



Project Details

Title	Gamification System
Topic Areas [3 keywords relevant to the project]	<ul style="list-style-type: none">• Gamification• Attention Economy• Behavioural Design
Company Name	Kashfox
Target Problem [1-3 sentences]	User engagement on Kashfox needs to be improved. We have seen little interaction from returning users and time spent on the platform. We aim to address this issue by introducing gamification elements that will make the platform more engaging and stickier.
Project Aim [1-3 sentences]	By implementing a gamification system, we will encourage users to interact with different features of the platform through achievements, rewards, challenges, and a sense of progress. This system will be tailored to cater to both new and existing users, providing motivation for continuous use while delivering a sense of accomplishment.
Target Users [1-5 keywords/phrases]	<p>Primary Audience New users who are in the onboarding phase and need motivation to explore and utilise the platform fully.</p> <p>Secondary Audience: Existing users who are familiar with the platform but need a fresh, motivating experience to continue engagement.</p> <p>Personas:</p> <ol style="list-style-type: none">1. Explorer: Enjoys discovering new features and strategies within the platform.2. Achiever: Motivated by setting and accomplishing goals.3. Socializer: Likes to compare progress and achievements with friends and the broader community.4. Completionist: Wants to earn every badge and unlock every feature
Skills Needed [1-5 keywords]	<ul style="list-style-type: none">• UX Design• Game Development• Data Tracking