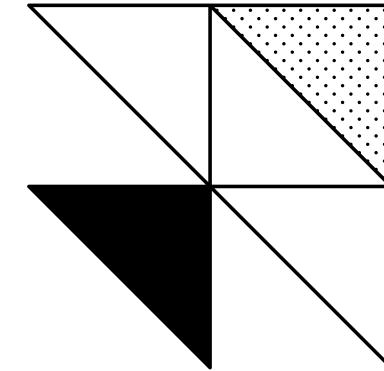




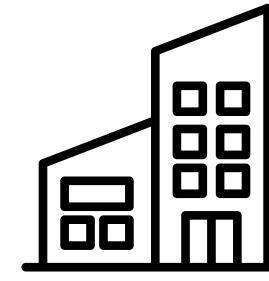
# Nudge**Lab**



## Team NudgeFudge

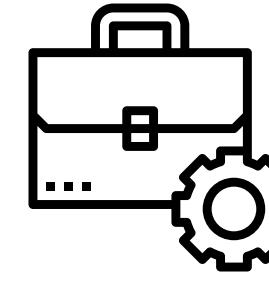
No-code App Nudges





# Campaign

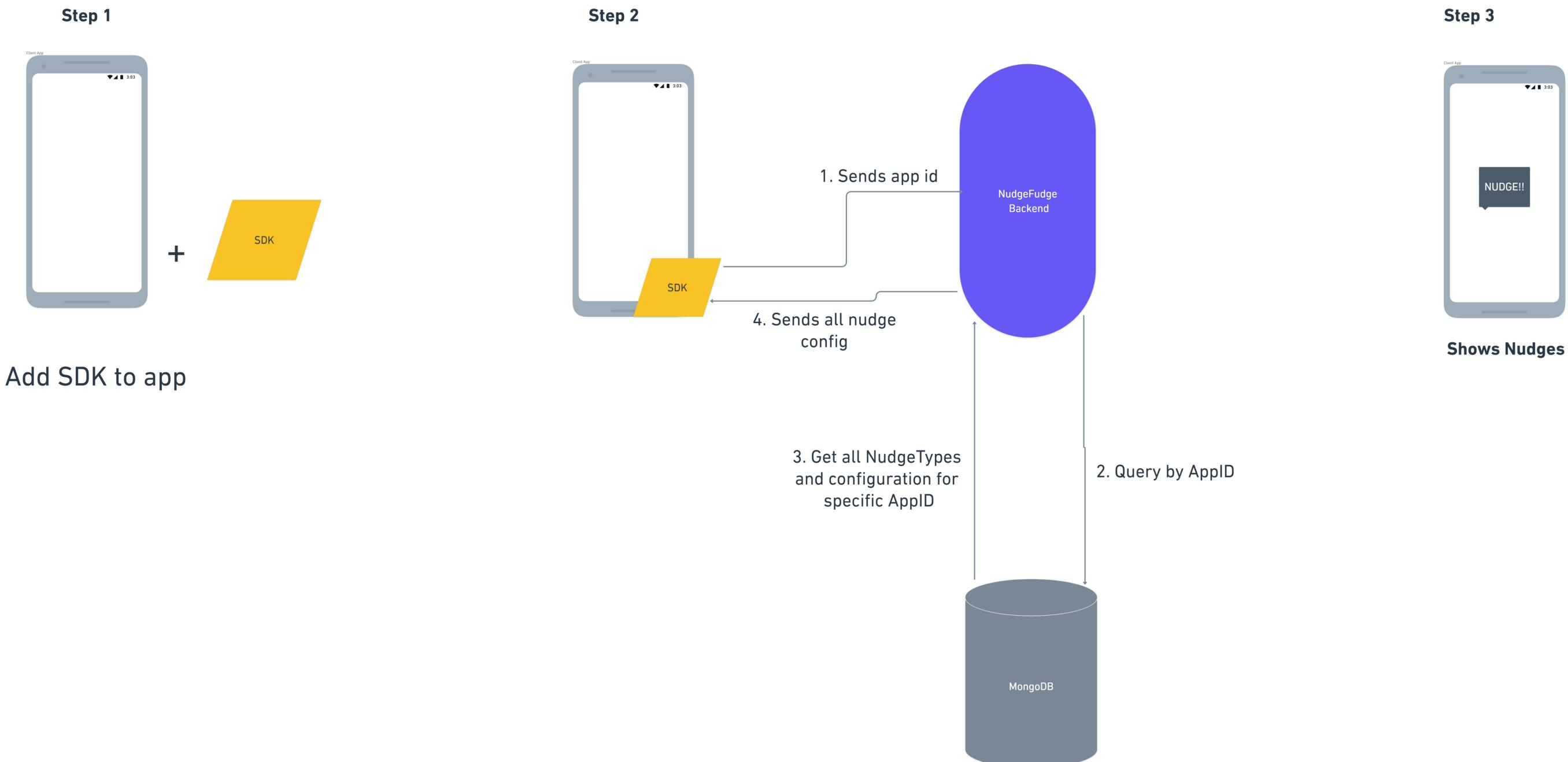
Nudges are shown to the user when he accesses a component of the application for the first time. Highlights important features as per the component to increase user engagement.



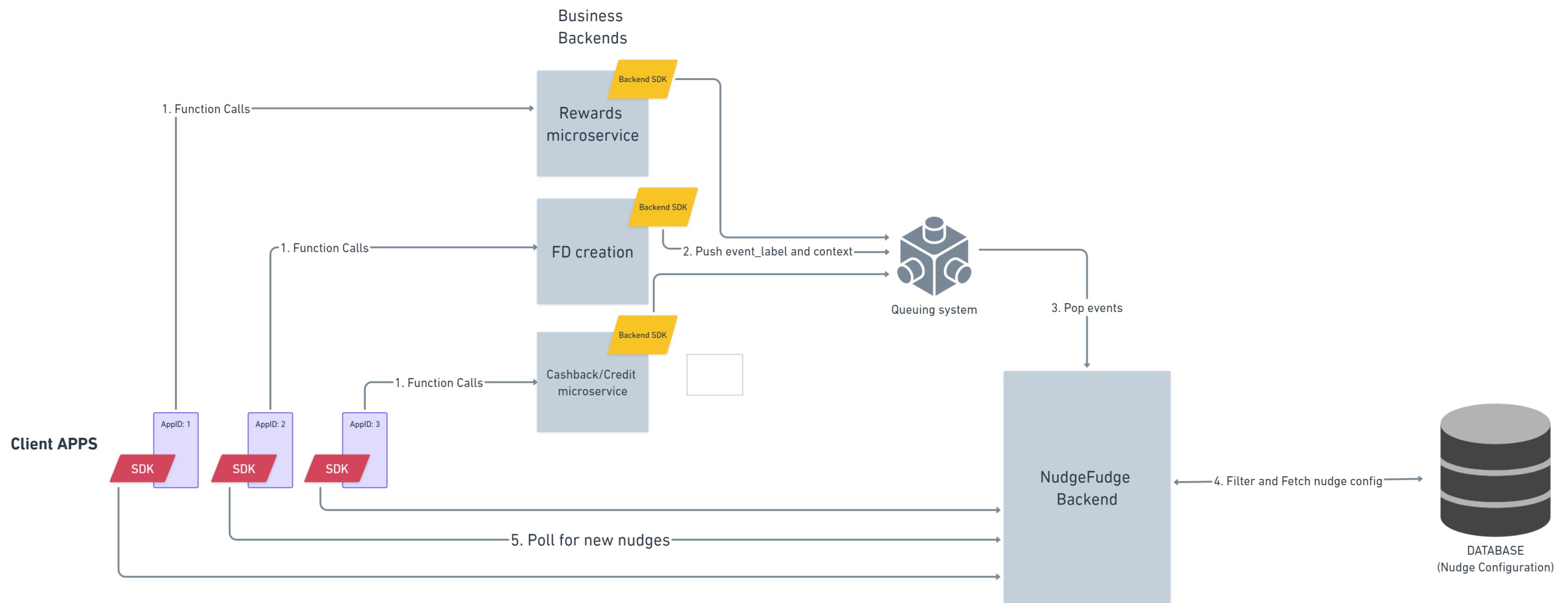
# Trigger-Based

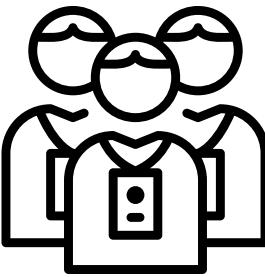
Nudges are shown when the client app makes any function or API calls and the backend sends a result back to the client app. This involves features as reward nudges and more.

# Campaign

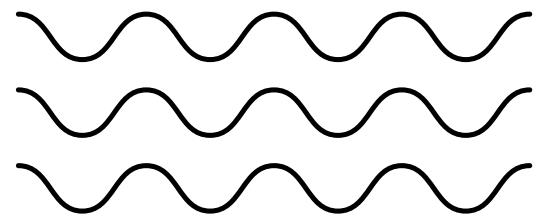


# Triggers Flow





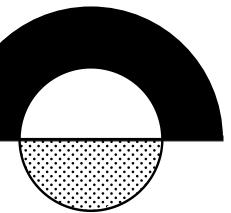
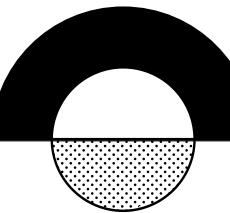
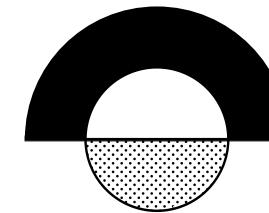
# Admin Panel



# Learning Curve?



# Future Prospect



## Diversify

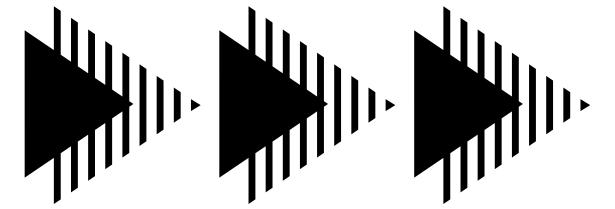
Create more types of Nudges to allow for even more customisation on the admin panel.

## Dynamic IDs

As of today, we provide accurate and easy to understand developer documentation that would allow admins to understand adding IDs to elements that they want to add Nudges to. We aim to implement DFS in order to dynamically assign IDs to elements.

## Analytics

Customer interaction and engagement is our main motive for using nudges. We aim to add analytics in future to understand deeper how nudges impact customers!



# Got questions?

We love a QnA Session!