EXP.LIFE

A fun way to experience life.

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Index

Abstract

An experience points system that incentivizes, tracks and stores a human's life experience would allow anyone the ability to achieve and share their life with someone else to an extraordinary degree of certainty. Currently the only way to know what someone's life experience is to question that person and then demand proof. If a human's life experience were to be stored in a fault tolerant, incorruptible, public ledger, imagine the sort of lasting quantitative profile that could be obtained from the information. We could build a world where future employers, friends, and even our descendants would know exactly who we were, what we did, and the experiences that define our very being.

Introduction

We humans are very busy creatures. Everyday we perform various activities and experience a wide range of things that we don’t always get credit for, and proving our life experience to another has come to rely almost exclusively on increasingly expensive educational institutions and by word of mouth or a corruptible web of trust. While this system works well enough it is oftentimes incredibly cumbersome, unreliable and doesn’t accurately depict a person as defined by their life experiences.

What is needed is an experience point system that tracks and stores a human's life experience in a publicly accessible ledger that can be easily accessed from anywhere, while being fault tolerant, and not susceptible to corruption or coercion. In other words, a blockchain. An experience point system built with blockchain technology would allow inquiring minds to get a trustworthy snapshot of who a person is, the person's achievements and their life experiences all in one easy to comprehend dynamically generated profile.

Blockchains

The Expanse blockchain is a synchronized public ledger that is stored on a global network of computers. Blockchains are systems of accounting--that is, of keeping track of things and in this case life experiences. They represent a new and superior way of recording transactions or of registering data publicly. There are three primary factors that distinguish the blockchain ledger from an “ordinary" accounting ledger or registration tool:

The EXP ledger, the blockchain, is “open”, meaning that any person in the world with the necessary credentials (that is, who controls shares) is free to make entries in the ledger,

The EXP blockchain ledger is “distributed” and maintained by the public, rather than centralized and maintained by a "trusted third party” (such as a bank or registrar). Anyone who may wish to do so can store a copy of the ledger on their computer or, even print it out and read it.

The EXP blockchain ledger is secure, which means it is subject to exceptions that are irrelevant for purposes of this comment, all transactions entered into the ledger are effectively permanent, incorruptible, and irreversible.

EVM (Ethereum Virtual Machine)

The Ethereum Virtual Machine (EVM) is the runtime environment for smart contracts in Ethereum and also Expanse. The formal definition of the EVM is specified in the Ethereum Yellow Paper by Gavin Wood. It is sandboxed and also completely isolated from the network, file system or other processes of the host computer system. Every Ethereum/Expanse node in the network runs an EVM implementation and executes the same instructions.

DAPP (Decentralized Application)

DApp is an abbreviated form for decentralized application. A DApp has its backend code running on a decentralized peer-to-peer network. Contrast this with an app where the backend code is running on centralized servers. In our case the decentralized peer to peer network our code is stored and running on is the Expanse blockchain, and IPFS.

IPFS (Interplanetary File System)

Interplanetary File System (IPFS) is a protocol designed to create a permanent and decentralized method of storing and sharing files. It is a content-addressable, peer-to-peer hypermedia distribution protocol. Nodes in the IPFS network form a distributed file system. IPFS is an open source project developed since 2014 by Protocol Labs with help from the open source community. It was initially designed by Juan Benet

GAME DESIGN

This document describes the Gamification process and model for the EXP.Life project, between Expanse and Gameboard, we will add all the documentation necessary to understand the Gamification process, it is important to understand that we are not going to implement just a PBL (Points, Levels and Badges) because this will make a boring implementation, we will add those activities that makes the EXP.Life engaging and addictive.

WHAT IS GAMIFICATION?

Gamification is applying game constructs to traditionally “non-game” scenarios in order to improve player engagement. Gamification is used in the real world mostly as positive reinforcement for behaviors a party would like to see again. For instance, increasing voter turnout for democratic elections. To increase the reach of a marketing campaign, or even to incentivize worker output. Gamification uses an empathy based approach for introducing, transforming and operating a service that allows players to have fun while also creating valuable experience.

Gamification consists of the use of mechanics, elements and techniques of game design in context that are not games to engage users and solve problems (Zichermann & Cunningham, 2011; Werbach & Hunter, 2012).

Not to be confused with serious games which are full-fledged games developed to achieve the same goals.

Understanding the difference between game and play as the former implies an explicit system of rules that guide users towards discrete goals and outcomes, is therefore something closed with a structure. The game is within a separate circle of the real

world, the goal of Gamification is to try to get the subject within that circle, involving him.

On the other hand, play is freedom but within limits (circle), is based on the fact of enjoying one's own action, to have fun. The games exert a great power because they get addicted and that the people enjoy with them.

Obtaining points for performing an action even if brushing our teeth motivates us to do so. "Game theory" are algorithms, formulas and quantitative techniques to analyze the decision-making strategy.

Games are a series of paths with elections, but when it comes to playing, we are free to take the path we want within the conditions that the game gives us. Elements in common with video games are: avatars, reputation, rankings, levels, feedback systems, rules, etc.

INTRODUCTION

This document proposes the implementation of a Gamification methodology for the EXP.Life project; Describes the reasons and the goals of why to use a technique of Gamification also establishes the implementation in 3 levels:

- Components: it is the base of the process where the actions and the points are defined, in this section we define:
- Achievements
- Avatars
- Badges
- Boss Fights
- Collections
- Content Unblocking
- Leaderboards
- Levels
- Points
- Badges
- Quests
- Teams
- Virtual Goods
- Mechanics: all the activities on the system that generate a sense of progression to the player
- Challenges
- Competition
- Cooperation

- Feedback
- Resource acquisition
- Rewards
- Transactions
- Turns
- Win states
- Dynamics: the design of activities on the system to interact with the players
- Constraints
- Emotions
- Narrative
- Progression
- Relationship

To make a successful integration of the Gamification process is very important that we answer this 4 important questions in the Gamification process:

Regarding Motivation

Will you gain courage in changing or motivating this behavior? It should analyze what are the emotional values and connections, those unique qualities that allow the user to comeback to the platform, to motivate their creativity and teamwork. EXP.Life provides an easy way to have a record of life experiences, are gained by participation in Quests or challenges and are rated by other users. The motivation will be aimed at gaining a reputation.

Where this motivation can be measured:

- Emotional: find recognition in gaining reputation.
- In connections: be validated by important people in a certain area.
- Unique experiences: based on that each human being is unique and brings in each experience his personal history.
- Its qualities: to have a record of its unique SKILLS qualities and how these were used for this.
- Your contribution of creativity: we could implement a measure of creativity; this can also be measured by others. And teamwork. Do an interesting boring task.
- Significant options: Are the target activities interesting enough?(Intrinsic Motivation) The actions of the users are important because in this lies their reputation, the actions that have to pay special attention are to the activities of dissemination of the platform (extrinsic motivation), in all that action involving inviting or sharing, qualify others or comment is to which we must add a way to "win more".

- Structure: Can we effectively model these behaviors with technology? You can add rules that give us points in the system, this is defined in this document.

When integrating with Gameboard we will have the ability to do this in an easy way, it will be this platform that will be responsible for the registration of all activities.

All actions on the platform can be part of this structure in two types of actions:

- Engagement Loops: activities to join the platform
- Progression loops: all actions that allow the user to level up

The blockchain will be the distributed form of saving this information, EXP will be the form of constituting rewards or transactions.

Potential Conflict: Can the game change tension with other motivational structures?

EXP.Life is a new way of "documenting" my experience in life, this is gained by fulfilling Quests that are raised on the platform and by the recommendation of other users on the platform. Based on extrinsic and intrinsic motivation, motivational structures are free and add value with Blockchain to my life experiences, doing this forever, the only problem or disadvantage to be handled is that the negative reputation is also for Always, what does a user do to change this reputation? What actions are established so that once you are considered with a low reputation, he can "upload" it and motivate it?

DEFINING ACTIONS

GAMIFICATION PROCESS APPROACH

It is important to understand that there are two approaches or orientations in the execution of tasks on the platform, on the one hand are those that make us "do" and those that make us "feel", to have a successful experience we must always express and make "feel "More than" to do ".

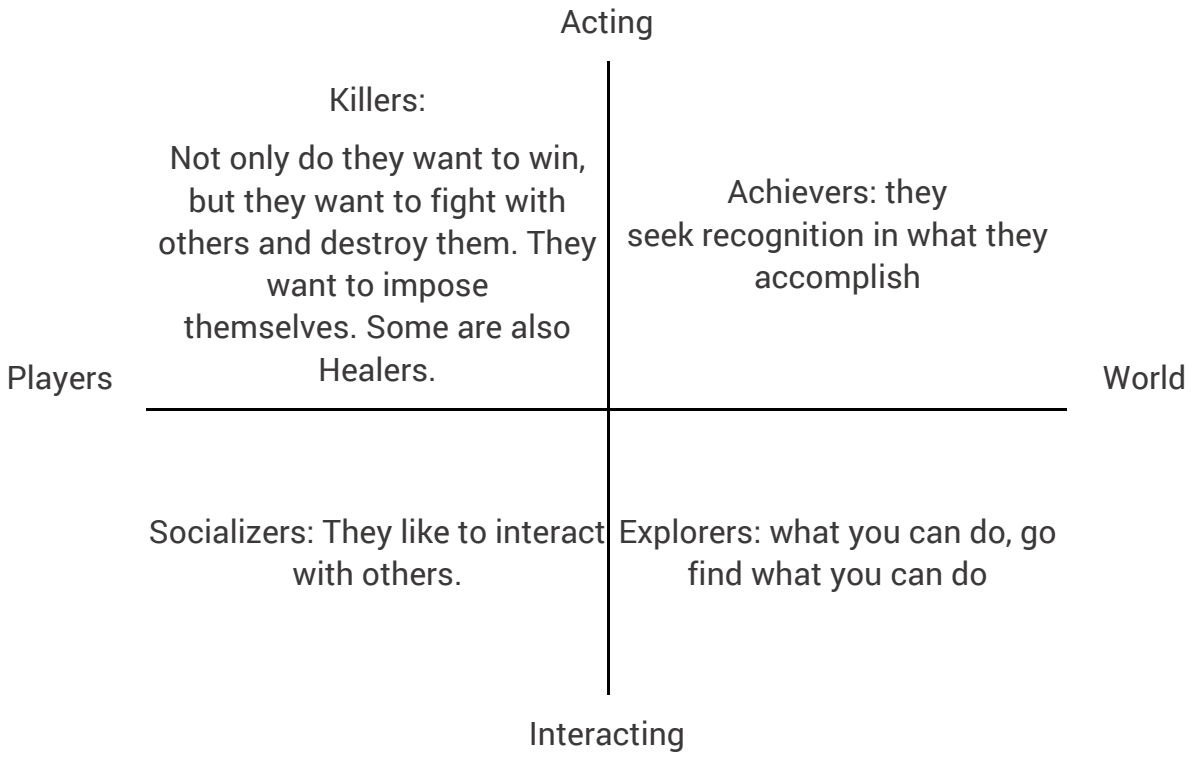
This table shows the two approaches to make a comparison between them with two different meanings.

Doing	Feeling
Marketing and Economics	Game design and cognitive psychology
Incentives	Experiences

Satisfying needs	Fun
Game elements	Game thinking
Status	Meaning
PBLs	Puzzles
Rewards	Progression
Making users do things	Awesome Players Making

ABOUT THE ACTIONS

In this section all the actions that a user can do within the platform and their orientation are defined based on the Bartle model. The actions define the users and the type of user they are, each action in the system must have this meaning to have a much simpler classification. The Bartle model has 4 types of users:



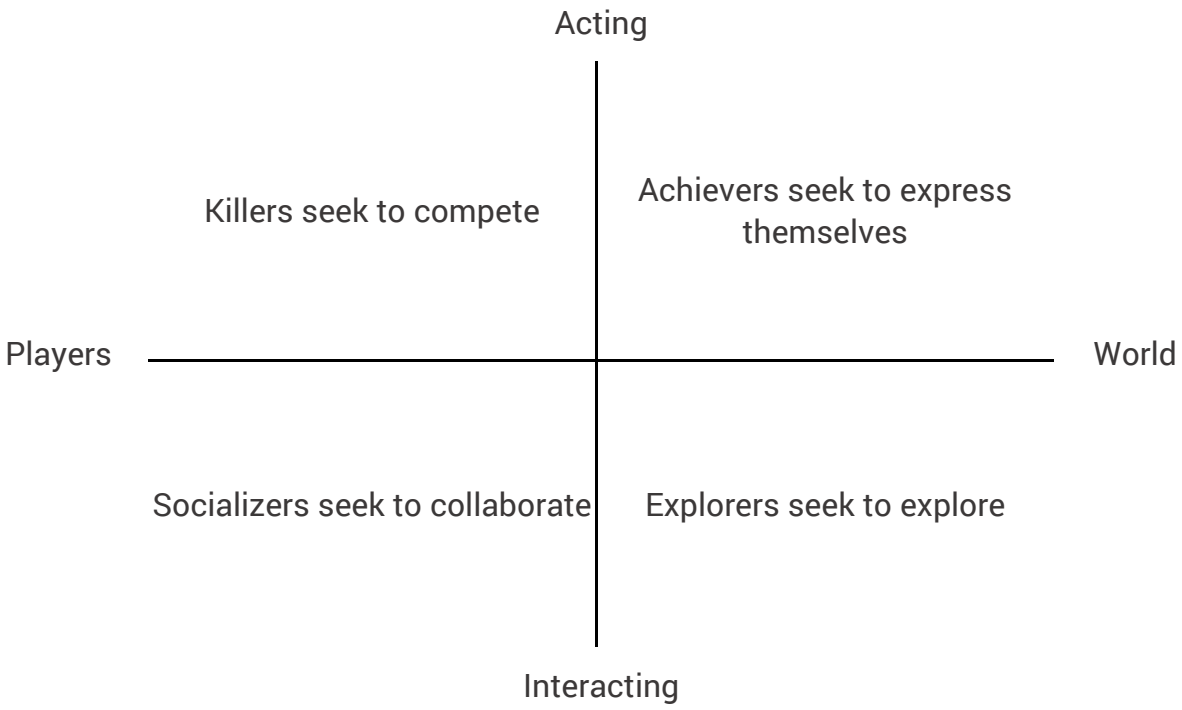
This definition of a simpler form can be identified of the following form:

- Killer: You need to execute actions with other players (Enter the Healers here but normally in a model only 1% of these)
- Achievers: Want to execute actions with the world
- Explorers: Want to interact with the world
- Socializers: Want to interact with other players

Interaction = to relate, to act = to take action.

THE MODEL OF AMY JO KIM

The model of Amy JO Kim makes a modification to the model of Bartle and adds verbs associated to each type of player in the model, this will be useful to determine the type of action and how we associate it to the type of player.



Then add some verbs that could be used for the classification of actions or quests:

- Compete: Win, challenge, showoff, compare, taunt.
- Express: Build, design, create, purchase, decorate, customize, choose.
- Explore: view, collect, rate, vote, curate, review.
- Collaborate: comment, like, greet, help, share, give.

The process of defining actions should include an easy way to associate these actions, in order to maintain motivation and give users incentives to move them to continue using the platform.

Keep the FLOW

For the EXP.Life project we will use Mihaly Csikszentmihalyi's theory of behavior, closely associated with games and Gamification, understanding it as that state of mind in which the person is totally immersed in the activity he executes, will be closely related to the difficulty of the activity and the abilities of the person to execute said activity.

It refers to an area that is between boredom and anxiety. In the middle of these extremes if we manage to place the user there, then we will keep them focused on our platform.

The conditions for such a flow is to have clear objectives, balance between perceived skills and perceived challenges and clear and immediate feedback.

Strategies to generate flow:

- The activity must be a challenge, what does the user want to achieve?
- The activity should not be too complicated; it should be easy to use.
- The goals should be designed as clearly as possible; we must list the levels that can be configured on the platform.
- It is necessary that the user receives a feedback. Commitment / engagement, this feedback will be given by the endorsement of the users.

As a result of the motivation is to achieve a greater commitment to the gamified system, you can measure that commitment from 5 factors:

1. Regency: period that passes from when a user receives an invitation or finds EXP.Life or interacts with the system, it is important to establish this time. Looking for how users are highly attracted to using the platform
2. Frequency: every time the user returns, this measurement will give us a level of commitment to the system.
3. Duration: The amount of time spent in the system.
4. Virality: how the system propagates or actions in it from user to user, how many users invite others.
5. Ratings: system of votes that indicates what users of the system think.

Together they will give an insight into how a user is engaged in the system.

GAMIFICATION 6D PROCESS

This model consists of 6 sections that are:

- Defines business objectives
- Delineate target behaviors: motivation
- Describe your players: who play
- Devise activity loops: engagement loops and progression loops
- Do not forget the fun
- Deploy of appropriate tools

We will describe each of these actions for EXP.Life as they will record the actions in Gameboard and the structure of use.

1D - Business objectives

The Game of Life

In life, we start as weak and untrained people. When a sufficient amount of experience is obtained, we "level up", achieving the next stage of human development. Such an event may permit us access to new abilities or improve existing ones. As the difficulty of a challenge increases, the experience rewarded for overcoming it should also increase. As we gain more life experiences, the amount of experience needed to gain new abilities tends to also increase. Its why as kids, picking up something new skills is easy but as we get older it becomes increasingly difficult. If we had a means to quantify this progression through an activity or challenge, accomplishing new things will be easier because we can more efficiently calculate what effort is needed to succeed.

Then comes the problem of proving to others that you do indeed possess the experience and skills you have worked so hard to obtain. Currently we rely on fallible third parties for validation of our life's journey.

Memory gaps & social proof

The past is just a story that we tell ourselves to validate who and what we are today, and without immutable supporting evidence that an activity occurred the past remains just a story. Memory gaps and errors are human phenomenon that refers to incorrectly recalling, or a complete loss of information in the memory system for a detail or event. Memory errors include remembering things that never happened, or remembering them differently than the way they actually happened. Studies have shown that the very act of recalling a memory of one's past can actually alter that memory regardless if the person is intentionally trying to fabricate the truth or not. Studies also suggest that no two people, even when in the same situation store the information of an experience in the same way. What actually happened that day? Without proof there is really no way to know and everyone wanting to know will just have to take your word for it.

Currently there are numerous platforms that can provide social proof and validation to one's credibility and the credibility of an experience. Imagine you are at the Eiffel Tower with two friends and you snap a photo and send it to a social platform like Instagram. The picture is the proof and the likes/favorites, as well as your two friends in the picture are the confirmation. These metrics can be used to help ensure the validity of an experience while at the same time share the experience with others.

But how can we really trust that the picture wasn't photoshopped (if it matters) and the two friends aren't confederates in on the social experiment? We can do this by creating a simple web of trust system with a leaderboard that incentivizes the exclusivity of an endorsement by creating a competition between the players to see who can have the highest endorsement weight.

EXP.Life goal is a point-of-experience system that encourages, tracks, and stores the life experience of a human being will allow anyone the ability to reach and share their life with someone else to an extraordinary degree of certainty. Currently the only way to know what someone's life experience is to question that person and then demand proof. If the life experience of a human being were stored in an incorruptible fault-tolerant public book, imagine the type of durable quantitative profile that could be obtained from the information. We could build a world where future employers, friends and even our descendants would know exactly who we are, what we did, and the experiences that define our own being.

Based on this the following objectives are established for the implementation of the Gamification process; (these are not necessarily the objectives of the platform):

- That more people use the platform: this will allow its diffusion and increase the user base.
- Gain reputation and have a better user profile: have the most information about the user and take the necessary actions to better document their experiences and are supported by other users.
- Creating activities that motivate users to use the platform and add more experiences to their profile, these will be classified according to Bartle's model and defined actions.

If the platform achieves this, based on the Gamification process, it will have more and better gains in the platform and will be able to generate new functionalities.

One of the most important objectives is the growth of the user base and the promise is that information will always be available in a secure way.

2D - Expected behaviors:

Based on the objective that more people use it, the behavior that seeks to modify or enhance is the reputation of the person, this reputation can be won by the following tasks:

This are the tasks to get the player into the platform and share, we will work on the completion of the profile information from each player based on the importance to show the experience of him. To accomplish this, we will propose this simple activities:

- Having a personal profile that is complete and accessible online: for it must determine which fields constitute a profile of a person, it is important to establish the benefits of having a complete profile and that these actions grant a certain type of recognition.
- Entering the platform and creating a profile must be a voluntary process
- Manage a percentage by completing profile

- Give additional information about the profile.
- Share important or historical moments: document personal experiences with basic information about a moment but also be able to add photos and videos and gain points for it.
- Invitations to users: these can be given for other users to enter the platform. IDEA: we could manage the platform as Google did when launched Gmail, in the first phase the first 1000 users receive 5 invitations to send, each person invited into those 1000 receives 3 invitations, when it reaches a certain level, receives another 5 invitations. In a phase 2 we open the platform to everyone. This exclusivity allows us to reach a controlled market and adds a black hat activity that will encourage people to get into the platform.

Other expected will be all related to progression loops, which are the way users progress and level up, these should be interesting challenges for each user. The progression loops are those that define the levels, badges and points in the platform. They must be associated with the levels in each category or type of quest, for this classification we will use Chris's definition in the Whitepaper.

- Exploration Quest
- Group Quest
- Accomplishment Quest
- Default Quest

Level definition

The levels that we could define by category could have the names that we like, for example, we could use a classification of the monkeys from the most intelligent up, up means the highest level can go defining, add levels like Darwin, Einstein.

To be able to generate a progression loop correctly the feedback to the user is very important for that.

3D – Players description

The demographics could be people between 14 and 45 years' old who may be motivated by two important actions:

1. Motivated by the challenges: people who like to discover, win, take advantage, get new ways to do something, but also invite others and share.
2. Remember and help: people who like to talk about them and their cities, explorers who feel part of something bigger than them.

Among the most important activities users should cooperate with each other, I see a great desire to share and promote, as well as collaborate with information on the platform to help others.

PLAYER LIFE EXPERIENCE PROFILE

The players, through the life and earn life experience, the profile of who they are as a person paints itself. We will be able to take all of the data and generate accurate description of a person's strengths, weaknesses, wants, and needs. This profile will replace resumes, college transcripts. The Web of Trust rating could replace a person's credit score, etc.

SOCIAL FUNCTIONALITY

Some actions in the system are described as an example of what activities are available to users. In the actions of black hat and white hat will be described in detail:

- Message System: Players will be able to communicate with one another via instant messaging system that will resemble facebook IM.
- Follow / Friend System: Players will be able to follow their favorite quest givers similar to the twitter follow system.
- Comment System: Players will be able to comment on players profiles as well as leave comments on quest.

4D - ACTIVITY LOOPS

The system will define two types of engagement and progression loops; participation will be easy ways to motivate people to register, share and invite.

The most important feedback for the platform will be our own experiences all those things that we do that make us feel that we are contributing to our own life.

The Game of Life

In life, we start as weak and untrained people. When a sufficient amount of experience is obtained, we "level up", achieving the next stage of human development. Such an event may permit us access to new abilities or improve existing ones. As the difficulty of a challenge increases, the experience rewarded for overcoming it should also increase. As we gain more life experiences, the amount of experience needed to gain new abilities tends to also increase. Its why as kids, picking up something new skills is easy but as we get older it becomes increasingly difficult. If we had a means to quantify this progression through an activity or challenge, accomplishing new things will be easier because we can more efficiently calculate what effort is needed to succeed.

Then comes the problem of proving to others that you do indeed possess the experience and skills you have worked so hard to obtain. Currently we rely on fallible third parties for validation of our life's journey.

About reputation

Reputation is a good way to measure how well we are doing and how we are progressing, but also team actions will allow the player to earn reputation.

The platform can not be restrictive should allow anyone to enter, invite and participate. These are the activities that will serve us to measure within the platform:

- User registration and profile completion
- Quest completion with proof of completion
- Share information about a place, service, emergency number, themselves, etc.
- Help others and share content or points.

Each will have their own point assignment relationship.

Engagement loops:

The engagement loops will be design at a micro level; in this section the game gives the user some reason to be motivated, If the motivation is strong enough, user will take an action or to overcome a challenge, else the loop dies and another motivator arises to provide the same effect.

Based on actions the user will perform the action to accomplish the goal (e.g. get points, complete quests), this will give feedback to the system seeing the accomplishment through the action becomes a motivator.

Four Square do the engagement loop so the users take action of checking and this produces feedback (information on how many points, badges etc.) which then motivates user to engage in some other action such as checking in elsewhere, looking at what your friends are doing, or reading something on your current location.

This actions can also be things that give you points easily without any challenge or quest, for example when you share a content or validate a user. A well designed gamified system will keep this process going so that each piece reinforces other pieces

Some examples of Engagement loops can be:

- Register on the platform: the registry will be divided into two sections, a quick register for validation of email and password, which will generate an email activation of the account, from that moment the user will have N points.

- Complete profile: The system will have funny ways to have a full information of the profile it can be by making questions regarding your life and storing your results on your profile.
- Invitation of users to the platform: every time a user invites another to participate in the platform, points will be given when sending the invitation and when the user accepts this invitation.
- Add points of interest: the system will allow you to create points of interest in the platform, this to help people to have guidance on how to obtain or refer when requesting a service, you will be given points for the creation of these points of interest.
- Answer a question to another player: as a player I can answer questions for other users, and this will be reward it by points.
- Non selective endorsement to incentivize endorsements - promotes quantity over quality: The alternative and exact opposite of adding a cost to voters and potentially preventing people from endorsing others, could be to incentivize every step in the behaviour of endorsements by adding a reward for the anticipated behaviour. So every endorsement a person gives and receives increases their trust score. So how do we prevent players from just rate spamming everyone? Be introducing diminishing returns.

Progression loops:

Instead of getting the players to move one big leap which seems overwhelming, break the process into multiple smaller progressive steps, alternatively we can think of this as a player's journey

- First step of onboarding allows players to quickly understand the basics of the game and moving on to higher levels
- To prevent the game from being too challenging and allow exhausted players to take a break, there is a rest point before they start moving on to a higher level

This cycle repeats till a harder challenge (boss fight), after defeating the boss, the cycle continues again when looking back, players have a sense of competence which motivates them to go further, some examples of this will be:

- Simple Trust - cumulative average rating: Users get to give each other a score between 1-10 on how much they trust the person or event and the players trust score is an average of all the endorsements.
- Selective Endorsement - promotes quality over quantity: A player's trust score should be more than just a cumulative average, it should be passable to others depending on who he votes for with a "yes this guy is worth voting for". This is more like a player vouching for another player. A merit system. The idea that

birds of a feather flock together. Person A is trustworthy, so person B must also be trustworthy because person A thinks so.
- Review of the content and recommendation given by a player.
- Qualification of other users who have been invited to the platform.
- Donate to a beneficial cause in the application as a quest
- Qualification of the supplier for a contracted product or service.
- Positive feedback for a product or service.
- Register, reach a landmark and add a photo.

Both of this will be develop in the Octalysis framework game design in this document.

5D - DO NOT FORGET THE FUN

Share experiences that will last forever

With the promise of the Blockchain one of the Serious fun activities on EXP.Life will be to record your moments for ever, even that seems a little bit scary we should give our players the possibility of NOT recording this on the Blockchain, maybe there will be some things that I don't want to keep, adding a functionality of RECORD THIS MOMENT FOREVER IN THE BLOCK CHAIN (RF) will make players be proud of what they are doing in Life and share this moment forever, this will make the players play the game and not be afraid, giving them the power of record the moments forever.

This will not affect our experience level, it will be just the way and the things that we share with others.

Reputation

Our reputation represents the way others look at us and implicitly the way others look at those we vouch for. So there is a direct correlation in the value of our endorsement with those who value us and the number of others we value. That's why we will endorse people, this sense of giving will make users feel more confident of themselves and feel that they are giving but also that they have the power.

We will implement the trust scores:

- Simple Trust - cumulative average rating
- Selective Endorsement - promotes quality over quantity
- Non selective endorsement to incentivize endorsements - promotes quantity over quality
- Binary selective endorsement with diminishing incentification

So if we combine a cumulative trust score, with selective endorsement mechanics and add diminishing incentivisation we can achieve the most accurate rating possible

while preserving the incentive to participate and at the same time punish bad actors. Essentially players will be able to pass their accumulated trust score onto others, and as long as they aren't rate spamming they will be rewarded for participating.

The reward people receive for rating others diminishes based on the number of people they rate and the period of time they rate them in. So if someone wrote a bot to rate 100 people per second their rating will not only be worthless to the person receiving the rating but it will also hurt the person rating people that fast. And to further eliminate rate spamming, once people go into a negative trust score, they can no longer rate others and naturally people will not want to interact with them.

your trip in history

One of the most interesting activities of the platform is the possibility to add photos of places, with the possibility of labeling other users and their coordinates. Based on that we can store data forever, every time the user requests the history of a place this will show every photo post over time for the same coordinates, so we will see the how this place have change over time and by which users. This will generate points for specific badges. We will be creating an urban history, so people can see that there was a tree where are is a building.

Friend challenges

Competition is not for everyone but there are some kind of players that will love to compete in the platform so we need a way to create quest between them, the platform will be open for everybody to create quests.

Questing

A quest in role-playing games—including massively multiplayer online role-playing games (MMORPGs) and their predecessors, MUDs—is a task that a player-controlled character, "party", or group of characters may complete in order to gain a reward. Rewards may include an increase in the character's experience in order to learn new skills and abilities, loot or treasure, in-game currency such as gold coins, access to new locations or areas, or any combination of the above.

Quests are typically grouped into one of three categories: gather quests, delivery quests, and escort quests. However, quests can include more than one mission, such as gathering something and transporting it somewhere. Quests can be linked together to form quest series or chains. In this manner, quests are used to provide the player with further background to the setting their characters are in. This mechanism is also used to advance any story or plot the game might have.

Many types of quests are referred to as "side quests". These are specifically tasks which deviate from the main plot, and are often not required to complete the game. Examples include minigames and running errands.

EXP.LIFE is a P2P questing platform where a player's progression through the game of life is stored in an immutable database. There will be a few quest that the team will start out with that will frame the intended use of the framework.

Quest Parameters

- Level Requirements
- Location
- Loot
- LIFE experience
- Crypto tokens
- BTC
- EXP
- LIFE
- LUCRII
- ETH
- Tangible Loot
- Achievements
- Titles
- Badges

Quest Types

- Exploration Quest: Exploration quests are a quest type that rewards players with experience points, badges, achievements etc for traveling and exploring new places. An example quest would be for a player to go to the great pyramids of egypt and take a picture.
- Group Quest: Group quest are a quest type that rewards players with experience points, badges, achievements etc for completing objectives as a group. An example quest would be for a party of players to defeat another team in laser tag.
- Accomplishment Quest: Accomplishment Quest are a quest type that rewards players with experience points, badges, achievements etc for accomplishing some sort of objective. Accomplishment quest can also be exploration or group quest. An example accomplishment quest would be wine tasting 4 types of red wine at a wine tasting event. Or graduating high school or college.

Default Quest

To frame the intended use of the game there will be a series of starter quest. There will be a quest to teach players how to use the platform. There will be a few exploration quest, a few group quests, and a few accomplishment quests.

Potential Starter Quest

- Exploration Starter Quest

  Visit all the 7 wonders of the world

- Accomplishment quest
  - Beginners quest
    - Teach the players how to use the platform
    - Setup players profile
    - Create first quest
    - Invite friends

Completion Proof

Every quest will need some sort of proof that the player has indeed completed the quest. Players can submit that proof in the form of picture, video and submitting their proof for review by the quest giver. Some quest could autonomous and trigger completion with special devices. For instance, a quest could be “visit the great pyramids” a device located at the great pyramids could create a multi signatured transaction with the player’s signature.

Proof validation

In order to help curb cheating, players will be able to rate other players proofs and the quest giver will have the ability to reject the proof being submitted for their quest. Quest that take advantage of crypto signatures wouldn’t need as much social validation because they will be secured by trustless mathematics.

6D - THE PBL SYSTEM

Experience Points

An experience point (often abbreviated to Exp or XP) is a unit of measurement used in many role-playing games (RPGs) and other video games to quantify a player’s character progression through the game. In this case an experience point represents a

human's progression through life. We all live in a world where instant gratification is king and if you aren't social indicators then we may feel like we are doing something wrong. In this world we tend to calculate our self worth by our virtual achievements or lack thereof. EXP.LIFE means to quantify and gamify any and every activity from sweeping floors at your first job to getting your doctorate in psychology, turning your life experiences into immortal virtual achievements that feel more gratifying.

Describing the points

An experience point (often abbreviated to Exp or XP) is a unit of measurement used in many role-playing games (RPGs) and other video games to quantify a player's character progression through the game. In this case an experience point represents a human's progression through life. We all live in a world where instant gratification is king and if you aren't social indicators then we may feel like we are doing something wrong. In this world we tend to calculate our self worth by our virtual achievements or lack thereof. EXP.LIFE means to quantify and gamify any and every activity from sweeping floors at your first job to getting your doctorate in psychology, turning your life experiences into immortal virtual achievements that feel more gratifying.

The platform is intended to remain within a website with a mobile-sensitive design, the system will be develop based on the requirements of Chris Franko, the PBL's will be stored in GameBoard as a separate branch just for this project. Gameboard will keep the points for the activities described here.

Point-based systems (Zichermann, 2011)

This system will be based on the generation of points as one of the simplest forms of Gamification, this will serve as a measure of activity, but it is very important to identify the actions that make this application fun and engaging so that users return to use it. We will describe the reputation validation points and the trust scores and then enter the description of the game as such:

- The reputation system allows players to rate their overall experience with pretty much every aspect of the game. This will help us, the developers, create a better game, and allow quest givers to create a better experience for their players.
- Points are the elements most used in the different gamification systems, there are different systems for different objectives:
- Points of experience: indicate the range and performance of a player. Certain desirable behaviors of players will give XP.
- Refundable points: which can be exchanged for external rewards (money, gifts, status).
- Skill points, unusual in gamification systems. Earned by specific actions, for example the quality of the photos.

- Points of karma create a path of behavior within a system focused on certain activities. It is difficult to establish differences with respect to the points of experience, although they are usually associated more with gamified systems than with experience.
- Reputation points are the most complex system and often indicate "integrity" of the user and are used to establish a point of trust between parties. Ex: eBay.

Reputation

Our reputation represents the way others look at us and implicitly the way others look at those we vouch for. So there is a direct correlation in the value of our endorsement with those who value us and the number of others we value.

Trust Scores

Simple Trust - cumulative average rating

Users get to give each other a score between 1-10 on how much they trust the person or event and the players trust score is an average of all the endorsements.

```
// players score is the sum of his endorsements scores
// score can be between 1-10
player.score = sum(player.endorsements)/player.endorsements.length;
```

This gives a basic understanding of trust but how accurate is it? It gives a representation of how others perceive the player or event, but it doesn't give much background on the weight of influence the rater has.

Selective Endorsement - promotes quality over quantity

A player's trust score should be more than just a cumulative average, it should be passable to others depending on who he votes for with a “yes this guy is worth voting for”. This is more like a player vouching for another player. A merit system. The idea that birds of a feather flock together. Person A is trustworthy, so person B must also be trustworthy because person A thinks so.

```
//I have a trust score of 5 because 5 people with 0 trust scores, endorse me.


myScore = 5(0+1)
theirScore = 10;
```

```
//I endorse someone with a trust score of 10 but ive also endorsed 2 others in the past.


myEndorsementWeight = (my.score + 1)/ (my.endorsements.length+1); //endorsement weight of 2
theirNewScore = (theirScore + myEndorsementWeight); // 12
theirWeight = (theirNewScore+1)/(their.endorsement.length+1);
```

This begs the question though, if there is a cost associated with rating others, does that make me more selective with ratings, and does that selectivity make my vote more valuable and accurate? Or does it keep me from voting altogether for fear of losing some of my influence for doing so?

Non selective endorsement to incentivize endorsements - promotes quantity over quality

The alternative and exact opposite of adding a cost to voters and potentially preventing people from endorsing others, could be to incentivize every step in the behavior of endorsements by adding a reward for the anticipated behavior. So every endorsement a person gives and receives increases their trust score. So how do we prevent players from just rate spamming everyone? Be introducing diminishing returns.

Binary selective endorsement with diminishing intensification

So if we combine a cumulative trust score, with selective endorsement mechanics and add diminishing incentivisation we can achieve the most accurate rating possible while preserving the incentive to participate and at the same time punish bad actors. Essentially players will be able to pass their accumulated trust score onto others, and as long as they aren't rate spamming they will be rewarded for participating.

The reward people receive for rating others diminishes based on the number of people they rate and the period of time they rate them in. So if someone wrote a bot to rate 100 people per second their rating will not only be worthless to the person receiving the rating but it will also hurt the person rating people that fast. And to further eliminate rate spamming, once people go into a negative trust score, they can no longer rate others and naturally people will not want to interact with them.

Preventing Sybil Attacks

The Sybil attack in computer security is an attack wherein a reputation system is subverted by forging identities in peer-to-peer networks. It is named after the subject of the book Sybil, a case study of a woman diagnosed with dissociative identity disorder. The easiest solution is to simply limit who can participate in the reputation system and attempt to limit the entry of bad actors by making all participants pass through a gate keeper. An example of this is how night clubs check identification of party goers to make sure patrons coming into their establishment are old enough to be

there. Sure there will be some people clever enough to circumnavigate that restriction but it acts as a good first step.

Verified identities

All potential raters would have to pass through a series of identifying steps, like sharing their social media links to establish the initial trust score that would allow someone the ability to vote. This isn't foolproof prevention method but it does slow down bad actors and make the value of a rating more desirable.

Rewards

In order to incentivize the completion of quest, players earn rewards. Rewards can be but not limited to, digital currency, badges, achievements, titles, real world items, vouchers and anything else the quest giver decides to include in their loot chest.

It is important to look at the self determination theory we are not looking for a game where people leaves after 8 months, we want to create for them a tool to document their own life and for them to always comeback and share, we cannot only change the carrot and make a better price we will need to incentivize them to accomplish and document their life.

Self Determination Theory

Self-Determination Theory (SDT) represents a broad framework for the study of human motivation and personality. Is a formal theory that defines intrinsic and varied extrinsic sources of motivation, and a description of the respective roles of intrinsic and types of extrinsic motivation in cognitive and social development and in individual differences.

Perhaps more importantly, SDT propositions also focus on how social and cultural factors facilitate or undermine people's sense of volition and initiative, in addition to their well-being and the quality of their performance. Conditions supporting the individual's experience of autonomy, competence, and relatedness are argued to foster the most volitional and high quality forms of motivation and engagement for activities, including enhanced performance, persistence, and creativity.

SDT proposes that the degree to which any of these three psychological needs is unsupported or thwarted within a social context will have a robust detrimental impact on wellness in that setting. This is why we should take care of the way we motivate our players.

A bad motivation might promote:

- Limits on player's behavior: they will only do those things that make them have a reward and some how in time they will leave the game.
- Punishment works: it can become a way that users feel that they are not going further in their lifes, let them win from time to time and with easy and new quests created by the administrators in order to incentives that the players participate on the quests and earn.
- Add some scarcity "The speed lottery is because people like the lottery." To know why people like lotteries we should go beyond, we need to go further. Add actions that motivates this behavior on players

- The first problem of behaviorism is that it leaves a lot of things out, like people's tastes, or their behavior on specific scenarios.
- People associate badly with the fact that it is about their behavior: this is very important because we need to let people know that this is not about measuring they behavior, it is a tool to document their life not change the way they do things.

Dangers of behaviorism

- Potential abuse / manipulation
- It can generate some problems, that is not seen as manipulation, to think that these are systems that are made to control people.
- People have addictions but that does not mean that we should seek to be addicted to our game, it means that it must be a result not an end.

Behavior in Gamification

- 1st insight: Look at what people do because people do not do what you believe. So feedback is very important.
- 2nd insight: is feedback an immediate reaction to get points e.g. LinkedIn profile filling example
- 3rd insight: Condition based on consequences Farmville has some of this with dating mechanics so that you water the plants at a certain time, they make me enter again and again.

Hedonic treadmill

"The hedonic treadmill, also known as hedonic adaptation, is the observed tendency of humans to quickly return to a relatively stable level of happiness despite major positive or negative events or life changes. According to this theory, as a person makes more money, expectations and desires rise in tandem, which results in no permanent gain in happiness." Wikipedia

It is the pleasure of playing but once you give rewards you cannot stop giving rewards, this is a very big challenge because people cannot stop been reward for the things they are use to have. They will always want the best rewards and a way to continue getting them.

If we are in a game we must anticipate the prizes or it will happen that people are already waiting for the prizes and will lose interest, players will be always looking for a pattern, even if you give them prizes.

Overemphasis on Status

Status is a natural and powerful motivator. People get benefits for doing things but status does not motivate everyone. That's why we need to have other motivators than status.

Intrinsic and extrinsic motivation

It is about opening the black box I don't know what I'm going to get but I have two types of motivation:

- Intrinsic rewards motivation
- You do things because you want to do it, because they are well doing things, "I love my work, I do not do it for the payment"
- It is about something I like no because someone ask me to "I like going to the beach because I want to do it."
- It is different for each person and those are the intrinsic ones. "I do it because I want to."
- Extrinsic rewards motivation
- You do something because you want to get something else, it can be money, fame, because someone said it, so it is for the prize not for simply doing it.
- SAPS (Zichermann) determines types of extrinsic motivation:
- Status: we do it because it makes us cool and that people value it
- Access: we do it because you have access to things you do not normally have. Content Unlocking
- Power: you can do other things based on this reward, having a certain amount of points gives you special powers.
- Stuff: Tangible Awards

It is better to do it from the bottom up, giving first status, access, power, stuff, it is cheaper for the project. So we will focus on the intrinsic motivation and this will be the player and their reputation. According to Zichermann status is the most important and that people most want but this is relative.

Extrinsic motivation can be beneficial in some situations, however:

- External rewards can induce interest and participation in something in which the individual had no initial interest.
- Extrinsic rewards can be used to motivate people to acquire new skills or knowledge. Once these early skills have been learned, people may then become more intrinsically motivated to pursue the activity.
- External rewards can also be a source of feedback, allowing people to know when their performance has achieved a standard deserving of reinforcement.

Extrinsic motivators should be avoided in situations where:

- The individual already finds the activity intrinsically rewarding
- Offering a reward might make a "play" activity seem more like "work"
- While most people would suggest that intrinsic motivation is best, it is not always possible in every situation.

In some cases, people simply have no internal desire to engage in an activity. Excessive rewards may be problematic, but when used appropriately, extrinsic motivators can be a useful tool. For example, extrinsic motivation can be used to get people to complete a work task or school assignment in which they have no internal interest.

How can rewards can demotivate

- The reward substitutes for the instrinc motivation
- Putting too many can affect the original motivation for doing things.
- Over Justification effect.
- Prizes can replace motivation as an obligation.
- Not doing things that should be motivated per se.
- Rewards focus only on interesting tasks
- Rewards types do matter
- Tangibles are the most worrisome to remove the intrinsic
- Unexpected are not valued because the person was already doing things.
- Performance-contingent It should be used only to recognize how the player has improve.

Based on the Self determination theory what needs to be done to achieve an intrinsic motivation there are three important factors:

1. Competence: I am competent
2. Autonomy: I'm in control I do it because I can
3. Relationships: your activity is linked to what you believe and relate to, social interaction.

Motivational Design

Motivation is something that moves you to get ahead. People do things because they want to earn something. These things that motivate people. There are things that people do without these motivations, there are people who work all day because they like

4 Reasons Why It Would Motivate Someone to Do Something like to ask a developer to finish and specific task on time:

1. I will give you free time
2. I will give you money
3. I want to teach this thing
4. If you finish you can go home.

rewards structure

There are many ways you can give rewards, every time I enter or because every time I do something, like Foursquare the idea is to give meaningful choices, there are different choices and actions:

Cognitive evaluation theory is always based on awards

1. Physical things against non-physical things: A badge is intangible but money is tangible
2. Expected and not expected: Surprises that can be obtained and an unexpected reward is best taken.
3. Contingency:
    a. Task: Task without contingency you will get the reward without problem
    b. Engagement: Start the process gives us a prize, start painting the house.
    c. Completion: contingent you have to finish it to receive the prize.
    d. Performance: you have to get it right, not because you did it but because you did it right.

Reward schedules

Refers to when reward is awarded

- Rewards continuous: you always receive a reward, it is not the most attractive.
- Fixed ratio: several times an action is made in a period then a reward is received. They have some psychological value, these are the badges and quest.
- Fixed interval: is a reward based on time at a specific date or time

Variability

It is the most interesting of all reward types. It can be competitive and non-competitive, we should implement the competitive part, these are actions that it doesn't depend on the player but on the system, for example if in a boxing fight the boxer A wins then all the people from his country will get EXP reward, so people will watch this boxing fight. This could be classified as Certain / No certain; "IF activity happens so much, I am not sure if I will get it".

Variable schedule reward machine

The best example is the Jackpot machine is programmed to randomly deliver awards to people, just when you are giving up gives you something small and someone in the room wins the grand prize, this variable makes it attractive. That they are addictive but that the client is aware of what is happening. Variable makes the player feel that he is not in control.

Loot chest

Loot chest contain all the loot a player can receive for completing the quest. The quest giver will decide what goes in the loot chest.

Badges, Achievements & Titles

In video gaming parlance, an achievement, also sometimes known as a trophy, badge, award, stamp, medal or challenge, is a meta-goal defined outside of a game's parameters. Unlike the in-game systems of quests, tasks, and/or levels that usually define the goals of a video game and have a direct effect on further gameplay, the management of achievements usually takes place outside the confines of the game environment and architecture.

Level Progression

Players start out as level 0, and after the player finishes the starting quest they will be a level 1 player. As players progress through the game, complete challenges, and earn life experience, they will level up. Each level earned is harder to obtain than the previous. Players unlock special functionality, badges, achievements and titles as their level increases. The level cap will be 100, and once players reach that level players will get a special badge and title.

Leaderboard

The leaderboards are essentially a high score system that tracks a variety of in game statistics and progress such as the player with the most experience points, player who has completed the most quest, the most successfully completed quest, etc.

Player Life Experience Profile

As players progress through life and earn life experience, the profile of who they are as a person paints itself. We will be able to take all the data and generate an accurate depiction of a person's strengths, weaknesses, wants, and needs. This profile will

replace resumes, college transcripts. The Web of Trust rating could replace a person's credit score, etc.

Octalysis framework

The Octalysis framework is created by Yu-Kai Chou and it is based on human behavior, set 8 cores to design a Gamification Process and classifieds them in two types White hat and Black Hat cores, first let's explain each Core.

1) Epic Meaning & Calling

Epic Meaning & Calling is the Core Drive where a player believes that he is doing something greater than himself or he was "chosen" to do something. A symptom of this is a player that devotes a lot of his time to maintaining a forum or helping to create things for the entire community (think Wikipedia or Open Source projects). This also comes into play when someone has "Beginner's Luck" – an effect where people believe they have some type of gift that others don't or believe they were "lucky" to get that amazing sword at the very beginning of the game.

2) Development & Accomplishment

Development & Accomplishment is the internal drive of making progress, developing skills, and eventually overcoming challenges. The word "challenge" here is very important, as a badge or trophy without a challenge is not meaningful at all. This is also the core drive that is the easiest to design for and coincidently is where most of the PBLs: points, badges, leaderboards mostly focus on.

3) Empowerment of Creativity & Feedback

Empowerment of Creativity & Feedback is when users are engaged a creative process where they have to repeatedly figure things out and try different combinations. People not only need ways to express their creativity, but they need to be able to see the results of their creativity, receive feedback, and respond in turn. This is why playing with Legos and painting are fun in-and-of themselves and often become Evergreen Mechanics, where a game-designer no longer needs to continuously add more content to keep the activity fresh and engaging.

4) Ownership & Possession

This is the drive where users are motivated because they feel like they own something. When a player feels ownership, she innately wants to make what she owns better and own even more. Besides being the major core drive for wanting to accumulate wealth, this deals with many virtual goods or virtual currencies within systems. Also, if a person spends a lot of time to customize her profile or her avatar, she automatically feels more ownership towards it too. Finally, this is also the core drive that makes collecting stamps or puzzle pieces fun.

5) Social Influence & Relatedness

This drive incorporates all the social elements that drive people, including: mentorship, acceptance, social responses, companionship, as well as competition and envy. When you see a friend that is amazing at some skill or owns something extraordinary, you become driven to reach the same level. Also, it includes the drive we have to draw closer to people, places, or events that we can relate to. If you see a product that reminds you of your childhood, the sense of nostalgia would likely increase the odds of you buying the product. This Core Drive is relatively well-studied too, as many companies these are days are putting a lot of priority on optimizing their online social strategies.

6) Scarcity & Impatience

This is the drive of wanting something because you can't have it. Many games have Appointment Dynamics within them (come back 2 hours later to get your reward) – the fact that people can't get something right now motivates them to think about it all day long. This is the Core Drive utilized by Facebook when it first started: at first it was just for Harvard. Then it opened up to a few other prestigious schools, and eventually all colleges. When it finally opened up to everyone, many people wanted to join because they previously couldn't get in it.

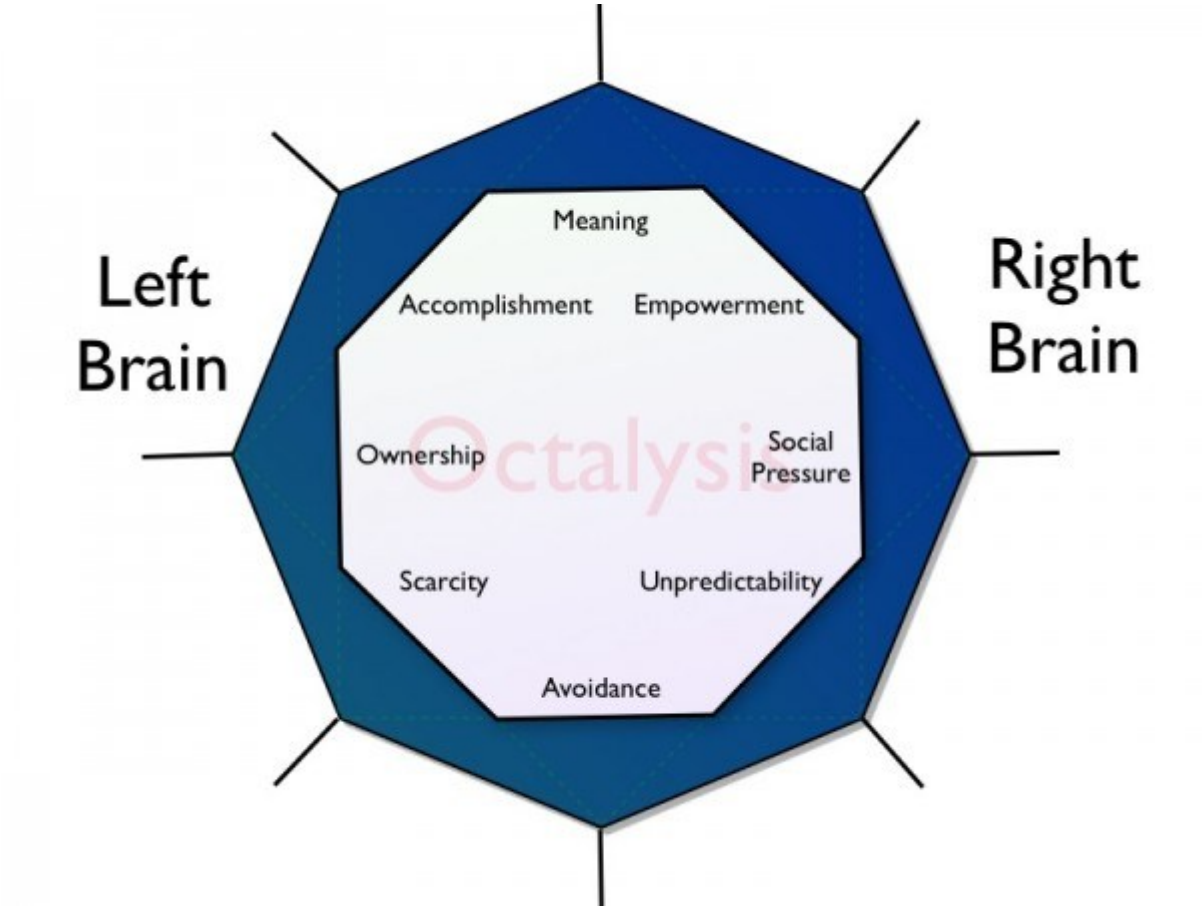
7) Unpredictability & Curiosity

Generally, this is a harmless drive of wanting to find out what will happen next. If you don't know what's going to happen, your brain is engaged and you think about it often. Many people watch movies or read novels because of this drive. However, this drive is also the primary factor behind gambling addiction. Also, this core drive is utilized whenever a company runs a sweepstake or lottery program to engage users. The very controversial Skinner Box experiments, where an animal irrationally presses a lever frequently because of unpredictable results, are exclusively referring to the core drive of Unpredictability & Curiosity, although many have misunderstood it as the driver behind points, badges, and leaderboard mechanics in general.

8) Loss & Avoidance

This core drive is based upon the avoidance of something negative happening. On a small scale, it could be to avoid losing previous work. On a larger scale, it could be to avoid admitting that everything you did up to this point was useless because you are now quitting. Also, opportunities that are fading away have a strong utilization of this Core Drive, because people feel like if they didn't act immediately, they would lose the opportunity to act forever.

Left brain vrs Right brain

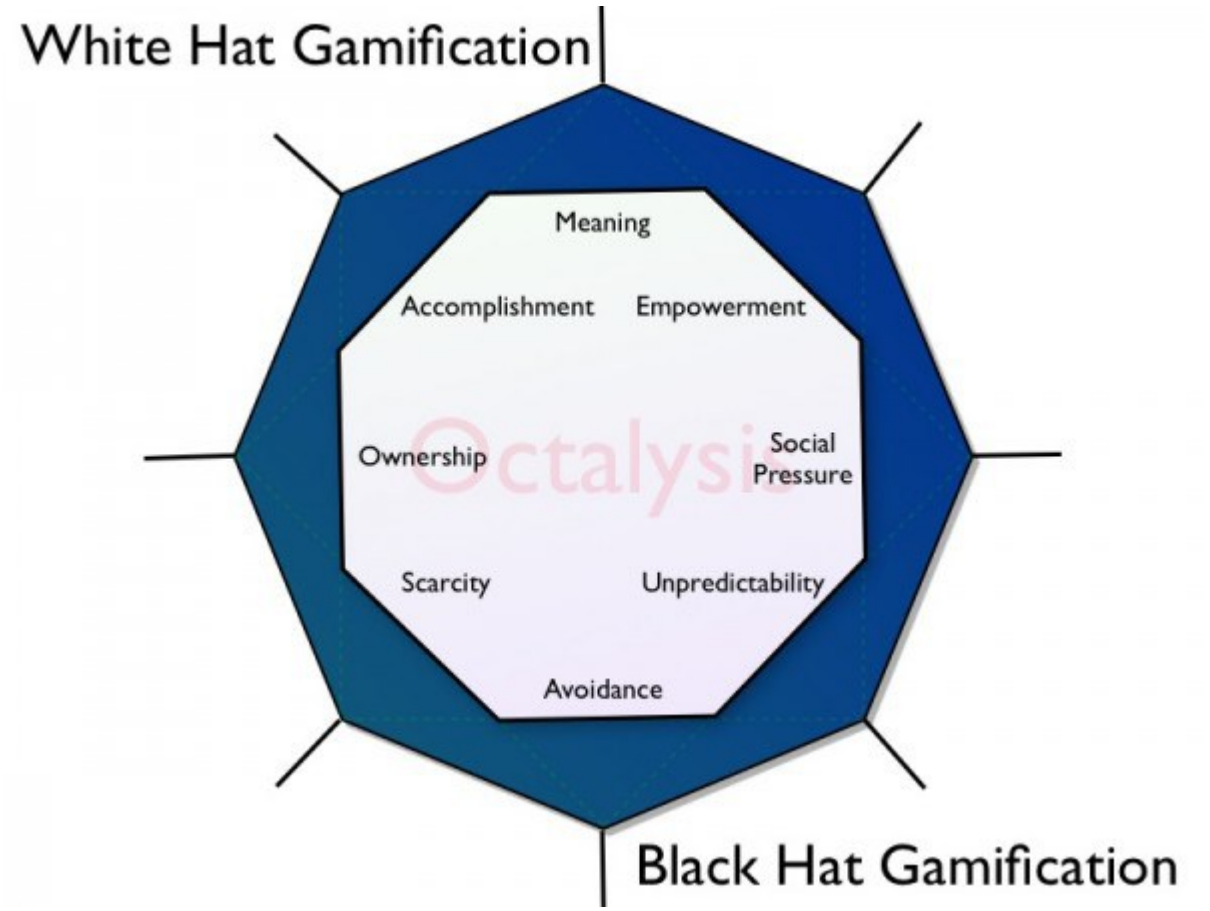


The Core Drives on the right are considered Right Brain Core Drives, being more related to creativity, self-expression, and social aspects.

The Core Drives on the left are considered Left Brain Core Drives, being more associated to logic, calculations, and ownership.

Note: The Left Brain/Right Brain Core Drives are not considered true brain science; they are merely symbolical as it makes the framework easier and effective when designing. It's useful dividing things up between the logical and the emotional.

White hat vrs Left hat gamification



White hat

White Hat Core Drives are motivation elements that make us feel powerful, fulfilled, and satisfied. They make us feel in control of our own lives and actions.

The White Hat Core Drives are represented by the Core Drives at the Top of the Octalysis diagram:

- Core Drive 1: Epic Meaning & Calling
- Core Drive 2: Development & Accomplishment
- Core Drive 3: Empowerment of Creativity & Feedback

Black hat

Black Hat Core Drives, make us feel obsessed, anxious, and addicted. While they are very strong in motivating our behaviors, in the long run they often leave a bad taste in our mouths because we feel we've lost control of our own behaviors.

The Black Hat Core Drives are represented by the Core Drives at the Bottom of the Octalysis diagram:

- Core Drive 6: Scarcity & Impatience
- Core Drive 7: Unpredictability & Curiosity
- Core Drive 8: Loss & Avoidance

The Difference

If something is engaging because it lets you express your creativity, makes you feel successful through skill mastery, and gives you a higher sense of meaning, it makes users feel very good and powerful.

On the other hand, if you are always doing something because you don't know what will happen next, you are constantly in fear of losing something, or because there are things you can't have, even though you would still be extremely motivated to take the actions, it often can leave a bad taste in your mouth.

Gameboard tech information

Technology

We are using Symfony Framework as foundation for our API over PHP, but there are so much more technologies we are using while developing your GameBoard.

Language	PHP 7.0
Web Server	Nginx
Framework	Symfony 3.x
Database	Postgresql
Database ORM	Doctrine 2 ORM
API	RESTful API

API Authentication	OAuth 2.0 (Same as Facebook, Google & Twitter)
API Documentation	Built-in in our platform
Translations	Yes, currently we support english and spanish.
Messaging	Firebase messaging (supported by Google)
SSL	Yes, with Let's encrypt.

Environment

Our servers are running over Digital Ocean technology into a Ubuntu 16.04 LTS for both, application and database server.

- Landing page https://gameboard.space/
- Administrator https://gameboard.space/admin/
- API Documentation https://gameboard.space/api/doc

Using our Sandbox

If you want to use the API documentation sandbox you need to get an access token to authenticate into Gameboard Platform.

1. Go to, https://gameboard.space, and click on Get Access Token button, it will prompt you to enter username (ExpLife) and password (Exp.123).
2. If you login is success, then will ask you to grant access to your personal data (It is OAuth 2.0 working on grant or deny access).
3. If everything is alright, then you will see the response object, something like this:
4. Copy the access_token key, and paste it on https://gameboard.space/api/doc page (It will ask you for the same demo account credentials: demo, demo).
5. You need to paste your access_token in the Token TextBox, and click save button.

implementation

After we set all the parts on the Gamification Process it's time to set the real strategies and how we are going to implement them, remember that we need to accomplish our main objective: TO CREATE A WEB OF TRUST OF OUR LIFE EXPERIENCE.

THE PLAYBOOK

In order to accomplish this we will use the Octalysis framework and set every action on the system with classification.

API Methods

- Plays
- GET /api/{version}/plays.{_format} Play list
- POST /api/{version}/plays.{_format} Create play.
- DELETE /api/{version}/plays/{id}.{_format} Remove play
- GET /api/{version}/plays/{id}.{_format} Return play detail
- PUT /api/{version}/plays/{id}.{_format} Update play.

Download and Register

This play is part on the engagement loop, every time the user get the APP for default he will have 10 points, he will get this points when he signed up, so this will be an offer to him with a message like "Get real life experience and get 10 points"

Phase	Core	Activity	Points	Badges	Levels	Player type
On Boarding	Accomplishment – White Hat -	Download and signup	10	-	New Born	All

The create a user process will be as simple as entering:

- Name
- Email
- Password

After signup the system will send a verification email and this will activate your account. The complete profile will be set after registration and we will use the completion progress bar as LinkedIn.

- Users
- GET /api/{version}/users.{_format} User list
- POST /api/{version}/users.{_format} Create user.

- DELETE /api/{version}/users/{username}.{_format} Remove user
- GET /api/{version}/users/{username}.{_format} Return user detail
- PUT /api/{version}/users/{username}.{_format} Update user.
- Badges
- GET /api/{version}/badges.{_format} Badge list
- POST /api/{version}/badges.{_format} Create badge.
- DELETE /api/{version}/badges/{id}.{_format} Remove badge
- GET /api/{version}/badges/{id}.{_format} Return badge detail
- PUT /api/{version}/badges/{id}.{_format} Update badge.

Taking the tutorial

Taking the tutorial is important because in here you will know how to use the web APP, this will not be the traditional tutorial as a slider, this will show and ask the player for:

Fill your profile

You can complete your profile by answering some questions that will be shown on the right side of the screen, e.g. “Where did you born?” at will let the player choose the Country and City, the system will show the user questions all the time until he has a complete profile.

Phase	Core	Activity	Points	Badges	Levels	Player type
Discovery	Development – White Hat -	Profile completion	5	-	New Born	All

Invite your friends

The next step in the tutorial will be to invite at least someone that they admire or think it will be a great team member in your quests. If the user invites 5 users, he will get the “Socializer 1” Badge

Phase	Core	Activity	Points	Badges	Levels	Player type
Discovery	Social Influence	Invite users	5	Socializer 1	New Born	Socializer

Make history with us

The player can take a picture of the place he is in that moment and add it to the Web App and then pin the tab on a map, he will enter the title and description, the player can

add the date of the picture, by default the date will be TODAY. After the first photo he will get the Explorer 1 badge.

Phase	Core	Activity	Points	Badges	Levels	Player type
On Boarding	Epic Meaning and Calling	Take a picture	5	Explorer 1	New Born	Explorer 1

If the user skips the tutorial he can comeback any other time to get the points, the system will show him a Message saying “You have the chance to earn 15 points by taking the tutorial, don’t miss it” this will add a scarcity to the tutorial.

API to register every action

- Plays
- GET /api/{version}/plays.{_format} Play list
- POST /api/{version}/plays.{_format} Create play.
- DELETE /api/{version}/plays/{id}.{_format} Remove play
- GET /api/{version}/plays/{id}.{_format} Return play detail
- PUT /api/{version}/plays/{id}.{_format} Update play.

Create a team

The user will be able to create a team on the platform, by creating this team the player will become the leader of that team. The leader will be able to invite user to the team and customize the team logo, name, description and players.

For a person to create a team will have to set some rules, for example he can set min and max age limits or gender, or make it open, so the system will recommend who invite based on his actual contacts or FB invitation.

Phase	Core	Activity	Points	Badges	Levels	Player type
On Boarding	Social Influence & Relatedness	Create a Team	10	--	New Born	Socializer

On Boarding	Social Influence & Relatedness	Invite a member	5		All levels	Socializer

Team API methods

- Teams
- GET /api/{version}/teams.{_format} Team list
- POST /api/{version}/teams.{_format} Create team.
- DELETE /api/{version}/teams/{id}.{_format} Remove team
- GET /api/{version}/teams/{id}.{_format} Return team detail
- PUT /api/{version}/teams/{id}.{_format} Update team
- TeamBadges
- GET /api/{version}/team-badges.{_format} TeamBadge list
- POST /api/{version}/team-badges.{_format} Create teamBadge.
- DELETE /api/{version}/team-badges/{id}.{_format} Remove teamBadge
- GET /api/{version}/team-badges/{id}.{_format} Return teamBadge detail
- PUT /api/{version}/team-badges/{id}.{_format} Update teamBadge.
- Show/hide List Operations Expand Operations
- TeamLevels
- GET /api/{version}/team-levels.{_format} TeamLevel list
- POST /api/{version}/team-levels.{_format} Create teamLevel.
- DELETE /api/{version}/team-levels/{id}.{_format} Remove teamLevel
- GET /api/{version}/team-levels/{id}.{_format} Return teamLevel detail
- PUT /api/{version}/team-levels/{id}.{_format} Update teamLevel.

Player API methods

- Players
- GET /api/{version}/players.{_format} Player list
- POST /api/{version}/players.{_format} Create player.
- DELETE /api/{version}/players/{id}.{_format} Remove player
- GET /api/{version}/players/{id}.{_format} Return player detail
- PUT /api/{version}/players/{id}.{_format} Update player.

Comments, reviews and vote

These 3 activities are the ones that makes the user earn reputation, which is an intrinsic reward the rules to comment will be that the users will be in charge of

reviewing, banning and vote comments, we will base on the principle of collaboration as a team. Any user can post a comment and this will be filter by other users, they can endorse and report an inappropriate comment. We will have 3 levels to comment and each one will have their own functionality:

- Citizen can comment and vote
- Patriot can comment, report and vote
- Major can comment, report, vote and ban another player.

The vote will be limited as LIKE or NO LIKE. The comments will be implemented in Quests, Photos and Posts. The comments of the majors will be show in a bigger size. (names citizen, patriot or major are just references, I need your feedback to stablish the correct names, maybe on the Blockchain or Expanse world there will be better)

Phase	Core	Activity	Points	Badges	Levels	Player type
Scaffolding	Social Influence & Relatedness	Write a comment	5	--	Citizen	Socializer
Scaffolding	Empowerment of creativity and Feedback	Review a comment	10		Patriot, Major	Achiever
Scaffolding	Social Influence & Relatedness	Report a comment	15	Major 1	Major	Achiever
Scaffolding	Empowerment of creativity and Feedback	Ban a user	5	Major 2	Major	Killer

Conquer de World

Conquer de world will be a game of quests where the platform will invite to a tournament, this tournament is based on riddles, the basic idea is that teams solve puzzles that lead them to an specific place in the world, if a team doesn't have a friend in that country they will have to be able to invite a person in this country, once the solve the riddle, one of the members of the team will have to send a photo in this place, after they post the photo a system admin will have to validate and if the mission is accomplish give the team the next riddle.

The contest CONQUER DE WORLD can take you to any place, but also can send you to an Sponsor branch or store, all this pictures will be adding to EXPLORE THE WORLD section with the date that the proof was sent.

The contest will be formed by N riddles and when the first team finish it they will CONQUER THE WORLD, the game will have an end date this can be set on the system, maybe at the beginning we will have very long dates for sign in into the contest and finish it. This will add SCARCITY to the platform, but this will happen when the platform gets to an specific level.

The game wants to add members of many countries so people has the platform, any team member can invite users, this is why we are adding the city as a must and giving a lot of points for it.

The game will have some random quests to earn extra points, this will not be announcing but will appear after a riddle and will let users take this riddle or not.

Phase	Core	Activity	Points	Badges	Levels	Player type
On Boarding	Development & Accomplishment / scarcity	Sign up	10	Discover 1	All levels	Explorer
Scaffolding	Social Influence & Relatedness	Invite a member	5		All levels	Socializer
Scaffolding	Unpredictability and Curiosity	Solve a puzzle	10	Discover N	All Levels	Killer
Scaffolding	Scarcity and impatience	Proof on time	25	Conquer 1	All Levels	Killer
End Game	Loss and avoidance	Conquer de world	100	Conquer Gold Master	All Levels	Killer

All players in the team will get the points and the team. When the team accomplish the goal they will get a 100 points and the Sponsor Prizes, every one wins?

Team / Player Quests

This quests can be created by teams/players to the public so everyone can enroll or from a Team/Player to and specific Team/Player

A quest is some activity that I “dare you” to do and can be any licit activity.

Gameboard API for teams

- GET /api/{version}/teams.{_format} Team list
- POST /api/{version}/teams.{_format} Create team.
- DELETE /api/{version}/teams/{id}.{_format} Remove team
- GET /api/{version}/teams/{id}.{_format} Return team detail
- PUT /api/{version}/teams/{id}.{_format} Update team.

Exploration Quest:

Exploration quests are a quest type that rewards players with experience points, badges, achievements etc. for traveling and exploring new places. An example quest would be for a player to go to the great pyramids of Egypt and take a picture. This will not be taken as a conquer de world contest but a specific task for someone. It can be public or private.

Public means that anybody can take the exploration quest and on private only by invitation a player will be able to take the quest.

Private quests will have a different amount of points and a different account ledger, the private quests will have rewards created by the challenger.

Public quests that can be taken by anybody will have EXP points and will apply to the platform rewards. This will apply not only to exploration quests but any other type of quest.

Phase	Core	Activity	Points	Badges	Levels	Player type
Scaffolding	Social Influence & Relatedness	Create a Team	10	--	New Born	Socializer
On Boarding	Social Influence & Relatedness	Invite a member	5	--	All levels	Socializer
On Boarding	Development & Accomplishment	Create a	20			Explorer

		private quests				
On Boarding	Development & Accomplishment	Create a public quest	30	Explorer 1	All levels	Explorer
Scaffolding	Development & Accomplishment	Join a private quest	10			Killer
Scaffolding	Development & Accomplishment	Join a public quest	20	Explorer 1	All levels	Killer
End Game	Development & Accomplishment	Win a public or private quest	50	Quest 1	Corresponding level	Killer

Level and badges will be created only by members in the same level, private will be one by one so it won't get a badge or level, this only be quests to engage people to use the app.

Group Quest

Group quest are a quest type that rewards players with experience points, badges, achievements etc. for completing objectives as a group. An example quest would be for a party of players to defeat another team in laser tag.

The team quests can be created by the administrator and other teams, every member of a team will be able to create a new quest, this quests will be restricted for a city, country, members age, gender or any other filter that the system based on group information. Meaning that also the team selection or invitation will be open if not filters are set.

Accomplishment Quest

Accomplishment Quest are a quest type that rewards players with experience points, badges, achievements etc. for accomplishing some sort of objective. Accomplishment quest can also be exploration or group quest. An example accomplishment quest

would be wine tasting 4 types of red wine at a wine tasting event. Or graduating high school or college.

The accomplishment quests can be individual or personal, private and public, for the group quests will be documented and classified by type, for the same kind of quests you will have history of accomplishment records so the system will suggest new challenges to create showing the player an old quest created on the system. This suggestion will be based on the quest category, so we will have a ranking, the most popular quests, the oldest quests, etc. so the next might be popular one or the oldes one.

The quest will be created by a player for the individual ones and by a team for the collective ones, the proof of accomplishment will be a picture or video in the platform, refer to the completion proof further in the document. Also, a user can upload a document as a pdf to the system to prove or might ask somebody else to give a proof, for example his teacher, dean or someone in a higher level or position. (please evaluate if this will not make people ask each other for a proof and maybe they are not qualified for to validate)

Default Quest

To frame the intended use of the game there will be a series of starter quest. There will be a quest to teach players how to use the platform. There will be a few exploration quest, a few group quests, and a few accomplishment quests.

This quest will happen in the onboarding part of the player journey this quests can be created by the administrator for everyone or by any one in the same level. A quest doesn't need to be approved but users can report a quest to be banned because is obscene or bad. (Evaluate this)

Potential Starter Quest

- Exploration Starter Quest
- Visit all the 7 wonders of the world
- Accomplishment quest
    - Beginners quest
        - Teach the players how to use the platform
        - Setup players profile
        - Create first quest
        - Invite friends

API for quests

- Events

    - GET /api/{version}/events.{_format} Event list
    - POST /api/{version}/events.{_format} Create event.
    - DELETE /api/{version}/events/{id}.{_format} Remove event
    - GET /api/{version}/events/{id}.{_format} Return event detail
    - PUT /api/{version}/events/{id}.{_format} Update event.
    - Show/hide List Operations Expand Operations
- EventPrizes
    - GET /api/{version}/event-prizes.{_format} EventPrize list
    - POST /api/{version}/event-prizes.{_format} Create eventPrize.
    - DELETE /api/{version}/event-prizes/{id}.{_format} Remove eventPrize
    - GET /api/{version}/event-prizes/{id}.{_format} Return eventPrize detail
    - PUT /api/{version}/event-prizes/{id}.{_format} Update eventPrize.
    - Show/hide List Operations Expand Operations
- Goals
    - GET /api/{version}/goals.{_format} Goal list
    - POST /api/{version}/goals.{_format} Create goal.
    - DELETE /api/{version}/goals/{id}.{_format} Remove goal
    - GET /api/{version}/goals/{id}.{_format} Return goal detail
    - PUT /api/{version}/goals/{id}.{_format} Update goal.

Completion Proof

Every quest will need some sort of proof that the player has indeed completed the quest. Players can submit that proof in the form of picture, video and submitting their proof for review by the quest giver. Some quest could autonomous and trigger completion with special devices. For instance, a quest could be “visit the great pyramids” a device located at the great pyramids could create a multi signatured transaction with the player's signature.

The completion proof might be done by de geolocalization of the device or check in with a FourSpace kind of APP, maybe we can integrate to it. This will be the platform validation of the position and validate if he is in the place, for the team quests if one member is in the place it will be proof, in either quests you will have to add a proof, like a photo or video that it will have to be validated by other users or the administrator.

Proof validation

In order to help curb cheating, players will be able to rate other players proofs and the quest giver will have the ability to reject the proof being submitted for their quest. Quest that take advantage of crypto signatures wouldn't need as much social validation because they will be secured by trustless mathematics.

Scarcity actions

We suggest this scarcity actions:

Your time is up

Put a time to complete a quest, for example to sign up and to finish the quest, this will make users participate and accomplish on time. Quest can be created at the beginning by the administrator to make people use the platform, so onboarding actions can be:

- Have someone on the USA as a team member
- Create your first team with 5 members from 3 countries
- Fill your personal profile you have two hours.

Join before midnight

Teams can create new quests with maximum sign up time, this will make other players participate if the challenge is a good one, randomly the system will assign double points to a Quest and all players will be notified, at the beginning we will make this happen by country in order to make the players on an specific country participate.

Wait until

This kind of events will make players check the APP often, these events will be set by the administrator only and it will be created based on a public event, for example when Chris Sacca finishes his conference on the Collision conference 2018 the new quest will be release. Or after the Boston marathon, or the flight arrival or any other action, when a video gets to a 1000 views, etc. This can make the easier to get sponsorship or to get brands to sponsor the app.

Loss and avoidance

This will be not to loose some work made before, so we will use this as a Rally, which means that a serious group of players or teams, will participate for a NOTHING OR ALL contest, if they win every challenge will move to the next game phase.

But if the team loose then it will go out of the competence and look for another rally invitation. Only advance users can invite to a rally. Every win rally will have the points of every step on the quest.

As we set before the platform will be able to set a time to get into a quest, so the player will have a time to sign up into a quest, and it will have a countdown to sign up.

Retake an old quest, a player will have the opportunity to take a quest that he didn't accept before, the system will suggest this kind of events after a long time not login in or taking quests. So this will be a quest suggestion based on the categories of interest and the time that he hasn't log in to the app.

Unpredictability & Curiosity

In this core we recommend activities like:

1. Midnight quests: this can be easy fast quests that the player can make with out a team, this quests will be different every time. This quests can be things like:
    a. Look for something on the internet and find the answer to.
    b. Watch this movie and get the code to solve
    c. Any little puzzle or question.
2. Guess who: the player will get randomly the photo of a player and he will have to guess how old the player is and where is he from, or any other question.

Ownership & Possession

To make the user feel as part of the platform we will let him add his photo to his profile, in a second phase we could create a AVATAR build into the App.

Based on the conquer the world component we can set levels where by city or country a user feels like he owns the place, like Square Space does setting people as the major. That will give users possession of a city or country based on the amount of points in this dynamics.

Level management api

- Levels
    - GET /api/{version}/levels.{_format} Level list
    - POST /api/{version}/levels.{_format} Create level.
    - DELETE /api/{version}/levels/{id}.{_format} Remove level
    - GET /api/{version}/levels/{id}.{_format} Return level detail
    - PUT /api/{version}/levels/{id}.{_format} Update level

App Structure

- Challenge feed
    - Filters
    - Check inn
    - Post photos
      Transformation stories

- Profile
  - Presentation
  - Change profile
- Explore the world
  - Add a new place
  - See place gallery
  - See place history
- Teams
  - Create new
  - Profile
  - Accept Invitations
  - Send invitations
  - Leaving team
  - Recommend
  - Team Feed
- My challenges
  - Create new
  - Invite
  - Accept challenge
  - Approve challenge
  - Add action
- Search
  - Challenges
  - Stories
  - Users
  - Follow
  - User search
  - User feed
- Leader Board
  - Board
  - Detail of my points
- Help
  - Help Wizard
  - Frequent questions
- What's New?
- Contact
- Information pages
  - What is Exp.Life
  - Information of the company
  - Other Expanse Apps

Leaderboard

It is important to talk about the leaderboard this will have to be generated only comparing the teams, the players and the countries in the same level and only with the nearest 4 or 5 teams, players or countries, because players only will be motivated if they are in the top five.

Period management

It is not good to have a changing period so we do not recommend to change the period in case this will be need it then players will not have to loose their points or levels, any award or point will have to transfer to the new levels, badge or reward to a lower level in the new league.

Platform

Based on that the API of Gameboard is in PHP and the services are Outh2 then all the game logics must be on an IOS and Android APP and the blockchain functionality on a API provided by Expanse team. Every change made on the platform will be ask to the team that develops that platform.

The path to accomplish the app will in charge of Chris Franko. Omar will be the analyst and project manager.

Funding

Crypto tokens offer a unique, low barrier to entry, cost effective way to raise capital for projects without giving up equity.

Life Token

LIFE is an ERC20 token that is used to create and incentivize quests. ERC20 tokens, are tokens that live on the Ethereum or Expanse blockchain that can store value, represent an action or behavior and can be stored, and transferred to anyone in the world with very little friction.

ICO

A means by which funds are raised for a new crypto token venture. An Initial Coin Offering (ICO) is used by startups to bypass the rigorous and regulated capital-raising process required by venture capitalists or banks. In an ICO campaign, a percentage of the crypto token is sold to early backers of the project in exchange for legal tender or other crypto currencies, but usually for Bitcoin.

The LIFE token will be sold for EXP, BTC, ETH over the course of 90 days. The LIFE token will have a tiered incentive system to reward early investors and supporters. Every two weeks the amount ico participants receive decreases by 10%.

- Ico Tiers
- Period 1: 100%
- Period 2: 90%
- Period 3: 80%
- Period 4: 70%
- Period 5: 60%
- Period 6: 50%
- Accepted Asset Starting Conversion Rate
- EXP - 100 LIFE/EXP
- ETH - 500 LIFE/ETH
- BTC - 5,000 LIFE/BTC

Minting

A special oracle with minting privileges will be able to mint new LIFE as a way to incentivize the creation and completion of quest.

Potentially Mintable Actions

- Quest Creation
- Quest Completion
- Leveling Up
- Special events
- Player Basic Income

Minting Workflow Example

- Player creates quest and plays a quest creation fee in LIFE
- The amount of LIFE payed becomes the incentive to complete the quest.
- If the quest is completed
- The quest completer earns the balance payed to the quest.
- The MINTING.ORACLE mints a new amount of LIFE and rewards both players