Introduction

Script Kill is emerging as a new type of tabletop game that is gaining wide popularity among young people. Players solve the puzzles in the script mainly through role-playing, and there are both offline and online channels. In mainland China, this tabletop game format has become very mature, while in Hong Kong, the offline scripted kill store, a game format, is still in the early stages of development. With mainland students returning to Hong Kong for face-to-face instruction, it has revived the scripted kill market in Hong Kong and has placed a higher demand on Hong Kong scripted kill stores.

At present, there is no very comprehensive information channel, players are difficult to directly access information about scripted kill stores, often need to use Red, WeChat, instagrm and other social media platforms to find merchant information, the cycle is long, sometimes it takes a day to get in touch with merchants effectively. The merchant's publicity channels are also not targeted. When publishing relevant content in Red, it is impossible to find users in a targeted manner; it is difficult to discover new potential customers when promoting in WeChat's circle of friends. The merchant's information update is also not timely, due to the constraints of the venue factors, the script kill store time need to be booked in advance, currently only through WeChat, telephone and other ways to get in touch with the merchant, once there is new venue information, can not be the first time to notify players, the intermediate information transfer takes a lot of time.

Therefore, I would like to create a script killing information sharing website, where players can visually see the script killing stores located in Hong Kong, and learn about the content of the scripts included in the stores and venue reservation information, etc. Merchants can also update their store information on the website instantly and get in touch with players. This will help build a more efficient and harmonious environment for the script killing market in Hong Kong.

Questions:
1. On what platform do you usually get the store information of script killing?
2. What metrics do you focus on when learning about stores?
3. What platforms did you use to get information about scripted stores before? (Show the app interface)
4. Can you show me your process of finding scriptkill stores on this platform?
5. How did you get in touch with the script killer store?
6. How do you book a game of scriptkill?
7. What do you do if you find that there are not enough people for a scripted kill?
8. Do you think the information on the platform is comprehensive?
9. Do you think the platform can cover all your requirements?
10. Do you think the platform needs to be improved in any way?
11. Do you think anything else needs to be added?
12. Do you think the existing channels can help you book a scripted kill successfully?
13. If such a platform existed, would you be willing to use it?

28 男 武汉 玩剧本杀较频繁 工作
大众点评
性价比 评论 装修
大众点评 打电话
微信
微信群沟通
更换剧本 店家帮忙找人 自己再多喊几个朋友
80% 剧本的剧情内容 只能了解大概 评论经过筛选
不能
大众点评只能选去哪一家店 找人和游戏体验的信息只能线下沟通 每个剧本的具体信息和介绍 别人玩后的体验
有每个剧本的玩后体验的评论
借助多个平台不方便
微信群进行这样的活动 不够（只想玩游戏 不想加群）借鉴汽车之家 每个车型有个讨论群比较顺利
如果不经常玩剧本杀的话，不会愿意

22 女 武汉 玩剧本杀频繁 学生
大众点评上搜索店 朋友推荐熟悉的店 以前去过的店微信小程序
店铺的评价，评分 特定想玩的本 直接问店铺有没有
微信
微信上和老板联系 时间 剧本的信息
让老板帮忙拼 （比较靠谱）
挺全面的吧 但光依靠大众点评一个不够 联系店家不方便
大众上联系，不太能及时回复 ui界面一般 玩密室在大众上预约 剧本数量太多 无法一一列举 不方便 大众上把和店家联系联系的方式完善会更好 大众上也能看见他们对剧本的评价 大众上没有对剧本的评价
一会小红书 一会微信 一会大众 不太方便
微信群找人 发布信息 (经常玩的人可能会加)
可以顺利预约一场剧本杀
愿意，但比较希望是小程序的形式，不想下载软件

女 22岁 玩剧本杀频率较低，但有一定了解 学生
美团 大众 微信推荐
场景装修，地理位置远近，剧本类型（恐怖），价格
美团上的联系电话/微信
打电话确认时间，场地（当天直接去），提前建微信群，剧本杀社区群，方便组队
找朋友救场 跟不熟的人玩尴尬 没有和不熟的人拼过
美团上的信息满足基本需求 剧本的体验内容评价内容很少 喜好不同
想去了解每个剧本的具体的体验 美团大众跨平台类比比较麻烦 如果有一个整合信息会好
会看小红书上别人对于剧本的评价
添加一些剧本本身的内容介绍 真实评价 玩过剧本的人可以直接进行评价
店铺里暂时的信息不是100%真实（刷好评） 剧本杀社区可信度比较高

优秀的剧本杀会有巡回 存在市场
可以顺利预约一场剧本杀 但是要辗转很多不同的平台 而且要获得一些真实的评价很难
愿意，整合的信息肯定会更好

男 22 岁 在香港玩过剧本杀 在内地玩剧本杀较频繁
香港主要用微信群 剧本杀小程序
内地主要用大众点评美团来查询相关信息
关注信息：实景 是否需要换装 剧本主题 评价（不真实 不具备参考性） 人数 时间
主要是用微信和店家联系 微信群 （不会老玩的话 一般群里消息太多 不想看）
先找人 选本 app 或者微信联系
一般继续找人 找不到的话 店家帮忙拼 微信群找人 app 里找人拼
内地 还可以
香港的剧本杀店缺少这方面的 app app 没有预约或者拼局的机制 微信人工预约存在消息回
复慢 场次安排错误
不行 需要涵盖当地桌游剧本杀密室逃脱游戏预约的 app
每次有想玩的剧本 会在小红书上搜索相关评价（但质疑评价真实性）
每个单独剧本的体验和每个店铺的个性体验的评价都有存在的必要
内地的平台还好
香港内地都还可以
内地可以的 但需要在不同的平台看各种信息
香港（存在一次安排错误）
会下载

女 49 岁 从未玩过剧本杀 但想要去玩 工作
熟人推荐
是否有想玩的剧本 朋友对这家店铺的意见
从剧本杀的关键词只能了解到区别其他剧本的根本信息 但愿意听取玩过剧本杀的人的意见
没有过类似经验
微信 电话 和朋友约好
再约四个人 也接受和陌生人玩
没用过大众点评 因此问题
三个平台整合成一个更好
把事情做得更简单 但要规避掉其他平台有的问题 不方便的地方解决掉
比较愿意选择一家值得信赖的剧本杀店 不愿意频繁更换

Interview recordings link

link:https://pan.baidu.com/s/16Y5wGem4dbuAAUVS4FiutQ　password:9o4t
(Tips：If it shows that the video is being transcoded, you can close the page first and
open it again later to preview the video normally.)

Persona

Name： LIU Han Age：28 Sex：male Education：bachelor Working or student： working	Know some things about script killing Lifestyle: busy with work and doesn't have too much time on playing desktop games Frequency of playing script kill game: sometimes Internet habits: active on social media but seldom posted Platform: Dianping
Name： YANG Sihan Age：22 Sex：female Education：master Working or student: Student	Know a lot things about script kill Lifestyle: enjoyed parties and social activities with friends Frequency of playing script game: twice a week Internet habits: active on social media and frequent user Platform: Dianping
Name: LUO Ao Age: 22 Sex: male Education: master Working or student: Student	Know a lot things about script kill Lifestyle: enjoy parties with friends and social activities Frequency of playing script game: in mainland China, twice a week In Hong Kong, twice a month Internet habits: active on social media and frequent user Platform: Dianping,mini program, wechat group
Name: PAN Yiyi Age: 22 Sex:female Education: master Working or student: Student	Know a little things about script kill Lifestyle: sometimes took part in these social activities and preferred staying at home Frequency of playing script game: seldom Internet habits: active on social media and frequent user Platform: Meituan
Name： ZHOU Li Age: 49 Sex:female Education: bachelor Working or student: Working	Only heard of script kill Lifestyle: busy with work and enjoy staying at home Frequency of playing script game: never Internet habits: concerns about private friends circle and always cares about family Platform: none

Customer Journey Map

customer journey map

persona

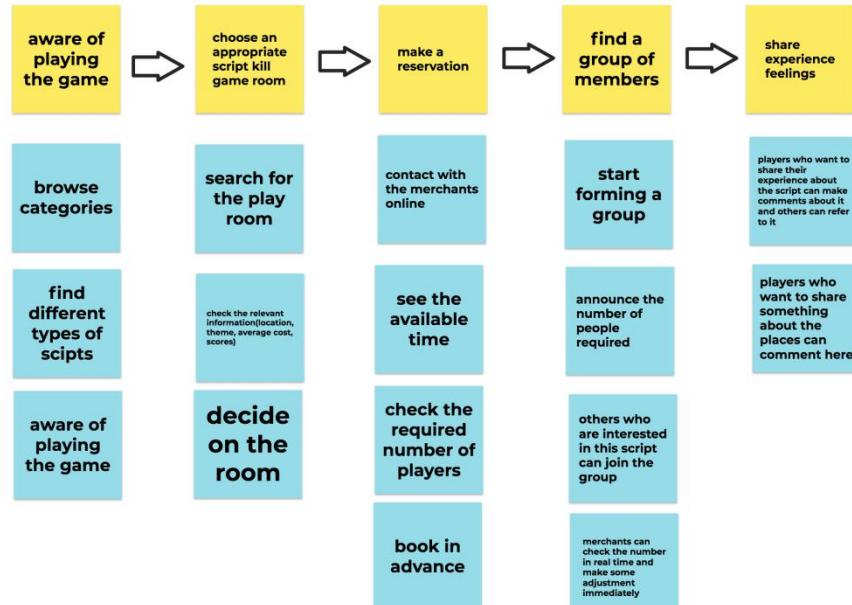|	socially active student	impatient with arrangement changes	active on social media	enjoy script killing games	love to embrace new things	
context	want to host a script kill game with friends	search for information	contact with merchants	make reservation	look for the required number of members	after the game, share the feelings
what task is persona trying to do	browse on the social media	compare the comments on individual script and play room	make a phone call or chat on Wechat	book the place on Wechat or mini programs	invite more friends or ask merchants for help	make comments on social media
artifact	player experience sharing page	play room introduction page	contact information page	reservation button and schedule	the page which can help form a group	comment expressing page
emotions	☺	☺	😑	😑	☹	☹

Reason:

The script kill activity is quite popular among younger generation, especially students, for they enjoy taking part in those social activities to make more friends and have fun. What's more, the plots in script kill games can really attract the young, such as suspense stories and emotional scripts. However, for a student who is willing to play the game, it will really cost a lot of time finding the places and uniting a group of people, so here comes the pain points. Everyone had problems on arranging a game and finding all the members, which bring them some troubles. However, a platform which provided this kind of information can improve the efficiency.

Problem statement

How might we help a socially active students to address the problem of finding and reserving the most appropriate script kill rooms to achieve the goal of having an efficient script kill activity?
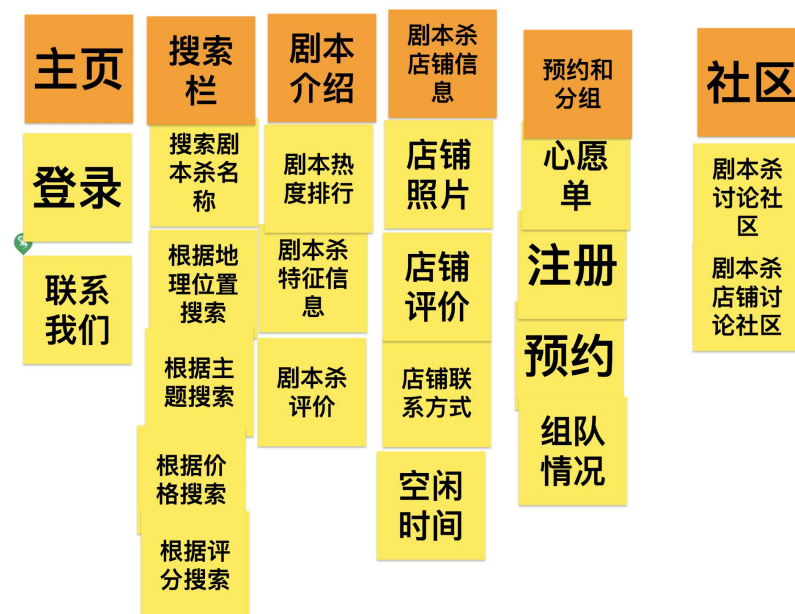
Story Map

aware of playing the game	choose an appropriate script kill game room	make a reservation	find a group of members	share experience feelings
browse categories	search for the play room	contact with the merchants online	start forming a group	players who want to share their experience about the script can make comments about it and others can refer to it
find different types of scipts	check the relevant information(location, theme, average cost, scores)	see the available time	announce the number of people required	players who want to share something about the places can comment here
aware of playing the game	decide on the room	check the required number of players	others who are interested in this script can join the group	
		book in advance	merchants can check the number in real time and make some adjustment immediately	

Card Sort(sorted by one participant)

主页	搜索栏	剧本介绍	剧本杀店铺信息	预约和分组	社区
登录	搜索剧本杀名称	剧本热度排行	店铺照片	心愿单	剧本杀讨论社区
联系我们	根据地理位置搜索	剧本杀特征信息	店铺评价	注册	剧本杀店铺讨论社区
	根据主题搜索	剧本杀评价	店铺联系方式	预约	
	根据价格搜索		空闲时间	组队情况	
	根据评分搜索				

Position Map