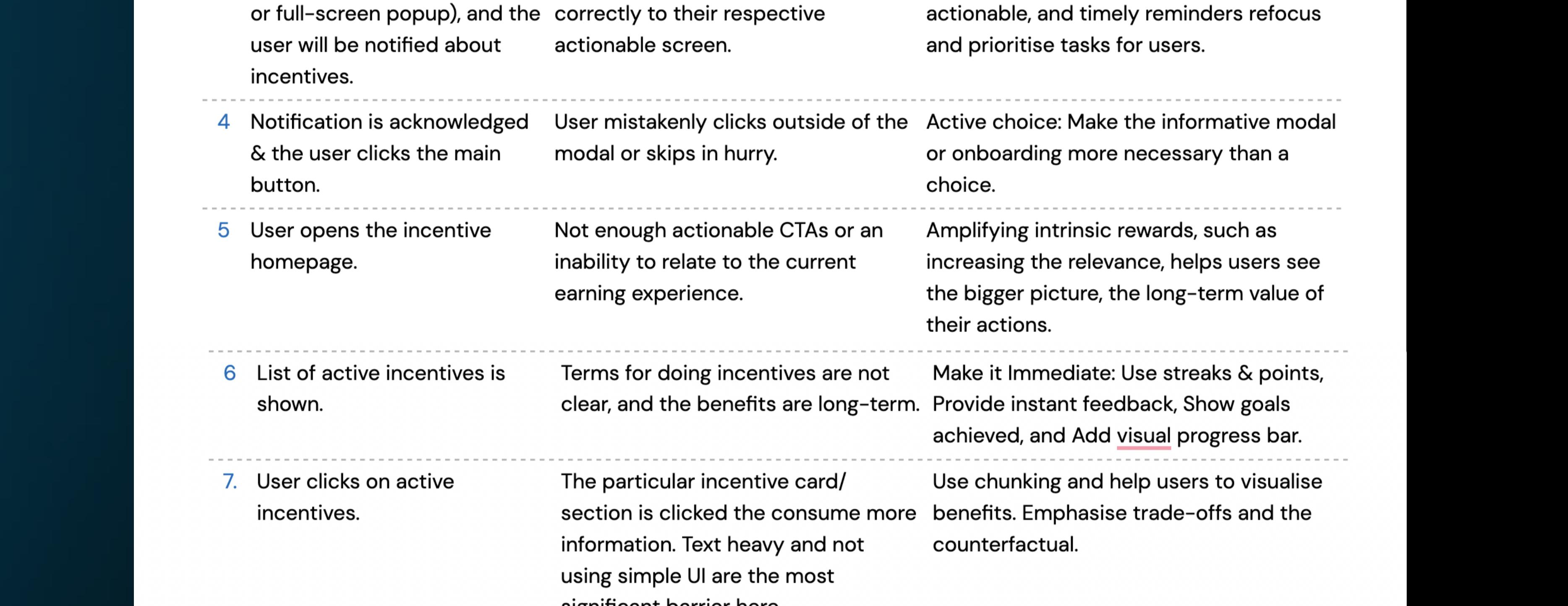


Incentive Program For Truck Drivers (App)

tl;dr: Introduced the first incentive program for drivers to Increase Engagement



Behavioural Map



Identifying Possible Barriers & Thinking About Strategies To Remove Them

Step 1: Behavior Map	Step 2: Biggest Barriers	Step 3: Strategies to Remove Barrier
1 User logged in can see the new incentive card on the home page.	Incentive banner on homepage or notifications missed by users, low click-through rates.	Alter the salience: make it stand out visually, be surprising, or be prominent to drive attention. Use the 'new' tag and give a prominent real-estate on the homepage.
2 System will do an eligibility check for new incentives.	System checks are not correctly optimised.	Use a default: users are likelier to stick to the default because they infer that this is the choice endorsed by the company and is easier to make.
3 System will initiate in-app notification (either temporary or full-screen popup), and the user will be notified about incentives.	Notifications schedules are not properly planned or not mapped correctly to their respective actionable screen.	Reminder at the right time: the user may forget to do something. Specific, actionable, and timely reminders refocus and prioritise tasks for users.
4 Notification is acknowledged & the user clicks the main button.	User mistakenly clicks outside of the modal or skips in hurry.	Active choice: Make the informative modal or onboarding more necessary than a choice.
5 User opens the incentive homepage.	Not enough actionable CTAs or an inability to relate to the current earning experience.	Amplifying intrinsic rewards, such as increasing the relevance, helps users see the bigger picture, the long-term value of their actions.
6 List of active incentives is shown.	Terms for doing incentives are not clear, and the benefits are long-term.	Make it Immediate: Use streaks & points, Provide instant feedback, Show goals achieved, and Add visual progress bar.
7 User clicks on active incentives.	The particular incentive card/section is clicked to consume more information. Text heavy and not using simple UI are the most significant barrier here.	Use chunking and help users to visualise benefits. Emphasise trade-offs and the counterfactual.
8 User clicks on past incentives.	The past incentive card/section is clicked for comparing purposes or to check the amount related. The biggest barrier would be to just display the info. The user should be able to perform some actions on it.	Show goals achieved and help users visualize the whole incentive journey.
9 Earnings breakdown by incentives.	Complicated labelling and using jargon which is not easily understandable.	Provide context by using icons and easy language.

Designs

Normal incentive scheme



Designs

Ladder based incentive scheme

Thank You.

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