Gamification

- Earn Keys
  - Daily Login
    - A moment in nature
      - An organization will feature a positive highlight from the field that helps transport the user around the world and promotes optimism
    - Species of the week
      - Quick and fun learning activities each day
        - Earn a species specific key at the end of the week after support has been given and they can answer 5 fun fact questions
      - Users encouraged to submit photos of their encounters
        - May be featured on the main feed
      - Users submit art depicting species of the week
        - Ex: Painting, meme, comic, etc.
          - Favorites earn a key
  - Keychains
    - Users join community driven events that challenge the neighboring communities in an effort to set off a chain reaction
      - Clean ups
      - Dark skies
      - Volunteer efforts
    - See real-time numbers and maps that allow groups to track their efforts and see it spread
    - Work together with sister cities from across the world
      - This collaboration will help bring fresh ideas and solutions to problems
    - Weekly Challenges
      - Users are challenged to maintain a streak by helping once a week in some way
    - Migration Route Challenges
      - Users will work together to connect way stations or safe habitat connectivity in order to form a complete route
    - Rivalry Challenges
      - During athletic competitions rival teams will go head to head to see which local organization will get the most support
  - Type of Keys
    - Complete an ecosystem
      - Encourages users to support other species that are essential to the survival of one they love
        - Area on the users map is unlocked and a realistic landscape is revealed
        - Unlock a set of emojis native to that ecosystem
    - Help an overlooked (“ugly”, forgotten) species
      - Users help a species that may be overlooked for more popular species
    - Hometown Hero
      - A user who has gone above and beyond in their community
    - Top Supporter
      - User who has helped the organization the most
    - Species specific
      - Earn keys for diversifying their contributions
    - Complete an organization
      - Help out each program under an organization
- Virtual Reality
  - Allow users who have contributed to an organization to be there virtually for important moments
    - Ex: Wildlife release, rehabilitation updates, before and after clean ups, etc.
    - Share beautiful scenic moments in the field
    - A day in the life, sharing life on the front lines
- Augmented Reality
  - Scavenger Hunts
    - Challenges that will encourage users to explore their local environment by identifying species and ways they could help
- Key Rewards
  - Collect keys can be used to unlock exciting rewards and opportunities
    - In field experience
      - Users will have the opportunity to have a behind the scenes hands on experience
    - Early access to new features and experiences
    - Unlock limited edition species specific merchandise
    - Unlock emojis and stickers
    - In coordination with businesses on the app (CSR), earned keys can unlock a tiered reward based program