

JUNE 2022

Gamification Strategy, Implementation Plan, & Solution Evaluation



PREPARED FOR



Our Successful Partnership

Having established a strong partnership with First Tee, I am excited that CapTech is offered the opportunity to respond to the Gamification Strategy RFP. With our clear understanding of First Tee's values, along with our experience and expertise, CapTech is strongly positioned to efficiently and expediently bring your vision to life.

As you will see, our response includes:

- CapTech's gamification experience, CX expertise, and a roster of consultants deeply embedded in the golf industry. Going into the project with a well-established partnership, CapTech can deliver in a timely manner, eliminating much of the costly onboarding phase.
- How we would design a comprehensive, dynamic gamification strategy that engages and motivates participants, parents, and coaches.
- Examples of relevant solutions we have delivered for other clients

I will be personally invested in the success of this program for both First Tee and CapTech. Please let me know if you have any questions and thank you for your partnership and consideration.



Roberto Castro

Director, First Tee Account Executive



CapTech.

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The Opportunity

First Tee has transitioned to an age-based curriculum model and seeks to develop a gamification strategy and badging system to keep young participants engaged, motivated, and rewarded for their continued efforts.

A successful badging system will include elements of gamification that guides participants, coaches, parents, HQ, and other community partners through:

- Clear objectives and milestones
- Rewarding digital and real-world recognition
- A focus on life and leadership lessons

The goal is to create a culture of engagement, learning, and growth where all First Tee stakeholders are motivated to put forward their best efforts with the understanding that their work and investment will be recognized.

About CapTech



About CapTech



25 years of being the best firm to work for and to work with. CapTech is an award-winning technology consulting firm that fosters ingenuity over conformity and finds inspiration in the unknown. Our 1,000+ onshore consultants collaborate with organizations to build innovative technology solutions that drive results.

AWARDS



Professional Services for Digital Health Transformation
Recognized 2018, Forrester

OUR SERVICES



EXPERIENCE

We partner with our clients to provide customer-centric solutions that meet demands while finding ways to enhance experience, seize new business opportunities, and reduce waste.



DATA

We find the right approach to enable you to identify important business trends and opportunities, understand and improve the customer experience, and make reliable decisions.



TECHNOLOGY

We surround your ideal consumer with captivating design and powerful orchestration while delivering flexible, scalable systems that meet your needs and your customers'.



MANAGEMENT

We empower and mobilize your teams, preparing them to facilitate success, whether it be a business process, an IT service tool, or a program governance strategy for quality assurance.

CapTech is Engaged Across the Golf Ecosystem



Golf Industry Clients

CapTech has a strong and growing list of successful client outcomes across the golf industry. We are the Official Digital Technology Services Agency of the PGA of America.



Innovation

CapTech is developing new technologies and solutions to take to market in the golf industry. This innovative work will drive the next generation of golf experiences and player engagement.



Philanthropy

CapTech is a National Trustee of the First Tee. In that role, we support the mission of teaching life skills and strength of character alongside the values of golf. We also support other local charities through golf fundraisers.



Tour Ambassadors

CapTech is proud to partner with ambassadors from the PGA, LPGA, and Champions Tour. Joe Durant, Austin Ernst, Harris English, Patton Kizzire, JT Poston, Brandt Snedeker, and Lilia Vu all represent CapTech's values on and off the course.

CapTech Is Proud To Be A National Trustee Of First Tee

“It’s been a privilege working with First Tee nationally and really getting to understand the reach of the organization and the good that it does in the community.”

— Sandy Williamson, CapTech Chairman



Our Approach



OUR APPROACH

Gamification Design Process

1

DETERMINE THE DYNAMICS

CapTech will work with First Tee to understand their participants' goals, emotions, and tasks. Guided by research, our team will create a strategy to motivate the intended audiences through gamification (e.g., competition, narrative, social, progression, and cooperation).

2

IDENTIFY THE MECHANICS

Once we've determined the dynamics, our team will begin identifying the various actions, behaviors, and control mechanisms needed to support the game strategy.

3

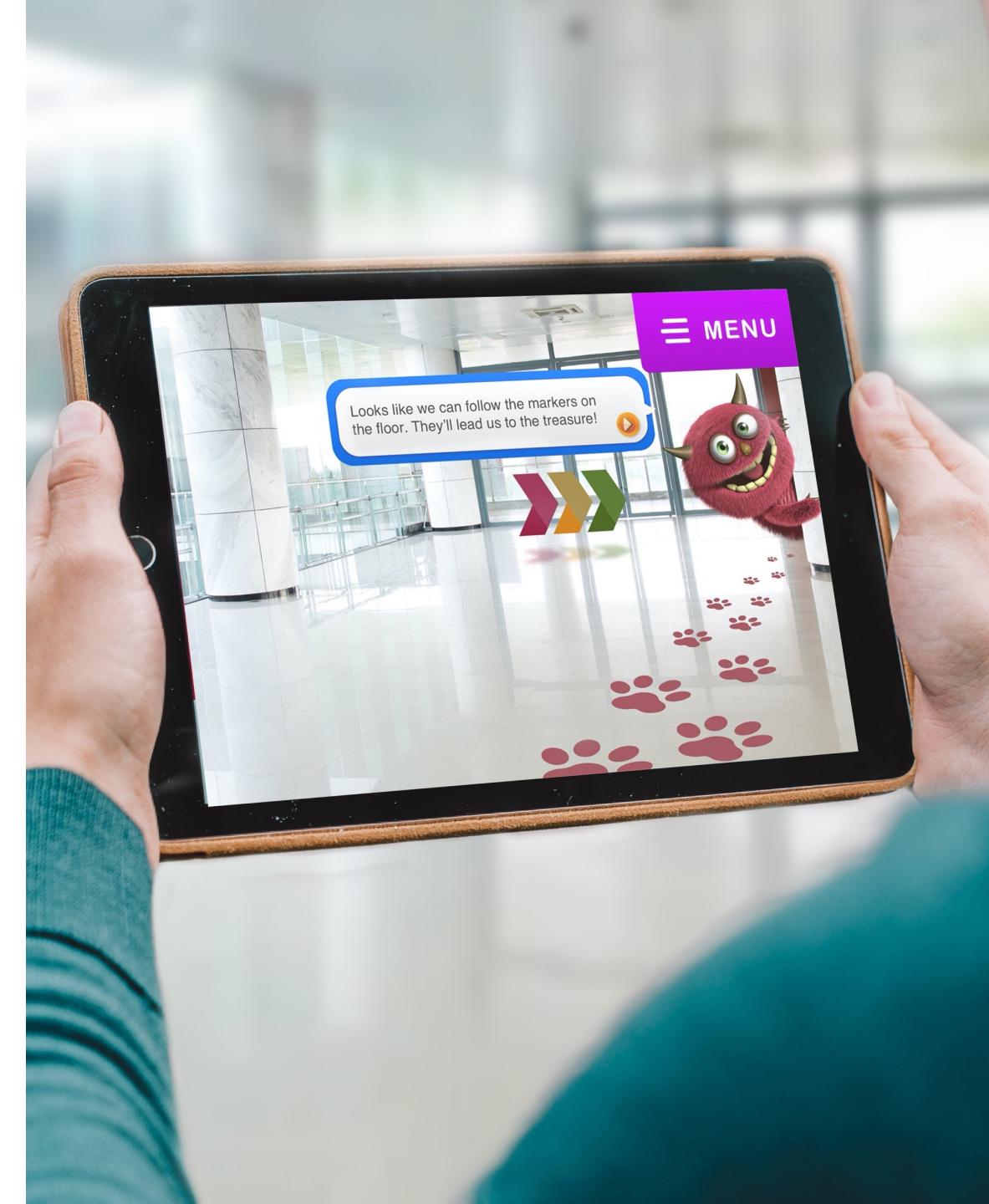
DESIGN THE COMPONENTS AND AESTHETICS

Game components are the specific features that represent the intended dynamics and mechanics. CapTech will design attractive gamification elements that appeal to participants while reflecting the First Tee brand.

4

PROTOTYPE AND TEST

Before finalizing the roadmap, CapTech will validate the gamification concept with stakeholders and users, using a clickable prototype. Our team will consolidate the feedback and incorporate them into the experience strategy and implementation plan.



10,000 FOOT VIEW

Our Methodology

In this 10-week engagement, CapTech will partner with First Tee to determine a gamification experience strategy that meets business needs as well as the participants' learning objectives. We will evaluate the existing learning framework, technology, and stakeholder needs to recommend a future-state experience that motivates and inspires participants – while creating a better customer experience for all audience groups.

Phase 1

(in scope)



RESEARCH & DISCOVERY

- Stakeholder Insights and Objectives
- Competitive and Comparative Analysis
- Design Targets Archetype Creation
- User Flows

EXPERIENCE STRATEGY

- Strategy Workshop
- Gamification Requirements
- Technical Review and Integration Plan

GAMIFICATION DESIGN

- Dynamics, Mechanics, Components
- Branded Gamification Elements
- Conceptual Prototype

ROADMAP CREATION

- Detailed Activities for 2-3 Months
- High Level Sequencing for 4-12+ Months

Research & Discovery

GATHER INSIGHTS AND UNDERSTAND THE GOALS:

Beginning with research and discovery activities, our iterative, collaborative approach results in a productive cadence as we work together toward a digital experience to meet First Tee's end goals. Engaging with both business stakeholders and end users will provide insights into goals, pain points, and a shared vision to inform priorities and design decisions.

OUTPUT:

- Competitive and comparative analysis
- Interview themes
- Design targets for each age group
- User flows

Estimated Duration: 2 weeks



ACTIVITIES TO CONDUCT:

- **Review existing research and concepts** for a shared understanding of current state and identify gaps and opportunities
- **Conduct a market and consumer analysis** to see how in- and out-of-market competitors engage with customers through their digital toolsets, channels, and content
- **Inventory and review educational materials** to understand First Tee's curriculums and programs
- **Conduct user interviews and/or surveys** to uncover insights on current and future goals and needs
- **Translate stakeholder and user interview findings** into themes and actionable recommendations
- **Develop 4 design targets to serve as archetypes** for each participant age group
- **Develop user flows** for up to 5 pathways showing the current state experience for design targets, focusing on goals, key tasks, interactions, and tools

OUR METHODOLOGY

Experience Strategy

DEFINE THE STRATEGY:

Experience strategy exists at the intersection of people, processes, and technology. Guided by the outputs of our discovery activities, CapTech will help First Tee create a holistic action plan and gamification strategy grounded in research and sound technology expertise to meet the learning goals of First Tee participants.

OUTPUT:

- Experience requirements for gamification concept
- Detailed digital roadmap
- Target-state technical architecture or integration plan with preferred technology approach

Estimated Duration: 2 weeks



ACTIVITIES:

- **Host a strategy planning workshop** to align with stakeholders on the vision, business value outcomes, experience requirements, and user scenarios
- **Determine gamification strategy and dynamics** to identify and prioritize requirements for the designed solution
- **Develop high-level business and user requirements** to guide design and development activities
- **Review First Tee's preferred technology approach (Docebo)** and develop an integration plan or target state architecture that works best for the IT strategy
- **Identify opportunities to customize Docebo's LMS platform** to reflect First Tee's brand identity and designed gamification elements
- **Create a digital roadmap** to document the initiatives needed to support the experience strategy and vision

Gamification Design

ITERATIVELY DESIGN AND TEST FOR USABILITY:

CapTech has experience designing gamified experiences that motivate and reward its users. We rely on best-practice customer research and usability methods to ensure we design to user and business needs. In this phase, we focus on designing the game mechanics, wireframing key user flows, developing the visual brand, and prototyping the conceptual experience.

OUTPUT:

- Wireframes of core experiences
- New visual identity for gamification elements (e.g., badges and trophies)
- Scalable component library designs for preferred technology (Docebo)
- Conceptual prototype of gamification experience

Estimated Duration: 6 weeks



ACTIVITIES:

- **Host a design working session with stakeholders** to brainstorm on visual brand hierarchy, naming, and badge considerations for the new game experience
- **Create wireframes for core experiences and game mechanics within Docebo's LMS platform**, gathering iterative feedback before moving on to visual design
- **Design branded elements for game components** such as points, badges (up to 10 for each age group), leaderboard, and trophies
- **Create engaging visual designs to support the gamification interface** within Docebo, including templates and UI components that meet web accessibility standards
- **Develop a clickable prototype for key user flows** and conduct qualitative feedback sessions with real target audiences

Best Practices for Creating Gamification Experiences

Our experience in creating engaging gamification experiences informs our approach.

With a deep history of gamification work in previous client engagements, our team has learned many valuable lessons. We will adhere to these guiding principles to deliver an engaging gamification experience for First Tee.

Each of these best practices represents a critical element for creating an exceptional digital strategy and experience that drives participants' engagement and increases their personal acumen and golf skills.



Games and gamification are highly effective tactics for engaging with customers

Offer opportunities to engage with customers in compelling ways.



Personalized content performs better than generic tips or lessons

Use customization to engage participants.



Leverage data visualizations to track skill development and personal progress

Motivate players with data visualizations to help them measure and understand their progress.



Keep content fresh and frequently updated

Ensure members don't go "blind" to content by constantly refreshing visuals and information.



Knowing your audience allows you to meet their specific needs

Understand your participants' goals and priorities, to create a compelling experience.

LESSONS LEARNED

Games and Gamification are Compelling Engagement Tactics

Games and gamification strategies differ in their approach, but both offer opportunities to enhance marketing efforts, user engagement, and more.

60%

of consumers said they would be more likely to buy from a brand if they enjoyed playing a game with it¹

185%

increase in the value of the gamification market worldwide from 2016 to 2021²

*Sources can be found in the appendix

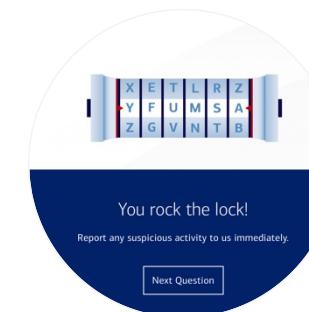
SUPPORTIVE CASE STUDIES



IPAD GAME

Games outperform static content nearly 3:1

A game created to educate players on a new product offering outperformed static content by nearly 3:1 with an 87% completion rate and a 47% replay rate.



TOUCH SCREEN GAME

Fraud prevention quiz quickly educates and engages

A progression of animated locks, safes, and vaults visually reveal the strength of the user's security and fraud knowledge within 60 seconds.



TOUCH SCREEN GAME

Nostalgia brought new life to financial education

Usability testing of a retro-inspired video game revealed enthusiasm and a seamless experience, in addition to a well-received educational component.

LESSONS LEARNED

Personalized Content Performs Better than Generic Tips or Lessons

Consumers love a personalized approach, so any gamification strategy should include customized content since it has the potential to create more conversions.

88%

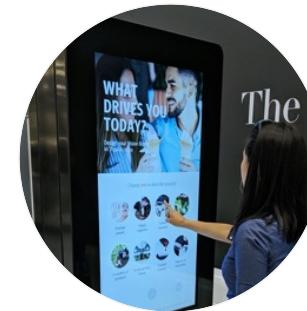
of U.S. marketers reported seeing measurable improvements due to personalization—with more than half reporting a lift greater than 10%³

83%

of consumers are willing to share their data to enable a personalized experience ⁴

*Sources can be found in the appendix

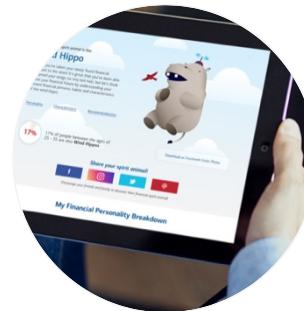
SUPPORTIVE CASE STUDIES



TOUCH SCREEN EXPERIENCES

Tailored experiences generate engagement with customers

When experiences are tailored to an audience's specific need, we noticed fewer drop-off rates (56% vs 48%) and higher completion rates (18% vs 31%).



UNIQUE QUIZ EXPERIENCE

A financial persona quiz makes learning fun

Using a persona quiz to attract and educate customers provided a unique and fun way to connect customers to the brand on a deeper level.

LESSONS LEARNED

Leverage Data Visualizations to Track Skill Development and Personal Progress

Give customers an immersive experience that also makes it easy to get insights on personal progress so they can make better decisions and improve performance over time.

65% of humans are visual learners⁵

94% more viewership when data visualizations are used compared to static content⁶

*Sources can be found in the appendix

SUPPORTIVE CASE STUDIES



PRODUCTIVITY APP

Bridging data and design allows for timely and effective education

A goal-setting experience with energy-saving tips and data visualization provides easy tracking customized by user preferences.



AR EXPERIENCE

Real-time hit visualizer leverages game day data

A conceptual AR experience can engage fans with the game by leveraging data analytics to make predictions on player performance.

LESSONS LEARNED

Keep Content Fresh and Frequently Updated

To ensure customers don't go "blind" to content, it's important to constantly refresh visuals and information, drawing the eye to the most important updates.

51%

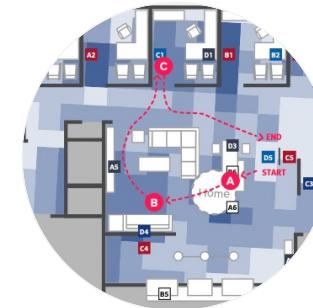
of companies say updating content has proven to be the most efficient tactic implemented⁷

111%

increase in organic site traffic when existing content was updated with fresh content⁸

*Sources can be found in the appendix

SUPPORTIVE CASE STUDIES



MARKETING PLACEMENT TESTING

First-time viewers are more likely to recall content

Recall rate on physical marketing signage was 23% to 63% higher for first-time visitors versus returning customers.



MOBILE APP

Break through the digital noise with interactivity

Make them look. Animation, video, and interaction pique curiosity, outperforming static content.

LESSONS LEARNED

Knowing Your Audience Allows You to Meet Their Specific Needs

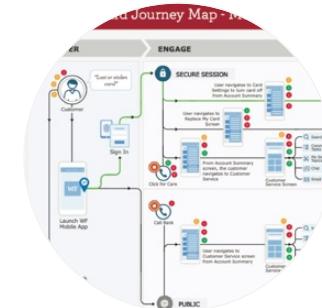
Understanding your audience's life stage and priorities is paramount. Qualitative and quantitative research can drive business and design decisions, allowing you to shape experiences with the right lens.

56% of consumers believe businesses need to have a deeper understanding of their needs⁹

60% more profitable when customer-centric focused¹⁰

*Sources can be found in the appendix

SUPPORTIVE CASE STUDIES



COMPREHENSIVE RESEARCH STUDY

Journey mapping to better understand the customer

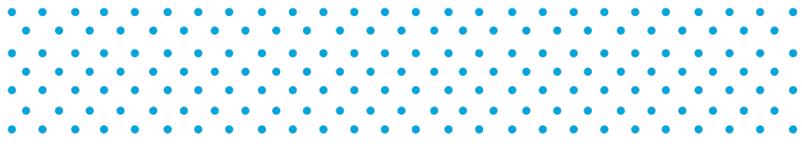
A combined study of the overall experience using client research, secondary market research, and primary research were used to produce strategic recommendations.



PERSONA DEVELOPMENT

Stakeholder and user interviews guide recommendations

Understanding the client core personas via surveys, user interviews, and persona development guide content strategy and drive customer engagement.



THE TAKEAWAY /

With our deep understanding of gamification and the golf ecosystem, and **our passion for your mission**, CapTech is uniquely positioned to engage and guide First Tee participants through an **exceptional digital experience**.

We would delight in the opportunity to **fulfill your vision** and further **elevate the First Tee culture of inclusion, learning, and growth**.

Timeline



Timeline

As outlined in the RFP, CapTech will approach the engagement in three phases to discover current needs, align on a gamification strategy, and design future-state digital experience to engage, educate, and motivate First Tee's participants and customers through the game of golf.

ACTIVITIES		Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10
Phase 1	Research & Discovery	Current State Analysis									
Phase 2	Experience Strategy	Future-State Vision									
Phase 3	Gamification Design & Validation	Iterative Design and Review Sessions									
Project Management & Tracking		★	★	★	★						
			CapTech Resources Fully Onboarded		Current State Debrief & Strategy Workshop		Initial Gamification Strategy Defined			Future State Presentation	

Staffing



The CapTech Team Difference

On-Shore Consultants

Our 100% U.S. based teams bring the expertise needed to support clients in remote situations to deliver impactful strategies and develop world class software, operating at full speed by leveraging collaboration technologies and maintaining clear lines of communication.

Golf Experienced Consultants

Our consultants have been delivering client solutions in the golf industry for 5+ years. This expertise crosses our CX teams, mobile, developers, and account leads, and includes consultants with decades of experience in golf, from junior through professional golf.

Resource Continuity

First Tee will realize the benefits of consultants well-versed in the values and vision of the First Tee. This saves money through reduced onboarding time, allows meaningful work to begin immediately, and charts a course toward on-time delivery before the November deadline.

Account Management

Exceeding expectations is our goal. Our Account Managers ensure high-quality deliverables, collect client feedback, improve approaches, mitigate risks, and work to get the right team in place to deliver the product and value you need.

Top Talent

CapTech's hiring process yields top design and technical talent. Our focus on professional development maintains our edge. Combined with service delivery and account management, the result is higher quality delivery.

Roles & Responsibilities

ROLES	RESPONSIBILITIES
Creative Director	<ul style="list-style-type: none">• Accountable for the coordination and management of CapTech resources as needed by the engagement• Provides overall direction for all design deliverables• Responsible for leading executive-facing review sessions• Responsible for quality of all UX and visual design deliverables and artifacts• Ensures all design deliverables meet business goals
Project Manager	<ul style="list-style-type: none">• Responsible for monitoring project progress and budget against established timeline• Coordinates and facilitates client review and feedback meetings with key stakeholders and SMEs• Responsible for documenting high-level requirements and contributing to the roadmap strategy
UX Architect / IxD	<ul style="list-style-type: none">• Provides user experience and interaction design expertise and leverages industry knowledge• Plans and facilitates discovery activities and documents findings on business goals and requirements• Responsible for facilitating design activities for gamification strategy, storyboarding, and experience roadmap• Builds, develops, and maintains wireframes and other UX artifacts to support the gamification experience
UX Analyst	<ul style="list-style-type: none">• Conducts analysis on discovery findings to contribute to the experience strategy and gamification roadmap• Performs UX analysis, analyzes and designs information architecture, and interaction design for gamification experience• Supports Architect in building, developing, and maintaining wireframes and other UX artifacts• Conducts moderated user tests to validate design decisions
Sr. Visual Designer	<ul style="list-style-type: none">• Provides visual design expertise and leverages industry knowledge for gamification design• Responsible for visual design and branding of game elements, such as graphics, icons, badges, and trophies• Creates a scalable component library for UI elements to be used with the preferred technology platform or LMS
Copywriter	<ul style="list-style-type: none">• Assists the design team with gamification storyboarding, level design, and naming conventions• Responsible for providing copywriting and content oversight for all developed material for gamification experience• Leverages deep industry knowledge to develop and refine copy and content to meet business goals and objectives
Solutions / Infrastructure Architect	<ul style="list-style-type: none">• Responsible for reviewing technology approach and providing recommendations for the future-state infrastructure design and/or implementation plan• Assists with the development of the experience strategy roadmap

Representative CapTech Team



Bree Basham

CX LEAD / CREATIVE DIRECTOR

With 20+ years in the brand and marketing space, Bree spent much of that time on the agency side as Creative Director for a range of clients and industries. She draws on deep brand experience across a variety of applications, including traditional, digital, and mobile. She has directed several large digital programs utilizing gamification – as well as ones within the golf industry space – and is passionate about delivering compelling, human-centered design that provides business value.



Shree Naidoo

UX ARCHITECT / INTERACTION DESIGNER

Shree has 20+ years of experience in user experience, product design, interaction design, user testing, user research, and information architecture. She has worked with startups, governments, and corporate clients in both agile and waterfall development environments. She became a Certified Usability Analyst (CUA) in 2014 and has many years of experience with web accessibility and government standard 508 compliance.



Jordan Manigo

VISUAL DESIGNER

Jordan brings 10+ years of experience developing visual designs from concept to final execution. He has assisted clients across industries creating illustrations, brands, style guides, prototypes, and more. Jordan leverages a data and feedback-driven approach along graphic design best practices to create impactful products for his clients.

Representative CapTech Team



Carrie Ryan

UX ANALYST

Carrie is a UX Designer with a background in research, interviewing, design, and frontend development. Carrie's skillset includes user research, information architecture, interaction design, wireframing, prototyping, and user testing. Carrie is passionate about bringing an empathetic and user centric approach while simultaneously balancing business requirements to drive design and successful product development.



Patrick Saleeby

CX COPYWRITER

Patrick's expertise spans copywriting, copyediting, and long form copy, and he is passionate about delivering first-rate experiences for end users. He has broad experience across a variety of digital applications, such as brand messaging, content marketing, web content, mobile applications, niche user interfaces, and conversational technology. During his career he has consulted with clients across a diverse range of industries, including finance, healthcare, insurance, manufacturing, sports marketing, and government organizations.

Representative CapTech Team



Kemis Noble

PROJECT MANAGER

With 8+ years of experience in project management across government services, health care, manufacturing, and financial services, Kemis has successfully led cross-functional teams to strategically implement marketing technologies, enhance consumer experience, and increase digital access. She efficiently manages projects with a strategic mindset, while also developing trusting client relationships. She's worked with multiple clients in the golf industry, helping develop innovative solutions for their customers.



Jim Early

SOLUTION ARCHITECT

Jim has 20+ years of experience designing, developing, and deploying successful enterprise-level solutions across numerous industries including golf. Jim has helped clients formulate and execute on technical and feature roadmaps. With his strong background in software engineering, software architecture, business analysis, and management, Jim can effectively communicate a vision to technical and business-level audiences and achieve tangible results.

Pricing



Pricing Information



CapTech approached our scope and pricing leveraging insights from golfing industry partnerships and prior successful delivery with First Tee. CapTech has proposed a team of consultants to quickly ramp up and deliver the strategy, plan, and design of the new gamified app in 10 weeks. This should allow time for an exciting unveiling during the First Tee company meeting. CapTech would be happy to discuss and adjust our approach to best support First Tee.

Pricing Estimation

	Estimated Cost
Phase 1: Research & Discovery (<i>2-week duration</i>)	\$49,960
Phase 2: Experience Strategy (<i>2-week duration</i>)	\$64,760
Phase 3: Gamification Design & Validation (<i>6-week duration</i>)	\$131,680
First Tee & CapTech Partnership Discount (10%)	- \$24,640
Estimated Total with Discount	\$221,760

Pricing Assumptions

The above pricing is a Time & Materials estimate based on a 10-week effort to perform gamification strategy and planning activities for First Tee.

Assumptions

CATEGORY	ASSUMPTION
Engagement	CapTech will be given reasonable and timely access to First Tee's subject matter experts, stakeholders and end-users.
Engagement	First Tee resources will be available for stakeholder interviews and workshops. Delays in First Tee's engagement and reviews/approvals may result in increased risk to achieving the dates set forth in the project schedule.
UX Testing	First Tee will be responsible for UX testing incentives for participants.
UX Testing	For UX testing, First Tee will be responsible for obtaining player consent based on the organizations established processes and protocols.
Accessibility	CapTech is not responsible for the accessibility of any 3rd party tools leveraged in the solution (i.e., Docebo).
Accessibility	CapTech will design to WCAG conformance but will not perform any accessibility testing or reporting in relation to this phase of the project.
Data Security	CapTech will not be responsible for defining data security related requirements as they will be managed and handled by the Docebo platform.

Client References & Success Stories



Client References

Lea Moon

**VP of CX Strategy & Integration,
Top 3 U.S. Bank (*Previous*)**

**Principal Experience Researcher,
Sunbelt Rentals (*Current*)**

lea.moon@sunbeltrentals.com

803-982-0036

Lea leveraged CapTech's services for many years designing numerous apps, both customer and associate facing, that used gamification to engage audiences. CapTech partnered with Lea to act as an innovation hub to design, develop and test ways to use technology to enhance CX and solve key business challenges.

Alan Janbay

Delta Airlines

Onboard Experience Manager

alan.janbay@delta.com

Alan worked with CapTech in the design and development of an app-based augmented reality experience for kids as part of Delta's plush airplane giveaway program. This app leveraged gamification functionality such as scoring and sound effects to engage children while in the airport.

Randall Kato

PGA TOUR

Director of Player Technology

RandallKato@pgatourhq.com

904-614-9152

Randall has partnered with CapTech to develop the PGA TOUR ShotLink solution that distributes data from the PGA TOUR's scoring system, among other design and development projects. CapTech has been immersed in the golf organization for numerous years providing business value and quality delivery.

Gamification in Check Processing

TOP 3 U.S. BANK

CapTech led the research, design, and development of a gamification effort that was layered over the existing check processing application. The gamified experience was created to motivate and reward employees. This effort leveraged current best practices in gamification, psychological motivation, usability, and visual design.

RESULTS:

- Performed background research and operator interviews to determine pain points and flow interruptions in the existing application to identify: performance evaluation complexity; fatigue, boredom or burnout; distraction leading to mistakes.
- Delivered a consolidated performance evaluation system that helped define the performance system to give all operators an equal opportunity to meet this measurement, regardless of assigned work.
- By reducing confusion around how performance was evaluated, operators were incentivized to seek out opportunities to improve.
- Created a playful collection of badges and trophies to break up the monotony in an operator's day-to-day work with a configurable gamification layer based on the operator's preferences.

The screenshot displays a gamified user interface for a check processing application. At the top, there is a navigation bar with tabs: AK (selected), MK, GBAL, GBALR, TBAL, and TBALR. Below the navigation bar are five performance metrics: Velocity (3,245), Volume (5,387), Reject Rate (11%), Keying Accuracy (99%), and Reject Accuracy (97%).

Below the metrics is a section titled "Achievements" with six badge icons. Each badge has a name and a description below it:

- Guardian**: Act Responsibly - Prevented an error
- Bronze**: AK Keying Accuracy - Bronze
- Gold**: AK Speed Session - Gold
- Team Player**: Pinch Hitter - Assisted the team
- Great Work**: Quality Delivery - Most improved quality
- Diamond**: Hourly Points - Diamond

At the bottom left, a modal window titled "End of Session Summary" shows the following data:

AK Session Summary	5,213
Velocity	1,983
Volume	234
AK Daily Summary	10,981
Velocity	2,435
Volume	672
Reject Rate	12%

A message at the bottom right of the modal says "You've leveled up!" with a level indicator showing "5".

CLIENT STORY

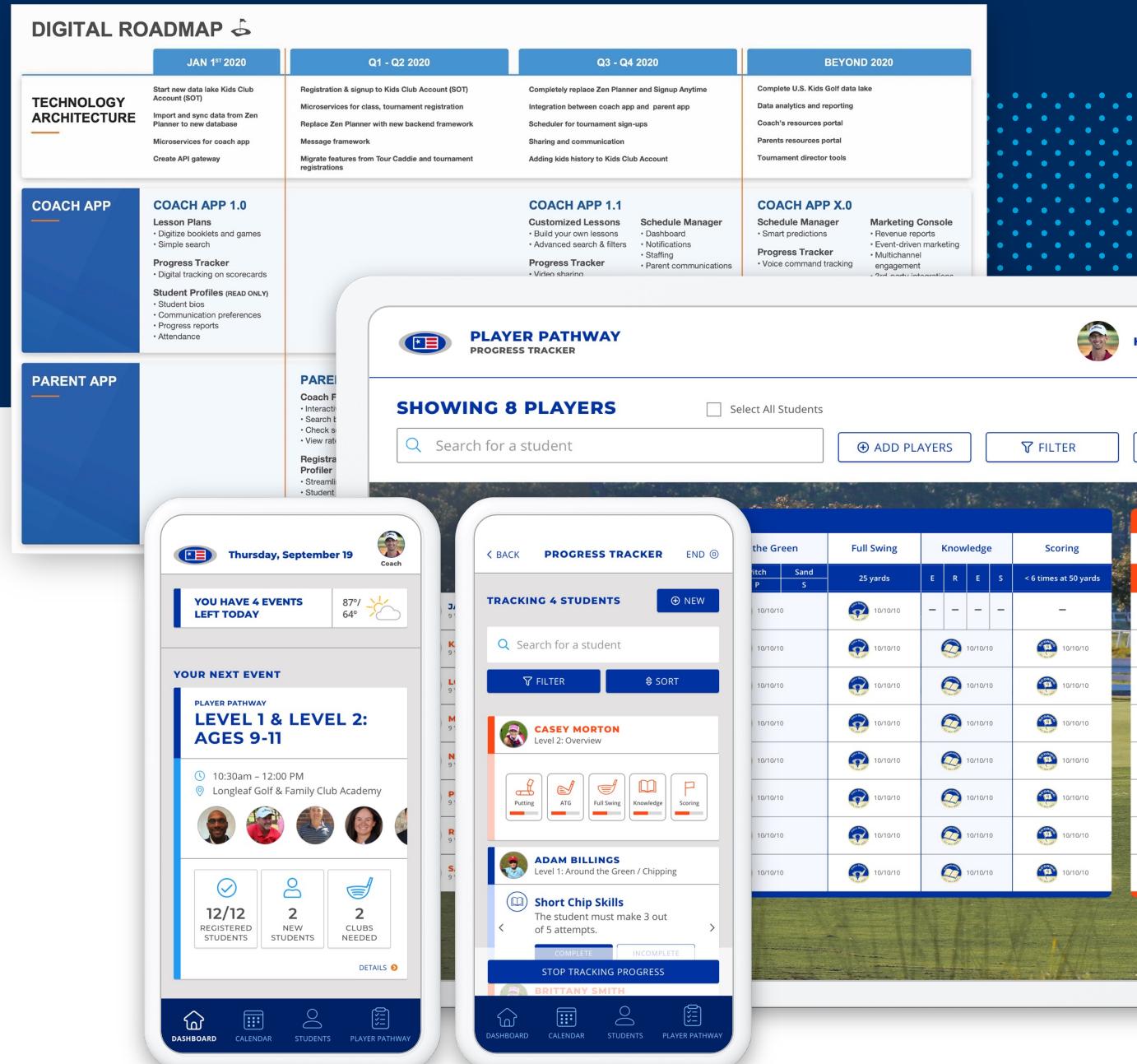
Developing a Strategy and Roadmap for Digital Participation

U.S. KIDS GOLF

U.S. Kids Golf asked CapTech to help develop a digital strategy and experience roadmap to address the goals, pain-points and learning needs of their customers. As part of our multi-phased solution, we helped digitize their proprietary curriculum, previously available only in pamphlets and booklets, and transformed it into a fun and motivational gamified experience for coaches and their students.

RESULTS:

- CapTech led a series of stakeholder and customer interviews to uncover insights on user needs, wants, and motivations and to inform the experience strategy.
 - We partnered with the client to develop a multi-year digital roadmap to support future objectives and customer needs—including an integration plan into an existing events registration system.
 - Using gamification best practices and knowledge, CapTech designed and developed the first mobile app (Android and iPhone) for this client, a seamless part of the brand experience and an interesting way to engage students, track progress, and spark friendly competition.

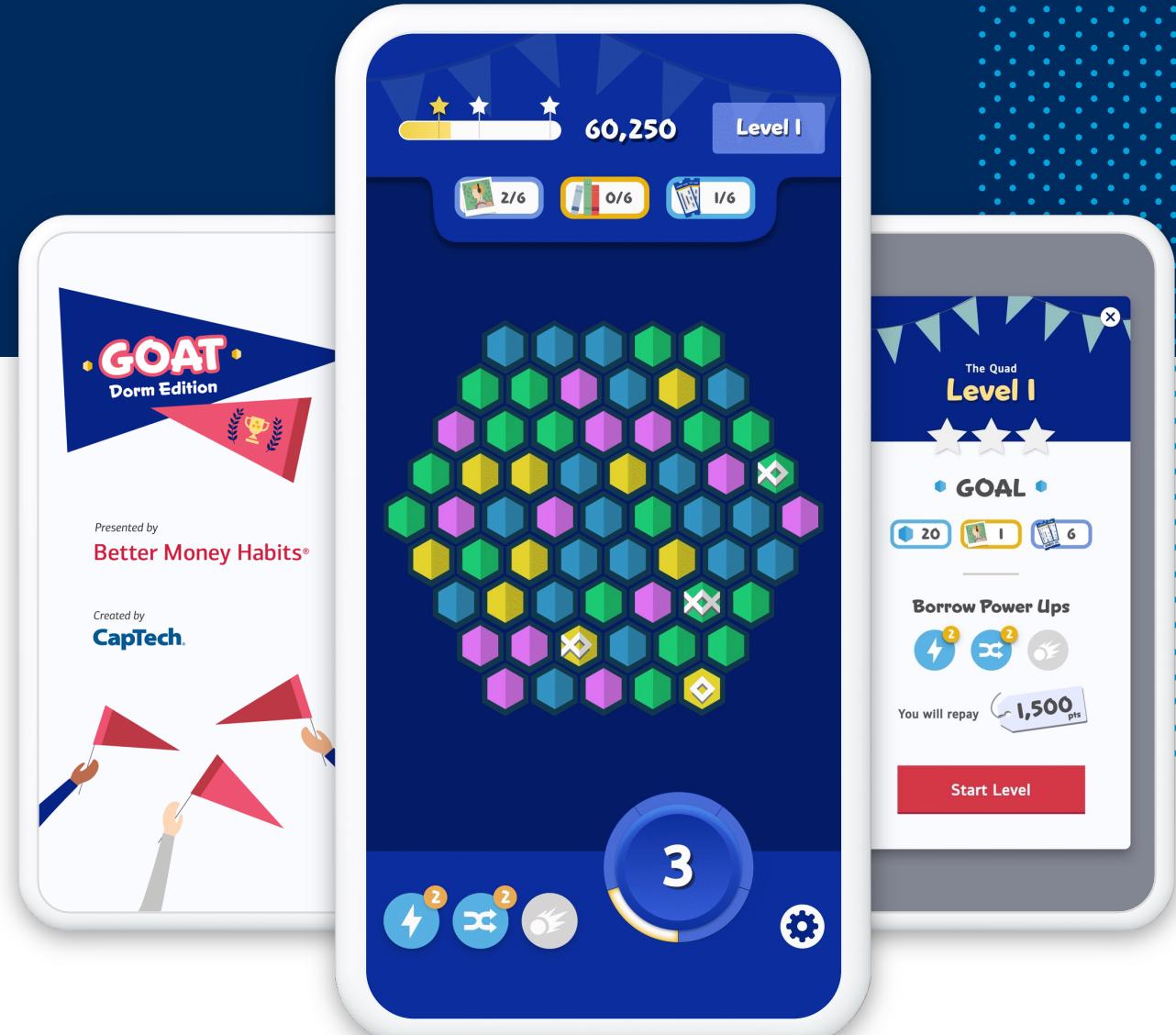


Increasing Student Financial Acumen Through Gameplay

With the desire to engage and convert a college student population, CapTech was asked to gamify an introduction into good financial habits and start to build the foundation for financial decision-making while making it a fun, relatable, and competitive experience.

RESULTS:

- Starting with interviews with students and stakeholders, CapTech created GOAT (Greatest of all Time) Dorm Edition, a puzzle game designed to subtly teach students financial concepts around budgeting, loans and planning.
- The multi-level game took students on a dorm furnishing and decorating journey, giving them the ability to trick out their room as accumulated budget would allow.
- Our insights team took a beta version to a college campus to test gameplay, student response, and success in building a connection between the client and students.



An AR Experience for Kids Takes Off

TOP 3 U.S. AIRLINE

CapTech partnered with this client to create an app-based augmented reality experience for kids that built on the airline's plush airplane giveaway program. Drawing on gamification experience and design expertise, CapTech chose to take a strategy-first approach to ensure client goals were achieved.

RESULTS:

- A fun, easily-learned kids' digital game experience featuring whimsical plane and visual assets, along with sound effects, score keeping, levels of play, and rewards.
- Drawing on storyboards, archetype storytelling, digital games research, and gamification best practices, the interaction design enhanced the total travel experience, from airport to airplane.
- Testing in pilot airport revealed that users – both parents and kids – loved the experience, with positive impressions of both the game and the airline.



Gaming Financial Education to Serve the Underserved

TOP 3 U.S. BANK

CapTech was asked to incorporate financial education for a low-to-middle-income audience into an engaging large-format touch screen experience. Starting with an experience strategy, CapTech imagined a gaming experience to both educate and entertain.

RESULTS:

- Leading with research into the demographic, CapTech used its findings to understand and incorporate game objectives that would educate and motivate on financial outcomes and mobility.
- The retro video game, complete with an 80s style arcade cabinet, offered players a choice of two characters to play on their financial quest, improving financial decision-making through a series of obstacles and rewards.
- Successful front- and back-end development ensured smooth play and action for the large touch screen.
- Usability testing revealed enthusiasm and a seamless experience, in addition to an eagerly received educational component.



Thank you.

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Appendix



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