

PROPOSAL

1. OVERVIEW

Net Solutions (<http://netsolutionsindia.com>) is an innovative Digital Agency located in Rajiv Gandhi Technology Park, Chandigarh. Keeping in view the aims and objectives of the Digital Open Call, we are presenting a proposal to create an animated mobile application which gamifies poetic works in the English language. In doing so, we are enabling a modern audience to engage with literary content in a more approachable format.

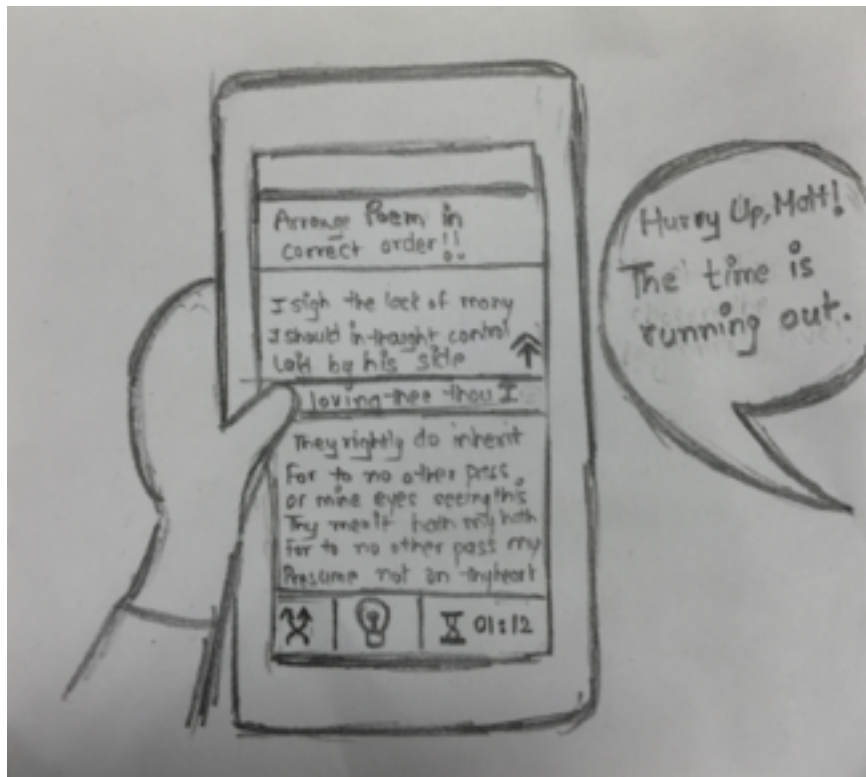
For example, Shakespeare's poems will be one of the collections utilized, as he is a well-known literary figure in India whose works are taught in Schools, Colleges and Universities across the nation. The goal of this Digital Open Call is to promote a literary culture, as well as spark creativity within young minds. Since India has a deep-rooted lineage of poetry of its own, it is only natural that we wish for great poetic works of history to be better recognized—especially in a fun and accessible way.

We believe that in order to create interest among the younger, digitally-savvy audience, it is critical to utilize a popular channel like mobile phones. It is also important to incorporate competitiveness, shareability, and recreation within this context, so as to generate the most appeal.

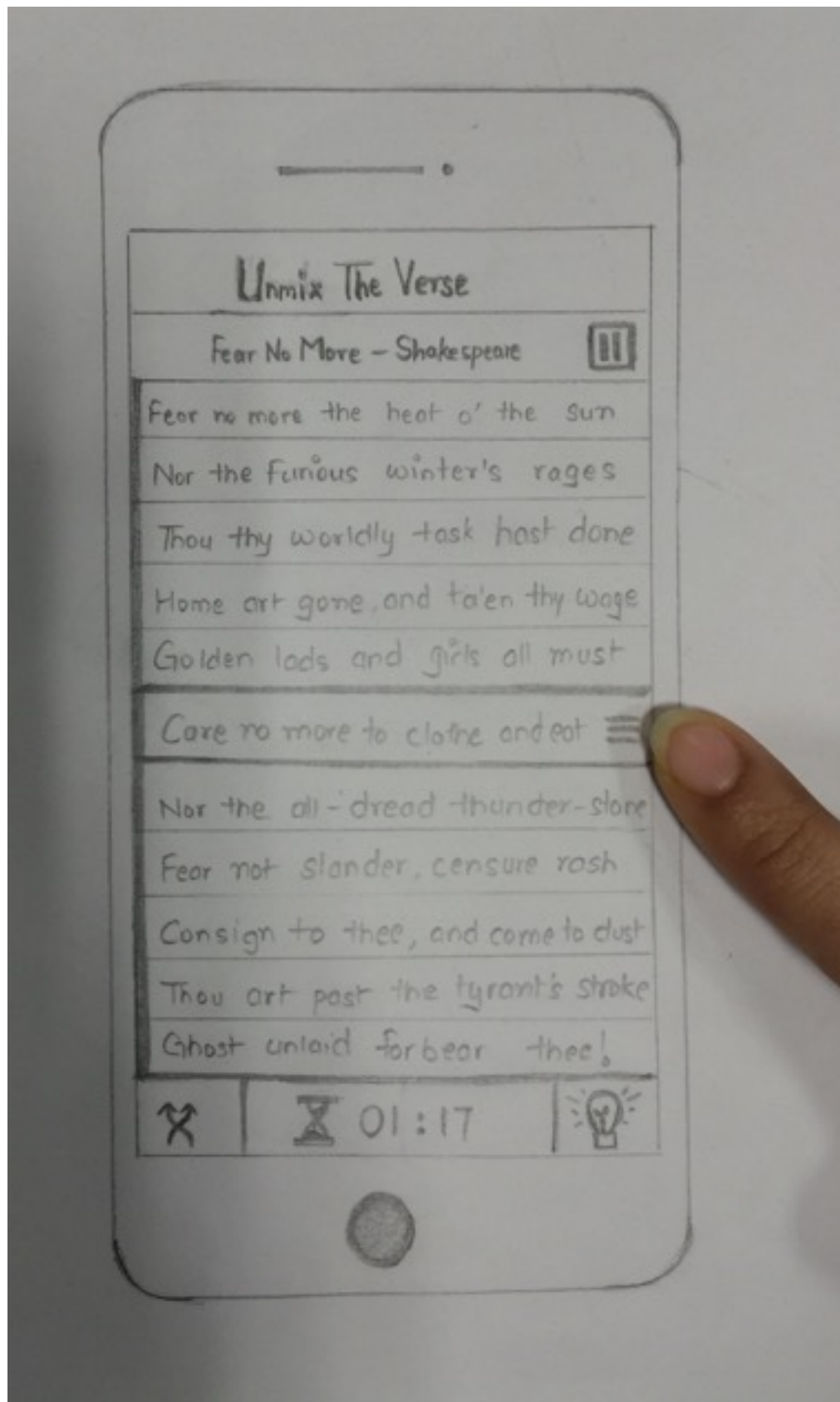
This document presents the concept in brief, as well as a proposal to develop the application.

2. CONCEPT BRIEF

Our concept is to bring notable poetic works in the public domain to a digitally-savvy, socially-oriented target audience. We propose to do so in an engaging way by presenting the work in a form of a mobile application. The number of smartphone users in India is expected to reach over 204 million by the end of 2016. Not only would an app be highly accessible for these mobile consumers, but it would also be an effective way of presenting great poetic works to the user in a gamified manner.



The proposed game is called “Unmix the Verse,” and was inspired by modern trend of DJs breaking down and mixing different musical elements together in order to form a cohesive whole. “Unmix the Verse” consists of an exercise where the person playing is given one selection from a poem to read for a short time period (e.g. five to ten seconds). After the time period has been exhausted, the snippet of content is removed, and the player is then given the same passage in a mixed-up format. It is up to the player to reorganize the content in the correct order to the best of his/her memory—and literary—capabilities. Each segment of the poem can be easily moved around via the touch screen.



After the activity, the person will then be scored based on how accurate their recollection was. There will be a maximum amount of points allotted at the beginning of the exercise, and upon completion, points will then be taken away for each mistake. There is also a “hint mode” in the bottom right of the app that, if utilized, will give subtle clues to the player on how to correctly organize the lines (but would take away points from the player during that round). This game can be played alone as an educational tool, or head-to-head.

Head-to-head matchmaking, however, is where the focal point of this concept will be. Head-to-head play can be between random people, or through organized friend lists where players can individually select which of their acquaintances they wish to go up against. This ensures a competitive atmosphere, while also giving the user the pleasure of playing against their friends for bragging rights.

There are additional elements incorporated into the game that expand upon the entertainment aspect. First, three degrees of difficulty will be utilized: easy, medium, and hard. For each degree of difficulty moved up, there will be a smaller amount of time the user has in order to view the poem before unmixing it. In addition, the length of the poem in the activity will also increase.

The greater the difficulty, though, the greater the possible points the user can earn. There will be both local and global leaderboards which keep track of whose career score is the highest. After earning a set amount of points (100, 500, etc.), the player’s “level” will also increase. Not only will the player move up in rank numerically, but they will also earn accolades such as “Poet and Didn’t Know It,” “The Biggest Lyrist,” “Master Rhymester,” and others.

The entire game will bring competitiveness and a fresh perspective to the art of poetry. In addition to the head-to-head and ranking aspects, there will also be opportunities for shareability. There will be a “share button” at the bottom left that can be accessed at any time, in or out of a game. The share button has many different capabilities. These include tasks like posting a high score on a Twitter or Facebook account, sharing the latest ranking that one earned, or even posting a selection from a poem that one found personally meaningful. All of this encourages not only a communal atmosphere, but an engaging one. Our goal is to entertain, while at the same time helping to shape young minds by promoting an interest in literature.

3. PROMOTION

This app will be promoted through various means through the digital marketing spectrum. Our primary concern will be resonating with the young millennial demograp-

hic—ages 18 to 34—who are digitally-native and whose primary means of obtaining/sharing information is social media. Nearly 60 percent of the current Indian population is a millennial (about 700 million people).

Chief among these methods will be promoted tweets and Facebook posts, to inform users of the game and generate interest. In addition, players will be able to post snapshots of games (in progress or completed) on platforms such as Twitter, Facebook, and Instagram. There will also be share buttons within the app which will be able to share scores and game statuses on demand.

The application will also be promoted through the vast network of British Council libraries. Possible promotions include the ability to scan a QR code on posters/leaflets in order to download the app directly, as well as free access to a collection of poems included within the game.

