


# Summary

How to implement 3 levels of engagement into your app, site or campaign?

by Anne Vroegop 2014

External motivation:  
Users like to win something,  
to elevate their status  
or to get a nice reward.


(this is apart from the task they're there to do)



Rewards: Badges,  
Money, Points  
Competition  
Fear of failure  
Punishment

---

Internal motivation:  
Users like to perform a task; they want to  
develop themselves during online  
participation.



Belonging  
Autonomy  
Curiosity  
Love  
Learning  
Mastery  
Meaning

---

Visitor comes to  
your site, app or campaign



Each level has its own game principles:

Engagement Level 1: **Trigger**



Engagement Level 2: **Like**



Engagement Level 3: **Love**



Level 1: Trigger  

Goal:



Brand awareness

How to influence them through game mechanics?

Make them happy:

What's in it for them (free ticket, discount)

Social rewards

Congratulations ("you have a match")

Easy games

Make them satisfied:

- We always have the lowest prices

- Free cancellation

- Pay later

- Who bought this too

- Reviews

## Level 2: Like

Goal:  
Loyalty  
Brand awareness  
Community building

### What will happen?

Light users become loyal users. They understand your product or service and spend time on your site. Why?

- Internal motivation (build on something, collect something, learn something)
- Registration forms, purchasing forms.
- Unique content

### How to influence them through game mechanics?

- Give rewards
- Create social sharing (not collaboration, that comes later)
- Give positive feedback. Keep the user engaged in the journey during registration
- Create urgency (bargain, last chance, happy hour)
- Games more difficult than in trigger level. Create positive stress games, e.g serious games.

## Level 3: Love

Goal:  
Loyalty  
Brand awareness  
Community building  
Conversion

### What happens?

Loyal users become real fans or experts and start sharing or recommending your product. Why?

- They trust the application, feel part of the community by social collaboration and add content to the community
- They could use your application as a necessary life tool
- They could play or buy over and over again
- They get knowledge and inspiration through rich personalized content (dashboards)

### How to influence them through game mechanics:

- Confirm their choices and give compliments (reassure them)
- Let them share status updates
- Create collaborative explorations (let them work together to fix something)
- Give social rewards that they can share (e.g., prices, stars, badges, profile completeness, endorsements)

How to change users' beliefs, attitudes, intentions, motivations or behaviors with persuasion techniques:

<u>Use:</u>	<u>If you want to create:</u>
• points	- appropriate challenges
• levels	- appropriate rewards
• scoreboards feedback loops	- repeated patrons,
• achievements	- curiosity
• badges	- reputation/status
• problem solving	- learning and creativity
• characters/storytelling-	emotion

## 10 hot tips to create a playful user experience

1. Let your community create content: you can easily add game mechanics to it.
2. Encourage users to invite other users to your store and get a discount together. Give discounts to "top inviters."
3. Experiment with both internal and external motivations.
4. Create a brand story based on a true story. Add drama to it as well as game principles
5. Do user research and try to define your user's needs. Then come up with services and tools that they can really use in their daily lives. (E.g, try to combine your brand story with mental/physical/emotional and spiritual growth.)
6. Get inspired by fun analog games
7. For organisations: you can easily buy pre-fab gamification software; that's great but users expect new games, on different levels, so you'll have to create a plan (a game plan!). Don't launch just one single game. Give gamification an important role in your entire brand identity
8. For game apps: don't overprice your game in the app store; build in-game marketing solutions
9. Collect opinions and play with them (voting, rating etc)
10. Users are curious about other users, let them play together