Data Sources

JAMIE CAHN | DVP 2
E: JCAHN@STUDENT.FULLSAIL.EDU

MOBILE DEVELOPMENT
FULL SAIL UNIVERSITY

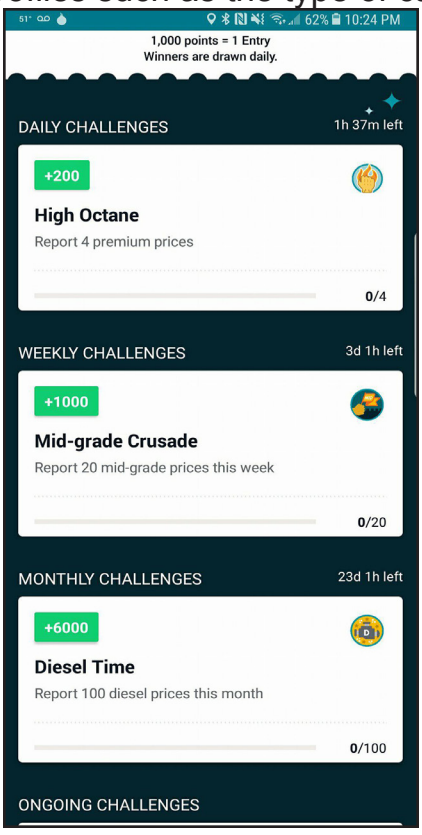
GasBuddy

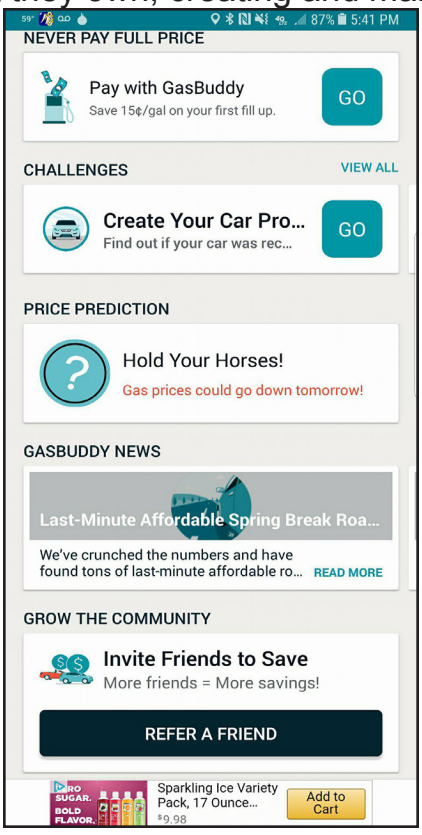
GAMEFICATION

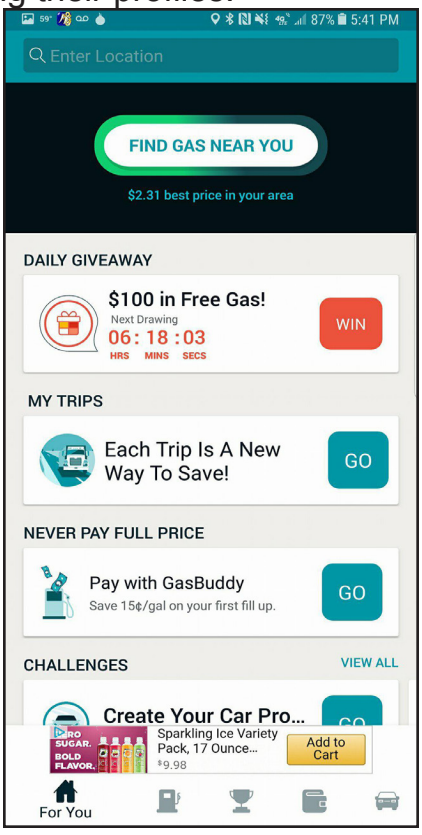
SECTION

ACHIEVEMENTS

GasBuddy, an app that utilizes crowd sourcing techniques to allow users to see current gas prices has a constant stream of users. To keep users using their app daily however, they GasBuddy utilizes gamefication, a method upon which the app rewards the users for using their app. Everytime you report a gas price, update your profile, or review a gas station, the app gives you virtual currency which you can then use to buy raffle tickets. GasBuddy also uses a leaderboard system in order to gage user interest. You can see how you are stacking up vs. people in your area, and even your friends. GasBuddy as an application have evolved over the years greatly. GasBuddy originally started as a website allowing users to check for the lowest gas prices before they left to get gas. Overtime they evolved on a much greater scale however now employing gamefication techniques to keep the users coming back daily, and even hourly for some. GasBuddy also utilizes an “achievement system” allowing users to get more of their virtual currency in exchange for daily, weekly, and monthly challenges, as well as adding items to their profiles such as the type of car that they own, creating and maintaning their profiles.

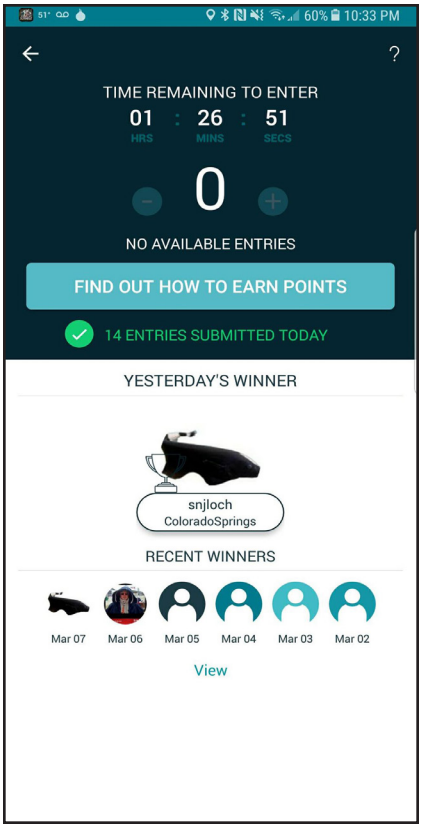


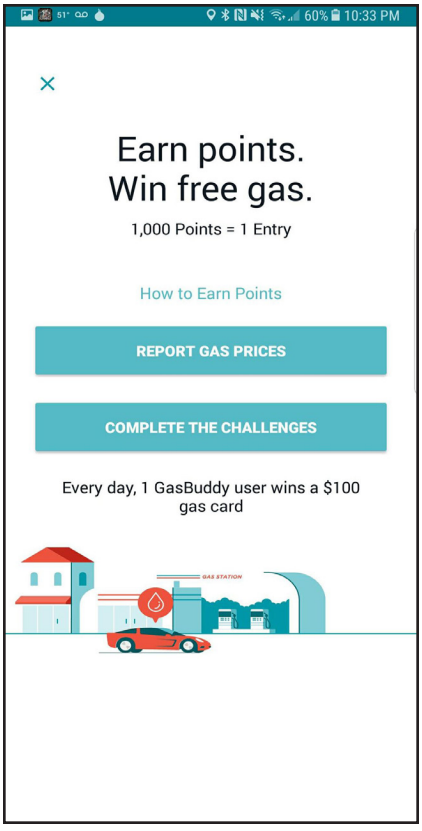


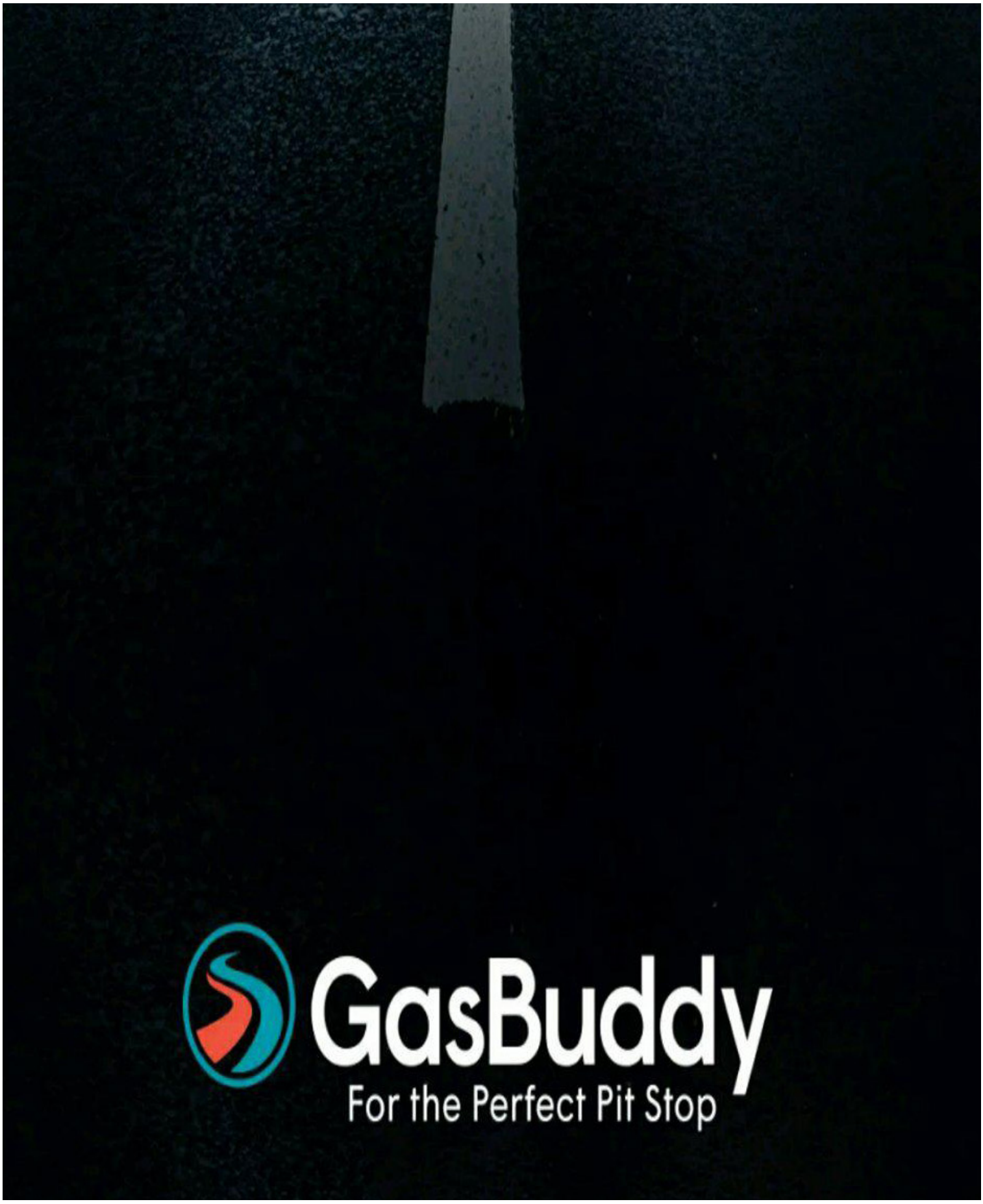


GIVEAWAYS

Just as GasBuddy uses gamefication for their achievement system and the fact that they use a virtual currency for their app, GasBuddy also uses utlizes a giveaway system daily to help their users interact. Users report gas prices, complete achievements for a “badge” and also review gas station all for this virtual currency that they can then spend on giveaway raffle tickets. These raffles that are randomly drawn once per day are for a $100.00 gas card that works at all gas stations. Who doesn’t love free gas? For every 1000 virtual tokens one collects, they can spend them on the daily giveaway for free gas. With different colors and a countdown clock ticking away each second you are on the app, who wouldn’t want to enter?

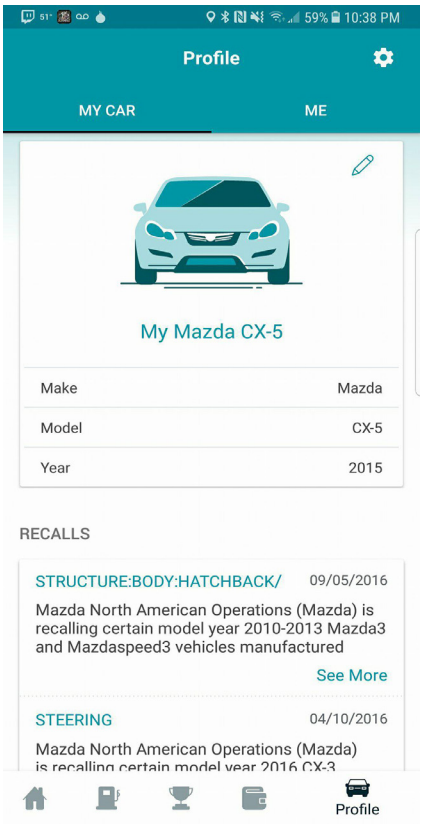


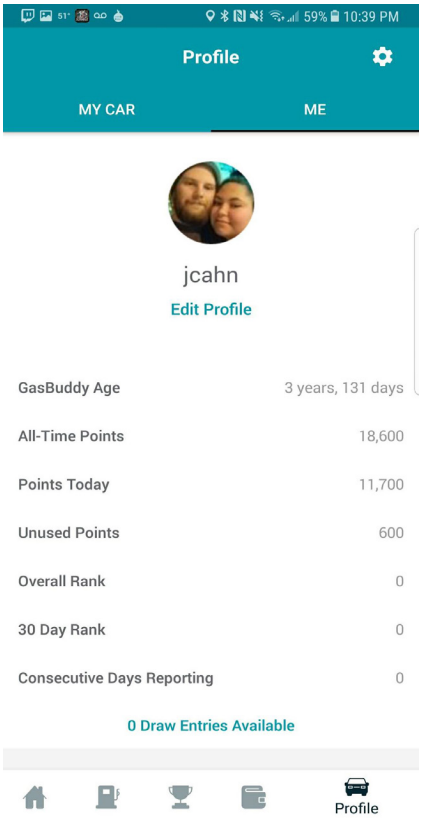


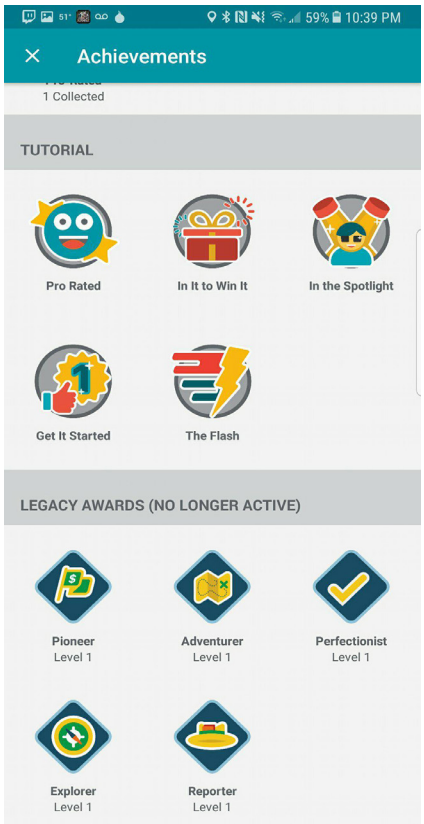

GasBuddy
For the Perfect Pit Stop

USER PROFILES

As well as all of the gamefication that GasBuddy employs, user profiles are just one part that help it all come together. Here users can update profile settings, add cars that they own or drive, even view their achievement badges just like a walk down memory lane. User profiles are a valuable way to gather user information, and with gamefication, users are giving it out like its going out of style.

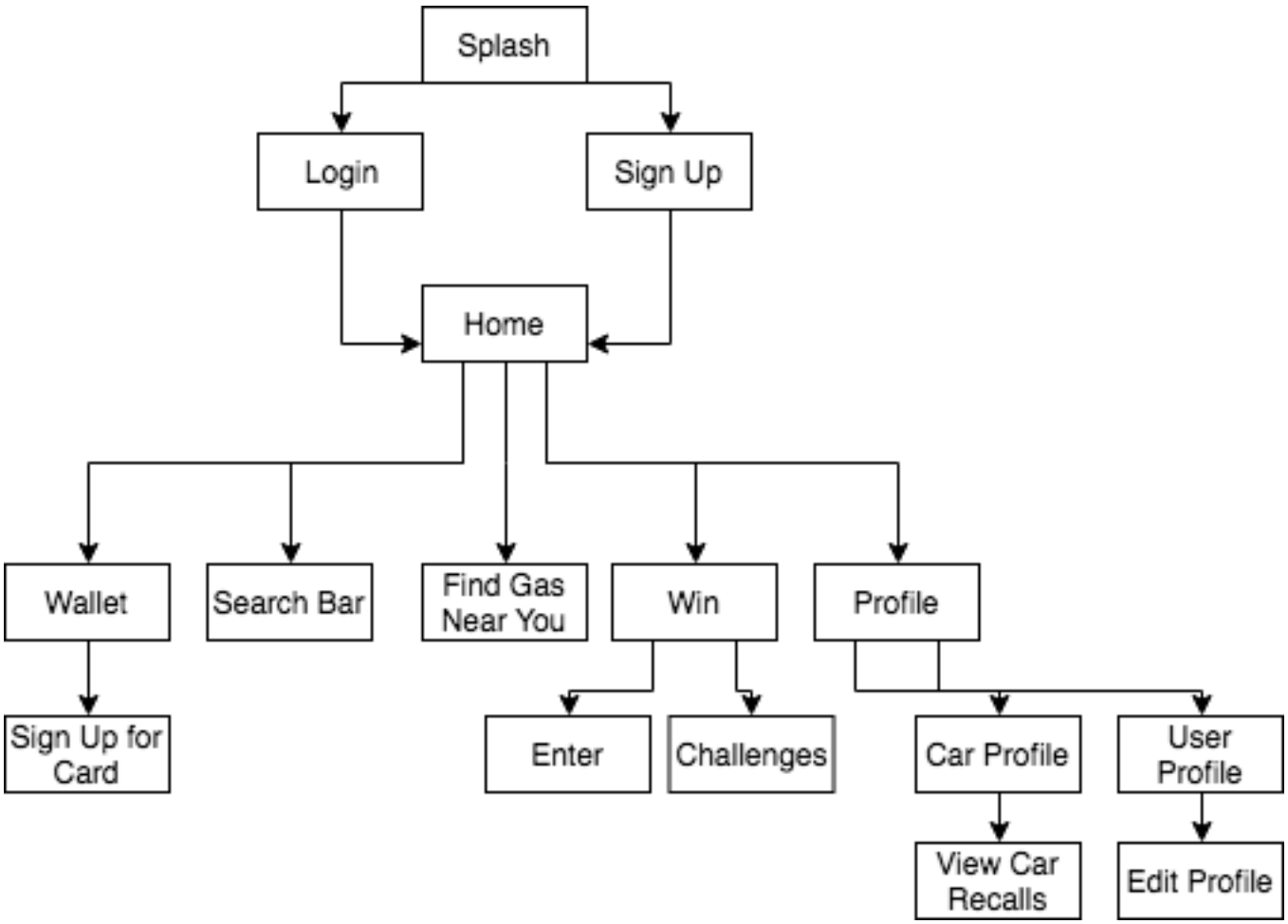






UML CHARTS

SECTION



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SECTION

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