

Quest is Social, Location aware, cross platform compatibility and addictive !

-Possible startup idea, product?

Project Quest outline:

An activity centered app that helps you discover events around you! we take things a step further and make this a real world quest that you take on to unlock achievements and points that can be very rewarding! discover the world around you the way you like!

Points System:

- 1-Create a quest => Trip somewhere, party, dining .. etc
- 2-Validate event => from attendees, get's rated (5 star system) , recommend to friends & highlight the event. earn points and badges based on rating and reviews.
- 3-Highlights => you can check points along the event if it's over a few locations, post photos & videos to share the full experience.
- 4-if event takes place in a vendor/future partner location(starbucks, some coffee shop.. etc) redeem points for a reward based on an event that would be of mutual benefit for both the users and the vendor.
- 5-Quests can be more than just events, goals with a plan such as:priti winning a marathon => month long plan { Train - Run - Participate }

Browse and discover questes based on three criterias:

- 1- tags, events uses tags
- 2-geolocation
- 3-friends over social networks whom are in the app (include events from 3rd party apps, such as FB events & huge city)

New Ideas “

- Universal points system, all locations can use the same currency to redeem points
- Scout for deals, off peak system to discover shops with discounts to drive customers during the least busy hours.
- Adventure “An open ended quest”, make use of tags to discover quests, or hints of things to do, with an option to hide the details of the quest; instead the app gives instructions or directions to complete the task.

Game Theory

- The social layer is about connections. Already “owned” and built by Facebook and there is little more to innovate.
- The game layer is about influence.

- He mentioned 4 game dynamics, each one followed by 3 examples: one more traditional, one extracted from games, and one that could be improved.
 - **Appointment dynamics**
 - Happy hours, is the most popular form of appointment dynamics.
 - Farmville, return to the game every 12-24 hours to water the crops.
 - Vitality.
 - **Influence and status**
 - Platinum Credit Cards.
 - Modern Warfare Levels.
 - School Report Cards.
 - **Progression dynamics**
 - LinkedIn profile completion progress bar.
 - World of Warcraft.
 - Rewards on SCVNGR.
 - **Communal discovery**
 - Digg, the community discovers good content.
 - McDonalds Monopoly, collecting game pieces.
 - DARPA Balloon game, find balloons across USA.

Check the Link here all 47 Game Dynamics ,
<http://techcrunch.com/2010/08/25/scvngr-game-mechanics/>

Business:

- Market?
- Revenue sources?
- initial funding?
- how to get vendors on board,
- business model for rewards system[connect outlets with users for a mutual benefit]

Lunching:

- UI/UX [Sabbir on it]
- Workflow, charts and use cases as essays, key features.
- Website to display MVP.
- MVP final review,
- Contact media and publish the app.

-feedback!

Site:

catchphrase

keypoints
make it personal
logo, screenshots
spell and text proof
show the world and expected users why this matters.
faq