

# Branding

# Cozee - Platform Design Document

**Name:** Cozee

**Slogan:** Explore your inner designer

**Vision:** The creative hub where interior design enthusiasts playfully connect, express, and explore their design passion.

## Intro

**Cozee isn't just a game. And it's not just an app.** It's a **creative sanctuary**—a hybrid platform where game mechanics serve a deeper purpose: unlocking and celebrating the personal design flair of every user.

In a world overflowing with interior inspiration—from Instagram scrolls to Pinterest boards—Cozee transforms passive dreaming into **active creation**. It offers a tactile, emotional, and rewarding space where users can express their vision, share it with others, and grow into the designers they've always dreamed of becoming.

We built Cozee **first and foremost for modern creative women aged 25–40**—people who juggle many roles, yet crave a peaceful space to dream, design, and feel seen. This audience shaped our emotional core, feature set, and product philosophy.

**But Cozee isn't only for them.** It's for anyone who finds joy in beauty, story, and self-expression:

- The design lover who's never had the tools to bring their vision to life.
- The gamer who values **expression and aesthetic mastery** as much as strategy.
- The curious mind exploring different cultures, moods, and spatial identities.
- The quiet builder who thrives on collecting, curating, and crafting personal sanctuaries.
- And the **aesthetic appreciator**—who finds joy in browsing beautiful designs, giving thoughtful feedback, and soaking up creative energy.

**Our mission:** Let every user feel like a designer—no matter their skill, background, or creative habits.

# Overview

# Overview

Cozee is a mobile-first creative platform built for interior-design enthusiasts. It blends intuitive creation tools, social connection, and gamified progression to create a vibrant, aspirational world. While it features challenges, currencies and social systems, its heart is a creative sandbox—a place to explore, express, and evolve your design identity.

Users design with a mix of assets, including **select real-world products from partner brands**—adding a layer of tangible inspiration and potential purchase alongside expressive play.

## Core experience in 60 seconds:

- **Design & Personalize** - Drag-and-drop décor, furniture, and finishes—some of which are real-world products from brands—into beautifully rendered spaces. Solve curated design challenges or explore community-made ones.
- **Create & Share** – Build your own spaces — custom challenges with rules, themes, and vibes you define. Share them with the community to spark trends, test taste, or tell a story.
- **Vote & Connect** – Participate in community voting by reacting to other users' designs with emoji-based “Vibes.” Help others grow while gaining inspiration and insight into your own creative style.
- **Earn & Unlock** – Progress by earning free currency, XP and tokens—unlocking new assets, special Atelier items.
- **Share & Inspire** – Submit your completed layouts for community voting, browse a TikTok-style feed of top designs, exchange items with friends and spread positivity through “vibe checks.”
- **Showcase & Track** – Curate your personal Atelier (portfolio home) and Visionboard (story progress map) to highlight favorite pieces, ongoing projects and unlocked story arcs.

Users

# Users - Designers

Cozee is crafted around the emotional and behavioral drivers of our core audience—primarily women aged 25–40. The platform's structure, systems, and aesthetic choices are intentionally designed to fulfill the inner needs of creative expression, aspirational fantasy, mastery, connection, and sensory delight.

Through user research and behavioral analysis, we've identified five primary archetypes that guide our feature design and content strategy. These personas aren't just demographic labels—they represent the core jobs-to-be-done our product serves.

While our initial design focuses on this specific audience, the emotional needs Cozee addresses are universal. Our long-term vision is to expand the platform to welcome anyone with a love for intentional design, aesthetic exploration, and creative storytelling—regardless of age, gender, or background.

## Initial User Archetypes

- **Creator / Artist (32 %)** 🎨

**Who they are:** This user has an innate drive to create and **express their inner vision**. It's not just about aesthetics, but about **materializing ideas** and **leaving a personal mark**. They value intuitive tools that let them **finely tune every detail**, and they enjoy both the **process of creation** and the **final result**. They're motivated by the ability to transform an empty space into something beautiful and uniquely theirs.

**How Cozee serves them:** We empower them with a robust design toolkit that allows for precise, fine-tuned expression, letting them leave a personal and unique mark on every creation.

- **Dreamer / Escapist (27 %)** 🌙

**Who they are:** This user seeks an **escape from everyday life**, craving the chance to **explore idealized environments and lifestyles**. They **daydream** about perfect rooms and **enjoy low-risk experimentation** with different identities and aesthetics. Cozee acts as a **"what-if" portal**, letting them craft tranquil nooks and spaces that **reflect their deepest aspirations**.

**How Cozee serves them:** We feed their desire for escape by offering narrative-driven "Space Stories" and the tools to craft the tranquil, idealized environments they aspire to inhabit.

- **Socializer / Community Seeker (18 %)** 🤝

**Who they are:** While they can play solo for relaxation, this user highly values **connecting with others**. They want to **share their creations** with kindred spirits,

receive positive feedback, and spark inspiration through others' work. They're drawn to mechanics that foster positive interaction, cooperation, and a sense of belonging to a supportive, non-toxic community.

**How Cozee serves them:** We connect them with a supportive, non-toxic community where they can share creations, receive positive feedback, and feel a true sense of belonging.

- **Achiever / Optimizer (15 %)** 🧠

**Who they are:** This user finds satisfaction in progress, skill-building, and hitting personal milestones. It's less about topping leaderboards and more about seeing concrete improvement and feeling their mastery grow. They appreciate systems that reward thoughtful play and enjoy the feeling of being competent—and a bit clever—when they crack the game's mechanics.

**How Cozee serves them:** We reward their drive for mastery with clear progression systems—XP, badges, and milestones—that unlock meaningful new tools and provide a tangible sense of growth.

- **Aesthetic Connoisseur / Explorer (8 %)** 👁

**Who they are:** With a keen eye for beauty and detail, this user is attracted to visually polished games featuring beautiful items, thoughtful lighting, and rich textures. Clunky interfaces or illogical systems will frustrate them. They delight in browsing extensive, well-presented asset libraries and uncovering different styles and possibilities Cozee offers.

**How Cozee serves them:** We delight their keen eye with high-fidelity assets, polished interactions, and rich, browsable libraries, ensuring the experience itself is as beautiful as the designs they create.

These archetypes represent our initial user base—the foundation upon which we'll build toward a broader, more socially-driven community.

# Core Concepts

To build a world that truly serves these users, we've established a set of core features and systems. Understanding these key terms is essential to understanding how Cozee delivers on its promise of creative fulfillment.

## Main terms

**Item:** Anything a user can place in a Space to furnish it—vases, chairs, curtains, plants, décor pieces, etc. All assets that designers drag-and-drop into a room are Items.

**Space:** A **Space** is a single design challenge in Cozee: a blank room that the user must furnish according to its rules and objectives. Spaces are the core “levels” of the experience, and can vary widely in purpose, format and constraints. Below is an expanded breakdown:

- **By origin:**
  - **Main Spaces:** Crafted by our design team to introduce new mechanics, assets or story beats. These form the backbone of each Space Story.
  - **Community Spaces:** Created and shared by users themselves. They foster community creativity and provide endless variety—plus they cost one Token to generate.
- **By Narrative Grouping:**
  - **Story Spaces:** Bundled into Space Stories with a shared narrative, characters and visual theme. Completing all Story Spaces unlocks special rewards and advances the overarching plot.
  - **Standalone Spaces**  
One-off challenges that don't tie into any Story. Ideal for quick play, themed events or community drops.
- **By Restrictions:**
  - **Unrestricted Spaces:** No special rules—build however you like with any owned Items. Great for freeform play and creative exploration. The only limit there is that a design needs to have 5 items to be valid.
  - **Restricted Spaces:** Impose design constraints such as:
    - **Colour quota** – e.g., include at least **three red items** in the room.
    - **Required furniture types** – e.g., design must feature a **rug, sofa, and coffee table**.
    - **Budget cap** – e.g., total cost of all items must stay **under 10 000 Coins**.
    - **Other twists** – brand-only items, seasonal themes, time limits, etc.
- **By Item use:**
  - **Core Spaces:** Placing an Item consumes one of its available uses, and once you've used them all you must purchase a new 5-use pack or earn additional uses through rewards.
  - **Unlimited Spaces:** Items can be placed freely without consuming any uses, offering a pure sandbox environment.

**Space Story:** A narrative arc made up of multiple Spaces with a shared theme and recurring characters. For example, a Story might follow “Janni from Helsinki” through furnishing his

living room, bathroom and terrace—each of those is a Space, together forming a Space Story.

**Design:** The completed furnishing of a Space by a user. Think of it as a finished interior-designer's project: once the user submits their Design for voting, it's judged by the community.

**Design Report Card:** A detailed summary that users receive 24 hours after their Design's voting period ends. The report shows how the Design performed in each category (Color, Layout, Vibe/Concept, etc.) based on community voting, along with any medals earned (Gold, Emerald, Diamond). This feedback helps users understand their strengths and areas for improvement.

**Item use:** When the user “buys” an Item, the user receives 5 uses of that Item. Each time the user adds the Item to a Design and submits, one use is consumed. The user can hold up to 5 purchased uses of any one Item, but rewards (e.g. from quests or Space Stories) can allow the user to exceed that cap.

**Visionboard:** The user's progress dashboard. It displays thumbnails for each Space Story—when the user clicks a Story, it expands to show all its Spaces and indicates which have been completed and which remain. Only Story-linked Spaces appear here.

**Atelier:** The user's personal showcase canvas. Here, the user arranges a virtual room using any Items they have unlocked or purchased, highlights favourites, and opens “doors” into galleries displaying their selected designs.

## Game Economy

**Coins (Free Currency):** Earned by the user through completing Designs, voting, finishing Space Stories, etc. Used to purchase Item uses.

**Diamonds (Premium Currency):** Used by the user to unlock cosmetics, and to acquire Tokens for extra functionality (undo/redo, favourite-Items groups, community spaces generations).

**XP (Experience Points)** - Experience points awarded to the user for playing: finishing Spaces, voting, high scores, and Space Story milestones. XP fuels the user's profile level, unlocking new tools, products and features as the level increases.

**Tokens:** Special consumables that the user spends on advanced actions—e.g. generating Community Spaces or performing undo/redo. Creating a Community Space consumes one Token; each undo or redo action also consumes one Token.

These systems form the **building blocks** of the Cozee platform—supporting freeform creativity, narrative storytelling, and social play. Whether designing your first space or crafting a multi-room Atelier masterpiece, every mechanic is here to empower expression.

# Core Platform Mechanics

## 1. Design & Decorate (3D Room Design Tool)

At the heart of Cozee is an intuitive 3D design interface where users can transform empty rooms into beautifully styled interiors. With smooth drag-and-drop controls, furniture and décor placement is seamless. Precision tools allow for rotation, vertical placement, and fine-tuning the position as trackpad—supporting both quick layouts and intricate artistic compositions.

This isn't just a tool—it's a **canvas for expression**. Whether tackling a Main Space challenge, refining a personal Atelier, or exploring an unrestricted sandbox, every interaction feels tactile and rewarding.

This loop supports:

- **Dreamers**, by letting them manifest their ideal, serene spaces.
- **Creators**, through deep creative control and personal expression.
- **Aesthetic Connoisseurs**, via high-fidelity assets and polished interactions.

## 2. Share & Judge (Voting Loop)

Once a user has designed a space—whether for a challenge, their Atelier, or personal exploration—the next step is to share it and gather feedback. That's where Cozee's community-powered **voting system** comes in.

Cozee's voting is designed to be quick for users and meaningful for creators. During voting, each user is shown **one design at a time** and can either:

- **Select one or more emoji-based "Vibes"** to describe what they like about the design, or
- **Skip** the design if they prefer not to vote on it.

Each Vibe is a clear, emotion-driven reaction that falls under a visible design category—such as Color, Layout, or Concept. Voters know exactly what each emoji represents, so feedback is both intuitive and transparent.

### Example "Vibes" and their Parent Categories:

- "Beautiful color harmony," "Striking contrast" -> 🎨 Color Category
- "Creative layout," "Great use of space" -> 🏠 Layout Category
- "Cozy feeling," "Bold statement" -> ✨ Vibe/Concept Category

This keeps the voting action quick and intuitive for the voter, while generating deep, multi-faceted data for the creator.

After a 24-hour voting period, the votes are aggregated. The creator receives a detailed **Design Report Card** that shows how their creation performed in each individual category.

**The Reward Tiers are awarded per category:**

For each category (Color, Layout, Vibe, etc.), the design is assigned a tier based on its performance within that specific category.

- **Gold Medal Tier:** If a design excels in a category, it earns a Gold Medal *for that category*, along with a significant bonus of Coins and XP.
- **Emerald Medal Tier:** For exceptional performance in a category, granting an even larger reward and the prestigious Emerald Medal.
- **Diamond Medal Tier:** The ultimate accolade for achieving near-perfection in a single category, providing top rewards.

This means a single design can earn multiple accolades: for example, a **Diamond Medal** in Color and a **Gold Medal** in Layout. This system celebrates specific strengths and gives creators clear, actionable feedback on where they shine and where they can grow. The total reward is the sum of the rewards earned across all categories.

This loop serves:

- **Socializers**, by enabling thoughtful, rewarding interaction.
- **Achievers**, by providing feedback-based recognition and milestone progression.

### 3. User Generated Content (Community Challenge Creation)

Some users want more than just decorating—they want to build immersive experiences and share them with others. In **Community Spaces**, users start by choosing a pre-made 3D room template, complete with predefined camera angles and structural elements. They then describe the space using a guided set of questions, covering aspects like mood, style, lighting, and outdoor views. Based on their input, Cozee generates a series of rendered image views—turning a neutral scene into a personalized, visually rich environment.

Users can refine and iterate on these images to fine-tune the atmosphere and setting. Once satisfied, they can furnish the space using Cozee's design tools and publish it as a playable challenge for others.

In the future, users will be able to create or edit their own templates from scratch, giving them full control over layout and room design. This evolution transforms users into world-builders, enabling them to shape not just a room, but the entire design experience others will step into.

This empowers:

- **Creators**, to lead with vision and influence community trends.
- **Socializers**, to spark dialogue, sharing, and group play.

Over time, Community Spaces become a library of niche content that reflects the full range of aesthetic identities and play styles in Cozee's user base.

## 4. Connect & Express (Social Layer)

Cozee's social ecosystem fosters **supportive, inspiration-focused interaction**. A visually dynamic feed showcases trending Designs in a fast-scrolling, immersive format. Users can follow other designers, exchange comments and reactions, explore shared Ateliers, and even create personal "Magazines"—curated showcases of their best Designs and stories.

Looking ahead, Cozee will expand its social features to include tools for deeper community building. Users will be able to create **design clubs**—small, interest-based groups where they can collaborate on private challenges, exchange ideas, and build long-term creative relationships. Additional social tools like messaging and friend systems will help users stay connected and inspired across the platform.

This loop drives:

- **Socializers**, through belonging and identity formation
- **All archetypes**, by enabling recognition and community validation in a non-toxic space

The focus is always on **vibe-first positivity**, not competition.

## 5. Track & Grow (Visionboard Progression)

While users can engage freely with Community Spaces, **progression is anchored** in official developer-curated content. These **Space Stories**—multi-part narrative arcs—are visualized in the **Visionboard**.

The Visionboard acts as the user's personal design journey map:

- See which Stories and Spaces have been completed
- Track rewards earned and next unlocks
- Discover new narrative drops as they're released

This progression model serves:

- **Achievers**, by giving clear goals and tangible milestones
- **Dreamers**, by presenting story-rich, aspirational content to explore

# Design & Decorate

# Design & Decorate

At the heart of Cozee is an intuitive 3D design interface where users can transform empty rooms into beautifully styled interiors. With smooth drag-and-drop controls, furniture and décor placement is seamless. Precision tools allow for rotation, vertical placement, and fine-tuning—supporting both quick layouts and intricate artistic compositions.

## Overview

- Users enter a fully 3D Space with a fixed camera view for mobile-friendly simplicity.
- They can add, delete, move, and rotate Items using intuitive touch controls.
- All available Items are browsable in a catalog; unowned Items can be freely placed and tested within the Space, but must be purchased before final submission.
- Designs can be re-submitted, but base completion rewards apply only once per Space.
- If a submission beats a previous personal high score, the delta in performance rewards is granted. (more about that in the next section: Voting)

## Core Furnishing Features

### Placement & Movement

- **Drag-and-Drop:** Place Items on valid surfaces by dragging them from the catalog into the scene.
- **Vertical Move:** Lift or lower objects (e.g., place a vase on a table or shelf).
- **Rotation:** Rotate Items along their primary axis (when supported). Some Items, like pillows or decorative pieces, allow multi-axis rotation for finer visual control.
- **Snap-to-Surface:** As users drag an Item, valid placement zones (floors, walls, ceilings) are highlighted for intuitive snapping.
- **Undo/Redo (Token-based):** Users can undo or redo their last action while placing or adjusting Items. Each action consumes one Undo/Redo Token.
- **Ambient Effects:** Sound effects and subtle animations enhance the tactile experience of furnishing.
- **Themed Soundtrack:** Background music adapts to the Space's mood—e.g., rain ambiance for a rainy apartment—enhancing immersion.
- **Group Move:** Move multiple selected Items together—ideal for repositioning sets like a dining table and its decorations.
- **Draft Saving:** Save multiple in-progress versions of a Design per Space for safe iteration and experimentation.
- **Swap Item in-place:** Replace a placed Item with another while keeping its position and orientation.

### Precision Tools & UX

- **Pinch or button-based zoom:** Users can easily zoom in to interact with small Items or those placed far in the room, ensuring precise editing and placement regardless of size or distance.
- **Users can make fine adjustments using trackpad-style gestures:** sliding a finger left or right rotates an Item, while moving up/down or side-to-side shifts its position with high precision. This enables detailed placement without overwhelming the screen with interface elements.
- **Lock Item Position toggle:** prevents accidental movement by locking an Item's position once it's been placed, ensuring that fine-tuned layouts remain untouched during further adjustments.

## Purchasing, Inventory & Catalog

### Buying & Using Items

- Purchasing grants 5 uses per Item.
- "Buy All Needed" option allows users to instantly purchase all missing Items required for their current Space in one tap—even before deciding to submit the Design. This simplifies the creative process and removes friction.
- Clone existing Item (costs additional Item Use).
- Unpurchased Items are clearly marked in-scene for clarity.

### Design Submission Flow

- Users may submit a Design multiple times for the same Space.
- Base rewards (XP, Coins) are granted only once per Space.
- Before submission, users can test any Item, but must purchase missing ones to finalize the Design.
- If the user **surpasses their previous best score (medal)**, they receive **performance-based rewards** (only the delta is rewarded).
- A **"Buy All Needed"** button allows users to instantly purchase all required Items in one tap.
- Users can publish design with optional caption/story which will be visible on the social feed
- Once submitted, the Design enters voting and is added to the public feed.

### Catalog Features

- **Item Cards:** Display each Item with a thumbnail, brand name, price (in Coins or Diamonds), remaining uses, and unlock level if not yet available.
- **Filters:** Users can refine the catalog by category (e.g., chairs, tables), color, room type, brand, style, material, price range, and keyword search.
- **Sorting Options:** Default sort is by our recommendation. Users can also sort by price (low to high or high to low). Owned Items are always prioritized at the top of the catalog for easy reuse and inspiration.
- **Favorite Items:** Users can mark specific Items as favorites to quickly locate them in future projects or filter views.
- **"More Like This" Suggestions:** The catalog may recommend similar Items based on a user's past selections or design style.

## Rewards & Submission

### Currency & Feedback

- Coins are used to buy Item Uses.
- XP granted on each first submission of the design for the Space
- Sometimes, optional Item Uses may be granted as part of the reward bundle, depending on the type of Space completed.

### Performance-Based Rewards

- Scores are calculated 24 hours after submission, following the completion of the community voting period.
- Surpassing prior personal best grants bonus XP, Coins, Diamonds, or Tokens based on the difference.

## Planned Additional Features

These features are not part of the initial release but are designed to expand Cozee's creative depth, personalization, and community support over time:

- **Wallpaper & Wall Paint Customization:** Users can personalize walls with different colors, materials, or patterns to further control the room's mood and style.
- **Community Help Option:** Users can request input or inspiration from other users while working on a Design. This opens a lightweight social layer for feedback without pressure.
- **Dynamic Backgrounds:** The scenery outside the room dynamically changes to match the Space theme or mood—for example, a rainy terrace, a sunset-lit city skyline, or a forest retreat. The background can be animated to further develop immersiveness.
- **Smart Recommendations:** The catalog will suggest relevant Items based on the user's preferred styles, recent behavior, and Space type—making discovery more intuitive and personalized.

# Voting

## Overview

Cozee's voting system creates a rewarding, vibe-first experience for both voters and designers. Once a Design is submitted, it enters a 24-hour public voting period. During this phase, other users are presented with **voting sessions**—small curated groups of Designs from the same challenge (typically 5 per session).

## Interaction Flow

- **Voting Sessions:** Each session presents five Designs from the same Space.
- **Vibe-Based Emoji Feedback:** Users view one Design at a time and can select one or more emojis ("Vibes") to express what they appreciated—e.g., *Color Harmony*, *Great Layout*, or *Strong Mood*. Users can also skip Designs they don't wish to rate.
- **Post-Vote Reveal:** After casting votes for a Design, users see a quick animation showing its current score tier, the creator's name, and any caption. Users may then like or comment on the Design, similar to the social feed.
- **Custom Voting Categories** (*Community Spaces only*): Community Space creators can define which Vibe categories are enabled, allowing custom judgment criteria.

## Rewards for Voters

- **Voting Completion Bonus:** Completing a full session of 5 votes grants free currency (Coins) and XP.

## Designer Rewards

Designs are evaluated based on the emoji Vibes received during the voting period. Each Vibe maps to a broader aesthetic category—such as Color, Layout, or Vibe/Concept. These are **flexible and evolving** categories, used to generate a **Design Report Card** after voting concludes. When results are available, the creator will receive a push notification to review their performance and medals earned.

### Tiered Medal System

Designs can earn recognition separately in each category. For every category where the Design performs well, it may earn one of the following medals:

- **Gold Medal** – Strong category performance; awards bonus Coins and XP.
- **Emerald Medal** – Outstanding performance; grants higher rewards.
- **Diamond Medal** – Near-perfect execution; top-tier recognition and rewards.

A single Design may receive medals in multiple categories independently (e.g., Diamond in Color, Gold in Layout). There is no overall score or total reward tier—each category stands alone to highlight the creator's distinct strengths.

### Resubmissions & Reward Delta

If a user resubmits a Design for the same Space, only the **improvements** in category performance are rewarded. Cozee compares the new Design Report Card to the previous best and calculates rewards based on the **delta**:

- If a category had no medal in the previous submission and now earns one (e.g., Diamond), the full reward for that medal is granted.
- If a category improves in tier (e.g., from Gold to Emerald), the user receives the difference in reward value between the two tiers.
- Categories that remain the same or drop in medal tier do not grant additional rewards.

This system ensures fairness, encourages iteration, and celebrates growth without exploiting repeated submissions.

## Moderation & Safety

- **Reporting:** Any voter can report a Design or user if it violates community standards or Terms of Service.
- **Review Queue:** Reported content is sent to moderation for review before further exposure.
- Future tooling may include auto-flagging for offensive text or abnormal voting patterns to maintain a healthy ecosystem.

The voting system fuels positive feedback loops, empowers community judgment, and connects users through shared aesthetic sensibilities—all while contributing to fair progression and platform safety.

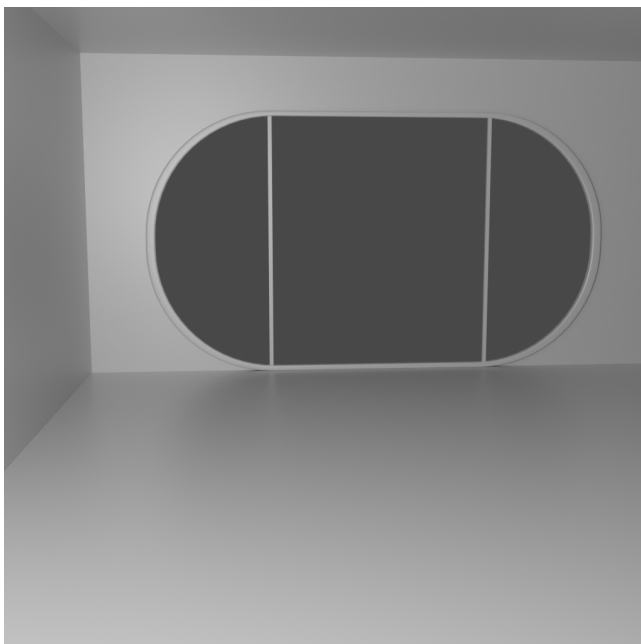
# User Generated Content

## Overview

Community Spaces empower users to become creators. Users can design and publish their own Spaces using pre-made templates and a simplified creation flow. This allows for an endless variety of design experiences tailored by the community itself.

## Creation Flow

- **Template Selection:** Users start by selecting a pre-made room template with fixed architecture and camera angle (such as this on the picture below).
- **Scene Description:** The user fills out a set of guided prompts describing the atmosphere, style, or intended story of the Space - depends on the Space layout itself.
- **AI Iteration:** Based on the user input, Cozee generates several rendered image variants of the Space. Users can select their preferred variant and provide additional feedback comments to refine specific elements (lighting, colors, mood, etc.). The AI then generates new iterations based on this feedback. Users have a limited number of iteration rounds to perfect their vision.
- **User Iteration Limits:** Each Community Space includes a fixed number of user iterations—design attempts available per user—encouraging quality entries and fair participation.
- **Test & Publish:** Users can optionally furnish their space first to test how it works. Before publishing, they write a title and description for their Community Space, then publish it as a public challenge for the community.
- **Custom Voting Categories:** Space creators can choose which Vibe categories will be active during voting (e.g., "Mood," "Layout," or "Color")—shaping how designs in their Space will be judged.
- **Token Usage:** Creating a Community Space consumes one Token. Token balance is shown during creation, with options to earn or purchase more.



## Creator Rewards

- **Publishing Reward:** Posting a Community Space currently grants XP. Other rewards such as Tokens or premium currency may be introduced in future updates.
- **Engagement Milestones:**
  - When a Community Space reaches thresholds for completed user Designs (e.g., 10, 50, 100), the creator receives additional rewards.
  - These rewards scale with engagement and may include XP, Tokens, and Diamonds.
- **Long-Tail Incentive:** Spaces that continue to attract Designs over time may generate passive creator bonuses to encourage long-term value.

## Extended Creative Controls

### (Optional) Features Users Can Leverage in the future:

- **Create custom room layouts instead of using templates** - users can design unique floor plans, wall configurations, and architectural elements from scratch
- **Set custom camera positions** - define how other users will view and navigate the Space, creating multiple viewpoints or highlighting specific focal areas
- **Assign required items** - mandate specific furniture pieces or décor that all participants must include in their designs
- **Define budget caps or item categories** - limit spending to create affordable design challenges, or restrict participants to specific furniture types (e.g., "vintage only" or "no electronics")
- **Lock certain furniture placements** - fix key elements like fireplaces or built-in bookshelves that participants cannot move or remove
- **Personalize with custom cover images and descriptions** - upload hero images and write detailed briefs that set the scene and inspire participants
- **Enable background ambiance or soundtracks** - add custom audio that plays while users design in the space, enhancing the creative mood
- **Define interaction zones** - specify areas where certain types of items can or cannot be placed (e.g., "no furniture near windows" or "dining area must remain clear")
- **Control lighting and atmosphere** - adjust time of day, weather conditions, or seasonal settings to create specific moods
- **Enable collaborative challenges** - allow multiple users to work on the same space together
- **Create staged reveals** - publish challenges that unlock additional rooms or areas as participants complete initial sections

Community Spaces represent the next layer of Cozee's creative expression—empowering users to move from designers to directors, creating entire scenarios for others to interpret and reimagine. All Community Spaces will be public by default at launch, but future updates may allow creators to publish private challenges visible only to friends, invitees, or members of specific design clubs.

# Social Layer

## Overview

Cozee is built as a positive, creator-first social ecosystem. Social connection isn't an afterthought—it's woven into the core of how users share, celebrate, and grow as designers. From reactions and comments to collaborative clubs and personalized magazines, Cozee empowers users to express, connect, and build lasting creative bonds.

The platform supports lightweight feedback (likes, emojis), deeper communication (comments, friend interactions), and community curation (magazines, clubs, challenges). The system is designed to be welcoming, emotionally rewarding, and free from toxic competition.

## Core Social Features

- **Follow System:** Users can follow others to keep up with their latest Designs, Magazines, and Ateliers.
- **Likes & Emoji Reactions:** Every Design can be liked or responded to with a set of expressive emojis to celebrate mood, style, or standout ideas.
- **Comments:** Users can leave text comments and emoji responses to spark friendly discussion and feedback.
- **User Profiles:** Tapping a name reveals the user's profile, showcasing their Atelier, Magazine collection, badges, and follower stats.
- **Reporting Tools:** Designs and users can be reported anywhere they're shown. Reports are processed for moderation to keep the platform respectful and safe.
- **Badges & Recognition:** Users earn visual badges for milestones, which can be displayed on profiles and in-feed posts.

## Social Feed

The social feed is a dynamic, fast-scrolling visual stream where users discover:

- **Designs:** Top-rated, trending, or new submissions from users they follow or from club members.
- **Magazines:** Curated visual collections created by users or Cozee. These might feature new product drops, design roundups, or seasonal themes.
- **Ateliers:** Public showcases of users' permanent design spaces.
- **Featured Content:** Cozee may highlight top Designs by category (e.g., "Top Vibe Designs" or "Best Color Composition This Week").

### Feed Features:

- Smart algorithm surfaces relevant content based on interest, activity, follows, and club participation.
- Top-of-feed filters allow toggling by category (e.g., Home, Following, Clubs, Minimalistic).
- Comments, likes, and follows are accessible directly from each post.

- Shared Designs include their Design score only if the user has chosen to share a scored version. If a user shares a version without medals, the score is not displayed. All shared posts include the creator's name and their full description.
- Posts can be shared externally to social platforms, branded with Cozee identity.
- Internal sharing allows direct Design sharing with friends via Cozee's message system.

## User-Generated Magazines

Users can create and publish Magazines—curated collections of Designs centered around a mood, trend, item set, or story. These can act as:

- Style guides
- Personal lookbooks
- Portfolio highlights
- Product-based showcases (e.g., "My Favorite Sofas in Boho Rooms")

Magazines can be public, private, or club-shared, and may be surfaced in the feed when trending.

## Messaging & Friendship

Planned features after initial release include:

- Add friends for easier connection and sharing
- Message users directly or in group threads
- Send gifts (e.g., flowers, emoji packs)
- Borrow/share Items with friends
- Invite friends to Spaces
- Create and join clubs

These features will deepen the sense of social continuity, helping users feel connected, inspired, and supported within the Cozee community.

The Cozee social layer is not just a wrapper around content—it's the heartbeat of the platform. From a single emoji to a full Magazine, every interaction fuels belonging, growth, and joyful expression.

# Progression

## Overview

Cozee's progression system blends creative achievement with platform mastery. As users design, participate, and share, they gain experience points (XP) that level up their account, unlock new features, and open narrative content through the Visionboard. The Atelier acts as a personal showcase that evolves over time, rewarding users with new rooms and presentation features. Meanwhile, the Visionboard serves as the main map for narrative progression—offering a focused, self-paced "single-player" mode, giving users a clear sense of direction and accomplishment.

## Account Progression

Cozee tracks user progress through an XP-based level system:

- **XP** is earned by completing Spaces, participating in voting, finishing Space Stories, and completing daily tasks.
- **Leveling Up** unlocks new features such as Community Space creation, Visionboard stories, and additional Atelier rooms.
- Upon each level gain, users receive **rewards** such as:
  - Free currency (Coins)
  - Premium currency (Diamonds)
  - Tokens (e.g., for Undo, Community Spaces)
  - Exclusive cosmetic items or profile elements

Progression is tied to platform-wide systems:

- Access to feature gates (Visionboard, Community Spaces, Clubs, Magazines)
- Discovery of new design mechanics
- Badges for milestone achievements

## Visionboard (Narrative Progress Map)

The Visionboard is the user's narrative journey through Cozee:

- Displays all developer-created Space Stories
- Shows thumbnails of Spaces in each Story with completion status
- Unlocks story content at specific levels
- Some Story challenges must be completed in sequence, while others can be played in any order depending on how the narrative is structured

The Visionboard makes progress feel personal and meaningful, especially for users motivated by exploration and story.



## Atelier (Personal Showcase Space)

The Atelier is a persistent, customizable space that grows with the user and evolves into a personal gallery. It is split into two functional zones:

- **Main Showcase Room:** A large space where users can freely place any furniture or decor item they have ever unlocked or purchased. This room serves as a statement of personal taste and a living timeline of collectible progress.
- **Design Archive Rooms:** Above the main room are a series of doors, each representing a separate archive space. As users level up, they unlock more doors. Behind each door is a dedicated room where users can display completed Designs that have received medals. These act as curated exhibits of their highest accomplishments.

Additional Atelier features include:

- Custom soundtracks and ambiance per room
- Interactive navigation (e.g., door or gallery transitions)
- Public viewing with reactions ("Appreciate") and comments
- Option to generate a video tour of the Atelier

The Atelier becomes a user's creative sanctuary and legacy—an ever-expanding reflection of their design journey and personal style. It is publicly viewable when others visit the user's profile, and can also appear in the social feed if the user explicitly chooses to share it.

Together, these systems reinforce the idea that progress on Cozee is not just about doing more—but about becoming more: a more capable designer, a more expressive creator, and a more connected community member.

# Core Loops & Economy

## Overview

Cozee experience is not a linear path but a series of interconnected, self-reinforcing loops. Each activity is designed to fuel the next, creating a rewarding cycle of creation, connection, and growth. Our economy is woven directly into these loops to motivate participation and reward creative expression, not to create frustrating paywalls.

We have four primary loops that serve different user motivations and timeframes:

1. **The Core Design Loop** – The foundation of creative play and engagement
2. **The Progression Loop** – The system that rewards commitment and unlocks
3. **The Social Loop** – The layer that fosters connection and visibility
4. **The Creator Loop** – The advanced system for high-agency users to contribute and shape the platform

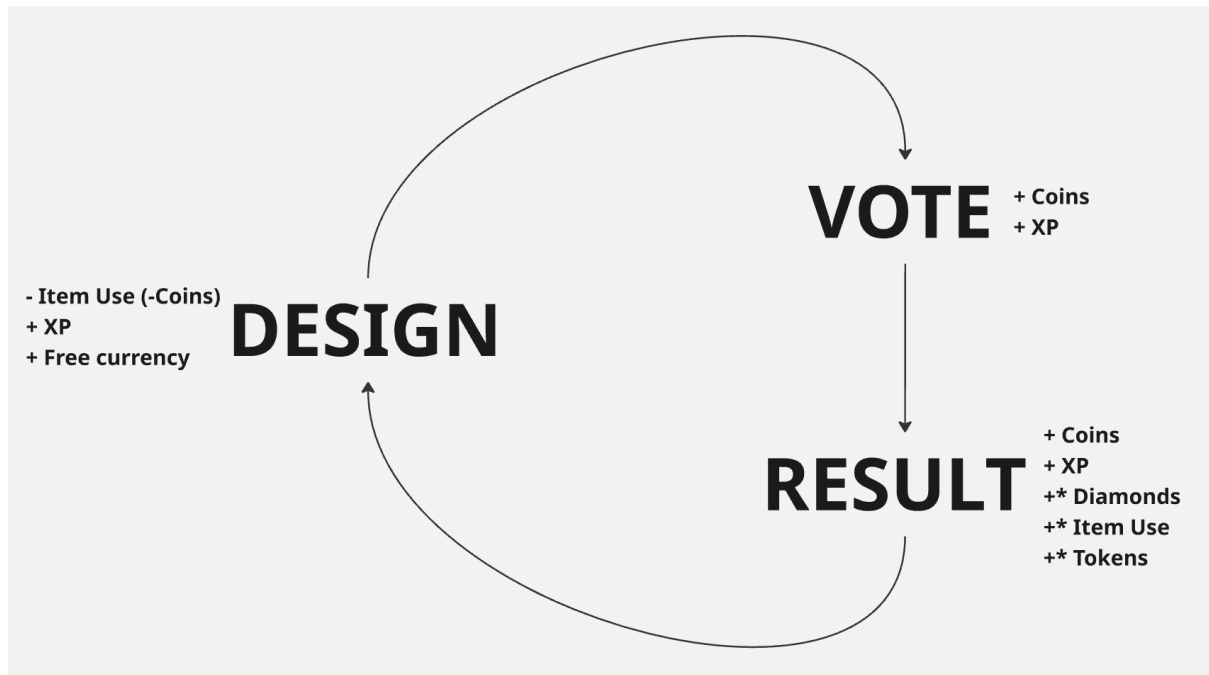
***Note:** Below are visualized game loops. A “–” indicates a user action or spend, “+” indicates a reward, and “+\*” signifies a performance-based reward.*

### 1. The Core Design Loop: The Engine of Play

**Purpose:** Make the act of designing and voting feel consistently rewarding and to fuel the entire platform's economy.

#### **Flow & Economy:**

- **Select a Space:** The user chooses a challenge.
- **Design:** Furnishing the Space using Items from inventory.
- **Spend:** Each placed Item consumes one Item Use. If out of uses, the user buys a new 5-use pack with Coins.
- **Submit:** The user publishes the Design.
- **Earn (Part 1):** The user immediately earns a flat amount of XP and Coins for participation.
- **Vote:** The user enters the voting queue and votes on other users' Designs.
- **Earn (Part 2):** Each vote earns a small amount of Coins and XP.
- **Get Results:** After 24 hours, the user receives their Design Report Card.
- **Earn (Part 3):** The user earns Coins and XP based on the medals achieved per category. Depending on performance, they may also receive additional rewards such as Diamonds, Item Uses, or Tokens.



**Payoff:** The Coins earned are recycled into purchasing more Item Uses, allowing active users to continue playing indefinitely without spending real money.

## 2. The Progression Loop: The Journey of Growth

**Purpose:** Reward sustained engagement with meaningful unlocks and long-term mastery. Primarily serves the Achiever archetype.

### Flow & Economy:

- **Earn XP:** From designing, voting, and completing challenges.
- **Level Up:** XP fills the level bar, advancing the user's Account Level.
- **Unlock & Receive:**
  - **Earn:** Users receive reward bundles with Coins, Diamonds, Tokens, and exclusive Items.
  - **Unlock:** Access to new Visionboard stories, advanced design tools, or Community Space creation.

**Payoff:** The user's world expands. New tools, stories, and systems become available, giving clear goals for long-term retention.

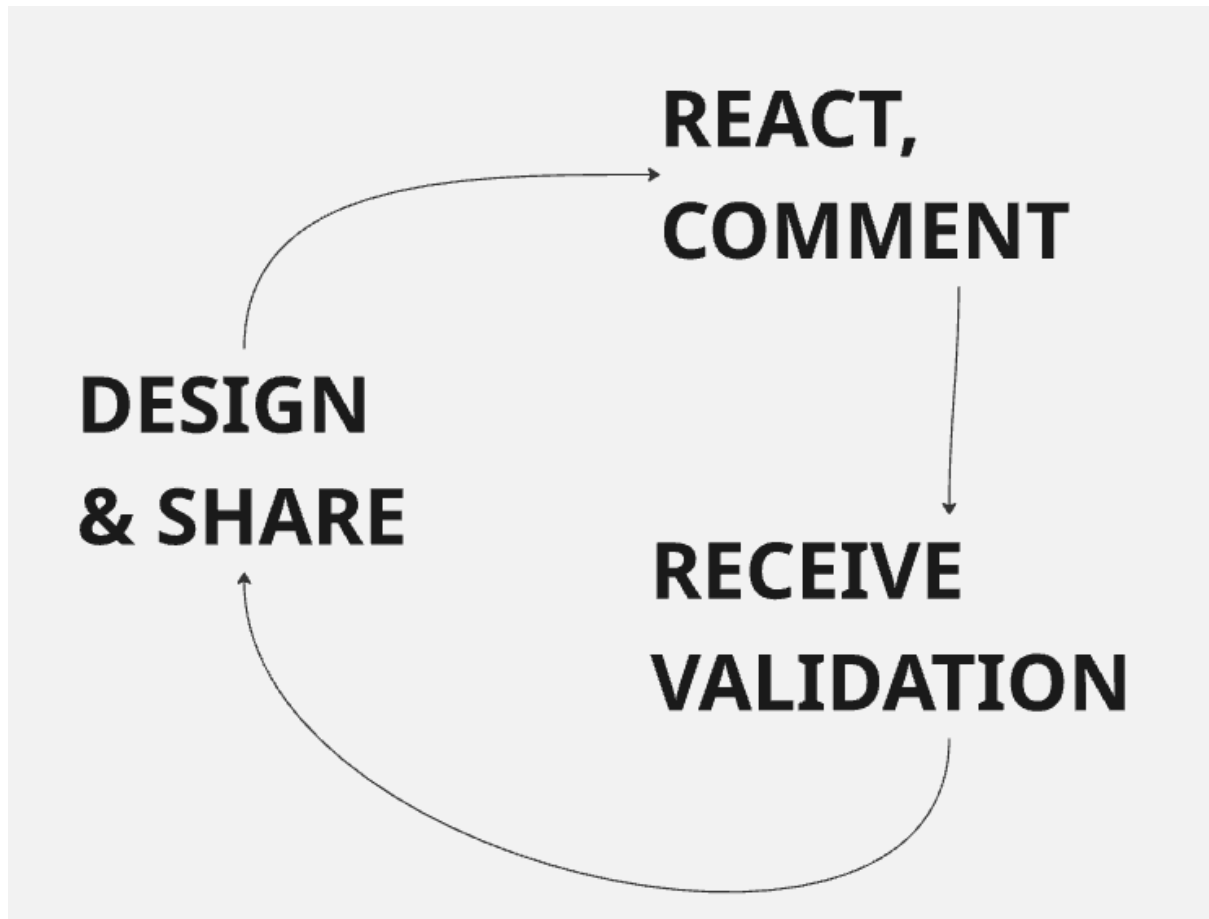
## 3. The Social Loop: The Engine of Connection

**Purpose:** Encourage sharing and positive interaction. Makes users feel seen and part of a creative collective. Primarily serves the Socializer archetype.

### Flow & Economy (Social Capital):

- **Create & Share:** Post a Design, Magazine, or Atelier layout to the Social Feed.

- **Receive Validation:** Other users react with likes, comments, and Vibe emojis. Follower count may grow.
- **Feel Inspired:** Users explore the feed for inspiration.
- **Create Again:** Validation and inspiration fuel more creative output.



**Payoff:** A cycle of recognition, identity building, and positive feedback that builds emotional investment in the community.

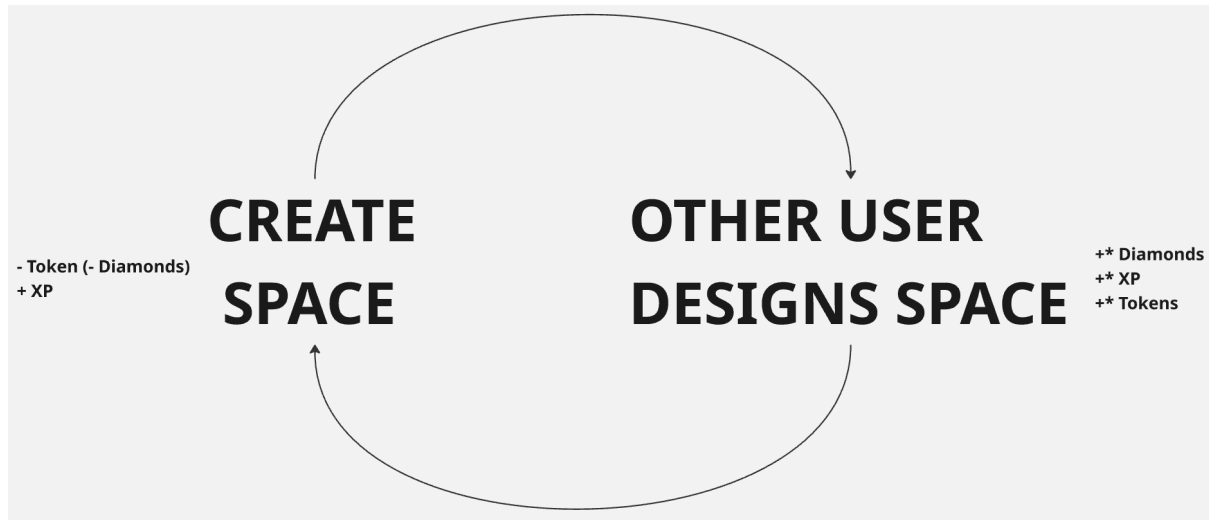
#### 4. The Creator Loop: The Endgame for Masters

**Purpose:** Enable any user to contribute their own design challenge and shape the creative ecosystem through shared content.

##### **Flow & Economy:**

- **Aspire to Create:** Any user who has unlocked the feature can build their own Community Space.
- **Invest & Publish:** Spend one Token to create and publish the Community Space.
- **Spend:** Each Community Space generation costs one Token. Tokens can be earned as rewards for high Design performance or purchased with Diamonds.
- **Earn (Initial):** Receive XP for publishing.
- **Gain Traction:** Other users discover and design within the Space.

- **Reap Rewards:** As the Space reaches participation milestones (e.g., 10, 50, 100 designs), the creator earns milestone rewards such as Diamonds, XP, and Tokens.



**Payoff:** A successful creator becomes a content engine for the platform. By earning back more Tokens than they invested, they are incentivized to create a continuous stream of high-quality challenges for the entire community.

## Premium Currency: Diamonds

Diamonds are a performance-based reward granted to users who consistently create high-quality Designs. They serve as Cozee's premium currency and can be used for:

### Gameplay Boosts:

- Purchasing Tokens for Community Space creation
- Purchasing Tokens for Undo/Redo actions

### Customization & Expression:

- Custom profile borders and profile page backgrounds
- Custom emojis for voting
- Signature design stamps (e.g., "by Elara")
- Personalized soundtracks for the Atelier or Community Spaces
- Unique animations for shared Designs in the feed (e.g., sketch reveal)
- Entrance animations when users visit your profile or Atelier

### Social & Visibility Enhancements:

- Additional emoji reactions for voting
- Comment stickers (e.g., kudos, sparkles, roses)
- Creating custom product groups for faster furnishing
- AI-powered suggestions during design
- Custom UI themes or skins
- Custom templates for creating design Magazines

- Promoted Cozees or Banners for personalized Community Spaces

Diamonds are designed to offer depth, expression, and convenience without compromising fairness—rewarding dedication and performance while preserving Cozee’s creator-first philosophy.

# Monetization

## Philosophy

Cozee's monetization strategy is designed to support long-term sustainability while staying true to its user-first and creativity-focused vision. Our approach centers around rewarding engagement, offering optional convenience, and creating emotional value through personalization—not pay-to-win mechanics.

We monetize by offering:

- Meaningful cosmetic and customization content
- Convenience upgrades that respect time, not skill
- Premium access to expression, curation, and identity features

The core gameplay loop is fully accessible without spending.

## Core Revenue Streams

### Direct Coin Purchases

Users can purchase Coins directly for convenience. This allows users to:

- Skip voting sessions when they want to progress faster
- Buy additional Item Uses for decorating
- Acquire more freedom when trying out new furnishing combinations

Buying Coins does not bypass skill or performance—it simply gives users more flexibility in how they engage with the core loop.

### Premium Currency (Diamonds)

Diamonds can be earned through performance-based rewards or purchased directly. They can be spent on:

- Tokens (for Community Spaces, Undo/Redo)
- Cosmetic upgrades (profile borders, soundtracks, UI skins etc.)
- Atelier upgrades (animations, themes, signature stamps)
- Voting effects and custom reactions

### Design Pass (Seasonal Battle Pass)

- Unified progression track with two reward types: Free rewards available to all users, and Premium rewards accessible with a paid pass.
- Premium track unlocks additional rewards such as unique cosmetics, profile upgrades, and Diamonds.
- Progression is tied to daily/weekly creative tasks (e.g., submit 3 Designs, vote in 5 sessions)
- Premium pass is purchased with real currency and renews each season

### **Cosmetic Store (Standalone purchases)**

- Profile page themes
- Magazine templates
- Atelier-exclusive furniture and animations
- Special ambient sound packs
- Sticker packs for comments and clubs

### **4. Ad-Based Monetization (Optional)**

- Watch ads to earn Coins, XP, or temporary boosters (e.g., free Undo, item preview)
- Integrated as opt-in only

### **5. Bundles & Offers**

- Time-limited themed bundles (e.g., "Modern Loft Pack")
- Starter packs for new users
- Deep discounts tied to milestones (e.g., Level 10 Exclusive Bundle)

### **Balance & Fairness**

- Diamonds and premium features do not impact competitive results
- Voting and performance systems remain blind and merit-based
- Core creative expression remains fully free

Cozee's monetization is built to be additive—not restrictive—ensuring paying users enhance their experience without alienating non-paying users. The result is a fair, rewarding system where users feel empowered to invest in beauty, identity, and convenience.

# Conclusion

## Conclusion: A Home for the Inner Designer

Cozee was born from a simple belief: within everyone lies a creative spirit waiting for the right tools and the right community to flourish. In a world of passive scrolling and fleeting inspiration, we are building a sanctuary for active creation—a place to not just dream, but to *do*.

Our platform is a carefully crafted ecosystem where the rewarding cycle of designing, sharing, and growing empowers users at every step. From the intuitive 3D tools to the positive social loops and the fair, creator-first economy, every system is designed to serve one purpose: to make our users feel seen, valued, and creatively fulfilled.

Cozee is more than an app; it is a destination. It is the future home for a global community of design enthusiasts, a platform for authentic brand partnerships, and the starting point for countless creative journeys. We aren't just building a game; we are building the most welcoming and inspiring home for the world's next generation of designers.