

B13 KEEP YOUR REWARD

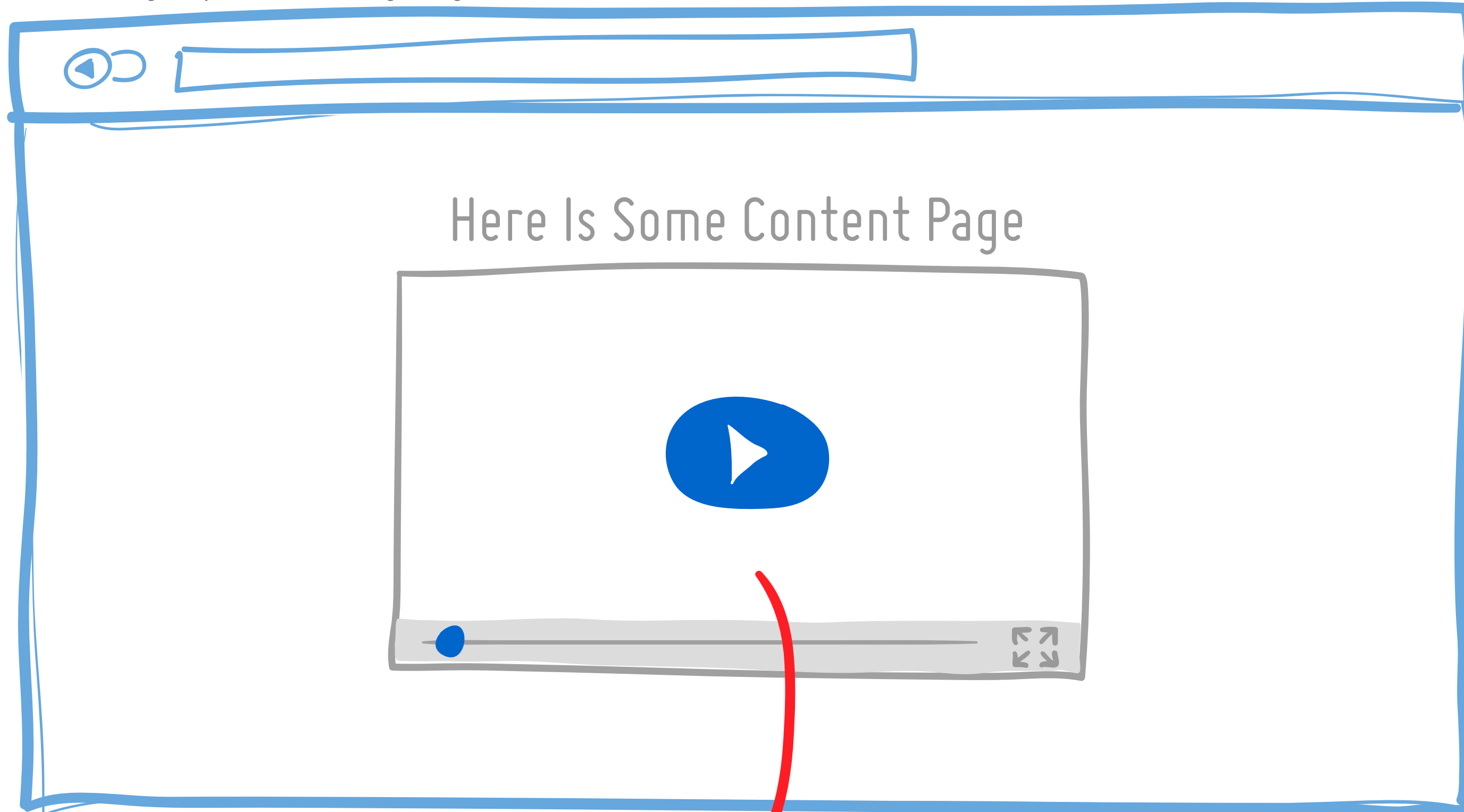
Intent: More Signups
Version: 1.0

HYPOTHESIS

IF people are allowed to save randomly earned rewards for future use, THEN overall signups should increase.

WHAT IF users were given Variable Rewards (GoodUI 55) for random actions such as reading some content or watching a video, etc. Further, what if the rewards were framed to disappear, unless an email address was provided, thus making use of Loss Aversion (GoodUI 30)?

Some Signup or Landing Page



User Plays A Video For A Few Seconds

Signup or Landing Page With Reward



idea 30 Loss Aversion

idea 55 Variable Rewards

WHAT TO MEASURE

1. Set the **primary metric** to **signups** with a visit to a goal page.
2. Secondly also measure **clicks on "Save For Later"** separately.

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Radosław Gozdziński