

Purpose: Why are you telling this story? What is the issue, how are things now, and what change do you want to make?

Climate change has been one of the most unspoken topics in recent times. This story is to educate secondary school students on climate change, personal actions that affect it and effects of Climate Change. After successfully going through each curated scene, it is hoped that the user will take conscious efforts to save the climate and also become an ambassador for Climate education.

Audience:

Who do you want to reach? Give each segment a name, profile & some tweets.

Students
Age: 11-16



Key Messages:

What 3 things do you want your audience to remember?

1. What Climate change is.
2. Its effects
3. How human beings endanger the climate.
4. Steps that can be taken to heal the climate



Call To Action:

What steps do you want them to take?

Interact with the environment when and where prompted to.



Story:

How does it start (hook), how does it end (jab), and what memorable moments happen in between (plot)?

Scene 1 comes up with a voiceover educating the user on Climate change. The scene has loader buttons that lead to other scenes

When scene 2 button is clicked, the user is transported into another space that educates the user on actions humans take that causes climate changes.

After the informative session, the user is expected to click on the 3rd scene button. A voice will serve as guide on what the user is expected to do, which is answer questions which will be derived from all that has been communicated from previous scenes.



People & Places:

Who will feature in our story and what locations will be used?

A state - of - art gallery



Style & Tone:

What does our story look and feel like? List some key imagery and reference samples. What is the musical vibe?

Urban

21st century settings



Campaign:

How will you get your story out there? Map the key touchpoints on a timeline.

- Social media,
- reaching out to schools and
- the Ministry of education



Outcomes:

What are some of the high level outcomes you want to achieve?

Be amongst planet earth's saviors
Educate others on Climate change



Indicators:

How will we measure success with some specific metrics?

1. Successful navigation around the space.
2. User answers questions in scene 3 correctly.

