



TECHNISCHE HOCHSCHULE
OSTWESTFALEN-LIPPE
UNIVERSITY OF
APPLIED SCIENCES
AND ARTS

Requirements Engineering and Gamification

20. Mai 2022



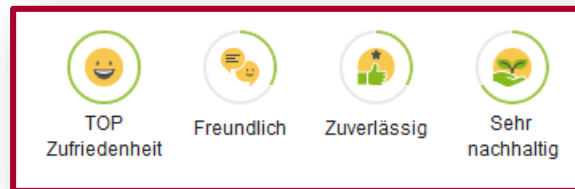
Gamification as a Means to Gameful Design

“the use of game design elements in nongame contexts” [4]

In other words: **Making activities more enjoyable than they are inherently**

Gamification in the Wild

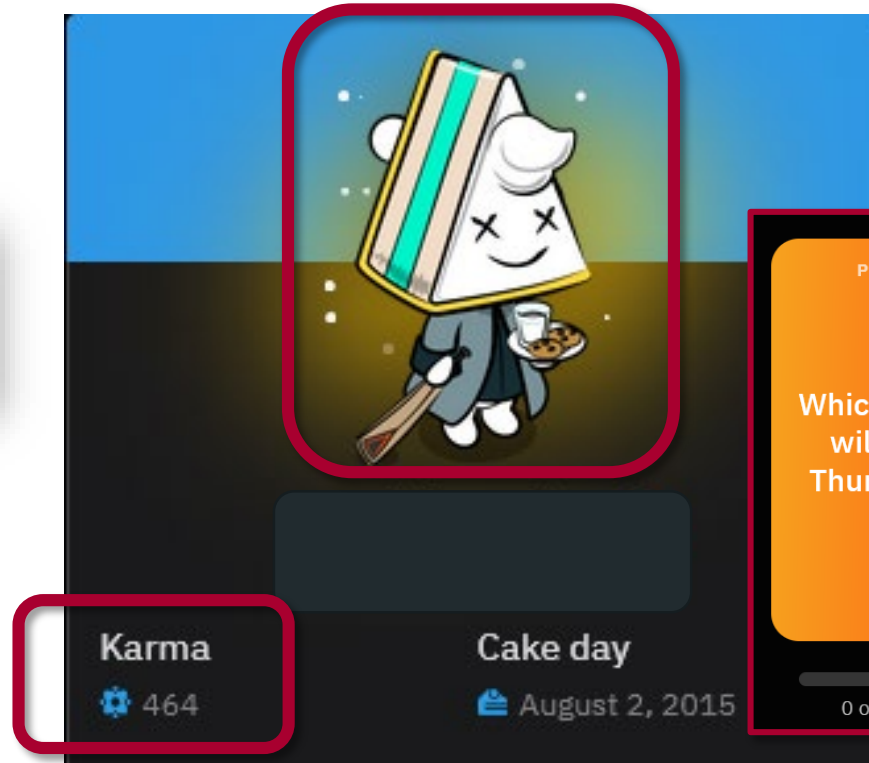
Ebay



Level of Service

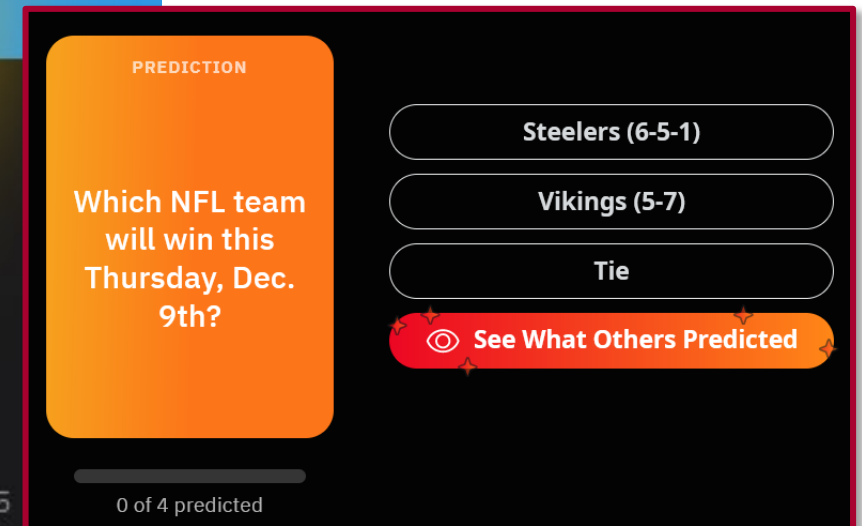
Avatars

Reddit



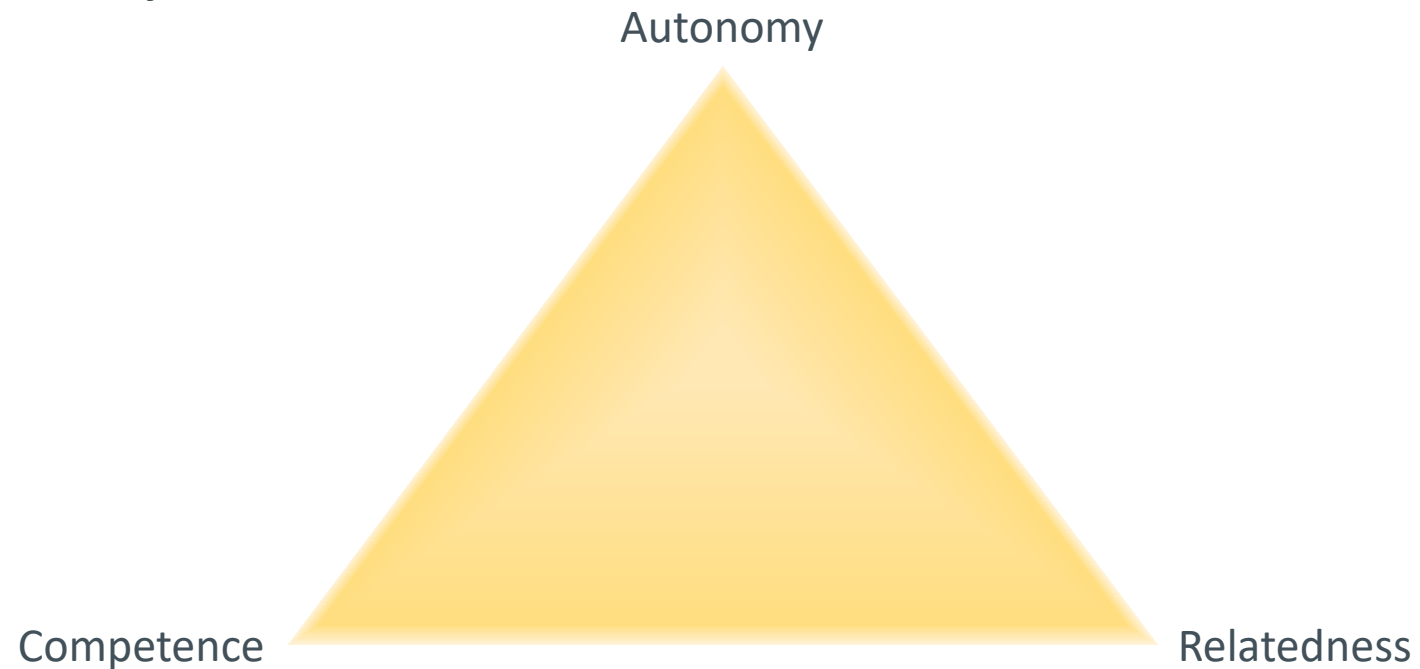
Points

Predictions



A digression on motivational psychology

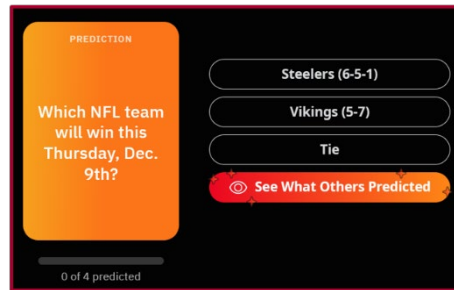
Self Determination Theory:



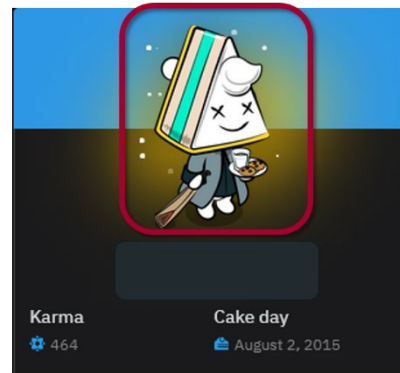
Q: Deci, E. L., & Ryan, R. M. (2012). Self-determination theory.

A digression on motivational psychology

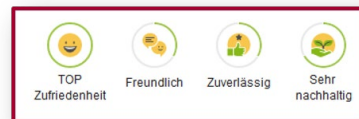
Predictions



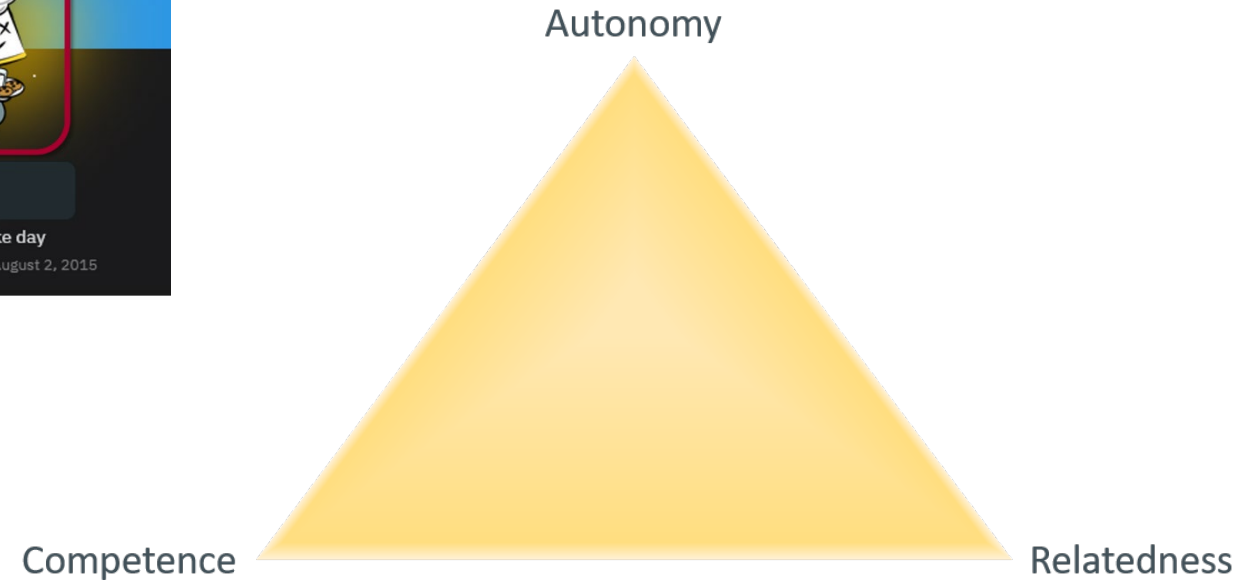
Avatars



Points



Level of Service

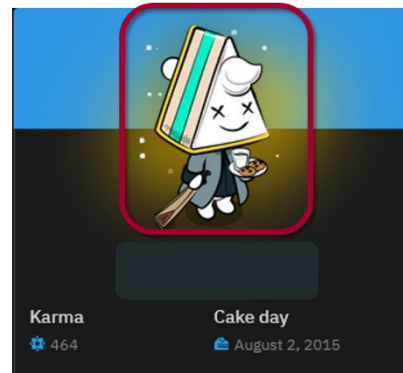


A digression on motivational psychology

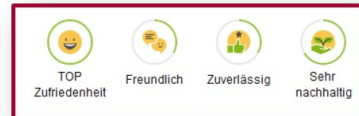
Predictions



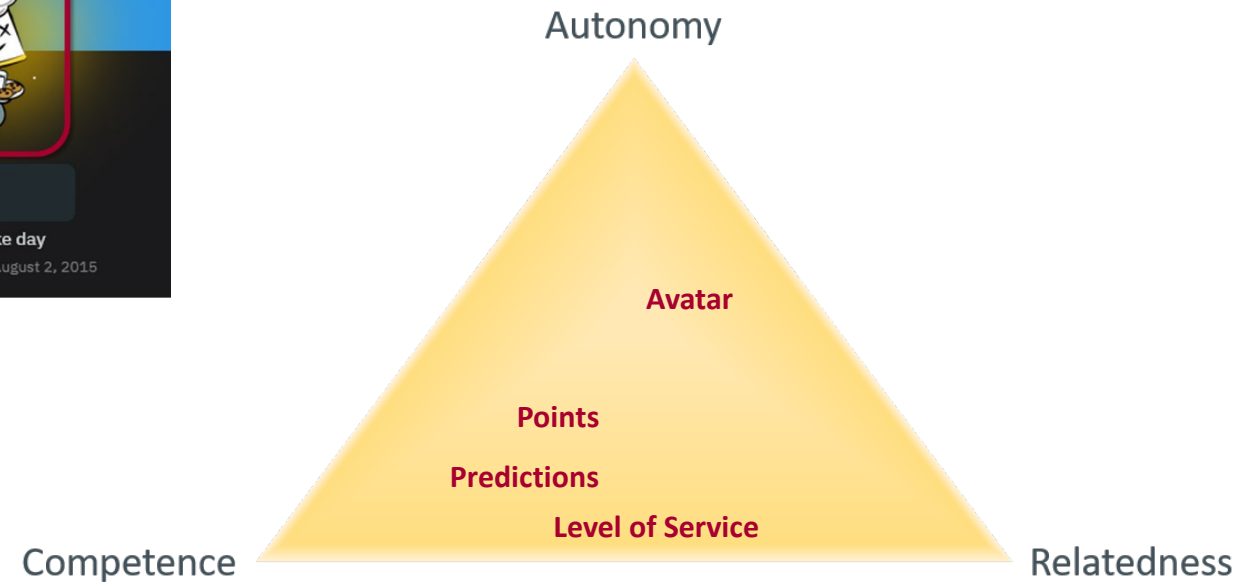
Avatars



Points



Level of Service



When is Gamification Useful?

- 1. Target activity connects to an actual user need**
- 2. Lacking motivation is an issue – not e.g. usability**
- 3. Target activity involves inherent challenge**
- 4. The most effective and efficient way to improve motivation is achieved by creating a feeling of competence – not e.g. defusing fears**

Aufgabenstellung – Evaluate and Improve

One person opens the app and shares the screen for other group members

Open <https://super-cupcake-e749d2.netlify.app>

1. Behaviour Chain:
 - Write down behaviour chain
 - If there are no subactivities → Add Target Activity as single entry in behaviour chain
2. User Research: Define hurdles and motivators according to your own assessment
3. Gamification Fit:
 - Answer questions
 - If all true, the (sub-)activity is a candidate for gamification
4. Create Skill Atom:
 - Use the guiding questions (Small questionmark in the corner)
 - Order: Challenge -> Goal -> Actions -> Rules -> Feedback -> Motivation
5. Identify problems:
 - Choose one skill atom part
 - Walk through design lenses and identify problems (+-symbol on design lenses)
6. Focus Questions: Brainstorm (1-2 Minutes) on each design lens and its guiding questions
7. Cluster & Finalize ideas: group Ideas and add a red dot on the ideas you like most as a group
8. Press the submit button if you finished steps 1-7 to your satisfaction.