



# Activity Badges

## ACTIVITY BADGES

### Cost

Approximately 3 management hours to implement  
£250 design time for the badges

OPTIONAL EXTRA: Email and site comms to advertise the launch at £200

### Audience

All audiences on all online programmes

### Timescale to implement

2 weeks from sign off, no downtime needed

### Objective

To engage users in the programme on a very basic level  
Encouraging site logins

### Mechanics

Using the badges feature on MyRewards for programmes that are suffering with low site activity. The badges function could be deployed to any programme and award badges for achieving simple things like, *'first site login'* *'uploading a profile pic'* *'logging in 5 days in a row'* *'first redemption'* *'submitting feedback'* or *'setting a goal item'*.

### Measurement

Badges are notoriously addictive, they are implemented by top gaming platforms as a way to hook users into addictively achieving a full set, and hence engaging low performing users. This will then naturally help the user explore the site and hence engage with the platform. We would aim to see an improvement in active users and loyalty through site reporting\*.

### Reward

Potential for IPV reward for anyone who completes the full set, or complete the full set and gain access to special promotions.

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\*Depending upon the activities set, some reporting might have to be manual and therefore increase costs.