Enhancing RWRD's App Engagement through Gamification & Personalisation
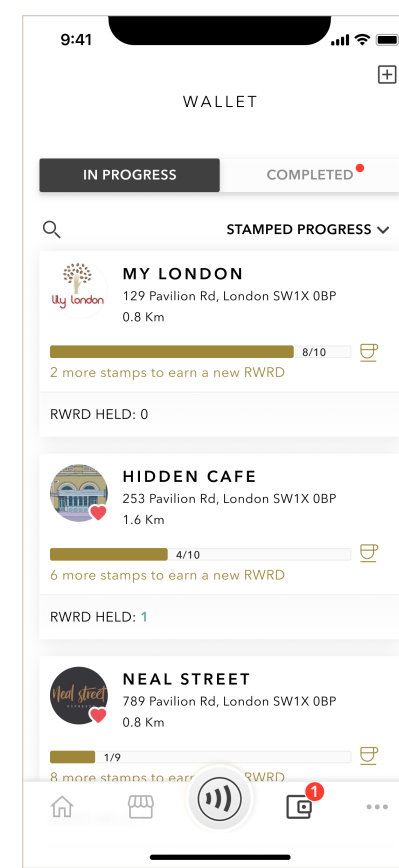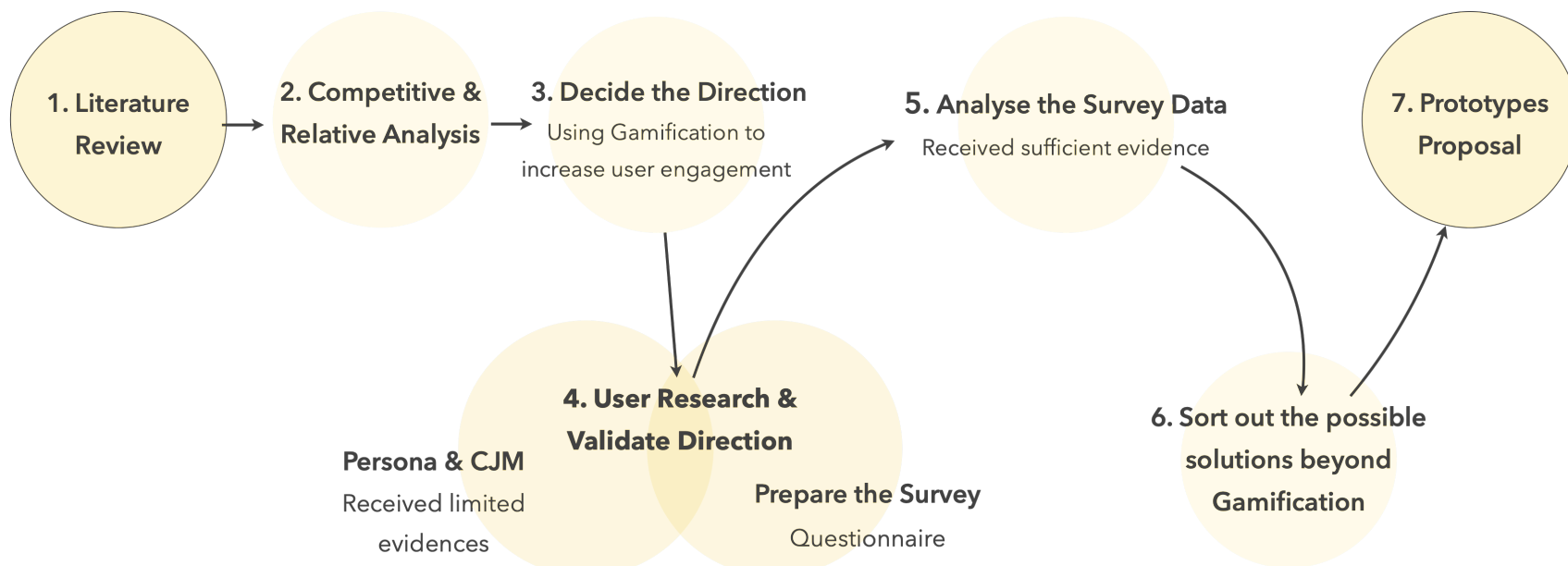
- Ted Hsu -

Abstract

This is a "problem centric design project" based on audience research, survey data analysis, and several hi-fi prototypes proposal. One of the strategies of enhancing the app engagement – "Gamification", was decided to use in this project at the beginning phase – literature search and competitive product analysis. However, The results of the usability analysis and user research show that Gamification may not be enough to enhance app engagement under the condition. The product may need to be more personalised, and the logic flow may need to be modified.
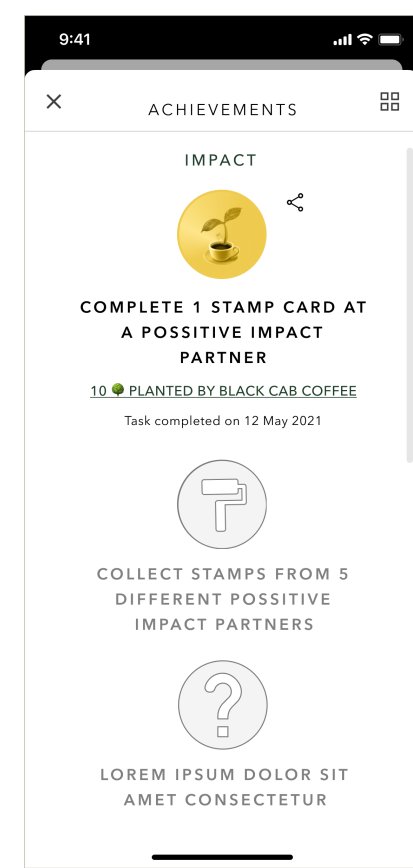
Introduction & Background

RWRD is developed by a UK based start-up. It is a B2B platform and mobile app to connect independent coffee shops with customers. The platform increase the digital reach of small local businesses, while the mobile app helps users to discover good coffee and digitalise their scattered paper loyalty cards. The number of the RWRD app users is steadily increasing since launched in 2019. However, most app users only use the app when they're collecting the reward stamps. The company hopes their users could engage more in the app beyond collecting stamps, as that would benefit the promotion and development of its product and premium service (*RWRD+*).
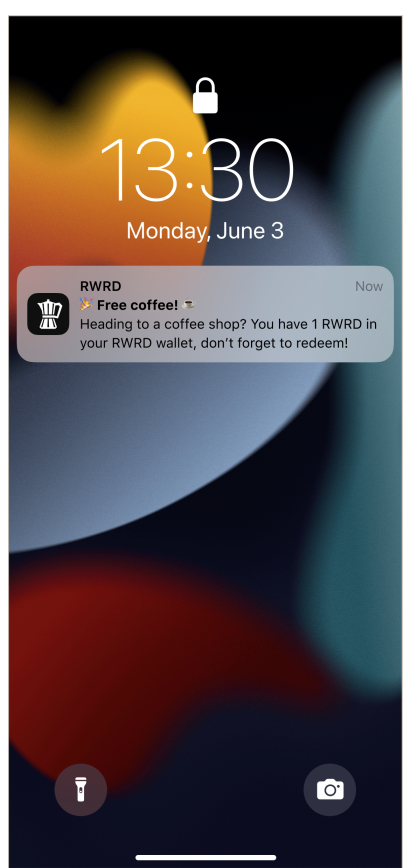
The Process & Prototype Designs

1. Literature Review
2. Competitive & Relative Analysis
3. Decide the Direction
   Using Gamification to increase user engagement
4. User Research & Validate Direction
   Persona & CJM
   Received limited evidences
   Prepare the Survey
   Questionnaire
5. Analyse the Survey Data
   Received sufficient evidence
6. Sort out the possible solutions beyond Gamification
7. Prototypes Proposal

Gamified components (progress bar)

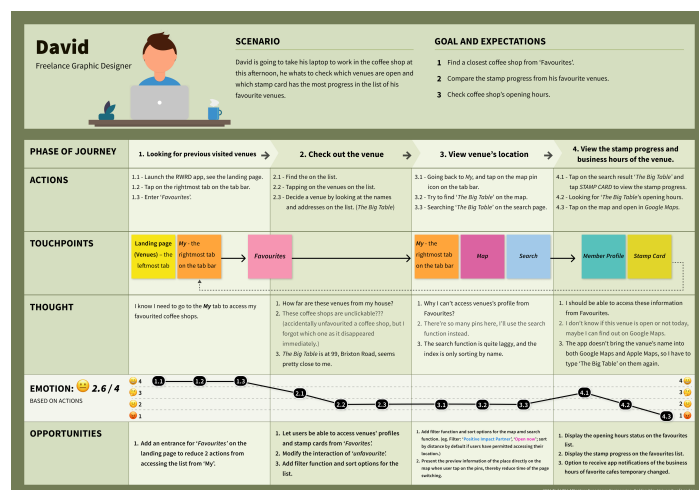**Gamification content**

Personalised push notifications

Research Methodologies

Persona

CJM

Survey & Relational Word Cloud

Research Results

I. LITERATURE & CASE EVIDENCE FOR INCREASING USER ENGAGEMENT

1. GAMIFIED ELEMENTS

- Transfer the UI components to something that would increase more progressive feelings.

II. USER RESEARCH INSIGHTS

2. PERSONALISED THE CONTENTS

- Show users' most interested contents & always keep them up to date.
- Allow users to control what they'd like to see the most.

3. GAMIFICATION CONTENTS: POSITIVE IMPACT PARTNER

- : *Positive Impact Partner:* coffee shops that are contributing in planting trees in coffee growing communities.

4. UX IMPROVEMENTS

- Reduce the "taps" of accessing "Favourites" & stamped cards.
- Enhance the recognition of page navigation & tab status.

Conclusions & Future Work

The survey has clearly demonstrated users' needs, pain points, as well as the opportunities of applying Gamified and personalised elements into the product. The prototypes demonstrate the UX issues that may need to be improved most urgently. Also, contents & UI components that applied gamification and personalisation.. The future work will be to testing the usability of the same group of users and track the app usage data to verify the effectiveness of both methods. The business considerations behind more gamified rewards also need to be adjusted after communicating with the stakeholders