

Peak Adventure Experiences

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The Problem

In 2024, 70% of Americans had regrets about moving [1]

- 21% wanted a change
- 18% wanted a better quality of life

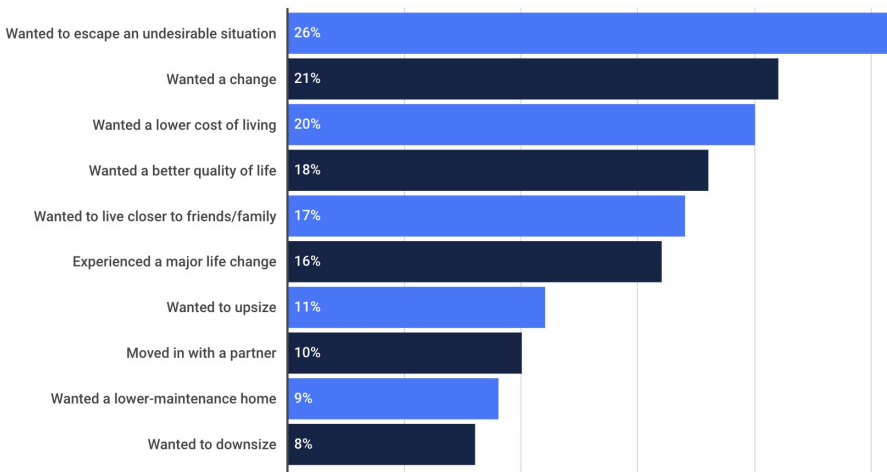


Fig. 1. Bar chart of resident's relocation reason [1]



Our Sponsor

Padraic “Paddy” McGarry

- Owner and CEO of The Scouting Party

The Scouting Party

- Flagstaff tours
- Helps customer confidence in relocating



Fig. 2. Paddy McGarry, the owner of The Scouting Party [2]



Problem Description

The problems

- Difficulty in conveying core local information
- No customizability for each user

Currently, a static web page is in place

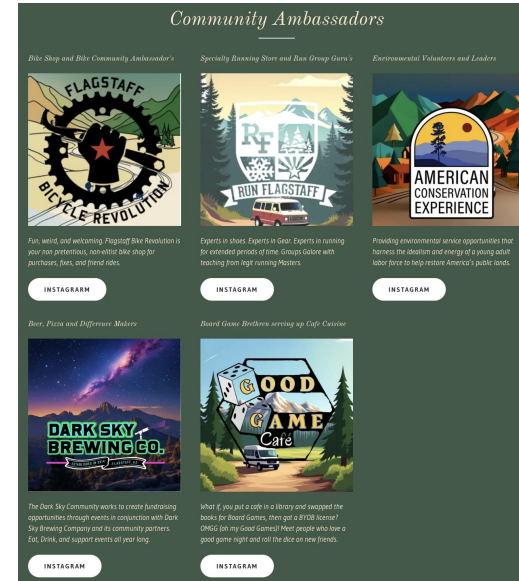


Fig. 3. The Scouting Party website with listed community ambassadors [2]



Solution Overview

Virtual Flagstaff:

- Develop a gamified relocation experience
 - Games with potential rewards
 - NPCs with informational dialogue
 - Customer acquisition



Development Plan

- Weekly client meetings
 - Better define the problems
 - Investigate and prototype solutions
- Technical Challenges:
 - Web-App game - finding and learning an engine
 - Ways to distinguish returning players
 - Find key locations and game-ify them
 - Drive players to become customers



Conclusion

Summary

- Exciting ways to explore
- Reinvent moving

Future expectations

- Branching out



References

- [1] J. Dunaway-Seale, “2025 data: 70% of Americans have regrets about moving,” Anytime Estimate, <https://anytimeestimate.com/research/moving-trends-2025/> (accessed Sep. 24, 2025).
- [2] P. McGarry, The Scouting Party, <https://scoutingparty.com/> (accessed Sep. 24, 2025).



Thank you!

Questions?

