Problem Statement

African cultural heritage is rich, diverse, and deeply rooted in oral traditions, lived spaces, and symbolic practices. However, in an increasingly digital world, this heritage remains largely absent from the platforms where collective imaginaries are now formed particularly through video games, immersive environments, and interactive digital media.

While African youth are highly engaged with digital technologies, the cultural content they consume is predominantly produced outside the continent. Existing digital heritage initiatives often rely on static formats (archives, databases, exhibitions) that fail to capture attention or foster active engagement. As a result, younger generations struggle to connect with their cultural history, and local communities lack effective tools to sustainably valorize their heritage within the digital economy.

This disconnect limits Africa's ability to control its own cultural narratives, weakens intergenerational transmission, and reduces opportunities for cultural, social, and economic value creation in emerging immersive and interactive spaces.

Proposed Solution

MvetQuest proposes an **immersive, mobile-based cultural exploration platform** that uses play, storytelling, and real-world exploration to preserve, transmit, and valorize African cultural heritage.

The solution transforms African cultural spaces into interactive learning environments by:

- Integrating real-world exploration of cultural sites with mobile gameplay
- Delivering contextualized narrative and symbolic content linked to specific locations
- Allowing users to collect digital cultural artifacts connected to authentic histories and traditions
- Creating a virtual universe inspired by African cultures where knowledge is accumulated through exploration
- Engaging youth through interactive, immersive, and game-based experiences rather than static content

Designed with a responsible, culturally grounded approach, MvetQuest collaborates with local cultural actors to ensure authenticity, respect for traditional knowledge, and community ownership. By embedding African culture into contemporary digital practices, the platform empowers young people to actively engage with their heritage, enables communities to generate sustainable cultural value, and positions African narratives at the center of immersive digital spaces.