

## Samsung Mobile Apps Boot Camps

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### Scholastic Samsung Mobile Apps Boot Camps Concept Submission Form

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Submission: Karma Trader

**1. Name Your App!** Be creative. An app name can make all the difference... Think about some of the best apps available, they are usually less than 11 characters and describe or hint at the user experience inside! (i.e., Twitter: tweets are small sounds that birds make OR small bursts of information.)

*Brainstorming room...*

Task Trader  
Service Jumper  
Help a neighbor- Help yourself  
Karma  
Good Karma  
Community Helper  
Community Help  
Karma Trader - This one sounds the best  
Trade Karma



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## 2. Describe Your App (500 Words)

What will users be able to do? What makes it unique? Is it going to help, inform or entertain?

"Karma Trader" is designed to let people in a community help each other with services they need. "Karma Trader" is designed to create a community where people help each other by offering their skills. It creates a local community of people who are supportive of each other as well as help neighbors in the neighborhood get to know one another. Every person has some things he can do, that others can see as a useful service. Every person needs help with things he can't do. This app connects these people and let everyone benefit from the free trade of talent and knowledge.

"Karma Trader" has four main screens: Gain Karma, Use Karma, My Karma and Notifications. You can use the Tabs on the top of the screen to navigate to any of the 4 main screens. When the app boots it opens the Gain Karma screen. On this screen a map uses your GPS coordinates to list tasks in your area and the amount of points offered for each task. If you click on a task you see all its details, and you could ask for the amount of Karma points you wish to get. When you place an offer on a task the user who posted this task will get a notification and can accept or decline your offer. When he makes his selection you will get a notification telling you whether he accepted. On the Use Karma Screen you can fill out a form detailing a Task you want done, and how many points you are willing to offer. When you hit submit on the bottom of the page the task will be posted to the map on the Gain Karma screen at you current GPS location for other users to see. On the My Karma screen you see a total of how many Karma points you have and a breakdown of all previous transactions as well as all current tasks. From this screen you can indicate when you have finished a task. The last screen - the notification screen shows you all your notifications. These include offers, counter offers, accepts, declines, and when people say they have finished one of your tasks. From this screen you can reply to these notifications.

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**3. Which mobile platform(s) will you develop this app for? Check off a box below:**

Smartphone

Tablet

Both

**4. How is your app going to solve a current neighborhood problem and help your community? Will your app be a call to action, a medium to house information, a means to bring your community together... or all three?**

This app is going to bring the community together by helping each other with tasks that people need help with. It'll help the community become more supportive of each other and help use their local resources more, instead of outsourcing.

**5. Who is best suited to use this app?**

Why are they your target audience? Hint: Be descriptive about who they are, what they like and why this app is perfect for them.

The target audience for "Karma Trader" are people who were hurt by the economic downturn and need a little help maintaining their standard of living. Karma Trader is designed to help these people maintain a higher standard of living than they would be able to otherwise. They could get services they would usually need to pay for by volunteering their time around the community.



**6. In the app world it's survival of the fittest. Who are your competitors and what sets your app apart from theirs?** Describe differences in design, content and purpose; the weaknesses of your competitor's app, and how your app turns those weaknesses into strengths.

"Karma Trader" has many similar competitors but none that approach the solution in the same way. There are apps out there like Task Rabbit (IOS only) that let people in your community bid on tasks you need doing. However what sets "Karma Trader" apart from apps like Task Rabbit, is that it doesn't give an advantage to people who are financially well off. While in Task Rabbit you need to pay to have your tasks done, in "Karma Trader" you can only receive services if you give services to others. Some other competitors currently have web only application like u-exchange which lets you trade services with other people however, U-exchange only lets you do direct exchanges , I'll do this for you if you do that for me. While, "Karma Trader" creates a pool of people so there is a higher chance that somebody in the pool of people is able or willing to provide the service you need. And someone else needs a service you are able and willing to provide.

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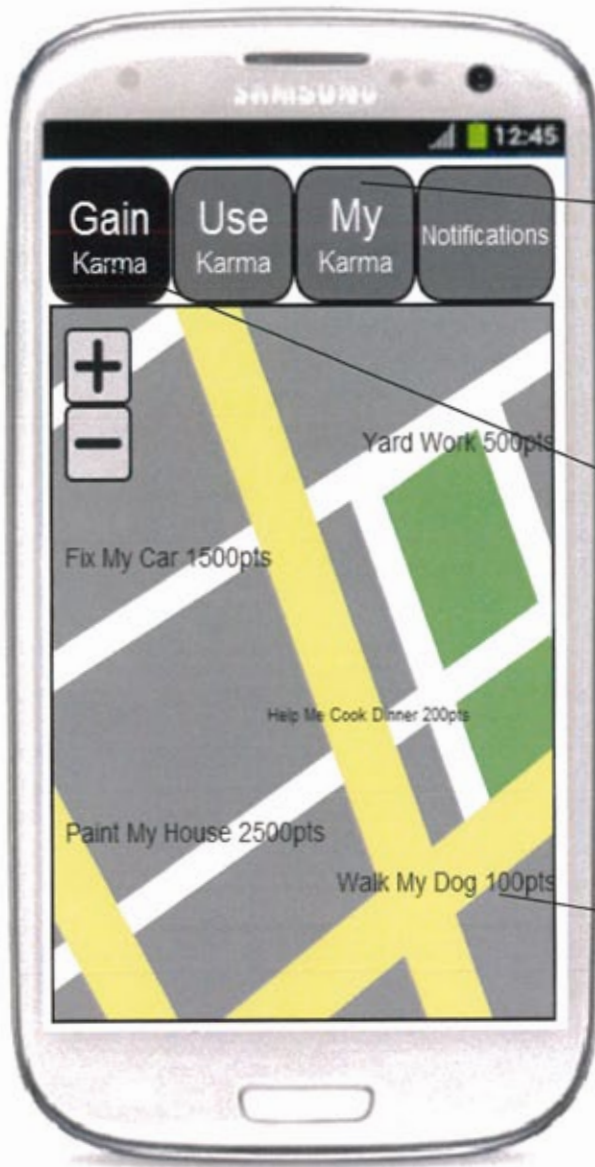
**7. Using provided frames, draw and describe up to three screens that show off your app! How will your app work and look? Show the elements that appear on three key screens of your app. Then, describe the content and functionality of each screen, how users navigate or transition between screens and content, and what happens when users interact with your app (i.e., tap a button).**

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**Describe your screen:**



Navigate between the 4 main pages of the app. The highlight shows you which tab you are on now

on the gain karma screen you see a map centered around your location with tasks people have posted

Clicking on a task opens another page with more details, where you can bargain on how many points the task is worth until the poster accepts your offer

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### Describe your screen:

On the Use Karma screen users are able to post new tasks. They name the task, say how many point they think the task is worth and give any additional information about the task. When they press submit the task is posted to their current GPS locations

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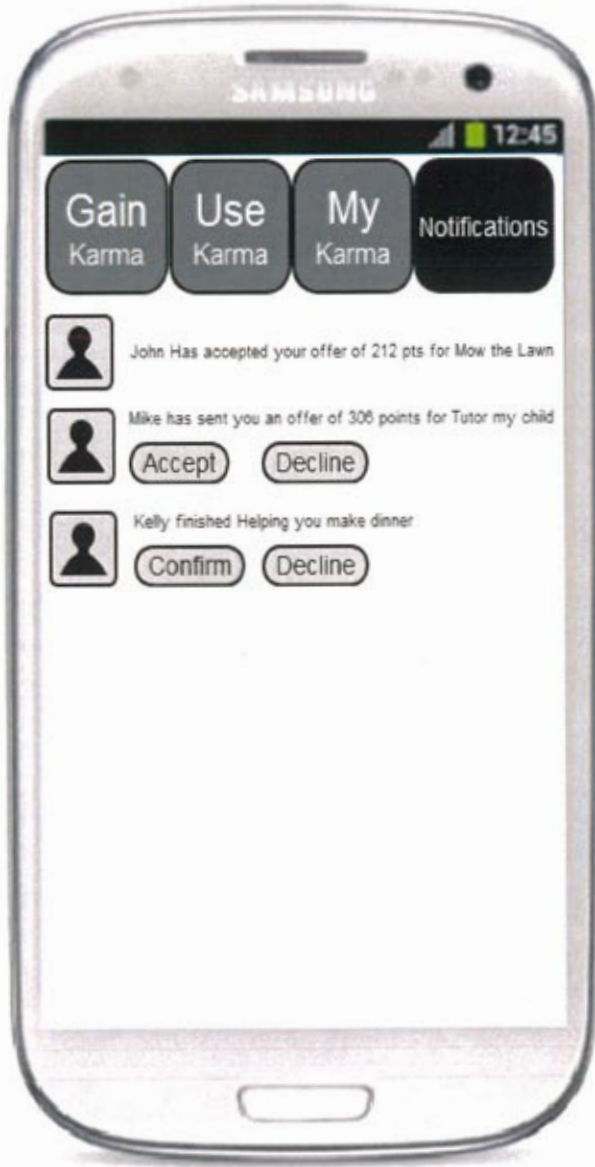
Describe your screen:



On the My Karma screen users are able to see all previous transactions and all transactions currently taking place. Clicking on any of the transactions opens a screen with more details about the transaction and the task.

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### Describe your screen:

On the notification screen you see all the changes that happened in "Karma Trader" related to you. Whenever somebody puts an offer on one of your tasks, accepts one of your offers, declines one of your offers, or finishes one of your tasks, it shows up on your notification screen where you can see it and reply to it.

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**8. Pitch your app. Convince us why your app is worth a \$20,000, \$10,000 or \$5,000 scholarship !**  
**Be creative! Outside Of the**

**Box Responses are encouraged...**

Jake downloaded Karma Trader and mowed Tom's lawn to gain Karma



Tom tutored Kate's daughter in math



Jake's karma came back to him. When his car broke down Bobby fixed it for him



Claire walked Kenny's dog when he went on vacation



Kenny painted Bobby's house

