

Written Assignment 3

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1. Define business objectives

ShareAll charges a small transaction fee whenever Shares are generated, traded, or spent. The more activity, the more money ShareAll makes. Therefore, the main objective of the gamification will be to increase the profits of ShareAll by encouraging activities that generate, trade, or spend shares.

2. Delineate target behaviors

ShareAll charges a small transaction fee whenever Shares are generated, traded, or spent.

- Exchange share for real money: This can promote the trade of shares.
- Share items: Users can generate more shares by sharing any product or service. It can also provide opportunities for users to complete tasks for others.
- Volunteer time to complete tasks for others: Users can generate more shares by completing tasks from others. In turn, this can also motivate people to post more tasks and generate more shares.

3. Describe your players

The target customers are people who are passionate about (or at least comfortable with) tech and e-commercial.

Demographics ages:18-40

Gender: both

Education background: collage, collage graduate

Income: medium (\$60000-\$89999), high (\$90000+ per year)

Location: dense urban environment

Family life: without children

4. Devise activity loops

This would be the feedback offered by the system:

- 1) Point: For different activities, users can gain different points. For example, login into the system,

sharing products and service, completing the tasks from others, etc.

- 2) Level: Users would progress through the system by accumulating points (progression loop). The higher level users reach, the more access users can have, the more function users can use.
- 3) Badget: For different activities, users can collect different badgets.

5. Don't forget the fun!

The following incomplete list mentions a few tasks the system envelops, that can be seen as elements of fun.

Exploring: There are different tasks in the ShareAll. Users can explore the platform and find interesting tasks.

Problem solving: By completing tasks for others, users can not only generate more shares but also gain the sense of accomplishment in solving problems.

Socializing: Collaborative consumption inherently involves repeated interaction with new people.

Collecting: The more tasks users share or complete, the more badgets they can get.

6. Deploy the appropriate tools

The appropriate tools for a ShareAll gamification system are:

- 1) Awards for completing tasks
- 2) Awards for bring in new prodects and servicee
- 3) Badgets for different activities
- 4) Social integration to increasing ser stickness