

Enriching moments: Solutions that empower users to make the moment count

The logo for QuizTrail, featuring the word "QuizTrail" in a teal, sans-serif font. The letter "Q" is stylized with a dot above it and a tail that loops around the bottom left.

The creator of Quiztrail came to us with the idea of creating a new form of treasure hunt, with mobile and web being the main interfaces. Aimed at outdoor enthusiasts with a taste for quizzes, as well as organisations and charities looking for fun team building and fund-raising activities, we worked with the entrepreneur to define the feature set, design and develop the solution, and also consulted on the commercialisation and marketing of the brand.

