HARYANA POLICE

HACKATHON

Reinventing Youth Communication

हरियाणा राज्य
स्वापक नियंत्रण ब्यूरो
HARYANA STATE
NARCOTICS CONTROL BUREAU

H2S
HACK2SKILL

Team Name: **Brainvoltzzzz**

Team Members Names: **Vedang Bhole**

Problem Statement: **Cracking the Code to Youth Engagement**

College/Organisation Name: **VIT Bhopal**

CONCLUSION FROM RESEARCH

From various websites and sources we came to know that, the youth and urban people *lack awareness and insights about anti-crime and anti drug use.*

Major problems identified were as follows:
- Lectures about anti-crime & drugs are considered as boring.
- Youth needs an interesting factor to grasp on an awareness.
- As the attention span is low now days, splashy and creative advert and engaging methods are required.
- Positive message is not considered as very Genz.

And the most important thing: the youth now is very mobile and app or social focused with a very short attention span. Everyone wants to be a some kind of an influencer.

Proposed Solution

01

Only show what they love
Our app focuses on only showing what each individual youth likes to see, whether it be a splashy advert for geeky people or a minimalistic advert for light social media users.

02

Encourage Gamification/Incentives
It is very difficult to keep or retain youth for a long time and hence we solve it by providing some rewards for each positive awareness they create.

03

Social Media Is A Free Gift
Our app provides unique and attractive posts/stories/stickers for user to share on social media and become a national influencer and hence increasing the user engagement.

Other Features:

- Treasure Hunt
- Unique Story/Post/Tweet Templates
- One of a kind Referral Tree

Tech Used:

- Java- Android Studio/Kodular
- Figma/Photoshop/Canva
- Google Firebase/Tiny DB

ROUTE 1

Socials Linking

To be the user of the app you have to link you social media account.

POST/CREATE AWARNESS TO ACHIVE TOKENS

The user has to create or post/tweet about positive messaging (capped at 1/day).

EXTRA BOOST TOKENS FROM *TreasureHuntWithQR*

In metro cities and hidden places QR will be placed the user just scan and solve the clue on the app to get boost of tokens

HIGH ENGAGEMENT/ MESSAGING

The users can redeem the earned tokens for benefits or merch if they continue to post. Else their effort is wasted.

BADGE UPGRADE WITH MORE TOKENS

The urge to achieve to have the ECI badge on Instagram will make them to be more active and aware others too.
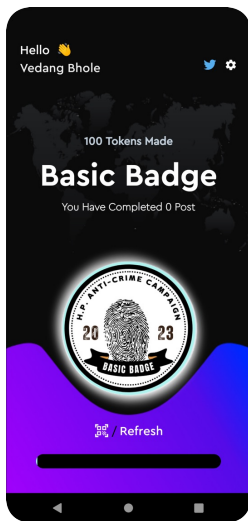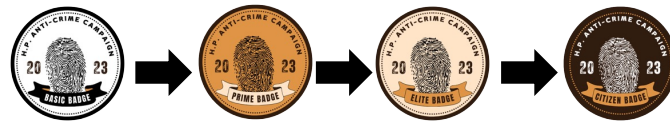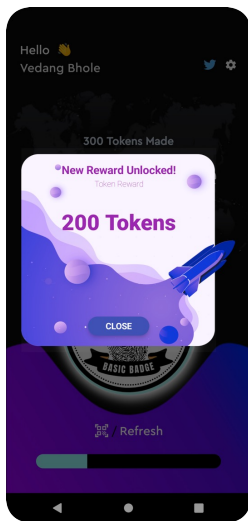
BE THE CHANGE CAMPAIGN

(The app is 10% ready to be used) (Actual Screenshots)

Won't it be amazing if you could a custom verification badge against your name on your social media? Custom story ring and a drive of fun and thrill to achieve more higher tier badge? Wait no more:
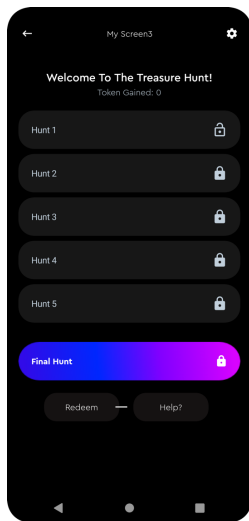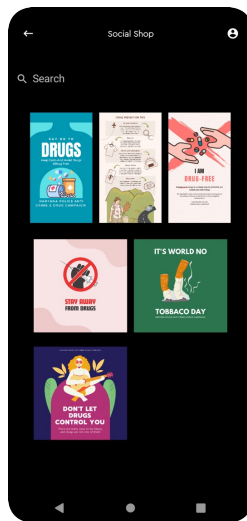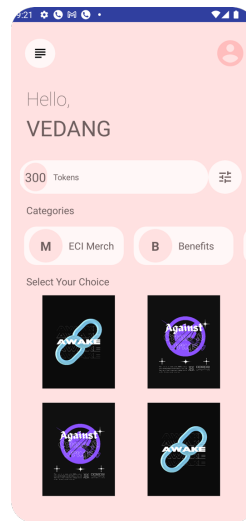
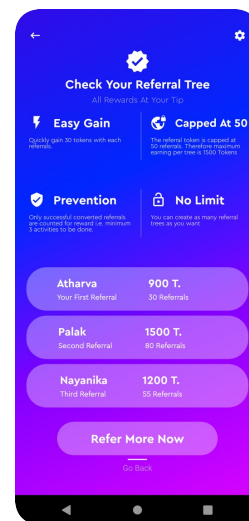## #BeTheInfluence

Home Screen

Token Rewarded on Posting

Treasure Hunt Screen

Social Post/Story Options

Redeem Screen

Unique Referral Tree

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ONLY SHOWING WHAT YOU WANT TO SEE(ROUTE 2)

What if we had an advert automatically generated for the specific user only and needing no additional input? Won't it be great! We will use the user's social activity and use that to target.

Showing the same campaign/message but different advert for each customer.
- This makes the consumer to click and encourage them to spread awareness and recommend the positive messaging to other people too

Be The Cool Influencer & Fight Crime

Download Now

HARYANA POLICE INITIATIVE

STAY AWAY FROM DRUGS

High social presence

TECHIE YOUTH

Want to be an influencer, be it the cool way!

Post, earn tokens, get badge besides your name, vote and claim benefits. Being a voice of influence has never been this easy. What are you waiting for?

XYZ+ / ABC+
Active user / Badges Earned

DOWNLOAD NOW

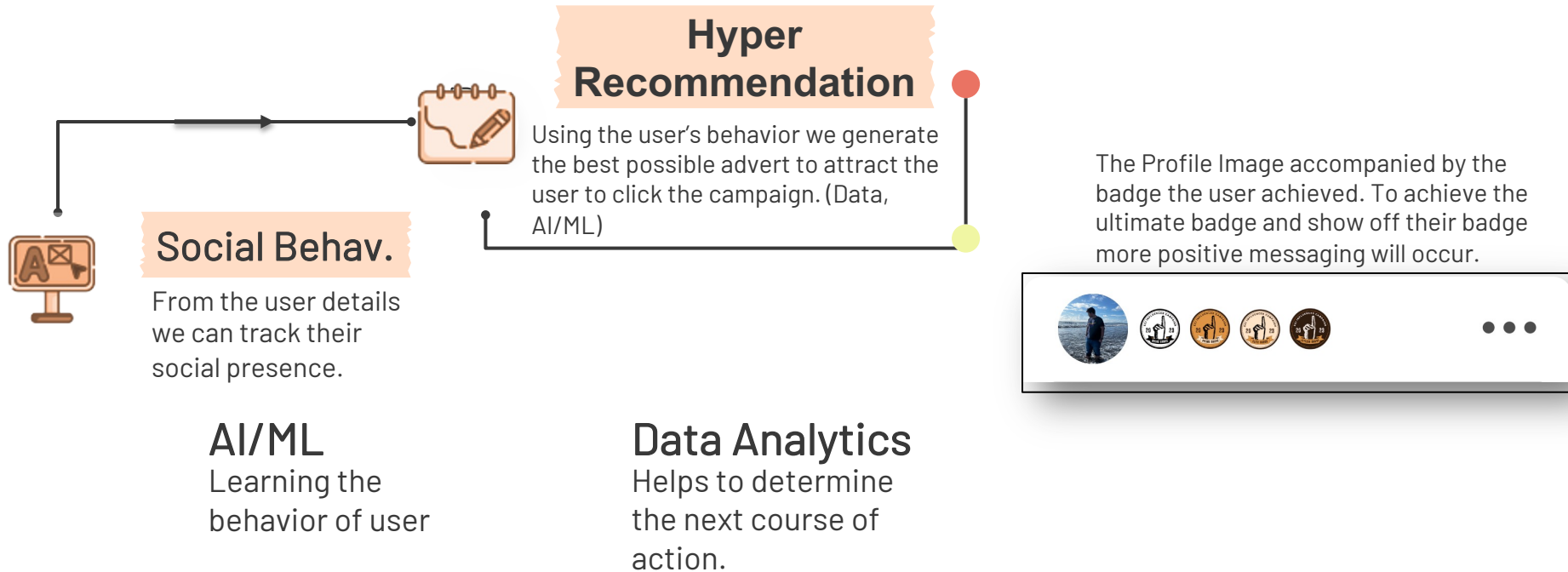HARYANA POLICE INITIATIVE

STAY AWAY FROM DRUGS

More in politics/news

CORPORATIVE/NEWS SAVVY

How We Do It + Influencer Badge Example

Hyper Recommendation

Using the user's behavior we generate the best possible advert to attract the user to click the campaign. (Data, AI/ML)

Social Behav.

From the user details we can track their social presence.

The Profile Image accompanied by the badge the user achieved. To achieve the ultimate badge and show off their badge more positive messaging will occur.

AI/ML
Learning the behavior of user

Data Analytics
Helps to determine the next course of action.

❑**APK LINK:** *http://tinyurl.com/HPHAPK*
❑**Github Link:** *https://github.com/Vedz11/Haryana-Police-Hackathon-App*
❑**Video Link:** *https://youtu.be/IV57mLQSH9w*