



BOY SCOUTS OF AMERICA®

SCOUTMASTER

TOBY FITCH



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moodboards, any sources of inspiration and other visuals

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Existing applications that prove simple user actions can be gamified.

CLUB PSYCH

Web based platform for USA Network



PARTICIPATE through challenges and earn points when watching episodes, videos, listening to new songs, using mobile applications, and forums.

REWARDS are earned by trading points to buy virtual goods.

FOURSQUARE

Location based social media service



EARN rewards by checking in and discovering new content encourage users to check in at locations.

DISCOVER hidden treasures and unlock unique badges.

COMPARE individual stats in leaderboards.



Current and existing **applications** and direct competitors.

E TRAIL TO EAGLE

Online Troop Advancement Tracking



TRACKS Troop Advancement records online.

RECORDS can be accessed by leaders and parents.

KEEPS track of ranks, merit badges, positions of responsibility, service hours, campouts, hikes, and more.

SCOUTTRACKER

Track every detail and make it count



REQUIREMENTS are signed and dated for record-keeping.

CHOOSES merit badges and leadership positions intuitively.

SENDS electronic reports via e-mail and more.



Enrich lives with leveraging the **newest technologies** for people to embrace.

ENCOURAGE

visitors to share thoughts by creating interactive elements. Digital content has an enormous advantage.

GAMEIFY

the existing system to encourage scouts to advance and keep track of their advancements.

INTEGRATE

social media strategies with scouting in order to foster social growth.



SCOUTMASTER

Keep track of your progress to become the Ultimate Scout



PROFILE

Main profile information, view all of your earned badges, see how you stack up to other scouts. Share updates of your recent activities.



ADVANCEMENT

Unlock badges, track your journey to scout mastery through individual and collaborative efforts with new social media strategies.



MISSIONS

Explore your world and connect with scouts. Bump into a scout to start a joint effort mission, or do your own mission. Earn hidden rewards!



MY TROOP

Go on a monthly mission to achieve unique rewards. See what your troop's goals are. Follow updates of what your peers have been up to.



SETTINGS

Personal account information and local troop information such as address and phone number will be stored here.



Risk associated with this concept are **common** and **universal**.



LACK OF CONNECTION

Wifi or cellular based service would decrease chances of usage.



UNACCESSIBLE

Although both mobile and desktop versions will be offered, Scouts may still not have access to this concept.



PAPER TO DIGITAL

Tedious process of going from paper documents to web/app based documentation of content, authenticity of a badge earned or assignment completed.



UNTRADITIONAL

Creating an application that leverages new technology for people to embrace while keeping the same traditional feel.



SCOUTMASTER KIP

SCOUTMASTER TO SCOUT



WOULD LIKE TO KNOW PROGRESS OF SCOUT

Scout Master Kip would like to know his troops progression and how one of the scouts is doing with regards to their mission. He is able to view the scouts “worksheets” or detailed tasks as a checklist for their scout to follow.



PROMPTS, ALERTS AND NOTIFICATIONS

Scoutmaster is able to see this right away from his alerts or notifications that Andrew needs help. He promptly discusses with Andrew via Scoutmaster application what Andrew needs to do in order to complete his specific task.



APPROVE MERIT BADGES

Kip has the ability to conveniently see Andrew’s progress tracker and also any verification upon completion of the task.



SCOUT ANDREW

SCOUT TO SCOUT



WANTS TO PLAY A GAME

Andrew would like to play a game with a local Scout in the area. He doesn't know a lot of Scouts yet as he just moved in the area. Andrew would like to get help in one specific merit badge category.



FINDS SCOUTS

Andrew decides to connect with Justin using the 'CONNECT' option that's integrated into the Scoutmaster application in 'Missions' and Justin receives a notification that Andrew wants to do a mission with Justin. All of Andrew's profile information including his scout ranking, their interests, current missions or tasks would be shared.



ENJOY CO-OPS

Allowing joint check-ins to specific locations, sharing profiles, pictures, messages, and co-operative assignments. Users will now be able to communicate in a fun and sociable way.



SCOUT JUSTIN

SCOUT TO SCOUTMASTER



IMPLEMENT NEW INTERESTS

Justin just came up with a new idea for a mission or task that he would like to partake in. He has started a new interest in mechanics and engineering and would to build a robotic vehicle.



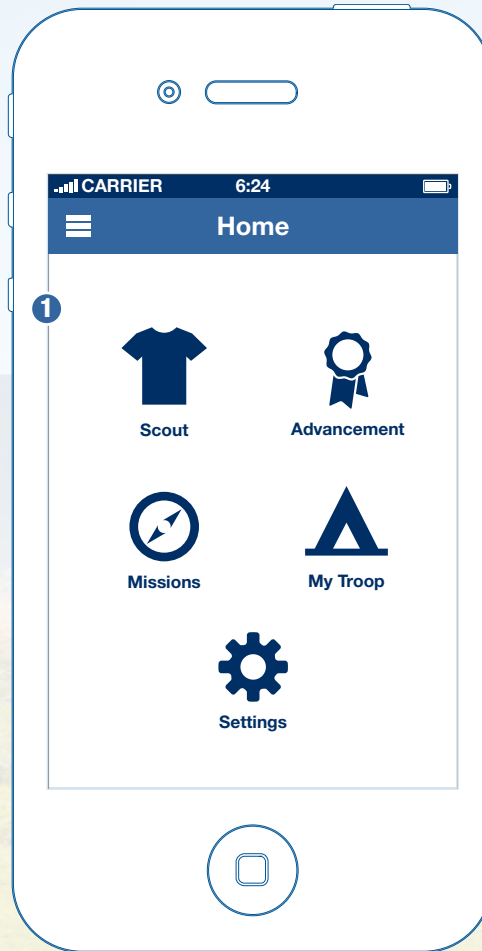
GAIN CRAFT SKILLS

While it doesn't exist in the Boy Scouts as a task in order to get a badge, Justin believes it is a worthwhile project for his scouts crafts merit. He introduces the new idea to Scoutmaster Kip.



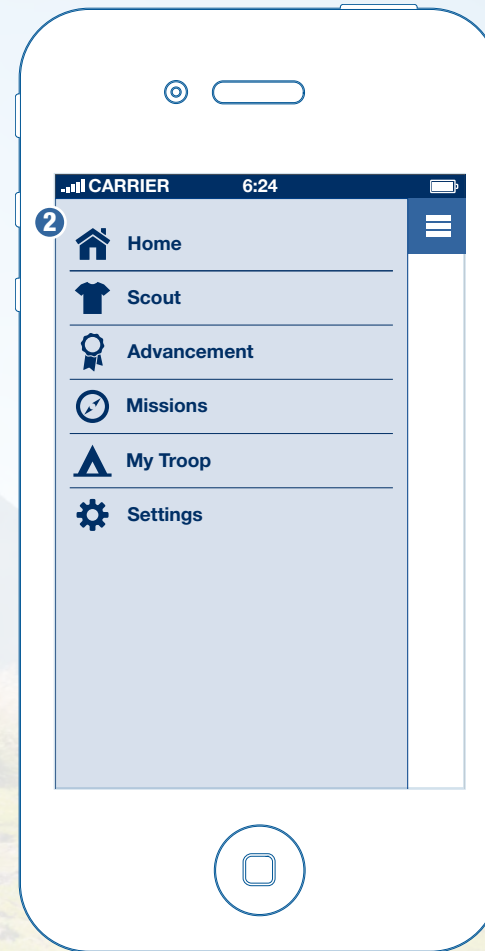
GET THE PROPER GUIDANCE

Scoutmaster agrees to the new project and refers Justin to a fellow merit badge counselor that specializes in mechanical engineering science. The appointed scoutmaster assists Justin in his new venture and assigns him tasks to complete and guides the Scout along the way to get the merit badge.



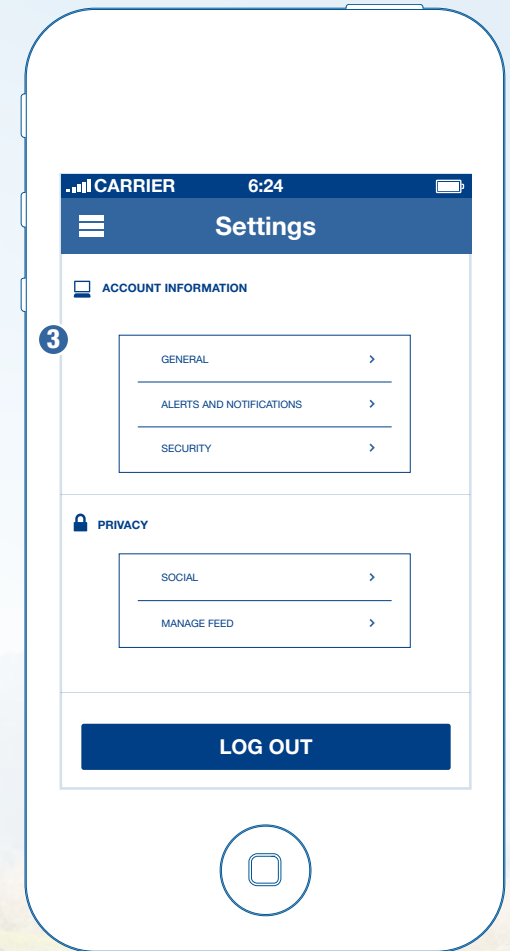
1 HOME

Main page of the app, where you can jump to specific locations of the app.



2 NAVIGATION

The hidden sidebar menu is a new trend and it allows for more space to display real estate instead of traditional navigation on the bottom.



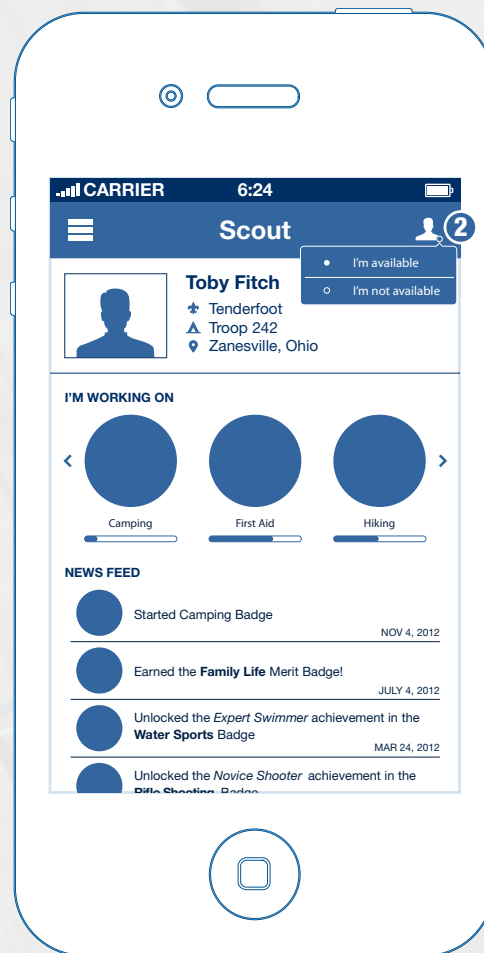
3 SETTINGS

Adjust your preferences and control your privacy.



1 PROFILE

View the Scout's name, rank and what Troop he is from. Upon tap, larger photo will be shown with more details about him.



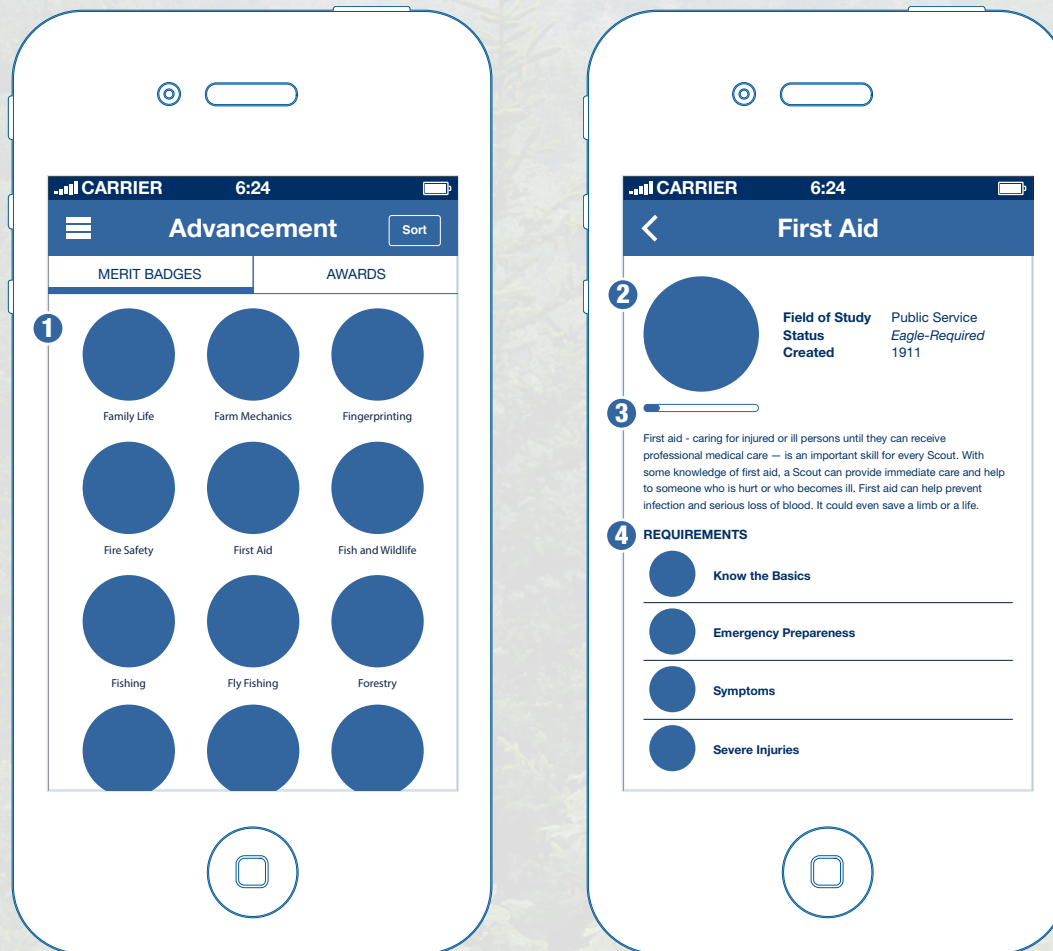
2 COLLABORATION

Related to the 'Connect' feature in the Missions portion of the app, see if the Scout is available, earn unique badges and rewards.



3 UPDATES/NEWS FEED

See what merit badges the Scout is working on, and view his recent activity for any news. Get alerts for invitations to do missions.



1 BADGES

Lists all of badges and rewards in collection. Sort by category to find certain merit badges easier.

2 DETAILS

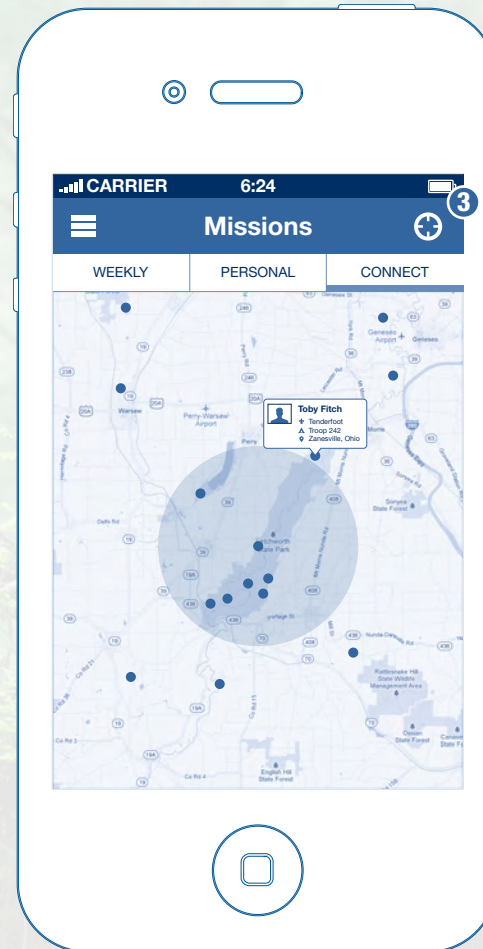
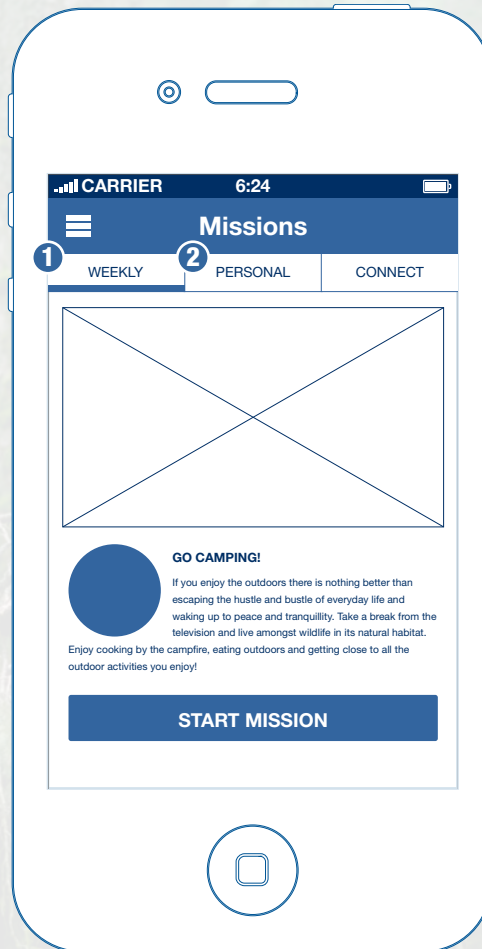
Upon tapping on a badge in the main page, further details are released about the merit badge.

3 PROGRESS TRACKER

Keep track of the Scout's badging progress on the fly for the merit badge he is working on.

4 REQUIREMENTS

Mini-badges can be acquired upon completion of each requirement.



1 THIS WEEK

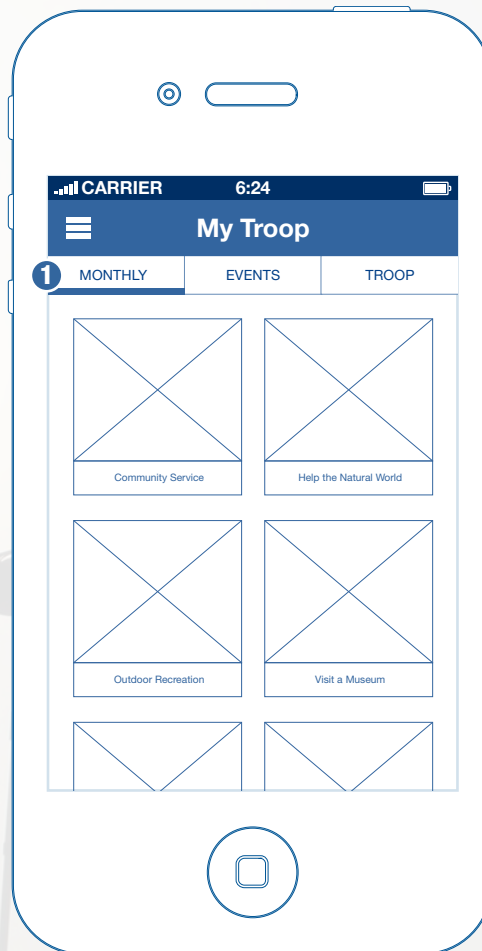
Weekly missions provide an opportunity to earn unique badges that Scouts can display on their profiles. Encourage Scouts to go out and complete those missions. These missions would be set by the National Boy Scouts Association.

2 PERSONAL

Create your own personal missions for personal gain. Mini-badges can also be rewarded through this by “completing” a certain amount of personal missions.

3 EXPLORE

Look for other Scouts near you. Go on missions with them, and “check in” to get extra rewards for doing an activity together.



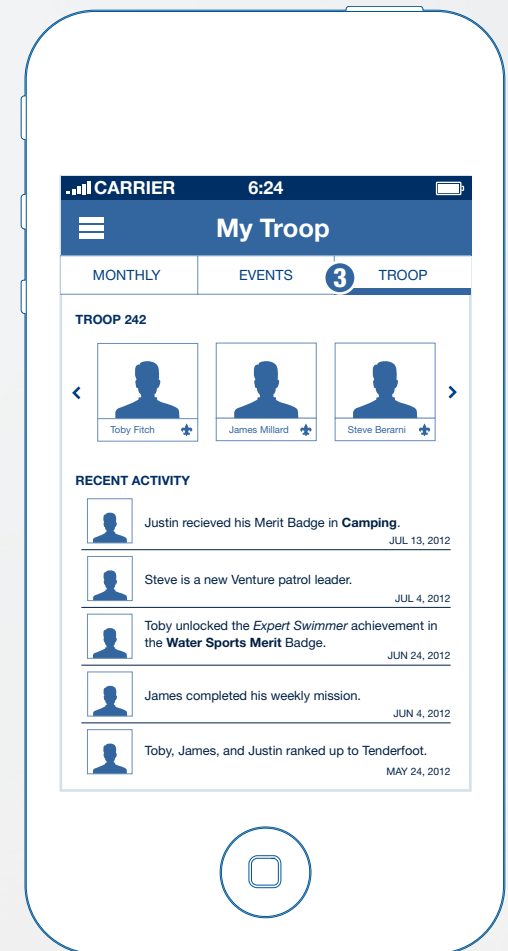
1 MONTHLY

Twelve open-ended missions encourage Scouts to create missions based on their liking. They can only be used once within a year time period to in order to help diversify activities.



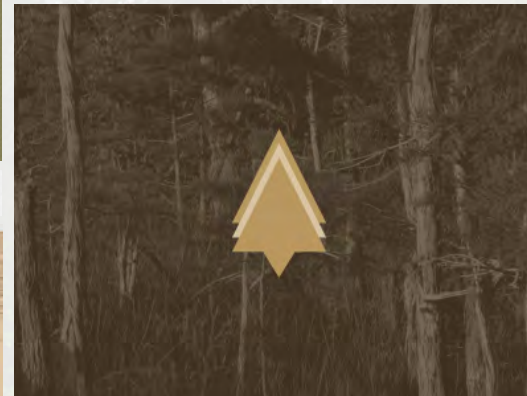
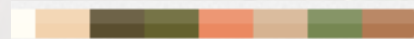
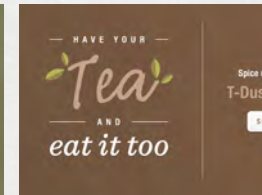
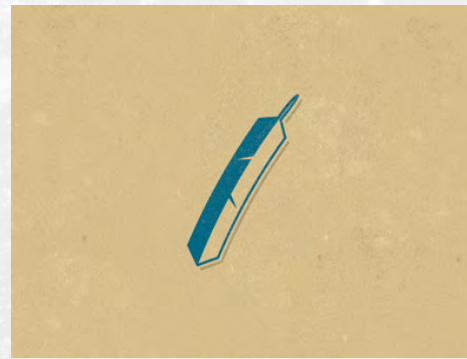
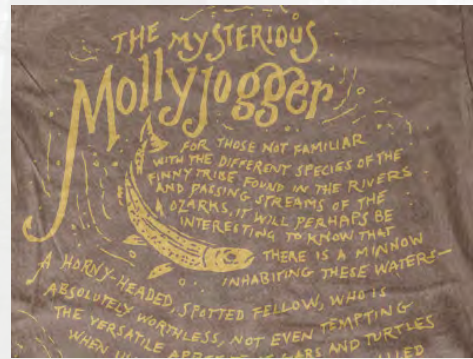
2 EVENTS

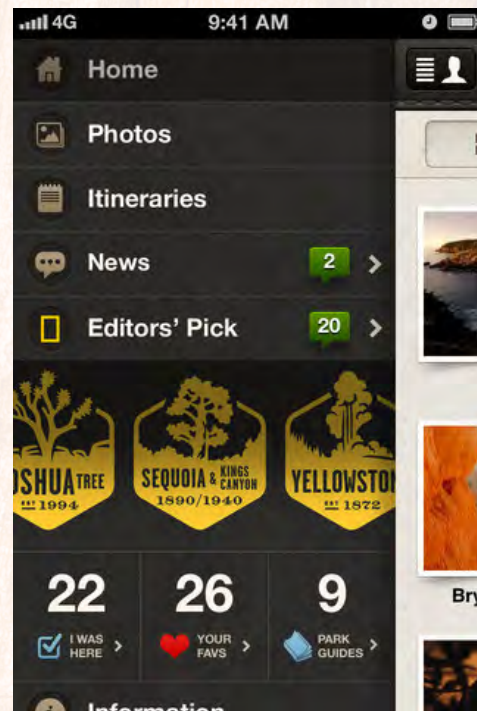
See upcoming events to keep the entire troop on track and updated with any event.



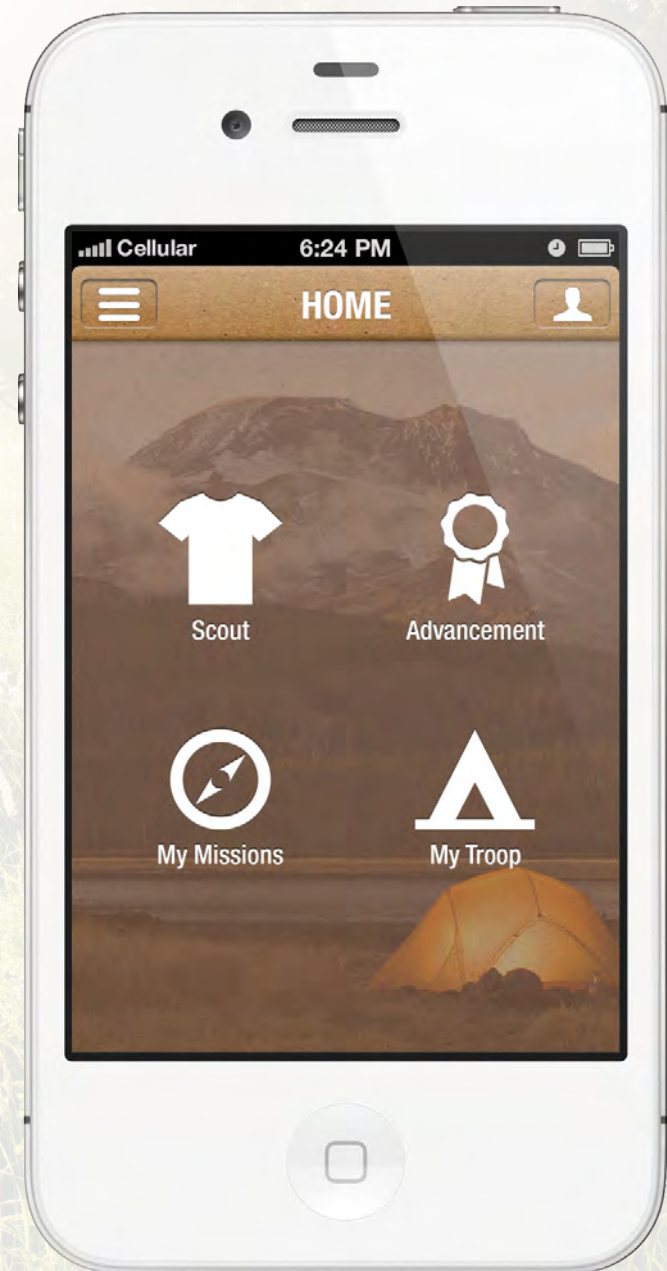
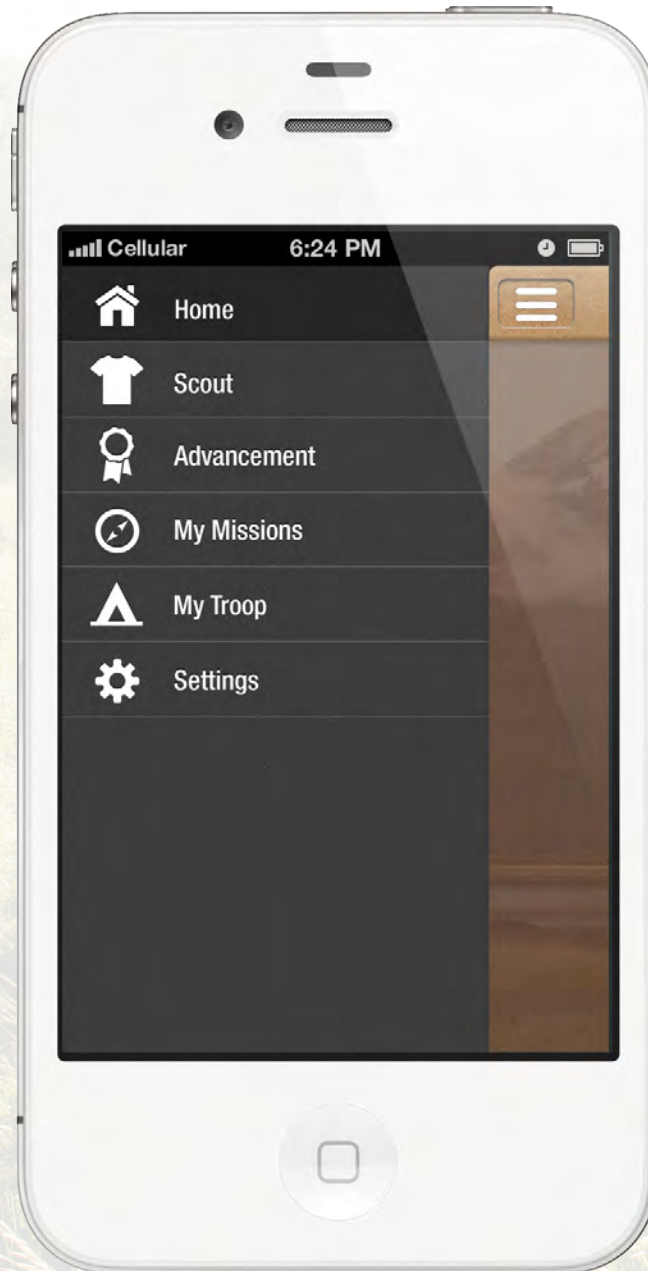
3 TROOP

See who is in the troop and keep posted with all recent news and accolades.

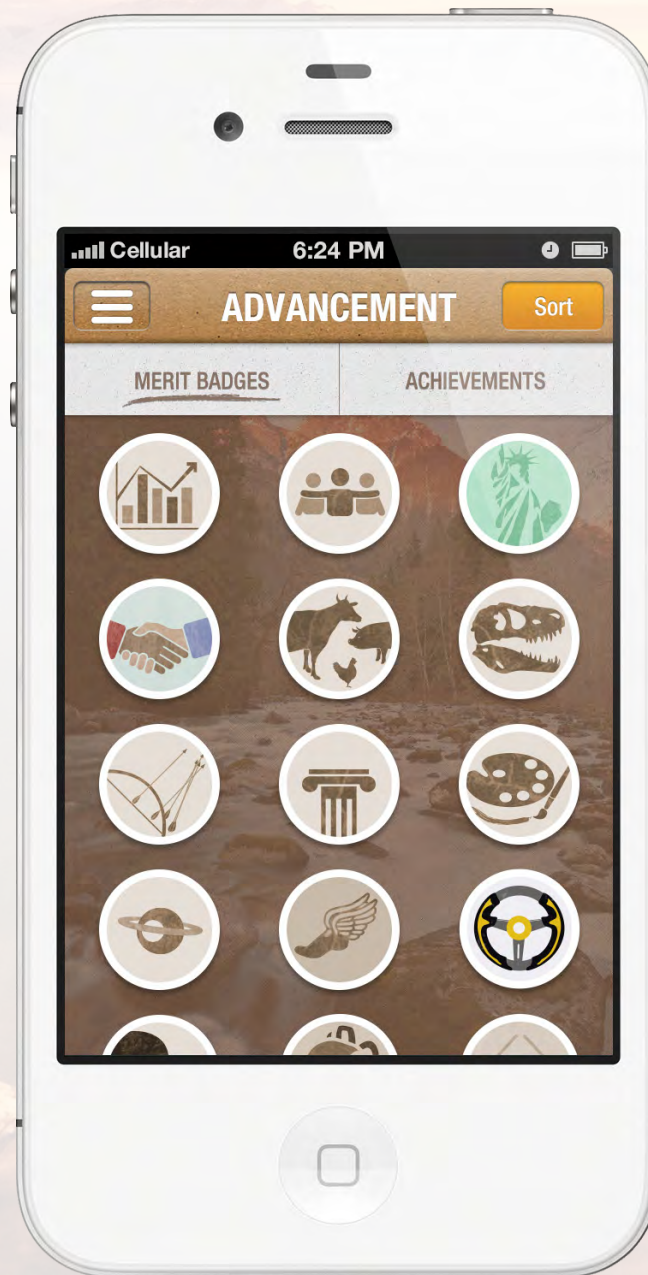














DESIGN

LEAD DESIGNER
DESIGNER
DESIGNER



DEVELOPMENT

LEAD DEVELOPER
DEVELOPER
DEVELOPER



USER EXPERIENCE

WIREFRAMES
USER TESTING

HOURS PER WEEK/ TOTAL HRS PROJECTED

20 HRS/ 400 HRS

20 HRS/ 800 HRS

20 HRS/ 200 HRS

HOURLY PAY

\$45.00

\$65.00

\$60.00

TOTAL TO MILESTONES

\$900/\$18,000

\$1,300/\$52,200

\$1,200/\$12,800

PROJECT ESTIMATED TOTAL: \$66,800



SCOUTMASTER - Become the Ultimate Scout.