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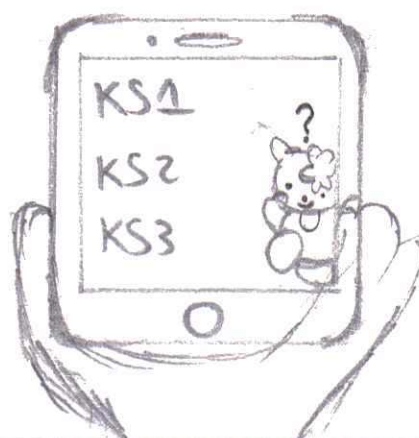
②



Wait, let's check it out first!

Kira, you could start from KS1 and work your way up and at your own pace! You'd be a pro at it in no time. It would be easy for you trust me. And if you need help, you just tap the cute little kitten on the right side of the screen.

④



I have to admit, it does look really cool. Let me have a go and I might download it later when I get home.

Sarah is able to interact with the app and demonstrate it to Kira.

The menu is not restricted and can be useful for users who are beginners at coding. Help is also available on the fly via a simple tap on the avatar on the right side of the screen.

⑥ Exactly a week later, Kira now knows the ins and outs of the app and is really enjoying it. It has been a week since she spoke to her Facebook friend Priya who was also struggling with the same subject. So she decided to share the news with her.

OMG Priya you won't believe this! I found a really cool app to help me with coding and after spending only a week with it, I have become a PRO LOL. I am sending you the app's Facebook page so that you can read the reviews. Download it and try it out. You won't regret it, I PROMISE! :)



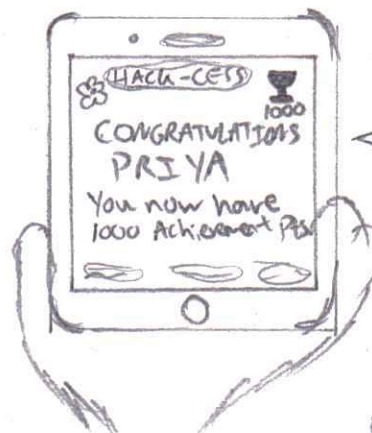
(Kira)

Kira Thank you so much! I have gone through the Facebook page and have downloaded the app and you were right, it is AMAZING. I can also change language. How cool is that? I also LOVE how girly it is and how it rewards you with achievement points.



(Priya)

⑦ A few days later, Priya is now at home with the app and has amassed over 1000 achievement points. Eager for more she has asked her dad to purchase the full version.



Awesome!!! I have mastered all the questions available in the free version now. Time to get the full version and time to unlock new achievements.

A satisfied customer will attract other potential regardless of communication method, in this case social media.

Acknowledging the user's accomplishments and rewarding them with permanent achievement points is a great way to keep users coming back for more and prevents the app from becoming boring and over fast.