

## **Serious Games and the Pleasure of Learning: The Whys and How of a Serious Game about Poverty and Social Exclusion**

Jan Van Looy

Frederik De Grove

Wim Wouters

### **Abstract**

This paper describes and explains the decisions that have been made in the conceptualization and development of the serious game Poverty Is Not a Game (PING). PING is 3D adventure game in which the player takes the identity of one of two youngsters, Sophia or Jim, who find themselves in a difficult situation. Sophia comes from a poor family and now that her grandma has moved to a home, she has to start taking care of herself. Jim fell out with his parents and decided to sell his motorbike and move out to the big city. The game involves finding your way around in PING city, find a place to live, work, education and perhaps even the partner of your dreams. The game can be played online in browser or standalone. The target audience is teenagers. The target context is school, as an introduction to a lesson about poverty.