



# FOCUS GROUP

## SESSION SETUP

- Participants: 5 young adults / couples (Melbourne locals).
- Duration: 30-40 minutes.
- Format: Focus group

### Motivations & Habits

1. When you go out in Melbourne at night, what do you usually do?

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2. Do you ever go looking for new or hidden places in the city? Why or why not?

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3. How night out in the city feels for you now a days?

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4. Is there any memorable or special experience that you want to share?

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5. If you were planning a date night or an evening with friends, what kind of experiences would you wish for?

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### Narrative preferences

1. Do you prefer a story that feels guided and clear, or one that leaves more room for interpretation and discovery?

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2. What kind of theme would you find most engaging if it take place at night?

---

3. Do you prefer a story that feels guided and clear, or one that leaves more room for interpretation and discovery?

---



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### Interaction & App Features

1. How would you like to receive clues and find it engaging - text, audio, visual?

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2. What concerns might you have about using a mobile app at night in the city?

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3. Would collecting small digital items or physical make the experience feel more rewarding?

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4. How much interaction feels fun versus too much effort? For example: scanning a QR code, taking a photo, recording sound?

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### Wrap up

1. What would make you recommend this kind of experience to a friend?

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2. Is there anything about exploring Melbourne at night that you wish existed, but currently doesn't?

---
3. If you could change one thing about Melbourne's nightlife, what would it be?

---
4. Does the idea feel more like a date activity, something to do with friends, or a solo adventure? Why?

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# KEY FINDINGS

## THEMATIC ANALYSIS

The focus group responses were analysed using thematic analysis, grouping participant quotes into recurring categories such as motivations, barriers, narrative preferences, and interaction methods. These themes were then synthesised into key findings

THEME	PARTICIPANT QUOTES	INSIGHT
Motivations	<p>"When I go out at night, it's usually dinner or a drink feels a bit repetitive."</p> <p>"I'd love to discover new spots I wouldn't normally notice."</p>	Users want variety and discovery beyond standard nightlife activities.
Narrative Preferences	<p>"Romance feels like a good fit for night - also mystery could makes the city feel more alive and excited."</p> <p>"I prefer shorter clues, like a line of poetry, not long paragraphs, I wouldn't wanna spend time reading."</p>	Romance and mystery themes are engaging, but story must stay concise.
Barriers	<p>"I don't like walking down dark laneways alone, especially late."</p> <p>"Battery life is always a worry with GPS apps."</p>	Safety at night is a real concern.
Interaction Methods	<p>"Text is easiest - I wouldn't want to listen to audio in public while I'm walking ."</p> <p>"Collecting small items, like a digital photo strip, would be fun to look back on."</p>	Digital collectibles increase engagement.
Unexpected Findings	<p>"It'd be cool if I could show my progress later, like a collection I can share."</p> <p>"Feels more like a date activity, but I'd try it with close friends too."</p>	Social sharing feature could add value.

# DESIGN IMPLICATION

## SAFETY CONCERNS

raised by participants mean all locations must be central, walkable, and well-lit in the CBD to feel comfortable at night.

## COLLECTIBLES

are important for engagement. Each location will give a small digital keepsake (such as a photo strip or note) to reinforce memory and continuity.

## THEME VALIDATION

both romance and mystery resonated with users, confirming the choice of a hidden love story layered into the city.

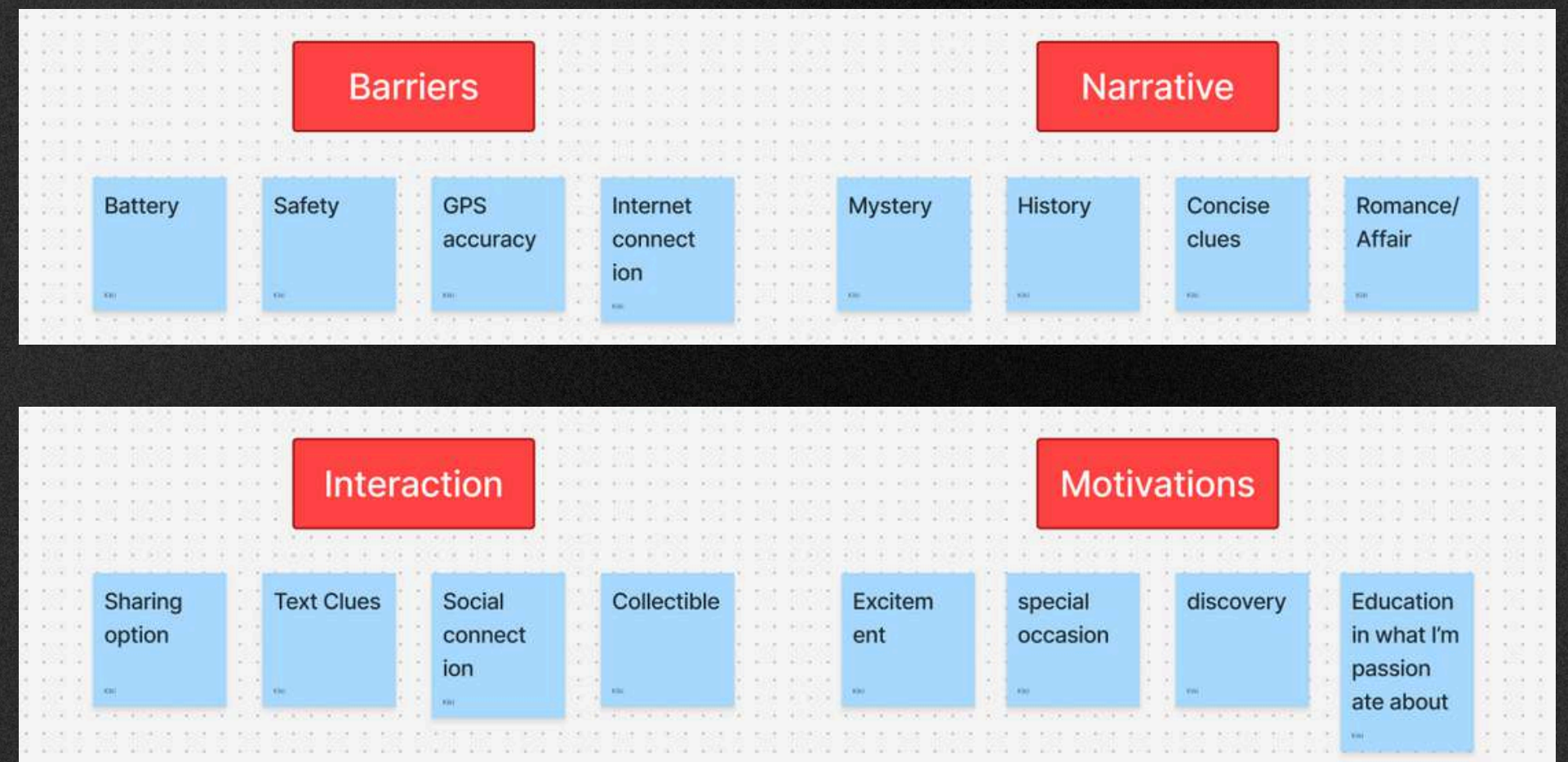
## CLUE STYLE

needs to be short, poetic, and text-based, reflecting the preference for quick reading over long passages or audio.

## SHARING FEATURES

Should remain lightweight. Instead of heavy social integration, users preferred simple ways to screenshot or share progress with close friends.

## AFFINITY MAP



# CONTEXTUAL ANALYSIS

The focus group showed that this audience often spends time in the city during the week and on weekends, either for work, study, or nights out, but usually falls back on the same familiar places. That routine makes them the right fit for a narrative experience that overlays something different onto places they already know.

## WHEN

Participants pictured themselves using the app mostly at night, when Melbourne feels more atmospheric and romantic. Weekends were the most obvious time, but some also saw it as something to do after work in the CBD, turning an ordinary evening into something more memorable.

## WHERE

Engagement is centred on Melbourne's inner CBD. Locations need to be central, walkable, and safe at night, since the audience often moves on foot between bars, restaurants, and cultural sites. They are already confident navigating the city grid, so clues can be subtle and poetic rather than direct instructions.

## HOW

Users want short and immersive interactions that fit naturally into a night out. The narrative should be easy to follow like a quick clue, a small puzzle while still adding mood and meaning to the experience. They do not want to feel like they are playing a game, but rather moving through a story layered over the city.

# LOCATION

## 1 THE PAPERBACK BOOKSHOP (SINCE 1960S)

A small independent bookshop that has been part of Melbourne for decades. Its quiet, intimate atmosphere makes it a fitting place for a first encounter.

## 2 CURTIN HOUSE ROOFTOP BAR (SINCE 2003)

Well known for its rooftop views and social energy. It captures the feeling of a city night out and sets the scene for a chance meeting.

## 3 SECTION 8

Originally a raw laneway space made from shipping containers. It reflects Melbourne's hidden culture and the excitement of finding something unexpected.

## 4 PJ O'BRIEN'S (SINCE 1997)

A long-standing Irish pub with music and noise spilling out the door. It represents the busy, social side of the city's nightlife.

## 5 FLINDERS STREET STATION

A central landmark and meeting point in Melbourne. It symbolises crossings, waiting, and moments where paths almost meet.

## 6 SUPPER INN (SINCE 1977)

A late-night Cantonese restaurant tucked upstairs in Chinatown. Its hidden location makes it ideal for a more private, low-key moment in the story.

## 7 DOCKLANDS PIER

A wide-open space by the water with a clear view of the city. It offers a pause from the crowded streets and a moment of reflection.

## 8 ST PAUL'S CATHEDRAL

provides a strong contrast to the busy street. Its presence brings a sense of stillness and create weight to the story.

## 9 FLINDERS STREET PHOTO BOOTH (SINCE 1961)

A tucked-away booth where couples capture memories in strips of photos. It embodies the intimate, playful side of romance and ties strongly to the pre-smartphone era.

## 10 PRINCES BRIDGE

Overlooking the Yarra with the city skyline in view. It works well as a point of transition or resolution at the end of the journey.



Located on Bourke Street, right in Melbourne's CBD.

Established in the 1960s, it has remained one of the city's longest-running independent bookshops.

Known for its late-night hours and intimate atmosphere

it has long been a cultural hub for readers, writers, and quiet wanderers.

The bookshop's endurance reflects Melbourne's identity as a literary city.

## THE PAPERBACK BOOKSHOP

Symbolic site for beginnings: where the protagonist might have first met their lover, or where memories are stored between pages.



Puzzle: "The Paperback"  
Collectible: a digital bookmark with a handwritten line of poetry.



The building itself dates back to the 1920s, later reinvented as "Curtin House," a vertical hub of culture, food, and nightlife.

Rooftop Bar opened in 2003 and became an iconic part of Melbourne's laneway and rooftop bar scene.

Known for its open-air cinema in summer and panoramic views of the city skyline.

## CURTIN HOUSE ROOFTOP

"seeing the whole city, but only each other." The rooftop is tied to the sense of secrecy and intimacy, where romance happened away from the streets below.



Puzzle: "Rooftop"  
Collectible: a digital Polaroid-style image of the skyline, city view



Located on Tattersalls Lane, off Chinatown in Melbourne's CBD.

Established in the mid-2000s, and became famous as one of Melbourne's first "shipping container" bars.

Before its transformation, the laneway carried the raw, gritty character typical of Melbourne's hidden urban culture.

Represents the city's creativity in reclaiming unused spaces and turning them into cultural icons.

## SECTION 8

Acts as the "hidden discovery" moment in the love story. The laneway setting set a raw mood, unpredictable nature of romance, messy but memorable.



Puzzle: "Section 8"  
Collectible: a shipping container token, with a cool phrase etched across it



Located upstairs on Celestial Avenue in Chinatown.

Opened in 1977, Supper Inn is one of Melbourne's most famous late-night Cantonese restaurants, known for serving diners until 2 or 3 a.m.

Its tucked-away entrance and hidden staircase give it a secretive, insider feel.

A staple of Melbourne's after-midnight food culture, popular with chefs, artists, and locals who know where to go once the bars close.

## SUPPER INN

Serves as a quiet, intimate retreat in the story, away from the noise of the city. Melbourne's late night eatery.



Puzzle: "Supper Inn"  
Collectible: a digital fortune cookie, poetic line tying back to their love story



Situated along Melbourne's Docklands waterfront, a short tram ride or walk from the CBD.

Known for its wide, open piers and unobstructed views across the Yarra River and the city skyline.

Historically part of Melbourne's shipping and trade district, now redeveloped into a modern leisure precinct with promenades and public art.

Offers a sense of openness and distance compared to the laneways and hidden interiors of the city.

### DOCKLANDS PIER

Mirrors emotional vulnerability or a quiet moment where the characters look out across the water, considering what might be lost or found. Could serve as the calm before the story's climax before atmosphere shift



Puzzle: "Docklands Pier"  
Collectible: a digital paper boat drifting on water, carrying a short line from the narrative, symbolising fragility and hope.



Located at Southgate near the Yarra River, just across from Federation Square and Flinders Street Station.

Opened in 1997, PJ O'Brien's is a classic Irish pub known for live music, Guinness, and a lively atmosphere.

Plays a role in Melbourne's pub culture and is a common meeting point for both locals and visitors.

### PJ O'BRIEN'S

Energetic "social scene" in the romance story. Contrasts with quieter, more intimate locations like the Bookshop. Also symbolises the noise and distraction of nightlife



Puzzle: "PJ O'Brien's"  
Collectible: a digital Guinness pin or coaster with a small sketch on it.



Melbourne's most iconic landmark and the busiest station in the city.

Opened in 1910, it has served for generations as a common meeting point

"I'll meet you under the clocks."

Represents both transit and waiting, where countless connections have started or ended.

### FLINDERS STATION

A sense of anticipation, uncertainty, and transportation. Could serve as a moment of pause, like one character waiting, a particular platform.



Puzzle: "Flinders Station"  
Collectible: a digital old train ticket stamped with a half-faded time stamp

A tucked-away booth near Flinders Street Station, known for producing classic black-and-white photo strips.

Popular with couples and friends as a way to capture moments in a tangible, old-fashioned format.

Strongly connected to Melbourne's **pre-smartphone culture**, where printed photos were keepsakes of nights out.

### FLINDER'S PHOTO BOOTH

"flashes behind a curtain," Represents intimacy and memory-making in the story. Could be a playful, one of the memorable scene



Puzzle: "Photobooth"  
Collectible: a digital photo strip of two shadowy figures, slightly blurred, leaving space for the player to imagine themselves in the story.



Located directly opposite Flinders Street Station, at the intersection of Swanston and Flinders Streets.

Built in the late 19th century, consecrated in 1891, and remains one of Melbourne's most significant Gothic Revival landmarks.

Its spires and architecture make it a visual anchor in the city, contrasting with the modern surrounds.

Holds cultural and spiritual weight, often a site of reflection and stillness amidst the rush of the CBD.

### ST PAUL'S CATHEDRAL

Works as an emotional counterpoint. Provides a moment of gravity in the sacred romance. Can also symbolise the fragility of love, or the hope of something lasting, framed against the timelessness of the cathedral.



Puzzle: "St Paul's Cathedral"  
Collectible: stained-glass fragment with light passing through it, carrying a single poetic line of reflection.

Built in 1888, Princes Bridge spans the Yarra River, linking Flinders Street Station, Federation Square, and St Kilda Road.

The bridge is not only an iconic commuter route but also a cultural stage: it overlooks Federation Square and the Yarra bank where events like the Moomba Festival bring life, light, and celebration to the city each year.

It represents both everyday passage and collective joy moments of gathering, festivity, and reflection.

### PRINCESS BRIDGE

Serves as the final resolution of the romance story. The bridge becomes a space where private memory overlaps with public celebration. Bridge symbolises crossing into a new phase: whether the love unite or part, the city's lights and festivals continue.



Puzzle: "Princess bridge"  
Collectible: Last unsend letter

# NARRATIVE ARC

It began between the shelves of the **Paperback Bookshop**, where the air smelled of rain and paper. Their eyes met, a fleeting glance that lingered long enough to feel like fate. Neither spoke, yet the silence carried a spark. Later as if the city wanted to give them another chance, they found each other again at the **Rooftop Bar** (Curtin House). With the wind tugging at her hair and the lights of Melbourne spread beneath them, words finally replaced silence, and the night opened to possibility.

They drift into more secretive spaces. At **Section 8**, tucked away in a laneway, they share their first private meetings, intimacy blooming in the raw energy of the city. The night carries them further to **Supper Inn**, an asian late-night restaurant where warmth and shared food deepen their bond. The romance reaches a tender height at **Docklands Pier**, where the first love letter is landed in the open night. The vast space mirrors their hope and their craving, as though the city itself is holding its breath for them. At the Flinders Street **Photo Booth**, their only physical trace together has created, a strip of images full of laughter and closeness, holding onto a love that feels unstoppable.

But the illusion breaks at **PJ O'Brien's**. Among the crowd and the noise, he sees her from a distance. But her smile turned elsewhere, her presence claimed by another, the real one. Their eyes meet across the noise, and in that instant, the secret love collapses under the weight of reality.

Desperate for an explanation, he waits at **Flinders Street Station**, the usual meeting point, standing beneath the clocks as trains come and go, the sun is up, she never appears. The platform becomes a stage for silence, and his unanswered wait seals the truth he cannot bring himself to admit.

In the stillness of **St Paul's**, she faces what she cannot escape. She wishes that the nights they shared might stretch into forever. Yet the weight of her other life pulls against her. The sacred silence becomes her confession. A love she cannot hold, though it has already taken root in her heart.

The story concludes at **Princes Bridge**, overlooking the Yarra lights scatter across the water. She carries an unsent letter with a heavy heart, words she had written but never delivered. Each step across the bridge feels heavier until, at the edge, she lets it fall from her grasp. The letter drifts into the river, carried away like a memory slipping quietly into the night. Some loves do not end with fireworks or declarations. Some fade softly, like wind across the water, leaving nothing but silence behind.

For the player, the journey ends here . with the letter itself. It is the final collectible, a confession never read by the one it was meant for, but revealed only to those who follow its trail. Each step through the city becomes a return, as though you are living that night again, piecing together a love that never found its end.

# SAMPLE POETIC CLUE

## PRE-VISIT

“

The shelves leaned in,  
as if they were listening.  
She stood in the poetry aisle,  
tracing lines with her thumb.  
Muted footsteps.  
The faint hum of Bourke Street  
beyond the door.  
The dark of her hair,  
the pale glow of her skin  
as if the night had chosen its  
own contrast.

”

## “THE PAPERBACK”

Open-late bookstore since 1960

## POST-VISIT

“

I pretended to browse three shelves away,  
watching the way she read,  
as if each word was something to keep.  
When she finally looked up,  
the whole shop felt  
smaller,  
warmer,  
as if it knew something had begun.  
I stayed in the silence until she left,  
carrying with me  
the sense that I had seen a beginning  
I couldn't yet name.

”

# CORE FEATURE



## TREASURE HUNT CLUES

Short, poetic hints guide users to each new location.



## NARRATIVE REVEALS

Story unfolds in fragments when a location is unlocked.



## COLLECTIBLES

Each location rewards users with a digital keepsake [e.g. book, photo strip, note].



## PROGRESSION SYSTEM

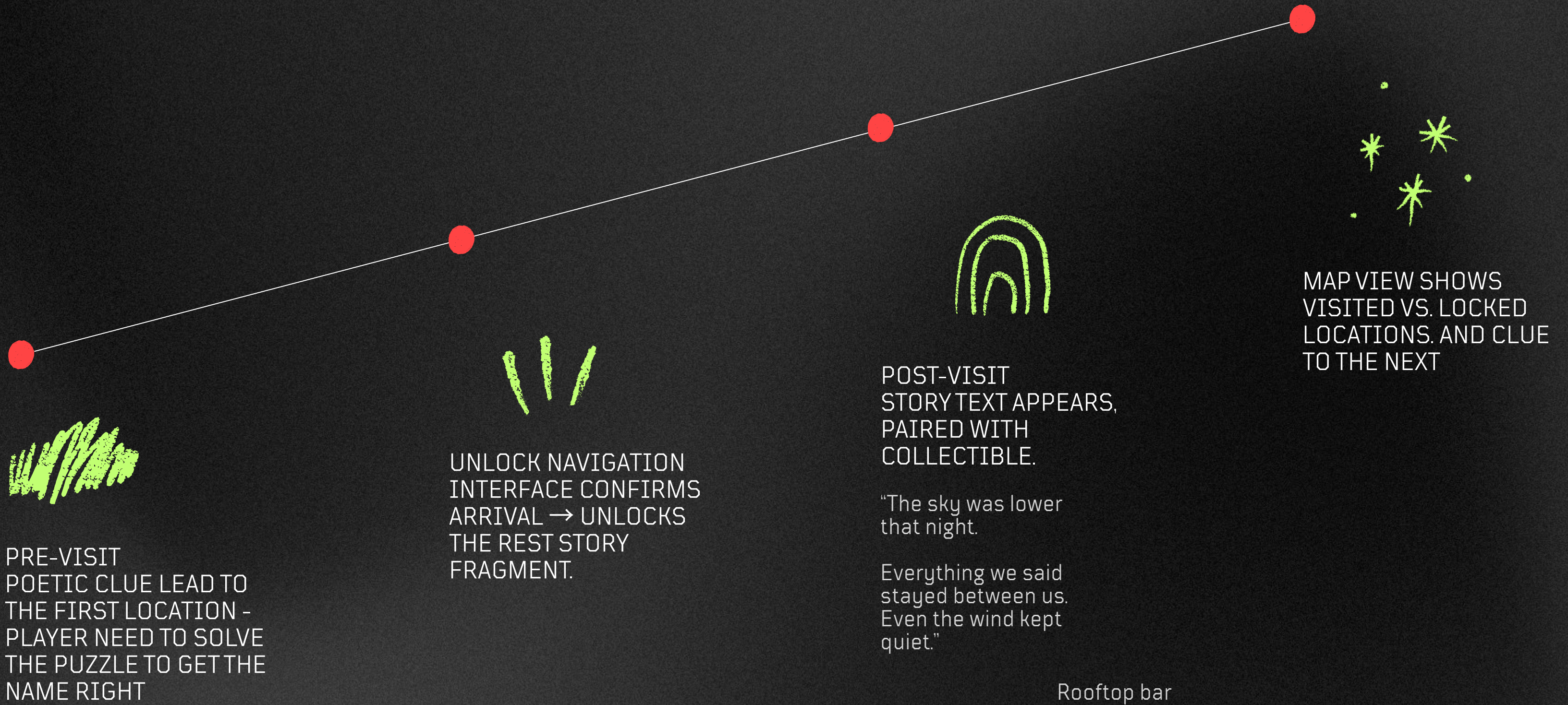
Must complete one location to unlock the next.



## NOTIFICATIONS

Push alerts vibration when near a story site.

# HOW IT WORKS



PRE-VISIT  
POETIC CLUE LEAD TO  
THE FIRST LOCATION -  
PLAYER NEED TO SOLVE  
THE PUZZLE TO GET THE  
NAME RIGHT

UNLOCK NAVIGATION  
INTERFACE CONFIRMS  
ARRIVAL → UNLOCKS  
THE REST STORY  
FRAGMENT.

POST-VISIT  
STORY TEXT APPEARS,  
PAIRED WITH  
COLLECTIBLE.

"The sky was lower  
that night.

Everything we said  
stayed between us.  
Even the wind kept  
quiet."

Rooftop bar

MAP VIEW SHOWS  
VISITED VS. LOCKED  
LOCATIONS. AND CLUE  
TO THE NEXT



## CODY JONES

26 YEARS OLD

MARKETING ASSOCIATE

COLLINGWOOD

IN RELATIONSHIP

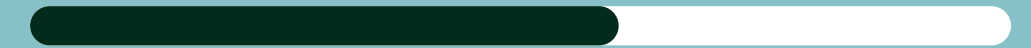
Cody has lived in Melbourne for six years and knows the city well, but her nights out have started to feel repetitive. Her friends and partner usually stick to the same bars, even though they both know Melbourne has countless hidden places worth exploring. Between work and social habits, they rarely venture further, and the idea of exploring often feels like “too much effort” unless it’s for a special occasion. Emily craves something that can make her evenings feel more adventurous, romantic, and personal - without being touristy or generic.

### GOALS

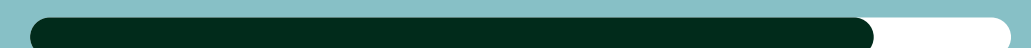
- To break away from routine nightlife and discover new experiences, new vibe.
- To make date nights feel more special and memorable.
- To explore the city in a way that feels creative, not tourist-like.
- To feel more connected to Melbourne’s hidden side.
- To find activities that blend fun with problem-solving or playful challenge.

### MOTIVATIONS

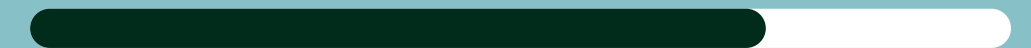
Romance / Special occasion



Discovery / Exploration



Belonging (enjoying the city as a “local”)



### FRUSTRATIONS

- Nights out feel predictable (same bars, same vibe).
- Most apps suggest tourist attractions or generic “top 10” lists which is boring.
- Overwhelmed by choice and lack of a starting point.
- Safety concerns when venturing into unfamiliar spots at night, but with friends is awesome.

### PERSONALITY

- Social and outgoing but prefers intimate experiences over big crowds.
- Likes a mix of creativity and play in activities.
- Reflective, values atmosphere and mood.
- Enjoys solving problems and puzzles and likes when experiences feel earned.

### INTERESTS

- Weekend markets, live music, rooftop drinks.
- Street art walks, hidden cafes, quirky shops.
- Taking photos
- Collecting keepsakes or small items from experiences, like movie ticket, etc.
- History and narrative tied to objects and places.
- Sharing outings on Instagram but preferring private moments with her partner.

“I KNOW THIS CITY HAS MORE TO OFFER BUT ROUTINE KILLS THE THRILL. IF SOMETHING GAVE ME A REASON, I’D FOLLOW ALONG.”

# USER JOURNEY

Cody, 26, lives in an inner suburb and often comes into Melbourne's CBD for work, dinner, or drinks. Most nights feel repetitive with the same bars and the same routines. One Friday, she and her partner want something different. She heard about Tonight Again and download it, drawn by the promise of a romance treasure hunt through the city at night. Solving the first clue, they begin a walk that takes them to places they have passed before but never truly noticed. Each stop reveals a fragment of a hidden love story, and along the way they collect digital keepsakes, as if walking through someone else's memories. By the time the story ends on Princes Bridge, the city feels transformed, still the same familiar CBD but layered now with intimacy, nostalgia, and reflection.

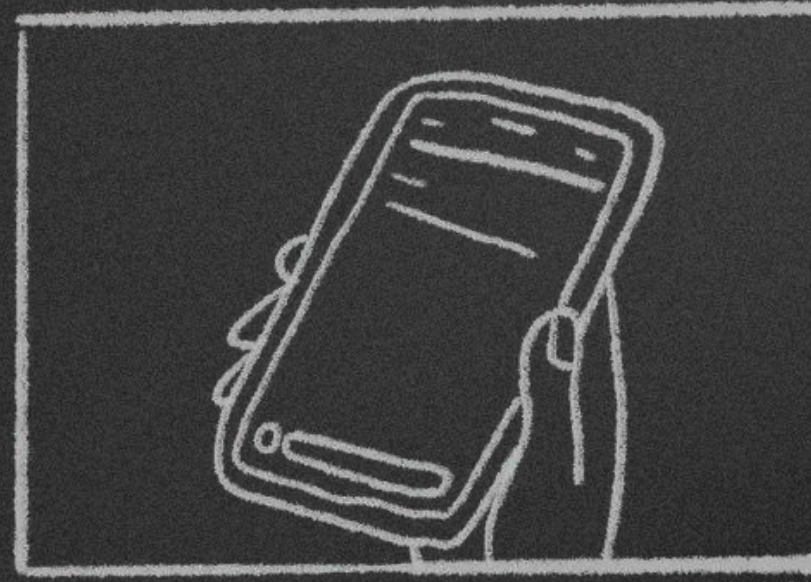
# JOURNEY MAP

STAGE	ACTION	EMOTION	APP TOUCH POINT
Trigger	Looking for a unique date-night activity	Curious, tired of routine	App home screen introduces "Begin Tonight Again"
Engage	Solves the first poetic clue	Excited, playful	Poetic riddle + hint button if stuck
Explore	Walks through CBD streets at night to first location	Anticipation, discovery	Map view, GPS guidance
Unlock	Arrives at Paperback Bookshop, collects first item, reads narrative fragment	Immersed, touched	Digital collectible (bookmark) + story text revealed
Continue	Follows next clues across 10 locations	Engaged, curious, at times emotional	Ongoing cycle: clue → walk → narrative → collectible
Climax	Reads final narrative + unsent letter on Princes Bridge	Moved, reflective	Letter collectible unlocked with full text
Reflect	Talks about the story afterwar	Connected, nostalgic	Story archive lets her revisit keepsakes later

# STORYBOARD



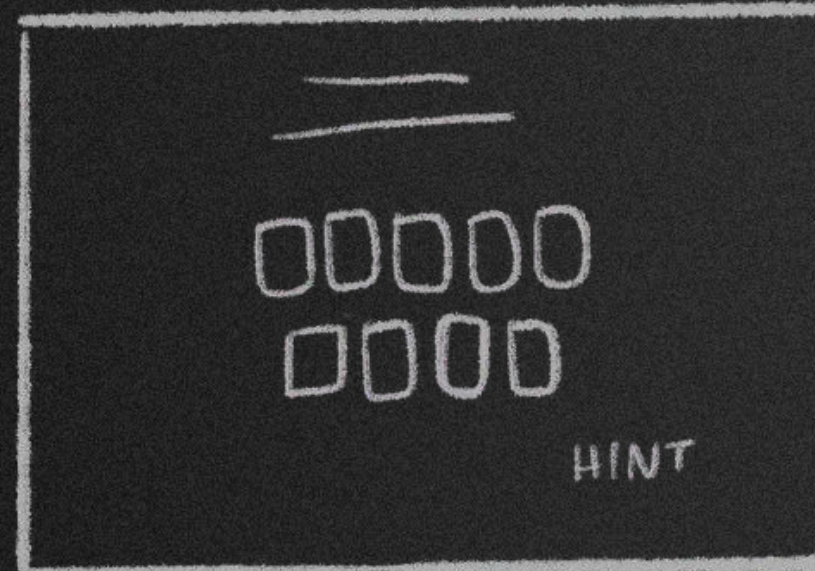
Cody after work, routine night



Searching for something different



opens Tonight Again.



Solve first puzzle



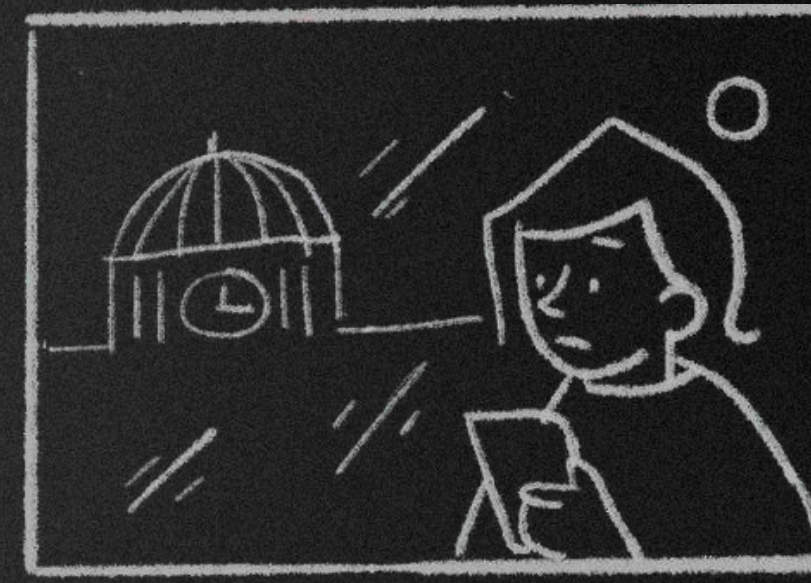
Journey begin



Arrived and first mission complete



Another ordinary day at work

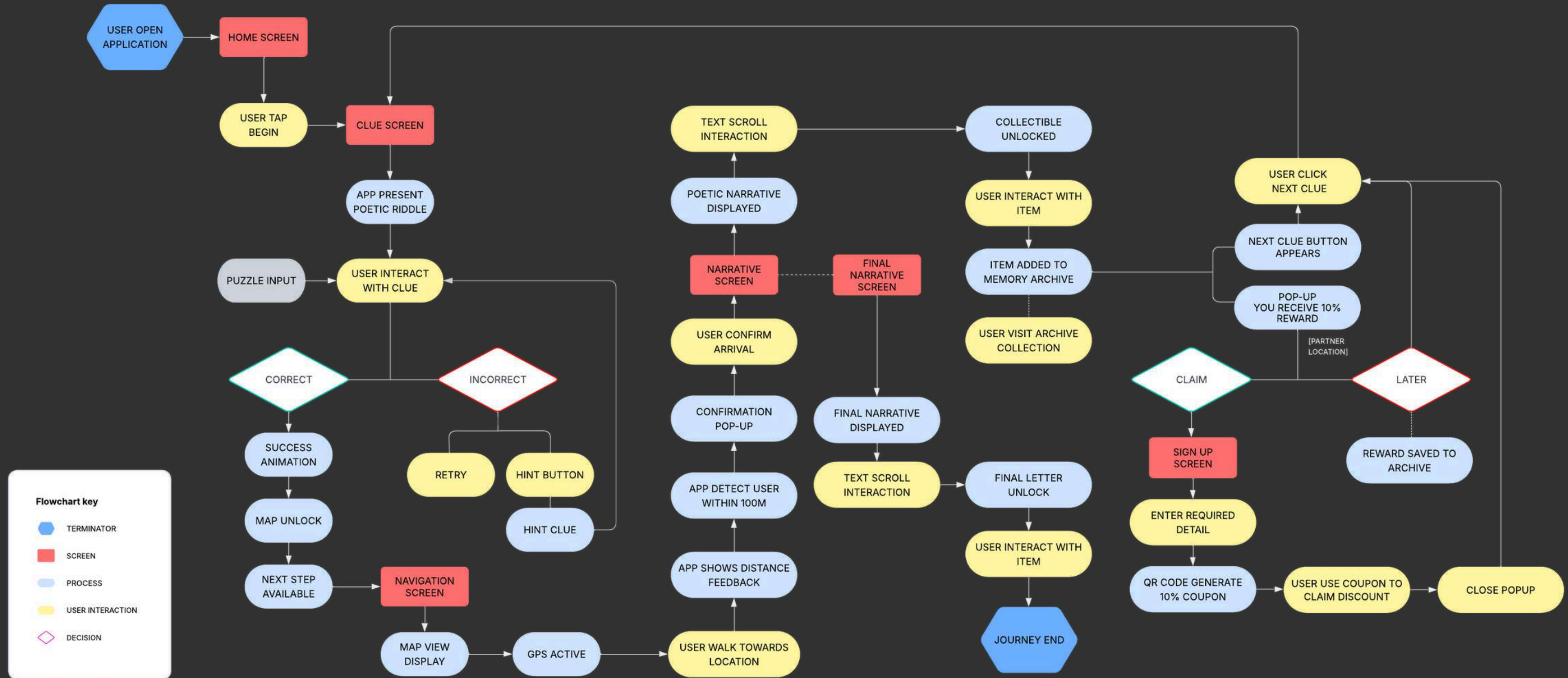


Journey continue to Emotional climax



Journey ends, Same CBD never feel the same

# USER FLOW DIAGRAM



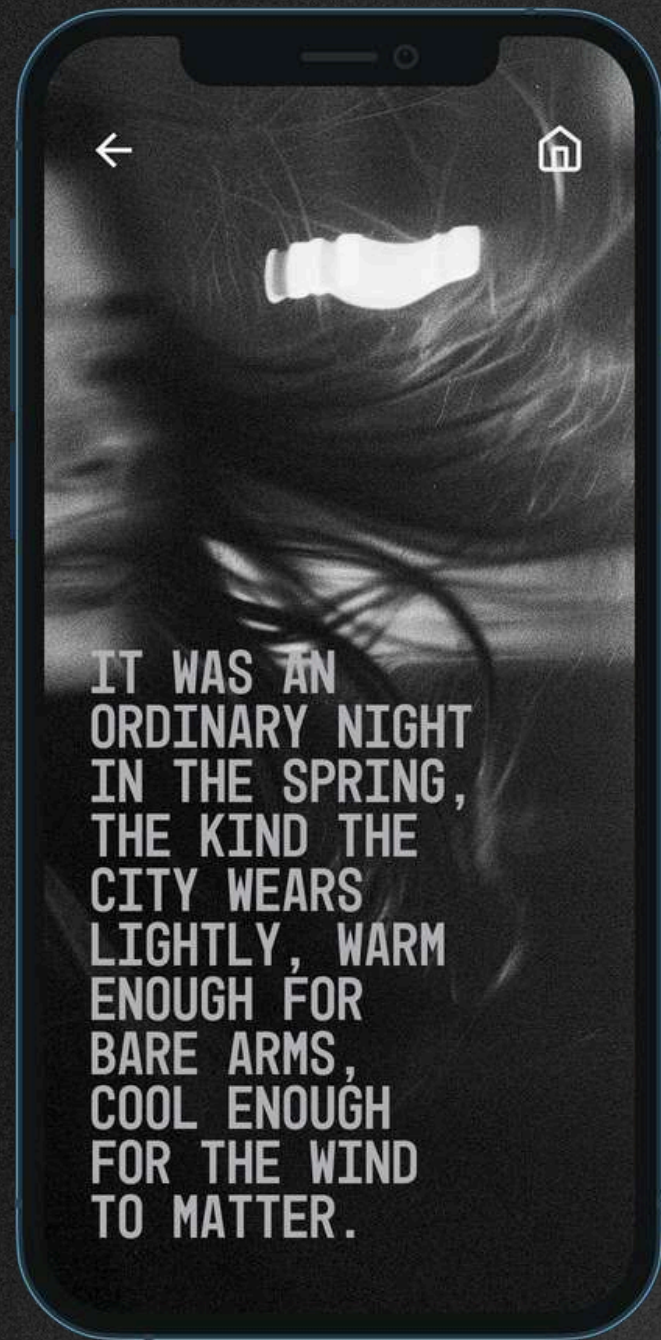


*Неважно, кто был и откуда,  
важно, что все для себя  
благодарим!*



... searching ...  
... he ...





## VISUAL IDENTITY

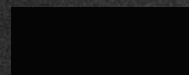
### PUZZLE FRAME

The interface is designed in a minimal, monochrome style so the story remain the focus, creating an atmospheric reading experience. Players are given a scrolling short poetic to read and absorb the mood, and able to scroll back at any time. To move forward, they must solve the puzzle by entering the location name. A small hint button in the bottom-right offers gradual clues if they get stuck to keep the experience challenging but never frustrating.

#FD4D00

#050505

#4b4b4d



# APPENDIX

## Participant 1

### Motivations & Habits:

"When I go out at night, it's usually dinner or drinks, it does feel a bit repetitive sometimes. I'd love to find hidden spots, like rooftops or small bars, places I normally wouldn't notice."

### Narrative Preferences:

"Romance feels perfect at night, but mystery could be exciting too. Keep the clues short, maybe a line of poetry. I don't want to stand around reading."

### Barriers:

"I don't feel comfortable walking down dark laneways on my own, especially late."

### Interactions:

"Text is easiest, audio feels awkward in public. A little digital keepsake, like a photo strip, would be fun to look back on."

## Participant 2

### Motivations & Habits:

"I usually just end up in the same places with friends, bars we already know. It'd be cool to have something different to do on a Friday night."

### Narrative Preferences:

"Mystery works for me, keeps it interesting. I'd rather something guided but not too strict, I like discovering bits myself."

### Barriers:

"Battery drain is a worry if the app uses GPS all night."

Interactions: "Collecting items would make it memorable, like you're building a story along the way. I'd want to show my progress at the end, like a little collection."

## Participant 3

### Motivations & Habits:

"Nights out feel same-same lately, always food or drinks. If the app could make regular places feel new, that would be amazing."

### Narrative Preferences:

"Romantic story at night feels atmospheric. Don't make it too game-y. I want to feel like I'm moving through a story, not playing a video game."

### Barriers:

"Some areas feel unsafe, it has to be in places that are well-lit and busy."

### Interactions:

"I'd prefer quick interactions, like scanning a QR or taking a picture, but nothing too time-consuming."

## Participant 4

### Motivations & Habits:

"I usually go looking for new cafes or bars, but it's hard to know where to start. I'd try something unusual tho if it felt like a small adventure."

### Narrative Preferences:

"I like stories with room to interpret, not everything spelled out. Mystery at night sounds fun, especially if the city feels alive."

### Barriers:

"I wouldn't want to walk long distances between stops."

### Interactions:

"Text is good. Audio would just get lost in the noise of the city. I'd recommend this to friends if it's quick, fun, and leaves a memory."

## Participant 5

### Motivations & Habits:

"Date nights can feel repetitive - dinner, movie, that's it. This could be a good alternative to make a night more memorable."

### Narrative Preferences:

"Romance feels right for a couple's activity. But it should also work with friends. The shorter and simpler the clue, the better."

### Barriers:

"I'd probably avoid it if it felt unsafe or too complicated to follow."

### Interactions:

"I like the idea of collecting digital souvenirs. Something I can screenshot and share later."

## NOTE

- Participants saw this experience mainly as a date activity, but also suitable for close friends.
- Romance and mystery were the most engaging narrative themes.
- Safety and simplicity were critical: central, walkable, well-lit locations; short, poetic text-based clues.
- Digital collectibles (photo strips, small notes) added a sense of reward and memory.
- Most wanted light interaction: quick scans, short clues, easy sharing — not a heavy game.

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