

welcome to

CAMP FURBISH

An educational and gamified immersive experience



OUR TEAM



LUCAS HOOD

Creative
Director



MIU NAKATA

Writer



**ZACHARY
HARPER**

Interactive
Designer



HINGIS CHANG

Multimedia
Artist



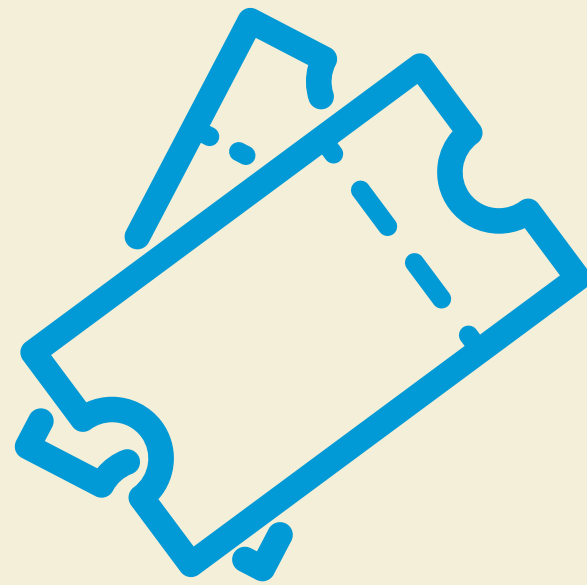
**WENDY
CHUANG**

Developer



AUDIENCE

Primary Audience



DTW Conference
Attendees

Secondary Audience



Dell Technologies
team members

AUDIENCE VALUE MAP

Functional wants & needs

- Have the options to attend on-site and remotely
- Accessibility to information
- Have the choice of how much they want to engage
- Learn more about Dell's efforts in sustainability
- Have fun
- Connect with other attendees
- Relax and chill out
- Feeling their own identity with Dell
- Sharable experience on social media

Pains

- Too much information need to digest
- unaware of Dell's environmental efforts
- Lose the motivation to engage and learn
- Lost the direction and guidance
- Can't attend in person and afraid to miss the chance to experience

Gains

- More understanding about Dell's brand and its efforts in sustainability
- stronger sense of belonging as Dell's employees/partners
- Fun experience/memories
- Have chance to relax and chill during the conference
- Postcards and coupons as rewards

Motivations

- Gamification
- Connection with Dell
- Eager to learn about Dell
- Opportunity to relax and take rest
- Badge and reward system
- Share and exposed on social media

Purpose

- Educate and promote Dell's efforts in sustainability
- Encourage attendee to walk around the venue
- Create eco-friendly branding and attendees' loyalty towards Dell
- Strengthen Dell's community bonding
- Inspire Dell's team members to represent brand with pride

Pain Relief

- Gamify the experience
- Combine digital platform(i.g. AR, App) and physical space so that attendees can have on-site or at-home experience
- Engaging story to make learning more interesting
- Cute and vivid cartoon characters to guide and present the story
- Clear map and user flow
- Lounge so that attendee can have chance to take rest

Gains

- Stronger identity as Dell's employees/partners
- Better understanding in Dell's efforts in sustainability
- Higher engagement in DTW conference

Products & Services

- Email invitation
- AR Fishing game in DTW app that make good use of physical space and provide on-site and at-home options
- Camp Furbish sign for attendee to take photos and share it on social media
- Re-claim River that attendees can watch the random animations on the river and participate in the fishing experience with their phone
- Re-Fresh Lounge that attendees can sit at the picnic tables and network, sit in the comfortable lounge seats and relax, and charge devices before next meeting
- Re-Inspire Bullentin that attendees can see the different posts on socialmedia about Camp Furbish and share their own post with the hashtag and see it on the screen
- Crafting activity that attendees can put together their own craft, and share their craft on social media and connect with the Dell brand
- S'more and signature drink
 - Postcards to take home
 - Coupons

- **Busy Schedule**
- **Information Everywhere**
- **Want to learn and champion their company**

STORY

Camp Furbish

was founded after **Ozzy the otter** floated into a circular stream that connected different river channels to the ocean.



STORY



After noticing all the trash around the area, he decided to settle on the tiny island in the center of the stream and build his home.



STORY

Over time, he met **Thilo the turtle** and they started a camp whose mission was to clean up the area to protect the habitats all over the world that the rivers connected to.



A vibrant, cartoon-style illustration of a campsite. A blue river flows from the top left, through a central white oval area, and down to the bottom. On the right bank, there's a brown wooden cabin with a black door and windows, labeled 'WOOD HUB'. Below it is a campfire with orange flames, labeled 'CAMPFIRE'. Further down is a white sign on two wooden posts, labeled 'SIGN', which says 'Camp Furbish'. On the left bank, there's a 'FISHING AREA' marked with a fishing rod. In the background, there are green hills and a small house labeled 'OZZY'S HOUSE'. The word 'GOAL' is written in large, bold, yellow letters at the bottom right. The word 'BACK' is partially visible at the bottom center.

The goal of Camp Furbish is to **educate** and **inspire** people from all over to make changes that push our society towards a more sustainable future.

GOAL

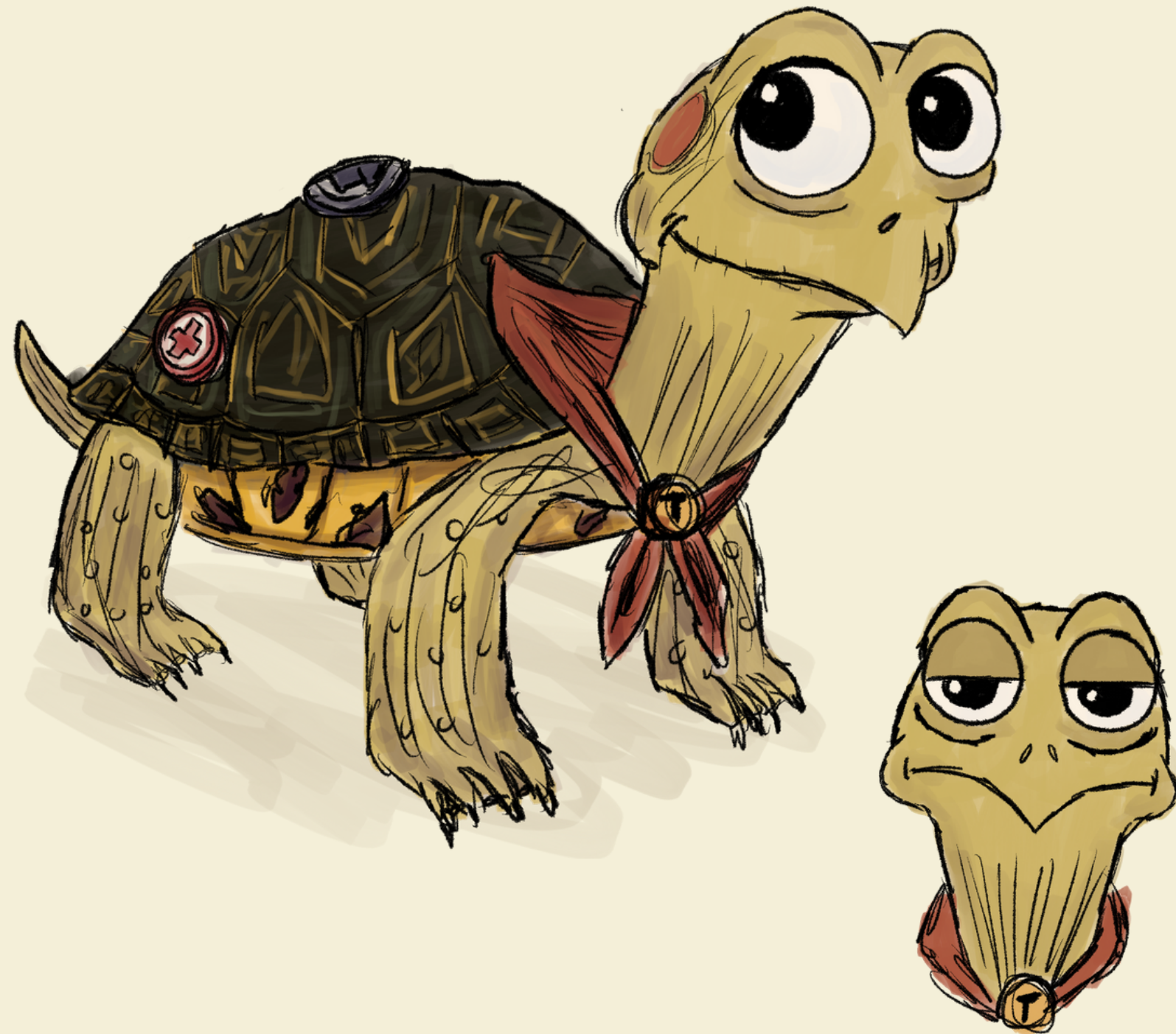
OZZY THE OTTER

- Founder/Owner
- Created the camp after his ocean home was polluted to help prevent any more habitats (including ours) from being destroyed
- Now lives in the center of the camp
- Clumsy, over-confident, good-natured and friendly

Will appear in the on-boarding/off-boarding messaging and make some surprise virtual cameos in a few of the activities.



THILO THE TURTLE



- Head Counselor
- Was taken in by Ozzy after he found Thilo trying to eat the plastic in the river
- Doesn't speak, just makes strange noises
- Strange, expressive, deceptively smart

You can find Thilo in the fishing adventure occasionally trying to eat the plastic, so catch it quickly.

THE COUNSELORS



- DTW Staff assigned to Camp Furbish
- serve as guides to help the visitors get the most out of the activities
- Thilo is their supervisor
- Will sport a branded white shirt with a red trim, and a bandana to match Thilo

Stationed throughout the different activities to teach, guide, and support camp visitors

Attendees will receive a virtual invitation via email to tease the experience.

This invitation will give attendees access to **the DTW 2023 app** where they can access the Camp Furbish application.

You're Invited

To experience a one of a kind adventure in upcycling.

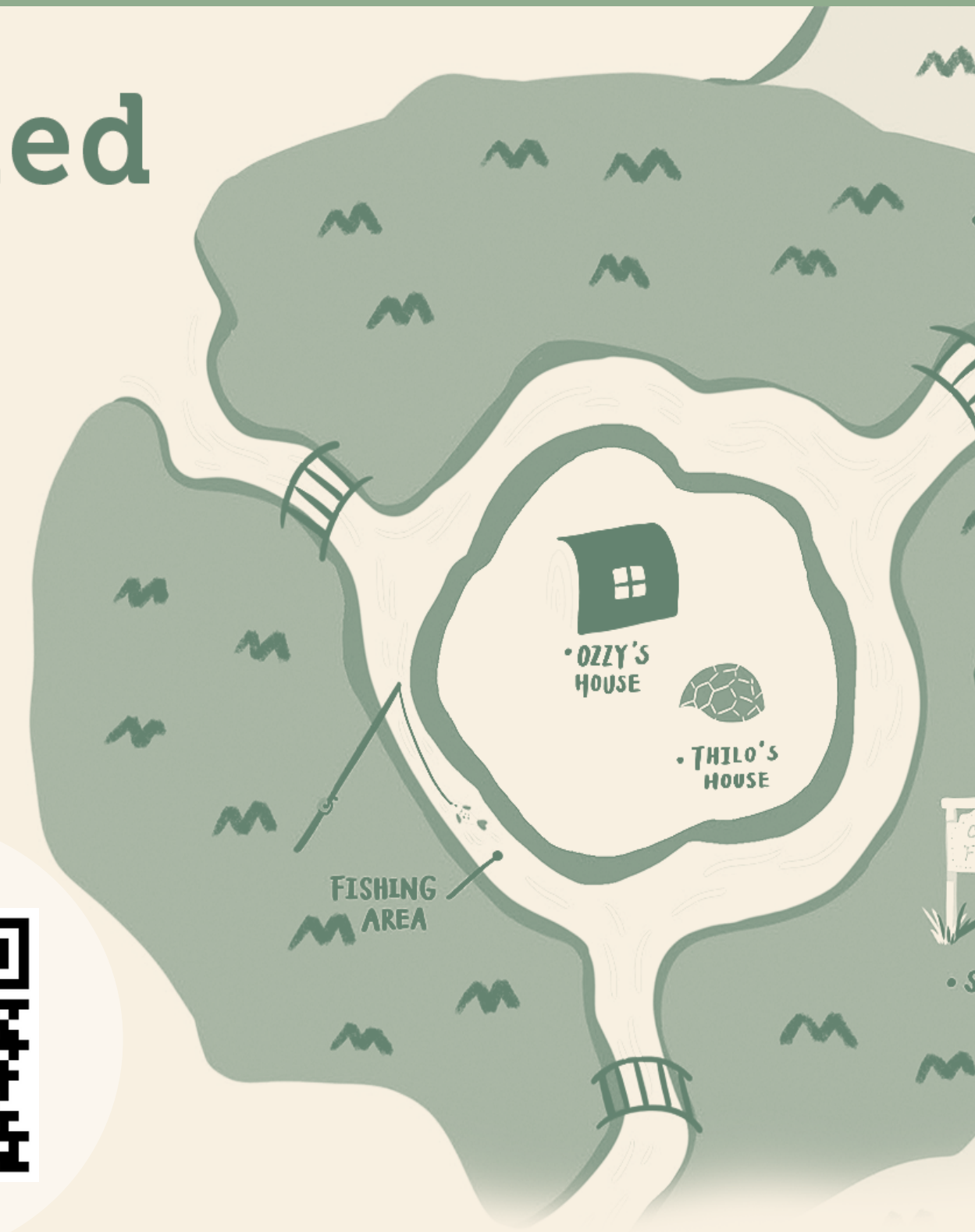
-Ozzy

The fun begins inside the Dell World app now!

Camp Furbish



DELLTechnologies /World

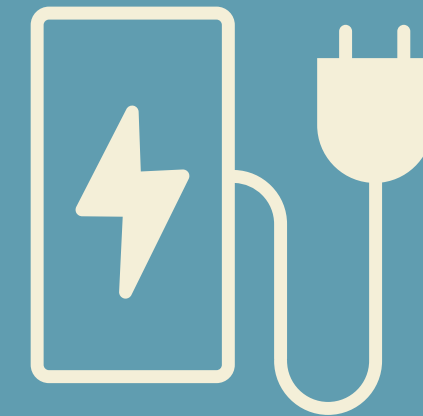


MANDALAY BAY, LAS VEGAS | MAY 22-25, 2023

ONBOARDING

EXPERIENCE

LOW-INVOLVEMENT



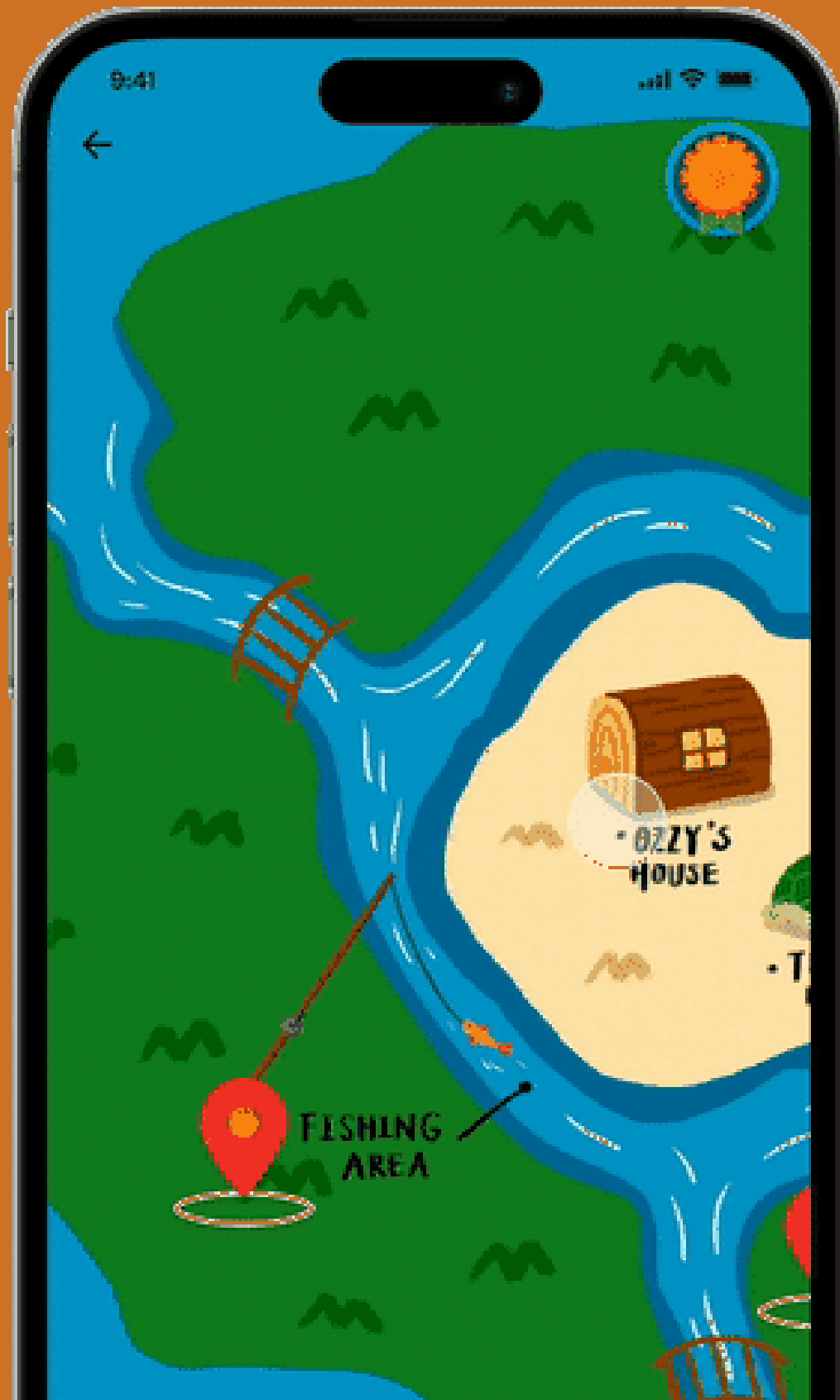
Charge the phone



Rest around campfire

EXPERIENCE

HIGH-INVOLVEMENT



Camp sign
Interaction



Campfire
Lounge



Crafting
Station



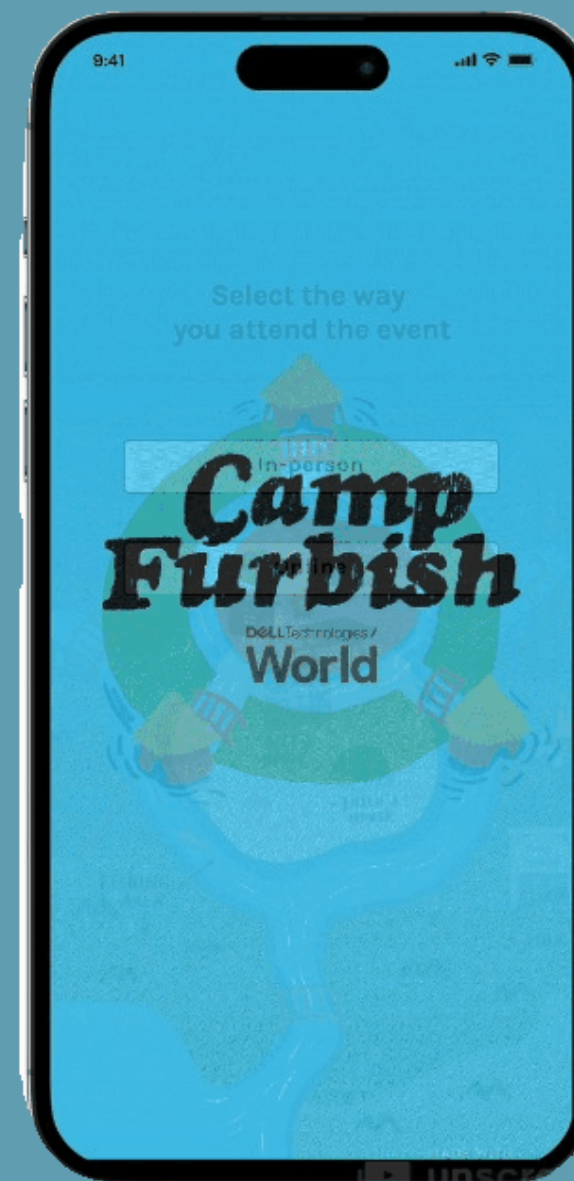
AR Fishing Game

PROTOTYPES

APP

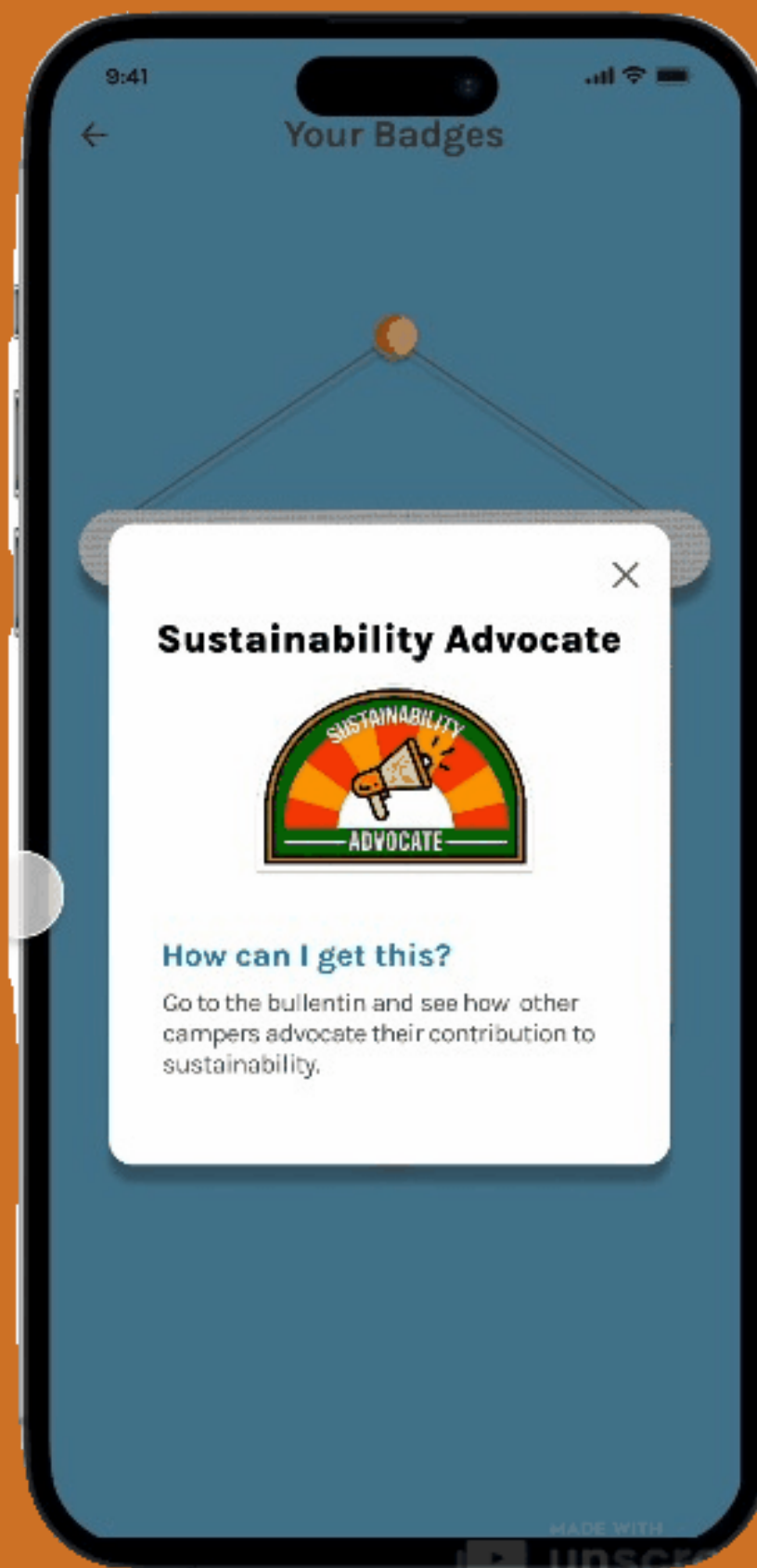


AR FISHING



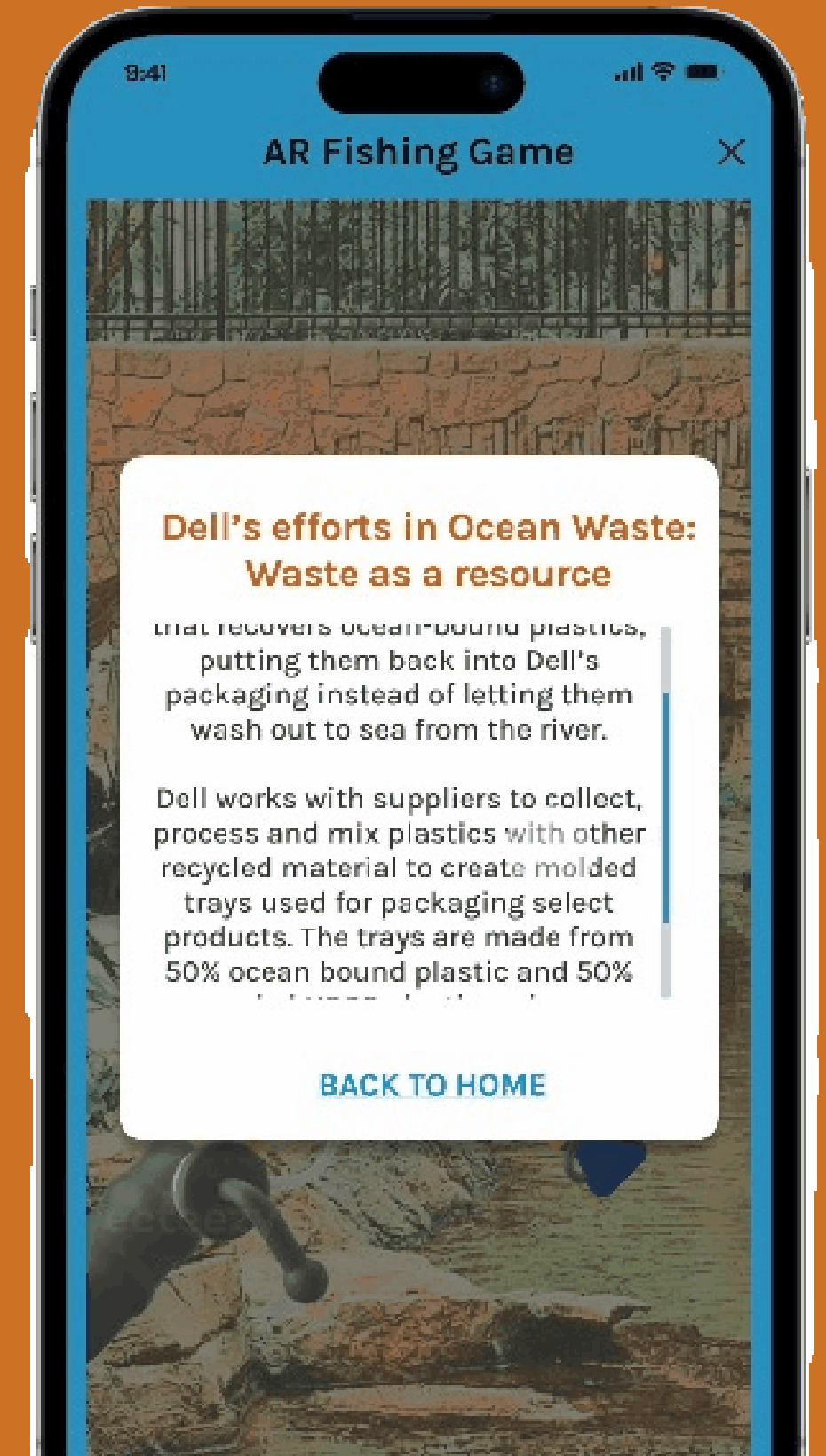
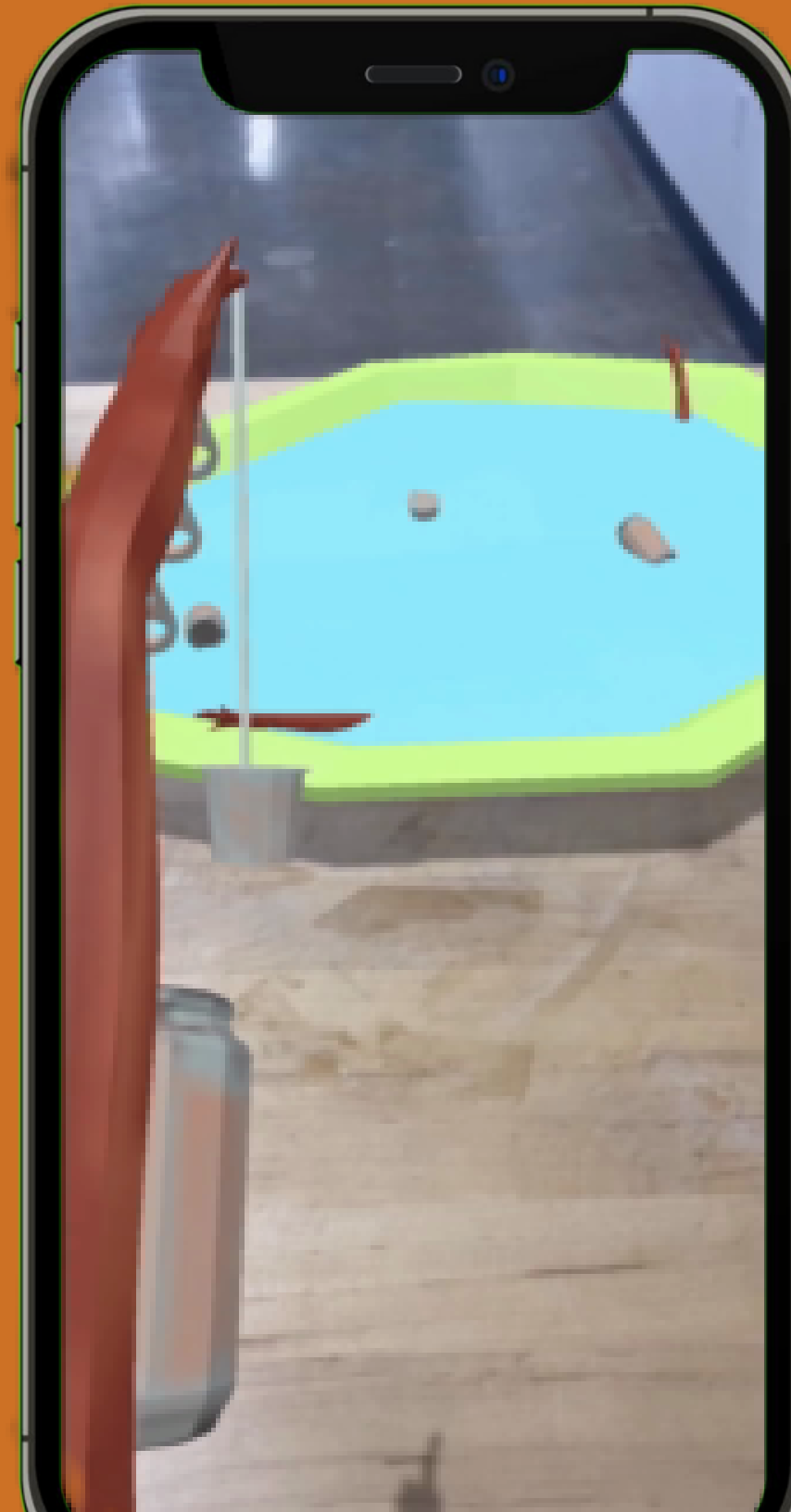
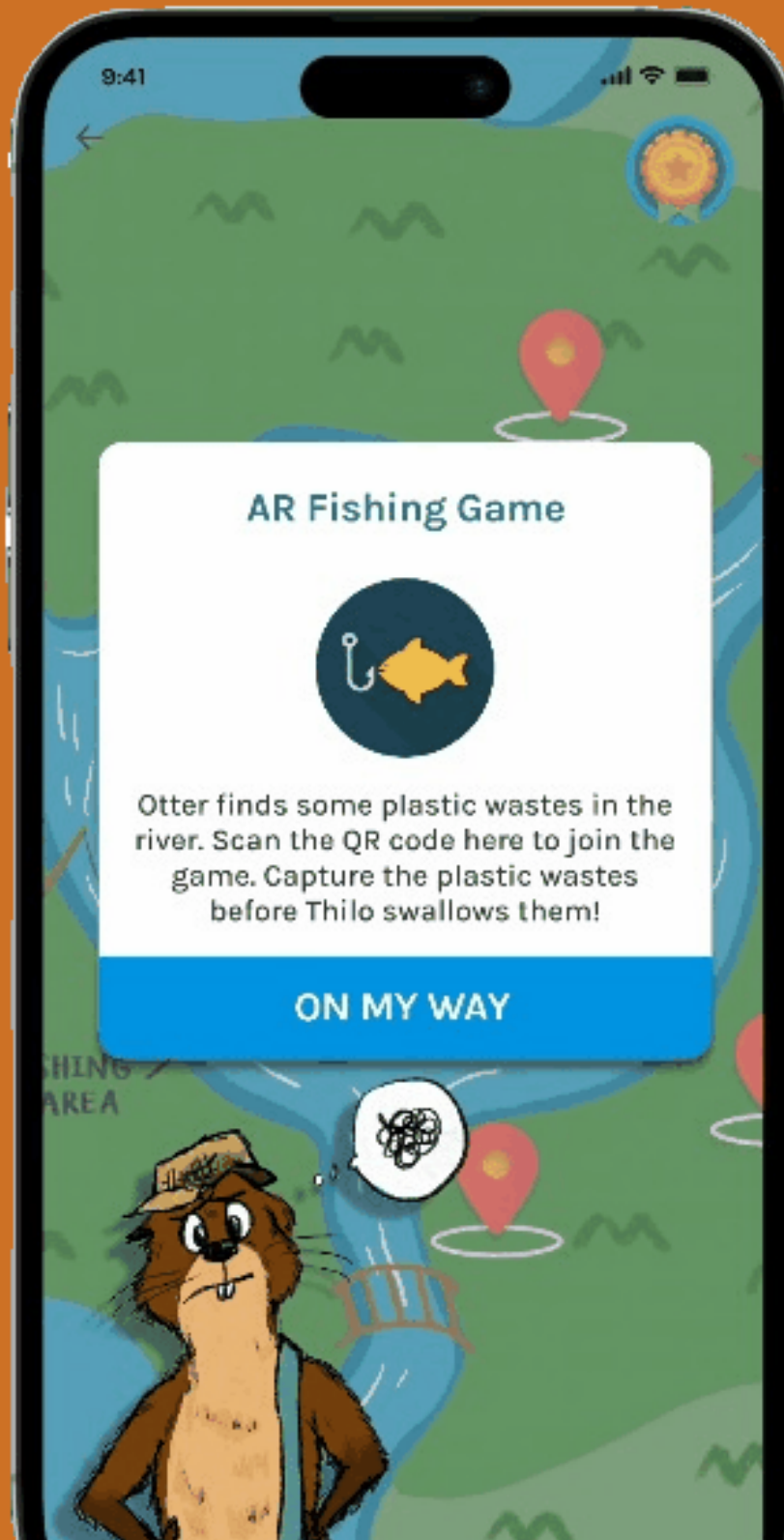
EXPERIENCE

BADGE COLLECTION



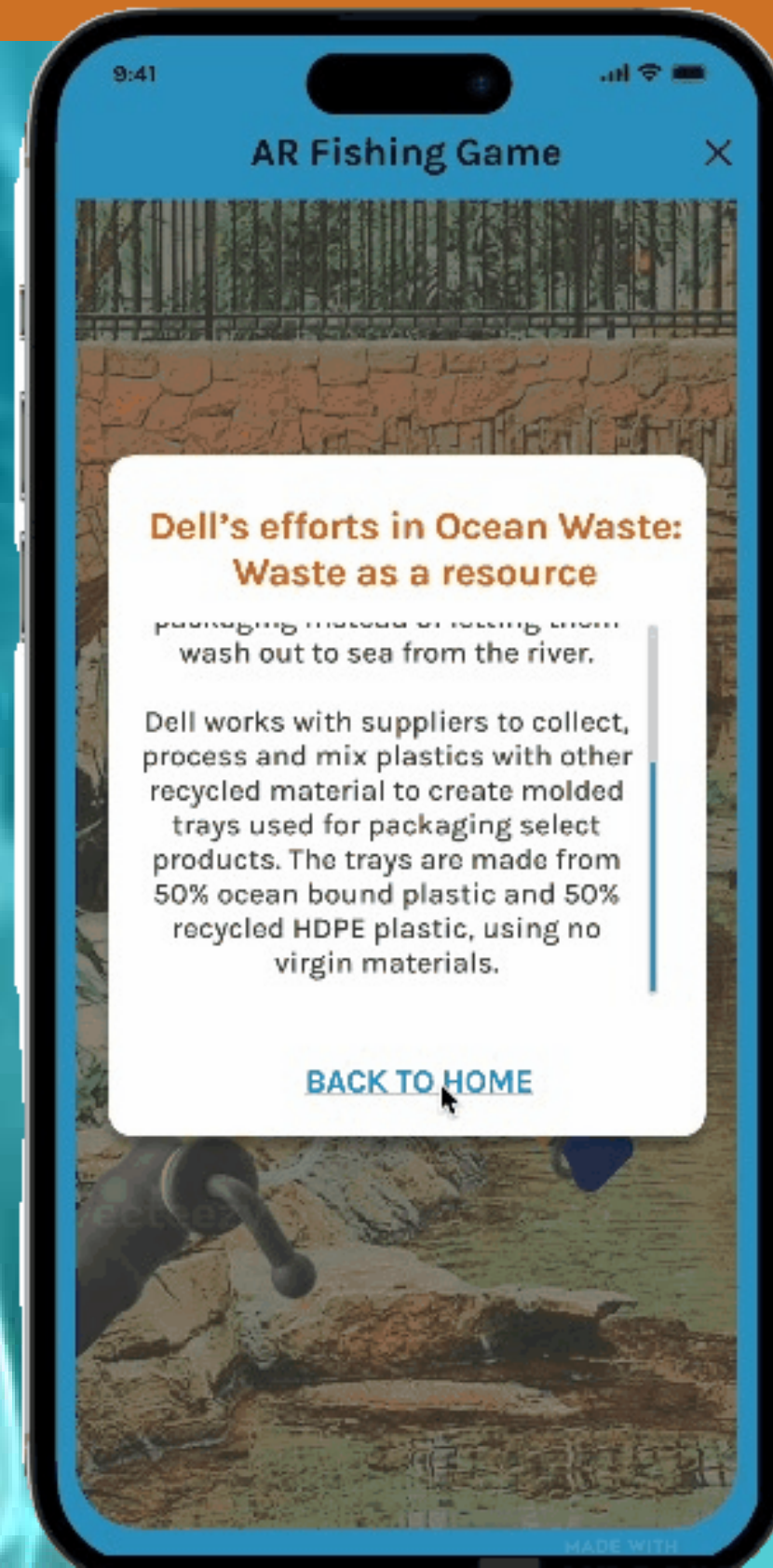
EXPERIENCE

RE-CLAIM RIVER



EXPERIENCE

RE-CLAIM RIVER



Exclusive
badges

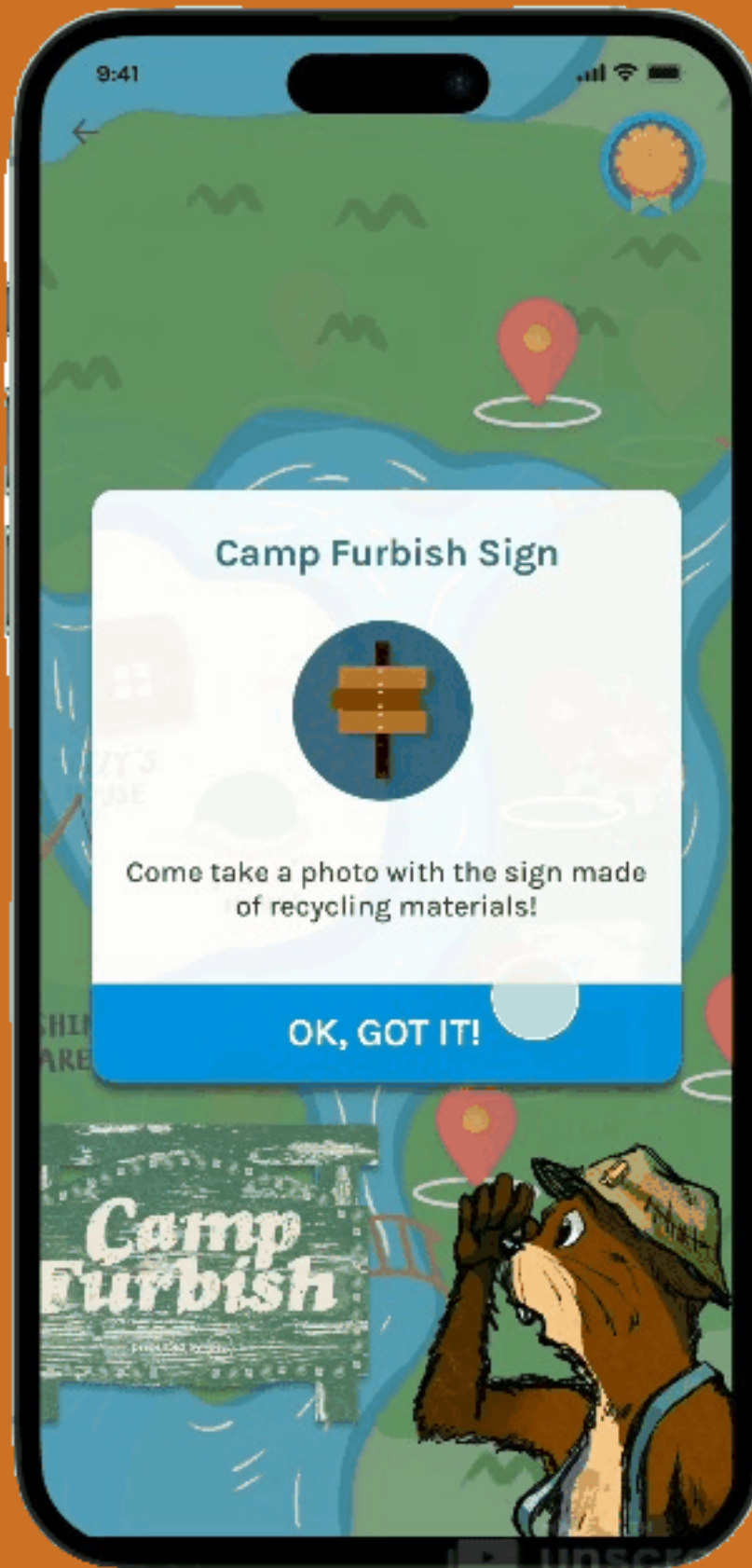
Immersive
river
environment

Stop Thilo
from eating
the plastic



EXPERIENCE

CAMP FURBISH SIGN



Take photos
Share on SNS

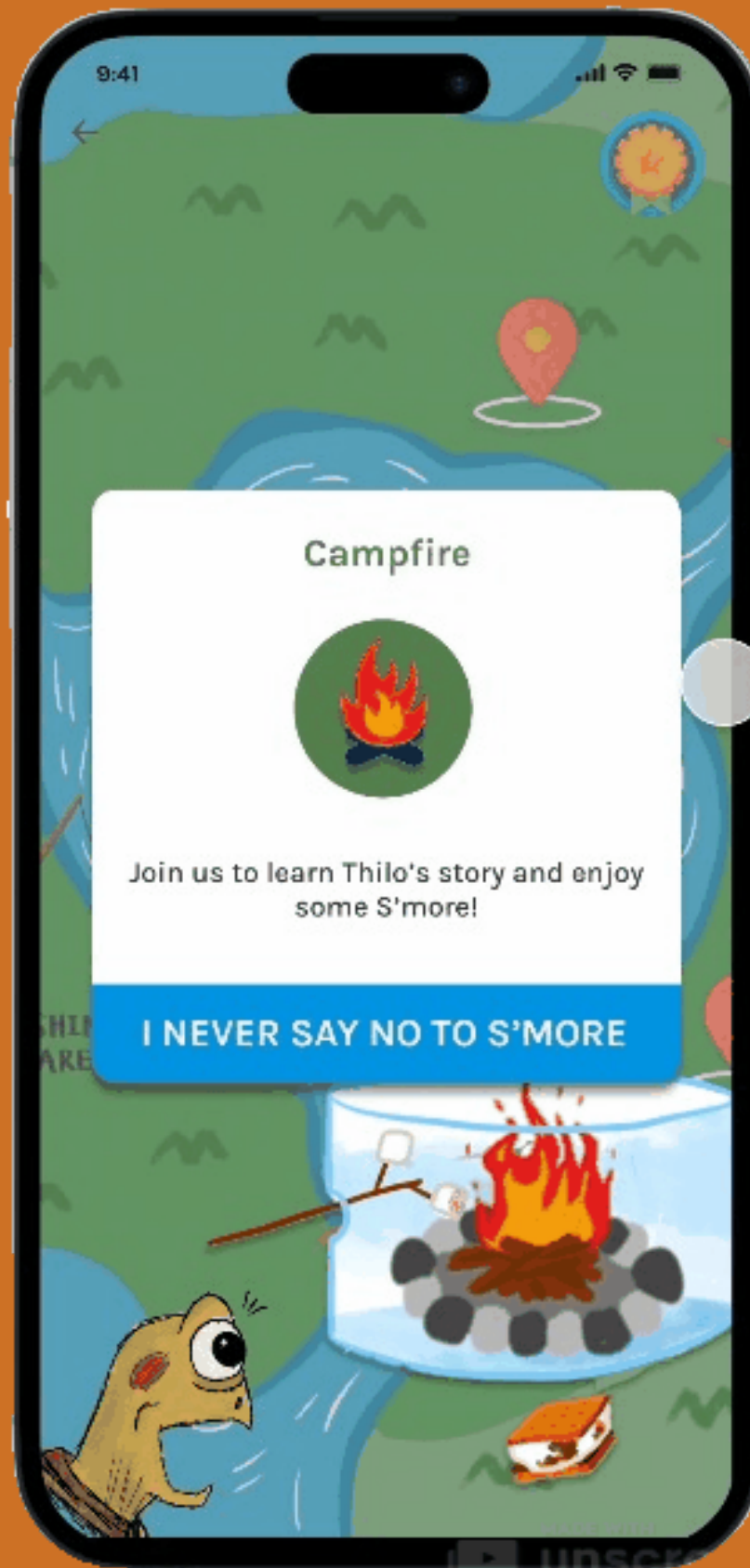


Welcoming
Sign



EXPERIENCE

RE-IGNITE CAMPFIRE



Eat S'mores



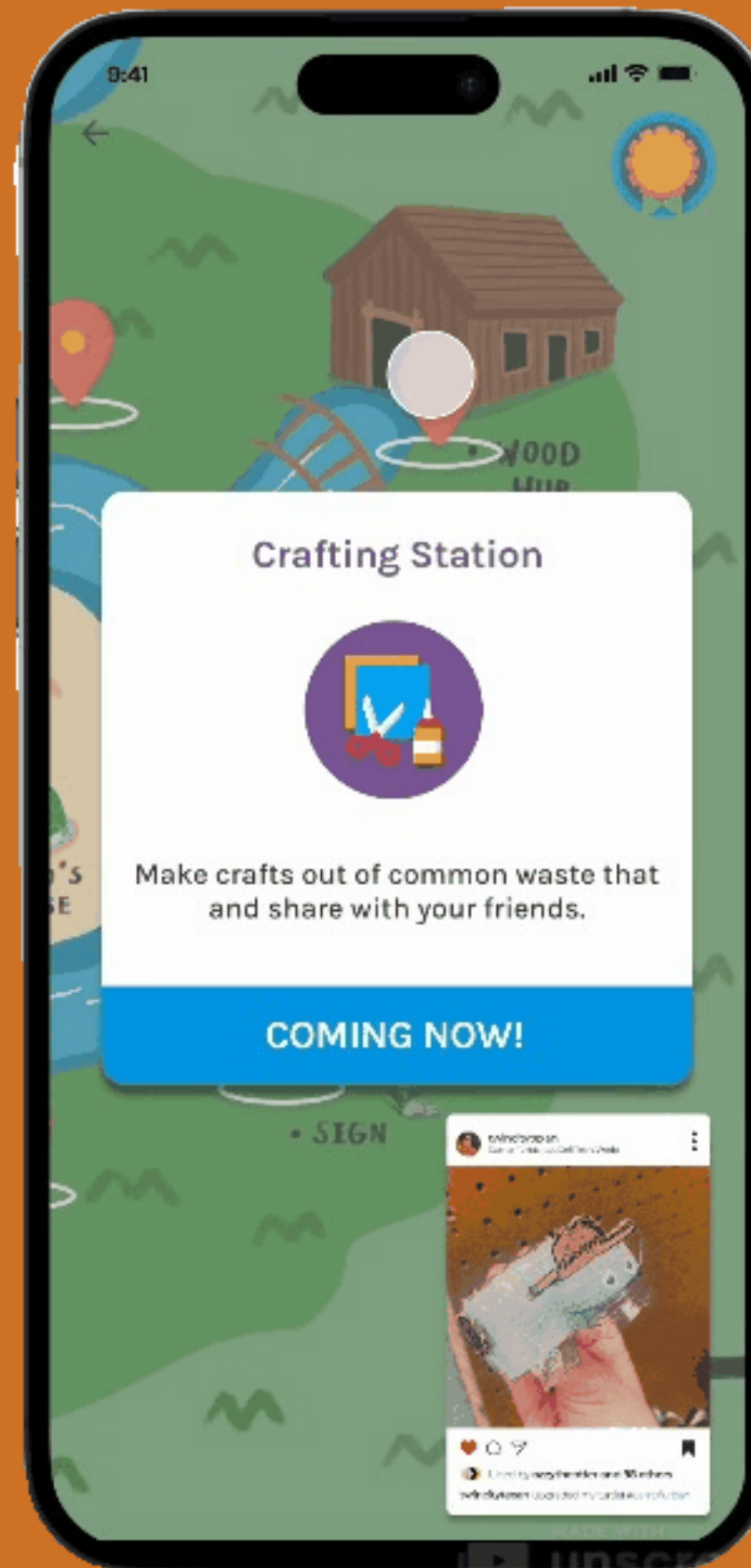
Counselor's
stories



EXPERIENCE CRAFTING STATION

Campers are invited to make crafts out of common waste that is repurposed at the crafting station

This interaction is intended to highlight upcycling and Dell's global takeback recovery and recycling process



EXPERIENCE

RE-INSPIRE BULLENTIN



Post their crafts, badge collection or sustainability efforts

A place to see a community being built around their unique approaches to sustainability. It will inspire, educate, and connect the virtual with the in-person



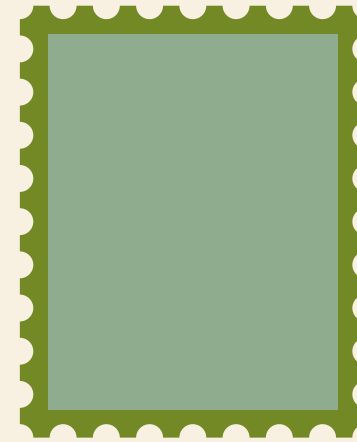
Greetings from,

Camp Furbish



DELL Technologies / World

MANDALAY BAY, LAS VEGAS | MAY 22-25, 2023



OFFBOARDING

FEATURES

FUN, cartoon-like experience with a **MEMORABLE** cast of characters to lead a series of fun and **EDUCATIONAL** experiences

Virtual attendees can **COLLECT BADGES** in their daily life, participate in the crafting, and receive the same information as those in-person

Audience **LEARNS** about multiple parts of **DELL'S BIG GOALS** for sustainability, and learn ways they can do something similar for their carbon footprint at a smaller scale



Audience has a **POSITIVE**, and enjoyable connection to making **SUSTAINABLE SHIFTS** in their daily life



THANK YOU

Any Question?