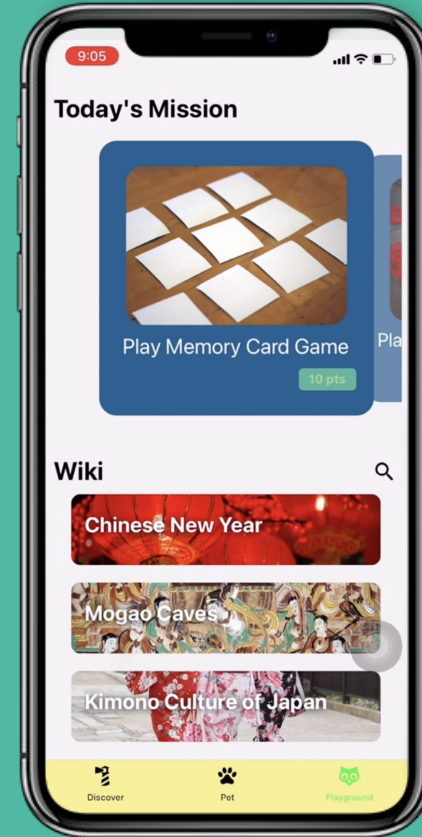# Village

A Gamified Social Platform for Asian Culture Education

Problem

" I didn't want to be racist.

I didn't know.

What should I have done? "

Problem

Many people stereotype and discriminate without the intention or conscience. Such behavior often results from ignorance and misunderstanding.

How to provide **effective racial education** and **unite non-Asian allies** in racial equality movements such as **#StopAsianHate**?

Solution

We build a platform that encourages users to **share and learn** Asian cultures.

We provide **a fun experience** for racial and cultural education.

We aim to **resolve cross-cultural conflicts**.

Features

Discover: Community where users could post anything related to Asian cultures and lifestyles.

Playground: Educational games and wikis related to Asian culture and history.

Pet: Pet-keeping feature that gamifies user experience and incentivizes app engagement from users of all cultures.

Challenge

How to acquire and retain non-Asian users and motivate them to engage actively as learners?

Reward Structure

Earn PetCoin:

- **Discover:** read or write posts, receive 1k likes on a post

- **Playground:** play games, read wiki articles

- App referral

Redeem PetCoin:

Shop for pet food, toys and clothes to increase happiness level

Real Incentives:

- At a certain happiness level, users are eligible to receive **location-based coupons from local Asian businesses**

- **Share pet pics** on social media (potential to go viral)

- Export pet pics as **Zoom background**

Business Development

Promotion: Start by targeting college students, partnering with Asian student organizations to promote product on campus.

Monetization: Work with local Asian businesses for advertisement and coupon distribution.

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Sources

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