Web Development Team

Link to the website looks like:

<https://www.figma.com/file/jV3CoyrAljisy050tKyHPe/Official-Redback-Operations-Website-Design?node-id=34%3A4>

From what I see and by speaking to not the leader but a member of Web Development team, we see ourselves to fit under “Project 7 – Algorithm Prototype Development”

Under this section, once a user clicks this project/on this page, it re-directs to a page where we could put our model out in that page. (Imagine as how you click about us on the top menu-bar, and it directs to an actual about us page).   
So far, these are the only ideas that I have come up with to see our group being a fit to the webpage.

Game Development Team  
  
(From Shashvat)  
As Raymond has already mentioned, reward system has not been implemented yet, it is something we are looking to add in upcoming trimesters.

Regarding how the mechanism will work, each activity that user does will produce Redback Coins, the number of coins gathered through that activity will vary according to the effort of the user and on the kind of activity itself ( one game might produce more coins than the other because it involves more physical effort) – Here I believe we can use GAM to recommend a GAME that the rider has the highest potential of earning the most Redback Coins  
  
Web development team also intends to count steps of the users who are walking/running through the mobile application it is building and will hand out coins based on the number of steps – I see our model could be a good fit for mobile application  
  
This will also include levels. for example, A user starting out (level 1) will be able to earn up to 5 coins per day if they record 5000 steps on that day (1 coin per 1000 steps), if they want to earn more than 5 coins, they will have to cross safe limit of level 1 for 2 consecutive days (safe limit - 3000 steps). if they cross safe limit for 2 consecutive days, they will be promoted to level 2 where the safe limit will increase to 5000 steps and max coins that can be earned will be 10 (for 10,000 steps) – Our model can be used as a guideline as to providing measures for “safe levels/limits”  
Users can be demoted to lower levels for being lower than the safe limit as well. This is how coins will be earned by the users.

In regards to how they will be used: A marketplace will be setup. This marketplace will be available on the mobile app as well as the website and it will have products ranging from food, electronic wearables, gym memberships and so on – irrelevant to our project at this point  
Basically, anything that is healthy will be endorsed and users will be able to buy them with the Redback coins that they earn through exercising – This is how large corporates are trying to implemented NFTs & become the “next” future platform like coinbase in crypto exchange platform (From what I see)  
  
Some brand vouchers will also be placed, for example: 20 redback coins get you 10% off on groceries or a particular brand. This creates opportunity for a revenue stream through partnering with different brands and listing them on our marketplace. Brands get endorsements and sales, users gets free benefits and we get the opportunity to incentivise exercise and possibly create a revenue stream – This is what/how the platform business model is (in marketing perspective, don’t see our team/model to fit this project deliverable at this stage)

This is the plan and as of now, nothing has been implemented and realistically, won't be implemented by this trimester.

Please let me know if you have any questions regarding any of the above.