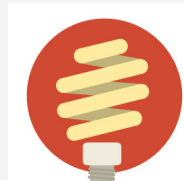
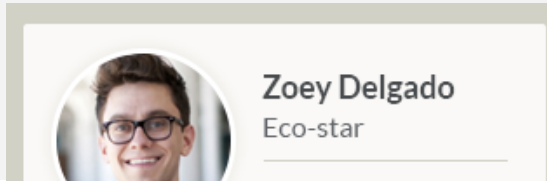


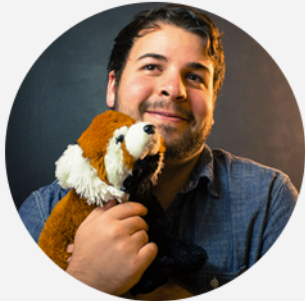
Hello.

This is our solution to better sustainable practices amongst students at RIT in order to not only save our campus, but also save the Earth.

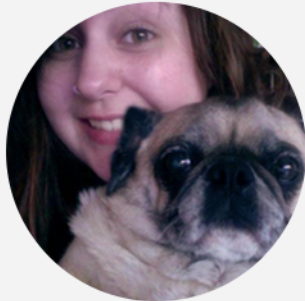


Remember us?

Tyler



Caitlin



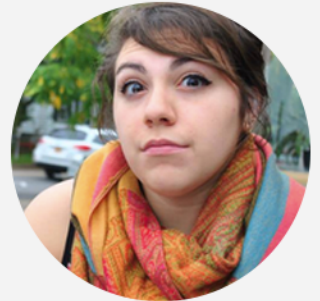
Zach



Hunter



Rachel



Top 5 Problems/Issues

Campus Awareness

Entertainment/Engagement of Sustainability Topics

Waste Management

Community Involvement

Lack of Sustainable Practices

The Solutions.

Idea # 1 - Interactive Game

Create a game that features Ritchie the Tiger being faced with treacherous sustainability situations on campus. This game would not only encourage sustainable behaviors, but would also give swag.

Idea # 2 - Social Media Supergame

Develop a website that hosts an array of social media accounts in which games and contests will be held on.

Idea # 3 - Sustainability Race

Join teams with friends and clubs to improve the sustainability practices on campus.



“ Project Save Ritchie is a fun filled interactive game that bridges the gap between physical and virtual environments. It encourages student players to act on sustainable practices and help spread awareness about RIT’s Sustainability Initiative. ”

Creative Brief

Deliverables

Items that will be delivered at the end of the semester and in presentation

App Prototype (Invision)

Video Walkthrough

Static Infographic

Branding & Identity Elements

PDF Presentation of process deliverables

Audiences

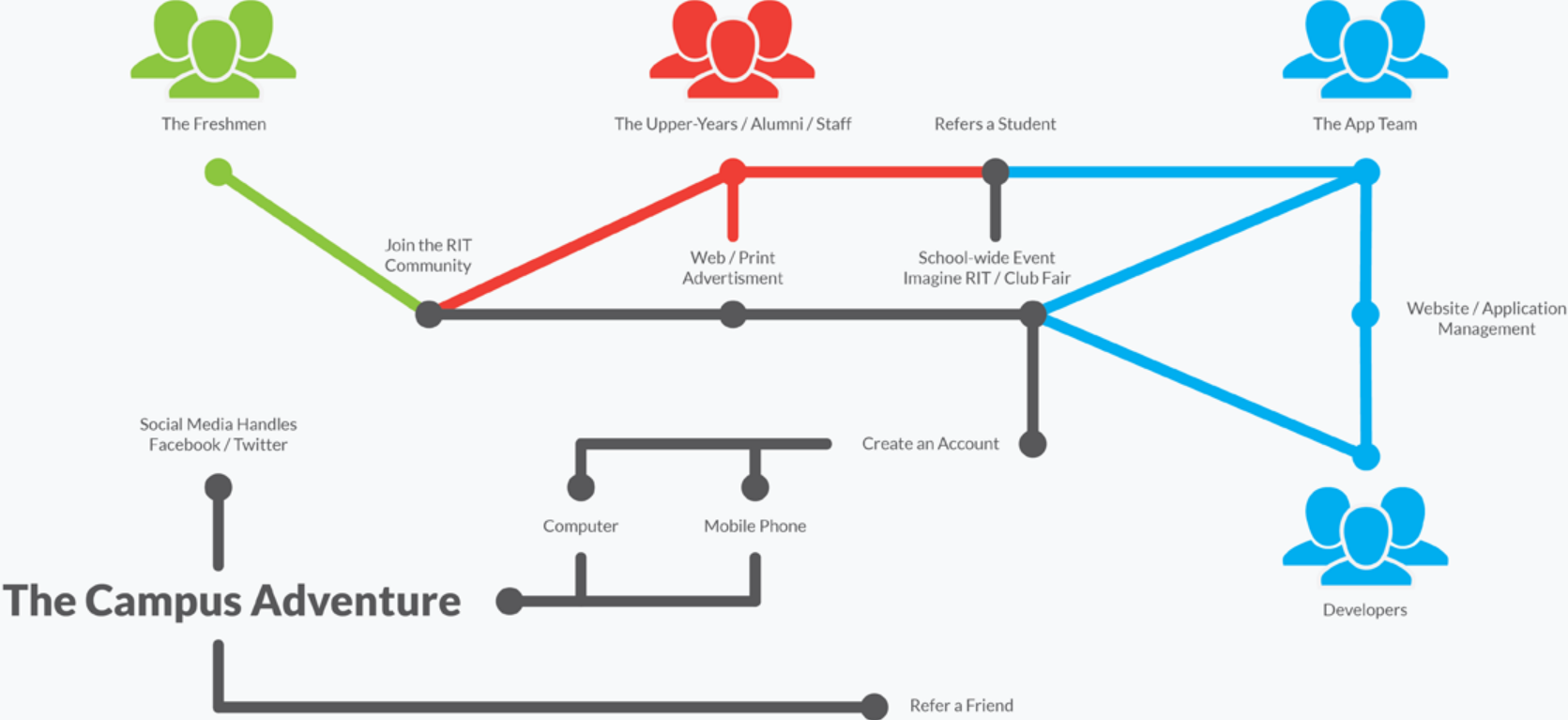
Primary audience is first-year RIT students.

Secondary audience is senior RIT students and RIT faculty members.

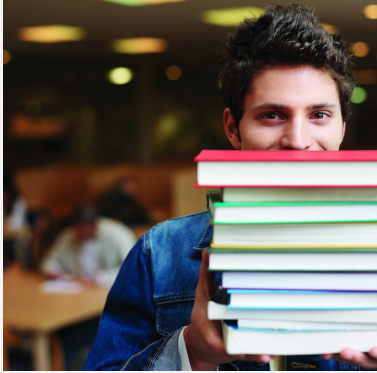
Promise

Create more sustainable habits for RIT students and faculty, and promote sustainable awareness on campus.

Service Ecology Map



Persona #1 | Ben - The Eager Freshman



Age: 18
Major: Political Science & Philosophy
Double Major.
Hobbies: Mountain Biking,
Longboarding, Theater Arts,
Trumpet, Rock Climbing.
Occupation: Student worker at
Salsarita's and part-time Labbie.
Hometown: Louisville, Kentucky.

The Basics.

Ben is your typical new and eager college student. Generally, Ben is extremely optimistic about his new life at RIT and currently plans to be involved in as many areas he possibly can. He was drawn to RIT due to the school's enthusiasm about innovation, which he would like to take advantage of and hopefully become a top-innovator himself. However, Ben finds himself overwhelmed by the amount of opportunity on campus, and would like to find out more about exactly how he can make a difference.

Persona #2 | Krissy - The Know-Nothing Student



Age: 20
Major: Journalism
Hobbies: Shopping, Socializing,
Singing, Acting.
Occupation: Student Worker at the
Wallace Library
Hometown: New Haven, CT

The Basics.

Krissy is a second year liberal arts major at RIT. She's been around long enough to know what's going on and is comfortable with the lifestyle and choices she's made in college so far. She came to RIT to study journalism because her father is an alumni of the Liberal Arts program at RIT and her mother was a graduate of the Biomedical Engineering degree. They had a major say in where she went to school, and she mainly chose it because her parents pushed the school on her so much.

Persona #3 | *Matt - Deaf Professor*



Age: 39
Major: BFA Illustration
Hobbies: Cartooning.
Occupation: Associate Professor at the National Technical Institute for the Deaf.
Hometown: San Antonio, Texas.

The Basics.

Matt is a former Illustration Major who works as a full-time Design Professor at the National Technical Institute for the Deaf. He enjoys teaching Graphic Design to students who are pursuing that career. On his spare time, he is a well-known cartoonist who works on a small deaf comic series that is viewed by much of the deaf community.

Persona #4 | *Tom - The Involved Leader*



Age: 22
Major: Hospitality & Services Mngmt
Hobbies: Sigma Chi President, RIT Cycling Club, Animal Rescue Group
Occupation: The RIT Leadership Institute & Community Service Center, Teaching Assistant.
Hometown: Fairfax, Virginia.

The Basics.

As a college senior, Tom is very much involved in campus life. He has found himself to enjoy leadership roles such as his new position being the President of the RIT Sigma Chi fraternity. Tom has even taken a student job at the RIT Leadership Institute where he plans events such as their annual Connectology Conference. He values the students that he works with and is proud of the effect he has on campus. Many other students know him as a fun outgoing person who is always willing to help.

Persona #5 | Lindsey - The “Good Do-er”



Age: 19

Major: AD Photo

Hobbies: Member of ZETA
sorority, dancing, singing, Star Wars

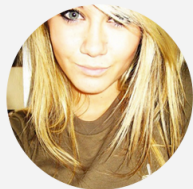
Occupation: Student worker at
RIT Telefund

Hometown: Stroudsburg, PA

The Basics.

As a college freshman, Lindsey is loving the freedom and diversity of college life. She quickly made friends by joining ZETA, after learning about their passion for community service at orientation. Lindsey has always been involved in school activities, and hopes to join an acapella and recycling club when pledging for ZETA is over. She recently started her job as an RIT Telefund worker, and enjoys encouraging Alumni, parents and friends to support RIT. Lindsey is very outgoing, passionate, and studious.

Personas & Rose's Receptivity Gradient



Not Ready
to Know



Ready to
Know



Know
Facts



Accepts
Ideas



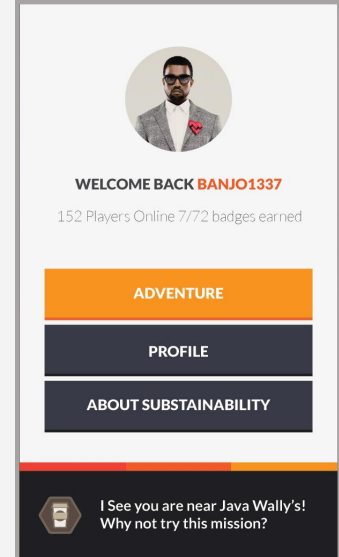
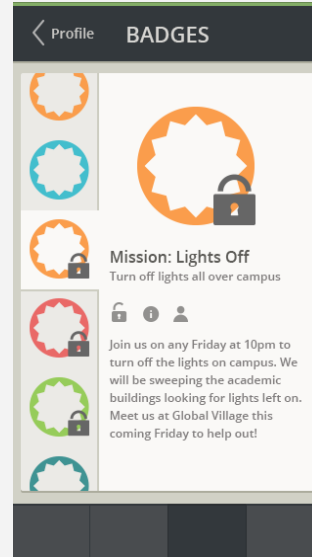
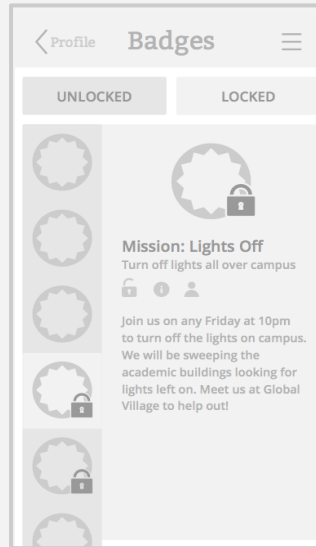
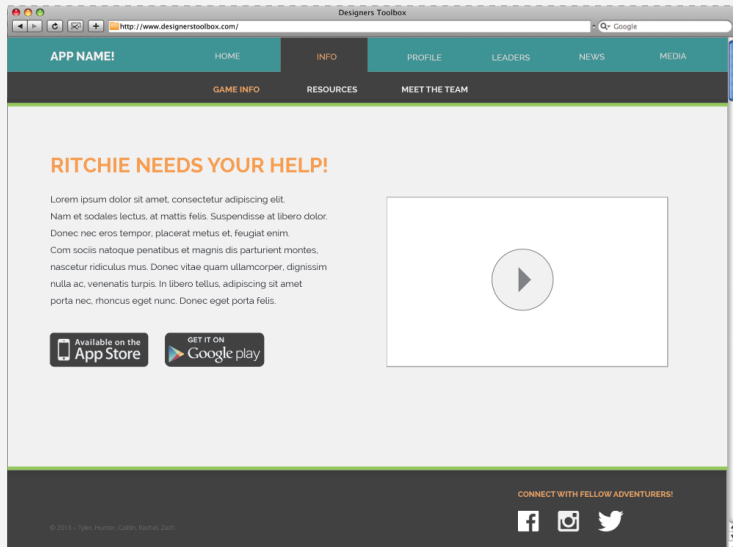
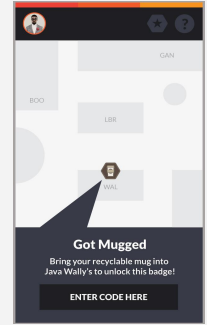
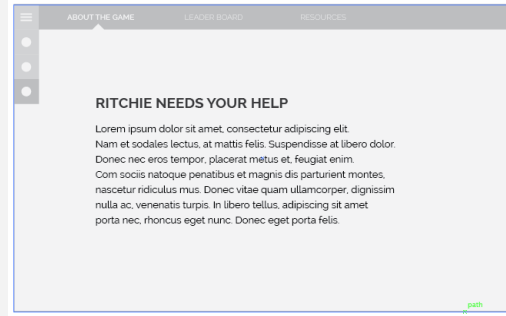
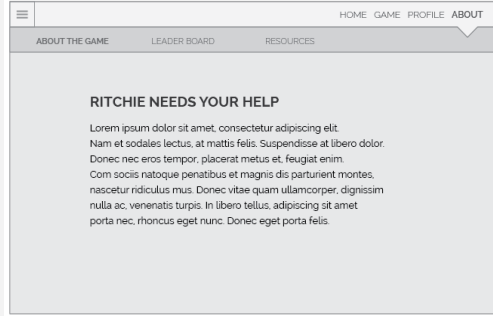
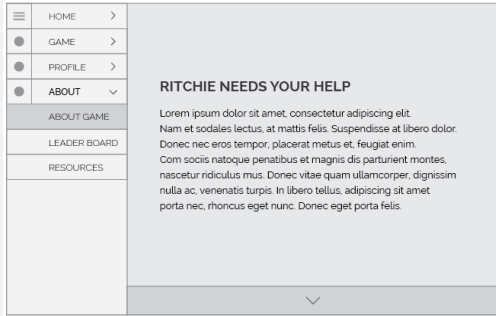
Acts on
the Opinion

Becomes an
Advocate for
the Cause

Mood Board



Initial Design Approaches



USER 1

CATEGORY 1

Profile

Edit Profile

Stats

Infographic

CATEGORY 2

Community

News & Media

Social Media

CATEGORY 3

How To Play

Badges

Leaderboard

Rankings

Map of RIT

Rewards

CATEGORY 4

About the Game

Why We Made It

Sources

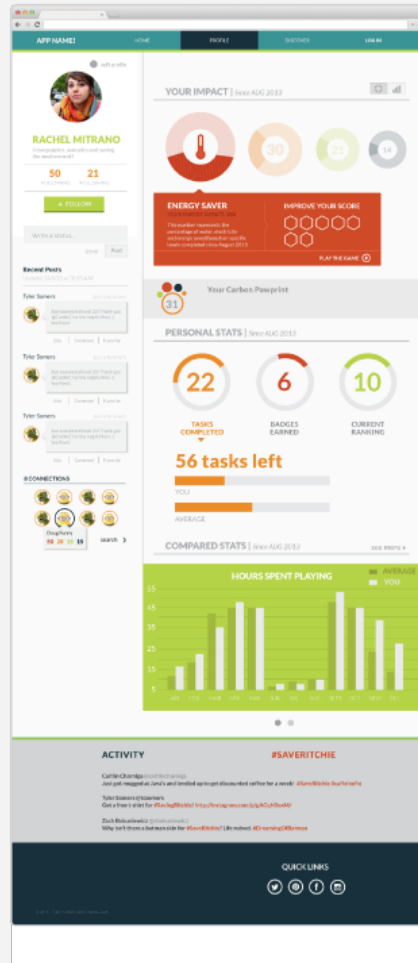
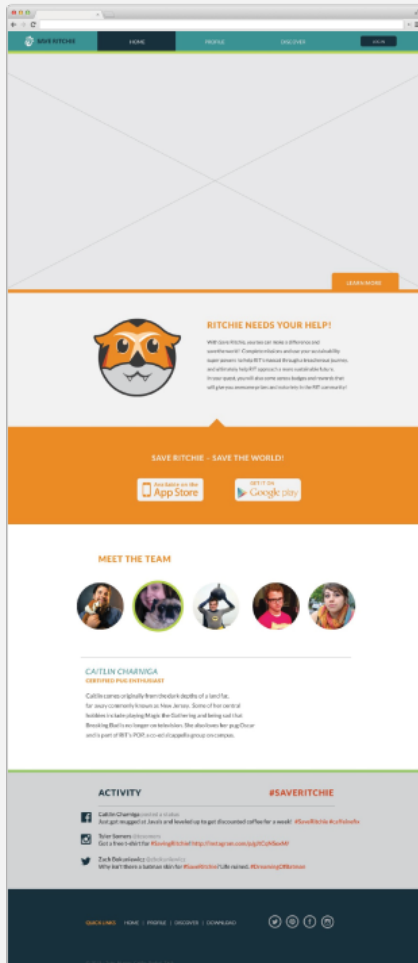
What We Learned

We discovered how different users categorize certain elements of the game and how they would want the site to be laid out. It helped us to think beyond our own preferences and helped us realize what our users expect from our game, and what would make their experience playing it better.

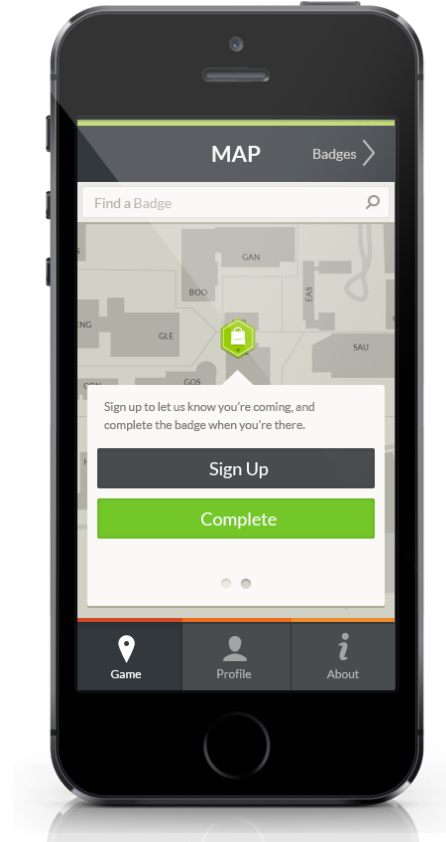
Impact On Our Design

The card sorting impacted our design by eliminating and condensing the original categories we established. By doing this, it allowed us to fill up our web pages with content, while narrowing the total number of pages at the same time. It also confirmed some of what we had already thought in terms of what information should be shown together, and how to get to that information.

Unified Visual Approach | Website



Unified Visual Approach | App



Usability Testing Plan

Social Media Outlets

In order to reach our target market and get their feedback and testing, we need to make sure that we cater to their venues and announce our presence where they will see us. Places such as Year One classes, RIT Reddit, Facebook, Twitter and Instagram are great places where students will be engaged and interested in a social conversation.

Online Surveys

Considering all RIT students have access to computers, it would be beneficial to send out a survey either through google docs or surveymonkey, to see what they think of the concept, execution and feasibility of our game. We would include the invasion prototypes to see how people navigate through the website and the app and make sure the user flow is friendly, understandable, and is cohesive between both devices.

In Person Testing

The other approach, in person testing, will be meeting with RIT students face-to-face to show them the game, both mobile and desktop, and ask questions. Since our target audience is first-year students, I would like to try and directly reach those students either through clubs or Year One courses (we would need to get permission for this). Also, I would like to see if we could talk to a few faculty members just to get feedback from a wider range of participants.

General Questions

- How much time a day do you spend playing video/computer games?
- Are you interested in becoming engaged on campus?

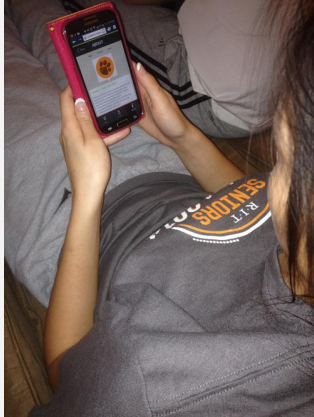
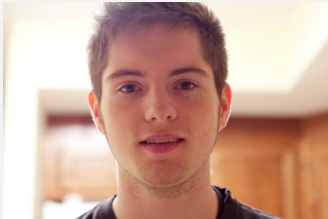
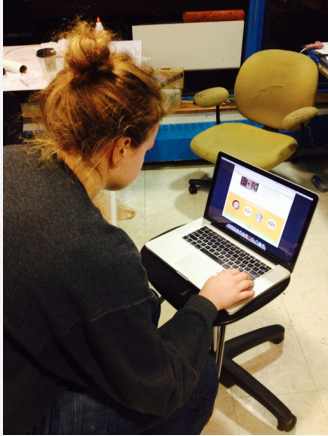
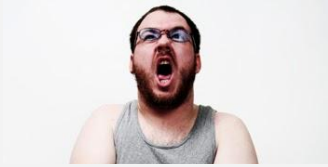
General Questions about Sustainability

- How much do you know about sustainability at RIT?
- What ways do you think you could improve your own sustainable practices?
- Do you play video games or enjoy game-like activities that are not digital?
- What was the most recent thing that motivated you to change a habit? Why did it work?

Questions about the Game

- What do you think the functions of the website and app are?
- Would you participate in these? Why or why not?
- Were you able to navigate easily through website and app?
- Was there anything that excited or surprised you?
- Was there anything you felt lacking or could be improved?
- Would you tell your friends about this?
- What were your initial thoughts when going through this (the website, app and game)?

Usability Testing Results



We reached out to RIT students to get a feeling for how they felt about this game. Although the results were different for each person, we discovered new directions to take our design and improvements needed.

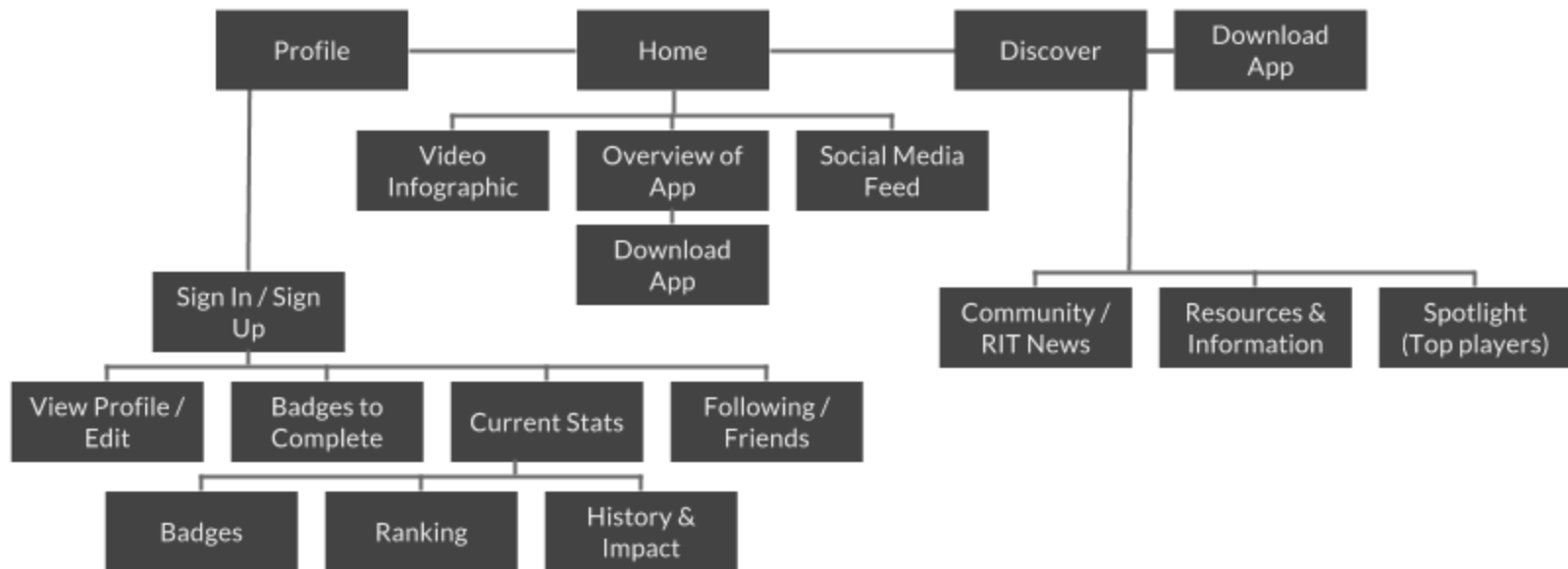
WEBSITE

- Most really enjoyed the concept behind the game and the objective to improve sustainability
- Websites & App are disconnected visually
- Various opinions for spotlight and leaderboard showed us that we should try to present both
- Most found pages to be easy to navigate between
- Would like to see more clues that there is an app
- Enjoyed bright, fun colors

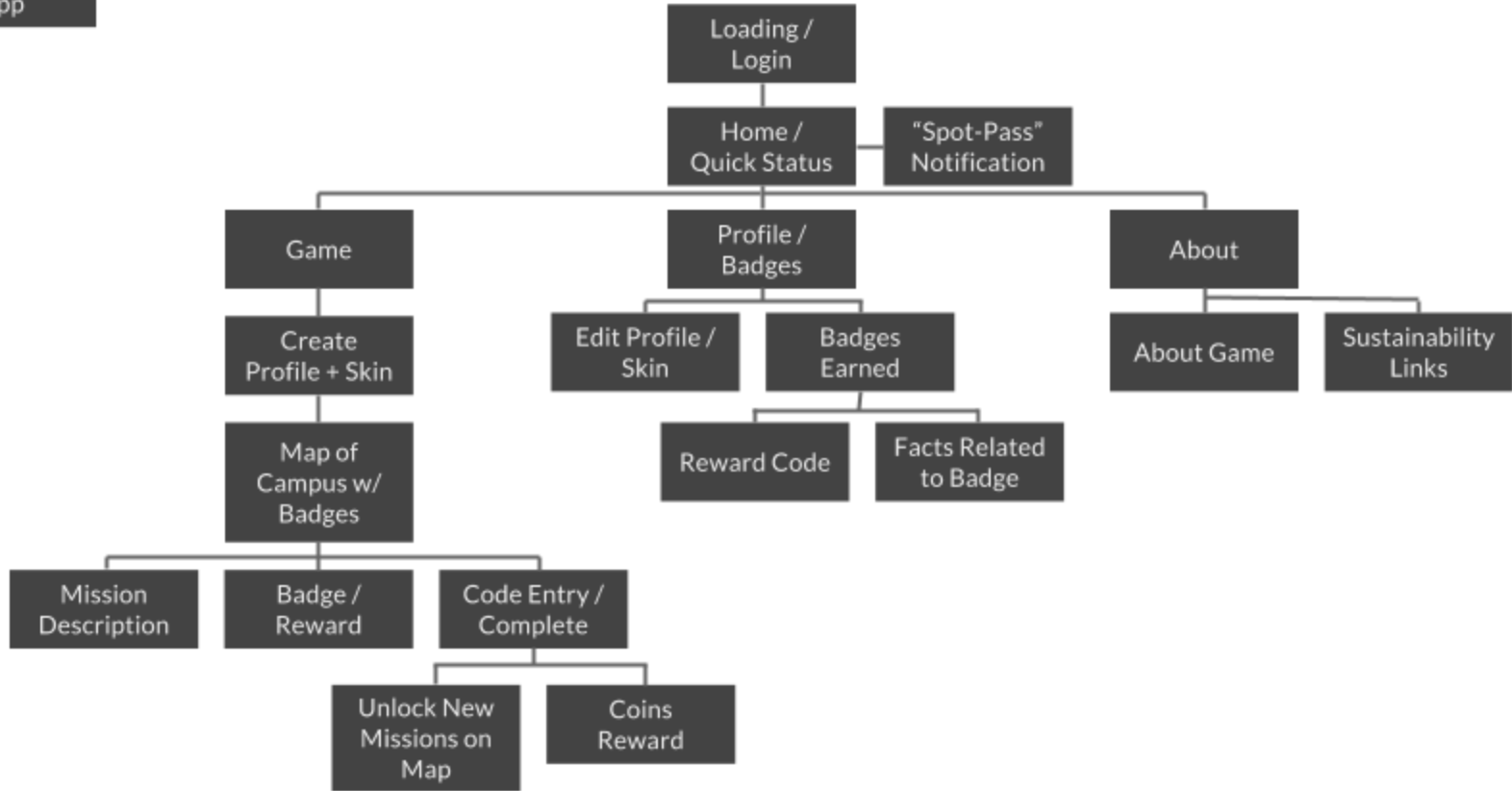
APP

- Too disconnected from website
- Interest was shown in Ritchie character
- Found that the pages were simple and to the point
- Most would not like to enter code and would prefer an alternate method
- Would like to see ways to share scores/badges and connect with other friends

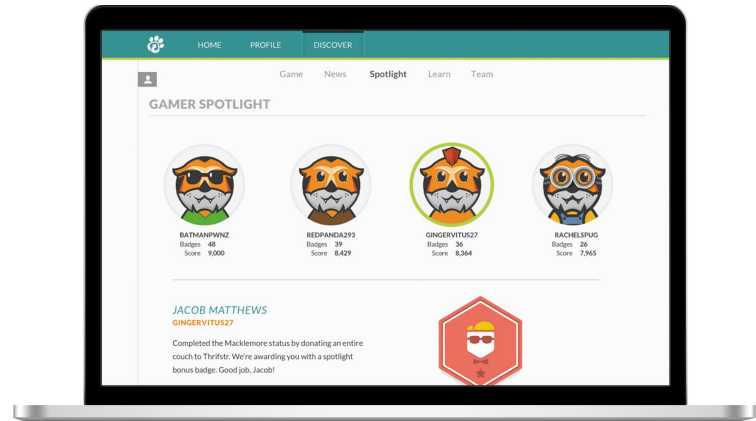
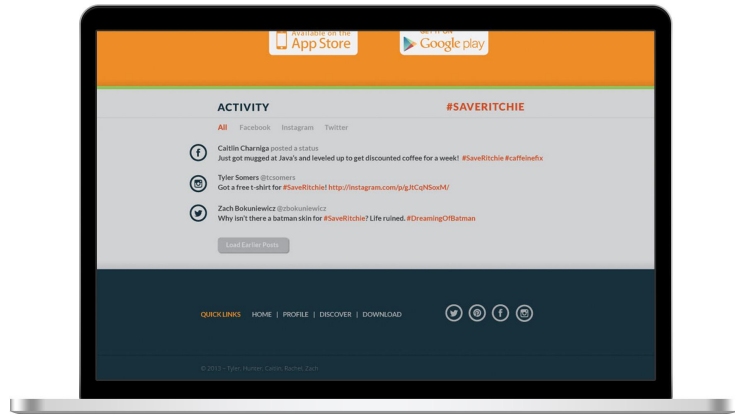
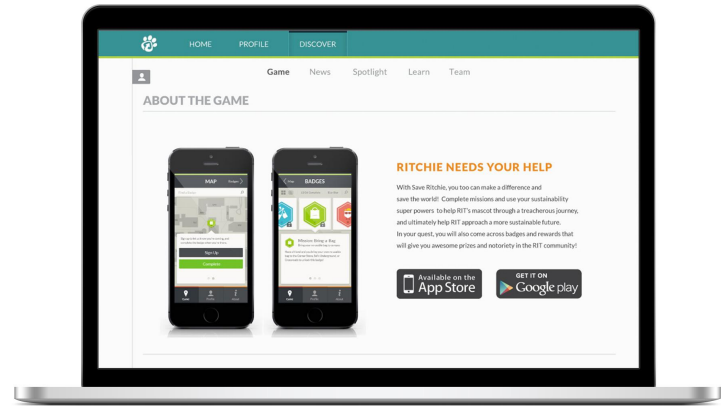
Website



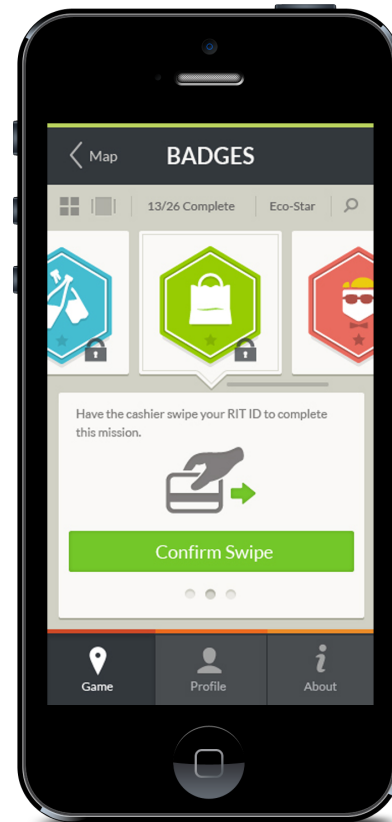
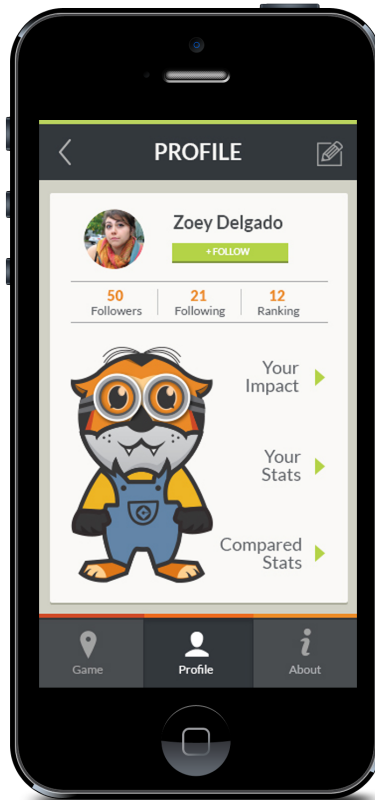
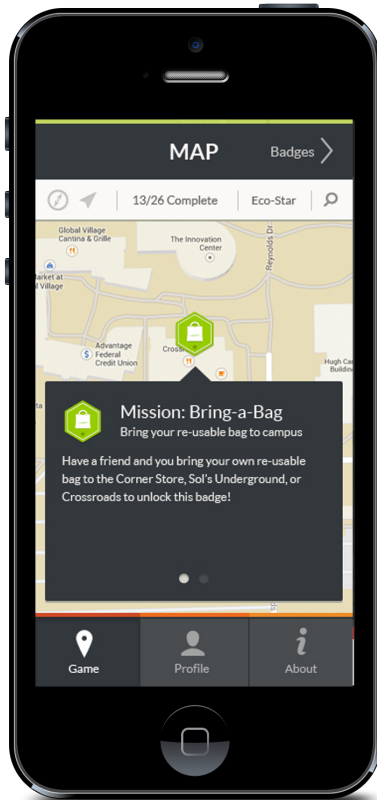
Sustainability App



Final Designs | Website



Final Designs | App



WEBSITE

MOBILE APP

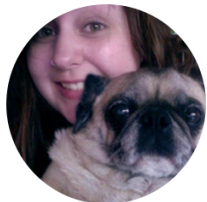
Team Members



Tyler Somers



Rachel Mitrano



Caitlin Charniga



Hunter Haubert



Zack Bokuniewicz