

## EXPERIMENT PLANNING WORKSHEET

# Appointment Booking Gamification

### *BIG IDEA*

Stanford Wellness and Recreation can encourage more mindful appointment booking behavior by gamifying the process to add personal investment and stakes via an avatar, as well as a social and competitive aspect through rankings and virtual competitions between avatars.

### *QUESTIONS LIST*

1. Would the added features enhance the gym booking experience?
2. **Would the user feel more motivated to follow through with their appointments with the avatar component alone?**
3. Do users feel represented by and connected to the growth of their avatar? How could we get people more invested in their avatar?
4. Is avatar growth enough of an incentive to follow through with an appointment?
5. How would this prototype function differently for people who regularly go to the gym and for those who occasionally go to the gym?
6. How might the avatar be seamlessly integrated into the appointment booking portal/system?
7. Would avatar investment along with the social and competitive aspect be enough to motivate gym attendance? How might a penalty/punishment system work into it?
8. How can/should avatar growth be represented? How much avatar growth should be afforded per each action?

### *HYPOTHESIS*

Flaking culture—the vicious cycle of signing up for things and not showing up for them when the time of the appointment arrives—is a prominent problem at Stanford, pervading even gyms. This is an important point to address for Stanford gyms specifically because when students fail to show up to appointments, they rob other students of an opportunity to use the gym; flaking culture applied to gyms results in a grave inefficiency, where many times the gym has a lot of vacancies. **We hypothesize that by having some sort of investment in their avatar, gym-goers will be more committed to showing up to their appointment.** Due to the social and competitive aspect of the gamification requiring repetition of the appointment booking (which we do not have time for in the scope of the experiment), we will be focusing on the aspect of investing in the avatar.

## EXPERIMENT OVERVIEW

- Recruit 3 participants who are gym-goers, preferably either former gym-goers before the pandemic or current gym-goers.
- Send them an onboarding email.
  - Allow participants to customize an avatar. Tell them to take a screenshot of it and send it to us. Also tell them to keep it safe until the experiment has concluded. It is theirs to keep!
  - Brief participants all aspects involving avatar growth and improvement.
    - Booking ~24 hours in advance of appointment
    - Booking different areas of the gym
    - Booking/enrolling in open-air fitness classes/outdoor clinic programs
    - **Showing up on-time to the appointment**
  - Inform participants to message experiment conductor whenever they engage with any of these behaviors or interact with the gym space
    - After each avatar-growing interaction, the experimenter will message the participant an image of the avatar improvement.
- Arrange and conduct a Zoom exit interview (~15 min or less) to understand how the modified appointment experience was like for them.

## DETAILED EXPERIMENT DESIGN

**1. Participants** (description of target participants, how many, recruiting strategy, subject compensation/value plan, link to screener)

- *Target participants*: 3 participants total, with preference to current gym-goers to more accurately represent the target audience of the prototype. Former gym-goers (prior to the pandemic) are also acceptable.
- *Recruiting strategy*: Sandesh Manik will be in charge of recruiting gym-goers by reaching out to Stanford students who are on campus right now, and use Recreation & Wellness services often. There will be no screener since we are already sure that they belong to the gym-goer target group.
- *Compensation*: None; having compensation may influence motivation to follow through with appointment.

**2. Preparing for study & prototype creation** (including any required software, supplies, additional helpers, prototypes, design work, links to any related documents, etc.)

- <https://www.kartunix.com/> for avatar creation. Instruct them to create a humanoid avatar to represent themselves. When done, users can either download the image or take a screenshot of it.
- Zoom to create and host the appointments.
- Clip Studio Paint or other image editing software to add effects to avatar.
- Stanford Rec & Well website to book reservations.

**3. Running study** (length of study, expected plan for management during study, backup plan)  
*Length of study:* approximately 3 or so days, from Sunday to Tuesday. Briefing emails will be sent on Sunday, and appointments will be held on Monday to Tuesday. Avatars should be made by participants between the time of them receiving the email and their appointment, if they choose to make one.

*Expected plan for management:*

Necessary facilitator jobs:

- 1 recruiter to find 3 gym-goers as participants
- 1 person in charge of logistics/communication—preparing email copy, adding effects to avatars, sending emails/messages, etc.
- 1 person to lead the appointment/exit interview.

Schedule:

1. Recruit and collect necessary contact information of 3 gym-goers.
2. Send briefing email to each of three participants.
  - a. Tasks: avatar creation, appointment booking, establish communication with someone in the project team
3. Stay in contact with gym-goers through text as they proceed with their new gym-going experience.
4. Have the interview facilitator conduct an exit interview.

*Backup plan:* If a participant fails to schedule or attend the gym appointment, we will follow up with them after the period of the experiment has concluded to hopefully gain insights on their perceived barriers. This is valuable information, as it helps us know of the existence of other barriers that can be worked on, as well as if the avatar actually did have any impact on the booking experience. Other than this follow-up, there is no backup plan as we want to have no influence on the results of the experiment to avoid bias.

**4. Analysis plan** (including link to an interview guide for the follow-up interview)

Interview guide below.

**5. Artifact collection plan** (how will you document what happened? Audio? Video? Photos?)

- Time of booking and actual time of appointment will be recorded by through text messaging.
- We will record if participants fail to make the appointment and if they fail to attend the appointment. Similarly, we will record if and when participants do make appointments and if and when they attend.
- We will gain qualitative and anecdotal information through the follow-up interview.

## OPEN ISSUES

1. How close of an analog is the experiment to the actual gym-going process?

2. Should we impose a penalty for booking late? For no-shows? How effective would this be?
3. Is booking early relevant to Stanford gyms when the earliest you can book is ~24 hours in advance?

## INTERVIEW GUIDE

**Pre-interview:** Send out consent form

### **Participant introduction (~2 min)**

Participants will be welcomed with the following introduction:

Thank you so much for showing up to your appointment for this rapid experiment! My name is [name], and I am a student in CS 247S taught by Julie Stanford. I really appreciate your willingness to participate in this experiment.

Today, I'll ask you some questions to learn more about your experience booking the appointment. I first want to confirm that you have ~15 minutes to chat with us.

I will also be recording this conversation for note-taking purposes. Do I have your permission and consent to do so?

Before we begin, is there anything you would like to tell me?

### **Tour (~8 min)**

To begin, I was wondering if you could walk me through your thought process and what you did when you received the briefing email we sent you?

- Why did you book at the time that you did? Did the avatar and how it might grow play into your booking behavior?
- How did you feel about it? How did you experience the new booking process?
- What did you struggle with the most during this booking process? What do you typically struggle with when you book and try to show up to appointments?
  - When you typically arrange to be at a place, what are the barriers to showing up? Why might you flake?

### **Wrap up (~5 min)**

Just checking the clock, and it seems like we are about at 15 minutes. I want to respect your time, so we will be wrapping up our interview if that is okay with you. Do you have any final thoughts you would like to share with us?

Thank you so much for your time today! If we have any questions when we are reviewing our notes, is it ok if we contact you?

Thank you again!

# EMAIL TEMPLATE

Hi ,

Thank you so much for your willingness to participate in our prototype testing study. As Sandesh mentioned in his email, we are working with insights from Stanford Wellness & Recreation admin and staff in order to enhance your experience with gyms.

This study has a few parts to it and requires participants to create a human-based avatar through Kartunix (<https://www.kartunix.com/>). Please be sure to save a picture of your avatar and **send us an image of your avatar** (screenshot is fine!) as early as possible. This avatar is yours to keep! :)

For our prototype, we will be introducing different actions that can help grow your avatar.

- Booking ~24 hours in advance of your appointment will cause them to be more energized.
- Showing up on-time to the appointment will cause them to grow stronger and get gains.
- Booking different areas of the gym will increase their proficiency in different fields/sports.
- Booking/enrolling in Rec & Well programs/classes will cause your avatar to become more intelligent.

You can choose to engage in any or none of these practices—it is up to you and your schedule. However, we do ask that you **contact us** (through email, text, or whatever platform works best for you) **whenever you engage in any gym-related activities**. This includes but is not limited to booking appointments, showing up to appointments, canceling reservations, and so on. I can be reached through this email ([mayannw@stanford.edu](mailto:mayannw@stanford.edu)) and through phone at 470-262-5781. If another platform works best for you, please let me know so that we can get connected as soon as possible.

We will also be sending you image updates of your avatar as they grow! These are also yours to keep, as a token of our gratefulness for participating. :)

We would also love to chat with you (~15 min) about your experiences once this experiment concludes and will reach out to you with further information.

Please let me know if you have any questions or are unable to participate in the study. We look forward to working with you to enhance the gym experience!

Best,