



# An Integrative Process for Making Serious Games

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## Introduction

**Serious games** - designed for purposes beyond entertainment - face unique challenges: they must balance engaging game-play with objectives like education, social change, or awareness. Traditional frameworks often fail to clarify **how** and **when** to involve **stakeholders**, risking inauthentic or ineffective outcomes.

We propose an **Integrative**, iterative, multi-stakeholder **design process** for creating serious games structured into **3 phases**:

## Games developed using this process:



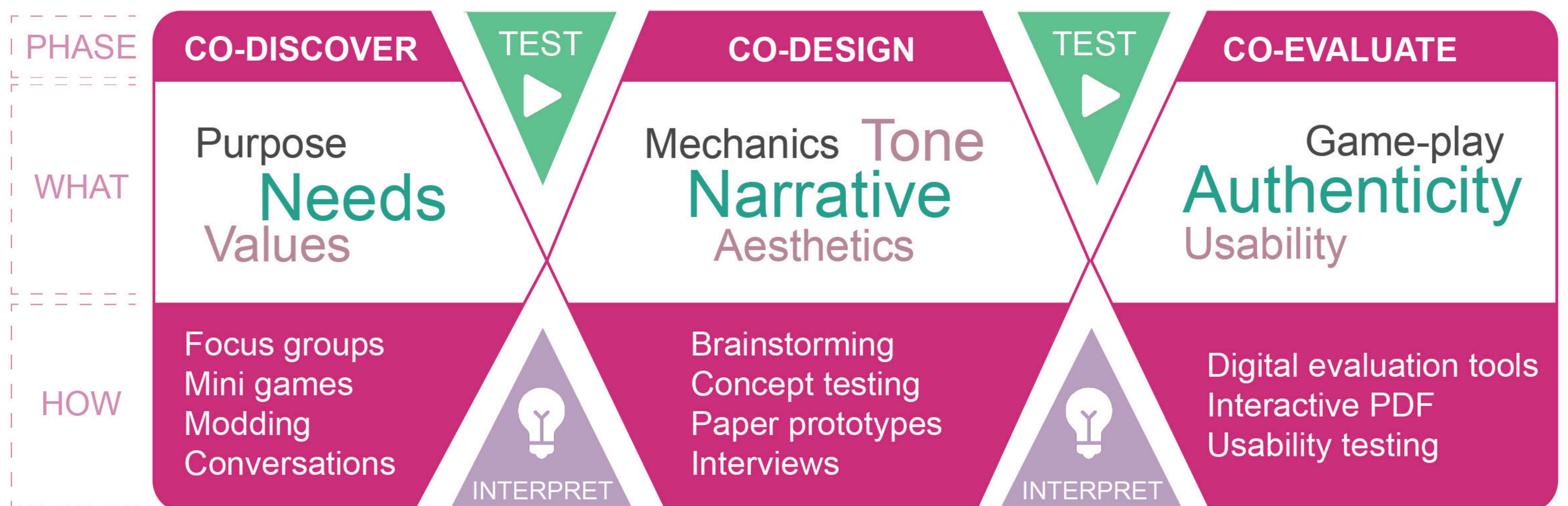
**T Cell Titans**  
Helping children understand cancer treatment



**Immersed in Conservation**  
Linking global purchasing habits to deforestation



**Built from Beneath**  
The city of Bath's history from multiple perspectives



## Conclusion

**Integrative design** offers a replicable framework for serious games tackling "wicked problems" like climate change, healthcare, and social inequality:

- Promotes shared understanding among diverse stakeholders.
- Ensures authenticity in addressing complex societal issues.
- Supports iterative refinement for impactful, engaging experiences.

echo Games

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