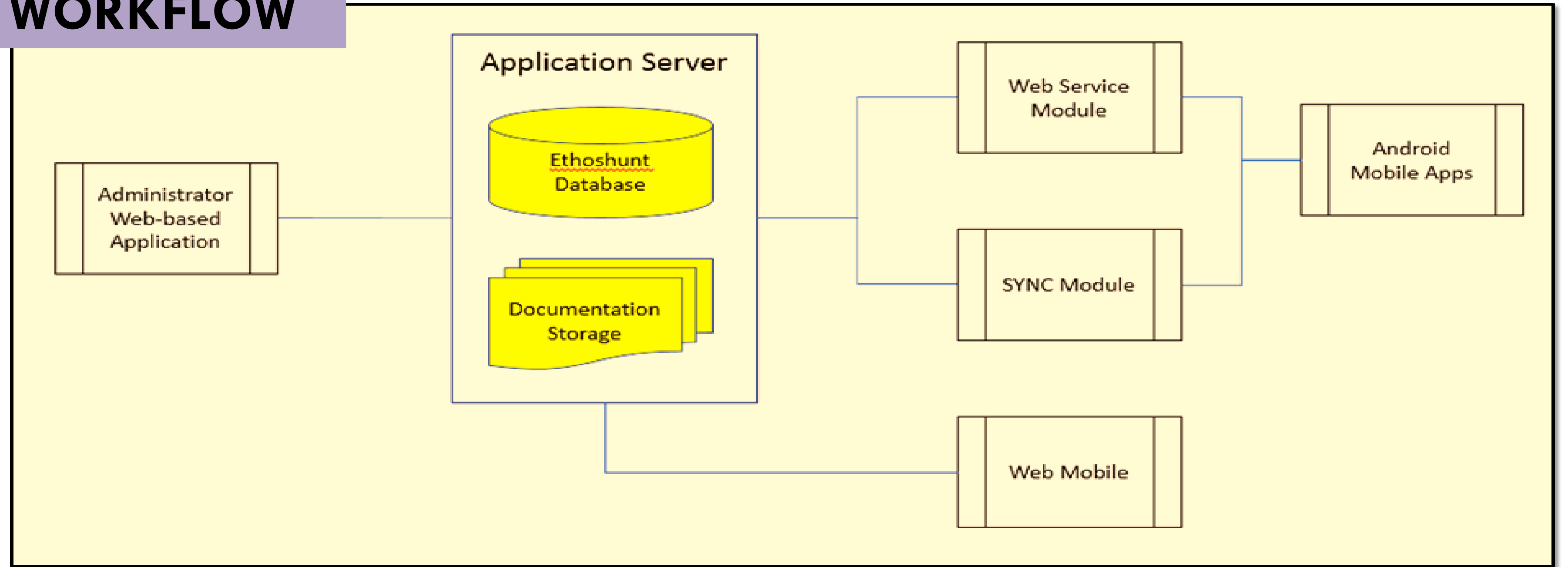


# Ethoshunt™ - A Fun Way of Learning

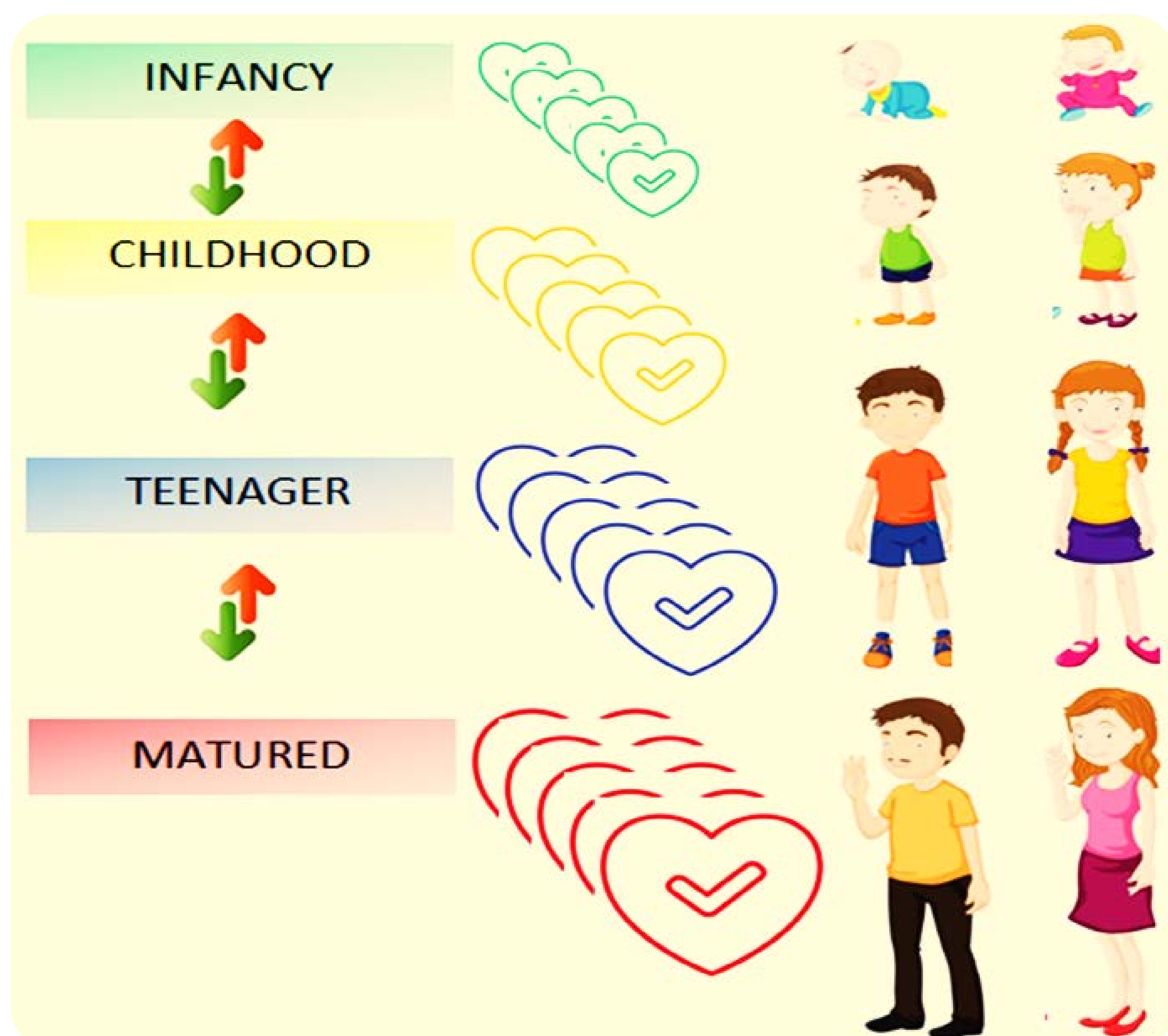
## MODULE WORKFLOW



## INTRODUCTION OF GAMIFICATION-BASED MOBILE APPLICATION

Ethoshunt™ is a gamification-based mobile application which functions as an apparatus and instrument for teaching and learning in educational field. It incorporates multiple game elements such as game dynamics, game mechanics, points and hints to encourage learning through entertainment. Ethoshunt™ is designed and developed through the understanding of game elements from traditional treasure hunt concept to foster more fun and meaningful teaching and learning

## GAME MECHANICS



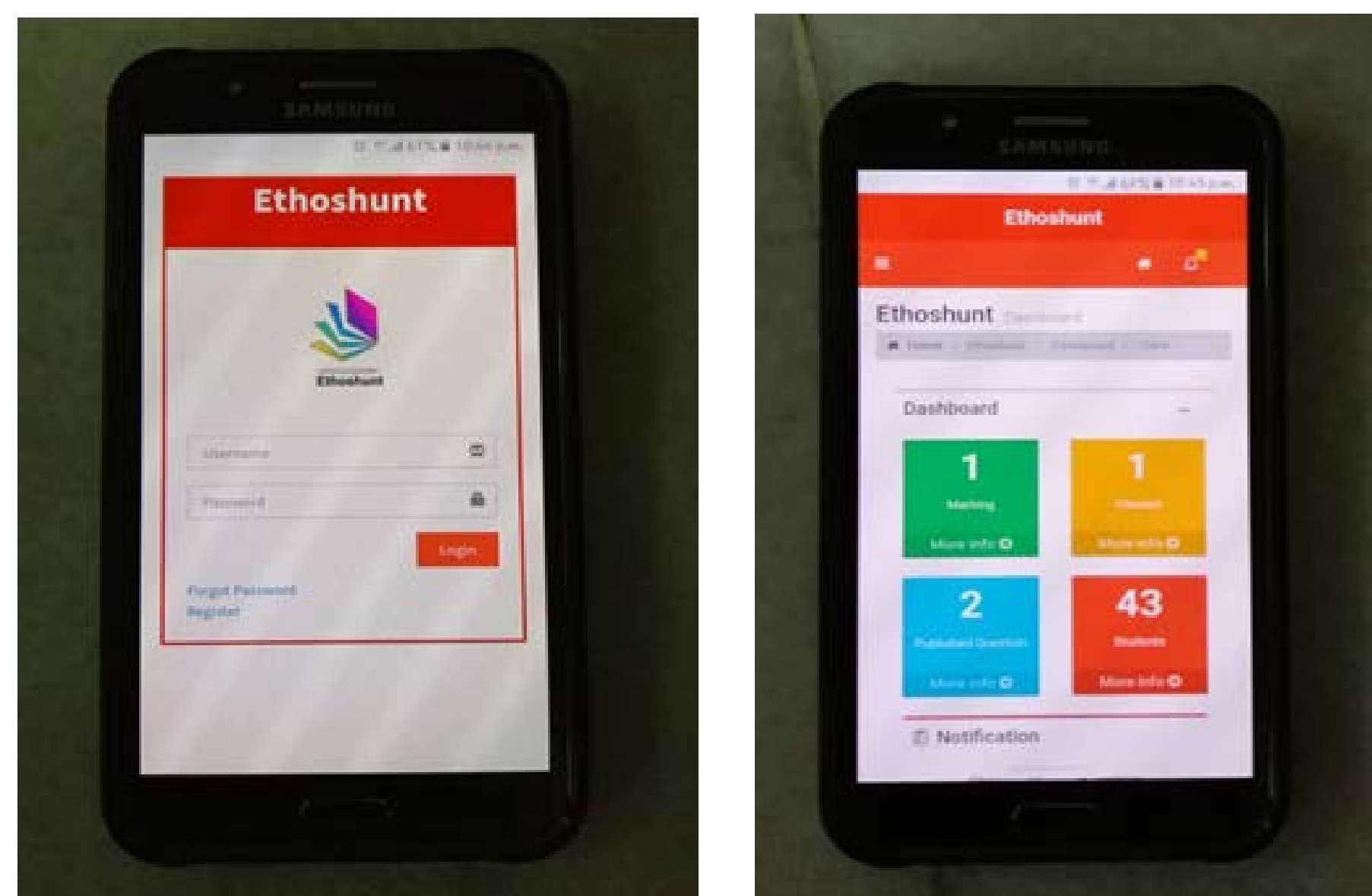
## MARKET POTENTIAL

1. Nationwide market (More than MYR 750K)
2. Worldwide multiple market

## CONSUMERS

1. Educators
2. Students

## INVENTION



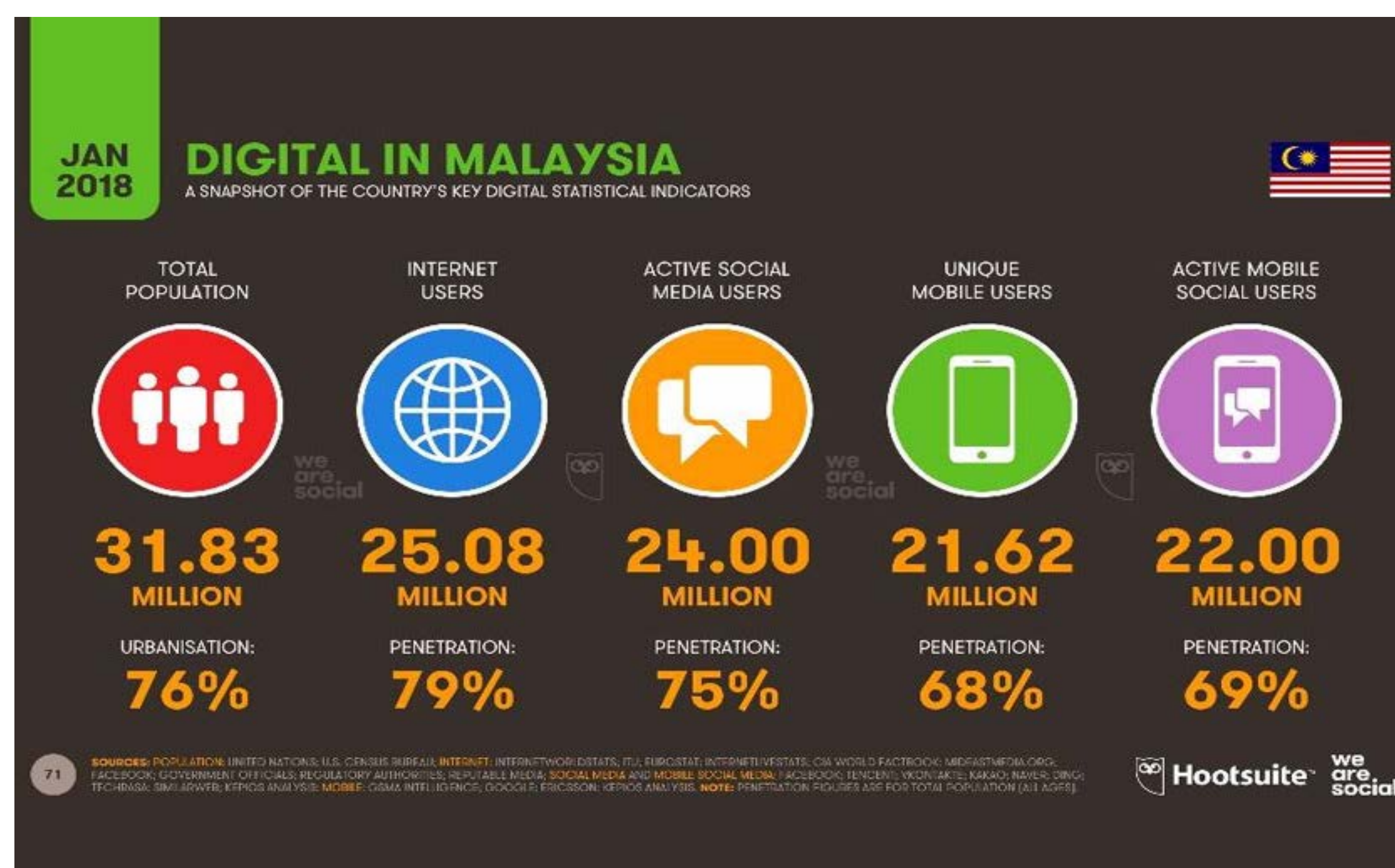
## HINTS

Course instructor sends hints relevant to the course content to students



## PILOT STUDY

A pilot study was conducted in a counselling ethics education course reported correlations among PE, EC, UE and MAU. Students' PE flourished more compared to EC and UE



Factors	Mobile Application Usability (MAU)
Positive Emotions (PE)	0.744**
Ethical Competency (EC)	0.686**
User Experience (UE)	0.614**

## ADVANTAGES

1. Gamification-based mobile application for educational field
2. A new teaching and learning method which integrates hidden information in virtual world which leads to creativity and instills critical thinking
3. Learn free through mobile application
4. Portable
5. Low energy and time consumption in teaching
6. Increases level of positive emotions
7. Improves academic performance
8. Reduces paper consumption
9. Promotes green printing
10. Easy to reach out students



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