**See It: A Scalable Location-Based Game for Supporting Physical Activity**

See It is a location-based game where players hunt for a hidden physical container called ‘spot’. Our game has two goals. First, we wanted to understand how we could design a location-based game to increase physical activity amongst players in order to promote more healthy lifestyles. We did this by giving players ambiguous visual clues to the final location. This causes them to walk around a large play area while searching.

Second, we wanted to investigate how we could design a location-based game to be ‘scalable’ in order to support a large volume of players and maintain players’ interests in the game for long periods of time. In order to do this, we modeled See It’s design on Geocaching. In See It, players can create a variety of game content for others to find in a flexible, lightweight manner. This helps the game to grow in size with new and exciting content.

1: Go to [http://seeitgame.com](http://seeitgame.com) and find the start location of a spot. Hunt within a 1 kilometer / 0.6 mile radius of this location.

2: Use the given video clips or images to narrow down the search.

3: Find the container, sign the log book, then record your find online.