

Team:



# Concepting

Selected Themes

Gamification

- Create a **gamified setup process** that simplifies the experience and makes it more enjoyable for the user.
- Give users the opportunity to **share their progress and experience** with Google Assistant via social media.
- Set up a **reward system** that gives users tokens for their achievements that they can use to further customize their experience.
- Give users the option to further gamify their experience by **offering games** based on learning tasks, features, or functions.

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Gamification

We Believe/We Know

## We Believe

We believe that providing a **gamified experience** with rewards and community-building will result in a **unique, memorable experience**, that builds a stronger brand identity.

## We Know

We know that this is true if gamification increases **user retention**, as well as the **engagement rate** and **positivity** towards the brand.

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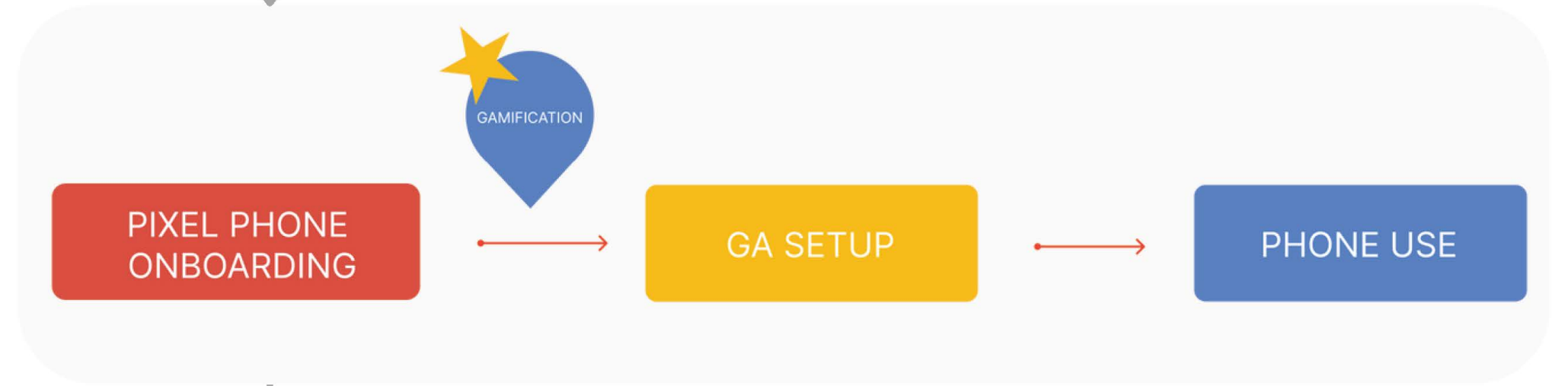


# Concepting

Selected Themes

Gamification

Information Architecture



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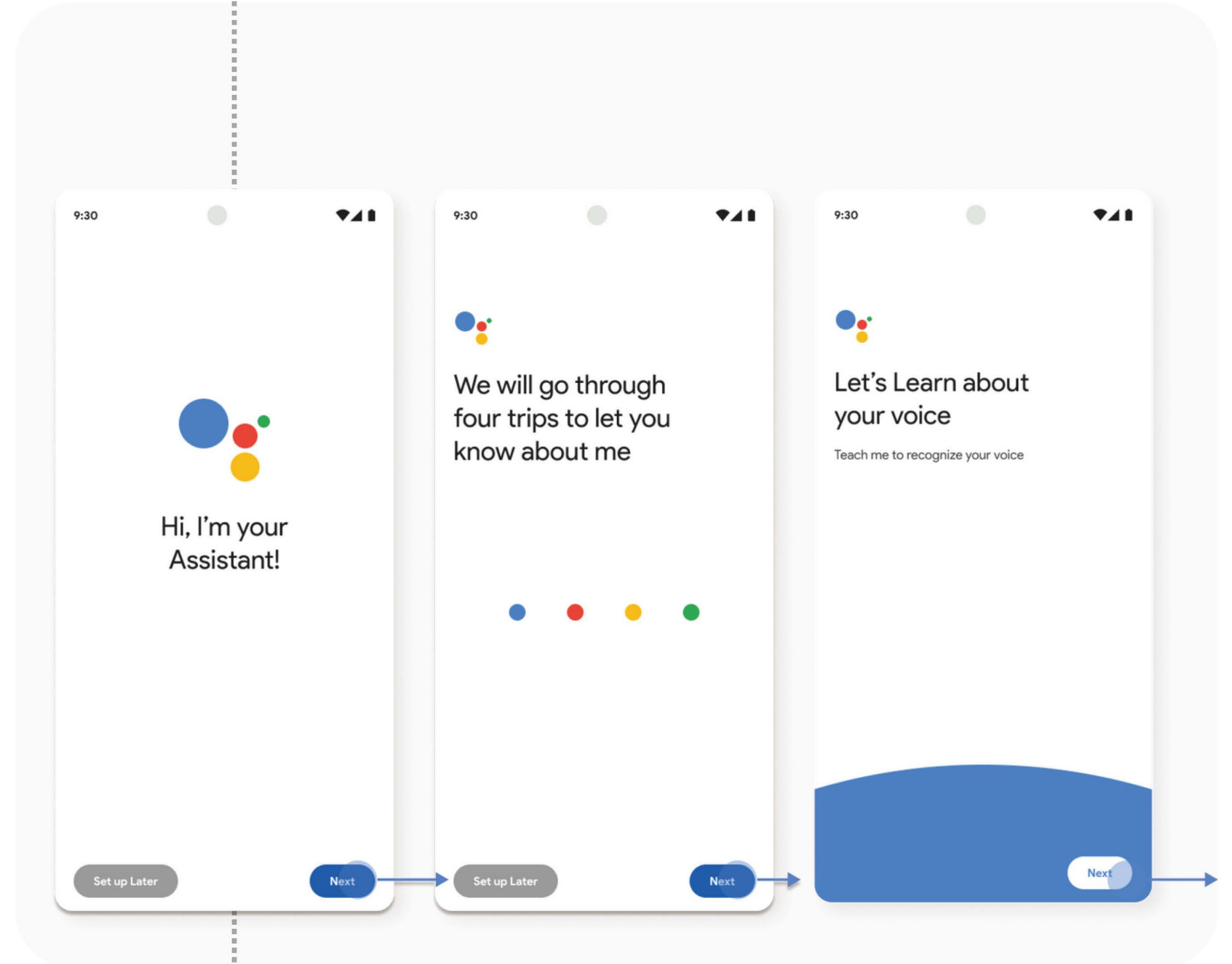


# Concepting

Selected Themes

Gamification

Wireframes





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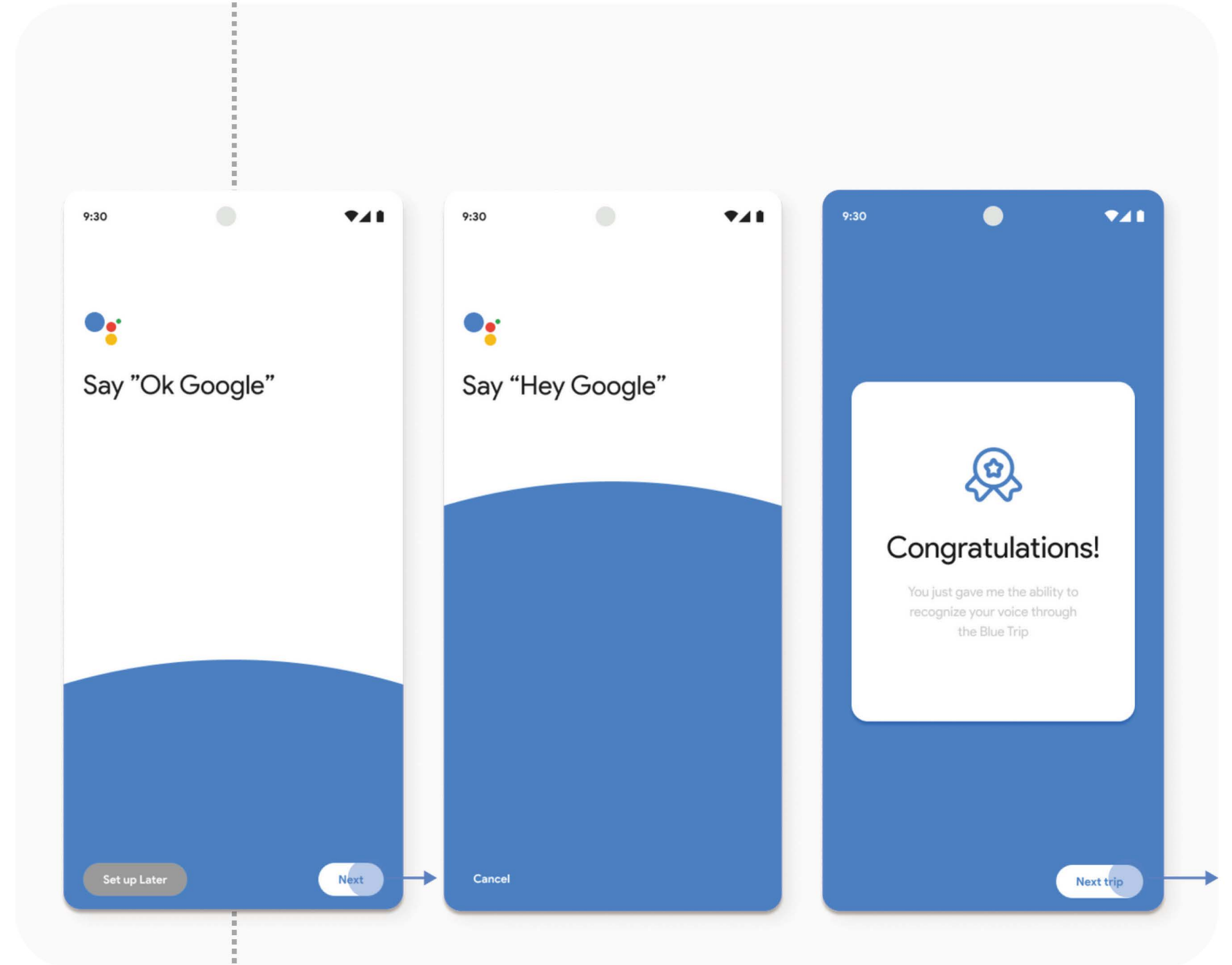


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Gamification

Wireframes



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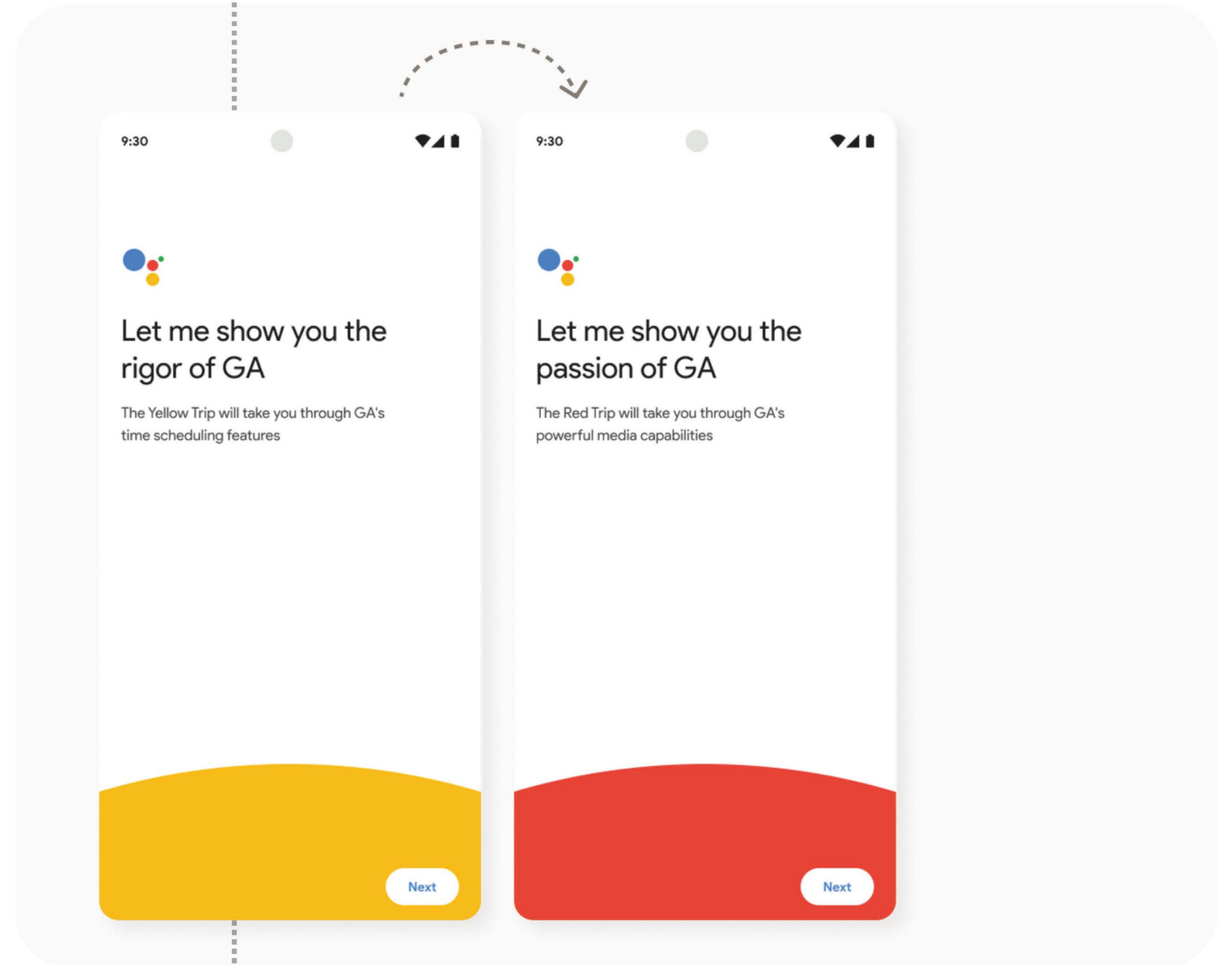


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