

Purpose of Thanksgiving Point Scavenger Hunt App

The purposes and goals for the app are as follows:

The App will be an Experience

- It will motivate users to participate, i.e. it will have endogenous value that entices people to engage in and complete the scavenger hunt.
- It will extend beyond the physical boundaries of the Thanksgiving Point venues
 - This *could* happen by one or more of the following ways
 - The hunt literally going outside the venue boundaries
 - Participants thinking about the experience after leaving the venue
 - Potentially tying web-based experiences to the scavenger hunt

The App will be Educational

- Participants leave the app with an expanded knowledge about or understanding of some concept, idea, or artifact
- App will attempt to help families learn how to interact positively together and how to learn together

The App will Build Positive Impressions of Thanksgiving Point.

- It entices visitors to return
- It entices visitors to talk positively of the experience with others

The App will be Developed to be:

- Scalable
 - The app should smoothly allow for increasing numbers of users
 - The app should allow for additional scavenger hunts to be created based on the framework in the app
 - Thanksgiving Point employees should be able to enter new information easily to create the new scavenger hunts
- Sustainable
 - The app should be easy to use for both users and contributors
 - The functionality should not impede Thanksgiving Point staff's ability and/or desire to create and maintain active scavenger hunts
- Cool
 - The app should not embarrass users or cause them to feel uncomfortable
 - The app should create a positive interactive experience that is appealing to most people

The App will be Designed According to the Following Constraints:

- It should be oriented to children, but should not alienate adults
- It will promote interaction with existing Thanksgiving Point displays or locations
- Can be completed by an individual but aimed at promoting interaction between families or other group members
- Should be designed for user's own smart phone
- Must be automated -- there will be no required interaction with Thanksgiving Point staff for this app