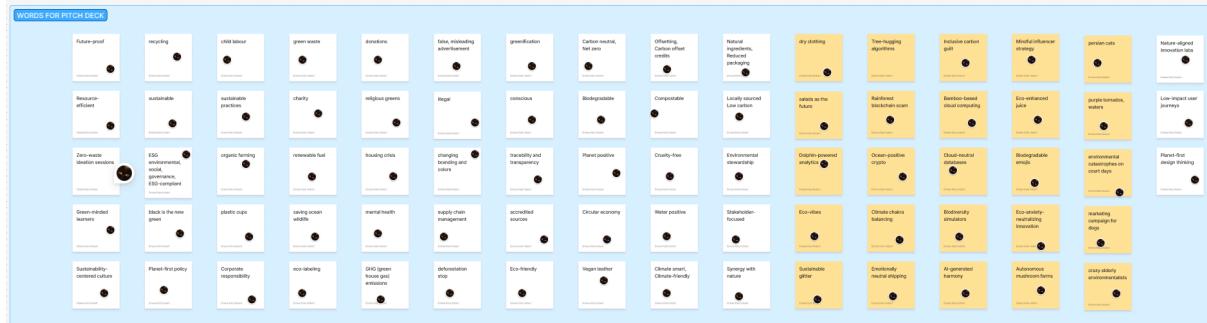


I have collected many greenwashing cases with brands and their relation to greenwashing, with several sources. Overall I prepared 24 different ones.



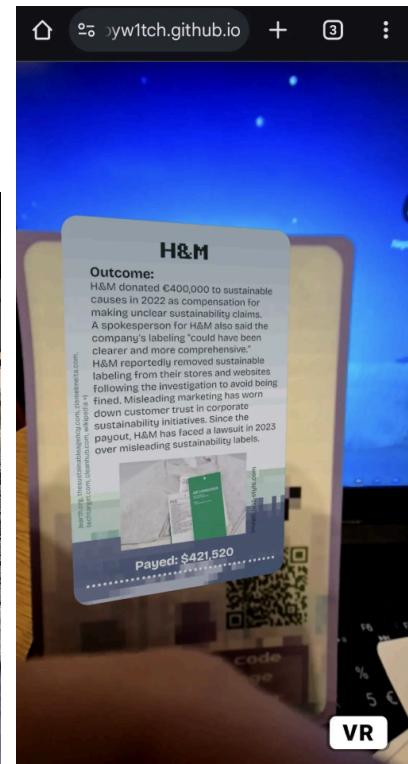
As for the salad cards, I took inspiration from these articles I read and use similar or same words. Sometimes the words are completely regular, like

"sustainability" but there are some irregular ones like "AI-generated harmony" which is harder to include in a pitch but might be rewarded extra if successful. Overall I collected 70-80 different ones.



## 11th Test with Nina, Ágoston and Kitana

07.05.2025.

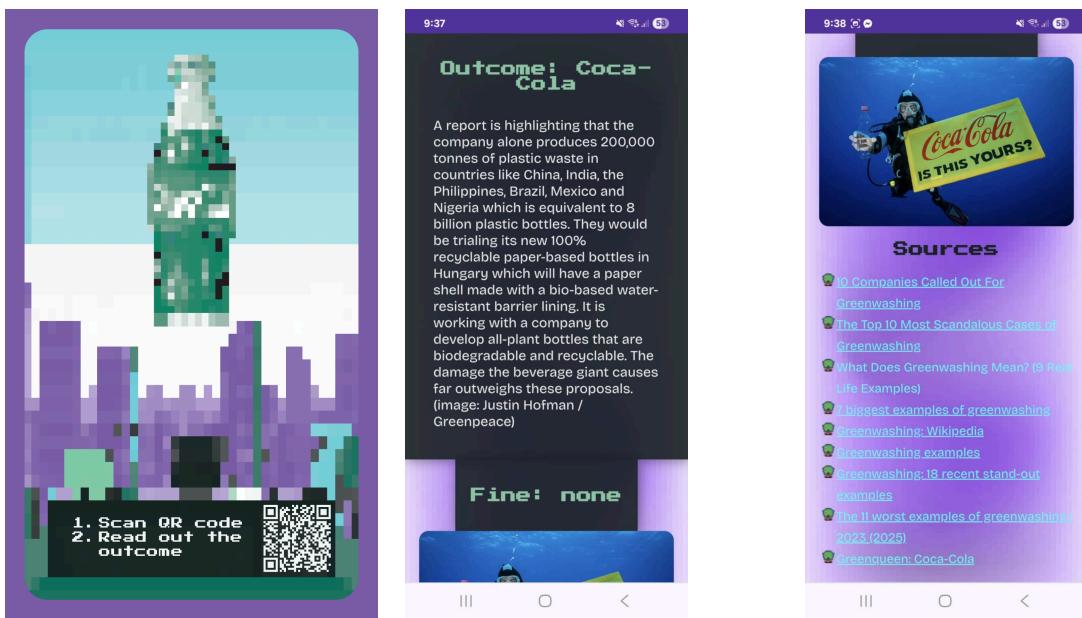


### Findings:

- The key takeaway from this testing was to improve the quality of the cards by reprinting them (I was facing some issues during this first printing). Some smaller design changes were also suggested, to increase contrast, placement of elements etc.
- The gameplay itself was very smooth, which was a great feedback at this stage. There was no rulebook yet but I printed some draft versions of it on A4 for this test only.

- Like I said, this version operated with having to scan AR images, which were the illustrations on the back of Brand cards. For some it was rather annoying to have to take a screenshot to see the content without moving and some mentioned they did not understand the card over card structure, but content-wise it was fine. That is why I decided to switch to 1 step QR code only, and to put the content on the website where they can land after scanning.
- It was recommended at this point to change the brand cards' illustrations to relevant ones. (like for Coca-Cola a typical Cola bottle)

After this session I edited my cards and sent them to reprint. I also knew from the beginning that I wanted to test at the end of the process in a real high school environment with students aged 14-18. That is why I asked one of my friends who teaches in Tatabánya, Bárados László Gimnázium. He was kind enough to arrange it for me and to gather 5 students. More about the result a bit later.



In the final version, after scanning the QR code, you will arrive at the outcome of the accusation of the Brand

## 12th Test with Zsófi, Brigi and Danijel

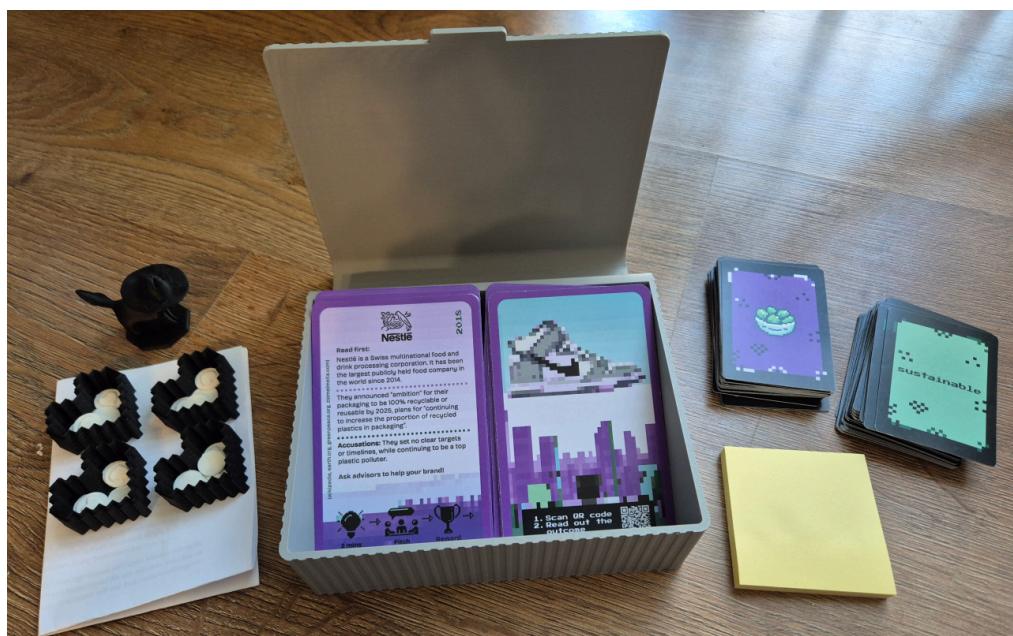
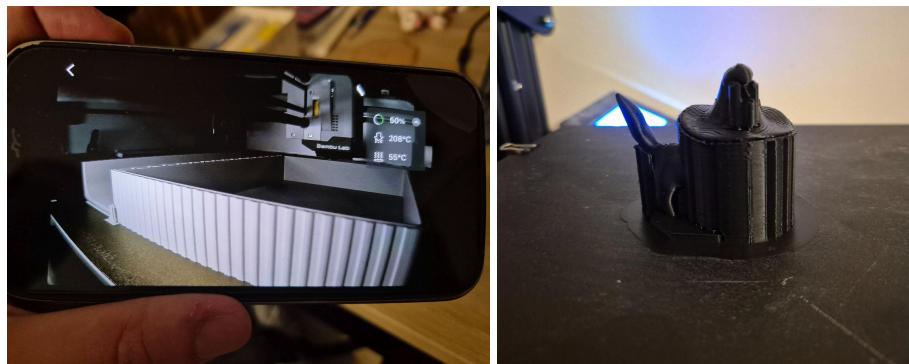
14.05.2025.

		
The last test before the final one with students	The salad cards were messed up during printing by the printhouse, they did not print the back design.	The witch cat had to be reprinted for better quality.

#### Findings:

- This testing was extremely short due to the nature of our final demo presentations to our class. We did not have time to go a whole game, but the flow seemed to be easily understood by them and they visibly had fun while laughing about some wild cards.
- Since one of my decks got messed up while printed, I had to send them to reprint it.
- Some other 3D printed elements were missing at this time and also their painting was not done.
- Other than this, the quality of the cards looked really nice and all the previous problems got mitigated with the iterations.
- A few of the illustrations seemed to be a bit too far from each other by style, additional revisit could be done to them in the future.
- The mechanism got a lot more simpler and they did not mention a problem with it. The only part that was still completely done by me was the onboarding, but this time I prepared the rules in my demo presentation and had them read it. I wanted to know how understandable the language is and the way I described everything. They needed some help because the rulebook was not done yet.

## Iterations and Additions before final test

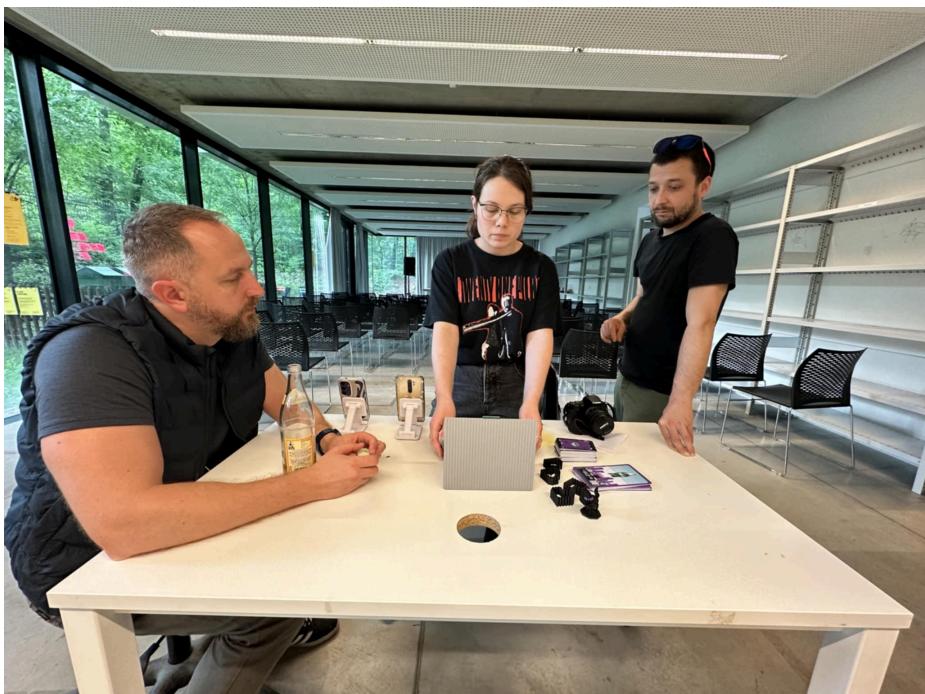


- The box got printed out
- The salad cards got reprinted
- The heart containers also got printed
- The witch cat achieved its final form

After the printings were ready, I mixed some colours and painted the heart tokens purple, some little parts of the box, too, and the witch figure got purple details as well.



This stage got reviewed by Tamás and Ágoston and they suggested that I should create an extra layer of packaging for the box, to make it blend in more. They also provided feedback on other parts, like my current state of UI design of the prototype.



After this session, I got a camera to shoot some pictures for my poster in the "almost ready" state. The outcome of this was put in the Detailed Gameplay

section (in the Rulebook).



(Photo by Brigitta Burkus)

The rulebook did not get printed until after the final test, but I provided students with the online version on Issuu.

## 13th Final Test - Students

27.05.2025.

I have mentioned before that I got the chance to test with 5 students, 4 of them aged 16 and one 15 years old in Bárdos László Gimnázium, Tatabánya.



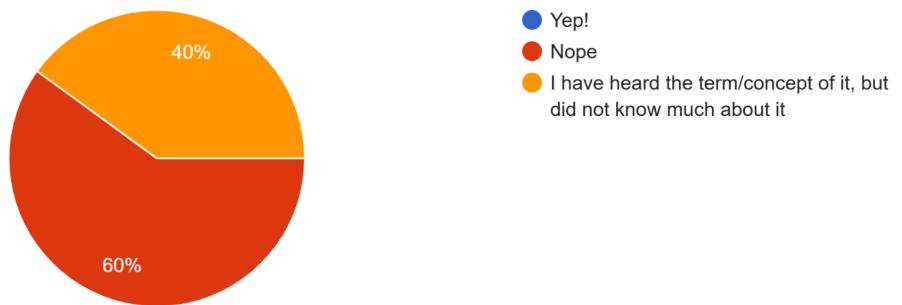
Photo by Benedek Bátor (Dödi)

## Findings, Results:

- They had a lot of fun, especially because of the funny wild cards.
- They had no or very little prior knowledge about greenwashing, according their answers when I asked them in the beginning, and also in the form I have sent them after the gameplay:

Have you heard of greenwashing and its consequences before playing the game?

5 válasz



- They were very enthusiastic, just a little shy in the beginning, but eventually they got the flow of it and I did not have to do anything after around the 2nd turn.
- In general I can say that players have to try one turn to get the hang of everything, but since I was staying in the realm of board games, it is not specifically just my game.
- They managed to use the digital rulebook with no problem.
- QR codes might take longer to load for old, slow phones.
- They were challenged a little bit by the English version of a game, but they did not hold back, without problem they managed to create the pitch they had to. They mentioned that in their opinion it is not only the content that is educational, but the English language can be taught a bit as well through it. I believe it also helps because knowing English will provide you with much more information, but you then need to be critical about that.
- They became very excited over the fact that the app has music. They wished could have tried it, one of them even asked me, "Did you design this? :O" They definitely made me feel like it was all worth it.
- The extra feedbacks via survey answers can be found in the Appendix.

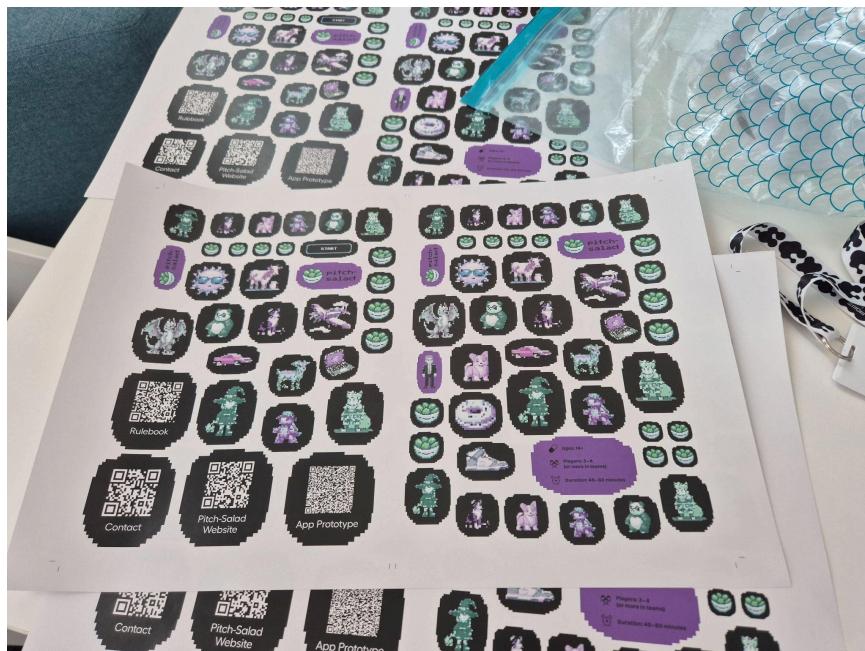
## Last iterations of the product

Since I still received feedback last week, I did not hesitate to act upon it. About the packaging; I created a printed version of it, but we agreed with my consultants that it won't be used.



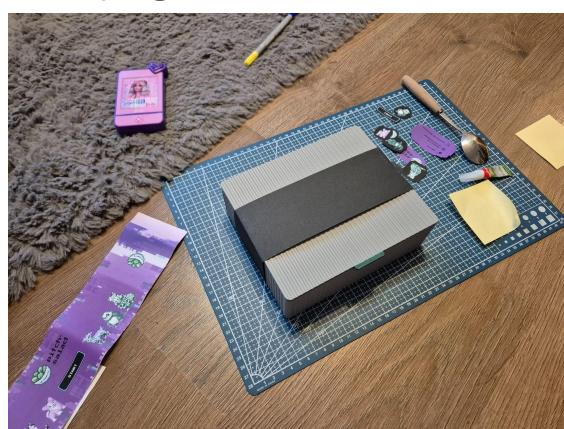
Instead right now I'm creating a new one from black paper and stickers for the exhibition.

The stickers were printed, just needed to be cut out.



These stickers not only serve as decoration of the box and exhibition, but you can take it with yourself as a gift after visiting my project.

The latest iteration while in progress on the box:



# Touchpoints

I have already highlighted some technical parts in the final visual design chapter. Here you can find a more detailed description of what I used and how.

## **Installation:**

I will display the prototype on a phone with the Figma app.

I will put my box there open and will arrange it for a game with all physical components. I would like to play the video in parallel which will focus on not the gameplay, but on the before playing and after playing feeling.

## **Cards:**

Brand card sizes: 88,9mm x 146,05mm

Material: 350gsm paper

Corner radius: 6mm

Salad card sizes: 63,5mm x 88,9mm

Material: 300gsm paper

Corner radius: 3-3,5 mm

## **Rulebook:**

Rulebook Page Size: 105mm\*148mm

Number of pages: 16

Material:

Inner pages 90gsm paper

Cover pages: 250gsm paper

2-up Saddle Stitch

## **Application:**

App screen size I chose in Figma:

Android Compact: 412\*921

## **Website:**

I have already highlighted some technical parts in the final visual design chapter.

The Index page and the Gallery + Form page are responsible.

The landing pages (accessible only through QR codes) are only optimized for mobiles or smaller screens.

## **3D printers:**

Bambulab x1c for the box.

Ender 3 for the rest: cat, container, tokens.

The **3D printed materials** are linked in footnotes.

Heart container<sup>11</sup>: 46x43x18 (mm)

Heart tokens<sup>12</sup>: D15x2 (mm)

Witch-cat<sup>13</sup>: 55x37x55(mm)

Box<sup>14</sup>: 195x166x61 (mm)

**Mockup** used for poster:

[https://www.freepik.com/free-psd/advertising-street-poster-mockup-hanged-wall\\_416325493.htm#fromView=keyword&page=1&position=43&uuid=1d74ac23-9234-4cd0-b522-d79459202305&query=Poster+Mockup](https://www.freepik.com/free-psd/advertising-street-poster-mockup-hanged-wall_416325493.htm#fromView=keyword&page=1&position=43&uuid=1d74ac23-9234-4cd0-b522-d79459202305&query=Poster+Mockup)

For some of the testings and consultations I had a recording and then sometimes used turboscribe.ai for **transcription**.

For some **summary** creation of my text I sometimes used app.napkin.ai .

As for the **music** to resemble the visuals, I searched for some pixel game music on Youtube. I used this as intro music: AdhesiveWombat - Night Shade ♪ NO COPYRIGHT 8-bit Music<sup>15</sup>

And this for the attack music: "Run As Fast As You Can"<sup>16</sup>

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<sup>11</sup> <https://www.thingiverse.com/thing:691221>

<sup>12</sup> <https://www.printables.com/model/1070917-heart-token/files>

<sup>13</sup>

<https://thangs.com/designer/FilliFuu/3d-model/Cutie%20Kittys%20%26%20Halloween%20Collection-1150101>

<sup>14</sup> <https://makerworld.com/en/models/781715-hinged-box-with-lid-print-in-place#profileId-718896>

<sup>15</sup> [https://www.youtube.com/watch?v=mRN\\_T6JkH-c](https://www.youtube.com/watch?v=mRN_T6JkH-c)

<sup>16</sup> <https://www.youtube.com/watch?v=tQR6jufK6Ps>

## Reflection and Future Plans

Since I never actually created a game before, I had no idea how difficult it might be, but now I do understand that it is extremely hard to do. I have no regrets doing it and I learned a lot from the process. Although I enjoyed all bits and parts of it, I do want to remind everyone that in my personal opinion, it is harder to pull off than it seems. And the iteration never ends!

Although I expected most of the adults to know some greenwashing examples or just terms at least, I thought that the cards should provide an extra layer of insights which is something I assumed most of them do not have. That is why I wanted to include not just typically “bad” examples, but more subtle ones, too. I had to test this part a lot and experiment. What could be the best way to include these elements? For instance, should I just have “good and bad” and they should guess at the end? To all kinds of questions like this I iterated a lot of my paper prototypes and brought it to more and new people after each change. The most challenging part was definitely the creation of the final game mechanism, because most of the time I had great elements, but putting them together as one understandable piece, especially to not overwhelm my players, was extremely difficult to figure out.

As for the future, I would be happy to continue working on it after taking a little break from all the past months. Some tiny things are there that I know I should develop further, but the final deadline is here.

Content updates after time passing would be also cool, but I believe I added quite a lot for a while.

The most obvious next step would be the development of the mobile application which I really look forward to.

For a final production output I should collaborate with a team to help me launch it and sell it in the future.

# Questions and Answers

## **1. Why would you need a mobile application? Is it really necessary? Why the hybrid approach?**

Yes, I highlighted this part a couple times, it is optional to use, I refer to it as an addition because I paid attention to make the core game mechanism work with or without it. I strongly believe it enhances the overall experience, especially for the students, they were delighted to see my earlier version of the UI prototype. I think it does have a lot of charming effect, but also strategic value because I enable secret attacks with it; in my design process it came up first because I wanted to avoid the traditional interaction when you just put an attack card visibly on the player - they will know it was you. Furthermore, with games like Bang! There is a common issue some players experience when they get eliminated super early on in the game, because the other players just see who to attack and can agree on supporting each other doing so. This creates an unpleasant experience for the eliminated player. Other than this, it comes in handy to put avatar creation, timer, useful resources, leaderboard and the private information there, like the amount of money you have. It creates this hybrid interaction which is quite engaging and keeps them focused. Some students even wanted to take notes in it for their pitch, it could be like an addition later.

## **2. Why students and adults?**

As you might have read my Core Ideas chapter, greenwashing is not as well-known for students as you might think. I especially wanted to bring this to rather an average (no special education) school environment, to create the most out of the educational content. The feedback provides me with validation that they indeed felt it helped them understand the topic and would recommend it to anyone above 14+, because of the complexity of the topic itself. It might depend on the person, but generally it could be beneficial for young adults, even myself just got into understanding the whole not so long ago.

## **3. Why greenwashing? How does it connect to misinformation?**

Again I believe the Core Ideas chapter might give an answer to this; but overall, greenwashing connects to misinformation as it involves presenting misleading environmental claims, making it a real-world example of how false information spreads. I chose it as my focus to narrow down my broader thesis on misinformation into a tangible, relevant topic—especially one aligned with my values of sustainability—and to engage young people through educational games in a way that's interactive, memorable, and impactful.

**4. Is it actually helping in the mitigation of the problem?**

Yes, according to my 13 different testings, especially the latter ones where I provided more content. Players said it was definitely interesting and exciting to learn about the brands they know or heard about - how they can be at fault. The last test's feedbacks gave me a definite yes.

**5. How did you create the content of the educational materials, like Brand cards and the Word deck?**

I answer this question in the Content of the Cards chapter.

**6. So what if the school/teacher cannot purchase it? How is it accessible to them?**

I uploaded the content of the cards on the website, so they are free to create their own version, without the design and extra materials that come with the full package. I think if this ever gets to the market, schools and teachers should have a discount on the price.

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[https://commission.europa.eu/topics/countering-information-manipulation/cooperating-fact-checkers-civil-society-media-and-academia\\_en](https://commission.europa.eu/topics/countering-information-manipulation/cooperating-fact-checkers-civil-society-media-and-academia_en) (Last accessed: 30th of May, 2025.)
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# Appendix

## My Figjam research project board:

<https://www.figma.com/board/Ee9ETqyDHFXJzRvIE235vE/Masterwork---Emese-pitch-salad?t=TVfffvosAyu4SqDY-1> (6 separate pages with different stages)

## Final test with students, Survey answers and results:

Form:

Kérdések Válaszok 0 Beállítások

Pitch-Salad Game Test

B I U ➔ ✖

Hi!  
Thank you so much for helping me testing in a school environment.  
Now, I would like to ask you about your impressions and feedback on the game experience.

Thanks,  
Emese

How old are you? \*

Rövid szöveges válasz

How did you feel during the gameplay? (Any feedback, positive, negative) \*

Hosszú szöveges válasz

Have you heard of greenwashing and its consequences before playing the game? \*

Yep!  
 Nope  
 I have heard the term/concept of it, but did not know much about it  
 Egyéb...

Did Pitch-Salad help to understand the topic and how brands are taking place in this problem? \*

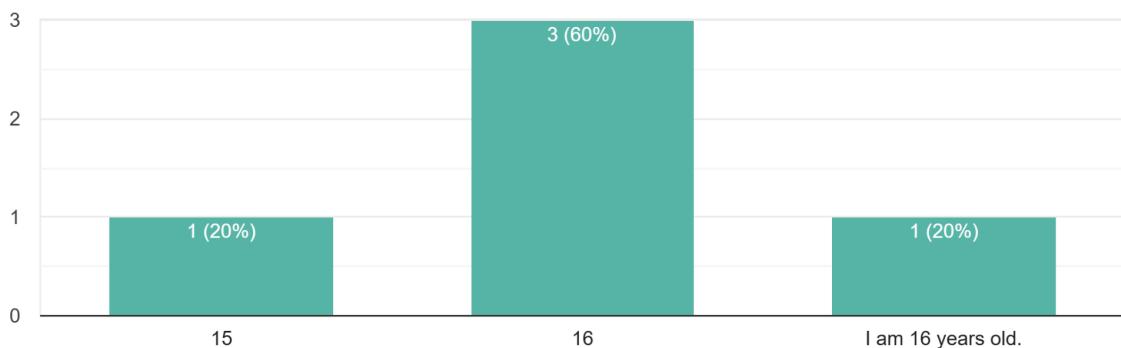
Rövid szöveges válasz

Would you recommend this game to your classmates or relatives, friends, etc. to try? Why, why \* not?

Rövid szöveges válasz

How old are you?

5 válasz

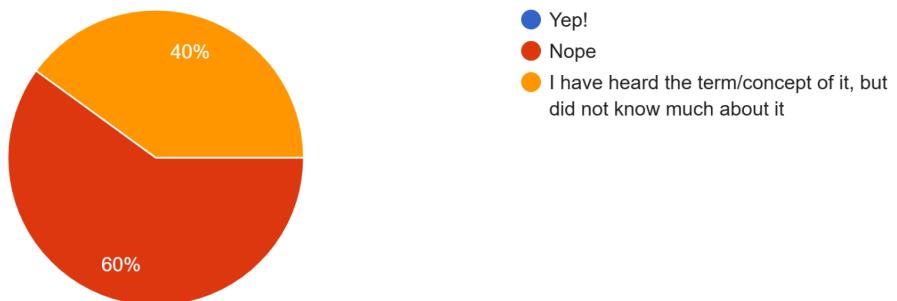


### How did you feel during the gameplay? (Any feedback, positive, negative)

- Positive
- During the gameplay I felt excited and really focused. It was fascinating to try to come up with creative ideas while also thinking critically about the topic. I enjoyed the competitive part and the chance to express our thoughts in a fun way. One thing I really appreciated was how the activity made me think differently and more deeply about the issues we were discussing. I was a bit sad that we didn't get to try the app. I think it would have made the gameplay even more exciting.
- Overall, it was a really great game, and if I have the chance to play it again in the future, I definitely will. One of the biggest advantages of this game is that it helps improve your English skills as well – it includes a lot of useful and high-level expressions that are perfect for learning and practicing English in a fun way.
- It was interesting to learn about different companies and the lawsuit filed against them.
- Well, at first i was very confused but after the first round i got it and from then on it was very enjoyable. I really liked the game because it challenges you to use your creativity. For people whos first language is not english its definitely a very good way to improve their knowledge. In the future i would definitwly do an easier version which could be played by kids or younger people because it could teach them very good lessons. Overall i think this game was an amazing idea . I love the design and the application is really cool so far. I think youre a very creative person and i wish you the best in the future!!:)
- the game was very cool and I had fun playing it with my friends.

Have you heard of greenwashing and its consequences before playing the game?

5 válasz



### **Did Pitch-Salad help to understand the topic and how brands are taking place in this problem?**

- Yes for sure
- Yes, Pitch-Salad definitely helped me understand the topic much better. It was a fun and creative way to explore how brands are connected to global and social issues, and how they try to take part in solving them.
- After playing I think now I fully understand the meaning of the term and how it's used in real life.
- definitely
- yes!

### **Would you recommend this game to your classmates or relatives, friends, etc. to try? Why, why not?**

- Why not
- I would definitely recommend it to anyone who speaks English, even at a basic level. The game is a great way to improve your English skills while having fun. You can learn new expressions and vocabulary in a playful and entertaining way, which makes the learning process much more enjoyable.
- I would absolutely recommend it to everybody. The topics are a little bit challenging so I would mostly advertise it as a 14 years old and over game.
- I would and i think they would really enjoy it. If it gets published im gonna be the first to buy it 😊
- yes! because this game could be an easy way for people my age, or people uneducated in this topic, to learn more.

