

Fun is serious : Development process of games for seniors, from idea to marketing strategies

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WP 4.2 : CONNECT-PLAY



PURPOSE

The goal of this project is to create, research and commercialize digital games to enhance older adults' quality of life. Some research indicates that digital games can enhance older adults' happiness, cognitive development and facilitate social interaction. Today's commercially produced games can pose usability challenges. However, many older adults readily embrace the concept of lifelong learning. The games in this project focus on social learning. They involve learning content and/or skills and will be played as social games with other adults or in an inter-generational format.

OBJECTIVES

- Design games for seniors.
- Create a game design interface and increase the involvement of elders.
- Adopt / adapt an economic model that will improve the services offered by our games.

Play
create
socialize
and learn

What we have already done : PLAY & SOCIALIZE



Results of the experiment
2016-2017 (n = 42)

Educational Games Analytics
(Questionnaires + Telemetry)
Favorable perceptions on

- Design**
(\bar{x} =4,41; σ =0,79)
- User-Friendly**
(\bar{x} =4,60; σ =0,56)
- Readability**
(\bar{x} =4,46; σ =0,67)



What we will do : CREATE & GaaS

Objectives and Needs of the Project

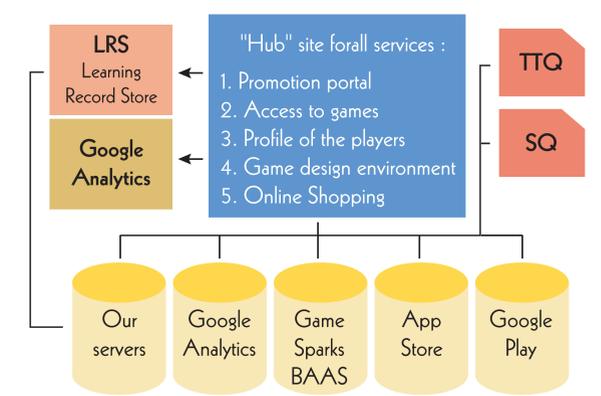
Our games are primarily intended for seniors with potential social, cognitive and educational benefits. The technological and human architecture required to support such system requires an innovative economic model. Several economic models in the field of games have been studied. Few of these models seemed ethical to us, that is, in keeping with the values we want to convey and which are at the heart of AGE-WELL. In addition, the creation of new quizzes requires recurring costs in order to maintain the attraction of the elders to use our games. This requirement, which can be an important limit, has been transformed into force.

Game Design Environment

First, the game design environment, consumer version, will allow users to create quizzes for free. Quiz customization options will be available at low cost.

Game-as-a-Service Economic Model

Secondly, the game design environment, Premium version, based on the innovative Game-as-a-Service (GaaS) economic model, will enable our customers (organizations, ministries and companies) to probe a population, to access information about elders and other target audiences, and learn about the state of knowledge on a topic through a sponsored quiz. Thus, transparently, Premium customers will provide quality quizzes, which largely eliminates the investment required to create new games, while providing revenue related to promotion and / or access to data. In addition, these partners will use their networks to promote their games, which is also an important potential asset. Fully operational, this innovative business model will not only ensure the viability of the project, but will also develop more games for seniors, and introduce new technologies such as virtual reality or game creation involving players of several generations. Thus, the technical architecture of the project could also be used in schools with an intergenerational aim.



Next step: Develop an ethical economic model to support and improve the services of our games hub for seniors.