THE PRODUCT FOLKS

jupiter

Gamification In Jupiter

A Product Teardown Case Study

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Problem Statement

The objective of this project is to come up with Gamification ideas that can be possibly integrated in Neo Banking experience of Jupiter with below mentioned impact parameters:

1. Client satisfaction and loyalty
2. User acquisition and retention
3. Word-of-mouth recommendations.

Background

Why gamification?

- Simply put, gamification means adding game mechanics, elements, and experiences to a non-game product to make it more appealing, engaging, and fun.
- Gamification helps attract users to an app and keeps them engaged in it for longer. That's a huge benefit if you want to make financial service more appealing or shape user behavior which also helps increases client satisfaction and loyalty.

User Persona #1

RITESH BAJAJ

ABOUT

Age: 33 years
Occupation: Tuition Teacher
Location: Pune, India

Archetype: The Everyman
Household Income: 50k P.M

CORE NEEDS

- Wants more transparency from bank.
- Wants to have access to all banking stack from the comfort of home.
- Wants to save extra money leveraging new age banking

PAIN POINTS

- Not been able to get a full banking stack at one bank.
- Fairly tech savvy, so wants to have easy to operate application.
- Didn't got any reward for paying his monthly payments online which he used pay in cash.

HABITS

- He is a middle class working professional.
- He keeps exploring various banking options so as to save as much as possible.
- Always check for any discounts or sale while purchasing anything.
- And now a days, also looks for rewards/cashbacks whenever he pays for something using UPI.

User Persona #2

RAGHAV CHANDRA

ABOUT

Age: 20 years
Occupation: Student
Location: Mumbai, India

Archetype: The Everyman
Household Income: Pocket Money- 15K

CORE NEEDS

- Don't want to go to bank, want everything to be done from home.
- Wants to have a hassle free access to banking.

PAIN POINTS

- He Was Not been able to access banking i.e., opening bank account, depositing money into account from home.
- Currently studying, so wants to open a zero balance account without worrying about maintaining a minimum account balance.

HABITS

- He is a student, don't want to have access to all the banking stack but wants to save or receive rewards for using service.
- He looks for discounts and cashbacks whenever purchasing something online or paying any bill.
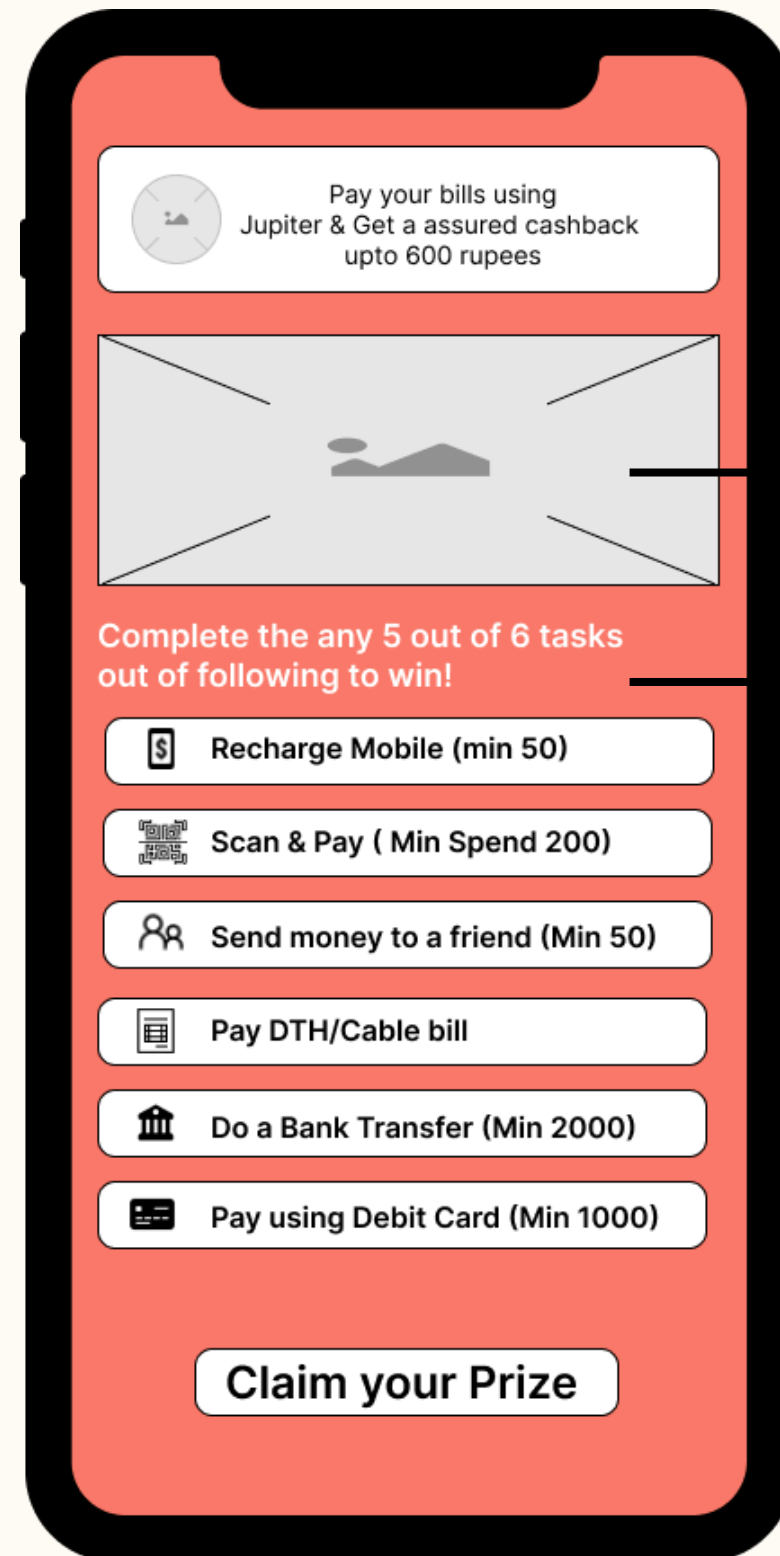
Wireframes
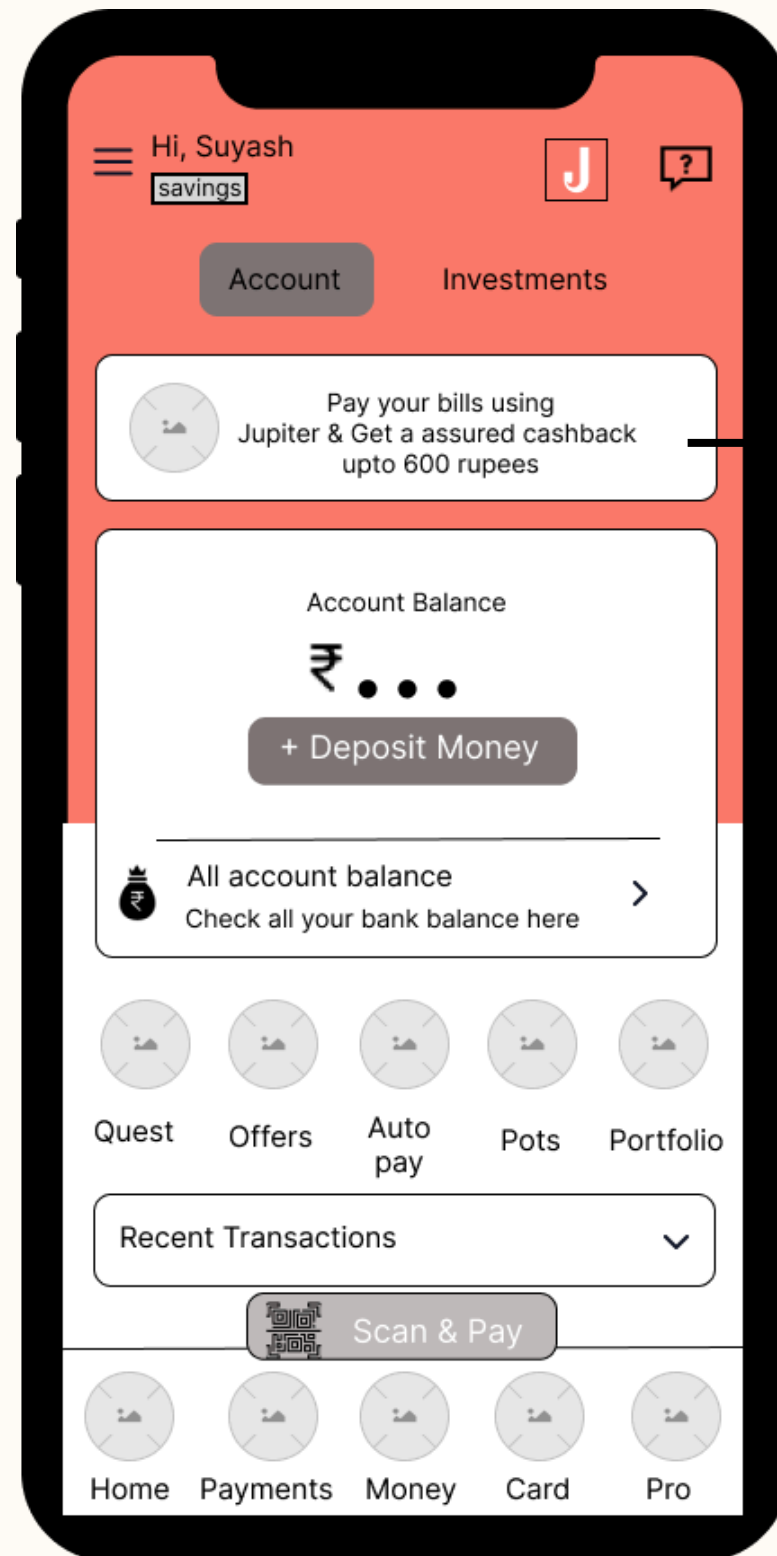
Home Page

The banner for game would be published here on the home screen of user

Clicking on the banner, user will be able to see the main game screen, from where user will be able to participate in the game.
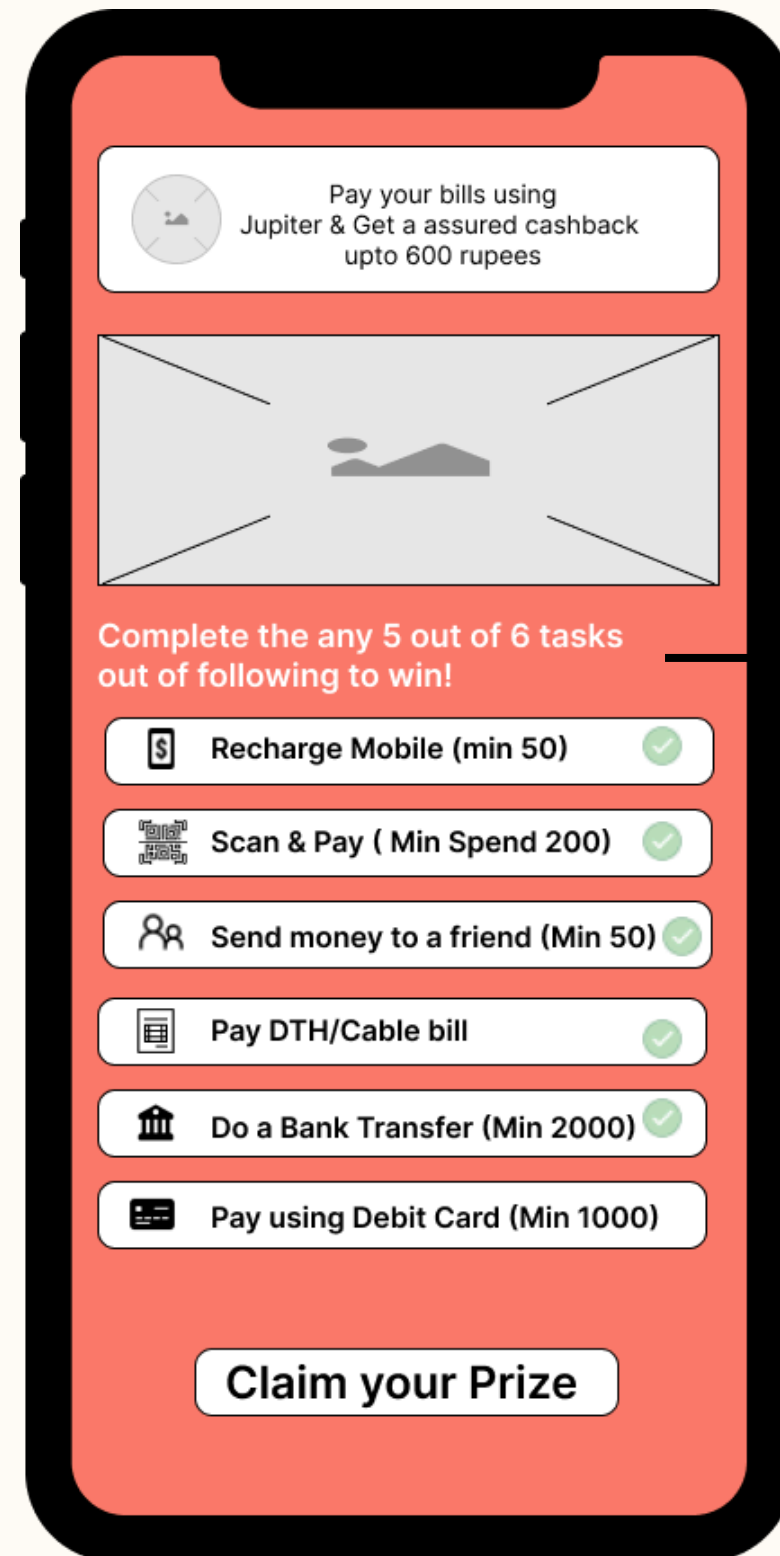
Pay your bills using
Jupiter & Get a assured cashback
upto 600 rupees

Complete the any 5 out of 6 tasks out of following to win!

Recharge Mobile (min 50)

Scan & Pay (Min Spend 200)

Send money to a friend (Min 50)

Pay DTH/Cable bill

Do a Bank Transfer (Min 2000)

Pay using Debit Card (Min 1000)

Claim your Prize

Game Page

Visuals representing the contest

The banner for game would be published here on the home screen of user
Clicking on the banner, user will be able to see the main game screen, from where user will be able to participate in the game.
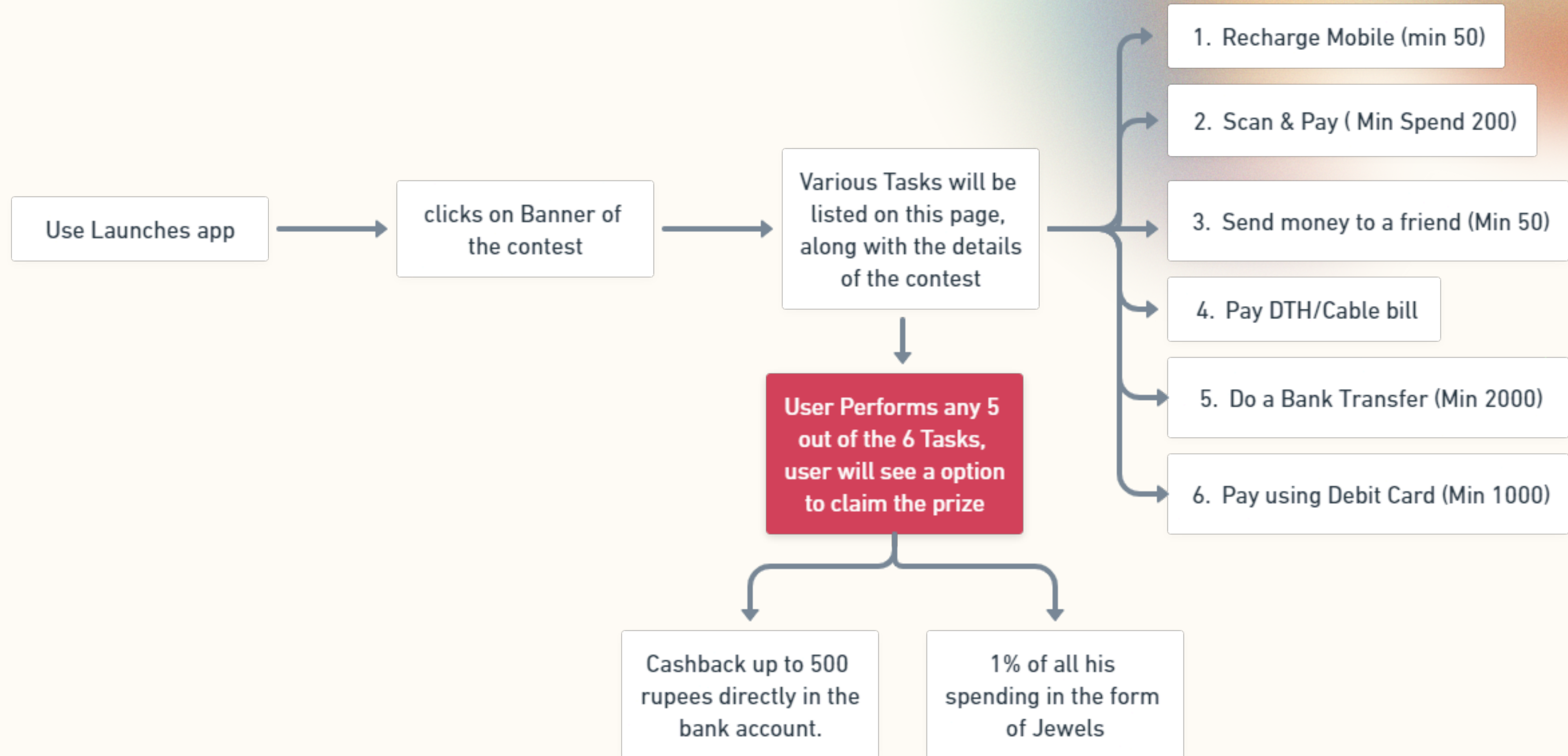
Pay your bills using
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**Complete the any 5 out of 6 tasks
out of following to win!**

Recharge Mobile (min 50) ✓

Scan & Pay (Min Spend 200) ✓

Send money to a friend (Min 50) ✓

Pay DTH/Cable bill ✓

Do a Bank Transfer (Min 2000) ✓

Pay using Debit Card (Min 1000)

Claim your Prize

After completing any 5 out of
the 6 tasks,
user will be able to claim the
prize, i.e., 1% of all the spends in
Jewels, and a cashback up to
rupees 500.

Wireframes


```
Use Launches app  →  clicks on Banner of the contest  →  Various Tasks will be listed on this page, along with the details of the contest
```

Various Tasks will be listed on this page, along with the details of the contest →
1. Recharge Mobile (min 50)
2. Scan & Pay (Min Spend 200)
3. Send money to a friend (Min 50)
4. Pay DTH/Cable bill
5. Do a Bank Transfer (Min 2000)
6. Pay using Debit Card (Min 1000)

↓

User Performs any 5 out of the 6 Tasks, user will see a option to claim the prize

↓

Cashback up to 500 rupees directly in the bank account.

1% of all his spending in the form of Jewels

User Funnel

Awareness/Discovery	• An update Notification, E-Mail and WhatsApp Message
Activation	• Paying using QR scan, could be first step, which will push users to perform rest and win the prize
Engagement	• Reminding users to perform tasks. • As user performs tasks, engagement increases, and after receiving the reward, the user tends to use it every time. • Work of mouth will also increase by giving assured cashback reward to every user.

Metrics

KPI – Number of users claiming prize.

Secondary Metrics –
- Number of users performing at least one task.
- Number times user returning to the app.
- Reviews and feedback.

Impact – Doing these 5–6 tasks, and receiving a reward for doing so, will develop a sense of satisfaction and trust towards the brand, which will help us improve user retention and automatically increase user satisfaction and help gain a loyal user base.
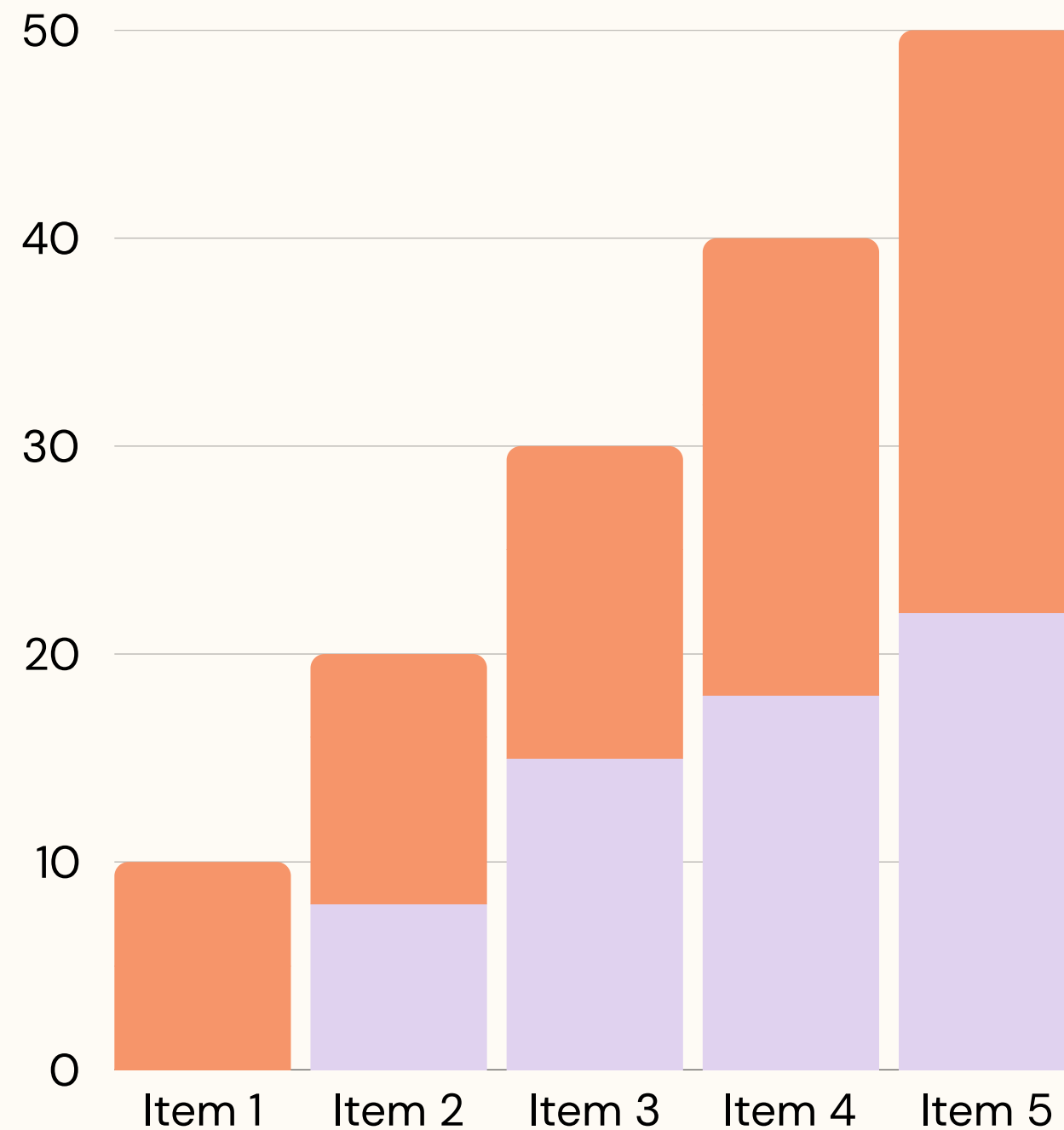
Results

Write a significant observation on your results here.

- Illustrate your results through the use of a chart or a pictogram.
- Briefly elaborate on the observation of your results.

Summary and Conclusion

Add the findings of your research here.

Briefly elaborate on your findings.

Add the findings of your research here.

Briefly elaborate on your findings.

Add the findings of your research here.

Briefly elaborate on your findings.

Implications and Recommendations

Theoretical and Methodological Issues

List down the recommendations that will address the issues that arose from your research

Practical Implications

List down the recommendations that will address the implications that arose from your research

References

- List down your reference here

- List down your reference here

- List down your reference here

- List down your reference here

- List down your reference here

Tip: Use links to go to the research materials cited in your thesis presentation.

How: Highlight text, click on the link symbol on the toolbar, and paste the link of the document or material that you want to connect.

Whiteboard Page

Copy a note, drag to the board, and write your ideas.

Copy a note, drag to the board, and write your ideas.

Write a note here

Write a note here

Tip: Collaboration makes teamwork easier! Click "Share" and invite your teammates to fill this up. Use this whiteboard page for bulletins, brainstorms, and other fun team ideas!

Need a timer?
Find the clock symbol on the lower left and start brainstorming!

Add more sub-ideas

Add even more sub-ideas

Add a related idea → Add more sub-ideas → Add even more sub-ideas

Add a related idea ← Add a main topic → Add a related idea

Add even more sub-ideas ← Add more sub-ideas ← Add a related idea

Add even more sub-ideas

Add more sub-ideas

Back to Overview

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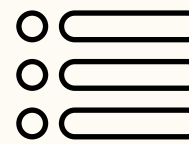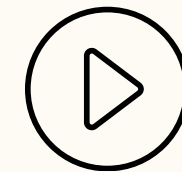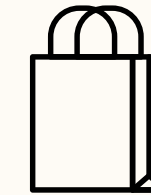
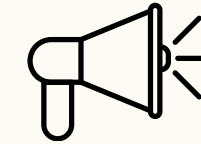# Q&A Session

Thank you for listening!

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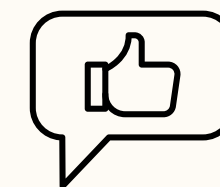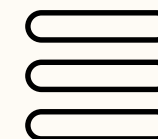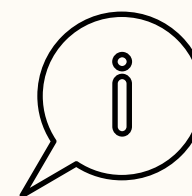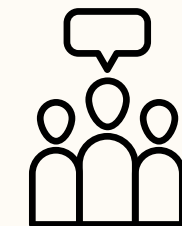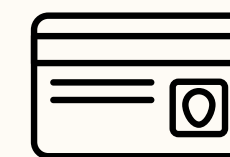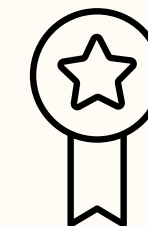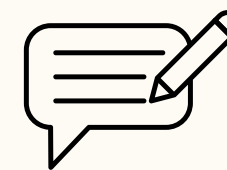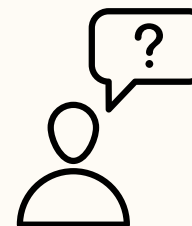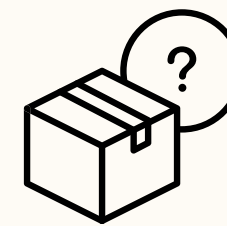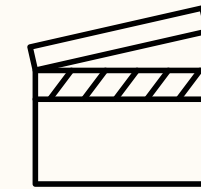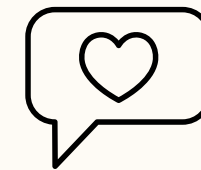
Resource Page

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Any number from **0-9** for a timer