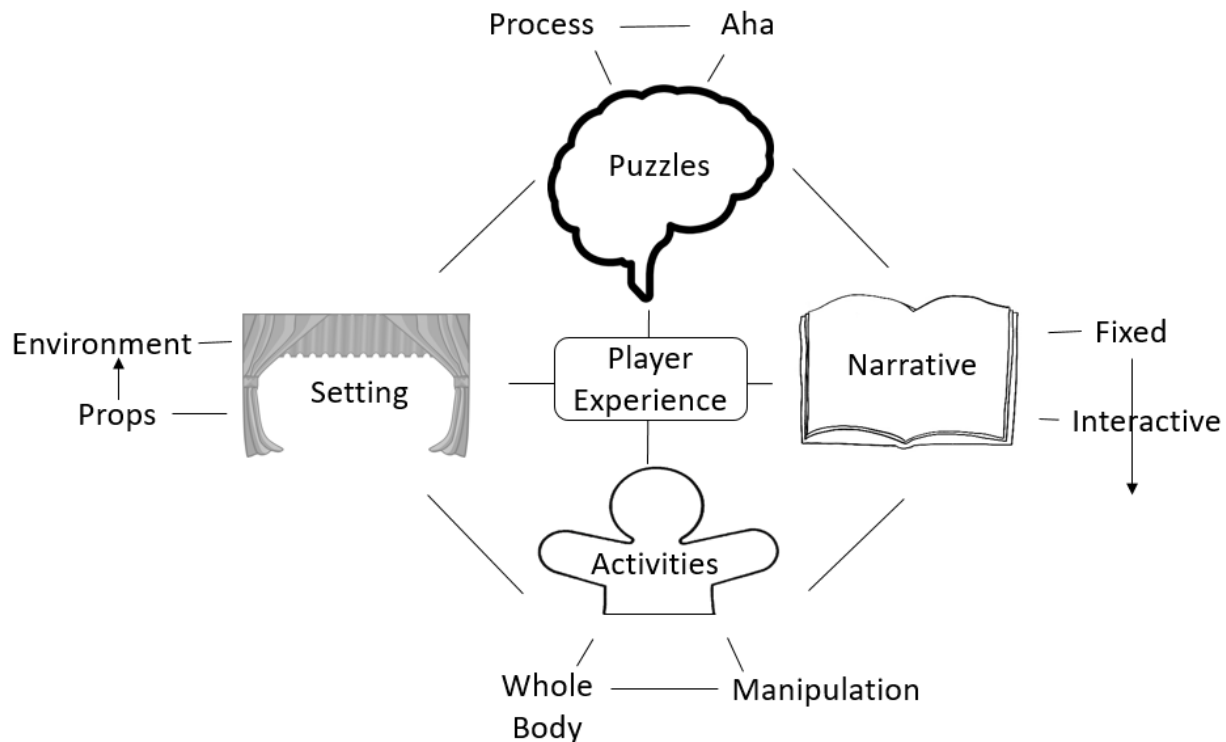# SNAP Model for Immersive Escape Room Design – Quick Reference

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Key Notes:

- Setting – Ensure both the things the players work with (props) and the décor, sound, smell are consistent with the time period and place. Props start as part of the environment and need to fit in for a more immersive experience.
- Narrative – Games have a point where they move from a fixed to interactive narrative (commonly right at the end with the win/loss). The earlier this transition, the more empowered the player is and the more immersive the experience.
- Activities – Have the player do both whole body and hand-based activities that help them assume the role they are assigned in the game to raise immersion.
- Puzzles – Aha puzzles require a leap of logic while process puzzles involve application of known rules to reach an end state. Raise immersion by making puzzles that advance the story within the setting and engage the body with the mind.
- Nothing should stand in its own. Use every major element in the room to convey the setting and narrative while involving the body and the mind to immerse the player.
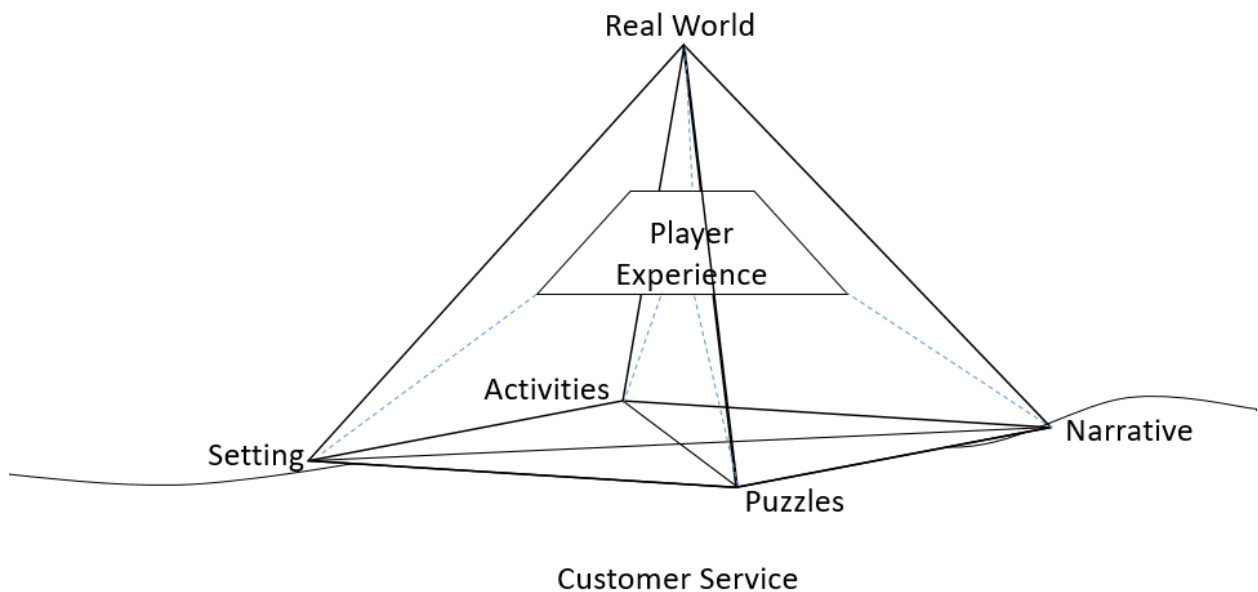
Key Notes:

- Customer Service is the bedrock upon which an escape room is built. Bad customer service can hurt a good escape room much more than good customer service can help a bad escape room. Both customer service and room design are important.
- Involving the real world can give a recreational escape room additional marketing channels to schools and the tourism industry.
- When designing, start at the top of the pyramid and move down:
  - Identify the real world learning outcomes to be integrated (especially if creating a game for a cultural or educational purpose)
  - Ask questions about the types of players involved
    - Who is the audience for the room? What are their expectations?
    - What constraints are there (space, money, time)
    - What are the opportunities and challenges
- Show, don't tell – use environmental storytelling when possible
- Create puzzles and activities that immerse the player in the setting and the narrative