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Designing a Board Game for Introducing GERD Anxiety to Early Adulthood

"Uncovering mind-body synergy"

is the core idea of the board game "GERDXIE JOURNEY." Players are drawn into a story where a group of friends faces GERD Anxiety without knowing how to handle it.

By taking on these characters, players learn about the symptoms, triggers, impacts, and coping strategies, balancing physical and mental health to reach the finish line and win the game.

GERDXIE JOURNEY



Design Methodology using Tracy Fullerton's Game Design Workshop:
Playcentric (2024):

Data Collection: Conducted interviews with an internist, psychiatrist, and board game expert; distributed questionnaires; held Focus Group Discussions; and analyzed references & existing games.

Ideation: Brainstormed the big idea and developed moodboard, information architecture, flowchart, persona, user journey map, game concept, and rules.

Prototyping: Created low-fidelity paper prototypes to test game mechanics, followed by designing the logo, visual components, rulebook, and packaging. Secondary media includes posters, Instagram posts, a tumbler, pillow, and keychain.

Playtesting: Conducted alpha testing for content, visuals, and media evaluation, followed by revisions and beta testing with the target audience.

Evaluation: Assessed the game's fun, balance, completeness, and accessibility based on testing results to refine the final design.

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GERD Anxiety is a digestive disorder triggered by anxiety, causing stomach acid to rise into the esophagus and affecting the quality of life of those who experience it. A lack of understanding, particularly among young adults in their productive years with busy schedules, makes them more susceptible to anxiety and increases the risk of physical and mental health imbalances. This study aims to design an interactive informational medium in the form of a board game to help increase awareness and understanding of GERD Anxiety among young adults aged 18-24. The design method used is Playcentric, consisting of the stages of ideation, prototyping, playtesting, and evaluation. Data collection was conducted through interviews, questionnaires, and Focus Group Discussions (FGD). One of the challenges faced by young adults in recognizing GERD Anxiety is the lack of engaging and interactive educational media. Therefore, the author designed a board game that presents information about GERD Anxiety in a way that aligns with the preferences of the target audience. This board game is expected to raise awareness among young adults about the importance of prevention and management of GERD Anxiety in an easily comprehensible manner.