SCVNGR

What is it?

- SCVNGR is a game about doing challenges at the places you visit, right from your mobile phone.

- SCVNGR is part game, part game platform. People play casually by going places, doing challenges and earning points. Others build on SCVNGR by adding challenges to their favorite places.

Source: SCVNGR Style Guide
http://www.slideshare.net/SCVNGR_U/scvngr-style-guide-8645002

Challenges:

- core unit of SCVNGR

- a quick, fun thing to do at a place, e.g. ask a player to take a photo, solve a location-based riddle, scan a QR code, complete some activity, simply check-in or anything else

- Challenges are highly flexible and can include text, images, audio and even video!

- A good challenge should be fun, quick (possible to complete in <6 seconds) and clear.

- A challenge must be tied to a physical place. (Generally that place has an address or is easily found)

Source: http://support.scvngr.com/entries/20299541-scvngr-style-guide

TREKS

- Collections of challenges, challenges have to be good!
- A challenge is tied to a location -> only one challenge per location
- Average treks: 5 to 15 places
- Most treks are done over time -> make sure challenges do not depend on one another
- Treks should link places and challenges -> becoming a set, having a common theme
- Variety of challenges -> don't do the same challenge at each place
- Geographical proximity of places
- If your trek is time sensitive (during a fair, festival, conference, ...) be sure to deactivate it once the event is over!
- Paths: if your trek follows a famous path or should be done in a specific order, give the challenges an appropriate order and point out this fact of specific order

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Good challenge qualities

- FUN - Challenges should be fun!
- QUICK - Good challenges can be done in less than 6 seconds
- CLEAR AND SPECIFIC - Make sure your challenge is unambiguous
- ACTIVITY ORIENTATED - Get your players to do something actively at the place
- SELF REFLECTIVE / GROUP ORIENTATED - Getting players to do things with their group(s) is a plus
- HUMOUR - Making your challenges humorous will increase fun
- CREATIVE - Players will reward you for creative challenges

- FUN ONCE, FUN ALWAYS - Make repeating your challenge fun a second timeBut: If it is a high level discovery it is good if you can do it only once.
- FREE - Challenges should easily be accessible and for free
- REASONABLY ACCESSIBLE - Should be accessible within reasonable hours. So for stores, most of the time while they are open.
- SIMPLE - Great challenges are easy and clear. Only one step.
- PRESENT TENSE - Challenges should ask people to do things now
- INCLUDE EXAMPLES - A good example can really help get peolpe thinking

Bad challenge qualities

- ILLEGAL - Never ask a player to do anything illegal!
- BUSY WORK - Don't make players do busy work – it's a game!
- VAGUE / UNCLEAR / IMPOSSIBLE - Unclear challenges lead to frustration
- TRIVIA - Trivia or challenges that can be done at any place are a minus
- INVOLVING STRANGERS - Asking players to approach strangers is generally not good
- SKETCHY / AWKWARD / UNCOMFORTABLE - Keep in mind that there is humour but also mocking
- REPETITIVE - Don't use the same or similar challenge over and over again

- FUN ONLY ONCE - If it can be done only once, it will be done only once
- COMERCIAL / PERSONAL INFO - Don't ask to spend money or give personal info
- EXCESSIVELY TIME RESTRICTIVE - Only available during random / unlisted time periods
- COMPLICATED - Don't build challenges that have multiple stages.
- PAST TENSE - Don't ask players to recollect something previous
- BLAND WRITING - It's meant to be fun! Use your creativity in writing!

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