

Detextive



Designed By

*Nicholas Mollica
Evan Polekoff
Thomas Hunt
Richard Hayes*

Target Audience and Goals

Target Audience: Teenage Drivers

Goals:

- Educate about the dangers of texting and driving
- Transfer responsible driving behaviors

Needs Analysis

- Teens are unaware of the dangers of texting while driving.
- Teens feel that it is important to respond to texts immediately.
- Bored teen drivers use texting as a form of entertainment.

Task Analysis

- Encourage driving with a passenger
- Discourage driving while tired
- Remind teens that they can:
 - Take breaks from driving when bored
 - Have a passenger read/respond to messages
 - Pull over instead of reading texts at red lights
- Inform teens that:
 - Sending and reading texts while driving are equally bad
 - Listening to text-to-speech is only marginally better
 - Holding phone lower to avoid police is very dangerous

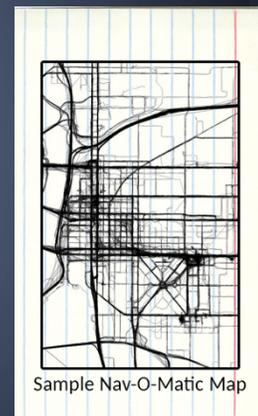
Narrative

- Futuristic Noir-style Detective Narrative
- Independent Detective working with a friend in the police department
- Psychotic Criminal that texts cryptic hints



Gameflow

- Must communicate with NPCs while rushing to the crime scene
- Use Nav-O-Matic Phone GPS
- Checking phone while driving prohibitively increases difficulty
- Level progression introduces alternatives to bad texting and driving behaviors



Sample Nav-O-Matic Map

Technology and Interactivity

- Oculus Rift for PC
- Pedal and Wheel peripherals
- Razer Hydra
- Screen Blurs While Texting



Assessment

- Pre/Post-Test Surveys to test Knowledge Transfer
- To test Behavioral Change:
 - Better behavior in-game
 - Compare driver's accident rates before/after game
 - Phone companion app
 - Consensual video monitoring on driver's vehicle

Paper Prototype - Video



Paper Prototype - Materials

- Scenery drawings
- Note cards
- Drum pedal
- Wii wheel
- Cell phone



Post Mortem

What worked:

- Good indication of player actions



Post Mortem

Flaws:

- Too Easy
 - Never pulled over
- Too Slow
 - Paper flip obvious



Improvements

- Build a device to swap papers
- Use powerpoint



Questions?