THE RANKING SYSTEM

An insight into the user interaction system by Manasi Medha and Ananya Reddy

A Ranking System
Based on Accuracy and Regularity Scores

Targeted to improvise:

- User satisfaction

- Boost in accuracy rates

- Focus on guidelines

- Community building for annotators

- Market Branding and

- Limiting any increase in cost while improving work output.

User Personas

- Name: Rajiv
- Age: 20, Unmarried
- Profession: Student
- Household Status: Hosteller
- Outside Income: Extra pocket money
- Motive: Extra Income
- Time Constraint: After class hours

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User Personas

- Name: Akshat
- Age: 17, Unmarried
- Profession: Student
- Household Status: Parents, 1 sibling
- Outside Income: NIL
- Motive: Pocket Money
- Time Constraint: After school hours

- Name: Shashikala
- Age: 35, Married
- Profession: House-wife
- Household Status: Husband, 2 Kids
- Outside Income: NIL
- Motive: Engagement, cash-in-hand, individual identity.
- Time Constraint: Before school gets over

The Step-Wise System
The Log-In Setup for Rules and Guidelines

- A system where the specific guidelines of each type of annotation **stays frozen** on the screen for 15 seconds for the first time a user attempts it and the tab remains as a back-up to be viewed if they want to again as and when needed.

- Annotators can be from different parts of India, so having an option of asking their **preferred language of instruction** out of Hindi and English in the sign-up form will direct the users to the guidelines page in their preferred language, and make it more comprehensive.

The Step-Wise System
Regularity Scores

- For every correct annotation , Playment has a system of awarding the user +2 points, which can continue be used in the calculation of earnings.

- We propose using a separate scoring system with 1 to 30 (points/marks) for regularity to it (counted by the number of logged in days per month) and 1-100 (marks) denoting the accuracy % of users (ratio of attempted annotations to error-free submissions). These new set of points/marks can be used to **determine the ranks** of users, and are not to be connected with the payment

The Step-Wise System
Regularity Scores

- Every first-time login can be awarded a 'New Member' rank, which can level up to 'Rookie Annotator' on finishing the practice rounds which are not paid.

- Having a rank and certificate system with criterion like 'completing x number of accurate edits' or 'work rate for y time-period' will help boost individual performance, and act as incentive for students and other freelancers by adding value to their resume and self-esteem. It will further lead to continuity of work as users go up in ranks.

The Step-Wise System
Increasing Work-force

- Giving PDF downloadable certificates will lead to users sharing their ranks and scores on social media, and increase Playment's usage by more keen people joining the crowd, leading to stronger community building.

- Further, users at a certain level can become trainers, and communicate with newer users to guide their work, and support the presently limited set of 3 FAQs.

- The reward system will also help create a wide client base and the crowd-sourcing pool.

Certificate
of appreciation

This certificate is presented to

_____

for reaching the level of **rookie annotator**
at Playment

The Step-Wise System
The User Profile

To give the users an idea about their level of performance;

- Showing the users their accuracy rate over the past month as a statistic will not only help them strive to improve it, but also show them how close they are to levelling up to a higher rank.

The Step-Wise System
Simplifying Individual Annotation Set-ups

- Having a more comprehensive system for accuracy.

  For example:

  There are 30 different options in the product review category and picking the right one for every image is both confusing and cumbersome. Thus, grouping the categories into broader terms, say 'Incorrect Review' and showing drop-down options of 'Wrong Product', 'Spam', 'Invalid Details', 'Wrong Description' etc. will help the user not only choose more efficiently due to less clutter, but also let them correct themselves as they can go back and select a different heading if wrong.

The Step-Wise System
Simplifying Individual Annotation Set-ups

- Here also a system where the specific guidelines of each type of annotation stays frozen on the screen for 15 seconds on the first time a user attempts it. Thus, the tab remains as a back-up to be viewed if they want to as and when needed.

The Step-Wise System
Feedback from Users And Branding

- Building a community of annotators and teachers and making sure they continue working with Playment.

- On receiving their monthly certificates, a feedback survey questioning the following would give users a sense of belonging, and highlight issues faced by users.

  i)Ease of understanding and accuracy of the guidelines.

  ii)Relevance and accuracy of the practice videos on YouTube (can help increase awareness about the videos)

  iii)Website limitations (lag, freezing between submissions or crashes)

METRICS

Accuracy % of a user = (No. of accurate annotations/No. of attempted annotations)*100

Average accuracy %= ∑(Accuracy % of all users)/total number of users

Monthly average accuracy rate of new users

To see how the new system is helping new users (anyone with Playment for 3 months or less) improve their accuracy.

Crowdsourcing pool expansion

Ratio of no. of new, active members registered in 6 months before and after the implementation of the ranking system.

Brand expansion statistics

Monthly assessment of site traffic before and after implementation of the ranking system.

Thank you!
A presentation by Team ManAn