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A learning game for SDG 14

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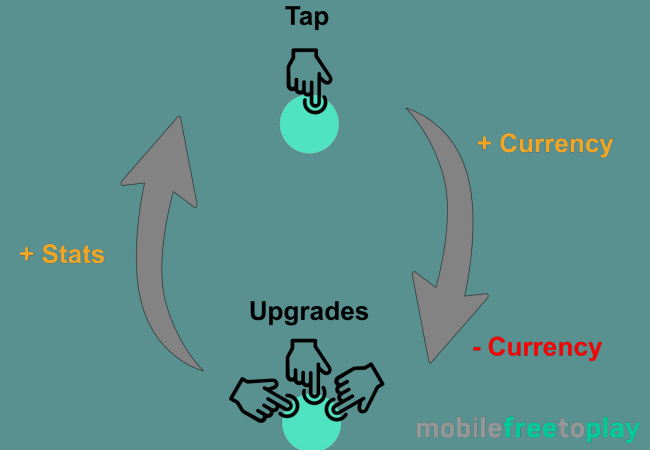
SDG 14

- “Conserve and sustainably use the oceans”



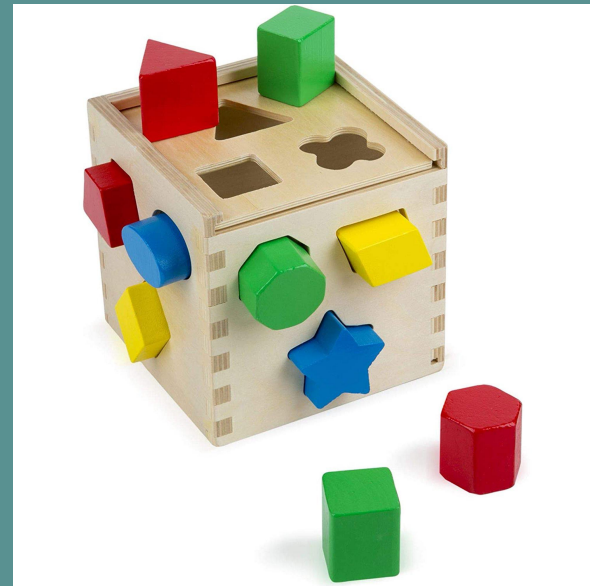
Vision

- A learning platform that holds user's attention with a fun and interesting game(s).
- Encourage daily visits, which will provide more learning opportunities.
- Direct to advanced resources, charities and activities.
- Browser game, reaching mobile and personal computer devices in the classroom



Why?

- Most games in this community follow a similar archetype
- Personal experiences
- Limited browser-based options
- Poor mobile selection
- Zero multiplayer games
- Few ocean-centric (SDG14) options



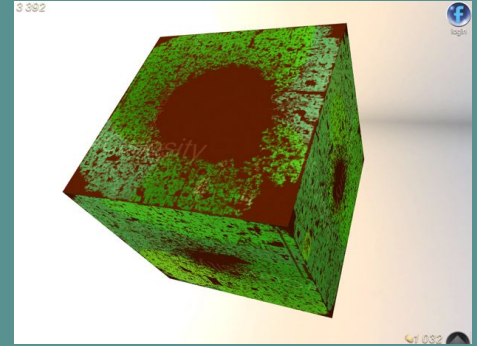
State of technology

- Stagnant
- Tropey
- Broken
- On the wrong platform!
 - Only 20% of students use tablets
 - 42% use smartphones
 - 48% use desktops
- Bad combination of learning and gameplay loops



Impact

- In a way, we've seen this product before
 - Encourage different types of learning game development
 - Encourage games that bring the student/child back
 - User retention is key to the retention of facts
 - Improved education
 - Teach children the scale of sea waste
 - Visualize the positive impact they and a community can have
 - Introduce a platform that favors retention - not one-off activities
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- Could benefit charities with enough development and user retention

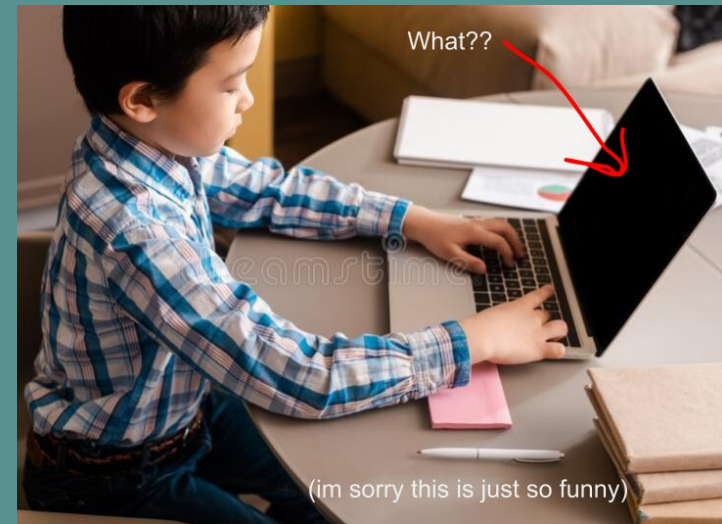


Audience

- Northstar is students/children
- Teachers carry weight as well
- Activists
- Adults

Community should foster local groups of individuals who wish to make collective or individual change with/without provided resources

Game should be a call to action for all ages, and a frequent daily reminder of sorts.





Constraints

- Resources will limit quality and impact retention
- Currently not at a scale to aid charities
- Simple gameplay may leave the game in a similar situation as existing platforms



Thank You