

Developing Micro Copies and Positive Reinforcements to Enrich User
Engagement: An Internship Report on *10 Minute School*



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Developing Micro Copies and Positive Reinforcements to Enrich User
Engagement: An Internship Report on *10 Minute School*

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CERTIFICATE OF APPROVAL

I hereby declare that this thesis is the student's own work and effort. All sources of information incorporated here have been duly acknowledged. This thesis has been submitted with my approval.

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DECLARATION

This thesis is a presentation of my original research work. Wherever contributions of others are involved, every effort is made to indicate this clearly, with due reference to the literature, and acknowledgement of collaborative research and discussions.

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Abstract

The study investigates the effectiveness of the micro copies and positive reinforcements to determine how it increases user engagement in one of Bangladesh's prestigious Ed-Tech platforms, 10 Minute School. The Researcher was a Copywriter intern in the Product Team of 10 MS. His responsibility was to develop UX micro copies and personal reinforcement copies for the target users aiming to increase overall user engagement. He developed UX micro copies for all the platforms of 10 MS and positive reinforcement copies that are placed in critical places to engage efficiently with all types of users. The researcher has also conducted user researches and studied data analytics to understand the user demands as part of his job responsibility. Therefore, this study demonstrates how customized micro copies and placing positive reinforcement strategies in appropriate places enrich user engagement and usability of the digital learning platform of 10 MS.

Chapter 1

Introduction

Effortless User Experience greatly depends on the micro copies and positive reinforcements of the user interface since these languages are the main voice of the products. Psycholinguistics explains that linguistic factors have a significant impact on people's psychological aspects because languages are produced in the human mind. In the EdTech industries, various reinforcement strategies and micro copies are deployed to improve the overall user experience of the digital learning platforms. User experience writers use texts to communicate with users through digital platforms. They incorporate user-friendly guidelines to explain how the product works, precisely written error messages. The sole purpose of using Positive reinforcement prompts is to establish a bond between users by providing them a personal human experience within technology. Reinforcement strategies include positive feedback to the user when they accomplish a task, providing apologies for inconveniences, providing suggestions, motivation, warning about misusing the product, reminding offers and deals, appraisals, turning inactive users to active users, non-paying users to paying users and sometimes simply just for being nice. On the other hand, micro-copies are the words used in the user interface to engage the users into a particular action; they are also known as CTA (Call to Action) buttons. Accurately written micro copies can change the whole scenario of a user interface and can attract more customers to perform an action. Contrarily, vague and misleading micro copies can significantly decrease user engagement rates due to lack of clear motivation to accompany an action.

Company Background

10 Minute School is a fastest growing EdTech and the largest digital learning platform in Bangladesh. Ed-Tech or Educational Technology is a combination of educational practice and technology to provide an online educational platform to the students. EdTech uses websites, blogs, videos, interactive quizzes and learning materials to make learning fun and easy for all kinds of students. The ideation of 10 Minute School began bearing in mind the lack of affordability of quality education. Students have to come to Dhaka to get admitted into coaching centers, admission programs which is costly and many students struggle to afford it.

So, ‘Ayman’s 10 Minute began as a free online education platform for students who can afford to move to Dhaka for studies economically and geographically’ (How a Bangladeshi Youth Started the Country’s Biggest Virtual School, 2021). It is now the largest Ed-Tech platform in Bangladesh, it is currently teaching more than 20 million people all over the nation offering both free and premium courses. The organization offers Academic and skill development courses interactive quizzes, lecture sheets, and digital books to enrich our students’ knowledge starting from class 1 to 12 covering SSC and HSC students’ needs to University Admission students and even beyond the academic life in developing the skill set of employed and unemployed youth.

‘The objective of the 10 Minute school is very simple – solving the problem of access to quality teachers and resources for 4 crore students who are currently enrolled in the education system, according to Ayman’ (Karim, 2017). 10 Minute School was funded by Robi at the beginning, that is why it was known as ‘Robi 10 Minute School’, recently 10 MS got a huge seed fund of 2 million from Sequoia Capital India and finally got released from the sponsorship of Robi. ‘With the fund, the startup plans to invest in product, technology, and talent acquisition with the aim to promote digital learning further in the country’ (Express, 2022).

Objective of the study

The key objective of this study is to investigate the effectiveness of reinforcement strategies and how users interact with positive reinforcement in the digital learning platform of 10 Minute School. It will also investigate how much micro-copies and positive reinforcements contribute to enrich user engagement and usability from the users' perspective.

Research questions

1. How user engagement can be enriched by deploying positive reinforcements in correct places?
2. How do reinforcement strategies influence the actions of the users of different age groups in the digital learning environment of 10 MS?
3. To what extent, the tone of the micro copies needs to be customized to improve the user experience of 10 MS's products?

Chapter 2

Literature review

The literature review for this report has been demonstrated in two different sections. The first section of the review discusses User Experience (UX) writing, micro copies and positive reinforcement strategies to provide a general overview of these terminologies and how they function in the digital platform of 10 Minute School. The second section elaborately explains the theoretical relation of micro copies and positive reinforcement strategies with Psycholinguistics. It also presents related studies in this field to validate the claims of language being shaped by human thoughts and to what extent, micro copies and positive reinforcement strategies influence user behavior, increase engagement, and usability.

(a) Overview of UX writing, Micro copies, and Positive Reinforcement strategies

User Experience writing or in short, UX writing is a broad umbrella term and completely different from Copywriting. Lisa Sanchez in one of her articles about UX writing says that ‘UX writing is the practice of designing the words people see and hear when they interact with software. It’s about designing the conversation between a product and its user.’ (Sanchez, 2019) We use digital products every day in our life and cannot imagine a single moment without them, so it’s really important how the products interact with the users. According to famous UX Designer and consultant, Krisztina Szerovay, ‘UX Writing is creating copy that helps users complete a task while taking into account how the user goes about doing it’ (Szerovay, 2018). If it is poorly designed or the language is biased or not conversational it impacts the whole user experience and loses potential users. Therefore, UX writers incorporate personalized micro copies into the products so

that it can make a connection with the users and make them almost feel like having a conversation with a human being.

Now coming to the definition of micro-copy, micro copies are the heart of the products we use, they are the core component of the products. The tone of the micro copies carries the entire voice of that product as well as the whole organization. Companies don't use the same tone for all their products. Also, the tone of the micro copies can vary based on their target audience. Choosing poor micro copies can cost a company's reputation and lose its users. According to the famous author Kineret Yifrah, 'The words or phrases in the user interface that are directly related to the actions a user takes.' (Yifrah & Licht, 2017). He also said, 'users will only carry out an action if all of these three important factors are present: motivation before the action, adequate instruction to accompany the action, and positive feedback after the user has taken the action.' 'Well written microcopy, appearing exactly where it is needed, will prevent problems in completing an action, and will save the user valuable time, frustration and a feeling of helplessness. A few small words that appear exactly where the user needs them will prevent a bad experience and unnecessary damage to their relationship with your brand' (Yifrah & Licht, 2017). Writers often conduct user research to understand the users better and to find out how much they need to personalize the micro copies for the target audience. Also, personalization of the micro copies helps to enhance branding by maintaining the brand voice, 'Microcopy written with a full understanding of your brand and target audience highlights the brand's character and differentiates it from other brands' (Yifrah & Licht, 2017). Therefore, micro copies are written words or phrases incorporated in required places to provide a smoother user experience and clear instructions to the users while using the digital product/platform.

Now coming to positive reinforcements, the term ‘positive reinforcement’ was coined by BF Skinner. He said, ‘Positive reinforcement strengthens a behavior by providing a consequence an individual finds rewarding’ and also the reinforcers are ‘Responses from the environment that increase the probability of a behavior being repeated. Reinforcers can be either positive or negative’ (Skinner, 1938). Also (Diedrich, 2010) defines ‘The presentation of a reward immediately following a desired behavior intended to make that behavior more likely to occur in the future.’ In other words, positive reinforcement strategies are used to keep the user engaged with the digital product by making a positive impact. Positive reinforcement strategies can modify user behavior to a great extent, they are deployed to make the users perform a certain action again whereas negative reinforcement prevents unwanted actions by the users.

(b) Analyzing the relation of micro copies and positive reinforcement strategies with the theories of Psycholinguistics.

The human mind conceptualizes the language of a product and carefully written micro copies provides the users a humanistic feel rather than a robotic one. We will look into the process of how users conceptualize the language of the micro copies to comprehend its meanings by using David Mcneil’s theory of conceptualization. His theory says, ‘primitive linguistic concepts are formed as two concurrent and parallel modes of thought. These are syntactic thinking, which spawns the sequence of words which we typically think when we talk about how language is initiated, and imagistic thinking, which creates a more holistic and visual mode of communication’ (Scovel, 2009). In this case, syntactic thinking is when users see micro copies in a product, they try to turn that written language into speech in their mind in order to comprehend the message that comes with it. Also, oftentimes micro copies are supported with visual aids so that users can

understand the meaning properly with a little visual aid, this is the imagistic thinking part McNeil talked about in his theory. Smart users immediately extract the message from visual aids without even reading the micro copy. Carefully crafted micro copies saves the day when there is no scope to add visual aids for the users.

As I have mentioned earlier, micro copies have their own voice and tone which resemble the voice of a particular brand. Therefore, before generating a unified voice throughout the products, companies conduct research about their users and targeted audience to make sure their voice matches with the users. The more a company understands the demands of the users the more successful they will become. To understand the impacts of micro copies we will look into Lera Boroditsky's discussion where she explains how we shape language with our thoughts. She explains that 'languages are living things, which means their vocabulary can change over time. Also, various communities and social groups might actually speak differently, due to various subslangs and other linguistic circles. For instance, young people might express themselves differently when compared to a much older generation' (How Languages Shape The Way We Think - Language Advantage, 2019). Therefore, effective micro copies are crafted considering the target audiences' age group, gender, religion, cast, and how language plays different roles for different people. For example, if the audience belongs to a young age group like students, the voice and tone should be friendly and conversational whereas if the audience belongs to the middle-aged working class, the language should be formal and professional. To make the concept further understandable we will look into the "Sapir-Whorf hypotheses". According to (Lucy, 2001), 'The Sapir-Whorf hypothesis, also known as the linguistic relativity hypothesis, refers to the proposal that the particular language one speaks influences the way one thinks about reality. Linguistic relativity stands in close relation to semiotic-level concerns with the general relation of language

and thought, and to discourse-level concerns with how patterns of language use in cultural context can affect thought'. It also claims that our culture influences the language we speak and vice versa, which is why people with different languages have different viewpoints of the world.

Now that we have an understanding of language conceptualization and its effects, moving into the reinforcement strategies to explain the behaviorism of the users. Reinforcement strategies have a significant impact on human behavior. According to Edward Thorndike's "Law of effect" theory, 'responses that produce a satisfying effect in a particular situation become more likely to occur again in that situation, and responses that produce a discomforting effect become less likely to occur again in that situation' (Gray, 2011, p. 108–109). When users become inactive, they can be positively reinforced using strong personalized languages specially crafted for them resulting in a significant increase in the user engagement. Positive reinforcements are placed in critical places to drive the users to perform an action and stick to it by rewarding them whereas negative reinforcements prevent users from taking a particular action to avoid unwanted consequences. To support this claim, I will bring Skinner's operant conditioning theory, which says, 'Operant conditioning, also known as instrumental conditioning, is a method of learning normally attributed to B.F. Skinner, where the consequences of a response determine the probability of it being repeated. Through operant conditioning behavior which is reinforced (rewarded) will likely be repeated, and behavior which is punished will occur less frequently' (Skinner, 1938). Contrarily, according to (Mcleod, 2007), 'Negative reinforcement strengthens behavior because it stops or removes an unpleasant experience'. Positive reinforcements play a great role in the classrooms especially, in the K12 segment. In an article of Mathew Lynch, he said that, 'Giving students positive feedback when they act appropriately can have a powerful effect on shaping behavior. Studies indicate that positive feedback reinforces good behavior, leads to intrinsic motivation

among students, and helps them develop a sense of competence' (Lynch, 2017). Also, positive reinforcements influence the young learners more compared to the adults because rewards are better than punishments. Research conducted with younger children and adults has found that, 'Brain control centers were more strongly activated in the face of negative feedback in the case of older children and adults, but more strongly activated when receiving positive feedback in the case of younger children. It is almost as if for the younger children positive feedback registered more strongly' (Belsky, 2008). Therefore, positive reinforcement plays a significant role in improving the learners' engagement and improving a product's usability while learning both in the physical and digital classroom.

Chapter 3

Methodology

This report will analyze how perfectly crafted micro-copies and the use of reinforcement strategies enrich user experience and usability of the digital learning environment of 10 Minute School. It will investigate which approach and tone of the micro copies result in a better user engagement as well as the effectiveness of positive and negative reinforcement strategies in the digital classroom. The report uses a qualitative analysis of the data collected and developed from different user experiences based on multiple scenarios implementing positive and negative reinforcements and customized micro copies aiming to increase the user engagement and overall usability. To analyze the data from users' perspective the report will conduct a survey to collect feedback from the users regarding positive reinforcement and micro copies followed by statements from three pioneers of the institution for the validation. The developed micro copies and positive reinforcement strategies will be evaluated respectively with David McNeill's Conceptualization and Skinner's Reinforcement theory from Psycholinguistics. The results will help to determine the effectiveness of deploying reinforcement strategies in EdTech as well as improving engagement and overall usability with customized micro copies in the digital learning platform of 10 Minute School.

Chapter 4

Data Analysis

This report will use the data of customized micro copies and positive reinforcement strategies that are developed based on different scenarios aiming to increase the overall user engagement and usability of the digital learning environment of 10 Minute School. The data will be analyzed from a qualitative approach to find out the answers of the three research questions: The effectiveness of reinforcement strategies after deploying them to necessary places, to what extent micro copies needs to be customized depending on the target user, and whether the reinforcement strategies can actually influence the user actions or not.

A list of scenarios has been generated to define the issues/suggestions regarding user experience and engagement of the products of 10 Minute School. Based on these scenarios customized micro copies and positive reinforcements are developed as a solution to deploy them in the critical places of the products where users might expect them. Below is the list of the scenarios that are developed:

Scenario 1

Placement: Study Tab Navigation Bar

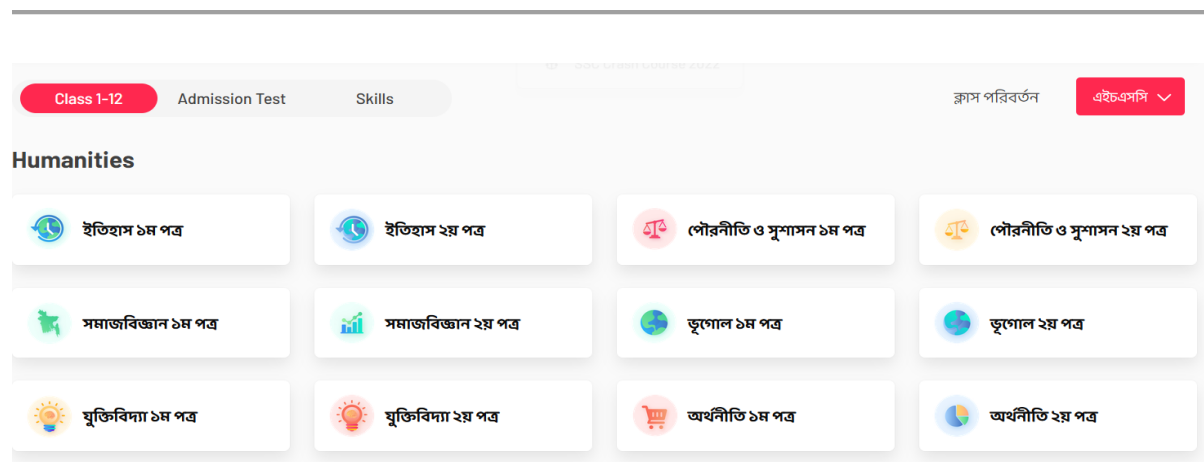


Figure 1: K-12 Homepage, Study Tab

Issue: Lack of an action completion dialogue when a user changes the section from the dropdown menu.

Solution: We can apply Toast notifications here with customized copies specifically for the HSC and SSC students and general copies for class 1-12.

Micro Copies/Positive Reinforcements
- HSC/SSC: Let's begin your SSC/HSC preparation for the day! - Class 1 to 8: Welcome to a quick learning experience!

Scenario 2

Placement: Study Tab, Switching to Different Tabs

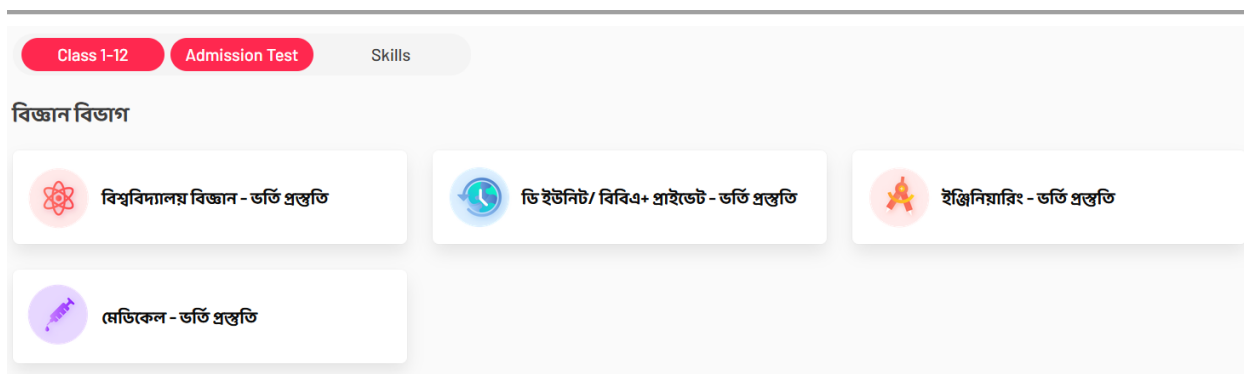


Figure 2: K-12 Homepage

Issue: Switching to different tabs happens instantly without notifying the users about the successful completion of change.

Solution: Toast notification can be added to let the user know that they have successfully switched to the different tab. (e.g., from Class 1-12 to Admission Test or Skills)

Micro Copies/Positive Reinforcements

- Class 1-12 to Admission Test: Get ready to prepare for your Admission Tests!
- Class 1-12 to Skills: Want to polish your skills? Let's Begin!
- Admission Test to Skills: Let's learn a new skill today!
- Admission Test/Skills to Class 1-12: On boarding to Class 1-12!

Scenario 3

Placement: Skills Tab, Different Copies Based on Different Segments

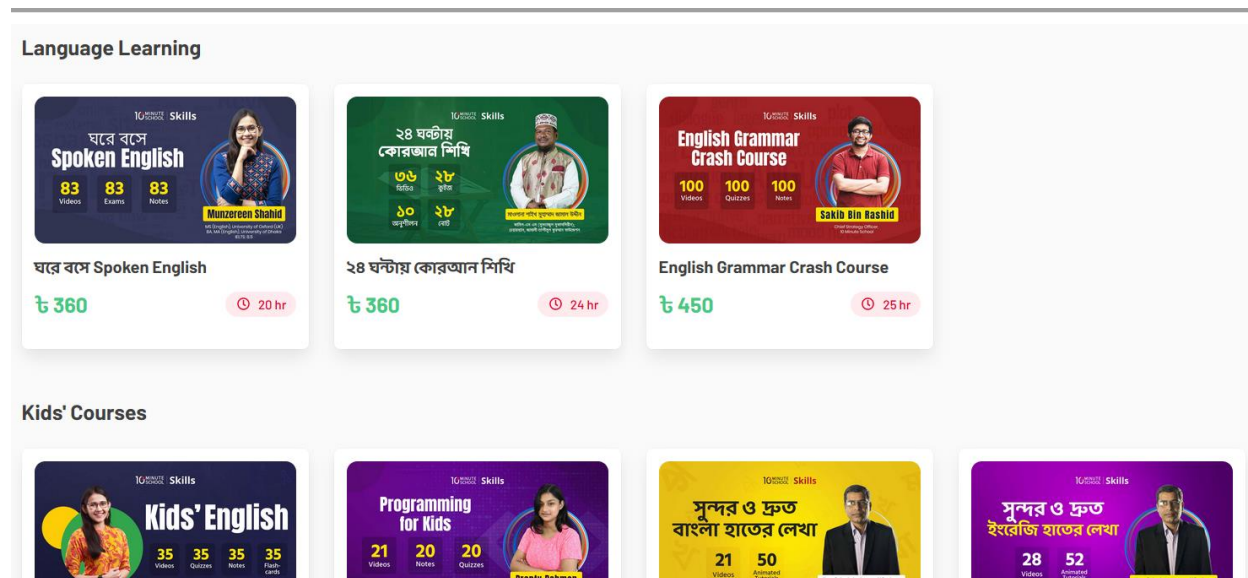


Figure 3: Skills Landing Page

Issue: No issue.

Suggestion: We may use different customized toast notification copies for different segments. For instance, when a user goes into any of the courses of the Language Learning section, they will see a language learning related prompt copy. Again, when the user goes into the Kid's Courses section, all the courses of that segment will have the same prompt.

Micro Copies/Positive Reinforcements

- Language Learning: We prioritize learning that you enjoy.
- Kids' Courses: Learning with Joy begins here!
- Skill Development: Master your Skills with impressive Skill Development courses!
- Professional Course: Explore to master your understanding of the corporate world!
- Job Recruitment: Buckle-up to prepare for the Job Recruitment Exams!
- Competitive Exams: We're ready to prepare for the challenging times!

Scenario 4

Placement: Course Landing Page, Engaging Toast Notification for New Users

ঘরে বসে Spoken English

Learn spoken English online. 80+ video lessons, quizzes, and notes to help you speak fluently in English.

শিক্ষক



Munzereen Shahid
MS (English), University of Oxford (UK); BA, MA (English), University of Dhaka; IELTS: 8.5

কোর্স সার্টিফিকেট

কোর্সটি সফলভাবে শেষ করলে রয়েছে আপনার জন্য একক্লিক সার্টিফিকেট! [সার্টিফিকেট দেখুন](#)

কোর্স সম্পর্কে

আত্মবিশ্বাসের সাথে এবং সাবলীলভাবে ইংরেজিতে কথা বলতে পারলে জীবনের প্রতিটি পর্যায়েই অন্য যে কারো থেকে এগিয়ে থাকা যায়। অ্যাকাডেমিকস, ক্যারিয়ার, প্রতিযোগিতামূলক পরীক্ষা এমনকি ভ্রমণের ক্ষেত্রেও ইংরেজির দক্ষতা সাফল্য লাভের জন্য অনেক বেশি প্রয়োজন। তাই, ইংরেজিতে কথা বলার দক্ষতার গুরুত্ব এবং তাৎপর্য বলার অপেক্ষা রাখে না।

[আরো দেখুন](#)

10 MINUTE SCHOOL Skills

ঘরে বসে
Spoken English

83
Videos

83
Exams

83
Notes



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 কোর্সটি করছেন
90,263

 সময় লাগবে
20 ঘন্টা

✓ ৮৩টি ভিডিও লেকচার

✓ ৮৩টি কুইজ

✓ ৮৩টি নোট

✓ ৮৩টি অডিও লেকচার

✓ ৮৩টি ট্রান্সক্রিপ্ট

✓ ৬ মাস কোর্সের সময়সীমা

✓ ৫টি ফ্রী ভিডিও

Figure 4: Course Landing Page, Skills

Issue: Almost every course has free videos to watch from so that the users can have a quick overview of the course contents, great! I imagined a situation where a completely new user browses the courses and comes across the screen shown above for the very first time to get a preliminary

overview of the course. This page lacks the necessary prompt which says that the course offers free videos to watch from to let the users decide if it is worth buying or not. If the users do not click and expand the course contents, they might miss out the free videos.

Solution: We can add an engaging toast notification when the user reaches at the bottom of the course or finishes watching the intro video to let the users know of the free available videos. It will ensure that the users are now 100% aware of the free videos.

Micro Copies/Positive Reinforcements
• Did you know you can watch 5 videos for FREE? Watch now! • Need a demo class? Watch 5 videos for FREE! • Confused? Watch the FREE videos!

Scenario 5

Event: When a user finish watching free videos

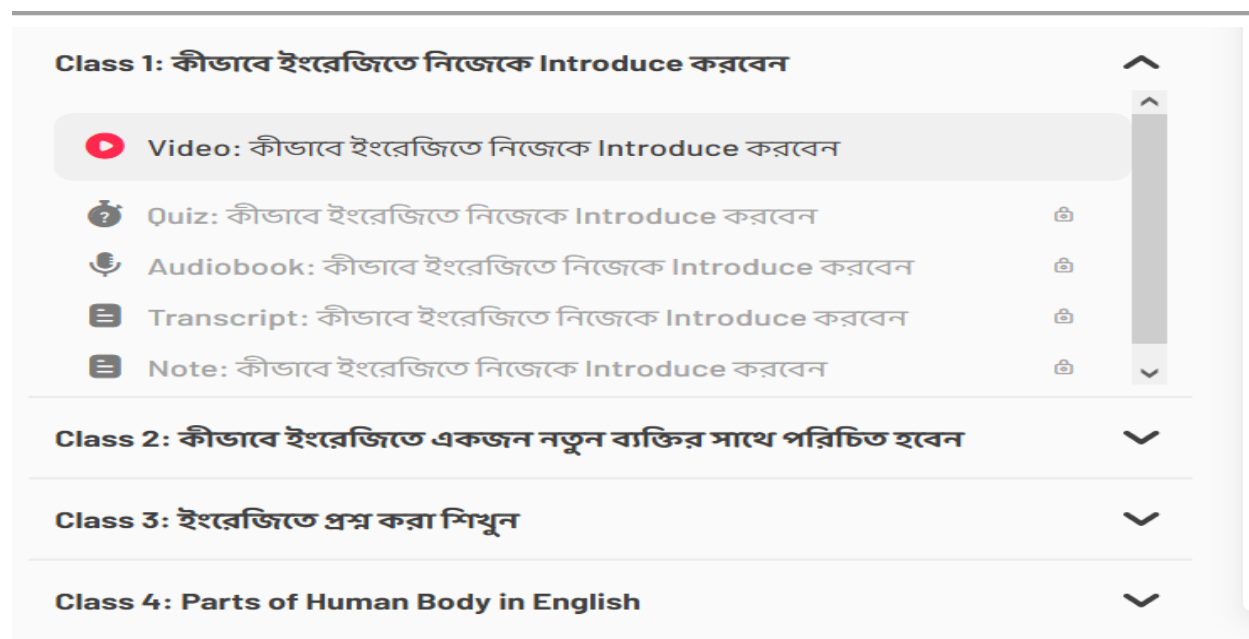


Figure 5: Course contents section

Issue: No Issue

Suggestion: When a user finish watching all the free available videos a prompt will show up letting the user know that their free access ends here and engage them into purchasing.

Micro Copies/Positive Reinforcements
• Your free access ends here. Do you want to continue learning? (CTA button: 'Buy now!' 'No, thanks.') • Avail more videos to continue your learning journey. (CTA button: 'Buy now!' 'No, thanks.') • Enjoyed the videos? Stay connected with us to avail access to an effective learning experience. (CTA button: 'Buy now!' 'No, thanks.')

- Take your learning journey one step forward! (CTR button: 'Buy now!' 'No, thanks.')
- Avail helpful learning tips with every lesson! Get yourself onboarded with us. (CTA button: 'Buy now!' 'No, thanks.')
- Ready to set the sail? Unlock your access to more videos and learning hacks! (CTA button: 'Buy now!' 'No, thanks.')
- Unlock your excess to an effective learning journey. Get onboard with us! (CTA button: 'Buy now!' 'No, thanks.')

Chapter 5

Findings

The developed copies mentioned above were implemented in a testing environment in order to determine the best possible outcomes. To evaluate the implementations of these micro copies as the mentioned place of the scenarios, I have conducted a feasibility test and tracked down the data metrics from Mixpanel (Mixpanel is a tool for tracking various customer insights like engagement, conversion rate, daily active users etc.) to find out whether the engagement rate has increased or decreased. I noticed that in the month of September the engagement has increased by 8.33%, in the month of October the engagement rate got a noticeable surge of 18.38%. At the end of quarter 3 the engagement rate again increased to 24.17%. On average the overall engagement increased by 16.96% which is quite impressive. Positive reinforcements have affected the activation rate of the courses,

In the month of October, the activation rate was 24.12% as shown in the funnel below,

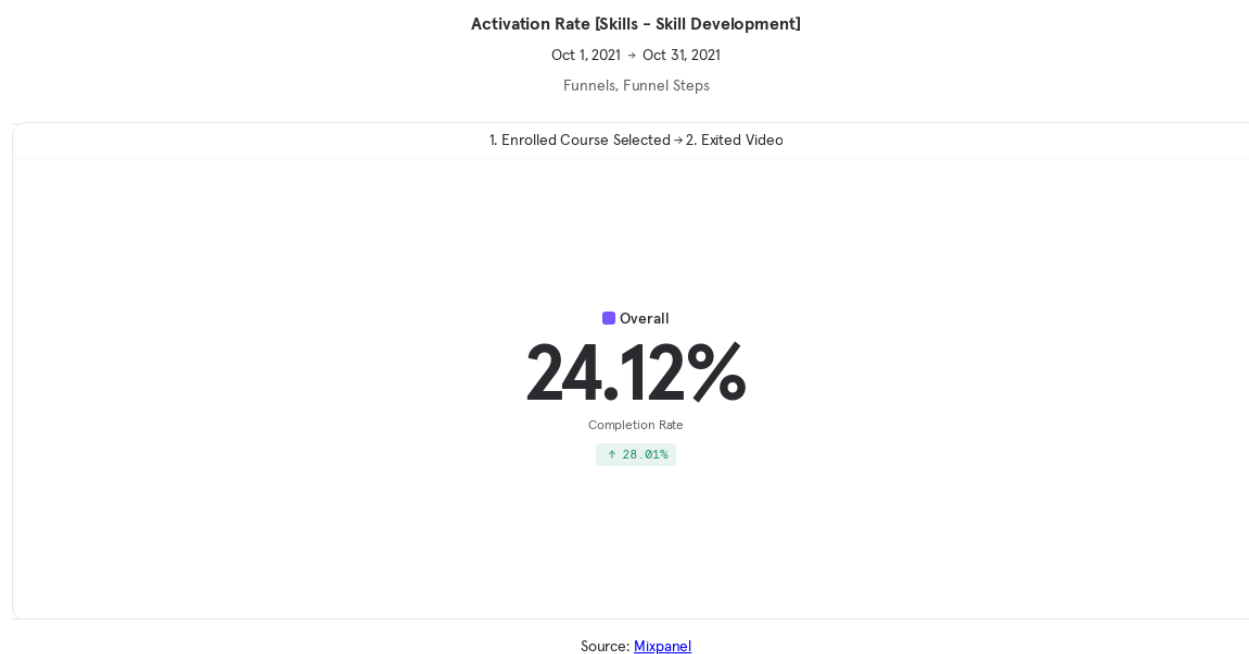


Figure 6: Activation rate of October from Mixpanel

In the month of November, the activation rate increased to 38.19% as shown in the funnel below,

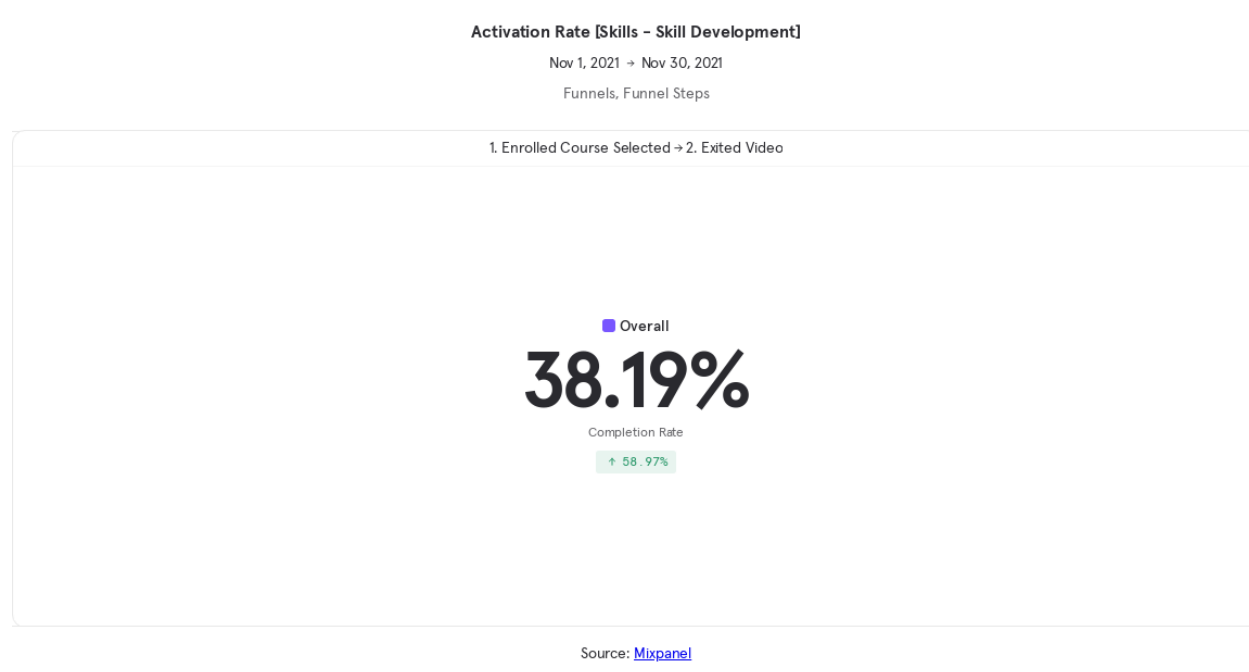


Figure 7: Activation rate of November from Mixpanel

Lastly, at the end of the quarter the activation rate increased to 39.87%.

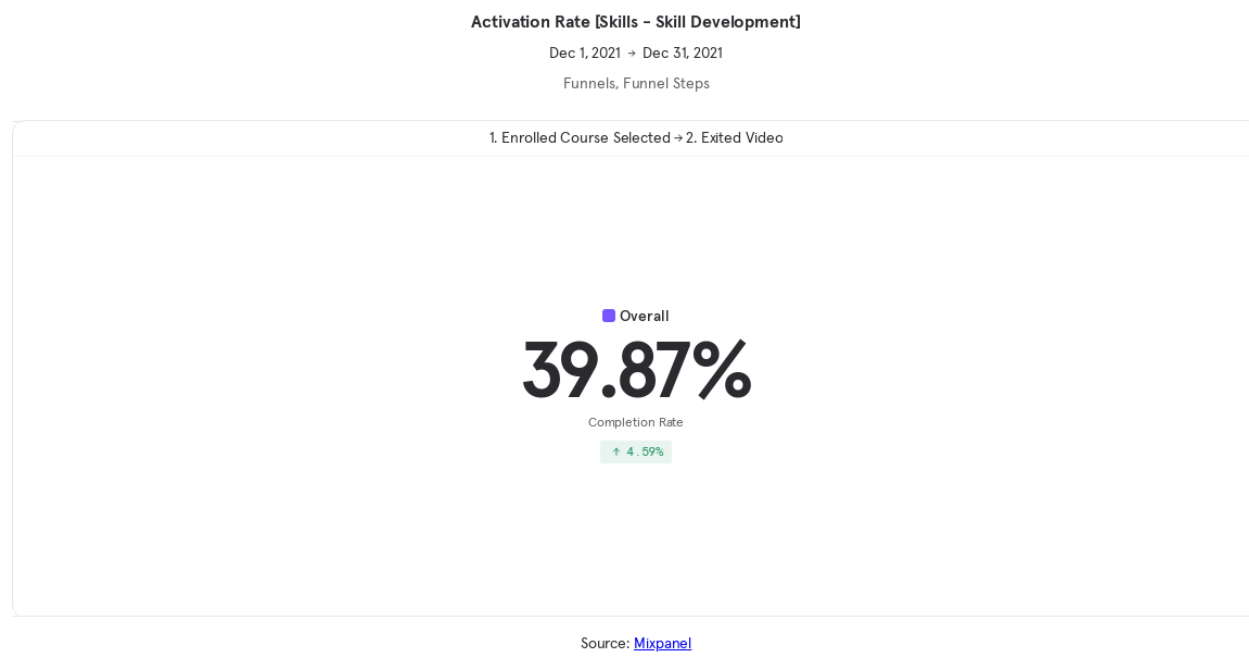


Figure 8: Activation rate of December from Mixpanel

Now, this data has been extracted from the analysis of a computerized program but I wanted to listen to the experience from real people to know whether it really increased their user experience or not.

To determine human-centric feedback, I conducted a survey and included the above copies that I have developed. The result was quite interesting and satisfactory, the survey results showed that 11.8% users want the products' language to be clear, concise, user friendly, and motivating. 94.1% of the respondent vet the developed micro copies as clear and perfectly customized. Total of 82.3% of the respondents have knowledge about positive reinforcement and the rest of the 17.7% people heard this term for the first time. Out of this 82.3% of the respondents, 29.4% believe that weekly push notifications/emails can positively reinforce them to use and complete a task assigned to them. 11.8% users opted for daily reminders instead of weekly notifications/emails. 47.1% of the respondents opted for motivational push notifications/reminders (e.g., You are almost there! Come back and finish your quizzes) another 40% opted for more of a personalized reminder which will call them by their names (e.g., Don't fall back buddy! attend the quizzes to move forward). The survey also questioned the users about the effectiveness of positive and negative reinforcements in the classroom whether in an online class or offline class. 88.2% of the respondents believe that they would have performed better if their classroom had positive reinforcements.

The Story of the Researcher: Internship Experience

It was indeed a challenging and proactive journey as a copywriter. I had to work both as a Copywriter and a UX (User Experience) writer since 10 MS does not have an acknowledged department for UX Writing. So, I had to collaborate with the Product Managers, Associate Product

Managers, UX Designers, and Tech team. My learning journey also included user research, user psychology, data metric analysis using Mixpanel and Metabase, Prototyping designs in Figma etc.

As an intern, I have learned so many things, worked with so many talented people during the internship, which I believe will help me develop further in my future. I had two weeks of training in UX writing provided by the HR department. In the training module, I have learnt how to write micro copies based on various factors like belief, lifestyle, occupation of the target audience, how to develop reinforcement strategies to improve user engagement, customizing copies to engage with specific target groups of users, communication principles of Copywriting and UX writing, user behavior analysis, conversational copywriting etc.

My core responsibility was developing micro copies for specific target groups of users like K-12. I had to place myself in the shoes of the users so that I could identify what type of language they expect from a product, and which tone they prefer the most. Whether they want a motivational friendly approach or the strict brown parents' approach (Obviously they don't want it!). Although it was quite easy to determine the correct approach, the main challenge was developing positive reinforcement strategies to keep the users engaged with the product. It's a habitual fact that most of the students don't enjoy studying; so, I had to find out what exactly motivates the students to learn and stay engaged with the learning process as well. To conclude, my role was undoubtedly very challenging and interesting. I have gathered potential experiences from the workplace as well as learnt communication and time management skills.

Limitations and Recommendations: Critical Insight

The study provides a glimpse of the primary responsibilities of a Copywriter/UX writer. The researcher's work on micro-copies and positive reinforcements is just small part of the vast world UX (User Experience), research, and content development. The study does not promise concrete

demonstration as well as validation of the data since this is a qualitative report. The data were developed based on brand demands, line managers' visions, and other influences.

Also, reinforcement strategies and micro-copies varies from organization to organization depending on the target users the company serve. In our country, there are other EdTech like 10 MS such as Bohubrihi, Shikho, Ghoori Learning but this report is restricted to only one EdTech platform of Bangladesh.

However, those who are currently working on a similar field or aiming conduct research on similar topics may find this paper resourceful. The report could not cover up all the other perspectives, there are still a lot more opportunities are available by providing suggestions, ideas, and feedbacks, which may generate a study better than this one. Proposal for further collaboration with the researcher will be warmly accepted.

Chapter 6

Conclusion

The qualitative analysis of the data shows that the developed micro copies were more engaging and the customization of the micro copies to target specific group of users were appropriate. The results tracked with the help of Mixpanel demonstrates significant rise in the user engagement rate over the month of October, November, and December. The survey that was conducted to determine the human-centric feedback shows that users love customized copies that motivates them or calls them by their name rather than a robotic voice, it also shows that positive reinforcements strategies increase user engagement to a great extent. Moreover, the users love the idea of being positively reinforced to learning because it not only improves performance but also it helps them to form the habit of learning on a regular basis without losing track.

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