

KOZUGURU

KOZUGURU COLLECT

OVERVIEW:

Kozuguru (Kozu) is an ecommerce business with online digital store and physical retail outlets. Kozuguru merchandises fan based product such as figures, card game supplies, keychains, straps, apparel, toys, posters, and much more! The Kozuguru brand goes beyond simply merchandising and sales as it also seeks to promote and cultivate anime culture by providing digital experiences that extend the physical products.

Kozu Collect Platform consists of a blockchain enabled mobile application based digital experience that will connect the physical product to the digital experiences to ownership. To do this the application (called Kozu Collect) will connect loyalty and rewards in an innovative way using blockchain that create a much greater overall experience than a simple points reward system. It has been shown that loyalty points for purchases does not generate brand loyalty nor does it significantly lift sales. With the use of blockchain’s non-fungible assets (ERC-721) and digital tokens (ERC-20), and careful gamification design, Kozuguru has the unique opportunity to offer a very compelling digital experience that will drive brand loyalty, increase sales, and delight customers.

GOALS AND STRATEGY:

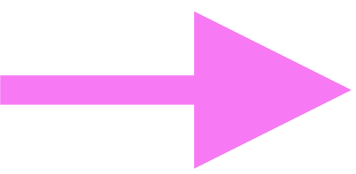
The strategy for Kozuguru is to leverage this application to increase brand loyalty and customer engagement which will:

Drive higher future sales
Create a vehicle for Kozuguru to design, test, and launch new intellectual property (IP) of its own.

Therefore the goal of this initial MVP is to create an App that will encapsulate an end-to-end flow from purchases to digital collectible. The key principle that will allow Kozuguru to be successful is the ability to create and leverage a virtuous cycle that consists of the purchase of physical goods which leads to acquisition and collection of digital rewards, which leads to redemption of the digital rewards that permit customers to exclusive access to purchase physical goods.

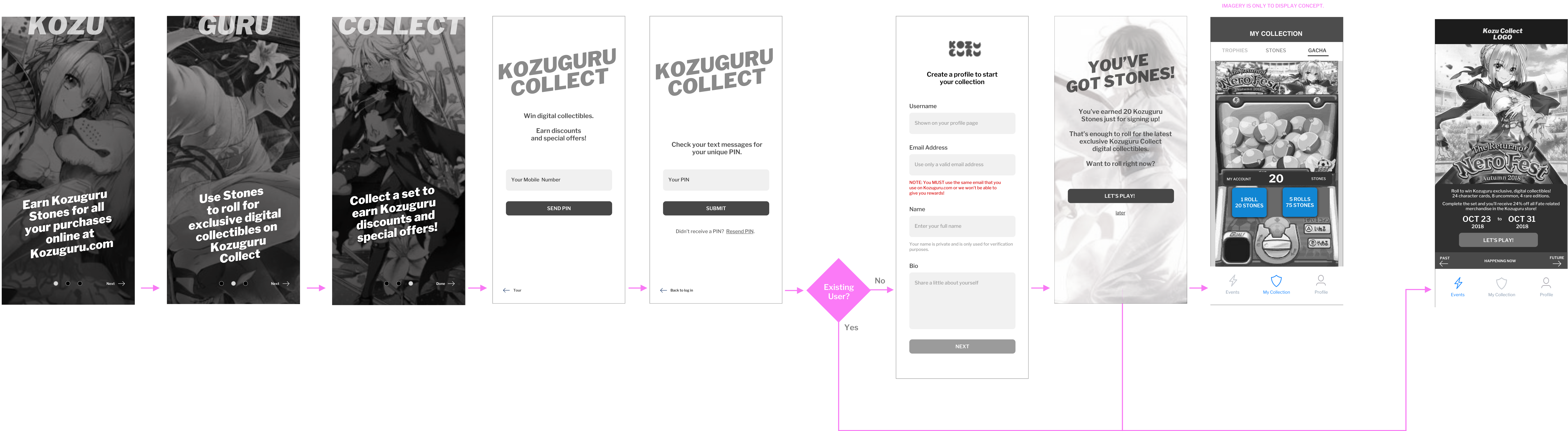
In summary, the Kozu Collect application will allow Kozuguru to:

- Translate physical goods purchase action to digital rewards acquisition
- Use digital trading cards as a form of customer loyalty reward
- Generate repeat purchase based on people’s desire to collect the cards
- Allow customers to socialize and share their collection in order to create reputation and prestige
- Use digital card rewards to incentivize physical goods purchase



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SIGN UP PROCESS



New user opens the app and sees the three tour pages that give a sense of the app's purpose.

User enters phone number.

User enters PIN that they receive after entering phone number.

If we do not have an account for this user, then they are taken to the signup flow.

User enters Username, Email Address, Name, and Bio

We note that they have to use the same email address as their account at Kozuguru to receive any rewards.

When the account is created we also create a wallet for them in the app.

They are taken to a page that informs the user she has been awarded 20 KozuStones, and that she can now roll for digital collectibles.

If she chooses not to roll, she is taken to the EVENTS page.

If she chooses to roll she is taken to the GACHA tab on the MY COLLECTION page.

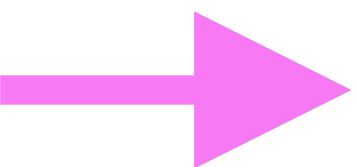
The banner at the top of the gacha machine displays the current event. If there is no event it displays a default Kozuguru Collect banner.

See gacha page of the wireframes for functionality.

EVENTS page displays the current event if there is one, and if not then it displays the next event to occur.

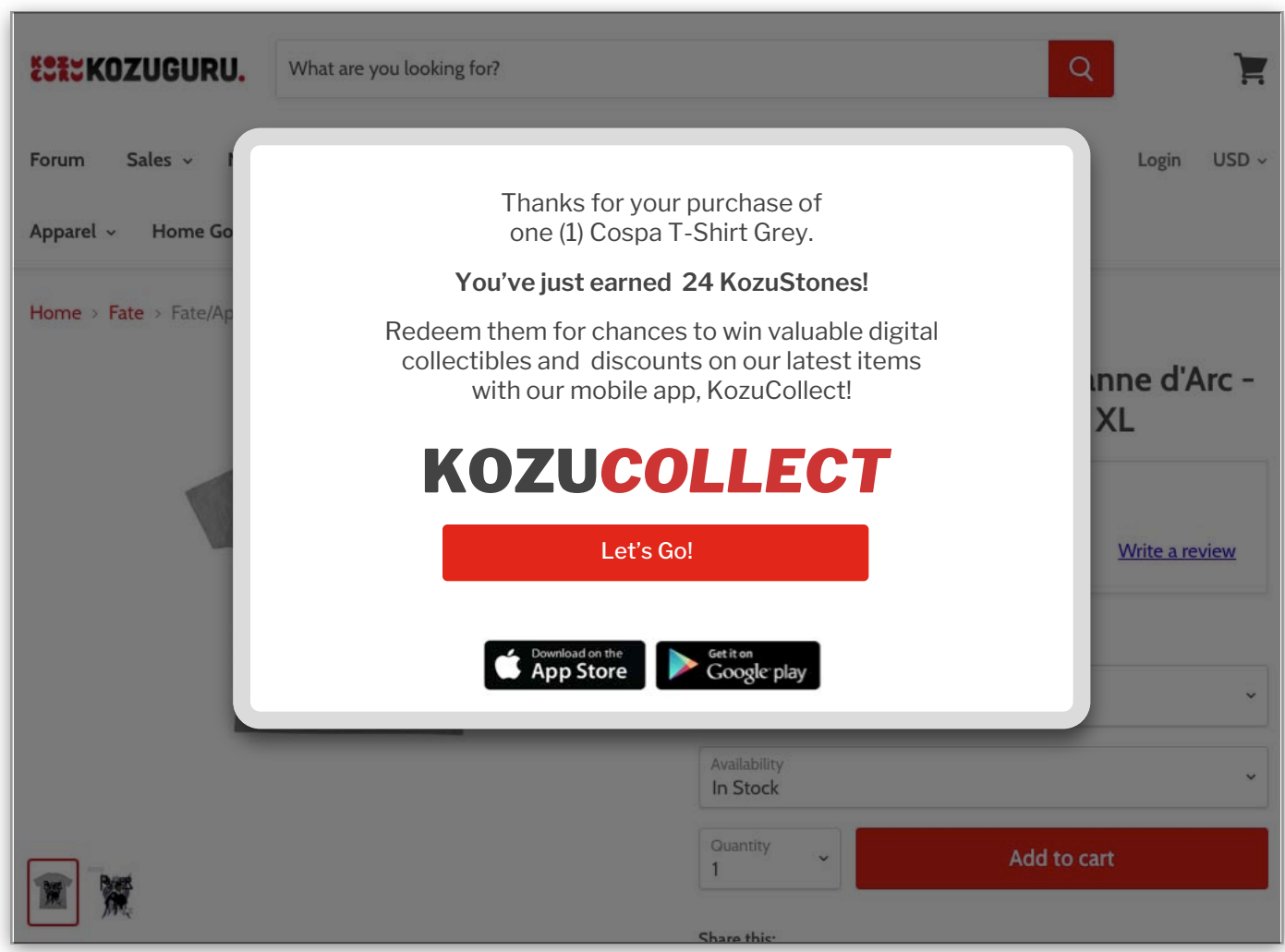
Event includes marketing text to describe it, as well as dates of the event.

LET'S PLAY button takes user to the GACHA tab.



KOZUGURU

TYPICAL USER FLOW - EXISTING CUSTOMER - EVENTS



An anime fan who has been using Kozuguru Collect for a while, makes a purchase at the website.

She sees that she has received an amount of KozuStones for her purchase.

She sees links to download the Kozu Collect app as well as a button. If she were on her mobile device the button would take her directly into her app. On the web, this button would take her to the appropriate app store.

Since she's on the web, she pulls out her smart phone and opens the Kozu Collect app.



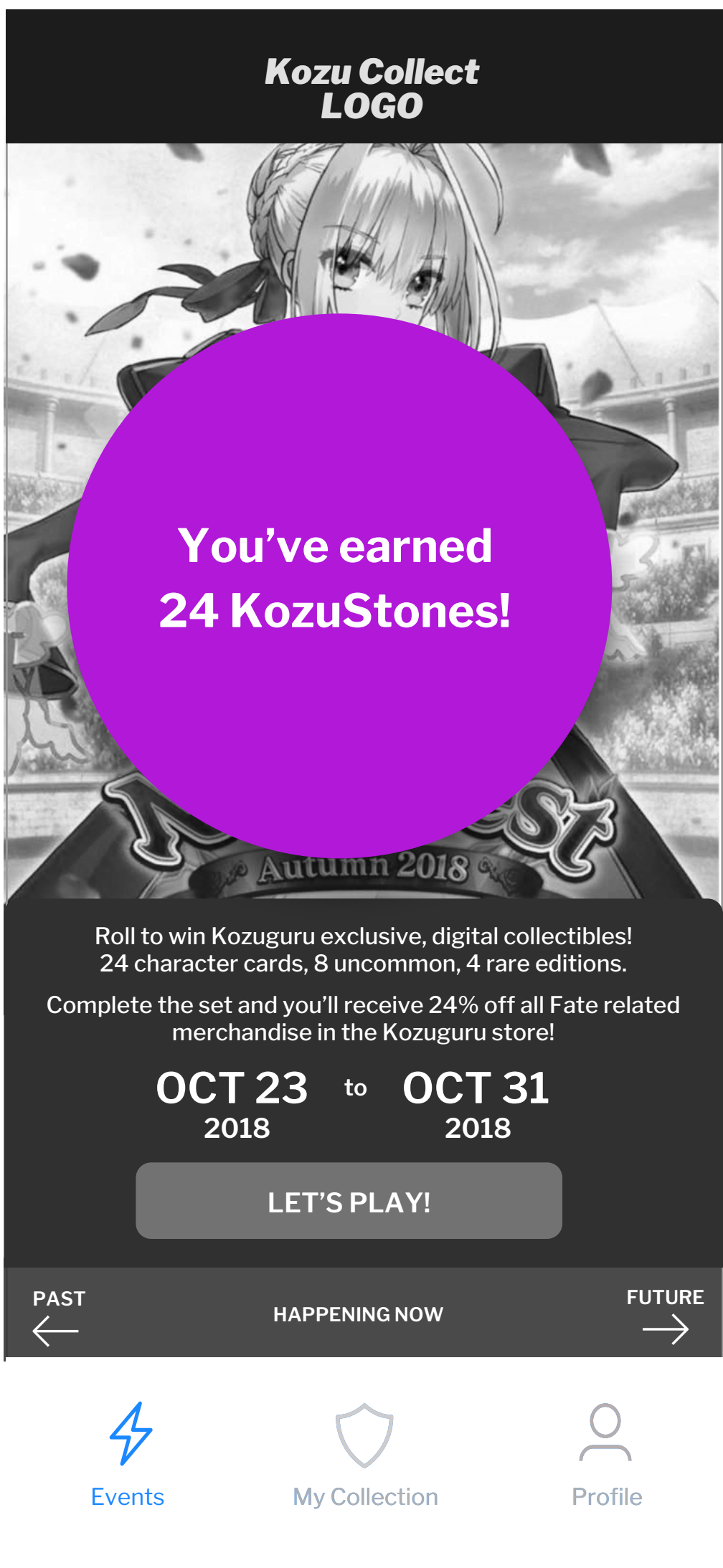
When first opening the app, she arrives on the EVENTS page.

This naturally shows the event that is currently happening.

The user can click or swipe to view events that have taken place in the past or that are scheduled for the future.

The event is described and the potential benefits are listed.

The user can also click 'Let's Play!' to immediately go to the gacha rolling page.



Shortly after arriving, she sees a notification of the stones that she received for purchasing in the Kozuguru store. The notification fades away on its own.



Curious, she taps on the 'FUTURE' button and the screen swipes LEFT to reveal the next event in the series.

The 'HAPPENING NOW' button becomes faded because we are looking at an event in the future.



She taps the faded 'HAPPENING NOW' button and the current event swipes in from the left to the right.



Wanting to win some more collectible cards, she taps the 'LET'S PLAY' button.

She could also have tapped the 'My Collection' navbar item.



She arrives at the GACHA tab of the 'My Collection' page.

This represents a gacha machine.

There is a header at the top that represents the event that is being rolled for.

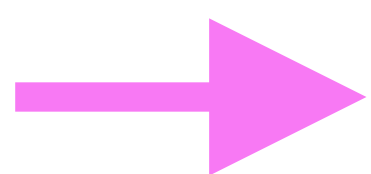
If there is no event, we see a standard Kozuguru banner.

The user sees how many stones she has in her account.

She can roll once for 20 stones or 5 times for 75 stones (this amount will be optimized for best play experience).



She taps the button to roll once.



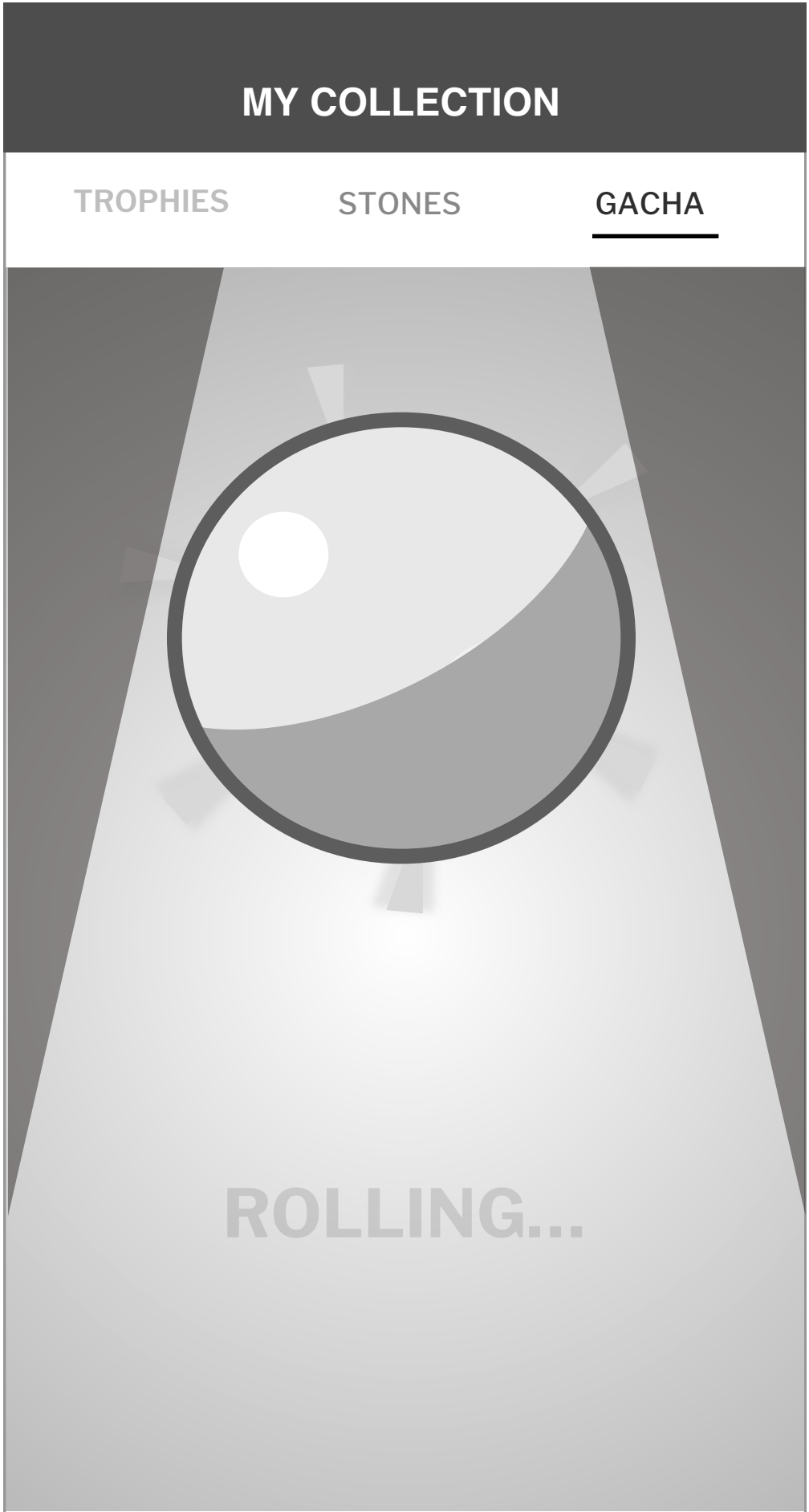
KOZUGURU

TYPICAL USER FLOW - EXISTING CUSTOMER - GACHA

IMAGERY IS ONLY TO DISPLAY CONCEPT.

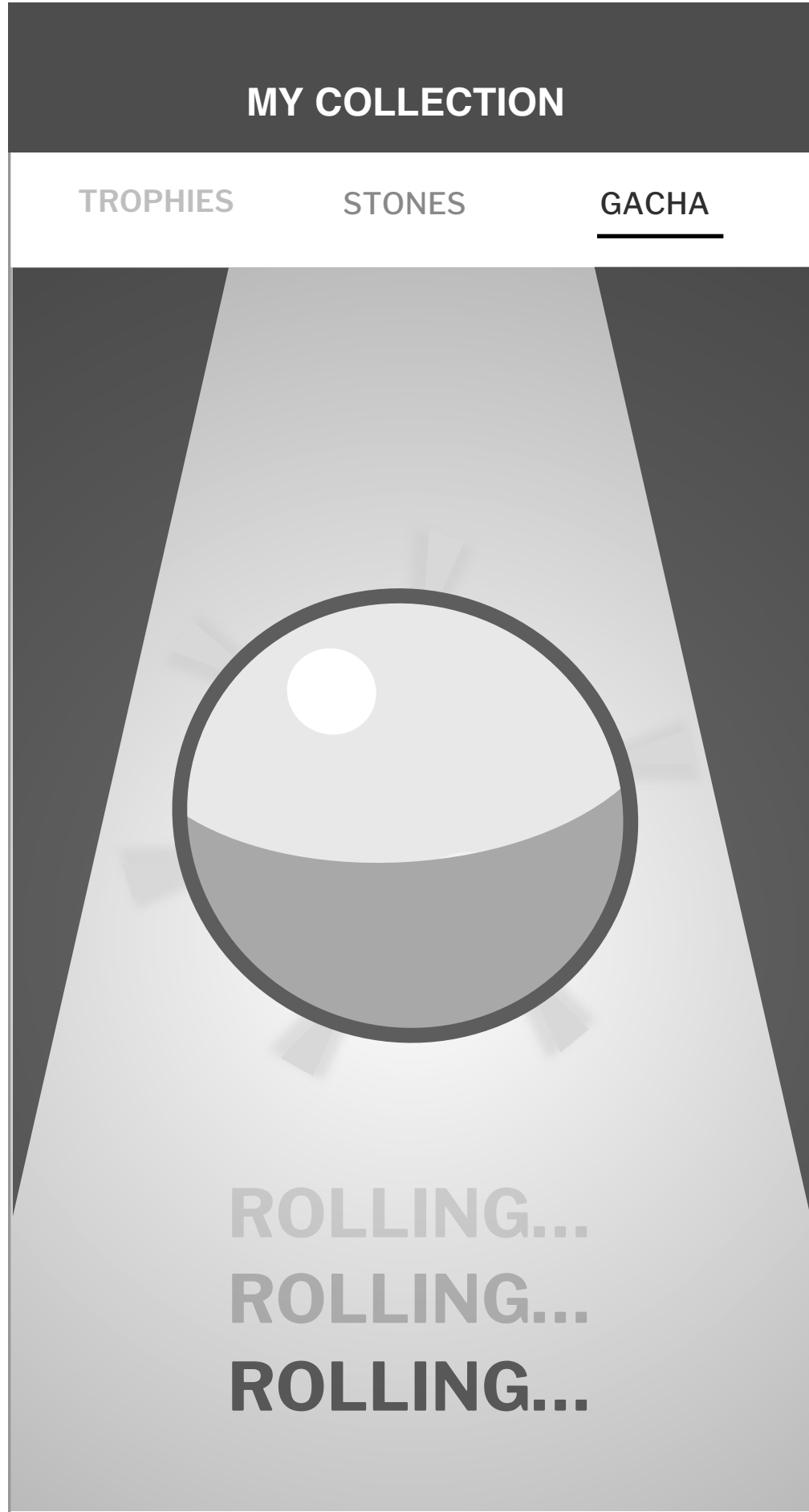


She presses the button to roll.

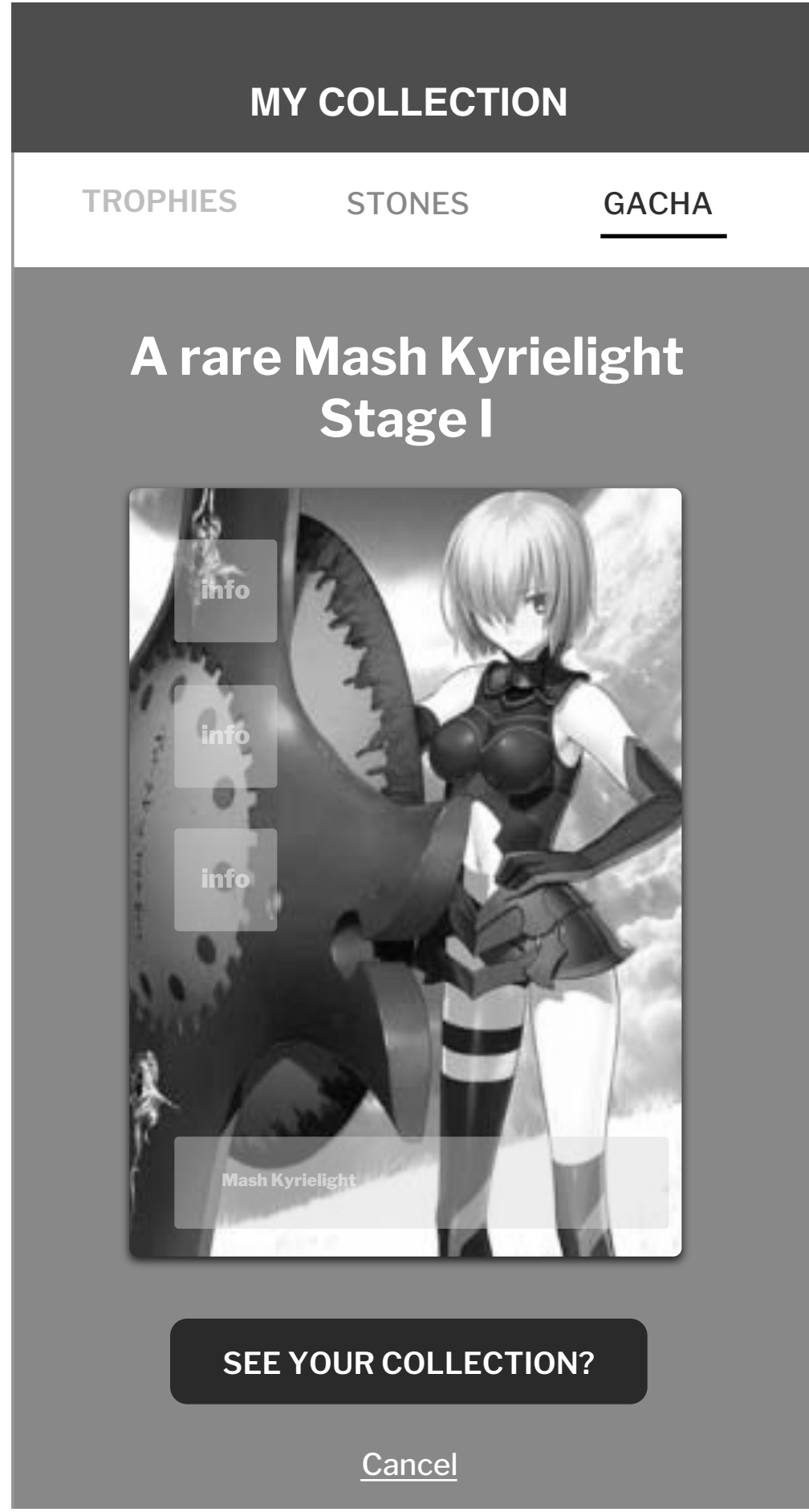


An exciting animation happens of the gacha ball rolling out of the machine.

Rolling... Rolling...



The drama builds...

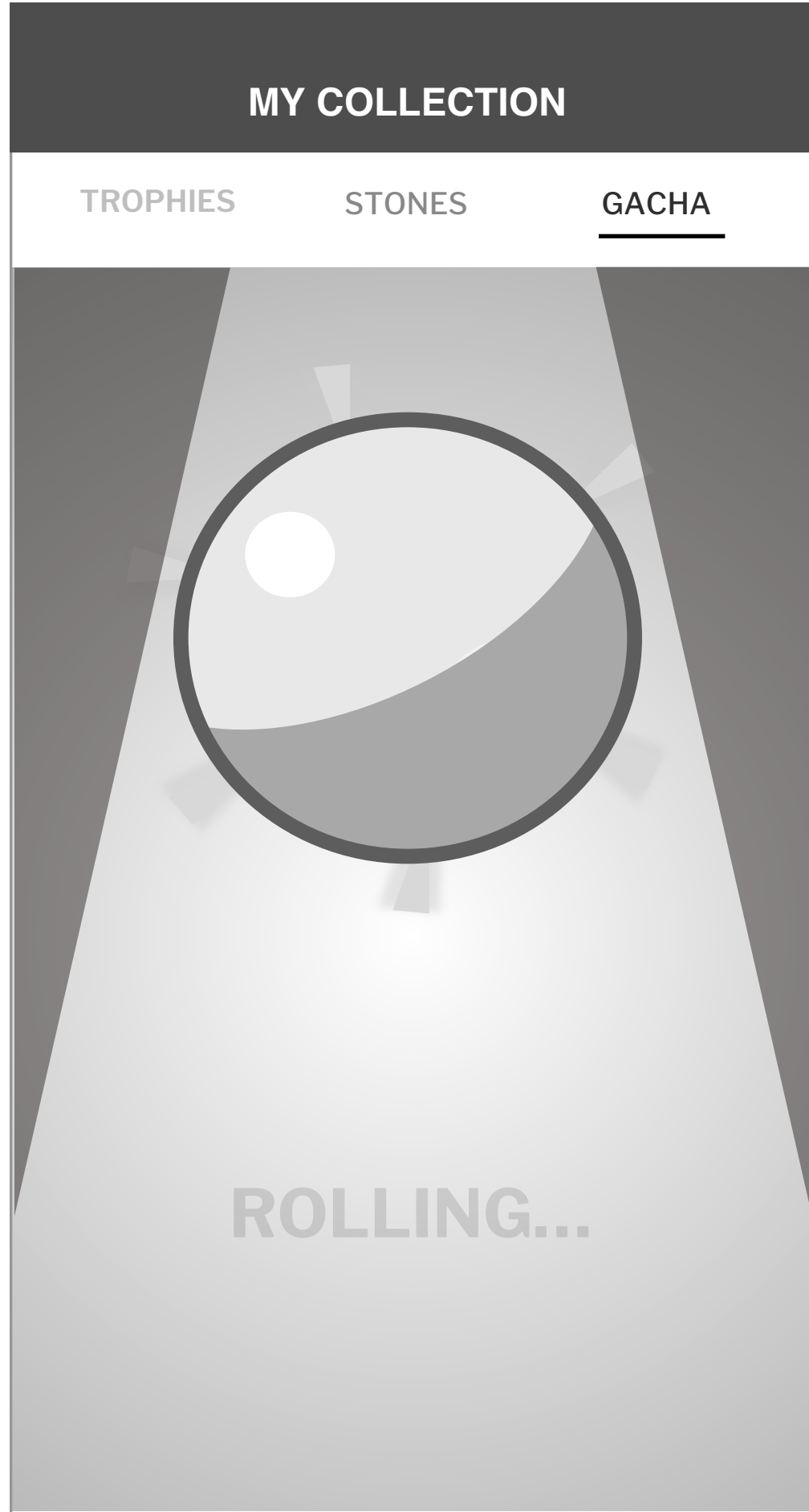


And, with an animation, she sees the card that she has won. Every gacha roll will win a card.

There is a button to take the user to her collection or to cancel this view and return to the gacha.

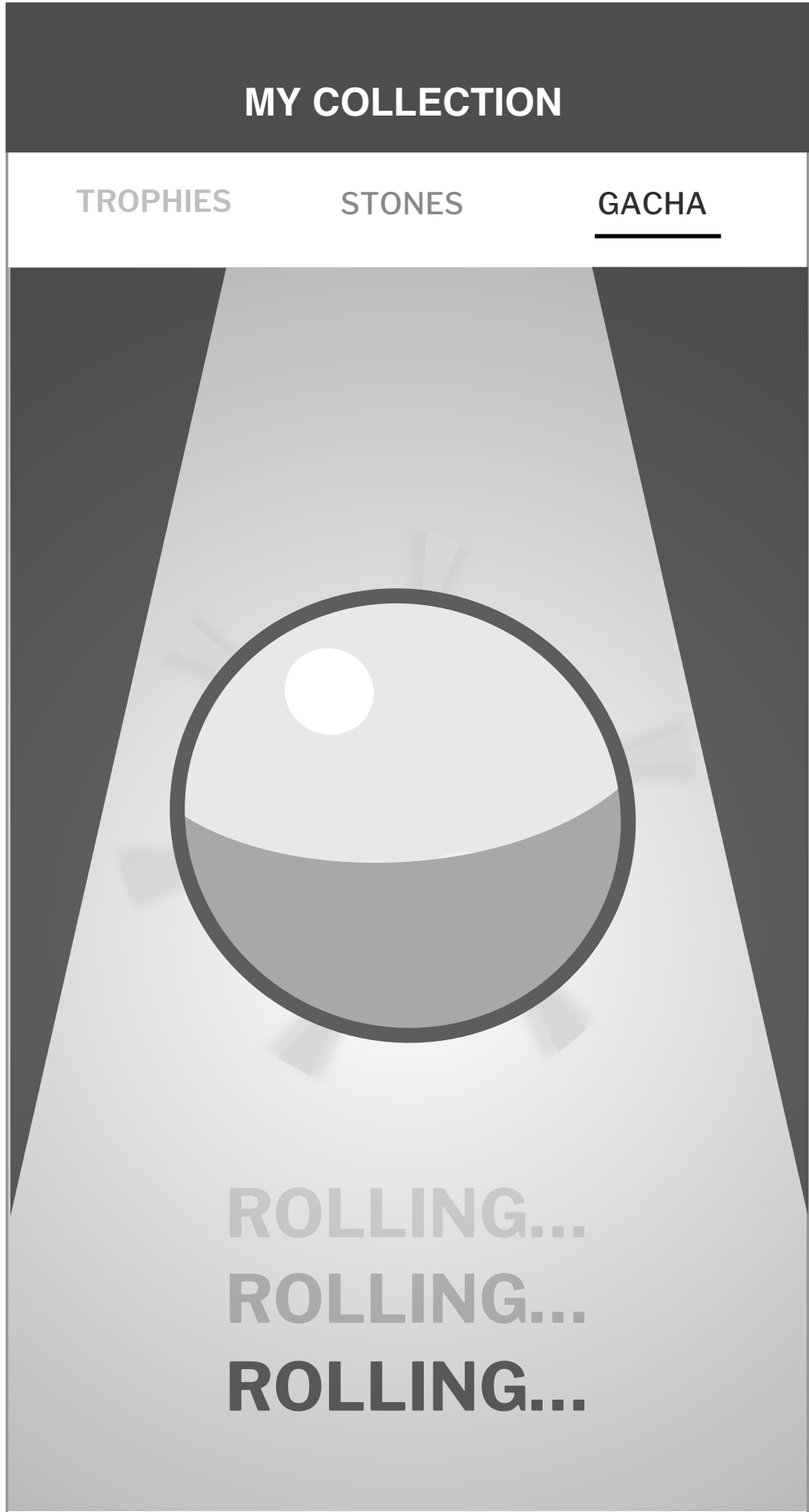


If she presses the 5 roll button, it works similarly.



An exciting animation happens of the gacha ball rolling out of the machine.

Rolling... Rolling...



The drama builds...

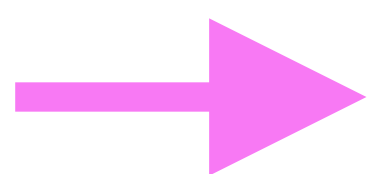


And she sees the card that she has won.

Because she is rolling five times in a row, the only button she sees is 'NEXT ROLL!'

She clicks through to see the resulting five cards.

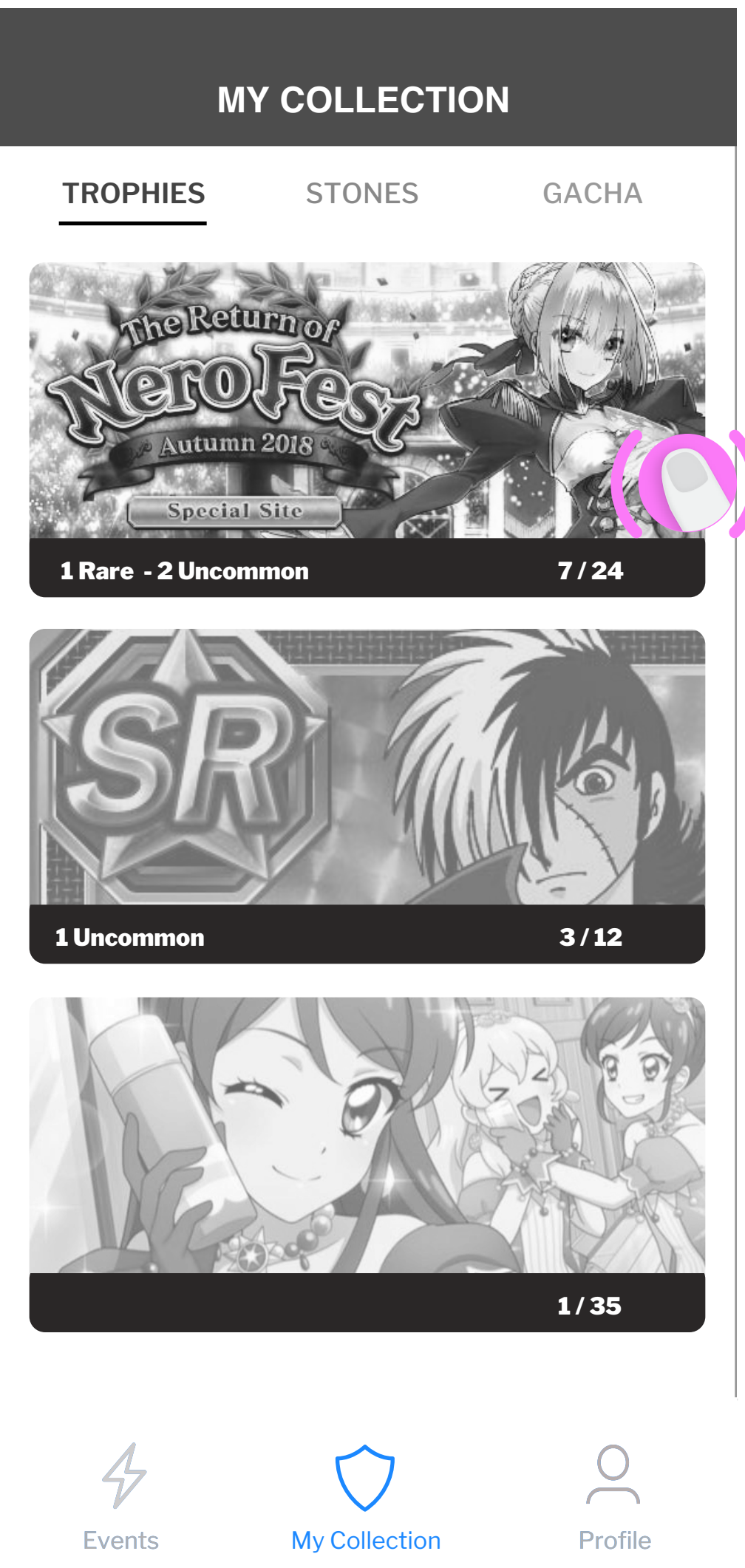
If she closes out the app, before iterating through the cards, she still receives those cards in her collection.



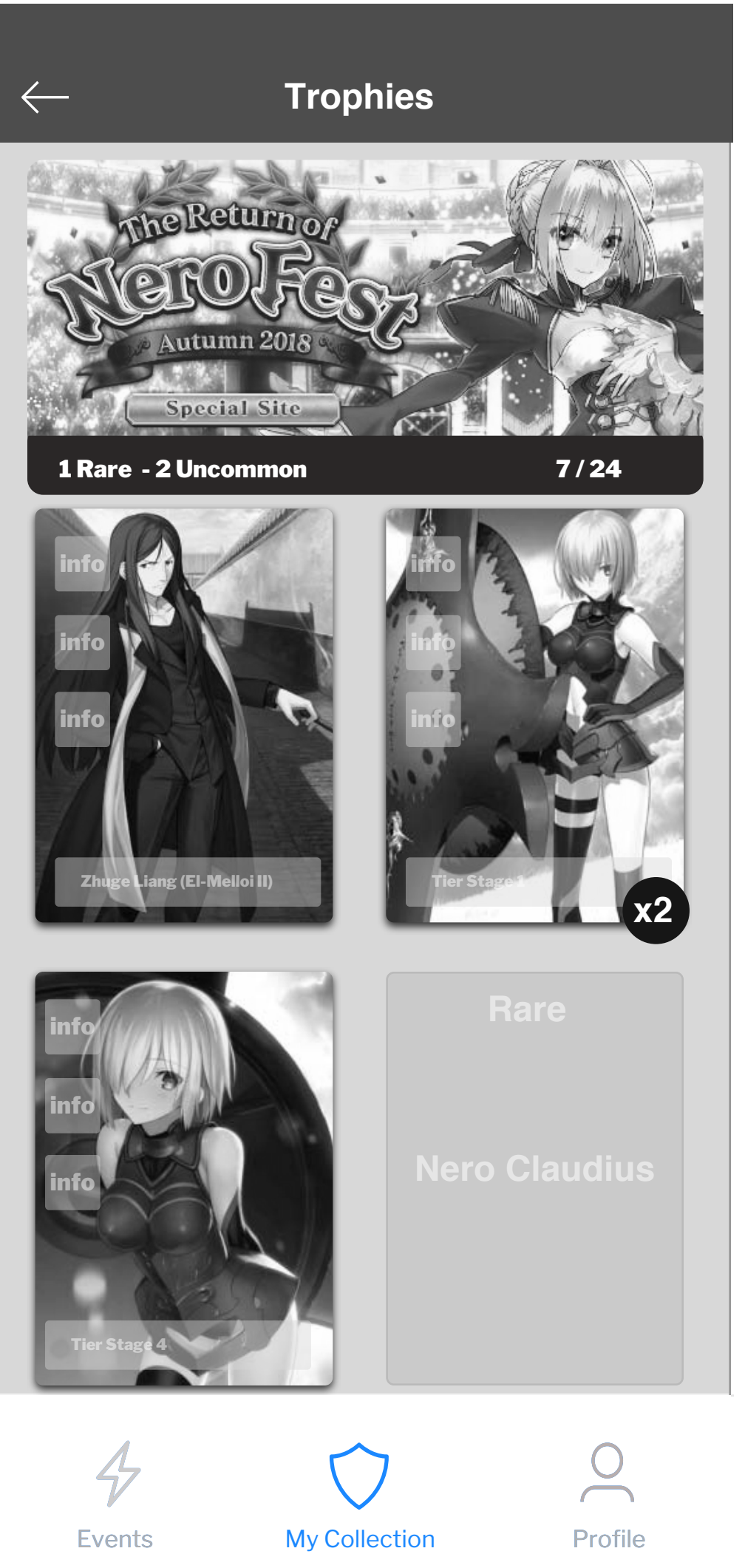
TYPICAL USER FLOW - EXISTING CUSTOMER - TROPHIES



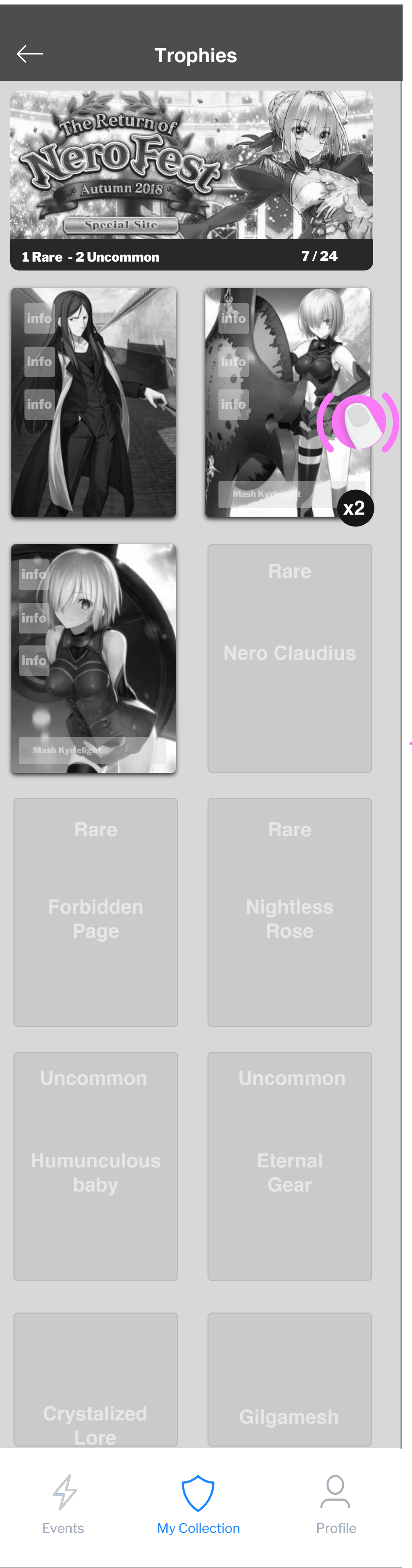
She arrives at the 'My Collection' page.
The 'TROPHIES' tab is the default.
Here she sees a little card for each of the collections that she has won trophies for.
In this case, she has won cards in three different events.
Any event that is live is featured at the top.



She wants to see the card she just won and so she taps 'The Return of Nero Fest'



The Return of Nero Fest slides in from the right and she sees her card collection.
The header is the same as the one she clicked from the previous screen.
The cards are naturally organized with rarest cards first, followed by uncommon cards, followed by the rest. Within this arrangement the cards are organized from most recently won to last.
After her cards, we see greyed out blanks of the cards that she has not yet won.
These blanks are also organized with most rare first, followed by uncommon and then by the rest.
At this point, she realizes that she has won a card that she'd already won once before.
There is a 'X2' icon over the card to show this.



After scrolling through the set, to see the cards that she has yet to win, she taps on the card that she has just won.
This animates into view in an exciting fashion.
Here, we see the card and all the pertinent details of the card overlayed on top.
But she wants to take a closer look at the artwork.



She taps on the 'FACE' icon.



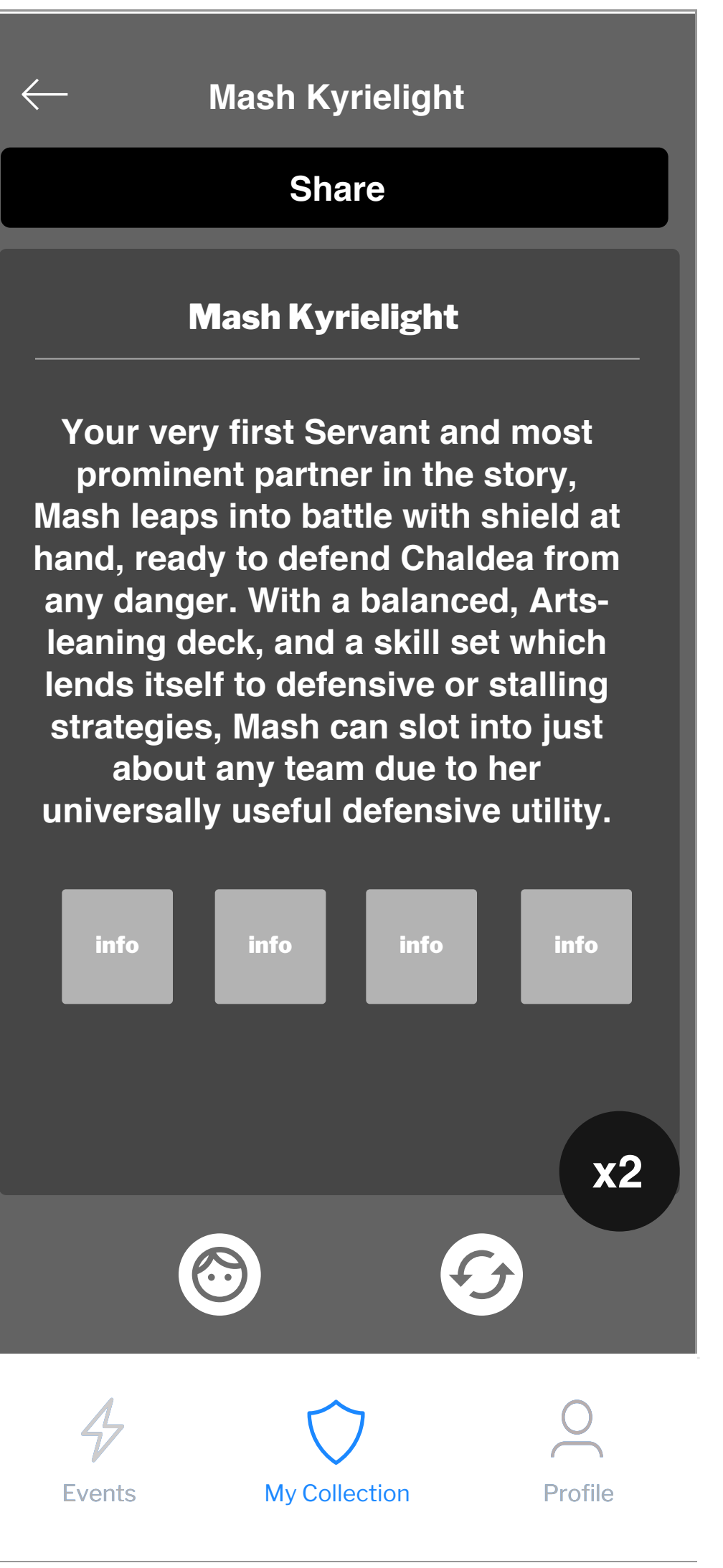
All the extraneous information disappears and she can see her card artwork in its pure state.
(Would be cool if there were some unique animation that only the owner could see at this point...)



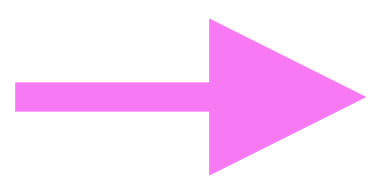
After admiring the artwork, she taps the face button again and the card returns to its former state.



Now she wants to see the details of the card and so she taps on the button to flip it over.
The card animates a flip.

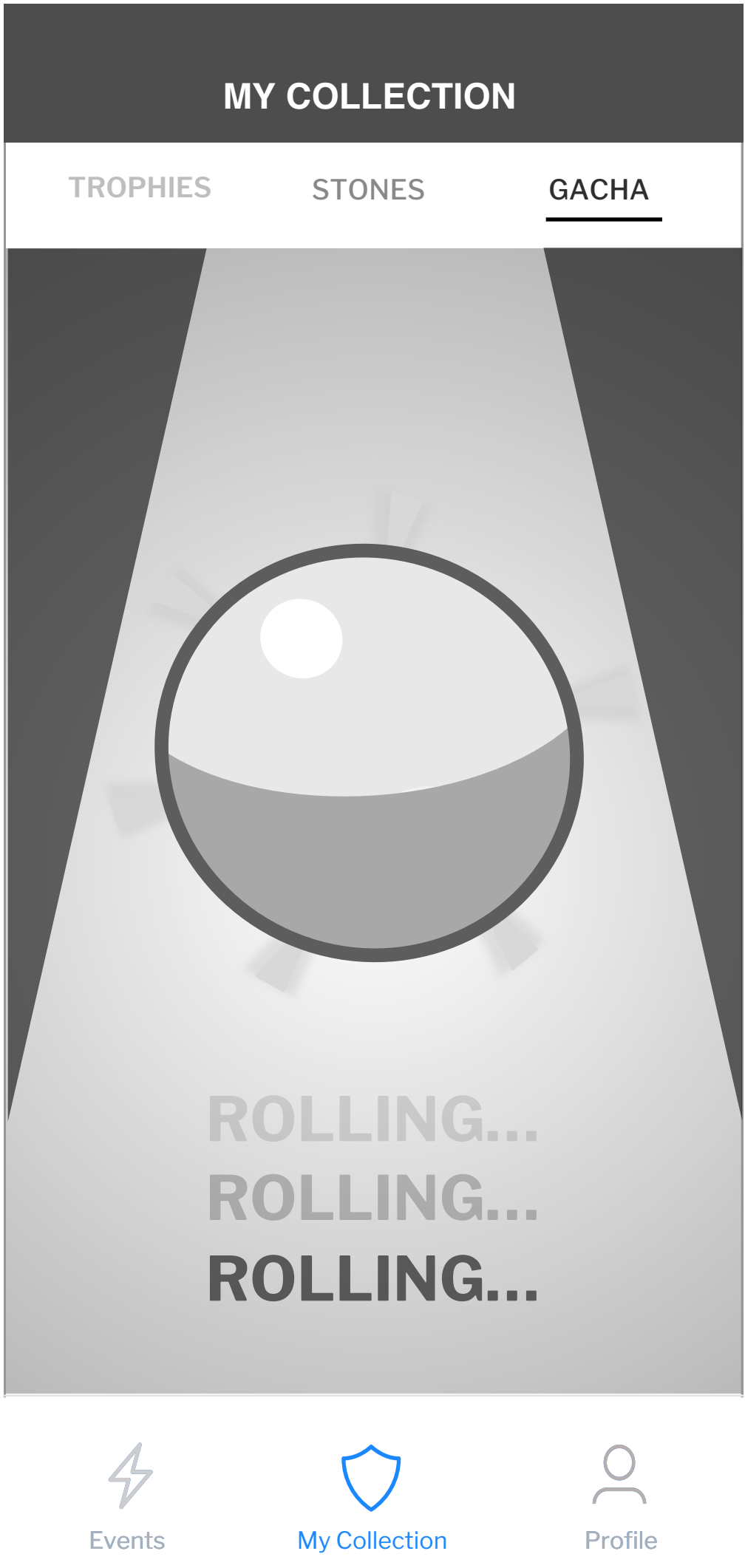


Here, she can read all the pertinent information about her card.



KOZUGURU

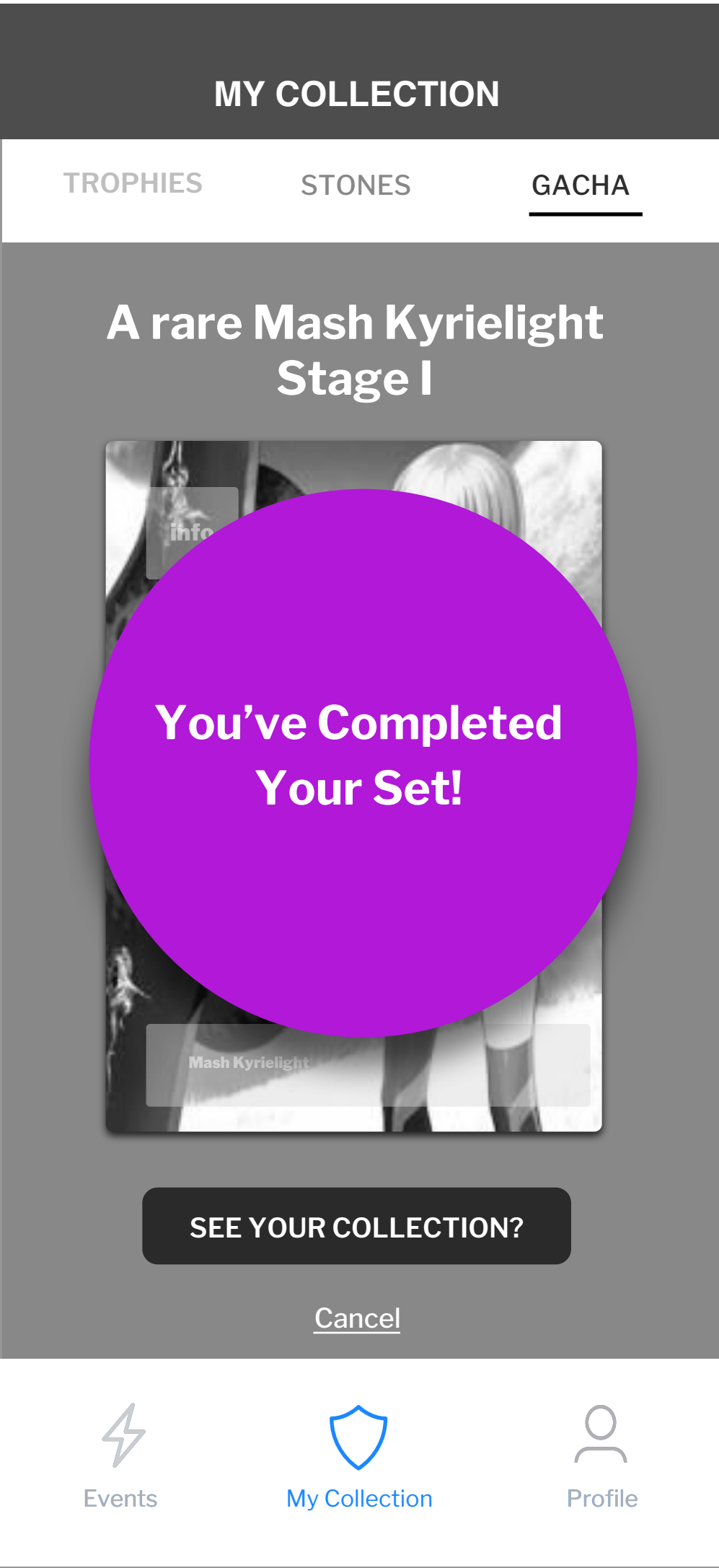
TYPICAL USER FLOW - COMPLETING SET



A user rolls...



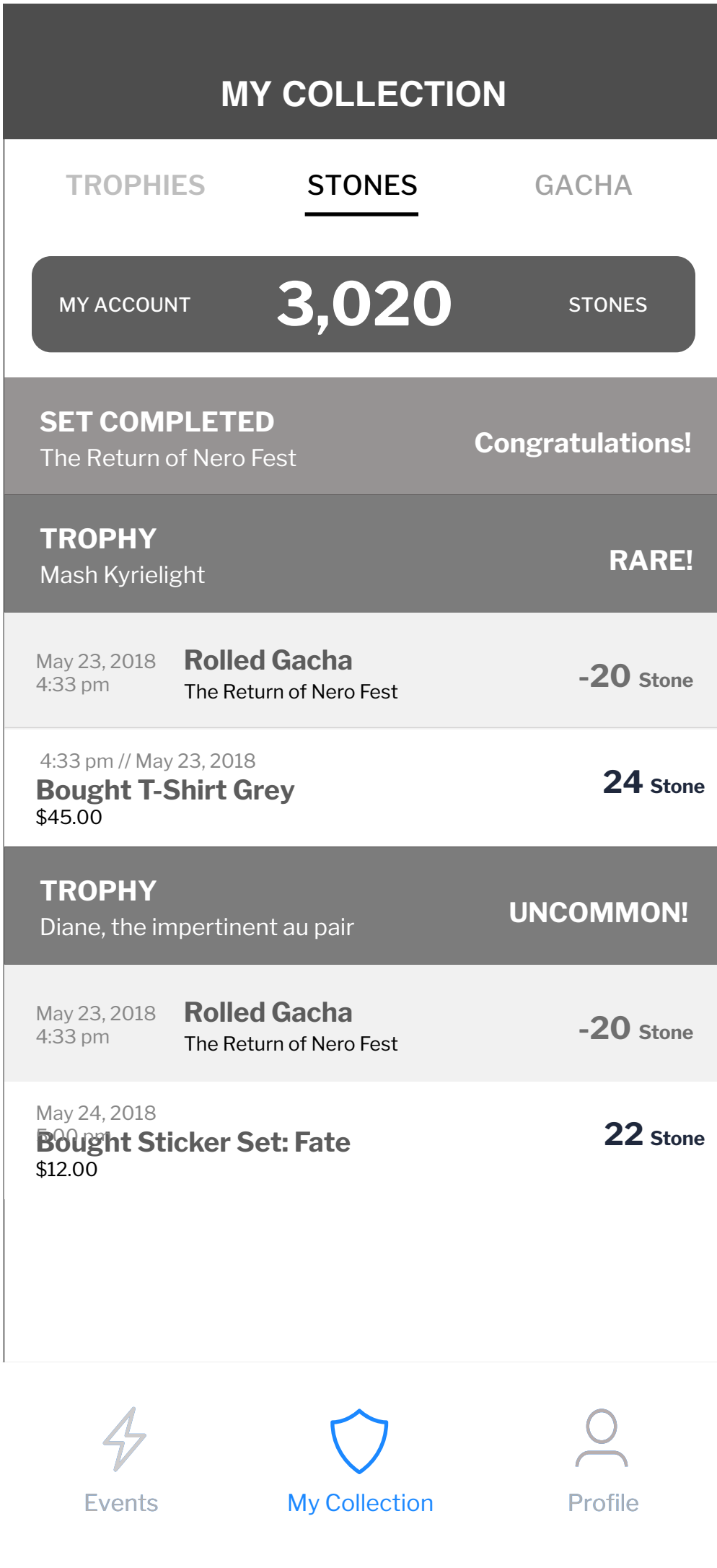
And she receives the card she needs to complete her set.



She gets a confirmation of completing the set.

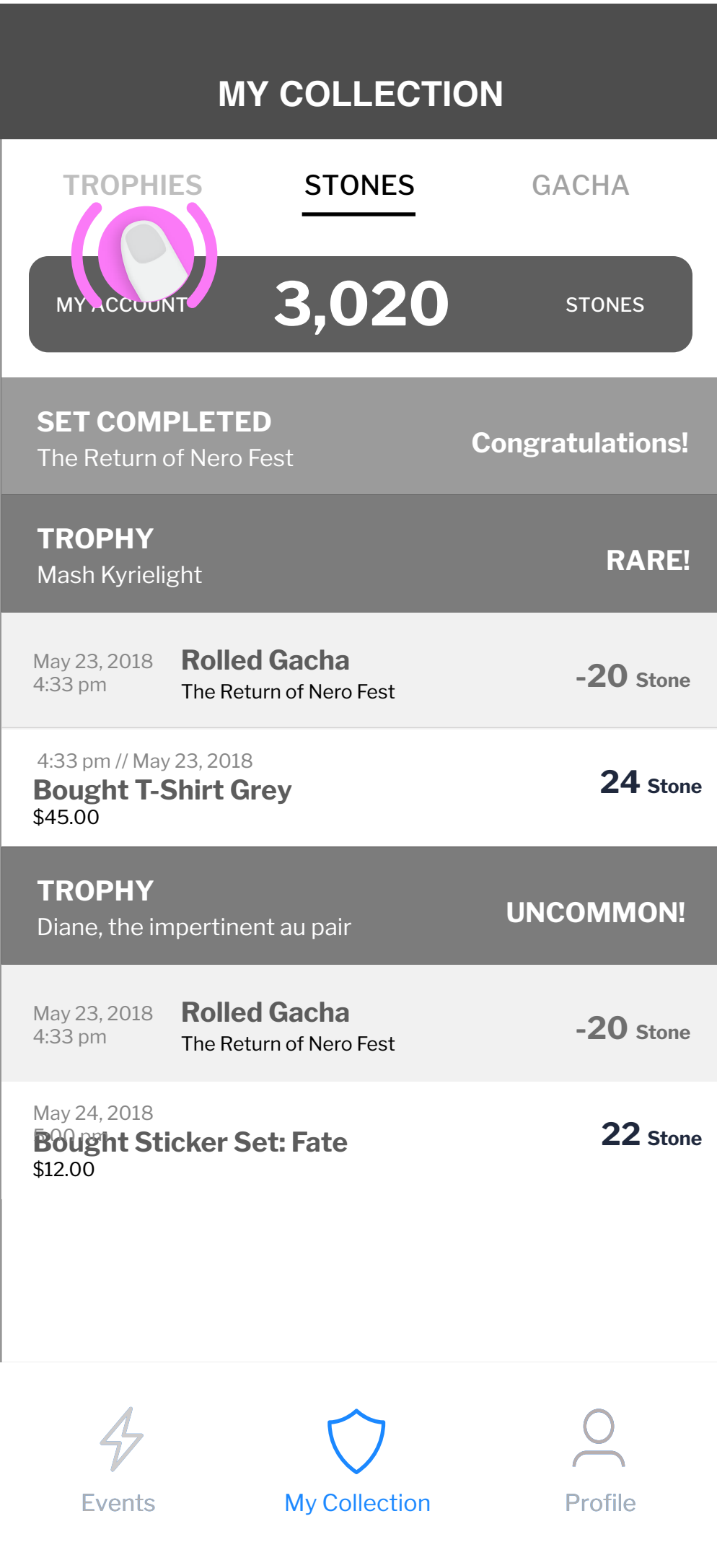


She wants to check her account, so she taps on the STONES tab.

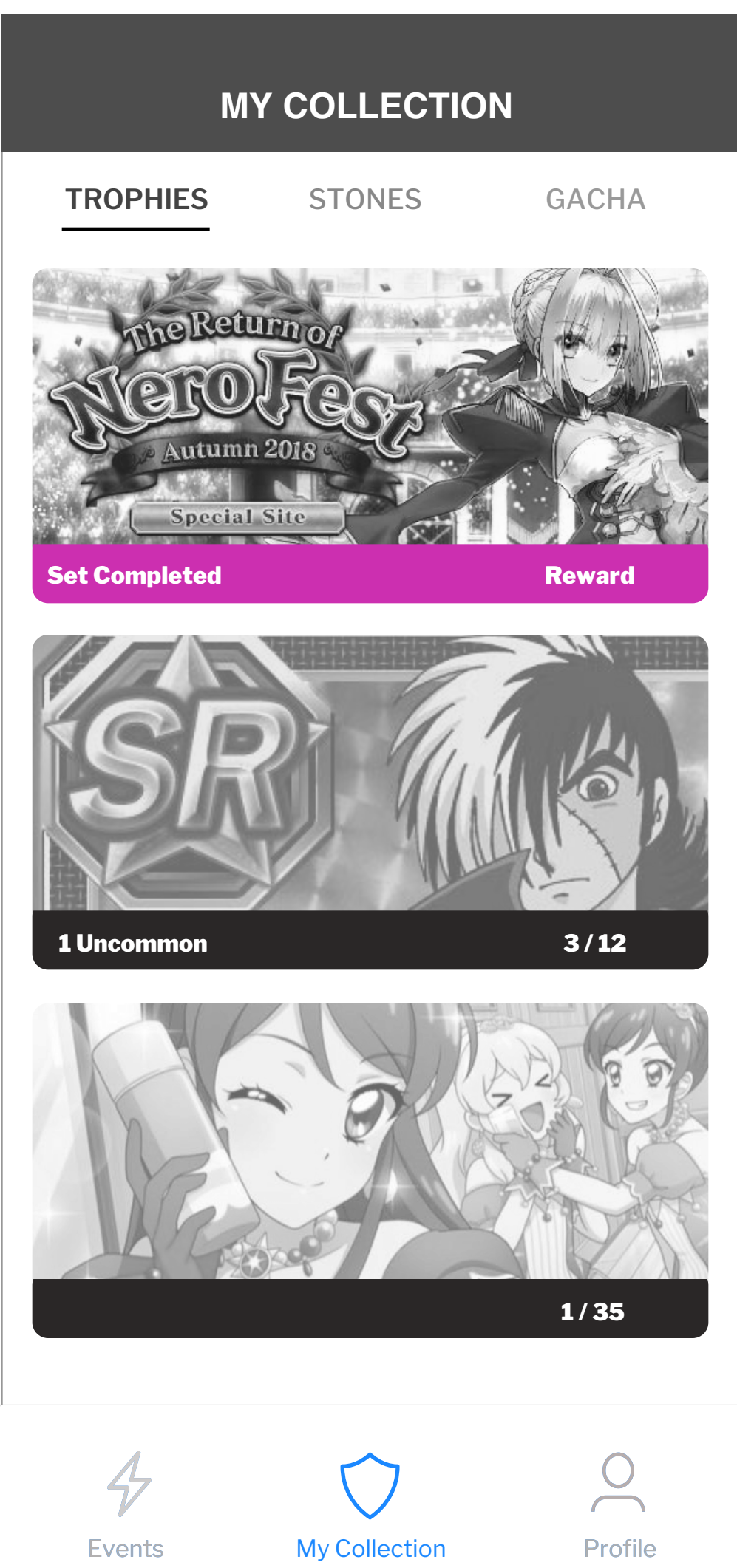


Here on the STONES page she sees in reverse chronological order all the activity she has engaged in recently.

She can scroll down through her past.

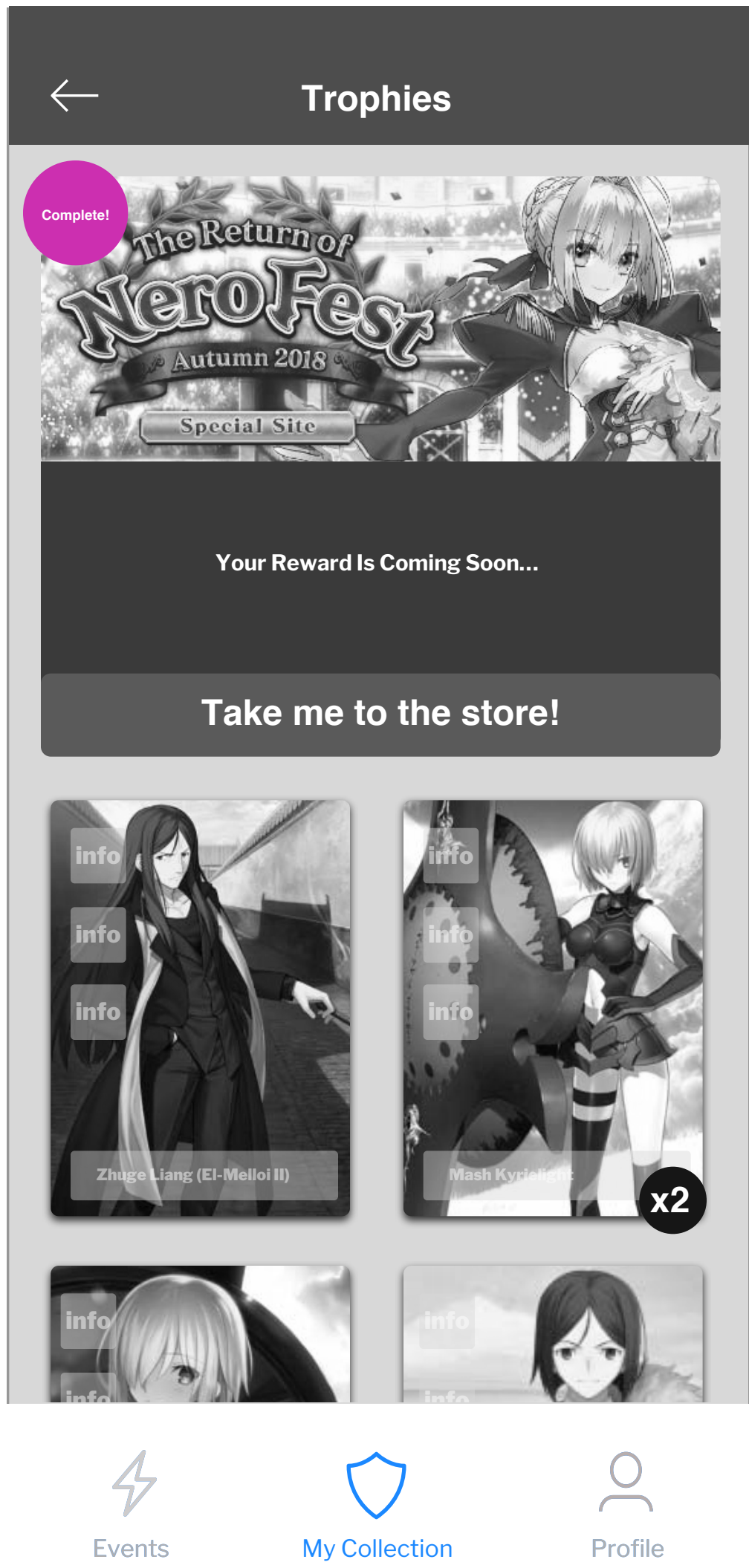


She taps on the trophies tab, to see her collections.



She sees a callout on the set item that let's her know she has completed the set.

Complete set: Awaiting reward state



Until we see the reward attached to the user object she will only see that a reward is coming.

Complete set: Award is present



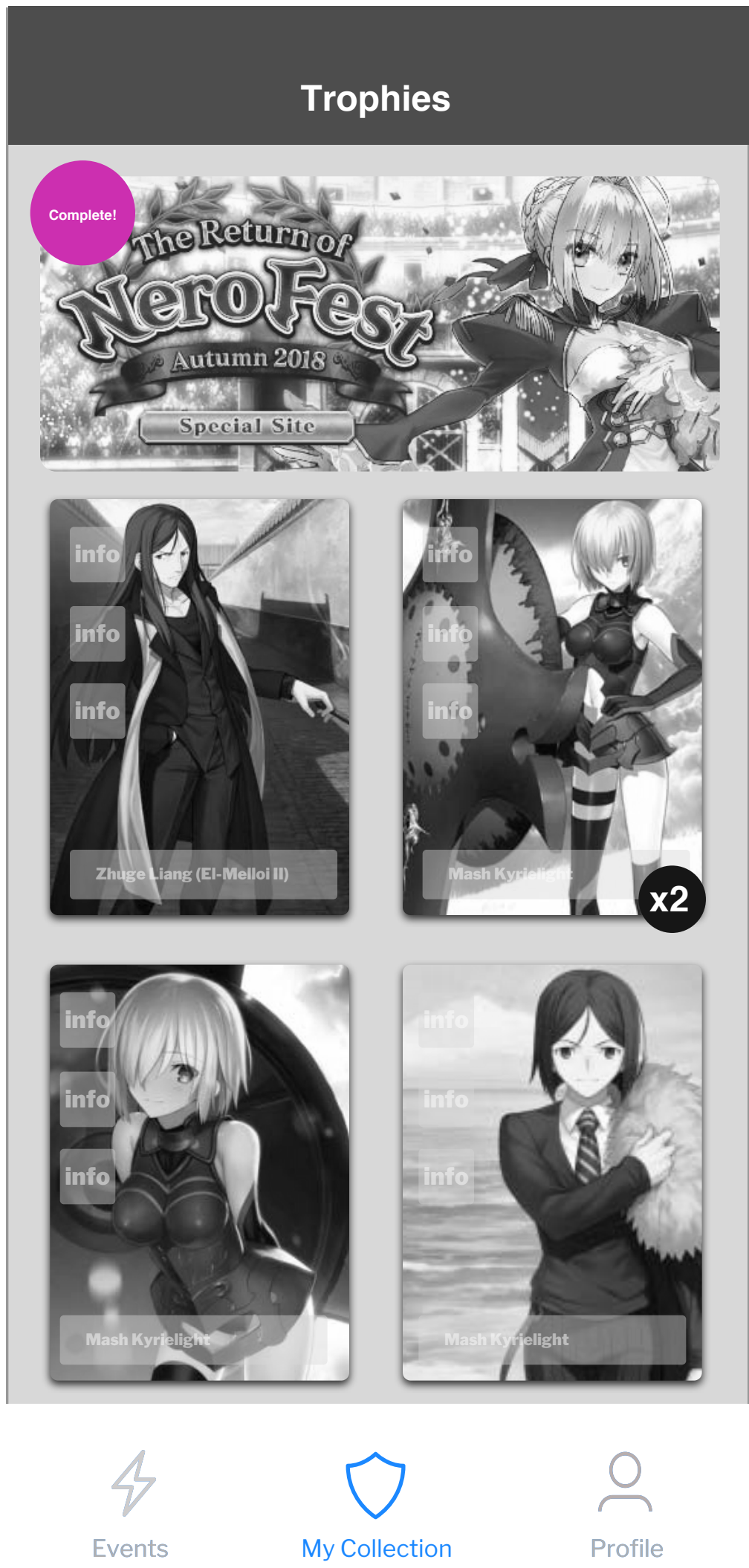
When we see a reward attached to the user, we can display this in the header.

In this case, she gets a reward code.

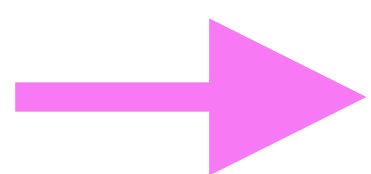
If she taps the button that says 'Take me to the store' then her reward code will be appended to the URL thereby giving her the benefit of the reward.

Otherwise, she can copy the code and enter it manually at Kozuguru.com

Complete set: No award is present

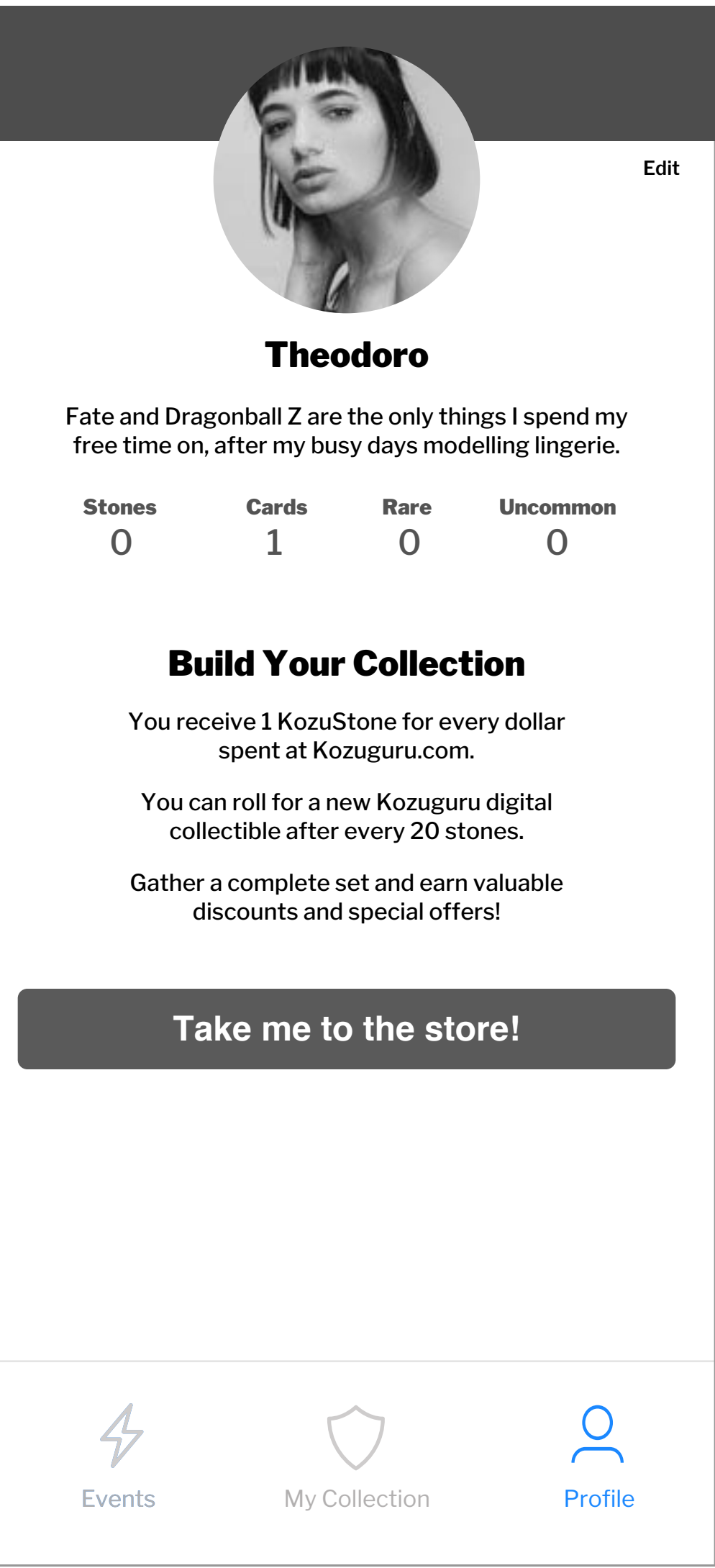


If she received a one-time-use reward and has already used it, then we only see the normal header with a 'complete!' callout on it.



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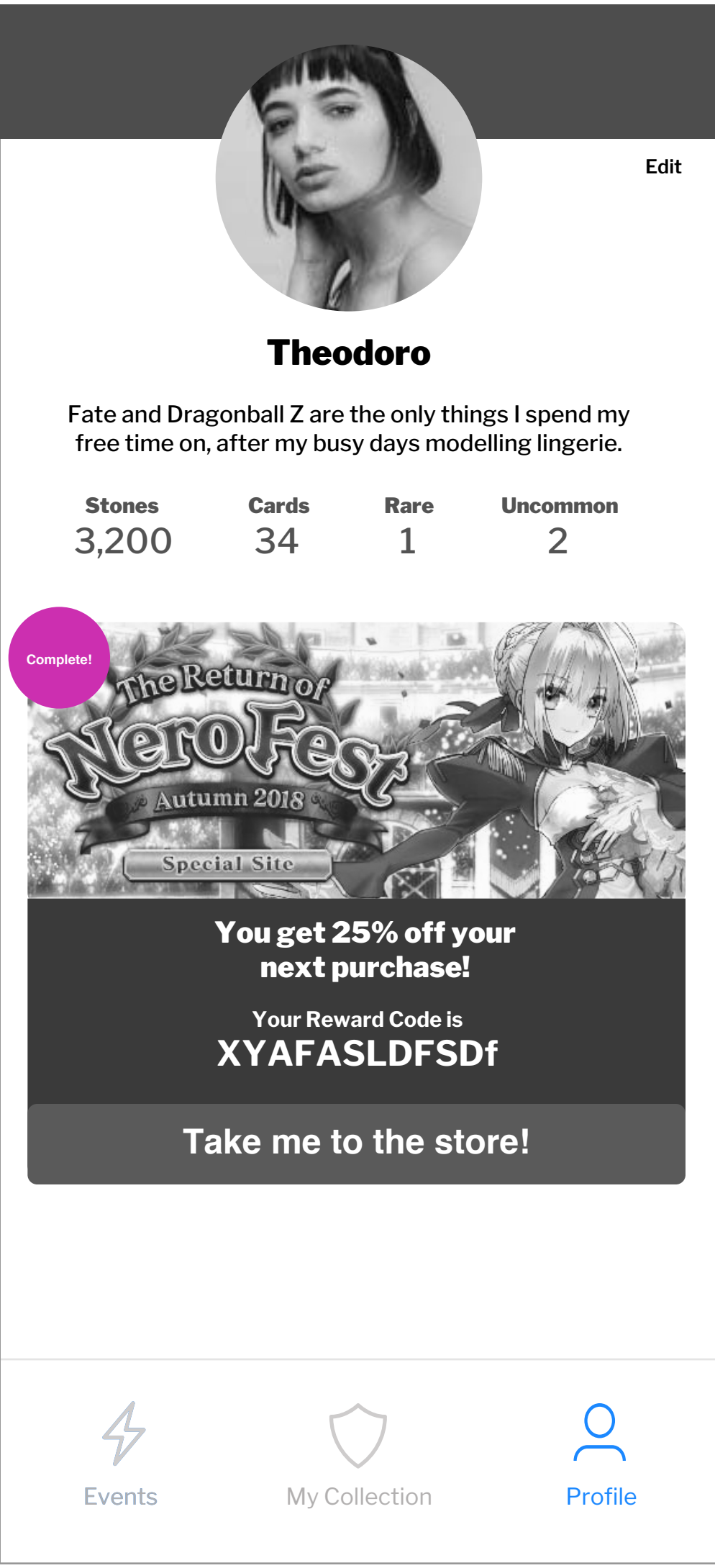
PROFILE



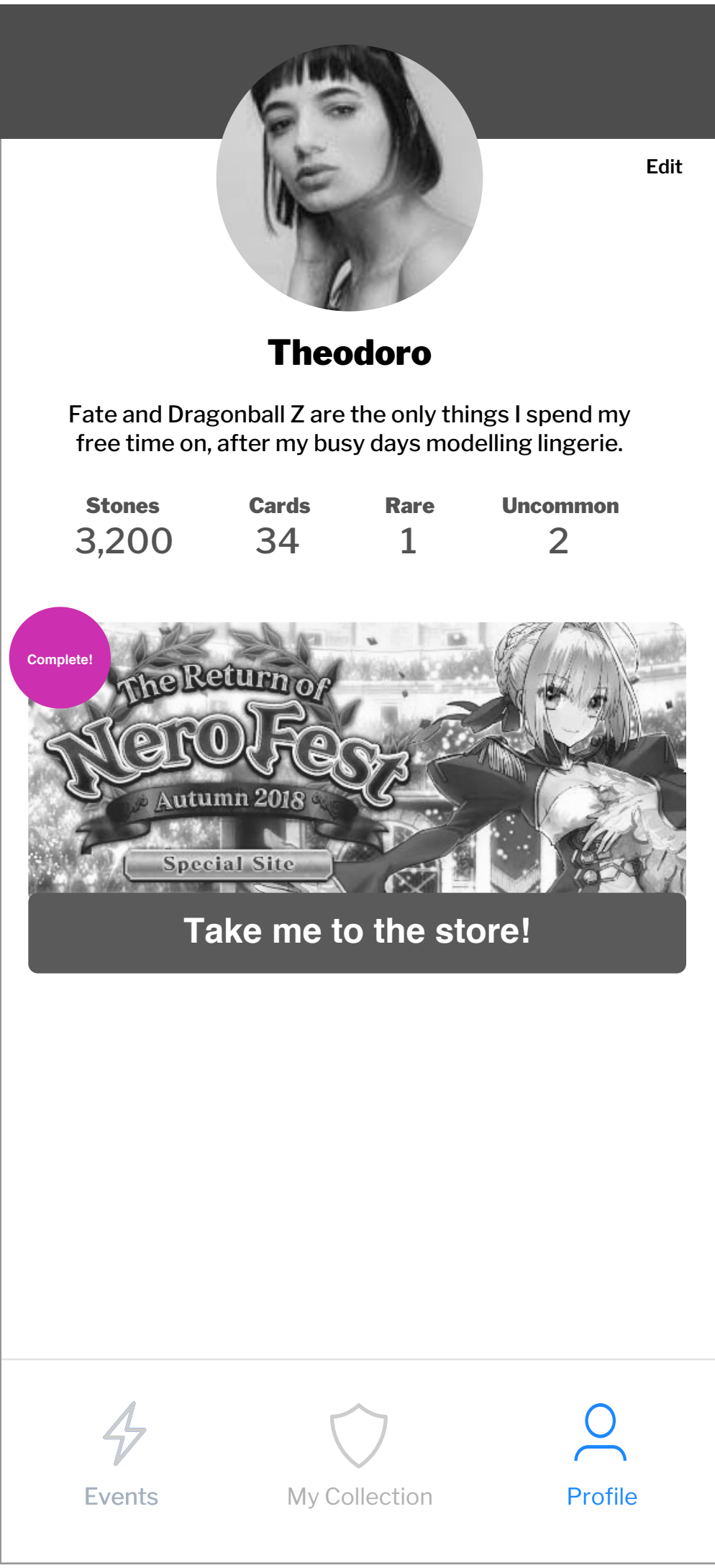
For new users, their profile area will not have a lot of content.

In this case, we use this space to remind users of the benefits of the app and to link out to the store.

There should always be a store link on the profile.



If the user has a benefit, we show the same benefit header here on the profile.



If a user has completed a set and used a one-time-use benefit, then we show the same 'complete' header here that we show in the Trophies detail page.

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EVENTS

- Name
- Start Date
- End Date
- Status: Draft, Ready, Started, Ended, Cancelled, Deleted.
- Date Created:
- Date Updated:
- Author ID: The staff user that created the event.
- Event Pool: This is a list of the IDs of every card (other than the standard set), that the user may win.
- Event Type: Type of banner event. TBD
- Event Text: promotional information that is displayed to include benefits of getting a set, etc.
- Event Promotion Images: There is one large image that does not have a title on it and one banner for use on the gacha machine and as a header for the trophies pages.



Artwork is supplied at a single large size:

RATIO OF ART = 1 by 1.1
1x = 414 by 453
2x size = 828 x 906

No event title should be on the image.

The important information should be on the top two thirds of the image.



560 x 160 pts

This banner is used for both the gacha machine and the trophies pages.



The artwork remains in proportion, stretching to fit the width of the screen. The bottom portion is cropped off as needed.

KOZUGURU

GACHA

ARTWORK



Artwork is supplied at a single size.



Details are added dynamically



1x = 560 x 160 pts

This banner is used for both the gacha machine and the trophies pages.



Buttons are overlayed along with the users balance of stones.

IPHONE 8



IPHONE X



IPHONE 8+



IPHONE SE



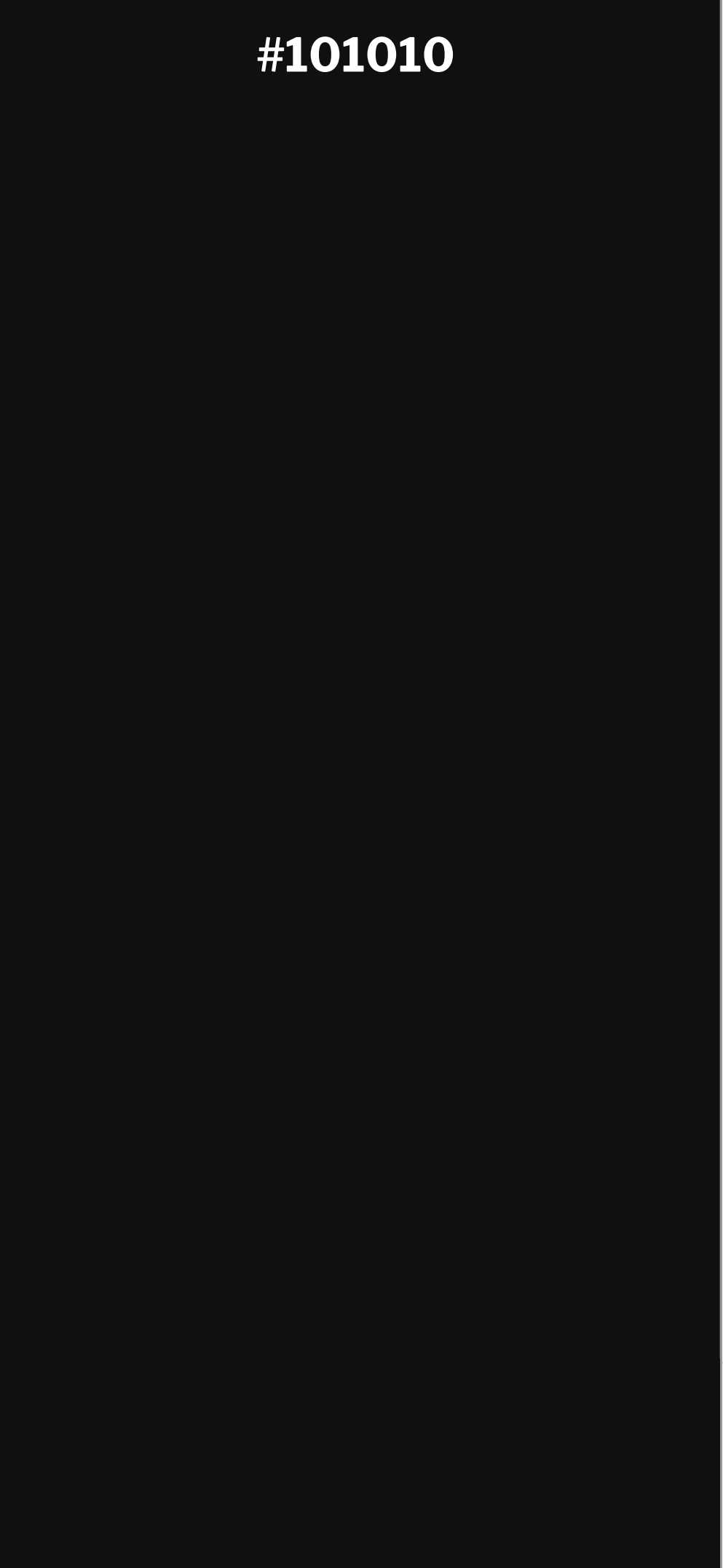
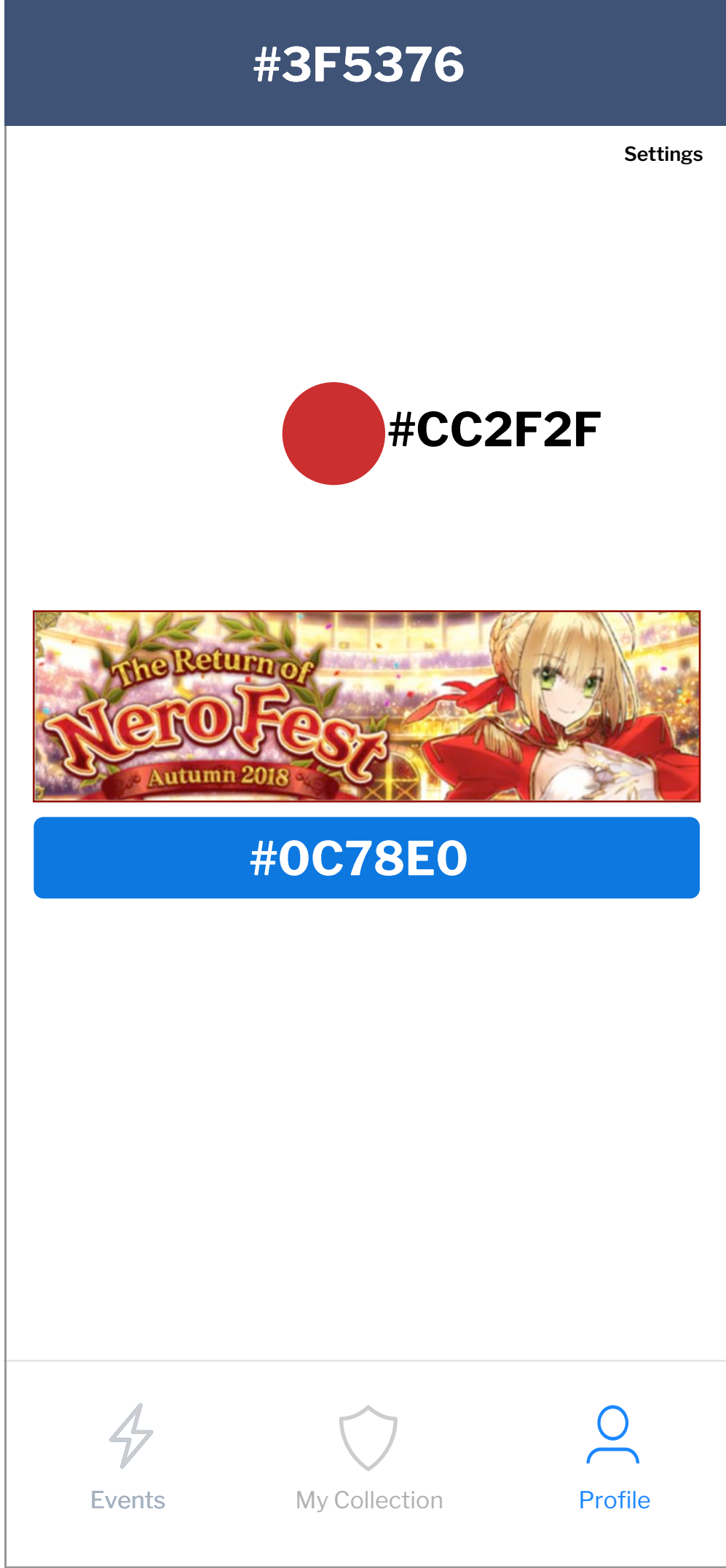
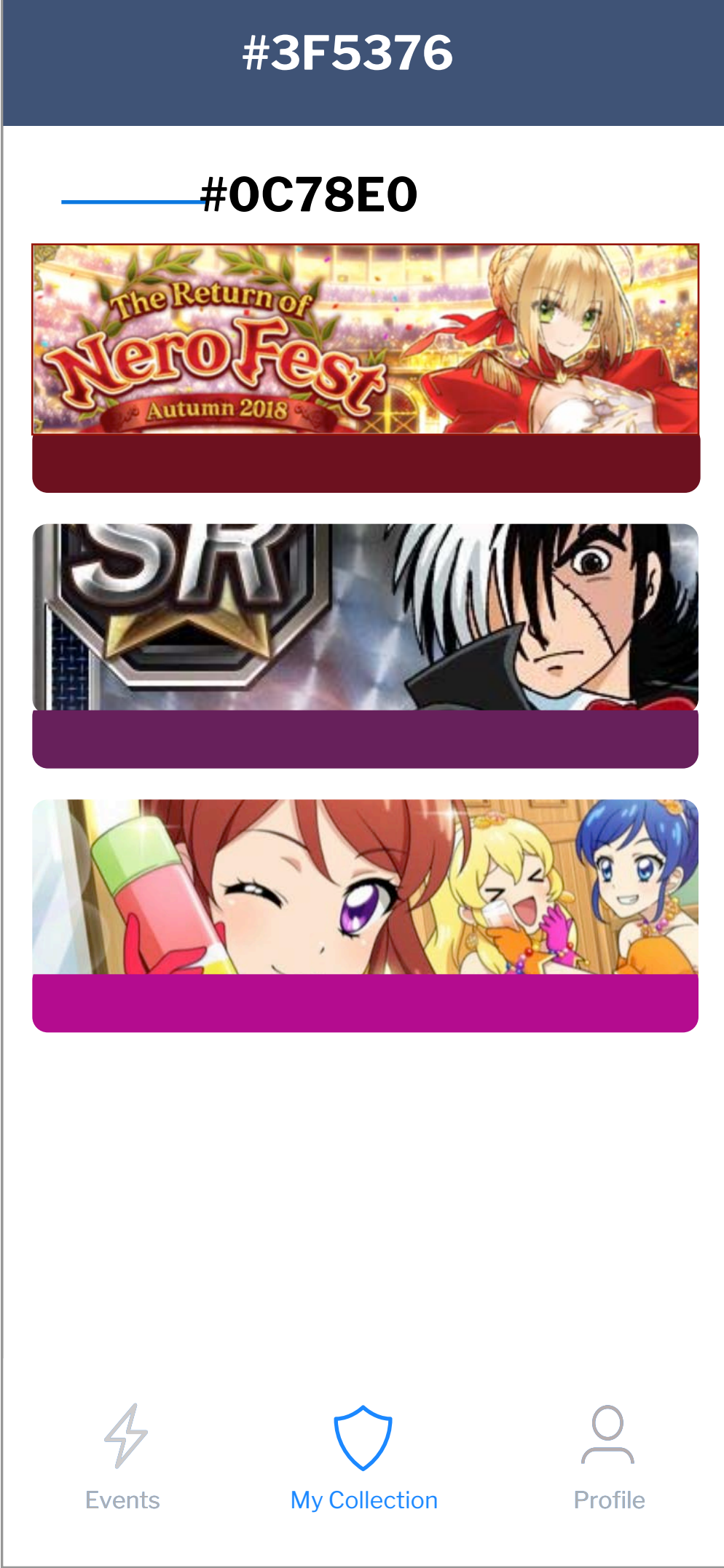
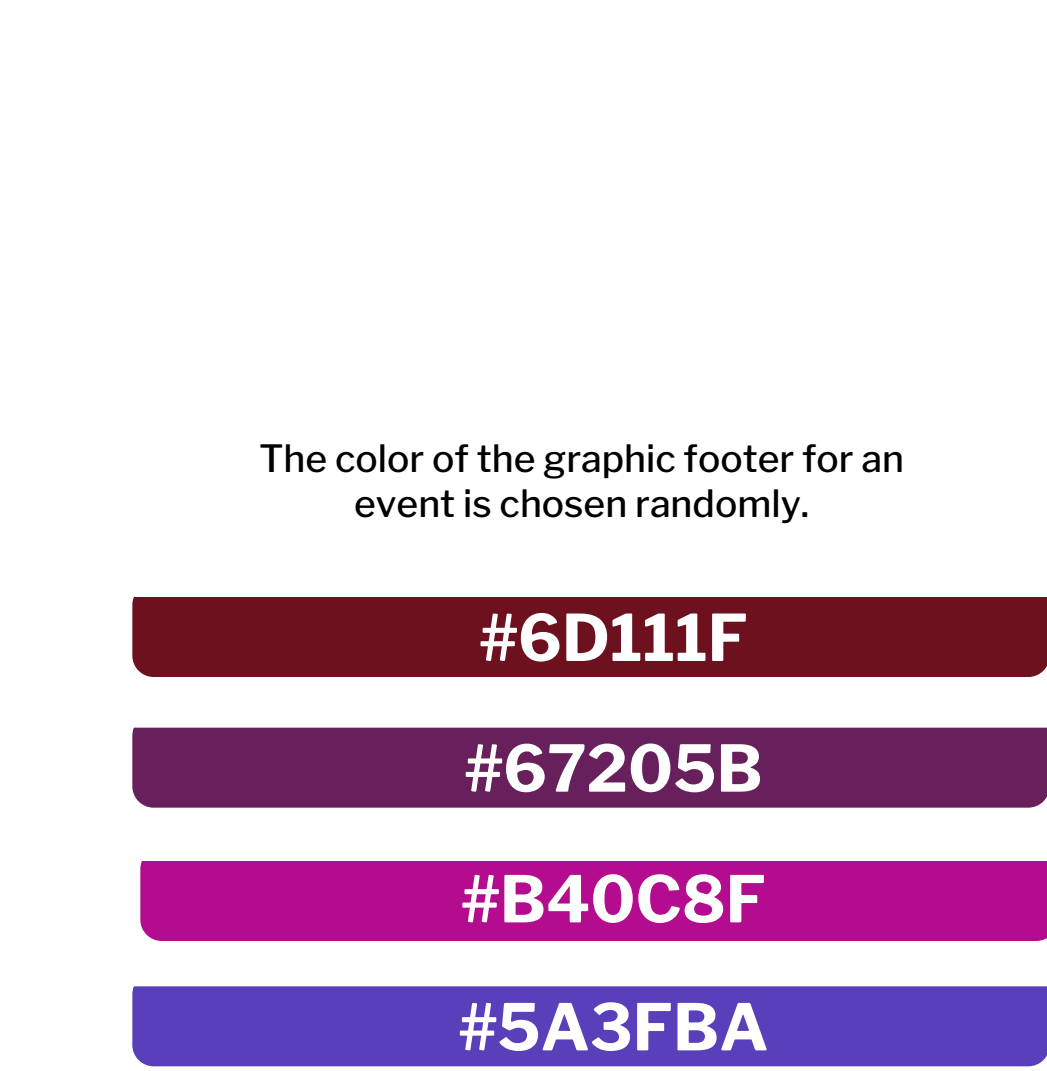
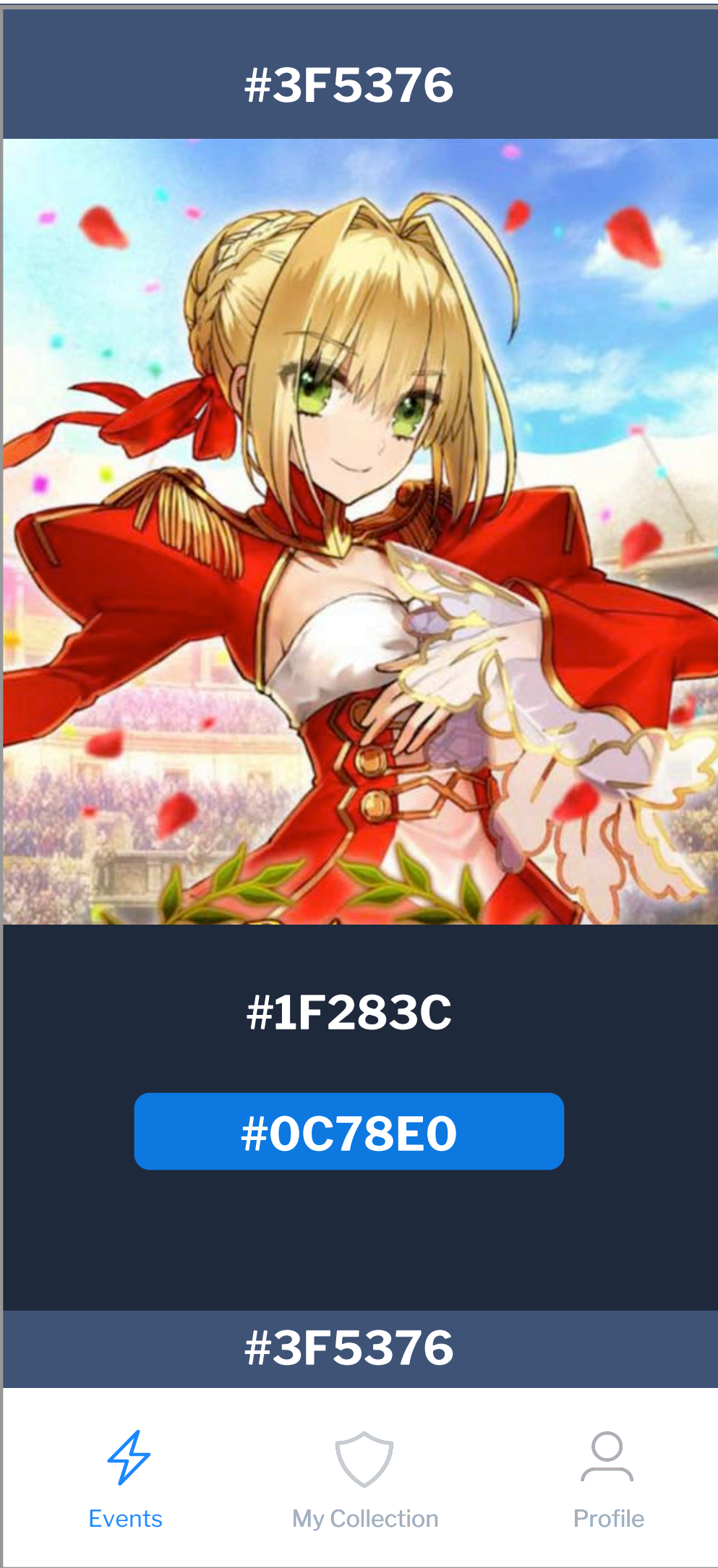
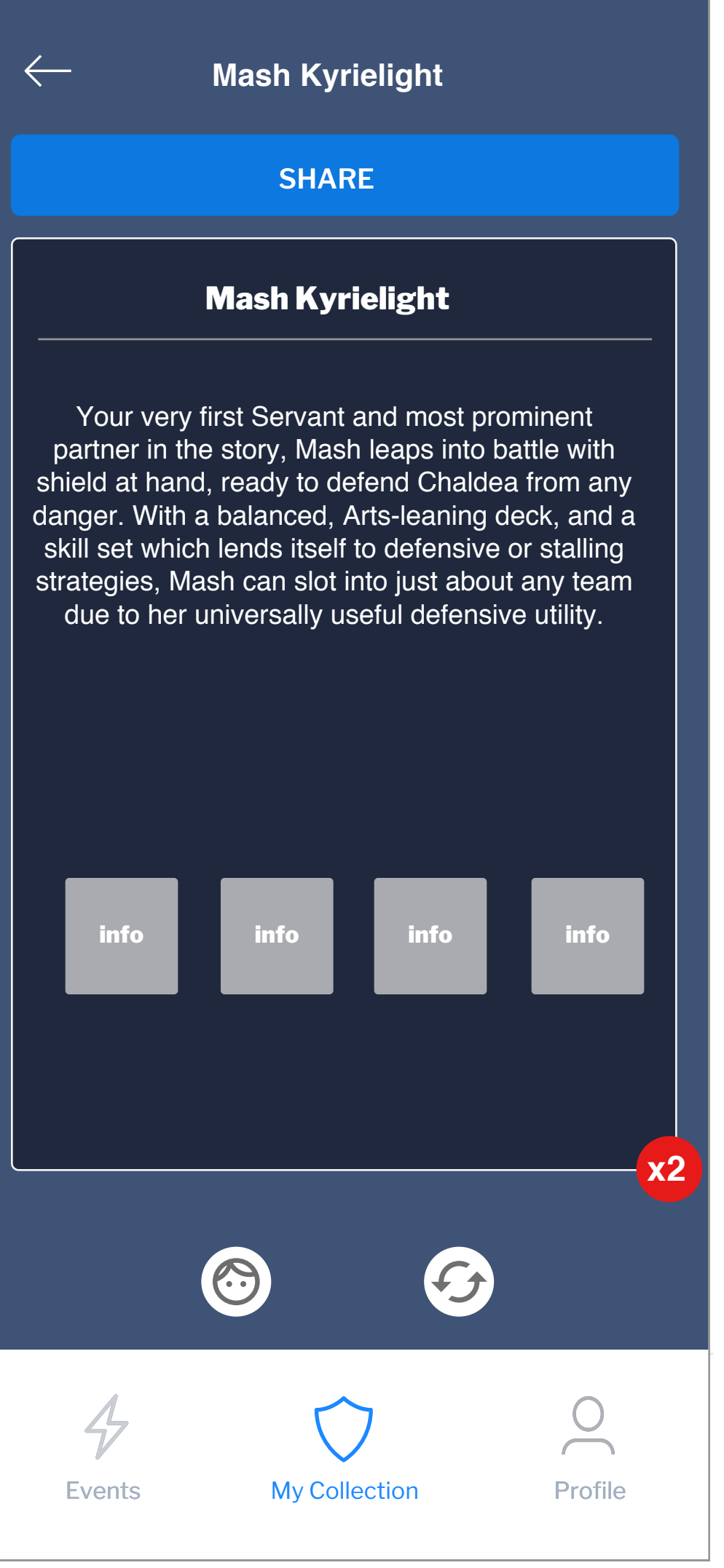
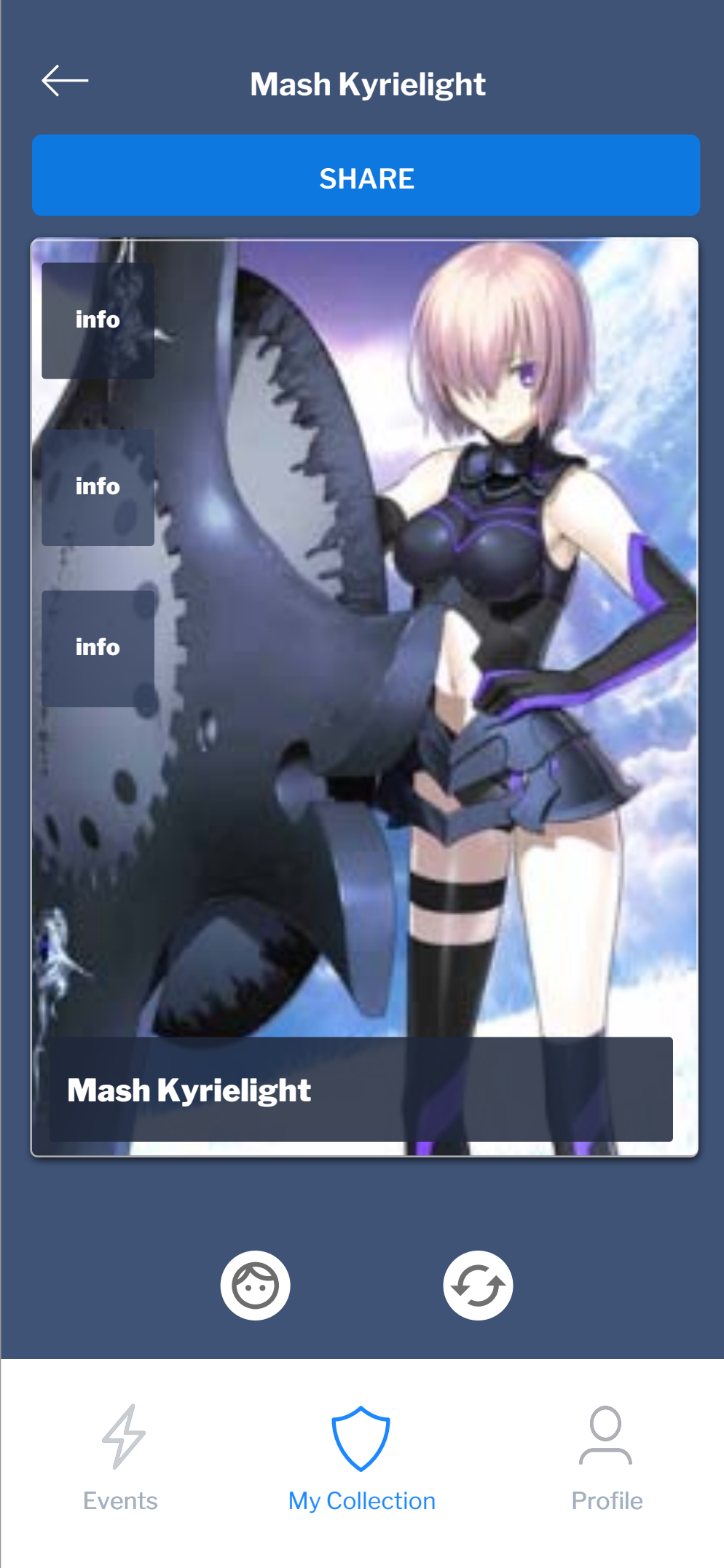
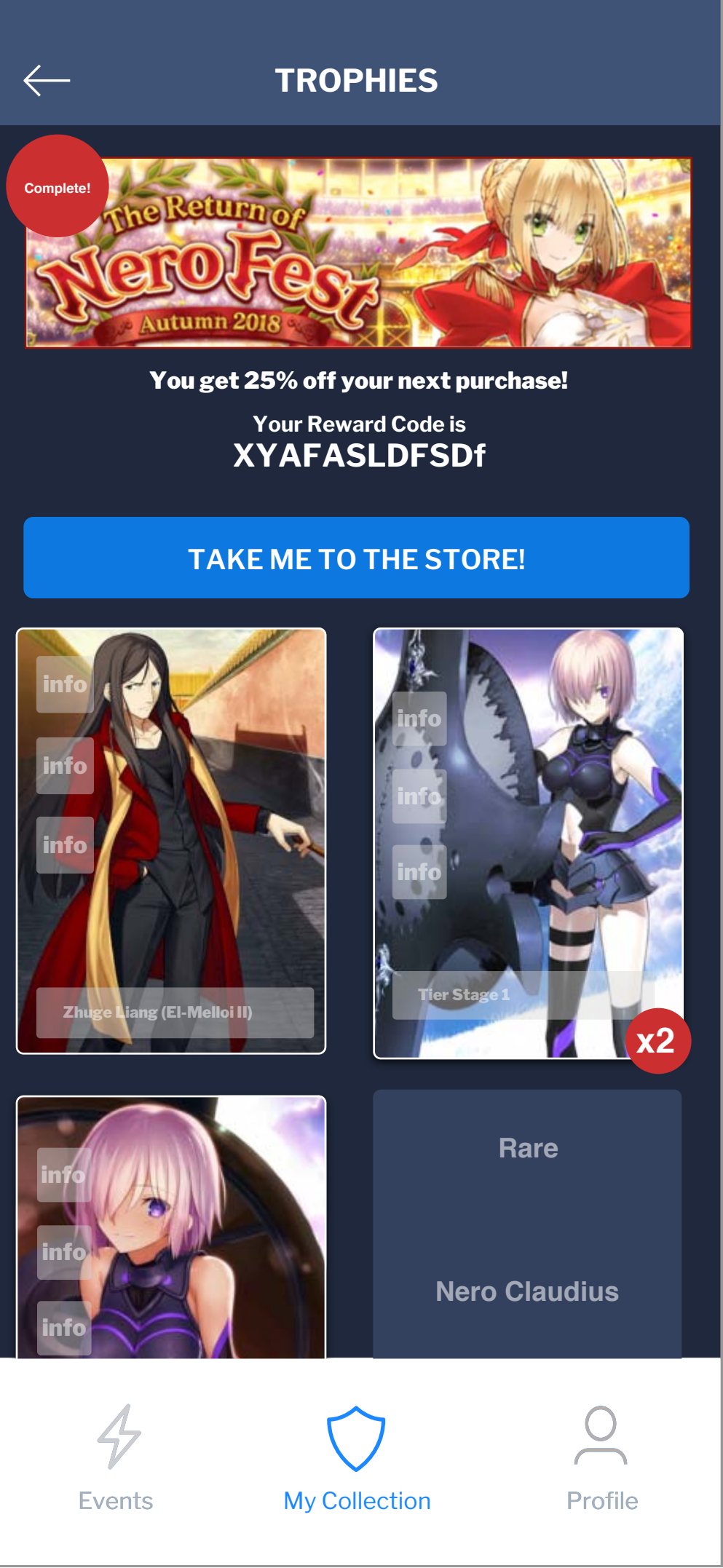
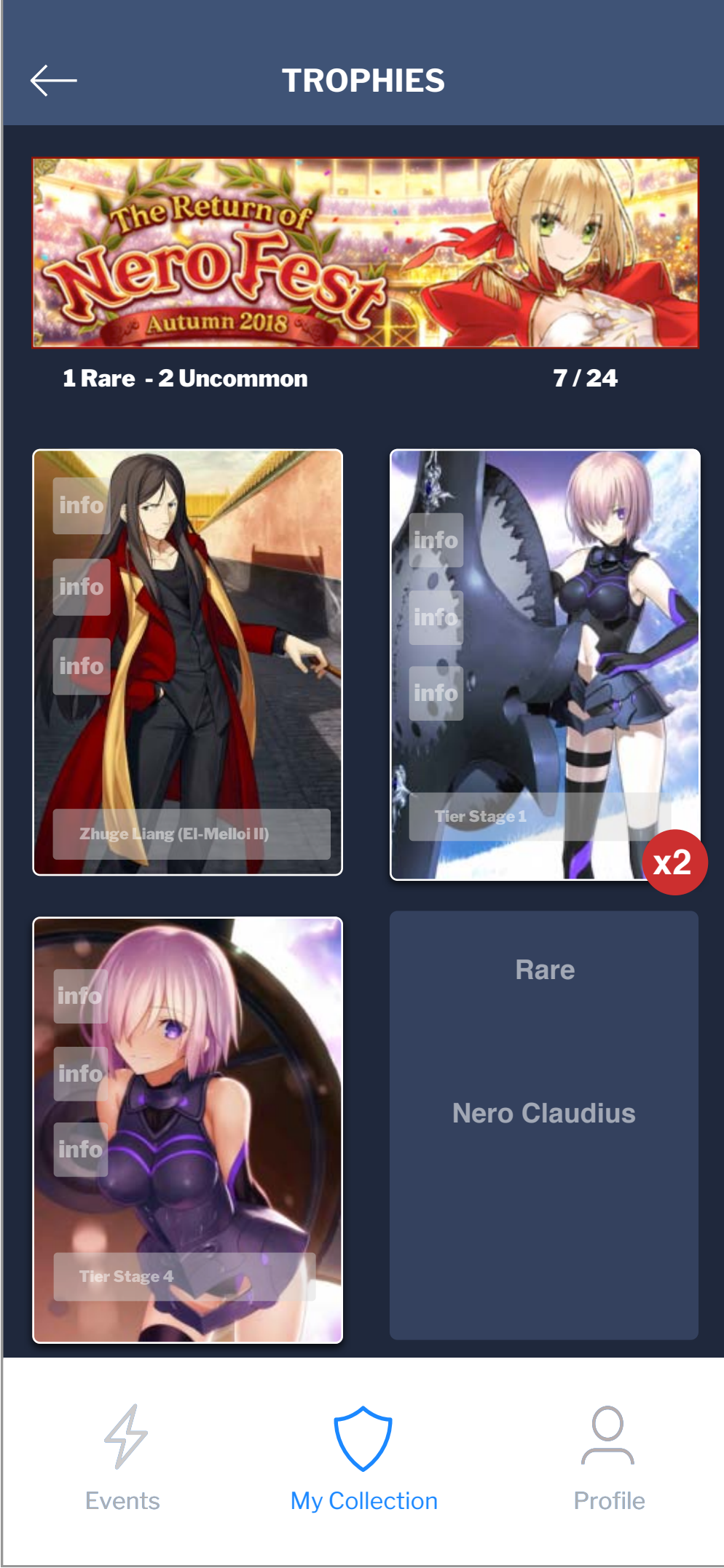
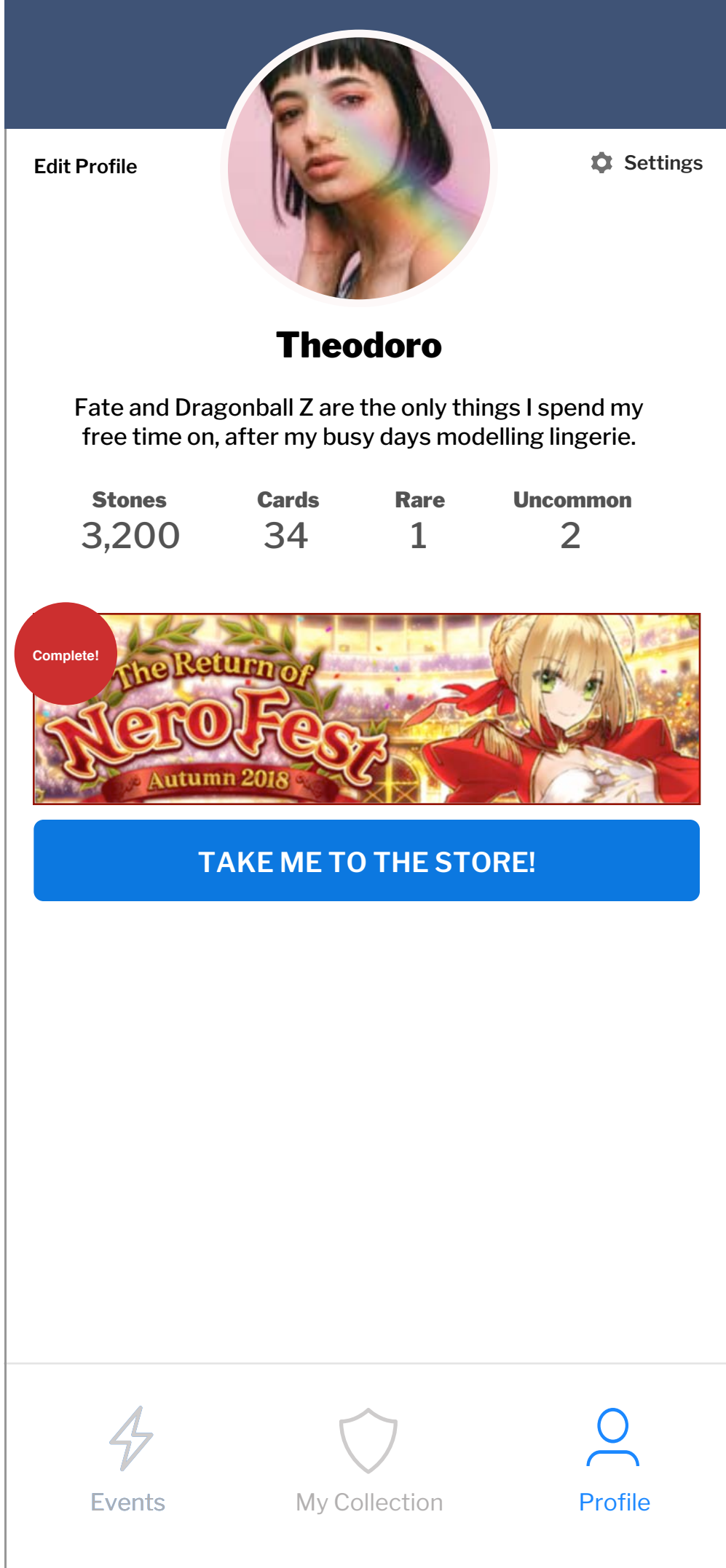
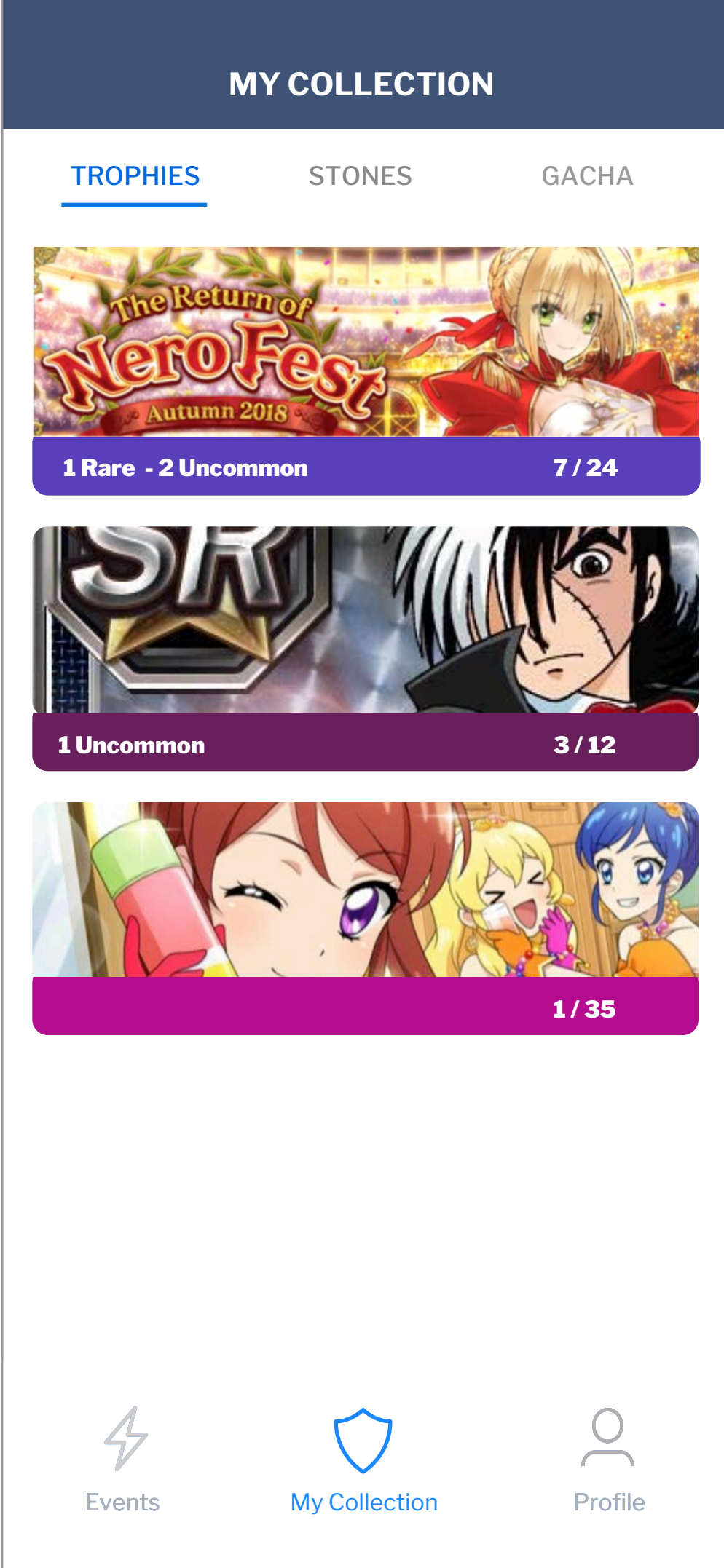
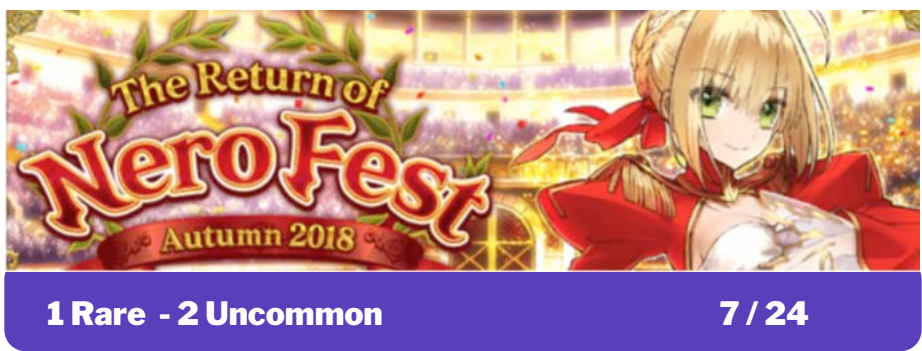
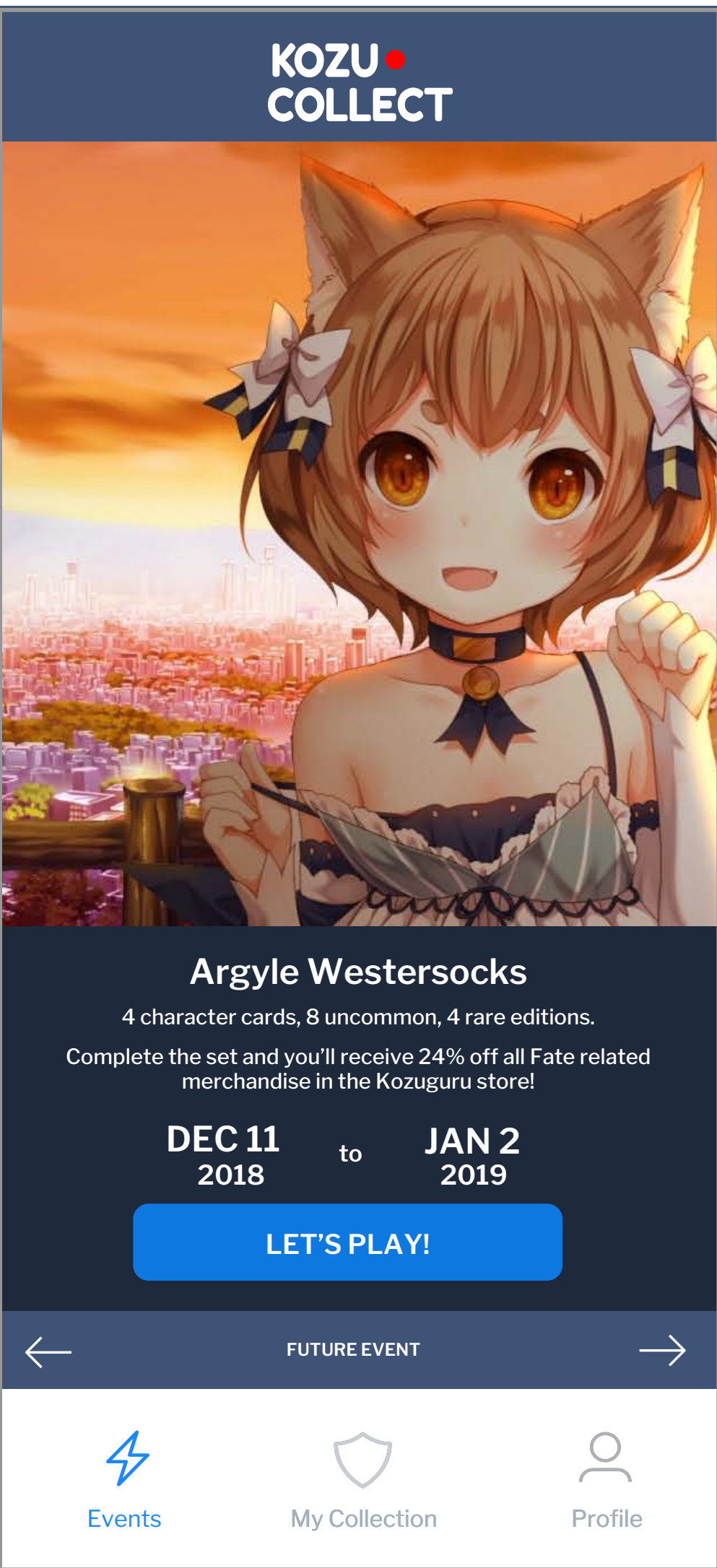
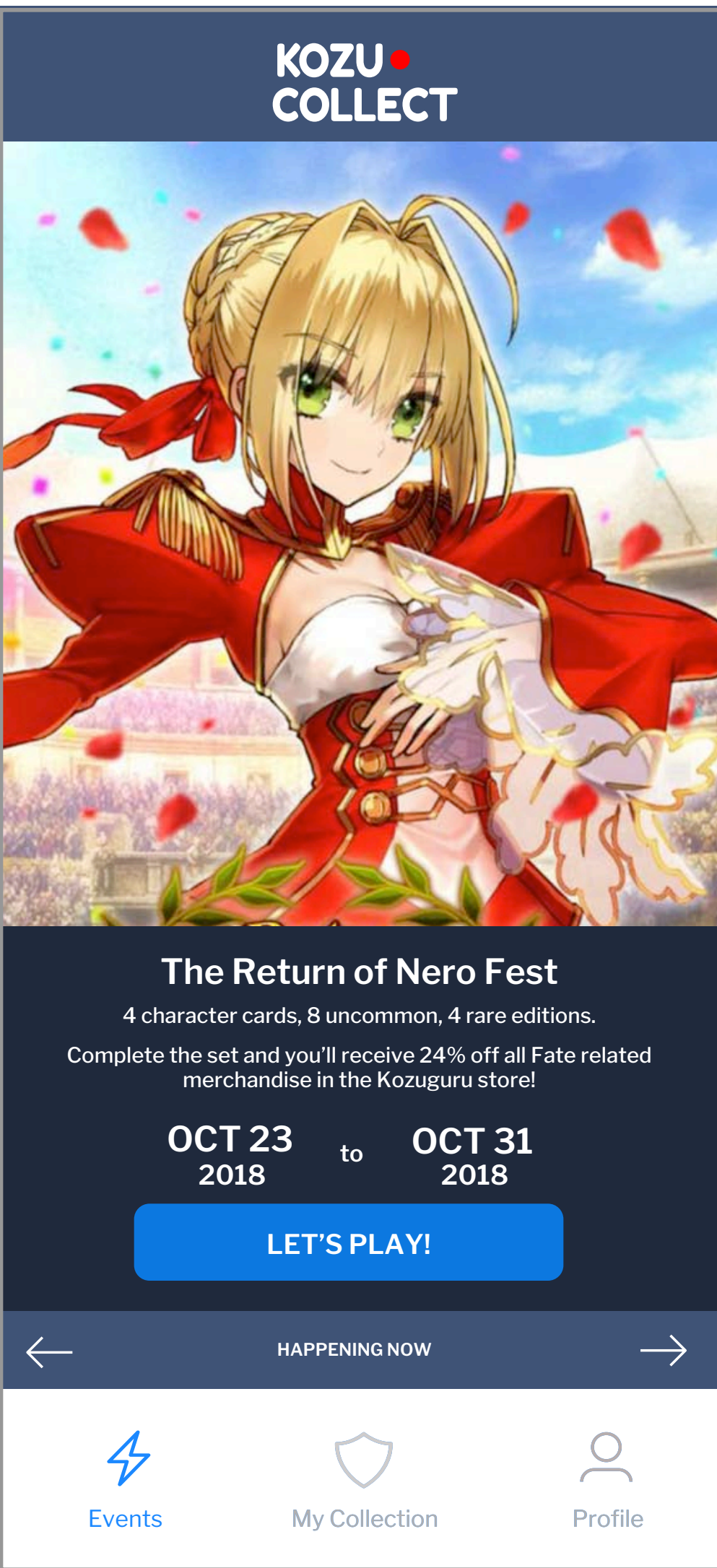
The artwork remains the same aspect ratio at any size. It expands to fill the complete width of the page.

The banner for the event appears on top of it. We have a generic banner for those times when there is not an event.

The user's account balance is placed on top as are the two buttons for rolling the gacha.

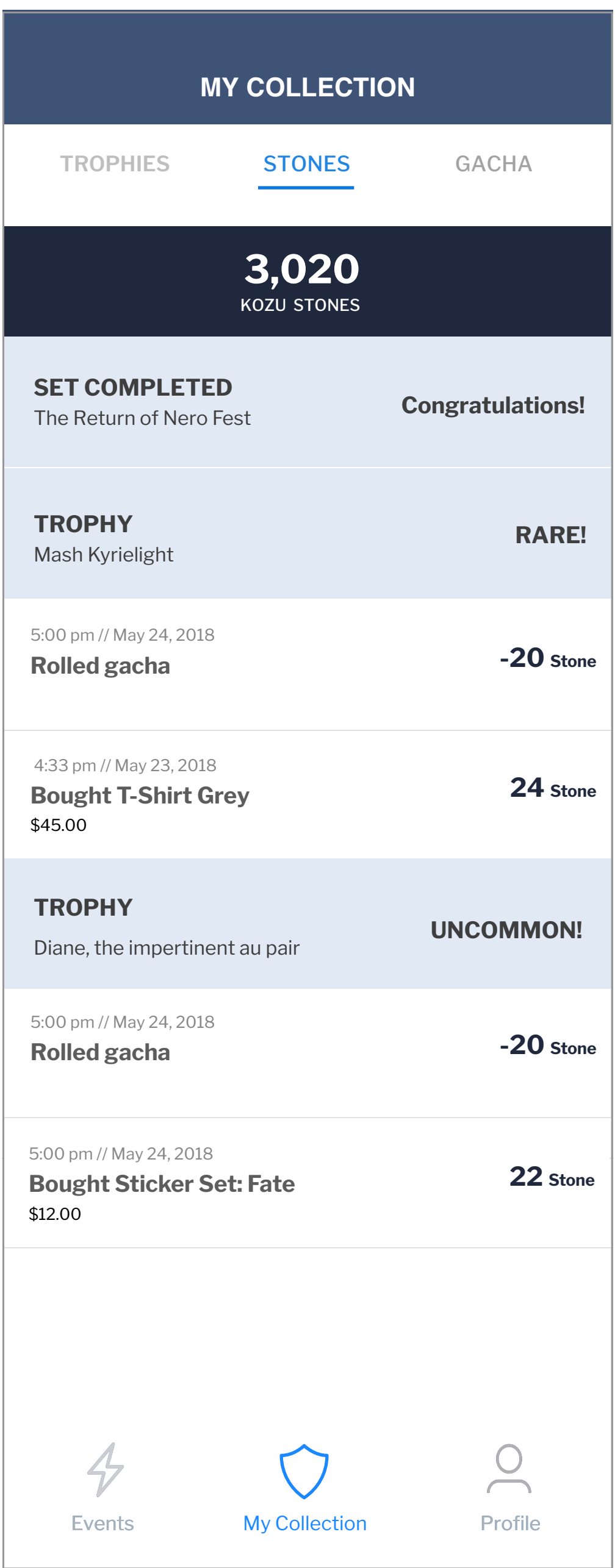
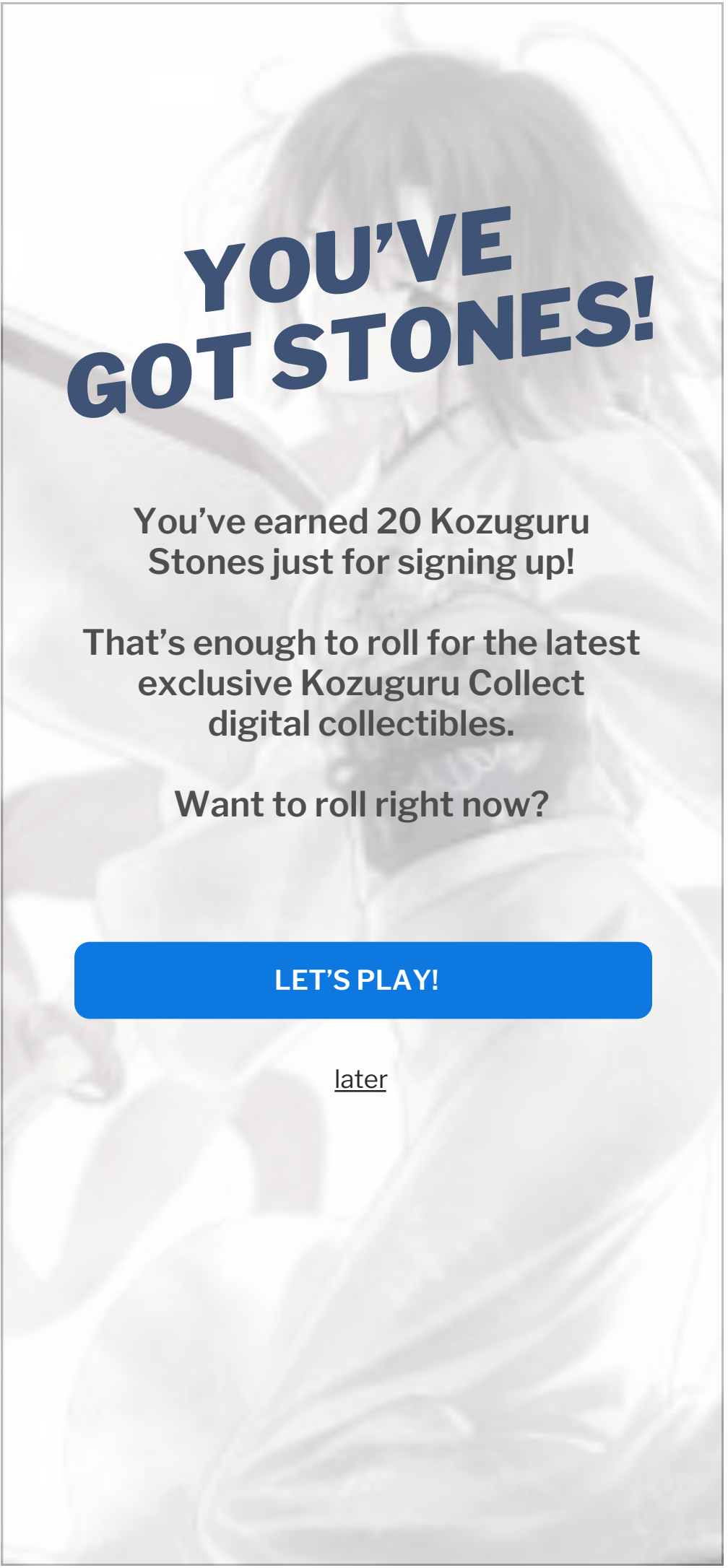
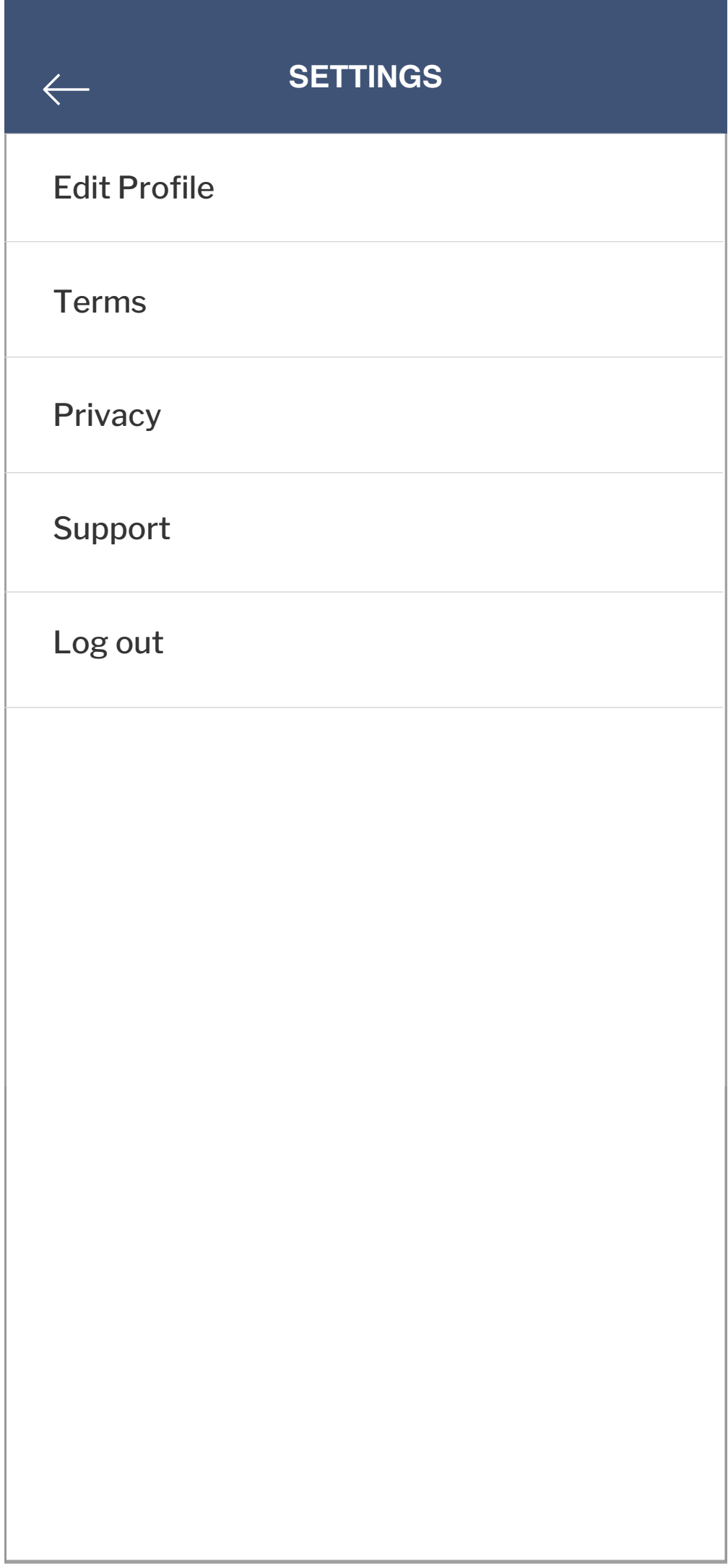
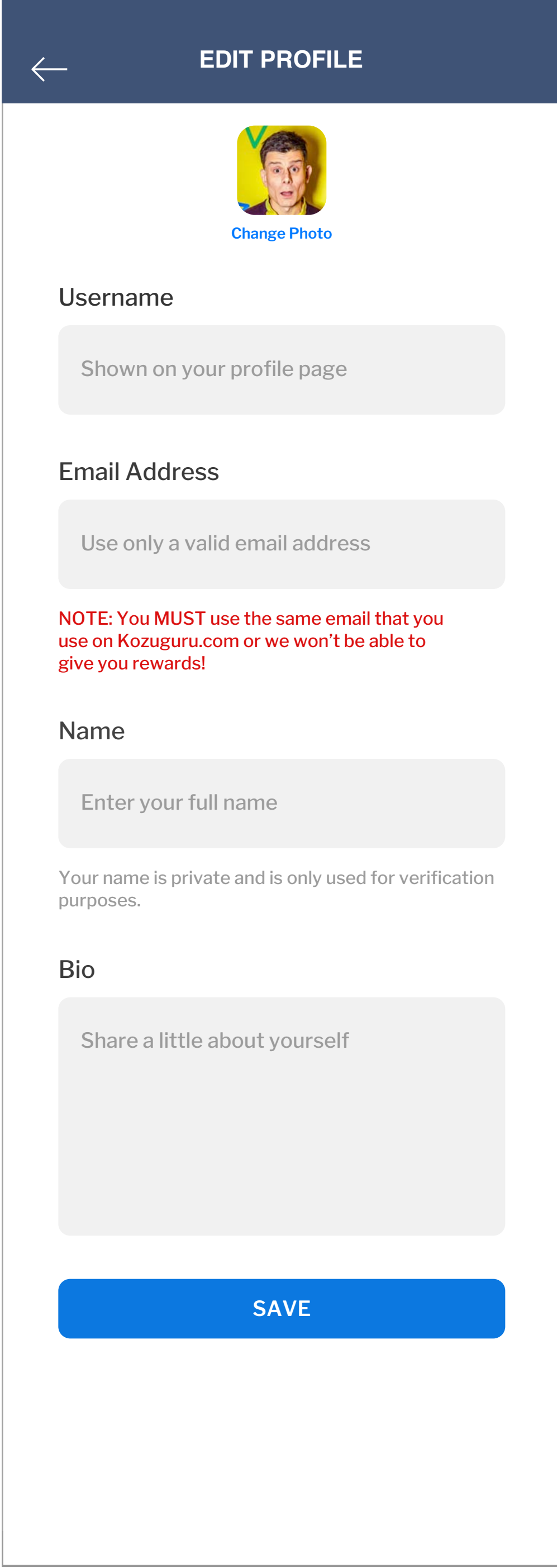
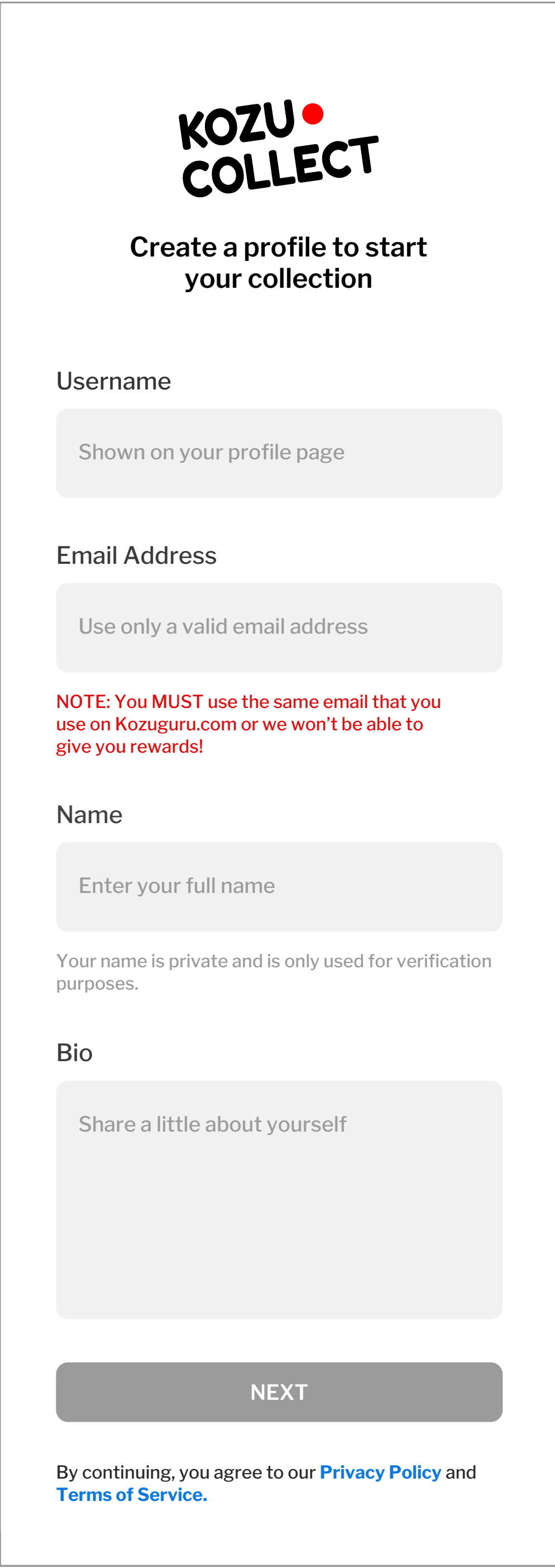
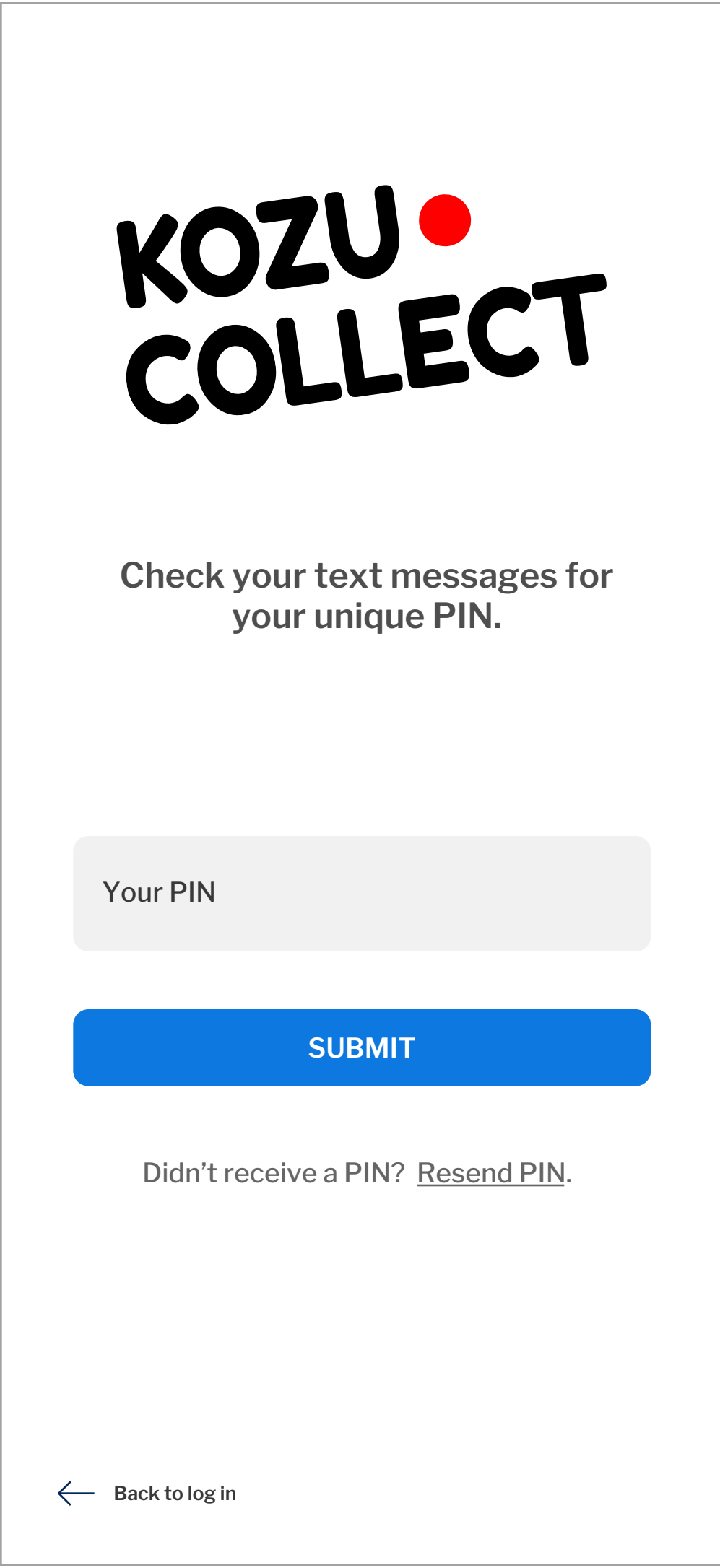
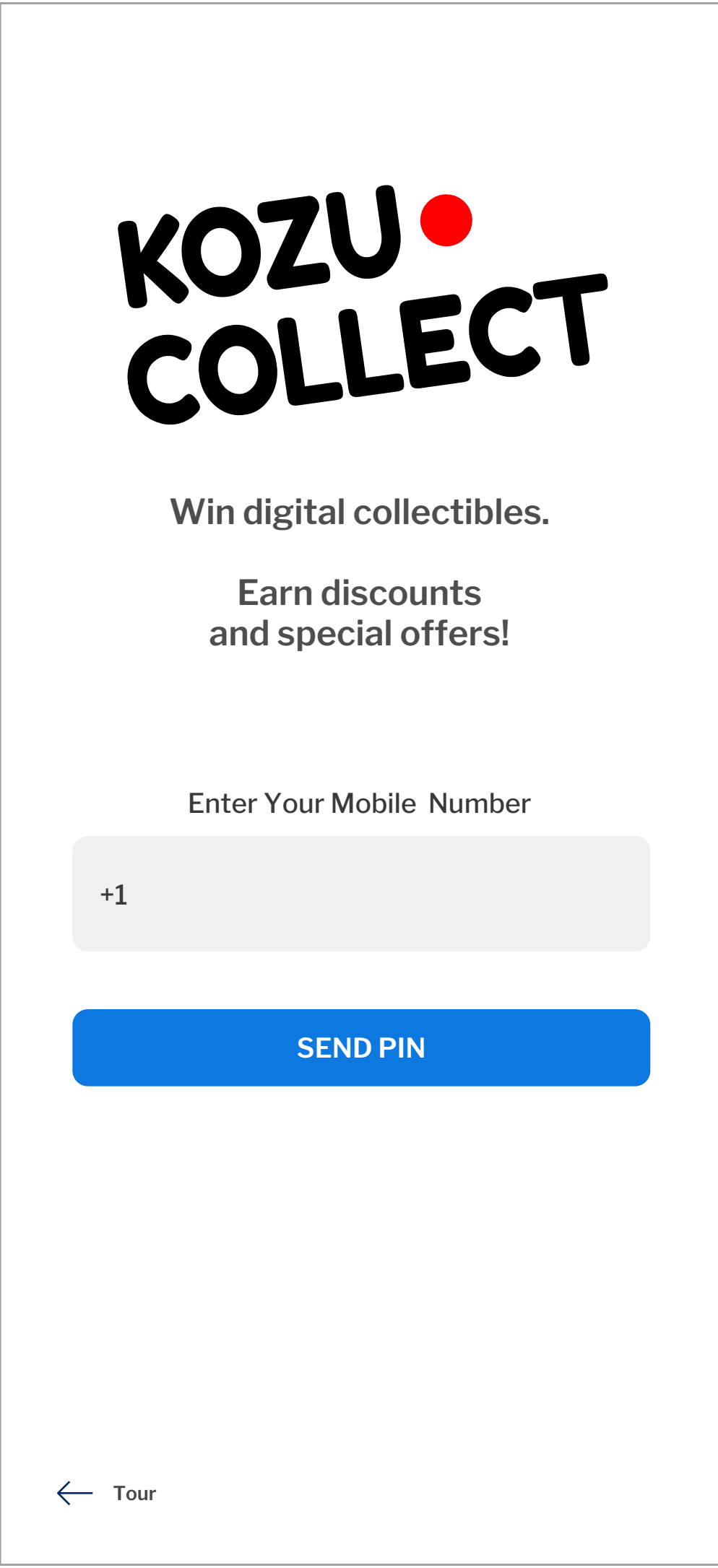
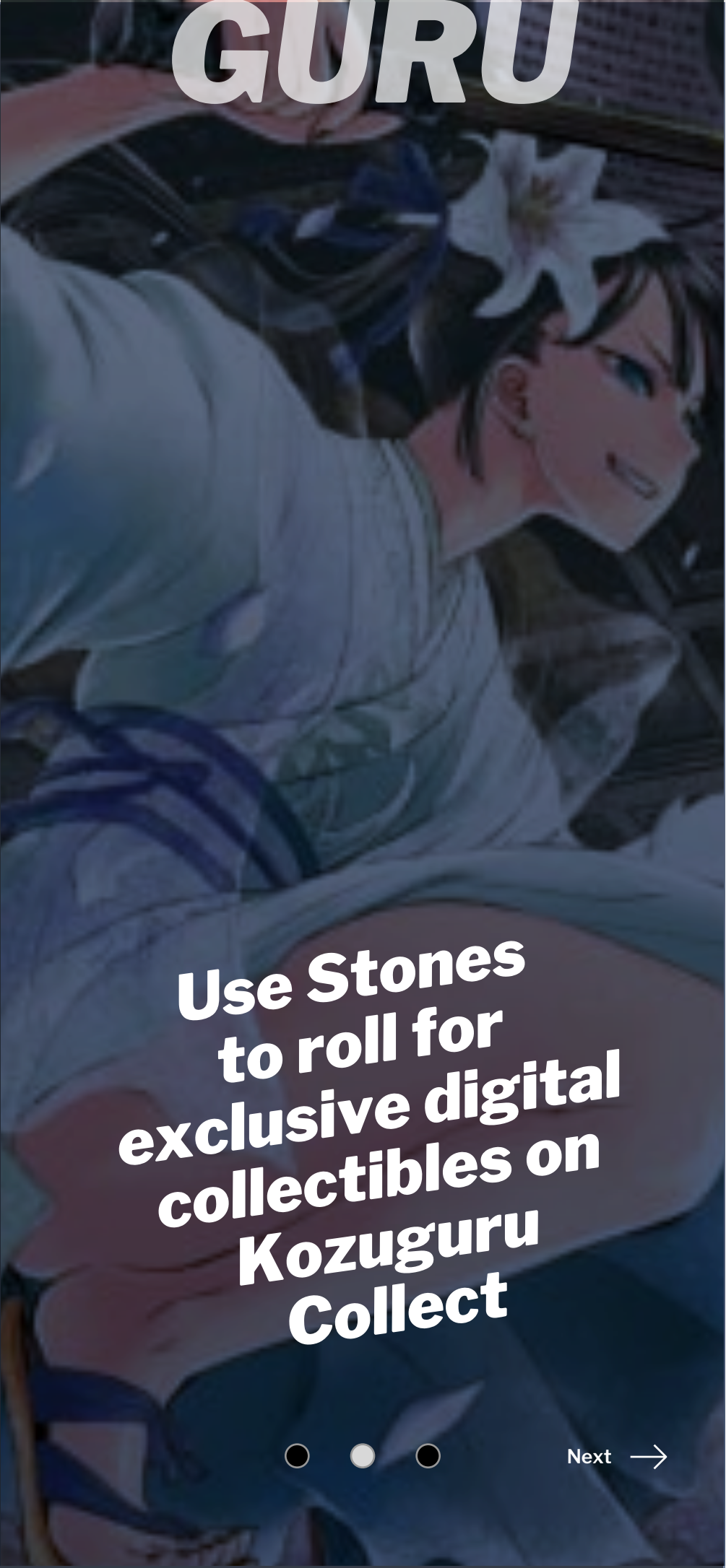
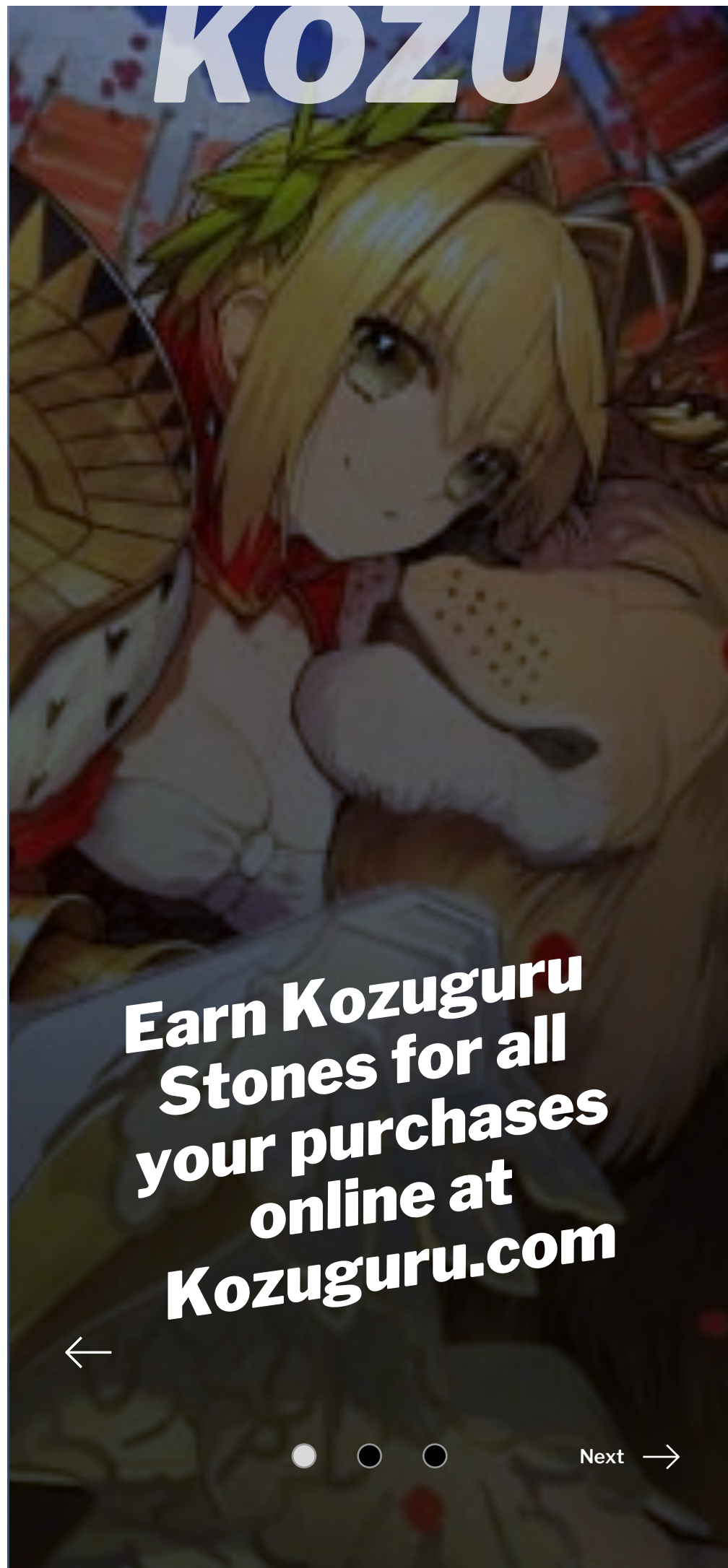
KOZUGURU
COLOR

Anime imagery is for placement only.



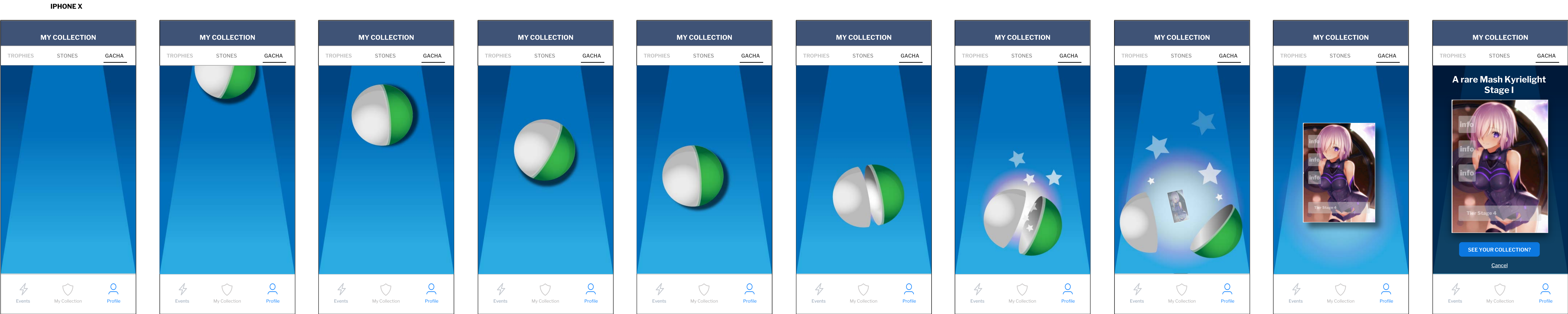
KOZUGURU

COLOR 2



KOZUGURU

GACHA ROLL



When a user rolls the gacha we see a simple animation of a ball rolling down a chute. It wobbles and breaks open. Glowing stars explode out along with the card, that grows into the space available on screen, maintaining its aspect ratio.

