



ipro329 Edutainment

Using computer games to facilitate learning...

Outline

- Introduction
- Problem
- Solution
- IPRO Experience
- Summary
- Questions



Problem

- Many people want a college education, but most don't know how to finance it.
- 2002 Harris Poll: ~**72%** of youth and parents are not aware of basic sources of financial aid such as scholarships, loans and grants.



Cause

- Financial aid information is not available in an appealing and easy-to-use format.
- Students and parents alike are reluctant to use the thick books and disorganized websites on the topic.



Our Response

- We have designed the **first** computer game about financial aid:

CollegePursuit: A game that educates high-school students and parents on problems and solutions related to financing a college education.



Solution: CollegePursuit

- 3D computer game for PC and Mac
- Complemented with a user manual
- Distributed nationwide for use in consumer education programs

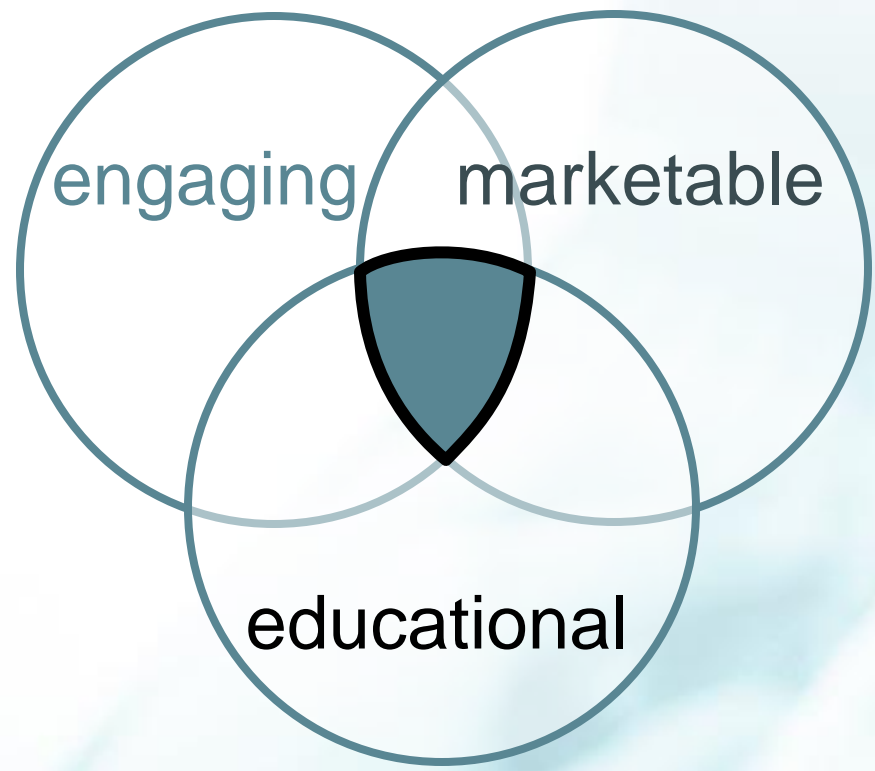


Game Demonstration

- Walkthrough ...



Objectives



Educational:

Teaches fin-aid concepts

Engaging:

Fun, interactive, easy

Marketable:

Economically feasible



Approach

- How do you finance such a project?
 - Submit a proposal for a grant
- How do you design a fin-aid game?
 - Gather info from IIT Financial Aid Office, Internet, etc.
- How do you know if the game works
 - User-test it constantly



Grant Proposal

- Developed by IPRO 329 team members
- Assisted by IIT's Office of Sponsored Research and Programs, Financial Aid Office
- Submitted to the National Endowment for Financial Education (NEFE)
- Amount requested: \$65,000
- Response expected: June, 2004



Design Approach

- Scenarios and scoring formulas use actual financial aid data to closely mimic real events.
- To ensure accuracy, we performed:
 - Extensive library and Internet research
 - Frequent interviews with the IIT Financial Aid Office



User-testing

- UTEC: IIT's Usability Testing and Evaluation Center
- 9 users tested for CollegePursuit
- Sample users tested, problems fixed before retesting again
- Minimal glitches, user-friendly



Methodology

○ Iterative Prototyping

- Allows for constant testing throughout the development of the game.
- Reduces impact of design or requirement changes after development has begun.
- Supports student learning within a course that has a high turnover rate.



Roll-out Plan

○ Dedicated Website

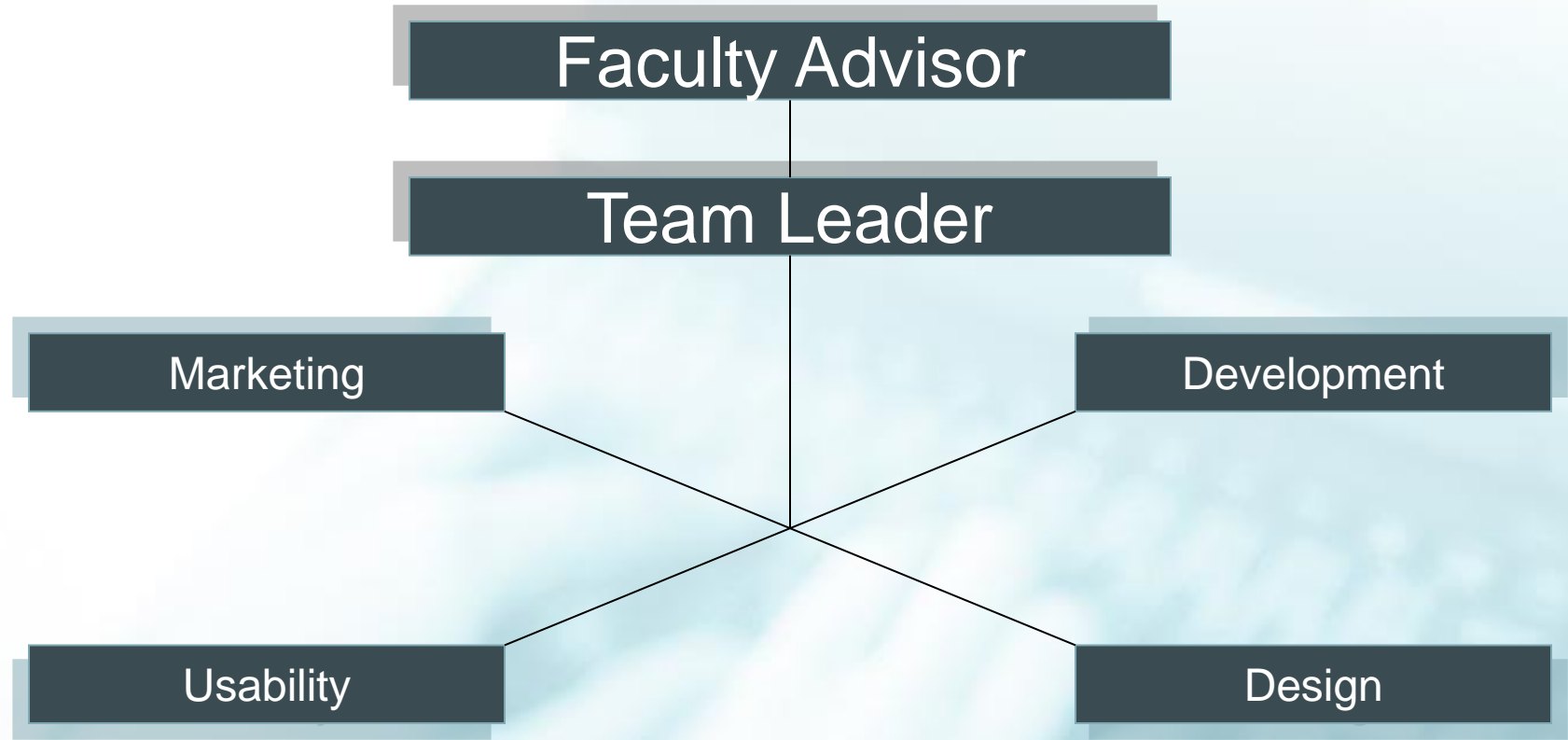
- Allows for easy access to game nation-wide
- Is a perfect marketing medium for the game

○ 1000 CD's

- Distributed with a marketing packet at 2 national conferences: NACAC and NASFAA
- Will also be mailed to all 50 state's higher education agencies



Task Distribution



Communication

- Sub-teams communicated via:
 - Whole Group Meetings
 - Sub-team Meetings
 - Project Website
 - Course website on Blackboard



We Learned!

- What we learned:
 - Project management
 - Teamwork
 - Game design
 - Usability testing
 - Financial aid
 - Grant writing
 - Director/Lingo
 - How to have fun ...



Summary

- We successfully designed, developed, tested and marketed **CollegePursuit**: the first financial aid computer game ever.
- To learn more:
 - Please visit us at our exhibit upstairs, where you will be able to play the game.
 - Please visit our IPRO 329 website at: <http://www.iit.edu/~ipro329s04/>



Acknowledgments

Dr. Susan Feinberg (Faculty Advisor)

Bilyan Belchev (IPRO Team Leader)

Marketing

Anthony Malizzio

Aroon Karunamurthy

Brian Hess

Hakan Ozmen

Rachna Sundaram

Usability Testing

Anya Alonzo

Dan Lenart

Jason Laatz

Laura Batson

Michele Ware

Special Thanks to:

IIT Financial Aid Office

IIT Office of Sponsored
Research and Programs

All our guests today...

Development

Brian Hensel

Dave Havlicek

Josh Thorson

Steve Pfisterer

Product Design

Bilyan Belchev

Chris Coats

Hosain Manesh

Umair Ansari





ipro329 Edutainment <http://www.iit.edu/~ipro329s04/>

Using computer games to facilitate learning...