



# Your Handbook To Smarter Playground Data







Congratulations. You're now the proud owner of a Biba playground!

Biba playgrounds are the only playgrounds in the world that can generate evergreen data about what's happening in your community's play spaces by leveraging live data, national comparative benchmarks and on-going user sampling...and all in a way that's 100% private & secure.

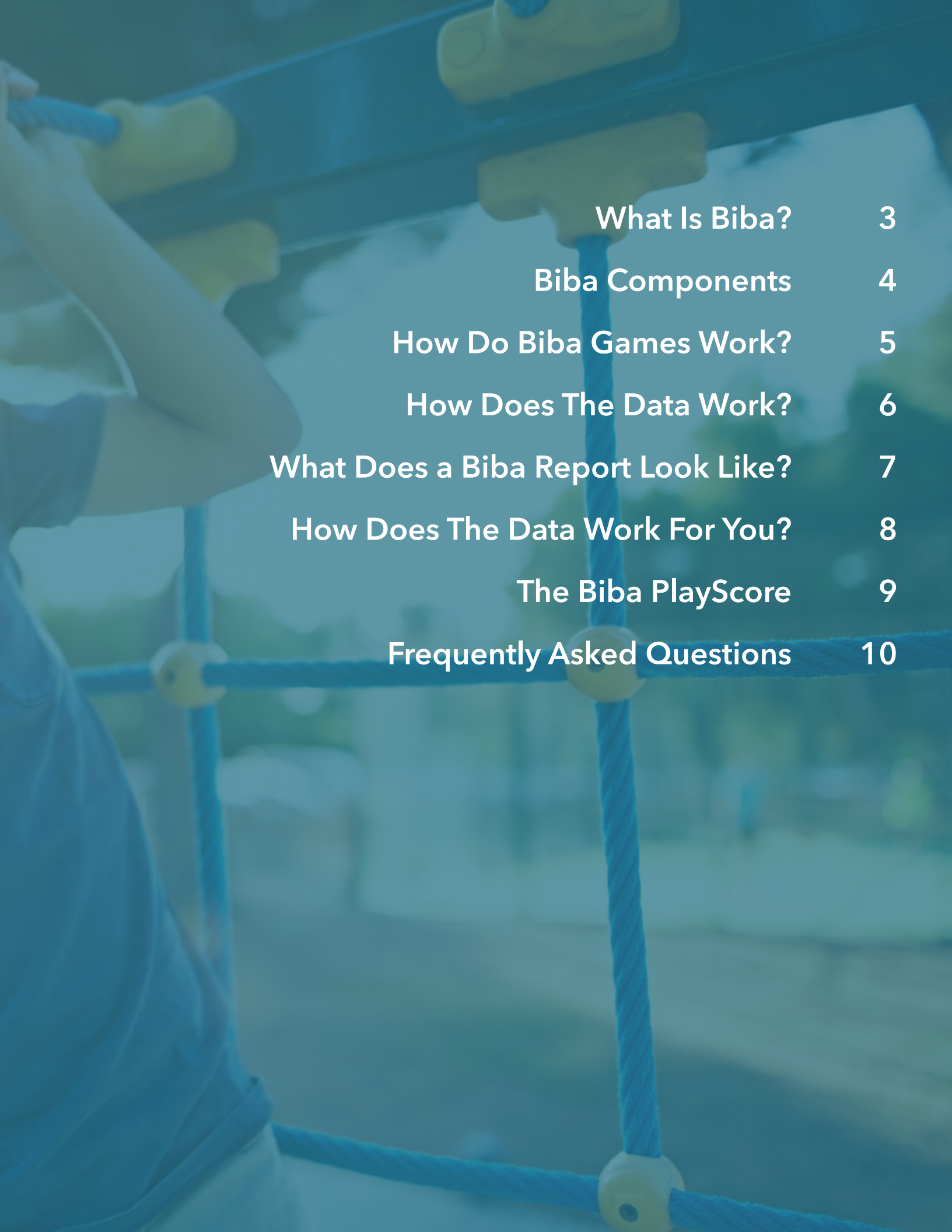
As you read through this handbook, you'll become familiarized with the features of Biba: a system that gives you the power to transform your playground data into ROI-driven insights, craft better programming, write tighter grant proposals and showcase the best features of your community.

Let's work together to turn smart play into even smarter data.

**Matt Toner,**  
**CEO**

A handwritten signature in black ink, appearing to read "Matt Toner", is placed to the right of the printed name and title.





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# WHAT IS BIBA?

Year over year, annual national surveys report a decline in physical activity amongst children and a corresponding increase in screen time. Biba addresses the problem of excessive screen-time in exactly this fashion, seeking to re-orient the screen-fixation of kids, towards healthy, outdoor play. While helping achieve these healthy outcomes, these games then collect a slew of data points around peak playground hours/days, physical activity levels of children playing and impacting factors on park attendance, all in a **COPPA** compliant fashion.

## So Why Biba Games?

We collect actionable data for park and playground owners that help you make key decisions around expenditures, maintenance and program planning for your parks. We accomplish this through a suite of digital, imagination-driven mobile games intended for parents to play with their 3-9 year olds on the playground: games which interact directly with the augmented reality markers installed on your equipment.

**Our product is research-driven.** Not only is our design philosophy rooted in years of research, but we have committed heavily to user-testing and field work with partners such as **PlayPower** and **Simon Fraser University**. Our findings, published in the **Journal of Child Health Care\***, strongly point to enjoyment of the product by kids and families, and confirm that kids truly get more active on playgrounds when using it. This makes Biba a benefit to families and to you.

**Only 14% of children aged 5-11 are getting the recommended amount of 60 minutes of moderate to vigorous physical activity a day**

**(ParticipACTION, 2017)**

\*Patten, J., Iarocci, G. & Bojin, N. (2017). A pilot study of children's physical activity levels during imagination-based mobile games. *Journal of Child Health Care*. Vol 21, Issue 3

# BIBA COMPONENTS

The items installed on your playground that facilitate Biba play include:

- Up to 6 augmented reality (AR) markers
- One instructional sign

Based on research and consultation with park owners, we have designed our system to be rugged and durable for the lifetime of your playground. There are no electronics or moving parts involved whatsoever. The markers themselves are designed to be easy to clean should they be defaced and all installations\* are ADA compliant in their placement at 4.5 ft from surfacing.

In fact, the system requires no updating what-so-ever. The only technology that will ever require updating are the games on the phones of the families who use Biba. This means that Biba components can be used in a whole variety of new ways just based on software updates to our game offerings. Simple hardware makes for evergreen technology.



**6 COLORED AR MARKERS**



**1 INSTRUCTIONAL SIGN**

\*If you have any questions about how your Biba markers or signage has been installed, please feel free to contact us at [info@playbiba.com](mailto:info@playbiba.com).



# HOW DO BIBA GAMES WORK?

Biba games are played with the parent as the referee. This means that the parent downloads the game and holds the phone through the entire game experience. This is not your heads-down Pokemon Go kind of experience—kids are unencumbered by the device, which means they are safe, devices are safe and physical activity remains the primary focus.

Our games are designed to be familiar to both parents and children, containing elements reminiscent of classic schoolyard games and common screen-based experiences. They're easy to learn and eminently social. All it takes is starting up a Biba game on a playground before you have an entire cluster of children playing along!

Finally, Biba adventures leverage the best part of being on a playground—imagination! Each of our games tap into common make-believe scenarios. For example, if a child is a car in '**Biba Drive!**', they're completing laps and stopping for repairs at a Pit Stop with the parent where they need to 'wipe their windshield' or 'fuel up' on the phone.

If a child is an archeologist in **Dino Dig**, they're squeezing through tubes and climbing up ladders to dusty dig sites where they can sweep, blow and chisel to unearth new bones on the phone. It's all about fun, imaginative game scenarios that naturally call for physical activity.



- Always FREE
- For iOS & Android
- COPPA Compliant
- 90/10 physical to screen
- Research-driven and field-tested
- Always in the hands of the parent

# HOW THE DATA WORKS

Means of municipal park data acquisition can range from expensive report commissions to less-than-ideal sample collection. But what if you could have access to data around how often playgrounds are used or which are the most popular?

Every time a Biba game is played, it lets us track a series of metrics, generating a statistically significant sample from which we can deliver reports on a monthly basis. On the right-hand side you can see everything we track—and this list is always growing.

We not only collect this data, but we cross reference them against available census info, crime stats and demography to get the best sense of your playground's usage.

While you will have access to basic reports about your playgrounds that tell you the key metrics around peak hours, days and weather impact, we will also be offering more robust reports that present a full annual analysis of all of your community's data and what it means to you.

## FULLY COPPA COMPLIANT

Finally, given all the data we collect, we as parents want to remain as responsible as possible in the capturing and handling of Biba data. As such, all of our data collection remains well within the confines of **COPPA** and **PIPEDA** privacy legislation. We never ask for or track personal information in our games and the games are always in the hands of the parent.

## Data Captured

Peak hours of usage

Peak days of usage

Weather Impact on session length/frequency

Wind Speed Impact on session length/frequency

Temperature Impact on session length/frequency

Activity profile for kids playing (measured against profiles derived through World Health Organization rubric)

Equipment reported on site

Condition of play site based on pop-up surveys

Preferred equipment by players

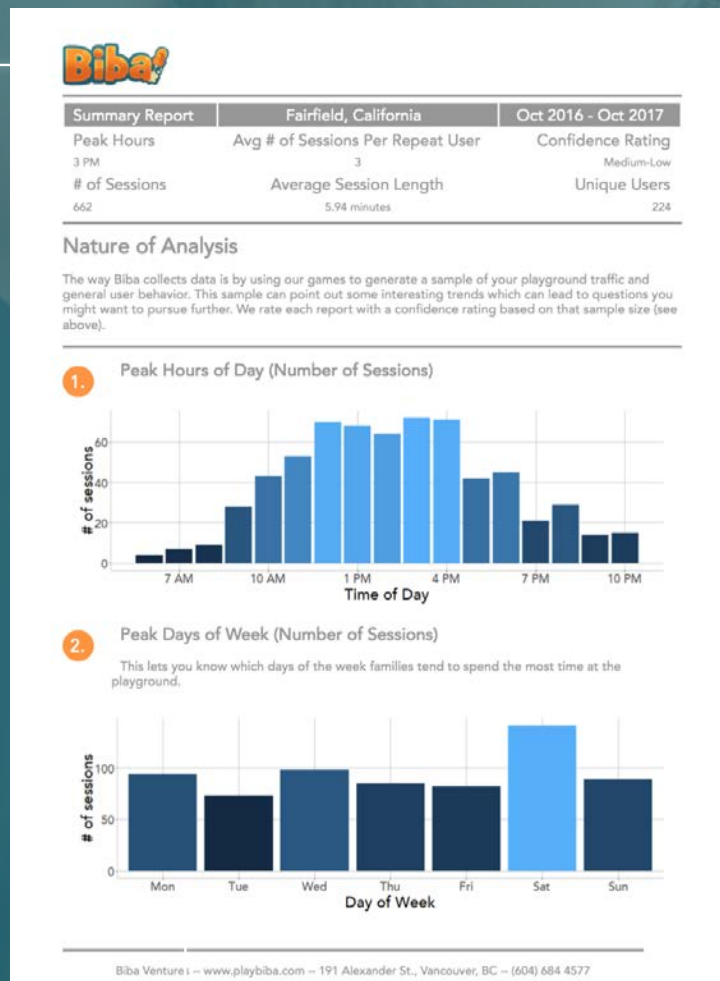


# WHAT DOES A BIBA REPORT LOOK LIKE?

Your first basic Biba reports will begin arriving in your inbox shortly after a confirmed installation. In fact, they may have already arrived! They are 4-5 pages in length and look something like this:

Summary of session/sample count, peak hours and avg. session length

Sample period, unique users and confidence rating.



The back of the report lists the data and terminology we use and what is being measured.

Several pages of basic graphs that provide a sense of key metrics such as peak hours and days or usages, impact of weather, temperature etc.



# HOW DOES THE DATA WORK FOR YOU?

The data we provide can help generate actionable data about your playgrounds, helping make key decisions around **expenditures, maintenance program planning** and **grant proposals**.

This means if you're looking for ideal times to schedule events in areas where you can expect the most attendance by families, our data can help guide that programming by letting you know how playground attendance is inflected by time of year, school holidays, regional demographic or general accessibility.

Should you be looking to evaluate where the best investment might be for a park upgrade, Biba data can show you where traffic is the highest, evaluate survey feedback on park condition or even let you know if certain weather conditions might necessitate the installation of shelters such as sunshading.

If you're penning a grant proposal in hopes of acquiring funding for a new facility or program, Biba data cross-references with regional census info and can work with you in providing the best data for backing your case.

Be it programming, facility improvements or program funding: Biba data can help.

# BIBA PLAYSORE

Although having robust Biba data can help with a great many of your tasks, sometimes you just need to know how well your playgrounds are doing at-a-glance. The Biba PLAYSore is exactly this: an easy to digest metric that you can share with peers and stakeholders that give you a sense as to how your playgrounds fare against those in similar cities with regards to accessibility, usage and amenities.

PLAYSore is a proprietary index that compares and classifies playgrounds across the world, providing a unique metric that quantifies the value of your city's playgrounds to the community they serve based on its accommodations for active play.

PLAYSore serves as a numerical representation, calculated through a variety of independently weighted datasets, to generate a comparative rating for each playground.

Data includes the raw size of playground spaces in the city, playground size percentage relevant to region, accessibility by foot and vehicle and regional population density. These metrics are then cross-referenced against third-party resources like weather, crime levels, census, demography and most importantly, exclusive data collected only from Biba's mobile games. Biba then generates a rating that lets you know how your playgrounds are doing, and how they compare to other cities of a similar profile.





# FREQUENTLY ASKED QUESTIONS

**Q: Why are you using screens to try and manage excessive screen-time? How does that help?**

A: Today's kids are growing up as screen/digital natives. This makes parenting a challenge! So what Biba seeks to do is to leverage the appeal of screens to get kids back outside, while providing the same types of rewards they get from their screen-based experiences. By using screens in this way, we re-orient the screen-based behaviors of children from sedentary to active.

**Q: Do kids even get active playing this type of game? Isn't 'natural' playground play better?**

A: We are parents too and we are obviously huge fans of natural playgrounds. But we did commit to heart rate and activity research in partnership with Simon Fraser University and the result was that Biba kids consistently demonstrated higher heart rates than standard playground play as they engaged in greater amounts of moderate to vigorous physical activity. You can read more in our peer-review published study in the **Journal of Child Health Care**.

**Q: Are kids or devices potentially at risk in playing these types of games on the playground?**

A: Nope! Quite the opposite: our games are always held in the hands of the parents and never in the hands of the child. This is both to ensure that kids and devices stay safe, while also ensuring the attention of the parent, which as research demonstrates, promotes greater amounts of physical activity.

**Q: My kids already enjoy the playground as it is, why do I need this?**

A: Biba is an intervention for those parents looking to manage screen-time and get their kids outdoors and active more often. If you currently don't face challenges in either of these departments, Biba may not be for your family. Biba exists as an option for parents to get their children active outdoors and to extend playground sessions. Our outreach shows that this is a useful tool for many parents.



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Published 2019 by Biba Ventures 340 - 601 W Cordova St, Vancouver, BC  
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