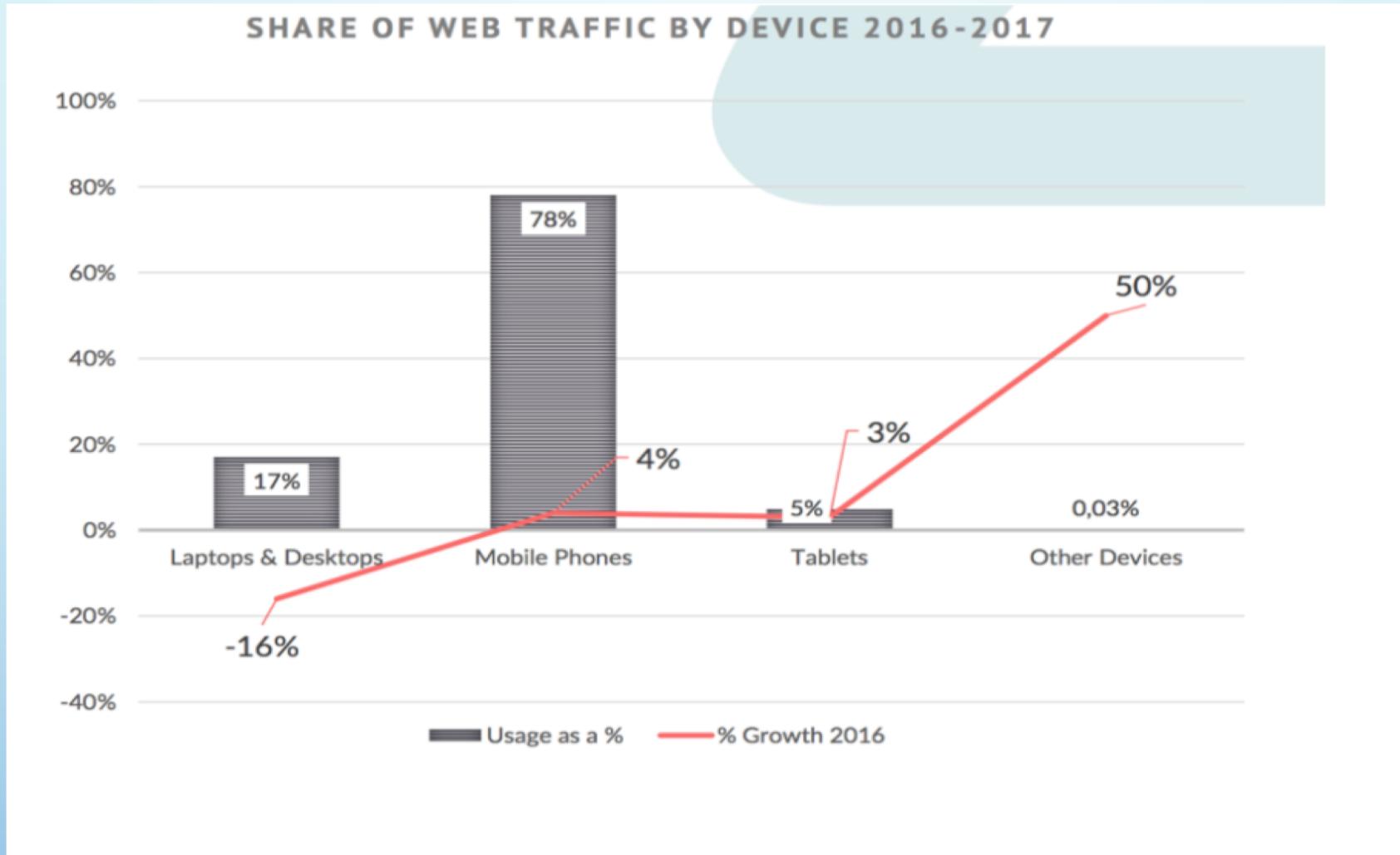


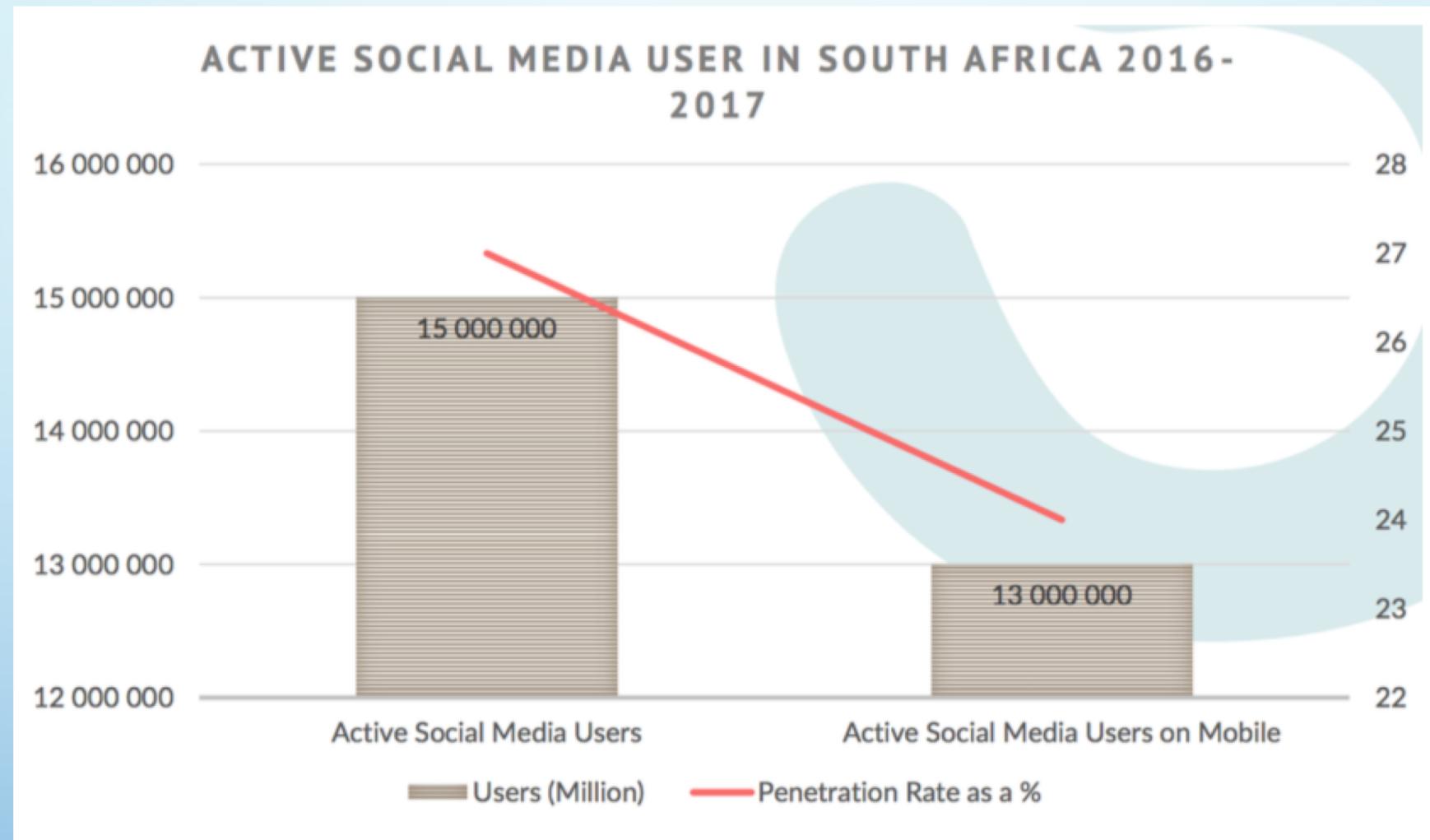
A GAMIFIED DIGITAL CAMPAIGN TO FOSTER WATER-SAVING LIFESTYLE AS THE NEW NORMAL IN CAPE TOWN

By DRWARRIORS TEAM:

- Ajayi Olabode • Thomas Fihla • Dr. Veronica Allen • Ines Niragira • Ninette Irakoze

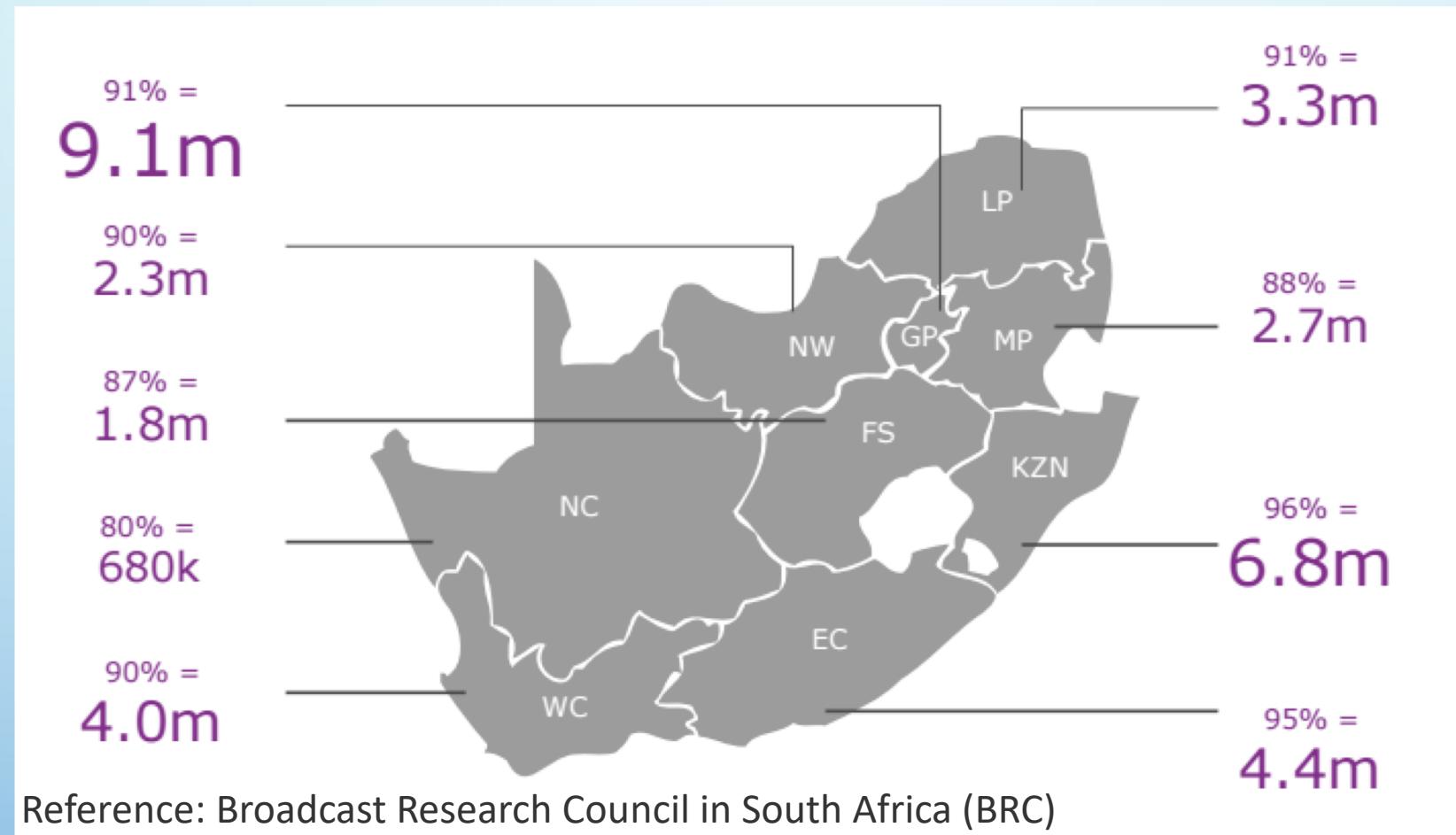


Reference: <https://qwertydigital.co.za/wp-content/uploads/2017/08/Digital-Statistics-in-South-Africa-2017-Report.pdf>



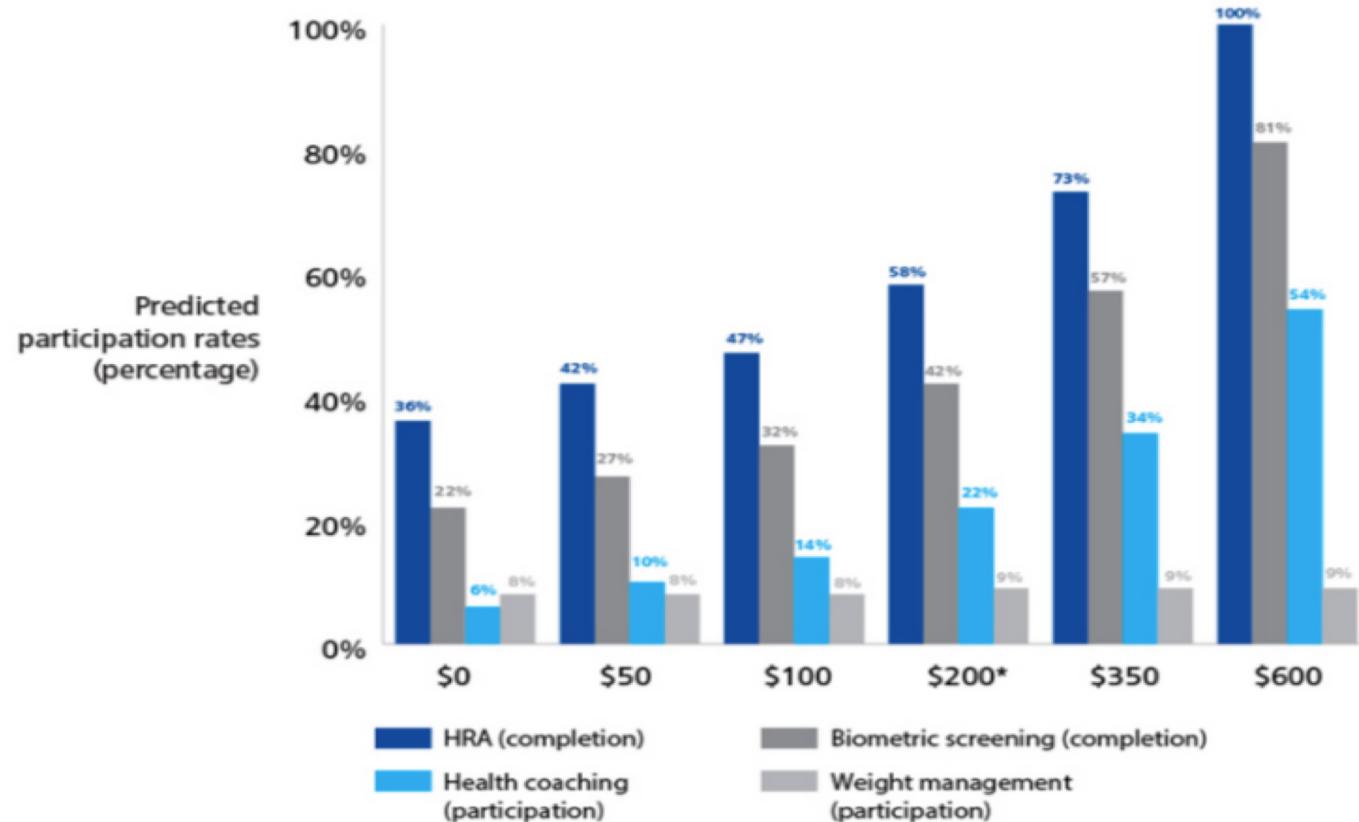
Reference: <https://qwertydigital.co.za/wp-content/uploads/2017/08/Digital-Statistics-in-South-Africa-2017-Report.pdf>

People listening to South Africa's most Popular Radio Stations Per Provinces



How Incentive Are Leading People To Behavior Change

Figure 5. Predicted participation rates by incentive value



Source: Nyce, Steven. Boosting wellness participation without breaking the bank. Towers Watson, Insider. July 2010.

*Baseline assumptions of model = \$200 incentive value and five healthy culture and communication tactics

Graphic: Deloitte University Press | DUPress.com

POINT OF VIEW

John (a 40 year old, petrol station attendant) needs a way to understand how water is allocated in Cape Town because interestingly in his world, the Water Crisis is a Scam.



How might we inform John on water allocation, in awareness of the reality of the water crisis in Cape Town?

ROLE PLAY

THE SOLUTION



THE SOLUTION



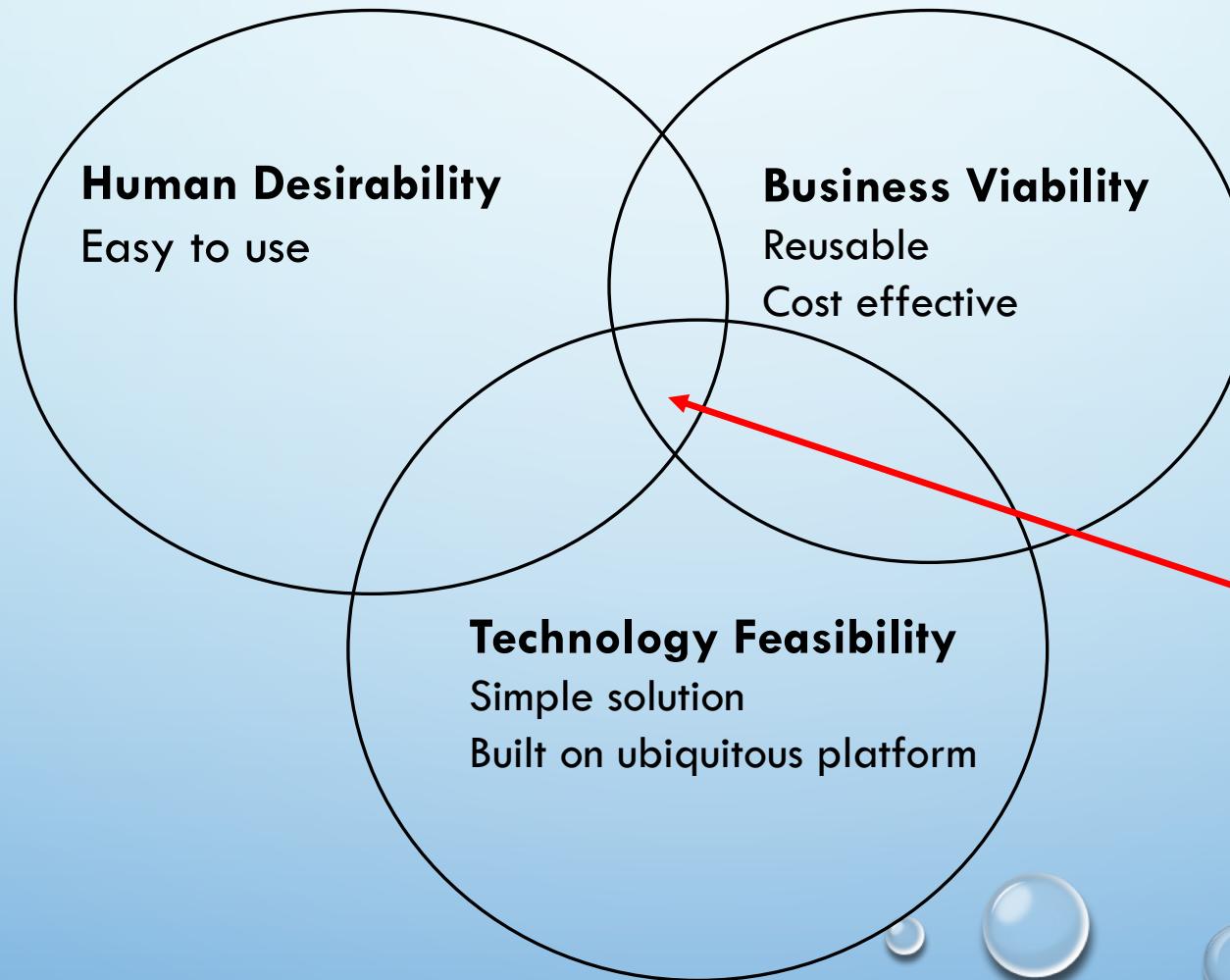
HOW THE SOLUTION WORKS

- People can dial the USSD short code *100#
- People will then choose to play or learn
- People are given a welcome prize when participating for the 1st time
- People may also participate via a phone call to a live show on radio
- People are made aware of the solution via various medias (radio stations, newspapers)

ADVANTAGES

- Free – accommodate all groups of the socio-economic spectrum
- Suitable for all age groups (>12)
- Smartphone and feature phone compliant
- Language in layman's terms – all are able to understand
- Provides support

HOW WE HELPED JOHN



HOW WE HELPED JOHN

- Avail information on accessible platforms (Radio, mobile device)
- Incentivised to participate (Welcome prize + Award when winning)
- Has support of the City
- Driven to spread the word

ACKNOWLEDGEMENTS

- The CiTi
- Our coach Shuhei
- The City of Cape Town

END!

