

Andrew Pun
Alex Yu
Dhrumil Patel
Sigil Wen

Visit the website for Looking Glass Adventures and pay attention to the escape room narrative and setup. Based on your research, formulate a hypothesis with a supporting explanation as to who the target audience is for your escape room. Consider age, background, level of expertise, gender, etc. You will need to justify your answer. (3 marks)

Looking Glass Adventures targets a specific niche in the market of escape rooms; families with young children. Various aspects of the business support their intended customer base, from the escape rooms to the way they advertise online. The actual rooms are designed to place a greater emphasis on the narrative aspects of the escape rooms as opposed to typical escape rooms that are designed to be confusing and sometimes include dark themes. Many other escape room games feature horror and sometimes place participants in difficult positions when starting. By focusing on the story and designing the escape room mechanics around the lore, the escape experience is more engaging and also more appealing to younger children as well as adults. Moreover, the escape experience doesn't deter participants based on gender, as the emphasis on lore and not mature or dark themes ensures that all participants can have an enjoyable experience. Looking Glass Adventures also adjusts the escape room experience according to how comfortable customers are. *Escape the Danforth* starts in a dark environment with flashlights, however participants are given the option to have the lights dimmed, or on, depending on their needs. This example is one of the reasons why Looking Glass Adventures places a higher emphasis on the story and overall experience rather than only the mechanics and/or clever tricks, making their escape rooms more enjoyable for younger audiences.

How does Looking Glass Adventures get most of their business.? How do they advertise? Based on your answer, what considerations are important to the company's success. (3 marks)

According to the owner, Looking Glass Adventures gets most of their business from hosting birthday parties on the weekends, and obtains publicity primarily through word-of-mouth. Due to the nature of escape rooms, the business is designed to give visitors a fun and enjoyable single-time experience, and encourages customers to recommend the business to their friends. With only two rooms, Looking Glass Adventures focuses mainly on bringing in new customers as Toronto has a very large population, most of which will not have gone to their escape rooms. The return business mainly comes from the birthday parties that they host on the weekends, as children do not mind redoing escape rooms, and find the experience similar to "rewatching a movie." Looking Glass Adventures also has a presence on social media, with a Facebook and Instagram account. However, maintaining the social media accounts proved to be quite time-consuming. Consequently, their social media presence has decreased somewhat.

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What is the narrative/theme behind your escape room? How is the narrative/theme designed to engage participants? What skills does it require for successful completion? (3 marks)

In *Escape The Danforth*, the player's uncle Bob has called because there has been a break-in at his home. He needs you to retrieve the item before it is found by the intruder. The theme engages participants by encouraging curiosity; making them question what the item is and why it is so important. Finding the answer to these questions provides a short-term motivation that drives participants to solve the escape room. There were a few key puzzles in our escape room that required some specific skill, such as the tape recorder playing certain notes to match with a xylophone. Having perfect pitch or a teammate with perfect pitch who can tell which note is being played helps in quickly solving that puzzle. Moreover, our escape room relied heavily on the senses other than vision, with specialized puzzles that tested hearing, smell, and touch.

Starting from the lobby room of the entrance, the lobby is themed to fit their escape rooms and features old, black-and-white pictures of someone, a variety of trinkets such as a model of a zebra's head, framed pictures of a world map, books, and card games.

Comment on the outer appearance of Looking Glass Adventures. Is it inviting? Does it inspire confidence in the business? Explain your answer (2 marks)

The outer appearance of Looking Glass Adventures is minimal at best, as it is just two doors with a few signs or references to Looking Glass Adventures. Moreover, the outer appearance does not inspire confidence in the business as goers may feel as if the business is not established or legitimate. The stairs to go down to the entrance of the business are somewhat inviting, as there is a sign pointing down the stairs that reads, "Adventure Awaits", as well as mirrors, which gives the illusion of the stairwell, and by extension, the business, being larger than it really is.

Consider the pre-game room (waiting area) for the escape room. What happens in the room? How is it designed to welcome customers? Does it encourage repeat business? (3 marks)

The pre-game room for the escape room provides a space that participants can stay in before and after they participate in the escape room. This keeps participants in a controlled space where they can be monitored and can enjoy the birthday party or other events. The room is used as the meeting place for groups, where kids can celebrate birthday parties and large groups can wait for other participants to finish their escape room. The waiting area provides *Looking Glass Adventures* the opportunity to connect with their customers, and they often take advantage this by giving kids card games to play. By offering both a great escape room experience as well as a fun atmosphere in the waiting room, *Looking Glass Adventures*

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ensures that children and other groups are always happy when interacting with their business. This encourages repeat business as participants would enjoy all aspects of the business and feel a personal connection to *Looking Glass Adventures*, which also nurtures a sense of loyalty to the company.

Consider the rooms involved in your escape adventure. List and describe each room. How are they designed to immerse you in the story? Consider lighting, sound, smell, decor. Comment on the effectiveness of the setting in your specific escape room experience. (5 marks)

Upon entering the first room, we immediately noticed the dark s

What is the exit experience like? Is there someone to greet you? How is disappointment dealt with? In what ways is repeat business encouraged? What mechanisms are in place to keep the fun going and help the customer to leave happy? (3 marks)

After the game is completed (or not), a staff member is sent to greet the players and answer any questions they may have. This provides a satisfying conclusion to the experience of the escape room overall. Obviously, with escape rooms, many players are often unable to complete the game, or perhaps are unsatisfied for another reason. The owner, Christine, has acknowledged this problem and said that she often gives the players of the escape room a discount. The venue only houses two escape rooms, which is one reason as to why repeat business is difficult. Instead, Looking Glass Adventures seeks to constantly find new business by increasing publicity through a positive customer experience and word-of-mouth. In terms of repeat business, Looking Glass Adventures markets towards annual birthday parties, due to the fact that children are often willing to repeat rooms. Staff assistance is provided at all times through the phone that is available in the room to present the players with hints whenever necessary. This ensures a certain level of difficulty, but also customer satisfaction as the necessary information can be given at any time to allow customers to progress.

How is the game monitored throughout? What level of assistance is offered to players? Why is assistance necessary? (3 marks)

Throughout the game, players are monitored by cameras and small microphones to ensure the safety of participants and support them when they are off track. Being able to see and hear the players allows staff to easily guide players through the room whenever players are in need of assistance without having to come into the room or give out too much information. Moreover, the phone being in the room offers a way for participants

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and staff to communicate with each other. Participants can ask for hints and staff can suggest hints to participants. Without proper assistance and supervision, players may feel dejected and frustrated with some puzzles that may be too difficult or need other tools to solve at that time. With assistance, players can finish the room happy that they were able to finish the room and solve the mystery.

In what ways could Looking Glass Adventures improve its escape room model? (3 marks)

We believe that Looking Glass Adventures could improve their escape room model by adding additional rooms, incorporating more hands on puzzles instead of deciphering codes and utilising more team building puzzles. Since Looking Glass Adventures targets younger customers unlike other escape rooms, it would be better to implement more hands on puzzles which would be more appealing to children, compared to puzzles that require deep logical thinking. Children are kinesthetic learners which they constantly show through their obsessive need to grab and examine things. Children enjoy touching things and would prefer a marble run puzzle instead of a typical 4 digit code lock which would require deep logical thinking which they detest of. The most memorable puzzles within the escape room weren't the repetitive locks that we had to open, it were the puzzles that required us to physically solve, such as the marble contraption, magnetic key maze and matching scent puzzles, each unique and enjoyable.

Many people come to escape rooms in hopes of building stronger connections with their friends and acquaintances through the bonding experience of a puzzle packed escape room. However

Do another question ill finish this 4 u

HELP ME ON THIS ONE PLS work on analysis ye ik gimme a sec i need to finish another q first

The one below

Are Escape Rooms profitable? How? Why? (2 marks)

Some of the input costs that an owner needs to pay are rent, expenses of building the room, and upkeeping the room.

Essentially, the profits of the escape room rely heavily on popularity, which could fluctuate very often. Due to having an inconsistent income, many owners only run the business as a hobby.

<https://blog.updraftventures.com/the-state-of-the-escape-room-industry-603773ba6cd>

<https://www.marketwatch.com/story/the-weird-new-world-of-escape-room-businesses-2015-07-20>

<https://escapeassist.com/blog/2017/05/18/How-Do-I-Go-From-Escape-Room-Enthusiast-To-Escape-Room-Owner/>

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Setting of room:

You walk into the Heavenly Palace

You will need the shirang to progress to the next room

Huangdi (a staff member playing who can guide and supervise the escapers) is situated at the end of the room with 4 statues of dragons in front of him with (NSWE) painted on their foreheads. On the right side of the room, you have a set of 4 gongs of different sizes, a marble maze and a golden dragon chest.

On the left side of the room you have 4 different paintings of huangdi and a sliding block puzzle of a dragon.

On the ground, there are multiple boards which you don't know how to utilise

Room is golden and palace like

Puzzles:

Puzzle 1



Something like this is on the wall, and it has a messed up dragon on it. It involves moving pieces of a picture of Huang Di around to create the image.

Solving this causes the frame to swing out and inside is a dragon key which will be used for the next puzzle.

Puzzle 2

Open a corresponding dragon chest which reveals a turtle figure that shines black light once you press on its shell.

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Puzzle 3

You shine the turtle on the paintings of Huang Di which reveals a Chinese symbol for (WEST EAST NORTH SOUTH)

Each painting has Huang Di as well as the sun/moon in the background which he looks towards

One painting has the sun directly above Huang Di (Top of painting)

One shows sun on right

One shows moon on the left (Full moon)

One shows moon reflection in the water which Huang Di looks at.

Puzzle 4

4 dragon statues from wall with claws facing outward pointing in multiple directions awkwardly. Each dragon has north south east or west painted on their foreheads. Participant orients the dragon's claws to match the paintings. Dragons are exactly the same but when you go into the room, their claws are oriented very awkwardly to give the hint that you are supposed to rotate the claws. The dragon's mouths open to reveal a keyhole and a marble, a numbered circle chart on a scroll that is wrapped around a mallet that rolls down to their teeth, a turtle hole, a gold spoon. When each dragon is completed, their mouth closes and their red eyes glow green.

Puzzle 5

Dragon reveals a gong and a scroll with circles on it. There are some gongs with different sizes, corresponding in size with the circles on the circle chart. You use the mallet from the circle scroll to strike the gongs in the order that the circles are numbered, from 1 to 5. Once Huang Di hears the specific tune, he will flip a switch. It closes the dragon's mouth completing this dragon.

Puzzle 6

Dragon reveals a keyhole and a marble. There is a marble ramp with a transparent front. However, there are missing parts of the ramp, and if they are not used then the marble is permanently stuck at the bottom. Using the boards lying on the ground (Testing resourcefulness), you can construct a ramp that the marble can run down. It will tip a see-saw over and a key that unlocks the keyhole in the dragon's mouth will fall out of a hole at the bottom. Once you unlock the dragon's mouth it is completed.

Participant places the key in the keyhole in the dragon's mouth. The dragon's mouth closes slowly to test participants' patience. Then the dragon is completed

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Puzzle 7

Dragon reveals a turtle mould. You have a turtle mould which you put the turtle inside, completing the dragon

Puzzle 8

labeled 1-9, in dragon you are given 4 different images of fruits/scents. Player is req to go smell each pot trying to figure out what # correlated to the given scents

Puzzle 9

After you complete all of the dragons, Huang Di will give you a new, smaller marble and a spoon. You must put the spoon in the water bowl which will point to one of the colours in the bowl like a spinner which will correspond with a hole in the room that the marble needs to go in. The player cannot guess because if the marble is put into the wrong hole, it will stay inside for one minute. Moreover, the previous marble is too large for the holes and will not fit, ensuring that the player can only use the new marble. These holes are located on the pillars of the room.

Reward

Once all of the dragons are closed, a hidden door behind one of the paintings opens which leads to the next room and inside is a bag of shirang.

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Analysis

From the texts we read throughout the year, we designed an escape room from “Yu the Great” as the structure of this narrative can be effectively adapted to an escape room format. Yu the Great begins with Yu being summoned to the Chinese Emperor Shun’s palace in order to stop the floods. His father Gun, had previously tried to stop the flooding but was killed and did not complete his task. Yu understands that he must ask Huang Di, the ruler of the Heavens, for some shirang, the swelling soil, to stop the floods. Upon seeing Yu’s respectful nature, Huang Di happily obliged and offers Yu some shirang and aid in his quest. In our escape room however, Huang Di is skeptical about whether Yu is worthy enough for the shirang. As such, Huang Di challenges Yu to solve his puzzle rooms, which test certain virtues like resourcefulness, patience, etc.

The first room is designed to reflect the styles of ancient Chinese architecture. The room is decorated in red and gold, two colours which are seen throughout Chinese culture, believed to bring luck and prosperity. Alongside with this, we also included, pillars on the sides of the room, similar to that of an ancient palace, 2 tables carved out of jade, a type of gemstone prized by the Chinese, golden statues of dragons, mythical creatures worshiped by the Chinese and within the room and 4 different gongs, instruments readily used in Chinese practices.

situated at the end of the room with 4 statues of dragons in front of him with (NSWE) painted on their foreheads. On the right side of the room, you have a set of 4 gongs of different sizes, a marble maze and a golden dragon chest.

On the left side of the room you have 4 different paintings of Huang Di and a sliding block puzzle of a dragon.

On the ground, there are multiple boards which you don't know how to utilise
Room is golden and palace like

The escape room experience begins with the players entering Huang Di’s first puzzle room and Huang Di saying: “Yu, son of Gun, if you wish to save China with my Shirang, then you must prove yourself worthy. The key to the shirang lies in this room. If you can solve the puzzles and find it, then you are destined to stop the flooding. Good luck to you and your friends”. Players are then allowed to move freely while Huang Di (a staff member who facilitates parts of the escape room and is able to assist and supervise the participants) watches from atop his throne.

On each side of Huang Di’s throne, lies the 2 jade tables, holding 9 scented metal fruits and a locked box. In front of Huang Di’s throne, lies the 4 golden dragon statues, each with a different Chinese symbol on their forehead (North, East, South, or West), that surrounds a fountain which is divided into 8 equal colours that correspond to the 8 pillars/columns within the room. On the wall right of Huang Di’s throne, we have

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The first puzzle the players will most likely choose to attempt is the sliding puzzle on the floor depicting Huang Di. Solving this puzzle will cause the frame of the puzzle to swing open, revealing a secret compartment containing a golden key with an engraving of a dragon. This key is used to unlock a golden dragon chest, which contains a handheld plastic turtle that shines an ultraviolet beam of light when the shell of the turtle is pressed. Players will either soon figure out that shining the UV light on the paintings reveals a message or this will be hinted at by Huang Di if the players are having difficulties. There are four paintings of Huang Di; one with him below a sun in the sky, one with him standing to the left of the sun, one of him looking into a lake with the reflection of the moon, and one with him standing to the right of the moon. These paintings represent the cardinal directions: North, East, South and West, respectively. A player will shine the UV light on some paintings of Huang Di to reveal Chinese characters for North, South, East and West written in invisible ink on their respective paintings. There are four dragons surrounding the well in the middle of the room, each with the same cardinal direction characters as before, and they bear awkwardly positioned claws to hint that the claws can be rotated. When the players rotate the dragon's claws to point in the direction of the sun/moon in the painting with the corresponding Chinese characters, the dragon's mouth opens (e.g. when the claws of the East dragon are pointed right, matching how the sun in the East painting is to the right, its mouth opens). The goal now is to "complete" each of the dragons, by completing the puzzles introduced by the dragon heads. The completion of a dragon is indicated by the closing of its mouth and the glowing of its LED eyes, which provides ample feedback to the player as their indicator of progress. Once all the dragons' mouths are opened, one reveals a keyhole and a marble, another reveals a scroll wrapped around a mallet, another reveals a hole in the exact shape of the turtle from before, and one reveals four different images of fruits labelled "first", "second", "third" and "fourth, as well as a padlock embedded into the floor of the dragon's mouth, with a four-digit passcode. The scroll displays four circles, each different sizes and with numbers 1-4. On the wall are four gongs in four different sizes, and a player will use the mallet to strike the gongs based on the number they were given, in the order from 1-4. Each makes a different sound, and Huang Di, upon hearing the specific sequence, will flip a switch. This closes one of the dragons mouths, marking the completion of the tasks associated with it. Next, the marble in one of the dragon's mouths can be used in a glass cased ramp on one of the walls. This ramp runs down diagonally from left to right, with a seesaw at the end of the ramp, with a key on one of the ends. However, segments of the ramp are missing, and placing the marble on it will cause it to drop out. Using seemingly haphazardly placed boards found on the floor, the players can complete the ramp by sliding the boards into slots through the glass, making a straight line. The players picking up the boards on the ground to solve the puzzle displays their resourcefulness. When a marble runs down the ramp, it tips the seesaw and drops a key out of the glass case. Turning this key in the keyhole inside the dragon's mouth will cause it to close slowly, completing the dragon. This dragon's mouth will close much slower than the others and tests players' patience. The third dragon with the turtle shaped hole is completed when the plastic turtle from before is placed perfectly inside it. To complete the final dragon, players must go to nine different pots near the wall, numbered 1-9. Using small paintings of

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flowers, players must match the picture and scent of the pots, and note the number associated with the pot in order to figure out a four digit passcode. For example, if the picture of an apple is labelled “first”, and pot number 4 contains an apple scent, then the number 4 is the first digit of the passcode. This happens until all four digits are known, and the passcode is entered into the padlock on the final dragon, completing it. When Huang Di sees that the dragons are completed, he will give players a smaller marble, and a spoon. The spoon is used to recreate an ancient chinese compass. It is placed in a floating bowl in the well in the centre of the room, and will point to a hole in the room that the marble will go into. These holes are located in the pillars of the room. When the marble is set in the correct hole, a hidden door opens behind one of the paintings, leading to another room. Huang Di will deem the players worthy enough to attempt to retrieve the shirang.