



AN AMAZING JOURNEY: LOST IN VIA DELLA LANA E DELLA SETA

Project report for the exam of Intangible artifact,
cultural heritage and multimedia.

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Overview

- The aim of this project is the creation of a design brief for a videogame set in Via della Lana e della Seta.
- In the following slides we will analyze the context of the game and its concept, the goals and the main requirements needed to ideate a game able not only to interest the audience but to educate and share knowledge with them.

The context: The client and its goal

- Azienda di promozione turistica della Regione Emilia Romagna is the client of this videogame. The purpose of this organization is to support, develop and enhance tourism across the entire region. In recent years several projects, of various nature, have been approved and funded ⁽¹⁾.
- The aim of the client, with this project, would be to boost tourism in the Via della lana e della seta, especially among young adults.
- Consistently, the main intent is to create a game experience able to interest the players in physically completing the path.

The context: the relevant assets to be used to achieve the goal

- Gis: using Gis it is possible to develop a game that is set in the real world, based on the actual maps of specific parts of the via della lana e della seta. It is then possible to create a game that serves both the purpose of entertaining the players while giving them a taste of the real trail and knowledge that they could see and experience in real life. [ggis.pdf](#)
- 180° panorama pictures: this type of photography would be well suited in the creation of this type of project. This would allow the representation large portions of the real scenery of the path, captured in large fields of view. The type of projection better suited to the need of this project is the cylindrical projection, best suited for landscape panorama. [Panorama.tif](#)
- The creation of 3D objects could be a further asset in the creation of the game. 3D graphics can allow for the insertion of realistic object in the realistic setting of the game. <https://p3d.in/nA1yV>

The context: The audience (1)

- The main aim of this project is the creation of a game that can interest people in completing the actual path of via della lana e della seta. This is why the audience for this game has been selected keeping in mind both the segment of population most interested in videogames and more likely to complete the path after playing the game.
- The target audience of this project is people between the ages of 18 and 30. People in this age group, also called young adults, are, usually, very comfortable with all kinds of technological devices (at least for the standard everyday use). Furthermore statistics ⁽²⁾ show that 77% of males and 55% females in this age group play games abitually.
- The interest in camping trips has risen in the last few years ⁽³⁾ and, the population of this age group is among those most likely to take hiking trips, epecially those longer than a day.

The context: The audience (2)

- Anna Rizzoli



Anna is a 23 year old girl. She has a bachelors degree in computer science and is currently working in an IT consulting company. She is an expert using most devices but the ones she uses the most are her computer and smartphone, since she is very active on social media. She is completing her master degree as a commuter so she enjoys spending the duration of the train journey playing games to relax. She especially likes brain teasers.

One day, looking on her instagram feed she sees a videogame trailer. It seems to be an interesting game, promising a relaxing yet interesting way to experience an hiking way. It might be fun to try to figure out how to proceed in the game and interpret the clues. So she downloads it.



[Listen to her story](#)

The context: The audience (3)

■ Giovanni Rossi



Giovanni is a 19 years old guy, He is studying agricultural technologies in high school. He likes spending time outside and with friends. He uses technological devices mostly for gaming purposes, in facts he enjoys spending his evenings playing videogames, especially rpg and adventure games. Other than that he is most comfortable using his phone for his day to day activities and necessities since he has no specific training in computer science nor the desire to learn more than he already does.

Since his last year of high school is about to end, Giovanni starts looking for a destination for his graduation trip with friends. He is most interested in an on the road type of trip. While looking online for other people recommendations he sees a blogger suggesting the game An amazing journey, recommended to get the feel of a hiking trip available in Emilia Romagna. Giovanni downloads it and plays the game, interested in seeing what would be like to take this trip. Meanwhile he suggest playing also to his friends.

The context: The audience (4)

- Andrea Ardenghi



Andrea is a 30 year old man, who has graduated from university with a master degree in philosophy. Since three years ago he has been working as a journalist and as a travel blogger, both as a freelancer and as part of a newspaper. He uses both his computer and his smartphone but he is definitely more comfortable using his smartphone, that he uses to boost his social media presence. His main hobbies are reading and photography. He plays videogames as a way to relieve stress. He likes game that require logic to be solved and don't rush him into forced paths.

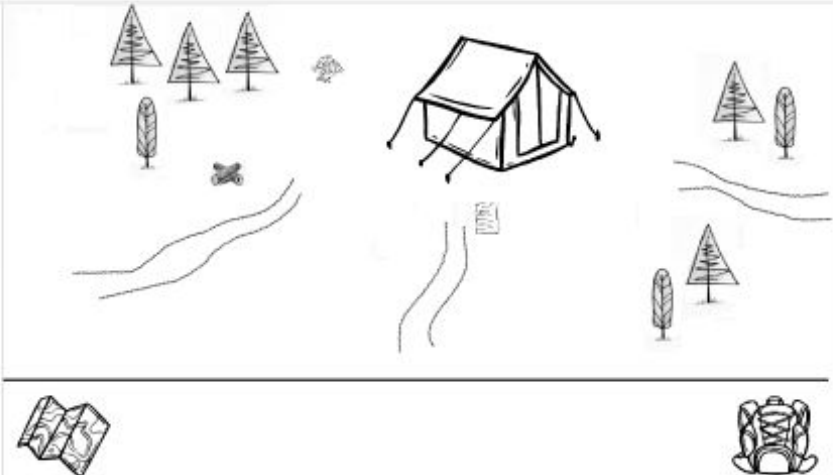
One day, while he is online searching for materials for his next article he sees the review of the game An amazing journey. What interests him the most is the promise of meeting characters capable of telling stories and explaining things about this journey and its roots. He decides to download the game.

The concept: the game

- An amazing journey is an rpg type of videogame where the player is a traveller, who chose to complete the via della lana e della seta among friends. Unfortunately, the friends played a mean prank on the player and stole all his/her stuff (including the complete map of the trip) and left him clues and to search the things he needs. During the game the player will have to try to reach the destination while search for the items he/she lost. Each level is one day of travel needed to complete the journey. Also, during the game the player will meet some characters willing to help him/her under some conditions and may learn some of the notions, stories and experiences that real people, in real life, that live and operate the services under the road, share with actual travellers.

The concept: a case study

- I created a storyboard of level one using the online tool Plot ⁽⁴⁾. I tried to present a basic layout of the most important passages of the story and the possible actions to clear the screen.
- [An amazing journey storyboard](#)



SCRIPT

1

After the introduction video the player goes outside the tent and finds he/she is alone and everything is missing beside his/her empty backpack. The first thing that can be seen outside the tent is a message left by the friends that explains what is going on and what the player has to do. Then the player can start looking for objects and clues. At first clicking on the trails will not get the player anywhere, Then the player needs to find the map under the rocks and then he/she can choose a path. There is a clue for the next item on the trees. Clicking the tent the player has to solve a mini game to close the tent and be able to carry it around.

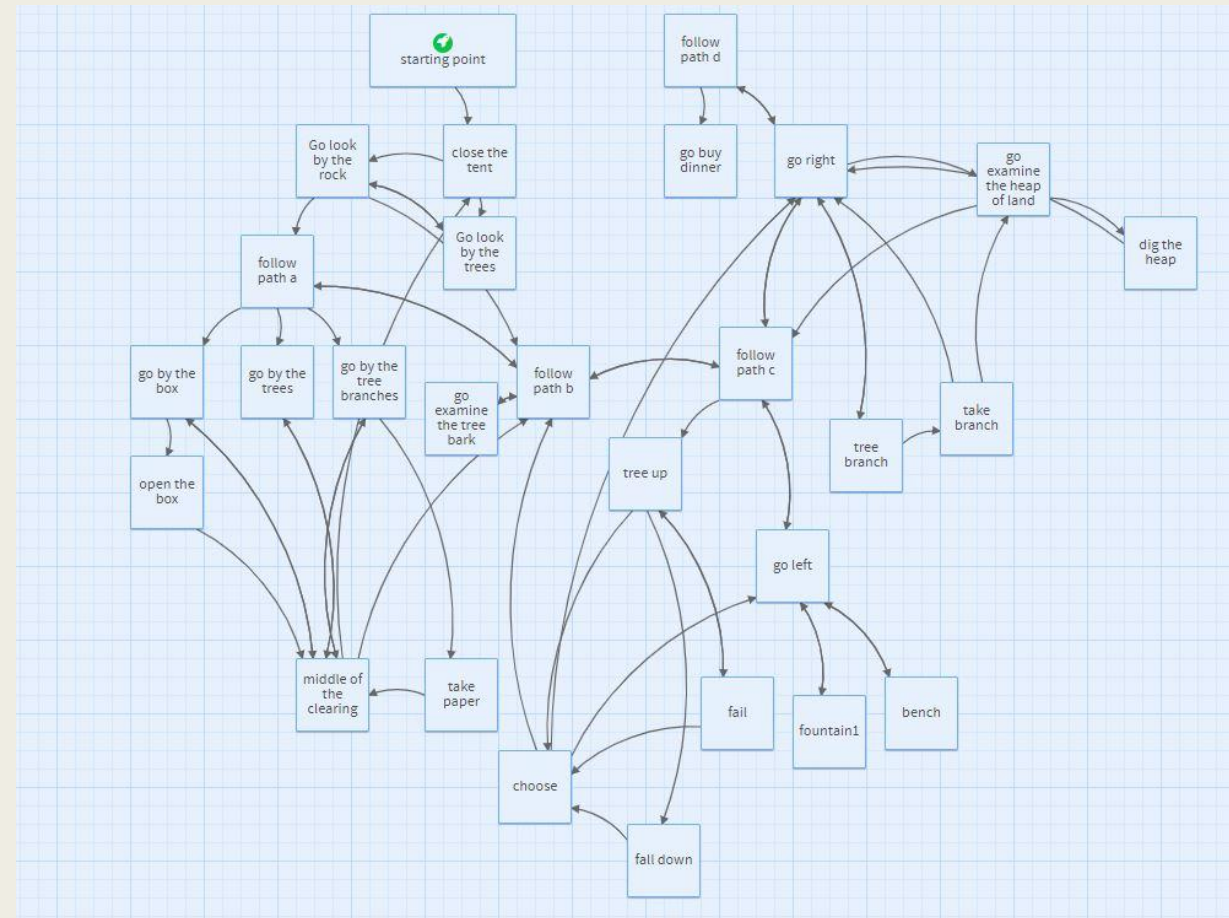
ACTION

To search for items and clues the player can:

- click on the note on the ground (to open friends's message);
- search under the rocks and finds part of the map;
- click on the trees on the top left corner to see a clue for screen 2;
- click on the tent to play minigame of folding the tent;
- go on one of the two allowed trails in screen 2 and 3.

The concept: interactive storyboard of game narrative

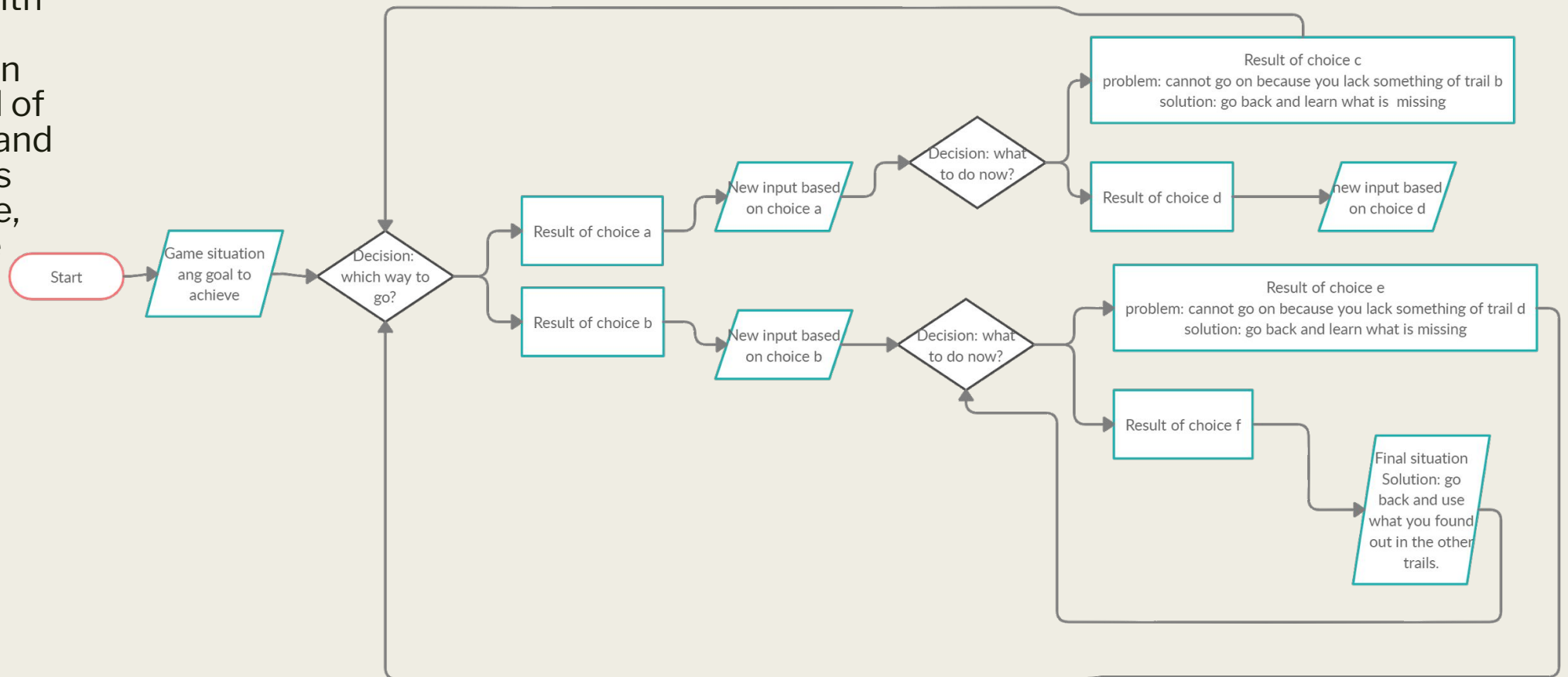
- I used Twine⁽⁵⁾ to create the interactive storyboard of the first level of the game.
- [An amazing journey](#) interactive storyboard



The concept: game play diagram (1)

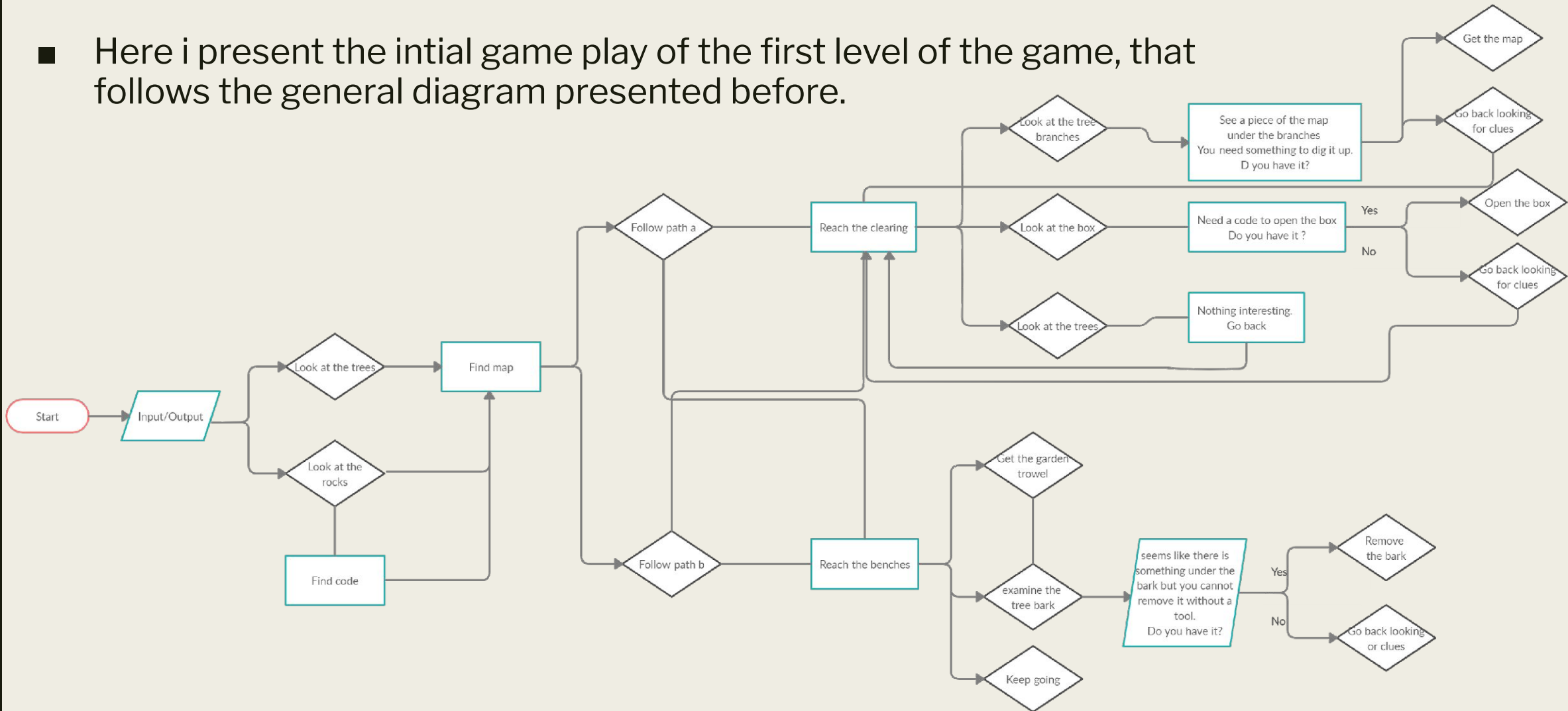
- This is the general game play presented through a diagram with a brief explanation of the goal of the game and the actions that can be, or can't be done.

The goal of the game is to find all lost items and reach the end of the trail with them.
The player moves around with the arrows and mouse and interacts with the environment with mouse click.
Clicks of interaction with special elements will give feedback (positive [you are successful, new item acquired, etc...]and negative [you don't possess the right item to do this, you are unable to do this]).
Acquired items can be stored in inventory(backpack) and used to find and obtain new items.



The concept: game play diagram (2)

- Here i present the intial game play of the first level of the game, that follows the general diagram presented before.



The concept: The logo of the game

The most important aspect of the logo is the ability to convey some aspects of the game directly in the design.

I have created two possible logos that give the feeling of different aspects of the game.



Goal and Scope

- The goal of this game is to show players how beautiful and interesting this journey is and make them want to take it in real life.
- The main problems to solve are :
 - *Length of the path: the journey is very long, so only parts of it can be covered by the game.*
 - *Landscape: the landscape has to be as close to the real one as possible*
 - *Dissemination of information: knowledge needs to be given (for ex. by characters) in an interesting way. This type of interaction has to be meaningful but not too long or taxing.*
 - *Interaction with objects: It needs to be clear to the user when an object is part of the landscape or it is a special object that the player can use or can be interacted.*

Requirements

- Technical requirements: devices and instruments
 - *device characteristics (to enjoy the experience), various applications (to create the game), other instruments ([DSLR camera](#) with [tripod](#) (for panoramas pictures), [recording device](#) (for nature sounds), recording studio (characters stories and dialogues).*
- User requirements: the target users of this game are young adults. The main needs for them are:
 - *Motivation (with feedback and rewards), Help (with hints), Navigation system (simple and clear to make the game easier to navigate).*
- Physical requirements: given the type of game and the home environment considered, there aren't any physical constraint to be considered in standard situations. However this analysis didn't consider all the specific needs of people with disabilities. Further technical analysis would be needed to create a complete gaming experience.

Resources

- (1) Piano APT 2020: <https://www.aptservizi.com/wp-content/uploads/2019/05/PIANO-APT-SERVIZI-2020.pdf>
Some of APT special projects: <https://www.travelemiliaromagna.it/info/>
 - (2) statistics on videogame use in young adults:
<https://www.primaonline.it/2015/12/16/221890/il-77-dei-giovani-adulti-maschi-gioca-ancora-con-i-videogiochi-e-il-15-crede-di-essere-un-gamer-esperto-infografica/>
and <https://www.open.online/2020/01/14/italiani-popolo-di-gamer-solo-uno-su-venti-non-ha-mai-toccato-un-videogioco-indagine/>
 - (3) Hiking statistics: <https://trailandsummit.com/is-hiking-becoming-more-popular/> and <https://www.repubblica.it/viaggi/2020/06/15/news/outdoor-la-meta-degli-italiani-vuole-la-vacanza-all-aria-aperta-259268542/>
 - (4) Plot: <https://theplot.io/>
Images were taken from: <https://www.flaticon.com/>, <https://www.freepik.com/> and <https://www.shutterstock.com/it/home>
 - (5) Twine: <https://twinery.org/>
 - Qgis: <https://www.qgis.org/it/site/>
 - PTGui: <https://www.ptgui.com/>
 - The images for the personas were taken from: <https://generated.photos/>
- The diagrams were made with Creately: <https://creately.com/>
- Logos were made with Logo Maker: <https://logomakr.com/>