



# AT FRINGE ARTS

Thank you for downloading TrailOff! We are very excited to have you on this journey with us. The creation of TrailOff has been a dynamic and new experience that we are excited for YOU to now be a part of. Unlike a conventional theatre performance, this app is updating and changing in real time based on how its users respond! Our launch month is a chance for audiences like you to help us make TrailOff better.

## WHAT TO EXPECT

Apps are by their nature interactive, in other words, this is an experience that you are totally in the driver's seat of. So don't be afraid to explore! Try stories in different ways, move at your own speed and play around! We'll be making updates throughout the month of Fringe based on what YOU find works (and doesn't 😊). We're excited to learn with you and hope you're curious and interested in the process.

## UPDATES

Throughout the month of Fringe, TrailOff will be undergoing lots of changes based on user feedback so keep an eye out for update notifications and make sure to accept invites for new story downloads when they are offered. This will ensure that you're getting the most current version and skipping over any bugs we've found along the way!

## FEEDBACK

Don't be afraid to let us know if you find something tricky to navigate on your journey, if the app interface or audio does something unexpected, or if the directions we've given need to change because of weather or COVID-related impacts on a trail site. We want to hear from you and crowd source this data! With so many ways to experience it, we need your help to know all the ways this artistic experience unfolds. If your story seems imperfectly synced, hit us up and tell us about it. We can easily make adjustments and update the app in response.

## CONTACT

You can contact Swim Pony and the TrailOff team directly by DMing us through our social media channels [@swimponya](#) or [@trailoff\\_app](#), by taking our user [survey](#) (also found in the app), emailing [admin@swimpony.org](mailto:admin@swimpony.org), or using the hashtag #trailoff. You can also sign up for our mailing list (on the TrailOff website: [www.trailoff.com](http://www.trailoff.com)) where we'll be sending specific calls for feedback!