

Empowering Youth Through Cost-Effective Innovation: - A Journey with Taboobreaker and Love Land -



Karin Stierlin
Founder and Creator
m CH: +41 79 430 74 42
m SA: +27 64 960 61 35

karin@taboobreaker.org

www.taboobreaker.org

www.loveland.game



Medicus Mundi
Switzerland
Health for all

- SRHR Conference 24. April 2024 -

From Innovation to Scale: Advancing the Sexual and Reproductive Health and Rights of Young People

The Taboobreaker Approach

Taboobreaker offers comprehensive mobile apps and innovative programs that empower children and youth to navigate their journey from childhood to adulthood with confidence and knowledge.



Empowering children's
mental health and well-being
(5-9 years old)



Empowering young people's
mental and sexual health
(10-18 years old)



The development of Love Land based on the LEAN Startup concept



Love Land - the Board Game



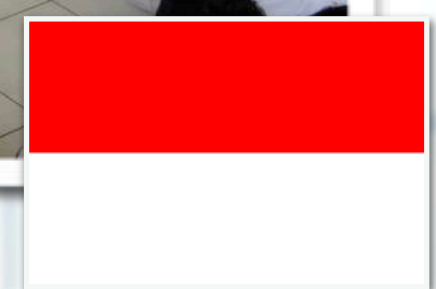
Switzerland



Poland

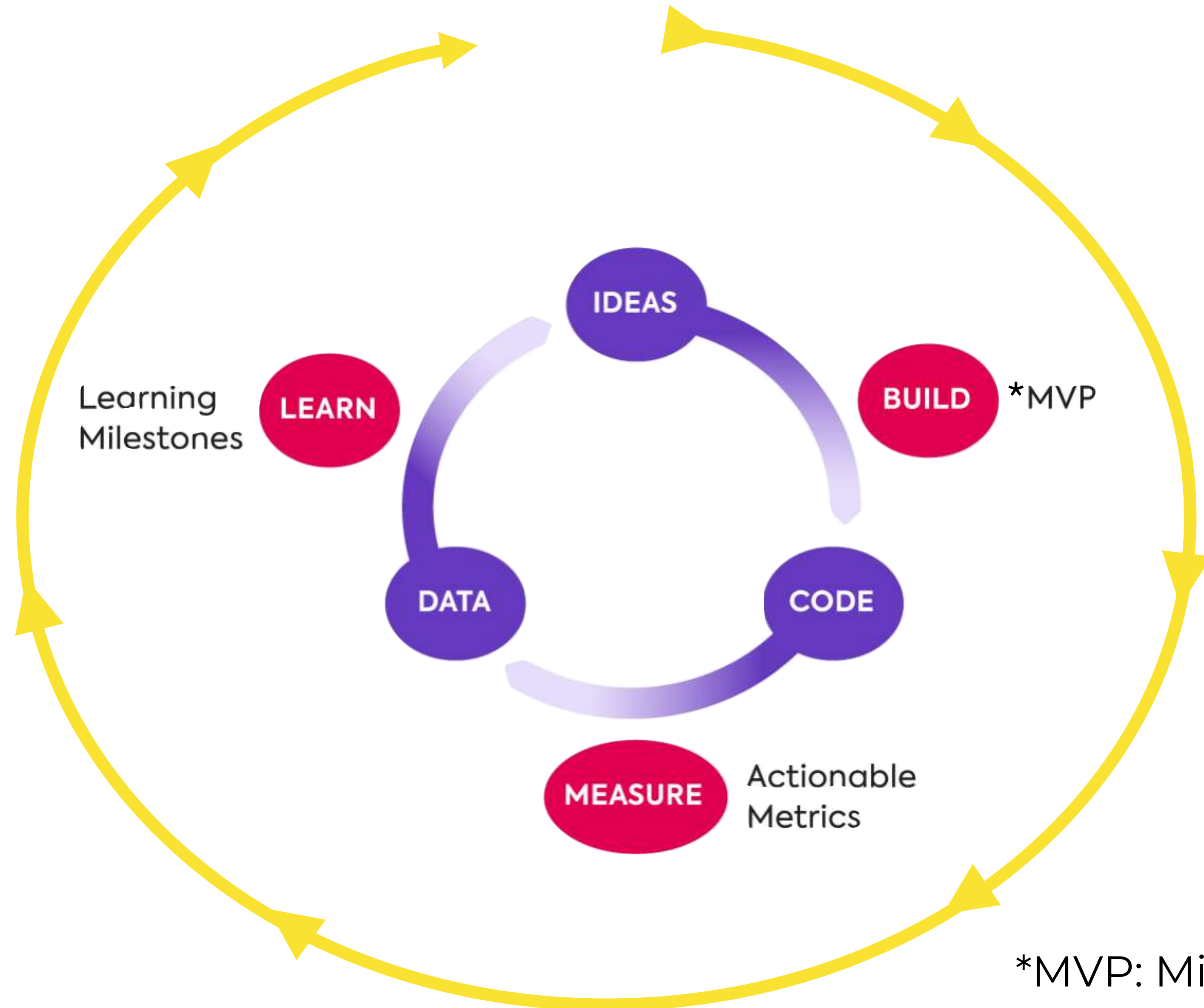


Indonesia



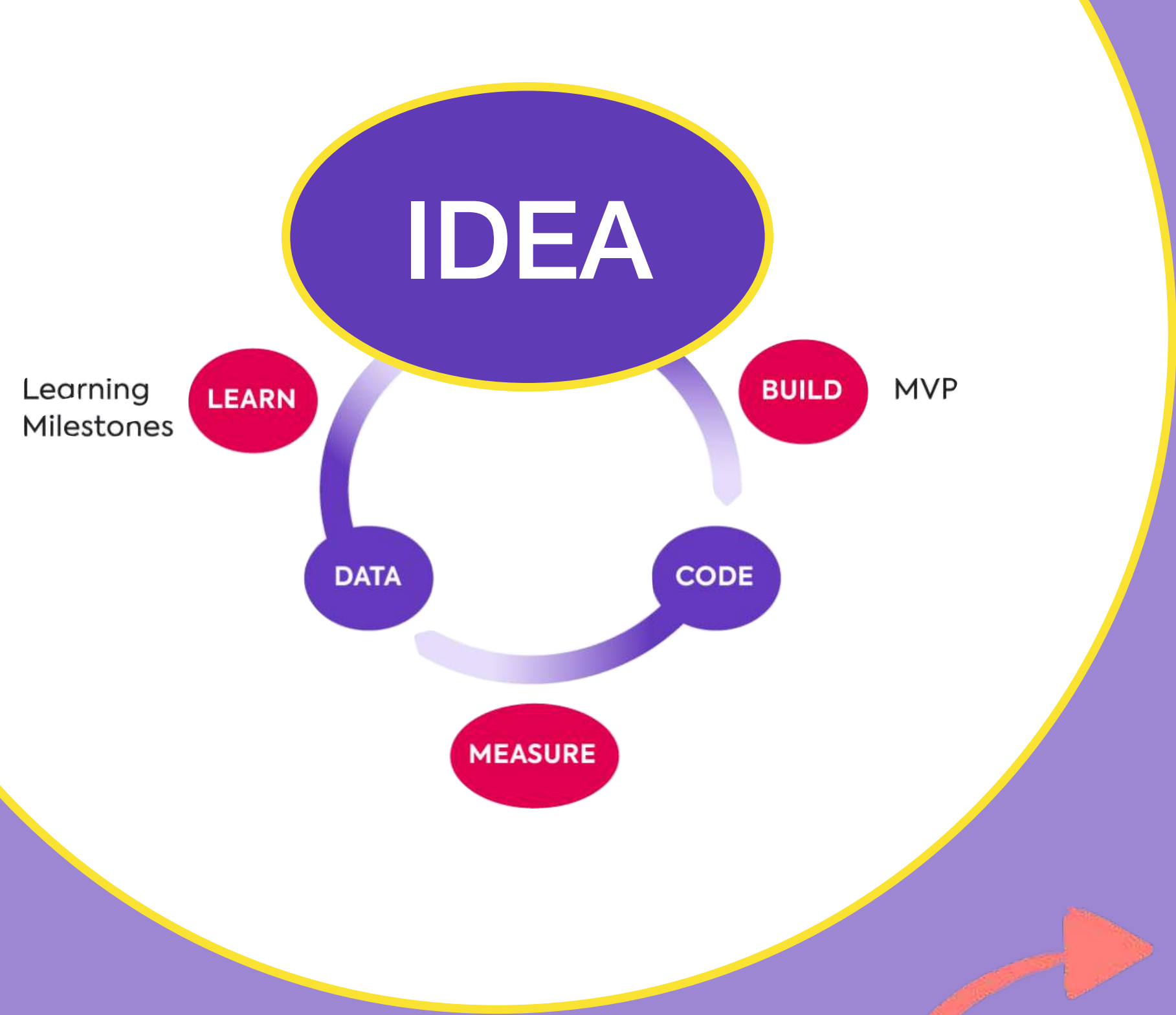
South Africa

Feedback loop of the LEAN Startup concept





Idea based on experience



to mobile app



Global



SDG's



Evidence

From board game



Shape the key assumptions about the product

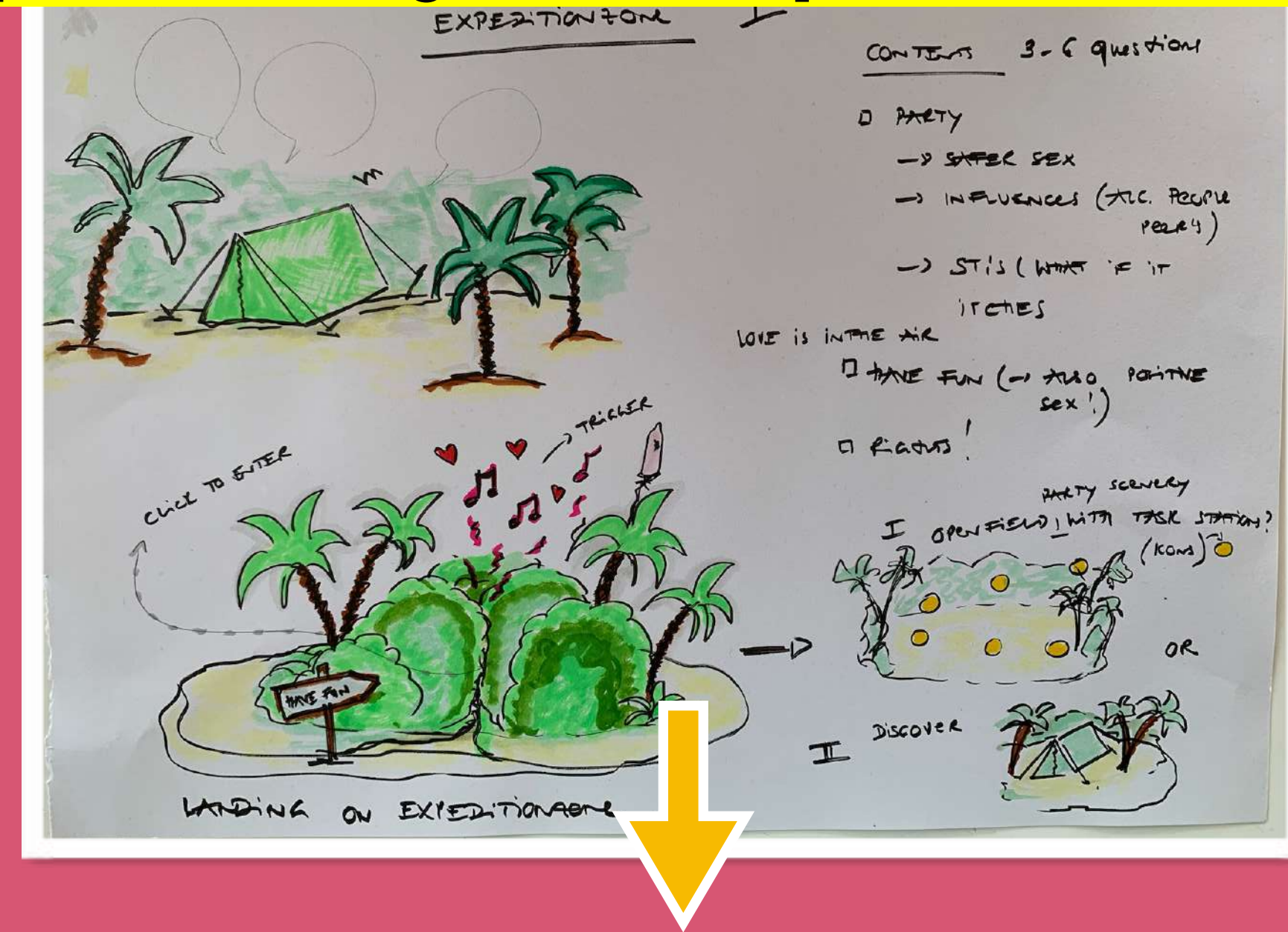
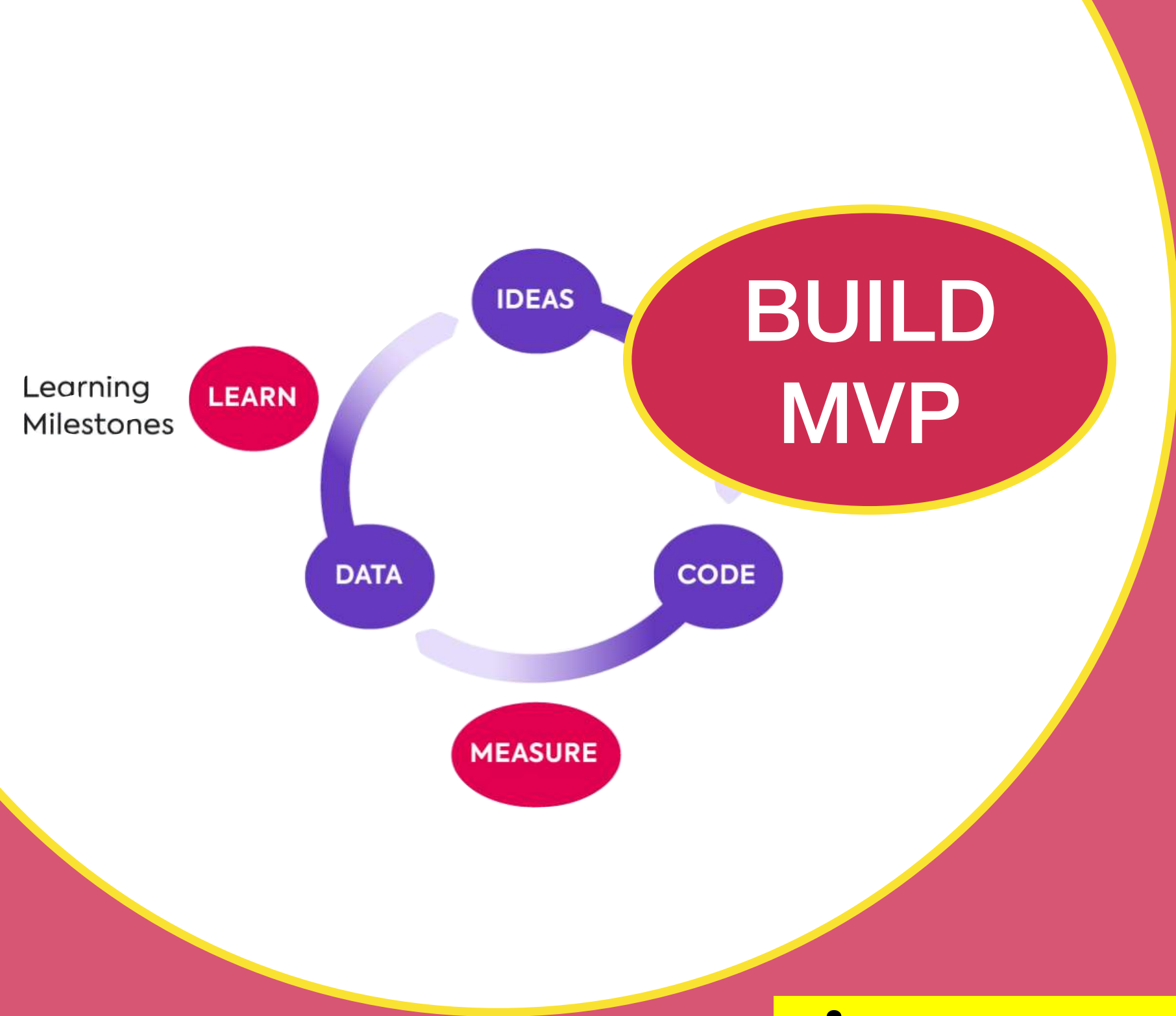
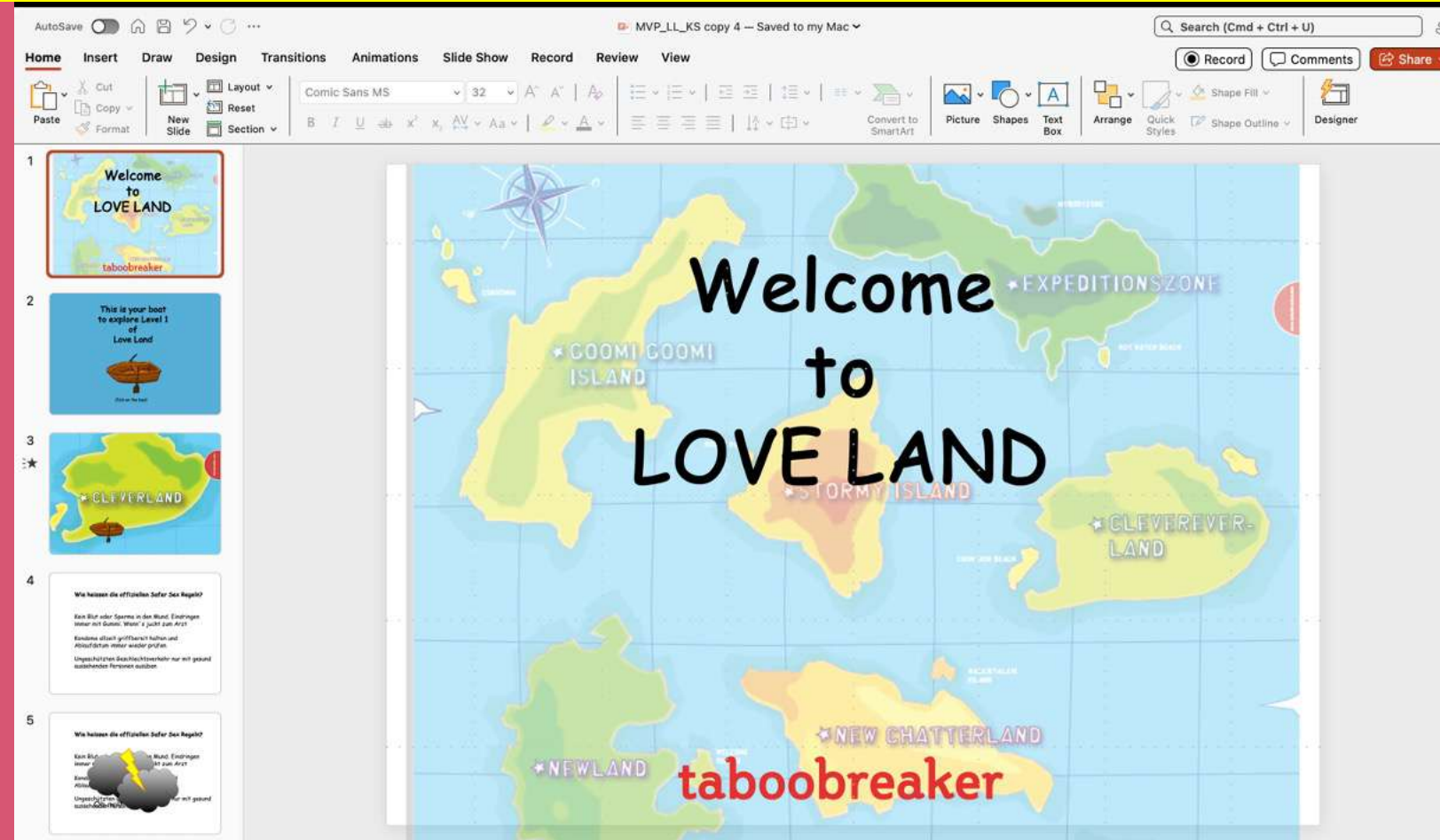
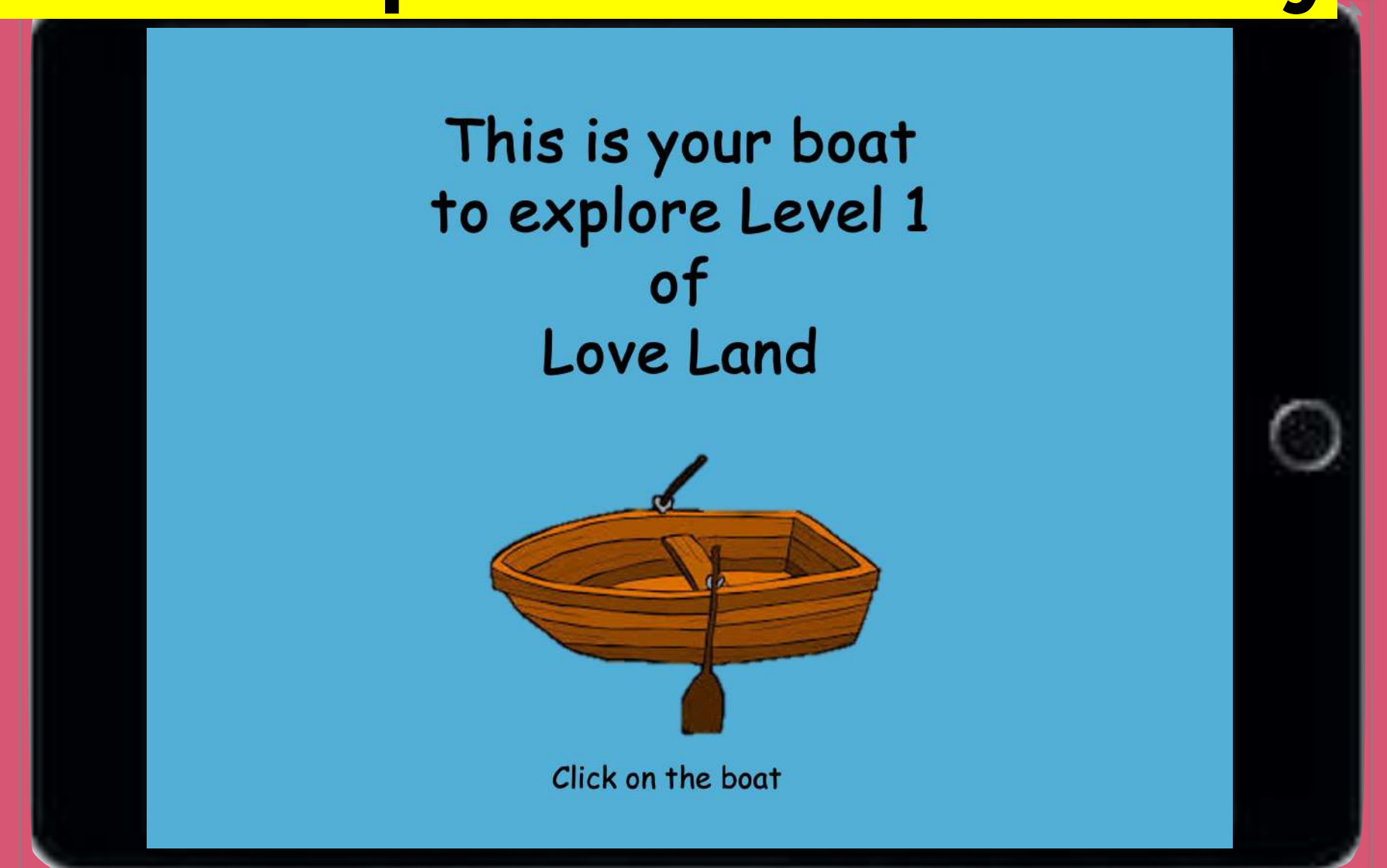


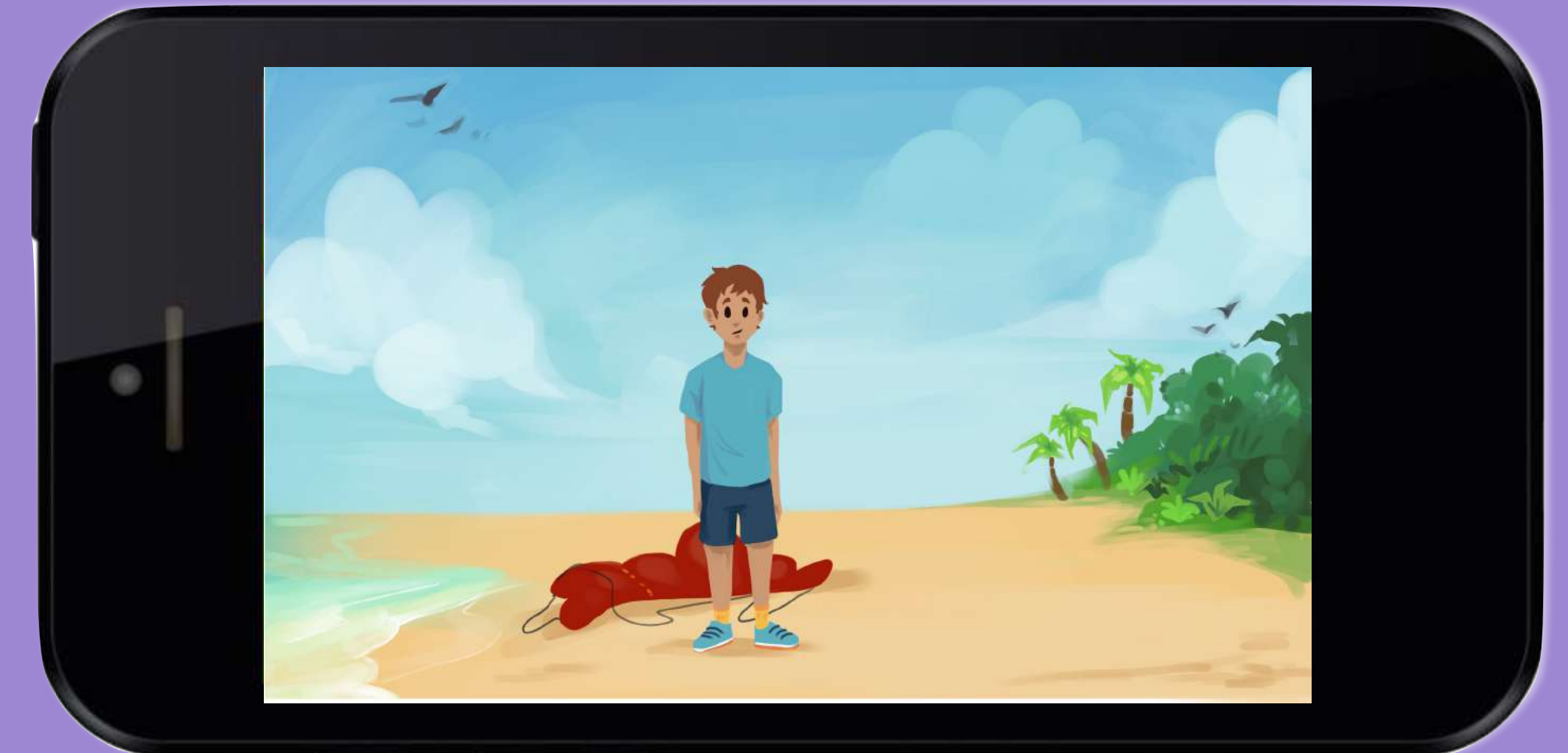
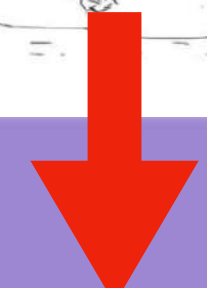
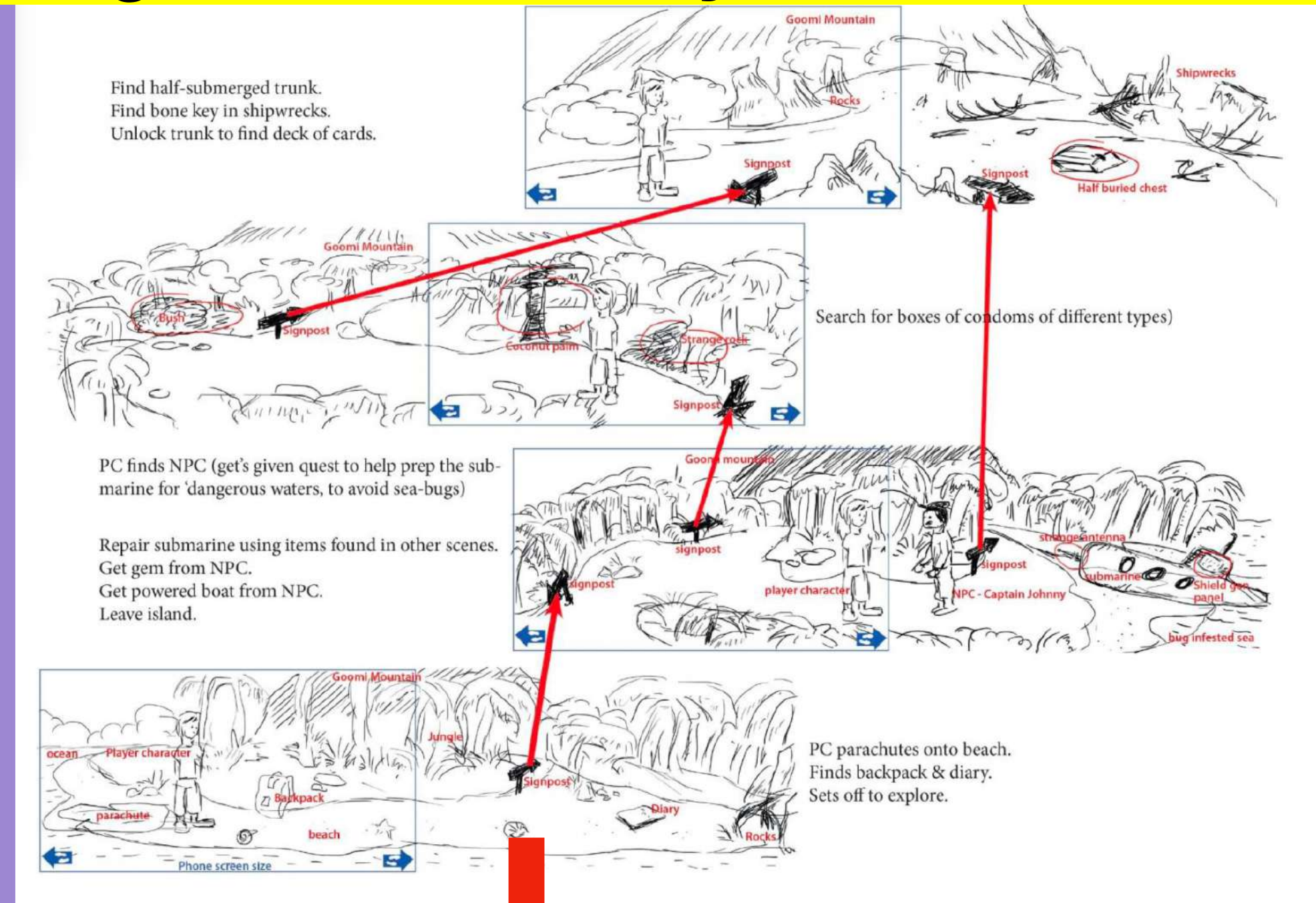
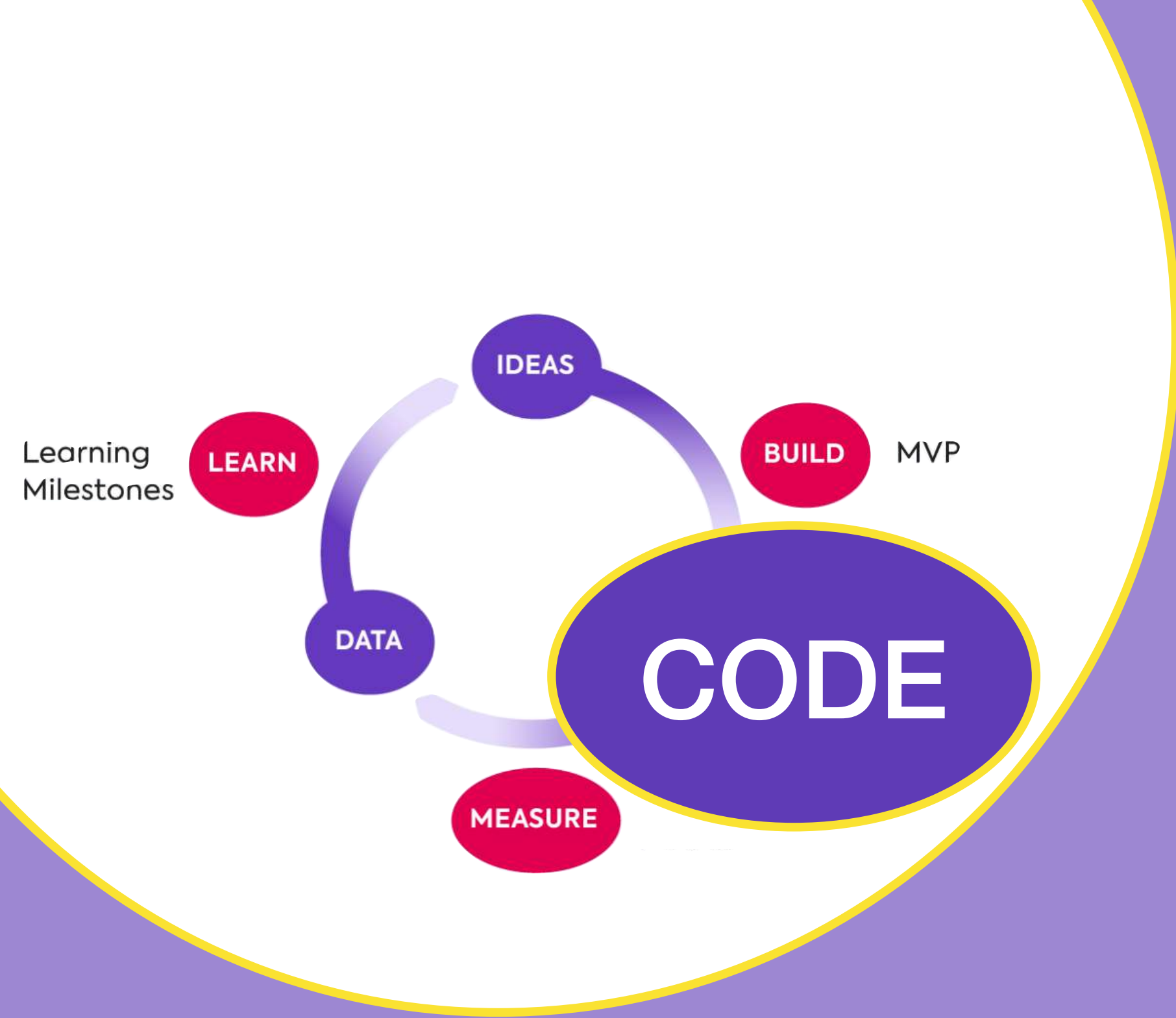
Figure out how to test them the cheapest and fastest way



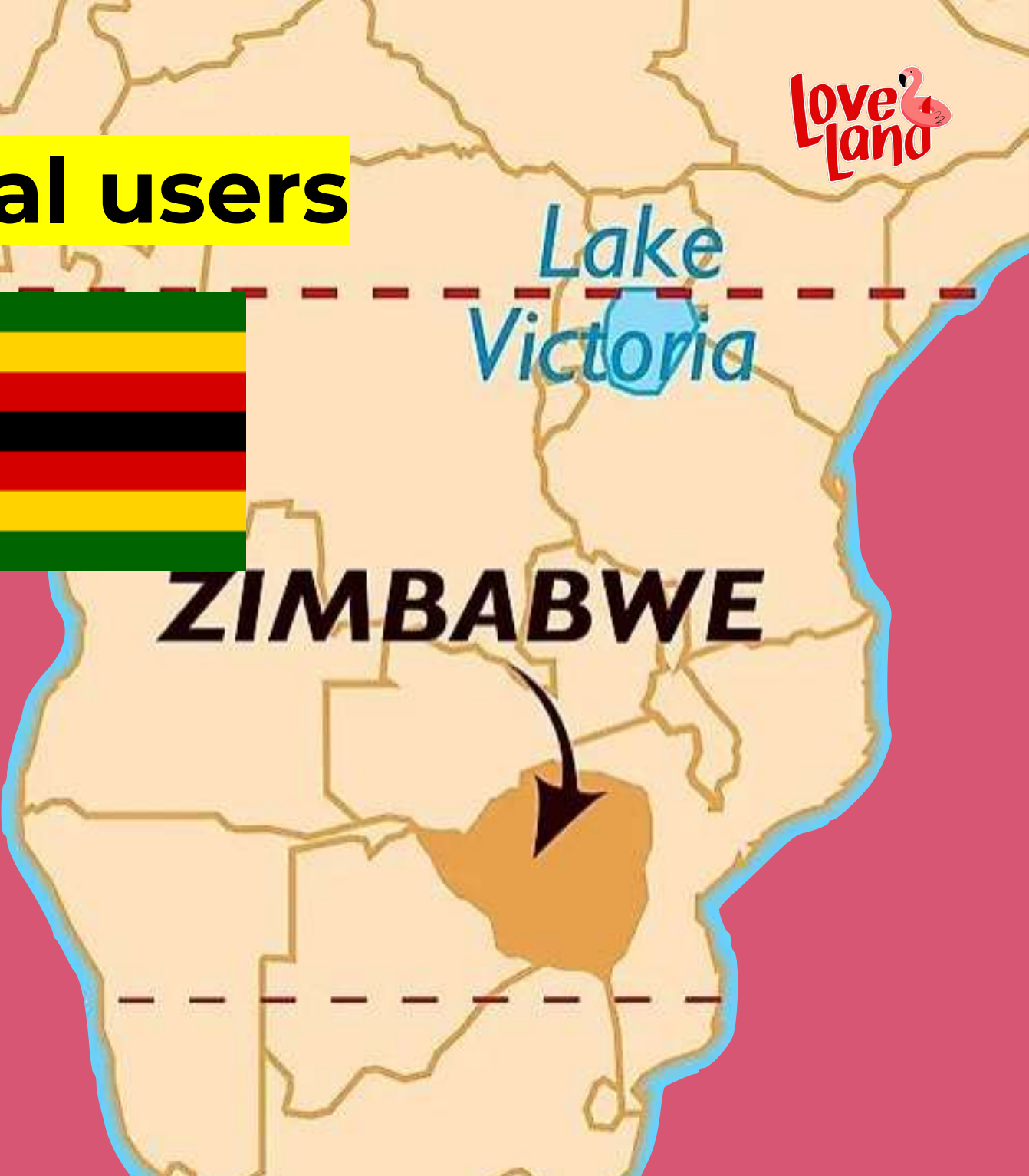
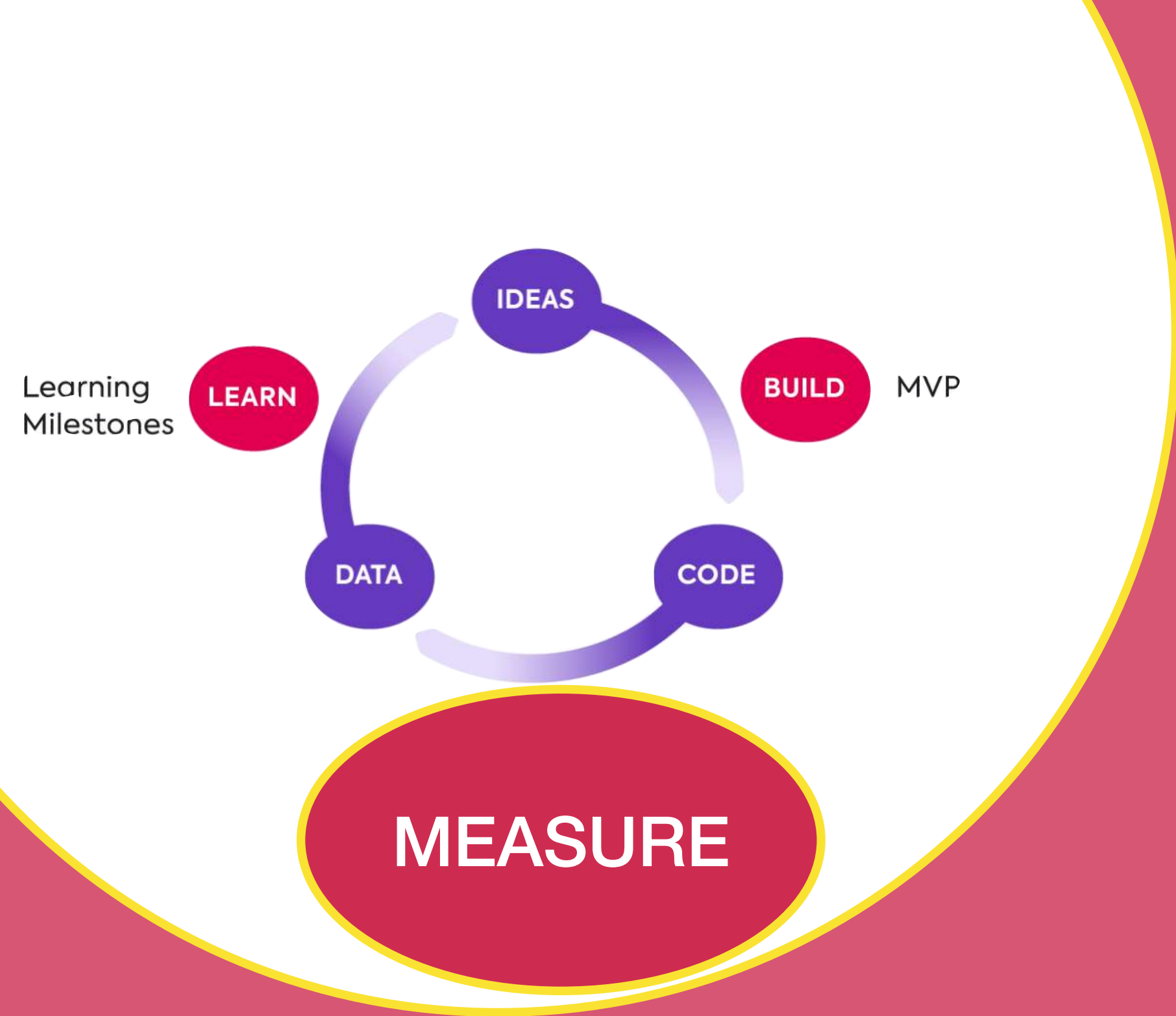
Playable MVP built on Powerpoint



Coding one Island only for initial testing



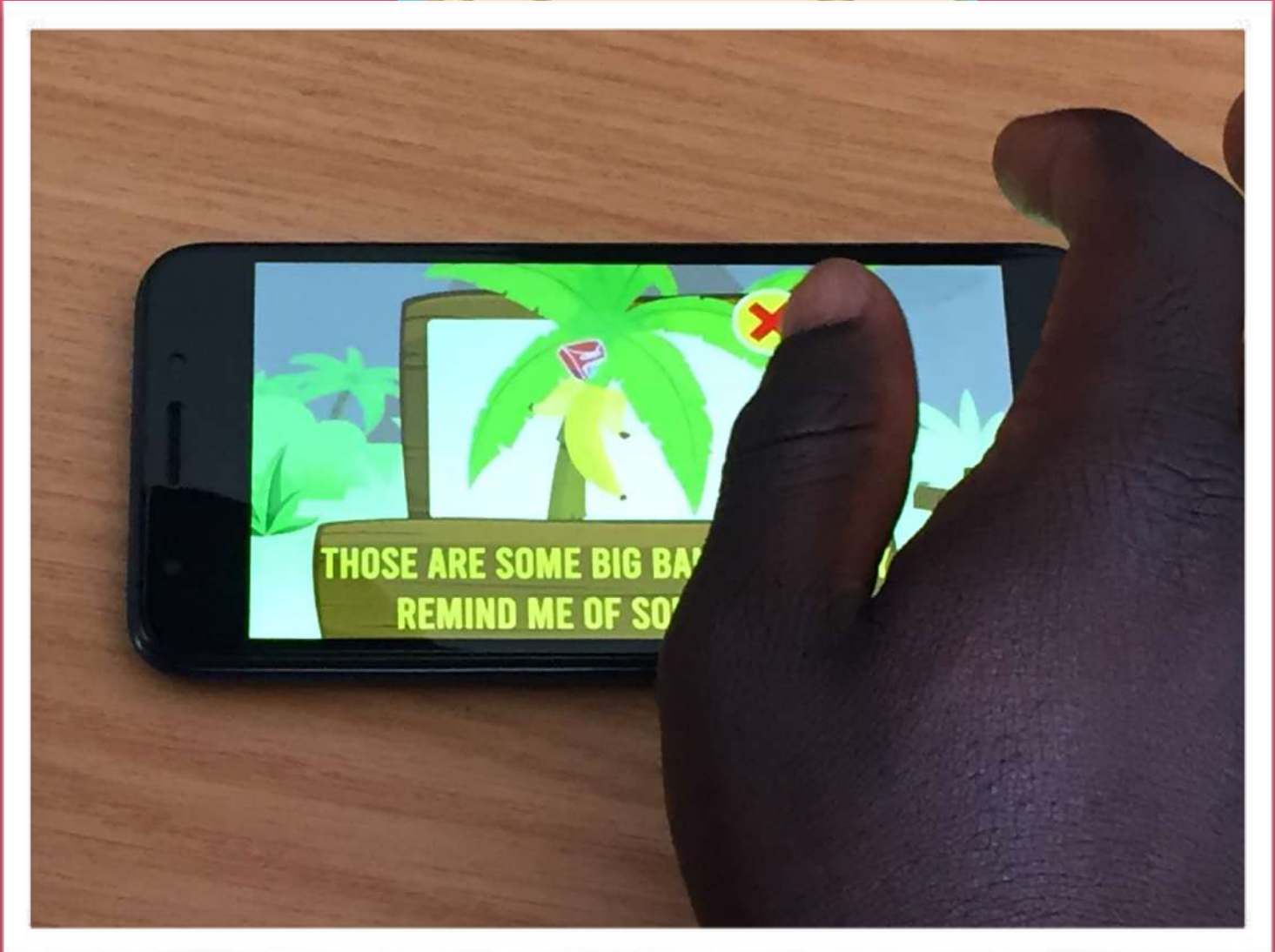
Initial measuring with potential users



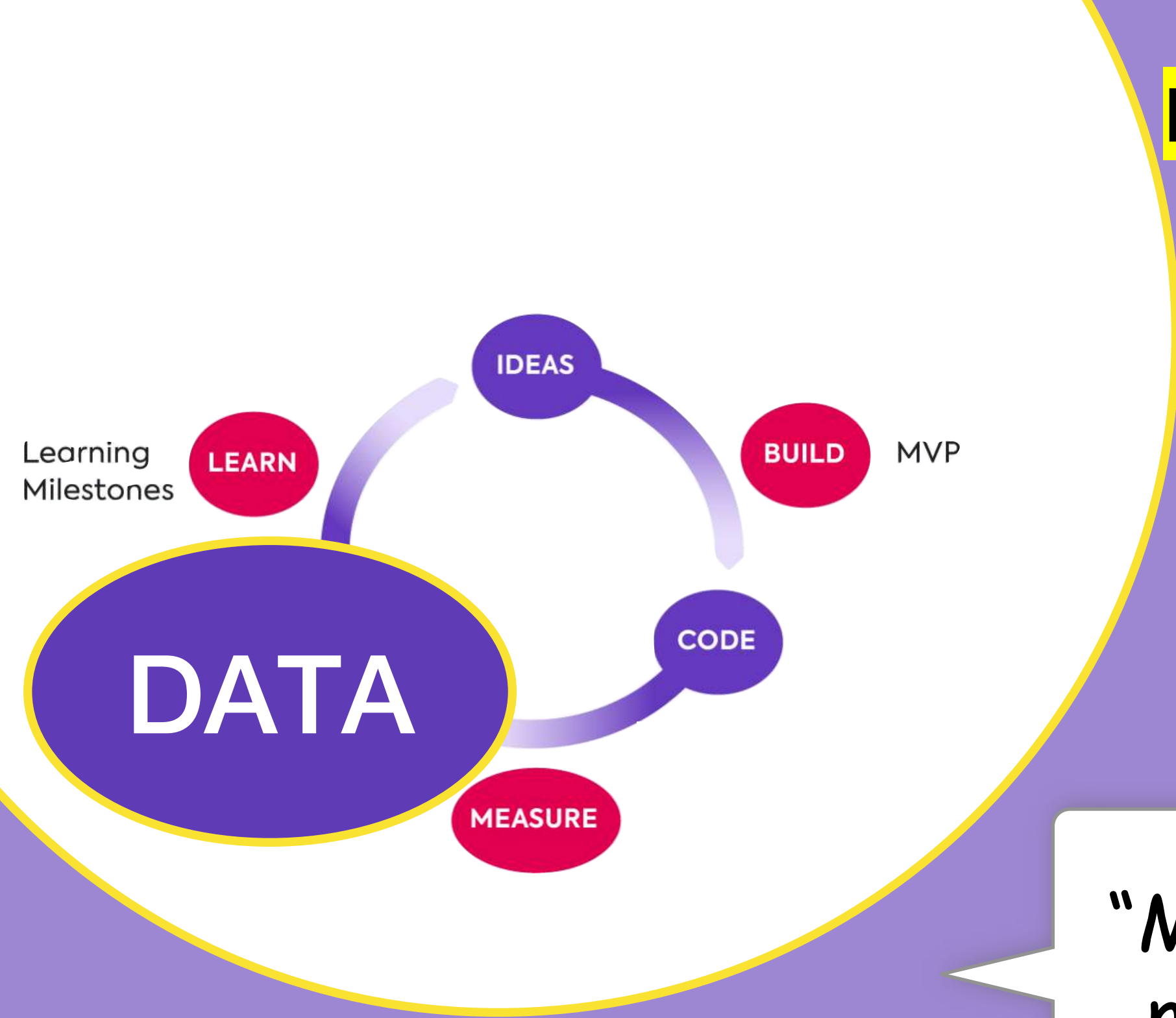
Initiator



Game design leader



Receive data / direct feedback from test players



"Environment must look more adventurous!>>"

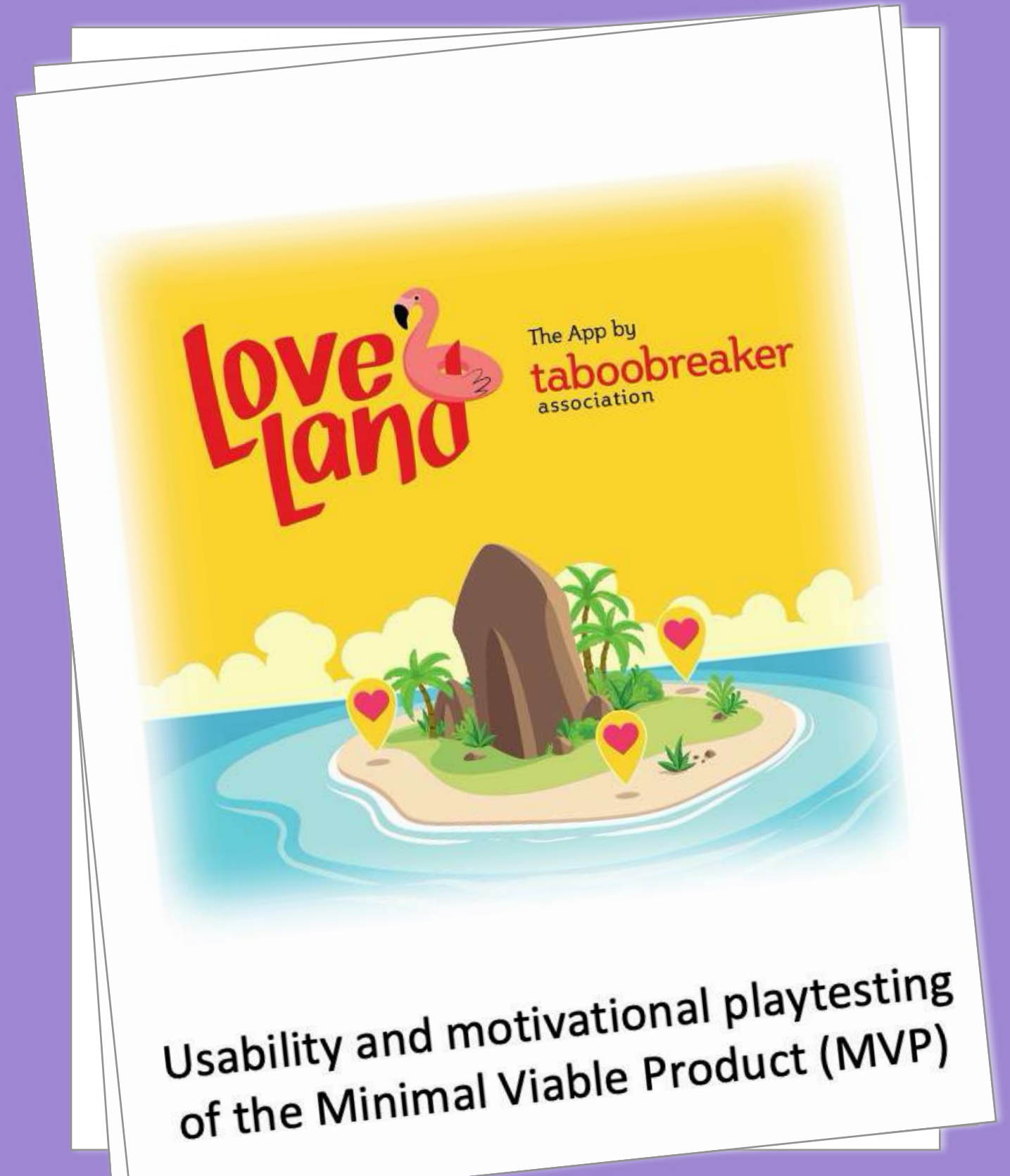
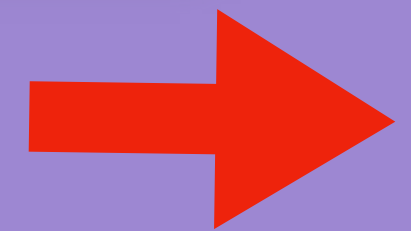
"Learning is too much!"

"More fun needed!"

"Killable enemy is missing!"

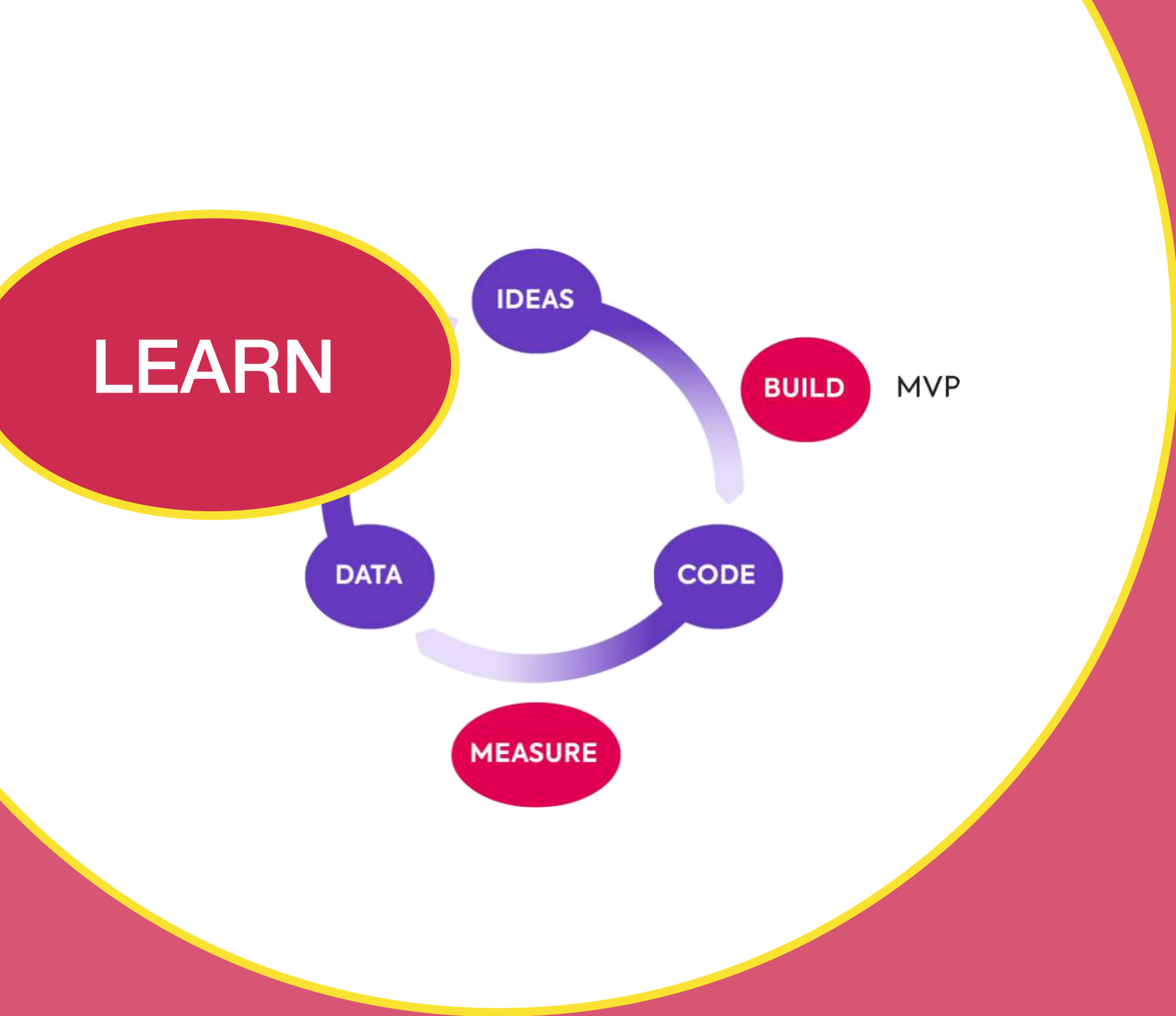
"Character looks very young!"

"More jumping, fighting and risk!"



Convert into Game Design Document

Main learning milestones of round 1



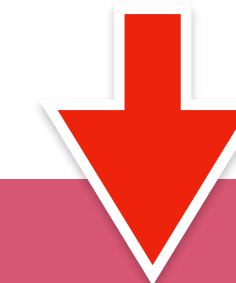
Recommended Changes:

Based on these discussions, the following changes are recommended:

(this is not an eye test ;-)




- More platformer mechanics
- Adding verticality and more kinetic gameplay will move the game closer to a platformer than a point-and-click adventure.
- Possibility of using the Unity 2D platformer system as a basis can be considered. This would also make level design a lot easier and allow for multiple levels to be built simultaneously and easily and quickly iterated on.
- Add a health bar called a 'confidence bar' to allow for damage to be taken.
- Add pickups to recharge the confidence bar.
- If empty, the player gets 'depressed' and returns to the start area of the current island to 'recover' (level reset).
- Add a power bar called an 'experience bar' which can be used to perform defensive or offensive actions. The experience bar automatically refills over time to a predetermined level (which increases with every gem collected).
- The player should be able to do 'knowledge' attacks or 'blocks' against the foglets to disperse them, and to disperse any 'myth' barriers in the way. The attacks could take the form of a beam of light (possibly tie the diary into this mechanic making it a 'tome of power' which may highlight its importance and encourage players to look at it).
- Defences could create a light shield which deflects fogg bombs.

The above mechanics need to tie into the story and themes.

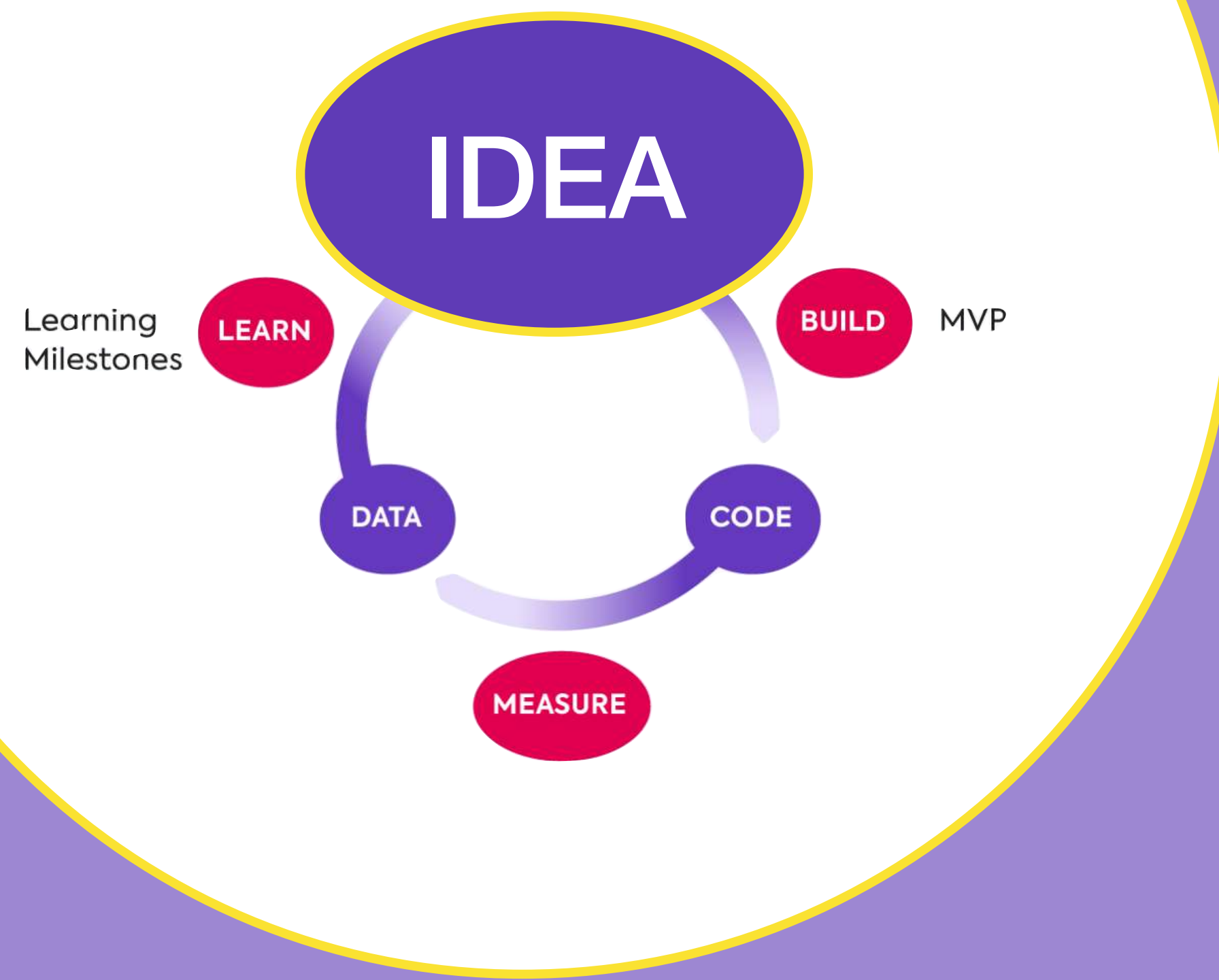


KEEP LISTENING TO YOUNG PEOPLE AND INVOLVE THEM INTO FURTHER DEVELOPMENT OF THE APP - THEY ARE YOUR END COSTUMERS!

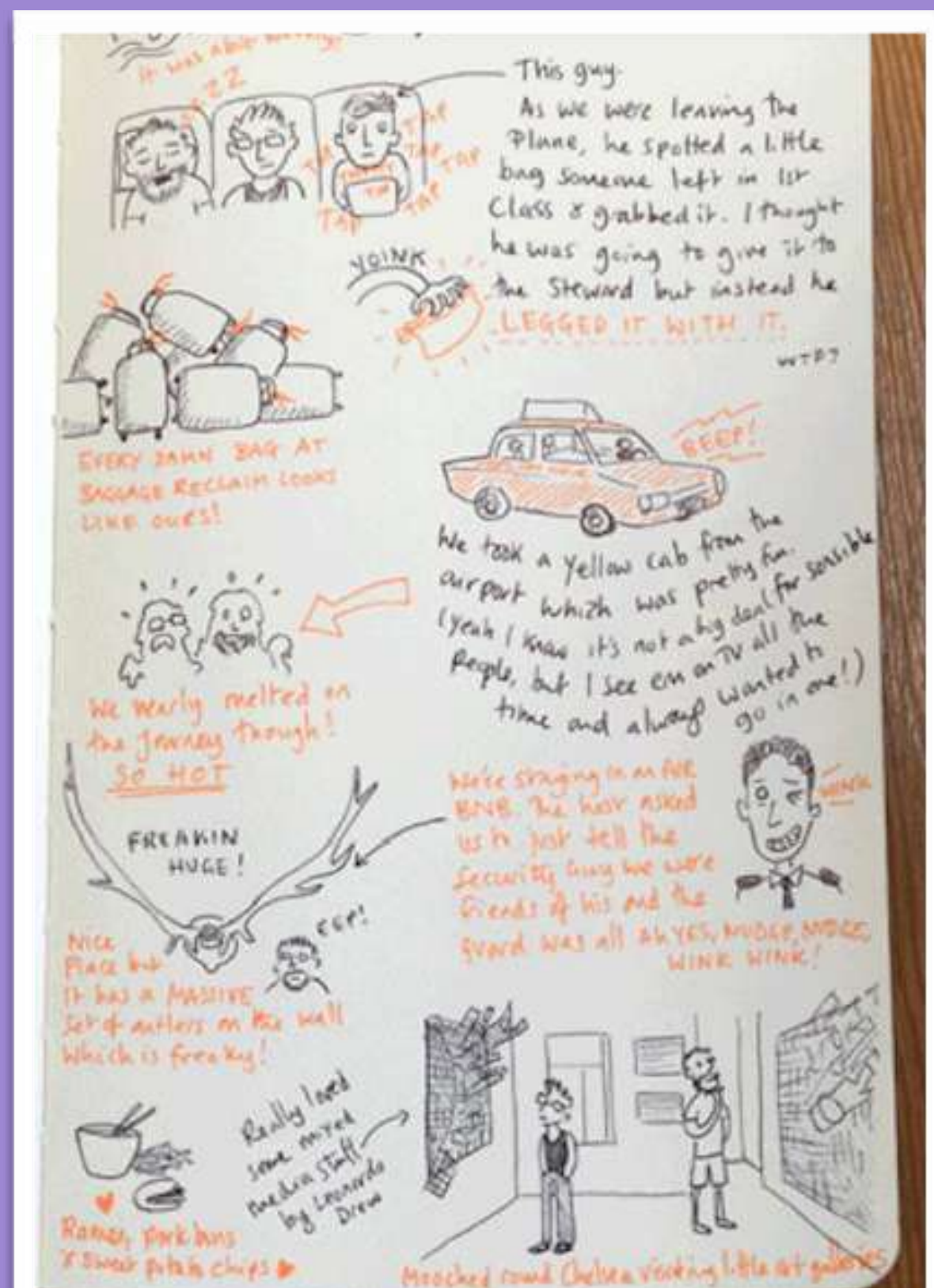
PEOPLE, COSTS AND TIME ROUND 1

ROUND	NUMBER OF ISLANDS	DEVELOPMENT TEAM	TEST PERSON	COSTS
1				2 x 100 % Salaries 2 x Travel costs (SA - ZIM)
3 MONTHS				

Inclusion of ideas based on learning round 1



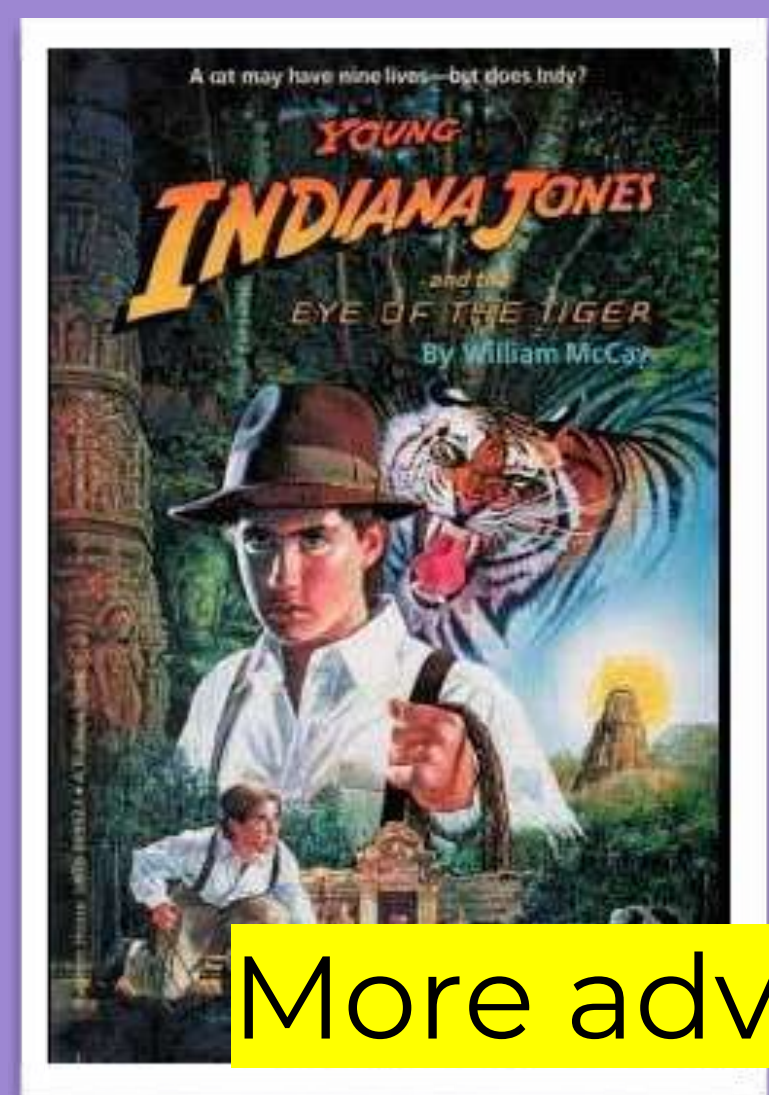
Enemy



Logbook for knowledge storage

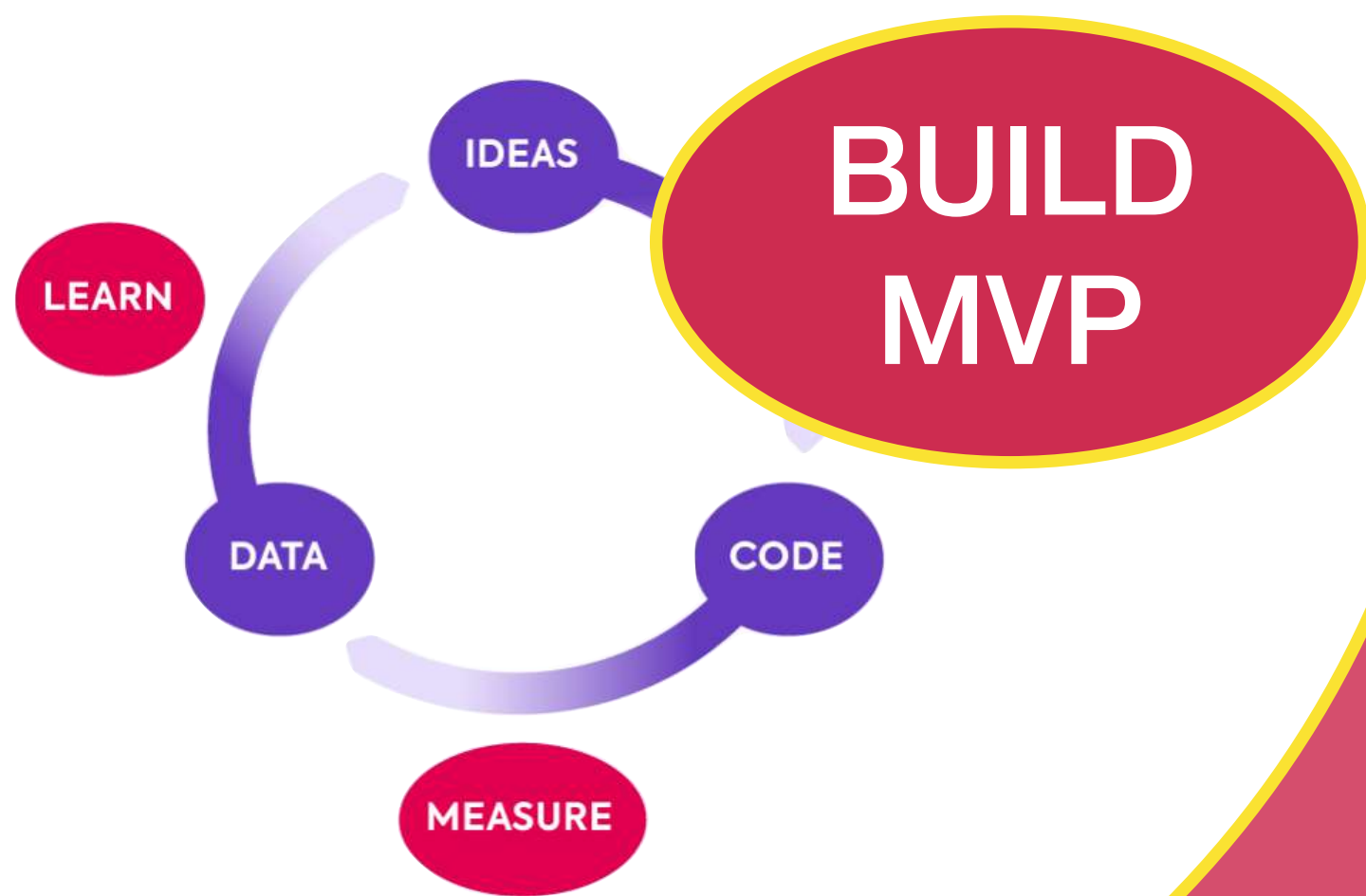


More islands

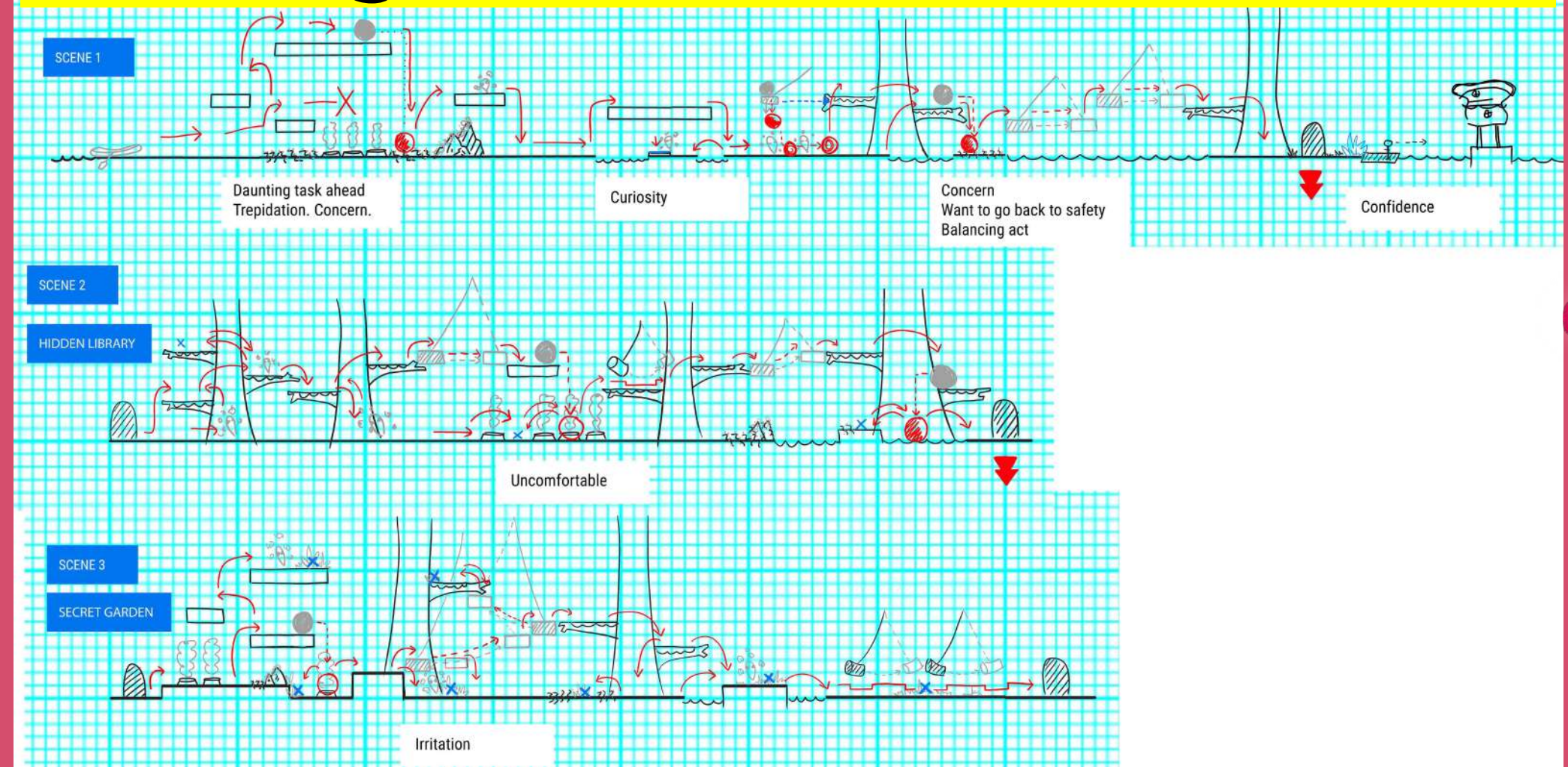


More adventure

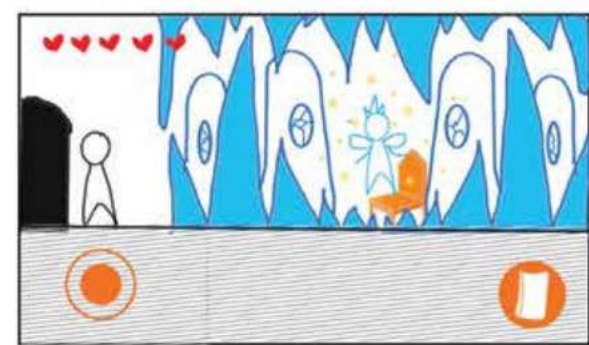
Learning Milestones



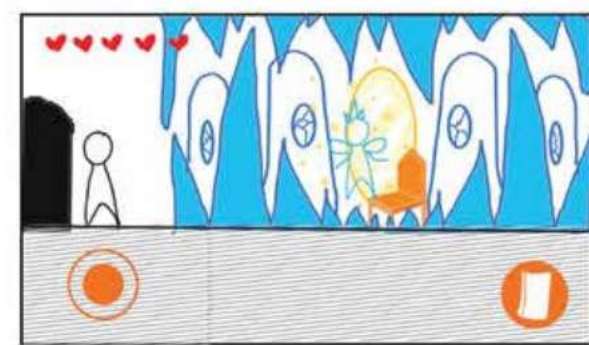
building 3 islands with new ideas



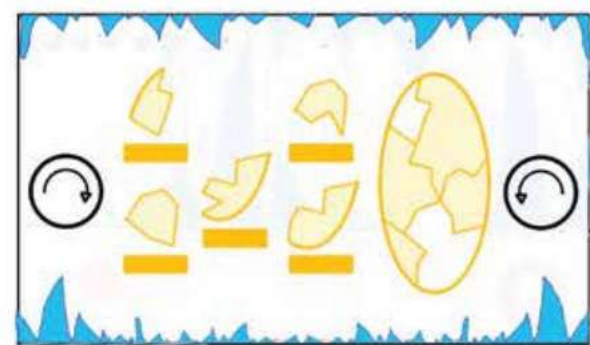
Back to Scene 1 (Part 2)



Tap to break the fake mirrors / false images.



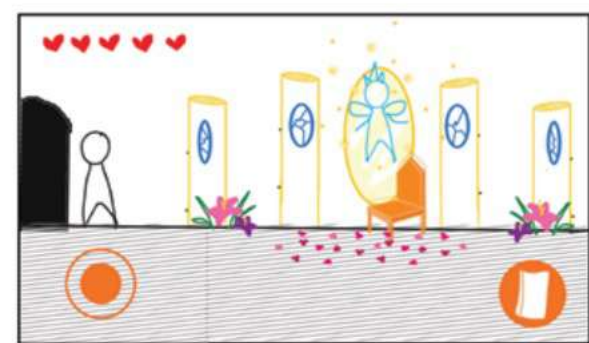
Tap on the true mirror to play minigame / free fae queen.



Play minigame to help Fae Queen.

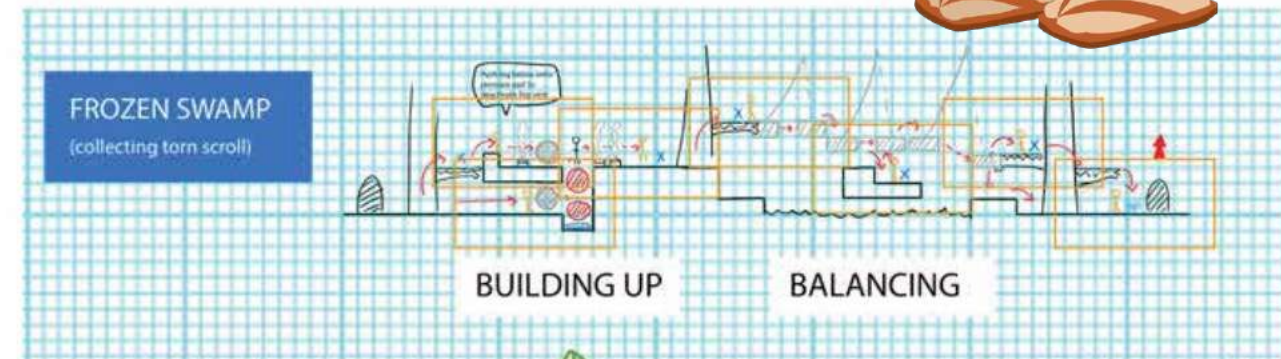


UI popup of ice melting.

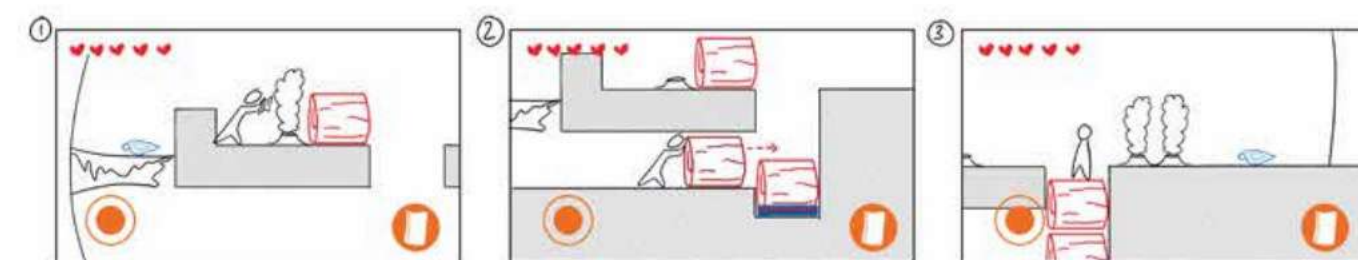


Cutscene of Fae Queen freed and celebrating with grokks.

Scene 3

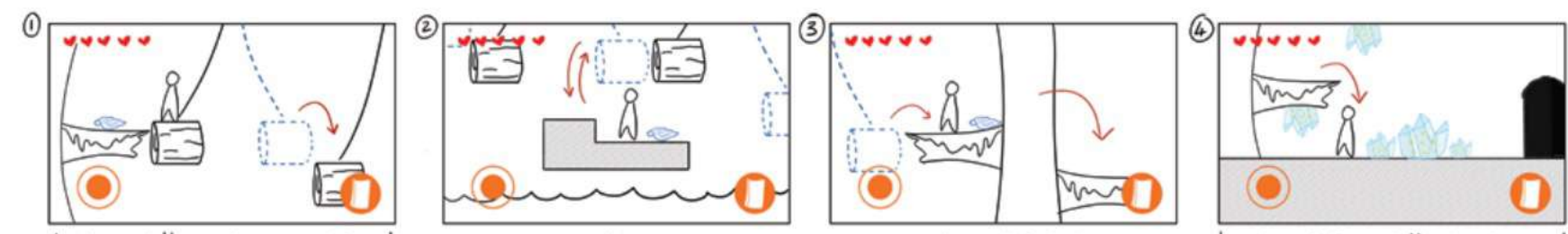


BUILDING UP CONFIDENCE



1. Collect scroll of rights 1. 2. Cannot pass through the fog vent - push the log below onto the pressure pad to deactivate the vent. 3. Push log from above platform to build a stack of logs to get across the gap. 4. Collect scroll of rights 2.

BALANCING EMOTIONS

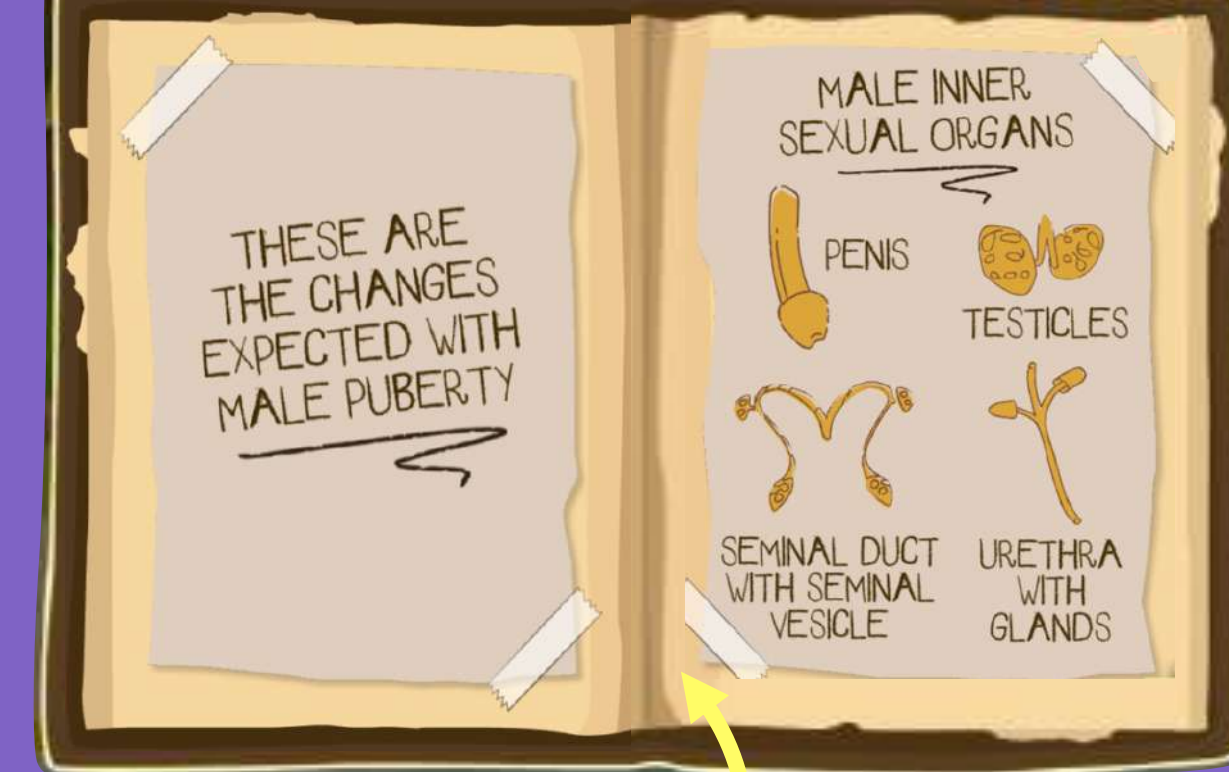


1. Collect scroll of rights 3. 2. Jump from moving platform to moving platform. 3. Jump down from the moving platform to the platform below. 4. Collect scroll of rights 4, then jump back up to moving platform. 5. Collect scroll of rights 5. 6. Break open firefly crystals to release fireflies. 7. Go through gateway back to Fae Queen.

Log book to store knowledge



Enemy

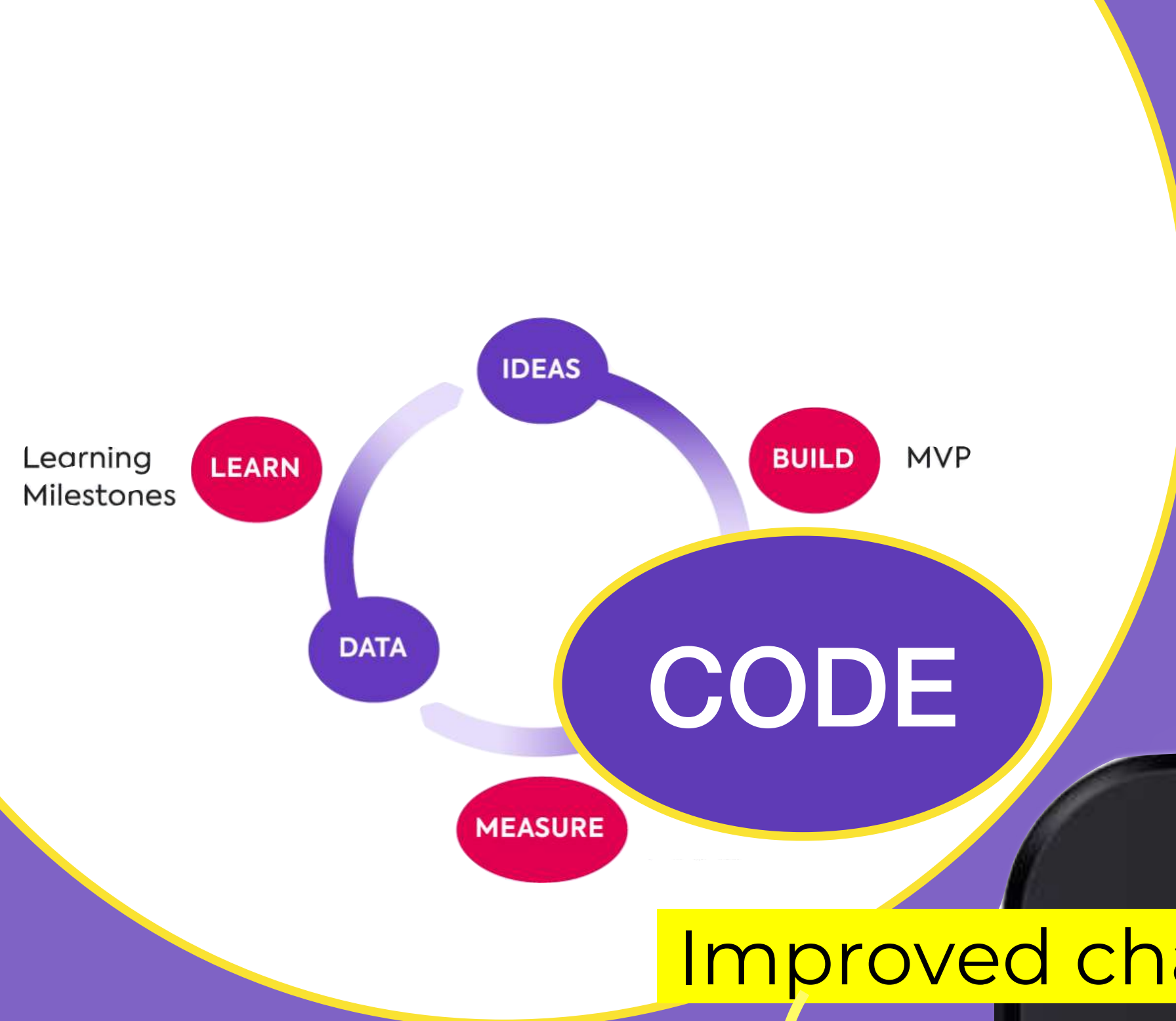


Adventurous environment

Improved characters



Advanced kinetic gameplay



3 Islands with one game level



CAVEMAN

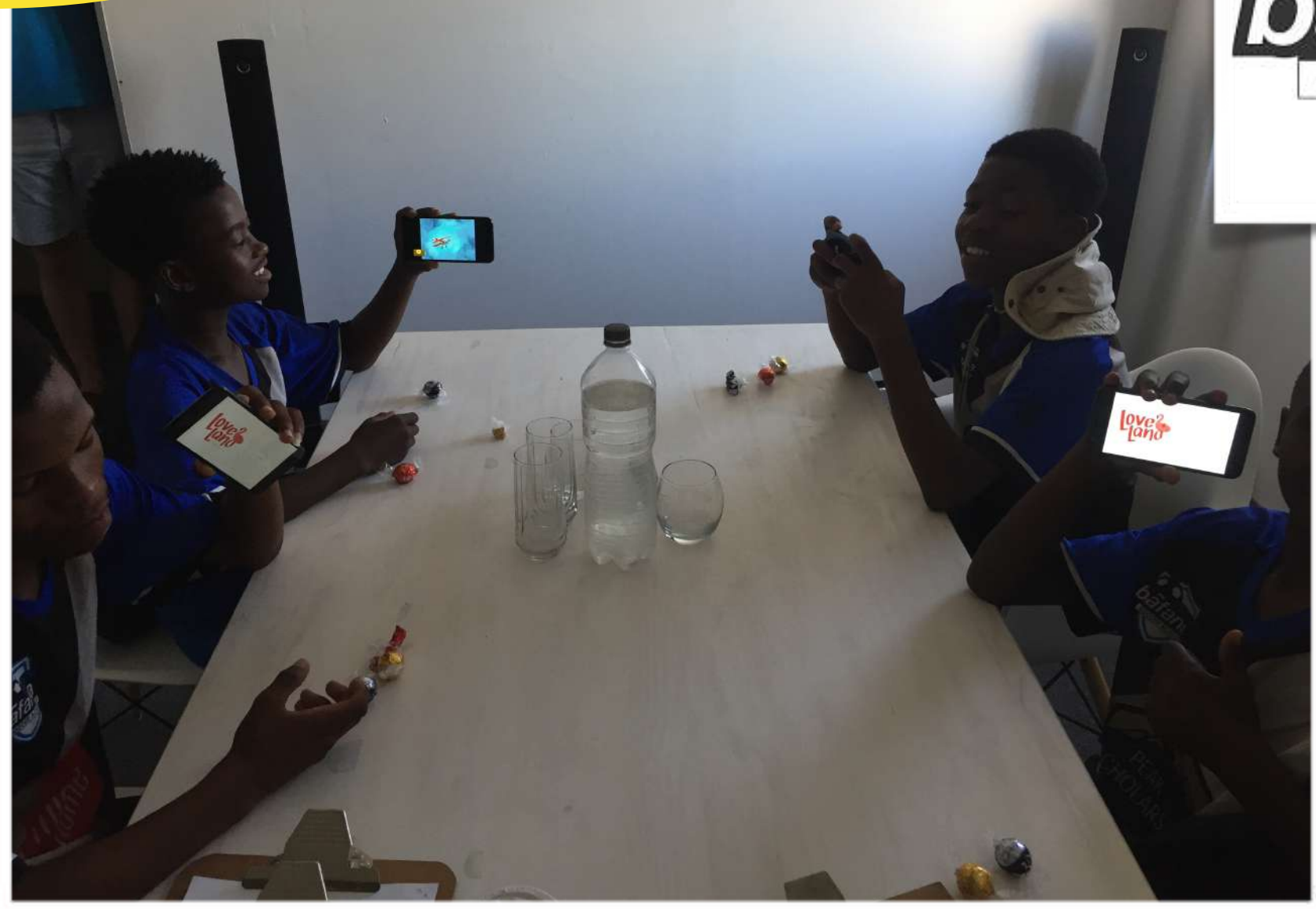
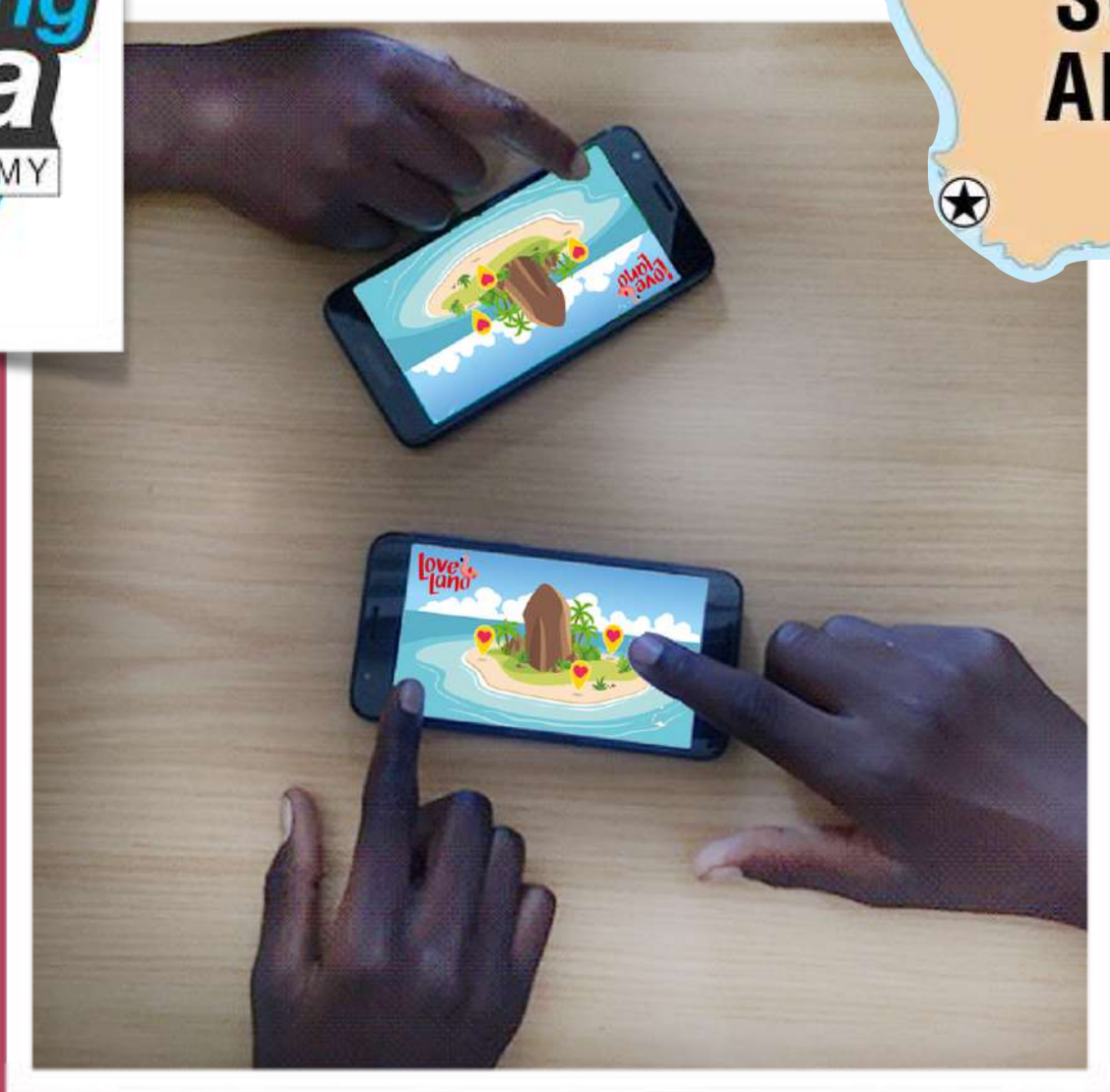
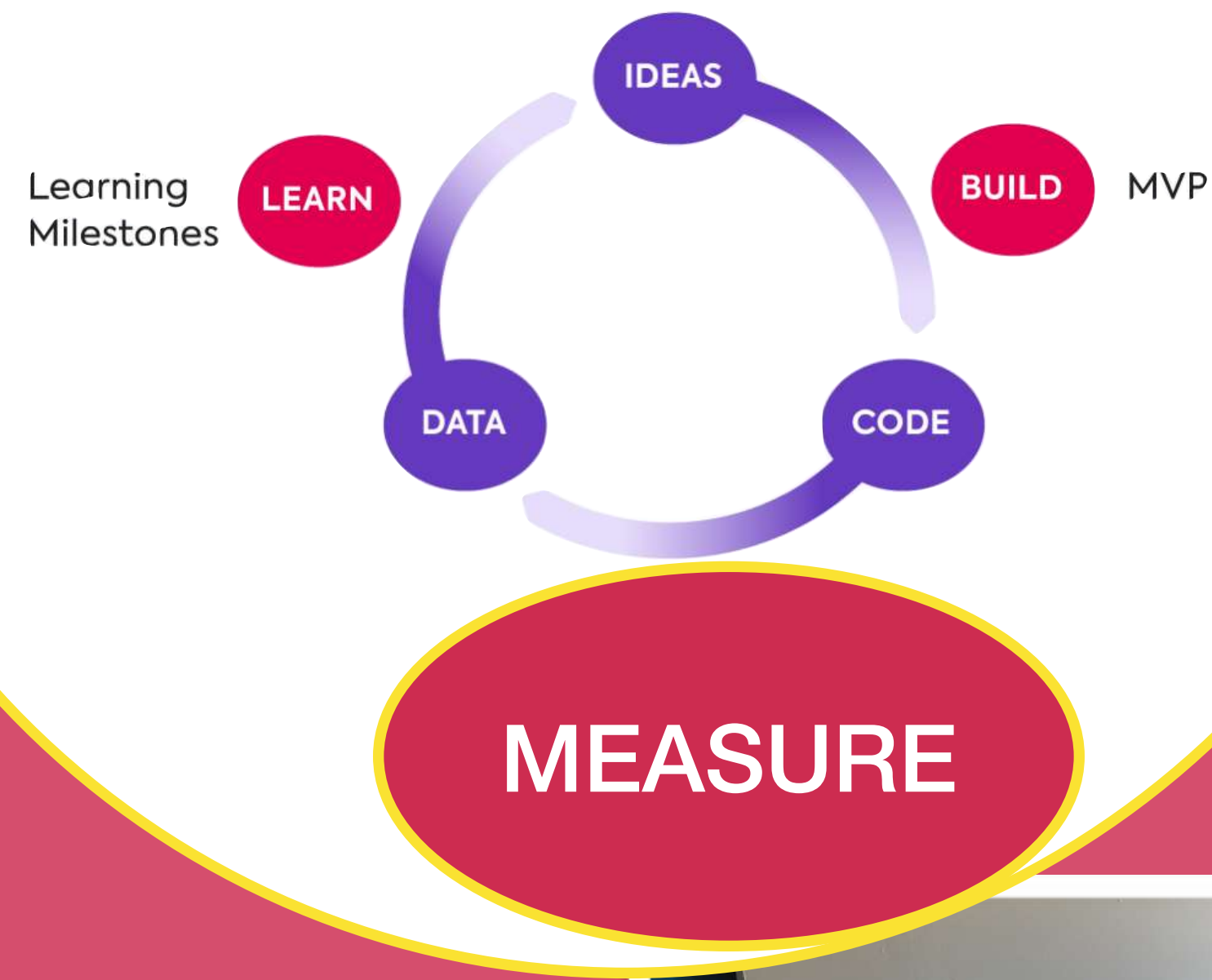


JUNGLE LADY

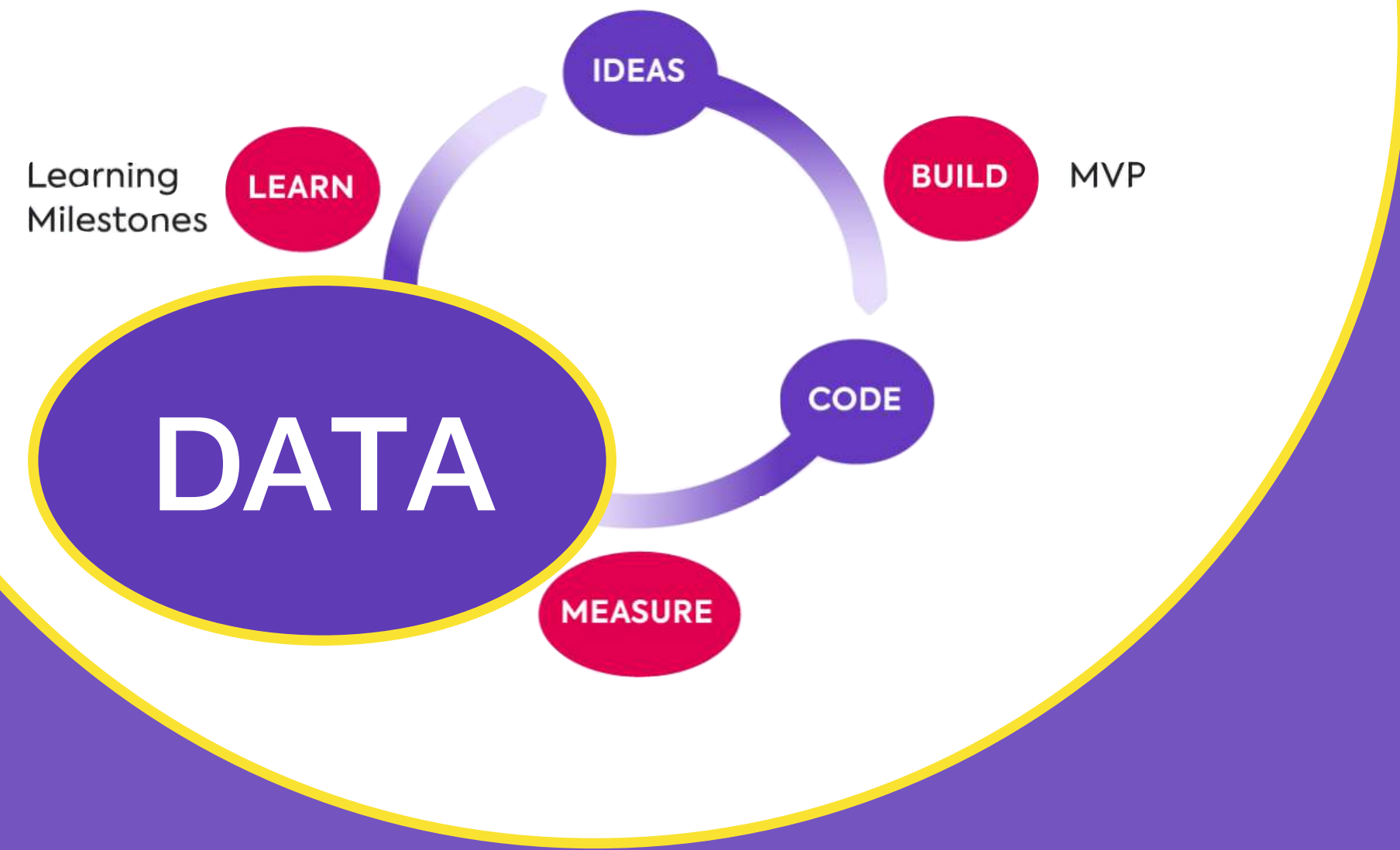


GOOMI GOOMI

Testing with young soccer players in Cape Town



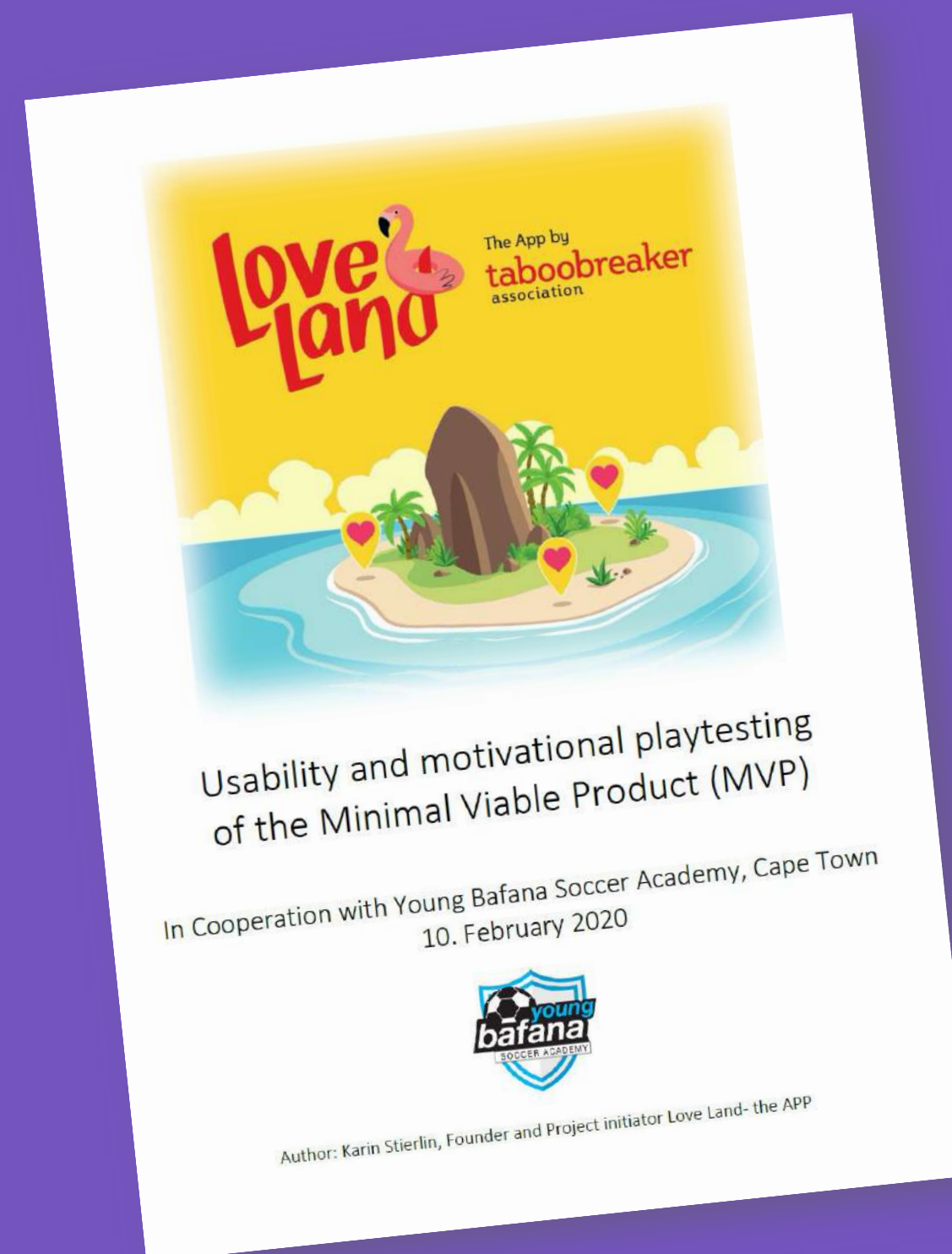
Feedback in 1:1 interviews



"Add even more fun and we learn better!"

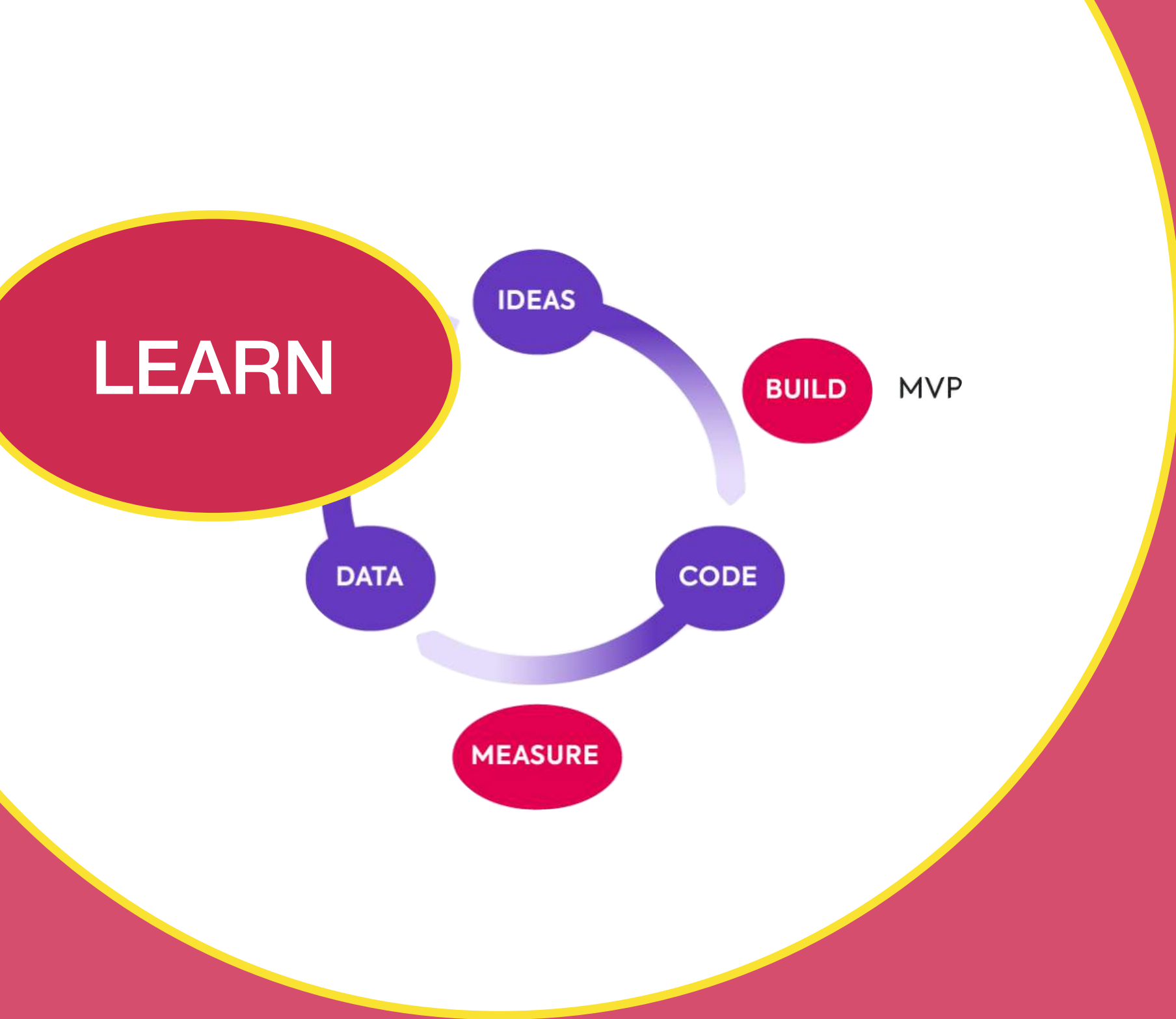
"Reading is boring!"

"Less learning content please."



"More learning content please."

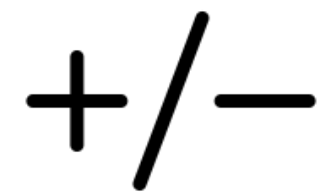
Main learning from testing and interviews



They do **not like to read!**
(They just click the text away)






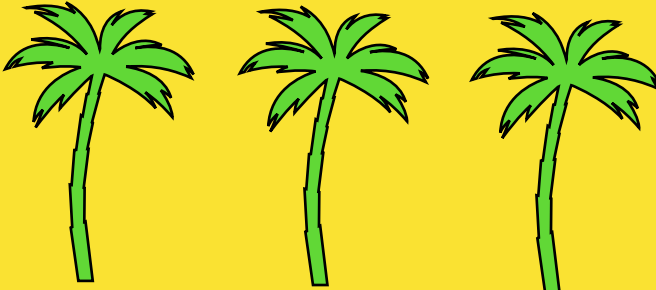
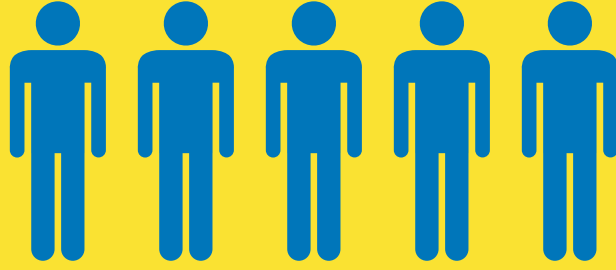

Adding **more fun** during playing
leads to **more learning motivation**



More content versus less content
needs to be balanced out

PEOPLE, COSTS AND TIME ROUND 2

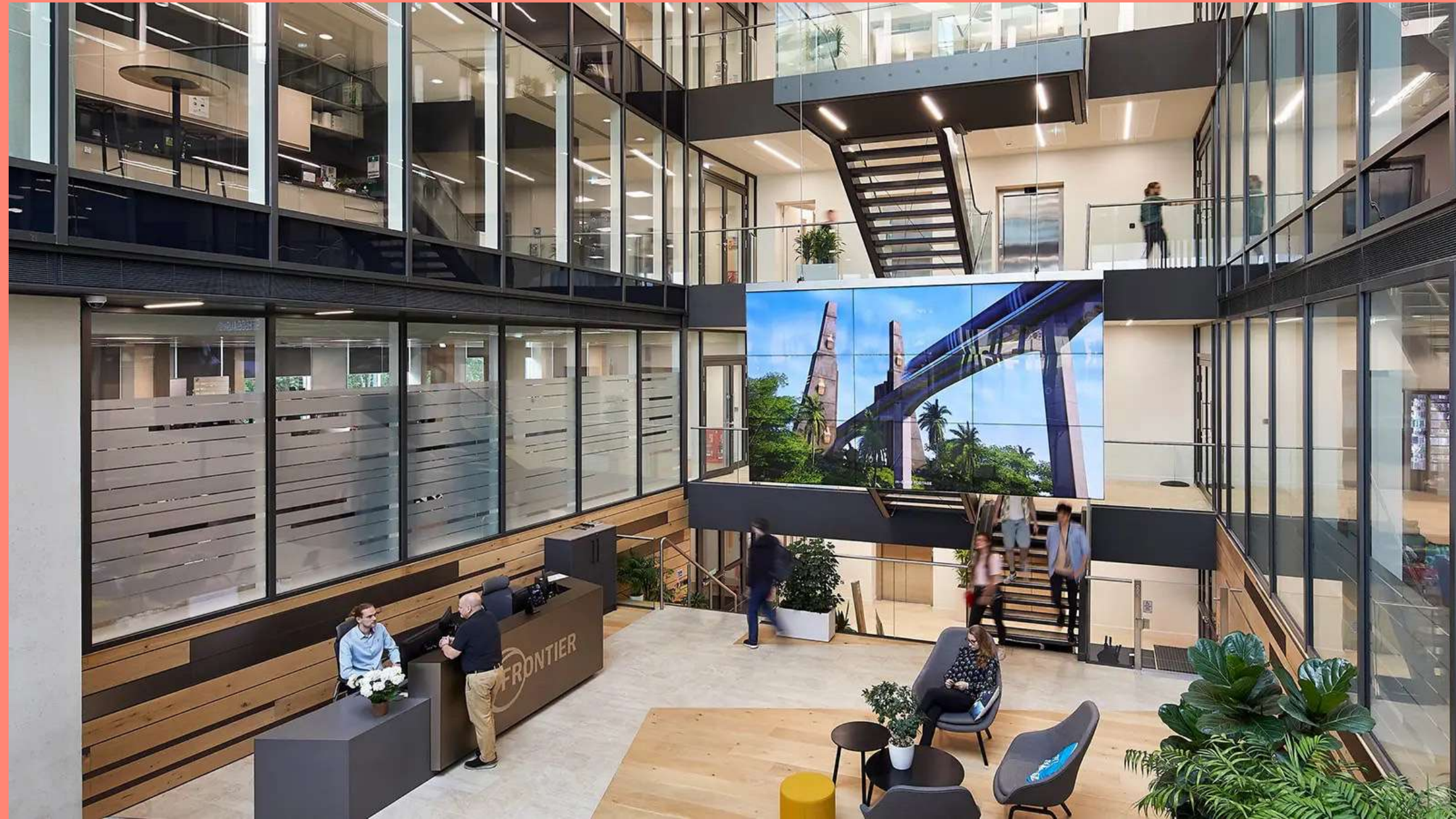
ROUND	NUMBER OF ISLANDS	DEVELOPMENT TEAM	TEST PERSON	COSTS
1				2 x 100 % Salaries 2 x Travel costs (SA - ZIM)
3 MONTHS				

ROUND	NUMBER OF ISLANDS	DEVELOPMENT TEAM	TEST PERSON	COSTS
2				3 x 100 % Salaries
8 MONTHS				



FURTHER KEY COMPONENTS FOR COST-EFFECTIVE DEVELOPMENT

Avoid fancy Game Design Agencies!



They often have no capacity and interest in a small non-for profit project

Look for a small and committed Agency



Visit exhibitions from graduates and look for young talents

Don't let an agency exclude you from the working progress



They might be experts for game design, but not for your topic which leads to unnecessary cost loops

Insist on a collaboration!

taboobreaker
association

&



PRESENT

Be actively involved into the development process and save cost and time (and nerve)!

Avoid paid evaluation services



It's often an expensive and bureaucratic process

Network with local Universities



Student Engagement and Feedback with Love Land in a South African Context

Josi Beare & Alicia Howe

Department of Psychology, University of Cape Town

PSY4026W: Honours in Psychology

Supervisors: Dr Catherine Ward & Chelsea Coakley

26 October 2023

The Feasibility of Making Love Land's Mobile Application Available in South African Youth Programs

Erin Hector and Waseem Omar

Department of Psychology, University of Cape Town

PSY4026W

Supervisor: Catherine Ward

Co-supervisor: Chelsea Coakley

26 October 2023

Get valuable results in a defined timeframe



CURRENT STATE OF LOVE LAND

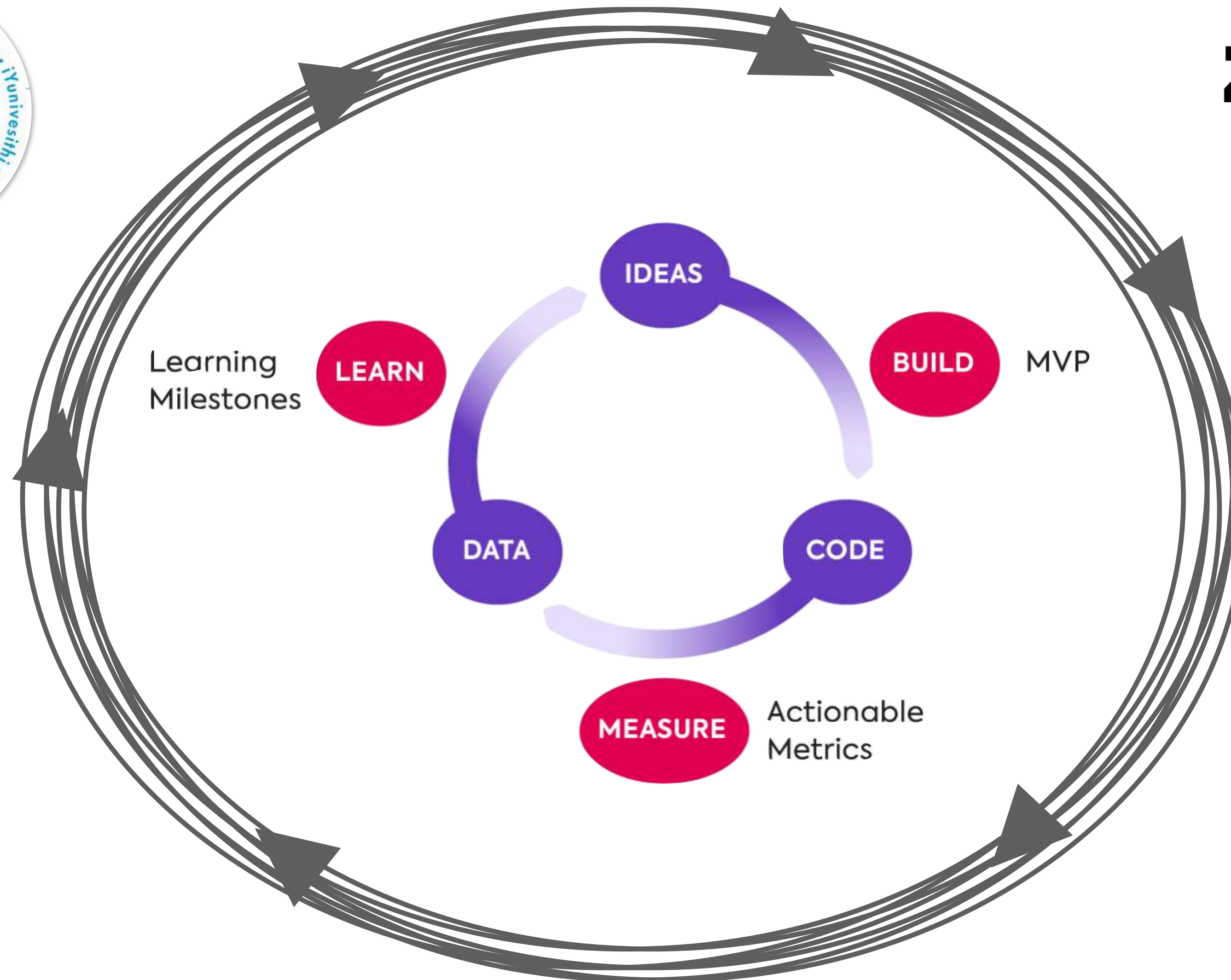
After round x we have reached and established:



Z

hdk

Zürcher Hochschule der Künste
Zurich University of the Arts



St John's College
Oxford



Island world with 9 topic islands



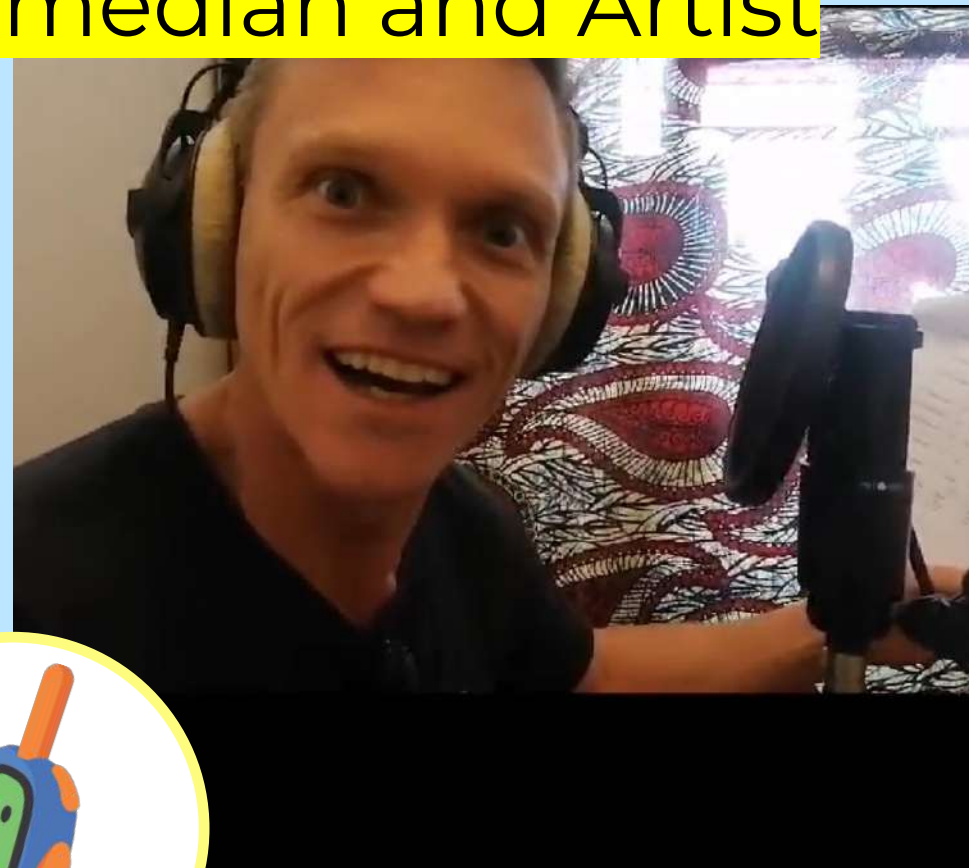
+ Extra challenge island

+ Reward island



Audio recorded text in 3 languages

SA Comedian and Artist



SA Comedian



SA Radio Moderator

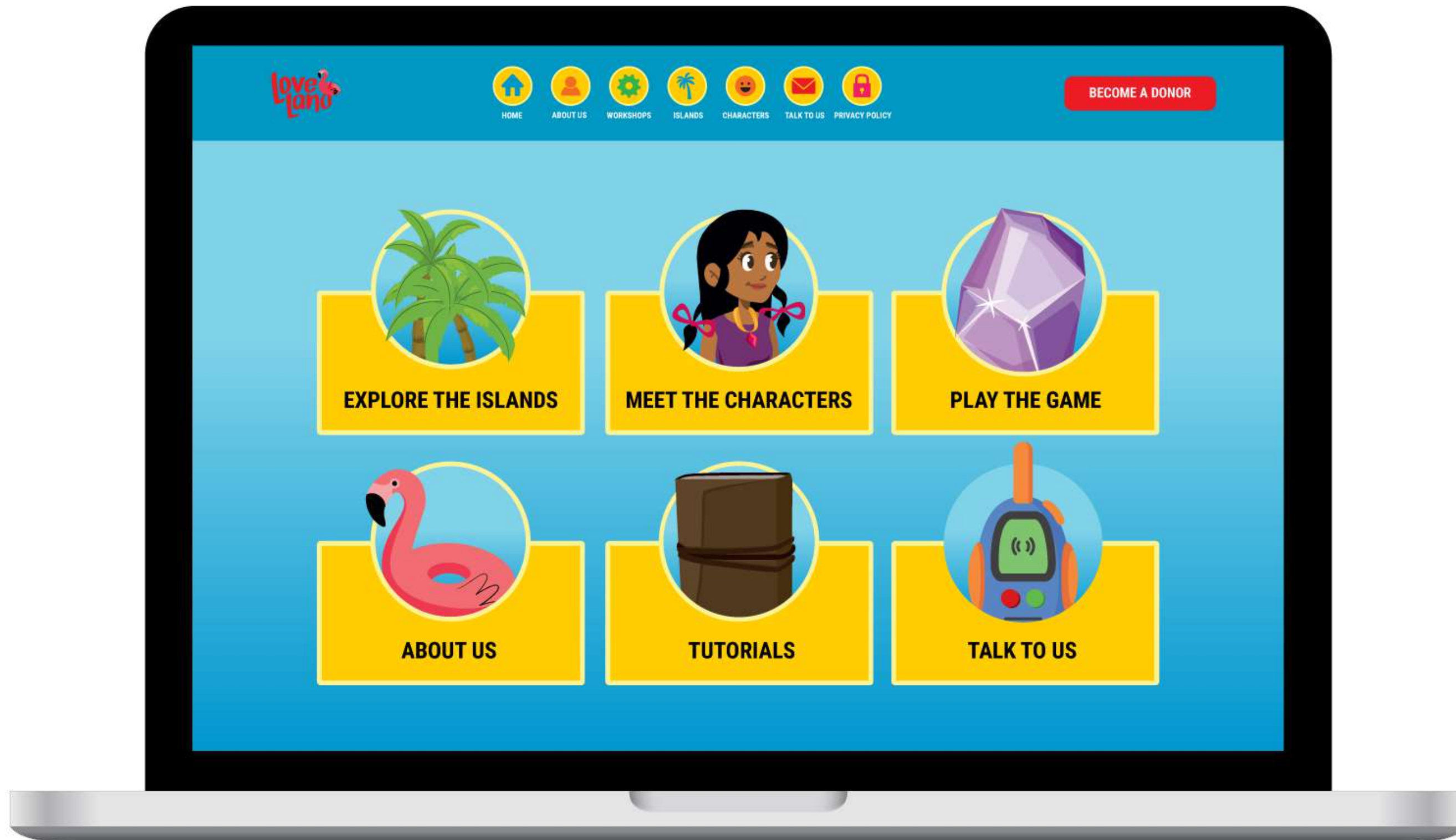


SA DJ



Many of the audio voice actors chose to volunteer services to support the project Love Land.

Website with extended learning content



Evaluated Train-the-Trainer program



Pilot was evaluated by Honor students of the UCT, Cape Town



TRAIN-THE-TRAINER OVERVIEW
A combination of analog and digital.

The TT includes the following learning elements that can be combined individually depending on preferences and infrastructure.

- THE LOVE LAND BOX**
Including carefully selected materials that enable methodological diversity and interactive teaching with adolescents.
- LOVE LAND MANUAL**
The LOVE LAND manual includes all instructions, step by step setup, as well as tips and tricks for successful learning sessions.
- ADDITIONAL RESOURCES**
The numerous tutorial videos on our website, LoveLand game as well as the Love Land app can be integrated into the learning sessions.
- THE BOARD GAME**
The Board Game is played at the end of the learning sessions. The aim is to test the knowledge gained during the sessions in a playful way.

WHO CAN BE A TRAINER?
Train-the-Trainer conditions

Our Train-the-Trainer (TT) course aims to provide comprehensive training to interested adults and support them in delivering sexual and reproductive health education to young people. The courses are open for adults who:

- EMPATHY**
Have empathy for young people.
- CURIOSITY**
Would love to get new input in sexual and reproductive health education.
- FUN**
Trainers have fun with interactive and play-based learning.
- INTEREST**
Are interested in sexual and reproductive health education for young people.
- EXPERIENCE**
Have basic experience in teaching, training, or working with young people.

©2023 Train-the-Trainer Association



BUSINESS MODEL NOW AND FUTURE

NOW



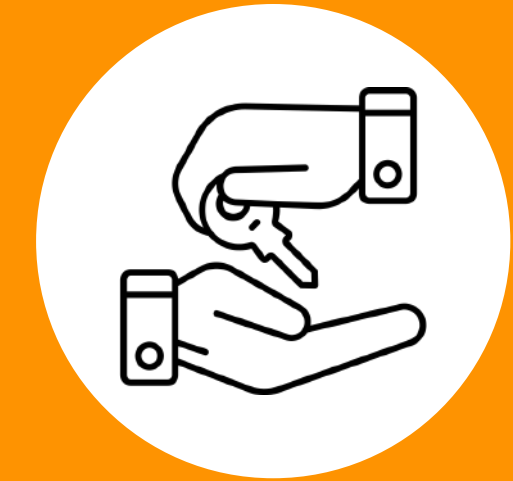
**FINANCED BY
FOUNDATIONS AND DONORS**

MID-TERM FUTURE



**FINANCED BY
ADDS AND PRODUCT PLACEMENTS**

LONG-TERM FUTURE



**HANDOVER TO
LARGE ORGANISATION**

CALL FOR ACTION

PLAY



Download the app

LEARN



www.loveland.game

CONTACT



www.taboobreaker.org

Q & A

