**Stand Alone App Project – List of Functionalities**

**1st PHASE**

**Type of game (category)**

* We are looking for these categories:
  + Shooter
  + Adventure
  + Strategy
  + Puzzle / Thinking
* We need proposals to start with a template.

**Functionalities**

* Everyone can download (Bitel and Non-Bitel customer)
* Available on all operative systems (Android, IOS and HarmonyOS)
* For release and any update: partner sends APK, Bitel makes tests with partner and If everything Ok, Bitel released update.
* **Log in process:**
* Bitel customer: register with Bitel ID (phone and password).
* Non-Bitel customer: creates account with full name and valid email (in process – by April will be able in Bitel systems and thought a webservice, it can be executed in 2 weeks for Stand Alone App).
* **Rewards**
* All customers: tickets for lucky draws, coins, lives to play the game, etc.
* Bitel customers: MB (data), minutes, free subscriptions and discount on subscription internal products (Bitel Arcade, Bitel Video).
* Non-Bitel customers: discounts on new line and portability (BCCS system, partner will coordinate with Bitel the BCCS system recognize discount code). Are also participants of lucky draws but receive far less tickets than Bitel customers and can see the exclusive prizes of Bitel customers

\**Prizes such as data, minutes, lives and discounts have expiration date.*

* **Features**
* Notifications
  + Push Notifications: Search for types of push notification (https://clevertap.com/blog/what-are-push-notifications/)
  + SMS for rewards: No need for development from partner, requires integration to Bitel system
* Leaderboard:
  + All players can see their rank compared to all players
  + We must be able to categorize according to subscription. Example: general rank (all players), free version rank and subscription customers only rank (also Bitel and Non-Bitel customer rank).
  + We plan to give special rewards to top 5 players.
    - By data base. Partners sends information and Bitel deliver reward.
* Daily Challenges: related to the game (only for customers with a subscription)
  + - All benefits that involve deliver of MB, data packages or minutes needs a web service. 1-2 weeks.
    - For other benefits like lives, coins, tickets; we have the web service ready and we can replicate it with some changes.
* Daily Rewards:
  + In-Game goals: According to scores, game metrics (ex: top 2 players that get more kills).
  + Accumulative reward: if customer enters everyday (ex: we have a 15-day campaign, where day 1 has small prize and up to day 15, the prizes get bigger.
  + This can be activated for any occasion.
  + For MB/minutes reward needs webservice, takes 1 to 2 weeks
  + For in game rewards: we have webservice ready, need to replicate with changes
* In app purchases
  + With balance for Bitel customers and with other methods for non-Bitel customers
  + Can purchase lives, tickets, items and/or skins
    - Web service is ready and partner only need to execute it
* Subscription service
  + Daily, weekly and monthly
  + By MPS. Already have technique documentation.
  + For non-Bitel customers: Payment via app store (Ex: Google Pay, Apple Pay, etc.)
  + Benefits: customer gets more benefits, exclusive prizes and leverage when competing and playing.
  + Two ways for subscription: via App (USSD) and SMS (shortcode).
  + Integration with MPS: Bitel billing platform. Already have system and technical documentation for integration:
    - For Bitel Customer: phone balance.
    - For Non-Bitel Customer: Credit/Debit Card (To be define).
* Lucky draws for Bitel and Non-Bitel customers (they are separate)
  + Tickets earned in game (and/or exchanged with coins) are chances to win a lucky draw
  + Entry to lucky draws is automatic if customer has a ticket.
  + Customer can accumulate more than one ticket.
    - Prepare logic and web service will take 2 weeks.
    - For this function, unique role of partner will be communicated lucky draw inside the game, communicate the prizes and give tickets.
* Make an interactive tutorial about how to play the game and its features.
* Decorative Campaigns: Update design for special events: Christmas, Halloween, Independence Day, etc.
* Special badges, trophies for accomplishing certain goals and unique game things (like weapons, etc.)
  + Customer gets to collect them

**2ND PHASE**

* Tournaments according to score or level reached.
* **Rewards**
* Non-Bitel customers: discount codes for other products and brands,
* **Campaigns**
* Promotion Campaigns : need payment by phone balance. Reduce prizes for special items, customers who recharge get discounts, etc.
* Free Campaigns (no balance needed): Special offers to get special items (could spend coins to purchase)
* Daily Rewards:
  + Make a puzzle challenge and you will get a reward.
  + Share screenshot sharing app on social media.
  + Referred program with user ID. Once new user starts to play, needs to digit ID to get reward.
  + This can be activated for any occasion.
  + For MB/minutes reward needs webservice, takes 1 to 2 weeks.
  + For in game rewards: we have webservice ready, need to replicate with changes.
* Show non-Bitel customers that he can win more prizes if he changes to Bitel.
* With pop ups, show quantity of prizes (MB, minutes) noncustomer is missing
* Others
* Meta elements to personalize your account and character like collectible items.
* Storytelling: narrative elements.
* Video ads in exchange of in-app content.
* In game chat to improve community.

**Technical**

* Able to integrate with Bitel systems:
* For login: Bitel ID
* For charging/subscription: MPS
* All app’s functions must deploy in Bitel servers (no cloud)
* Deployment on redundant servers with load balancer.
* Technology of services used for previous games:
  + Web services JSON
  + Oracle data base
* Full Zero Rate for Bitel Clients (optional) – lo hace Bitel.
* Offline App but requires internet connection for online functionalities.

**CMS to manage all aspects of application.**

* **Both CMS and Stand-Alone game will have a same Bitel Server.**
* Player Management: able to see and download user information and number of times user played, rewards earned (by category: tickets for lucky draw, MB, minutes, coins, lives, etc).
* Content Management:
* Able to close/activate special events: tournaments, promotions, challenges, etc.
* Modified content rewards
* Manage sections of the app.
* Subscription Management: any details about subscriptions: types, pricing, etc.
* IAP management: any detail about what the user can buy to improve gaming experience
* Ads management
* Reports:
* Daily and monthly reporting of purchases, items given to customers and all things related to customer
* Must be able to identify Bitel and Non-Bitel customer and differentiate with subscription customers.
* Information system: able to change Q&A / T&Cs
* Account system: able to add or delete admin users.