Role: Chief Creative & Strategist, Executive Producer

Red Bull is a master of both branded content and large-scale event production, but when they wanted to combine the two, creating a global location-based game, they turned to Socialbomb. Our background in platform development and real-world games helped us quickly launch Red Bull Mission Control for iOS and Android.

In Mission Control, players are challenged with an evolving series of missions that ask them to break with their routine and give wings to their day. Using an array of sensors and third party APIs, we created a flexible platform for branded content creation, with inputs as varied as the weather, current music playing, and nearby Foursquare venues. Spurred on by deep integration with Facebook's Open Graph, Mission Control provided a unique way for players to participate in the brand.

RED BULL MISSION CONTROL

Red Bull came to us with a rough sketch of what they wanted: based on positive feedback to a series of distributed scavenger-hunt type events they had hosted in the past, build a scalable software platform that would let them run similar games at scale.

It needed to integrate tightly with Red Bull events, but also allow players to participate from anywhere, gamifying their lives by framing everyday actions through a Red Bull lens.

We came back with our own vision, crafted from a deep understanding of multiplayer game dynamics and how community develops among players.

HOW IT WORKS

Red Bull MISSION CONTROL

Mission Control is fun, easy and hooked directly into the social sphere. Here's how it works:

| Start Playing | Find and Select Missions | Collaborate with Others | Perform Missions | Mission Verification | Earn Badges and Points | Level Up | Earn Rewards |

Share Missions

Actions are Shared

Share

Share

Our vision:

Create an engaging experience by applying proven game mechanics to the real world. In general, we'll apply RPG mechanics to the players, and RTS mechanics to the tasks.

Players should feel empowered to take action for their own benefit, but also within a larger system, which they may not fully understand. This tension between agency and uncertainty keeps players active and rewards them for thinking outside the box.

Collaboration and communication should be emphasized. Because this is a game, it doesn't have to be honest communication, and we can increase risk/reward for higher level players by designing for them to purposefully misdirect each other.
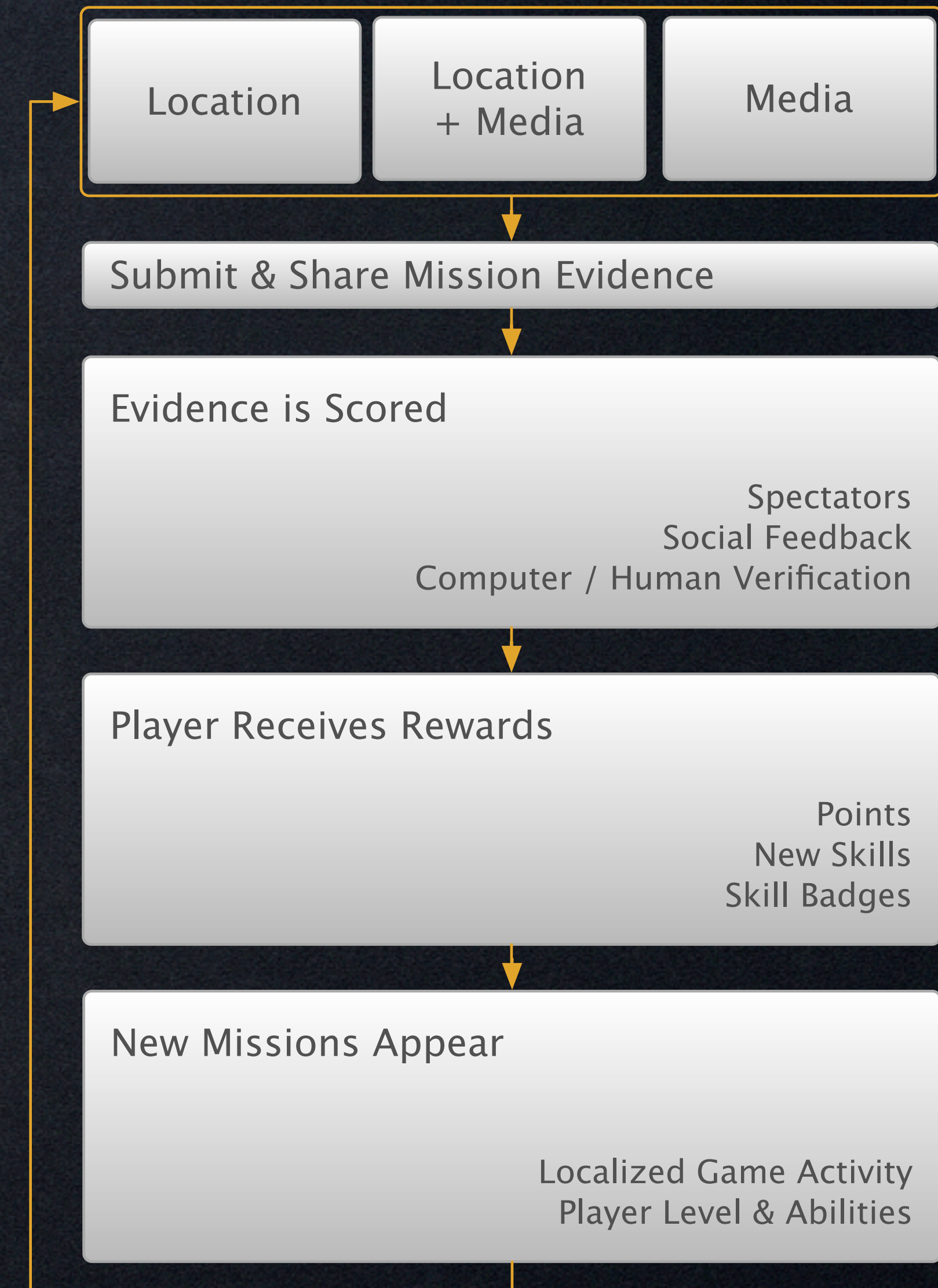
RED BULL MISSION CONTROL

USER WORKFLOWS & INFORMATION ARCHITECTURE

We quickly translated these creative concepts into the language of software, designing game mechanics and feedback loops that encouraged repeat engagements and allowed for great flexibility in content creation.

Through rounds of paper prototyping, we built a game system that achieved our goals before we even began thinking about the interface, focusing instead on the capabilities of the devices we were designing for, and how they could contribute to the goals of the game.

Location	Location + Media	Media

Submit & Share Mission Evidence

Evidence is Scored

Spectators
Social Feedback
Computer / Human Verification

Player Receives Rewards

Points
New Skills
Skill Badges

New Missions Appear

Localized Game Activity
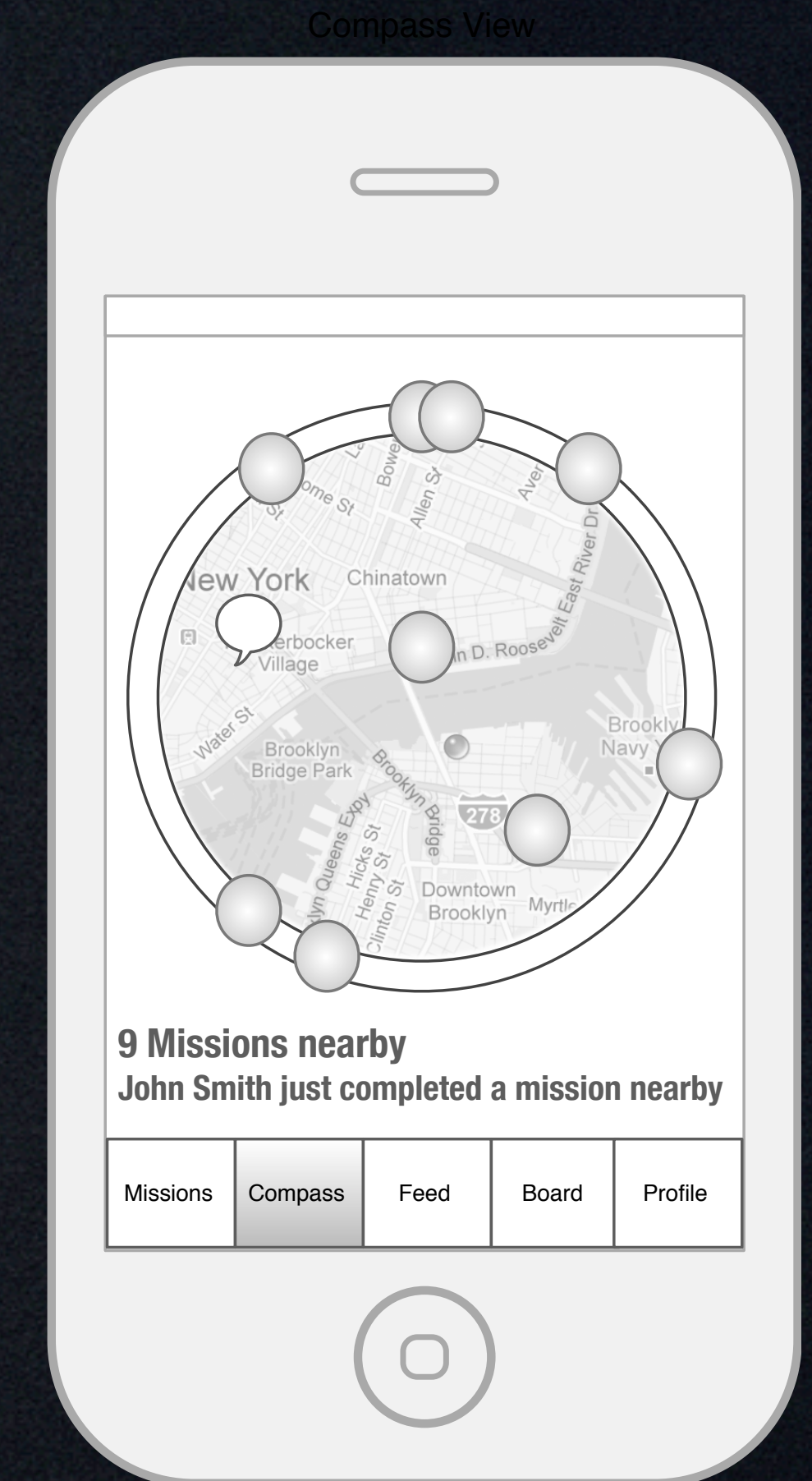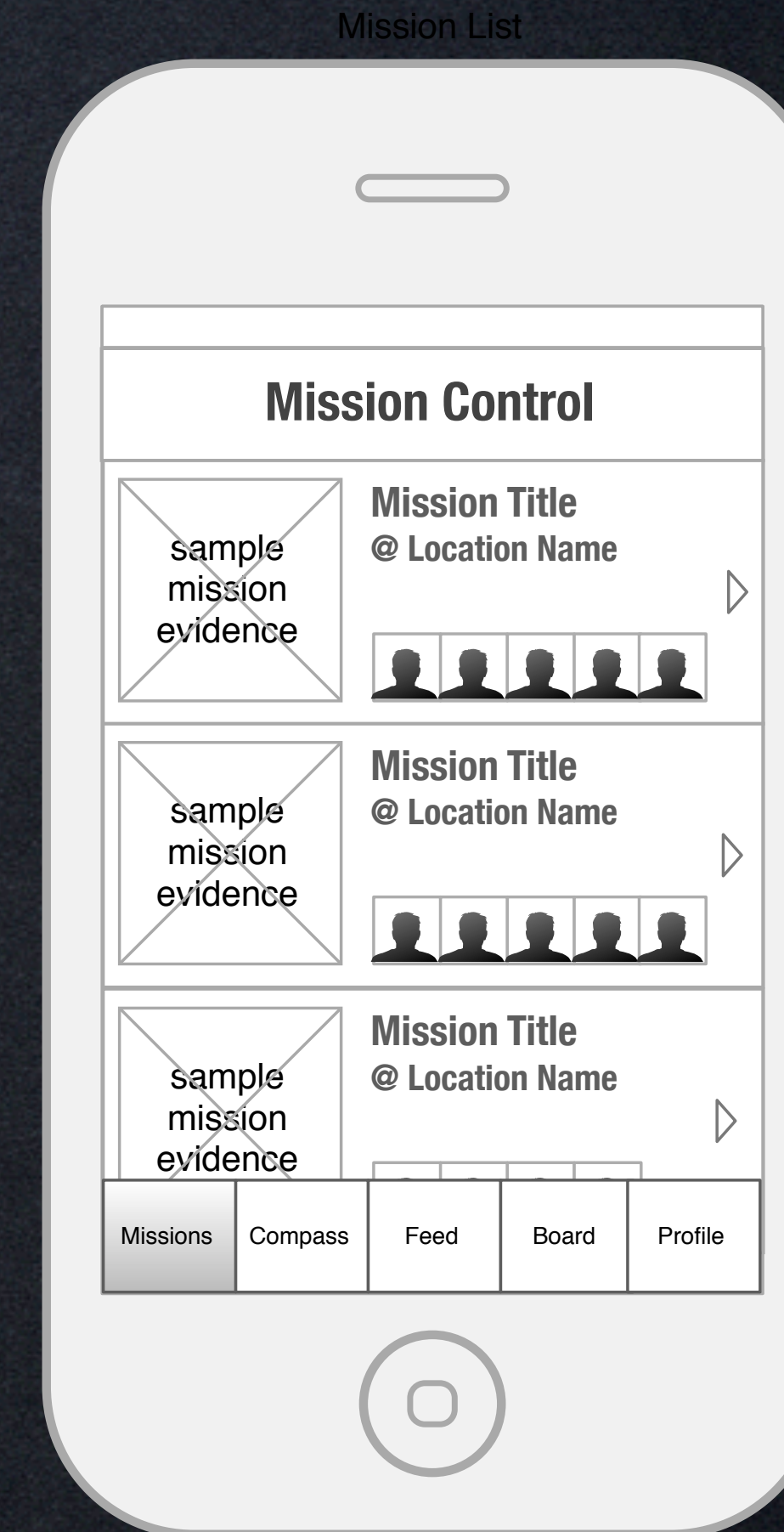Player Level & Abilities

RED BULL MISSION CONTROL

LOW-RES WIREFRAMES

Once our game system was vetted against our goals and cold, hard logic, we moved on to UX design, beginning with a series of increasingly more detailed wireframes, a prototype to test the gameplay workflow, and a series of iterations around the actual game interface.

Given that we were designing a game that was *played* in the real world *with* your phone — rather than *on* it — we wanted to incorporate familiar elements from video games, but adapted to the IRL nature of the gameplay. The interface also had to be agnostic enough to incorporate content from Red Bull event organizers in many different countries, without regard for what that content might be.

The rest of this section visually outlines the steps we took in the creative development of RBMC, for iPhone, Android, the Web, and the CMS that powered it.
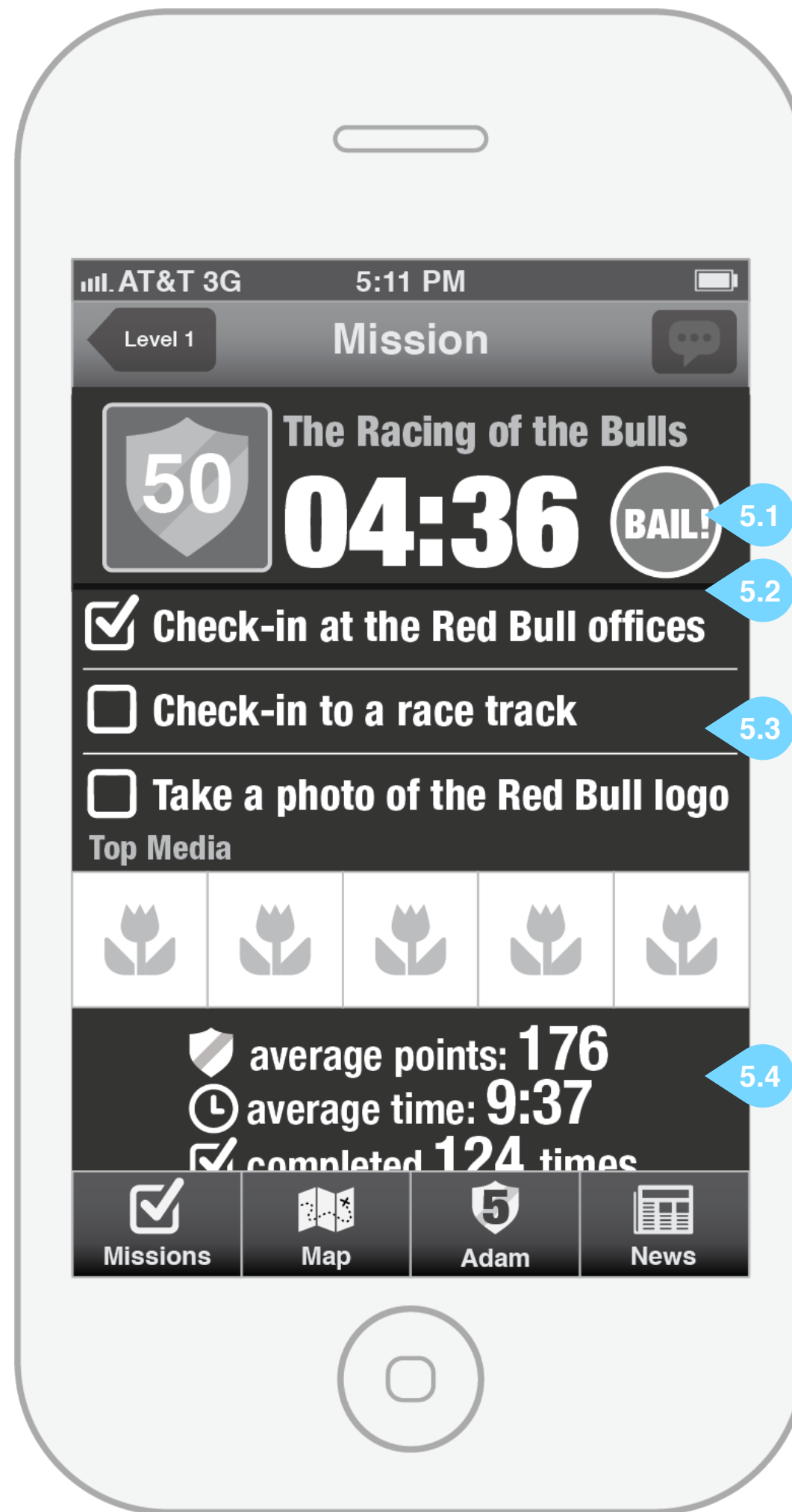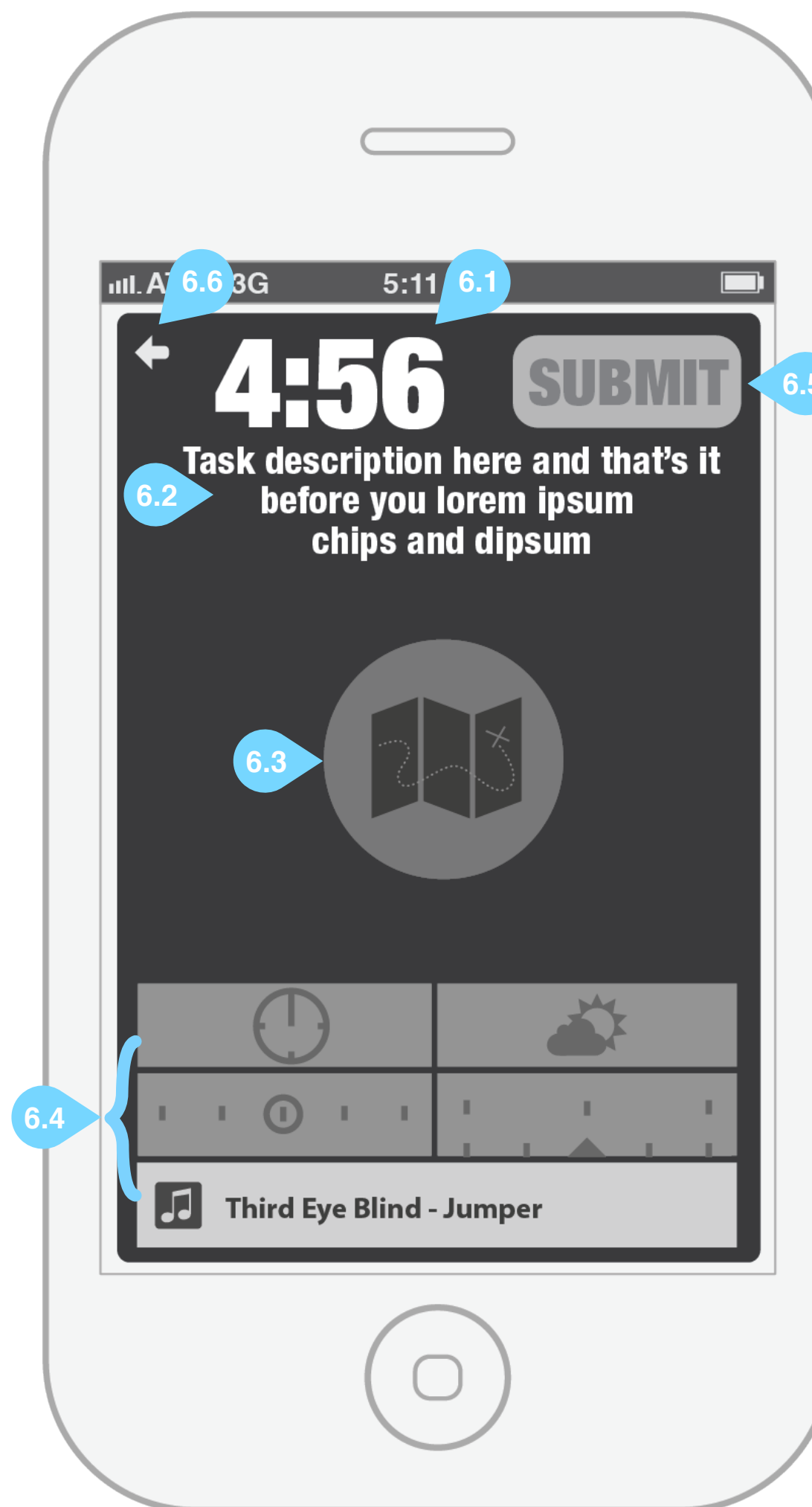
Mission List

Compass View

Mission Control

sample mission evidence

Mission Title
@ Location Name

sample mission evidence

Mission Title
@ Location Name

sample mission evidence

Mission Title
@ Location Name

Missions | Compass | Feed | Board | Profile

9 Missions nearby
John Smith just completed a mission nearby

Missions | Compass | Feed | Board | Profile

Mission Detail Active

Mission Runner: Location

5. Mission Detail Active

Mission detail - active is displayed once the player has started the mission. The counter begins and the Go! button become a Bail! button. The tasks unlock and are tappable. Tapping on a tasks enables the player to complete said task. In this instance, the first task has been completed.

5.1 *Bail button* replaces the Go! button once the user has started the mission

5.2 *Scrolled mission copy* when a mission begins, the view auto-scrolls to bring the mission tasks to the top of the view.

5.3 *Mission tasks* become active once the mission has begun. Players tap on the tasks to perform them. Tapping on the task will take the player to Mission Runner screen (6.0) In this case the first task has been completed.

5.4 *Aggregate mission data* appears until a player completes a mission.

6. Mission Runner: Location

Mission Runner: Location is mission task that requires the user to checkin to a specific location. The mission counter continues to count down. To start the task, the player must tap map icon. In this example, there are no task criteria (6.4) associated with this task, and as such are inactive. (See 9.0 for example of active task criteria)

6.1 *Mission timer* continues to countdown.

6.2 *Task detail copy* describes the requirements of the task.

6.3 *Start task button* enables the player to complete the task (checkin) and takes the player to 7.0. It is disabled until all the other active criteria are satisfied.

6.4 *Task criteria* displays the possible criteria that will need to be satisfied to complete the mission. In this case, a particular song must be played. (**See task criteria summary**)

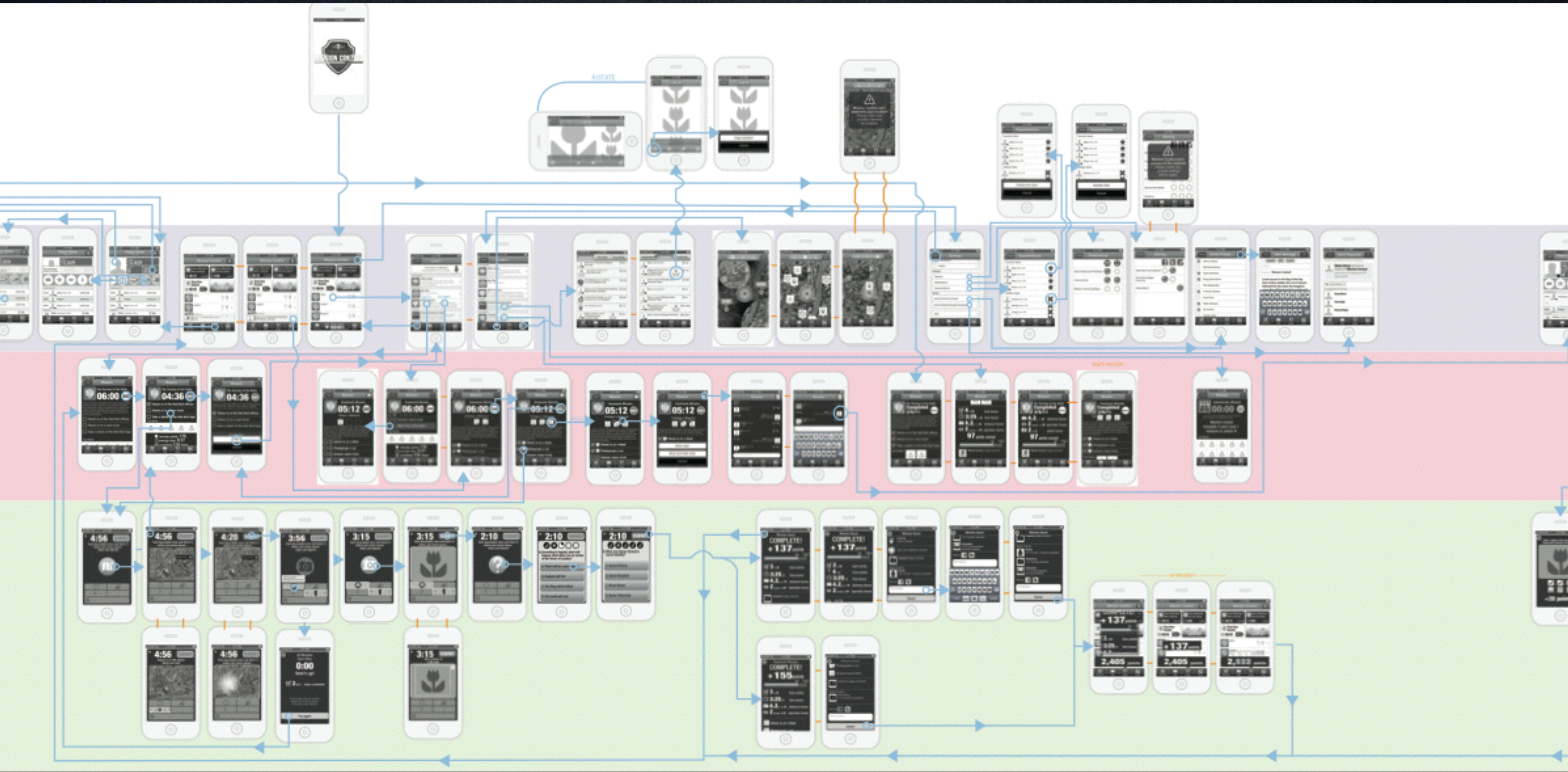**6.5** *Submit button* is disabled until the player is within 0.2km of the task destination

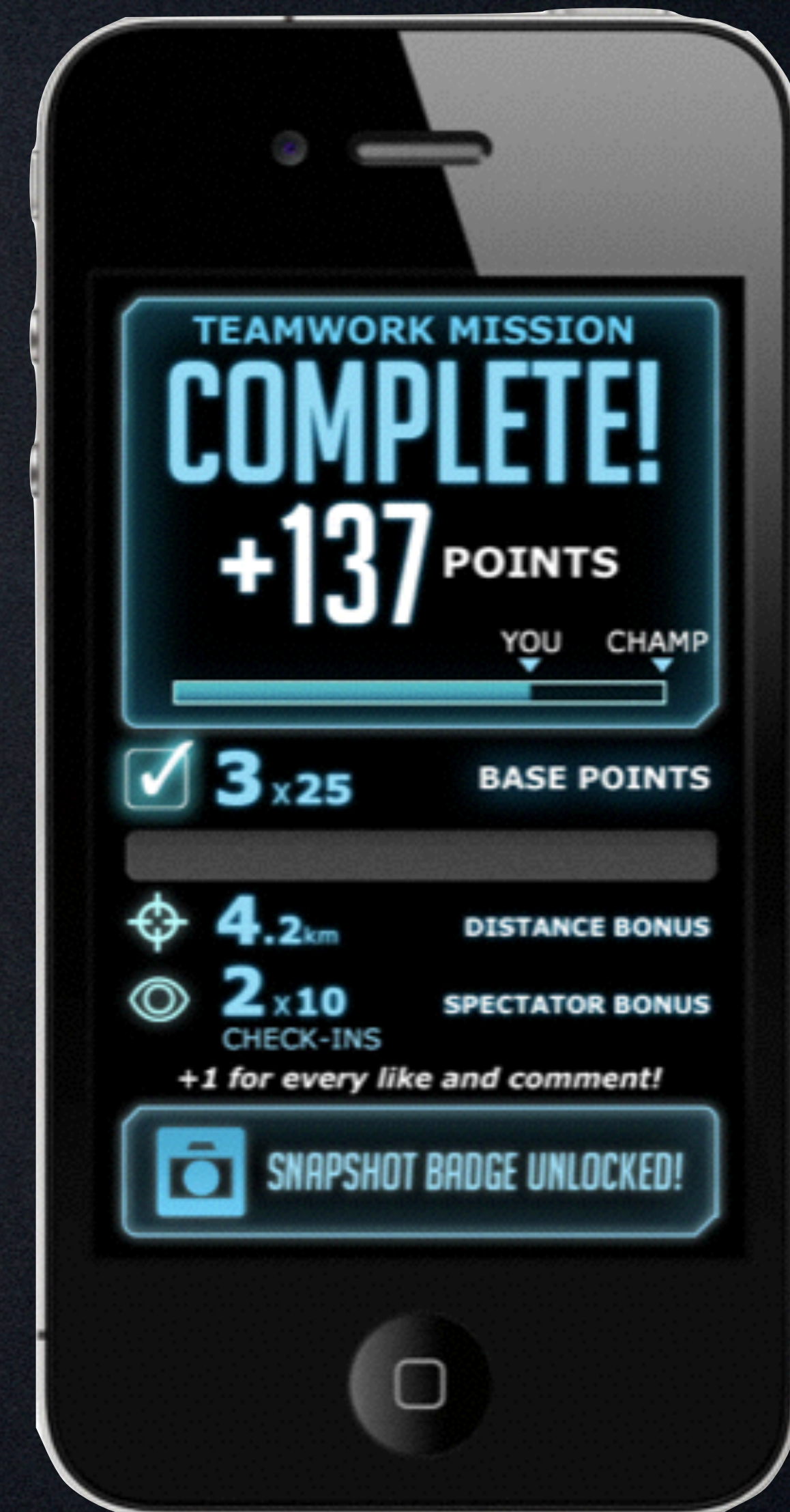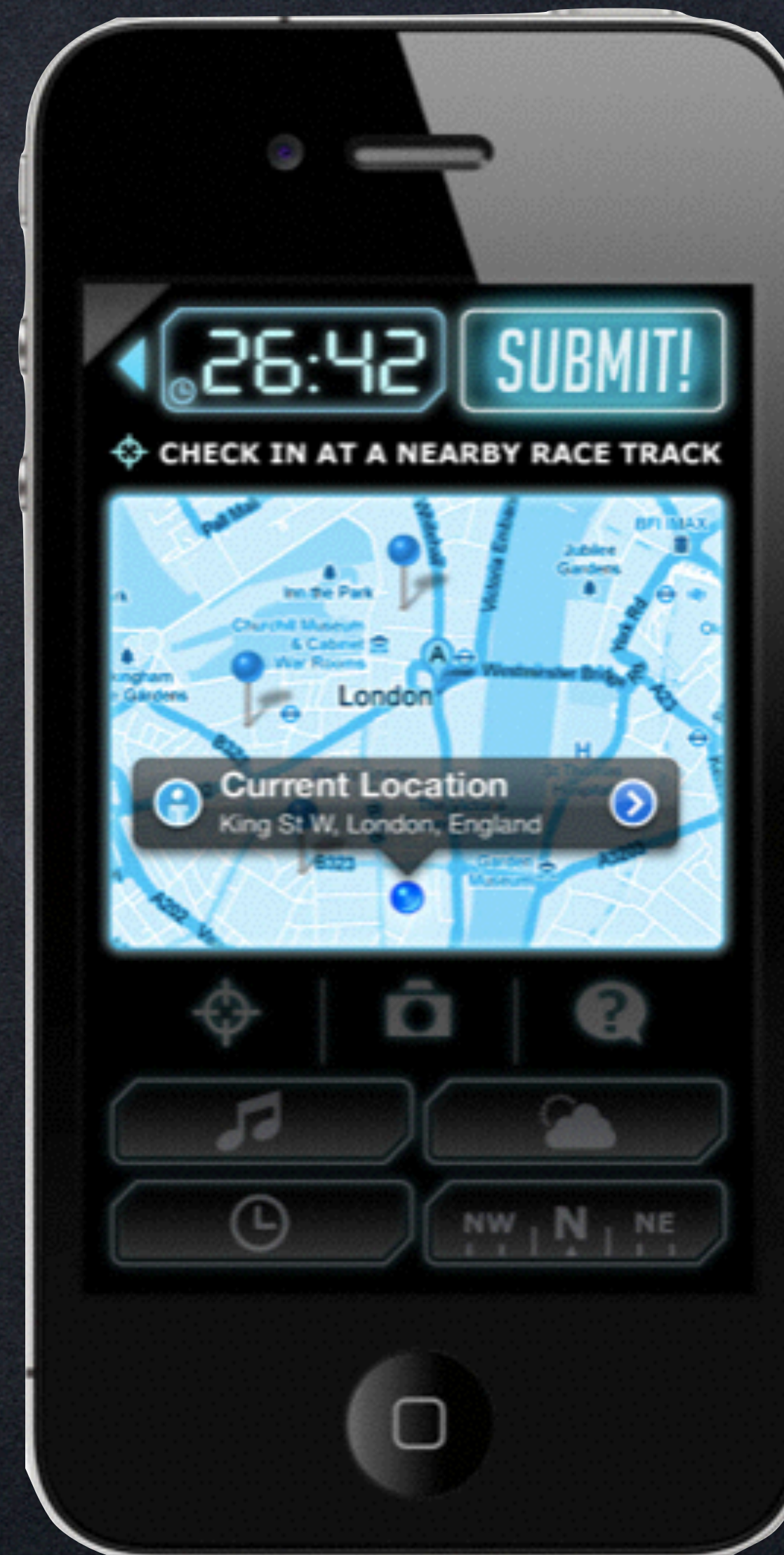**6.6** *Back button* returns the user to the Mission Detail screen (5.0)

Mission Detail Active (screen)

.ıl. AT&T 3G   5:11 PM

Level 1   **Mission**

50   The Racing of the Bulls
04:36   BAIL!

☑ **Check-in at the Red Bull offices**

☐ **Check-in to a race track**

☐ **Take a photo of the Red Bull logo**

Top Media

🛡 average points: **176**
🕐 average time: **9:37**
☑ completed **124** times

Missions | Map | Adam | News

Mission Runner: Location (screen)

.ıl. AT 6.6 3G   5:11   6.1

← **4:56**   SUBMIT

Task description here and that's it before you lorem ipsum chips and dipsum

🎵 **Third Eye Blind - Jumper**
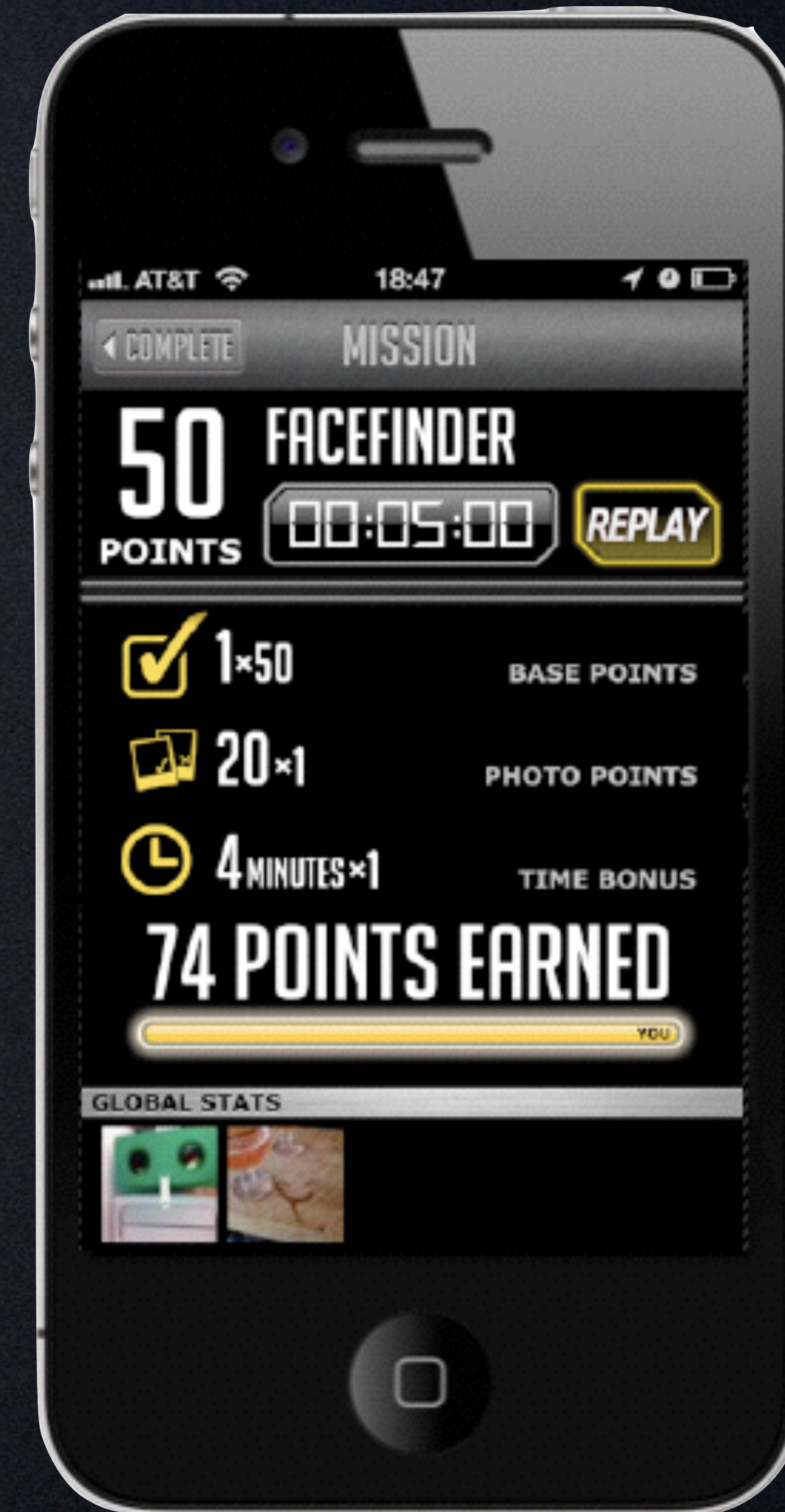
RED BULL MISSION CONTROL

PROTOTYPING & USER TESTING

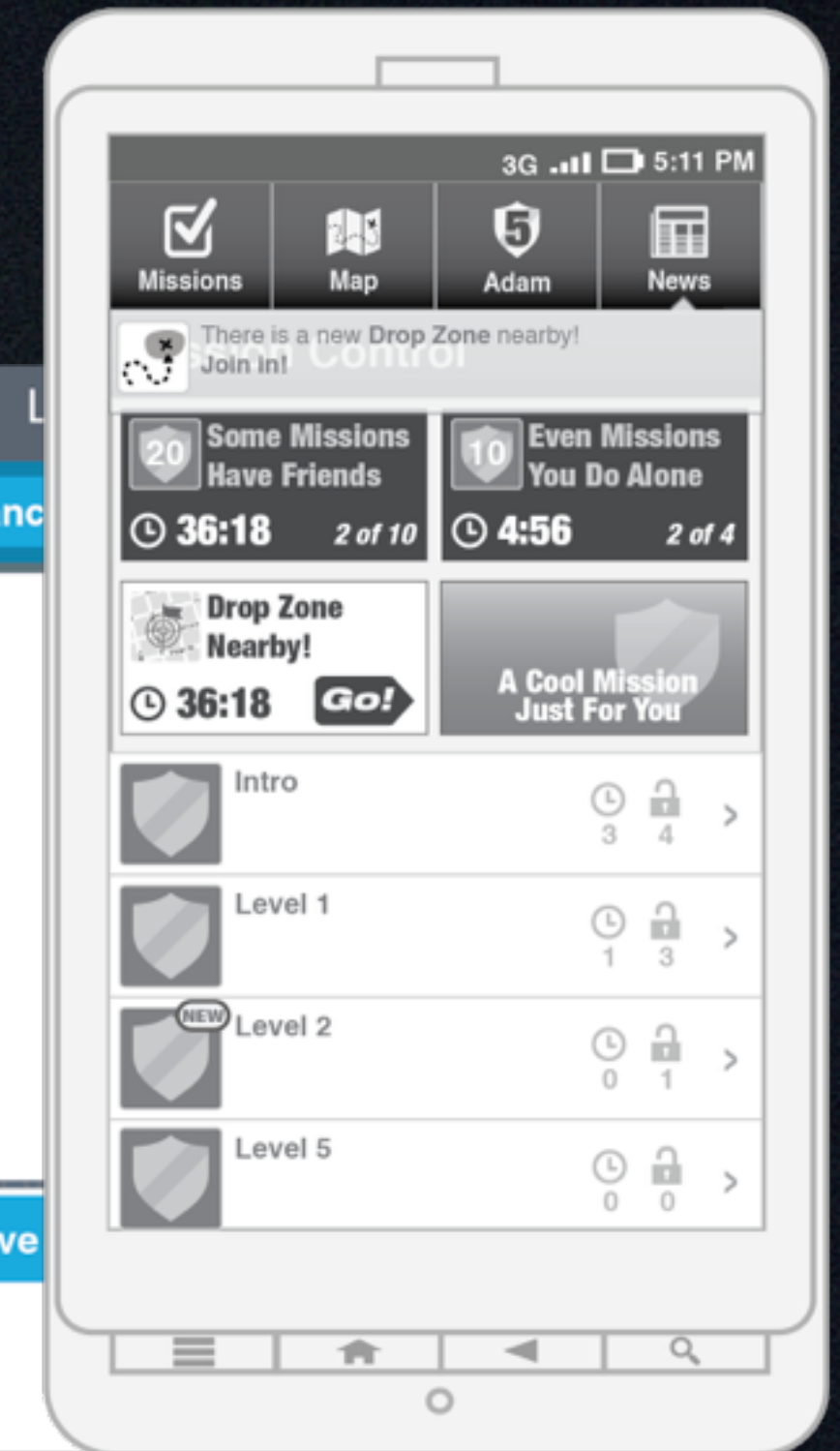# RED BULL MISSION CONTROL

SHIP & REFINE

RED BULL MISSION CONTROL

BUILD THE PLATFORM

RED BULL MISSION CONTROL

BUILD THE USER BASE