



Social Appeal

What is?

Artifact designed with the aim of attracting the user regarding elements **related to society** and the **citizens** who are part of it.

How can it be used?

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



Altruism

What is?

Artifact designed with the intention of attracting the user, aiming more at the **well-being of others** than their **own well-being** and **particular interests**.

How can it be used?

In applications that have some connection with solving problems for the well-being of another person and sensitize users to support with sending data.



Personal Interest

What is?

Artifact designed with the intention of attracting the user aiming at **benefits** or **personal advantages**, considering their own **particular interests**.

How can it be used?

In applications that generate some gain for users in exchange for investing their time contributing information.



Learning

What is?

Artifact designed with the intention of attracting the user with the objective of **learning** something.

How can it be used?

In applications where users will learn something by making their data available.



Competitiveness

What is?

Artifact designed with the aim of **dispute** or **competition** between people who seek to **overcome** those who **challenge** them.

How can it be used?

In applications that have defined objectives and that can use dispute or competition between users (or group of users) to obtain more success than others.



Community

What is?

Artifact designed with the intention of helping users who belong to the same **social group**, being under the **same government**, and **sharing** the **same culture** and **history**.

How can it be used?

Em aplicações que os usuários irão se estimular por interações entre grupos que compartilham coisas em comum.

Insert a motivation of interest you



Joker

Insert an attribute of interest you



Joker



Focused Attention

What is?

Interaction capable of **making the user focus** on what he has to do, and may even **exclude other activities** to the detriment of this one and even lead to a **distortion** in the **subjective perception of time** during the interaction.

How can it be used?

In applications where user focus is relevant to encourage the user to stay in the application.



Positive Affect

What is?

Interaction capable of acting as a hook and inducing the user to a **desire for exploration** and **discovery**, thus stimulating greater **emotional engagement** and may contribute to user loyalty.

How can it be used?

Em aplicações where positive emotion is relevant to encourage the user to stay in the application.



Aesthetic Appeal

What is?

Interaction capable of using the **sensory** and **visual appeal** of an interface to attract user interest.

How can it be used?

In applications where the sensory and visual appeal is relevant to encourage the user to stay in the application.



Endurability

What is?

Interaction capable of leaving the user attracted through **memorable experiences**, awakening the **desire to repeat them in the future** and **share them with other people**.

How can it be used?

Always.



Novelty

What is?

Interaction capable of attracting the user through the presentation of something **new**, **surprising**, **unknown** or **unexpected**.

How can it be used?

In applications where novelty is relevant to encourage the user to stay in the application.



Richness

What is?

Interaction capable of stimulating a **diversity** and **variety** of **thoughts**, **actions** and **perceptions** awakened during the interaction.

How can it be used?

In applications where the diversity and variety of actions is relevant to encourage the user to remain in the application.



Control

What is?

Interaction capable of bringing **clarity** to the user of what he can or cannot do, enabling **resourcefulness**, **self-confidence**, **freedom** for the user to achieve his goals.

How can it be used?

Always.



Reputation

What is?

Interaction capable of bringing **confidence** in the transactions that users carry out with other people, services or organizations.

How can it be used?

In applications where the reputation of the user and/or organization is relevant to encourage the user to stay in the application.



Incentives

What is?

Interaction capable of attracting the user through system **incentives**.

How can it be used?

In applications where the incentive is relevant to encourage the user to stay in the application.



Usability

What is?

Interaction capable of attracting a class of users (target users) through **ease of use** when performing specific activities in a given environment.

How can it be used?

Always.