

## **A Data-Driven Gamifying Online Taxies**

*Rasoul Ramezani*

Faculty of Mathematics, Ferdowsi University of Mashhad, Mashhad, Iran

SodaFanAvar Co

### **ABSTRACT**

In this article, we present a methodology for gamification design for online taxies to construct a loyalty program to incentivize and motivate users. In business, companies and organizations surely cannot command their consumers and today's companies, like online taxies, are almost market-maker and cannot even command their workers. So, the question is how to manage the incentives of customers and workers to construct an ecosystem that works properly and makes profits. The answer is using behavioral economics, nudges, gamification, and persuasion theory.

***Keywords:*** Gamification, Incentive Mechanism, Loyalty Program