Title: *Scan or Be Scanned: Turning the City into a Real-World Game*

Scan or Be Scanned is an interactive treasure hunt game designed to shift players' attention away from screens and back into the physical world. By scanning hidden QR codes that reveal clues to new destinations, players are encouraged to explore real-world environments and engage with their surroundings. Drawing on Norman's (2004 January 1) ideas about attentional guidance and physical engagement, the design motivates players to observe environmental details, textures, colours, and signage rather than rely solely on digital directions.

Testing revealed that participants were significantly more engaged when clues required them to interpret visual and spatial cues in their environment. This insight led to an evolved, team-based format focused on collaborative problem-solving and location-based challenges.

By blending subtle digital prompts with real-world exploration, *Scan or Be Scanned* reconnects players with their environment, fosters real-time social interaction, and reintroduces the joy of discovery beyond the screen.