Get Perk’d Student Referral Journey – Visualization Spec

This document outlines the visual and functional structure for the Student Referral Journey system in Get Perk’d. The experience is designed to gamify referrals, celebrate milestones, and give students a sense of social impact and influence.

# 🌱 Referral Tree Visualization

- Dynamic branching tree that grows with each successful referral  
- Student's avatar at the base, with linked referrals spreading outward  
- Each leaf/node includes:  
 - Profile pic or initials  
 - Tier badge (Bronze, Silver, etc.)  
 - Earned perks (icon view)  
- Hover = stats popup: Date joined, redemptions made, referral streak  
- Expandable branches (limit initial view to 3-5 levels deep)

# 🎮 Gamified Journey Mechanics

- XP bar fills as more referrals join & redeem  
- Milestone animations:  
 - 5 referrals = Silver Leaf animation  
 - 10 = Growth burst animation  
 - 25 = "Influencer Badge" with sparkle effect  
- Streak-based rewards:  
 - Consecutive day referrals = Streak Lightning Effect

# 🏅 Unlockable Achievements

- “The Connector” – 10 referrals  
- “The Influencer” – 25 referrals  
- “The Plug” – 50 referrals  
- “The Campus Mayor” – 100+ referrals  
  
Each achievement includes:  
- Badge on profile  
- Celebration animation  
- Optional real-world reward (e.g., gift card or shoutout)

# 📱 Profile Dashboard Integration

- New tab: “Referral Journey”  
- Sections:  
 - Referral Tree  
 - Milestones Tracker  
 - XP Progress + Next Badge  
 - Total Earned from Referrals  
- Admin view: Access any student’s referral map via dashboard

# 🔌 Data + Export Options

- Supabase: referral\_logs table, tier\_badges table  
- Track: referral\_id, redemption activity, XP total  
- Export option for individual referral trees (CSV/PDF)  
- Useful for contests and data storytelling