

# SAILORS IN MOTION

A persuasive game to stimulate physical exercise among employees with low socioeconomic status

## ABOUT

The aim of this graduation project is to increase physical exercise of employees with low socio economic status (SES) by engaging them in a health intervention. Individuals with low SES often negatively influence their health by having an unhealthy lifestyle. This lifestyle causes the individual problems and non-communicable diseases (NCD), which causes a shorter life expectancy and being ill makes it harder to participate in work activity.

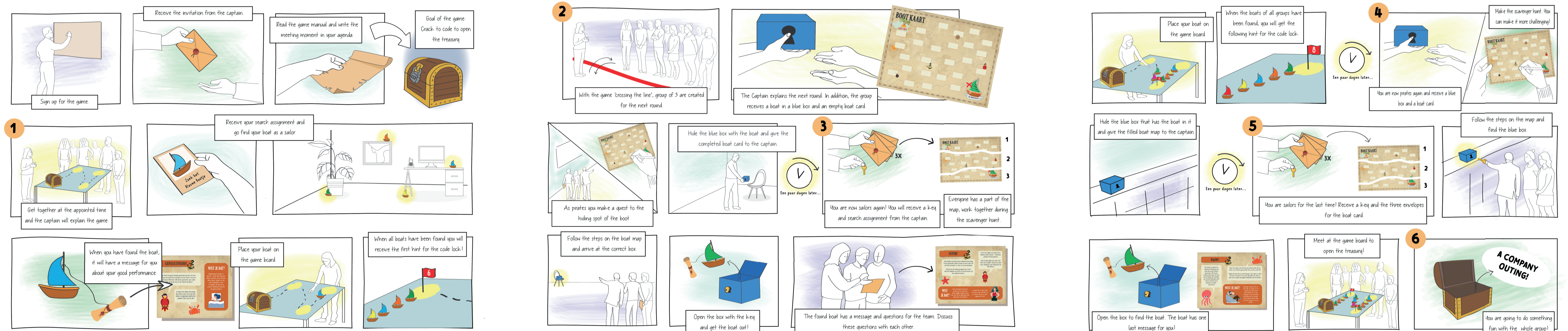
To increase the physical activity of the employees, a persuasive game was designed to be played at DZB. Persuasive game design is a tool to motivate people to perform certain behaviours in a game experienced world, which can be beneficial to them in the real world. The physical activity experienced during the game can motivate people to perform the desired behaviour in the real life.

## A QUEST WITH DISCOVERY, HUMOUR AND FELLOWSHIP

Sailors in Motion is a game where boats are hidden and searched for throughout the building of DZB in a scavenger hunt with treasure maps. Making and following these maps stimulates the player to walk around at DZB. The game is all about discovering new places in the building, which is done together with colleagues. Additionally, the game includes joyful elements. During the journey, health messages can be found, meant to educate the player about the benefits of physical activity.



## SCENARIO OF USE



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Design for Interaction

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