

doodles



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DIGITAL MAGAZINE

NUMBER ONE



LET'S PLAY OUTSIDE





PHOTO BY
PATRICK UNTERSEE

WE ARE ALL DOODLES

Each of us is different. We have our own way of doing things, our own stories, our own places we want to see and people we want to spend time with. Sometimes we know exactly where we're going. Sometimes we change direction along the way.

Life doesn't always follow a straight line. And maybe it shouldn't.

DOODLES is about enjoying those everyday moments. Going somewhere together. Discovering something new. Spending time outside. Creating, playing, laughing, or simply doing something a little differently than yesterday.

Because life is made of moments. We just like to add a little play to them.



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We're very happy to welcome you to the first issue of DOODLES.

This magazine was created as a place to slow down for a moment, look around, discover something new, and enjoy the simple things that make everyday life more interesting. Time spent with family and friends, a spontaneous trip, a walk somewhere you have never been before, a shared game, a new idea, or even a small moment of fun can become part of a much bigger memory.

DOODLES is about those moments. About being curious, spending time together, exploring, creating, and finding new ways to enjoy what is already around us.

We hope every issue gives you a few ideas to try, places to discover, things to share, and maybe a little inspiration to do something differently than you usually do.

Take your time, explore the pages, and most of all, enjoy the journey with us. 

Anetta G. Heller

8doodles was created from the idea of connecting the physical and digital worlds in a simple, natural way. Games, printed materials, QRious Cards, Online Cards, personalization, and interactive experiences can all work together, but technology should never be the goal on its own. It should simply help us do more interesting things in the real world.

DOODLES was created to show these possibilities in practice. Not as a product catalog, but as a place full of ideas for using 8doodles while traveling, spending time with family and friends, at home, in business, and anywhere everyday life can use a little more play, creativity, and discovery.

What makes 8doodles different is the freedom to use these ideas in your own way. A simple printed card can open a digital experience, a game can become part of a trip or family evening, and a personalized product can turn into something people actually interact with and remember. 

Artur J. Heller

PHOTO BY
TIM FOSTER

LET'S PLAY OUTSIDE

You do not need to plan the whole day to make it interesting. Sometimes it is enough to leave home a little earlier, turn where you would normally keep going straight, stop at a place you have passed many times before, or simply decide to see where the day takes you.

It is easy to fall into the same routines. You get coffee from the same place, walk the same route, choose the same familiar spots because you already know what to expect. There is nothing wrong with that, but even a small change can make a place you know well feel new again.

Try going out without a specific destination. Do not immediately search your phone for the best place nearby or check what you are supposed to see. Pick a direction and go. If something catches your eye, take a closer look. If there is a road you always pass, see where it leads. If you have been looking at that little café for months and thinking that one day you should stop there, maybe today is that day.

You can also add a little play along the way. You do not need points, a winner, or a complicated set of rules.



SOMETIMES THE BEST PLAN IS NO PLAN AT ALL

Pick something to look for as you go. The strangest sign. A red door. A funny message. An unusual car. A building you have never noticed before. Something that looks like a face. Once you start paying attention, you may realize that a place you thought you knew very well still has plenty left to discover.

If you are with someone, let them make the decisions for a while. Let them choose the next turn, the place for coffee, or where to stop. Then switch. The point is not necessarily to get somewhere. What you did not plan to find along the way may turn out to be the most interesting part.

And leave a little time for nothing. Sit somewhere. Look around. Take a photo. Talk. Eat something. Stay fifteen minutes longer than you expected. Not every outing needs a schedule, and not every moment has to lead to the next thing.

Let's Play Outside is not only about playing a game outdoors. It is more of a reminder that play can begin long before there is a board, a card, or any kind of game in front of you.

Sometimes all you need to do is step outside and see what you find today. 🐞



SOMETIMES, A MOMENT IS ENOUGH

Some days seem to disappear before you even notice them. Morning coffee, a few messages, work, phone calls, something to take care of, something to remember, somewhere you need to be. One thing ends and the next begins almost immediately. By evening, you are trying to remember what actually happened between breakfast and dinner.

We probably all know that feeling.

And sometimes, that is exactly when something very small can make a difference. Not another list of things to do. Not a plan to completely change your life starting Monday. Just a brief moment that pulls you out of autopilot for a while.

Maybe someone asks you a question you have not thought about in a long time. Maybe you remember a person you meant to call. Maybe you sit with your coffee for five minutes instead of drinking it in front of a computer. Or maybe you realize that something genuinely good happened today, and you were simply too busy to notice it earlier.

That is where the idea for Lifestyle Moment Cards came from.

You open a card on your phone and get one simple thing. Sometimes it is a question. Sometimes a short thought.



PHOTO BY
GUSTAV GULLSTRAND



CURIOUS WHAT LIFESTYLE
MOMENT CARDS ARE ALL ABOUT?



YOU
DON'T
HAVE
TO
CHANGE
THE
WHOLE
DAY

Sometimes a small challenge or a suggestion to do something for yourself, for someone else, or simply to look at what is happening around you a little differently.

There is nothing to complete. No points to collect. Nobody is checking whether you did it the "right" way. If the card feels right for that moment, take something from it. If it does not, close it and carry on with your day.

One day you may need a little more energy. Another day, a little more calm. Sometimes you need something that gives you a gentle push to act, and sometimes exactly the opposite, a reminder that it is perfectly fine to stop doing things for a moment.

That is why we called them **MOMENT CARDS**. They are not here to organize your whole day. They are about just one moment.

And sometimes one moment really is enough to make the rest of the day feel a little different. 



LEARN MORE ABOUT LIFESTYLE MOMENT CARDS AT
8doodles.com/qrious-cards/lifestyle-moments/



PHOTO BY
MELANIE LEDUC

MAKE IT YOURS

Personalization was part of our lives long before 8doodles ever existed. We did not call it personalization back then. We simply enjoyed making things feel a little more our own, whether it was something for our children, a gift for family or friends, a photograph, a funny message, a graphic, or a small detail created especially for one particular person.

Sometimes those things were practical and sometimes they were simply made for fun, but what mattered was that they did not feel anonymous. There was always something familiar in them, something connected to a person, a memory, a place, or a moment that meant something to us.



**SOME
THINGS
DON'T
JUST
BELONG
TO YOU.
THEY
BECOME PART
OF YOU**

There are plenty of things we buy, use for a while, and eventually forget about, but there are others that somehow become part of our everyday lives. It might be a mug brought back from a trip, an old photograph sitting on a shelf, a notebook filled with notes nobody else could possibly understand, or a game connected to one evening that was so funny everyone still remembers it years later.

What makes those things special is rarely their price or how perfect they look. It is usually much simpler than that. They matter because they remind us of something that belongs to our own story.

Over time, we started bringing that same way of thinking into the things we designed ourselves. When we created a game, we began wondering how it could feel more connected to the people who would actually play it. When we designed cards, we thought about whether they could carry part of someone else's story. When we prepared something for a business, we wanted it to feel like more than another generic piece of marketing material that could belong to almost anyone.

Many of the ideas behind 8doodles grew naturally from questions like these, because we never built the platform by looking at everyday life from the outside. We are living it too.

We are parents, but we are also somebody's children. We have family and friends, we run businesses, we work, travel, make plans, deal with responsibilities, celebrate important moments, and try to find time for the people and things that matter to us. Some days are exciting, some are completely ordinary, and some refuse to go the way we planned at all.

Somewhere in the middle of all of that, we are still simply ourselves, with our own sense of humor, interests, memories, habits, and ideas about what makes something worth keeping. That is why many things you find at 8doodles begin with one simple question: Would we actually want to use this ourselves?

If the answer is yes, that is usually where the work begins, and very often another question follows naturally: How can we make it yours?

MADE BY US. PERSONALIZED FOR YOU.

That distinction is important to us, because personalization at 8doodles does not mean giving you an idea and expecting you to design the rest yourself. We create the product, develop the concept, design the experience, and work out how everything should function. You choose what feels right for you, and whenever personalization is available, we prepare a version that can become more closely connected to your own life.

That might mean including your name, a photograph, a message, your favorite colors, a family joke, an important date, a meaningful place, or the visual identity of your business. Sometimes only one small detail is needed to make something feel completely different, because that detail belongs to you and carries a meaning that nobody else needs to understand in quite the same way.

It does not have to be connected to a major celebration either. You might want to surprise your children simply because it would make them smile, prepare something for a friend you have known for years, create something personal for your parents, or add a special touch to an experience shared with the people you work with. It can be something for your customers, something connected to a trip, something for a family gathering, or simply something you would like to have for yourself.



PHOTO BY
BERND DITTRICH

IF WE WOULDN'T USE IT OURSELVES, WHY WOULD WE MAKE IT?

Personalization does not always need to make a grand statement. Very often its value is in the opposite. It is that small, familiar detail that makes you look at something and immediately feel that it belongs in your world.

And that is the kind of personalization we want to bring into 8doodles.

The ideas begin with us. We design them, develop them, test how they work, and prepare them so they are ready to become part of everyday life. When one of those ideas reaches you, however, it no longer has to remain only ours.

It can become part of your family, your friendships, your travels, your work, your business, or simply one of those small things you enjoy having around.

It can become part of your story. 





**PERSONALIZED
PRODUCTS
AND SERVICES
MATTER
BECAUSE
THEY
TURN
USEFUL
IDEAS
INTO
SOMETHING
THAT
FEELS
TRULY
YOURS
CONNECTS
WITH
YOUR
STORY
STRENGTHENS
RELATIONSHIPS
CREATES
MEMORIES
AND MAKES
EVERYDAY
EXPERIENCES
MORE
MEANINGFUL
AND MEMORABLE**

LET'S START WITH A GAME



ZIP & PLAY started with a very simple idea: a game should be wherever you are. Instead of a large box, we created a compact format that is easy to take with you, store, and open whenever you feel like playing together. At home, on the road, on vacation, or while spending time with friends.

And if a game can travel with you, it can also become more personal. Selected ZIP & PLAY games can be customized with elements created for a specific person, family, group, or occasion. We design the game and its visual concept, then prepare a version for you that has its own personal character.



Every game begins with a complete idea and game mechanic created by 8doodles. Personalization does not change how the game works, but it can change how it feels. Your own photos, names, text, or selected graphic elements can make the experience connect with people and stories that are actually part of your life.

It might be a game for your family, your children, your friends, or a gift created with one particular person in mind. We want opening a ZIP & PLAY game to feel like more than simply unfolding another board. We want it to feel a little closer, more familiar, and more personal from the very first moment. 

**SOME
GAMES
ARE
PLAYED
SOME
BECOME
MEMORIES**



THE GAME CAN GROW WITH YOU



When we design a game, we do not think only about the board, the pieces, or the rules. We think first about the people who will sit around it, the emotions, the laughter, the small surprises, and the moments that are remembered long after the game is over.

That is why we did not want our games to end with whatever could fit inside the physical set. We connect them with **QRious Cards**, our digital card system that can introduce new events, challenges, decisions, and additional elements of play. The phone does not replace the board. It simply becomes another part of the experience, something that can change the situation, surprise you, or add a new possibility at the right moment.



**THE BOARD STAYS.
THE EXPERIENCE
GROWS**



What matters most is that the digital part of the game can continue to grow. When new ideas appear, we can add more cards and new extensions without changing the physical game you already have. That means the same game can offer something new over time and give you another reason to bring it back to the table.

Depending on the game, we can also connect it with downloadable materials, printable elements, and additional experiences.

This is how we continue to build the 8doodles ecosystem, where the physical and digital worlds can complement each other.

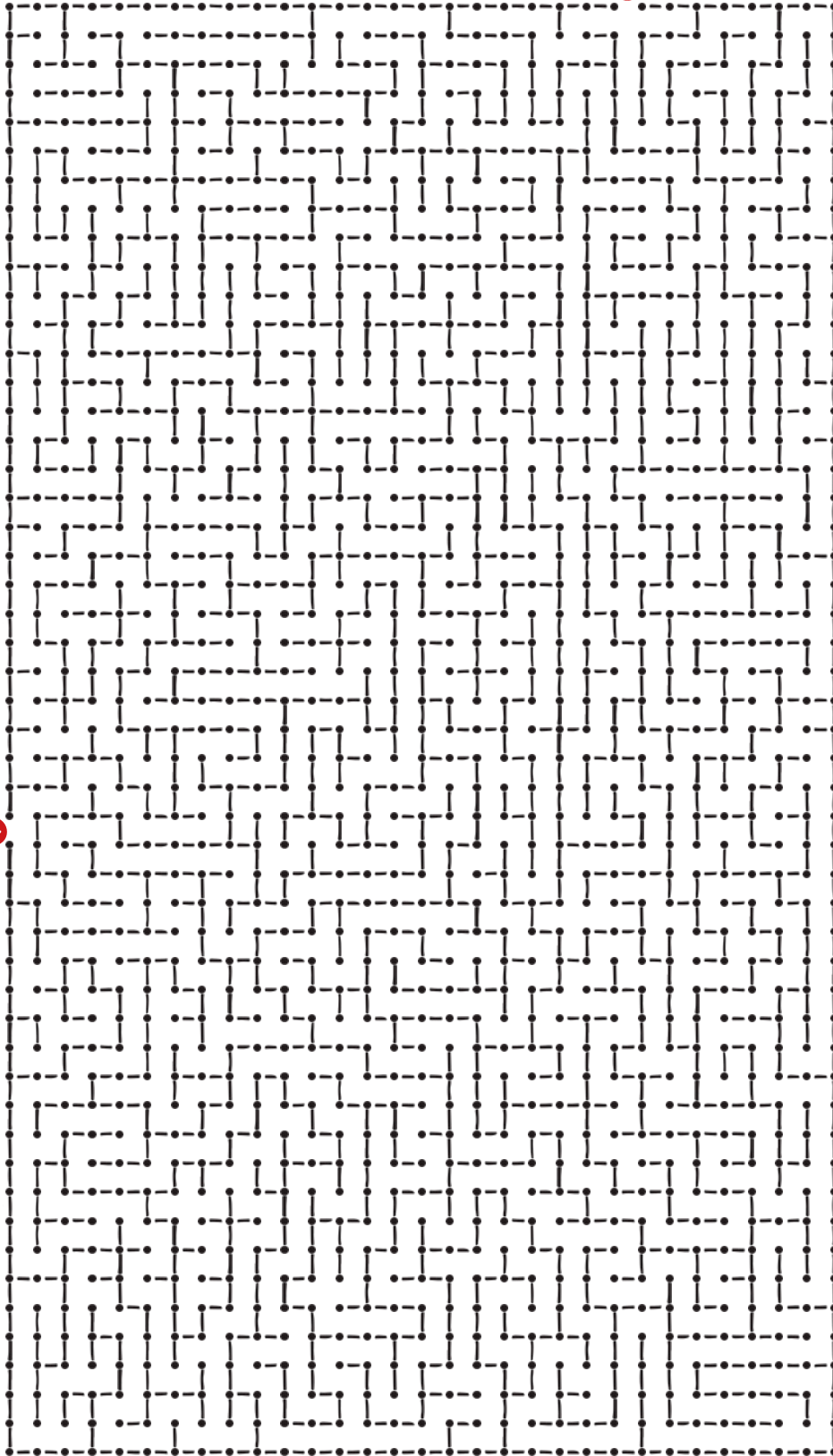
Technology is only a tool here. What matters most is what happens between people. A shared decision. Laughter. Competition. An unexpected card. That moment when everyone waits to see what happens next.

That is what we want to create. Not just games, but more reasons to be together and enjoy the time you share. 

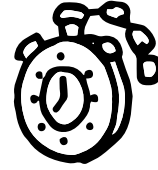
FIND THE WAY

MAZE

ENTER



EXIT



8 MINUTE
CHALLENGE

THERE'S ALWAYS MORE TO DISCOVER...

If something in this first issue made you want to go somewhere, play together, surprise someone, or simply spend a little more time with the people who matter to you, then DOODLES has already done what we hoped it would do.

That is what 8doodles is really about. Creating experiences that bring a little more fun, curiosity, connection, and personality into everyday life.

Visit 8doodles.com and explore what we have created. Find a game to share with your family or friends, discover something that comes to life on your phone, or choose a personalized experience made especially for someone who matters to you.

And there is more beyond play. With Better Lifestyle, we bring the same thinking into businesses and communities, creating engaging experiences that help people connect in more interesting and memorable ways.

This is our first DOODLES. There will be more places to go, more things to try, more reasons to play, and more experiences to share.

See you out there. 

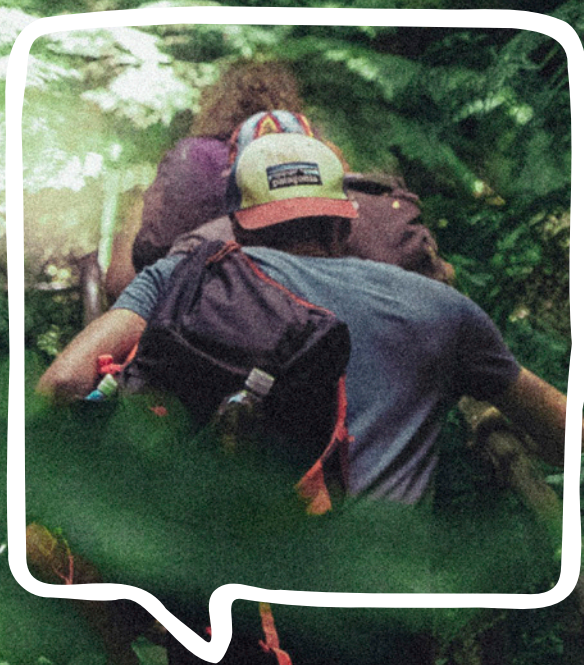
Anetta G. Heller *Arthur J. Heller*



doodles



PHOTO BY
CHRISTOPHER BURNS



SEE
YOU
OUT
THERE

