

HP mscape Go Game

Connecting 07 Design Conference
October 18-19, 2007

presentation prepared by Mario Ruiz, HP Design



Day 1: Thursday, October, 18th



Registration table at Masonic Center



Getting ready for the masses at HP Design Booth



Setting up the presentation at Astro Studios after party



Crowd before the start of the game

Day 1: Thursday, October, 18th

Game recap:

65 teams (4-5 people each)

Each team had an iPAQ and mobile phone

~260 players total

3 ending venues: Smart Design, Astro Studios, Ammunition

Overall, mostly everyone I spoke with had a great experience. The GPS on the mscape seemed to be inconsistent: at times it worked and at others it didn't. However, people were really glad to meet new designers they normally wouldn't have met up with during the conference. Even for those where the iPAQ didn't work, they seemed to value the social experience. This was a much more complex game than on Friday due to the different routes designed to alleviate congestion; the game took attendees through a tour of SOMA design studios. All the games ended in a presentation and with prizes awarded at each of the ending venues shown below.



Defenders of Design:
An mscape Adventure Game
(presented by Hewlett-Packard
and The Go Game)



WHO: All are welcome!

WHAT: Two hours of fun, creativity, and excitement!

WHEN: Thursday and Friday, Kickoff around 7pm

WHERE: The Fairmont Design Gallery

COST: Free!

Pre-register online Wednesday through Friday in the Masonic Center or Register onsite at 6:30pm in the Fairmont Design Gallery before kickoff



Printed with HP Indigo Technology

3"x5" cards handed out to market game during conference

Day 2: Friday, October, 19th



Players sign up and form teams



Teams are randomly assigned to each other



Giving the players iPAQs and the phones



Teams reading instructions and getting ready for the game

Day 2: Friday, October, 19th

Game recap:

10 teams (4-5 people each)

Each team had an iPAQ, mobile phone and an HP camera
~50 players total

1 ending venue: Fluid SF

This game was much more controlled than Thursday's and went through a typical "Go Game" using the SF landscape as the playing field (instead of design studios). There were less people here - probably due to the rain that hit right at the start of the game - but it was a much more controllable game. We had a single ending venue with a presentation there to award 1st and 2nd place prizes. Everyone had a really good time with the game!



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[THANKS TO]

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We came. We defended!