# Gamification of the matching stage based on user experience to increase user retention
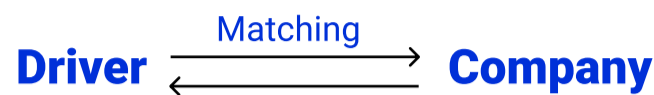
Yuhan Jiang

## Abstract/Background

Driver ⇄ **Matching** → Company

Adverttu's business matches the two different types of drivers who need to make money with the two different types of users who need to advertise. They form a good partnership. In this project, my goal was to use gamification to increase user stickiness and make users patient for the matching period. The design strategy uses gamification thinking: triggers, behaviours, variable rewards and engagement.

This project uses smart recommendations to trigger the user's motivation for the first time after they have registered for the software. On the registration success page the user is provided with what goals they need to achieve next, modifying the original view rules button. Giving the user direct behavioural goals simplifies the process of setting goals. In order to increase user engagement, the car ads were divided into different dimensions, such as colour, area and pattern, to allow users to deepen their time and effort. Finally, a daily check-in function was added to quantify the user's behaviour and to constantly remind them of the effort and time they had invested. Reduce the amount of user churn.
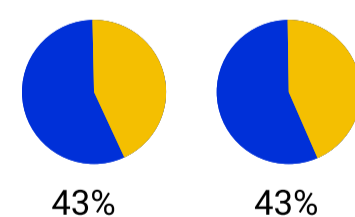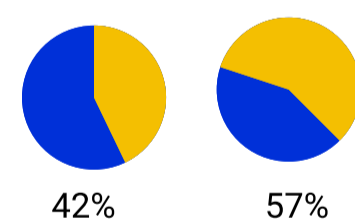
## Design
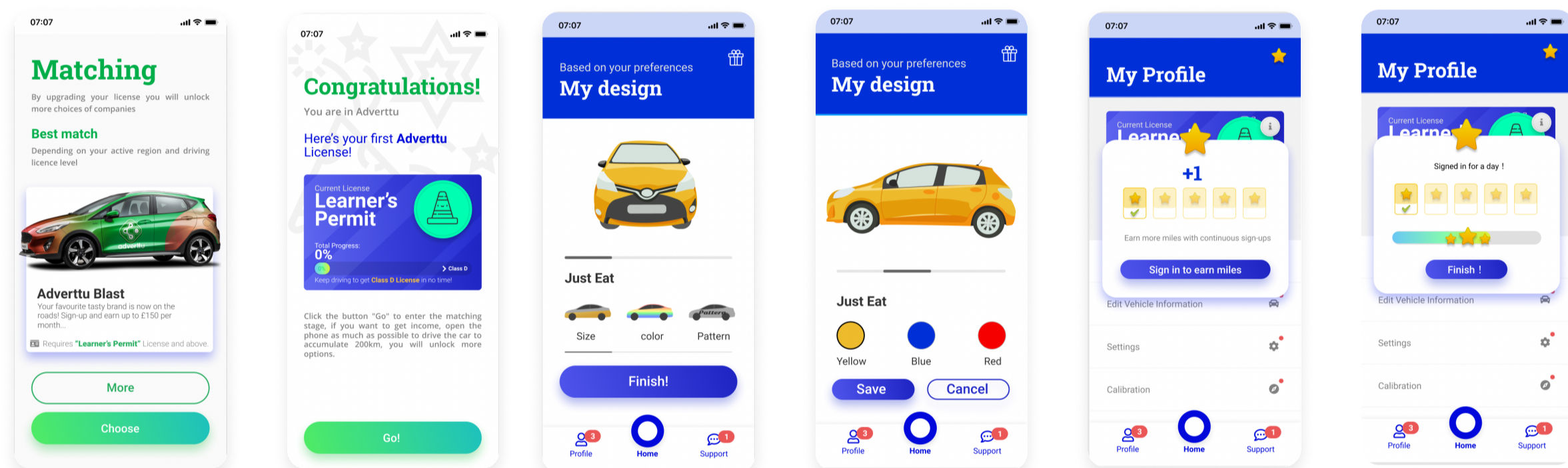


## Research

30 questions   98 answers   50+ careers   5 days

During the research, our team went through many revisions of the questionnaire and then sent it by email to those who had registered with Adverttu. I found many valuable design opportunities.
For example, users using the software while driving a car and not seeing feedback on mileage changes can be confused about what they are doing. Users don't get used to using the app while driving the car and therefore often forget to open the app while driving. Even if the user is not successfully matched the company gives the user other interesting interactive content that will reduce the user's anxiety and prolong the waiting period.

42%   57%

43%   43%

7、 "I do not think my efforts have been properly rewarded"

7、 "I forget to open the app"

8、 "Co-design your car advertisement with Adverttu and advertiser"

22. I would still use the app if I could get more valuable deals, but not often get matched with campaigns.

## Conclusions

In the results of this design, some components from Adverttu were used in order to keep in line with Adverttu's interface style, and although it took an inordinate amount of time to revise the questionnaire during the research process, the results were very surprising as all the participants were users who had been using Adverttu for more than a month. Their feedback on their experience was very valuable. Too many details were not described in the page design, as this design only shows the solution and ideas due to time, further details need to be discussed further with the company.