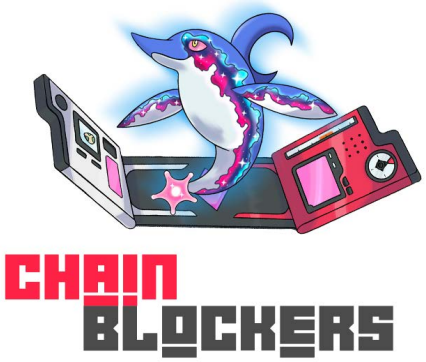

The project, that will be discussed is called Chainblockers and is one that has been under a thought and design concept for almost ten years. The project would be designed as an app that is downloaded onto a smartphone device, tablet, home computer or laptop and gave the user a sense of being on an adventure. The user would use their app to navigate their "surroundings" that would appear on their phone – but not actually be there in the physical world. Sound familiar? The utility of Pokemon Go being realised in the real world and proved that the demand for collecting digital creatures was still of interest (A. Hern, 2016), although when it was released – in my opinion it was incredibly basic and in comparison to my project idea – inferior.

The motivation behind the project is that it is deeply personal, as a concept that has been thought of and utilising many designs I have come up with over the years and being able to share with an online community where they can obtain them, buy them from others, trade with others and accumulate their own catalogue where they interact with a digital landscape designed by a single artist and maintained and voted on the way the project moves forward with community input, it would be a sense of shared ownership that is mutually supported by creator and supports alike, as stakeholders would feel towards any business (H, Miller, 2022).

A user would install the app from the relevant operating system's app store, which the user would be directed to if they visited the project's website download page and they would create their profile by customising their avatar how they want to appear to other users of the app. They would be given a number of tokens that would be used as the in-game currency to purchase new items or monsters and to engage in the app's marketplace. The amount of tokens the user receives would act as a welcome gift to introduce them in a seamless way to become familiar with the use of these tokens – but not necessary to still enjoy the platform.

The user would be able to interact with waypoints that appear on their smart device or computer and carry out tasks that correlate with those waypoints – for example: taking photos of three different plants and sharing those photos in the app's community section that would be for art. The community would be able to vote on the way the photo has been taken and if they're lucky they would be able to unearth a digital monster that has been lurking in the very spot where those photos have been taken. In a sense it would sound familiar to how Pokemon Go would work but the layered interactivity and real community engagement would be something that is more in depth offered by Niantic. The monsters that inhabit the digital would not necessarily be captured by tagged – as a rmarinebiologist would tag a great white shark. The idea was that the community of users would interact with a world they cannot see but they can interact with using their device and being able to tailor their experience that would be so uniquely theirs.

The utility of the app would be to provide entertainment to its users, but also educate those that are not familiar with their surroundings – for example: taking a photo of a mushroom in the wild. For the odd 1% of people, they would view it as a delicacy – the app would save their stomach from the ill waiting pain or even their life by displaying a warning message for them not to eat that mushroom! I envisaged the use of the app to incredibly versatile, being informative and entertaining.

In order to make the app an actuality, the game would require access to Google maps, which can be done through the Maps SDK for Android. For the design of the user interface, this process can be done through applications such as Adobe Photoshop or Illustrator with 3D level design to be carried out through 3D modelling software such as Blender and integrating these models into Unity. The next stage would be writing a smart contract for the token to be implemented into the app, which would preferably be done on Ethereum and making use of Loopring's Layer 2 zk on-ramp off-ramp technology to minimise gas fees.

The skills required for this project is to have a co-ordinated team that can work cohesively in a remote setting. This team would require positions that detail the programming component to ensure the user interface is seamless as envisaged as well as for the token development and blockchain integration, as well as the visual and audio component to bring the project to life, using the skills of a 3D modelling team, artists and sound designers.

The desired outcome for this project is to bring a positive sense to the world of blockchain games – as so many are geared towards playing to earn. Where Chainblockers exists to have a component for play to earn, which would work as any competitions would have, that would not be the primary goal. Its primary goal is up to the users to decide, whether to make a friend, improve their photography skills, take up more exercise, the potential this app would bring would be more than has been realised and beyond an empty outcome driven by the dollar that so many companies try to do.

Hern, A. (2016) "Pokémon Go becomes global craze as game overtakes Twitter for US users." ***The Guardian*** **13 July 2016 last accessed on 19 March 2022. https://www.theguardian.com/technology/2016/jul/12/pokemon-go-becomes-global-phenomenon-as-number-of-us-users-overtakes-twitter**

Miller, H. (2022) "Bored Ape's New ApeCoin Puts NFTs' Power Problem on Display." ***Bloomberg*** **20 March 2020 last accessed on 20 March 2022. https://www.bloomberg.com/news/articles/2022-03-19/nft-bored-ape-yacht-club-s-apecoin-benefits-backers-like-andreessen-horowtz**