

# Game

**In-game currency:** The in-game currency rewards are tokens that users can collect to convert on-chain CK tokens when we launch our ICO.

- In-game currency ()
  - Daily rewards for daily active users only (user has to play the game for minimum 3 minutes before redeeming the rewards)
  - Invite others with deep link
  - Follow us on social media accounts
  - Live on twitch and TikTok
- in-game store
  - We need to implement Stripe and Coinbase Commerce for users to purchase in-game store items, remove ads etc etc....
- Website
  - Contact Us form
  - Email list (Subscribe our Newsletters) form
  - Forms (document under - google drive > LEGAL > 10 Application Forms)
    - Appeal & Reinstatement Request Form
    - Bounty Program Registration Form
    - Bug Bounty Submission Form
    - Dispute Resolution Request Form
    - KOL Partnership Application Form
    - Refund Request Form
    - Sponsorship & Advertising Request Form
    - UGC (User-Generated Content) Submission Form
  - Button to play game on browser
  - Social media links
  - All other clickable buttons
- marketing materials
  - 30 sec video (Intro)
  - 30 sec video (game play)
  - Game characters
  - Website
  - App Store Materials
    - Icons, screenshots, preview videos.
    - App description with keywords for iOS/Google Play.
  - Logos
  - Thumbnails
  - Teaser Posters / Artwork
- sentry for bug reporting
- multi language
  - English

- Spanish
  - Chinese (simplified)
  - Portuguese (Brazilian)
  - Hindi
  - Arabic
  - French
  - Russian
  - Japanese
  - German
  - Italian
  - Turkish
  - Thai
  - Vietnamese
  - Korean
- Admin Panel & Analytics
  - Admin can change the rewards tokens
  - 1. User Behavior Analytics
    - Daily/weekly/monthly active users (DAU/WAU/MAU)
    - Session time & frequency
    - Retention rate (Day 1, 7, 30)
    - Funnels: onboarding, wallet setup, level completion
    - Heatmaps (where users tap or spend time)
    - Ban/limit user
    - Export
    - Live Video (Twitch, TikTok and YouTube)
      - User will record the video
      - Share it on social media and tag us
      - Paste that video URL into the game champion
      - Admin can review that from admin panel
      - Admin can issue rewards
      - User will receive rewards notification and can see that rewards in history transaction page (in-game)
  - 2. Game Progression & Engagement
    - Level progression stats (drop-off points)
    - Power-up and weapon usage
    - Task & quest completion rate
  - 3. Monetization Analytics
    - In-app purchase conversion rate
    - Token conversion rate (game currency → CK Token) **(after wallet integration)**
    - Average revenue per user (ARPU) & per paying user (ARPPU)
    - Conversion rates on top-performing regions/languages/devices

#### 4. DeFi & Blockchain Activity (Skip for now, we will add this after wallet integration)

- Wallet creation/import rate
- Token transfer volume (in and out)
- Transaction success/failure rates
- Gas fee tracking & failed transactions due to fees
- Staking engagement (when launched)

#### 5. Marketing & Growth

- Referral program performance
- Source attribution (organic, ads, influencer)
- Campaign ROI & CAC (cost per acquisition)
- Social shares and invite codes redeemed
- Influencer-led traffic vs general traffic

#### 6. Device & Platform Insights

- Device types (Android/iOS/desktop)
- App version distribution
- Crash logs & app errors
- Network speeds & latency stats

#### 7. Fraud & Cheating Detection

- Suspicious behavior (bot-like activity, duplicate logins)
- Abnormal token farming
- Rapid level ups (exploits)
- Blacklist flagged wallet monitoring

## Wallet

- We wants to implement this wallet into the game
- When user register into the game we will create seed phrase from the wallet
- Users will be able to convert their in-game rewards into on-chain CK token in the wallet
- User can send and receive on-chain tokens
- Users who earned or received NFTs in game can be sent from their wallets.
- User can do purchase transactions from wallet
- Wallet's screens mockup has been shared with Naveen
- We need wallet redesign so it can blend with the game design
- We can remove on-boarding option from wallet because we gonna use same on-boarding as we have in the game

We need to add cookies and SEO title, Slug, Meta description, on each pages from the admin panel

Google preview X

Preview as:

Mobile result  Desktop result

jesuspro.org > become-a-food-donor

**Become a Food Donor - Jesuspro.org**

Aug 5, 2024 - Join JesusPro as a Food Donor to make a significant impact in the fight against hunger. Your contributions provide essential nourishment to individuals ...

**SEO title** Insert variable

Title  Page  Separator  Site title

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**Slug**

become-a-food-donor

**Meta description** Insert variable

Join JesusPro as a Food Donor to make a significant impact in the fight against hunger. Your contributions provide essential nourishment to individuals and families in need, supporting our mission to alleviate food insecurity and bring hope to vulnerable communities.

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Make sure to save your page for changes to take effect

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