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12

*Understanding anxiety disorders through video games*

Commercialization plan

Elevator Pitch: Video games have become one of the most popular hobbies. Beyond entertainment, they are the perfect platform for education. I propose gamifying the topic of anxiety to help teens learn the warning signs and appropriate responses.

## Part 2. Executive Summary:

The Anxiety and Depression Association of America have proven that:

more than 40 million adults have an anxiety disorder. Also, 1/10 children will develop an anxiety disorder. therapy and medication is an easy and effective treatment for those with anxiety disorder, but over 63% of both adults and children don't seek the treatment.

(2021)

The reason a lot of people don't seek treatment is that they don't believe they need the treatment or they're afraid of therapy or medications. If someone avoids treatment, then their anxiety disorder has a high chance of leading to other mental illnesses like depression. My solution will help fix the problem of people not seeking treatment because they believe they don't need it. The solution is a choose your own adventure video game where the user who's playing the game will choose how the main characters acts. Each choice will represent what people with anxiety disorder have to go through.

## Part 3. Problem Summary and Proposed Solution:

According to the ADAA (2021), “over 40% of people 15+ have an anxiety disorder. 6% of those people don’t seek treatment for many reasons.” This percentage of people who avoid treatment fluctuates when you look at subgroups, for example, men and African Americans avoid mental health care at higher rates than others. My solution, the video game is about a guy who has an anxiety disorder. The user will make choices that will decide the man’s decisions. These decisions will help the user understand what it’s like to have anxiety but also what it is like to treat that anxiety, and then they will use that new information to seek treatment themselves.

## Part 4 STEM Concepts and Principles Underlying the Overall Plan:

The proposed solution utilizes two main concepts of STEM, engineering, and science. To be more specific, computer science and design psychology. The Computer science part of the solution requires python programming and VsCode. To create the game I choose to use python. Python is a computer programming language that serves the purpose of building any type of website, software, or apps. To use Python you would need code editing software and that’s why VsCode is a must. VsCode, also known as Visual Studio Code is a code editing software that

provides support for finding errors in or debugging, running the code, and also controlling what version of python you want to use. I plan to use Python in VsCode to create the choose your own adventure game.

The design psychology part of the solution requires the understanding of how the human mind would react to certain visual designs. For example, each different color makes you feel a certain type of way. Red is seen as a color that represents strength, power, and dangers. The color yellow is seen as happiness or joy. The color Black is associated with death and grief. When my audience plays my game I would want them to feel a certain way when playing different parts in the game. In the beginning, I want them to feel joy by using yellow. In the middle of the game, I would want them to feel a sense of danger, so I would use red. Then at the end of the game, I want them to feel grief towards the character they're playing as.

#### Part 5 Commercialization Assessment of the Overall Plan:

Problem: Anxiety Disorders are the most common mental health disease in the U.S. Over 40 million U.S adults have this illness, but 63% of people with this illness don't seek treatment. According to the CDC (2021), "For children, 4.4 million have been diagnosed with some type of anxiety disorder and the possibility of there being no symptoms is likely." Assuming that 63% of 44.4 million don't seek treatment, then an estimated 28 million people could be potential customers. Not only people with anxiety disorder can learn about it. Young children who might suffer from it, later on, could also be potential customers.

Proposed solution: The solution is a video game that follows the story of a high school student with anxiety disorders. The users playing the game will make different choices based on what they think is the best course of action. As the user plays the game they will see what the main character has to go through and will give them needed information about anxiety disorders and the seriousness of not getting help for it.

While the user is using the product I want them to experience all the 5 E's. The 5 E's are Entice, Enter, Engage, Exit, and Extend. These are what the user will experience when using the product, I will entice the user to use my product, the user will enter the product, the user will be

engaged with the product, the user will then exit the product, but then the user will come back to the product, extending its usage.

Target customers and intended users: The Targeted customers are high schools, colleges, and people who are new to work. The main focus would be on schools that have a high failure rate. People's anxiety disorder could play a huge part in that.

Competitors: There is only one big competitor and that is Eric Barone the creator of Stardew Valley. A very popular game that is made to help treat social anxiety disorder. The main competitors would be small or solo indie developers. They are developers who make the game in small groups or by themselves since anxiety disorder video games are not a top seller genre.

Customer value proposition & competitive advantage: My Game focuses on what is an anxiety disorder and how it is terrible if left untreated. Most of these types of games just want to help calm down your anxiety disorders instead of showing how dangerous it could be. I also want to focus on making it more understandable for the younger audience. If parents or teachers see my game, they could buy it for their children or students to know they could understand it and it's not inappropriate for them.

Principal revenue streams expected: My product would be free. I would rather have more people have access to the game instead of having fewer people buy it but make a small amount of money. I have 2 goals for the beginning. The first goal would be 5% of potential customers knowing about the product. The second goal is around 0.5% to 1% of potential customers using the product. For goals to be accomplished a good marketing strategy is a must. Advertisements would be best put on social media such as Youtube, Twitter, TikTok, etc. Another marketing strategy would be putting my game on steam, the biggest gaming platform right now. Millions of people find different types of games every day and since this game is free they would more likely try my game than any other. The only problem with this is that it cost \$100 but this could easily be solved. Starting a business for this game is free, the only thing needed is a name for the game and a name for the developer, which is me.

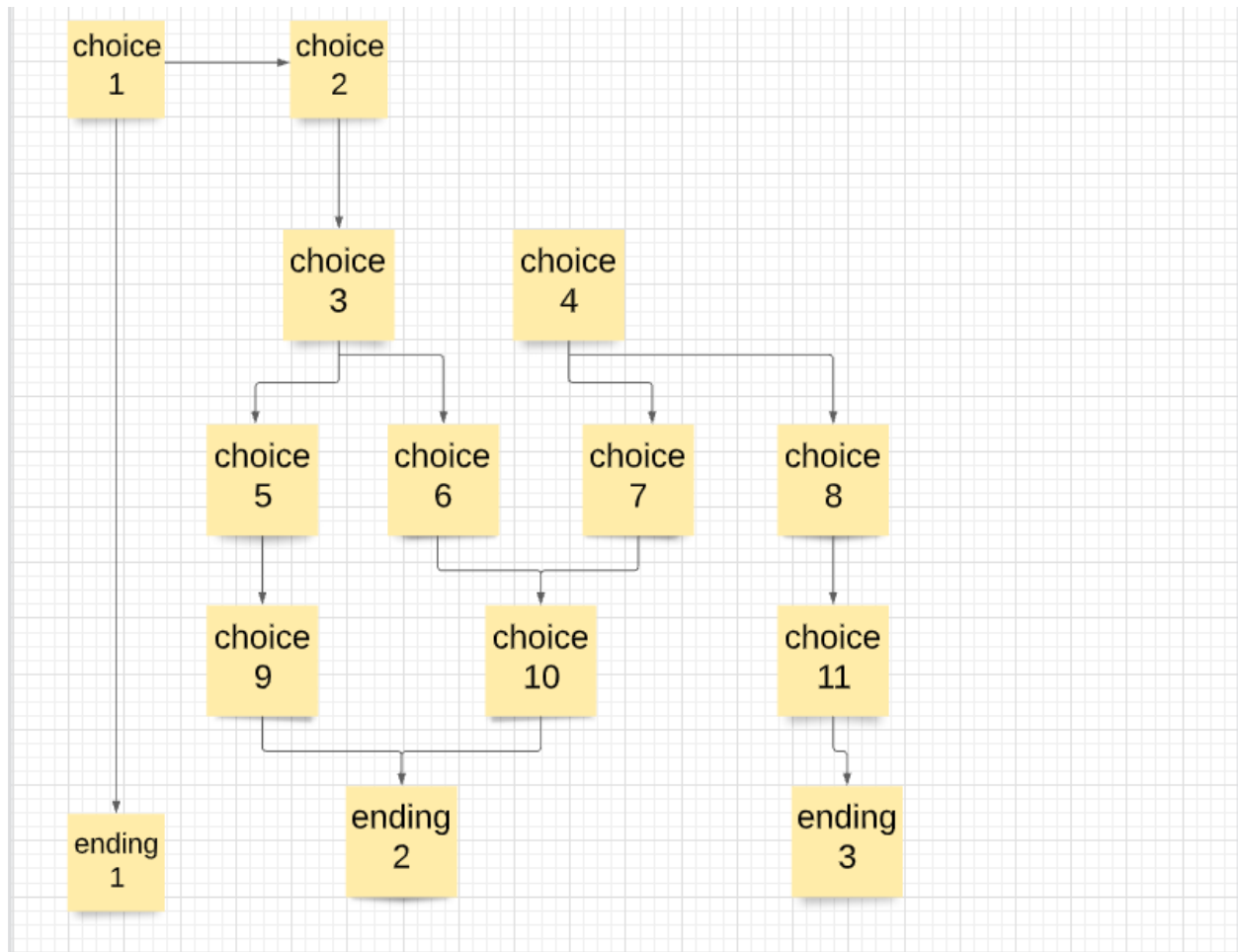
## Part 6 Science and Technology Proof of Concept

Review and assessment of the scientific literature: A health care company called Take This inc, which educates any video game developer on how to portray mental health in video games was interviewed on how video games that explore mental health issues will help immensely at shining light on mental health. “Mental health is becoming a more central narrative in our culture, with greater efforts to normalize mental health challenges,” said Eve Crevoshay, executive director of Take This. Video games are now one of the biggest ways to alleviate anxiety disorder and explain its seriousness.

Hypothesis: If I create a game that shows the life and consequences of someone dealing with anxiety and making different choices in regards to it, then players will learn the importance of seeking help for mental struggles, as well as better ways to cope with anxiety disorders themselves.

Design-based discussion: The setting of the game will be in a fictional town called Westray. The time period would be in the present, October 2021. The main character that the users will use is named Baron. To start the game you are given an option of getting out of bed or staying in it. Even though the first set of choices is saying do you want to play the game or not the choice is something 50% of people with anxiety disorder have to make every day. That is what this whole game is about. Every choice the user makes in the game is a decision people with anxiety disorder have to make every day. When the user makes the tough decisions for the Baron, they would start to understand the struggles of anxiety disorder and seek treatment or help someone else seek treatment.

Flowchart:



This is a flowchart of all of the options within my game.

Video game preview:

```

1  answer = input("Will you get out bed? (yes/no)")
2
3  if answer.lower().strip() == "yes":
4      answer = input("You stop the alarm clock, get ready for school,
      then you head out the door. Do you take the shorter but crowded
      route to the left or take the longer but rarely anyone there
      route to the right").lower().strip()
5
6  if answer == "left":
7      answer = input(" As you're walking to school a group
      classmates you reconize walks up to you. Do you interact with
      them? (yes or no)")
8      if answer == "Yes":
9          print("They ask if you will vote them in for students
          council. you nod your head and said sure as you countinue
          your walk to school")
10     else:
11         print("You pretend that you didn't see them, put your head
         down, then hurried past them. As you walked by them you can
         hear one person from the group say (That guy always acts
         weird, that's probably why he's always alone).")
12
13     if answer == "right":
14         print("As you're walking to school in a quiet slightly shaded
         backstreet you notice a person walking about 30 feet behind
         you. They're tall and wearing a dark color. Do you (run) or
         continue (walking) At your normal pace")
15         if answer == "run":
16             print("start running as fast as you can without turning
             back")
17         if answer == "walking":
18             print("You both stand next to each other at the crosswalk.
             When the light turns green you both walk across. After you
             both walk across and make a right turn.")
19
20

```

This is the first set of choices I made using python

## Part 7 Acknowledgments:

I am greatly thankful for the one person who helped me succeed with this project,

- My teacher Metcalf helped me get through every part of this project

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