**Urban Renewal Authority Showcase Description**

Urban Renewal Authority (URA) is a quasi-governmental statutory body in Hong Kong responsible for accelerating urban redevelopment. In 2021, View-in team is assigned to develop a 20th anniversary web quiz game. Player can win cash coupons after watching promotional videos and answering questions correctly. They can also get a chance to win a big prize after finishing all the stages. This game educates the public about redevelopment projects and successfully promotes a positive public image.

市區重建局是香港專門負責處理樓宇重建及復修的法定機構。View-in團隊於2021年為機構製作20周年有獎問答網頁遊戲，玩家在觀看宣傳短片後回答簡單問題，即可馬上贏取現金券。玩家更可在完成所有關卡後，參與終極挑戰並贏取大獎。遊戲除了加深大眾對重建項目的認識，亦成功宣傳機構的正面公眾形象。

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GRAPHIC DESIGN

HTML DEVELOPMENT

USER INTERFACE PRODUCTION

REDEMPTION PROGRAM

<https://www.youtube.com/watch?v=AOqEQ4kRy6Y>