

Game Design Service Platform for Seniors' Health and Well-being

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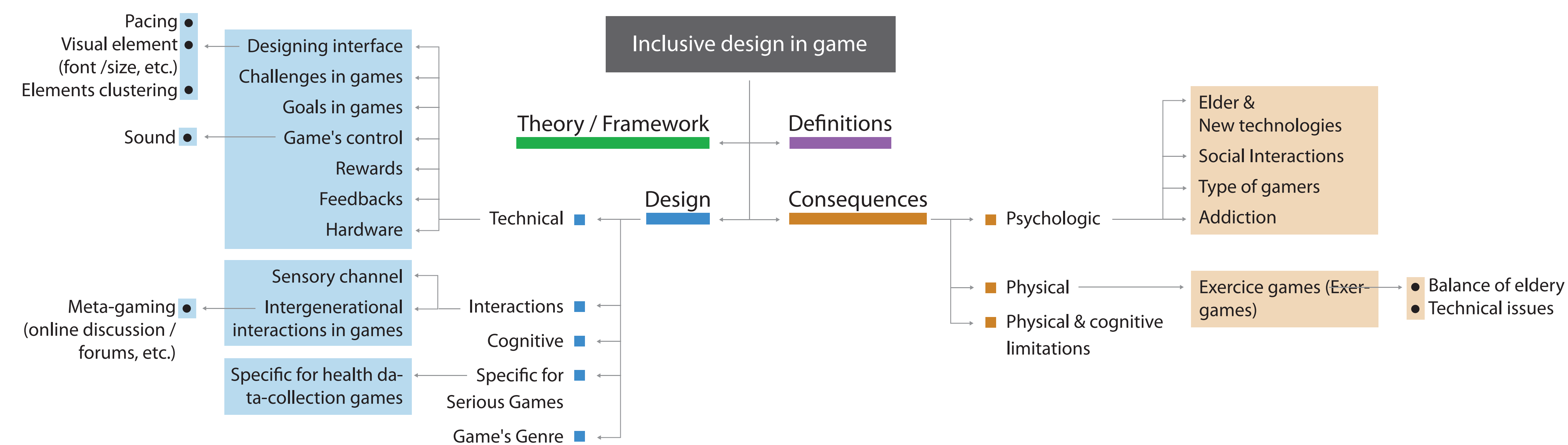
PURPOSE

Research in the field of serious and therapeutic games (STG) has been on the rise in recent years, particularly with regard to the development of games for the elderly. The objectives of these STG are the adoption of healthy lifestyles, lifelong learning, adaptation and rehabilitation in order to improve the quality of life. The STG partly compensate for the motivation that is not always there and which requires different leverage with age and context. However, due to the difficulties inherent in research and development, many projects do not result in the development of a product that is accessible to seniors. Some STG do not have an effective design despite a promising concept, others are not hosted online. Still others do not have the technical infrastructure to collect usage data. Research produces scientific results, but the end of funding often marks the end of the STG. Supported by an innovative business model, the Digital Game Design Service Platform for Seniors' Health and Well-being is an ambitious and innovative project that will transform several issues related to STG research and development into opportunities for successful collaborations for the benefit of seniors.

GENERAL OBJECTIVES

1. Produce STG much more quickly and effectively.
2. Allow STG to persist and be accessible to seniors beyond the period of research funding.

CONCEPTUAL MAP



AWCAT-2019-142

SERVICE PLATFORM: FROM THE IDEA TO THE SUSTAINABILITY OF A SERIOUS AND THERAPEUTIC GAMES

1

Gathering needs and interests

Objectives : Through the platform, identify and validate needs among the target audiences.

Tools : Platform website, questionnaires, advertising / web promotion, contact form.

Output : Data to be analysed.



2

Needs and interests analysis

Objectives : Through this interface, identify and validate needs among the target audiences.

Tools : Questionnaires, appropriate analytical tools.

Output : Analysis report with recommendations.



3

Definition of projects / financing

Objectives : Initiate / propose projects that can be funded in several ways.

Tools : Platform site, advertising/web promotion, participatory funding platform, grant applications, etc.

Output : Project sheets.



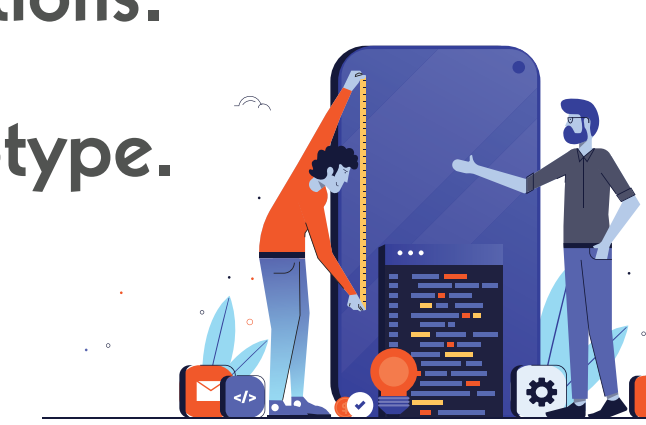
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Prototype development

Objectives : Develop an estimate and then a MVP (Minimum Viable Product) prototype. Produce iterations until satisfaction. Development of KPIs for objectives (key performance indicator). Conduct user tests.

Tools : Rapid prototyping applications, UX/UI applications, evaluation applications, data analytics applications.

Output : Prototype.



5

Dissemination and promotion of serious / therapeutic games

Objectives : Distribute games in the stores (App Store, Google Play, Facebook, etc.). Promote on social media and partners.

Tools : Platform website, advertising / web promotion.

Output : Access to users.



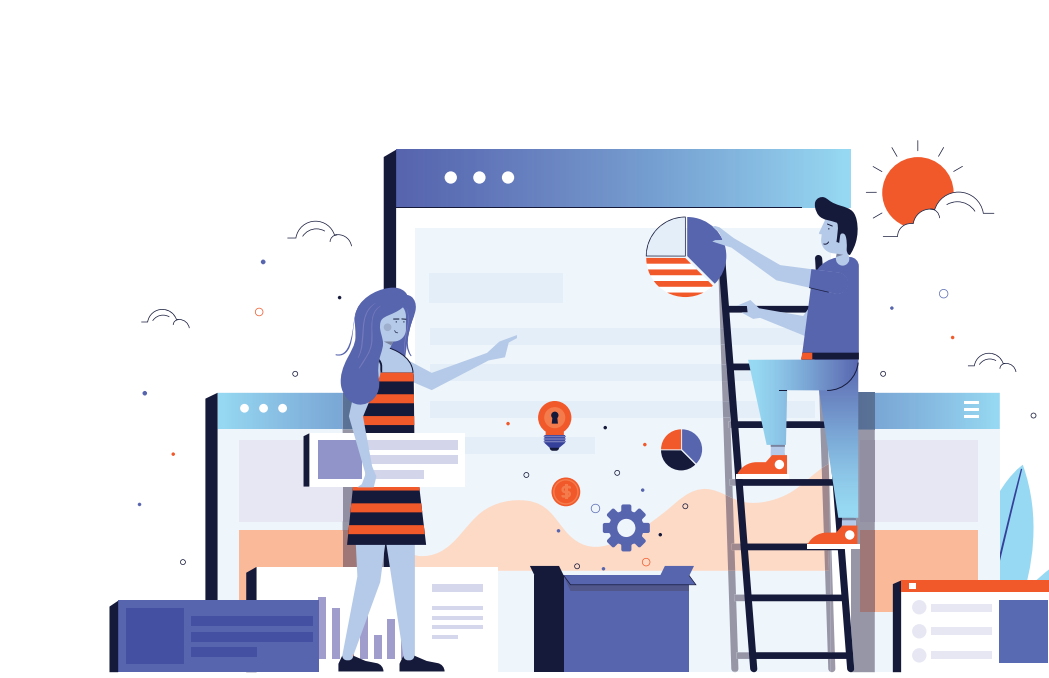
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Game tracking and improvements

Objectives : Collect usage data, fix problems, implement improvements. Monitoring of KPIs and data for research.

Tools : Analytical device.

Output : Improvements, data for research and improvement.



2019
Next step:

1. Launch the market survey and needs analysis among AGE-WELL members.
2. Following the literature review, publish a guide on STG's good design practices.
3. Publish a website providing information about the project.
4. Design a prototype of the service platform.

To participate in the market survey and needs analysis, scan the QR code:

