

Bata Bubblegummers Treasure Hunt

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Overview

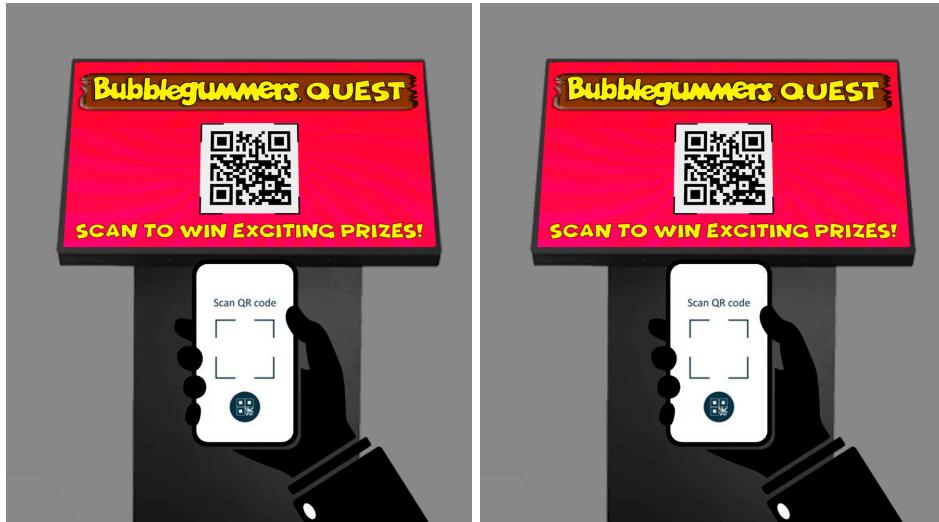
A fun interactive quest for the customers to have a more immersive and rewarding experience through gamification. The customers will engage in an exciting treasure hunt and get amazing opportunities to win prizes and offers.

Goals

1. To improve customer engagement through gamification.
2. To provide a sense of incentive and rewards to increase the retailer's popularity.

Flow & Progression

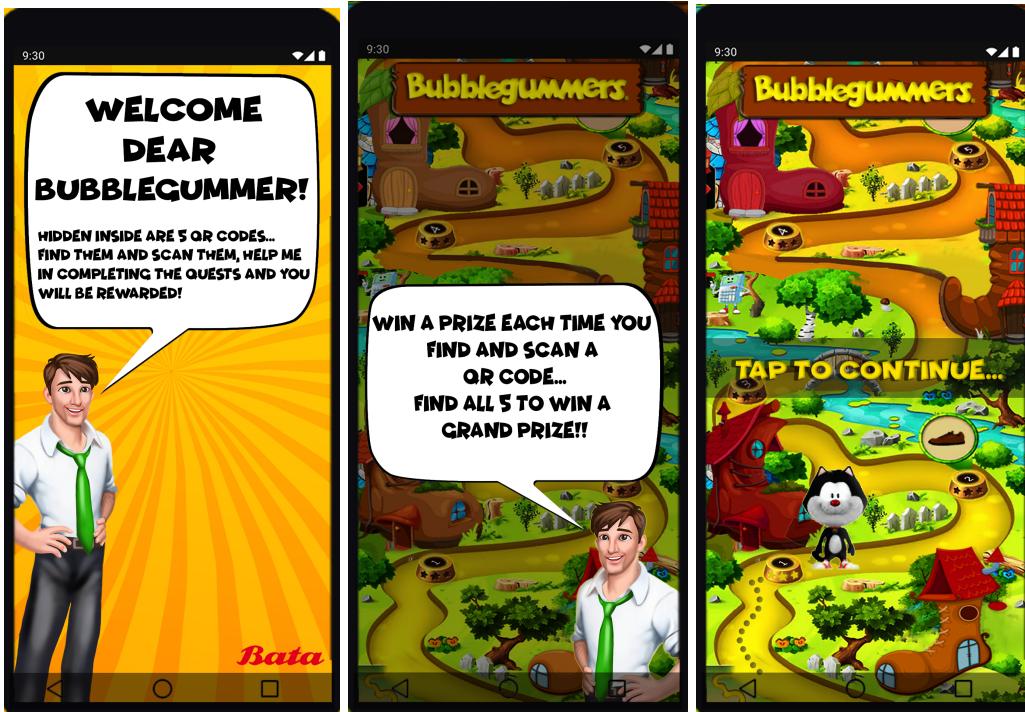
A kiosk will be installed outside the store. Upon visiting the store, the customer scans the QR code displayed on the kiosk to begin the quest. The customer will have to enter their name and contact details. This data will be then stored in the database upon scanning the QR code.



Note: Every asset will have to be configurable from the back-end. The QR code, the screen types and colors, font, overall graphical look and feel.

All of the customer data will be stored in the database. The user data feedback will be from the back-end CMS.

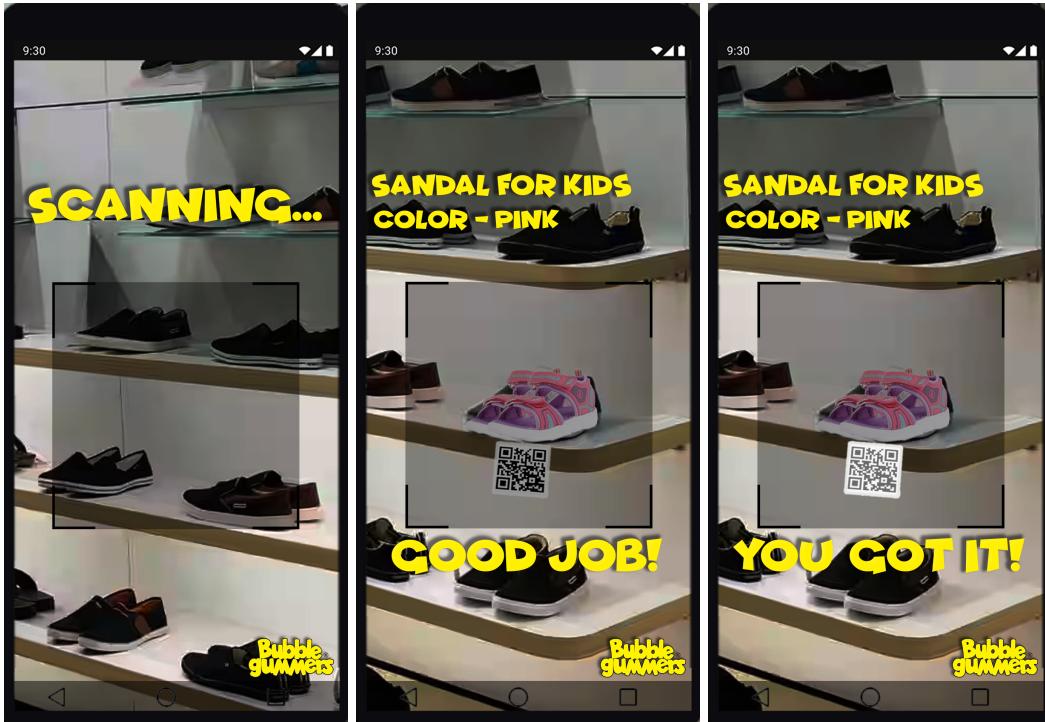
Once the QR code has been scanned, the customer will get a 'welcome' screen on their phone, followed by an explanation of the quest objective. The welcome screen gives the customer a clear indication on what their tasks are. Upon tapping the phone screen, the customer will be directed to the quest screen to track their progress.



Note: Each of the assets will be fully configurable from the back-end ranging from the characters, the backgrounds, props, font, logos, colors.

The quest progress screen will act as a guide which tracks the customer's progress. 5 level platforms will be showcased on a path for the customer to complete and progress further. Each of these platforms will be highlighted and decorated with stars as the customer progresses through.

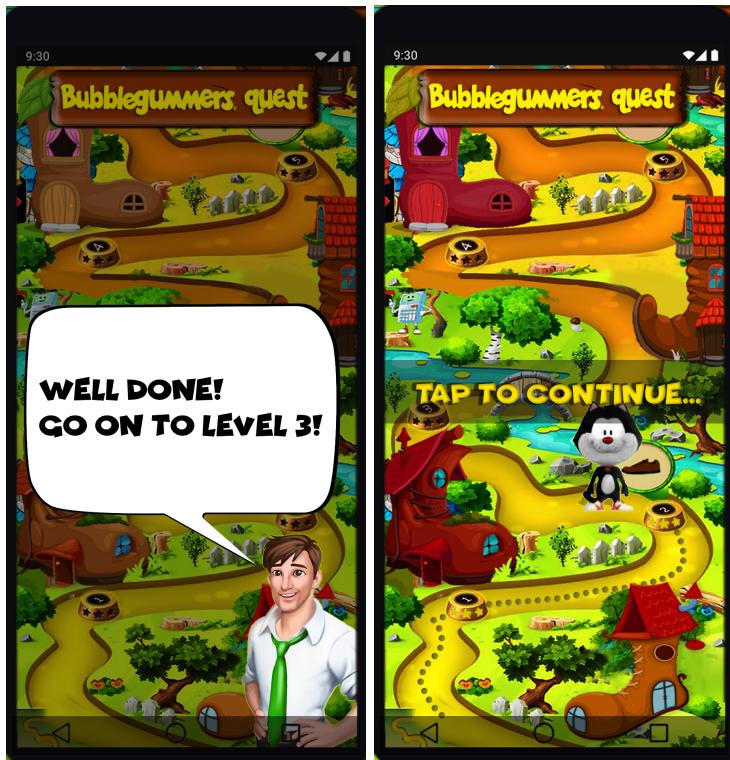
Once the phone camera is activated, the customer will enter the store and start exploring in order to find the hidden QR codes inside the store. They will have to explore every corner and be alert in their search. Upon finding them, they will scan the code which will prompt the level completion and provide some information about the product.



Note: The visual assets such as the font types, colors, logos and the scanner window type will be fully configurable.

Once the customer has successfully found and scanned the hidden QR code, they will get a prompt which encourages them to move forward and continue with the quest. The QR code is very responsive and will highlight on the phone screen upon being found. This highlight would also act as a tracker in case the customer accidentally scans it twice.

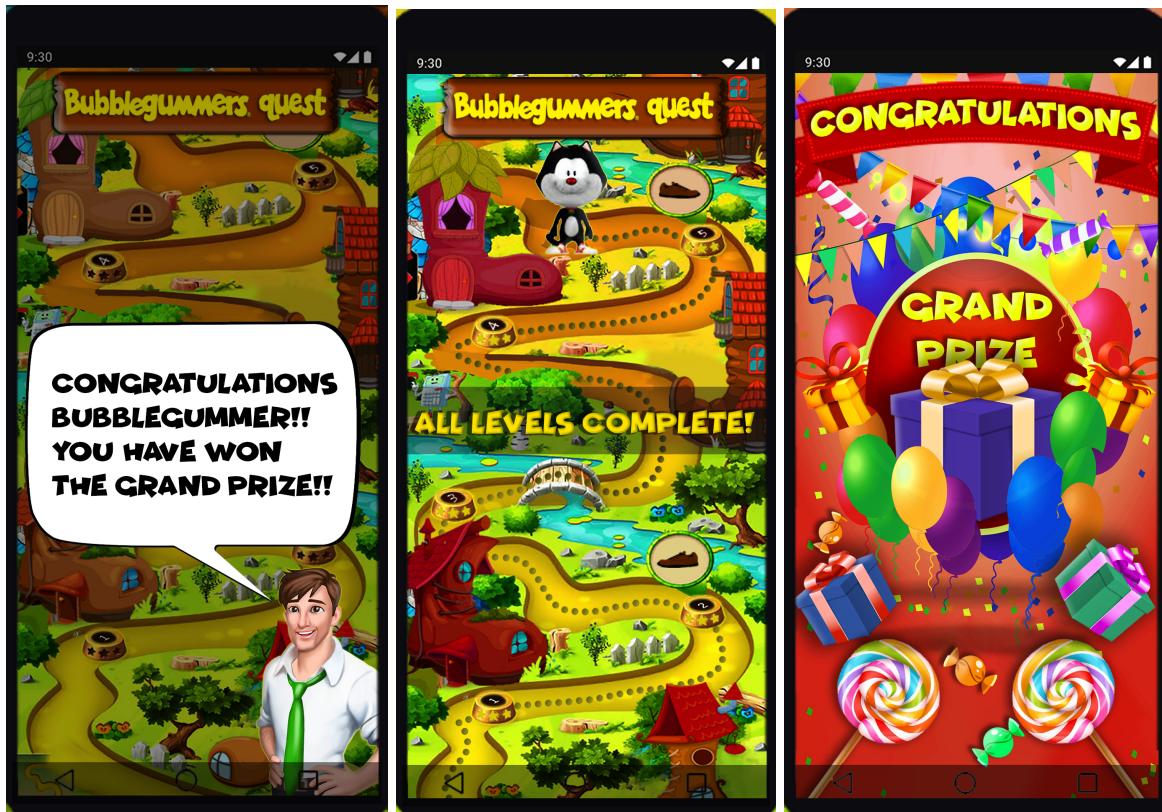
The customer will receive visual feedback and encouragement to make progress with the quest. The character in the progress screen will steadily move with each complete level, adding a layer of fun and interactivity for the customer to engage in. The level tracking will be fully interactive with fun animations of the characters and prompts.



Note: All the assets will be fully configurable from the characters, backgrounds, props, shoehouses, path styles, shapes and colors.

The levels will steadily progress from stage 1 to stage 5. The customer will have to finish all 5 levels within the time limit of **10 minutes**.

Once the customer has successfully completed all 5 levels, they will be the proud winners of the grand prize. The grand prize can be in the form of discount offers, cashback vouchers, gift cards, etc.



Note: Every asset will be configurable as per different brands and stores requirements. Everything from the characters, backgrounds, animations and themes. All the configurable data will come from the back-end CMS.

This added incentive for potential rewards and a sense of adventure will add excitement to the customers to engage in the activity, resulting in an increase in customer loyalty through gamification. Through promotion, word of mouth and advertisement, this will ultimately help the entity grow and prosper.

Project Requirements

- The most important aspect of the project is that it has to be fully configurable from the back-end. The development data should be usable and customizable by any store in any format they choose such as clothing stores, grocery stores, electronic stores, etc.
- The final build has to run on a mobile device browser in a web-based format. The build has to be optimized to be able to have good performance on older and less powerful devices as well
- The customizable data will be in the form of all the assets present in the game. These include the Characters, backgrounds, props, color schemes, art styles, themes and the UI/UX.
- All the project APIs will be integrated with the full stack development process.
- User storage data will be stored within the CMS and the retail store database.
- The project concept will be applied as a template in numerous other brand stores as per their given requirements.
- The management of the customer data has to be done in a common CMS.
- After the customer data is stored, they will not be able to return within a short period of time. There will be a specific waiting time until the customer can return and replay the quest.
- The grand prize can only be won if the customer completes scanning all the 5 QR codes within the given time period.
- Despite not being able to win the grand prize, the customer will still be able to win and redeem certain rewards based on the progress they have made.
- Each of the QR codes will be unique. The QR codes will each have to be generated and printed to be placed in the retail store.
- The QR codes themselves have to be very responsive and immediately get scanned on the customer's devices. The scanner must be able to quickly pick up on the QR code.
- The same QR code will not be able to get scanned twice by the same customer.



Project Deliverables

- A fully functional, configurable and playable game to be used in the said store.
- A full stack development build with a common CMS for multiple brands to customize at their will.
- Customizable game assets and designs as per the brand requirements.
- A highly responsive code enabling fast scanning of the QR codes.

Project Softwares and Technologies

- Adobe Photoshop
- Figma
- Javascript
- MySQL
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Purpose of Gamification

Gamification offers a wide range of opportunities for growth and development through elements of fun, friendly competitiveness, instant feedback, rewards, bonuses and a sense of achievement for users.

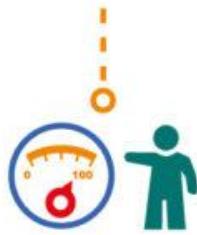
Gamification linked with certain brand entities will boost customer engagement, increase customer loyalty, provide people with fun and memorable experiences which ultimately lead to the growth of the said entity.

Through gamification, the consumers are met with an overall enriching experience. It helps them improve their cognitive abilities, eye for detail, and the fun ways help them improve the quality of information they process.

GAMIFICATION



Intrinsic motivation



More intensive involvement



Enrich the learning experience



Increase the learning efficiency



Key Requirements

- Capturing the name and contact information of the said customer.
- A fully configurable template for future customization and improvements.
- Optimum performance on all smartphone devices.
- Fully configurable assets in any shape, form or color.

Project Timeline

- The concept and the design of the game has been finalized.
- The gameplay flow and progression has been finalized.
- **A time of 2 weeks for the full stack development integration, implementation and deployment of the game build.**