

Securing attendees in motion.

OBJECTIVE

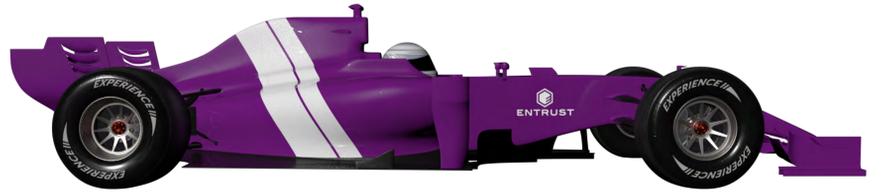
Cybersecurity company, Entrust, came to Mindspace to add a gamification element to their trade shows. The goal was to develop a digital brand experience that drove engagement at the Entrust booth, allowing Entrust employees to connect with conference attendees while creating brand awareness around their products and services.

SOLUTION

We developed an interactive, digital, race-themed game, thematically supporting Entrust's tagline of "Securing a World in Motion." The game taught attendees about Entrust while providing an opportunity to win a prize. Onlookers could view progress on a large video display, while game participants used individual iPads to play.



RULES OF THE ROAD



Here's how the game experience worked:

Attendees at the Entrust booth signed up for the challenge, where they would be “drivers racing against time.” To win a prize, they needed to correctly answer 10 questions in five minutes or less. Questions were shuffled and pulled from a bank of 50+ in order to provide a different experience for each “driver.”

The drivers used iPads to enter their names, answer the game questions and view stats in real-time (e.g., number of questions answered, time remaining). Simultaneously, the separate video monitor displayed these stats on top of racing videos that were timed to each individual's progress.

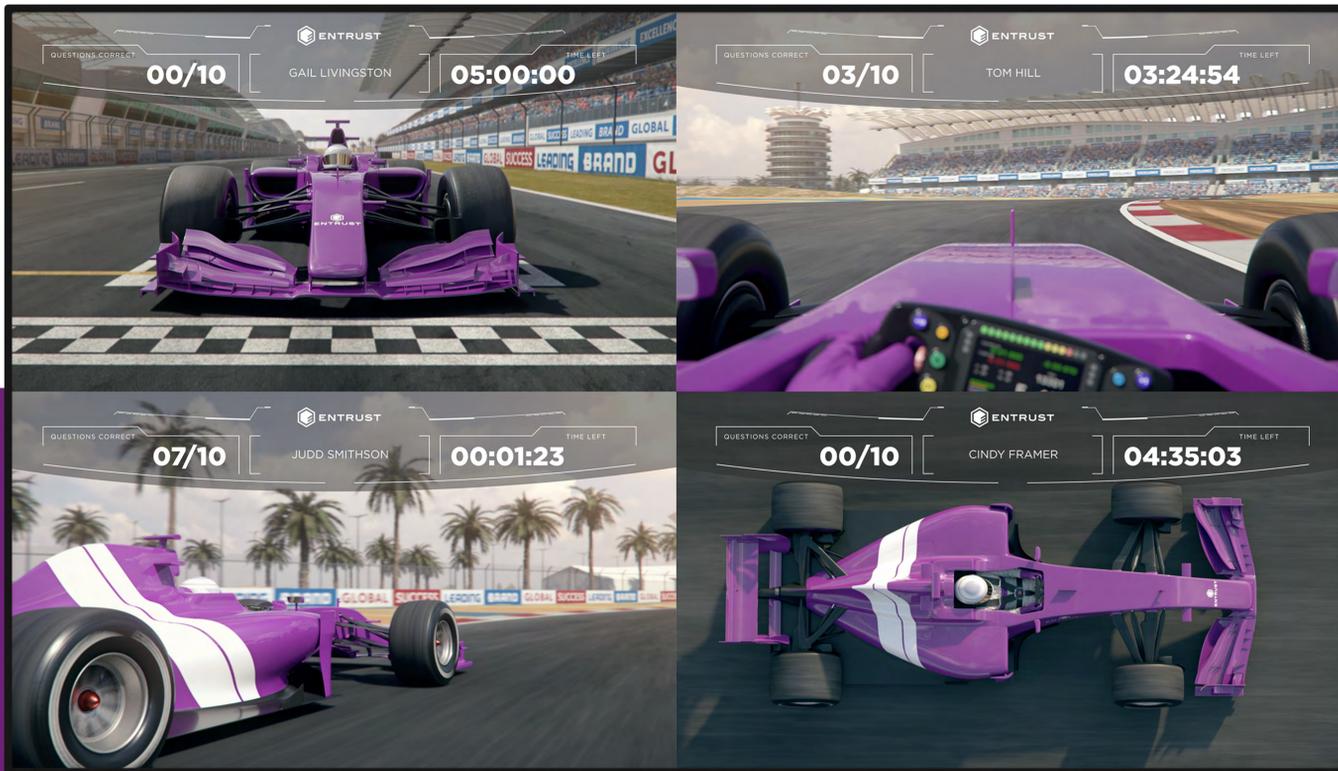
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OFF TO THE RACES

To pull this off, we designed two cohesive digital experiences. The first focused on the question bank and interactions on the iPads. The second centered on the racing videos that were displayed in split screens on the larger monitor. These assets also included instructions and support messages displayed throughout the experience, ensuring that directions were clear and concise while maintaining the race theme.

In addition to general design, we needed a gamification strategy that aligned the number of potential winners to the amount of prizes available at the upcoming trade show. This involved testing the timing, difficulty and passing requirements of questions to aim for a 60-75% success rate.



FOOT ON THE GAS

In addition to a seamless UI on the front-end, this experience required back-end technical development in key areas.

Data capture and reporting:

- Store driver information and game statistics for followup reporting.

iPad experience:

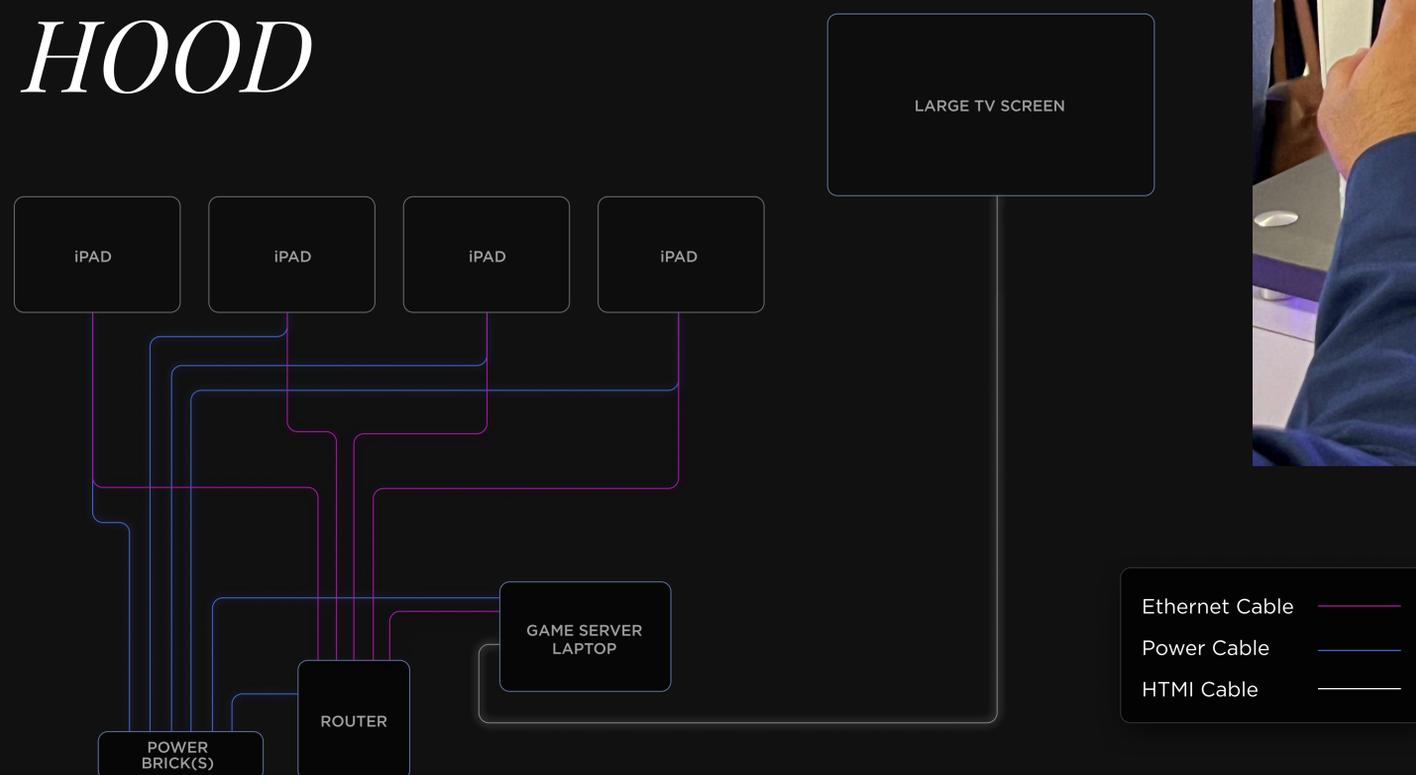
- Shuffle from the question bank and give accurate feedback answers.
- Track correct answers to determine if someone “won” in time.
- Keep track of presented questions (within one game) to avoid repetition.

Video display:

- Play and align the racing video to incorporate iPad input (e.g., displaying driver’s name/progress + relevant support messages).
- End the video early and move to success screens if someone answered the required number of questions before time was up.



UNDER THE HOOD



Allied Code, Mindspaces technical partner, led technical development to support the following:

Game play

- Built the game as an iPad app (using SwiftUI).
- Testing was done through TestFlight, followed by ad hoc distribution for the trade show.
- Developed a web application (using Ruby on Rails and Turbo Streams) for seamless communication between iPads and a laptop-hosted game server.

Device communication

- Established a private local network for secure communication between iPads and the web application, thus minimizing connectivity issues by eliminating the need for an internet connection.
- Decoupled game play from the large video monitor, ensuring uninterrupted play while simultaneously updating the display for onlookers to see the action.

Data capture and reporting

- Stored additional data in a PostgreSQL database on the game server, enabling post-event analysis of game statistics (e.g., win/loss percentage, average game time, number of games played, number of questions displayed, how questions were answered).

CROSSING THE FINISH LINE



The Entrust Cybersecurity Challenge was built to attract and engage trade show attendees, while providing opportunities for Entrust employees to educate and contact them further. Ultimately, the final experience combined multiple moving pieces in order to successfully achieve these goals around attendance, engagement and education.

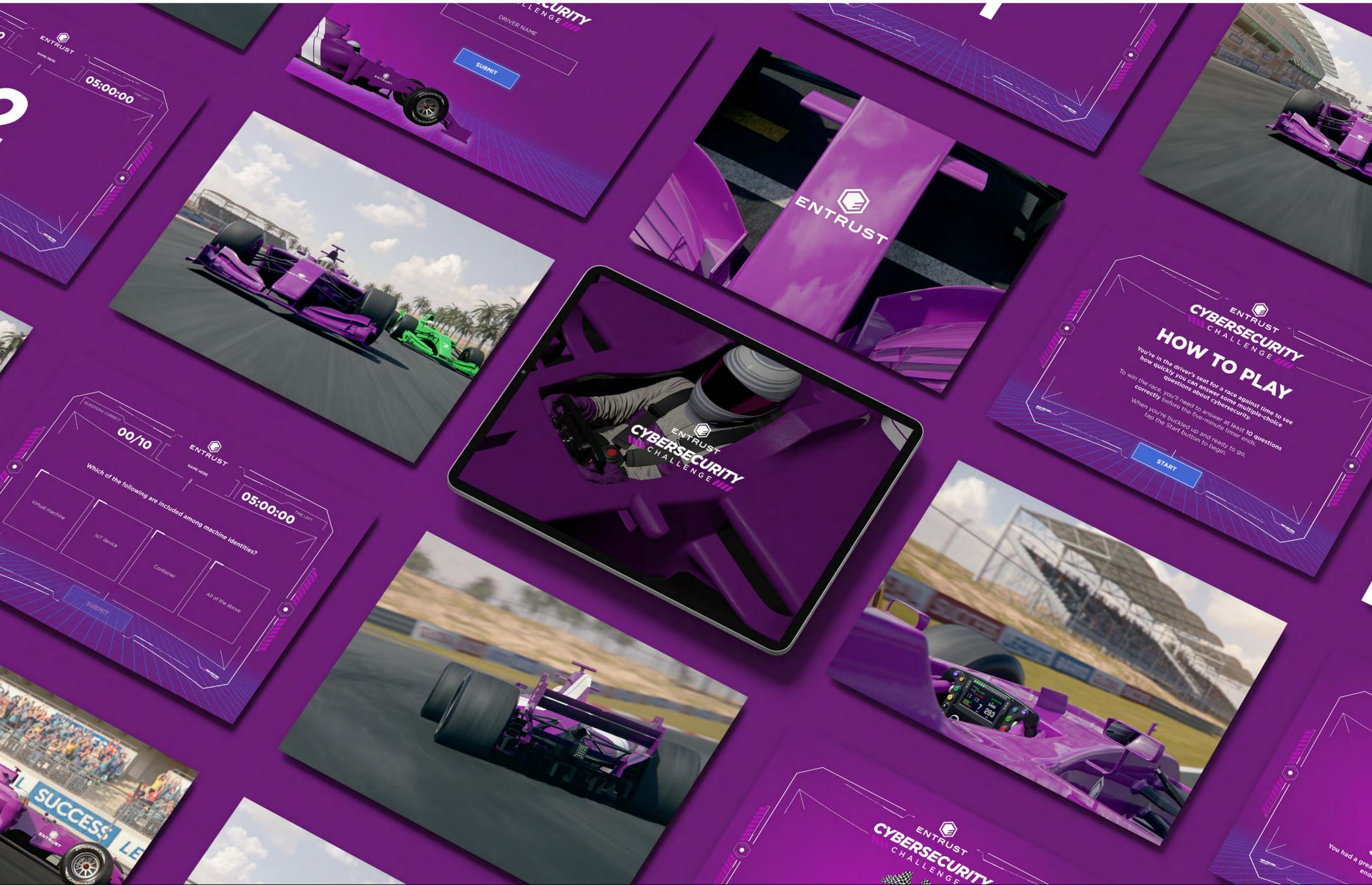
MindSpace provided onsite setup and tech support for the first launch of the game. The experience ran flawlessly throughout the four-day trade show, with standards now in place for Entrust to easily replicate setup at future events.

Over **450**
games played
across **4** days

67% win rate
(aligning to
prize inventory)

Built and
launched in
under **45** days

*“Best game at
the show”*
— Client reaction



SERVICES PROVIDED

Strategy

- Creative Approach
- Gamification Strategy
- Engagement Strategy
- UX Strategy

Creative

- Creative Direction
- Copywriting and Content Development
- Art Direction and Visual Design
- Motion Graphics and Interactive Element Design
- UI/UX Design
- Wireframing and Prototyping

Execution

- Project Management
- Video Editing and Production
- Event Support
- Front-End Development
- Back-End Development
- QA Testing and Deployment