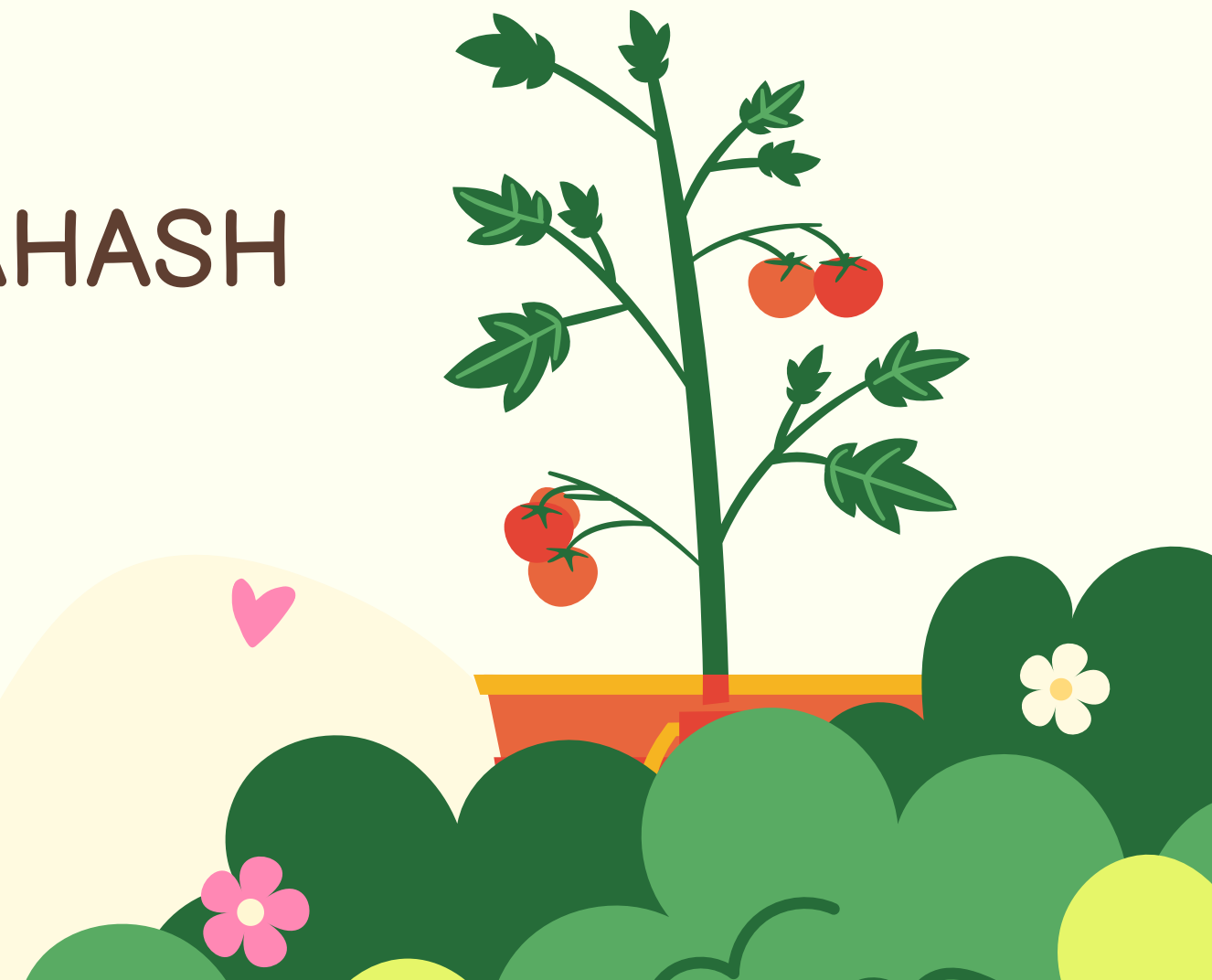


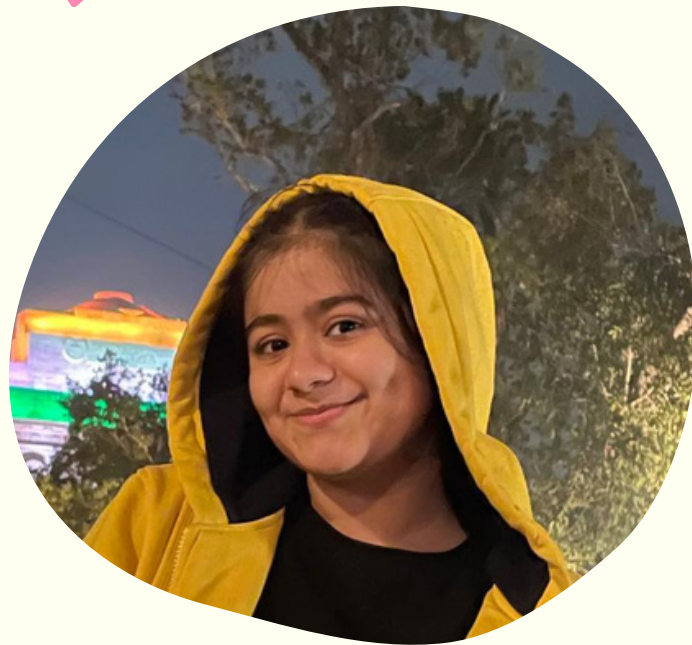
# EcoQuest

## A Game For Change

~GALAHASH



# Meet the Team



Gagandeep Kaur



Lavanya Chopra



Harman Pal Singh



Shubh Goel



# Contents



**01** Introduction

**02** How it works

**03** Objective

**04** Benefits

**05** Domain Research

**06** Technology Used

**07** Business Model

**08** Swot Analysis

**09** Call to Action





# Introduction

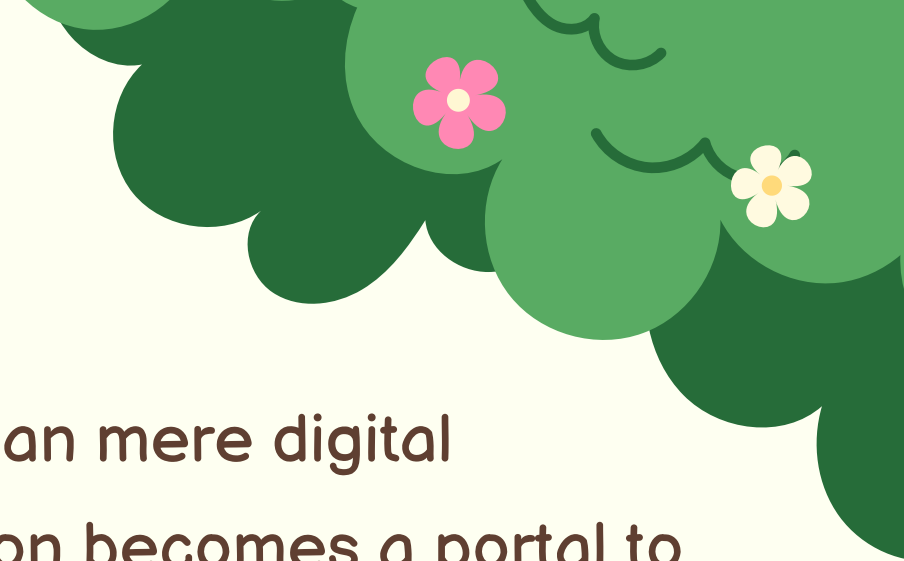
In a world facing the urgent challenges of climate change, today's youth are at the forefront of the battle to save our planet. But what if we could empower them with a fun and engaging approach to combating climate change? Enter "EcoQuest," the innovative mobile app that combines gaming excitement with real-world impact. "EcoQuest" is not just another game; it's a call to action. In this thrilling and educational gaming experience, players embark on a journey to understand, combat, and ultimately reverse the effects of climate change. As they conquer challenges and complete missions, they earn rewards that go far beyond the screen.







# How it works?!



User Registration and Avatar Creation: Here, players craft avatars that are more than mere digital representations; they are living embodiments of eco-conscious champions. User registration becomes a portal to self-discovery, igniting the spark of eco-heroism.

Virtual Missions to Combat Climate Change: "EcoQuest" beckons users into an alternate universe teeming with missions of unparalleled significance.

Real-World Sustainable Actions Linked to Missions: But "EcoQuest" is not confined to the digital realm. It's a catalyst for action in the real world. Each mission resonates with a call to action that empowers players to enact tangible change. They don't just play; they become real-life climate heroes

Earning Points, Rewards, and Achievements: Points aren't just points in "EcoQuest"; they are the currency of heroes. As users navigate this extraordinary world, every task, every challenge conquered, and every mission completed accumulates into a treasure trove of rewards.



# ★ Objective ★

Our platform empowers users to champion eco-conscious living through daily sustainable actions. Join us to create a positive impact on the planet by completing eco-friendly tasks. Earn rewards like coupons for sustainable products or contribute to NGOs and tree planting initiatives in your name. Let's build a greener future together, one task at a time.



# Benefits

- **Empowering Sustainable Choices:**

Encourage users to adopt environmentally friendly habits by completing daily eco-friendly tasks, fostering a sense of responsibility towards the planet.

- **Exclusive Discounts on Sustainable Products:**

Reward users with points for sustainable and eco-friendly products, promoting a sustainable lifestyle while saving money on eco-conscious purchases.

- **Contributing to Reforestation:**

Motivate users to participate in tree planting initiatives, leaving a positive environmental impact and inspiring a greener, healthier world.

- **Supporting NGOs and Charities:**

Provide an avenue for users to support NGOs and charities by donating their rewards, contributing to meaningful causes that align with their values.

- **Building a Conscious Community:**

Foster a community of like-minded individuals dedicated to making a difference in the world, amplifying the impact of collective efforts towards a sustainable future.

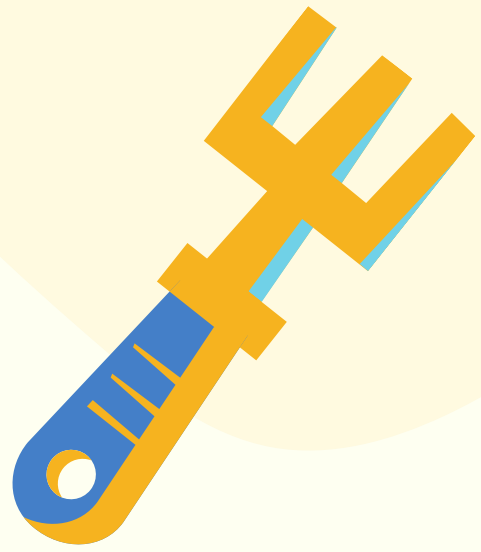
- **Recognition and Achievements:**

Acknowledge and celebrate users' efforts, creating a sense of accomplishment and driving continued engagement in sustainable actions.

- **Data-Driven Insights:**

Gather valuable data on users' eco-friendly behaviors, enabling targeted initiatives and helping users track their progress towards a more sustainable lifestyle.

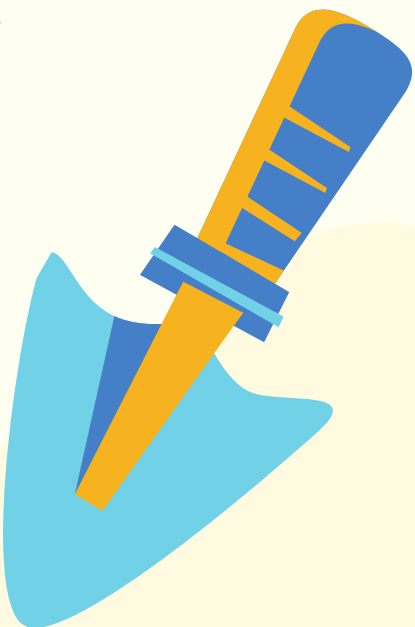




# Domain Research



1. Market analysis for sustainability-focused app demand.
2. User preferences for gamified eco-conscious applications.
3. Competitor landscape and unique value proposition identification.
4. Tech feasibility for avatar creation and task tracking integration.
5. Sustainability partnerships and product sourcing viability.





# ★ Technology Used ★

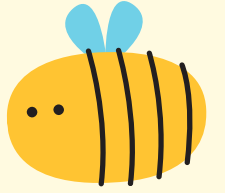
1. Figma

2. UI\UX

3. Android Studio

4. Flutter

# Business Model



- **Value Proposition:**

- **Engaging Gameplay:** EcoQuest offers a fun and educational gaming experience centered on climate change.
- **Real-World Impact:** Players make a difference by completing eco-friendly tasks and supporting NGOs.

- **Channels:**

- **Mobile App Stores:** Distribute EcoQuest through app stores.
- **Social Media:** Use platforms for marketing and engagement.

- **Customer Relationships:**

- **Community Engagement:** Foster a sense of community among players with leaderboards, forums, and events.

- **Key Partnerships:**

- **NGOs:** Partner with environmental organizations for mutual benefit.
- **Educational Institutions:** Establish partnerships to promote educational use.




# Swot Analysis

## Strengths:

1. Unique Reward System: The innovative reward mechanism with sustainable product coupons and tree plantations incentivizes users to engage actively.
2. Avatar Customization: Allowing users to create avatars personalizes the experience, enhancing user engagement and retention.
3. Eco-Friendly Tasks: Encourages daily sustainable habits, contributing to a greener environment and building a community of eco-conscious users.


## Weaknesses:

1. Dependency on Engagement :The app's success heavily relies on consistent user engagement, making user retention a potential challenge.
  2. Market Competition: Facing competition from similar eco-friendly apps, differentiation and value addition will be crucial to stand out.
- 

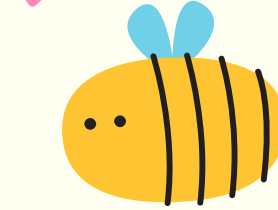
## Opportunities:

1. Collaborations with Brands: Partnering with eco-friendly product brands can enhance the reward system, providing users with a broader range of incentives.
2. Educational Content: Integrate informative content about environmental issues and sustainable practices to educate and engage users further.
3. Community Engagement: Create a platform for users to connect, share their sustainable efforts, and inspire each other.

## Threats:

1. Technological Advances: Rapid technological advancements may require frequent updates to keep the app relevant and competitive.
  2. User Privacy Concerns: Data privacy and security issues could potentially erode user trust and hamper app adoption.
- 

# Call To Action



By engaging with our app, you're paving the way for a greener future! Imagine a world where every small eco-friendly action makes a big difference. With our app's unique reward-based system, you'll not only develop sustainable habits but also contribute to a global movement. Every tree planted, every coupon used for eco products, and every donation to NGOs creates a ripple effect of positive change.

**Here's how you can join the movement and make a lasting impact:**

- 1. Download and Register:** Start by downloading our app and creating your personalized avatar. Embrace a digital identity that represents your commitment to the environment.
- 2. Daily Eco Tasks:** Participate in daily eco-friendly tasks suggested by the app. These small acts collectively lead to significant environmental benefits, reducing your carbon footprint and promoting a sustainable lifestyle.
- 3. Earn Rewards:** Complete tasks to earn rewards like coupons for eco and sustainable products, or choose to donate to an NGO. Every action you take brings us one step closer to a healthier planet.
- 4. Spread the Word:** Encourage friends and family to join this movement for a greener future. Share your achievements and inspire others to make a positive impact.

Together, let's be the change and create a better world for generations to come.





Thank You

