1. **The application will…**
   1. be posted on Android’s and Apple’s app stores.
   2. be native built.
   3. be called “Woodlands”.
      1. Is there a way to ensure that name is available?
   4. be free to download.
   5. contain advertisements.
      1. Banner ads will be at the strip at the top of the screen in all landscapes
      2. A short ad will be shown upon opening the app
         1. Users can exit out after 5 seconds
      3. Short video ads will be shown intermittently as the user transitions from different screens… like changing a landscape
   6. request user permission to have push-notifications.
2. **How a user plays the app:**
   1. The user downloads the free app
   2. Upon opening it for the first time, the user is confronted with the option to review the privacy policy and terms of service (which will link to a page on the app’s website that I will build separately)
   3. User’s will click to continue from this.
   4. They will then be presented with a welcome page that says “Enter the Woodlands.”
   5. Clicking that, users will be taken to the first landscape, which will be barren (in other words have no trees)
      1. The first landscape is the countryside.
   6. The object of the game is to plant and grow trees. Doing so unlocks new trees to plant and grow and eventually new landscapes
   7. The user will click on the tree icon in the bottom right and then click the sapling icon to begin planting the first tree.
   8. To plant (with the sapling icon now being shown) the user just taps the screen. Wherever they tap, a tree will be planted.
   9. Double tapping on a tree with the original app icon showing in the right bottom corner icon or the sapling icon, will cause it to grow.
   10. The user can roam around the screen, planting and growing trees.
   11. If the user wishes to clear a tree, they can click on the bottom right icon again and then choose the axe.
       1. With the axe selected, it’s icon will show in the bottom right corner and an axe will be shown on the screen.
       2. Users will swipe over a tree, clearing it. The tree will have a falling animation and then blur away.
   12. If the user clicks on the landscape icon, they will be taken to a separate screen where they can click on available landscapes. At the beginning point like this, every landscape will be blurred out except the countryside, as that is the only one that is unlocked.
       1. The mountain landscape is the next to unlock. It will have a tracker bar showing how many trees must be grown before it can be unlocked. All other landscapes will say that the one before them must be unlocked. For example, the beach landscape will say that the mountain landscape must be unlocked first. And the jungle landscape will say that the beach landscape must be unlocked first. And the desert landscape will say that the jungle landscape must be unlocked first.
   13. If a user wants to speed up the process of planting and growing trees, there is an app currency of “acorns” that will allow them to do so.
       1. Clicking on the bottom right corner icon reveals the navigation options, clicking on the acorn icon there, while in a landscape, will prompt a green box popping up on the landscape giving a user their options to spend acorns on.
          1. Plant trees
             1. 1 = 2 acorns
             2. 5 = 9 acorns
             3. 10 = 17 acorns
             4. 25 = 46 acorns
             5. 50 = 90 acorns
             6. If the user had the planting icon selected and was planting trees when they selected the acorn icon, then a box will pop up with these options and show what their acorn balance is and a button to go to a new app page where they can buy more acorns.
          2. Grow trees – most expensive
             1. 1 = 4 acorns
             2. 5 = 16 acorns
             3. 10 = 35 acorns
             4. 25 = 85 acorns
             5. 50 = 150 acorns
             6. If for some reason a user only has 8 trees planted, then the options 10 trees and above will be blurred out because you cannot grow trees that are not planted.
             7. If the user had the grow icon selected and was growing trees when they selected the acorn icon, then a box will pop up with these options and show what their acorn balance is and a button to go to a new app page where they can buy more acorns.
          3. Clear trees – least expensive
             1. 5 = 3 acorns
             2. 10 = 5 acorns
             3. 25 = 10 acorns
             4. 50 = 18 acorns
             5. If the user had the axe clearing icon selected and was clearing trees when they selected the acorn icon, then a box will pop up with these options and show what their acorn balance is and a button to go to a new app page where they can buy more acorns.
   14. “Natural disasters” of three types will occur at infrequent, random intervals and of varying severity when they do occur
       1. Fires can occur at these landscapes:
          1. All of them
       2. Tornados can occur at these landscapes:
          1. Countryside
          2. Mountain
       3. Dust storms can occur at these landscapes:
          1. Beach
          2. Desert
   15. Users can purchase natural disaster insurance and it will provide protection from all disasters:
       1. 1 week = 8 acorns
       2. 1 month = 28 acorns
       3. 3 months = 80 acorns
       4. 6 months = 150 acorns
       5. 1 year = 180 acorns
3. Push notifications will go out periodically with different sayings to those who haven’t logged onto the app in a while
   1. When a natural disaster occurs when the user is away, they will receive a notification saying which one occurred on which landscape and how many trees were destroyed
   2. When their natural disaster insurance is about to expire
      1. One three days before
      2. One the day of
4. The app icon should be very ornate and detailed, reflecting a tree and landscape from the app
5. A highly creative and engaging splash screen will be needed
6. **Advertisement monetization will be through:**
   1. Google AdMobs
   2. Unity Ads
   3. Amazon Ads
7. **In-App Purchases**
   1. Acorns can be purchased to grow trees, plant trees, clear trees, and purchase natural disaster “insurance”
   2. They can be purchased by:
      1. 5 acorns = watch a video ad
      2. 100 acorns = $1.99
      3. 250 acorns = $4.50
      4. 550 acorns - $9.25
      5. 1,150 acorns = $18.99
      6. 2,800 acorns = $37.99
      7. 7,250 acorns = $97.99

**Landscape Progression**

**1. Countryside**

Plant 500 trees to go to the next landscape OR

Purchase next landscape with 1,250 acorns

**2. Mountain**

Plant 750 trees to go to the next landscape OR

Purchase next landscape with 2,000 acorns

**3. Beach**

Plant 1000 trees to go to the next landscape OR

Purchase next landscape with 2,500 acorns

**4. Jungle**

Plant 1500 trees to go to the next landscape OR

Purchase next landscape with 3,500 acorns

**5. Desert**

**When a new user clicks on the landscape icon and goes to that page, they countryside landscape is the only one able to be clicked. All others will be grayed out. Mountain, though, will be grayed out and also have a tracker bar showing the users’ status to unlocking that new landscape based on trees grown. When that landscape is unlocked, the tracker bar would then be shown on the beach landscape and so on.**

**Tree Progressions for Each Landscape**

**Countryside**

Diagram

Description automatically generated

* Begin with Oak tree
* Unlock Maple tree by:
  + 25 grown Oak trees
* Unlock Hickory tree by:
  + 50 grown Maple trees
* Unlock Willow tree by:
  + 75 grown Hickory trees
* Unlock Elm tree by:
  + 100 grown Willow trees

**When a user clicks on the sapling icon, they are first taken to a pop-up screen that allows them to select which tree to plant. Just as the landscape, trees that are not yet unlocked will be greyed out, while the next tree to be unlocked will have a tracker bar on it showing the user’s progress to unlocking it.**

**Mountain**

Diagram

Description automatically generated

* Begin with Beech tree
* Unlock Birch tree by:
  + 25 grown Beech trees
* Unlock Cedar tree by:
  + 50 grown Birch trees
* Unlock Poplar tree by:
  + 75 grown Cedar trees
* Unlock Pine tree by:
  + 100 grown Poplar trees

**Beach**

Diagram

Description automatically generated

* Begin with Palm tree
* Unlock Redwood tree by:
  + 100 grown Palm trees

**Jungle**

Diagram

Description automatically generated

* Begin with Xae tree
* Unlock Ramon tree by:
  + 50 grown Xae trees
* Unlock Kapok tree by:
  + 75 grown Ramon trees
* Unlock Ipe tree by:
  + 100 grown Kapok trees

**DesertDiagram

Description automatically generated**

* Begin with Cactus tree
* Unlock Tumbleweed by:
  + 100 grown cacti