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INSTITUTE OF
TECHNOLOGY



University
of Glasgow

School of
Computing Science

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Team 2B

Metpsy's Gamification System

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1. Introduction

This document outlines the incorporation of gamification features into the MetPsy mobile application, aimed at enhancing user engagement and overall user experience. The objective is to create a more immersive and rewarding environment that promotes mental well-being and encourages consistent usage of the application. This document presents a comprehensive set of recommended features to be included.

2. Proposed System

2.1. Achievement, Badges & Forum

The inclusion of achievement & badges as part of the application enhances user engagement and motivation within the community. By offering users the opportunity to earn badges linked to their accomplishments, we create a sense of achievement and recognition that users will crave. As users complete content within the application, and actively participate in their mental health journey, they unlock various badges representing their milestones and accomplishments, which could be displayed on their forum posts or profile page. This helps to showcase their dedication and accomplishments to the rest of the MetPsy community. This gamification approach fosters healthy competition, inspires continuous learning, and cultivates a supportive environment, encouraging users to strive for personal growth and leading to a more fulfilling and successful application. See Appendix A "Achievement, Badges & Forum" section for prototype implementation and flowchart documenting the interactions between the user and application.

Justification for achievement, badges & forum:

- Addressing the lack of progression in Metpsy's current implementation
- Create a sense of accomplishment
- Provide a form of virtual status and competition within a community
- Progression & user feedback for personal growth
- Vanity feature

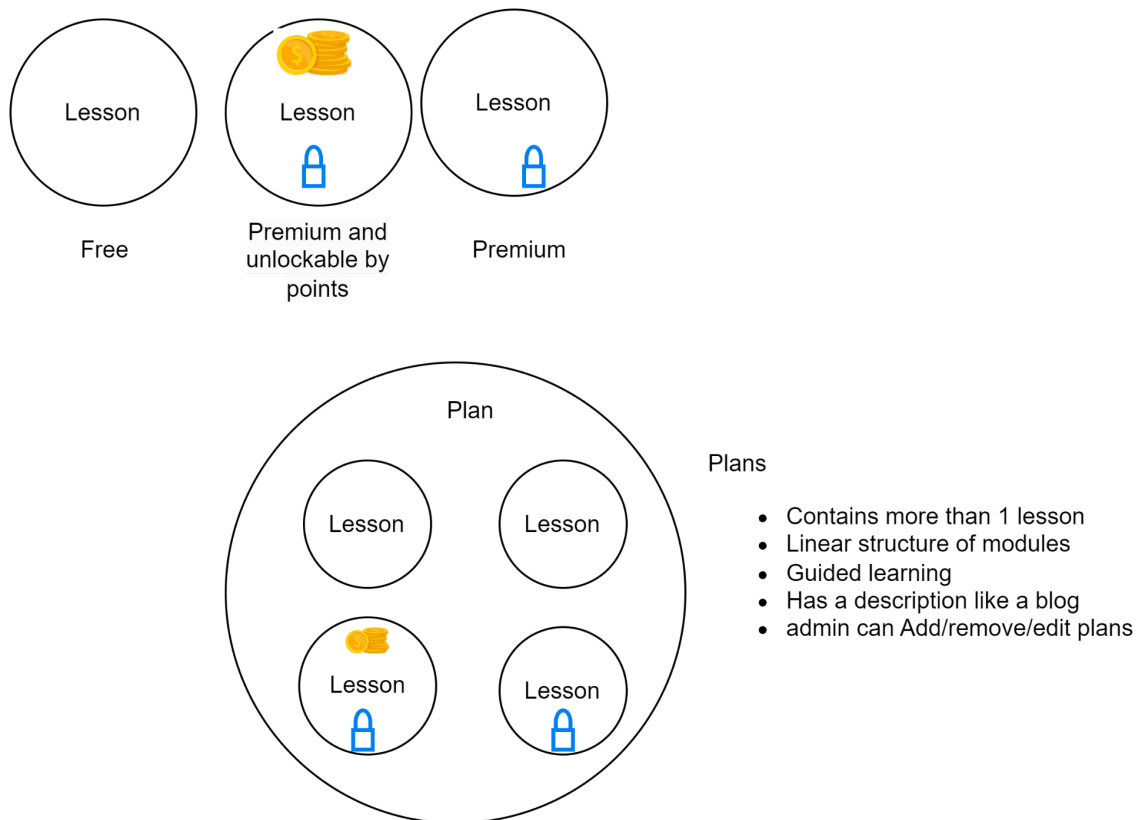
2.2. Goals System

The goal system is an addition to MetPsy's mobile application, aimed at empowering users to embark on a personalised journey of self-improvement. Leveraging the tracker feature from Quantimodo, users can set specific objectives based on their tracked variables, enabling them to work towards enhancing their mental well-being. The system is designed to be fully customisable, allowing users to tailor their goals to align with their unique needs and aspirations. On the backend, the rewards will be calculated such as the amount of points given to the users. Additionally, achievements can be earned based on their progress. For a detailed understanding of the implementation and interactions between users and the application, please refer to Appendix A's "Goals System" section, which includes a prototype and flowchart documentation.

Justification for goals:

- Addressing the lack of motivation elements in Metpsy's current implementation
- Providing users with a tool to set personal targets to strive for
- Better long-term user engagement
- Motivates users to use the tracking functionality
- Provides an avenue for users to gain points

2.3. Modular Content



This feature will comprise a series of lessons crafted by the MetPsy staff, aimed at educating users on various topics such as diet, lifestyle, and more. These lessons will be structured using a micro-module learning approach, allowing users to easily grasp and retain valuable information. These modules should be easy to implement and scale for future purposes. See Appendix A "Modular Content" section for prototype implementation and flowchart documenting the interactions between the user and application.

Justification for modular content:

- Addressing the lack of unique content in Metpsy's current implementation
- Enhanced interactivity and user retention
- Progression & user feedback for personal growth
- Curated content by Metpsy staff
- Unlocking content through point system and membership
- Comprehensive lessons and personalised plans

2.4. Point System

The purpose of this feature is to offer users an interactive way to accumulate points that can be utilised throughout the application's lifecycle. Users can earn points by completing tasks using the variable tracker feature, completing goals, and actively participating in forum activities. These points can then be redeemed to unlock modular content, coupons and available discounts on premium subscriptions, enhancing the overall user experience. Streaks can also be attained by users that will multiply the amount of points they have received based on how consistent they are. For a comprehensive understanding of the implementation and user interactions, please refer to Appendix A's "Point System" section, which includes a prototype and flowchart documentation.

Justification for Point System

- Addressing the lack of incentives in Metpsy's current implementation
- Create an avenue for users to spend their earned points in a meaningful manner
- Incentivise users engaging with the application
- Promote active participation
- Encourage users to invest in their mental well-being journey

2.5. Monetisation Scheme

We propose a user-friendly monetization approach that allows users to purchase points and opt for a premium membership, eliminating the need for intrusive advertisements on the screen. To provide users with a fast track option for unlocking content and coupons, we offer the ability to purchase points directly. These coupons can potentially serve as a roadmap for MetPsy when seeking sponsorships or partnerships with external companies that align with MetPsy's mission. While the choice to pursue sponsorships remains optional, it can significantly expedite the process. Additionally, users can view the monetisation scheme as a way to show their support for MetPsy's mission. Please refer to Appendix A's "Monetization" section for a comprehensive prototype implementation. With this user-centric approach to monetization, we aim to create a sustainable revenue stream while maintaining a positive user experience that prioritises user support and engagement.

Justification for this feature:

- There is no form of monetisation in MetPsy's initial application
- Diverse revenue stream
- Faster access to content
- Potential sponsorships and partnerships
- Users show support for MetPsy
- Sustainable platform growth
- Increased user engagement
- Positive brand image

2.6 Personalised Home Page

This proposed feature aims to revamp the current implementation of the home button on the bottom navigation, providing users with a more useful screen. The home page will serve as a dashboard displaying users' statistics and goals. Additionally, modular content will be presented based on the variables and goals users have set. MetPsy posts will also be visible on the home screen. To motivate users to remain consistent, streaks and points will be showcased. We believe this change will greatly benefit users, as it reflects thoughtful content personalization by the creators. Please refer to Appendix A's "Personalized Home Page" for the prototype implementation.

Justification for this feature:

- Users might feel disconnected with application in MetPsy's initial application
- Promotes consistency
- Provides a more tailored dashboard than the current implementation
- Helps users to garner an overview of the application in a glance

3. Plugins & Tools

In order to enhance MetPsy's current mobile application and streamline future workflows, this section explores the potential incorporation of specific plugins and tools designed to complement the existing Wordpress website. By strategically integrating these resources, we aim to boost the application's functionality, user experience, and overall efficiency.

3.1. Gamification

The Gamification section introduces two powerful plugins that add gamification elements to your WooCommerce-based website, enhancing user engagement and loyalty.

This plugin allows you to implement a rewarding points system for your online store. Customers can earn points for various actions, such as making purchases, leaving reviews, or referring friends. Accumulated points can then be redeemed for discounts or free products, encouraging repeat purchases and fostering customer loyalty. With the Points and Rewards for WooCommerce plugin, you can create an exciting rewards program that keeps customers coming back for more.

<https://en-gb.wordpress.org/plugins/points-and-rewards-for-woocommerce/>

myCRED is a versatile points management plugin that extends beyond just e-commerce. While it integrates seamlessly with WooCommerce, it can be used across different types of websites, including forums, social networks, and more. With myCRED, you can award points to users for specific interactions or achievements, and you have the flexibility to define custom point types and rules. Users can then use their earned points to unlock access to exclusive content or avail of discounts. This gamification element adds a fun and motivating aspect to user interactions, driving higher levels of participation and loyalty.

<https://en-gb.wordpress.org/plugins/mycred/>

3.2. Shop

Plugins to enhance and optimise your WordPress-based online store. These plugins are designed to provide seamless shopping experiences, streamline vendor management, and improve product discoverability.

Widely-used e-commerce plugin, WooCommerce enables you to transform your WordPress website into a feature-rich online store. With an intuitive interface, you can easily set up product pages, manage inventory, process orders, and integrate secure payment gateways. WooCommerce offers a customizable and scalable platform suitable for businesses of all sizes

<https://en-gb.wordpress.org/plugins/woocommerce/>

Enhance product discoverability and navigation with Woo Product Filter. This plugin adds a powerful filtering system to your WooCommerce store, allowing customers to refine their searches based on various criteria such as price, category, attributes, and more. By offering advanced filtering options, you can help customers find the products they are looking for quickly, leading to higher satisfaction and increased sales.

<https://en-gb.wordpress.org/plugins/woo-product-filter/>

3.3. Membership

Plugins that enable you to create and manage membership systems on your WordPress website. With Members, Paid Memberships Pro, Ultimate Member, and Subscriptions for WooCommerce, you can easily set up membership levels, restrict access to exclusive content, and offer subscription-based services to your users.

This plugin provides a user-friendly interface to control access to your site's content. You can define custom user roles, permissions, and restrictions, making it an excellent tool for managing memberships and user privileges.

<https://en-gb.wordpress.org/plugins/members/>

Designed for businesses and organisations, Paid Memberships Pro offers extensive options for setting up paid membership levels and subscription plans. It supports multiple payment gateways, customizable checkout pages, and detailed membership reports.

<https://en-gb.wordpress.org/plugins/paid-memberships-pro/>

With this plugin, you can effortlessly create a community or membership site. It offers front-end user registration and profile building, allowing members to interact with each other and access exclusive content.

<https://en-gb.wordpress.org/plugins/ultimate-member/>

This integration with WooCommerce allows you to transform your online store into a membership-based platform. You can offer subscription products, membership plans, and control access to content based on membership status.

<https://en-gb.wordpress.org/plugins/subscriptions-for-woocommerce/>

3.4. Payment

Below is a range of powerful plugins designed to streamline and secure payment processes on your WordPress website. With WooCommerce, Forminator, and Ninja Forms, you can easily set up and manage various payment options and forms, making it convenient for customers to make transactions seamlessly. These plugins provide a secure and reliable payment gateway, ensuring a smooth shopping experience for your users.

<https://en-gb.wordpress.org/plugins/woocommerce/>

<https://en-gb.wordpress.org/plugins/forminator/>

<https://en-gb.wordpress.org/plugins/ninja-forms/>

3.5. Newsletter

Enhance user engagement and retention with the Newsletter section. By utilising MailPoet, you can effortlessly send captivating email newsletters to your audience. Keep them informed about updates, progress on their goals, or upcoming lessons, all while integrating smoothly with your WordPress dashboard. MailPoet automates the process, enabling you to focus on delivering valuable content to your subscribers.

<https://en-gb.wordpress.org/plugins/mailpoet/>

3.6. Maintenance and Upkeep

Ensure your WordPress website remains in top-notch condition. Autoptimize, Media Cleaner, and similar tools help optimise and clean up your site, eliminating unnecessary clutter and enhancing its performance. These plugins simplify website maintenance, allowing you to keep your platform running efficiently without any technical hassle.

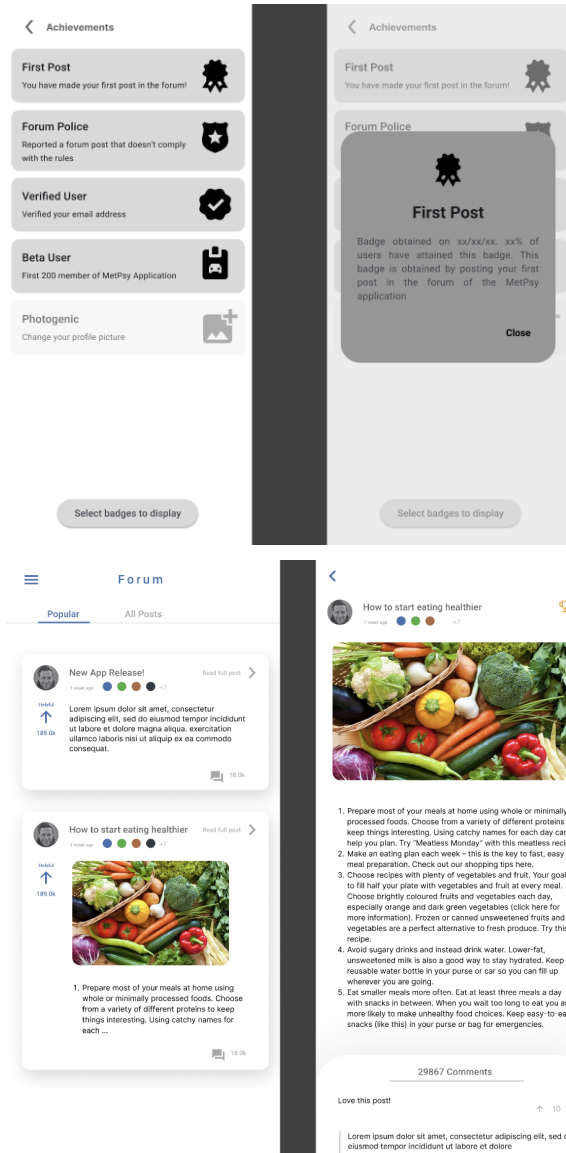
<https://en-gb.wordpress.org/plugins/autoptimize/>

<https://en-gb.wordpress.org/plugins/media-cleaner/>

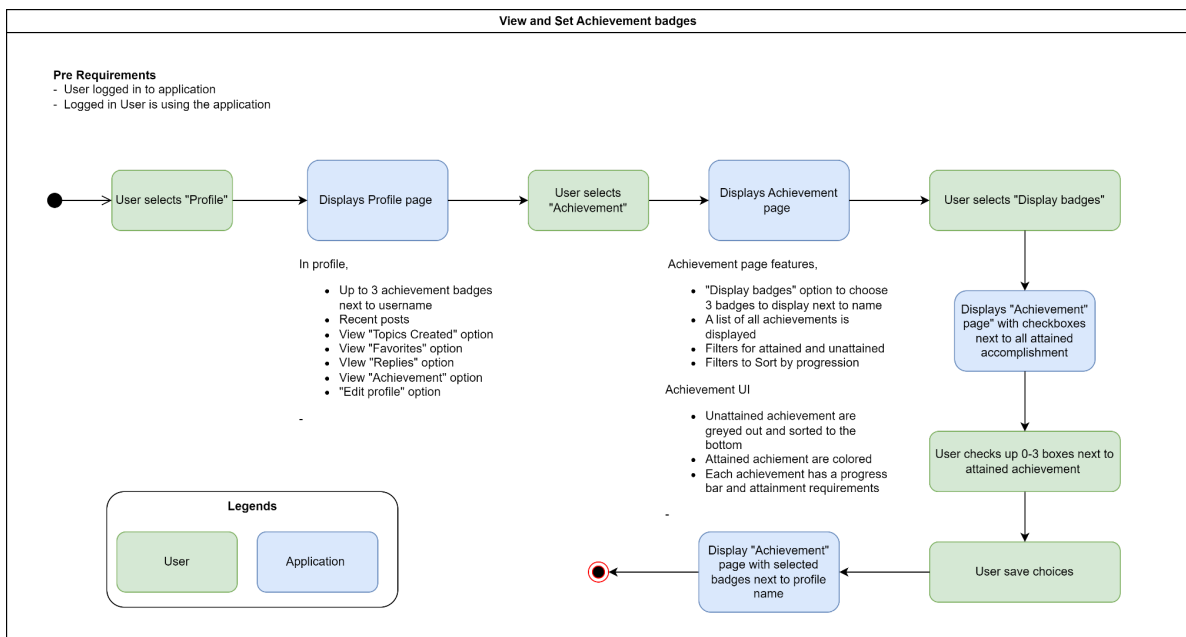
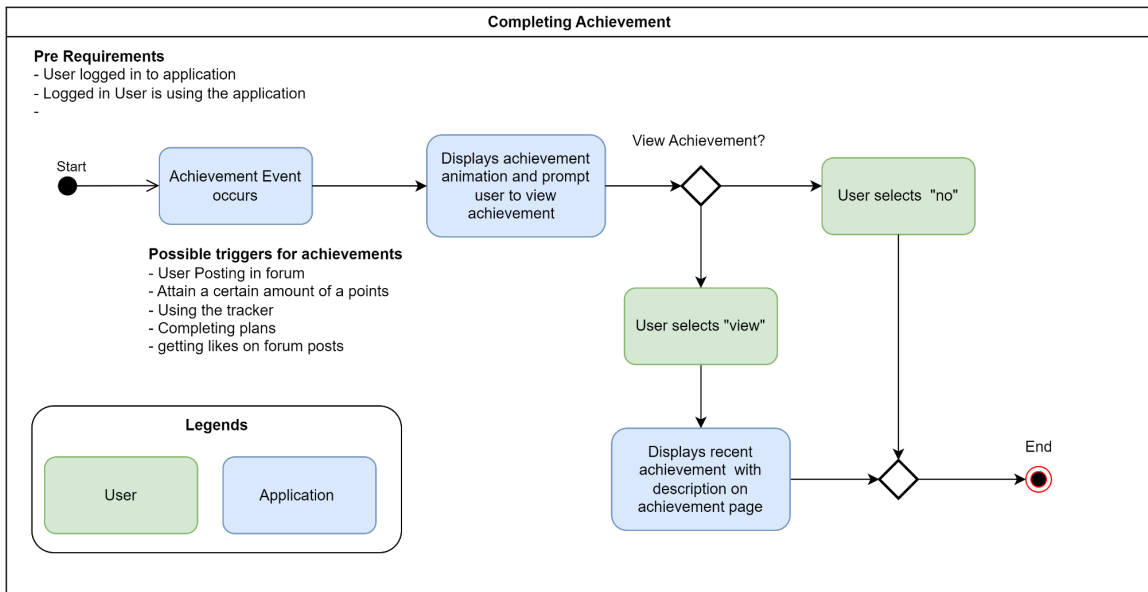
Appendix A

Achievement, Badges & Forum

Prototype

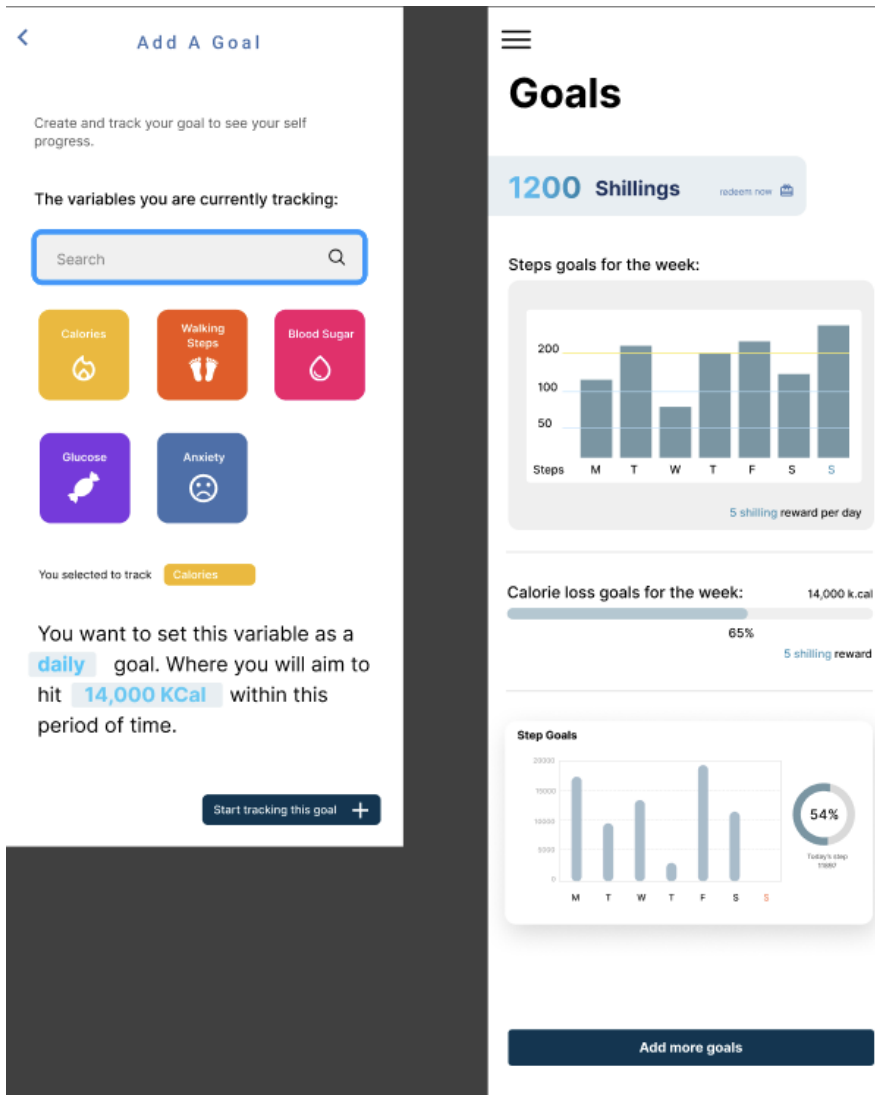


Activity Flowchart

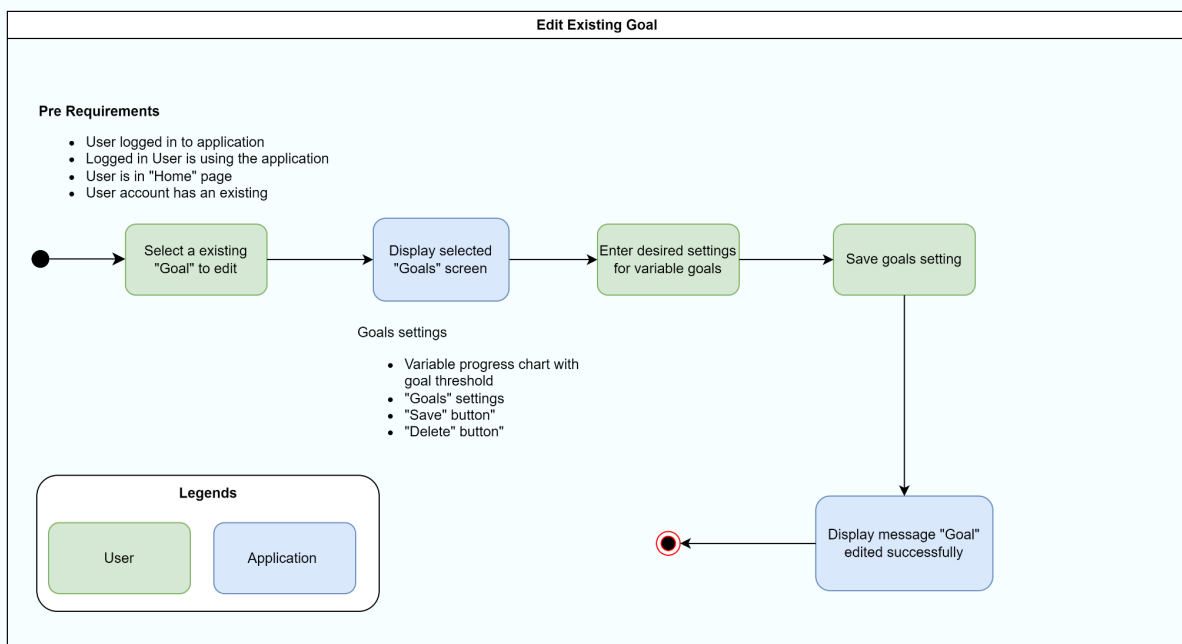
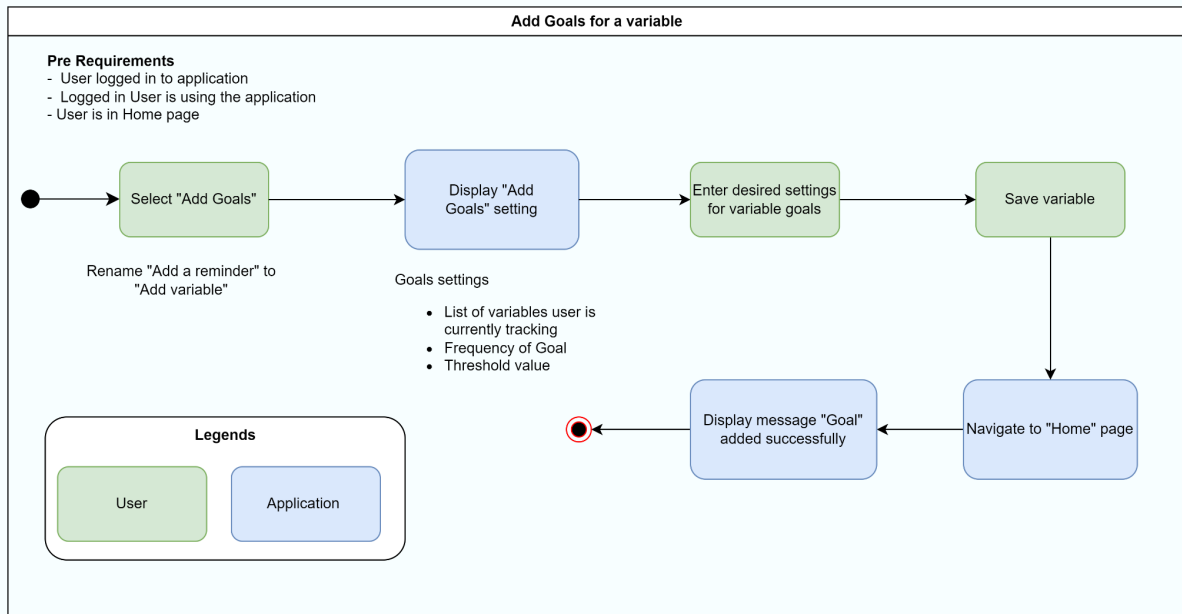


Goals System

Prototype

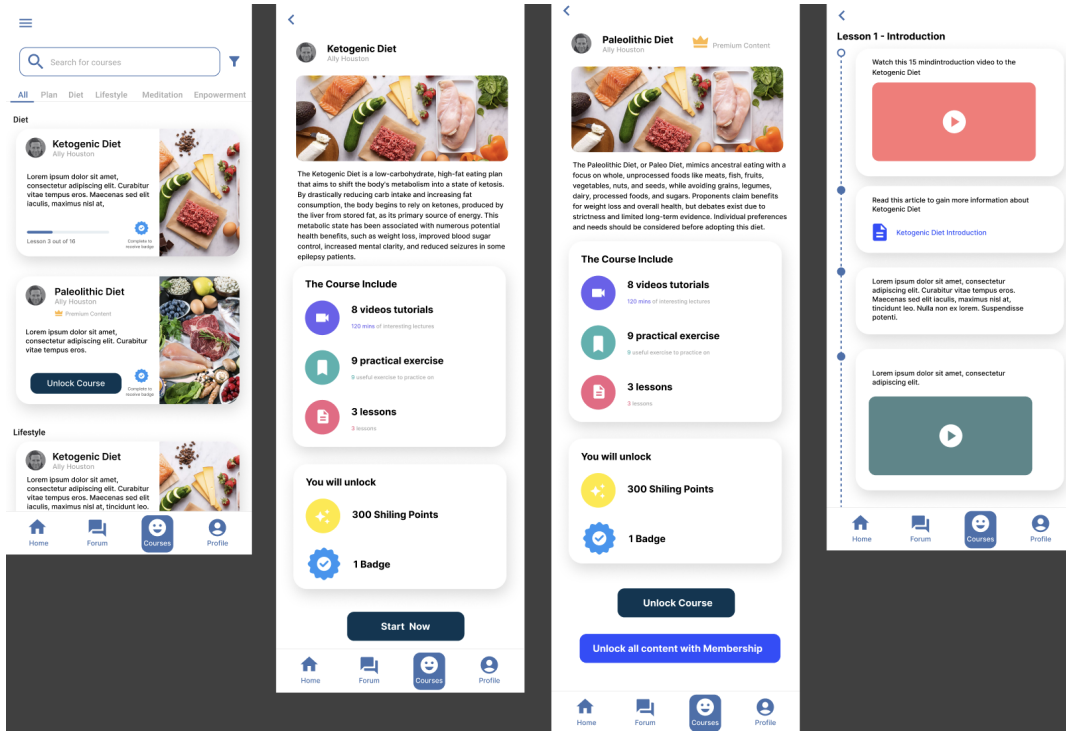


Activity Flowchart



Modular Content

Prototype




☰





🔍 Search for courses

All **Plans** Diet Lifestyle Meditation Empowerment

Starter Plan
Ally Houston

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur vitae tempus eros. Maecenas sed elit iaculis, maximus nisi at,













What is a diet? Ketogenic Diet Fitness & You Mental Strength





Intermediate Plan
Ally Houston

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What is a diet? Ketogenic Diet Fitness & You Mental Strength

 Home
  Forum
  **Courses**
  Profile


<

Starter Plan
Ally Houston




The Paleolithic Diet, or Paleo Diet, mimics ancestral eating with a focus on whole, unprocessed foods like meats, fish, fruits, vegetables, nuts, and seeds, while avoiding grains, legumes, dairy, processed foods, and sugars.

○




What is a Diet?
By Ally Houston

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Ketogenic Diet
By Ally Houston

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Fitness & You
By Ally Houston





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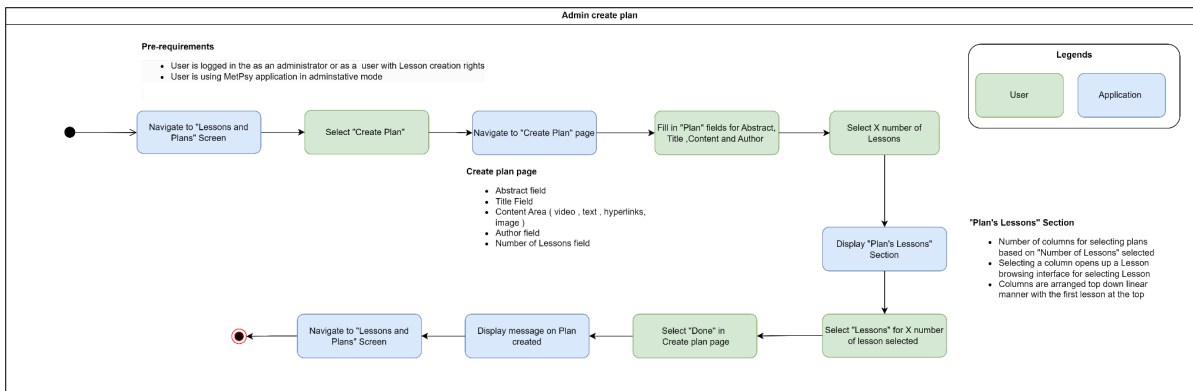
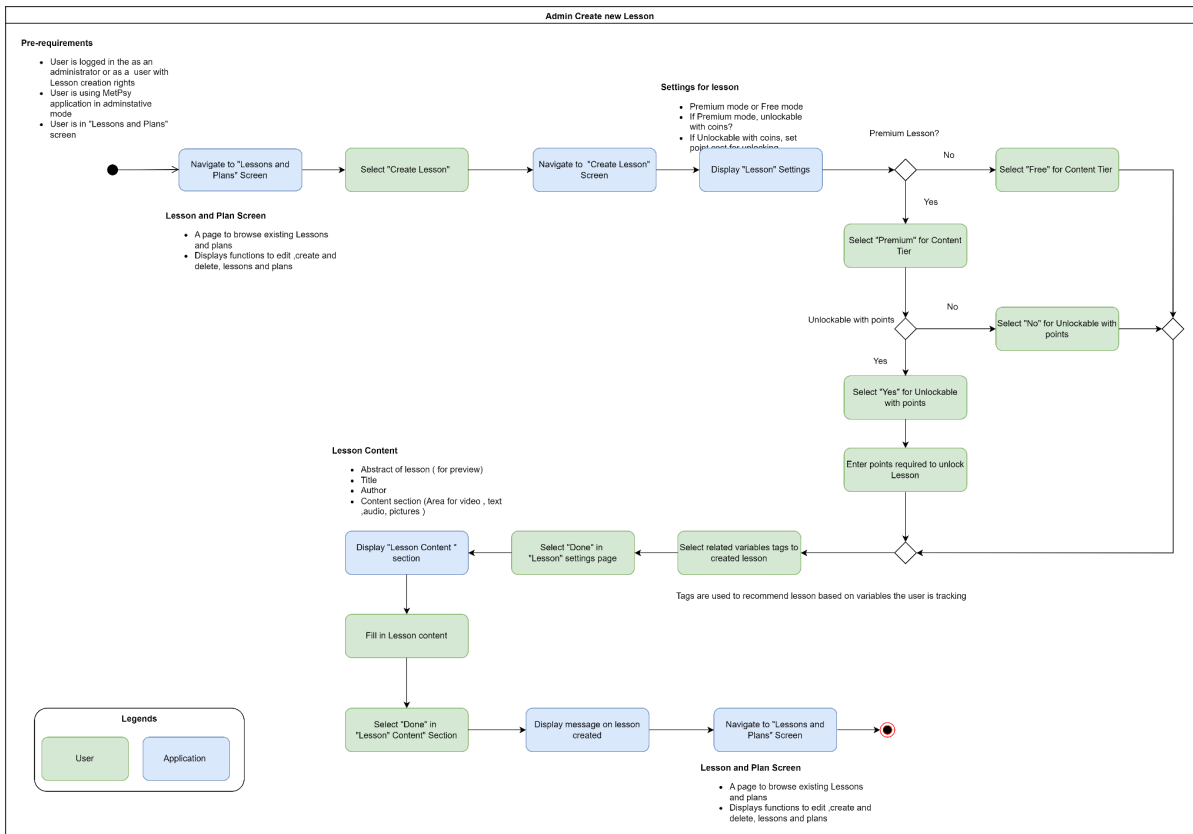
Mental Strength
By Ally Houston

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 Home
  Forum
  **Courses**
  Profile

Activity Flowchart



Point System

Prototype

1200 Shillings redeem now

Goals

Step Goals

Day	Step Goal
M	18000
T	10000
W	14000
T	5000
F	19000
S	12000
S	0

54% Today's step target

Calories Goals

Calorie loss goals for the week: 65% 14,000 k.cal

5 shilling reward

[Add more goals](#)

Keep track of your health

1 Day Streak!

1% point bonus

Add to your trackers every day to build your streak.

[Start tracking now!](#)

Purchase points

Buy points to make in-app purchases

- 1000 shillings 🎯 for \$xx.xx
- 2000 shillings 🎯 for \$xx.xx
- 3000 shillings 🎯 for \$xx.xx
- 4000 shillings 🎯 for \$xx.xx

[Buy Now](#)

[Terms & Conditions >](#)

THIRD PARTY PLUGIN FOR PAYMENT

- WooCommerce
- Paypal
- WP Simple Pay
- MemberPress

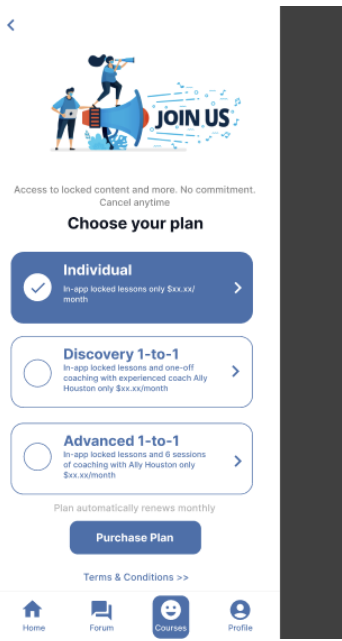
You have bought xxxx shillings!

Thank you for supporting MetPsy!
You now have a total of xxxx shillings.

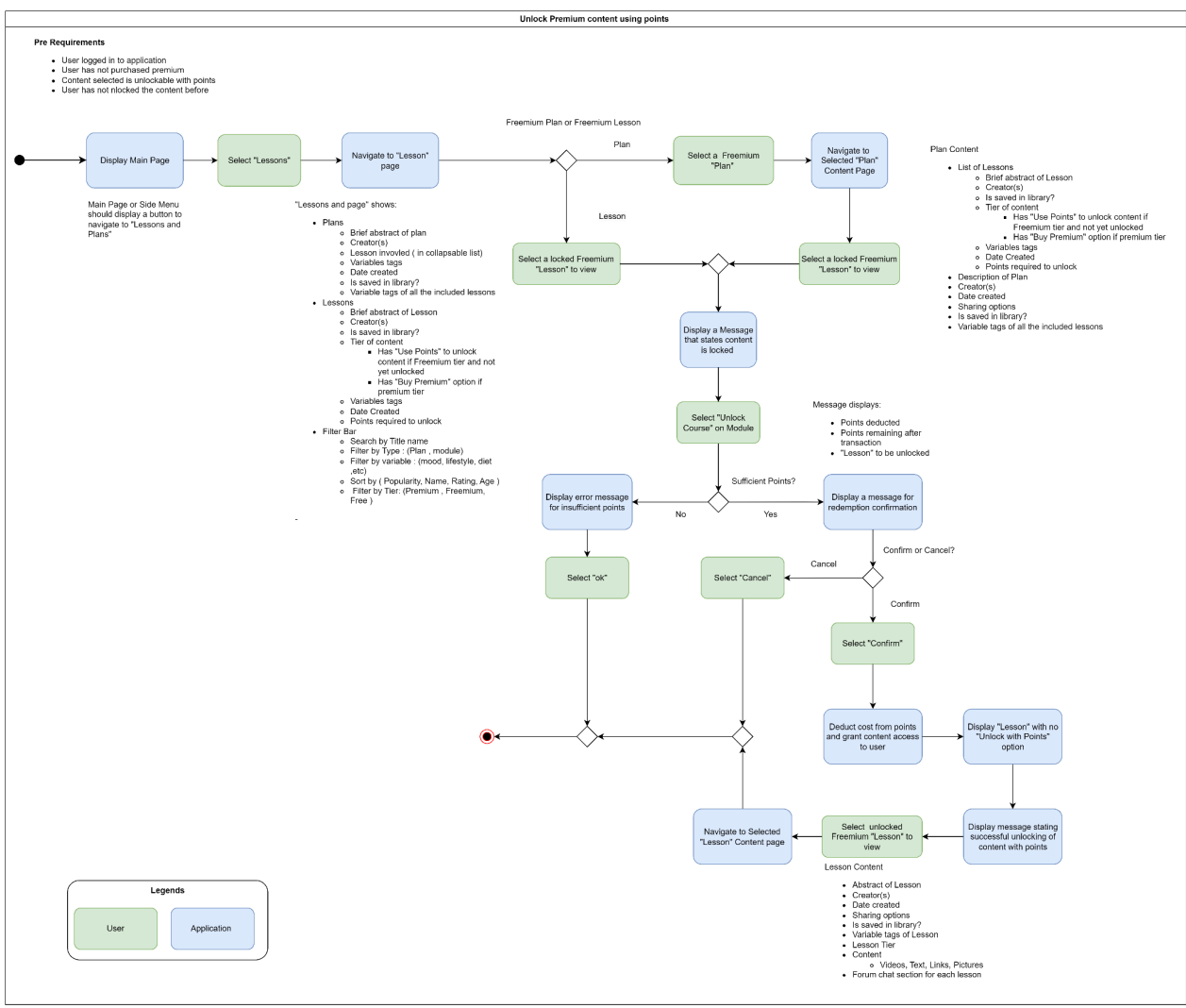
[Go to redeem points](#)

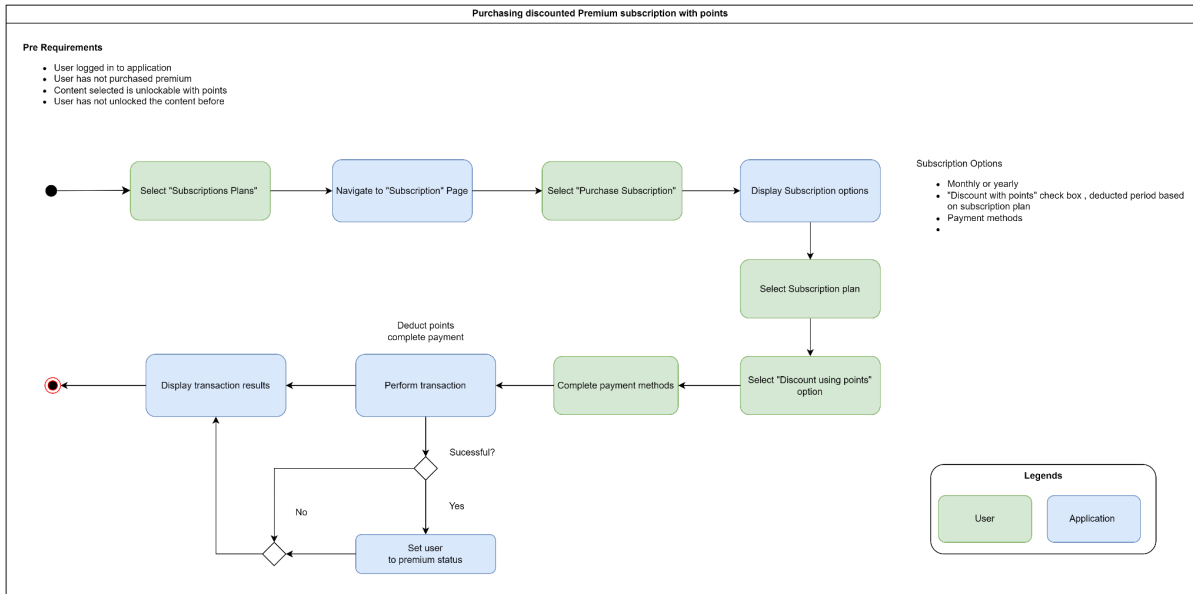
[Go to lessons](#)

Home Forum Track



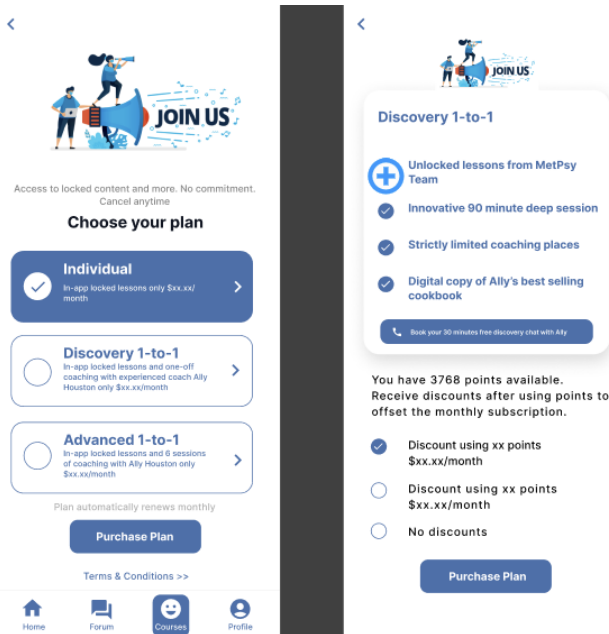
Activity Flowchart





Monetisation Scheme

Prototype



☰

Purchase points

Buy points to make in-app purchases

1000 shillings 🎯 for \$xx.xx

2000 shillings 🎯 for \$xx.xx

3000 shillings 🎯 for \$xx.xx

4000 shillings 🎯 for \$xx.xx

Buy Now

[Terms & Conditions >](#)

Home Forum Track

☰


THIRD PARTY PLUGIN FOR PAYMENT

- WooCommerce
- Paypal
- WP Simple Pay
- MemberPress

Home Forum Track

☰

You have bought xxxx shillings!



Thank you for supporting MetPsy!
You now have a total of xxxx shillings.

Go to redeem points

Go to lessons

Home Forum Track

☰

Search

All Diet Lifestyle Meditation Empowerment Me

50% off coupon
Sponsor
1000 shillings

50% off coupon
Sponsor
1000 shillings


50% off coupon
Sponsor
1000 shillings

50% off coupon
Sponsor
1000 shillings

50% off coupon
Sponsor

Home Forum Track

☰



50% off coupon

Points: 1000 shillings | Validity: xx/xx/xx to xx/xx/xx


Lorem ipsum dolor sit amet, consectetur adipiscing elit. In sit amet dolor non libero porta ultricies vitae condimentum tellus. Pellentesque convallis nibh ac purus mattis volutpat. Donec vestibulum quam nec justo feugiat consectetur. Quisque fermentum sodales tellus. In sit amet mattis sem, a iaculis lacus. Donec ut pharetra magna. Integer lorem sem, cursus quis ipsum eget, volutpat tristique nibh.

Redeem

Home Forum Track

☰

You have redeemed 50% off coupon!



You can now use this coupon from xx/xx/xx to xx/xx/xx. You have xxxx shillings left.

Go to my coupons

Home Forum Track

Personalised Home Screen

Prototype



Good Afternoon, Alex

1200 Shillings rewards.com

Goals



Add more goals

Keep track of your health

1 Day Streak!
1% point bonus
Add to your trackers every day to build your streak.

Start tracking now

Take a look at recommended courses

- Ketogenic Diet**
Because you track Blood Glucose
- Paleolithic Diet**
Because you track Heart Rate
- Paleolitt**
Because you track Heart Rate

Read about MetPsy

- What is MetPsy**
- Metabolic circuits**

Links

Figma Workspace


<https://www.figma.com/file/nLnz0e0QVo1jTLi5Mm2Xhj/Prototype?type=design&node-id=0%3A1&mode=design&t=YGXbGtH8yZQmDhAh-1>

Figma Prototypes


<https://www.figma.com/proto/nLnz0e0QVo1jTLi5Mm2Xhj/Prototype?type=design&node-id=26-840&t=0OkdnFkEIAVxdIRS-1&scaling=scale-down&page-id=0%3A1&starting-point-node-id=226%3A840&show-proto-sidebar=1&mode=design>


Flowchart

flowcharts.drawio

 flowcharts-tracker-goals.png

 flowcharts-points.png

 flowcharts-modular-content.png

 flowcharts-achievement.png