

- Authors

Dan Ludvigsson

Erik Rydell

Line Mulvad

Behnam Chaboki Rayeni

- Brief description of idea, incl. motivation

Our idea is to make an app consisting of a map of the ski-system, with a treasure hunt attached to it, following a story. When using the treasure hunt a flag will appear somewhere on the map, signaling where to go next. Earlier visited points will be visible as well. When arriving at a place a challenge will appear on screen. The completion is to take a photograph of the completed challenge, which will appear at the challenges position on the map after, and next part of the story will appear. There could be interactions available, such as enlarging/shrinking map, touching a photo would enlarge it etc. At the end they should be able to get the map in physical form, with their own images printed on it. The digital map should be shareable, as a downloaded file or by a link on the web, so friends can see what they have done or the guest can remember the vacation.

The motivation behind this is the question "What makes a trip memorable?" We came up with unexpected things, engagement, co-creation and to bring things home. With this in mind we wanted to try to give new visitors a fun way to explore the area, with activities and maybe rewards. A system to promote summer activities could be integrated into this by adding tips on summer activities at some of the positions, or showing how it looks in the summer.

- Use scenario

A group of friends arrive at the hotel in Schladming. They get tipped off about the app and that it is a good way to explore the ski system. They load it up and see where the next challenge is. They go there by following the map which show them where they are on the map by using gps or another system. They complete the challenge and take a picture of the results, which is added to the map at the challenge location.

- Technology used

Smartphone with gps and camera. RFID in form of cards or tangible thing that the treasure hunters can use them to trigger an event or register themselves in the system. Further use of technology could for example be the use of ski-pass to check-in at certain locations, or give rewards (a free cup of coffee/chocolate, discount etc).