

WATTLE

Creative, strategic,
business technology.



David Abraham

Chief Executive Officer



Andrew Vance

Chief Commercial Officer



1 Presentation

Habit Forming Software

- Hooked! Introduction to habit forming software
- Real world examples of habit forming software, like LinkedIn

2 Demonstration

MemEx Online Member Portal

- Applying 'hooked' to membership organisations
- MemEx Online Member Portal walkthrough

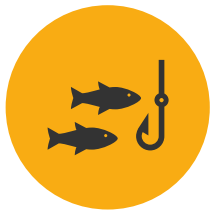


The background of the image is a dark navy blue with a subtle pattern of light blue triangles. A large, bright yellow triangle is positioned on the right side, pointing downwards.

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Habit Forming Software





Through consecutive **hook cycles**, successful platforms reach their ultimate goal of **unprompted user engagement**, bringing users back repeatedly, without depending on costly advertising or aggressive messaging.





Trigger



Action



Reward



Investment



TRIGGER

ACTION

REWARD

INVESTMENT

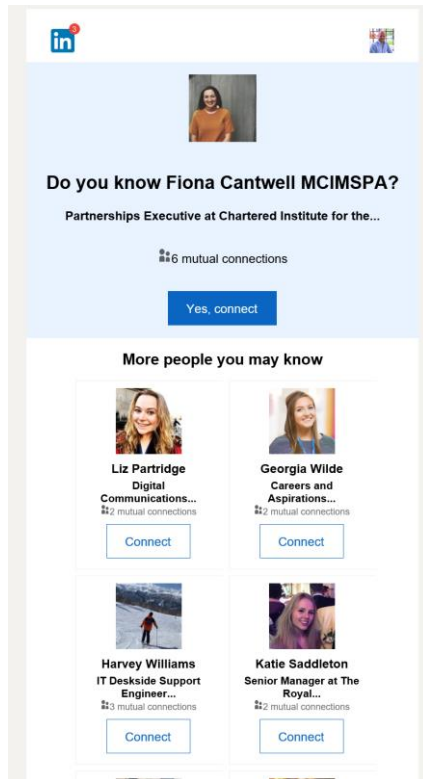


Why



1. TRIGGERS

WATTLE

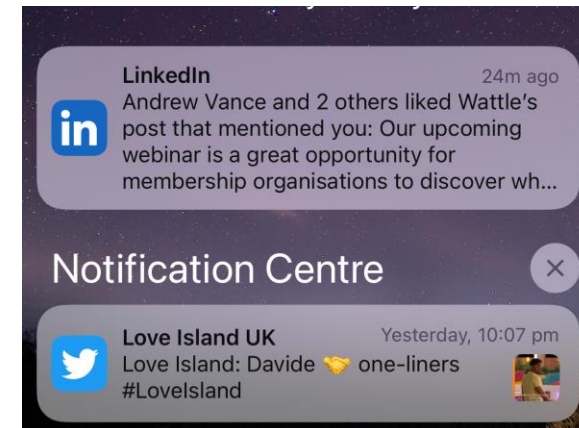
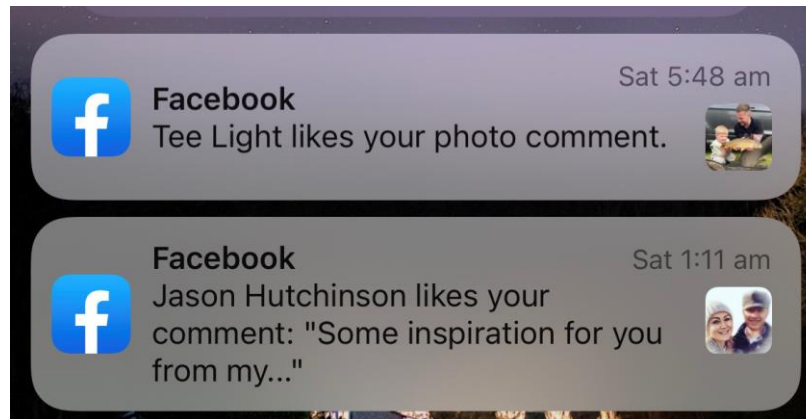


Ad · <https://www.isaca.org/>

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2. ACTIONS

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The Fogg Behavior Model: $B=MAT$



More people you may know



Liz Partridge
Digital Communications...
2 mutual connections

Connect



Georgia Wilde
Careers and Aspirations...
2 mutual connections

Connect



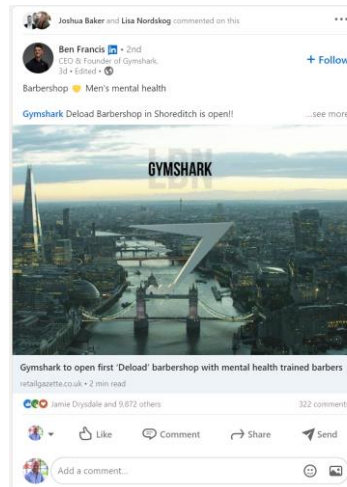
Harvey Williams
IT Deskside Support Engineer...
3 mutual connections

Connect



Katie Saddleton
Senior Manager at The Royal...
2 mutual connections

Connect





What motivates a user to take action?



Pleasure or
avoidance of pain



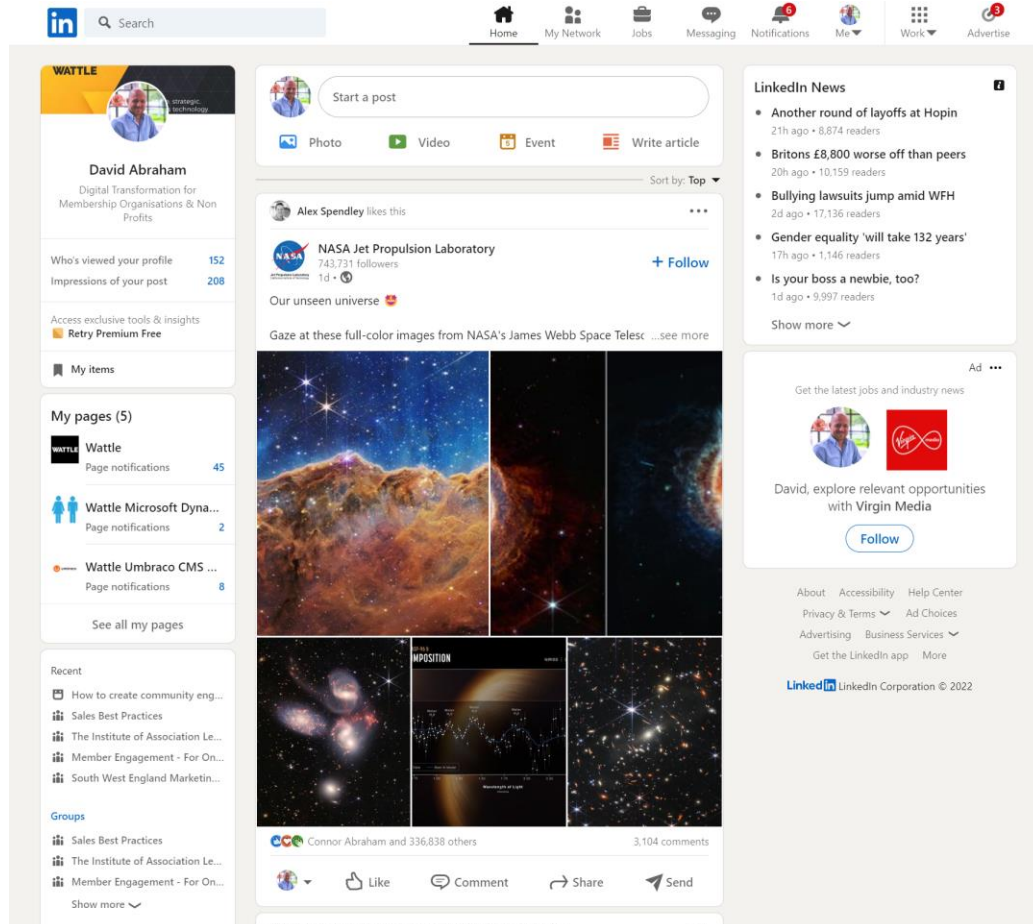
Desire for hope
and / or avoidance
of fear



Desire for social
acceptance and / or
avoidance of rejection

3. REWARD

WATTLE



You've earned a top fan badge for
Yorkshire Peach and can display it
now.
a week ago

16 endorsements

.NET


12 endorsements

CRM


11 endorsements




Experience

- 

Chief Executive Officer
Wattle
Apr 2013 - Present · 9 yrs 4 mos
Bristol, United Kingdom

Wattle are an independent creative software company that partners strategically with organisations to enable successful digital transformation by leveraging website CMS, CRM and bespoke technologies. We ...see more
- 


Technical Director
Connect IB
Jun 2008 - Feb 2013 · 4 yrs 9 mos

At connect IB I was responsible for a cross disciplined development team working on web based and mobile software solutions for major brands and household names. While in this role I implemented proce ...see more
- 


Chorus IT
2 yrs 1 mo

 - Technical Director**
2007 - 2008 · 1 yr

While in this role I enabled the business to expand their services from software development and infrastructure management to providing CRM consultancy with Microsoft Dynamics CRM. I was als ...see more
 - Senior Software Developer**
2006 - 2007 · 1 yr

Initially appointed to lead a team of Microsoft .NET developers I played a key role in developing vehicle tracking systems focusing specifically on the web side of the project and a tablet based system for ...see more
- 


Developer
Wizard Systems
2002 - 2006 · 4 yrs

Appointed as a web developer within a business consultancy team I was responsible for web based software development. While at Wizard Systems I was able to extend my development skills by providing di ...see more
- 


Developer
Kaliba Netgates
2000 - 2002 · 2 yrs
Bristol, United Kingdom



Does this work
with business
focussed software?



[Home](#)
[My Network](#)
[Jobs](#)
[Messaging](#)
[Notifications](#)
[Me](#)
[Work](#)
[Recruiter](#)



WATTLE

Creative, strategic,
business technology.

David Abraham · 1st


Digital Transformation for Membership Organisations & Non Profits
Bristol, England, United Kingdom · [Contact info](#)

500+ connections

137 mutual connections: Ross Nesbitt, Karen Dunne-Squire - Success-Junkie, and 135 others

[Message](#) [View in Recruiter](#) [More](#)


Highlights



You both work at Wattle

David started at Wattle 3 years and 11 months before you did

[Message](#)



6 mutual groups

You and David are both in Member Engagement - For Online Community & Membership Professionals, B2B Marketing, and 4 others

[Show all 3 highlights →](#)

About

Established in 2012, Wattle are a creative software company that partners strategically with organisations to help them increase profitability and productivity by leveraging website CMS, CRM and bespoke Microsoft .NET technologies.


Harnessing the power of leading technology platforms like Umbraco, Sitecore, SharePoint, Azure and Dyna...see more

Ad ...

Andrew, explore jobs at TES that match your skills


[See jobs](#)

People also viewed



Andrew Vance · [in](#)


Chief Commercial Officer. Digital Transformation for Membership...



Ross Nesbitt · 1st

Doing things the right way.


[Message](#)



George Woolley · 1st

Product Owner at Wattle


[Message](#)



Rose Martin · 1st

Delivery Manager

[Message](#)



Katie Molloy · 1st · [in](#)

Head of Client Strategy at Wattle

[Message](#)

[Show more](#)

People you may know



LinkedIn proves that it does

- 830m members / 58m companies
- Of frequent engagers 40% access daily
- 1bn monthly interactions
- 39% of members pay for LinkedIn Premium access
- Willingness to pay for LinkedIn - \$8bn annual revenues

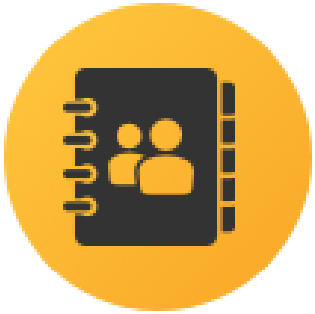




Why are users willing to pay?

It's a good INVESTMENT of their time





Membership



Events



Courses



Directory
Listings



Legal
Advice



Committees
& Groups



Policy &
Lobbying



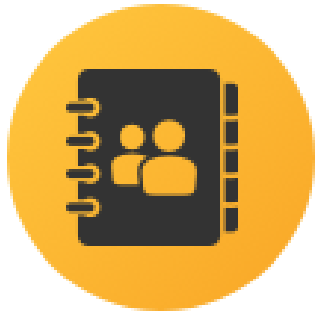
Content



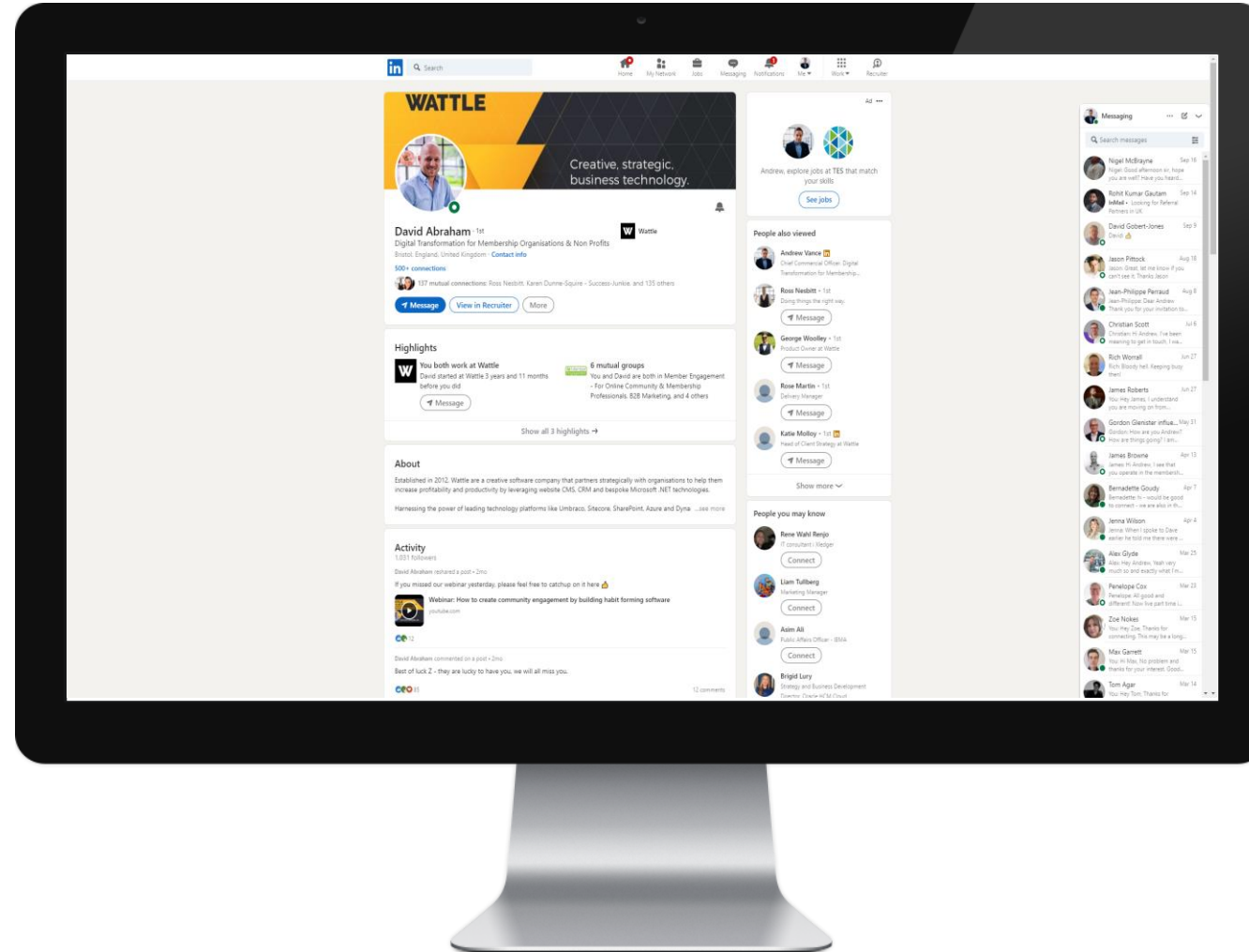
Exams

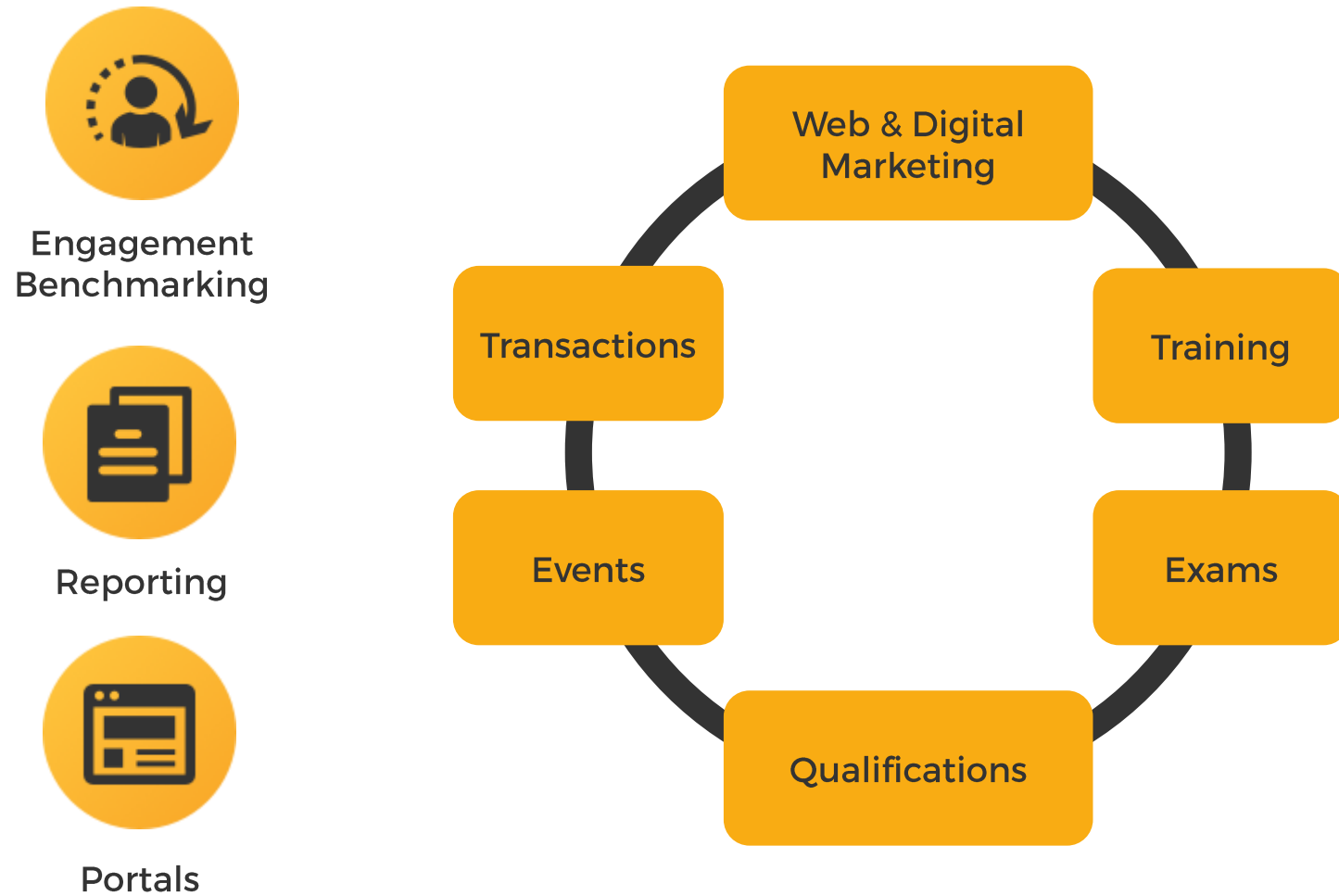


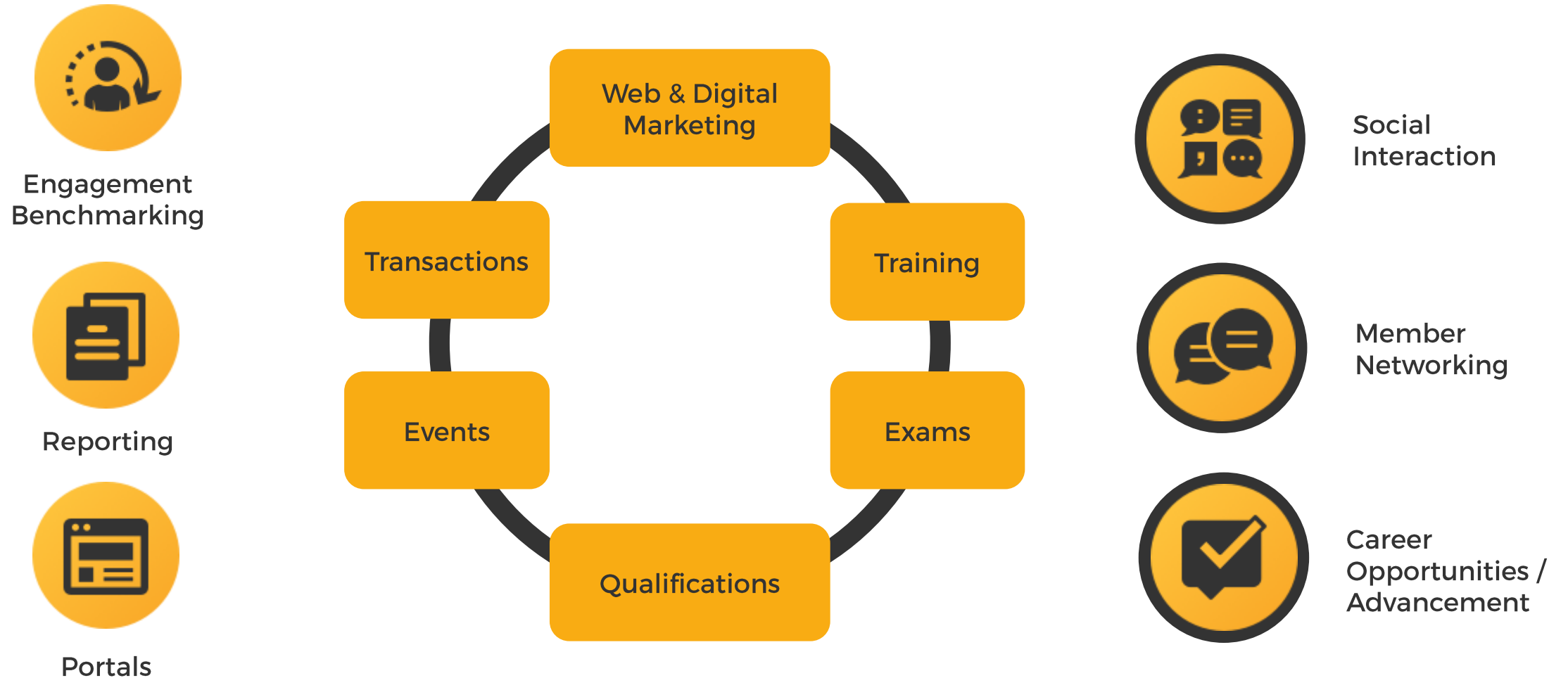
CPD



A **membership organisation** is any organisation that allows **people or entities to subscribe**, and often requires them to **pay a membership fee** or "subscription". Membership organisations typically have a particular **purpose**, which involves **connecting people together** around a particular activity, geographical location, industry, activity, interest, mission, or profession. This might simply be to **encourage or facilitate interaction and collaboration**, but it also often involves promoting and enhancing the purpose itself.









Training /
Courses



Exams /
Certification



Social
Sharing



Social Proofing
/ Validation



Peer
Engagement

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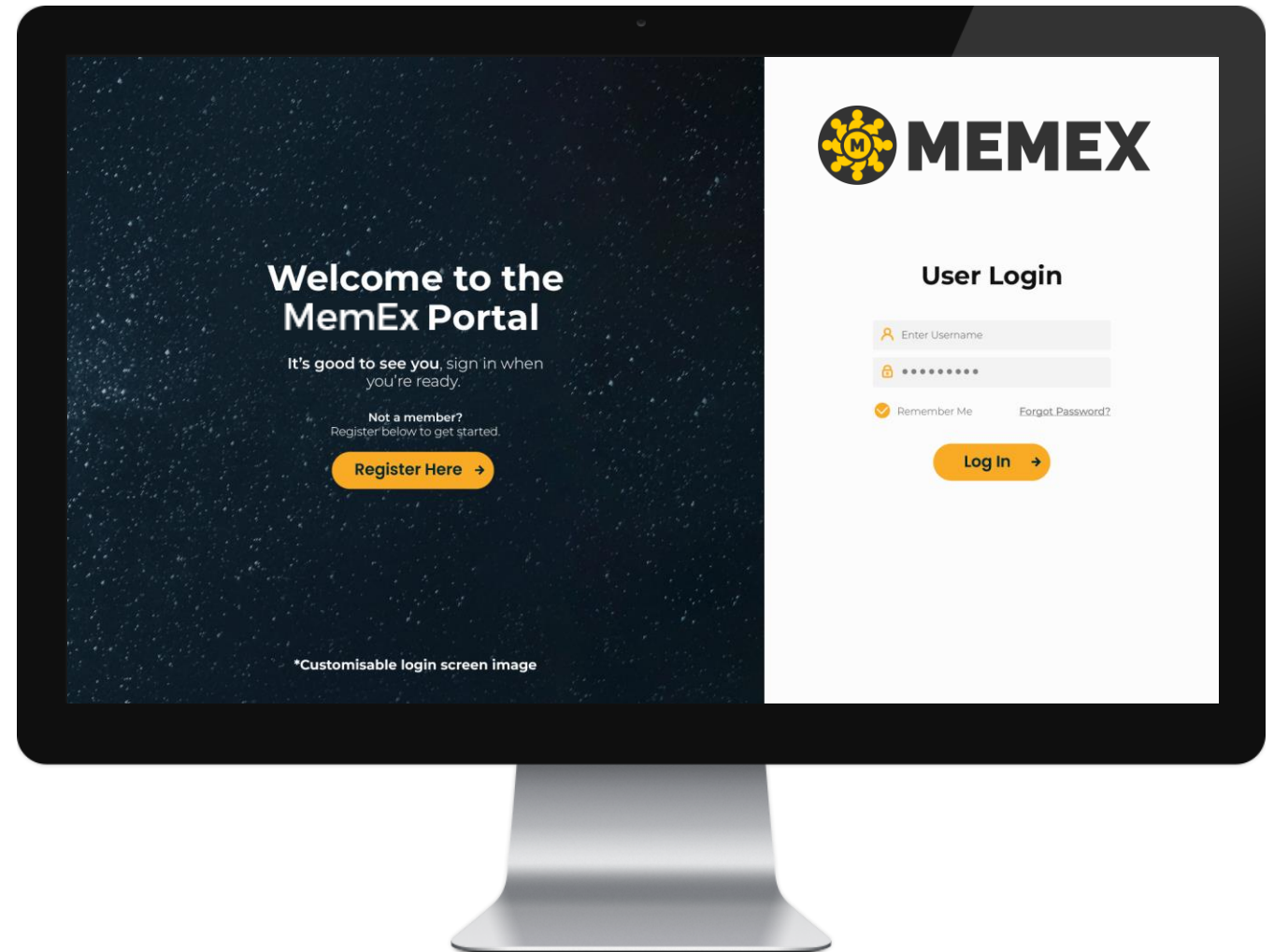
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MemEx Online Member Portal



MEMEX

How is the MemEx
Online Member Portal
meeting this need?



Dashboard

Member Profile

Education & CPD

Events

Payments

Committees & Groups

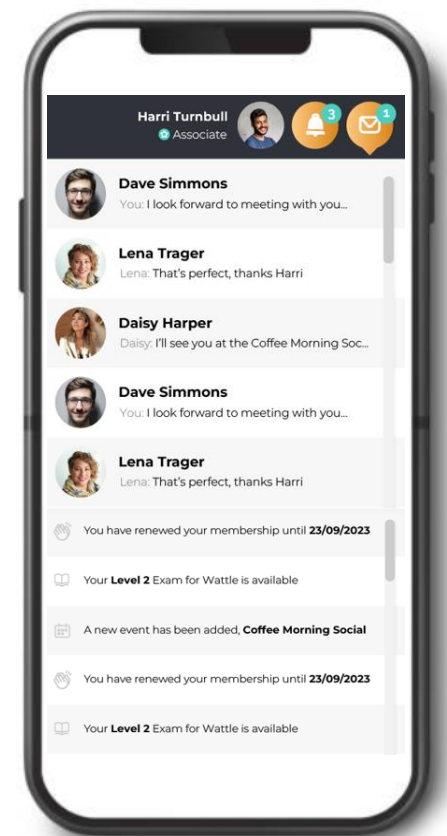
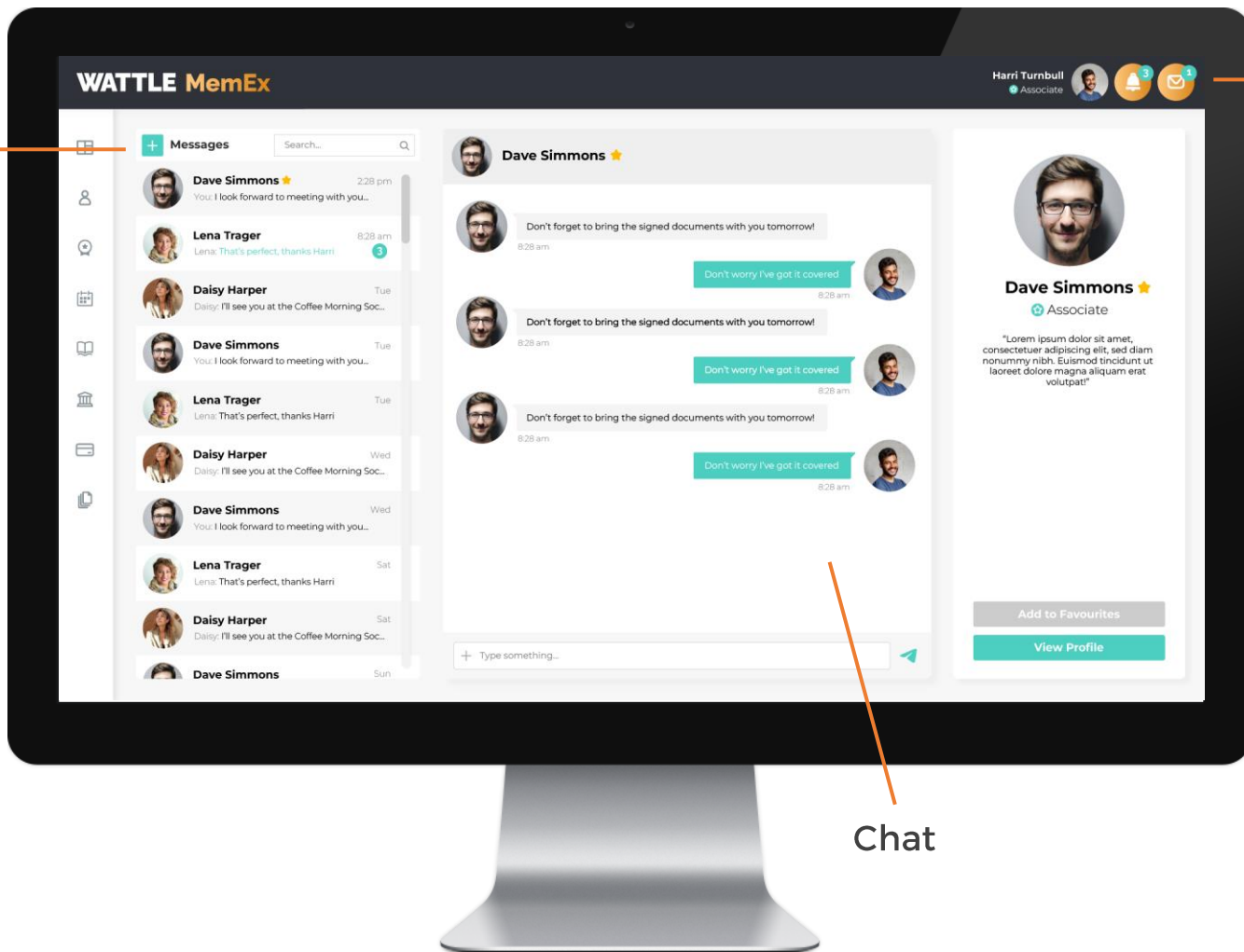
Resources

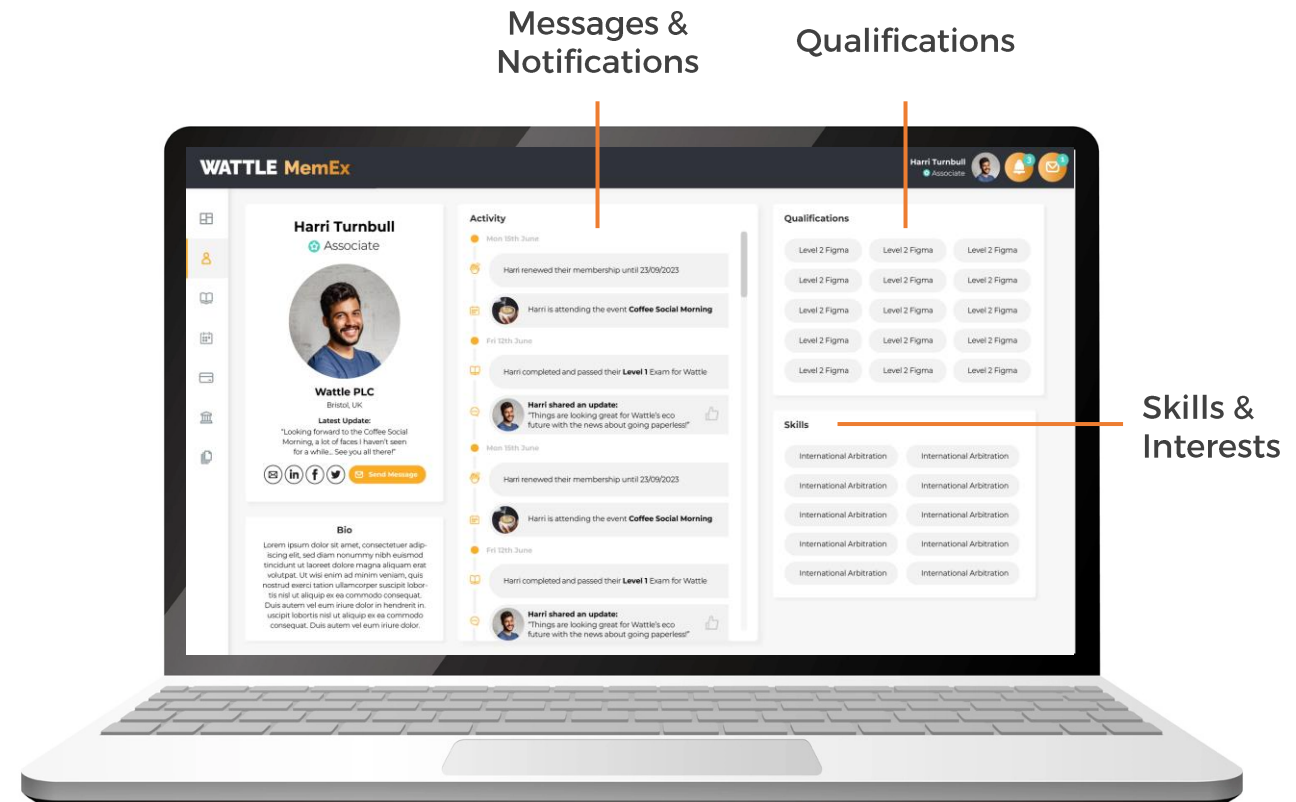
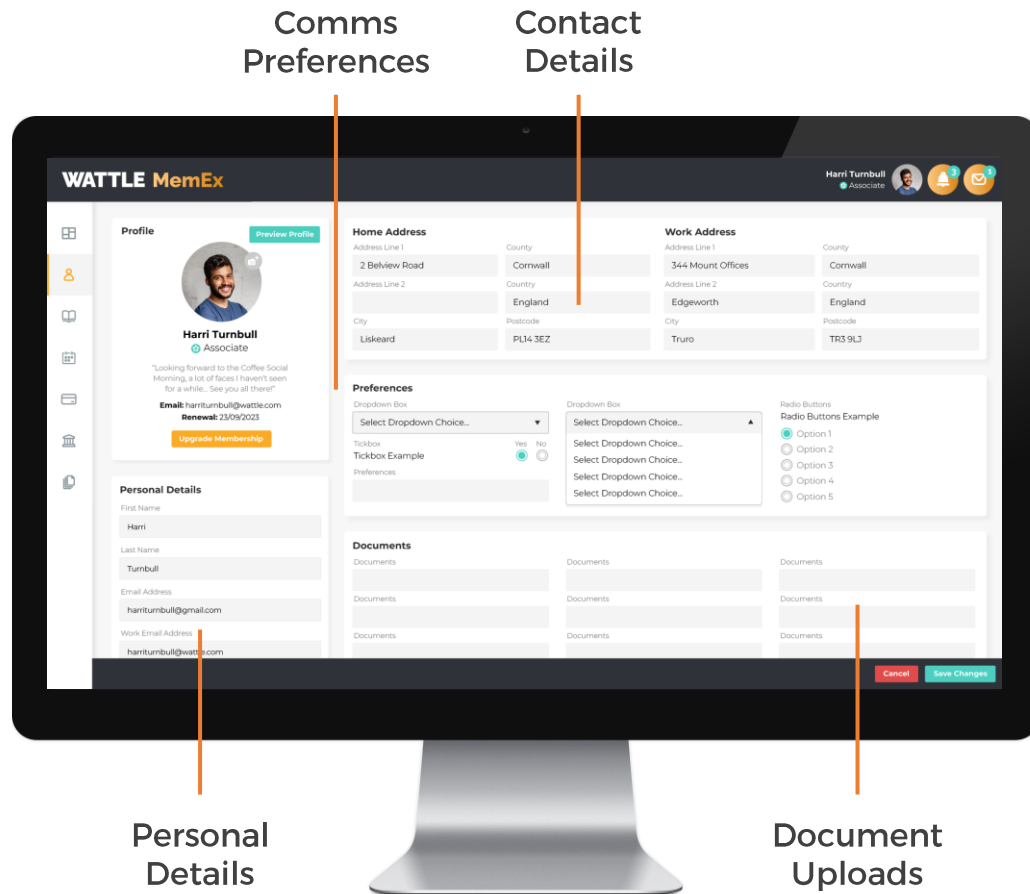


Messages

Notifications

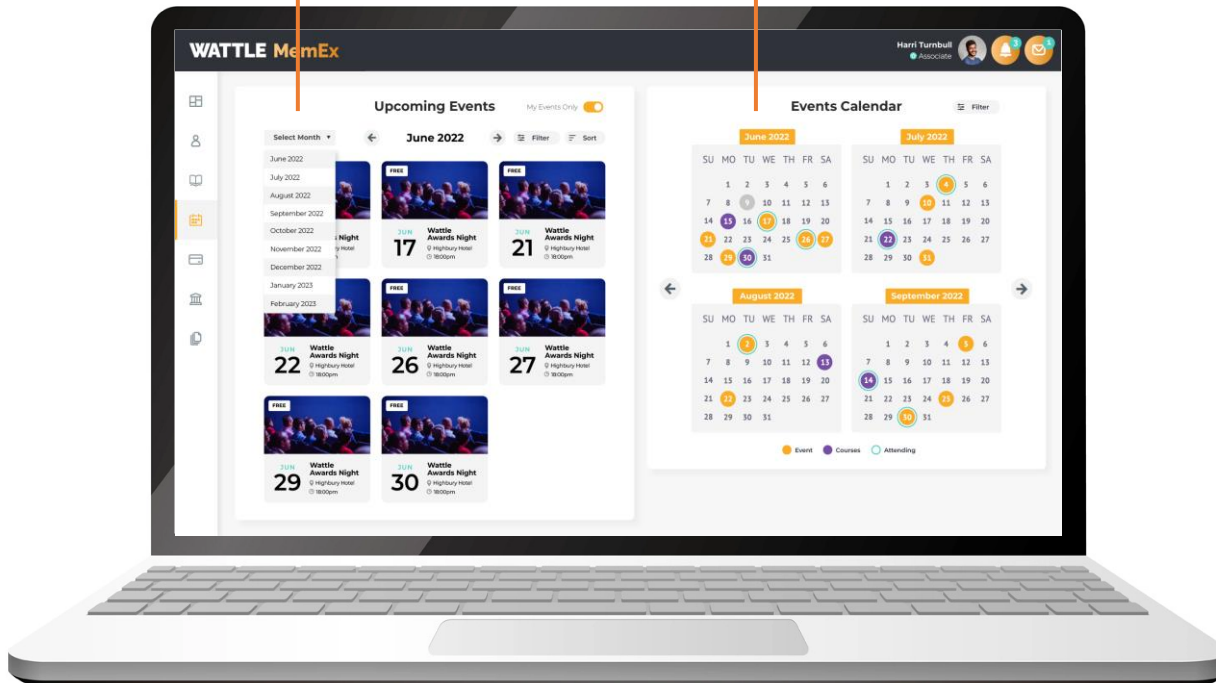
Chat





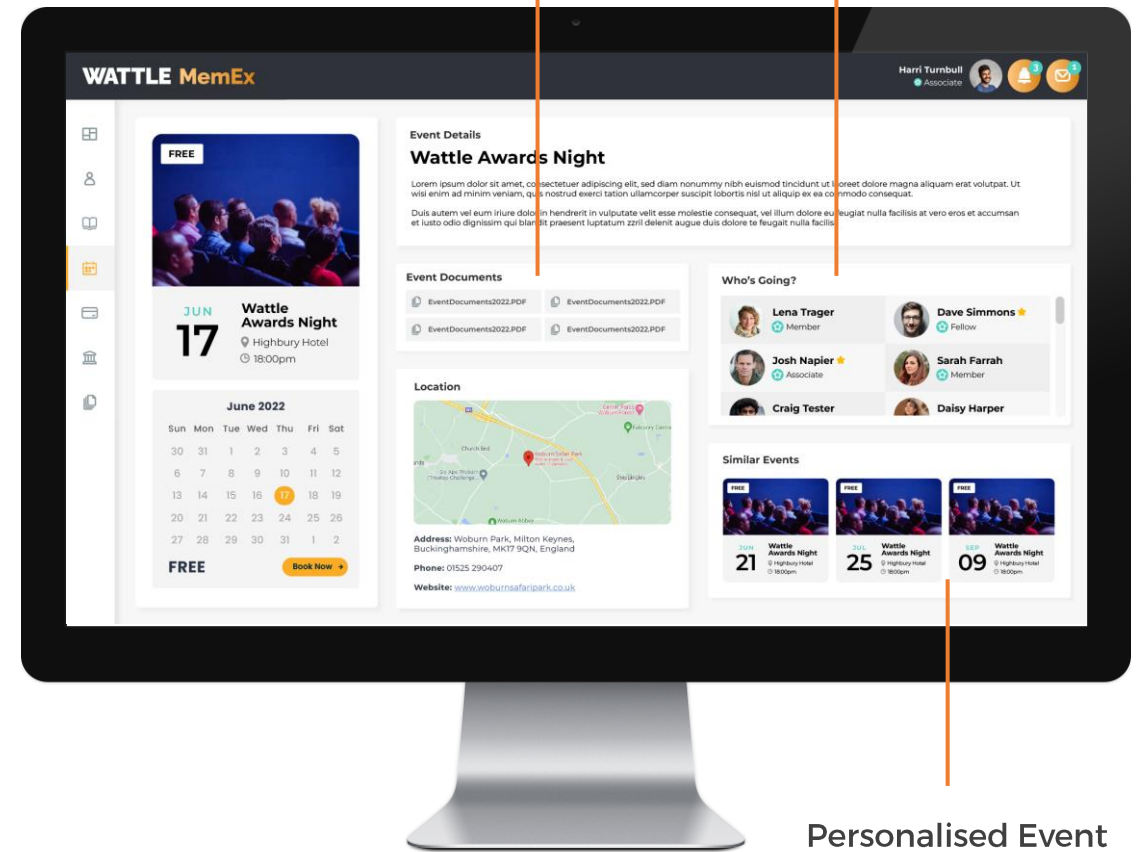
Event Listings

Events Calendar



Event Documentation

Who's Going



Personalised Event Recommendations

Multiple Tickets
Types & Discounts

Online Payment
or Invoices

Multiple Event
Sessions

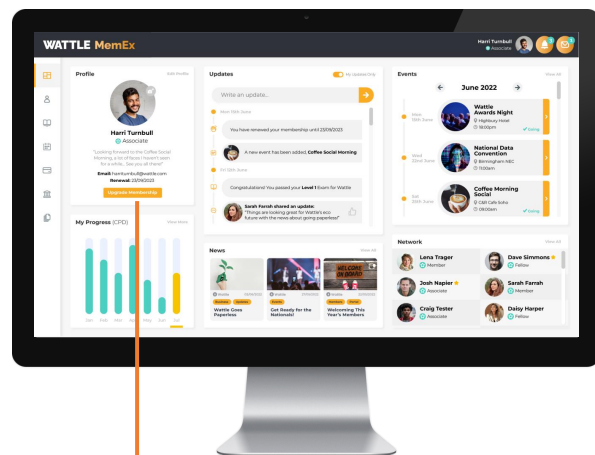
Multiple Delegate
Bookings

The screenshot displays the WATTLE MemEx Member Portal Event Booking interface. The header shows the user's name, Harri Turnbull, and their role as an Associate. The main content area is divided into several sections:

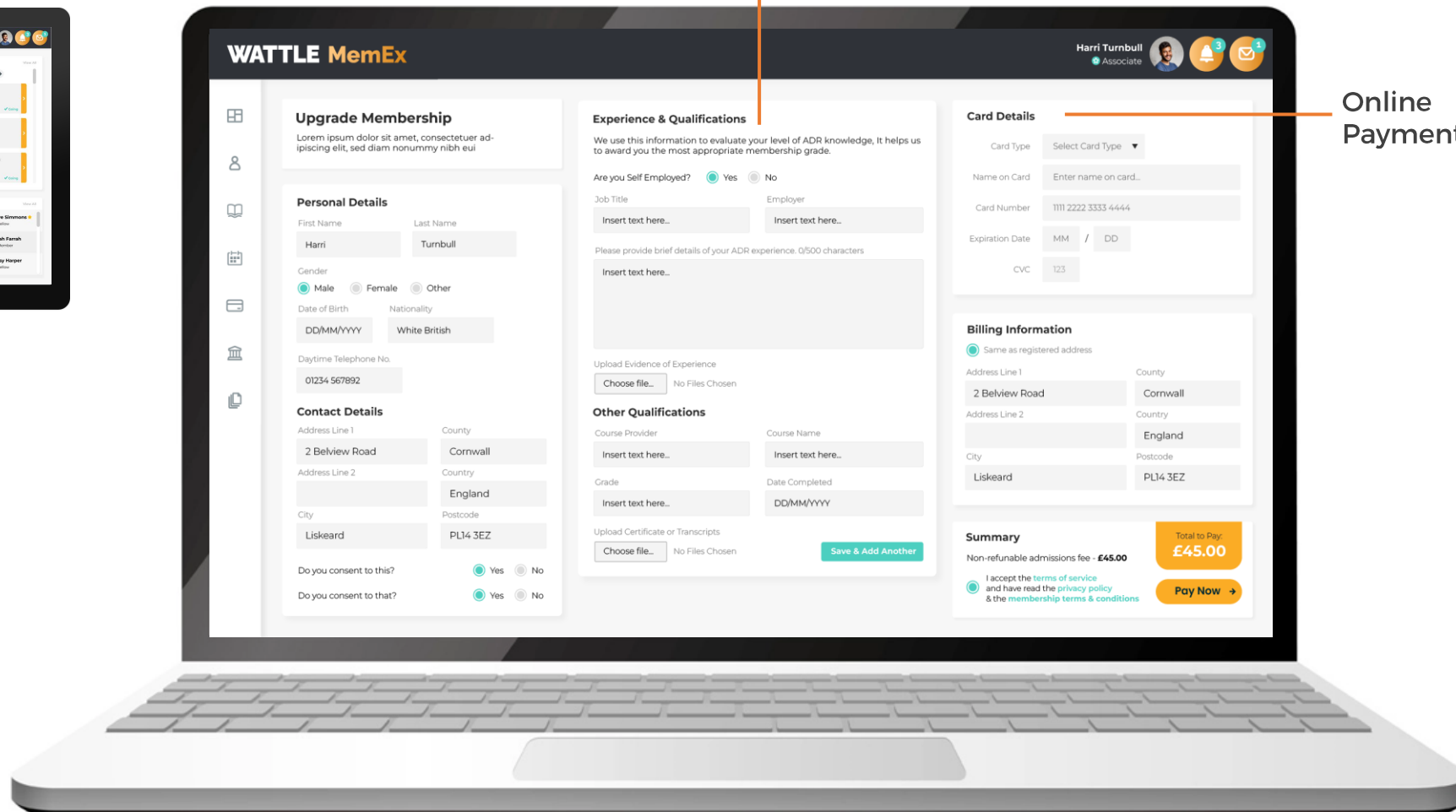
- Event Details:** A section for the "Wattle Awards Night" on June 17th at the Highbury Hotel. It includes the date, time (18:00pm - 21:30pm BST), and ticket price (From £200 per person).
- Select Tickets:** A table showing ticket types and prices. The table has columns for Ticket Type, Price, Members Price, and Qty. The ticket types listed are Standard Entry (£240.00) and Seated General Access Sessions 1 & 3 (£200.00).
- Delegate Information:** A section for entering delegate details. It includes fields for Email Address, Access Requirements, Dietary Requirements, and a "Validate Membership" button.
- Card Details:** A section for entering card information. It includes fields for Card Type, Name on Card, Card Number, Expiration Date, and CVC.
- Billing Information:** A section for entering billing details. It includes fields for Address Line 1, Address Line 2, City, County, Country, and Postcode.
- Summary:** A section showing the order total (£400.00) and a "Book Now" button.

Annotations with orange lines point to specific features: "Multiple Event Sessions" points to the event details section; "Multiple Tickets Types & Discounts" points to the "Select Tickets" table; "Online Payment or Invoices" points to the "Card Details" and "Billing Information" sections; and "Multiple Delegate Bookings" points to the "Delegate Information" section.

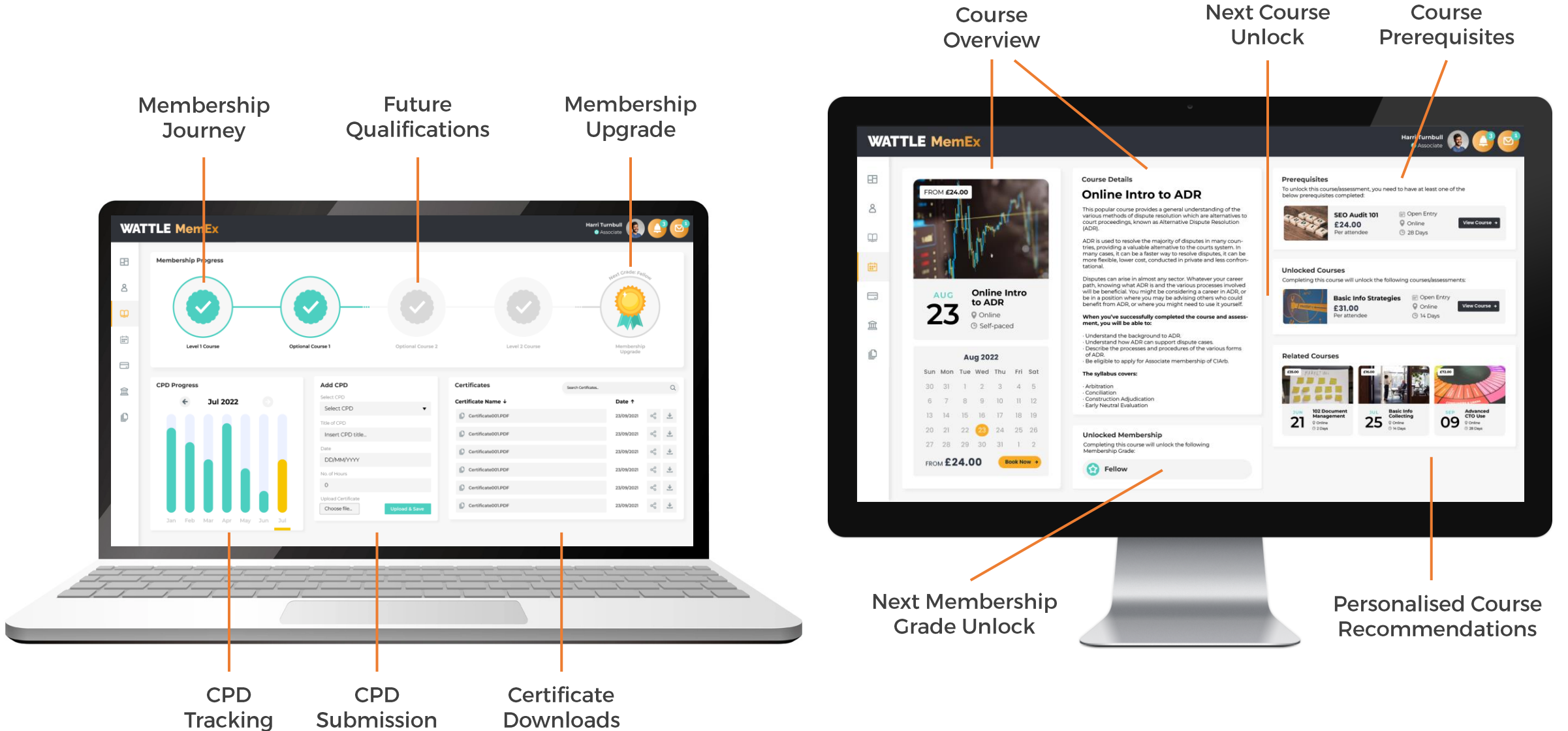
Qualifications & Experience Submission



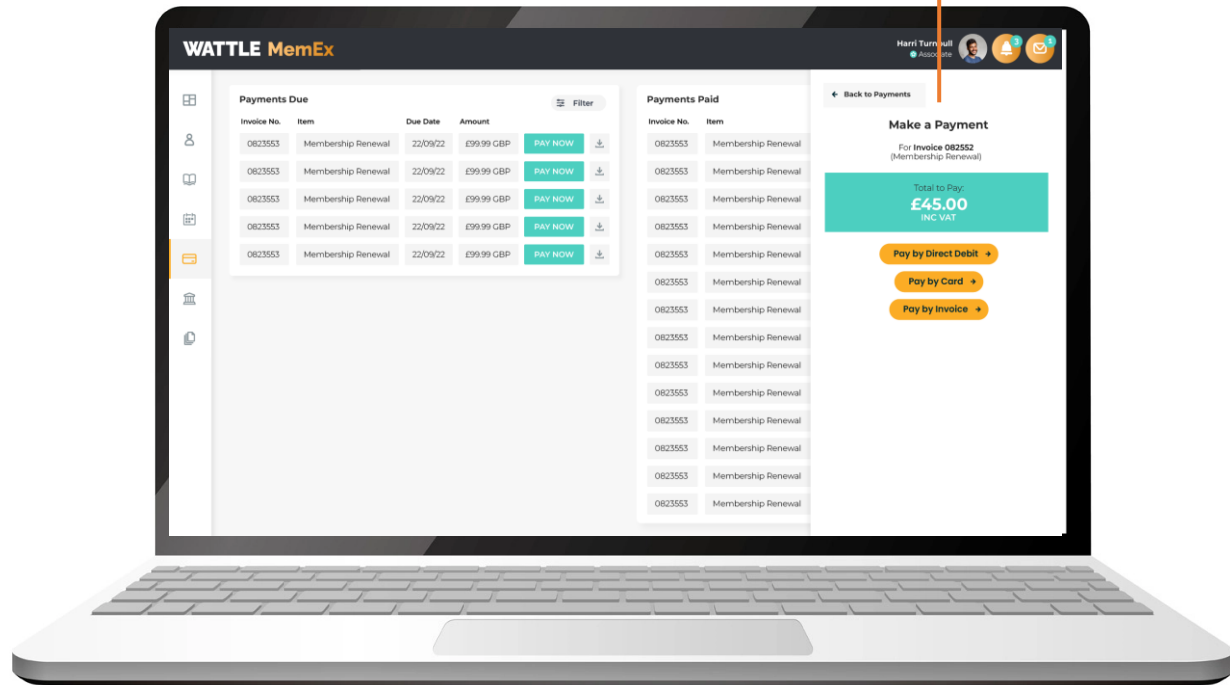
Upgrade
Membership



Online
Payment

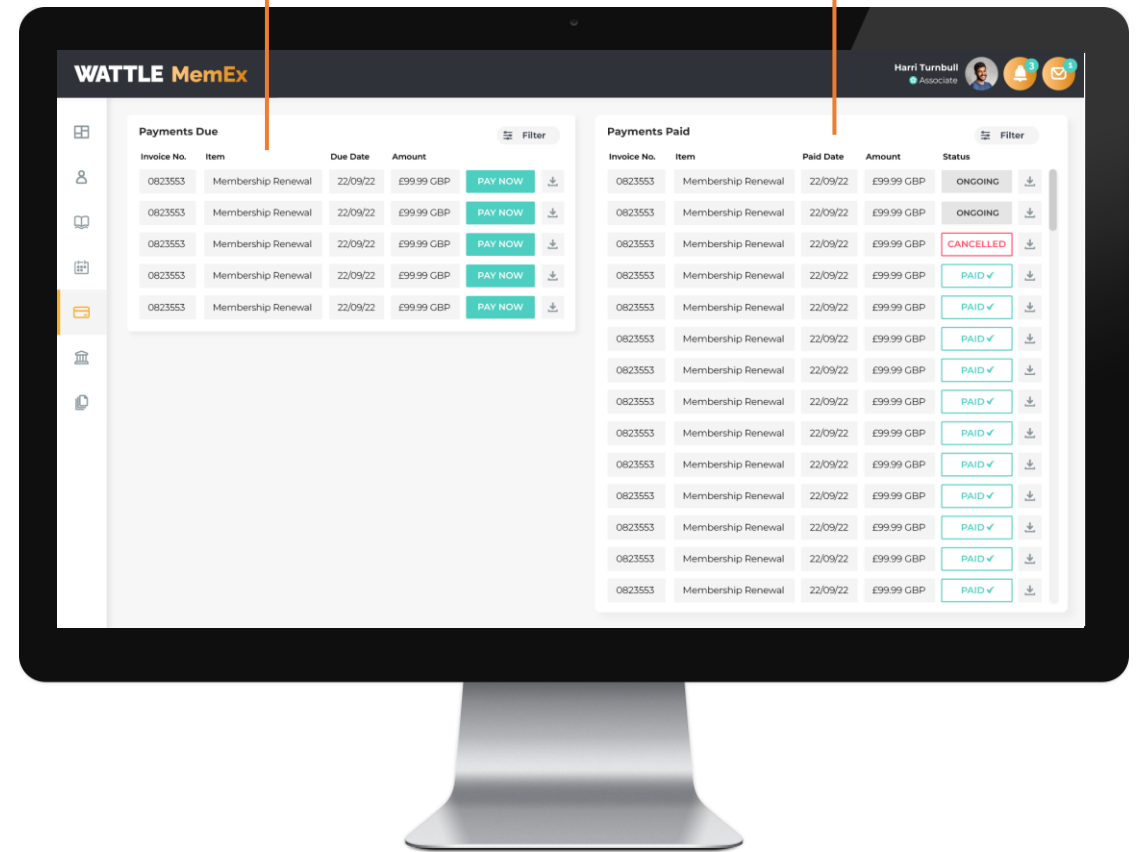


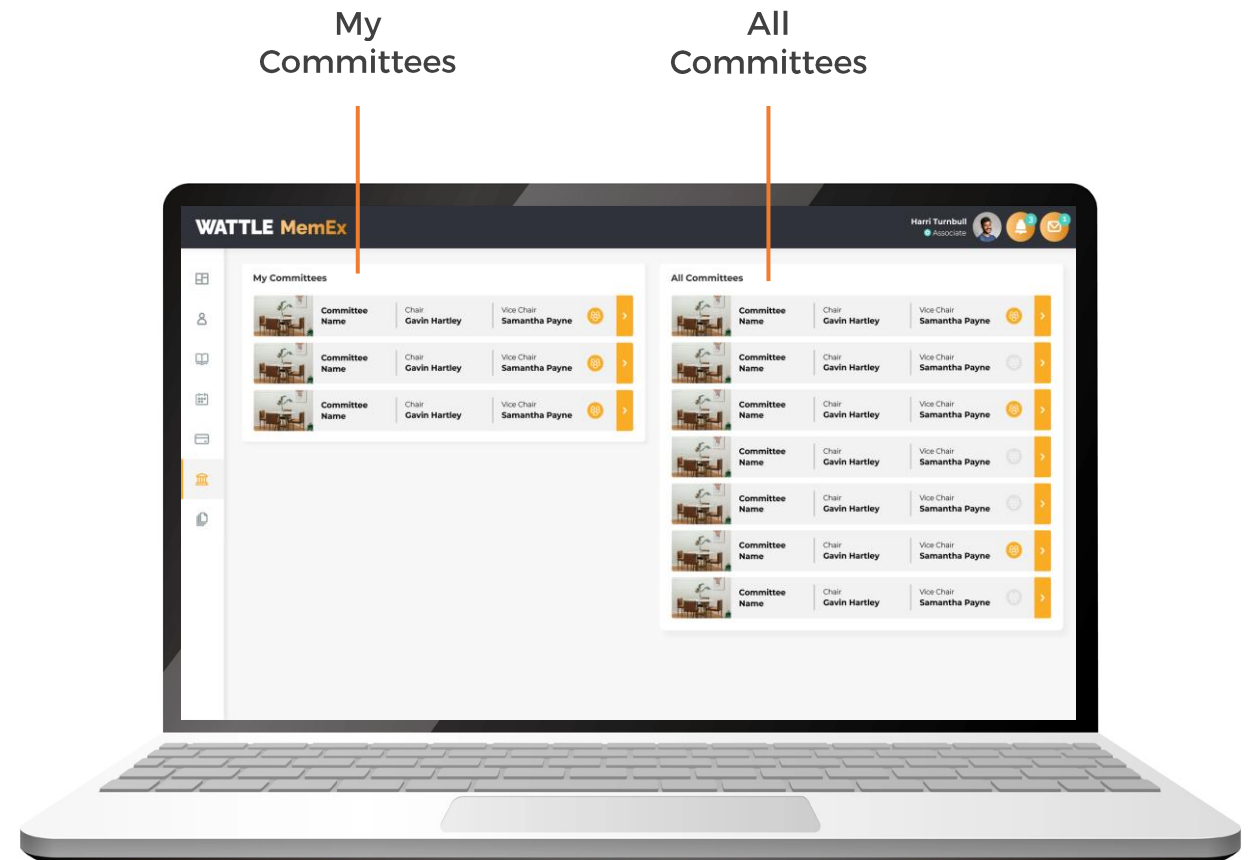
Making a Due Payment



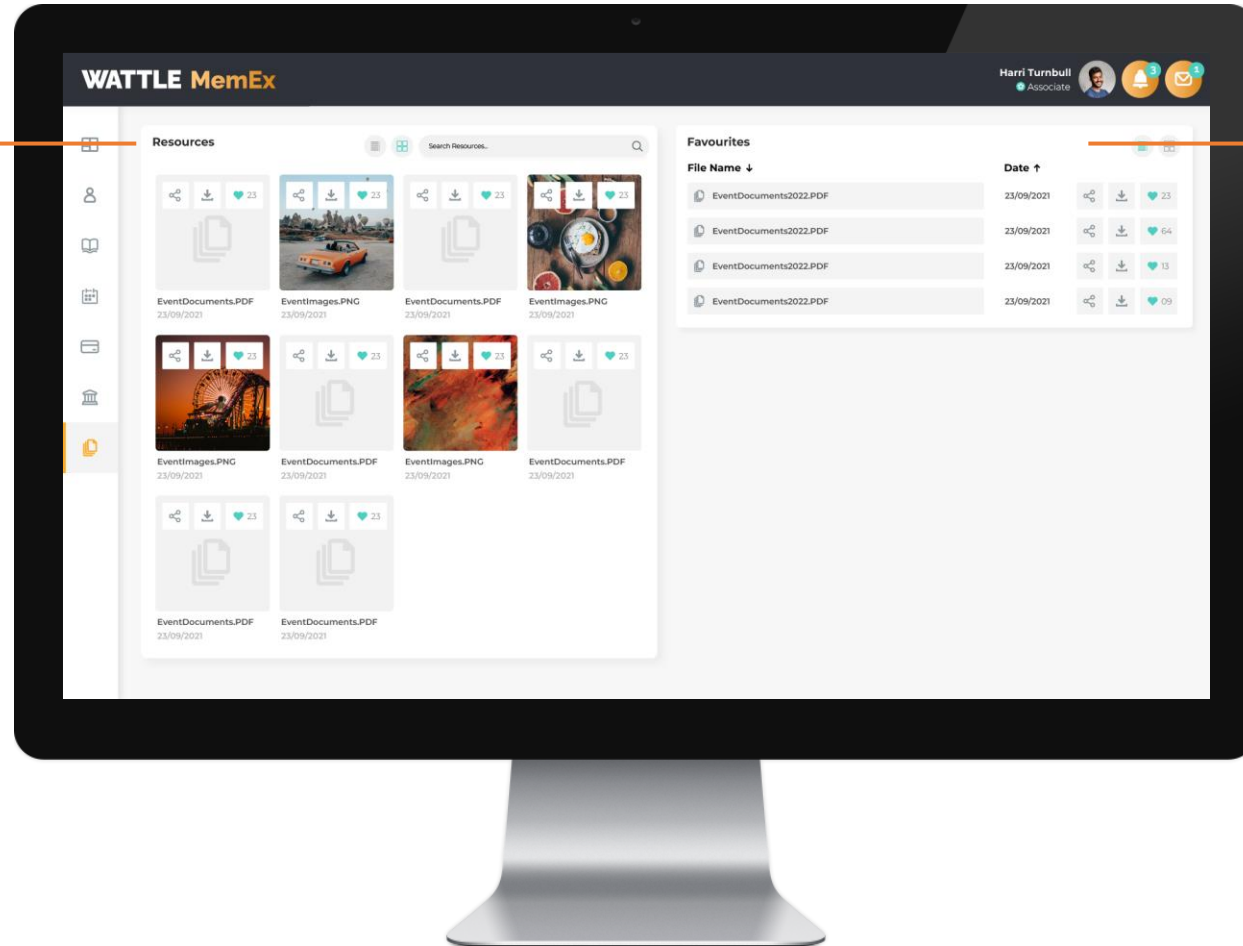
Due Payments

Transaction History





Personalised
Resources



Favourite
Resources



Facebook Groups



WhatsApp for
Business



Discourse Online
Forums



LinkedIn Groups



A large, stylized yellow 'W' shape composed of two overlapping triangles, positioned on the right side of the image. The background is dark blue with a subtle pattern of lighter blue triangles.

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The End. Thank you.