maj jenkins

Project Name: Rhizome (?)

Description: In the midst of increasing social isolation plaguing society, a result of busy work lives and strained relationships, closeness and intimacy have become increasingly harder and harder to achieve. By researching and hijacking fungal networks of communication, one startup has developed a cure to this chronic mass deprivation of social interaction. From using genetic material from fungi, they have developed a technology that combines with the human body to connect it to a larger underlying, invisible network of others. The company promises to end complex modern social difficulties with simple solutions; by allowing users of its technology to communicate and engage with one another in an effortless and seamless manner.

Site: San Francisco in a near-but-distant future

Players:

→ (SOC) Socially limited, socially isolated, hikikomori

◆ POSITIVE: Want the technology

→ (ENT) Enthusiasts (consolidated in SOC.)

◆ POSITIVE: Think the technology is cool

→ (GOV) Government

◆ NEUTRAL: Want to regulate the technology

→ (PSY) Psychologists and professionals

◆ NEUTRAL: Want to know more about the technology

→ (ANT) Anti-capitalists (consolidated in SOC)

◆ AGAINST: Want to solve the problem not using the technology

→ (CON) Conspiracy theorists

◆ AGAINST: Do not want the technology
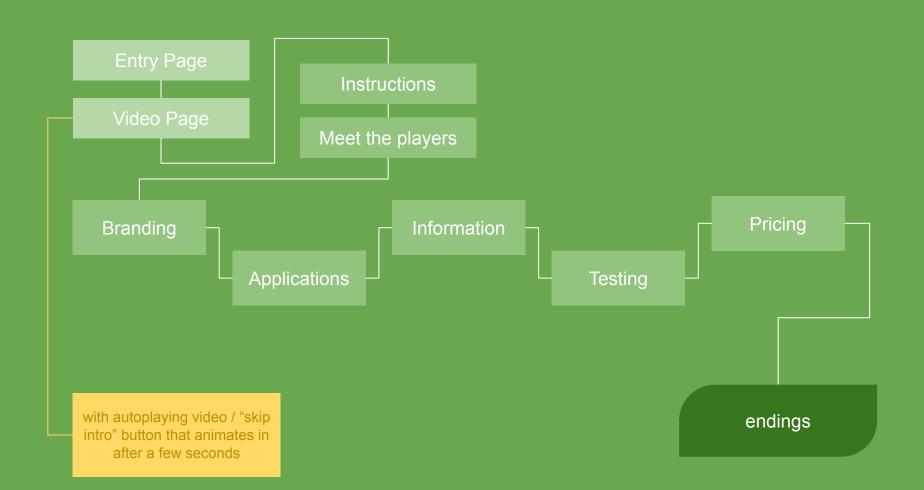
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Storyline:

This window into an alternate reality primarily focuses on the narrative of the product in its development. The choices the player makes will affect how the product is perceived by the public and what its final impact on society will be.

By deciding to be more liberal or conservative* during the stages of development, one will decide the fate of the product… and, by extension, humanity itself…

these words not intended in a political context, though at times they may be interpreted or applicable as such

Branding	Brand as mental health organization / medicine	SOC +1	ENT -1	GOV -1
		PSY +1	ANT +1	
	Brand as high-tech Silicon Valley startup	SOC +1	ENT -1	GOV +1
		PSY -1	ANT -1	
Information	Release more information about the product	SOC +1	ENT +1	GOV -1
		PSY +1	ANT -1	
	Censor information about the product	SOC -1	ENT -1	GOV +1
		PSY -1	ANT -1	
Testing	Test the product further	SOC -1	ENT +1	GOV +1
		PSY +1	ANT +1	
	Limit the product's further testing	SOC +1	ENT -1	GOV -1
		PSY -1	ANT -1	

Applications	Use for multiple purposes; i.e., long distance communication	SOC -1	ENT +1	GOV +1
		PSY -1	ANT -1	
	Use for strictly mental health reasons	SOC +1	ENT -1	GOV -1
		PSY +1	ANT -1	
Pricing	Make the product more expensive	SOC -1	ENT +1	GOV +1
		PSY -1	ANT -1	
	Make the product available to everyone	SOC +1	ENT -1	GOV +1
		PSY +1	ANT -1	
		SOC	ENT	GOV
		PSY	ANT	
		SOC	ENT	GOV
		PSY	ANT	

Entry Page

Video Page

Instructions

Meet the players

Branding

Applications

Information

Testing

Pricing

endings

with autoplaying video / "skip intro" button that animates in after a few seconds

	+3	-3
SOC	Product is seen as a cure to troubles	Product is not seen as helpful
ENT	Product becomes trendy technology (like an iPhone is a status symbol)	Product is not seen as something cool
GOV	Government backs rollout	Government shuts operation down
PSY	Psychologists recommend	Psychologists do not recommend
ANT	Product is not feared by the public	Product is feared too much by the public

elite solution	accessible solution	hivemind
Branding as startup	Branding as mental health org	Branding as startup
Multiple applications	Mental health application	Multiple applications
Published information	Published information	Censored information
Further testing	Further testing	No testing
Price-gouging	Fair pricing	Fair pricing
SOC	SOC	SOC
ENT	ENT	ENT
GOV	GOV	GOV
PSY	PSY	PSY
ANT	ANT	ANT

#cancelled		
Branding as startup		
Multiple applications		
Published information		
No testing		
Price-gouging		
SOC	SOC	SOC
ENT	ENT	ENT
GOV	GOV	GOV
PSY	PSY	PSY
ANT	ANT	ANT