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 problem-solving that affect society and somehow sensitize users 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 any regard to their personal interests.

How can it be used?

In applications that have some connection with problem-solving that affect society and somehow sensitize users 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 to 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 making their data available.

Competitiveness

What is?

It is the call made to an individual or group of individuals using 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 (or group of users) to be more successful than others.

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?

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

Insert an attribute of interest you

Joker

Focused Attention

What is?

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

It is linked to the motivations:

Social appeal, altruism, learning, competitiveness and community.

How can it be used?

In applications that have features that require direct interaction with users.

Positive Affect

What is?

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

It is linked to the motivations:

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

How can it be used?

Always.

Aesthetic Appeal

What is?

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

It is linked to the motivations:

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

How can it be used?

Always.

Endurability

What is?

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

It is linked to the motivations:

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

How can it be used?

Always.

Novelty

What is?

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

It is linked to the motivations:

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

How can it be used?

Always.

Richness

What is?

It is a set of strategies that aims to increase a user's activity through the awakening of actions, thoughts and perceptions.

It is linked to the motivations:

Learning and community

How can it be used?

In applications that allow greater time interaction

Control

What is?

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

It is linked to the motivations:

Learning, competitiveness and community.

How can it be used?

In applications thar require a direct interaction with users

Reputation

What is?

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

It is linked to the motivations:

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

How can it be used?

Always.

Incentives

What is?

It is a set of strategies that aims to encourage users to continue with the application.

It is linked to the motivations:

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

How can it be used?

Always.

Usability

What is?

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

It is linked to the motivations:

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

How can it be used?

Always.

Insert an attribute of interest you

Joker