


Social Appeal

What is?

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

How can it be used?

In applications that have some connection with solving problems that affect society or that require some data to support data submission.




Altruism

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 or that require some data to support data submission.




Personal Interest

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.

How can it be used?

In applications that generate some gain for users who will invest their time contributing.




Learning

What is?

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.

How can it be used?

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




Competitiveness

What is?

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

How can it be used?

In applications that have a target goal and that arouse the desire of users to be more successful than others.




Community

What is?

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


How can it be used?

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



Insert a motivation that interests you

Joker



Focused Attention

What is?

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

What is?

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

What is?

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

What is?

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

What is?

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

What is?

It is a set of strategies that aim to increase a user's activity through the thoughts and perceptions.

What is?

It is a set of strategies that aim to give the user a feeling of control over the application.

What is?

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

What is?

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.



Positive Affect

What is?

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Aesthetics Appeal

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Endurability

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Novelty

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Richness

What is?

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



Control

What is?

It is a set of strategies that aim to give the user a feeling of control over the application.

What is?


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

What is?

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.



Reputation

What is?


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

What is?

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.




Incentives

What is?

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.



Usability

What is?

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



Insert an attribute of interest you

Joker