



Rewardial

Growing socially engaged communities on a global web

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About this document

This document is describing the steps to be performed in order to install and configure the **Rewardial** WordPress plugin on either publishing websites or e-commerce websites that use the WooCommerce WordPress plugin. We will be discussing the Beta Test version 0.93 of the **Rewardial** plugin as it is meant to be used by our early adopters community.

In general, no technical knowledge is required to use this document. However, the installation, activation and validation steps (Chapters 3 and 4) do involve some degree of familiarity with managing the overall WordPress dashboard of your website and the plugins in particular.

The document contains a brief description of the platform (Chapter 1), the installation steps (Chapters 2 through 4) and configuration details once the plugin is installed (Chapter 5).

Release date: 11.09.2014



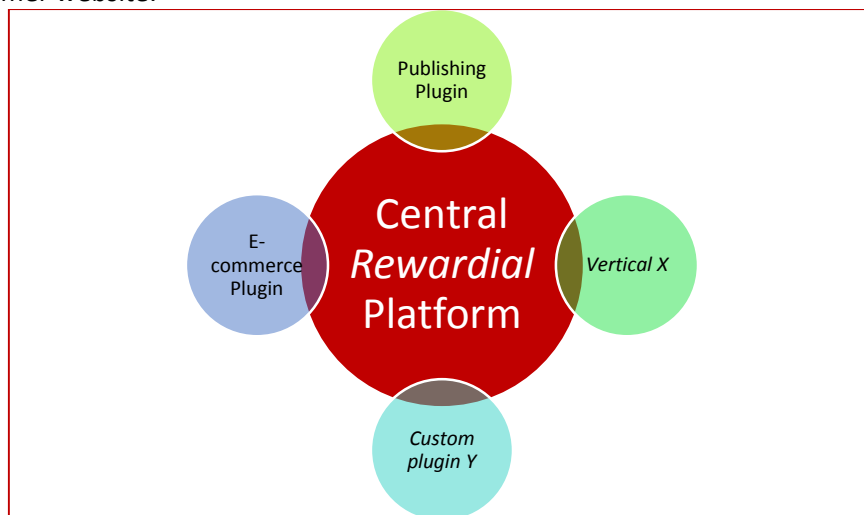
What is Rewardial?

Rewardial is a gamified online user engagement platform. Engagement is driven by tracking and rewarding meaningful users' actions on the partner website, as well as creating a „collectibles hunt” game within the website. With this platform, our aim is – while giving something back to the users for their time spent online – to help websites improve important KPIs such as:

- *DAU / MAU* – by encouraging users to return daily (via rewarding the First login action)
- *Pageviews* – by rewarding the Read action (for example of an article on a publishing website or a product page in case of an online shop)
- *Average time on site* – by engaging users in a game within the plugin which runs on the partner website
- *Social media presence* – by rewarding the Facebook Like and Facebook Share actions

As a web application, **Rewardial** consists of 2 main components:

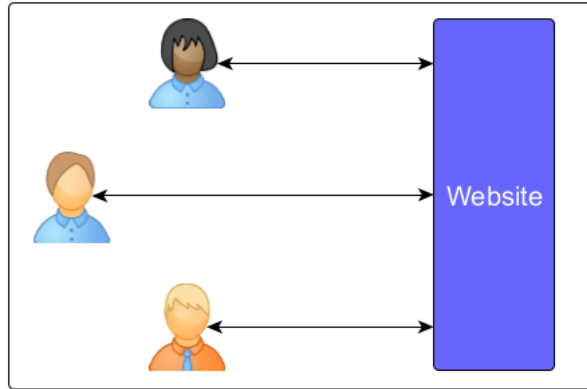
1. The central platform – That is where the application engine resides.
2. Vertical-based plugins – The plugin is the primary user interface, which is installed on each customer website.



Rewardial application structure

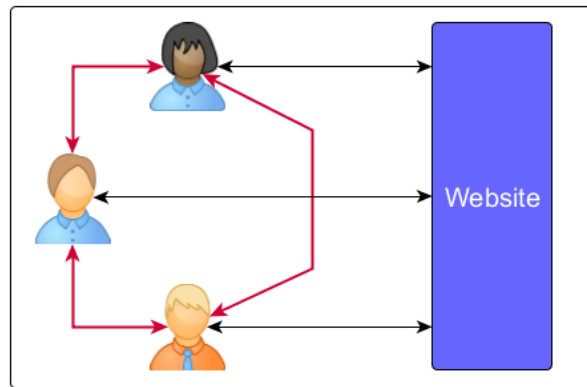
So, in order to use the platform, website owners will first have to install the supplied plugin, based on their vertical. Once the plugin is installed and activated, the website's users will be able to create a **Rewardial** account. The plugin will then track user actions on the website, determine the rewardable actions and grant any related rewards.

Within traditional PBL („Points / Badges / Leaderboards”) platforms, credits earned are used to award users with various kinds of badges and rank them among the other website users. PBL systems are doing a great job in engaging users to interact with the website, creating a competitive environment where they are encouraged to show off their badges and brag about their rank in the community. They are a good „hook” for the users but while they do trigger short-term user interest, over time most of them fail in sustaining that interest. We call these PBL systems „*User-centric engagement tools*”.



User-centric engagement system

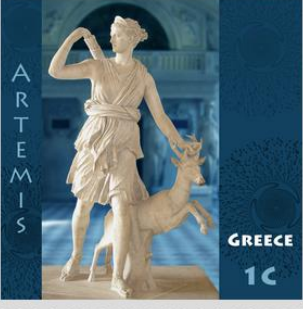
Rewardial is different (and better!) in that we are proposing a „next level” gamification system, outside of the PBL framework. A system designed for „*community-centric engagement*” – where users are encouraged not only to interact with the website, but also to get to know each other and interact between them, thus building stronger community bonds.



Community-centric engagement system

The basis for community-centric engagement is how the earned creadits can be used on the Rewardial platform: by spending them in a virtual collectibles shop and thus initiating a collectibles hunt game. Within Rewardial, collectibles are images of any kind on a stamp-like canvas, accompanied by a short wiki article (see below examples).

	<h3>ULYSSES S. GRANT</h3>	<p>CATEGORY: FAMOUS PEOPLE LEVEL: 1</p>
	<p>Hiram Ulysses Grant was the Commanding General of the Union Army during the American Civil War (1861-1865). Hailed for his tactical genius, Grant is credited with winning the war for the Union side, despite heavy losses.</p>	<p>COLLECTION TITLE: COMMANDERS OF THE CIVIL WAR</p>
	<p>His initial actions in the war were not very well received, and the bitter rivalry with general John McClelland almost cost the Union important victories. However, Grant prevailed over his rival soon after as President Lincoln removed McClelland from command and placed Grant in his place despite rumors of alcoholism.</p>	<p>STAMP VALUE</p>
	<p>After the war, Grant's career continued on the political scene where he proved a formidable rival for President Andrew Johnson. Ulysses S. Grant will serve two terms as President of the United States, period when he introduced many civil rights laws and tried to eradicate Ku Klux Klan. He encourage the passing of the Fifteenth Amendment that gave black people the right to vote.</p>	<p>5</p>
		<p> Share</p>



ARTEMIS

"Artemis" is the name of one of the most important deities of the ancient Greek civilization, the goddess of hunt, childbirth, virginity and protector of the young. She was the daughter of Zeus and Leto, and also the twin sister of Apollo, the god of light, music, poetry and healing.

In Greek classical sculptures she was depicted as a young, tall and slim woman, wearing boots, short skirt, and handling a bow with sharp arrows. Often she was accompanied by a hunting dog or by a stag. In other representations, Artemis wore a long robe, and sometimes a crown with a crescent moon shape, symbolizing her association with the moon. Various sculptures of the goddess Artemis survived, including a 4th century bronze head made by Praxiteles, a renowned Attic sculptor, or the statue made by the Athenian plastic artist Leochares.

The equivalent of the goddess "Artemis" in the Roman mythology was the goddess Diana, many times portrayed in marvelous sculptures.

CATEGORY: SCULPTURE

LEVEL: 1

COLLECTION TITLE: GREEK GODS

STAMP VALUE: 2

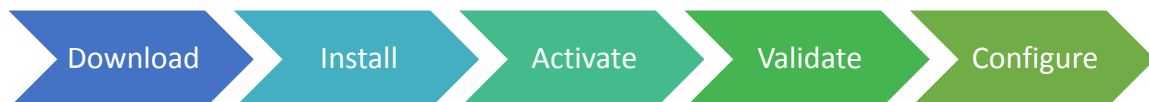
[Share](#)

The shop does not directly sell the collectibles, but „stamp envelopes“. This throws a surprise element into the game, since the list of collectibles included in the envelope is randomly generated from within the implemented collections of the website. With the randomly generated list of collectibles:

- It becomes a challenge for the user to complete the collections. Psychologically, we humans enjoy the sense of completion and don't like „unfinished businesses“. So, once the users will start a collection, they will be eager to come back to the website for more credits > envelopes > collectibles, until they complete that collection.
- Users acquire duplicates of available collectibles. And this generates the second layer of engagement that Rewardial is proposing, via trading duplicates within the community. While users may resort to this trade channel as a means of completing their collections with the missing images, they are at the same time connecting with each other and creating stronger bonds within the community.

Another tool that is specific to Rewardial is the Quest module. This has been designed as a tool for selectively increasing user engagement at specific moments in time.

To start using the **Rewardial** plugin, there are several steps you will have to perform:



We will go through each of the steps in the following chapters.

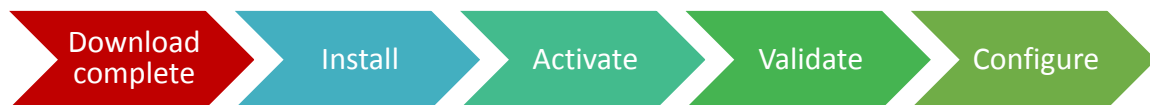
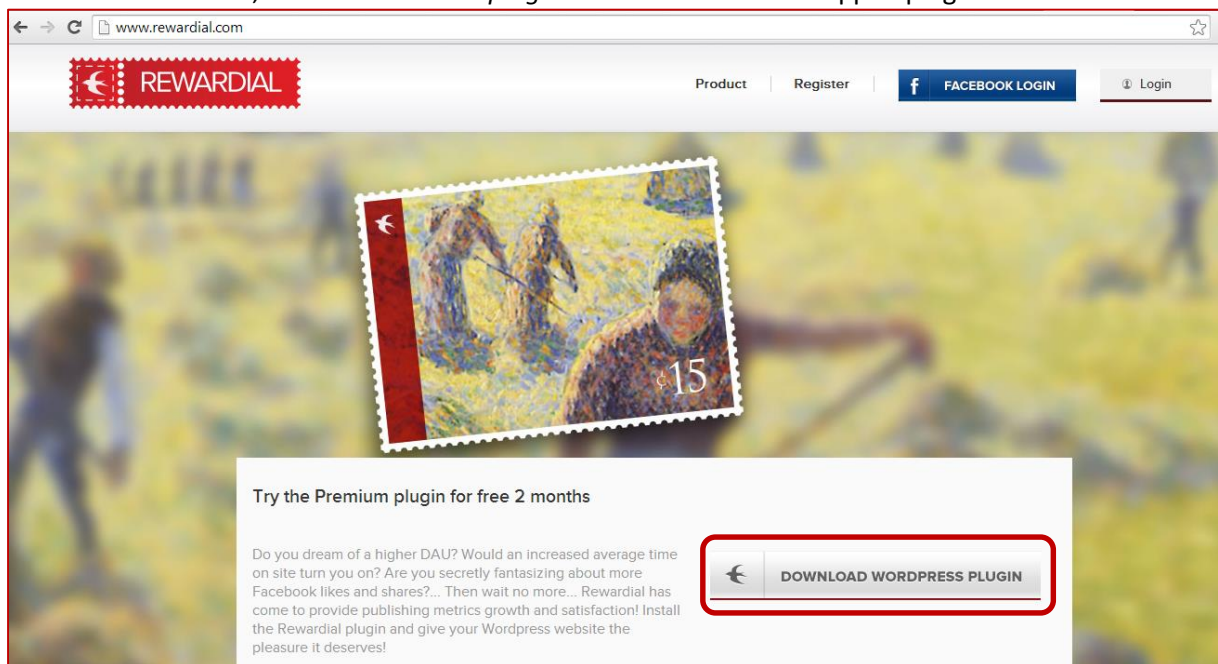


Downloading the Plugin

At this moment, only one plugin version is available for download: a Beta Test version of the WordPress plugin, optimized for publishing and for the WooCommerce WordPress plugin. The plugin can be downloaded using the following link:

www.rewardial.com

Once on our website, use the *Download plugin* button to obtain the zipped plugin files.



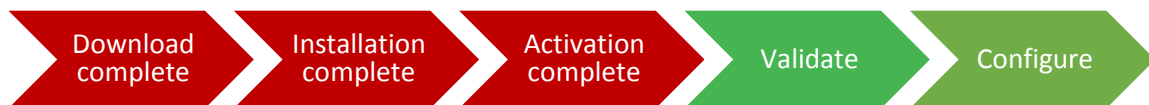
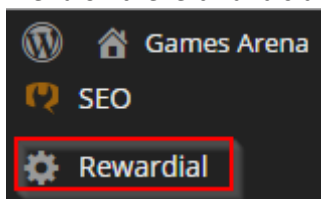


Installing and Activating the Plugin

To install and activate the plugin:

1. Extract the **Rewardial** plugin folder from the downloaded archive.
2. Copy the extracted folder under the **wp-content/plugins** directory on the server which hosts the website.
3. Open the website's WordPress Dashboard.
4. Go to the Modules section in the Dashboard, where you will find the list of all installed plugins.
5. Identify the **Rewardial** plugin and press the *Activate* button.

After having successfully performed above steps, you should now be able to see a distinct **Rewardial** menu on the left-hand side of your WordPress Dashboard.



Important: To be able to use this menu and configure a few features of the plugin, you will have to validate your website on the **Rewardial** platform (see next chapter).



Validating Your Website on the Rewardial Platform

This is a mandatory step in order to be able to configure the plugin. To perform the validation process:

1. Click on the **Rewardial** menu option on the left-hand side of the WordPress Dashboard. You will have 2 available forms:
 - a. Register new account
 - b. Attach website to existing account
2. For the first registration, please use the *Register new account* form and fill in:
 - a. Name
 - b. Surname
 - c. Email
 - d. Password
3. On pressing *Submit* to the form the following will happen:
 - a. A **Rewardial** Partner account is created.
 - b. The current website is automatically attached to the Partner account.
4. If you already have either a User account or a Partner account on the **Rewardial** platform, you may attach the current website to the platform by using the second form – *Attach website to existing account*. In this form you would only have to provide your email and **Rewardial** platform password and the current website will be attached to your existing account on pressing the *Submit* button.
5. Once the registration process or attaching the website to an existing account have been successfully performed:
 - a. The 2 previous forms will be replaced by a display of the account details.
 - b. A *Settings* button will appear, which enables access to the plugin configuration.





Configuring the Plugin

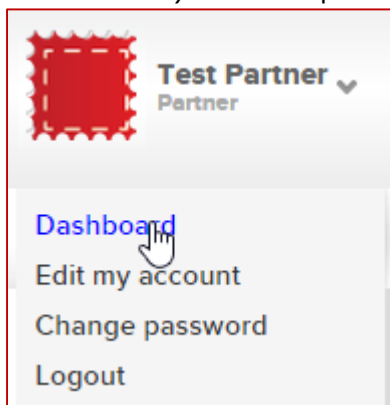
Use the above mentioned *Settings* button to access the configuration options of the **Rewardial** plugin. The configuration is done and saved on the **Rewardial** main platform. Therefore, when pressing the *Settings* button from the WordPress Dashboard, the **Rewardial** website will open, on the corresponding plugin configuration page for the respective WordPress website.

The following configuration options will be available as separate menus on the left-hand side of the page:

1. Overview
2. Settings
3. Quests
4. Users log

We will shortly describe all available options for each of the menus. But since for the first time setup there are some important settings to be done or reviewed, we will highlight them in **BLUE** for faster reference:

Note: When configuring the website, the *Edit* button of each section of the *Settings* in the website's WordPress dashboard will directly open the related configuration page of the plugin. To reopen the same page from within the **Rewardial** website, you will have to log into the website, go to the small down arrow at the right of your avatar (top right corner of the logged in page), click on the arrow and then on the *My websites* option:



This will open the list of websites linked to your account:

Web address	Licensed	Registered Users	Premium Currency	Associated Envelopes
http://www.games-arena.ro	yes	75	10000	Games Arena Famous People Painting

Then click on the link corresponding to the website for which you need to review the configuration.

Alternately, you can review the same information in the WP admin panel of your website, under the **Rewardial** menu. Technically, the information resides on the main **Rewardial** platform and it is synchronized to your local WP panel when first clicking on the **Rewardial** menu. In case you log in locally to review the information and later on want to see the updated results without logging out and in again, you have a „sync” option available – which will upload the latest information from the **Rewardial** platform. The „Sync all details” button is located in the Overview menu, just below the Description and TIPS area:



1. Overview

In the *Overview* menu some generic information will be available, organized into 3 tabs:

- a. Plugin Description
- b. Upgrade
 - i. Definition: Under the *Upgrade* menu, the publisher / on-line shop will be able to upgrade their package or update their existing subscription when it expires.
- c. Metrics
 - i. Definition: The metrics will include DAU / MAU KPIs for the Beta Test version. Further metrics will be implemented later on, as required.

2. Settings

The settings cover the following:

- a. **Define Website Type**
 - i. Definition: The website classification (whether it is a publishing or an e-commerce website) is determining the possible list of rewardable actions within the website.
 - ii. A drop-down list with 2 options is available:
 1. Blog or Magazine
 2. Online shop
 - iii. By default, the field will be set to *Blog or Magazine*. Please review if necessary.
- b. **Edit User Profile**
 - i. Definition: Within the **Rewardial** platform, end users (e.g. readers / online shoppers) acquire points for various attributes. The primary attribute is the Fame (which is an overall characteristic of the user and is non-modifiable). Besides the Fame, users may acquire points and subsequently be ranked upon at least 3 more attributes. We provide a set of 3 pre-configured attributes for each website type. But unlike the Fame attribute, these 3 are modifiable in

case the website owner finds a more appropriate wording based on his or her users profiles.

All these attributes are visible to the user once logged into the plugin:



For publishing websites the default attributes provided by **Rewardial** are:

- Knowledge – by default updated on each *Read* action
- Social – by default updated on the *First login* and *Comment* actions
- Persuasion – by default updated on the *Facebook Like* and *Facebook Share* actions

For e-commerce websites, the default attributes are:

- Social – by default updated on the *First login* and *Comment (Review)* actions
 - Persuasion – by default updated on the *Facebook Like* and *Facebook Share* actions
 - Spender – by default updated on the *Buy* action
- ii. The 3 default attributes are available in the User Profile tab. You are free to rename them depending on what you may find fit for your audience. (For example, on a „healthy food” blog you may want to replace *Knowledge* with *Chef* and *Persuasion* with *Health advocate*.)
- iii. **Important:** When reviewing these attributes, please keep in mind that:
1. Each attribute’s points are updated based on a scheme that you can also update, to correlate the user actions with the appropriate attributes. You may map the rewardable actions to the relevant attributes using the *Edit Actions* tab (see below).
 2. Once the attributes have been used in the community, you may still choose to rename an existing attribute and / or link it to different rewardable action(s), but this will NOT reset the counter and/or rank already in place for the end users.

c. Edit Actions

- i. **Definition:** Rewardable actions are those activities performed by the user on a website, that the **Rewardial** plugin can track and reward.

For online publishing websites, we have so far identified and implemented the following rewardable user actions:

1. First login
2. Read article
3. Comment article
4. Facebook Like
5. Facebook Share

For e-commerce websites, **Rewardial** currently supports the same rewardable actions as for publishing, plus the *Buy* action.

Note: In the e-commerce context, the *Read* action will actually mean viewing a product page, while the *Comment* action will actually be a product review.

- ii. Though the rewardable actions are predefined per website type, the way they function and drive user dynamics on site is customizable by the website owner. For each rewardable action, you may assign its priority from a drop-down list. The priority determines:
 1. The number of credits the user will acquire for performing the action.
 2. An equal number of Fame points which are awarded to the user for performing the action.
 3. An equal number of points that can be distributed amongst the other 3 user attributes.

The following priorities are available:

- Critical, meaning 20 Credits & 20 Fame & 20 other attributes points
- High, meaning 15 Credits & 15 Fame & 15 other attributes points
- Medium, meaning 10 Credits & 10 Fame & 10 other attributes points
- Low, meaning 5 Credits & 5 Fame & 5 other attributes points



You may want to „play” with the actions priorities over time, encouraging various user behaviors at different moments, depending on your needs.

d. Edit Envelopes

- i. **Definition:** Within the **Rewardial** plugin, users are able to spend their acquired credits in a virtual collectibles shop. But the „shop” does not directly sell the collectibles to the users, instead the users buy „envelopes”. This throws a surprise element into the game, since the list of collectibles included in the envelope is randomly generated from within the collections belonging to the envelope’s category.
- ii. Within the Premium version (by default available to all of our early adopters), the partner website can make use of up to 3 envelopes simultaneously. Each envelope represents a certain category of collectibles. For the Beta Test version we provide the below categories (where each category includes a minimum of 10 collections):
 1. Famous People
 2. Painting
 3. Plants
 4. Sculpture
 5. Sports
- iii. **Important: Once you have selected a category for an envelope, you will only be able to change it after 30 days!** This is to ensure a certain continuity of the collectibles within the website and not generate frustration for the end users for not being able to complete their collections.

- iv. **Note:** Out of the 3 envelopes that are available in the plugin „shop“, one can be a website branded envelope. The difference between the standard **Rewardial** envelopes and the website branded ones is that the former will be available for use by all our partner websites, while the latter will only be available in the shop on the website that owns it. Hence, to complete the respective collections, users would always have to come back to the owner website for more branded envelopes ;-)

3. Quests

Definition: The quests module offers website owners a tool for selectively increasing user engagement at specific moments in time. Each quest may contain a custom defined number of steps with configurable rewards per step. At this point (Beta Test version), one type of quest step is available: the quiz (which includes 1 question + 4 possible answers, out of which 1 is correct). Post-Beta we plan to implement other types of quest steps as well (open-end questions, polls, etc.).

- a. Active Quests
 - i. Displays the list of currently active quests.
- b. Draft Quests
 - i. Displays the list of current draft quests. These are of course modifiable until their activation.
- c. Archive
 - i. Displays the list of expired quests.
- d. Sponsored
 - i. A sponsored quest is defined within the **Rewardial** platform by advertising partners. The list of currently active sponsored quests is displayed under this tab. Each website owner is able to accept the quest or not. Upon acceptance, the sponsored quest will be displayed in the plugin, along with the rest of own website quests.
- e. Quest Alerts
 - i. Displays notifications related to quests (new sponsored quest available / quest expired, etc.)
- f. Add New Quest
 - i. Opens a form for defining a new quest. Each quest contains the following elements:
 - 1. Title
 - 2. Description
 - 3. A custom number of steps; each step includes:
 - a. Step title
 - b. A custom number of questions; each question is defined by:
 - i. Body text (the question itself)
 - ii. Correct answer
 - iii. 3 wrong answers
 - iv. **Note:** Of course, when presenting the quiz to the user, the system displays the 4 defined answers in a random order.
 - c. Attached rewards; rewards can be defined as a mix of:
 - i. **Rewardial** credits
 - ii. Fame points
 - iii. Attribute points (any of the 3 additional attributes from the user profile)
 - iv. Premium currency

- v. **Note:** The possible number of credits, fame points, etc. is restricted depending on the quest step, to ensure increased incentives for the users as they progress through the quest steps. The higher the quest step number, the higher the possible allocated rewards.
- 4. User limit (optional) – maximum number of users who can start the quest
- 5. Time deadline (optional) – end date for the quest
- 6. Custom prize (optional) – any prize for the quest besides **Rewardial** credits, Fame points, Attribute points and Premium currency. That may mean any physical object, discount / promotion code and similar.
- ii. Once a quest is defined, it can either be saved as draft (if it's not finalized yet) or it can be directly activated.



When we designed the Quest module, we had in mind 2 ways of using it for publishing websites:

1. Engaging users with the website itself, via questions directly related to the published content (requiring users to read specific articles)
2. Engaging users with various brands, via questions based either on the website itself or the brands' website or both

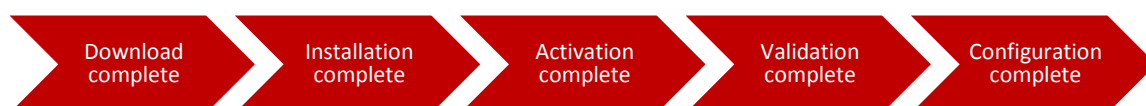
But we certainly expect the community to get creative in using this tool 😊

We would love to [hear](#) about your ideas and success stories with this module!

4. Users log

Definition: The users log, as the name says, represents the list of **Rewardial** plugin registered users on the particular website that is being reviewed. By default, the list is ordered descending by *Last activity date*, with further options to sort it in alphabetical order or by user Fame level.

On clicking on a user name, the system drills down to the user transactions list and associated rewards / credits consumed.



*Congratulations! By now, you should have completed the installation, validation and configuration of your instance of the **Rewardial** plugin. Have fun using it!*