

# **The Arcadia Report**

IXD503+504

Kezie Todd



Click or scan to explore the case files and  
experience The Arcadia Report for yourself

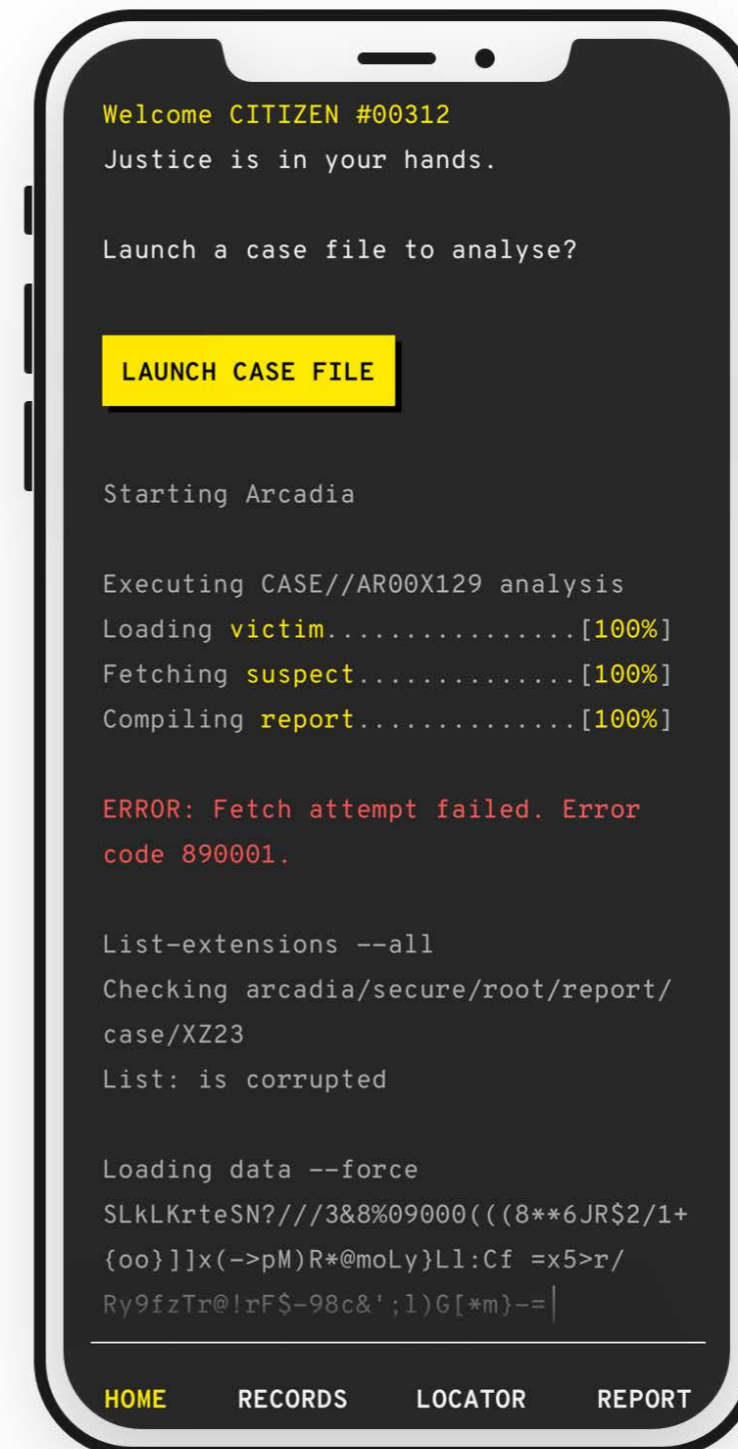


# Arcadia Reborn

Overhauling the core experience based on testing

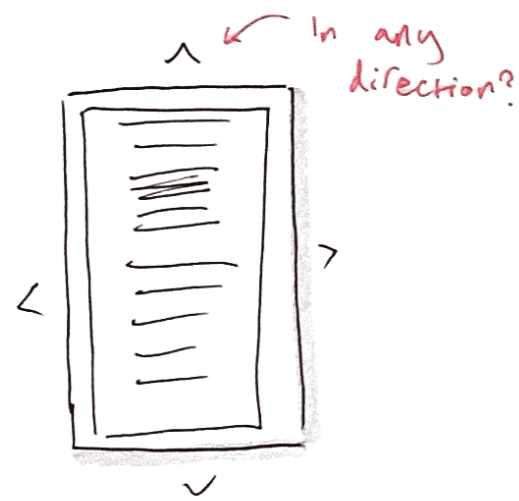
## Where We Left Off

- Completed The Arcadia Report alpha after months of talking to users, plotting (fictional) murders, and 7+ prototypes.
- Further testing and my own analysis determined the concept resonated but the experience had drifted. So I decided to overhaul and refine the core experience to focus on the key differentiator (locations).
- Click or scan to see where we left off.

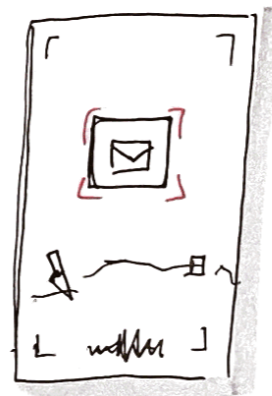


# 🎯 Rapid Iteration

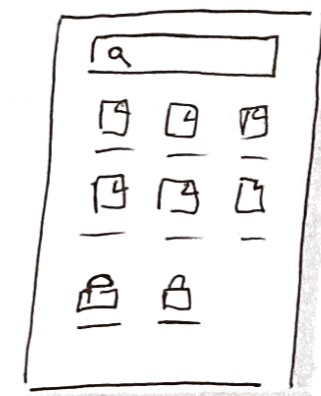
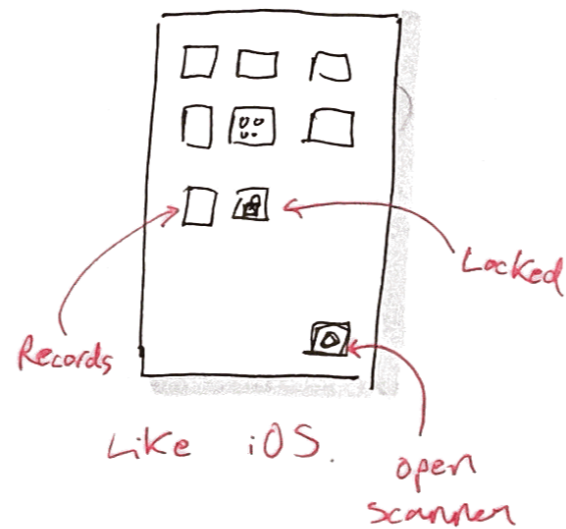
How might we... Recenter the experience around locations and make it as simple—and entertaining—as possible?



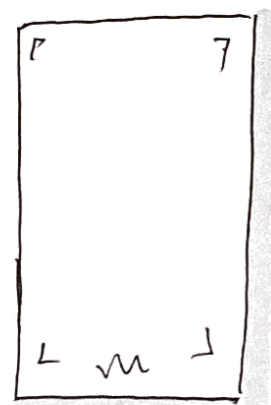
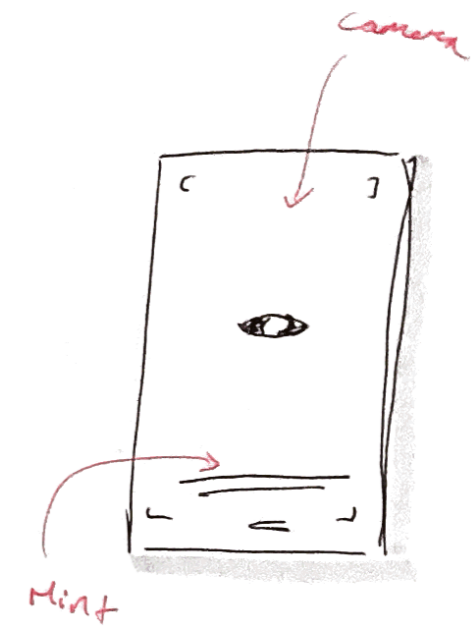
Swipe through clues



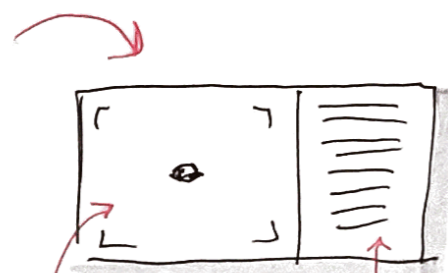
Scan room.  
Everything in AR in camera



All based in search?



Camera



Twirl

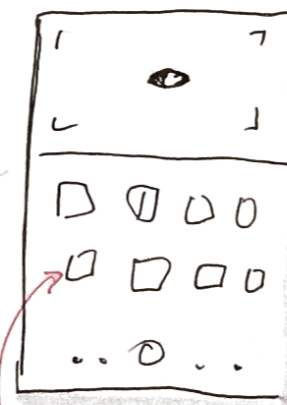
Live camera

code stream/  
evidence/  
output



Scan + menu

open on scanner

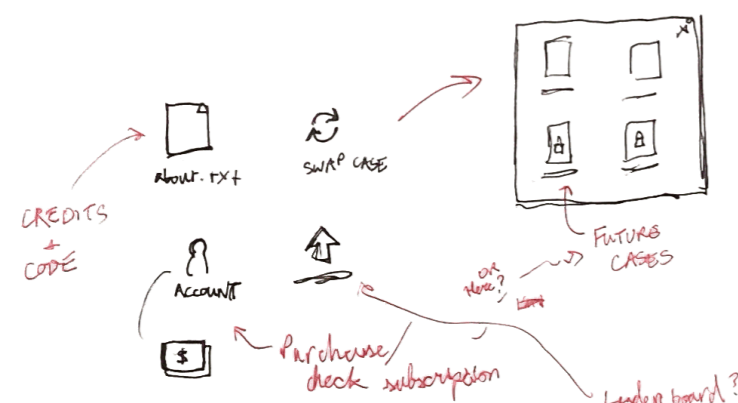


Evidence added

(RAZY 8s  
(+/- a few)

# One Week Design Sprint

- \* Swap case files
- \* Check account/subscription options
- \* Purchase/subscribe
- \* Credits/about



## SCANNER

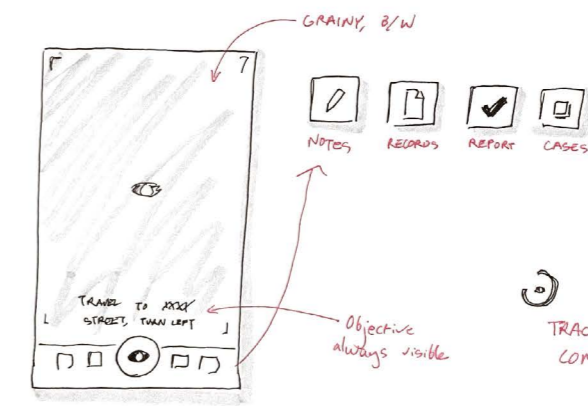
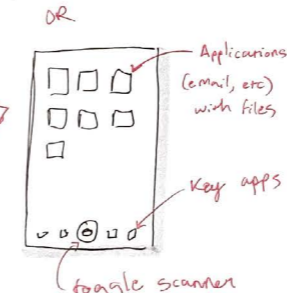
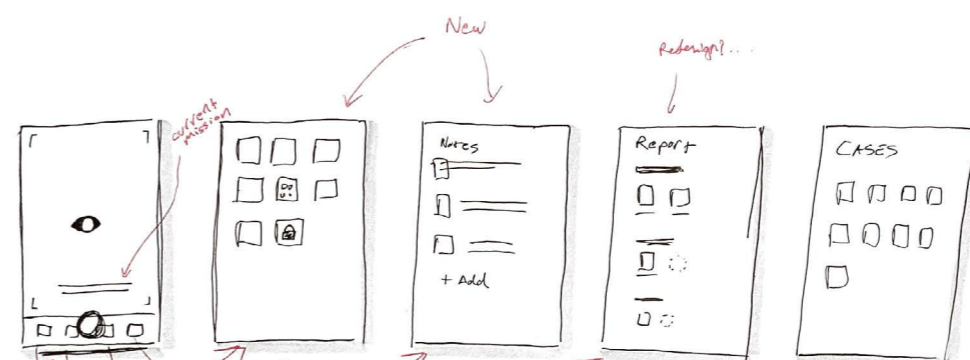
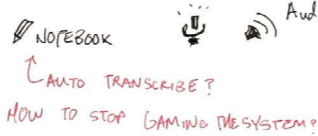
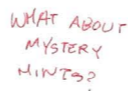
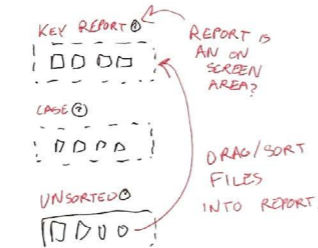
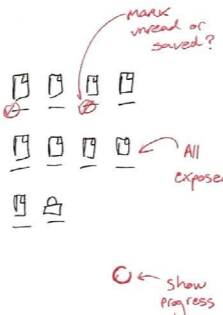
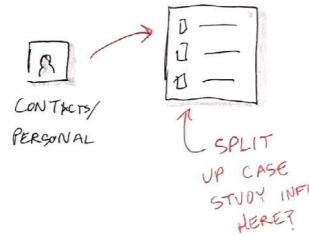
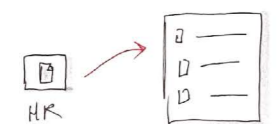
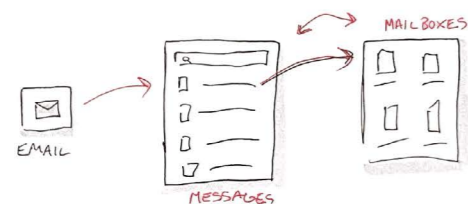
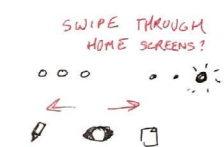
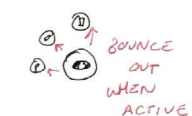
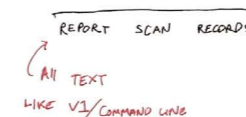
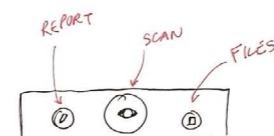
## RECORDS

- CASE FILES
- CONTACTS
- COMPANY ARCHIVES
- MAIL/MESSAGES
- RETRIEVED
- LOCATIONS

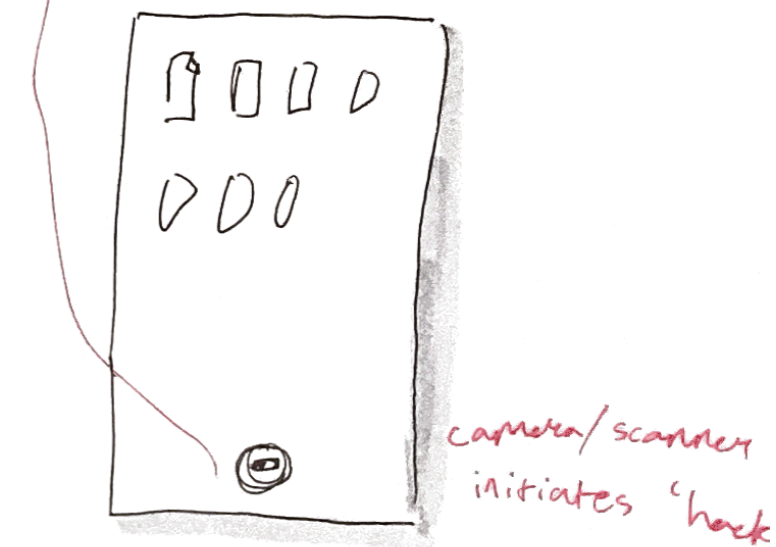
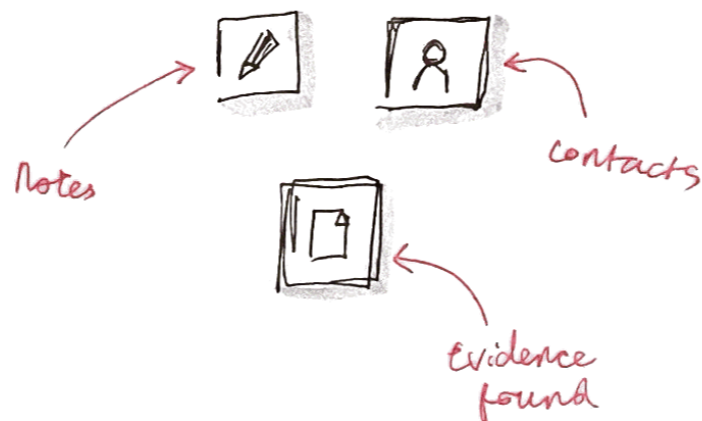
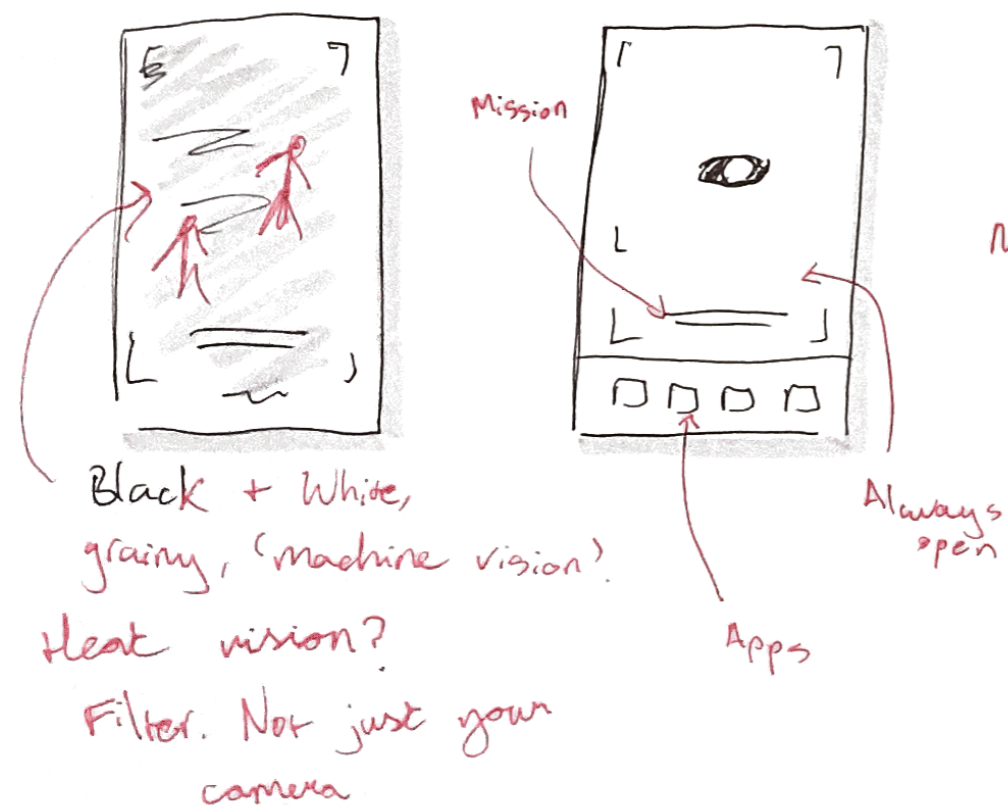
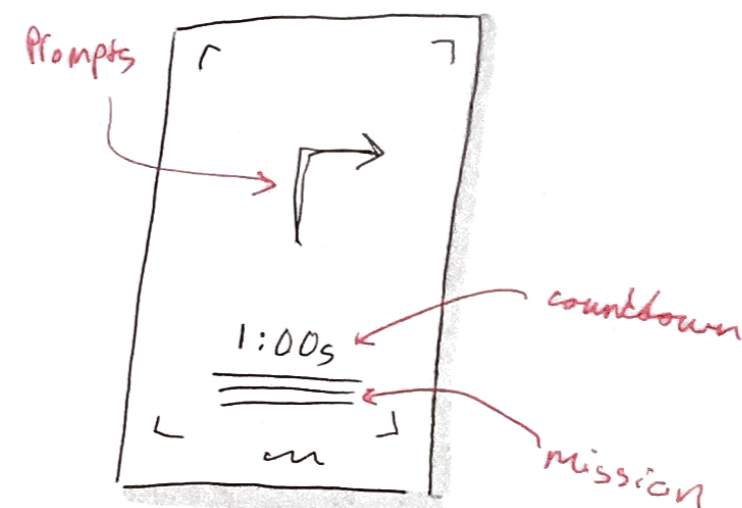
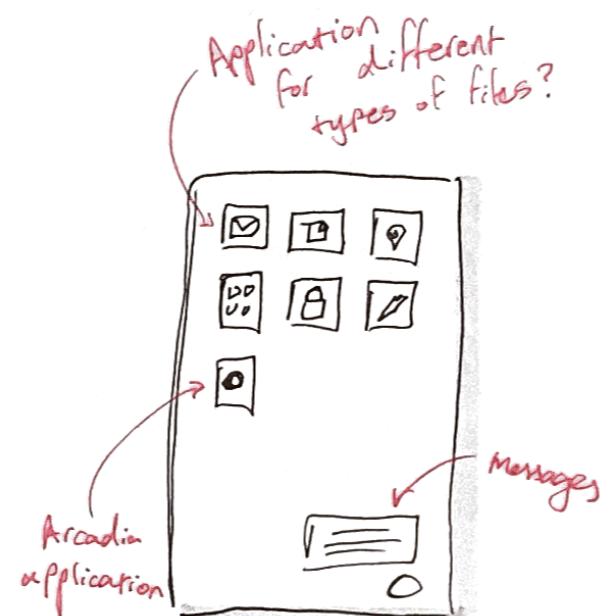
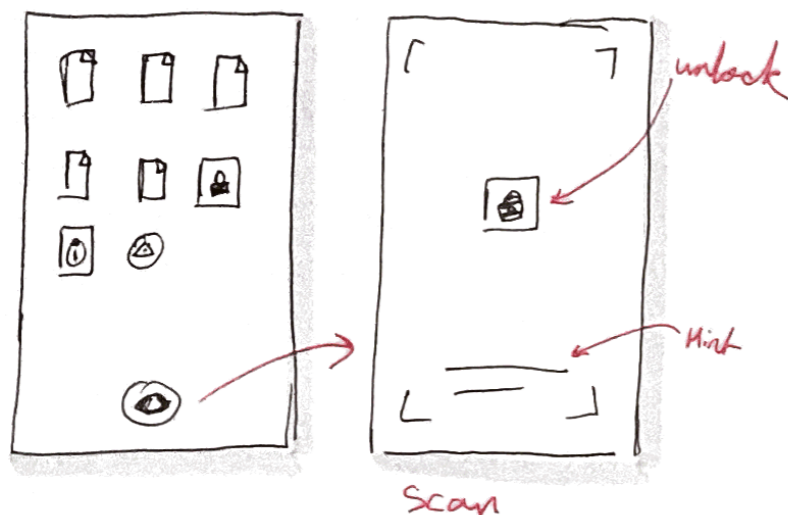
## CASE REPORT

- FILL OUT
- SUBMIT

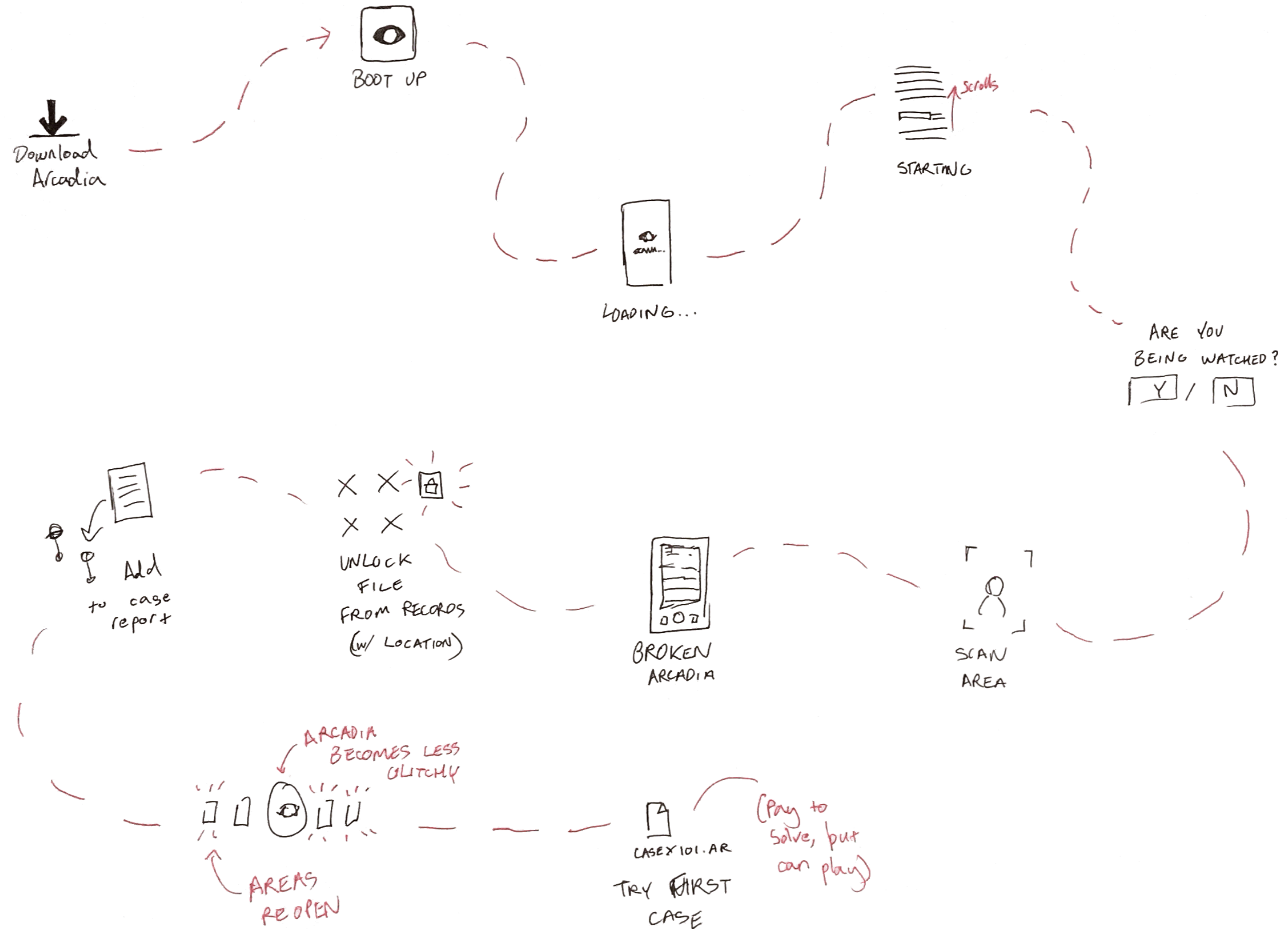
## HINTS?



# 🎯 Converging on a Direction



## 🎯 Plotting the One Week Prototype



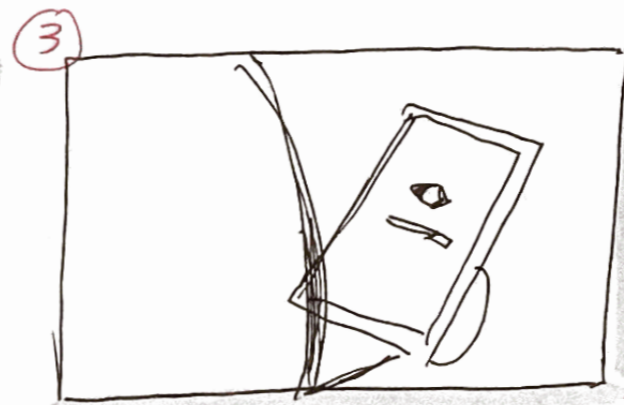
# Storyboarding It (1/2)



DISCOVER



FREE? WHY NOT!



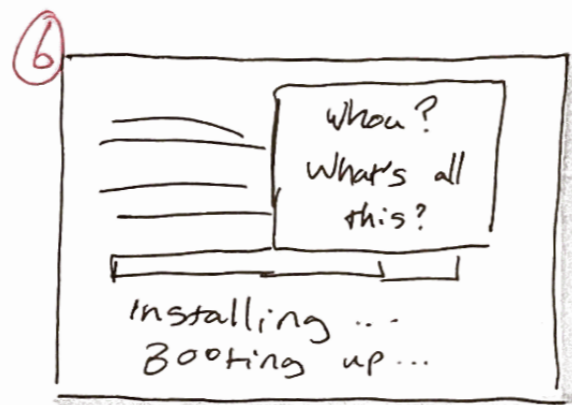
LOADING...



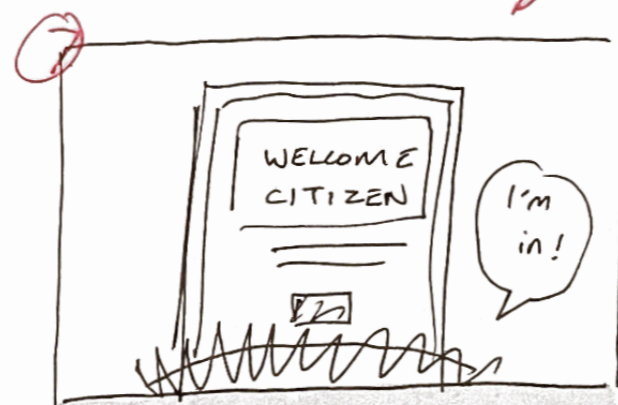
FIRST EXPOSURE TO ARCADIA



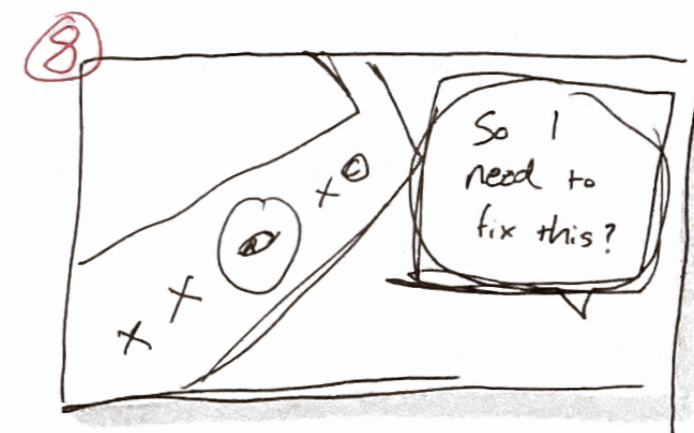
INTRODUCE SCANNING



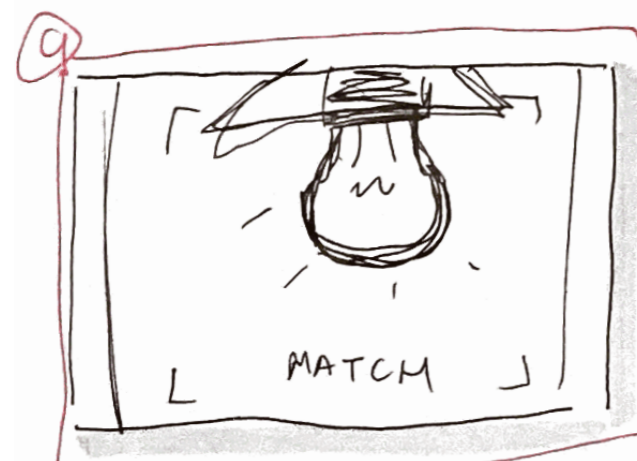
BET STAGE



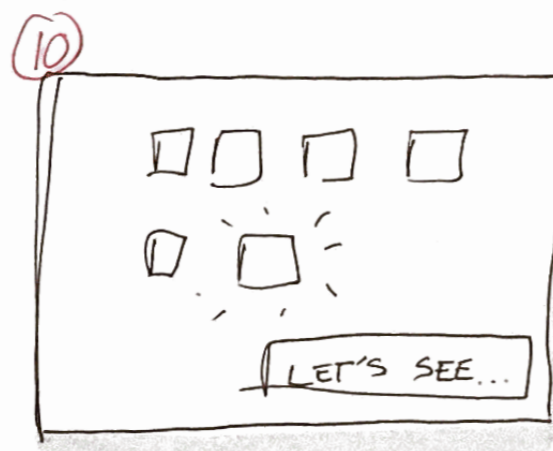
INTRODUCE STORY



GUIDE TO LOCATIONS



SCAN FIRST 'LOCATION'



UNLOCK FILE



SIMPLE CODE

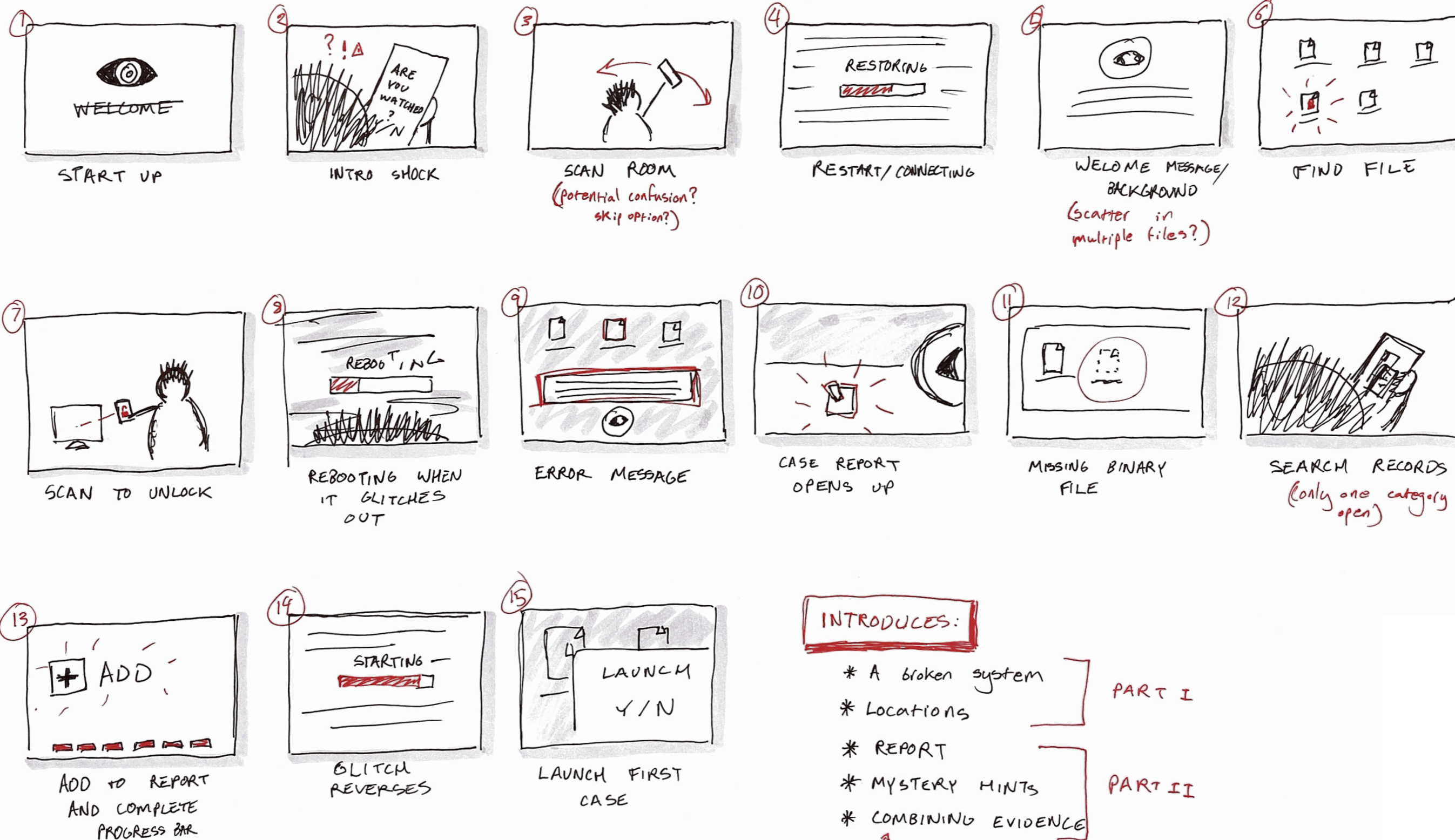


SUBMIT REPORT

13

**REBOOT!**

# Storyboarding It (2/2)



## INTRODUCES:

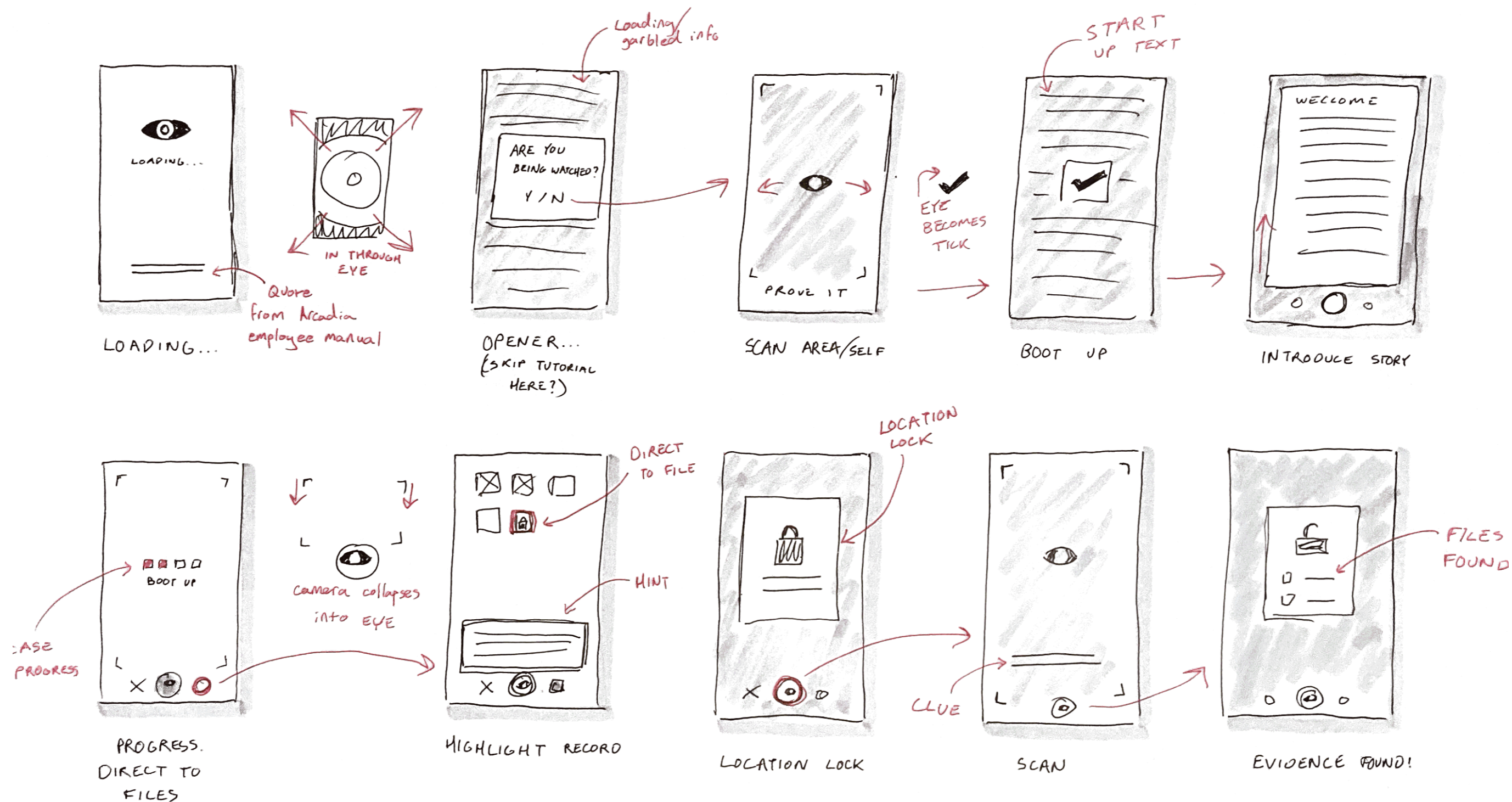
- \* A broken system
- \* Locations
- \* REPORT
- \* MYSTERY HINTS
- \* COMBINING EVIDENCE

PART I

PART II

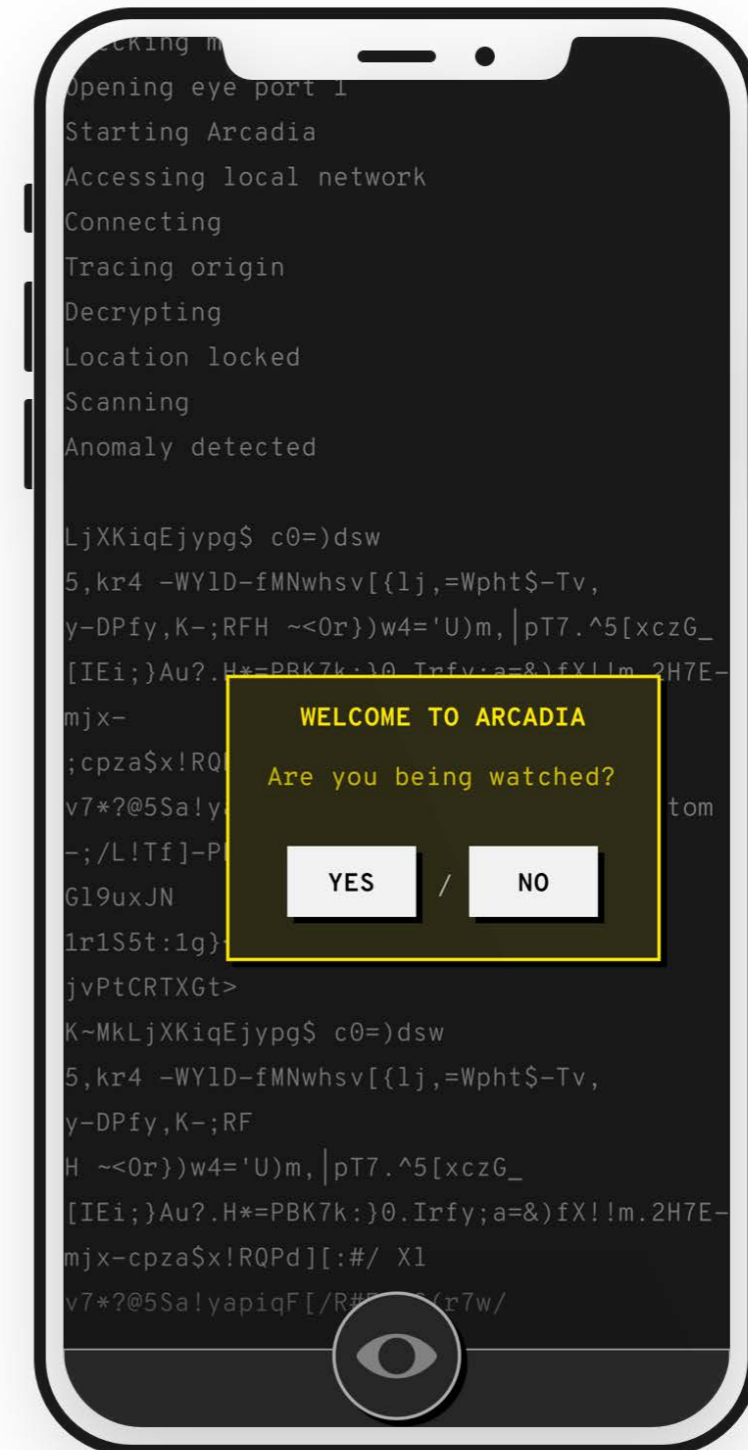
could be done as part  
of first case?

# 👁️ Onboarding Reimagined



## One Week Prototype

- Tested with a 100% success rate with new and returning players.
- Players tasked with completing the onboarding and monitored to see if they understood location scanning.
- The navigation still caused hesitation in some tests so I focused on refining both in the next iteration.
- Click or scan to play.





# Case Report 2.0

Refining managed and solving murderous mysteries

# Diverge & Conquer

How Might We... Show progress so players never feel lost, confused, or unmotivated?

CASE REPORT  
OVERVIEW

INCIDENT

LOCATION

FLAGS

What if case file + report were combined?

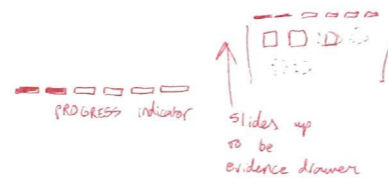
SUSPECT → MOTIVE  
INCIDENT → MEANS  
LOCATION → OPPORTUNITY

could update as you add evidence

How is evidence sorted?



① ② ③  
choose a label for evidence when you save it?

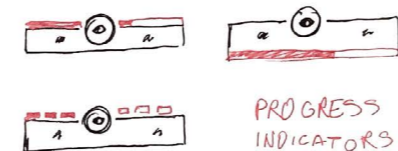


PROGRESS

EVIDENCE TO ADD

CASE details

Fills as you add evidence



SAVE ☒

EVIDENCE ☒ ☐ ☐

IN FILE: ADD ☒

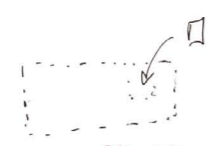
IN FILE AFTER: REMOVE ☒

## ACTIONS

- \* Add file to report  
→ Choose category
- \* SAVE FILES? ← Not MIP?
- \* REMOVE FILE/REPLACE

POP UP SELECTION

Add evidence in each category



Saved evidence?

Like another version of records screen

FILES

CASE

EVIDENCE

RECORDS

REPORT

DROP FILES INTO 'BUCKETS'

SWIPE BETWEEN AREAS?

EVIDENCE

DEDICATED AREA / PROGRES TRACKER FOR CA

Select type of evidence  
Also acts as progress bar

Appear in report

TAG EVIDENCE FROM SAVED FILES

Fill up as case rebuilds

CASE

REPORT

NOTES

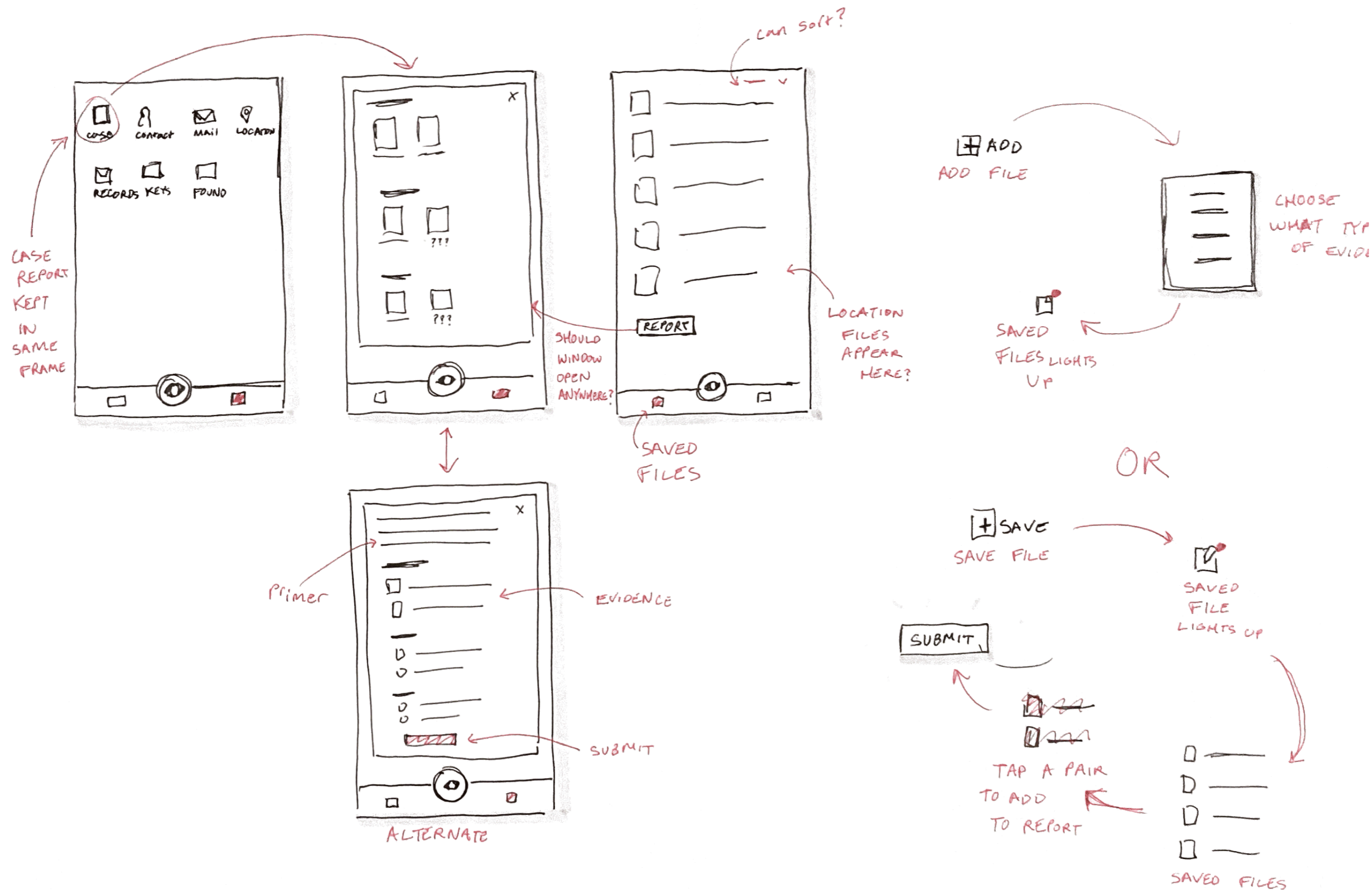
+ ADD

NOT MIP?

OPENS UP LIKE A DRAWER?

SAVED EVIDENCE FOR REPORT?

# Case Report 2.0



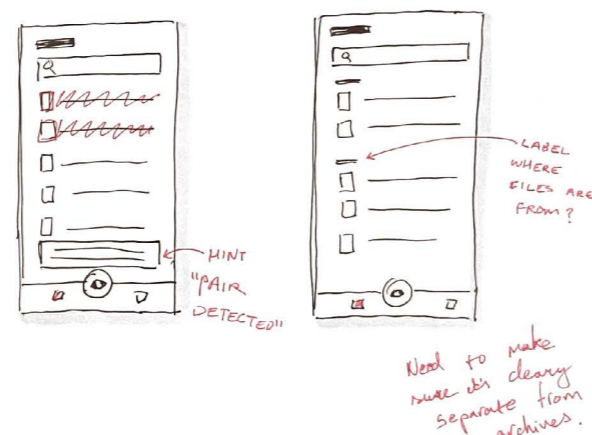
# Adding Evidence

## A PLACE TO...

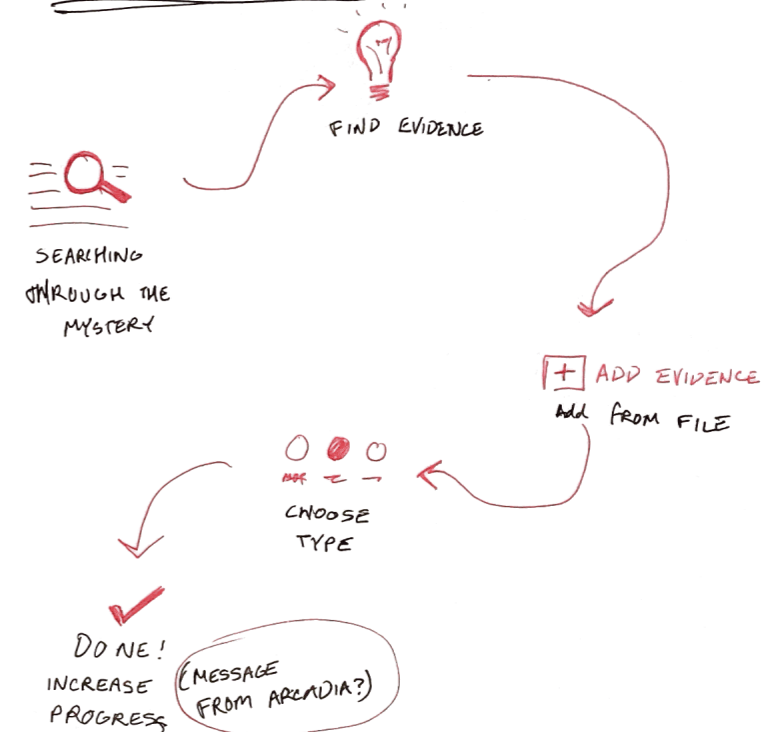
- \* Sort thoughts
- \* Collect clues before committing
- \* Help point in the right direction
- \* Remember where you are
- \* Track the bigger picture

## NAMES

- \* SAVED FILES
- \* NOTES
- \* NOTE BOOK
- \* EVIDENCE WALL
- \* MY FILES
- \* SCRAP BOOK
- \* LOG BOOK
- \* SAVED FOR LATER
- \* EVIDENCE BOARD



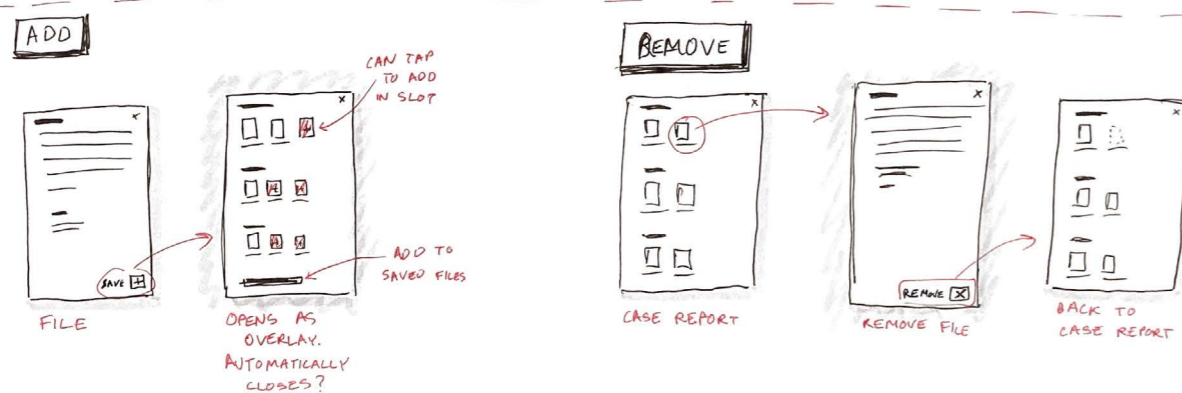
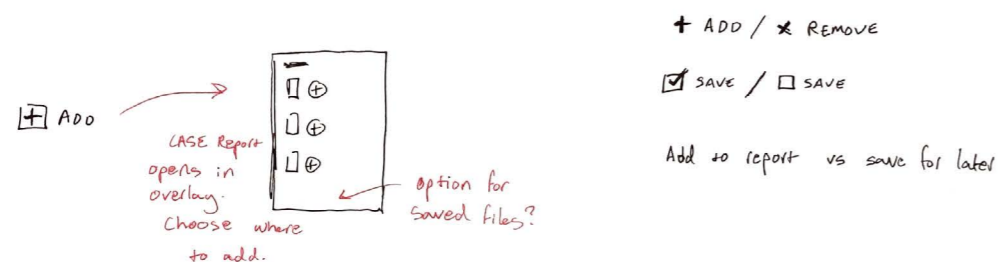
## ADDING EVIDENCE



## MAPPING EVIDENCE

As a player I want to...

- \* Be able to pick up where I left off
- \* Not lose my spot to add evidence
- \* Be rewarded for finding clues
- \* Feel smart / like a detective
- \* Not miss anything





# Playtesting

Testing the overhauled design with players

# Plotting Research and Metrics

What do people need to know at the start?

- \* What is this thing?
- \* Why should they keep playing?
- \* How locations can work.  
↳ what makes them exciting

What can be introduced later?

- \* Location variations
- \* Characters
- \* ~~Connecting~~ evidence

What can they discover for themselves? (or skip)

- \* Secret files
- \* Backstory
- \* How Arcadia works

## TESTING

### PROBLEM

→ Users do not understand how to play on their own, become confused, ~~and~~ over by complexity.

### HYPOTHESIS

→ Recentring around locations will reduce complexity, removing intimidation and confusion.

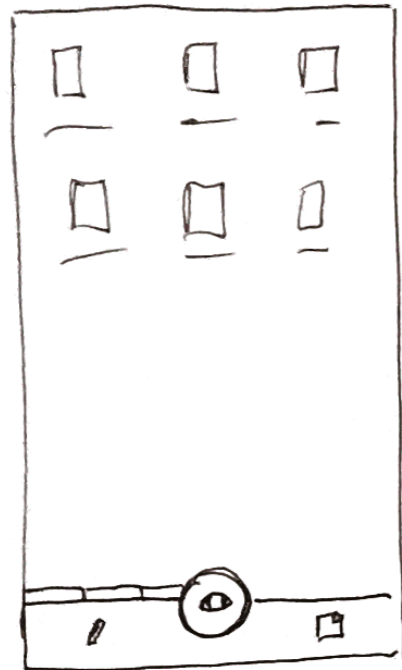
### METRICS

% of users that understand locations ('  
% of users that complete on their own

### TASK

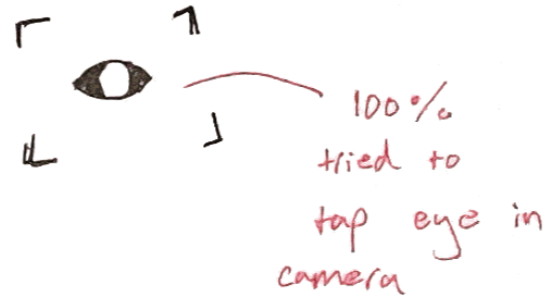
complete onboarding  
(restart Arcadia')

# Identifying Patterns

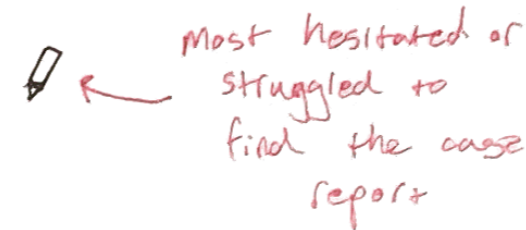
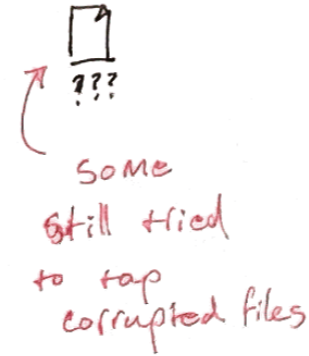


CURRENT DESIGN

## REOCCURRING USER ISSUES



scan room  
some ambiguity in 'scan'



+ ADD

Most hesitated after adding file to find where to submit

shouldn't have to remember



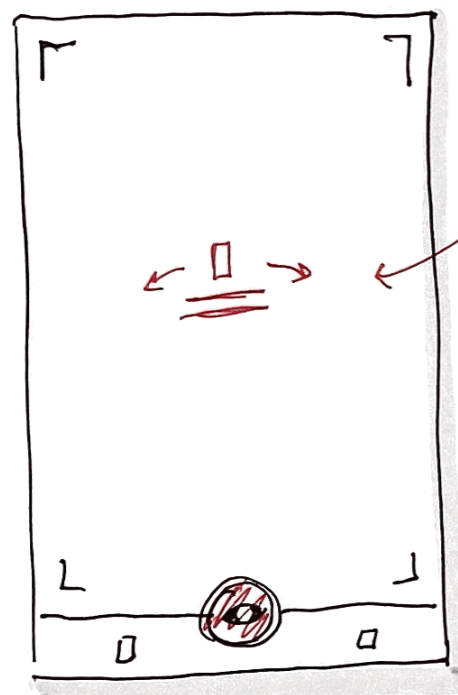
some ~~people~~ closed windows first and had to reach for x



Make nav states clearer?

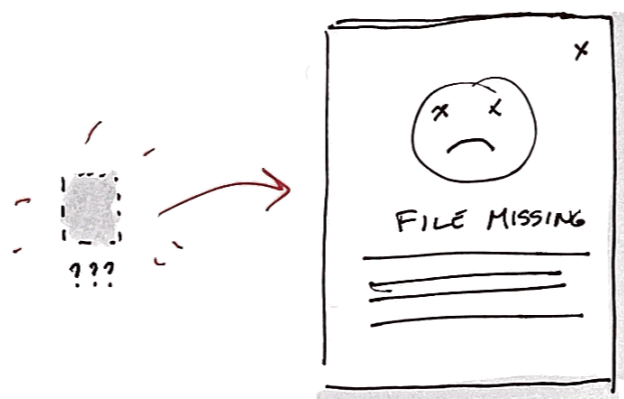
PEOPLE TRIED TO CHECK ON ('YELLOW' = ACTIVE VS LINK)?

# 🎯 Solving User Problems

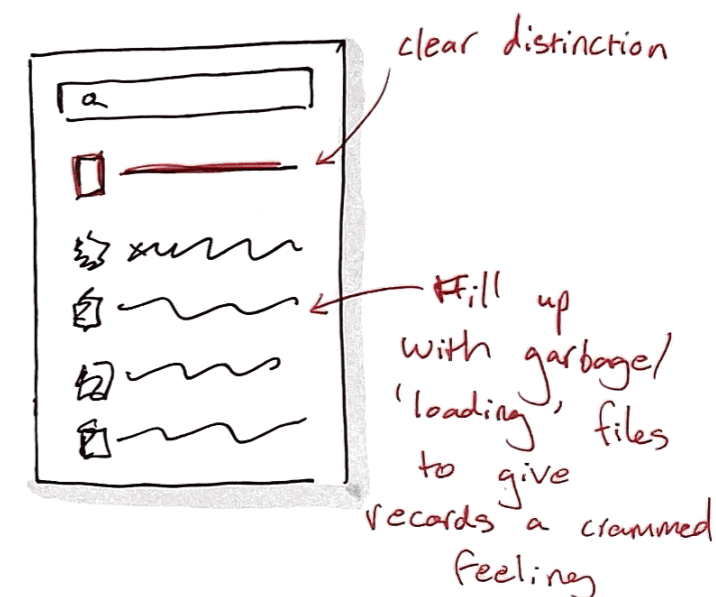


Provide visual queues for scanning and photo actions.

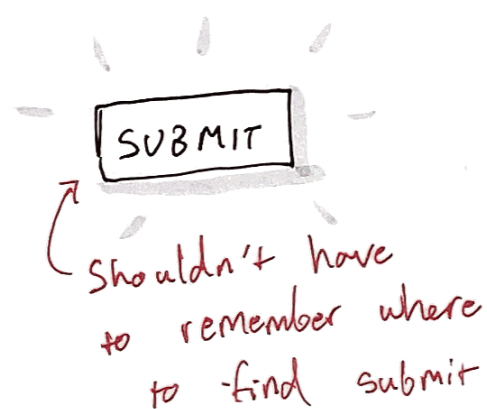
No eye or more subtle?



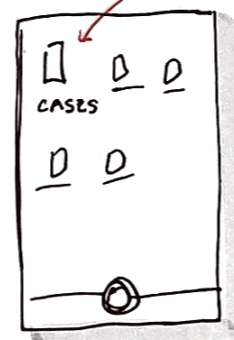
PROVIDE BETTER ICON FOR CORRUPTED FILES + POP-UP INFO ON CLICK



Help tips can be dismissed.  
No (?) toggle?



Shouldn't have to remember where to find submit

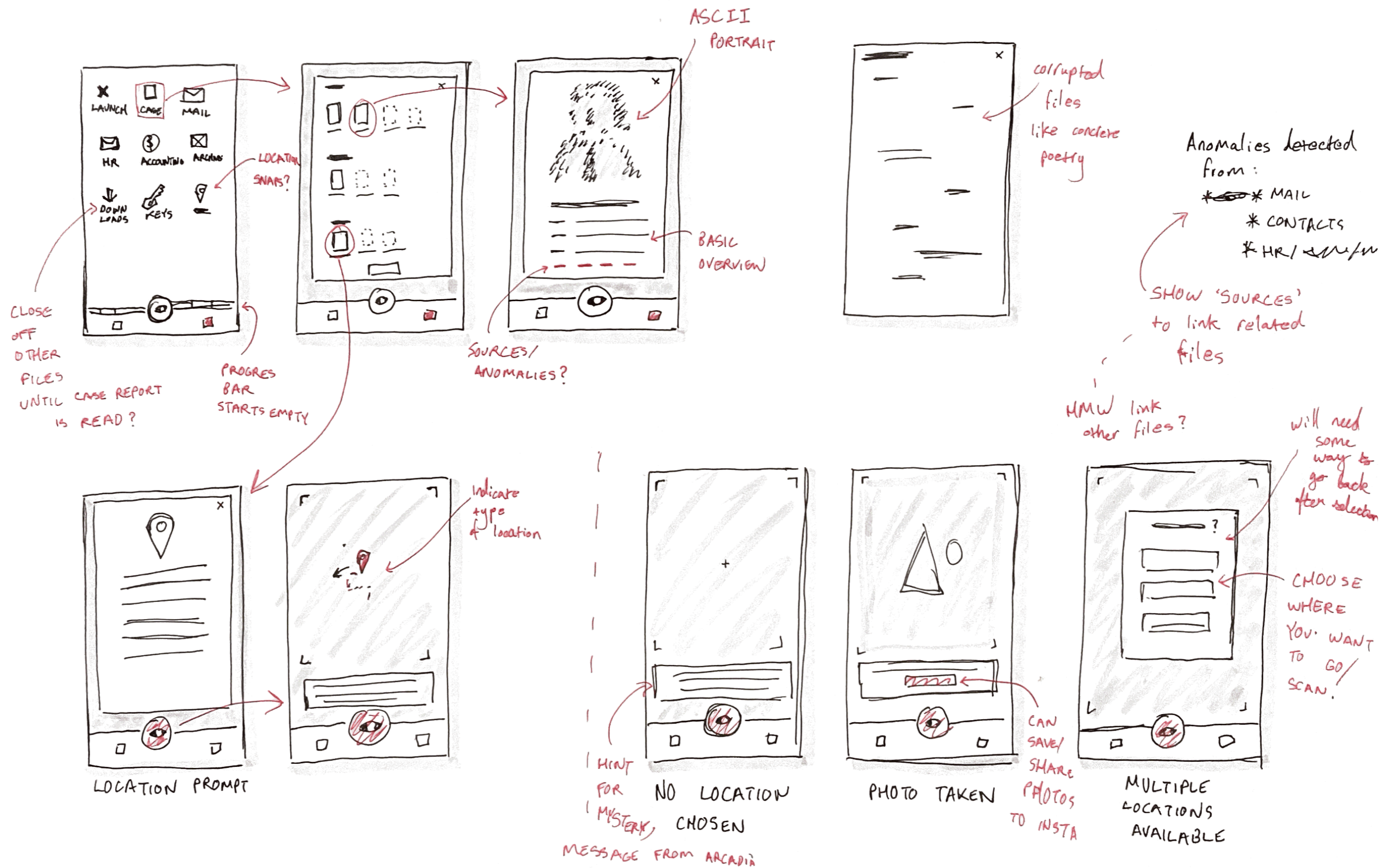


CASE REPORT IN W/ RECORDS.  
[ ] ADD LINKS STRAIGHT THERE?

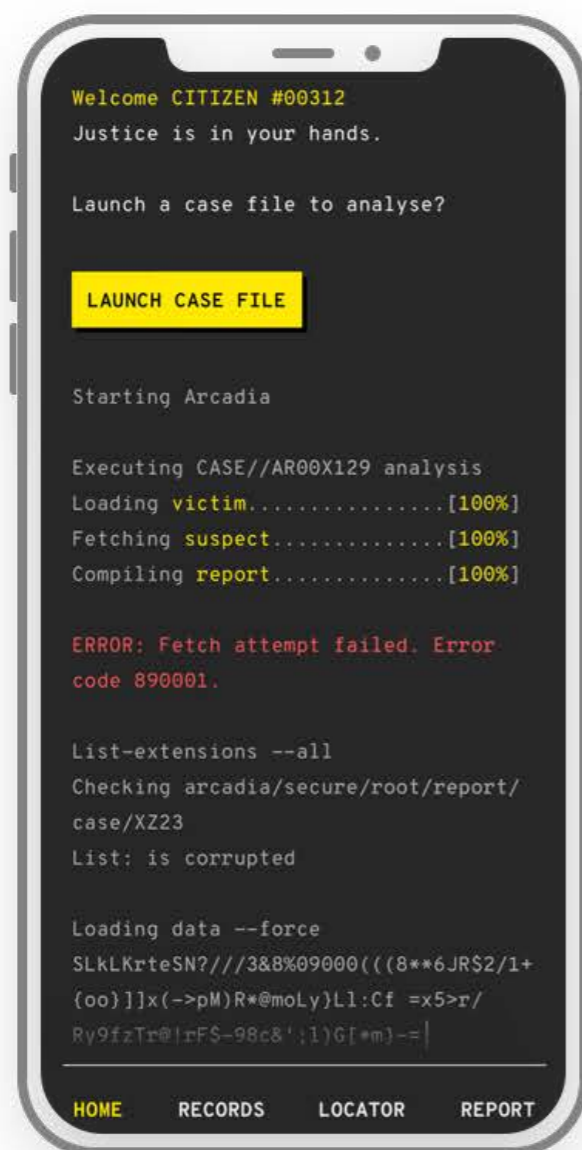


Opening instructions should be more story driven + engaging, quick read.

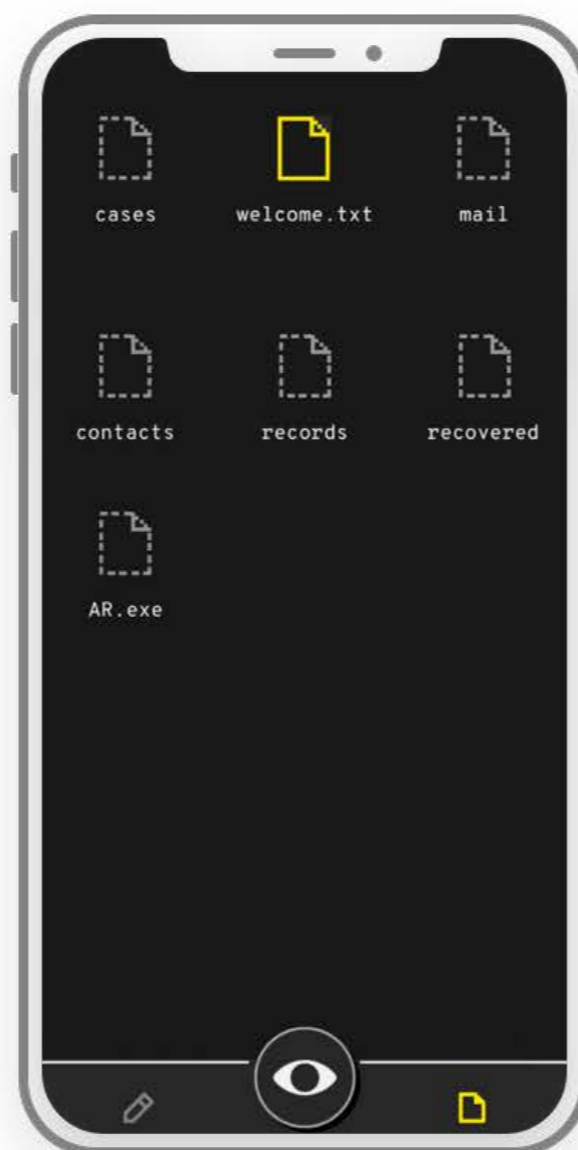
# The New Arcadia



# 👁 Before and After

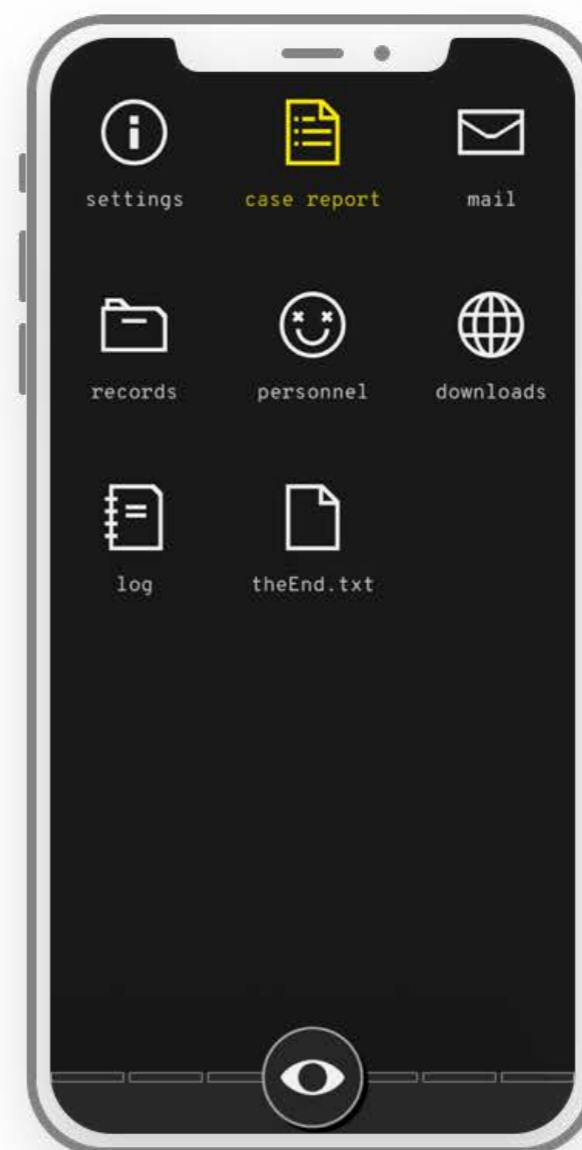


**Alpha Version**



**Arcadia Reborn**

(before testing)



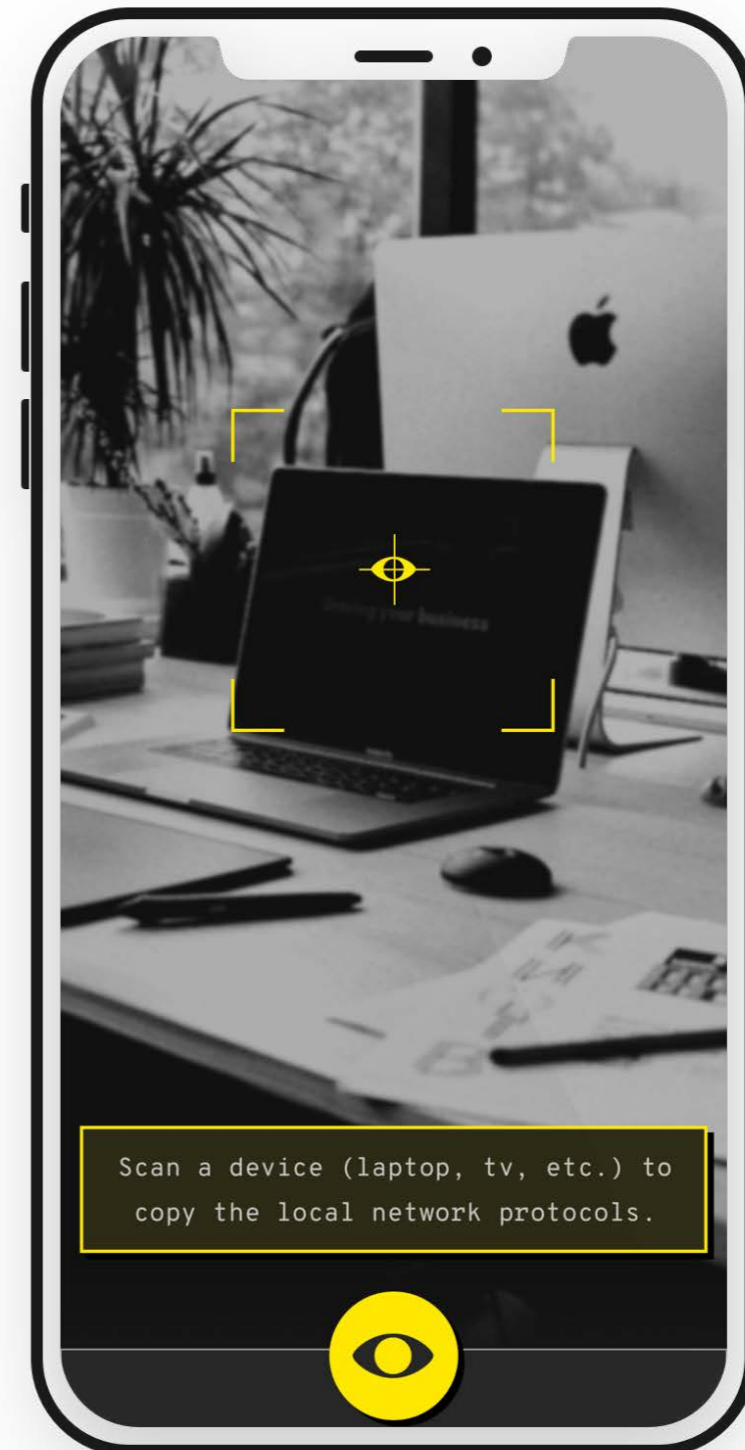
**Arcadia Reborn**

(after testing)

## 👁 Redesigned Onboarding

### Post Feedback

- Tested with a 100% success rate with new and returning players.
- Players tasked with completing the onboarding and monitored to see if they understood location scanning.
- In this revision, further refined the navigation to be as simple as possible and implemented the new visual design.
- Click or scan to try it for yourself.





# Icons & Information

Designing the new information architecture  
and iconography

# Information Audit

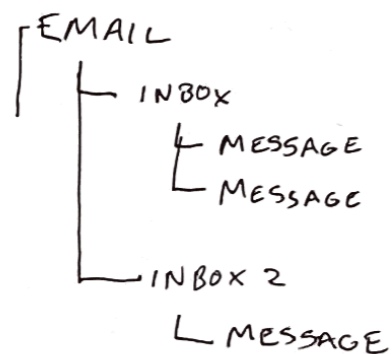
👁️ [SCANNER / 'ARCADIA']

📁 FILES

⚙️ CASE FILES, IN-APP PURCHASES

📝 NOTES (?)

☑️ CASE REPORT



## RECORDS



EMAIL



CASES



CONTACTS



HINTS ?



FOUND



HR



ARCHIVES



ACCOUNTING



DEV



MEETING  
MINUTES



LOCATIONS



CASE PRIMER



What if  
scanner  
was  
here?

👁️  
would then  
be hints or  
attempt to  
compile records

SWITCH  
CASES

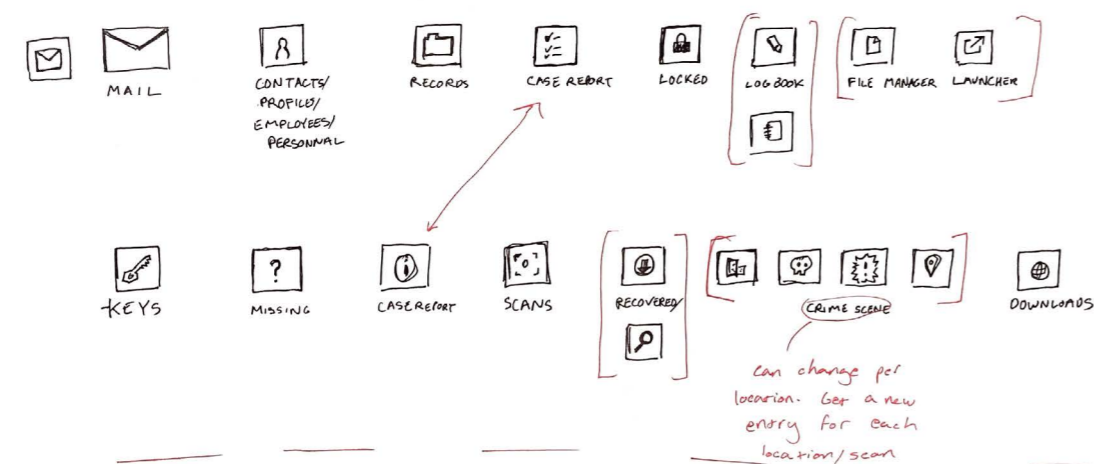
FROM  
'HACKS'

Company  
archives?

→ CASE FILE?  
OR COULD BE  
PART OF REPORT?

All travelled  
to Locations?

# 🎯 Categorising & Doodling



## PERMANENT

- \* CASE REPORT
- \* CASE FILE LAUNCHER/SUBSCRIPTION/SETTING
- \* MAIL
- \* RECORDS
- \* LOG/SAVED FILES
- \* CONTACTS

## DEPENDENT

- \* KEYS
- \* DOWNLOADS
- \* HACKER PROGRAM
- \* TRASH/QUARANTINE

## MULTIPLE/APPEARING

- \* LOCATIONS
- \* RECOVERED/STOLEN FILES

## ICONS

- \* FILE
  - MISSING
  - CORRUPTED
  - LOCKED
  - READ/UNREAD
  - SAVED
- \* MAIL
- \* RECORDS
- \* CASE REPORT
- \* COMPANY ARCHIVES
- \* LOCK/UNLOCK
- \* CONTACTS
- \* CHECK ✓
- \* MOTIVE
- \* MEANS
- \* OPPORTUNITY
- \* PHOTO
- \* WARNING
- \* SEARCH

## STYLES

- \* Photo/camera gallery b/w filter
- \* Glitched out file text
- \* Glitched screen
- \* Active/deactive nav
- \* Read/unread
- \* Loading
- \* Corrupting/restoring
- \* Photographs/illustrations
- \* Error messages
- \* HINTS/Messages from Aladdin
- \* REPORTER COMMENTS

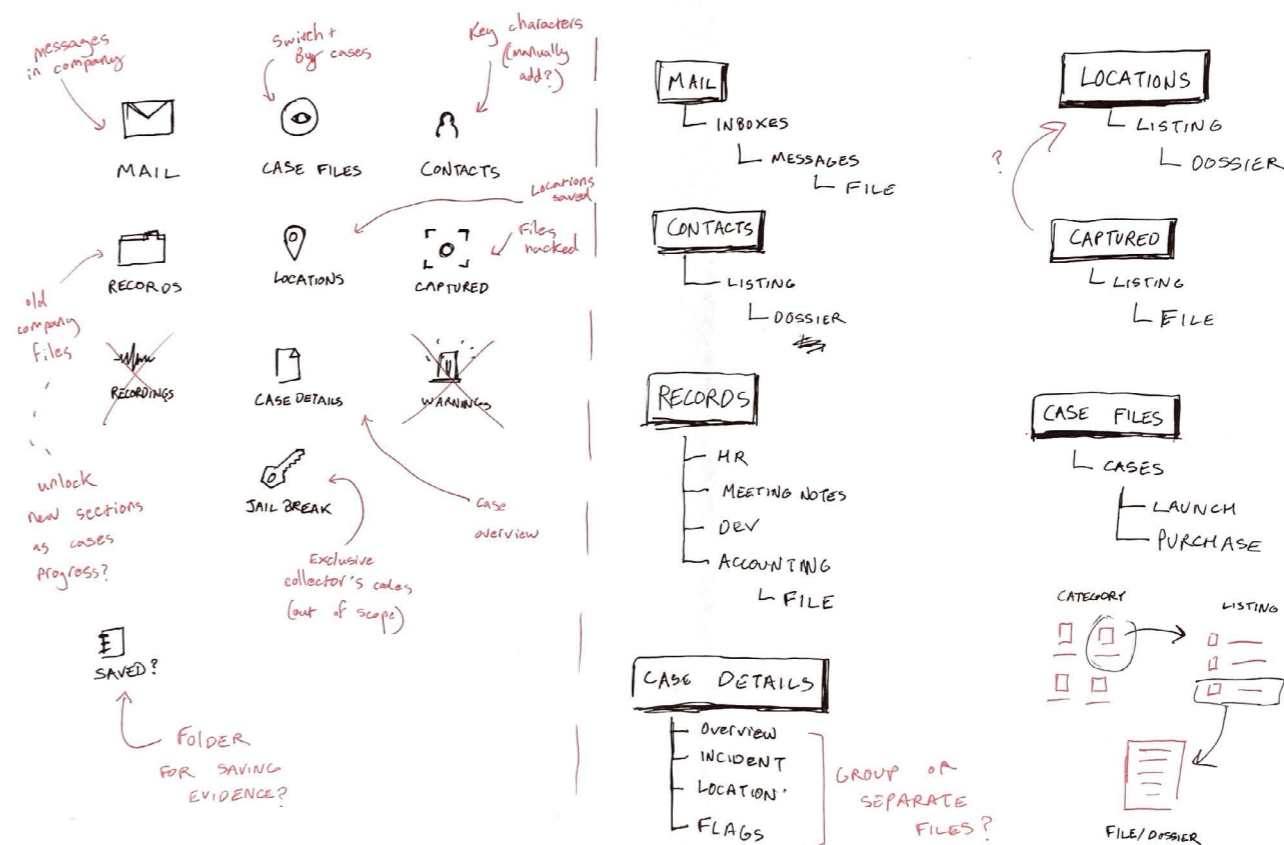
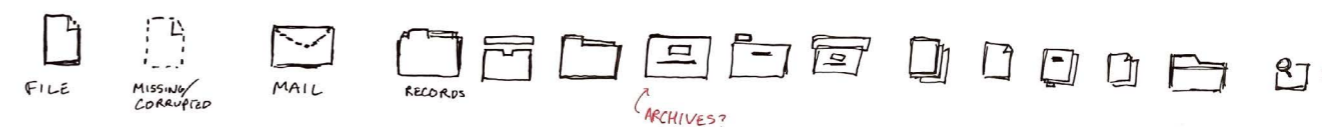
## ELEMENTS

- \* Colour palette
- \* UI LEVELS
- \* BUTTONS
- \* TEXT STYLES
- \* FILE STYLES

- \* Simple
- \* Sharp
- \* Clear but Quirky → SUSAN KARE APPLE ICONS
- \* A HINT OF PIXEL (two sets?)
- \* SOLID VS STROKE

## COMPLEMENTARY KIDS

- ① SOLID, SMOOTH
- ② STROKE, PIXEL

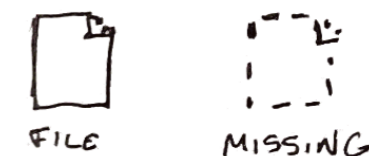


# 👁️ The Icons of Arcadia



Glitch between them?

CAN PIXEL AND SMOOTH CO EXIST?



## 👁 Icon Iterations (Glitch Pixel + GUI Versions)

### File



### Mail



### Report



### Settings



### Lock



### Records



### Case Log



### Personnel



### Web



### Location



### Info



### Phone



### Odysseus Hackers



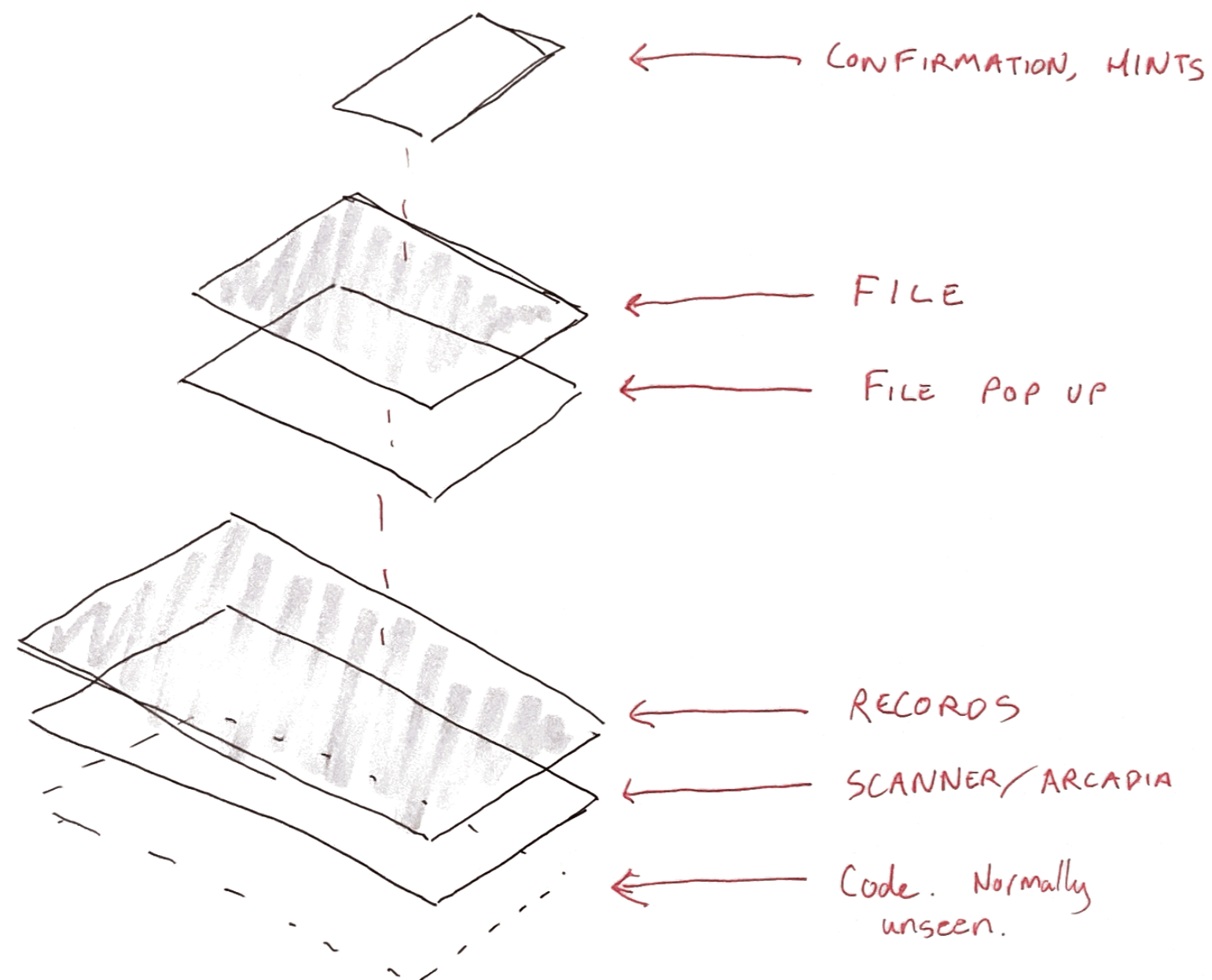


# Motion Design

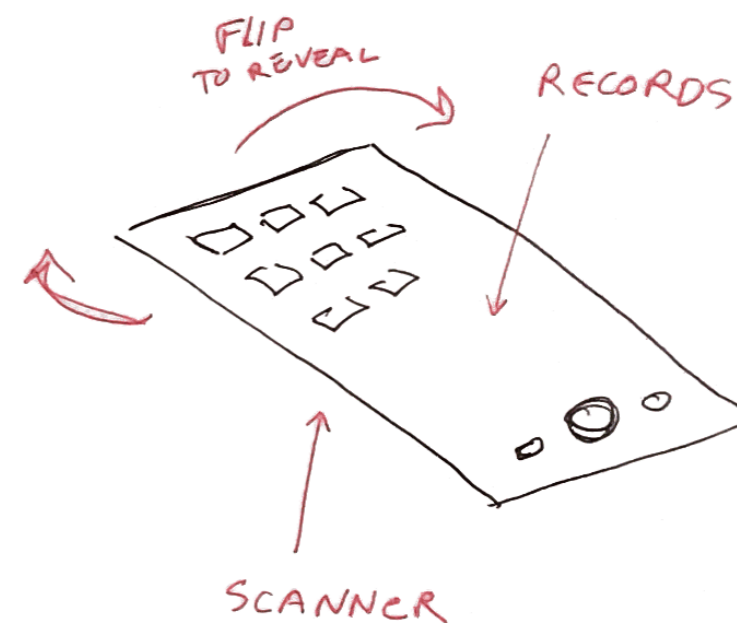
Telling the story with motion

# 🎯 Consistent Modelling with Motion

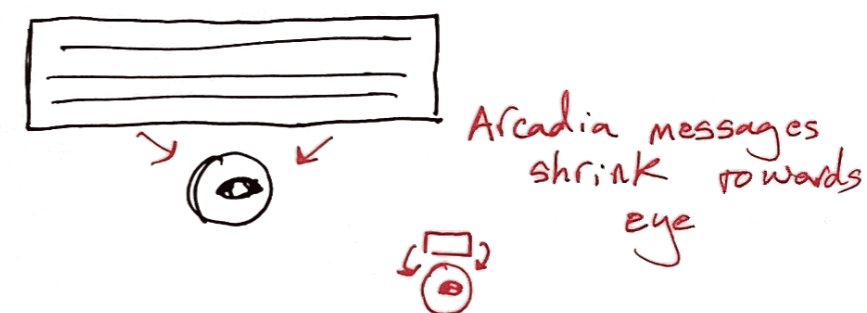
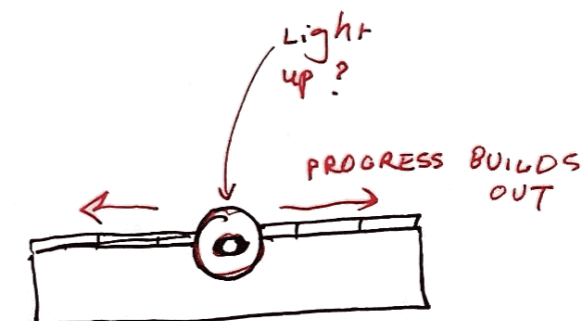
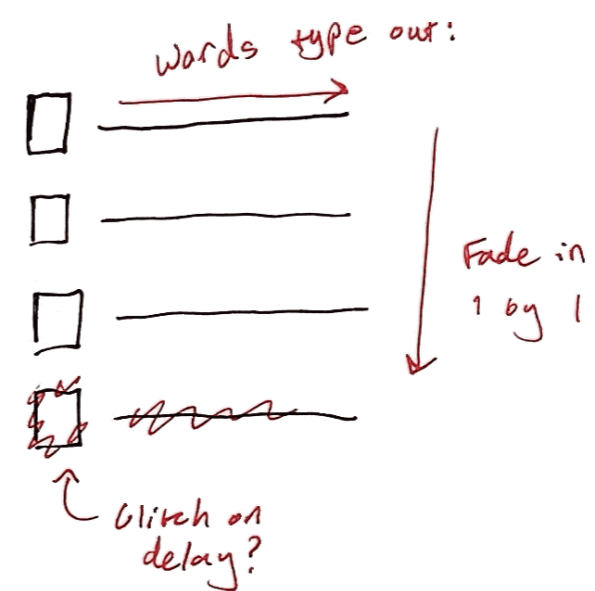
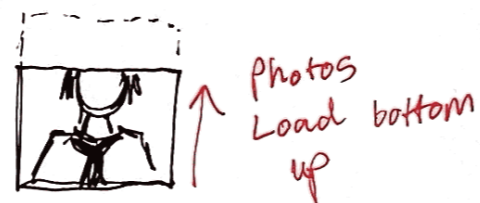
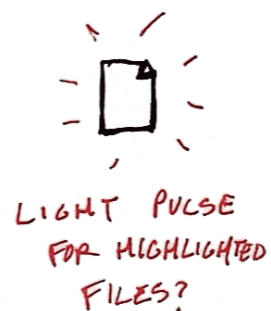
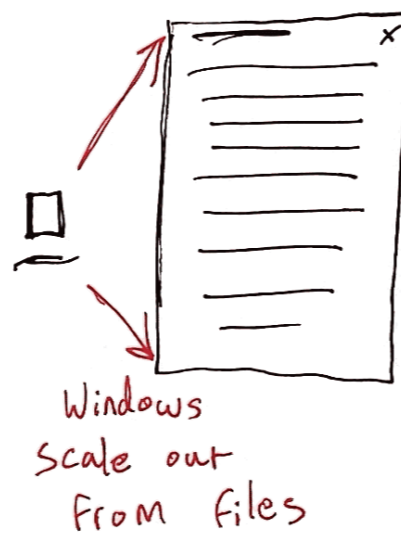
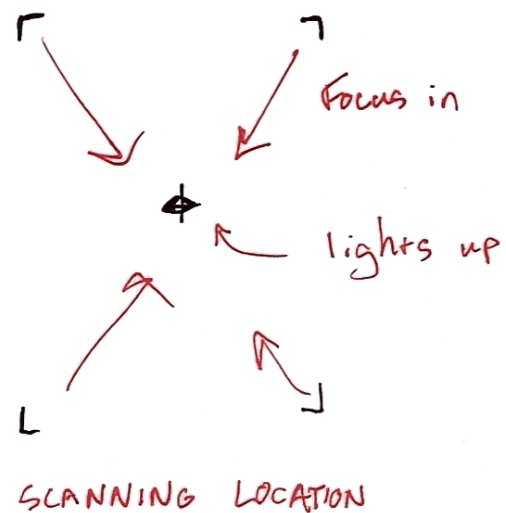
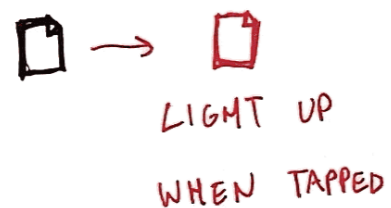
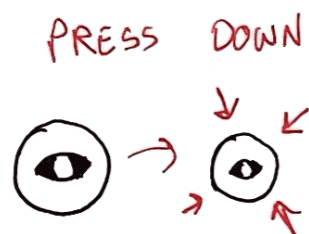
Exploring how to consistently show/layer up the UI so Arcadia feels like a real OS w/ a consistent mental model for users.



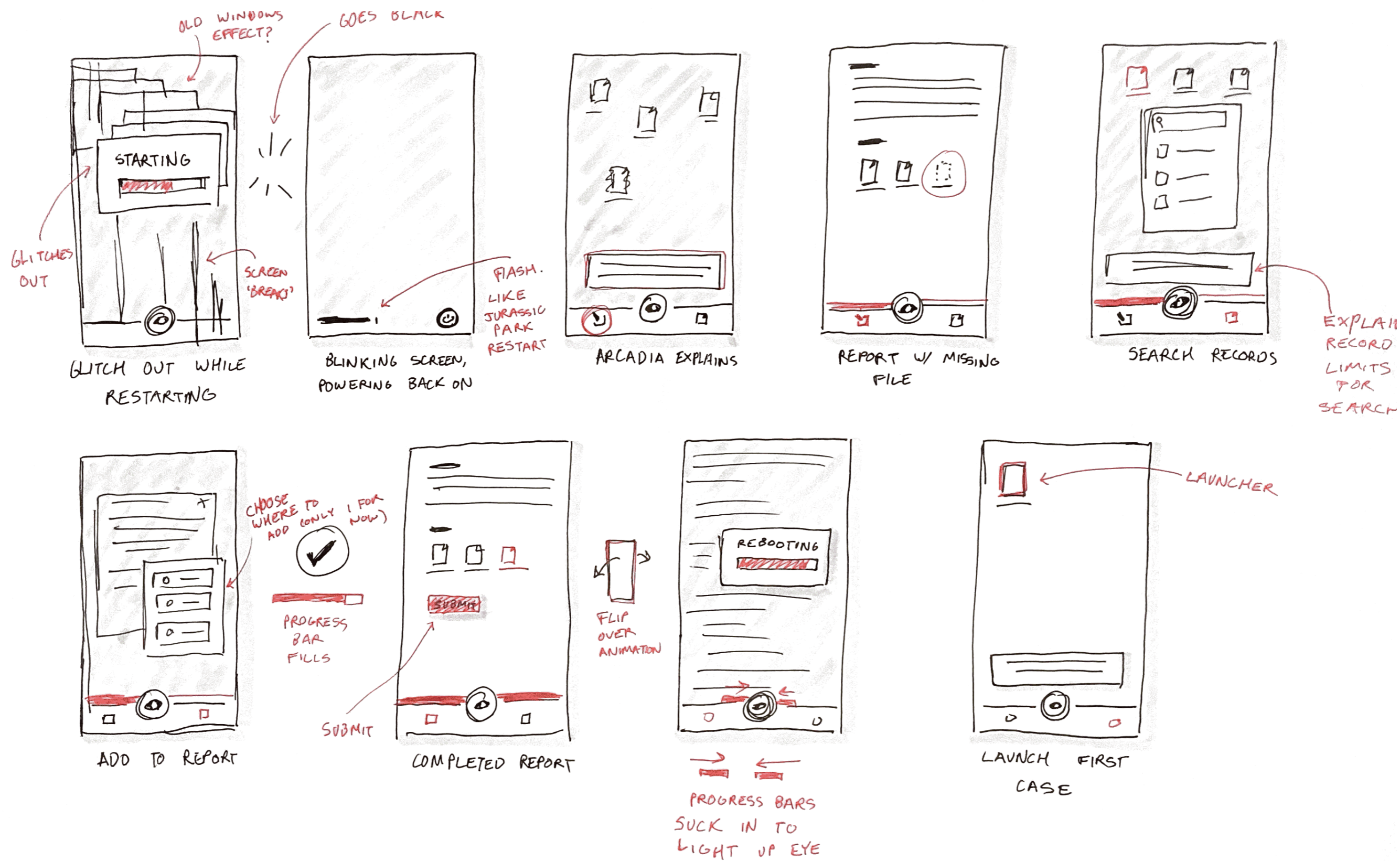
## MODEL WITH MOTION



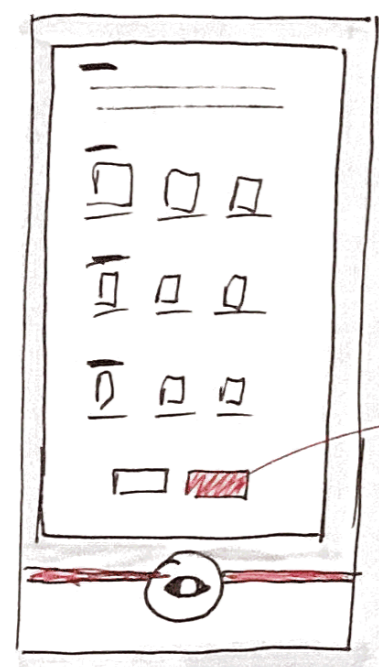
# 🎯 Microinteractions & Transitions



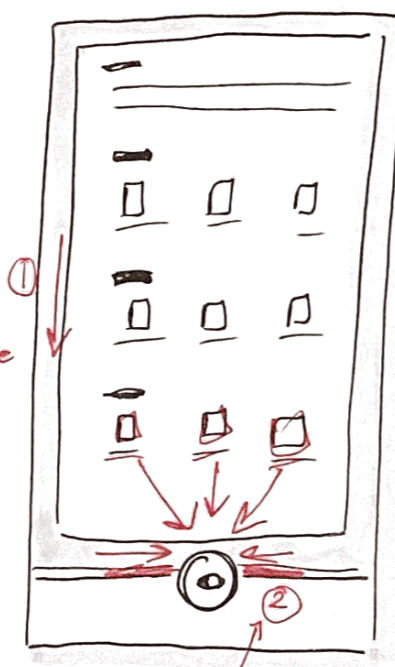
# 👁 Onboarding in Motion



# Case Closed Animations

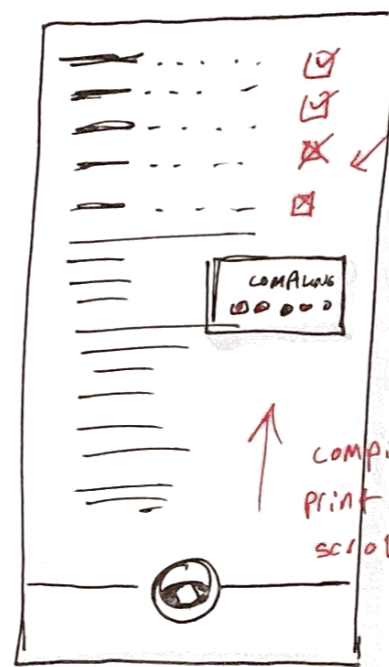


condense into eye



progress sucks into eye as it lights up

BG  
FLIPS



Show successes?

compiling print out scrolls by

BG  
FLIPS BACK

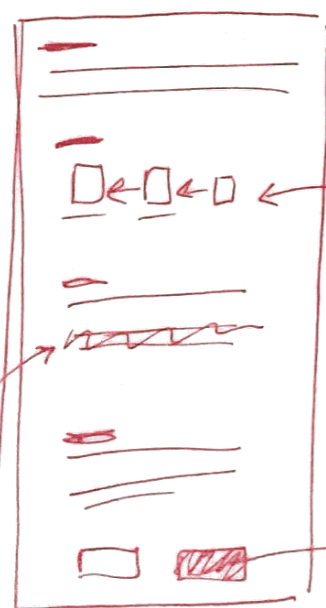


CASE REPORT

EPILOGUE WRAPUP

[PAYWALL?]

(2) Forms theory



(1) files collapse into each other

CONFIRM + SUBMIT

SETTINGS (TO LAUNCH NEW CASE)



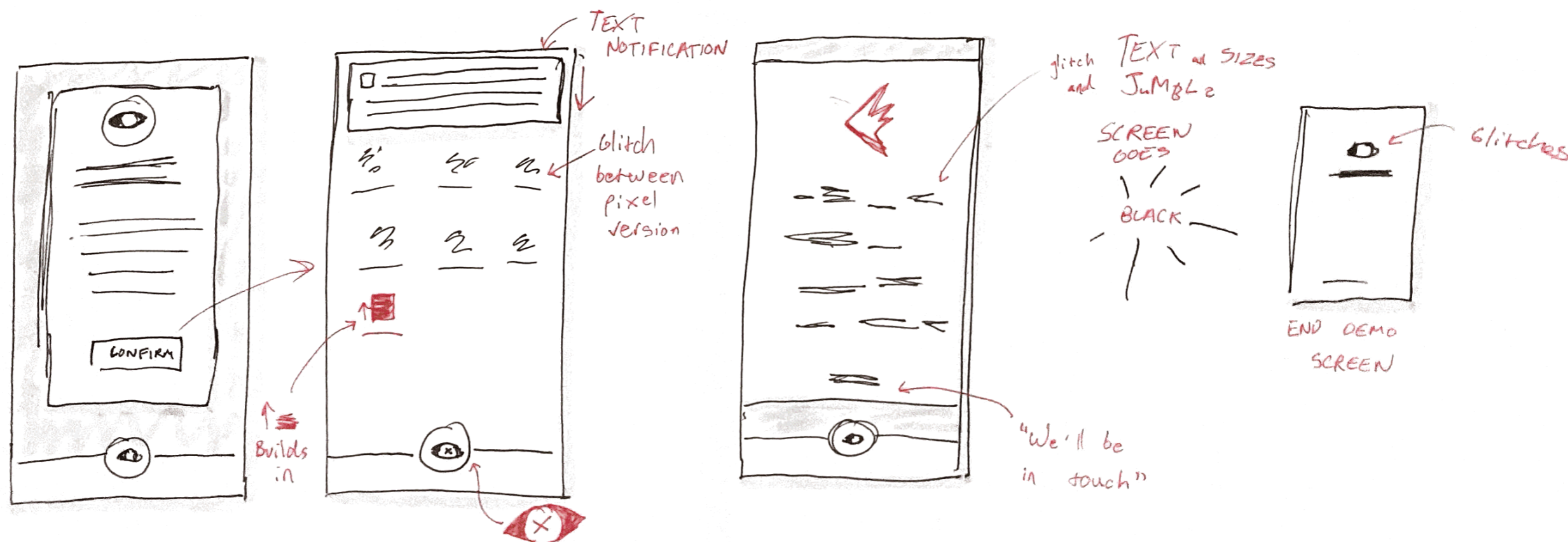
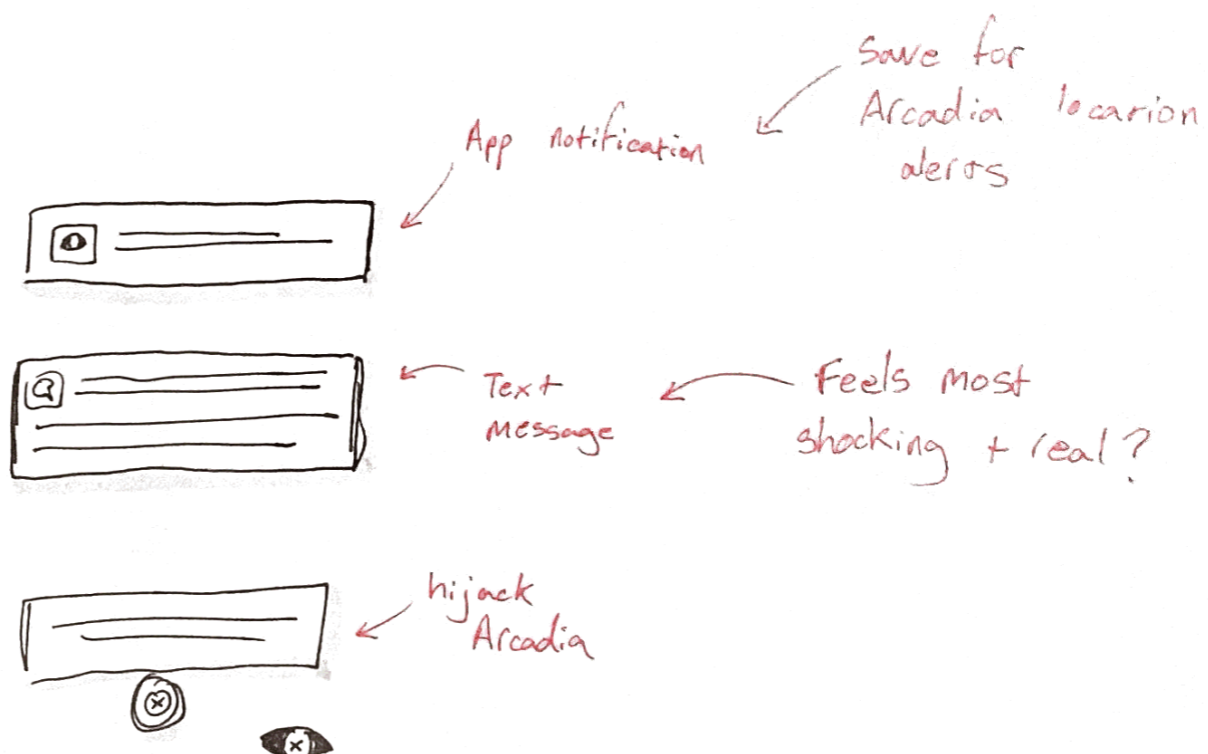
EPILOGUE CHAPTER + LAUNCH INSTRUCTIONS

# 🎯 Telling a Story with Motion

~~Users~~

## The HACK SHOULD...

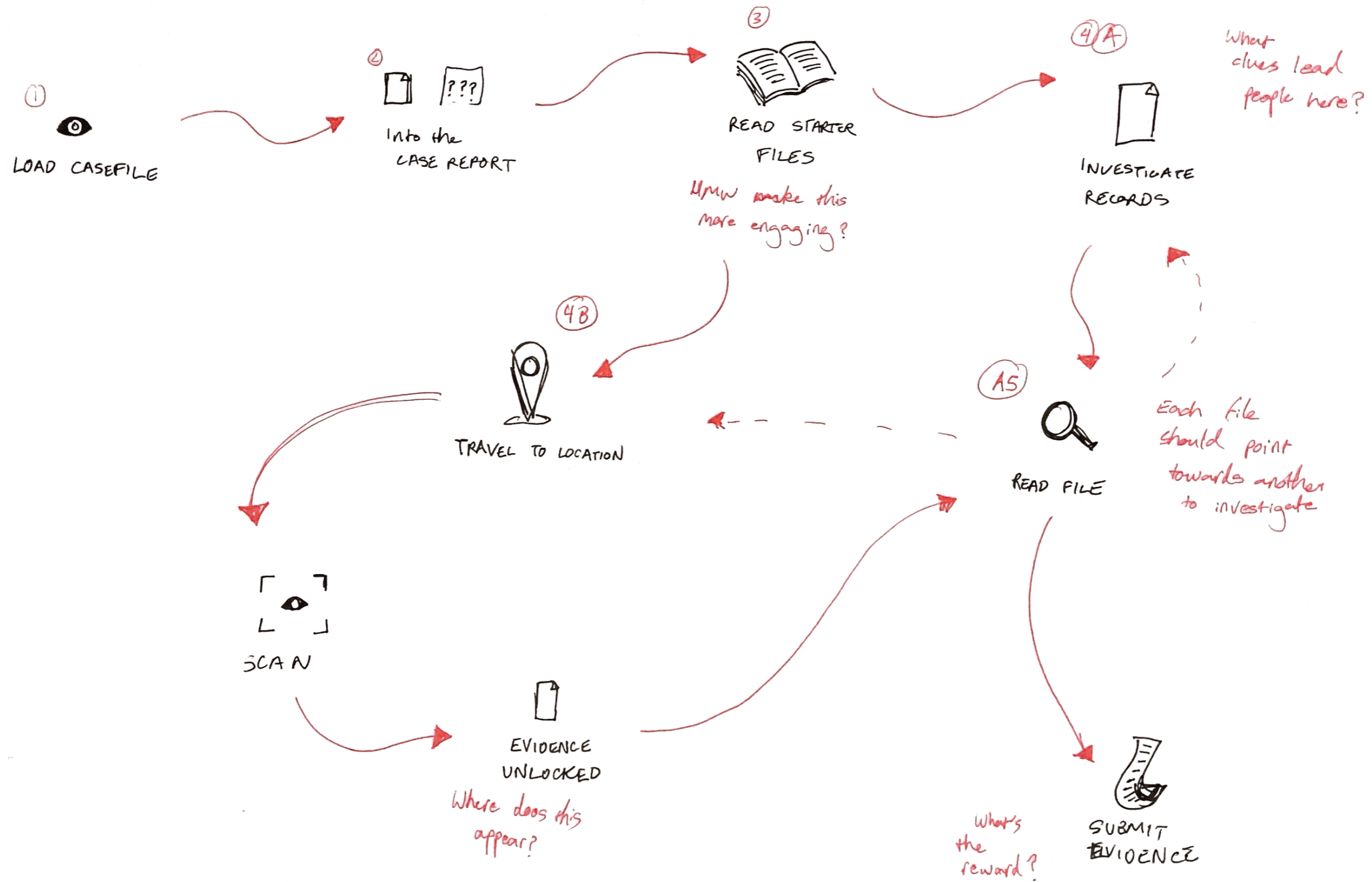
- \* Make players question what came before
- \* Intrigue and surprise
- \* Make players doubt reality
- \* Feel real
- \* ~~Break~~ Break down the expectations of what the game is.



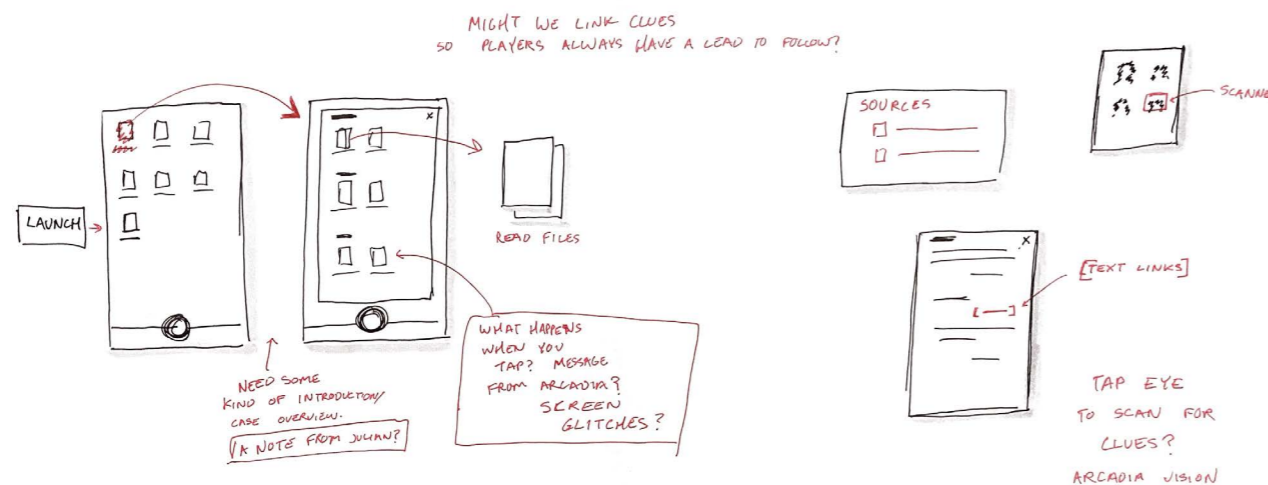
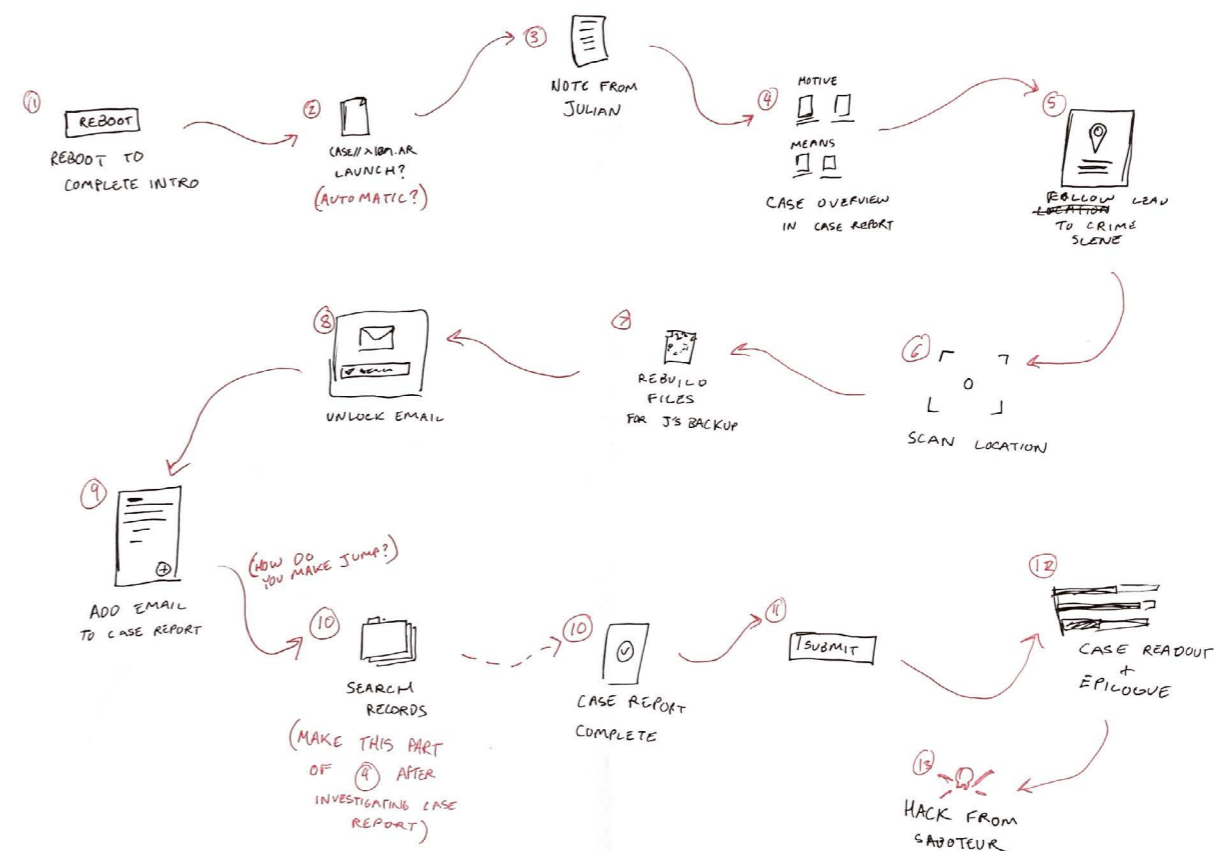
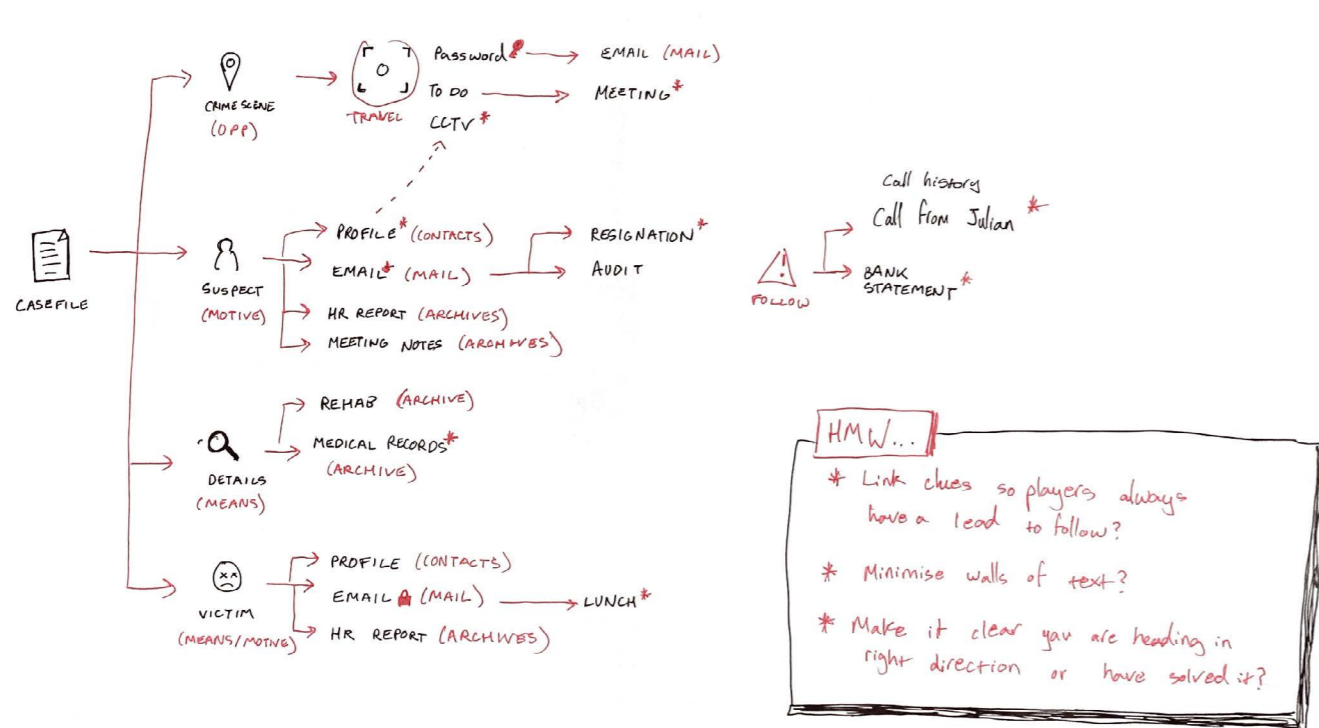


# Case Closed

Bringing it all together in the reimagined first case



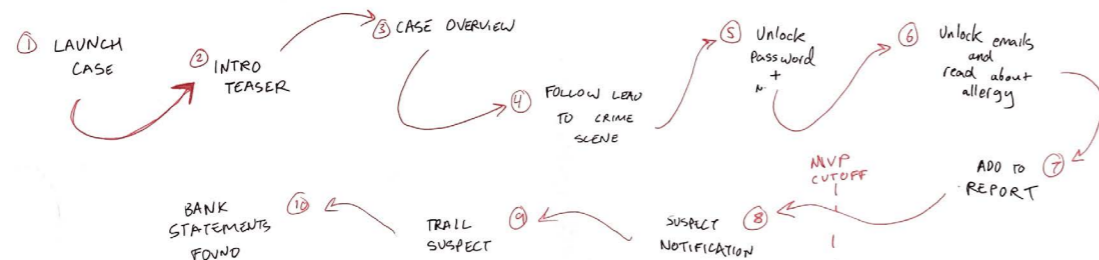
# Plotting the Flow of Information



**GLITCHES:**

- \* Formatting gone
- \* Formatting exaggerated
- \* Bits missing
- \* Print in one line
- \* Upside down?
- \* Binary?
- \* @ (?) Rubbish characters

Cxxxx  
Oxxxx  
Dxxxx  
Exxxx



# 🎯 Case Storyboard

PREVIOUSLY,  
ON THE ARCADIA  
REPORT...

ONBOARDING  
OVERVIEW

PAY  
WALL  
EXP



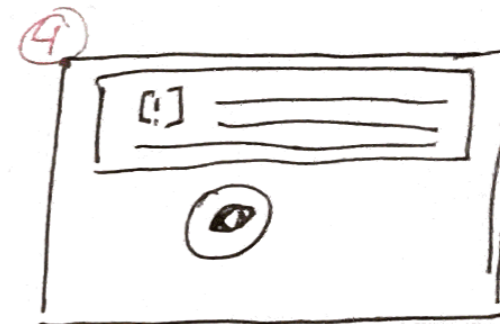
JULIAN'S  
NOTE



INTRODUCE FIRST  
CASE



SUSPECT PROFILE



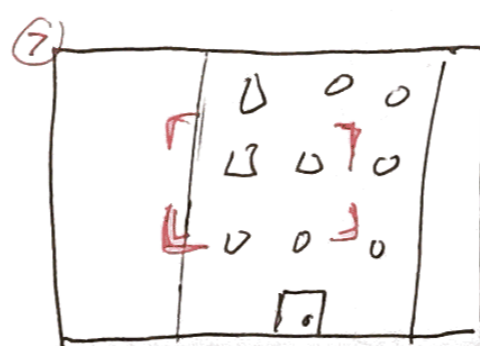
FOLLOW HINT TO  
EMAILS



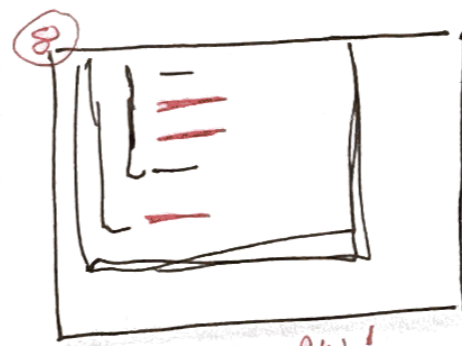
EMAIL LOCKED!



CHECK DESKTOP



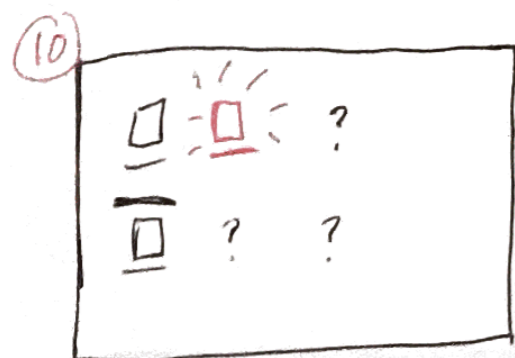
SCAN LOCATION



UNLOCK PW!  
BUT WAIT, WHAT'S  
THIS?



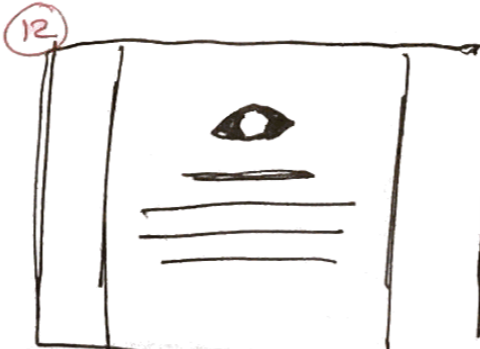
CCTV ANALYSIS



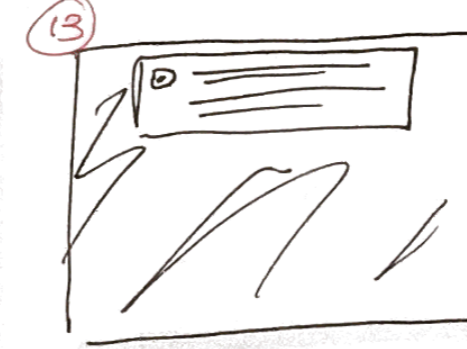
ADD EVIDENCE  
(+ MAGICALLY COMPLETE  
REPORT)



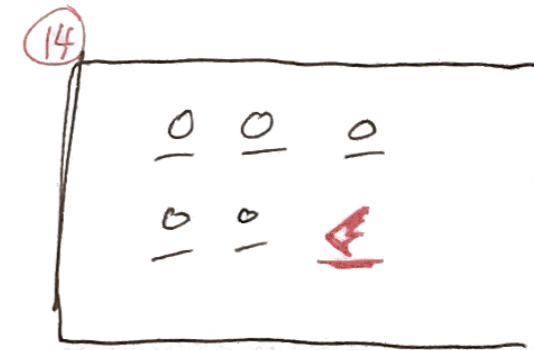
SUBMIT THEORY



EPILOGUE

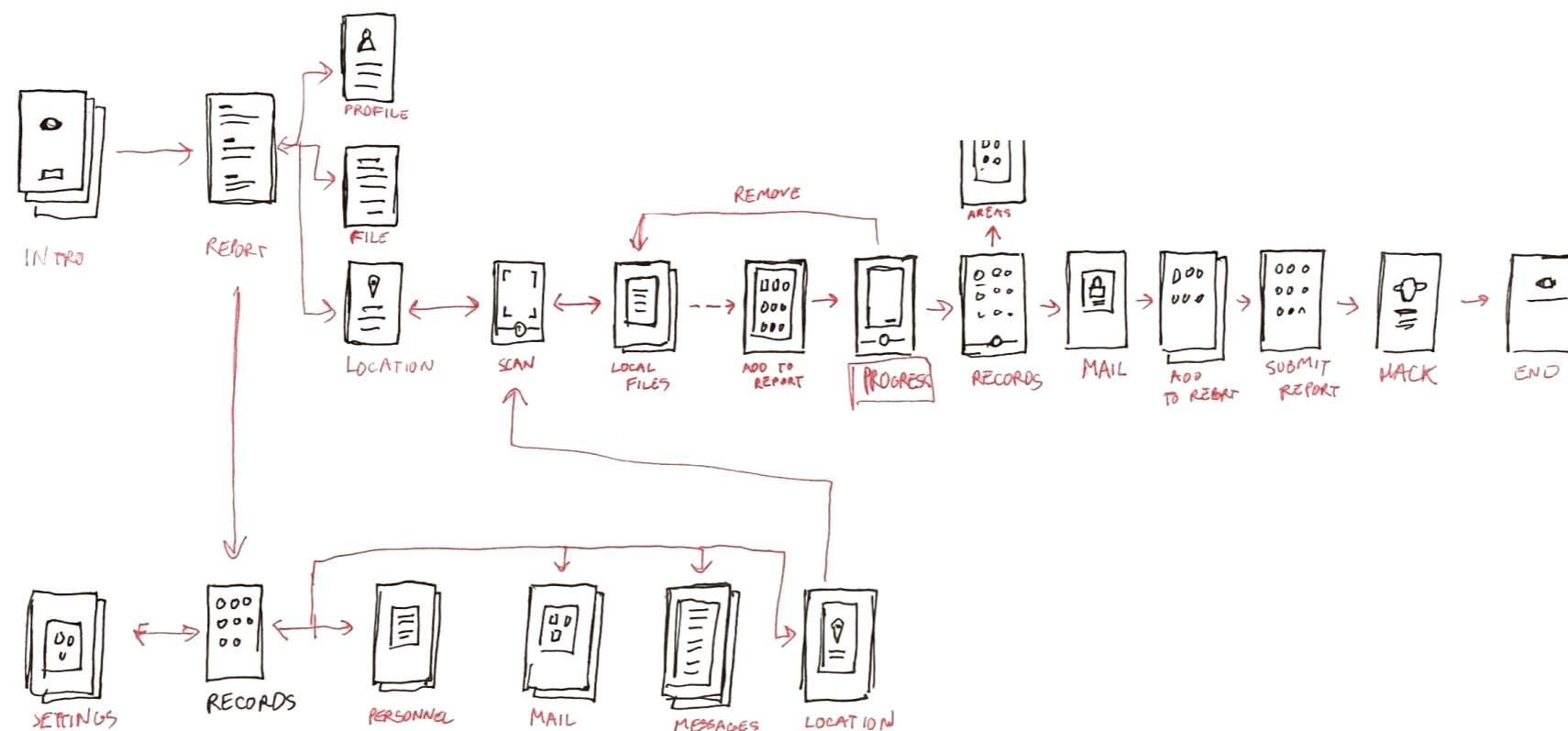
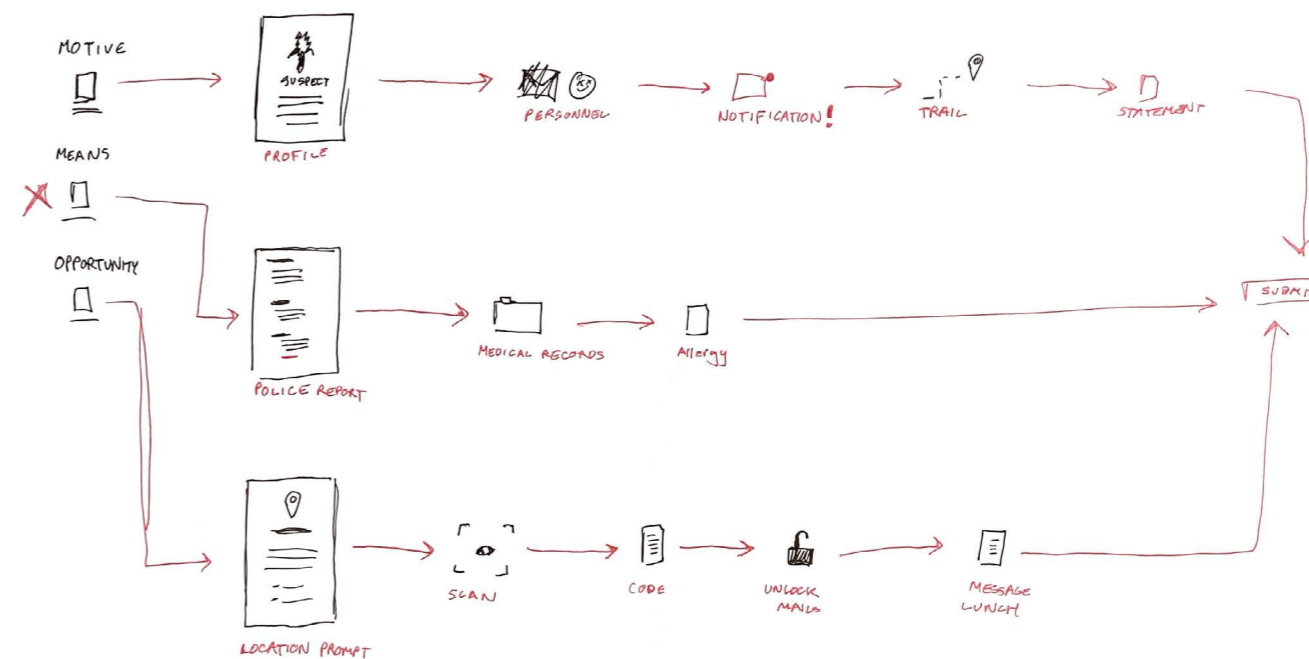
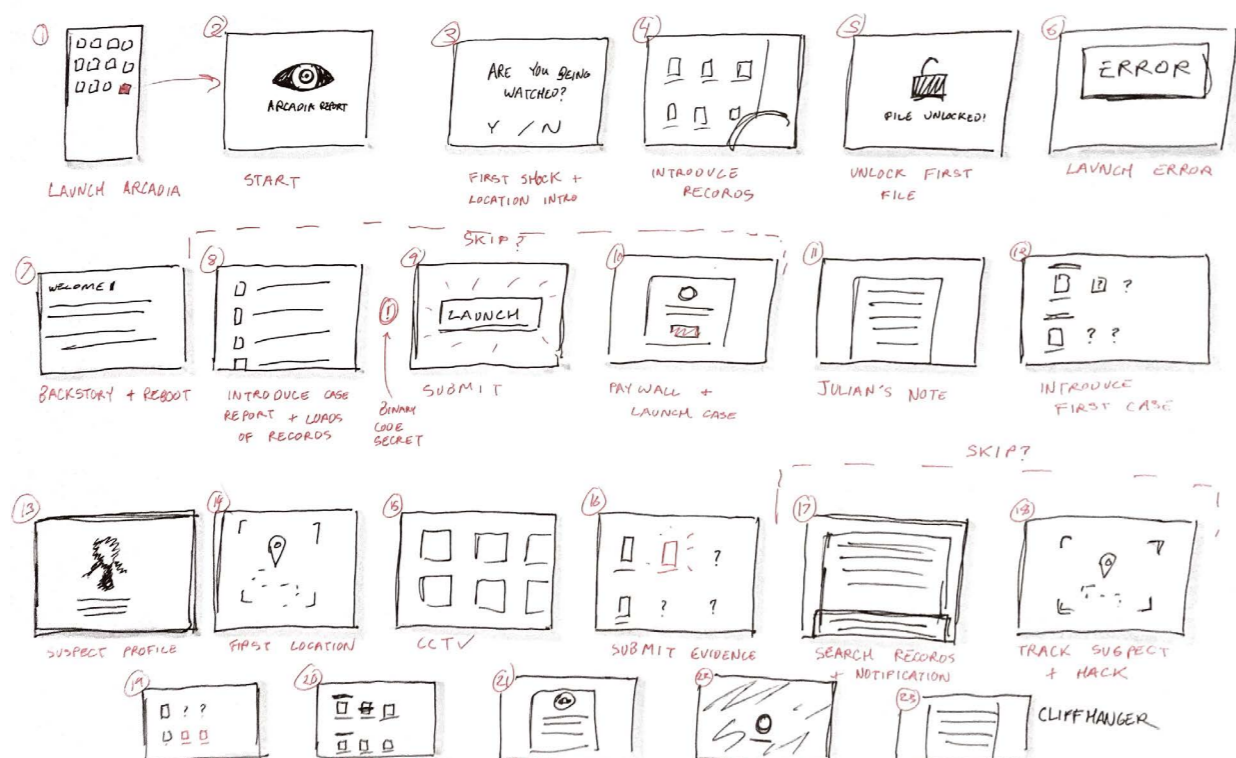


GLITCH +  
TXT MESSAGE

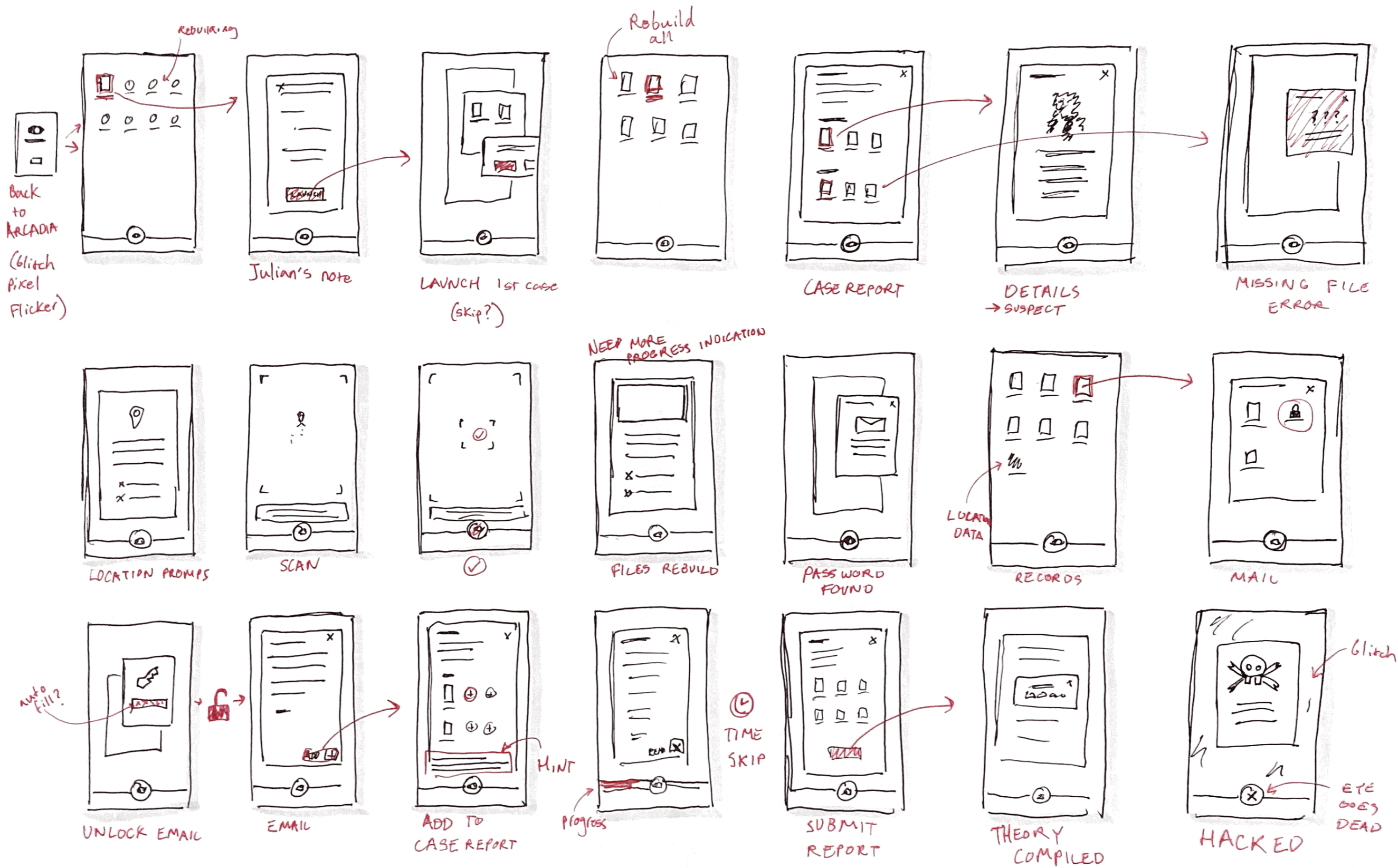


HACK PROGRAM  
CLIFF HANGER

# 🎯 Navigating Story Beats

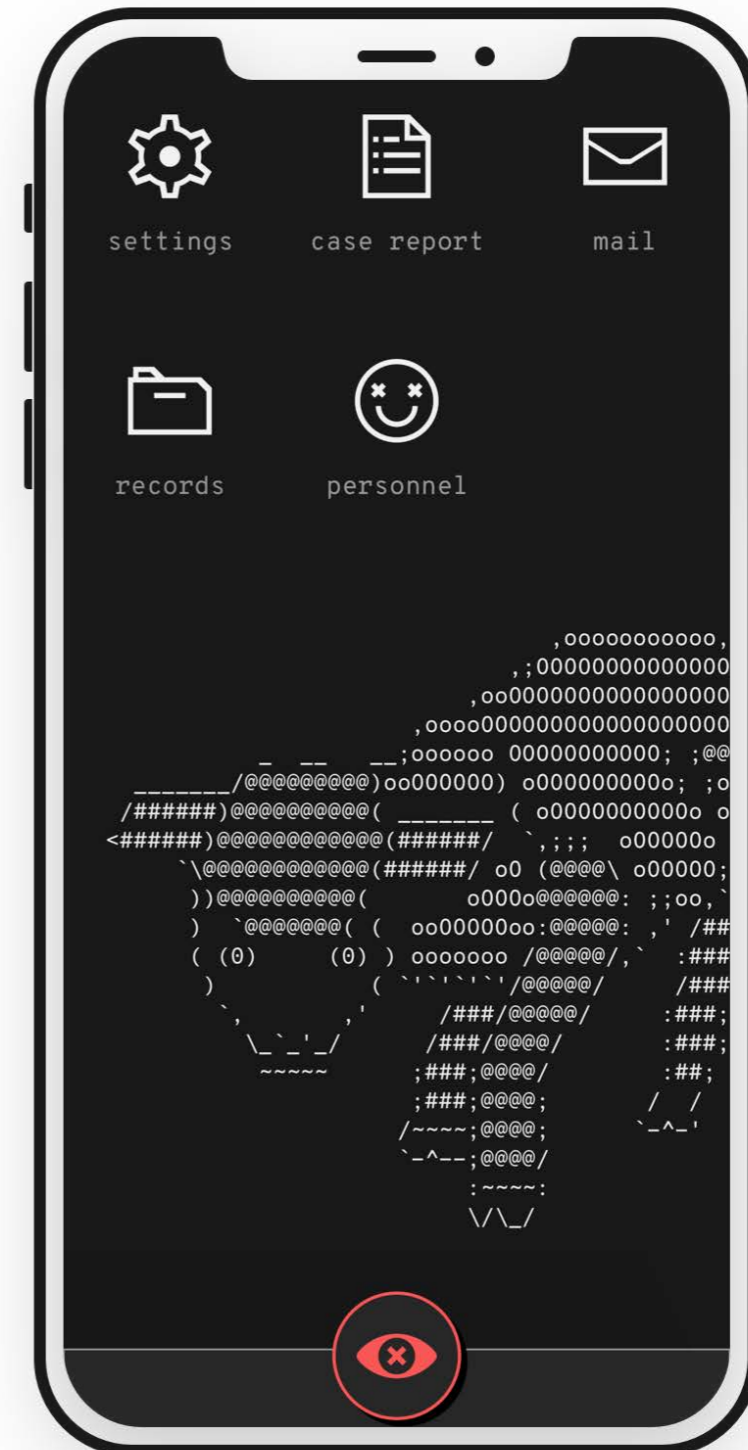


# Case 1 Key Moments



## Case 1 Reimagined

- Brings together the overhauled design and everything learned from testing the alpha and new onboarding.
- Improves the storytelling as well as the interface, building the narrative into the experience.
- Twists, turns, and even a surprise hack.
- Click or scan to see it in action.





# Pitch It

Promoting and pitching The Arcadia Report

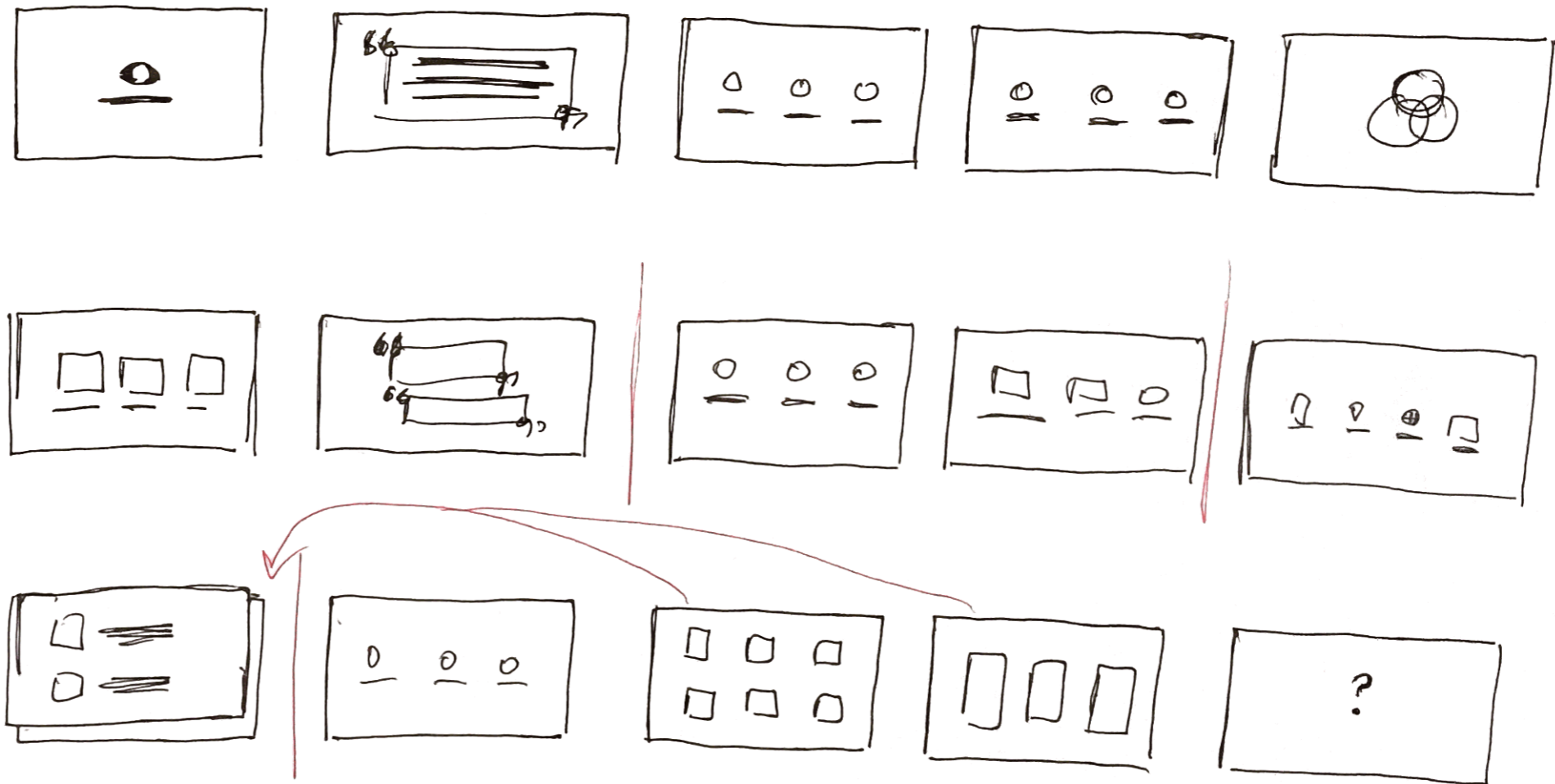
# Plotting Competitive Pitches (1/2)

## INTRO CRITERIA

For (target customer), who has (customer need), (business/product name)  
is a (market category) that (one key benefit). Unlike (competition),  
the product (unique differentiator).

## KEY INFO

- \* MARKET
- \* VALUE PROPOSITION
- \* BUSINESS MODEL
- \* ROUTE TO MARKET

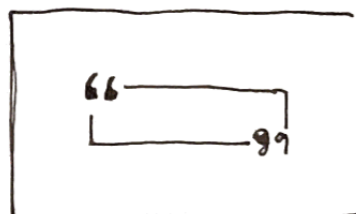


# Plotting Competitive Pitches (2/2)

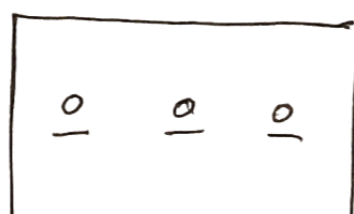
INTRO + MARKET →



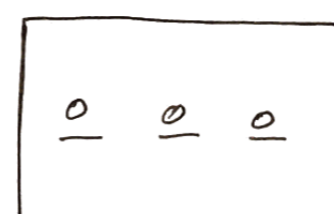
COVER



STATEMENT + STORY



EXPERIENCE STATS



GAME STATS



AIRBNB + POKEMON GO  
+ BANDERSNATCH  
TRUECRIME



USERS

← SWAP W/ PREV



COMPETITORS

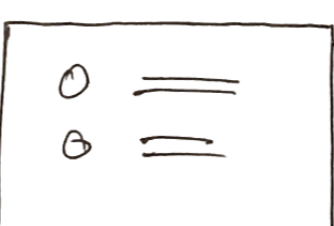


SURVEY + SOCIAL PROOF

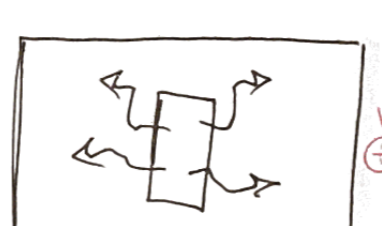
VALUE PROPOSITION →



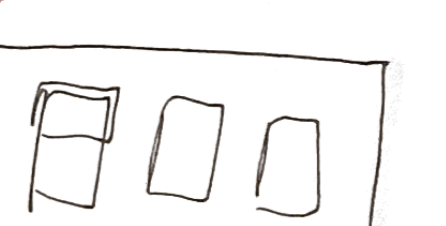
OVERVIEW  
→ WHAT'S DIFFERENT  
→ TRUE CRIME MARKET



FEATURES



PLATFORM



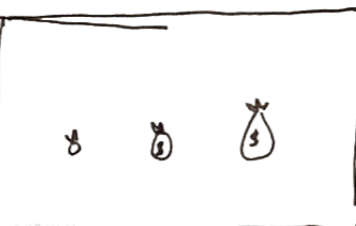
USER TESTING  
ITERATIONS

PAPER PROTOTYPE?

BUSINESS MODEL →



TIER



PRICING



REVENUE  
LICENSE, PARTNERSHIP  
PLATFORM

GO TO MARKET →



BUILD AUDIENCE  
PRE-LAUNCH

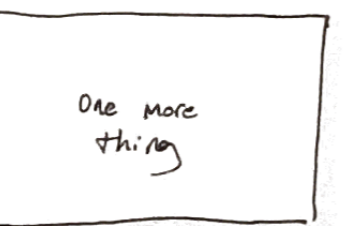


TRADESHOW ARG  
+ PARTNERSHIPS



MYSTERY +  
INDIE GAMERS  
(# of listeners)

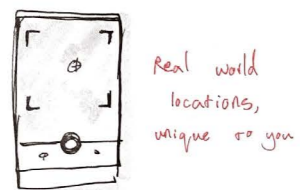
FUTURE →



"more than a game"

"A platform for stories you experience"

# Touchpoints & Promotional Pages



Real world locations, unique to you



Mystery invades reality:  
Notifications + text messages



BE THE DETECTIVE:  
PIECE TOGETHER  
CLUES FROM CORRUPTED  
DATABASE

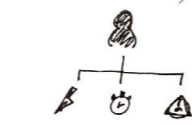
AI,  
Neo-tech noir thriller.  
Backstory



GLITCH  
ANIMATIONS/  
HACK



FIND CODE  
HIDDEN IN WEBPAGE



GAMEPLAY  
BREAKDOWN

## BEFORE EARLY

- \* Email newsletter
- \* Dev logs (litch.io) (medium)
- \* Forum posts (reddit, itch.io)
- \* Helpful blog posts
- \* Game shows
- \* Kickstarter?
- \* Twitter/Instagram
- \* Website
- \* Press release?
- \* Ratings + reviews + word of mouth

What's going  
to make people  
talk about it?

## PRE-PURCHASE

- \* Friend's photos on Instagram\*
- \* Location filters? \* Insta stories filter
- \* Pop-ups in city
- \* Indie game blogs + reviews
- \* App store feature
- \* Invite from friend? \*
- \* Website
- \* Insta + Facebook ads
- \* True crime podcasts

## AFTER

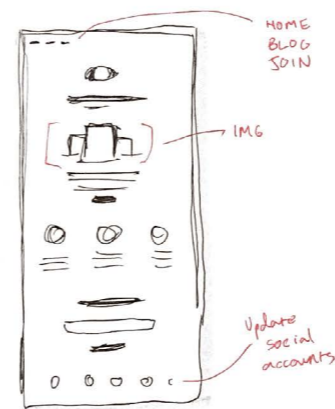
- \* Box-set
- \* Email deals
- \* Text message clues
- \* Countdown
- \* Invoice email
- \* Follow up
- \* Review reward

Clue/hint  
sharing platform?  
Reddit?

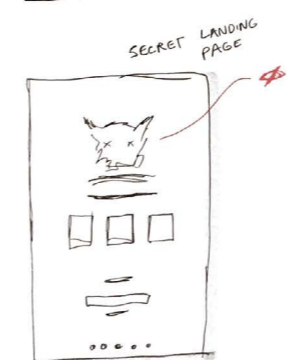
ARG?

## DURING

- \* Free case
- \* Text messages from Reporter
- \* Post-onboarding notification
- \* Box-set invitation + booklets + badges
- \* Photos on Instagram \*
- \* Flyers at cafes/sponsored locations
- \* Customer service (address change/cancel subscription/etc)



HOME

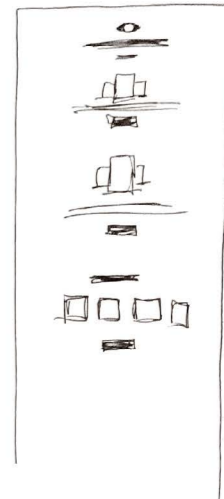
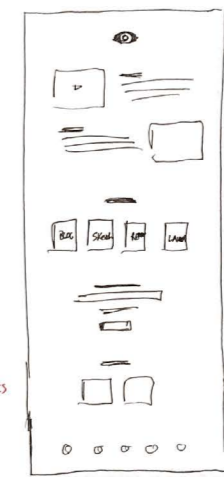
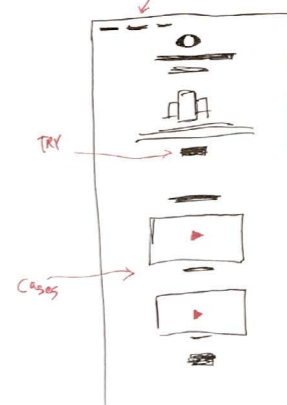


SECRET LANDING PAGE

## DASHBOARD

- \* BLOG
- \* NEWSLETTER archives
- \* Launch strategy
- \* Design report
- \* Sketchbook
- \* Prototype
- \* Videos?
- \* Sketch files
- \* Slide decks

1X0501, 1X0503, PROTOTYPES

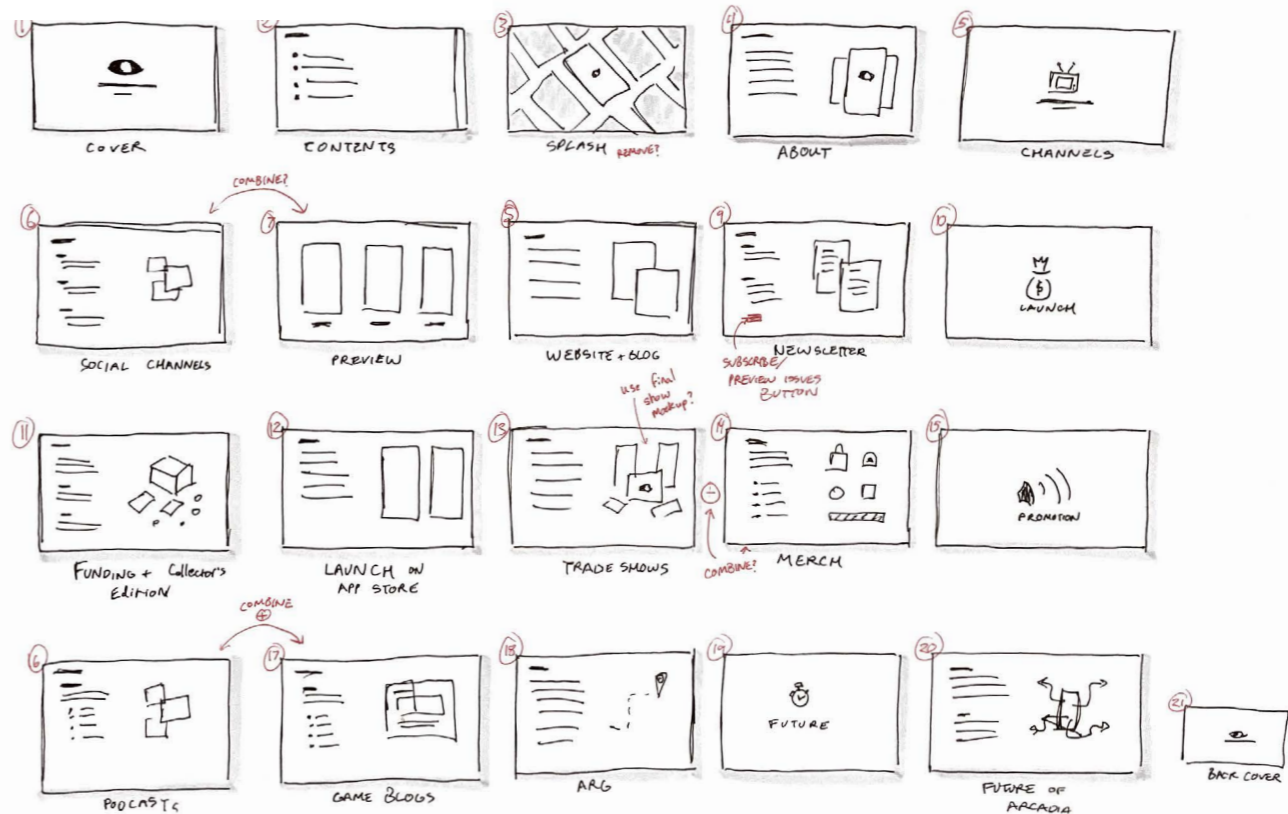


LAUNCH  
STRATEGY

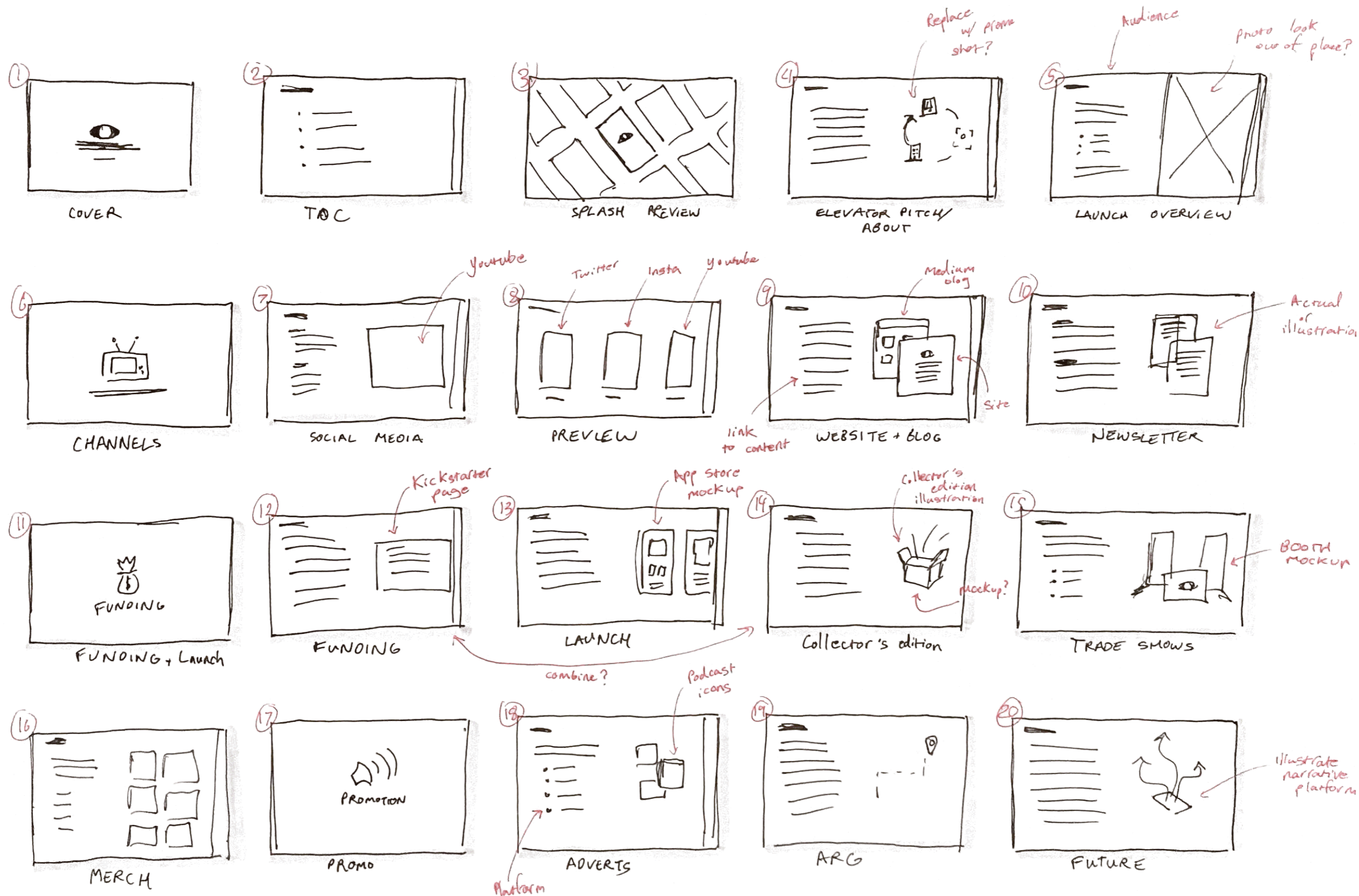
DESIGN  
REPORTS

ARCADIA  
DOSSIER

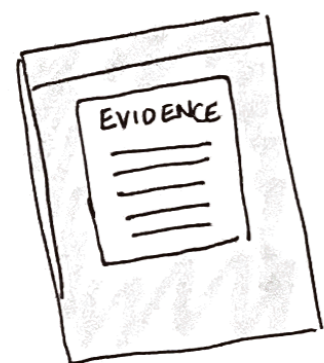
DEVELOPMENT  
BLOG



# Launch Strategy Layout



# Exhibition Materials



EVIDENCE BAG

BADGE

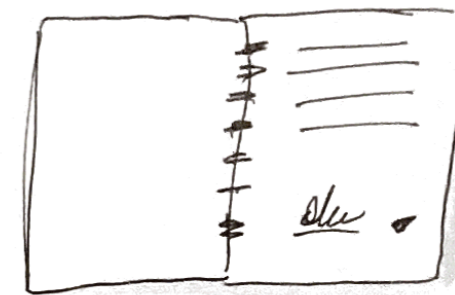


BUSINESS CARDS

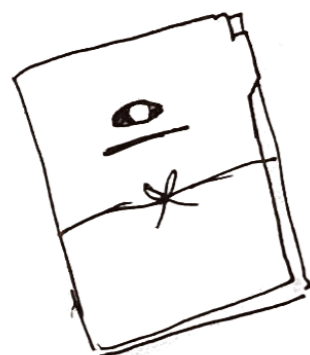
ARCADIA  
COMPANY  
VALUES/  
MANIFESTO



Clue card  
to decipher puzzle  
hidden in text



EMPLOYEE HANDBOOK



CASE FILE



Autopsy  
report



How to  
design a murder  
-instruction  
manual  
for Arcadia



Floppy disk



Magnifying  
glass



Flashlight



Redacted  
company  
audit

CONTENT  
LISTING



Black  
tic tacs in  
medicine jar



Employee lanyard  
+ name tag / ID



Map of  
the  
clues

# 👁️ Launch Strategy Spreads



## Launch

Funding and launch strategy

### 👁️ Mystery Fans

#### Podcasts

Features on true crime podcasts can spread the word to mystery fans, especially those who by virtue of listening to the podcast may be both mystery fans and looking for activities to entertain them on their commute. Targeted podcasts include:

- My Favourite Murder
- Jensen & Holes: The Murder Squad
- Crime Junkies
- Unsolved Murders

For dedicated mystery readers, The Arcadia Report would also aim to garner recommendations on:

- Crime Writers On...
- Read or Dead



### 👁️ Social Media Content

Social media will be used to establish an audience pre-launch and build hype around the mystery to encourage word of mouth promotion.

For the initial launch, marketing efforts will be primarily focused on indie gamers and true crime fans between the ages of 18-34 as early adopters.

#### Content

- Puzzles & teasers
- Hype-building
- Sneak peaks
- Mysterious clues
- AI news and articles

#### Hashtags

- #ArcadiaReport
- #EyesOpen
- #Justice4Arcadia
- #IndieDev
- #IndieGame

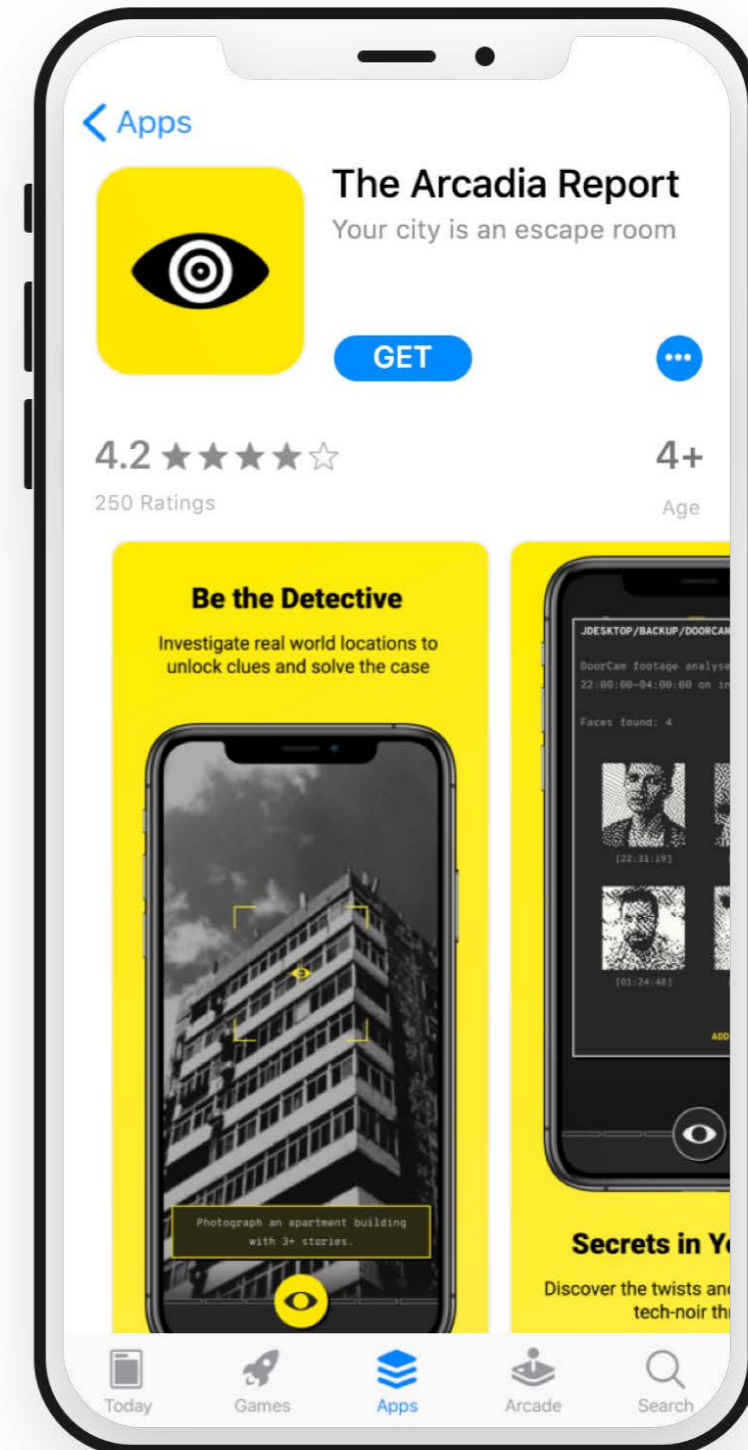


## Future

What next for The Arcadia Report?

## Outlines:

- The how, when, and where of launching The Arcadia Report.
- Targeted early adopters and how The Arcadia Report is already positioned to capture their attention.
- Plans for future expansion of the underlying narrative platform and additional revenue streams.
- Click or scan to dive in.





# **For Your Eyes Only**

The Arcadia Report dossier report

# Concept & Content Plotting



## INTRODUCTION

### \* WHAT

- Pitch
- App + Box set + Website

### \* WHY

- Game
  - Tabletop design
  - New frontier of interaction
- Experience
  - Experience economy (could save for target market?)
  - Escape rooms
  - Media trends
- Mystery + Story
  - Watching too much Columbo
  - True crime trend
- Themes in tech industry
- Interactive storytelling

### \* PRODUCT

- APP + box set
- Business model?
- Website + ~~App~~ Community + Blog

## STRENGTHS + WEAKNESSES

### \* STRENGTHS

- UX Process to anything
- Breaking down complex services
- Storytelling in interactions + visuals
- Research bringing it together
- Unique visuals
- Reacting to feedback

### \* WEAKNESS

- Lofty goals
- Not enough tech skill
- Getting caught up in complexity
- Falling between audiences
- Prototyping a game
- Too many features
- Marketing

### \* What to do DIFFERENTLY?

- Start with MVP (and be brutal)
- Don't plan to do everything yourself
- Design in the open (+ market) from the start

## CHALLENGES

- \* Everything new (simultaneously)
  - Game design
  - Mystery design + technical writing
  - New type of game
  - Mobile camera + geolocation
  - Sound design
- \* PLANNING
  - Balancing testing, research, design + business
- \* Making it Real
  - Funding
  - Game industry
  - GETTING SETUP
  - TECH
- \* REDESIGN
  - LWC overhaul
  - designing for print?

## TECHNOLOGIES

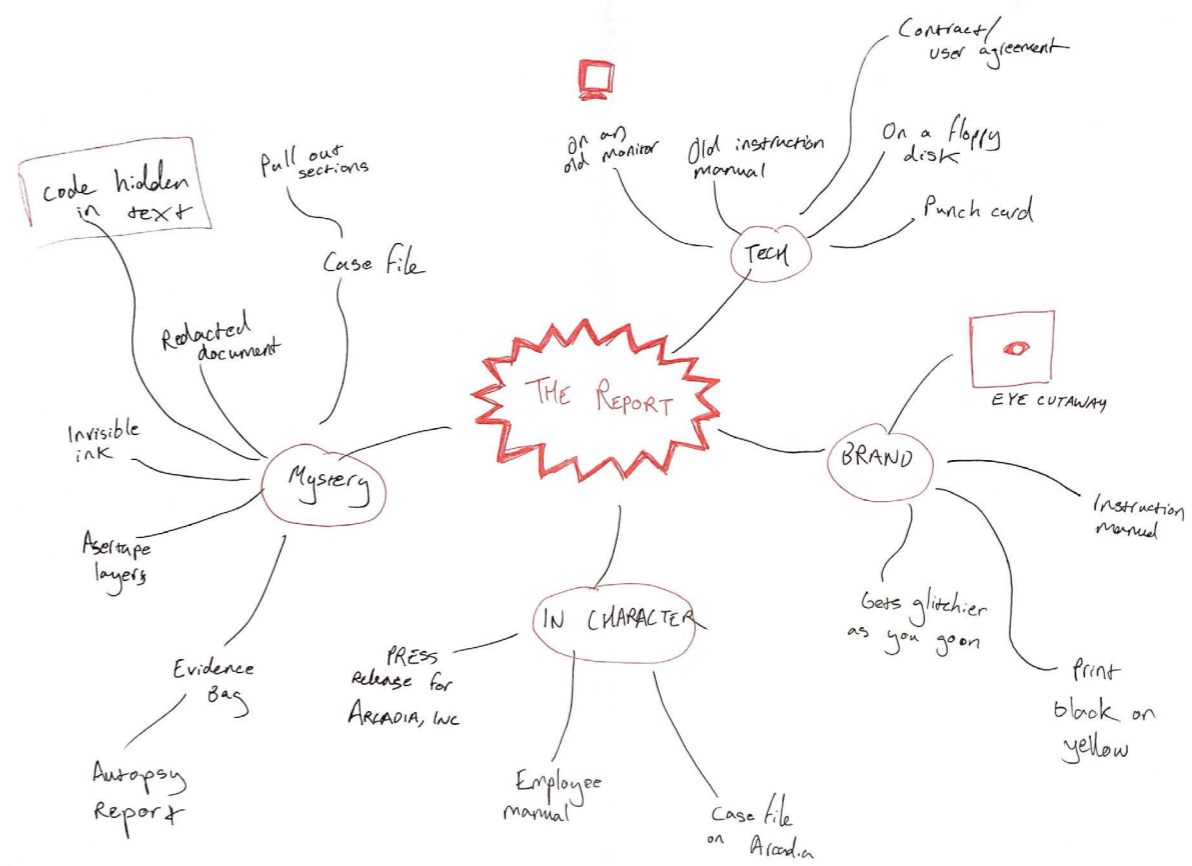
- \* TOOLS
  - Sketch, Figma
  - Invision, Flinto
  - HTML + CSS
  - Mailchimp + typeform
  - Lookback
  - Ai WRITER + Airtable
  - AE + PS + ID
- \* PROCESSES
  - User testing iterations
  - Iterative prototype
  - Blogging
  - Sprints

## TARGET MARKET

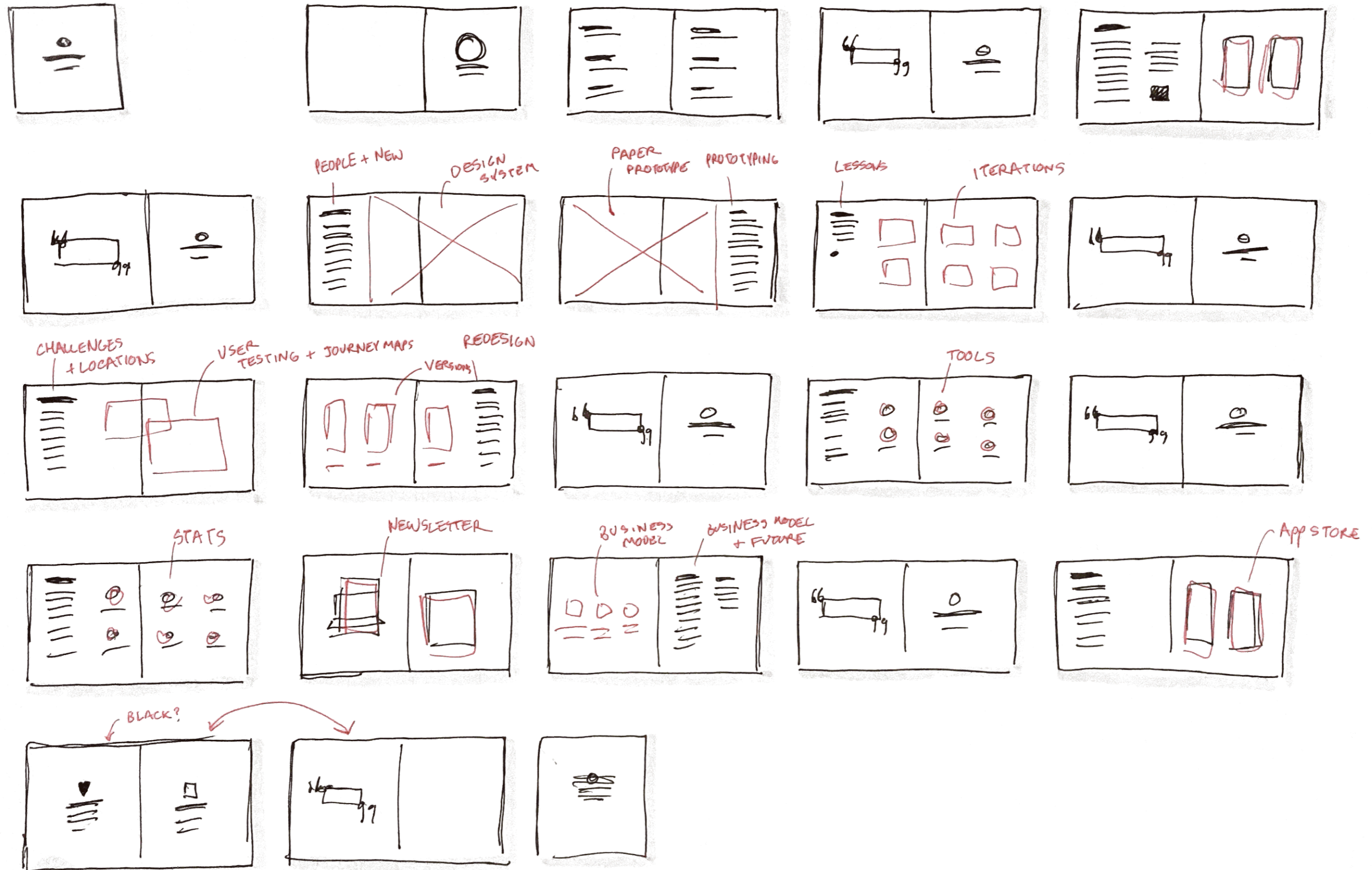
- \* Who's it for?
  - Millennials
- \* Research
  - Experience spending
  - Survey + Forum research
  - Test response
- \* 3 user types
- \* Business model
  - Infographic
  - Costs
- \* Distribution
  - Market strategy
  - Platforms

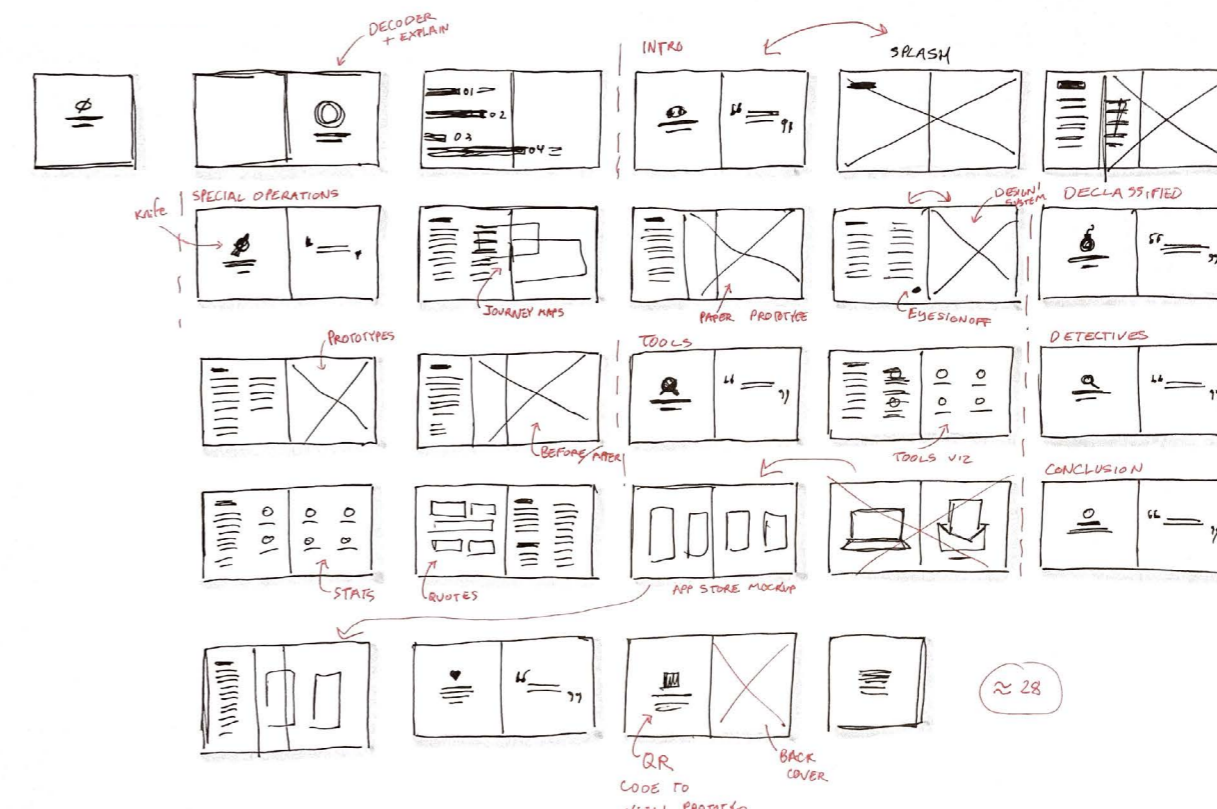
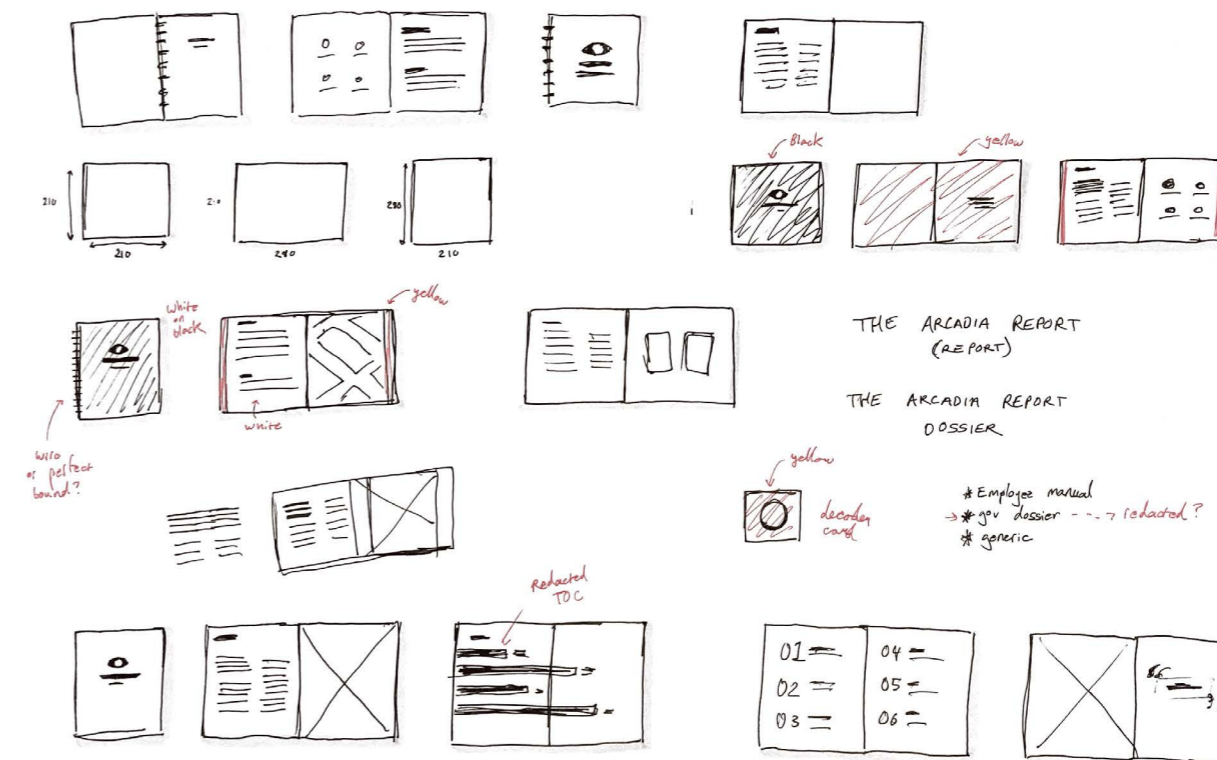
## CONCLUSION

- \* Learning new areas
- \* Simplifying: designing for users, not designers
- \* Creating something new
- \* Later make it a goal



# 👁 Dossier Layout (1/2)





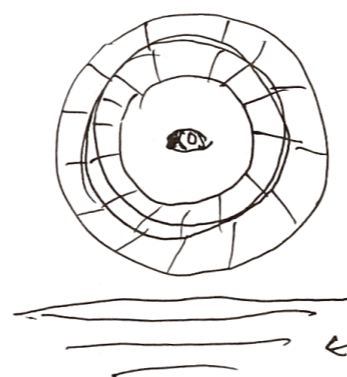


FIND THE TRUTH  
THERES MORE

A B C D E F G H

Numerical?  
Base on  
page number?

PAGE NUMBER / L.



- \* "Don't believe the lies"
- \* "Don't believe your eyes"
- \* ~~"Arcadia was only the beginning"~~
- \* "Justice is in your hands"
- \* ~~"There's more than you know"~~
- \* ~~"The truth goes deeper."~~
- \* "The truth will be exposed"
- \* "Truth is yours to find"
- \* ~~"This is only the beginning"~~
- \* ~~"Arcadia goes~~

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z . @ / \* ?  
U V W X Y Z . @ / \* ? A B C D E F G H I J K L M N O P Q R S T

~~10/2/14~~

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19  
FI ND TH ET RU TH AR CA DI RE PO RT .C OM TE YE SO PE N

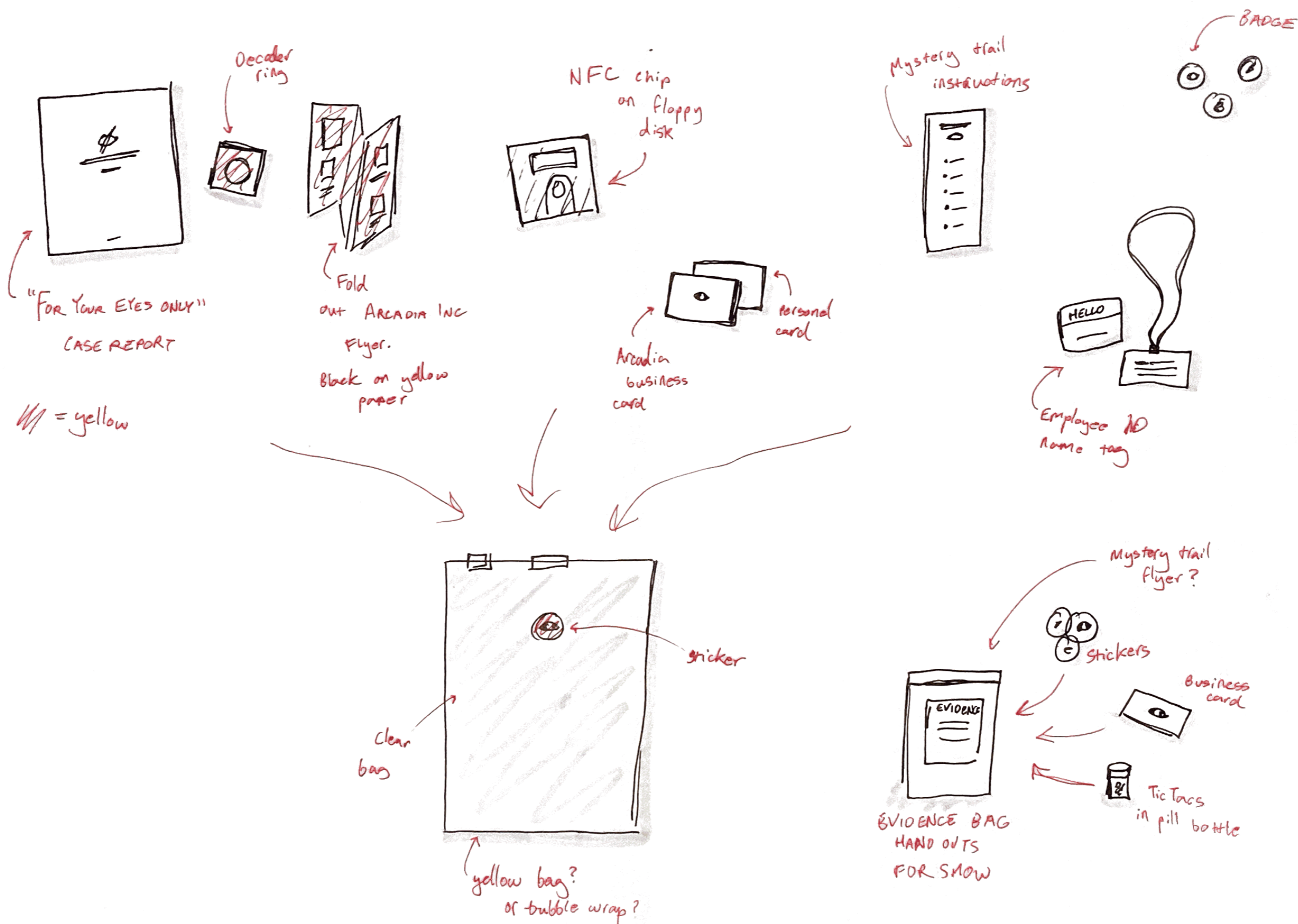
[illegible]

PAGE NUMBERS

ORDER 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19  
PAGE 28 17 10 32 38 27 18 11 35 29 15 22 26 16 34 23 19 14 33

LETTER F I N D T H E T R U T H A R C A D I A R E P O R T. L O M Y E Y E S O P E N

# 👁 The Physical Artefact




# 🎯 The Dossier Spreads

“

To begin at the beginning...

- Sherlock Holmes, A Study in Scarlet

”



## Welcome to Arcadia

Introducing The Arcadia Report



### Rapid Prototyping

The Arcadia Report is not like anything else on the market. This could be a double edged sword and meant a lot of heavy lifting in terms of research, designing, and testing solutions. I had limited video game design experience but was able to leverage my background in tabletop gaming and UX to create a paper prototype to validate the gameplay approach with players from the start. This willingness to build the simplest possible prototype helped me get feedback and quickly iterate which proved a core strength throughout the project.

### Plotting a Murder

Writing an interactive mystery was new to me. It did not make things easy but I was able to draw upon my strengths from regular blog writing (and watching unhealthy amounts of Columbo as a child). It also proved an amazing opportunity to develop my content design skills and practice designing visuals, content, and experience to work together to tell a story across multiple platforms.

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ND // 17

## Welcome to Arcadia

We are in the experience economy. Attention spans have shrunk and tv no longer excites. Viewing is not enough, people want to participate.

The Arcadia Report aims to create a new mode of entertainment tailor made for this generation. It is an immersive mystery experience, transforming your city into an escape room from your phone. You don't read about a detective, you *are* the detective.

The Arcadia Report is designed specifically for participation and immersion. Time, cost, and accessibility issues of escape rooms are solved as The Arcadia Report brings the experience to you case by case.

### Mystery Invades Reality

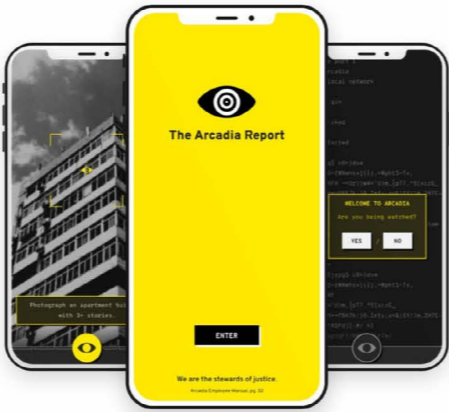
The narrative blends reality and game, playing out across real locations in your city. The Arcadia Report combines true crime influences in a neo-noir, tech thriller where you dive into the dark secrets of a failed startup and their quest to build an algorithm to solve crime. I believe stories

can change the world. Today, when algorithms determine bail in the US and China ranks social credit of citizens, narrative is more important than ever to see the world from a new perspective. The Arcadia Report puts you at the centre of topical issues in ethics in AI, privacy, and bias. It is more than a game: it is a platform for immersive experiences.

Join the mystery.



Click or scan to experience  
The Arcadia Report



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## The Detectives

The Arcadia Report's unique entertainment blend made honing down the audience interesting. Using the core areas of gaming, mysteries, and experience, I focused in on three main user types: indie gamers, true crime fans, and experience-craving millennials.

For early market validation, I targeted forums and analysed mystery game reviews. Conducting a market survey confirmed The Arcadia Report had potential, with over 50% of participants signing up for further information. This research also helped me tailor the narrative to the audience and refine the product market fit with each iteration.

### Gathering Suspects

The three core users overlap but the focus is on 18-34 year olds, specifically indie gamers, as early adopters. The goal is to establish a strong following pre-launch. Marketing focuses on platforms they frequent, such as reddit and itch.io. To help grow that, I maintain a weekly development blog and newsletter to engage and spread the word.

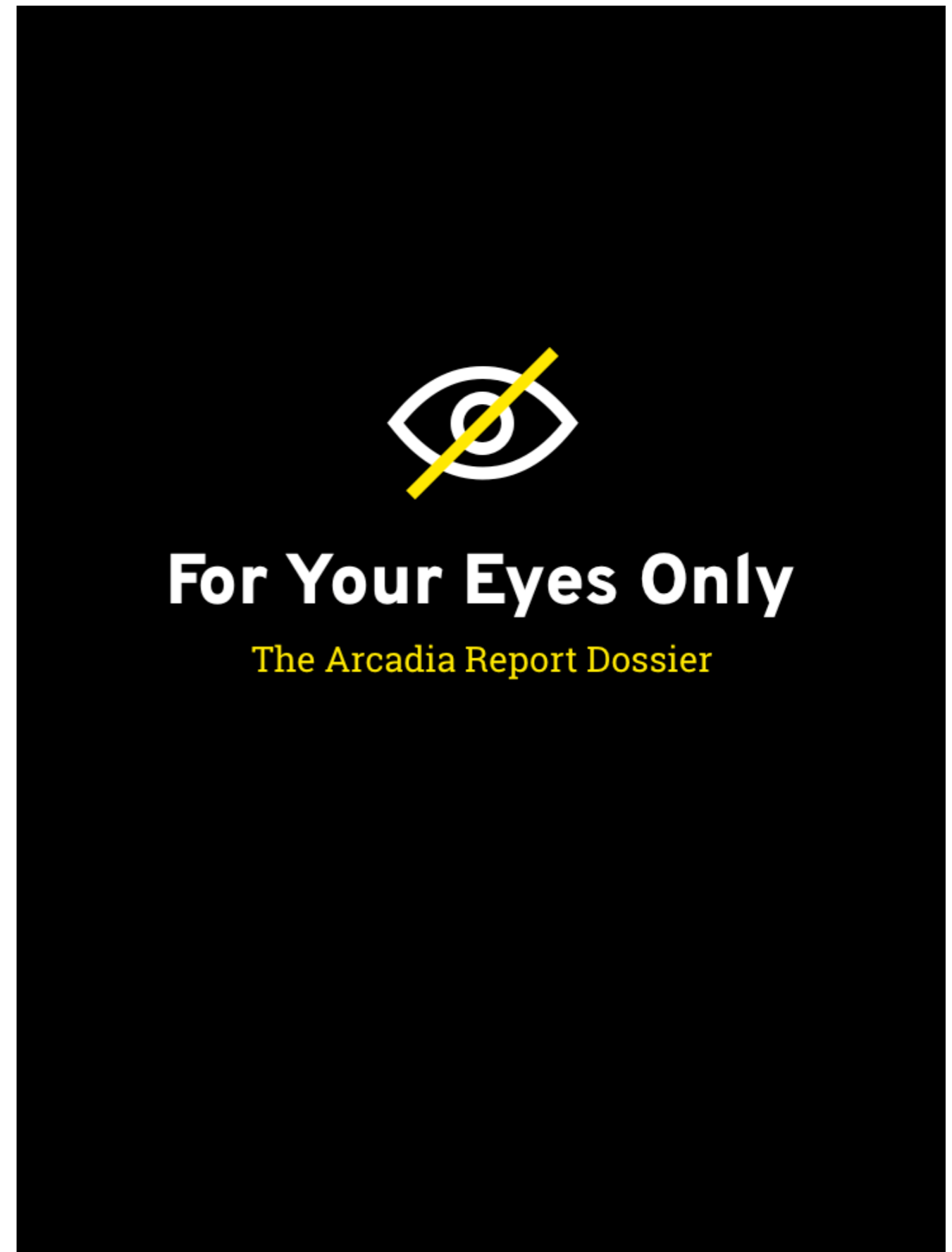
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## **For Your Eyes Only**

- Explores the highs, lows, and lessons learnt from the design of The Arcadia Report experience.
- Designed with story in mind: framed as an in-game artefact with a secret cipher hidden in the pages.
- A prototype for future Arcadia artefacts.
- Click or scan to dive in.





Click or scan to explore the case files and  
experience The Arcadia Report for yourself

