

# #ESCAPESTONE

## INTRODUCTION

### WHAT IS #ESCAPESTONE?

An immersive, interactive, library-themed puzzle game that necessitates teamwork and information sharing for participants to find the key and “escape” the room.

### WHAT DO YOU MEAN BY "INFORMATION SHARING"?

A lack of information sharing within teams has consequences for multiple stakeholders. For team members, managers, and the corporate organization that employs the team, the quality of team output is related to information sharing. The positive benefits of improved information sharing practices (better cohesion and knowledge integration) provide a better work environment for employees and reduce risk for the corporation at large.

### WHY DID YOU CHOOSE TO DO #ESCAPESTONE FOR YOUR CAPSTONE?

Teams build trust through shared experiences, but all too often team building activities fall short of including all members in the experience. Corporate retreats limit ways of participating and happy hours privilege outgoing team members. #ESCAPESTONE fills the gap by providing teams with a shared experience that simulates work without the high stakes - besides escaping on time!

## DESIGN PROCESS

**RESEARCH INDUSTRY**  
*Spoke with experts and explored existing literature to understand current and future trends*

**TRY ESCAPE ROOMS**  
*Played local escape rooms to understand format and variety of room features*

**IDEATE PUZZLES**  
*Brainstormed many potential puzzles for a variety of learning styles*

**PROTOTYPE PUZZLES**  
*Selected puzzles appropriate for our purposes then developed prototypes for testing*

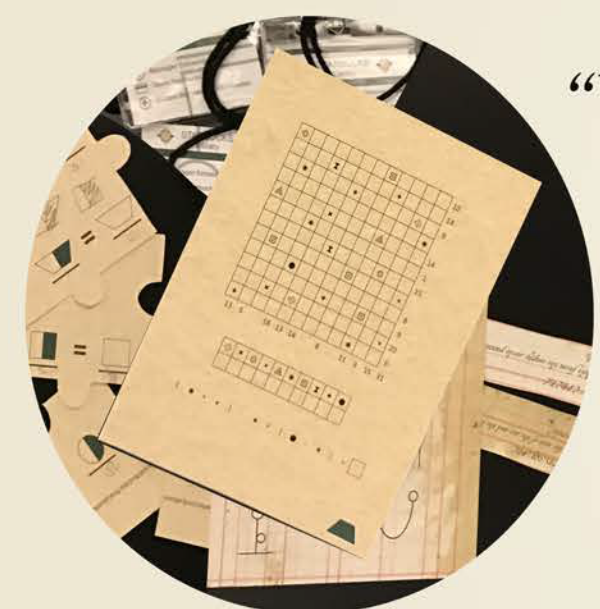
**USER TEST PUZZLES**  
*Tested puzzles at local conference and got feedback on structure and clarity*

**REDESIGN PUZZLES**  
*Improved puzzles based on user testing feedback and observations*

**PLAY TEST ROOM**  
*Ran dress rehearsal of our full escape room to identify issues and anticipate potential roadblocks*

**REDESIGN ROOM**  
*Improved room experience based on user testing feedback and observations*

**DEPLOY ROOM**  
*Held #ESCAPESTONE event with sponsor team and hosted discussion about information sharing experience*



*“We can solve problems without all the information.”*

*“We all began working individually around the room, but then we naturally started to small group and gather..then talk..then separate.”*



## INFORMATION SHARING

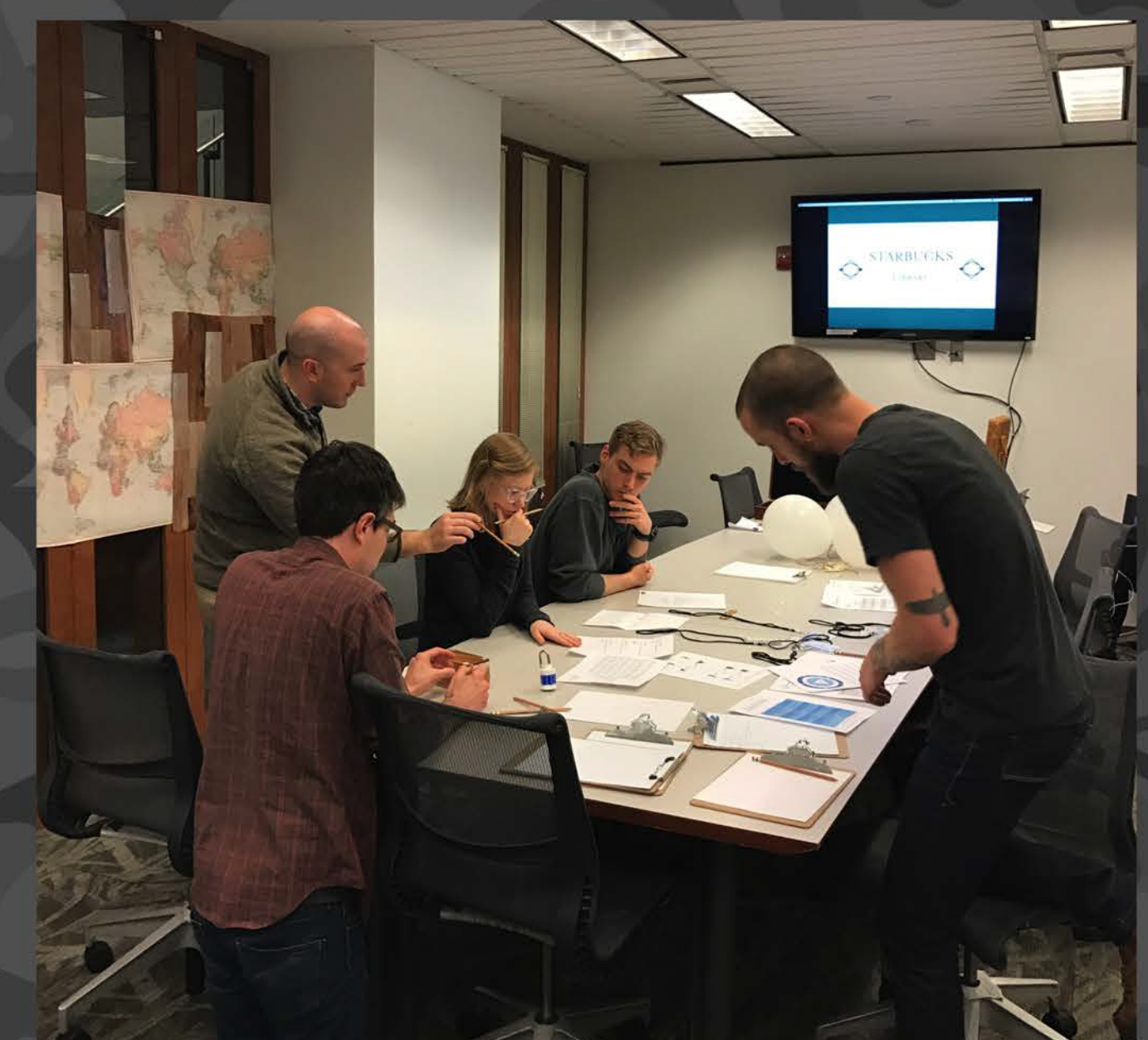
### INFORMATION SHARING ON THIS TEAM

Our participants were a team of eight managers from Starbucks Corporate. The participants perform similar managerial duties at differing levels of experience and employment history. The participants joined the team at different times, being a team member for as long as eleven years and as little as one month. Additionally, as indicated in survey responses, the participants did not speak the same “technical” language. Varying levels of team member integration and a wide variety of “technical” languages were the two main barriers to information sharing for our participants.

### INFORMATION SHARING IN THE ROOM

Six dominant information sharing themes occurred within the room; the infographic on the left visualizes these themes: The team bolstered trust and respect by actively listening to each other throughout the experience. They continually checked in to discuss progress, assess, and ask for clarification. These practices allowed the team to unify cohesively despite differing backgrounds and work environments. Afterwards, they compared #ESCAPESTONE to other work team experiences, noting it was more inclusive than casual social outings because it allowed them to interact with a shared goal.

Because #ESCAPESTONE was a social experience where the team worked towards a shared goal, it mimicked common work tasks without the high stakes. The guided reflection provided a platform for team members to recognize transferable skills that paralleled their everyday work experiences.



## #ESCAPESTONE

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