

Monash Industry Team Initiative 2014-15

DEVONDALIENS -THE AUSSIE FARMING ADVENTURE-

The Company:

Devondale Murray Goulburn is Australia's largest dairy foods co-operative, being 100% controlled by Australian dairy farmers.

Project Aim:

To create a mobile app to educate children between 5 and 11 years on the importance of dairy nutrition as a part of a healthy lifestyle. The reason for this app responds to the following findings:

- * Low consumption of dairy by children in the age range
- * Lack of knowledge from parents and children about the nutritional facts of dairy products

Our Achievement:

To deliver a mobile app that provides four key messages. The app is not only designed to be entertaining as a game, but it also achieves an educational purpose by expanding children's literacy skills and helping to make choices on consuming healthy dairy products.

The Key Messages:

- Nutrition:** Dairy nutrition is an important part of a balanced diet and therefore a healthy lifestyle.
- Co-operative:** Collaborative efforts toward the same goal through shared activities.
- Dairy Snacks:** Easy treats based on some of the main dairy categories
-Milk & Cheese.
- Active Lifestyle:** A proactive attitude towards life and nutrition.

Elements of the App:



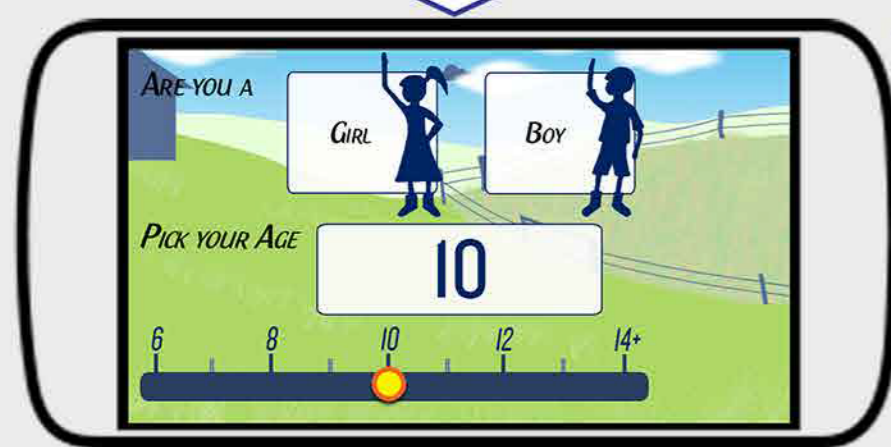
The Storyline:

A spaceship with four aliens crashes into one of Devondale's farms, splitting into three parts. The aliens' mission is to recover the scattered spaceship parts with the help of the family that live on the farm.

The Characters:

Four alien characters take the player on a journey entering into four mini games which relate to different aspects of dairy nutrition and the dairy farming lifestyle. The aim is to collect the spaceship parts and unlock the final game.


Architecture of the App:



Technology:


App developed for both iOS and Android OS using Libgdx

Snack Dash




- Tilt device up or down.
- Dodge obstacles and make it to the finish line.
- Quick choice of "dairy snack" at the checkpoint.

Nutritious Catch

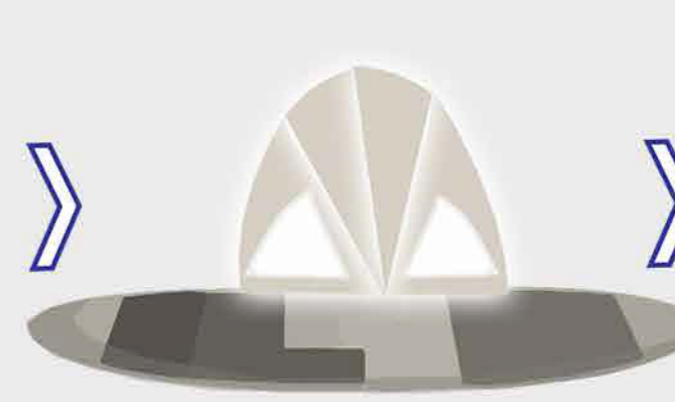


- Swipe and catch daily serves.
- Calculated according to age and gender.
- Avoid "JUNK food".

Milking Words



- Read the sentence on dairy nutrition terms.
- Swipe and unscramble the missing word by milking cows.



Locked Game: Team Takeoff



- Swipe and match arrow patterns.
- Clear space for the spaceship to takeoff.
- Help the farmer with picking up rakes and shovels, herding cows and moving bales of hay to the truck.

Supporting elements:

- Scores and stars earned through achievements in the game.
- Tasty tips: Practical cooking tips using dairy that the player unlocks.
- Fascinating facts: Some fun facts about cows, dairy and farms.
- Cheesy Challenges: Increases overall difficulty of games, by encouraging the player to spend more time playing the app.

Supportive document created:

Future work plan -including using the Alien characters to connect with future consumers, Focus group feedback, Maintenance plan, Enhancement plan and Design specification reports.

Challenges and Solutions:

- Understanding details of the project and time restriction:**
Exploring a broad scope of ideas, flexibility in direction and refining concept.
- Food business responsibility to children:**
Working within regulations in the communication of dairy food to children.
- Scale of the project for a refined product:**
Learning, use of development framework and sharing workload.
- Accessibility and Communication with stakeholders and team:**
Weekly meeting, working on location and meetings with stakeholders.
- Creating games that can foster learning on Dairy Nutrition:**
Researching and using reputable resources.

