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Project 1 Writeup

Abstract

BimmerWorld is an interactive simulation game intended for millennials and GenerationZ, and is to be explored at home or with their peers so that they can acknowledge or explore the thoughts, feelings and emotions that they have whether or not they are consciously aware of the subtle decisions they make when scrolling through or publicizing daily events on social media. This simulate also aims to prompt the users to reflect on why they have those thoughts—by becoming honest and in touch with their mind, they might have the advantage of improving their mental health. This project was inspired by the idea of “Dopamine Detox”, which is the concept that you can reset the brain and the mind and overcome the dangers of addiction. If we pay attention to our everyday actions, we may notice that mindless posting (or scrolling) is a behavior similar to that of a slot machine, because of how dopamine acts as a reward (or some kind of instant gratification) in our brains. *In a world that revolves around and relies on technology to stay connected, how must we feel? How can we stay authentic to our true selves?*

Project Overview

The project follows a young adult who has recently gotten her driver’s license and has bought her own car, who feels very excited about major events finally happening in her life. The user of the game (as the new BMW owner) has to make decisions on how she can best tell all her friends and make an announcement to everyone—through her favorite social app, Instagram. The premise of the game is that through actions or decisions made as the story progresses, it is up to the user to decide how much power social media holds in their mind. In the end, they reflect on their emotions while using the app. The code structure is explained further in the Readme file, and some additional notes are included in the sketch.js file.

Aesthetic Approach

For the part of the project that interfaces with the audience, I chose to show modern elements that supplement the narrative such as emojis, hoping to give a sense of familiarity of modern communication. I also used flat illustration because I want to give it a less serious approach on the topic. The tone of the language is very GenZ like, such as in the captions and

responses to make it feel realistic. I've used mockups to make it seem like the user is holding their phone. Lastly, There is switching between first person and second person, to emulate the thoughts going through a young adult's mind—anxious or not.