

Introduction

What is engagement?

User engagement is a key metric in UX, allowing businesses to understand what drives or prevents users from interacting with their digital products. Engagement is also an important factor in behaviour change, for example, when individuals want to adopt better lifestyle habits to improve their health and wellbeing. This project explores the intersection between these two topics in collaboration with The Wellness Revolution.

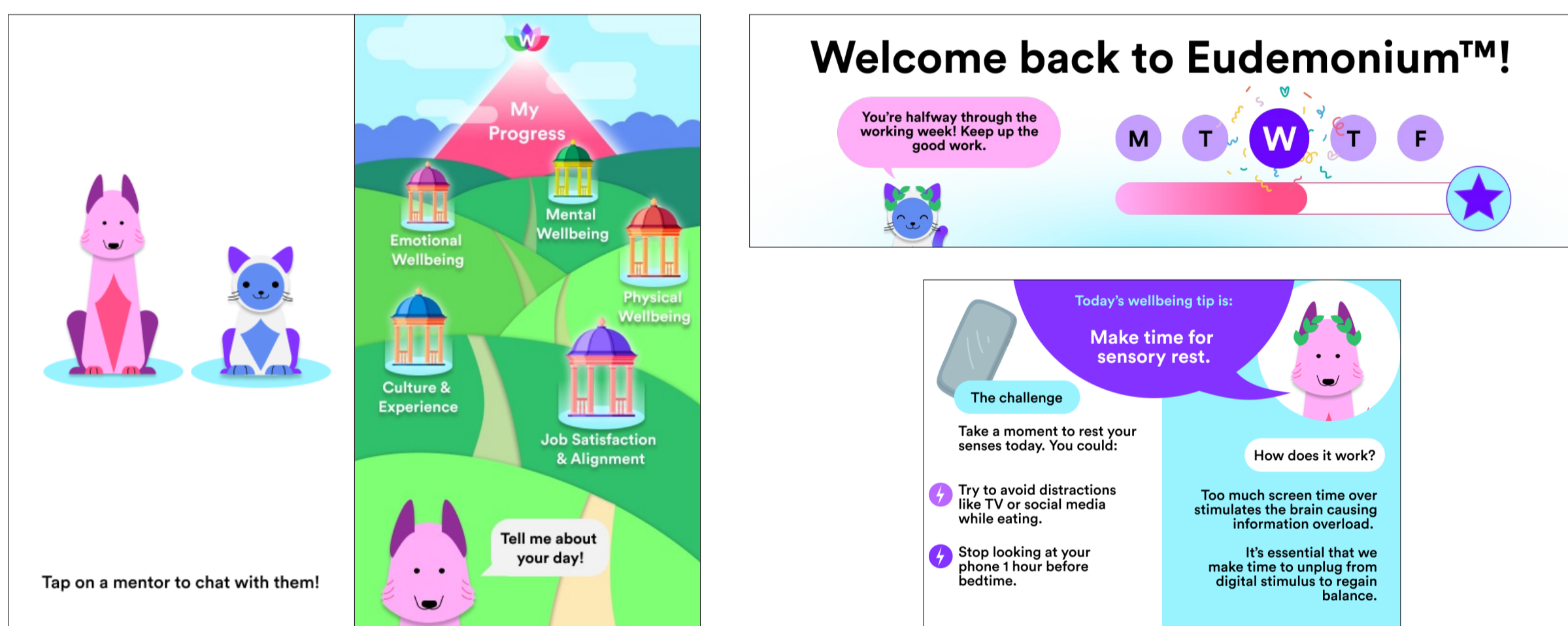
Project background

The Wellness Revolution's mission is to transform organisations and their employees by improving workplace culture and wellbeing. Eudemonium™ is their employee-facing culture and wellbeing audit. As a digitally-delivered wellbeing service, Eudemonium™ must be designed so that users feel engaged with its content and motivated to improve their wellbeing. The Wellness Revolution is interested in using gamification to achieve this.

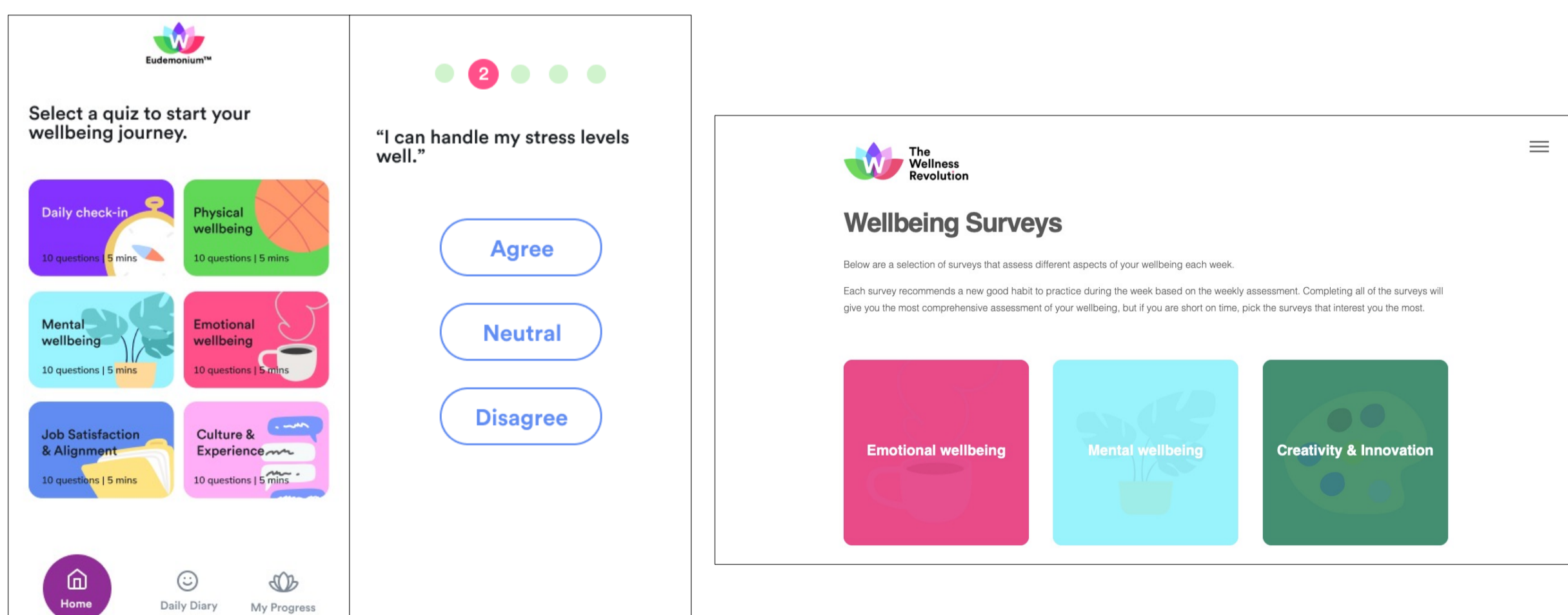
What is gamification?

Gamification is the use of game elements in non-game contexts. It is theorised to improve motivation and engagement by replicating the positive emotions and immersion people experience when playing games. Using gamification techniques may not only improve the UX design of the service, but also improve users' motivation to improve their wellbeing by making the journey more fun and interesting.

Designs



The **gamified** prototypes were designed using gamification techniques such as visual storytelling, avatars, progress bars, and narrative style.



The **non-gamified** prototypes had a simpler design. In particular, the quizzes were less conversational and more survey-like.

Methodology

Eye gaze tracking study

8 participants wore eye gaze tracking glasses as they completed a set of tasks using one of two app-based Eudemonium™ prototypes (5 = gamified, 3 = non-gamified). After completing the study, the participants took part in semi-structured interviews.

Website engagement study

11 participants interacted with one of two website-based Eudemonium™ prototypes (5 = gamified, 6 = non-gamified). Website traffic, such as number of visits and quiz completions, was recorded over the course of a week using session recordings. On the final day, the participants completed a survey which was designed to reveal their perceptions of the website's engagingness.

Results and Conclusions

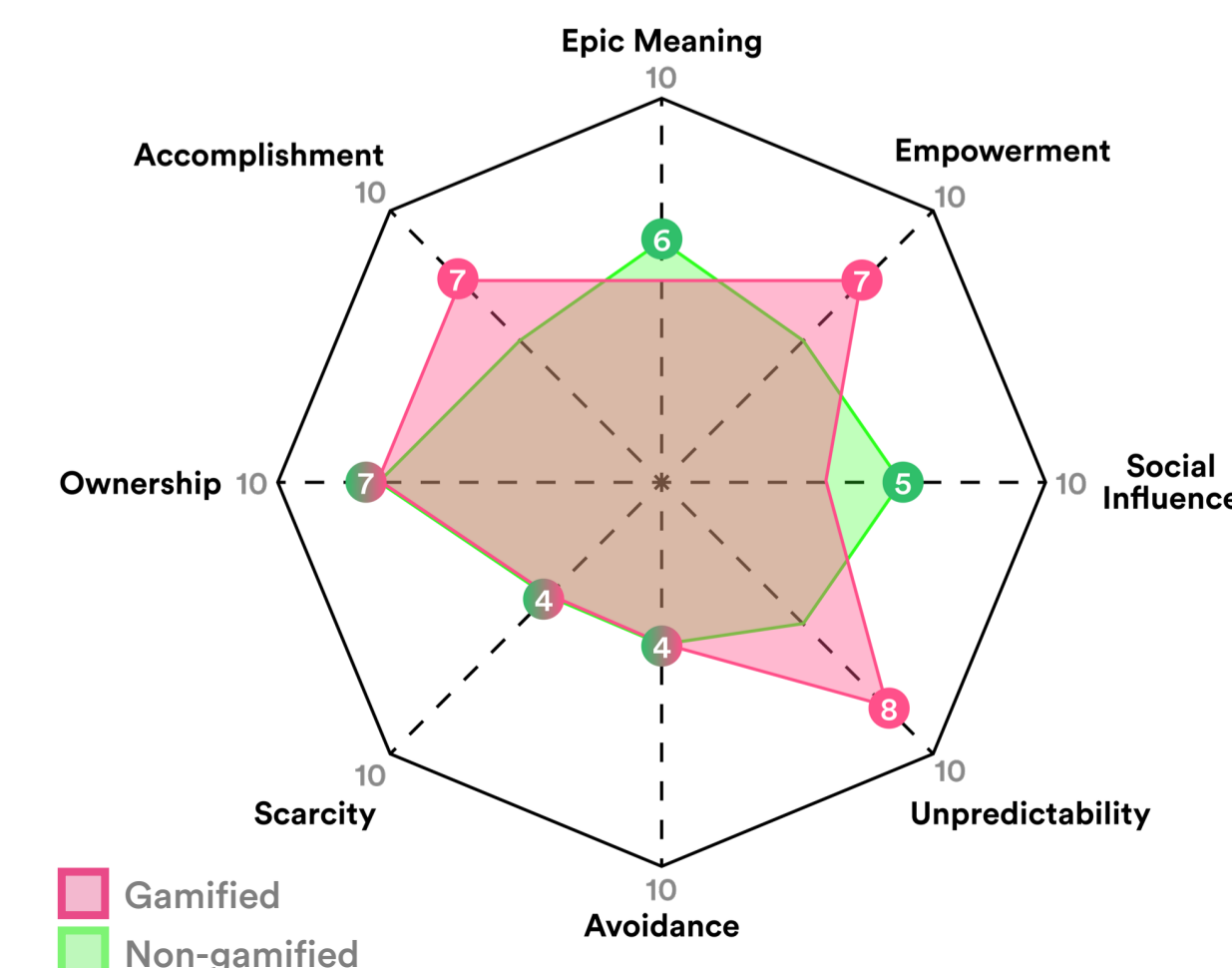
Eye gaze tracking study

Heatmaps (pictured right) revealed that participants' **gaze was more spread out** in the **gamified** prototype. compared to the non-gamified prototype. This may be explained by the interviews, where the **non-gamified** prototype was rated more navigable and understandable, suggesting that the **gamified** prototype **increased cognitive load**. However, participants in the gamified prototype stated they were more likely to follow the app's wellbeing tips, and felt more curious to explore further.



Website engagement study

Website traffic data revealed that the **gamified** website was **revisited more often** than the non-gamified website. It also led to a **higher number of quizzes being completed**. Furthermore, mapping the survey responses to the Octalysis Gamification Framework (pictured right) revealed that the gamified website triggered stronger feelings of accomplishment, empowerment, and unpredictability.



Conclusions

According to these preliminary findings, a gamified approach could be effective in boosting user engagement with Eudemonium™. However, the app's homepage should be redesigned to improve navigability and understandability. Future research could test more gamification techniques that were not covered in this topic, in order to establish the most optimal techniques for Eudemonium™.