

## **Creative Brief**

### **Project Summary**

This project is about developing an interactive online game focusing on sorting waste on the University of California, Davis campus. The overall goal is to teach students, faculty, and staff how to properly sort their waste in bins on campus (specifically bins at the Memorial Union and Silo areas). Students in the Landscape Architecture Department have been studying how members of UC Davis dispose waste. They have found that the campus population does not sort their waste correctly. This has become an issue because UC Davis strives to have a zero waste campus. The overall goal is to teach people how to sort their waste correctly with an engaging interactive game.

### **Audience Profile**

The audience has a large age group because it consists of students, faculty, and staff affiliated with UC Davis. The age ranges from 18-65 and the genders include both males and females. The audience is active and has busy schedules. They use mobile phones, tablets, laptops, and computers. They will use the interactive game on their mobile phones, tablets, or computers. The game will be advertised on standing table cards inside the Memorial Union and Silo. There may also be an advertisement to play the game on the bins. These advertisements will have either a URL address or QR code that users can scan to play the game.

### **Audience Persona**



Name: Steph Riley

Age: 19

Occupation: Student

Meet Steph Riley. She is a junior at UC Davis studying psychology and communication. She is a busy student, involved in clubs and has a student job at the ARC. During the week, she is normally going to class or studying on campus. Because she is so busy, she frequently dines at food vendors during all times of day on campus. Steph likes to meet her friends at the Memorial Union or Silo during her breaks to chat, get a cup of coffee, or grab a bite to eat before heading back to class. On the weekends, she likes sleeping in, watching viral videos on YouTube, and hanging out with her friends. She is always on the go and has her cellphone or laptop with her at all times.

### **Perception/Positioning**

I'm trying to change the behaviors and attitudes of people about sorting their waste and composting. A lot of people do not sort their waste properly because of inconvenience; therefore it may be difficult to change people's behavior. However, an interactive game that is fun and rewarding can slowly influence people to sort their waste correctly and encourage them to be more proactive about it. Techniques to reach this goal are to add game elements that will make the game fun to play such as sound, colorful graphics, interactive buttons, and educational messages. A limitation I have is getting people to play the game. An incentive may have to be included to catch user's attention. I need to figure out a way to capture user's attention without having to bribe them with freebies.

### **Communication Strategy**

In order to reach UC Davis' Zero waste goal and prevent sending trash to the landfill, students, faculty, and staff need to be aware dispose of their waste on campus correctly.

### **Look & Feel**

The game interface will be clean, easy to navigate, yet still playful. It will feature colorful graphics to capture the user's attention. The typography will be legible for screen. Audio will also be included as an element to signal user interaction.

### **Targeted Message**

"Stop, think, sort."