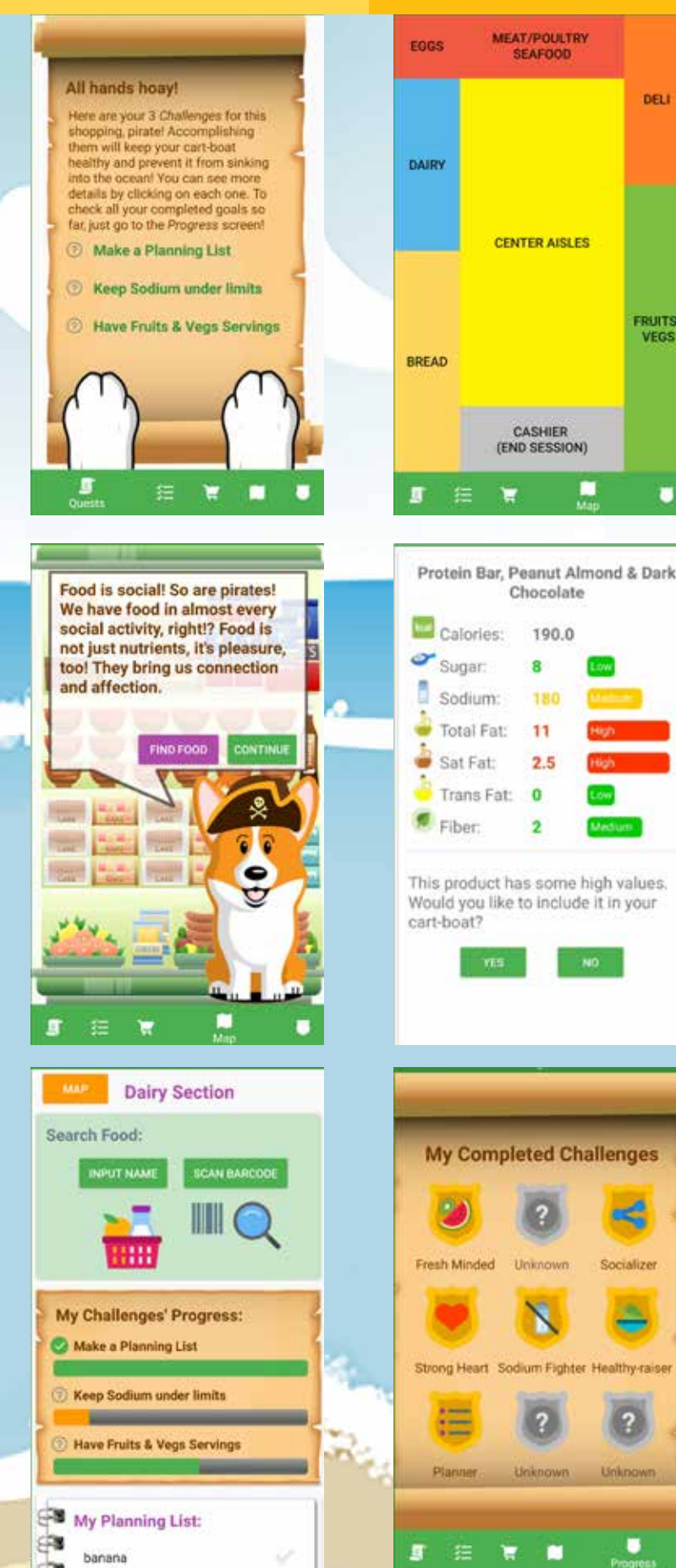
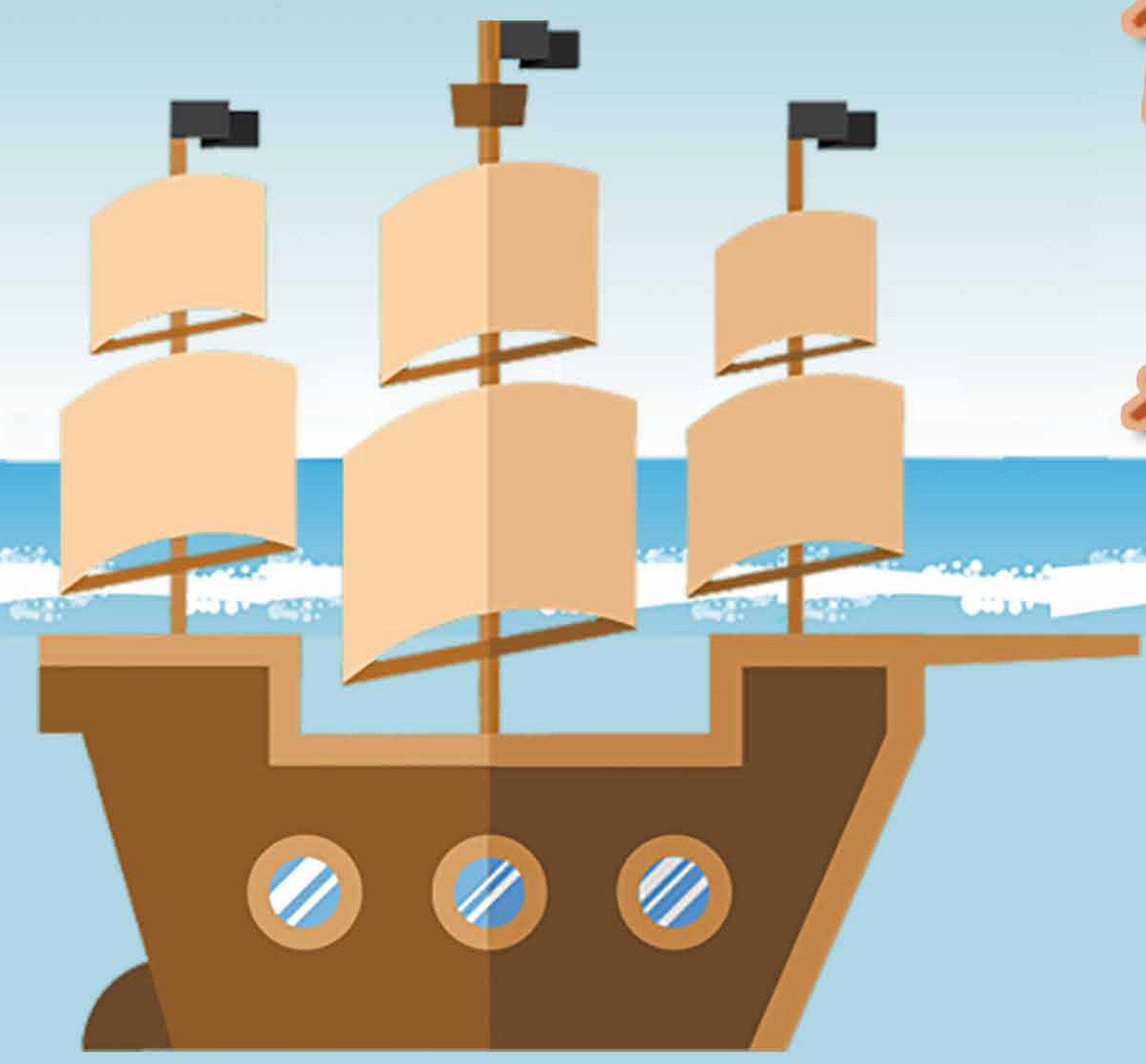


Pirate Bri's Grocery Adventure



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Pirate Bri's Grocery Adventure (PBGA) is a gameful mobile app designed to improve student's Food Literacy through a situated learning approach to grocery shopping. PBGA combines in-game experiences with the real-life activities of planning at home and selecting foods at the grocery store. PBGA is grounded in Self-Determination Theory (SDT), supporting the psychological needs of competence, autonomy, and relatedness to motivate self-efficacy for long-term healthy behaviour change.

Brigitte, the pirate nutritionist, encourages players to fill their shopping cart with foods that bring balance, variety, and moderation. She provides meaningful information about foods to support informed decision-making. Unlike many apps, PBGA accounts for important nutrients as well as food group proportions (instead of just calories!), based on each player's health needs.

Interesting fact: Pirate Brigitte, the corgi nutritionist from the app, is my real-life dog. :)