Project Ketcham:
a challenge campaign to distinguish various demographics
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Introduction: What is Project Ketcham?
Goal and Project Description
- Determine current trends and correlations, with respect to our everyday lives and environmental influences
- Specific challenge, one game of memory Simon Says
- Collecting information specific to age, gender, gaming experience, and ambient sound levels
- Using Google G1 Android phones for data collection
- Collection of a spectrum of data and identifications will demonstrate how said factors correlate with one another

The Application and Layout
- Project Ketcham named for Cameron Ketcham, high school scholar mentor, in the essence of capturing and gathering information, “Catch Them” → “Ketcham”
- An audio recorder archives ambient sounds during gameplay
- A survey gathers information pertaining to user age, gender, and gaming experience
- Data is uploaded to Google’s App Engine for further analysis

Logo and Sensors
Sensory Features
- Mobile device with advanced technology
- 3G and Wi-Fi connections allow for rapid data collection, transfer and storage
- Microphone and audio recorder allows for collection of ambient sounds in the environment
- Touch screen allows for user-friendly interface
- Portability allows for convenient data collection

Ketcham in Action
The Execution of Project Ketcham

Preliminary Results

<table>
<thead>
<tr>
<th>Game Experience</th>
<th>Females</th>
<th>Males</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Basic</td>
<td></td>
<td></td>
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<tr>
<td>Advanced</td>
<td></td>
<td></td>
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<tr>
<td>Expert</td>
<td></td>
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<tr>
<td>Master</td>
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</tbody>
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Age (Years)