

GAMIFY EXTENSION FEATURES

Take the Customer Engagement to the Next Level

Table of Contents

1. Gamification Overview:	3
1.1. Features	4
1.2. Front End Customer Panel Screenshots	4
1.2.1. Low Price check:	4
1.2.2. Discount without coupon	5
1.2.3. On fly Discounts	5
1.2.4. On fly Coupon for product	6
1.3. Gamification- Admin Panel Reports	6
1.3.1. Discount Report	6
1.3.2. LOW PRICE CHECK - Offers by Day Report	6
2. Gamifications Survey:	7
2.1. Features	7
2.2. Front End Customer Panel Screenshots	8
2.2.1. One page	8
2.2.2. Question per page	8
2.3. Survey- Admin Panel Reports	9
2.3.1. Attended/Missed Survey Report	9
2.3.2. Survey Report	9
3. Login Credentials:	10
3.1. Admin Panel	10
3.2. Customer Panel	10

1. Gamification Overview:

'Gamification', still an unknown term for a lot of people in eCommerce industry, actually turns out to be one of the best keys to unlock the problem of low engagement and conversion rate. eCommerce gamification extension for Magento is a great tool that thinks in the context of game, but implements it into eCommerce website to enhance the shopping experience and take the customer engagement to the next level, turning the passive visitors to the active shoppers.



Gamification tool is the result of the using the idea of game thinking and game mechanics in non-game contexts to engage users in solving problems and increase user's self contributions. If you think about gamification in the context of an eCommerce site, you will understand that this is a great tool aimed at making shopping process more entertaining due to different motivators, both hidden and visible.

- To know about Gamification more please go to: <http://www.ecomextension.com/gamifications.html>

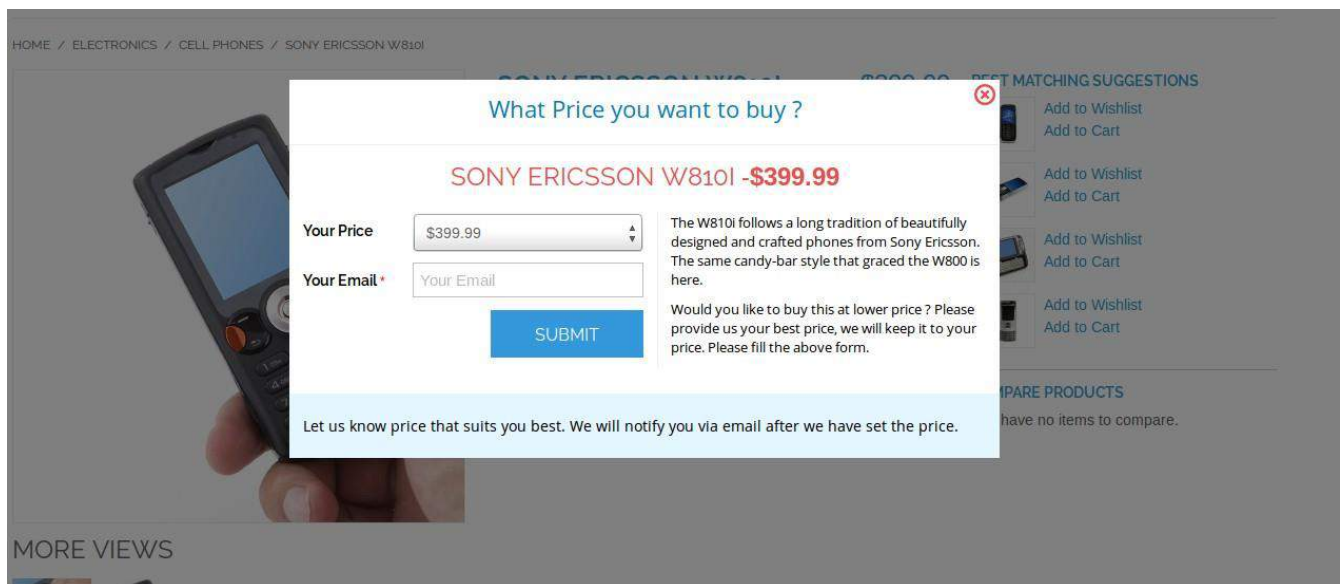
1.1. Features

- Dynamic real time discounts on product and category pages
- Prompted Coupon based discounts
- Best suggestion based on customer browsing history
- Email subscription for best offers
- Real time chat
- Abide by standard Magento practices
- Easy to setup an easy to install

1.2. Front End Customer Panel Screenshots

1.2.1. Low Price check:

Select your price from list of values or select custom value option if you want to enter a custom value.



HOME / ELECTRONICS / CELL PHONES / SONY ERICSSON W810I

SONY ERICSSON W810I - \$399.99

What Price you want to buy ?

SONY ERICSSON W810I - \$399.99

Your Price:

Your Email*:

SUBMIT

The W810i follows a long tradition of beautifully designed and crafted phones from Sony Ericsson. The same candy-bar style that graced the W800 is here.

Would you like to buy this at lower price? Please provide us your best price, we will keep it to your price. Please fill the above form.

Let us know price that suits you best. We will notify you via email after we have set the price.

BEST MATCHING SUGGESTIONS

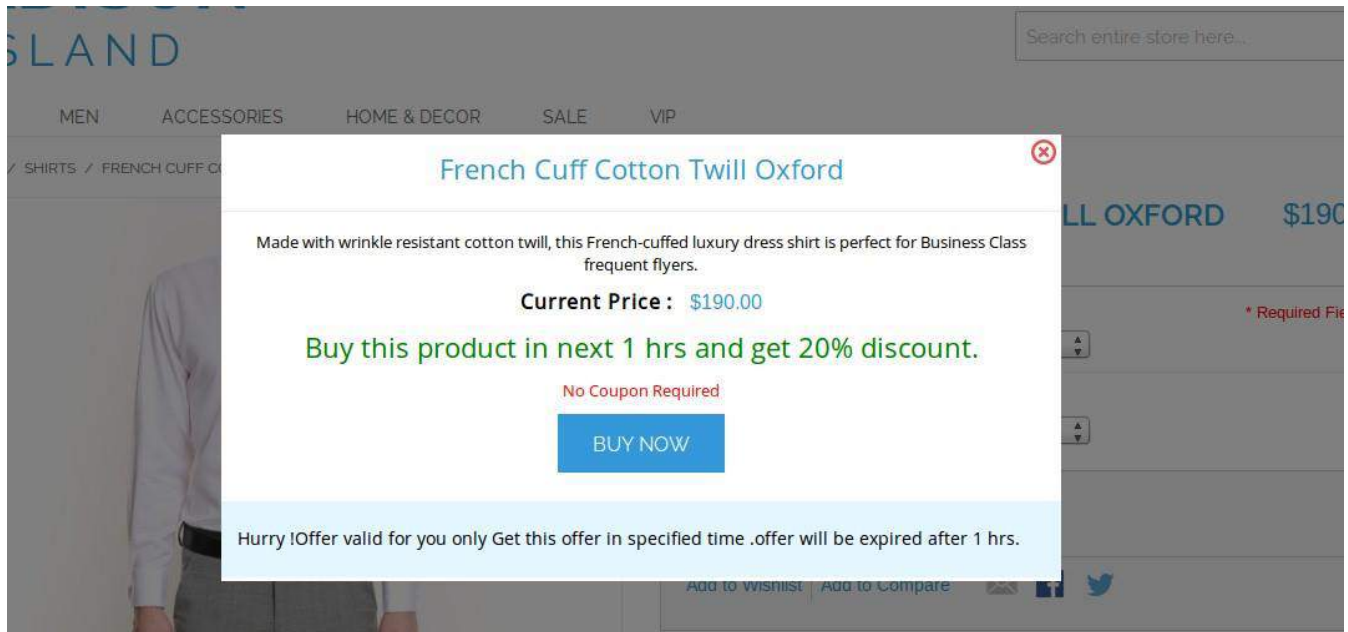
- Add to Wishlist
- Add to Cart

COMPARE PRODUCTS

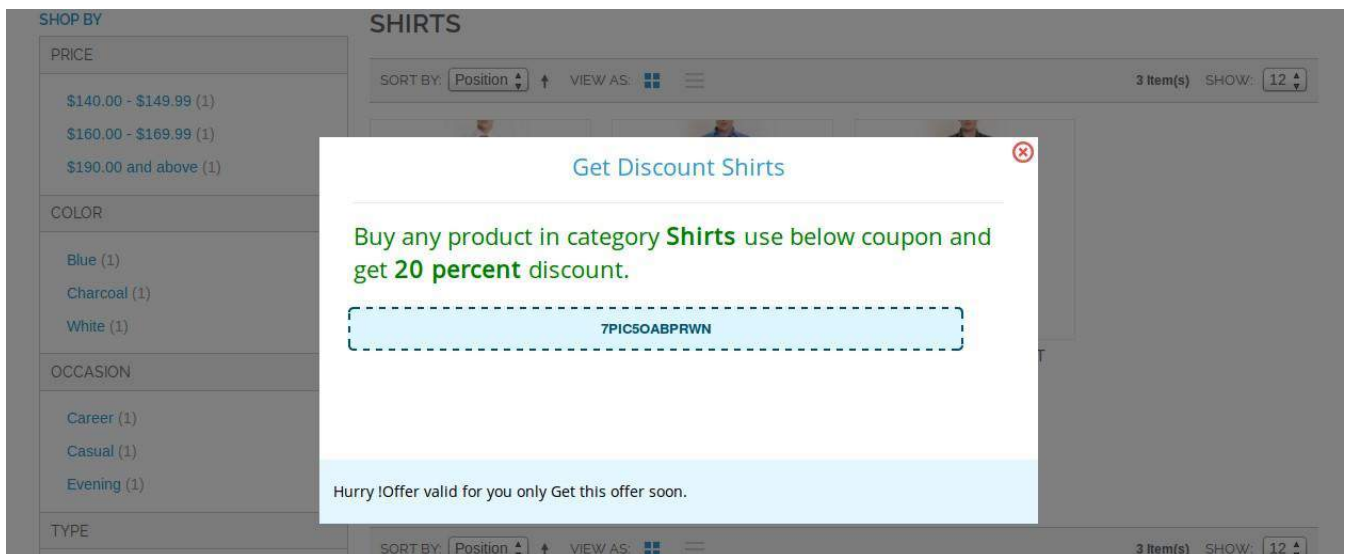
have no items to compare.

MORE VIEWS

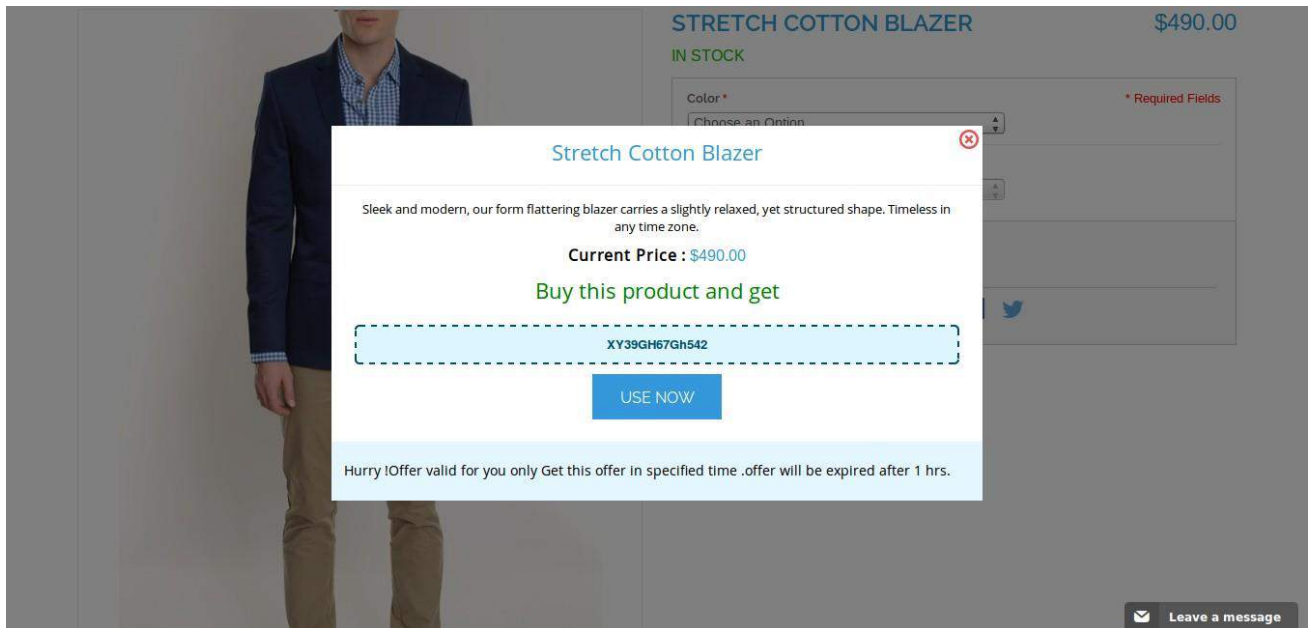
1.2.2. Discount without coupon



1.2.3. On fly Discounts



1.2.4. On fly Coupon for product



1.3. Gamification- Admin Panel Reports

1.3.1. Discount Report

Discount Type	Category	Product	Customer Email	Customer Price	Customer IP	Prompted Time	Offer Submitted	Submitted At	Coupon Code	Offer Used
Low Price Check		Slim fit Dobby Oxford Shirt		60.0000	180.211.97.51	Jan 3, 2016 3:20:07 PM	Yes	Jan 3, 2016 3:20:45 PM		No
On fly coupon		Slim fit Dobby Oxford Shirt			180.211.97.51	Jan 3, 2016 3:20:12 PM	Yes	Jan 3, 2016 3:20:12 PM		No

1.3.2. LOW PRICE CHECK - Offers by Day Report

Date	Customer IP address	Product	Customer Email	Coupon used
03rd Jan 2016	180.211.97.51	Slim fit Dobby Oxford Shirt		No

2. Gamifications Survey:

Surveys are a method of gathering information from individuals. Surveys have a variety of purposes . Information is collected through use of standardized procedures so that every participant is asked the same questions in the same way. It involves asking people for information in some structured format. For ecommerce we can ask user for his pattern of shopping like which category of product customer buys frequently.

This Magento eCommerce gamification extension lets us ask same questions to a large number of people in the same way in the structured format. This Brainvire Survey extension provides you with an easy interface to generate questions and answers as well as analyze and manage the Magento store.

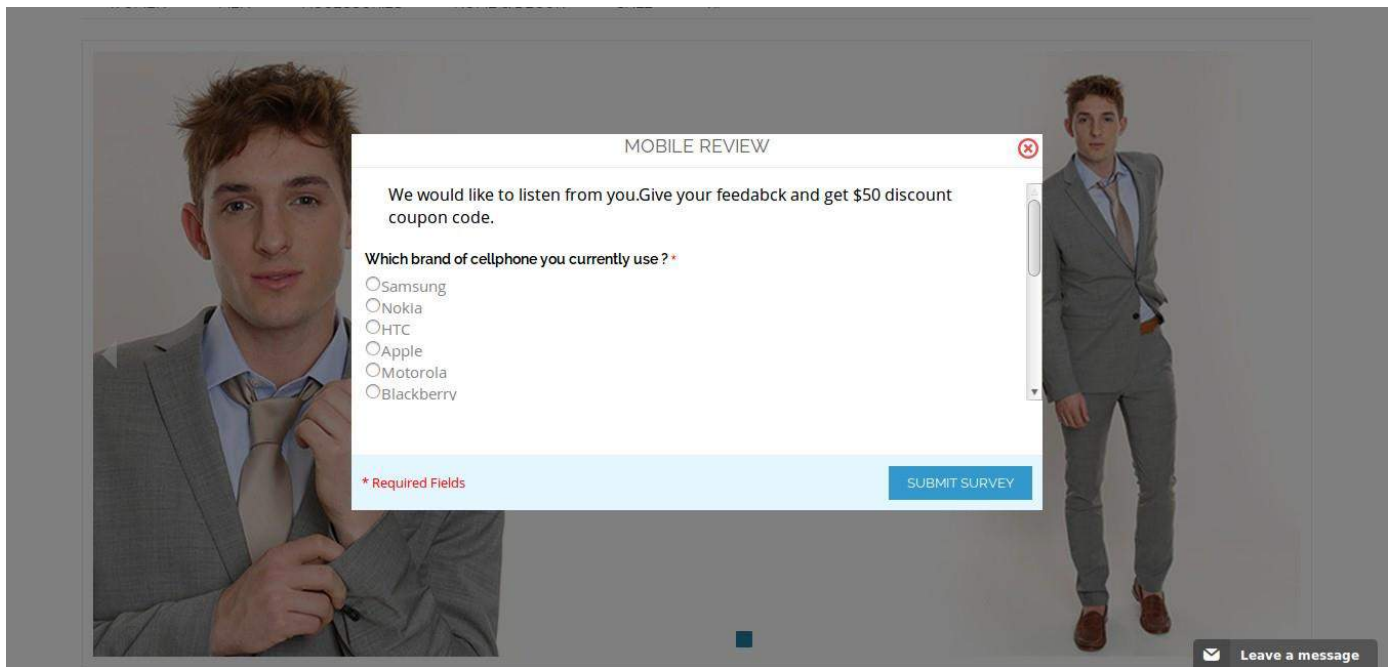
2.1. Features

- Easy interface to create question & answers
- Display survey on any product category or CMS page
- Survey setup using layout configuration for any page
- Support full page questions & one page one question type survey
- Support variety of input from customers like date,time,multi select etc
- Allow to setup coupon for customer who made a survey
- Analyze survey data in better way using csv export
- Follow standard magento practices
- Easy to setup and install

2.2. Front End Customer Panel Screenshots

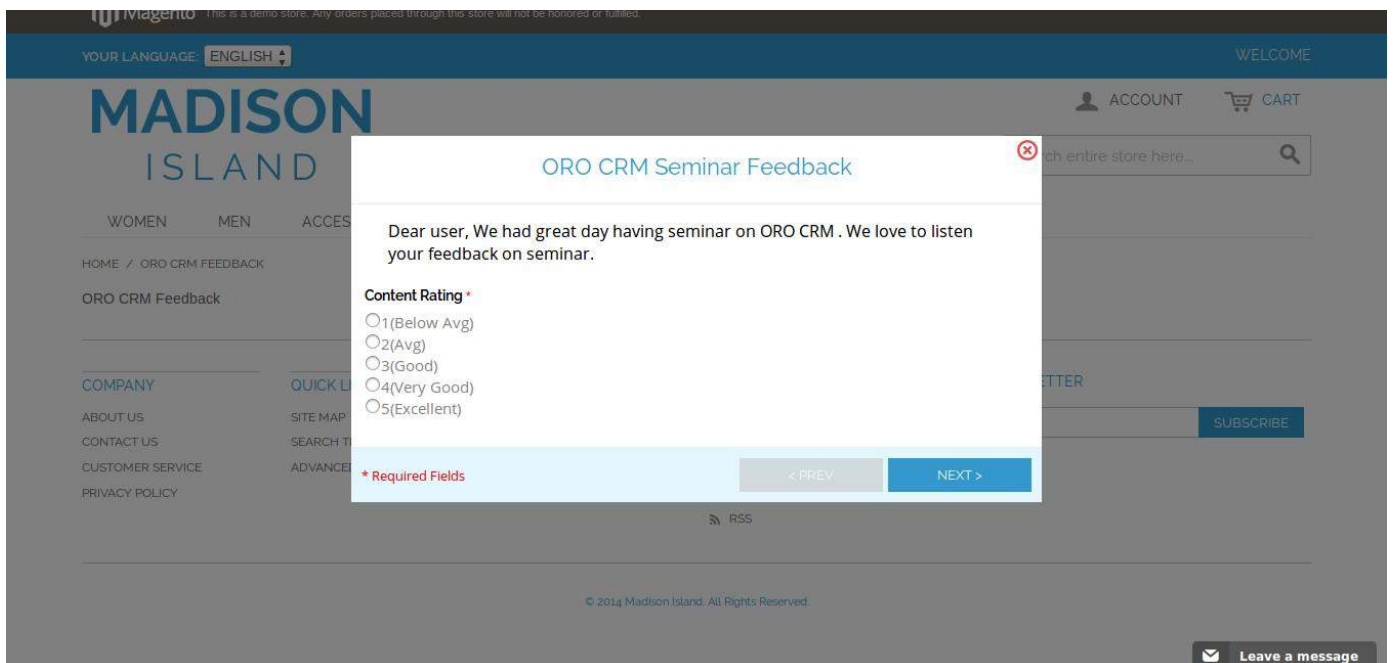
2.2.1. One page

All questions and answers will be displayed on single page. User will complete survey on one page and thereafter survey will be submitted.



2.2.2. Question per page

One question will be answered at a time. Upon click to next, next question will appear. After answering all questions, customer can submit the form.



2.3. Survey- Admin Panel Reports

2.3.1. Attended/Missed Survey Report

Brainvire Shaping Ideas | Global Record Search | Logged in as admin | [Try Magento Go for Free](#) | [Log Out](#)

Dashboard | Sales | Catalog | Mobile | Customers | Promotions | Newsletter | CMS | **Reports** | System | [Get help for this page](#)

Attended Survey Report

Page 1 of 1 pages | View 20 per page | Total 8 records found

Export to: CSV | [Export](#) | [Reset Filter](#) | [Search](#)

Survey	Originated From	Prompted At	Submitted At	Submitted Status	Action
		From: <input type="text"/> To: <input type="text"/>	From: <input type="text"/> To: <input type="text"/>		
Mobile Review	CMS Page (Madison Island)	Sep 24, 2015 3:29:07 AM	Sep 24, 2015 3:29:26 AM	Attended	Show Details
Mobile Review	CMS Page (Madison Island)	Oct 5, 2015 4:59:01 AM	Oct 5, 2015 4:59:01 AM	Missed	Not Submitted
Mobile Review	CMS Page (Madison Island)	Oct 14, 2015 3:57:41 AM	Oct 14, 2015 3:57:41 AM	Missed	Not Submitted
Mobile Review	CMS Page (Madison Island)	Nov 30, 2015 3:11:13 AM	Nov 30, 2015 3:11:13 AM	Missed	Not Submitted
Mobile Review	CMS Page (Madison Island)	Dec 1, 2015 3:23:23 AM	Dec 1, 2015 3:23:23 AM	Missed	Not Submitted
Mobile Review	CMS Page (Madison Island)	Dec 8, 2015 11:34:42 PM	Dec 8, 2015 11:34:42 PM	Missed	Not Submitted
Mobile Review	CMS Page (Madison Island)	Jan 3, 2016 11:17:43 PM	Jan 3, 2016 11:19:14 PM	Attended	Show Details
Mobile Review	CMS Page (Madison Island)	Jan 5, 2016 9:37:29 PM	Jan 5, 2016 9:37:29 PM	Missed	Not Submitted

2.3.2. Survey Report

Brainvire Shaping Ideas | Global Record Search | Logged in as admin | [Try Magento Go for Free](#) | [Log Out](#)

Dashboard | Sales | Catalog | Mobile | Customers | Promotions | Newsletter | CMS | **Reports** | System | [Get help for this page](#)

Survey Report

Page 1 of 1 pages | View 20 per page | Total 1 records found

Export to: CSV | [Export](#) | [Reset Filter](#) | [Search](#)

ID	Survey Name	Created At	Last Used	Used Times	Action
		From: <input type="text"/> To: <input type="text"/>	From: <input type="text"/> To: <input type="text"/>		
1	Mobile Review	Sep 8, 2015 7:38:11 AM	Sep 8, 2015 7:39:30 AM	2	

3. Login Credentials:

3.1. Admin Panel

- ❖ URL: <http://gamification.ecomextension.com/admin/>
- ❖ ID: admin
- ❖ Password: admin123

3.2. Customer Panel

- ❖ URL: <http://gamification.ecomextension.com/>
- ❖ ID: yogesh.chauhan@brainvire.com
- ❖ Password: 123456