CENTERCODE
DELTA`20

Increasing User Compliance Through Incentive Management

About Me

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Agenda

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1. Incentives and Your Project
2. When Incentives Begin to Fail
3. How Can This Incentive Issue Be Addressed?
4. Examples of Implementation - Risks and Benefits
5. Summary

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What Are Incentives?

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The product, gift cards or cash

Marketing swag - trade show materials

Exclusive early access to your product

Additional support

Opportunity to help improve a product

How Do Incentives Work?

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Typically delivered at the end of the test

Given in return for good feedback

Tied to accomplishing key objectives of your test

It has to be kept secret from testers

They are NOT compensation… They are rewards

Why Do Projects Need Incentives?

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Important to reward volunteers

Nothing comes for free

Good work delivers rewards

Motivate people to sign up for tests

Motivate people to participate

How Much Do I Need to Give?

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Complicated

Expensive

Tied to project requirements

Tied to the value of the product

Expectations of users

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When Incentives Begin to Fail

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Projects that last a long time

Projects that have a heavy workload

Projects that are overly complicated

Projects that require time during work hours

When Incentives Begin to Fail

Projects where the product is very low cost or free

Projects where the product isn't exciting or has limited appeal to users

Projects where budgets are tight and have limited resources

Projects where the product can't be left with the user

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How Do We Address This?

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Identify key testing objectives

Map the timeline for the project

Look for key stress points during your test

Stress Points

Difficult tasks

Longer testing requirements

Complicated requests

Extra or extraneous workload

Loss of interest or engagement

Build a Budget and Distribute It

- Scale and build rewards with engagement
  - Use the element of surprise
  - Don’t set a precedence or create expectations
  - Place rules around getting incentive
  - Design effective timing
  - Completed tasks and feedback

Messaging Is Key

Incentive is a small way of saying thank you

It’s meant in addition to the project incentive

It’s recognition of the time and effort the test requires

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Example

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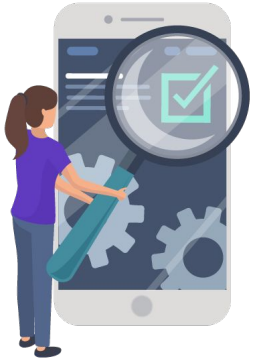
50 users for 5 weeks

Incentive budget of $2500 or $50 user

$25 per user at the end of the test

$5 first three weeks (might even skip the first week)

$10 fourth week



Risks of This Approach

Timing is key to addressing the incentive issues

It can look cheap, like a bribe, or baiting responses

Users have to have some interest in the smaller incentive

Incentive still has to match the requirements of the project

Benefits of This Approach

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Equitable or even lower cost

Better user engagement

Shows user appreciation more consistently

Users see tangible benefits to their participation

Attrition allows funds to be properly channeled to other participants

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In Conclusion

Good model to keep CV projects on track to achieve its goals

Great way to show users you appreciate their input

With proper messaging, it’s a great tool to deliver results

Thank You!

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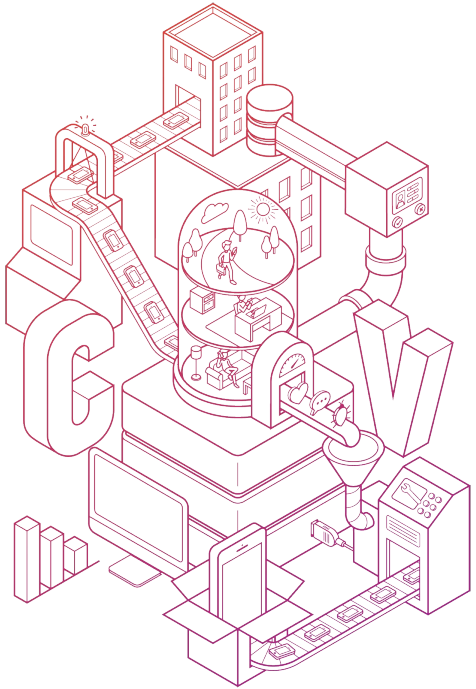
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