

## GC IDEATION

### 1. Identify the willing to use and not willing to use player types.

(explain why we target these player types)

Philanthropist, Achiever, Socialiser, Free Spirit

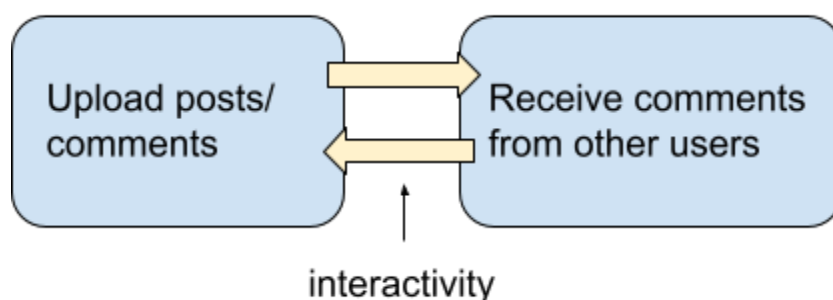
Self Seeker, Consumer, Networker, Exploiter

(explain why we target these player types)

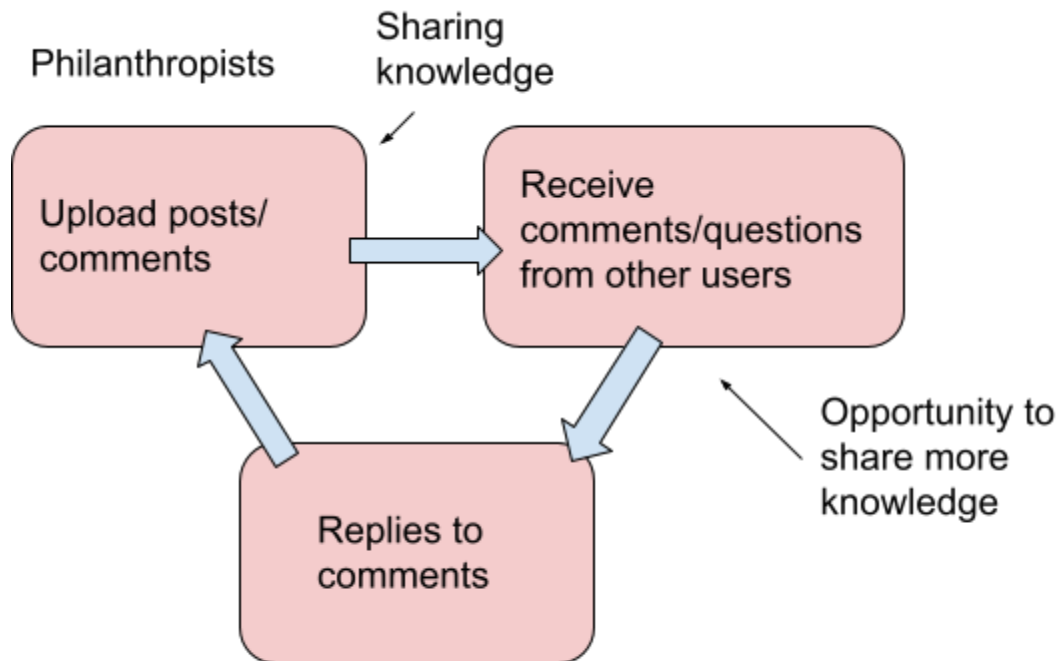
Willing:

- Socialisers - We target this player type as socialisers will have to come back to the web app to communicate with other users. This somewhat encourages daily or frequent usage of the web app. Also because the main function of our web app is a discussion forum, which allows parents to ask questions and answer the concerns of other parents.

### Socialiser

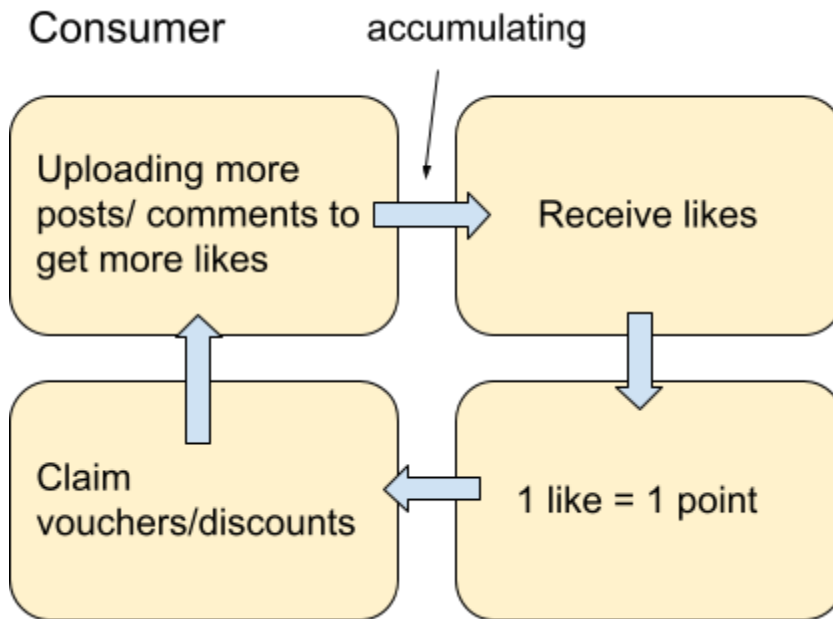


- Philanthropists - This topic of raising a child is not very popular among other discussion platforms such as quora or reddit. Not saying that it is not very popular, but it is not a main topic that is commonly spoken in these platforms, thus these topics that are brought up are easily swept under the rug. Philanthropists that would love to share more on what to expect when raising a child, or what to prepare for, would definitely come back to help out other parents in need



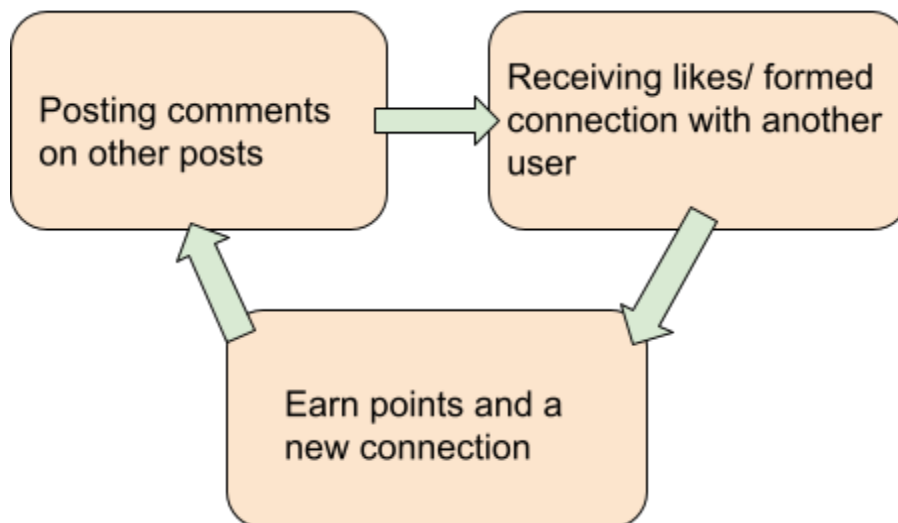
Non-willing:

- Consumer - We target this player type as consumers would be interested in redeeming vouchers for their daily necessities. The voucher reward loop encourages consumers to join events and earn points in order to be able to get these vouchers to the shop they frequent. They would love to be able to save money on products that they want to buy.



- Networker - Networkers usually look for connections, status and recognition. The collectable badges allow these player types to gain the status and recognition that they want. By hitting certain milestones, players will be able to earn badges that can be equipped. This allows all other users to see player's badges, allowing networker player types to have the recognition they are looking for.

### Networkers



**2. Design specific activities to engage the top two willing player types and the top two not willing player types.**  
**(explain which functions are catered to these player types)**

**Socialiser:**

The main feature we have in this web app that caters to this player type is the discussion forum, where parents are able to communicate with one other by asking questions and answering concerns of other parents. This allows parents to discuss about their concerns more openly as the web app mainly focuses on helping parents, thus there will be more users that will share the same concerns, and they are also able to connect with other parents this way

**Philanthropist:**

The feature that we have cater to this player type is also the discussion forum, as the forum allows users to post questions or helpful statements that would answer the concerns of other parents. They will also be beneficial to the app as they also act as experts, making other parents have more trust in the web app itself

**Consumer:**

Catering to consumers, we have the voucher reward. Players will have to earn points by either asking original questions, giving a good answer and earning likes or joining events. Collecting points will then allow them to redeem vouchers that will allow them to save money when buying the things they normally do (etc. NTUC [groceries])

**Networker:**

For networkers, there are collectable badges. This reward is earned when the user reaches certain milestones within the application. These badges will each be different based on the milestone and will be seen by the public. It can be equipped next to the users profile which will give them recognition and status. There will also be most liked, where if a user searches for a certain question, the most liked post will show up. This also gives networkers their recognition as if their post has the most likes, they will be the first to show up when someone searches for the question/answer they posted.

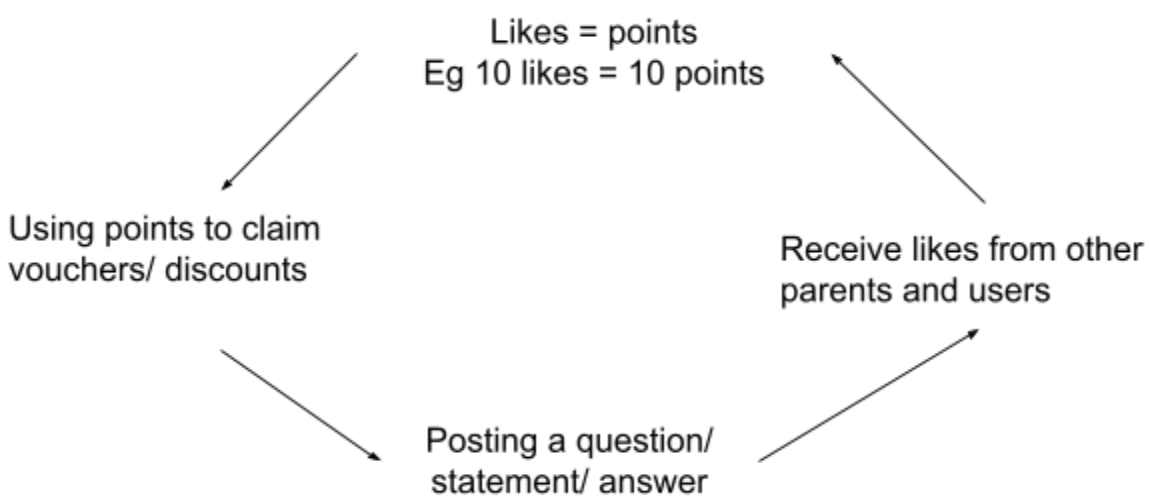
**3. Explain your thinking process in focusing on those top four player types.**

When we were designing the app, there were a certain group of people that we already targeted, as we had to think about how to ensure our users would use the web app often. Thus for the willing to play users, we target the socialisers and philanthropists, and the non willing to play users would be consumers and networkers

As for socialisers and philanthropists, socialisers were targeted as there are many many parents in the world that are having a child for the first time, and they would definitely be quite clueless on how to handle their new life starting a family. This web app aims for parents to discuss with one another. There are also people that would actually want to reach out to other parents for their opinions, rather than search the web for answers. This encourages socialisers to come onto the app more often to communicate with other parents. This benefits by allowing other parents be more comfortable with sharing concerns, as well as a larger variety of answers provided by parents with different experiences. Philanthropists are also a great benefit as they would know more about the topics at hand, and would be able to provide a better explanation on certain topics. For example someone that works at a place selling baby diapers would know which brand is most popular among buyers, they would be able to share this kind of info on the web app

As for non willing to play users like consumers and networkers, they were targeted as we have a feature that allows consumers to redeem vouchers and discounts. This is a feature that consumers will be attracted to as they would want to use these vouchers and discounts to buy items for themselves, which they would find beneficial to them. Networkers are targeted here as they would want to use the app more often in order to connect with other parents that can benefit them. They would also use this app as the discussion forums will reward them with points for the number of likes they get on a post, which essentially also allows them to redeem vouchers and discounts, which is seen as a reward to them

#### 4. Illustrate and explain at least one core reward loop.



By posting a question or statement or answering someone's question, other users can see your post. If other users find your post useful etcetera, they can like your post and you will be able to earn points from it. These points can then be collected and used to redeem different vouchers.

### **5. Explain the rationale behind your reward loops and activities.**

This app was made to help parents with struggles of raising a child, hence we want to encourage users to ask questions and help each other. We want this application to be able to help parents freely express their worries and concerns, as well as get help from other parents or people who have more experience.

Thus we included the reward loop of having likes turned into points, where points can be used to

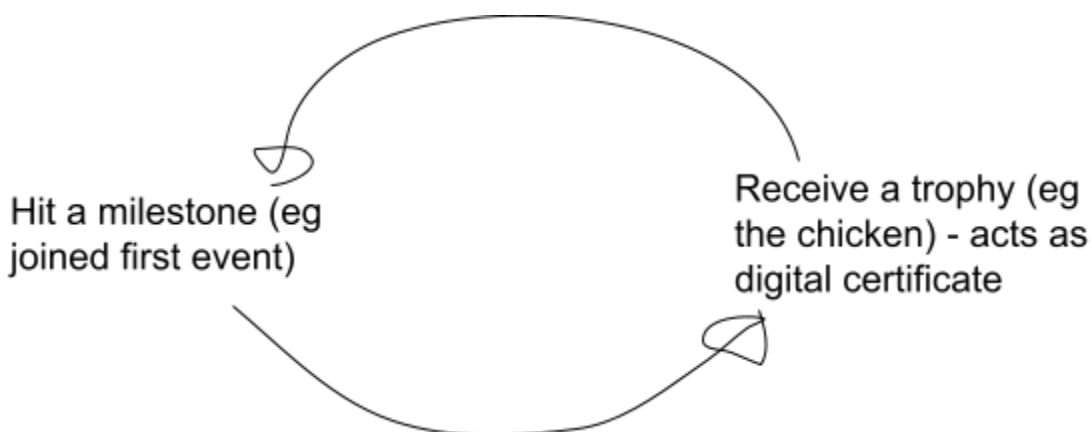
### **6. Credit ideas that you have incorporated into your system that are from other products/systems, and explain how it benefits your system.**

<https://www.quora.com/>

<https://www.reddit.com/>

### **7. Additional Core Loops**

A reward loop would be hitting a milestone, and then receiving a trophy for completing that milestone. These trophies act as a digital certificate that can be shown in the users profile.



## **RELATEDNESS**

**(sense of community, need to feel like they belong - communication is important)**

Since the app is mostly catered to parents/soon-to-be parents, the community consists of people who are able to relate to one another. There would be new parents with little to no experience asking for help from parents that are more experienced. All users in the app would be able to comfortably chat with one another and they would feel more at ease as they share the same problems.

## **AUTONOMY**

**(when their contributions are rewarded/valued when their ideas are taken into consideration)**

The app lets users ask questions about some problems or worries that they are facing and allows other users that might have gone through the same experience to answer these questions and help each other. Giving good advice to help others will earn them likes if people agree and think that what was answered was useful. These likes will then convert into points which will then allow them to use these points to obtain rewards like vouchers.

## **MASTERY**

**(being able to see improvement in skill, better quality in output overtime)**

Parents gaining answers and feedback on their problems and worries will allow them to learn how to overcome these problems and they will then be able to use this knowledge to help other parents with the same worries. Receiving help like this will help make parenting easier.

## **PURPOSE**

**(learners are motivated by purpose - see meaning and value in what they do - productivity)**

The app is made so that struggling parents can receive help easily from other experienced parents and for experienced parents to share their knowledge. Some parents may have very specific questions that cannot be found in online resources. Hence, parents who have already experienced something similar will be able to offer help and advice for parents who reach out. Not only will this help the struggling parent, the information will also be able to spread and help other struggling parents.

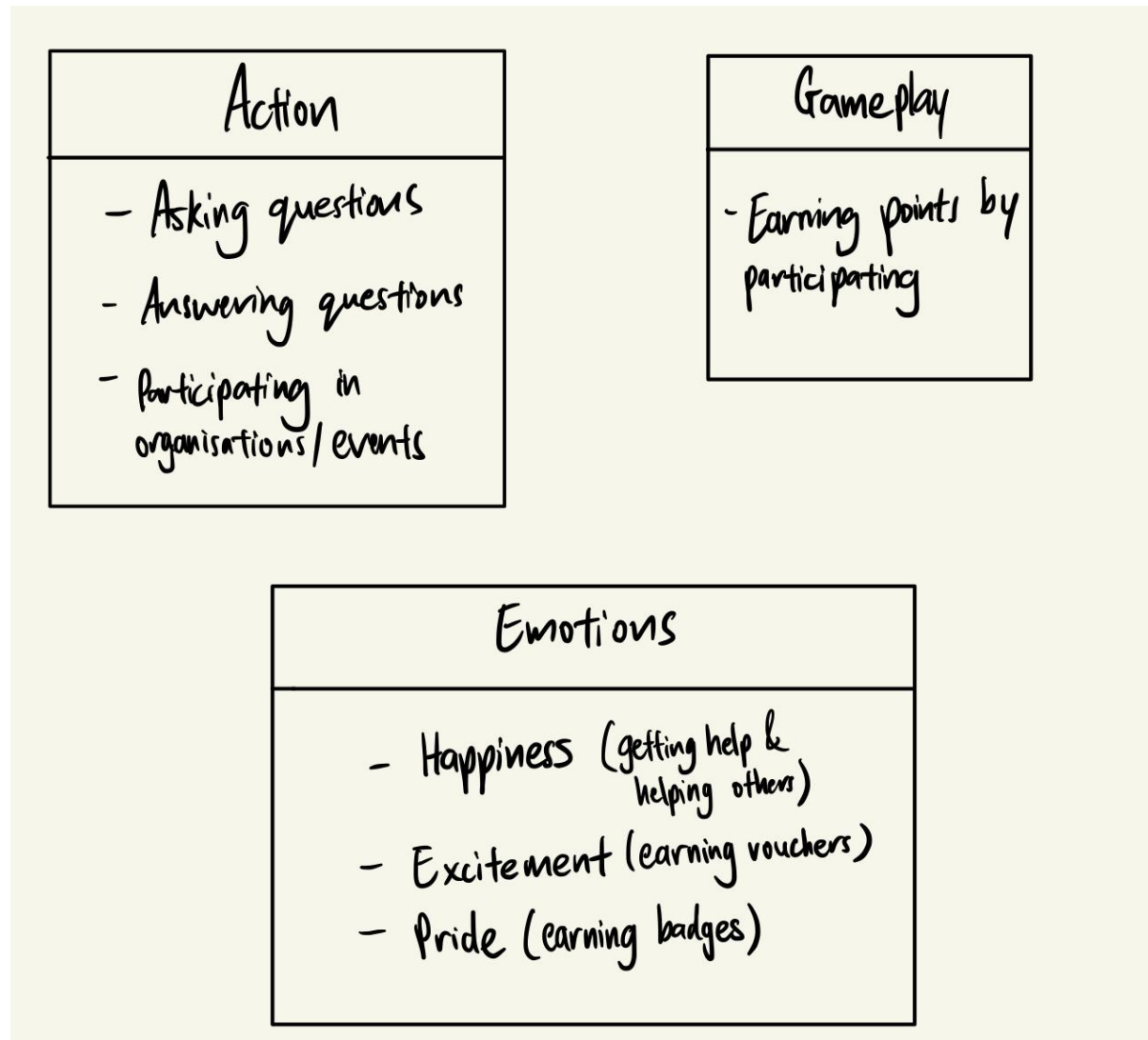
## **Extrinsic motivation**

Earning points from gaining likes on their posts which would allow them to redeem rewards like vouchers

## **Intrinsic motivation**

Earning trophies when a certain milestone has been reached (e.g. First post)

### Extrinsic AGE Framework



### Additional loops we plan to add in the future

One of the loops would be joining an event held by any of the organisations that joined the REACH site. This encourages users to join events that will be useful for them, as some of these events actually share very useful information about certain parenting issues. However, these events are not normally very well known to parents, and thus parents may miss a good opportunity to learn more about parenting. Also by introducing



rewards when joining events, more parents will be willing to join even if they initially did not want to

