

GAMIFICATION SOLUTION



By Omri Avny – Gamologist

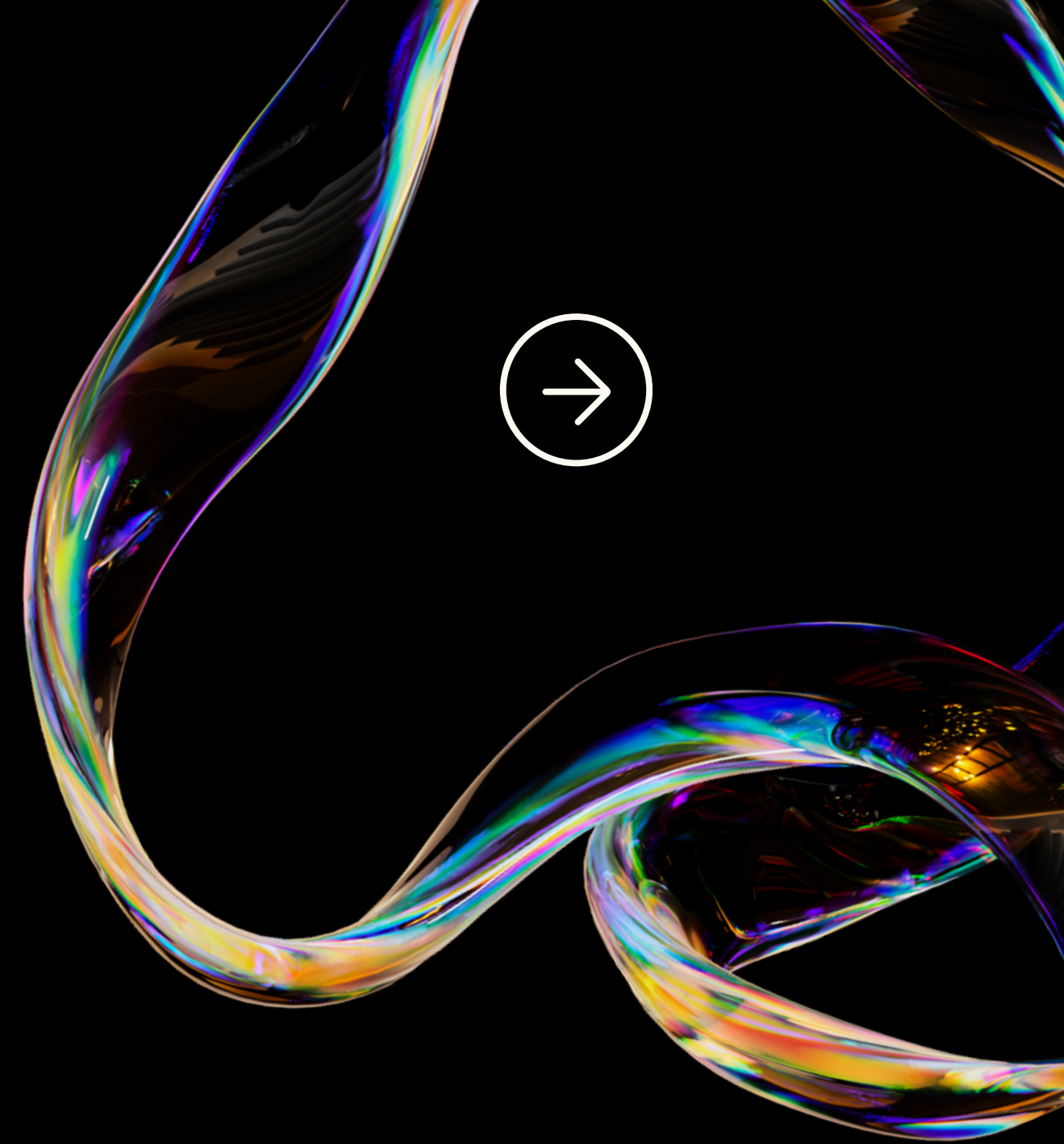
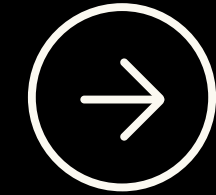
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WHAT DOES ELOO DO?

Autonomous Research, End to End

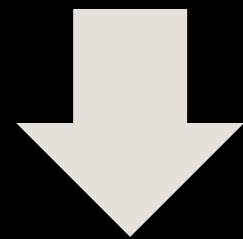
- 1 ELOO enables users to run autonomous research agents from a single prompt
- 2 Once launched, the agent independently executes multi-stage research workflows
- 3 Results are generated progressively, without further user interaction



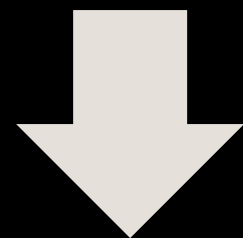


THE USER JOURNEY – FROM PROMPT TO RESULT

USER SUBMITS RESEARCH PROMPT



AGENT EXECUTE PREDEFINED SEQUENCE



RESULTS GENERATED DURING THE RUN





CORE PROBLEM – DROP RATE



Misaligned early value

Users do receive outputs early, but not the **outputs they personally care about first**.
Research shows that motivation drops when progress is not clearly advancing a user-defined goal
(Kivetz et al., 2006; Nunes & Drèze, 2006).



Opaque progress despite visible activity

Showing “work in progress” is not enough if users can’t map it to meaningful milestones.
Users disengage faster when system status is visible but not interpretable
(Nielsen Norman Group, Visibility of System Status).



Long perceived time-to-relevance

Even when total time is acceptable, value that arrives late in the user’s mental sequence feels slow.
Perceived waiting time, not actual duration, is a primary driver of abandonment
(Maister, 1985; UX waiting-time studies).

LACK OF USER AGENCY

- **No meaningful choices after initiation –**

Once execution starts, the user shifts into a fully passive role with no influence over process structure or priorities.

- **Violation of autonomy (SDT)**

According to Self-Determination Theory, perceived autonomy is a core driver of engagement. Here, autonomy collapses exactly when commitment is highest.

- **Agency gap despite visible activity**

The system is “doing a lot”, but the user is not doing anything. Visibility without agency does not satisfy autonomy.

- **Gamification principle: agency sustains engagement**

sustained engagement requires at least one active lever: choice, ordering, prioritization, or framing. None exist during runtime



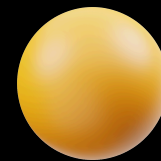


WHY AGENCY MATTERS MOST DURING WAITING



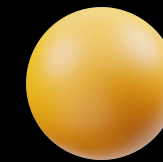
Perceived control reduces frustration during waits

Users tolerate long waits significantly better when they feel some level of control over the process
(Maister, 1985 – The Psychology of Waiting Lines)



Active waiting feels shorter than passive waiting

Even minimal user action makes long processes feel shorter and more acceptable
(Kahneman et al., 2000 – Experienced vs. remembered utility)



Autonomy buffers long, effortful processes

According to Self-Determination Theory, autonomy reduces disengagement under sustained effort
(Deci & Ryan, 2000)

• AGENCY BEFORE EXECUTION

Pre-execution choice builds ownership

Making a decision before the agent runs creates psychological ownership over the process.

(IKEA Effect – Norton et al., 2012)

Minimal autonomy is sufficient

Even constrained, low-effort choices significantly increase engagement and persistence.

(Self-Determination Theory – Deci & Ryan)



Ordering clarifies intent, not complexity

Allowing users to set priorities reduces uncertainty instead of adding cognitive load. (Goal-setting & cognitive load research)

Commitment precedes outcome quality

Users are more likely to stay engaged once they have invested a decision, independent of results.

(Commitment & consistency – Cialdini)

ICONOGRAPHY REDUCES COGNITIVE LOAD

FASTER RECOGNITION



Visual symbols are processed faster than words, enabling immediate orientation and reducing time to understand system state.

Dual Coding Theory (Paivio, 1971)

LOWER COGNITIVE LOAD



Clear visual cues reduce mental effort required to track progress and maintain attention during passive states.

Cognitive Load Theory (Sweller, 1988)

IMPROVES SENSE OF PROGRESS



Chunking a process into recognizable visual steps increases perceived progress and reduces uncertainty.

Goal-Gradient Effect (Hull, 1932; Kivetz et al., 2006)

EMOTIONAL MICRO-FEEDBACK



Small visual confirmations (icons, states) provide lightweight positive reinforcement without interrupting the flow.

Norman, Emotional Design (2004)

A SHORT DECISION MOMENT BEFORE AGENT EXECUTION



User submits
the research
query

Agent parses the
request and
identifies relevant
modules

Short decision
moment is
introduced

User can reorder
predefined
modules (optional)

Execution starts
and structure is
locked

A SHORT DECISION MOMENT BEFORE AGENT EXECUTION

Gamification Trend Scout

▶ Run Agent

⚙ Edit Agent

Free

400 credits

A Alibi-IL

Recent runs

Gamification Trends

02/08/2026, 04:51 PM

Order your workflow!

Scout Trends

Analyze & Categorize

Final Report

Your agent is working its magic ✨

It may take a few minutes to finish.

Feel free to tackle other tasks meanwhile!

Scout

Analyze

Report

Scout Current Trends

>

Analyze & Categorize Trends

>

Generate Trend Report

✕ Cancel



Ingoude Company

THANK YOU

for your time and attention

Present by Omri Avny

