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|  | **Big Idea 1.0** | **Big Idea 2.0 in one sentence (see PDF on Portal)** | **Big Idea 3.0 in one sentence (see PDF on Portal)** |
| Survey results | 1.0 Element | Improved towards 2.0 element | Improved towards 3.0 element |
| 68.9% prefers Fast-paced | Fast-paced Game | Keep the fast-paced part, add some slower ones |  |
| Puzzle games are the most played games, Gacha afterwards | Mini-games | Mini-games are the preferred format. Perhaps add some small Puzzle elements to it and collectibles (Gacha) as digital rewards. |  |
| 75.4% would like there to be a leaderboard | High score on screens in train | High Score on screens and Facebook |  |
| 45.1% Yes,  27.9% No,  27% is unsure | Play together with a team member | Add an option to “Add as friend” to Facebook after you finish playing together. |  |
| There is interest to connect with locals | Connect via NFC | NFC & Facebook connect. Perhaps increase rewards if you play with someone who’s **NOT** on your friend list. |  |
| People are interested in a broad range of rewards | A reward point system | Give users the options to save their points and select their own reward.  Most popular rewards: Discount on fare prices, Free drinks, Discount to other, Coupons for food.  Perhaps connect it to your OV card so the reward points could be added on it. |  |
| People are worried for others ruining their game. |  | Add a “Find new member” option, give it a cooldown so you won’t **just** leave people for not being as good as you. |  |
| People like the idea of tackling a problem with a lot of users |  | Perhaps add a big puzzle which must be solved with everyone within a time limit. |  |
| Interview results |  | Feedback on element **c** of Big Idea 2.0 | Translated to element **d** of Big Idea 3.0 |
| Result x |  | x | x |
|  |  | x | x |
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