

# Health Elixir

Interoperable

Nutri's Grand Ads

↓

Stats:

Use Item →

# Health Elixir

Interoperable

Nutri's Grand Ads

↓

Stats:

Unlock Item →

# Health Elixir

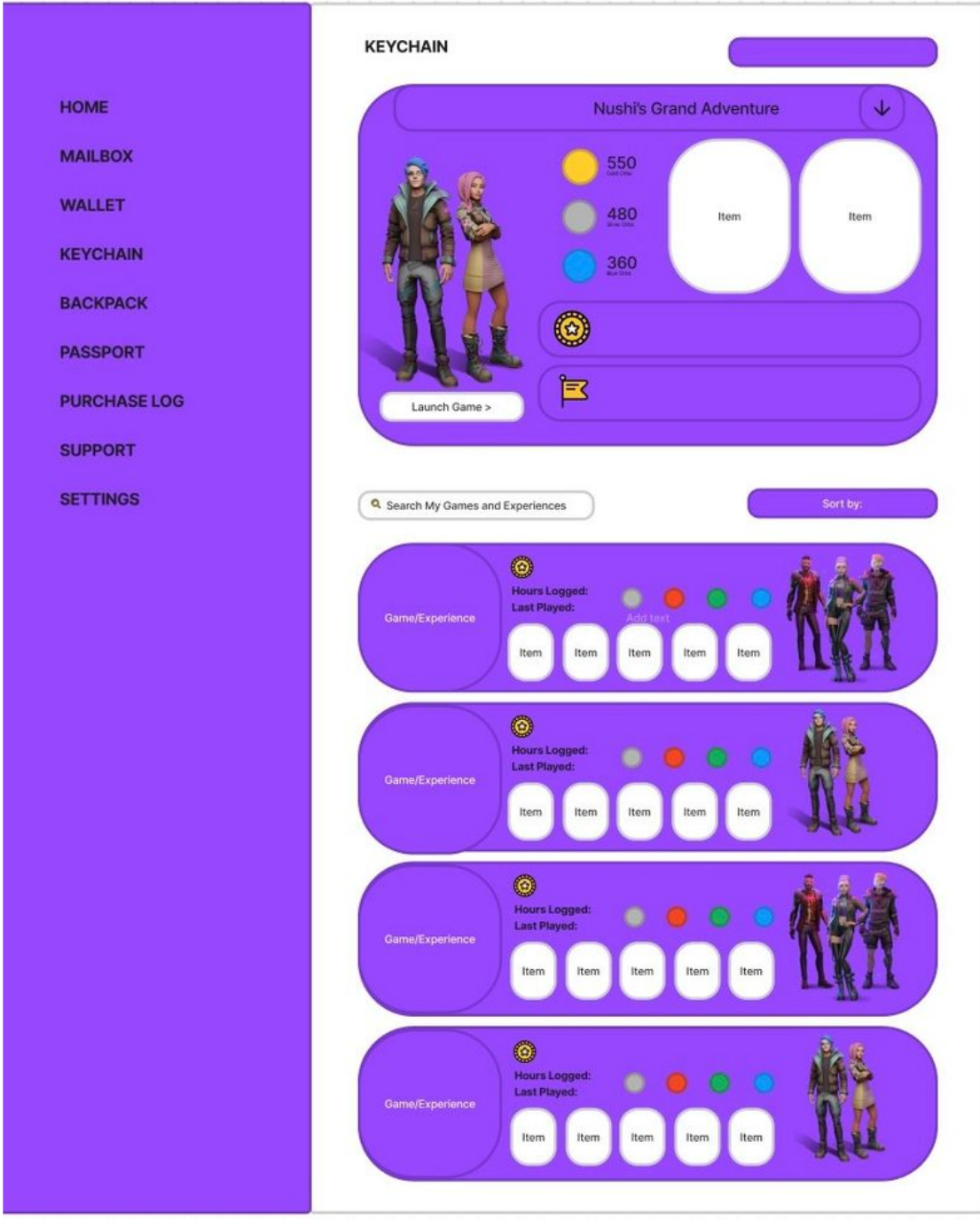
Gated

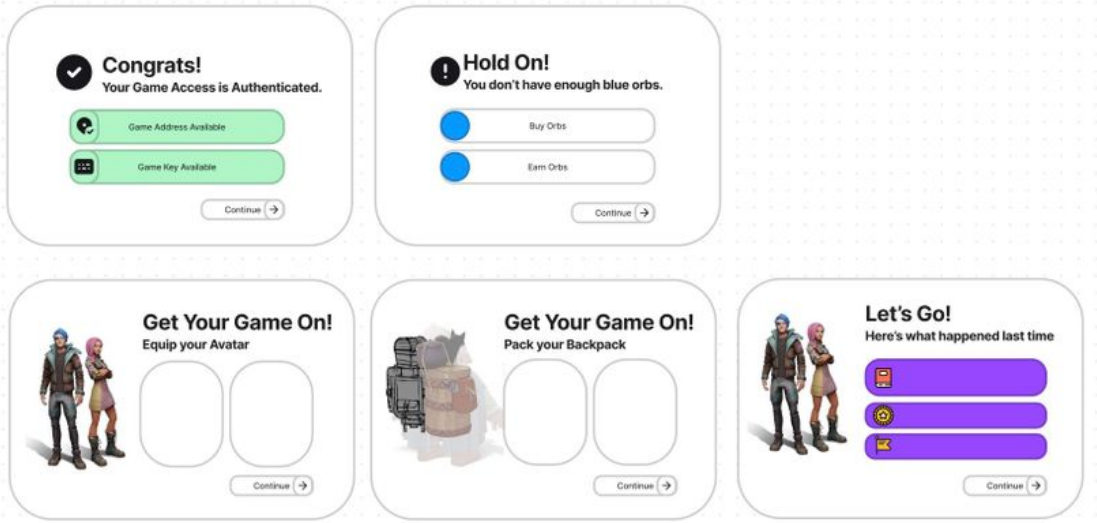
Nutri's Grand Ads

Stats:

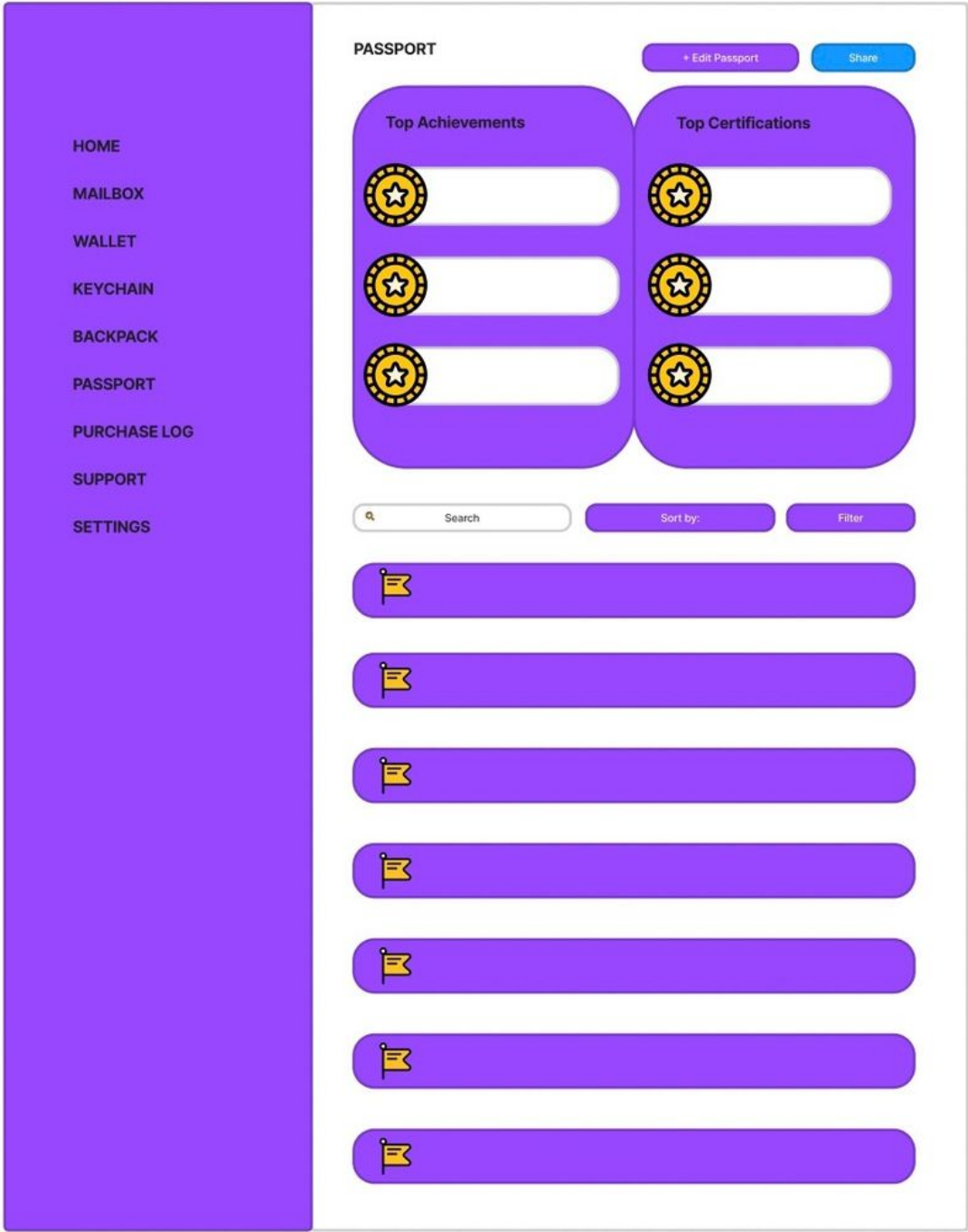
Rejuvenate Item →

# Keychain UX/UI Prototype





# Passport UX/UI Prototype





**Walked 20 Miles**

VIP Reward

Nash's Grand Adv.

Stats:

Date Completed:



**2 Gold Orbs**

Access Reward

Go to Inventory



Go to Wallet



**Walked 20 Miles**

VIP Reward

Nash's Grand Adv.

Stats:

Date Completed:





## Cat Handler Certification

In progress

Issued by Nushi University

Course 1

Completed

Course 2

In progress

Course 3

Not started

Course 4

Not started

Continue Learning



## Cat Handler Course 1

Issued by Nushi University

Stats:

Date Started

Date Completed:

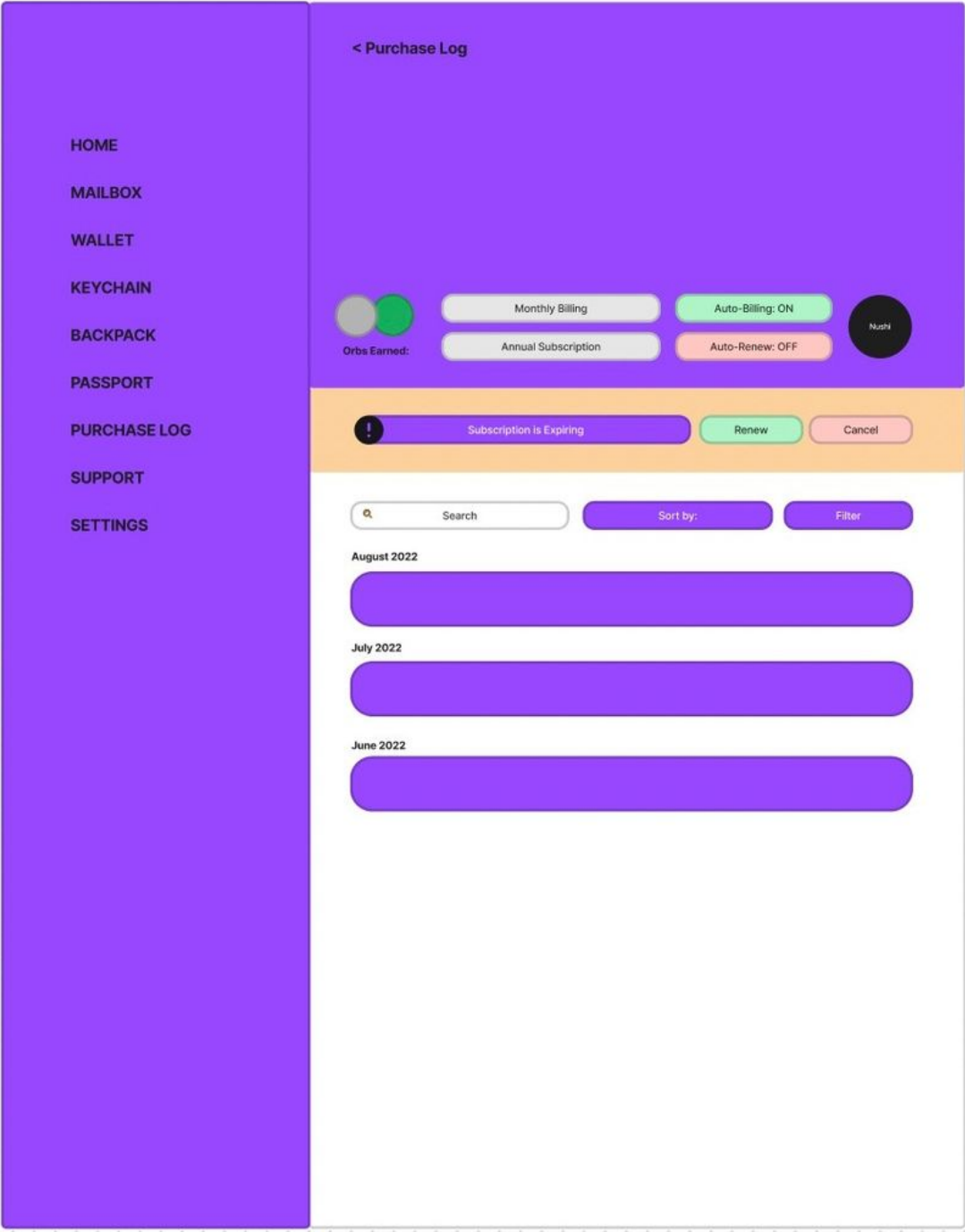
Go to Course

Share Certification



# Purchase Log UX/UI Prototype

## Subscription Details Page



HOME

MAILBOX

WALLET

KEYCHAIN

BACKPACK

PASSPORT

PURCHASE LOG

SUPPORT

SETTINGS

< Purchase Log

Orbs Earned:

Payment Information

Date of Purchase

Confirmation Email: user@gmail.com

Edit

Billing Information

Shipping Information

Nushi

Search

Sort by:

Filter

Item

Refund Item

Go to Inventory

Refund Item

Go to Inventory

Refund Item

Refund Item

Go to Inventory

228



## Babka Brand Design Systems

### Key Stakeholders:

### Primary Contact:

The Brand Voice is used for copy on websites, press releases, sales decks, and B2B materials around Babka. The Babka brand voice should remain consistent across all products and sub-brands. This consistency will enhance users' feelings of trust and security. However, within the brand voice there is still some flexibility. On a serious topic, the brand voice would speak honestly and sincerely. When celebrating something, it might sound more playful. We must find a balance in the voice and the design aesthetic that communicates trust and security – the overall feeling Babka must convey is a mixture of unfrivolous Swiss neutrality (secure) and a feeling of endless exploration of the new world (play).

It is worth noting for reference that there is a distinction between Babka brand and product fidelity as represented within integrations. Babka brand fidelity refers to how much a design showcases Babka and Nushi as key visual elements and how much the overall visuals reflect Babka colors and shapes versus the design of the collab/integration/partnership. On the other hand, product fidelity refers to the level of Babka product that a partner chooses to utilize. For instance, a B2B game partner may choose to be low-touch in their Babka integration by only using Babka as an out-of-game checkout flow while another B2B game partner might use the Babka widget for a more integrated in-game flow. Either of these flows could, however, also have high-touch brand fidelity (Babka guides users through the checkout flow) or low checkout-fidelity (the checkout is game-branded and Nushi only appears in the corner as a support icon).

We are currently working on v5 of the Babka Brand Book that reflects these elements, but previous versions of Babka Brand can be seen at [Babka Brand Design Legacy](#).

## Babka Brand Representations

A guide to better understanding the range of expressions that Babka as Brand can take on is: [Babka as Merchant Meta-Character](#)

Babka is a fictional character created by Shurick Agapitov in 2020 and incubated within Xsolla as strategic intellectual property. Babka, accompanied by her cat Nushi, are multiverse transmedia characters who interact directly with consumers across channels and products, including in live experiences and events. Currently she exists as a illustrated graphic novel character, a 3d visual model, a support chatbot, a website, social account, and more. She exists to forge a deeper connection between gamers and their favorite games. And she aspires to be completely unforgettable.

Babka (B2C) brand is a non-imposing character gracefully integrated into game titles based on a determined level of presence, from something as simple as a BabkaPay, login or checkout button to a fully rendered, AI-enhanced interactive in-game character.

Every interaction with Babka, even a simple customer-support query, is flavored with a bit of play, humor, and wit. Babka also stands for seamless experiences with technology. She facilitates smooth check outs and makes routine actions as un-corporate as a woman who rides a zero-gravity broom can be!

The Babka brand and character are distinct, but connected varieties of the brand experience. Depending on where consumers are engaging, they will hear the voice of the brand OR the voice of the character.

## Babka: The Character

Babka is Xsolla's mystical brand mascot. She's an emotion-evoking (and fun-evoking) character that represents Xsolla, like an ambassador. Babka is not just the consumer face of Xsolla, but its witty customer service agent and occasional gifter of rewards, promos, and game offers.

As a character, Babka is a witty, magical, and beguiling embodiment of those values. Just like a human, she has a multifaceted personality and her tone of voice shifts in different settings.

She is accompanied by her cat **Nushi** and is always happy to exchange amazing gear for those **magic orbs** you find in game and during promotional quests.

Babka exists in our world through inspiring us in the video games she is able to inhabit. As characters from dreams are made real through art, and then Cosplayers bring this art to life into the walkable world, Babka is made real through her interactions with gamers in video game worlds. Babka can exist within the reality of any video game, and in any game where human characters cannot tread, she sends her cyber-cat Nushi to lead gamers to her outposts which reward them with items that can help them in the games they are playing, and in the walkable world. She is the metaverse merchant.

In fact, Babka is a future-self-friend from 70 years in the future who has discovered how to digitally time travel BACK to now through our video games to help you play the game of life so that you win. (And selfishly, so that she's not alone in the future.)

She wants to make sure that all the equity, data and identity of this generation is valued and generates value for them/her-future-self. (She lost something very dear, her friends. She is trying to avert the future she came from: a world that continued on this present course. She's grieving, she's sad...but she's determined, witty and smart. And... she's found a way through time into hyperspace in order to occupy all the different digital realities (games, virtual, real) and this time she's going to make sure that ALL of her friends, that's YOU, make it. Because if things keep going the way they have been, the future is a very lonely place.

## Nushi the Cat

Nushi is the future scout for Babka, or more specifically, the scout into the past. As Nushi continues to make contact with gamers from today (Nushi and Babka's past) Babka is able to extend more and more of her resources towards helping us. Nushi goes where Babka cannot go, and Nushi goes first to test the physics of any new game Babka seeks to infiltrate. Nushi is our guide to discovering Babka. When you see Nushi in a game, you might want to follow him. He might just lead you to a treasure trove of good gear. And if you don't have the time, at least be nice, give him some Sushi, (Nushi likes sushi) and a belly rub, and he'll remember you fondly the next time you run into him, in this game world, or the next.