

Overview

TreeA is an application to purchase a tree planted in a company-owned plot of land. The user can then track the tree's health and growth status. Every month, the user views an update with information and images of their purchased tree. In addition, the user purchases upgrades that allow the tree access to better soil and nutrients, fertilizer, and better water. Users can also select the type of tree to purchase, such as maple, sycamore, oak, or birch.

The application distinguishes itself by getting inspiration from pet-caring games like Webkinz but incorporating a unique twist that keeps users invested. While Webkinz focuses on virtual pet care and maintaining their health, TreeA revolutionizes the experience by allowing users to adopt and nurture a real tree planted on a company-owned plot of land. What sets TreeA apart is the drive to provide users with a unique, engaging, and rewarding experience that supports a good cause.

With TreeA, users can select their preferred tree and monitor their tree's health and growth status by receiving image and measurement updates. Unlike traditional pet games, our application connects to the real world because the company tracks the tree's growth monthly. This monitoring not only allows users to see their tree's status but also allows the user to compete for the tree leaderboard positions. The leaderboard adds a competitive aspect to the experience. Ultimately, TreeA brings a unique experience by bridging the gap between the digital and real world while keeping players invested.

Business Requirements

The business would need to be successful enough to offset the costs associated with the upkeep of the app, which includes the purchase of the land and trees. The app's level of success is measured by the number of trees purchased by users, along with donations from users or charities to support the replanting of trees. The company's goal is to plant a million trees with the support of the app's users. The goal is to plant more trees to help the environment. Revenue gained from the application would be used to grow the amount of land the business would have access to, as well as the number of trees the company can plant. Purchasing more trees would create a positive feedback loop allowing the company to grow.

Audience / Users

Users would be people who would like to donate and purchase a tree to help combat deforestation and help the environment. In addition, users who enjoy pet-simulator games such as Webkinz would also use the application, due to these games' similarities to this app in genre. The application would be geared towards attracting people with a competitive spirit who would like their tree to be the best tree on the lot. The beneficiaries of this application include the environment, which would benefit from planting more trees, creating more biodiversity in the ecosystem.

Functionality / Requirements

The App would start with the user creating an account and a prompt to purchase a tree. From there, the user would be able to view a daily update of the growth status of their tree. The user can purchase upgrades such as moving the tree to a location with better access to sunlight

and plant fertilizer. They can also buy a head start, such as a larger sapling. A user can invest in Tree Insurance, where if something disastrous happens to their tree, the company would compensate the user with a new tree. The feature will allow the user to be more engaged in environmental sustainability and passively contribute to the problem of deforestation.

Users will need access to a mobile device and a stable connection to the internet to be able to use the application. This is because the application is accessible through a mobile app on the user's phone or a web browser to view their tree/account. Users will create an individual account to track all of their trees. Users can share their progress by using the tree link on the URL and posting it to other tree users. The app will automatically log into the user's account once the account is created and displays a list of all the trees the user owns. It will allow for changes in the tree's nutrition, such as fertilizer, in the form of upgrades purchasable in an upgrades menu. The user can input credit or debit card information upon clicking an upgrade for purchase. The primary users of this application are users in countries and regions affected by deforestation and environmental issues that impact plant life.

To start, North American and European users are the target users. As the app increases in popularity, the company will endeavor to expand into other continents. In addition, the library of available trees expands as the app targets countries outside of North America and Europe based on the countries the newly added trees are from.