

Case Study

MORIARTI



Forestry Commission

Glenmore Forest Park Interpretive multimedia

Background

Managed by the Forestry Commission, Glenmore Forest Park near Aviemore is one of the UK's most popular outdoor tourist destinations, attracting more than 1 million visitors each year. Its visitor centre aims to create interest in and awareness of the forest park's native woodlands, habitat and wildlife.

The Capercaillie, a bird originally native to Scotland, is once again under threat of extinction. The Forestry Commission, in conjunction with the European Union, is committed to adopting a proactive approach to its conservation.



Sample screens from the 'Save the Capercaillie' interactive touch-screen game.



The brief

A new exhibit was planned within the Glenmore Visitor Centre to increase awareness of the Capercaillie population's current plight. The exhibit would consist of a 'faux' observation hide, a touch-screen multimedia application and a giant, wall-mounted board game. Moriarti was invited to design and develop the two interactive elements to provide fun, engaging and informative ways of educating visitors of all ages.

The response

An interactive touch-screen 'Save the Capercaillie' game was designed to convey the complexities of managing the Capercaillies' habitat. Designed as a multiple choice quiz, the objective of the game is to ensure the birds' survival, with the player's performance tracked on a population scale. Questions are based on factors that directly affect the Capercaillie population – habitat, weather conditions, tree felling, and so on. The player has a limited time to answer each question, a tail-feather countdown adding excitement along the way. An 'Ask the Forester' feature provides clues to the best answers when required. The game is aimed at children between the ages of 10 and 16, but is also enjoyable for younger children with adult assistance.

