

## CASE STUDY

# Raising Awareness on Antibiotic Resistance

## OBJECTIVES

Scientists from University of Strathclyde were looking for new ways to raise awareness on antibiotic resistance. Through their research, they had been developing new antibiotics from ocean microorganisms to combat this challenge and wanted a product disseminate this work. The product had to be developed in 12 months, for fixed budget.

## SOLUTION

Game Doctor worked with University of Strathclyde to translate their research into an engaging game. Powered by their research, we designed Doctor Dirt - a simulation game on antibiotic discovery. Players search the oceans and environment for new antibiotics which they test in the lab.

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.

## BENEFITS

### Reach

500 weekly players for British Science Week 2021 from >10 countries worldwide

### Awareness

Improved awareness on UoS research on antibiotics and AMR. New datasets collected for learning research.

### Risk Mitigation

Project completed to funder requirements, providing risk mitigation for University

## AT A GLANCE



### Challenges

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

### Benefits

- + Reach
- + Awareness
- + Risk Mitigation



It was a pleasure to work with Game Doctor, the project ran smoothly.

We are delighted with the final game, which is engaging and fun and fits our target audience.

**Professor Paul  
Horsley** of Strathclyde