

# ENTICE DATA CONTRIBUTORS WITH A LUCKY DRAW PRIZE

Collecting data is not easy as it sounds. Many people don't share data on their own even after knowing that sharing data can benefit the business or themselves. In order to collect data, people need an incentive, which can be done by a lucky draw.

This lucky draw will give the possibility for potential contributors to be gifted with a prize in return of providing the business with data. These prizes could include winning a gift card to the business, or winning a free meal.

We create a survey of required questions to be answered which gives patrons a platform to share data and note their names. At the end of the survey, patrons can share a photo of their dish as a proof. Once the patrons' submit their answers, they are automatically entered in the draw.

LUCKY DRAW FOR DATA CONTRIBUTORS

		MINDFULL	MINDFULL	MINDLESS	MINDLESS
		<i>encourage</i>	<i>discourage</i>	<i>encourage</i>	<i>discourage</i>
ACTIVISING A DESIRED BEHVIOUR	<i>externally-imposed</i>	X			
BOOSTING SELF CONFIDENCE	<i>externally-imposed</i>	X			
BOOSTING SELF CONFIDENCE	<i>self-imposed</i>				