

# CREDO

# CREDO

Powering a Culture  
of Everyday Excellence

A mobile AI-driven recognition platform that makes it effortless for employees to celebrate wins, reinforce company values, and build a high-energy performance culture



# Key Features



## Recognition Analytics

- Personal & team dashboards (e.g., recognitions sent, received, top values celebrated)
- Heatmaps showing recognition trends across departments



## Integration with Workplace Tools

- Slack / Teams / Email plugin to send Kudos directly from chat
- Calendar sync → nudges before 1:1s or performance reviews



## Voice-to-Kudos

- Quick voice-to-text recognition (perfect for managers on the go)



## Recognition Moments Wall

- A scrolling feed (like Instagram/LinkedIn style) showing recent recognitions
- Employees can “like” or “cheer” recognitions



## AI Recognition Assistant

- Suggest recognition opportunities based on project milestones, deadlines met, or peer mentions

# Key Features

## Cross-Team Shoutouts

- Encourage recognition across departments, not just within teams

## Recognition Marketplace

- Redeem badges/points for perks (e.g., extra break, gift cards, lunch coupons)

## Peer Boosts

- Allow colleagues to “add support” to someone else’s recognition with quick reactions

## Recognition Streaks

- Weekly streaks for consistently recognising peers
- Team-based streaks for collective engagement

## Scheduled Recognitions

- Queue kudos to be delivered at a specific time (e.g., Friday wrap-ups, monthly townhalls)

## Private Recognition Notes

- Option for manager-to-employee recognition that’s visible only to them (for sensitive feedback)

## Milestone Celebrations

- Auto-recognition triggers for work anniversaries, birthdays, or project completions

# AI Tools



## ChatGPT (OpenAI)

- Generates **smart, context-aware kudos drafts** tailored to tone, role, and company values
- Creates **engaging notifications & nudges** that keep recognition culture alive
- Provides **templates for celebrations, feedback, and announcements**



## GitHub Copilot

- Accelerates **feature development & code quality** with AI-assisted coding
- Suggests **best practices** for scalable mobile app architecture
- Helps reduce bugs & improves **development velocity**



## Cursor AI

- Acts as an **In-IDE AI agent** for live coding support and refactoring
- Assists in **system design decisions** and onboarding new developers faster
- Enables **rapid prototyping & iteration** of new features

# Prompt Ideas

## Recognition Drafts

- *“Draft a kudos for Alex (Engineering) who fixed a critical bug, tied to our value ‘Ownership.’”*
- *“Write a recognition for Sara (HR) for a successful onboarding session.”*

## Manager Nudges

- *“Suggest 3 weekly reminders for managers to celebrate their teams.”*
- *“Generate a friendly nudge for peers before the monthly town hall.”*

## Push Notifications

- *“Friday CTA: Encourage employees to celebrate small wins before weekend.”*
- *“Gamified notification to maintain recognition streaks.”*

## Values & Milestones

- *“Recognition draft highlighting James’ ‘Innovation’ in workflow design.”*
- *“Write a kudos for a 5-year anniversary celebrating key contributions.”*

# App Flow & Expected Outcome



## Wireframe Flow

- *Home → Send Kudos → Value Selection → AI-Suggested Text → Leaderboard → Rewards Hub*



## Expected Outcomes

- **3×** increase in peer-to-peer recognition
- **30%** boost in employee engagement (Year 1)
- Stronger alignment with company values → improved retention