Archetype A

how might we cluster notifications or disruptions?

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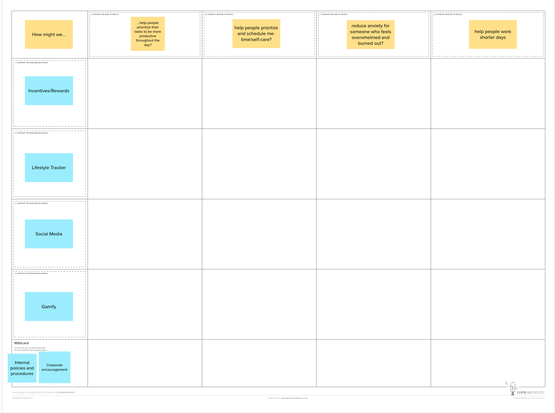
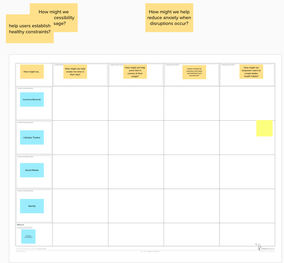


Archetype B

Archetype A

[Add a screenshot of Archetype B]

[Add the journey map]



Value Propositions

Value Brainstorm Cards

Exploration

- **Surprise & delight.** Reward the user through meaningful surprises that disrupt routine and add excitement to the user experience.
- **Drive curiosity.** Curiosity if innately human, by building an experience that let that curiosity flow, you can generate longer engagements.
- **Depth of experience.** Allow a user to go into more depth around content, or within an experience they are interested in to generate longer engagements.
- **Interact with environment.** Let the user interact with the digital environment to get a sense of the product and discern what they hold as valuable.
- **Dig & sort information.** Avoid passive situations in which you load information on users, and instead, create active situations that empower users to interact with content and delight in the unearthing of meaning.

Content and story

- **Purpose.** Root the user in a narrative/context that provides users with a sense of purpose that drives them throughout the experience and delivers an emotional impact.
- **Timing & cadence.** Explore the timing and intensity of events within the digital experience to impact and deliver on user's needs, preferences, and behaviors.
- **Information architecture.** Strategically organize content with an eye towards usability that facilitates an intuitive interaction with content and in effect, heightens the user's trust and engagement in the digital experience.
- **Emotional engagement.** Elicit an emotional response that fosters a strong connection between the user and your product.
- **Entertainment.** Create a feeling of excitement, surprise, or delight that leaves a lasting impression on your user.

Challenge and Reward

- **Progressive Disclosure.** Clearly define challenges and articulate how far the user has progressed through the digital experiences, fulfilling their desire for competancy and achievement.
- **Systems Reinforcement.** Create a set of rules that reinforce the system or game created for your product.
- **Redemption.** Provide multiple paths to success and allow users the opportunity to fail fast and often and achieve small victories.
- **Performance management.** Establish clear objectives for users and allow users the opportunity to control and monitor their performance as well as seek out help when needed.
- **Magic circle.** Create a "magic circle", or a digital playground, evoking a protective environment where 'real world' rules do not apply and allow users to engage in the fantasy experience. Essentially making a safe place for failing.

Decision Making

- **Limited options.** Avoid invoking decision paralysis by providing users with a limited number of choices, empowering them to make a single, clear choice.
- **Decision tree.** Identify the paths in which users will take to ultimately make their decision, then help them through that decision to achieve the desired outcome.
- **Opportunity costs.** Identify and understand all the opportunities and their costs within the experience, like time, results, value, to streamline the decision making.
- **Loss aversion or framing.** Strategically layout the decision process and the range of outcomes in terms of loss or gains to help users better focus when making their decision.
- **Problem solving.** Empower users in their decision by helping them problem solve through choice.

Engagement Loop

- **User intent.** Provide the simplest path in with the user can achieve their intent or desired outcome.
- **Familiarity.** Utilize common digital habits that are familiar to user to help adaptation of your product and foster a quicker continual engagement.
- **Compulsion loop.** Anchor an objective in the mind of user and engage them in a habitual chain of activities that repeatedly leads to either a feeling of pleasure and/or relief from pain.
- **Balanced disproportionate feedback.** Balance expected markers of progress with unexpected feedback, "treats" that engage the user's curiosity and keep them guessing at what will happen next.
- **Avoid cognitive overload.** Minimize distractions and unnecessary cognitive load, the mental resources required to process information and carry out tasks, through intuitive interfaces and clear objectives.

Belonging

- **Lead or help others.** Foster the human disposition to help others by providing users with the opportunity to engage in pro-social behavior and reap the emotional rewards of doing good.
- **Fame & attention.** Showcase certain aspects of the user that lets them showcase their uniqueness or be the center of attention.
- **Community & purpose.** Facilitate opportunities for meaningful connections with other users and satisfy the inherent desire to connect with others.
- **Social proofing.** People are likely to perform certain actions if they can relate to the people who performed the same actions before them.
- **Self-affirmation.** Through the comparison with others, users can reflect and confirm their own values as they compare with others.