

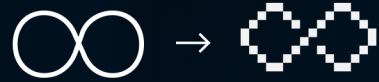
# DEGENERATION QUEST GAME

## IDEA

Moovit's "movement without boundaries" mission comes to life through **Degeneration Quest**: a gamification experience to build empathy for patients and caregivers, targeting Gen Z and Millennials. It could be launched at Milan Games Week

## GRAPHIC ELEMENTS

The Moovit logo turns pixelated, connecting the game with brand identity. Typography and colors reinforce this concept.



## HOW IT WORKS

Players cooperatively experience neurodegenerative diseases through VR. One player acts as the **patient** and the other as the **caregiver**, fostering empathy through shared challenges.

### THE UNSTABLE CITY



#### LEVEL 1

Players navigate a shaking environment where one experiences Parkinson's-like tremors while the other assists. Success depends on coordination and synchronized movements between both players.

### THE MEMORY LABYRINTH



#### LEVEL 2

Players have different views - one sees memories and objects, while the other sees current surroundings and exits. Success requires cooperation as they match past memories to present locations.

### THE BODY PRISON



#### LEVEL 3

One player simulates ALS progression with declining mobility and speech. The caregiver interprets their eye movements and synthesized speech commands.

## PICK YOUR CHARACTER



### TREMBLING JOHN

He represents **Parkinson's disease** with a constant tremor through his body.

### AMNESIAC JADE

Jade is a smart girl with **Alzheimer's disease**, but sometimes she forgets things.



### CARING PAUL

Paul the **Caregiver** will always help you, 24/7.



"TREMBLING JOHN AND THE AVATARS OF NEUROLOGICAL DEGENERATION. MOOV.IT SPEAKS THROUGH A GAME"



"THANK YOU MOOV.IT. AN UNFORGETTABLE EXPERIENCE"  
CORRIERE DELLA SERA

"FINALLY A SMART WAY TO TALK ABOUT NEUROLOGICAL DEGENERATION AND ENGAGE THE AUDIENCE"



"ALZHEIMER'S EXPLAINED TO GEN Z. HOW? THROUGH A GAME EXPERIENCE"  
VANITY FAIR



After completing the experience, visitors bring home a gift case featuring the game's title and the characters they've gotten to know while playing.