

Bord Game "Don't forget your feet"

Development status

Phase 4

The transition from the prototype to the final and fully functional form. At this stage, the prototype is already fully tested, or the technology is certified and ready for mass deployment.

IP protection status

Community industrial design
015005226-0001

Partnering strategy

Collaboration, licensing



Institution

 Univerzita Tomáše Bati ve Zlíně
Tomas Bata University in Zlín

Tomas Bata University in Zlín

Challenge

The educational package of games "Don't forget your feet" deals with the issue of feet, describes their function, how to take care of them, how to wear shoes and is thematically linked to the illustrated book "Don't forget your feet". The motivation for the development and commercialisation of the output - a package of games with this theme - was the fact that this is a contemporary population problem in Czech society. In the Czech Republic, musculoskeletal disorders in adults are the second most common cause of long-term disability and account for 18% of all cases of disability with an average duration of illness of 2 months. The average length of hospitalisation is one of the longest, with an average age of approximately 50 years (data source: ÚZIS). The causes of this condition should be sought as early as childhood, when muscular imbalances develop due to improper loading of the musculoskeletal system, leading to postural disorders".

Description

The issue of foot deformities and functional problems is addressed by podiatry, which takes care of foot health and prevention is significantly reflected in the health of adult feet. The illustrated book thus offers children the opportunity to change bad habits in childhood and avoid problems in adulthood. It focuses primarily on the acquisition of habits that promote proper foot development and the prevention of pathological changes. The 'Don't forget your feet' game pack includes a board game and a mobile game. The board game uses selected themes from the educational tale "Don't forget your feet", which are designed in a board game environment. The essence of the board game is the movement of the pieces in the given environment and the performance of theoretical and practical tasks on the acquired stations. The theoretical tasks are based on the individual themes of the book focusing on feet, the practical tasks are exercises and movement activities from the book. Two levels of difficulty of the tasks are proposed (for preschool children and for children of the first grade of primary school). The board game is primarily designed for elementary school students and for preschool children with their parents. The game includes a game plan, 9 pieces representing illustrated

characters and animals from the book, 4 x 25 game cards with theoretical and practical tasks to practice knowledge and skills related to foot care, tokens with stars for variant B, game rules (variants A - E), manual for practical and theoretical tasks, storage box for the board game. The mobile game is designed as 3 mobile games, the order of which the player can choose: - Sidewalk: the player chooses one of the sidewalks according to what is on the sidewalk, chooses from surfaces that can and cannot be walked on, surfaces move against the feet (i.e. imitation walking), keeps accelerating - Find the differences - player sees two almost identical pictures and looks for differences between them (2 - 5 differences) - Pexeso - uses illustrated pictures from illustrated books and board games Depending on the time results in each game, the player receives a reward of a piece of clothing for their "character". In the rewards section, he can then dress his character, change clothes and various changes or choose tasks to practice (the tasks are used from the board game). It is expected that the mobile game will be accessed by a QR code placed on the packaging (outside or inside) of the board game.

Commercial opportunity

Application in the areas of supporting children's education in the area of prevention and the emergence of pathological changes in the legs and to support regular exercise and movement. The game pack is currently subject to licensing negotiations. Target groups: B2C market: a) the primary target group is children aged 4 - 6 and 6 - 8 years whose musculoskeletal system is still developing and prevention still makes sense (statistics show a high market potential - in the school year 19/20 there are 374,800 children in kindergartens in the Czech Republic, 318,500 children in kindergartens older than 3 years, 108,000 pupils in the first grade in the Czech Republic), b) secondary target groups are parents of children, state and private kindergartens, children's centres, or libraries. The B2B market target group consists of publishers in the Czech Republic. The whole set is primarily intended for children and teachers in kindergartens and primary schools, parents and the general public. However, it could also find its application in the healthcare sector. The creation of the book is a new and unique solution for the care of foot health and posture of the whole body. The reader can thus be one step closer to a healthier lifestyle and reduce subsequent problems with the structure and posture of the body.