



We Want YOU To Be Our Next Model

Scenario Description and Roadmap

Context of the story

Participants play the role of influencers who are scouted by a trendy digital modelling agency, **ViralLook**, offering them the chance to gain followers and make money fast via a new photo/video platform. It all sounds ideal until things start to feel off. Participants realise that what seems like a harmless gig may be part of a broader scam that manipulates and exploits creators. To uncover the truth, they must solve a series of challenges that simulate real risks in the digital modelling industry and decide if the deal is worth it or a trap.

Note: This ER was created using an AI, namely ChatGPT, to assist in the writing and creation process.



Global explanation

The escape game uses 3 main stages, each involving 1 or 2 unique enigmas. Each stage unpacks a different dimension of digital entrepreneurship. The first phase is focusing on understanding the offer. Participants must understand contract information and identify red flags.

The next phase is about online safety and security. A new account is needed and security recommendations have to be taken into account by establishing proper settings and strong password.

In the last phase, players need to deal with digital pressure. They have to make the final decision whether to accept or decline the offer or report the agency as a scam. For that they need to use the gathered information. It is vital to write down notes of each phase, as there is no way back!

Participants have around 45 minutes total and must collect clues to complete the game and make an informed decision about their digital career, because the offer only stands for a short amount of time before the company moves on to other candidates.



Roadmap

Phase A – Briefing & introduction

Players gather by a connected device (tablet/laptop) and start exploring the Genially game. They are introduced to the brand-new modelling agency ViralLook, which is hiring fresh models. However, the game warns them that their goal is to identify misinformation and risks, and avoid manipulation online. The Game Master is part of the company's external HR unit and supports participants in exploring the modelling agency's offer. The Game Master reminds the players to write down all the codes and information they find important for the final phase.

Resources for all phases and steps: Genially presentation (Annex), paper pages and pens or whiteboard for notes

Phase B – Manipulation & misinformation

Step B.1 – The contract trap

- There is a contract draft that players can read through the “Contract” button and a list of the main clauses. A question invites players to select the clauses that need to appear in their contract to keep them safe.
- The contract contains clauses, and each clause is labelled with symbols: + - ? !
- Players need to pick 3 safe clauses that ensure their digital safety.
- The next page asks them to type in the symbols that match those clauses, which they can see again in the full contract that remains available.
- Typing the correct symbols (+ - ?) confirms the first part of the final code and leads players to the next page.



Step B.2 – Fake testimonials

- Players are introduced to the fact that a variety of social media accounts are fake and involve bought followers and inconsistent presence.
- They have to check the profiles of 4 influencers, presenting data about their typical content, number of followers and last upload. Players must identify the 2 fake profiles based on the inconsistent data (such as a high number of followers despite no posts for months).
- A question allows them to select the 2 real profiles, then another asks them to type in the total count of followers for those profiles (accessible by using the back arrow): **122**

Phase C – Security risks

Step C.1 – Password cracker

- Participants explore a chat log between a new model and an agency representative who asks specific and suspicious questions (year of birth, favourite colour, lucky number).
- A hint button at the top right reveals the logic of the model's password: "year + colour (first 2 letters) + lucky #"
- Players need to type in what they believe to be the model's password based on the information she naively gives in the chat.
- Based on the chat log, players must identify the password as **2004BL7**, which leads them to the next puzzle.



Step C.2 – The digital labyrinth

- The digital labyrinth explores specific questions with potential choices to make when setting up a new profile (setting a strong password, using 2-factor authentication, using VPN, managing account access).
- Players need to select the safe option for each situation to ensure their account is secure.
- Once all safe choices are made, the final key “**OF25**” is revealed, and players can move on to the final step.

Phase D – Final decision

Step E.1 – Decision time

- A message invites participants to make a decision about the contract and collaboration, proposing 3 options:
 - 👉 Accept the offer
 - 🙅 Decline the offer
 - 📧 Report the agency
- Choosing the correct and safest answer (Report agency) unlocks the last page that concludes the game and asks for the final code.
- Players must put together all the codes from all the previous enigmas and type them in at once: **+?-1222004BL7OF25**



Phase F – Debrief and reflection

After the escape game, the Game Master should gather feedback on the process, the setting and the lessons learned from the game. Players should be informed about the risks and benefits of remote work and warned about scams and platforms that exploit them. Group discussion can focus on the biggest risks they identified, which enigma felt most closely related to real life, or on the strategies they will apply in future online offers.



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