The Arcadia Report

Content and Narrative Design

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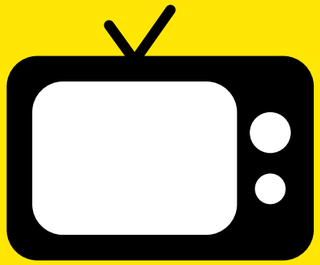
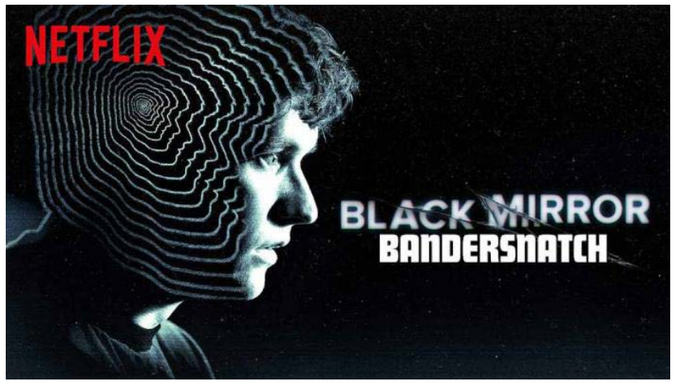


Narrative Research

Investigating what drives engagement in mystery media

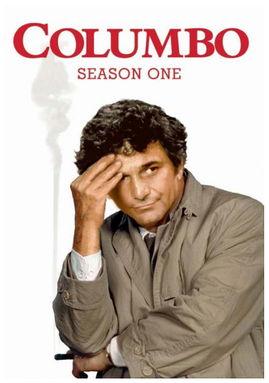
Scan or click for blog posts

Story Moodboard



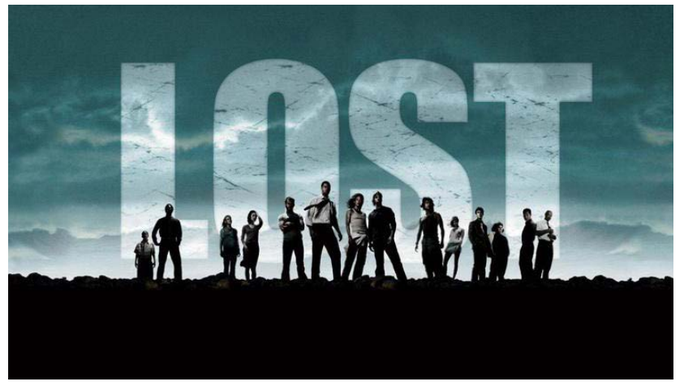
Bandersnatch

Choose your own adventure film with multiple endings



Columbo

Serial detective show where the murderer is revealed at the start



Lost

Adverts and fake company websites outside the show revealed secrets

Person of Interest

Show exploring artificial intelligence and surveillance in solving crimes

Memento

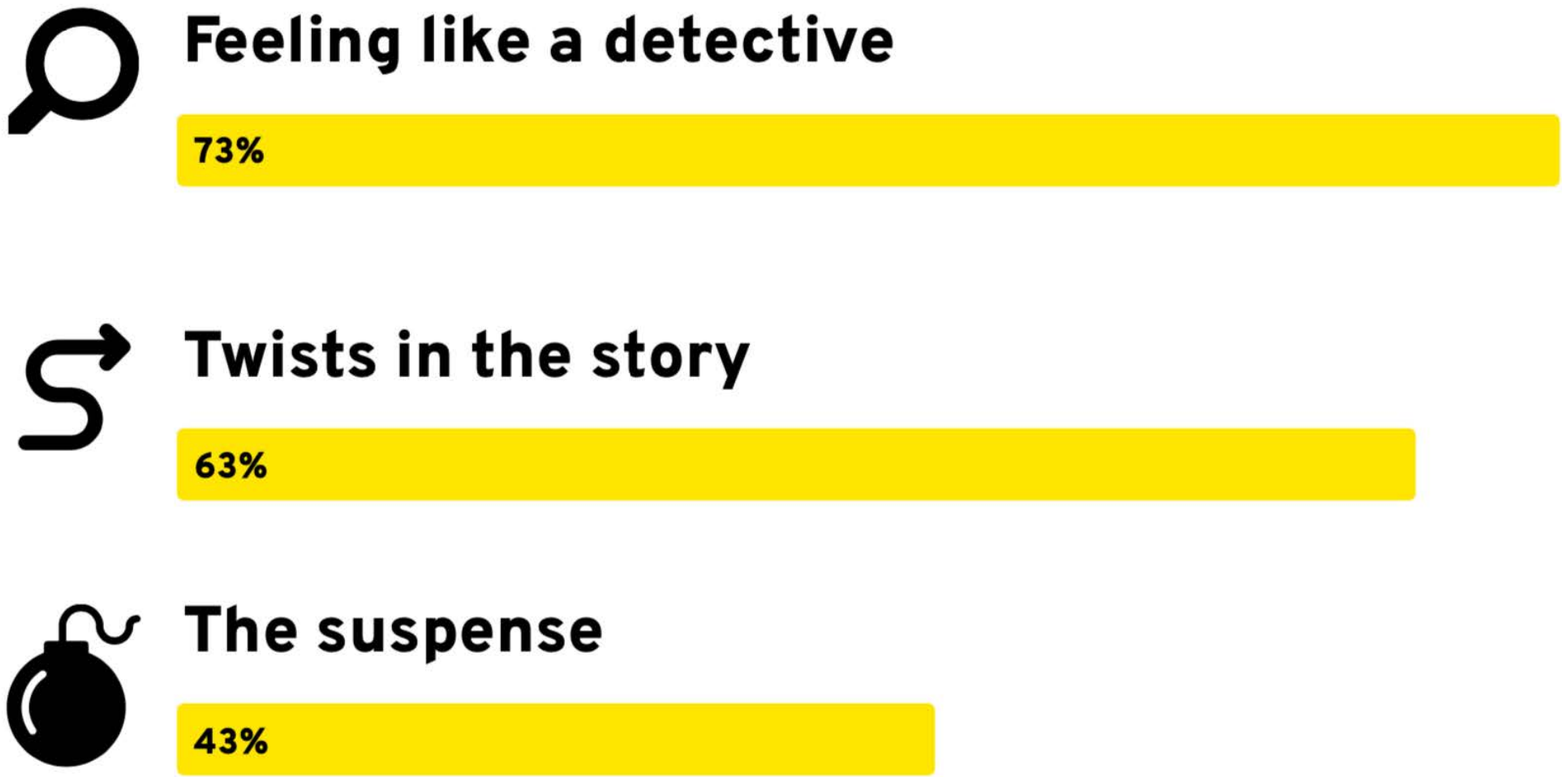
Non-linear, twisting thriller where every clue reframes what came before

Mr. Robot

Twist-packed show focusing on hackers vs corporations

The Arcadia Report

I asked people in my target demographics what they enjoyed most about mysteries and the results were clear. These form the three central pillars of The Arcadia Report experience and story.



Narrative Design

Plotting a tech-noir thriller that invades reality

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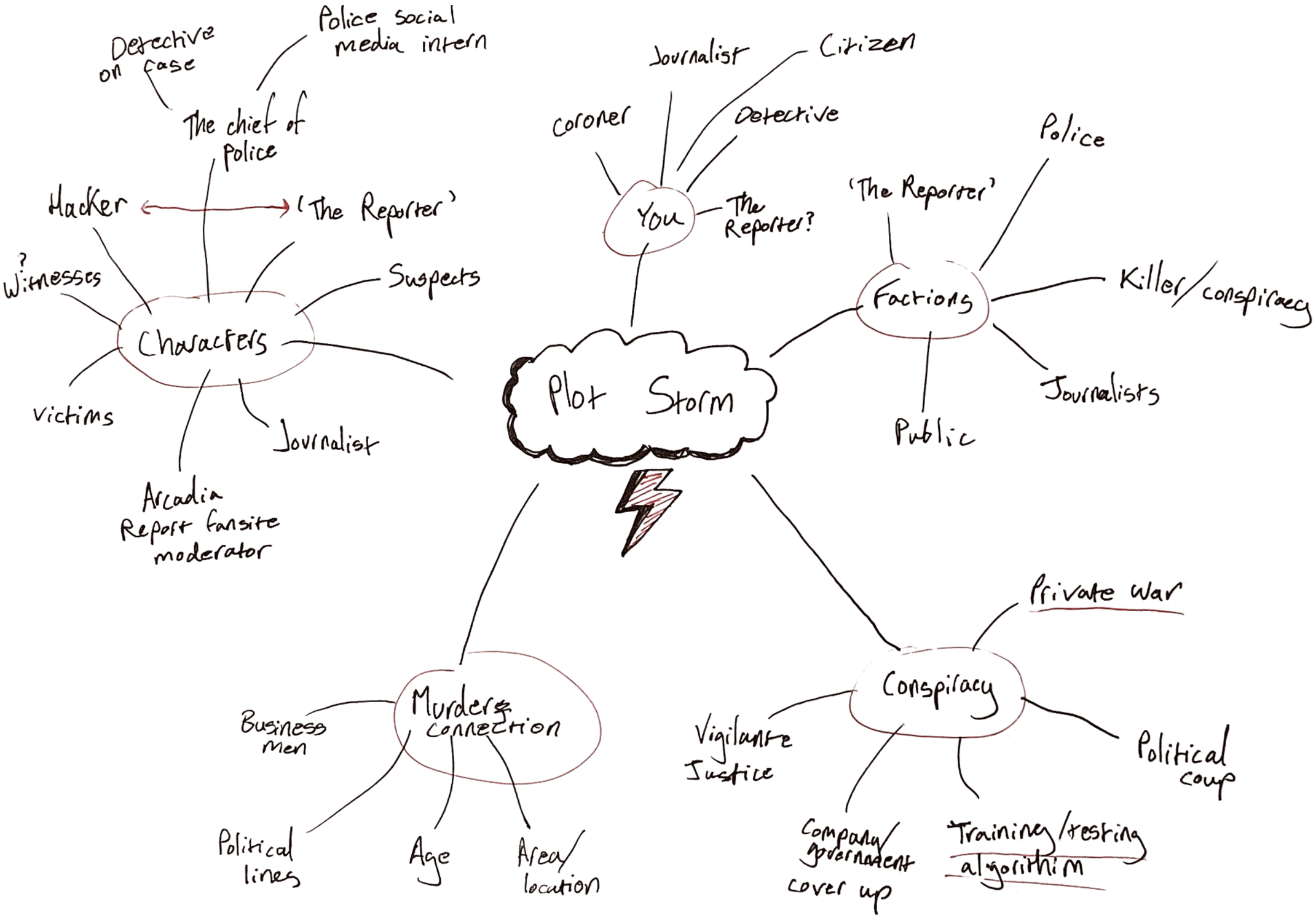
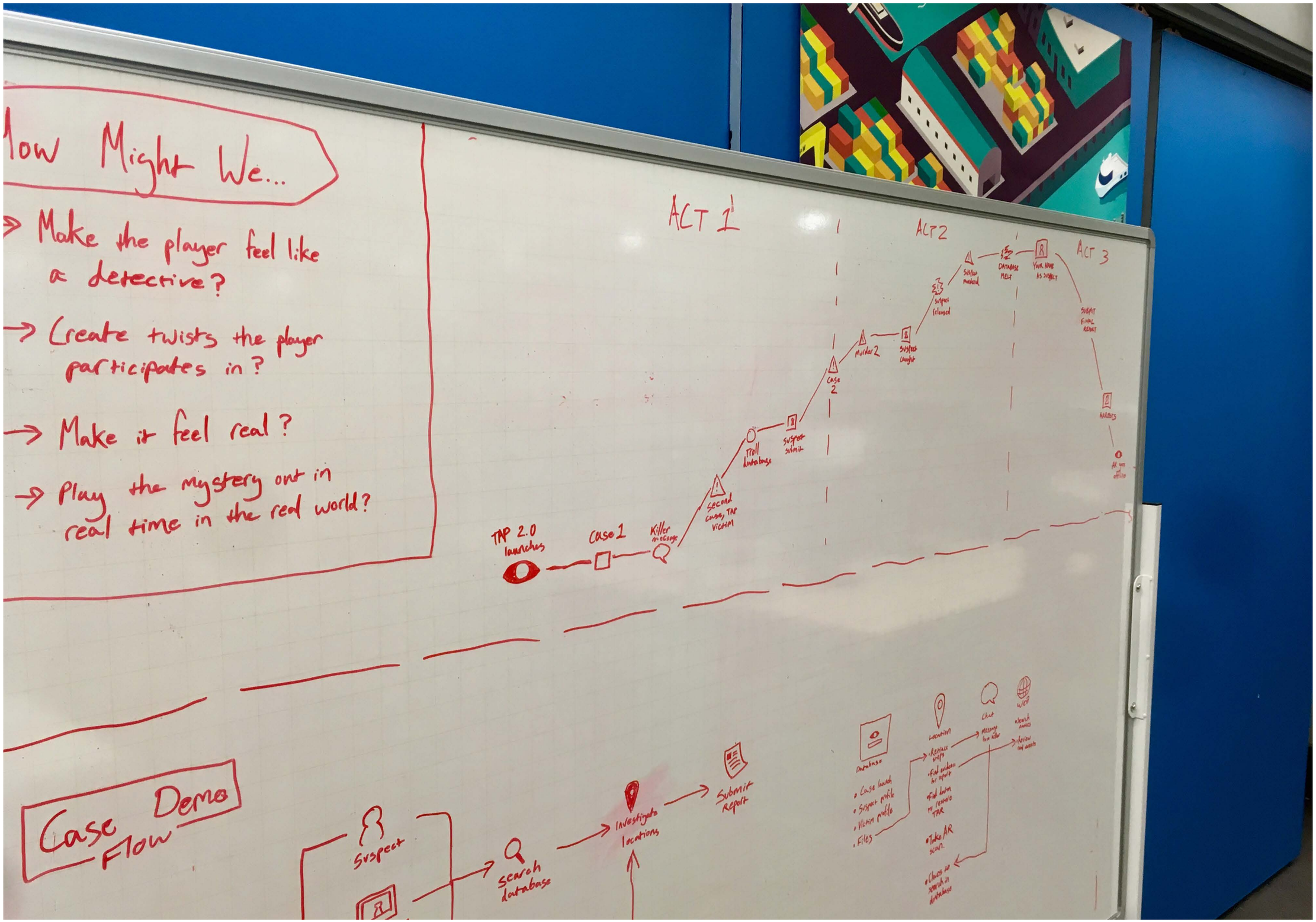
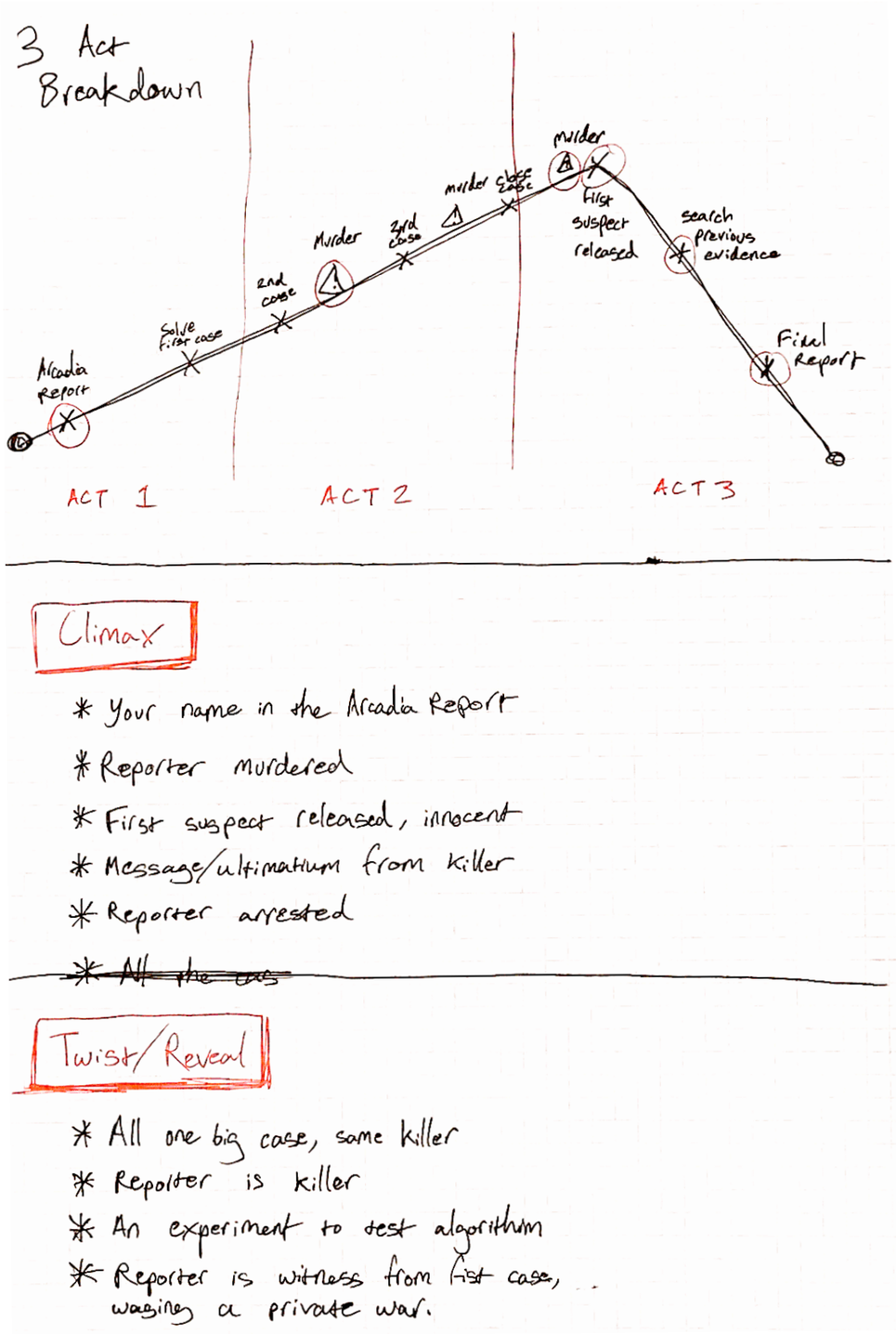
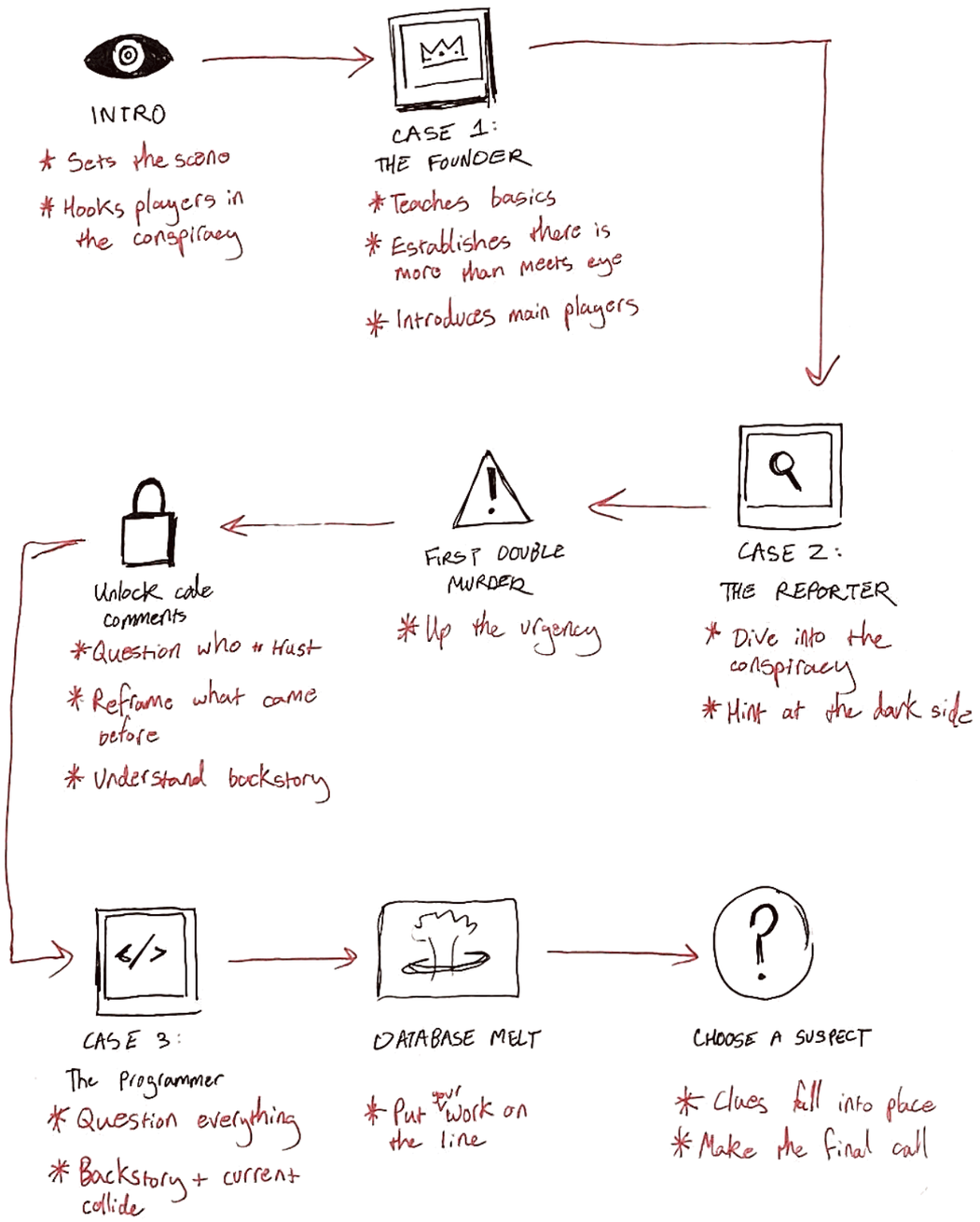

Detective on case
Police social media intern
The chief of police
Hacker
'The Reporter'
Witnesses?
Suspects
Characters
Victims
Journalist
Arcadia Report fansite moderator
Journalist
Citizen
coroner
Detective
You
The Reporter?
Police
'The Reporter'
Factions
Killer/conspiracy
Plot Storm
Public
Journalists
Private war
Murder & connection
Business men
Conspiracy
Vigilante Justice
Political coup
Political lines
Age
Area/ location
Company/ government cover up
Training/testing algorithim

Narrative Brainstorming Session



Breaking Down Key Twists





Mystery Building

Plotting (fictional) murders and creating clues

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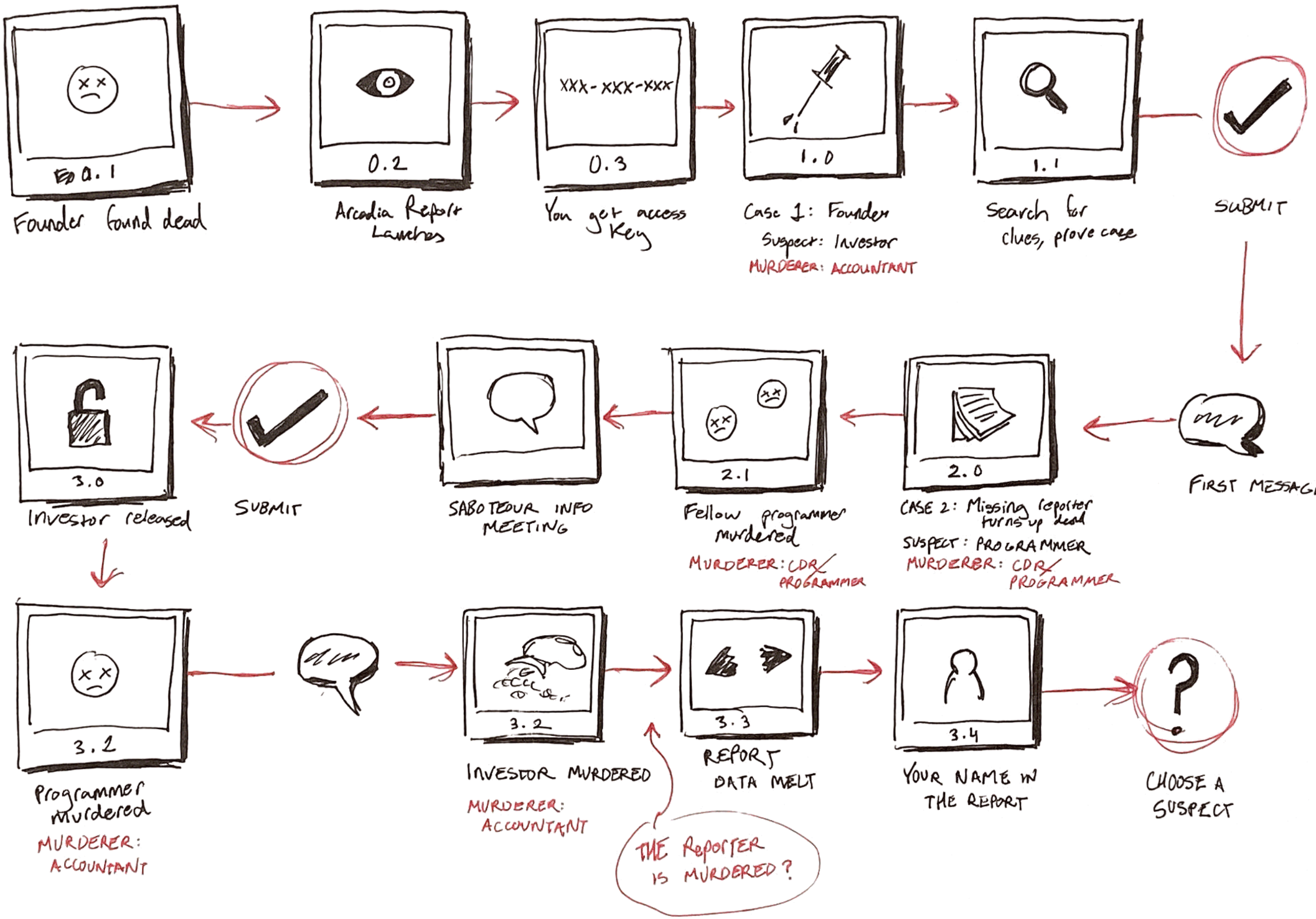
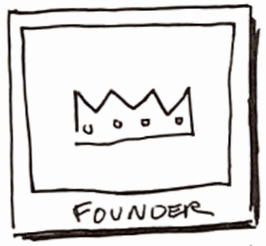
Case Timeline



Key Characters



- Creator of Arcadia
- Found dead

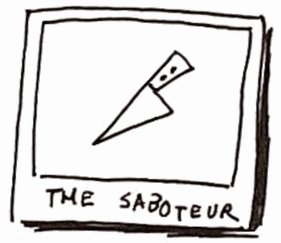
MURDER 1

- Arcadia database
- Algorithm for identifying murderers/solving crimes

- Mysterious figure uploading Arcadia files
- Calling to crowdsource justice for Arcadia

VICTIM 6?

- One of the public selected for Arcadia Beta launch to solve mystery



- Mysterious messenger warning you off cases
- Suspect in killings

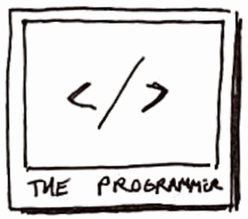
KILLER: 1, 4, 5

- Investigating ~~The~~ Arcadia before it went bust
- Went missing

VICTIM 2

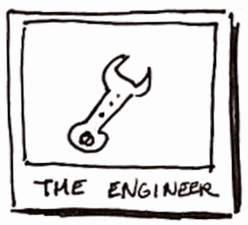
- Angel investor for Arcadia
- Forced off board

VICTIM 5



- Fired from Arcadia
- Boyfriend of journalist

VICTIM 4



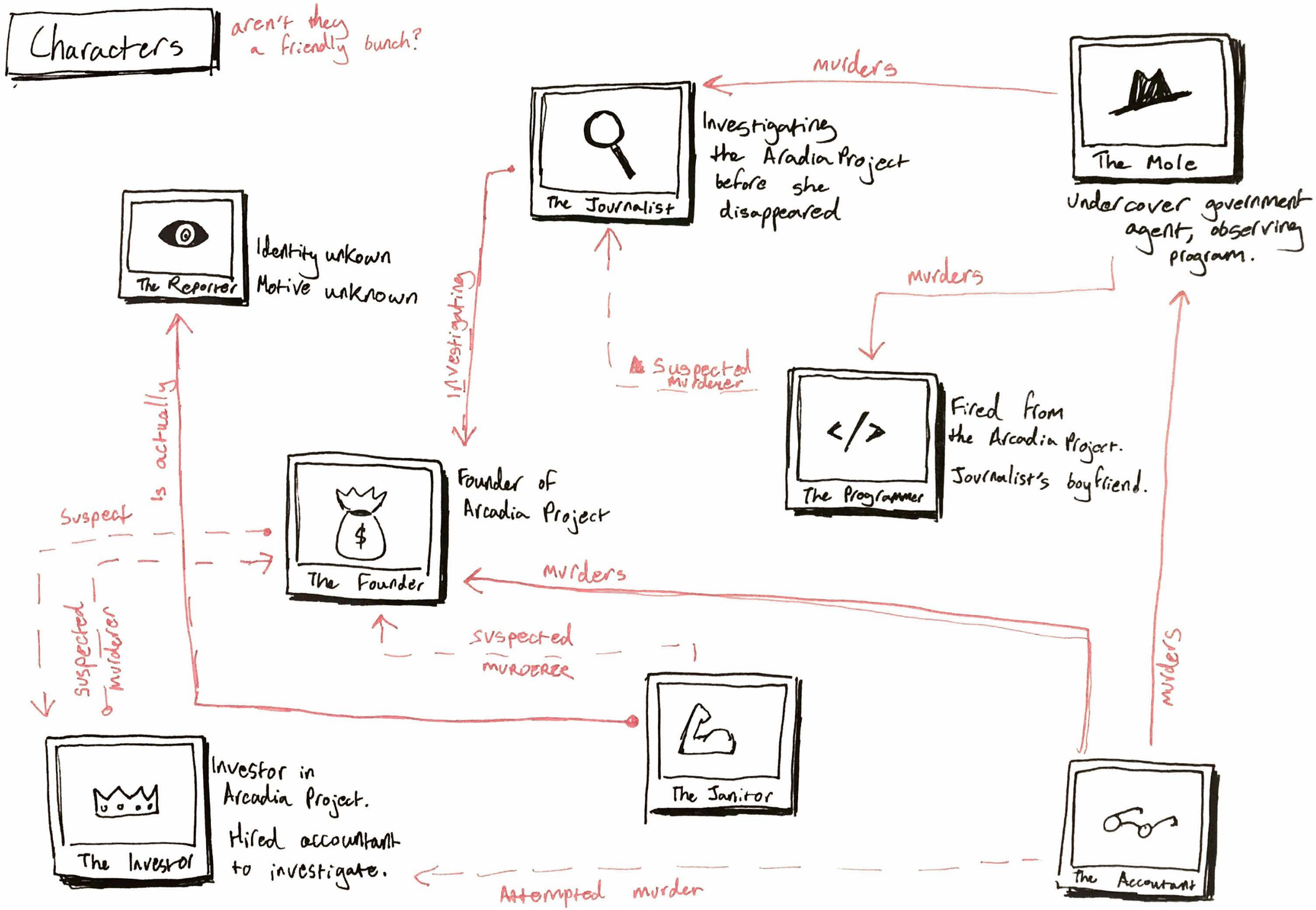
- Gathered data for Arcadia

VICTIM 3

- Shadowy organisation trying to buy Arcadia
- Government front

KILLER: 2, 3

Character Map



Case 1: Overview

CASE 1

- sets the scene
- Teaches the basics
- Establishes there is more than meets the eye
- Introduces main players

VICTIM: THE FOUNDER

SUSPECT: THE INVESTOR

MOTIVE

MEANS

OPPORTUNITY

KNOWN

VICTIM: THE FOUNDER	SUSPECT: THE INVESTOR	MOTIVE	MEANS	OPPORTUNITY
* Founder of Arcadia	* Angel investor	* Revenge	* Overdose	* Apartment
* Overdose	* Argued w/ Founder over monetising			
* Convinced Arcadia conspiracy existed (according to Reporter)	* ~~Kicked out~~ Left company			

DISCOVER

VICTIM: THE FOUNDER	SUSPECT: THE INVESTOR	MOTIVE	MEANS	OPPORTUNITY
* Being tracked	* Hired accountant	* Confronting founder about missing funds	* Founder allergic to peanuts	* Began meeting again.
* Last to leave company, vowed the 'justice would not die'	* Gave founder first chance	* Kicked out by Founder	* Founder had drug addiction	* ~~Memo~~ Calendar set to meet
* Kicked investor out	* Never invested this much before			* War room convened for all past employees on 1 year anniversary at Founder appt
* Siphoning money	* Refused hostile takeover			
* LOOKing for other investors →	* Talking to potential buyers			

Mapping Solutions to Evidence (1/2)

CASE 1

CASE

VICTIM	SUSPECT	MOTIVE	MEANS	Opportunity
* Arcadia founder * Death: overdose * Location: apartment	* Angel investor * Fighting w/ founder * Lost investment	* Money • Founder ~~lost~~ gained money • Investor lost money * Investor kicked out of company * Founder looking to sell behind investor's back.	* Poison * Overdose * Blackmail/ Manipulation	* Coffee * At apartment * In office pill supply * Threatening call

EVIDENCE

* Case file * Location CCTV * Reciepts/transactions	* Case file * Bank statements * Emails	* Financial records * Emails * News articles * Calendar * Meeting minutes	* Medical records * Emails * Company statements	* Location CCTV * Calendar * Log in times * Chat history

Mapping Solutions to Evidence (2/2)

Case 2

CASE

VICTIM

* Journalist
* Death: ~~strangled~~ blunt force
* Location: alley
* Investigating Arcadia
* Missing for 2 weeks

SUSPECT

* Programmer
* Ex-boyfriend
* Fired from Arcadia
* Interrupted report for argument

MOTIVE

* Jealousy
* Revenge for losing job
* Self-defence: blackmail gone wrong

MEANS

* Fight at apartment
* Ambush on way to new boyfriend
* Accident during fight
* Bottle
* Push

Opportunity

* Exchanging hard drive

EVIDENCE

* Case file
* Twitter
* Blog
* News articles
* Notebook
* Diary

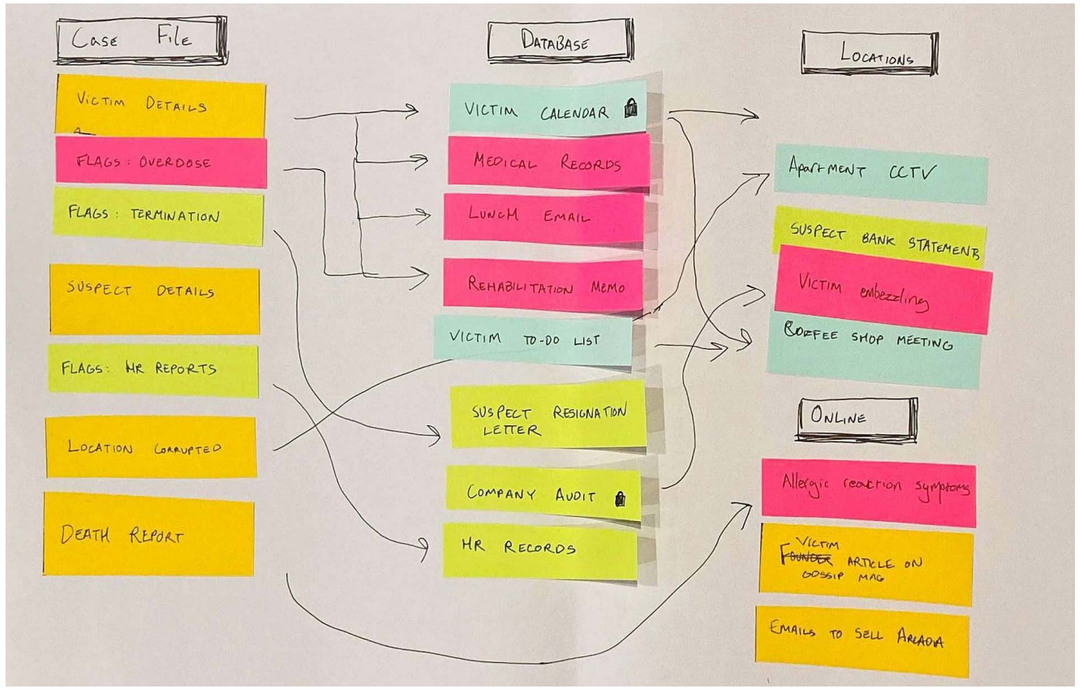
* Case file
* Employee profile
* HR complaints
* Termination notice

* Chat history
* Browser history
* Emails
* Bank statement

* HR complaints
* Autopsy report

* Location public disturbance complaints
* Calendar
* Location history

Connecting Clue Locations and Cases



The Report

Cases | Characters | Case 1

Grid view | Hide fields | Filter | Group | Sort | Color

Clue	Type	Found	Cont...	Linked from	Leads to	Requires
Case file	Flavour, Motive	Database			Apartment CCTV, Founder	
Founder medical records	Means	Database		Case file		
Peanuts memo	Means	Database			Founder medical records	
Investor bank statement	Motive	Location				
Founder emails	Motive, Conspiracy	Location		Investor resignation letter	Founder calendar, News art	
Apartment CCTV	Opportunity	Location		Case file	Founder calendar	
Founder calendar	Opportunity	Database			Apartment CCTV	
Investor resignation letter	Motive	Database		Case file	Founder emails	
Company financial statem...	Motive, Conspiracy	Database		Founder emails	The accountant	
Log in time stamps	Opportunity	Database				
News articles	Flavour	Internet				
Investor emails	Motive, Conspiracy	Database				
The accountant						

The Report

Cases | Characters | Case 1

Main View | Hide fields | Filter | Group | Sort | Color

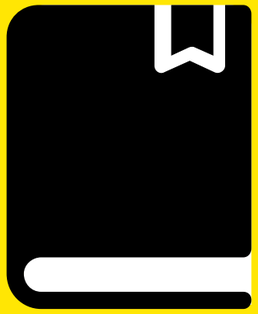
Name	Stage in the Hero's ...	Victim	Suspect	Murderer	Characters Involved
Case 1 - The Founder	Call to Adventure	The Founder	The Investor	The Founder	The Reporter, The Inves
Case 2 - The Journalist	Crossing the Threshold	The Journalist	The Programmer	The Programmer	The Accountant, The Pr
Case 3 - The Manager	Ordeal	The Manager	The Programmer	The Mole	
Case 4 - The Programmer	Reward	The Programmer	The Investor	The Mole	
Database Melt	Road Back				
Case 5 - The Investor	Road Back	The Investor		The Accountant	
The Finale	Return		YOU		

The Report

Cases | Characters | Case 1

Main View | Hide fields | Filter | Group | Sort | Color

Name	Type	Faction	Description	Killed by...	Suspect in.
The Reporter	Suspect	Arcadia	- Restoring and publishin...		
The Journalist	Victim	None, Saboteurs	- Investigating The Arcadi...	The Programmer	
The Accounta...	Killer	Saboteurs	- Hired by The Investor to...		
The Mole	Killer	Gov	- Government agent obse...		
The Founder	Victim	Arcadia	- Founded The Arcadia R...	The Founder	
The Investor	Suspect, Victim	None	- TAP angel investor, getti...	The Accountant	The Progra
The Program...	Suspect, Victim	Gov	- Programmer at TAP. - Fi...	The Mole	The Investo
The Manager	Victim	Arcadia		The Accountant	
YOU	Suspect	None			
The Saboteur					



Content Design

Writing and delivering a non-linear mystery

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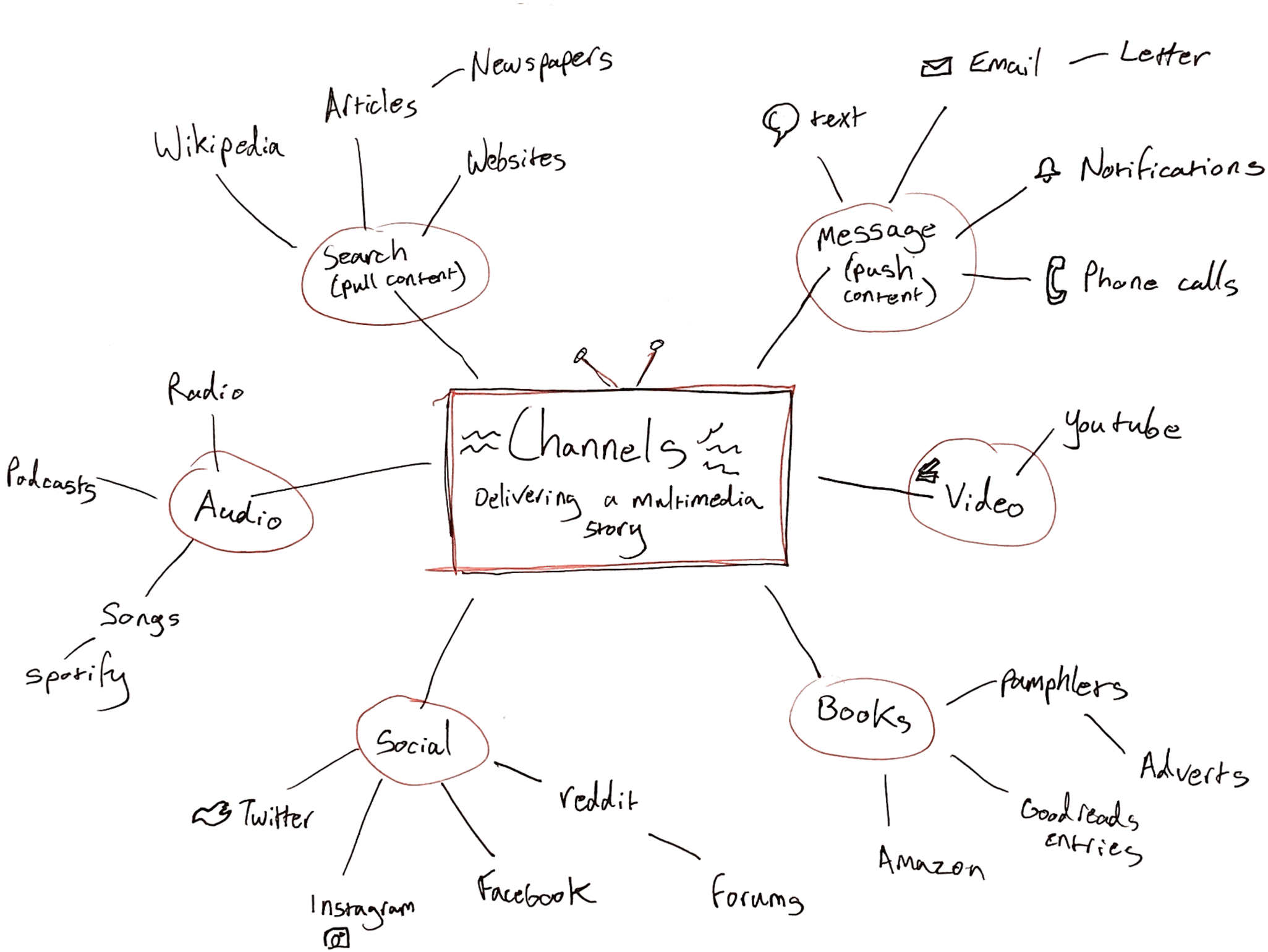
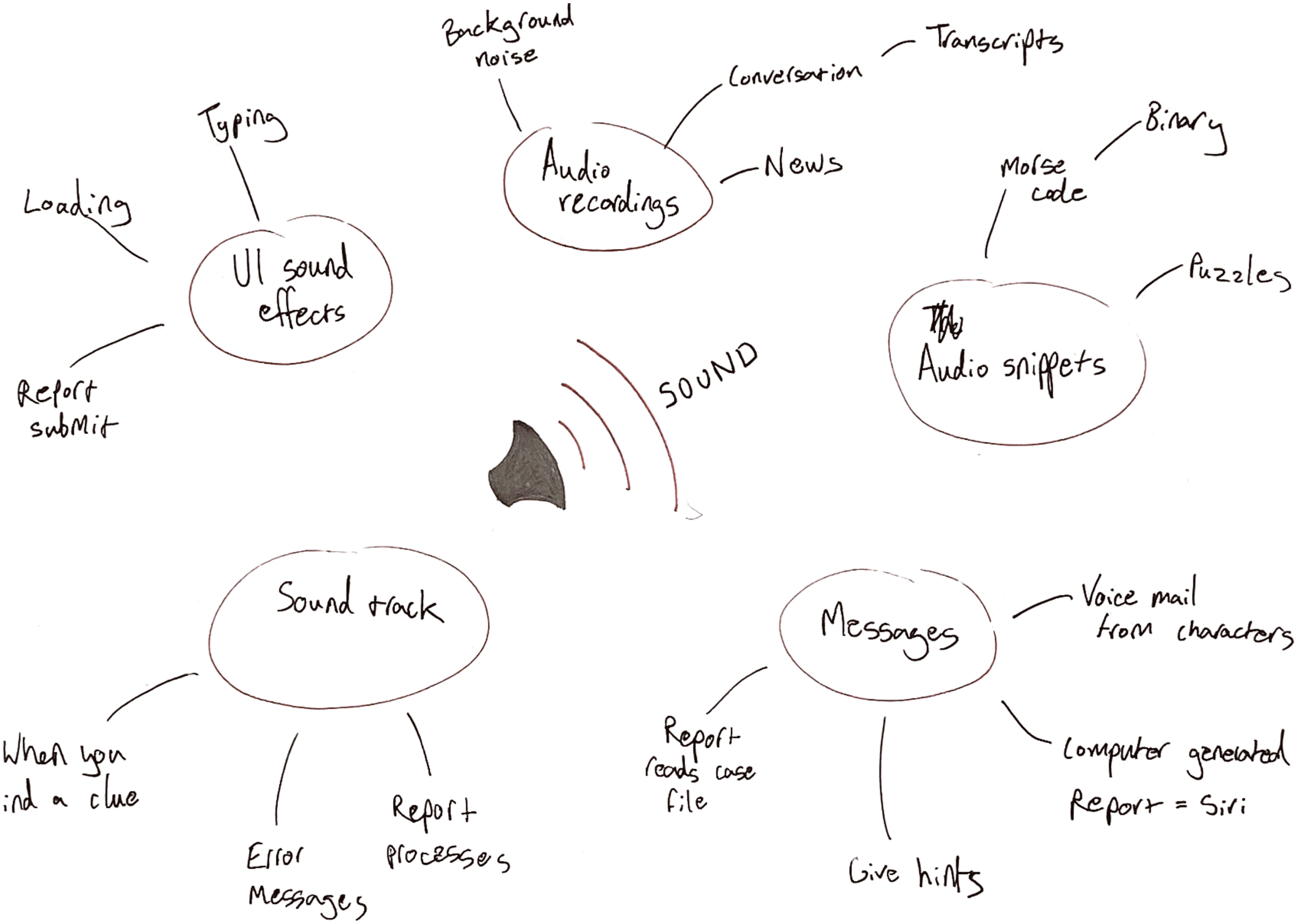
Plotting Clue Delivery Channels



Exploring Sound Design



Content Checklist and Clues

```
## Interface
    - [x] Search
    - [x] Locations
    - [x] Report

## Episode 0 - Rebooting
    - [x] Chapter 1 - The Invitation
    - [x] Case - Rebooting Arcadia

## Episode 1 - Welcome to Arcadia
    - [x] Chapter 1 - Welcome to Arcadia
    - [ ] File 1 - Arcadia employee induction manu
    - [x] Case - The Founder
    - [x] Clues

## Episode 2 - Truth or Justice
    - [ ] Chapter 2 - The Fall of Arcadia
    - [ ] File 2 - The newspaper
    - [ ] Case - The Journalist
    - [ ] Clues
    - [ ] Messages from The Killer
    - [ ] Case 2 - The Manager
    - [ ] Clues
    - [ ] Delivery from The Killer
    - [ ] File 3 - The notebooks
```

```
 ## Records

### Emails
    - Sent
    - Received

### Company
    - Medical records
    - Contract
    - Financial statements
    - Memos
    - Meeting minutes
    - Log-in data
    - Receipts

### Backup
    - Calendars
    - Personal files
    - Search/browser history
    - Photos

### Dev
    - Docs
```

Writing Chapters and Clues

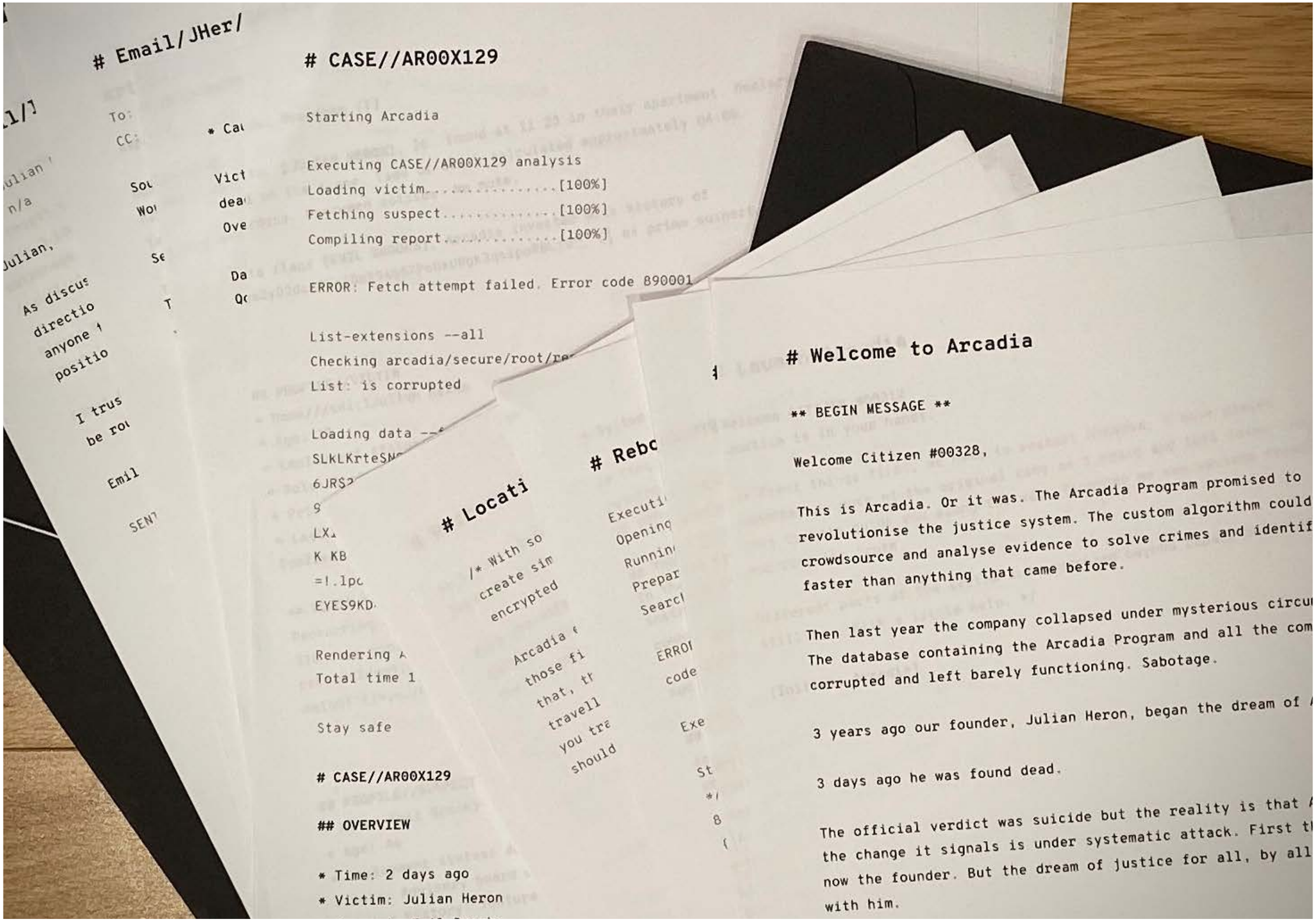
```
# Case File 1
  #case1  #casefile

  Starting Arcadia

  Executing CASE//AR00X129 analysis
  Loading victim.................[100%]
  Fetching suspect..............[100%]
  Compiling report..............[100%]

  ERROR: Fetch attempt failed. Error code 890001.

  List-extensions --all
  Checking arcadia/secure/root/report/case/XZ23
  List: is corrupted

  Loading data --force
  SLkLKrteSN?///3&8%09000(((8**6JR$2/1+{oo}]]x(->pM)R*@moLy}Ll:Cf
```

```
### Email/EB/Sent/With Regrets
    <!-- Motive - Fighting/termination -->

    CC: all-employees
    BCC: BOI
    SUBJECT: With Regrets

    I have been with Arcadia on every step of this journey. In the
    beginning, transforming the outdated justice system was a far-
    fetched dream in Julian Heron's dorm room. I provided the
    initial capital because I saw that dream for what it was: an
    opportunity to create justice for all.

    I would not trade the journey of these last few years for
    anything. So it is with a heavy heart that I announce my
    resignation as head of the Board of Investors and financial
    advisor here at Arcadia. The decision to end my involvement with
    the company is not a reflection on you or the world-changing
    work being done. However, certain factors have come into play
```

```
 # Location 3: Trail
    #case1  #location

    <!-- Locator -->
## ADDRESS
    N/A
    Unavailable

## DESCRIPTION
    WARNING: Suspect [EMIL BROOKS] identified in your vicinity.

## INVESTIGATE
    Trace in progress...

    Initiate Arcadia when you are outside and ready to proceed.
    Follow directions to suspect. Do not engage. WARNING. Do not
    engage.
```

```
 # Location How To
    #meta  #location

    <!-- STEP 1: Find Location Trigger -->

    Reading Case File --> [Corrupted image] [CTA]
    Reading a file --> [Corrupted] [marker]

## Case File
    <!-- File corrupted -->
    G@[/]PgtwY5oLrGmX23f1PBC27fJYgYh1Mteq1IpxtQqa2yD

    <!-- The case file becomes too jumbled here. Arcadia can only
    analyse the data with a complete simulation. If the crime scene
    could be recreated at a similar location, the file might be
    restored. -->
```

Alpha Clue Files



Stay safe