

## CASE STUDY

# 30 Feelings: Engineering Human Connection Through Gamification

*How ÄHDUS Technology engineered an emotion-driven gaming platform that transforms digital interactions into meaningful social engagement.*

## CLIENT

Glandolux GmbH

## INDUSTRY

Digital Health · EdTech · Gamification · Mobile

## SERVICES

Product strategy · UX research · Game design · Flutter development · Custom game engine · Behavioural design

## ENGAGEMENT

06+ months · Agile, Parallel design & build

## TECHNOLOGY

Flutter · Custom Multiplayer Gaming Engine · Node.js · PostgreSQL · Hetzner Cloud

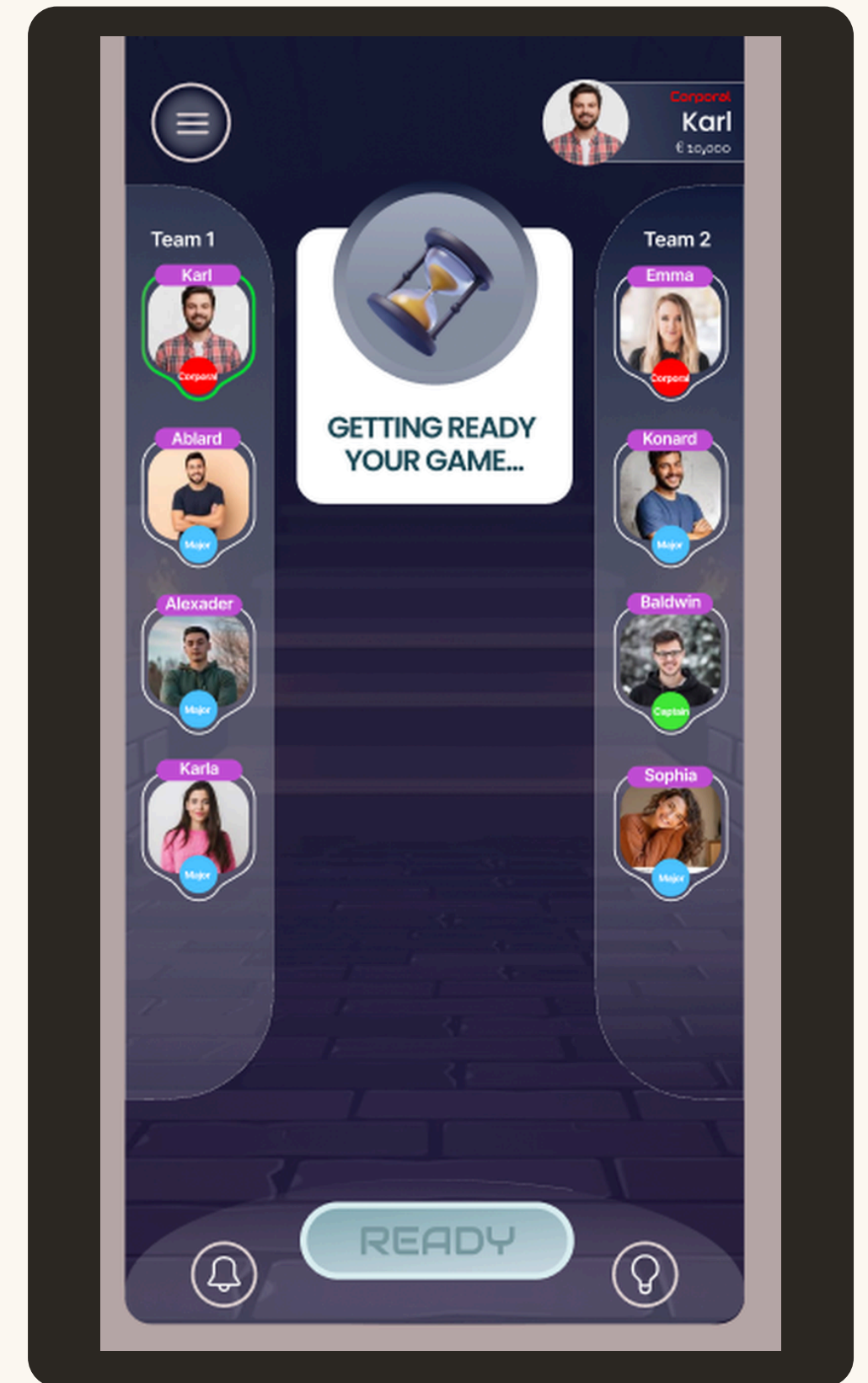


## How can technology encourage people who avoid social interaction to voluntarily communicate, cooperate, negotiate, and express their emotions?

Around the world, an increasing number of teenagers and young adults are becoming socially isolated. Despite being more digitally connected than ever, many struggle to express emotions, have confidence in expressing feelings, or develop meaningful relationships. Traditional social platforms often amplify passive consumption rather than genuine interaction.

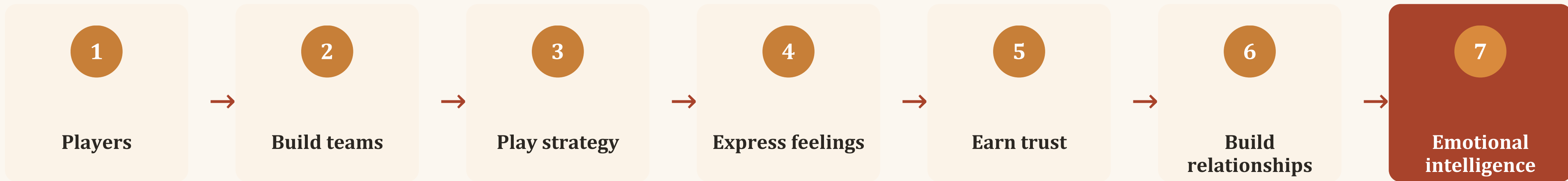
### *The Solution:*

*“Entirely New Gaming Ecosystem where strategy, psychology, and human interaction work together in a gamified fun move “*



# We didn't digitise a Card game — we invented a category

Rules, Rank progression, the virtual bank economy, the emotional hierarchy and every interaction were designed from scratch across multiple R&D cycles — a new category we call emotion-driven social gaming.



*Emotional expression is a fun move in the game*

## Three disciplines that rarely sit together

1

### Behavioural psychology

Thirty chosen emotional states become interactive mechanics —30 Cards—each with its own meaning, colour and power. Players gradually evolve from feelings such as **Loneliness, Fear, and Pessimism** toward higher-order emotional states including Trust, **Harmony, Creativity, Courage**, and ultimately **Might**

2

### Strategic game design

Players negotiate, trade, collaborate, compete, lead and progress. Feeling becomes strategy. A custom-built gaming engine along with Virtual Bank developed entirely by ÄHDUS Technology.

3

### Human-centred UX

Every interaction encourages communication. Technology becomes the catalyst for contact, not its replacement. Each emotional state is associated with carefully researched colour palettes intended to reinforce positive emotions and create a richer player experience

# From lobby to live, turn-based play



*Join a room and form teams · cards are distributed · play the feeling cards · barter and negotiate between players.*

TEN RANKS · COLOUR-CODED BY EMOTION

# A colour-coded hierarchy of feeling



Players climb ten ranks from Corporal to General. Each unlocks powers — create a feeling, make a trade, transform a card — pay from a custom virtual bank, with colours drawn from colour-therapy research.

## Six ideas that make it new

### 01 Emotion-based gameplay

30 emotion cards, each with a unique power and behavioural meaning.

### 02 Colour psychology

Card colours grounded in colour-therapy research to reinforce positive feelings.

### 03 Dynamic Rank progression

Ten ranks from Corporal to General, each unlocking new capabilities.

### 04 Social collaboration

Team play, negotiation, trading and community events that connect people.

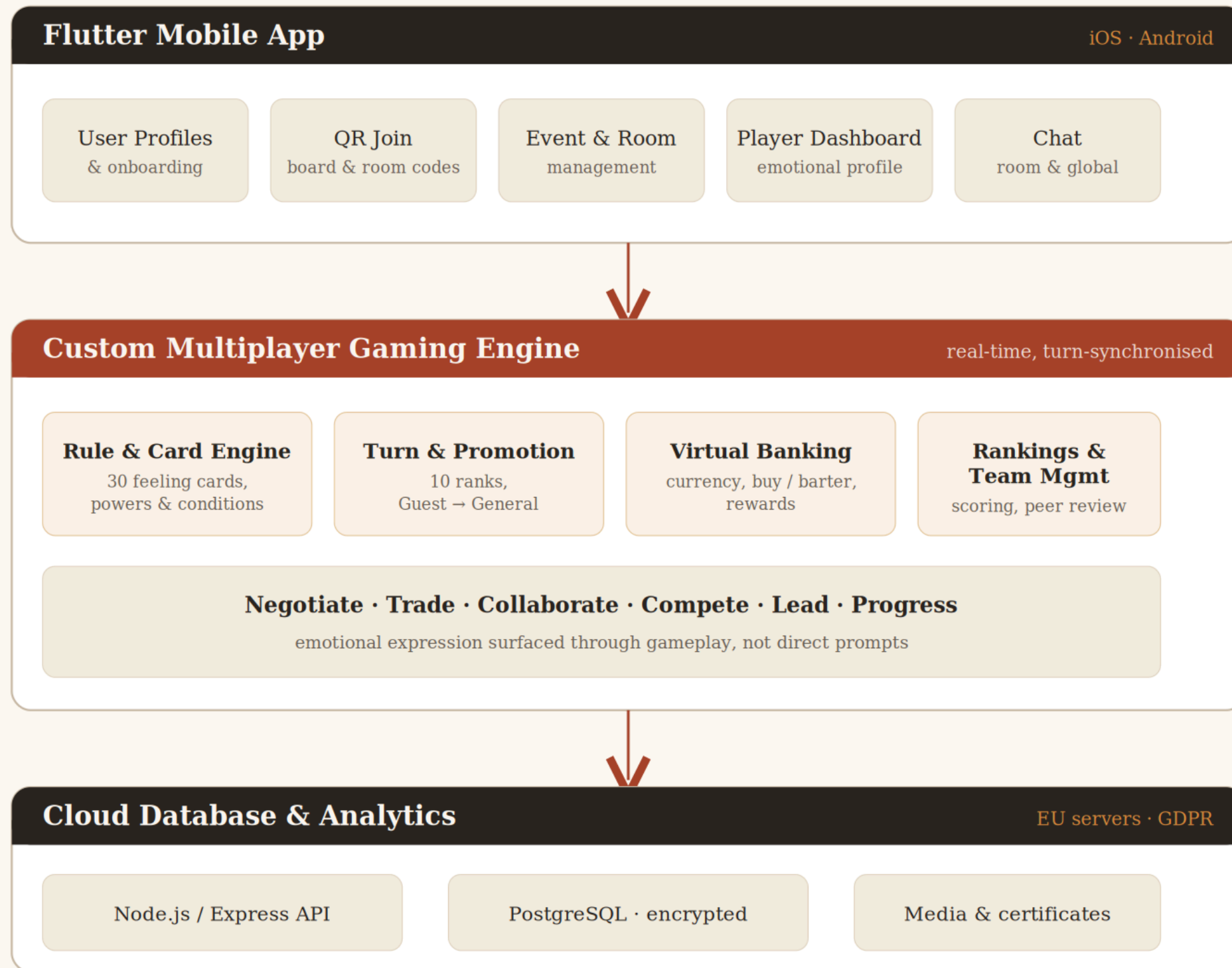
### 05 Virtual economy

A custom virtual banking system with currency, rewards, promotions and assets.

### 06 Real-time multiplayer

A custom engine that synchronises every action around the room.

# One Flutter app over a custom Game Engine and a GDPR cloud



## Technology stack

### Platforms

iOS & Android, single Flutter codebase

### Game engine

Rule, card, turn, promotion, banking & ranking modules

### Backend

Node.js / Express, real-time WebSocket sync

### Database

PostgreSQL, encrypted profiles & messages

### Hosting

Hetzner Cloud · GDPR · consent-based data

# Strategy and Engineering, End to End

ÄHDUS Technology partnered with Glandolux from concept refinement to product realization—transforming an innovative idea into a scalable digital ecosystem through strategic product design, behavioural engineering, and full-stack software development.

## Product strategy

- UX research
- Behavioral design
- The emotional hierarchy.
- The Color Therapy algorithm
- The interaction model
- Product architecture
- Rank, economy & scoring systems

## Engineering

- Flutter mobile app
- Custom multiplayer engine
- Virtual banking & rewards
- Event & game-room management
- Admin portal & moderation
- QR onboarding & analytics

## WHY THIS MATTERS

*More Than a Game: Engineering a new way for people to connect, each 'move' brings them back together.*

By combining behavioural psychology, thoughtful game design and robust engineering, Ähdus Technology helped create a platform that encourages emotional expression naturally through collaborative gameplay, strategic decision-making, and shared experiences.

**Ähdus Technology GmbH**

Heilbronn, Germany · Islamabad, Pakistan · Espoo, Finland

[www.ahdustechnology.com](http://www.ahdustechnology.com)