

NYKAA FASHION GAMIFIED

Swipe & Style

BUSINESS PROBLEM

Nykaa Fashion aims to **strengthen customer retention and increase purchase frequency**. With numerous fashion platforms available, users often switch between apps when exploring trends or products.

The current experience mainly supports single-item browsing, making it harder to **discover complete looks**. There is also limited scope for social interaction or sharing your outfit, reducing opportunities to keep users engaged within the Nykaa ecosystem.



RULES:



OPERATIONAL

- Users can create max 5 avatars per product
- To create an avatar, user must have purchased at least 1 item
- Avatars must include Top + Bottom + Shoes (accessories unlock later)
- Purchasing the full outfit creates a Premium Avatar → earns double points

MECHANIC

- Users swipe through styles made by others for the same item
- Points are assigned automatically when purchases happen from your avatar
- No duplicate avatars allowed (must change at least one item)
- Only Nykaa Fashion items can be used to build avatars

OBJECTIVE

- Earn points when others purchase items from your avatar
- Create outfits that attract the most purchases
- Progress through tiers (Silver → Gold → Platinum)

REWARD

- 1 point per ₹50 spent on your avatar
- 2× points for Premium Avatars
- Tier rewards:
- Silver → accessories unlock
- Gold → featured placement
- Platinum → PR boxes & collabs

CONSTITUTIVE

- Points = ₹ spent ÷ 50
- Tier thresholds: 500 / 1500 / 5000
- Rewards scale with purchase amount

IMPLICIT

- Users are expected to create original, authentic outfits
- No copying others' avatars directly
- Community guidelines apply (appropriate styling only)

RULES:



INSTRUCTIONAL

- Learn to style items in multiple ways
- Understand product versatility
- Discover how different pieces pair together
- Use creativity + fashion sense to gain influence

HOUSE

- Users may choose to edit/republish old avatars
- “My Studio” lets you manage published & unpublished avatars

BOUNDARY

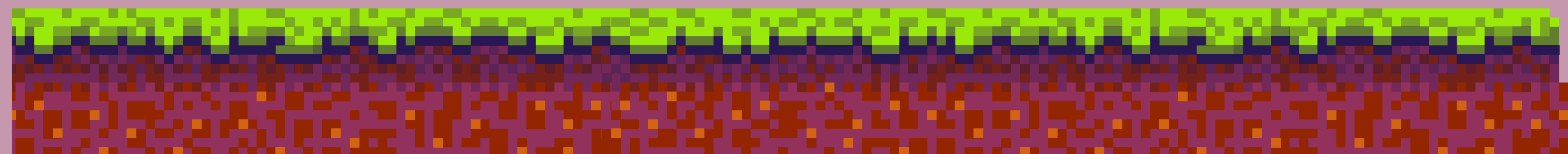
- Only digital items that are available on Nykaa Fashion
- No more than 5 avatars per product
- Game available only to registered Nykaa users

CONSTRAINT

- Accessories can only be added after Silver tier
- Sets can appear in “Top Picks” and “Recommended” only after Gold tier
- PR boxes, brand deals, and collabs unlock only at Platinum (5000 pts)
- Avatars must include 3 mandatory items (Top/Bottom/Shoes)
- Publishing requires owning at least one item used in the avatar

ENDGAME

- No single “winner”; players achieve success by reaching higher tiers
- “Victory state” = reaching Platinum (Celebrity) status
- Players can continue earning & publishing indefinitely



REWARD STRUCTURE:



SILVER

500 points

MICRO INFLUENCER

Earn 1.5 points per ₹50 spent

🔑 Unlock the use of adding accessories
(jewelry, caps, stockings, etc)

GOLD

1,500 points

INFLUENCER

Earn 2 points per ₹50 spent

↓ Set featured at the top

PLATINUM

5,000 points

CELEBRITY

Earn 2 points per ₹50 spent

Receive PR boxes and free brand products

EARNING POINTS:

- Every time another user purchases an item from your set, you earn 1 point for every ₹50 they spend.
- Points can be redeemed (1 point = ₹1) for discounts on your next purchase.

LEVEL PROGRESSION:

Silver: Micro Influencer: 500 points

Earn **1.5 points** per ₹50. Unlock the option to **add accessories** (jewelry, caps, stockings, etc.) to your sets.

Gold: Influencer: 1,500 points

Earn **2 points** per ₹50. Your sets get **featured at the top** of item pages, increasing visibility.

Platinum: Celebrity: 5,000 points

Earn **2 points** per ₹50. Receive **PR boxes and free brand products** for promotions.

REWARD STRUCTURE

Rewards

- **CONTINUOUS & FIXED :**

- Points for every purchase made through your avatar

- **FIXED RATIO REWARDS:**

- Base : 1 point per ₹50 spent
- Silver: 1.5 points per ₹50
- Gold: 2 points per ₹50
- Platinum: 2 points per ₹50
- Premium Avatars: Double points on every purchase

- **VARIABLE REWARDS:**

- PR Boxes, Brand Deals, and collabs (Platinum Level)

Points

- **EXCHANGEABLE POINTS:**

1 Point = 1 Rupee

- **STATUS POINTS:**

- Determine tier (Bronze → Platinum)
- Only increase (one-way)
- Unlock accessories, features, placement, PR boxes

Badges

- **ACHIEVEMENT BADGES**

- Number of avatars created
- Premium avatars
- Milestone badges

- **TIER BADGES**

- Bronze
- Silver
- Gold
- Platinum

- **LEADERBOARD BADGES**

- City rank
- State rank
- India rank
- Top creator badges

LEADERBOARD:



COMPETITION TYPE: AGON

Players compete by earning the most points (not blocking each other).

LEADERBOARD MECHANICS

Ranks users by total points

Shows:

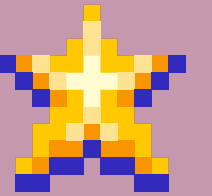
- Top Stylists of the Week
- Most Purchased Avatars
- Fastest Rising Creators
- Gold & Platinum creators get boosted visibility in leaderboards

WHY IT'S ENGAGING?

- Encourages creativity + optimisation
- Fosters healthy competition
- Increases participation & styling activity



THEORIES USED



1. OCTALYSIS FRAMEWORK (YU-KAI CHOU)



- Swipe & Style motivates users through creativity, achievement, social likes, and curiosity with every swipe.
- Users feel rewarded as they build sets, unlock levels, and showcase their styling skills.

2. REWARDS & REWARD STRUCTURES THEORY



- Users earn points when others buy from their sets.
- Likes, visibility boosts, and redeemable discounts act as continuous rewards.
- Each reward pushes users to create more outfit sets.

3. LEVELS & PROGRESSION THEORY



- Bronze → Silver → Gold → Platinum levels give users clear goals to work towards.
- Higher levels unlock better perks like higher earning rates and top placement on product pages.
- Progression keeps users coming back to create more sets.

4. FEEDBACK THEORY (JUICY FEEDBACK)



- Every swipe updates instantly, creating smooth, satisfying visual feedback.
- Likes and points appear right away, making styling feel rewarding.
- The app “reacts” to every action, encouraging more swipes.

THEORIES USED

5. Game Loops (Engagement Loop + Progression Loop)



- Core loop: Swipe items → build outfit sets → receive likes or sales → earn points → level up → return to swipe more.
- Each step feeds into the next, creating a natural habit loop.
- This keeps users continuously engaged and excited to create more sets.

6. Caillouis' Types of Games (Mimicry, Agôn, Alea)

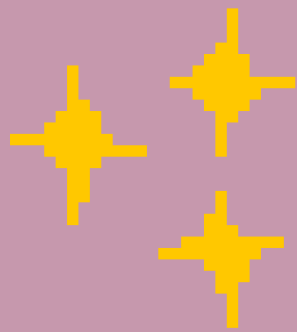


- Mimicry: Users role-play as stylists and fashion influencers when creating outfits.
- Agôn: Sets compete for likes, popularity, and top-ranking visibility.
- Alea: Each swipe reveals a new random item, adding an element of surprise and fun.

7. Player Journey



- Discovery: Users see the feature and get curious about Swipe & Style.
- Onboarding: Swiping is instantly understandable, requiring no tutorial.
- Scaffolding: Points, levels, likes, and visibility keep users motivated as they keep creating.
- Endgame: Users aim to reach Gold and Platinum status for premium perks and influencer-like recognition.



PROTOTYPE

[click here](#)

Kindly open it with your flame email id, as I have given that email access.



THANKYOU

-Ameesha, Anna, Sneah, Uzeir and Yashasvi

