

ESCAPE FROM

MoPOP

CONCEPT
DOC

CREATED BY

ERIC Y CHEN

ALEC BERGEN

REZENE GEBREMARIAM

DHRUV VERMA

INDEX

Cover page	Page 1
Index	Page 2
Essence Statement	Page 3
Overview	Page 4
Background Information	Page 5-11
Exhibit Goals	Page 12
Visual Looks and Feel and	Page 13-14
Mood boards	Page 15
Key Exhibit Features	Page 16-17
Audience overview	Page 18-19
Personas	Page 20-23
Audience Takeaways	Page 24
User Scenarios	Page 25-29
Digital Components	Page 30-31
Storyboards of the experience	Page 32
Paper Prototypes	Page 33-34
Appendix	Page 35-



The Escape Room exhibit gives the visitors of all age group an interactive learning experience that explores what an Escape Room is. Visitors will be able to learn the history that led to the creation of escape room games and personally experience escape room components through puzzles, VR, and stories.



OUR REASON

The reason why the topic of Escape rooms is chosen is because we wanted to work on an idea that can connect any visitors no matter the age, background, or cultural preferences. The topic of escape room is popular considering how the trend became widespread around the world as people began to have taken an interest in all the unique stories and real-life puzzle experience. Escape rooms usually create an atmosphere where it feels like a non-fictional storying is brought to real life, and the main protagonist is you, the escapist.

OUR FOCUS

Our focus is to teach the audience a general overview of all the components that create the escape room experience by having workshops that explore every part of an escape room. The secondary focus is to guide the audience to make connections to real ancient myths and stories to show how the concept has already existed for thousands of years. With the topic of Escape Room changing every year, the exhibit will be created with interchangeable components that could introduce new mechanics, themes, and stories.



Our Exhibit is created with 5 different sections in mind:

THE TIMELINE

THE QR QUEST

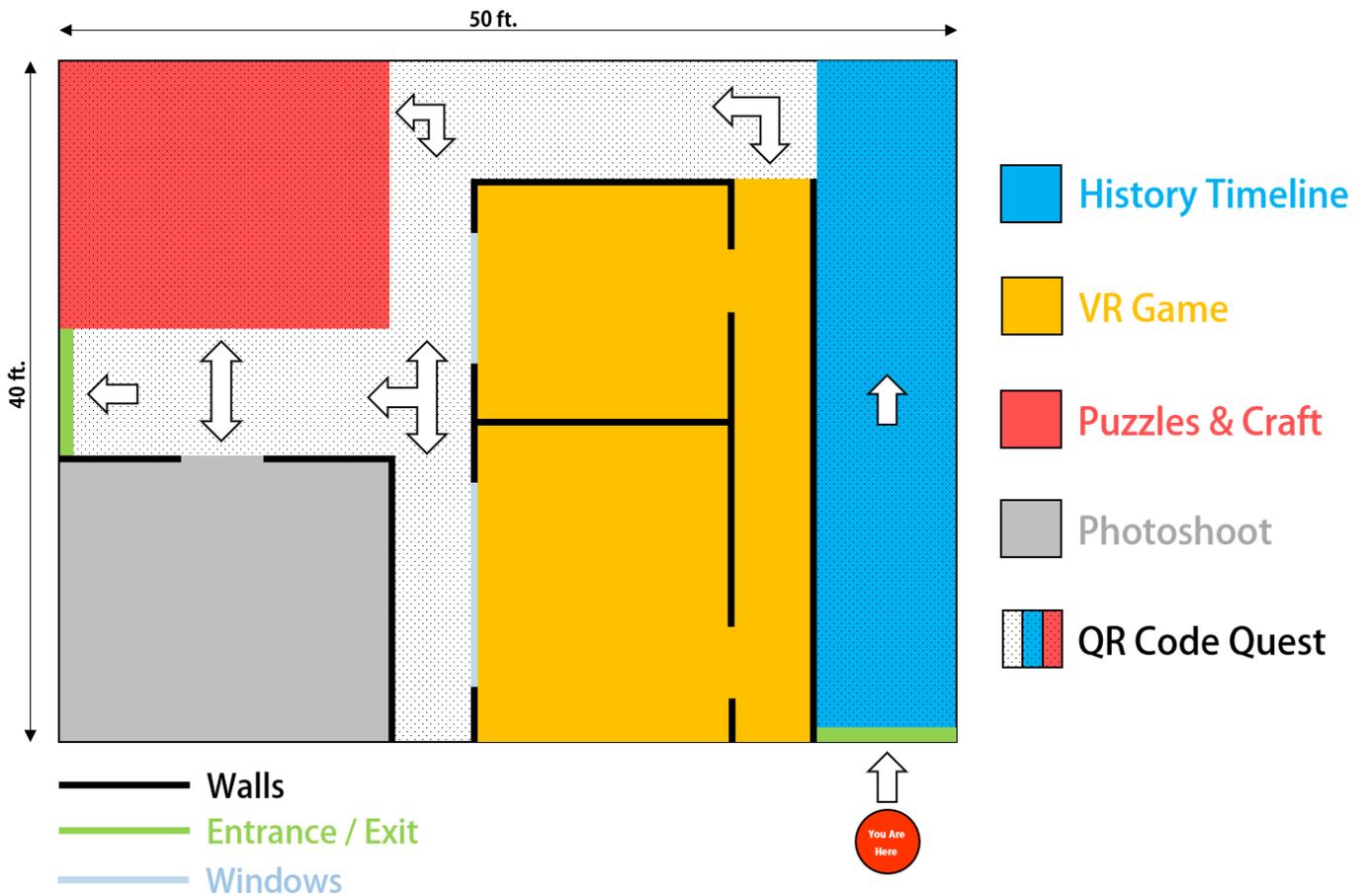
THE VR GAME

THE PUZZLES AND CRAFTS

THE PHOTOSHOOT ROOM

THE EXHIBIT MAP

THE ESCAPE ROOM EXHIBIT MAP



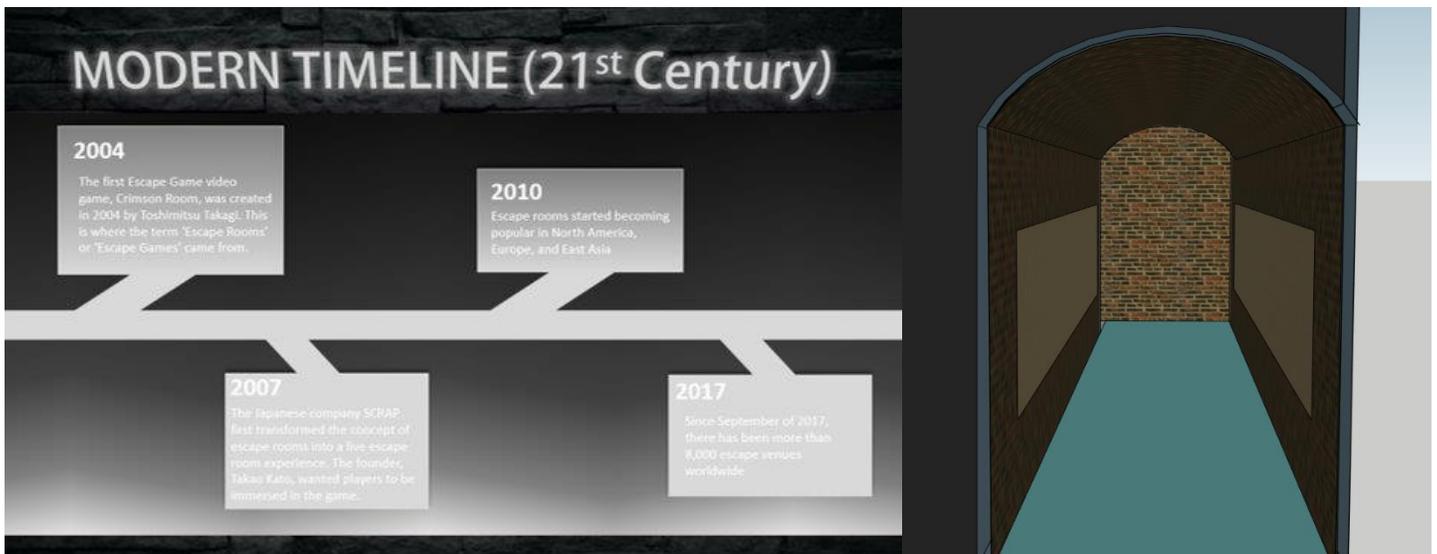
THE TIMELINE

What is it about?

The timeline section of the exhibit is the entrance hallway to the exhibit which contains two large timelines. The timeline is separated with one side talking about the history of “Escape Rooms” while the other side has a timeline of myths and legends of stories related to the escape room. Some myths might include “the ancient labyrinth”, “the great pyramids”, etc. The purpose of having two timelines is to inform the visitors what led to the creation of the modern escape rooms and how it can be connected to the ancient past

What does it look like?

The timeline is a giant board on top of a brick wallpaper wall with back lit lighting. Along with the informational part of the timeline, there will be some built in hidden screens that show animations of figures from stories.



(The picture on the left shows a sample of what the timeline on the escape room would look like while the picture on the right shows a 3-d model of what the entire timeline hallway would look like)

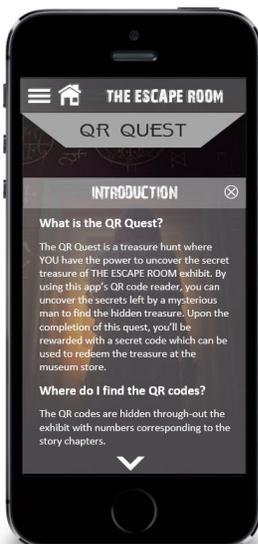
THE QR QUEST

What is it about?

The QR code story is a treasure hunt game that not only helps the visitors explore the full exhibit, but also provide a gamified experience. The experience starts from the exhibit exclusive app which allows any audience members with smartphones to scan the hidden QR codes throughout the exhibit to progress through a story. The treasure hunt will end with a code which allows the visitor to receive a prize from the Museum store.

What does it look like?

The QR quest starts off with an introductory pop up page which informs the user what the QR quest is about and the background story of the quest. The app then leads to a page which has a scanner box that uses your smartphone's camera to scan only the exclusive exhibit QR codes. The numbers correspond to the chapter segments of the story which ends with a hint or riddle leading to the next chapter.



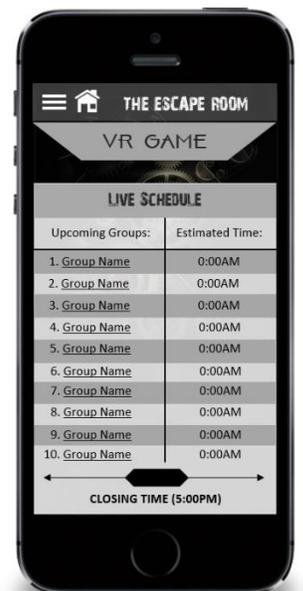
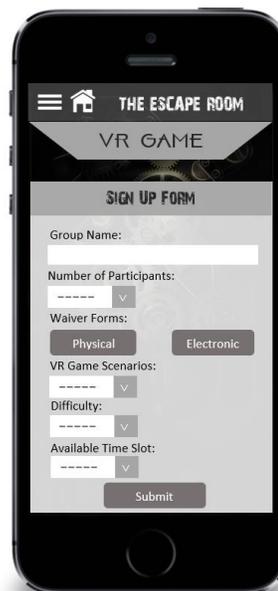
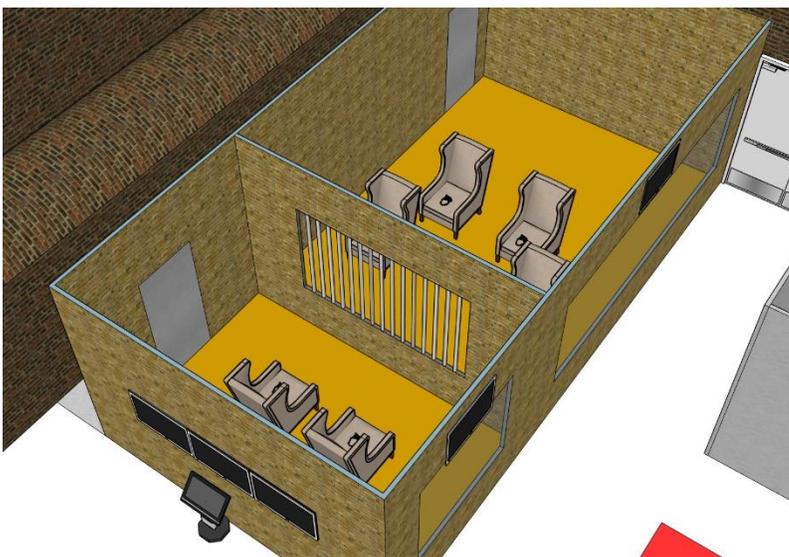
THE VR GAME

What is it about?

The VR Game is a virtual replication of an escape room game that gives the experience of what a typical escape room would feel like. The set-up our exhibit has is a two room escape room where the people who signed up can choose different modes and difficulties (grouped, split up, team battle, etc.). The game will have a maximum of 6 players in a room with a one-way glass window for spectators along with live video feed of the gameplay from the view of the VR world. Each group will be given 15 minutes to accomplish the game in order to allow more groups to have the experience.

How do you sign up?

The museum will have sign-up forms on the MoPop website, phone app, and the kiosk right outside the VR Game section. The sign-up form will have several options along with a live schedule used to see the group line-ups with estimated time.



THE PUZZLES AND CRAFT

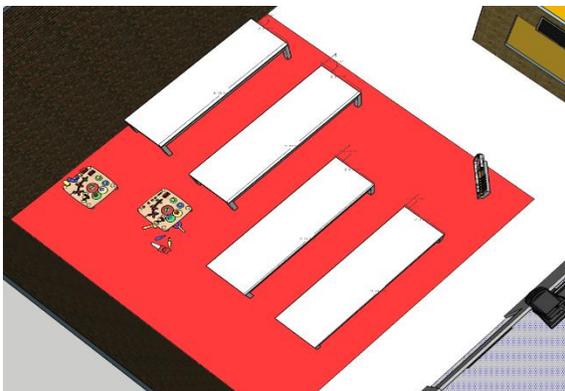
What is it about?

The Puzzles and Craft section is designed to give visitors of any age hands on experience on solving typical puzzles founds in an escape room. There will be four large tables separate with different types of puzzles with varying difficulties (displayed in order from hardest to easiest).

There will also be a kid's corner with toys targeted for kids under the age of 9.

What kind of puzzles are there?

The 4 tables would be split with 4 different categories of puzzles. The first table will feature text-based puzzles such as riddles, anagrams, crosswords, etc. The second table will feature locking mechanisms such as pad locks, deadbolts, combination locks, etc. The locks will be transparent to give the visitor an inside look of the mechanics of how the lock works. The third table will feature objects with hidden mechanisms such as magnetically locked puzzles boxes or cabinets with hidden switches. The fourth table will feature puzzle games such as jigsaw puzzles, tangrams, Klotski puzzles, ball-in-a-maze, etc. All the puzzles will have the option of revealing the answers by lifting small wooden covers.



The picture on the left shows the topside view of the Puzzles and Craft section. On the right is an example of the wooden covers used to reveal a puzzle answer.

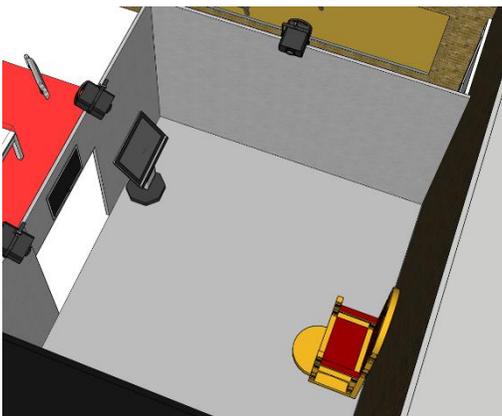
THE PHOTOSHOOT ROOM

What is it about?

The Photoshoot room is a place for visitors to take custom pictures to remember the Escape Room Exhibit. The room will include one giant chair for visitors to sit/ pose on with customizable themed walls. The room will also include fun props for people to make the experience more memorable.

How to use the Photoshoot Room

The room will have a large kiosk device that gives the visitors the functions to customize the room's wallpaper theme (through 3 projectors), add stickers, and the option of using the Exhibit's 4k built in camera. The camera will be located on the bottom of the screen with different time increment for the automatic timer. This is to allow the whole group to take a picture together rather than leaving someone out of the photo. Once the timer starts going off, the screen above the doorway will count down with live feed of what the image will look like. Once the picture is taken, the visitor can then go back to the kiosk to scan the QR code for the electronic version of the picture, request it to be printed and framed from the Museum store (cost money), or submit an email/ phone number to receive the image.



The picture on the left show top view of the Photoshoot room and the picture on the right shows what the giant chair might look like





1: To give the audience a unique experience where they can learn stories of past myths on what could've led to the creation of the modern day "escape room".

2: To show what types of mechanics and puzzles are used to create a typical escape room by explaining the mechanisms behind a puzzle along with hands on experience of solving it.

3: Creating a short virtual demo to show people what an actual escape room experience might feel like. The virtual experience is also used to share the group collaboration experience found in an escape room.

4: Show the diversity in escape rooms by sharing popular scenarios and themes used in actual escape rooms. This also showcases the story-telling part of the escape room.



Wallpaper

The Exhibit will be made with a dungeon like theme to make the exhibit feel like a portal to a fantasy like world. The reason behind creating a dungeon themed exhibit is to reinforce the connection between escape rooms and the Myths about the ancient Labyrinth. The wall paper used will be stone bricks or solid concrete depending on the section in order to make certain parts of the exhibit more functional. For example, the photoshoot room will have plain walls to make it easier to project different themes. The VR game rooms on the other hand also has plain walls for the purpose of not having a theme since the game has a wide selection of different escape room themes.

Objects

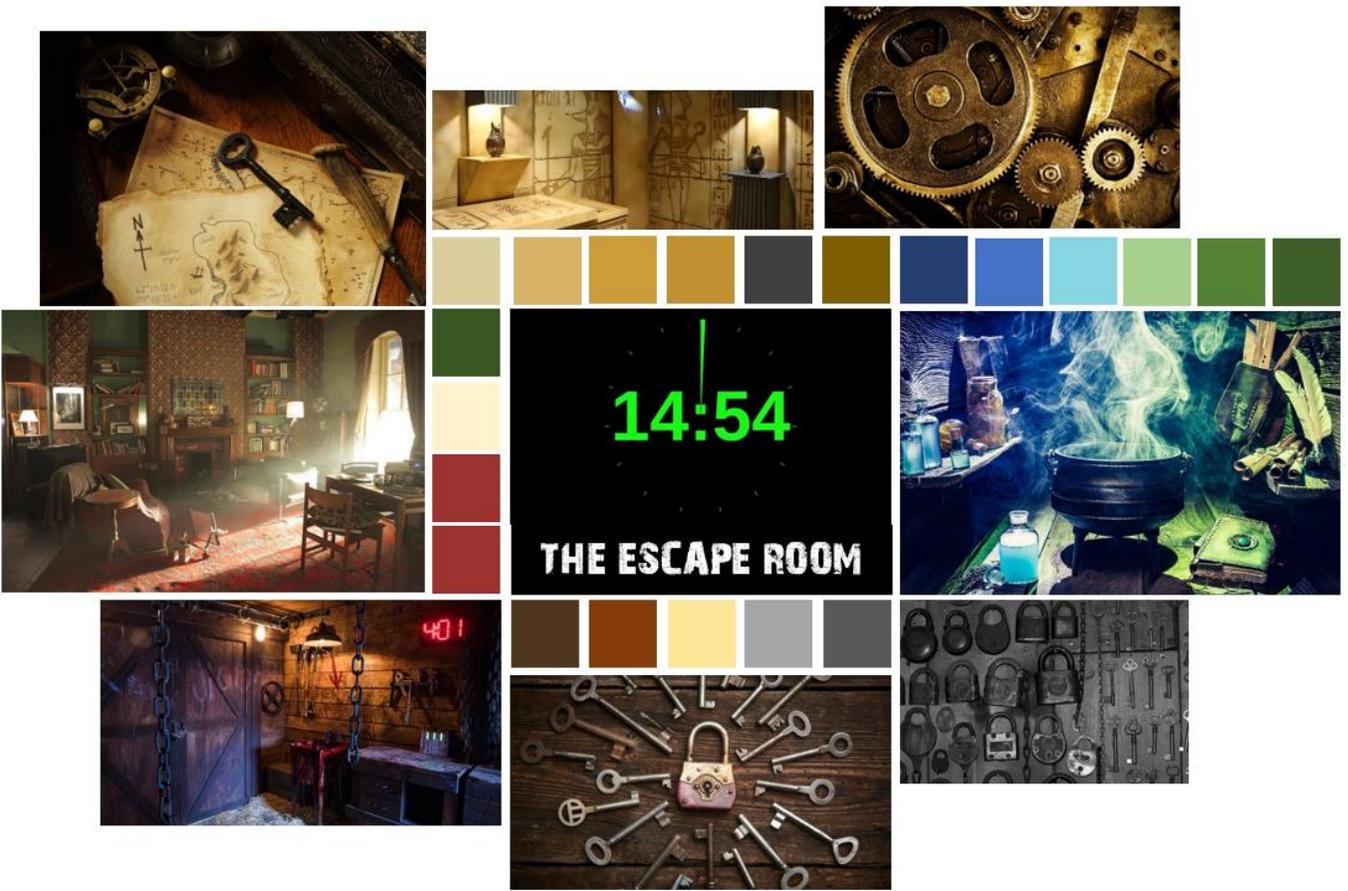
The exhibit will also have paintings, statues, or weird assorted objects all around the general hallways. The purpose of adding these objects is to make the exhibit more exciting since plain walls will shorten the duration of time spent in the exhibit. Not only does it prevent the visitors from leaving the exhibit faster, it also enhances the atmosphere of themed rooms.

Lights

The Exhibit will use a wide variety of lights to give the exhibit a sense of change as visitors progress towards the exit. For the entrance of the exhibit, there will be bright show case lights pointed at the entrance sign to attract visitor to enter the exhibit. The hall way of the timeline will be dimly lit while the timeline itself glows with a backlit light. The purpose of this setup is to get the visitor's attention on the Timeline rather than skipping out to the rest of the exhibit.

It also enhances the words since when people are placed in a dark area, their eyes would always search for a light source. To prevent the people from having accidents at the timeline section, the floor will also be dimly lit. The rest of the exhibit will have more lights focused at the VR rooms (inside the rooms) while having some showcase lights focused on the Kiosk, tv screens, and viewing windows to show where the visitors should look at. In the puzzles and craft section, there will be studio lights focused on the tables and the small kids' section to help the visitors have a better view of the puzzles. In the photoshoot room, there will be lights focused on the giant chair to provide better lighting for the picture and a dim light on the kiosk to help the visitors see the screen better. There will also be bright lights focused on the emergency exit and the exhibit exit entrance incase there is an emergency.

MOOD BOARDS





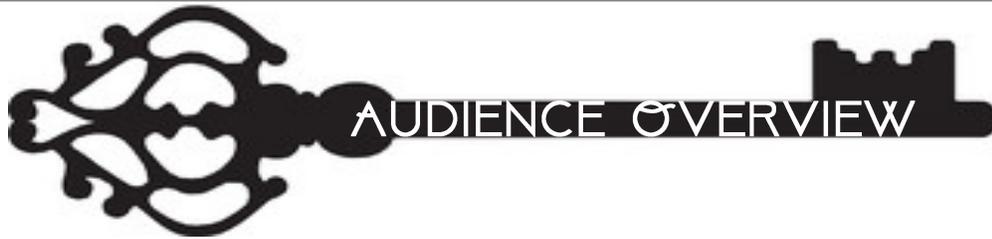
1) The top key feature of the exhibit would be the VR Game section that gives the users a replicated virtual escape room experience. The VR room will be two separate rooms with an opening between the two rooms to make multiple scenarios possible. The VR will give the option of group collaboration games where the puzzles are separated into two rooms and requires teamwork from both sides to progress through the game. The two rooms also work as an extension for larger parties to participate in a single game.

2) The puzzles and craft sector of the exhibit is the second key feature with multiple artifacts such as a sample lock that demonstrates the inner mechanics of opening a pad lock. The room also explores decryptions such as anagrams, cryptic crosswords, sudoku, riddles, etc. The puzzles also include simple physical puzzles like magnetically locked puzzle boxes or hidden locks and switches to reveal components. For younger visitors, there will be simple ball-in-a-maze puzzles, Klotski, jigsaw puzzles, mazes, and tangrams.

3)The next key feature is the Escape Room Timeline which has images and stories/ facts about different myths that leads up to the background information on what started the modern-day escape room games. The artifact for this feature is the timeline wall itself.

4) The QR Quest is a feature that allows the visitors to have a reason to explore the whole exhibit thoroughly. With hidden QR codes all around the exhibit, visitors can piece up the fragments of a diary of someone who went on a journey to find treasure. The story would progress through the following steps: Legends that led to the location of the treasure, riddles and hints that lead through what puzzles the mystery man went through, and the final location of where the treasure is found (the following participants who finish the whole game will then receive a free small gift for completing the QR Quest).

5) The Photoshoot Room features a projection room where the themes are interchangeable with a touch screen kiosk. Not only does the room have interchangeable themes, the room will also contain fun props for visitors to use. The room will have the option of people taking pictures with their own cameras/ smartphones or with the built-in timed camera that will display the picture positioning through a tv monitor screen. The image will be free with scannable QR code or email submissions for the HD digital image files.



The audience of our exhibits are those visiting the Museum of Popular Culture in Seattle, WA.

For the purpose of our assignment, we created personas that targeted families and young adults. Low-budget user experience research was conducted by reading reviews (Trip Advisor). Analysis revealed that some of the most common frustrations with the museum was lack of interactive from exhibits, and additional costs to see exhibits.

In order to address some of these concerns, we decided to design our exhibits in a way that would prevent the need to charge extra costs. As development of technology and licensing fees are two easily controllable costs of goods in a museum experience, we avoided using technology that would be expensive to develop and avoiding using any material that would require the museum to pay licensing fees. VR was chosen as the primary technology in the exhibit, and the exhibit relies on the use of low-budget crafts to engage the user.

Escape Rooms can be graphic in nature, which adds to the visceral experience that they can provoke in an audience. While this nature offered the potential to add excitement to the exhibit, we chose to keep the material PG. By doing so we still are able to offer an experience to all of our audience.

When constructing the personas for the assignment, we chose to primarily focus on four measures of engagement: social, intellectual, practical, and creative instead of personality factors. These four factors allowed us to reference constructs that would be relevant to those who engaged with the exhibit. Intellectual and practical engagement is best exhibited through history, puzzles, and games. Social and creative aspects of the museum are best seen through the use of the photo exhibit, a focus on social media sharing and the cooperative nature of the VR experience.



The personas created for this exhibit will be focused on three different groups:

Kids/ Families:

For kids and families, they will be looking for fun activities that can involve groups of people at the same time. Some families will also search for an exhibit that has an educational component to teach their kids new knowledge.

Local Teens and Adults:

The local teens and adults are the people that are looking for someplace to release their stress during their free time. The types of things they would look for are interactive activities that don't involve a lot of money, has an interesting concept/ idea, and has an overall fun experience.

Tourists:

Tourist will always look for the unique places of a location. Whether it be a well-known restaurant or a famous building, our exhibit will attract people who wonder what an "ESCAPE ROOM EXHIBIT" is. Since our location is so close to the famous space needle, the museum will also attract tourists unaware of the escape room exhibit.

PERSONA #1



USER PERSONA

JOEY WALACE

ABOUT JOEY

Joey is a typical 7 year old. He is highly energetic and loves to explore his environment and engage with those around him.

"SOMES YOU NEED TO MAKE A LITTLE MESS TO HAVE FUN!"

AGE: 7
JOB: Student
ARCHETYPE: Protagonist

GOALS:

- Having fun!
- Avoiding getting grounded
- Finding new adventures!

MOTIVATIONS:

- Game
- Snacks
- Fun

ENGAGEMENT:

SOCIAL



INTELLECTUAL



PRACTICAL



CREATIVE



PERSONA #2

USER PERSONA

SANDRA WALACE

ABOUT SANDRA

Sandra is Joey's mom. She values MoPOP as an educational resource, and is eager to take Joey to the Escape Room exhibit. She views the exhibit as an excellent way to spend time with her son.

"I WORK MONDAY THROUGH FRIDAY, AND I TRY TO MAXIMIZE MY TIME WITH MY SON - IF IT'S EDUCATIONAL, I AM MORE LIKELY TO GO"

GOALS:

- Finding educational experiences
- Enjoying time with her son
- Saving money

MOTIVATIONS:

- Her son
- Time
- Cost

ENGAGEMENT:

SOCIAL



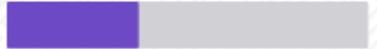
INTELLECTUAL



PRACTICAL



CREATIVE



AGE: 38
JOB: SR. Software Dev.
ARCHETYPE: Logician

PERSONA #3

USER PERSONA

Vanessa Wolff

ABOUT VANESSA

Vanessa is visiting from LA. While in the city, she is planning to see some friends, and has been looking for group activities.

"I HAVE DONE AN ESCAPE ROOM, AND I REALLY ENJOYED IT. I AM CURIOUS TO LEARN MORE ABOUT THEM!"

GOALS:

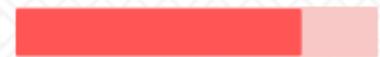
- Spending time with her friends.
- Making the most of her time in the city.

MOTIVATIONS:

- Time.
- Cost.

ENGAGEMENT:

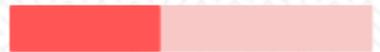
SOCIAL



INTELLECTUAL



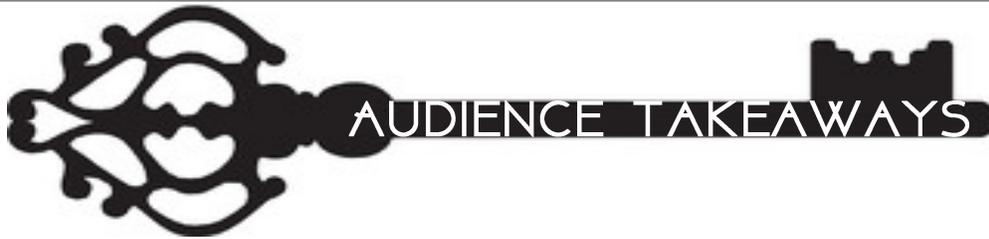
PRACTICAL



CREATIVE



AGE: 27
JOB: Marketing manager
ARCHETYPE: Entertainer

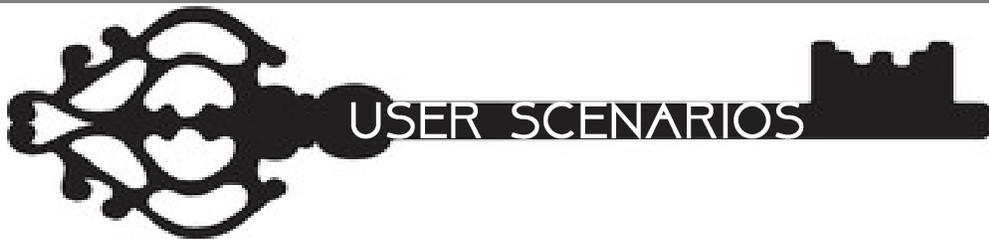


1: The visitors will gain knowledge on where escape room originated from and learn what factors contributed to make escape rooms so popular in the recent years.

2: The visitors will have a 15-minute virtual experience of an actual escape room gameplay with friends and families.

3: The visitors can capture a memorable picture in the photoshoot room with their friends and families to remember their experience at the MoPop Escape room exhibit.

4: The audience can receive free prizes from the Museum store by completing the QR Quest treasure hunt.



Key

- =Scenarios leading up to the exhibit location
- [red square] =Mobile app scenarios
- -(M) = "Map" section of the mobile app
- -(V) = "VR game" section of the mobile app
- -(Q) = "QR quest" section of the mobile app
- -(O) = "Other info" section of the mobile app
- * = scenarios that doesn't use the app

-The audience finds a new MoPop exhibit through an MoPop advertisement (web ad or poster), the MoPop Website, or at the physical location.

-They buy the tickets and enter the MoPop Museum

-They located a noticeable lit up dungeon themed sign with the words "THE ESCAPE ROOM EXHIBIT"

-They notice a large sign near the entrance saying "To enjoy the full experience of the exhibit. Please download the MoPop app through the QR/ link bellow or by finding the download link from the MoPop website under Exhibits > THE ESCAPE ROOM > APP."

- [red square] The Audience finds and downloads the MoPop APP

--They open the app and finds a list of exhibits and selects "THE ESCAPE ROOM" exhibit

--They get a welcome pop up introduction about the purpose of the exhibit

--The App has 4 buttons with categories called MAP, VR GAME, QR QUEST, OTHER INFO.

--(M)Selecting the MAP button, the audience would open a page that contains a color-coded map of the entire exhibit with numbered sections. Below the Map would show a list of numbered sections found in the escape room exhibit.

--(M) After clicking on one of the map sectors or activities listed underneath the map, a new page would pop up with all the information regarding the activity.

--(V)Clicking on the VR GAME button would lead the audience to a page with a short introduction to the VR game featured in the exhibit

--(V)The user would read a short introduction of what exactly the VR game is about and read a follow up section that explains how to sign up for the VR game.

--(V) The user will scroll past the intro to find a sign-up form that gives the required sign up information and options regarding to the game choices requested. The user then fills out the required information and submits their application.

--(V) the User's group name shows up on the live lineup schedule underneath the sign-up form with an estimated time until their turn arrives.

--(V)The user then receives a notification that notifies that it's their group's turn for the VR game after a 3-5 min short set-up time.

--(V)Outside the VR section would be 3 large screens (one on how to get into the que line with a list of the next groups, one on the actual gameplay of the current group, and a third one with a leaderboard). The visitor will then see their group name on top of the live schedule list.

--(V)The group enters the hallway and gets a short tutorial from a short video which leads to another video that gives the intro to their escape room theme.

--(V) After the video ends, they enter their rooms and put on their VR headset, headphones, and grab their controllers.

--(V) Using the controllers, they click on a virtual button to confirm that everyone is ready. After every is ready, the room then turns into the theme they choose, and the 15-minute counter then begins.

--(Q)Selecting the QR QUEST button, the audience would open a page that looks like a scanner with text and graphics underneath. A pop up of the game would show up with information regarding to the introduction of the QR QUEST and the start of the story.

--(Q)By exiting out of the introduction, a screen with a scanner using the visitor's camera shows up. Bellow the scanner includes a text box that allows the visitor to enter a code if the QR Scanner doesn't work.

--(Q) The Visitor then scan the hidden QR codes throughout the exhibit starting with the giant sign outside the exhibit with a giant barcode labeled "Unlocking Chapter 1".

--(Q) After reading/ listening to the 1st chapter about the notes of mysterious person looking for a legendary treasure, the visitor then receives a riddle or hint leading to the next QR code. The first hint would sound like "To find the key of the present, one must search for the blinding light bellow the origins of the named locked rooms"

--(Q) The hint would lead the player to a hidden QR code below the timeline section for the origins of the term "Escape Rooms". The player then scans the QR code and receives the next story segment and clue.

--(Q) After reaching the end of the story, the player would then receive a code which contains a message that says, "To redeem the legendary treasure, one must present the secret code at the Museum Store".

--(Q) By showing the code, the player then receives a t-shirt or small item as a free gift.

--(O) clicking on the other info button, the visitor will see a page of options. The options given are "FAQ's", "Credits", "App Info", "Social Media", and "Settings".

--(O)The visitor then clicks the house button to return to the homepage.

-*The visitor goes to the Puzzles and Craft section to check out what it is.

-*The visitor then tries to solve some anagram puzzles with their friends and ends up giving up

-*They lift the wooden panel to reveal the answer and continue trying out the different types of puzzles offered

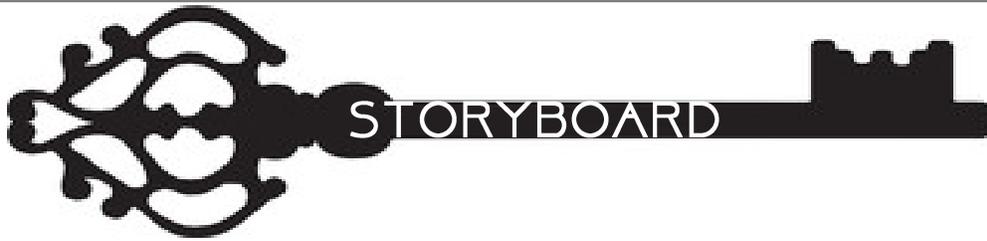
- *The visitor finally finished checking out all the different puzzles offered, and their family member/ friend calls them over.
- *They enter the photoshoot room which had a short line waiting at the doorway entrance.
- *The visitor noticed the kiosk on the corner of the room and begins playing around with the settings with his family/ friends to get their ideal picture.
- *The visitor activates the counter and runs back to his family/friends to pose for the picture
- *The picture is taken, and the image shows up on the monitor and kiosk with a QR code, form for email/ phone number, and a button that says, "BUY AT THE MUSEUM STORE".
- *The visitor scans the QR code and receives a link to a page with the image file.
- *The visitor then clicks the "BUY AT THE MUSEUM STORE" button and gets a small receipt with a QR code
- *The visitor then exits the exhibits and goes to the museum store to get the receipt scanned and chooses one of the preset frames for the picture in the store.
- *The visitor then leaves MoPop and returns home.



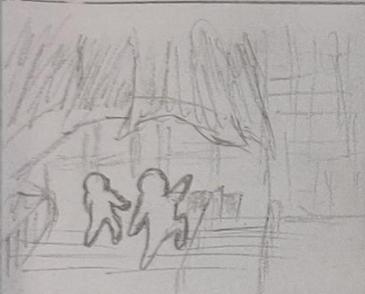
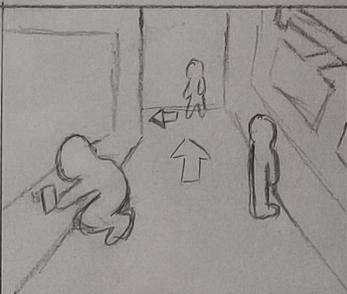
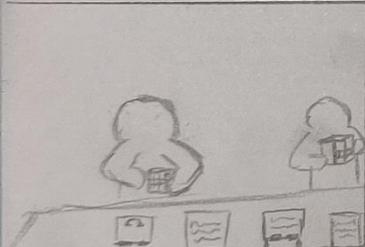
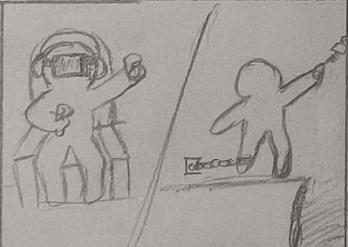
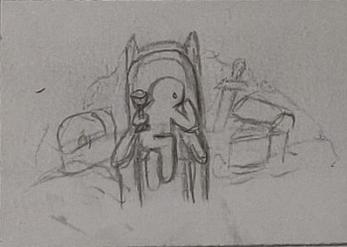
The kiosk designed for the exhibit will be made with the main categories in mind (Map, VR Game, QR Quest, and Other Info). The reasons why some features of the exhibits are exclusive categories is because they are the main attractions of the exhibit. The Map features will become both a navigation map while being an informational guide that explains what to expect in each section. The VR game category will include a general info section, sign up form, and a live preview schedule on the current waiting list. The QR quest category is an exhibit exclusive game like storytelling experience that gives access to the app used to interact the exhibit and progress through a story. The Others info would be a general FAQ for common questions that visitors might have and some documentation/ behind the scene of the exhibit creation.

Visitors will also have the opportunity to download the mobile app. The mobile application allows users to book times for the VR station, learn more about the exhibit, and access other content regarding to the exhibit. The mobile application will be a useful addition to the exhibit, however, it is not required for users to download the application. The App also allows the visitors to play the QR quest which is used to enhance the exhibit experience with stories and prizes.

Website For the website of the exhibit, we chose to stay with MoPOP's existing design. We believe this design to be an important part of their brand identity and by keeping the same design will allow for a more seamless addition of the Escape Room exhibit to the museum. The website's information about the exhibit will include background information, exhibit maps, and other information. Users will be able to purchase tickets for the exhibit, and book times for the virtual reality component of the museum. The website will also display a stream of user generated photos of the exhibit from Instagram. While most of this information will be accessible through the mobile application, maintaining a website will allow us to include an additional touchpoint for users. This may be beneficial for those who wish the view the exhibit and do not own a cellphone or have reliable access to data.

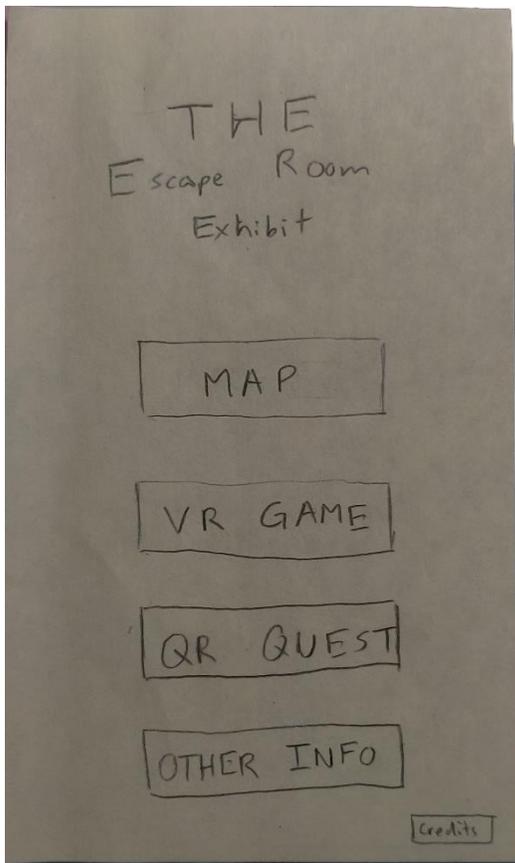


STORYBOARD

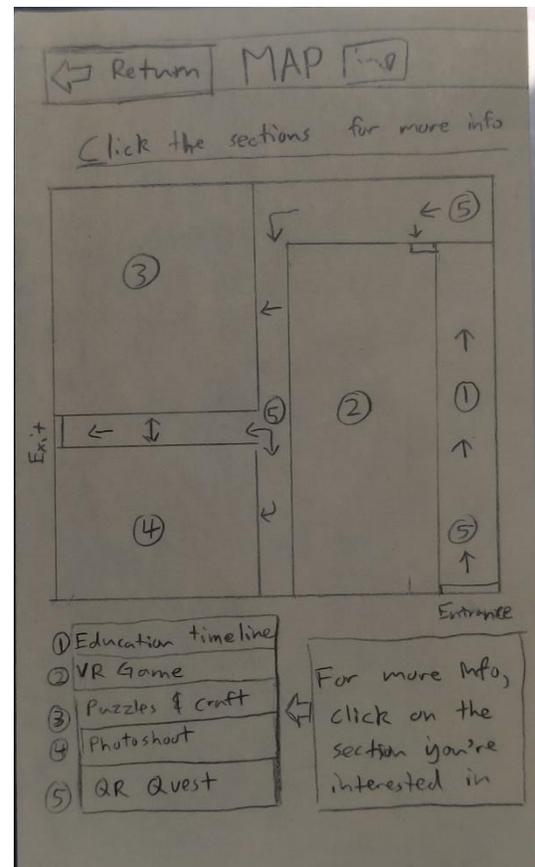
			
<p>visitors entering the mupop museum on a bright sunny day</p>	<p>The visitor notices the sign that talks about the app & downloads it.</p>	<p>While looking at the timeline, the visitor also played the QR Quest</p>	<p>The visitor then signs up for the VR game on the Kiosk outside the VR rooms</p>
			
<p>The visitor checks out the various puzzles in the Puzzles & craft sections & finds all the hidden QR codes for QR quest</p>	<p>The visitor then played the VR game and barely passed the game with 10sec left in the 15min counter. Then the visitor had a long fun chat with the people he played with.</p>	<p>The visitor then went to the photoshoot room and took a picture as a "lonely King" with piles of virtual treasure stickers.</p>	<p>The visitor then went to the store to redeem their prize from completing the QR quest. After that, they left the museum</p>

PAPER PROTOTYPE

The following images are the paper prototype design for the exhibit kiosk. Even though the system looks similar to the app design, the differences are that the design doesn't include a system where the visitor can play the QR quest game. Instead, the kiosk provides methods to get access to the app version.



The Menu



The Map

Return VR GAME

Basic info:

Sign-Up Form

Group Name:

Number of Participants:

Consent forms:

Digital Physical

VR Game scenario:

Terms and Conditions

I agree to the terms & conditions

Submit

The VR Game

VR SCHEDULE:

Upcoming Group:	Est. Time
① Group Name	0:00 PM
② Group Name	0:00 PM
③ Group Name	0:00 PM
④ Group Name	0:00 PM
⑤ Group Name	0:00 PM
⑥ Group Name	0:00 PM
⑦ Group Name	0:00 PM

← Exhibit Closes →

The VR Game pg. 2

Return QR QUEST

QR Quest Basic Info:

Download the APP:

QR link

App store App store

Download page link:

WWW.Http://MoPop/The-excape-room/...

The VR Game

Return OTHER INFO

Exhibit Attraction Info:

- VR Game
- QR Quest
- Puzzles & crafts
- photo shoot
- Education Timeline

About the Exhibit:

History

Credits

...

Future Events/Additions:

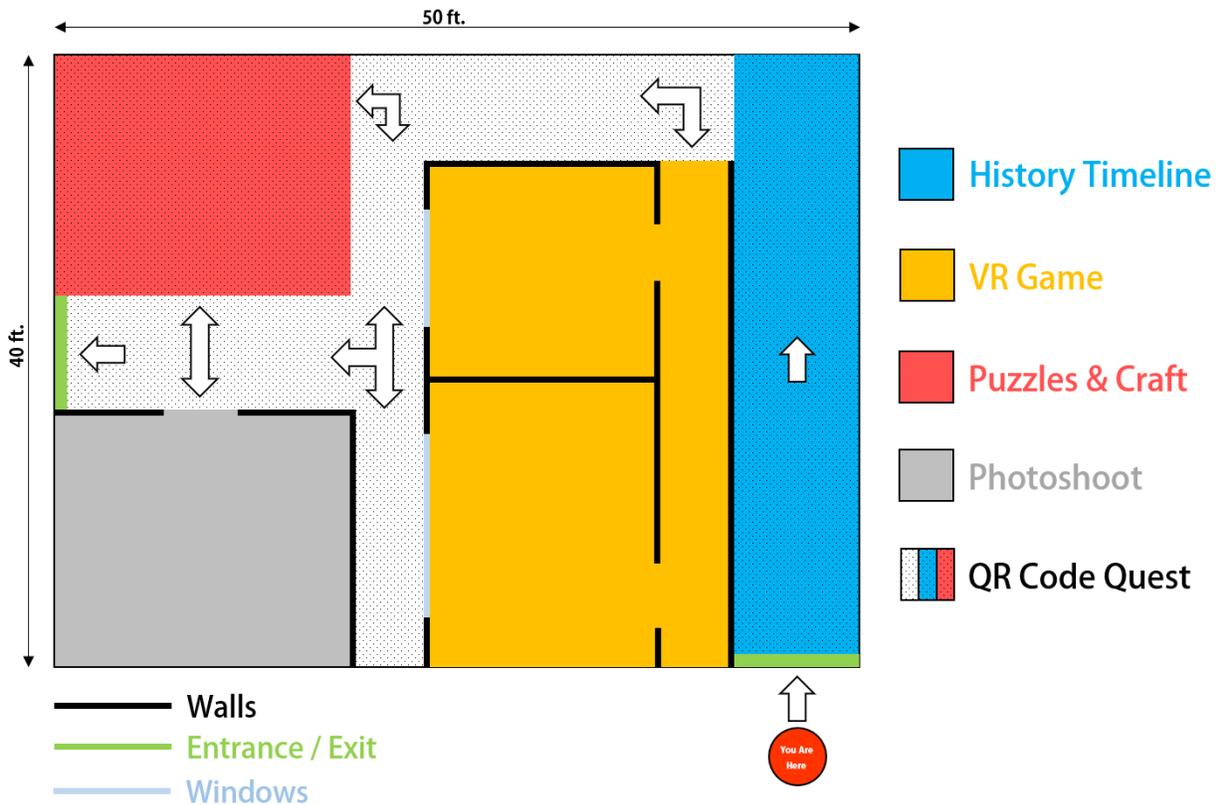
The Other Info



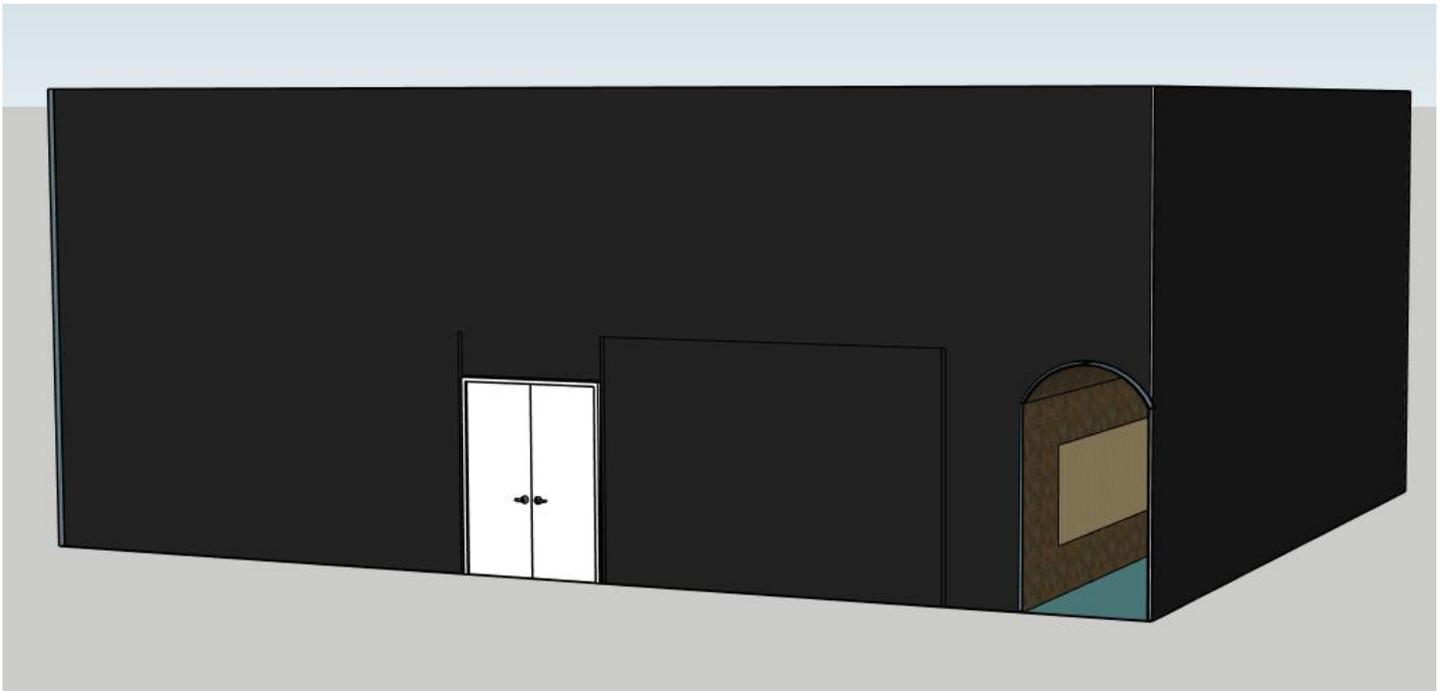
*Notice: some of the content found in the appendix might be repeats of the same images found throughout the concept doc.

THE EXHIBIT MAP

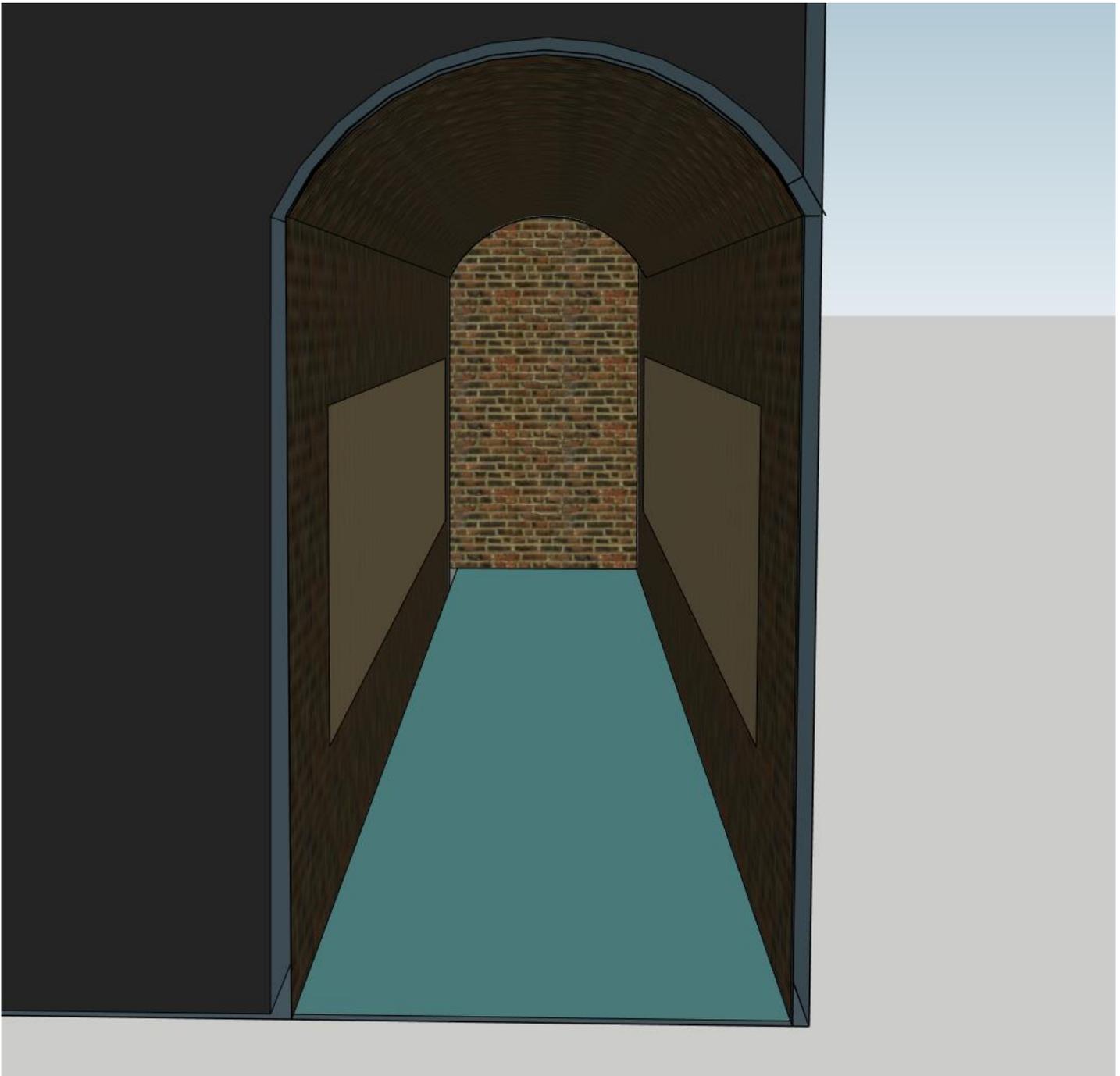
THE ESCAPE ROOM EXHIBIT MAP



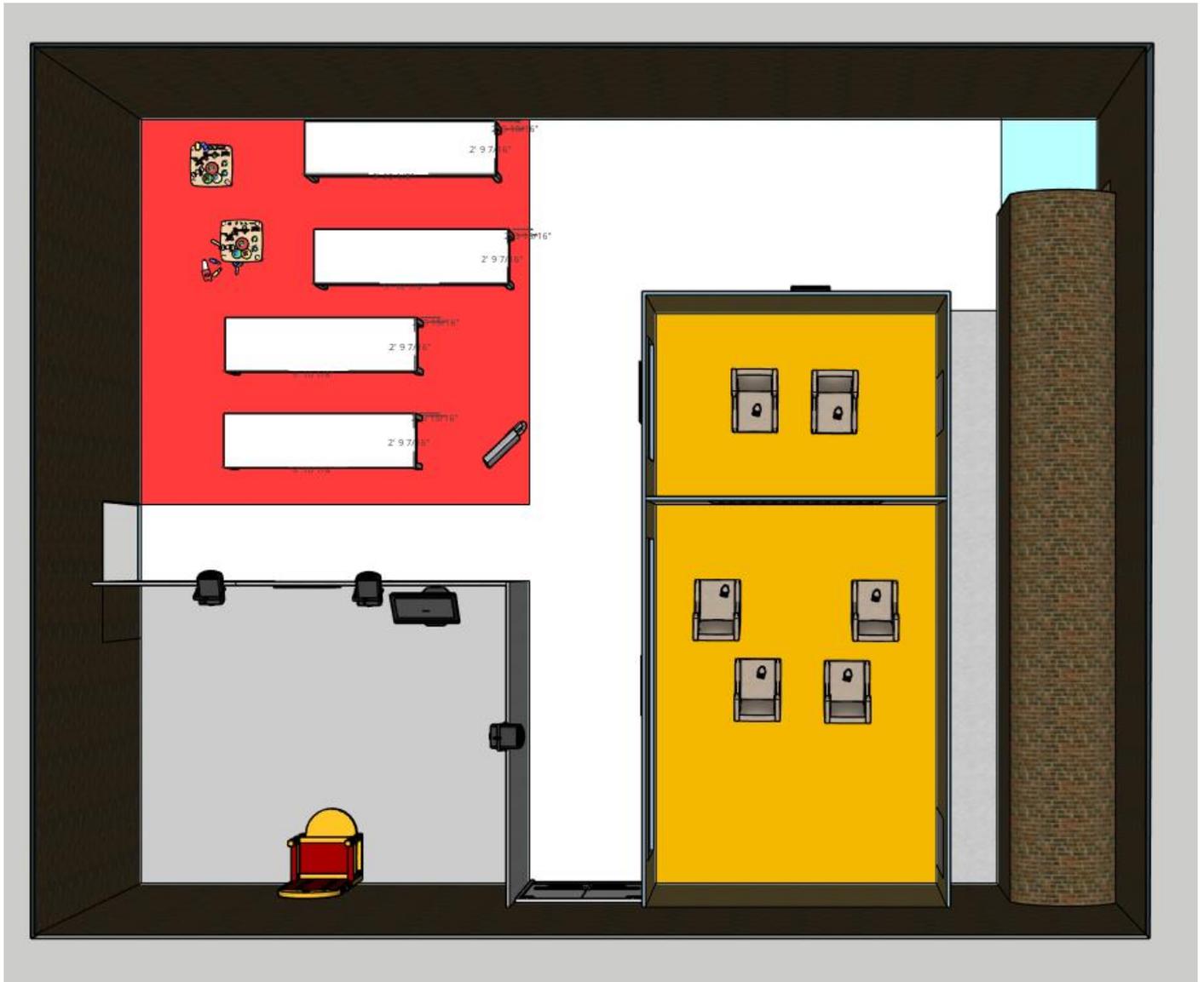
THE EXHIBIT 3D MODELS



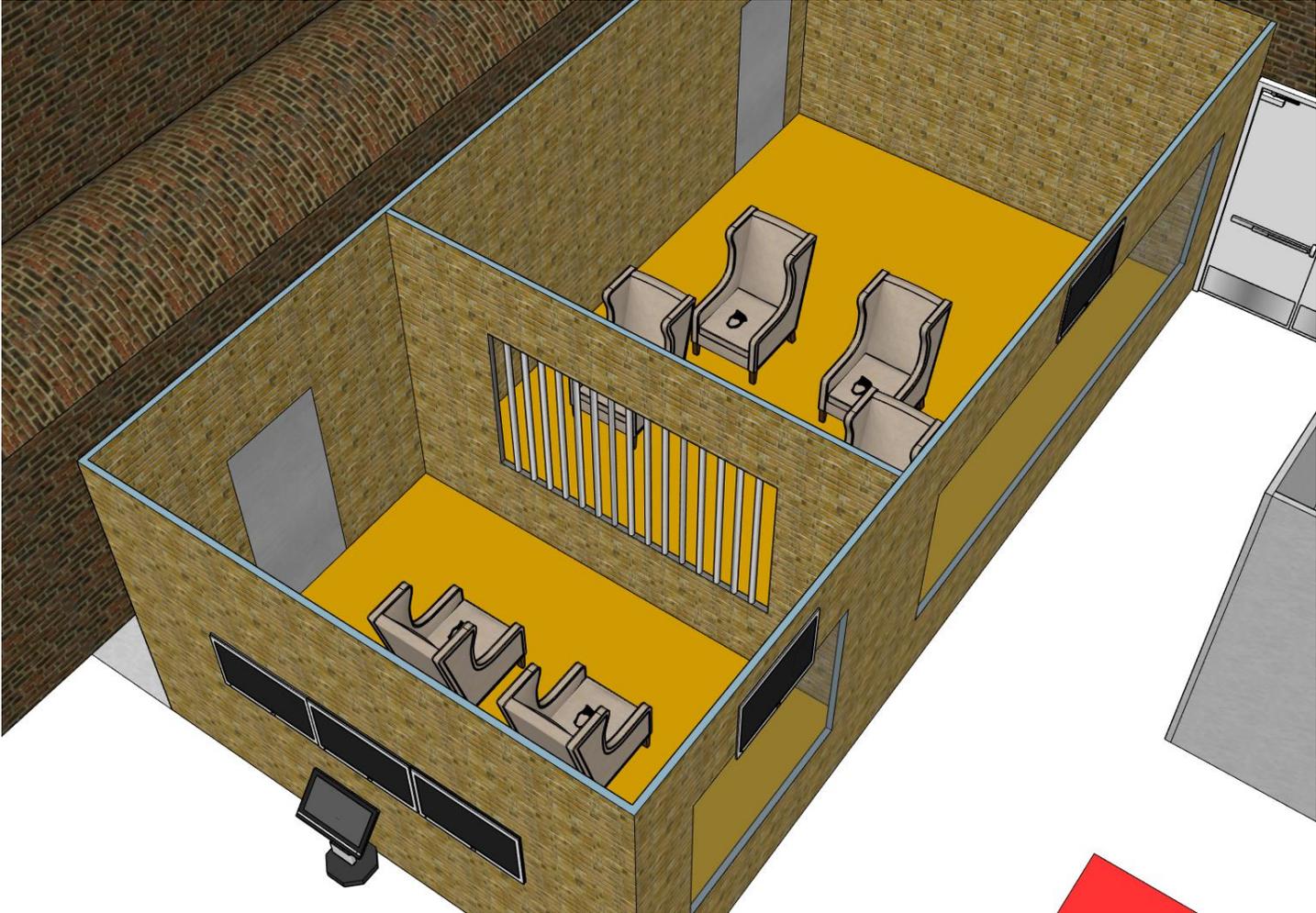
The exhibit entrance with a white emergency exit door



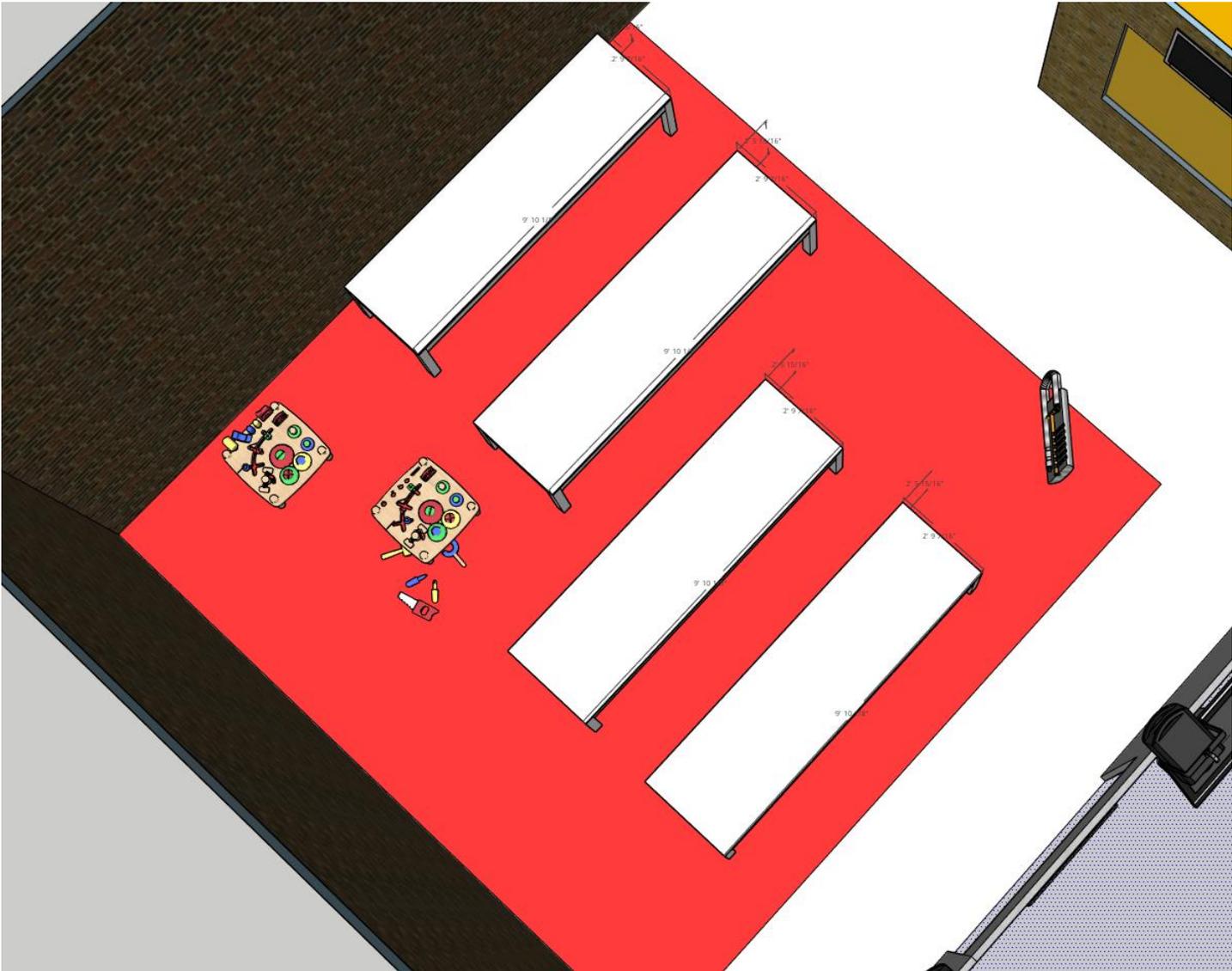
A strait view of the entrance with the timeline hallway



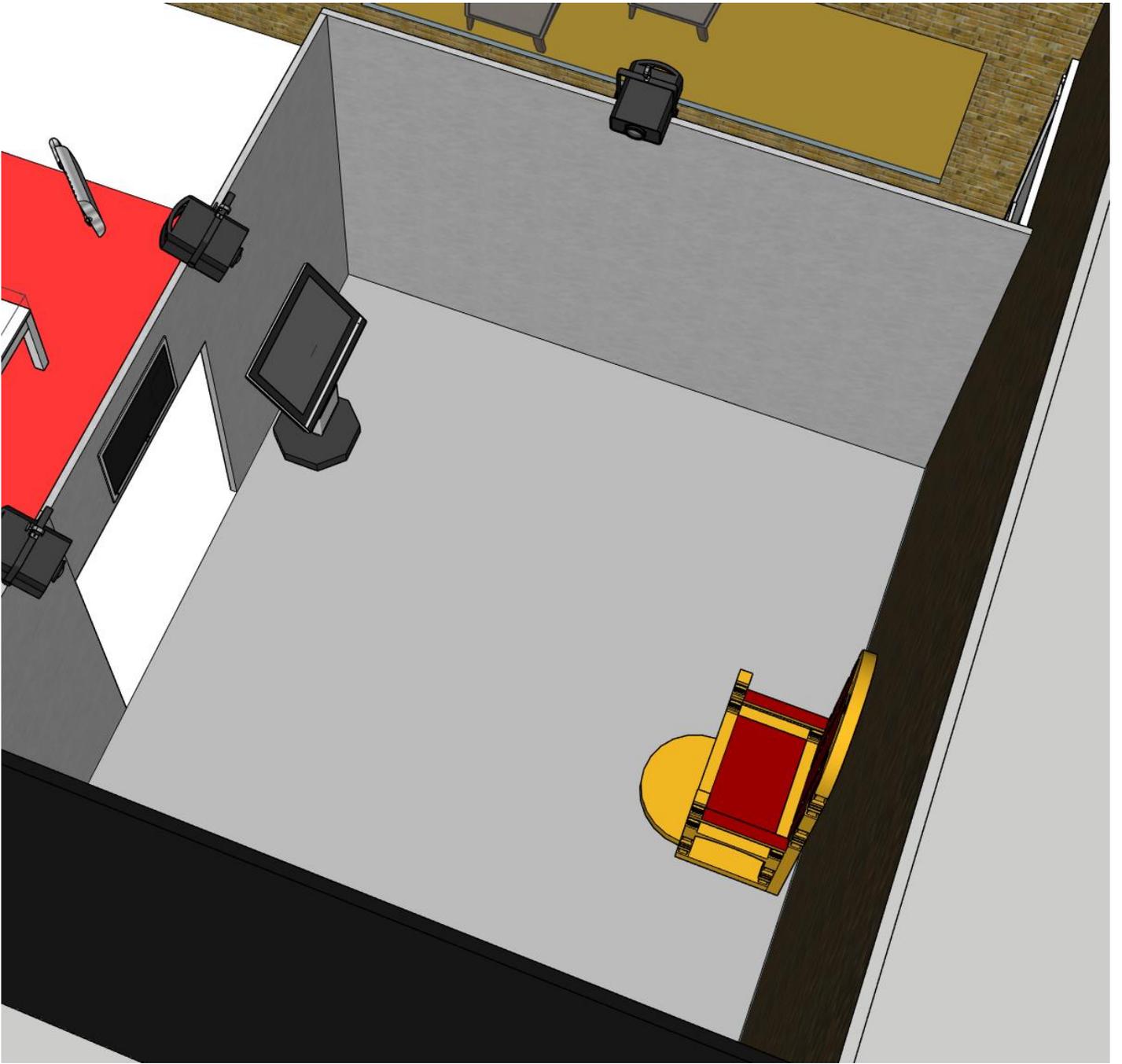
Birds eye view of the entire exhibit



Birds eye view of the VR Game section



Birds eye view of the Puzzles and Craft section



Birds eye view of the Photoshoot Room section

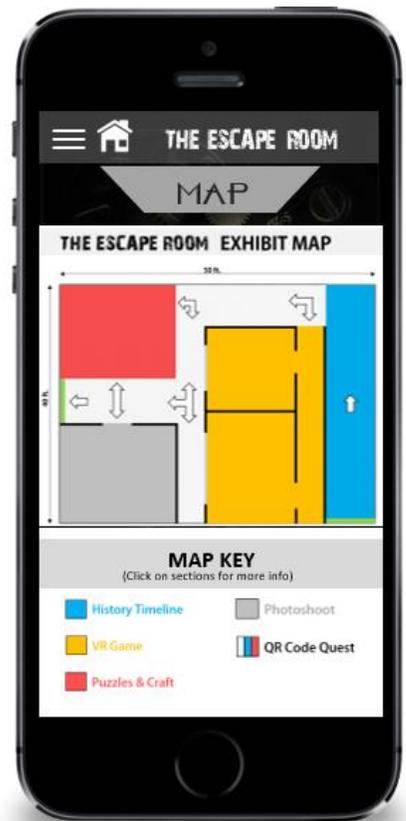
THE PHONE APP CONCEPT



Loading Screen



Menu



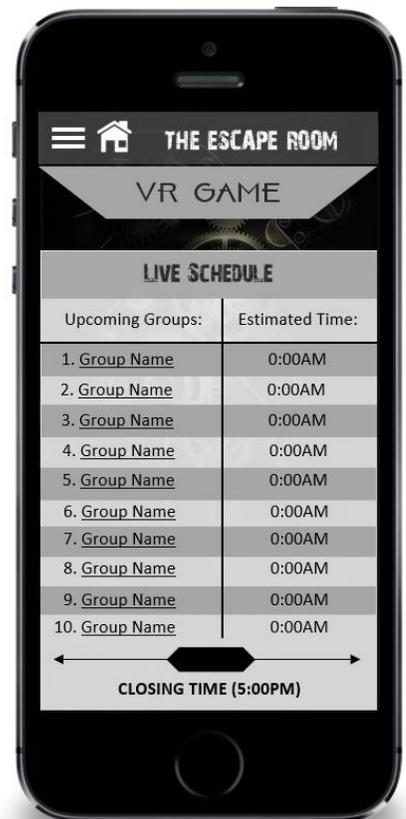
Map



VR Game Intro



VR Game Sign-up



VR Game Live Schedule



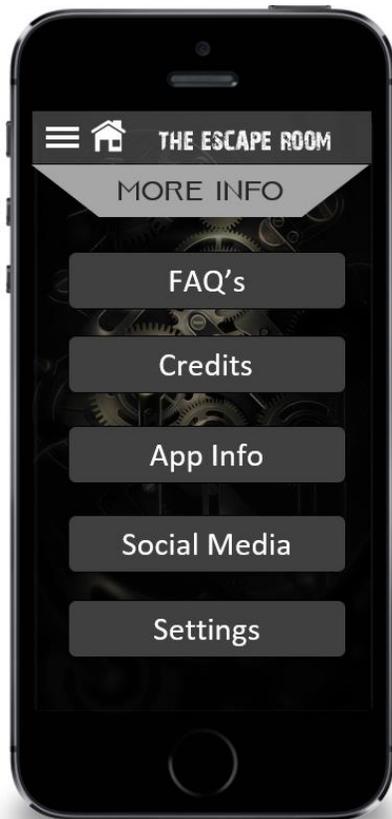
QR Quest Intro



QR Quest scanner

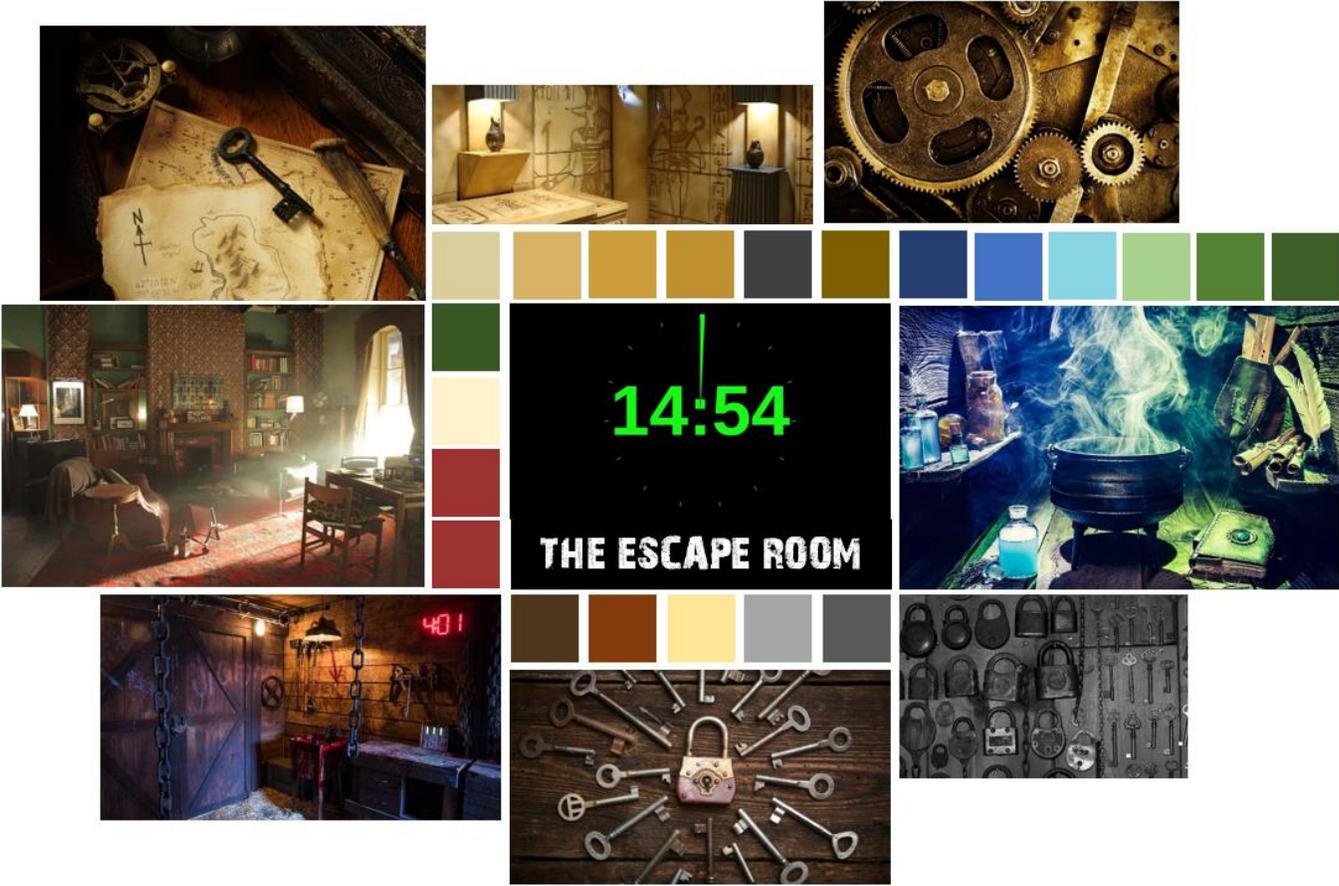


QR Quest story segments

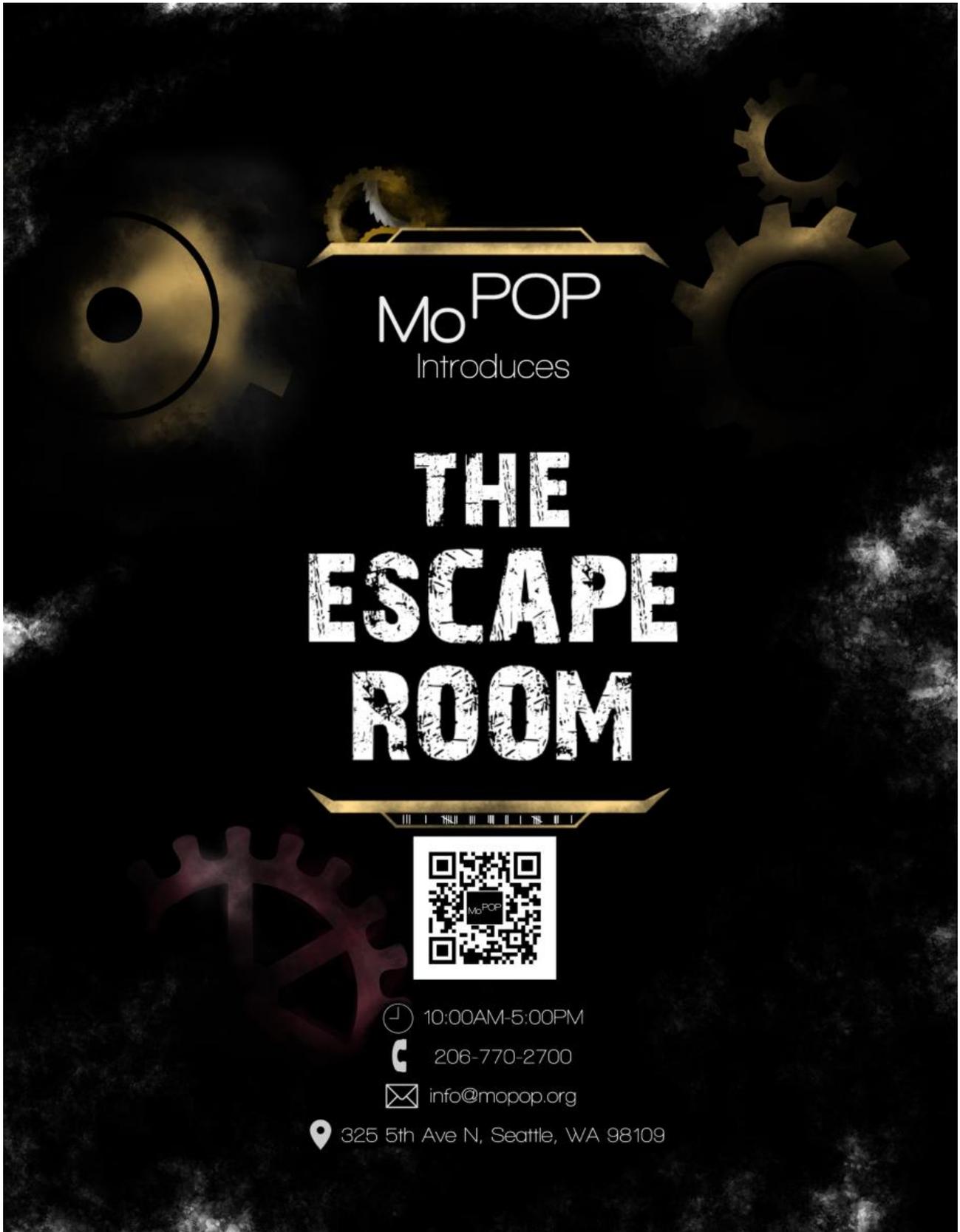


Other Info Page

THE MOOD BOARD



THE POSTER AD CONCEPT



THE QR PROMOCODE DEMO

Demo video:



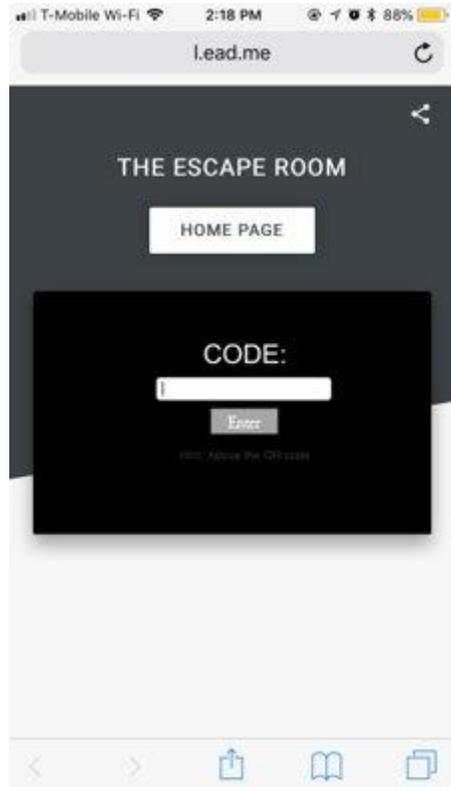
XWBG6235.MP4

The tally marks are the code numbers which leads to a promotional bonus event



Scan Code

QR Code



Promo Code Page

THE TRAILER



Museum Exhibit
Trailer.mp4



THE WEBSITE

website Link:

<http://students.washington.edu/bergenal/mopop/?fbclid=IwAR1Q2L6GFX3hVTz5UQfpYeLxLZPaakVVqHVGxsggwcLEDATfO18BJFOT8w>

