HUNTEE

Digital trails & experiences to encourage people to head out and explore

CHOOSE

EXPLORE

DISCOVER

SUCCEED

HUNTEE

Roseberry Topping & Newton-under-Roseberry

Explore the waterways and nature reserves around this part of the river Tees

Distance 4 kms | Target 60 mins | Route Preview

View High Scores

Begin at the Tees Barrage car park and head to the Sails art sculpture.

BEGIN

① To be discovered...
② To be discovered...
③ To be discovered...
④ To be discovered...
⑤ To be discovered...
⑥ To be discovered...

HUNTEE

Roseberry Topping & Newton-under-Roseberry

① To the Topping...

0.82 km

Continue along the Roseberry Lane bridleway and look for a board titled 'The National Trust: Roseberry Topping'.

What is the name of the quarry to the south of Roseberry Topping?

ENTER | HELP

② To be discovered...
③ To be discovered...
④ To be discovered...

HUNTEE

Roseberry Topping & Newton-under-Roseberry

① To the Topping... ✓

The hill is believed to have been held in special regard by the Vikings, leading to its early name of 'Othenesberg'.

The name changed successively to Othensberg, Ohenseberg, Ounsberry and Ouesberry before finally settling on Roseberry.

CONTINUE

② To be discovered...
③ To be discovered...
④ To be discovered...

YOU DID IT!

Final Time
31:27

Your Time Taken 21:27 | Penalty Minutes 10

Incorrect 5 | Autocompletes 0

NEXT

A NEW WAY TO EXPLORE

Huntee provides digital treasure hunts and interactive experiences that are free to play on any smartphone, in the form of an easy-to-use website & app.

Each 'Huntee' can be enjoyed by anyone. from adventurous individuals, to groups of friends and families who like to head out and explore.

Fun For Everyone
A fun way to explore and learn about places and environments

Stay Active
A great way to exercise and get some fresh air.

Gameification
Challenge yourself to get the best score

Established & Growing
Over 40 interactive trails and games across with regular new additions.

Active Discovery
Bitesized did-you-knows covering heritage, history, geography, wildlife and more, specific to each location.

As seen & heard on...

BBC TEES **The Northern Echo** **TeessideLive**
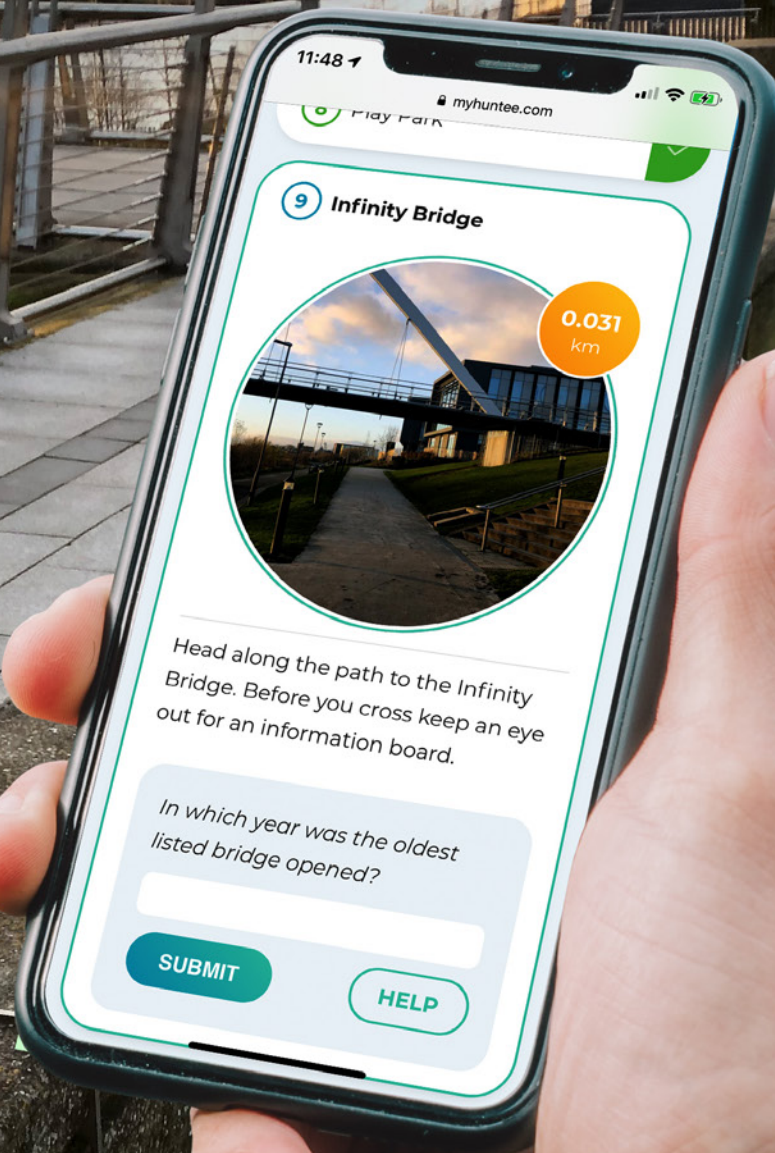
> **"**
>
> *I never leave reviews but I absolutely love [Huntee]!*
>
> *We've been struggling getting our 7 year old out for a walk but we did the Ropner Park trail today and she had so much fun!*
>
> *She's already planning to do one tomorrow. Will be telling everyone I know about this!*

**Samantha**
via Facebook Review

GAME MODES

A range of game modes for both real-world and play-at-home experiences.

HUNTEE TRAILS

Digital trails, also referred to as 'Huntees' are the primary game mode.

All trails are based on real-world locations and encourage players to head outside and explore. Typically these trails are between 2km and 5km in length, and can be completed within a couple of hours.

Fun for all ages; from families with young children, to adults who enjoy an adventure.
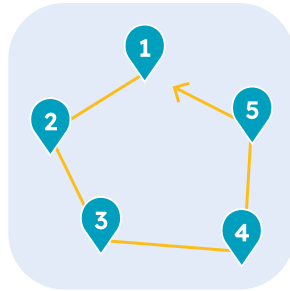
HUNTEE TRAILS: AR STORY TRAILS

AR Story Trails combine real-world trails with Augmented Reality (AR) storylines, illustrations, and fun challenges.

AR Story Trails are aimed at a younger audience and are ideal for families with young children.

HUNTEE COLLECTIONS

Collections allow players to explore in their own way.

Unlike Huntee Trails (which are a linear, guided route) Huntee Collections can be completed in any order and over any time period. Great for a day out or a holiday challenge, Huntee Collections
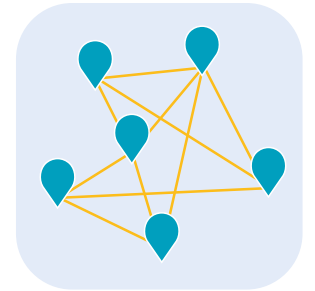
AR ESCAPE ROOMS

A play-at-home game mode that provides escape-room-style gameplay via Augmented Reality (AR) and Virtual Reality (VR)
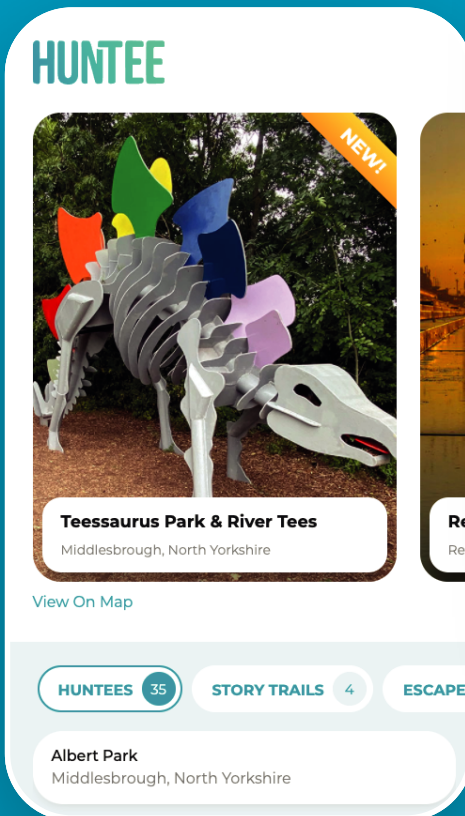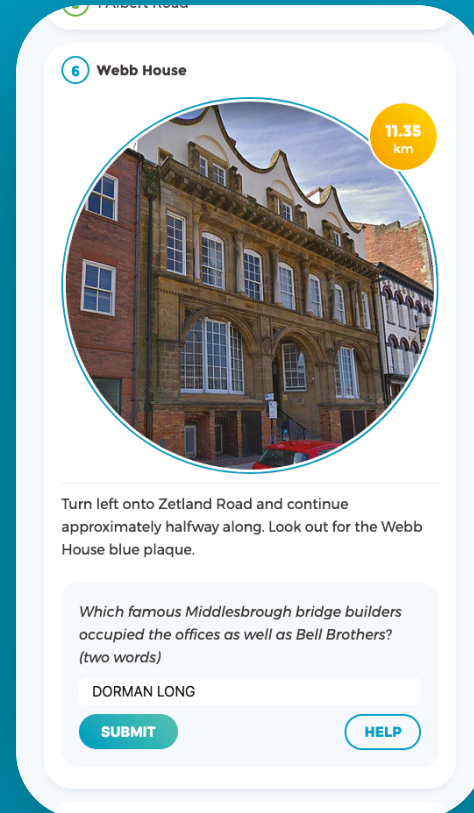
HOW IT WORKS

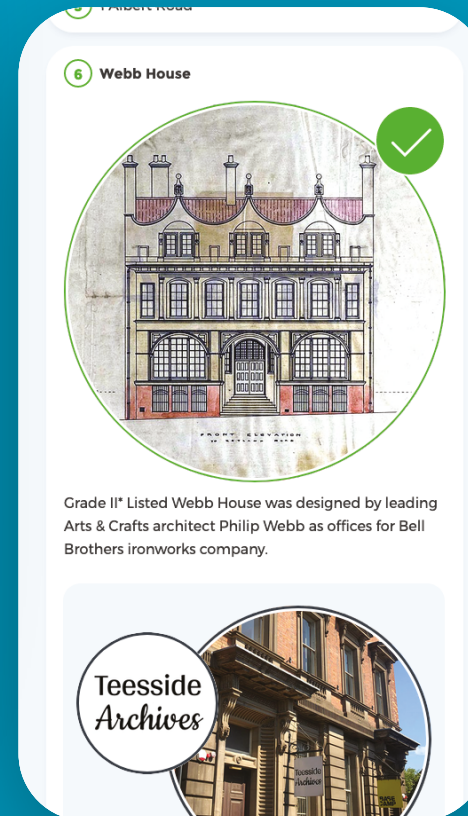## HUNTEE TRAILS

01

Choose a Huntee to play

HUNTEE

NEW!

Teessaurus Park & River Tees
Middlesbrough, North Yorkshire

View On Map

HUNTEES 35   STORY TRAILS 4   ESCAPE

Albert Park
Middlesbrough, North Yorkshire

02

Follow the clues and answer the questions

1 Albert Road

6 Webb House

11.35 km

Turn left onto Zetland Road and continue approximately halfway along. Look out for the Webb House blue plaque.

Which famous Middlesbrough bridge builders occupied the offices as well as Bell Brothers? (two words)

DORMAN LONG

SUBMIT   HELP

03

Discover more about the area you're in.
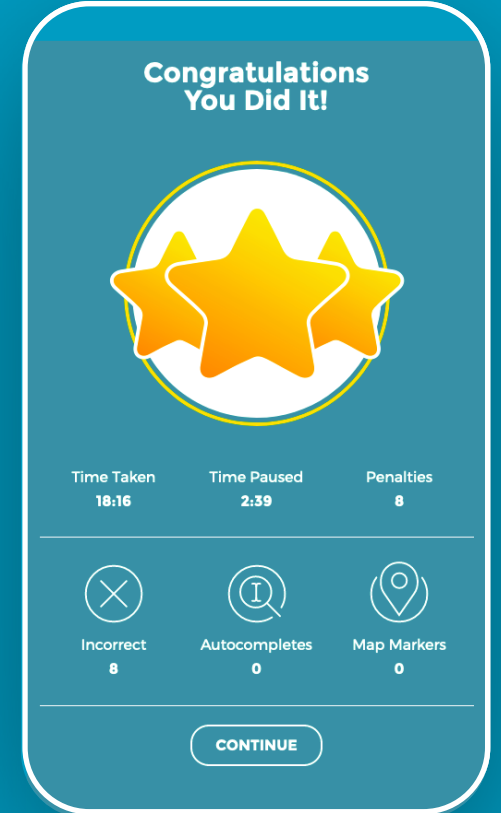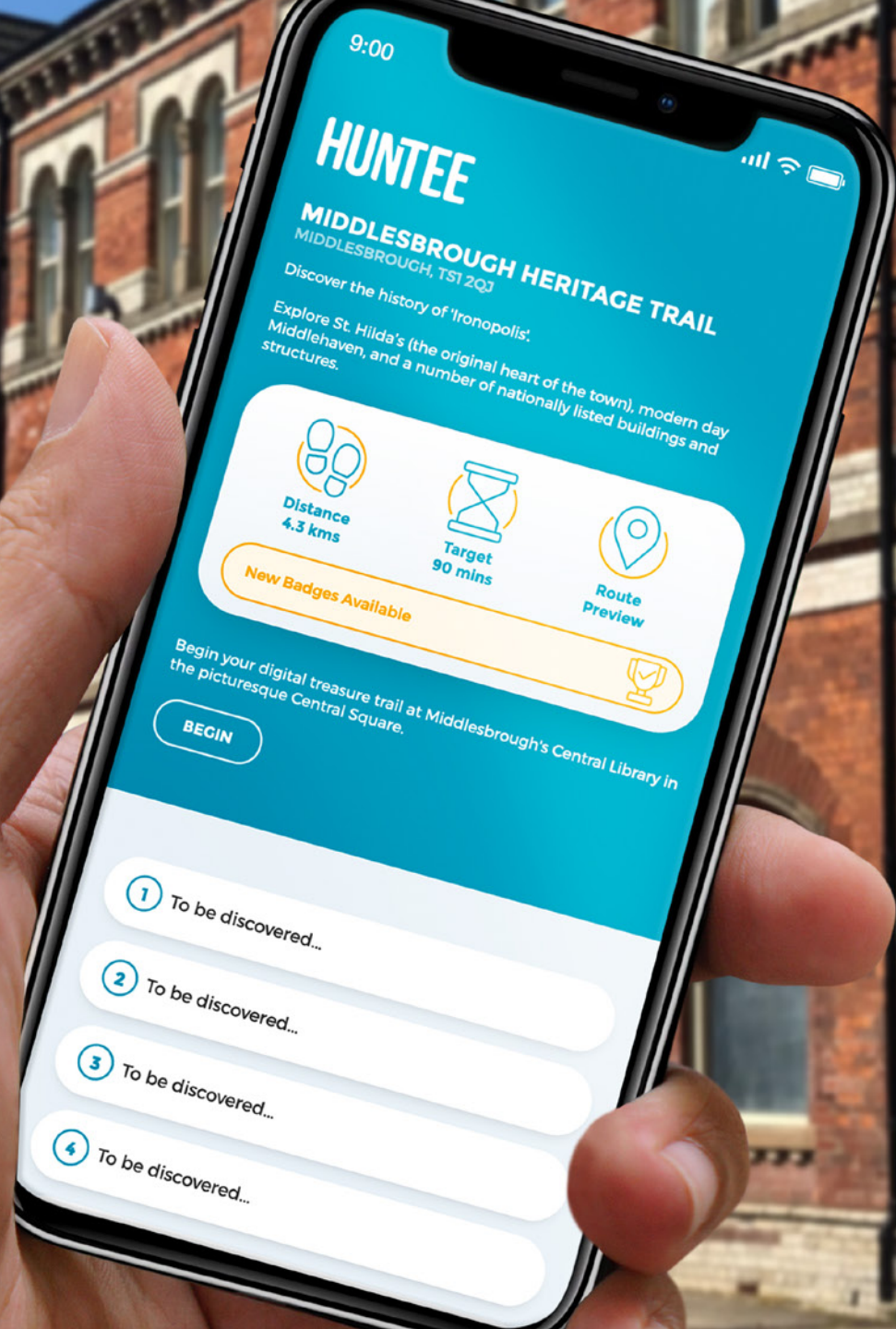
1 Albert Road

6 Webb House

Grade II* Listed Webb House was designed by leading Arts & Crafts architect Philip Webb as offices for Bell Brothers ironworks company.

Teesside Archives

04

Complete the Huntee and get your score

**Congratulations
You Did It!**

Time Taken
18:16

Time Paused
2:39

Penalties
8

Incorrect
8

Autocompletes
0

Map Markers
0

CONTINUE

PROMOTING DISCOVERY

Huntee trails utilise a wide variety of existing points of interest such as information boards, statues, plaques, and historical artifacts.

When a question is correctly answered the game-timer automatically pauses allowing the player to explore the area.

Beyond simply being a playable treasure trail Huntee provides a platform for people to engage, explore, and learn about the areas they visit on the trail.

Historic photos can be displayed, along with interesting information about the location and factual 'did-you-knows'.

All information is bitesize, keeping the player engaged and to promote effective knowledge transfer.

❝ *We had a great time on out first Huntee round Tees Barrage and Maze Park. Even my fussy 6 year old loved it. Struggling to decide which one to do next.*
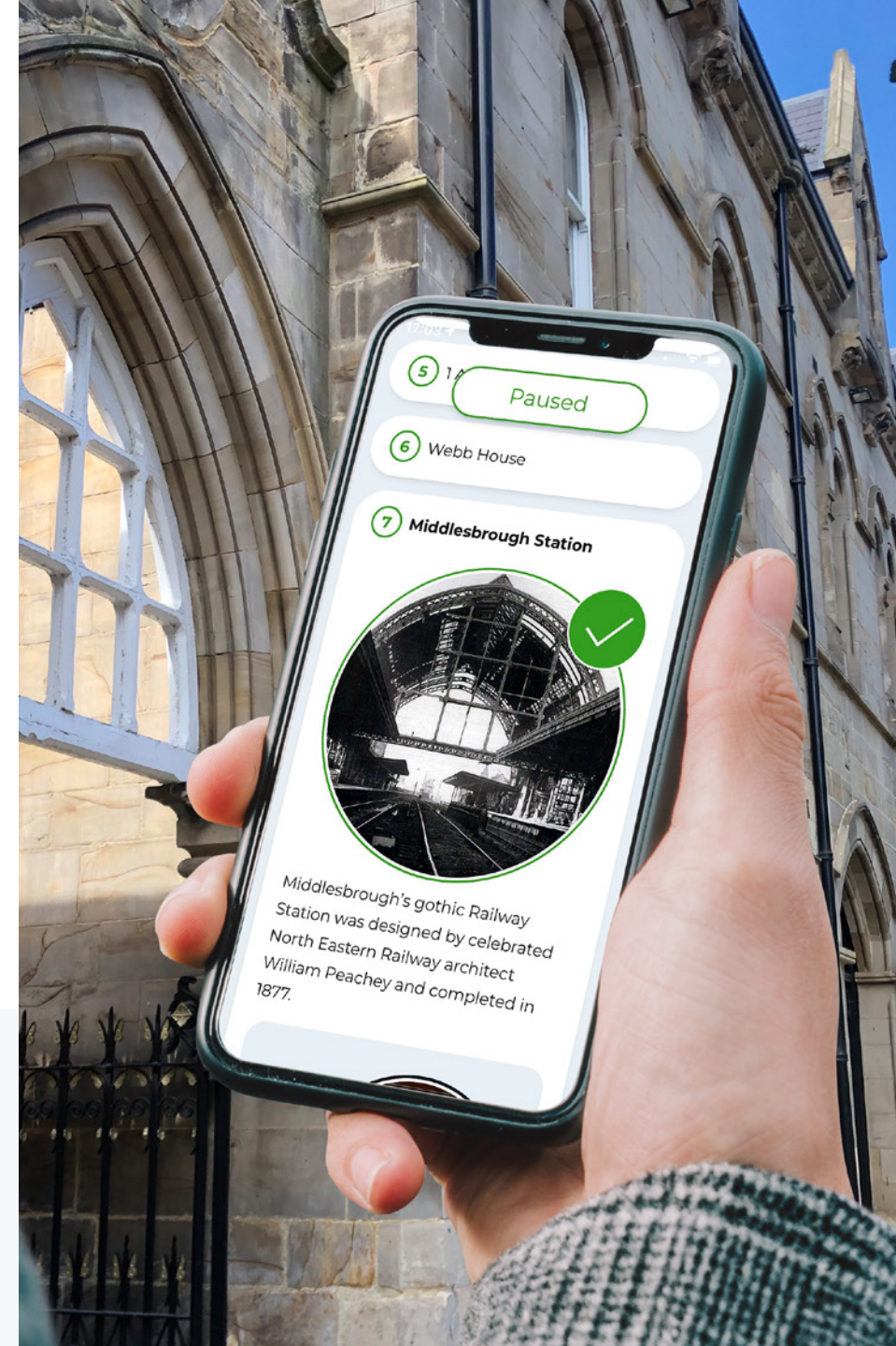
SCORING & HELPERS

Huntee adds an optional competitive scoring aspect based on time - although it's impossible for a player to fail if they complete a trail, they simply receive a score of 1, 2, or 3 stars based on their completion time..

Each Huntee has a target time that's shown in the overview. Once a player begins a Huntee the timer starts,.be careful though as each incorrect answer adds a +1 minute time penalty.
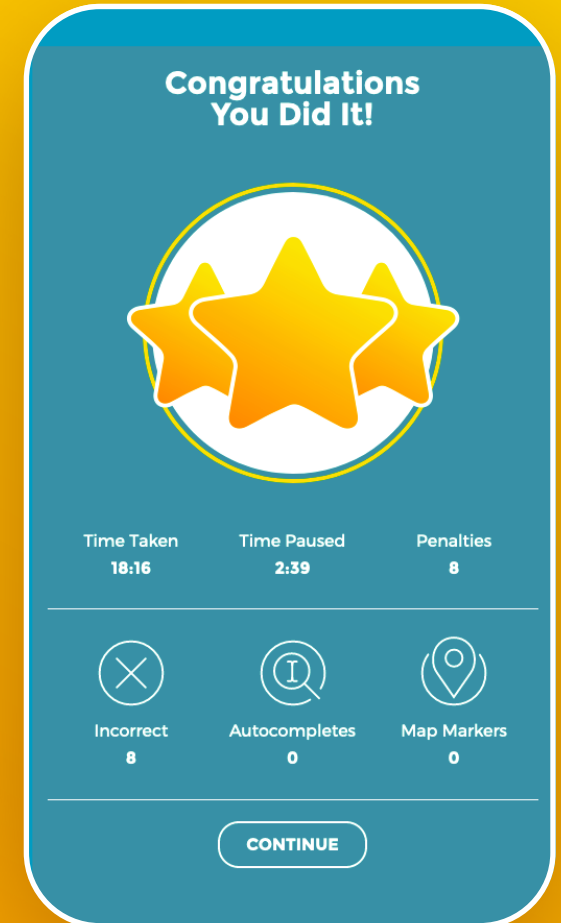
AUTOCOMPLETE

If a player can't find the answer they can use an 'autocomplete'. This helper simply automatically enters the answer for the player.

MAP VIEW

If a player can't find the next marker location they can use a 'map view' helper which directs them to a dropped pin on Google Maps.

Each helper incurs a time-penalty towards the final score to discourage unnecessary use of helpers.

" *its a great way to get out and get some exercise and keep the kids interested on what might have otherwise been a normal boring walk, love it!*

**Congratulations
You Did It!**

Time Taken	Time Paused	Penalties
18:16	2:39	8

Incorrect	Autocompletes	Map Markers
8	0	0

CONTINUE

GAMIFICATION

'Gamification' is the application of game design elements and game principles in non-game contexts.

From history & heritage routes to wildlife trails, Huntee provides players with an engaging way to explore, discover, and learn more about an area or location.

Each 'Huntee' takes the form of a question-and-answer treasure trail that includes optional Helpers if the player becomes stuck.
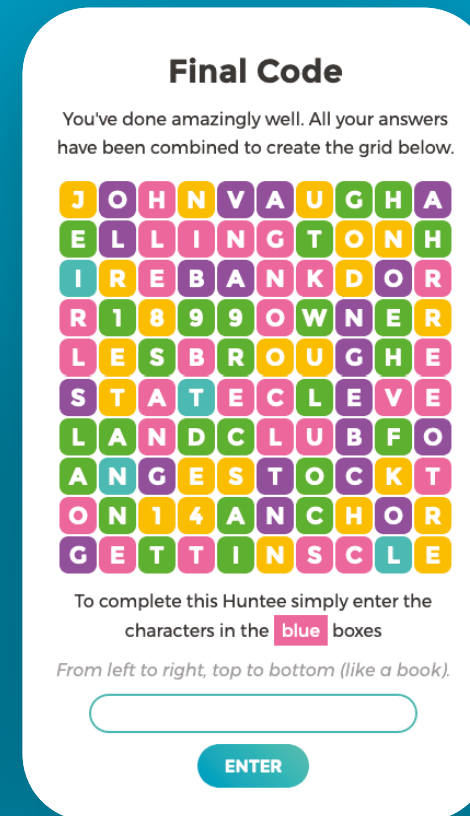
After each correct answer additional media and information is displayed for the player before they continue.

After the final question the player must enter the Final Code from a grid comprised of all submitted answers before completing the Huntee and finding their score.

Q&A
An intuitive question-and-answer approach

Final Code
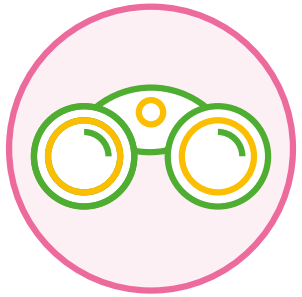*A simple final puzzle based on the answers found throughout the trail*
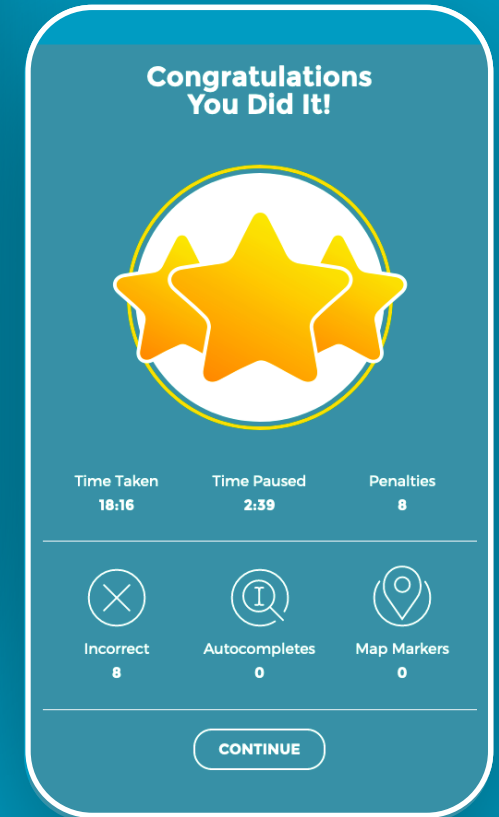
Scores
Players can earn between 1 and 3 stars for their performance

MEDALS & BADGES

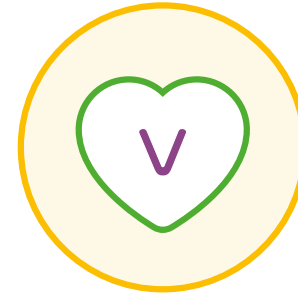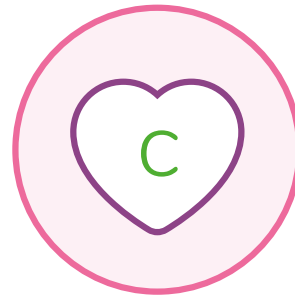To promote further exploration and discovery each player can earn medals, badges, and accomplishments within Huntee.

Flawless First
Complete a Huntee without any incorrect answers

Smartie Pants
You've completed a Huntee trail without using helpers

Marathon
Walk 42 kilometers playing Huntee

COLLABORATION & REGIONAL EXPERTISE

Huntee is committed to go beyond simply providing a real-world game and route-finding service.

Huntee trails are enhanced by sharing intersting 'did-you-knows' about each trail and the surrounding area. Players discover bitesized information and photos throughout their adventure, from history and heritage to wildlife and nature, and even local folklore.

Huntee is proud to work with local experts and authorities to augment the in-game experience with interesting and relevant content. Historians, community leaders, volunteers, and photographers have collaborated with Huntee to share their knowledge and capabilities, adding depth and value to Huntee trails.

PRESS & PR

Huntee has received accolades from local media sources.

Middlesbrough Council PR

https://www.middlesbrough.gov.uk/news/heritage-trail-brings-historic-zone-life

BBC Tees Audio:

https://www.peterhintondesign.co.uk/talking-huntee-on-bbc-radio/

Heritage Unlocked Press Release:

https://www.heritageunlocked.com/news/hunteetrail

Enjoy Tees Valley

https://www.enjoyteesvalley.com/things-to-do/huntee-p1063661

Teesside Live

https://www.gazettelive.co.uk/news/teesside-news/peters-labour-love-treasure-trail-19916503

Northern Echo

https://www.thenorthernecho.co.uk/news/19626644.teesside-treasure-trail-app-encourage-people-explore-region/

ENJOY TEES VALLEY

♡ 0

Huntee

Type: Outdoor Adventure Activities
Various Locations, Tees Valley

💻 Website
✉ Email
📞 View Phone Number

About

Huntee is a real-world platform that provides free digital treasure hunts to encourage people to head outside and explore the world around them

WHEN IS AN APP
NOT AN APP?

Huntee is focused on simplicty & accessibility. No app download is required to play.

WHAT IS A PWA (WEB-APP)

A Progressive Web App (PWA) is essentially a website that looks, feels, and functions like a typical app.

However, in order to start you don't need to access any app stores or download any apps. Simply visit myhuntee.com and choose a game.

WHAT IF I WANT AN APP?

Great! PWA's can be easily added to your mobile phones 'home screen', providing an icon and experience that looks, feels, and functions like a typical app.

WHY?

Downloading an app is a personal decision, and often users don't feel comfortable new apps unless absolutely necessary.

As Huntee is a real-world based game many players find out about Huntee when they are out-and-about.

Requiring an app to be downloaded forms a barrier many are unwilling to cross. At Huntee we don't ask anyone to make this choice, they can simply visit our website and play immediately.
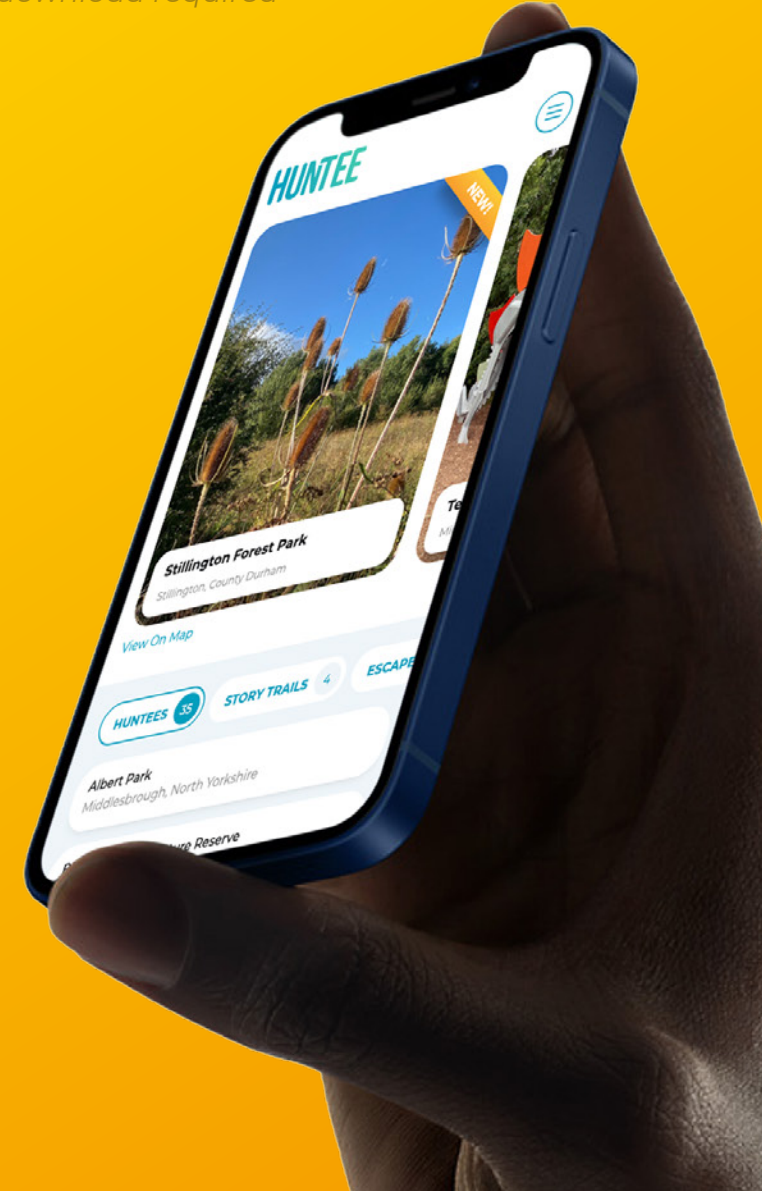
FUTURE PLANS

The aim is to continually improve Huntee in terms of both the trails offered and the app/platform experience.

TREASURE TRAILS

New treasure trails will be added regularly, with trails around Ropner Park (Stockton) and York city coming soon.

AUGMENTED EXPERIENCE

We're looking to expand the experience to include immersive and engaging media, including audio, video, photo galleries, themed selfies/frames, and augmented reality where possible.

INDOOR HUNTEES

We're looking to expand the experience to include immersive and engaging media, including audio, video, photo galleries, themed selfies /frames, and augmented reality where possible.
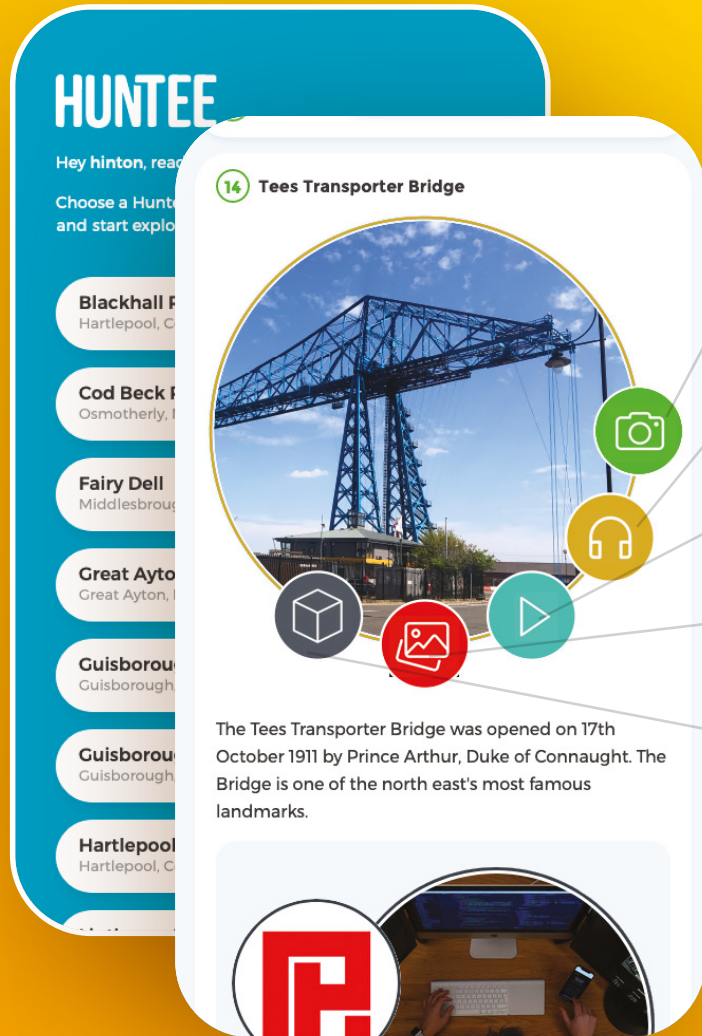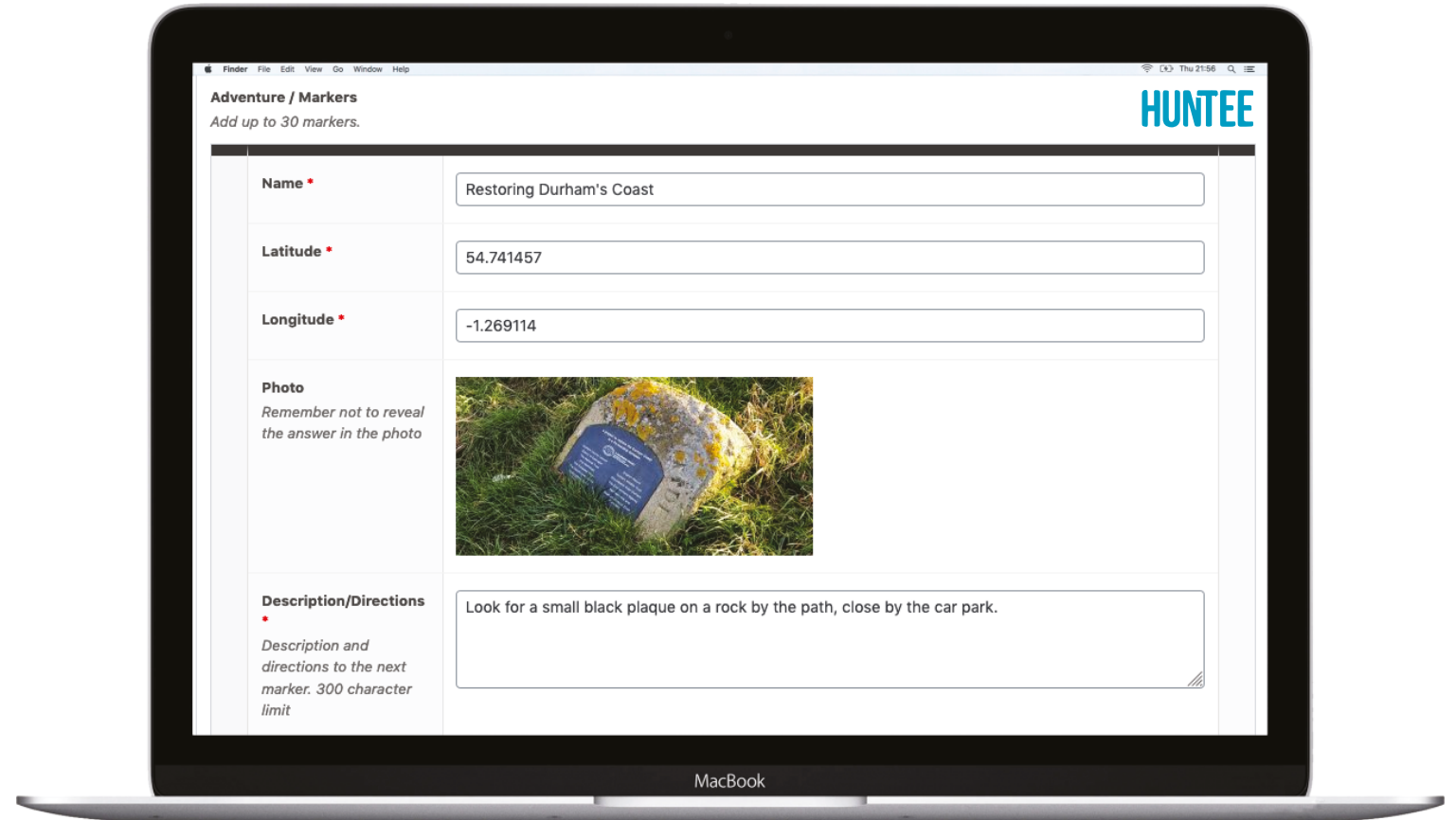
BECOME A
MAP MAKER

Enjoy the outdoors? Know your area well? Want to get involved?

Huntee includes an easy-to-use map maker along with video tutorial, allowing people to create their own interactive treasure trails using the Huntee platform.

If you're interested in becoming a map maker for Huntee please email us via hello@myhuntee.com

DESIGNED & DEVELOPED IN TEESSIDE

Huntee is produced by Peter Hinton Design, a multi award-winning producer of industry-leading UX/UI, design & development solutions.

With over a decades experience in the creative industry as a Web Designer, Web Developer, and Creative Manager, Peter Hinton Design was launched to provide bespoke, client-focused solutions that deliver above and beyond the capabilities of established agency models.

EXPERIENCED

Over 300 projects have been delivered for more than 100 clients. From globally recognised brands, to local start-ups and SME's.

ESTABLISHED

Over a decade of experience delivering cutting-edge creative solutions to clients large and small, local and international.

ACCOMPLISHED

Recipient of multiple awards including 'Outstanding Freelance Design Consultant of the Year', and 'Site of the Day'. Featured on more than 35 design publications and award organisations.

www.peterhintondesign.co.uk
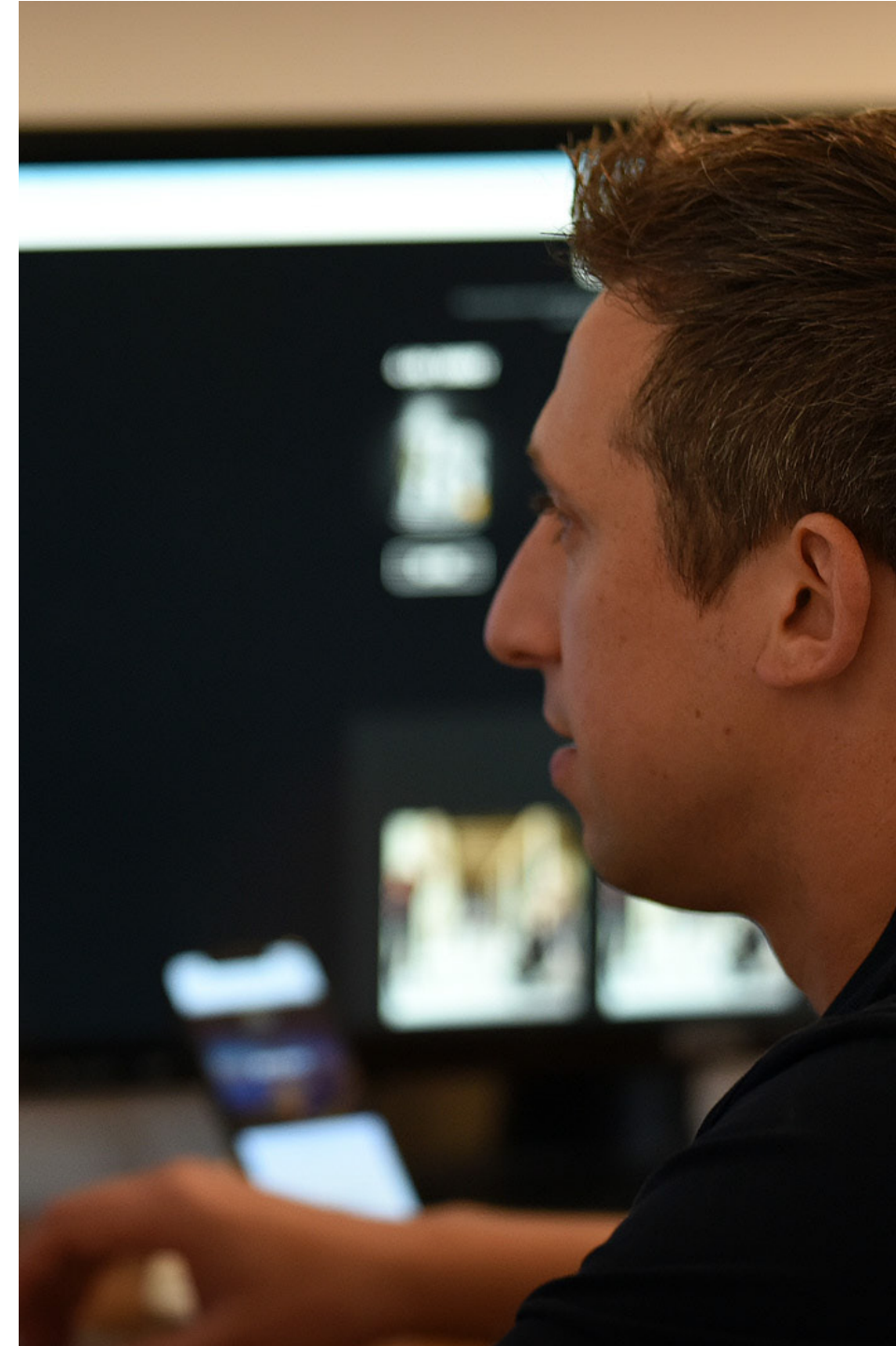
HUNTEE

www.myhuntee.com
https://www.facebook.com/myhuntee
https://www.instagram.com/my_huntee/

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