

Key Problem: Lack of Awareness of Local Culture (Cultural Dilution)

- Miscommunication and Misunderstandings of cultures - Cause Confusion and Frustration
- Ethnocentrism and Stereotyping - Believe one's culture is superior than the others

User Stories(Target Audience)

- General audience + xenophiles

Solution: Mobile/Web Board Game with Quizzes

Page 1: Login Page

- **User can create account. This account is used to store points and to keep track of performance and progress**

Page 2: Home Page

- **Options: Start Game, Learn, Leaderboard, Logout**

Page 3: Learn Page

- **For user to learn more about each culture with detailed descriptions**

Page 4: Leaderboard

- **List of top players with highest wins or points**

Page 5: Board Game/Quizzes

- selling traditional/culture stuff
- **Lower Bandwidth + Gamification**
- have access to app even with weak internet especially for rural areas
- repopularise traditional games (remade into digital style) - terminal-based game
- downloading/reading texts instead of video (lower bandwidth) - similar to [khanacademy](https://www.khanacademy.com/)
- Gamification of cultural quizzes, like duolingo but for culture (Flashcards)
- Incentives for accomplishing certain milestones (daily streak) + leaderboards
- Compressing videos of recorded educational videos/demonstrations of culture

- Add piece of information related to the answers (when they answer right/wrong)
- Review of the quiz answers after they're done

Solutions

- Traditional terminal-based game
- Online Academy with downloading/reading texts instead of video
- Quizzes/Flashcards with culture focused
- E-Commerce platform for selling traditional/culture stuff
- Incentives for accomplishing certain milestones + leaderboards

Ideas

- annual festivals
- collaboration with NGOs

PRESENTATION COMMENTS

- Focus on main idea (core) of the application purpose
- Keep it simple first, make sure it works, and then only add more features
- Take into account whether people will be motivated to use the application
- Make sure that the application actually solves the problem you are trying to solve (make sure that people actually do learn about culture from the app)
- Display motivating sentences after getting it right or after each round of sets (e.g. "you have learned 40% of this culture")
- implement rewards system : gives vouchers to users for scoring certain percentage