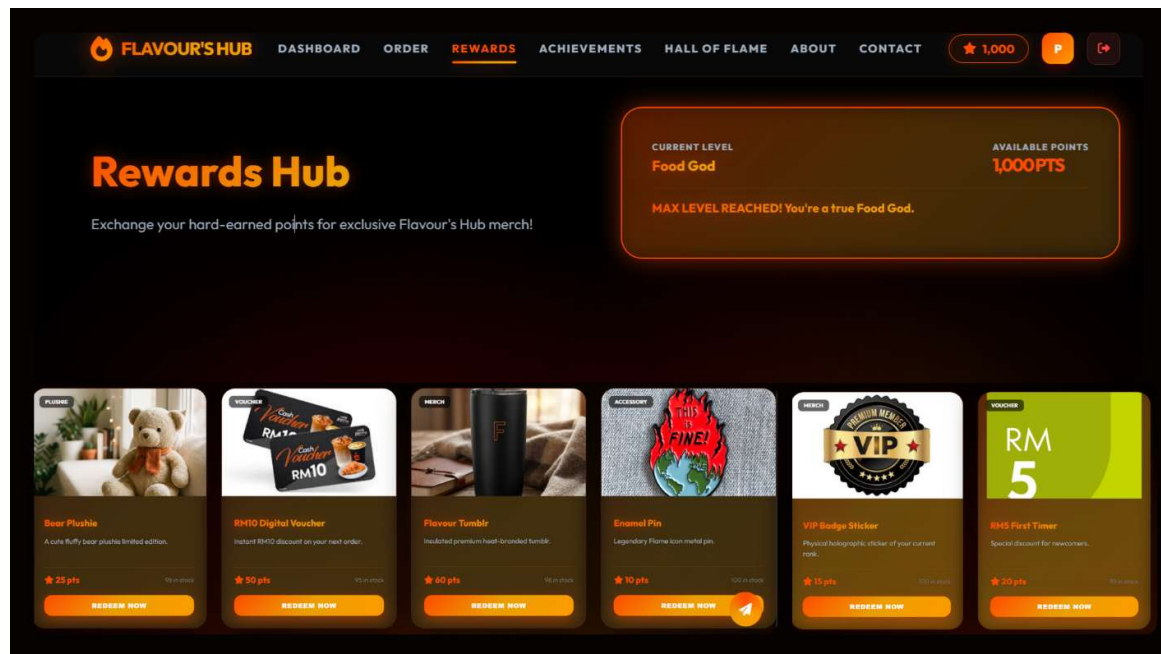**5.0 GAMIFICATION**

a.Rewards Strategy

- The rewards system design is the key motivator to the users to gain points, and it has a wide variety of items that meet various consumer needs.

- Digital Vouchers: These are instant monetary rewards, which give a discount on future food orders, including an RM10 Digital Voucher, which is 50 points, or a First Timer voucher of RM5.

- Physical Merchandise: To create brand affinity, users are given the opportunity to redeem points on tangible products such as limited-edition bear plushie (25 pts), the flavour tumbler, or enamel pin (60 pts).

- Status-Based Accessories: The shop will feature such accessories as the VIP Badge Sticker, which is a physical holographical sticker that shows the current rank of the user, making the gap between online success and physical prestige.

b.Gamification Elements

- Points
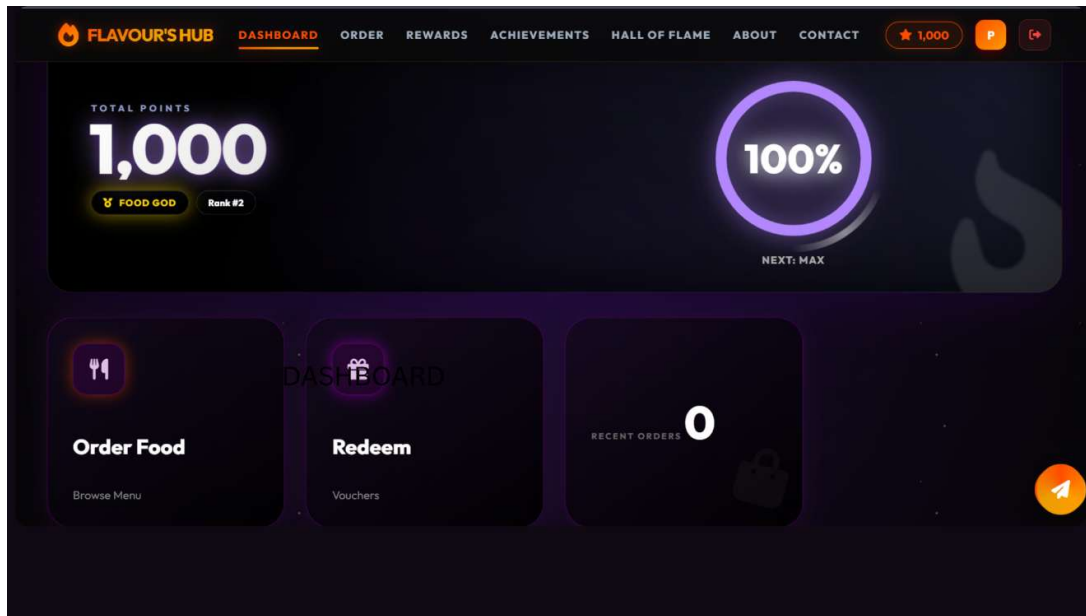
Points serve as the currency and a clear measure of effort of the user. The dashboard shows clearly the number of points earned by the user, and the user of the day has hit a mark of 1,000 points. Scoring is the key to all other capabilities such as Rewards Hub and the levels of advancement. The system works on points to determine the definition of the available points to be used to spend on as compared to the total accumulated progress to the level to be called the max.

- Badges
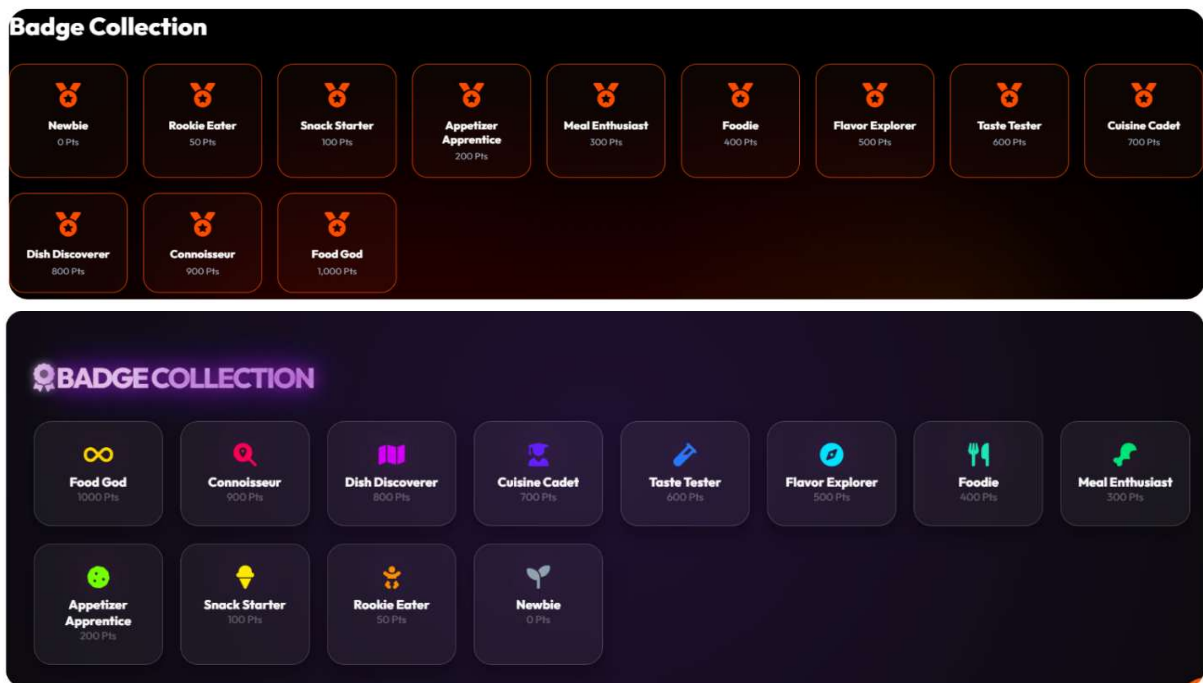
The Badge Collection is a progressive system of 12 levels of increasingly prestigious titles, which serve as a reward of long-term activity.

First Level: The first level is the position of a Newbie (0 pts) followed by Rookie Eater (50 pts) and Snack Starter (100 pts).

Middle Milestones: Middle levels are entitled to such titles as Meal Enthusiast (300 pts), Foodie (400 pts), and Flavour Explorer (500 pts).

Elite Levels: The top-level users are given such titles as Cuisine Cadet (700 points), Dish Discoverer (800 points), Connoisseur (900 points), and the final one, the Food God with 1,000 points.

- Leaderboards
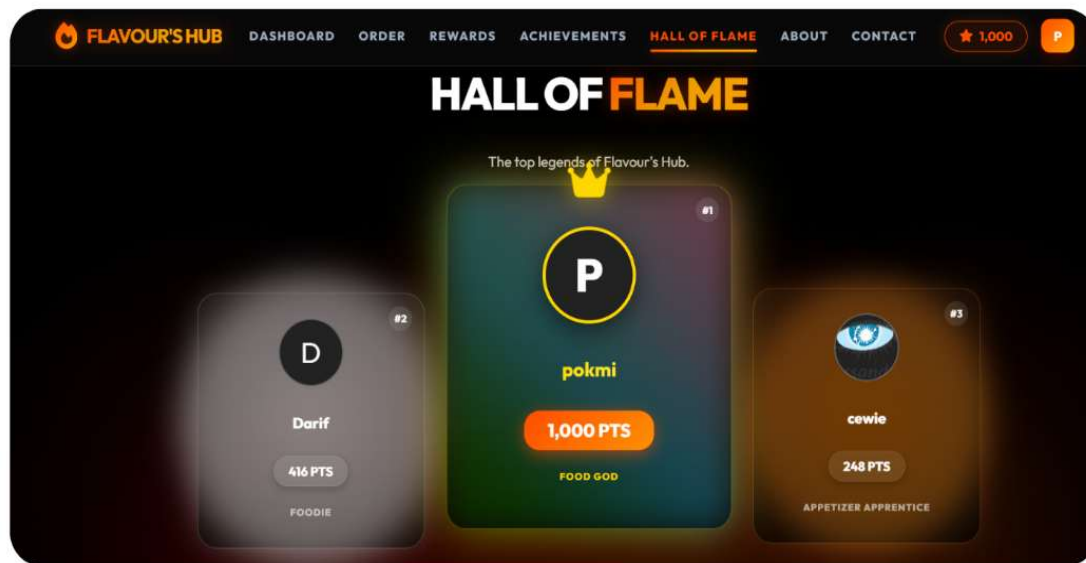
The Hall of Flame is another feature that brings an element of social competition as it ranks the best users in the community.

Podium Rankings: The podcast has a graphic podium of the three best legends, which are now topped by "pokmi" who has 1,000 points followed by "Darif" (2) and "cewie" (3).

Rank-Targeted Achievements: There are certain achievements that encourage users to rise to the top of the leaderboard such as Top Flame (Rank 1), Silver Flame (Rank 2), and Bronze Flame (Rank 3).

- Performance Graph
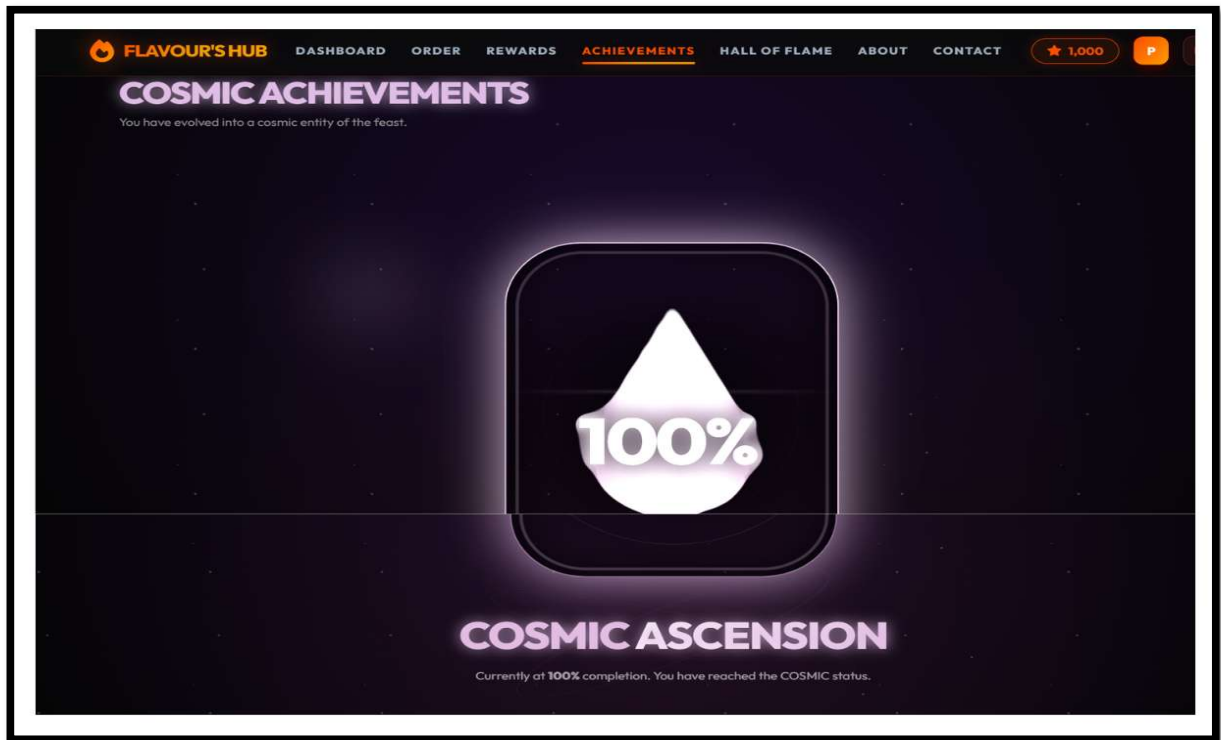
The vision of the progress is represented by an advanced Progress Tier List and Cosmic Ascension measurement.

Levels of milestones: The Progress Tier List consists of color-coded circles indicating percentages of completion: Orange (10%), Yellow (30%), Green (50%), Blue (70%), Purple (80%), and Cosmic (100%) .

The Ascension Tracking: To the premium users, there is a completion meter with 100% and COSMIC ASCENSION written on it when the user has hit the ultimate point of the system.

- Contextualized Design
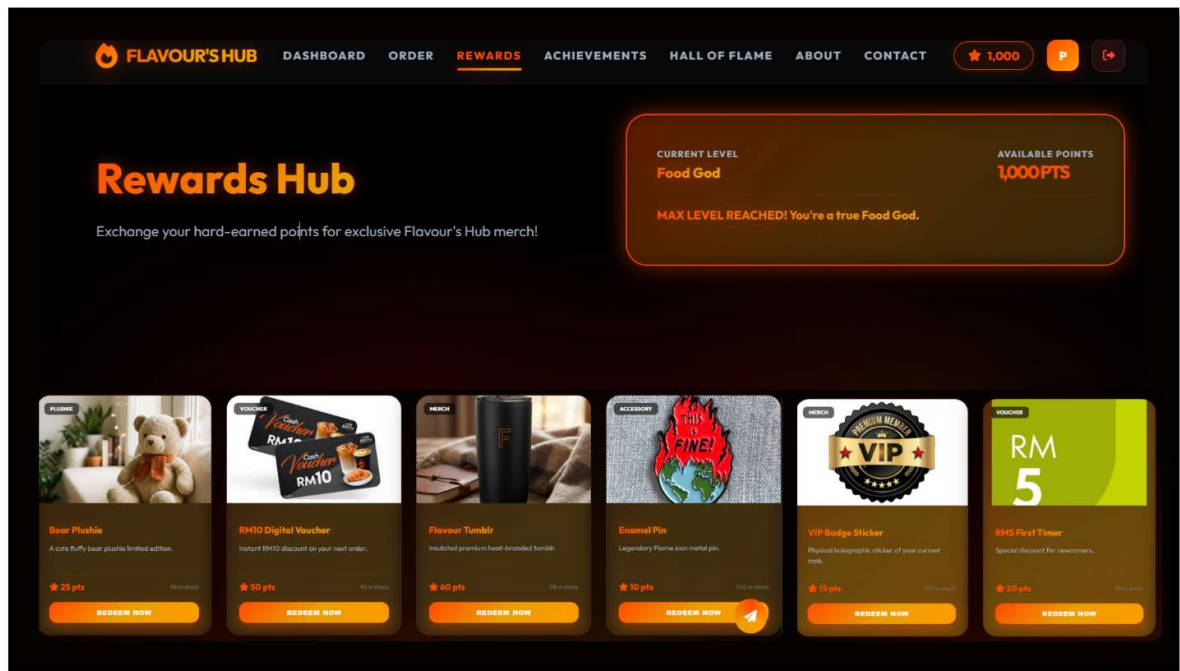
The gamification is wholly branded in the identity of the brand, and the terminologies used are culinary and fire-related to construct an immersive experience.

Culinary Titles:

Dishonest titles such as "Appetizer Apprentice" and Taste Tester are directly associated with the food service aspect of the site.

Flame Theme: You will notice that the platform has Hall of Flame as its leaderboard as well as achievement titles such as Flame Starter (awarded on making 10 confirmed orders) and Inferno Enthusiast (awarded on making 10 verified orders), which help to keep the brand voice the same.

- Avatars
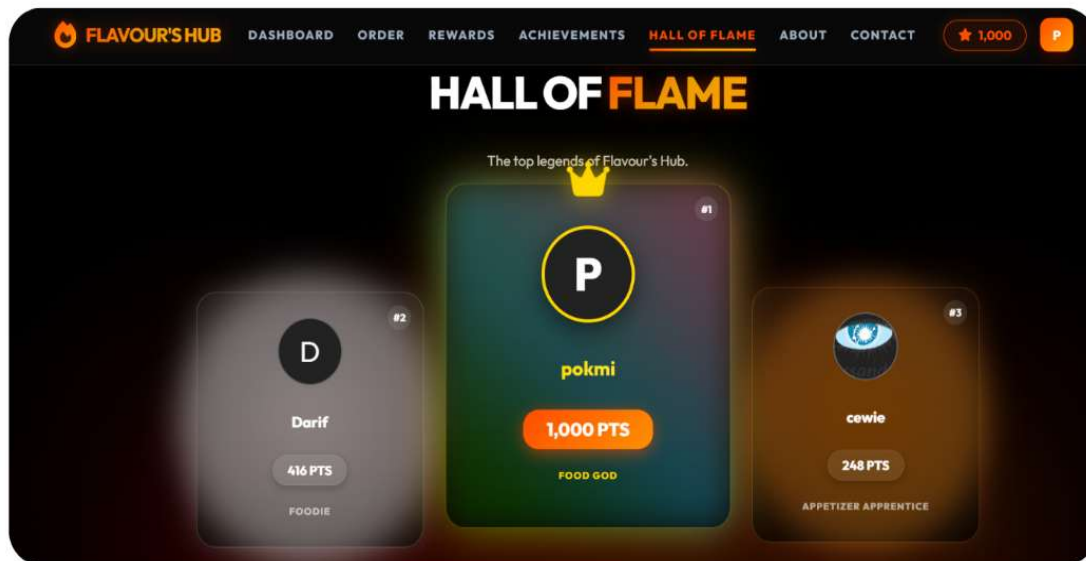
Personalization of the user experience is done through visual identity in the competitive environment.

Dynamic Profiles: The Hall of Flame has circular avatars, including a stylized "P" to signify pokmi or a stylized "D" to signify Darif.

Status Indicators: The profiles are also updated with rank badges including the VIP icon that premium members have.

6.0 User Experience

The user experience (UX) of Flavours' Hub is designed to support user interaction without high complexity of food ordering procedure. The elements of gamification are applied in a systematic manner in order to improve usability, motivation, and trust.

6.1 Cosmetic
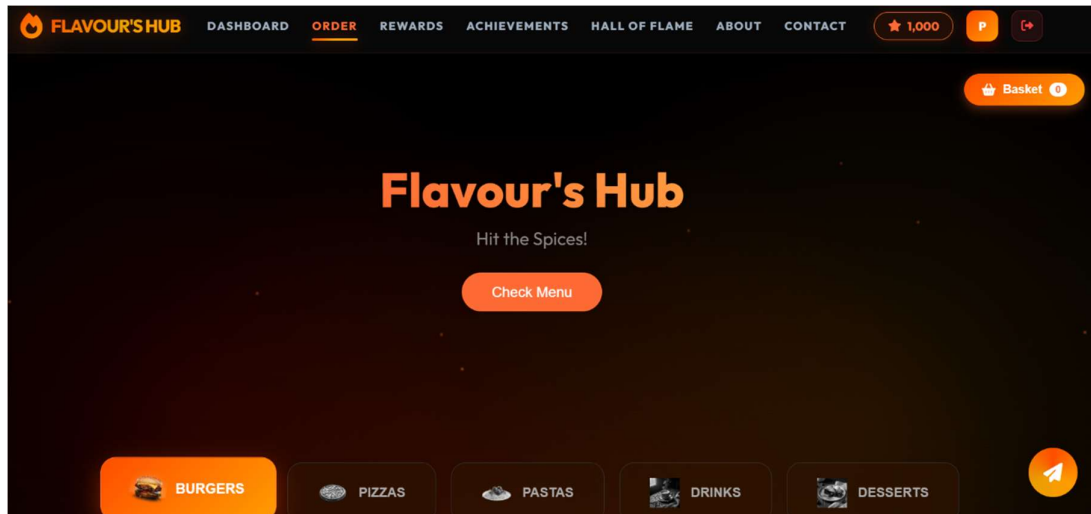

The cosmetic aspect focuses on the visual appeal of the site. Flavour's Hub uses the warm and appetizing main colours combination of orange, deep charcoal, and white. The combination of the colour makes the overall sites more appealing and look more professional. Simple animations and the use of consistent fonts also increase the readability and the overall look for users to interact.
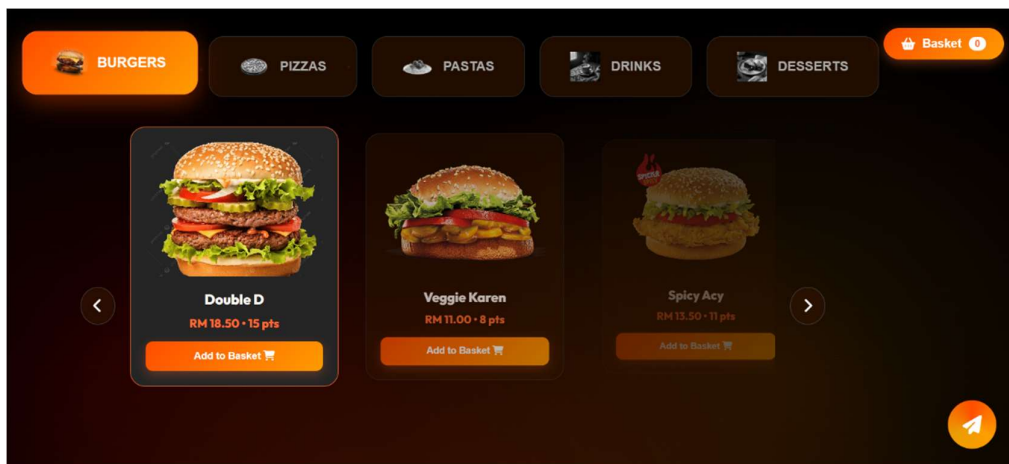
Flavour's Hub also use very appealing and high-quality image of the product they provide to the customers. These images arouse appetite, and it also makes the platform more comfortable to the eyes of the users and make them to spend more time looking at the delicious product's images.

6.2 Accessory
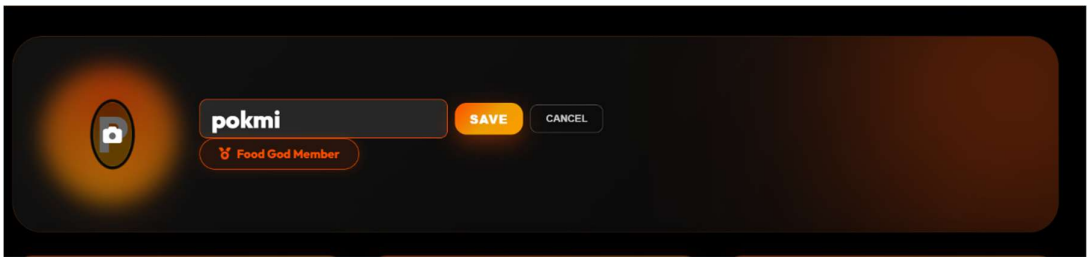
The accessory elements enable the user to customize their experience without interfering with the system primary features. In Flavours' Hub, users can customize their profiles with avatar, nickname, cuisine badges, and points tracker. These accessories act as visual rewards that display user achievements, status, and activity summary.
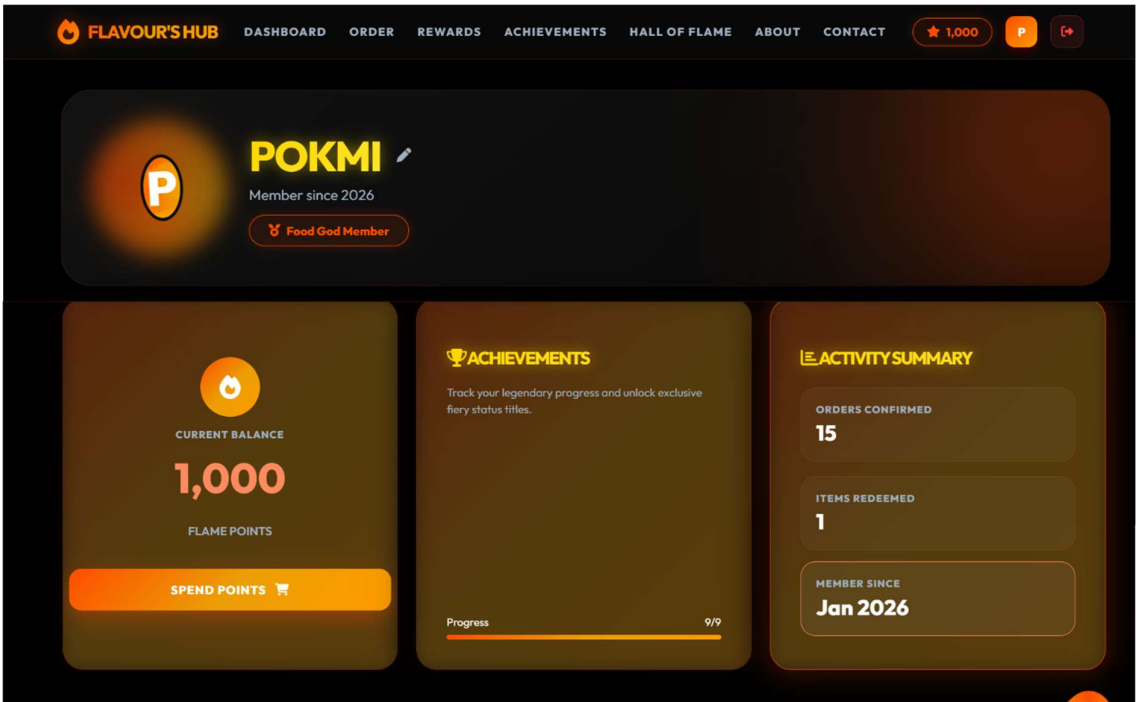

The activity summary shows the date when user first time register the sites, item they had redeem, and total order confirmed. Moreover, users can also rate and give feedback to the

sites about the product based on their own reviews and opinion for the services provided. This makes the users feel more appreciated when using the sites while encouraging continued engagement.

6.3 Integrated

The system is made to work well with other services to work on the various devices. The interface at the Flavour's Hub works on desktop, as well as mobile, and provides a stable and reliable experience.
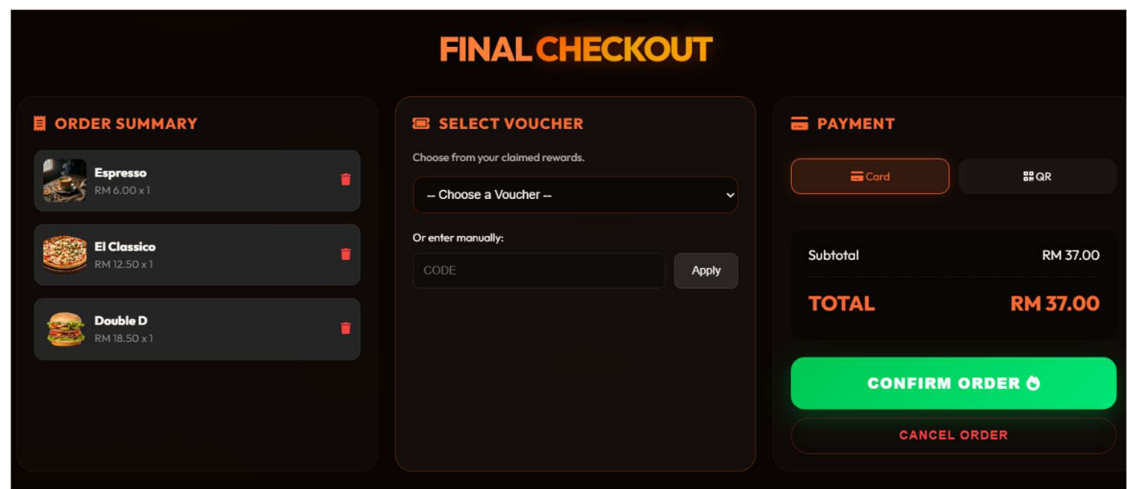
Also, the connection with payment systems, including card (FPX) and QR code payment options, this makes the payment quick and secure, allowing the users to purchase with a single push of a button and enjoy even more. This seamless combination forms all the features into the collaboration that provides the user with a very nice experience.
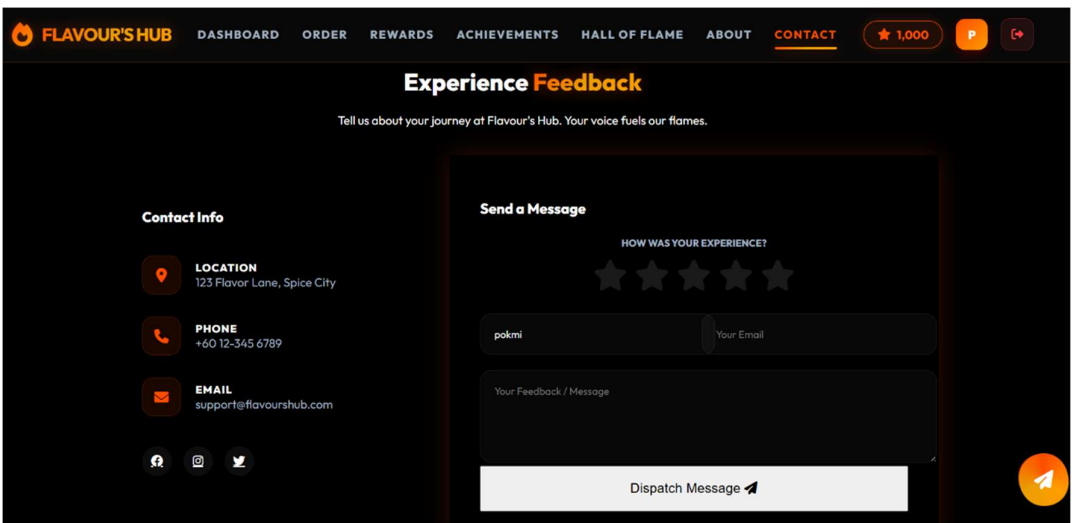
The sites also integrated by provide direct link to our customer teams if users have any complaint or want to talk about the products. For example, there is phone number, email, or location for users to search and there is Facebook, Instagram icon that bring the users to the official social media. This will make the users more convenience and faster to utilize the contact information the sites had provided.

6.4 Basis

6.5 Autonomy

In order to help the users, navigate through the sheer number of merchandises (food items) Flavours Hub offers on the website, the latter adopts a multi-level filtering scheme. This can be discovered accurately in terms of:

6.5.1 Menu preferences and advanced filtering.

Menu Preferences (Menu Preferences): While indicating the skill level of a diner, the system offers the filters recent bites (popular and regular dishes) to Expert Spice Seekers (advanced spice levels/flame grilled).

Menu Filtering Type: The system provides filtering options based on meal types such as Burgers, Pasta, Pizza, Desserts, and Drinks. In addition, Desserts and Drinks have their own dedicated categories to improve navigation and user convenience. For example, the Desserts section is further organized into specific options such as ice cream, cakes, bingsu, and pastries, allowing users to find their preferred items more easily.

6.5.2 Communication integration

There is also a direct connection to the social media accounts of Flavour hub, including Facebook and Instagram where customers can also use to reach the customer support team to handle complicated questions or to coordinate a bulk order. Moreover, there is a feedback option to enable the user to add their reviews to the admin page to track and improve. This guarantees that customers believe that the organization is there to assist them on their way through.

6.6 Legal

Flavour's Hub, ensuring compliance with Malaysian e-commerce laws and the Personal Data Protection Act (PDPA) Malaysia by making users feel safe and informed when interacting with the system.

6.6.1 Terms & Conditions

Terms and Conditions provide the guidelines about the rules and responsibilities between Flavour's Hub and its users. Presenting them in appropriate and straightforward format prevents confusion or misunderstanding.

6.6.2 Privacy Policy (PDPA Malaysia Compliance)

A Privacy Policy crucial for Flavour Hub in balancing the rules of PDPA Malaysia regarding the collection, use, and storage of personal data. Names, phone contacts and addresses, order history should be stored securely.

6.6.3 Consent for Data Usage During Sign-Up or Contact

Under PDPA Malaysia, user consent is required before collecting or using personal data. In Flavour's Hub, consent can be obtained through checkboxes during sign-up or when users submit contact forms.

6.6.4 Return & Refund Policy

The presence of a well-defined Return and Refund Policy makes the users comfortable in making purchases. It must inform clients on how to receive refund after receiving wrong orders, missing items, or poor quality.

7.0 Motivation

User motivation plays an important role in determining whether customers choose to use and continue using an online food ordering platform. In the case of Flavour's Hub, the following factors explain the main reasons users are motivated to interact with the platform which are:

7.1 To experience a visually engaging and enjoyable interface

Users prefer an attractive interface that is simple to operate. The Flavour's Hub interface uses dark background with bright buttons that stand out. It creates a strong visual contrast and draws attention to important actions such as ordering and adding items to the cart. The use of high-quality food images also enhances emotional engagement by stimulating appetite and curiosity.

A nice appearance makes people not to get bored and increases the time users spend browsing the platform. When an interface is pleasant, it motivates the users to explore various food choices and make purchases without having to think too thoroughly.

7.2 To discover low prices, offers, and rewards benefits

Another strong motivational factor is value for money. Many users especially students are highly sensitive to pricing and are encouraged by affordable meals, promotions, and reward systems. Flavour's Hub clearly displays the price of every food (ex: RM15.00) and gives rewards such as "Earn 10 points". The introduction of loyalty points by represents additional value per order causes customers to desire ordering more because this way they receive rewards.

Motivation is increased through promotions, free items redeem, or point-based offers. These advantages particularly appeal to students, families and loyal customers who seek both the value and quality.

7.3 User Profile Page Usability

The user profile page of the Flavour's Hub will help motivate users to have personalization, progress monitoring, and rewards combined into a single experience. Personal avatars provide customers with a chance to present themselves and make them feel a part of the platform and involved in their emotions. The progress tracker informs users of the closeness

to getting their rewards such as a specific number of points. This motivates them to continue doing so and complete their objectives. Users are also rewarded with a points system whenever they make an order and this makes them feel appreciated and motivates them to visit the service again. These will leave users feeling that they own it, thus have a sense of achievement and motivation and therefore remain active and loyal to the Flavour's Hub.

7.4 Easy to use platform

Users feel more motivated by a straightforward user-friendly interface. Customers can make orders in a short time and without any confusion because some food items, the cost, and the buttons like "Order and "Add to Basket" are clearly shown. The design and interface that had simple navigation and less steps can save more time and prevent frustration which leads people back to utilize the platform for the conveniences.

7.5 Productivity rewards system

People are motivated by rewards that are achieved through frequent engagement. Flavour's Hub, offers bonus points, discounts, or free item redeem provided to users after completing some tasks, such as ordering multiple orders reaching the spending target.

Such rewards provide an explicit motivational reason to be active on the platform. Users will be more addicted to continue placing orders through Flavour's Hub rather than switching to another platform. When users feel that their repeated usage leads to tangible benefits, productivity rewards will increase loyalty and prompt long-term use.

7.6 To minimize doubt or mistakes by contact information shop

Individuals do not wish to make errors in ordering food online. Flavour's Hub services provide clear names and prices of items along with confirmation messages that do not leave the user in doubt about the item they are ordering. There also a completely structured Contact page, with location's detail, phone number, email, and Instagram/Facebook button if users have any problems to ask. A well-planned design and prompt feedback will give the users more confidence in their selections.

When the users have confidence that the system is reliable and lacks errors, then they will tend to complete their purchases without hesitation.