CONCEPT DOCUMENT

Concept

A city game inspired by the geo-caching experience that focuses on the World War II events that took place in Eindhoven. It might include a way to choose between 2 things to show that your choices matter. Possibly choose between A and B – if you choose "right" then another location is unlocked and you can keep going, if not you will be stopped for a minute or whatever, and then the next location unlocks... It could also be that the choice will simply display a different outcome.

AR experience; before and after.

Audio? Possibility to listen to the fact instead of reading.

A route that you follow (no particular order?) that you need to unlock.

The GPS will detect where you are and display content.

We want to research whether this idea would fall within users' interests.

Target group

Young adults 18-30 and the reasoning for that is:

- They are not having history classes at school anymore so there is nothing to keep "reminding" them of what happened during World War II.
- It is also fairly easy for us to research as we are a part of the group, so we are surrounded by this age group.
- They are "digitalized", but still like outdoor activities (our product is a merge of both).

- According to the Pew Research Center (2020), a survey revealed that 97% of Americans aged 18-29 own a smartphone, indicating significant digitalization within this age group.

- According to the Bureau of Labor Statistics (2022), findings from the American Time Use Survey indicate that individuals aged 20-24 spend an average of 2.5 hours per day on leisure and sports activities, demonstrating a penchant for engaging in outdoor pursuits.

- A study by the European Commission's Directorate-General for Education, Youth, Sport and Culture (n.d.) reveals that history education curricula across European countries vary significantly, with some placing greater emphasis on certain historical periods than others, potentially resulting in variations in historical knowledge among young adults.

Research question

What would incite users to learn about history?

Motivation problem solution

How can people realize the importance of freedom?

Introduction

1. Problem Statement

The memory of World War II is easily forgotten by young generations who are not as interested in the "boring stuff". A lot of people also take freedom for granted and don't honor the efforts of those who fought for it. Although Eindhoven has a rich history of wartime experiences, with both well-known and lesser-known events backed up by eyewitness accounts and different media, it can be difficult to explain to future generations as well as today the relevance of these narratives. It's necessary to provide them with a medium that lets them learn about such things; as historical events, memoirs by survivors, etc. in a compelling way instead of just dropping facts on them. Traditional methods of teaching history focus mainly on memorizing dates which is not effective, especially for younger generations. (There is also a thing that walking/movement allows you to memorize things better? So there's a chance that doing the city game – walking and reading about historical events – will be better engraved in one's brain in the end.) The ultimate goal is to motivate action for the preservation of the memory and cherishing freedom as well as to increase awareness that freedom should not be taken for granted.

2. Context

Through our innovative blend of technology and outdoor activities, we want to spark curiosity in users and make them reflect on the importance of freedom. It also invites people to collaborate and highlights how group decisions can affect the situation.

Research Findings

1. Primary Research

Interview findings:

- People do not know much about historical events that happened in Eindhoven
- People get reminded of World War II if they see a movie/statue/something on social media. Other than that they don't think about it too much.

2. Insights from Secondary Research
- Gamification increases productivity by 50%; 82% of learners said that they would be more engaged in the learning process if it was gamified. (Deloitte, n.d.) https://gitnux.org/gamification-statistics/#:~:text=in%20the%20workplace.-,90%25%20of%20employees%20surveyed%20reported%20that%20they%20felt%20more%20productive,41%25%20improvement%20in%20employee%20engagement.
- Despite the age and the time that passed, the war events still awaken certain emotions in young people whenever they are exposed to stuff related to it e.g. passing the graveyard where the soldiers were buried. (Chicago Tribune, 2014) https://www.chicagotribune.com/2014/11/28/do-teens-still-care-about-world-war-ii/

Competitor analysis

In studying Pokémon GO and Ingress, we've identified crucial features that can enhance our historical walking tour app for Eindhoven during WWII. These include engaging storytelling, interactive AR features, social interaction, incentivized exploration, and regular updates. By incorporating these elements, we can create a compelling experience that educates and emotionally engages users. Leveraging AR technology for immersive storytelling, fostering community interaction, and incentivizing exploration will set our app apart while maintaining user interest over time. By learning from the successes of Pokémon GO and Ingress and adapting them to our historical context, we can develop a unique and impactful app for exploring the history of Eindhoven during WWII.

Here is the whole analysis:

https://acrobat.adobe.com/link/review?uri=urn:aaid:scds:US:f8ed4145-3574-35d3-ab63-1b4f01f5f4ef

3. Customer Personas:

About

I am Maike and I am a computer science student who loves to spend time with my friends. I hate being at home and would love to explore the world. I am also interested in history, but not enough to research things on my own; I need someone to share the knowledge with me e.g. through school etc. It would be cool to be able to do it alone, though.

Goals

I would like to have a medium that allows me to learn about the history of World War II in a fun way instead of just reading about it from the school books.

Needs

- The content should engage me for a longer period but also teach me something in an interesting way.
- I like to be rewarded for doing anything.. it makes things more engaging and surprising.

Maike Filo

Age	21
Nationality	Dutch
Education	High School
Location	Eindhoven

Frustrations

- I am not sure from where I should get knowledge about World War II events, I'd like to learn more, but it's mostly very heavy content. It discourages me from starting.
- Too much reading.
- I have never seen an educational game about World War II.

Behaviors

I often play games on my phone, mostly recreational, but also educational ones.

Preferences

- Descriptions/facts in a form of storytelling. It makes it more interesting than plain facts, but make sure that it's not too long.
- I'd like an app that can be downloaded; possibly from the App Store.

About

I am Long and I am into psychology and understanding the motives behind people's actions. I wouldn't say I am very into history of war events, but I am always open to learn new stuff. Especially, if it focuses on interesting facts. I want to see the outcomes of the decisions that were taken by people who lived during those times.

Goals

I want to see the consequences of people's choices and how it affects us to this day. I am into games so that would be a cool to learn about it I believe.

Needs

- The content should be fun and age-friendly so maybe less historical terminology.
- Reward system is so important as it makes me actually want to pursue the subject. It becomes more interesting.

Long Platek

Age	18
Nationality	Dutch
Education	High School
Location	Eindhoven

Frustrations

- A lot of educational content seems very unappealing to me. They use difficult terminology and just throw heavy stuff on you. I wish it could be a bit more directed at the young audience.
- I lose focus easily when the amount of content is overwhelming.
- I don't know much about the city I live in, there should be more information about it.

Behaviors

I start to overthink war, whenever I am exposed to some content about it like a movie, or when someone brings it up. I've never played an educational game.
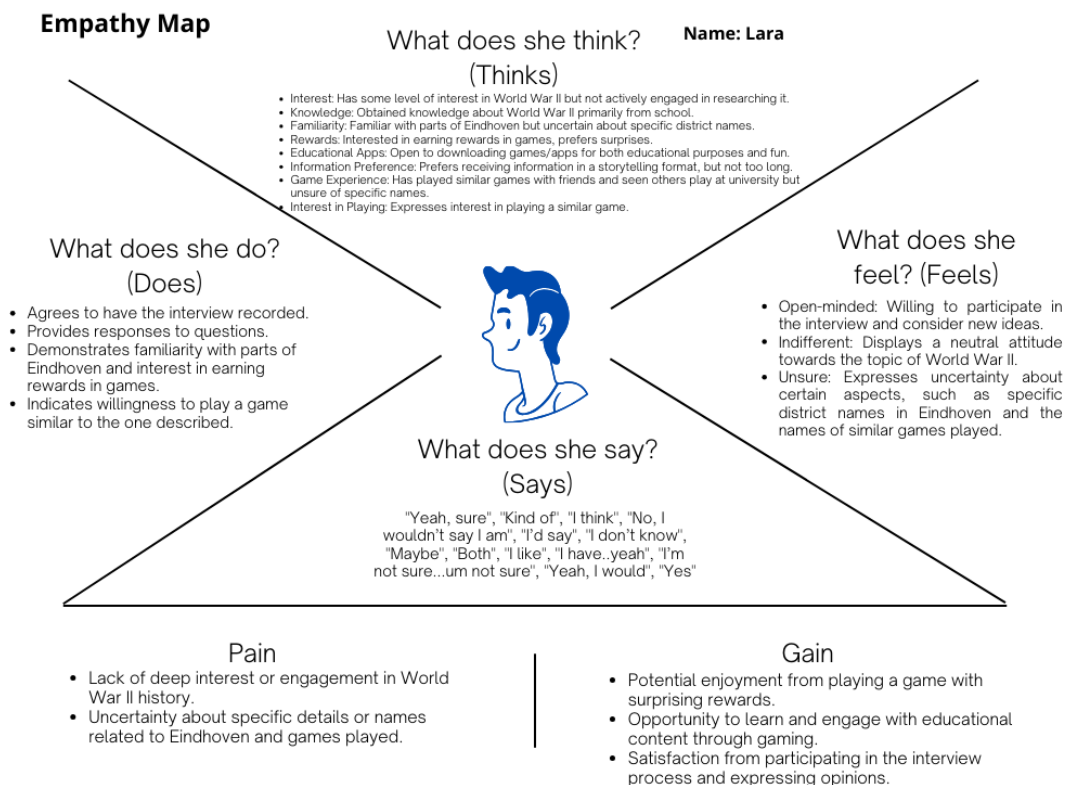
Preferences

- I prefer rewards to be physical, but the flashing lights and badges are also fine. They get me exited.
- Until now, I mostly relied on social media for historical knowledge/news, but as long as I can use my phone for it, it's fine.
- I like storytelling type of content.

Empathy Map

What does she think?
(Thinks)

Name: Lara

- Interest: Has some level of interest in World War II but not actively engaged in researching it.
- Knowledge: Obtained knowledge about World War II primarily from school.
- Familiarity: Familiar with parts of Eindhoven but uncertain about specific district names.
- Rewards: Interested in earning rewards in games, prefers surprises.
- Educational Apps: Open to downloading games/apps for both educational purposes and fun.
- Information Preference: Prefers receiving information in a storytelling format, but not too long.
- Game Experience: Has played similar games with friends and seen others play at university but unsure of specific names.
- Interest in Playing: Expresses interest in playing a similar game.

What does she do?
(Does)

- Agrees to have the interview recorded.
- Provides responses to questions.
- Demonstrates familiarity with parts of Eindhoven and interest in earning rewards in games.
- Indicates willingness to play a game similar to the one described.

What does she feel? (Feels)

- Open-minded: Willing to participate in the interview and consider new ideas.
- Indifferent: Displays a neutral attitude towards the topic of World War II.
- Unsure: Expresses uncertainty about certain aspects, such as specific district names in Eindhoven and the names of similar games played.

What does she say?
(Says)

"Yeah, sure", "Kind of", "I think", "No, I wouldn't say I am", "I'd say", "I don't know", "Maybe", "Both", "I like", "I have..yeah", "I'm not sure...um not sure", "Yeah, I would", "Yes"

Pain
- Lack of deep interest or engagement in World War II history.
- Uncertainty about specific details or names related to Eindhoven and games played.

Gain
- Potential enjoyment from playing a game with surprising rewards.
- Opportunity to learn and engage with educational content through gaming.
- Satisfaction from participating in the interview process and expressing opinions.

Helps to visualize customer experiences, thoughts, and emotions to deepen understanding.

POV (point of view)

Younger generations who are not exposed to history on a daily basis and want to know more, need a medium that allows them to learn about it in a non-boring way because it is important to preserve the memories and experiences that happened in the past, that lead us to the world we now live in.

HMW (How Might We) Statement

"How might we make use of Eindhoven's rich wartime history and personal narratives to create interactive and engaging experiences that not only honor the memory of those lost and the bravery of liberators but also effectively convey the message that freedom is precious and shouldn't be taken for granted?"

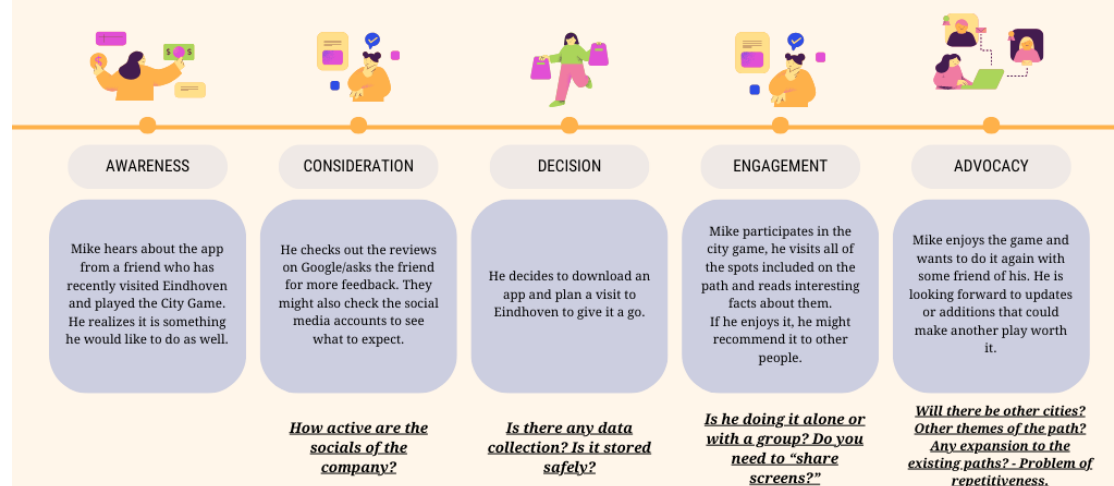"How might we present the historical evidence in an interesting way?"

Customer Journey

The customer journey

Mike Jensen is a computer science student who enjoys traveling and learning about new things. Due to his background, he loves all things tech, but he will never say no to stroll in the park or some wandering around the city. He is also very into history and has seen all "Inside WWII" episodes.

Expectations:
- *An app that can teach him something in an interesting way.*
- *No fees.*
- *Smoothly running application that has no bugs which could make the city game less fun.*

AWARENESS	CONSIDERATION	DECISION	ENGAGEMENT	ADVOCACY
Mike hears about the app from a friend who has recently visited Eindhoven and played the City Game. He realizes it is something he would like to do as well.	He checks out the reviews on Google/asks the friend for more feedback. They might also check the social media accounts to see what to expect.	He decides to download an app and plan a visit to Eindhoven to give it a go.	Mike participates in the city game, he visits all of the spots included on the path and reads interesting facts about them. If he enjoys it, he might recommend it to other people.	Mike enjoys the game and wants to do it again with some friend of his. He is looking forward to updates or additions that could make another play worth it.
	How active are the socials of the company?	*Is there any data collection? Is it stored safely?*	*Is he doing it alone or with a group? Do you need to "share screens?"*	*Will there be other cities? Other themes of the path? Any expansion to the existing paths? - Problem of repetitiveness.*

This customer journey shows basic journey that the user goes through with our app.

Ideation Process:

Lotus Blossom

Fear of missing out	Personal connections	Disturn	Puzzles/quiz	Online	GPS	Cognitive memory	Usefull	Multi cultural
Empathy	Fellings	Sad	Choice based	Games	Interactive	Levels of dificulty	Education	Necessity
Curious	Accomplished	Freedom	Unique	Rewards	Fun	Information	Knowledge	Learning
Pictures	3D	Animations	Fellings	Games	Education	Brightness	Dark/light mode	Free
Videos	Visuals	Streetview	Visuals	What would incite users to learn about history?	Accessibility	Availability	Accessibility	Low level of entry
Icons	Colors	AR	Engagement	Storytelling	Interactive	"At home" mode	Multi Language	Blind/deaf
Games	Anything physical	QR codes	Keep memory alive	Plot	Non-fiction	Choice based	GPS	Buttons
Outside world	Engagement	Audio	Fun choice of wording/phrasing	Storytelling	People's stories	Games	Interactive	Social interactions
Walk	Visuals	Social media	Soundtrack	Choice-based	Characters	QR codes	Ar features	Walk

We are yet to create a Moscow, but we believe that a lot of these can be accomplished in our time frame, among others:

- GPS function
- AR
- Pictures,
- interactiveness

Concept Visualization:

Login

Sign Up

G F 🍔

* Welcome
* Ask for Premissio
* Attention ⚠
Risk

Login -Uname

Password

- Street name
- How far distance.

1.1km

Username

- Profile
- Settings
- Rewards
- History/places.
- How To
- FAQ

Start ---▷ Next loc

♡ Fav

Quiz   Facts

🔒 unlock with
QUIZ

Only log the places
when "challenge"
is completed.
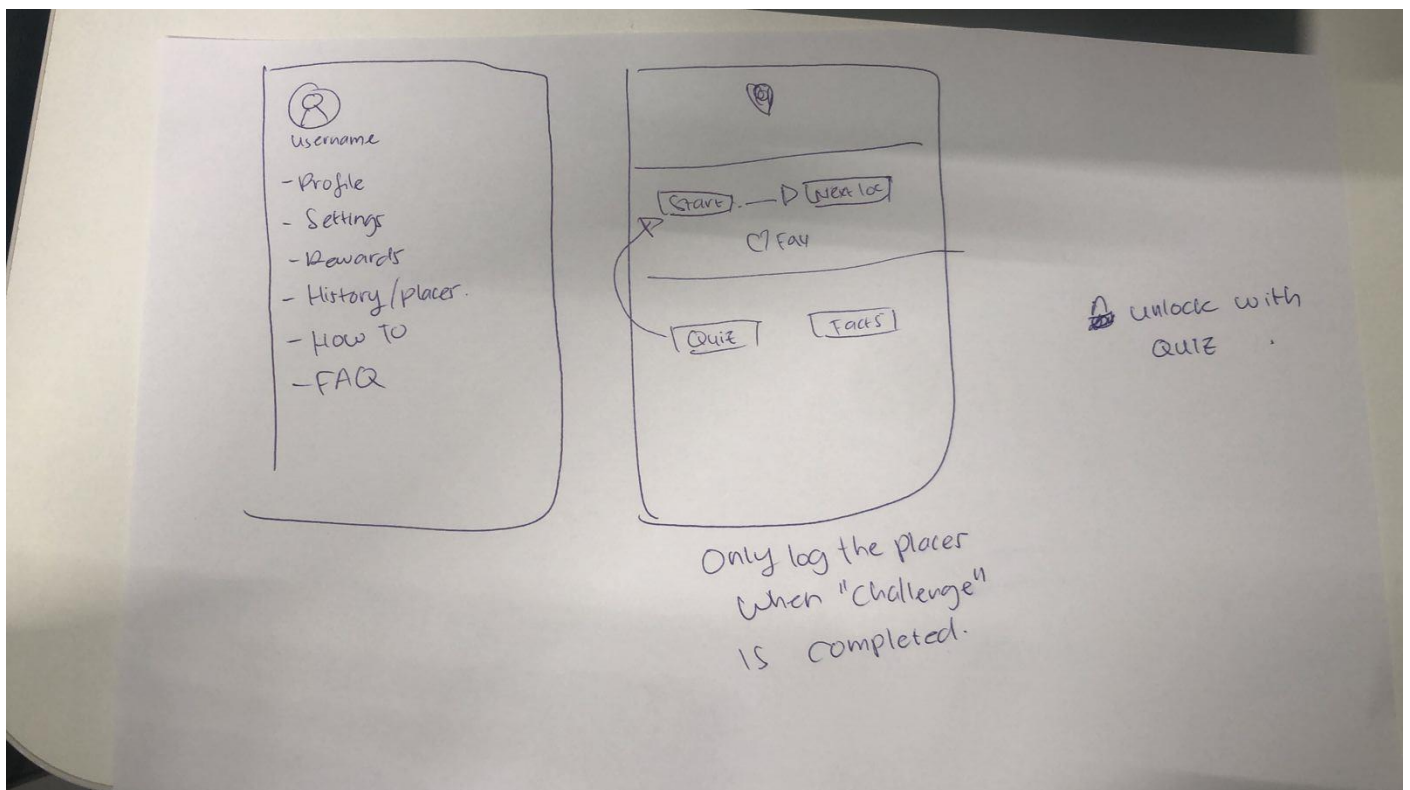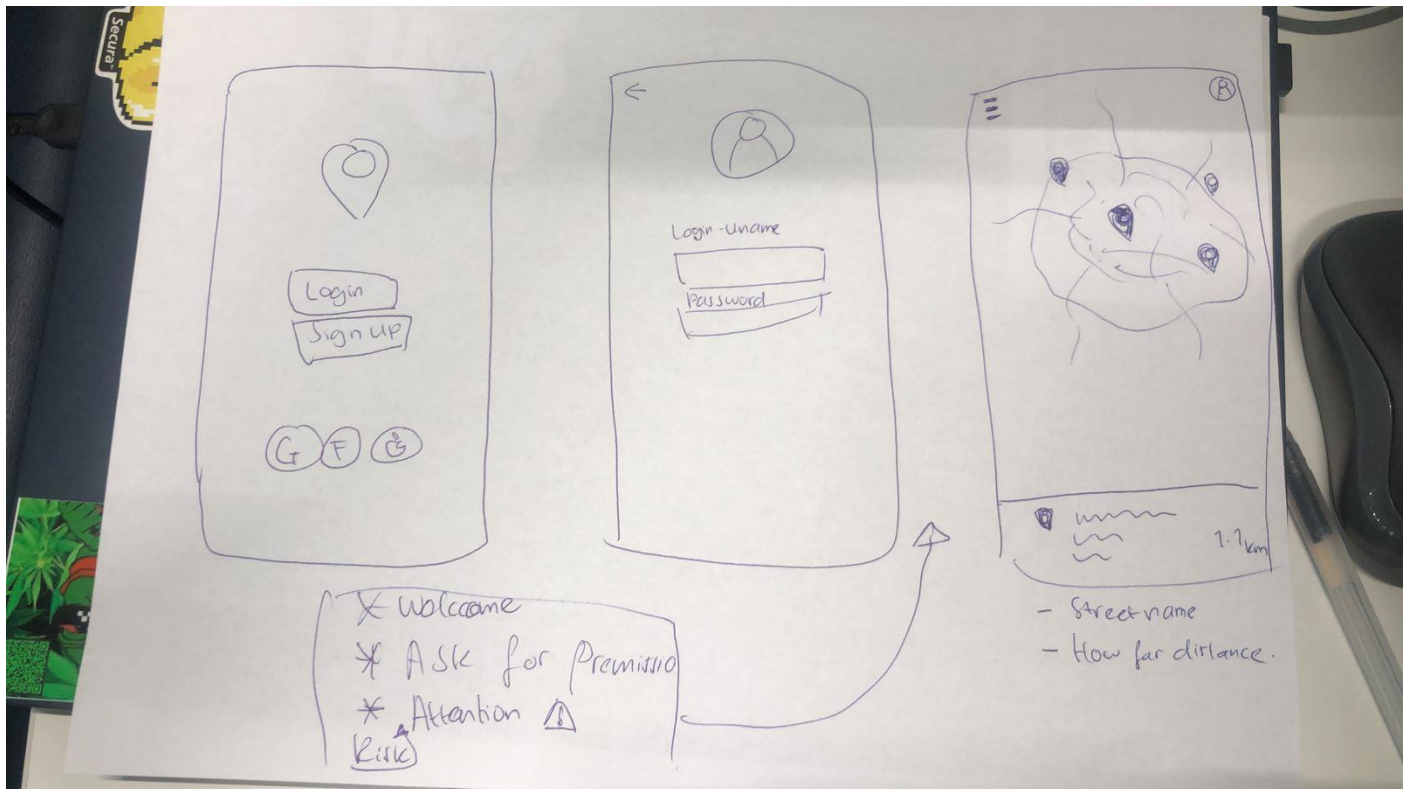
Feedback and Evaluation:

- The teachers were very into the idea of the city game.

- During the research we were instructed to formulate a clear research question which was helpful in the process of actually coming up with the product.

- We heard many times that the content should be presented in a "fun" way that is not too heavy to not become boring. It could be in the form of storytelling, but we should make sure it is not too long. We want not to post plain facts how we initially planned, but instead, try to make it more of a story.

- Not many people knew what the term geo-caching meant so it was important for us to refine the interview questions and provide context so that the concept was clearly understood by the users.

- We were told to "dream big" and not focus on the things that we cannot do, but rather come up with various ideas and not limit ourselves. This way we are able to brainstorm more efficiently.

- While conducting the competitor analysis it was important for us to describe the strengths and weaknesses as we could keep that in mind while developing the final product.

Concept Justification:

- We believe that our solution addresses the problem stated in the beginning. Thanks to the city tour app people can learn about historical events in an interesting way, cool language etc. Research shows that standing and moving around while you are learning something has numerous benefits to our bodies, brains, memories, and academic performance. So making the user walk around the city and read about what happened in the city of Eindhoven might make them memorize it better.

- The idea for our city game app that focuses on the events of World War II that happened in Eindhoven seems pretty unique. There are not many educational games/apps about war events. There are also no mediums that share the memories of survivors etc. In an appealing to a younger audience way. This truly makes our idea stand out.

Plans for Iteration:

- Iteration Strategy:

  After submitting this document we want to start developing the product. It might require us to do more research.

  We want to present the concept to the 18th foundation to see whether they are into the idea.

- Timeline:

First 2 weeks

1st of April 2024 – 14th of April 2024 – **Conceptualization**

15th of April 2024 – **Concept presentation with the client Foundation 18th September**

15th of April 2024 – 24th of April – **Project Development**

Conclusion

We hope that this app will make future generations memorize the events that took place during World War II in Eindhoven, but also realize the importance of freedom. We often forget and take it for granted. This app allows people to learn historical facts in a fun way and keeps the memories of the survivors and those who fought for our freedom alive.

Future of the project:

- What we could do in the future is add different cities and create a similar path that revolves around World War II events. Perhaps, more events that took place in Eindhoven could be added to the app.
- Add different languages. Since the game can be played by foreigners that visit Eindhoven, we could offer them an option to change a language since some terminology can be harder to understand for some.