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**Introduction:**

Our chosen company is Jollibee. Jollibee is a fast food joint from the Philippines, offers a wide variety of food, such as chicken, burgers and spaghetti. We have proposed a gamified points system as our software solution, which aims to help improve customer retention and active engagement.

**Business Needs/ Objectives:**

In an increasingly competitive fast-food industry, Jollibee must continuously find innovative ways to retain customers and drive engagement. While the brand already enjoys strong customer loyalty, maintaining consistent interaction is crucial for long-term growth, especially in the digital space. With the rise of food delivery apps, promotions, and loyalty programs from competitors, Jollibee needs a strategy that not only encourages repeat visits but also keeps customers actively engaged with the brand beyond just purchasing meals. To address these challenges, our proposed gamified points system provides an interactive and rewarding experience that encourages long-term customer engagement with Jollibee.

**Methods:**

The main component of the application is the gamified points system. In essence, the users play games in order to earn points. Which can then be redeemed for certain jollibee food items. For each game, there is a daily limit for how many points a user can earn. The users can redeem items by going to the redeem page and selecting the item. A QR code will then pop up and the user will be given 3 minutes to scan the QR code at either a kiosk or one of Jollibee’s websites. The items available for redeeming are refreshed daily. There are four games. “Jolly Chase”, “Jolly Catch”, “Jolly Dodge” and “Jolly Quiz”.

This system uses operant conditioning as well as Top-Of-Mind awareness. The daily limit on points not only ensures that users abuse the system to get countless Jollibee items,it also encourages consistent engagement with the application. This will ensure that Jollibee stays in the users’ minds, making it their first choice when thinking of fast food. Thus improving customer retention.

Additionally, an avatar system called ‘JolliMee’ is included in the application. It has a variety of customisation options to represent a multitude of people, including skin tone, hair, eyes, mouths, glasses, and more. An avatar system helps bring the idea that the company cares about them as they feel represented, immerses the user in this ‘Jollibee’ world, and these avatars can also represent the brand itself.

The avatar system is able to represent many people and has been created with the intention of being used in other places in the app, such as minigames, making it easy to work with for new developers, without intruding on current developers making additions to the app.

As for the games, firstly, the objective of the Jolly Chase game is to accumulate 10 lives by collecting chickenjoy and halo-halo sundaes, while avoiding Jollibee mascots. The halo-halo gives a temporary speed boost in addition to increasing the number of lives. The player loses if their lives reach 0.

Secondly, the objective of the Jolly Catch game is to collect Jollibee items with a chickenjoy bucket that moves left and right. The user must also avoid bombs. Otherwise, the game ends.

Thirdly, the objective of the Jolly Dodge game is to collect coins while avoiding obstacles such as lasers and speeding pieces of chickenjoy. There is also a counter for how long the user has survived, in seconds. The game ends when an obstacle hits the user.

Finally, the last game included in the app is the 'Jolly Quiz**'**, as mentioned earlier. It requires users to be somewhat familiar with the foods inside the Jollibee menu. It asks users what item is displayed on the screen while pixelating the image. Firstly, taking options from the real menu incentivises users to go to Jollibee more often, as the quiz is a test of skill, requiring good identification skills. This means that to get more points to buy more food items at Jollibee, users would go to Jollibee and see the menu to memorise it and may order food while they are there. Secondly, by giving a clear objective, it means that users of all ages can understand how to win points from the minigame as it is simple and concise, encouraging everyone to try the quiz out more, winning them points and spending more time with Jollibee related material as they would use the points to redeem food at the fast food joints.

These four games engage users and integrate iconic Jollibee imagery, strengthening the brand’s Top-Of-Mind awareness. By repeatedly encountering recognizable elements, such as the Jollibee mascots and food, users associate these fun experiences with the Jollibee brand, embedding it into their subconscious.

**References:**

* Tutorial used for text engine : <https://www.youtube.com/watch?v=BAy0SUnB1J0>
* Jollibee and all related trademarks, logos, and characters are the property of Jollibee Foods Corporation.
* Jolly Catch background music : <https://www.youtube.com/watch?v=tw5fKbInm8M>
* Jolly Quiz and JolliMee editor music : TOMODACHI COLLECTION PLATINUM SOUNDTRACK
* Jolly Chase:
  + Win background : <https://www.vectorstock.com/royalty-free-vector/pixel-art-8-bit-you-win-one-big-winner-golden-cup-vector-33826570>
  + Lose background : <https://stock.adobe.com/images/win-celebration-illustration-rich-violet-background-with-text-you-win-and-icons-in-glich-error-style-template-banner-for-website-poster-or-stream/519233335>
  + Popo (french fry hair character) : <https://www.kollectivehustle.com/blog/the-full-jolibee-mascot-line-up>
  + Mr Yum (burger hat character) : <https://in.pinterest.com/pin/1124985181927088177/>
* Jolly Dodge peso coin : <https://www.bsp.gov.ph/SitePages/CoinsAndNotes/BSPCoinSeries.aspx#>
* Jollibee food images used throughout the project :
  + [Jollibee Singapore website](https://jollibee.oddle.me/en_SG/)
  + [Jollibee Philippines website](https://www.jollibee.com.ph/)
  + [Jollibee USA website](https://www.jollibeefoods.com/)