

Sample Program | Engage Students

Description

Engagement Period: 3 months
Avg. Monthly users: 40

Program:

Weekly challenges takes place for 12 consecutive weeks. A “challenge” is a one-week engagement where users compete to win the most points, and the winners are awarded at the end of the week. User engagement occurs over a 3-month period, with another three months added for one-time development, setup and reporting. If the program is repeated, say, on a quarterly basis, then development and custom reporting costs are not repeated. This ongoing learning reinforcement program includes over 250 individual deliveries of content: including educational information, announcements and inciting group tasks. These deliveries are micro-interactions, mostly in the form of quiz questions (“Qs”) – incentivized, measured and gamified. The content is aimed to **engage students and reinforce key curricula through repetition and fun, social activity.**

Price Options

DIY:

\$1,043

PREMIUM:

from **\$14,643** *to* **\$59,378**



For my team, who is responsible for overall strategic direction of learning and new innovative learning strategies and approaches, the use of Ringorang helped us to demonstrate the ease and value of incorporating a mobile gamification app into a curriculum design.



[Sherry Engel](#), Assoc. Director of Learning, University of Pennsylvania, Health

Scope

Weekly Challenges for 12 Consecutive Weeks

- 5 days engagement per Challenge: 3 weekdays of Live Qs (Wed – Fri), 2 weekend days of [Solo Mode](#) (where users can catch up on unplayed Qs).
- 15 Live Qs delivered per Challenge (avg 3-4 Live Qs/day for 3 weekdays)
- Basic Incentives Package*:
 - Assumes that no prizes are distributed which require cash outlay, but rather zero-dollar incentives are provided related to grade, credit and privileges. Premium levels assume a limited inclusion of prizing purchased with cash. See Recommendations below.
- **6 months total project period:** 2 months development/setup period + 3 months user engagement + 1 month reporting and recommendations.

**Basic Incentives Package is assumed for a DIY program. Premium Incentive Packages increase the volume and value of prizes and are assumed in the range of Premium package prices.*

Value

Target Goal: Ensure Learning is Measurably Retained

- Push engagements to keep your curriculum [Topstacked](#) in your students' minds
- Capture ongoing data on knowledge, skills and attitudes -- in real-time
- Diagnostically determine strengths and weaknesses and make dynamic changes
- Deliver time-limited tasks, with light competition, to bring training to life!
- Drive workers to develop habits on where to reference information in the future

Engagement Value:

180 questions

48 in-app notifications

24 emails

252 engagements with each of **40 users** over 3 months

Pricing Options

	DIY	Premium (range)	
User Fees*	\$643	\$643	\$643 <i>*50% student discount</i>
Services	\$400	\$13,500	\$57,375
Incentives/Prizing	\$0	\$500	\$1,360
	\$1,043	from \$14,643	to \$59,378

* The differences in pricing include variations in hourly rate of service provider, number of hours of services provided in strategy, integration, writing, program management and reporting/analytics, as well as the value and volume of prizing/incentives. Prizing is important, but with this user group it should not require outlay of cash in the Basic Incentives package; but rather provide an opportunity for grade or credit increase or privileges. [Connect with your Ringorang Rep](#) to learn more, or [Generate an Estimate](#).

Who Buys This?

- Educators
- Trainers
- Instructors

Use Ringorang to...

- Cut above the clutter of typical student overload
- Educate students measurably, and learn from them in real time!
- Incentivize sufficient repetition to lead to retained learning
- Capture data that verifies recall, **without taking time away from their daily routine**
- Bring curriculum to life with a fun, socially active format

Recommendations

Hot tip! **If you're in charge of educating**, why allow all your investment in those students drain away down the Forgetting Curve? The cost of forgetting is usually left unmeasured. Now you can get control of it before it occurs:

- **Use your first month's challenge (#1) as baseline diagnostics.** You'll start by applying our Loss of Recall metric to assess baseline. Then run the first Ringorang challenge to assess first level of reinforcement and identify strengths and weaknesses.
- **Use Challenge #2 to shore up weaknesses.** While advancing your curriculum, reinforce fundamentals where students were weak in their first month.
- **Use Challenge #3 to drive deeper levels of learning and also verified actions.** Use Ringorang's gamified format to inspire students to undertake tasks, make them fun and lightly competitive, and then reward them for verifying completion.
- **Rewarding and incentivizing is important.** Much has been researched about extrinsic vs intrinsic motivators. Although extrinsic incentives like prizing and time-delimited competition is not conducive to creative problem-solving, it is particularly impactful at reinforcing recall and efficient decision-making where the student is asked to choose from logical options. Rather than putting emphasis on cash rewards, offer increases in grade, credit or privileges. But make sure the rewards are viewed as VALUABLE to the students. That draws persistent attention.
- **CONSIDER buying an additional Ringorang module as a 3-month reinforcement after their semester class is completed.** Offer extra credit if students are willing to play another 3 months of Ringorang reinforcement of your curriculum, to maintain learning and stave off slippage.