

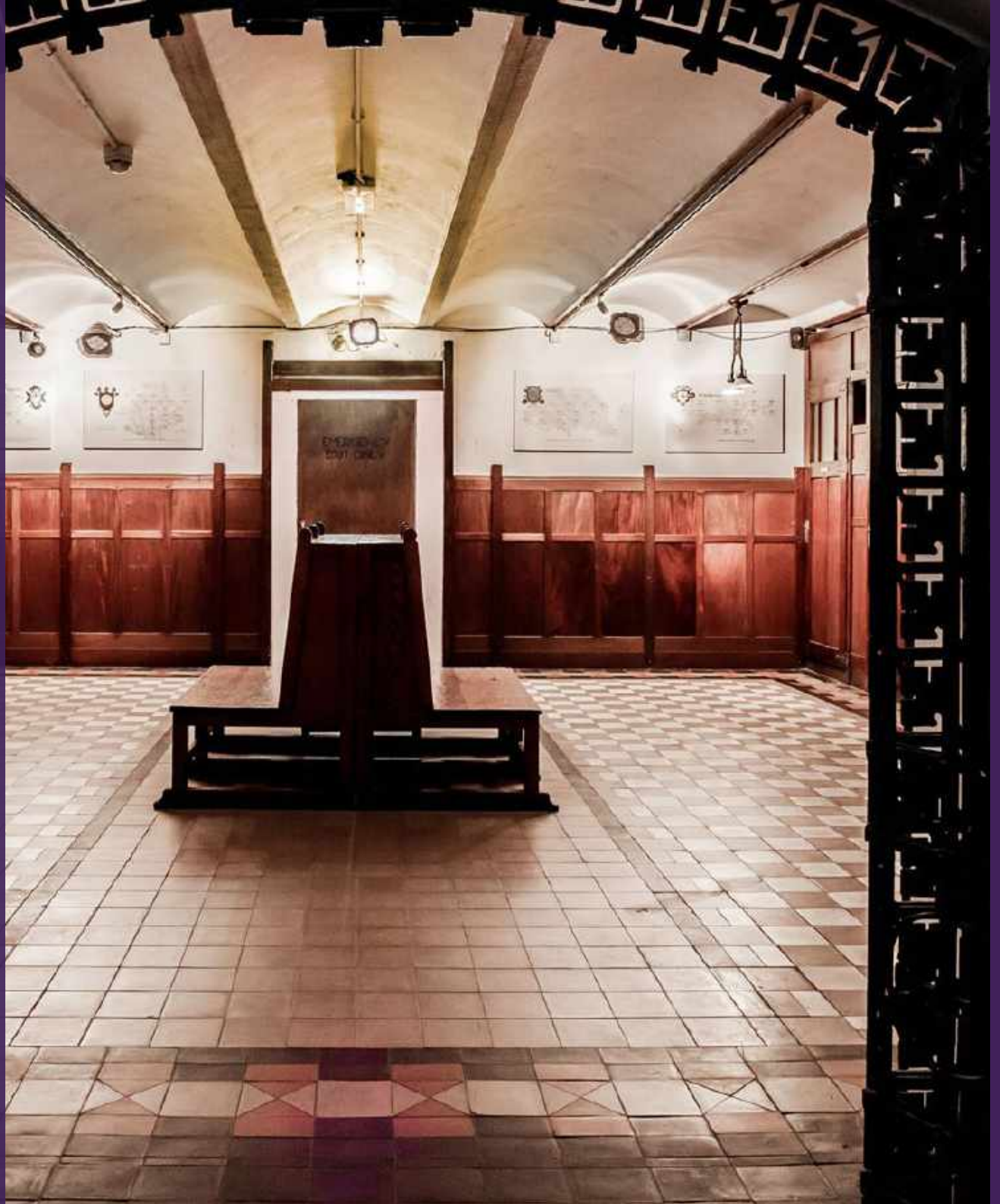
JMP CHALLENGE:

# CREATE AN IMMERSIVE PUZZLE BOX ADVENTURE



Sherlocked is one of the leading premium brands in the escape room industry

We're inviting one JMP team to create a new kind of mystery adventure with us




In the past decade boardgame sales have skyrocketed

In the past 4 years a new category of physical tabletop games has emerged...

## The Narrative Puzzle Adventure



A group of four people are gathered around a table in a workshop, focused on a complex mechanical puzzle. The puzzle consists of various gears, levers, and a large wooden frame. One person is holding a long, thin, flexible strip, possibly a key or a component. The scene is dimly lit, with a warm, reddish-brown glow. The text is overlaid in the center of the image.

*Your challenge:*  
Develop a beautiful and original  
at-home narrative puzzle adventure  
in the story realm of Sherlocked's  
live adventure: *The Alchemist*

## The Assignment:

Develop a beautiful and original at-home narrative puzzle adventure in the story realm of Sherlocked's live adventure: The Alchemist.

It should be aimed at groups of 2-5 players and producible at scale for under €45.

### Goals:

- **Design a compelling puzzle adventure**
- **Iterate and develop it for scale production**
- **Prepare & launch a Kickstarter campaign for the product**

## Kickstarter?!

One of the reasons we want to hit the ground running with you in September, is because it makes it possible to actually have a tested game in November. That in turn, makes it possible to develop and launch a well-researched Kickstarter campaign together with our marketeer before the end of the year. This may sound ambitious, or even daunting, but this won't be our first rodeo (we've had 4 different successful crowdfunding campaigns) and we want to offer as much support as you need. The reason why we find the Kickstarter goal important is that, A) it will show the market interest (or disinterest) for what you have created directly, and B) it will give you valuable experience

as designers in marketing your own creations.

In the different crowdfunding campaigns we've done, one book has been particularly helpful: Het Grote Crowdfunding Boek, written by our mentors Simon Douw and Gijsbert Koren. We'll provide a copy of this book to the SPD student(s) on the team, as the crowdfunding campaign is likely to be most up their alley.



**Victor van Doorn**

Creative Director & Quality control



**Francine Boon**

Project Lead & Creative Manager



**Marijn van Bekkum**

Visual & Industrial Design



**Arion de Munck**

Craftwork & Intricacy



**Sam Koppenol**

Storytelling & Gameplay



**Minki Gyles**

Marketing & Product Launch

## You'll be learning from some of the pioneers in the field



**Ruud Kool**, creator of Puzzelpost, the first narrative puzzle adventure of its kind.



**Rita Orlov**, the creator of the most successful puzzle game kickstarter campaign in history: Tale of Ord.



**Ariel Rubin & Juliana Patel**, creators of the 2nd-most successful puzzle game kickstarter campaign in history: Escape room in a box.

...and the experience design team at **Sherlocked**, who together were responsible for some of the most awarded adventures in our young industry.



We will provide you with the following list of games to play and analyze:

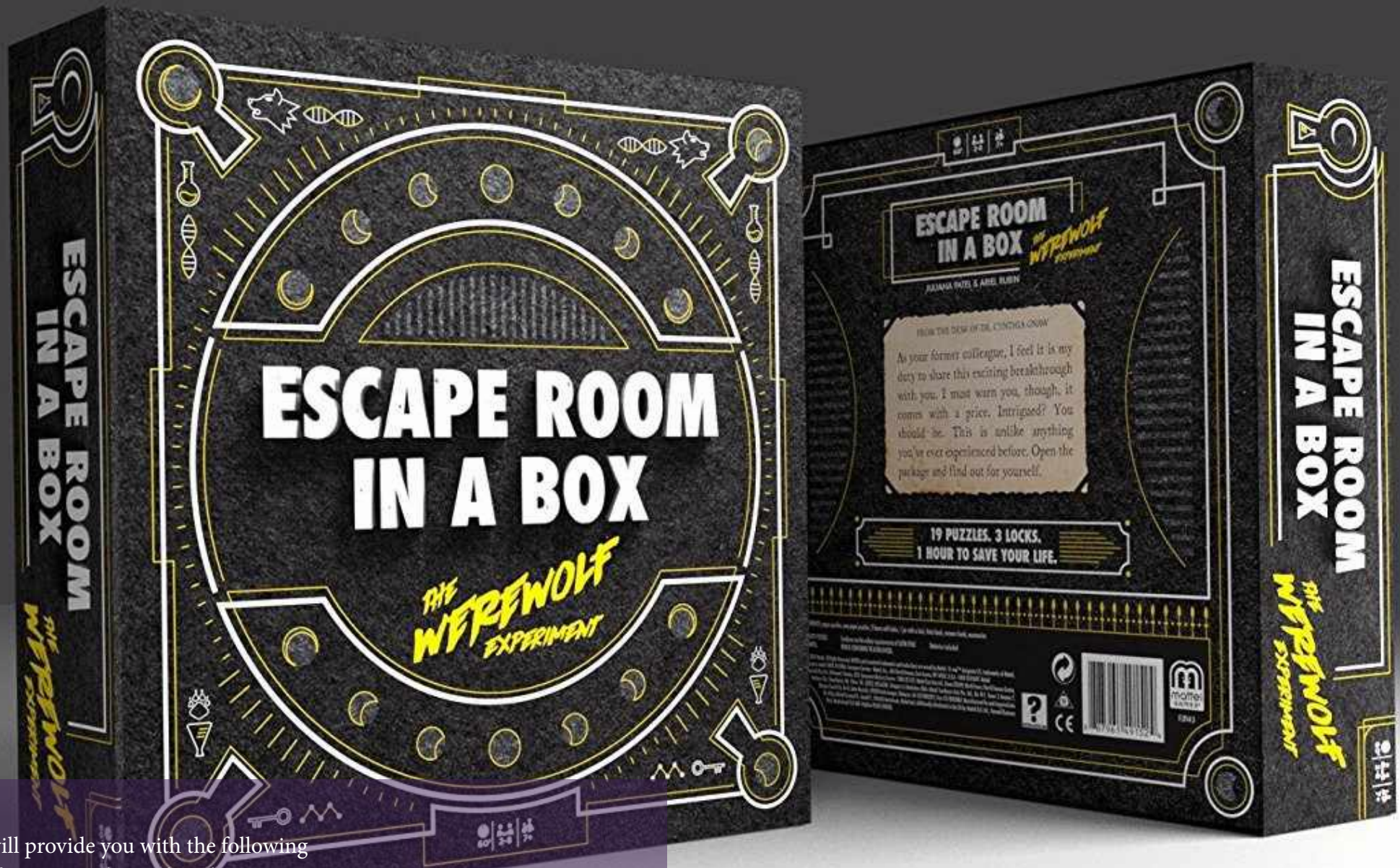
## 1. Puzzelpost – The Boekaniers Trilogy



We will provide you with the following list of games to play and analyze:

## 2. Rita Orlov's The Tale of Ord





We will provide you with the following list of games to play and analyze:

### 3. The Werewolf Experiment



We will provide you with the following list of games to play and analyze:

#### 4. Conspiracy 19 & Witchery Spell



We will provide you with the following list of games to play and analyze:

## 5. Crimibox

# Planning

*Part of JMP is making your own planning; we'd like to help you with the first few weeks. That way we can give guidance to you about the industry, and get the project up and running efficiently.*

## **Week 1: Research**

Get to know the state of the industry. You play a LOT of games and analyze what makes them work (and what doesn't).

When you're not playing, you're talking to other makers and watching talks on game design. You're trained at designing and developing products and that will come in incredibly handily later. What your study hasn't per se focused on yet, is how to design for play. How to get people into a flowstate. How different difficulty curves work. How to design puzzles. How to tell stories and really draw people in. These are the areas we at Sherlocked focus on.

We end this week with a presentation where you tell us about the games you played, what you liked and what you learnt from them.

## **Week 2: Story & Elder sessions**

In designing experiences, we always start with the story. So let's kick-off this week with an introduction into the Sherlocked's story universe. And let's combine that with you playing both our escape room adventures in Amsterdam: *The Architect* and *The Vault*. While you're there, might as well visit the site where we're building our new flagship experience: *The Alchemist*.

The story universe of *The Alchemist* also is the focus of this JMP. We invite you to design your game within the realm of that story. You can create your own story, as long as it fits thematically and logically in the story realm that we've set out.

### *Reading up on communities*

Being a young creative industry, there's a fantastic community of home mystery makers and enthusiasts on Facebook. Most notably, the Mystery Puzzle People Facebook group is very active and supportive of each other. It's a great place to get to know the industry and creative people on the scene. During the project, this is a great place to find testers, get advice and feedback from an experienced community. Engaging in this group also helps building a crowd for the later Kickstarter.

### *Elder sessions*

This week you'll also meet, either in person or via videocall, a number of the more accomplished at-home game designers: Ruud Kool of Puzzelpost, Ariel Rubin & Juliana Patel of The Werewolf Experiment and Gijs Geers of Witchery Spell. Having played their games by now, it's your turn to ask them the most useful questions to help you on your way.

At the end of this week, we'll choose a story direction together out of a number of directions proposed by you.

## **Weeks 3-5: Puzzles and prototypes**

"Prototype, test, repeat. Testing is extremely important to game design, so we urge you to do it early and a lot. For testing of large elements, we can help your team find participants. For example, through the email list of 15.000 players we have, many of whom are local and eager to test our new games.

## **Week 6: Full Game Prototype Test**

### **Week 7 / Late October:**

Marketing team starts preparing Kickstarter campaign

### **Week 12 / December:**

Kickstarter campaign launch

# The Alchemist

The Alchemist will be Sherlocked's new contender for the #1 escape room in the world.

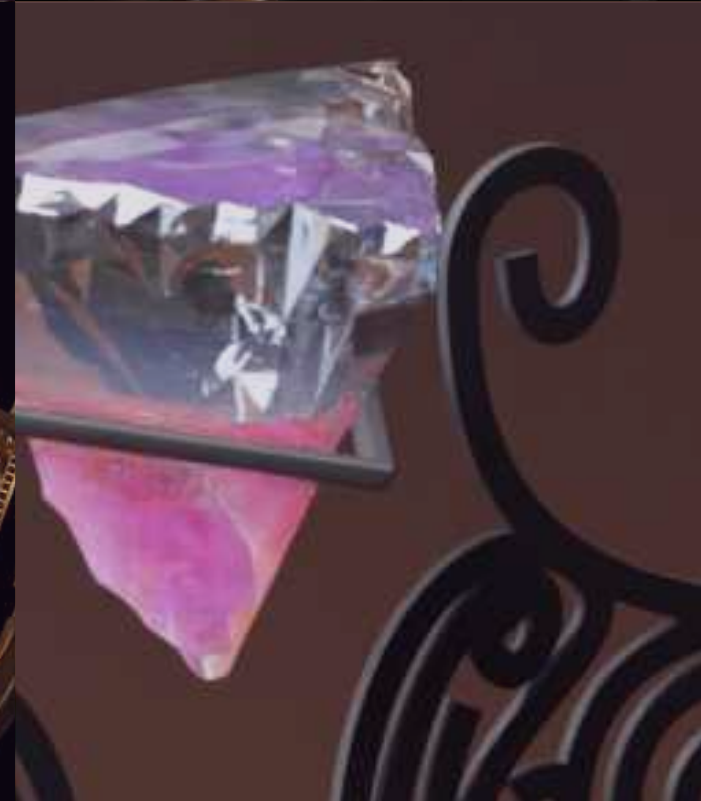
A mixture of old magic and high tech, we're building the laboratory of a 400 year old alchemist. She's suddenly vanished and it's up to you to finish her life's work.

On the right: some teaser images...

## Questions?

Call Victor at +31645390277

Or send us a message at  
[jmp@sherlocked.nl](mailto:jmp@sherlocked.nl)





**SHERLOCKED**

MYSTERY EXPERIENCES