

# Incentive Dashboard

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Our core outcome is active engagement and retention. The main aim to motivating them to stay online and complete orders.



# Important and challenging (behaviours) actions users need to take to achieve outcome

Complete or go through the incentive onboarding.

Complete the first incentive task to check they are aware of the program.

Select between active and past incentive and ability to perform tasks related to it.

# Key behaviour

Our key behavior is for the existing drivers to complete more incentivised trips within 2 weeks of launching the incentive program for the eligible driver.

# A Well-designed incentive program features

Achievability

Discoverability

Desirability

Engagement

Defined &  
measurable  
metrics

Payout  
transparency

Coverage

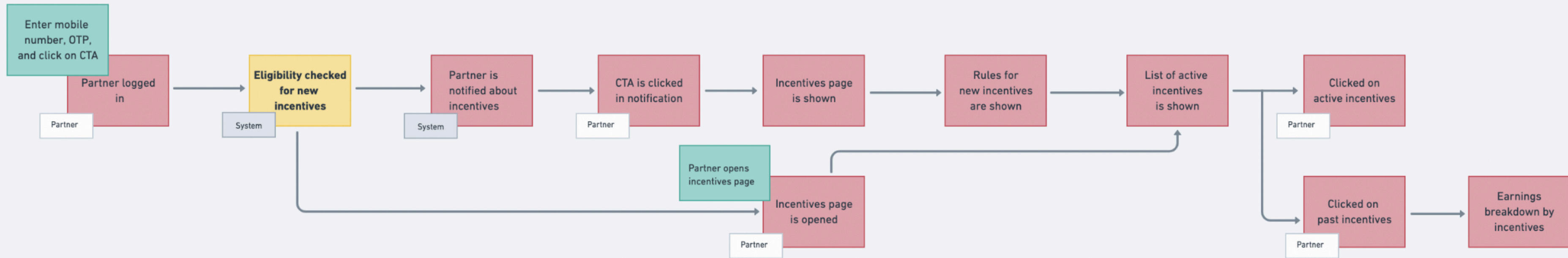
Business facing

Burn within  
budget

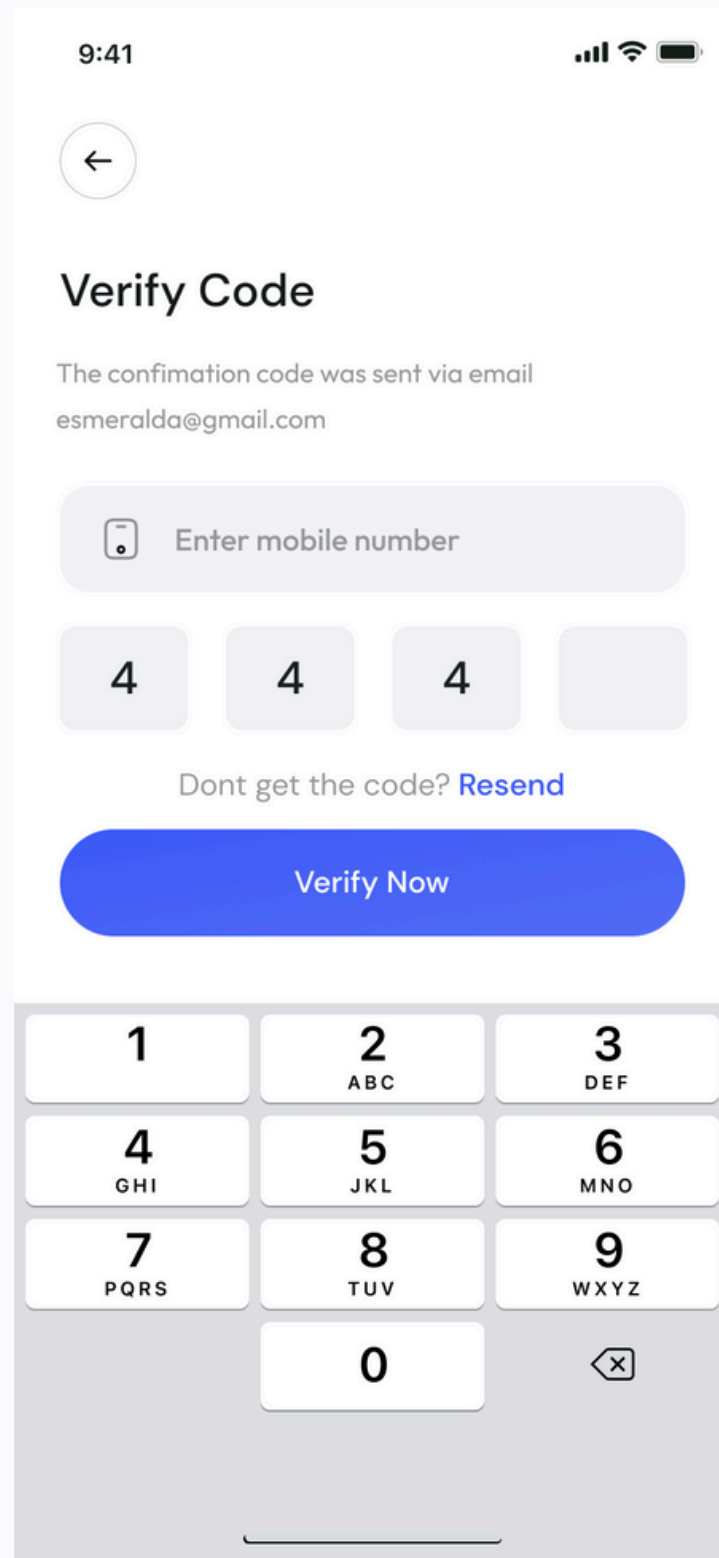
Visibility and  
management  
on impact of  
campaign

Long term  
effects of  
incentives

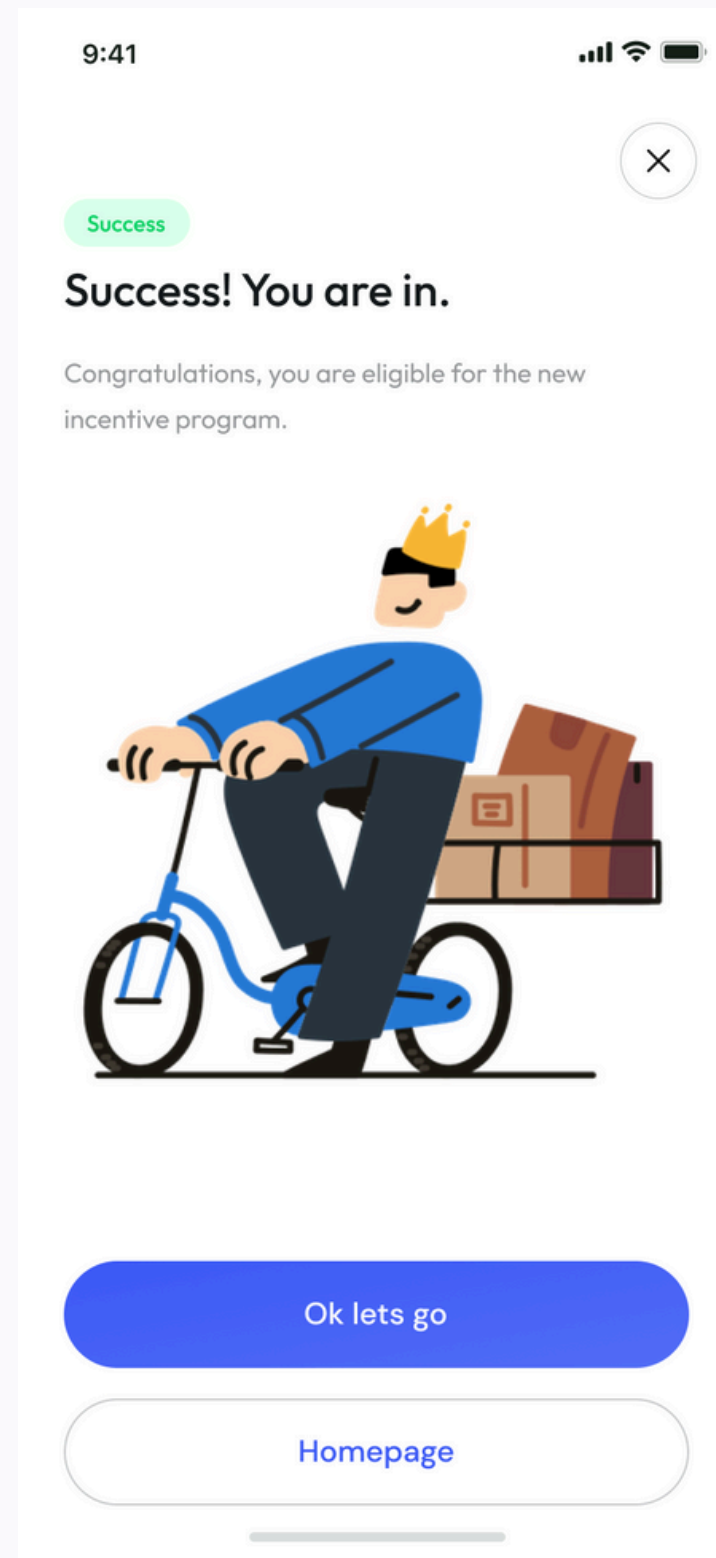
# Behavioural Map



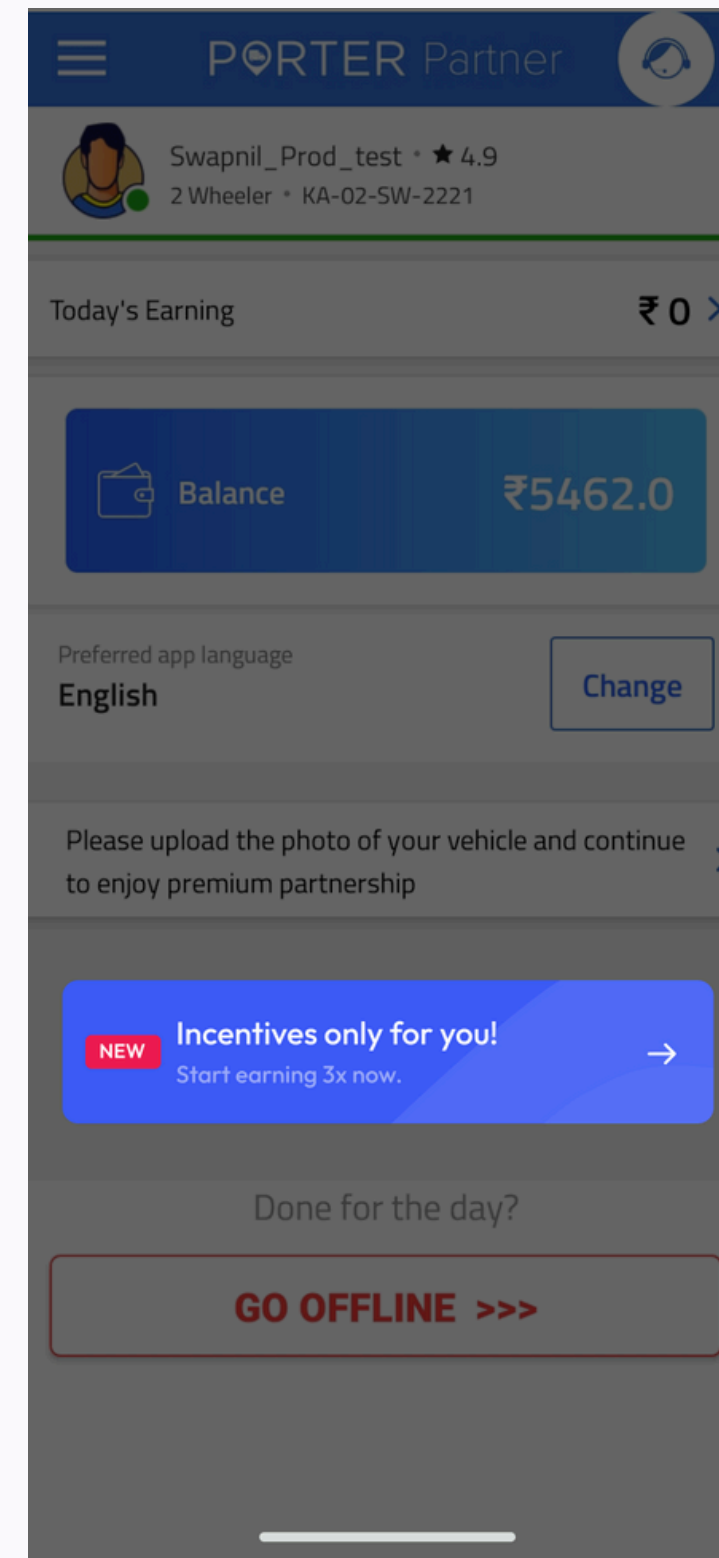
## Partner Login



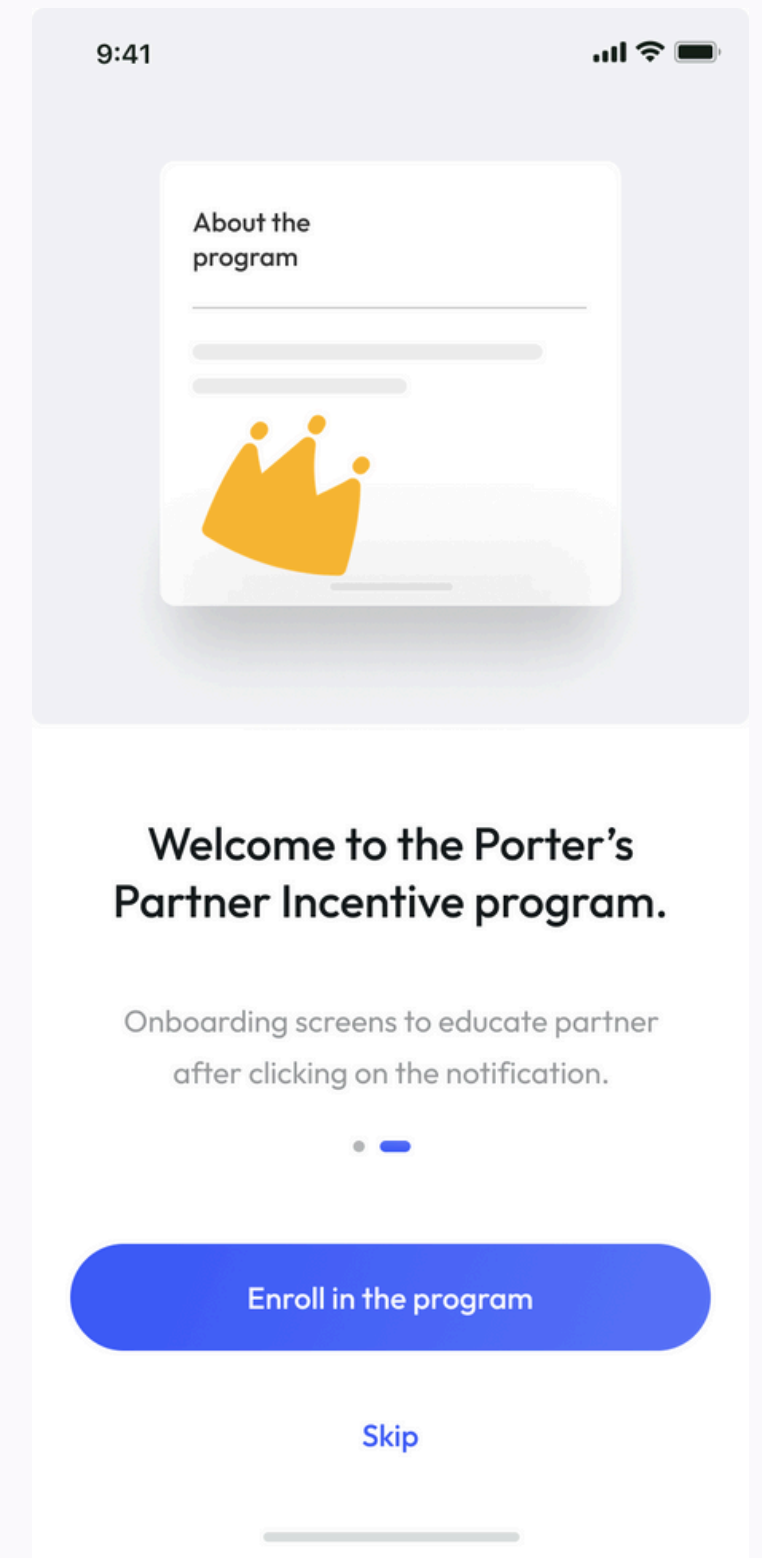
## Eligibility checked for new incentives



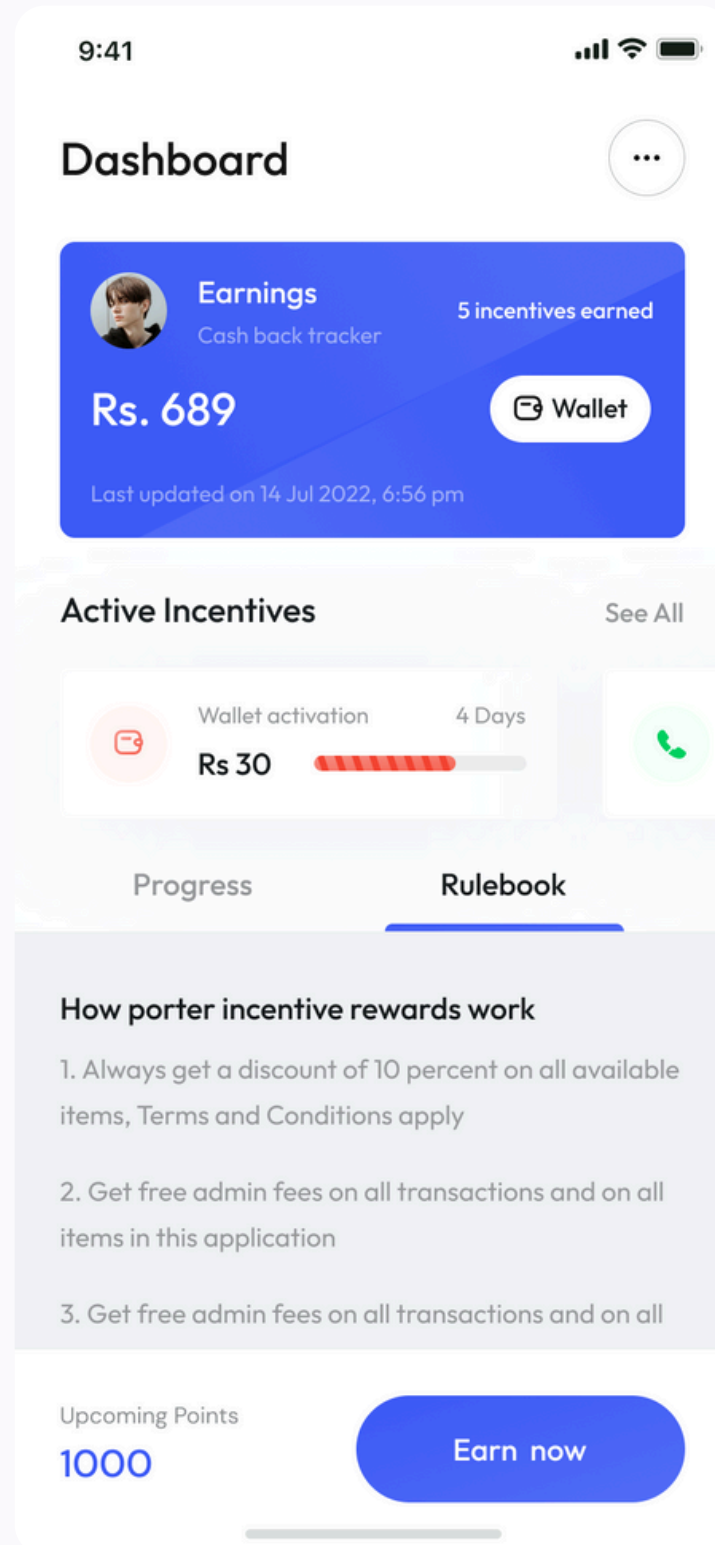
## Partner is notified about incentives



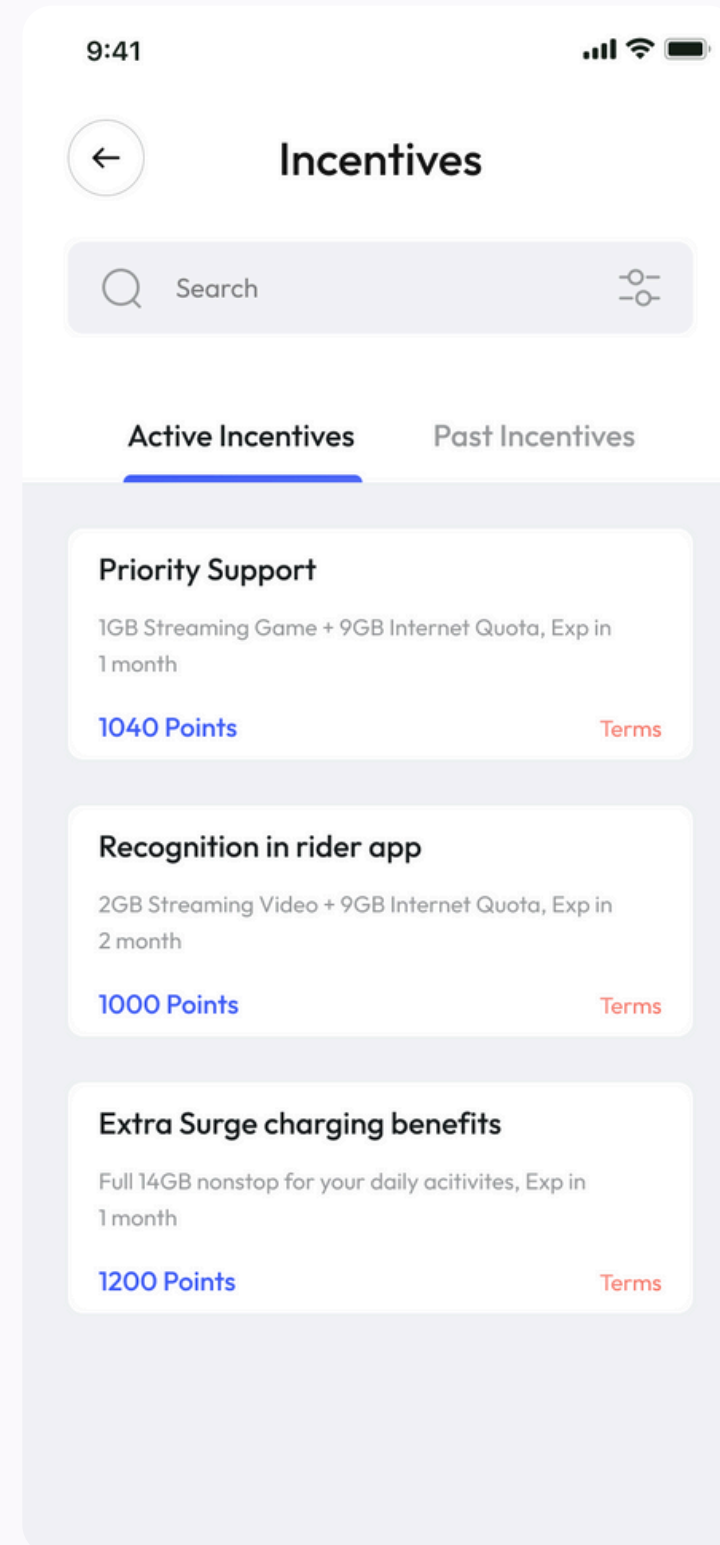
## Incentives onboarding screens



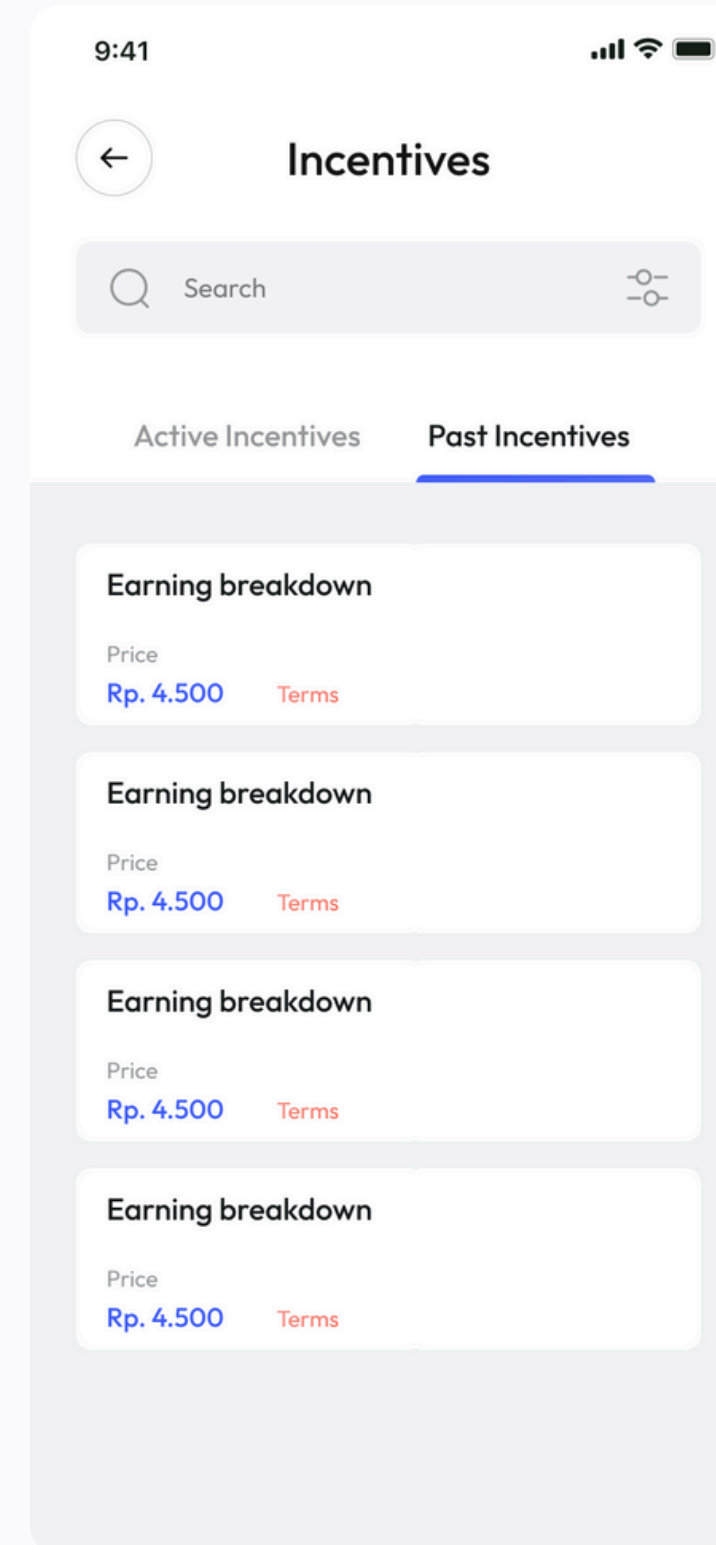
Incentives page is shown with rulebook



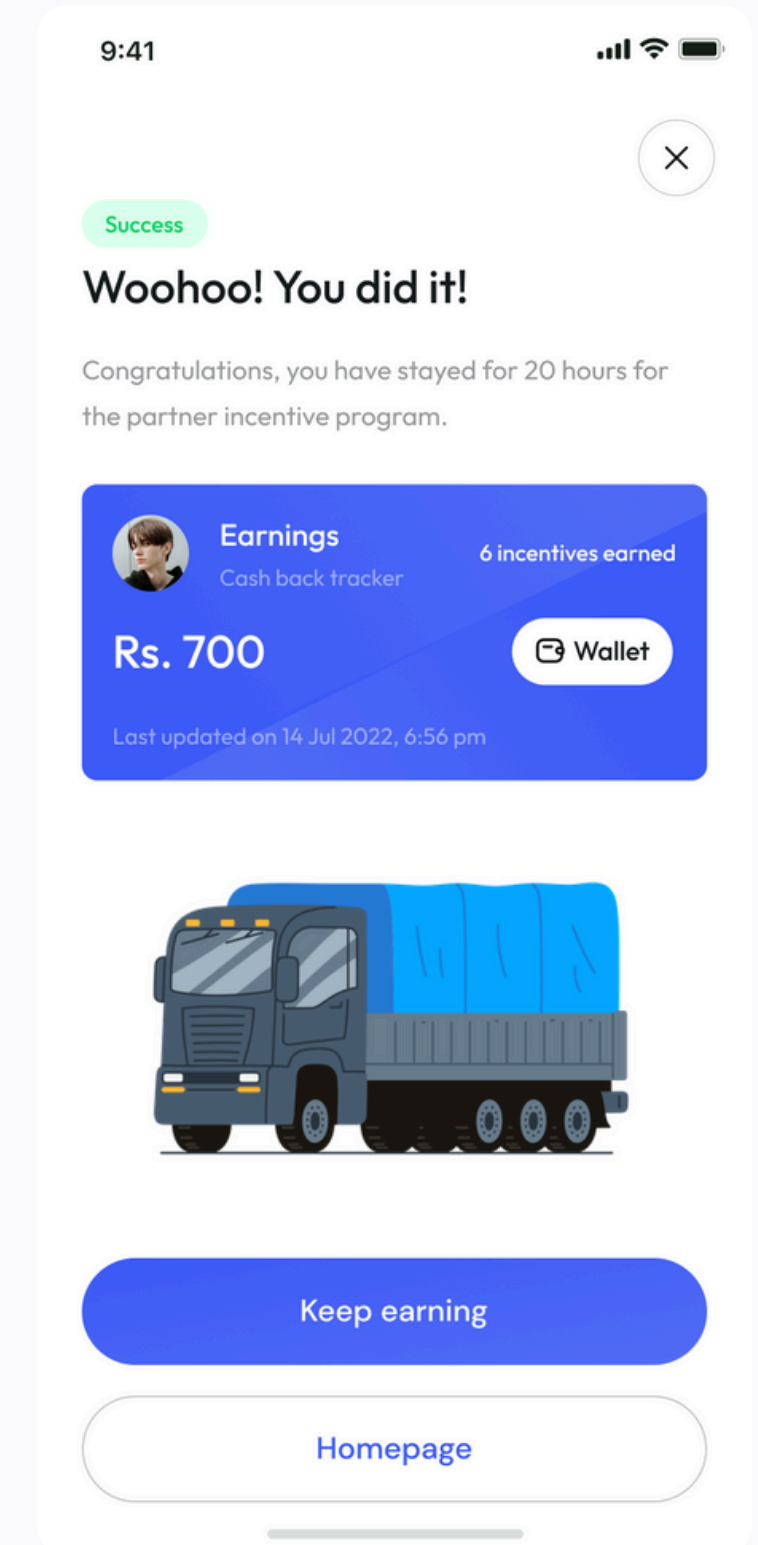
List of active incentives is shown



Past incentives/ Earning breakdown



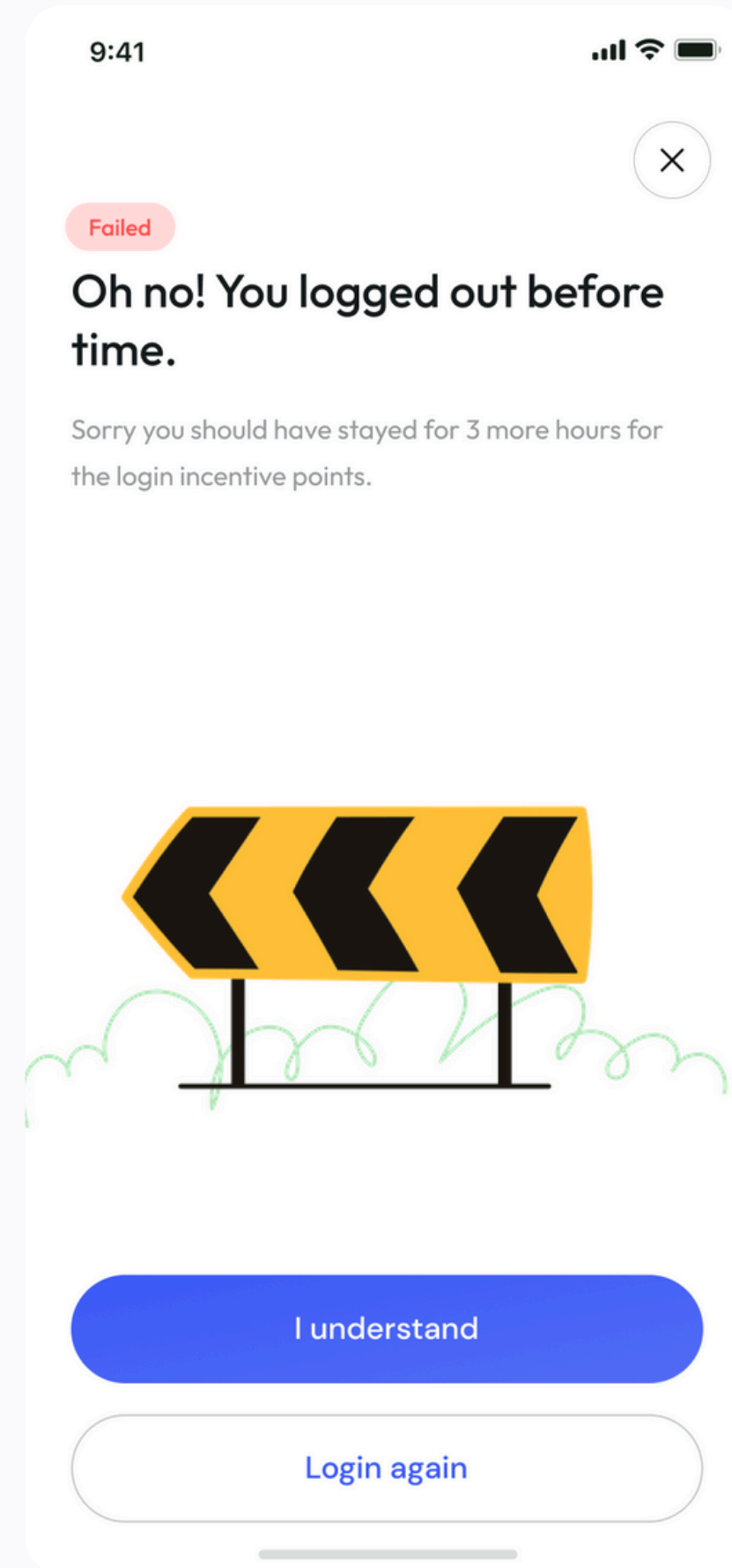
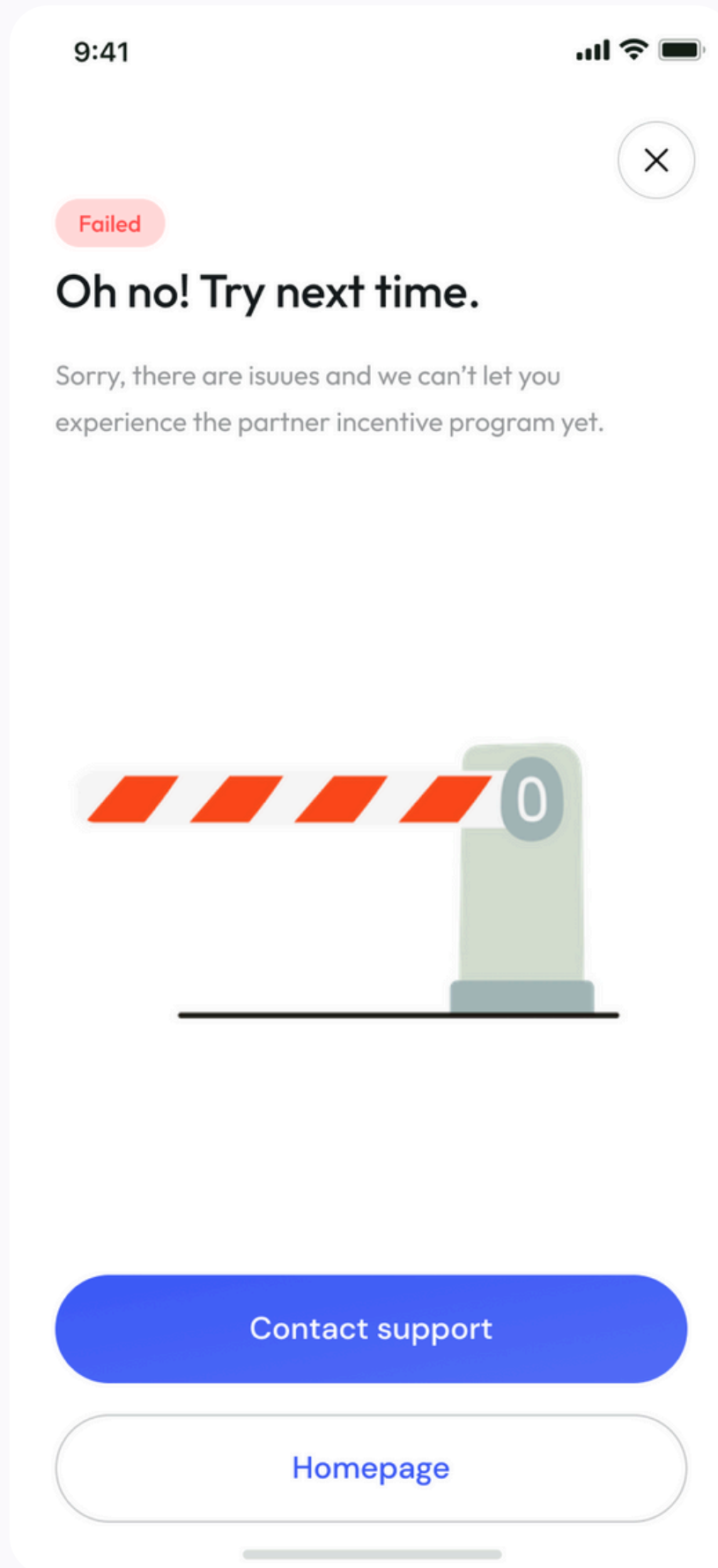
Feedback screen





# Error states

It's important to design error screens, edge cases and also API failures simultaneously.



# Benefits-6 principles that can improve any feature release

Use context

Novelty Effect: New

Clear benefits: At first glance

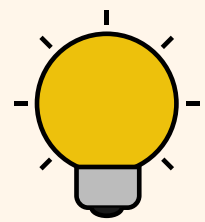
Breaking user barriers: Answer them before questions

Exclusivity: Only for them first

Feedforward CTAs: Self explanatory buttons instead of just close, ok.



# 2 ways to approach



1. Feature roll out in already made screens such as a 'wallet' or 'home/landing page'. Pro tip: Adding a feature to the already designed screen would increase the chances of exposure.
2. Exposing using a new screen 'Dashboard'. Pro tip: Making a new screen will help in tracking how many people are exposed to the feature.

# What to measure?



1. How long did it take for users to activate the feature after exposure?
2. How many times were users exposed to the feature before activation?

# How to announce?

1. Email newsletters
2. In-app notifications
3. Tooltips
4. Modal windows
5. Slideouts
6. One-time banners
7. Onboarding screens
8. While using the previous feature
9. Blogs & landing page intervention
10. Social media

thank  
you