



Helping scientists communicate pandemics

OBJECTIVES

Scientists from Babraham Institute were looking for new ways to communicate pandemics to the public. Through their research, they had gathered innovative insights on how infections spread, and aimed to use this to engage young adults on COVID-19 pandemic and vaccinations. The product had to be developed in 8 months, for fixed budget.

SOLUTION

Game Doctor worked with Babraham Institute to translate their research into an engaging game. Powered by their data simulation we designed Virus Fighter, a strategy web game accessible to students and general public.

The game was designed using our proven process for development involving co-creation sessions, MVP validation and agile game development. The game was developed on time and on budget, helping Babraham unlock further investment.

BENEFITS

Engagement

Improved engagement in students compared to original resources used by client

Retention

Improved retention in students and players, measured by Unity analytics

Funding

Success of project unlocked further investment from research and education partners

AT A GLANCE



Challenges

- Getting research into the community
- Developing game for fixed budget

Benefits

- + Engagement
- + Retention
- + Funding raised
- + Public Engagement Award



“Thank you to Game Doctor team for all your hard work on this project.

It is exciting to see this version of the game completed.

Public Engagement Manager

Babraham Institute