CONTAGIOUS!

Contain. Care. Cure.

Global Grad Show • Contagious! the game • Team SPARK

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GRAD
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In partnership with
INVESTMENT CORPORATION OF DUBAI

CONTENT.

C�rphanNTAGIOUS!

Go to the park with your friends

Stay home and play games

The COVID-19 pandemic is new territory that many people have not yet experienced, leading to a misunderstanding of expectations for their behavior. Though they have seen information visualization depicting how one infected person can result in 100 infected people, the concept is too abstract to influence their behavior. Thus, resulting in the disregard of social distancing advice.

Though the information is available, increasing awareness is not enough. To make an impact, the information must be presented how people would experience it in everyday life. We provide this perspective-taking through gameplay.

Contagious! is a simulation-based game that provides the young public (ages 14-25) with a clear and tangible understanding of a pandemic, teaching them to navigate similar real-life scenarios.

Over the course of a week (10 minutes of gameplay), players experience real-life scenarios that the general public is currently experiencing. Each day, they play as a randomly chosen character that represents a demographic of the general public. These characters include the elderly, immunocompromised, new parents, college students, and many more. Users make behavior-based decisions that determine their character's fate; however, the choices they make with one character early on directly affect the fate of the characters they play later. This draws a direct relationship between the actions we make as individuals and how they contribute to the pandemic on a grand scale, informing the players real-life social distancing decisions.

COMPETITIVE ANALYSIS

Through our market evaluation, we determined that existing games in this sector are overall difficult to relate to. None of these games successfully depict a viral epidemic from the perspective of everyday citizens while also enabling empathy for others in the pandemic. Users play from the perspective of multiple different people within their city, giving insight into the lives of the people around them.

Contagious! would educate people on how their individual actions would impact the pandemic directly via their neighbor's lives and even greater on an economic level.

Additionally, Contagious! teaches users the contagious behaviors they should be avoiding both in public and private in a stress-free way.

| Legend	CONTAGIOUS	Virus Popper	Solve the Outbreak	Plague Inc: Evolved	Battle of Pathogens
✖ Does Not Have ⦿ Has					
Educational Teaches hygiene and knowledge about the virus and how to prepare	⦿	⦿	⦿	✖	⦿
Platform Method or device users play on	Mobile	Virtual Reality	Web/mobile	Web/mobile	Mobile
Realistic Location of where the game is placed	⦿	⦿	✖	✖	✖
Relatable Ability to relate gameplay to player's own situation	Multiple Characters	Everyday Citizen	Detective	Doctor	Fruit Ninja
Empathy If the game affects the user's empathy for others	⦿	✖	✖	⦿	✖
Entertaining Intrigue and excitement level	⦿	⦿	✖	⦿	⦿

GAME PLAY

To build empathy for others through this game, as well as teach the public how to minimize contagious behaviors, we use relatable characters, stories, and familiar game UI elements.

GAME CHARACTERS

The user plays as a different character each day. Each character has specific traits that represent a demographic of the general population.

However, the decisions you make with one character can affect the fate of other characters later on.

This perspective-taking gives the player a greater understanding of how others are impacted by a pandemic as well as highlighting how one person's actions directly influence the quality of life of others.

Iris
Elderly & Retired

Karen
Manager at a boutique

Bob
Restaurant Owner

Steve
Salesman
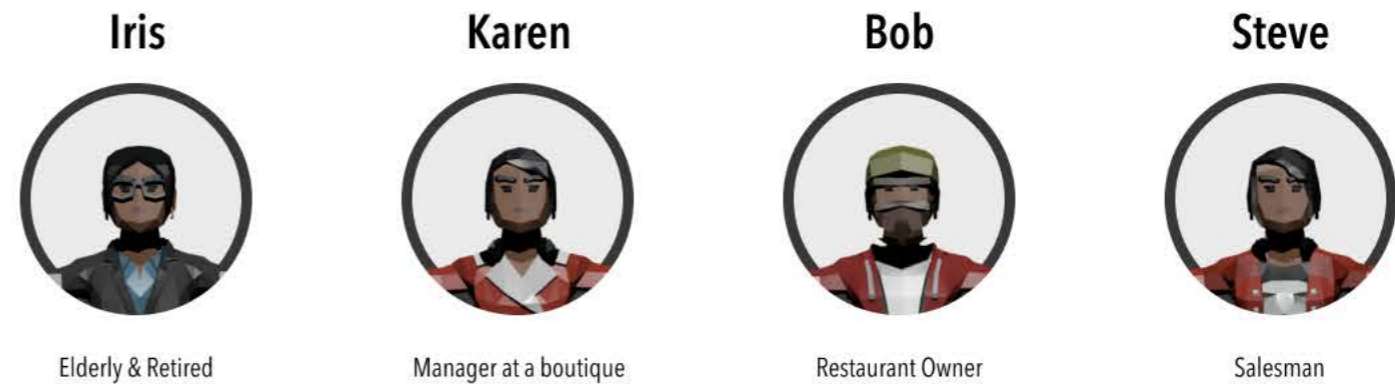
Sample Character List

Iris Elderly & Retired

Advantages
Does not have to leave house often

Disadvantages
More susceptible to Covid-19
Difficult to leave the house

Maria College Student

Advantages
Younger person

Disadvantages
Immunocompromised
Lost job as a waitress

Jaimie Graphic Designer

Advantages
Works from home

Disadvantages
Diabetic

William Doctor

Advantages
Knowledgeable about the impact

Disadvantages
Around infected people
Hospital is running out of supplies

Kay Grocery Store Worker

Advantages
Job Security

Disadvantages
In contact with a wide population

Ron Police Officer

Advantages
Can change people's behaviors

Disadvantages
In contact with many people

Bob Restaurant Owner

Advantages
Younger person

Disadvantages
Has to close restaurant
Has to lay off employees

Steve Salesman

Advantages
Works from home

Disadvantages
Has to homeschool kids while working
Wheelchair bound

Karen Manager at a boutique

Advantages
Has medical insurance

Disadvantages
40 weeks pregnant

GAME PLAY

STORIES

Players experience different walks of life through their characters. Each character has specific traits that define their stories. Experiencing scenarios, both good and bad, through these unique characters brings to light some of the confusing life changes people have had to make during this outbreak, enabling greater empathy for the people around us.

Players navigate relationships with friends and housemates. They must choose carefully because who they choose to interact with could lead to contamination.


Deterioration of mental health is a major collateral issue of social distancing. Players must balance their mental health with their isolation practices to maintain their health bars.

Regardless of their social choices, there are specific essential activities everyone must do, including grocery shopping. How one person shops during this time can directly affect the availability of necessary items for other people in the town.

If the player makes choices that result in diminished town health, they will see the direct repercussions of their actions.
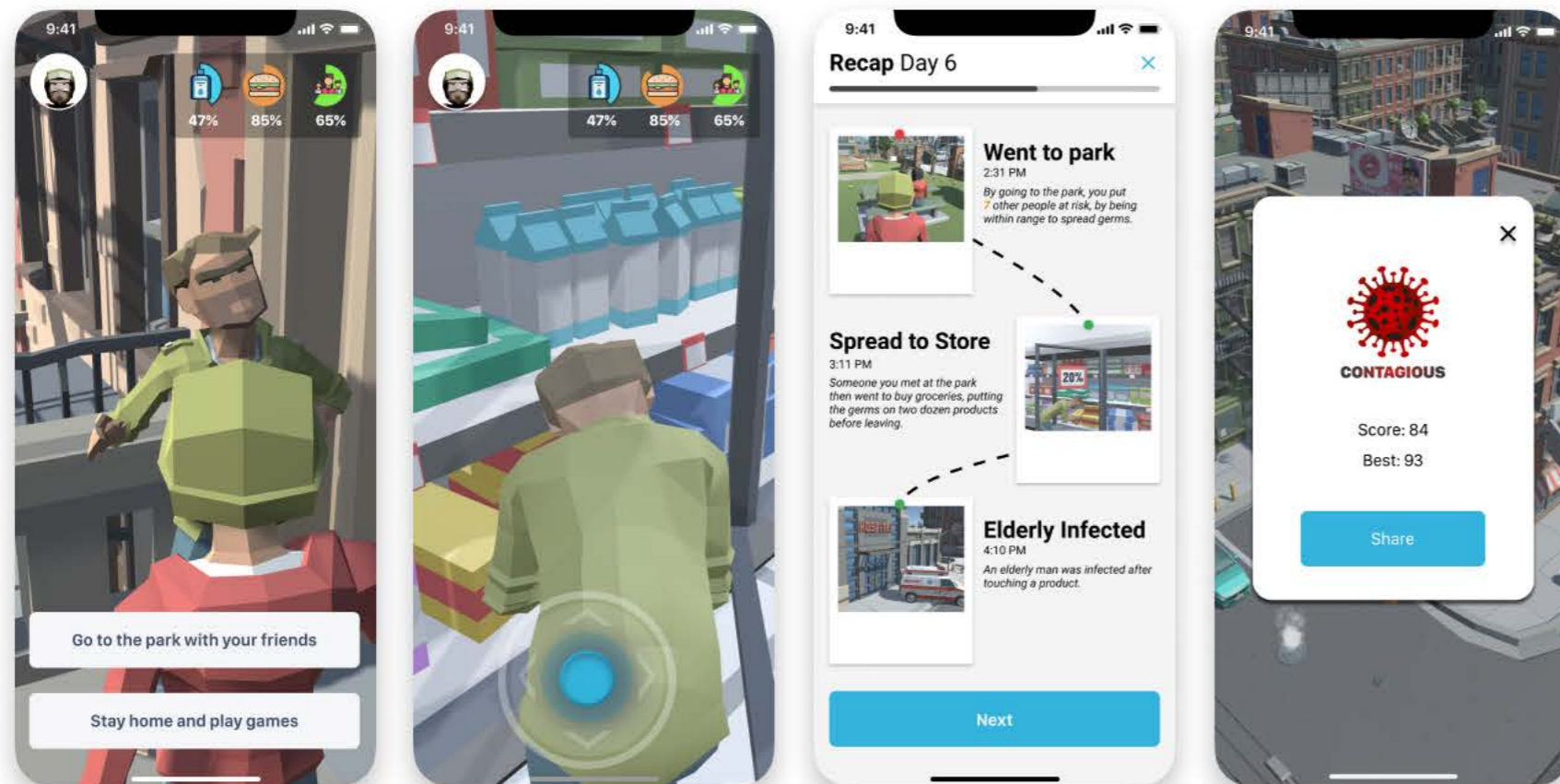
GAME PLAY

INTERFACE

Each character has three health bars: sanitation, happiness, and hunger. Similar to real life, the player's decisions influence how their health is affected.

The game ends after the week has passed. The player receives a score depending on their town health score and how well they maintained each character's health bars.

The player can review their key mistakes, creating more opportunities for learning moments.

Player's are encouraged to share the game online and compete with their friends for a high score.

IMPACT

We are targeting the younger generation of ages 14-24 because they are the group with the potential to make the greatest impact on this outbreak and future pandemics. This demographic is the group least likely to be affected directly by the virus due to their age and high immune systems. Additionally, they are the group most likely to be asymptomatic and unknowingly transfer the virus to others who are potentially more vulnerable.

As a group of college students, we have seen the way the world has reacted to this pandemic and also noticed a trend of passiveness among our own generation. Through our research, we have determined that this age group has seen the news, social media, information visualizations and much more to understand the seriousness of the situation; however, the idea is too abstract to change their behavior.

In 2019, there were 2.4 billion gamers in the world. 43% of those gamers were ages 13-34. This makes 1.032 billion people that we have the potential to influence with this game. Our app would draw a direct line between people's individual actions and how this virus has taken over our world, waking the younger generation to the reality of the situation and what they can be doing to mitigate the spread of the virus.

Gamification, if applied correctly, can engage learning and knowledge sharing. Rather than creating a product that could only be used during the pandemic, we have created a method that can train the public on healthy behaviors in a fun, intriguing way. This game will have lasting effects beyond the current COVID-19 outbreak and will mitigate contagious behaviors for future outbreaks as well.

Business Model

Business Model:	Development Cost:	Competitive Edge:
This will be a free to play game with micro-transactions and rewarded ads.	$414,000 (estimate dependent on development team/company)	Can be developed remotely Less development time than physical products Game world has seen a surge in usage

Cost factors:

3D Graphics	Localized and Translated	Genre: Simulator/manager
Single Player	IP/Brand License Costs	Subgenre: Building and manager simulator
Live operations needed	Software License Costs	Moderate Quality of graphics and effects
No parent website	Hardware Costs	Login through Social accounts
Ad monetization	Hosting Costs	IOS/Android
Stock music	Marketing Costs	No profile
Content amount as usual	Team Costs	Ratings

Plan of Action

1 Develop Design Specifications

Our team would design the game interactions and stories.

Time frame: 1 week

2 Draw up Game Design Document

Detailed analysis and documentation for development agency or team.

Time frame: 1 day

3 Develop the app

Hire an agency/freelancer to code the game

Time frame: 1-2 weeks (dependent on development team/company)

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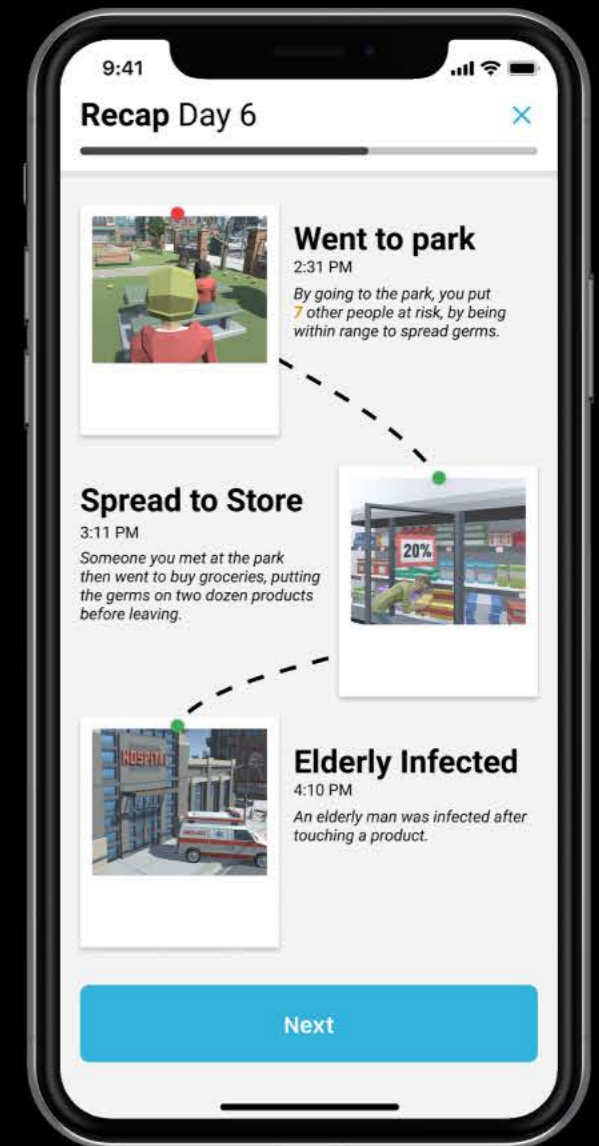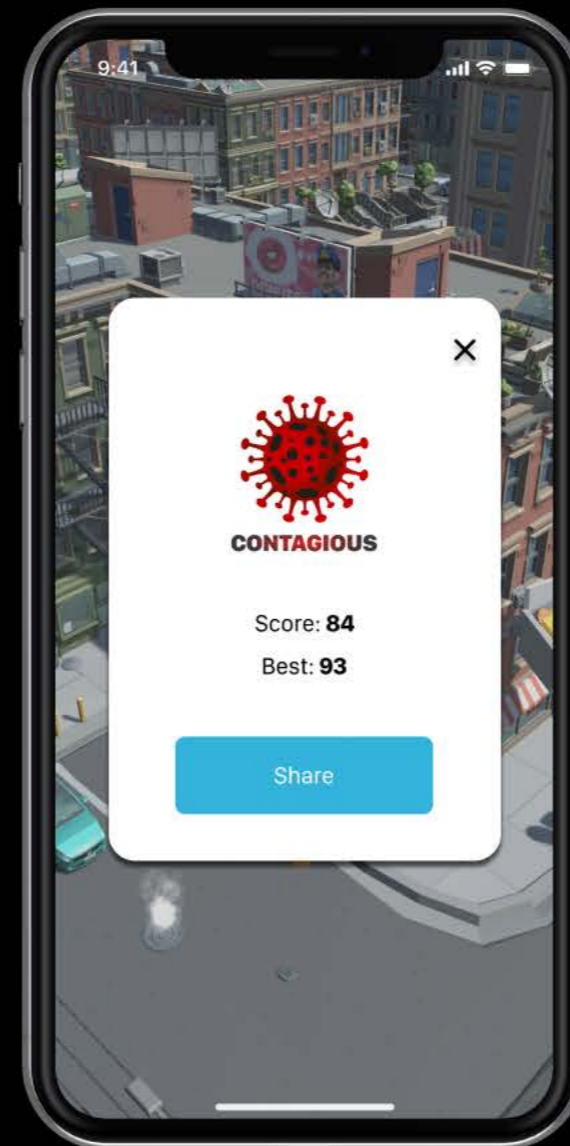
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