

## **THE HUNT**

### **Target Audience:**

University students during Frosh Week: allows them to familiarize themselves with the university, build connections, and also be proactive in spreading the word to friends and family

### **Goal:**

1. make the topic of earthquakes less intimidating by reframing the perception of earthquake/ disaster situation from apocalyptic to a social mindset / state of mind
2. educate student on emergency preparedness specifically in campus (e.g water, can opener) in a more lighthearted and engaging way

### **Rationale:**

People imagine an end-of-the-world scenario when we talk about earthquakes, but the reality is “actual emergencies look more like people coming together than cities falling apart.” The aim of our game is to allow people to reflect on this notion.

### **Design Description:**

Players will be able to sign up in a booth set up by SFU emergency management team. Each round will be played by 3-4 pairs of players or possibly more. Players are started with a mission to find a certain artifact that is hidden around the campus. To retrieve the artifact, players will be given a number of given tasks and mini games that will guide the player to their final destination. Through these tasks and mini games, players will be educated on earthquake preparedness in an engaging way. Example of games are:

1. create a short jingle about “drop cover and hold on” and gather people to sing it along with you.
2. pictictionary (pick out an emergency supply from the kit and draw it out, show the next person the drawing, vice versa, last person guesses the supply name)

### **Benefits**

Students learn about the hazards of the campus and grasp better sense of preparedness of earthquake in a fun, collaborative, and engaging way. Through the game, non-player participation can add awareness and highlight the presence of the university’s emergency management efforts and hopefully will get more students to be aware of the issue.