

BLOODY QUARTERS





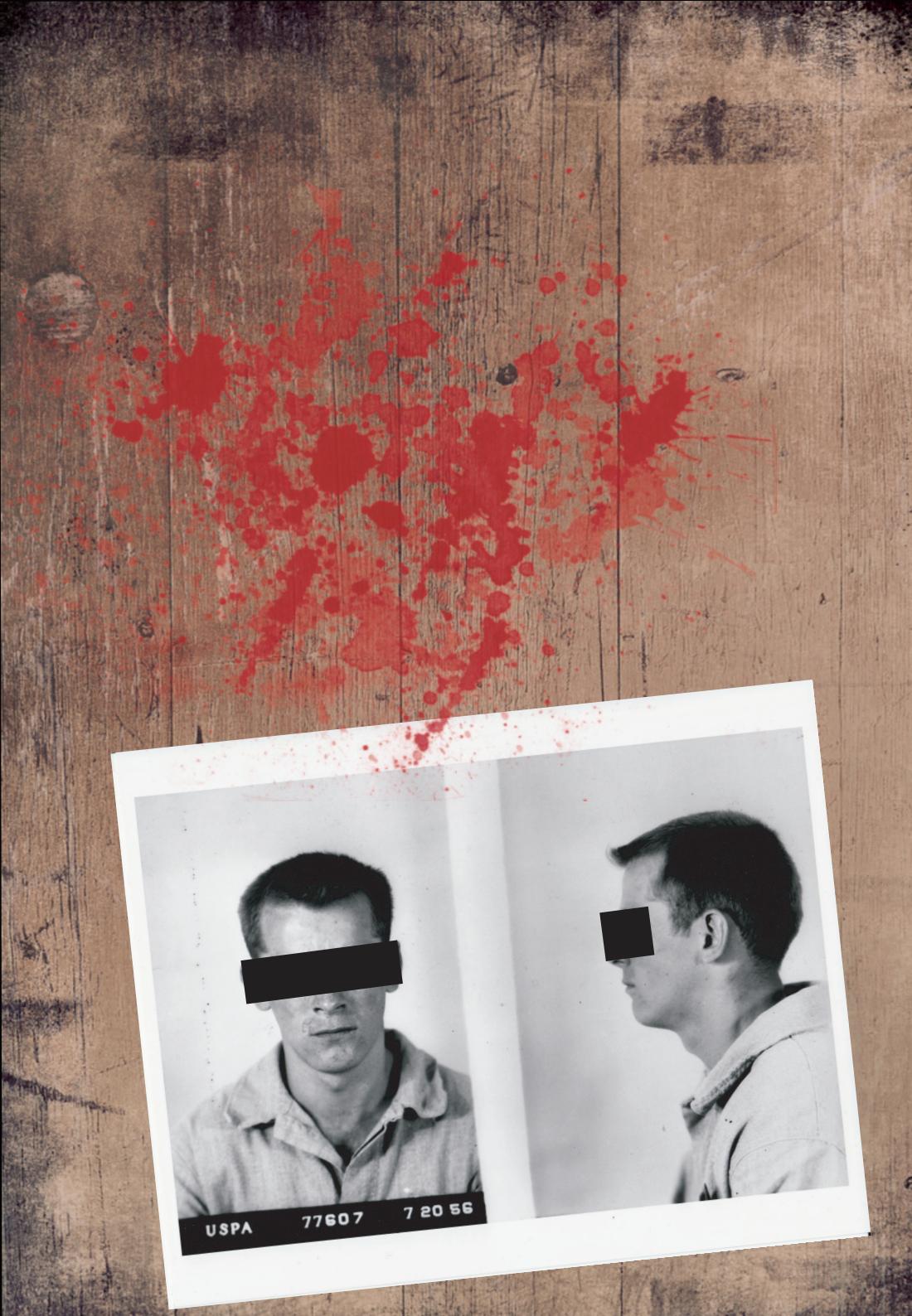
the inspiration came from our common interest in horror and mysteries...

...and as the podcast junkies that we were, the idea to create a interactive podcast with a scary theme started to grow

...creating a podcast that would make the listener nervously look over her/his shoulder and begin to cold sweat became very intriguing to us...

...we wanted it to be a cheap alternative to the trendy escape rooms in the city

...and was inspired by the activating and social parts in apps like PokemonGo and Geocatching.



What attracts you to
murder and mystery stories?

“Trying to figure out who did it,
and how evil people can be”

“The reason for the killing”

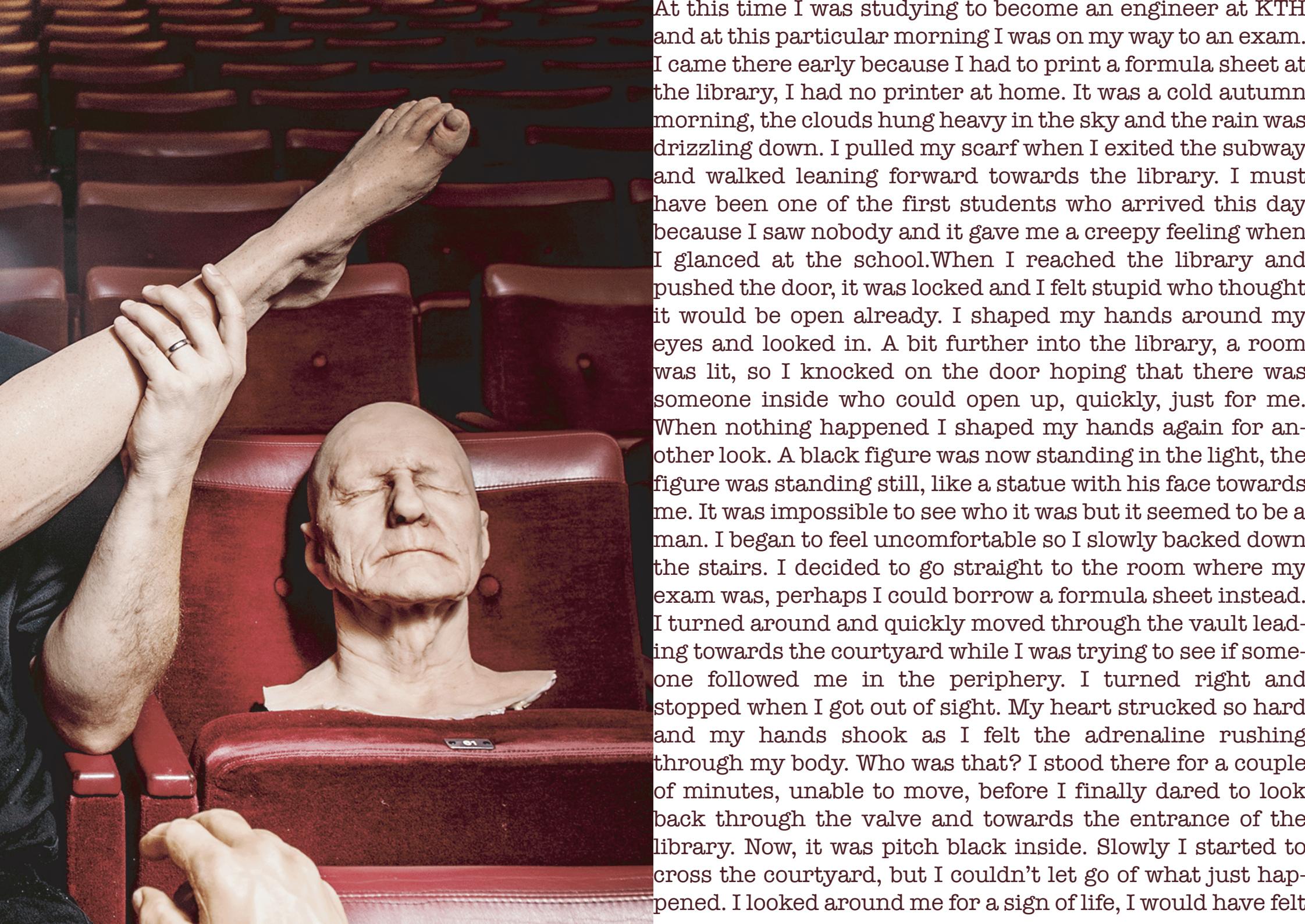
“What is dark and hard to understand
is also fascinating”



What makes murder
and mystery stories good?

“When you get hints and can guess
who the murderer is,
when it's suspenseful and the end
is satisfying with a good story”

“The way it is described and if it could be real”



At this time I was studying to become an engineer at KTH and at this particular morning I was on my way to an exam. I came there early because I had to print a formula sheet at the library, I had no printer at home. It was a cold autumn morning, the clouds hung heavy in the sky and the rain was drizzling down. I pulled my scarf when I exited the subway and walked leaning forward towards the library. I must have been one of the first students who arrived this day because I saw nobody and it gave me a creepy feeling when I glanced at the school. When I reached the library and pushed the door, it was locked and I felt stupid who thought it would be open already. I shaped my hands around my eyes and looked in. A bit further into the library, a room was lit, so I knocked on the door hoping that there was someone inside who could open up, quickly, just for me. When nothing happened I shaped my hands again for another look. A black figure was now standing in the light, the figure was standing still, like a statue with his face towards me. It was impossible to see who it was but it seemed to be a man. I began to feel uncomfortable so I slowly backed down the stairs. I decided to go straight to the room where my exam was, perhaps I could borrow a formula sheet instead. I turned around and quickly moved through the vault leading towards the courtyard while I was trying to see if someone followed me in the periphery. I turned right and stopped when I got out of sight. My heart strucked so hard and my hands shook as I felt the adrenaline rushing through my body. Who was that? I stood there for a couple of minutes, unable to move, before I finally dared to look back through the valve and towards the entrance of the library. Now, it was pitch black inside. Slowly I started to cross the courtyard, but I couldn't let go of what just happened. I looked around me for a sign of life, I would have felt



Key design decisions & insights

Fitting color scheme
Adapted for users on the go
Listening flow while walking

Building up a scary environment with background noises
Tailored story and characters to fit the needs of the primary persona



The team behind Bloody Quarters

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We explored how the market looked and the possible competitors. There are several markets that are related to the mystery/interactive story telling products. Usually board games and more modern interpretations such as Escape Room provide users with tasks of actually solving a mystery whereas books genres such as detective mysteries and horror novels provide thrills related to the creepy and unknown. Somewhere in between there are some products like visiting horror/ghost houses or going on a organised ghost walk around a town that provide people with chills.

Clearly there was a void. Joining these experiences in one digital product would be an unique and modern take on the classical mystery and horror genre of consuming content. Providing users with a niched podcast platform that offered great business opportunities and app-interaction was definitely worth pursuing.

What the future holds for the app is additional levels with horrific fates, that are more difficult to solve. We are looking into expanding the teamwork possibilitys in the app, enabling for teambuilding events. Geographically we want to expand to all big cities in Sweden before 2020.