# What the game needs to focus on

* Vitality
* Permanent results
* Create impression of their mental physical and social emotional level.
* Repetition: Retain vitality effects and behavioural changes.

# What the game should contribute to

* Mental and social-emotional aspect
* Concern role of employer and manager.
* Distinctiveness between vivo Forto and their competitors.

# The game should support

* Realisation of behavioural change
* Lead to a gain of knowledge and skills for manager and employees.
* Create awareness
* Stimulate dialogue between manager and employees (meet and talk).

# Ideas for the game

It is important for the employees and the manager to communicate. This could be about personal stuff or what is going on in their mutual working environment.   
  
Ranking system for the employees and manager, perhaps use teams that change every week.   
  
Swapping point of view. Employees play as manager and manager plays as employee in the game.

# Important points

This is what the client finds important

* Creativity
* Advantage to their competitors
* Support the work of professionals
* We should be able to proof that our game works
* It should note take up too much time of the employees etc.

# Target audience

Business service industry that have 50 or more employees.  
Their education is a Bachelor and up.  
Their age is probably 30 and up.