

# Commitment Curve

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Engagement Stage/Phase

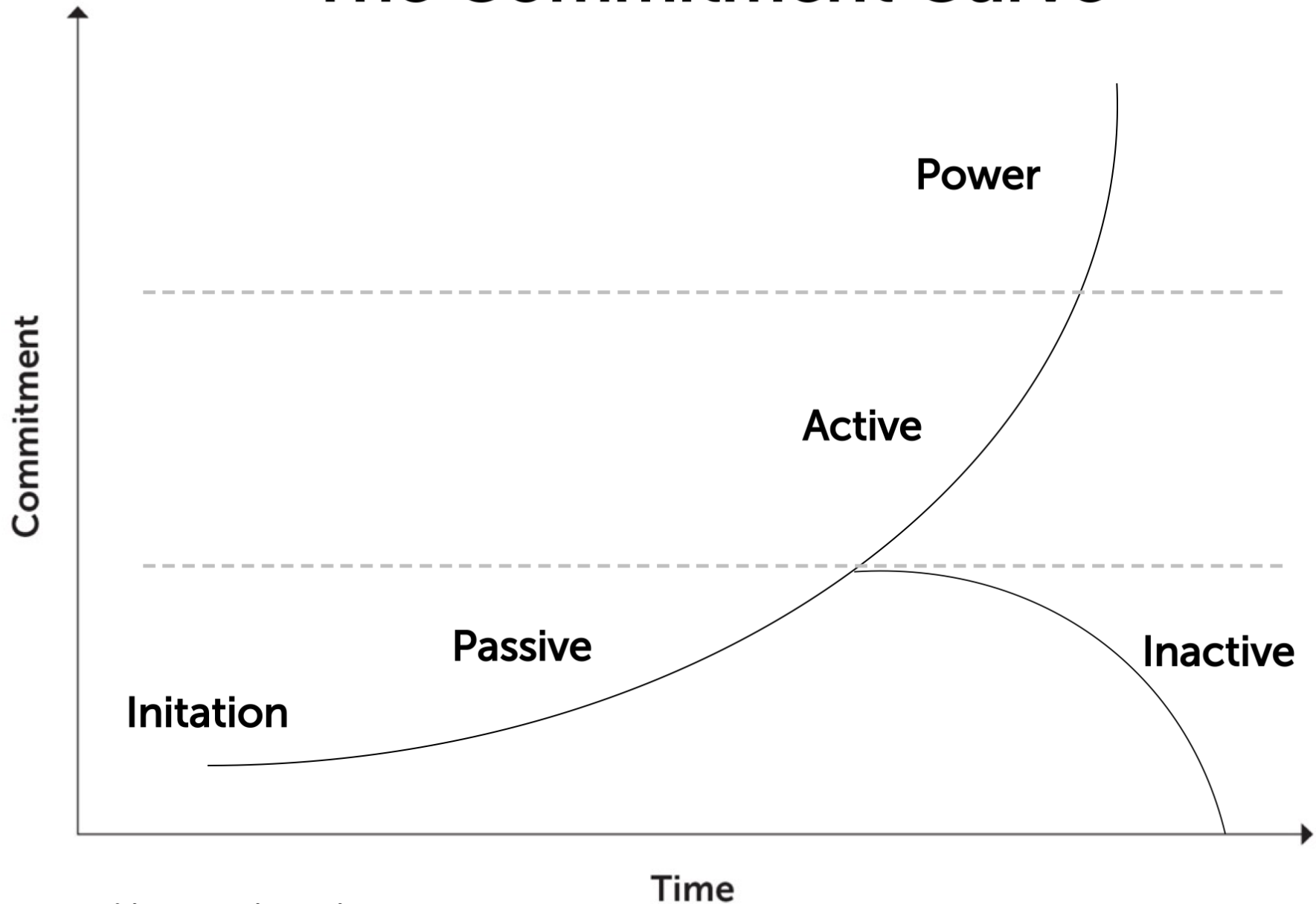
Levels of Commitment

Entry Point

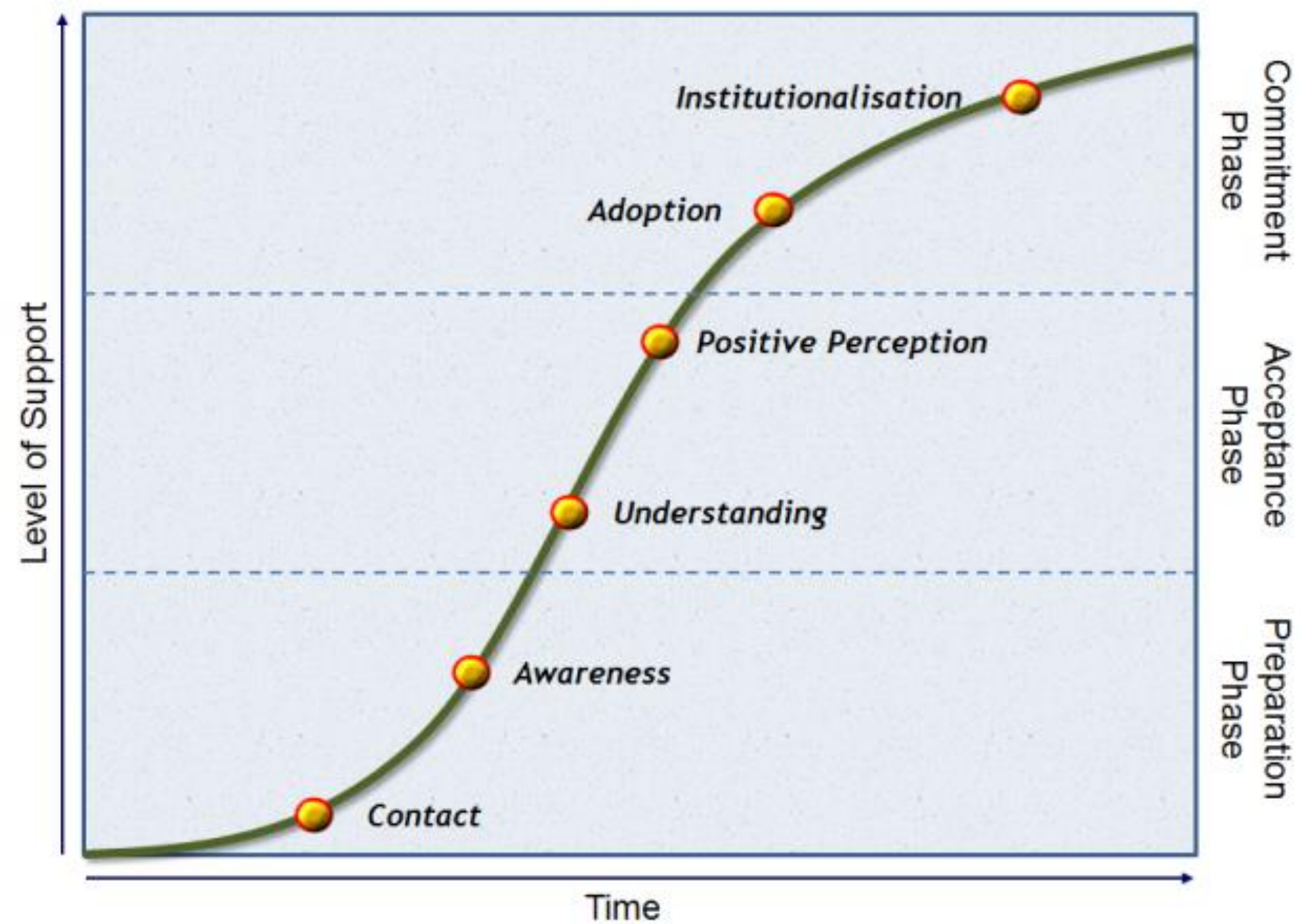
Conversion

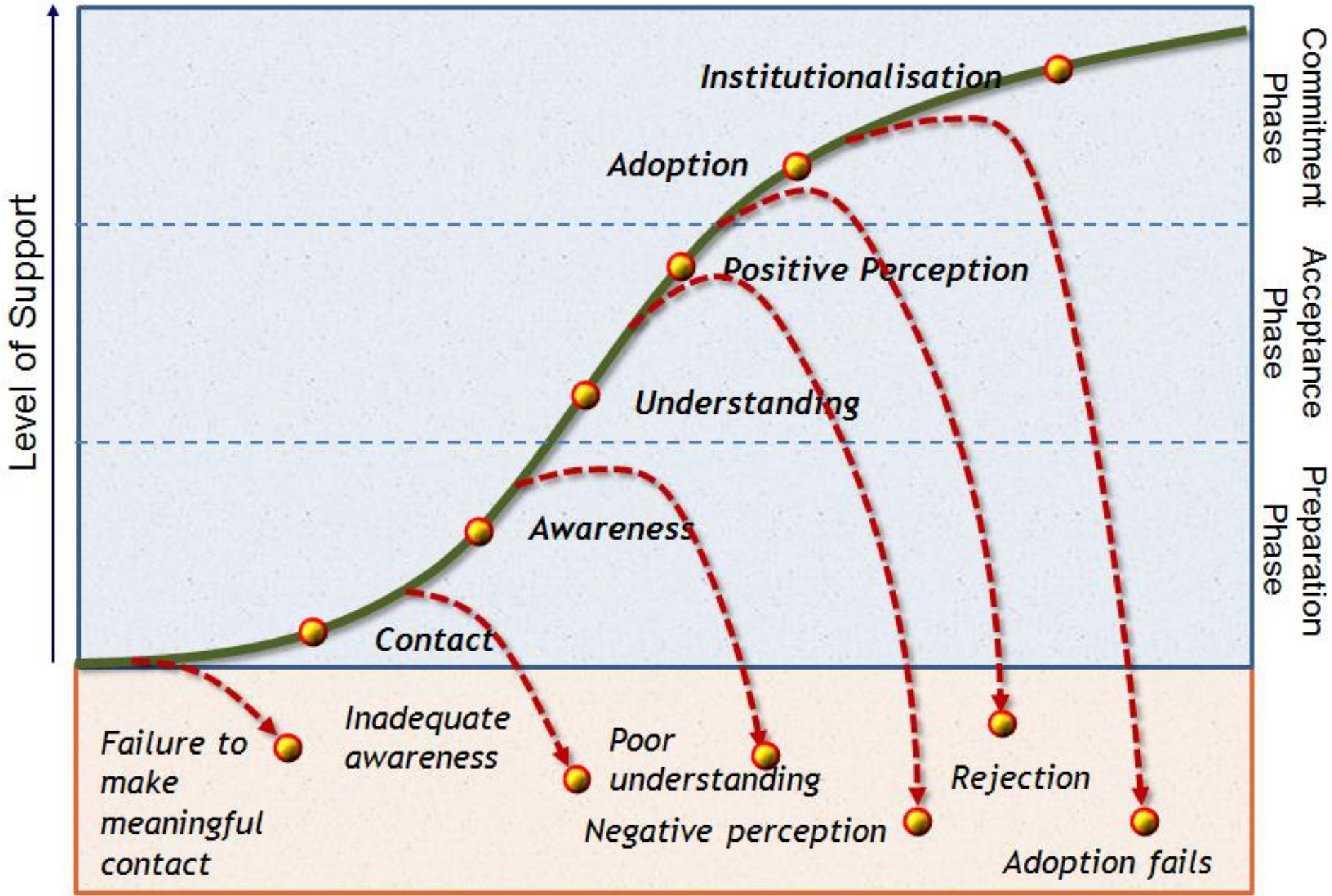
Threshold

# The Commitment Curve



Inspired by Douglas Atkin





# Experience and Content Plan

|                     |            | Commitment Level |              |              |
|---------------------|------------|------------------|--------------|--------------|
| Stage of Engagement | Initiation | Passive (low)    | Active (med) | Power (high) |
| 1. Identity         |            |                  |              |              |
| 2. Trust            |            |                  |              |              |
| 3. Participation    |            |                  |              |              |
| 4. Reward           |            |                  |              |              |

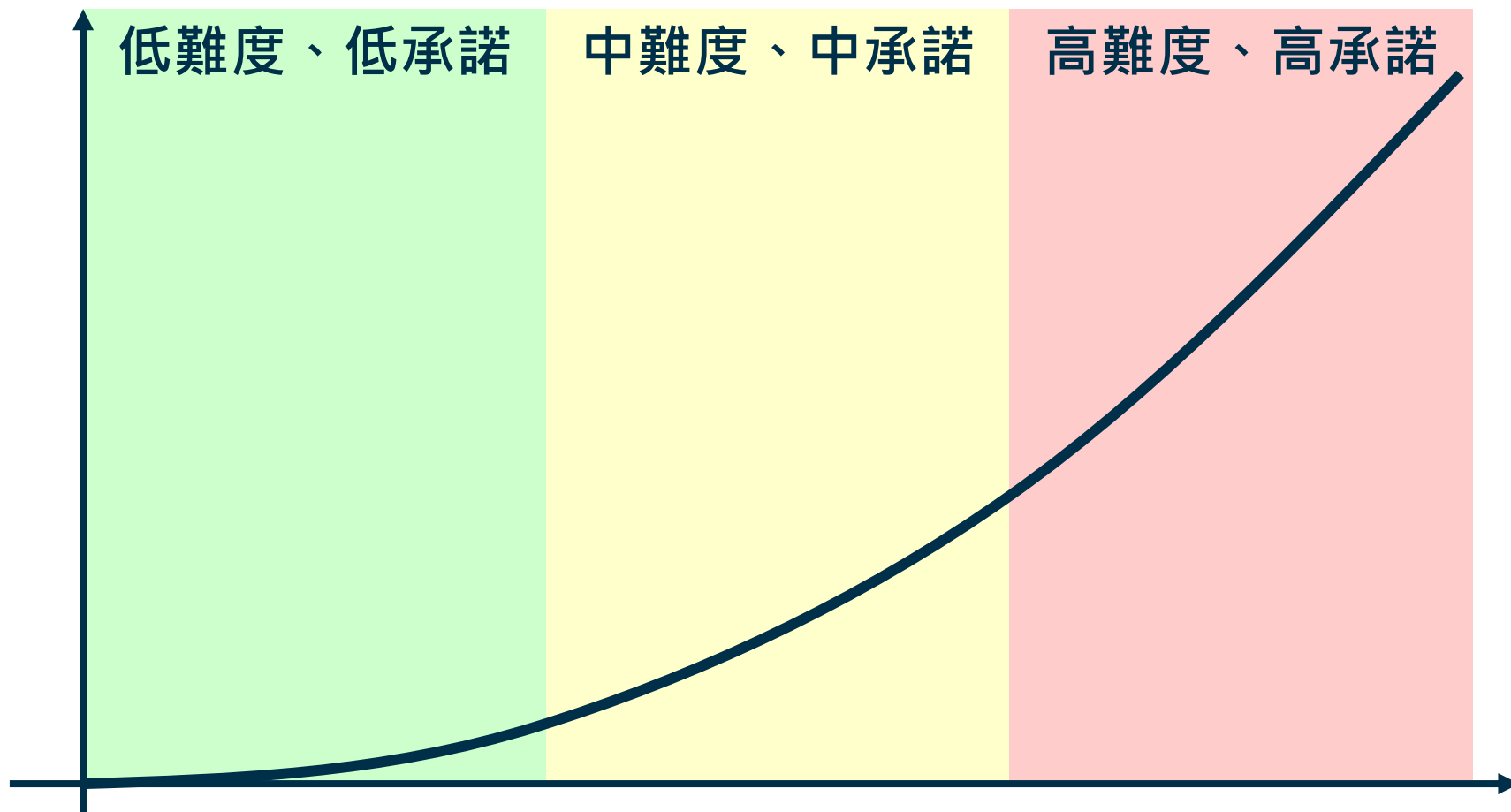
# Identity

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Initiation: 開始認同某一個社群

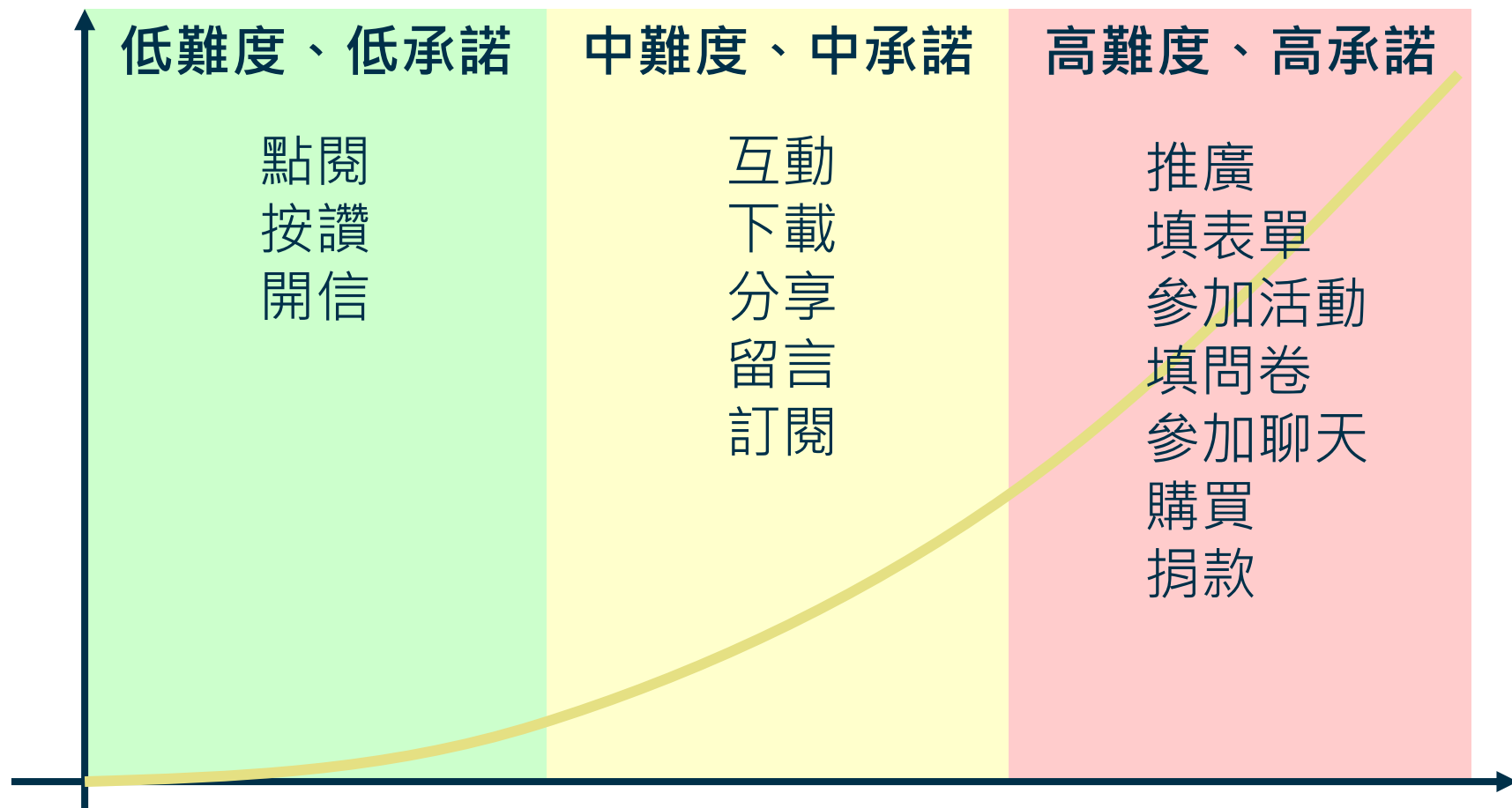
- Passive: 搜尋、點擊進入某些內容
- Active: 主動找尋內容、想多了解
- Power: 主動分享內容

# 循序漸進增強參與





# 循序漸進增強參與



# Capstone Project (全新的題目)

- 請規劃一個小型的內容專輯，例如
  - 文化盃
  - 校園馬拉松
  - 學生會、學生議會選舉
  - 文山聯盟介紹
- 網頁頁數大約在10頁上下
- MRD + PRD Word 20 頁之內
- W17-W18 簡報20分鐘，投影片沒有限制