

Riskiest Assumptions

- Providing recognition for active users will increase users' engagement on the platform.
[Risky because it might create an inequity perception which some users will feel that the criteria for recognition or leveling users based on their engagement are unfair.]

- Live interactions with other users will foster people's participation in sharing insights and using the platform.
[Risky because it is challenging to moderate content in real time, and inappropriate content could be shared and harm the community's well being and atmosphere.]

- Incentives, including monetary ones, will encourage users to be more engaging and return to the platform.
[Risky because financial incentives might lead to false intentions which people only posting for financial benefits, spammy behaviors, or an inauthentic community spirit.]

Honest Signals

Success:

- Users are more engaged when using TAIGA
- Users are more consistent with their usage of TAIGA over time
- Users find gratification in using social features
- Users continuously use social features as a form of validation and information
- Users enjoy talking to others through the platform

Failure"

- Users do not "buy in" to the rewards system, don't actively care for the rewards
- Users do not return to using TAIGA after their first time using the platform
- Users are inconsistent with their usage of TAIGA, indicating not using rewards
- Users do not find satisfaction with using live chat features to engage other others
- Users would prefer not to use social features to not socializing at all

Measures to Evaluate Riskiest Assumptions

Usability Testing

- Conduct task-based testing to observe how easily users can locate and understand daily challenges. Measure the time taken and the number of clicks required to find challenges.

Completion Rates

- Track the percentage of users who complete daily challenges, as well as which specific challenges are completed most and least often.
- Track the tendency of percentage within a period of time, whether the percentage is steadily increasing, remain unchanged, or decreasing.

Engagement Rates

- Record active daily users and see if there's an increase correlated with the introduction of daily challenges.

Returning Rates

- Track how many users return after their first set of challenges to assess the feature's ability to keep users coming back.

Participants and Settings

- We will test users who are familiar with AI but have never used WeAudit TAIGA before
- We will test these users in the next week from April 22nd, 2024- April 29th, 2024
- We will test in an empty classroom in Tepper, which we will book in advance

Supporting Documents (attached)

- Instructions
- Consent forms
- Test scripts
- Measurement methods