

The background features abstract, organic shapes in teal and coral colors. A prominent white spiral line starts from the top center and winds downwards and to the left. On the right side, there are several white, pill-shaped elements arranged in a fan-like pattern, resembling a stylized flower or a cluster of seeds.

Product Proposal

Fluxathon x Duolingo
24 Hour Design Challenge

Kim x Lee x Garcia

The Sea Simps



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M.F.A. Illustration 2021

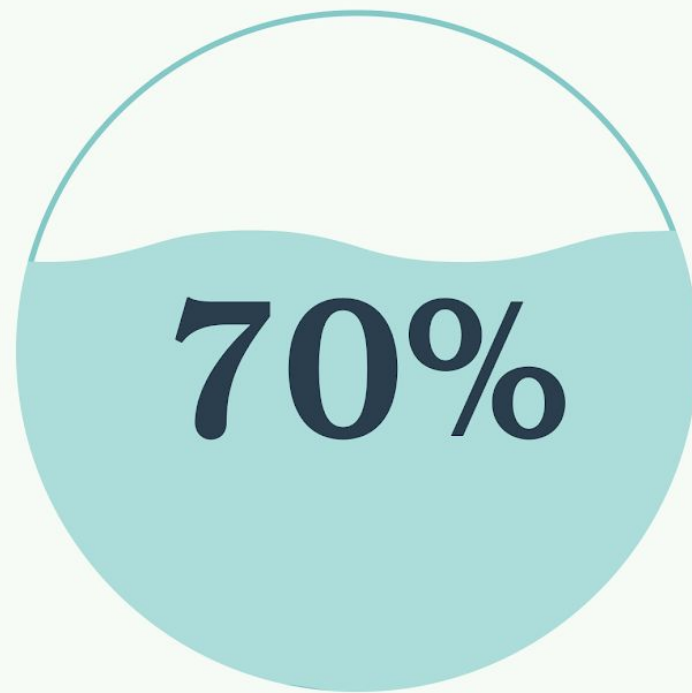
The Prompt



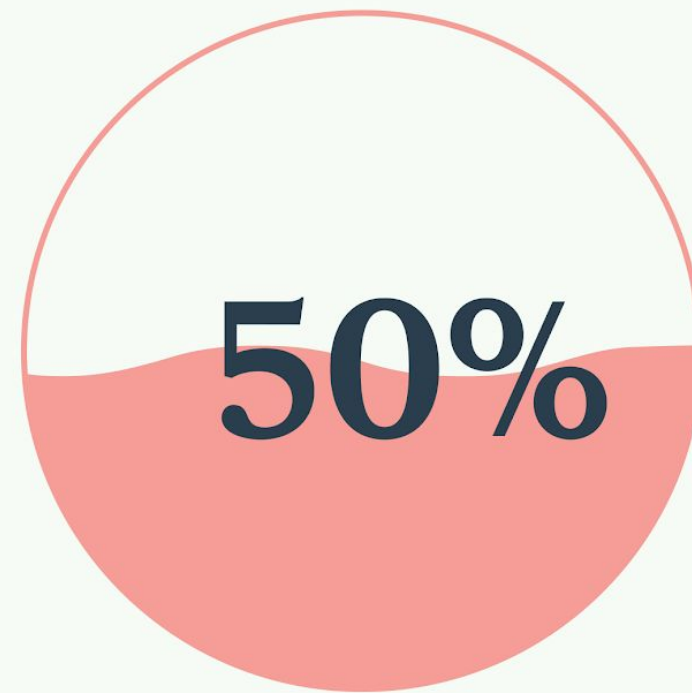
An abstract graphic design on a dark blue background. It features several organic, hand-drawn shapes: a teal shape on the left, a pink spiral at the top, and a coral shape on the right. A semi-transparent teal horizontal band is centered across the image, containing the text "Ocean Conservation" in white. At the bottom, there is a cluster of white, pill-shaped elements.

Ocean Conservation

Ocean Conservation



of our oxygen comes
from the ocean



of the world's reefs
are dead

Primary Research



76 responses

58%

of respondents feel
very anxious about
the state of our reefs

70%


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

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

The background features abstract, organic shapes in teal, pink, and coral colors against a dark blue background. The teal shapes are on the left, the pink shapes are at the top, and the coral shapes are on the right and bottom. The text is centered in the middle of the image.

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...**



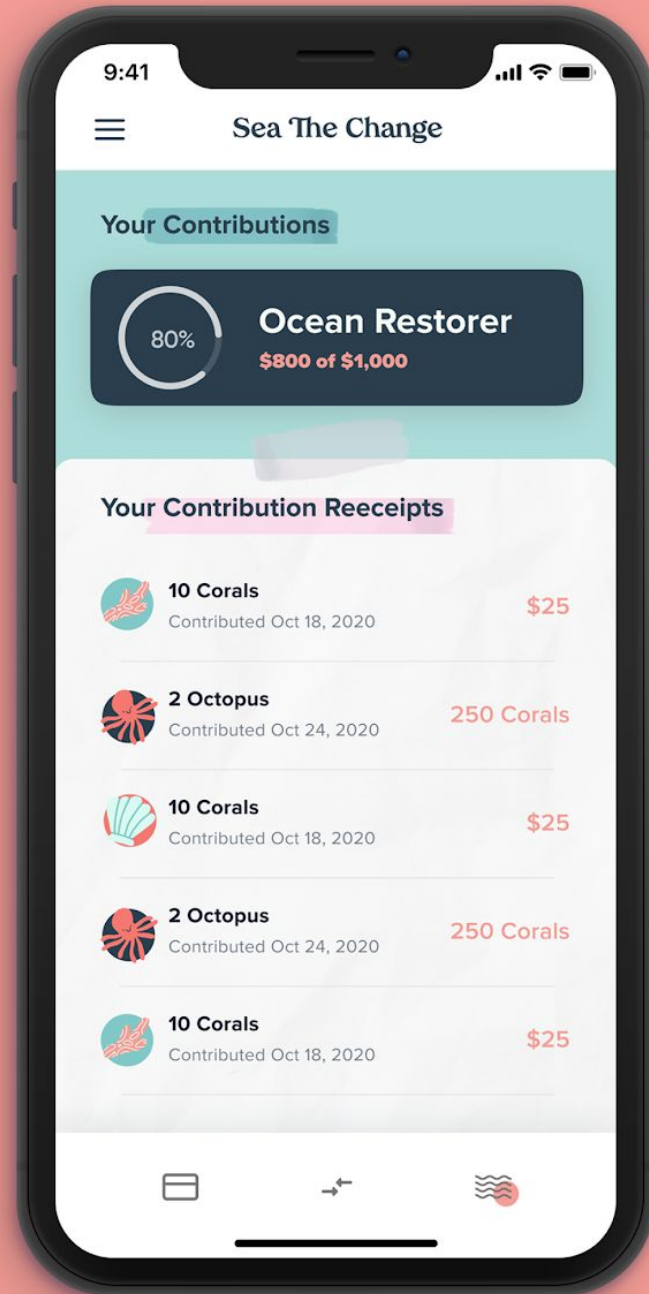
Spend money!

Our Solution



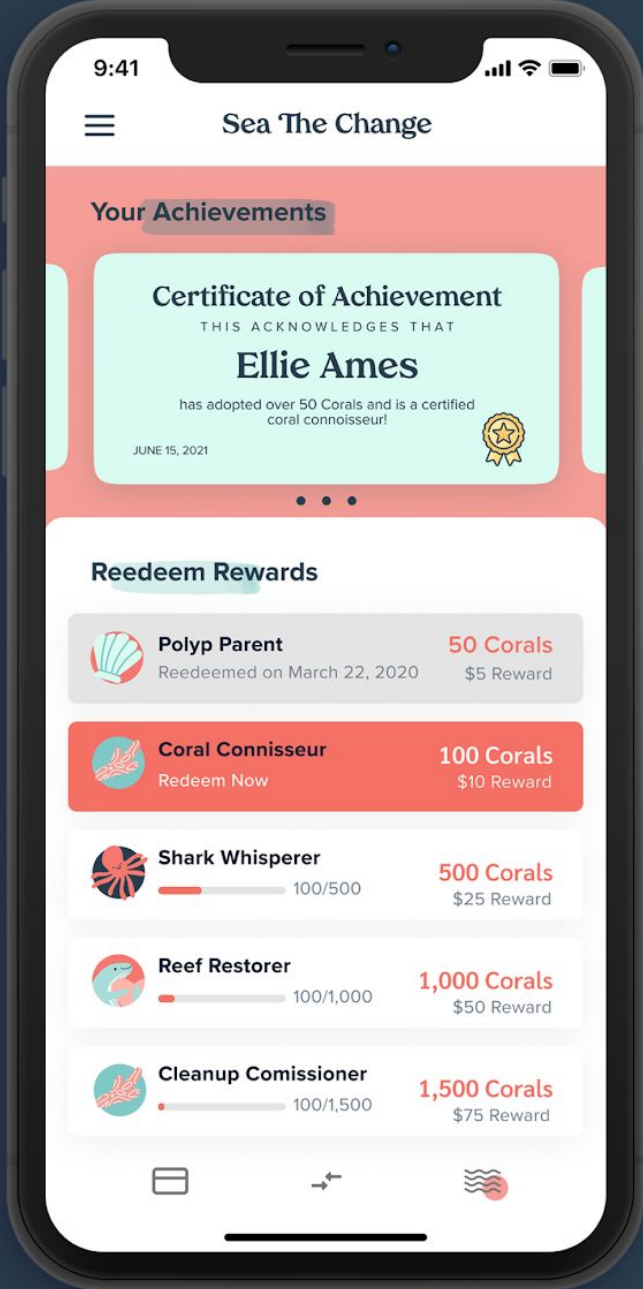
Reefine

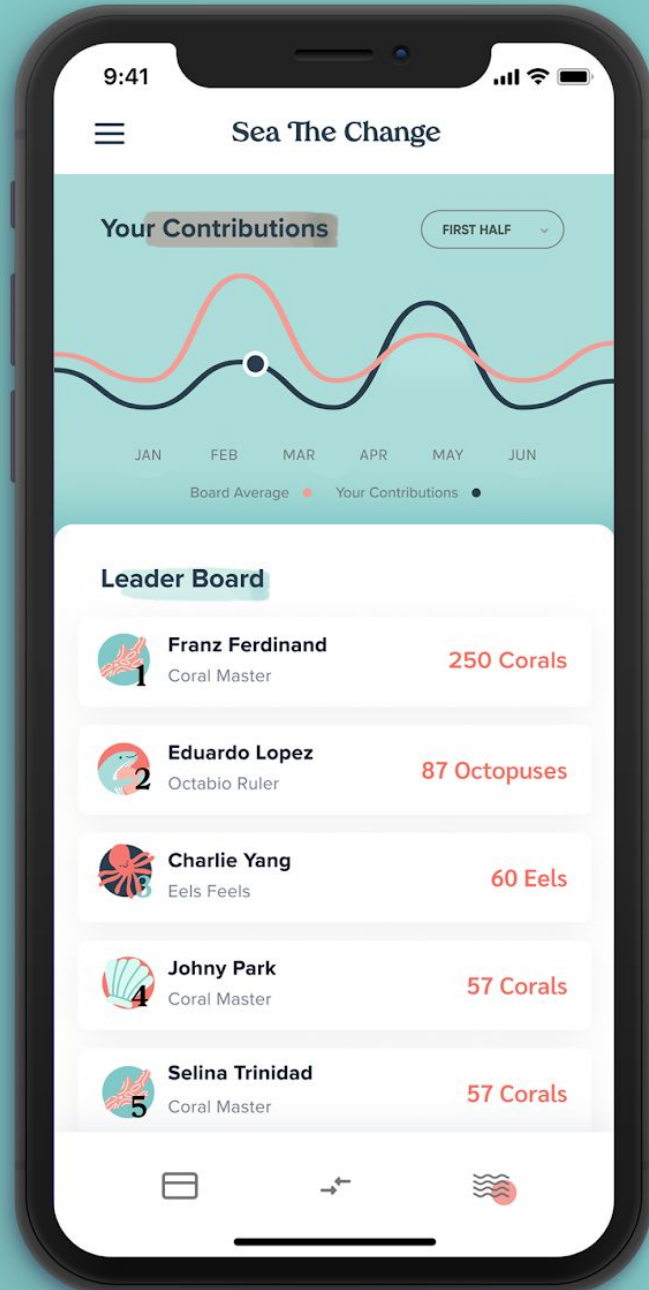
Spend money, save the ocean,
collect reewards—it's seample!



Donate directly to organizations and causes.

Earn cashback and
redeemable rewards
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.