

PROJECT

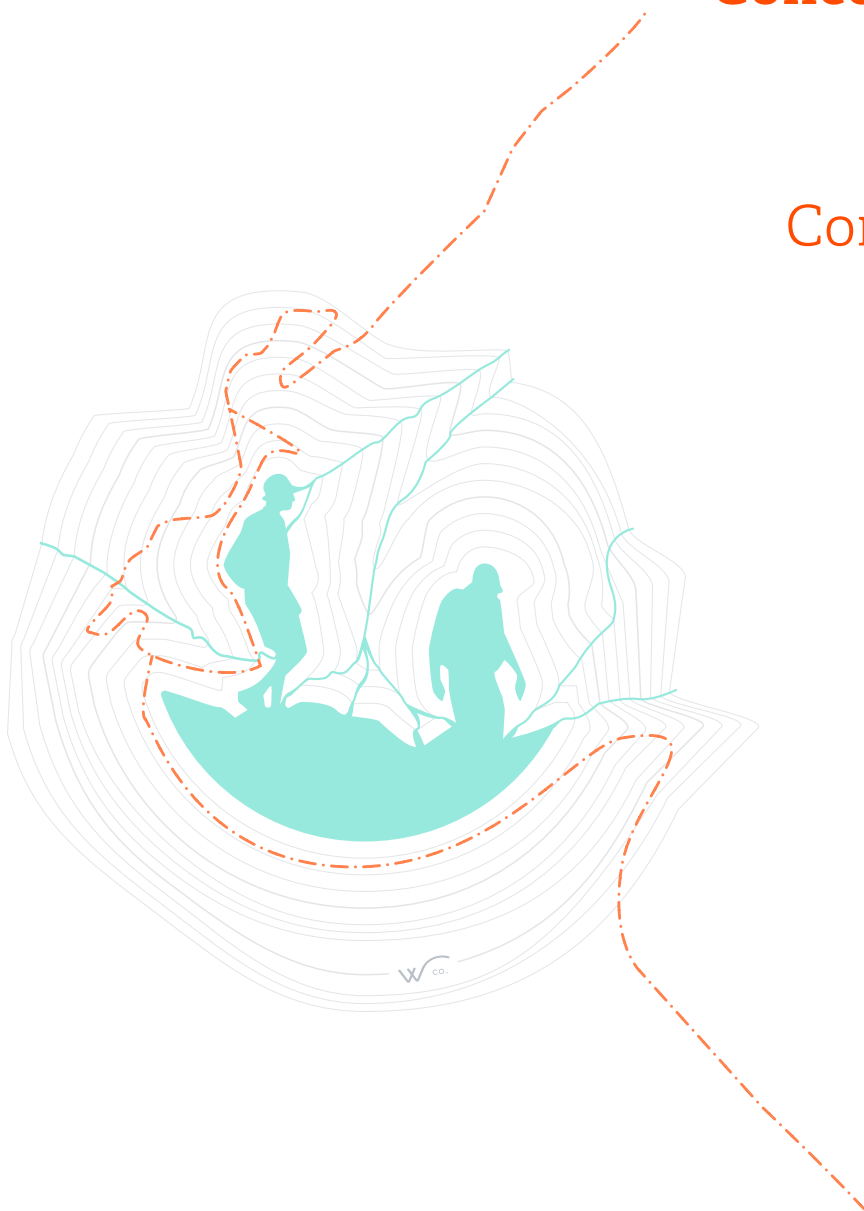
Wild Flower Child

Conceptual Development

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OUR VISION OF WILDFLOWER CHILD

This is the start of a storytelling platform that stages nature's interdependencies in an entertaining and informative manner to become an artifact that enhances connection to place.

OBJECTIVES

Create a digital experience echoing the users experience with collectible and educational content in context to create the next generation of conservationists.

What we create we can test on trail this summer.

Canada Media Fund

CONCEPT DESCRIPTION

The Wayfinder Company's next project is called Wild Flower Child, it is a mobile game that imparts Canadian Rockies interdependencies through the lens of a bee and the wildflowers while creating a living map of your adventure. Revealing details of the mountain environment for trail adventurers, the game will be available: after they've explored a trail, while they are exploring it, or when they start planning their trip. Employing GPS, Augmented Reality (AR), Mixed Reality (MR) and gamification components the game will sequence contextual content for users on trail. Wildflower knowledge and Indigenous stories will be passed on, geological and seasonal interactive tools will engage learning while navigational skills and curated mountain culture content will enrich the depth of users' knowledge with a connection to each place that carries on into digital trails and meadows.

The app will feature a suite of games and accompanying tools that enable users to record, document, and learn more about the role of these trail networks in an evolving Canadian identity while safely engaging with the natural world, growing trail skills and knowledge. Launched as an extension to the Canadian Rockies Field Guides collectable series of analog maps produced by The Wayfinder Company, the blending of tactile and digital mediums creates an instant bridge seamlessly stepping users into the game and transforming each map into a game board artifact that supplements their outing. The series of waterproof maps, created on sustainable modern papers fold to the size of mobile phones so they can be easily carried on trails, enabling users to have a foundational tool to lead them

through the practicalities of the trails free of any digital influences should they choose or if connection is lost. Each layer of the game builds deeper connections to the wild sense of place and the pairing gives users an instant way to tell their trail and learn more about map reading skills and navigation.

G A M E

Wild Flower Child is hosted by guide B, a bumble bee who collects coats of every bee type found throughout wildflower zones, the more coats acquired the further B can travel. The game's initial challenge is to digitally collect wildflowers. Engaging observation skills: users take photos, write notes and collect field reports for their library and meadows. Marked on trail the detailed reports help unlock intimate storytelling moments where B Introduces the animated wildflowers, each character comes to life to share instincts, personality and observations witnessed over 130 million years of meadow life. The wildflowers hold rewarding stories that highlight significant locations, moments, people or events, they present tasks and tools to expose environmental changes through exploration of the details. These connection points draw a bigger vision of the complete ecosystem and illustrate the connections we all have to these wild spaces. While the narratives build, additional rewards and challenges await users post hike in their own meadows where they can be among wildflowers and assess all they collected.

I N D I G E N O U S S T O R I E S

The game will include a background of history that provides insight into Indigenous peoples way of life in these lands before contact, allowing them a venue to tell their rich stories and introduce the original wayfinders that found these areas and trails before us.

Making it easy to understand how the origins of these highways of culture were used and how such roots still support our evolving Canadian culture. Significant locations are unveiled to the user on trail to create a museum of nature and convey the contributions Indigenous peoples made to the colonial settlement of their lands and tie another thread together in messages of interdependence.

ENVIRONMENTAL CHANGES

Easily influenced by environmental changes, B and all the wildflowers have an adaptability that comes from day to day exposure to the elements, a seasoned understanding of weather patterns and first hand knowledge of forces that shape the land. Augmented and Mixed Reality will aid B and allow users the ability to move models, interact with forecasts through time to fully comprehend the changes that are affecting the wilderness before them. Swiping lakes, glaciers and skies to see these environment in all seasons, sliders can build the snow pack, bring down a crushing avalanche and build up glaciers models to contrast future views, the curated addition of archival resources to visually highlight environmental changes in the landscape before them will come to life on trail, and in location. Documented films, photos and notes provide valuable reference to the drastic effects of time and various environmental practices , to provide strong visual impactful stories the user can reflect on how our actions have consequences on the nature they are exploring, while at the same time being collectable assets.

CONSERVATION MESSAGES

Integrated conservation messages specific to the area or trail will be offered along the way, conveying our responsibility to the wild spaces and parks. Through engagement and appreciation of their

experiences in the Canadian Rockies the users recorded photos, captured data and earned content will be used to build a custom story for each participant. With an aim to develop a stronger base of conservationists for the future of habitat and land protection, post hike a gaming habitat will open for the users. Putting conservation discoveries into practice every Wild Flower Child can now grow and care for their own meadows while applying all that was learned to maintain a healthy ecosystem. Complete with levels and zones the digital meadows are a place to store rewards, share your discoveries and revisit all of your field records. A post-trip feature users scan their analog map and instantly recall and revisit their steps along the way, retrieving their earned stories, videos, collected photos and games to share and tell their trail.

Supporting the conservation messages a Pack It In, Pack It Out initiative will encourage user participation, promoting trail clean up with monthly photo contests and sharing of trail maintenance issues. These influences will be duplicated into digital game elements to remind users, while future phases could elaborate on the pre-trip process and allow participants to earn equipment lists and further packing insights with templates that are ready to use, edit and customize. Reviewing supplies for day-hike, overnight and multi-day trips: clothing, food and gear lists in line with the adventure based on party size and combined with packing and pack weight tools would centralize the packing process. This correlation will introduce concepts of base weight, pack weight and total weights and parallel information about trail distances, elevations and reasonable expectations for daily gains on trail. Preparations can conveniently be shared with all members of the party as checklists and community spaces to get everyone equally set up.

INTERACTIVE FEATURES

Throughout the design of the game, illustrative and visual interface solutions will make it intuitive for users to interact with it, blended diversity of audio, video, sliders and stills will link interdependencies and prompt the user to glance away from their devices to be drawn into and inspired by the complexities that surround them. Defined app preferences will enable users to interact with as much planned, real-time, recorded, collected or earned content as they want thus making the entire experience highly customizable to the users' preferences while making users aware of trail etiquette.

USE OF FUNDS

Our proposal explores design ideas, concept assumptions and new functionalities to create an interactive experience enjoyable for the users with ties to the Canadian cultural sector.

We aim to deliver:

- UX and interface development to connect the diverse media formats and integrate it for users in a sensitive and intuitive manner
- Character Development will focus on B, our Bumble Bee that is to be voice acted as a proof of concept along with a wildflower for script, movement and voice development
- Indigenous Stories with Stoney Nakoda Representatives based on the proper protocols

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