

Concept Video

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Value Proposition:

"Green, gamified" - Personal and social incentives for environmental engagement through game mechanics

Problem/Solution Overview:

People across age groups don't engage with environmental news and activities unless they are somehow convenient, fun, or connected to their social groups. We aim to create an app that gives points for reading environment-related news and checking out environmental or political events and opportunities; points are exchanged for in-game items like avatar cosmetics and real-life rewards, such as gift cards or donations to environmental causes. Users' avatars and in-app activity are viewable by friends and other users, introducing social motivators for continual engagement.

Tasks

1. User does environmental actions to be rewarded with in-game incentives and real-life rewards
2. User engages with environmental stewardship to gain recognition among friends
3. User learns about environmental issues and shares them with friends/family/others

Storyboarding

