

GIOCATORE 1



PUNTEGGIO 2500



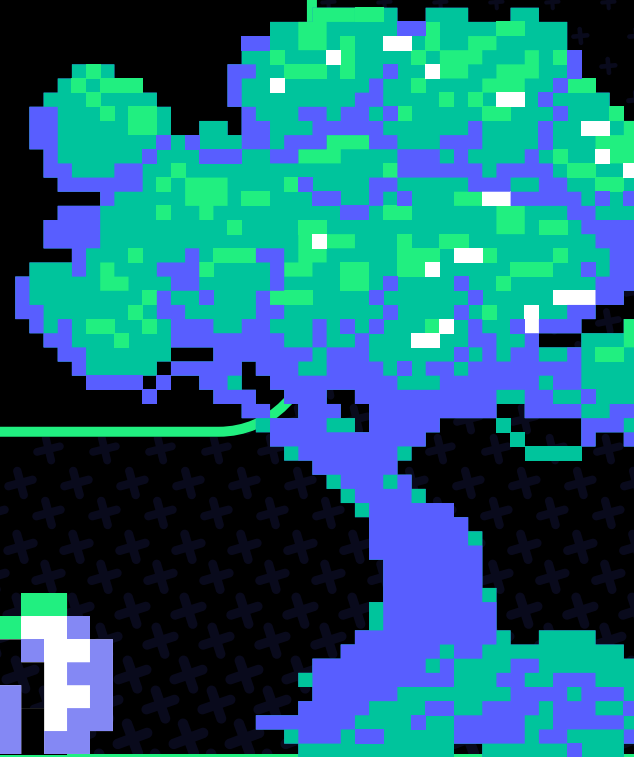
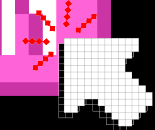
GIOCATORE 2

ADDITIONAL INFORMATION

START

MENU

SIGN IN



1) CAN YOU TELL IF THE AUDIENCE FOR THIS GAME IS YOUR GRANDPARENTS OR ALL THE ELDERLY PEOPLE IN ITALY?

The game is set in Naples, with questions about Naples and Campania culture, so the target audience is elderly Neapolitans and Campani.





RECORD 2500



GIOCATORE 2

2) CAN YOU SHARE SOME
PHOTOS OF USERS AND
INTRODUCE THEIR BASIC
HOBBIES AND HABITS?



3) INTRODUCE WHETHER
THEY LIKE GAMES, WHAT
KIND OF GAMES THEY LIKE,
AND CAN YOU PUT SOME
PHOTOS TO SHOW THE
GAME STYLE AND VISUAL
CONTENT?

The idea of this videogame is innovative in its genre. Therefore, there are no specific examples to show with regard to the elderly and video games.

it is true that the elderly in campania have always enjoyed telling younger people about ancient traditions and anecdotes, and this fits well with the idea of the project.

MENU



4) IS THIS GAME A
PHYSICAL PRODUCT OR AN
ELECTRONIC GAME? I'M NOT
SURE WHAT WE NEED TO DO
TO COMPLETE THIS
PROJECT. CAN YOU PROVIDE
A DETAILED INTRODUCTION
TO THE SPECIFIC
MANIFESTATIONS OF THE
PROJECT? SHOULD WE
DESIGN A GAME OR A
PHYSICAL DEVICE (LIKE
VISION PRO) TO HOST THE
GAME?

This project is about a
videogame, so it isn't a
physical product

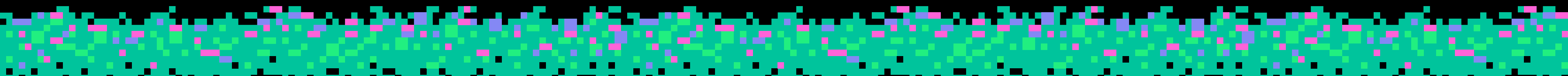
Your task is about
projecting the design for a
specific type of videogame,
not a physical device

5) WHAT KIND OF GAMES DO YOUNG PEOPLE LIKE? WHAT STYLE AND VISUALS DO YOU LIKE?

✚ 01 ♦ 07 ★ 25

Young people today enjoy a wide variety of games, with preferences often depending on trends and personal interests. Action and adventure games, especially open-world types where players can explore vast environments, are very popular. Multiplayer games, like battle royales and online co-op games, are also favorites because they allow friends to play together. Puzzle games and role-playing games (RPGs) with deep storylines and character development are also appreciated by many young people.

In terms of style and graphics, younger players often enjoy realistic and immersive graphics that make them feel like they're part of the game. However, there's also a strong appreciation for unique artistic styles, such as stylized or anime-inspired graphics, which give games a distinctive look and feel. Ultimately, young players are drawn to games that offer either visually impressive realism or strong, memorable artistic designs.





6) WHEN OR UNDER WHAT CIRCUMSTANCES DO THEY USUALLY PLAY THIS GAME?

Obviously young and old have different times in which they play video games. The ideal time to make these two coincide would be during the afternoon, perhaps between 5 and 7 p.m



7) HOW TO ENSURE THAT BOTH YOUNG AND OLD PEOPLE ARE INTERESTED IN THIS GAME AT THE SAME TIME? DOES THIS GAME HAVE THE SAME APPEAL TO THEM?

For young people, especially considering the context of hikikomori, this could be an opportunity to create interaction with another person. For the elderly, it serves as a way to share their knowledge about Naples' past, while also fostering a social connection between individuals who experience loneliness.

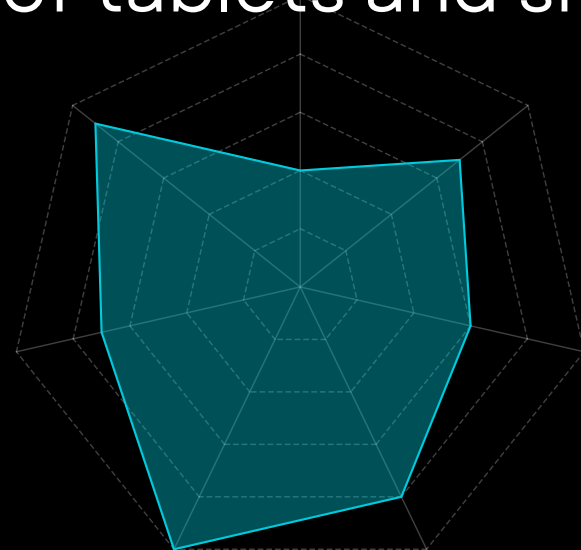


8) WHAT IS THE COST OF IMPLEMENTING THIS PROJECT? IS THIS SOMETHING THAT ELDERLY PEOPLE ARE WILLING TO SPEND, ESPECIALLY?

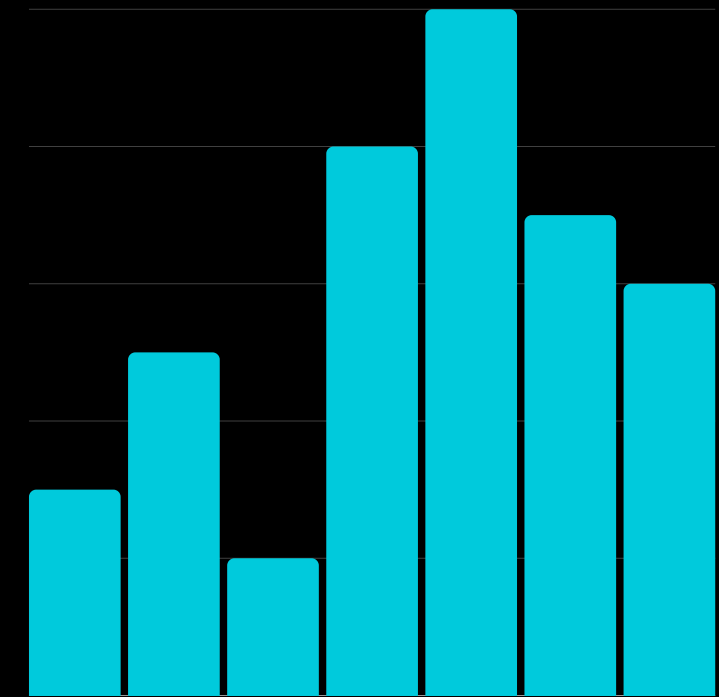
A simple 2D game with HD graphics and a good user experience for senior audiences can cost between €10,000 and €50,000 (between 77.105,70 and 385.528,50 CNY) if developed by a small indie team.

Seniors, on average, do not spend as much on video games as younger generations, but there is a growing demand for accessible and age-appropriate digital entertainment.

People over 60 represent an expanding part of the market, especially with the use of tablets and smartphones. Here are some factors to consider:

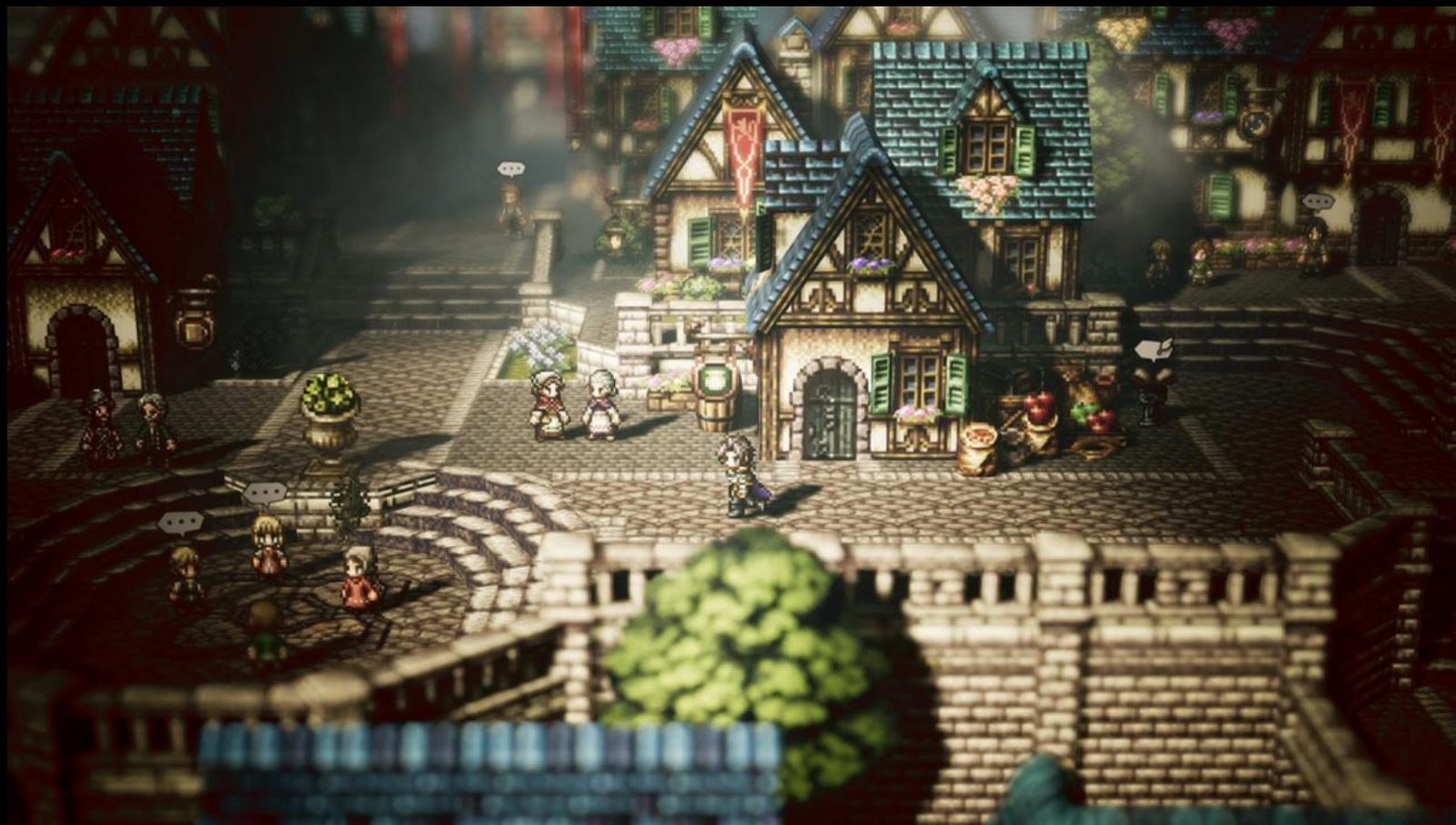


Affordable Prices: Most seniors tend to prefer economically accessible games. It is rare for them to be willing to pay over €10-30 (77,07-231,21 CNY) for a game. However, well-designed, accessible, and affordable games could attract part of the senior audience.



9) IS THERE ANY EXISTING PRODUCT THAT SOLVES THIS PROBLEM? WHAT DOES IT LOOK LIKE?

As an example of graphics and style, we had thought of the video game 'Octopath Traveler,' which features 2D-HD graphics that we believe would be ideal for our game and also serve as inspiration for the gameplay.



AN IMPORTANT FOCUS

We presented to you all as an example video game the game 'KTaNE' because although two people are needed to pass the levels at the same time, only one of the two people needs the skill with regard to manual dexterity, the other person has the role of reading the manual to solve the level, so he will only need a headset and microphone, with console and game started ahead of him.

So we imagined the old-young interaction: The old person will be more of a 'spectator' with the role of giving the information; The young person will have the task concerning the practical part, and control of the character.



WHAT ITEM HAVE WE IMAGINED FOR THE ELDERLY?

A simple kit, purchasable if you like, outside the game containing ergonomic headsets with a microphone that is easy for the elderly to use. And a USB or Bluetooth-enabled hand control with up to three buttons, with different colours and letters written on each button in a very legible manner.

All this costing a maximum of 20 euros/154,21 CNY in addition to the game, and we repeat, this kit is a physical item targeting the elderly.

