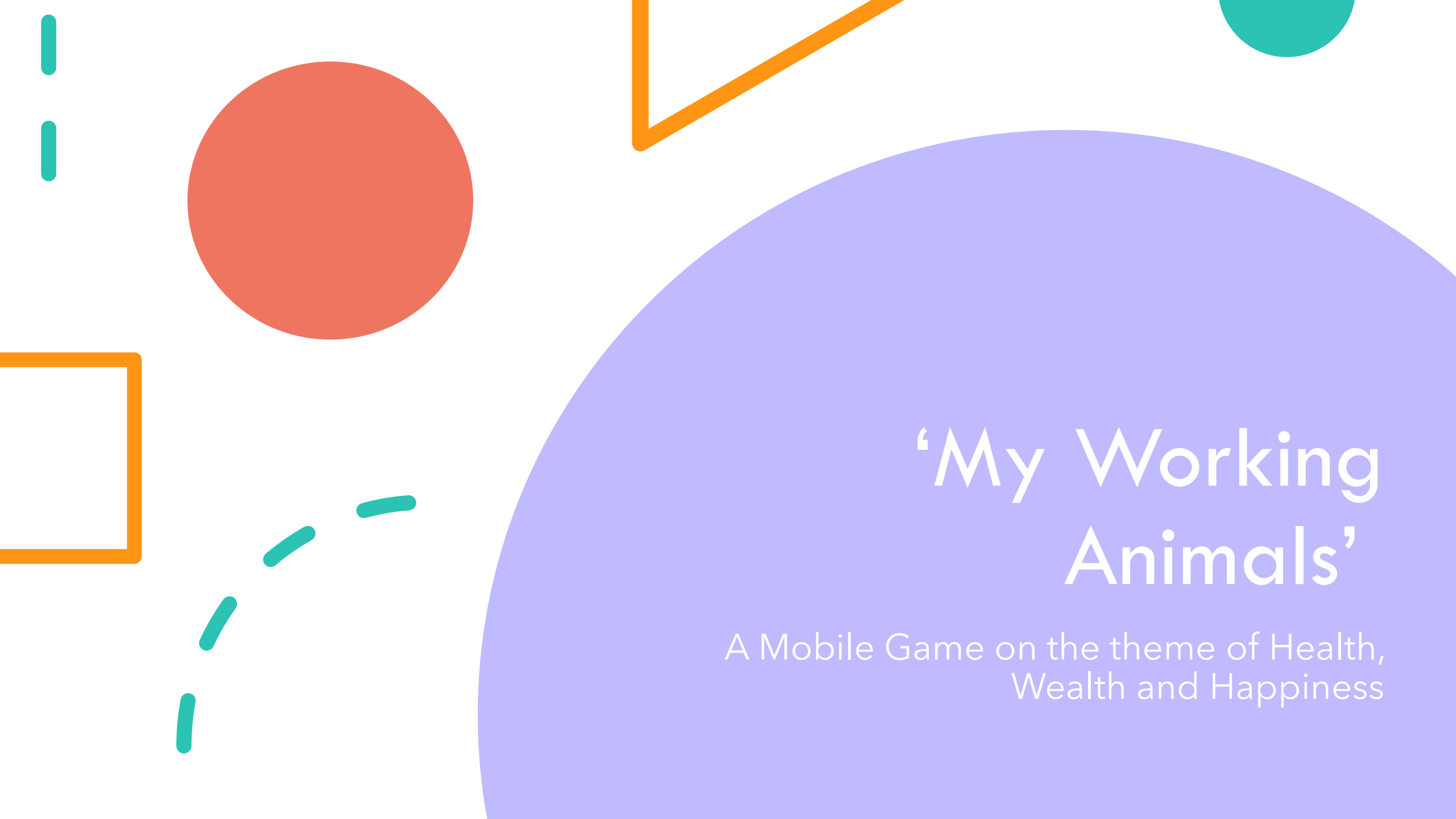




‘My Working Animals’

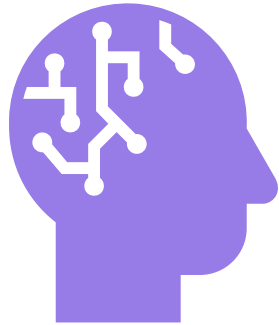
A Mobile Game on the theme of Health,
Wealth and Happiness

Meet the Team



Dan

Physical Activity



Laura

Eating Disorders



Bex

Ultradian Rhythms



Ava

Home Office Environments

- *The activities would represent all the topics we've done, such as*
 - Physical activity. Increased movement
 - Mental health, relationship with eating (ED)
 - Ultradian Rhythms and 9-5 Jobs
 - Working from home, healthy habits for happiness

Our Game's Demographic

- Original idea for the demographic was young adults suit a slightly younger audience in aesthetics and mechanics
- Similar games such as Moshi Monsters[1] and Tamagotchi[2], demographic 12-14 of age
- Fortnite[3], customizable options
- Cosmetics

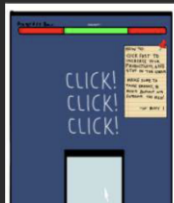


Conforms to pegi 7 [4]

image of the type of cosmetics we aim to add to the game [5]

Research Into Our Demographic

To see if we are correctly meeting our games demographic, I decided to interview my younger sister who is 12 years old.

ME Hiya [redacted], i'm making a game idea for my uni work and i want your opinion as i want to know if you would play it and what u think of it!		ME 16:35 this is the menu screen and characters you can pick, what do you think of them!?	ME 16:36 does this look confusing or do you understand what to do?
[redacted] <i>Uhhhh</i> <i>I would play it</i>	[redacted] <i>Ok</i>	[redacted] 16:35 <i>I like it</i>	[redacted] 16:36 <i>I understand</i>
ME i'll send over some pictures if you could tell me what you think of the idea and the game and how you think it looks :) have you ever played anything like moshi monsters? where you look after a little character	ME 	ME 16:35 are they cute/funny/boring etc?	ME 16:36 okay brilliant if this game were to come out on your phone would you download it?
[redacted] <i>Yeah</i> ME its like that!	[redacted] <i>Ahh I see</i> <i>I would play that</i>	[redacted] 16:36 okay and this next photo is a minigame where your character has to go to work 	[redacted] 16:37 <i>Yes obviously</i> ME 16:37 and one more thing, the game is called 'My Working Animals' what do you think of the name :) [redacted] 16:37 <i>Really good name</i> ME 16:37 brilliant thank youuuu! x

Research

What We Know

Target Demographic – Young Teens (Minds are susceptible to learning important lessons)

Our Game's Aim – to educate players on how to understand and improve one's health wealth and happiness

How could our game increase Health, Wealth, and Happiness?

Ways people improve their health [6]:

Eat Healthier

Regular Exercise

Maintain healthy weight

Managing happiness

Research

Our Report Theme's —————→ *Implementing minigames to our specific topics*

- Working 9-5 Jobs —————→ Sending your character to work
- Ultradian Rhythms —————→ Taking breaks during work
- Lack of physical movement —————→ Exercise to increase stats
- Unhealthy eating habits —————→ Healthier food increases stats

Games Inspiration

- Sims franchise[7]
- Pokémon GO[8]
- Paper's please[9]
- Job Simulator[10]
- Bitlife
- FPS games
- Tamagotchi
- Hamster playground
- Duck Life
- Pixelchix
- Moshi Monsters
- Finch
- Unpacking
- Cookie Run

Character Ideas and Designs



HAPPY
(HIGH STATS)



ASLEEP
(N/A)



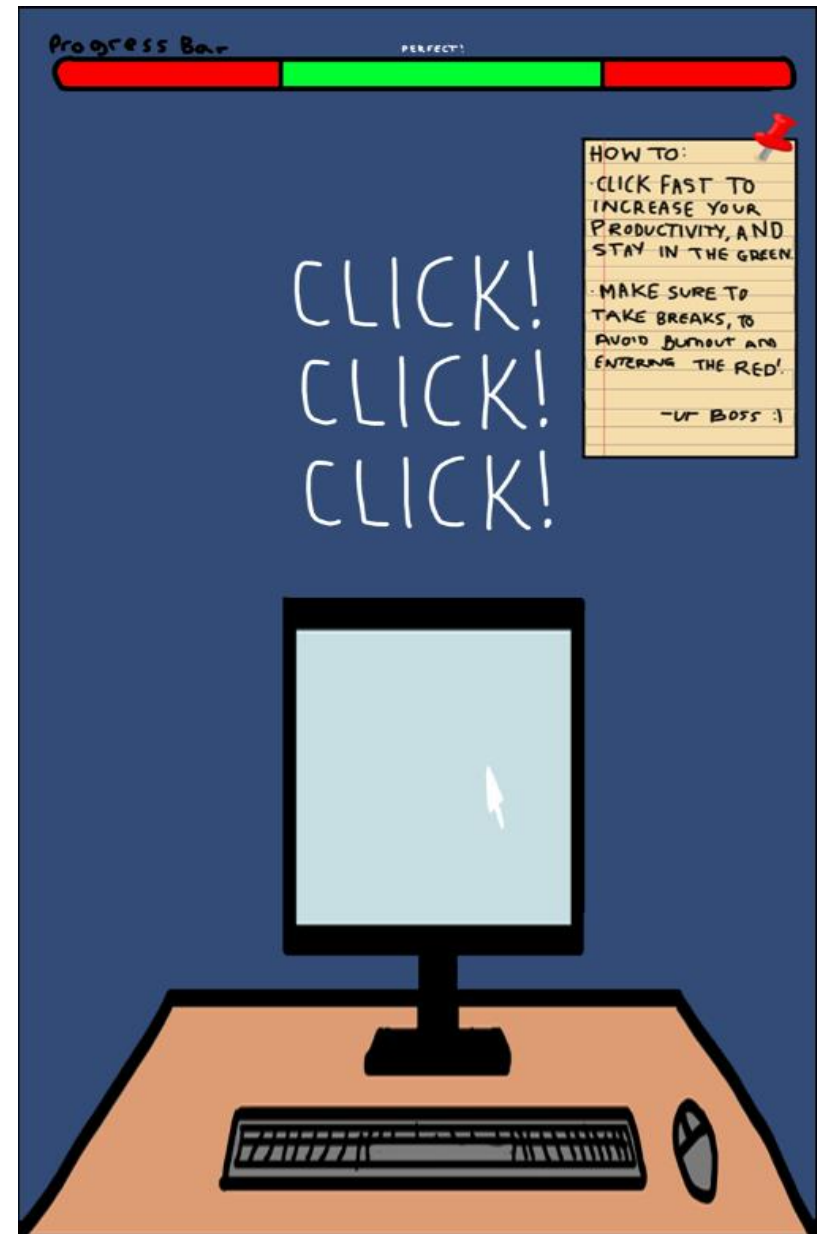
SAD / ANGRY
(LOW STATS)



Going to Work Mini Game

Characters go to work to increase their wealth

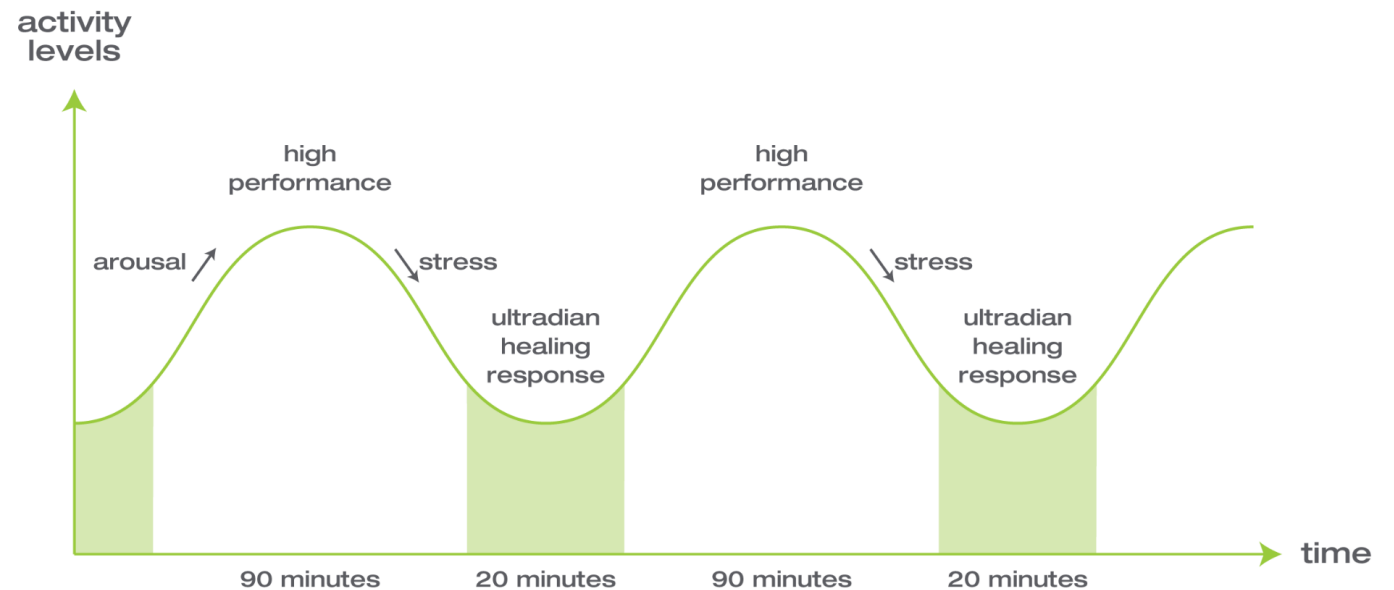
The number of coins earned, depends on how 'productive' the character was at work. The maximum productiveness is achieved through staying within the green progress bar.



Going to Work Mini Game

This minigame teaches players about Ultradian Rhythms:

- This lesson is implemented through players being told to 'Click! Click! Click!' To increase productivity.
- Clicking too quickly or not having a break from clicking will send you into the red zone.
- Will bring home less coins and your energy bar will decrease more.



Graph displaying Ultradian Rhythm patterns [11]

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