

# Public Health | ROUTINE DEVELOPMENT

## THE WALK: PLAYER IMPACT GUIDE

Age 12+ | 2-4 sessions 30+ minutes per session

*“Our philosophy is that everyone wants to improve their health and fitness, but most people find exercising is boring, repetitive, and painful. Anything we can do to make exercise more exciting and fun is good for everyone.”*

-- Adrian Hon, CEO, Six to Start



### ABOUT THE WALK

“A bomb explodes in Inverness station, and you're given a package that could save the world. To stay alive, you'll need to walk the length of the UK.” *The Walk* is an immersive app that encourages players to stay fit by engaging them in an action-packed story. Players must physically move as their location is tracked in order to progress through the game. The fate of the world is in your hands. It all begins with a walk. For more information, visit: <https://www.thewalkgame.com/>

### THEME FOR THIS GUIDE: ROUTINE DEVELOPMENT

*The Walk* is a mobile app that engages the player in an immersive storyline as they are walking or exercising. This game focuses on developing routines for exercise and steadily improving physical health. *The Walk* encourages physical activity through the interactive and thrilling story the player is put directly into. The player starts the game in the middle of a terrorist attack and, as an agent of a secret organization, must deliver a package to save the world. This is all accomplished through the simple act of walking.

<p><b>WHY USE THIS GUIDE?</b></p>	<p>In this guide, we invite you to think about how games can help to develop healthy exercise routines. As you play <i>The Walk</i>, think about the way it encourages you to push yourself harder and develop a habit of walking regularly. Is <i>The Walk</i> effective in engaging you with the story and inspiring you to walk more?</p> <p><i>Answer the questions below and record your answers on a separate sheet of paper.</i></p>
<p><b>GAME BASICS</b></p>	<ul style="list-style-type: none"> <li>• Play the first episode of the game and listen to the story as you walk. What is your role in the game?</li> <li>• Tap on the marked locations on the map to scan the landscape. What are some of the locations you see? How are they relevant to the story?</li> <li>• If you didn't take the alternate route the first time, walk through the level again and find the collectible. What did you find and how did this affect your story?</li> <li>• Play through the second level. Was it harder to get through than the first? How did the story change?</li> </ul>
<p><b>THEME INSIGHTS</b></p>	<ul style="list-style-type: none"> <li>• What kind of change did you observe when walking the alternate path? How does this develop and push the player's exercise habits?</li> <li>• Look at the statistics menu in the game. How did these statistics change throughout your walks?</li> <li>• Do the achievements in the game encourage you to walk with the app more in order to complete them? Why or why not?</li> <li>• How does the action of the story affect your walk? Does the story entice you to walk more or faster in order to figure out what is happening?</li> </ul>
<p><b>WORLD CONNECTIONS</b></p>	<ul style="list-style-type: none"> <li>• In <i>The Walk</i>, players can view their walking activity statistics in the past week. Does keeping track of this data help players understand their own habits? How?</li> <li>• The Walk takes a normal task and makes it a new experience for the user. How does gamification help to make exercise more interesting to people?</li> <li>• Did the walking sessions feel more rewarding than walking regularly? Why or Why not?</li> <li>• Healthy exercise habits are tough to start for some people. Do these game-driven exercise sessions help these habits develop? Why or why not?</li> </ul>

**Bonus Challenge:** Play *The Walk* with a friend, either by sharing the app or playing the same level together on two devices. Walk together and discuss the story as it unfolds. How does walking with another person impact your walk? Share your experience on the Center for Games & Impact Facebook page at <http://facebook.com/gamesandimpact>.