Gamification in website design to increase TelecopeLive's user motivation and engagement

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Background

Telescope Live is an online platform for both amateur astronomers and professional astronomers at all stages, offering online access to a global network of robotic telescopes located under the best scene of skies across the world to get high-quality astronomical observation. Telescope Live also equipped with tutorials on how to use the telescope and image post-processing.

Introduction

Telescope Live need to expand profitable user groups, especially those who are not satisfied with the current service and novice astronomy enthusiasts which require enhance user experience to increase user's engagement. In the submission and post- processing steps, non-expert users will encounter technical obstacles

Diagram / Design
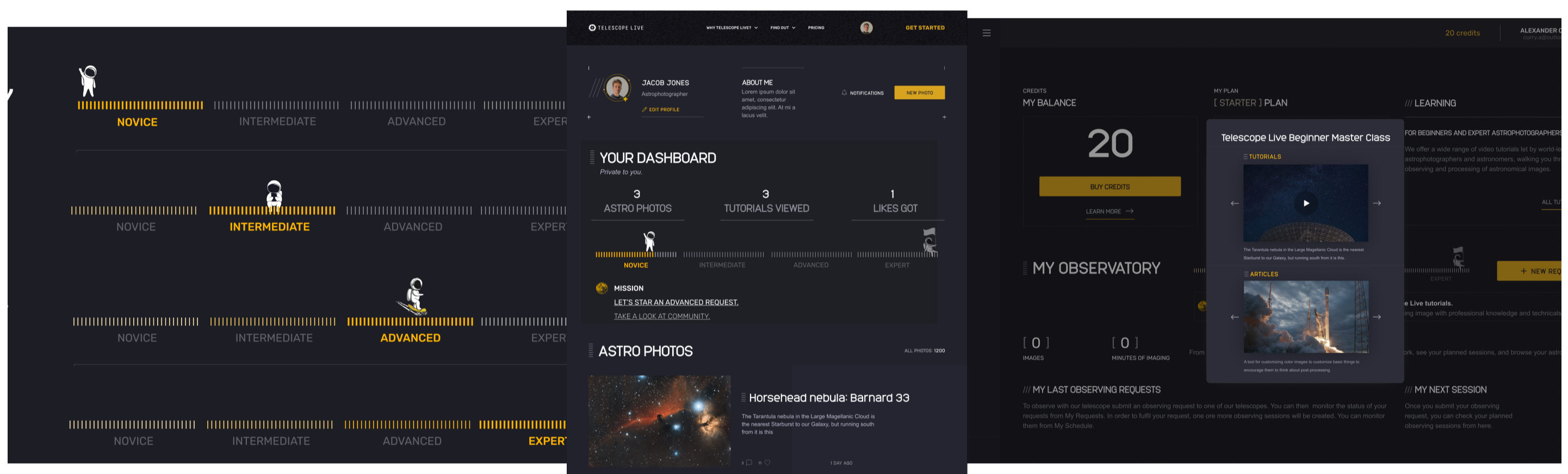
Specification & Implementation

· Intensive sensory motor interaction techniques;

· A high level of cognitive compatibility between the user

· An eye for the emotions involved in human-technology interaction

· Motivation and persuasion systems aiming to maintain interaction long as possible

Research Methodology

· Questionnaire results with graph

· Competitive product comparison

· Persona with their scenarios

Conclusions & Future Work

This is an attempt to improve the user experience based on the clients' very complete design prototype. The next task is to recruit volunteers, conduct usability tests, and verify whether users feel more active and participate, including but not limited to Telescope Live's Tutorials; If they feel more enjoyable and fulfilling in the process of using.