



# telekom questland

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# problem

Internet and technological innovations isolate young teenagers which leads to critical mental and physical conditions.

# challenge

The 'real' world is not teenagers' comfort zone. The challenge is to make them get out there by not taking away something from them that they are far too familiar with: their phones.

# **solution**

Teenagers love spending time online. They also love using their phone. So, were are connecting these two by making teenagers get out of their comfort zone by not even noticing it.

# introducing the telekom questland app

Facts: engaging in social interactions and physical activities produce endorfin (happy hormones). Our idea is to create an app which guides teenager players bond with people of their age by making them meet face to face and walk throughout the city together.

Telekom Questland App gives a fascinating opportunity for that.





# about the app

The game is based on a treasure map which leads the players to 'mysterious' places. Here they face educational riddles and tasks that boost their social skills.

For example, a task includes a 'TimeToTalk Challenge' which means that players have to put down their phones for minutes to talk to their team members. The phone senses if its being moved so the players loose points if they don't respect the rule.

If teams find each other on purpose to 'fight' (online), with which they can gather extra points.

# steps

1. Sign up
2. Create your character
3. Team up in 3 (Based on your geological location, the phone offers you possible mates)
4. Select the starting point (The starting point can be in any town, any place)
5. Gather around the starting point
6. **Go!**



# further perks of the app

The app contains a leaderboard which collects the points of the top teams. The first 100 teams get a powerbank, the top 10 new phones and the top 3 win a trip organized by Telekom to refresh themselves after the big journey.

**The application links to a website page which functions as a social platform where players can ask each other out to play, ask for help in their homework, upload pictures about their team, or to just talk about their issues. The page includes professional psychological advices (e.g. who to turn to if you feel lonely).**

Telekom arranges meetings (QuestlandCons) every 3 month for players to meet.

The app has 'seasons' during which the missions and the tasks alter.



# seeding

The game is advertised by Hungarian vloggers (**TheVR, Nessaj**).

We also create targeted chat ads.

**off on an adventure!**