

DIGITAL TREASURE HUNTS

Real life gamification of your local government area, trail or event



Nature Play WA's digital treasure hunts are a fun way for local governments to activate spaces and engage communities in physical activity.

Digital treasure hunts use pictures, video, audio, augmented reality and other interactive features as a way of motivating residents and visitors to explore new places, visit specific locations, get out and get active.

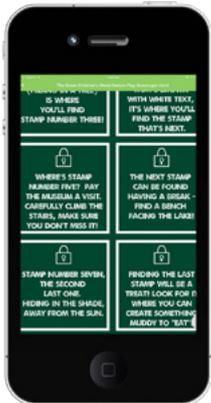
Concept

Within the Nature Play WA app, a grid of clues leads users to locations within a local government area, along a trail, or at an event.

Each location is equipped with a Bluetooth beacon sensor which unlocks content (eg: images, text, video or audio) about that location and/or a special feature (eg: augmented reality).

What are beacons?

Bluetooth beacons are transmitters which broadcast tiny radio signals that smartphones constantly scan for. When a phone enters the range of a Bluetooth beacon, the associated app will respond with the pre-set action – like delivering a piece of digital content. See the example outlined below.



1. A grid of “locked” clue tiles leads you to beacon locations.



2. When you get close to a beacon, corresponding clue tile will “unlock” like magic!



3. Click the “unlocked” tile for special content – like a selfie frame or augmented reality game.



4. Click back to see your “solved” tile – this could be a digital stamp, a letter, part of a phrase or fragment of a picture puzzle.



5. Solve all the clues to complete your grid!

Incentives, like prize draws and physical rewards, can be linked to the treasure hunt so that once all locations have been visited and the grid is complete, users' are automatically re-directed to an entry form or additional information page.

Contact us for further information, a live demo or to discuss the Digital Treasure Hunt concept you have in mind for your local government area, trail or upcoming event.



SUPPORTED BY



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