

# ECOQUEST TRIVIA CHALLENGE

“Educating kids about climate change through games.”

## PROBLEM

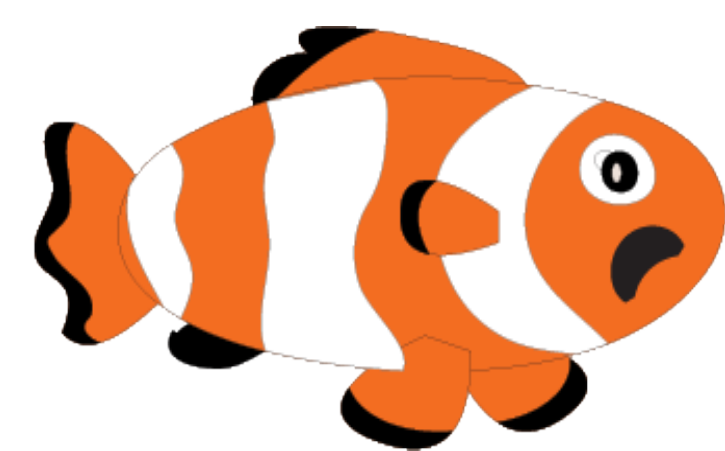
“Uncertainty and ignorance of mankind about the effects of climate change is slowly leading to extinction of numerous ecosystems across the globe.”



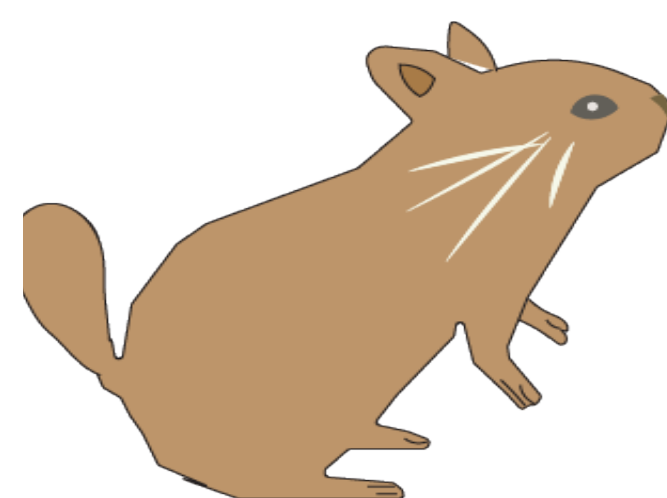
Hi, I am **Pumba** - the polar bear!  
My ice is melting, I will have nowhere to live!



Hi, I am **Tuki** - the toucan!  
Deforestation is destroying my home!



Hi, I am **Carl** - the clownfish!  
Ocean acidification is killing my coral reef!

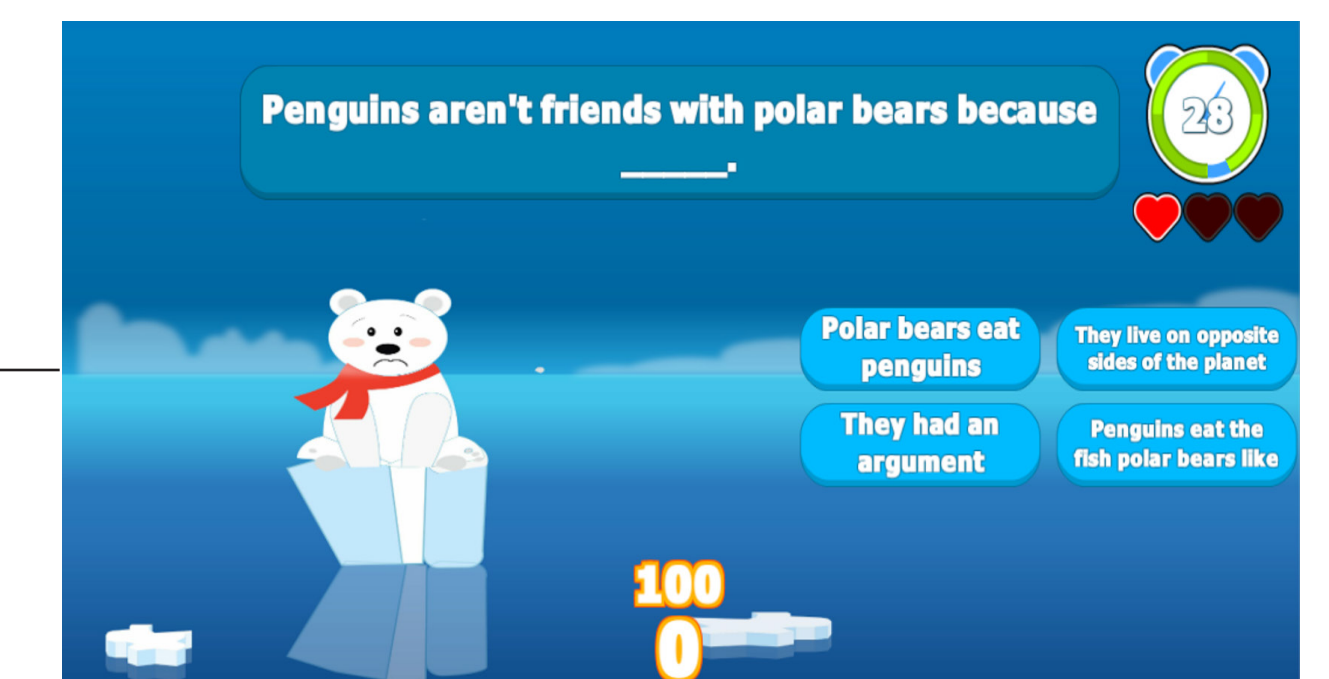
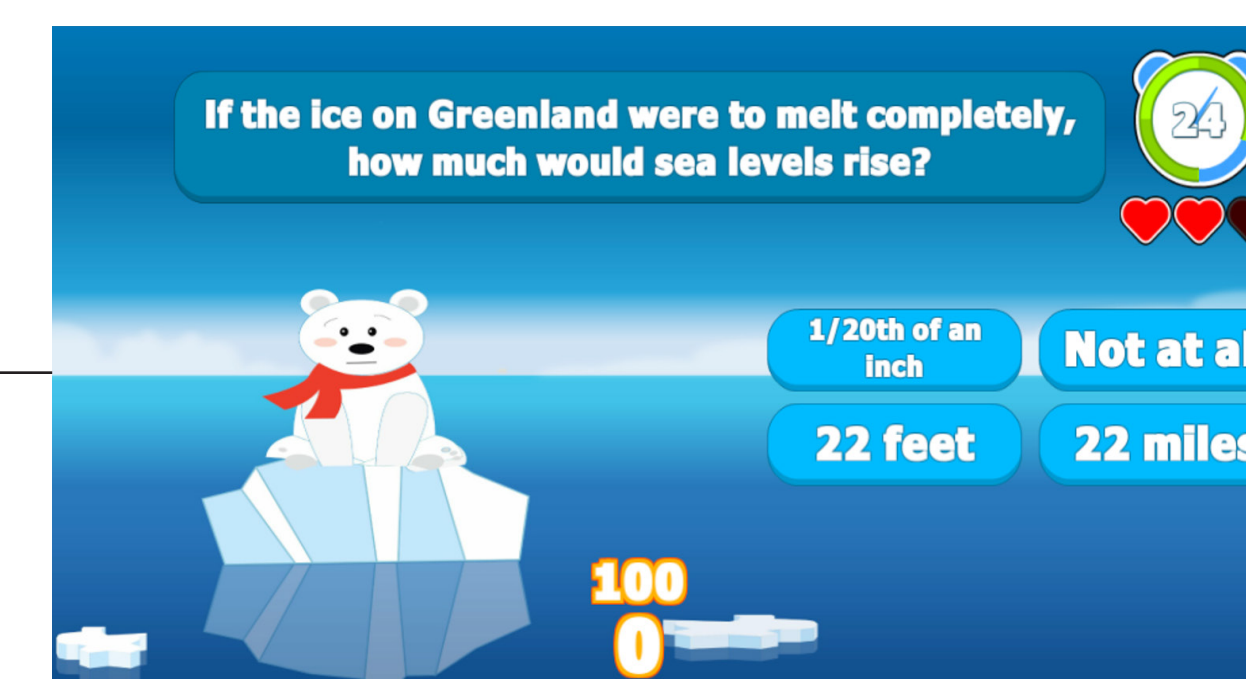


Hi, I am **Puca** - the pika!  
The mountains are getting too hot for me!

## SOLUTION

“Understand, learn and mitigate climate change through a game!”

EcoQuest intends to teach children about climate change and its catastrophic effects on animals. The game takes users through the journey of four animals, each belonging to a species that is rapidly moving towards extinction.



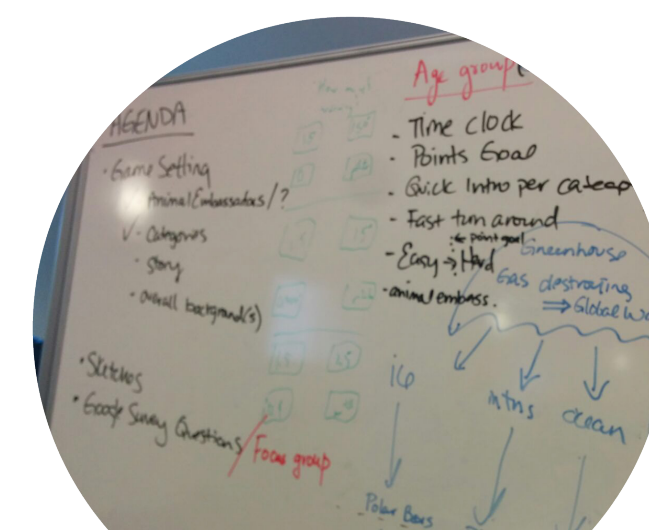
The quiz and visuals have a **threefold game strategy**:

a) build empathy for the animal, b) learn how climate change affects these animals, c) which simple acts go a long way to help mitigate the problem. Each player has 3 game lives. With loss of each game life, the visuals change to portray the worsening condition of the animal's habitat.

## PROCESS



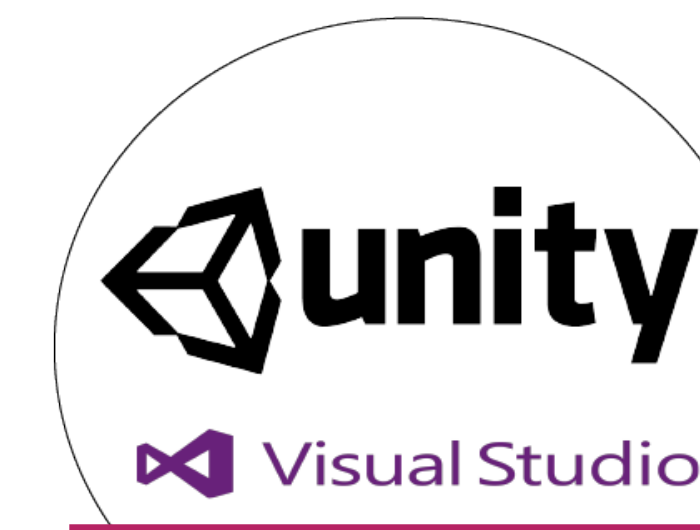
Research



Ideation



Design



Develop



User Testing

