civic order(s) / utopia – fun: change for the better

identity / creativity

- **domain(s)**: public space
- **solution(s)**: creative engineering
- **mechanic(s)**: playful motion(s)
- **reference(s)**: science(s) / www.thefuntheory.com

civic order(s) / utopia – run(s): improve the running experience(s)

identity / creativity

- **domain(s)**: exercise / experience
- **solution(s)**: monitor(s) / social network
- **mechanic(s)**: performance challenge(s)
- **reference(s)**: game(s) / nikeplus.nike.com/plus

civic order(s) / utopia – health: live healthier for fun

identity / creativity

- **domain(s)**: personal health
- **solution(s)**: smooth onboarding / science / social network(s)
- **mechanic(s)**: progressive challenge(s) / credit(s)
- **reference(s)**: game(s) / healthmonth.com

civic order(s) / utopia – word(s): playful language learning

identity / creativity

- **domain(s)**: children vocabulary acquisition
- **solution(s)**: playful learning in context
- **mechanic(s)**: interaction with (animal) persona(s)
- **reference(s)**: game(s) / mijnnaamishaas.nl

civic order(s) / utopia – learning(s): gaming admission exam(s)

identity / creativity

- **domain(s)**: learning for MBA admission exam(s)
- **solution(s)**: community support for recommending learning material
- **mechanic(s)**: leveraging status
- **reference(s)**: game(s) / www.beatthegmat.com