



# Project Freemium Step

Freemium Step



# Concepts

- A step counter freemium game
- Let users wage money on said schedule
- “Encouraging exercise and walking instead of using vehicles”
- A city builder like mini-game



# Get them hooked up in Dopamine (Motivation)

- COMPETITIVENESS
  - Shared Leaderboard/progress
  - View Friend's progress
- ACHIEVEMENTS, BADGES
  - "GOOD JOB, YOU ARE AWESOME"
  - Buzzwords and flashy HUDs to get them excited
- PROGRESSION
  - Let player feel progressed, that everything they've worked on is worth it
- STORY
  - Story/context to immerse the player
  - Same as progression
- CONSTANT REMINDER
  - Notification
  - Streak



# LEADERBOARD

- Like Duolingo
- Announces Streaks, steps and schedules completed



# ACHIEVEMENTS

## CITY BUILDER MINIGAME

- Buy buildings with steps currencies
- Buy lands
- Buy decorations
- Buy roads
- When they look at their city, they will feel progression

## Badges

- Game achievements
- Titles visible to other players



# NOTIFICATION

## WEEKLY STREAK NOTIFICATION

- Like duolingo
- Remind player everyday to play and use



# STORY



# Legality

- As long as rewards are based skill and not luck. I.e. NO GACHA, NO LOOTBOXES
- Consumer protection and Financial regulation
  - Treat and handle customers fairly, from sale to complaint
  - Might involve FCA since we are holding people's money
- Clear terms and conditions (Make them long and boring)
  - How funds are handled
  - Refunds criteria
  - Process of donation
- Prevention of unauthorised transaction/fraud
- Chosen charity needs to be legitimised and registered in Charity Commission for England and Wales
- Transparency on donation process



# FREEMIUM ECONOMY





# FREEMIUM SHOP

All items can be bought with Premium steps



## TIME LIMITED ITEMS

- Will disappear/wait for next rerun after certain time passed
- Can purchase with standard currency earned this season

## STANDARD ITEMS

- Will remain in shop forever
- Can purchase with standard currency

## PREMIUM ITEMS

- Can only be purchased with premium currency
- Some are permanent, and some are time limited



# MONEY MONEY MONEY

## Ad revenue

- Let player do one time pay to not see ads

## Premium currency temptation

- Design to pressure them to spend money
  - Spend a little to complete rest of the task/schedule
  - Time limited pressure