

BLUE_MUFFINS

**REWARDS
GAMIFICATION
FOR CREDIT OR
DEBIT CARD
TRANSACTIONS**

**Develop a gamification
strategic application that can
help credit and debit card user
take advantage of rewards
programs**

OBJECTIVE

Our aim is to develop an engaging platform where we have three houses categorise into level house, fun zone, and streak house that work on an appropriate preference model customize by the user so that they can collect their type of rewards while having fun.

LEVEL HOUSE



GAME HOUSE



STREAK HOUSE





Levels



Levels are completed on basis of loyalty points earned from transactions

Get a chance to scratch rewards after completing certain levels

Can earn different badges on various factors and performance

SECOND HOUSE

GET READY TO
STRIKE GOLD: THE
JACKPOT AWAITS !

JACKPOT



CHALLENGE
YOURSELF AND WIN
EXCITING PRIZES

PUZZLE



SPIN THE WHEEL
OF LUCK: CLAIM
YOUR REWARD!

SPIN WHEEL





Streak House

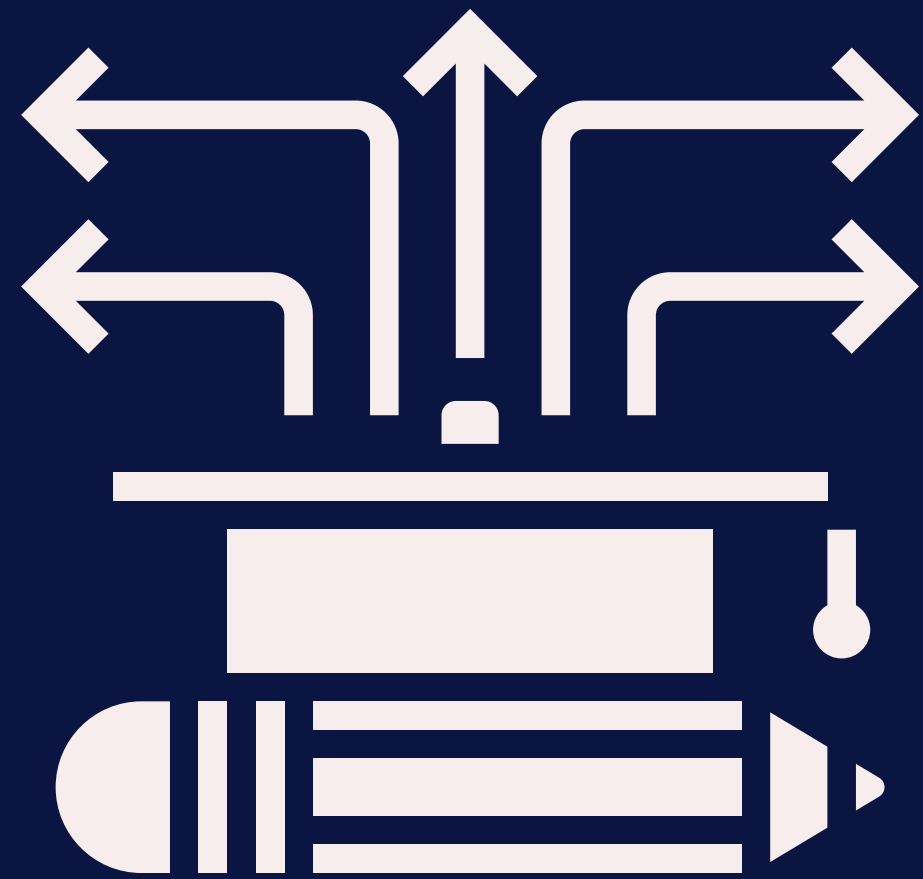


105

"Completed the streak!!"

- Streak to receive rewards and unique offers from the company whose streak we have competed.
- No of streaks and reward depends on company to company.

PREFERENCE MODEL



AGE

OCCUPATION

**KNOW YOUR
REWARDS**

CONCLUSION

This platform encourages people to utilize rewards more efficiently because they will only receive rewards that they will use.

The streak and points level system integrated with the game motivates users to make additional purchases by urging them to complete the levels so that they can receive their preferred discount offers and money rewards.



THANK YOU

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