

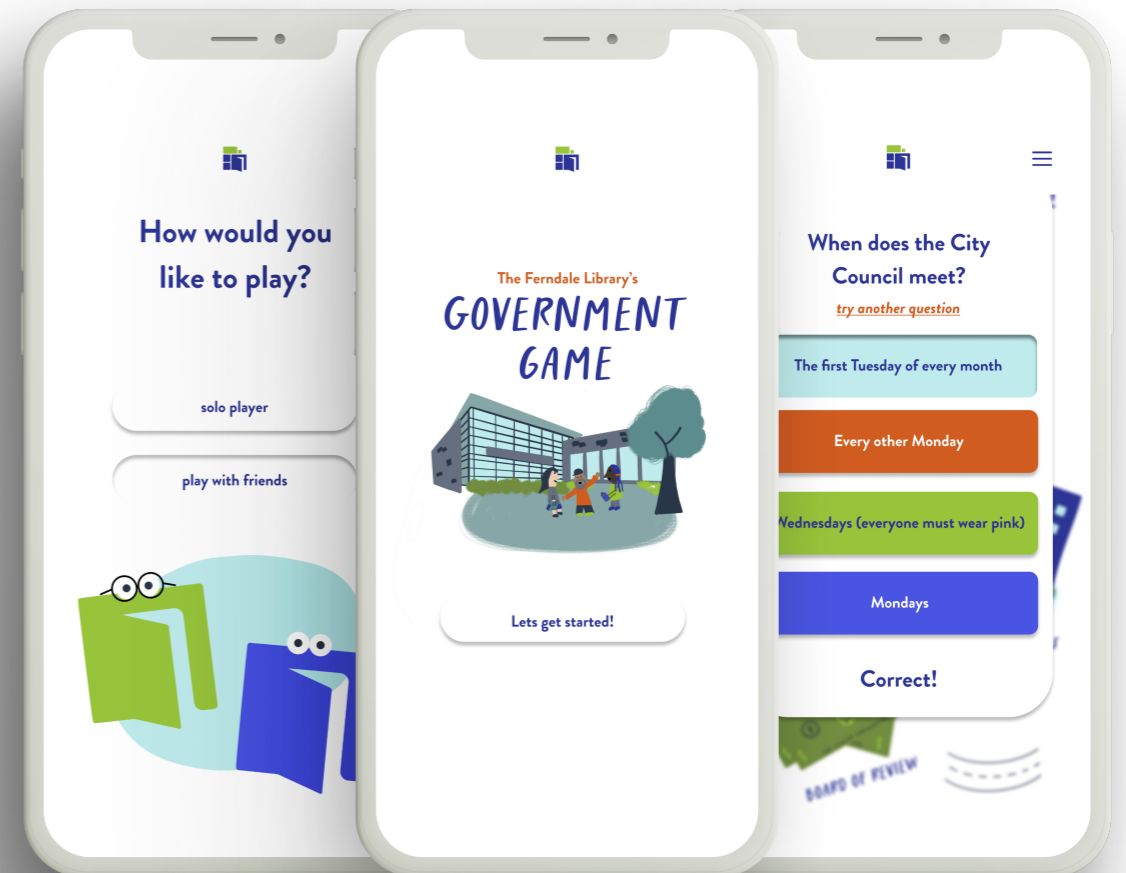
# Project Summary

The government game is a fun and engaging solution to facilitate education about the government of Metro-Detroit.

Government Game was part of a semester-long course at the University of Michigan in partnership with the Ferndale Public Library and government. I participated in UX research with Mitali Ganvir & Joseph Henrichs and was the sole graphic & UX designer of the board game and app. I presented to stakeholders in the cities of Ferndale, Detroit and Ann Arbor, and provided final design assets for development.

Timeline: 4 months

Role: Primary UX and Graphic Designer



# Motivation

## Problems

Lack of knowledge on how to approach the local government

Misinformation/Disinformation

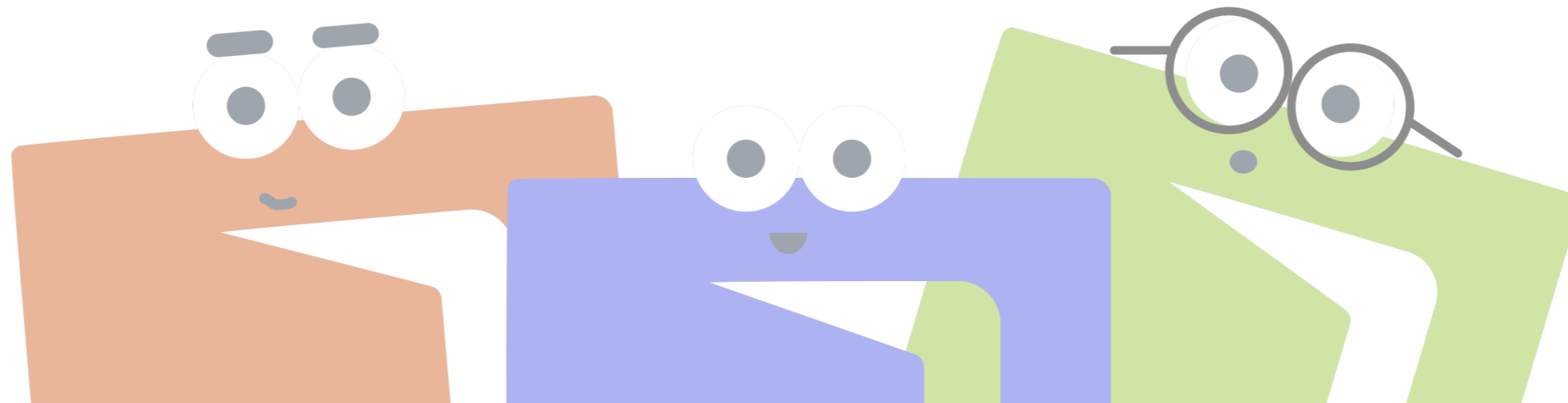
Library needs a way to engage citizens

## Goals

Engage learners in Government 101 classes

Create a “Ferndale - Fun” learning method

Educate people about local government through interactive experience



# Research Process

Survey deployed on Library and government social media (52 Responses)

Questions pertained to general learning style, preference in educational game methodology,

Interviews with 12 users in our target age range 18+

3 government employees

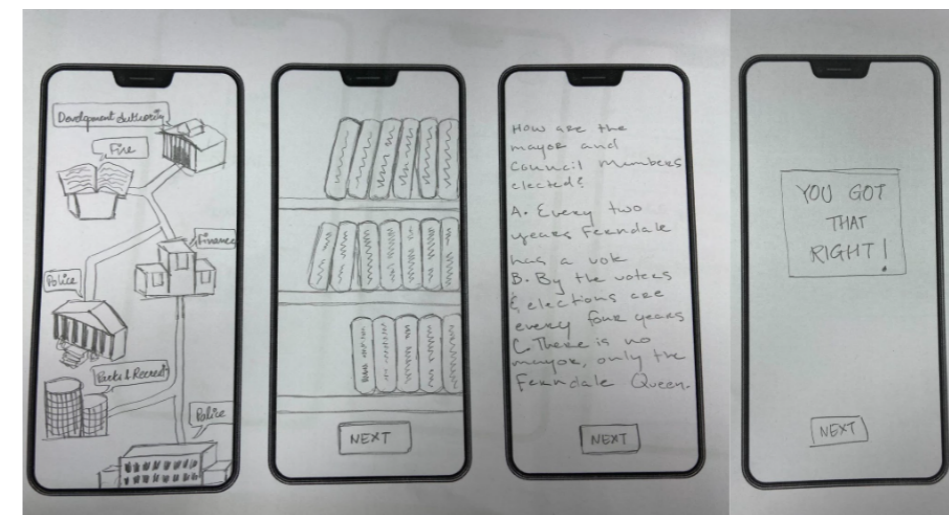
4 Library users

2 politically pationate citizens of Ferndale

3 regular Library class attendees government employees

**\*\*Our target age range is so large given the diversity in age of class attendees. The majority of our interviewees were 40+ which could skew our sample.**

## Ideation and more research



User enactment testing for three potential game solutions based on interview and survey feedback

# Key Findings

## Simplicity

The preferred game in user enactments was a simple quiz style with little UI. Users were confused by complex rules and would bring up government as being “boring” when the game became more complicated.



## Reward

Users were more likely to keep playing to see their score improve. Features of positive reinforcement were met with excitement.



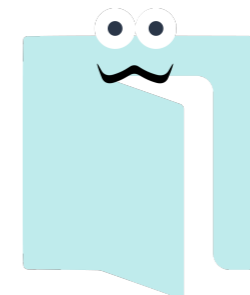
## Relatability

Our graphic design focuses on features similar to the design system of Ferndale and the Library. Users wanted to see recognizable landmarks and design to feel more personally connected to the game.

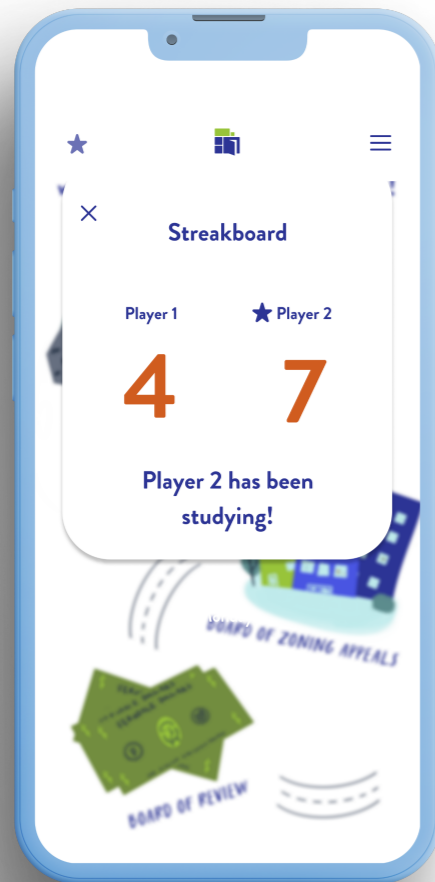


## Entertainment

Users enjoyed the nostalgia for a traditional board game and expressed interest in keeping the game as fun as possible through colors, information, and user interaction.

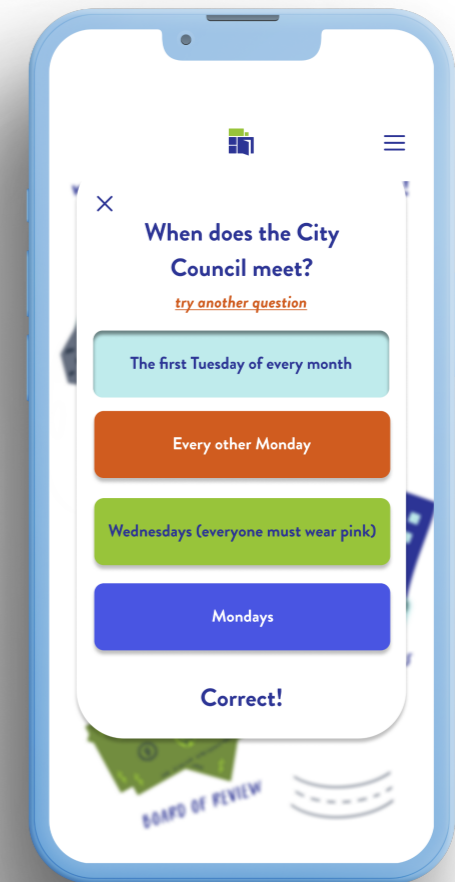
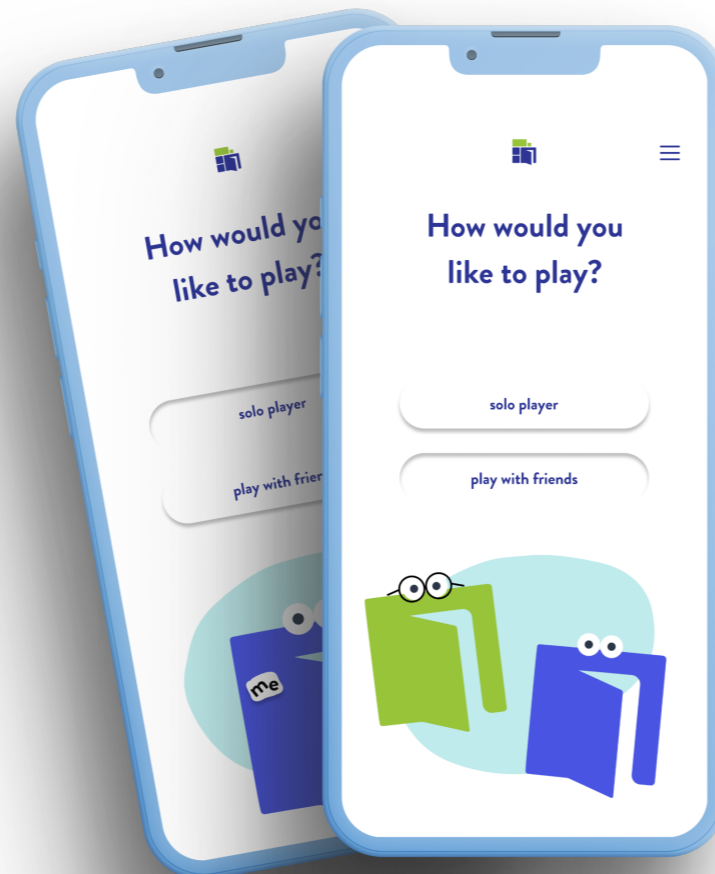


# Design Features



Pop-up to keeps track of users' correct answer streaks and to encourage friendly competition.

Users can play with friends and choose from fun characters created from the Ferndale Library logo



Questions about each commission are simple and humorous.

# Conclusion and Reflection

More research specific to the target demographic and analysis of educational preferential differences.

We never developed the admin interface for Government staff to alter questions, so those updates need to be made through development due to time constraints

We were given a grant to develop the app but the library is still waiting on additional funding. This also effects our ability to revisit the design and coordinate more with development.

