



# Proposed methodologies for enhancement of end-user engagement



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# FEEdBAck consortium



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# The Demo Sites





- Getting to know the player communities
- User Profiling
- Interactive mobile App (Android and IOS)
- Gamification

# Getting to know the end users...

- Demo Site visits
- Potential player engagement events
- Media coverage



# User Profiling

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- Questionnaire received over 200 respondents
- 6 Profile Groups
  - Character development
  - Personalised Messages (text and video)



**FEEdBACK Project**

# **Adaptations post COVID: The Citizens Campaign**

# The Citizens Campaign

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- Lippe same cohort primarily (anticipated)
- Porto: same cohort primarily (anticipated)
- El Prat: many workers unable to work from home due to nature of work.
- Municipality network, via TV and Radio network
- New Sites: EPFL and TU Delft
- App is open access on Apple App store and Google Play store



## FEEdBACK Project

# IN- Game engagement?

- Gamification
- Challenging Players
- Storytelling

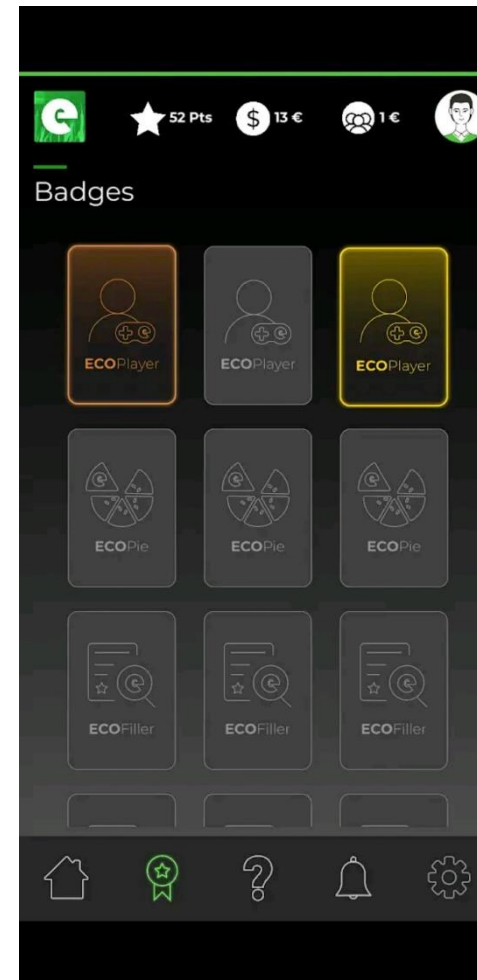
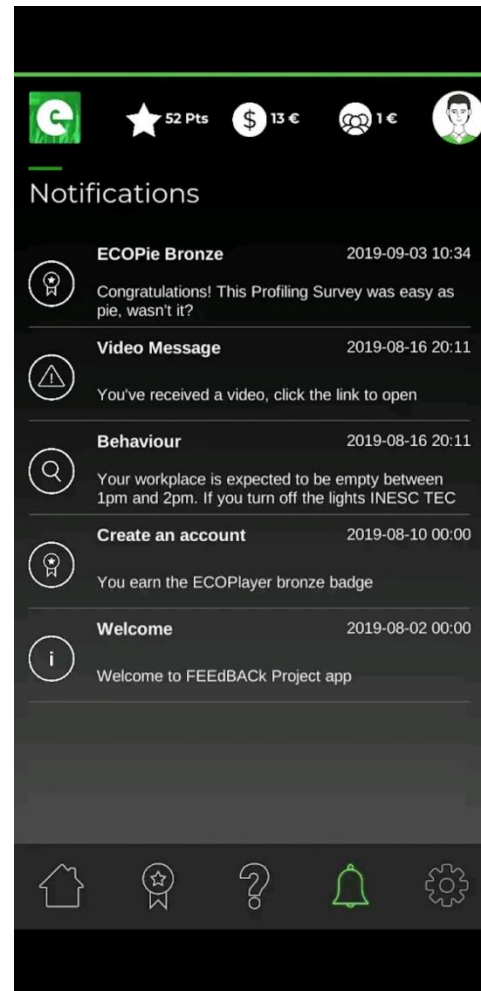
# ECOplay App



# ECOplay App

## POINTS

Players gain points for completing aspects of the game and completing quizzes



## BADGES

Players are awarded badges upon completing certain activities throughout the game

**FEEdBACK Project**

# **Gamification**

**Play VIDEO please**

# THANK YOU

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**@FEEdBACkH2020**  
**feedback-project.eu**



 **IN-JET<sup>APS</sup>**

**LIME  
TOOLS** 

**TU Delft** 

 **Lippezukunft** 

 **EPFL**  
ÉCOLE POLYTECHNIQUE  
FÉDÉRALE DE LAUSANNE

 **INESC TEC**

 **DEXMA**  
ENERGY MANAGEMENT

 **ERF**  
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