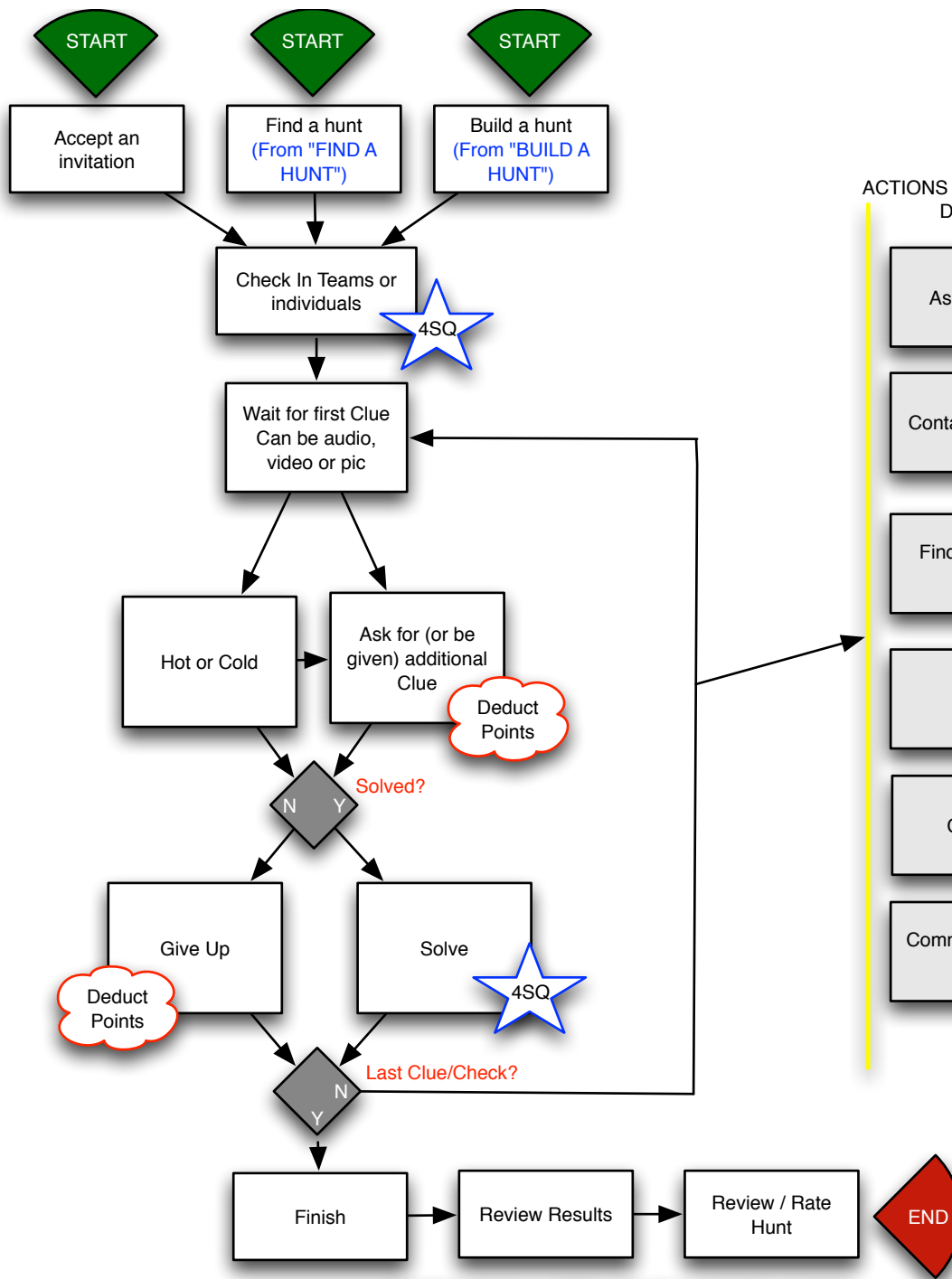


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## HUNT

**FLOW CHART > BUILD A HUNT**

Diagram of all options as you maneuver threwh app.



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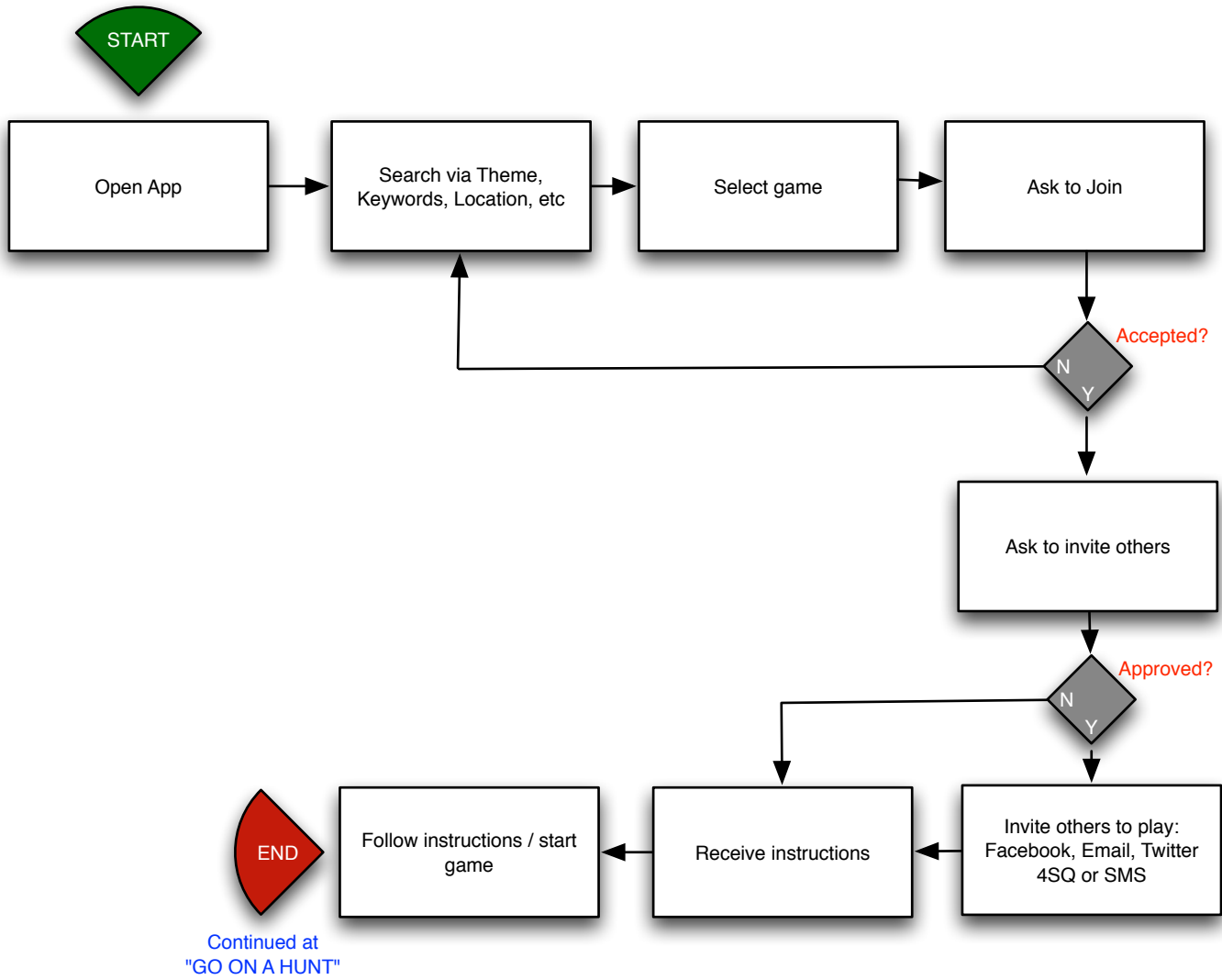
## HUNT

### FLOW CHART > GO ON A HUNT

Diagram of all options as you maneuver threugh app.

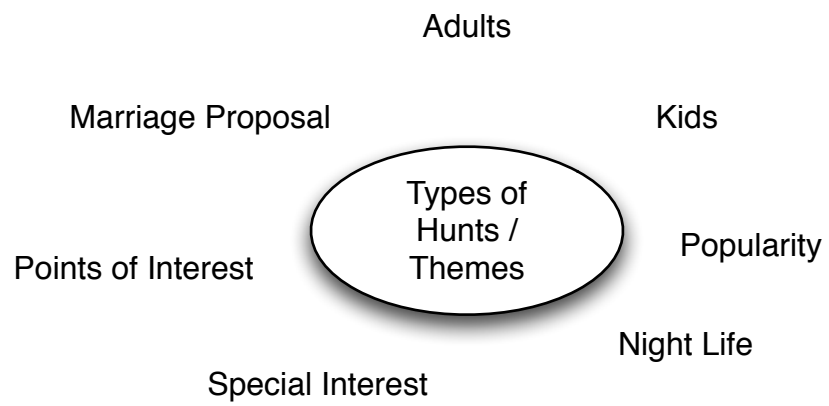
ACTIONS ACCESSIBLE AT ANY TIME DURING THE HUNT

- Ask for Clarification
- Contact Ref/Coordinator
- Find out about others' progress
- Comment
- Capture Picture
- Communicate with Other Players



## HUNT

**FLOW CHART > FIND A HUNT**  
 Diagram of all options as you maneuver through app.



# HUNT

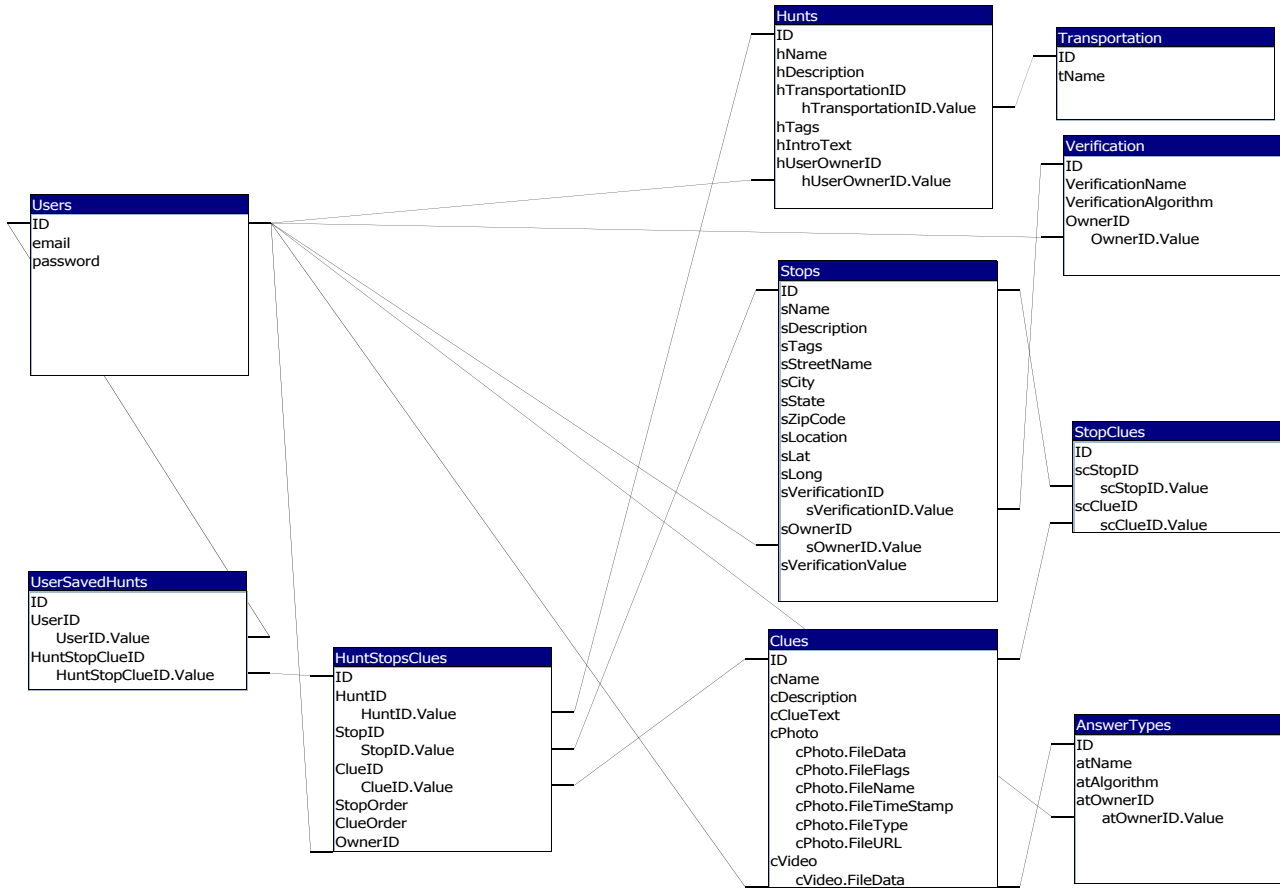
BRAINSTORMING > TYPES  
& THEMES

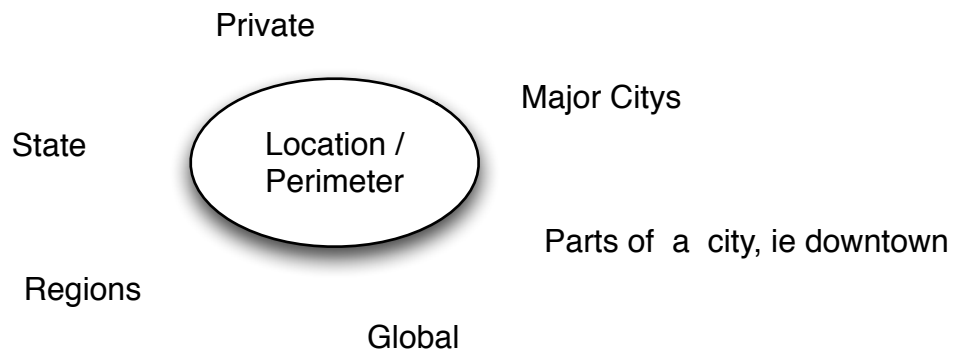
TYPES and THEMES

# HUNT

## DB Scema

Relationships for HuntTheGame  
Monday, February 14, 2011





Google Maps to designate an area

**HUNT**

**BRAINSTORMING > LOCATION**

Location

# HUNT

## BRAINSTORMING > ROLES

The roles performed in Hunt App

### ORGANIZER

Picks a hunt from public list of hunts, clones it, set time and invites players

Can also be a player

### Author

Builds a hunt from scratch, sets time and manages invite list

Can also be a player

### REF/JUDGE

Sets rules

Is final voice of all disputes.

Not a Player yet game can be played without a judge/ ref

### PARTICIPANT/ PLAYER

Can play yourself for personal best score

Can play to be best score of public players

Compete against others in live game

Play in group format competing against each other

**Suggested Itineraries**  
Theme Parks, Event Planners, Trade Shows/Conventions

**SOFTWARE  
DEVIATIONS**

**Hunts**

**Scavenger Hunt**

**Check In  
Hunt**

**Point Based:** Clues optional, so that if you figure it out on the first clue you're rewarded with more points

**Timed:** Clues can be sequential, they build on each other to get item(s) at each individual stop, the person with most items in a set time wins

**Point Based:** Clues optional, so that if you figure it out on the first clue you're rewarded with more points

**Timed:** Clues can be sequential, they build on each other to get to an individual stop or a final destination

# HUNT

SOFTWARE DEVIATIONS

OTHER FLAVORS of APP

## Expert Player



“I look so forward to our monthly hunt!”

### Sandra (Sandy)

Brooklyn, NY  
Single

Works for a software company in the sales dept. as an Account Exec.

Sandy is a hardworking employee at Microsoft (NY office). Most weeks she works 50 to 60 hours a week.

As a young forty something, sitting at home or working out at a gym are not her idea of living life.

Sandy first found X from a posting of a friend on Facebook, she was curious and searched for the website. She was intrigued by the “Most Popular” list of hunts and found out that there was a group of people meeting that weekend in her neighborhood for a hunt. She signed up, by the end of the first hour she was hooked! She now plays at least once a month and if an officer in her group, she helps organizes events and plans meetups.

### Motivation:

Looking for more hunts to use with her meetup group (Themes)

Recruit others (social blog)

Looking for secret tools that others don’t know about

## Family



“I am so Excited about the family Vacation this year!”

### The George Family

San Bernadino, CA  
Mom, Dad and Three Kids (9,8 & 3)

Both Mom and Dad work to make sure the kids have everything they need. Clare (Mom) works for Ann Taylor as a retail associate. John (Dad) is a oil well refinery consultant for a major organization.

Time is super valuable; they save all year to afford a family vacation. Making the most of the holiday often includes create activities that include things from a family performance night to scavenger hunts. In preparation for this years trip, John found the X website, he searched existing searches and reviews to find a hunt that fit his criteria: Paradise Island Nassau Bahamas, family friendly, Educational and under two hours. He edited the hunt to include some of the girls favorite themes like fish.

In search of family friendly ways to send time with kids (themes)

## Preservationist/ Educator



“Educating people about the coast of Maine is my highest Priority”

### Mac

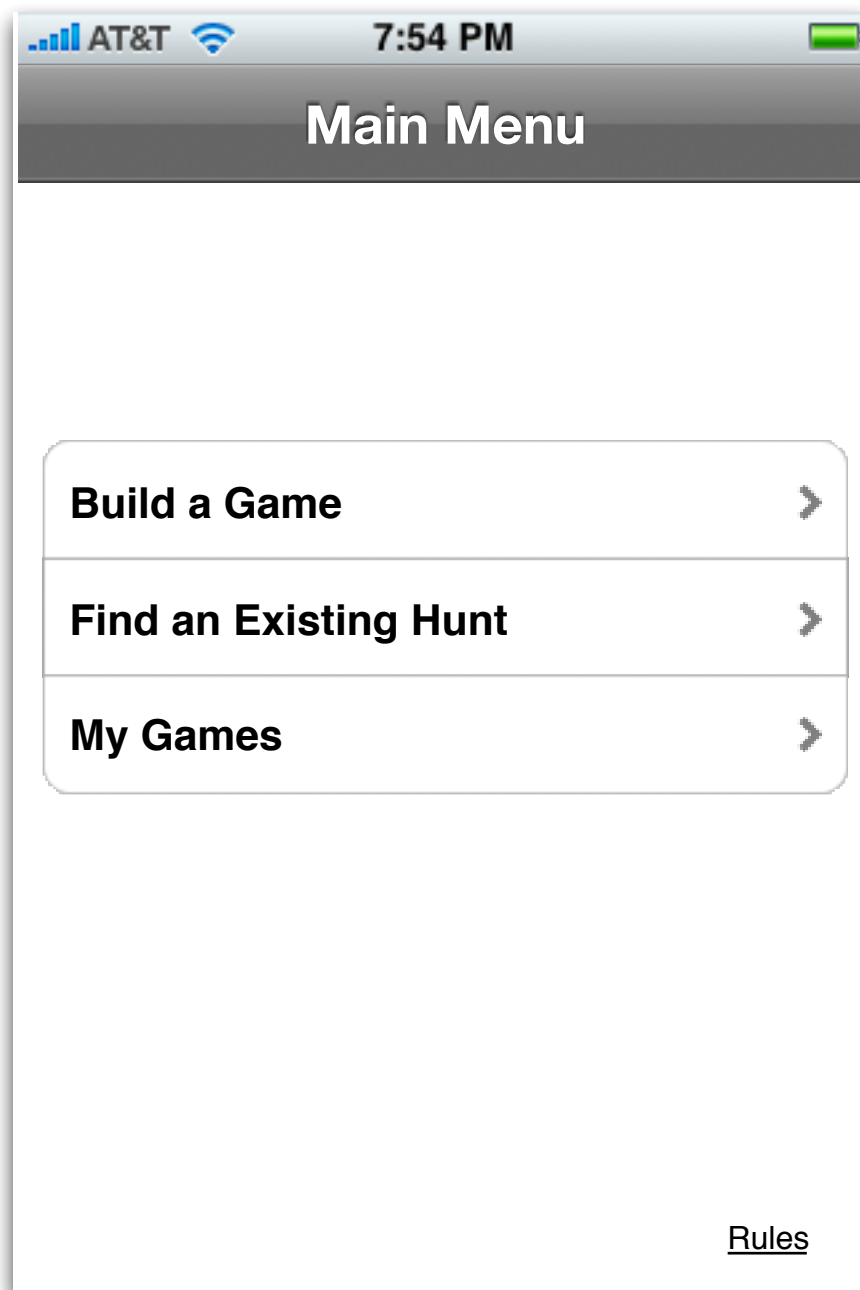
Kennebunkport, Maine  
Married and life long resident

As a noted historian and ecological preservationist, Mac is highly concerned about the future of Maine.

One way he’s found to open peoples eyes to the treasures is a scavenger hunt. He’s first hunt was for an organization of people who love lighthouses. He found that he could create clues that generated conversation and encouraged observation. The hunts have become so popular that Mac is in need of a easier way to manage them, a friend told him about X. Computers aren’t Mac’s strong point but he’s willing to try a new application if it helps get the word out about what he doing.

Looking for ways to build revenue

Interested in building branding





# Results: Cool Hipster Hunt

Keyword

Location



IMAGE

**Cool Hipster Hunt**



IMAGE

**Lower Eastside Immigrant**



IMAGE

**The German-American Shooting Society**



IMAGE

**Famous Poets of the Lower Eastside**



IMAGE

**The B Subway**



IMAGE

**The Best of the LES**



Main Menu

Return to Search

Play

# To Cool Hipster Hunt

- Description
- Stops and Clues
- Reviews

Results > Night Life

This a hunt built for the Lower Eastside cool set with a little free time. This hunt goes to all the "latest" spots.

**Approx. time takes:** 30 min

**Difficulty Level:** Easy

**Timed:** yes

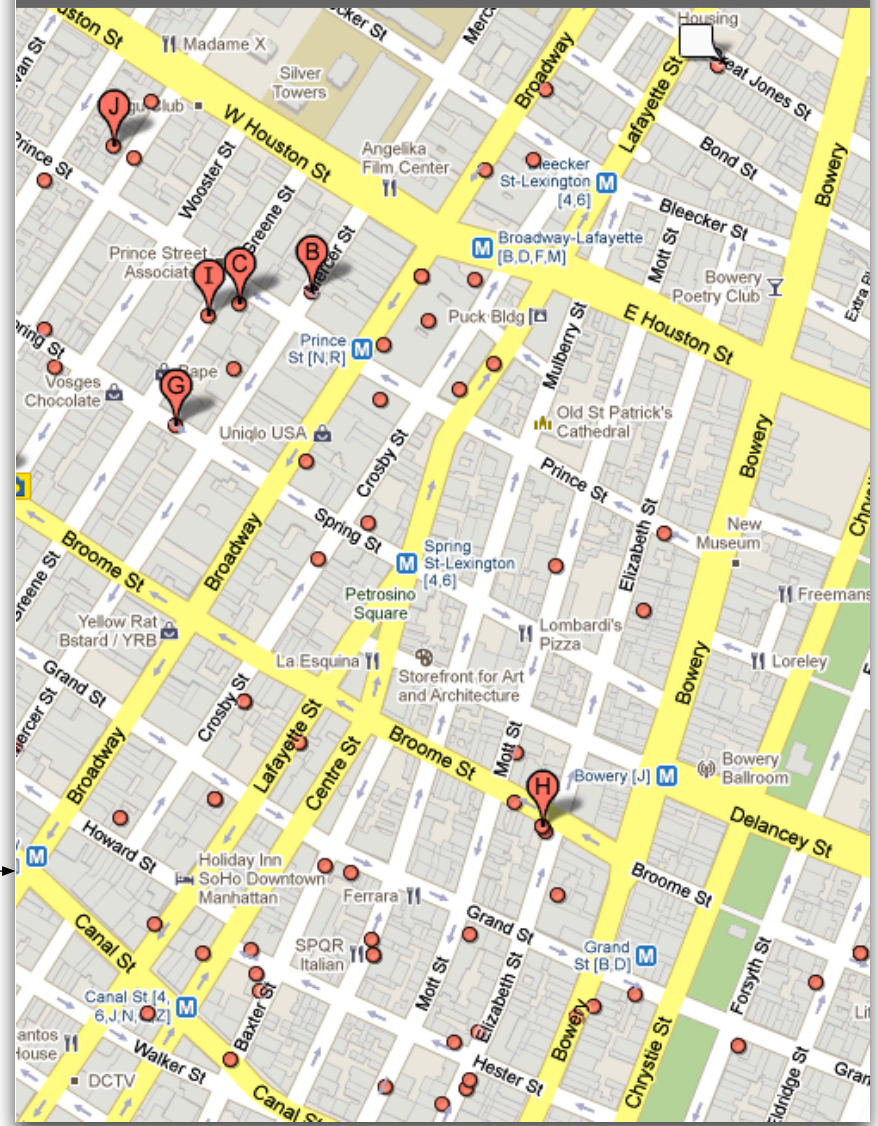
**Transpiration:** Walking

**Number of stops:** 10

MAP  
Icon

- Main Menu
- Return to Search
- Play

# To Cool Hipster Hunt



# Cool Hipster Stops

Description

Stops and Clues

Reviews

Delete

Add

Dispersement of Stops: Random



**St Marks Place**



**Mind Panic**



**The German-American Shooting Society**



**Cherries**



Main Menu

Return to Search

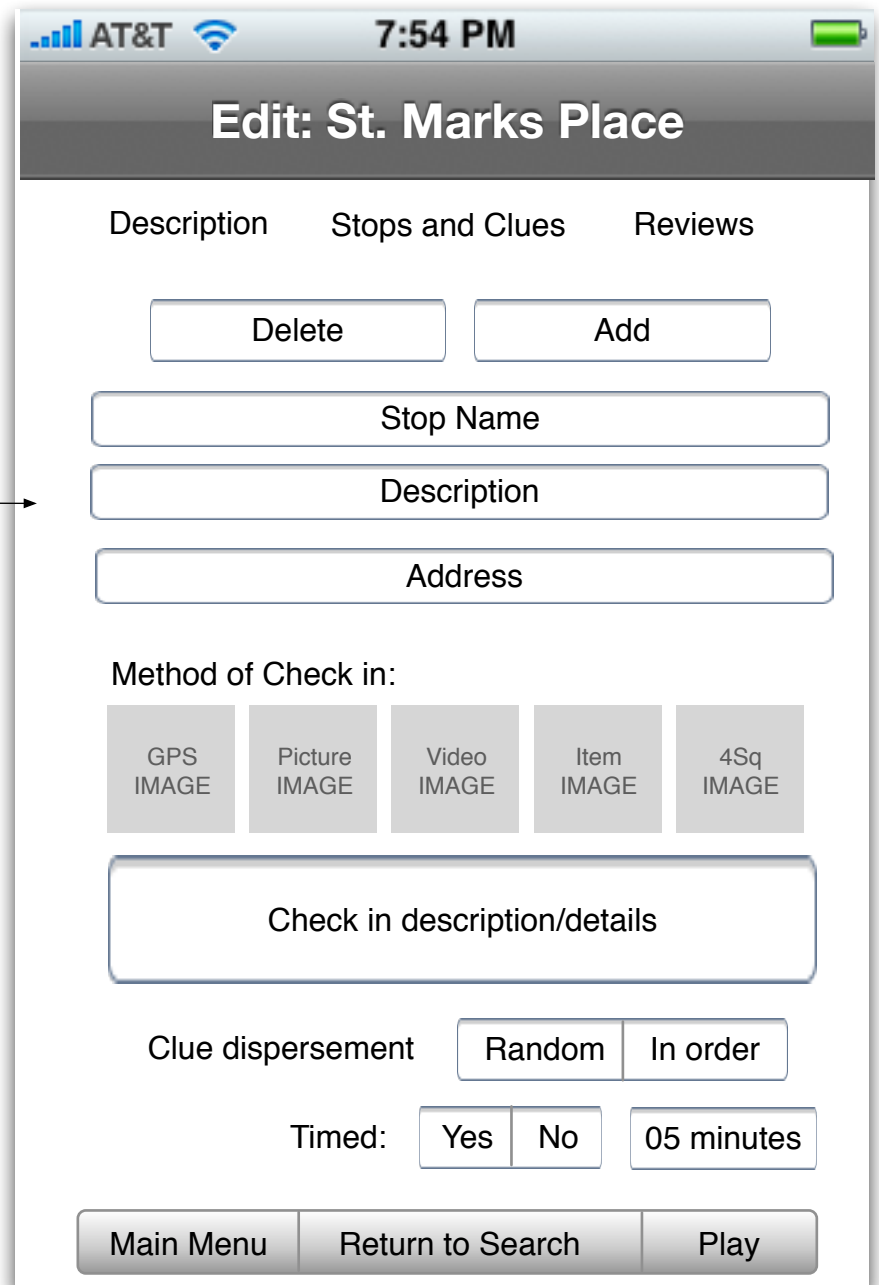
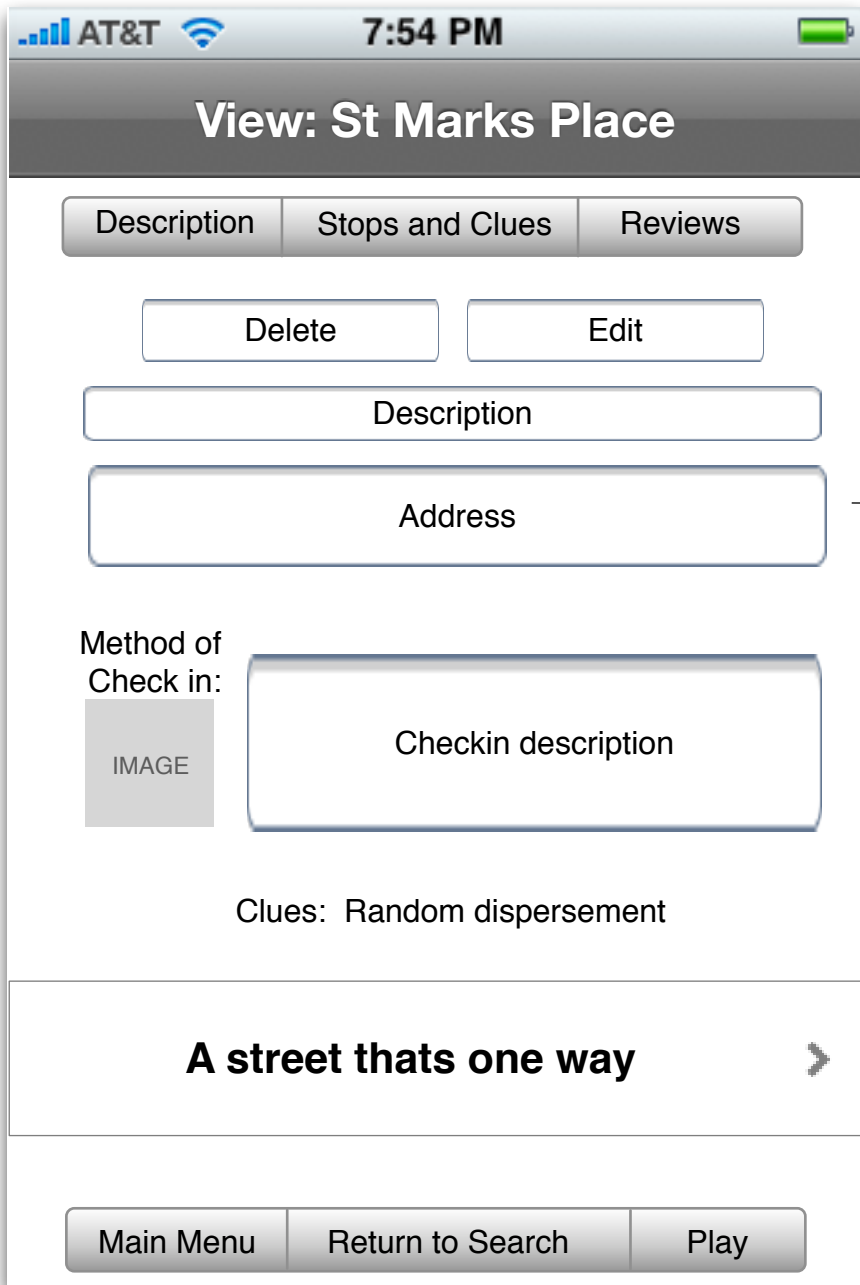
Play

## Spoiler Alert

Do you really want to see the Verification Text / Clues? If you intend to play the hunt it can spoil the fun!

Back

Go Ahead



# St Marks: Clues

Description

Stops and Clues

Reviews

Delete

Add

**A street thats one way**



**Originally settled by  
German immigrants**



**snbeeaytmrtelldrse**



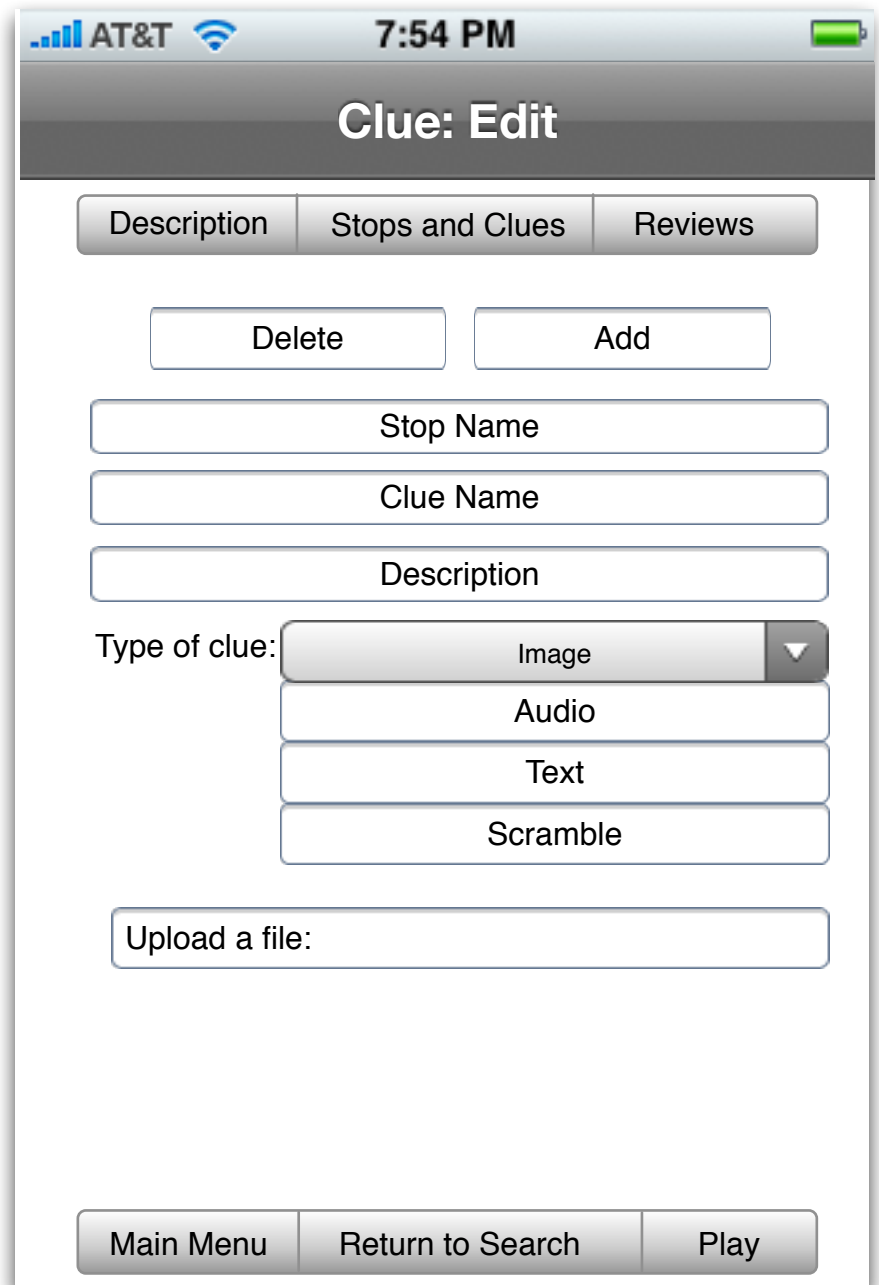
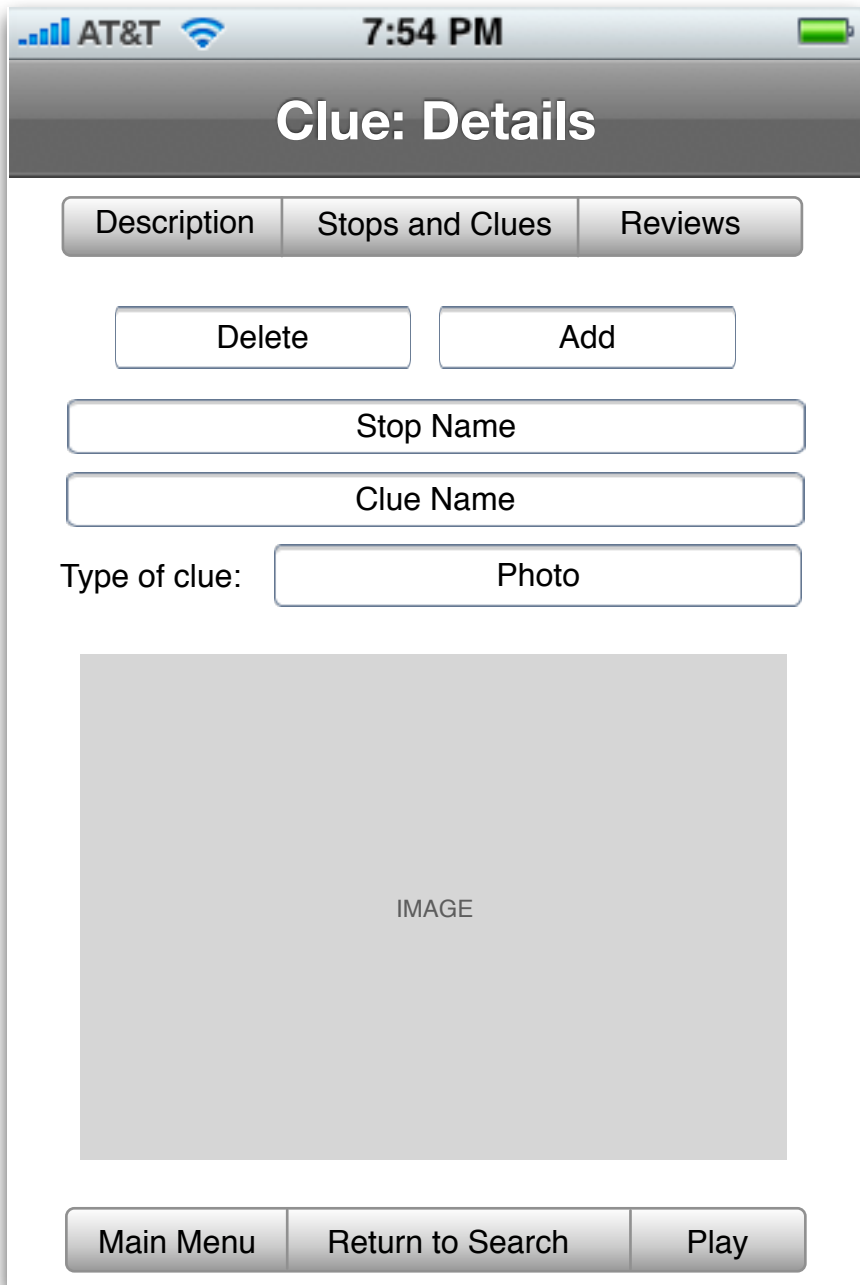
**A saintly place**



Main Menu

Return to Search

Play





# Schedule a Hunt

Description

Stops and Clues

Reviews




Select a time:

Sun Oct 25	5	00	AM
Sun Oct 26	6	01	PM
Sun Oct 27	7	02	

Private

Public

Invite:

-  **Address Book** >
-  **Facebook** >
-  **Four Square** >

Main Menu

Return to Search

Play

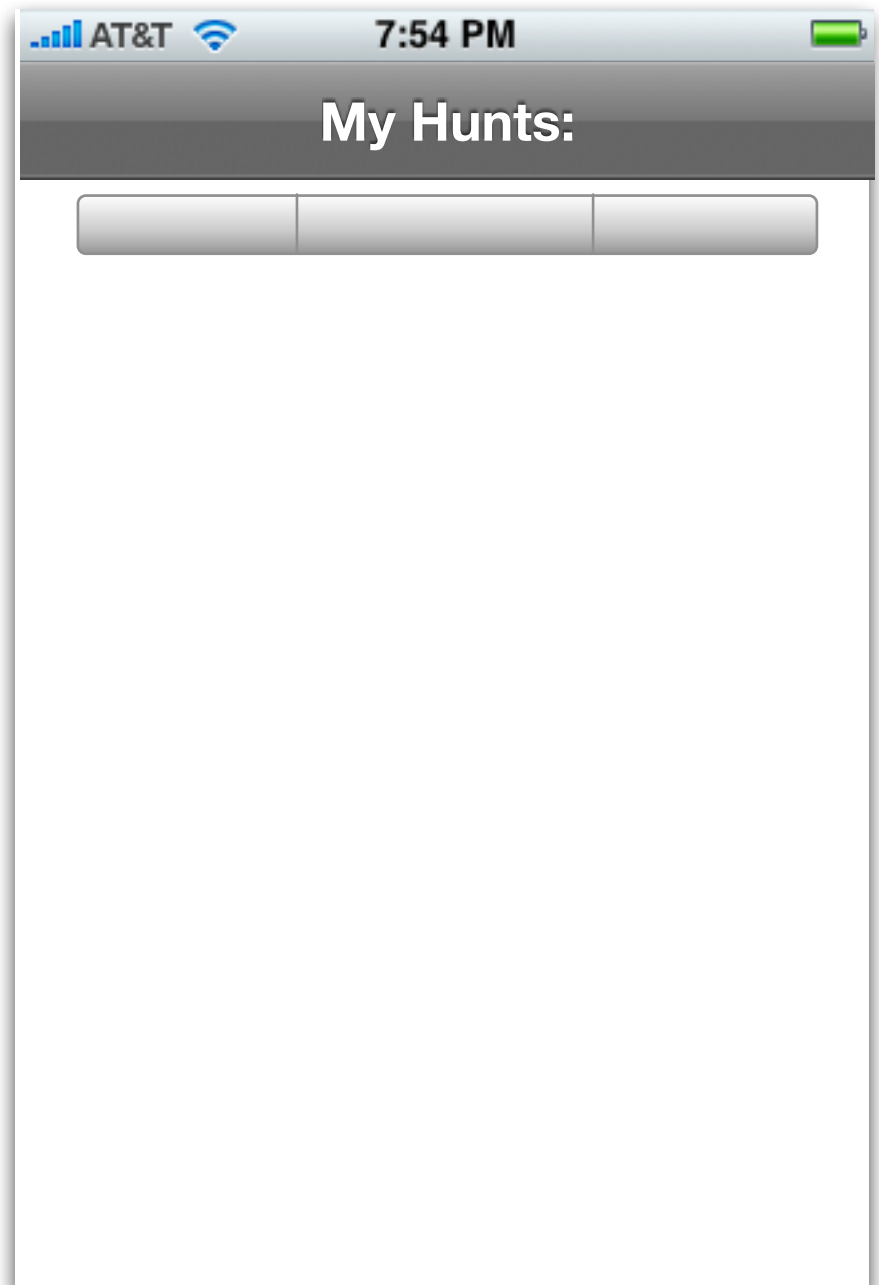
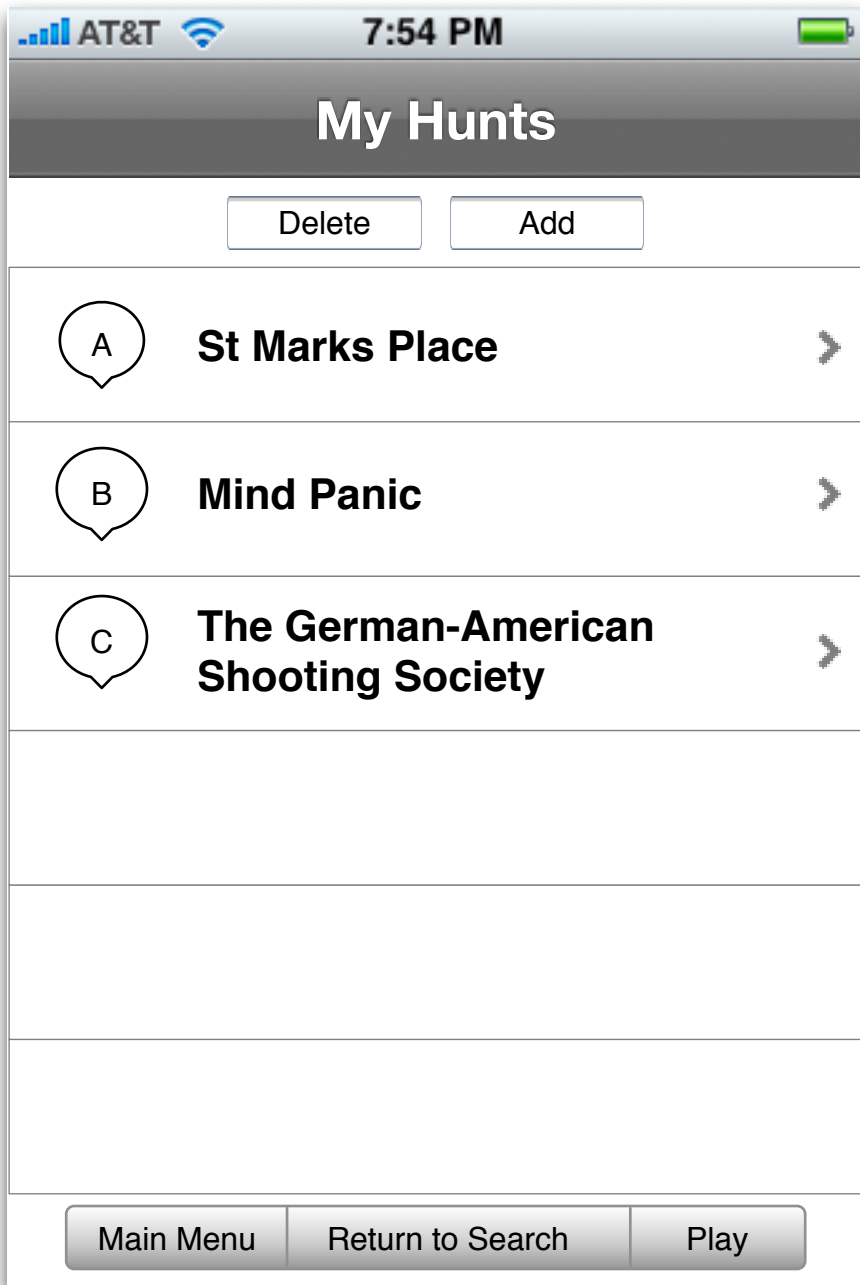
## Create an Account

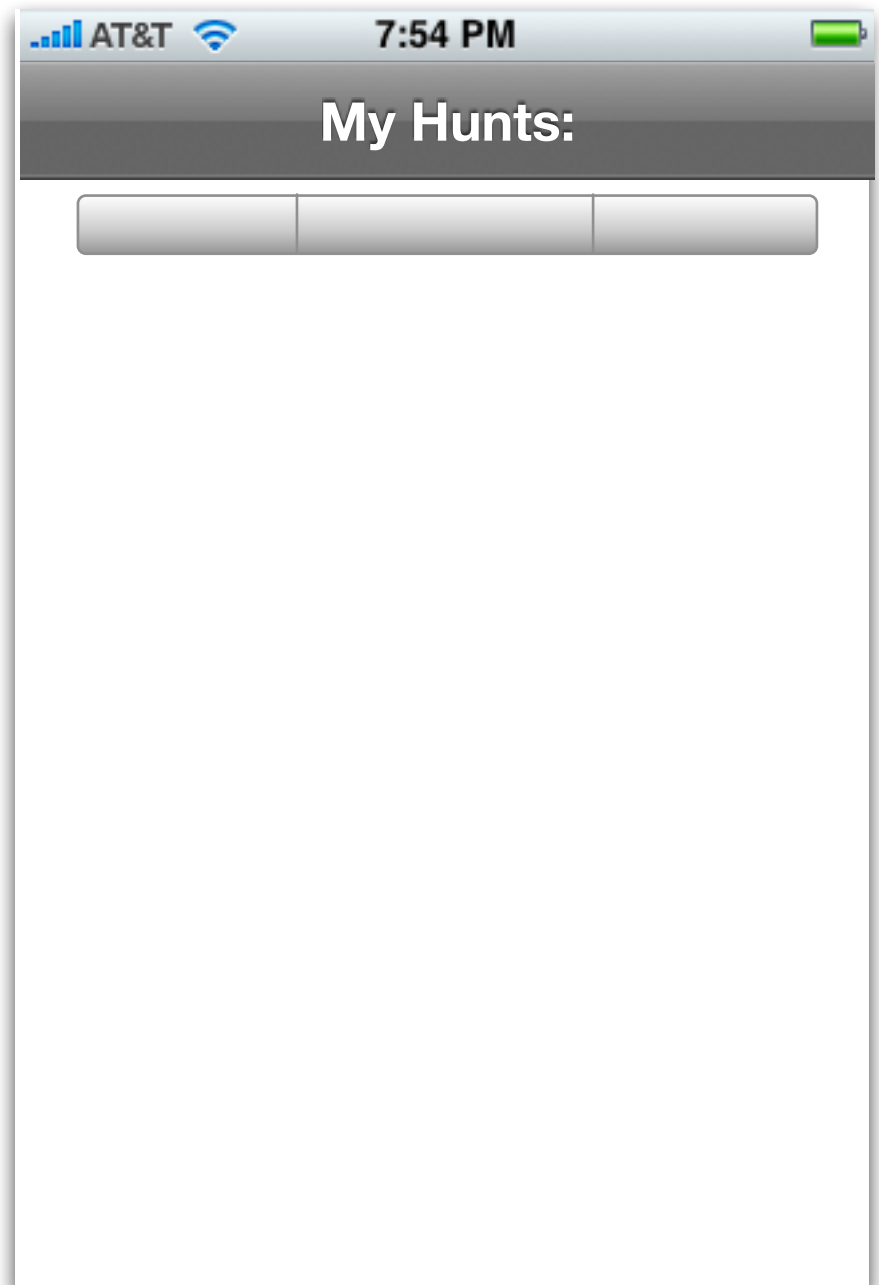
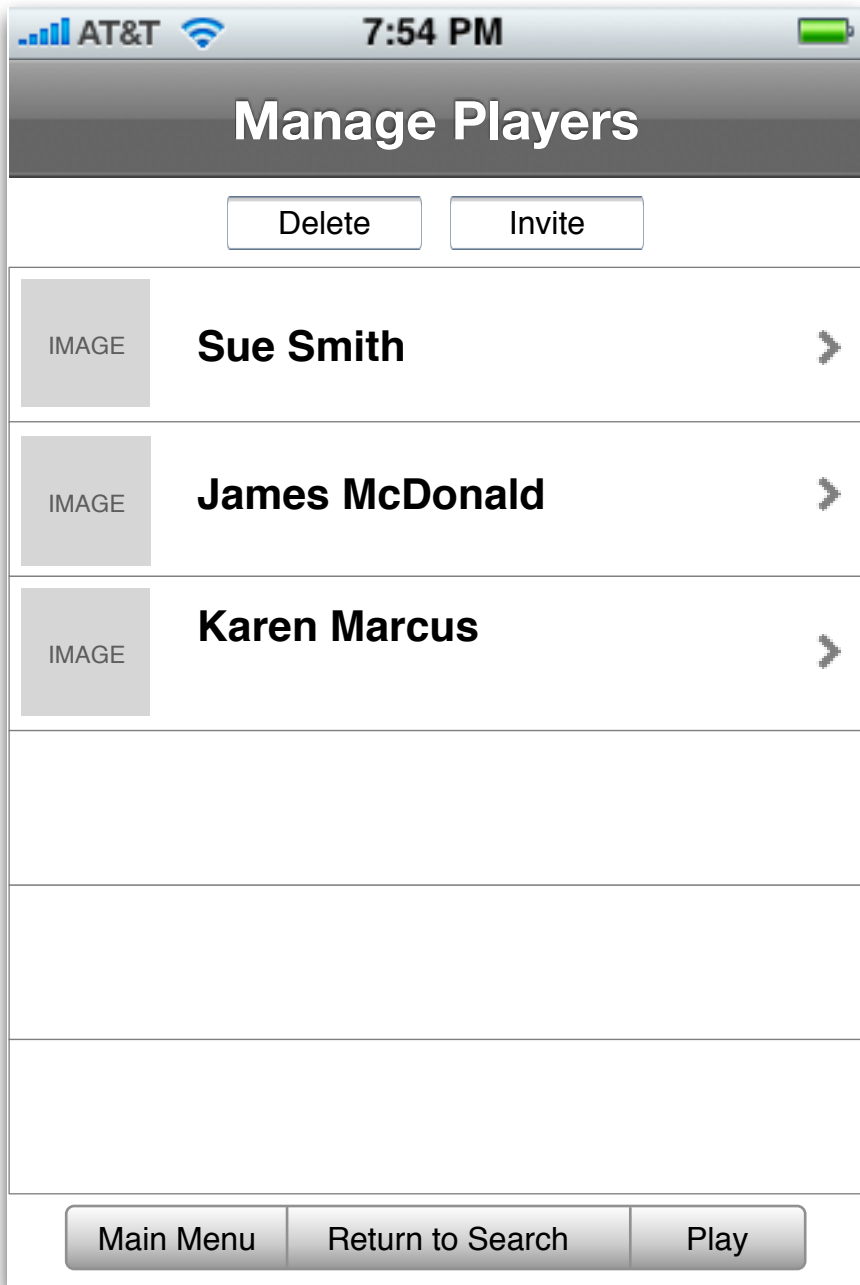
Main Menu

Return to Search

Play

## My Hunts:





AT&T 7:54 PM

## Build a Hunt

Make Public

MAP Icon

Hunt Name

Description

Transportation

Tags

Intro Text

**Stops:**

**St Marks Place** >

Main Menu Return to Search Play >

AT&T 7:54 PM

## ?

Delete Add

