

# APOCALYPSE MADE EASY!

## Free, Interactive Game For Vancouverites Encourages In-Person Connection & Survival Skills

Families and friends can play *Apocalypse Made Easy!* on their phones in locations throughout the city as part of a Movember Foundation Initiative.

**Vancouver, BC**—A team of local game developers are encouraging friends and families to spend more time together outside—and to learn basic survival skills while they're at it—through a new, free, interactive game called *Apocalypse Made Easy!*.

The development team, based at the University of British Columbia, built the game as part of the Social Innovators Challenge project, funded by the Movember Foundation, which tasked researchers with finding unique ways of encouraging men to develop stronger, more meaningful connections. In addition to teaching basic survival skills, *Apocalypse Made Easy!* aims to strengthen social connections between team members, particularly among participating men.

"We only get through real disasters if we stick together. We designed the game around this idea. Team members need to collaborate to succeed. Everyone has a role to play. It's the same in the 'real world'—and we hope that players will continue to share and collaborate long after the game ends," explained Andrew Munroe, one of the creators.

Suitable for teams of families or adult friends, the game includes four place-based scenarios in both Vancouver and Kelowna, each focused on a different element of resilience and survival: earthquake or wildfire preparation; finding and filtering water in the wild or in an urban environment; living off the land; and collaborating.

The team hopes the game not only leads to fun outdoor activities, but greater understanding of our surroundings—and how to cope in a crisis. It's an increasing focus across the globe. Vancouver was named one of the world's 100 "Resilient Cities" by the Rockefeller Foundation. In 2018, British Columbia experienced the worst wildfire season in recent history. Across the province, attention is turning to how we can look after ourselves, and each other, in the face of ongoing climate change.

*Apocalypse Made Easy!* isn't about doom and gloom, however. When teams arrive at one of the start locations, they will receive instructions from a witty robot from the future—BORIS. Teams work together to solve word puzzles, discover hidden locations and try out newfound survival skills. Kids can learn how earthquakes happen and how cities—and people—can help to prepare for them; how to gather water with just a plastic bag and piece of elastic; how to filter water using natural ingredients; and key tips to prevent wildfires.



With fascinating facts, pithy remarks from the interface, hands-on activities and scores of ‘saltine crackers’ for correct answers, teams can feel accomplished and competitive.

The *AME!* team are sweetening the deal with a series of prizes—ranging from gift cards to survival kits—both for high-scoring teams and randomly selected players every month during the summer.

Vancouver game locations include Stanley Park, South East False Creek (around Telus Science World), Pacific Spirit Park, and UBC Main Mall. Kelowna game locations include UBC Okanagan, Knox Mountain Park, Downtown Kelowna and Mission Creek Park. Interested participants can find a game near them using the *Apocalypse Made Easy!* website.

Scenarios were developed with input from experts in the field, such as ecological and disaster planning teams, including individuals from the Stanley Park Ecology Society, The City of Vancouver, and the Regional District of Central Okanagan.

The game is played using mobile phones, and last from 45 minutes to 2 hours. It runs in an internet browser, so no app download is required. A full game takes approximately 5MB of data—less than the amount required to stream a song.

### **About *Apocalypse Made Easy!***

*Apocalypse Made Easy!* is a free, team-based outdoor survival game that runs in a smartphone browser. It’s available at four sites in Vancouver and Kelowna. Developed with a grant from the Movember Foundation as part of the Social Innovators Challenge, it’s designed to get families and friends outdoors to learn some survival skills in a fun and engaging way.

**Programmer:** Braden MacDonald is a freelance software developer and CTO of OpenCraft.

**Artist:** Rita Fei is an illustrator with a love for birds, science fiction, and donuts.

**Writer:** Matthew Parsons is a writer and radio producer with CBC.

**User Researcher:** David Marino is a multidisciplinary designer and researcher. They have conducted design research in games, affective human robot interaction, and multimodal speech perception.

**Producer:** Andrew Munroe is a writer and digital producer who has worked on several location-based games.

### **About Movember Foundation**

Movember is the leading charity changing the face of men’s health. In 15 years, they have funded more than 1,200 innovative projects across more than 20 countries. The Movember Foundation is the leading charity dedicated to changing the face of men’s health around the world. With a singular goal to stop men dying too young, the Foundation supports the following causes: prostate cancer, testicular cancer, mental health and suicide prevention. Since 2003, the support of more than 5 million participants has funded over 1,200 innovative projects across more than 20 countries. To donate or learn more, please visit [Movember.com](http://Movember.com).

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# APOCALYPSE MADE EASY! HOW IT WORKS

- 1) Participation requires a team of 2 to 5 people. Teams choose one of the scenarios and head to its starting point. Scenarios take 45-120 minutes to complete. Overleaf shares scenarios for each city and their appropriate age range.
- 2) The entire program runs in a smartphone internet browser. Each scenario will use approximately 5MB of data—less than the amount required for streaming a song.
- 3) Once the team arrive at the starting location and logs in to the game, an AI character named BORIS will run a personality test to determine each person's role in the game. These roles include the Wayfinder, who directs the group; the Scientist, who conducts on-the-spot experiments; the Doomsayer, responsible for group morale; the Interpreter, who deciphers clues; and the Burdened, who manages in-game finances. *Everyone* has something to contribute to their team's success.
- 4) Teams then work together to navigate the scenario, solve challenges, and interpret the AI's confounding instructions. Along the way they're introduced to emergency preparedness and disaster management concepts.
- 5) As they complete challenges, they gain in-game currency in the form of apocalypse-proof saltines. They can trade these saltines for special punch cards that change the programming of the AI to help their team in subsequent scenarios.
- 6) Teams are scored and timed as they complete each scenario, and then ranked against other teams in their organization or across the entire city. Rankings will be shared on the Apocalypse Made Easy website. Top-ranking teams will win survival-themed prize packs every week from Mountain Equipment Co-Op.



# **APOCALYPSE MADE EASY!** VANCOUVER SCENARIOS

## **EARTHQUAKE PREPAREDNESS**



Covers:

**WHAT'S THE RISK, HOW TO  
PREPARE, HOW TO REACT**

Start point:

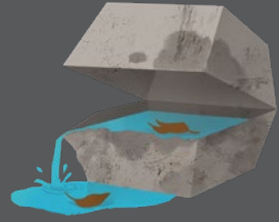
**SCIENCE WORLD**

Ideal for:

**FAMILIES**

**AGE 5+**

## **FINDING WATER**



Covers:

**WHERE'S OUR WATER FROM,  
HOW TO FIND AND FILTER IT**

Start point:

**PACIFIC SPIRIT PARK**

Ideal for:

**OUTDOOR ENTHUSIASTS**

**AGE 10+**

## **LIVING OFF THE LAND**



Covers:

**HOW TO SURVIVE IN  
STANLEY PARK**

Start point:

**STANLEY PARK**

Ideal for:

**CREATIVE FAMILIES**

**AGE 8+**

## **GROUP SURVIVAL**



Covers:

**WORKING EFFECTIVELY WITH  
OTHERS, RECOGNIZING BIASES**

Start point:

**UBC**

Ideal for:

**SOCIAL PALS**

**AGE 14+**

# **APOCALYPSE MADE EASY!**

## **KELOWNA SCENARIOS**

### **SURVIVING WILDFIRES**



Covers:

**WHAT'S THE RISK, HOW TO  
PREPARE, HOW TO REACT**

Start point:

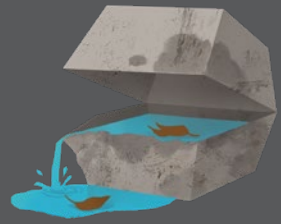
**KNOX MOUNTAIN PARK**

Ideal for:

**FAMILIES**

**AGE 5+**

### **FINDING WATER**



Covers:

**WHERE'S OUR WATER FROM,  
HOW TO FIND AND FILTER IT**

Start point:

**KELOWNA CULTURAL DISTRICT**

Ideal for:

**OUTDOOR ENTHUSIASTS**

**AGE 10+**

### **LIVING OFF THE LAND**



Covers:

**HOW TO SURVIVE IN  
MISSION CREEK PARK**

Start point:

**MISSION CREEK**

Ideal for:

**CREATIVE FAMILIES**

**AGE 8+**

### **GROUP SURVIVAL**



Covers:

**WORKING EFFECTIVELY WITH  
OTHERS, RECOGNIZING BIASES**

Start point:

**UBC OKANAGAN**

Ideal for:

**SOCIAL PALS**

**AGE 14+**





# APOCALYPSE MADE EASY! SCREENSHOTS

