**Problem Statement:** People aren’t engaged when they learn about physical geography. This is because:

1. Traditional Learning Methods are inefficient in transferring knowledge
2. Traditional Learning Methods are not engaging enough

**Thinking Process**

We would like a Mission statement that broadly encompasses problem statement without being specific about a solution (mission statement is solution-neutral). This meant that our mission statement needs to be

**Mission Statement:**

To make physical geography more interesting

**Alternative mission statements generation:**

* An interactive game to challenge people about physical geography
* An engaging game to teach and reinforce concepts about physical geography
* To create an interactive learning experience for physical geography
* To make learning about physical geography a interactive experience
* To fully engage the user in every aspect while learning about physical geography
* A game to help learn about physical geography
* To make physical geography more interesting

**How will we measure results?**

It is not easy to measure tangible results because we are trying to measure knowledge gained. To be able to make the mission statement, we have to come up with ways to measure other metrics. They include:

**Measuring Results:**

1. Do a survey on the game engagement after the game
2. Attention Span measuring – set up a camera and record gameplay
3. Audience demonstrates knowledge on the different types of rocks there are (measure through number of trades they make)
4. Audience know the basic properties of rocks (measure through trivia)
5. Audience able to identify a rock based on physical characteristics and processes throughout the game