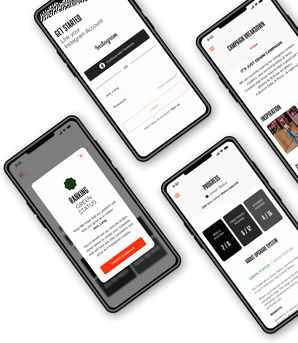
GRW

GAMIFICATION APPLICATION

An application designed to help Instagram Content Creators stay consistent on Instagram, while educating them on ways that could better them as creators. Then finally rewarding them by connecting them with brands.



BRIEF BREAKDOWN

For this term's project, I was tasked to identify a problem within my social context and community. Then create a hybrid mobile app solution that employs gamification to engage users in order to help solve the problem.

01 PROBLEM STATEMENT

Helping Instagram Content Creators stay consistent on Instagram. While rewarding them by connecting them with brands.

02 DESIGN FRAME

How might we help Instagram Content Creators stay consistent on Instagram?

03 PROJECT SOLUTION

Designing a gamified application that caters to Instagram Content Creators, with the goals of working with brands withing their niche.

MEET JEMMA LANG

" Our User Persona "

Jemma is a **21-year-old fashion student** from Cape town, who aspires to a full time Instagram Content Creator.

Her **long term goal** is to **collaborate with brands** on campaigns, to essentially make a revenue from that.

However Jemma has been **struggling with staying consistent** and even getting the motivation to take photos to use for her social media page.

FREQUENTLY USED APPLICATIONS

NEEDS, MOTIVATION & FRUSTRATIONS

She is in need of being consistent on instagram, by posting more frequently.

She's also found it hard to keep up with the instagram Algorithm and needs to learn more about these changes.

However, she would prefer a more reliable source to learn from.

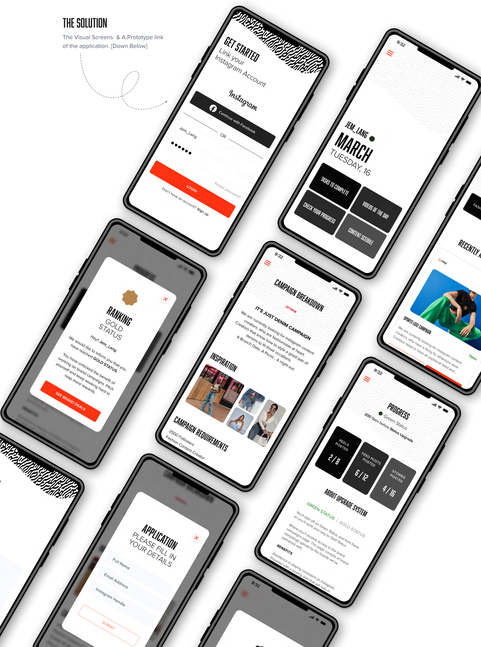
BRIEF BREAKDOWN

Based on functions & features

Phases	Sign Up	Verification	Setting up Schedule	Progress Page	Applying to Campaigns
User Activities	• Fills in Form • Has to select "Creator" • Login to Instagram Account	• Okay it's only six degits te enter	• Has choose the amounts of times they'd like to post a week.	• She navigates to the progress page to find out more about the different "Status"	• Okay it's only six degits te enter
User Thoughts	Long sign up process.	Okay, finally we're done with the form.	Love how this based on my insights and I can still tailor it to suit my needs.	I love how I get rewarded for sticking to my schedule. Also how every thing is explained in detail	Love this, speaking, while the app types and displays it as a text message.
Quotes & Sentiments	😍	😊	😍	😊	😍
	😊				
	😊			😊	
	😐	😐			

VISUAL STYLE GUIDE

Consisting of a set of guidelines for managing the design at scale through the use of reusable components and patterns.

THE SOLUTION

The Visual Screens & A Prototype link of the application. (Down Below)