playawards

pdf worksheet

Loyalty Lift from Status Programs

This PDF worksheet is intended to help you think about and execute finding loyalty lift from a status program in your mobile game. Through the course of the PDF worksheet, you will work through how to apply the status program basics, you will ensure you're covering the two motivators, and you will think through some other considerations. Then of course, once all of the ideas are on the page, you'll need to go execute!

If you haven't already, you should first read the article of the same name found on playawards.com. It is intended to be read BEFORE you begin this exercise.

This is an active exercise, not a passive article to read. To get value from it, you must spend the right amount of time with each question and exercise to ensure you're arriving at the best collection of ideas for your game. Then of course, you must execute well against those ideas. In short, the more you put in, the more you will get out.

We recommend you work through this the old-fashioned way – print it out, get a pencil with a good eraser, and find an environment that offers you little-to-no distractions.

Let's get started and be better together!

The Loyalty Status Program Basics

The best place to start when designing your status program experience is to ask yourself three questions:

Question #1: Will this design ensure that my players are sufficiently *aware* of the program?

What's important here is that your players are aware of the program and its benefits. You must deliberately educate them at the right time, while on the flipside not overwhelming them with too much education.

The best way to measure awareness is simply to ask. Survey your players and ask them a few questions about the status program to test just how aware they are of it and its benefits. Of course, shooting for 100% awareness is a noble goal, but we recommend as a benchmark that ***at least 75%*** of your players should be somewhat aware or aware of your program for it to have optimal impact.

According to recent survey results, awareness of my status program among my players is currently:	_____ %

If your results are already 75% or above, great job! You can move on to the next task. If not, spend some time with exercise 1 below.

Exercise #1: How and where might I bring more awareness of my status program to my players? Do this exercise in two steps.

First, list. Brainstorm all the ways you might bring more awareness. Try to come up with 10 thoughtful ideas. Ask yourself questions like:

1. Where could I merchandise the status program *inside* my app? What about *outside* my app?
2. How can I couple my status program? In other words, how can I combine the branding and identity of my app with my status program?
3. What and where would make the MOST impact?

	Idea	Impact Score
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

Next, prioritize. Consider which of these ideas would have the most impact on your awareness score. Use the “Impact Score” column for this.

Question #2: Will this design ensure that my players *value* the program?

What's important here is that your players are aware of and value the benefits being awarded at each tier level.

Just as you did with awareness, measure how much your players value the program by asking them. Aim for ***at least 75%*** of your players saying the value or greatly value the program and its benefits.

According to recent survey results, value perception of my status program among my players is currently:	_____ %

If your results are already 75% or above, great job! You can move on to the next task. If not, spend some time with exercise 2 below.

Exercise #2: How and where might I bring more value of my status program to my players? Do this exercise in two steps.

For this exercise, think about what areas and/or features of your game your players value most. These could be the game itself, aspects of the game, game boosters, the metagame, daily bonus, liveops, skins or cosmetics, social/team elements, currencies or currency economies, or really ANY aspect of your game that you feel your players value. Fill those boxes in first. Focus on those aspects that you feel your players value most.

Then, go into each one and answer the accompanying questions. What would it look like to completely remove this area, then offer it back as a benefit for higher tiers? As opposed to removing, how could this feature be more limited or held back for lower tiers, then opened up or improved for higher tiers?

1	Area/feature of your app	
What would it look like to completely remove this area, then offer it back as a benefit for higher tiers?		As opposed to removing, how could this feature be more limited or held back for lower tiers, then opened up or improved for higher tiers?
2	Area/feature of your app	
What would it look like to completely remove this area, then offer it back as a benefit for higher tiers?		As opposed to removing, how could this feature be more limited or held back for lower tiers, then opened up or improved for higher tiers?
3	Area/feature of your app	
What would it look like to completely remove this area, then offer it back as a benefit for higher tiers?		As opposed to removing, how could this feature be more limited or held back for lower tiers, then opened up or improved for higher tiers?
4	Area/feature of your app	
What would it look like to completely remove this area, then offer it back as a benefit for higher tiers?		As opposed to removing, how could this feature be more limited or held back for lower tiers, then opened up or improved for higher tiers?

5	Area/feature of your app	
What would it look like to completely remove this area, then offer it back as a benefit for higher tiers?		As opposed to removing, how could this feature be more limited or held back for lower tiers, then opened up or improved for higher tiers?
6	Area/feature of your app	
What would it look like to completely remove this area, then offer it back as a benefit for higher tiers?		As opposed to removing, how could this feature be more limited or held back for lower tiers, then opened up or improved for higher tiers?
7	Area/feature of your app	
What would it look like to completely remove this area, then offer it back as a benefit for higher tiers?		As opposed to removing, how could this feature be more limited or held back for lower tiers, then opened up or improved for higher tiers?
8	Area/feature of your app	
What would it look like to completely remove this area, then offer it back as a benefit for higher tiers?		As opposed to removing, how could this feature be more limited or held back for lower tiers, then opened up or improved for higher tiers?

Question #3: Will this design ensure that my players are motivated to *chase* higher status?

What's important here is to create chase motivation by teasing future benefits (the goal), demonstrating investment (the progress), and merchandising leading up to tier-up moments (the reward).

Just as you've done with the others, you can measure how well you're doing at this aspect as a way to filter whether or not you need improvement here.

As opposed to a survey, you can measure if you're successfully creating player chase by looking at your BI data. Players tend to change their behavior as they approach both tiering up and tier expiry. (If needed, playAWARDS can work with you to measure your chase motivation success rate.)

If you've determined you are sufficiently creating chase, then you can go on to the next exercise. Otherwise, proceed to exercise #3.

Exercise #3: How can you improve chase?

Circle the goal you want to focus on below:

The Goal	**The Progress**	**The Reward**
I need to improve how I tease the benefits of my players' next-higher tier.	I need to improve how I demonstrate to my players how much they have invested and made progress toward their next tier.	I need to improve how well I'm merchandising when my players are leading up to a tier-up moment.

Once you've determined your focus, brainstorm ways you could improve this aspect.

Next, prioritize them according to what you believe would be their impact on chase.

Circle the ones which you then intend to implement first.

	Idea For Improving Chase	Impact Score
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

The Two Motivators

Congrats on getting through the basics! Let's move on to the two motivators, rational and emotional. These are the two motivations that drive player behavior in status programs, and **right set of status program incentives requires that you address both types.**

Here is an overview of the two motivators. For more, read the related article.

	Rational	Emotional
Sentiment	*"I get my money's worth"*	*"I am a valuable customer. I'm special."*
Motivation Type	Extrinsic	Intrinsic
Brain Center	Primate / Logical	Reptilian / Instinctive
Role	How they ***justify*** their actions and decisions	What ***really guides*** their actions and decisions
Buzz Words	"Offer" "Discount" "Bonus"	"Status" "Exclusive" "Achievement"
Benefit Types	Points Dollars Preferred Pricing	Exclusivity Community Special Access Special Privileges Exclusive Benefits Experiences
Examples of Benefits You Could Provide In Your Game	1. More in-game currency in free faucets 2. More in-game currency in paid faucets 3. Bigger in-game bonuses with wins 4. Free / discounted play 5. More time to play specific content 6. More potent power-ups	1. Access to exclusive in-game content 2. Early access to new releases 3. Dedicated in-game events just for higher-tiered players 4. Special/better parallel tracks on in-game events for higher tier players 5. Exclusive access to game cosmetics, like avatars, backgrounds, themes, and more 6. Peacocking and badging 7. Access to better customer support or to a VIP host 8. Access to exclusive rewards and loyalty-centric benefits

Exercise #4: The Two Motivators. Now it's your turn! Brainstorm a list of benefits that speak to each motivation, prioritize, and choose winners, just as you've done before.

	Rational Benefit	Impact Score
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

	Emotional Benefit	Impact Score
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

Other Considerations

Congratulations! You've tackled the basics. You've also constructed a great set of benefits that speaks to both types of motivations. So what's next? How should you think about your status program more holistically? Successful status programs should also achieve the following. We'll provide below a list of other goals, including some ideas of how you could execute those goals inside your app. Finally, we'll leave you some space to brainstorm ideas that might work best for your app and your players.

Exercise #5: Other Considerations. How to do this exercise:

1. Read through each goal in the table below.
2. Do your best to come up with at least a few ideas for each goal.
3. Once you've got ALL goals filled out, go back to the top and start circling the ideas that speak to you.

Goal: Increase Engagement	
Sentiment: "I get to have more fun because of my status."	
Execution Examples	1. Carve out certain content in your game that's exclusively for members above a certain tier 2. Run liveops events in your game that are exclusively for members above a certain tier 3. Additional daily bonus games for members above a certain tier 4. Exclusive collectibles only for members above a certain tier
Your Ideas	
1	
2	
3	
4	

Goal: Engender Belonging	
Sentiment: "My membership makes me feel special in this app."	
Execution Examples	1. Change the cosmetics of the game by tier (icons, backgrounds, account screens, badging, etc. 2. Offer discounts by tier
Your Ideas	
1	
2	
3	
4	

Goal: Make Monetization More Rewarding	
Sentiment: "I look forward to the times when I receive a membership bonus or freebie with my purchase."	
Execution Examples	1. Grant more currency with each in-app purchase to higher tier players 2. Provide exclusive in-app purchase offers for higher tier players 3. Add special bonus mechanics to purchase gamification for higher tier players
Your Ideas	
1	
2	
3	
4	

Goal: Generate FOMO	
Sentiment: "I want to participate in a particular member-only experience, so I'm motivated to earn more now!"	
Execution Examples	1. Hold real-life events exclusively for high-tier players 2. Have special VIP check-in, areas, and experiences exclusively for high-tier players 3. Ask yourself how you can create the same kind of feeling inside your game
Your Ideas	
1	
2	
3	
4	

Goal: Amplify Switching Costs	
Sentiment: "I don't want to waste time or money on that competitor app because I've built up tons of equity in my current membership."	
Execution Examples	1. The more special you can make each progressively higher tier, the more invested members will feel. 2. Create a brand for groups of tiers, or for major tier milestones, and celebrate those statuses. Assign stair step graduation of benefits at those milestones.
Your Ideas	
1	
2	
3	
4	

Goal: Amplify the Customer's Emotional Connection to the Brand	
Sentiment: "I love this brand! They take such good care of me."	
Execution Examples	1. Find the customer's emotional connection point to the brand. Are you fun or exciting? Challenging? Relaxing? Identify how your players feel when they engage with you. 2. Build on that connection point. Ask yourself, "How can I increase/heighten the experience for my players as they tier up that further evokes and strengthens that feeling for them?"
	Your Ideas
1	
2	
3	
4	

Goal: Help Them Rationalize Their Decisions	
Sentiment: "I'm okay purchasing in this game because they're always comping me stuff."	
Execution Examples	1. The best justifications for continued player investment will be everything on the RATIONAL column of our Two Motivations table. Discounts, bonuses, etc. 2. The other big driver here will be reinvestment. The player with $1,000 in spend can quickly justify it when their host sends them a $100 gift card.
	Your Ideas
1	
2	
3	
4	

Goal: Focus on the Best Customers (Current and Potential)	
Sentiment: "I'm the top tier in this game, so they take REALLY good care of me."	
Execution Examples	1. For many games, especially IAP games, a top minority of the most valuable players will account for an outsized amount of your game's revenue. Catering to this group is akin to picking the lowest hanging fruit. 2. The other aspect of catering to the top end is that they often offer enough reinvestment $ to afford some really interesting and compelling benefits! For example, if you have a player with > $1,000 in spend in your game, and you're comfortable reinvesting, say, 10%, then you can spend/reinvest up to $100 in that player. 3. You can do this in the form of in-app benefits or even hard expenses, such as sending them swag or real-life leisure/entertainment. 4. The more you make them feel super appreciated, the more connected they'll feel!
	Your Ideas
1	
2	
3	
4	

From Ideation to Execution

Congrats! You've made it to the end of the exercise. Well, *almost* the end. And. This last part is the most important part: *Going from ideation to execution*.

Exercise #6: Going from Ideation to Execution. You've come up with a bunch of great ideas. You've valued/prioritized and circled them as you went along. You can't do it all at once. For this exercise, you'll roadmap them based on which you feel will make the most impact. Start by asking yourself how many of these features/ideas do you realistically think you could execute per quarter? We recommend no more than 4-5. Not only for bandwidth reasons, but because you'll want to test, measure, and learn as you go.

First Quarter		
1	Idea	Other thoughts or description of the idea
2	Idea	Other thoughts or description of the idea
3	Idea	Other thoughts or description of the idea
4	Idea	Other thoughts or description of the idea
5	Idea	Other thoughts or description of the idea

Second Quarter		
1	Idea	Other thoughts or description of the idea
2	Idea	Other thoughts or description of the idea
3	Idea	Other thoughts or description of the idea
4	Idea	Other thoughts or description of the idea
5	Idea	Other thoughts or description of the idea

Third Quarter		
1	Idea	Other thoughts or description of the idea
2	Idea	Other thoughts or description of the idea
3	Idea	Other thoughts or description of the idea
4	Idea	Other thoughts or description of the idea
5	Idea	Other thoughts or description of the idea

Fourth Quarter		
1	Idea	Other thoughts or description of the idea
2	Idea	Other thoughts or description of the idea
3	Idea	Other thoughts or description of the idea
4	Idea	Other thoughts or description of the idea
5	Idea	Other thoughts or description of the idea

Final Thoughts

Finally, don't forget to test and measure as you go. A/B test where possible. Survey and analyze the data. Continue to check how you're performing against your benchmarks for awareness, value, etc. If you've hit a goal, then you can shift away from that goal and focus on where you're still weak.

And of course, playAWARDS is here to help. We're experts in Loyalty. It's what we do. If you have any questions along the way about what works best, or need help with execution, either professional services, tools and technology, or other support, we're here for you.

Good luck!