

Appeal Social

Altruism

It is the call made to an individual or group of individuals to help in a cause that offers some return to society. What is?

What is?

It is the call made to an individual or group of individuals to help in a cause without regard to their personal interests.

How can it be used?

In applications that have some connection with solving problems that affect society and somehow sensitize users to support data submission.

In applications that have some connection with solving problems that affect society and somehow sensitize users to support data submission.

How can it be used?



Personal Interest

Learning

What is?

It is the call made to an individual or group of individuals to help in a cause taking into account some personal interest.

In applications that generate some gain for users who will invest their time contributing. How can it be used?

In applications that users will acquire some intellectual property by making their data available.

How can it be used?



Competitiveness

What is?

What is?

It is the call made to an individual or group of individuals using a challenge to help a cause.

It is the call that is made to an individual or group of individuals to help in a cause with a view to their learning.

In applications that have a target goal and that arouse the desire of users (or group of users) to be more successful than others. How can it be used?



Insert a motivation that interests you

Community

What is?

It is the call made to an individual or group of individuals using a community's membership to help a cause.

How can it be used?



Joker

It can be used in applications where users will be stimulated by interactions between groups.



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Control

Richness

What is?

It is a set of strategies that aim to increase a user's activity through the awakening of actions, thoughts and perceptions. It is a set of strategies that aim to give the user a feeling of control over the application.

It is linked to the motivations:

How can it be used?

It is linked to the motivations:
Social appeal, altruism, personal interest, learning, competitiveness and community.

Em aplicações que exijam uma interação direta com Always. How can it be used?

Incentives

Usability

Insert an attribute of interest you

Reputation

It is a set of strategies that aim to encourage users to continue with the application What is?

It is a set of strategies that aim to improve the usability of the application.

It is linked to the motivations:
Social appeal, altruism, personal interest, learning, competitiveness and community.

What is?

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Joker

Focused Attention

What is?

How can it be used?

How can it be used?

Always.

It is a set of strategies that aim to make the interface more aesthetically attractive.

It is linked to the motivations:
Social appeal, altruism, personal interest, learning, competitiveness and community.

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Social appeal, altruism, personal interest, learning, competitiveness and community.

Always.

What is?

Positive Affect

It is linked to the motivations:
Social appeal, altruism, learning, competitiveness and community. In applications that have features that require direct interaction with users.

How can it be used?

It is a set of strategies that arouse several positive emotions during an interaction.

It is a set of strategies that awaken the focus of users. What is?

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Aesthetics Appeal

Endurability

Novelty

What is?

What is?

What is?

It is a set of strategies that aim to present surprising, unknown or unexpected news.

It is a set of strategies that aim to increase the chances of users using the application again and sharing it with other people.

It is linked to the motivations:
Social appeal, atruism, personal interest, learning, competitiveness and community.

How can it be used? How can it be used?

It is linked to the motivations:
Social appeal, altruism, personal interest, learning and community.

It is linked to the motivations:
Learning and community

Em aplicações que permitam interações de maior tempo. How can it be used?

What is?

It is a set of strategies that aim to make the application more prestigious by users.

It is linked to the motivations:
Social appeal, altruism, personal interest, learning, competitiveness and community.

Always. How can it be used?

How can it be used?