

Stage 1

Customer identification

- The targeted segment (18 -35 year old people) play the most games. Gamification uses game elements to increase fun of the simple activity of eating a pastry. The target audience will likely be familiar with some of the game elements used making it easier for them to adopt the habit of eating the pastries.
- Gamification can include a strong social element which is attractive when targeting women. Women play more social games than men (eg 60% of Farmville players are women). As pastries are more likely to appeal to woman (market research) gamification can specifically target them.
- Gamification can be used to create new habits (eg see lecture 3.1 on the Foursquare factors). The habit to be created is to eat a pastry. Market research shows the target audience has little time to eat breakfast. Eating a pastry is a simple and relatively quick activity (compared to a traditional breakfast). Gamification can make sure players take this small amount of time in the morning by providing rewards.
- Although the market share in the ready to eat segment is relatively small (10%) it might be substantial enough to allow for individualized social comparison between friends. This makes adoption easier (as you can compare your own score against that of a friend).

Stage 2

System description

In the system employees will receive points for specific workout activities. Point can be used to give donations to local charities who want to initiate specific projects that benefit the community but do not have the funds to start these projects (similar to how www.kickstarter.com works). Individual players can receive badges in various categories (eg points donated, specific causes supported, etc).

Furthermore, departments will be ranked according to how much points they have donated (similar to the Microsoft test screen translation example of week 1). Bonus points will be awarded to special types of workouts. Although this will cost the city some money, given the great amounts of money exercise save the city this can be justified (however, one should look at the actual costs more closely).

Furthermore, as a result of additional charity the costs of social welfare may decrease as well.

Relation to motivation

- Contributing to something purposeful (local charity projects) will create an intrinsic motivation (self determination theory)
- Challenges that earn extra points will keep the activity interesting (novelty) and motivated
- Badges allow for comparison between colleagues (extrinsic motivation)

- Comparing between departments will create healthy rivalry (external motivation) (as can be seen from the Microsoft example given in week 1)