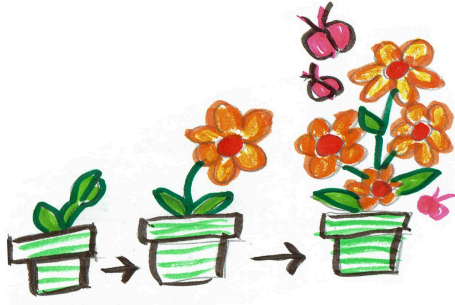


Gamification concept

I decided to build off of Happy Being's existing flower logo and design a simple game that would invoke growth. A garden that the user would nurture as they nurture their own wellbeing- a Wellbeing Garden.

Game outline:



Question # 1-->Question # 2 ----> Finished flower

- Earn a unique Healthy flower for each of the 8 assessments you finish
- Once your flower is at its healthiest state you can choose a place in the garden to plant your flower
- Keep your flower at its healthiest state (by completing tasks) to attract butterflies to your flower
- Earn decorations (prize) for your garden through completing tasks through-out the other sections of the app: mind space, my coach and journal (like a garden gnome, bird house, pinwheels, etc.)

The garden is the user's own leaderboard. as he keeps his garden in a healthy state, his mind is in a healthy state. The user can rearrange his garden and decorations and even better...

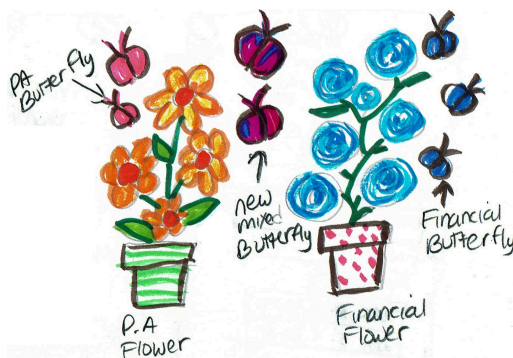
The Game Meta for later exploration:

For each assessment flower kept at its healthiest stage it attracts its own butterfly (like a healthy mind attracts good fortune)

BUT

when two healthy assessment flowers are placed together they create a unique butterfly.

For example:



A healthy personal assessment flower attracts a red butterfly.

A healthy financial flower attracts a blue butterfly.

When you place these healthy flowers next to each other in the garden they will attract purple butterflies as well as red and blue butterflies.

And so on. Instead of competing with other users on a leaderboard, users can share their snap shots of their

gardens as they decorate them* and to capture pics of unique butterflies because if the flower doesn't remain healthy, the butterflies disappear. Now at some point (TBD) users can earn fruit trees that will attract unique birds. Etc. I just wanted to get the basic architecture of the game down.

Edge questions:

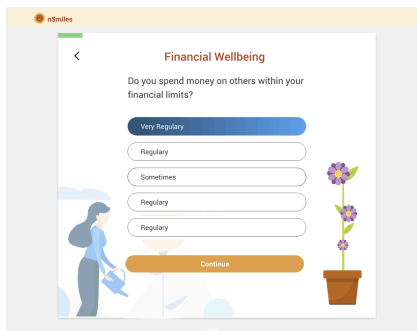
1. **Flowers shouldn't "die", but what happens if the user does not keep the flower at its healthiest state?**

Instead of dying, the flower moves backward in progression. For example: the flower starts at a seed...grows to a sunflower... grows to a sunflower bush (at its healthiest). If the user neglects this flower, the sunflower bush becomes just a flower and finally back to seed, and re-growth only happens when you nurse that track by completing tasks.

2. **Can users plant flowers that aren't yet at their healthiest state? Example: if a user only completes Part of an assessment, can he take the flower at that growth stage and plant it?**

At this stage in development, no- let's keep it simple. We can test this out in later iterations.

PRESENTATION OF GAME TO STOCKHOLDERS



LO-FI Prototype

I used Marvel to build a [prototype](#) incorporating their existing UI for the sample questions a user answers in order to reach the end of an assessment. Showing a flower growing from a bud to a full "healthy state" flower, and finally a confirmation screen at the end of the questionnaire.

The stockholders enthusiastically bought into the "garden" game concept.

My next steps:

- Create the Hi-fi designs for the gamification assets
- Implement these assets into iconography for the assessment tracks
- Determine how to introduce the concept of the game to the user

RE-DESIGN actions of assessment MENU SCREEN:

My main goals in redesigning the menu screen was to:

Icon for
Personal Relationships
assessment track



Base color used for
progress bar on PR
track and screens
for PR reports, etc.



- Introduce the gamification elements for each track - a different flower icon/base color for each track
- Edit and use clearer language to describe each assessment track
- Only offer the "personal relationships" track for the "free" version of the app, all other assessments are shown to be locked and

- the user would be prompted to sign up in order to take any other assessment.