

PIGÉON GO

A social, AI-powered bird-spotting game.

Real, collectable pigeons. Augmented reality customisations. Totally coo.

COLLECTION → CONNECTION → COMPASSION



ADDENDUM

Gameplay Features

★ **Spendable Points:** Earn via gameplay, observation, & social contributions; use to unlock new items, activate/change AR scenes, etc.

👤 **Coo-mmunity Wall:** View other users' pigeons, outfits, stories, & notes.

👔 **Costume Challenges:** Daily themed outfit competitions ("Sporty Sunday", "Regency Tuesday").

👁️ **Echo Mode:** Follow & share a favourite pigeon across days & locations, building a micro-narrative of habits & moods.

🎯 **Behaviour Bingo:** Earn points by spotting behaviours (pecking order shifts, courtship, preening).

🔥 **Scene Uncovering:** Drop AR "scenes" (e.g., dance floor) or "flock wardrobe changes" & watch pigeons interact.

🐦 **AR Daily Pigeon:** Once-a-day pigeon (like Wordle for wildlife) encourages return play for story-based interactions.

📖 **Pigeon Quests:** Time-limited tasks ("Find 3 pigeons wearing sunglasses").

❓ **Who's That Pigeon?:** Mini-puzzle game to ID pigeons based on subtle markings.

🍂 **Flock Events:** Challenges for spotting 10+ pigeons in one spot.

🗺️ **Flock Tracker:** Group sightings build a sense of collective monitoring—players note & map a group's movements.

🌟 **Passive Points:** Earn credit when someone re-spots your pigeon or confirms your notes.

Monetisation & Analytics

- **Season Passes:** Themed monthly challenges or cosmetic bundles
- **Brand Collabs:** Ethical fashion or tech brands with pigeon-appropriate AR drops
- **Ethical Data Partnerships:** Share anonymised, opt-in trends with:
 - Wildlife researchers (e.g., behaviour heatmaps)
 - City planners (e.g., pigeon activity zones)
 - Vegan organisations (e.g., engagement with empathy cues)

- AR/AI developers (e.g., pose recognition training sets)
- **Impact Analytics:**
 - Track behaviour recognition and story interactions
 - Analyse naming patterns, outfit choices, caption tone
 - Monitor empathy indicators over time
 - Offer opt-in surveys to gauge attitudinal shifts

Concerns & Safeguards

- **Gameplay occurs in geofenced safe zones**, minimising disruption, environmental dangers
- **Points for calm observation**, not proximity or pursuit
- **Cooldowns** and re-sighting mechanics reward patient re-encounter
- **Quiet Mode** lets players observe passively
- **Health flags** connect injured birds to local carers
- **Community guidelines** + moderation tools
- **Ethical design choices** discourage chasing or crowding
- **Observation caps** (i.e., max pigeon IDing per hour/day) discourage stress or harassment
- **Educational nudges** reinforce respectful play

Supporting Studies

I-MuPPET – Interactive Multi-Pigeon Pose Estimation & Tracking

Tracks individual pigeons in 2D using pose estimation and identity tracking.

[PDF Paper](#)

3D-MuPPET – 3D Multi-Pigeon Pose Estimation & Tracking

Uses multi-camera setups to identify and track individual pigeons in 3D, maintaining consistent identity over time.

[Nature Communications Paper](#)

[Full PDF](#)

3D-POP – 3D Pigeon Dataset for Pose & Identity

Contains over 300,000 annotated frames of 18 pigeons with identity and pose labels—used to train AI for pigeon re-ID.

[CVPR 2023 Paper \(PDF\)](#)

Behaviour Classification with ML (PMC Study)

Demonstrates that pigeons' movement and posture can be used to classify behaviours and potentially individuals.

[PubMed Central – Full Article](#)

France's First AI Tool to Identify Individual Birds

Developed at the Center for Functional and Evolutionary Ecology (CEFE), this tool uses machine learning to identify individual birds in the wild by appearance alone.

[ScienceDaily Article](#)

Self-supervised Bird Re-ID (Nature 2024)

Uses self-supervised learning to visually re-identify wild birds over time without manual labels—scalable and accurate from standard video.

[Nature Communications](#)

Optimized Animal Re-ID (2023)

Benchmarks methods for automated individual animal recognition, finding that training on diverse datasets with small, high-quality samples boosts accuracy and real-world performance.

[ResearchGate](#)

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