The Way She Looks: An On-Chain Game of Aesthetic Judgment — Featuring GUGO

Alt titles: Taste Machine · This Time with Feeling · Looker

A new way to experience art on-chain—beyond rarity, beyond price. GUGO is the first featured collection.

A swipe-based NFT art curation game designed to showcase aesthetic taste and community sentiment across any NFT project. Built for the GUGO hackathon, it launches with GUGO as the first featured token and ecosystem, but is designed to support future integrations with other tokens and collections via modular branding and artwork support. Designed to reward aesthetic judgment, encourage emotional connection with art, and drive GUGO utility and burn.

Core Loop: 1. Users buy a bundle of in-app currency called "Votes" using ETH (converted to GUGO) or directly with GUGO. 2. They swipe between head-to-head NFT matchups. 3. Swiping casts a Vote (burns 1 GUGO-backed unit); holding after swipe casts a Super Vote (burns 10 Votes). 4. Each vote contributes to the NFT's Aesthetic Score.

Matchup Logic & Project Dynamics: - The default experience includes both intra-project and cross-project matchups to gather a wide range of data. - **Intra-project matchups** are best for determining which NFTs within a collection stand out aesthetically. - **Cross-project matchups** help detect broader community preferences across collections. - If the system detects a strong bias in cross-project matchups (e.g., one project consistently wins), it increases the share of intra-project matchups to better assess the relative quality of NFTs within each project. - Users who reach the monthly XP threshold (300 cast or purchased Votes) unlock the ability to control their matchup pool: - Focus within a single NFT collection - Explore new projects individually - Opt into randomized cross-project battles for broader taste calibration

---

Aesthetic Score: - Weighted formula: - +1 point for a Vote - +10 points for a Super Vote - Divided by total matchups - Adjusted with a diversity multiplier based on unique voters - Optional score decay over time to reflect current sentiment - Each NFT begins with a base internal rating (e.g., 1500), and its score changes based on performance in head-to-head matchups using an Elo-like system. Wins against strong opponents increase the rating more significantly, while losses against lower-rated NFTs decrease it more substantially. - Once a large enough sample size of votes is reached for a given NFT, a public-facing "Looks Score" is calculated and displayed on a scale of 1.0 to 10.0. This score reflects the consensus aesthetic appeal of the piece, independent of rarity or price. - The system uses smart matchup routing to validate emerging trends by pairing high-performing NFTs against each other to refine rating accuracy and resist echo chambers. - Once a large enough sample size of votes is reached for a given NFT, a "Looks Score" is calculated on a scale of 1.0 to 10.0. This score reflects the consensus aesthetic appeal of the piece, independent of rarity or price.

Daily Free Votes: - Users can claim 10 free Votes daily - A multiplier mechanic (e.g., ×1-×10) randomly boosts the amount - Free Votes are worth 0.5x in raffles (see below) and still burn GUGO when used

Raffle System: Prize Breaks, Daily + Weekly *As of mid-2025, Abstract Chain has ~100,000 daily active wallets across 2 million registered users. Even with just 1% adoption (~1,000 users), the raffle pool and burn mechanics scale meaningfully. This model is designed to expand alongside on-chain participation.*

- Every 10 Votes cast triggers a **Prize Break** — a guaranteed randomized reward experience for the user.
- A Prize Break presents a visual shuffle and randomly lands on one reward.
- **All users win something** every 10 votes.
- The lowest-tier reward is XP (e.g., +20 XP), and higher-tier rewards include GUGO payouts.
- If a GUGO prize is awarded, the XP reward is reduced proportionally (e.g., bigger GUGO win = less or no XP).
- This incentivizes batch voting and enhances gameplay rhythm.

Example Prize Break Probabilities & Rewards (every 10 votes): - +20 XP: 60% chance - +10 XP and +10 Votes: 20% chance - +5 XP and +20 Votes: 10% chance - +30 Votes only: 5% chance - 600 GUGO (~$2.00 USD): 3% chance - 1,500 GUGO (~$5.10 USD): 1.5% chance - 3,000 GUGO (~$10.20 USD): 0.5% chance