Project Utopia

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Utopia (/juːˈtoʊpiə/) is an ideal community or society possessing a desirable socio-politico-legal system. The term has been used to describe both intentional communities that attempt to create an ideal society, and fictional societies portrayed in literature[1].

In today's world people, especially when they are strangers to one another, seem to become more asocial. A lot of people are walking the streets with a total disregard for its fellow humans and its surroundings. This is shown through many aspects of our society such as throwing away the garbage everywhere except in its designated places or just simply forcing oneself into a public transport vehicle without giving other passengers the chance to get out first.

In my utopia the world would be a safer, cleaner and more social place to live in. Serious games would play an essential role in achieving this utopia. These would be present in almost every aspect of our lives in order to motivate people to 'do right'. There would be little mini games that would motivate people to not walk behind people through the check-in portals at the subways. Mini games to motivate people to let people get off a vehicle like a tram, bus or metro before getting in themselves. And to motivate people to put their trash bags in the bins instead of next to it.

These are but a few of the many ways how serious games improved the social aspect of people in my utopia.

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[1] http://en.wikipedia.org/wiki/Utopia