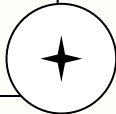
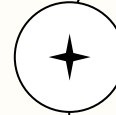




# A WALK THROUGH ROXBURY

Natasha Daas, Ava Hutchinson, Xin Li, Bianca Windemuth  
*With community liaisons Paula Diggs, Thato Mwosa,  
Nerissa Williams Scott, and Lisa and Alison Simmons*





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# HYPOTHESIS AND VISION



## VALUE HYPOTHESIS

If 100 white young adults in Boston begin the Hoverlay AR scavenger hunt at the Roxbury International Film Festival and are encouraged to engage with local filmmakers and explore the Roxbury area, then at least 10 people will further communicate with participating filmmakers and be interested in attending the festival for its entire duration for years to come.



## VISION

Our vision is to celebrate the history and progress made by people of color in the film industry and connect Roxbury International Film Festival audience members directly to local filmmakers by encouraging them to play an AR-based scavenger hunt game in Hoverlay.





# SYNOPSIS

You, as the protagonist, are attending the 25th Roxbury International Film Festival. You encounter our project, an immersive scavenger hunt experience on the opening night. When you decide to participate in the program, you will be guided through a series of quests to interact with recorded assets of filmmakers. You will also get a chance to ask the filmmakers questions by submitting them to the survey within the program. Upon completing each quest, you will obtain a digital badge (collectible) and the location hint for the next quest. You will be directed through a journey across all Roxbury International Film Festival locations. At the last event, if you succeed in collecting all badges, you will receive an extra reward.



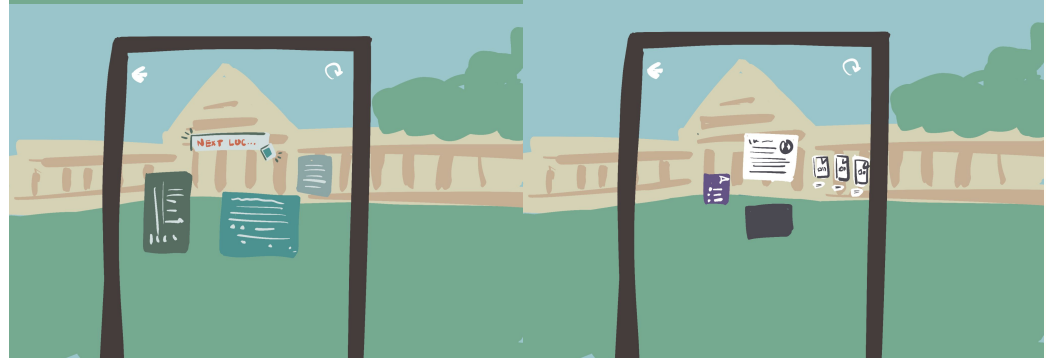
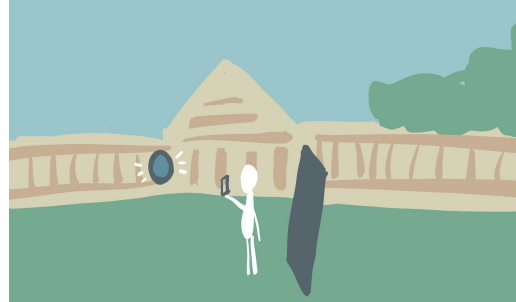
**“A WALK THROUGH ROXBURY”** is an AR-based scavenger hunt that focuses on the Roxbury Area and the work of Boston-based creators of color.



1. Attraction

2. Entry

3. Immersion



3. Immersion

4. Conversion

5. Extension



# AUDIENCE

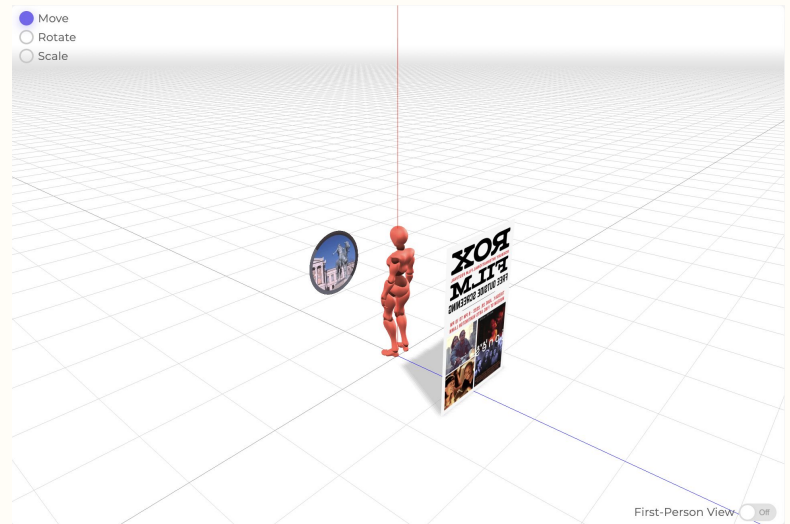
A tailored experience to young, especially white, adults and aspiring filmmakers with an educational game based approach and a question oriented experience, featuring active filmmakers and Roxbury community members.

**GOAL:** to bring more people to the Roxbury Film Festival

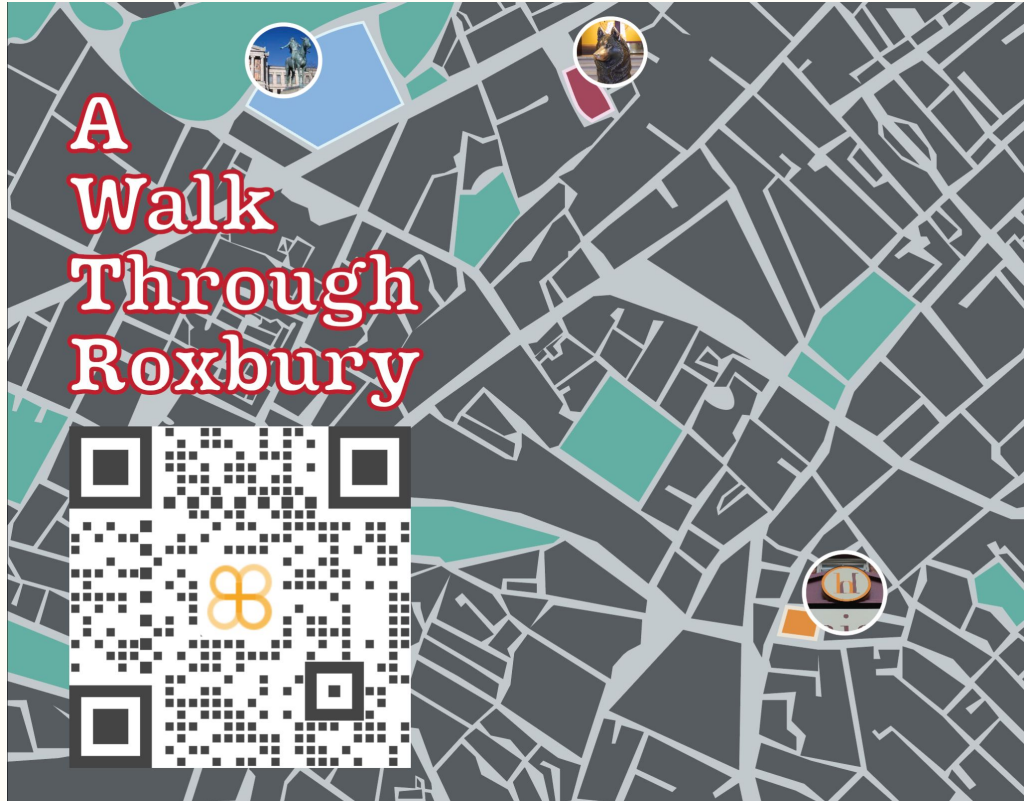
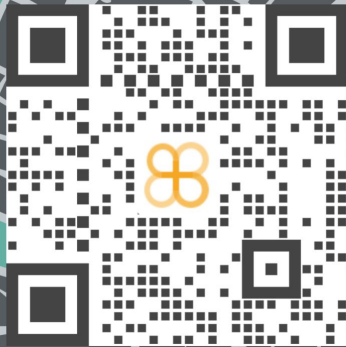


# PLATFORM & AFFORDANCES

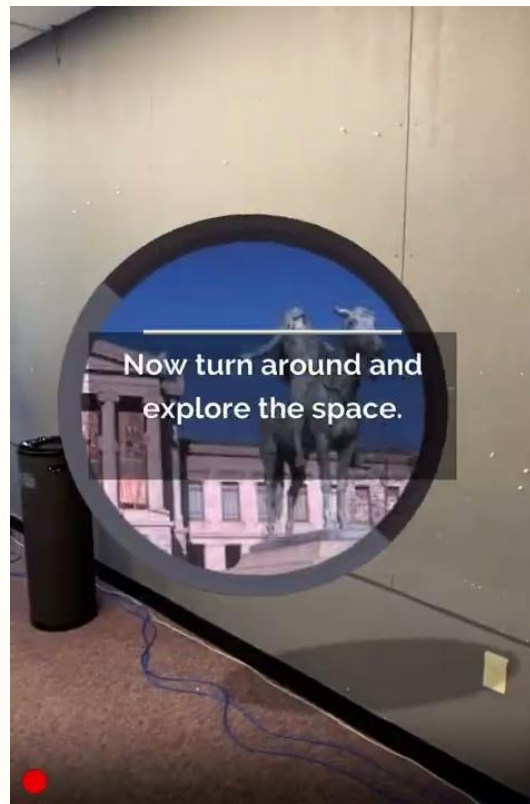
- Hoverlay will be the app used to create this scavenger hunt in.
- Local Roxbury filmmakers provide their insights on the Roxbury film industry and community
- Hoverlay can only contain up to 20 MB of files, needs to be accessible to anyone with a touchscreen phone



# A Walk Through Roxbury









You've found your  
second location!  
Congratulations!

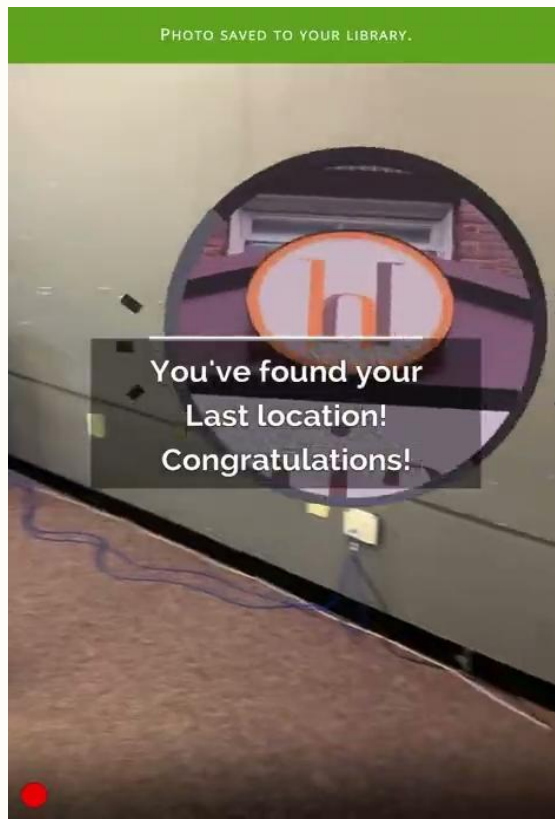
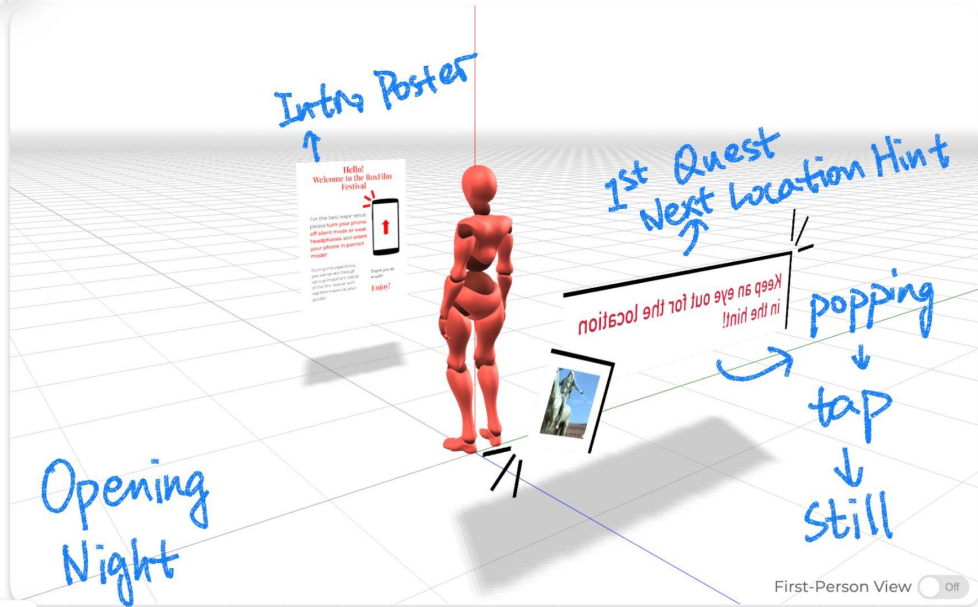
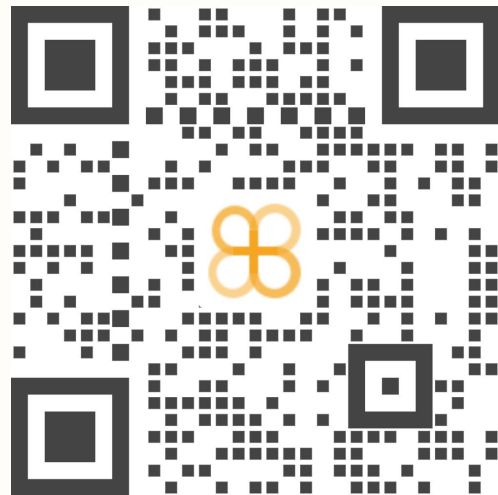


PHOTO SAVED TO YOUR LIBRARY.

You've found your  
Last location!  
Congratulations!



210%





Outside Lawn  
of MFA 1st Quest

popping found  
→ location  
budget

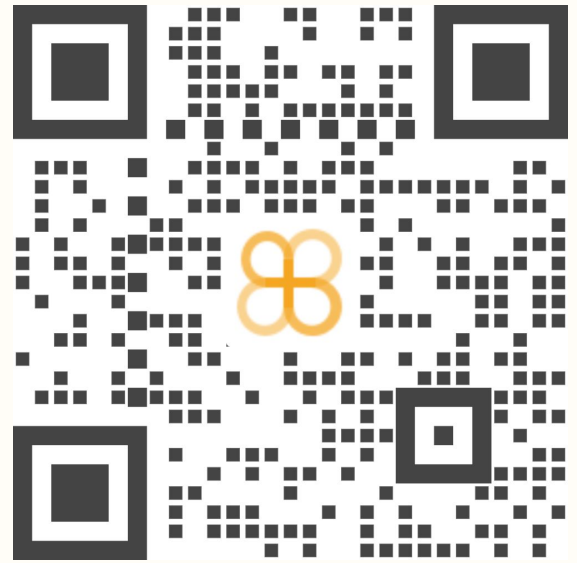


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asset  
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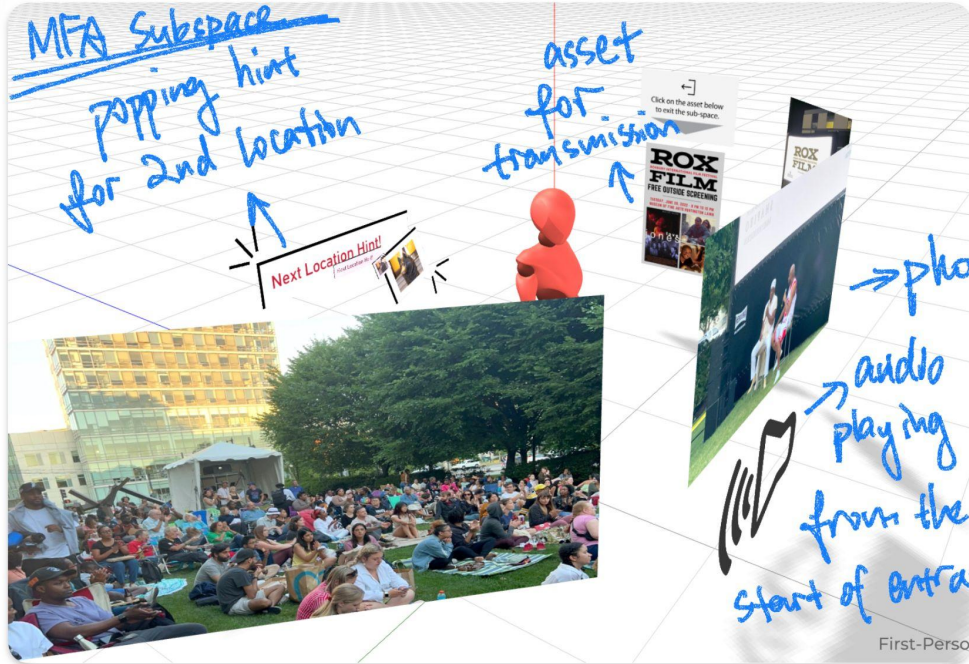
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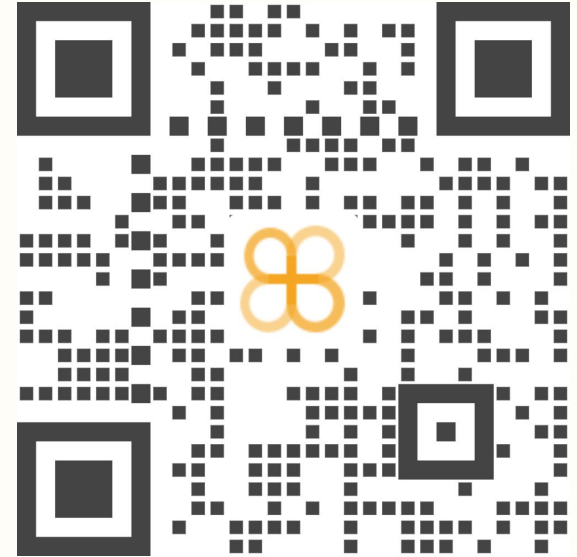
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chronic



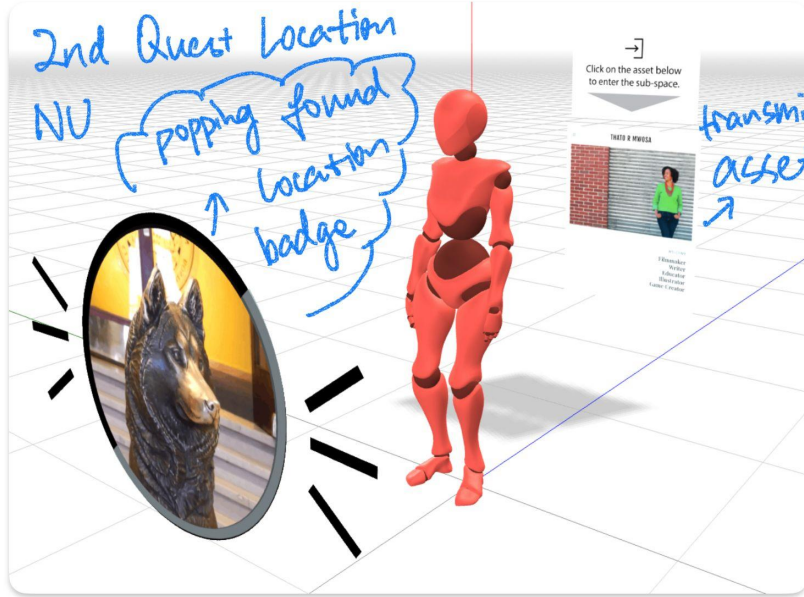
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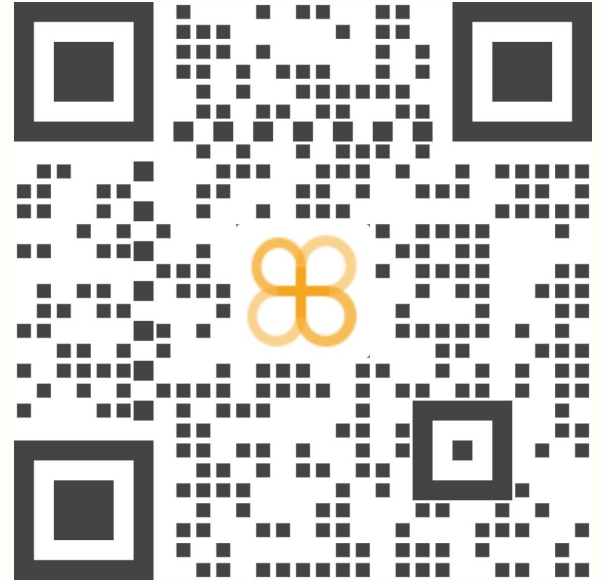
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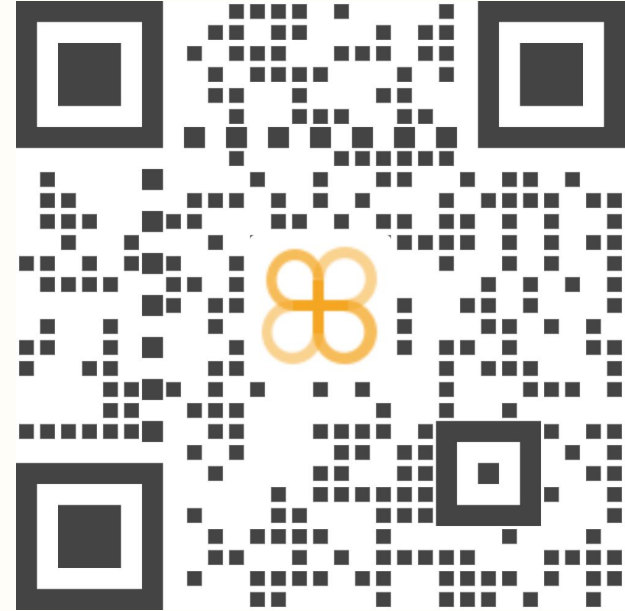
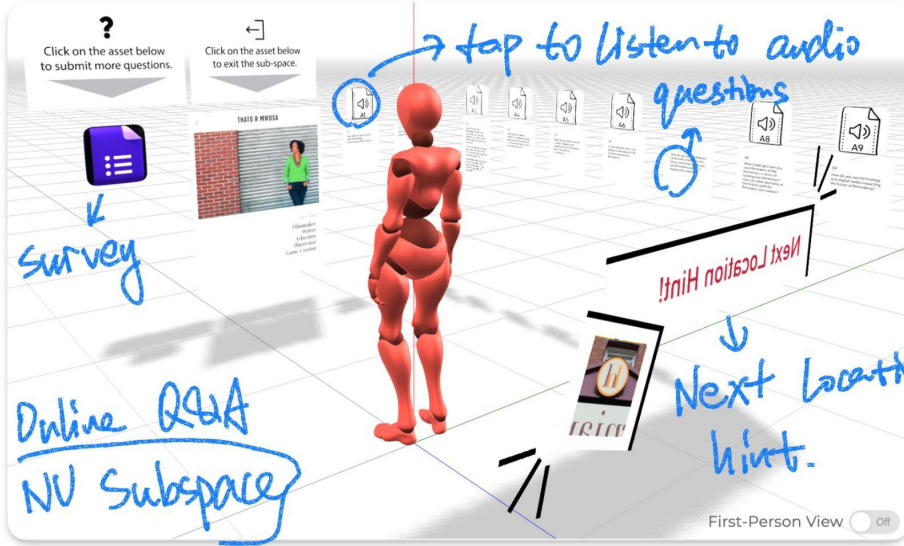
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177%









Last Quest Location  
HH

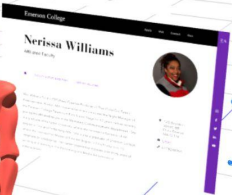
Click on the asset below  
to join our mailing list



link to  
Box film  
contact  
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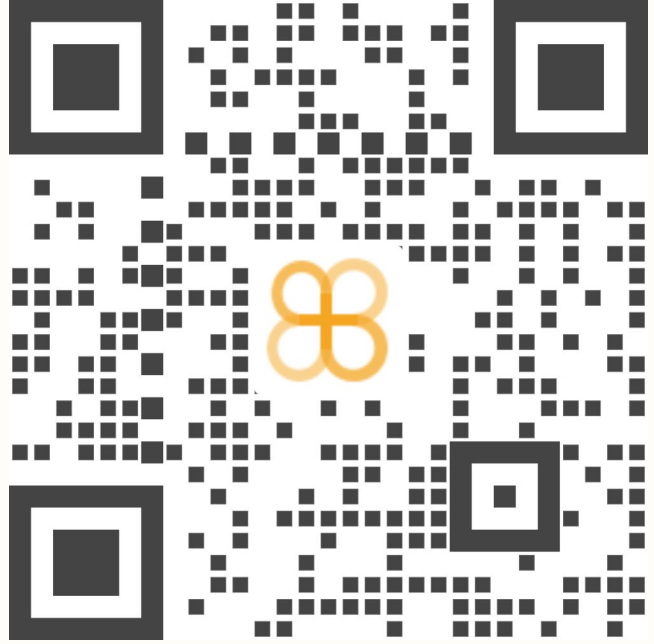
popping found  
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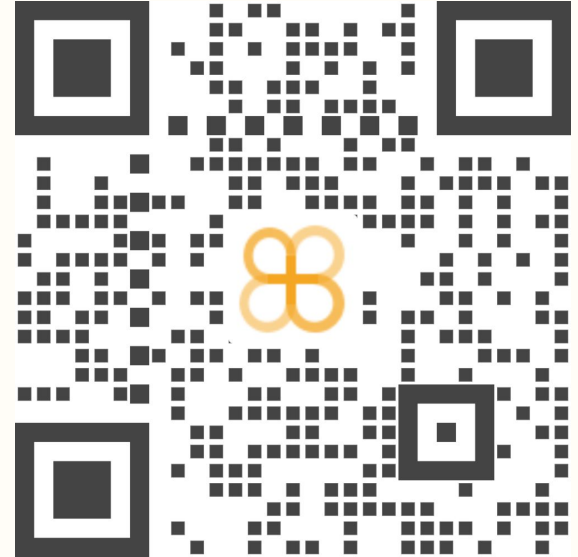
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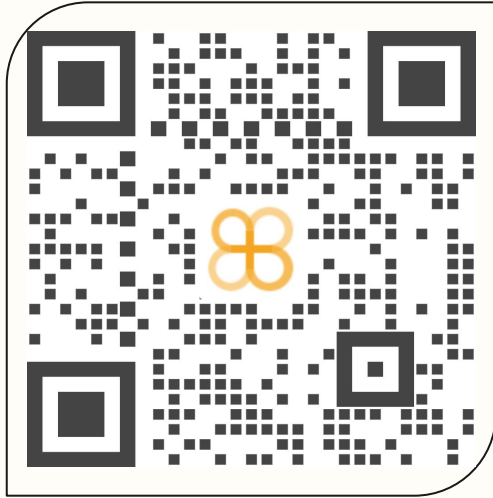
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# QR CODES



Opening Night



First Quest



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THANK YOU!



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