Hotspots - Concept Note

Overall View on Hotspots

Hotspots are worth having because they give Vyry a strong “post X-Fiti” loop. Without hotspots, the experience risks ending right after creation. With hotspots, the X-Fiti becomes something that lives in the real world, can be discovered by others, and can pull users back into the app

Why Hotspots Matter

The concept fits Vyry’s broader goal of using technology to bring students together in real life, not just keep them scrolling on their phones. Hotspots are places where users can anchor an X-Fiti, return later, decompose it, leave a dash signature, and see who else has interacted with that location

What I Would Like to Do With Hotspots

I would like hotspots to feel like campus-native social spaces. For example, if a hotspot exists at a library, student center, stadium, or popular food spot, I should be able to see what X-Fitis were placed there, who contributed to them, what signals created them, and maybe lightly connect with those users through an in-app ping or linked social handle

Why Vyry May Have Implemented Them

I think Vyry implemented hotspots for three reasons:

- Retention: comes from giving users a reason to revisit physical places post quest completion
- Identity: comes from letting users leave a visible signature or artifact in the world
- Community: comes from allowing other students to discover, decompose, and build on what previous users created

Comparison to Existing Behavior

This is similar in spirit to Pokémon Go gyms, but with more emphasis on co-creation, social discovery, and campus belonging. The hotspot should not just show that something exists at a location. It should make users curious enough to physically go there, interact with it, and feel connected to the people who were there before them

Final Recommendation

Overall, I think hotspots are a strong idea for post X-Fiti creation, but the value needs to be made clearer. The user should immediately understand: “Why should I walk there?”, “What will I find?”, and “What happens after I interact with it?” If Vyry can answer those questions clearly, hotspots could become the bridge between one-time quest completion and repeat, real-world engagement