

FLAVOUR

De diepere laag

“ Dopamine makes us achievement machines, but we have to know that we were making progress”

- Simon Sinek

Blijheidshormonen



Show us, don't tell us

Case 1:

Gemeente

Amsterdam

Case 2:

Greenberg Island

1. Gemeente Amsterdam





0 

TELEFOON



KLIK OP EEN ITEM OM DEZE TE UPGRADEN

Upgrades maken het spelen makkelijker

ONLINE & SOCIAL



BALIE

SELECTEER LEVEL

8.5

1



2



Sleep de levels naar links en rechts.



A yellow panel featuring a black telephone icon. At the bottom, there is a progress bar with a red segment on the left and a black segment on the right.

A panel with a woman wearing a white hijab and a pink dress. A green box contains the number '50' and a clock icon. Below is a progress bar with a yellow segment on the left and a black segment on the right.

A panel with a woman in a purple top pointing upwards. A red box contains the number '2' and a heart icon. Below is a progress bar with a red segment on the left and a black segment on the right.

A teal panel with a white envelope icon. A green box contains the number '30' and a clock icon. Below is a progress bar with a teal segment on the left and a black segment on the right.

A teal panel with a man wearing a green cap, a fur collar, and gold jewelry, holding a smartphone. A red box contains the number '1' and a heart icon. Below is a progress bar with a teal segment on the left and a black segment on the right.

A teal panel with a white envelope icon. A red box contains the number '1' and a heart icon. Below is a progress bar with a yellow segment on the left and a black segment on the right.

7.5

☆☆☆
LEVEL 3

COMPUTER

X

10

BONUS PRIJZEN

9★ Balie Upgrade: Gratis koffie voor in de wachtruimte
+1 minuut extra tijd voor balie klanten

7✓ 20

4✓ 5

SPEEL



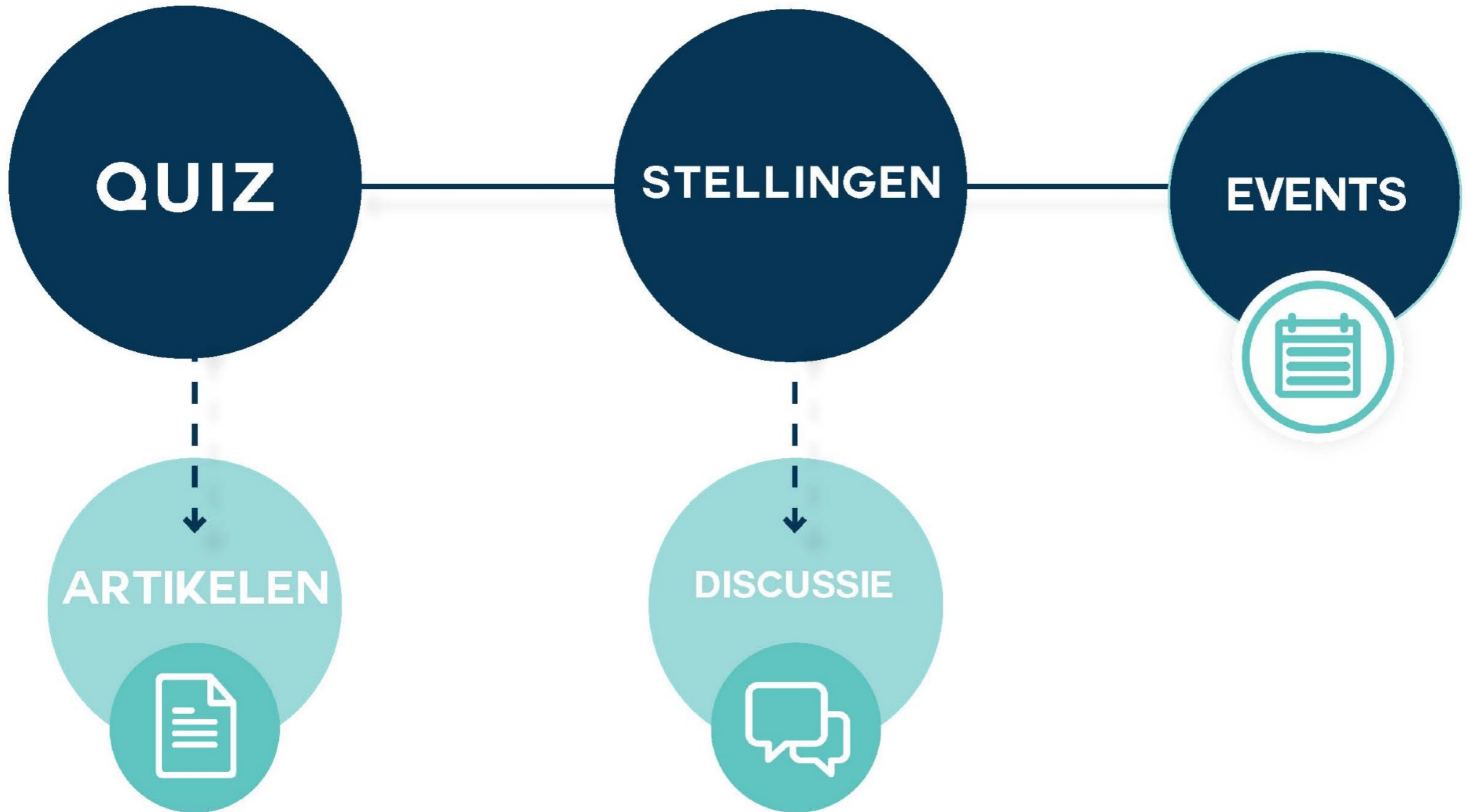
DE COMMUNITY APP

PRODUCT SERVICE SAMENWERKING

PRODUCTIVITEIT EFFECTIVITEIT FUN

TEAM







FACTS



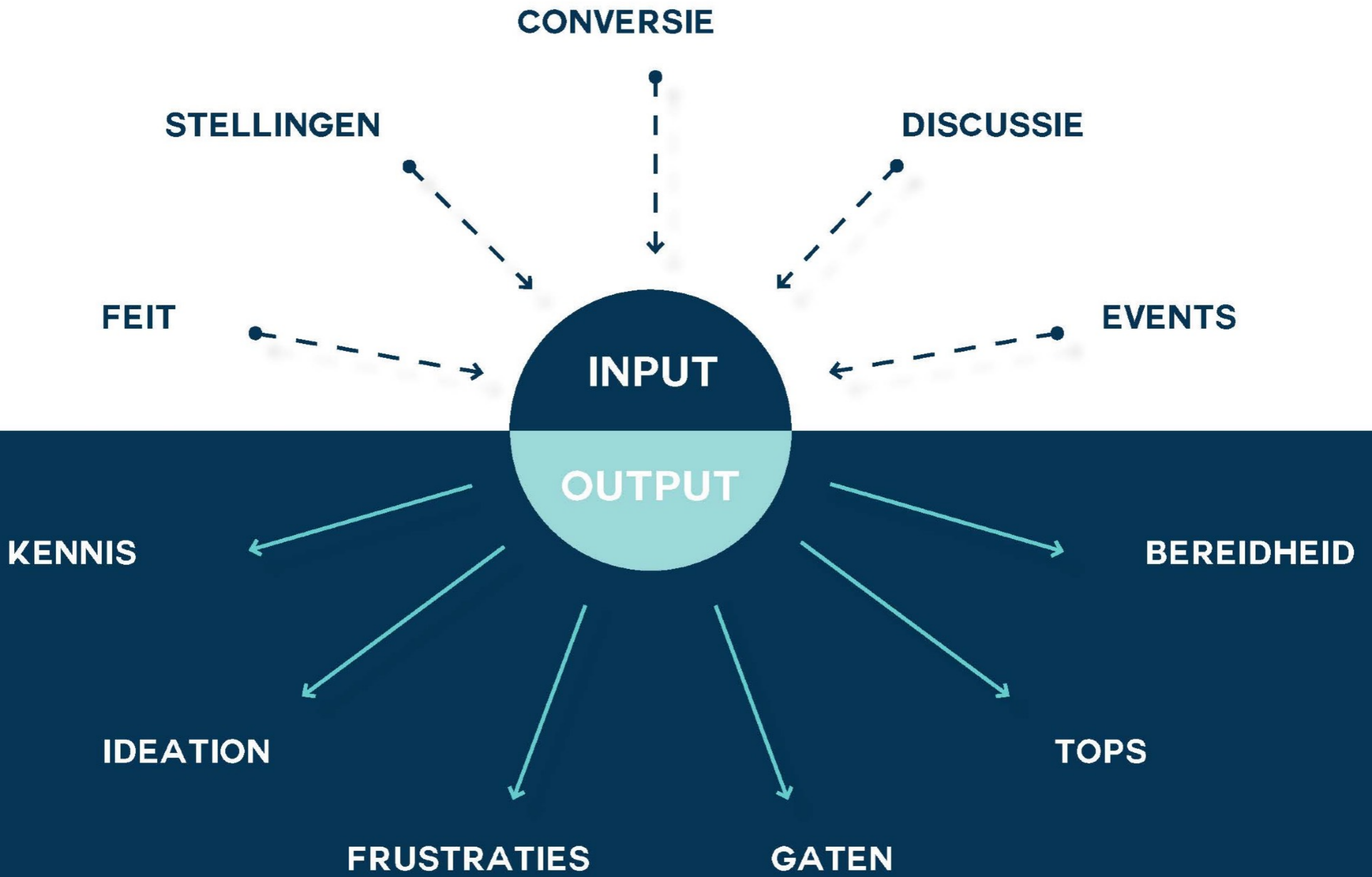
STELLINGEN



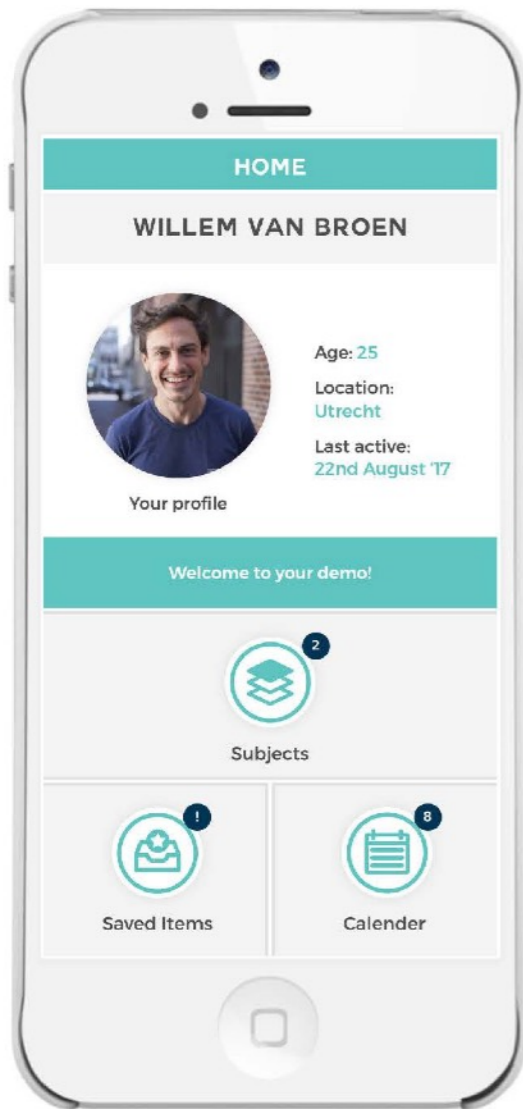
DISCUSSIE



EVENTS



WILLEMS DEMO



WAT WETEN OVER HEM

- ✓ Naam
- ✓ Leeftijd
- ✓ Gender
- ✓ Locatie
- ✓ Afdeling

WAT IS ZIJN INPUT

- ✓ Stelling antwoord
- ✓ Feit antwoord
- ✓ Likes
- ✓ Reacties
- ✓ Conversie

COLLECTIEVE DATA

- ✓ Stelling antwoord
- ✓ Feit antwoord
- ✓ Reacties
- ✓ Conversie

