"Why is this project in an interactive form?"

It's interactive to draw the player in and get the player more into the game/journey. I plan on using HP Reveal to create a story with a beginning, middle, and end. And maybe incorporate adobe muse to create a website with initial instructions, and as steps in the journey to unlock the next clue.

"What is important about using emerging media to tell this story?

It's important to use emerging media to get the player more involved. It's a different and new way to play/read something so it'll draw people in to want to experience this new way of playing a game. Because it'll physically involve the player and need them to move around to complete the game. Rather than just sitting there and and playing a game the way everyone knows how to, which can get boring.