**Initial motivation and continued motivation.**

Endowed Progress is a Psychological phenomenon that indicates that when consumers are given artificial progress towards a goal, they will be more likely to persist and carry out tasks to reach completion.

A study carried out by Nunes and Drѐze demonstrated this effect by giving participants reward cards for car washes. Some participants had already had reward points on their cards (endowed progress) while others did not. Of the two conditions, Nunes and Drѐze found that those in the endowed progress condition were more likely to buy the required amount of car washes to get the free one, thus reaching goal completion (Nunes and Drѐze, 2006).

According to Madigan (2010), when applying this effect to game design, it is easier to reframe a request to give the player perceived progress. For example, instead of giving players the goal of rescuing ’10 slaves’ from an NPC, why not give the quest after already freeing 2 of them? The actual amount remains unchanged in terms of progress but using endowed progress leaves players remaining persistent and more likely to finish the task.

E.g. 0 slaves out of 10 slaves rescued VS 2 slaves out of 12 slaves rescued.

For our group game, the simplest way to achieve this effect would be supplying the player with some seeds / creatures with minimal to no effort to begin with, during the opening hour of the game. This should drive the player to continue to gather more of both seeds/creatures and then fill out their creature index.

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A similar effect can be applied to this game as well. Instead of having players discover each creature and add them to an index, if we already have the exact number of creatures readily viewable to players (without showing the creatures themselves), they will then have a visible goal to achieve.

This could work in conjunction with the Goal Gradient Effect, which is a phenomenon described by behaviourist Hull where he observed rats increasing acceleration the closer they were to achieving a food reward. This behaviour is also demonstrated by people, who ‘make more of an effort the closer they are to earning rewards’ (Song, T.H., Kim, S.Y. & Ko, W.L, 2017).

While ensuring that players feel the need to persist early on is achievable by utilising endowed progress, as designers we should be able to increase the players need to reach completion and thus keep them playing until that point.

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