

UNIVERSAL EPIC UNIVERSE

Executive Summary: Curse Tracker – A Dark Universe Interactive Guest Experience

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Audience

Curse Tracker is designed for guests ages 13 and up. The primary audience includes fans of immersive storytelling and guests who enjoy discovering hidden elements in themed lands. This experience appeals to those who want something more than just a thrill ride and enjoy being part of the story. It is especially ideal for return visitors and Universal superfans looking to engage with the land in a more personal way.

Purpose

The purpose of Curse Tracker is to add depth and interactivity to the guest experience in Dark Universe. While the attraction Curse of the Werewolf focuses on a chaotic journey to find Maleva the Seer, this new offering reframes that experience by suggesting the curse may already be affecting the guest before they even step inside the barn. Curse Tracker invites guests to explore the land with a personal narrative, discovering clues about their condition and uncovering supernatural signs.

This concept gives guests a reason to explore the environment in more detail and creates a throughline that continues before and after the ride. By the time they meet Maleva in the finale, their fate feels earned rather than scripted.

Guest Experience Pillars

- Safety

Checkpoints are spread across the land, reducing the chance of congestion. Each one uses passive interaction such as scanning a QR code or tapping a zone, allowing for hands-free use without requiring guests to line up or gather closely.

- Service

Themed Team Members called “Seers” enhance the story by guiding guests, sharing cryptic messages, and helping them understand their progress. These Team Members are trained with narrative-based scripts that add texture and unpredictability to each visit.

- Setting

Each checkpoint is designed to blend seamlessly into Darkmoor's existing gothic environment. Guests interact with spaces like the Wolfsbane Field and the Ruined Chapel, which are already part of the land's storytelling. Sound design, atmospheric lighting, and practical effects enhance the illusion without overwhelming the space.

- **Process**

Guests opt into the experience through the Universal Orlando app or by receiving a themed "Curse Talisman" wristband at a designated station near the land entrance. These wristbands track guest progress as they explore different locations. All data is stored digitally and tied to the guest's profile. Each stop influences the outcome of their journey, creating a branching-path structure that supports replays.

Experience Details

The Curse Tracker experience begins with a message from Maleva:

"You carry more than you know. But only your path will reveal the truth."

From there, guests are invited to explore five lore-based locations within Dark Universe:

1. Wolfsbane Field – Learn about signs of infection and symptoms.
2. Seer's Cart – Receive a fortune or warning based on random chance.
3. Alchemist's Forge – Handle protective items like iron and silver.
4. Ruined Chapel – Listen to eerie recordings from the cursed.
5. Finale: Mirror of Fate – Near the exit of Curse of the Werewolf, guests approach a reflective surface where Maleva reveals their fate.

Depending on which checkpoints they visit, and how many, guests will either be spared or told they have succumbed to the curse. The final moment uses projection effects or AR through the app to show a personalized visual outcome. Because the experience has branching paths, guests are encouraged to try again and uncover alternative endings.