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**Programming 3B Assignment 1**

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# **INTRODUCTION**

## User Engagement

User engagement refers to how often users engage with an application’s features. It shows how well the app meets user needs and ensures they use it constantly. High engagement signals attention capture, retention, and consistent value. Tracking user engagement helps businesses improve weak points and enhance the user experience. User engagement strategies comprise of (Userlane, 2022):

## 1.2 Preview Feature

This feature allows users to preview attached images and files, ensuring user’s have attached the file. Users can confirm their uploads, improving accuracy and reducing errors before submitting their reports (Microsoft, 2024).

## 1.3 Community Participation

This feature encourages users to actively participate by offering tools like surveys and forums to report issues or give feedback. It helps build a stronger relationship between user’s and municipalities while addressing concerns more efficiently. Users within the community of the application should be able to report any issues on the application pertaining to municipal services (Scopeaust, 2023).

## 1.4 Gamification

Gamification adds elements like points, badges, and leaderboards to motivate users to engage and compete with other users. Users earn rewards for user’s actions participating in activities, increasing retention and fostering a more activity amongst users by enabling the challenges (Userpilot, 2023).

## 1.5 Push Notifications

Push notifications keep users informed by sending timely alerts about service disruptions, Personalized notifications also prompt users to engage, such as participating in surveys or reporting issues and alerting other users on the platform (Günacar, 2022).

## 1.6 Progress Bar Completion

This feature visually tracks the progress of a user’s report submission, encouraging completion. It provides real-time feedback, reducing abandonment rates and motivating users to fully engage with the app's processes. Each time a user fills in section of the Winforms the progress bar fills in by 25% and if a user deletes text it reduces the progress bar by 25% (Timar, 2024). Bottom of Form

# **REASON FOR STRATEGIES CHOSEN**

## **2.1 Preview Feature** This feature helps users feel confident by letting them check their uploads before submitting. It reduces mistakes and makes the process clearer, helping users trust the system and stay engaged (Microsoft, 2024).

2.2 Community Participation  
Involving users in decisions through surveys and forums makes them feel important. It helps build a better connection between citizens and the municipality, encouraging people to provide feedback and report issues more often (Scopeaust, 2023).

2.3 Gamification  
Adding fun features like points and badges makes using the app more enjoyable. It motivates users to keep coming back, and they feel rewarded for their participation, which helps create an active community.

**2.4 Push Notifications**  
Push notifications keep users updated with important information, like service changes or reminders, without needing to check the app. This helps users stay engaged and encourages them to take part in real-time activities (Günacar, 2022).

**2.5 Progress Bar Completion**  
A progress bar shows users how much of a task they’ve completed, encouraging them to finish. It gives users a clear sense of achievement as they see their progress, motivating them to stay engaged and complete the task (Timar, 2024).

# REFERENCE LIST

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