



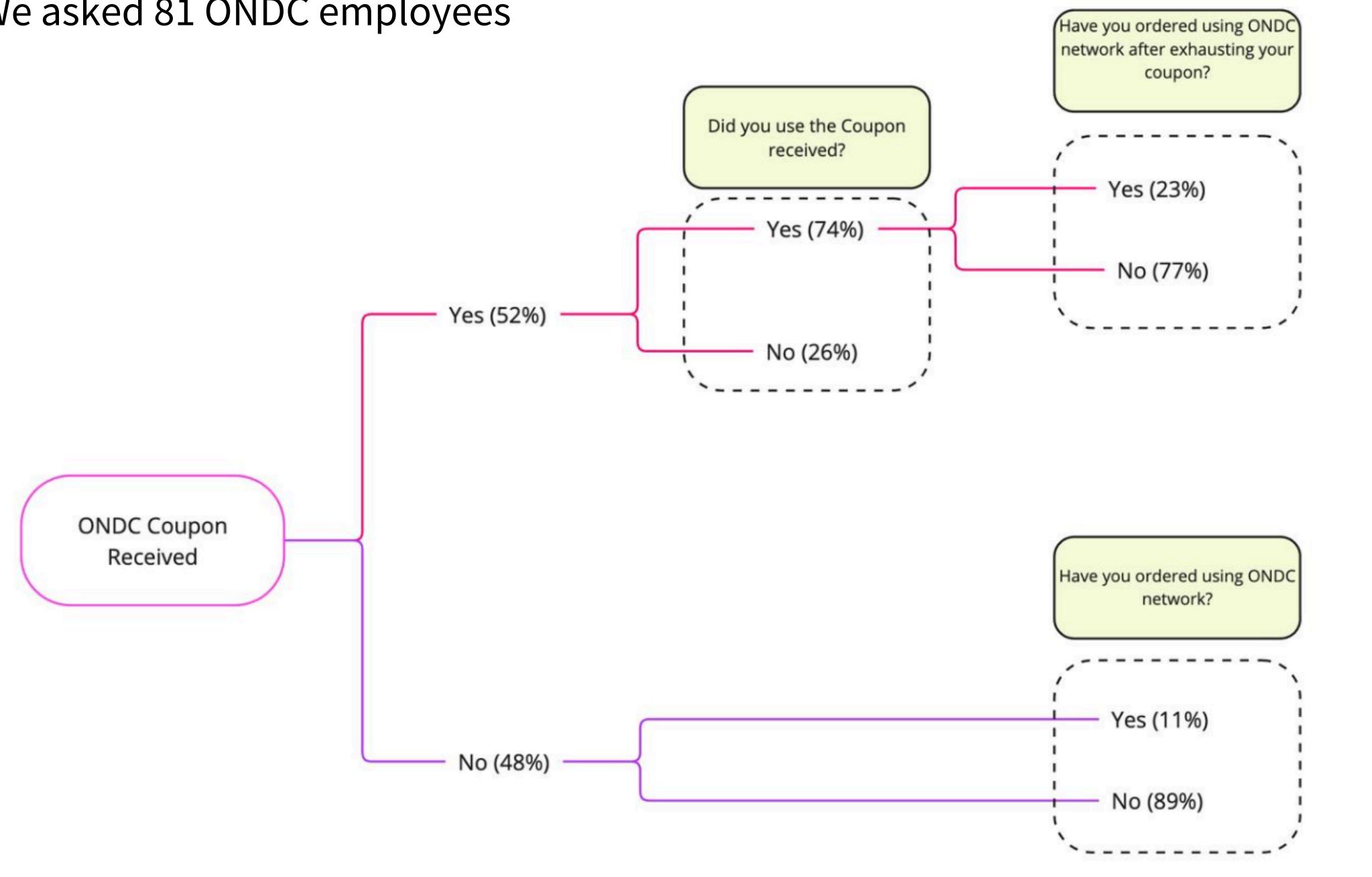
AARAMBH

ORDER.PLAY.DOMINATE



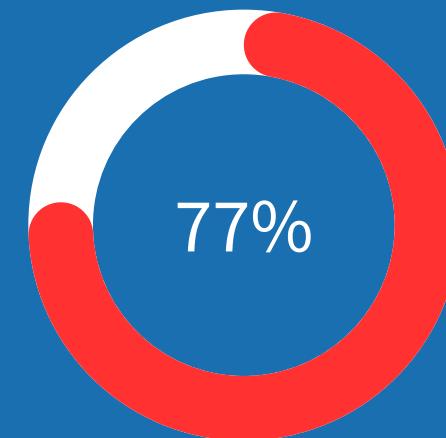
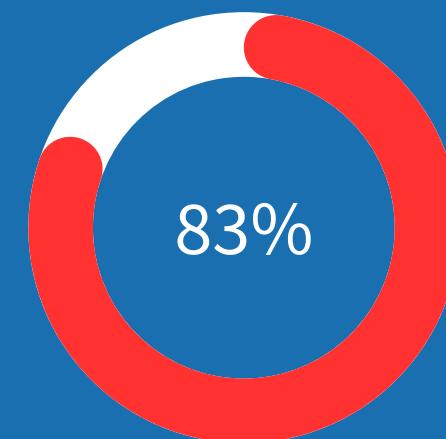
CAN A SINGLE SURVEY REDEFINE STRATEGY? IT DID FOR US!

We asked 81 ONDC employees



Breaking Habits is Hard

Audience Sticking to Their
Usual Apps → INERTIA



Inertia, a Tough Nut to Crack
initially motivated by GREED
moved back to their original
habit → INERTIA

WHAT DEFINES [SUCCESS] FOR AARAMBH

ORDERS PER DAY [OPD]

To increase the average orders and GMV per person by existing and new customers

HABIT SHIFT

Encouraging repeat transactions to drive habit shift



DEMAND GENERATION

Activation of dormant customers and acquiring new customers

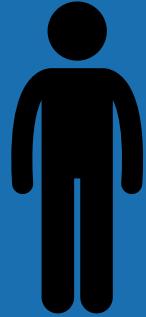
NETWORK MINDSHARE

Leveraging Gamification techniques like Quests, PBL and challenges to engage people

**WHAT IS [SUCCESS]...
...UNLESS SUPPORTED WITH [DATA]**

USER [PERSONA]

Before



Dormant Users
0 - 2 orders per month

70%
32



Frequent Users
3 - 5 orders per month

20%
9



Power Users
5 - 10+ orders per month

10%
5

IMPACT ON [USER PERSONA]



Dormant Users
0 - 2 orders per month

Before

70%
32

During

21%
10



Frequent Users
3 - 5 orders per month

20%
9

33%
15

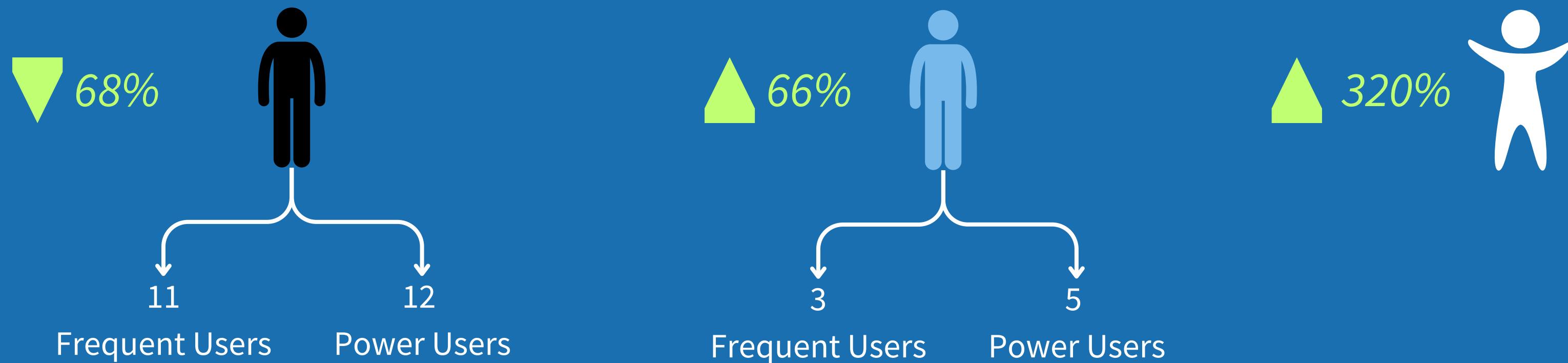


Power Users
5 - 10+ orders per month

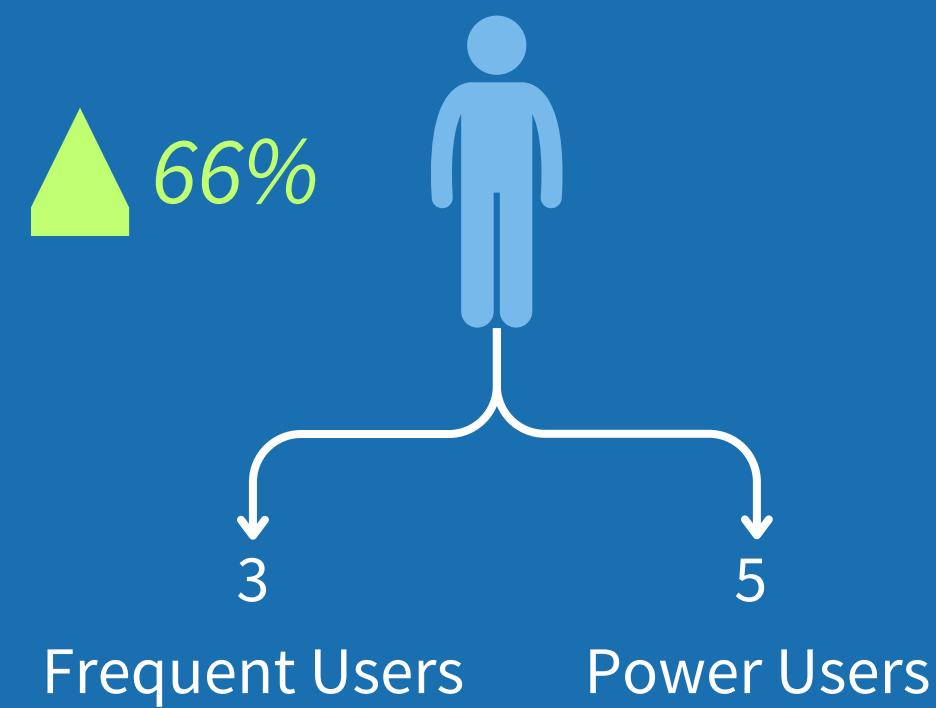
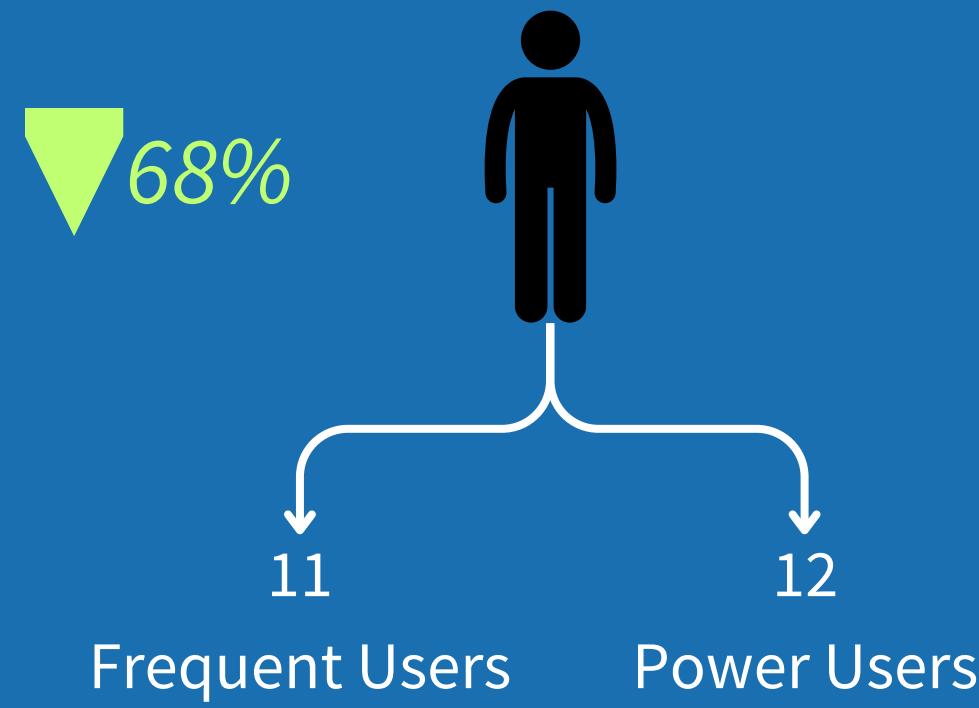
10%
5

46%
21

CHANGED THE [USER BEHAVIOR]



BUT .. [DID WE REALLY]



IMPACT ON [USER PERSONA]



Dormant Users
0 - 2 orders per month

Before

70%
32

During

21%
10
▼ 68%

After

41%
19
▼ 40%



Frequent Users
3 - 5 orders per month

20%
9

33%
15
▲ 66%

41%
19
▲ 111%



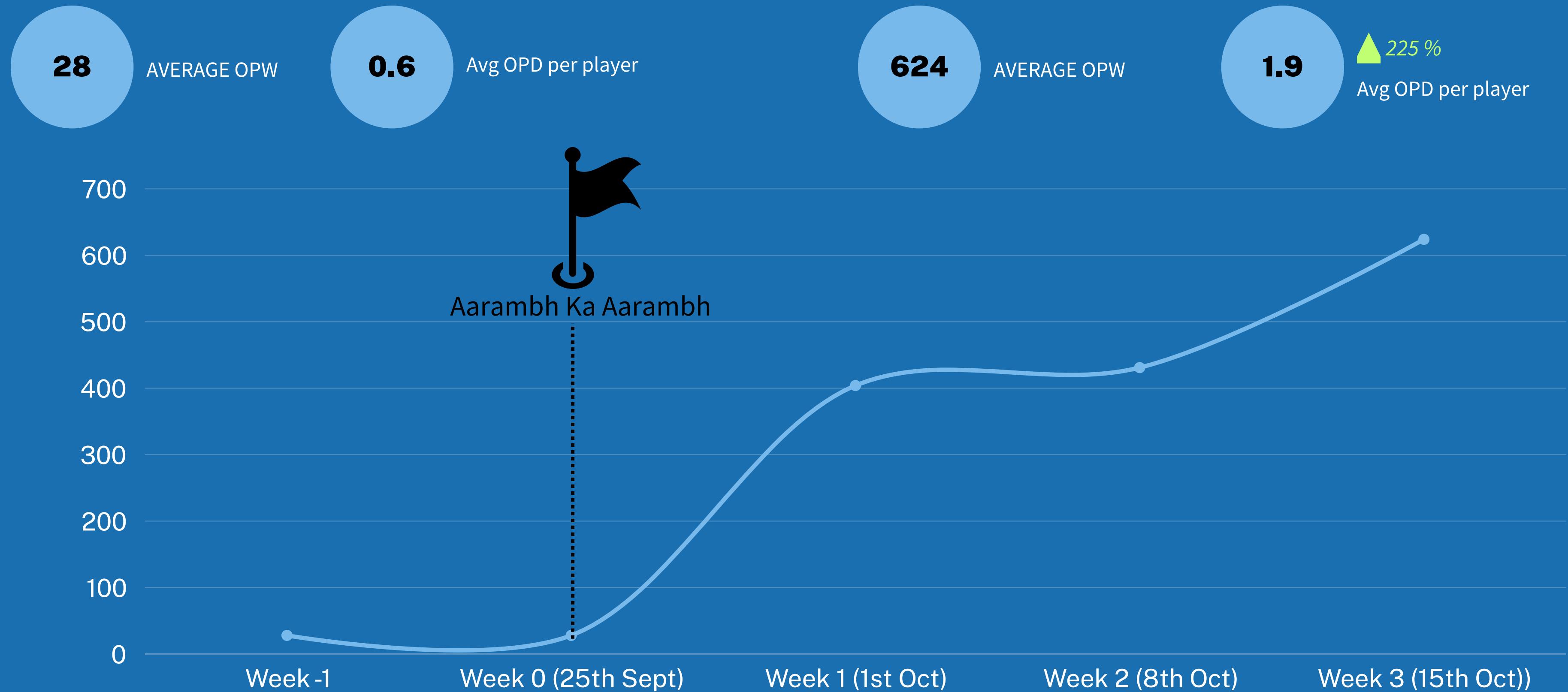
Power Users
5 - 10+ orders per month

10%
5

46%
21
▲ 320%

18%
8
▲ 60%

IMPACT ON [ORDERS]



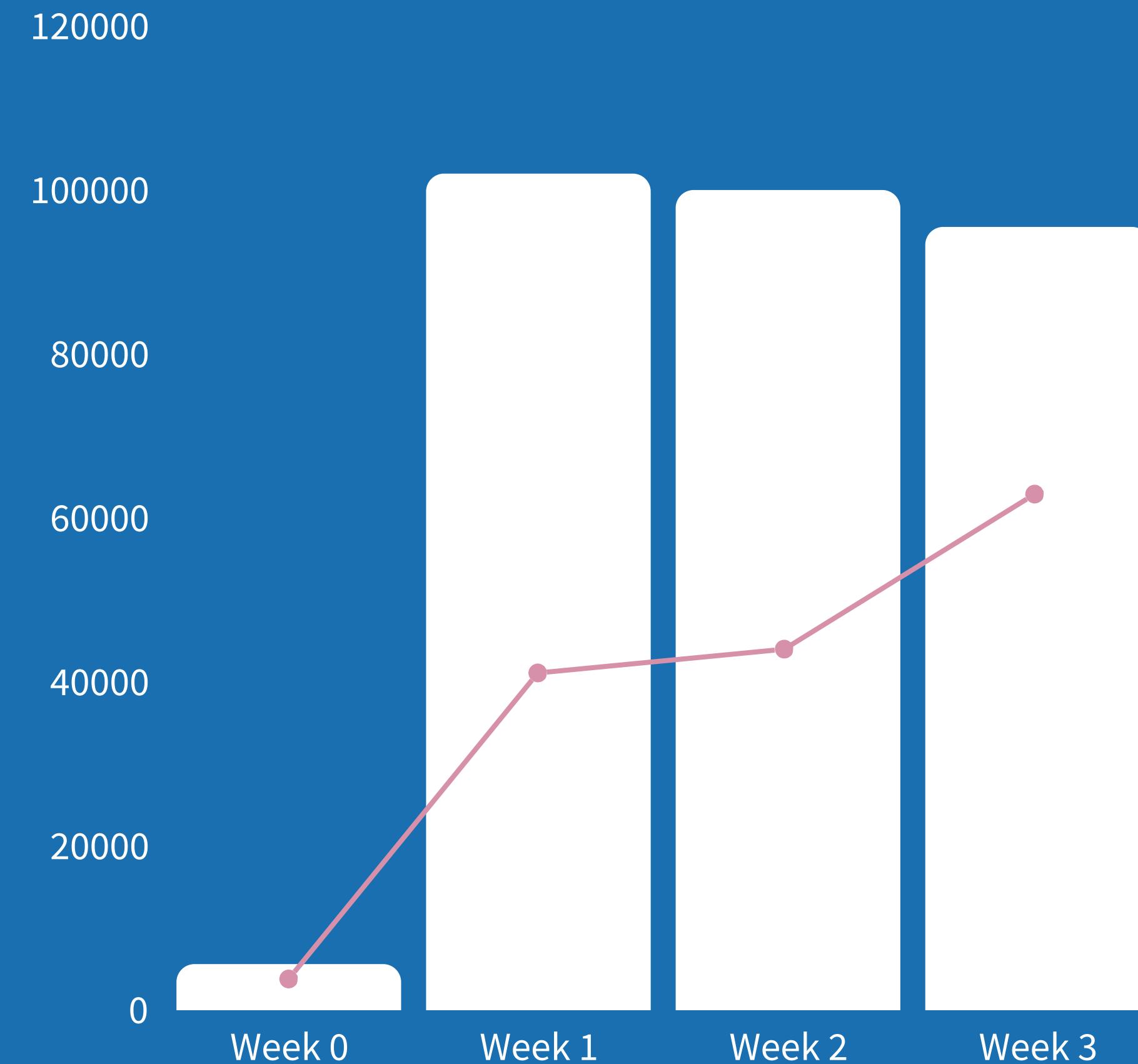
IMPACT ON [GMV]

393

▲ 96.5 %
INR average ticket size
per player per order

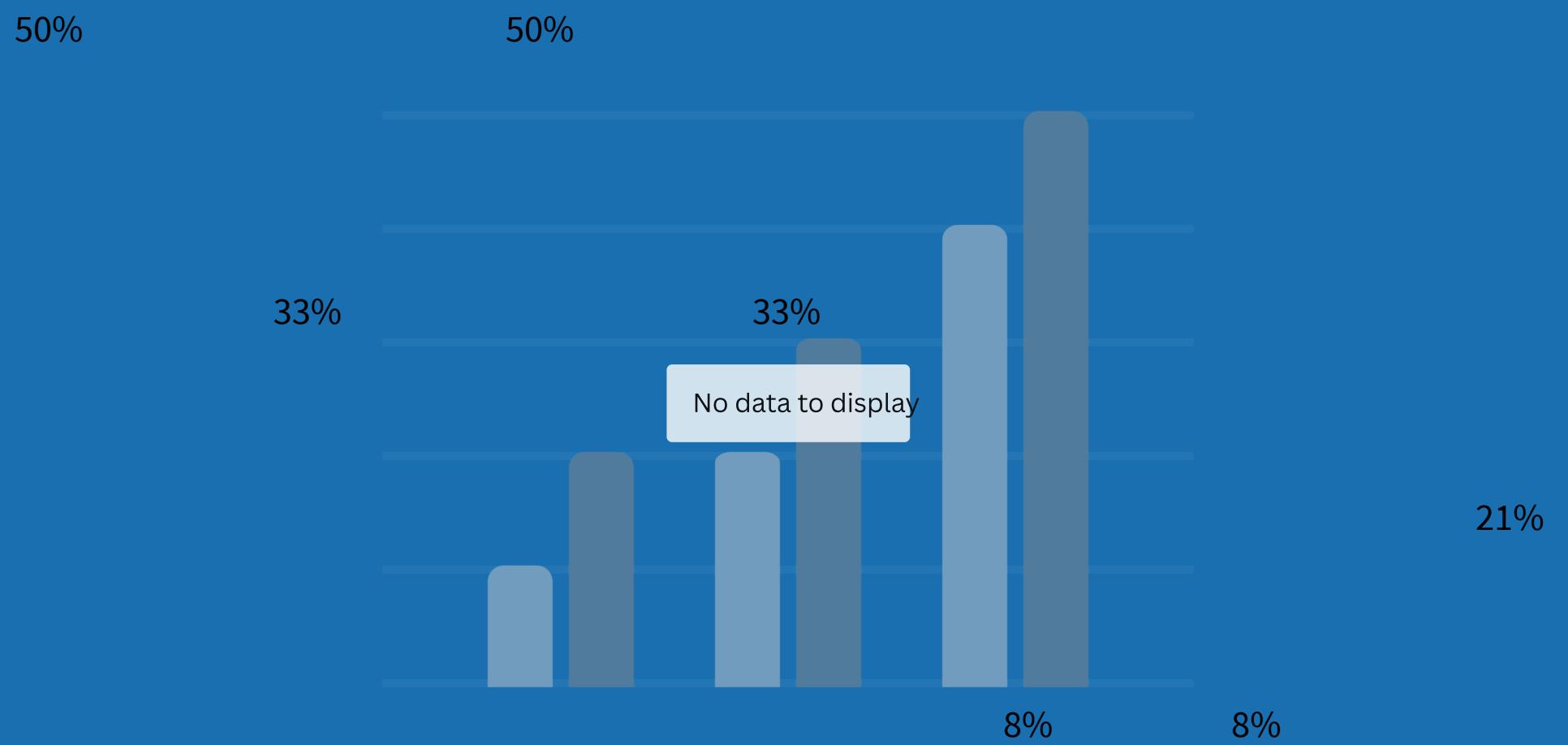
₹ 99K

▲ 17x
Average week GMV

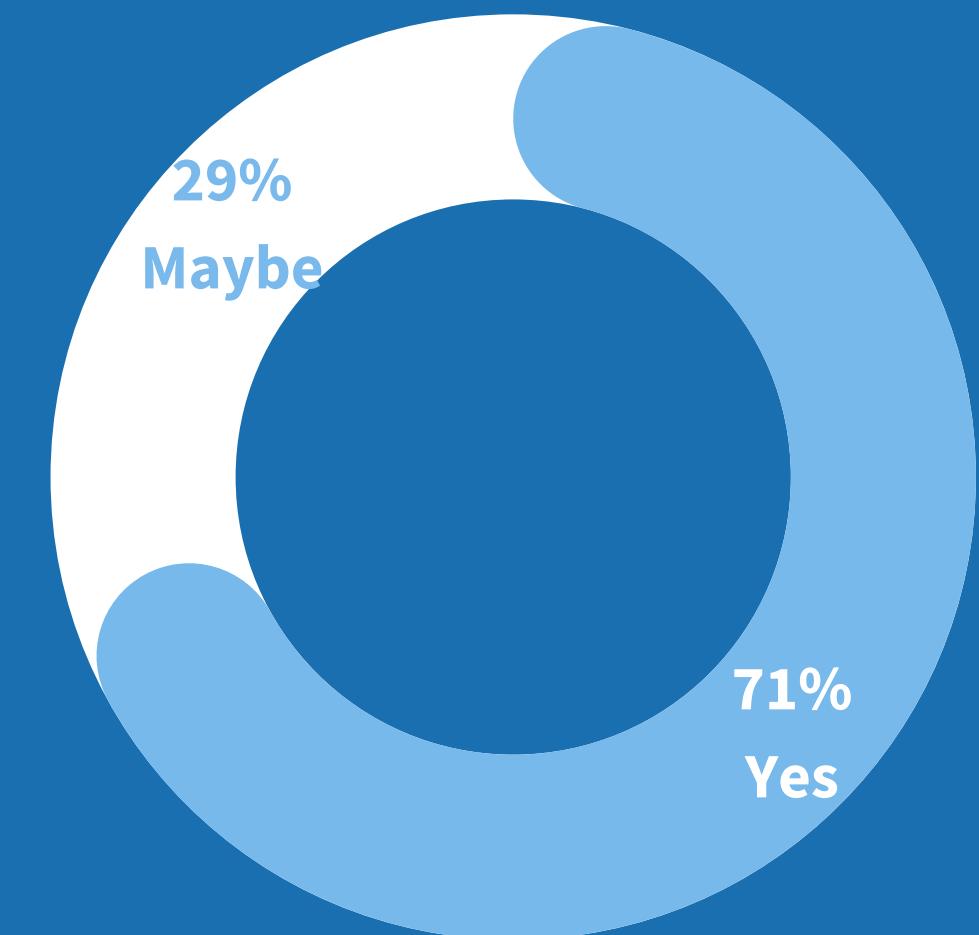


WHAT [WORKED] FOR US!!

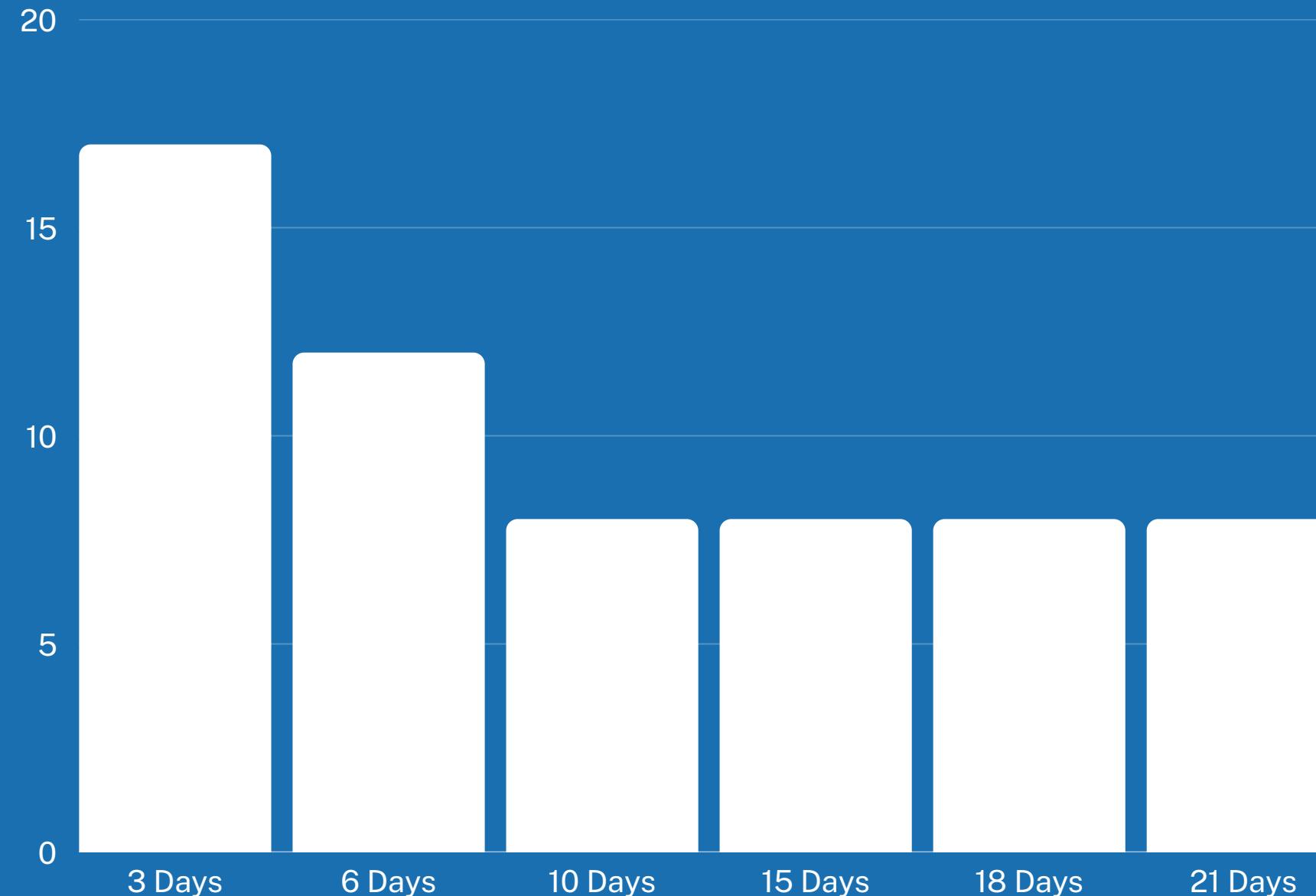
GAMIFICATION MECHANICS



Will Users stick on ONDC Network
post AARAMBH ?



PLAYERS MAINTAINING STREAKS



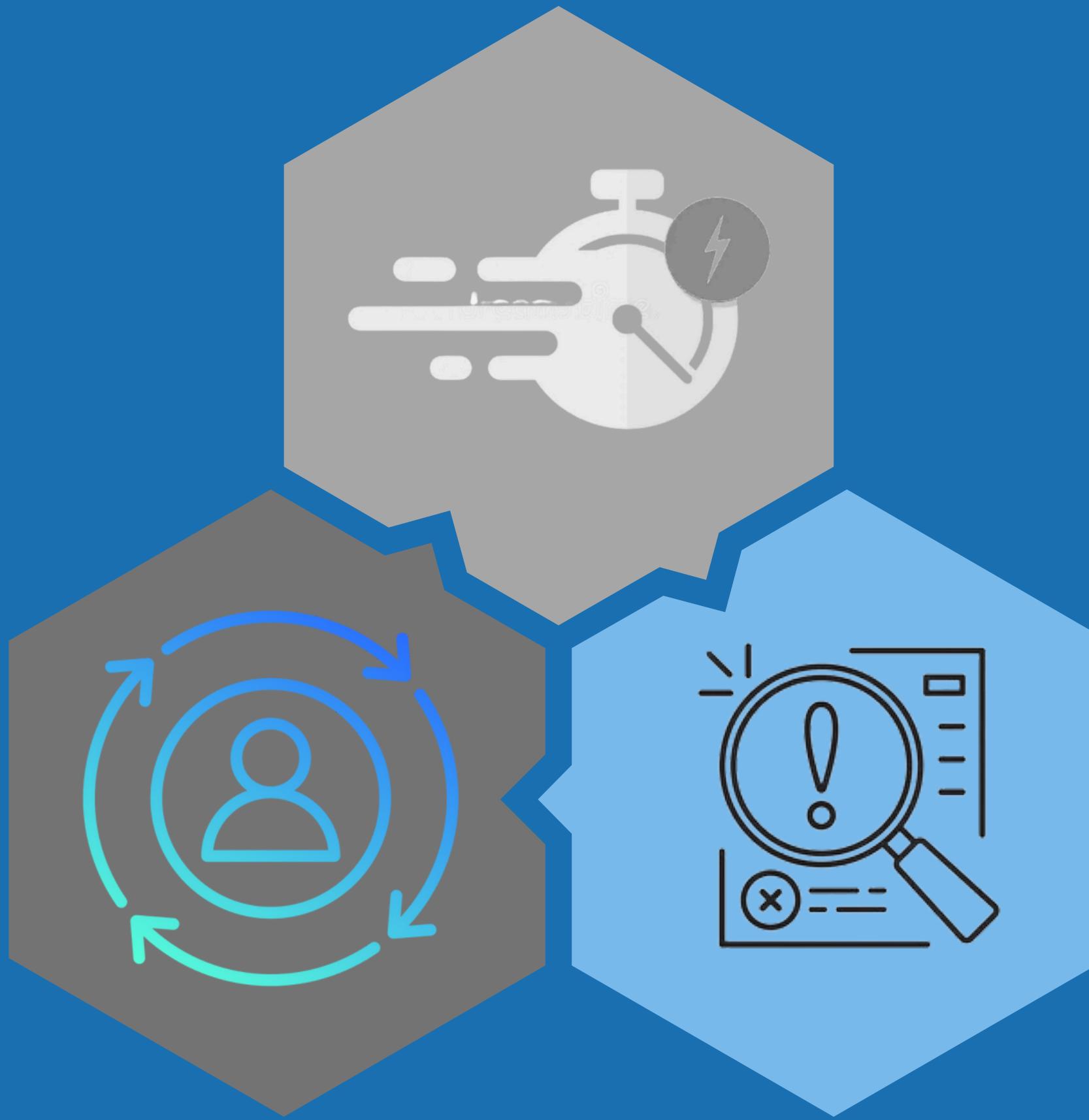
Players consistently placing orders over consecutive periods, unlocking rewards and bonuses that encourage continuous engagement and sustained activity.

IMPACT OF [GAMIFICATION]





WHAT [DIDN'T] WORK!!



PROGRAMMED TRIGGERS

The triggers lacked precise timing and specificity due to being manually sent by individuals.

PERSONALIZATION

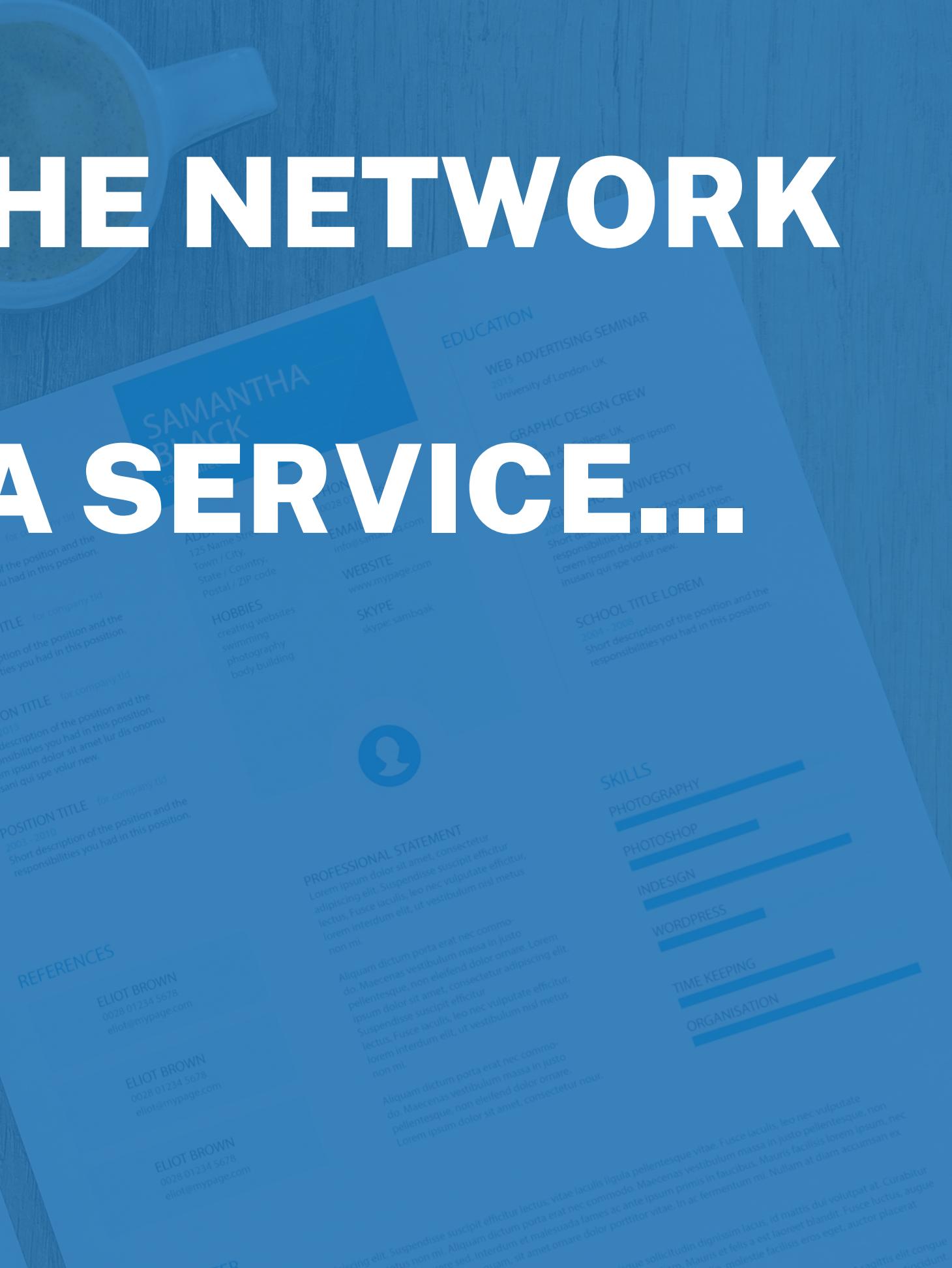
Further optimisation of the triggers will come by automation of data. Send more triggers where action probability is higher.

ORDER EXPERIENCE ISSUES

Players faced issues like Order Cancellation, Sellers/Product not available, Fulfilment Issues etc

READY TO GAMIFY THE NETWORK

GAMIFICATION AS A SERVICE....



BUT BEFORE....WHAT ARE THE OPPORTUNITIES

Lack of Cross-Platform Interoperability

Internal gamification is often isolated within a single app, which limits users from engaging in the same gamified experience across different platforms, reducing continuity and engagement.

High Development and Maintenance Costs

Building an in-house gamification system requires significant time, technical resources, and ongoing maintenance, leading to high costs that smaller apps may struggle to afford.

Complexity in Sponsorship and Reward Sourcing

Sourcing sponsorships, rewards, and incentives can be challenging, as individual apps may lack the scale to attract sponsors

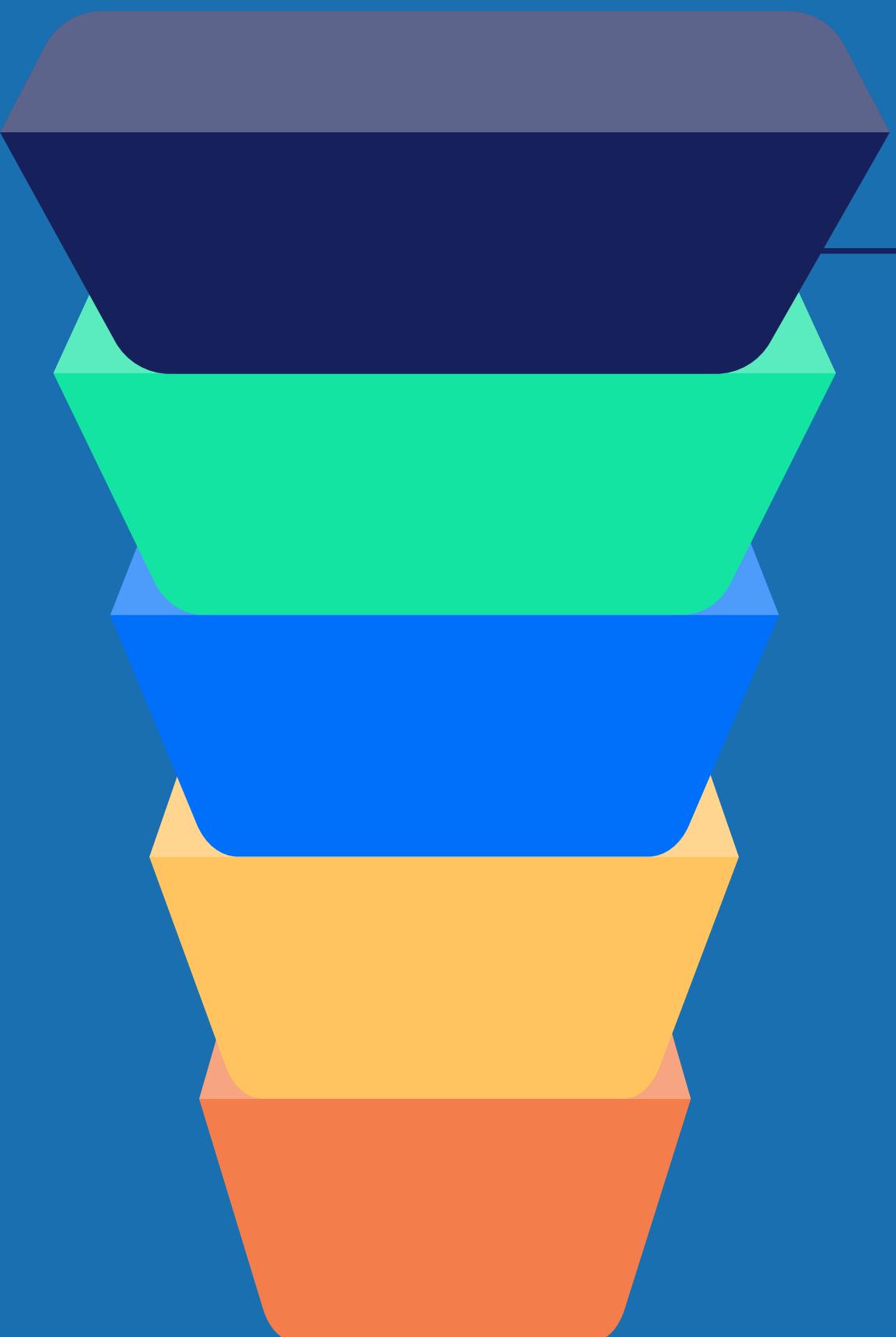
Inefficiencies in User Engagement and Personalization

Personalising gamified content based on behavioral data requires sophisticated analytics, which smaller apps might lack

Resource Constraints for Innovation

Adding innovative game elements (e.g., leaderboards, streaks, time-sensitive rewards) requires a dedicated team, which can be a strain on smaller teams

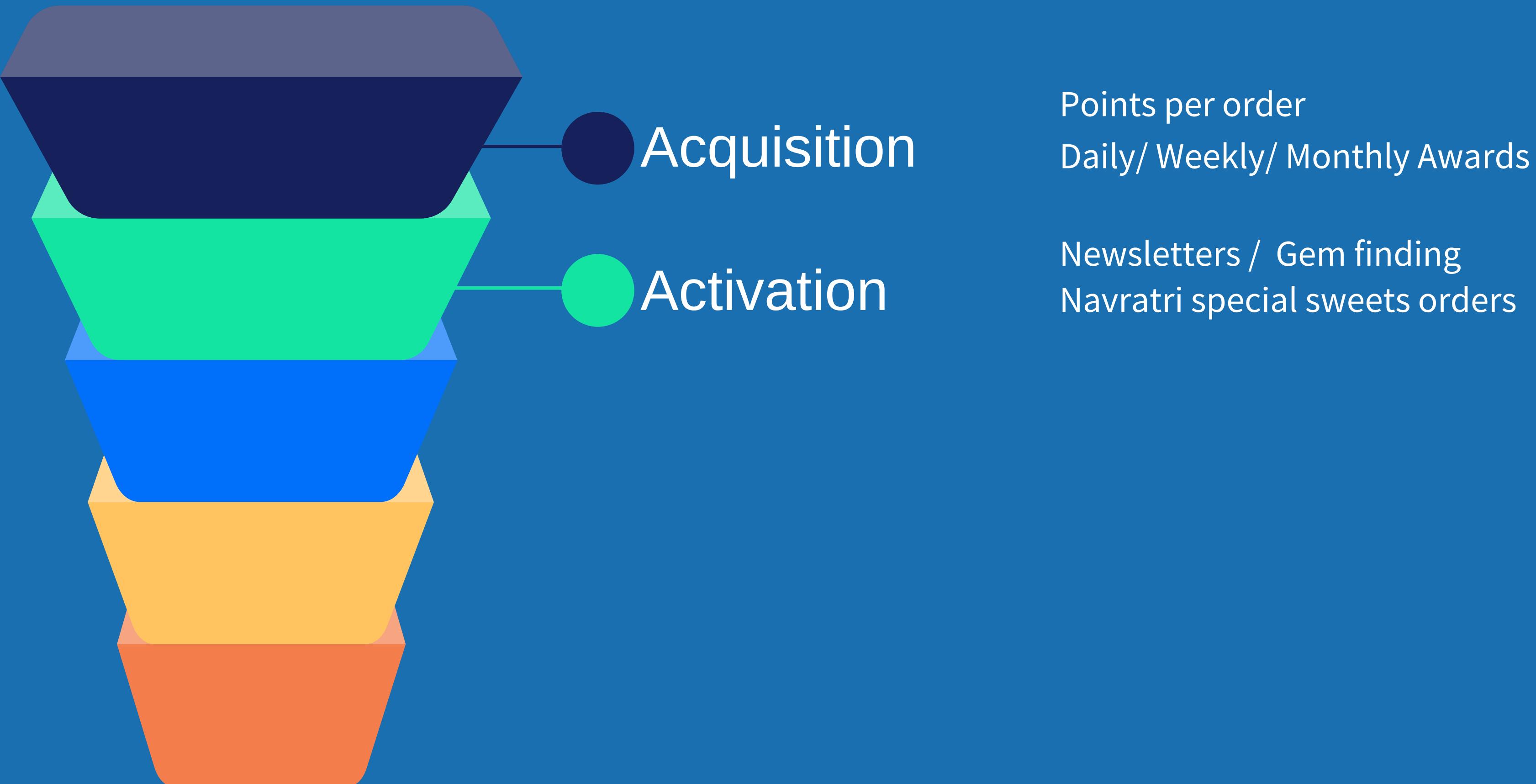
GROWTH FOR BUYER APPS



Acquisition

Points per order
Daily/ Weekly/ Monthly Awards

GROWTH FOR BUYER APPS



GROWTH FOR BUYER APPS

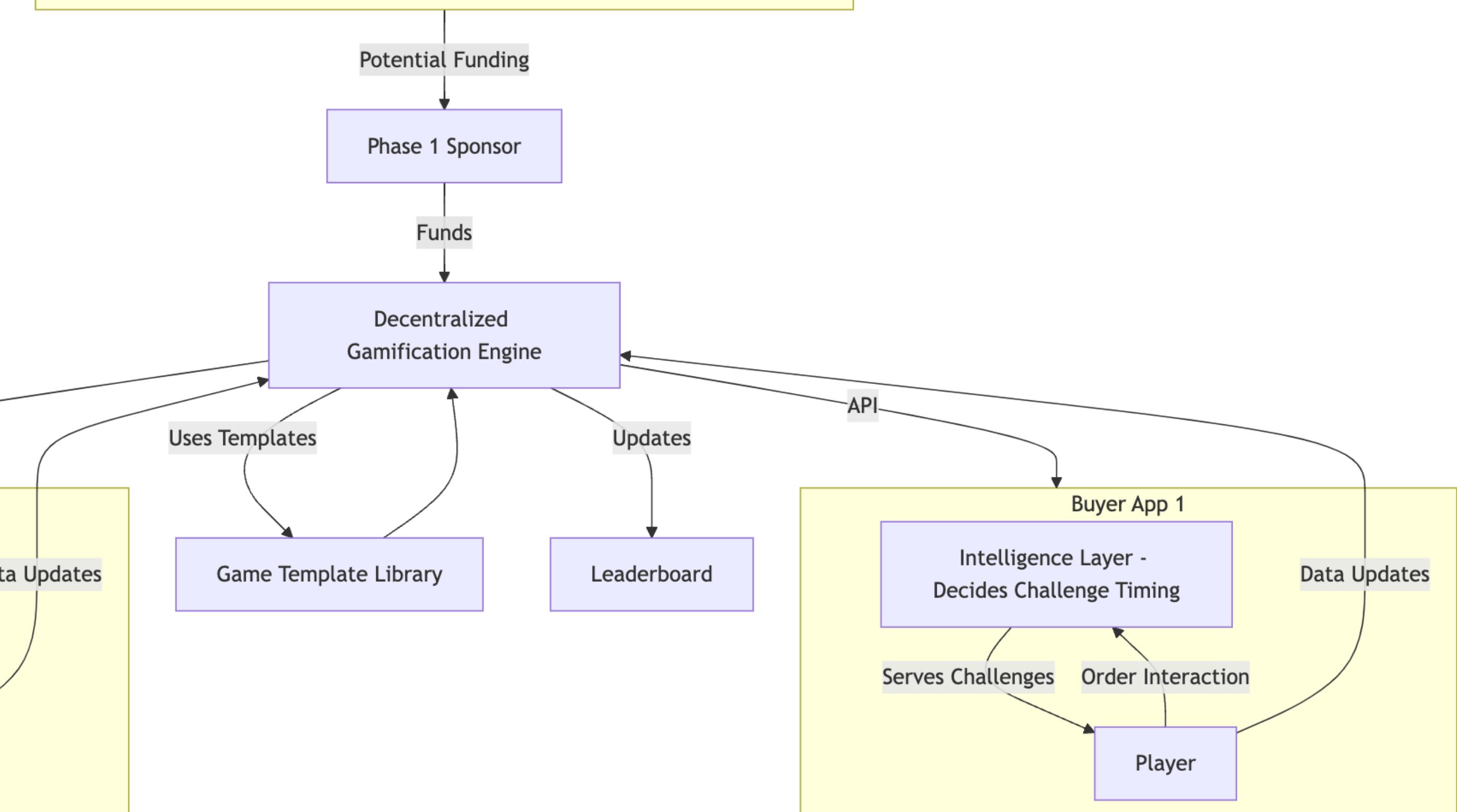
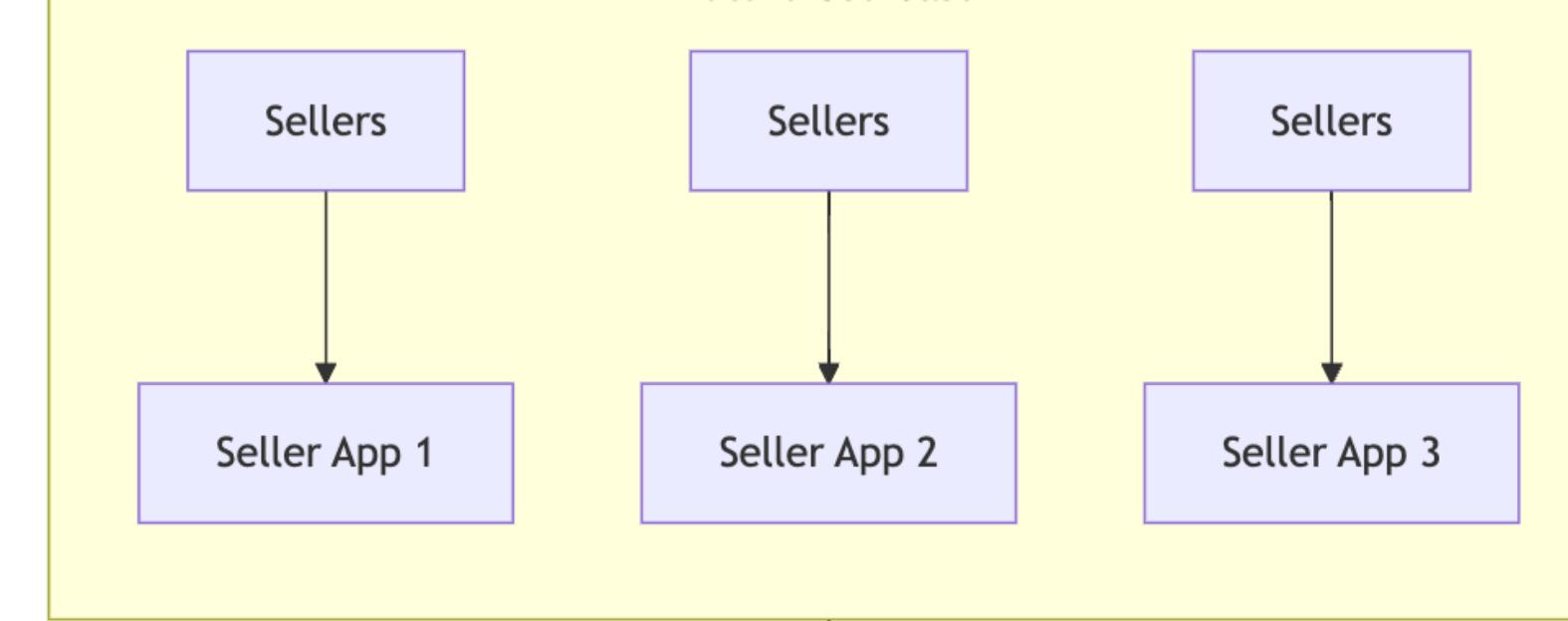


GROWTH FOR BUYER APPS



GROWTH FOR BUYER APPS





**The best weapon is the one
that you have to fire only ONCE....**