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(54) Title: SYSTEMS AND METHODS FOR USER DATA COLLECTION WITHIN AN AUGMENTED REALITY GAME

(57) Abstract: In one aspect, a method for collecting user data through an augmented reality game is disclosed. The method comprises deploying an augmented reality geolocation treasure hunt game as a mobile application on a mobile computing device. Then beginning a geolocation treasure hunt game and loading user parameters of at least user location, user profile status, and user stored credentials. Next, generating a series of questions that when answered provide clues to the location of the next objective on the geolocation treasure hunt game, wherein the series of questions is in the format of a four square decision matrix. Next, collecting user information from the responses to the generated series of questions. Lastly, granting access to the reward based on at least the user's coordinates at the reward location.

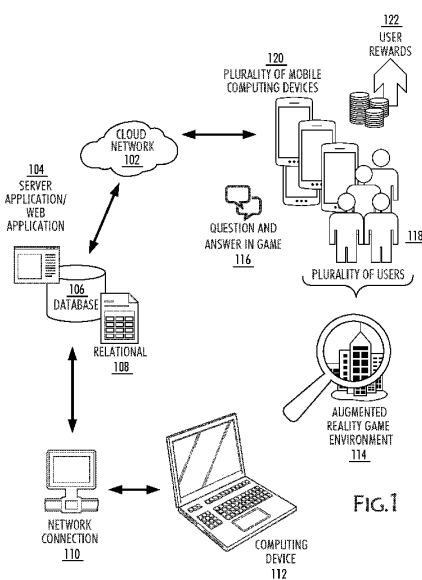


FIG. 1

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