



E Egyptian beaded embroidered collar necklace. Statement Cleopatra jewelry. Ancient egypt bib necklace







#### Animatronic Specifications:

We need the Nushi animatronic face to be able to convey the 6 basic emotions. Movement listed in order of necessity.

#### 6 Basic Character Emotions

(In order of importance for Nushi): Happy, Sad, Surprise, Questioning.

For Nushi, “Quizzical” or Questioning is more important than Anger, Fear and Disgust.

Animatronic Specifications	
Neck	Swivel. Ability to track towards audience.
Eyes	Open, Closed, Narrow, Excited (Very open), Happy, Sad
Mouth	Simple Talking. Smile. Sad.
Ears	Up, twitch left-right, down and back
Nose	Sniff (food)

[https://docs.google.com/presentation/d/18vkTD\\_dCJYYKYdy8PWcHxOh3oZuYWu6LoRljMBxjBec/edit#slide=id.p](https://docs.google.com/presentation/d/18vkTD_dCJYYKYdy8PWcHxOh3oZuYWu6LoRljMBxjBec/edit#slide=id.p)

RESTRICTED CONTENT



# Event Experience Design Details

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## Key Components:

### Babka Costume

#### Role

- Provide a visual representation of Babka
- Offer a character mascot photo moment that can be tagged on socials

#### Interactive Potential:

- Guest can pose for pictures with Babka
- Babka can hand out physical objects that jumpstart the transmedia experience

### Nushi Robot

#### Role

- Be a intriguing, distributed moment that can raise questions and serve as an entry point to engagement
- Offer a character mascot photo moment that can be tagged on socials

### **Interactive Potential:**

- Can lead guests to Babka
- Guests who connect to her roaming wifi can receive special AR inventory items
- Guests who connect to her roaming wifi can receive unique clues for the transmedia experience

## Hi-Loop Agents

### **Role**

- Steward and direct the Babka costume
- Can help with crowd management if there are activations (Orbs Racing, in-person event) that require a gathering of guests
- Provide a more flexible role within the narrative and interactive experience

### **Interactive Potential:**

- Can be a physical check-in point within the transmedia experience
- Can hand out preferential information related to the transmedia experience to engaged guests

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## Experience Goals:

**Low Touch:** For these guests, Xsolla presence at events primarily serves to increase brand awareness. They don't choose to engage deeply with the interactive components of events, but they might engage through taking a picture and taking advantage of free give-aways depending on the difficulty level required. These types of guests are most likely to engage with the Babka character if she is popular, and with the food cart options. While they may create an account if it can enable them to get the food or drinks, we need to find a way to deepen engagement, or to interact with another touchpoint.

**Medium Touch:**

These are guests who may be intrigued by the interactive potential of one of the activation elements, especially if everything happens in one place. They don't necessarily wish to engage with something that takes multiple steps or that requires active coordination with other guests at the event. These guests are most likely to interact with something like the Orbs racing activation, and will even create accounts so they can vote on the winner. To deepen engagement with these guests, we need to let them use the Orbs in some meaningful way during the course of the event.

**High Touch:**

These guests are more likely to be found in fan-oriented events, like ComicCon, and are those who will engage with a multi-part interaction if it is intriguing enough. They are the ones who will be willing and eager to participate in a multi-part transmedia activation if it is engaging enough. For these guests, the interactions need to be genuinely challenging, or offer an actual narrative reveal. These guests have the likelihood of being engaged participants with the Babka storyworld even beyond the events, if the game mechanics are engaging enough.

# Distributed/Non-linear Mechanics

## Find the Beacon

- Guests find beacons around the event site. When they scan it, they are directed to a virtual interaction.
- Each beacon could be one of a number of locations that are visited linearly or non-linearly in order to provide a capstone experience moment.
- If linearly, the challenge comes from guests finding the next location in their quest.
- If non-linearly, the reward comes from a unique output arising from the order in which they visited the beacons. Guests can compare their output with others who visited the beacons in a different order.
- The reward can be either orbs or a virtual inventory item, which require the creation of a Babka account
- For participating in this interaction, guests may also earn an achievement which shows up in their Passport
- This could involve an interaction with Hi-Loop agents, who can offer additional clues to guests who interact with them
- This requires working with the conference to determine an ability to place QR code stickers or other beacons around the physical location.

## Find the Virtual Object

- Guests use clues (and a potential AR tracking mechanism) to find virtual objects hidden in and around the event space.
- The virtual object may switch locations throughout the day to add to the challenge.
- There may be multiple objects to find and collect.
- Once collected, these objects will be stored in Babka inventory.
- The virtual object may be utilized in interactions at the event itself (ie. orb racing, in-person events)
- There may be a social component, where guests can share the virtual item they've procured with friends through sending an AR filter message
- If this is indoors, there may be some tracking issues for placement of the AR asset
- This should be accessible to low-touch guests, who can participate in the interaction, but will not be able to claim the account without creating a Babka account.

## AR Objects

- Guests have the ability to either procedurally “create” or find AR objects at the event
- These objects would be stored in their Babka inventory
- For the procedurally created objects, there can be variations to the object based on the actions of the guest. These procedural differences can affect both aesthetics and mechanics
- The object could be used at other activations
- The objects they procure can have some game-like abilities within the context of the event, which they can utilize at an In-Person Scene
- Owning and utilizing the object could level up the achievement of the guest, within their Babka profile.

## Follow Nushi

- Interfaces with Nushi Robot componenet
- Guests find Nushi on the conference floor and engage with them in different ways
- This could involve connecting to Nushi's roaming wifi and completing a digital interaction

- This digital interaction can involve the claiming of orbs, which requires the creation of a Babka Account
- This digital interaction could involve claiming a virtual inventory item, which would be stored in a Babka Account
- The inventory can change or evolve over the course of the event, encouraging repeated encounters
- This interaction can be accessible to high-, medium-, and low-touch guests. Low-touch interactions would involve following the robot cat and taking pictures, while medium-touch interactions may involve logging into the wifi and claiming an item. High-touch interactions can reward guests and offer them additional points of engagement.
- This requires working with the conference to identify areas where it would be allowed to have Nushi on the event floor.

### **Orbs Racing + Voting**

- Guests can use their Babka account to select a Racing Orb winner and earn orbs for participation and/or if their selected Orb wins
- For bidding on a winning Racing Orb in this interaction, guests may also earn an achievement which shows up in their Passport
- There is the possibility to play up the idea of teams around different colors of Racing Orbs
- There is the possibility to live-stream these different matches
- The experience provides a chance to showcase the Nushi robot--the Nushi robot can also direct guests to the location where the Orbs Racing activation is taking place
- There is also the potential for low-touch interaction with some of these events. With Orbs Racing, for instance, guests can view and share their experience on socials without actively bidding on the winner.

### **Food Activation**

- Guests create an account to get free lemonade and/or babkas
- Guests can access secret menu items if they have orbs (which can be collected through interacting with the Orbs Racing game or the transmedia experience)
- Along with their food, guests may receive a clue to launch their engagement with the transmedia experience
- The Babka character should be at the stall, so that guests can take picture or interact with her in other ways while waiting in line

### **In-person Scene**

- Clue solvers have a culminating narrative moment for the transmedia activation that involves an in-person “scene”
- This enables guests to meet others in their community of solvers
- At the scene event, medium-touch and high-touch guests may be able to utilize orbs or virtual objects they have collected in lead-up interactions
- The reveal could involve the “summoning of Babka to our timeline,” which involves the appearance of the Babka character suit
- These scenes will probably need to be held outdoors in order to not cause obstructions
- These scenes will involve the Babka suit, Nushi robot, and Hi-Loop agents who may help with guest management
- We may need to identify requirements around the holding of these small-scale narrative moments, and whether they can/should be conducted in a more guerrilla way.

## 🌟 Babka Live Activation Concepts

The following are our WIP descriptions of various creative live activation concepts:

 Babka's Lemonade Stand

 Babka's Merchant Tea Lounge

 Babka's Cosplay Repair Station

 Babka's Orbs: Racer Edition

 Babka's Babka's (Food Cart)

## Babka's Photo Ops

### Technical Specs

### Booth/Activation Specs

*Use this area to cover established specs (square footage, utilities capacity, etc) around the primary activation.*

### Floor Specs

*Use this area to cover overall requirements around brand presence on the floor, possibility for guerilla-style moments, and general technical issues around connectivity.*

### Costume Specs

*Use this area to cover requirements around costume shipping and storage, as well as general requirements around length of actor time in suits, and required changing areas.*

## Babka Experience

### Core Event Narrative:

*Use this area to cover elements of Babka narrative that will be revealed through ARG-like interactions around the event, any specific drops that can be accessed, and the interactions with Babka universe characters.*

### Key Event Mechanics:

*Use this area to cover key interaction mechanics for the event as enabled by the Babka universe character actors and the ARG-like elements.*

### Key Event Touchpoints:

*Use this area to cover key touchpoints/moments of interaction enabled specifically for this event. Link out to the run of show for time-sensitive interaction moments.*

Conference Floor	Conference Booth/Activation	Online