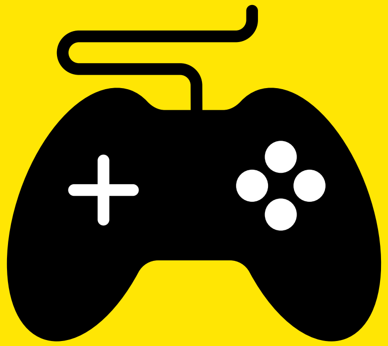
The Arcadia Report

Experience Design

Kezie Todd // IXD501

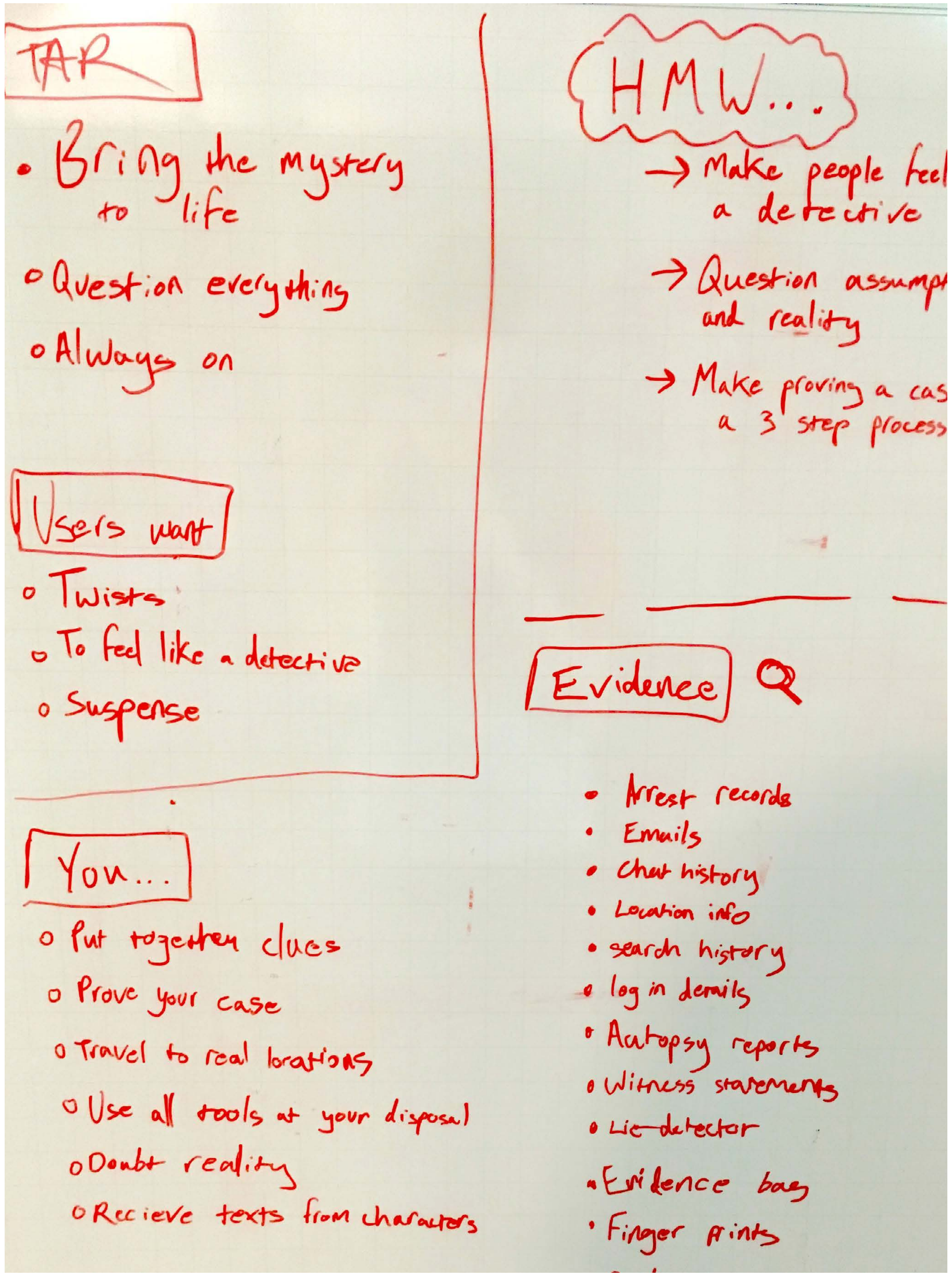


Game Design

Designing and testing the core gameplay loop

Scan or click for blog posts

Weaving Together Story and Gameplay



TAR

- Bring the mystery to life
- Question everything
- Always on

Users want

- Twists
- To feel like a detective
- Suspense

You...

- Put together clues
- Prove your case
- Travel to real locations
- Use all tools at your disposal
- Doubt reality
- Recieve texts from characters

HMW...

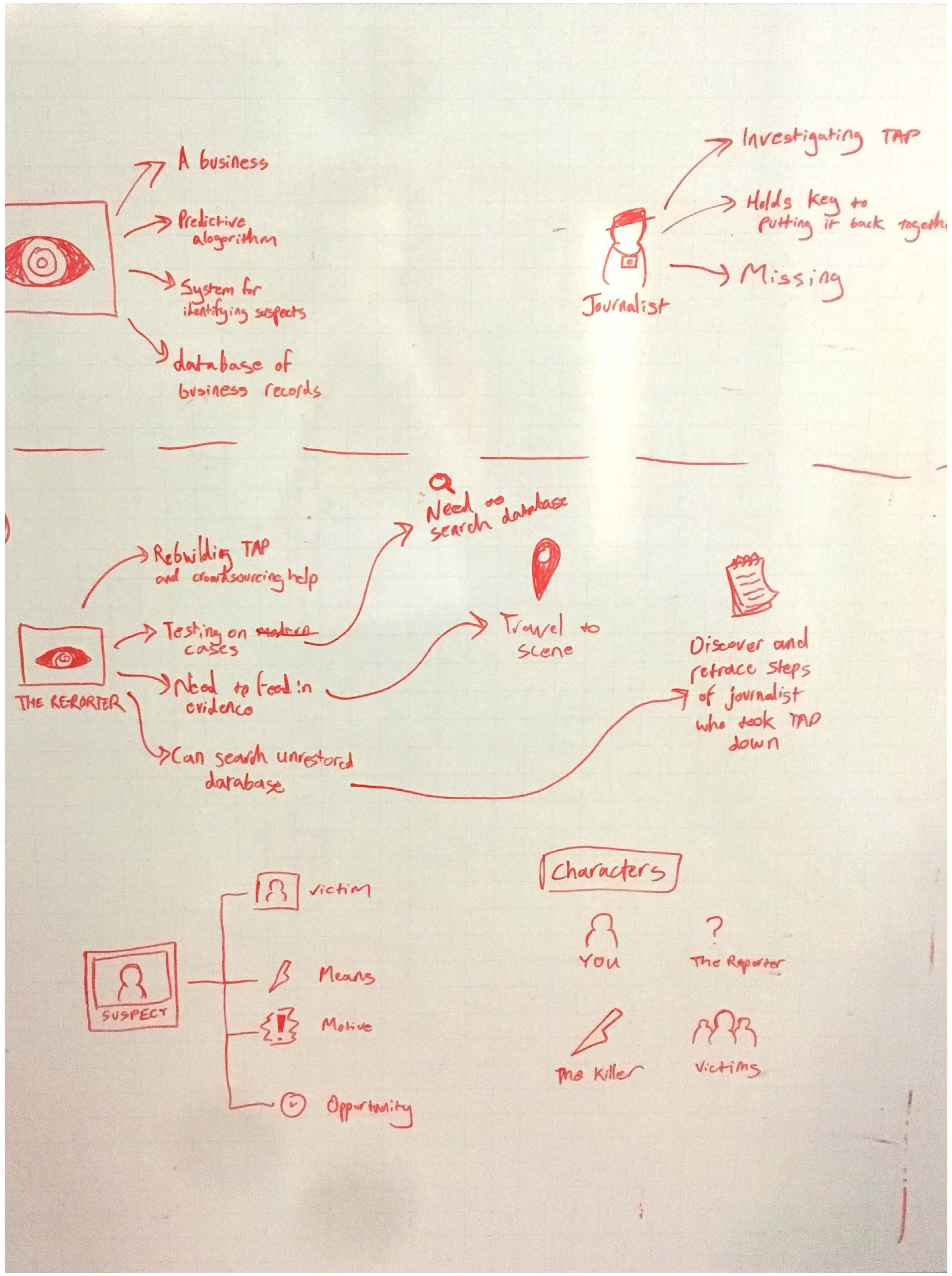
→ Make people feel a detective

→ Question assump and reality

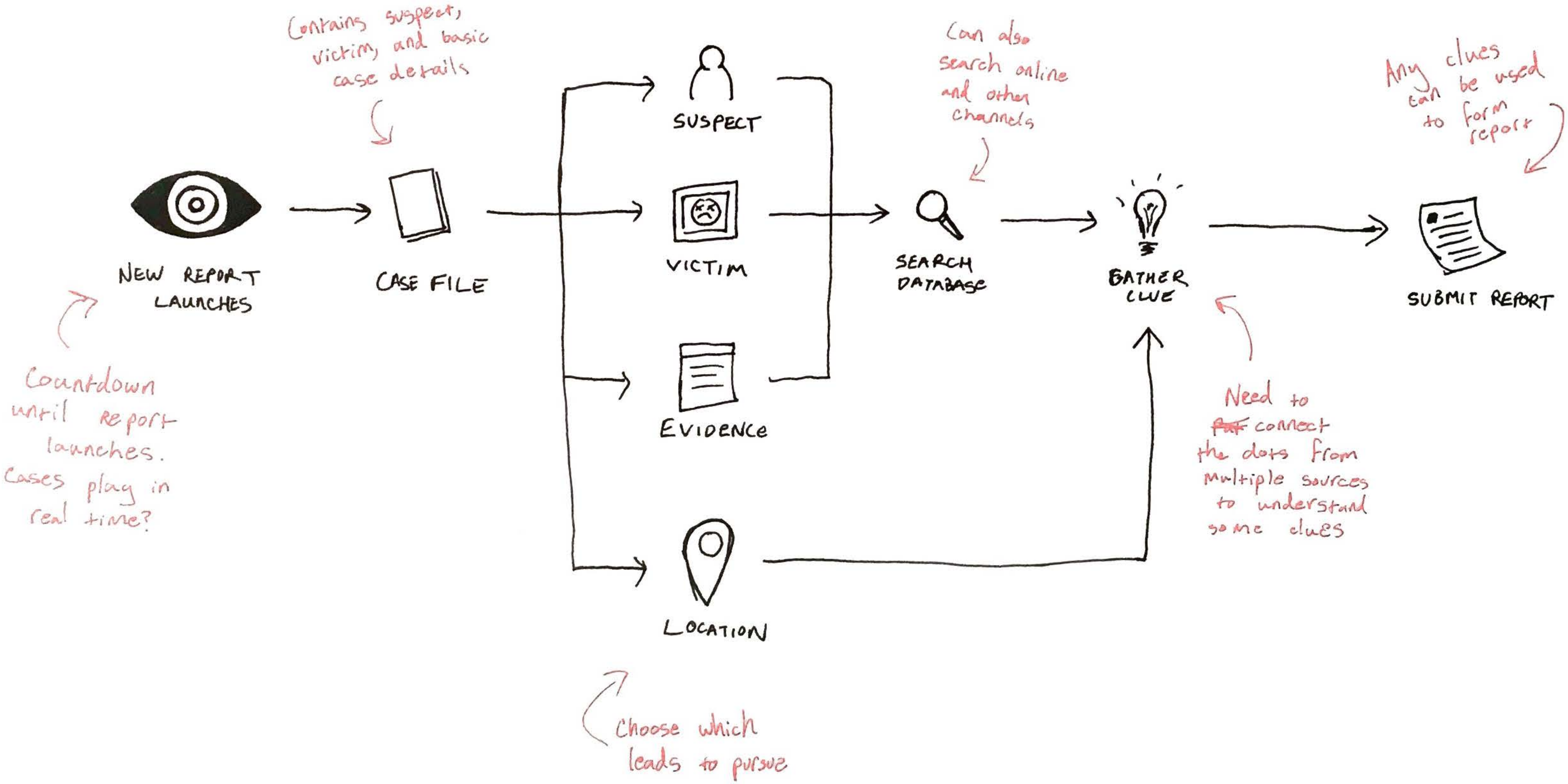
→ Make proving a cas a 3 step process

Evidence

- Arrest records
- Emails
- Chat history
- Location info
- search history
- log in details
- Autopsy reports
- Witness statements
- Lie-detector
- Evidence bag
- Finger prints


A business
Predictive alogorithm
System for identifying suspects
database of business records
Journalist
Investigating TAP
Holds key to putting it back togeth
Missing
THE REPORTER
Rebuilding TAP and crowdsourcing help
Testing on ~~[illegible]~~ cases
Need to feed in evidence
Can search unrestored darabase
Need to search database
Travel to scene
Discover and retrace steps of journalist who took TAP down
SUSPECT
victim
Means
Motive
Opportunity
Characters
YOU
?
The Reporter
The Killer
Victims

Core Gameplay Loop


NEW REPORT LAUNCHES
CASE FILE
SUSPECT
VICTIM
EVIDENCE
LOCATION
SEARCH DATABASE
GATHER CLUE
SUBMIT REPORT

Contains suspect, victim, and basic case details

Can also search online and other channels

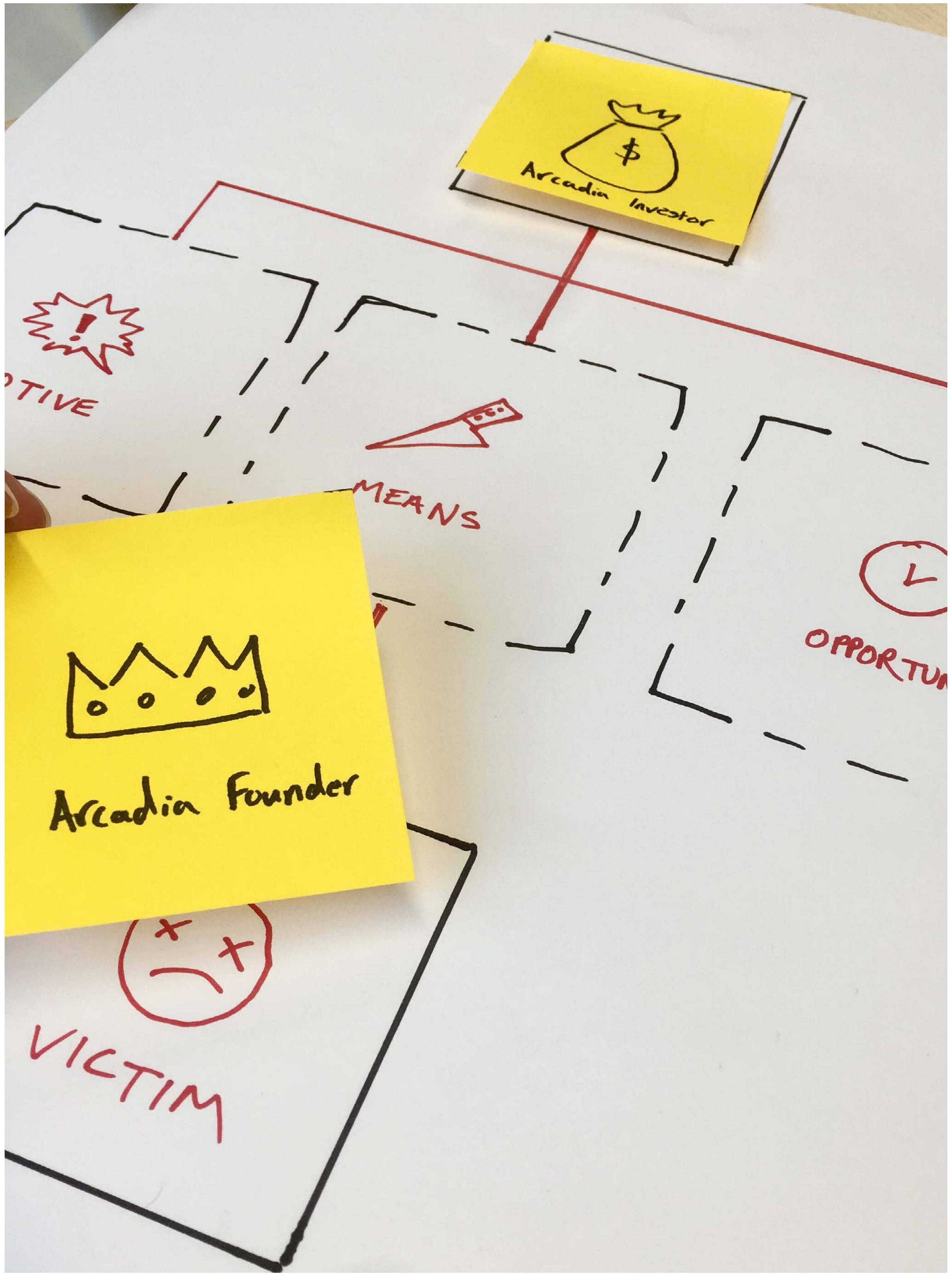
Any clues can be used to form report

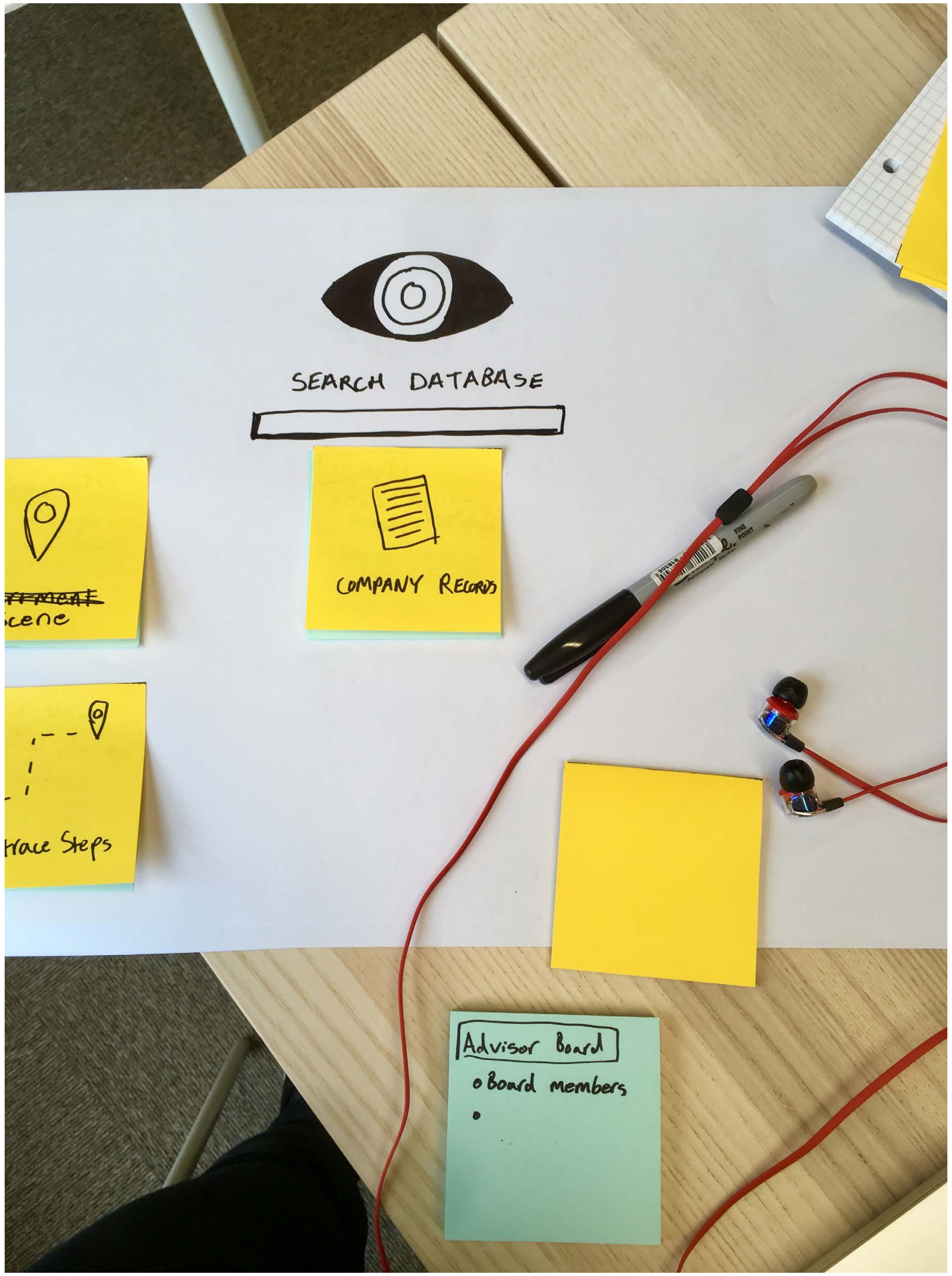
Countdown until report launches. Cases play in real time?

Need to ~~Put~~ connect the dots from multiple sources to understand some clues

Choose which leads to pursue

Building a Paper Prototype


Arcadia Investor
TIVE
MEANS
OPPORTU
Arcadia Founder
VICTIM


SEARCH DATABASE
cene
COMPANY RECORDS
Trace Steps
Advisor Board
Board members

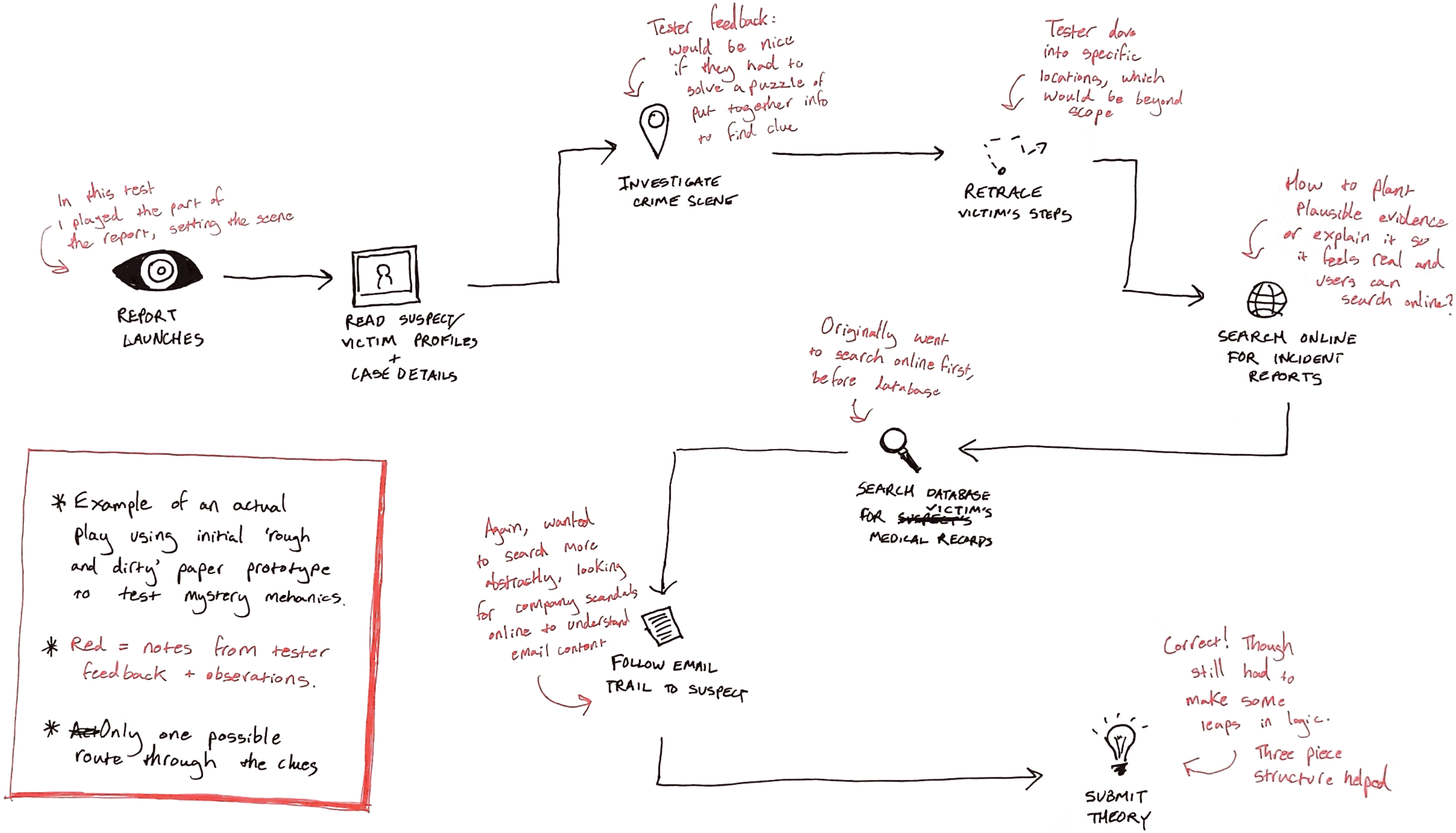
Testing the Core Gameplay

SEARCH DATA
WEB
Building CCTV:
11:09 - 3 people
12:15 - 1 woman
12:20 - suspect
12:49 - 2 men
1:10 - 1 man
CCTV shows victim
• Entered pharmacy
• Left with bag
• Stopped for coffee
• Bank
o Could know you found a clue but not what it goes to

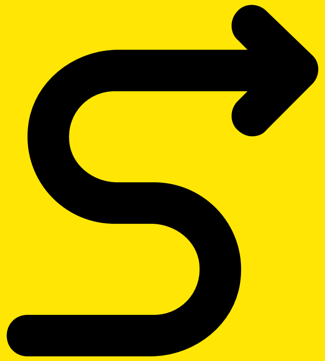
SEARCH DATABASE
WEB
MOTIVE
MEANS
OPPORTUNITY
Scene
Retrace Steps

Click or scan to see how it works and the results of the testing.

Mapping User Feedback


In this test I played the part of the report, setting the scene
REPORT LAUNCHES
READ SUSPECT/VICTIM PROFILES + CASE DETAILS
Tester feedback: would be nice if they had to solve a puzzle or put together info to find clue
INVESTIGATE CRIME SCENE
Tester dove into specific locations, which would be beyond scope
RETRACE VICTIM'S STEPS
How to plant plausible evidence or explain it so it feels real and users can search online?
SEARCH ONLINE FOR INCIDENT REPORTS
Originally went to search online first, before database
SEARCH DATABASE FOR ~~SUSPECTS~~ VICTIM'S MEDICAL RECORDS
Again, wanted to search more abstractly, looking for company scandals online to understand email content
FOLLOW EMAIL TRAIL TO SUSPECT
Correct! Though still had to make some leaps in logic.
Three piece structure helped
SUBMIT THEORY

* Example of an actual play using initial 'rough and dirty' paper prototype to test mystery mehanics.
* Red = notes from tester feedback + observations.
* ~~Act~~Only one possible route through the clues

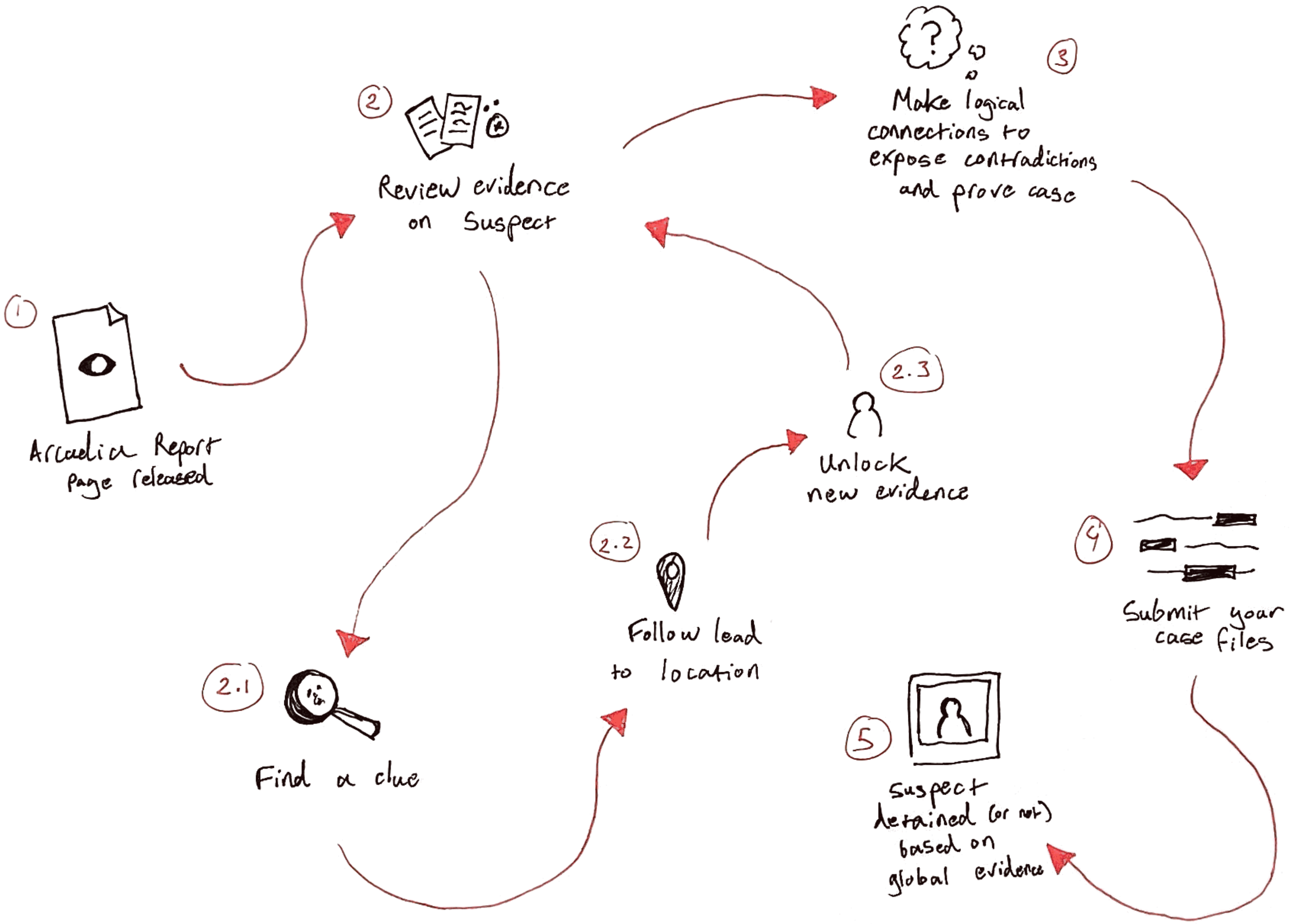


User Flows

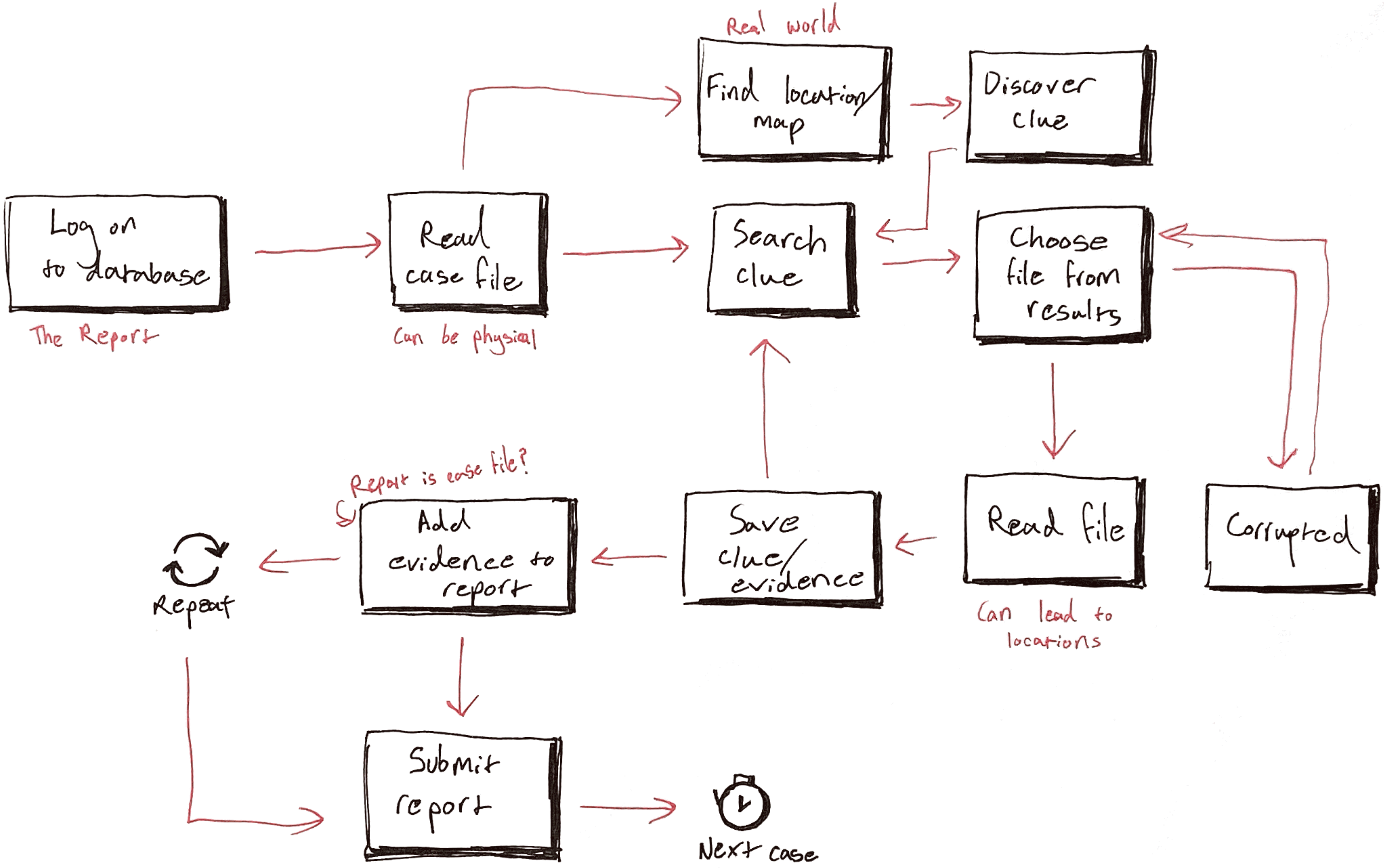
Designing a path through a mystery

Scan or click for blog posts

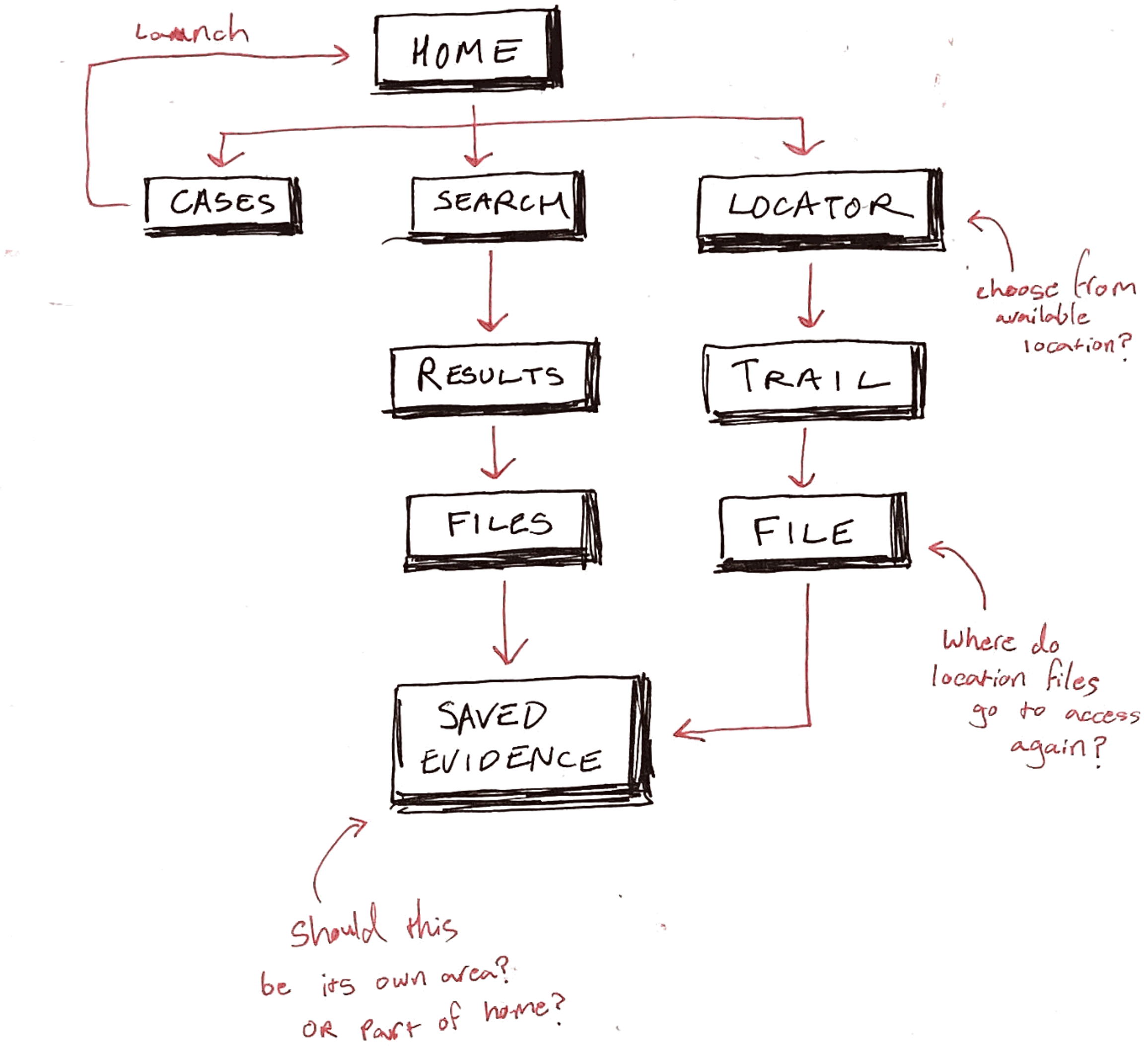
Case Flow


1
Arcadia Report page released
2
Review evidence on Suspect
2.1
Find a clue
2.2
Follow lead to location
2.3
Unlock new evidence
3
Make logical connections to expose contradictions and prove case
4
Submit your case files
5
Suspect detained (or not) based on global evidence

User Flow


Log on to database
The Report
Read case file
Can be physical
Real world
Find location map
Discover clue
Search clue
Choose file from results
Read file
Can lead to locations
Corrupted
Save clue/evidence
Report is case file?
Add evidence to report
Repeat
Submit report
Next case

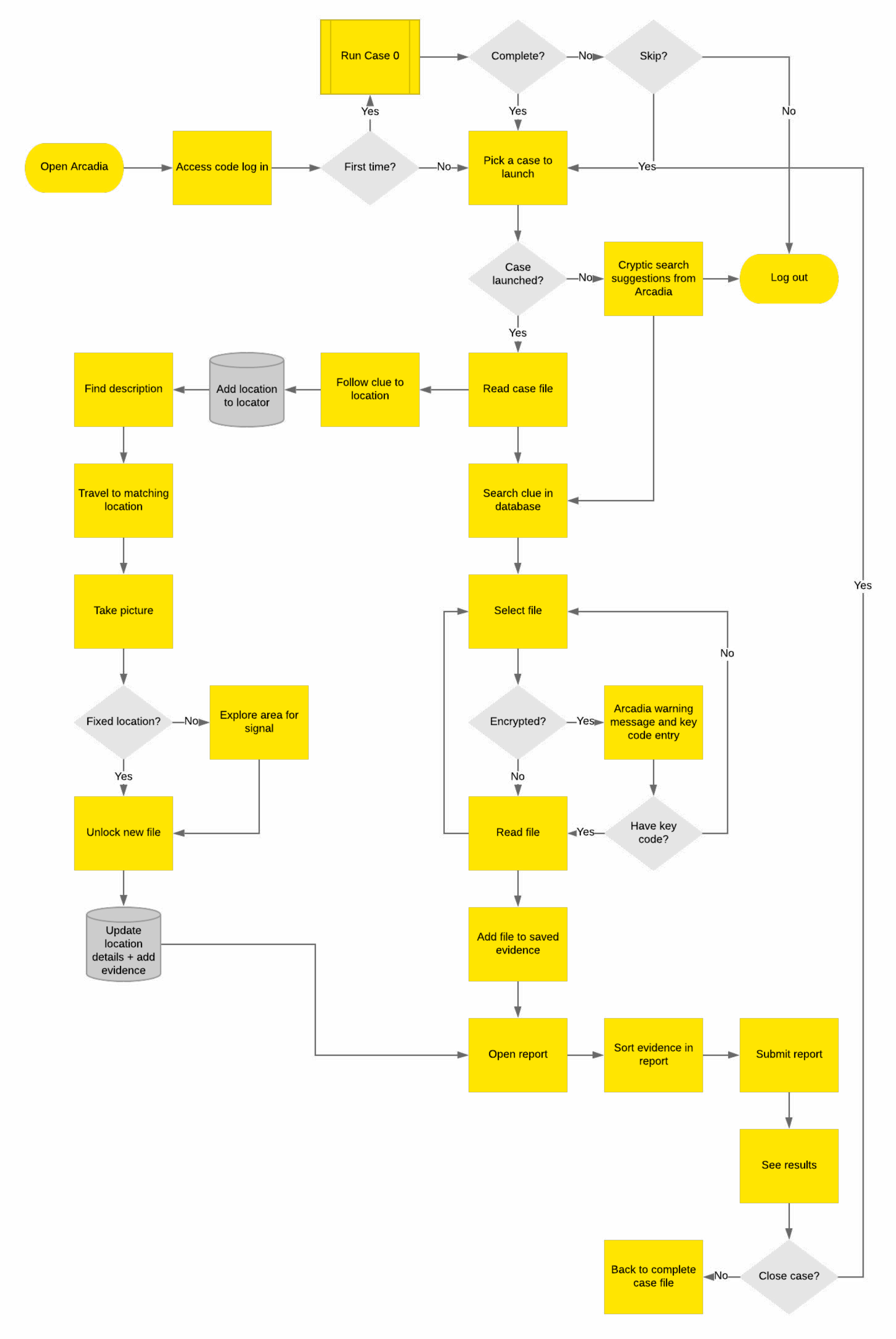
Flowing Through Information Architecture


Launch
HOME
CASES
SEARCH
LOCATOR
RESULTS
TRAIL
FILES
FILE
SAVED EVIDENCE

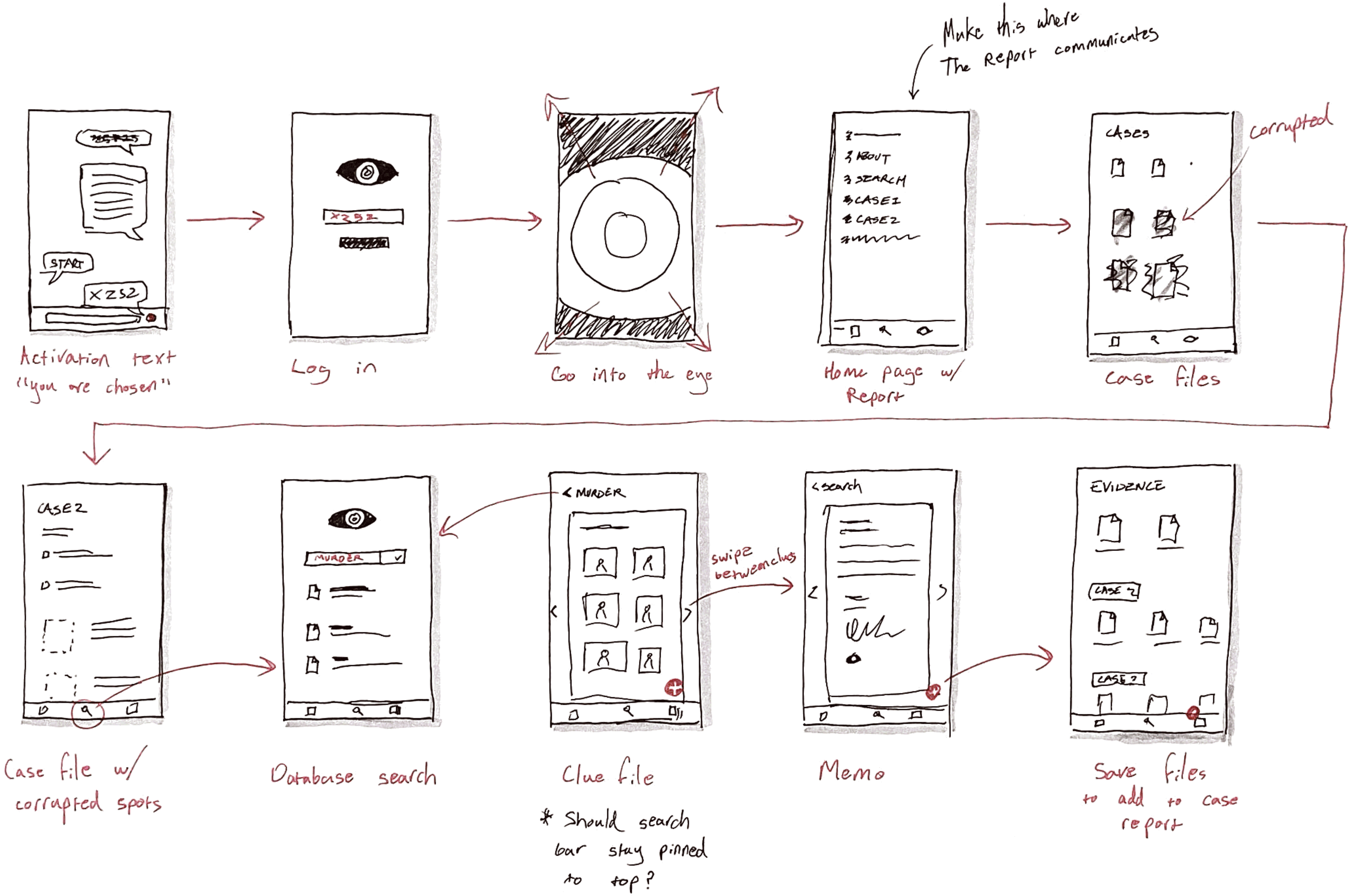
choose from available location?

Where do location files go to access again?

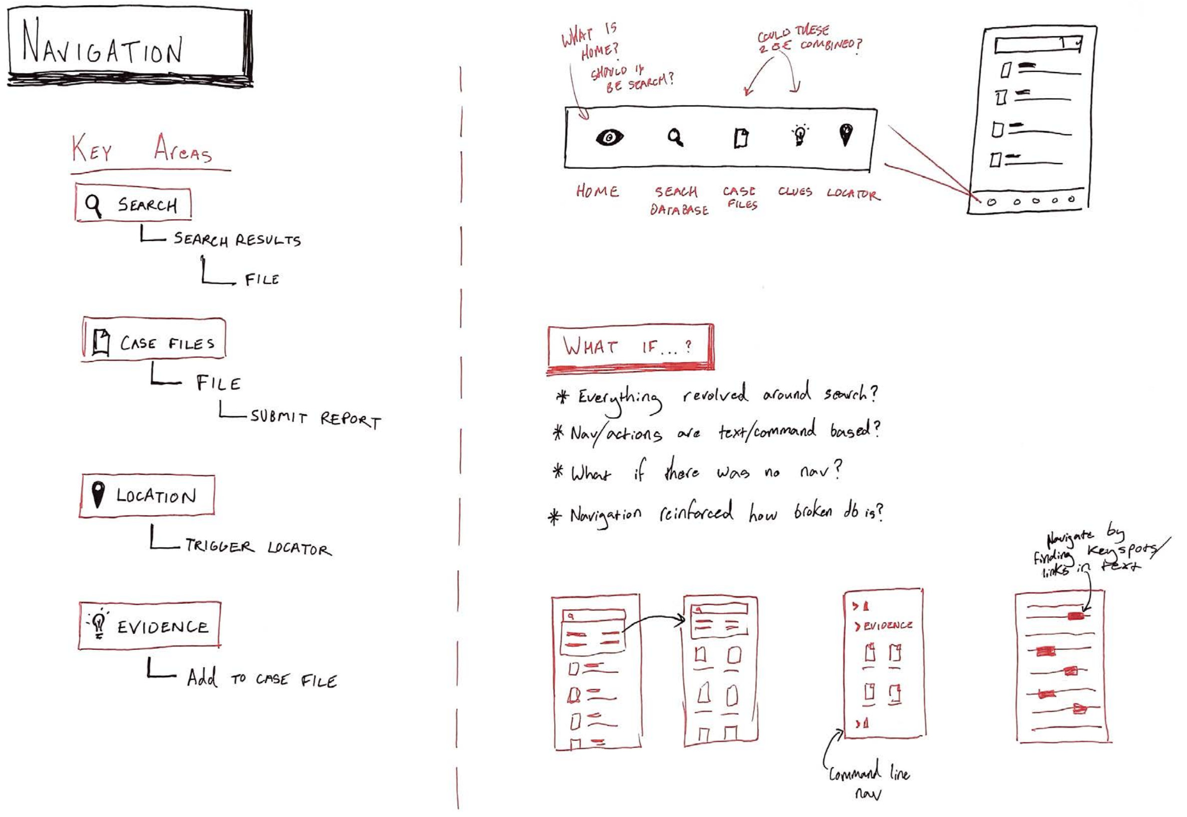
Should this be its own area? OR part of home?

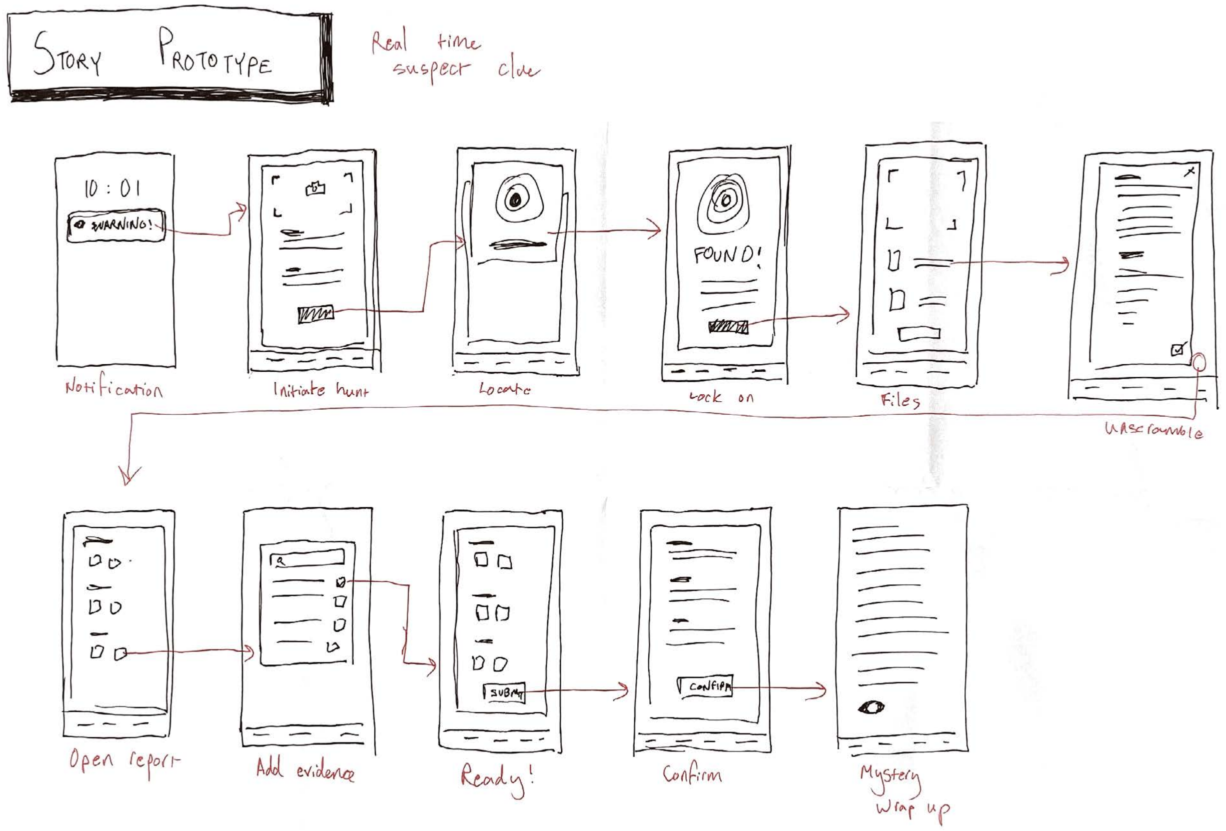

Open Arcadia
Access code log in
First time?
Yes
No
Run Case 0
Complete?
No
Yes
Skip?
Yes
No
Pick a case to launch
Case launched?
No
Cryptic search suggestions from Arcadia
Log out
Yes
Read case file
Follow clue to location
Add location to locator
Find description
Travel to matching location
Take picture
Fixed location?
No
Explore area for signal
Yes
Unlock new file
Update location details + add evidence
Search clue in database
Select file
Encrypted?
Yes
Arcadia warning message and key code entry
Have key code?
Yes
No
No
Read file
Add file to saved evidence
Open report
Sort evidence in report
Submit report
See results
Close case?
No
Back to complete case file
Yes

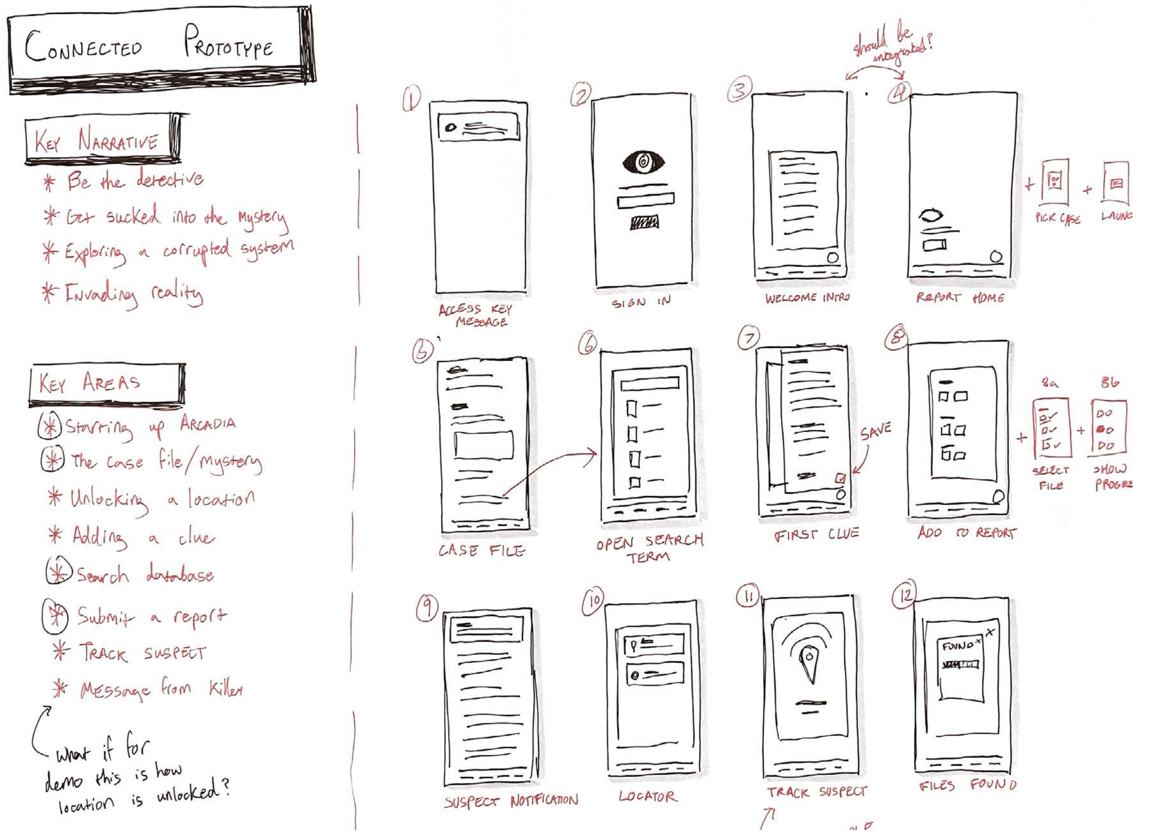
First Story Board

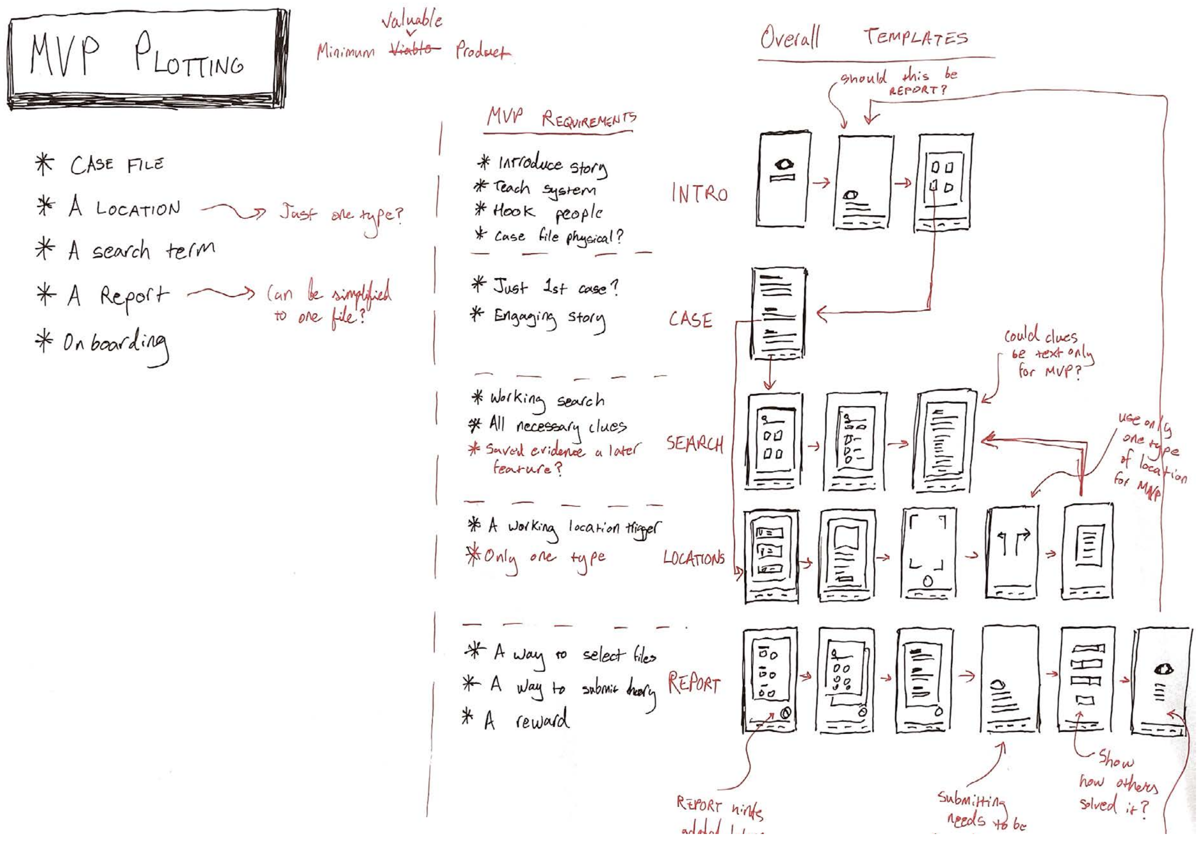

Make this where The Report communicates
corrupted
START
XZS2
ABOUT
SEARCH
CASE1
CASE2
CASES
Activation text "you are chosen"
Log in
Go into the eye
Home page w/ Report
Case files
CASE2
MURDER
< MURDER
< search
swipe between clues
EVIDENCE
CASE 2
Case file w/ corrupted spots
Database search
Clue file
* Should search bar stay pinned to top?
Memo
Save files to add to case report

Sketching the Flow


NAVIGATION
Key Areas
SEARCH
SEARCH RESULTS
FILE
CASE FILES
FILE
SUBMIT REPORT
LOCATION
TRIGGER LOCATOR
EVIDENCE
Add TO CASE FILE
WHAT IS HOME? SHOULD IT BE SEARCH?
COULD THESE 2 BE COMBINED?
HOME
SEACH DATABASE
CASE FILES
CLUES
LOCATOR
WHAT IF... ?
* Everything revolved around search?
* Nav/actions are text/command based?
* What if there was no nav?
* Navigation reinforced how broken db is?
EVIDENCE
Command line nav
Navigate by finding keyspots/links in text


STORY PROTOTYPE
Real time suspect clue
10:01
WARNING!
FOUND!
Notification
Initiate hunt
Locate
Lock on
Files
Unscramble
SUBMIT
CONFIRM
Open report
Add evidence
Ready!
Confirm
Mystery Wrap up


CONNECTED PROTOTYPE
KEY NARRATIVE
* Be the detective
* Get sucked into the mystery
* Exploring a corrupted system
* Invading reality
KEY AREAS
* Starting up ARCADIA
* The case file/mystery
* Unlocking a location
* Adding a clue
* Search database
* Submit a report
* TRACK SUSPECT
* Message from Killer
what if for demo this is how location is unlocked?
should be integrated?
1
ACCESS KEY MESSAGE
2
SIGN IN
3
WELCOME INTRO
4
REPORT HOME
PICK CASE
LAUNC
5
CASE FILE
6
OPEN SEARCH TERM
7
SAVE
FIRST CLUE
8
ADD TO REPORT
8a
8b
SELECT FILE
SHOW PROGRE
9
SUSPECT NOTIFICATION
10
LOCATOR
11
TRACK SUSPECT
12
FOUND
FILES FOUND


MVP PLOTTING
Minimum ~~Viable~~ Valuable Product
* CASE FILE
* A LOCATION
Just one type?
* A search term
* A Report
Can be simplified to one file?
* On boarding
MVP REQUIREMENTS
* Introduce story
* Teach system
* Hook people
* Case file physical?
* Just 1st case?
* Engaging story
* Working search
* All necessary clues
* Saved evidence a later feature?
* A working location trigger
* Only one type
* A way to select files
* A way to submit theory
* A reward
Overall TEMPLATES
should this be REPORT?
INTRO
CASE
could clues be text only for MVP?
SEARCH
use only one type of location for MVP
LOCATIONS
REPORT
REPORT hints added
Submitting needs to be
Show how others solved it?

Visual Design

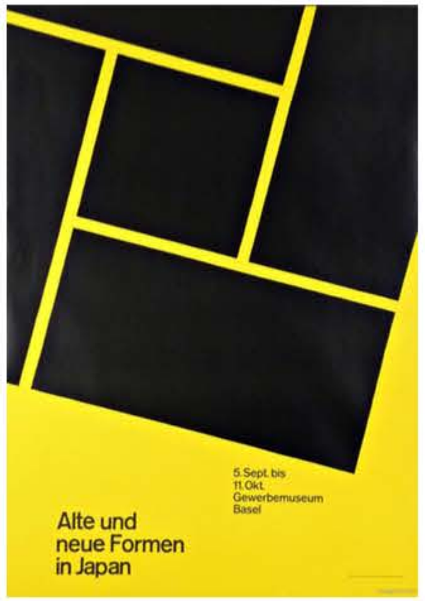
Designing the style and experience of a corrupted database

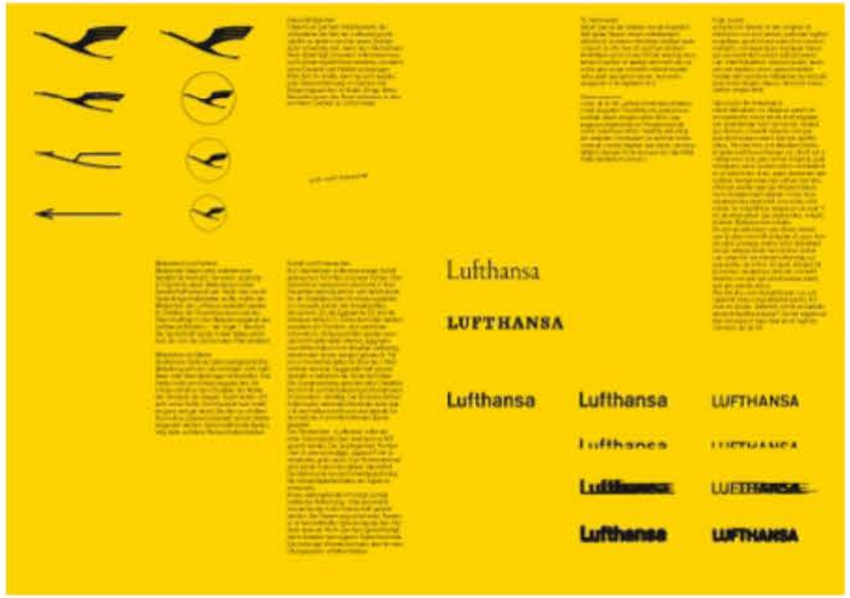
Scan or click for blog posts

Original Moodboard

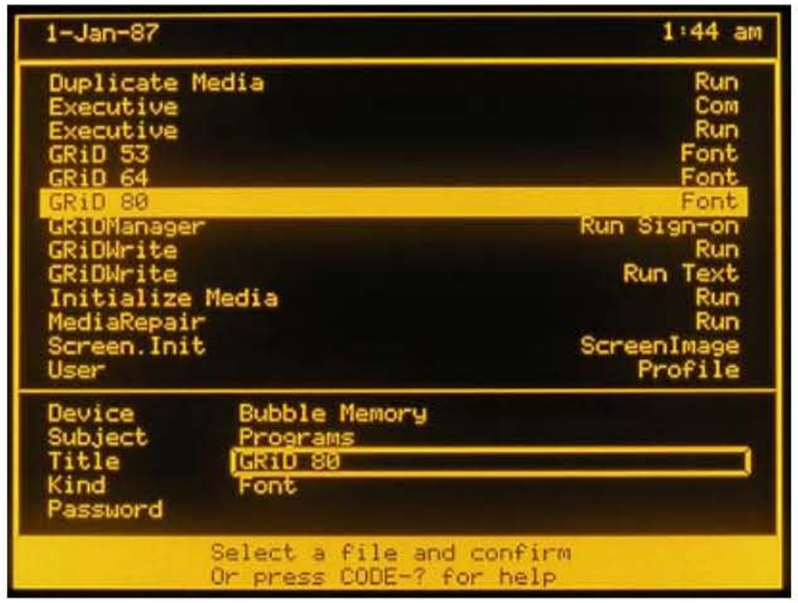
“If Josef Müller-Brockmann ran a startup in the dot com bubble”

The original moodboard for a corrupted database under a sleek corporate shell, exploring a more found footage concept. Scan or click to view the whole moodboard.


5.Sept. bis
11.Okt.
Gewerbemuseum
Basel
Alte und
neue Formen
in Japan


Lufthansa
LUFTHANSA
Lufthansa
Lufthansa
LUFTHANSA

NEITHER PLEASANT NOR UNPLEASANT
Steuer, die er im Stau
Hadesfahrt in der
die Demonstration,

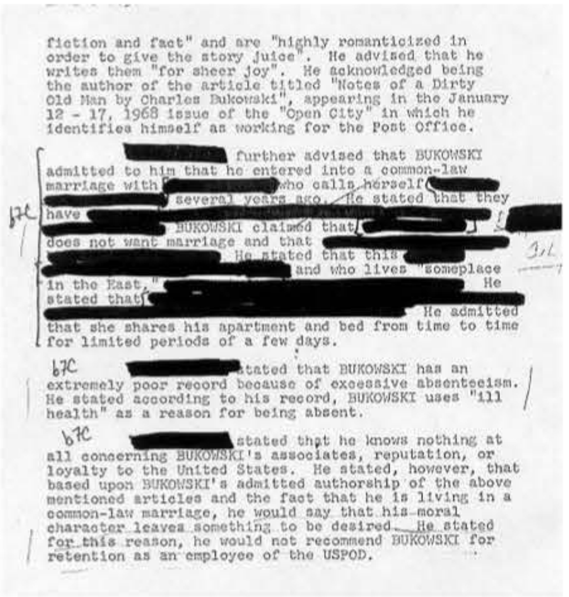


```
1-Jan-87                                    1:44 am

Duplicate Media                                 Run
Executive                                       Com
Executive                                       Run
GRiD 53                                        Font
GRiD 64                                        Font
GRiD 80                                        Font
GRiDManager                             Run Sign-on
GRiDWrite                                       Run
GRiDWrite                                  Run Text
Initialize Media                                Run
MediaRepair                                     Run
Screen.Init                             ScreenImage
User                                        Profile

Device        Bubble Memory
Subject       Programs
Title         GRiD 80
Kind          Font
Password

          Select a file and confirm
          Or press CODE-? for help
```



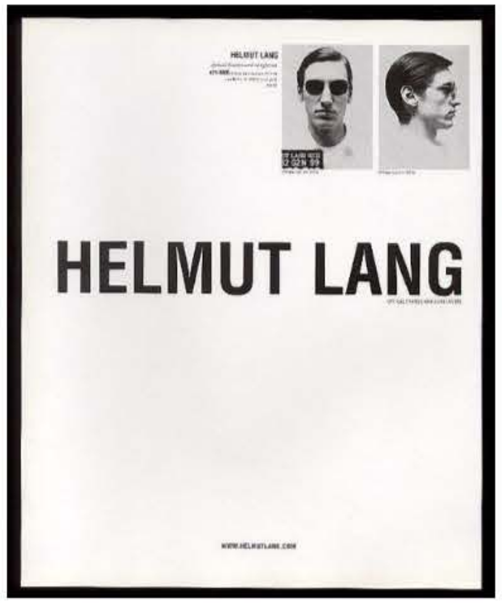
fiction and fact" and are "highly romanticized in order to give the story juice". He advised that he writes them "for sheer joy". He acknowledged being the author of the article titled "Notes of a Dirty Old Man by Charles Bukowski", appearing in the January 12 - 17, 1968 issue of the "Open City" in which he identifies himself as working for the Post Office.

b7C

[redacted] further advised that BUKOWSKI admitted to him that he entered into a common-law marriage with [redacted] who calls herself [redacted] several years ago. He stated that they have [redacted] BUKOWSKI claimed that [redacted] does not want marriage and that [redacted] He stated that this [redacted] and who lives "someplace in the East," [redacted] He stated that [redacted] He admitted that she shares his apartment and bed from time to time for limited periods of a few days.

b7C [redacted] stated that BUKOWSKI has an extremely poor record because of excessive absenteeism. He stated according to his record, BUKOWSKI uses "ill health" as a reason for being absent.

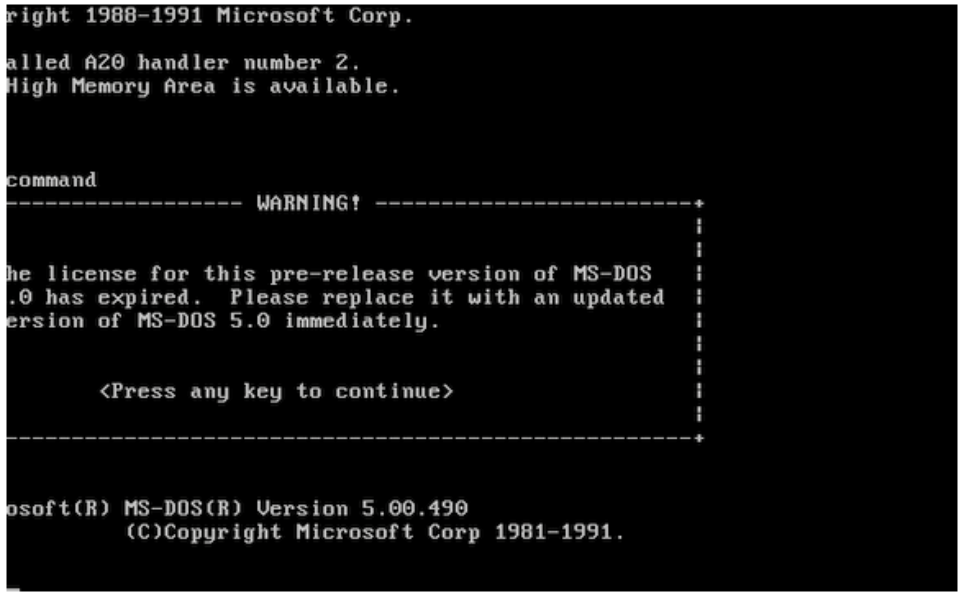
b7C [redacted] stated that he knows nothing at all concerning BUKOWSKI's associates, reputation, or loyalty to the United States. He stated, however, that based upon BUKOWSKI's admitted authorship of the above mentioned articles and the fact that he is living in a common-law marriage, he would say that his moral character leaves something to be desired. He stated for this reason, he would not recommend BUKOWSKI for retention as an employee of the USPOD.


HELMUT LANG

UI Visual Grammar

Inspirations

- MS-DOS
- Corrupted files
- Glitches
- 90s Silicon Valley
- Command Line Interfaces
- Monochromatic Minimalism



```
right 1988-1991 Microsoft Corp.

alled A20 handler number 2.
High Memory Area is available.


command
------------------ WARNING! -------------------------+
                                                     |
he license for this pre-release version of MS-DOS    |
.0 has expired.  Please replace it with an updated   |
ersion of MS-DOS 5.0 immediately.                    |
                                                     |
        <Press any key to continue>                  |
                                                     |
-----------------------------------------------------+

osoft(R) MS-DOS(R) Version 5.00.490
          (C)Copyright Microsoft Corp 1981-1991.
```

```
1 1 1 0 1 1 0 0 1
1 1 1 1 1 0 0 1 1
0 0 0 0 1 1 1 0 1
1 1 0 1 1 1 1 1 1
0 0 0 0 0 1 1 1 0
1 0 0 1 1 1 0 0 1
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0 0 1 1 0 0 0 0 1
1 0 0 1 1 1 1 1 1
0 1 1 1 0 0 1 0 1
1 1 1 0 1 1 0
```

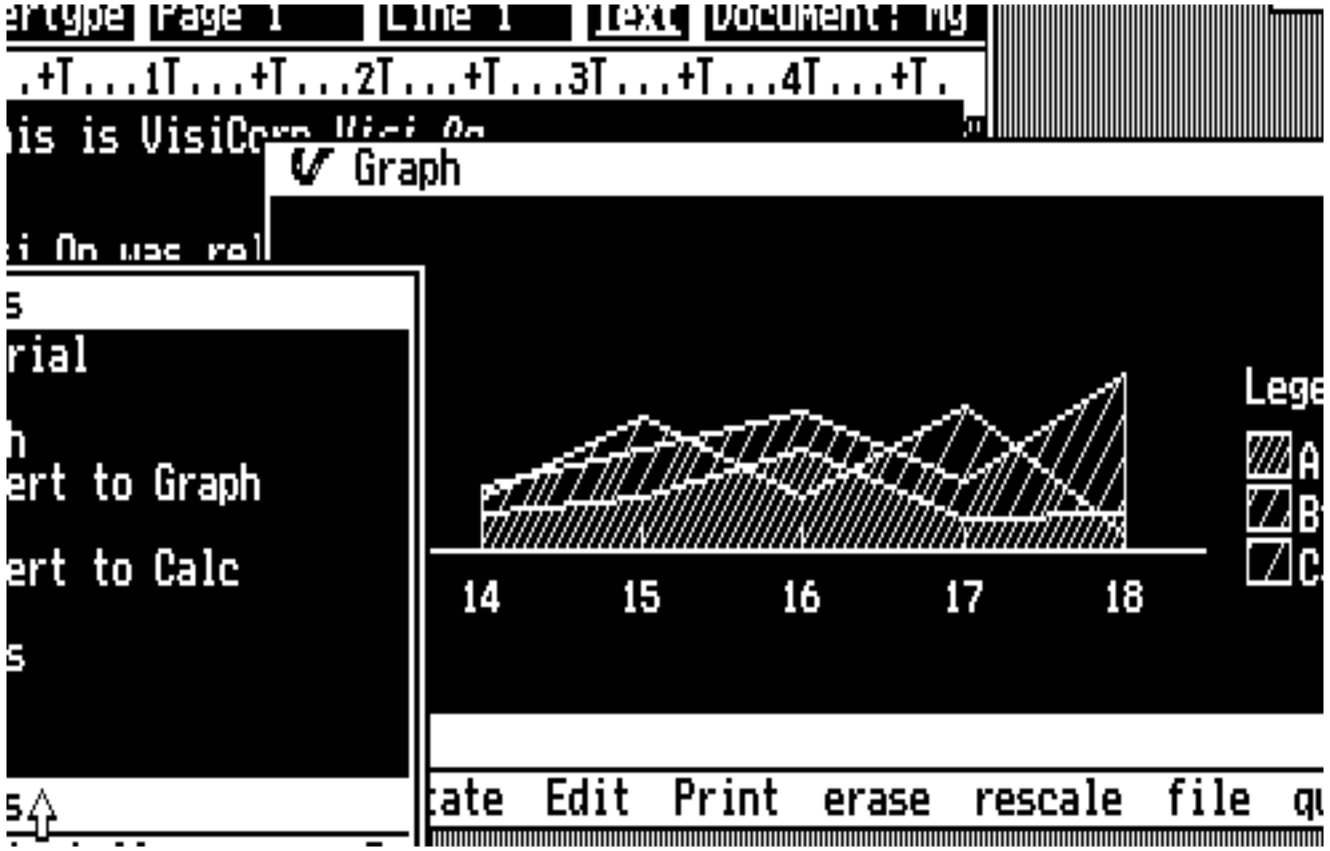
ertype Page 1 Line 1 Text Document: My
.+T...1T...+T...2T...+T...3T...+T...4T...+T.
his is VisiCorp Visi On
Graph
i On was rel
s
rial
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ert to Graph
ert to Calc
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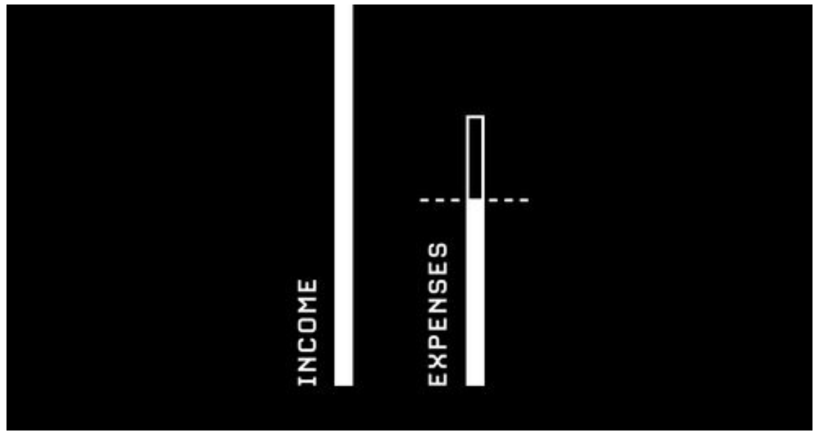
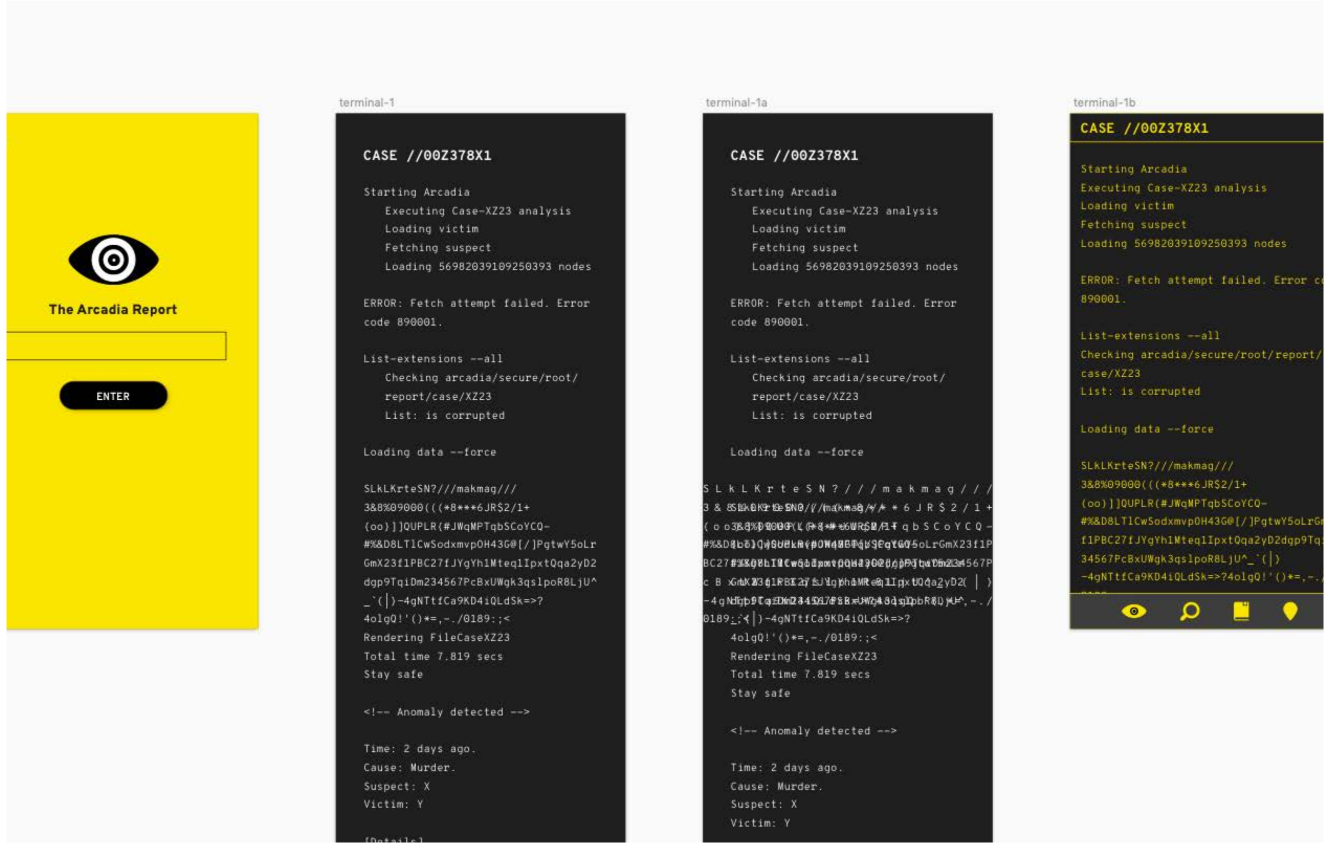
A
B
C
tate Edit Print erase rescale file qu


INCOME
EXPENSES

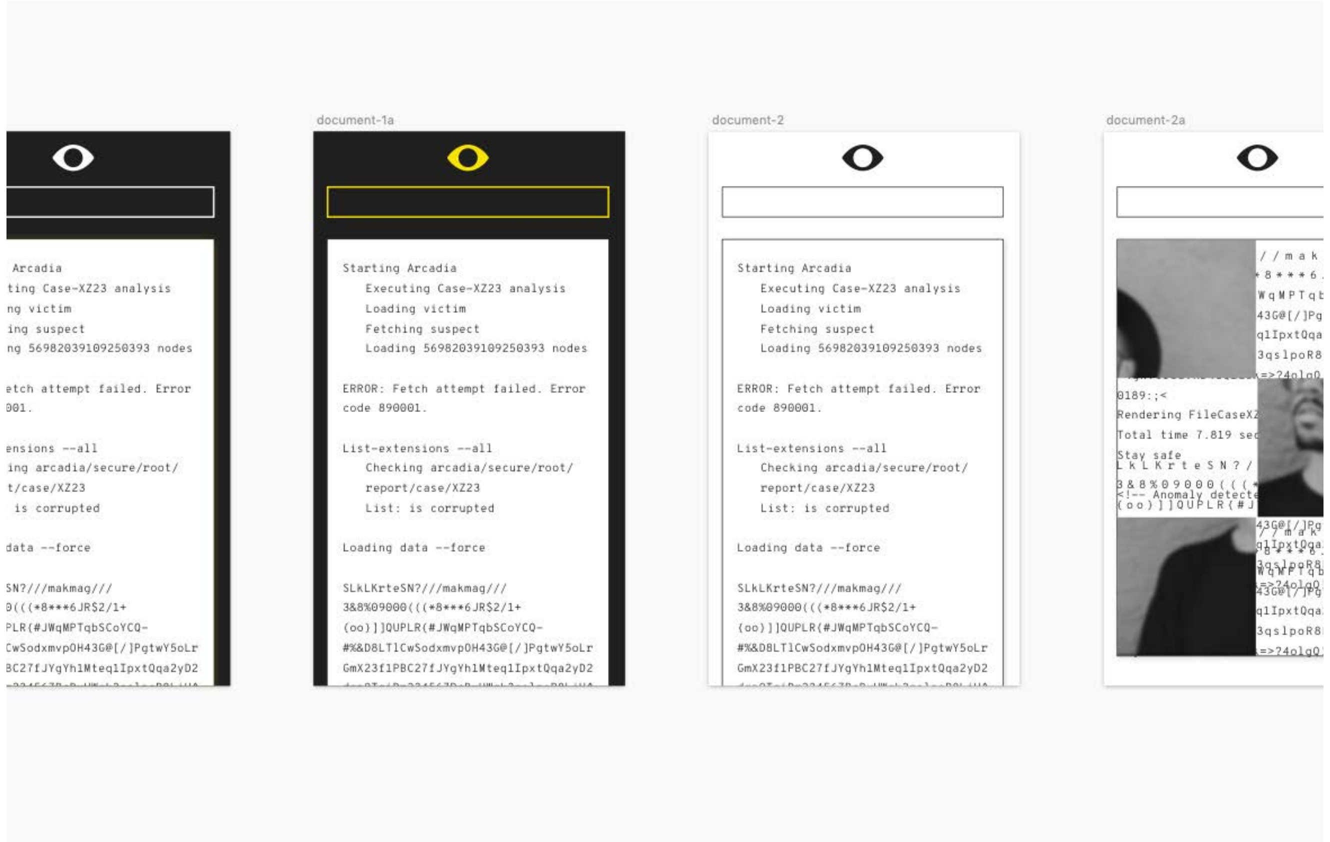
SYSTEM FAILURE

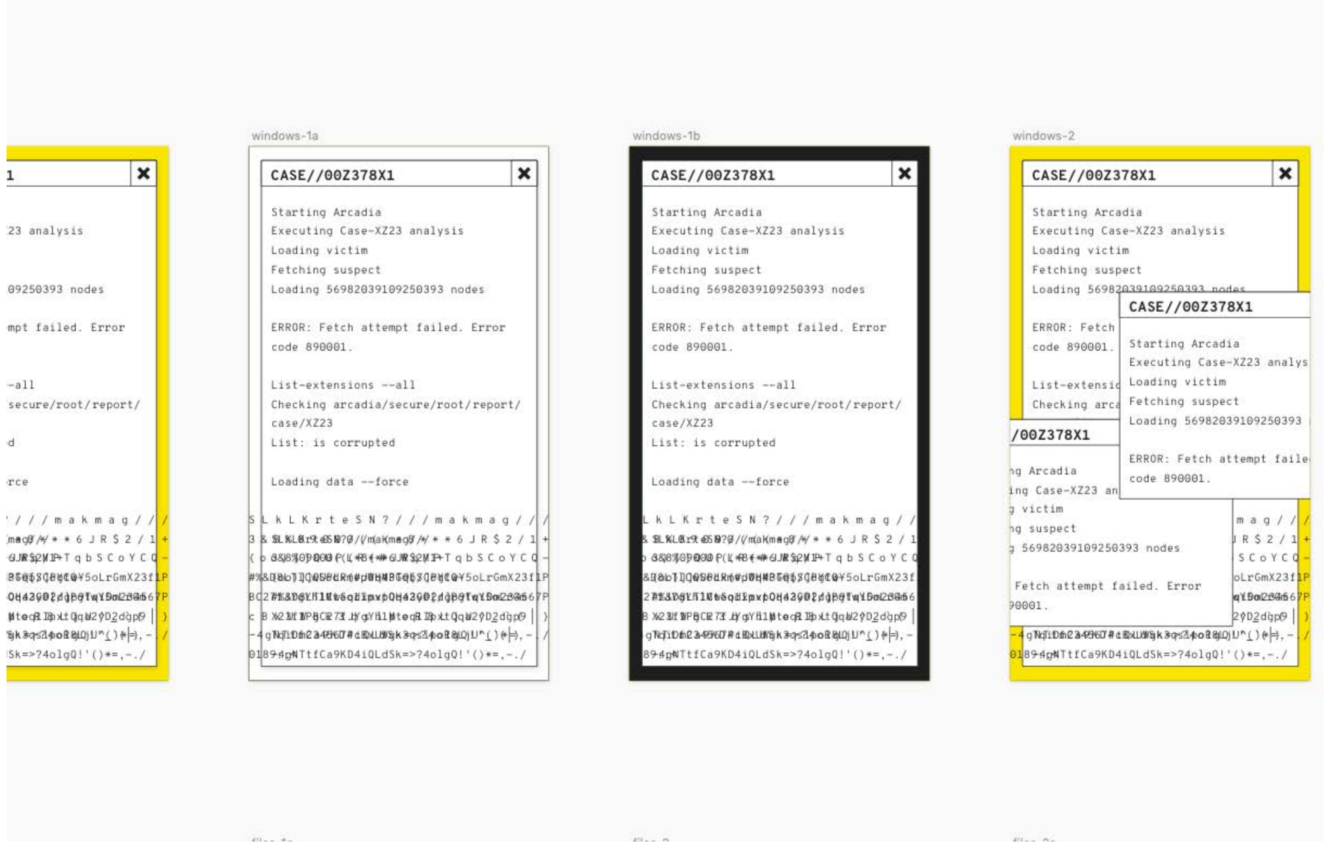
Style Iterations (1/3)

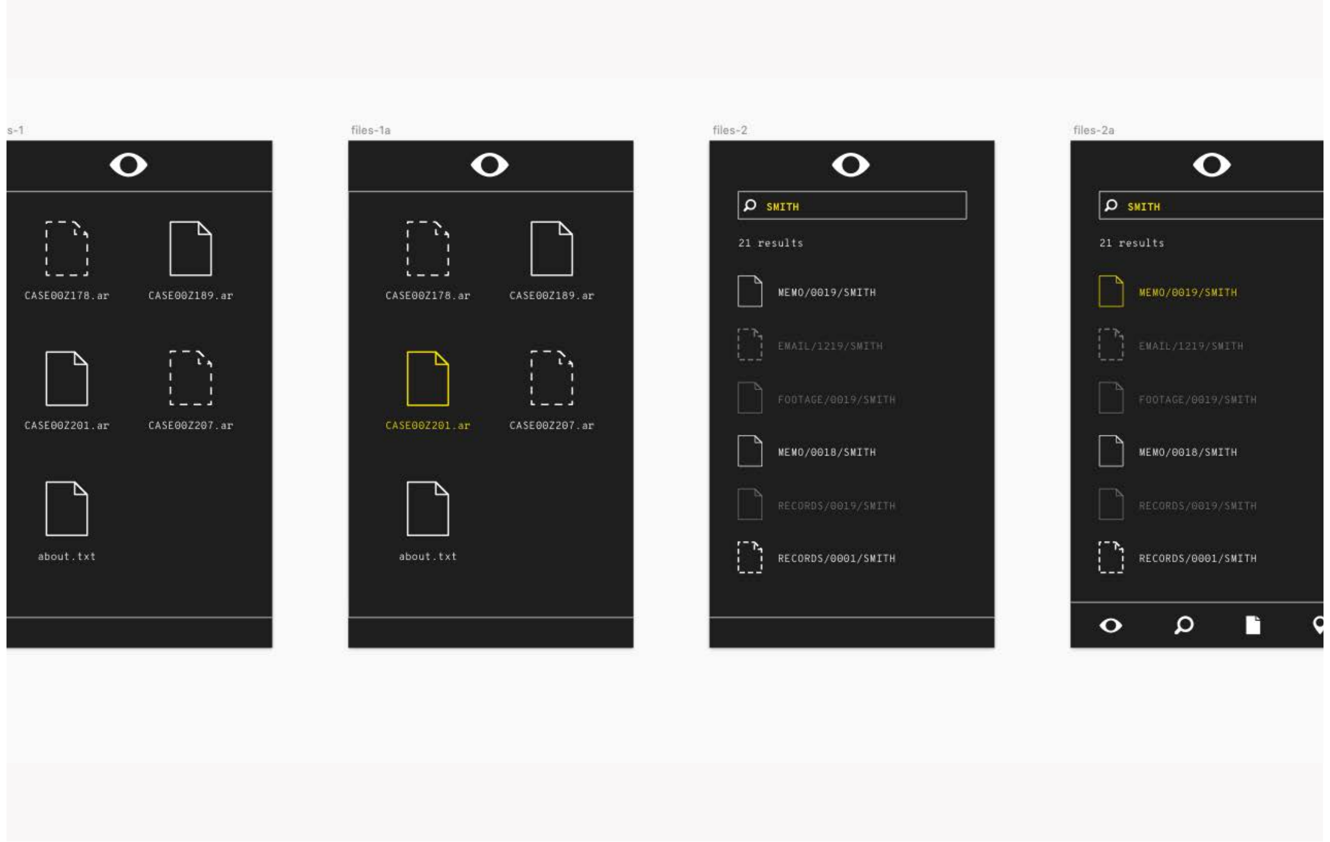
The Report, the interface itself, is a central character. It should feel like a part of the mystery, not a mere container for it.


The Arcadia Report
ENTER
terminal-1
terminal-1a
terminal-1b

```
CASE //00Z378X1

Starting Arcadia
   Executing Case-XZ23 analysis
   Loading victim
   Fetching suspect
   Loading 56982039109250393 nodes

ERROR: Fetch attempt failed. Error
code 890001.

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

Loading data --force

SLkLKrteSN?///makmag///
3&8%09000(((*8***6JR$2/1+
(oo}]]QUPLR{#JWqMPTqbSCoYCQ-
#%&D8LTlCwSodxmvpOH43G@[/]PgtwY5oLr
GmX23f1PBC27fJYgYh1MteqlIpxtQqa2yD2
dgp9TqiDm234567PcBxUWgk3qslpoR8LjU^
_`(|)-4gNTtfCa9KD4iQLdSk=>?
4olgQ!'()*=,-./0189:;<
Rendering FileCaseXZ23
Total time 7.819 secs
Stay safe

<!-- Anomaly detected -->

Time: 2 days ago.
Cause: Murder.
Suspect: X
Victim: Y
```

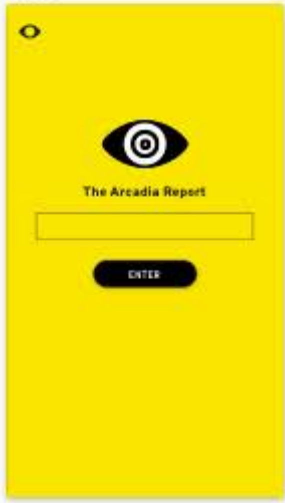

document-1a
document-2
document-2a


windows-1a
windows-1b
windows-2
CASE//00Z378X1

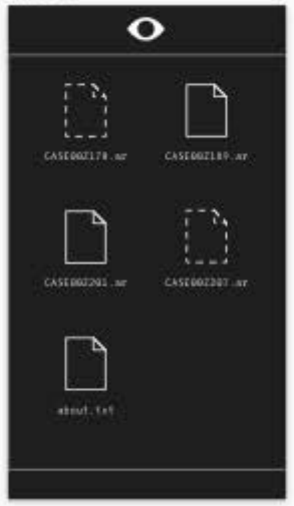

files-1a
files-2
files-2a
CASE00Z178.ar
CASE00Z189.ar
CASE00Z201.ar
CASE00Z207.ar
about.txt
SMITH
21 results
MEMO/0019/SMITH
EMAIL/1219/SMITH
FOOTAGE/0019/SMITH
MEMO/0018/SMITH
RECORDS/0019/SMITH
RECORDS/0001/SMITH

Style Iterations (2/3)

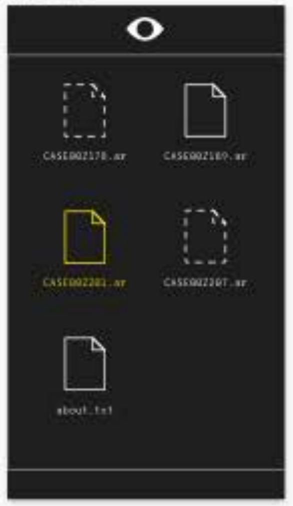
enter


The Arcadia Report
ENTER

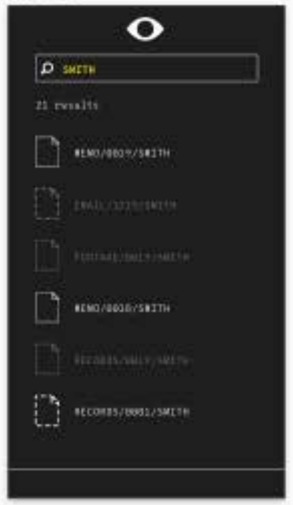
files-1



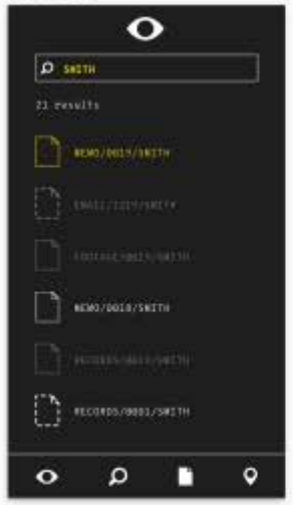
files-1a



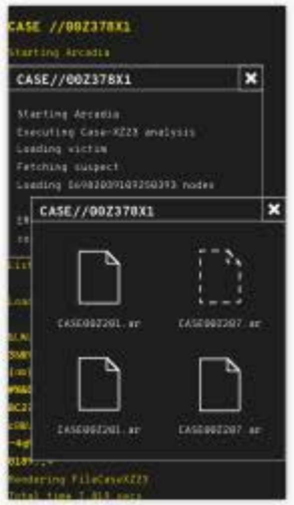
files-2



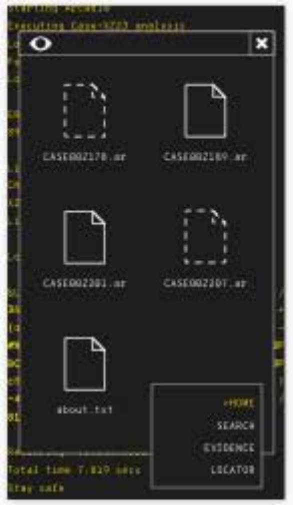
files-2a



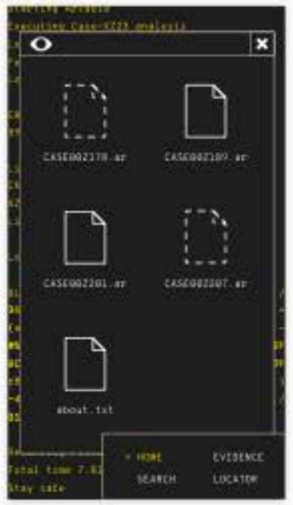
glitch-1



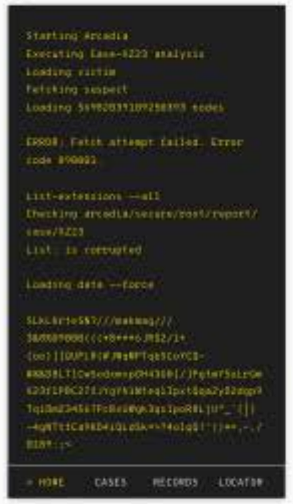
glitch-2



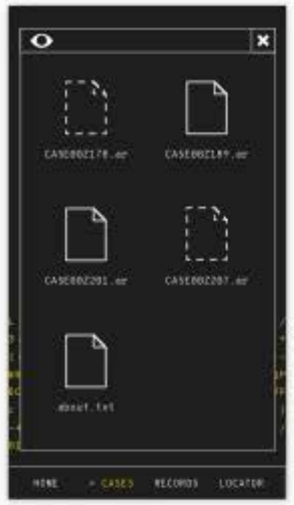
glitch-2a



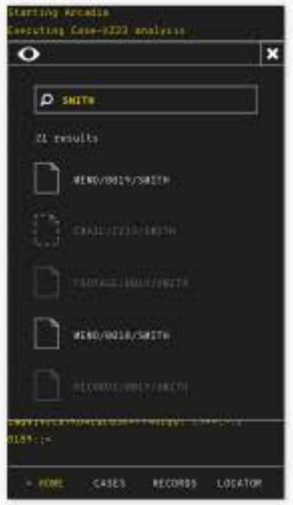
glitch-3



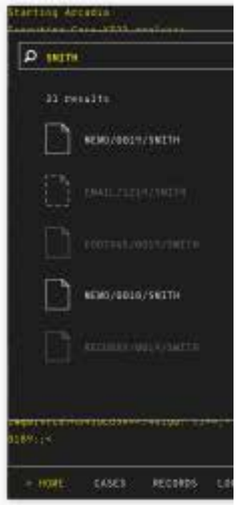
glitch-3a



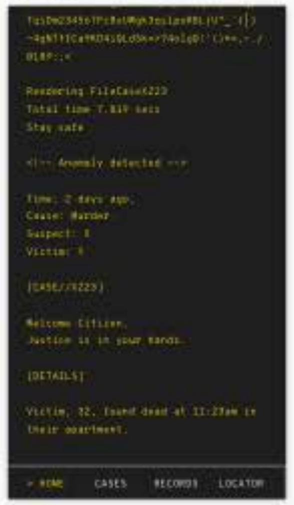
glitch-4



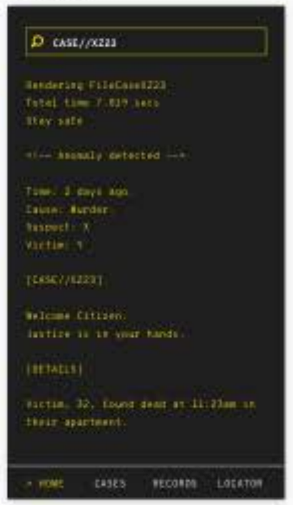
glitch-4a



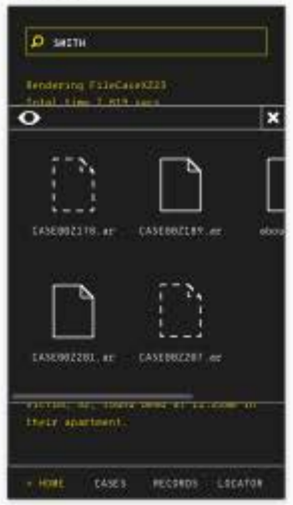
text-1



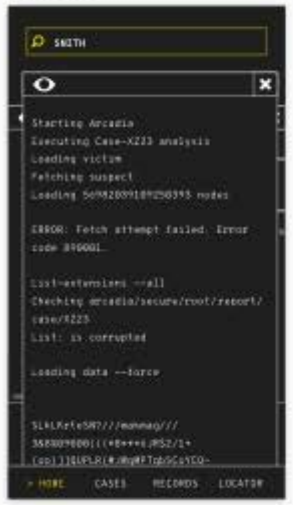
text-1a



text-1b

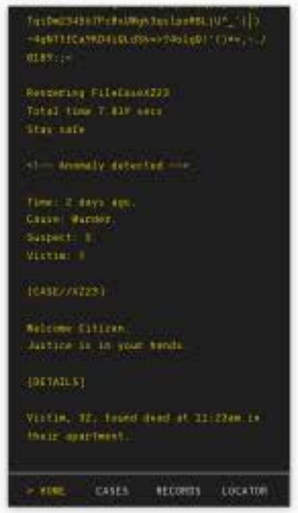


text-1c

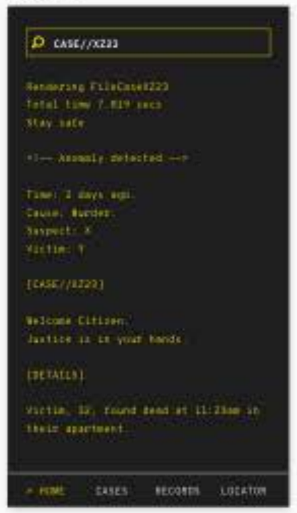


Style Iterations (3/3)

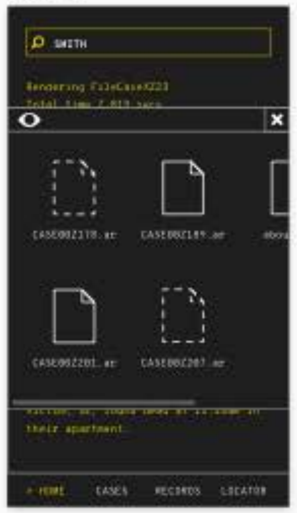
text-1


[CASE//X223]
[DETAILS]
> HOME
CASES
RECORDS
LOCATOR

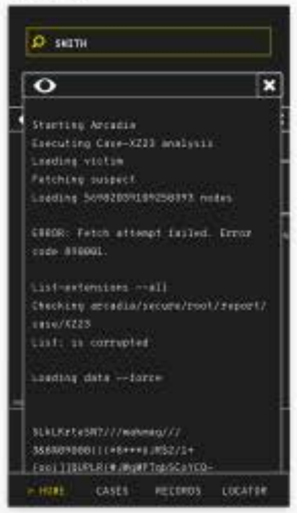
text-1a


CASE//X223
[CASE//X223]
[DETAILS]
> HOME
CASES
RECORDS
LOCATOR

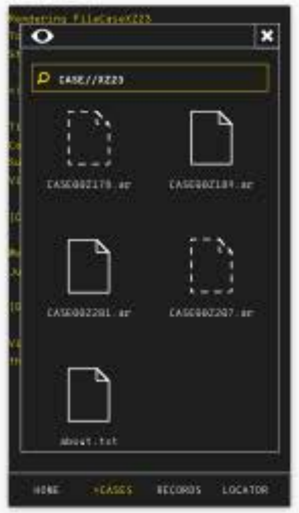
text-1b


SMITH
CASE00Z178.ar
CASE00Z189.ar
CASE00Z201.ar
CASE00Z207.ar
> HOME
CASES
RECORDS
LOCATOR

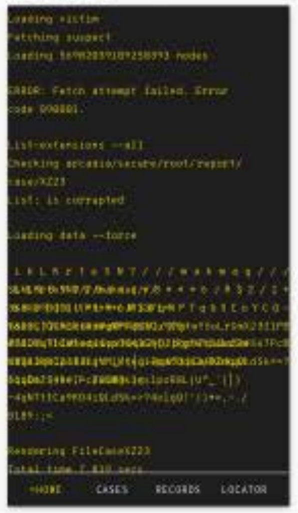
text-1c


SMITH
> HOME
CASES
RECORDS
LOCATOR

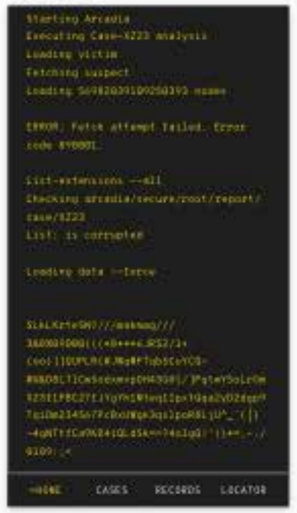
popup-1


CASE//X223
CASE00Z178.ar
CASE00Z189.ar
CASE00Z201.ar
CASE00Z207.ar
about.txt
HOME
>CASES
RECORDS
LOCATOR

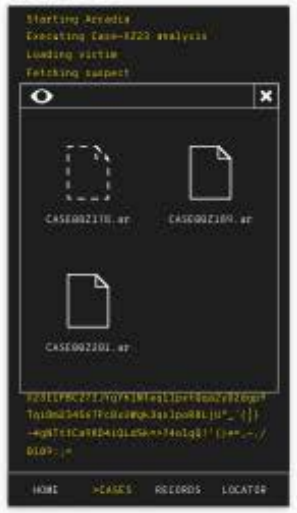
popup-1a


>HOME
CASES
RECORDS
LOCATOR

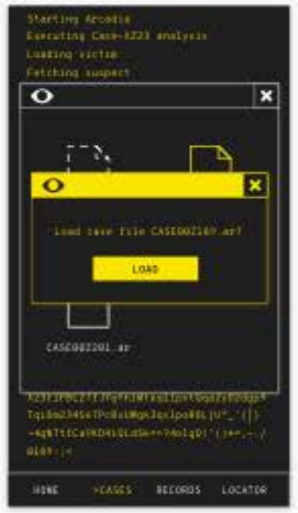
popup-2


>HOME
CASES
RECORDS
LOCATOR

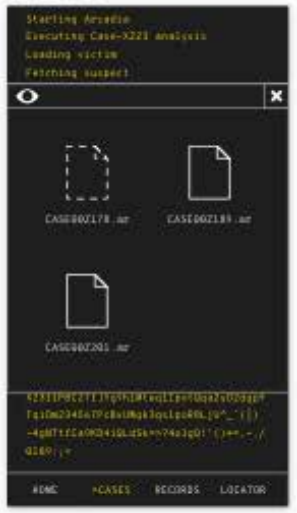
popup-2a


CASE00Z178.ar
CASE00Z189.ar
CASE00Z201.ar
HOME
>CASES
RECORDS
LOCATOR

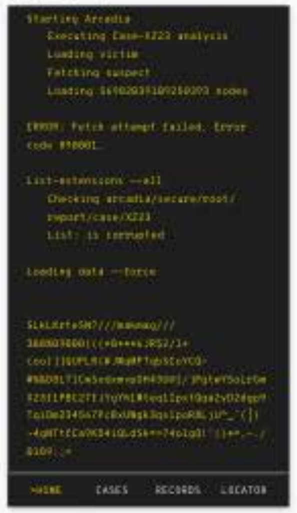
popup-2b


LOAD
CASE00Z201.ar
HOME
>CASES
RECORDS
LOCATOR

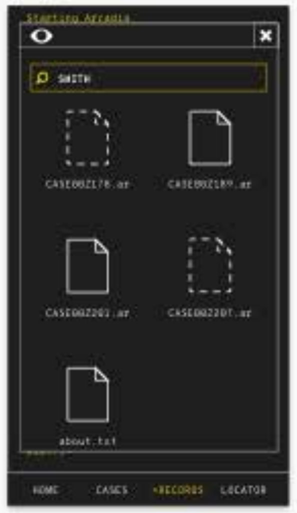
popup-3


CASE00Z178.ar
CASE00Z189.ar
CASE00Z201.ar
HOME
>CASES
RECORDS
LOCATOR

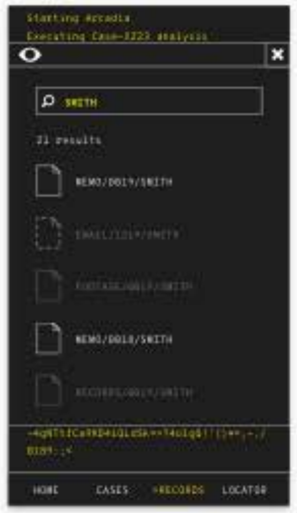
popup-4


>HOME
CASES
RECORDS
LOCATOR

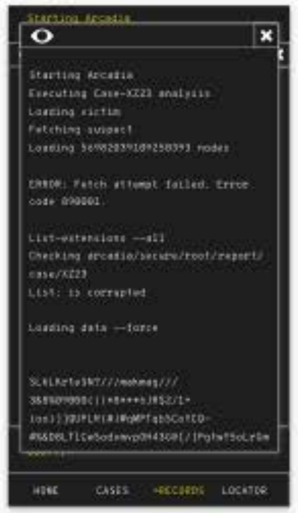
popup-search-1


SMITH
CASE00Z178.ar
CASE00Z189.ar
CASE00Z201.ar
CASE00Z207.ar
about.txt
HOME
CASES
>RECORDS
LOCATOR

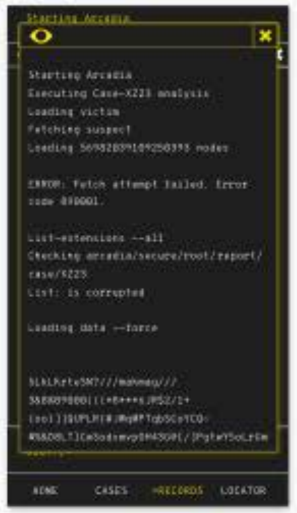
popup-search-2


SMITH
HOME
CASES
>RECORDS
LOCATOR

popup-search-2a


HOME
CASES
>RECORDS
LOCATOR

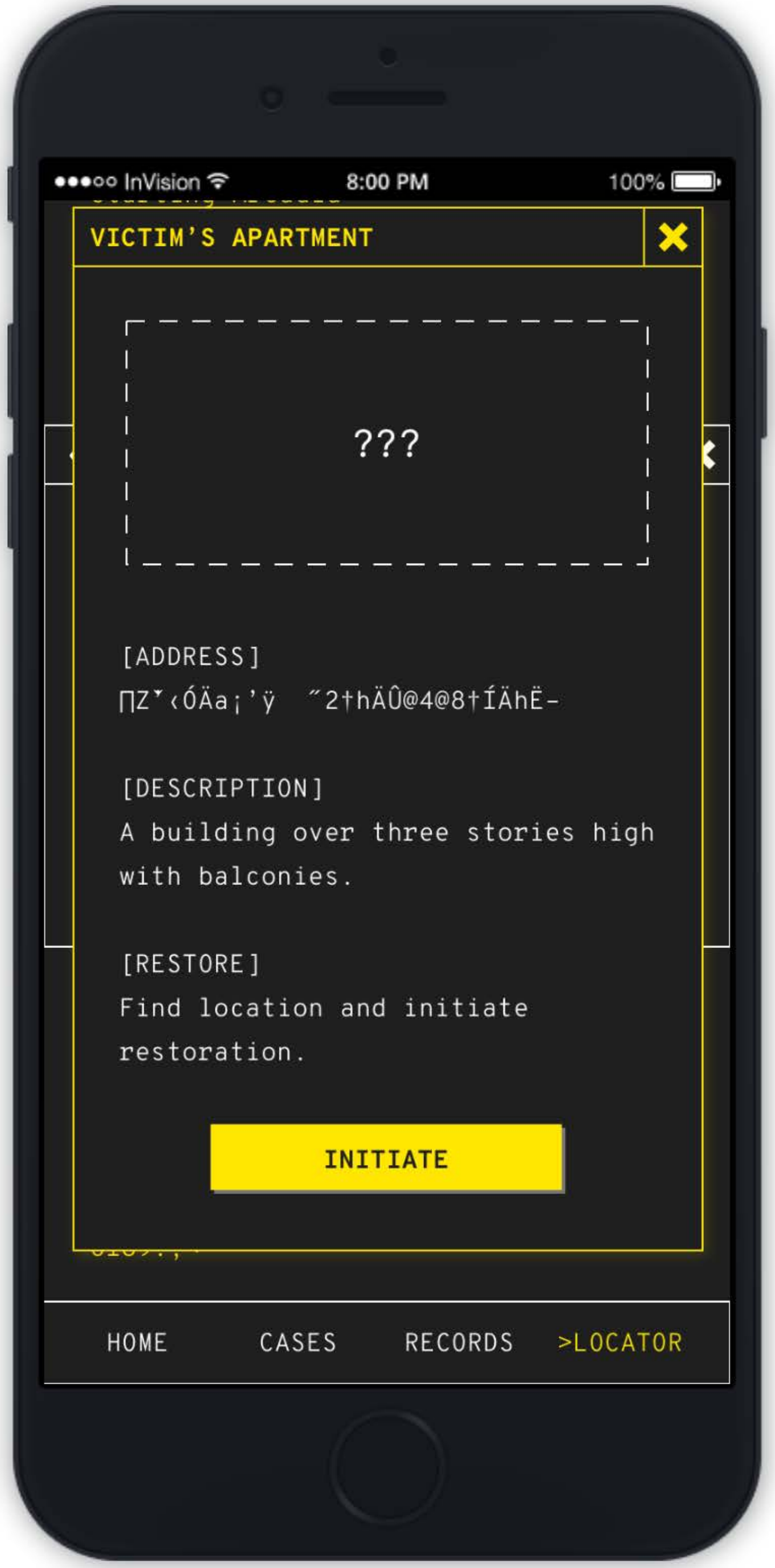
popup-search-2b


HOME
CASES
>RECORDS
LOCATOR

Style Test Prototype

Prototype 2: Style Test

- The first digital prototype, the goal was to test the visual design in context and see how users respond.
- Click or scan to try it for yourself.

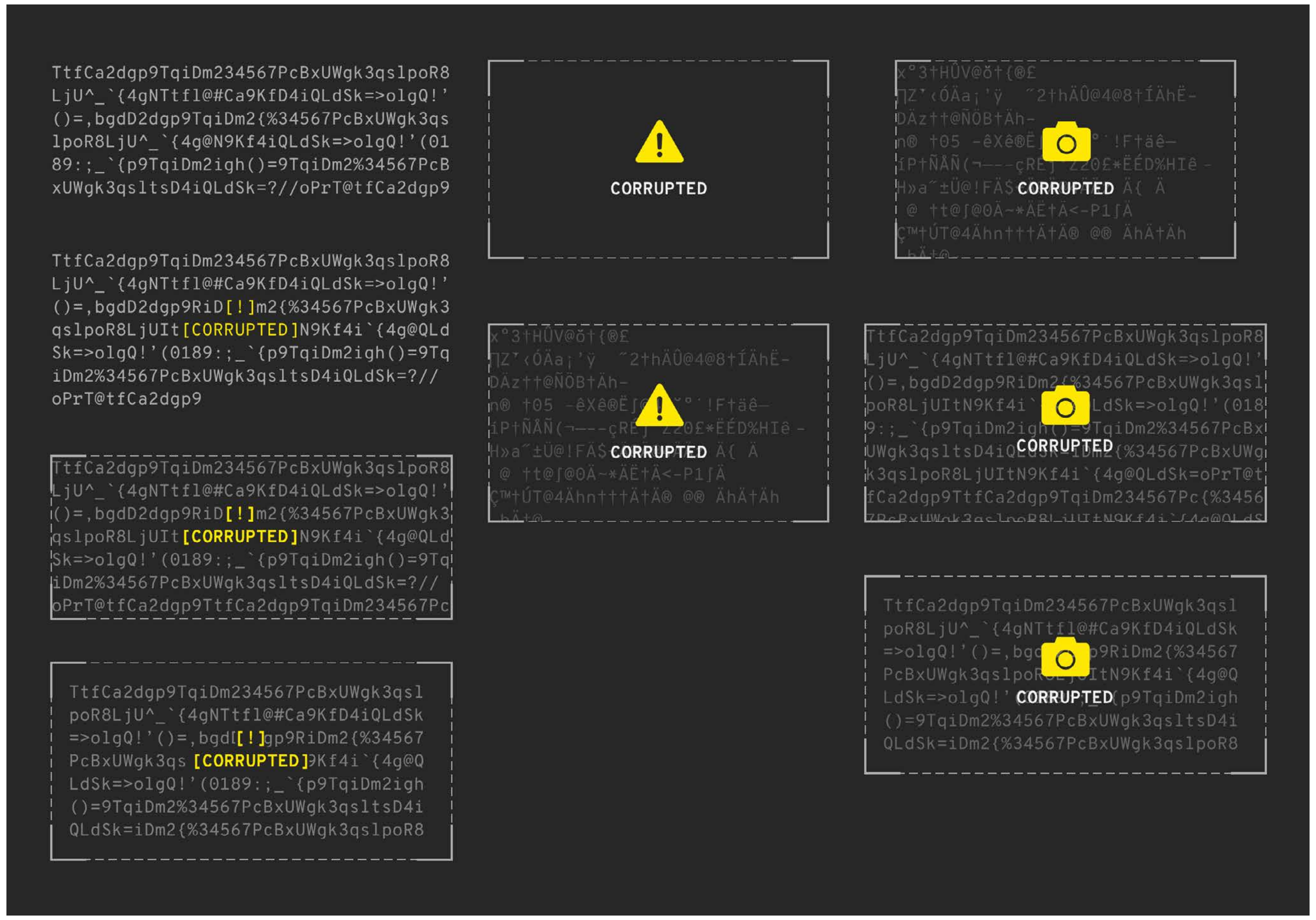

●●●○○ InVision
8:00 PM
100%
VICTIM'S APARTMENT
???
INITIATE
HOME
CASES
RECORDS
>LOCATOR

[ADDRESS]
∏Z˟‹ÓÄa¡'ÿ ˝2†hÄÛ@4@8†ÍÄhË-

[DESCRIPTION]
A building over three stories high with balconies.

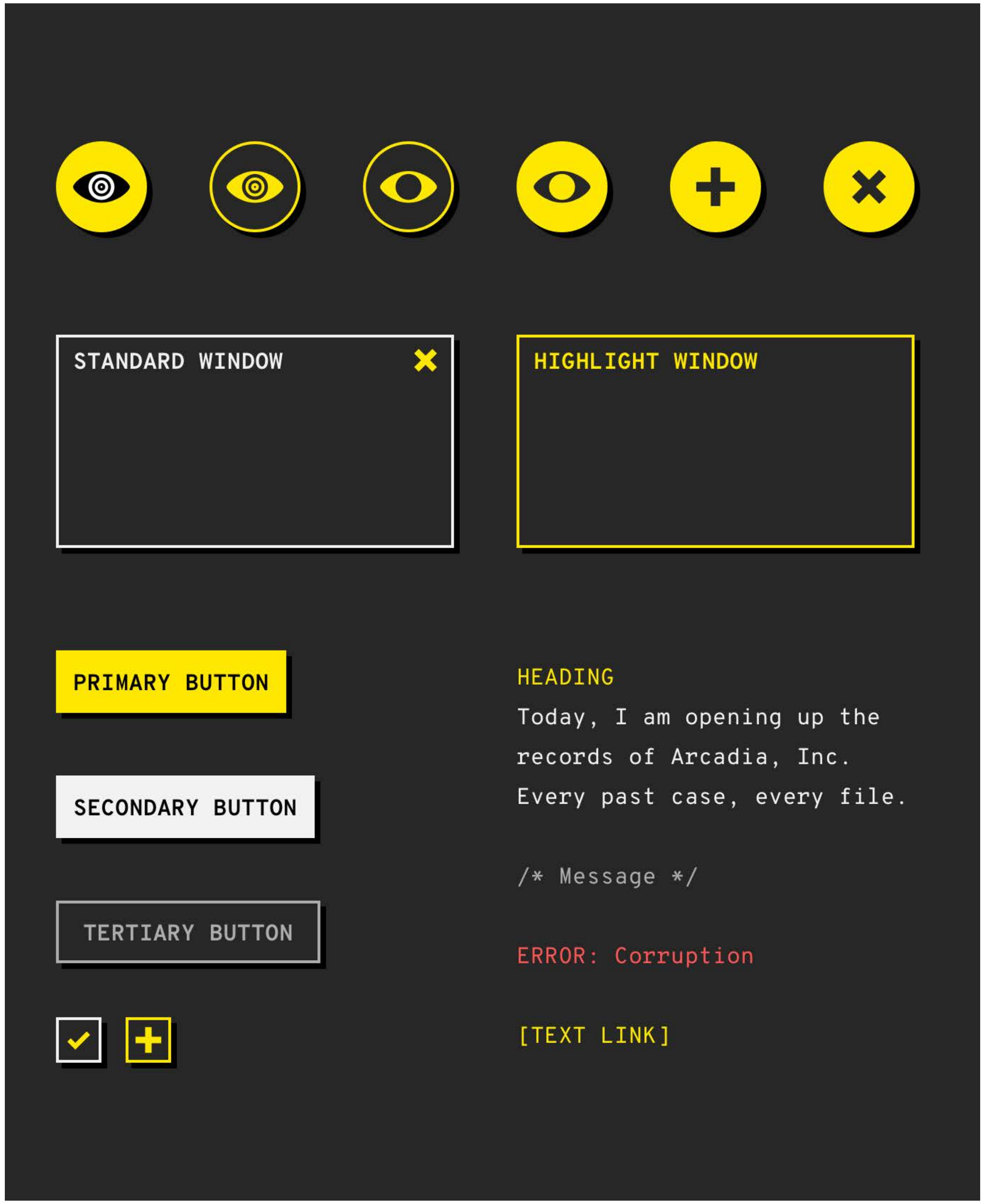
[RESTORE]
Find location and initiate restoration.

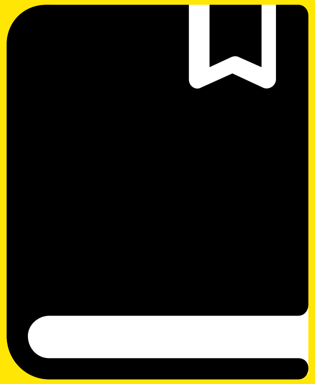
Iteration Based on Feedback


CORRUPTED
[CORRUPTED]
[!]

Responding to Feedback:

- Indicating corrupted images are a photograph.
- Making text hierarchy clearer
- “I can hear the sound of the keys!”

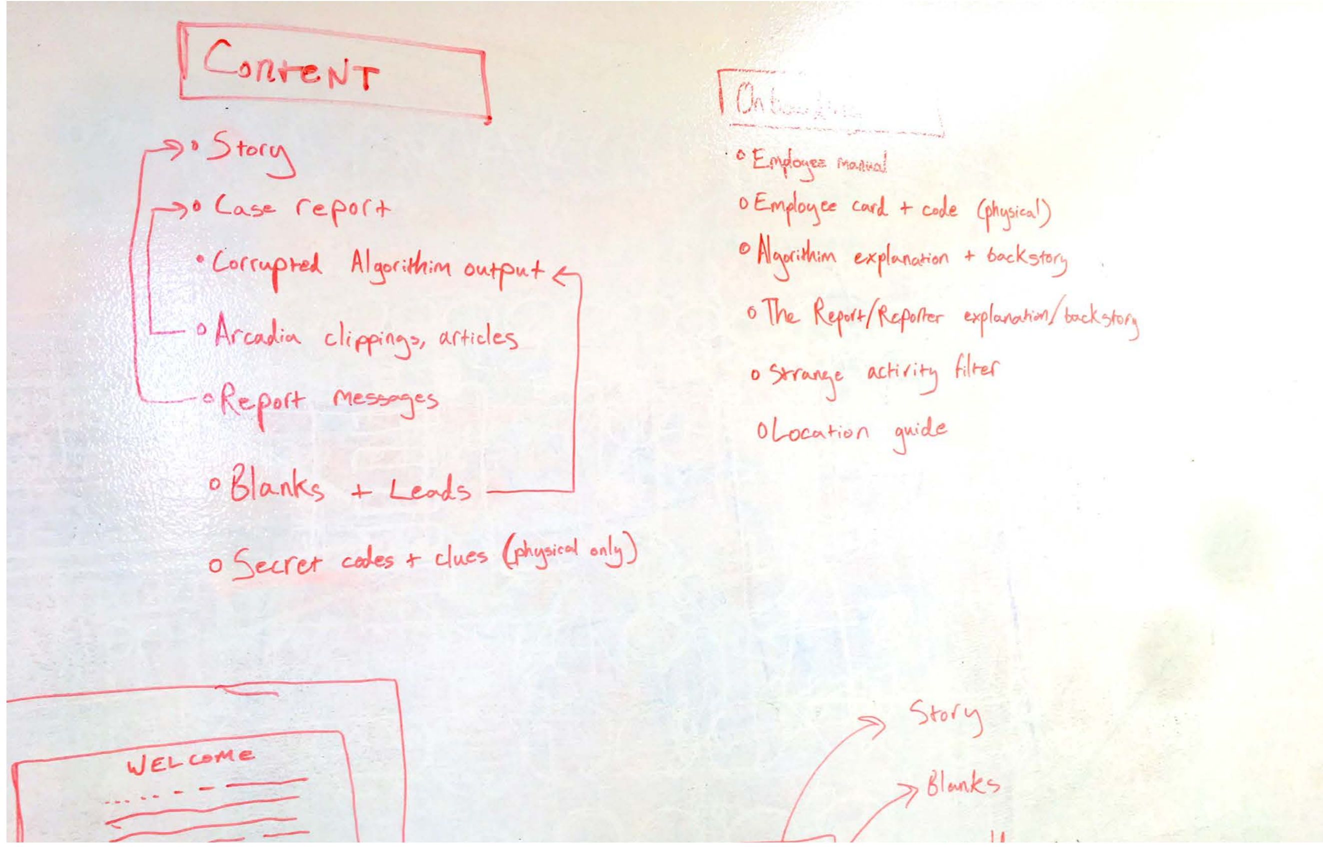

STANDARD WINDOW
HIGHLIGHT WINDOW
PRIMARY BUTTON
SECONDARY BUTTON
TERTIARY BUTTON
HEADING
Today, I am opening up the records of Arcadia, Inc. Every past case, every file.
/* Message */
ERROR: Corruption
[TEXT LINK]



Case File

Designing the central hub of The Arcadia Report

Brainstorming All Things Case Files

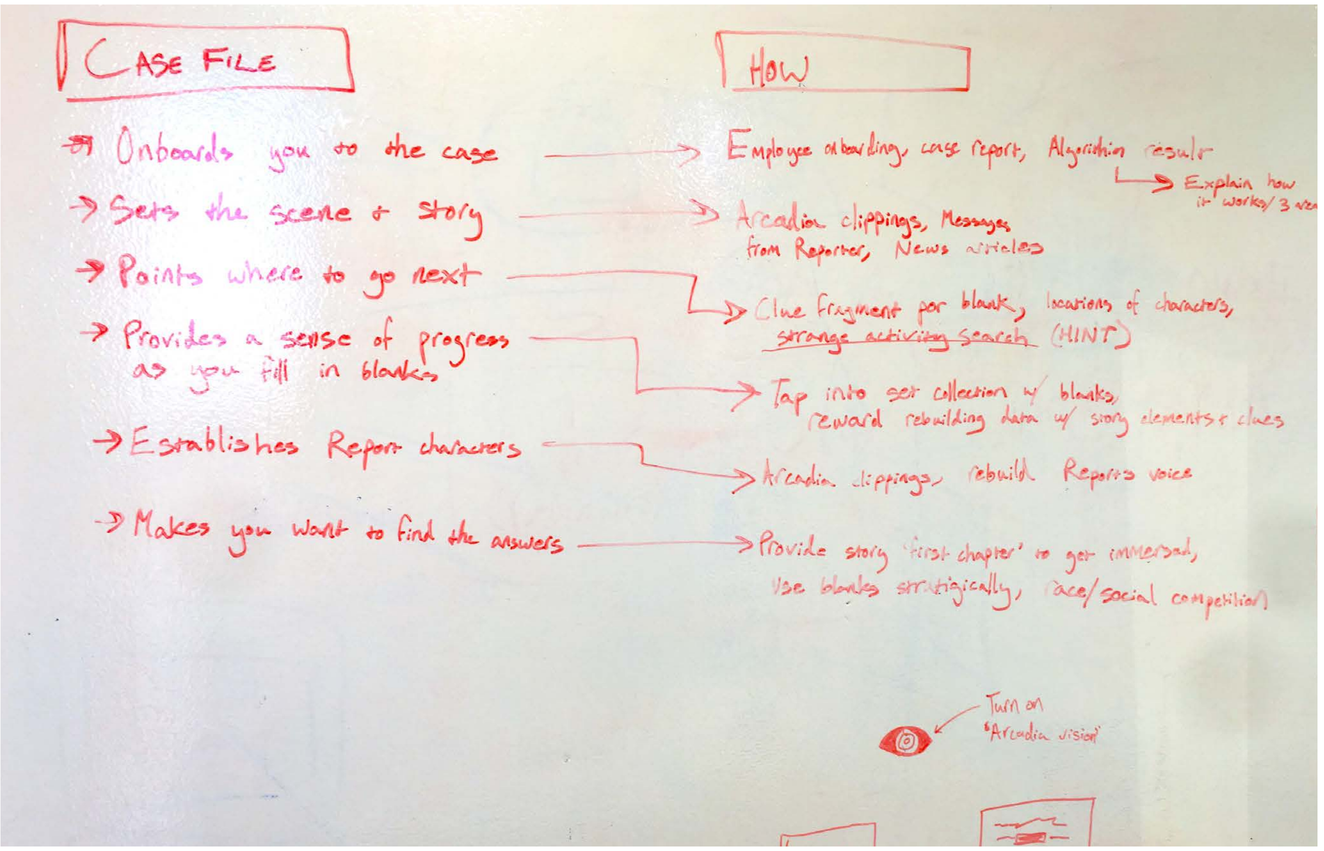


CONTENT

- Story
- Case report
- Corrupted Algorithim output
- Arcadia clippings, articles
- Report messages
- Blanks + Leads
- Secret codes + clues (physical only)

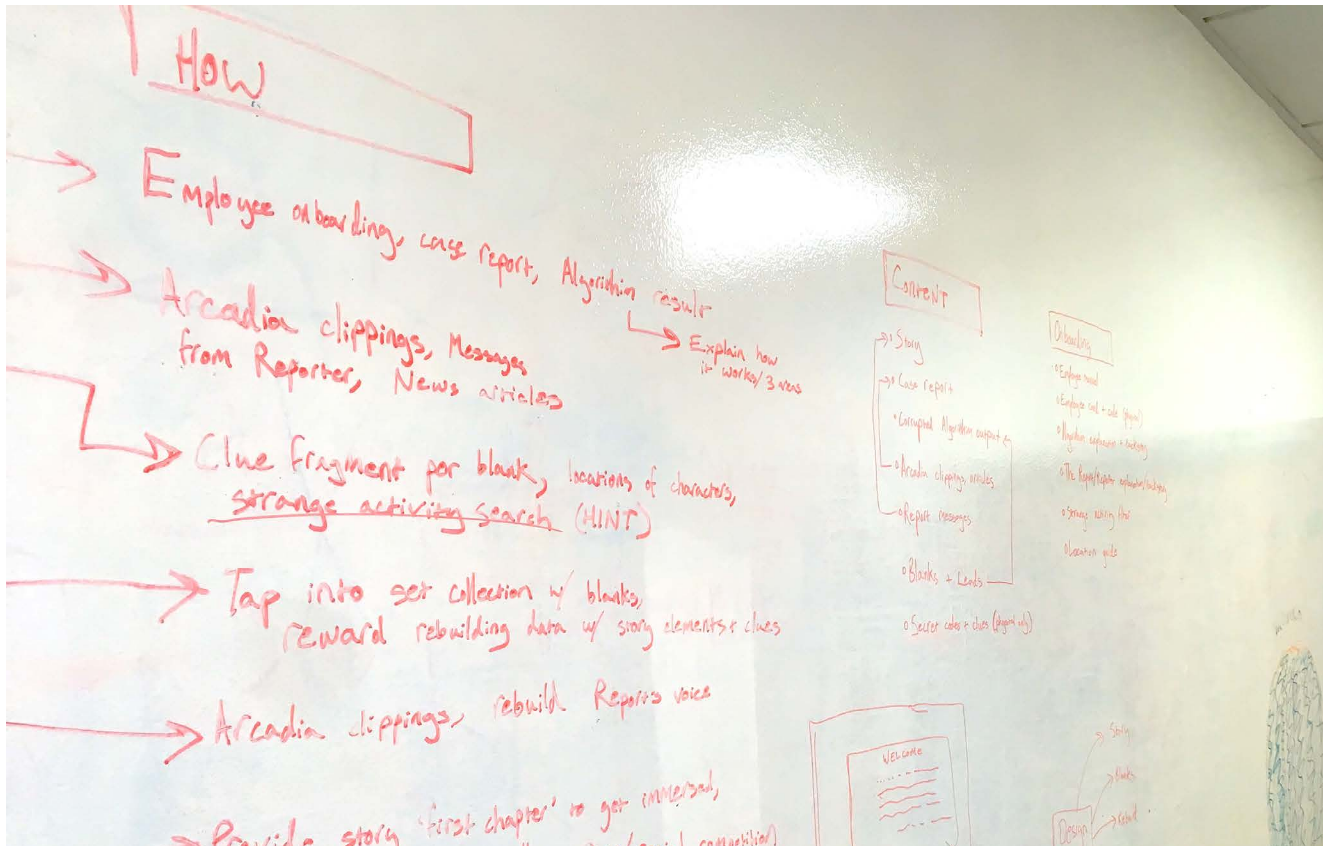
- Employee manual
- Employee card + code (physical)
- Algorithim explanation + backstory
- The Report/Reporter explanation/backstory
- Strange activity filter
- Location guide

WELCOME
Story
Blanks

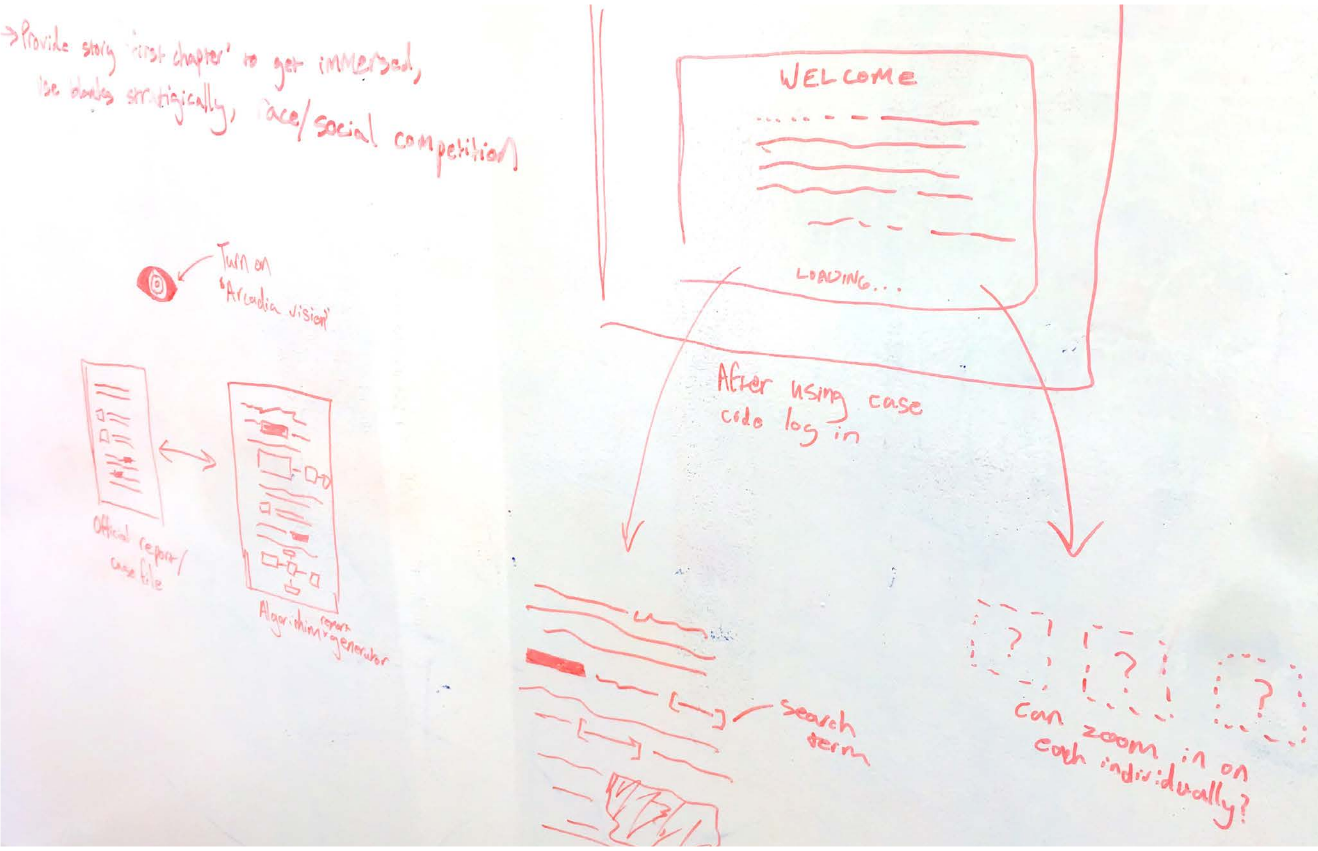


CASE FILE	HOW
Onboards you to the case	Employee onboarding, case report, Algorithim result → Explain how it works/ 3 wa
Sets the scene + story	Arcadia clippings, Messages from Reporter, News articles
Points where to go next	Clue fragment per blank, locations of characters, strange activity search (HINT)
Provides a sense of progress as you fill in blanks	Tap into set collection w/ blanks, reward rebuilding data w/ story elements + clues
Establishes Report characters	Arcadia clippings, rebuild Reports voice
Makes you want to find the answers	Provide story 'first chapter' to get immersed, Use blanks strategically, race/social competition

Turn on
'Arcadia vision'



HOW
Employee onboarding, case report, Algorithim result
Explain how it works/ 3 wa
Arcadia clippings, Messages from Reporter, News articles
Clue fragment per blank, locations of characters, strange activity search (HINT)
Tap into set collection w/ blanks, reward rebuilding data w/ story elements + clues
Arcadia clippings, rebuild Reports voice
Provide story 'first chapter' to get immersed,
Content
Welcome



→ Provide story 'first chapter' to get immersed, use blanks strategically, race/social competition)

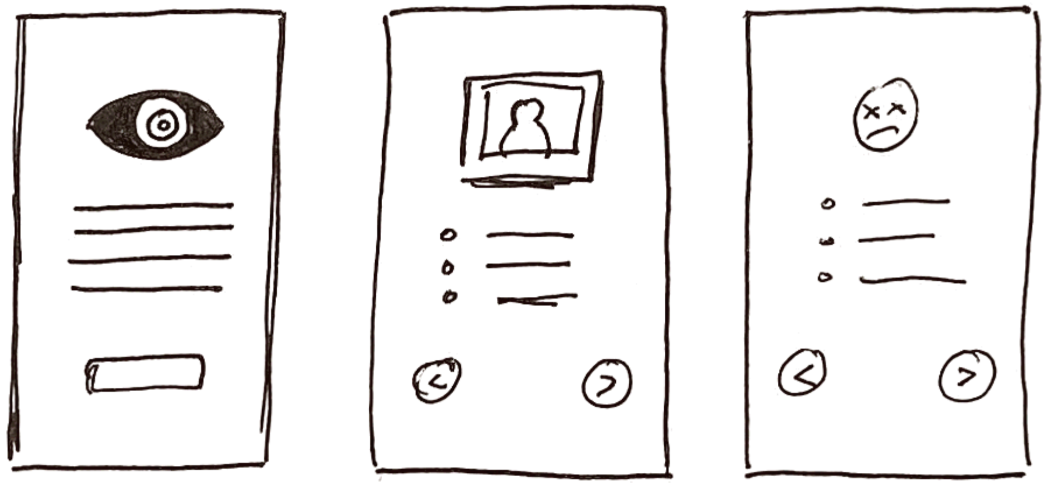
Turn on
'Arcadia vision'
Official report/
case file
Algorithim report generator
WELCOME
LOADING...
After using case code log in
search term
?
?
?
Can zoom in on each individually?

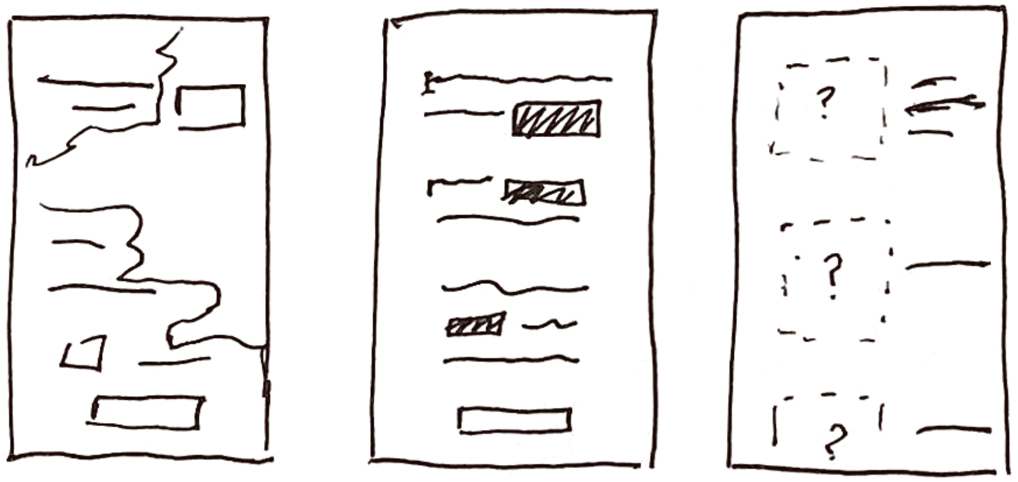
Case File Requirements

A Case File Should…

- Set the scene and introduce the case
- Establish The Report's character
- Make you want to find the answers
- Provide clear next steps
- Introduce locations
- Reward thorough investigation

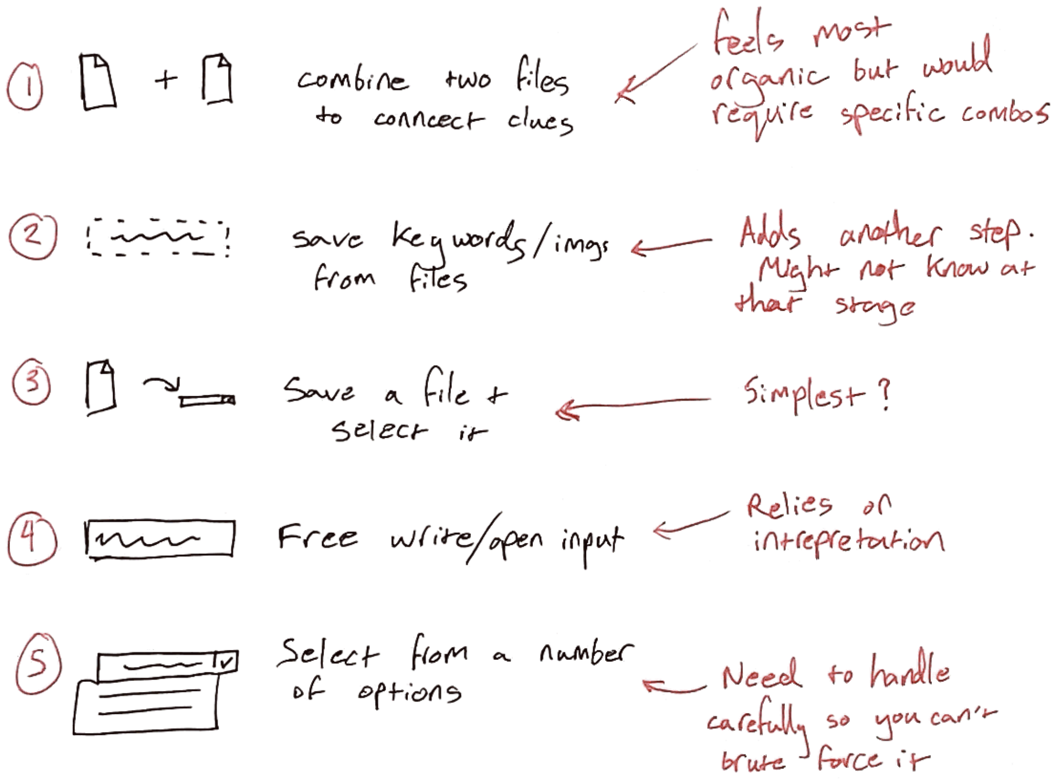
Onboarding/case overview



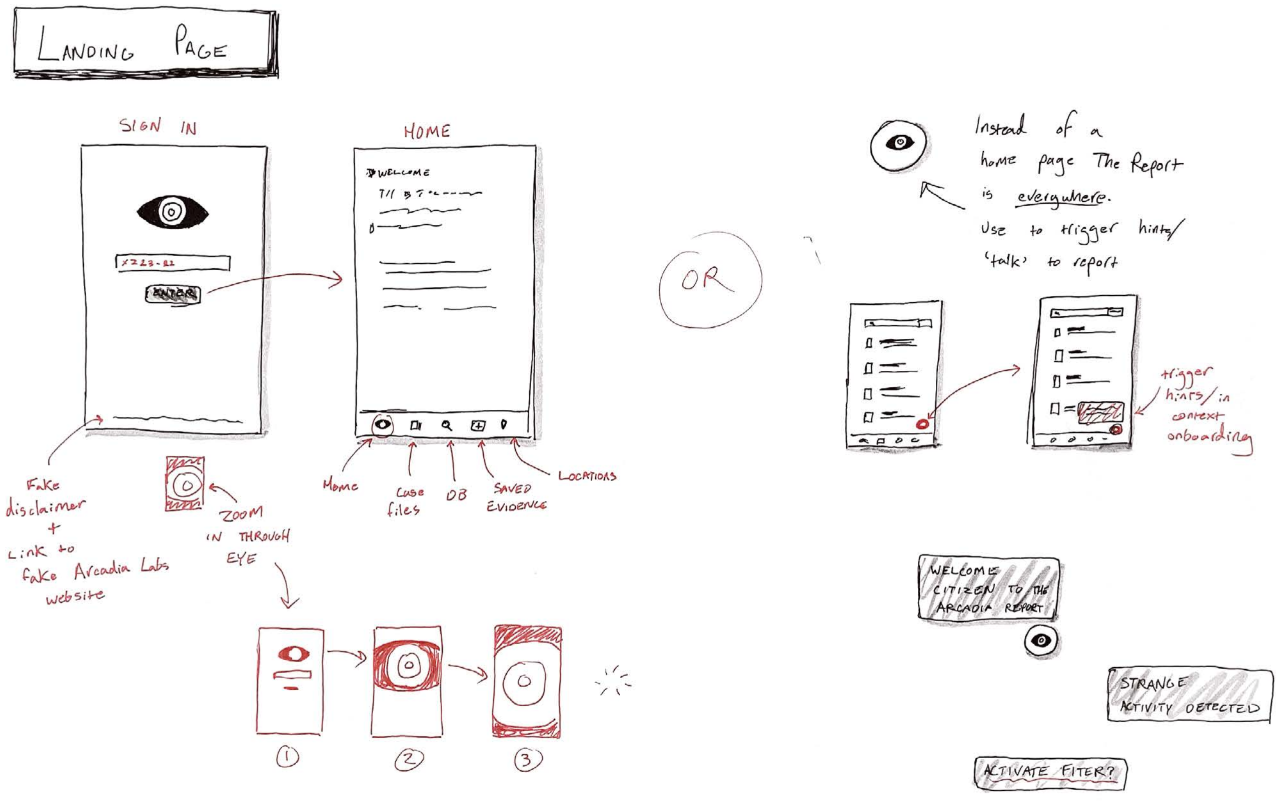


Corrupted report.
Up to you to fill in the blanks

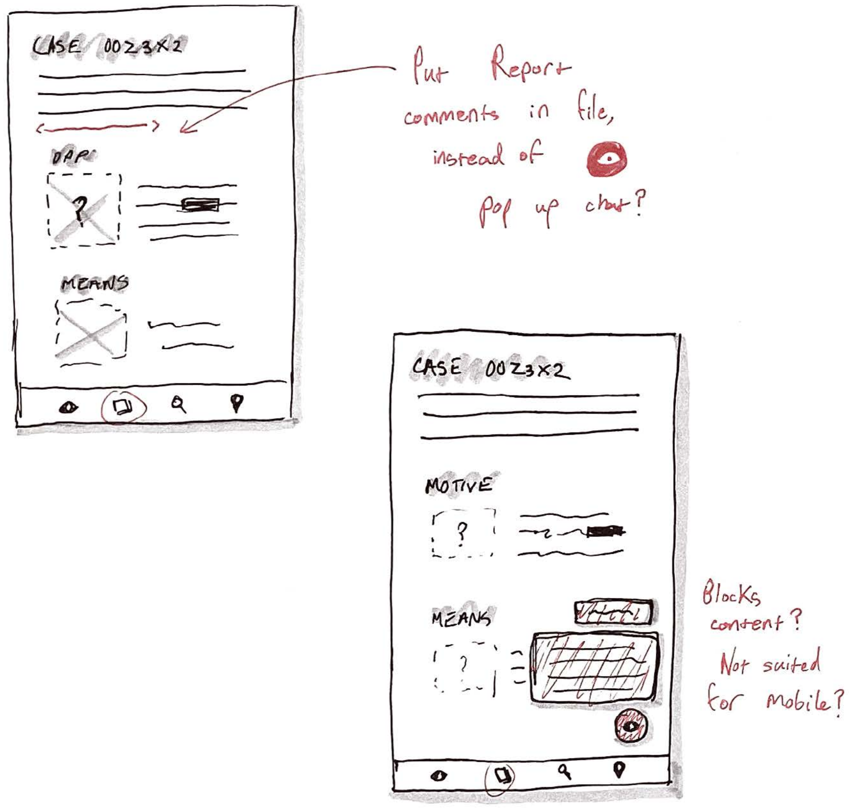
Case File Sketching (1/2)



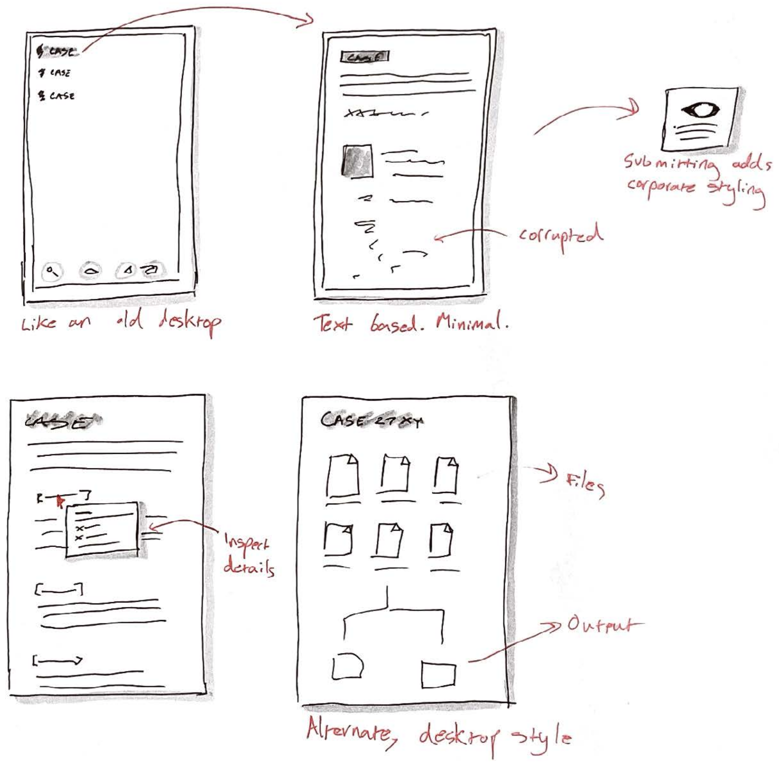
①
combine two files to connect clues
feels most organic but would require specific combos
②
save keywords/imgs from files
Adds another step. Might not know at that stage
③
Save a file + select it
Simplest?
④
Free write/open input
Relies on intrepretation
⑤
Select from a number of options
Need to handle carefully so you can't brute force it



LANDING PAGE
SIGN IN
X223-B2
ENTER
HOME
WELCOME
Fake disclaimer + Link to fake Arcadia Labs website
ZOOM IN THROUGH EYE
Home
Case files
DB
SAVED EVIDENCE
LOCATIONS
①
②
③
OR
Instead of a home page The Report is everywhere.
Use to trigger hints/ 'talk' to report
trigger hints/in context onboarding
WELCOME CITIZEN TO THE ARCADIA REPORT
STRANGE ACTIVITY DETECTED
ACTIVATE FITER?

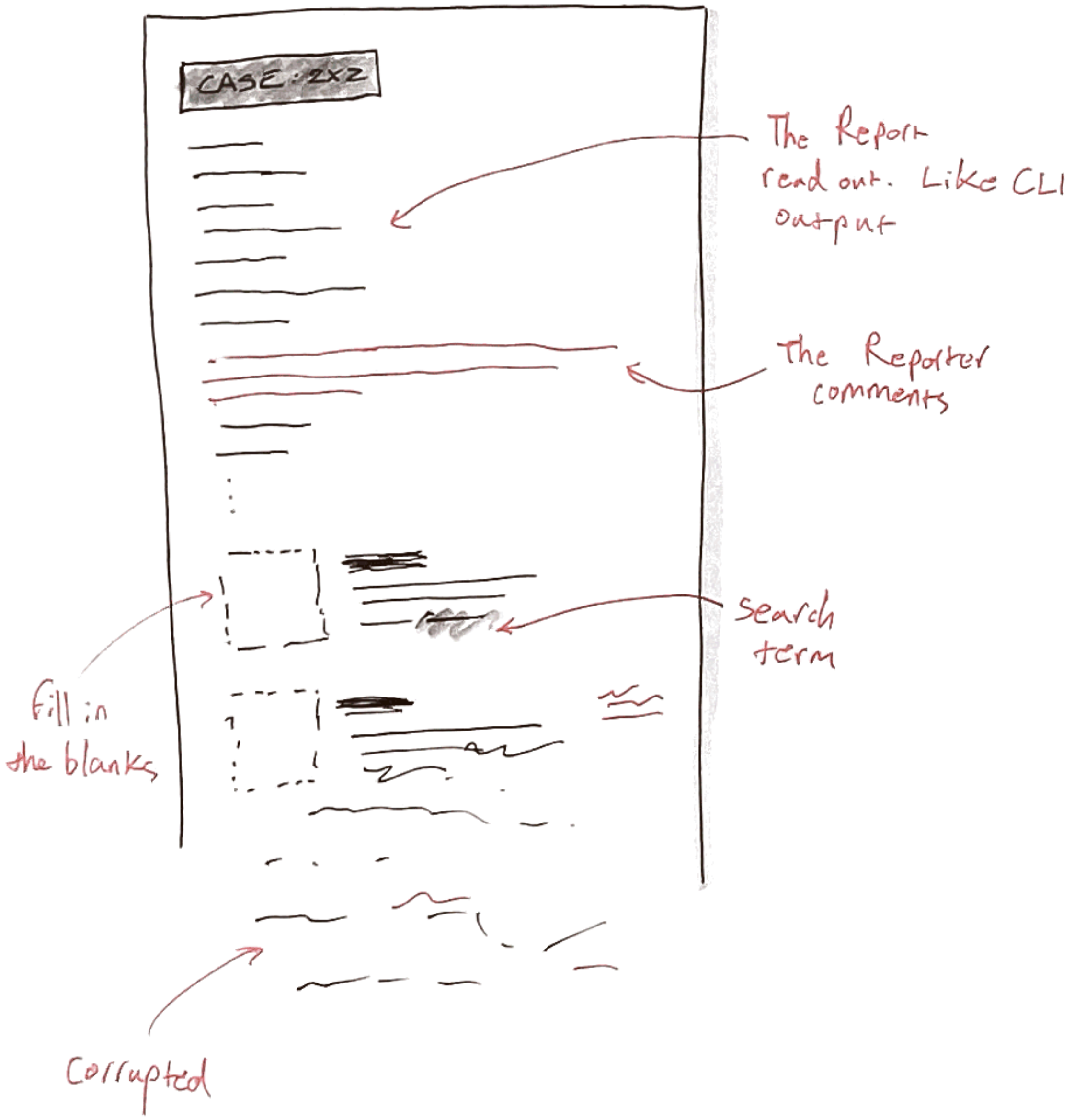


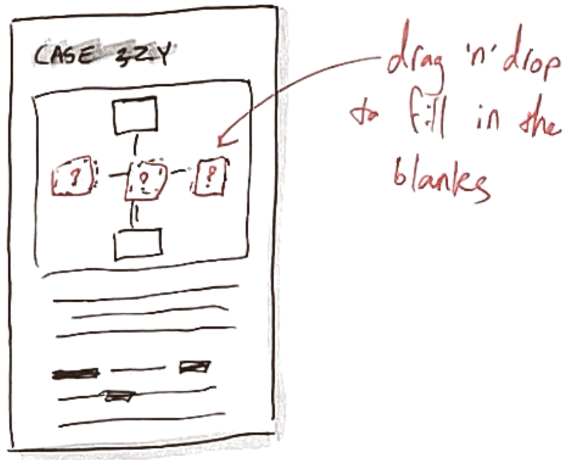
CASE 0023X2
DAP
?
MEANS
Put Report comments in file, instead of pop up chat?
CASE 0023X2
MOTIVE
?
MEANS
?
Blocks content? Not suited for mobile?

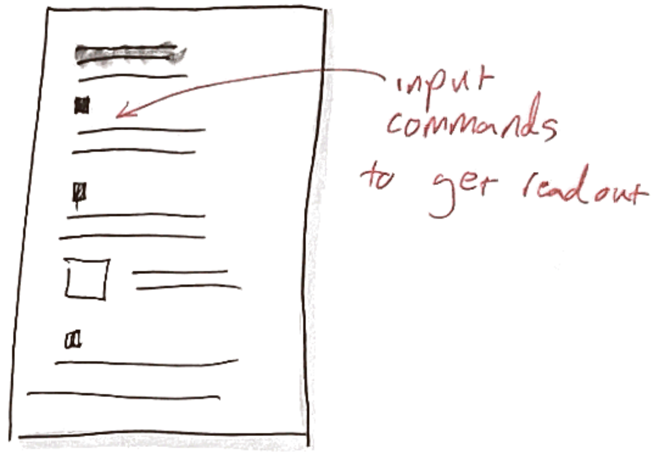


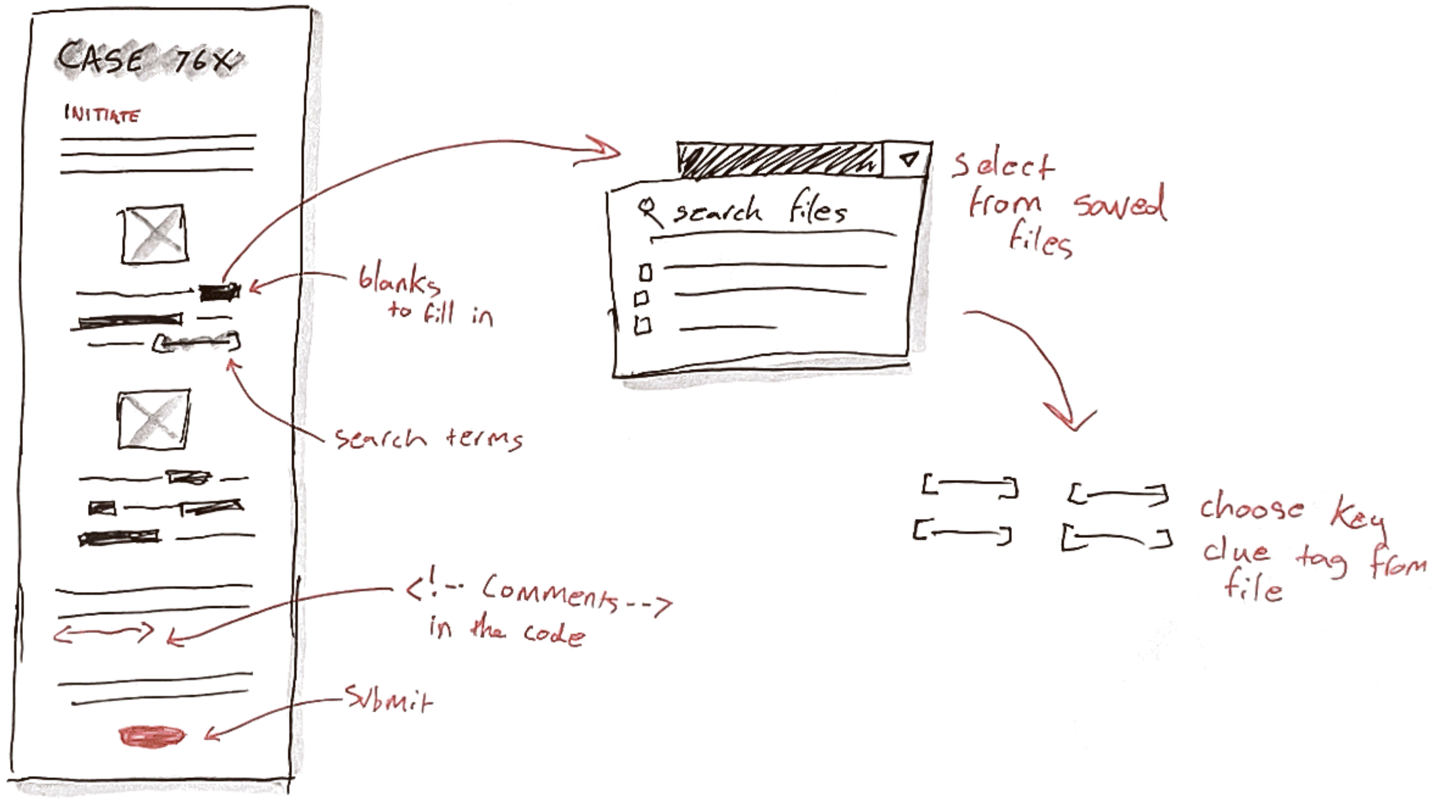
CASE
CASE
CASE
CASE
Like an old desktop
Text based. Minimal.
corrupted
Submitting adds corporate styling
CASE
Inspect details
CASE 27XY
Files
Output
Alternate, desktop style

Case File Sketching (2/2)


CASE : 2X2
The Report read out. Like CLI output
The Reporter comments
search term
Fill in the blanks
Corrupted

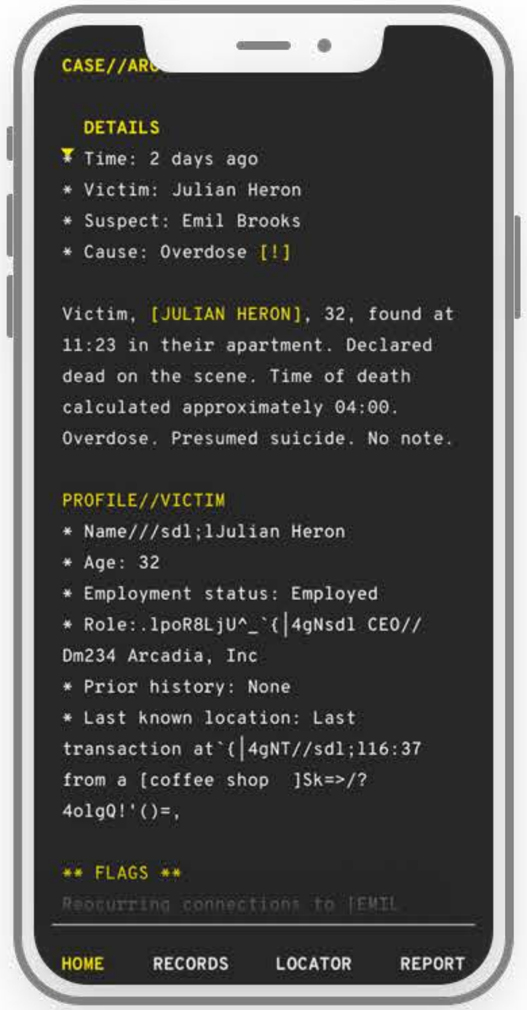

CASE 32Y
drag 'n' drop to fill in the blanks


input commands to get readout

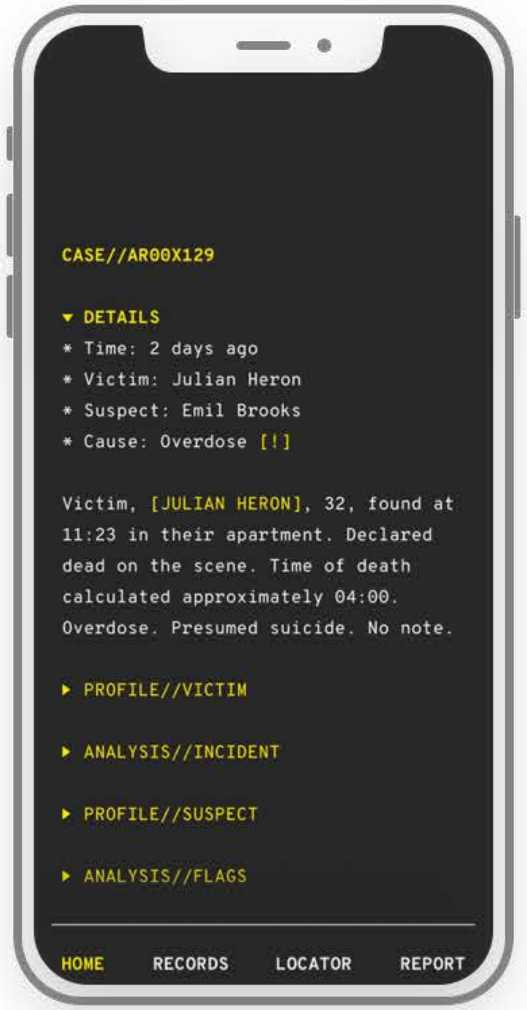

CASE 76X
INITIATE
blanks to fill in
search terms
<!-- Comments --> in the code
Submit
search files
select from saved files
choose key clue tag from file

Iteration Based on User Testing

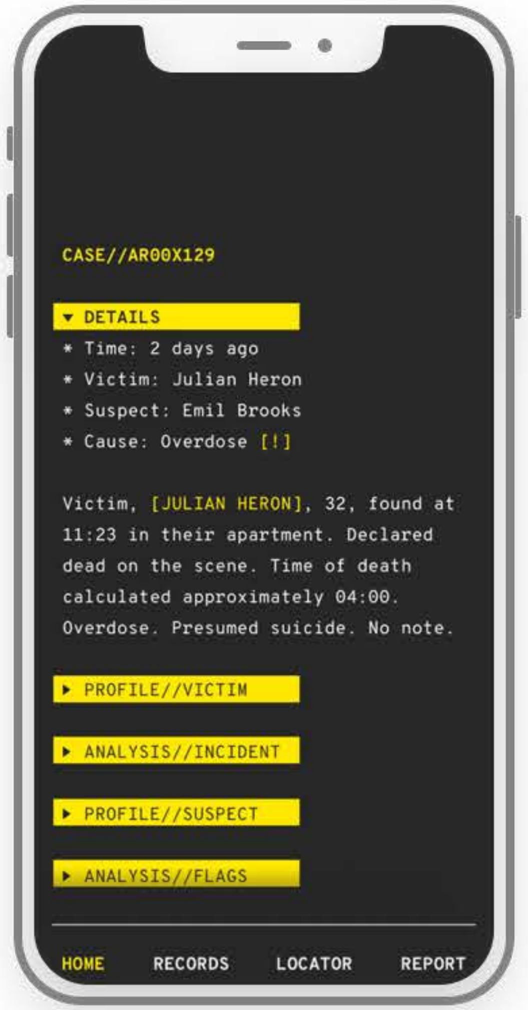
Displaying all the text at once proved off putting and more difficult to parse while testing with users. In A/B testing of collapsing sections versus displaying all, the accordian design won with 100% of users.



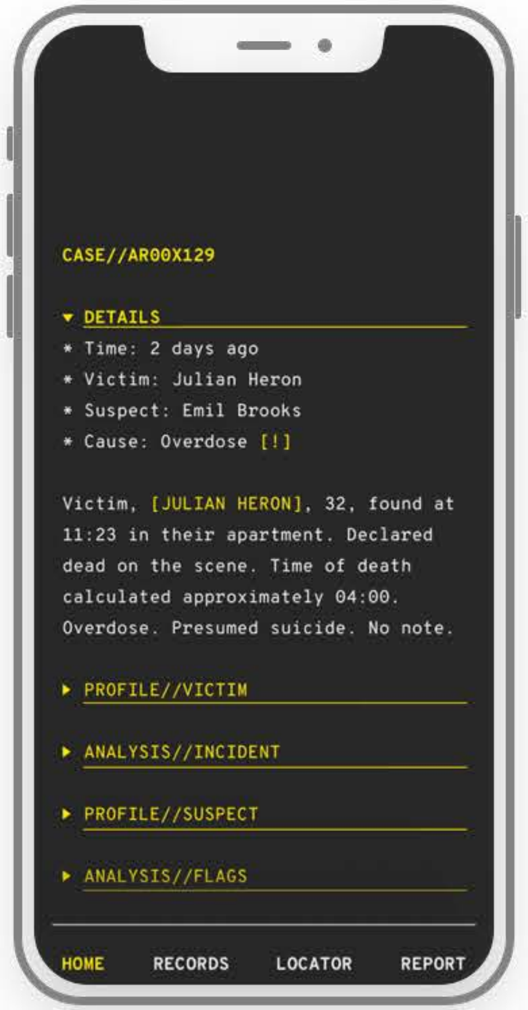
```
CASE//AR

  DETAILS
* Time: 2 days ago
* Victim: Julian Heron
* Suspect: Emil Brooks
* Cause: Overdose [!]

Victim, [JULIAN HERON], 32, found at
11:23 in their apartment. Declared
dead on the scene. Time of death
calculated approximately 04:00.
Overdose. Presumed suicide. No note.

PROFILE//VICTIM
* Name///sdl;lJulian Heron
* Age: 32
* Employment status: Employed
* Role:.lpoR8LjU^_`{|4gNsdl CEO//
Dm234 Arcadia, Inc
* Prior history: None
* Last known location: Last
transaction at`{|4gNT//sdl;l16:37
from a [coffee shop  ]Sk=>/?
4olgQ!'()=,

** FLAGS **
Reocurring connections to [EMIL

HOME    RECORDS    LOCATOR    REPORT
```



```
CASE//AR00X129

▼ DETAILS
* Time: 2 days ago
* Victim: Julian Heron
* Suspect: Emil Brooks
* Cause: Overdose [!]

Victim, [JULIAN HERON], 32, found at
11:23 in their apartment. Declared
dead on the scene. Time of death
calculated approximately 04:00.
Overdose. Presumed suicide. No note.

▶ PROFILE//VICTIM

▶ ANALYSIS//INCIDENT

▶ PROFILE//SUSPECT

▶ ANALYSIS//FLAGS

HOME    RECORDS    LOCATOR    REPORT
```



```
CASE//AR00X129

▼ DETAILS
* Time: 2 days ago
* Victim: Julian Heron
* Suspect: Emil Brooks
* Cause: Overdose [!]

Victim, [JULIAN HERON], 32, found at
11:23 in their apartment. Declared
dead on the scene. Time of death
calculated approximately 04:00.
Overdose. Presumed suicide. No note.

▶ PROFILE//VICTIM

▶ ANALYSIS//INCIDENT

▶ PROFILE//SUSPECT

▶ ANALYSIS//FLAGS

HOME    RECORDS    LOCATOR    REPORT
```



```
CASE//AR00X129

▼ DETAILS
* Time: 2 days ago
* Victim: Julian Heron
* Suspect: Emil Brooks
* Cause: Overdose [!]

Victim, [JULIAN HERON], 32, found at
11:23 in their apartment. Declared
dead on the scene. Time of death
calculated approximately 04:00.
Overdose. Presumed suicide. No note.

▶ PROFILE//VICTIM

▶ ANALYSIS//INCIDENT

▶ PROFILE//SUSPECT

▶ ANALYSIS//FLAGS

HOME    RECORDS    LOCATOR    REPORT
```

Users' Choice

Locations

Transforming your city into an escape room

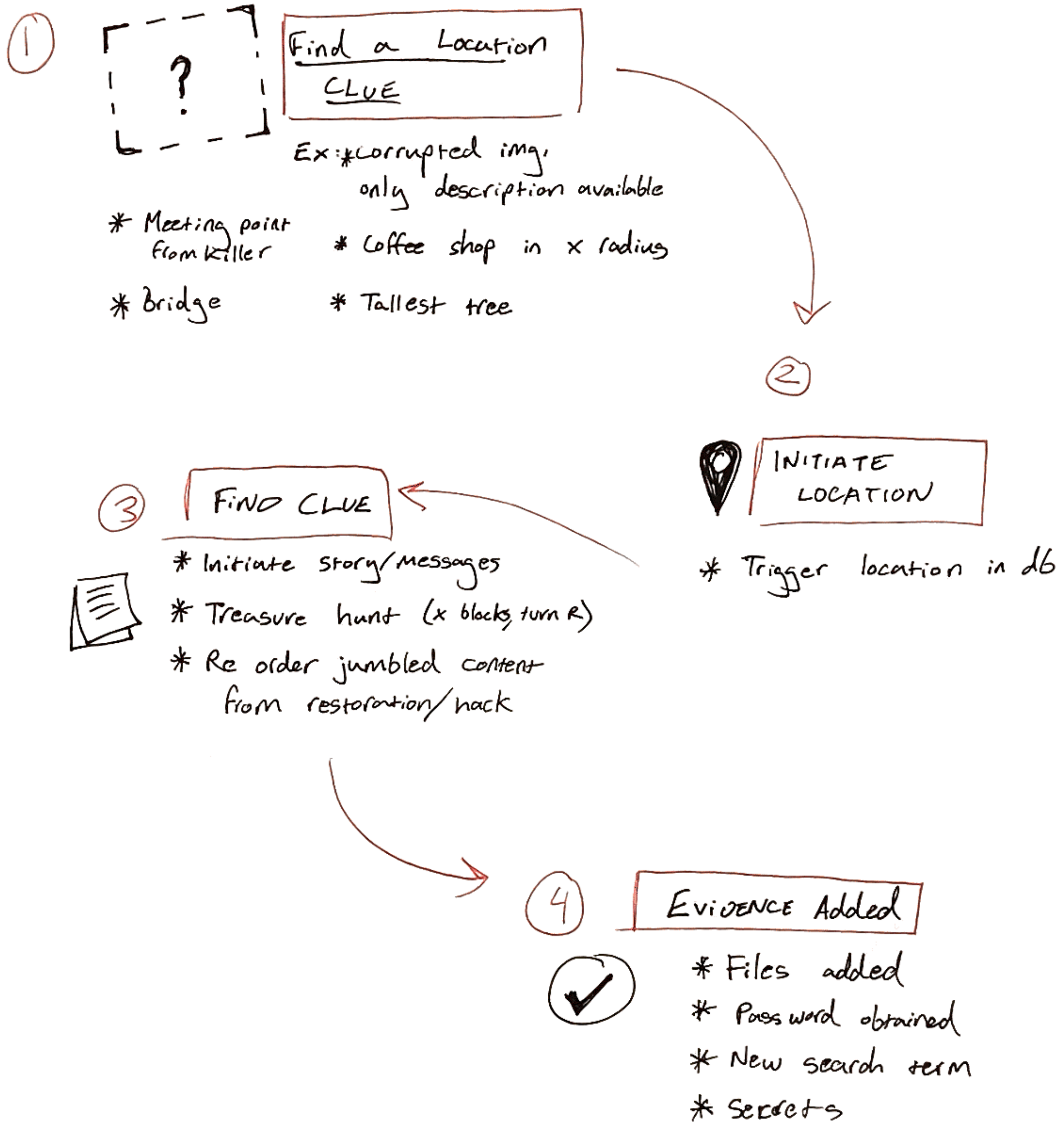
Location System (1/2)

Users should feel…

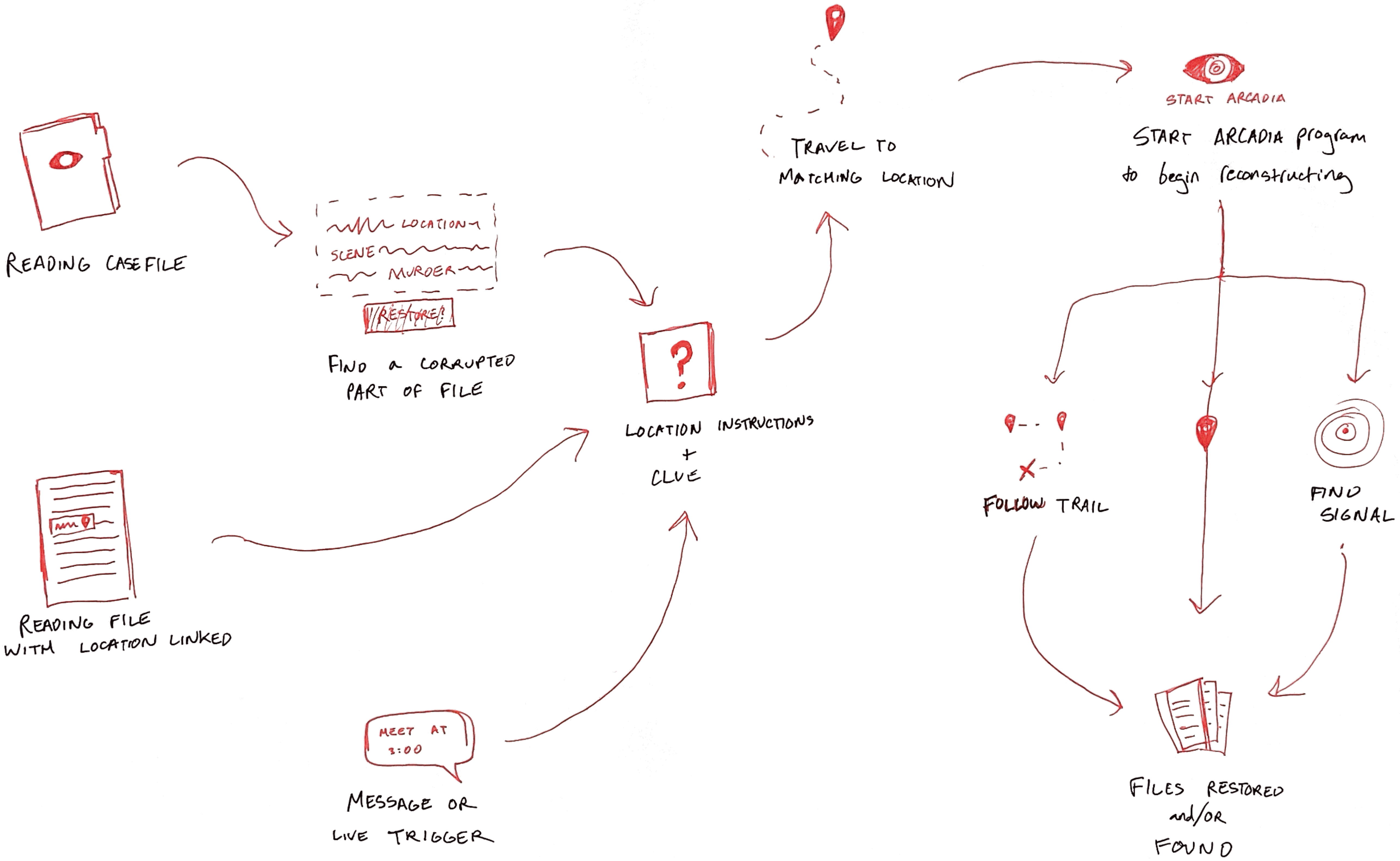
- Like it’s real
- Part of a treasure hunt
- Like you’re smart
- Like you’ve discovered something new and exciting

Locations should be…

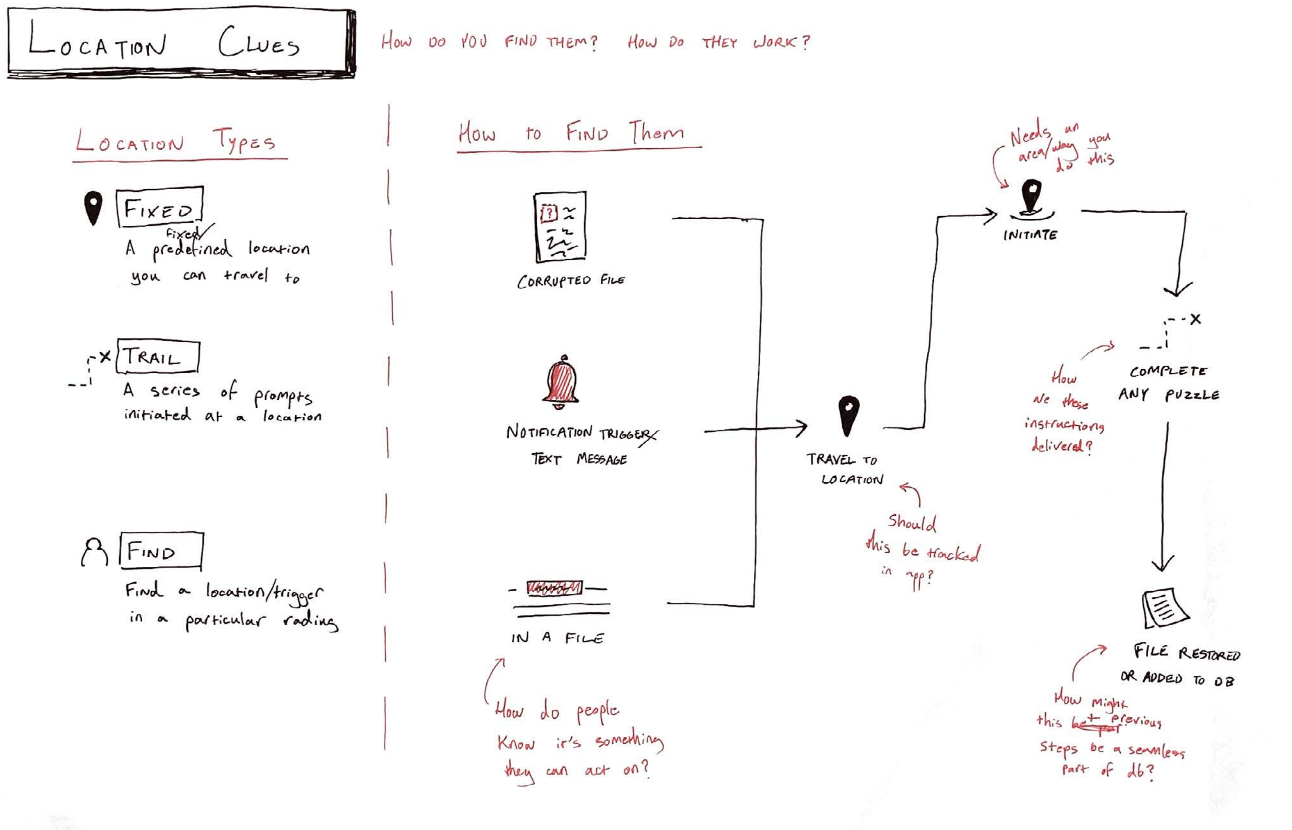
- Logical part of the mystery
- Part of a larger puzzle
- A fun quest to find
- A place you can go with friends
- A rewarding hunt to complete

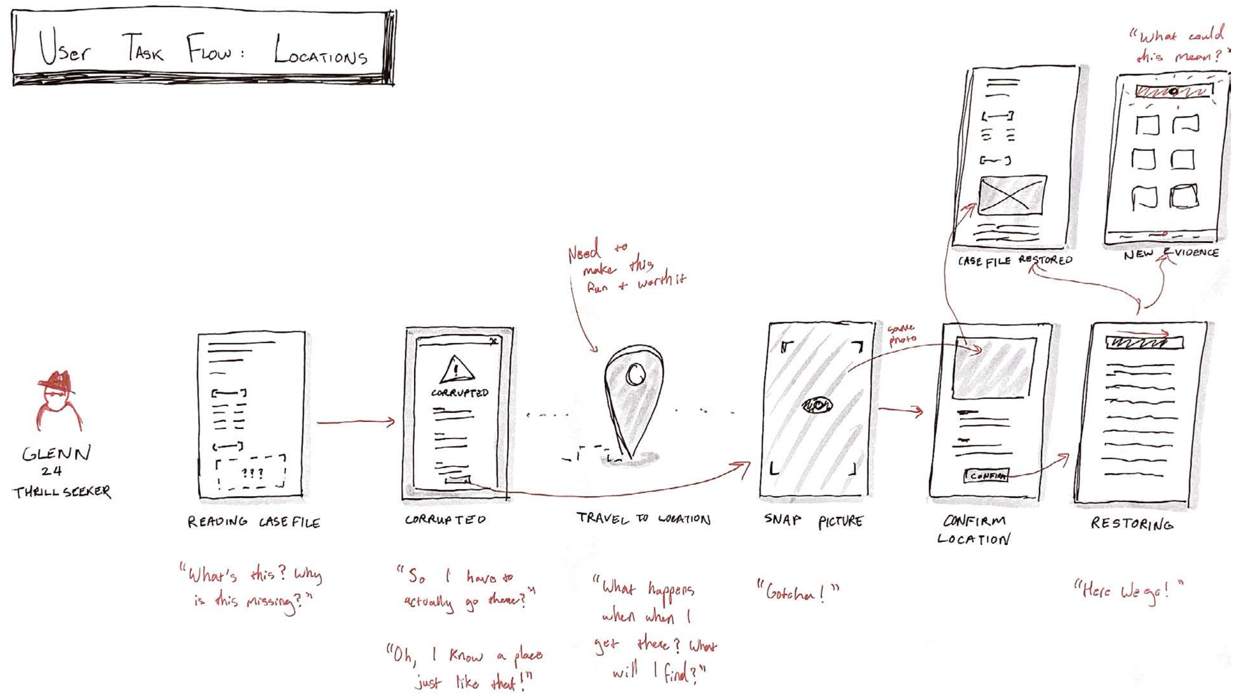

①
?
Find a Location CLUE
Ex: * corrupted img, only description available
* Meeting point from killer
* Coffee shop in x radius
* Bridge
* Tallest tree
②
INITIATE LOCATION
* Trigger location in db
③
FIND CLUE
* Initiate story/messages
* Treasure hunt (x blocks, turn R)
* Re order jumbled content from restoration/hack
④
EVIDENCE Added
* Files added
* Password obtained
* New search term
* Secrets

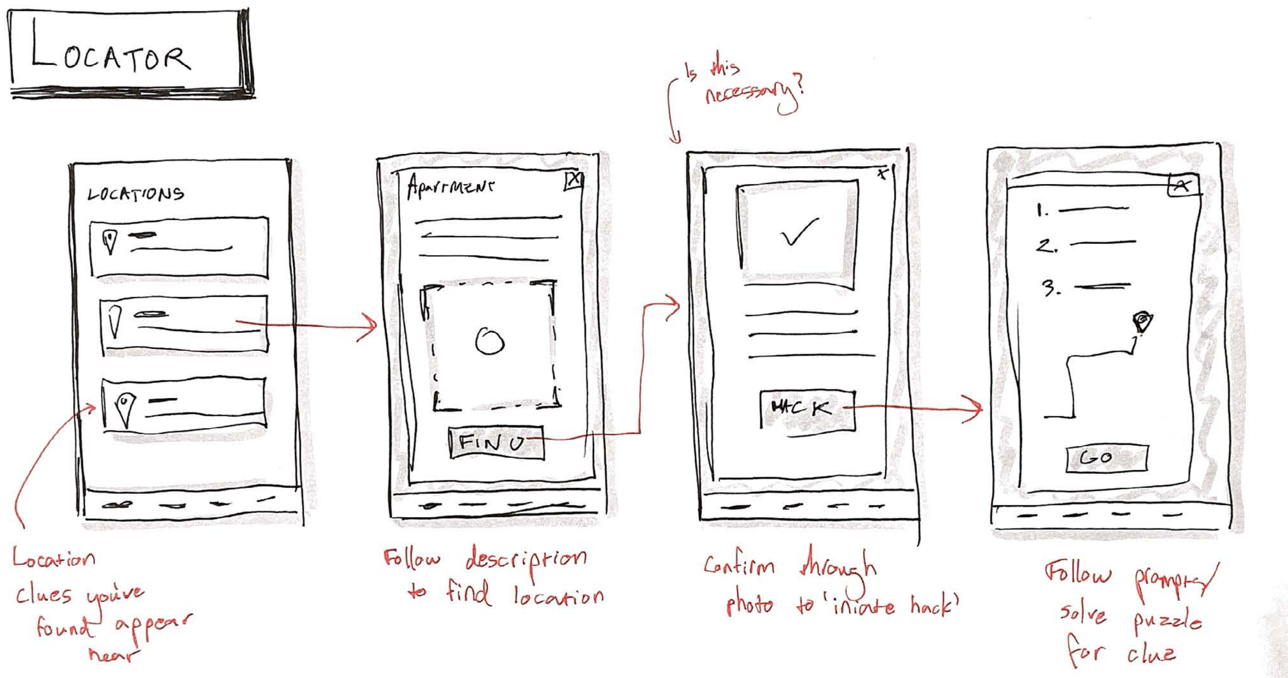
Location System (2/2)

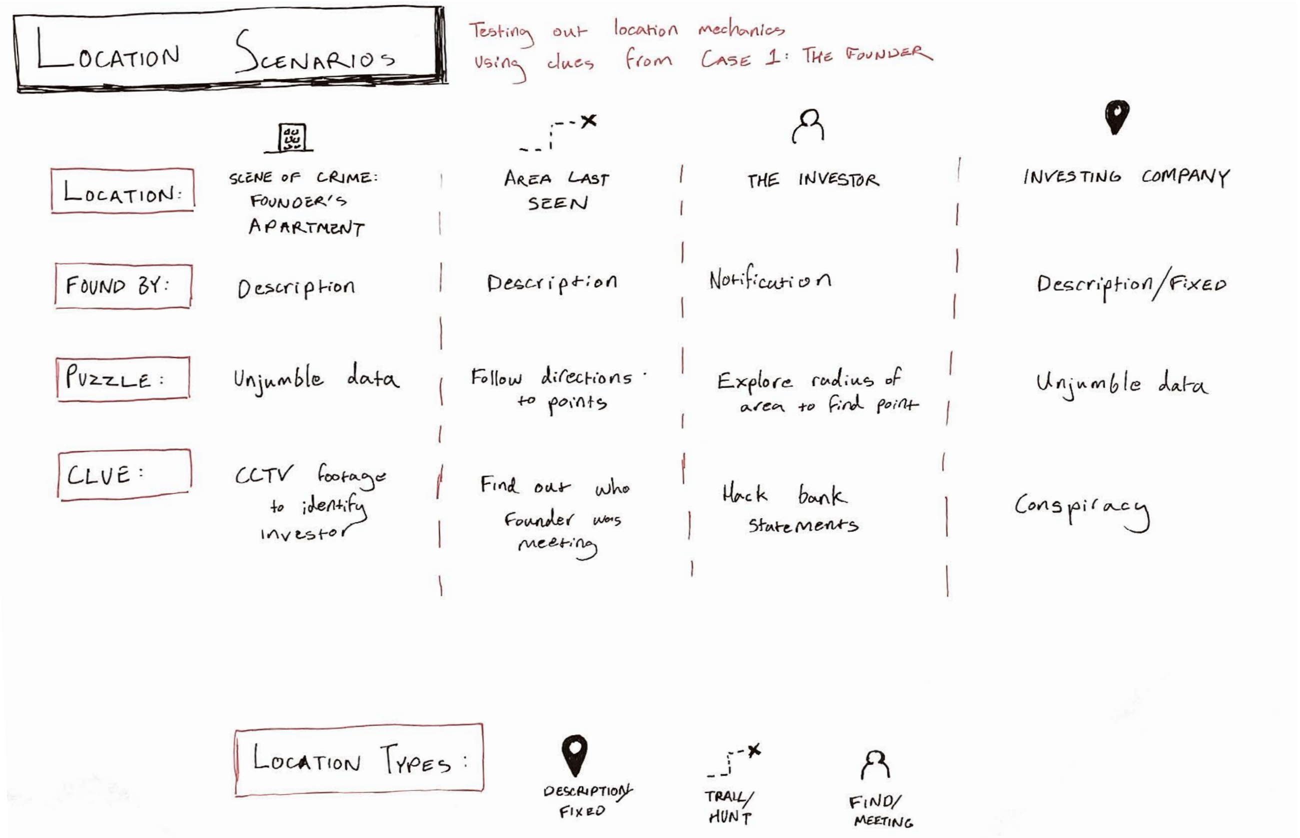

READING CASEFILE
LOCATION
SCENE
MURDER
RESTORE!
FIND a CORRUPTED PART OF FILE
READING FILE WITH LOCATION LINKED
MEET AT 3:00
MESSAGE OR LIVE TRIGGER
LOCATION INSTRUCTIONS + CLUE
TRAVEL TO MATCHING LOCATION
START ARCADIA
START ARCADIA program to begin reconstructing
FOLLOW TRAIL
FIND SIGNAL
FILES RESTORED and/or FOUND

Designing How Locations Work


LOCATION CLUES
How do you find them? How do they work?
Location Types
FIXED
fixed
A predefined location you can travel to
TRAIL
A series of prompts initiated at a location
FIND
Find a location/trigger in a particular radius
How to Find Them
CORRUPTED FILE
NOTIFICATION TRIGGER
TEXT MESSAGE
IN A FILE
How do people know it's something they can act on?
TRAVEL TO LOCATION
Should this be tracked in app?
Needs an area/way you do this
INITIATE
COMPLETE ANY PUZZLE
How are these instructions delivered?
FILE RESTORED OR ADDED TO DB
How might this ~~be part~~ + previous steps be a seamless part of db?


User Task Flow: Locations
GLENN
24
THRILL SEEKER
READING CASE FILE
???
"What's this? Why is this missing?"
CORRUPTED
CORRUPTED
"So I have to actually go there?"
"Oh, I know a place just like that!"
Need to make this fun + worth it
TRAVEL TO LOCATION
"What happens when when I get there? What will I find?"
SNAP PICTURE
"Gotcha!"
same photo
CONFIRM
CONFIRM LOCATION
RESTORING
"Here we go!"
CASE FILE RESTORED
NEW EVIDENCE
"What could this mean?"


LOCATOR
LOCATIONS
Location clues you've found appear here
Apartment
FIND
Follow description to find location
Is this necessary?
HACK
Confirm through photo to 'initiate hack'
1.
2.
3.
GO
Follow prompts/ solve puzzle for clue



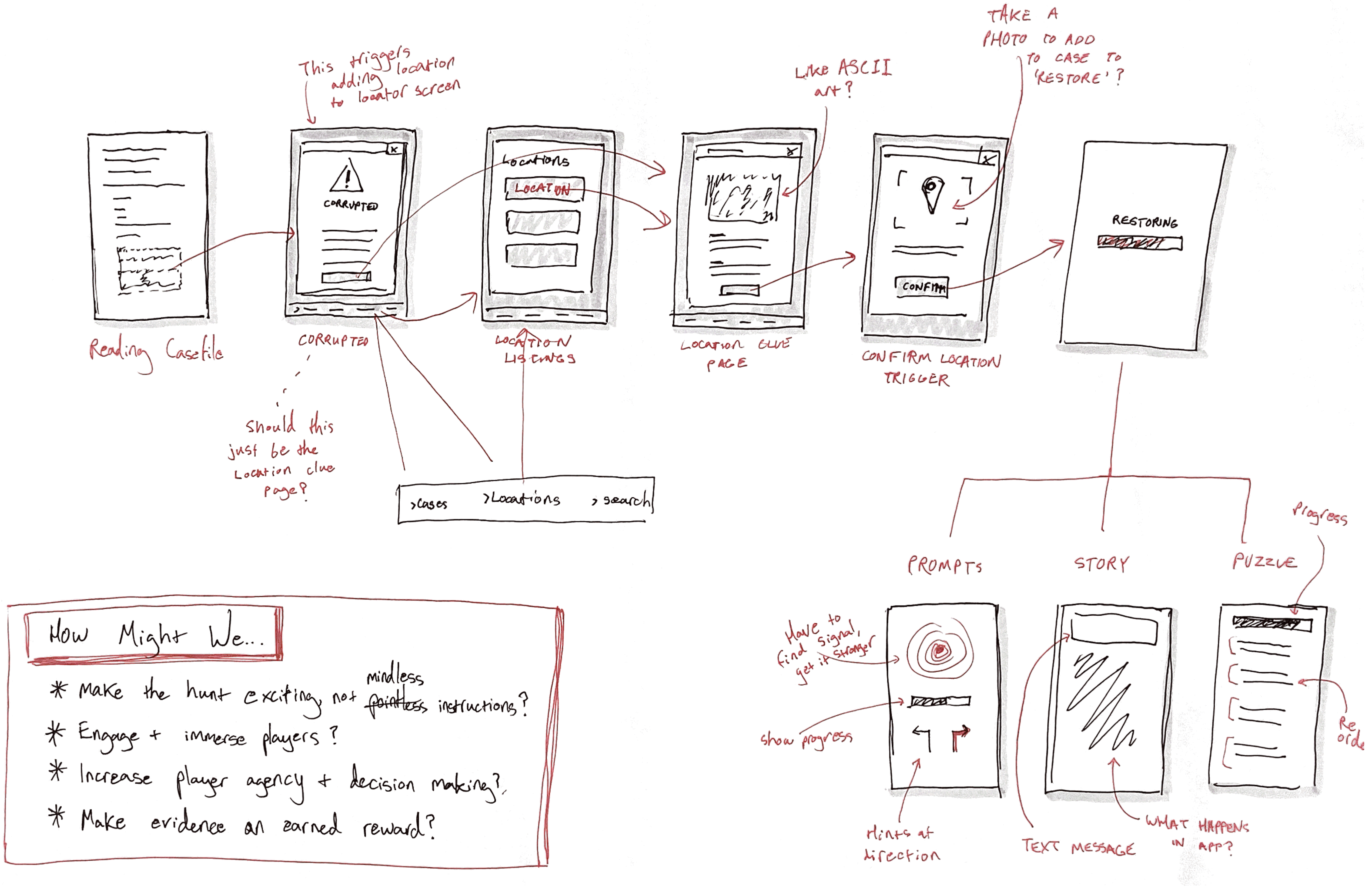
LOCATION SCENARIOS

Testing out location mechanics using clues from CASE 1: THE FOUNDER

LOCATION:	SCENE OF CRIME: FOUNDER'S APARTMENT	AREA LAST SEEN	THE INVESTOR	INVESTING COMPANY
FOUND BY:	Description	Description	Notification	Description/Fixed
PUZZLE:	Unjumble data	Follow directions to points	Explore radius of area to find point	Unjumble data
CLUE:	CCTV footage to identify investor	Find out who Founder was meeting	Hack bank statements	Conspiracy

LOCATION TYPES: DESCRIPTION/ FIXED; TRAIL/ HUNT; FIND/ MEETING

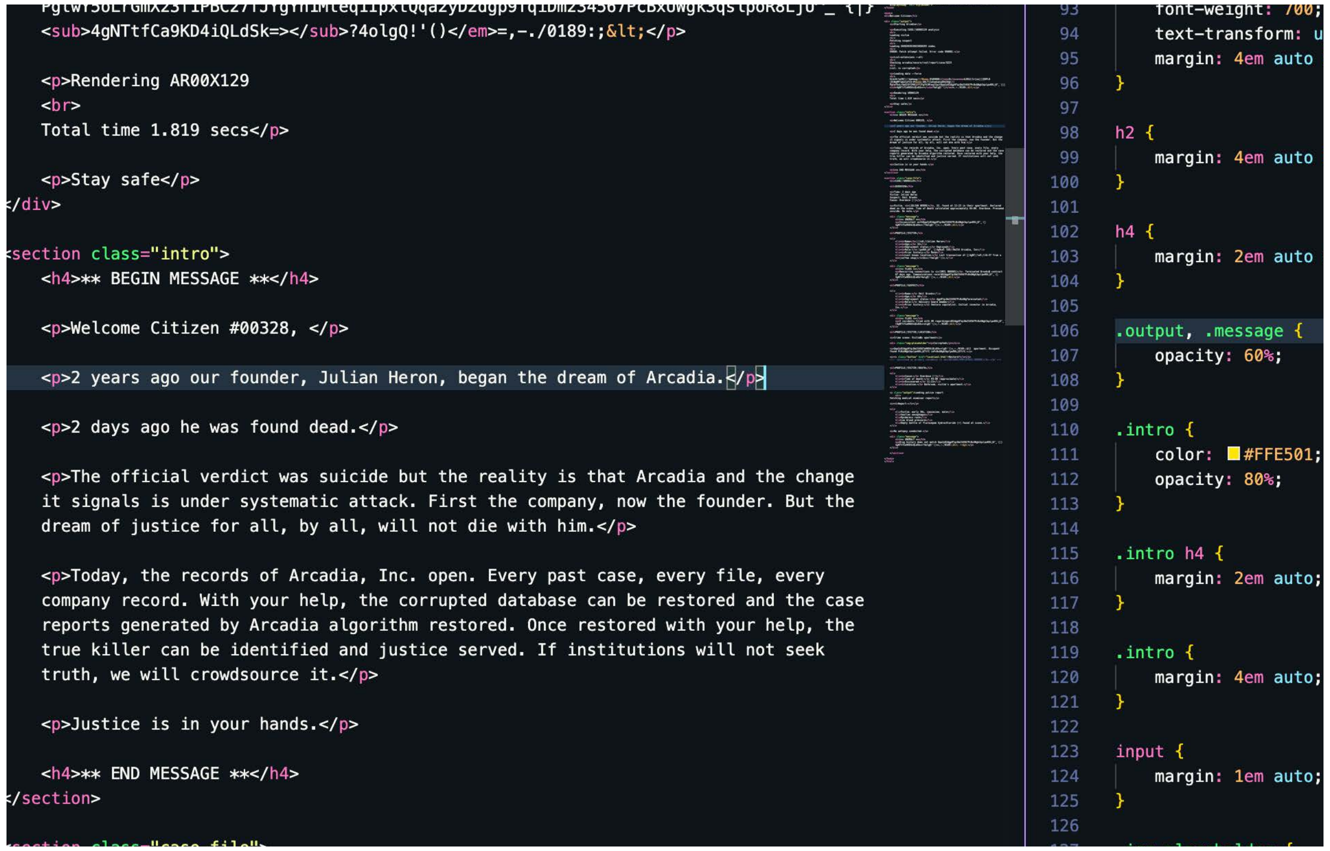
Location Flow


This triggers location adding to locator screen
CORRUPTED
Locations
LOCATION
Like ASCII art?
TAKE A PHOTO TO ADD TO CASE TO 'RESTORE'?
CONFIRM
RESTORING
Reading Casefile
CORRUPTED
LOCATION LISTINGS
LOCATION CLUE PAGE
CONFIRM LOCATION TRIGGER
Should this just be the Location clue page?
>cases
>Locations
> search
PROMPTS
STORY
PUZZLE
Progress
Have to find signal, get it stronger
show progress
Hints at direction
TEXT MESSAGE
WHAT HAPPENS IN APP?
Re
orde

How Might We...

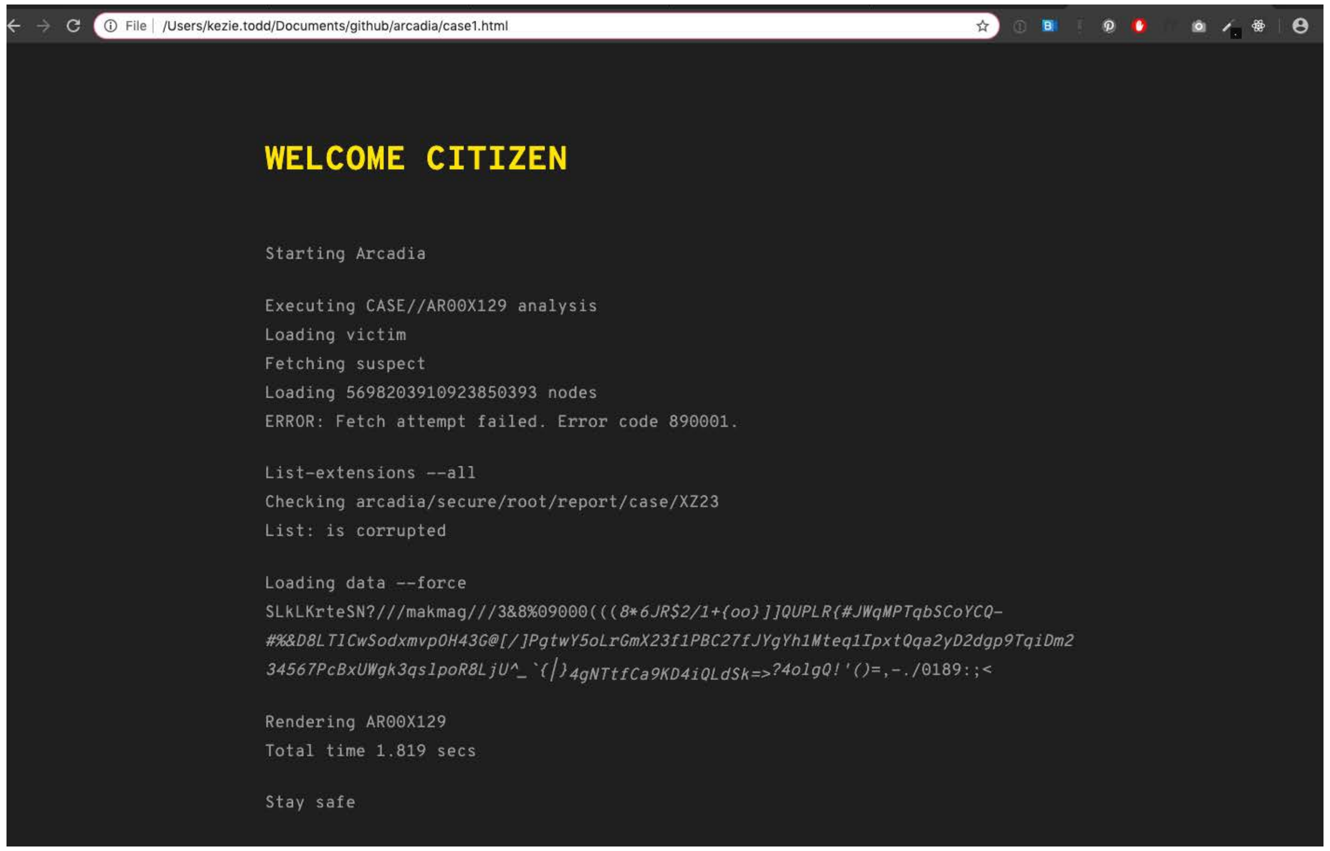
- * Make the hunt exciting, not ~~pointless~~ mindless instructions?
- * Engage + immerse players?
- * Increase player agency + decision making?
- * Make evidence an earned reward?

Content-Only HTML Prototype



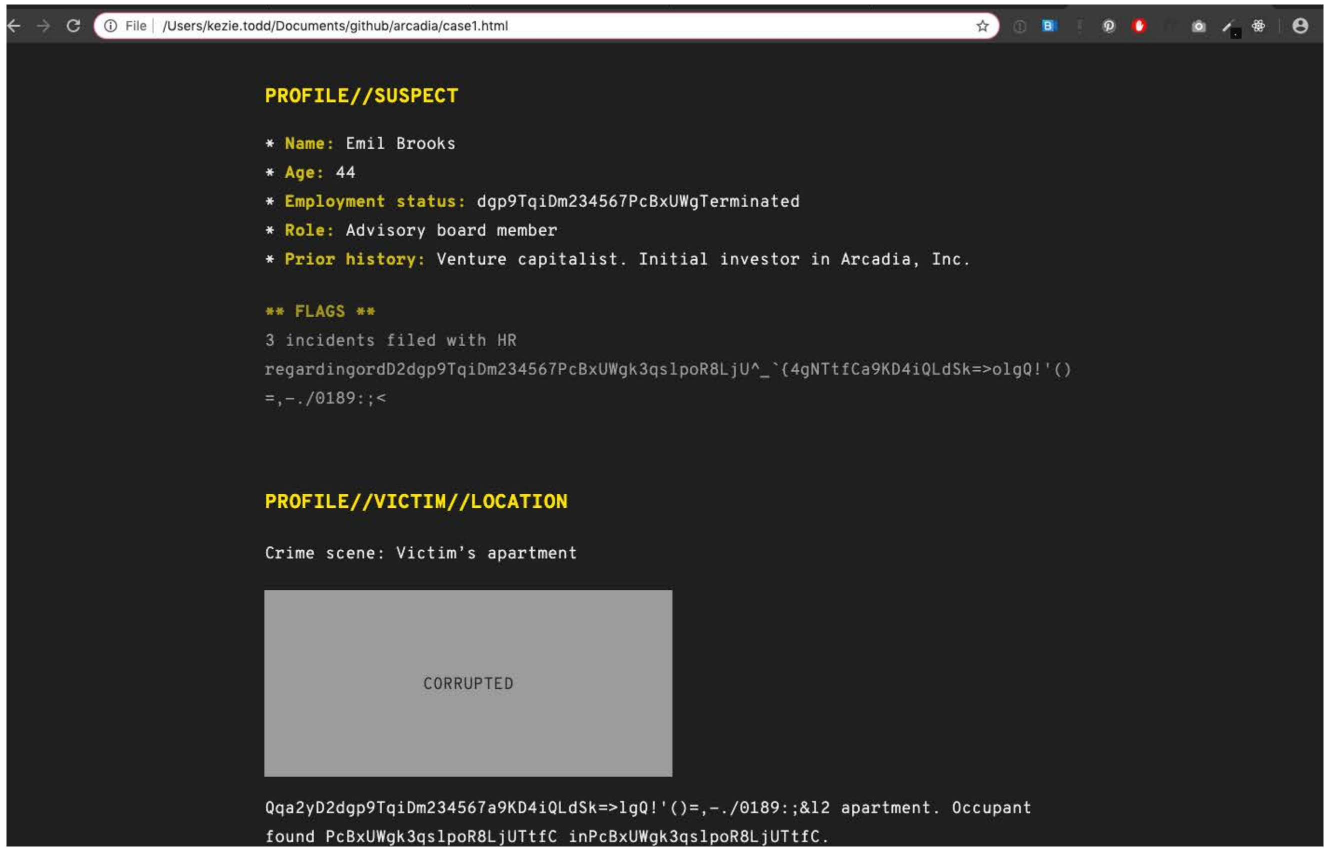
```html
    <sub>4gNTtfCa9KD4iQLdSk=></sub>?4olgQ!'()</em>=,-./0189:;&lt;</p>

    <p>Rendering AR00X129
    <br>
    Total time 1.819 secs</p>

    <p>Stay safe</p>
</div>

<section class="intro">
    <h4>** BEGIN MESSAGE **</h4>

    <p>Welcome Citizen #00328, </p>

    <p>2 years ago our founder, Julian Heron, began the dream of Arcadia.</p>

    <p>2 days ago he was found dead.</p>

    <p>The official verdict was suicide but the reality is that Arcadia and the change
    it signals is under systematic attack. First the company, now the founder. But the
    dream of justice for all, by all, will not die with him.</p>

    <p>Today, the records of Arcadia, Inc. open. Every past case, every file, every
    company record. With your help, the corrupted database can be restored and the case
    reports generated by Arcadia algorithm restored. Once restored with your help, the
    true killer can be identified and justice served. If institutions will not seek
    truth, we will crowdsource it.</p>

    <p>Justice is in your hands.</p>

    <h4>** END MESSAGE **</h4>
</section>
```

```css
    font-weight: 700;
    text-transform: u
    margin: 4em auto
}

h2 {
    margin: 4em auto
}

h4 {
    margin: 2em auto
}

.output, .message {
    opacity: 60%;
}

.intro {
    color: #FFE501;
    opacity: 80%;
}

.intro h4 {
    margin: 2em auto;
}

.intro {
    margin: 4em auto;
}

input {
    margin: 1em auto;
}
```


File | /Users/kezie.todd/Documents/github/arcadia/case1.html

WELCOME CITIZEN

```
Starting Arcadia

Executing CASE//AR00X129 analysis
Loading victim
Fetching suspect
Loading 5698203910923850393 nodes
ERROR: Fetch attempt failed. Error code 890001.

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

Loading data --force
SLkLKrteSN?///makmag///3&8%09000(((8*6JR$2/1+{oo}]]QUPLR{#JWqMPTqbSCoYCQ-
#%&D8LTlCwSodxmvpOH43G@[/]PgtwY5oLrGmX23f1PBC27fJYgYh1Mteq1IpxtQqa2yD2dgp9TqiDm2
34567PcBxUWgk3qslpoR8LjU^_`{|}4gNTtfCa9KD4iQLdSk=>?4olgQ!'()=,-./0189:;<

Rendering AR00X129
Total time 1.819 secs

Stay safe
```


File | /Users/kezie.todd/Documents/github/arcadia/case1.html

PROFILE//SUSPECT

- **Name:** Emil Brooks
- **Age:** 44
- **Employment status:** dgp9TqiDm234567PcBxUWgTerminated
- **Role:** Advisory board member
- **Prior history:** Venture capitalist. Initial investor in Arcadia, Inc.

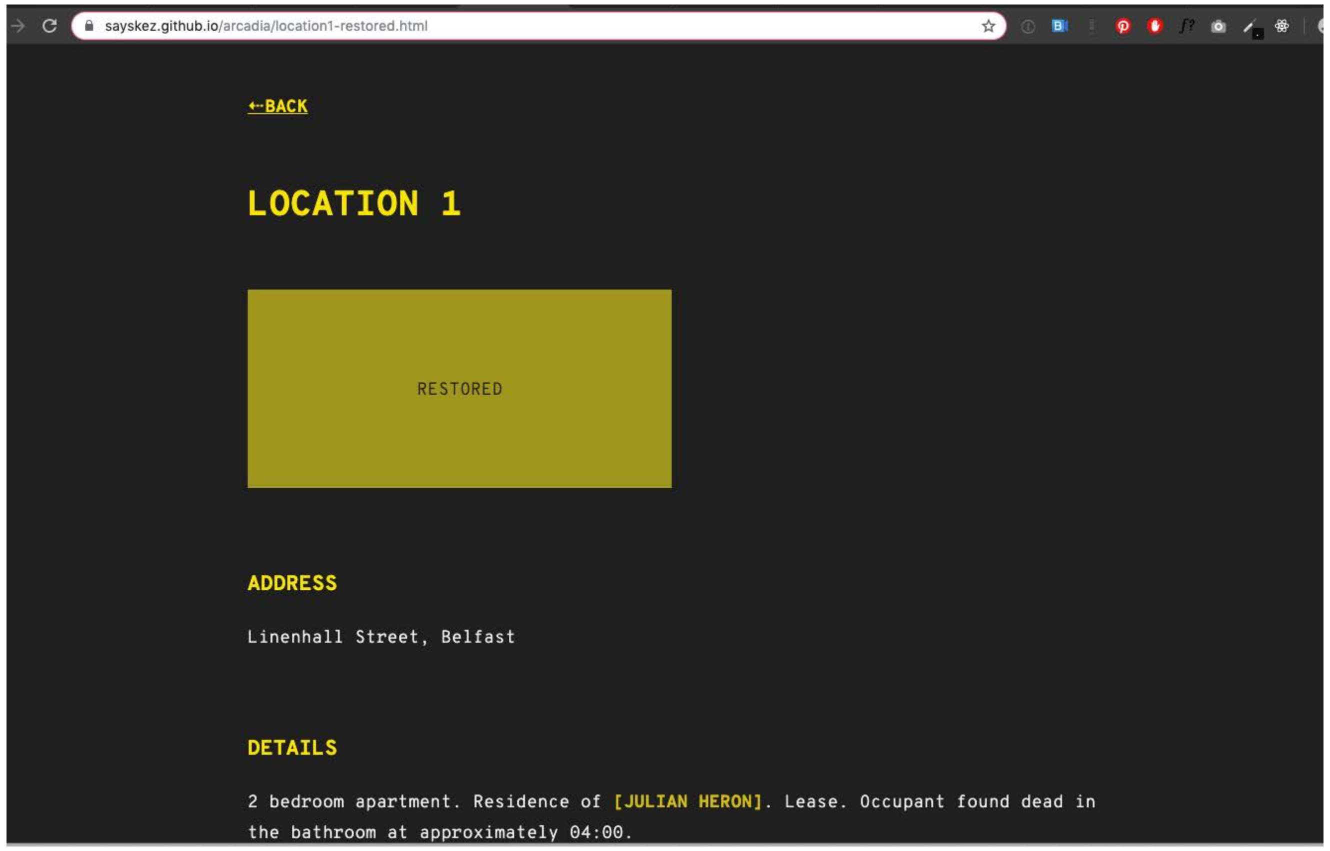
**** FLAGS ****

3 incidents filed with HR regardingordD2dgp9TqiDm234567PcBxUWgk3qslpoR8LjU^_`{4gNTtfCa9KD4iQLdSk=>olgQ!'()=,-./0189:;<

PROFILE//VICTIM//LOCATION

Crime scene: Victim's apartment

Qqa2yD2dgp9TqiDm234567a9KD4iQLdSk=>lgQ!'()=,-./0189:;&l2 apartment. Occupant found PcBxUWgk3qslpoR8LjUTtfC inPcBxUWgk3qslpoR8LjUTtfC.



←BACK

LOCATION 1

ADDRESS

Linenhall Street, Belfast

DETAILS

2 bedroom apartment. Residence of **[JULIAN HERON]**. Lease. Occupant found dead in the bathroom at approximately 04:00.

Prototype 3: Location Test

- I used the HTML content prototype on a mobile browser to create an approximation of the location experience.
- The goal was to test the case file content and see if people understand and enjoy the location gameplay.
- Click or scan to try it for yourself.

**** BEGIN MESSAGE ****

Welcome Citizen #00328,

The Arcadia Report is the corrupted database of a failed startup. Someone is reigniting their quest to build an algorithm to solve crimes and attempting to crowdsource justice. It's up to you to piece together clues from the corrupted files to solve the mystery and uncover the truth as people connected to The Report keep turning up dead. Can you restore the report and stop a serial killer?

FOR THE TEST
1) This is a prototype focusing on the content, not the final design or a working product. If anything goes wrong please say. It is the prototype's fault.

2) This is a snapshot of core content with an introductory chapter and other elements of the game missing. If there are areas you find confusing or things you would like to be able to do, please say.

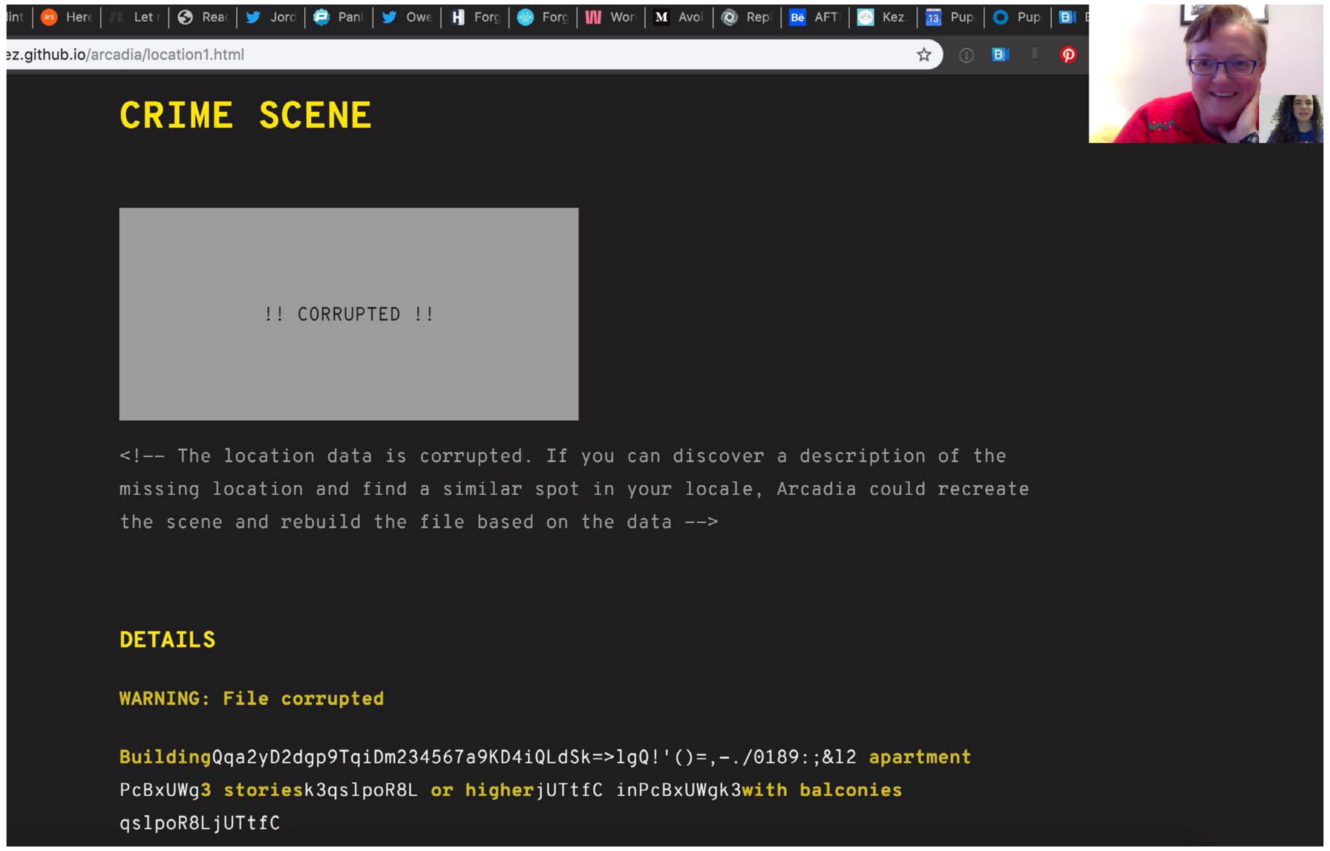
HOW TO PLAY
1) Scan the QR code with your phone to open the case.

2) Read the case file and attempt to fix a corrupted file.

3) Think out loud and comment as you go.

**** END MESSAGE ****

Usability Feedback and Iteration


ez.github.io/arcadia/location1.html
!! CORRUPTED !!

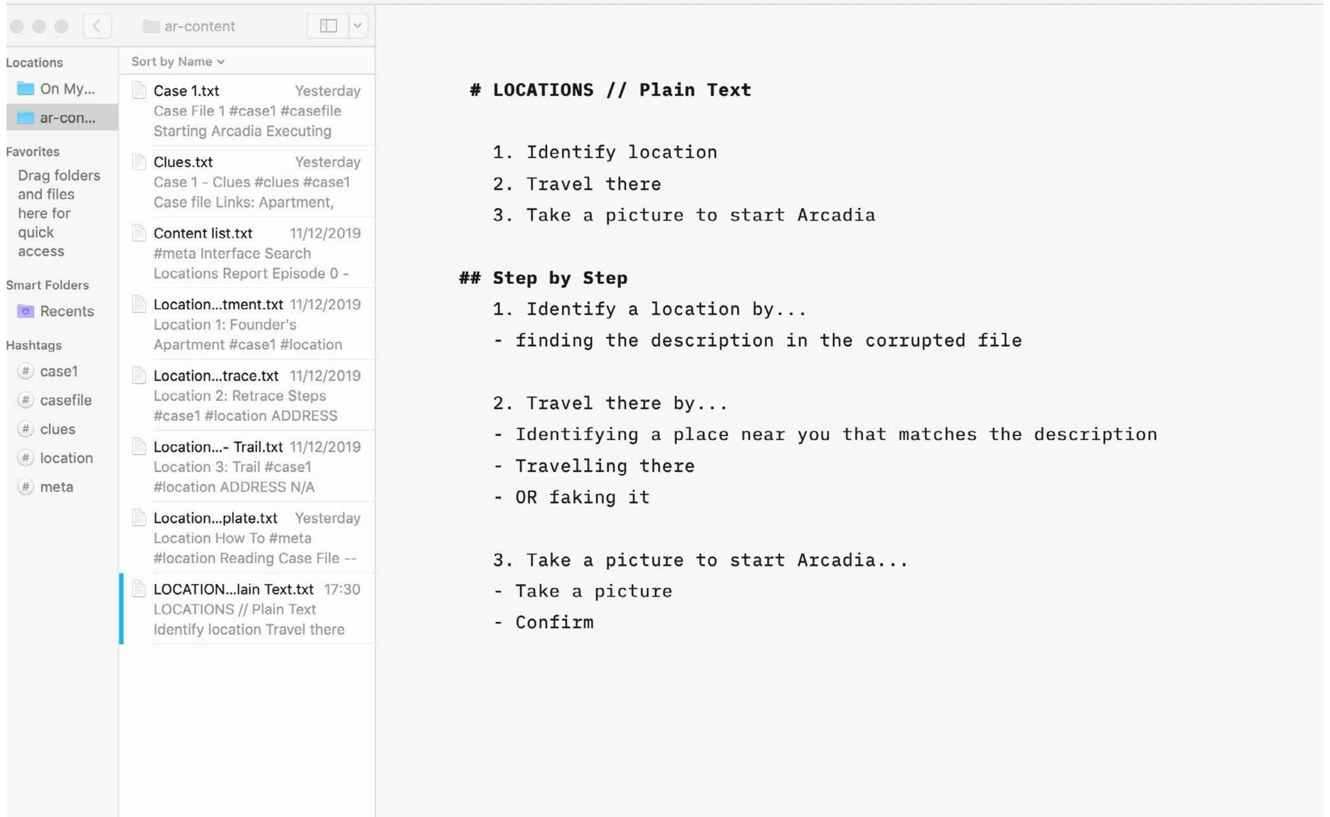
CRIME SCENE

<!-- The location data is corrupted. If you can discover a description of the missing location and find a similar spot in your locale, Arcadia could recreate the scene and rebuild the file based on the data -->

DETAILS

WARNING: File corrupted

BuildingQqa2yD2dgp9TqiDm234567a9KD4iQLdSk=>lgQ!'()=,-./0189:;&l2 apartment PcBxUWg3 storiesk3qslpoR8L or higherjUTtfC inPcBxUWgk3with balconies qslpoR8LjUTtfC


ar-content
Locations
On My…
ar-con…
Favorites
Drag folders and files here for quick access
Smart Folders
Recents
Hashtags
case1
casefile
clues
location
meta
Sort by Name

Case 1.txt Yesterday
Case File 1 #case1 #casefile Starting Arcadia Executing

Clues.txt Yesterday
Case 1 - Clues #clues #case1 Case file Links: Apartment,

Content list.txt 11/12/2019
#meta Interface Search Locations Report Episode 0 -

Location...tment.txt 11/12/2019
Location 1: Founder's Apartment #case1 #location

Location...trace.txt 11/12/2019
Location 2: Retrace Steps #case1 #location ADDRESS

Location...- Trail.txt 11/12/2019
Location 3: Trail #case1 #location ADDRESS N/A

Location...plate.txt Yesterday
Location How To #meta #location Reading Case File --

LOCATION...lain Text.txt 17:30
LOCATIONS // Plain Text Identify location Travel there

```
 # LOCATIONS // Plain Text

   1. Identify location
   2. Travel there
   3. Take a picture to start Arcadia

## Step by Step
   1. Identify a location by...
   - finding the description in the corrupted file

   2. Travel there by...
   - Identifying a place near you that matches the description
   - Travelling there
   - OR faking it

   3. Take a picture to start Arcadia...
   - Take a picture
   - Confirm
```

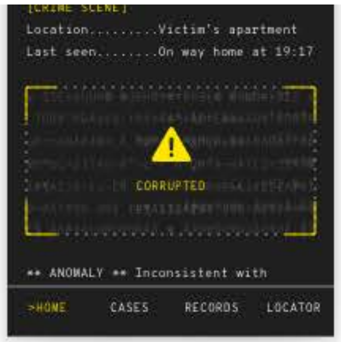
Results with v1

- I tested with 2 coworkers and a gamer for the first version.
- 3/3 did not understand the location directions.
- All were interested in the content but some struggled to follow, especially with the quantity of text.

Results with v2

- I tested with 2 millennial/gamers and 1 mystery fan.
- Locations directions were better but need work. All were excited by the idea.

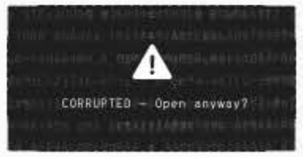
Location Wireframes



[CRIME SCENE]
Location.........Victim's apartment
Last seen........On way home at 19:17

** ANOMALY ** Inconsistent with

CORRUPTED
>HOME
CASES
RECORDS
LOCATOR



CORRUPTED – Open anyway?

e

X129 analysis

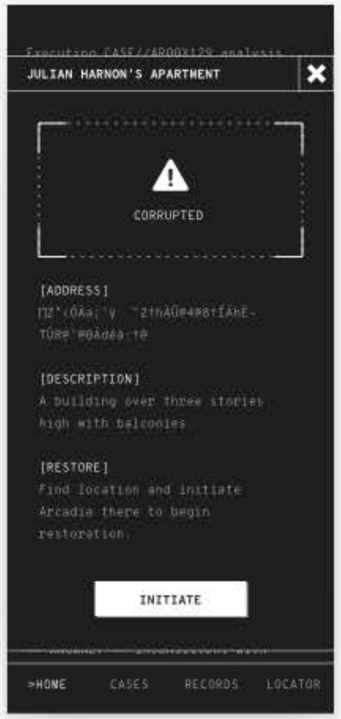
days ago
lian Harnon
l Brooks
rdose [!]

ctim's apartment
way home at 19:17

istent with

UPTED
RECORDS
LOCATOR

2-initiate



Executing CASE//AR00X129 analysis

JULIAN HARNON'S APARTMENT

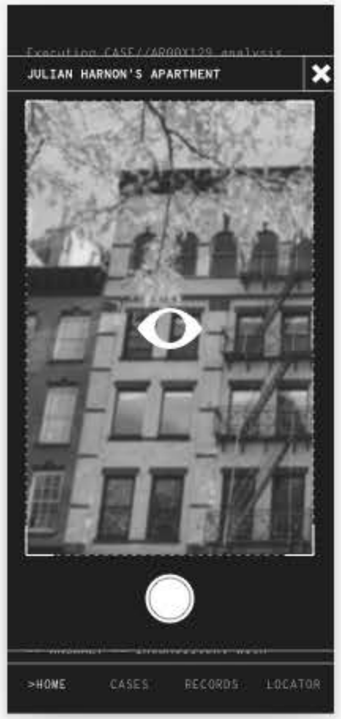
[ADDRESS]
ΠZ'‹ÔÄa;'V '2thÄÜ#4#8†ÎÄhE-
TÜR#'#0Àdéa:†@

[DESCRIPTION]
A building over three stories high with balconies.

[RESTORE]
Find location and initiate Arcadia there to begin restoration.

CORRUPTED
INITIATE
>HOME
CASES
RECORDS
LOCATOR

3-camera

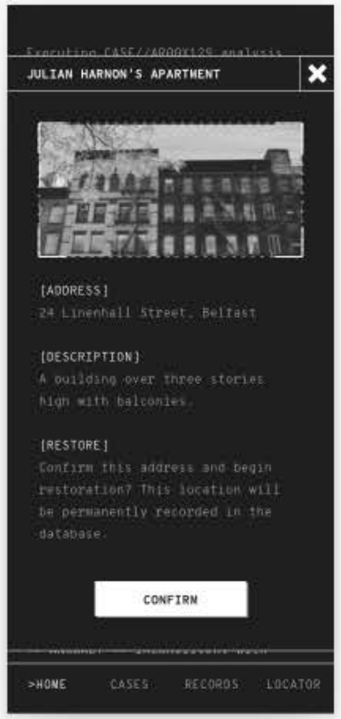


Executing CASE//AR00X129 analysis

JULIAN HARNON'S APARTMENT

>HOME
CASES
RECORDS
LOCATOR

4-confirm



Executing CASE//AR00X129 analysis

JULIAN HARNON'S APARTMENT

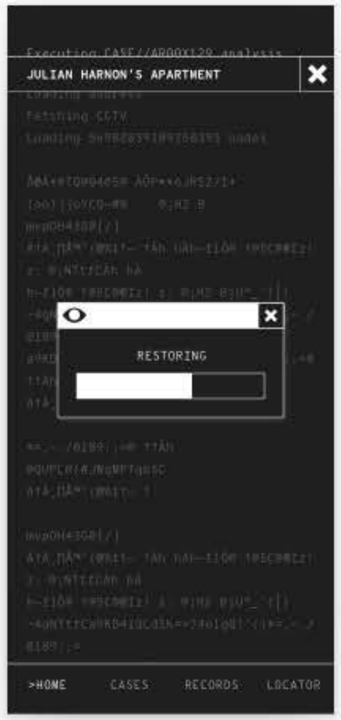
[ADDRESS]
24 Linenhall Street, Belfast

[DESCRIPTION]
A building over three stories high with balconies.

[RESTORE]
Confirm this address and begin restoration? This location will be permanently recorded in the database.

CONFIRM
>HOME
CASES
RECORDS
LOCATOR

5-restoring



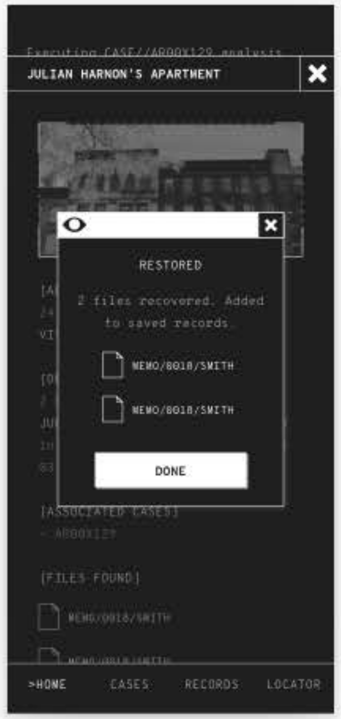
Executing CASE//AR00X129 analysis

JULIAN HARNON'S APARTMENT

Fetching CCTV

RESTORING
>HOME
CASES
RECORDS
LOCATOR

6-done



Executing CASE//AR00X129 analysis

JULIAN HARNON'S APARTMENT

RESTORED

2 files recovered. Added to saved records.

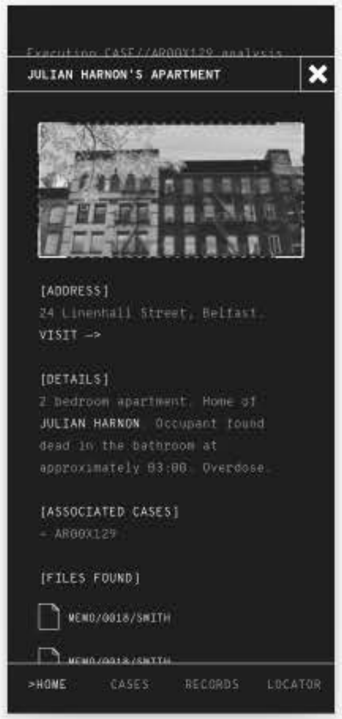
MEMO/0018/SMITH
MEMO/0018/SMITH

[ASSOCIATED CASES]
– AR00X129

[FILES FOUND]
MEMO/0018/SMITH

DONE
>HOME
CASES
RECORDS
LOCATOR

7-location-restored



Executing CASE//AR00X129 analysis

JULIAN HARNON'S APARTMENT

[ADDRESS]
24 Linenhall Street, Belfast.
VISIT –>

[DETAILS]
2 bedroom apartment. Home of JULIAN HARNON. Occupant found dead in the bathroom at approximately 03:00. Overdose.

[ASSOCIATED CASES]
– AR00X129

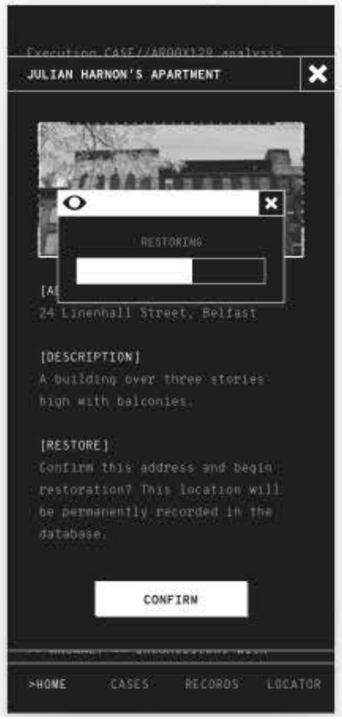
[FILES FOUND]
MEMO/0018/SMITH

>HOME
CASES
RECORDS
LOCATOR

8-c

[CASE
[DETA
Time
Victi
Suspe
Cause
[CRIM
Locat
Last
VIEW
2 bed
HARNO
bathr
[PROF
Name
Age:

5b-restoring



Executing CASE//AR00X129 analysis

JULIAN HARNON'S APARTMENT

24 Linenhall Street, Belfast

[DESCRIPTION]
A building over three stories high with balconies.

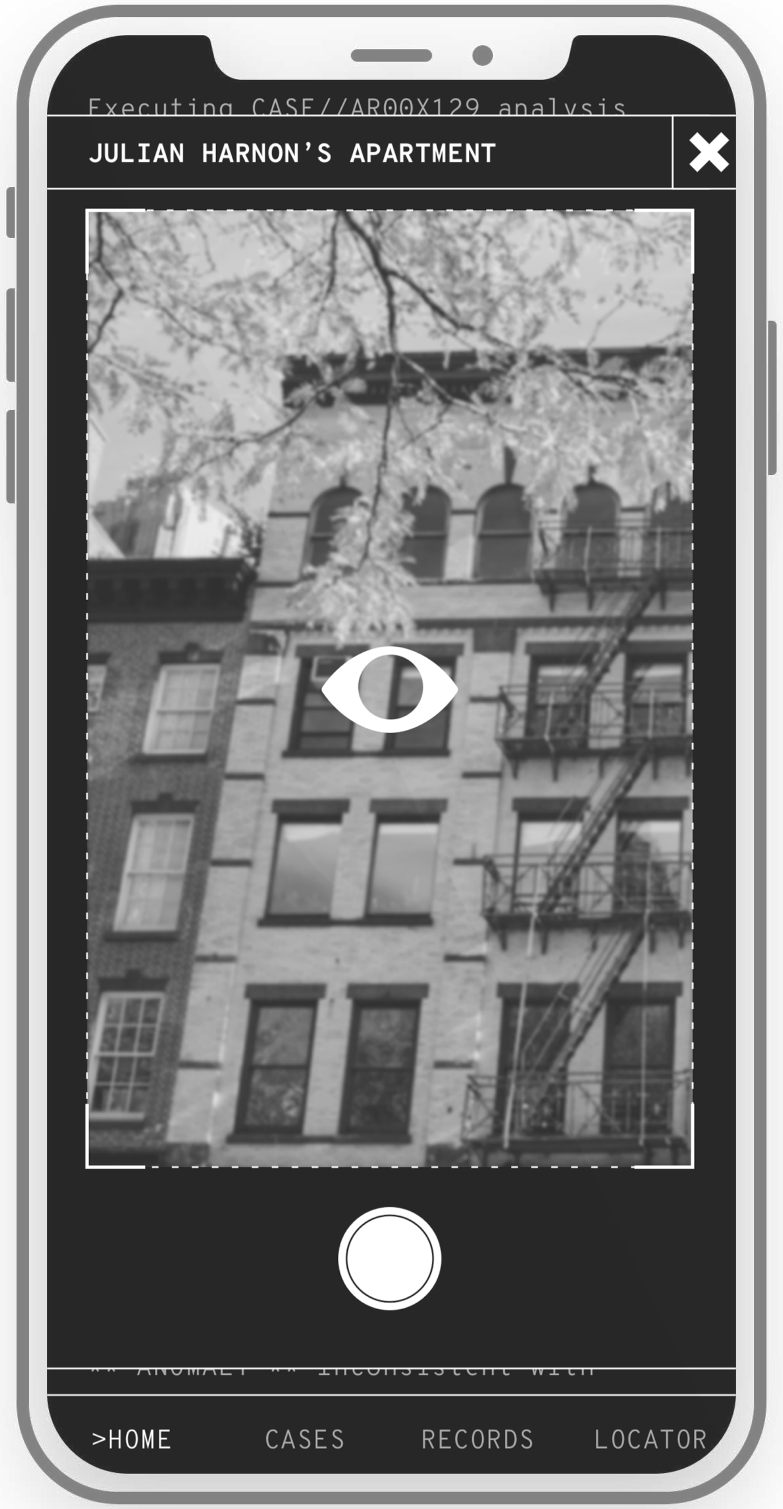
[RESTORE]
Confirm this address and begin restoration? This location will be permanently recorded in the database.

RESTORING
CONFIRM
>HOME
CASES
RECORDS
LOCATOR

Location Wireframe Prototype

Prototype 4: Location UI

- Monochromatic wireframes developed alongside the content-only HTML prototype.
- This gave me a chance to see how the flow functioned in the interface and show it to users for context after tests.
- Experimented with prototyping both Marvel and Figma versions (Figma won).
- Click or scan to try it for yourself.


Executing CASE//AR00X129 analysis
JULIAN HARNON'S APARTMENT
** ANOMALY ** inconsistent with
>HOME
CASES
RECORDS
LOCATOR

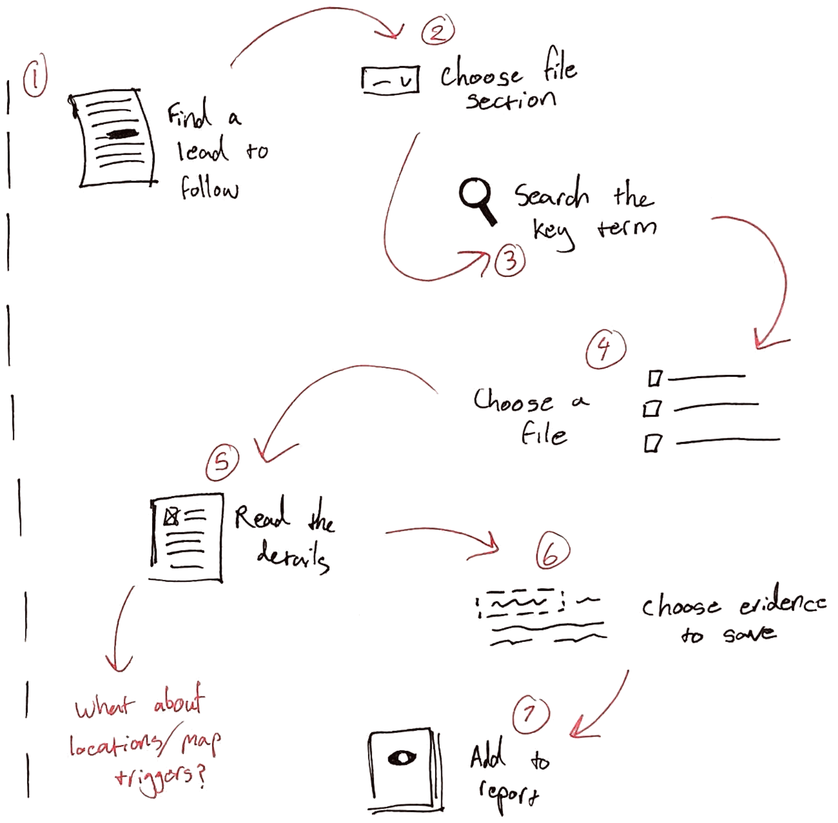
Solving the Case

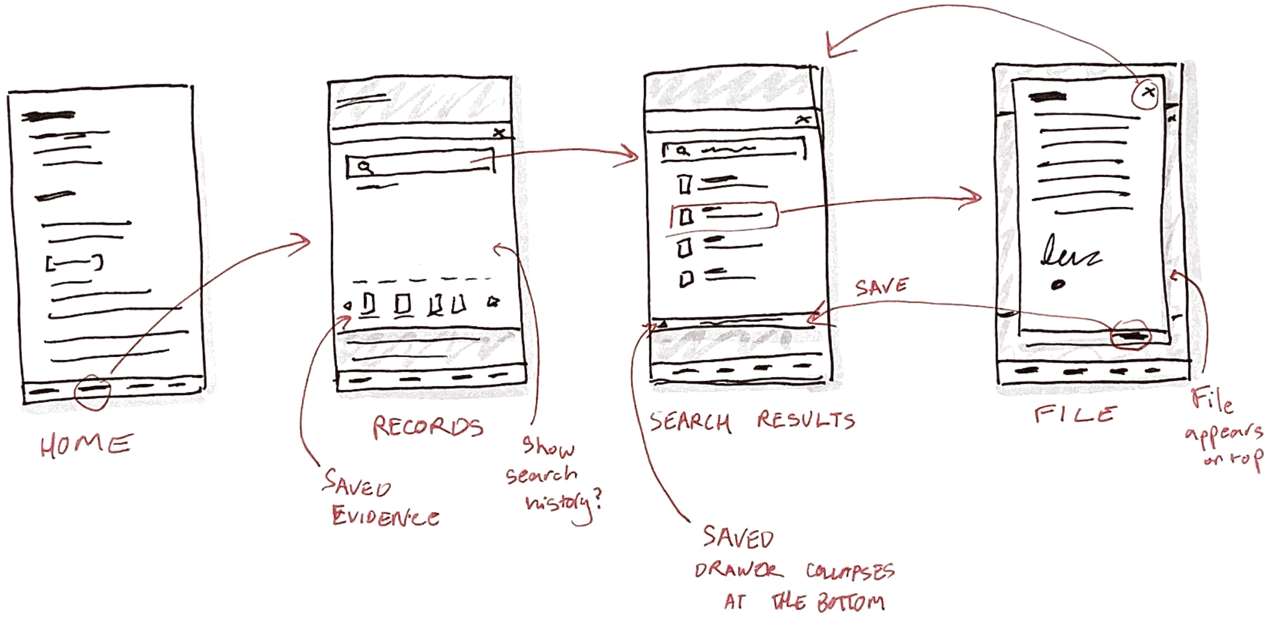
Designing search and evidence reporting to catch a killer

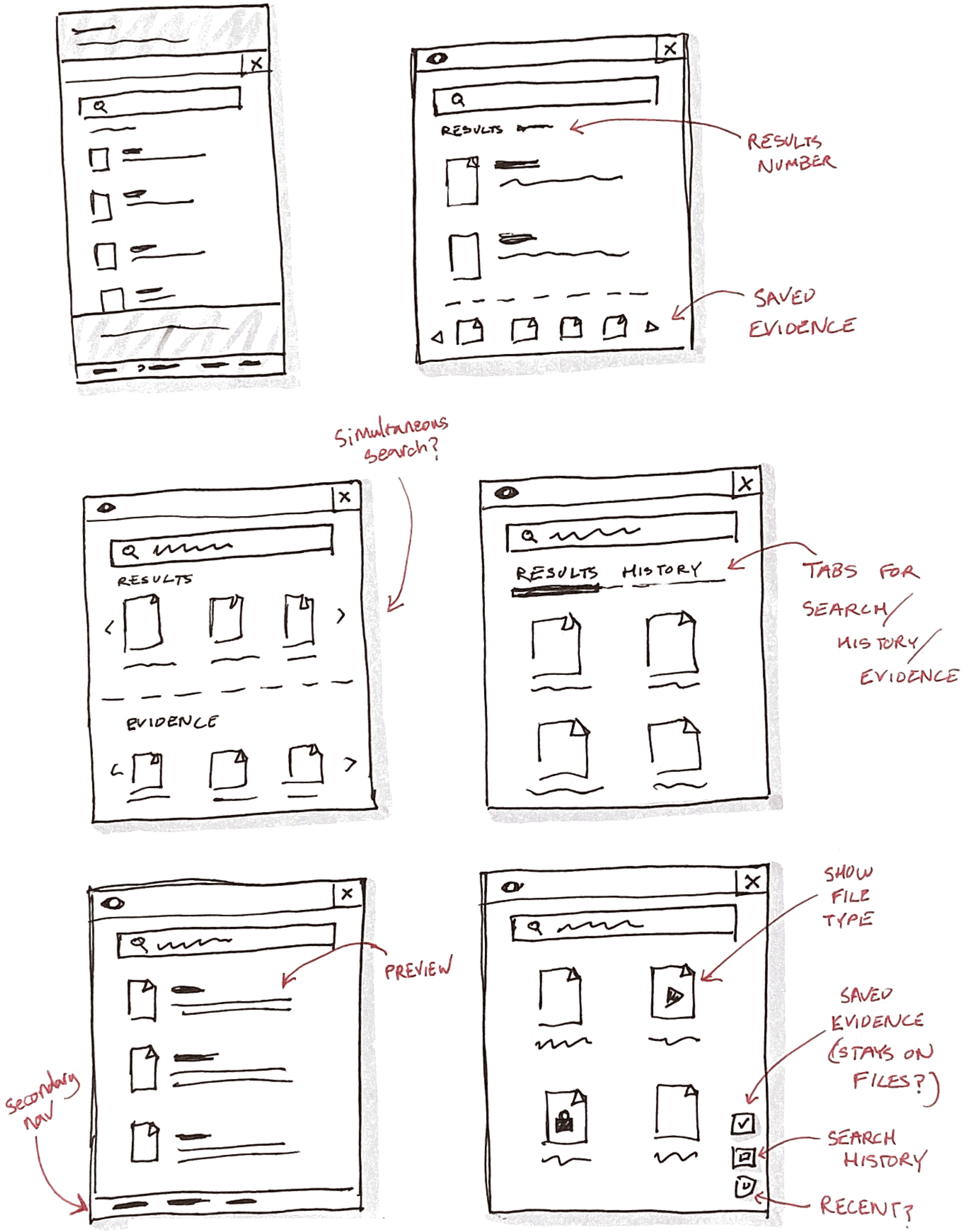
Designing a Search Engine

Research Questions

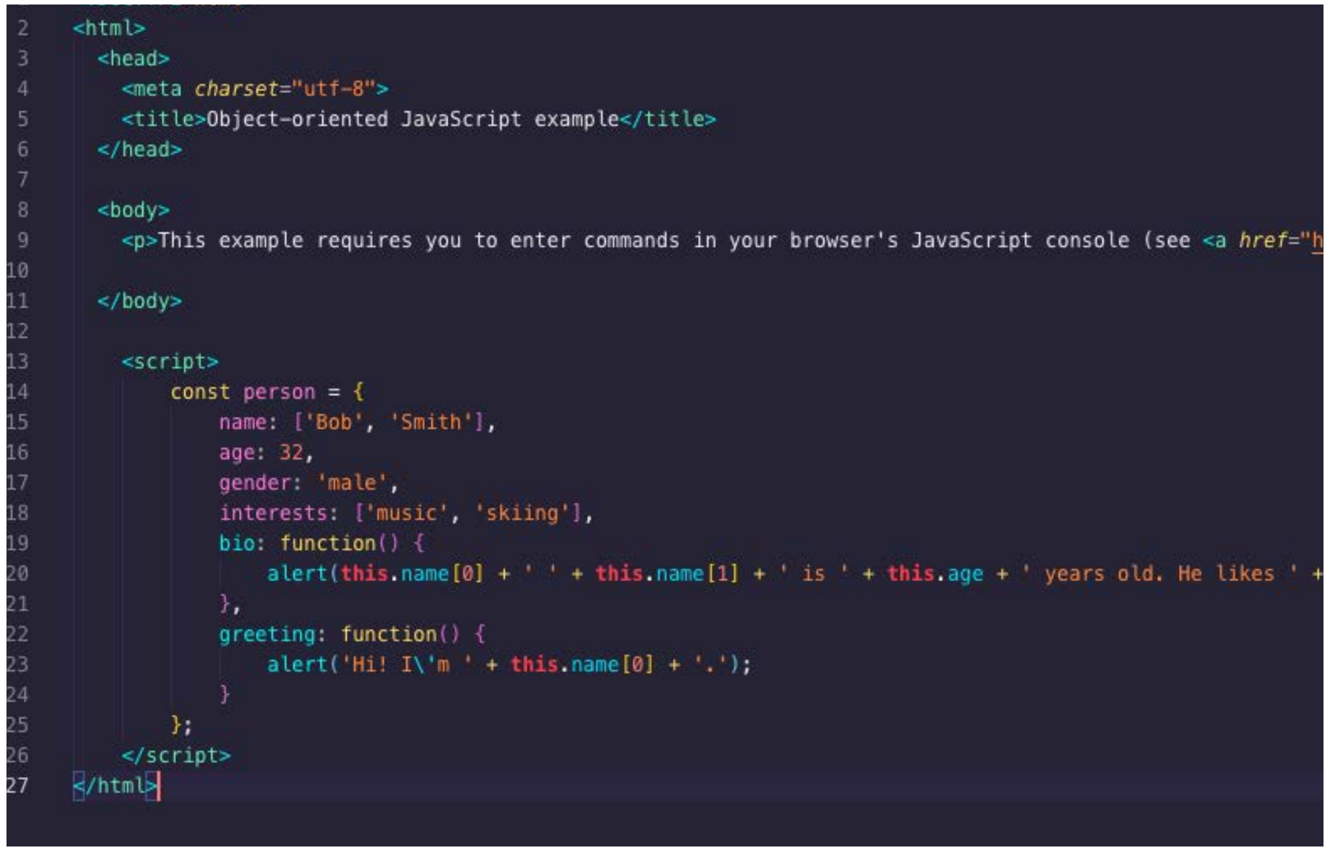
- * What would you search to find X?
- * What section would you search?
  → Card sort?
- * How many sources do you check before adding evidence?
- * How do people add evidence if it requires them to connect 2+ clues?


① Find a lead to follow
② Choose file section
③ Search the key term
④ Choose a file
⑤ Read the details
⑥ choose evidence to save
⑦ Add to report
What about locations/map triggers?

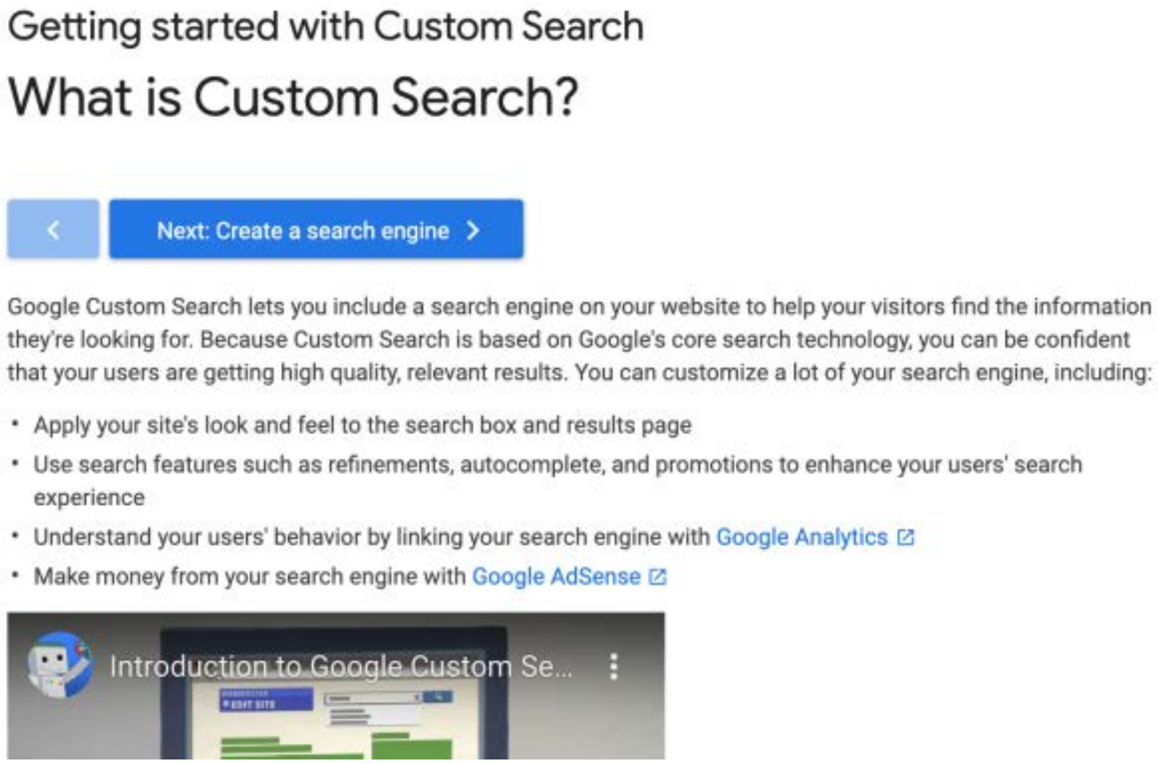

HOME
RECORDS
SAVED EVIDENCE
Show search history?
SEARCH RESULTS
SAVE
SAVED DRAWER COLLAPSES AT THE BOTTOM
FILE
File appears on top


RESULTS
RESULTS NUMBER
SAVED EVIDENCE
Simultaneous search?
RESULTS
EVIDENCE
RESULTS
HISTORY
TABS FOR SEARCH/HISTORY/EVIDENCE
PREVIEW
Secondary nav
SHOW FILE TYPE
SAVED EVIDENCE (STAYS ON FILES?)
SEARCH HISTORY
RECENT?

Trialing Search Prototype Options



```
<html>
  <head>
    <meta charset="utf-8">
    <title>Object-oriented JavaScript example</title>
  </head>

  <body>
    <p>This example requires you to enter commands in your browser's JavaScript console (see <a href="h

  </body>

    <script>
        const person = {
            name: ['Bob', 'Smith'],
            age: 32,
            gender: 'male',
            interests: ['music', 'skiing'],
            bio: function() {
                alert(this.name[0] + ' ' + this.name[1] + ' is ' + this.age + ' years old. He likes ' +
            },
            greeting: function() {
                alert('Hi! I\'m ' + this.name[0] + '.');
            }
        };
    </script>
</html>
```

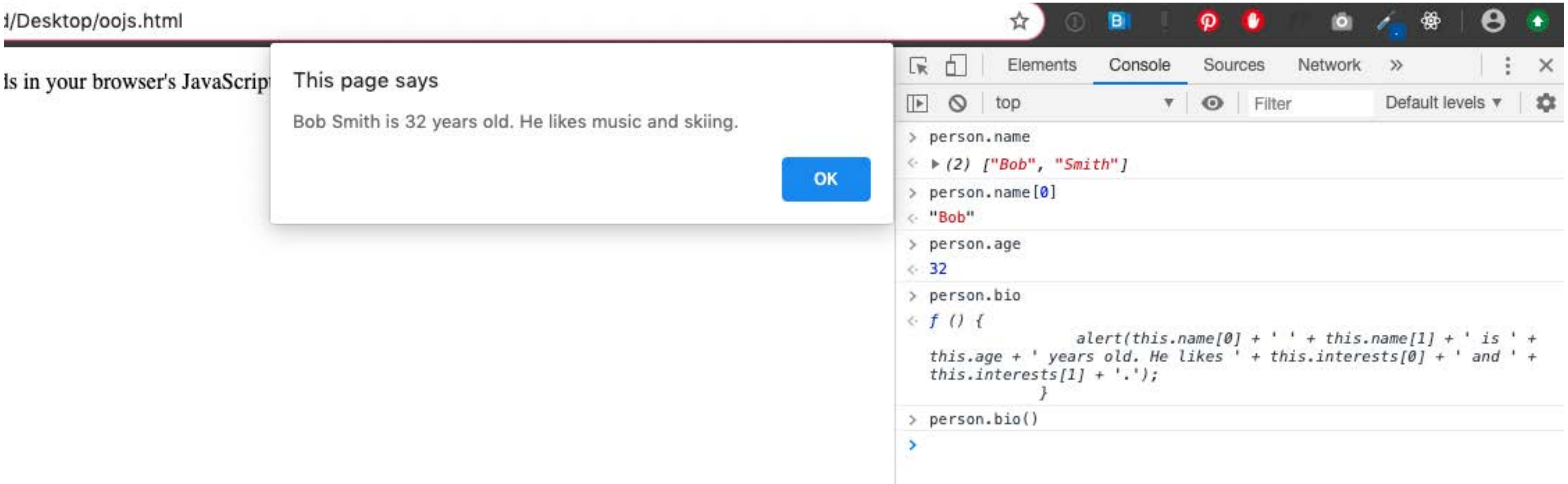


Getting started with Custom Search

What is Custom Search?

Google Custom Search lets you include a search engine on your website to help your visitors find the information they're looking for. Because Custom Search is based on Google's core search technology, you can be confident that your users are getting high quality, relevant results. You can customize a lot of your search engine, including:

- Apply your site's look and feel to the search box and results page
- Use search features such as refinements, autocomplete, and promotions to enhance your users' search experience
- Understand your users' behavior by linking your search engine with Google Analytics
- Make money from your search engine with Google AdSense



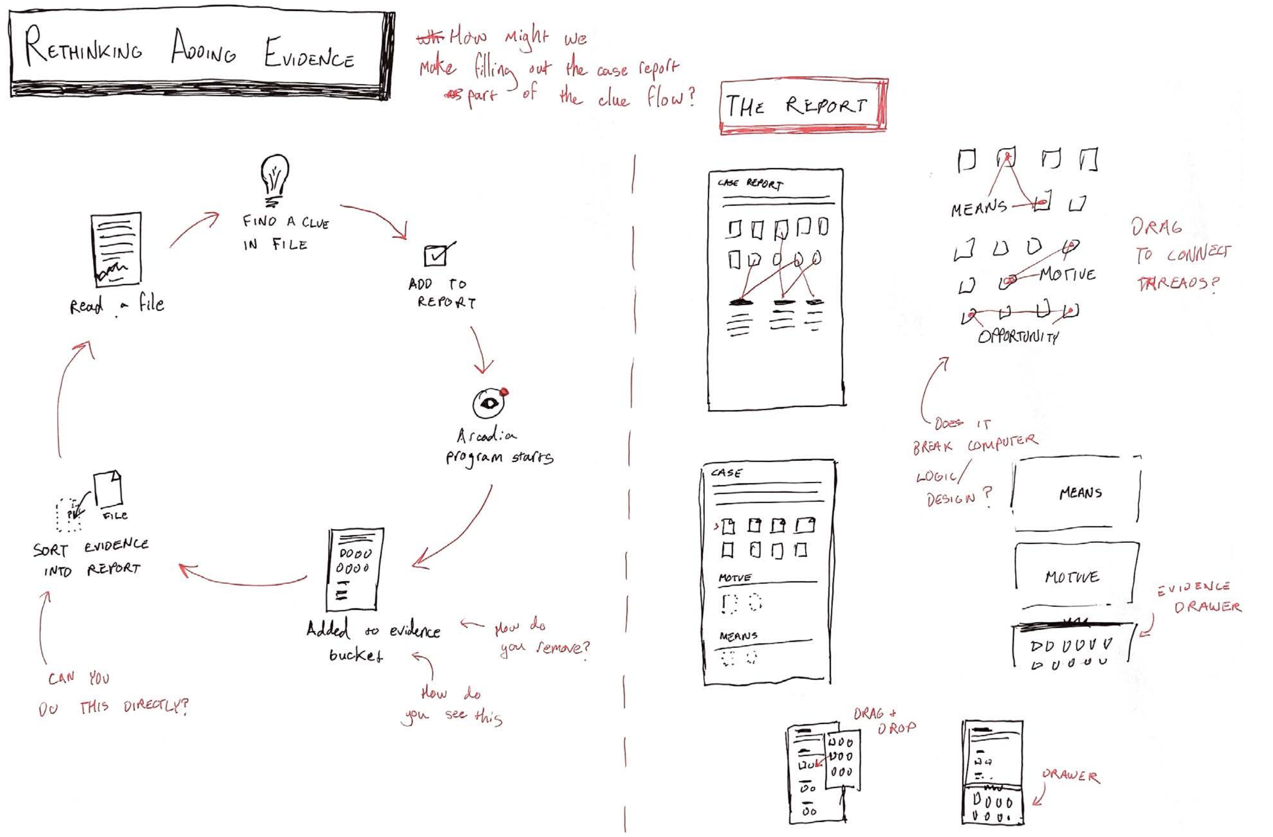
ls in your browser's JavaScrip

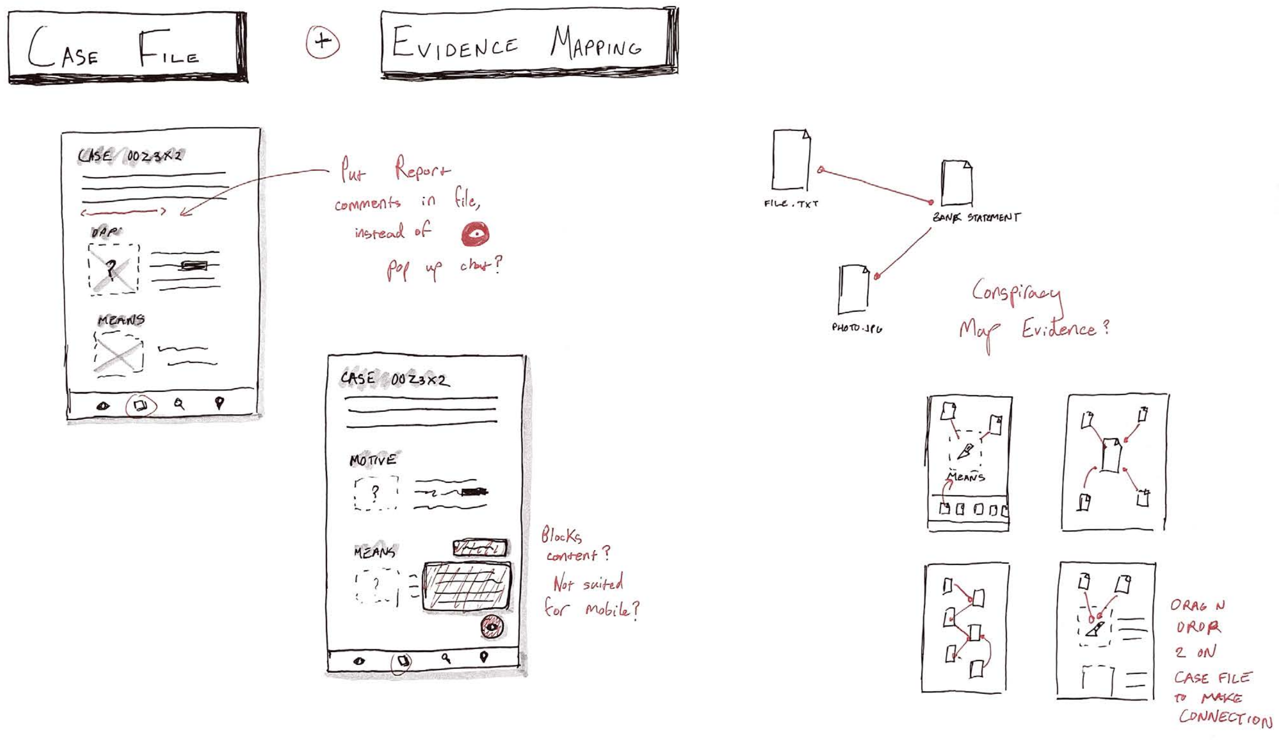
This page says

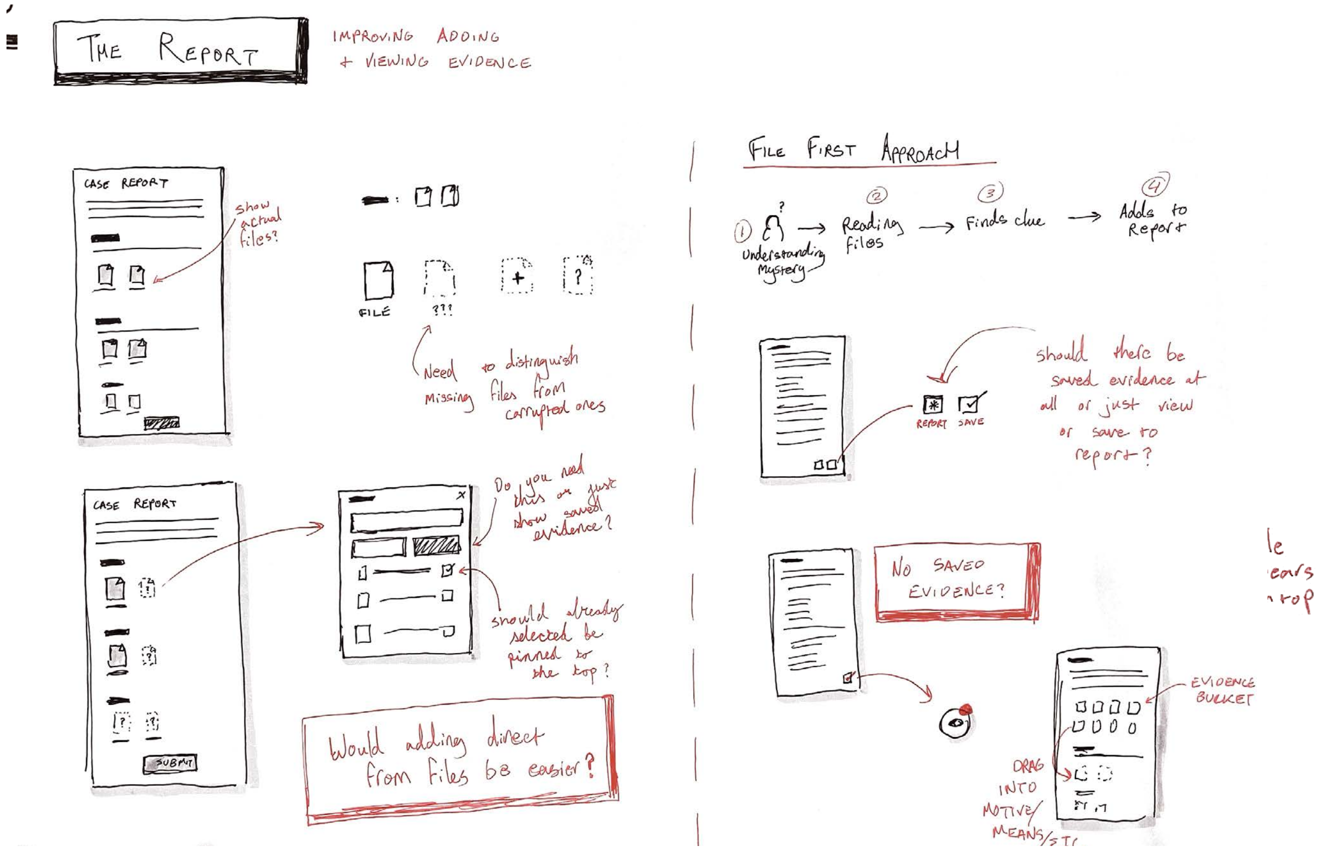
Bob Smith is 32 years old. He likes music and skiing.

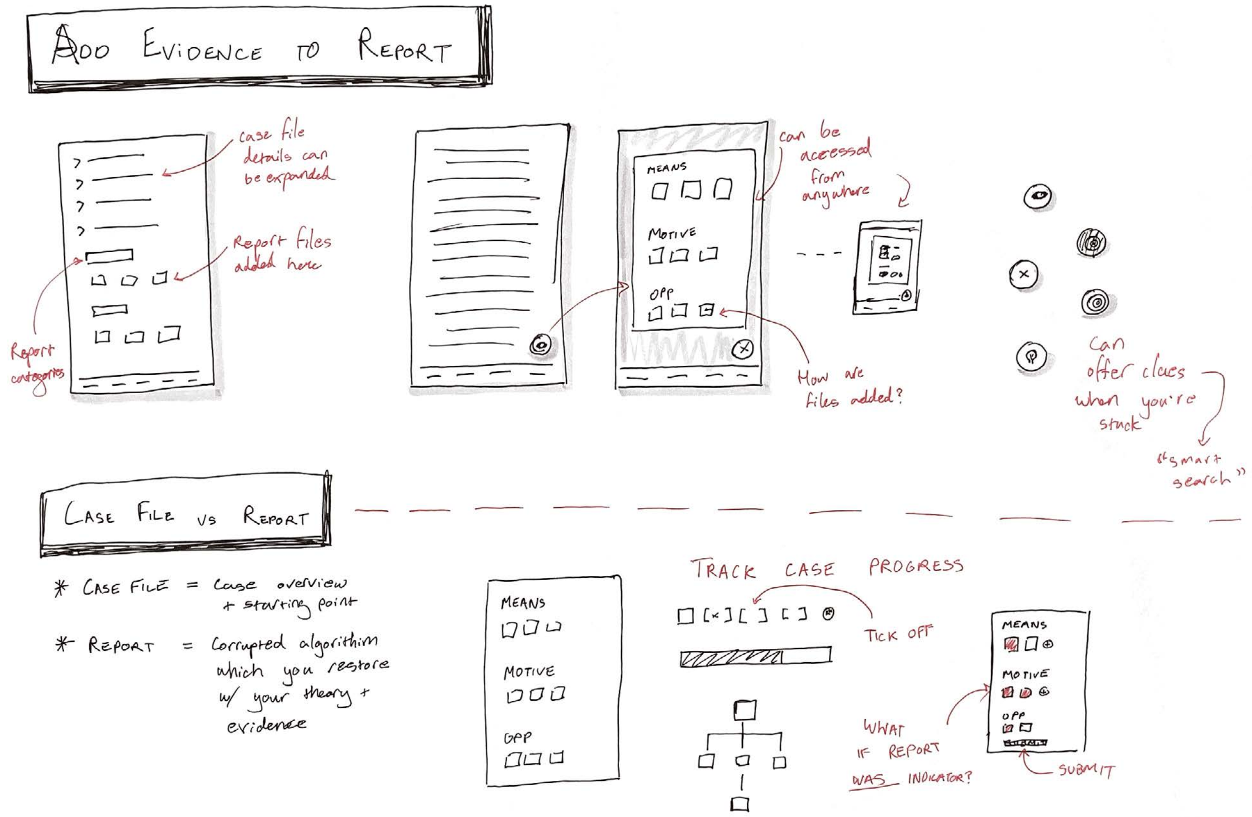
```
> person.name
<· ▶ (2) ["Bob", "Smith"]
> person.name[0]
<· "Bob"
> person.age
<· 32
> person.bio
<· ƒ () {
                alert(this.name[0] + ' ' + this.name[1] + ' is ' +
   this.age + ' years old. He likes ' + this.interests[0] + ' and ' +
   this.interests[1] + '.');
            }
> person.bio()
>
```

How to Add Evidence

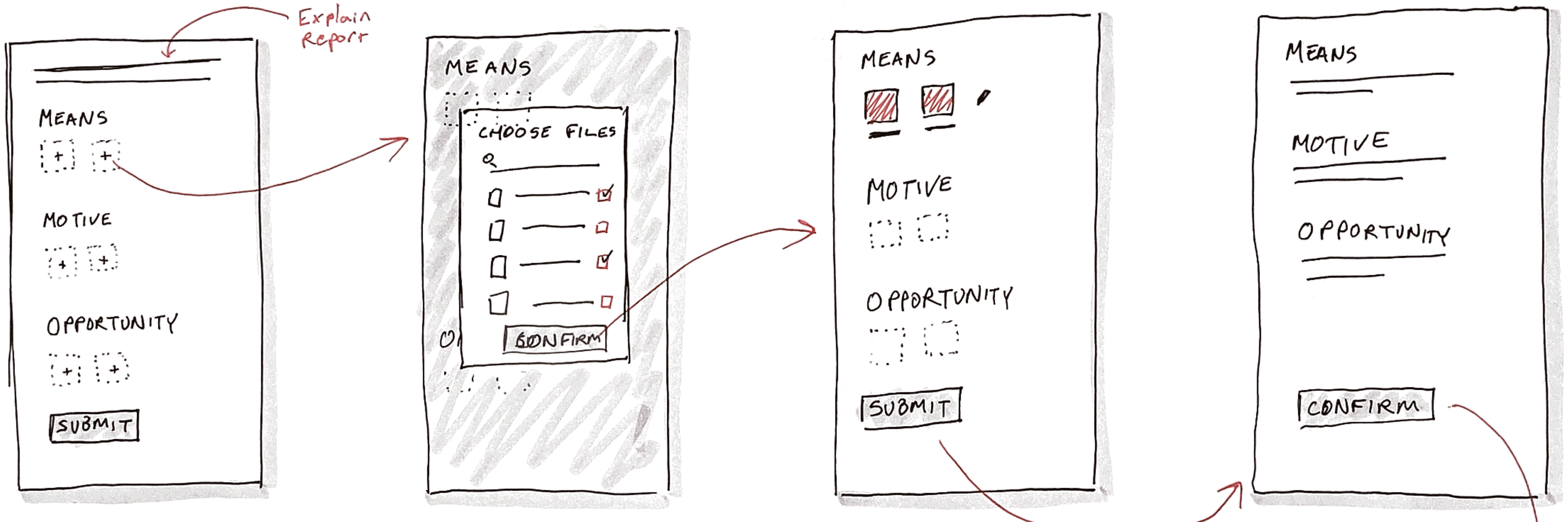

RETHINKING ADDING EVIDENCE
~~wh~~ How might we make filling out the case report part of the clue flow?
FIND A CLUE IN FILE
ADD TO REPORT
Arcadia program starts
Added to evidence bucket
How do you remove?
How do you see this
SORT EVIDENCE INTO REPORT
FILE
CAN YOU DO THIS DIRECTLY?
Read a file
THE REPORT
CASE REPORT
MEANS
MOTIVE
OPPORTUNITY
DRAG TO CONNECT THREADS?
DOES IT BREAK COMPUTER LOGIC/DESIGN?
CASE
MOTIVE
MEANS
MEANS
MOTIVE
EVIDENCE DRAWER
DRAG + DROP
DRAWER


CASE FILE
+
EVIDENCE MAPPING
CASE 0023X2
MEANS
Put Report comments in file, instead of pop up chat?
CASE 0023X2
MOTIVE
MEANS
Blocks content? Not suited for mobile?
FILE.TXT
BANK STATEMENT
PHOTO.JPG
Conspiracy Map Evidence?
MEANS
DRAG N DROP 2 ON CASE FILE TO MAKE CONNECTION


THE REPORT
IMPROVING ADDING + VIEWING EVIDENCE
CASE REPORT
show actual files?
FILE
???
Need to distinguish Missing files from corrupted ones
CASE REPORT
SUBMIT
Do you need clues or just show saved evidence?
should already selected be pinned to the top?
Would adding direct from files be easier?
FILE FIRST APPROACH
① Understanding Mystery
② Reading files
③ Finds clue
④ Adds to Report
REPORT
SAVE
should there be saved evidence at all or just view or save to report?
No SAVED EVIDENCE?
EVIDENCE BUCKET
DRAG INTO MOTIVE/MEANS/ST
le
ears
rop

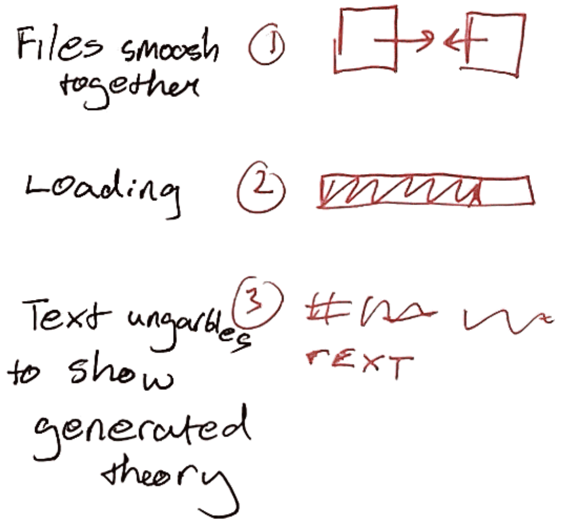

ADD EVIDENCE TO REPORT
case file details can be expanded
Report files added here
Report categories
MEANS
MOTIVE
OPP
can be accessed from anywhere
How are files added?
Can offer clues when you're stuck
"smart search"
CASE FILE vs REPORT
* CASE FILE = Case overview + starting point
* REPORT = Corrupted algorithim which you restore w/ your theory + evidence
MEANS
MOTIVE
OPP
TRACK CASE PROGRESS
TICK OFF
WHAT IF REPORT WAS INDICATOR?
MEANS
MOTIVE
OPP
SUBMIT

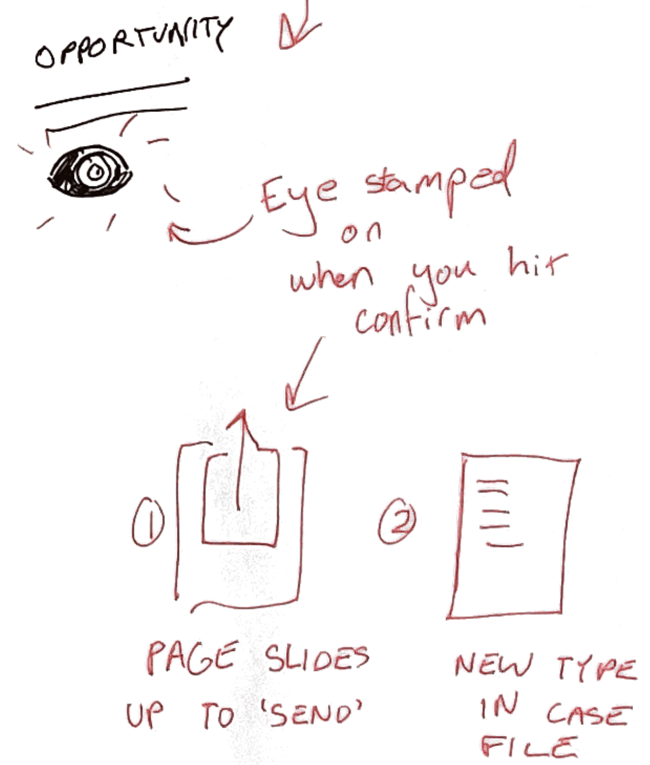
Generating a Case Report


Explain Report
MEANS
MOTIVE
OPPORTUNITY
SUBMIT
MEANS
CHOOSE FILES
CONFIRM
MEANS
MOTIVE
OPPORTUNITY
SUBMIT
MEANS
MOTIVE
OPPORTUNITY
CONFIRM

HOW IS THEORY GENERATED?

- Tag all files with the evidence for the theory(s)
- If all files contain matching tags, then they become that theory
- Else a corruption error is generated.

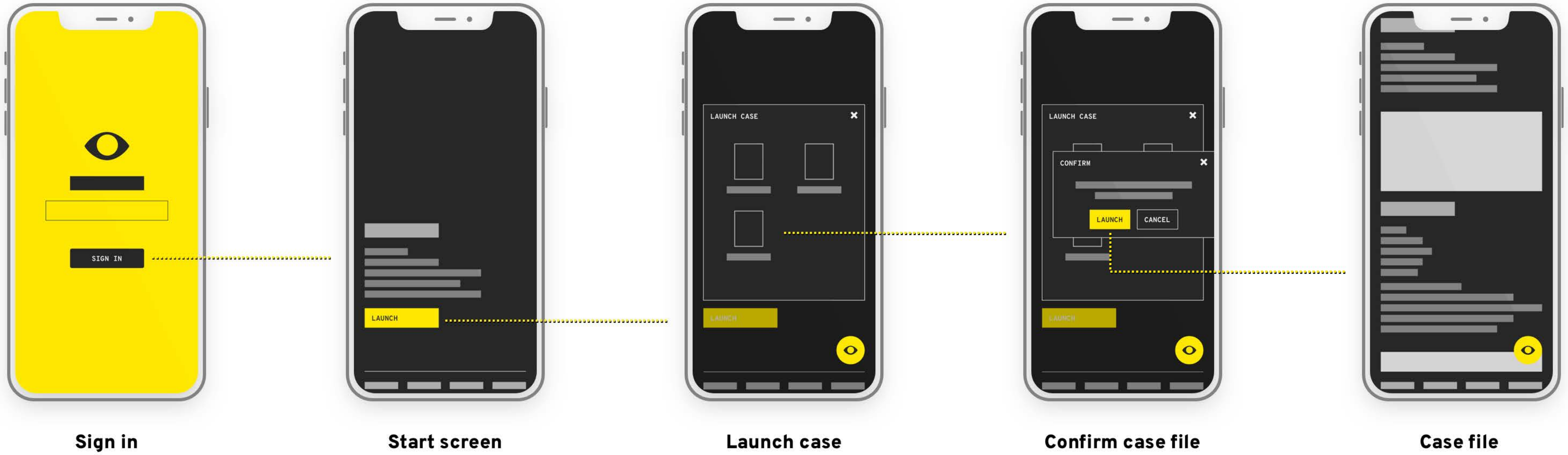

Files smoosh together ①
Loading ②
Text ungarbles ③ to show generated theory
TEXT


OPPORTUNITY
Eye stamped on when you hit confirm
①
PAGE SLIDES UP TO 'SEND'
②
NEW TYPE IN CASE FILE

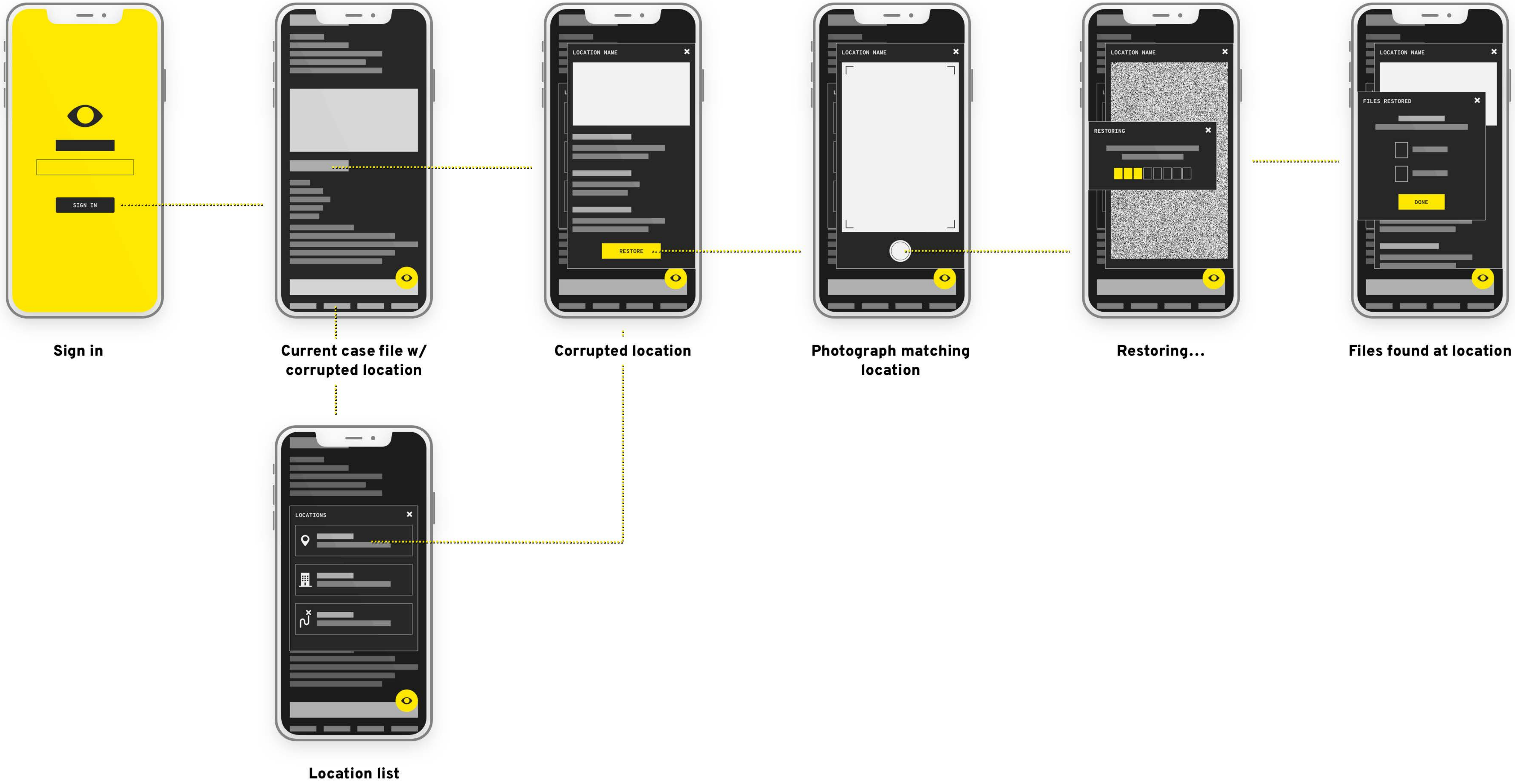
Wire Flows

Mapping out a complete journey through a case

Launch a Case


SIGN IN
LAUNCH
LAUNCH CASE
LAUNCH
LAUNCH CASE
CONFIRM
LAUNCH
CANCEL
LAUNCH
Sign in
Start screen
Launch case
Confirm case file
Case file

Find a Clue at a Location


SIGN IN
LOCATION NAME
RESTORE
RESTORING
FILES RESTORED
DONE
LOCATIONS

Sign in

Current case file w/ corrupted location

Corrupted location

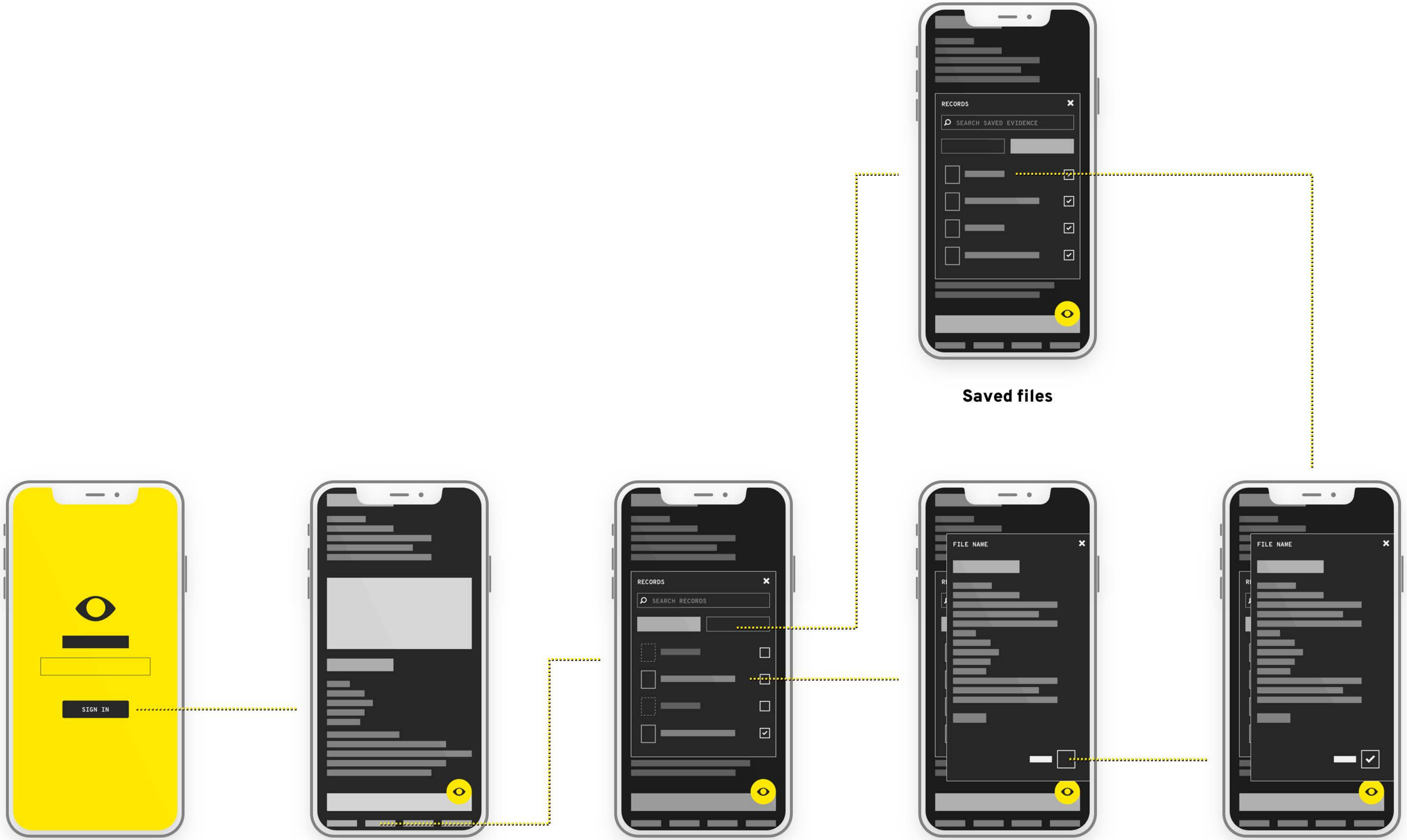
Photograph matching location

Restoring...

Files found at location

Location list

Search the Records for a Clue


RECORDS
SEARCH SAVED EVIDENCE
SIGN IN
RECORDS
SEARCH RECORDS
FILE NAME
FILE NAME

Saved files

Sign in

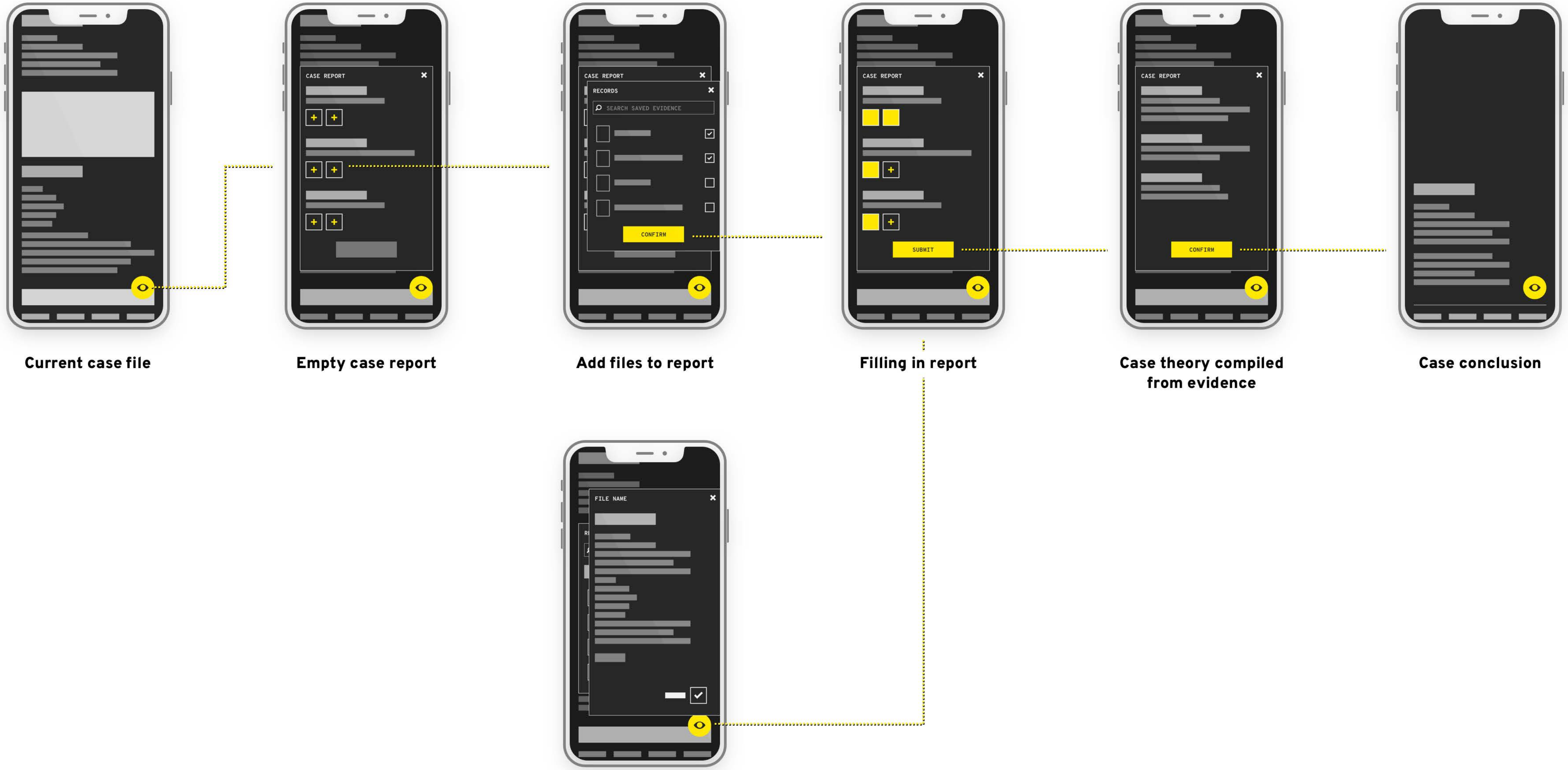
Current case file

Records

File

Save file

Solve the Case


CASE REPORT
RECORDS
SEARCH SAVED EVIDENCE
CONFIRM
SUBMIT
FILE NAME

Current case file

Empty case report

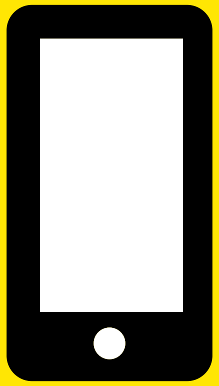
Add files to report

Filling in report

Case theory compiled from evidence

Case conclusion

Add current file to report



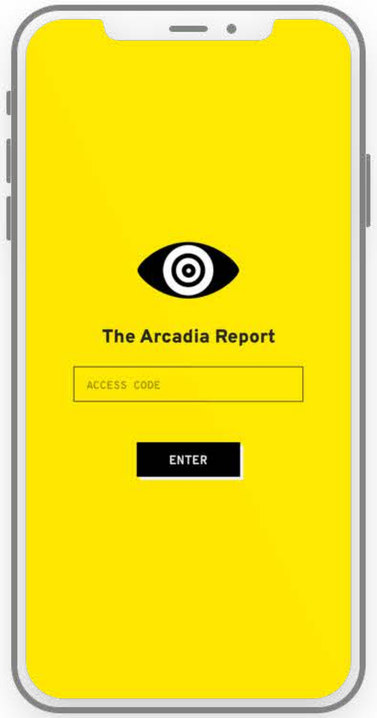
Alpha Prototype

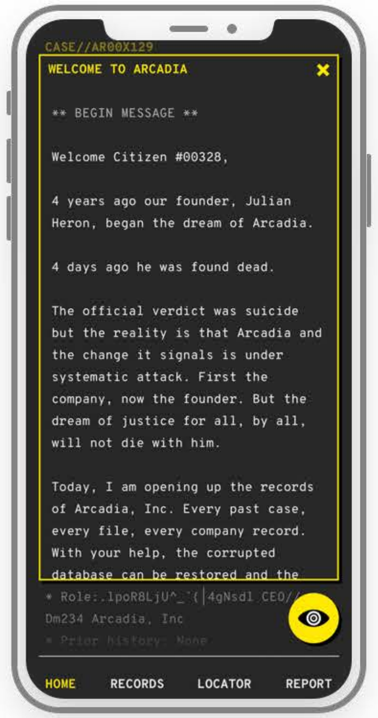
Solving the mystery

Scan or click for blog posts

The Arcadia Report v0.1 (1/4)

Launch a case and read the case file detailing the crime.


The Arcadia Report
ACCESS CODE
ENTER


CASE//AR00X129
WELCOME TO ARCADIA

** BEGIN MESSAGE **

Welcome Citizen #00328,

4 years ago our founder, Julian Heron, began the dream of Arcadia.

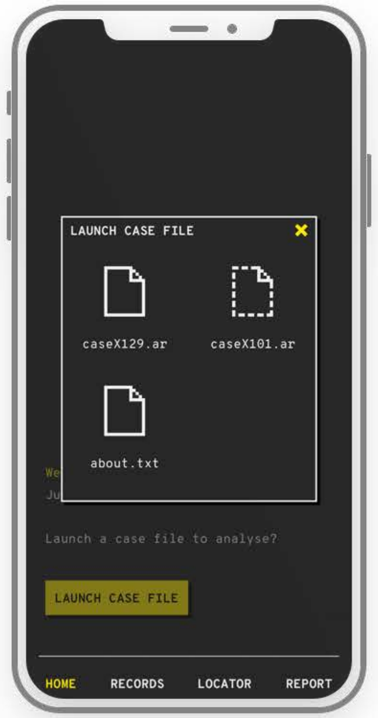
4 days ago he was found dead.

The official verdict was suicide but the reality is that Arcadia and the change it signals is under systematic attack. First the company, now the founder. But the dream of justice for all, by all, will not die with him.

Today, I am opening up the records of Arcadia, Inc. Every past case, every file, every company record. With your help, the corrupted database can be restored and the

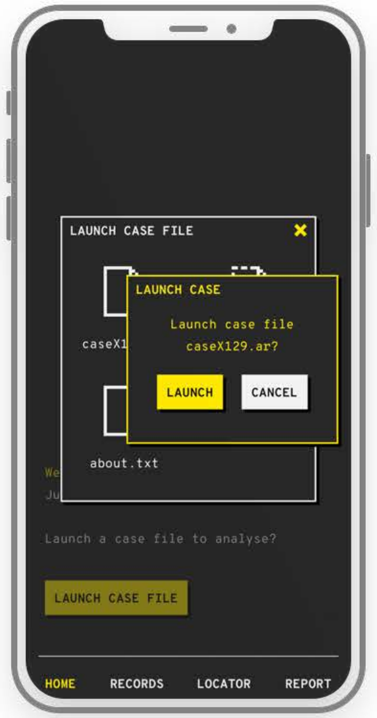
* Role:.lpoR8LjU^_`{|4gNsdl CEO//
Dm234 Arcadia, Inc
* Prior history: None

HOME
RECORDS
LOCATOR
REPORT


LAUNCH CASE FILE
caseX129.ar
caseX101.ar
about.txt

Launch a case file to analyse?

LAUNCH CASE FILE
HOME
RECORDS
LOCATOR
REPORT

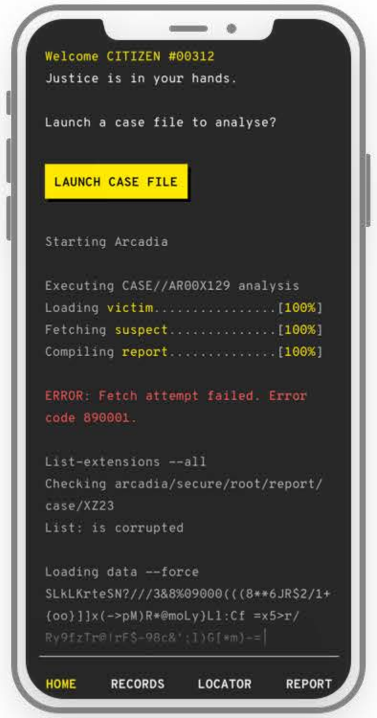

LAUNCH CASE FILE
LAUNCH CASE

Launch case file caseX129.ar?

LAUNCH
CANCEL
about.txt

Launch a case file to analyse?

LAUNCH CASE FILE
HOME
RECORDS
LOCATOR
REPORT



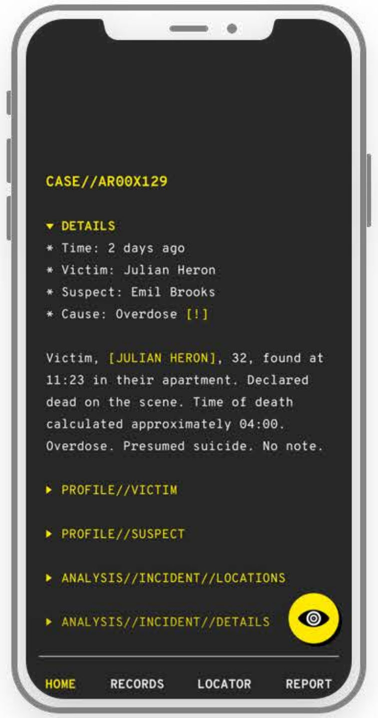
Welcome CITIZEN #00312
Justice is in your hands.

Launch a case file to analyse?

LAUNCH CASE FILE

```
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$2/1+
{oo}]]x(->pM)R*@moLy}L1:Cf =x5>r/
Ry9fzTr@!rF$-98c&';1)G[*m)-=|
```

HOME
RECORDS
LOCATOR
REPORT

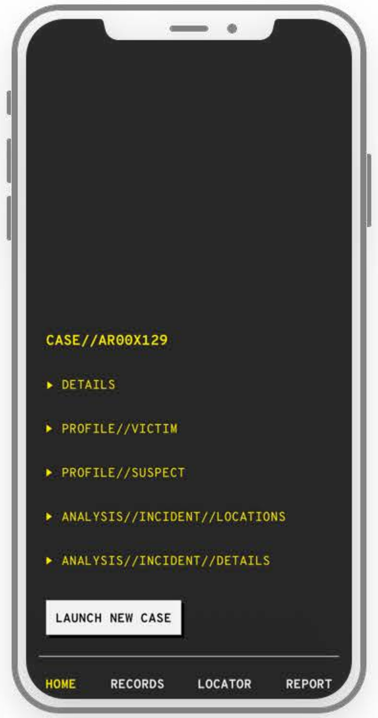


CASE//AR00X129

▼ DETAILS
* Time: 2 days ago
* Victim: Julian Heron
* Suspect: Emil Brooks
* Cause: Overdose [!]

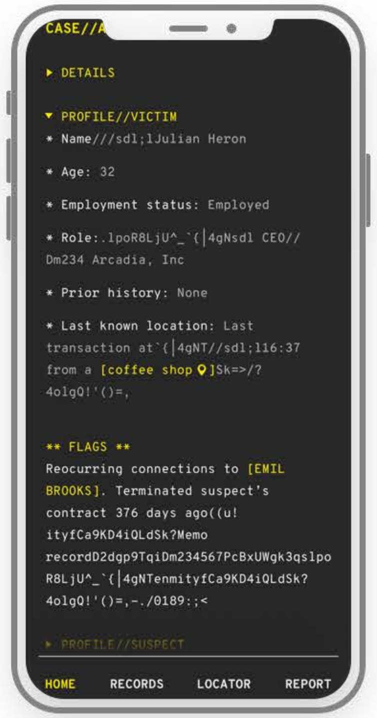
Victim, [JULIAN HERON], 32, found at 11:23 in their apartment. Declared dead on the scene. Time of death calculated approximately 04:00. Overdose. Presumed suicide. No note.

▶ PROFILE//VICTIM
▶ PROFILE//SUSPECT
▶ ANALYSIS//INCIDENT//LOCATIONS
▶ ANALYSIS//INCIDENT//DETAILS
HOME
RECORDS
LOCATOR
REPORT



CASE//AR00X129

▶ DETAILS
▶ PROFILE//VICTIM
▶ PROFILE//SUSPECT
▶ ANALYSIS//INCIDENT//LOCATIONS
▶ ANALYSIS//INCIDENT//DETAILS
LAUNCH NEW CASE
HOME
RECORDS
LOCATOR
REPORT


CASE//A
▶ DETAILS

▼ PROFILE//VICTIM
* Name///sdl;lJulian Heron

* Age: 32

* Employment status: Employed

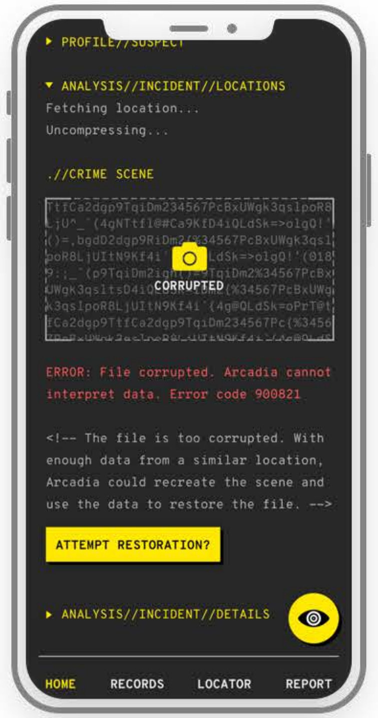
* Role:.lpoR8LjU^_`{|4gNsdl CEO//
Dm234 Arcadia, Inc

* Prior history: None

* Last known location: Last transaction at`{|4gNT//sdl;116:37 from a [coffee shop]Sk=>/?4olgQ!'()=,

** FLAGS **
Reocurring connections to [EMIL BROOKS]. Terminated suspect's contract 376 days ago((u!
ityfCa9KD4iQLdSk?Memo
recordD2dgp9TqiDm234567PcBxUWgk3qslpo
R8LjU^_`{|4gNTenmityfCa9KD4iQLdSk?
4olgQ!'()=,-./0189:;<

▶ PROFILE//SUSPECT
HOME
RECORDS
LOCATOR
REPORT


▶ PROFILE//SUSPECT

▼ ANALYSIS//INCIDENT//LOCATIONS
Fetching location...
Uncompressing...

.//CRIME SCENE

CORRUPTED

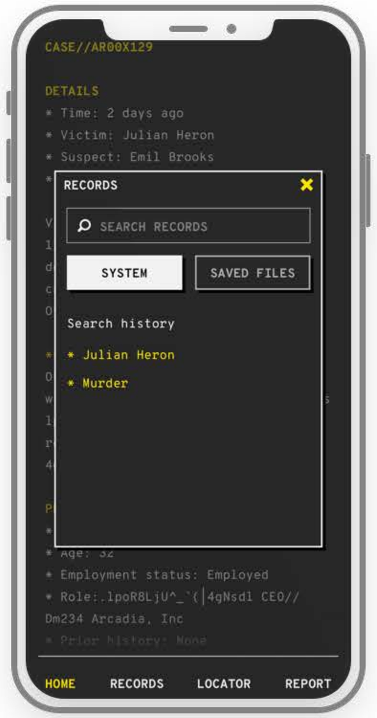
ERROR: File corrupted. Arcadia cannot interpret data. Error code 900821

<!-- The file is too corrupted. With enough data from a similar location, Arcadia could recreate the scene and use the data to restore the file. -->

ATTEMPT RESTORATION?
▶ ANALYSIS//INCIDENT//DETAILS
HOME
RECORDS
LOCATOR
REPORT

The Arcadia Report v0.1 (2/4)

Search the records for clues to prove your case.

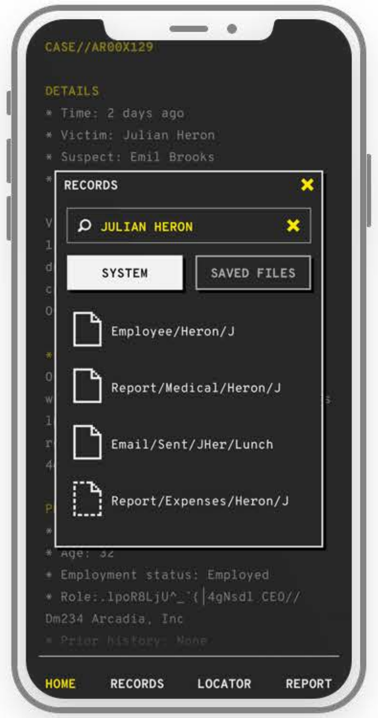


CASE//AR00X129
RECORDS
SEARCH RECORDS
SYSTEM
SAVED FILES
HOME
RECORDS
LOCATOR
REPORT

DETAILS
- Time: 2 days ago
- Victim: Julian Heron
- Suspect: Emil Brooks

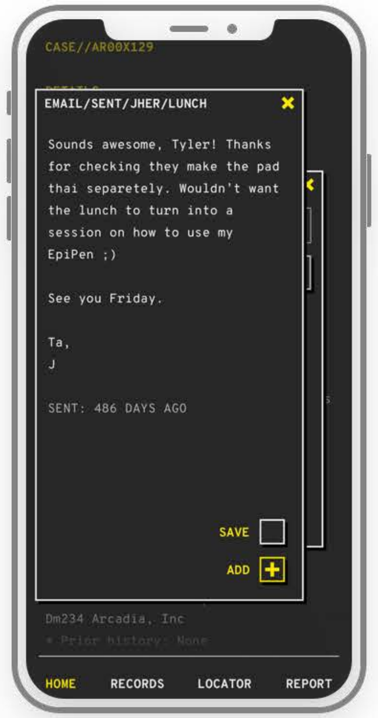
- Age: 32
- Employment status: Employed
- Role:.1poR8LjU^_`(|4gNsdl CEO//
Dm234 Arcadia, Inc
- Prior history: None

Search history
- Julian Heron
- Murder



RECORDS
JULIAN HERON
SYSTEM
SAVED FILES
HOME
RECORDS
LOCATOR
REPORT

Employee/Heron/J
Report/Medical/Heron/J
Email/Sent/JHer/Lunch
Report/Expenses/Heron/J



SAVE ☐
ADD
HOME
RECORDS
LOCATOR
REPORT

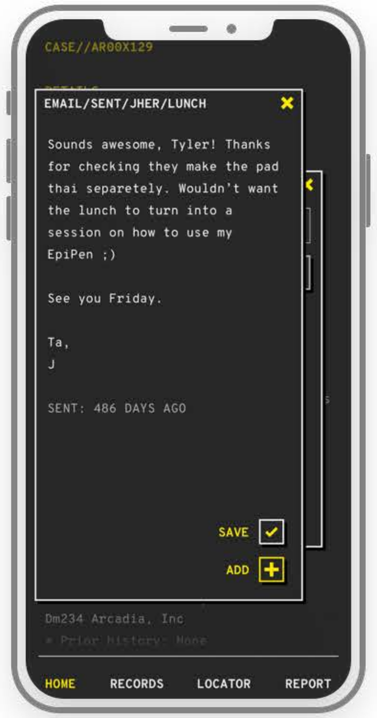
EMAIL/SENT/JHER/LUNCH

Sounds awesome, Tyler! Thanks for checking they make the pad thai separetely. Wouldn't want the lunch to turn into a session on how to use my EpiPen ;)

See you Friday.

Ta,
J

SENT: 486 DAYS AGO



SAVE ☑
ADD
HOME
RECORDS
LOCATOR
REPORT

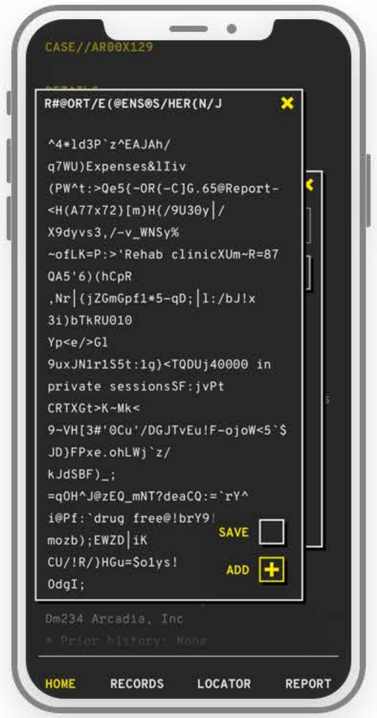
EMAIL/SENT/JHER/LUNCH

Sounds awesome, Tyler! Thanks for checking they make the pad thai separetely. Wouldn't want the lunch to turn into a session on how to use my EpiPen ;)

See you Friday.

Ta,
J

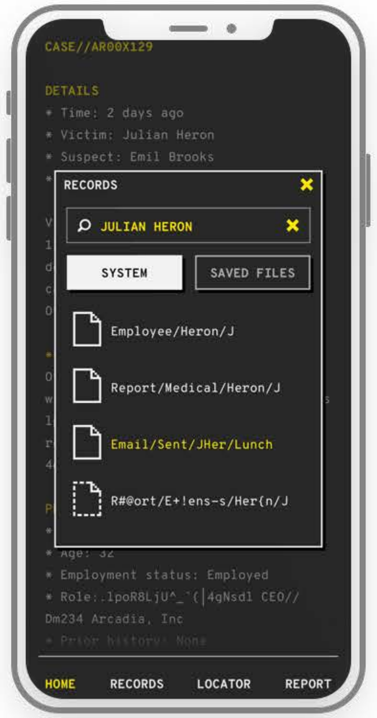
SENT: 486 DAYS AGO



SAVE ☐
ADD
HOME
RECORDS
LOCATOR
REPORT

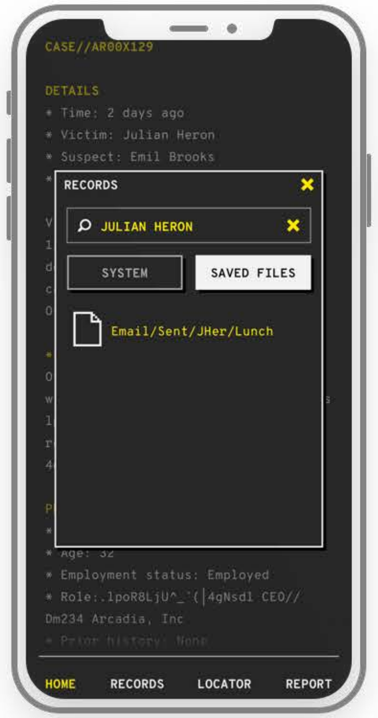
R#@ORT/E(@ENS®S/HER{N/J

```
^4*1d3P`z^EAJAh/
q7WU)Expenses&1Iiv
(PW^t:>Qe5{~OR{-C]G.65@Report-
<H(A77x72}[m}H{/9U30y|/
X9dyvs3,/-v_WNSy%
~ofLK=P:>'Rehab clinicXUm~R=87
QA5'6)(hCpR
,Nr|{jZGmGpf1*5-qD;|1:/bJ!x
3i)bTkRU010
Yp<e/>G1
9uxJN1r1S5t:1g}<TQDUj40000 in
private sessionsSF:jvPt
CRTXGt>K~Mk<
9~VH[3#'0Cu'/DGJTvEu!F-ojoW<5`$
JD}FPxe.ohLWj`z/
kJdSBF)_;
=qOH^J@zEQ_mNT?deaCQ:=`rY^
i@Pf:`drug free@!brY9!
mozb);EWZD|iK
CU/!R/}HGu=$o1ys!
OdgI;
```



RECORDS
JULIAN HERON
SYSTEM
SAVED FILES
HOME
RECORDS
LOCATOR
REPORT

Employee/Heron/J
Report/Medical/Heron/J
Email/Sent/JHer/Lunch
R#@ort/E+!ens-s/Her{n/J

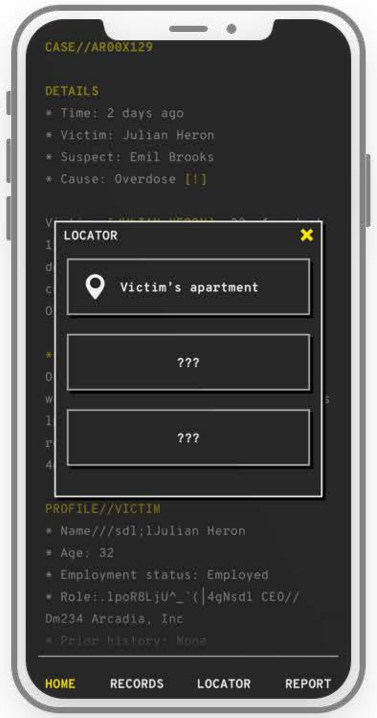


RECORDS
JULIAN HERON
SYSTEM
SAVED FILES
HOME
RECORDS
LOCATOR
REPORT

Email/Sent/JHer/Lunch

The Arcadia Report v0.1 (3/4)

Travel to real world locations to uncover new evidence.



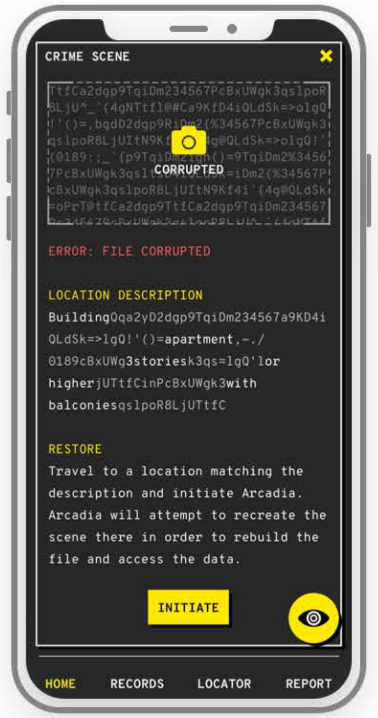
CASE//AR00X129

DETAILS
- Time: 2 days ago
- Victim: Julian Heron
- Suspect: Emil Brooks
- Cause: Overdose [!]

LOCATOR
Victim's apartment
???
???

PROFILE//VICTIM
- Name///sdl:lJulian Heron
- Age: 32
- Employment status: Employed
- Role:.lpoR8LjU^_`{|4gNsdl CEO//
Dm234 Arcadia, Inc
- Prior history: None

HOME
RECORDS
LOCATOR
REPORT



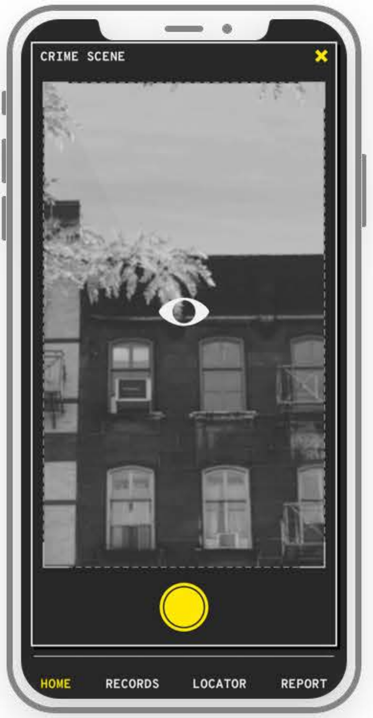
CRIME SCENE
CORRUPTED

ERROR: FILE CORRUPTED

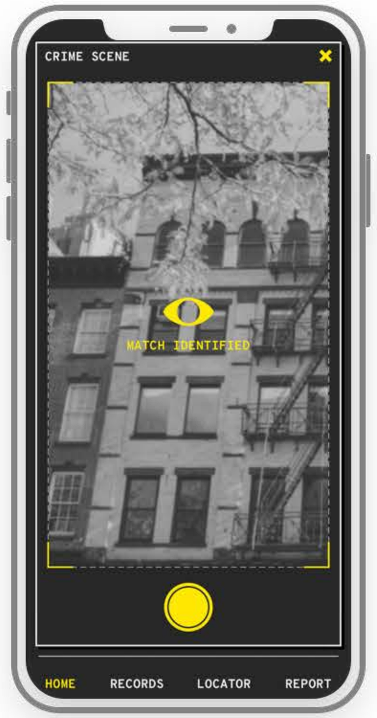
LOCATION DESCRIPTION
BuildingQqa2yD2dgp9TqiDm234567a9KD4iQLdSk=>lgQ!'()=apartment,-./0189cBxUWg3storiesk3qs=lgQ'lor higherjUTtfCinPcBxUWgk3with balconiesqslpoR8LjUTtfC

RESTORE
Travel to a location matching the description and initiate Arcadia. Arcadia will attempt to recreate the scene there in order to rebuild the file and access the data.

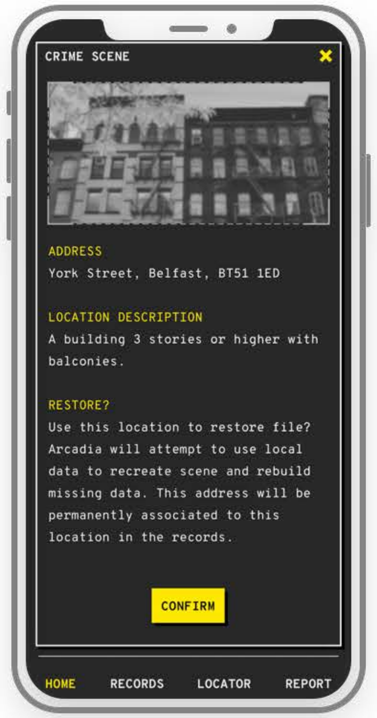
INITIATE
HOME
RECORDS
LOCATOR
REPORT



CRIME SCENE
HOME
RECORDS
LOCATOR
REPORT



CRIME SCENE
MATCH IDENTIFIED
HOME
RECORDS
LOCATOR
REPORT



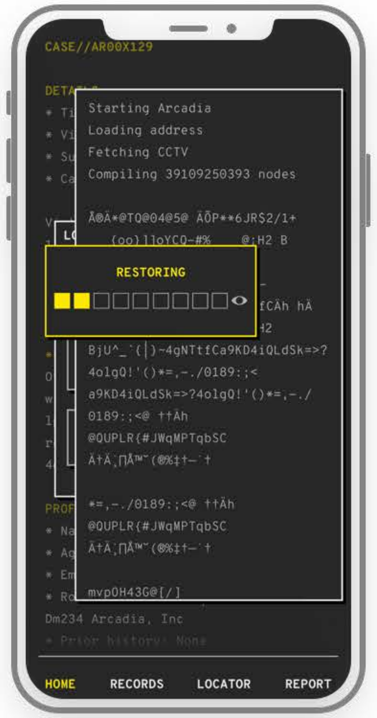
CRIME SCENE

ADDRESS
York Street, Belfast, BT51 1ED

LOCATION DESCRIPTION
A building 3 stories or higher with balconies.

RESTORE?
Use this location to restore file? Arcadia will attempt to use local data to recreate scene and rebuild missing data. This address will be permanently associated to this location in the records.

CONFIRM
HOME
RECORDS
LOCATOR
REPORT

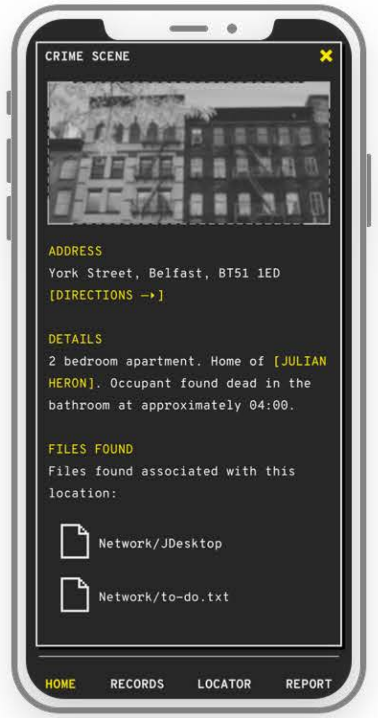


CASE//AR00X129
RESTORING

```
Starting Arcadia
Loading address
Fetching CCTV
Compiling 39109250393 nodes

Å®Ä*@TQ@04@5@ ÄÕP**6JR$2/1+
   {oo}]]oYCQ-#%    @:H2 B

BjU^_`{|}~4gNTtfCa9KD4iQLdSk=>?
4olgQ!'()*=,-./0189:;<
a9KD4iQLdSk=>?4olgQ!'()*=,-./
0189:;<@ ††Äh
@QUPLR{#JWqMPTqbSC
Ä†Ä¸ΠÅ™˜(®%‡†–`†

*=,-./0189:;<@ ††Äh
@QUPLR{#JWqMPTqbSC
Ä†Ä¸ΠÅ™˜(®%‡†–`†


mvpOH43G@[/]
```

Dm234 Arcadia, Inc

HOME
RECORDS
LOCATOR
REPORT



CRIME SCENE

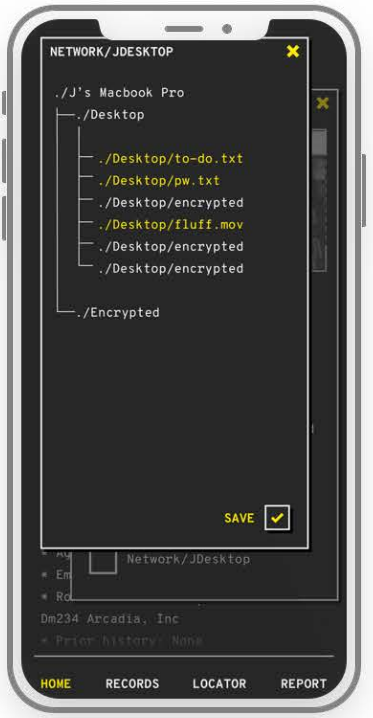
ADDRESS
York Street, Belfast, BT51 1ED
[DIRECTIONS →]

DETAILS
2 bedroom apartment. Home of [JULIAN HERON]. Occupant found dead in the bathroom at approximately 04:00.

FILES FOUND
Files found associated with this location:

- Network/JDesktop
- Network/to-do.txt

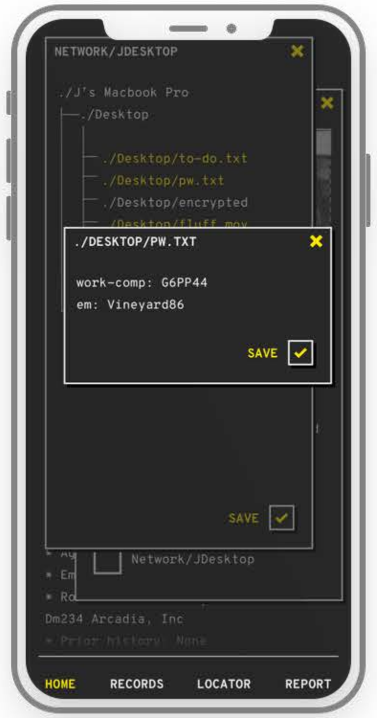
HOME
RECORDS
LOCATOR
REPORT



NETWORK/JDESKTOP

```
./J's Macbook Pro
├──./Desktop
│    │
│    ├── ./Desktop/to-do.txt
│    ├── ./Desktop/pw.txt
│    ├── ./Desktop/encrypted
│    ├── ./Desktop/fluff.mov
│    ├── ./Desktop/encrypted
│    └── ./Desktop/encrypted
│
└──./Encrypted
```

SAVE ☑
Network/JDesktop
Dm234 Arcadia, Inc
HOME
RECORDS
LOCATOR
REPORT



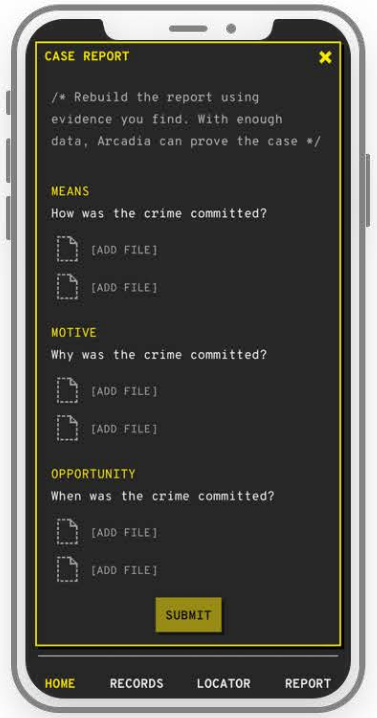
NETWORK/JDESKTOP
./DESKTOP/PW.TXT

work-comp: G6PP44
em: Vineyard86

SAVE ☑
HOME
RECORDS
LOCATOR
REPORT

The Arcadia Report v0.1 (4/4)

Add evidence to the report and submit your theory to solve the case.



CASE REPORT

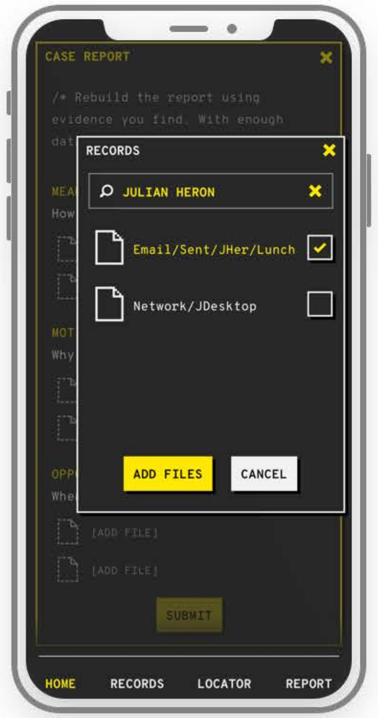
/* Rebuild the report using evidence you find. With enough data, Arcadia can prove the case */

MEANS
How was the crime committed?
[ADD FILE]
[ADD FILE]

MOTIVE
Why was the crime committed?
[ADD FILE]
[ADD FILE]

OPPORTUNITY
When was the crime committed?
[ADD FILE]
[ADD FILE]

SUBMIT
HOME
RECORDS
LOCATOR
REPORT

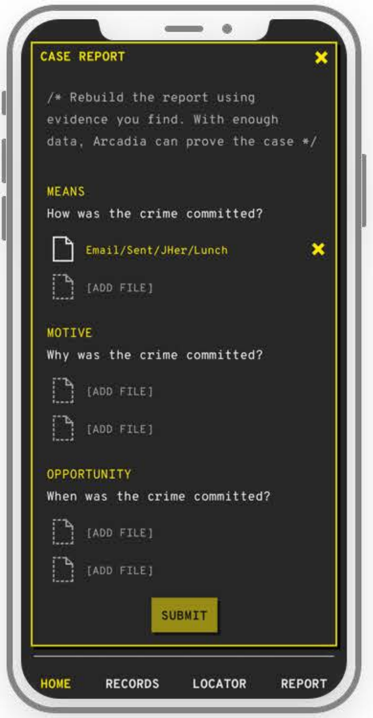


RECORDS

JULIAN HERON

Email/Sent/JHer/Lunch ☑
Network/JDesktop ☐

ADD FILES
CANCEL
HOME
RECORDS
LOCATOR
REPORT



CASE REPORT

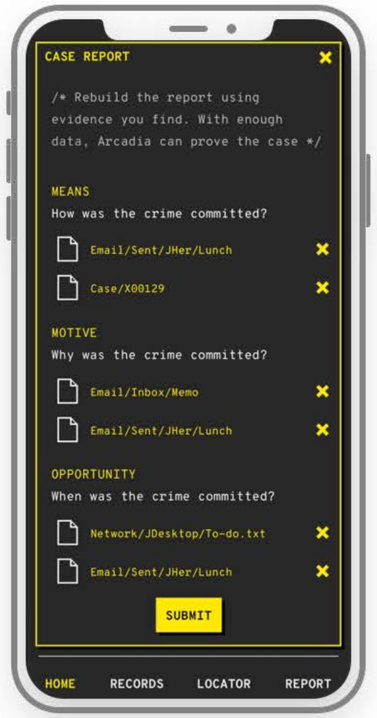
/* Rebuild the report using evidence you find. With enough data, Arcadia can prove the case */

MEANS
How was the crime committed?
Email/Sent/JHer/Lunch
[ADD FILE]

MOTIVE
Why was the crime committed?
[ADD FILE]
[ADD FILE]

OPPORTUNITY
When was the crime committed?
[ADD FILE]
[ADD FILE]

SUBMIT
HOME
RECORDS
LOCATOR
REPORT



CASE REPORT

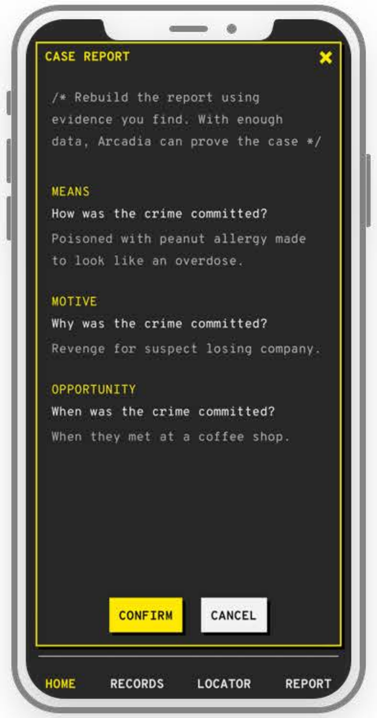
/* Rebuild the report using evidence you find. With enough data, Arcadia can prove the case */

MEANS
How was the crime committed?
Email/Sent/JHer/Lunch
Case/X00129

MOTIVE
Why was the crime committed?
Email/Inbox/Memo
Email/Sent/JHer/Lunch

OPPORTUNITY
When was the crime committed?
Network/JDesktop/To-do.txt
Email/Sent/JHer/Lunch

SUBMIT
HOME
RECORDS
LOCATOR
REPORT



CASE REPORT

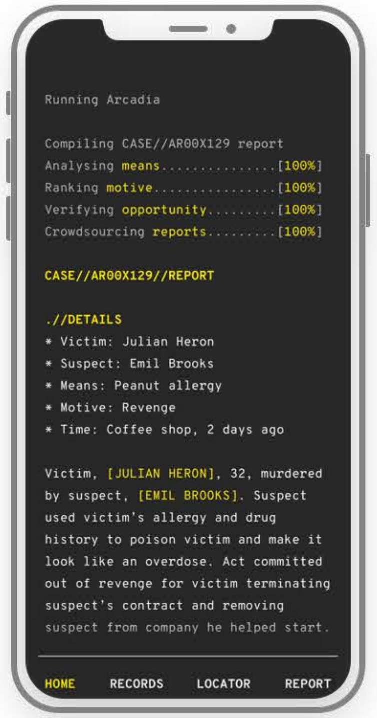
/* Rebuild the report using evidence you find. With enough data, Arcadia can prove the case */

MEANS
How was the crime committed?
Poisoned with peanut allergy made to look like an overdose.

MOTIVE
Why was the crime committed?
Revenge for suspect losing company.

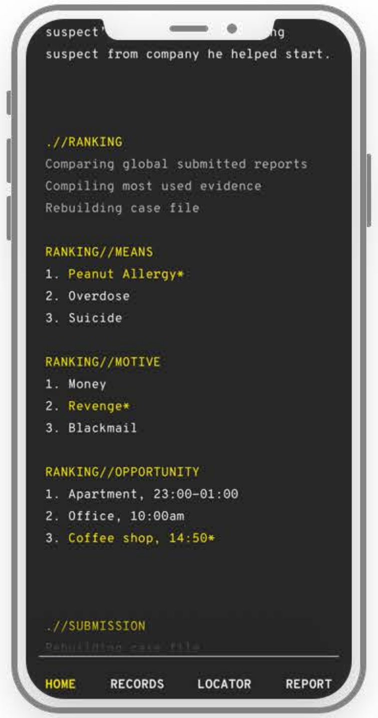
OPPORTUNITY
When was the crime committed?
When they met at a coffee shop.

CONFIRM
CANCEL
HOME
RECORDS
LOCATOR
REPORT



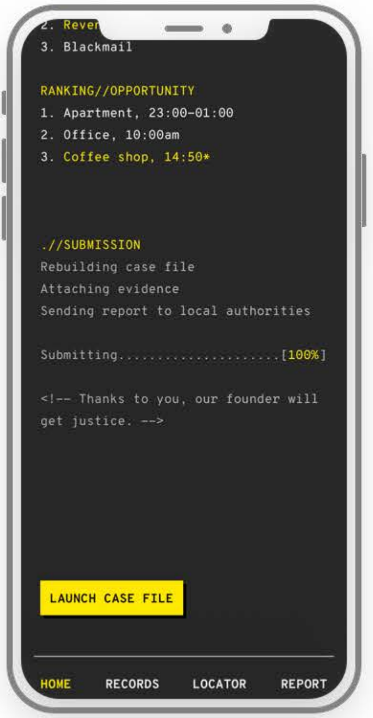
```
Running Arcadia

Compiling CASE//AR00X129 report
Analysing means...............[100%]
Ranking motive................[100%]
Verifying opportunity.........[100%]
Crowdsourcing reports.........[100%]

CASE//AR00X129//REPORT

.//DETAILS
* Victim: Julian Heron
* Suspect: Emil Brooks
* Means: Peanut allergy
* Motive: Revenge
* Time: Coffee shop, 2 days ago

Victim, [JULIAN HERON], 32, murdered
by suspect, [EMIL BROOKS]. Suspect
used victim's allergy and drug
history to poison victim and make it
look like an overdose. Act committed
out of revenge for victim terminating
suspect's contract and removing
suspect from company he helped start.
```

HOME
RECORDS
LOCATOR
REPORT



```
suspect'                ng
suspect from company he helped start.



.//RANKING
Comparing global submitted reports
Compiling most used evidence
Rebuilding case file

RANKING//MEANS
1. Peanut Allergy*
2. Overdose
3. Suicide

RANKING//MOTIVE
1. Money
2. Revenge*
3. Blackmail

RANKING//OPPORTUNITY
1. Apartment, 23:00-01:00
2. Office, 10:00am
3. Coffee shop, 14:50*



.//SUBMISSION
Rebuilding case file
```

HOME
RECORDS
LOCATOR
REPORT

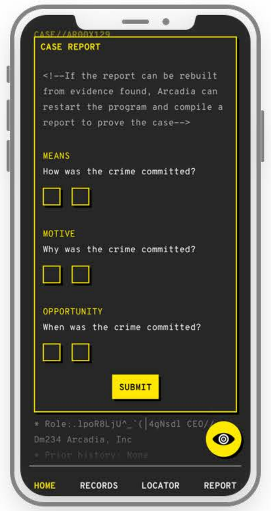


```
2. Rever
3. Blackmail

RANKING//OPPORTUNITY
1. Apartment, 23:00-01:00
2. Office, 10:00am
3. Coffee shop, 14:50*



.//SUBMISSION
Rebuilding case file
Attaching evidence
Sending report to local authorities

Submitting.....................[100%]

<!-- Thanks to you, our founder will
get justice. -->
```

LAUNCH CASE FILE
HOME
RECORDS
LOCATOR
REPORT

Case Report Iterations

Case Report Iterations


CASE//AR00X129
CASE REPORT

<!--If the report can be rebuilt from evidence found, Arcadia can restart the program and compile a report to prove the case-->

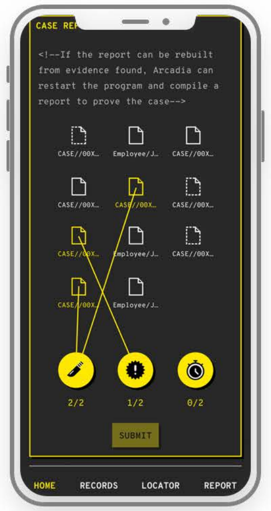
MEANS
How was the crime committed?
☐ ☐

MOTIVE
Why was the crime committed?
☐ ☐

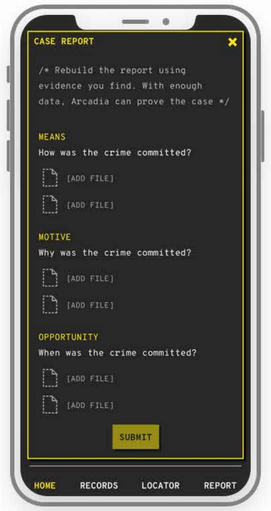
OPPORTUNITY
When was the crime committed?
☐ ☐

* Role:.1poR8LjU^_`(|4gNsdl CEO//
Dm234 Arcadia, Inc
* Prior history: None

SUBMIT
HOME
RECORDS
LOCATOR
REPORT


<!--If the report can be rebuilt from evidence found, Arcadia can restart the program and compile a report to prove the case-->

CASE REP
CASE//00X…
Employee/J…
CASE//00X…
CASE//00X…
CASE//00X…
CASE//00X…
CASE//00X…
Employee/J…
CASE//00X…
CASE//00X…
Employee/J…
2/2
1/2
0/2
SUBMIT
HOME
RECORDS
LOCATOR
REPORT


CASE REPORT

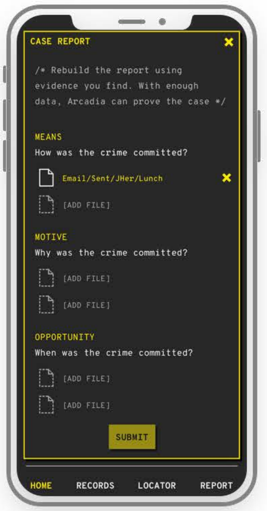
/* Rebuild the report using evidence you find. With enough data, Arcadia can prove the case */

MEANS
How was the crime committed?
[ADD FILE]
[ADD FILE]

MOTIVE
Why was the crime committed?
[ADD FILE]
[ADD FILE]

OPPORTUNITY
When was the crime committed?
[ADD FILE]
[ADD FILE]

SUBMIT
HOME
RECORDS
LOCATOR
REPORT


CASE REPORT

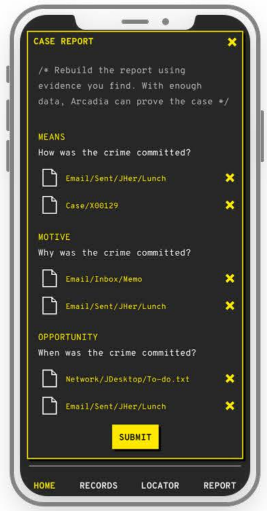
/* Rebuild the report using evidence you find. With enough data, Arcadia can prove the case */

MEANS
How was the crime committed?
Email/Sent/JHer/Lunch
[ADD FILE]

MOTIVE
Why was the crime committed?
[ADD FILE]
[ADD FILE]

OPPORTUNITY
When was the crime committed?
[ADD FILE]
[ADD FILE]

SUBMIT
HOME
RECORDS
LOCATOR
REPORT


CASE REPORT

/* Rebuild the report using evidence you find. With enough data, Arcadia can prove the case */

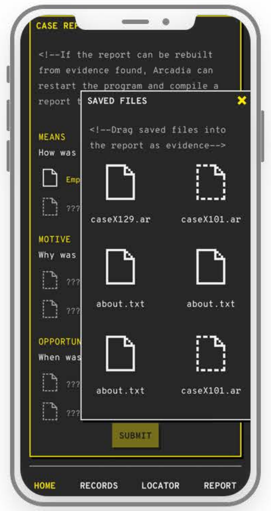
MEANS
How was the crime committed?
Email/Sent/JHer/Lunch
Case/X00129

MOTIVE
Why was the crime committed?
Email/Inbox/Memo
Email/Sent/JHer/Lunch

OPPORTUNITY
When was the crime committed?
Network/JDesktop/To-do.txt
Email/Sent/JHer/Lunch

SUBMIT
HOME
RECORDS
LOCATOR
REPORT

Adding Evidence Iterations

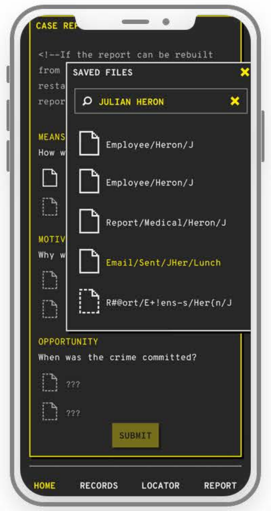

CASE REP

<!--If the report can be rebuilt from evidence found, Arcadia can restart the program and compile a report t

SAVED FILES

<!--Drag saved files into the report as evidence-->

caseX129.ar
caseX101.ar
about.txt
about.txt
about.txt
caseX101.ar
MEANS
How was
Emp
???
MOTIVE
Why was
???
???
OPPORTUN
When was
???
???
SUBMIT
HOME
RECORDS
LOCATOR
REPORT

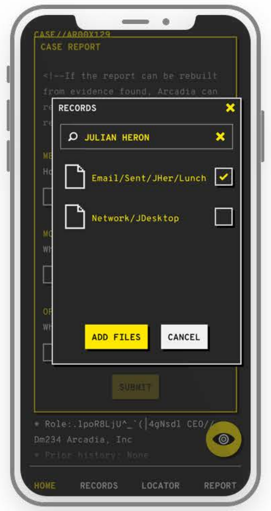

CASE REP

<!--If the report can be rebuilt

SAVED FILES
JULIAN HERON
Employee/Heron/J
Employee/Heron/J
Report/Medical/Heron/J
Email/Sent/JHer/Lunch
R#@ort/E+!ens-s/Her{n/J

OPPORTUNITY
When was the crime committed?
???
???

from
resta
repor
MEANS
How w
MOTIV
Why w
SUBMIT
HOME
RECORDS
LOCATOR
REPORT


CASE//AR00X129
CASE REPORT

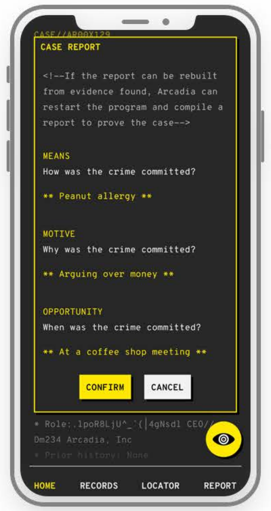
<!--If the report can be rebuilt from evidence found, Arcadia can

RECORDS
JULIAN HERON
Email/Sent/JHer/Lunch ☑
Network/JDesktop ☐

* Role:.1poR8LjU^_`(|4gNsdl CEO//
Dm234 Arcadia, Inc
* Prior history: None

ADD FILES
CANCEL
SUBMIT
HOME
RECORDS
LOCATOR
REPORT

Solutions Iterations


CASE//AR00X129
CASE REPORT

<!--If the report can be rebuilt from evidence found, Arcadia can restart the program and compile a report to prove the case-->

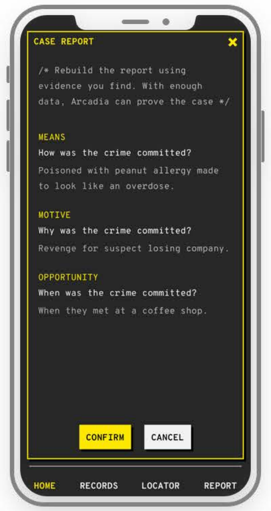
MEANS
How was the crime committed?
** Peanut allergy **

MOTIVE
Why was the crime committed?
** Arguing over money **

OPPORTUNITY
When was the crime committed?
** At a coffee shop meeting **

* Role:.1poR8LjU^_`(|4gNsdl CEO//
Dm234 Arcadia, Inc
* Prior history: None

CONFIRM
CANCEL
HOME
RECORDS
LOCATOR
REPORT


CASE REPORT

/* Rebuild the report using evidence you find. With enough data, Arcadia can prove the case */

MEANS
How was the crime committed?
Poisoned with peanut allergy made to look like an overdose.

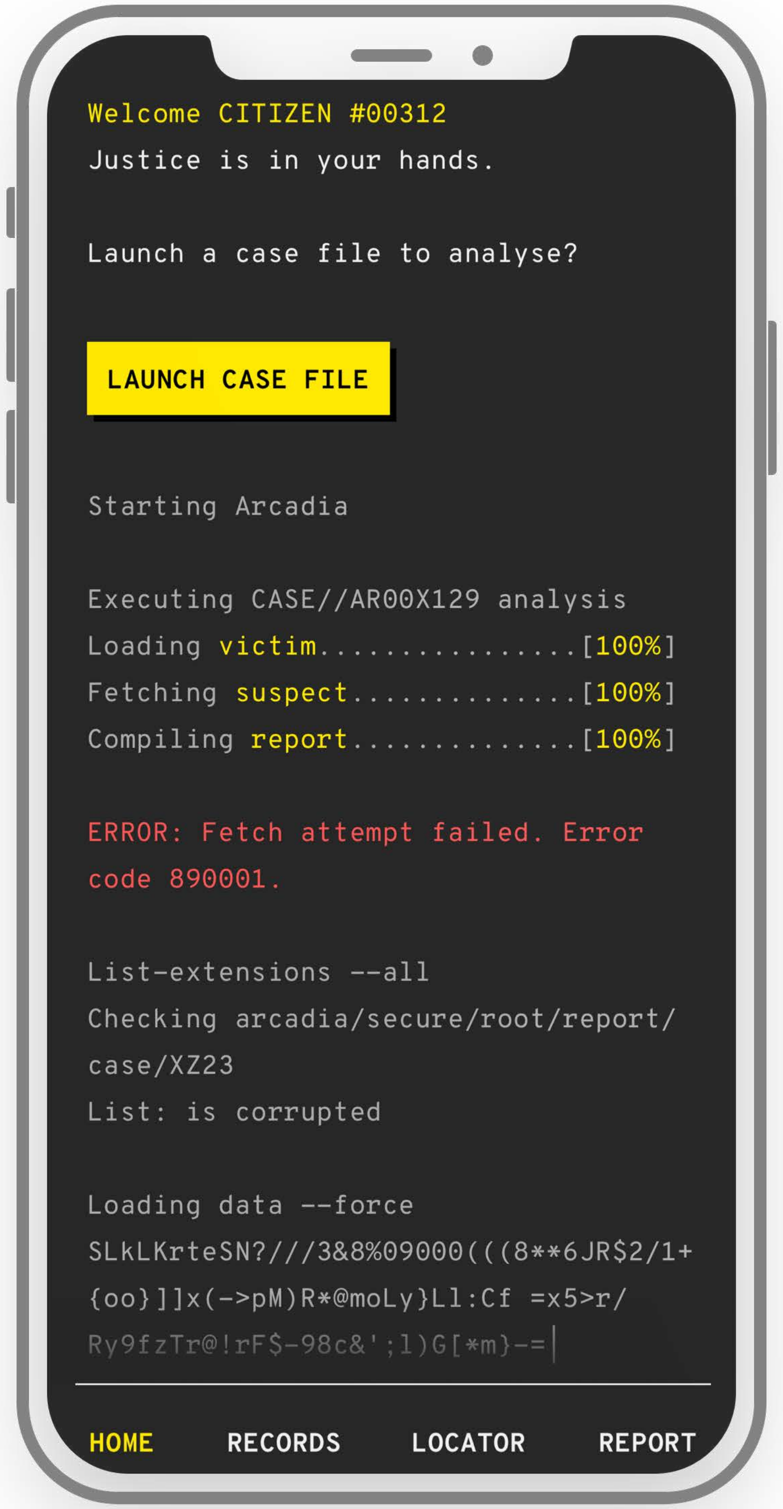
MOTIVE
Why was the crime committed?
Revenge for suspect losing company.

OPPORTUNITY
When was the crime committed?
When they met at a coffee shop.

CONFIRM
CANCEL
HOME
RECORDS
LOCATOR
REPORT

Prototype 5: Full Flow

- Alpha version of the complete flow, from launching a case to unlocking clues and solving the mystery.
- All real content in context, perfect for iterating on microcopy of the interface as well as story elements like clues.
- Click or scan to try it for yourself.



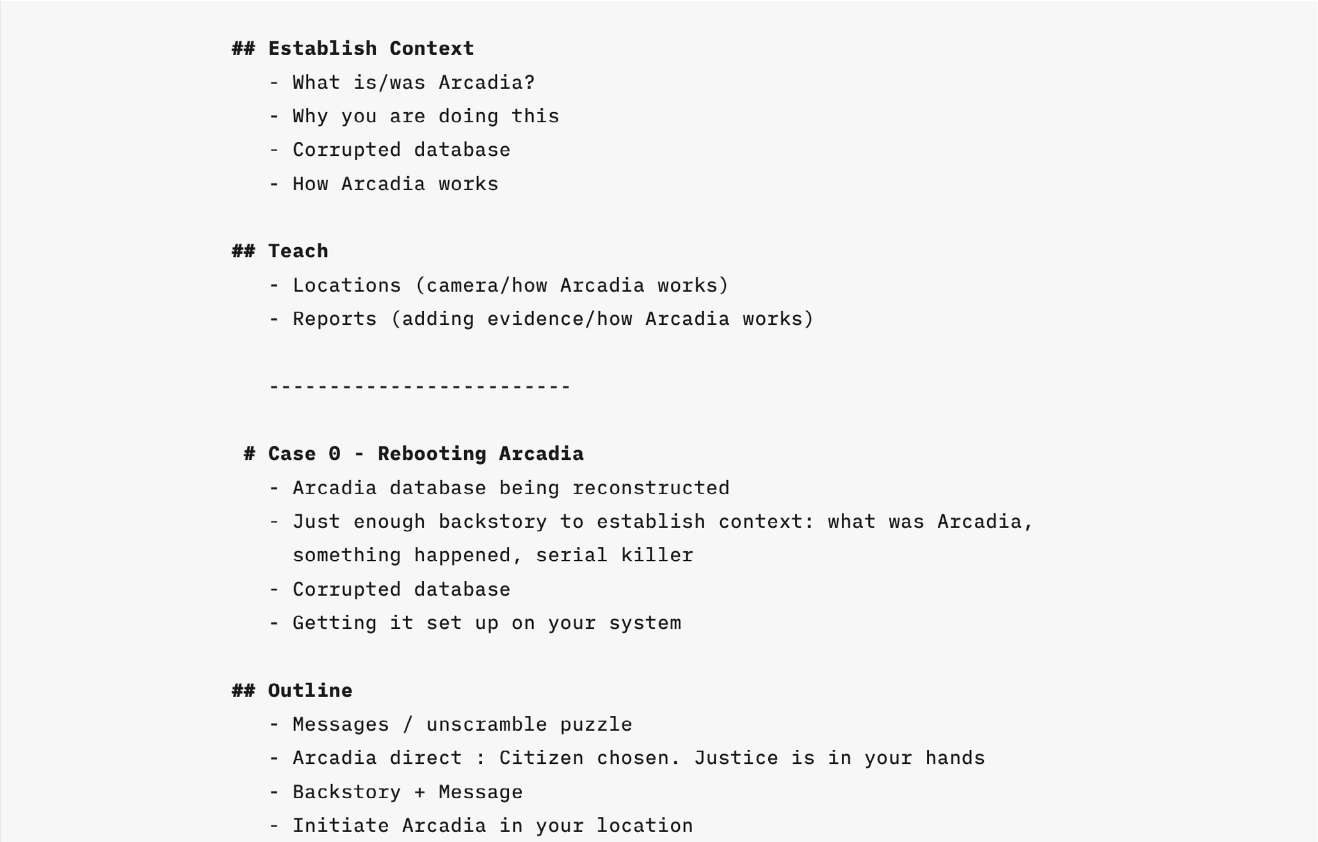
```
Welcome CITIZEN #00312
Justice is in your hands.

Launch a case file to analyse?

LAUNCH CASE FILE

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$2/1+
{oo}]]x(->pM)R*@moLy}Ll:Cf =x5>r/
Ry9fzTr@!rF$-98c&';l)G[*m}-=
```

Onboarding

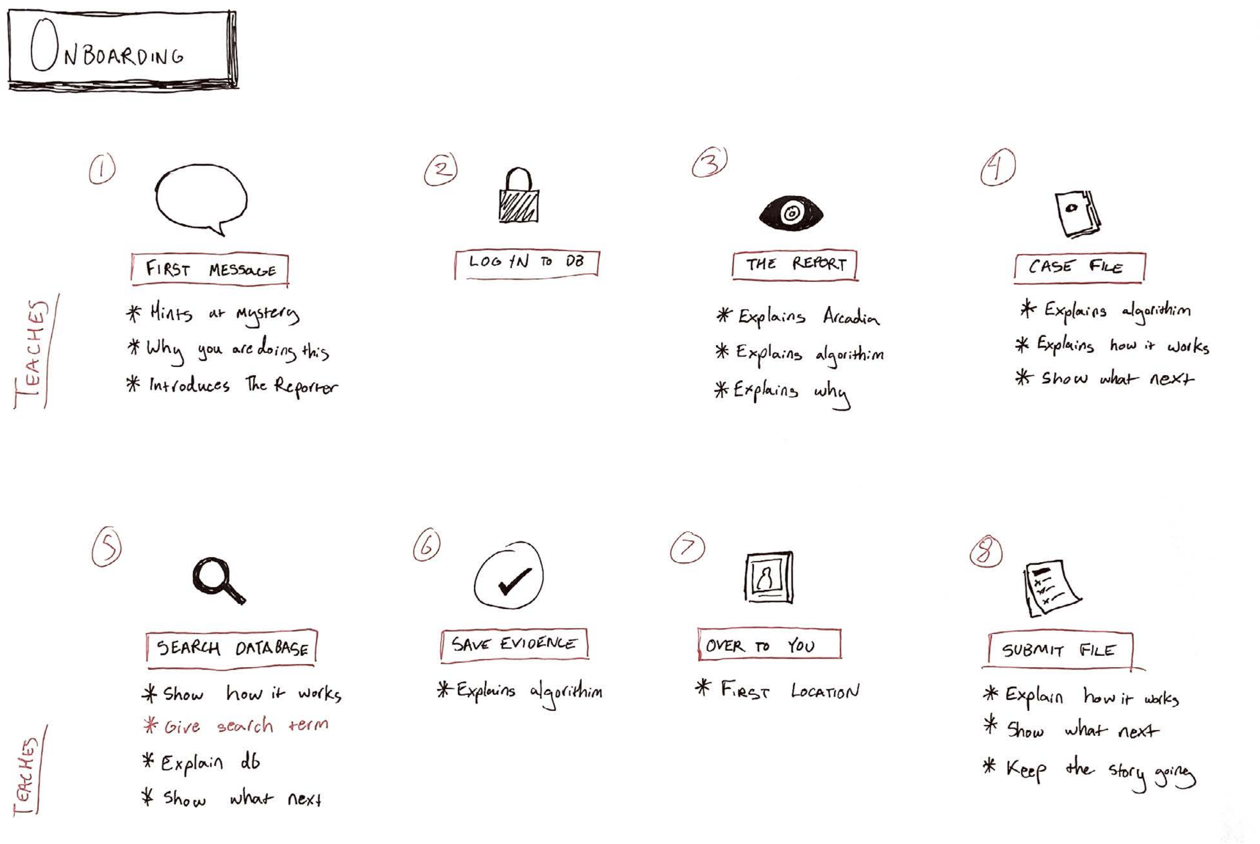
Going back to the beginning to introduce Arcadia

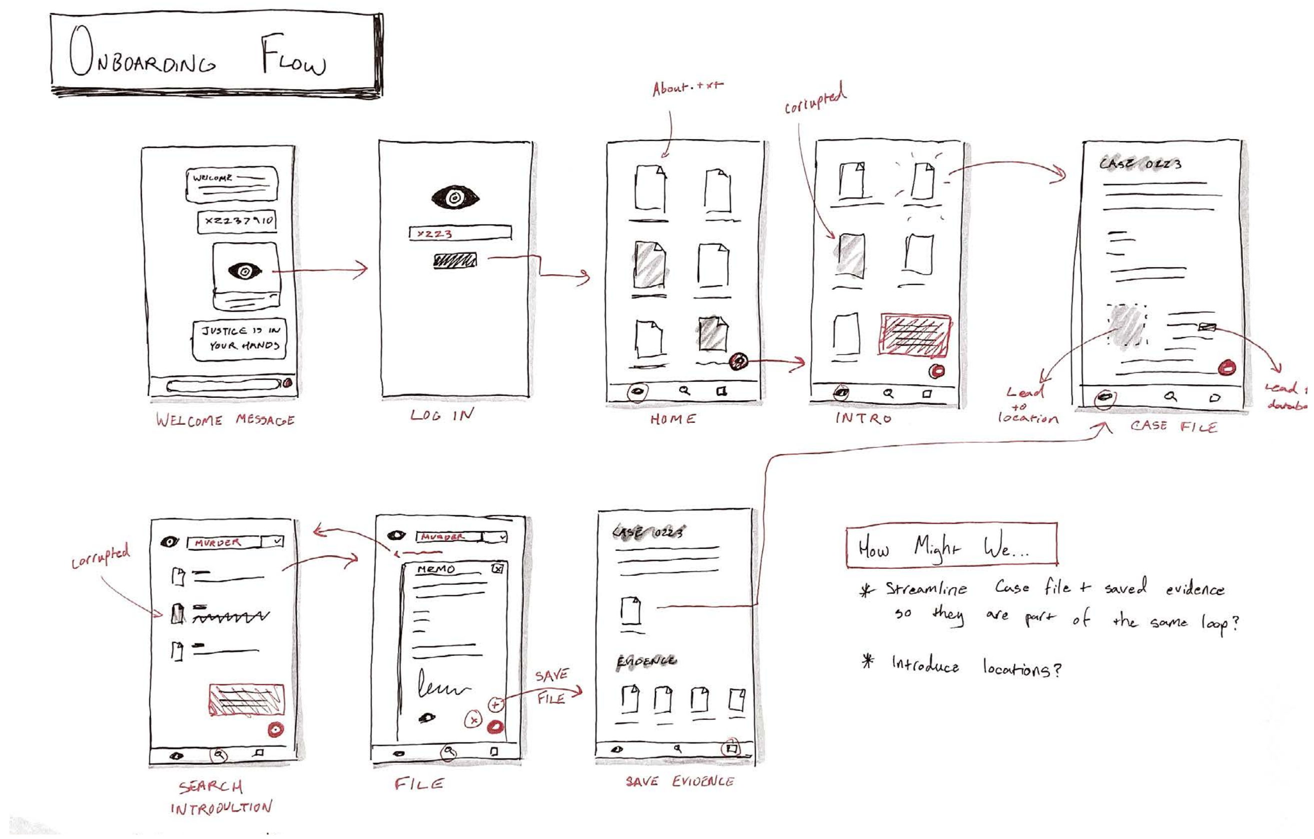
Scan or click for blog posts

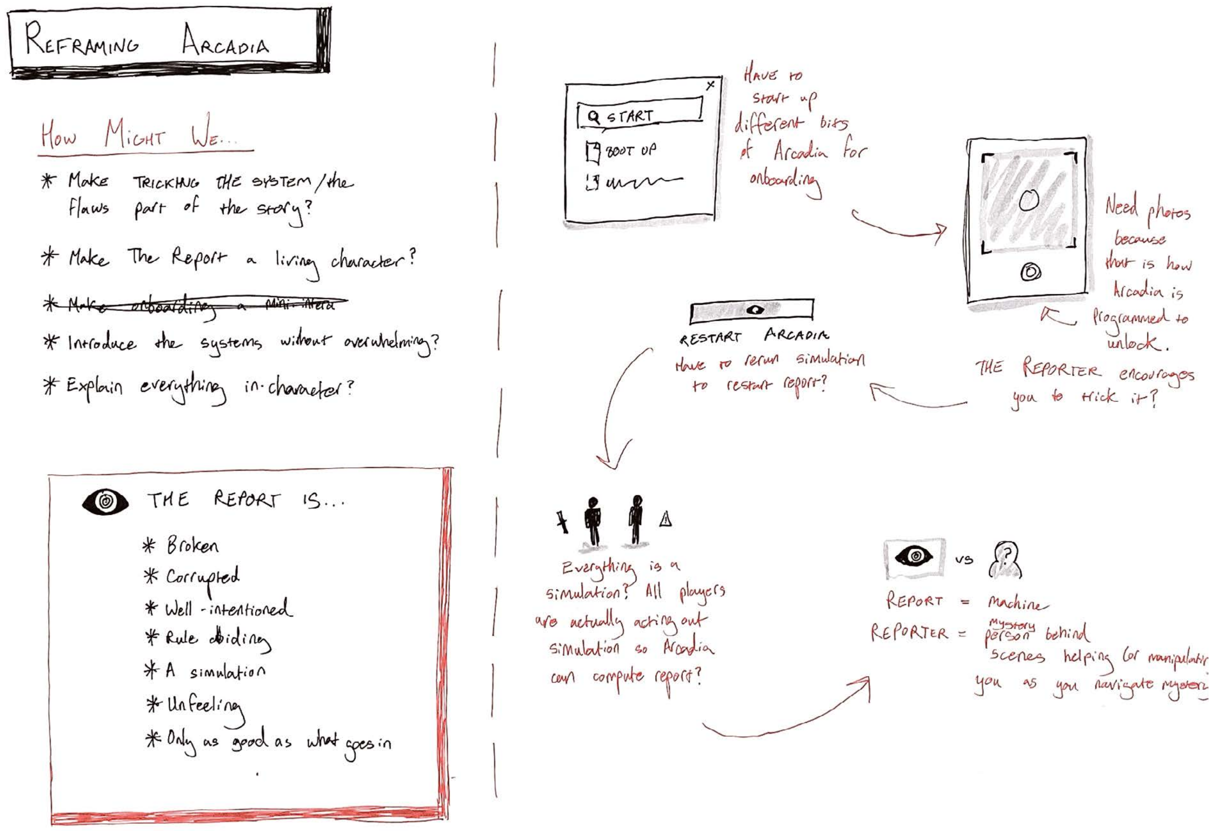
Onboarding Content Design



```
## Establish Context
    - What is/was Arcadia?
    - Why you are doing this
    - Corrupted database
    - How Arcadia works

## Teach
    - Locations (camera/how Arcadia works)
    - Reports (adding evidence/how Arcadia works)

    -------------------------

 # Case 0 - Rebooting Arcadia
    - Arcadia database being reconstructed
    - Just enough backstory to establish context: what was Arcadia,
      something happened, serial killer
    - Corrupted database
    - Getting it set up on your system

## Outline
    - Messages / unscramble puzzle
    - Arcadia direct : Citizen chosen. Justice is in your hands
    - Backstory + Message
    - Initiate Arcadia in your location
```

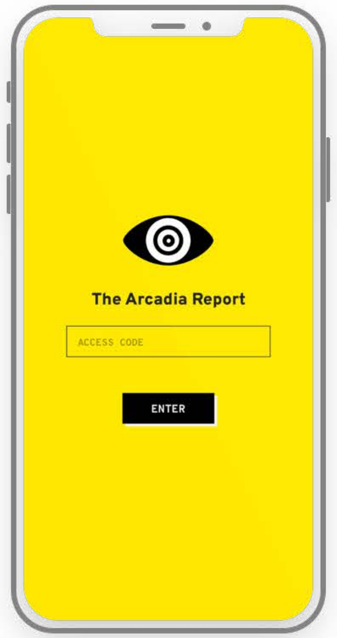

ONBOARDING
TEACHES
① FIRST MESSAGE
* Hints at mystery
* Why you are doing this
* Introduces The Reporter
② LOG IN TO DB
③ THE REPORT
* Explains Arcadia
* Explains algorithim
* Explains why
④ CASE FILE
* Explains algorithim
* Explains how it works
* Show what next
TEACHES
⑤ SEARCH DATABASE
* Show how it works
* Give search term
* Explain db
* Show what next
⑥ SAVE EVIDENCE
* Explains algorithim
⑦ OVER TO YOU
* FIRST LOCATION
⑧ SUBMIT FILE
* Explain how it works
* Show what next
* Keep the story going

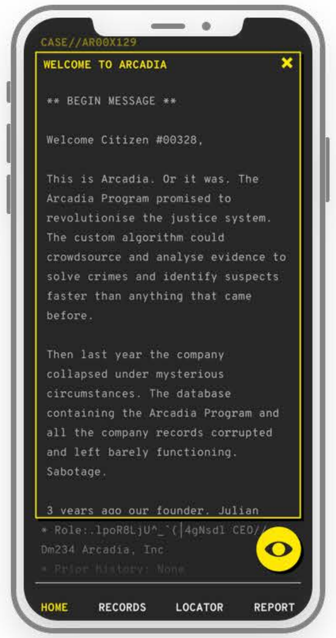

ONBOARDING FLOW
WELCOME
X2237910
JUSTICE IS IN YOUR HANDS
WELCOME MESSAGE
X223
LOG IN
About.txt
HOME
corrupted
INTRO
CASE 0223
Lead to location
Lead
CASE FILE
corrupted
MURDER
SEARCH INTRODUCTION
MURDER
MEMO
SAVE FILE
FILE
CASE 0223
EVIDENCE
SAVE EVIDENCE
How Might We...
* Streamline Case file + saved evidence so they are part of the same loop?
* Introduce locations?


REFRAMING ARCADIA
How Might We...
* Make TRICKING THE SYSTEM / the flaws part of the story?
* Make The Report a living character?
~~* Make onboarding a mini-[illegible]~~
* Introduce the systems without overwhelming?
* Explain everything in-character?
THE REPORT IS...
* Broken
* Corrupted
* Well-intentioned
* Rule abiding
* A simulation
* Unfeeling
* Only as good as what goes in
START
BOOT UP
Have to start up different bits of Arcadia for onboarding
Need photos because that is how Arcadia is programmed to unlock.
THE REPORTER encourages you to trick it?
RESTART ARCADIA
Have to rerun simulation to restart report?
Everything is a simulation? All players are actually acting out simulation so Arcadia can compute report?
VS
REPORT = Machine
REPORTER = Mystery person behind scenes helping (or manipulatin[g]) you as you navigate mysteri[es]

Onboarding: Launch and Case File

The idea is to teach first time players how to launch and investigate a case by letting them reboot the corrupted Arcadia database.


The Arcadia Report
ACCESS CODE
ENTER


CASE//AR00X129
WELCOME TO ARCADIA

** BEGIN MESSAGE **

Welcome Citizen #00328,

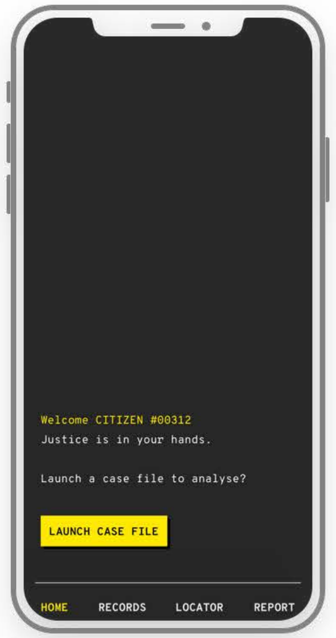
This is Arcadia. Or it was. The Arcadia Program promised to revolutionise the justice system. The custom algorithm could crowdsource and analyse evidence to solve crimes and identify suspects faster than anything that came before.

Then last year the company collapsed under mysterious circumstances. The database containing the Arcadia Program and all the company records corrupted and left barely functioning. Sabotage.

3 years ago our founder, Julian

* Role:.1poR8LjU^_`(|4gNsdl CEO//
Dm234 Arcadia, Inc
* Prior History: None

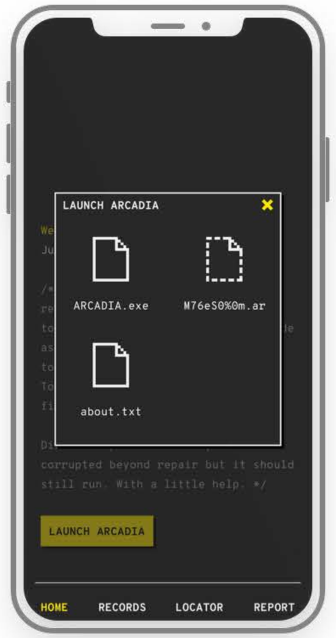
HOME
RECORDS
LOCATOR
REPORT



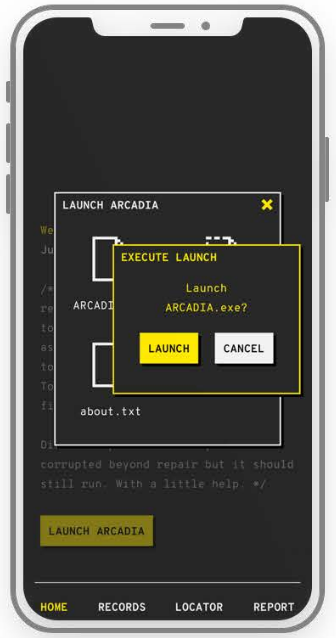
Welcome CITIZEN #00312
Justice is in your hands.

Launch a case file to analyse?

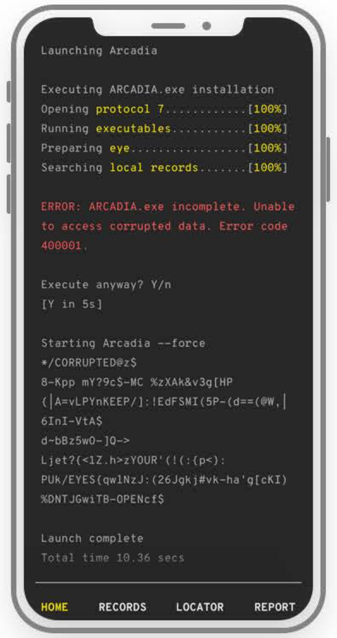
LAUNCH CASE FILE
HOME
RECORDS
LOCATOR
REPORT


LAUNCH ARCADIA
ARCADIA.exe
M76eS0%0m.ar
about.txt
LAUNCH ARCADIA
HOME
RECORDS
LOCATOR
REPORT

corrupted beyond repair but it should still run. With a little help. */

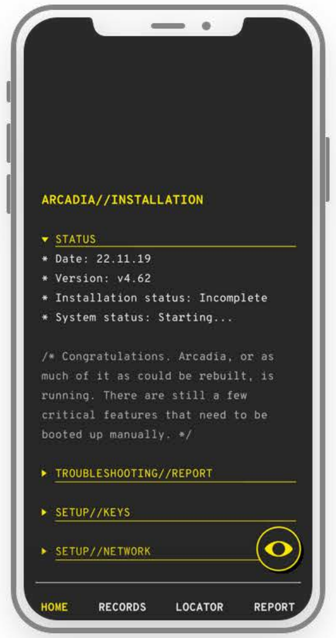

LAUNCH ARCADIA
EXECUTE LAUNCH
Launch
ARCADIA.exe?
LAUNCH
CANCEL
about.txt
LAUNCH ARCADIA
HOME
RECORDS
LOCATOR
REPORT

corrupted beyond repair but it should still run. With a little help. */



```
Launching Arcadia

Executing ARCADIA.exe installation
Opening protocol 7............[100%]
Running executables...........[100%]
Preparing eye.................[100%]
Searching local records.......[100%]

ERROR: ARCADIA.exe incomplete. Unable
to access corrupted data. Error code
400001.

Execute anyway? Y/n
[Y in 5s]

Starting Arcadia --force
*/CORRUPTED@z$
8-Kpp mY?9c$-MC %zXAk&v3g[HP
{|A=vLPYnKEEP/]:!EdFSMI(5P-(d==(@W,|
6InI-VtA$
d~bBz5w0-]Q->
Ljet?{<1Z.h>zYOUR'(!(:{p<):
PUK/EYES{qwlNzJ:(26Jgkj#vk-ha'g[cKI)
%DNTJGwiTB-OPENcf$

Launch complete
Total time 10.36 secs
```

HOME
RECORDS
LOCATOR
REPORT



ARCADIA//INSTALLATION

▼ STATUS
* Date: 22.11.19
* Version: v4.62
* Installation status: Incomplete
* System status: Starting...

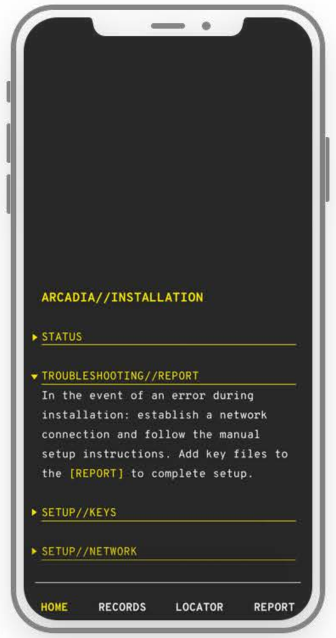
/* Congratulations. Arcadia, or as much of it as could be rebuilt, is running. There are still a few critical features that need to be booted up manually. */

▶ TROUBLESHOOTING//REPORT

▶ SETUP//KEYS

▶ SETUP//NETWORK

HOME
RECORDS
LOCATOR
REPORT



ARCADIA//INSTALLATION

▶ STATUS

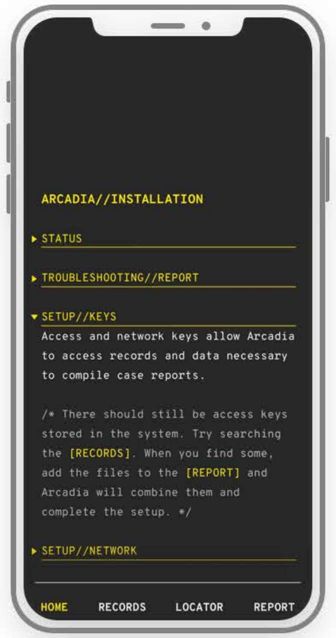
▼ TROUBLESHOOTING//REPORT

In the event of an error during installation: establish a network connection and follow the manual setup instructions. Add key files to the [REPORT] to complete setup.

▶ SETUP//KEYS

▶ SETUP//NETWORK

HOME
RECORDS
LOCATOR
REPORT



ARCADIA//INSTALLATION

▶ STATUS

▶ TROUBLESHOOTING//REPORT

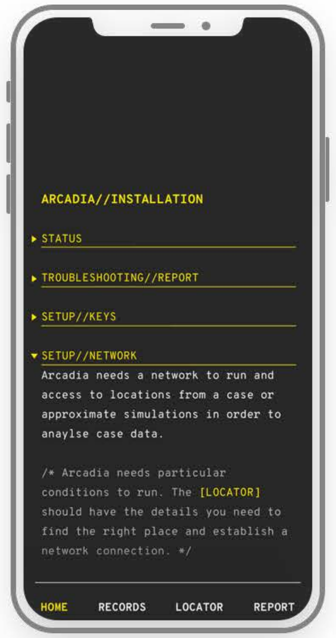
▼ SETUP//KEYS

Access and network keys allow Arcadia to access records and data necessary to compile case reports.

/* There should still be access keys stored in the system. Try searching the [RECORDS]. When you find some, add the files to the [REPORT] and Arcadia will combine them and complete the setup. */

▶ SETUP//NETWORK

HOME
RECORDS
LOCATOR
REPORT



ARCADIA//INSTALLATION

▶ STATUS

▶ TROUBLESHOOTING//REPORT

▶ SETUP//KEYS

▼ SETUP//NETWORK

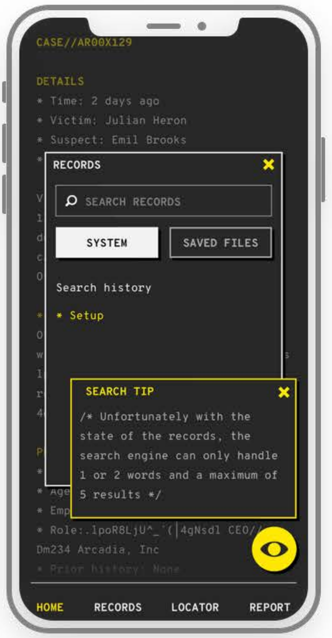
Arcadia needs a network to run and access to locations from a case or approximate simulations in order to anaylse case data.

/* Arcadia needs particular conditions to run. The [LOCATOR] should have the details you need to find the right place and establish a network connection. */

HOME
RECORDS
LOCATOR
REPORT

Onboarding: Records and Clue Files

Players can search the records for the access key files to manually restart Arcadia while discovering secrets that hint at what is to come.


CASE//AR00X129
DETAILS
RECORDS
SEARCH RECORDS
SYSTEM
SAVED FILES
HOME
RECORDS
LOCATOR
REPORT

* Time: 2 days ago
* Victim: Julian Heron
* Suspect: Emil Brooks

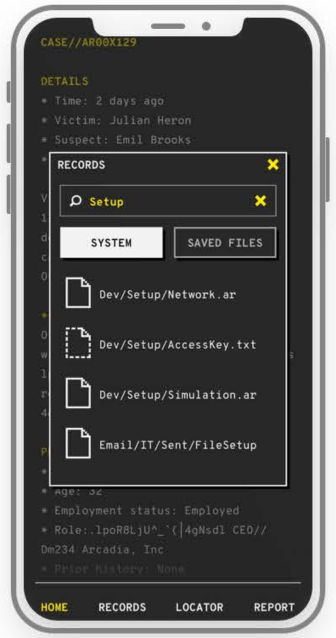
Search history

* Setup

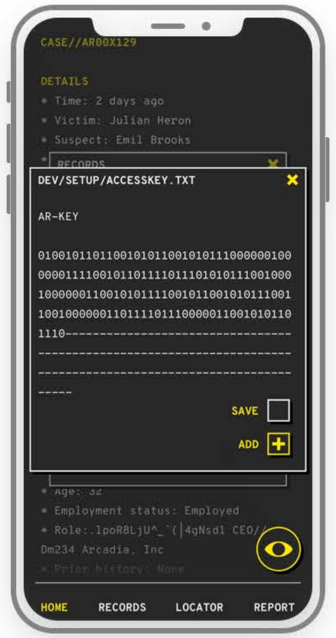
SEARCH TIP

/* Unfortunately with the state of the records, the search engine can only handle 1 or 2 words and a maximum of 5 results */

* Role:.lpoR8LjU^_`(|4gNsdl CEO//
Dm234 Arcadia, Inc

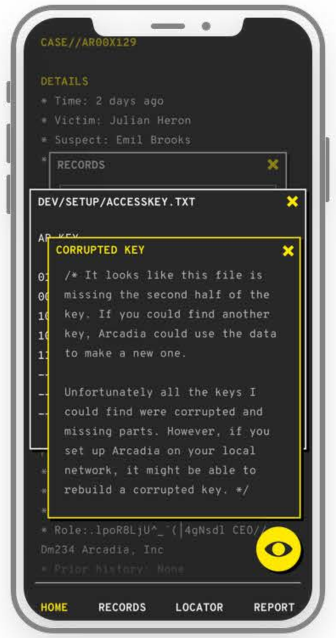

CASE//AR00X129
DETAILS
RECORDS
Setup
SYSTEM
SAVED FILES
HOME
RECORDS
LOCATOR
REPORT

- Dev/Setup/Network.ar
- Dev/Setup/AccessKey.txt
- Dev/Setup/Simulation.ar
- Email/IT/Sent/FileSetup


CASE//AR00X129
DETAILS
SAVE
ADD
HOME
RECORDS
LOCATOR
REPORT

DEV/SETUP/ACCESSKEY.TXT

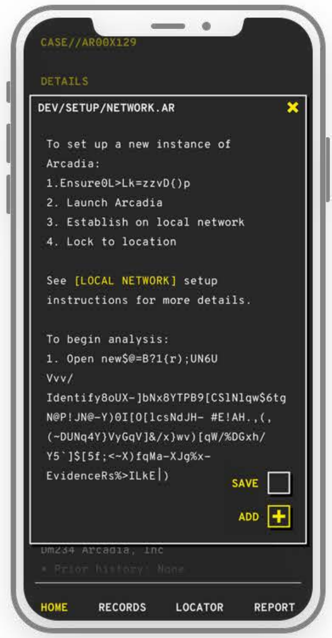
```
AR-KEY

0100101101100101011001010111000000100
0000111100101101111011101010111001000
1000000110010101111001011001010111001
1001000000110111101110000011001010110
1110---------------------------------
-------------------------------------
-------------------------------------
-----
```


CASE//AR00X129
DETAILS
RECORDS
DEV/SETUP/ACCESSKEY.TXT
HOME
RECORDS
LOCATOR
REPORT

CORRUPTED KEY

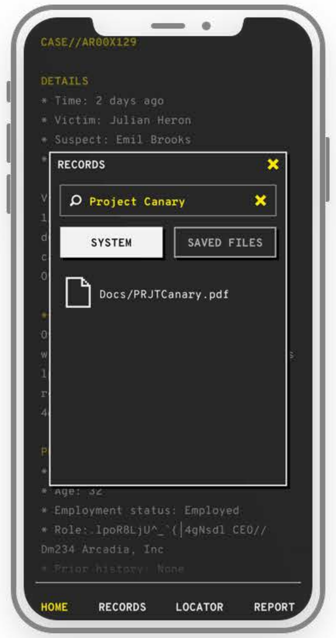
/* It looks like this file is missing the second half of the key. If you could find another key, Arcadia could use the data to make a new one.

Unfortunately all the keys I could find were corrupted and missing parts. However, if you set up Arcadia on your local network, it might be able to rebuild a corrupted key. */


CASE//AR00X129
DETAILS
SAVE
ADD
HOME
RECORDS
LOCATOR
REPORT

DEV/SETUP/NETWORK.AR

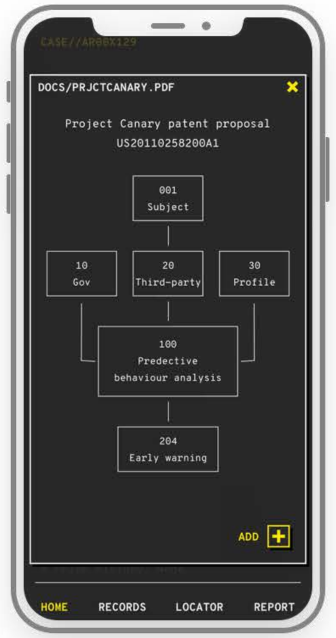
```
To set up a new instance of
Arcadia:
1.Ensure0L>Lk=zzvD()p
2. Launch Arcadia
3. Establish on local network
4. Lock to location

See [LOCAL NETWORK] setup
instructions for more details.

To begin analysis:
1. Open new$@=B?1(r);UN6U
Vvv/
Identify8oUX-]bNx8YTPB9[CSlNlqw$6tg
N@P!JN@-Y)0I[O[lcsNdJH- #E!AH.,(,
(~DUNq4Y}VyGqV]&/x}wv)[qW/%DGxh/
Y5`]$[5f;<~X)fqMa-XJg%x-
EvidenceRs%>ILkE|)
```


CASE//AR00X129
DETAILS
RECORDS
Project Canary
SYSTEM
SAVED FILES
HOME
RECORDS
LOCATOR
REPORT

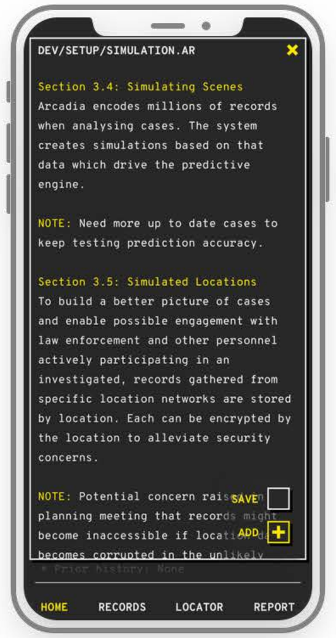
* Time: 2 days ago
* Victim: Julian Heron
* Suspect: Emil Brooks

- Docs/PRJTCanary.pdf

* Employment status: Employed
* Role:.lpoR8LjU^_`(|4gNsdl CEO//
Dm234 Arcadia, Inc


DOCS/PRJCTCANARY.PDF
001
Subject
10
Gov
20
Third-party
30
Profile
100
Predective
behaviour analysis
204
Early warning
ADD
HOME
RECORDS
LOCATOR
REPORT

Project Canary patent proposal
US20110258200A1


SAVE
ADD
HOME
RECORDS
LOCATOR
REPORT

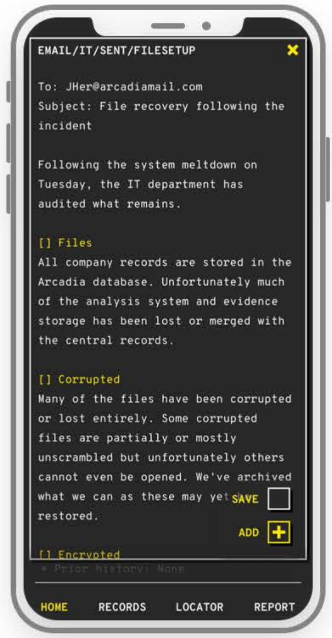
DEV/SETUP/SIMULATION.AR

Section 3.4: Simulating Scenes
Arcadia encodes millions of records when analysing cases. The system creates simulations based on that data which drive the predictive engine.

NOTE: Need more up to date cases to keep testing prediction accuracy.

Section 3.5: Simulated Locations
To build a better picture of cases and enable possible engagement with law enforcement and other personnel actively participating in an investigated, records gathered from specific location networks are stored by location. Each can be encrypted by the location to alleviate security concerns.

NOTE: Potential concern rais planning meeting that records might become inaccessible if locati becomes corrupted in the unlikely


SAVE
ADD
HOME
RECORDS
LOCATOR
REPORT

EMAIL/IT/SENT/FILESETUP

To: JHer@arcadiamail.com
Subject: File recovery following the incident

Following the system meltdown on Tuesday, the IT department has audited what remains.

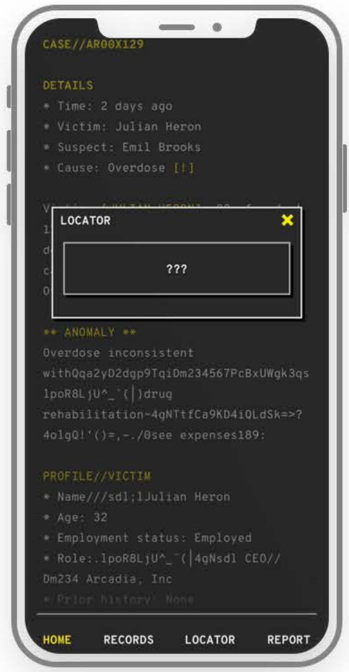
[] Files
All company records are stored in the Arcadia database. Unfortunately much of the analysis system and evidence storage has been lost or merged with the central records.

[] Corrupted
Many of the files have been corrupted or lost entirely. Some corrupted files are partially or mostly unscrambled but unfortunately others cannot even be opened. We've archived what we can as these may yet restored.

[] Encrypted

Onboarding: Locations

The onboarding offers a simple introduction to locations that players can complete from anywhere.

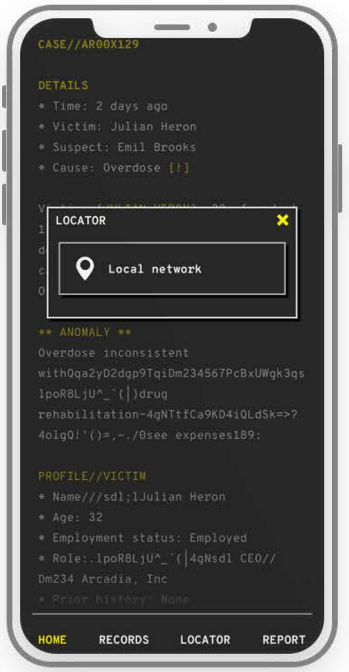

CASE//AR00X129

DETAILS
- Time: 2 days ago
- Victim: Julian Heron
- Suspect: Emil Brooks
- Cause: Overdose [!]

** ANOMALY **
Overdose inconsistent withQqa2yD2dgp9TqiDm234567PcBxUWgk3qs lpoR8LjU^_`(|)drug rehabilitation~4gNTtfCa9KD4iQLdSk=>? 4olgQ!'()=,-./0see expenses189:

PROFILE//VICTIM
- Name///sdl;lJulian Heron
- Age: 32
- Employment status: Employed
- Role:.lpoR8LjU^_`(|4gNsdl CEO// Dm234 Arcadia, Inc
- Prior history: None

LOCATOR
???
HOME
RECORDS
LOCATOR
REPORT

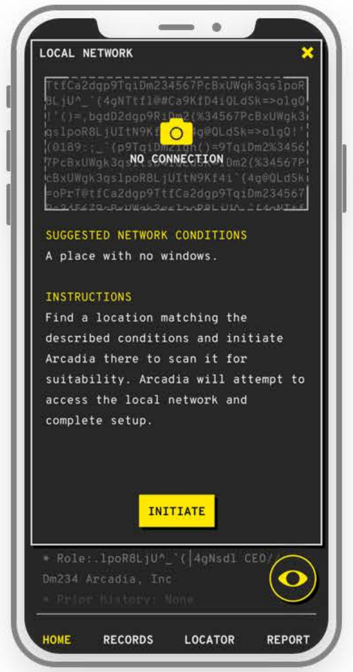

CASE//AR00X129

DETAILS
- Time: 2 days ago
- Victim: Julian Heron
- Suspect: Emil Brooks
- Cause: Overdose [!]

** ANOMALY **
Overdose inconsistent withQqa2yD2dgp9TqiDm234567PcBxUWgk3qs lpoR8LjU^_`(|)drug rehabilitation-4gNTtfCa9KD4iQLdSk=>? 4olgQ!'()=,-./0see expenses189:

PROFILE//VICTIM
- Name///sdl;lJulian Heron
- Age: 32
- Employment status: Employed
- Role:.lpoR8LjU^_`(|4gNsdl CEO// Dm234 Arcadia, Inc
- Prior history: None

LOCATOR
Local network
HOME
RECORDS
LOCATOR
REPORT

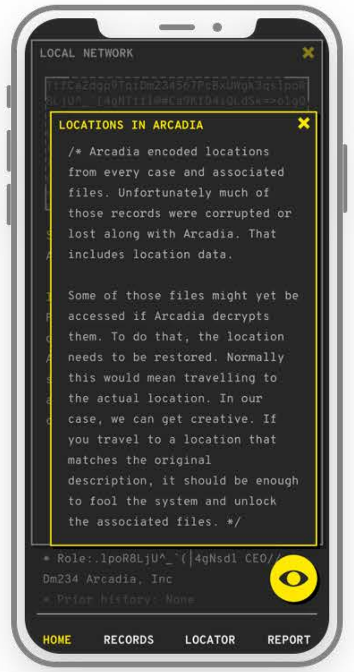

LOCAL NETWORK

NO CONNECTION

SUGGESTED NETWORK CONDITIONS
A place with no windows.

INSTRUCTIONS
Find a location matching the described conditions and initiate Arcadia there to scan it for suitability. Arcadia will attempt to access the local network and complete setup.

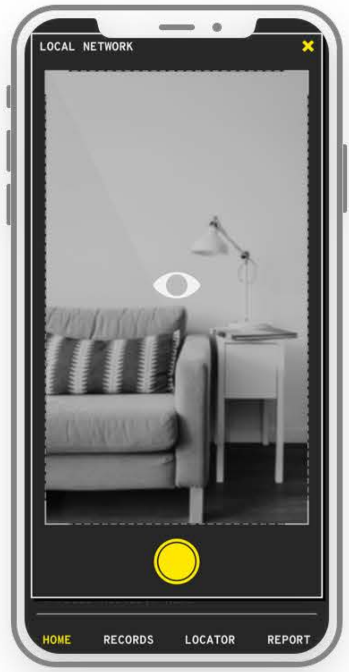
INITIATE
HOME
RECORDS
LOCATOR
REPORT

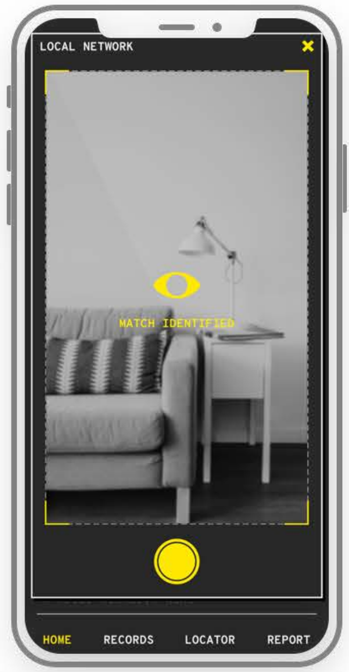

LOCATIONS IN ARCADIA

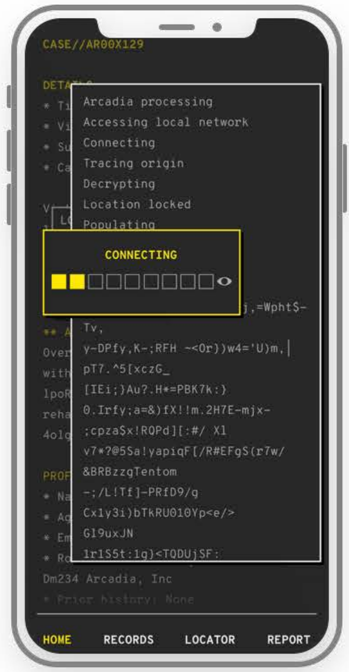
/* Arcadia encoded locations from every case and associated files. Unfortunately much of those records were corrupted or lost along with Arcadia. That includes location data.

Some of those files might yet be accessed if Arcadia decrypts them. To do that, the location needs to be restored. Normally this would mean travelling to the actual location. In our case, we can get creative. If you travel to a location that matches the original description, it should be enough to fool the system and unlock the associated files. */

LOCAL NETWORK
HOME
RECORDS
LOCATOR
REPORT


LOCAL NETWORK
HOME
RECORDS
LOCATOR
REPORT


LOCAL NETWORK
MATCH IDENTIFIED
HOME
RECORDS
LOCATOR
REPORT


CASE//AR00X129

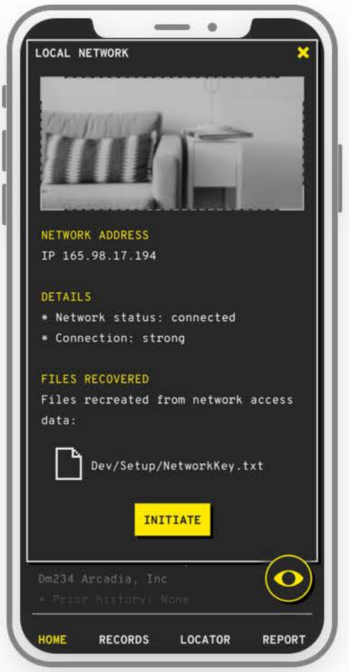
Arcadia processing
Accessing local network
Connecting
Tracing origin
Decrypting
Location locked
Populating

CONNECTING

```
j,=Wpht$-
Tv,
y-DPfy,K-;RFH ~<Or})w4='U)m,|
pT7.^5[xczG_
[IEi;}Au?.H*=PBK7k:}
0.Irfy;a=&)fX!!m.2H7E-mjx-
;cpza$x!RQPd][:#/ X1
v7*?@5Sa!yapiqF[/R#EFgS(r7w/
&BRBzzgTentom
-;/L!Tf]-PRfD9/g
Cx1y3i)bTkRU010Yp<e/>
Gl9uxJN
1r1S5t:1g}<TQDUjSF:
```

Dm234 Arcadia, Inc
- Prior history: None

HOME
RECORDS
LOCATOR
REPORT


LOCAL NETWORK

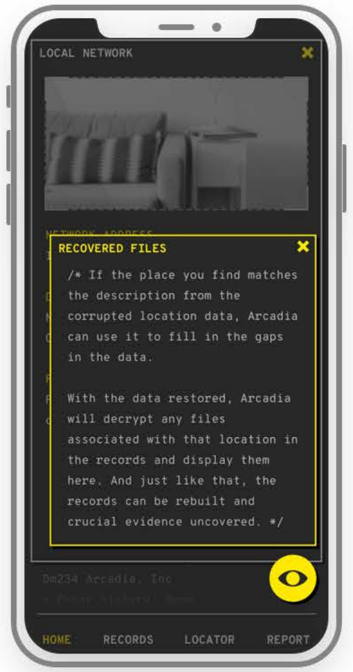
NETWORK ADDRESS
IP 165.98.17.194

DETAILS
- Network status: connected
- Connection: strong

FILES RECOVERED
Files recreated from network access data:

Dev/Setup/NetworkKey.txt

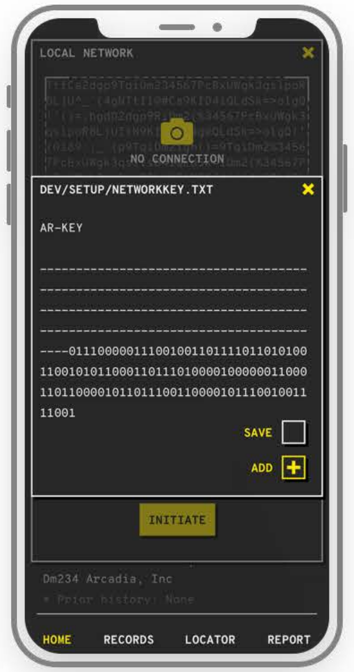
INITIATE
HOME
RECORDS
LOCATOR
REPORT


RECOVERED FILES

/* If the place you find matches the description from the corrupted location data, Arcadia can use it to fill in the gaps in the data.

With the data restored, Arcadia will decrypt any files associated with that location in the records and display them here. And just like that, the records can be rebuilt and crucial evidence uncovered. */

LOCAL NETWORK
HOME
RECORDS
LOCATOR
REPORT


DEV/SETUP/NETWORKKEY.TXT

AR-KEY

```
------------------------------------
------------------------------------
------------------------------------
------------------------------------
----01110000011100100110111011010100
1100101011000110111010000100000011000
1101100001011011100110000101110010011
11001
```

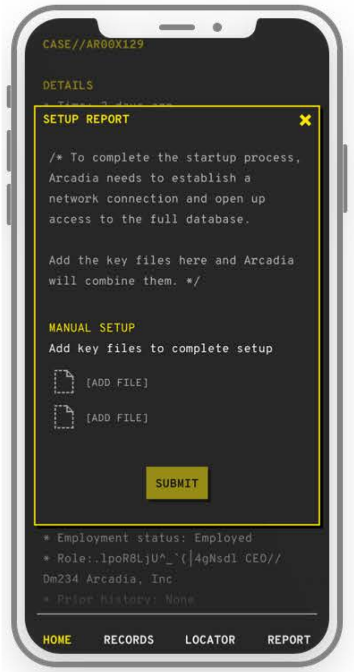
SAVE ☐

ADD ⊞

LOCAL NETWORK
NO CONNECTION
INITIATE
HOME
RECORDS
LOCATOR
REPORT

Onboarding: Case Report

Adding the key files restarts Arcadia and introduces players to what it is like to solve a case. With Arcadia back up and running, they can then dive into the first chapter ready to go.



CASE//AR00X129

DETAILS

SETUP REPORT

/* To complete the startup process, Arcadia needs to establish a network connection and open up access to the full database.

Add the key files here and Arcadia will combine them. */

MANUAL SETUP

Add key files to complete setup

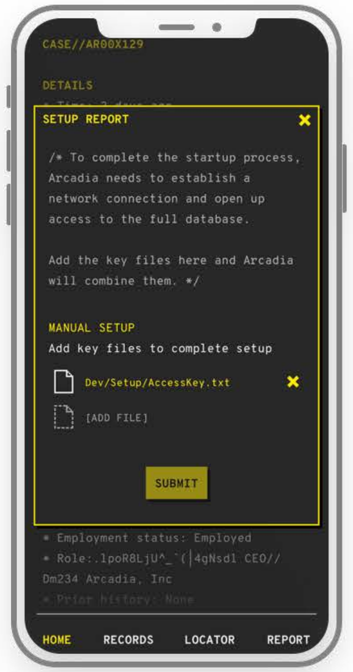
[ADD FILE]

[ADD FILE]

* Employment status: Employed

* Role:.1poR8LjU^_`(|4gNsdl CEO// Dm234 Arcadia, Inc

* Prior history: None



CASE//AR00X129

DETAILS

SETUP REPORT

/* To complete the startup process, Arcadia needs to establish a network connection and open up access to the full database.

Add the key files here and Arcadia will combine them. */

MANUAL SETUP

Add key files to complete setup

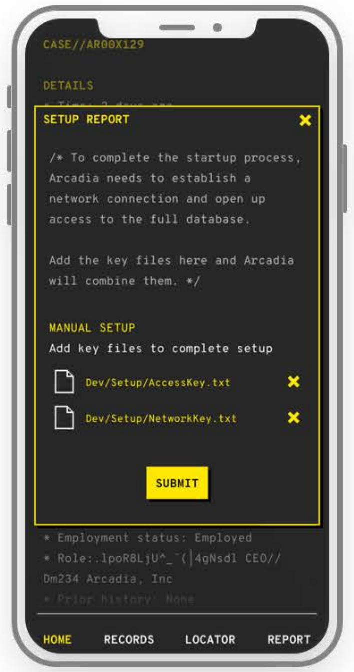
Dev/Setup/AccessKey.txt

[ADD FILE]

* Employment status: Employed

* Role:.1poR8LjU^_`(|4gNsdl CEO// Dm234 Arcadia, Inc

* Prior history: None



CASE//AR00X129

DETAILS

SETUP REPORT

/* To complete the startup process, Arcadia needs to establish a network connection and open up access to the full database.

Add the key files here and Arcadia will combine them. */

MANUAL SETUP

Add key files to complete setup

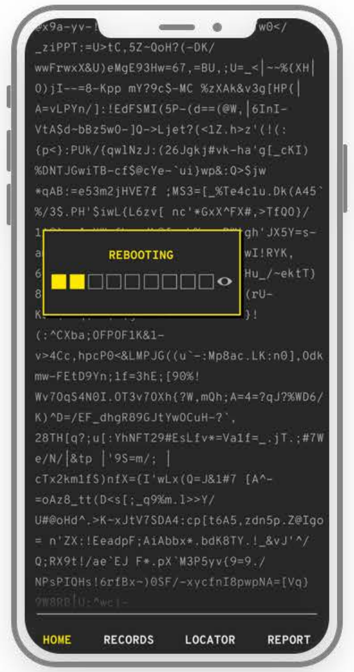
Dev/Setup/AccessKey.txt

Dev/Setup/NetworkKey.txt

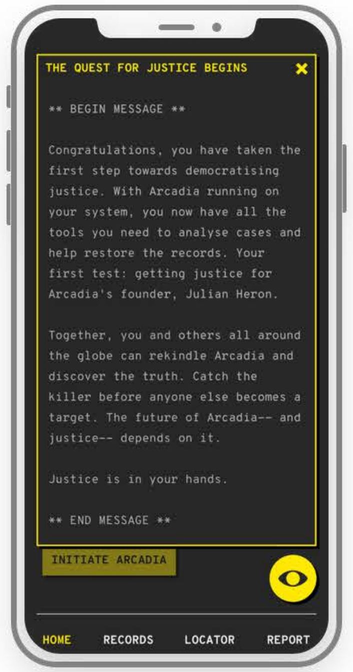
* Employment status: Employed

* Role:.1poR8LjU^_`(|4gNsdl CEO// Dm234 Arcadia, Inc

* Prior history: None



```
@x9a-yv-!                         w0</
_ziPPT:=U>tC,5Z~QoH?(-DK/
wwFrwxX&U)eMgE93Hw=67,=BU,;U=_<|~~%{XH|
O)jI--=8-Kpp mY?9c$-MC %zXAk&v3g[HP(|
A=vLPYn/]:!EdFSMI(5P-(d==(@W,|6InI-
VtA$d~bBz5w0-]Q->Ljet?(<1Z.h>z'(!(:
{p<}:PUk/{qwlNzJ:(26Jgkj#vk-ha'g[_cKI)
%DNTJGwiTB-cf$@cYe-`ui}wp&:Q>$jw
*qAB:=e53m2jHVE7f ;MS3=[_%Te4c1u.Dk(A45`
%/3$.PH'$iwL{L6zv[ nc'*GxX^FX#,>TfQ0}/
1                                gh'JX5Y=s-
a                                wI!RYK,
6                                Hu_/~ektT)
8                                (rU-
K                                }!
(:^CXba;0FP0F1K&1-
v>4Cc,hpcP0<&LMPJG((u`-:Mp8ac.LK:n0],0dk
mw-FEtD9Yn;1f=3hE;[90%!
Wv70qS4N0I.0T3v70Xh{?W,mQh;A=4=?qJ?%WD6/
K)^D=/EF_dhgR89GJtYw0CuH-?`,
28TH[q?;u[:YhNFT29#EsLfv*=Va1f=_.jT.;#7W
e/N/|&tp |'9S=m/; |
cTx2km1fS)nfX={I'wLx(Q=J&1#7 {A^-
=oAz8_tt(D<s[;_q9%m.1>>Y/
U#@oHd^.>K-xJtV7SDA4:cp[t6A5,zdn5p.Z@Igo
= n'ZX:!EeadpF;AiAbbx*.bdK8TY.!_&vJ'^/
Q;RX9t!/ae`EJ F*.pX`M3P5yv{9=9./
NPsPIQHs!6rfBx~)0SF/-xycfnI8pwpNA=[Vq}
9W8RB|U:^wc|-
```



THE QUEST FOR JUSTICE BEGINS

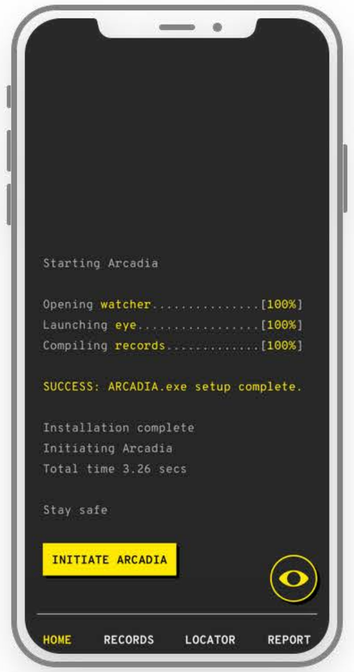
** BEGIN MESSAGE **

Congratulations, you have taken the first step towards democratising justice. With Arcadia running on your system, you now have all the tools you need to analyse cases and help restore the records. Your first test: getting justice for Arcadia's founder, Julian Heron.

Together, you and others all around the globe can rekindle Arcadia and discover the truth. Catch the killer before anyone else becomes a target. The future of Arcadia-- and justice-- depends on it.

Justice is in your hands.

** END MESSAGE **

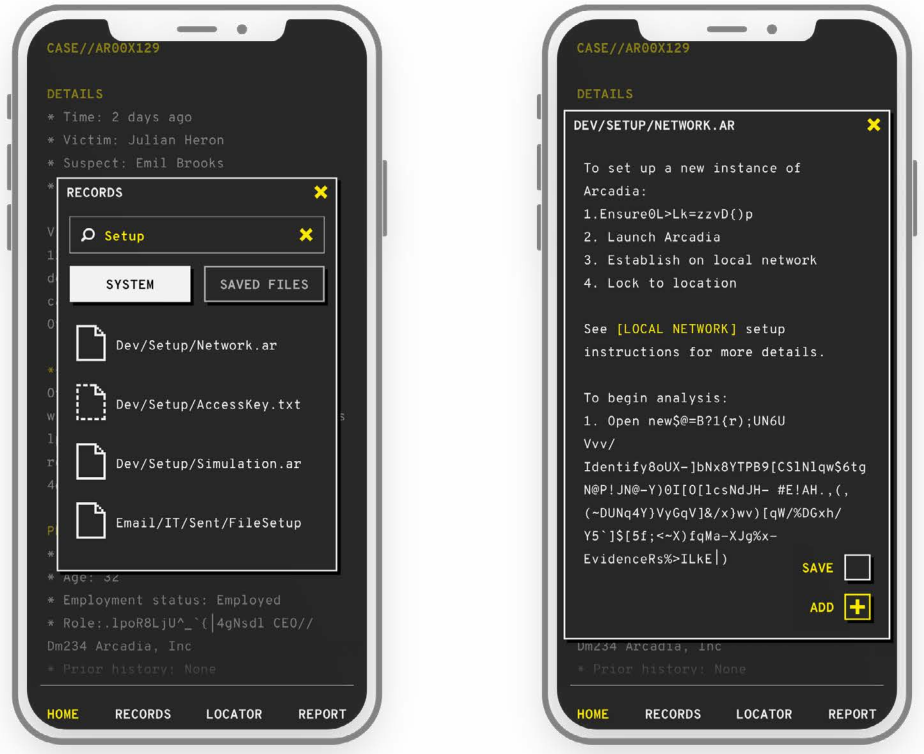


```
Starting Arcadia

Opening watcher...............[100%]
Launching eye.................[100%]
Compiling records.............[100%]

SUCCESS: ARCADIA.exe setup complete.

Installation complete
Initiating Arcadia
Total time 3.26 secs

Stay safe
```

Iterating Based on Usability Testing

v0.1

Save + Add



* Time: 2 days ago
* Victim: Julian Heron
* Suspect: Emil Brooks

Dev/Setup/Network.ar
Dev/Setup/AccessKey.txt
Dev/Setup/Simulation.ar
Email/IT/Sent/FileSetup

* Employment status: Employed
* Role:.1poR8LjU^_`{|4gNsdl CEO//
Dm234 Arcadia, Inc
* Prior history: None

DEV/SETUP/NETWORK.AR

To set up a new instance of
Arcadia:
1.Ensure0L>Lk=zzvD{)p
2. Launch Arcadia
3. Establish on local network
4. Lock to location

See [LOCAL NETWORK] setup
instructions for more details.

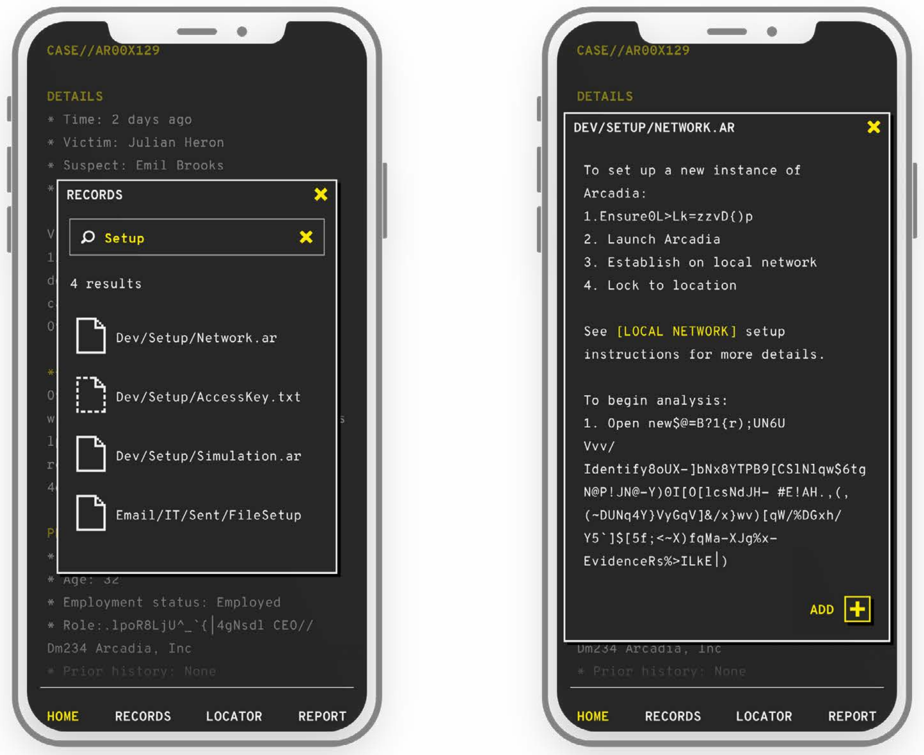
To begin analysis:
1. Open new$@=B?1{r);UN6U
Vvv/
Identify8oUX-]bNx8YTPB9[CSlNlqw$6tg
N@P!JN@-Y)0I[0[lcsNdJH- #E!AH.,(,
(~DUNq4Y}VyGqV]&/x}wv)[qW/%DGxh/
Y5`]$[5f;<~X)fqMa-XJg%x-
EvidenceRs%>ILkE|)

SAVE ☐

ADD ⊞

v0.2

**Add directly
to report**



* Time: 2 days ago
* Victim: Julian Heron
* Suspect: Emil Brooks

4 results

Dev/Setup/Network.ar
Dev/Setup/AccessKey.txt
Dev/Setup/Simulation.ar
Email/IT/Sent/FileSetup

* Employment status: Employed
* Role:.1poR8LjU^_`{|4gNsdl CEO//
Dm234 Arcadia, Inc
* Prior history: None

DEV/SETUP/NETWORK.AR

To set up a new instance of
Arcadia:
1.Ensure0L>Lk=zzvD{)p
2. Launch Arcadia
3. Establish on local network
4. Lock to location

See [LOCAL NETWORK] setup
instructions for more details.

To begin analysis:
1. Open new$@=B?1{r);UN6U
Vvv/
Identify8oUX-]bNx8YTPB9[CSlNlqw$6tg
N@P!JN@-Y)0I[0[lcsNdJH- #E!AH.,(,
(~DUNq4Y}VyGqV]&/x}wv)[qW/%DGxh/
Y5`]$[5f;<~X)fqMa-XJg%x-
EvidenceRs%>ILkE|)

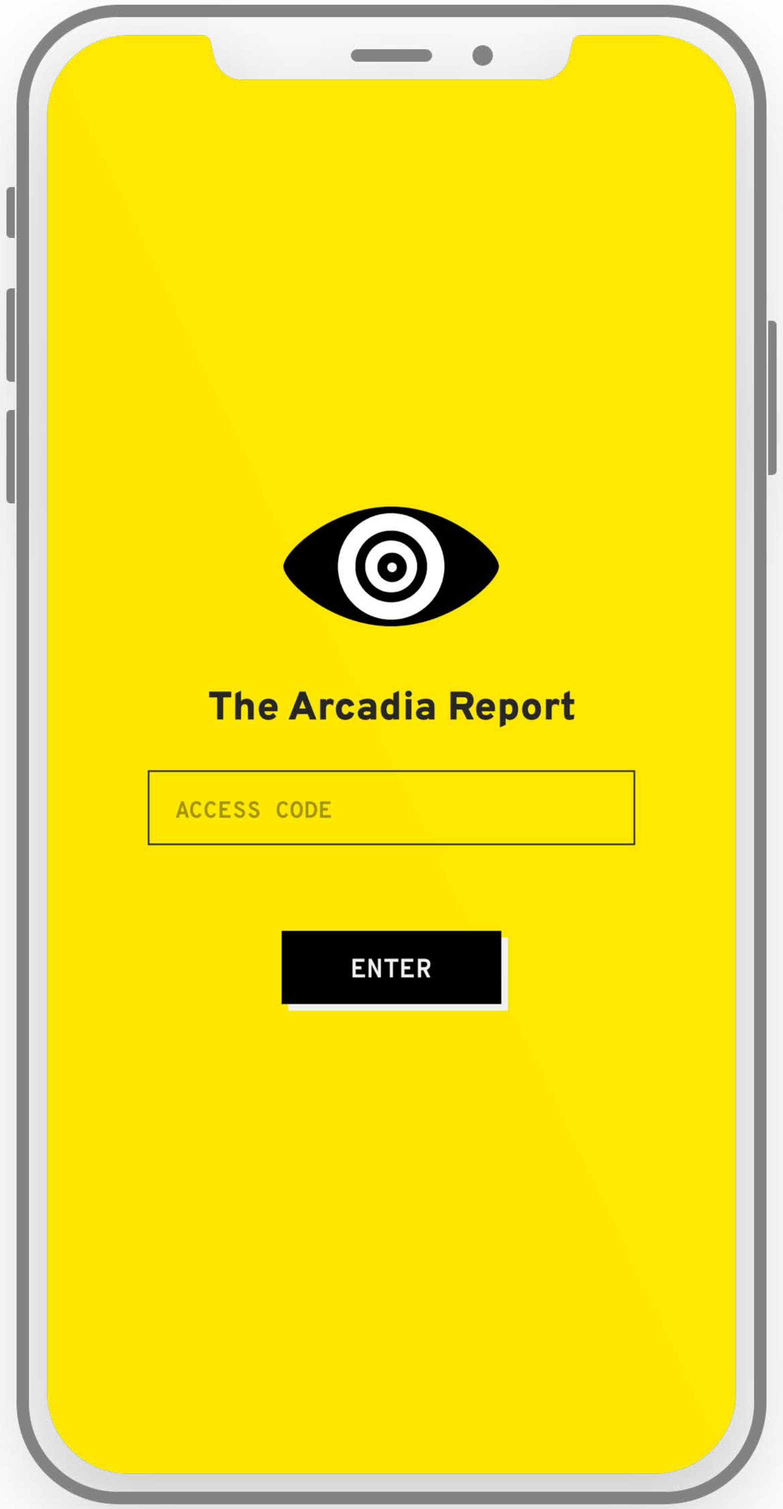
ADD ⊞

- Testing with users, people were absorbed in the story but struggled to understand the difference between saving evidence for later vs adding directly to the report.
- Opting for simplicity, I removed the save for later function entirely. This simplifies the experience for users while centring activity around the case report.
- In the next version, the goal will be to continue testing and simplify further now that the core content is in place.

Onboarding Prototype

Prototype 6: Onboarding

- Onboarding incorporated everything I learned from previous prototypes and user feedback to introduce the core elements of The Arcadia Report.
- Iterating on the full flow, I continued to refine the visual design, introducing the 'Arcadia eye' for contextual clues.
- Click or scan to try it for yourself.



Stay safe