Research Report - Badge Verbiage

Experience Design

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07 February 2022

Contents

Exec summary

We launched a test to gain external feedback on the current proposal for Aaqua's badge page. In particular, this test aimed at validating the language currently used for 'awarded' and 'unawarded'.
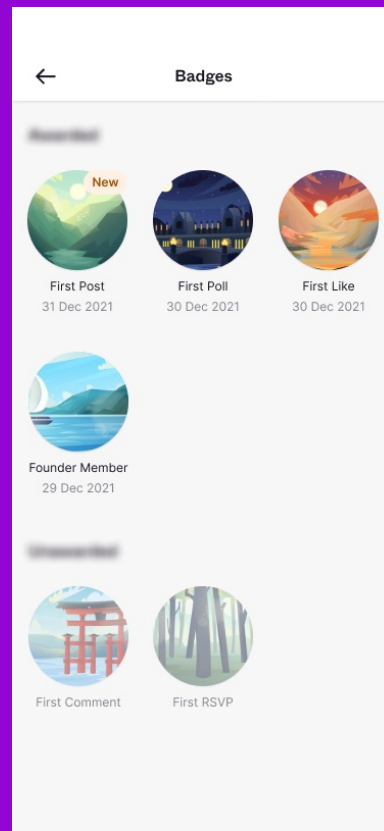
Participant breakdown included:
- **Number:** 28 participants engaged the test.
- **Geography:** SG/PH/AUS/UK/US/BE (locations where Aaqua is available, east/west perspective, English first language).
- **Age:** 18 - 25 (Gen Z) + gender split
- All participants active in existing social media platforms.

There were 3 steps scoped into this test for participants:
- **Recommend wording for 'awarded' and 'unawarded' badges** - understand user's perspective on what the verbiage for each section could be.
- **Test the different provided verbiage** – validate/invalidate suggested wording suggested from economy and comms teams.
- **Vote for the verbiage that is most suitable for the given situation** – vote for favourite verbiage based on provided wording from previous task.

Results showed that participants prefer to replace 'Awarded/Unawarded' with 'achieved', 'earned' as language provides a level of aspiration and accomplishment. 'Bagged' as a word tested extremely poorly due to its informality, slang-like nature and disassociation to achieving something special.

Badge page used during the test

01
Study Details

Participant breakdown

We conducted interviews with **28 external participants** to validate new language to replace the current proposal on Badges Page.

- **Geography:** Singapore / Philippines / Australia / United Kingdom / United States / Belgium (locations where Aaqua is available, east/west perspective, English first language).
- Gender split
- All participants active in existing social media platforms.

Gaining a global perspective

We tested across a wide range of countries and cultures to ensure that language could be validated on a global scale.

US

Itzowen
User_0x01
caw721
Camm2021
Rodquez10

UK

Ufckldbr55
Sam.Json
Techno UX
Aduk
Mats97

Belgium

Sdc2004
Tester23012022
Noodles01
Flor21

SG

Swee19
Sunnyflower
Bdpulse242

Philippines

Sibastiyan
Cyraphine
Marguhret
Tanvil
Cattitude
Jimsjc

Australia

Annikaroma
Raygun117
Ratetest
Shatogirl
Reviewzwithz

Session breakdown

In each unmoderated interview (5 – 15 minutes per session), participants were taken through three separate tasks:

Recommend wording for 'awarded' and 'unawarded' badges.

Understand user's perspective on what the verbiage for each section could be.

Participants were asked to share their views on the blurred section and to tell us what they think the wording could be.

Test the different provided words.

Validate/invalidate suggested wording from economy and comms teams.

Participants were asked to talk through the list of word and provide feedback.

Vote for the verbiage that is most suitable for the given situation.

Validate that users can find a community on their own and then create a post.

Participants were asked to vote their recommendation of favourite words and provide rationale.
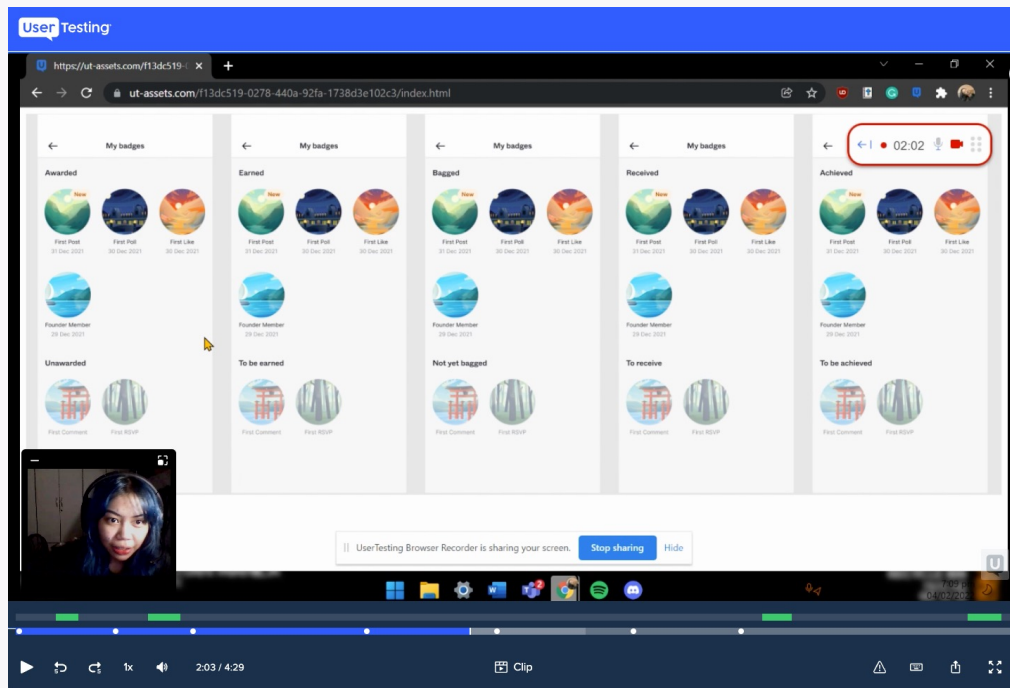
Usertesting.com platform

External participants were recruited via
Usertesting.com.

The participants were given access via a mock
account and were locked out after the session
was completed.

Usertesting.com enabled us to gather
qualitative results and usability observations to
synthesise into tangible insights.
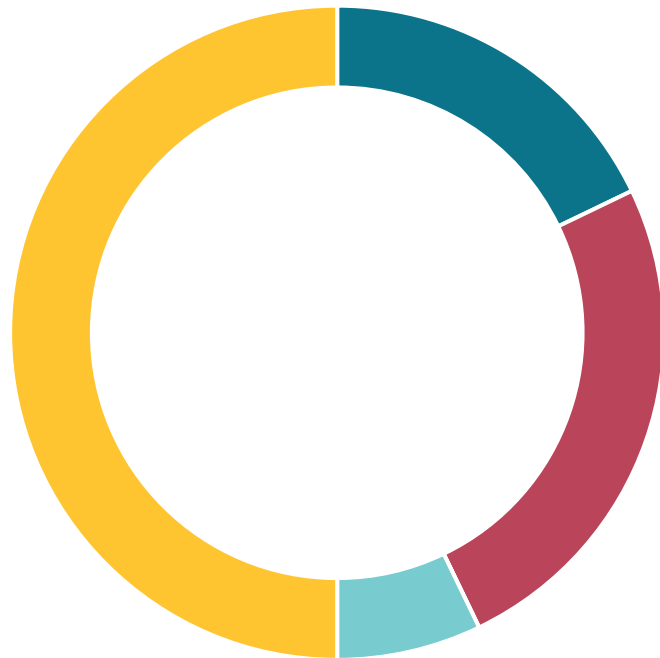
02

Key Results & Findings

Key Results

Participants voted on their favourite word combinations based on the recommendations provided by the economy and comms team:

- Awarded/Unawarded = 5 votes
- Earned/To be earned = 7 votes
- Bagged/Not yet bagged = 0 vote
- Received/To received = 2 votes
- Achieved/To be achieved = 14 votes

Through the test, we found out that the participants were not favorable to the word "Bagged/Not yet bagged" and as a result, received no votes from participants. Details further elaborated on next slide.

■ Awarded/Unawarded
■ Earned/To be earned
■ Bagged/Not yet bagged
■ Received/To received
■ Achieved/To be achieved

'Achieved' and 'earned' tested well

Whilst 'achieved' tested the best with 50% of total votes, 'earned' also tested well. Across these two words, there were common insights provided across participants:

1. For participants, both 'achieved' and 'earned' **elicited a feeling of working towards an accomplishment**.

2. Both words hold a **sense of prestige and reward**, enabling members to feel they have received something special for their effort and hard work.

Swee19

"I personally like the earned and achieved because it gives a sense of hard work."

ratetest

"Earned gives a similar feeling to one, gives the sense that the badge is deserved."

bdpulse242

"The word earned elicits a sense of achievement and productivity in the user."

Cyraphine

"Achieved is more fit to this because it really fits the context. And it's like the meaning of the remaining wordings."

itzowen

"The best one is achieved, because I feel accomplished and I want to achieve more."

RAYRUN117

"Achieved just seems to be the most used and formal version that fits."

'Bagged' as verbiage tested poorly

Wording around 'bagged' tested very poorly, receiving 0 votes. Across the participants, there were 3 key reasons described for this:

1. 'Bagged' presents a **level of informality** that participant felt did not match to both Aaqua's aesthetics and Aaqua as a social media proposition.

2. Participants **did not find the word relatable**, using words like "*juvenile*" and "*cheesy*".

3. 'Bagged' **devalued the concept of badges** being a reward or achievement.

Ratetest

"Bagged is just cheesy, and doesn't fit with the pretty badges."

Annikaroma

"3rd (bagged) is my least favourite - sounds yuck."

Camm2021

"The third one (bagged) seems like juvenile."

Sibastiyan

"Sound too informal. Some users might not relate to or get the reference or the slang."

Caw721

"Bagged sounds sloppy and off brand for what it is talking about. Also if you actually obtained a physical badge in real life, you would never say you 'bagged it'."

Tester23012022

"Bagged I would feel like something without much value is given to me, like bagging some salt at the grocery store."

'Locked' was a common suggestion

Whilst not directly tested, many participants suggested using 'locked' and 'unlocked' as verbiage on the badge page.

As an alternative to 'to be…' (i.e. to be achieved) for badges members have yet to receive, we could instead us 'locked x' (i.e. locked achievements) to keep titles and language clear and concise.

Shatogirl

"I believe the top section could be 'rewarded' as you've already 'won'/earnt them. The bottom section can be referred too as locked, like they are available to earn but are locked until the task is complete."

Caw721

"Could be something like earned… or unlocked/locked. It's obviously that they've earned these 4 and haven't earned these two. Since they're badges I'm going to say locked and unlocked. You could use variations of that word but essentially it is badges you've earned and not earned."

Ufckldbr55

"From my understanding these ones have a date because you have unlocked them, or gained and achieved them. These don't have a date because you have unlocked or achieved them yet… Maybe unlocked and locked because the ones you have unlocked you have achieved. The ones you haven't are locked because you haven't done them."

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Recommendations

'Achievements' & 'Locked Achievements'

Based on learnings from this test, it is important that wording on the page for badges should:

1. Motivate our members to work towards the reward.
2. Enable members to feel a sense of achievement after receiving the badge.
3. Create a clear distinction between achievement that has been unlocked and achievement that has yet achieved.

Based on the test, we recommend 'Achievements' and 'Locked Achievements' as:
1. Badges that has yet obtained are considered 'locked' to participants.
2. Words such as 'unachieved' or 'unawarded' (1) may not be considered succinct English and (2) can also refer to losing rather than not yet received., Similarly, 'to be achieved' isn't as succinct.

Tester23012022

"'Achieved' sounds the best to me, because it really emphasises your accomplishment."

CAMM2021

"...because it (achievement) seems like a goal that the user needs to pursue and also it is more appealing to the eye. If I was the user I will probably try to achieve every badge because of the previous statement."

Tanvil

"'Sense of accomplishment' word is basically like the ones used in games (whenever you do something new, you are awarded) - memory lane for users whenever they look back into the application and their history in using it."

Other key takeaways from test

Based on learnings from interviews, there are two key learnings that we can takeaway for further validation and future consideration:

1

There is a fine line between fun & casual language and 'tacky' language.

As we continue to develop our brand, we need to ensure that we continue to test language as our attempt at using relatable language may not actually appeal to our target demographic, particularly Gen Z members.

2

Usability of language in-app is equally, if not more important than the branding associated with the word.

Unique and distinct language is critical for building a brand. This however must be balanced with simple and interactive language that members can intuitively use and understand without instruction.