

Dynamic Interactive Proposal - 3

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Crank with Your Friends

Core:

Connect People to People

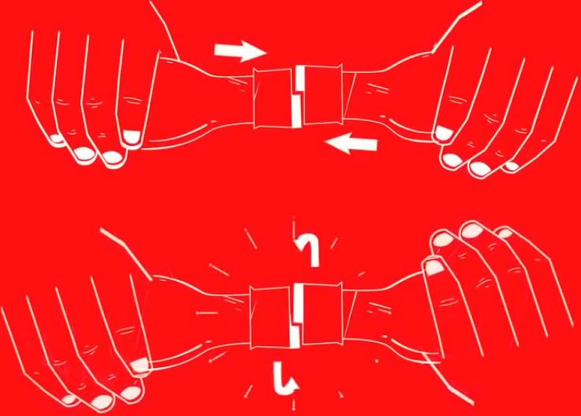
Secondary Core: Sharing

Big Idea:

To connect people by
gathering them to play
a game.

Share the rewards
together.

The Friendly Twist
Open Happiness

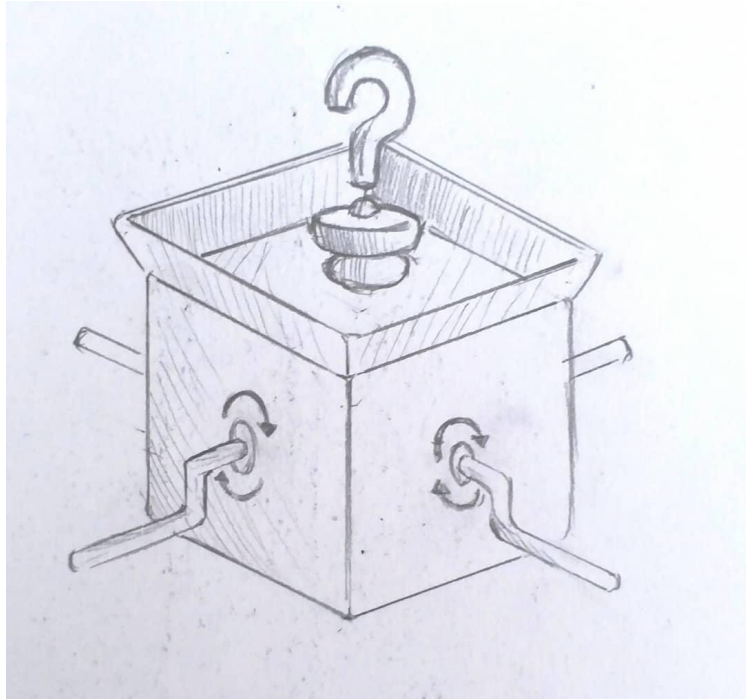


Co- operative



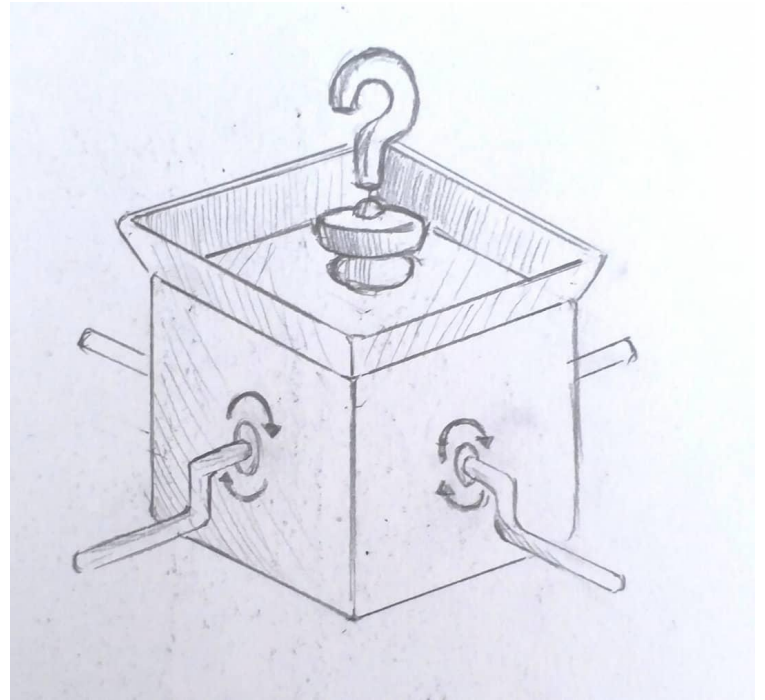
Co-operative
+
Sharing

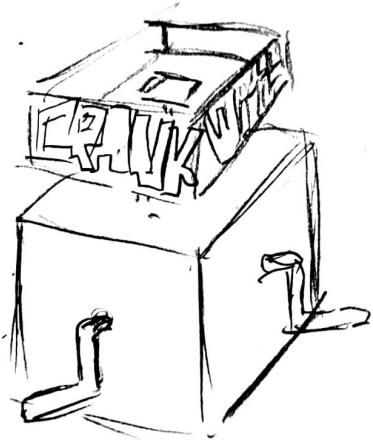
Jack in the box
+
Rewards



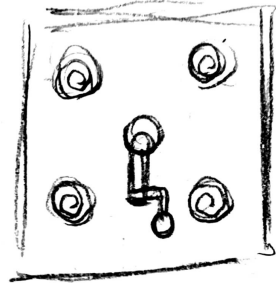
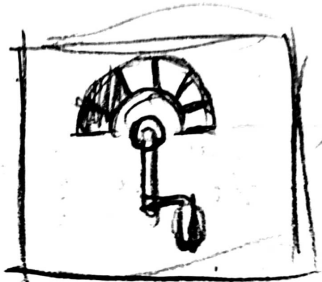
- Box with 4 handles
- Requires at least 4 people to play
- Each player has to crank the box at a certain speed
- Once they get the right speed, a reward will pop-out

- Faster speed, more feedback (etc. lights, SFX, music, patterns)
- Share and exchange
- Rewards





x4 Meter



- Change the question mark with a spinning board - “Crank with Friends”
- Indications (eg. speed-meter, spiral tube)
- 4 lights that glows when one side spins (like a health bar)

Fidget Rewards

- Fun and refreshing
- Suitable all ages
- Suitable all genders

- Fidsy
- Stress ball (mini)





Teh Ais, Canned / Tester

- Malaysian signature drink
- Refreshing drink
- Sharing experience

Mamak Keychain

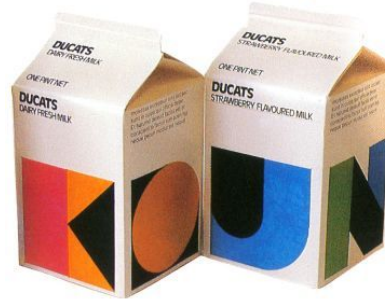
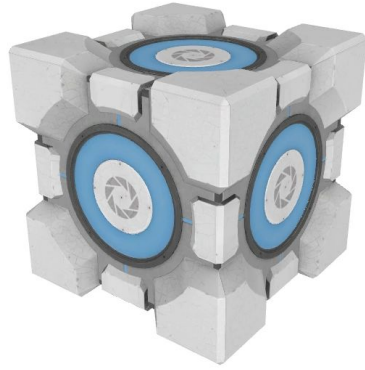
- Unique
- Familiar
- Represents
- Urge to eat





Share and Exchange

Game Experience



- Biggest city
- Very competitive
- More defensive
- More self-centered
- Connect with each other
- Achieve something together
- Positive mindset

Why links to KL?

Squeeze KL

Core: **Stress Relieving**

Big Idea:

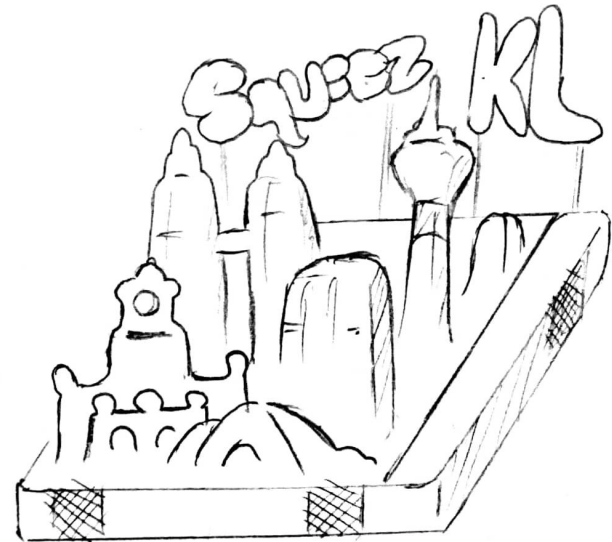
City people are stress and busy, that's why they go for nightlife to release stress

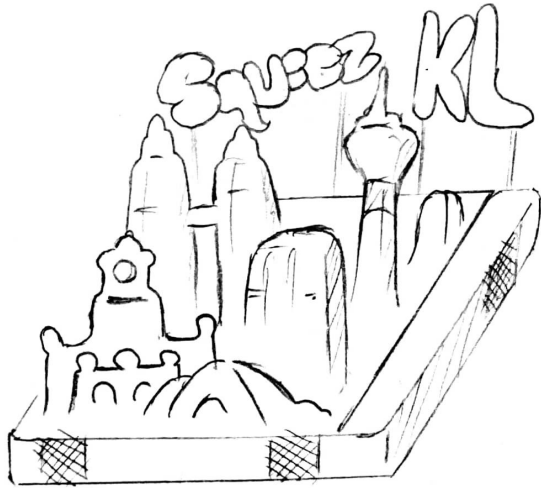
Nightlife + Stress Relieving



Music + Stress Ball

- Cute miniature KL city
- Neon sign board attract to audience
- Will be made out of flexible materials (eg. silicone/rubber)



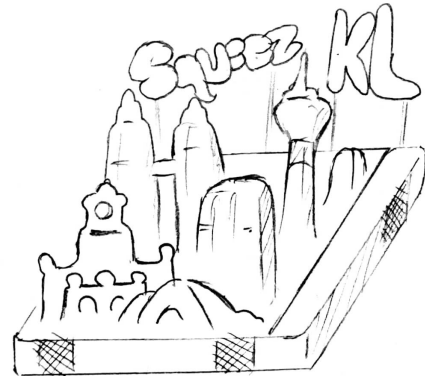


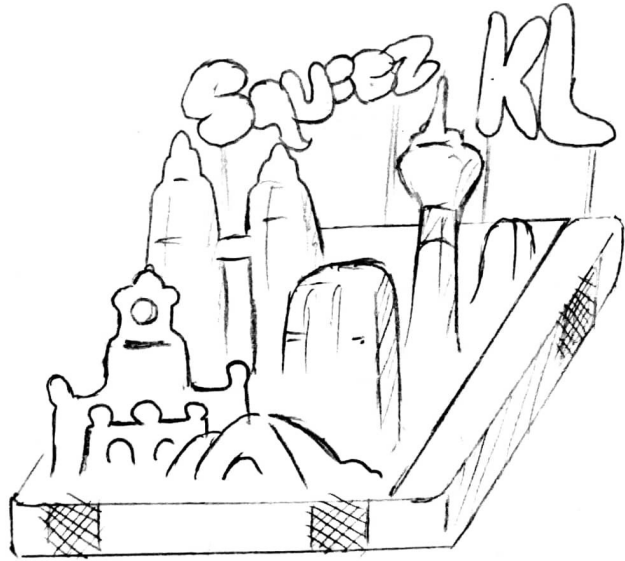
- Buildings will shine brightly
- Searchlight will move on buildings
- An instruction kit beside the miniature city to guide the audience

How to play?

The player gets to do whatever they want to the city

(eg. squeeze, stretch, pull, punch)



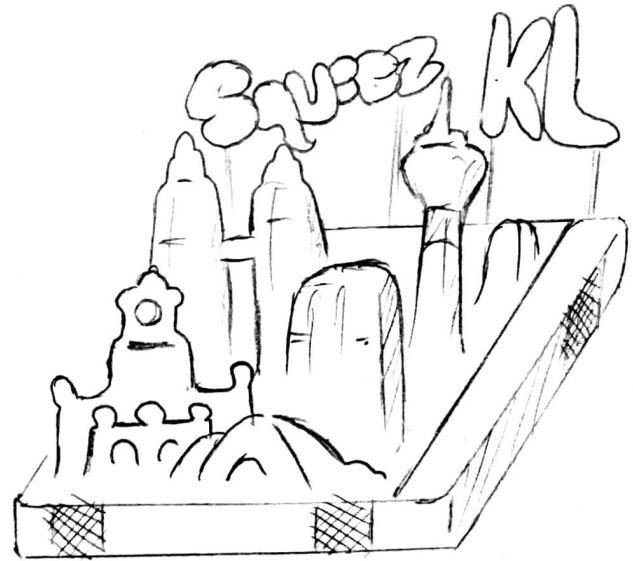


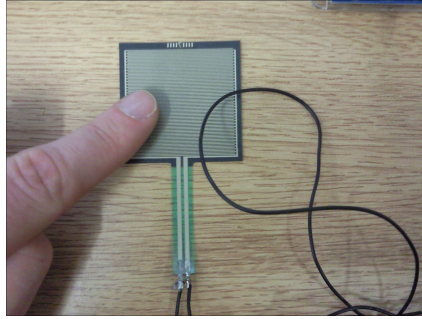
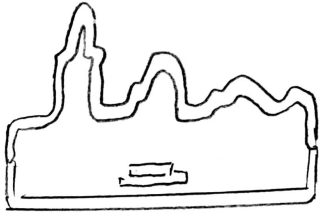
When you interact with the city's monuments:

- a music note will play
- building lights will blink
- sign board will slowly get charge

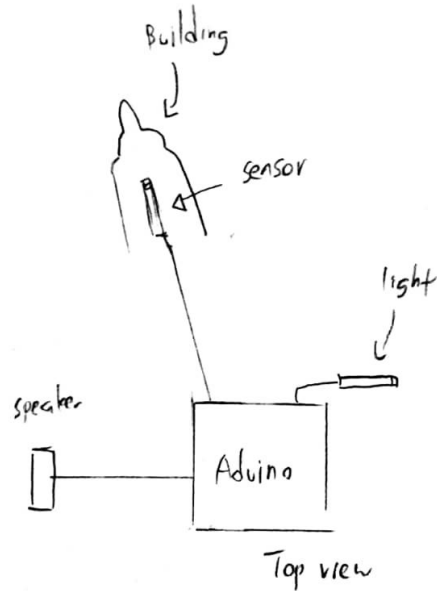
Once the sign board charges,
the mini-city will play with it's
lights as celebration

(eg. light flickering fast,
searchlight will move fast,
etc)





Side view



Top view

- Use pressure sensor inside building
- Strong light under building
- LED for sign board
- Mini-speakers for sound