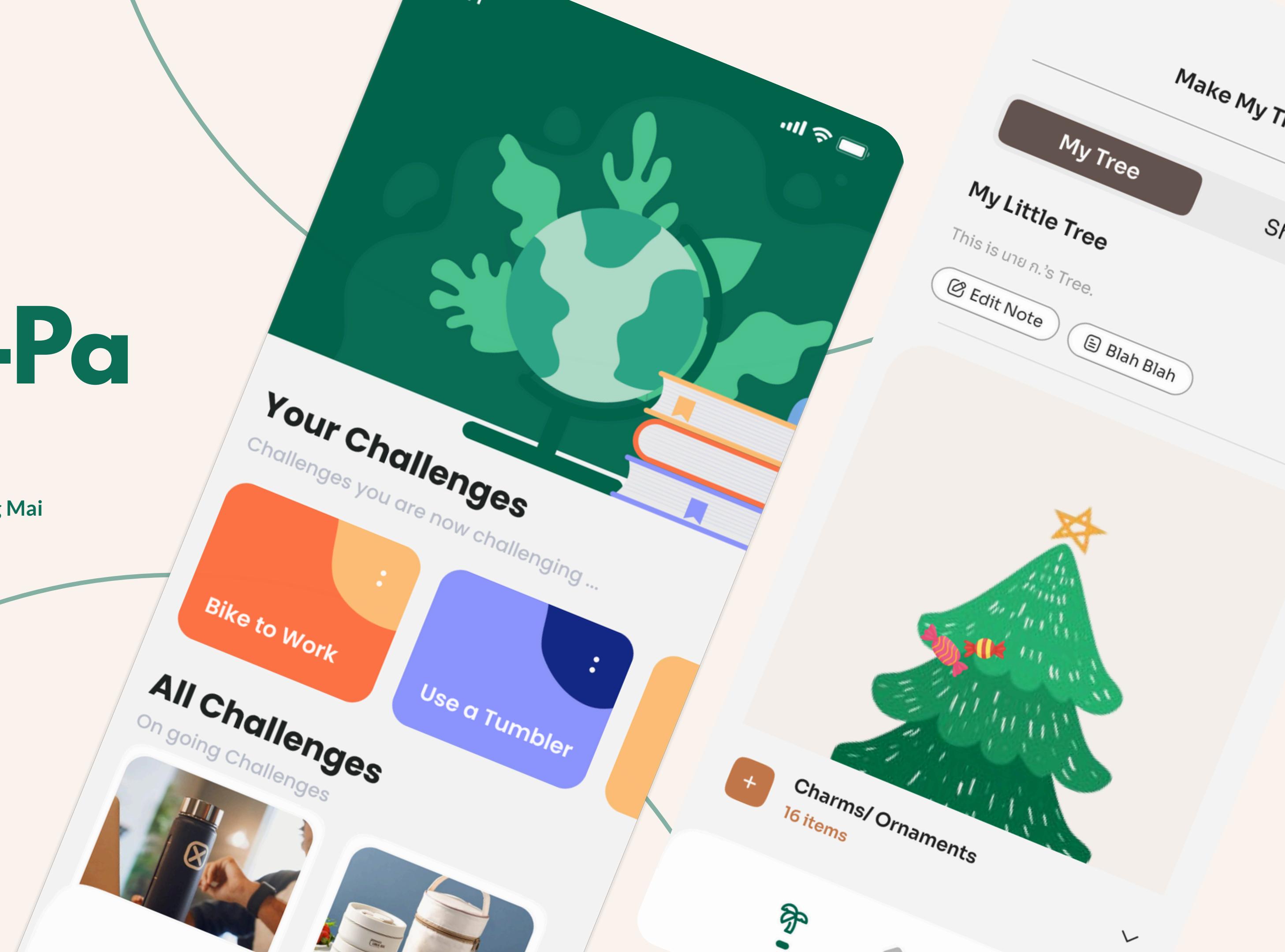


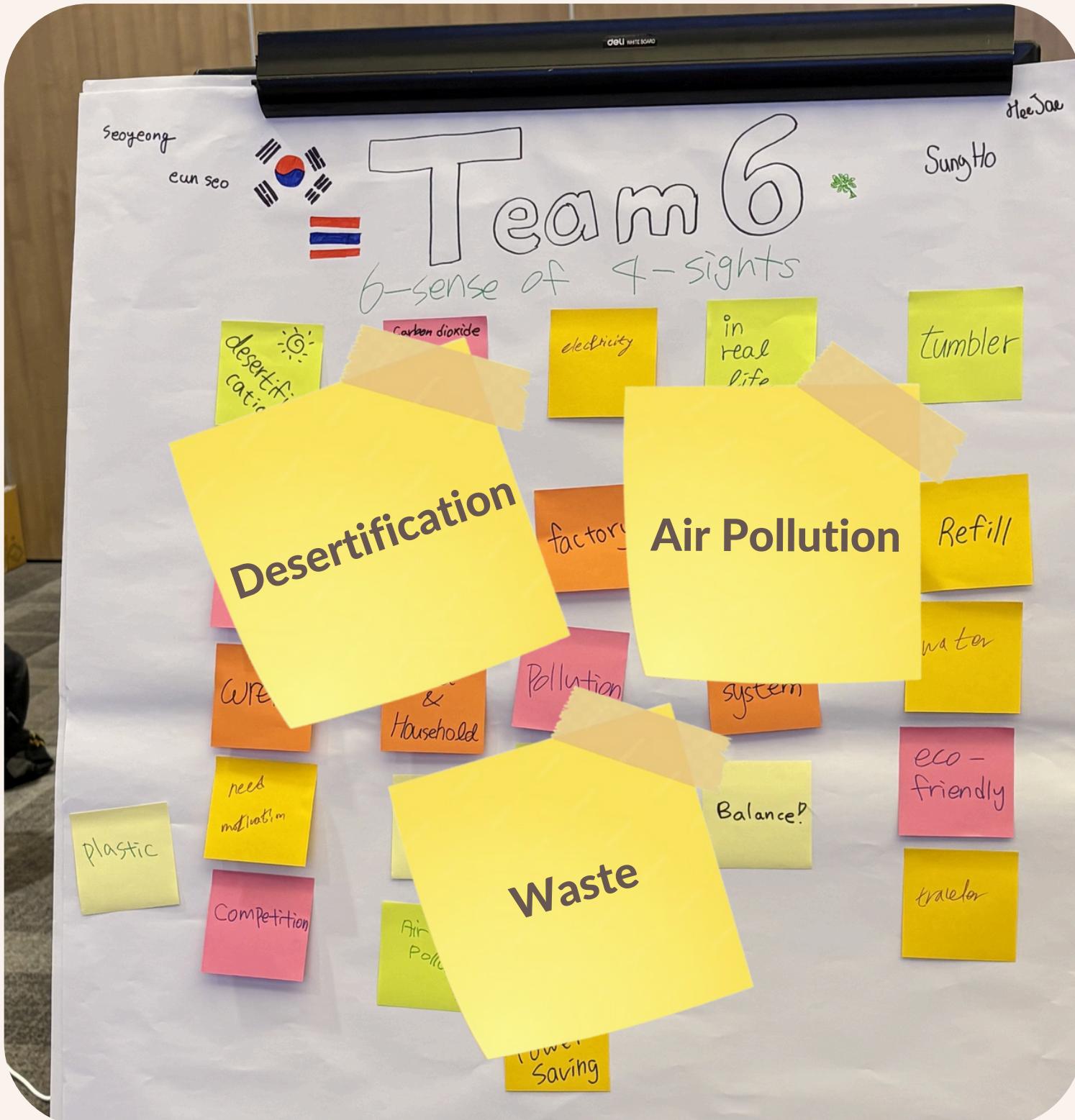
ပုဂ္ဂိုလ် Bplook-Pa

TEAM 6 | 6 Sense of 4 Sights

24/DEC/24, Wintree Resort, Chang Mai



Affinity Diagram



Solution

Carbon Reduction

How

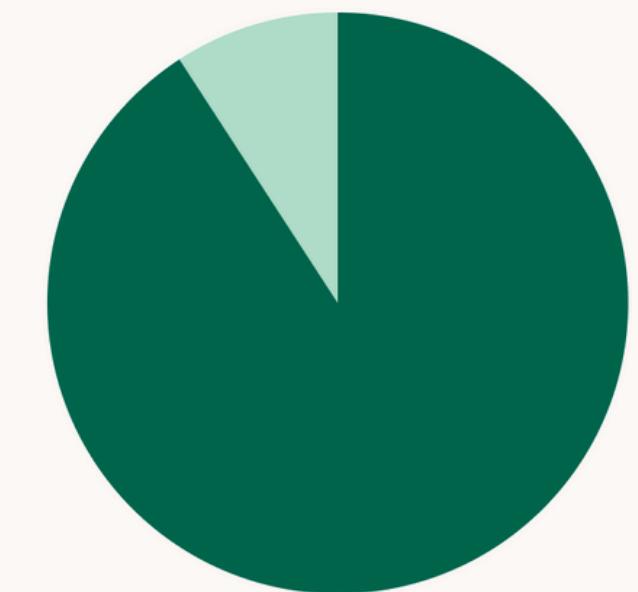
Provide Motivation

Realization

Bplook-Pa

Problem Definition

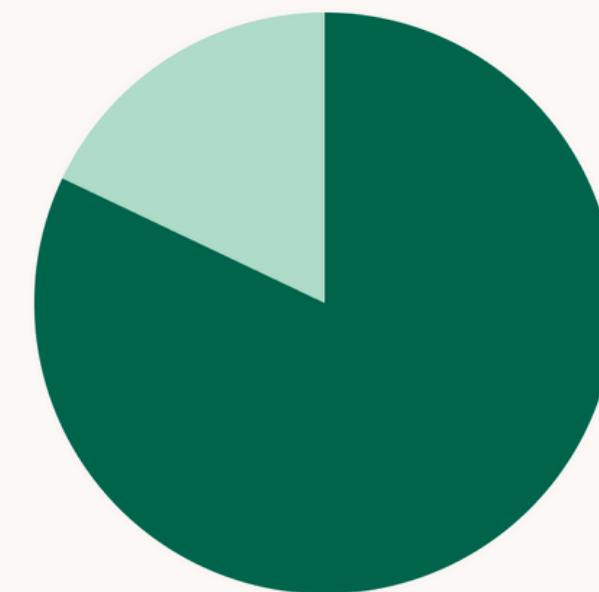
Do you have a tumbler?



● Tumbler O
91%

● Tumbler X
9%

Do you use a tumbler?



● Use Tumbler
82%

● Do not use Tumbler
18%

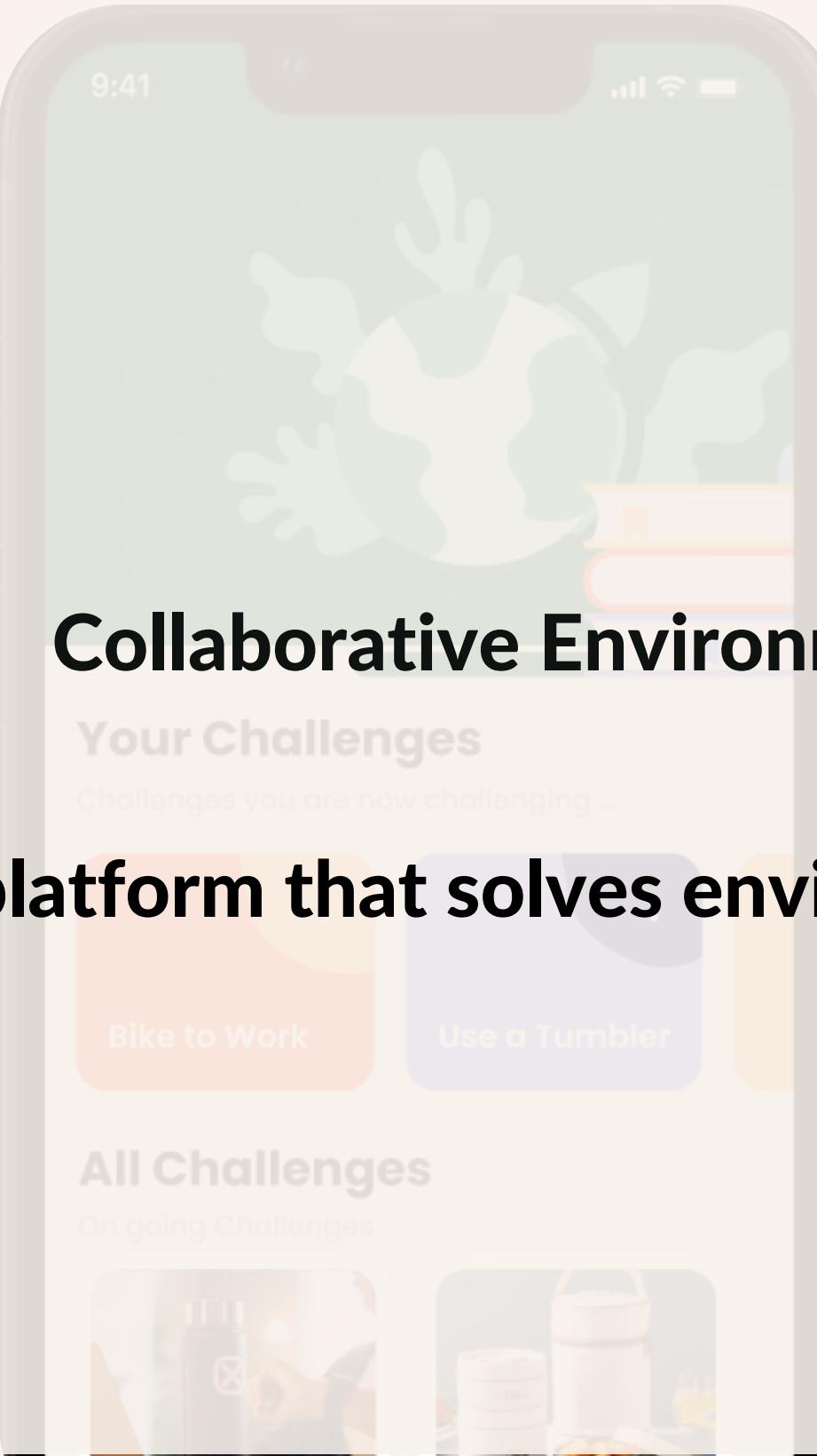
Problem Definition

VISIBILITY OF RESULTS

LACK OF FUN

LIMITED CONNECTION
AND COMMUNICATION

ប្រកប Bplook-Pa



A platform that solves environmental problems while **stacking money enjoyably**

ឧរណុប្រ Bplook-Pa



WHAT IS BPLOOK-PA?

- Protect environment by setting goals and staking money.
- Users achieve goals to get a full **refund + additional rewards**.

HOW IT WORKS

- Join or create challenges
- Set a participation fee and goal.
- Achieve the goal → Refund + Bonus.

KEY FEATURES

- Brand Partnerships
 - Corporate challenges involving products/services.
- User Engagement
 - Encourages consistency and self-discipline.

Persona



นาย ก. Nai Gor (28)

Master's Student

BIO

A master's student who isn't interested in environmental protection. He likes to make money little by little through the app. Small, immediate rewards keep him motivated.

NEEDS

Seeks monetary rewards

FREE TIME ACTIVITIES

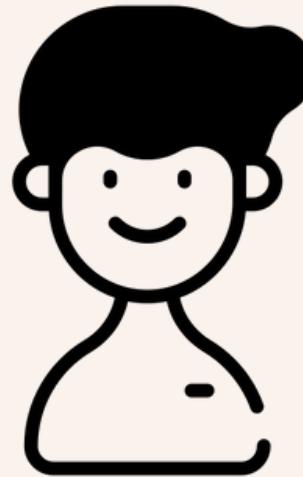
Use rewards apps a lot

FRUSTRATION

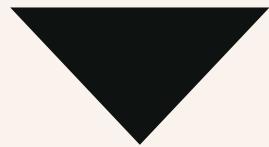
Loses interest when rewards don't match efforts.

How it works

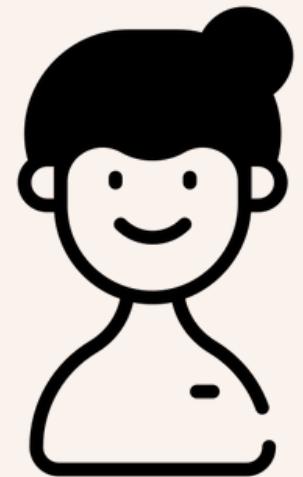
1. SET A GOAL : A community promoting plant-based meals to protect the environment!



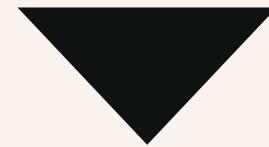
User 1



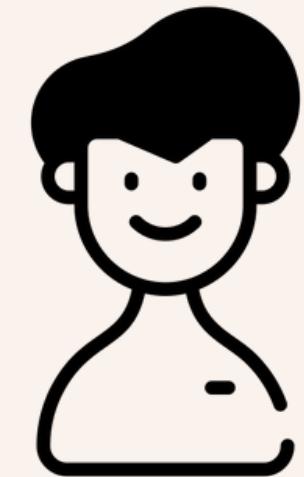
100 THB



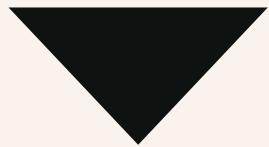
User 2



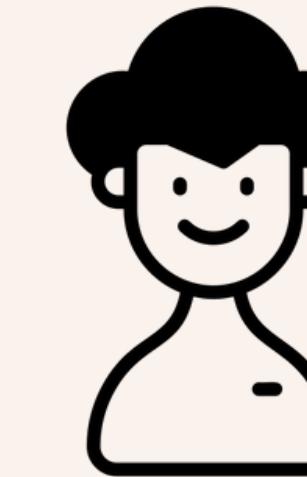
100 THB



User 3



100 THB



User 4



100 THB

Total 400 THB

2. Each participant contributes a set amount, like an entry fee.

How it works

3. Only those who achieve their goals share the stacked money.



User 1



200 THB



User 2



200 THB



User 3



0 THB



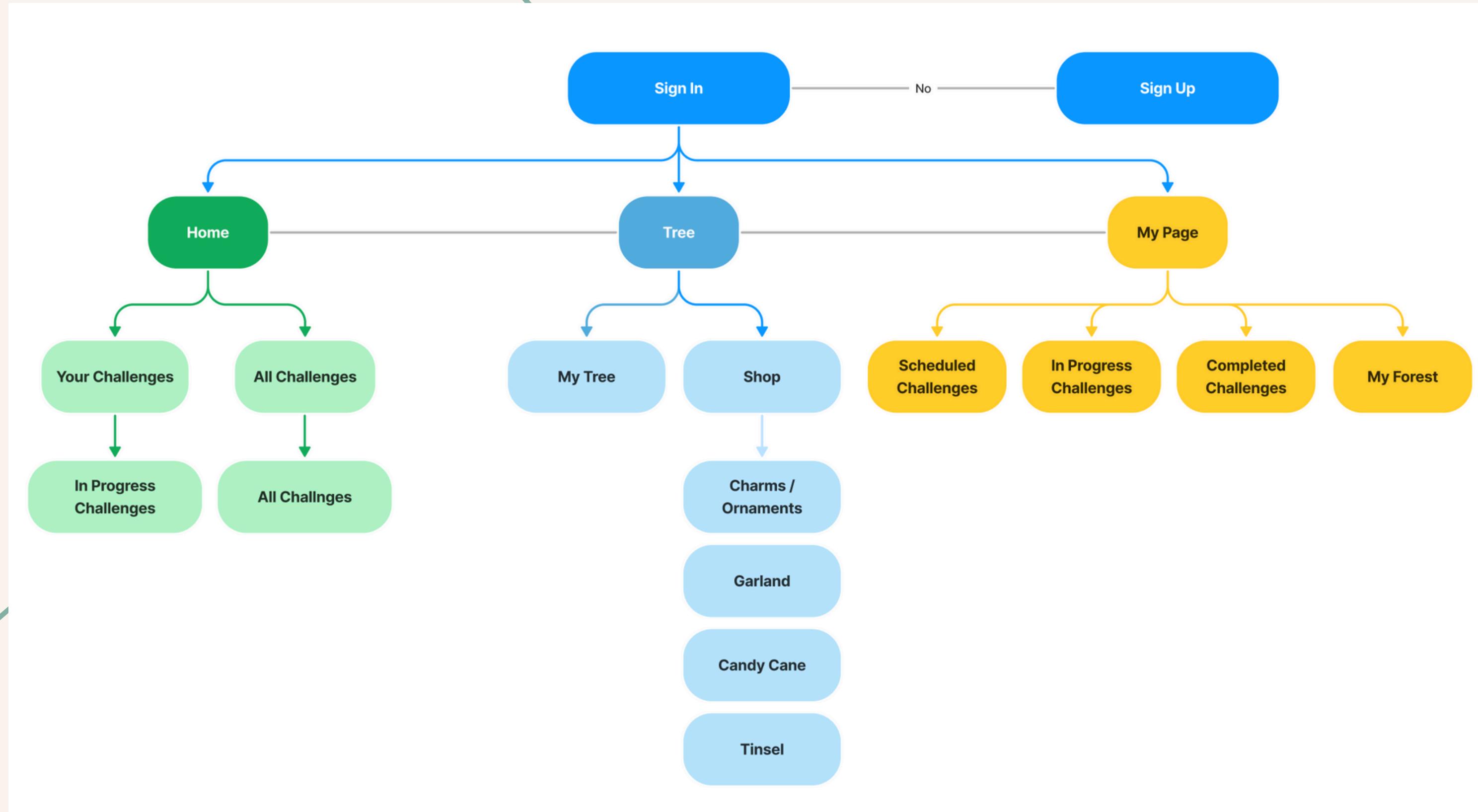
User 4



0 THB

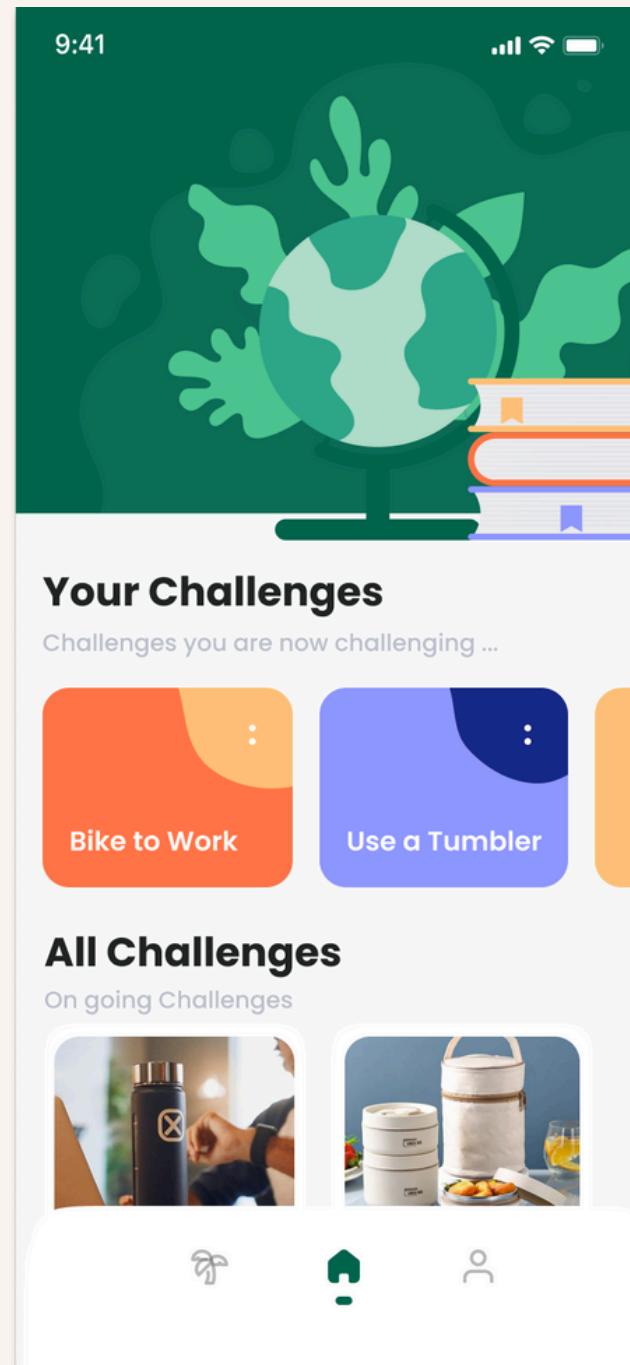
Total 400 THB

Information of Architecture

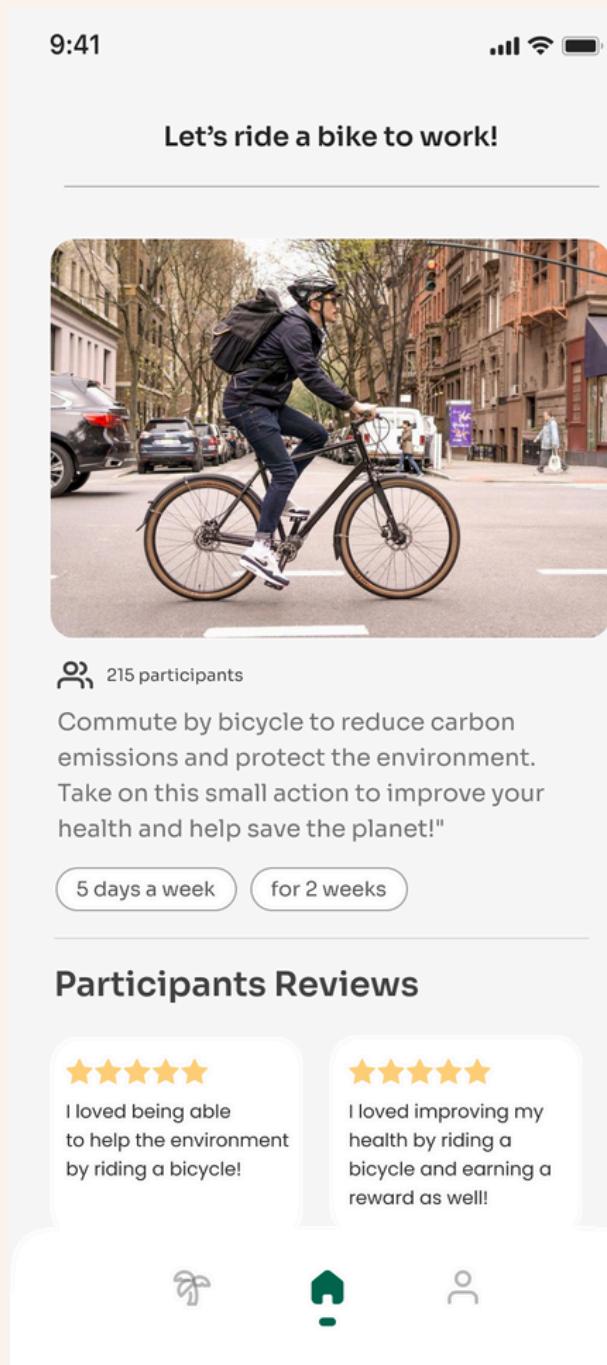


Page Explanation

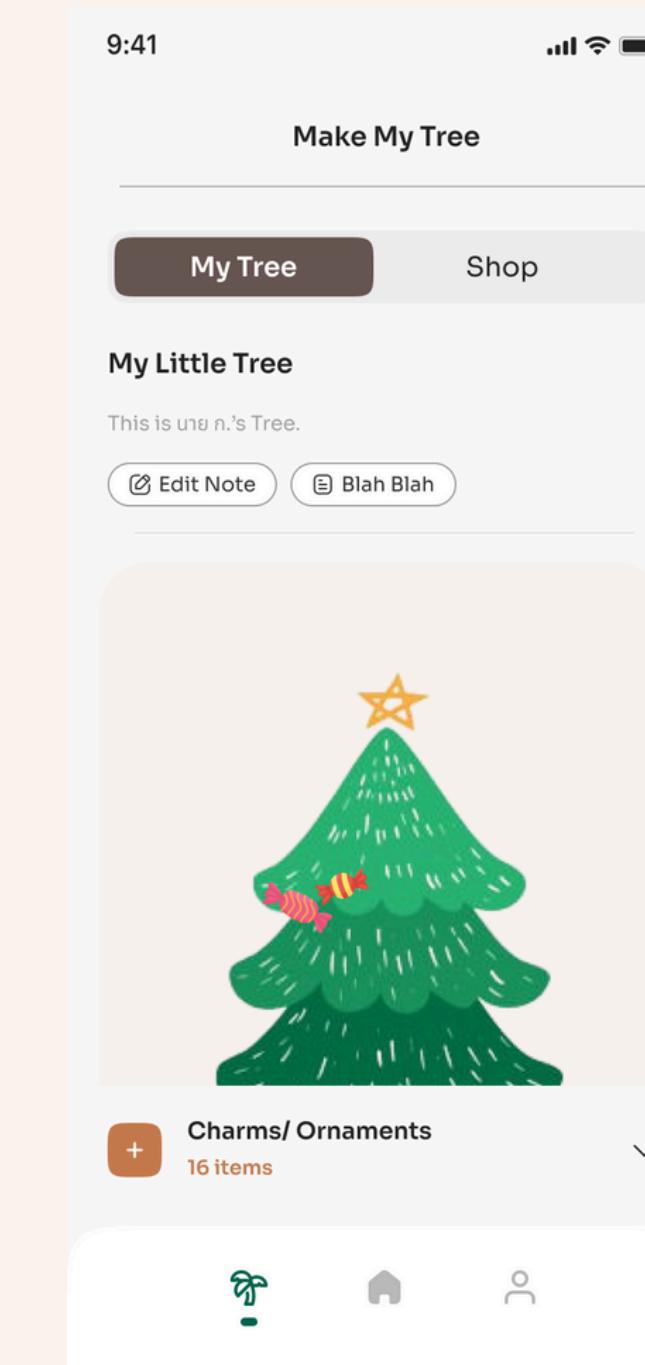
01 Main



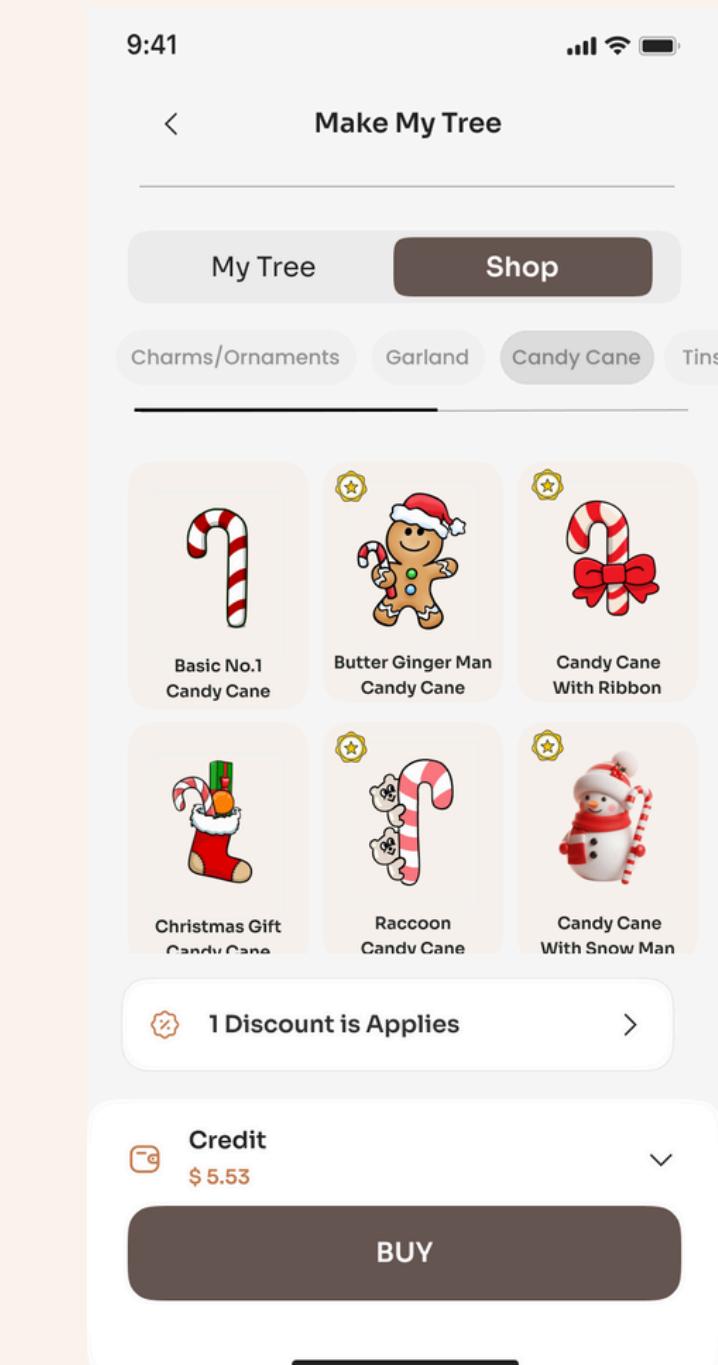
02 Ongoing Challenges



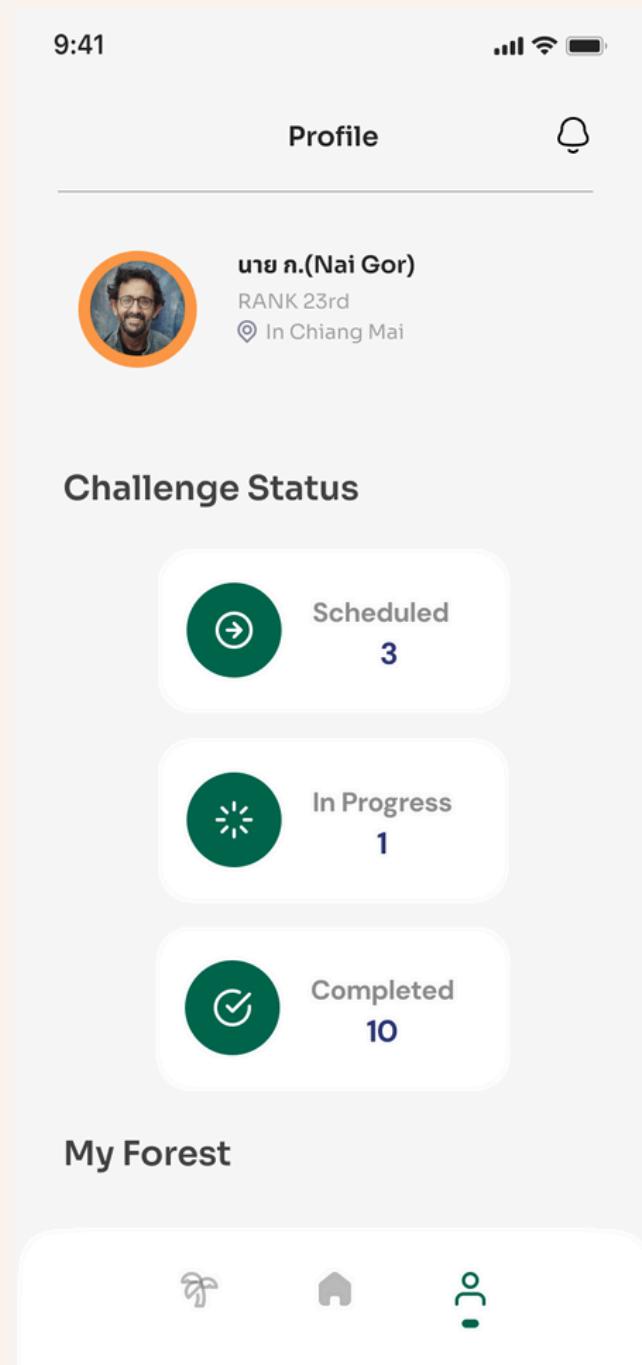
03 Make My TREE

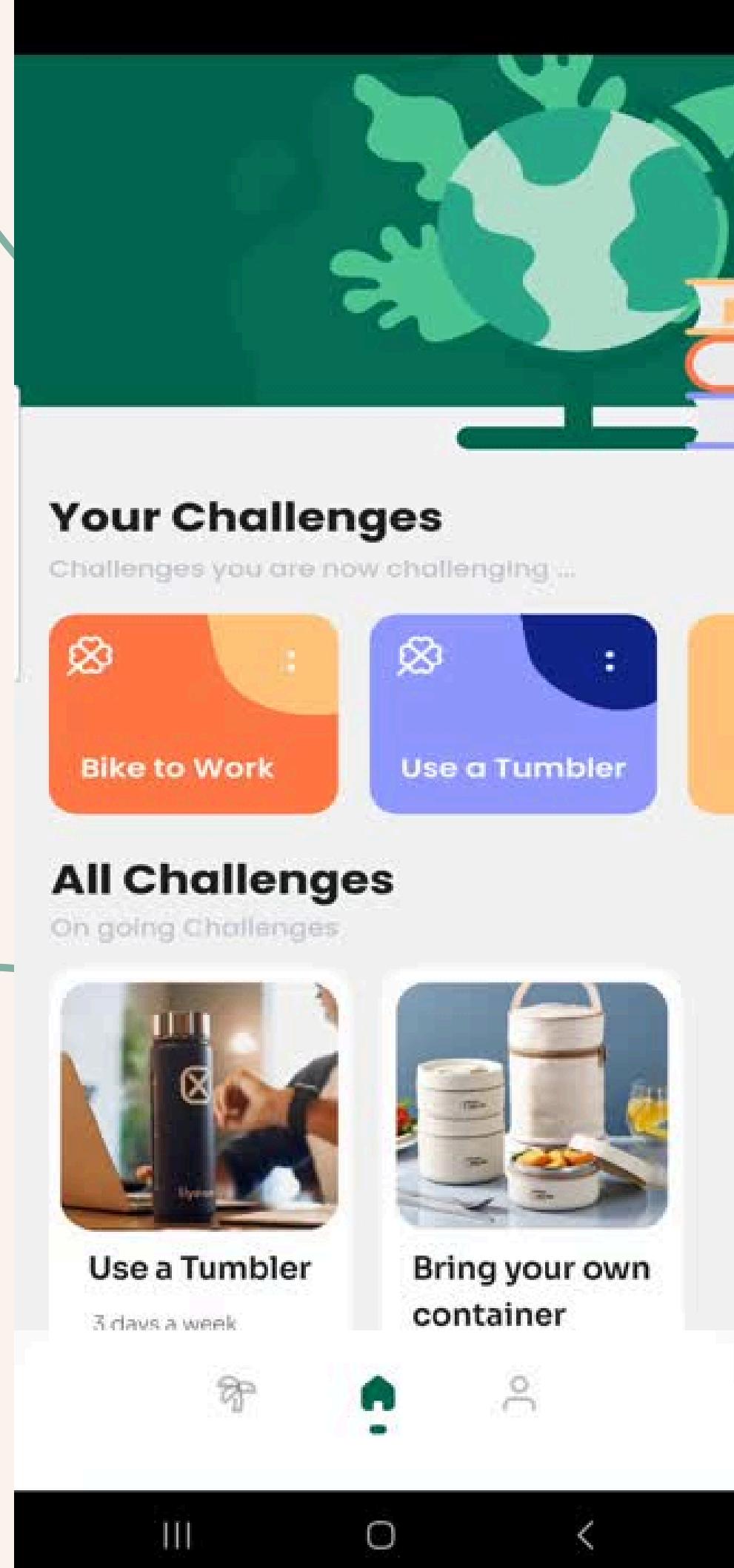


04 Make My TREE



05 Profile





Competitor Analysis



CHALLENGERS

STRENGTH

- High user trust
- Variety of challenges offered

WEAKNESS

- Focused on short-term rewards
- Lacking long-term motivation



FOREST

STRENGTH

- Linking tree planting with environmental protection

WEAKNESS

- Limited features
- Insufficient social competition elements



DIFFERENTIATING FEATURES

- Enjoyable and rewarding tree decoration system
- Strengthened sense of connection through community
- Sustainability through prize distribution and premium ornament sales

ស្រួលប៉ុង "ខែបគ្គនកំ
Thank you

