

# MIT ESSEN SPIELT MAN



A CARDGAME ABOUT SUSTAINABILITY  
BY EMMA MENDE

Design by Emma Mende

Supermarket of the future

Prof. Ineke Hans  
KM Maciej Chamara

Department of Product Design  
Winter Semester 19/20  
Universität der Künste, Berlin

# CONTENTS

starting points .....	4
the idea .....	6
sketches and notes .....	8
final design .....	10
the process .....	14
a new system .....	16
final prototype .....	18

# STARTING POINTS

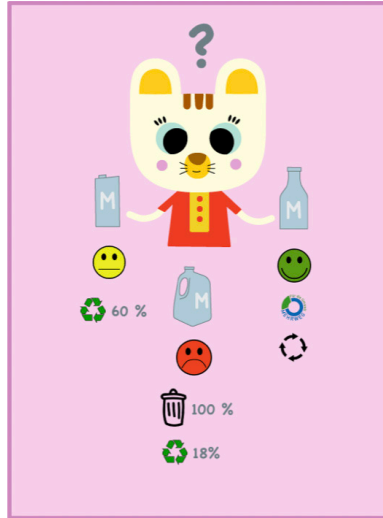
When we started this project SUPERMARKET OF THE FUTURE I kept thinking that the ones who will shape the future are the children of this generation. So I wanted to focus on designing a project to help children understand and learn about the impact of foods, supermarkets and how to shop sustainable.

There were a few different ideas, like creating gadgets for children to use at the supermarket or to work with visuals for them like posters. I thought about generating various challenges that would animate children to think more sustainable when it comes to groceries.

thoughts on  
building a  
sustainable small  
supermarket for  
children →



visualizing  
- posters  
- cards  
- books  
etc



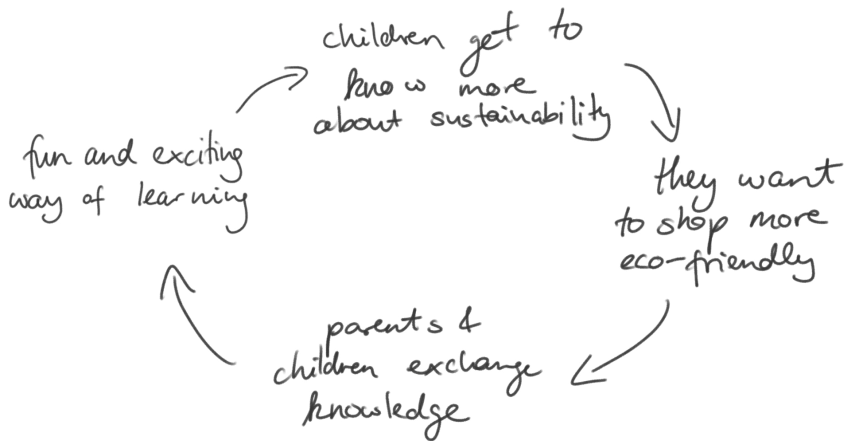
gadgets to use  
at the supermarket  
like a scanner or  
a special  
trolley



# THE IDEA

Then I decided to create a card game that revolves around sustainability and health in relation to groceries and the supermarkt in general. For me it had to begin and end within the supermarket. A game that you can get in the supermarket and that resembles it so that children can learn about sustainability at every step and so that they can also encourage their parents to shop more sustainable and healthy.





# SKETCHES AND NOTES

## Spiel / Quiz:

- Sammeln → mehr Nachhaltigkeitssymbole  
↳ Quarzteilbakterien → Trauepublikum  
= Nachhaltigkeits Quarzteil  
Thema: Verpackung!



- erhält ein ganzes Spiel am Ende

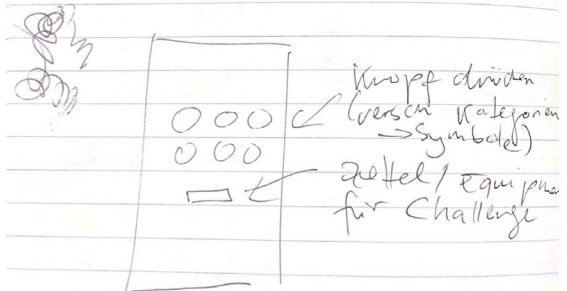
first idea ↑  
for a card  
game

## Challenges

- jede Woche / jeder Einkauf  
→ neue Challenge für Kids

Beispiel:  
Antomott am Anfang

thoughts  
about doing  
challenges

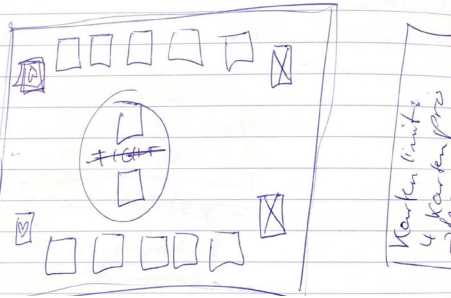




-Sammelkarten

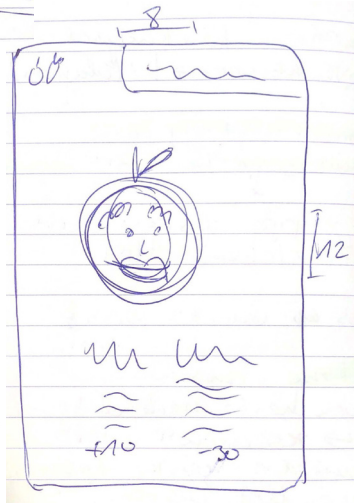
↳ mit oder ohne Spiel

Spieldesig KP 20 - ~~180~~ 180



ideas about the ↗  
set up of the game

first sketches  
of the card  
design →

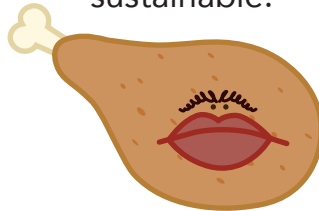
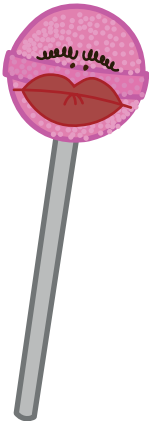
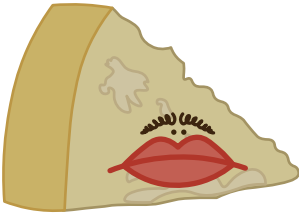
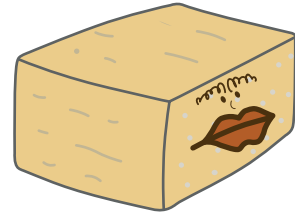
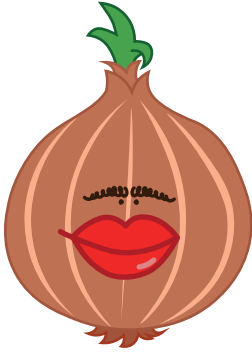


My first initial thought when I decided on doing a card game was to do a Quartets. The idea was to create a new Quartets with foods from the supermarket and categories like packaging, eco balance and healthiness.

After considering it for a while and doing some prototypes I decided this design was not the best idea because it lacked a new strategy and innovation. So I went ahead and focussed on creating a whole new card game about sustainability.

# FINAL DESIGN

## *characters*

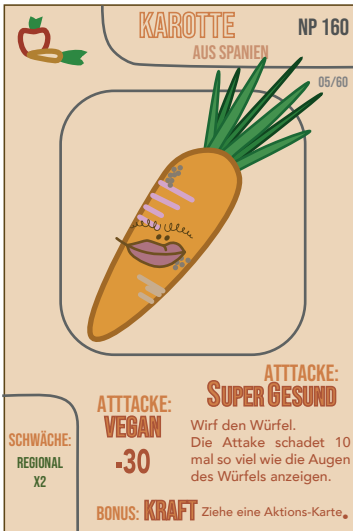


For my game I wanted to create a duel situation where different groceries in various food groups „fight“ each other. To prevent creating a game that feeds into unnecessary consume I also needed to invent a new system for supermarkets. My goals here was to have a reward system for shopping sustainable.



# FINAL DESIGN

## cards

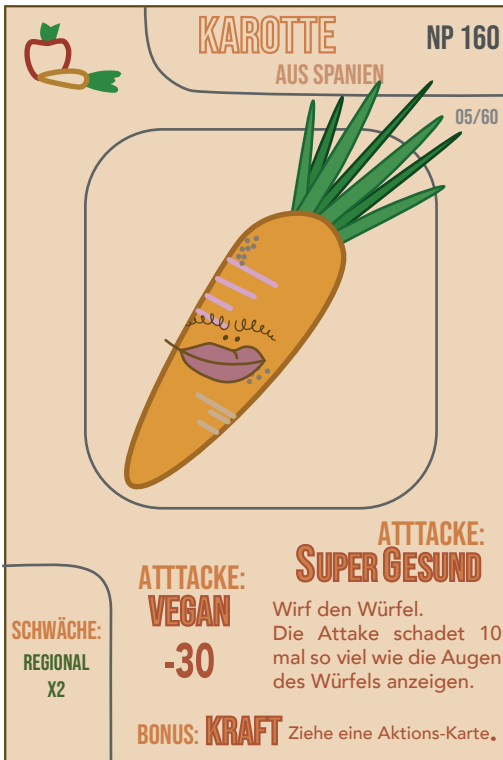


The different food characters are designed so that you can see their ecological value at the first look.

There are three different kinds of cards. Product-cards, booster-cards and group-cards.

# FINAL DESIGN

## product-cards



Probably the most important cards in the game are the product-cards that resemble the different foods and products in the supermarket. They each have a specific amount of sustainable points. These points show their worth, they are composed of several factors like eco balance, regionality, healthiness or if they are vegan.

They also each have attacks that resemble

their strength with which they can attack the opponents card and some have weaknesses. When attacked with their weakness it hits them twice as hard. Especially good cards also have bonuses that can be used once.

The goal of the game is to beat your opponents product-card using attacks and booster- or group-cards. Which can be summed up as action-cards.

# FINAL DESIGN

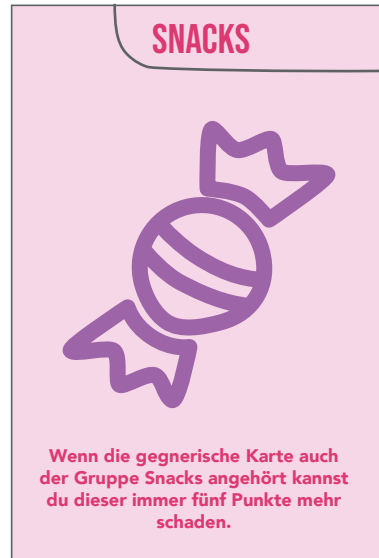
## action-cards

The action-cards are there to help your own cards in defeating your opponents product-card. Some of them are especially or only useful for a specific food-group.

The two kinds of cards (product- and action-cards) have different colors on their backs. The product ones are orange and the action-cards are pink. This way it is possible to distribute them into two different stacks when playing.

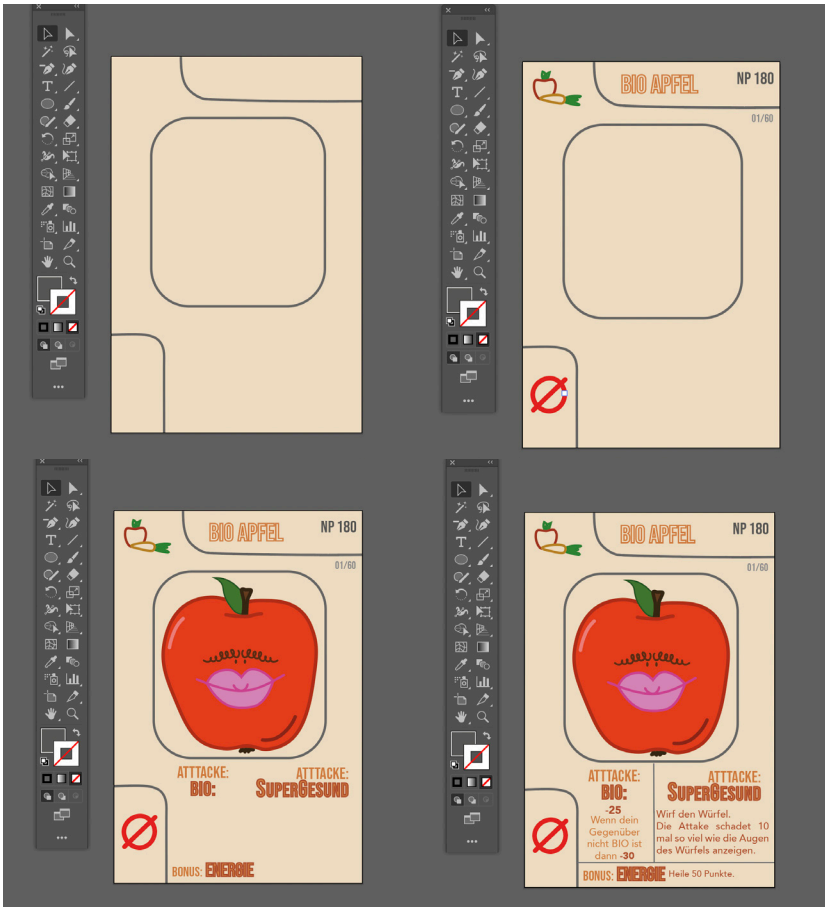
Also important for the game is a very simple chart that can be sketched out at home and a cube.

The goal was that if children recognize the foods that are the strongest in their game they will be drawn to that. Leading to a more eco-friendly and healthy purchase.



# THE PROCESS

I created all cards following a template I made in the beginning. It took a lot of research to find out about the different characteristics of the foods I used. I needed to evaluate which factors were from importance to me. The same goes for the action-cards.





When creating the packaging I thought of technique that would make them look professional. I 3D printed two frames that had a lot of grooves. I took the back piece of the packaging and three cards and brushed some glue on the edges. Then I took the front piece and put it on top. With a lot of pressure I hold the two frames together and the professional look was finished.

# A NEW SYSTEM



In the supermarket every product is marked with the symbol of the game. They have three different colors: Green, yellow and pink. Green is for „good“ products and will earn 3 points. Yellow stands for „okay“ and will earn 2 point. Pink is for „bad“ and will either earn one or no points at all. With this it is easy to understand for grown ups and children which foods are good for the environment or healthy and therefor will help collect cards.







When the products that were bought by the customer get scanned in at the cash register there is a notice for the cashier that shows how many card packs were earned by the purchase. The cashier will then hand these over.



# FINAL PROTOTYPE

*the packaging*





There are three cards in each pack. The packaging has a QR code on the back. That QR code leads to the game manual. On the front of the package is information about how many players can take part and the age recommendation.



# FINAL PROTOTYPE

*the card game*











**CONTACT:**

[e.mende@udk-berlin.de](mailto:e.mende@udk-berlin.de)

+49 179 2494595

