Sept 18 - Oct 19
Explore Augmented Reality!

Berkeley Sutardja Center for Entrepreneurship & Technology
COLLEGE OF ENGINEERING

Phygtl.

Logistics

send any questions to racheleizner@berkeley.edu. It is *required* to complete this challenge in teams of at least 2!

Challenge Instructions

Step 1: Familiarize yourself!
   I.   Look back through the presentation that includes the basic visualization of Phygtl–what key things stand out to you about how the platform is going to be organized?
   II.   Why is the process of creating visual representation first, then building the app, important? What advantage does this add to the startup process?
   III.   What about the UI/UX of the app appeals to you?

Step 2: BYOF (Build Your Own Feature)
   1.   Recall the 3 pillars the Phygtl team discussed – a reward system, gamification, and immersiveness. Choose one (or more!) pillar to emphasize in your challenge, and make a plan focussing on this pillar.

         REWARD: How can Phygtl create a reward system where companies can integrate themselves into the platform, and users can be rewarded for interacting with them?

         Questions to kick-start your thinking:
            1.   How can a company incentivize users to interact with them?
            2.   What rewards would work best on this type of platform?
            3.   What rewards would work best for Phygtl's demographic?
            4.   Should Phygtl decide the reward system for all companies, or should companies be able to create their own rewards on the platform?

         GAMIFICATION: Apps like Instagram, Snapchat, and Tiktok focus on gamifying a specific action (taking pictures, making videos). What sort of psychological behaviors play into gamification, and how can the app encourage engagement through these behaviors? How would Phygtl establish this same sort of gamification (a core loop mechanism) into the platform?

Questions to kick-start your thinking:
5. How would a company integrate an "ad" into this sort of gamification?
6. What is the basic psychology behind gamification?
7. How can the company assert themselves in a way that doesn't feel like an advertisement?
8. What other gamification of actions can you think of, and how can you draw from this to establish gamification in the app?

IMMERSIVENESS: How can app products and features be structured to enhance immersiveness that makes it more intriguing for Phygtl? How would immersiveness add value to Phygtl, and to the companies on the platform?

Questions to kick-start your thinking:
9. What existing Phygtl features different forms of immersiveness (AR maps, filters, lenses) would be helpful for Phygtl's use case?
10. How has immersiveness benefited other platforms?
11. How can immersiveness enhance the user experience?

For your choice, you should include:
I. A typed description of what your recommended answer to your pillar prompt is and how it would operate within Phygtl
II. A description of how the user will engage and interact with the feature
III. A description on how the feature integrates with the existing figma files
IV. A drawing or digital representation of what the feature would look like
V. A pathway diagram of how users would be integrated into the app

Things to consider:
I. Features should complement/supplement the app! If the feature can stand alone and does not complement Phygtl's use case, is it worth pursuing?
II. A must have: how can we use the signals that the Phygtl team demoed to power these POEs (points of experiences/your features)? It's important to rely on these signals as a tool for an action users can take, as well as the data the signal collects!

Step 3: Pitch!
1. Create a 6-8 slide pitch deck answering the questions from Step 2 to pitch your feature to the Phygtl team
2. A one page document outlining a description of a use case that inspired your feature and the behavior explanation (core loop). Example here!