

Concept Report

Project Transmedia Sprookjes Festival

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Introduction

The Wish power Fairytale Festival is an event that captivates people with its magical stories and immersive activities.

Located in and around Arnhem, this arts festival invites children aged 1 to 12, along with their parents, to embark on a journey through their wildest imaginations. The festival's main attraction is the enchanting Gnome Village, a delightful village that hosts a variety of exciting events. To add to the fun, there is also a city-wide scavenger hunt where people of all ages can search for hidden treasures scattered throughout Arnhem's streets and buildings. This collaboration between the festival and local businesses not only promotes fairytale-themed events but also encourages community involvement and exploration.

Additionally, the Sprookjes Karavaan, a temporary extravaganza in the suburbs, aims to bring joy to those with limited financial means. It offers a five-day spectacle filled with theater, art workshops, and immersive experiences centered around the festival's beloved character, Rijntje Rijn. With a focus on inclusivity and community enrichment, the Sprookjes Karavaan is a source of happiness and creativity that is accessible to everyone. By working closely with the festival team and incorporating familiar characters.

The assignment

Studio Prism has teamed up with the Transmedia minor students from Tilburg to work on creating a transmedia experience for the Sprookjes Karavaan.

Transmedia refers to the practice of telling a single story or exploring a single concept across multiple platforms or mediums, each contributing unique elements to the overall narrative or experience. These platforms can include but are not limited to, film, television, books, comics, video games, social media, immersive experiences, and live events.

In transmedia storytelling, each medium or platform offers a different perspective or piece of the story, allowing audiences to engage with the narrative in various ways. This approach encourages active participation from the audience, who may need to piece together information from different sources to fully understand the story.

The Target group:

Demographic

- Age Range: 9 to 12 years old
- Gender: Both male and female
- Income Level: N/A (Dependent on parents/guardians)
- Education Level: Pre-school to Elementary School
- Occupation: N/A
- Marital Status: N/A

- Geographic Location: Urban, suburban, and rural areas
- Ethnicity/Cultural Background: Diverse

Psychographic

- Lifestyle Preferences: Playful, imaginative, curious
- Values and Beliefs: Learning, friendship, fun
- Personality Traits: Energetic, creative, inquisitive
- Interests and Hobbies: Toys, games, cartoons, outdoor activities, arts and crafts

We want to make this experience specifically accessible to kids 6 to 12 in the suburbs of Arnhem. These suburbs are usually inhabited by the less fortunate and financially vulnerable people.

The project's goals focus on engaging the community and enhancing it through various activities. The main emphasis is on getting everyone involved, making sure no one is left out, especially those who may not have a lot of money. By offering a wide range of activities like theater, art workshops, kids' events, and immersive experiences with Rijnie Rijn, the aim is to make sure everyone can enjoy and benefit from it. To make sure the event runs smoothly and is not easily damaged, efforts will be made to make it "hufterproof." The project is designed to accommodate large crowds, with the help of volunteers or by setting up easily. The decision to have the end product without dialogue or in Dutch or English shows a commitment to making it accessible and relevant to everyone. Using social media to share the location will make it even easier for people to join in and be part of the community.

Research

To understand the needs of small children ages 6 through 12 we wanted to figure out how to make a compelling interactive story that would be accessible through all those age groups and education levels.

We found inspiration through the many projects that already exist and have incorporated an experience that is specifically made for kids in the ages of our target audience. We're talking about museums like Nemo or theme parks like the Efteling and Disneyland/World.

We wanted to find out how we could make an experience interactive for little children of all ages while also keeping it accessible for all education levels. We wanted to ask questions to caregivers or kids themselves about how they liked to experience stories, in what ways, or how they made sure the kids were involved and interactive in the story.

Since it felt inappropriate to interview kids or caregivers on the street in a way that we would find a target group of any other age. We decided to try and contact elementary schools and childcare centers to maybe ask questions to the children in the presence of teachers or qualified supervisors. Unfortunately, after many emails and phone calls we weren't able to get through on short notice.

Primary research – interview with the Ontdek Fabriek

To still find out the best ways to create an interactive story project for little children. We decided to change our perspective. Instead of talking to children of caregivers themselves, we decided to interview the projects and events that had already done that research and already use the outcomes from that research in a real and interactive way with children.

We found the Ontdek Fabriek, an event or "uitje" as they call themselves where children ages 4 to 14 can explore with technology and the laws and rules of nature.

Here children are motivated to do activities based on their age group and knowledge. The youngest children, ages 4 to 6, get to do the easier things, as they might not be able to hold scissors yet or this would be too dangerous for them. They will be able to discover more than actually find out the underlying reasons. They can hold a color in front of a light and the room will become that color or blow through a straw to keep a little ball in the air. This really excites them even though it does not really give them an understanding of the why and how of it all.

A little older age group ages 7 to 10 will already be able to do the harder things and find out why and how something works. Like working with arts and crafts and finding how that if you program a robot to go a certain direction that the robot will go that direction. During this time, you will also learn about some more science, like

magnetism and kinetic energy. Like wheels rolling from a hill and metals attracting each other.

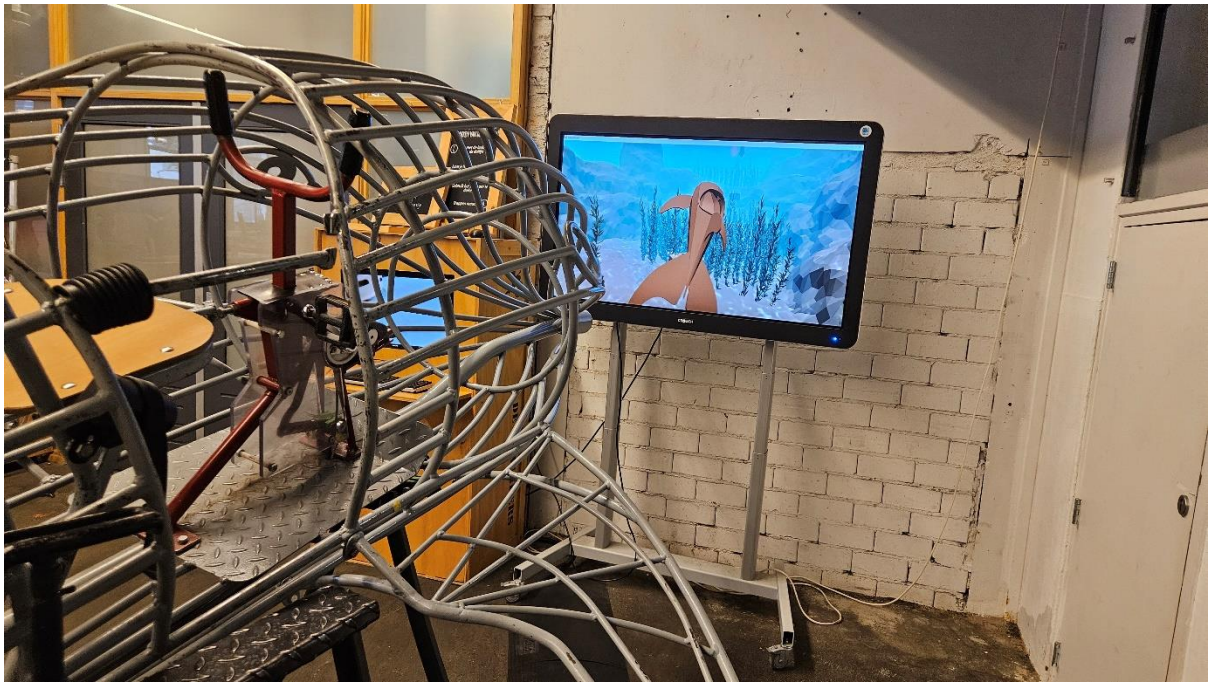
The age group from 10 to 14 and above will already get really hands on and start soldering and use saws. Even make little non-functioning robots from scrap metal.



1 Little robots, made by children

Something that transcended the age groups was watching movies and letting them play it out in front of the big green screen that was in the middle of the fabric. With a screen the kids were able to pick out backgrounds, put on costumes and make small movies that would be sent to them to be able to show it when at home.

An honorable mention is the Dolphin in which kids can sit and steer it. On the screen in front of it the dolphin will go the direction in which the kids steer. The steering will be able to get the dolphin through the hoops on the screen, to score points. In the end it turns out that getting to sit in the dolphin and making it move is enough fun and engaging that a lot of kids forget to score points through the excitement.



2 The dolphin in front of the screen

When we asked how the attendants in the fabric made sure the kids were motivated and encouraged to keep them engaged in the activities, very clear answers came back: “Nothing is ever wrong” If some kids had a hard time with the activity, the attendants would help them along in the direction the kid was already going. Besides this, it is also very important to give the kids positive feedback, like how you would get a sticker with a good grade from your teacher.

Another important factor was the fact that the children were able to take some of their creations home. This really makes the kids feel like they’re doing it for something instead of making ‘useless’ assignments as they sometimes feel like they have to do at school.

The children are always able to personalize their creations. With coloring or sawing dinosaurs or princesses, it was never outside the field of their interests while also learning the basics.

Since we were specifically targeting cross media and technology awareness for kids, this was also a subject that came up. Unfortunately, we realized from our interviewee that for most small children technology was very prevalent in their home life and was not very interactive. In the Ontdek Fabriek they worked with the media to show the kids what they were doing or were going to do. Like watch a movie beforehand to later play it out or play in the dolphin to see it on the screen. Nothing was completely technologically driven. This was for the most part because then the children were sitting still and not really discovering what was happening in the real world.

Interviews with Children

Interview with Emily

Interviewer: Hi there! Can you tell me your name and how old you are?
Child: Hi! I'm Emily, and I'm 7 years old.
Interviewer: That's a great age, Emily! What's your favorite fairytale?
Emily: I love "Cinderella"! I really like how her fairy godmother makes everything magical for her, especially that sparkly dress!
Interviewer: Magical indeed! If you could, would you want to have a fairy godmother like hers?
Emily: Oh yes! I'd ask her to make me a dress that shines like the stars and maybe get a chance to ride in a pumpkin carriage.
Interviewer: Imagine that! Speaking of magic, what magical powers would you choose to have if you were in a fairytale?
Emily: I think talking to animals would be super cool. Then I could talk to squirrels and birds and ask them to play with me!
Interviewer: That would be quite the adventure! If you could meet any fairytale character, who would it be?
Emily: I'd pick Peter Pan! He can fly and he goes on all those fun adventures. We could explore Neverland together!
Interviewer: Flying around Neverland sounds amazing! How do you like to hear stories best? Like on TV, a book, or maybe a tablet?
Emily: I like books because I can look at the pictures longer and make up part of the story myself. But watching TV is fun too because the characters move and talk!
Interviewer: Books are really special. What about pictures in stories? Do you like having lots of them, or do you prefer using your imagination?
Emily: Some pictures are good because they show me what things look like. But it's fun to think up my own pictures too, especially for things like castles and dragons!
Interviewer: Castles and dragons, wow! Now, what if you could be inside a story, like it was a game—what would you do?
Emily: I'd be a princess with magic powers! And I'd go on quests and maybe find hidden treasures with my friends. We could all play together in the story!
Interviewer: That sounds like a story I'd love to read! Last question, Emily, if you could ask a fairy one special question, what would it be?
Emily: Hmm, I think I'd ask for a tiny unicorn that could change colors. It would be so cute and magical!
Interviewer: Absolutely magical! Thank you for chatting with me today, Emily, it's been really fun!
Emily: Thank you! I had lots of fun talking about fairytales and magic with you!

Interview with Jake

Interviewer: Hello there! What's your name and how old are you?
Child: Hi! I'm Jake, and I'm nine years old.
Interviewer: Great to meet you, Jake! What's your favorite fairytale?
Jake: I really like "Jack and the Beanstalk." It's cool how Jack goes on such a big adventure just from trading his cow for some magic beans!
Interviewer: That is a big adventure! If you could have any magical powers from a fairytale, what would you choose?

Jake: I'd want to be super strong like a giant, so I could lift anything and jump really high!
Interviewer: Super strength sounds awesome! Now, if you could be friends with any character from a fairytale, who would it be?
Jake: I'd pick Aladdin because he has a flying carpet, and we could fly around the world and see everything from up high.
Interviewer: Flying around the world sounds like a dream! How do you usually enjoy stories? Do you prefer books, TV shows, or maybe something else?
Jake: I like reading books because I can take my time with the story. But sometimes, I watch stories on my tablet because I can choose different ones whenever I want.
Interviewer: That's a good way to enjoy stories. Do you like when stories have a lot of pictures, or do you prefer imagining the scenes in your mind?
Jake: I like books with some pictures so I get an idea of what things look like, but it's also cool to imagine my own stuff, like monsters or secret doors!
Interviewer: Imagination makes things extra exciting! Would you like a story where you can control what happens next? How would you change the story?
Jake: Yeah, that would be amazing! I'd make a story where I could decide to go explore hidden places or solve mysteries. Maybe find a secret passage that leads to a treasure!
Interviewer: What an adventure that would be! Speaking of being part of a story, would you enjoy a story that changes when you talk to it or touch something on the screen?
Jake: That would be really fun! I could make decisions like in a video game and see how they change the story. I'd probably try to make it have lots of twists and turns.
Interviewer: Twists and turns keep things interesting for sure. Lastly, if you could ask a fairy one question, what would it be?
Jake: I'd ask, "Can you make my bike fly?" That way, I could ride to school over all the traffic and beat everyone in races!
Interviewer: A flying bike would be incredible! Thanks for sharing your thoughts with me today, Jake.
Jake: No problem, this was fun! Thanks for asking me all these cool questions!

Interview with Sara

Interviewer: Hello! Could you tell me your name and how old you are?
Child: Hi! I'm Sara, and I'm eleven years old.
Interviewer: Nice to meet you, Sara! What's your favorite fairytale?
Sara: I really like "Beauty and the Beast." I think it's cool how Belle loves to read and finds the good in everyone, even the Beast.
Interviewer: Belle is a great character! If you could have a chat with any fairytale character, who would it be?
Sara: Definitely Merlin from King Arthur's stories. He knows all kinds of magic and wise things. I'd ask him about his spells and if he could teach me some magic tricks.
Interviewer: Merlin would be an amazing mentor! Speaking of magic, if you were in a fairytale, what magical powers would you like to have?
Sara: I'd choose the power to change time. I could fast forward to fun times or rewind to fix mistakes. That would be really helpful!
Interviewer: Time travel in your control sounds fantastic! How do you prefer to experience stories—through books, movies, video games, or maybe another way?
Sara: I love reading because I can imagine the scenes just how I like them. But I also enjoy movies because they bring the stories to life in a way that books can't.

Interviewer: Both are great ways to dive into stories. When you read, do you prefer stories with lots of illustrations, or do you like imagining everything yourself?
Sara: I mostly like imagining things myself. It's like creating a movie in my head. But sometimes, a few illustrations help, especially for new and different worlds.
Interviewer: Imagination certainly makes stories more vivid. If you could be part of a story, what kind of adventure would you choose?
Sara: I'd love to be in a mystery adventure where I could solve puzzles and uncover secrets. Maybe in an old castle with hidden rooms and mysterious clues!
Interviewer: That would be an incredible story! How do you feel about stories where you can interact with them, like changing the plot by making choices?
Sara: That sounds really cool! I'd like a story where my choices could help solve mysteries or decide what paths to explore. It would make reading even more exciting.
Interviewer: Interactive stories do add an extra layer of excitement. Now, if you could ask a fairy one question, what would it be?
Sara: I'd ask, "Can you give me a book that never ends?" I love reading so much, and it would be amazing to have a story that keeps going with endless adventures!
Interviewer: An endless book of adventures sounds like a dream come true! Thanks for taking the time to chat with me, Sara.
Sara: Thank you! I had a lot of fun talking about all these magical ideas!

(Interviews were generated by ChatGPT)

Interviews Summarized

1. **Emily, 7 years old:**
    - Favorite fairytale: "Cinderella" for its magical transformation and happy ending.
    - Would like to have the power to talk to animals.
    - Wishes to be friends with Peter Pan because of his ability to fly and the endless adventures.
    - Prefers reading books to have control over pacing and imagines parts of the story, though she also enjoys watching stories on TV.
    - Enjoys stories with some pictures to help visualize, but also likes using her imagination.
    - Dreams of an interactive story where she could be a magic-wielding princess on quests with friends.
2. **Jake, 9 years old:**
    - Favorite fairytale: "Jack and the Beanstalk" for its grand adventures.
    - Wishes for super strength like a giant and the ability to see the world with Aladdin on a flying carpet.
    - Prefers reading books for a personal connection with the story, but also enjoys the flexibility of watching stories on a tablet.
    - Likes books with illustrations but appreciates the space to imagine his own scenes.
    - Interested in interactive stories where his choices could lead to exploring hidden places or solving mysteries.
3. **Sara, 11 years old:**

- Favorite fairytale: "Beauty and the Beast" for its themes of inner beauty and love for reading.
- Would love to have the power to manipulate time.
- Fascinated by Merlin from the Arthurian legends for his wisdom and magical knowledge.
- Enjoys reading for the ability to create her own mental "movies" but also appreciates the visual storytelling of films.
- Prefers to imagine the details of stories herself, though appreciates occasional illustrations for fantastical settings.
- Intrigued by the idea of an interactive, never-ending book filled with endless adventures and mysteries.

Why we used AI to generate interviews:

Using AI to create interviews for research offers several advantages. Firstly, it streamlines the process, providing efficient organization and bypassing logistical challenges. Secondly, it ensures safety and privacy, particularly when dealing with sensitive topics or minors, mitigating ethical concerns. Thirdly, AI provides consistency and control over the content, facilitating standardized data collection for research purposes.

However, there are notable disadvantages to consider. AI lacks the authenticity of human interaction, potentially affecting the sincerity and depth of responses. It may also struggle with unpredictability, leading to less dynamic interviews. Additionally, there's a risk of inaccuracy and misrepresentation, especially concerning the portrayal of diverse demographics, such as children. Ethical concerns surrounding the fabrication of identities and the loss of developmental insight further complicate its use in research interviews.

Secondary Research

For secondary research we tried to find instances that are made specifically for kids, like Efteling and Nemo. Besides those we also tried to find out how museums and theme parks found this information on how to interact with little kids.

Efteling:

- **Interactive Queue Lines**: Efteling incorporates interactive elements into queue lines, where children can engage with screens, games, or interactive displays while waiting for rides. These activities help alleviate boredom and keep children entertained while they wait.
- **Interactive Shows and Performances**: Efteling features interactive shows or performances that utilize technology such as projection mapping, special effects, or audience participation. These experiences immerse children in the story and allow them to feel like active participants in the entertainment.
- **Mobile Apps**: Efteling provides a mobile app designed specifically for children, offering interactive maps, scavenger hunts, quizzes, and games that encourage exploration and engagement throughout the park. These apps can also provide information about wait times, show schedules, and dining options.
- **Digital Storytelling**: Through digital screens or projections, Efteling tells stories that captivate the imaginations of children. These stories could be integrated into attractions, walkways, or designated storytelling areas, offering moments of wonder and enchantment.

Source: Wereld vol Wonderen - Efteling. (n.d.). https://www.efteling.com/nl

Nemo:

- **Hands-On Exhibits**: NEMO features numerous hands-on exhibits that encourage children to actively explore scientific concepts through interactive experimentation. These exhibits often utilize technology such as sensors, touch screens, and interactive displays to facilitate learning through play.
- **Digital Workshops**: The museum offers digital workshops where children can engage with technology such as robotics, coding, 3D printing, and electronics. These workshops provide hands-on learning experiences that introduce children to STEM (Science, Technology, Engineering, and Mathematics) concepts in a fun and interactive way.
- **Interactive Demonstrations**: Throughout the museum, interactive demonstrations and live experiments are conducted by museum staff or volunteers. These demonstrations use multimedia presentations, interactive props, and audience participation to illustrate scientific principles and phenomena in an engaging manner.

- **Augmented Reality (AR) Experiences**: NEMO incorporates AR technology into certain exhibits to provide enhanced educational experiences. AR apps or devices might overlay digital information, animations, or simulations onto real-world objects, allowing children to interact with virtual elements in the physical environment.
- **Science Shows and Performances**: NEMO hosts science shows and performances that combine entertainment with education. These shows often feature engaging demonstrations, entertaining presenters, and interactive elements that captivate children's interest while teaching them about scientific principles and phenomena.

Source: Home - NEMO Science Museum. (n.d.). https://www.nemosciencemuseum.nl/nl/

Competitor analysis based on the previous organizations

Nemo Science Museum

- Strengths:
    - Hands-on interactive exhibits promoting STEM education and curiosity.
    - Engaging workshops and demonstrations targeting children of various ages.
    - Reputation as a family-friendly destination and educational resource.
- Weaknesses:
    - Limited reach compared to nationwide brands and attractions.
    - Reliance on physical visits, limiting accessibility to local residents and tourists.
- Opportunities:
    - Expanding digital outreach through virtual tours, online resources, and educational videos.
    - Partnering with schools and educational organizations to develop off-site programs and outreach initiatives.
- Threats:
    - Competition from other science museums and educational attractions in the region.
    - Budget constraints impacting funding for educational programs and exhibit development.

 Efteling Theme Park

- Strengths:
    - Extensive theme park with diverse attractions and experiences suitable for children of all ages.
    - Immersive storytelling and theming based on fairy tales and folklore, appealing to families.

        - Strong brand recognition and reputation as a top tourist destination in the Netherlands.
    - Weaknesses:
        - Seasonal operation and weather-dependent attendance may impact revenue streams.
        - Competition from other theme parks and family entertainment centers in the region.
    - Opportunities:
        - Expanding accommodation options and on-site amenities to attract families for longer stays.
        - Developing themed merchandise and licensing opportunities to extend the brand beyond the park.
    - Threats:
        - Economic downturns and fluctuations in tourism impacting visitor numbers and spending.
        - Changing consumer preferences and expectations regarding entertainment and leisure experiences.

Parental advisory website

We found some information on a parental advisory website, below some paraphrased findings:

The benefits of storytelling for kids are numerous and hard to enumerate; for example, listening to stories improves kids' listening and attention skills and helps them hear language sounds, which will help them learn to read later on. Storytelling is also about language, expanding and comprehending vocabulary, and the fantastical worlds that kids can enter through stories (Parenta & Parenta, 2021).

Retelling stories as sensory stories is a great way to make them come to life and engage the senses of the kids. While this method is frequently employed with kids who have special needs, sensory stories are fun for kids of all ages (Parenta & Parenta, 2021).

It also named ideas on how to engage the children:

- *Let the kids pick the story, holding the book and turning the pages when they can.*
- *Read aloud in a funny voice for various characters.*
- *Share the pictures with the kids and talk about them.*
- *Let the kids choose stories and rhymes with recurring refrains and encourage them to join in.*

- *Make the books you've shared with the kids available to read and choose from throughout the session.*
- *Let the kids make props to help tell their favorite stories. Remember to use all of your senses when telling stories to the kids.*
  (Parenta & Parenta, 2021).

Source: Parenta, & Parenta. (2021, March 26). The importance of using stories to engage children. Parenta.com. https://www.parenta.com/2021/03/01/opening-a-world-of-books-the-importance-of-using-stories-to-engage-children/

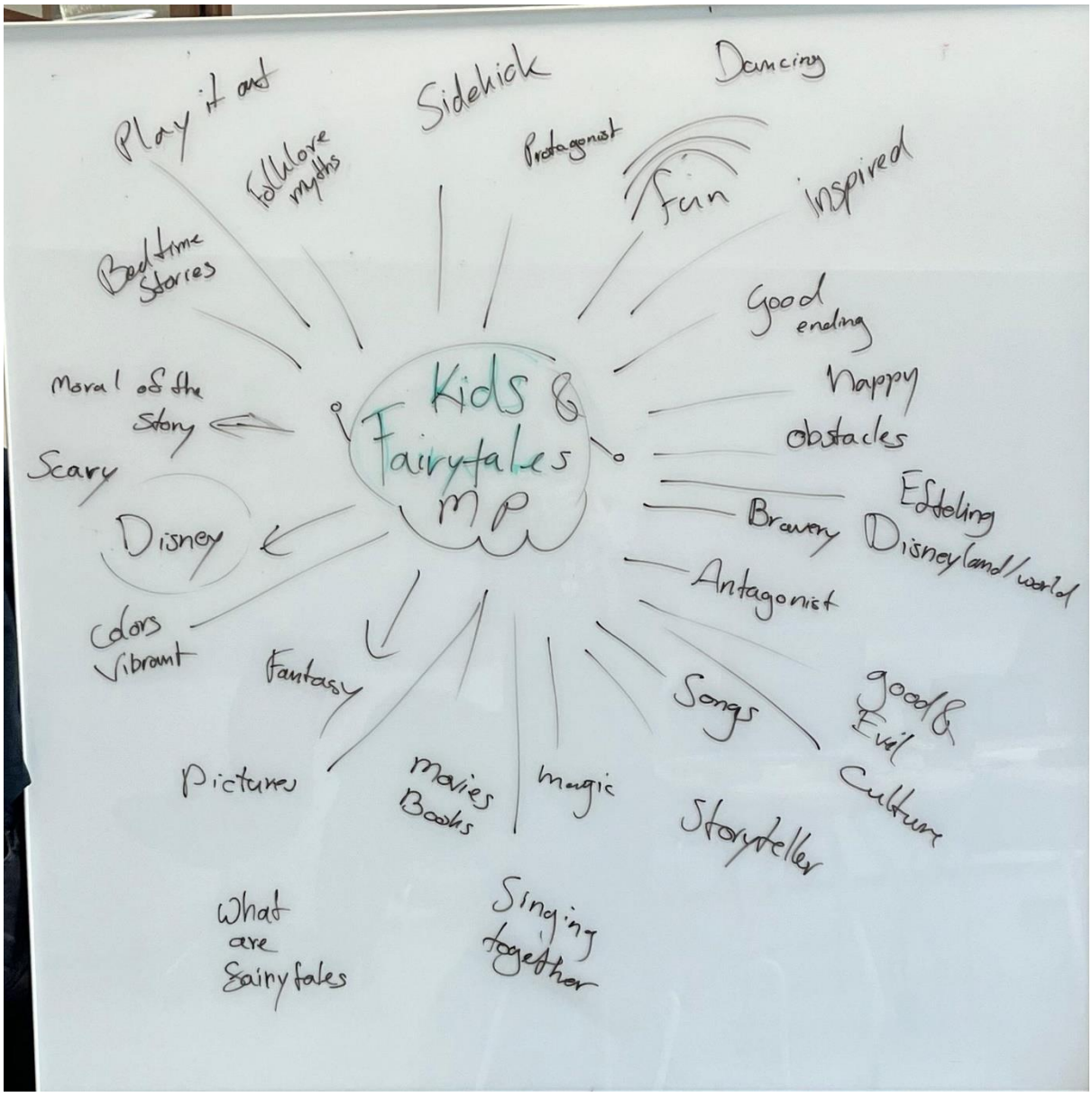
Findings

Based on our findings, we realize that we have to create an engaging story that is accessible to all ages and education levels. To make our project interactive we'll have to do something that works on its own but can also constantly provide positive feedback to the users. It also needs to be vandal proof and we need to work with the actors that will guide this interactive experience when it is being shown publicly.

In the findings we will show

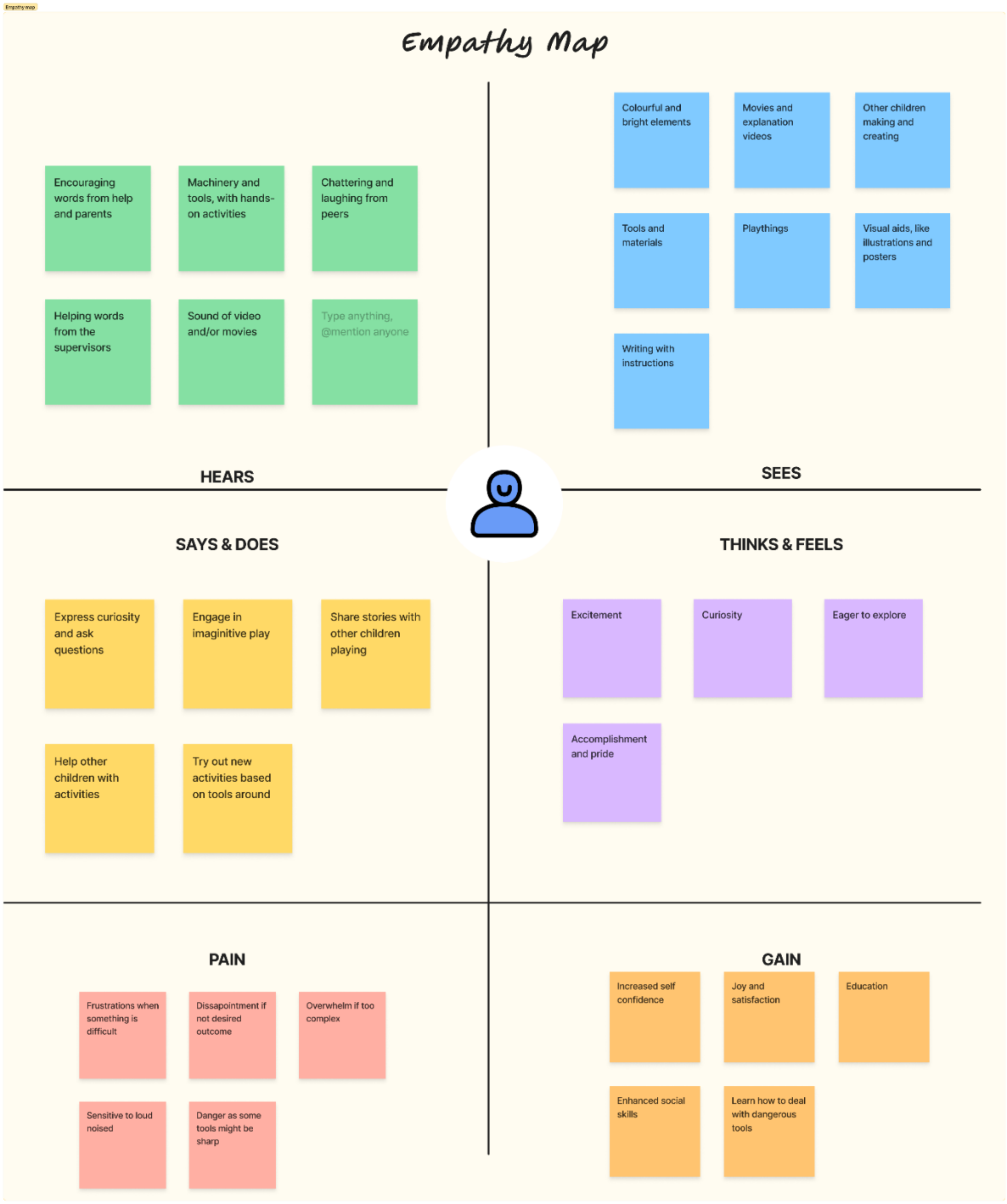
- Brainstorm – mind map
- Empathy map
- Affinity map
- Persona's

Brainstorm – Our mindmap



On this mindmap we tried to formulate everything we know and learned about how kids experience fairytales, what is a fairytale and how do kids engage with the fairytales. Based on these findings we were able to come up with ideas for our affinity map.

Empathy map



With the empathy map we really try to envision what the kids hear, feel, see and do in moments of playing and interacting with activities. Most of it is based on the findings from the interview with the Ontdek Fabriek, but has also been found about how the Efteling and Nemo engage with children.

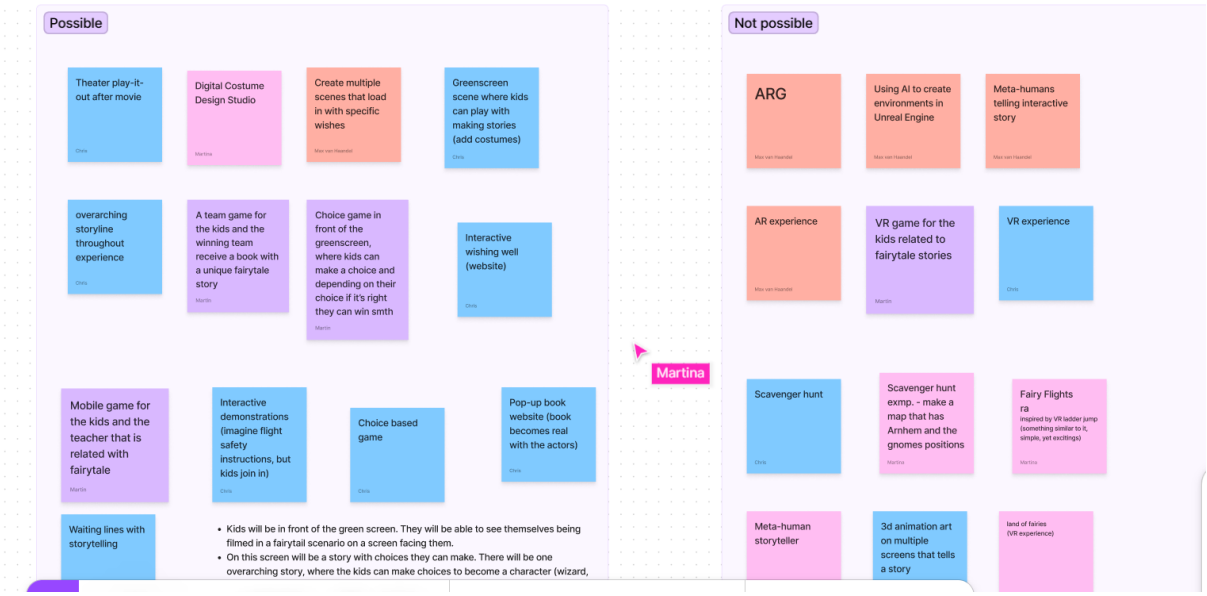
Affinity map

For the affinity map we started with brainstorming all the possible ideas we could think of for making an engaging and interactive experience with transmedia.



By brainstorming this way, we almost already came up with a concept for the project itself. This concept would need to be fleshed out and could not be the final idea. We decided to write this idea down immediately so it would not be lost.

After finishing all the ideas, we divided them up into boards in which we decided if the ideas were possible within our skill range and even if they would fit the target group for which we are making this project.



Persona’s

Based on the interviews we made with AI we created the following persona’s to understand the needs of our target group better.

Basic information



Mia Verbeek

"The Artistic Dreamer"

- **Age:** 7
- **Location:** Urban area, close to downtown Arnhem
- **Interests:** Ballet, drawing, fairy tales, and playing dress-up.
- **Personality Traits:** Imaginative, gentle, and a bit shy around new people.

Bio

Mia Verbeek, a 7-year-old girl from urban Arnhem, finds joy in the whimsical world of fairy tales and art. A gentle soul with a vivid imagination, Mia loves ballet, drawing, and dressing up as her favorite characters. She thrives in visually stimulating environments and prefers activities that allow her to express her creativity. Mia often participates in family-oriented events, preferring a slow-paced introduction to new experiences due to her shy nature.

Breakdown of persona

Mia "the Artistic Dreamer"

- Age and Basic Characteristics:
  - Age and Interests: Modeled after Emily, who is 7 years old and loves fairy tales, particularly "Cinderella."
- Interests in Arts and Fairy Tales:
  - Arts and Creativity: Based on the general target demographic's preference for imaginative play and creativity, as observed in Emily's enthusiasm for magical transformations.
- Habits and Preferences:
  - Visual and Story Preferences: Derived from Emily and Sara's preference for books with illustrations and engaging storytelling methods.
- Personality and Behavior:
  - Shy and Gentle: Inferred from a general understanding of varying personality traits among children, emphasizing a softer approach needed for some children, as indicated in the broader research themes of inclusivity.

Basic information



Lucas de Groot

"The Tech-Savvy one"

- Age: 11
- **Location:** Rural outskirts of Arnhem
- **Interests:** Video games, science fiction, robotics, and basketball.
- **Personality Traits:** Outgoing, analytical, and competitive.

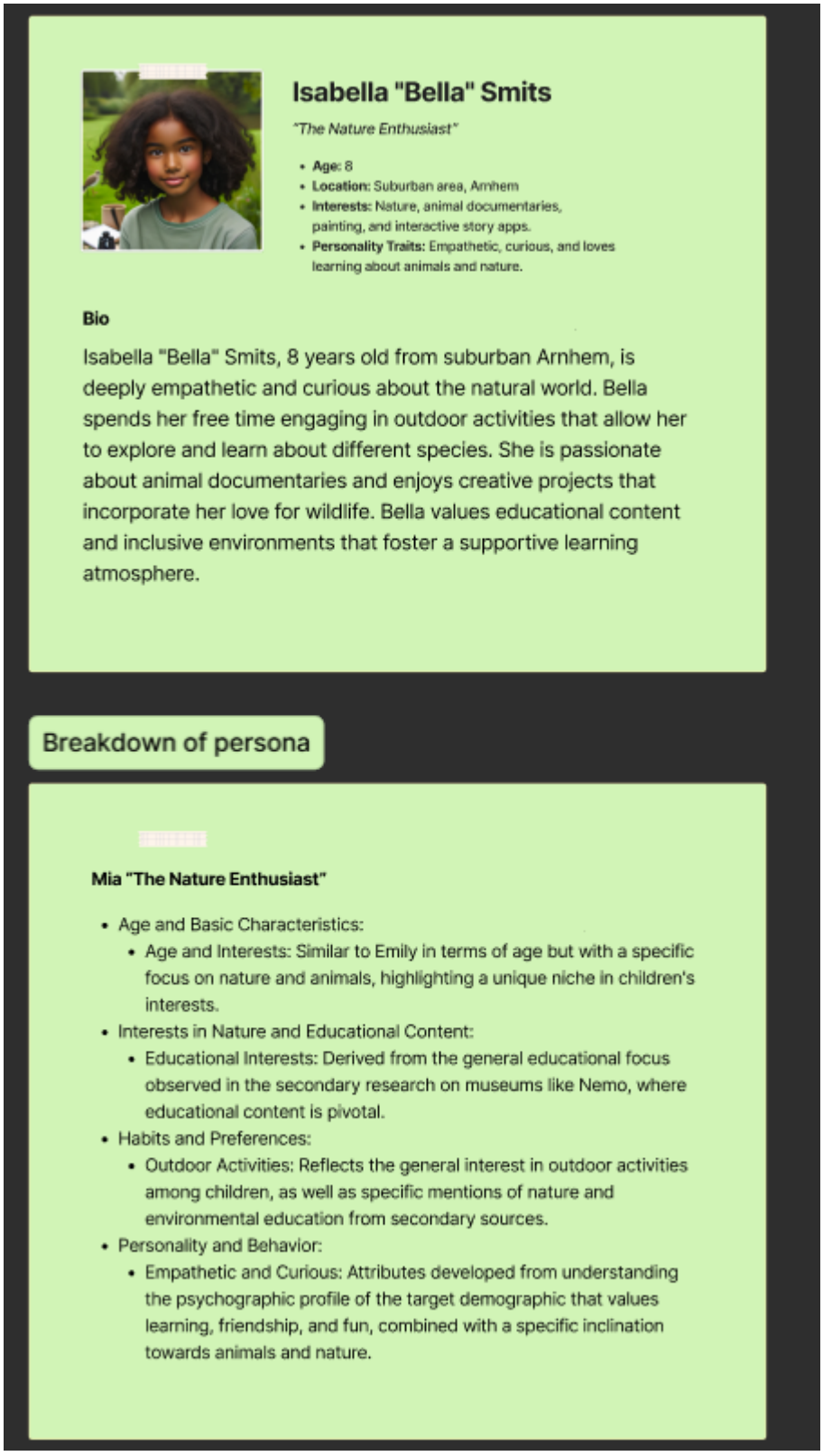
Bio

Lucas de Groot, 11 years old, lives on the rural outskirts of Arnhem and is a spirited and analytical young boy who loves technology, video games, and basketball. His outgoing nature and competitive spirit drive him to seek out challenges, whether in a game of basketball or in a robotics project. Lucas is particularly fond of activities that blend physical exertion with strategic thinking and is always on the lookout for the latest tech-driven experiences.

Breakdown of persona

Mia "The Tech-Savvy one"

- Age and Basic Characteristics:
  - Age and Interests: Inspired by the older children interviewed, like Sara, who is 11 years old and interested in complex themes like time manipulation.
- Interests in Technology and Competition:
  - Technology Usage: Echoes insights from the Ontdek Fabriek where older children engage more with technology and understand complex scientific concepts.
- Habits and Preferences:
  - Competitive and Strategic Games: Stemming from Jake's interest in interactive stories and his preference for control over story outcomes, indicating a liking for strategy.
- Personality and Behavior:
  - Outgoing and Competitive: Reflects the attributes of children who are engaged in interactive and competitive activities, a common trait among children who enjoy sports and video games.

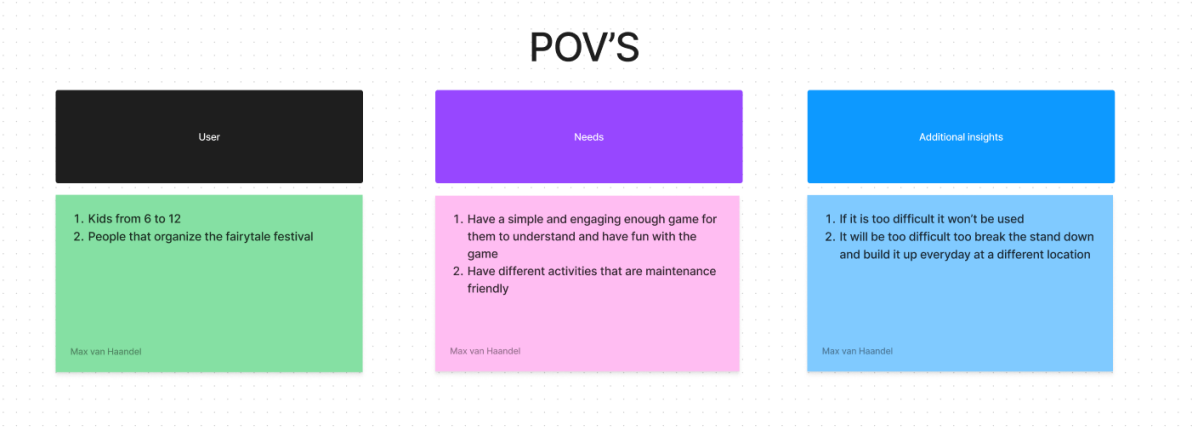


More about the needs, wants and frustrations about each persona, can be found in Figma, through the following link: https://www.figma.com/file/ZwSgmy3qiAzraKxhTS70O3/Untitled?type=design&node-id=0-1&mode=design&t=27SnJheXa03Dtj7u-0

POV and HMW

We have created two POV statements for both the target group and the client of our project.

- The first is for the kids ages 6 through 12 who will experience our transmedia project.
- The second is for our client who organizes the fairytale festival and is going to have to set up our project throughout 5 days in different suburbs.



The POV's

1. Kids ages 6 through 12 need a simple and engaging enough game, so they will be motivated to participate in the activity without it being too difficult for them.
2. The organizers of the fairytale festival need to be able to be able to set up and break down the activity, because they are going to be moving around the city of Arnhem for 5 days, while setting up the activity every day again.

The How Might We's

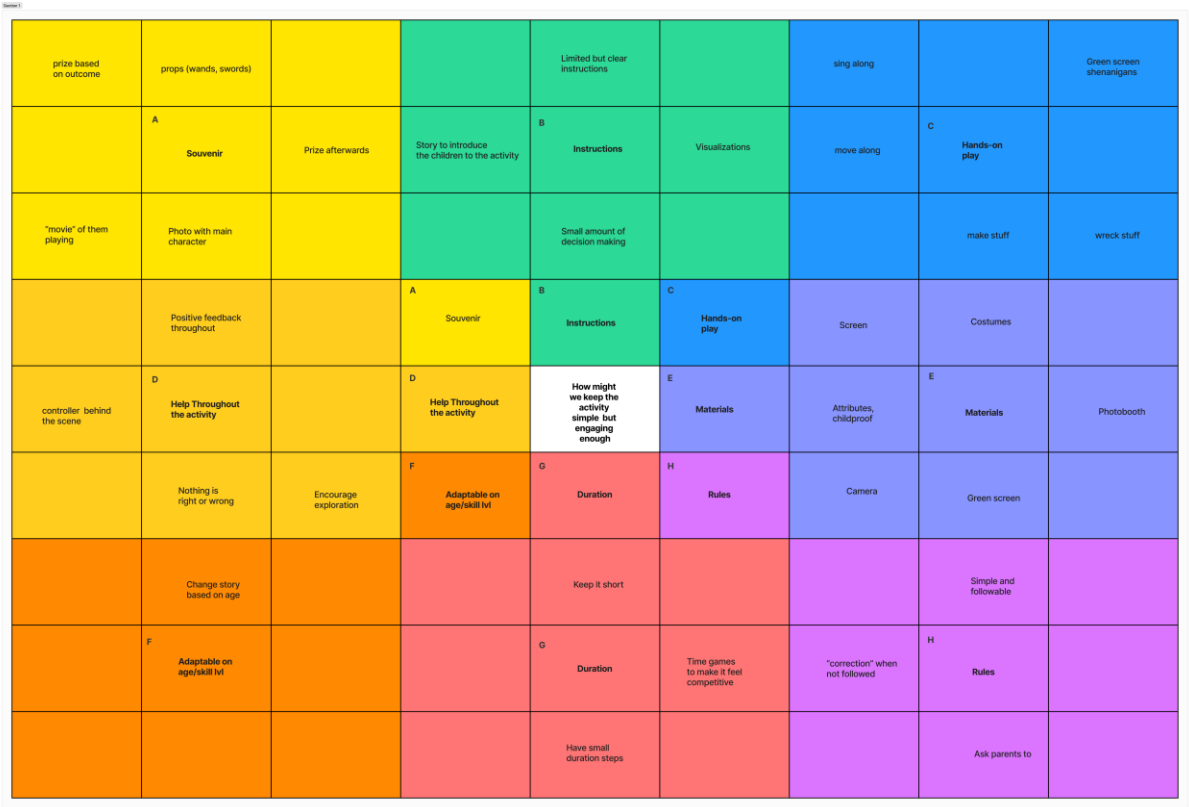
- How might we keep the activity simple enough for all little kids ages 6 through 12 to play
- How might we make the activity engaging enough for all ages to play?
- How might we make the activity "hufterproof"?
- How might we make the activity maintenance friendly?
- How might we give positive feedback to the kids, so they keep feeling motivated to play?
- How might we design an inclusive activity that gives everyone interest to play even if they are not into fairytales?
- How might we use technology to make the activity transmedia while keeping it simple enough for kids to play?

Our Ideation Process

For our ideation process we decided to make a Lotus Blossom. We came up with two questions that contained some of our most important HMW questions, that would cater to both our POV's.

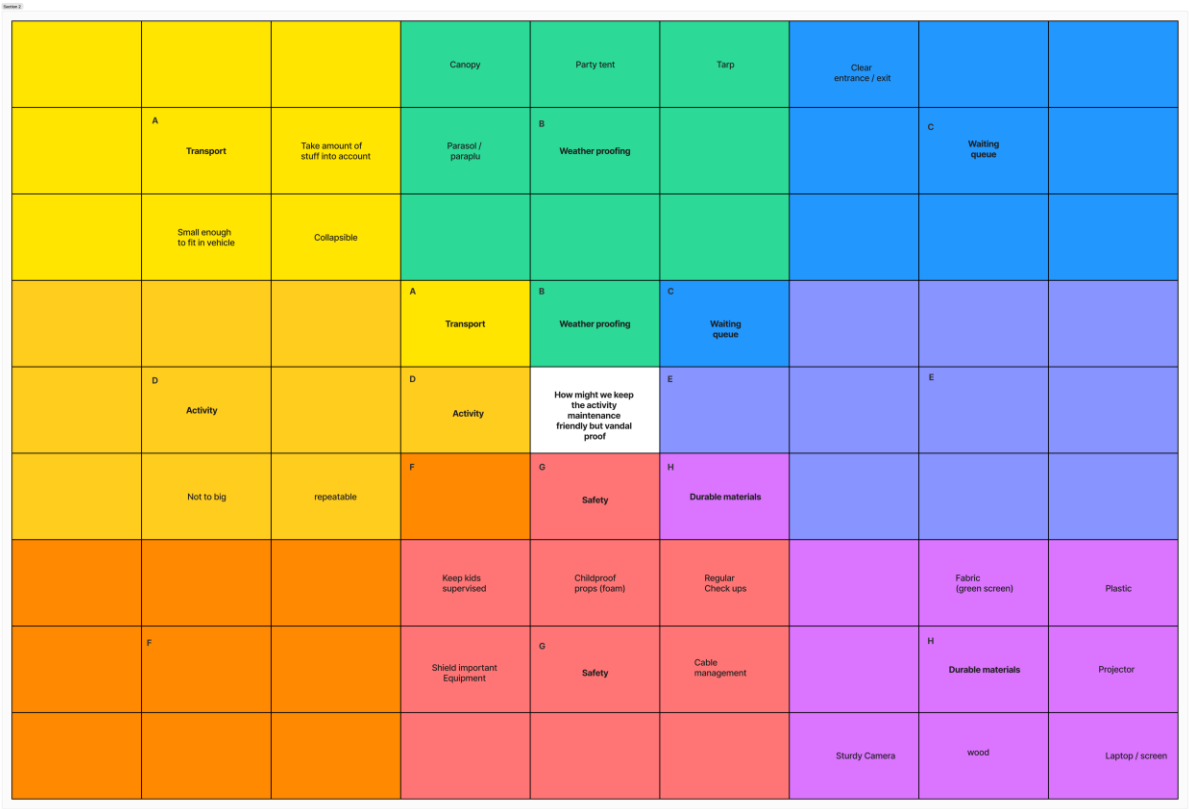
Our first question is: How might we keep the activity simple but engaging enough?

This question is catered to our target group of children ages 6 through 12.



Our second question is: How might we keep the activity maintenance friendly but vandal proof?

This question is catered towards the organizers of the project.



We were not able to fill in all the blossoms of the lotus blossoms. Eventually we decided that made enough progress and came up with enough ideas to create a prototype of our concept.

Visualization of the concept

To visualize our concept, we have decided to make a storyboard.

To create this storyboard, we have written down what would happen step by step, after which we will visualize each step as a scene that would happen. These are the steps:

- Children in line for the activity hear through speakers the intro to the story: (This is how Rijnie Rijn lost her wishing power)
- Kids stand in front of the green screen, there is a camera pointed towards them and they can see themselves on another screen in a fairytale like world.
- The story begins, the kids have the opportunity to choose a character on the screen by standing on the side of the screen where their preferred character is displayed.
- A narrator tells the story and incorporates the character(s) that the children have chosen into the story (on how to defeat the danger to give Rijnie Rijn her wishing power back)
- Throughout the story the children will have the opportunity to make more decisions in the story that alter it just a little bit or give their characters more attributes.
- Eventually the children will have to "fight" the danger and get some prize by freeing or giving Rijnie Rijn back her wishing power.
- There will be a big victory scene to let the children know what they themselves have accomplished.
- The kids will be able to take a picture with Rijnie Rijn or their friends to be able to show at home their adventures and winnings.

The Storyboard



Feedback from expert

We have asked feedback from our stakeholder / expert in transmedia design. Unfortunately, since we are working with a different group, students for the minor in Transmedia Design at the Fontys in Tilburg, we have not been able to gather useful feedback on our concept.

The concept that we have created needs to be finetuned and discussed with our fellow students who are doing their minor. Because of lack of time and resources at the moment we have taken the liberty of creating this concept to be able to make this concept report without discussing this with them, as we only see them once weekly.

The feedback from the stakeholder and expert sounds as follows:

Thank you for your email.

How was this discussed with the minor students? Because together you form a group.

Did they work on this idea? This idea does have potential, but it depends a lot on which story you are going to tell next.

And will Rijnie Rijn become an actress or will you also make her digital so that she can also tell that story as a transmedia character on multiple platforms?

M. Rijnders / Professor Transmedia Design, Fontys Tilburg

From this we are able to gather that our concept has potential but needs to be finetuned and fleshed out. Which we will discuss in our next chapter of future iterations.

Future Plans for iteration

Right now our concept is really basic, but it has a lot of potential. There are many parts that can be changed to fit the theme of a festival like the storyline and the props. These are some simple upgrades, but it is also what makes this concept really flexible.

This concept lets us create multiple stories depending on the clients' wishes. We could make the story more engaging, by adding different kinds of actions the children could perform, instead of choosing a side. We could also upgrade and add to the props used by the children, so it feels more realistic and immersive to them. This can be done by adding more actions to the story beside choosing a storyline, by giving them a costume or just simply upgrading the technology.

There could also be something done with VR (Virtual Reality) or AR (Augmented Reality) to give a more in-depth experience to the children. To make them really live the story. The downside to using this technology is that it requires VR/AR goggles, which are expensive and are slowing down the lines. This needs a lot of thought if we decide to go on with this iteration.

We work together with the minor students from Tilburg. These are just our ideas for concept and possible iterations, but we need to discuss it with them and see what their ideas are as well. So that we can offer the best experience for the children. There is a possibility that our concept will be completely swept aside by their ideas. For now, we are very happy with our concept and will defend this as our part of the beginning of the work.

Why This Concept

Based on the research we found that our design needs the following:

- Hands-on play for children
- Simple but engaging
- Interactive storytelling
- Instructions
- Constant positive feedback
- Option to tailor to age/skill level and interests
- Souvenirs / Remembrances
- Props and attributes
- (Trans) Media & Technology
- Option to set up and take down easily

The concept we as Studio Prism came up with is a great example of how we made all those points possible within transmedia design.

Children begin by immersing themselves in an exciting digital narrative. Then, they transition to engaging in hands-on activities. This captivates their interest and involvement. However, despite utilizing impressive technology such as green screens and digital backgrounds, they also prioritize activities that don't involve screens. This enhances the enjoyment of the experience.

The key lies in striking a harmonious balance with technology usage. This enables kids to comprehend what's happening while having a blast. Throughout the story, children are given the opportunity to make choices. This empowers them to create their own unique narrative within the overarching one. They also have access to various props, which adds a personal touch to the experience. Consequently, each child can tailor the activity to their preferences and interests.

Following the activity, each child could receive a video featuring themselves as part of the story. This video serves as a souvenir which would make children more motivated to participate according to the research, we gathered at the Ontdek Fabriek. Moreover, the activity is designed to be enjoyable for kids of different ages and skill levels. This ensures that everyone can participate and have a wonderful time. It fosters a sense of belonging and inclusion within the story adventure.

The entire concept revolves around creating a fun and engaging experience for children. They commence by watching a story unfold on a screen, but then they actively participate and take charge. Despite the involvement of impressive technology, the focus isn't solely on screens. Kids are encouraged to unleash their imagination and make decisions. They also have the opportunity to utilize props and shape the narrative according to their own vision. Ultimately, they receive a video that serves as a lasting memory of the joy they experienced. Additionally, the activity is designed to be inclusive, catering to individuals of all ages and abilities. The

ultimate goal is to make children feel like they are part of something thrilling and extraordinary.

Concluding remarks

The Wish Power Fairytale Festival has always been more than just magical stories and enchanting experiences. It's about building a strong community and promoting inclusivity. As we wrap up our exploration of defining, discovering and ideating a transmedia experience for the Sprookjes Karavaan, we are reminded of the incredible power of storytelling to bring people together, regardless of their backgrounds or circumstances. We look forward to developing the final product.

The collaboration between Studio Prism and the Transmedia minor students from Tilburg has not been made use of in the short time that we were given to put this concept report together. But we are excited to put our minds together and create something beautiful based on the research and ideating we already did.

Transmedia storytelling provided us with the perfect platform to create a rich tapestry of narratives across various mediums, including theater, art workshops, immersive experiences, and social media engagement. By embracing this approach, we ensured that we catered to the diverse interests and preferences of our audience, allowing every child to find their own unique entry point into the world of Rijnie Rijn and the Sprookjes Karavaan.

However, our efforts extended beyond mere entertainment. We aimed to empower the community and enhance the lives of those who may have felt marginalized or overlooked. We tried to established a space where everyone could come together, regardless of their socioeconomic status, and celebrate the joy of storytelling through the Transmedia design concept.

By making use of the creative design processes, we were able to create a concept with lots of possibilities. We learned a lot, and will use everything we learned to further this concept into a deliverable that we will be proud of.