



03

Four to Score

Game-based Design | Habit-Building | Child-Centered UX | Behavioral Design

Problem

Urban kids weren't active. No space. Too much school. Screens everywhere.

Process

We started with research on behavior science (Fogg Model, TPB, Hooked model). Then, through surveys and interviews with over 80 parents and kids, we identified barriers and motivators. I co-led concept development, and we tested prototypes at Juhu Beach and in homes. Mid-fi and hi-fi prototypes were improved based on how children understood rules, moved through challenges, and asked to replay. I helped refine mechanics so the game could create habit-forming behavior while being easy to start.

Insights

Telling kids to exercise doesn't work. But playing with them does.

Insights Found -



















- Parents wanted kids to be active but struggled to pull them away from screens or study routines
- Kids had low intrinsic motivation to move unless it felt fun or competitive
- Many families lacked access to parks or safe open areas for outdoor play
- Children responded better to games with variety, surprise, and choice — not repetitive fitness
- Activities needed to work within small home spaces and short attention spans
- Parents were more likely to engage if the game felt simple, collaborative, and low-effort

Solution

A game designed for movement:

- Game Board + Dice – move to win
- Do It or Dodge It Cards – challenge and choice
- Family Play Mode – play with parents or friends
- Indoor/Outdoor Friendly – no extra setup

Game Board + Dice

	DO IT OR DODGE IT					
		DO IT OR DODGE IT			DO IT OR DODGE IT	
						

A simple grid-based format where each move leads to a physical task. Combines predictability with momentum to keep kids engaged.

Do It or Dodge It Cards



BALDEV

Physical activity



SANSKRITI

Yoga & meditation



BABA MOSHO

Dares



MYSTEE

Intellectual quests

Adds surprise and player choice. Kids feel in control while still being nudged toward movement.

Family Play Mode

Designed so siblings and parents can join in. Strengthens motivation through shared activity and low barrier of entry.

Indoor/Outdoor Friendly

Optimized for compact spaces and flexible use. Works just as well in a living room as in a park. – no extra setup

Key Thought

Designing for behavior change isn't just about motivation — it's about sequencing action, feedback, and joy into repeatable flows. The game was my way of prototyping habit loops.