Design Document: Argumentation about the Desired Effect.

Campaign

The campaign you chose: Four-paws #DoBetterForAnimals

The media the campaign uses: Social media

The message of the campaign is:

Farm animals are treated with cruelty and disregard for ethics through terrible living conditions, transport, and abuse. The campaign aims to improve animal welfare by spreading awareness and pushing a mandatory welfare label on animal products packaging.

Source(s) used to find the campaign, media, and the message:

https://www.four-paws.org/campaigns-topics/campaigns/dobetterforanimals

Desired Effects

The desired effect(s) of the campaign is/are: Improve farm livestock welfare from birth to death.

Desired knowledge (for example knowing the 17 sustainable development goals of the UN/knowing that you have to keep 1,5 meter distance): Raising awareness on several issues cows living conditions and abuse:

- Separation of mother cows with their calves being kept in isolation.
- Castration on bulls performed without anesthesia.
- Removing of horns
- Giving cows hormones for milking

Desired attitude (for example a positive attitude to stop wasting food/willingness to quit smoking):

- Willingness to buy better products in terms of the animals' welfare or cut down on purchases from products coming from poor animal welfare.
- Support the campaign by subscribing to their newsletter, sharing their message or even donating to the cause.

Desired behavior (for example travel by public transport instead of by car/prevent spilling water):

- Stop purchasing animal products from unethical producers.
- Push for a mandatory welfare label on packaging of animal products (exists for eggs already).

Sources used to find the desired effect(s):

https://www.four-paws.org/campaigns-topics/campaigns/dobetterforanimals

Target Group

The target group is:

Young adults

Age: 18-25

Lifestyle: They are students or young workers who have recently started their adult life. They live independently and make/eat food for themselves or others most of the time.

Attitude: They are willing to learn new things and are open to new ideas/changes in their lives. The majority know a little or not very much about farm animals' welfare and the quality of their lives from birth to death.

Behavior: They do not necessarily have specific behavior towards any cause, and they do not think too much about what the consequences are for buying the products they buy. When buying animal products, they might consider where the product came from and the welfare of the animals, but they will mostly take price, quality, and expiration date into consideration.

Sources used to find the data for the description of the target group/the empathy map:

Primary research: Survey sent to students asking various questions about their knowledge on the topic and their willingness to change behavior or to learn about the topic. See appendix for data and charts.

Proof of Effectiveness
In what way our concept will support the campaign:

It will raise awareness on how animals are treated in big farms, but from the perspective of humans which humans will empathize more with. The product will have a short cinematic at the end of the game with the name of the campaign and its message.

The reason(s) why our concept will reach the desired effect:

Our concept will show the reality of the mass-producing part of the animal industry, explicitly demonstrating the various things that are being done unethically to the animals. Replacing the cows with humans should make the player feel more empathy, as events will seem more disturbing.

Questions we asked during the player tests:

The tests were done loosely, primarily aiming at seeing the testers' reactions when playing and hearing out their tips or ideas. Every playtest consisted in writing down general information during the test, and afterwards asking some questions if needed about certain aspects of the game, such as:

What is your general impression of the game?

Did you like the controls, were they intuitive?

Did you like the puzzles/quests? What would you change/add/remove?

How well is the campaign communicated with our game? How well are the specific goals of the campaign communicated?

Follow up questions might be asked depending on the answers that were provided, to get a further understanding of the feedback.

Outcome of the tests:

3 full playtest sessions were done with 4-5 testers per session. The first playtest session was done with a simple prototype which only allowed you to play the first quest of the game: finding the mother's child. The playtesting showed that there was a lot missing from the game. The exploration and quests needed to be made more interesting, mechanics such as player movement and moving objects needed to be improved, atmosphere was missing, and more interactions needed to be added.

The second playtest session had a much-improved game, with more interactions and almost a full working greybox game. The second iteration received good feedback on atmosphere, sounds and gameplay. Even with the lack of visual assets, the testers liked the vibe of the game. The puzzle was appreciated but some things still needed to be improved. The object movement was still slightly unintuitive and buggy, the UI was sometimes not clear and many of the objectives of the game were not clear enough. Some objects would never be picked up as the testers could not see them. The folder puzzle was difficult to do as the symbols were hard to remember for the keypad.

The third playtest session had a well-polished game with implemented assets and textures, sounds and all mechanics. The outcomes of the session taught us that there should be better implementation of affordances, push/pulling in terms of what characters can be talked to and which items can be interacted with.

Application of the outcome of the tests:

From the first playtest session, we knew that were many things that needed to be done which we implemented:

- More dialogue and dialogue options
- Making mechanics smoother
- More interactions were added, such as the fusebox opening the door, the moveable ladder that can be climbed, and other things

From the second playtest session:
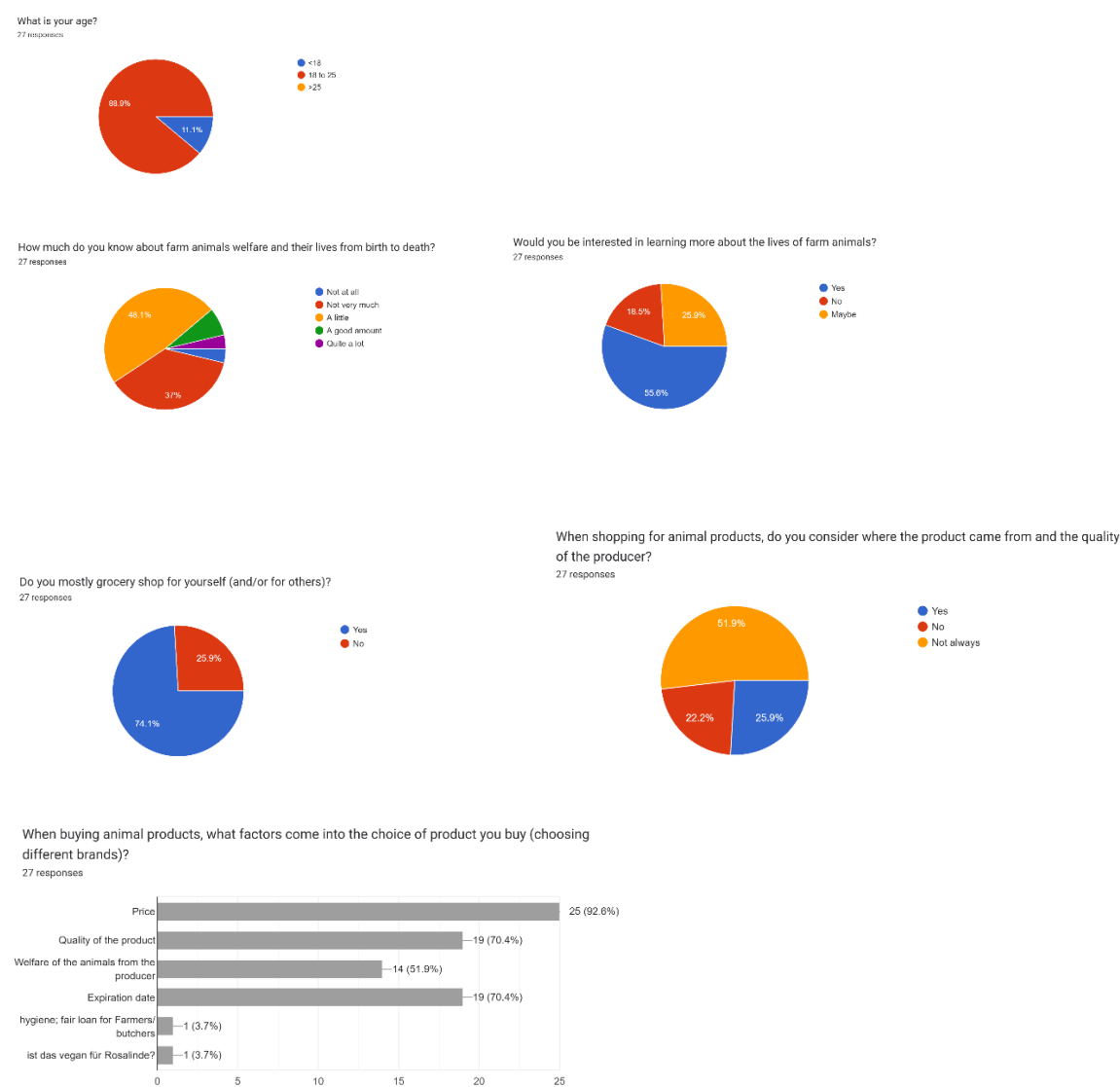
- Making the folder pickup able, so that the player can see the folder pages when inputting the keypad code
- The code, which was originally too obvious, was removed from the wall next to the folder and instead is being said by two characters in the game.
- More sounds were added for audio feedback on turning on things, doors being locked and other things.

From the third playtest session:

- Added lights on objects that are interactable with
- Made placement of objects a little more obvious

Appendix: User Research Survey Results

https://forms.gle/W1Zj84Bo4KaphDqY7

What is your age?
27 responses

- <18
- 18 to 25
- >25

88.9%
11.1%

How much do you know about farm animals welfare and their lives from birth to death?
27 responses

- Not at all
- Not very much
- A little
- A good amount
- Quite a lot

48.1%
37%

Would you be interested in learning more about the lives of farm animals?
27 responses

- Yes
- No
- Maybe

18.5%
25.9%
55.6%

Do you mostly grocery shop for yourself (and/or for others)?
27 responses

- Yes
- No

25.9%
74.1%

When shopping for animal products, do you consider where the product came from and the quality of the producer?
27 responses

- Yes
- No
- Not always

51.9%
22.2%
25.9%

When buying animal products, what factors come into the choice of product you buy (choosing different brands)?
27 responses

Factor	Count
Price	25 (92.6%)
Quality of the product	19 (70.4%)
Welfare of the animals from the producer	14 (51.9%)
Expiration date	19 (70.4%)
hygiene; fair loan for Farmers/butchers	1 (3.7%)
ist das vegan für Rosalinde?	1 (3.7%)

If you know any, could you tell us what problems there are with the animal industry and overall animal welfare?

I do not
Cheaper products usually involve more animal cruelty. Since most people buy the cheaper products it's hard to stop this without constant interferance by the state.
foie gras
Animals dont have enough space and in certain cases just bred to be slaughtered real quick. The actual slaughtering is also very brutal, as if they are objects
the narcotics sometimes dont work fully
Living space, time animals get to spend outside, hygiene, the way they're handled (cutting off the beaks of chicken)

The way animals are treated are usually different from the standard procedures and regulations, they often contain torture and violence.
Overpopulation of certain animals
not (strong) enough checks being done by the government
Animals sad all their life long, because of horrific place and no space. Also very climate inefficient
Idk
i'm not very aware of such issues
Cramped living spaces, overuse of antibiotics and general abuse of the animals.
Breeding of milk cows, poor conditions in shelter, poor quality of animal food, castration of babypigs, slaughter without anesthesia, horrific conditions for fur industry, cheap immigrant workers
too much cruelty but too little information abt it
Well their quality of life obviously, how much room they have etc But thats by far not the case on all farms Then again what are your definitions of bad environments Its a complicated topic thats for sure
Treating them as expendables and not living beings generally
Gassing pigs is not cools :(
Animals are treated badly. Babies get taken away from the parents. Held in places that are too cramped.
They really abuse their animals, and they live to die
/
They have to live in small spaces, without all the things they need. They get killed if they aren't useful enough. Or modified if they don't fit the standard that humans have set for them.
Massentierhaltung, Tierquälerei, not enough welfare
No idea :/
The most animals never see the sun in their life
im a teammate u know what i think
not enough space