



## Week 11 Newsletter - March 30, 2012

### Playtesting

The focus this week has been on deploying a working, testable prototype of the *kindworks* experience for use by the Boy Scouts of America. Through client connections to a BSA Troop, the team hopes to obtain useful feedback, and answers to the following questions:

- Will 10-year olds play the game?
- Can the game model be adapted to a small, contained community (such as a family, school, organization)?
- Can the game be played without any electronic components?

So as to adapt the experience to be playable without reliance on technology, *kindworks* has developed a protocol for a one-week experiment:

- Distribute Gear Cards to BSA Troop via our client
- Gear Cards feature simplified design containing only blank space to record good deed stories by hand.
- Scouts are instructed to treat their home as the main hub for the game - they will aim to do a good deed and place Gear Cards on their refrigerator in an attempt to get their families involved.
- Family members can visit website to print new Gear Cards or use blank paper as a substitute, and add these Gear Cards to the refrigerator.
- Parents or guardians relay feedback to client, who relays it to the team.
- Feedback requested pertains to number of deeds performed by the family, types of deeds performed, and players' reception to participating in the game.



>>>

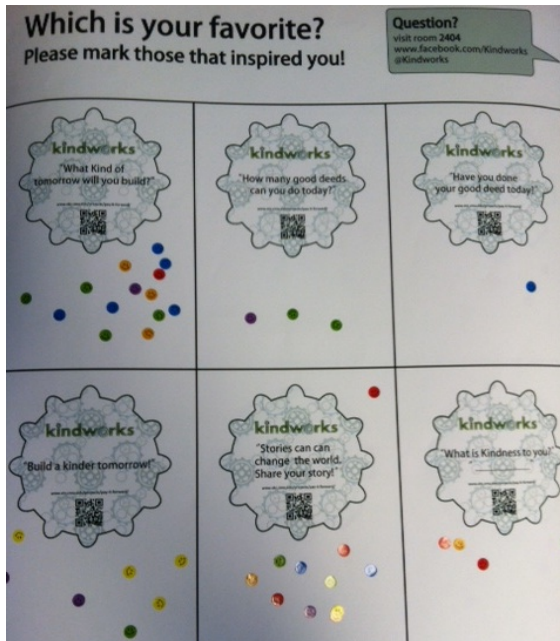




## Week 11 Newsletter - March 30, 2012

### Market Research

Surveying is currently being performed to assess which aesthetics and slogans are most popular. An array of slogan options presented on prototype Gear Cards has been shown around the ETC building, and an online survey here: <http://www.surveymonkey.com/s/L9PWLTF> requesting feedback on slogan, gear shape, and font, has been distributed. Feedback thus far indicates that a rigid gear tooth is preferable to a rounded tooth, and the slogan “What kind of tomorrow will you build?” is an early favorite.



Examples of Fonts

1	“What kind of tomorrow will you build?”
2	“what kind of tomorrow will you build?”
3	“What kind of tomorrow will you build?”
4	“WHAT KIND OF TOMORROW WILL YOU BUILD?”
5	“What kind of tomorrow will you build?”
6	“What kind of tomorrow will you build?”
7	“What kind of tomorrow will you build?”
8	“What kind of tomorrow will you build?”



Week 11 Newsletter - March 30, 2012



Gear design 1



Gear design 2

**\*1. Please see the shape example above, and click one you like more.**

Gear design 1

Gear design 2

**\*2. Please choose as many slogans that you like. Multiple answers possible.**

- "Stories can can change the world. What's your story?"
- "What kind of tomorrow will you build?"
- "Build a kinder tomorrow!"
- "Stories can change the world. What is your story?"
- "What is kindness to you?"
- "Kindness is cyclical. How big is your circle?"
- "Kindness is strength. How strong are you?"
- Other (suggest new slogan with your idea)



Week 11 Newsletter - March 30, 2012

### Raising Awareness, Merchandising

The team is also endeavoring to establish working test bases through Facebook and Twitter, getting the ball rolling by including *kindworks* Gear Cards and stories in status updates, as well as promoting the project pages at every opportunity.



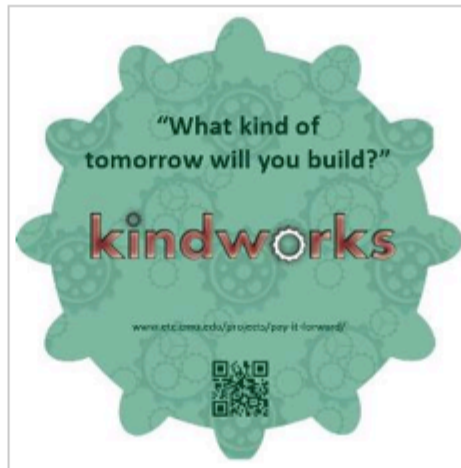


## Week 11 Newsletter - March 30, 2012



**Eric Hamel**

Emmanuel Eytan did a nice thing and helped out Jing Li with a Joomla problem today! Thanks, Emmanuel!!!! Kindworks



Unlike · Comment · Share · 21 hours ago ·

You, Anmol Nagpal, Jing Li and 3 others like this.



**Jing Li** I finally know how to chown in putty! Thanks Emmanuel~

21 hours ago · Like · 1



**Anmol Nagpal** WIN!

21 hours ago · Like

Write a comment...



**Kindworks** added 3 new photos to the album Kindworks Is Going On.



**Kindworks Is Going On**

Like · Comment · Share · 21 hours ago ·



## Week 11 Newsletter - March 30, 2012

In coordination with this effort is an initiative to produce *kindworks*-themed merchandise through zazzle. T-shirts and phone cases featuring the project logo, Facebook and Twitter profiles, Gear Card, and QR code have been ordered, and buttons, bags, bumper stickers are possibilities as well.





## Week 11 Newsletter - March 30, 2012

### Nuts & Bolts

The development of the Web site is coming along - below are screenshots from the beta version of the *kindworks* site:

**Category Header**

Welcome to the Kindworks Forum!

Tell us and our members who you are, what you like and why you became a member of this site. We welcome all new members and hope to see you around a lot!

Page: **1**

**Topics in Category: Welcome**

0 Replies		<b>Hey team Glatitude!</b> Topic started 18 hours, 4 minutes ago by <a href="#">admin</a>	8 Views	Last Post by <a href="#">admin</a> 18 hours, 4 minutes ago
--------------	--	--	------------	---

---

Welcome, [Guest](#)

Username:  Password:  Remember me

[Forgot your password?](#) [Forgot your username?](#) [Create an account](#)

Kindworks Forum  
(1 viewing) (1) Guest

Board Categories

---

**Main Forum**

This is the main forum section. It serves as a container for categories for your topics.

	<b>Welcome</b> We encourage new members to introduce themselves here. Get to know one another and share your stories	2 Topics	0 Replies	Last Post: <a href="#">Hey team Glatitude!</a> by <a href="#">admin</a> 17 hours, 55 minutes ago
	<b>Suggestion Box</b> Have some feedback and input to share? Don't be shy and drop us a note. We want to hear from you and strive to make our site better and more user friendly for our guests and members a like.	0 Topics	0 Replies	No Posts

---

**Who is online**

In total there are 2 users Online :: 0 Members and 2 Guests

Legend :: [Site Administrator](#), [Global Moderator](#), [Moderator](#), [User](#), [Guest](#)

---

**Kindworks Forum Forum Statistics**

Total Messages: 2   Total Subjects: 2 Total Sections: 1   Total Categories: 2 Today Open: 1   Yesterday Open: 1 Today Total Answer: 0   Yesterday Total Answer: 0	Total Users: 1   Latest Member: <a href="#">admin</a>
--	---

[User List >](#)  
[More Statistics >](#)

Powered by [Kupona](#) - [Email](#) [RSS](#)



## Week 11 Newsletter - March 30, 2012

Additionally, the team has been showcasing the project to various ETC tour groups:







Week 11 Newsletter - March 30, 2012

### **Building Towards Tomorrow**

By this time next week, the team expects to have expanded its Facebook and Twitter presence, and hopes to have received some feedback from the playtest. Producing the project's promotional videos is also on the radar, and the team will be moving ahead on art, coding, and documentation.

