Description – Group 11, DAT257

A game where the user should catch as many fish as possible. Some fish are endangered and should not be catched. The user has three lives from start and if they accidentally catch an endangered fish, they lose a life. When all three lives are lost, they need to answer three questions about UN-Sustainability Goals to continue to play. As well, there will be some "question fish " and if they are catched, they get a question about the UN-Sustainability Goals to get bonus points and an extra life.

Business Model Canvas – Group 11, DAT257

Key Partners

UN, MSC
TA:s and course administratives

Key Activities

Programming, design, testing, feedback-loops

Key Resources

Github, Figma, Trello, Libgdx *(shared workspaces)*
Open data through internet

Value Proposition

Bringing joy and awareness through gamification of UN Global Goals

Customer Relationships

Ratings, improvement feedback

Channels
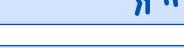
Primary desktop game via website, secondary via app store

Customer Segments

Kids and young adults in the age 10-16

Cost Structure

Working hours, fixed cost structure

Revenue Streams

Mainly pro-bono,
(possibility to add revenue streams through advertisement, premium accounts with additional features)