

#MYNI2012

KEY CONCEPT

MYNI2012 is a task based pervasive game which asks players to complete specific missions in Northern Ireland, document them and upload their submissions. Tasks are themed around NI2012's four key threads i.e. Landscapes, Myths and Legends etc. Some tasks are space and time specific and others can be undertaken anywhere in Northern Ireland. When players complete a task and it has been documented they upload their submission and pin it to a map. Points are awarded for submissions and there are a series of bonuses and multipliers. MYNI2012 will initially run for 6 weeks during late July and August 2012.¹

HOW IT WORKS

Signing Up and Data

Players initially sign up for an account with the main (or mobile) site, they are asked to provide some field data which is used to communicate with players and used in the play mechanics. Players must provide an email address, first name, last name and postcode*. This data will be stored by NITB and used throughout play, there is the possibility for additional fields and functionality such as a twitter link etc. This process should have both a mobile and web friendly interface.

The players postcode is used to locate their "basecamp" which is used to calculate multipliers during play. The postcode also forms part of the dataset which is held by NITB. International tourists should enter ZIP, (this will give them an automatic X5 point multiplier, see below)

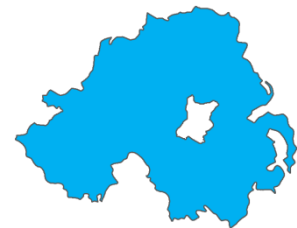
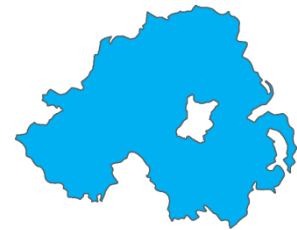
Tasks

Tasks are split into 15 ongoing tasks which last the duration of play and can be undertaken at any time. These tasks are not location specific. There are also tasks which are linked to specific regions or events, these can be updated on an ad-hoc basis and players are notified of these additional tasks going live via email. These tasks can be tailored to match emerging game play tactics by players as they additional tasks are added weekly, for instance if there is little uptake on the tasks which require players to print assets in the early stages of play then later tasks can be re-written or pulled to best fit the play communities needs. There are 3 for each county, and 10 which are linked to specific events, giving 40 tasks in total.

**This should give NITB a data set with postcodes, first name, last name and email address', with optional add-ons for twitter IDs etc so a terms of use will be needed.*

Example Tasks

1. Download (from a provided link) this image of the titanic, place it on a body of water and photograph it. The liquid can be anything from a puddle to a river, the sea to a pint glass. Be creative, and share your photo on the map.
2. [Finn McCool](#) was a mighty giant, visit the Giants Causeway and take a picture from an ants eye view looking up at you or your friends pretending to be mighty giants. Upload your photo and pin it to the Causeway on the map
3. The [Cow Parade](#) is coming, find a cow, take a photo with your new found farmyard friend while to pretend to be a cow. Give us your best MOOOO! upload it and tag it on the map.
4. Our island is full of secret quiet spots and hidden places which only we know about, little hidden gems. Take a photo of your favourite quiet spot and share it with our players
5. The coast in County Down is lovely at this time of year. Travel to the coast and dip your feet in the sea, take a snap shot and share it on the map.
6. Sometimes it's best to see Northern Ireland from outside, leave the mainland, look back and take a photo. You can leave by boat or by plane, travel to Rathlin Ireland or further afield but see Northern Ireland mainland from a new perspective.
7. A hidden gem of Fermanagh, Lusty Beg Island, is a beautiful spot for a daytrip. Ferried on an off the island by a chain ferry. take a photo of the island from the ferry.



Points

Different tasks are awarded different points based on their difficulty to complete, players can also earn bonus points for submissions and being active in the player community

Tasks which can be completed any time within the 6 weeks and are non location specific are awarded points between 1 and 3 depending on difficulty whether or not players need assets to complete (such as printable content, see task 1 above).

Tasks which are region specific, i.e. tied to a county but can be completed at any time during the 6 weeks of play are awarded 4 points.

Tasks which are linked to specific free events which are taking place such as the Clipper Race are awarded 5 points.

Multipliers

Players are awarded multipliers for completing tasks further ways from their base camp (calculated from their postcode) this is in concentric zones of 10 miles

- 10 miles from base - no multiplier
- 20 miles from base - x2 multiplier
- 30 miles from base - x3 multiplier
- 40 miles from base - x4 multiplier
- 50+ miles from base - x5 multiplier

These multipliers are calculated as the crow flies and are communicated to the player with a map overlay in Google Maps. International tourists who provide ZIP codes or international postal codes will automatically receive the x5 multiplier. If there is uptake by an international tourist market, then prizes will need to be tailored to meet this market (something which can be posted to them, which reminds them of their stay for instance).

Bonus Points

Bonus points can be awarded to players who are active in monitoring submissions. There are strict rules on the content that can be uploaded (for example no nudity) and if a player flags an image and it is confirmed as breaking the rules of play then the player is awarded 5 points for community monitoring. If an image is pinned to a certain location and it is reported as not from that location then the reporting player is awarded 3 points if this is confirmed as accurate, this may need to be monitored in-house or by a team or employed students.

Play

Players have access to a range of tasks, some tasks can be completed anywhere in Northern Ireland, some are county specific, and some are event specific (confined to free events). Players access these tasks through the website once they have logged in. Once they have chosen a task to complete, they must document it and upload a photo as evidence. Players are asked to write a small caption to accompany the photo, this caption is no more than 300 characters. Players must tag the image (and associated

text) to the location on the map. Once the submission has been received and the player confirms they are happy, the submission is locked and can be viewed by other players

Once the submission is live, the points are calculated and added to the players total. There is a national, and regional (by county) scoreboard, and feedback is given to the player on their position in the score boards.

Players can access the map and see other players submissions, they can filter the submissions by region, points scored for submission, see all the tasks or filter by specific task.

Rewards

Prizes

Although there should be overall prizes at the end of play, based on score over the duration of play, additional smaller prizes can be tied to specific tasks, and ideally the county specific tasks can be linked to local business partners. These smaller prizes can be discounted entry at venues, free tray bake with tea and coffees purchased etc.

Larger Rewards

These can be linked to likes, or votes on specific tasks, such as Belsonic Wrist Bands, tickets for entry to the Titanic Museum, and depending on the uptake, there is the possibility for ticketed entry to special events, i.e. if you complete a specific task, and score over a certain point total, a digital ticket is emailed to the player for entry to a special V.I.P players party.

Regional v.s. International Awards

The rewards should reflect that possibility of international play from tourists over the summer period. International players, depending on the duration of their stay, may need specific prizes if the game is to include and encourage international play, if it has an inward facing focus then this would not be as necessary.

FUNCTIONALITY

Website

The website for the game should have both a mobile and web based UI. The build will most likely be built around Google Maps API.

Web

Homepage: It should have a map of tasks completed by players on the home page, with a national score board down one side (right). It should have a ticker feed of the text content added by players across the bottom of the page, which when clicked opens their submission in lightbox with the image, text content, player name and GPS location of the tagged content. There should be areas to view score (and the ability to filter the scores by

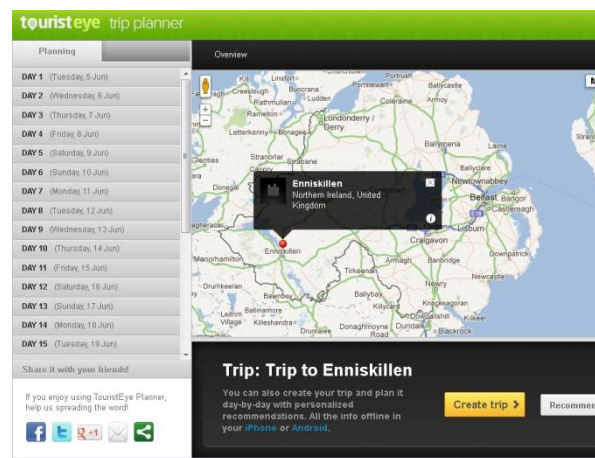
highest regional player, by highest player score in each county, and by highest scoring submissions). There should be a “join the game” and login sections as well as an “about the game section”

Once Logged In: Players should be supplied with a dashboard where they can submit their content (down the right hand side replacing the score bar) and a map with their completed tasks. They should be able to select a task from the list, upload the image and add the 300 character caption to their submission. When they submit they should be able to pin this submission to the location. On submitting the content they are given a terms and conditions blurb with a “are you sure you wish to submit the task?” button.

Example Web simple UIs



<http://www.streetartlocator.com/>



<http://www.touristeye.com/>

Images

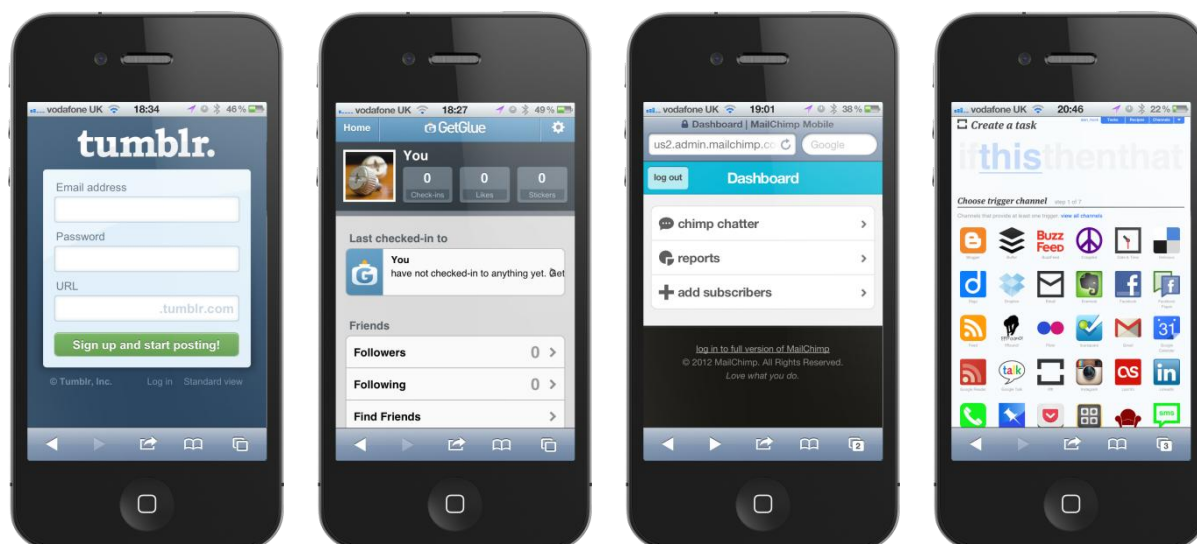
It is anticipated that the original resolution photos will need to be stored by NI2012 for use by NITB, and a second copy produced and displayed on the website. The terms and conditions of play will state that the image copyright will be retained by NITB and can be used for additional campaigns, but that they will not be print quality.

Mobile

Homepage: The mobile homepage should have two tabs the front tab should only consist of a login screen, and a “join the game button, and the second tab with an about screen

Once Logged In: The mobile UI should be tabbed with its main purpose being to capture tasks. It should give you lists of tasks completed and those left to complete. Ideally the mobile site should give the player the ability to take photos (launch camera app) and submit the content, or upload an existing photo. Ideally the site would use GPS to tag the task to the location, with the ability to do this manually as a secondary function if the player is outside 3G range. On submitting the content they are given a terms and conditions blurb with a “are you sure you wish to submit the task” button.

Example Mobile simple UIs – Roamler for overall functionality and UI (this is only available as an app), **Mobile Tumblr:** Signup, **Mobile Get Glue:** Checkin and Dashboard UI, **Mobile Mailchimps:** easy dashboard UI, **Mobile If This Then That:** simple interface.



Tumblr

Get Glue

Mailchimp

IFTTT

SECOND LAYER FUNCTIONALITY

Monitoring Content

Each post can be flagged for not complying with the terms of service (nudity, obscene content, inciting racial hatred etc.). These are monitored in the first instance by the community, with points awarded for flagged content that is confirmed. When a post is flagged it is pulled from the map (or becomes 50% opacity) and the player is informed by email. If they are confirmed the player loses points, or their points become 0 again.

Social Sharing

Each post should have the functionality of being liked (with a facebook like button), extra points to the player's score for the task can be allocated for each 10 likes. The submission can be shared on twitter, facebook etc. These functionalities may require that each submitted task is allocated a specific URL so that it can be linked to a like button and specific share buttons.

When submissions are shared they are shared with a standard text which contains the #MYNI2012 hash tag, and a link to the posted submission.

Additional Notes for Consideration

There may be a cost to the monitoring of submissions; this could be handled by undergraduate students of the University of Ulster such as the Interactive Media Arts students. The community monitoring which is usually very effective, especially as points are awarded to it may not be sufficient to handle all submissions.

There needs to be a mechanism to monitor if the submissions are accurate to the set task, this could be taken care of by the community, but also monitored once a day either internally or by students.

There is the possibility to reward certain behaviours within the game, such as prolonged stay in an area, for instance if task submissions were logged with an upload time, if there was prolonged stay in the area, with multiple submissions then there could be points bonuses. These can be communicated to players within the rules, but also with splash screen reminders after the submission of a task.

There is the possibility for time specific tasks with count down timers attached, dependent on the development capabilities. This could also be linked to task submission with a splash screen timer. For example, “well done on completing task ... if you complete another task in the local area before the timer runs out there is a bonus of 10 points for each task to reward your enthusiasm... remember to have fun”... timer starts with links to specific tasks.

ⁱ This pervasive game is developed by Alan Hook, of the Centre for Media Research at the University of Ulster and was developed in discussion with Nico Fell of Blue Cube Interactive and Kathryn Leech of NITB for the NI2012 campaign. It was outlined authorship of the game will be attributed to Alan Hook as part of his continuing research into Media and Play. Each additional run and derivative of the game should also be credited to Alan Hook. A credit on the website should link to Vee Uye’s 14 days of Manchester, under the CC license as the original inspiration.