

Attendees

Matt, Yolanda, Medhi, Lawrence, Amaris, Lingy, Candy, Fonzie, Wingkee, Gerome

Objective:

Brainstorm ideas of gamification experience on our B2C product.

Takeaways:

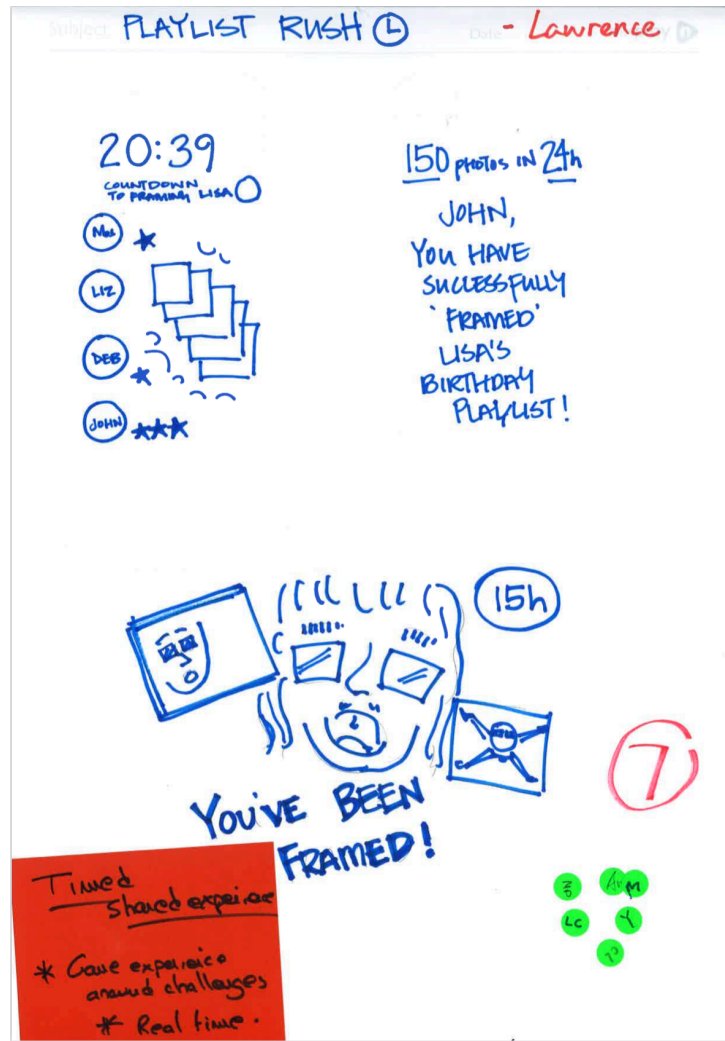
- Top three keywords to describe the desired new experience: **Interactive, Rewarding, Sentimental**
- Top voted ideas:

1. **PLAYLIST RUSH** 🕒 - by Lawrence, 6 votes

Slogan: You've been framed!

Initial Thoughts: Transform frame owner's private photo space into a challenging playground within a limited time period. For example, tomorrow is frame owner Lisa's birthday. All of her friends will receive a challenge countdown to upload as many as possible Lisa's photos to her frame. The one who uploaded most will successfully "frame" Lisa's birthday playlist and win the game. Those uploaded photos will be displayed on Lisa's frame for maybe 15 hours during her birthday.

*[Timed Shared Experience], [Game experience around challenges], [Real time], [Photos Challenges]



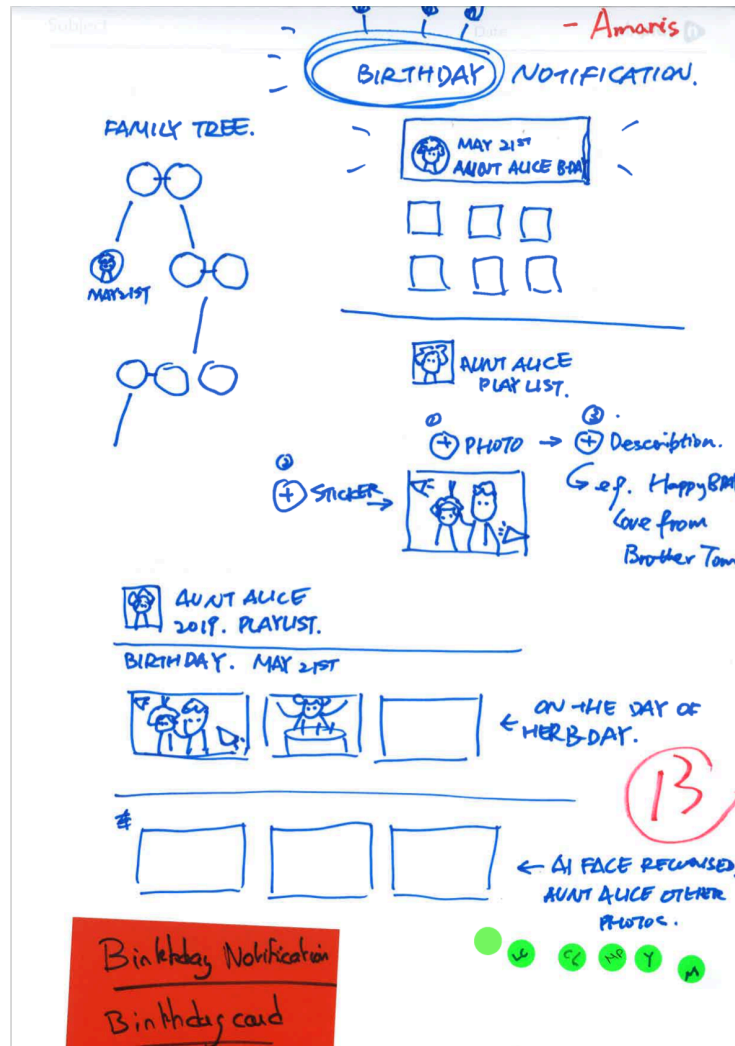
2. 🎂 BIRTHDAY NOTIFICATION - by Amaris, 6 votes

Trigger: I don't want to forget granny's birthday!

Initial Thoughts: Amaris usually relies on Facebook to remember friends' birthdays. But elderly people rarely use Facebook. She did forget her granny's birthday once! If Nixplay could help her to remember each family member's birthday, it'll solve her long-lasting pain point.

With the new family birthday tree function, she can easily document all the family members' birthdays and schedule a dedicated playlist for each one. It would be more delightful if she can stamp stickers on the photos and add background music with it. And if she can register each member's face in this family tree, and Nixplay can use machine learning to auto filter existing photos by face, it will be really helpful for her to one click to prepare this surprise.

*[Birthday Notification], [Family Member Birthday Tree], [Remember Day], [Birthday Playlist]

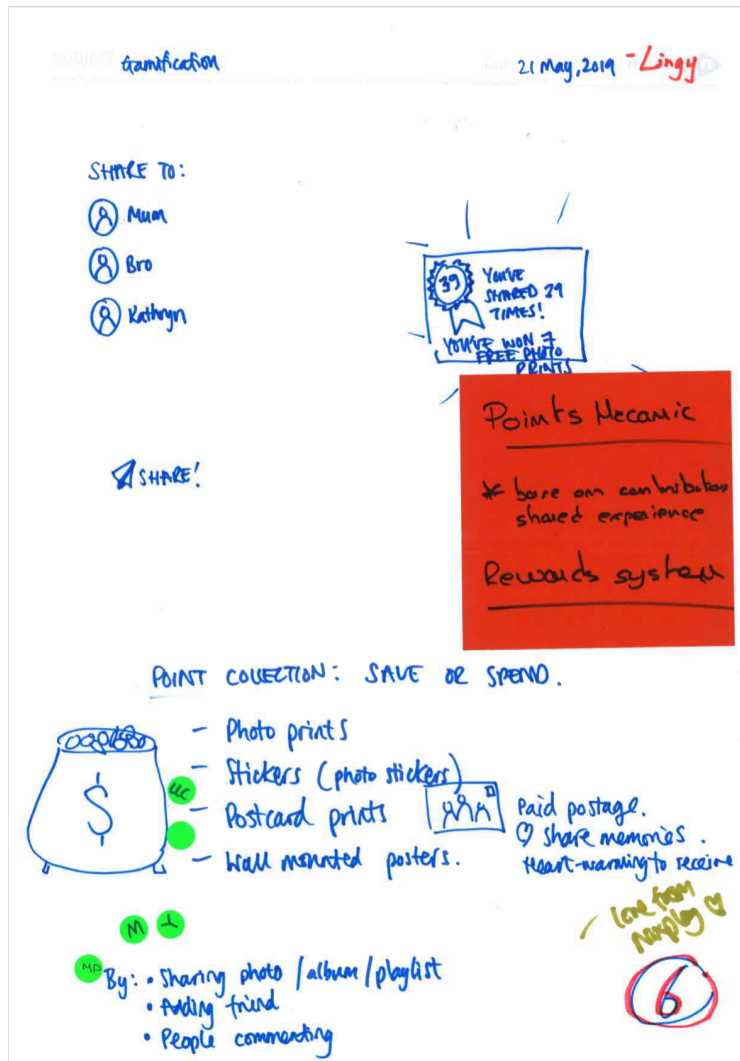


3. POINT COLLECTION: SAVE OR SPEND - by Lingy, 5 votes

Initial Thoughts: The more photos you shared, the more points you will get. With this point collection mechanic, users can earn points by 1. sharing photos/playlists; 2. inviting friend; 3. receiving friend's comment. With these points, users can use them to redeem:

1. photo prints; 2. stickers; 3. postcard print with paid postage; 4. wall mounted posters;

*[Points Mechanic], [Based on shared experience], [Reward System]



4. WORLD MAP PUZZLE - by Yoladna, 4 votes

Initial Thoughts: Location has always been an indispensable part of our memories. Each photo we took shows us where we've been to. If we have a world map view to show all the photos that users have taken in different countries, they will love it! In this view, user can even compete with other family members by the uploading photo from different countries. The one who uploads most will become the mayor of this country and win some special awards. By unlocking different country puzzles, user will also be surprised by some hidden rewards such as stickers and badges related to that country.

*[World Map], [Game Puzzle], [Mayorship], [Leaderboard]



1. Background

Before we move towards monetization strategies, we want to rethink about how to build a more engaging user experience. We want to refine the existing experience to ensure we're building for a product/market fit.

There are two directions to achieve this. One is to provide some advanced features that really benefit our users. The other is to leverage some gamification mechanisms to give users a sense of fulfillment or motivation. So that we can reduce user churn rate and enhance the stickiness.

Why we chose creative folks to do this workshop?

1. We hope our product could be more design-driven

2. We're heavy nixplay users. We would love to be engaged with Nixplay product.
 - Lawrence has **9 playlists** with **2355 photos**, **4 paired frames** and **6 friends**.
 - Lingy has 1 playlist with **728 photos**, 1 frame and **4 friends**
 - Fonzie has **11 playlists** with **453 photos**, 1 frame and **3 friends**
 - Winkee has **5 playlists** with **227 photos**, 1 frame

Indication of Success

Before we started the brainstorm section, we had made sure everyone was aligned with the indication of success first.

*According to David's feedback, he considered gamification as an important priority. But the expected outcome should start with something very humble. We're not trying to build a new photo sharing community.

- Our target audience is **a small private circle**.
 - What we want to deliver is a sustainable and engaging **memory sharing experience**.
 - What we want to achieve is just slightly extend the current frame circle **from 1 frame owner 1 friend, to 1 frame owner three or four active friends**.
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2.Outcome

2.1. Three Keywords to describe our expected new experience: [full list](#)

1. **Interactive:** Network, Collaborate, Competitive(in a good way), Interactive, Challenging, Addictive, Exchange ↔ Exchange(take turns)
2. **Rewarding:** Rewards, Retention, Sense of Progress, Rewarding, Win Something, Enriching(should bring added value)
3. **Sentimental:** Family Based Warm, Cute Warm, Heart-warming, Considerate, Engaging, Engaging(*Not i), Sentimental, Intimate
4. Fun, Fun, Humorous, Joyful
5. Refreshing, New User Game Experience
6. Simple, Clean
7. Customization to Content





2.2. Brainstormed Ideas (sorted by votes) : [full list](#)

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*[World Map], [Game Puzzle], [Mayorship], [Leaderboard]

5. POINTS REWARD EXPERIENCE - by Medhi, 2 votes

This mechanic is about implementing a counting system (points) whatever it is, could be like, actual points, coins, a currency that we can track and use to motivate the users by any means. This currency would become the fuel to all the challenges, leaderboards & badges. E.g. after a certain amount of point user reach a step, unlock a reward, get a badge and become Level Xxx.

The question now is how do users get "currency/points" - there are many implementations possible like previously explained for the point collection ideas it could be by being more invest in the products, sharing more on the platform, sharing with more friends etc...

Ultimately the goal for us here is to invest the users more with the App, but also beneficiating from those implemented mechanics to collect more data and growing our user base. After having reached our goals with these mechanics we could even think about how to monetize better those newly gained user base, by starting gradually to merge a monetization to those gamification mechanics E.g. Sticker pack you have to pay for, badges, paying to access a certain Level "gold" giving access to more personalized features, content etc...

*[Points Reward], [Unlock Game]

6. TINDER EXPERIENCE - by Gerome, 2 votes

*[Liked photos contest], [Network], [Points]

7. STORIES SHARING - by Amaris, 2 votes

Share short story which will be displayed on the frame for a short period of time

*[Story], [Young Generation]

8. **STICKER PACK** - by Lingy, 2 votes
*[Added value to content]
9. **CARD EXPERIENCE** - by Matt, 1 vote
10. **THEME CHALLENGE** - by Candy, 1 vote
11. **GIVE & TAKE** - by Lawrence, 1 vote
*[Rewarded engagement], [Unlocking features], [Contest]
12. **REWARDS MECHANIC** - by Wingkee, 1 vote
*[Challenge], [Stickers]
13. **PHOTO REMINDER** - by Yolanda, 1 vote
14. **FUNNIES GAME** - by Matt
15. **MINI GAME MECHANICS** - by Medhi
16. **STICKER CHALLENGE** - by Candy
17. **STICKER PACK, PHOTOS CHALLENGE** - by Fonzie



3. Research

What is gamification?

"gamification" stands for the technique of inserting game mechanics into non-game environment

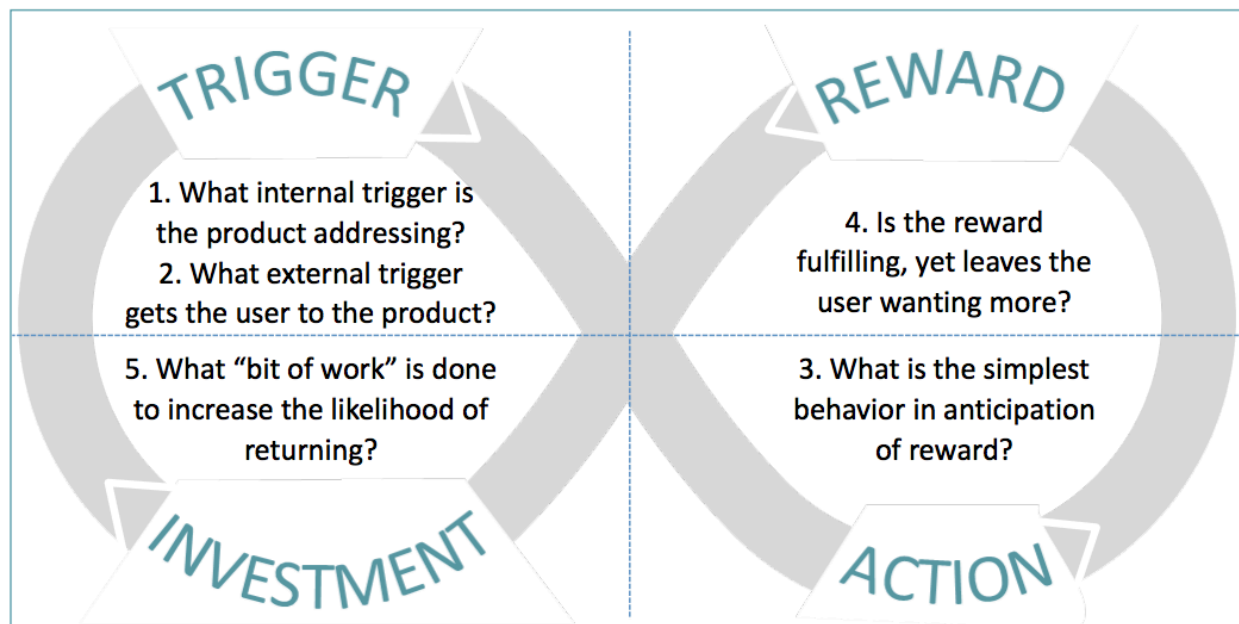
Types of game mechanics [examples](#)

- **Challenge** is one of the most compelling game elements motivating people to take action and win some rewards. For example GuruShot, the No.1 online gaming platform for photo sharing, allows users to create challenges and vote for top photo and top photographer. Their rewards include in-game power-ups, photography gear, gift cards, cash, spots in international photo exhibitions.
- **Points system** is also used to measure users success. The count of points could be either in rating form or number of check-ins or video views. For example, Instagram's game changing feature, Stories use the Last seen by count to measure the uploader's success. And they also use the like count and video view count to give users a sense of achievement.

- **Badges** and stickers are among some famous virtual rewards to improve user stickiness. For example Foursquare's new app Swarm enhanced the sticker feature. Users can post them to check-ins, stamp them on a photo or send in a message. Eventually they improved the stickiness from 6% to 33% within one year.
- **Leaderboard** is another important element to ignite passions. Swarm introduced a coins system so that users can compete with their friend network. And they also keep the Mayorships mechanism to motivate users check in to be a Mayor of a venue.
- **Journey** means simulating the real player personal journey when starting to interact with the product. For example it could be an on-boarding page to introduce key features, so that users won't be afraid to make a mistake. When the journey continues, features can be disclosed progressively as the users become more experienced in using the product.
- **Constraints** mainly refer to time constraints. This mechanism makes people react faster. For example a countdown for a special offer. And even Google Photos is using a very subtle time constraints for their promoted Photobook printing service.

Hook: 4 Steps to Building Habit-Forming Products

[Nir Eyal: Habit Forming Products](#)



Trigger

The trigger is the actuator of a behavior—the spark plug in the engine. Triggers come in two types: external and internal. Habit-forming technologies start by alerting users with external triggers like an email, a link on a web site, or the app icon on a phone. By cycling continuously through successive desire engines, users begin to form associations with internal triggers, which become attached to existing behaviors and emotions. Soon users are internally triggered every time they feel a certain way. The internal trigger becomes part of their routine behavior and the habit is formed.

Action

After the trigger comes the intended action. Here, companies leverage two pulleys of human behavior –motivation and ability. To increase the odds of a user taking the intended action, the behavior designer makes the action as easy as possible, while simultaneously boosting the user's

motivation. This phase of the Hook draws upon the art and science of usability design to ensure that the user acts the way the designer intends.

Variable Reward

What separates Hooks from a plain vanilla feedback loop is their ability to create wanting in the user. Feedback loops are all around us, but predictable ones don't create desire. The predictable response of your fridge light turning on when you open the door doesn't drive you to keep opening it again and again. However, add some variability to the mix—say a different treat magically appears in your fridge every time you open it—and voila, intrigue is created. You'll be opening that door like a lab animal in a Skinner box.

Investment

The last phase of the Hook is where the user is asked to do a bit of work. This phase has two goals as far as the behavior engineer is concerned. The first is to increase the odds that the user will make another pass through the Hook when presented with the next trigger. Second, now that the user's brain is swimming in dopamine from the anticipation of reward in the previous phase, it's time to pay some bills. The investment generally comes in the form of asking the user to give some combination of time, data, effort, social capital or money.

But unlike a sales funnel, which has a set endpoint, the investment phase isn't about consumers opening up their wallets and moving on with their day. The investment implies an action that improves the service for the next go-around. Inviting friends, stating preferences, building virtual assets, and learning to use new features are all commitments that improve the service for the user. These investments can be leveraged to make the trigger more engaging, the action easier, and the reward more exciting with every pass through the Hook.