

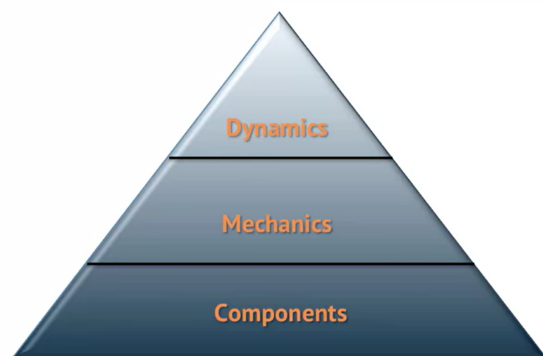


Game Elements

Breaking down games into parts

- Game elements are the tools you will use in gamification.
 - We will design the game with experience and game elements.
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Pyramid of Elements



- The best gamification is not the one that uses the most elements, but the one that uses them most effectively. The overall game experience is shaped around this pyramid.
1. **Dynamics** ⇒ The big picture, the most abstract elements in gamification, are not the rules. Rules are the visible reflection of dynamics.
 - Constraints
 - Emotional
 - Narrator
 - Progress
 - Relationships
 2. **Mechanics** ⇒ The predicates of gamification are challenges, chance, cooperation, cooperation, competition, feedback, finding resources, rewards, shopping, winning situations.
 3. **Components** ⇒ Game elements, parts of the game achievements, avatars, badges, boss fight, collectibles, combos, unlockables, gifts, leaderboards, levels, points, guests, teams.

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- This pyramid offers various options.
 - The further down the pyramid we go, the more components we have.
 - The areas at the top are more important.
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PBL Trio

- Points, Badges, Leaderboards
 - You can use them attractively in gamification by installing various functions on them.
 - **Pointing** → Keeping score, determining the winner, linking to rewards, providing feedback, the dynamic of progressing to a higher point, can be used to represent anything.
 - **Badges** → They represent achievement, they are flexible (i.e. you can present anything as a badge), they can also express style, add significance, give identity, show status.
 - **Leaderboards** → Ranking, personalised leaderboards.
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Limits of Elements

- Game elements are only the starting point of gamification.

- The game elements are not the game itself.
 - The elements by themselves cannot say that the experience is fun or engaging.
 - They are not enough for authenticity.
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Bing Gardon Interview

- Bing Gordon served as Creative Director of Electronic Arts, one of the world's leading video game companies. He is now a partner at Kleiner Perkins, one of Silicon Valley's leading venture capital firms. What makes this interview particularly interesting is Bing Gordon's role as a strong advocate for gamification.
- Bing Gordon emphasises the need for all CEOs, not just new CEOs, to understand gamification. He argues that this is necessary for several reasons. Firstly, people born after 1971 tend to see life as a game and are used to interfaces and rules as the new norm. To connect with employees and customers born after 1971, it is crucial to understand how they think and how they view the world through this gaming lens.
- Secondly, he emphasises that game design principles underpin various aspects of communication and motivation theory. CEOs are tasked with inspiring customers and employees, and game design offers a wealth of principles that can enhance these efforts. At its core, gamification is about engaging effectively with both customers and employees, and even being able to test your effectiveness in doing so. One of the principles of gamification is instant feedback, similar to the instant feedback we get in games, as opposed to typical workplace feedback.
- When asked where these principles can be learnt and how they can be applied, Bing Gordon says the best way is to play great games. He even humourously suggests that every Fortune 500 company should have a video game room because the most effective principles for success in games can be applied to business.
- He takes the example of World of Warcraft, where co-operation is challenging but encouraged through a party system, and emphasises that this is a great model for encouraging co-operation. He also discusses the psychology of rewarding good behaviour and punishing bad behaviour, a natural mechanism present in most human cultures.
- Bing Gordon mentions that people often misinterpret gamification by assuming that it is only about winning competitions. In reality, it's about engagement, where motivation peaks when you are 90 per cent towards a goal. He points out that relying solely on high scores can actually be demotivating for most people.
- He touches on the fact that the younger generation who grew up with video games are more attuned to this gamified world. Today's children are used to badge systems, achievements, virtual points and virtual assets in the games they play. This shapes their view of the world as less hierarchical and more peer-to-peer. Understanding and applying gamification principles can therefore improve communication, relationships and learning in this changing environment.
- In conclusion, Bing Gordon's interview sheds light on the importance of gamification in business. It offers valuable insights into why CEOs should embrace the concept, the principles underlying it and how it can revolutionise engagement and communication in the digital age.