

**What:** TapATree is an app, where users can answer 3 questions (ads) each day, and by doing that, help plant a tree. The app is very simple, and I expect it to be done fast.

## **Firestore:**

Account setup: tapatree-app

Firestore is used for:

- Hosting of website
- Database for questions
- Auth for login/signup

## **SDK:**

- Firestore SDK
  - Database
  - Push notifications
- Appsflyer
- Conversion for In-app purchase conversion

## **In-App purchases**

These are already created in app store connect, but not on Android.

- com.tapatree.neutral
  - Price: 99 DKK
- com.tapatree.positive
  - Price: 199 DKK

## **Design:**

The app Sketch design, can be downloaded here: <https://jmp.sh/McCtdnZ>

The prototype is available here: <https://marvelapp.com/prototype/142c2c09>

App icon: <https://jmp.sh/HrZCvmV>

Documentations:

On the first screen, where signup and create is, there will be video animation background of tree's. It need to be this video:

<https://www.pexels.com/video/a-big-river-swamp-in-a-dense-forest-2736469/>

## **Flow:**

### Signup:

In this app, users only have 2 options to signup:

- Phone number via Firebase
- Apple ID

### Push:

After signup, we want to ask users if they want to get push, only after they select Yes, we will present the real push popup from Apple. I don't know how this works on Android, but need to be something similar.

### Dashboard:

When users signed in, they come to the dashboard where they can see their supporting/tree planting of their account. Here are details about this screen:

- Logo in top left
  - Just showing standard logo
- Background above must be video playing
- Amount of tree felled after download, must be a counter that counts up with counting animation
  - About a 100 trees are cut per minute. After doing the math, I got about 1.6 or one and half trees per second. That is a huge number.
- Buttons below simply link to different screens, or other apps, eg. Instagram or facebook messenger.
- Above 2 buttons:
  - 1) Take today's quiz and get 1 tree planted.
  - 2) See the subscription options and plant more trees

### Quiz:

If you want to plant a tree for free, you will just need to answer 2 questions (multiple choice) and then last option you are given a gift from a sponsor.

Questions data need to be saved, so we can see how many answer what on each question.

### After last question:

After the last question, based on what the user clicks, they app will navigate back to the dashboard screen, and then a popup will show with this animation:

- 03\_dashboard\_success -->
- [https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.pinterest.com%2Fpin%2F708824428826039492%2F&psig=AOvVaw235iCZ72R3MiMnAzMaMWT\\_&ust=1613556353972000&source=images&cd=vfe&ved=0CAIQjRxqFwoTCNi1hf2T7u4CFQAAAAAdA AAAABAD](https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.pinterest.com%2Fpin%2F708824428826039492%2F&psig=AOvVaw235iCZ72R3MiMnAzMaMWT_&ust=1613556353972000&source=images&cd=vfe&ved=0CAIQjRxqFwoTCNi1hf2T7u4CFQAAAAAdA AAAABAD)

#### Share:

You can choose to share the app, when you do so, UIShareSheet will show up, and you get a link to the app/website you can share with this text:

Title: Tap a Tree

Text: I just planted a tree for free! You can do the same, just check out this app:

<http://tapatree.app>