Project REPLAY

Gaming Platform for the Assessment and Reintegration of Young People Marginalised by Anti-Social Behaviour

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Partners: Brainstorm, InnovaTec, AIJU, UAIC, White Loop, El Cerezo, Rotalent
The REPLAY Game

WHO?
• 10-14 year olds exhibiting ‘low-level’ anti-social behaviour

WHAT?
• A 3D racing game with embedded activity ‘breaks’ and a ‘replay’ mode for reflection

WHY?
• Find a better way of engaging with marginalised young people

HOW?
• Use gaming to create a ‘child-centric’ context

*NOTE: Not a psychological diagnostic tool
What worked?: Summary

• Created a buzz
• Challenging but immersive
• Players engaged fully with activities
• Changed the dynamic
• Greater degree of success in terms of interaction
• A new type of bond between expert and player
• Excitement about ‘what it could be’
Any problems?

- Some cultural differences
- Practical challenges
- Need for technical assistance
- Appropriacy of content
- Different application scenarios
- Resistance from secondary users
- Modifications/improvements from testing phase
Next steps...

• Further developments to the gameplay/configurability
• Development of customised content
• Content management interface for greater flexibility
• Interest from a number of different organisations/contexts
• Pre-commercial version for further testing
• Seeking further funding for full commercial launch in 2012
Challenges: Commercialisation...

- Difficult economic climate
- Challenging context for selling into public education
- Behaviour is a niche area for technology – market is difficult to quantify
- Platforms are changing all the time: web; mobile; tablet etc.
- Different national programmes to address ASB mitigate against a single solution
- Potential commercial partners currently focussing on ‘core business’
- Cultural challenges remain around gaming
Thank you

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