**The Stupid Tower:**

**Target Audience:**People ages 15-30, interested in NFF. We aim to share information about the NFF and their associates through an engaging interactive experience. Sharing personal experiences such as times of playthroughs, or the personal clip created by the experience, through social networks will spread word of the NFF.  
 **Genre:**First Person puzzle platformer.

**Objective:**Earthquake! The Stupid tower in Utrecht has been damaged and the player has fallen to the very bottom. Escape the Stupid tower by reaching the only exit at the top!

**Obstacles:**No death/negative effects. Simple obstacle course. Puzzles with multiple solutions for different routes.

**Main Mechanic:**   
Record and play objects!  
All kinds of objects have shaken loose and are strewn around. Record them with your camera and play the recording at locations to climb up through the tower. At the end, the player has a daring movie of the grand escape in order to win a golden Calf for Best Short Documentary!  
SNAPSHOT  
**Barttle’s taxonomy:   
(Strong) Achievers –** Speed runs, find all the different routes. **(Strong) Explorers –** Easter eggs (NFF info), different puzzle solutions, explore some Stupid tower scenery.  
**(Decent) Social** – Share your recorded video through social media, which generates interest for NFF.   
**(Weak) Conqueror –** Highscore ladder for friends.