Fully411

Adulting made fun and easy to learn

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Big Vision

Our group was tasked with creating a form of media that would somehow help young adults with 'adulting' skills while engaging our audience. Everyone has faced an unexpected issue at least once in their lives where they were unable to solve the problem because they lacked the help or resources. Some examples include having a flat tire without the necessary equipment to fix it, a laundry or cooking mishap, or even a random mental breakdown. A lot of these problems happen without warning, and there is an alarming amount of young people who don't have a single clue on how to handle when these things go wrong. And without the proper knowledge, these situations can often escalate and become even worse.

Since our main problem is the overwhelming amount of teenagers and young adults that lack basic life skills, we decided to tackle that issue with our solution: Fully411. Our big vision for this project is to provide a fun, direct source for our target audience to be able to access the essential life skills they need. Many teenagers and young adults are strewn about into the 'real world' with little to no comprehension on how to do basic adult tasks like doing laundry, completing their taxes, and chopping fruits & vegetables. Not everyone possesses these skills right off the bat and we want to call attention to those weak points and stay away from shaming our audience for not knowing these things, and rather uplift and reward them for tackling these tasks. We want them to know that it's okay to ask others for help and seek out resources and tutorials when you don't know what to do, and also empower them to try doing these things on their own. In the end, our audience will learn valuable skills that will help them through adulthood. We want the users to be able to see these issues first-hand and be able to interact directly with our project to find the most effective way to solve them. Even the members on our team have issues handling problems in certain situations that we don't have a lot of knowledge in, so not only would our project be a useful learning exercise for our team, but it would be effective for users of all ages to learn useful skills that they might not have already.

Creative Concept Project

To determine the content that would prove to be the most helpful we first had to ask, "What is this generation struggling with?". Previous generations had home economics courses which taught students about budgeting and nutrition weaved into their curriculum but those are now things of the past. Nowadays the education system prioritizes a student's potential to be successful in the job market but it does not teach them how to properly develop into adulthood. This is what we are trying to address with Fully411, but in a way that's fun and accessible through your mobile device or game console.

Game: Fully 411

Genre: Simulation, resource management

Monetization: One time purchase or part of a subscription service

Platforms: computer or mobile

Target audience: Ages 13+; specifically college-aged players (18 - 24)

Game goals

High Concept: You take on the role of a young adult living on their own for the first time. The game will guide you through the motions of your sim's daily life as you grow your skills in finances, cooking, self-care, automotive care, and home care.

Story overview: The player takes the role of a young adult learning the necessary life skills to help them live and prosper. You start off by creating your avatar by customizing skin tone, hair, eyes, and every other aspect of hair, body parts, and wardrobe. You then wake up in your house in Bayside county, a small town in Florida where your character is in their last year of high school. Overwhelmed with the stress of growing up and realizing the lack of self care skills needed to be an independent person, it's up to you to figure out your full potential. You will learn how to cook, clean, care for yourself, manage finances, care for your belongings, watch your mental and physical wellbeing, among many more missions. By the time you graduate, you will be ready to move away from home and embrace your destiny.

Gameplay

The player will play from a third person perspective when exploring the world and a first person perspective to play minigames in order to fully grasp how the activities will play out and fully understand the concepts. Prior to the start of the game, the player will be able to input their personal information such as income, amount of work hours, bills, and mode of transportation. The storyline will then be tailored to the player in order to ensure the player can seamlessly apply what they learn to real life. The game will have 5 chapters all playing out over a single storyline. Each chapter will focus on one of our categories and have activities that explore the categories in depth while instructing the player. For example, when you play through the cooking chapter, you learn knife skills, how to sauté food, make sauces, etc.

Game controls

The way the controls would work is that you would walk around the world and explore the world to interact with objects and characters. For example, you would go to the grocery store to buy food and interact with cashiers or quest givers.

Depending on the task you commence, you also play a minigame to complete the objective at hand. For example, you have to change a flat tire. On PC, you would click and rotate your mouse to loosen the tire bolts and change the tire; on mobile, you tap the screen and circulate your finger to accomplish the same task.

Core Loop

Learning and exploring: Players will explore the world and upgrade or unlock new skills for basic living needs. You can do this by traveling to other parts of Bayside County, talking to new people, completing side and main missions, etc. This will help you complete more challenging, but rewarding tasks later on in your journey

Completing Objectives: Fully411 will have a plethora of meaningful and rewarding missions for the player. These can range from main and side missions, random events on the map, filling out criteria for your journal, and obtaining achievements. The severity, challenge, and rarity of each mission will compensate you with experience, new skills, and money.

Reaping Rewards: Experience helps you grow your skill set as well as master and make current skills more efficient. This will help complete objectives faster as well as higher payouts. New skills help you work on more missions that your character wasn't able to previously do before. For example, you need to get your tire changed but you lack the skills to do so. You could pay a mechanic to do so, but it would be much more costly than if you were to be tutored on car maintenance and how automobiles work. You would be at a deficit. Finally, money helps you buy items for your needs such as tools, food, water, materials, etc. You need food and water to keep your character healthy, you need to pay for bills to keep your current belongings working like your car, phone, etc. You would also need to buy other consumables to complete missions or do trading options.

Rewards and economy

The economy will be based on experience and money

Experience: For every mission completed, achievement unlocked and skills and/or items obtained, you will gain experience. This experience will level up the player to allow them to commence tasks faster, unlock more advanced skills and tackle more

challenging missions. There will be skill trees for every category of adulting and will be limited at first, so pick wisely. You can choose to reallocate them at a hefty cost.

Money: Just like with experience, money will be earned in all the same methods mentioned above. It will be more plentiful, but be used for much more application. You will use it to buy essential items, such as food and personal tools. It can also be used to unlock and/or purchase new skills as well as upgrade them too. There's also more applications like trading, experience reallocation, selling, buying customizable items, etc.

Rewards: Should players complete a chapter of the game, they will receive downloadable documents with tips, tricks and advice on how to perform these actions for practical use. For example, if you complete a chapter centered around cooking, you'll be able to download a document detailing how to use basic knife skills, safety tips for the kitchen, kitchen utensil recommendations, etc.

HUD system:

In the upper right corner of your screen, you would have your character stats such as your health, food meters, and character portrait. On the upper left corner would show your earned stats such as levels, money and current mission objectives. All other relevant stats would be in the menu for your profile.
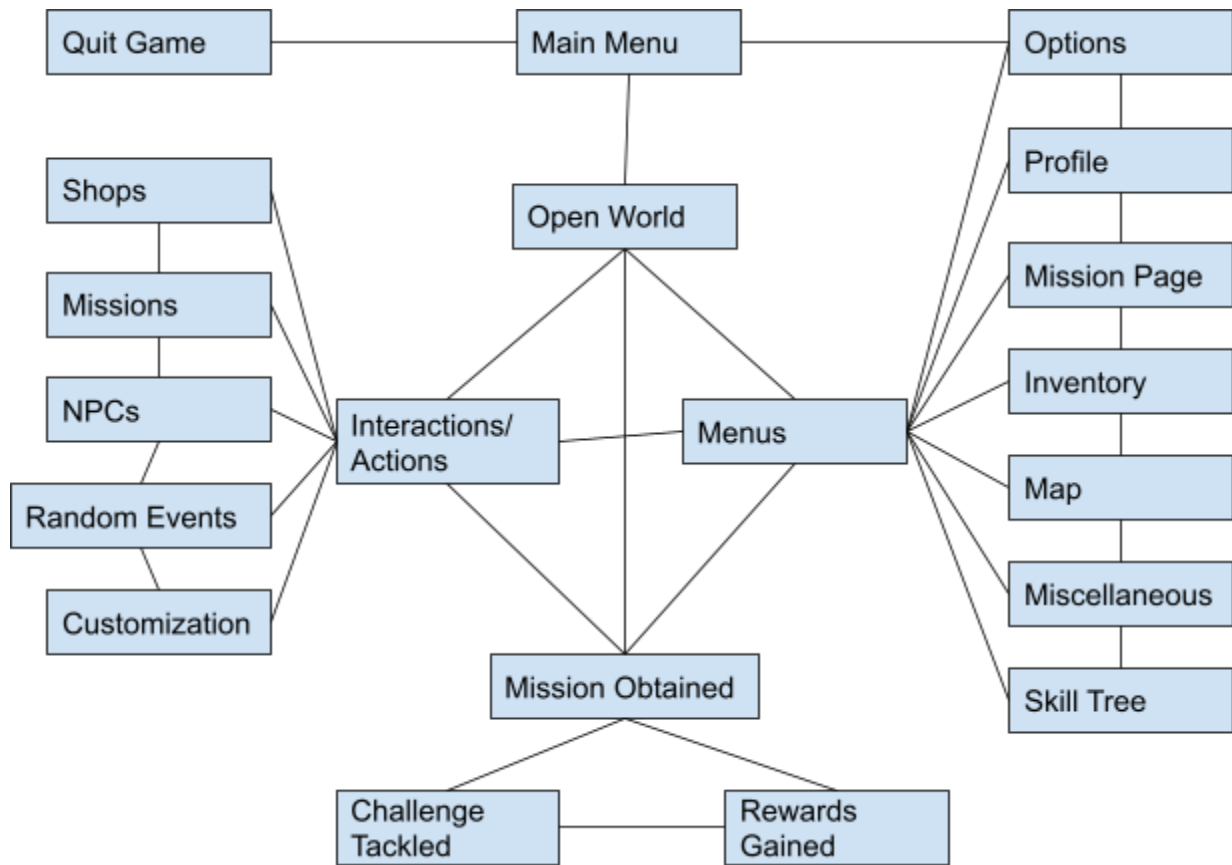
Game Flowchart

Figure 1: Game Flowchart

Art Style Guide

Overall Art Style

Figures 2 - 5: Art Style Guideline

The style will be kept to a minimum yet stylistic 3d look. The environments will be kept colorful yet distinct when it comes to different areas like suburbs having brighter shades of whites and blues or locations outside of cities with worn out shades of greens and browns. To accommodate for the game being played on both PC and mobile, textures and model sizes won't be big and graphically demanding. Also, the user interface will also have a different color scheme from the open world to make information digestible, such as money and experience.

Color Palette
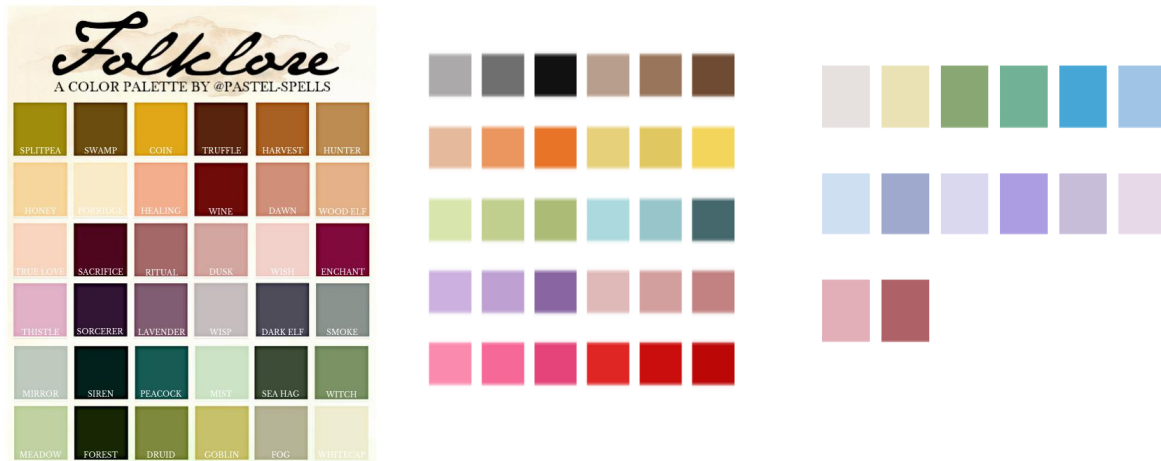
Figures 6 - 8: Color Pallette

Colors and hues will be bright and varied for a majority of the game. Colors will lean more towards the darker spectrum, like heavier shades of blues, greens and greys for many areas of Bayside County. Colors like orange, green and purple will be present in other areas. The UI will have the brightest greys to ensure the stats will be visible no matter where you are. As for the menus, it will mostly be blues, whites and greys to keep it sleek and digestible.

Game World

Figures 9 - 11: Game World Guideline

The world will be a plentiful modern day city. The player will have to venture through grasslands, concrete jungles, highways, stores, and many more. You will talk to quest givers, make friends, fulfill missions, and keep track of your character. The world will be split into different zones rather than traveling anywhere instantly. This way it will allow the tutorials and lessons to resonate with the character before they try to do something out of their grasp. Cities will be brighter colors, grassy areas will have greens and oranges, and neighborhoods will be a mixture of all different colors as well as shopping centers.

Website Features and Prototype Designs

Our Proposed Minimal Viable Product are the wireframes for the game and website of our proposed 'Fully411' lifestyle product. This app and website duo is designed to assist individuals between 18-25 of age- with the advice and tips/tricks to make a smooth transition from adolescence to adulthood.

Features:
- o **Home** – Directs you back to the homepage.
- o **Team Bios** – Webpage dedicated to explaining the purpose of this public art project and history into the project's development.
- o page dedicated to explaining the group members as well as each individual's knowledge, skills, and abilities.
- o **Plans & Pricing** – Webpage dedicated to explaining the types of plans offered and prices of each plan available.
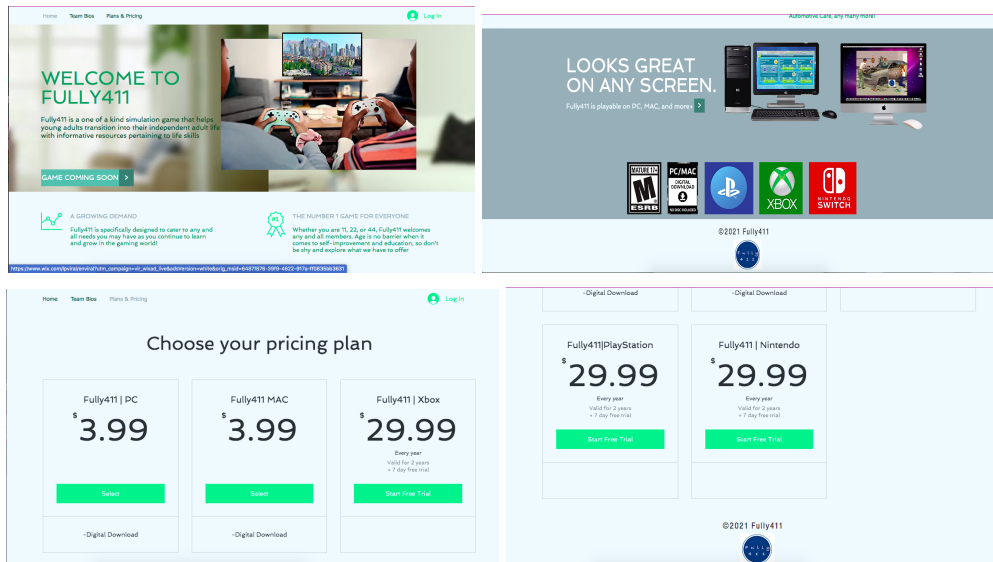
Figures 12 - 15: Website Features & Designs

Converging Media Experience Created

Fully411 is an interactive simulation game that aims to engage the player with various minigames and a storyline while teaching them practical life skills. You take the role of a young adult who learns about the essentials to living from their mentor. Each chapter in your life will allow you to have room to grow skills such as cooking, self-care, automotive, etc. Our project allows players to acquire these useful skills through a fun simulation game that's suitable for all ages.

Here's the link to the website for our project, [Fully411](#).

Minimal Viable Product
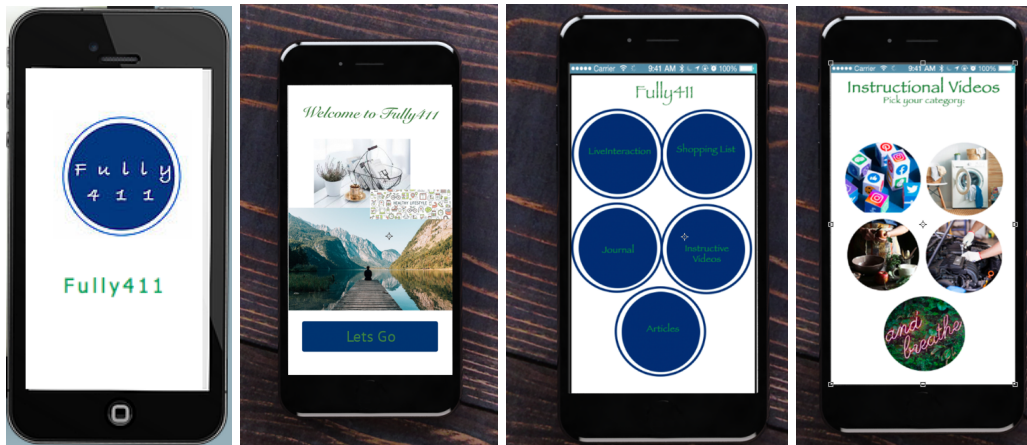
App Layout/Wireframe Screenshots

<div align="center">

Team Member
Info & Contribution

</div>

Joshua Fernandez

Knowledge	Website Design, Social Media trends, Application UI Design
Skills	Visual Studio, Microsoft Suite, Photoshop, Davinci Resolve 16
Abilities	Problem-Solving, Team Coordination, Project Management

So far throughout the project, my main role was team and resource management. I started the creation of our main document and presentation materials, helped manage the website and initial pitch documents with my other members, and assigned roles to everyone based on their strengths and interests. I left myself to be flexible so I would assist other members should things fall behind schedule.

After the Midterm, I helped the team completely rework the product by going with the recommendation of turning into an interactive experience. So I pitched the idea for a video game and created a majority of the creative concept document with every aspect needed to describe the video game and how it will feel and look. I also made partial adjustments here and there to the main document, powerpoint and website. One more thing I considered was how to monetize the game as well as making rewards that will incentivise the players to keep playing.

Ciara Tucker

Knowledge	Web page authoring, Art, Computer Literacy
Skills	Illustration, Microsoft Suite, Google Suite
Abilities	Quick Learner, Decision Making, Creative Thinking

During the conception stage of our project's forming, I devised our initial idea to create an app with one of the first founding members. After we received the permission from our other members to go ahead with this idea, I created the foundation for our webpage and assisted with developing the features of the app. I handled the writing for the first half of our problem statement and solution.

After the Midterm, I assisted my team with conducting research for revising our initial idea. I also created the final document for my team members to begin working on and provided a guideline for us to work on. I worked on writing the Big Vision, making our task schedule, revising our SWOT analysis, and mostly keeping my group members on track with

the project. I worked on cleaning up and finalizing the small details on our document, presentation, and our website.

Julissa Morales

Knowledge	Art history, and Literature
Skills	Photoshop, and Microsoft suite.
Abilities	Creative thinking, Research, Writing.

I put together our initial pitch notes containing all the app's information we devised during brainstorming. I handled the writing for the second half of the problem statement and solution. I created the app's survey and managed its distribution.

After the Midterm, I updated and redistributed the survey. I was responsible for the Data Collection section of our final document. Additionally, I provided research on simulation games and learning. I, along with Joshua Fernandez, devised the gameplay and game goals. I edited the text on the presentation slides.

Kat Walton

Knowledge	Graphic Design, Web Design, some Photography
Skills	Photoshop (Certified), Illustrator (Certified), InDesign, some HTML code, some JavaScript
Abilities	Quick Learner, Time Management, Team Player, Creative

During the creation of our project I helped provide information associated with our idea. I also created the Logo for our concept. I created the mock-up designs for our app and collaborated with Greyson to complete the final app look. To create the mock up designs I had to first discuss with my team what we all wanted to be inside the app. Once we figured out what all was to be included in the app I went to work drawing a mock-up and then used PhotoShop to create the final mock up look to present to the group. From there me and Greyson worked together to get the final look of the App Design. This team has been great to

work with and is very understanding of outside situations. Greyson allowed me to give my final input on his final app look and it came out great.

After the Midterm, I discussed with the group our final project and helped come up with ideas for our new simulation game we decided to add. I also discussed with Josh ideas on what can be included in the game design we want to offer to customers and created the title screen of the game and also added what the laundry game area would look like . We also had everyone in the group look over the final document and add and fix anything that needed.

Greyson Lankford

Knowledge	Graphic Design, Photography, Psychology
Skills	Photoshop, Illustrator, InDesign
Abilities	Critical Thinking, Persistence, Quick Learner

Throughout the duration of the project, I did the initial design draft as well as the app mockups and screenshots with Kat. Also, I took on the challenges list, creating a meditation challenge where you can earn up to two badges! More challenge to come with the platinum and gold packages. The pricing and packages are something I created as well as more help to other group members and vice versa.

After the Midterm, I actively provided key research in our game with a specialty in pricing, and changed the design of the website for the homepage as well as the pricing. I also created one of our presentations and actively contributed to the editing and finalizing of the Website Features portion of our Fully411 Final Project Document, and offered assistance in other sections.

Appendix Documents

Schedule

Schedule

	TASK TITLE	TASK OWNER	START DATE	DUE DATE	FEB	MAR	APR
1	**Project Conception and Initiation**						
1.1	SWOT Analysis	All	2/1/21	2/4/21	☑		
1.2	Pitch Document	All	2/5/21	2/11/21	☑		
2	**Project Definition and Planning**						
2.1	Website Creation	Joshua, Greyson	2/15/21	2/18/21	☑		
2.2	Website Info Management	All	2/15/21	2/18/21	☑		
2.3	Pricing Page	Greyson	2/15/21	2/18/21	☑		
2.4	App Wireframe Creation	Kat	2/15/21	2/18/21	☑		
3	**Midterm Document**						
3.1	Preliminary Document Creation	Joshua	3/3/21	3/11/21		☑	
3.2	Preliminary Document Management	All	3/3/21	3/11/21		☑	
3.2.1	Research	Ciara, Julissa	3/3/21	3/11/21		☑	
3.2.2	Survey	Julissa	3/3/21	3/11/21		☑	
3.3	Problem & Solution Statement	Ciara	3/3/21	3/11/21		☑	
3.3.1	Website Features & Pictures	Kat, Greyson	3/3/21	3/11/21		☑	
4	**Final Document**						
4.1	Revising Original Idea	All	3/19/21	4/23/21			☑
4.2	Research	All	3/19/21	4/23/21			☑
4.3	Concept Designs & Interface	Joshua, Kat	4/8/21	4/23/21			☑
4.4	Game Flowchart	Joshua	4/8/21	4/23/21			☑
4.5	Final Document Creation	Ciara	4/8/21	4/23/21			☑
4.6	Revised Survey	Julissa	4/8/21	4/23/21			☑
4.7	Website w/ Updated Pricing	Greyson	4/18/21	4/23/21			☑
4.8	Final Document Management & Finalization	All	4/8/21	4/23/21			☑

**the colored boxes show the start date of the task, which team member it represents, and the duration of the task up until the due date. The check marks are to show what day the tasks were completed.

Equipment

- **Wix** - a website used to create the Fully411 main website
- **Survey Monkey** - website used to create the Fully411 survey.
- **Photoshop** - an Adobe Application used to create the app mockups
- **Google Docs** - Used to make majority of our written documents
- **Google Drive** - Used to share and collaborate on our documents
- **Google Slides** - Used to create our project's presentation

SWOT Analysis

| Strengths:	Weaknesses:
- Team is skilled in social media/marketing & design - Accessibility and Growth - Strong familiarity with the simulation genre	- Lack of funding - Little to no programming skills - Weak communication
Opportunities:	Threats:
- Partnerships with schools/businesses - Open market with limitless demand - Addition to a proven popular genre of games	- Competitive market - Language barriers - Broad reach to market

Data Design, Collection, & Analysis

The Fully411 survey was devised to gauge interest and feasibility. We aimed to determine the most sought-after content. It was a short survey consisting of 9 questions. These questions helped us learn about the struggles and proficiencies of our target market. We had 14 participants in the survey and the results are included below:

The majority of those who completed the survey were 18-24 year olds. Because they are our main target market, this meant the information collected would be most relevant.

What is your age?

Answered: 14   Skipped: 0
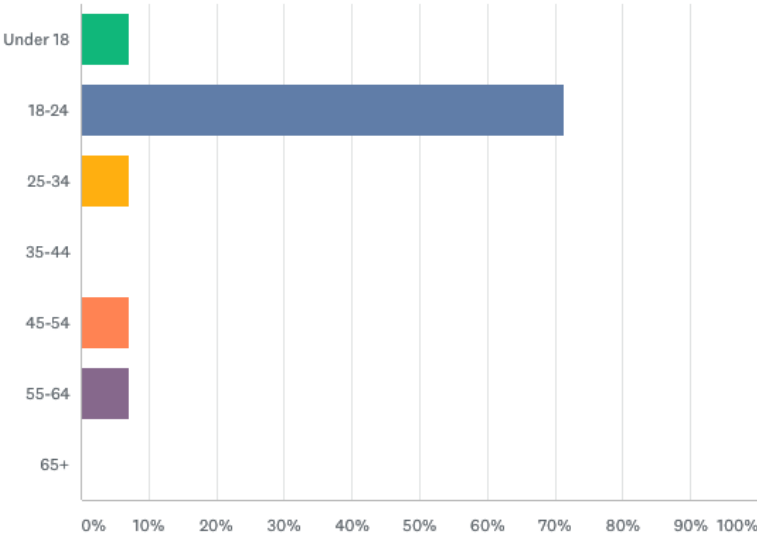
ANSWER CHOICES	RESPONSES	
Under 18	7.14%	1
18-24	71.43%	10
25-34	7.14%	1
35-44	0.00%	0
45-54	7.14%	1
55-64	7.14%	1
65+	0.00%	0
TOTAL		14

The following question was meant to learn about our target market's struggles concerning the areas we wish to explore with Fully411. The biggest struggles were personal finances and meal preparation.

## Which have you struggled with in the past 6 months?

Answered: 14   Skipped: 0
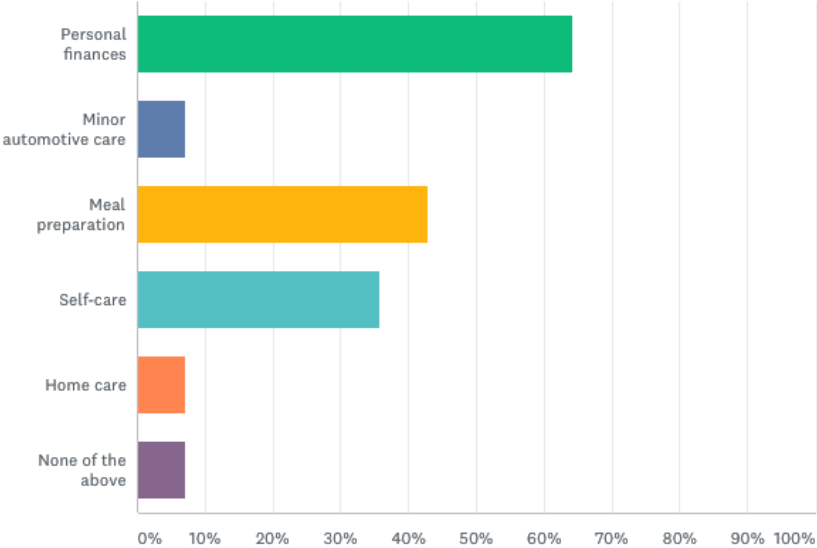
ANSWER CHOICES		RESPONSES	
▼ Personal finances		64.29%	9
▼ Minor automotive care		7.14%	1
▼ Meal preparation		42.86%	6
▼ Self-care		35.71%	5
▼ Home care		7.14%	1
▼ None of the above		7.14%	1
Total Respondents: 14			

The following questions asked for the surveyed to indicate their proficiencies in the aforementioned areas:

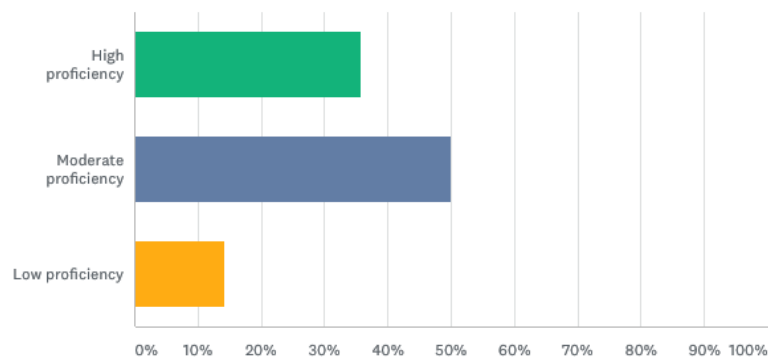## How proficient are you at automotive care (changing tires, oil checks, etc)?

Answered: 14   Skipped: 0
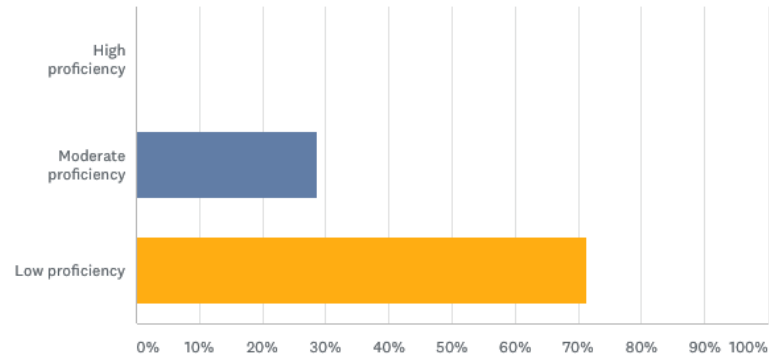
ANSWER CHOICES	RESPONSES	
▾ High proficiency	0.00%	0
▾ Moderate proficiency	28.57%	4
▾ Low proficiency	71.43%	10
TOTAL		14

How proficient are you at meal preparation (cooking, recipes, etc)?

Answered: 14   Skipped: 0

ANSWER CHOICES	RESPONSES	
▾ High proficiency	35.71%	5
▾ Moderate proficiency	50.00%	7
▾ Low proficiency	14.29%	2
TOTAL		14

How proficient are you at self-care (managing stress, sleep routine, etc)?

Answered: 14   Skipped: 0
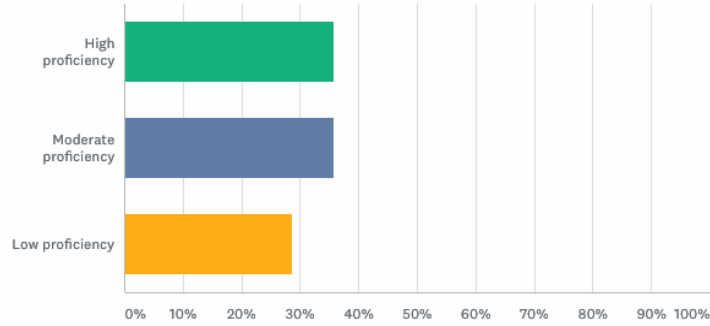
ANSWER CHOICES	RESPONSES	
High proficiency	35.71%	5
Moderate proficiency	35.71%	5
Low proficiency	28.57%	4
TOTAL		14

How proficient are you at home care (laundry, cleaning, etc.)?

Answered: 14   Skipped: 0
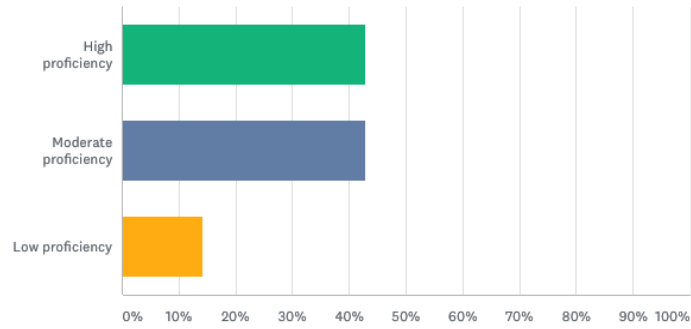
ANSWER CHOICES	RESPONSES	
High proficiency	42.86%	6
Moderate proficiency	42.86%	6
Low proficiency	14.29%	2
TOTAL		14

Fully 411 is a simulation game tailored to your experience that will seamlessly help you apply these adulting skills to your real life. Is this something you would be interested in?

Answered: 14   Skipped: 0
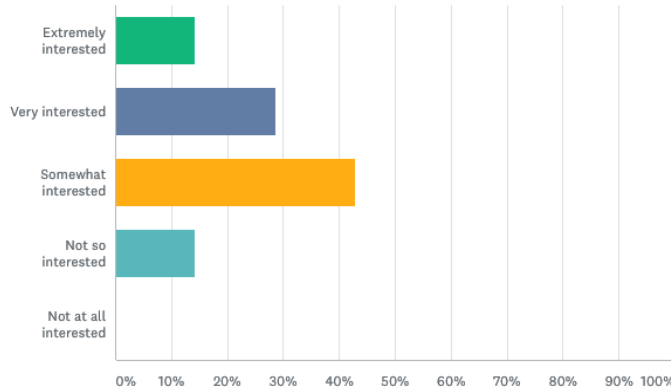
ANSWER CHOICES	RESPONSES	
Extremely interested	14.29%	2
Very interested	28.57%	4
Somewhat interested	42.86%	6
Not so interested	14.29%	2
Not at all interested	0.00%	0
TOTAL		14

This question aimed to gauge interest in the new concept for Fully411. These results are quite promising because the surveyed indicated higher interest in our new concept.

Would you pay for premium content on this game?

Answered: 14   Skipped: 0
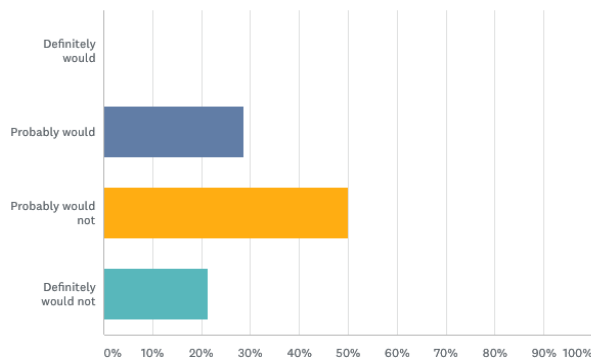
ANSWER CHOICES	RESPONSES	
Definitely would	0.00%	0
Probably would	28.57%	4
Probably would not	50.00%	7
Definitely would not	21.43%	3
TOTAL		14

The question above aimed to determine whether users would be willing to pay for premium content. Fifty percent of the surveyed indicated that they probably would not pay for premium content while 28% indicated they probably would. This led us to decide to give players the option of one time purchase, or players with a limited budget can acquire the game through game bundles or video game subscription services such as Xbox Game Pass.

References & Creative Research Sources

Below are a list of resources used to gain insight on gaming in education:

"The effect of games and simulation on higher education: a systemic literature review" by Dimitrios Vlachopoulos & Agoritsa Makri. International Journal of Educational Technology in Higher Education.

Holbert, Nathan, and Uri Wilensky. "Designing educational video games to be objects-to-think-with." *Journal of the Learning Sciences* 28.1 (2019): 32-72.