

TIPS & FAQs

TIPS IN WRITING A TRAINING BASED ESCAPE ROOM

- **MAKE IT EASY** - New game writers make the mistake of being too “inside their head” when they’re writing a game. Puzzles should be extremely clear and require no knowledge that’s not inside the experience. You’d be amazed at how people struggle with direct instructions like “Knock on the door”. Err on the easy side
- **EVERYONE SHOULD WIN** - For corporate gaming, your goal is to train. Schedule games so there’s enough time for everyone to complete the experience, whether they do it in :60 or not.
- **MARK NON-CLUES** - Anything that’s not a clue should be marked “Not A Clue”. Do not use red herrings in your game.
- **ADD BONUS MINUTES AND GIFTS** - Players LOVE finding and winning things in game. Create easter egg journeys where they can win three free minutes or a free drink card. These could be completing an extra activity, doing something as a group, or simply finding something in game.
- **TRAINING CONTENT SHOULD BE SIMPLE** - Do not expect your training-based escape game to teach complicated concepts. The game should be used to reinforce content the player’s already know and/or to teach them something new that’s very easy to understand.
- **BE CLEAR IN YOUR INSTRUCTIONS** - The intro should outline exactly how many rooms are in the experience and what players need to do. Give them tips about working together. In the front of the game, include a “RULES AND TIPS” poster.
- **MAKE IT WHIMSICAL AND FUN** - The goal is to get your groups learning... but also to get them team building. Consider this as you’re deciding on your theme and music.

FREQUENTLY ASKED QUESTIONS

HOW MUCH DOES IT COST?

This varies greatly. In our research, for a good experience that’s custom-written for training and with custom-built technology, the average price is about \$150k for the scope that we needed... and goes up from there. The costs depend on location, number of rooms, technologies, and goals. Can you find something cheaper? Yes. But what we saw for less than that were flimsy or shallow experiences. Get the budget you need to go full force.

HOW LONG DID IT TAKE?

After we got approvals and found our production company, it took about 4 months to develop the game.

HOW MUCH AUTODESK STAFF WAS INVOLVED?

There were two team members that were heavily involved, dedicating about 40 hours a month. We had four additional team members that were pulled in for periodic meetings and content information.

WHAT WAS IN YOUR GAME?

Escape OTC was a 4-room experience at a Sales Enablement conference in Las Vegas. Our goal was to reinforce content. Players went through a factious company called Yukon, identified the company’s problems, and found solutions to those problems by using Autodesk products. At the finale, each team was videotaped contemplating and answering questions on a white board. The videos were sent to their managers.

HOW DO YOU WORK WITH AN OUTSIDE COMPANY?

We worked with a company called Steel Owl Productions in a three phase process. Phase 1 was writing the game plans. Phase 2 was producing the game. And Phase 3 was facilitating the game. The prices were broken down in each phase which helped us to mitigate costs and control our budget.