Concept Document

4-11-2024

UXY

Version

Version	Date	Author	Status
1.1	10-30-2024	Gessa	First setup
1.2	4-11-2024	Full group	Filling in the whole document.

Group members

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Concept

Our concept will be a visual novel inspired game, with the aim to educate teenagers about the dangers of fast fashion. This game puts the user in the shoes of 'bestie', the main character that converses with other characters to teach them all about upcycling, sustainable fashion, fast fashion and the dangers of it. The user chooses their path through a series of interactive choices that influence their outcome and the subject they learn about. Not only is there a story they can follow, but there will also be a social media aspect in the game which allows them to interact with other people through the game.

Goals

- Teach teenagers about the dangers of fast fashion and its impact on the environment.
- Teach teenagers fun and easy ways to improve unused garments left in their closets.
- Bringing awareness to brands that are more environmentally friendly and sustainable.

Target Group

Initially our Target Audience was teens aged 15-17. After doing research we noticed that ages 18-24 are also very involved with the popularity of fast fashion. This concludes our Target audience as teenagers/young adults aged 15-24.

- Teens aged 15-17 are in general too young to be aware of the negative impacts of fast fashion on the environment.

- Teens aged 15-17 are still very dependent on their parents, pocket money that they get from them, or clothes being bought for them.

- Teens aged 15-17 don't often earn a lot of money and are still getting their first jobs and just decide on the cheapest options because of that.

- "Younger people, especially those aged 18-24, strongly back the ideas of sustainable fashion. The vast majority of those polled **say they would prefer it if sustainable fashion cost the same price as regular fashion**"

  Reference. Chung, F., Kwok-pan, Steering Committee of Fashion Summit (HK), Head of Corporate Sustainability Asia Pacific, The Hongkong and Shanghai Banking Corporation Limited, Partner, Business Reporting and Sustainability, & KPMG. (2019). Sustainable fashion. https://assets.kpmg.com/content/dam/kpmg/cn/pdf/en/2019/01/sustainable-fashion.pdf

Research Question

What global factors shape teenagers' fashion choices, and how aware are they of the environmental and social impacts of their decisions?

Introduction

1. Problem Statement
The fast fashion industry has been a great issue for many years now. From the processing of raw materials for textile production, to the labor process, to logistics and the short lifespan of a fast fashion garment, all of us suffer the consequences. As consumers, we should be aware of the impacts as well as the possible solutions. If we want to reduce waste and pollution, we must all change our behavior, but especially the biggest group this industry targets-teenagers.

2. Context
Our idea is to make the users reevaluate their shopping habits by persuading them to explore more sustainable options-such as shopping for secondhand clothes or upcycling old garments. Moreover, we also strive to educate, without implying guilt.
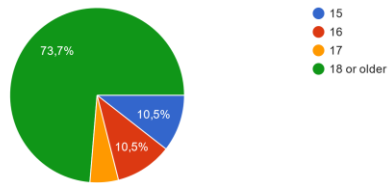
Research Findings

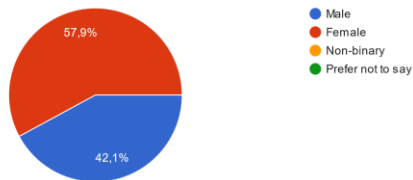## 1. Primary Research

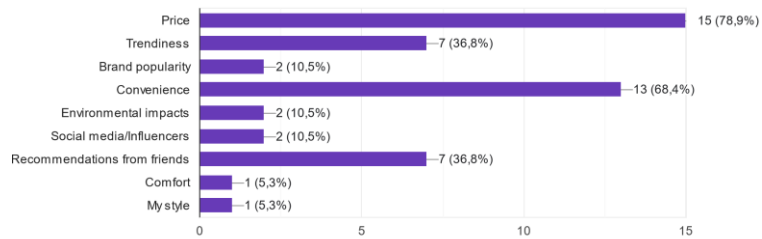**Survey "target audience"**

What's your age?
19 antwoorden

73,7%
10,5%
10,5%

- 15
- 16
- 17
- 18 or older

How do you identify?
19 antwoorden

57,9%
42,1%

- Male
- Female
- Non-binary
- Prefer not to say

Which influences your fashion choices?
19 antwoorden

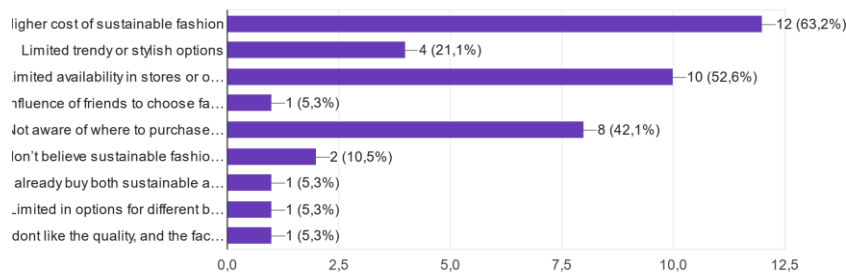| Category	Value
Price	15 (78,9%)
Trendiness	7 (36,8%)
Brand popularity	2 (10,5%)
Convenience	13 (68,4%)
Environmental impacts	2 (10,5%)
Social media/Influencers	2 (10,5%)
Recommendations from friends	7 (36,8%)
Comfort	1 (5,3%)
My style	1 (5,3%)

Would you consider purchasing sustainable fashion instead of fast fashion if it was as cheap as fast fashion?

19 antwoorden
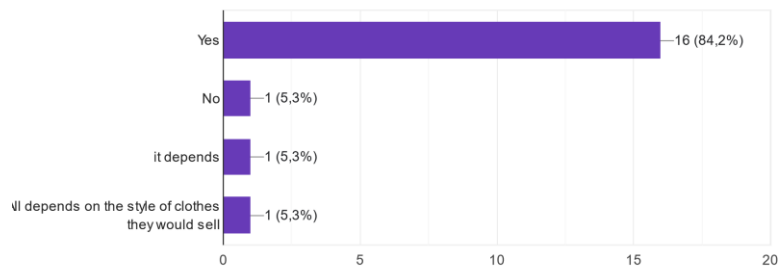
What are the main factors that prevent you from buying sustainable fashion more often? (Select all that apply)

19 antwoorden

https://docs.google.com/forms/d/e/1FAIpQLScy63tSLf9eNGVDnIvFdjQIzRDAbXeSsDvIAOutSaMDYsR3XA/viewform

2. Insights from Secondary Research

3. Competitor Analysis

Evony

Evony is a real-time strategy (RTS) and massively multiplayer online (MMO) game centered on city-building, resource management, and tactical warfare. Similar to **Clash of Clans**, players build cities, manage resources, and engage in PvE and PvP battles. However, Evony stands out by integrating mini games, often used in its ads. These "fake gameplay" ads, designed to attract players, are later incorporated into the game if they gain popularity, a tactic likened to fast fashion's quick-response production model. Despite criticism for misleading ads, this approach has expanded Evony's player base and significantly increased revenue, reaching nearly $386 million in 2023.

Connection to Upcycling with Besties: Inspired by Evony's approach, *Upcycling with Besties*, a game teaching teenage girls garment upcycling, plans to use a

similar "fake ad gameplay" model. Missions will incorporate mini narratives that transition into upcycling simulations, much like surgery simulators, blending gameplay with short story segments. This approach, rather than a typical upcycling-themed surgeon simulator, is designed to engage the target audience in a way that feels relatable. The game will also have a social platform where players can share upcycling projects, fostering creativity and engagement.

Surgery simulators

Surgery simulators are a genre of games and applications designed to simulate surgical procedures and medical treatments. These apps blend education, entertainment, and a touch of realism, letting players perform procedures that mimic real surgeries or medical tasks.

Since both surgery and upcycling require steady hands, precision, and specialized tools, they have more in common than meets the eye. This makes surgery simulators easily adaptable to an upcycling theme.

Episodes

Episodes is a mobile storytelling game where players interact with narrative-driven stories that unfold based on their choices. The game combines interactive storytelling with a visual novel format, allowing players to make decisions that impact the storyline and character relationships. Players choose their own story genres, ranging from romance to adventure and fantasy, and make choices that shape the path, ending, and character development of the story.

The app also features customizable avatars, so players can tailor their characters' appearance. *Episodes* hosts original content as well as stories created by its community, making it a social platform for sharing user-generated interactive stories.

Unlike *Episodes*, our game will have a simpler approach to storytelling and character customization, as it's primarily designed as an upcycling simulator. However, the visual style will be quite similar, as it effectively captures the attention of teenage girls and may also evoke a sense of nostalgia for those who played *Episodes* in the past.

Barbie

Although Barbie is generally portrayed as a white, blonde girl, many girls have imagined themselves as Barbie. This is partly because she's the main protagonist, but her name also plays a key role in helping girls see themselves as her. While other characters have specific names, like Kenneth Carson, known as Ken, she's simply Barbie, because anyone can be Barbie. For this reason, our protagonist remains simply "Bestie," while the other characters can have real names.

Duolingo

Duolingo makes learning languages fun and easy to stick with by using gamification. Features like XP points, levels, streaks, and rewards help users track their progress and stay motivated. By adding achievements, daily goals, and leaderboards, Duolingo creates a sense of accomplishment, which keeps users engaged in their learning journey. The app is flexible and adjusts to individual needs, allowing users to learn on different devices, which makes it even more accessible. On social media, Duolingo connects well with younger audiences by sharing fun, playful content, especially on TikTok. Overall, Duolingo shows how gamification can make learning enjoyable and encourage users to keep coming back.

Starbucks

Starbucks' rewards program is a great example of how gamification can keep customers coming back. By using a points-based system where customers earn "Stars" for each purchase, Starbucks encourages repeat visits and builds brand loyalty. Time-limited challenges, like "Double Star Days," make the experience exciting and prompt more purchases. The Starbucks app makes it easy for users to track points and find special offers, making rewards a central part of their experience. Additionally, the program encourages users to share their rewards online, which helps build a community and strengthens loyalty. This approach could work well for other industries, like fashion, by encouraging positive actions (like sustainable shopping) and building long-term customer connections. Starbucks shows how gamified loyalty programs can be effective in keeping customers engaged and supporting brand values.

3. User Personas:

Thomas Christon

Age	27
Education	Masters in Business
Status	Single
Occupation	Sales Manager
Location	Sydney
Tech literate	High

Personality

- Introvert
- Thinker
- Spender
- Tech-savy

Bio

She currenlty lives in Sydney. She finished her master in businesss and has just been promoted to Sales Manager. She is currently single and like to go out with friends on long holidays. She currenlty lives in Sydney. She finished her master in businesss and has just been promoted to Sales Manager. She is currently single and like to go out with friends on long holidays. She currenlty lives in Sydney.

Core needs

- Need to find people with similar skills that can help her tackle company goals.
- Need to find people with similar skills that can help her tackle company goals.
- Need to find people with similar skills that can help her tackle company goals.

Frustrations

- Need to find people with similar skills that can help her tackle company goals.
- Need to find people with similar skills that can help her tackle company goals.
- Need to find people with similar skills that can help her tackle company goals.

Brands

Jessy Harver

Age	27
Education	Masters in Business
Status	Single
Occupation	Sales Manager
Location	Sydney
Tech literate	High

Personality

- Introvert
- Thinker
- Spender
- Tech-savy

Bio

She currenlty lives in Sydney. She finished her master in businesss and has just been promoted to Sales Manager. She is currently single and like to go out with friends on long holidays. She currenlty lives in Sydney. She finished her master in businesss and has just been promoted to Sales Manager. She is currently single and like to go out with friends on long holidays. She currenlty lives in Sydney.

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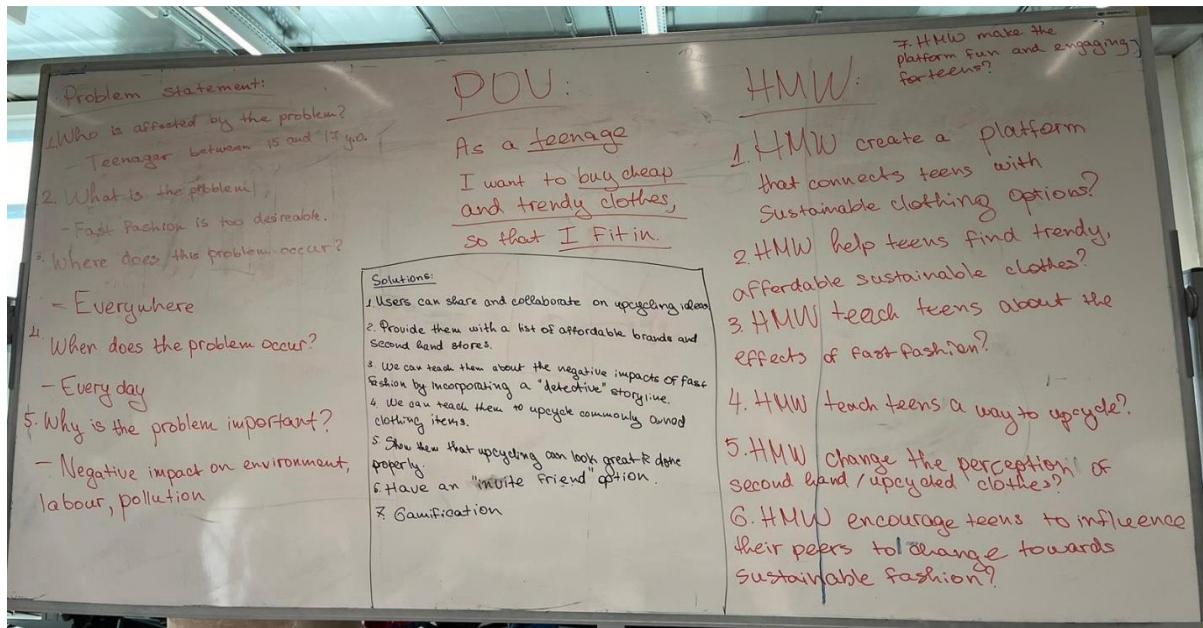
Frustrations

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Brands

4. Empathy Map
POV & HMW

1. POV (Point of View)

In today's fast-paced world, fashion plays a crucial role in how teenagers express their identities and connect with their peers. With social media constantly showcasing the latest trends, the desire to look stylish and fit in has never been stronger. However, many teens face the challenge of balancing their budget while wanting to keep up with these trends.

"As a teenager I want to buy cheap and trendy clothes so that I fit in"

2. HWM (How Might We) Statement
From the POV we created, we developed multiple HMW (How Might We) statements to address it and formulated solutions for each that could enhance our concept.

1. How might we create a platform that connects teens with sustainable clothing options?
2. How might we make the platform fun and engaging for teens?
3. How might we help teens find trendy and affordable sustainable clothes?
4. How might we teach teens about the effects of fast fashion?
5. How might we teach teens a way to upcycle?
6. How might we change the perception of second hand/upcycled clothes?
7. How might we encourage teens to influence their peers to change towards sustainable fashion?

3. Solution
These are the solutions we developed based on our "How Might We" questions.

1. 1st HMW-solution – users can share and collaborate on upcycling ideas.

2. 2nd HMW-solution – to provide them with a list of affordable brands and second-hand stores.
3. 3rd HMW-solution – we can teach them about the negative impacts of fast fashion by incorporating a "detective" storyline.
4. 4th HMW-solution – we can teach them to upcycle commonly owned clothing items.
5. 5th HMW-solution – show them that upcycling can look great if done properly.
6. 6th HMW-solution – have an "invite friend" option.
7. 7th HMW-solution – gamification

Customer Journey

Ideation Process

1. Lotus Blossom

To generate ideas, we used the Lotus Blossom Method. We started with our main idea: making fast fashion less attractive. From there, we brainstormed 8 different ideas around this main goal. Then, we took each of those 8 ideas and expanded on them even more. This approach allowed us to explore diverse concepts and find many different solutions for the main idea.

2. Brainstorming

We used the Brainwriting Method to come up with ideas. Each team member started by writing down their own ideas on our topic. Then, we exchanged these ideas and built on each other's thoughts over several rounds.

This method helped us explore a wide range of ideas and helped us with finding some possible solutions for concepts.
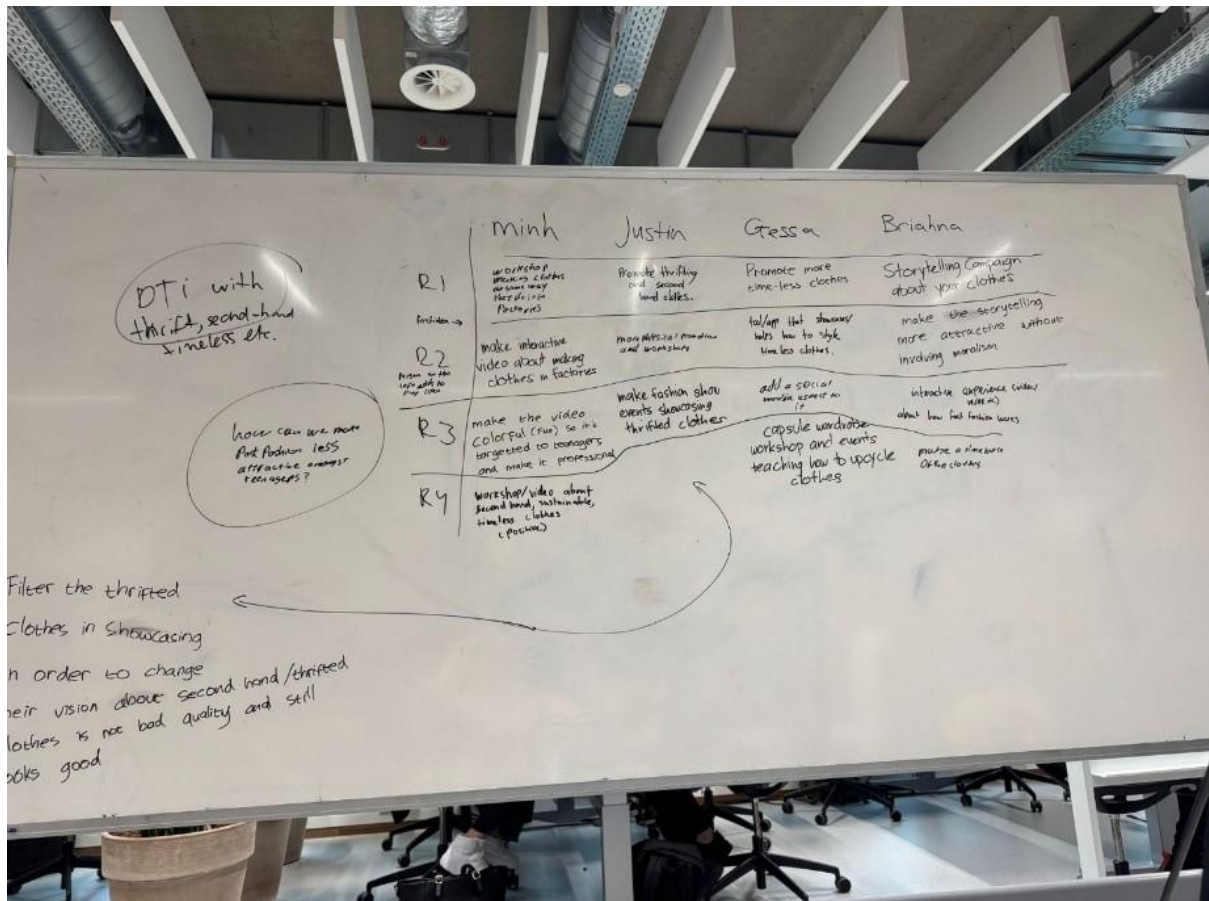
Concept Visualization

Feedback and Evaluation

- We were told by our teachers that the idea is fun and entertaining.
- Our client told us to "not be too ambitious" and keep in mind that we have very little time to deliver a finished product
- We were told to make sure the game is not too childish, but also make sure that we keep it PG 18 since we are delivering the product to a teen audience.
- We could focus only on girls but then we would leave our potential on the table which we decided not to do.

Concept Justification

Our solution effectively addresses the primary goals of teaching teenage girls how to upcycle, while also motivating them to start and continue upcycling. Research shows that gamifying learning experiences is highly effective in engaging younger audiences. By allowing players to actively upcycle within the game, rather than passively watching a tutorial, we create a more interactive and memorable experience. The "Bestie" feature adds personality to the game, making it more relatable and marketable for our target audience. Additionally, the social platform allows girls to share their projects, encouraging continued upcycling and inspiring creativity. While some gameplay elements may be familiar, the unique combination of game mechanics and the upcycling focus results in an innovative and impactful learning tool.

Timeline

1. Problem definition, Brainstorming and Research
Week 6 – Week 8

2. Finalize concept and Prototyping
Week 9

3. Prototyping, Testing and Feedback
Week 9 – Week 11

4. Developing, Testing and Feedback
Week 12 – Week 15

Conclusion

We have high hopes, and we are excited to explore further into this project soon. Hopefully by the end we have a fully working product which we can then present to our client and target audience at the Night of the Nerds event. Even if we influence just one teenager to explore upcycling it will be a win for us.

Inspiring even one teenager to try upcycling is a win for us. This small change of one person embracing upcycling can inspire friends and family, sparking a larger movement to reduce waste and rethink fashion choices.