

Karmafy Features & User Experience

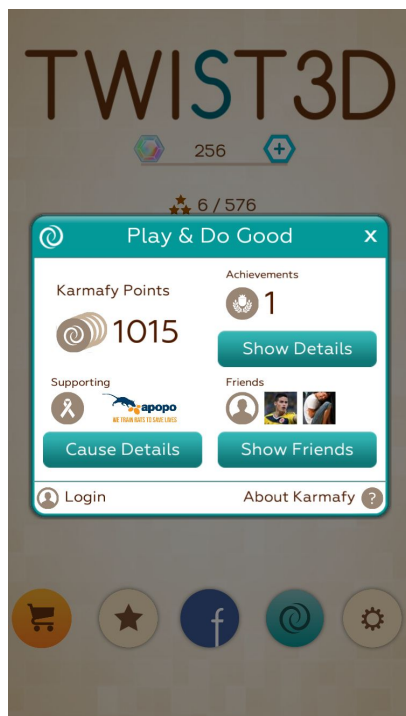
Introduction

This document aims to describe the features and user experience made possible by Karmafy in a game. Most of this functionality comes straight out of the box if Karmafy presentation is used when integrating a game.

Karmafy Skinning

The Karmafy presentation layer and content can be skinned to suite each game. The skinnable items include window frame graphics, buttons, icons, text font and text color. Other image content can also be adapted to each game if needed.

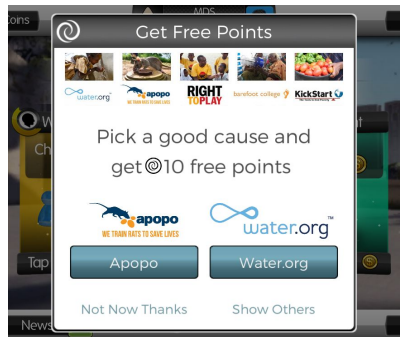
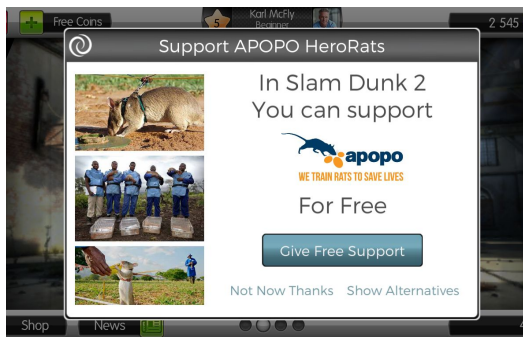
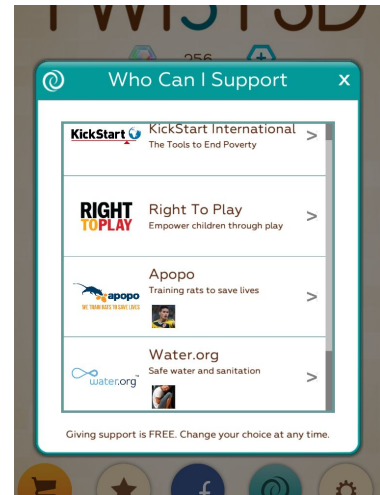
Below is an example of the Karmafy menu from two different games, TWIST3D and Slam Dunk Basketball 2. Each game has got it's own skinning to match the game.



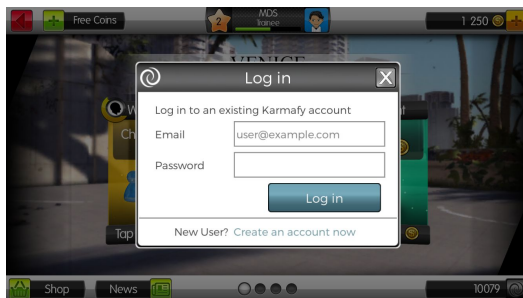
Karmafy Onboarding

A player of a game with Karmafy can receive Karmafy points from the very start. However, for the Karmafy points to have meaning, the player needs to pick an organization. The player can access the list of possible good causes to support by going to the Karmafy menu.

To make the choice of a good cause as simple as possible, Karmafy would at a suitable time like to pop a dialogue informing of Karmafy and giving the player a quick easy choice. These pop-up come in a few different flavours. For example:



If a player wants to bring Karmafy points and achievements across different games, the player will need to create a Karmafy account. However, this step is not needed if the player is only playing a single game with Karmafy.

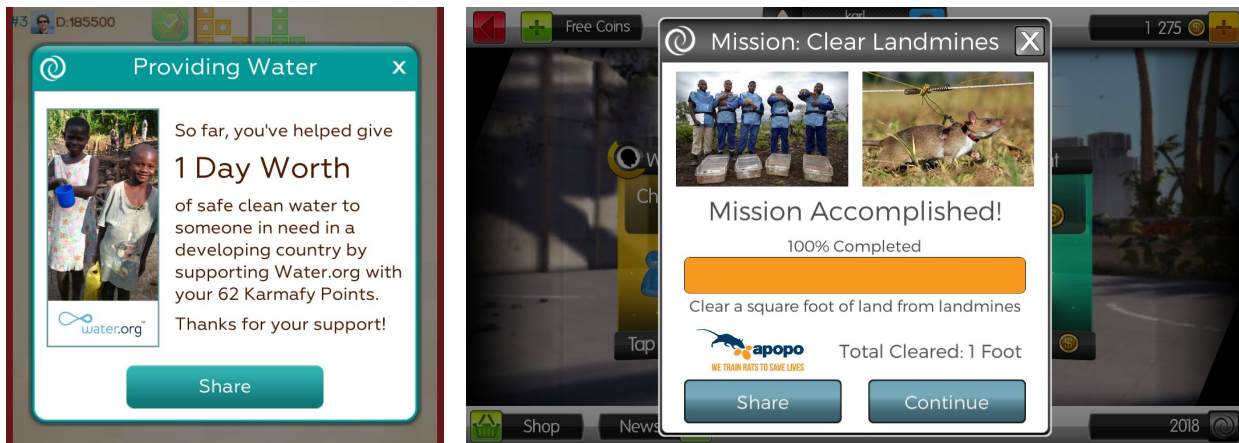


Charitable feedback and reinforcement

As a player collects Karmafy Points for a cause the player receives real-time feedback on the good done for the cause.

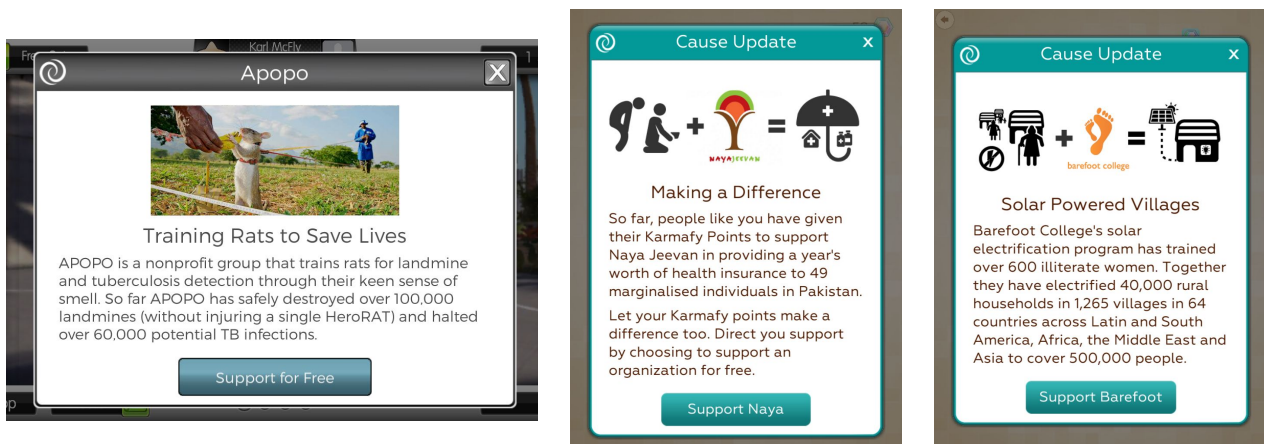
Examples (based on current Karmafy Point valuation in 3 games)

- Reaching ~60 Karmafy Points to Water.org means 1 person in the developing world has received clean safe water for 1 day.
- Giving APOPO ~1700 Karmafy Points clears a square foot of land for APOPO



Cause Updates & News

Players can regularly receive news and updates from causes depending on which cause they support.



Karmafy Menu

All things Karmafy can be accessed from the Karmafy menu. The Karmafy Menu includes

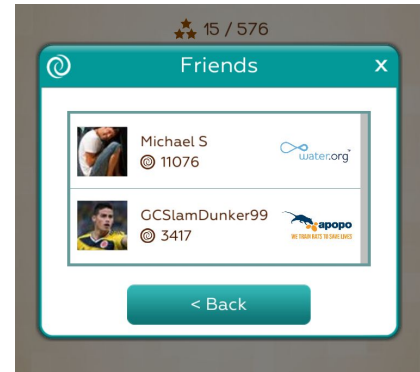
- See your total Karmafy points
- See currently supported good cause
- See contributed Karmafy points to causes
- List Karmafy achievements
- See which friends also play Karmafy games
- See friends Karmafy points and support of good causes
- Karmafy Leaderboards
- Login/register to Karmafy
- Other Karmafy information and the Karmafy EULA
- Possibility to disable Karmafy



Friends

If Karmafy receives facebook details of a user including friend list then Karmafy is able to show additional functionality. This includes

- Showing friend support in cause selection list
- Show Karmafy points and choice of good cause in friends list.



Sharing

Karmafy messaging often includes a possibility to share. Karmafy will manage all the content needed for the share making it easy for an app to post cause related personal shares to social media.

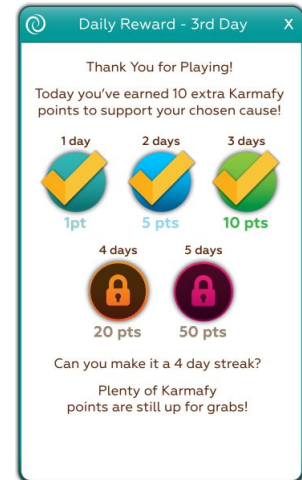
The shared url will take the user directly to the app listing in the store of the device.

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Repeat Usage

Karmafy rewards points for players returning to games with Karmafy each day. Reward is given for 2, 3, 4 and finally 5 days in a row. This applies for all games with Karmafy and is independent of game. A player could thereby be rewarded 5 days in a row for playing 5 different games each of the days (provided they all have Karmafy). We believe this is a good retention loop for all the games involved and should be seen as a complement to each game's normal returning reward.



Cross-promotion

As a player is supporting a cause in a game, the player may be inclined to support the same cause in other games. Cross-promotion between games with Karmafy is therefore a possibility for cheap user acquisition with a positive marketing vibe.

Apps can be cross promoted in the following ways:

- In the Karmafy menu players can see other games
- Player profile as part of leaderboards
- Cross-promotion interstitials

Karmafy cross-promotes apps with interstitials at a 1:1 rate based on impressions.



Achievements

Users can gain achievements when certain game or Karmafy criteria have been met. With the help of the KarmafySDK, the game posts events to Karmafy where rules decide if an achievement has been completed.

There are two types of achievements, Karmafy Cross Game Achievements and Game Specific Achievements. Karmafy Cross Game Achievements are rewarded depending on

behaviour in any game with Karmafy or may even require actions in multiple games. Game Specific Achievements are achievements created for a specific game.

Example of Karmafy Cross Game Achievements

Achievement	Description	Required Game Events
Selected a Cause	The user selected a cause for the first time.	None
Supporter of an Organization to Certain Level	Users reaches 100, 200, 500, 1000 points to a specific organization. The user gets an achievement "Given 1000 to Water.org" or such achievement.	None
Supporter of Multiple Organizations to a Certain Level	The user has given 100, 200, 500, 1000 points to 2 or 3 orgs. The user get achievements such as "Given 500 to Two Organizations".	None
Installed 2nd/3rd Karmafy Game	Achievement for installing 2nd and 3rd game with Karmafy	appActivated
Watched X videos for a cause	The user has watched X videos (possibly across multiple games) while supporting a single cause	videoFinished

Game Specific Achievements have custom rules, graphics and texts.

Game-specific rules

In addition to the generic rules above a game should have some tailored rules that encourages user actions that are deemed most valuable to the game and game company. These can use any combination of generic of game specific events to trigger point rewards, messages and achievements.

Document History

Version	Date	Description
0.9	2017-06-08	Initial draft