

**Task 1:**

**Research and Ideation**

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There is not a single country that runs perfectly with no problems. This may not always be negative, because problems drive innovation. As game designers, we may not always be in the position to fix these problems, but we can definitely raise awareness through an interactive medium.

**Concept 1**

The South African government currently facing a huge problem with service delivery. Service delivery refers to the act of providing people with the basic necessities like water, electricity, sanitation, land and housing (Chen, Dean, Frant and Kumar, 2014). According to Thusi and Selepe (2023: 689), poor service delivery (and protests associated with it) is a result of the inefficiency and incompetence of the local government. Kruger (2022) mentions that this causes high failure rates of SMME's (Small, Medium and Micro Enterprises) that ultimately adds to the decline of the economy, by increasing unemployment. He also goes on to explain that factors like lack of qualified staff, poor revenue management, unmanaged expenditure and corruption all contribute to South Africa's poor service delivery.

Thus, we have decided to create a game to address this problem and raise awareness to it. The game will specifically address the problem of poor service delivery in the context of starting a small business. And will primarily be targeted to the 14 – 17 age demographics, as this age group (known as teens) are in the stage of their life where they are preparing for adulthood (Schell, 2020) and may be planning to start their own business. The game will be a top-down, arcade, business management game. The player will take control of a small business (such as a coffee shop), where they must efficiently manage the business for as long as possible. Along with the common challenges of running a business, they must also prepare for possible service delivery disasters such as no water, no electricity (loadshedding), delayed refuse collection, crime, etc. Played from a mostly top-down view, the game will feature a bright and colourful visual aesthetic in order to be more approachable to the younger side of the demographic.

**Concept 2**

In South Africa, unemployment among youths is rampant. Few young people know how to put a good cv/resume together let alone actually bother learning how to, as it can be boring and tedious. Secondary and tertiary school systems also do a very poor job at teaching and preparing students to make CV's/resumes. According to Department of statistics South Africa (2023), in the fourth quarter of 2023. Youth unemployment among youth from ages 15 – 34 was 44.3%. This is an increase in 0,9 of a percentage point from 43.4% from the third quarter. A part of the unemployment problem is that there is a skill mismatch between what young people can

provide and what businesses want. Businesses want skills that young people were never taught (Peace child international, 2015). This can be caused by a lack of sufficient education from institutions not adequately preparing young people for the working world. This causes a very hard shift from school to work. Schools, secondary or tertiary, do a poor job at giving training in entrepreneurship or employment training in favour of more traditional educational academics (Peace Child International, 2015). This lack of adequate preparation makes it hard for young people to know what it is that an employer is looking for in an applicant and thus makes it harder to acquire a job. This also extends the time that a young person remains unemployed now that they must teach themselves how to make a good cv/resume while being unemployed, if they can at all. Many of the reasons for youth unemployment are placed on the economic downturn that has produced precarious jobs such as part time, temp work and zero-hour contracts. These jobs are often the only way young people can gain experience or money (Peace Child International, n.d.). This also leads to some getting stuck in low-income jobs and not able to find work better suited for them. 42% of young people were on a temporary contract, and 32% of young people working part time in 2012 (Peace Child International, n.d.). This creates a problem personally and economically because this stops young people from working at their full potential.

We aim to combat this problem with a game. The game will have the player be someone applying for a job. The player needs to put a cv/resume together in order to submit to the job. The player will select options based on what job they are applying for (game design, architecture, law, etc), and will have to choose skills and competencies that align with that job as well as the necessary qualifications for that job. Upon completing the application, the player will then submit that form and based on how appropriate the items chosen are, will give them a probability score of how likely they are to get the job. The player can also choose multiple jobs to work at to increase the likelihood of landing one. Upon winning a job position, the game ends or if the player fails, they try again. The target audience are young people of the ages 16+. The reason is because as they reach matric, even though they may not know exactly what they want to study, they should be aware of the unemployment problem and to better their chances once completing whatever education level they want before working, should be familiar with how to make a good cv/resume. Making the game for this demographic also makes them aware of the problem early on and gives them a lot of time to learn and get better at making a cv/resume, so that they will not have to waste time later learning the skill when it's too late.

### **Concept 3**

Inflation is a problem that all individuals face on a daily basis. Inflation can be a very dangerous threat in the long run for individuals that make poor financial decisions. This is thus the problem to consider targeting, as it can help prevent future financial problems for individuals, especially the youth, that are not educated on inflation, by making them aware of how big of an impact inflation has on society. According to Department of statistics South Africa, the average inflation rate for 2023 was 6%. This will only increase as the years come and go, it is up to us to educate not only ourselves, but also others to make smart financial decisions so that we can avoid falling into the inflation pit.

Schools does not educate students well enough to make smart financial decisions in the future. It has led to young individuals teaching these financial factors to themselves or to learn the hard way deep into adulthood. The age frame of the targeted demographic is the ages where

individuals start to earn their first sources of income and start their own financial planning. It is crucial to educate individuals from a young age to make smart financial decisions and help prevent them from using their money recklessly.

According to Mary Ellen Cagnassola (2023), 47% of teenagers said that their biggest worry is about their post high school futures, due to financial reasons. Mary Ellen Cagnassola (2023) further stated that more and more youth are worried about funds to develop their education further. According to Cagnassola (2023), “The recent surge in inflation is resulting in more young people weighing their options when it comes to gaining marketable skills following postsecondary school”. It is thus of great importance to educate the youth useful, financial life skills in a stressless manner to lighten up their financial worries for the future.

The game will be in the form of a financial management, card-based game, that pressure players to keep up with increasing expenses and bills as the game progress. In this game, players will need to find sources of income to pay these bills and eventually win the game if they can beat inflation and manage their finances successfully.

## References

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