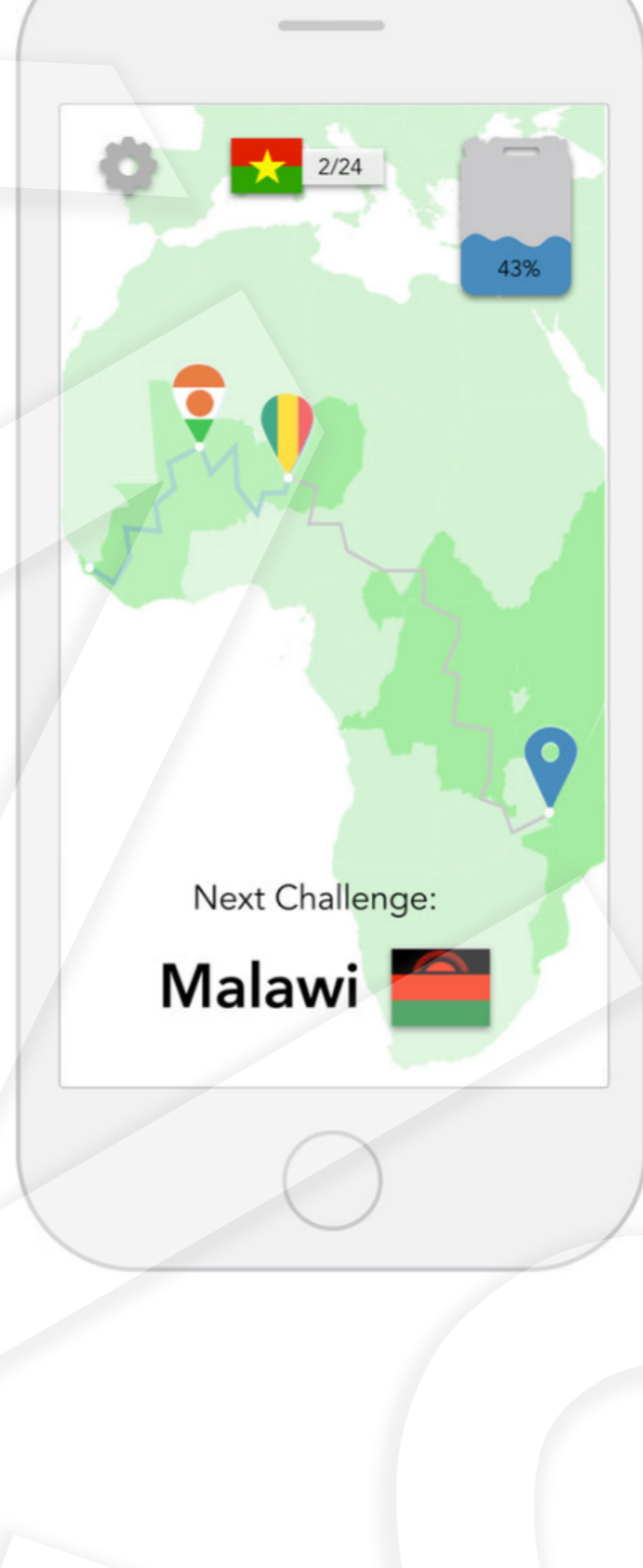


Pipeline: a game to end the world water crisis



Pipeline is an interactive mobile game designed to inform players of the world's water crisis, without them even realizing it.

Players get to walk around the world and provide 24 rural countries with access to water for the first time.

Collect all the countries flags to save the world from the water crisis!



663 million people in the world live without clean water.¹

That's nearly 1 in 10 people worldwide. Or, twice the population of the United States. The majority live in isolated rural areas and spend hours every day walking to collect water for their family. Not only does walking for water keep kids out of school or take up time that parents could be using to earn money, but the water often carries diseases that can make everyone sick.

But access to clean water means education, income and health - especially for women and kids.



charity: water

charity: water is passionate about solving the water crisis. They fund water programs in 24 countries around the globe, focusing on providing rural communities with their first access to clean water.

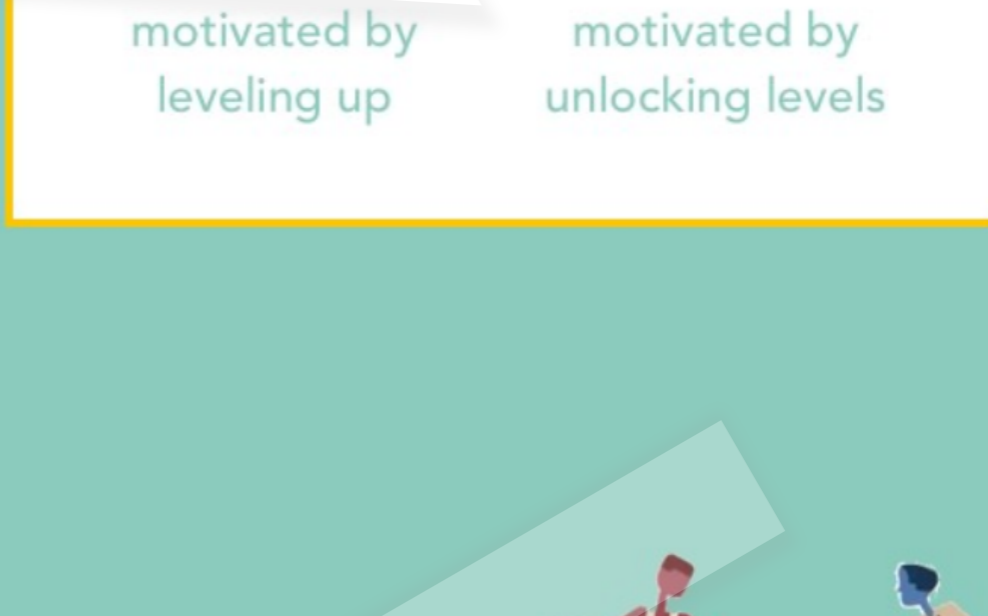
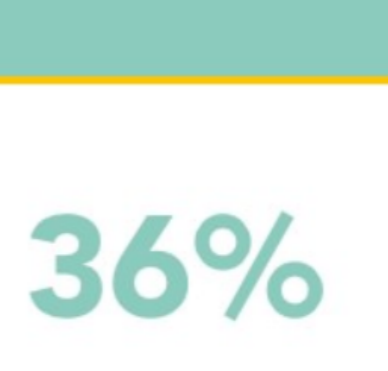
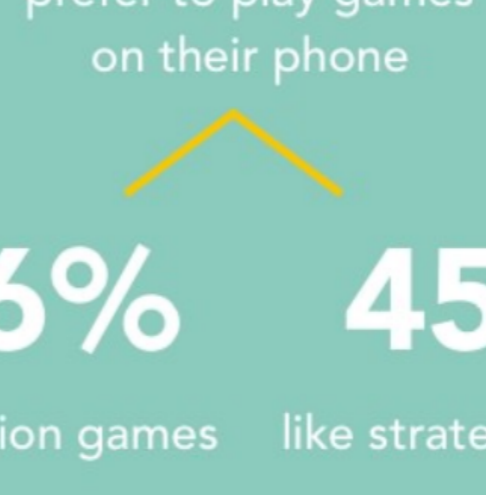
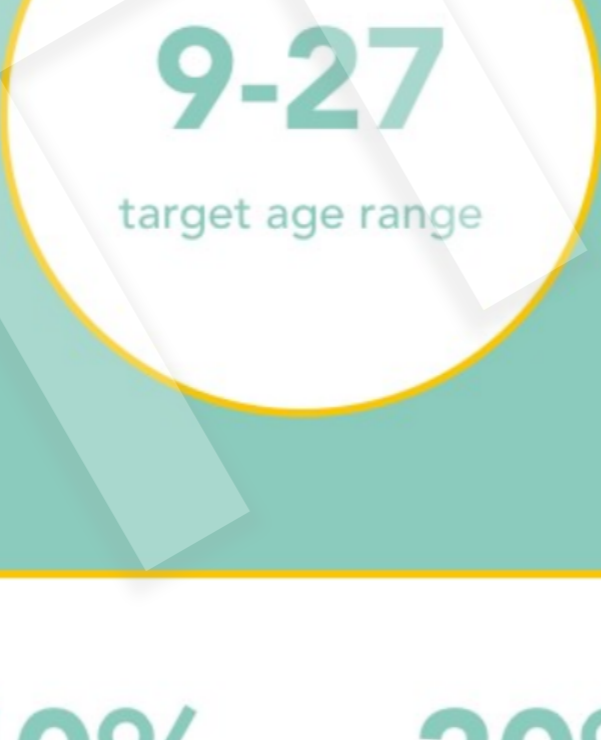
The Problem

charity: water needed an innovative and engaging way to raise awareness about the world's water crisis.

With only a week to complete the project, I started brainstorming solutions right away. While talking with the client, I learned that most fundraising participants are between the ages of 9 and 27, so this is the target audience. There were some different options to engage these users in a new and innovative way and I ultimately landed on an informational game. But what type of game will tell charity: water's story best? What type of game will the most people download and play?

User Research

Through my own research, data that was provided to me, and from doing surveys I found the following results:



Persona



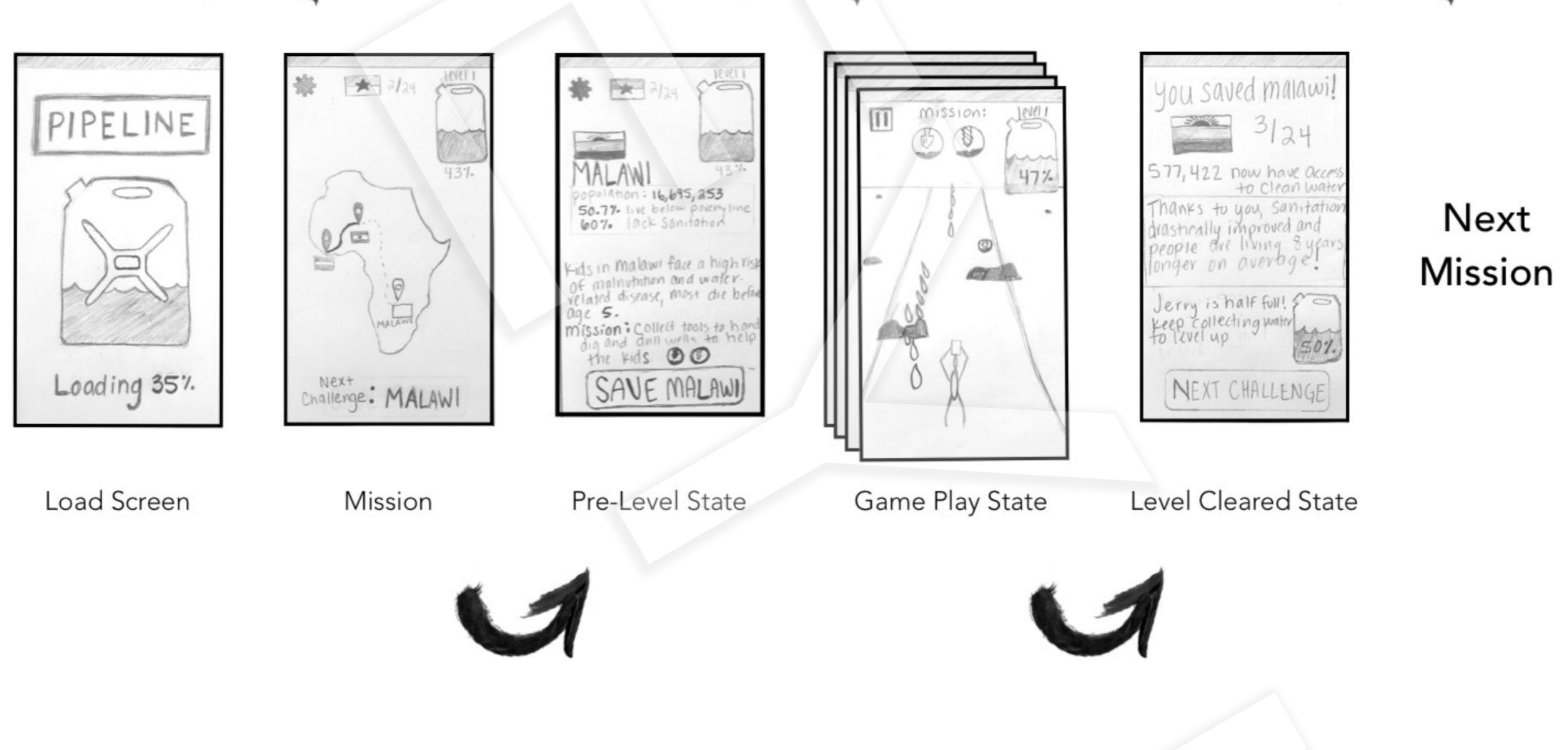
Dennis is a 17 year old high school student. He regularly volunteers at the animal shelter after school because helping save the animals makes him feel good. Right now, his favorite game is Pokemon GO. He does not like games that don't have clear goals and achievements along the way.

Competitive Analysis

Before even thinking about design or sketching ideas for the app, I started out doing a ton of research on what makes popular games so successful.

	Angry Birds	Angry Birds Space	Angry Birds Rio	Angry Birds Star Wars	PIPELINE
Educational?					●
Multiple levels?	●	●	●	●	●
Unlock items?		●	●	●	●
Build up strategy?	●	●	●	●	●
Clear goals?	●	●	●	●	●

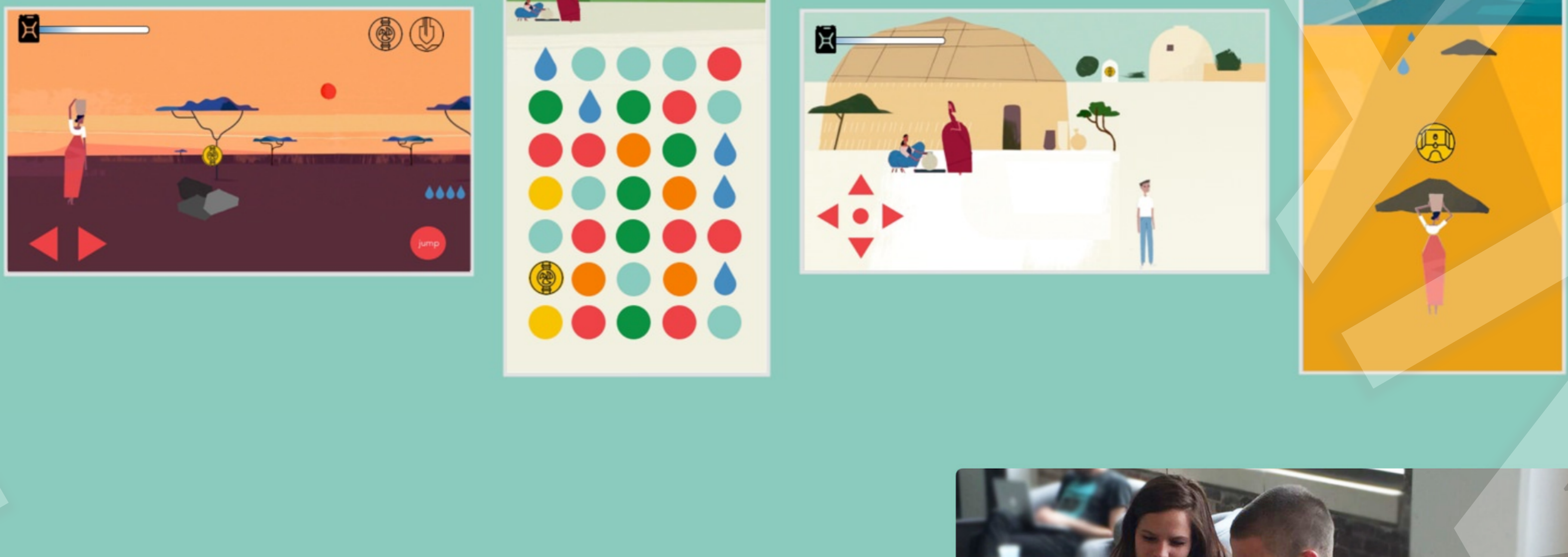
Ideation & Game Flow



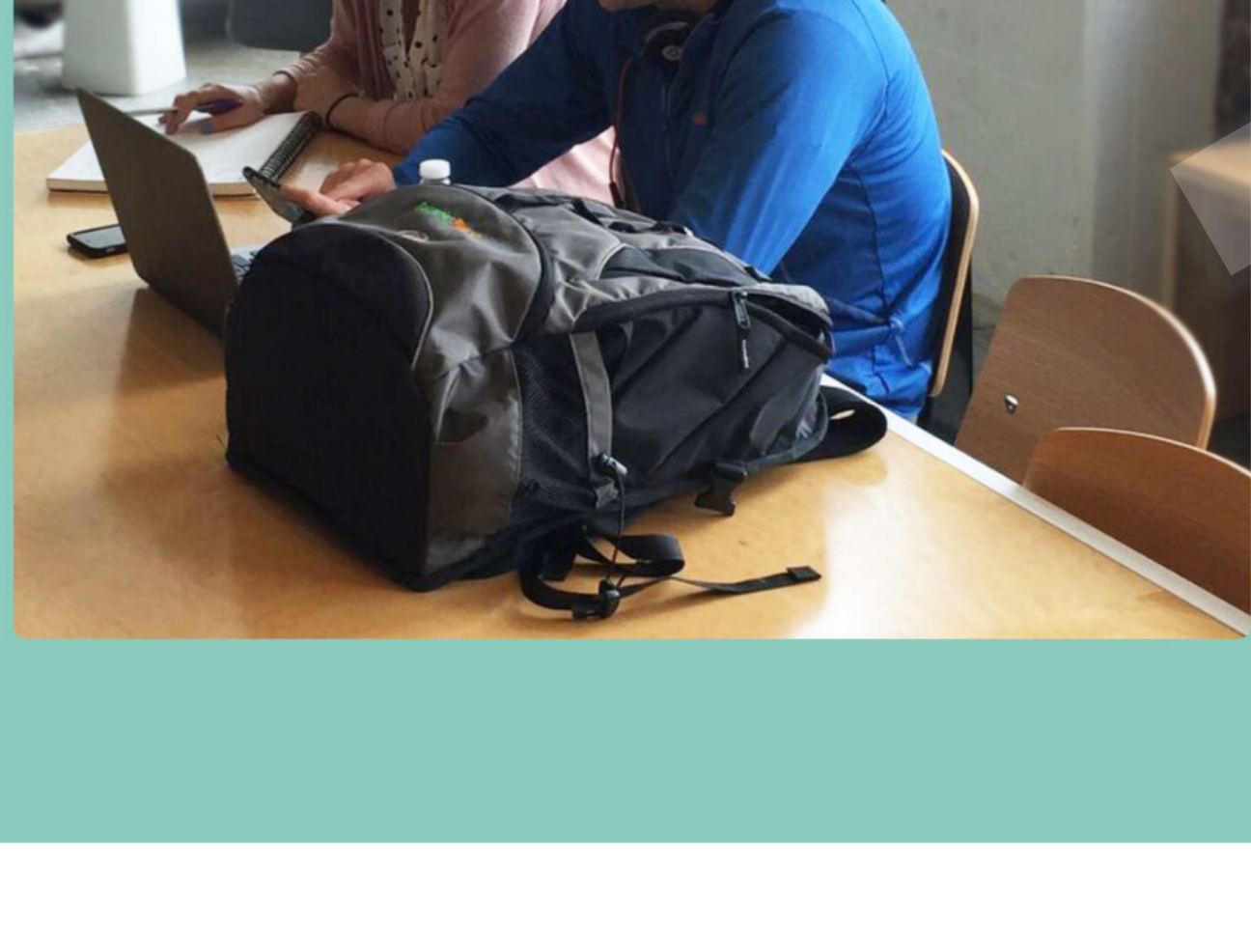
User Research

I presented the testers with these four different game concepts to test for:

- Usability - Did they player intuitively know how to play the game, collect items, move, and jump?
- Perceived Goals - Was it clear to the player what items were to be collected or what the point of the game was?
- Intrigue - What game would they actually download and play? Which one told charity: water's story best?



I found that players knew how to control most game movements based on their previous game play experiences. For example, tilting to move left/right, swiping up to jump, and swiping two bubbles to switch them were intuitive. Clickable arrows were definitely a pain point, so I removed those from any final designs. Players found running games and building games most intriguing. Those types of games were also found to have the most clear goals that fell in line with the water crisis solution.

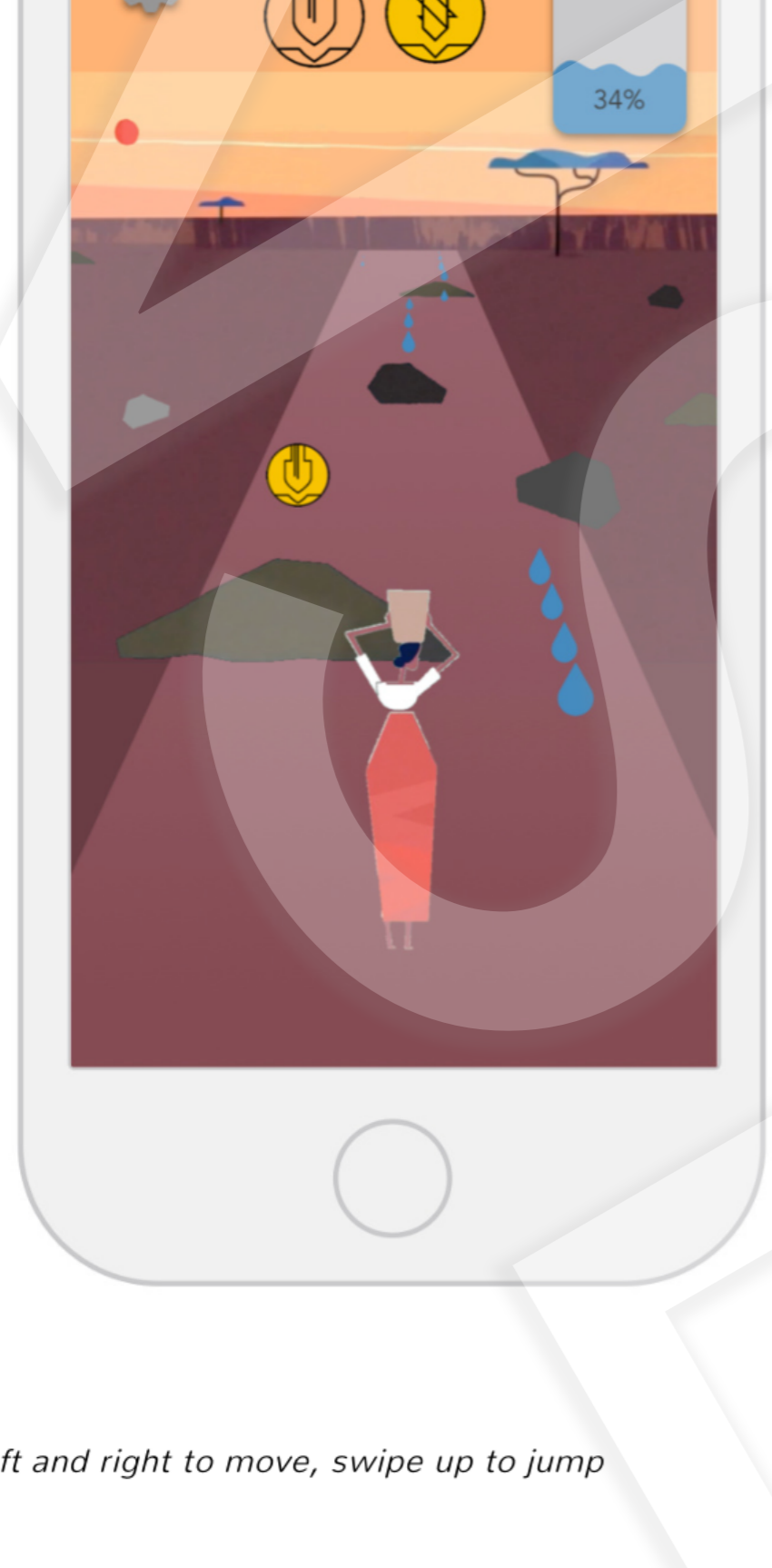
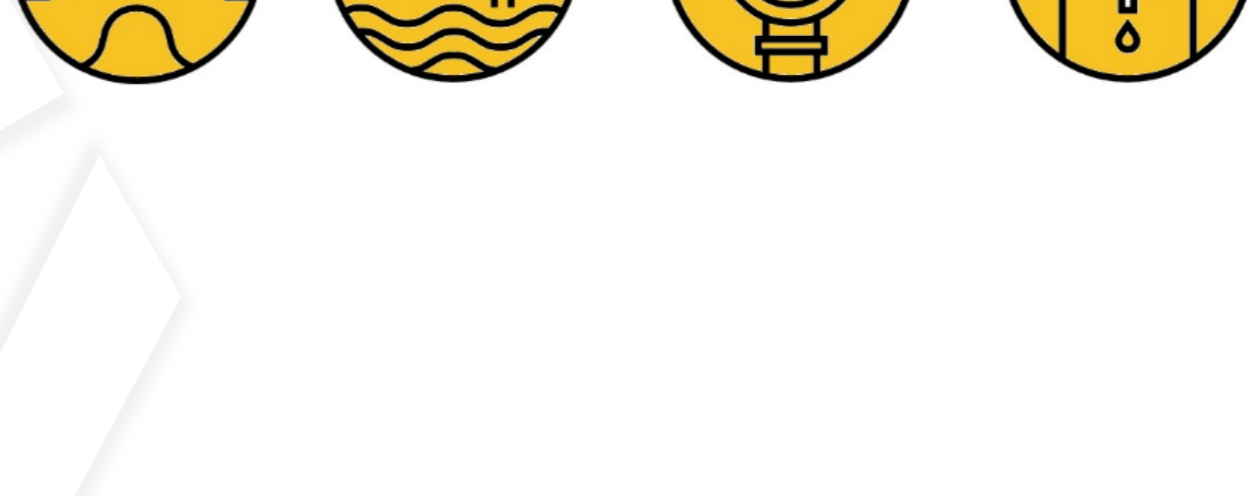


Game Mechanics

Bringing clean water to people looks different in each country. Every level needs specific tools in order to provide water for that country.

'Walk for Water' from country to country to collect water and tools needed along the way.

Collecting water drops along the way fills up your jerry can. Get Jerry full to level up and unlock new challenges!



Tilt phone left and right to move, swipe up to jump



Use the tools collected to hand dig or drill the wells

Tap to hand dig wells Spin to drill wells (as fast as you can)

Watch the water fill the pipes, the aquifer and come out of the faucet.