A Visual Guide to Building
a Social Scavenger App Game

SOCIAL

SCAVENGER

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This guide covers all features, some of which are not available to everyone. If you see features that are not available under your plan, please reach us and we will help you out: info@socialscavenger.com

For the sake of this guide, we will be using Social Scavenger as the app (so please replace URLs accordingly if you have a White Label version of our product.) Also note all screenshots contained within are using Chrome as the web browser in full screen mode. If you shrink the browser you'll notice the screen is responsive, and things resize to fit smaller devices.

Minimum System Requirements

Browser: The browser is used for building the game and for watching the web stream of the game. Any recent browser will work for editing games, however, old version of Internet Explorer (IE 6 we are talking to you) should not be used for watching the web stream. If the Microsite is experiencing any issues please check your browser before contacting us.

Mobile Devices:
iPhone: iOS7 & iOS8
Android: Kit Kat and Above
Note: While we tested on many (many) Android devices, Social Scavenger requires a modern day phone and updated software. If players experience problems with Android please confirm what OS they are running on and the device prior to reporting it.

Creating a Game: Using the Game Builder

To create a game you must first login to the game builder...and with that, we are off!

Signing-in

You have the option of signing-in through email or syncing with your Facebook or Twitter. Keep in mind when you come back, you'll have to sign in using the same account, or you won't be the administrator for your game.

1. Go to http://app.socialscavenger.com
2. At the top-right corner of the page, click "Sign-in"
3. Sign in using Facebook / Twitter or Email
4. You'll now be taken back to the main page and you'll see a sign-out button and your name to the left
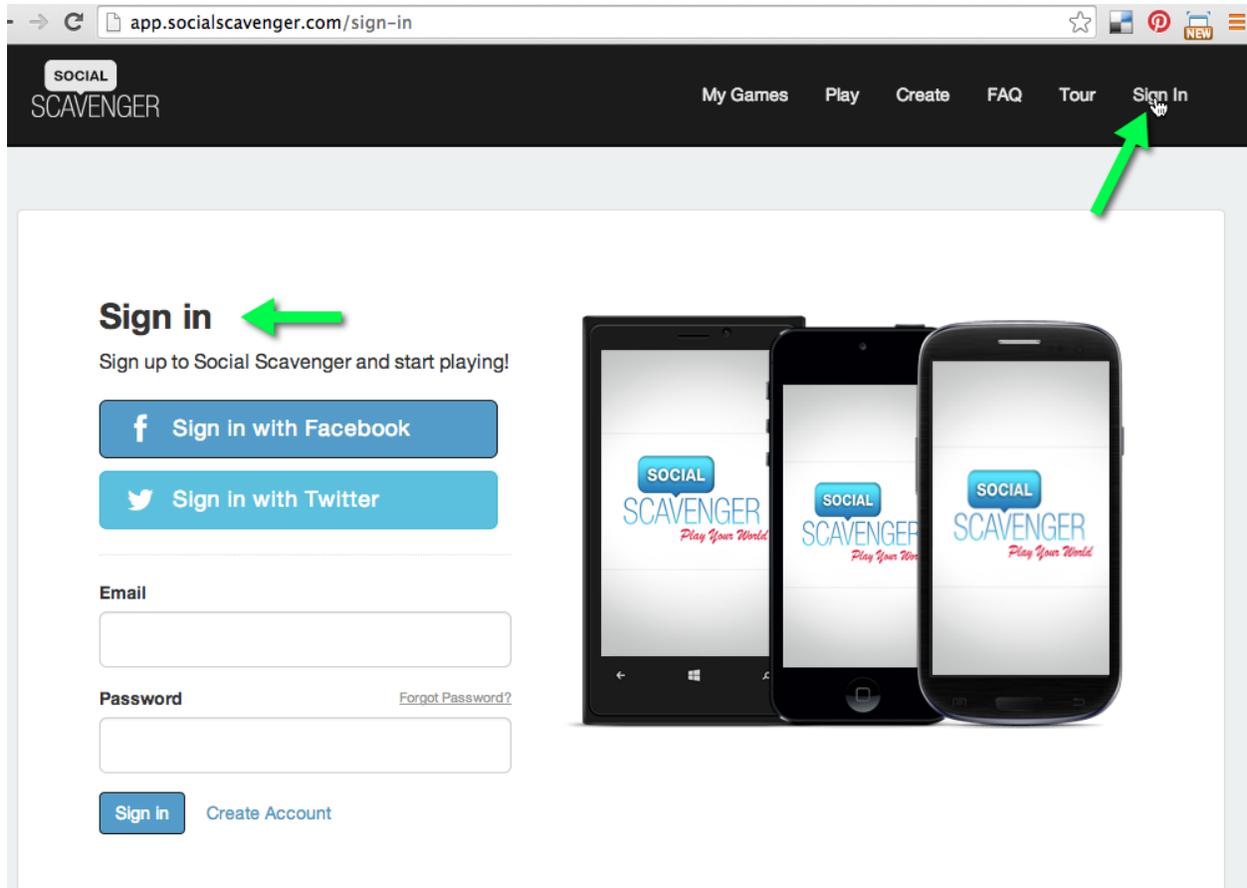
Building your Game - Settings

The settings help you build the shell of your game (title of game, description, etc). These settings can be edited at anytime so don't worry if you make a mistake or want to change something later - you can edit your settings before your game.

1. Click on "My Games" in the top menu
2. Click on the big "Create" button in the middle of the screen
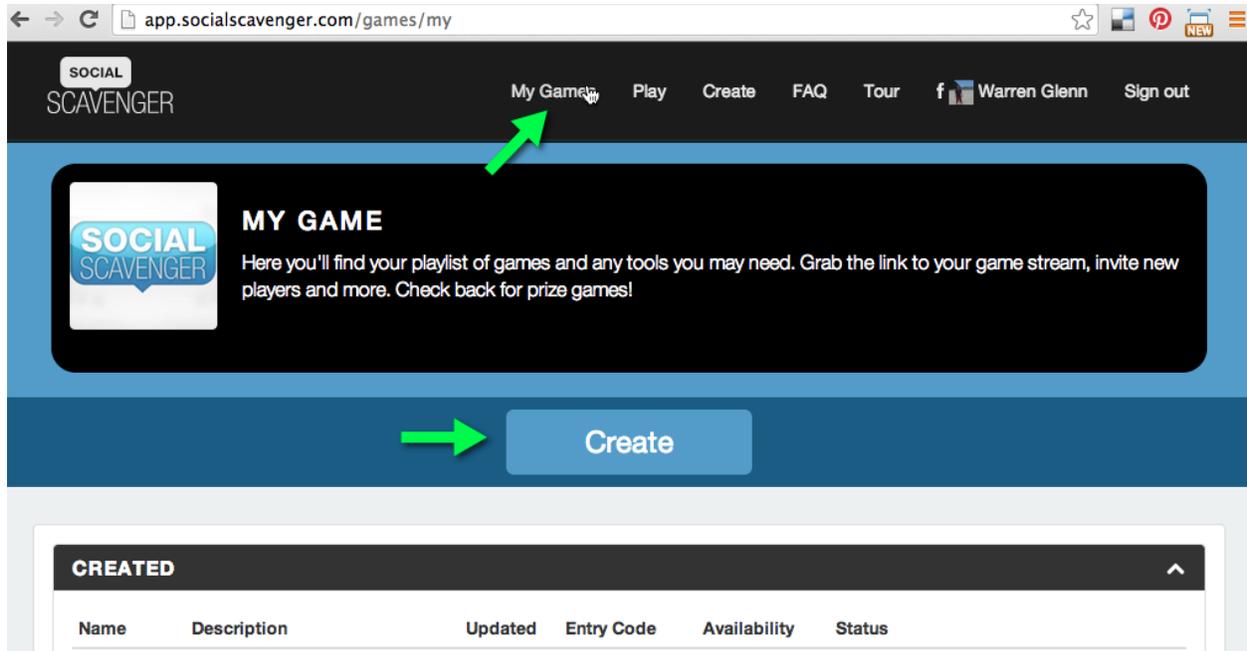
The Setting Options
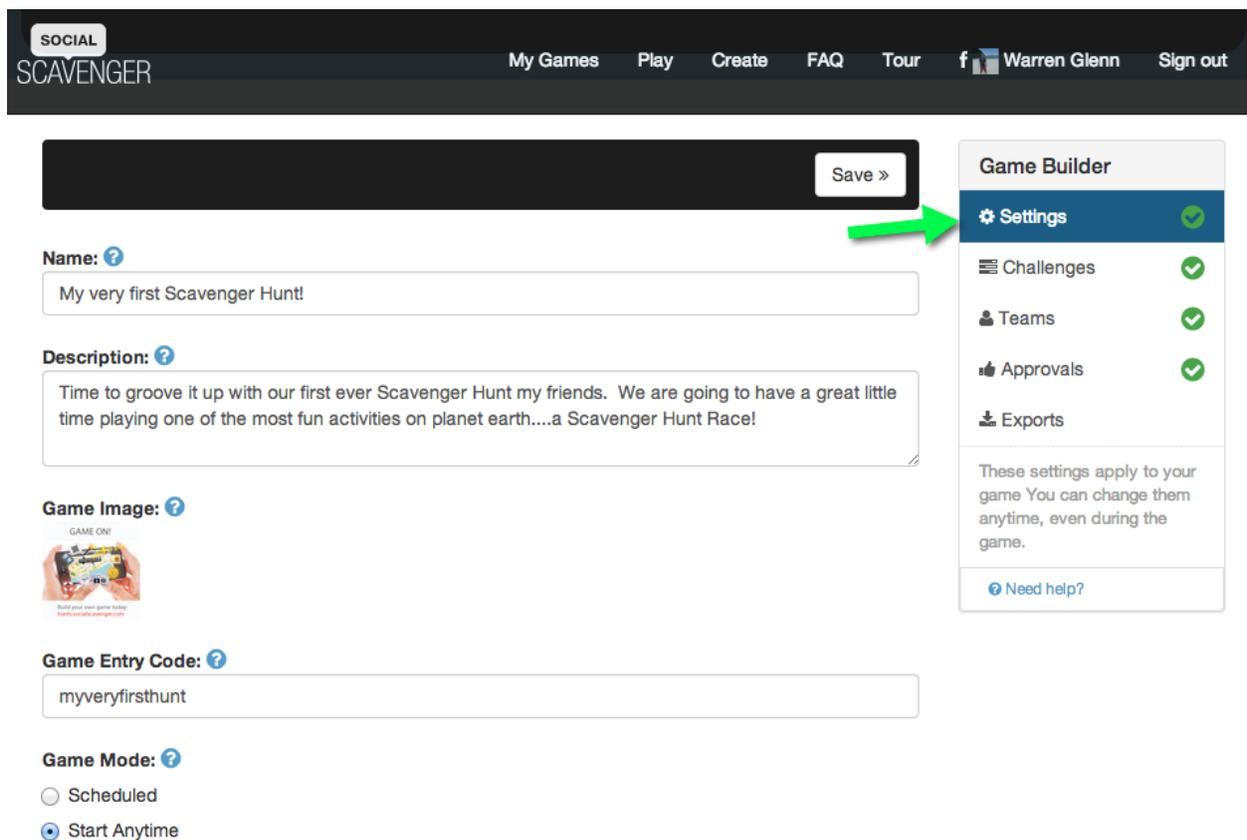
Name

This is your game name as it will appear in the app. Users can find games by searching these keywords.

- Public game names are published to our game directory
- The best game names are short and descriptive
- When someone searches for your game, both the game name and game description are used

Description

When players search for or join the game, you can give them a personalized message to describe the game.

- Only the game owner may set the game description
- The game description can be changed at any time
- When someone searches for your game, both the game name and game description are used
- If you are scheduling your game to start or finish at a certain time you should mention this in the description as challenges will be hidden for players who join early or late

Game Image

Give your game an image. Click the thumbnail to upload a new image.

Important: If you do not see the game image option, don't worry. After you save your settings and go to the Challenges page just return to the settings page and you will see it.

- Game images are visible when users join your game on their mobile device
- The best game images are optimized for display on the phone at 400 by 400 pixels in size

Game Entry Code

Public AND Private games are protected via an entry code to ensure that games are invite only. 'Featured games' do not require passwords.

- Codes are case sensitive
- It is okay to post your game codes on your blog, Facebook or Twitter

Game Mode

Scheduled: If you select 'Scheduled', you will define a start time and end time and all players must start and finish at those times.

Important: You will not be able to see the game challenges until the game starts.

Start Anytime (Default Option): If you select 'Start Anytime', you can still define how long each player or team has to complete the game but they can start anytime and they can see the challenges immediately upon joining the game.

Time to Complete

If you want your game to be played as a race, and yet have someone join at any time, specify how much time each team should be given to complete their challenges. The timer for each team starts ticking when they complete their first challenge.

- Time to complete is always optional. If you leave this field blank, players can start anytime and have no time limits as to when their game ends
- Common settings are '' (blank, meaning no restrictions), '2 hours' or '1 day'

Availability

Featured Games: Are only available to white-label owners and allow you to select games that will appear on the default 'Find Games' menu at anytime. These games are not password protected.

Public Games (Default Option): Public games are NOT visible to anyone except those with the password to join the game. They will show up on the games list when you search and only those with passwords can access the games. Unless you are familiar with our Private games, always select public games.

Unlock Style
Challenges that reside in games that are set to use an OFFLINE unlock style will unlock even when the player is not connected to a network. This means that players can submit non-valid responses in order to get to the next challenge. The ONLINE mode will only unlock challenges that have been successfully submitted (and approved if your moderation settings require you to approve them). You should **only use ONLINE mode if you are moderating your game in real-time and are in a reliable network area.**

- OFFLINE mode is most accommodating as players can advance even when not connected to wifi
- ONLINE mode in conjunction with pre-stream moderation can make unlocking cheat proof if playing a game for high stakes
- When in doubt, select OFFLINE

Unlock by Completing
To make things more fun, you may lock this game until another game is completed.

- Completed at this time means 25% of the challenges inside the other game are completed. White label clients may request to customize this value.
- If you wish to have this game unlocked all the time, set this to 'None'
- You may choose from any game for which you have administrator access
- Players cannot change games while offline

Reviewers
This is used for moderated games. Insert email addresses (one or many, comma separated) to send challenges to for moderation. If multiple reviewers respond to a moderation request, the last decision stands, eg. If Reviewer 1 'accepts' an answer, and then Reviewer 2 'rejects' the answer, the system will have the answer in 'reject' mode. Moderation can be done via email or the moderation panel.

Moderation

Moderation allows you (or a brand) to review submissions before they make it to the 'live stream'. There are several moderation settings, however, note that **at any point you can remove content from your stream.**

None (Default): If you select 'None' as your option, content will go to the live stream as soon as it's submitted. You will not receive emails when submissions are made but will be able to still moderate on the admin panel.

Pre-Stream: If you select 'Pre-Stream' prior to challenges loading to the stream you will have to hit 'Accept'. Only once approved will users receive points for these challenges.

Post-Stream: If you select 'Post-Stream', challenges will be immediately loaded to the live stream and will count for points. However, you will have the option to 'Reject' the challenge, which will remove it from the stream and deduct the appropriate points.

Bonus Points: When you moderate the content you will see the default point value you have chosen, highlighted. At this point you can give more or less points for that particular challenge. This feature is only used by game runners who communicate this in advance and is great for ensuring maximum amount of creativity is used!

Early Submissions

Challenges may be determined to be early if they are submitted before the fixed game start time. You can choose to have them marked as rejected or approved automatically. If you use this setting along with pre or post stream moderation, you have fine tune control of your submissions.
Important note: Challenges will still appear in the stream but will not count for points and will be marked 'early submission'. Rejected challenges (late or early) will appear as rejected and you can always override this manually approving them.

Late Submissions

Challenges are late if they are submitted after the fixed game finish time. You can choose to have them marked as rejected or approved automatically. If you use this setting along with pre or post stream moderation, you have fine tune control of your submissions.

Important note: Challenges submitted late will still appear in the live stream but will not count for points and will be stamped 'late submission' in the stream. As always you can always override this manually one by one.

Share player locations
Players can allow the app to access their location or deny it. Game builders can choose to share that information via 'the stream' with other players, or keep it hidden for whatever reason. As the administrator, if you choose 'Yes, put maps on the stream' you will only see them appear if the user has also granted the app access to their location.

Legal
All players are required to have read, understood and agreed to the terms of use which describes the terms of game play and proper conduct.

- If we could just write 'don't do or encourage other people to do anything stupid, dangerous or illegal', we would (but the lawyers demand more than that)

Confirm
If you are building a game for Commercial Purposes you need to contact us to obtain pricing and pay for your game. Commercial Purposes means anything that is not purely personal. Example:

- Non-Commercial: Birthday party
- Commercial: Team building activities

Contact us at info@socialscavenger.com to get into your commercial game.

SAVE
Hit the save button to move on. If you have missed any mandatory fields you will be required to fill them in before moving on. You can change your settings at any time before the game.

Building your Game - Challenges
Challenges are the actual tasks, activities, or challenges you get your players to do. This is the meat of your game. Here we will take you through the MANY options for building out your game. You can mix and match to create your own unique style of game. Have fun!

Default Challenges?
When you first build a game you might notice some template challenges already created. What the heck? We aren't able to read your mind, but there are two options here:

a. Your admin site pre-populates some challenges just to give you ideas
b. You have 'cloned' a previous game and you can see all of the challenges again. More on cloning later.

To delete the challenges just click edit and hit the 'x' in the top right of each challenge. Do not try to edit the images, if you want a new challenge - create a new one.
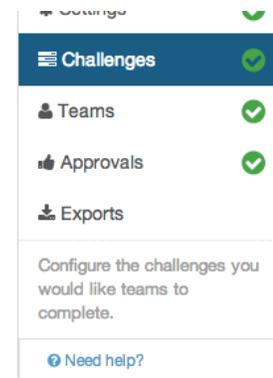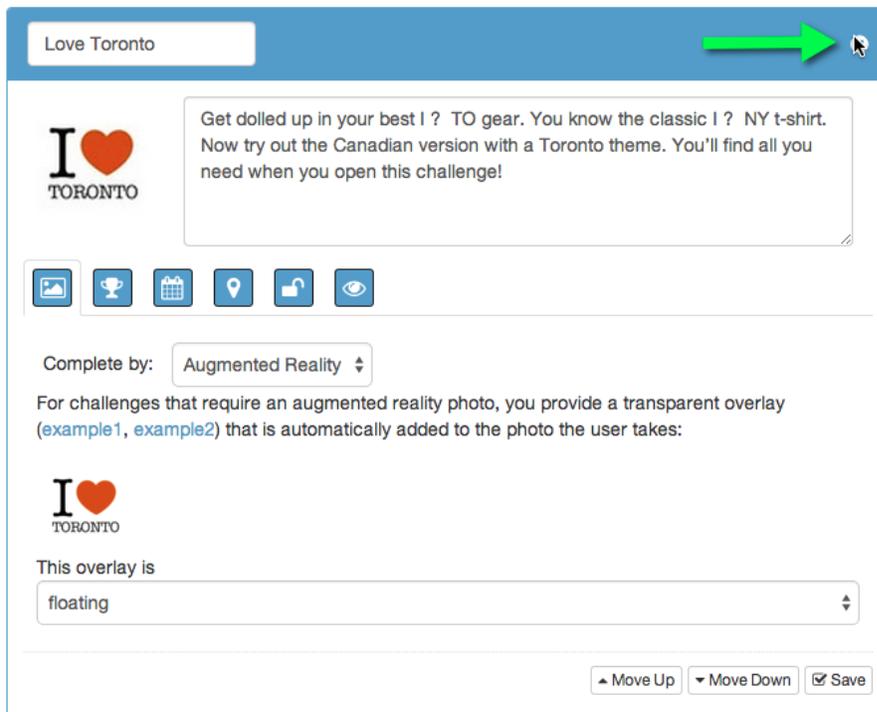
Create a new Challenge:

Click 'Add New Challenge'. Now we'll go through the options for your challenge.
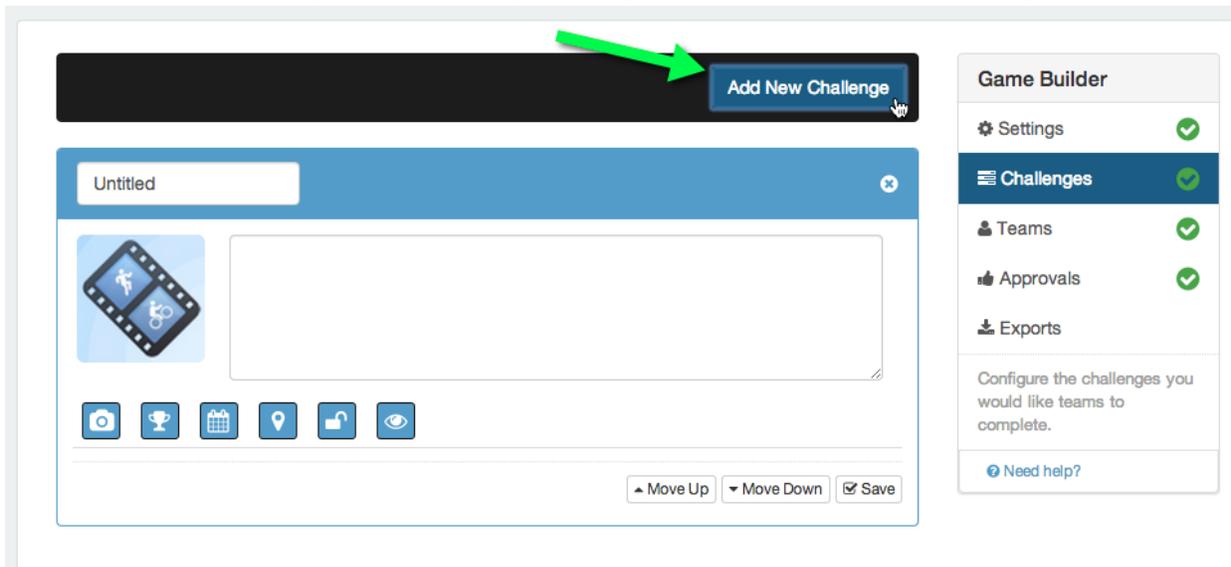
Name and Description

Every challenge MUST have a name and a description. While you can save it without one, it can mess up your game. So include it. In the description, give people any tips they would need to

know (eg, make sure your video answer is maximum 18 seconds).
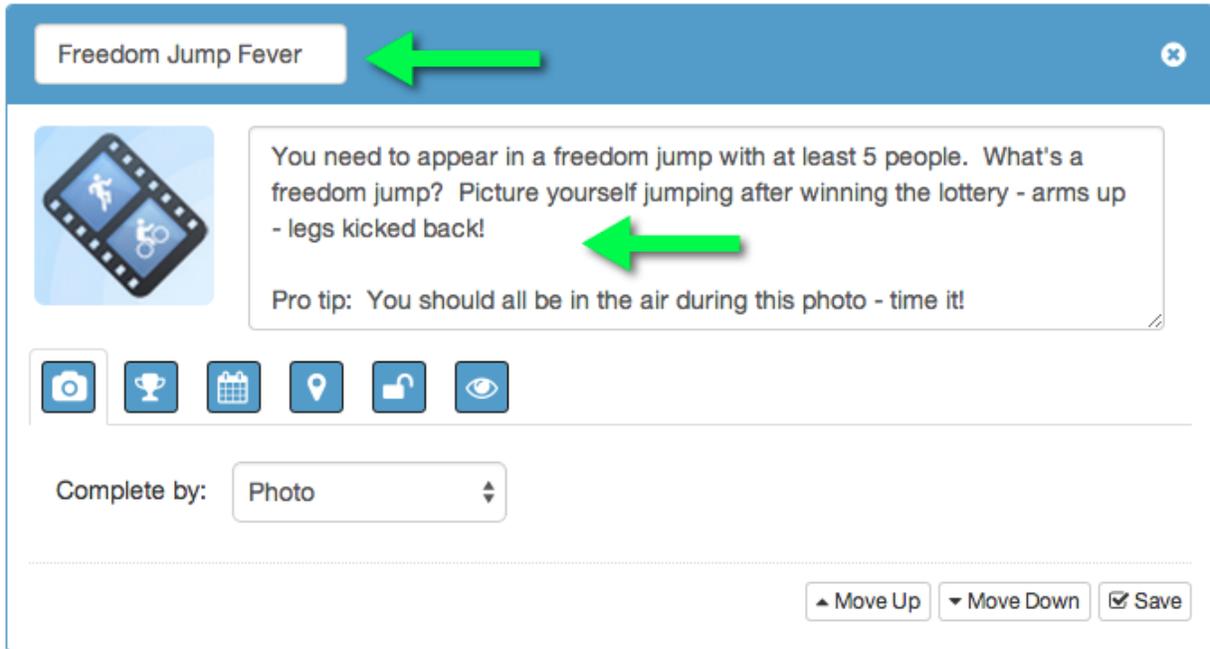
Formatting Challenges / Creating Breaks

In order to create spaces that show up in the app, you must include html 'breaks'. To do that you'll put </br> instead of just hitting the return key. Look at you, you're coding! Nice work. See how easy is that? In the below example we have created two spaces (carriage returns).
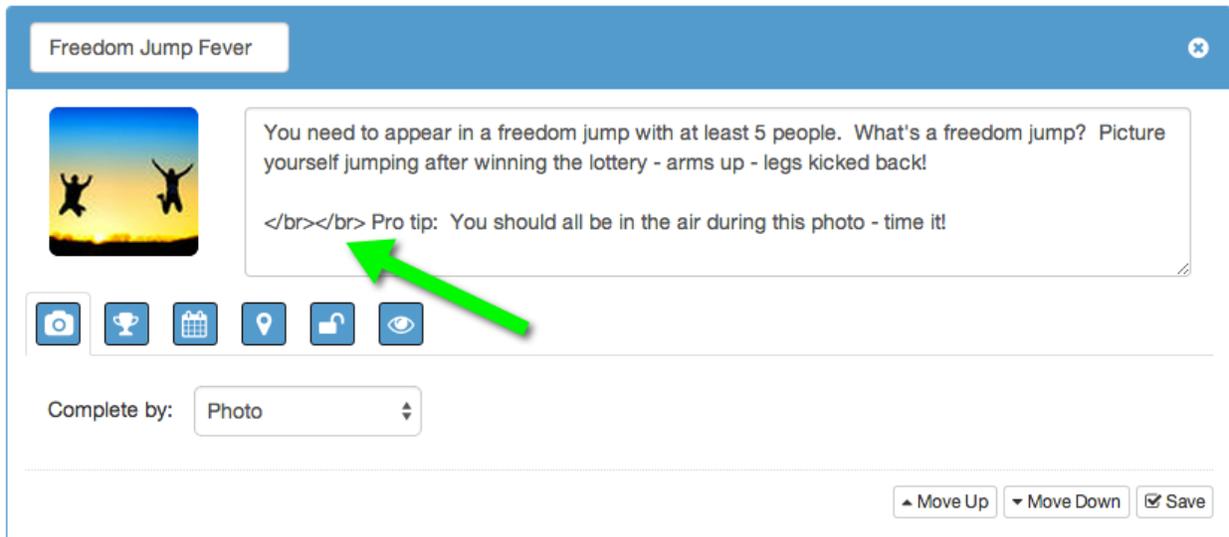
Add an Image

The default image that will appear on your challenge, appears under the description. But games look way better when you use custom images. To do this, click on the image and upload a new one.
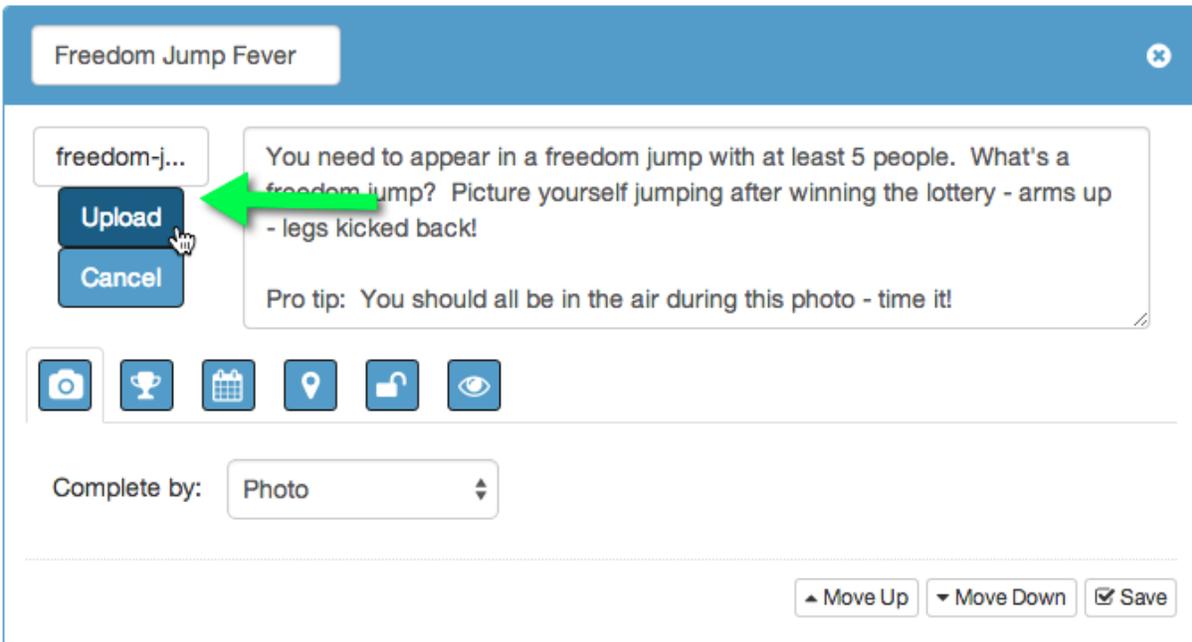
Once your image is loaded, you can see it in the builder, and in the app (on both the challenge menu screen and the challenge detail screen - see below).
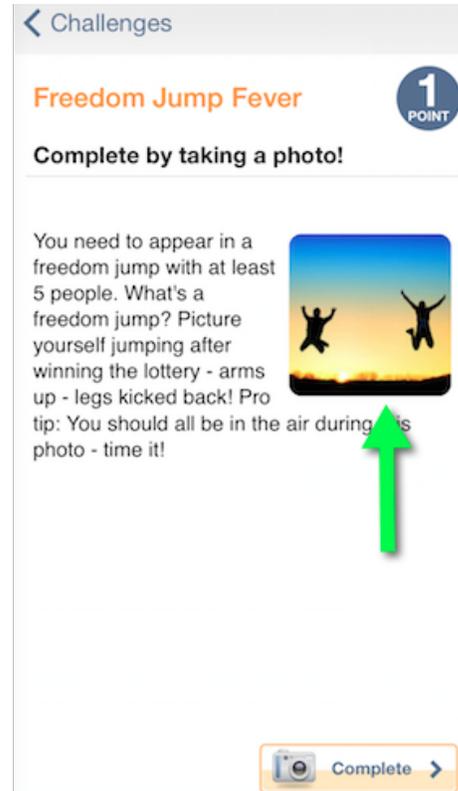
Choose your Challenge Type

Okay - you have a title, a description and an image. Now what are people doing? There are six types of challenges to choose from in Social Scavenger's game builder. These can be further altered a little bit later with features like 'locking'.
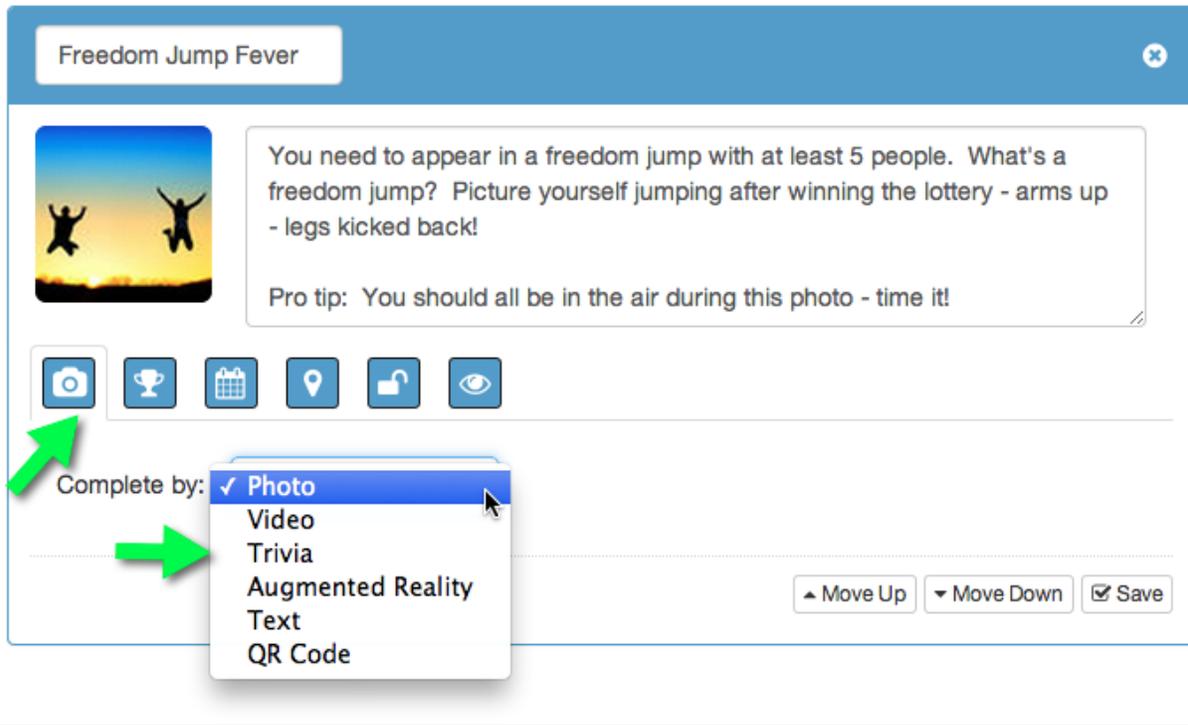
Selecting a Challenge Type
Lots of challenge types to choose from. Each challenge in their own way, engages with the user. It's up to you to decide how. What is very important to note is that **users do not need any other app to complete anything**. For example, if you create a QR Code challenge, when the user goes to 'complete' that challenge, the app already has a QR reader built in. So no need for any other app.

1. Photo
Popular and straight-forward. Users are asked to take a photo or choose one from their camera roll. Some Scavenger Hunts are in fact entirely based on photos. At Social Scavenger that's tip of the iceberg stuff.

2. Video
Again, pretty straight forward. A few caveats. Long videos are boring. We've implemented a 30 second max rule on Android (coming later on iPhone) which, you as the game maker, should disclose in the description. White Label clients have the opportunity to change this setting.

Always gives tips in the challenge letting users know, i.e.:

"VIDEO TIP: Your video should not exceed 30 seconds".

Actually, we recommend you say more like 15 seconds...creativity comes in short bursts.

3. Trivia

Trivia challenges work like this: you ask a question. You input the acceptable answers. Players get one attempt to answer. Users are locked in after the first submission (the reason for this is otherwise they'd always get it right...eventually.)

You can accept as many 'correct' answers as you want simply by typing them in the answer box separated by commas.

Tip: Do not include spaces after the commas or your answer will be looking for a leading space. ex: if the corresponding answer value was 'correct' you might do this: (correct,corect,corrrect) not this: (correct, corect, correct)

Trivia Type A: Simple Question Answer
Example:
Question: What is New York City's nickname?

In the answer section you might include: The Big Apple,Big Apple

Trivia Type B: Multiple Choice
Example:
Question: What is New York City's nickname?

a. The Big Apple
b. Bright Lights Big City
c. The City that Never Sleeps
d. The Home of Rock and Roll

Answer: The Big Apple,a,a),bigapple,thebigapple,big apple

In the screenshot below, you can see previously mentioned "break" concept being put into use.

If you're interested in learning more about the Trivia feature, read more about it in our blog post:
http://blog.socialscavenger.com/mobile-engagement-with-trivia-not-just-a-series-of-questions/

4. Augmented Reality
It's magic! No, it's just Augmented Reality. But a great way to get people out of their comfort zone is to use silly things like masks, frames, fun hair or branding. Augmented Reality means when a user goes to take a photo they will see a 'sticker' on the screen. This could be anything. For example, let's say a flying fist. They can now move the flying fist onto a friend's face and snap the photo. The result will be a photo that includes the AR (flying fist) right in the picture. See flying fist example below.

Creating the Challenge:
Note: If you can't create a transparent .png on a specific canvas size, talk to somebody who understands photoshop or give us a call. We'll fly with you.

Creating an AR image: An AR photo must be a transparent .png on a canvas of 640 x 860. It should be no bigger than 200kb, but ideally around 50kb.

Step 1: Challenge Details. Add all the typical details like, descriptions, images etc.

Step 2: Select Type: Augmented Reality. Once you do this you will see a new box below that prompts you to load up a photo. Click on it and 'select' file. This where you'll load up your transparent .png.

Floating vs. Fullscreen. If you select "fullscreen" the user will NOT be able to move, twist and resize the Augmented Reality element. This is good if you want to lock the size of your AR or include branding within it that you don't want moved.
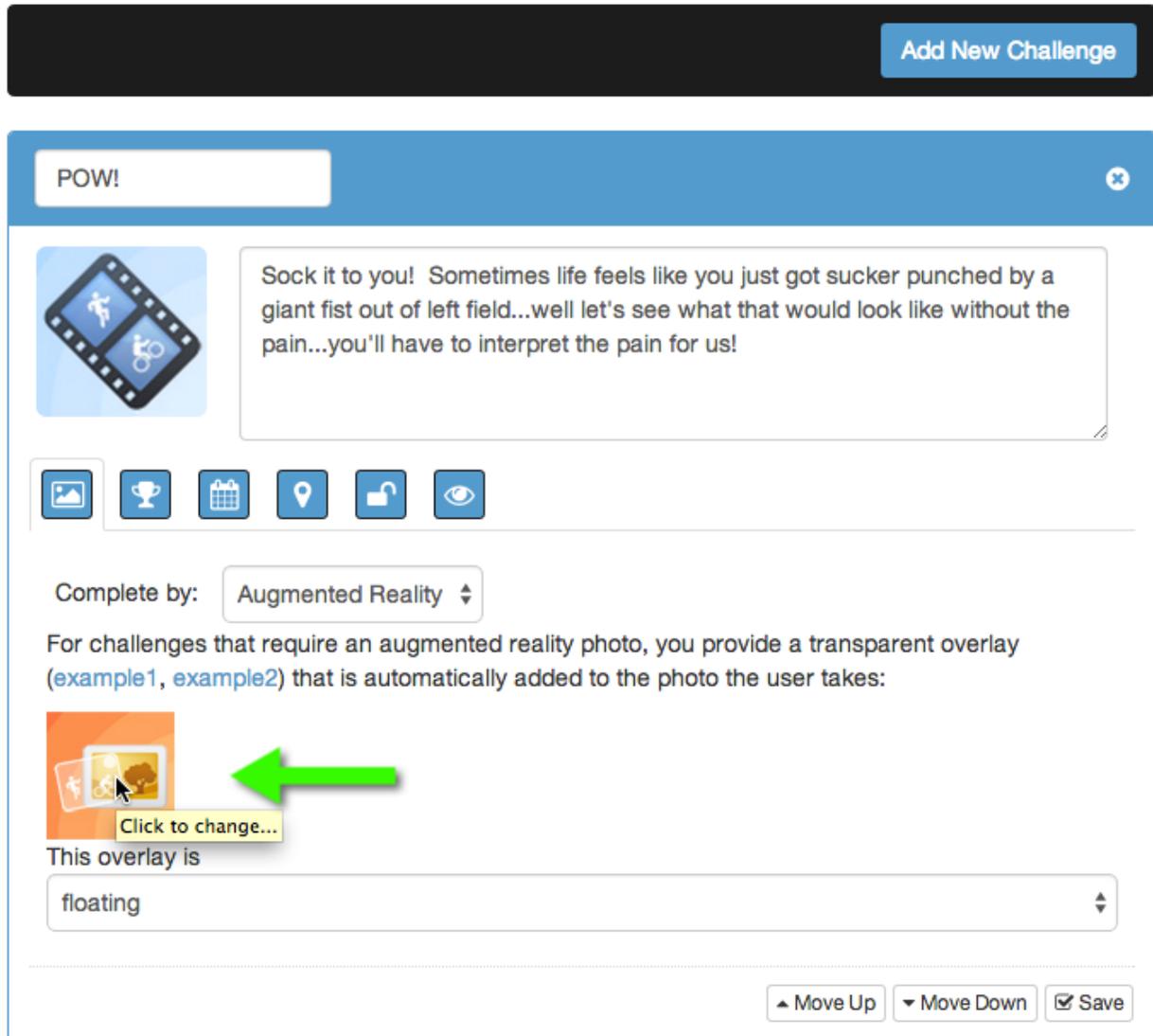
Once you have successfully loaded up your AR item, you'll see it previewed. (It might look cut off on the admin screen but it's not - just test it out on the app and you'll see).

POW!

Sock it to you! Sometimes life feels like you just got sucker punched by a giant fist out of left field...well let's see what that would look like without the pain...you'll have to interpret the pain for us!

Complete by: Augmented Reality

For challenges that require an augmented reality photo, you provide a transparent overlay (example1, example2) that is automatically added to the photo the user takes:

This overlay is

floating

▲ Move Up   ▼ Move Down   ☑ Save

20

Dad Takes and old school "POW" to the chin! Ouch!

Requirements: An AR photo must be a transparent .png on a canvas of 640 x 860. It should be no bigger than 200kb, but ideally around 50kb. The bigger it is, the slower to download game and open the challenge.

Check out the following blog post for more on AR Hunts:
http://blog.socialscavenger.com/a-ferris-buellers-day-off-augmented-reality-scavenger-hunt

5. Text
For a text challenge you are letting people provide free form answers. This could be a poem, sonnet, great expression or who knows what. The idea here is to let people be creative and not set the 'right answer'. When you go to approve content this is a great time to use the flexible 'bonus points' feature. Sometimes you might not even judge these until after your game. That's it.

6. QR Code
Nerd alert...nerd alert! No, actually these are super handy if you want to ensure somebody is present to a very specific location with your QR code. A QR code looks like a bar code. When a

user hits to complete the challenge, a camera-like screen will open, but is really a unique QR capturing camera. A user will simply 'scan' the QR code by putting the QR code in the camera viewer until they are given the success message (normally a fraction of a second).

These are great for conventions, engaging local business', trade shows, hidden challenges for treasure hunts, scavenger hunts etc. You are ensuring somebody got somewhere, because the challenge isn't completed until they successfully scan your QR Code.

How to do it? You select a 'QR code' challenge under the Complete by tab, and POOF - you'll be given a link to download your QR Code. Now print your code off and hide it wherever you want. You could put it in multiple places (eg, at a location that houses your products), but once it's scanned, the challenge is complete. See the screenshot below to see what QR code looks like.

Fun tip: You can choose to 'lock' other challenges to people completing a QR challenge to ensure they are in a specific area, and not completing challenges from home. Say you challenge people to find your QR code at a local costume store, it might unlock an AR challenge that lets pose in an amazing wig you can't find anywhere.

Note: If people scan your QR code with a regular QR code scanner, nothing will happen. Trust us, we've seen people attempt to. But our app only reads Social Scavenger QR Codes, making it completely unique. When you tap "complete" for a challenge, your phone becomes a QR scanner.

Add New Challenge

Hidden QR Tree ⊗

Can you find me? I'm hidden in the Grand Room of the Conference Center, in the North East corner...check for a statue of your favourite president and go from there...i'm not far away, leave no 'stone' unturned.

Complete by: QR Code ⬍

Download the QR code image.

▲ Move Up ▼ Move Down ☑ Save

If you're still feeling uneasy about QR Codes, we talk about it a little more in depth in our blog: http://blog.socialscavenger.com/unlock-your-games-potential-through-qr-codes/

Challenge Location

If you want your challenge to take place in a particular location, select the location icon. Under "Completion Location", you can input the location of your choice through the search bar, which will then appear on the map. Remember, users must turn on their GPS in order to fulfill this challenge, and don't forget to enable Social Scavenger under settings to access your location.

Note: Simply selecting a location **will not lock the challenge to this GPS location**. It will be used for informational purposes only.

Tip: You can search major intersections, city name, street name and landmarks in the search bar.

Challenge Lock
You have the option to add customizable locks to your challenge. These must be completed in order to move on to the next challenge. There are several options beside "Lock by" where you can select one of the following:
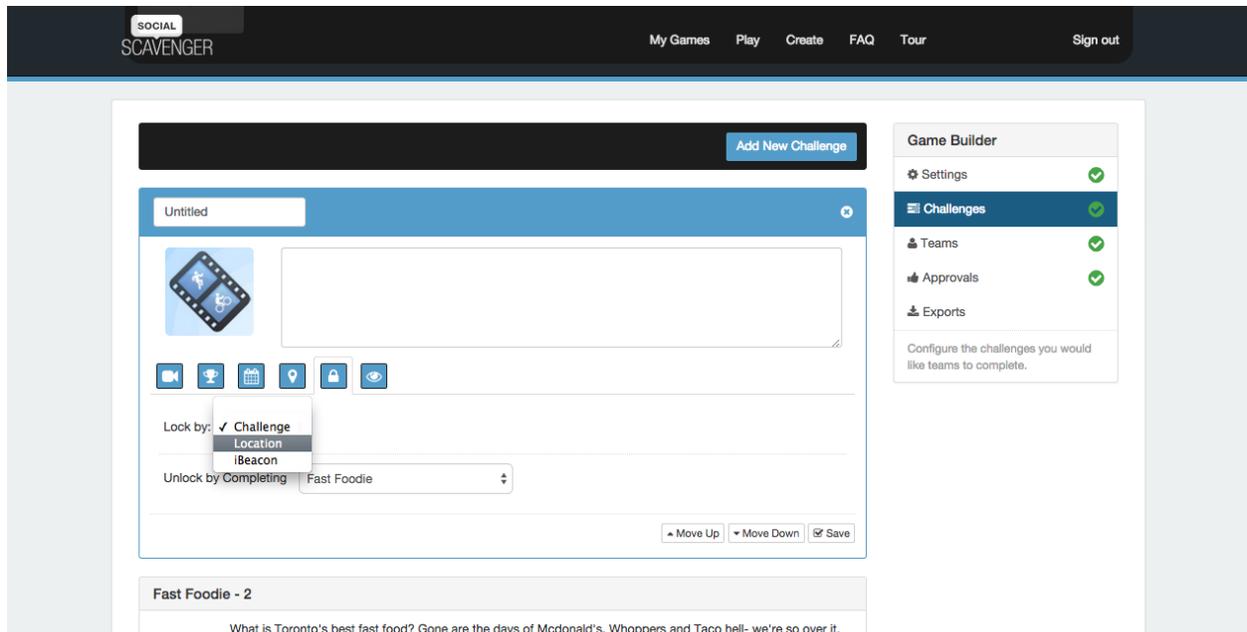
Challenge: Users will be able to move on to the next challenge, when they complete a set prerequisite challenge. When you select "Challenge", you can choose another challenge in your game. Users must complete that challenge to gain access to this one. Make sense?

Location: When you have set the location of your game, users must be in the area to gain access to this challenge. Turn on GPS for the app to track your whereabouts.

iBeacon: Using a form of Bluetooth technology, users are challenged to find the Beacon (a small transmitter). The Beacon can be in constant motion, or remain at one fixed place. Once in range of the Beacon, the challenge will be completed and the user can move onto the next one.

Tip: You can lock a challenge with the Beacon. Let your user be in range of the Beacon to move on to the next challenge. Let them unlock coupons or codes of your product/brand.

Let's say you change your mind and you don't want your challenge to be locked after all. Don't fret, just go back to the "Locked by" tab and select the blank option.

Hiding Submissions
Let say you don't want users to see posted submissions on the Live Stream. This is where the last eyeball icon comes to play. Check the tab to the red "Hide", and anything that your users will post will only be seen by moderators first. This is ideal if you want to filter all the content before the public can view them.
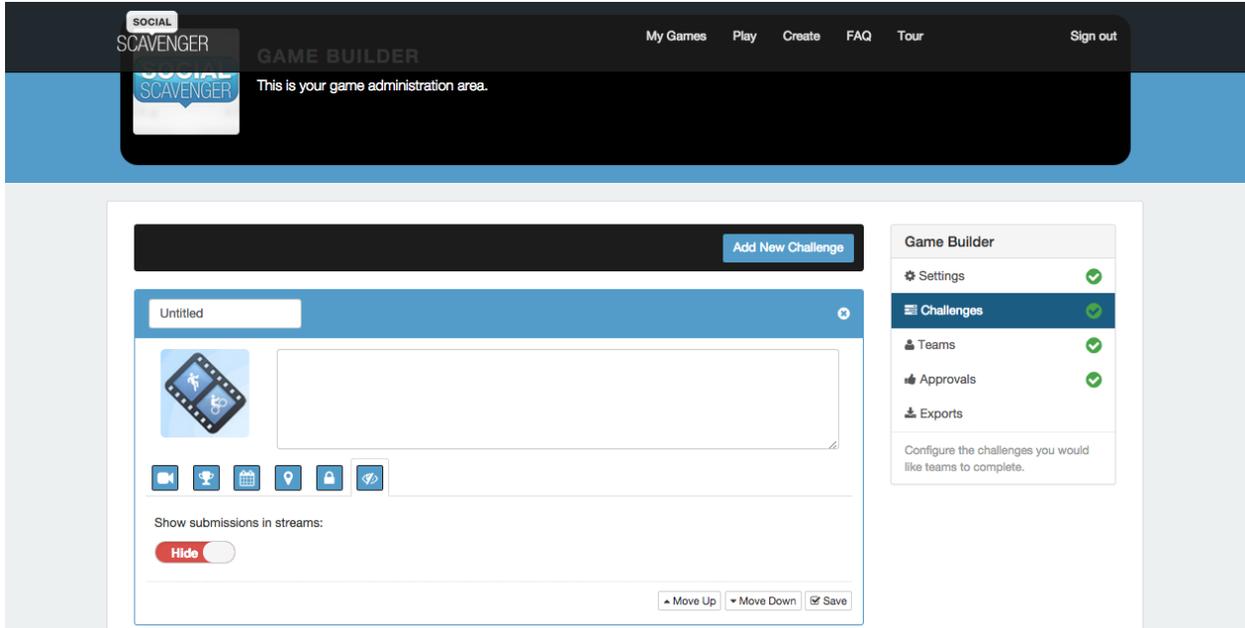
Teams

As game administrator you have the option to manage teams.
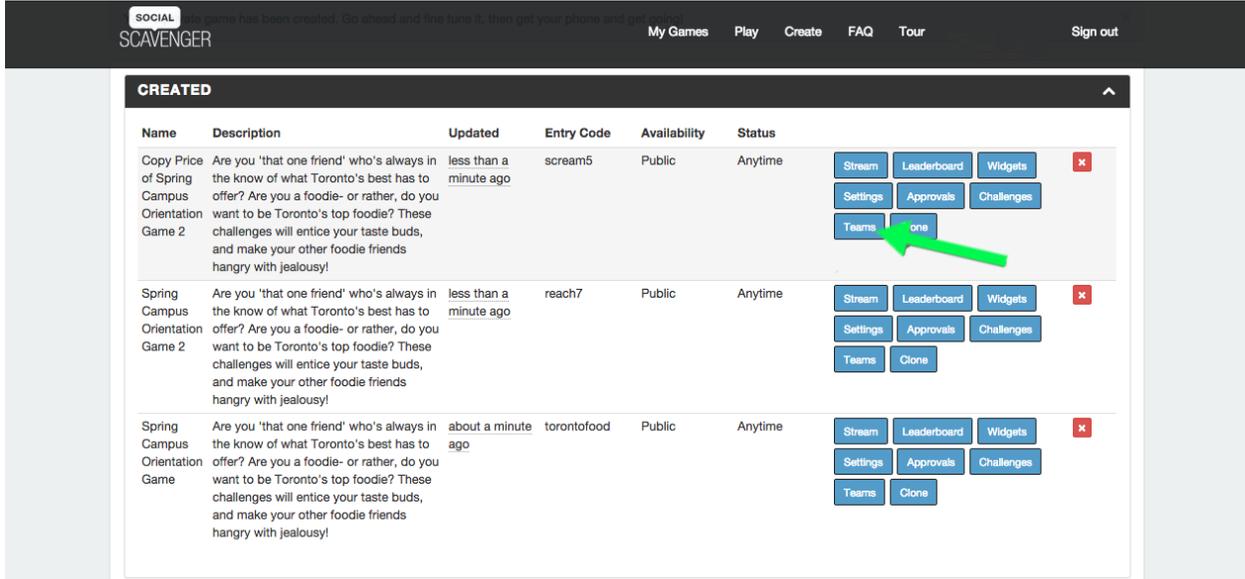
Adding Team Members through email

Click "Add Team" and invite participants by adding their email. Keep in mind they will still need to download the Social Scavenger app on their smartphone to play your game. The easiest way to do this, however, is by adding teams directly from the Phone.

Banning People
For those who have misconducted in your game, you can ban players by selecting their name on the right column under "Banned". This will restrict them from participating in your game.

Administrators
You may authorize other members as administrators. Choose wisely as these selected players will be granted full access to your settings.

Communication Blast
Do you want to let your players in on a secret hint? Entice them with a new prize at the end? The communication blast will allow you to send a mass message to your players.

Under **Method***,* you have the option of *Push Notification* or *Email*.
Push Notification will send your message as a popup message on your player's smartphone. Note: this is not available to everyone.

Using the Live Stream

We are all curious creatures, wouldn't you say? The Live Stream is a highlight reel of all approved submissions. A place of gathering for users to check out their own submissions and the progress of other users. A way to automate your content marketing.

To access the stream, go to "My Games", and click on the "Stream" button. This stream will contain all completed challenges that may be viewed by the public.

Users can also view all approved and posted submissions on app through their smart phone, tablet, or computer. They can access this by tapping "Live Stream" on the main menu. If your users synced their social media with the app, they can also share submissions on their wall and make comments with friends and family.

Move your stream anywhere.
Using the 'widgets' button on the My Games page you will see that the option to copy and paste your stream onto any website or blog exists! Now you can push people back to your own websites to watch the action, market a product etc.

TIP: All challenges submissions are viewable in the Stream, but make sure to turn OFF this feature for all *Trivia Challenges*. What sense would it be to publicly show the answer on an open stream for others to see?

Controlling Who Can See What Submissions

All approved content will land on the Live Stream. Depending on which moderation option (pre-stream, post-stream, or none), you can approve/reject submissions or directly message users.

Note: If you do NOT set game to be 'Post Stream' or 'Pre Stream' under Moderation, the Approvals Section will not let you remove content from the Live Stream. You may change the settings afterwards, but it's recommended that you set your Moderations to either 'Post' or 'Pre'.

Live stream shows all the 'approved' content from your game.

How can you access the Live Stream? Through your Game Builder under My Games, click the "Stream" tab.
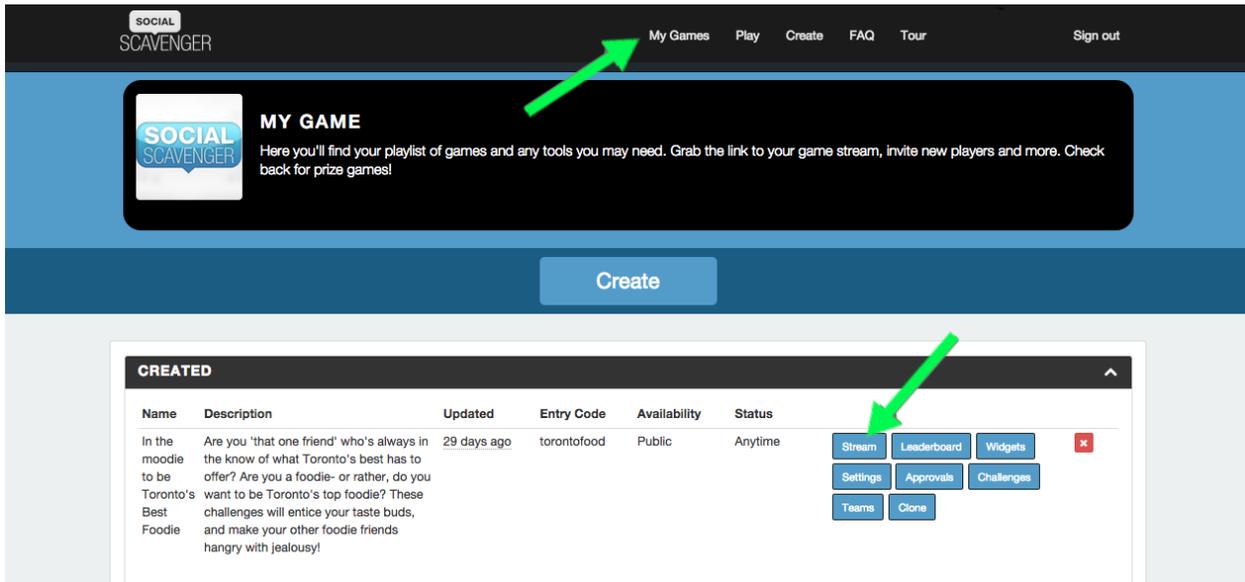
So who can access the Live Stream? Anyone with your game code.

Where can users access it? In the app
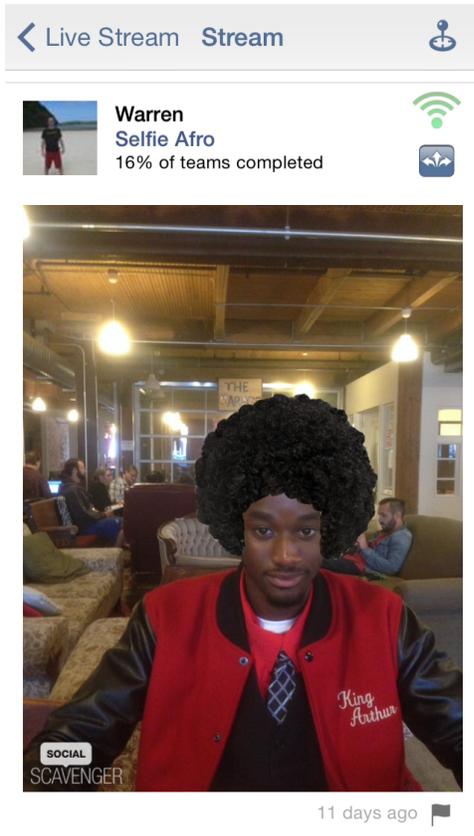
Where else can users access the Live Stream?
    a. You can provide users with a link to the stream. Just copy and paste this link.
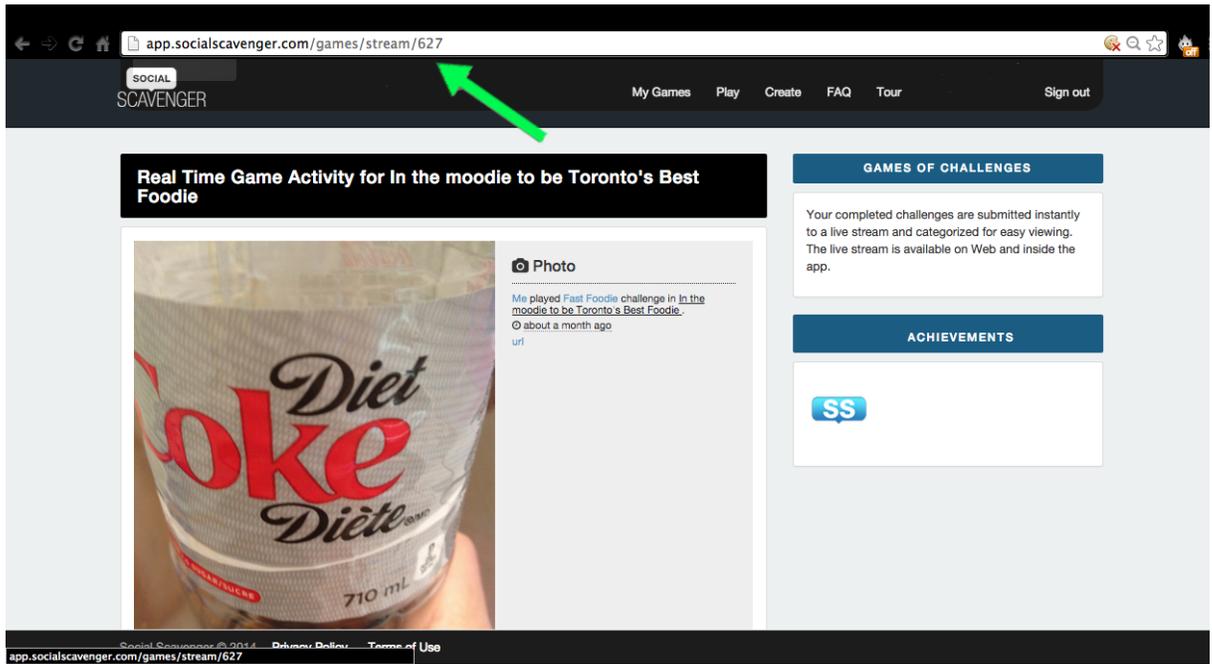
    b. You can use our Widgets to embed the stream on your own website, blog, social page etc. *Why?* Easier to drive users to your own properties to watch the action. To access the embed link go to My Games>Widgets.

So what's the difference between: Pre Stream, Post Stream, and None?
Head over to our blog where we go over the difference between **Pre and Post Stream**, and how to make the best use of these features:
http://blog.socialscavenger.com/how-to-moderate-your-campaign-content-all-in-one/

None

If you've selected "None" then there will be no option to approve submissions on your Live Stream and will be posted directly. You will have the option to delete submissions even if you choose to not moderate.

If you don't want submissions to be shown on the Stream, remember you can also turn off that option under Challenge Edits.

Again Note: If you do NOT set game to be 'Post Stream' or 'Pre Stream' under Moderation, the Approvals Section will not let you remove content from the Live Stream.

Clone My Game

If you are running many simultaneous games with us, for example like a *University Campus Orientation Program*, we know it's a pain in the butt to keep setting up the same game multiple times. So we've created this awesome little Clone button. You can only clone a game once, but you can always clone the clone. Confused yet? Sorry - it's easy once we step through it.

Example: We created a game called: Spring Campus Orientation Game. We know we are going to run this game five times. So we go to My Games and hit the "Clone" button for that game. It will give it a unique name. So now you might rename it Spring Campus Orientation Game 2 (to help you keep track).

Now to create another clone you'll have to hit the clone button on that new game (Game 2). If you hit clone on the original you will get an error telling you the game cannot be cloned again.

Leaderboard

Similar to the Stream, there is a dedicated Leaderboard. This is often used on the big screen at the 'end' point of a scavenger hunt. A fun way to see how people tallied up. Also fun for mid-points of games, after the game or for multi-day games. Users can always see the Leaderboard on the app - but this is a great option to display for non-players to join in on the fun too.

Widgets

This section allows you to move the Live Stream and Leaderboard anywhere you want. Much like if you go to Youtube and copy the 'embed' code, you can now promote your Leaderboard or Stream wherever you please. Most commonly this will be back on your own website or blog where you will be driving traffic to watch the fun. You can customize it so it's viewable by the whole world, or just your players.

All widgets are responsive, try changing the width of the iframe. Preview different sizes by resizing your browser window while viewing this page.

1. The stream widget

```
<iframe src='http://app.socialscavenger.com/games/stream/627?widget=true' scrolling='yes' horizontalscrolling='no' verticalscrolling='yes' width='100%' height='500' style='margin: 0;padding: 0;border: none;' frameBorder='0' ></iframe >
```
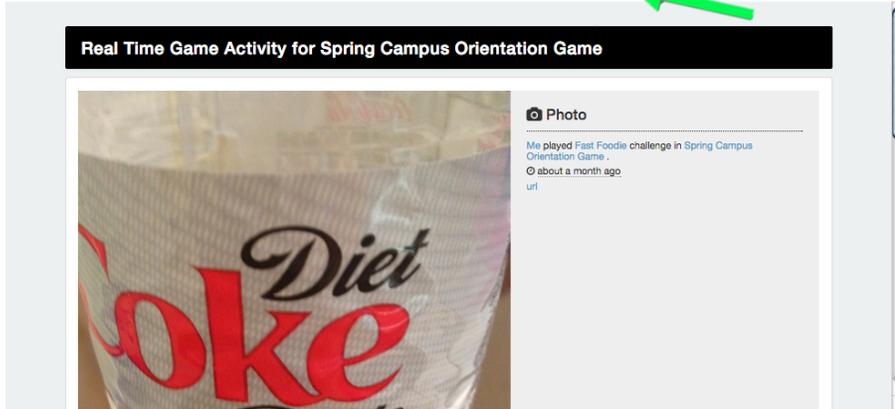

2. The leaderboard widget

Export

We'll wrap up a nice little package containing all submission content just for you. Click the "Export" button and a .zip file will begin downloading. Once you receive the .zip, double click it and it should open up a file containing all the precious files media files and stats on who completed what challenges.

Our guide always evolving as get new questions and add new features. Should you have any more questions, shoot us an email at: info@socialscavenger.com.

You can also check out our blog: http://www.blog.socialscavenger.com where we post weekly updates on how to enhance your game, nitty-gritty how to's, inspiring ideas and other ways to customize your ultimate mobile challenge.