



HORN OK PLEASE

Game Design + Graphic Design

Client: Publicis Worldwide

2015

Board Game Design project to educate young children about traffic rules and road safety in the urban Indian ecosystem

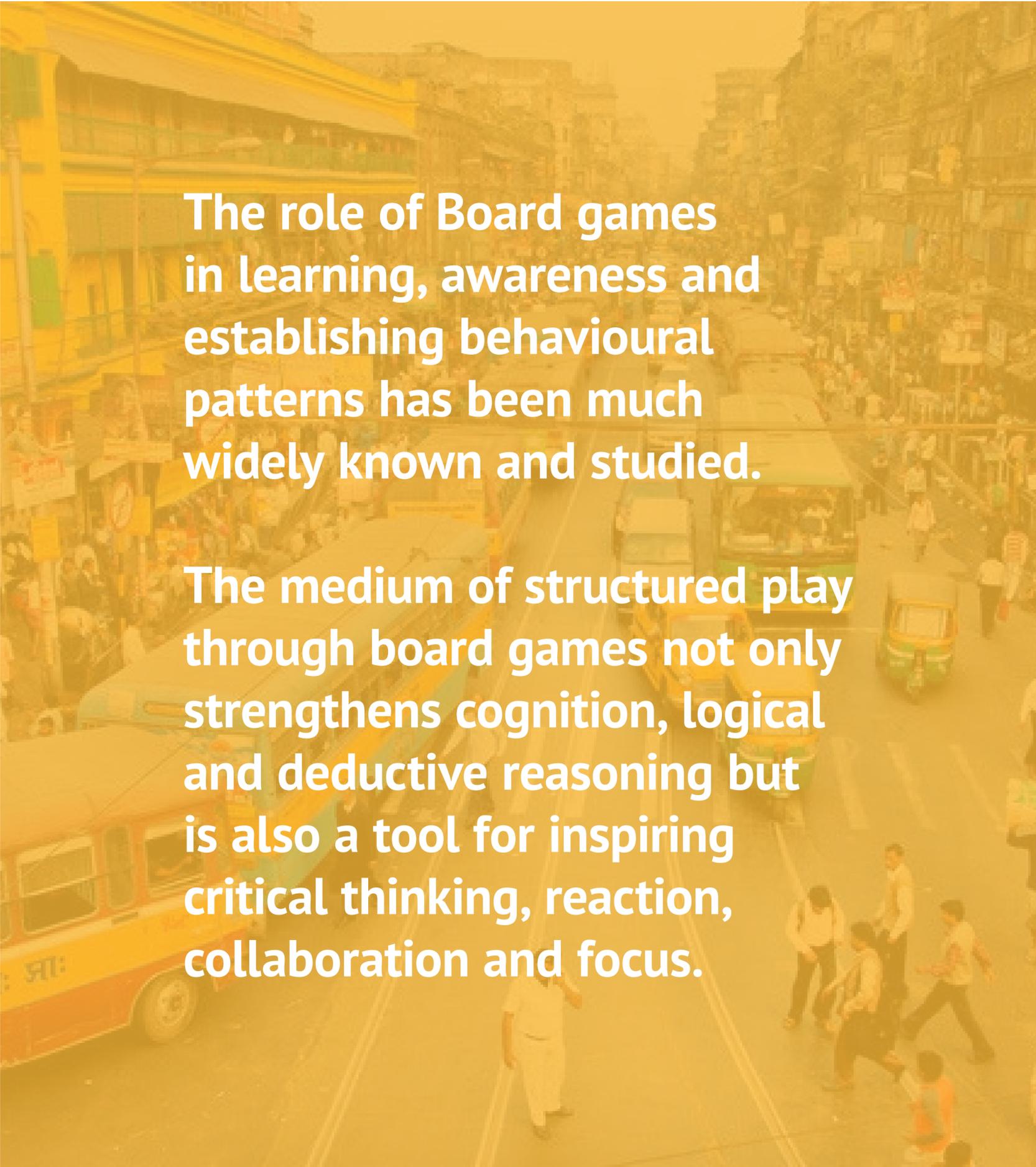
HYPOTHESIS

With road transport becoming a primary mode of mobility in the urban context, one of the primary concerns in the current times is road safety. A lack of awareness about traffic rules and norms amongst the general public has resulted in an ever increasing problematic of undisciplined behaviors, recklessness and careless mishaps on the road on an almost everyday basis.

While many countries lose citizens to wars, terrorism, epidemics, deadly diseases, etc., India loses thousands of citizens to road accidents every day. Many people jump signals, do not wear proper riding gear and choose to overlook traffic rules because they don't deem that significant enough.

Introducing the mode of a board game to tackle the concern in an indirect yet persuasive manner seems like an experiment worth conducting, largely because it will urge a much younger set of the public to start giving attention to the concept of traffic rules.

Through structured play and participation, the game could demonstrate and foster an understanding of these rules as well as enable a practice of the same. This could then serve to reflect in their behaviours while navigating the roads in an urban setting, as well as possibly encourage the children to pinpoint and critically look at inappropriate road behaviours as well.



The role of Board games in learning, awareness and establishing behavioural patterns has been much widely known and studied.

The medium of structured play through board games not only strengthens cognition, logical and deductive reasoning but is also a tool for inspiring critical thinking, reaction, collaboration and focus.

THE ROAD CRASH NARRATIVE IN INDIA

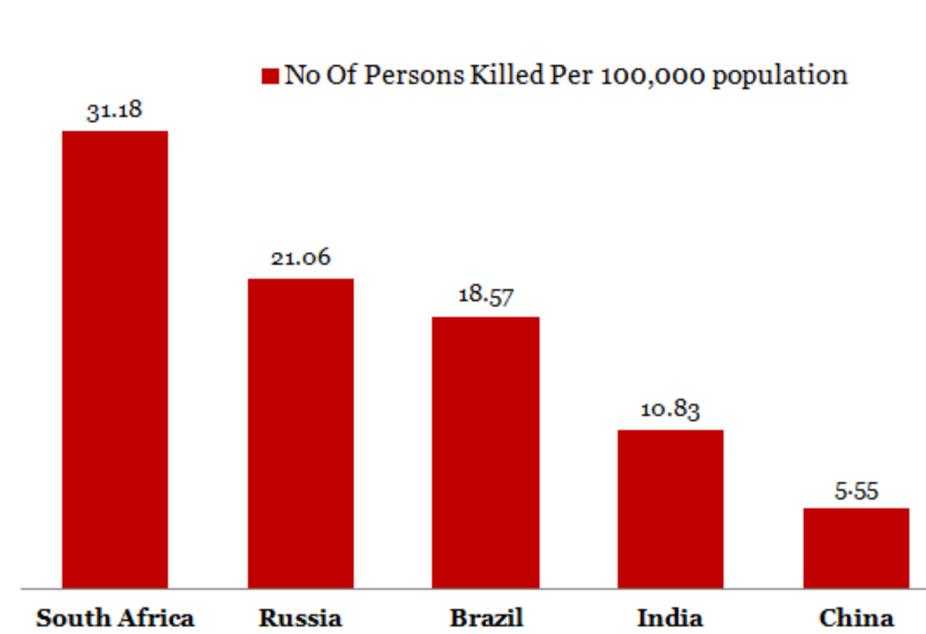
Statistics indicate one person dies in a road accident in India every four minutes.

The causes for India's exceptionally high number of crashes include:

- Bad road user behavior
- Flawed road design and engineering
- Weak enforcement of traffic laws
- Lack of rapid trauma care.

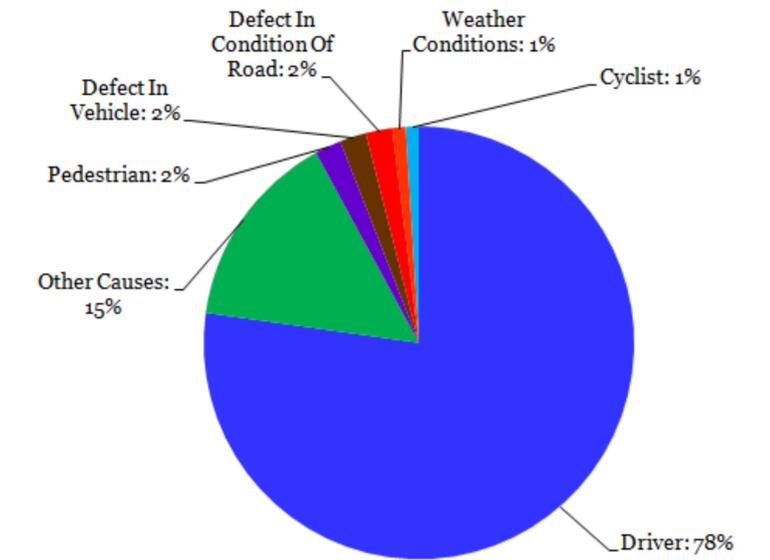
The apathy and lack of focus on the subject matter in schools is a cause of serious concern. A very limited exposure to a microset of generic rules is witnessed, until they reach the legal age of attaining the driving licence, by which time it is already too late to establish a sensitivity and mindfulness of road rules and safety. To address this rigorously through various means including content designed to be a part of school curriculums, activity kits, games and play is the need of the hour.

Road Accident Fatalities In BRICS Countries; 2011



Source: Ministry of Road Transport & Highways

Causes Of Road Accidents In India In 2011

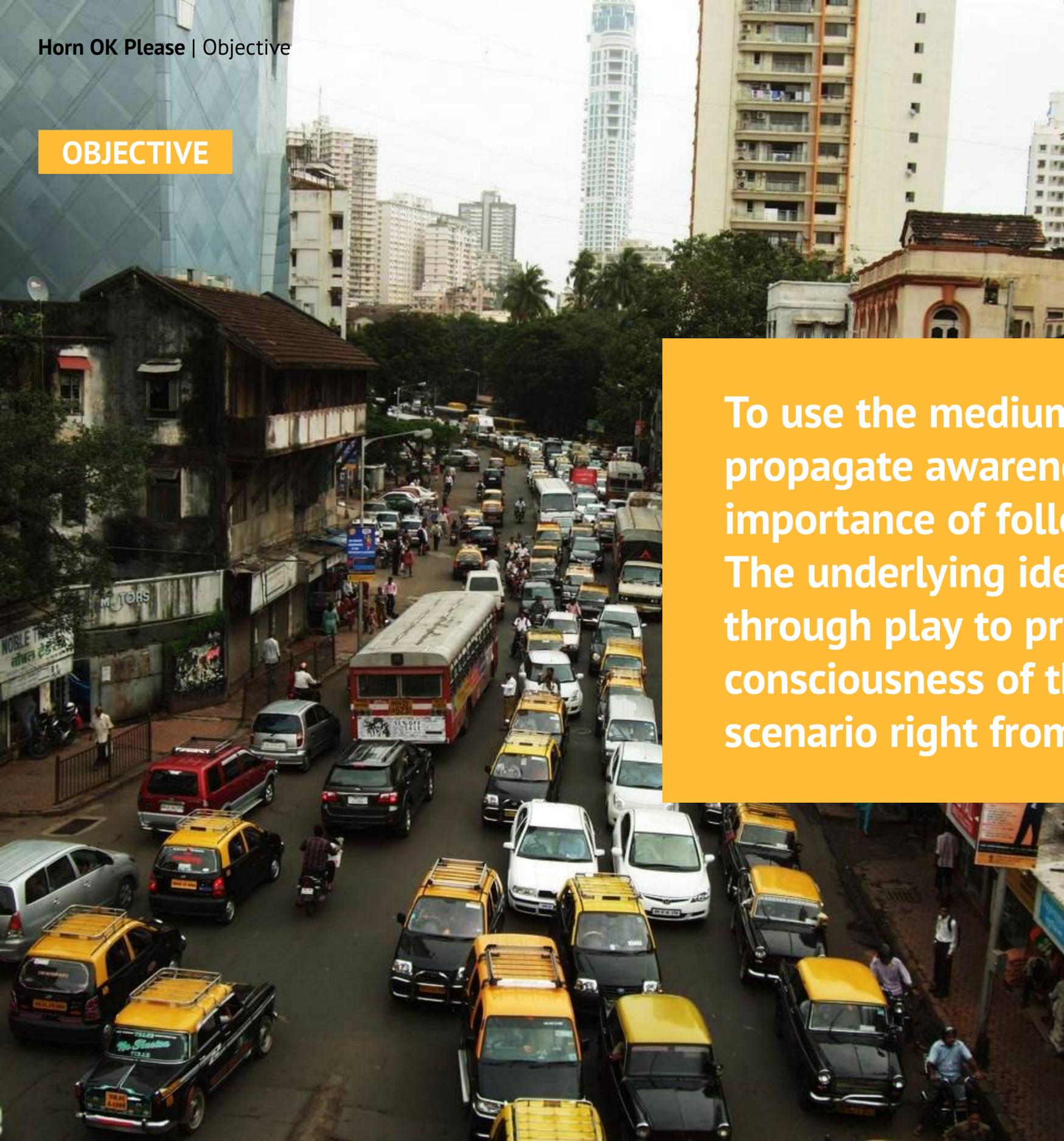


Total Road Accidents: 497,686

Source: Ministry Of Road Transport & Highways

OBJECTIVE

To use the medium of a board game as a didactic tool to propagate awareness of traffic rules, road safety norms and the importance of following them through play and participation. The underlying idea is also in engaging younger children through play to promote an understanding, mindfulness and consciousness of the critical aspect of road safety in the urban scenario right from the early stages of growing up.



SECONDARY RESEARCH

To begin with, a survey and review of board games was done for the target user group of 6-8 years. While scouting for board games with interesting play elements and subject matters, we came across games like Sorry, Twister, Candy Land, Dixit, Spot It, Trouble, Pictureka, Clue, Blokus, Telestrations, Quirkle, Sequence, Game of Life, Robot Turtles Game along with some of the obvious popular ones such as Snakes and Ladders, Ludo, Uno and Memory.

Enlisting a few here that stood out remarkably in terms of their gameplay, mechanics and underlying themes. All of these games have been created for a minimum age of 6 years, going all the way up to 10 years.



DIXIT

2-6 players 30 minutes

Mechanism:

- The Simultaneous Action Selection mechanic lets players secretly choose their actions.
- After they are revealed, the actions resolve following the ruleset of the game.
- Storytelling is another mechanism wherein players are provided with conceptual, written, or pictorial stimuli which must be incorporated into a story of the players' creation.
- Voting allows players to influence the outcome of certain events within the game.



THE GAME OF LIFE

2-6 players 60 minutes

Mechanism:

- Roll / Spin and Move where players roll dice or spin spinners and move playing pieces in accordance with the roll.
- The use of Simulation as an attempt to model actual events or situations.



BLOKUS

2-4 players 20 minutes

Mechanism:

- Area Enclosure where players place or move pieces in order to surround as much area as possible with their pieces.
- The use of Tile Placement feature which involves placing a piece to score VPs, with the amount often based on adjacent pieces or pieces in the same group/ cluster, and keying off non-spatial properties like color, "feature completion", cluster size etc.

PRIMARY RESEARCH: GAMEPLAY SESSION

To probe into the table-top game world more deeply and engage with it first hand, a board gamers' session was organised at the Banana House Makerspace. Board gaming enthusiasts, specially those in design and creative arts, were summoned to come together, play and provide critical feedback and share their thoughts on the subject matter.

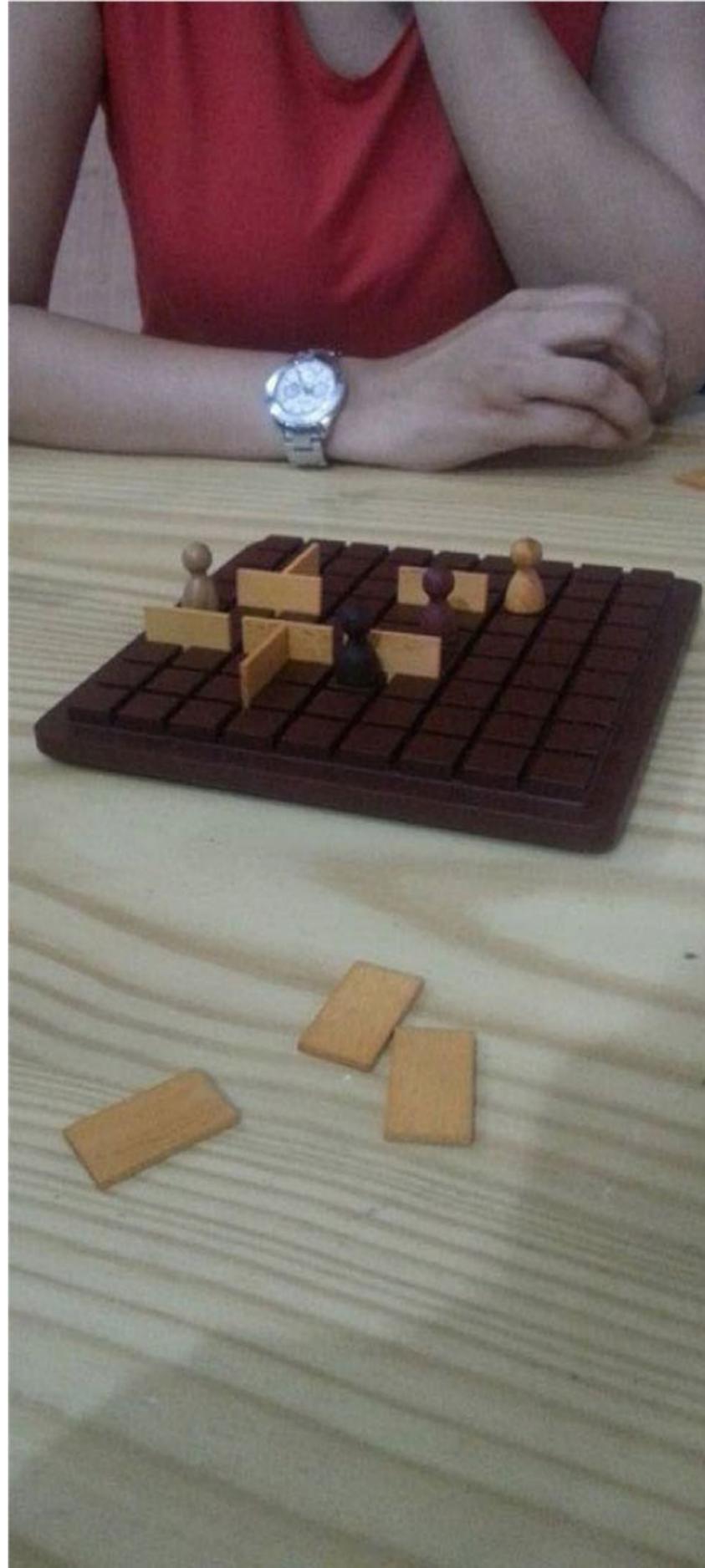
A bunch of 9-10 people collected, with profiles and backgrounds ranging from that of graphic designers, product designers, user experience designers, design strategists and a technologist.

People Involved:

Manasi Agarwal, Manav Khadkiwala, Parivardhan Dangi, Omkar Deonalli, Roli Agarwal, Suvani Suri, Ankit Dialani, Kritika Kushwaha, Himanshu Bablani

The games chosen to be played were Scotland Yard, Ticket to Ride and Quoridor.

While Scotland Yard falls in the category of a cooperative strategy game, Ticket to Ride is a railway-themed Eurostyle board game and Quoridor can be categorised as an abstract tactical game. Each of the games, with their variation in pace, complexity of rules, mechanics and movement, provided different levels of engagement, from intense solo strategizing and thinking to participatory and collaborative play.

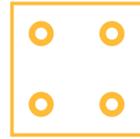


INSIGHTS

Post the session, a discussion on the subject matter that is to be tackled through the design of our board game was held. It yielded the following insights, also in light of the findings from the play session:

PRIMARY PARAMETERS

- Rules
- Timing
- Mechanics
- Visual Language



SIMPLE

Most felt that, unlike the games that were played, the game to be designed needs to be supremely simple in both play and rules for lesser cognitive load. The layers of rules shouldn't be more than a maximum of 2.



INFORMATIVE

The use of cards as a game element could provide for an interesting visual experience while using it to display simple bits of information and trivia that can be read and assimilated during play.



ENGAGING & SURPRISING

The core mechanic of the game, that which every player performs at the start of his turn, must be engaging and include an element of surprise, curiosity and ambiguity as a ploy to hold the attention of the child and make the players await their turn with much anticipation.



VARIETY OF OPTIONS

Instead of the child having to choose a mode of transport, all throughout the play, it may be preferable that he gets to switch between different modes at every turn. This could offer variety, while informing him of the difference in rules and norms with respect to different modes of transport on the road.



BOLD VISUAL LANGUAGE

The visual language of the game should be bold, powerful and rich while allowing for easy distinction between the various elements.



DIRECT & INVOLVED

Tactical elements should be lesser. Play should be more direct and involved.

SETTING THE PREMISE

The rules and norms of road safety that set the premise for the game:

General Road Rules

- Lane driving
- Keep left on a two-way road to allow traffic from the opposite direction to pass on your right and on a one-way road to allow vehicles behind you to overtake from your right
- Slow down at road junctions, intersections, road corners and pedestrian crossings and wait until you are sure of a clear passage ahead
- Always give way to pedestrians
- When turning left, keep to the left of the road you are leaving as well as the one you are entering
- When turning right, move to the centre of the road you are leaving and arrive near the left side of the road you are entering
- Use of left and right direction indicators before turning or changing lanes, to warn the vehicle coming behind
- Traffic light norms/ dice
- Don't use mobile phone while driving
- Do not drive on a one-way road
- Do not cross the yellow line dividing the road, even when overtaking
- Do not cross the stop line painted on the road when you stop at a road junction/ intersection/ pedestrian crossing
- License basics
- Vehicle must have a visible, legible registration plate.
- Use of horn only when necessary and not in a silence zone. (Hospitals etc)
- Maintain an adequate distance from the vehicle ahead of you to avoid collision if the vehicle suddenly stops or slows down.
- Signal before U-Turn

Vehicle Specific Rules



PEDESTRIANS

- Use Zebra crossing while crossing the road
- Use over-bridge or subway while crossing the road
- Don't jump over railing on the road
- Don't get in and out of a moving bus
- Speed limit



TWO-WHEELERS

- Use helmet while driving a two-wheeler
- Carry only one pillion rider
- Don't indulge in zig-zag driving
- Speed limit



THREE-WHEELER

- Speed limit



FOUR-WHEELER

- Use seat belt while driving
- Speed limit
- Road taxes

DEFINING THE BOARD GAME

We now had to set the rules and parameters that would define the assets of the game as well as their roles.

ELEMENTS

- Board
- 4 Pawns (red, blue, yellow, green)
- Player Point Cards (Denominations of 5s, 10s, 20s, 50s)
- Dice
- Cards (Road Routines and Sticky Situations)
- Surprise Check Wheel and Surprise Placards

Overall, the board comprises of 5 kinds of tiles →

1. Empty Tile

This is not associated with any consequence and is simply a moment of rest on the board. The only purpose this serves is for you to move forward on the board.

2. Surprise Check Tile

This tile is marked with the purple check booths with barricades in front. There are a total of 10 surprise checks on the board. If you land on any of them, there is a surprise check for which the player is required to spin the wheel. The wheel spinning generates a random number between 1-10 and is linked to a checking situation where you have been caught violating a basic rule or abiding by it.

This mechanic serves to catch the players by surprise, and can create anticipation in the game, while at the same time reinforcing traffic rules.

3. Road Routine Tile

This tile is marked with a traffic cop icon. If you land on one, you will be subjected to a routine interrogation by the traffic cop. The cards are in a mini booklet form and have a scenario question and multiple choice answers. The player declares his/her answer, after which he lifts the front of the card.

These tiles serve the purpose of quizzing the kids on their existing knowledge of rules and safety norms as well as helping them recall the ones that are being introduced in the game. It encourages them to make decisions and know their consequences, thus giving them agency.

4. Sticky Situations Tile

This tile is marked with circular icons of certain situations that one encounters on the road or is faced with when driving a vehicle or being a passenger in one. These tiles appear in proximity to Road Signs on the board and are associated with them.

These tiles serve the purpose of equipping the kids with the awareness of specific situations they can chance upon when driving or the 'must-dos' and the 'keep-in-mind' pointers when on the road, by way of creating mini stories associated with the situation.

4. Traffic Signal Tile

This tile is marked with the zebra crossing and the traffic signal, with either the red, green or orange highlighted. Next to the signal itself is the instruction, asking the player to either wait, move or stop in terms of the game turns. If you land on any of them, the player is required to follow the instruction on the board.

This mechanic serves to inform the players of the most essential traffic light meanings and rules. Also, there is a sense of immediacy for the instructions are enlisted on the board itself and thus registers immediately.

USER JOURNEY

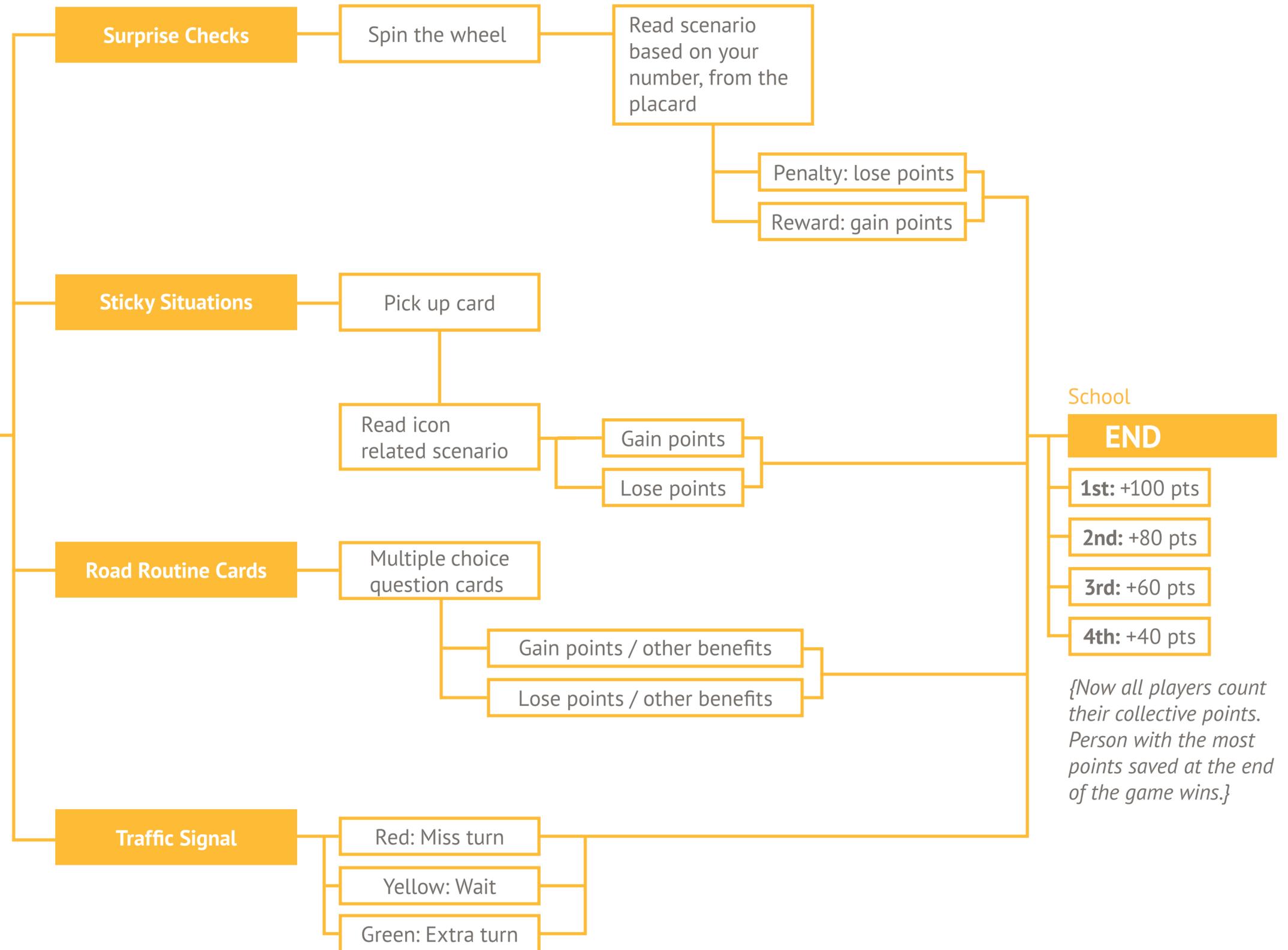
The following is the final user journey for the game taking into account all possible outcomes with the four unique interactions designed for the game.

Home

START

{Every player starts with 200 points (in denominations of four 10s, two 20s and two 50s).}

1. Roll the dice.
2. Move your pawn to the tile according to the number you get from 1-6.
3. You can land on a tile which is associated with certain actions and consequences, depending on the kind of tile.



School

END

- 1st: +100 pts
- 2nd: +80 pts
- 3rd: +60 pts
- 4th: +40 pts

{Now all players count their collective points. Person with the most points saved at the end of the game wins.}

PRELIMINARY SKETCHES

Image 1: Isometric Board Design

Although creative, the isometric design forms throw up certain challenges such as it would restrict the viewpoints of the 4 players. All of them wouldn't be able to view the visuals with the same level of clarity, the directional forms obstructing their vision and comprehension.

The starting point becomes problematic. The isometric arrangement wouldn't allow for ease of viewing and play in any of the two arrangements, largely because the spatial configurations would all be at a 45 degree angle and hence point in a certain direction.

2. Open Tile Placement Based Design

The tile based layout, although providing the opportunity for a variety of interactions, was far too complex for children to strategically figure out in a short span.

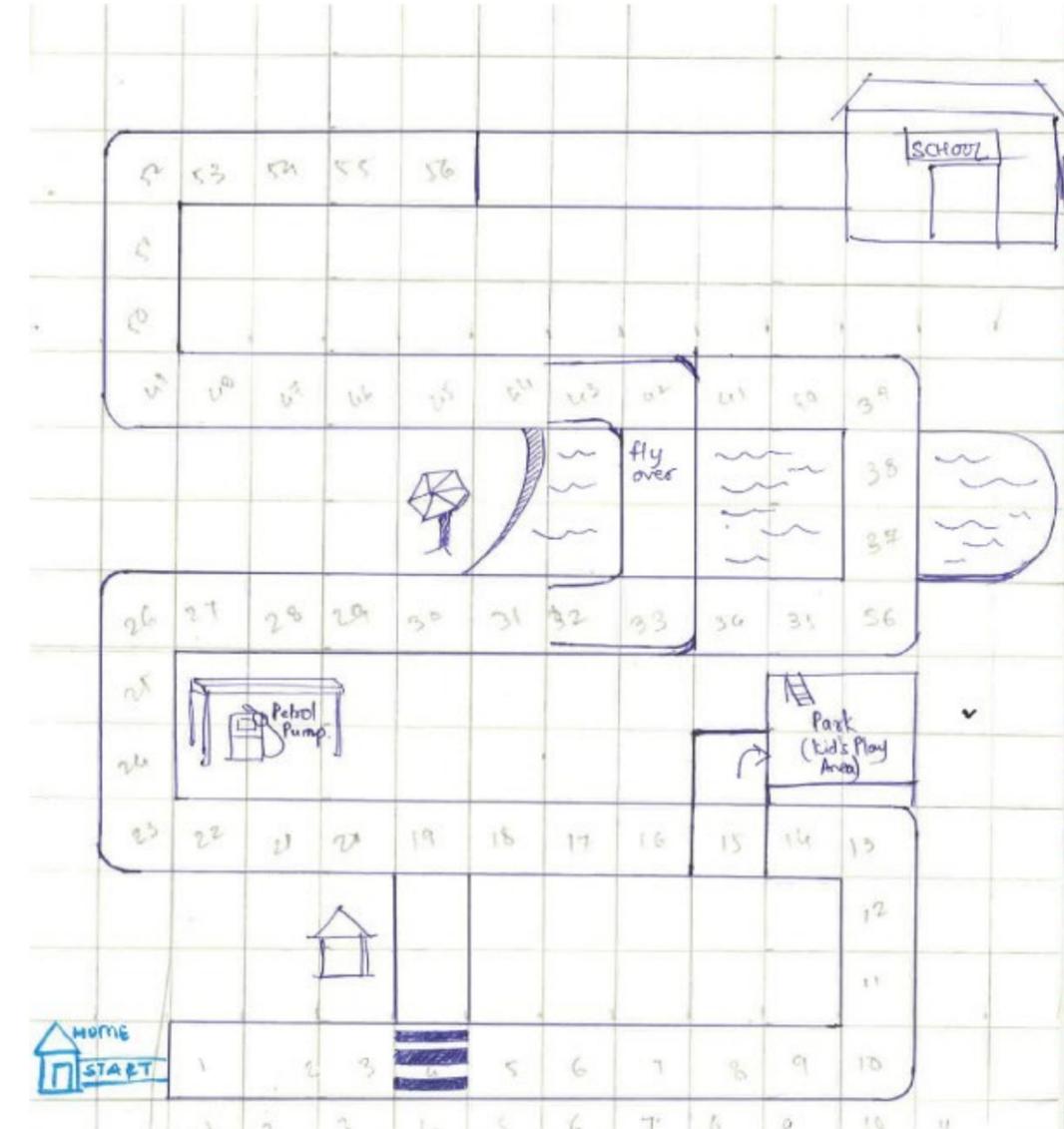
3. Classic Tile Based Design

After trying out a number of permutations and combinations, we arrived at the conclusion that a plan view would be a better idea for it would afford the game to be viewed similarly from all vantage points.

1.

2.

3.



MOODBOARD

The images are a reference to the design treatment that we finally arrived at, that would be conducive to the mechanics and the movement in the game as well as provide visual interest.

The idea was to go with a bright and colourful theme to grab the attention of the children and engage them with the visuals, encouraging them to absorb new information without getting bored or losing attention.



TYPOGRAPHY + COLOUR PALETTE

MOON BOLD

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z

ROBOTO BOLD ROBOTO MEDIUM

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z

a b c d e f g h i j
k l m n o p q r s t
u v w x y z

0 1 2 3 4 5 6 7 8 9

Background

C: 49 R: 123
M: 0 G: 206
Y: 18 B: 212
K: 0

C: 25 R: 198
M: 0 G: 221
Y: 65 B: 127
K: 0

C: 64 R: 105
M: 22 G: 151
Y: 96 B: 167
K: 5

C: 74 R: 73
M: 64 G: 79
Y: 44 B: 96
K: 27

Primary

C: 6 R: 237
M: 35 G: 172
Y: 82 B: 73
K: 0

C: 19 R: 192
M: 91 G: 59
Y: 62 B: 81
K: 5

C: 0 R: 240
M: 81 G: 88
Y: 43 B: 110
K: 0

C: 46 R: 149
M: 70 G: 99
Y: 16 B: 149
K: 1

Secondary

C: 6 R: 243
M: 3 G: 231
Y: 61 B: 130
K: 0

C: 84 R: 32
M: 43 G: 124
Y: 16 B: 170
K: 1

C: 62 R: 110
M: 50 G: 125
Y: 4 B: 182
K: 0

C: 77 R: 37
M: 6 G: 172
Y: 67 B: 126
K: 0

FINAL BOARD GAME DESIGN

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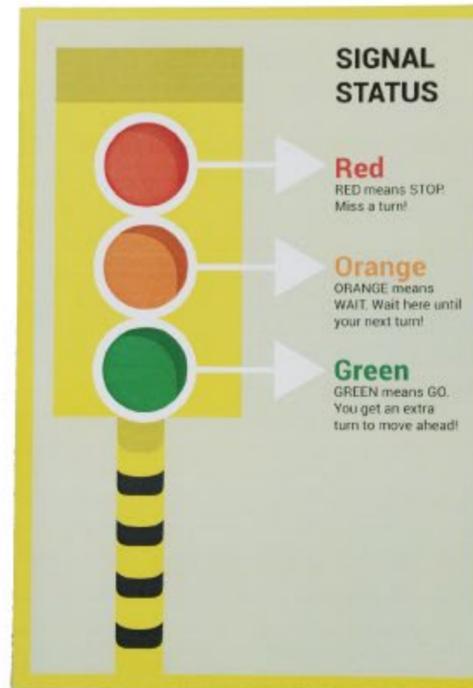
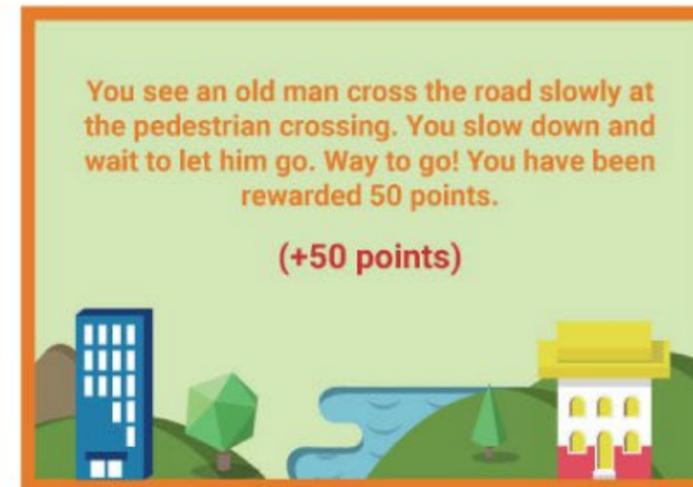
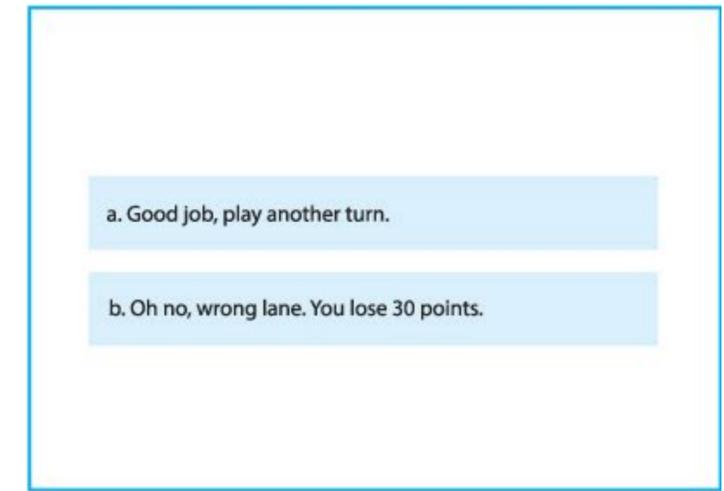
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ASSETS DESIGN

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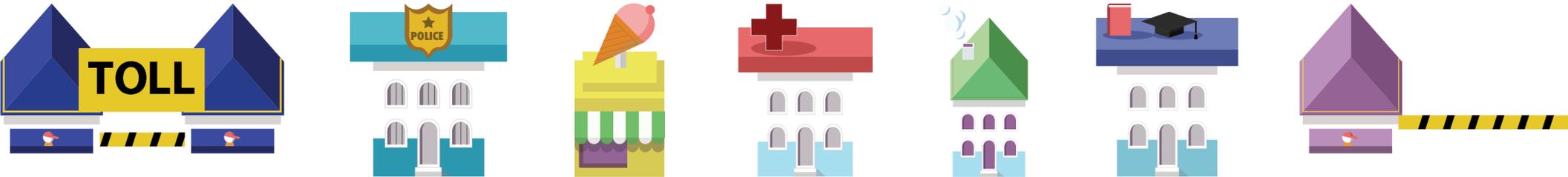
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ICON DESIGN

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FINAL DESIGN

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