**PACE User KPIs**

These performance indicators combine to offer a clear, engaging, and motivational experience for PACE users, helping them track their progress and stay committed to their sustainability goals. A/B testing will be necessary to test different elements of the Service and check which ones illicit appropriate responses.

| **Table 1. Key Performance Indicators to be used by Users of App and Website** | | | | | | |
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| **KPIs user will interact with** | **Definition** | **Why necessary** | **How user will see KPI** | **A/B testing for higher performance from Service** | **Location** |
| ***Pace*** | Shows the user how many consecutive periods they have completed actions | Encourages consistency and helps build a regular sustainability habit | A simple bar graph (See Appendix 1) | A/B test encouraging messaging when user surpasses a certain number of periods  A/B test actions that encourage statistically high Pace performance | Dash board on website  And points page on App |
| ***Experience Points*** | Shows the user points earned by completing actions, and challenges | Help user measure how much progress they have made | Score at the top of home page. Every 10 points earn results in a sound. (See Appendix 2) | A/B test types of sounds user like to hear | Home page |
| ***Super 17 level*** | Shows the user how many of the SDGs they have impacted. Each SDG impacted is a new level the user has reached. | Helps user their sustainability impact. | Sustainability Level will be seen at the top of home page. “Super level: 1”. Every level reached results in 1000 additional points  (See Appendix 3) | A/B test actions that encourage speed with which levels are completed. Better actions encourage statistically higher level ups.  A/B test level up sounds and icons | Home page |
| ***SDG Strength*** | Shows the user how much effort has been spent in each area (Calculated as: the number of actions completed in particular area / total number of actions available in that area) | Helps user identify which actions need more attention. | Strengthen Icon with percentage | A/B test actions that encourage progress in weaker areas overall. | Potentially on the buttons of the home page of the app.  Potentially on the user dashboard. |
| ***Social Presence*** | Social leaderboard that ranks you against other users. Users can compete against friends to see who has earned the most XP during the week or has the highest level | Adds a competitive element and motivation by comparing your performance to others | Leaderboard on website and app. See Appendix for sample leaderboard | A/B test Leaderboard layout and progress items shown | Leaderboard on website and app. |
| ***Sustainability Aptitude*** | Shows how well the user is doing in the sustainability goals overall, based on their performance in sustainability lessons (under Mind Body Spirit). | This gives users a broad idea of their overall sustainability proficiency | Score located on scoring page | A/B test lesson length and lesson type | Points page on App and Performance Dashboard |
| ***Weekly Goals and Progress Tracking*** | Users can set daily experience points goals (e.g., earning 10 XP per day) and track how close they are to meeting those goals. | Helps users stay on track with their sustainability efforts and gives them a tangible goal to work towards each week. | Short form with actions chosen and time by which to complete | A/B test layout of Weekly Goals | Goal setting page on website and Goal setting section on app |
| ***People you have touched*** | Converts sustainability actions to number of people affects by these actions. (User will also see organizations affected) | Helps users see how many people they have impacted through their actions | Number indicating number of persons to benefit from actions performed so far. Text message saying thank you | A/B test text messages sent in this area | Dashboard on webpage on App – Scoring section |
| ***Achievements and Badges*** | awards users with badges or achievements when they reach certain milestones | motivates users by recognizing their hard work and reinforcing positive sustainability behaviours | Badges and achievement awards icons |  | Dashboard on webpage  on App – Scoring section |
| ***Suggest your own Goal*** | Users can suggest a goal and if goal meets criteria, user gets points and action is added to list of actions for next period where actions are set. (In cases where actions do not meet criteria suggested changes are provided)  Actions suggested count is given to user. | Helps users get involve in creating actions. Help users feel they have an impact in guiding service. | Form where user can enter in one or two sentences: action to be performed, location and date | A/B test text messages sent in this area to see if it encourages an increase in actions suggested. | Under Section in Volunteer and Lead |
| ***Convert points*** | Convert points to discounts and coupons on sustainability items. Points converted is given to user | Helps users benefit from Service in economic ways. This is a form of encourage meant increasing the usability of App. | Users can see items that can be purchased or discounted using points. | A/B test sustainability items that may attach persons | Special section on App and Webpage  For app under Donate and Buy |
| ***Impact on the environment*** | Converts sustainability actions to amount of physical land and sea area affects by these actions. User will see area of land impacted by actions.\*\* (could be in the form of map) | Helps users see their environmental impact | Number indicating carbon reduction as a percentage of overall carbon emissions. This carbon reduction will be from actions performed so far. Text message saying thank you | A/B test text messages sent in this area | Dashboard on webpage  Points under Protect Land Sea and Wildlife |
| ***Coalition*** | This helps users combine points and take group actions. Group actions double points for each individual. Whilst under a coalition users can exchange points as well. (User will see number of coalitions and strengthen of Coalition) | Helps users work together on actions increasing community involvement | Coalition icon to indicate that coalition can be formed. Strength of Current Coalitions and number of Coalition Apart of. | A/B test text messages sent in this area  A/B test number of points earned in coalitions and coalition actions | Special section under advocate and empower |

## Appendix . Pace Score

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| Figure 1. Pace Graph Score. Helps user track longest consecutive period of activity (this is only an indicative graph) |

## Appendix . Experience Points

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| Another possible structure |
| Figure 2. Pace Graph Score. Helps user track longest consecutive period of activity (this is only an indicative graph) |

## Appendix . Super 17 Level

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| Figure 3. Level board with 4 locked extra levels. Each level represents an SDG that has bee fulfilled with the star representing how many actions have been fully achieved in each level. |

## Appendix . SDG Strength

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| Figure 4. SDG Strength Icons representing strength Levels |