Goshsha

Gamification Features

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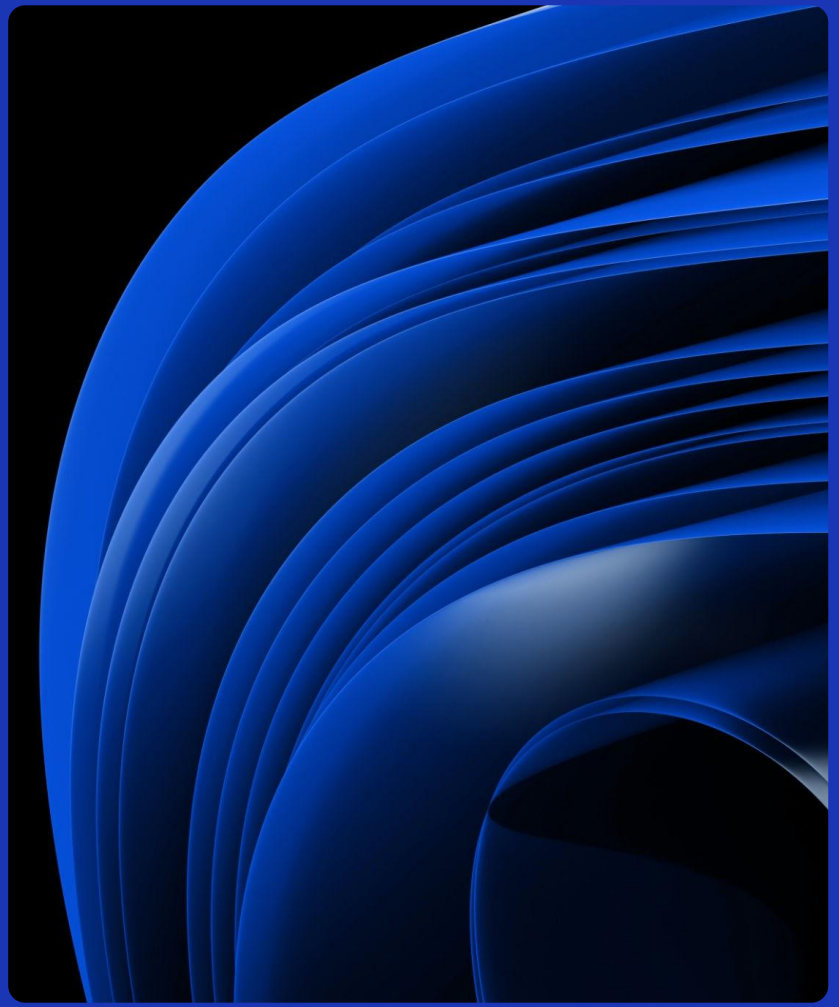

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Idea #1: Points/Rewards System

- For this feature, we would implement a system where when the user scans an item they are rewarded with a point, and there is a certain limit of points they should reach in order to get some reward. This reward can be avatars of products to customize the app to their own liking.
- Sub-feature: A daily login reward which if the user completes, they also get points

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Pros and Cons

Pros

- This feature is engaging as it will keep users motivated to come back on the app in order to get points for a reward
- The rewards will always be different each time which can keep users excited for what they will get

Cons

- There can be only so many rewards, so it could get repetitive
- Could be hard on the technical side as it may require game design

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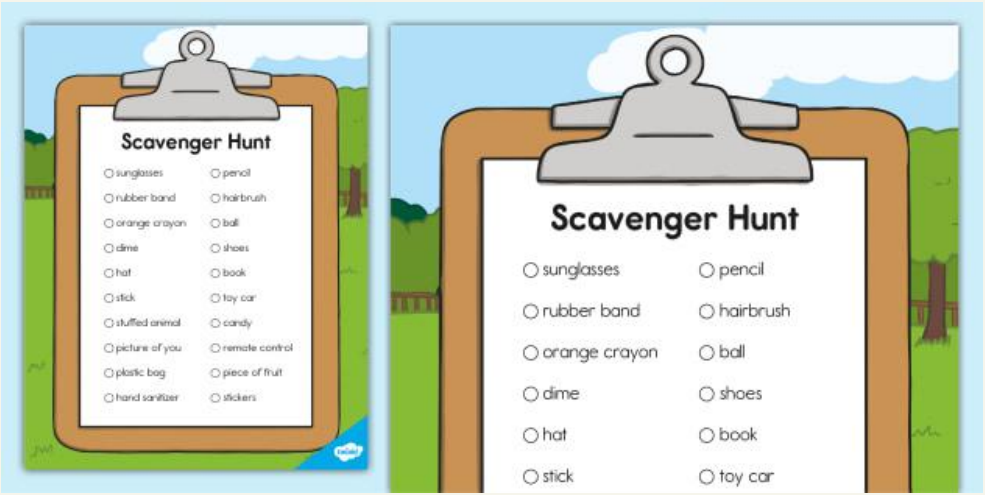
Idea #2: AR Scavenger Hunts

- Interactive challenges or tasks given to the users. Users scan products in stores and unlock hidden rewards, or some exclusive contents.
- E.g. a user scans a product then triggers a mission. A window pops up and shows a 10 mins countdown. Mission can be:
  - Finding the *octopus*, Goshsha logo, in the picture scanned (hide the *octopus* somewhere randomly)
  - Answering a trivia question
  - etc



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Pros and Cons

Pros

- Fun / exciting to explore around
- Enhance in-store experience
- Learn more interesting facts about Goshsha, brands, etc through the trivia questions
    - Adding more values than just shopping

Cons

- Can’t guarantee the occurrence since it’s random
- How to decide the %?
    - 1%, 5%, 10%?
- Failing the mission might discourage users from continuing because of frustration
    - Especially the occurrence is nondeterministic
    - Scanning fatigue
- Users put more effort on triggering the tasks, rather than doing for their needs

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Idea #3: Badges and Achievements

- Users get different badges by how many times they scan the products, trying out products virtually, sharing with friends. Or how long they have been using the app.
- Badges can be: bronze, silver, gold, etc with each a different look
- There could be limited, special badges that can only be earned within a limited period or through some actions
- A collection book

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Pros and Cons

Pros

- Encourage long-term engagement
- Sense of achievement
- Encourage sharing
  - Friends competing for what badges they have
- Create identity
  - Showcase their collection
  - Making user feel special when unlocking exclusive badges

Cons

- Badge fatigue
  - If badges are given too easily, users will lose interests
- Hard to balance effort and rewards
- Users put more effort on triggering/ completing the tasks, rather than doing for their needs
- Requiring frequent updates

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Idea #4: AI stylist/shopper

- This feature would have AI within the app that recommends products to users, based on their previous purchases and scans.
- This will also allow users to try new products and find more things they are interested in.

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Pros and Cons

Pros

- Users will be able to get recommendations easily
- Users will be able to broaden their scope on products and find new ones

Cons

- On the technical side this may be hard to code as it requires machine learning
- May take a while for the AI to get used to the user's preferences

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Idea #5: Pet keeper

- Users complete tasks to get food for the pet, *Octopus*
- Conditions: hungry, full, dead, etc
- Based on the completed tasks (using points to redeem?), users get the rewards which they can decorate the pet, such as clothes, colors, etc
    - E.g. Among Us

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Pros and Cons

Pros

- Emotional connection
  - Which means higher retention
  - “Take care” of the pet creates habits for returning the app
- Encourage continuous engagement
- Customization makes the pet unique and increases users spending more time
- Limited decorations create excitement

Cons

- If the pet dies, users might feel discouraged and stop engaging
- Some users feel pet system irrelevant, just want to use other features
- Require regular updates

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Idea #6: User generated contents

- Users create AR reviews for the products they scanned, purchased
- Next time when the other person scan it, the videos/pictures/messages pop up

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Pros and Cons

Pros

- Social validation
- Increase engagement
- Increase product discovery and trust
- No need to create AR reviews/videos ourselves
- Influencers collaboration in the future?

Cons

- Risks of spam, biased, fake, inappropriate contents and reviews
- Too much work? How do we make it easier
- Need incentives or else why would users want to do it

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Idea #7 Seasonal Challenges

- Events or challenges would be tied to seasons or holidays. For example, a "Summer Glow Challenge" where users can earn rewards for trying summer-themed makeup looks
- The challenges are only available for a set period (such as one week, a month, or during a holiday). This creates a sense of urgency for users to participate before the challenge ends, motivating them to engage more frequently with the app.

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Pros and Cons

Pros

- Increased engagement due to alignment with current season and holidays
- Time limited events could encourage users to be on the lookout and continue to be active on the app

Cons

- People could feel left out if they did not finish it
- Because it is seasonal, it can be hard to figure out what challenges to do and users could lose interest if too long

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Top 3 🏆

Idea #4: AI stylist/shopper

Idea #5: Pet keeper

Idea #7: Seasonal challenges

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