Giving up is so common in my life. I started to learn the piano two years ago. One month later, my passion faded away and I barely touched it anymore. I also tried to adopt the habit of writing diaries many times, but my best try was 5 days before giving it up. However, after I tried joining a community of shared interest and making public, written commitments on twitter, I found these things much easier! The same applies to Dognition – if we want to increase the number of tests completed by the users, we need to give extra incentives.

As seen from the data, users tend to drop-off at the end of all the tests associated with a subcategory, rather than in the middle of the tests within a subcategory. This is understandable – psychologically we tend to persist until a flag post before taking a break. Hence incentives should be given whenever a user finish tests in one subcategory.

Based on this, my recommended solutions are first, a point-based reward system. Set up high reward on starting the test from a new subcategory, and the point earned can be used for a discount of Dognition membership. Secondly, organising online capstone event where users that complete a subcategory at the similar time can mingle to share their personal stories with their dogs. They will also attend introductory sessions about the next stage and will be asked to set up goals about when to finish the next subcategory of tests. When and what time should the events be organised? According to the data, people generally like to do the tests on Sunday, and between 6 to 8 pm. These are the time when people are freer and more willing to spend time with their dogs, and hence are perfect time for arranging the events.

If possible, offline events should also be organised. Imagine being able to physically meet other dog owners and bring your dogs together to have a social hangout – what a great experience! Being in this community atmosphere, the users will encourage each other not to give up and hence are more likely to try new tests. According to the data, there are many Dognition users in California, but they generally do not complete many tests. Therefore, we can organise events in big cities in California, with collaboration with local dog-owner communities if possible. Similarly, these offline events will include introductory sessions to new subcategories, encouraging users to carry on.

Personally, after joining a guitar club and attend weekly sessions, I found it much easier to persist and have been playing the guitar for many years now. Bringing people together and offering rewards are great incentives. Therefore, I believe my recommendations will successfully improve users’ test completion rate in Dognition.