

Product Features of Karmafy

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End User Experience

User Features

Karmafy Points	✓
Karmafy Achievements	✓
User Profile	✓
Choose Cause to Support	✓
Invite Friends	

Connect to Friends	✓
Friend Profile	Q3
Message Friends	
Challenge Friends	Q4
Cause Leaderboards	Q2
Karmafy Leaderboards	Q2
Game Specific Leaderboards	Q3
Cause Feedback and Content based on rules	✓
Real time cause feedback by valuation of Karmafy Points	✓
Cause News	✓
Social Sharing	✓
Play offline with limited Karmafy functionality	✓
Support for other languages than English	Q3

End User Account Management

Anonymous User Identity	✓
User Account Registration from Anonymous User	✓
User Login from Anonymous User	✓
Merging of anonymous user data with logged in account	✓
Connect social account	✓
Sign up with social account	✓
Add email/password to account	✓

Channels

In Game Karmafy	✓
B2C Website	Q4
Karmafy App	Q4

Integration

Web API for integration from any kind of product	✓
UnitySDK for quick and simple integration in Unity Games	✓
Simple Unity Game Integration in ~1 day	✓
C++ SDK	
iOS native SDK	
Android native SDK	
Out of the Box Karmafy Functionality and Content	✓
Monetary purchase validation (Google Play/App Store)	✓

UnitySDK

Presentation Layer for handling all Karmafy content	✓
Presentation Styling with Stylesheet	✓
Run Rules and Karmafy Experience Offline	✓
Queue Up Events While Disconnected	✓

Administration

Setup and Edit Games	✓
Create & Edit Karmafy Game Rules	✓
Setup and Edit Causes	✓
Connect Causes to Games	✓
Cause and Game Handshake for Partnership	✓
Handle Cause News Content	✓
Account Management	✓
External Admin Access for Game Devs	✓
External Admin Access for Causes	✓

Gamification Infrastructure

Gamification rules on a per game basis	✓
Flexible Gamification of Karmafy in Game through Javascript Rules	✓
Live update of Gamification Rules	✓
Gamification Rules Based on Cohort Groups	✓
Rules based on unique event counts and consecutive event counts for hour, day, week, month or year timeframe	✓
Testing Tool for Karmafy Rules	✓
Automatic Testing Tool for Karmafy Rules	✓

Data Analytics

User acquisition attribution	✓
Flexible Game Analytics Tool Integration	✓
Example Integration of Google Analytics Measurement Protocol	✓
Run silently with data collection for selected users	✓
User Group Cohort Administration	✓

Marketing

Ad network functionality	Q4
Cross Selling of Games	✓
App and game push notifications	✓
Tool for email marketing and push notifications	
Charitable donation tax deduction	

Non-functional

Handle 100 000 concurrent users (tested)	✓
Robust	✓
Alarm Monitoring	✓

- ✔ = Feature completed
- ✓ = Feature partly done or planned
- Empty = Feature not done yet

Document History

Version	Date	Description
0.9	2017-06-08	Initial draft