Product Proposal

Fluxathon x Duolingo
24 Hour Design Challenge

Kim x Lee x Garcia

The Sea Simps

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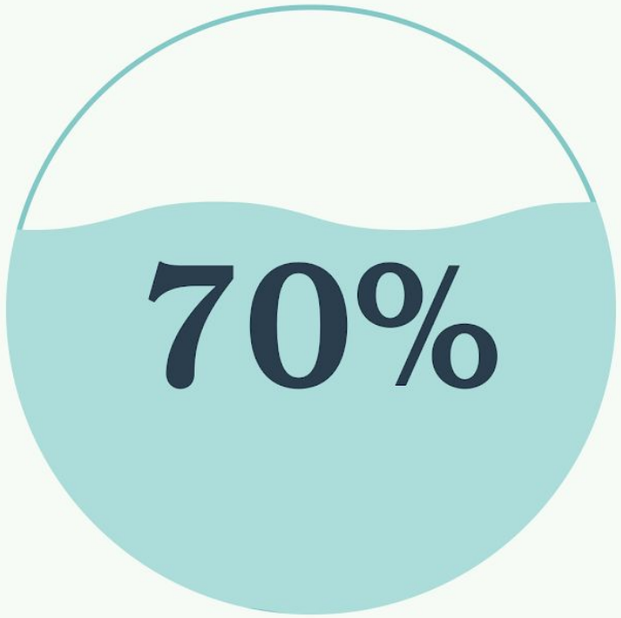
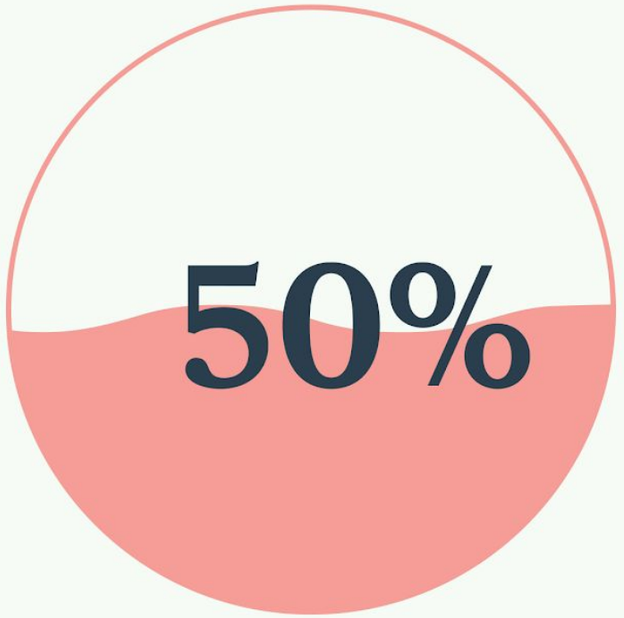
The Prompt

Ocean Conservation

Ocean Conservation



of our oxygen comes from the ocean



of the world’s reefs are dead

National Geographic

Primary Research

58%

of respondents feel **very anxious** about the state of our reefs

70%

respondents believe the marine environment is under **threat from human activities**

76 responses

Insights

People are in favor of marine protection but are **not** taking action

54%

of our respondents said they want something that **benefits** themselves as well as **helps** the ocean

How might we spread **awareness** and enable people to directly **contribute** to global ocean conservation efforts?

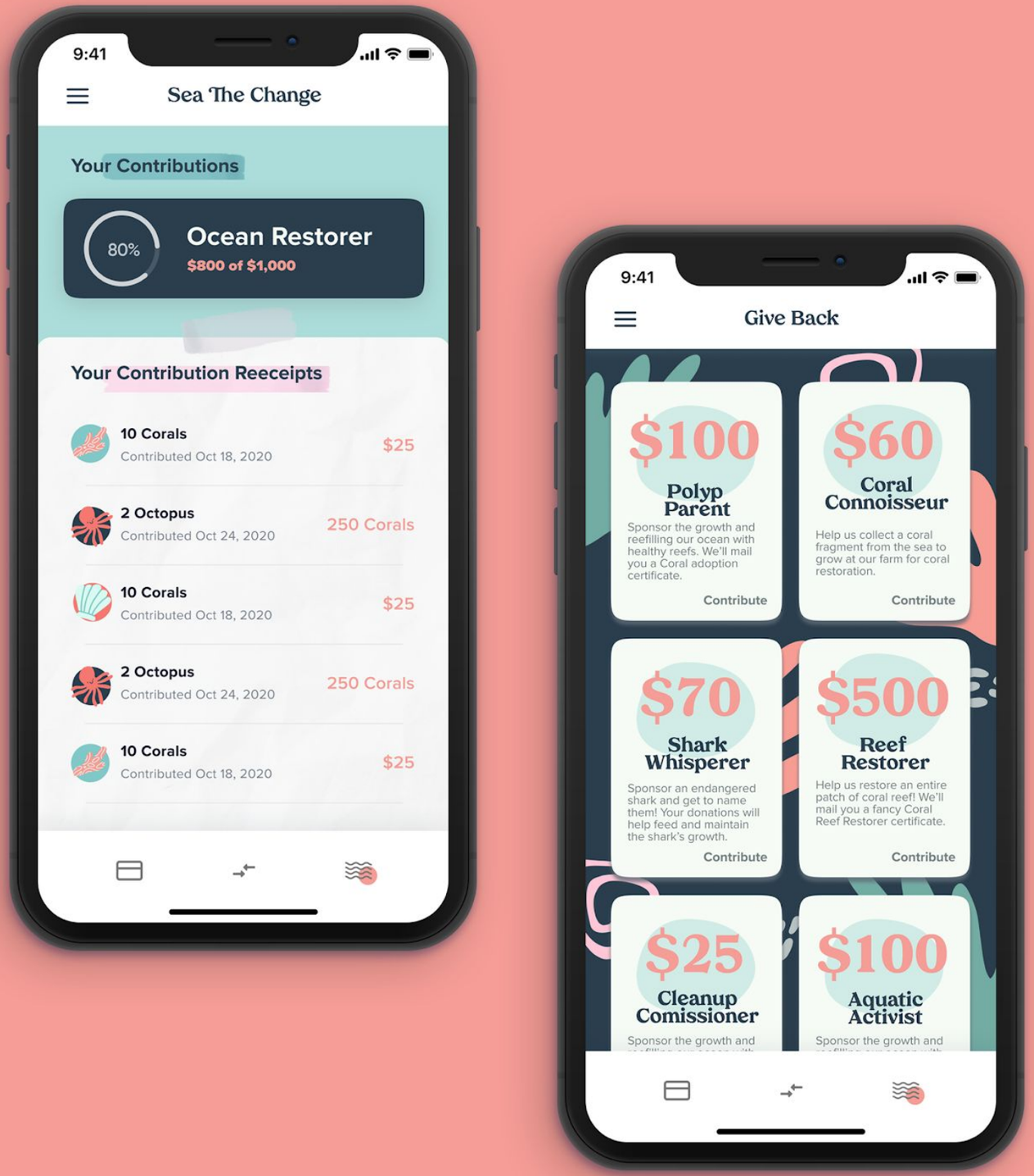
We wanted to incorporate something we already do everyday...

Spend money!

Our Solution

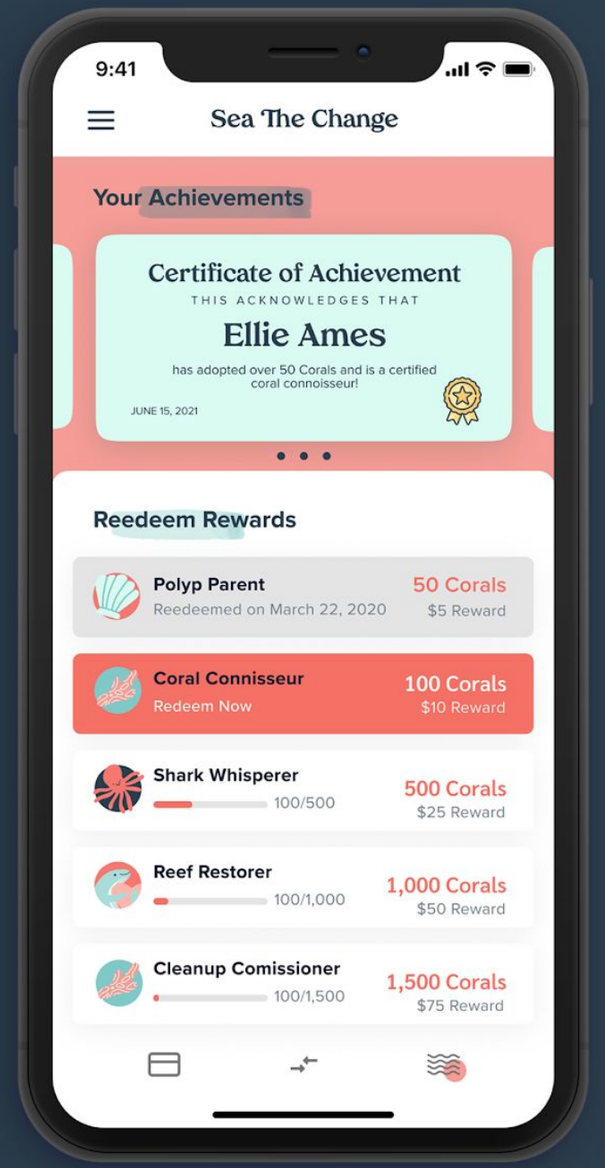
Reefine

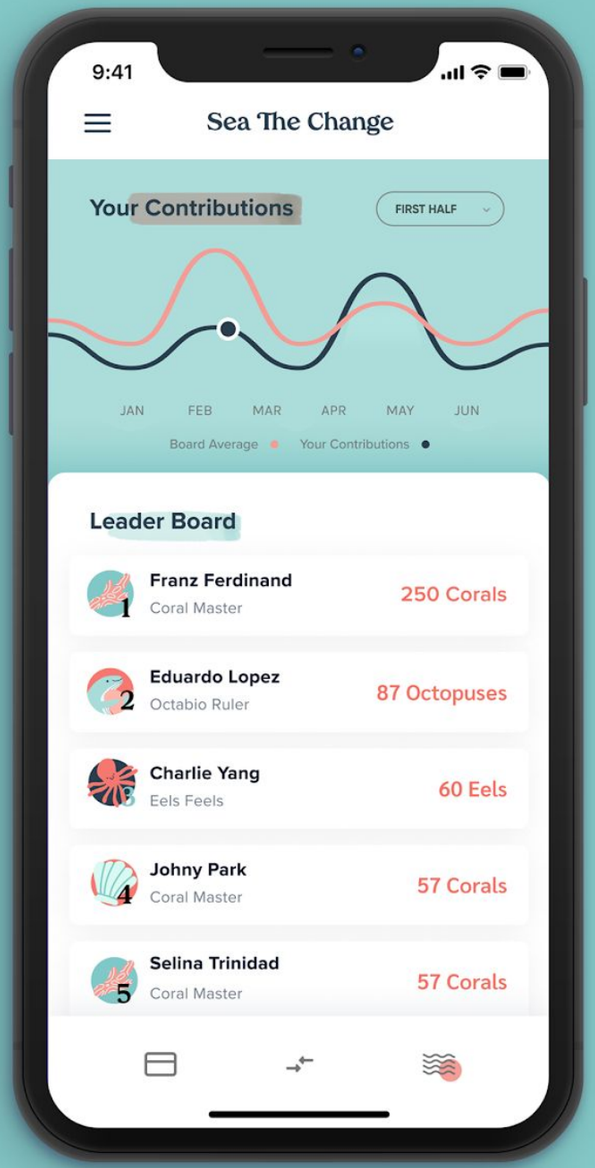
Spend money, save the ocean,
collect reewards—it's seample!



Donate directly to organizations and causes.

Earn cashback and reedeemable reewards from using your card!





Track your progress and compete in global leaderboards.

Reefine

Spend money, save the ocean,
collect reewards—it's seample!

Thank you!

We now open the floor for any questions.

Gamification Process

Goals

To help conserve oceans by connecting users directly to marine organizations through a credit card.

Rules

Use the credit card for your personal purchases, and the bank/company automatically donates per amount to cause of your choice. If you round up transactions, you have the choice of adopting a coral.

Progress/Feedback

Users can see the stats of other friends on the app. There are leaderboards for corals planted, and an interactive map where you can see areas around the world where your friends have funded corals

Rewards

Users can obtain cashback rewards on partner businesses and earn in-app badges and points for completing tier goals. Users can also be mailed and have digital achievement certificates for certain accomplishments.

Motivation

Spend money, gain a credit score, and contribute to helping save the oceans all in one place. Not only are we giving you a lot of personal rewards, but you help frickin save the ocean.