

CRED - GAMIFICATION



Product Teardown [10/10]

Why Gamification in Products

Gamification takes advantage of the techniques used to make games and applies them to Products / Apps to make them more fun and engaging.

The more fun and engaged a person is when using the product, the more motivated they are to use it further. This creates a hook for the user to stay on the product for a longer time and add value to the Business

01

Increases User Engagement and Retention

02

Leads to Cross product funnel conversions

03

Increases User Adoption rate

04

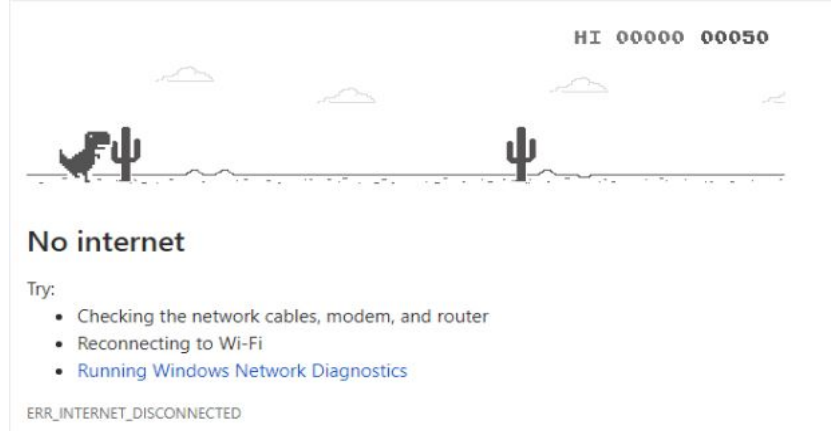
Drives users to invest further in the product

05

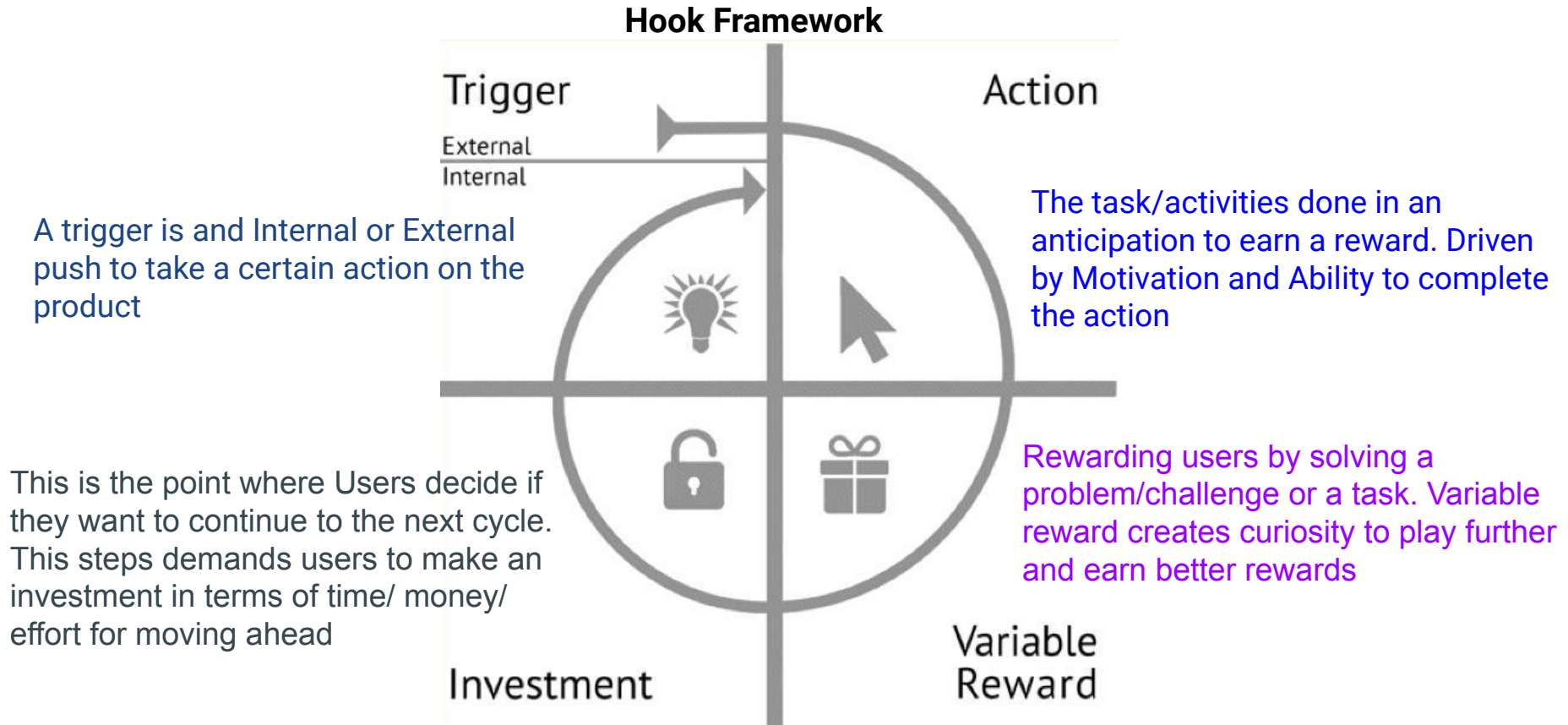
Binds the Users mentally/ emotionally with the product

06

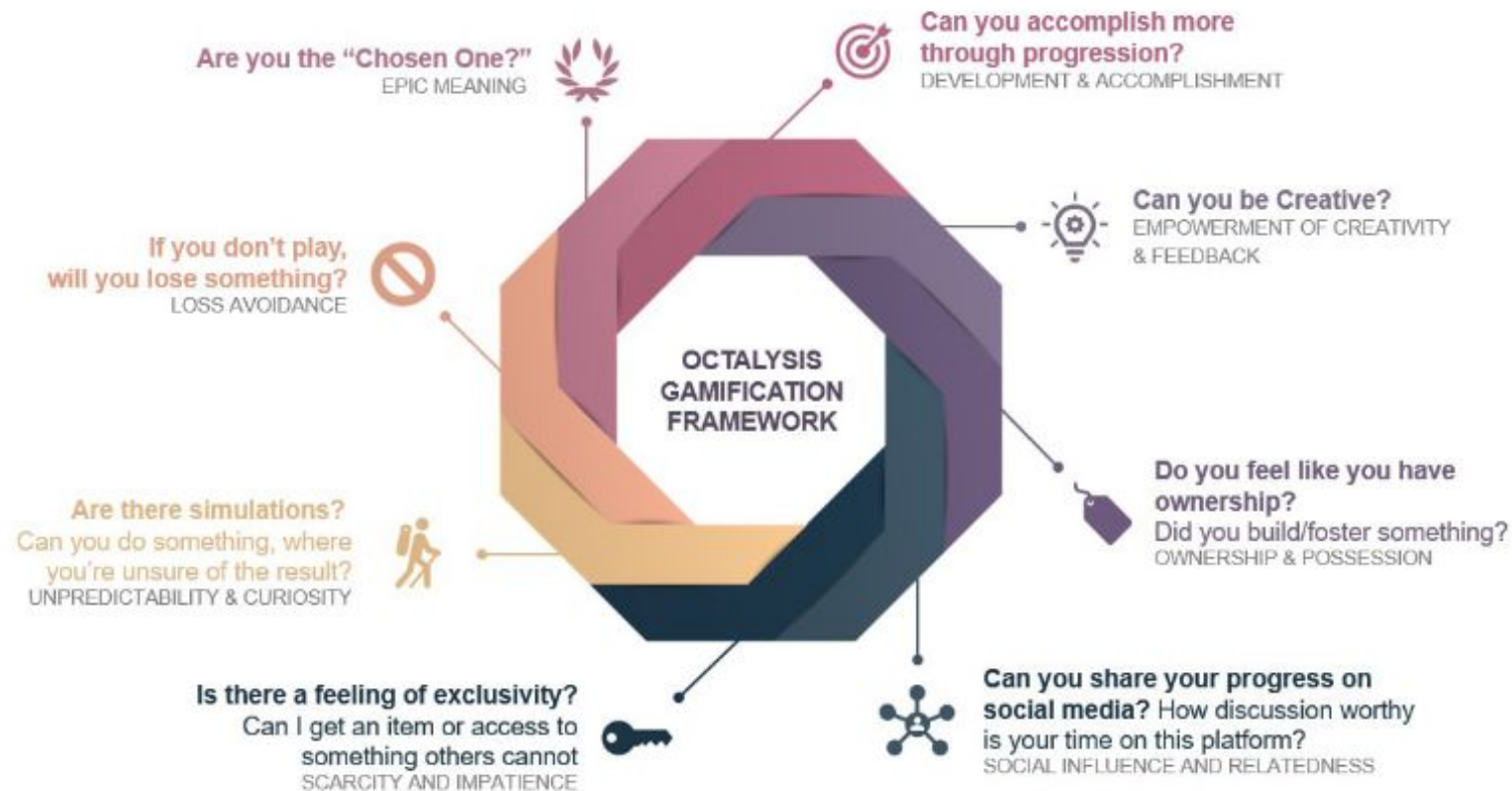
Enhances post purchase Customer Experience



Popular Gamification Frameworks - 1



Popular Gamification Frameworks - 2



Types of Gamification concepts



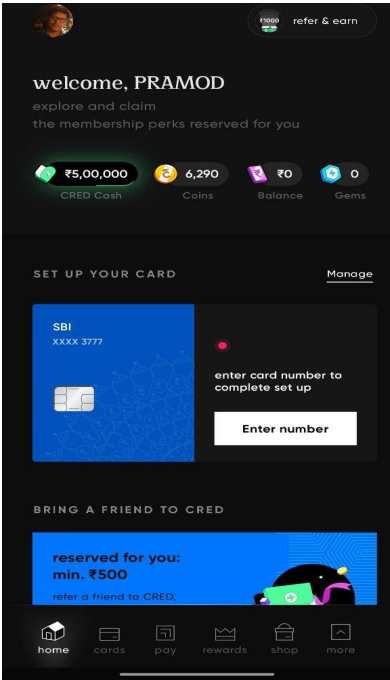
GAMIFICATION CONCEPT



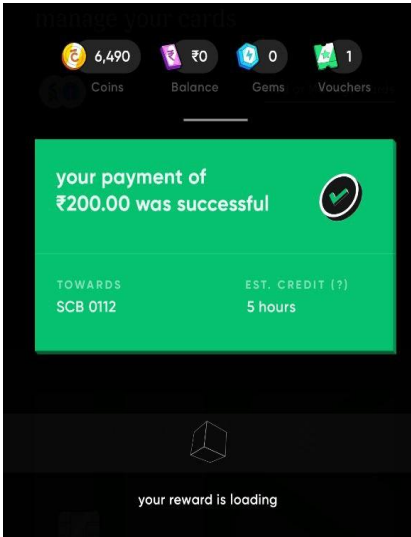
CRED Gamification features

Mini Games	CRED Spin wheel games
Quiz	CRED Predict and Win
Scratch Coupons	CRED Pay
Challenge	CRED Streak , CRED Gems (based on Referrals)
Variable Rewards	CRED Rewards
Jackpot	CRED Bounty/Jackpots
Cashback/Money	CRED Balance, CRED Coins
Discount Coupons	CRED Vouchers

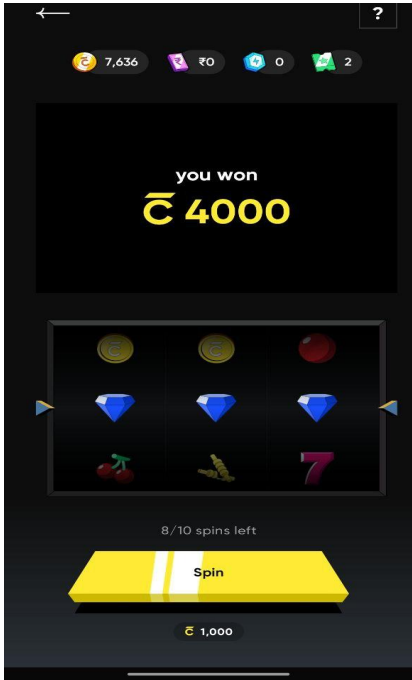
CRED Coins App Journey - Earning Coins (Trigger & Action)



All the Rewards visible at the top giving a glance at the treasury

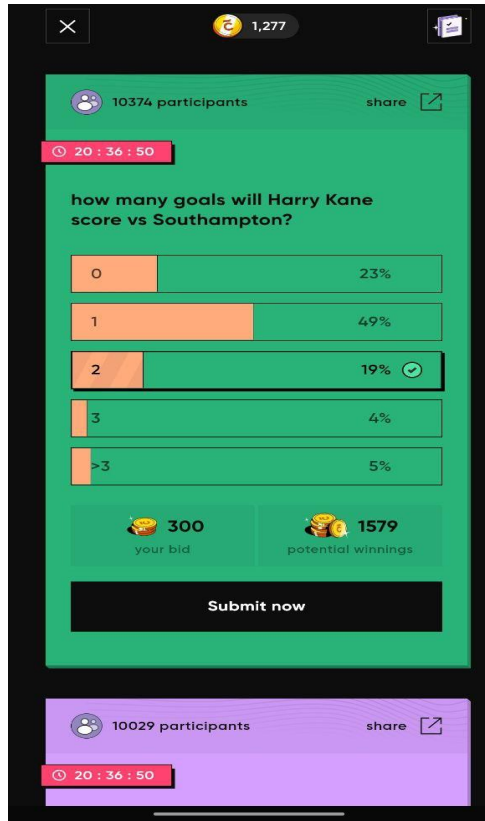


Earn coins on the Credit card and other bill payments

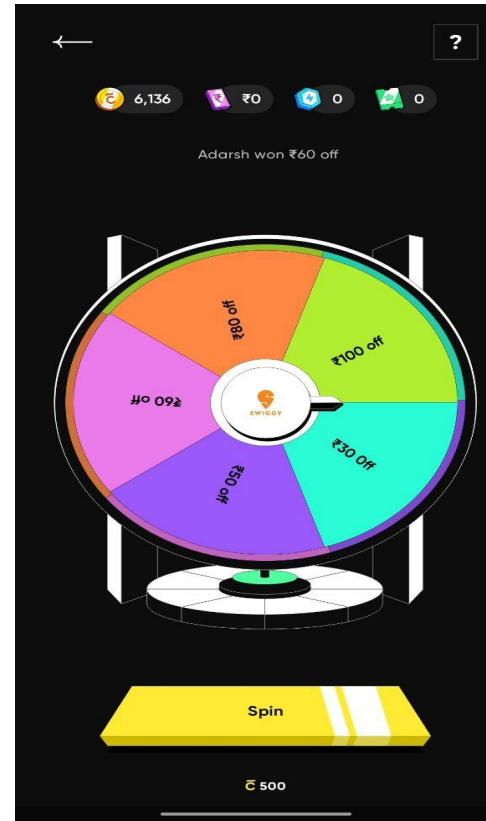


Games to earn Coins - Spend coins to earn more coins

Using Coins to play games (Variable Rewards)

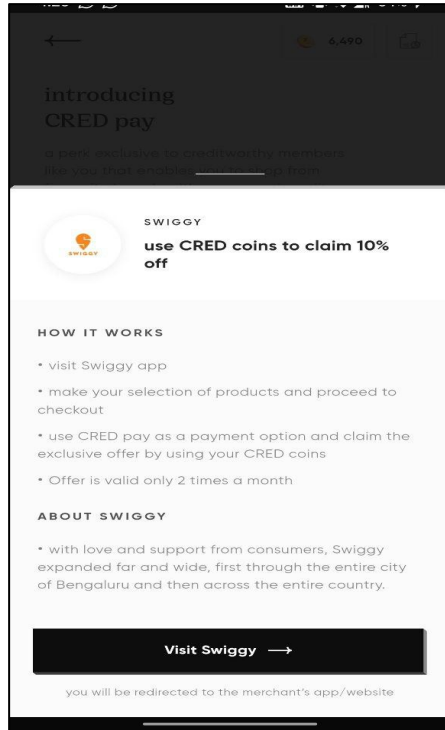


Coins can be used to play quizzes

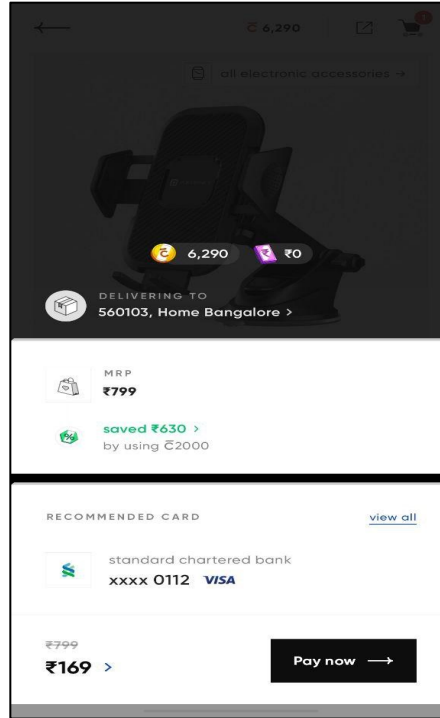


Coins can be used to play spin wheel and win variable offers /cashbacks

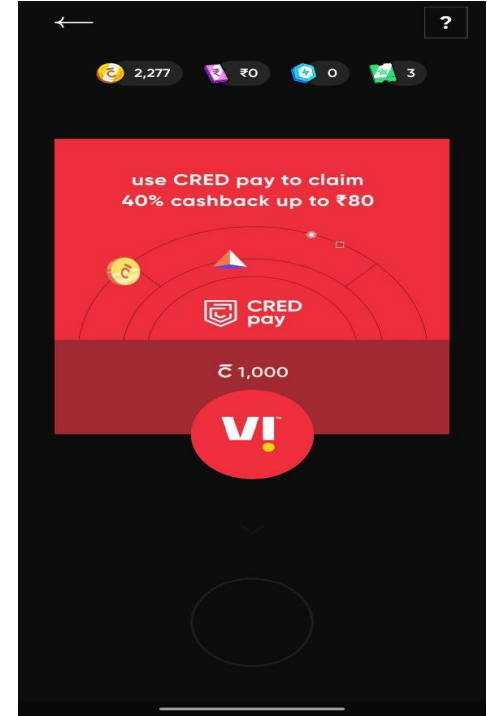
Coins for shopping and App Offers (Investment)



Coins can be used to get offers on many apps (Swiggy)



Coins used to get offers and buy on CRED Shop



Coins can be used to get multiple offers on Bill/Recharges

Key Metrics for CRED Coins (Proposed)

Product North Star



**Avg #Coins spent per user
for transacting on CRED**

1
LEVEL

Avg #Coins spent per user
on Offers/other apps

Avg #Coins spent per user
on games

Avg #Games played per
user using coins

2
LEVEL

#Coins earned per User on
CRED transactions

#Coins earned per user on
Games played

Customer Satisfaction
(NPS)

Guardrail Metrics

Decrease in usage of other
rewards (Voucher/Cashbacks)

Thanks!

Contact me on below for feedbacks, discussions and further connections:

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