3. Product Optimisation: (5 marks)

The Jar app has an engagement feature called 'Spin to Win'.

Right now, if 100 people come to the app each day, only 23 of them try out this

spinning game. But, we know that people who spin are more likely to retain on the

app and do transactions.

Now, we want to get more people to play the game. So, the question is, how can we

make sure that at least 50 people out of every 100 who visit the app each day will

play 'Spin to Win'? What can we do to get more people interested in spinning the

wheel?

Solution:

To increase engagement with the "Spin to Win" feature and ensure that at least 50 out of every 100 visitors participate, a multi-faceted approach can be implemented.

### **1. Enhance Visibility and Placement**

Ensure that the "Spin to Win" feature is prominently displayed on the app's home screen. Consider using eye-catching visuals or animations to draw attention to the game.

Push Notifications: Send daily push notifications to remind users about the opportunity to spin and win.

### **2. Incentivize Participation**: Introduce a system where users are guaranteed to win something with every spin, even if it’s a small amount or a token reward. The certainty of getting a reward, no matter how small, can motivate users to participate.

### **Streaks:** Implement a streak system where users who spin the wheel consecutively for several days receive bigger or more valuable rewards. This not only encourages daily engagement but also leverages the psychology of maintaining streaks.

### **3. Gamify the Experience Further**

* **Progressive Jackpots**: Introduce a progressive jackpot where each spin contributes to a larger community reward that one lucky user can win.
* **Spin Challenges**: Create challenges where users need to spin a certain number of times in a week to unlock special rewards or enter exclusive contests.

### **4. Time-Limited Events:** Occasionally introduce limited-time events where the rewards for spinning are significantly higher or exclusive. Limited-time offers can create a sense of urgency and FOMO (fear of missing out), driving more users to participate.