



**Elegance Lab Inc.**

Gamification Of Seneca Mobile App



# Project Scope

Project was to provide information on how to GAMIFY Seneca mobile app to engage students to get connected and earn REWARDS which can be redeemed for free lunch and discounted shopping within the Seneca campus

## My Project UX Scope

1. Research & Discovery [user interview, user task analysis, user need analysis]
2. Stakeholder Interview [gather user needs and business goals]
3. Create persona to map user insights with their requirements
4. Sitemap, User task flow
5. UI and Interaction design presented in wireframes and visual designs
6. Navigation design and Labeling



# Gamification Concept

Currently it is observed that app is lacking a section of student community Mentors, who can help and guide junior students

This section can be named as Mentors; for enrolling under the mentor section, students will be asked to register within the program through app. On registering student will have to appear for eligibility test for the topics they have opt for mentorship. On completion of the test students will be given Badges of their expertise level, this will bring recognition to student within the campus

Once the student gets approved as mentor he/she can start search for Mentee to provide the mentorship, by connecting to Mentee using a chat feature within the app. Where Mentee will rate Mentor for the guidance provided at the completion of each chat session. On each rating Mentor will be rewarded by reward points. Here, the rewards can be redeemed in canteen or shopping items from campus stores

Users will be able to find information on Seneca blackboard, about the number of rewards they have gained, their badges and ratings. Rewards can be redeemed from with the app with the canteen and stores linked to Seneca college app. Thus this feature will help Mentor get discounts and as a parallel action will increase the sales of the linked vendors

Also this program will primarily help to find Mentors with interest and knowledge in different domains, who can be considered for future recruitments.





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## UI Suggestions

- Registration
- Eligibility test
- Mentor
- Rewards

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## Feature Addition

- Evaluations
- Badges
- Rewards
- Online hopping
- Payment gateway

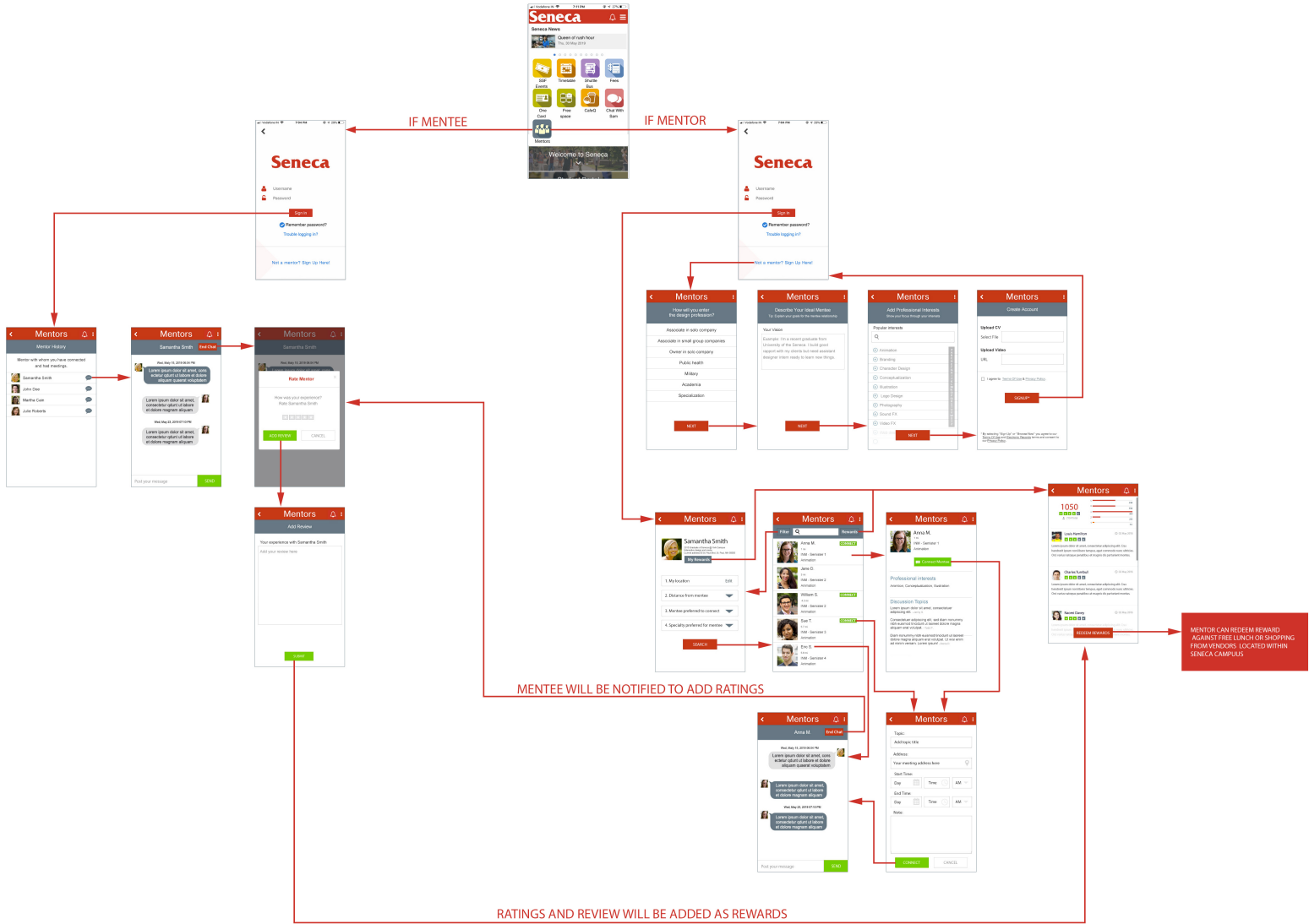
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## Proposed Solution

- Native IOS app
- Admin



# SENECA MENTOR - GAMIFICATION FEATURE



Thank you!



Thank you!

