Gamifying E-Commerce

Based on Anthropology's **Terrain**

Problem:

Newly established E-commerce websites often have trouble retaining users due to lack of reviews, reliability, and trust in the brand.

Solution:

A gamified reviewing process with ranks, statistics, personalization, and other gamification features like progress bars and nudges.

Business Goals:

- Increased quality reviews
- Increased customer retention
- Increased trust in the brand

Persona:

Theodora Readdy*

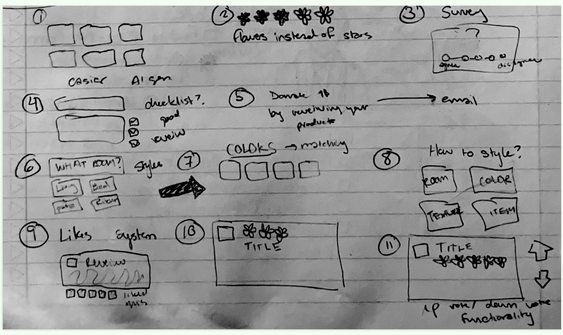
Meet Theodora, an affluent 43-year-old white woman who possesses a taste for interior design and finds inspiration in stores like Terrain. She gravitates towards artisanal pieces and natural textures. Beyond her design hobby, Theodora is a gracious hostess who takes pride in creating inviting environments for her family and friends. From dinner parties to brunches in her sun-drenched garden, she elevates every occasion with her thoughtful attention to detail and impeccable style.

*ChatGPT aided in writing this short persona.

Brainstorming

Sketches:

To brainstorm the solution, I used sketches to determine which game mechanics would work best to solve the problem. Here are a few sample sketches:

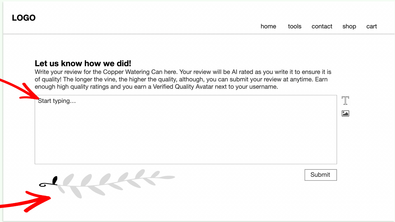


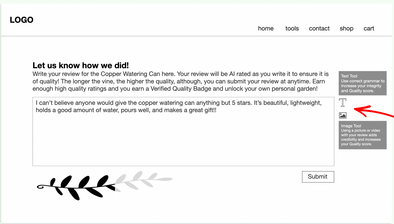
Wireframes:

Once I has settled on a general idea for a solution, I started creating corresponding wireframes. Here are a few sample wireframes with content notes explaining what I kept and what I did not:

I had users type their review, which requires a larger mental load to complete. This is undesirable, so I ended up scrapping it.

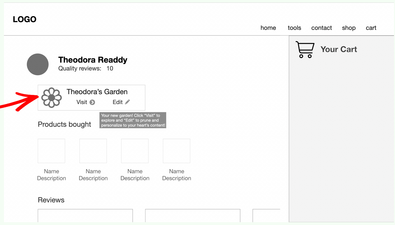
I originally had a simple "Quality" progress bar to increase the visibility. While this added flavor, I did not keep it, as it also added a level of complexity I was not prepared to clarify.





I also included a text tool and a photo tool which allow the user to add text and images in their review. Originally, this was supposed to increase the quality score before I scrapped it.

I included a virtual garden feature that I got rid of because it did not align with the business or consumer goals.



Gamification Strategies

Behavior Change:

This design encourages users to leave thorough reviews in a timely manner.

Intrinsic Motivation:

This design relies heavily on intrinsic motivation, specifically Mastery/Completion. I chose this type of intrinsic motivation because Theodora will respond well to it.

Flavor:

This design exudes a calming and design-heavy flavor with the goal of treating the user like a creative. Much of the website design is simple and sleek, employing only a few nature themed imaged aside from product images. The ranks are aptly name to reward the user and make them feel as though they are truly a designer.

Mechanics:

Visible Statistics

Users are able to view what percentage of users found their reviews helpful.

Public Ranks

Users can achieve higher ranks by leaving helpful reviews as voted by other users.

Personalization

Users are rewarded for ranking up by unlocking "review bias" mode, which allows users to filter products based on how they've been reviewed by other users.

Ranks:

4. **New Member**
   The lowest rank. When users create an account, they are automatically given this rank.
3. **Regular Member**
   When users buy and review 6 products, the receive this rank. When a user reaches this rank, they also unlock "review bias" mode.
2. **Loyal Client**
   When users buy and review 10 products and rate 6 other user's reviews as helpful or unhelpful, they recieve this rank.
1. **Trusted Designer**
   The highest rank. When users have bought 10 products, rates 10 other other user's reviews, and are rated above 75% helpful, they receive this rank.

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Gamifying E-Commerce - final design

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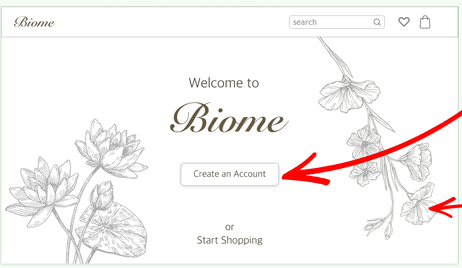
Splashscreen:



Users can either can start shopping or create an account.

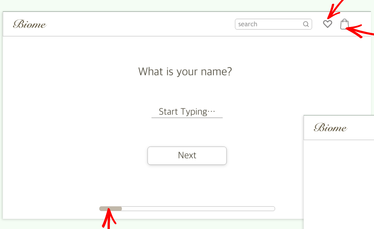
Simple and elegant drawings for decoration.

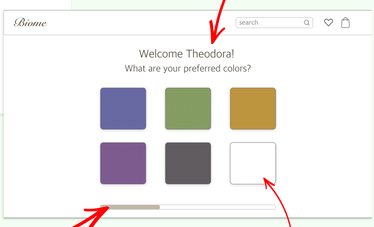
Onboarding:

Wishlist

Shopping bag (or cart)

Website calls the user by their name for a touch of personalization.

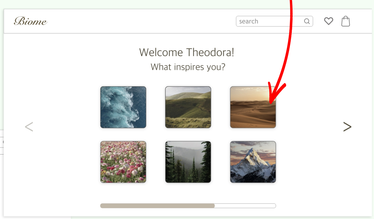


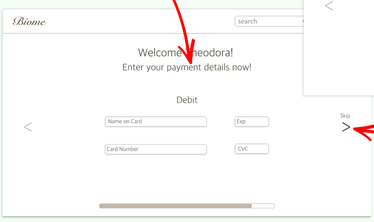


Progress bar indicates to the user how far along they are in the onboarding process.

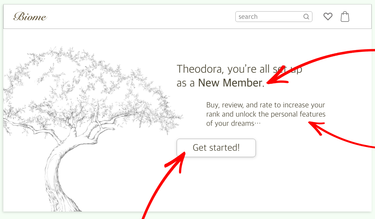
Based on these choices, the website will automatically tailor the suggested products to the user.

To reduce mental load in the future and encourage consumer retention, users are prompted to enter their payment details during the onboarding process.





Users can skip this last step if they so choose.



Lets the user know their current rank as of just creating their account.

Short introductory explanation of the rank system.

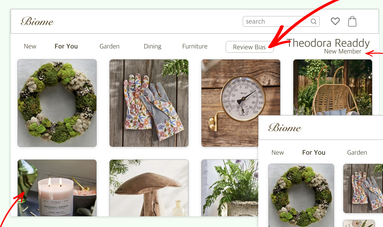
Takes the user to the homepage.

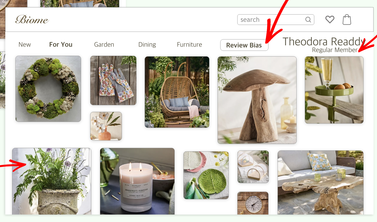
Homepage:

Unusable Review Bias button serves as a motivator for the user to increase their rank.

Visible rank inspires competition.

When users rank up to Regular Member, the Review Bias mode becomes available.

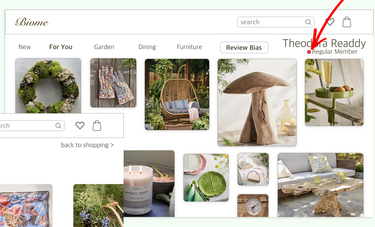




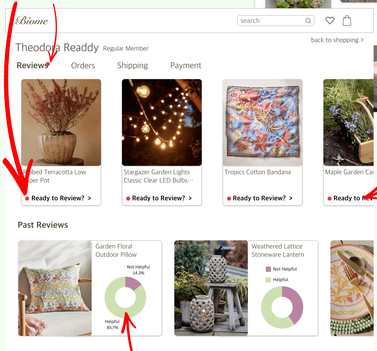
Product images

With Review Bias mode on, product images are displayed in a size hierarchy. The larger the image the more positively reviewed the product it.

Red Dot serves as a nudge to get users to review the products they've purchased.



Red Dot nudge



Products available for the user to review clicking on the cards starts the reviewing process.

Visible statistics signal to the user how other users have rated their review, which inspires competition and increases the quality of the reviews

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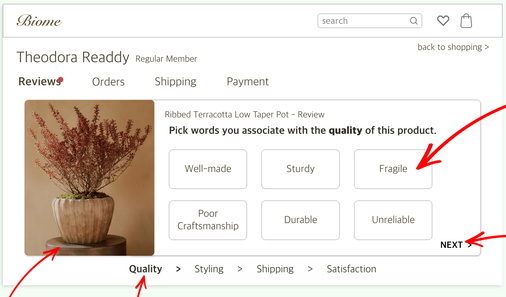
Review Process:

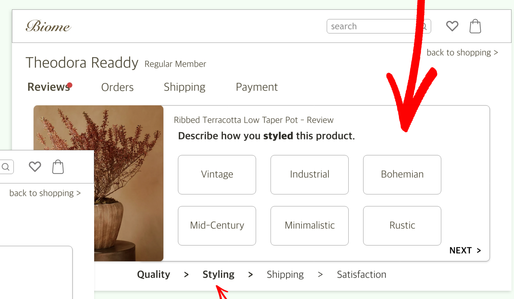


To remove the pain point of typing out a review, users are prompted to create an AI generated review customized by clicking words they associate with the product.

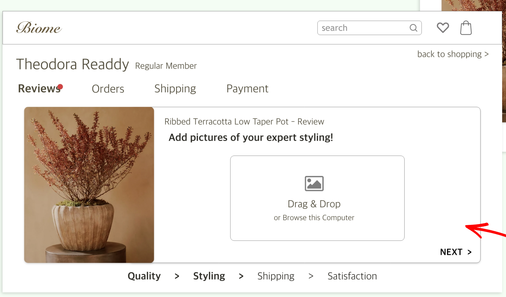
Once the user has picked the appropriate words, they can move on.

Product image

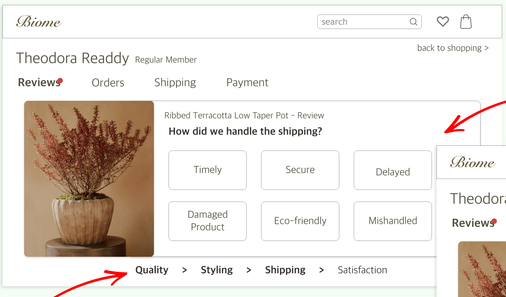
Progress bar indicates to the user how far along they are in the reviewing process. I decided to make it "sections" to add a level of visibility to the user that increases the level of respect shown to the user.



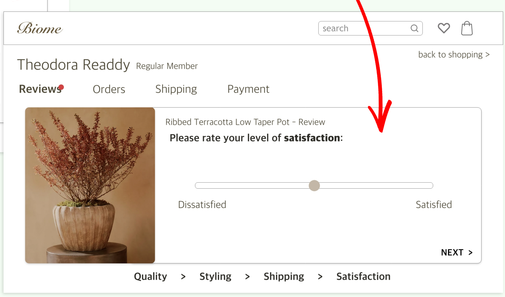
Progress bar increases



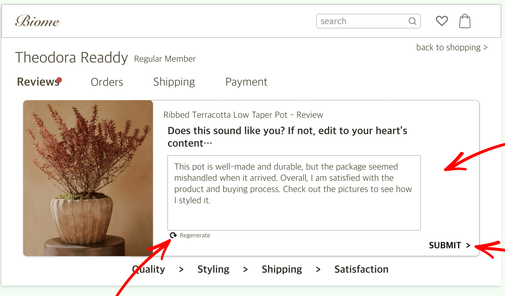
To increase the quality and integrity of reviews, users are prompted to add pictures of the product and how they styled it into their review.



More Review customizing questions



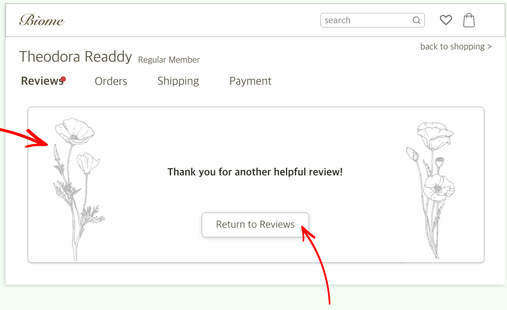
Progress bar increases



At the end of the review process, users are prompted to edit their AI generated response to ensure it says what they want it to say.

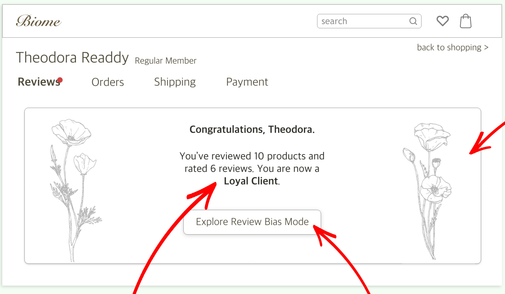
Submits and posts the review publicly

Users can also regenerate their AI response instead of manually editing it.



Once a review is submitted, the website congratulates the user in a respectful way.

Returns users to the review page



Ranking up notice

New Rank and how the user achieved it.

Prompts the user to explore the prize they reviece for ranking up.

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