



# **The Arcadia Report**

Initial Research and Development



# Product Concept

Ideation and honing the pitch

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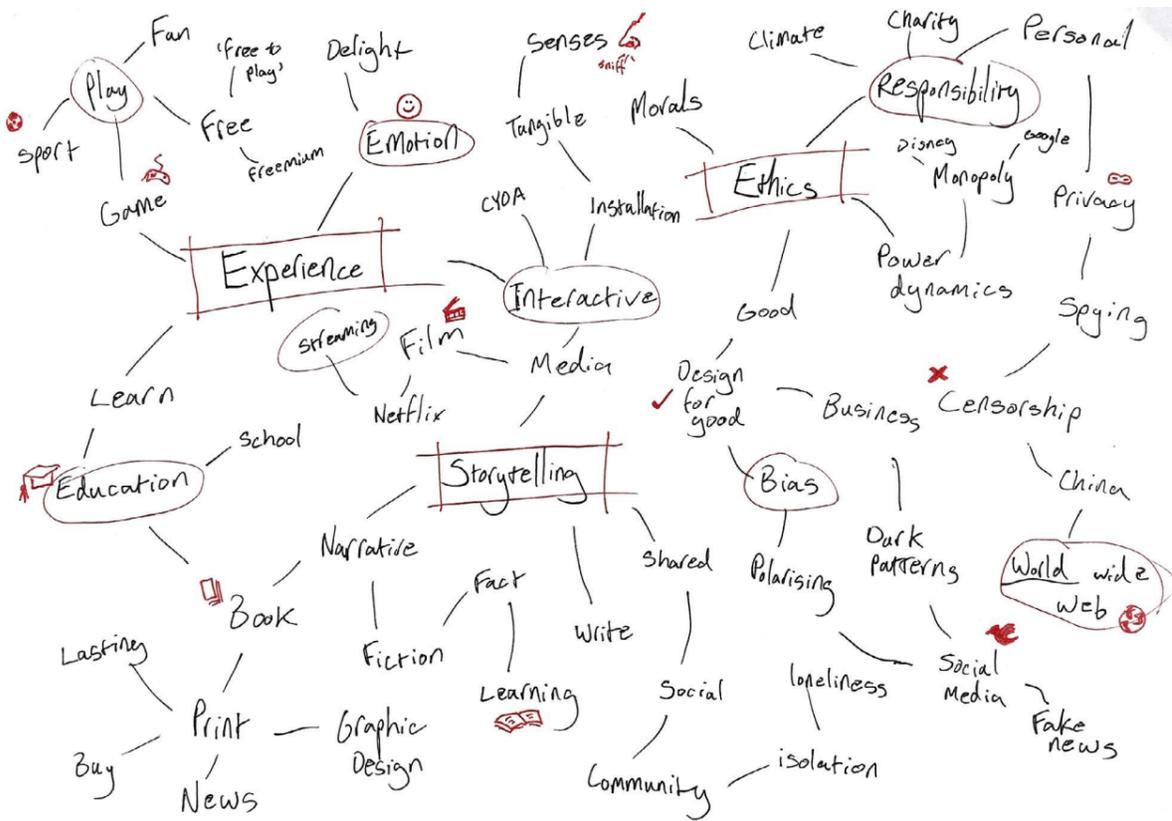
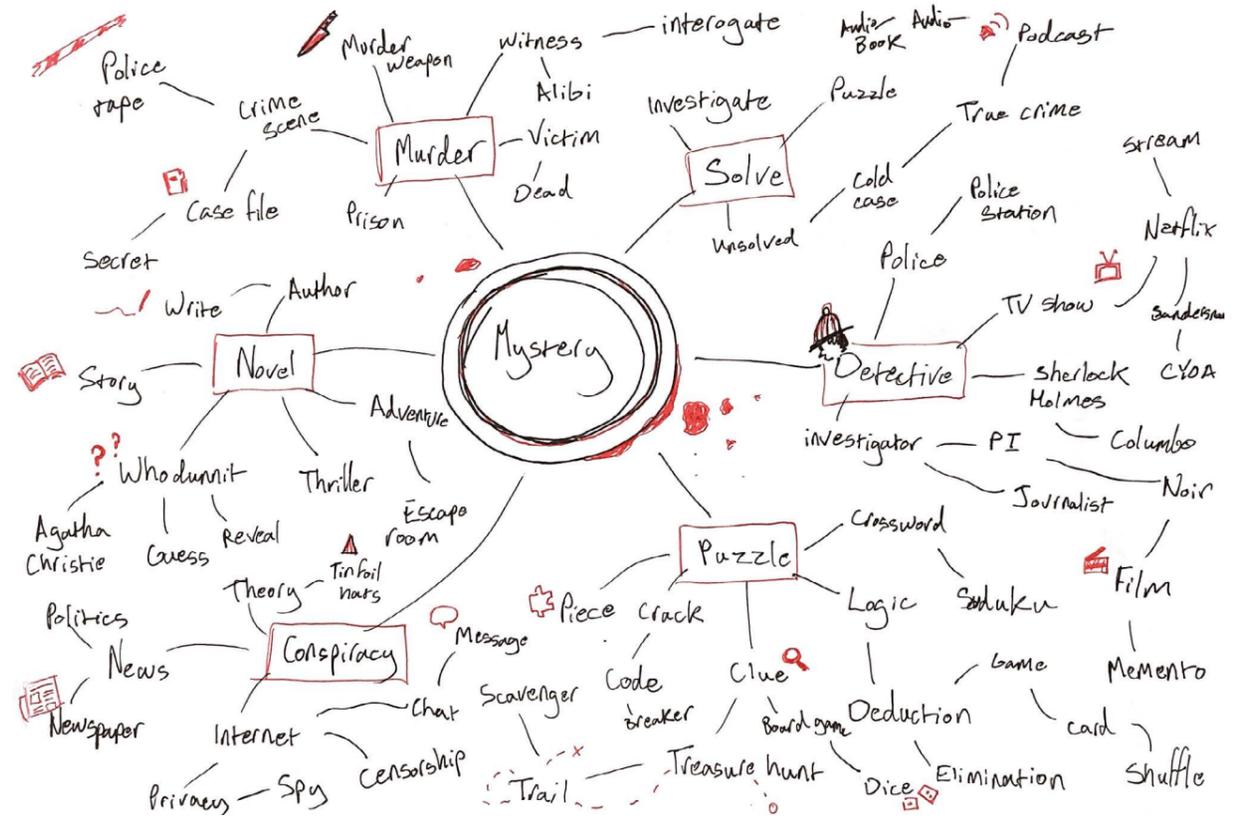
# 🎯 Rapid Ideation

1) Bug Eyes  
 → see through their eyes  
 → children's education  
 → reveal UV, Multi

2) TYPE SET  
 Build/run own newspaper game. Learn about news bias + power

3) Contagion style, MMO werewolf. Collect ghosts, avoid werewolves you don't know who is who

4) Narrative delivered daily. Play through a segment of 'news' everyday



5) Pop up game book

Build the level + Play + State

6) Find locals to train with instead of personal trainers

7) Build your own wifi walkie-talkie  
 → make radio, wifi, etc. while learning about how it works  
 → communicate w/o network

8) Turn anything into an instrument and build crazy

## Week 1: Initial Idea

### Overview

A narrative experience bringing the mystery to reality.

You are a detective. Each week, the personal effects of a ghost are delivered to your desk. Pick through the train tickets, torn letters, and blood-spattered scarves to gather the clues and solve the puzzle. Reality blurs as each clue unlocks beacons in real world places picked based upon your GPS location. Visit the last restaurant they ate at or the train station where they died to view memories from the past and new insights into the mystery.

Who were they? What happened to them? It's up to you to decide in this branching storyline. The question is will your decisions come back to haunt you?

### Business Model

To identify the best business model, I feel like I need to define and research the target market more and discover how best to sell the experience to them. Using the idea of regular deliveries to advance the story on a schedule, it feels something like a subscription service. The first 'chapter' could be free and then you could buy or subscribe to additional chapters.

A subscription service for the physical artefacts might be another option for avid fans or potentially a collector's edition with a box full of physical artefacts and all the chapters.

### Who's it for?

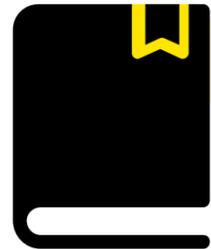
There is a market for immersive experiences capitalising on the curiosity around VR, escape room trends, and the growing culture of preferring experiences to things. With that in mind, 35 and under is likely the best starting point as they value experiences more. Other potential avenues to research and leverage:

- Fans of mystery, thrillers, and speculative fiction such as the works of China Mieville or James Patterson.
- Fans of true crime podcasts (this could potentially be a promotion strategy).
- Fans of Bandersnatch and interactive media.
- Indie narrative gamers.



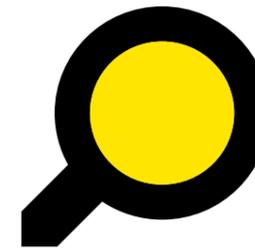
Click or scan to read the full idea pitch and see the other two product contenders from week one.

## The Arcadia Report: Features



### **Experience the Mystery**

Dive into the world of The Arcadia Report, the mysterious database of a failed startup and their custom algorithm to solve crimes.



### **Become the Detective**

Piece together clues from the corrupted files of the Arcadia Database to prove your case as you uncover the truth behind Arcadia while solving murders.



### **Secrets in Your City**

The Arcadia Report transforms your city into an escape room. Follow leads to uncover new evidence while discovering a local restaurant or shop.



### **Mystery Invades Reality**

Play anywhere, any time. Locations trigger real time murders and mysterious messages. Where does the reality end and The Report begin?

## Speculative Funding Application

**Tell us about the problem you're solving, and how you're solving it. Who are your customers? How do you make money (or how do you think you will)?**

We are in the **experience economy**. Attention spans have shrunk to seconds and tv no longer excites. Even streaming services are struggling to innovate new ways to grab viewer attention. Viewing is no longer enough, people want to participate.

3 in 4 millennials, trended to have a spending power of **\$1.2 trillion** by 2020, say they would rather spend money on an experience than buy goods. With The Arcadia Report, I am creating a new mode of entertainment targeted at the short attention spans of this experience generation. The Arcadia Report is an **immersive mystery experience, transforming your city into an escape room**. Accessible anytime from your phone, it is designed specifically for participation and immersion. The narrative blends reality and game, playing out across real locations in your city.

**The escape room industry is booming:**

- US: skyrocketed from 22 rooms to 2,300 since 2014.
- UK: estimated to turnover £53 million this year from 3.5 million players.

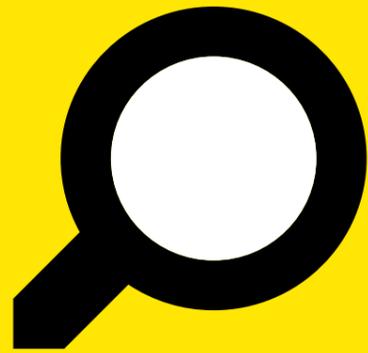
The Arcadia Report solves the escape room problems of time, cost, and accessibility by bringing the experience to you with a case by case subscription model. **It is more than a game: it is a platform for creating immersive experiences.**

The potential export market is massive. 32% of millennials use subscription services in the US & UK. **If even 10% of those subscribed for £18 a year, the cost of an escape room, that is a potential revenue of nearly £60 million.**

**Are you already trading (if so, for how long?), are you still in development, or is this still just an idea? If you've already got customers/users, how many do you have?**

The Arcadia Report is currently in development. At the moment I am testing early design prototypes with potential users and designing the core content and mechanics. Speaking to prospective customers and targeting mystery and gaming forums online, the concept has already received strong indicators of appeal. To quote one user from the mystery reddit (11.1k subscribers): **"I want in, I want in, I want sooo much in"**.

Gathering customer feedback early on key elements such as the story and core gameplay, my process involves quick iteration and constructing prototypes as early and often as possible. As part of my customer research and surveys, I have been building an emailing list to keep in touch with the most interested potential customers and reach out to them for further feedback. As of the most recent survey I put out, **over 50% of participants signed up for further information.**



# Market Research

Investigating storytelling in the experience economy

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## State of the Market



### **3 in 4 millennials**

Would spend money on an experience over buying something desirable.



### **72% more**

Say they would like to increase their spending on experiences rather than material goods.



### **70% increase**

In the share of consumer spending on live experiences relative to total U.S. consumer spending since 1987.



### **32% subscribe**

Millennials are more likely to make impulse purchases and use subscription services.



### **\$1.4 trillion**

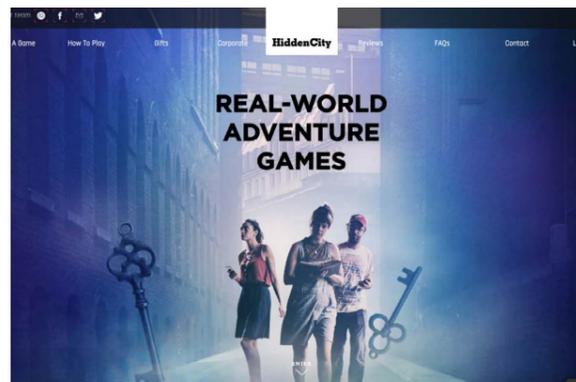
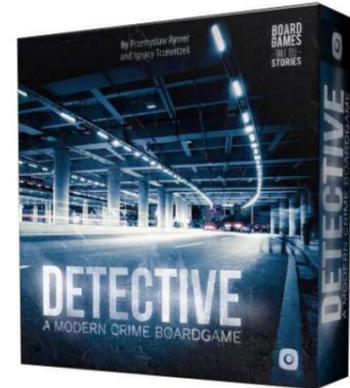
Trended spending power of millennials by 2020.



### **\$152 billion**

Projected worth of global gaming industry by 2020, 50% of that from mobile gaming.

# 🎯 Competitive Reviews



I reviewed games and experiences from across a myriad of platforms on my blog to help hone in on what makes a great mystery experience



## Product Lighthouse (1/3)



### Overview: Hunt a Killer

There is a niche genre of subscription boxes dedicated to monthly mysteries for you to solve. The top example is Hunt a Killer. It is highly reviewed and clearly puts in the most effort. They market themselves as 'a murder mystery in a box' and ship 'seasons', months long campaigns.

### The Product

- 'Handcrafted', 'authentic', found footage style clues emphasised.
- Immersion and social play are the main appeal, reinforced by the product and the many user and critic reviews raving about it.
- The subscription aspect is marketed like a TV show starring you, with campaigns structured into 'episodes' and 'seasons'.

### Pros

- Perfect for group game nights.
- A luxury box of artefacts.
- Makes you feel smart and part of an exclusive adventure.
- Marketed like a TV show, not a board game.

### Cons

- Cannot play at your own pace.
- Mysteries span multiple months so must buy multiple boxes to see the end.
- A bit pricey as you need to subscribe for multiple months.

## 👁️ Product Lighthouse (2/3)

### Overview: HiddenCity

HiddenCity offers “real-world adventure games” in London. Their games let you “journey across the city, solving a trail of clues sent to your phone, in a treasure hunt-style experience.” Their games turn a city into an experience and are perfect for large groups. Similar to Hunt a Killer, reviews are overwhelmingly positive.

### The Product

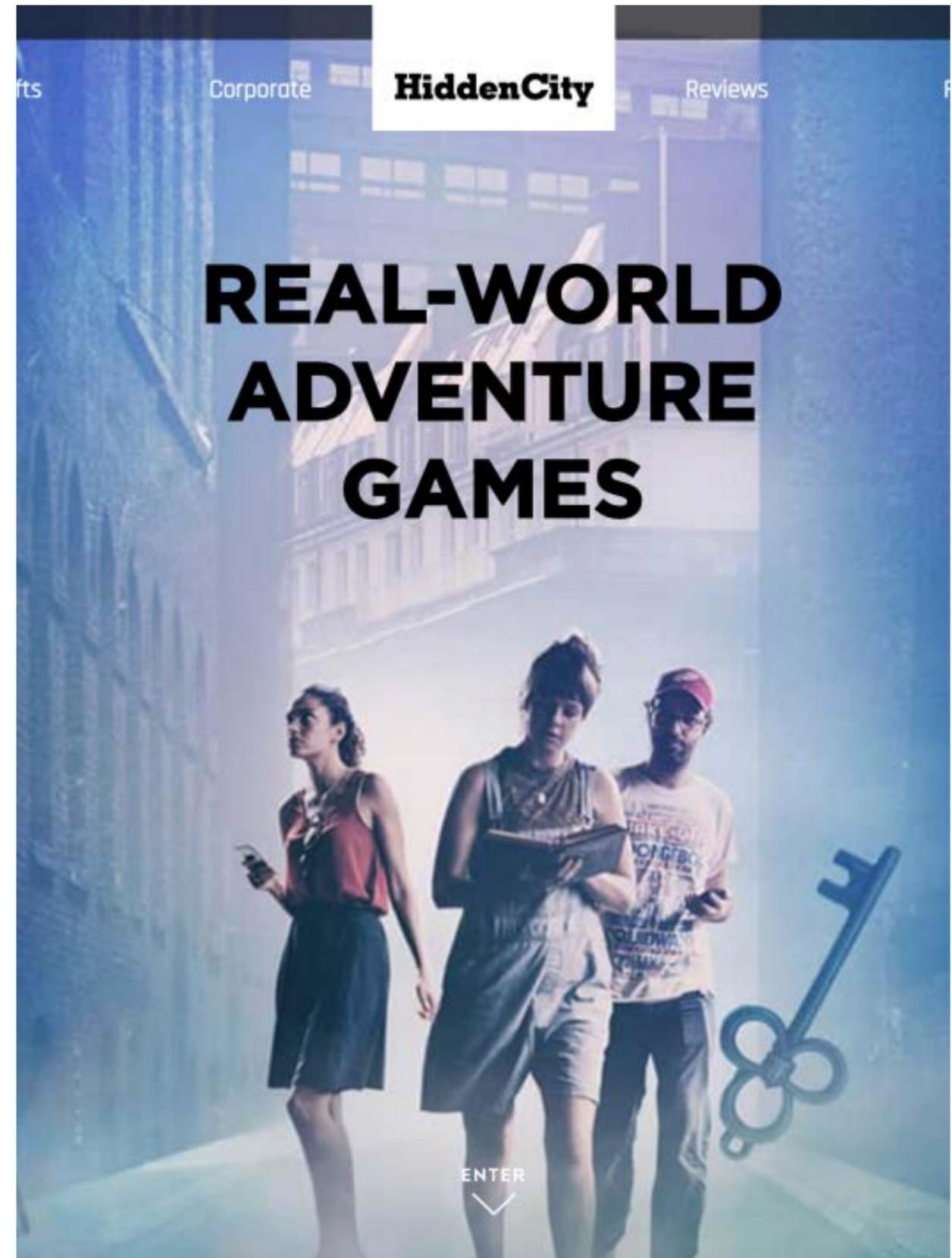
- Real time adventure across a city, solving puzzles to discover new and interesting locations.
- In immersive games, actors appear at locations and there are assigned roles in the story.
- Can compete in groups to race for the best time.

### Pros

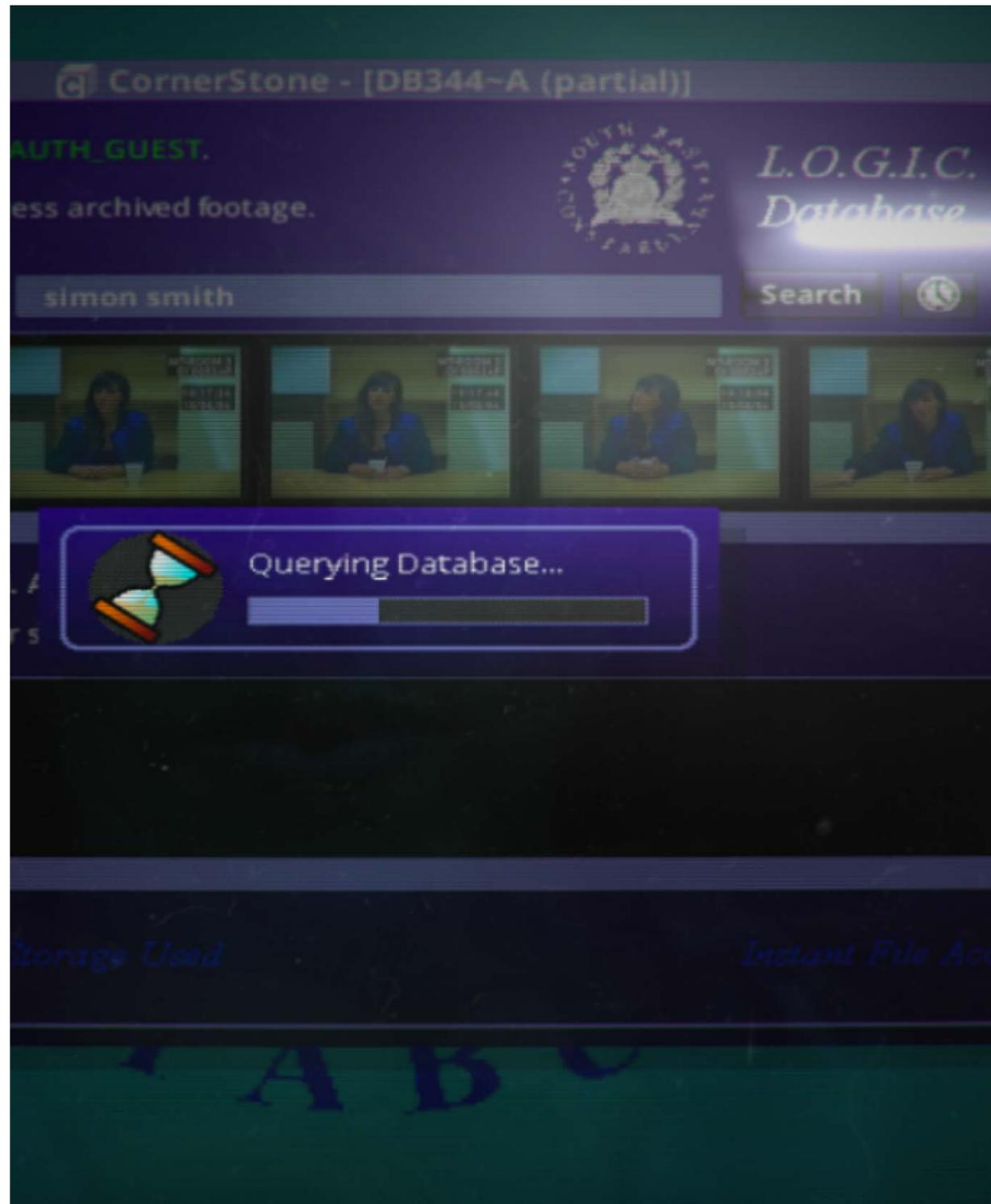
- A unique way to experience a city with friends.
- Detailed puzzles with the perfect difficulty balance.
- Locations are interesting and often previously unknown.

### Cons

- Only available in London.
- Can be tricky if you are not familiar with the location.



## 🎯 Product Lighthouse (3/3)



### Overview: Her Story

In Her Story you are presented with the database and told to **uncover the truth of the crime by watching the recordings of the police interrogation** of Hannah, about her husband, Simon. The only way for you to find out what happened—and why—is to search the database and piece together her story told across fragments of video.

### The Product

- The game is completely non-linear and something between a tv show, database, game, and short story.
- Short and snappy video clips keep you jumping from clue to clue.
- You can search any word at any time. What leads you investigate and when is completely up to you.

### Pros

- A unique experience unlike any game you've played.
- Search-based play puts you in charge of the investigation.
- Video clips and fake old operating system style make for an immersive, real feel.

### Cons

- The non-linear play is great but can also lead to dead ends or feel directionless.
- Not a great sense of progress or knowing if you are 'complete' or not.
- The story itself was not great.



# User Research

Initial user research and feedback

Scan or click for blog posts



# Creating a Learning Plan

	What Do We Need to Know?	Why is This Important?	How Might We Find This Out?
<input checked="" type="checkbox"/>	What exists in this space?	Help validate idea + find niche for design. Understand competition. Help identify users.	Market research
<input checked="" type="checkbox"/>	Target audience	Who to interview + how to tailor content.	Demographic research, talking to people, survey
<input type="checkbox"/>	What games/media do they currently enjoy?	Content to analyse. Areas/fanbases to target.	Survey, market research
<input type="checkbox"/>	What are the most engaging elements of mysteries/detective shows/thrillers?	Identify and distill the key elements for an engaging mystery story game.	Survey, user interviews, desk research
<input type="checkbox"/>	How important is the social aspect of an experience?	Understand what social needs must be met to help engage and spread the experience	User interviews
<input type="checkbox"/>	How long do users spend gaming/reading? When?	Understand how long cases should be and how to format the content into consumable chunks.	Survey, user interviews, market research
<input type="checkbox"/>	What level of difficulty satisfies both hardcore gamers and experience seeking story lovers?	Help figure out how challenging the puzzles and mysteries should be.	Usability testing, user interviews
<input type="checkbox"/>	What organisation method for notes and case evidence makes the most sense to users?	Determine the most logical way to organise notes and case content in the app.	Card sort, usability testing
<input type="checkbox"/>	How do people feel about geolocation-based games?	Understand how much location-based content to include, how optional it should be, and if certain locations should be included.	Usability testing, user interviews, survey
<input type="checkbox"/>	What does it take for someone to enable notifications from an app?	So notifications can be presented in a manner that users will enable so they get the most impactful experience. Or how to design around notifications if they are not enabled.	User interviews, survey
<input type="checkbox"/>	What types of locations are best suited to be assigned to cases?	Use locations that will enhance the experience and interest users.	User interviews, desk research, usability testing
<input type="checkbox"/>	What implementation makes the most sense for the necessary features and timeline?	Understand the best approach for the build and what I need to learn.	Technical research, asking engineers at work, game design forums

# Analysing Mystery Game Reviews

↑ 25 ↓ Why are there so few murder mystery games?

are this detailed, why aren't the city as detailed?" This is another challenge.

Now add this. The attractiveness of a game in which you investigate is arguably exploring things and figuring out things for yourselves. If you the game only gives you say 3 houses and one open world to explore, then you know that all solutions in the game has to be located within these instances. This in and of itself restrict the player.

able to read it, just that is related to computers somehow. How many do you think inhabit that association? Now add a heap of other puzzles, which require...let's call it "preordained knowledge". You are now relying on the player having "preordained knowledge", and people are going to be extremely different in what sort of knowledge they have. I have worked at a escape room, and almost all of our puzzles didn't require any "preordained knowledge", but that usually meant that they were some sort of logical puzzle. You can't have your murder mystery game be a sequence of logical puzzles if you want the puzzles to be interwoven with the narrative.

- The graphic style, while minimalistic, is beautifully done. Every scene is painstakingly crafted and the creator did an amazing job relaying information with static 3D scenes.

- The game design. I'm not really sure how to expand on that without giving too much away, but the entire game feels very well thought out. There's not a lot of redundant information, no side quests, nothing to distract you. The game, for lack of a better analogy, feels like a beautifully wrapped gift, with each layer carefully planned.

- FIGURING STUFF OUT - This is the big one. As I mentioned previously, at it's heart this is simply a giant logic puzzle. But,

↓ Mystery games should play like mystery novels read.

The Sherlock Holmes books weren't just good because they had cool mysteries. In fact, many of the mysteries were kinda boring or even irrelevant to the story in some cases. What made the books amazing was instead how the mysteries were solved.

Sherlock Holmes was the character that did it all. He was enigmatic, his methods were strange, the clues he used as cornerstones of his solutions always seemed inconsequential until he revealed some amazing information gleaned from them.

👍 Cowardly 12.1 hrs

POSTED: 8 OCTOBER

I really enjoyed this game! The puzzles were difficult but not impossible, and figuring out the story for myself was a lot of fun.

↑ Mastry 6 points · 5 years ago

↓ A game like this needs to cultivate a player's intense desire to discover the truth. If it's boring, I see two likely possibilities. Either it isn't fun for you because you already have all the information and are just going through the motions with no connection to the story, or you aren't doing enough with your story to create that connection in the first place.

The mystery genre has never been about puzzles. It's always been a subgenre of adventure. That's the pull of the movies, the books, and the many games that enter themselves into the field.

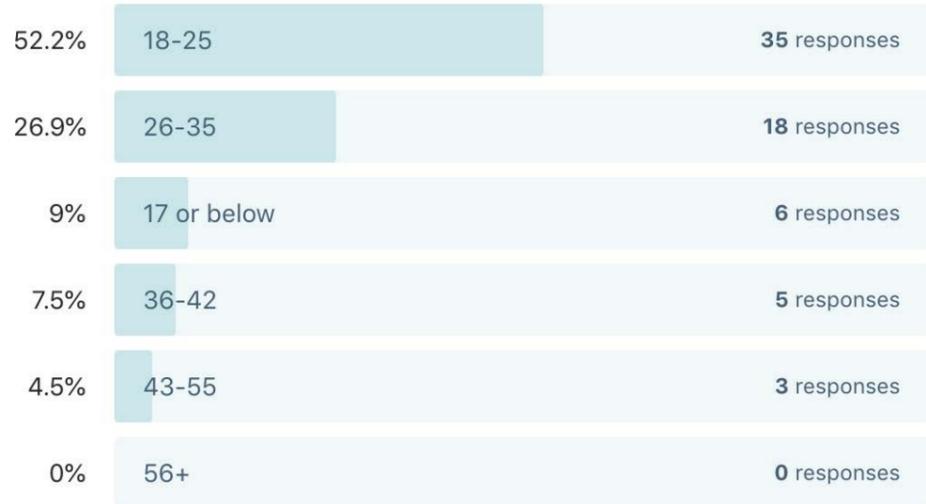
If you can define the adventure part of the game first, and make it fun, you can then deconstruct certain elements to add in puzzles if that's the road you want to go on.

Just remember it's a million times easier to take something fun and build your ideas on top of it, than it is to build your game from ideas and then try to make it fun.

# Survey Results (1/2)

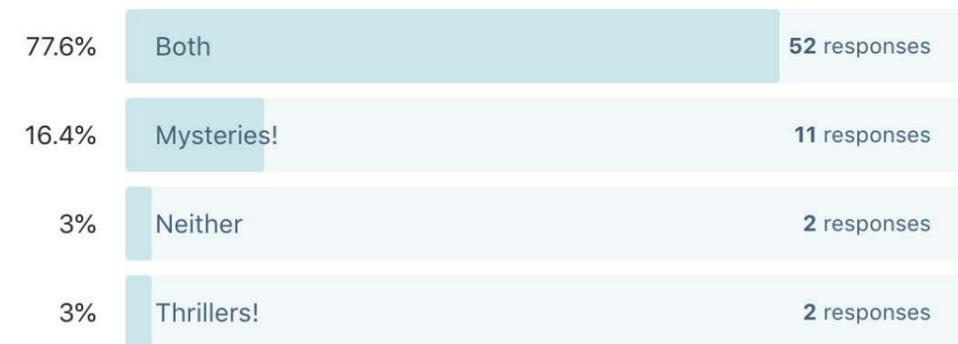
## ✓ 1 What is your age? (Don't worry, we won't tell)

67 out of 67 people answered this question



## ✓ 2 Are you a fan of mysteries and thrillers?

67 out of 67 people answered this question



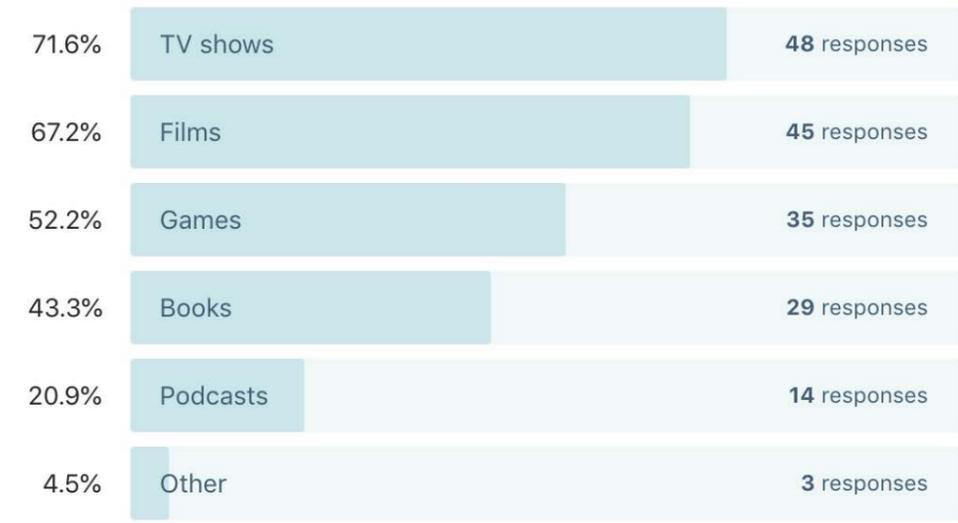
## ✓ 3 What is your favourite part of a mystery or thriller?

67 out of 67 people answered this question (with multiple choice)



## ✓ 4 Where do you get your mystery kicks?

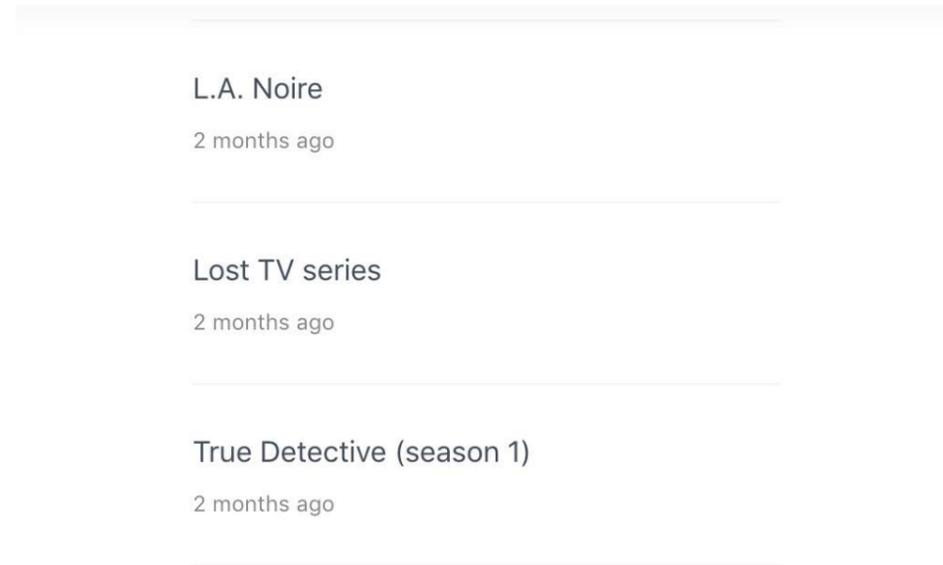
67 out of 67 people answered this question (with multiple choice)



# Survey Results (2/2)

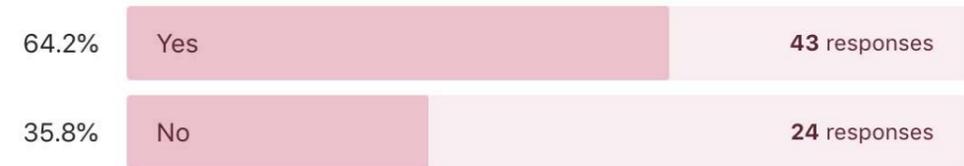
## 5 What is your favourite example of that media? (ex: mystery tv show? Columbo)

56 out of 67 people answered this question



## 6 Do you play mobile games? (if no, skip next questions)

67 out of 67 people answered this question



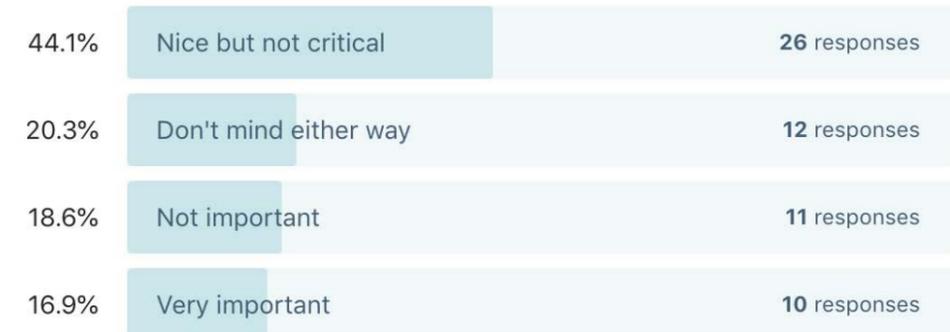
## 7 How long, on average, do you spend playing games a day?

57 out of 67 people answered this question

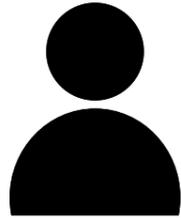


## 8 How important is the social aspect of gaming for you?

59 out of 67 people answered this question

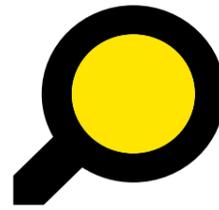


## Survey Analysis



### **80% 18-35 years old**

Targeting mystery and gaming forums, the majority of participants were millennials.



### **Mysteries and thrillers**

Mysteries and thrillers proved almost equally popular, even outside of mystery fans.



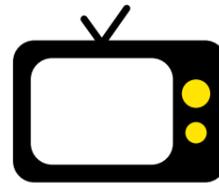
### **Social is an add-on**

The majority of participants said social gaming was nice but not critical or did not mind either way.



### **64% gamers**

Asking mystery fans, peers, and gamers, 64% played mobile games.



### **Serial is king**

TV shows are the way most respondents get their mystery kicks, followed by films, games, and books.



### **10-30 minutes**

85% play for at least 10 minutes a day, the majority (40%) playing for an average of 10-30 minutes.

## 🎯 Responses to Initial Pitch from Survey

“

↑ [-] Peysbubby • 3 points 8 days ago

↓ I want in, I want in, I want sooo much in lol. This sounds great. A game that would use your locale and real places around you is nearly ingenious.

[permalink](#) [embed](#) [save](#) [report](#) [give award](#) [reply](#)

↑ [-] mikebush92 • 3 points 9 days ago

↓ Yoo this sounds dope, I'd definitely play this.

[permalink](#) [embed](#) [save](#) [report](#) [give award](#) [reply](#)

↑ xXSP1KEBOYXx 3 points · 2 months ago

↓ That was so cool!

[Reply](#) [Give Award](#) [Share](#) [Report](#) [Save](#)

↑ MzOpinion8d 1 point · 2 months ago

↓ Did it. Sounds like a fun concept.

[Reply](#) [Give Award](#) [Share](#) [Report](#) [Save](#)

↑ deviltalk 2 points · 2 months ago

↓ Looks cool!

[Reply](#) [Give Award](#) [Share](#) [Report](#) [Save](#)

”

**Over 50% of survey participants  
signed up for more information**

## Core Audience

From my market and user research, three core user type emerged:

- Mystery fans
- Thrill-seeking millennials
- Indie gamers

### TAR Persona File #001



## Rebecca

**True crime fanatic**  
Age: 21   Status: Single   Occupation: Barista/Student

Between her job and her studies, Rebecca is on the go most of the day, earbuds pumping her favourite music or true crime podcast. True crime has gotten her hooked on mysteries but without the time to read, it's Netflix and podcasts to get her mystery kicks.

### Suspect Profile

<p><b>Can be found</b></p> <ul style="list-style-type: none"><li>▪ Listening to true crime podcasts</li><li>▪ Drinking coffee</li><li>▪ Binge watching</li></ul>	<p><b>Mystery</b></p> <p><b>Favourite mystery:</b> Mindhunter</p> <p><b>Loves mysteries for:</b> The twists in the story</p>
<p><b>Loves &amp; Loathes</b></p> <p><b>Loves:</b> Getting lost in the story, that adrenaline rush</p> <p><b>Loathes:</b> Stories with no substance</p> <p><b>Pain points:</b> Budget and time get in the way of fun, waiting for the next episode, spoilers</p>	<p><b>Gaming</b></p> <p><b>Hobby spending:</b> £</p> <p><b>Average time gaming:</b> 10-30mins on the bus</p> <p><b>Social gaming:</b> Nice, but not critical</p> <p><b>Story vs challenge:</b> Both</p>

### Prints

# 👁️ User Personas (2/2)

## TAR Persona File #002



### Glenn

#### Thrill Seeker

Age: 24 Status: Dating Occupation: Sales

An aspiring photographer making sales calls to pay the bills (and for the nights out). Instagram is his only outlet for now and shots from the latest scenic spot, unique airbnb, or cafe regularly light up his feed.

## Suspect Profile

#### Can be found

- Out with friends
- At local gigs
- Planning his next trip

#### Loves & Loathes

**Loves:** Unique experiences, feeling like part of a community

**Loathes:** Puzzles that make you feel stupid

**Pain points:** Getting stuck and giving up, few holiday days, not enough time in the day

#### Mystery

**Favourite mystery:** True Detective

**Loves mysteries for:** The suspense

#### Gaming

**Hobby spending:** ££

**Average time gaming:** 10mins or an hour

**Social gaming:** Very important

**Story vs challenge:** Story

## Prints



## TAR Persona File #003



### Martin

#### Indie Gamer

Age: 32 Status: Married, father Occupation: Programmer

An all around gamer turned family man, preparing for the arrival of his first child means his gaming hobby has had to take a back seat for fixing up the new house. He now dedicates his more limited time to indie games with something unique to offer.

## Suspect Profile

#### Can be found

- PS4 controller in hand
- Tinkering with a new gameboy emulator
- Organising his group's next games night

#### Loves & Loathes

**Loves:** Discovering the solution, reaching 100% completion

**Loathes:** Not being rewarded for his effort

**Pain points:** Finding time to game, so many games to choose from

#### Mystery

**Favourite mystery:** Heavy Rain

**Loves mysteries for:** Feeling like a detective

#### Gaming

**Hobby spending:** £££

**Average time gaming:** 30-60mins or 3+ hours

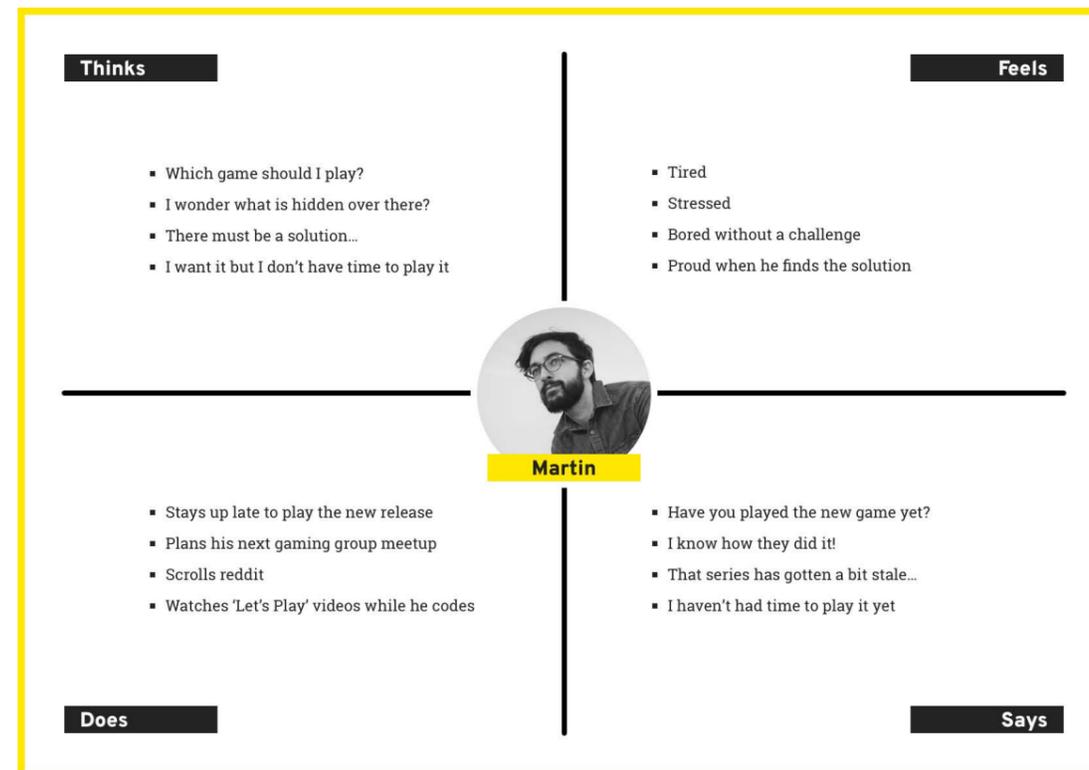
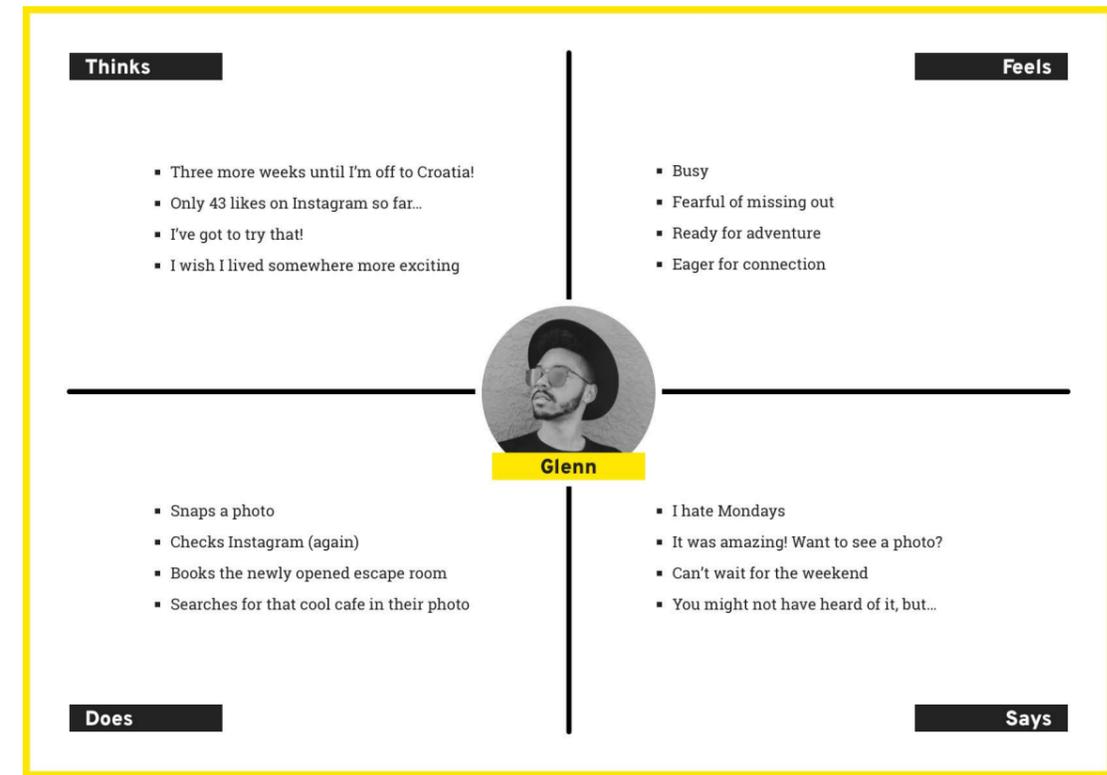
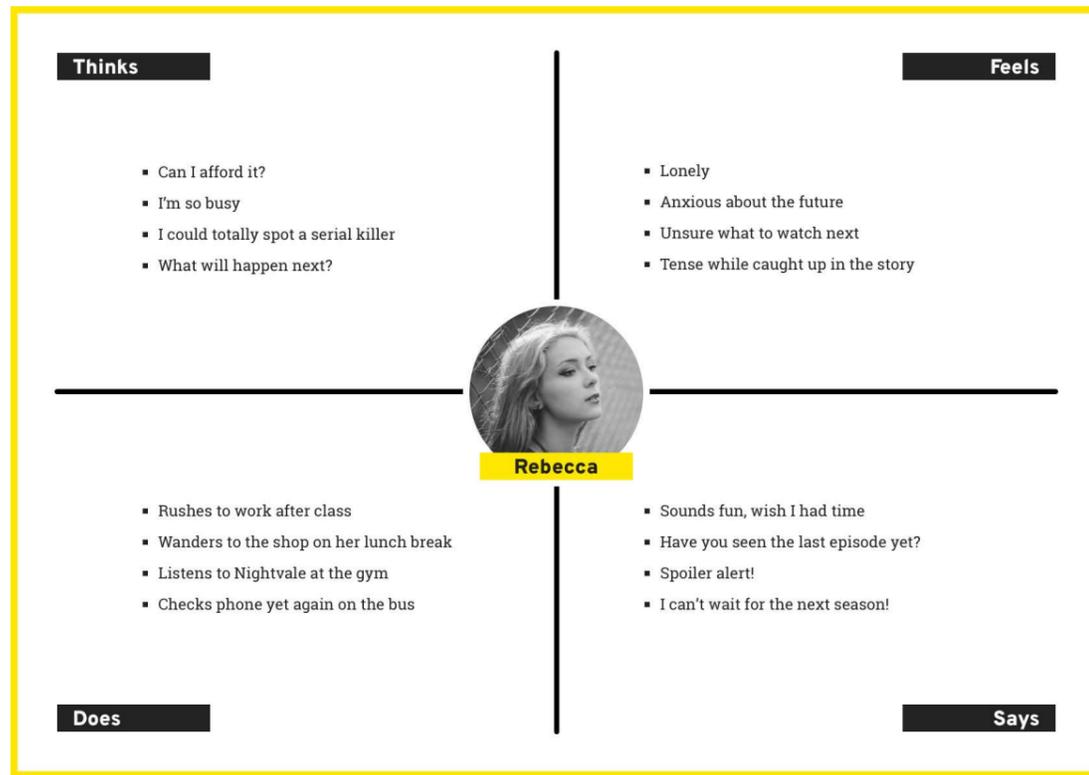
**Social gaming:** Not important

**Story vs challenge:** Challenge

## Prints



# Empathy Maps



# Plotting Key Journey Stages

Start the Case	Follow Lead	Find Clue	Compile Evidence	Submit Report
<b>Doing</b>				
Read the case file	Search the database	Read file	Double check case details	Add evidence/proof to report
Log on to the database	Identify location	Check location clue	Compare clues	Submit report
Receive launch notification	Travel to location	Save evidence/proof from clue	Review saved evidence/proof	
See location trigger				
Receive message from killer				
<b>Happy Moments</b>				
Finally! The new case has launched!	That's just around the corner from me	So that's how they did it!	Now that clue makes sense!	Mystery solved!
Another murder? What is going on now?	I can search anything?	That could be important. Going to save it for later.	Ha, I've got it!	Discussing theories with friends
Who is this? Can I trust them?				Solving it before their friends
<b>Pain Points</b>				
How do I start?	That's far away. Do I have to go?	That didn't help me at all...	How do players know they have enough evidence?	What if I get it wrong?
I can't remember where I was last time I played...			Can't find the right clue/phrase to match their theory	Having to guess
			I don't want to reread all these files...	
<b>Questions</b>				
What do I do next?	What should I search?	Where do I go from here?	Do I have enough evidence?	What next?
Can I message them back?	What will I find there?	Hmmm, I wonder what that means...		Did I get it right?
What is this? What is going on?				
What is Arcadia?				
<b>Opportunities</b>				
Highlight search terms	List database sections	Spread clues out among friends/players	Use as a 'case refresh' for players coming back after playing.	Compete with other players to prove your theory
Make the case file the report so you know exactly what you need to find/what's missing	Track which locations players visit and use it for killer's messages		Can you tamper with evidence?	Rewards... how might we gamify saving evidence and solving cases?
Build basic chatbot capabilities into messaging? Or a default response?				
How might other players take on roles / communicate?				



# Customer Journey Map - Rebecca



**Rebecca** // 21 // True crime fanatic



Find the Report	Start Case	Follow Lead	Find Clue	Submit Report	Mystery Continues
-----------------	------------	-------------	-----------	---------------	-------------------

**Actions**

- |  |  |  |  |   |   |
|--|--|--|--|---|---|
| <ul style="list-style-type: none"> <li>Heard about it on a true crime podcast</li> </ul> | <ul style="list-style-type: none"> <li>Create free account and test first case</li> <li>Log in and search db on the bus</li> </ul> | <ul style="list-style-type: none"> <li>Find location clue</li> <li>Explores the area on her lunch break</li> </ul> | <ul style="list-style-type: none"> <li>Follows location prompts to unlock clue</li> <li>Compares with db files after work</li> </ul> | <ul style="list-style-type: none"> <li>Adds first piece of evidence to see if she's on the right track</li> </ul> | <ul style="list-style-type: none"> <li>Subscribes for the next case</li> <li>Reads up on theories online</li> </ul> |
|--|--|--|--|---|---|

**Thoughts**

- |  |   |   |   |   |  |
|--|---|---|---|---|--|
| <ul style="list-style-type: none"> <li>What's it about?</li> <li>Can I play if I missed the launch?</li> </ul> | <ul style="list-style-type: none"> <li>Where do I start?</li> <li>It's like being a detective!</li> </ul> | <ul style="list-style-type: none"> <li>I know a place just like that!</li> <li>What do I do once I get to this location?</li> </ul> | <ul style="list-style-type: none"> <li>What do I do with this information?</li> </ul> | <ul style="list-style-type: none"> <li>I got it! All those podcasts paying off!</li> <li>So do I submit this...?</li> </ul> | <ul style="list-style-type: none"> <li>Can I still play at my own pace?</li> <li>No spoilers!</li> </ul> |
|--|---|---|---|---|--|

**Pain Points**

- |   |  |  |   |  |   |
|---|--|--|---|--|---|
| <ul style="list-style-type: none"> <li>I have no one to play it with</li> </ul> | <ul style="list-style-type: none"> <li>I can't afford it right now and don't want to be left on a cliffhanger</li> </ul> | <ul style="list-style-type: none"> <li>What's the story? Do I need to read all these files?</li> </ul> | <ul style="list-style-type: none"> <li>I can't remember where I left off</li> </ul> | <ul style="list-style-type: none"> <li>Where's the twist?</li> </ul> | <ul style="list-style-type: none"> <li>Can't I keep playing? Why do I have to wait for the next one?</li> </ul> |
|---|--|--|---|--|---|

**Opportunities**

- |  |   |   |  |  |   |
|--|---|---|--|--|---|
| <ul style="list-style-type: none"> <li>Highlight story</li> <li>Can you play with other random players?</li> </ul> | <ul style="list-style-type: none"> <li>Show each case is self-contained</li> <li>Make first case free and easy</li> </ul> | <ul style="list-style-type: none"> <li>Set expectations early around locations</li> </ul> | <ul style="list-style-type: none"> <li>Make saved evidence a refresher on story</li> <li>Save last search</li> </ul> | <ul style="list-style-type: none"> <li>Make each case it's own self-contained, twisting story</li> </ul> | <ul style="list-style-type: none"> <li>Include an epilogue chapter for each case to wrap up story + start next</li> </ul> |
|--|---|---|--|--|---|

# Customer Journey Map - Glenn



**Glenn** // 24 // Thrill seeker



Find the Report	Start Case	Follow Lead	Find Clue	Submit Report	Mystery Continues
-----------------	------------	-------------	-----------	---------------	-------------------

**Actions**

- |   |   |   |  |  |  |
|---|---|---|--|--|--|
| <ul style="list-style-type: none"> <li>■ Saw it on friend's Instagram stories</li> <li>■ Friend setting up a group to play</li> </ul> | <ul style="list-style-type: none"> <li>■ Message from strange number</li> <li>■ Receives a role + unique access code</li> </ul> | <ul style="list-style-type: none"> <li>■ Share unique clues</li> <li>■ Start a group chat while each investigating leads</li> </ul> | <ul style="list-style-type: none"> <li>■ Discuss which lead to follow first</li> <li>■ Meet up at location and follow prompts</li> </ul> | <ul style="list-style-type: none"> <li>■ Share + discuss clues</li> <li>■ Argue over personal theories</li> <li>■ Submit theories</li> </ul> | <ul style="list-style-type: none"> <li>■ Track countdown for next case online</li> <li>■ Share results on Instagram</li> </ul> |
|---|---|---|--|--|--|

**Thoughts**

- |   |  |   |   |  |   |
|---|--|---|---|--|---|
| <ul style="list-style-type: none"> <li>■ Can I play with my friends?</li> <li>■ I want to try!</li> </ul> | <ul style="list-style-type: none"> <li>■ Whoa, who is this?</li> <li>■ I'm the saboteur? What do I do? Why?</li> </ul> | <ul style="list-style-type: none"> <li>■ What do I do with this? Is this a clue?</li> <li>■ How do I solve it now?</li> </ul> | <ul style="list-style-type: none"> <li>■ I know where to find a place like that!</li> <li>■ Do we all share clues?</li> </ul> | <ul style="list-style-type: none"> <li>■ Did my theory win?</li> <li>■ Who was right/wrong?</li> </ul> | <ul style="list-style-type: none"> <li>■ How well did we do?</li> <li>■ We're going to be first to try the next one!</li> </ul> |
|---|--|---|---|--|---|

**Pain Points**

- |  |  |  |  |   |  |
|--|--|--|--|---|--|
| <ul style="list-style-type: none"> <li>■ What if I can't solve it?</li> <li>■ I don't want to look stupid</li> </ul> | <ul style="list-style-type: none"> <li>■ We all went after the same clues</li> </ul> | <ul style="list-style-type: none"> <li>■ How do I share this?</li> </ul> | <ul style="list-style-type: none"> <li>■ Now what? We're stuck</li> <li>■ Resolving disagreements</li> </ul> | <ul style="list-style-type: none"> <li>■ I don't think that's what happened!</li> </ul> | <ul style="list-style-type: none"> <li>■ I can't remember where we left off</li> </ul> |
|--|--|--|--|---|--|

**Opportunities**

- |   |   |  |   |   |   |
|---|---|--|---|---|---|
| <ul style="list-style-type: none"> <li>■ Outline social aspects</li> <li>■ Clarify how launch works and reward early subscribers</li> </ul> | <ul style="list-style-type: none"> <li>■ Explain roles clearly and outline goals</li> <li>■ Make everyone feel important</li> </ul> | <ul style="list-style-type: none"> <li>■ Include a way to pool saved evidence</li> </ul> | <ul style="list-style-type: none"> <li>■ Include a hint system</li> </ul> | <ul style="list-style-type: none"> <li>■ Make reports separate and then pool the votes</li> <li>■ Show results</li> </ul> | <ul style="list-style-type: none"> <li>■ Role-based messages between cases</li> <li>■ Easy Instagram share</li> </ul> |
|---|---|--|---|---|---|

# Customer Journey Map - Martin



Martin // 32 // Indie gamer



## Find the Report

## Start Case

## Follow Lead

## Find Clue

## Submit Report

## Mystery Continues

### Actions

- Preordered after seeing the countdown on the indiegames subreddit

- Receive countdown notification
- Opens box and reads through physical case file with wife

- Uses secret code from the premium case file to unlock new lead

- Cross reference db file with case file
- Read more files to double check theory

- Add evidence based on scribbled notes

- Packs up the case file in its box
- Searches through the db at work to follow up unresolved clues

### Thoughts

- Could my wife play?
- We could host a games night with the kit!

- It's finally here!
- Can I play any time?

- I wonder what this card in the file means?
- I found a secret area!

- That's how they did it!
- Do we have enough evidence?

- So, were we right?
- We solved that so fast!

- Hmm, then what about these other clues?

### Pain Points

- I can only preorder 2 games this month...
- No reviews yet

- Have to wait until games night to check it out or it'll be spoiled

- Do we have to travel to locations?

- My wife feels left out if it's just me reading through the db

- Did we miss anything?
- Do we fill this in in our case file as well?

- Nothing to do until the next case is out

### Opportunities

- Outline social aspects
- Clarify how launch works and reward early subscribers

- Make initial communications part of the story + include puzzles

- Include puzzles in physical case file

- Make searching/collecting clues a social experience

- Make physical case file customisable
- Show results

- Keep db open to mini quests between cases to follow up on clues



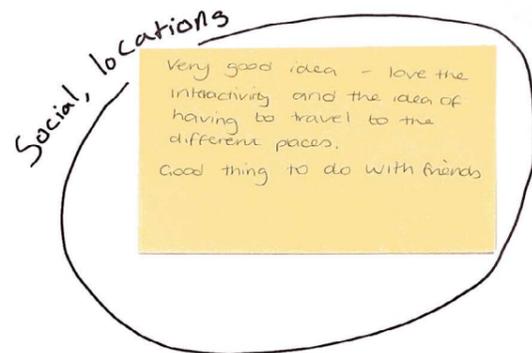
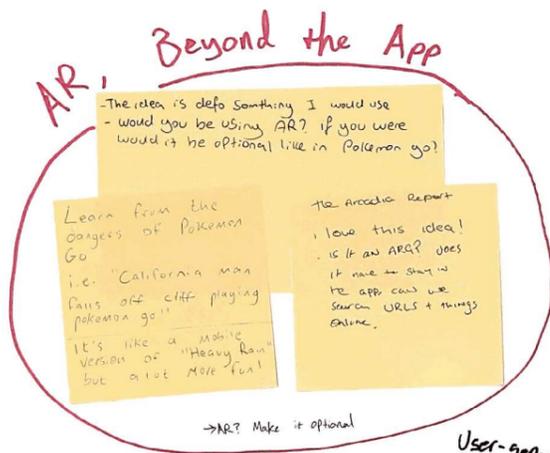
# Planning

Planning, plotting, and prioritising based on initial feedback

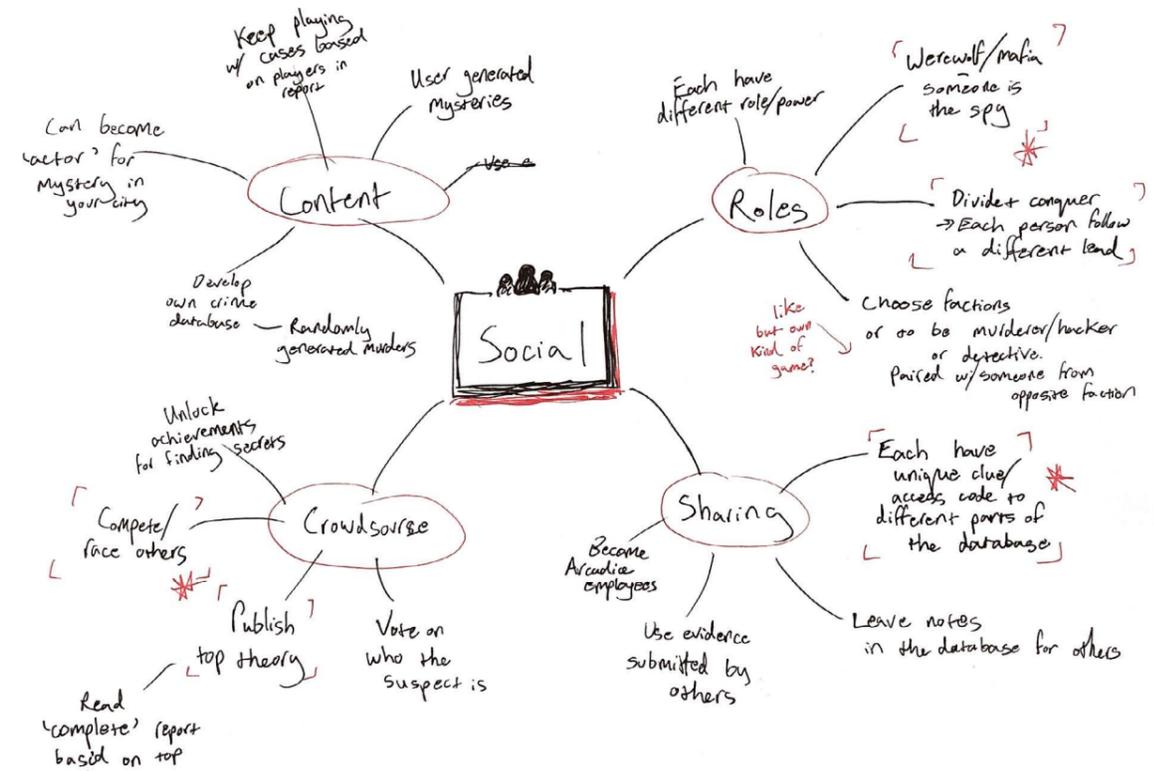
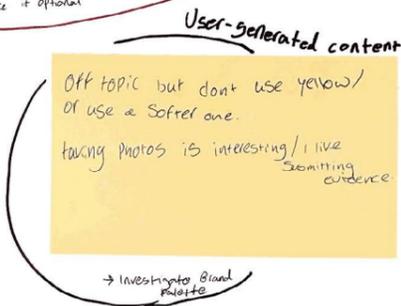
Scan or click for blog posts



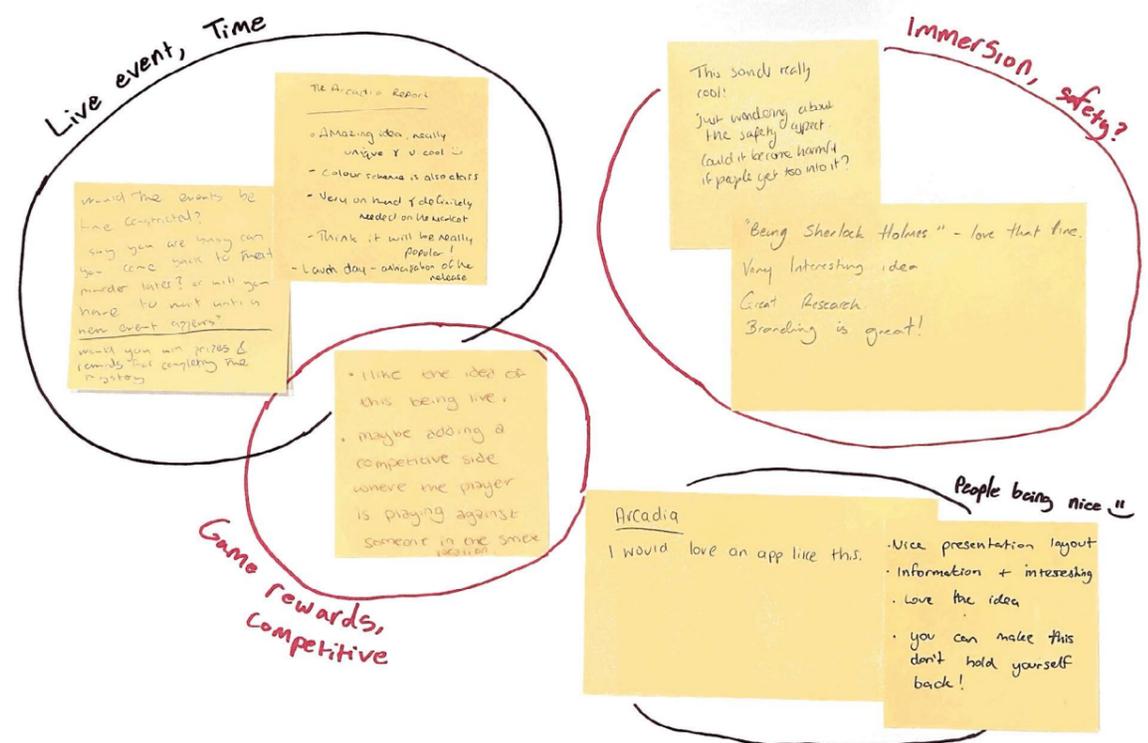
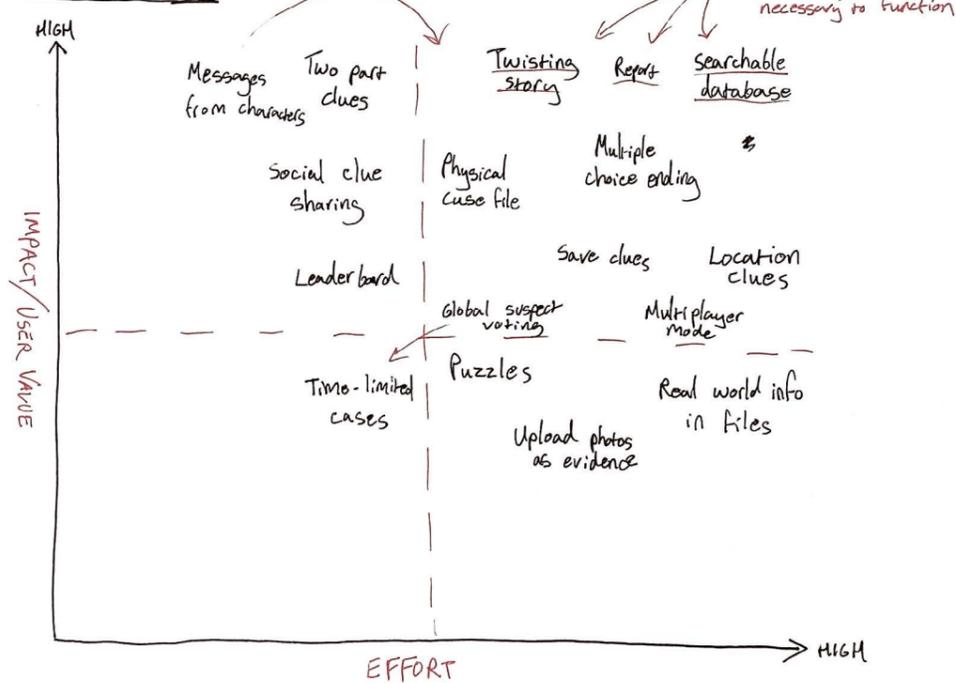
# Plotting Features Based on Feedback



**GROUPING FEEDBACK INSIGHTS**



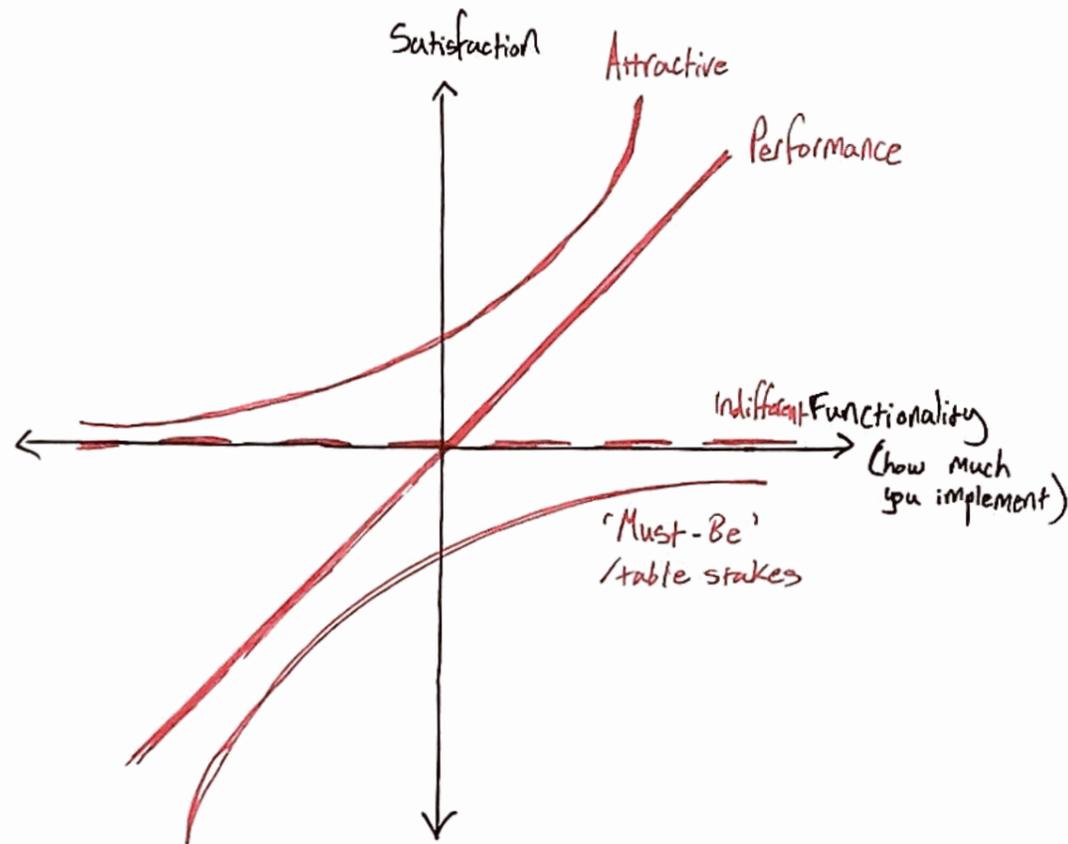
## PRIORITISATION MATRIX



# 🎯 Features Based on User Satisfaction

## Kano Model

Prioritising features based on user satisfaction



## Feature types

- \* Performance
- \* Must-Be
- \* Attractive/Delighters
- \* Indifferent

## Plotting Features

### Must-Be

- \* Fill in the blanks Report
- \* Save clues

### Performance

- \* Searchable database
- \* Case design
- \* File design
- \* Location triggered clues
- \* Clue/puzzle design
- \* Twisting story

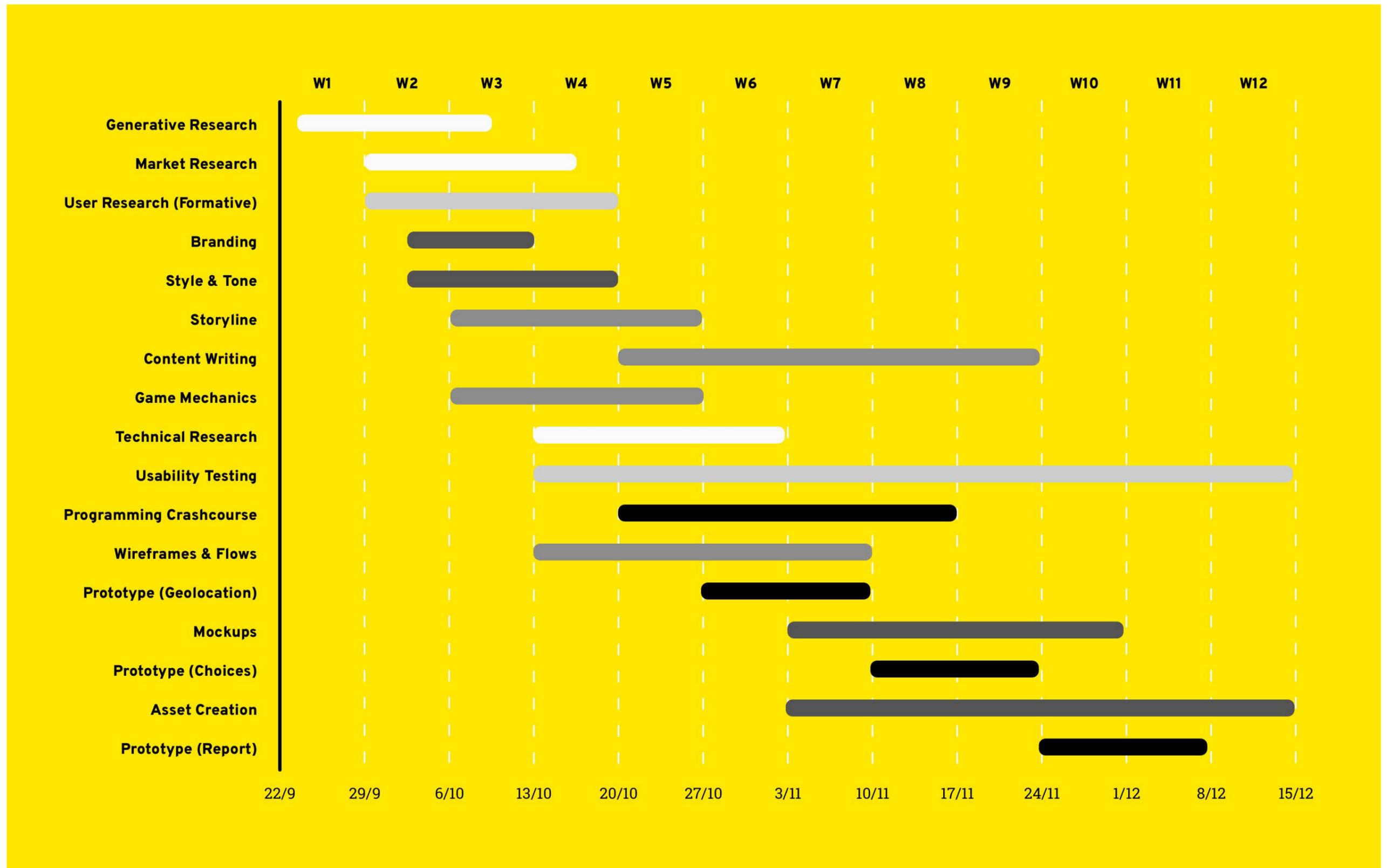
### Attractive/Delighters

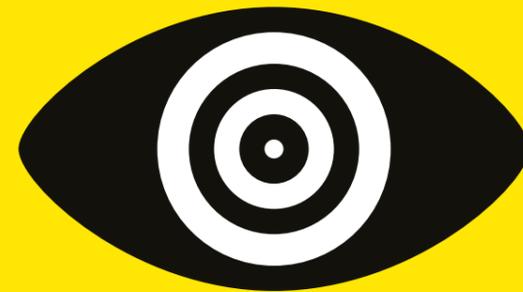
- \* Multiple choice ending
- \* Social clue sharing
- \* Messages from characters
- \* Multiplayer roles mode
- \* Leaderboard/rewards
- \* Time based cases

### Indifferent

- \* Real world info in clues
- if not at launch

# Project Timeline





# Branding

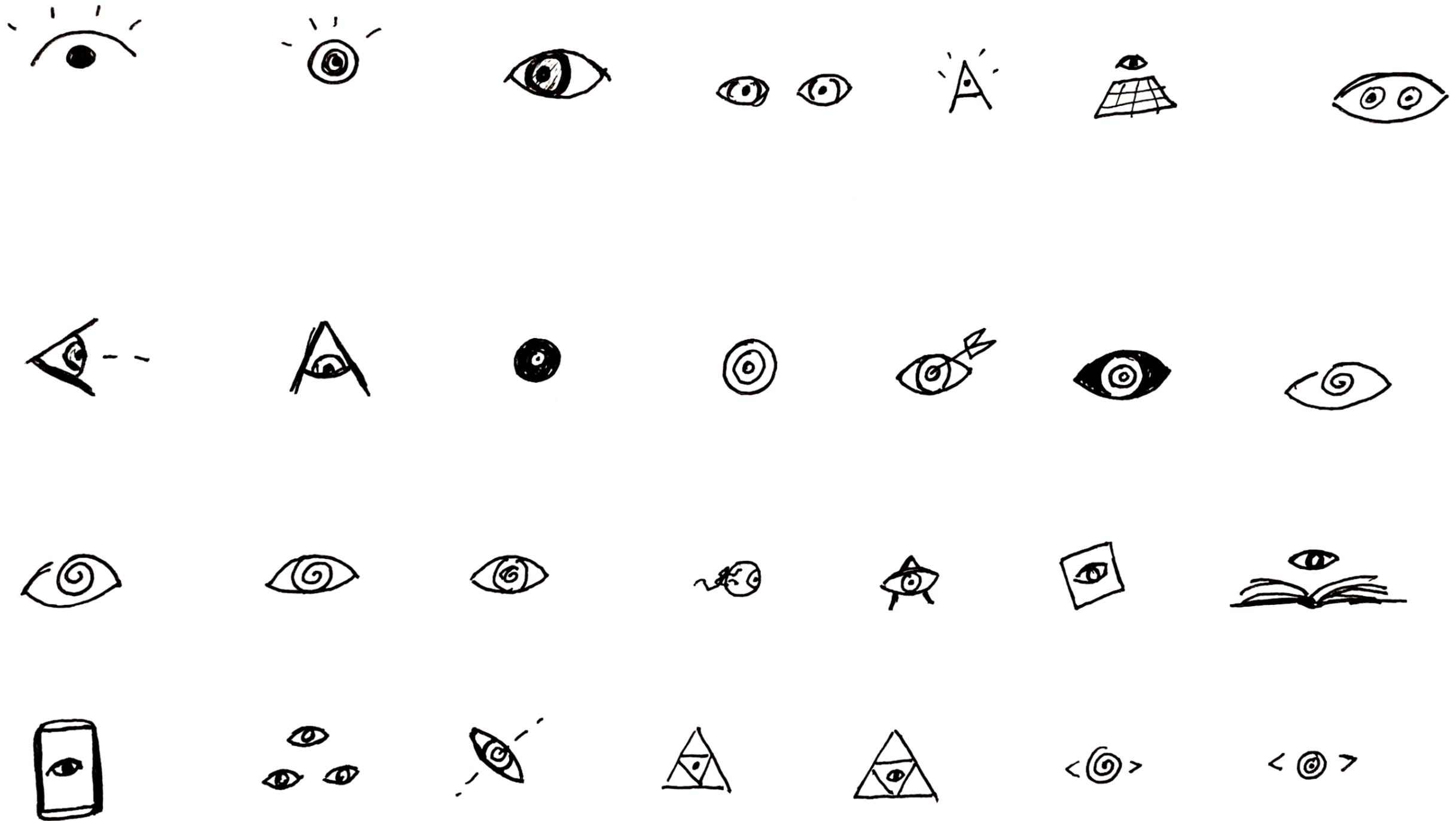
Defining the language, look, and feel

Scan or click for blog posts

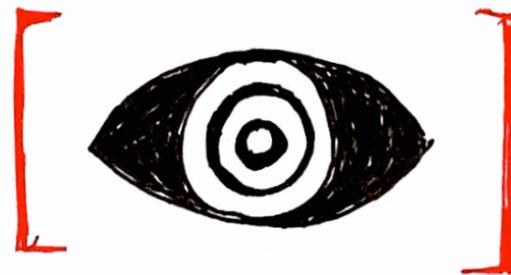
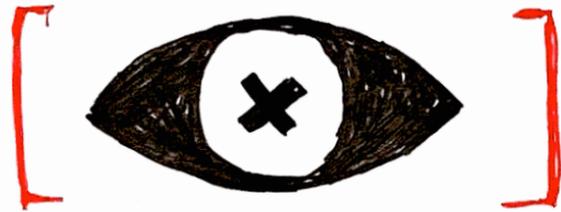
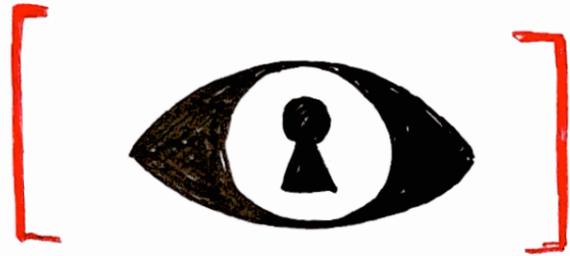


## 👁️ Logo Sketching (1/2)

I went with an eye for the logo to capture the mysterious, surreal, unsettling, and conspiratorial undertones of the story. It also doubles as the symbol of the watchful AI Arcadia software.



# 👁️ Logo Sketching (2/2)



Could animate/rotate icons through the eye for a variable brand?

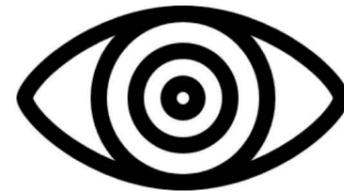
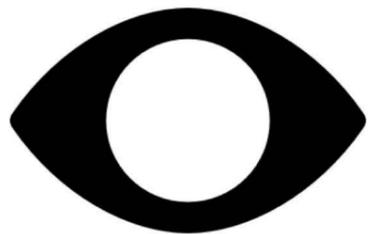
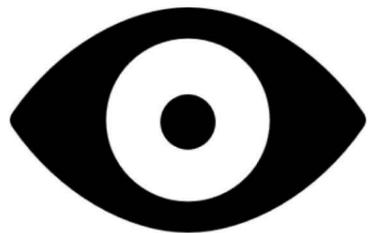
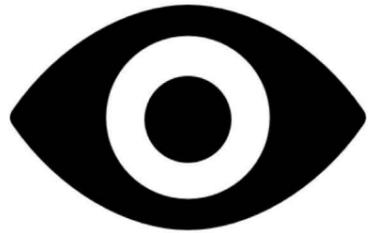


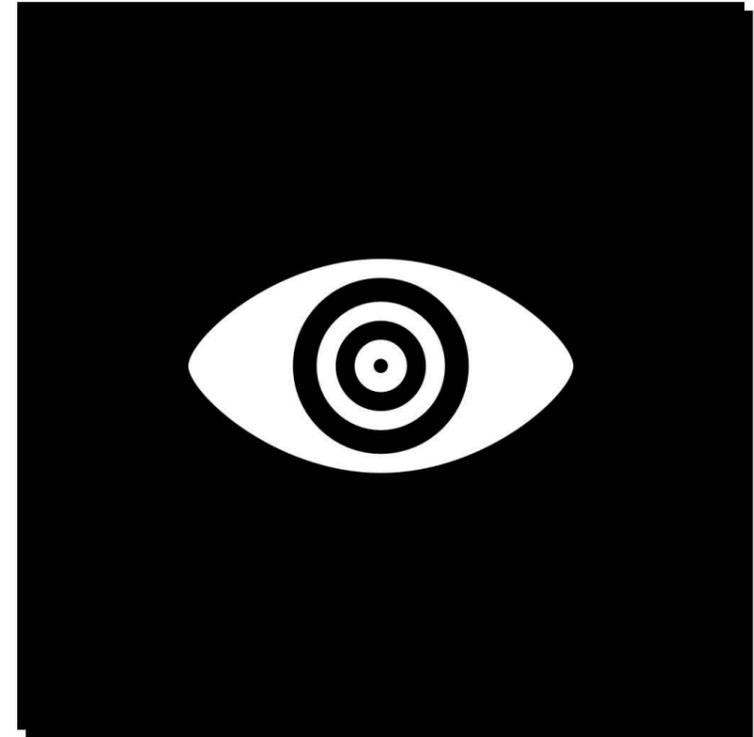
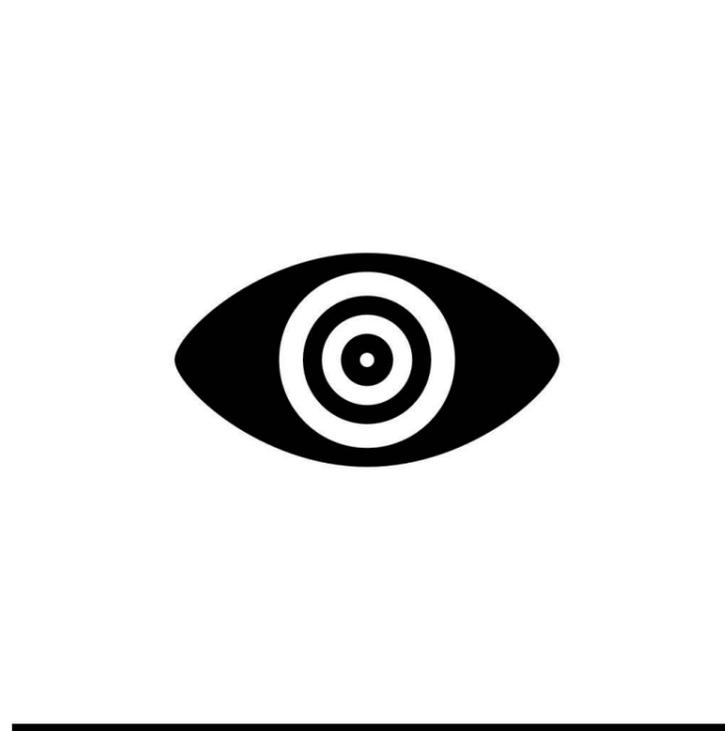
Eye could blink? — ● —

Follow cursor? 👁️↑

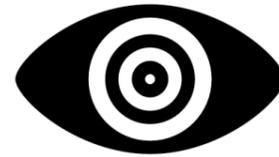
↳ Taco games has an eye loader animation similar?

👁️ Logo Development





👁️ **Typography Exploration (1/2)**



**The Arcadia Report**



**The Arcadia Report**



**The Arcadia Report**



**The Arcadia Report**



**The Arcadia Report**



The Arcadia Report



**The Arcadia Report**



## Secondary Typography

**The Arcadia Report**

Keep your eyes open

Heading

**Overpass Black**

Subheading

Overpass

Body

Roboto Slab

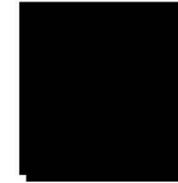
Interface

Overpass Mono

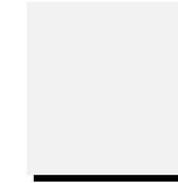
Brand Colours



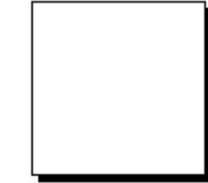
POLICE TAPE  
#FFE501



DEAD PIXEL  
#000000



DIRTY SCREEN  
#F0F0F0



PURE WHITE  
#FFFFFF

Interface Colours



POLICE TAPE  
#FFE501



DEAD PIXEL  
#000000



DIRTY SCREEN  
#F0F0F0



GUMSHOE SOLE  
#787878



SHADOW  
#A5A5A5



CRIMSON SPRAY  
#F94C4C



# Marketing and Promotion

Laying the foundation for spreading the word

Scan or click for blog posts



# Plotting Promotional Page Content (1/2)

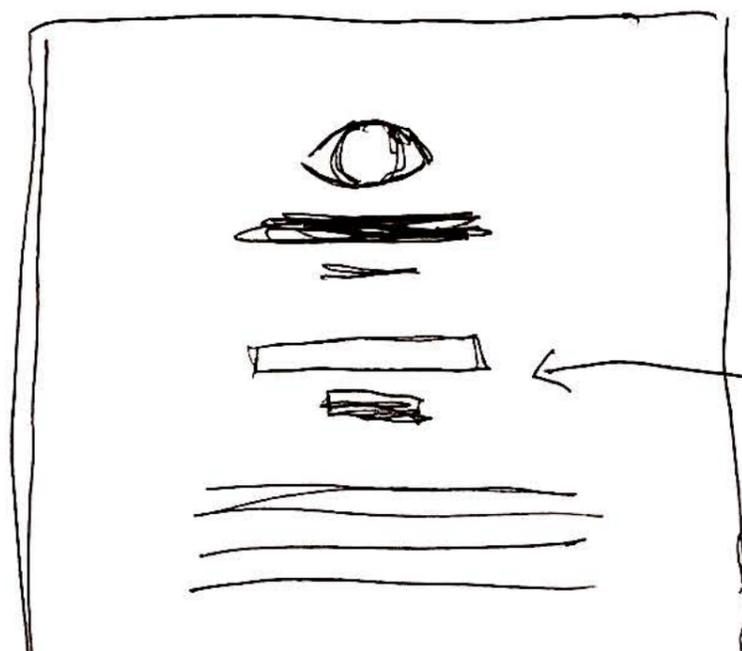
ARCADIA Website v0.1 CONTENT

- \* Elevator pitch
- \* Key features
- \* Mailing list
- \* Tester testimonials
- \* Prototypes - - - > testable prototypes?
- \* WIP screenshots
- \* Dev logs/blog
- \* Promotional video
- \* Taster case
- \* Downloadable wallpapers
- \* Share #Justice4Arcadia ("Join the movement")

Gain special access when you share?



sign up only access area



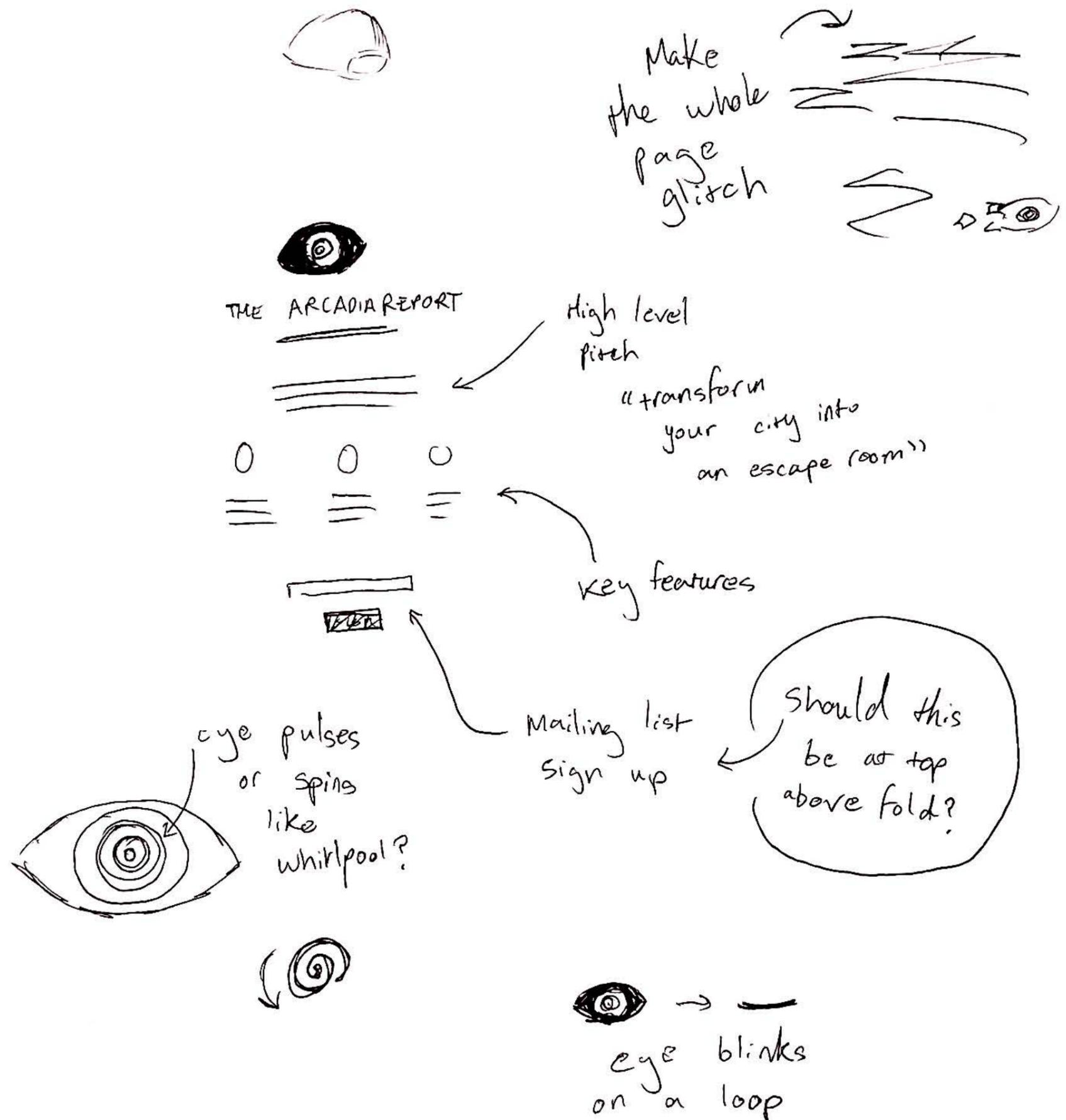
Sharing? screenshot opportunity when you complete prototype test  
↳ "I solved it in X mins"

- v1: mailing list
- v2: landing page + mailing
- v3: landing page, mailing + prototype area
- v4: + Dev logs + testimonials

# Plotting Promotional Page Content (2/2)

## The Site Should...

- Intrigue
- Explain just enough
- Encourage sharing
- Get people involved
- Encourage sign ups



[EYE LOGO]

## # The Arcadia Report

#### Keep your eyes open

### ## Pitch

The Arcadia Report is an immersive murder transforming your city into an escape room a detective. You ARE the detective. Play a mystery invades reality. Travel to real world clues, and uncover the secrets of Arcadia corrupted records of a failed startup with consequences.

Keep your eyes open.

### ## Overview

#### #### Secrets in Your City

Never see your city the same way again. Fo world locations to uncover new evidence an Arcadia Report transforms your city into a

#### #### Be the Detective

# The Arcadia Report

Keep your eyes open

## Pitch

The Arcadia Report is an immersive murder mystery unique to you, transform don't read about a detective. You ARE the detective. Play anywhere, anytime world locations, unlock clues, and uncover the secrets of Arcadia as you del startup with murderous consequences.

Keep your eyes open.

## Overview

### Secrets in Your City

Never see your city the same way again. Follow leads to real world location case. The Arcadia Report transforms your city into an escape room.

### Be the Detective

Discover the twists and turns of a live tech-noir thriller. It's up to you to piec of Arcadia, Inc. and uncover the truth as people connected to The Report kee

### Mystery Invades Reality

Mystery invades reality as your location can trigger mysterious text message cases. Justice is in your hands.

## Sign up

# 🎯 Promotional Page Visual Iteration

binary

This iteration features a yellow background with a white binary code pattern. The layout includes a header with the title 'The Arcadia Report' and a sub-header 'Keep your eyes open'. Below this is a paragraph of text and a 'Get it' button. The middle section is titled 'Experience the Mystery' and contains three columns of text, each starting with 'Mystery Invades Reality'. The bottom section is titled 'Join the Mystery' and includes a registration form with a 'Get it' button and a footer with three dots and small text.

yellow

This iteration has a solid yellow background. It follows the same layout as the 'binary' version, with the title 'The Arcadia Report' and sub-header 'Keep your eyes open'. The text and 'Get it' button are present. The 'Experience the Mystery' section has three columns of text. The 'Join the Mystery' section includes a registration form and a footer with three dots and small text.

border

This iteration has a white background with a yellow border. The layout is consistent with the previous versions, featuring the title 'The Arcadia Report' and sub-header 'Keep your eyes open'. The text and 'Get it' button are present. The 'Experience the Mystery' section has three columns of text. The 'Join the Mystery' section includes a registration form and a footer with three dots and small text.

border

This iteration has a white background with a yellow border and yellow lines connecting the main sections. The layout is consistent with the previous versions, featuring the title 'The Arcadia Report' and sub-header 'Keep your eyes open'. The text and 'Get it' button are present. The 'Experience the Mystery' section has three columns of text. The 'Join the Mystery' section includes a registration form and a footer with three dots and small text.

border

This iteration has a white background with a yellow border and yellow boxes highlighting specific elements. The layout is consistent with the previous versions, featuring the title 'The Arcadia Report' and sub-header 'Keep your eyes open'. The text and 'Get it' button are present. The 'Experience the Mystery' section has three columns of text. The 'Join the Mystery' section includes a registration form and a footer with three dots and small text.



Not Secure | arcadiareport.com

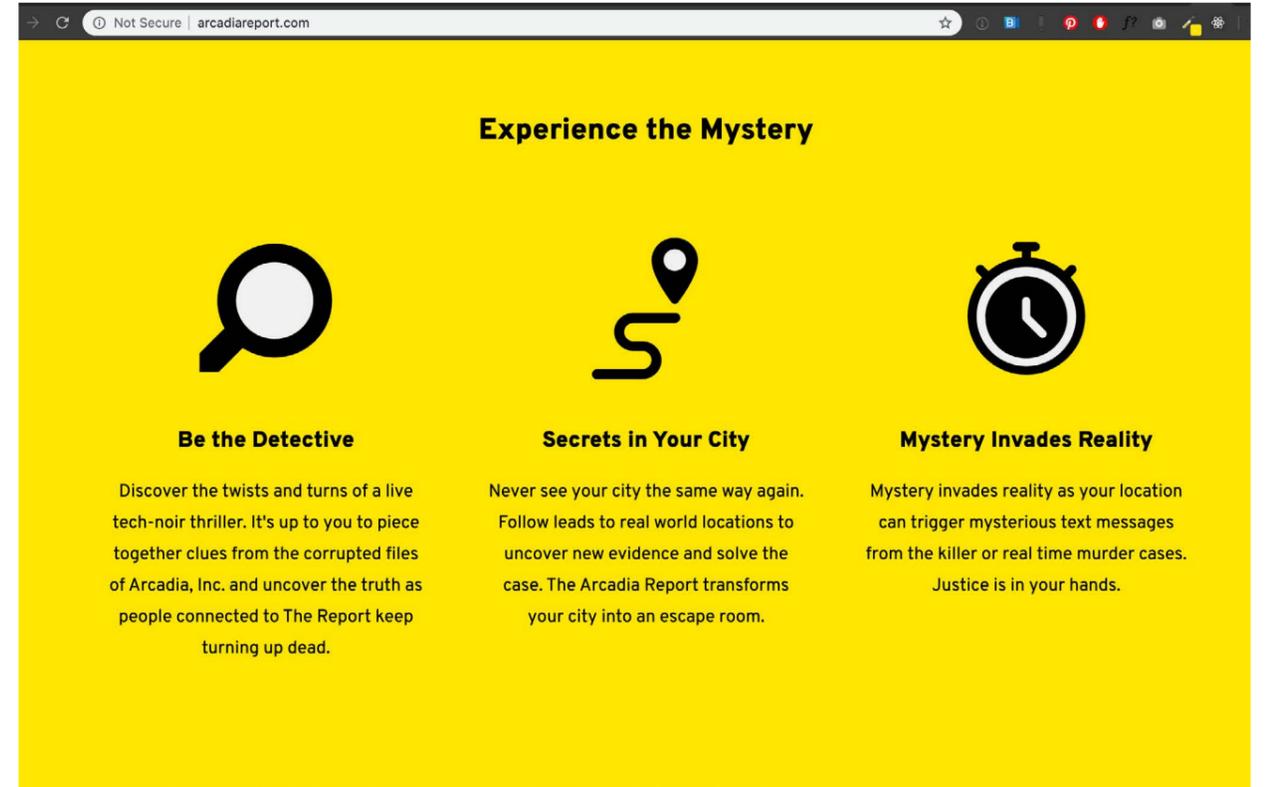


# The Arcadia Report

Keep your eyes open

The Arcadia Report is an immersive murder mystery unique to you, transforming your city into an escape room. You don't read about a detective, you *are* the detective. Play anywhere, anytime as mystery invades reality. Travel to real world locations, unlock clues, and uncover the secrets of Arcadia as you delve into corrupted records of a failed startup with murderous consequences.

**JOIN THE MYSTERY**



Not Secure | arcadiareport.com

## Experience the Mystery



### Be the Detective

Discover the twists and turns of a live tech-noir thriller. It's up to you to piece together clues from the corrupted files of Arcadia, Inc. and uncover the truth as people connected to The Report keep turning up dead.



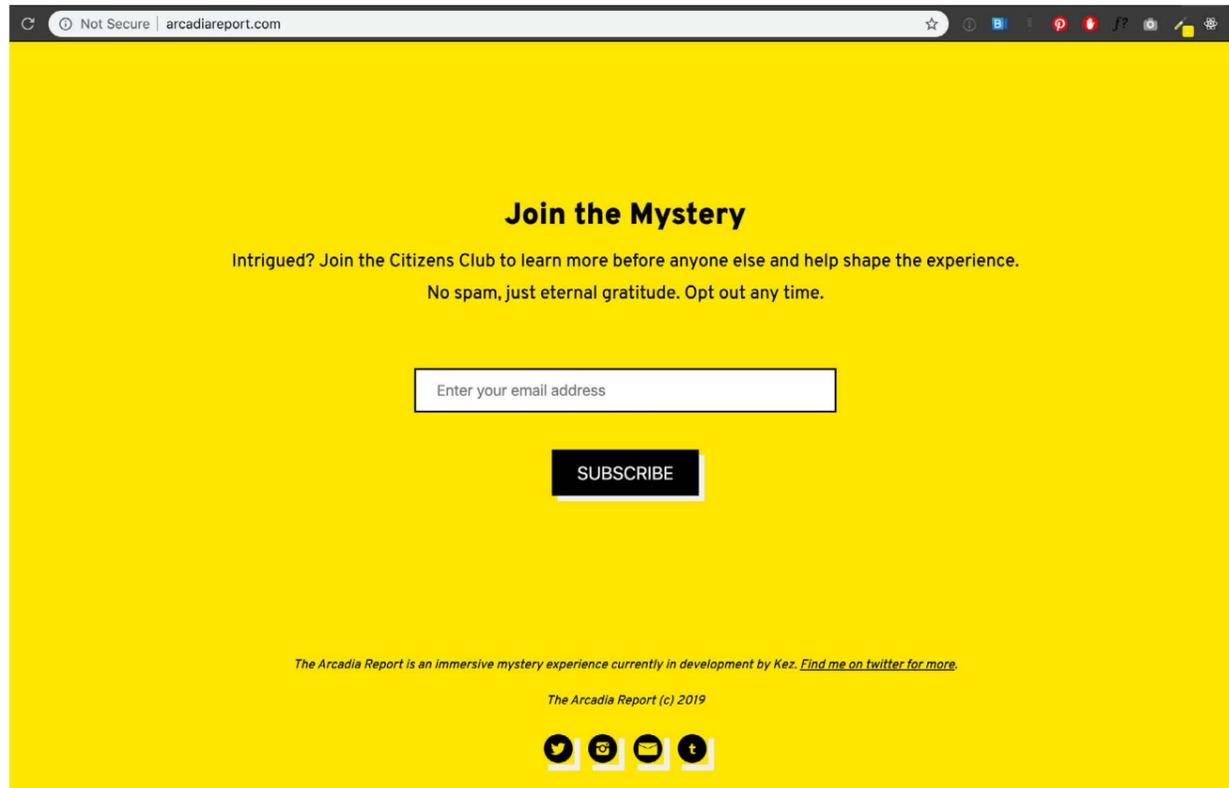
### Secrets in Your City

Never see your city the same way again. Follow leads to real world locations to uncover new evidence and solve the case. The Arcadia Report transforms your city into an escape room.



### Mystery Invades Reality

Mystery invades reality as your location can trigger mysterious text messages from the killer or real time murder cases. Justice is in your hands.



Not Secure | arcadiareport.com

## Join the Mystery

Intrigued? Join the Citizens Club to learn more before anyone else and help shape the experience. No spam, just eternal gratitude. Opt out any time.

**SUBSCRIBE**

The Arcadia Report is an immersive mystery experience currently in development by Kez. [Find me on twitter for more.](#)

The Arcadia Report (c) 2019



The website features the high level product pitch, overview, and mailing list sign up. Scan or click to check it out.

 Stay safe