

Gamification

INTERACTIVE
MEDIA



How Uber Uses Psychological Tricks to Push Its Drivers' Buttons



Uber eat

個人專屬獎勵方案

一、自動加成獎勵

每週更新加成獎勵列表，掌握高單量的時間及區域，在加成區域上線讓你輕鬆賺更多！

除了可即時觀看線上加成倍率地圖，在加成區域完成行程後，不用再等到每週二，可立即觀看加成獎勵金額。

沒有趟次門檻限制，每趟均有加成獎勵，讓你輕鬆賺更多！

(一) 五大優點

1. 獎勵加成 上線好時機

直接查看當週所有的加成獎勵，讓你掌握每個黃金時段！

2. 熱點地圖 單量衝更高

時時查看加成地圖，熱點區域高倍率，哪裡單多早知道！

3. 立即查看 當下見獎勵

無需等到下週二！案件結束後，加成金額立即就能看到！

4. 沒有門檻 趟趟皆有獎

加成獎勵沒有趟次門檻限制，上線趟趟均有獎勵，讓你輕鬆賺更多！




注意事項

- 行程必須從 北北基地區 開始
- 乘客與合作駕駛取消的行程不會計入額外獎勵

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Outline



Octalysis (八角分析法)

- 左腦 vs 右腦
- 白帽 vs 黑帽



Skinner Box



Bartle' s player types

The Game of Work 1984



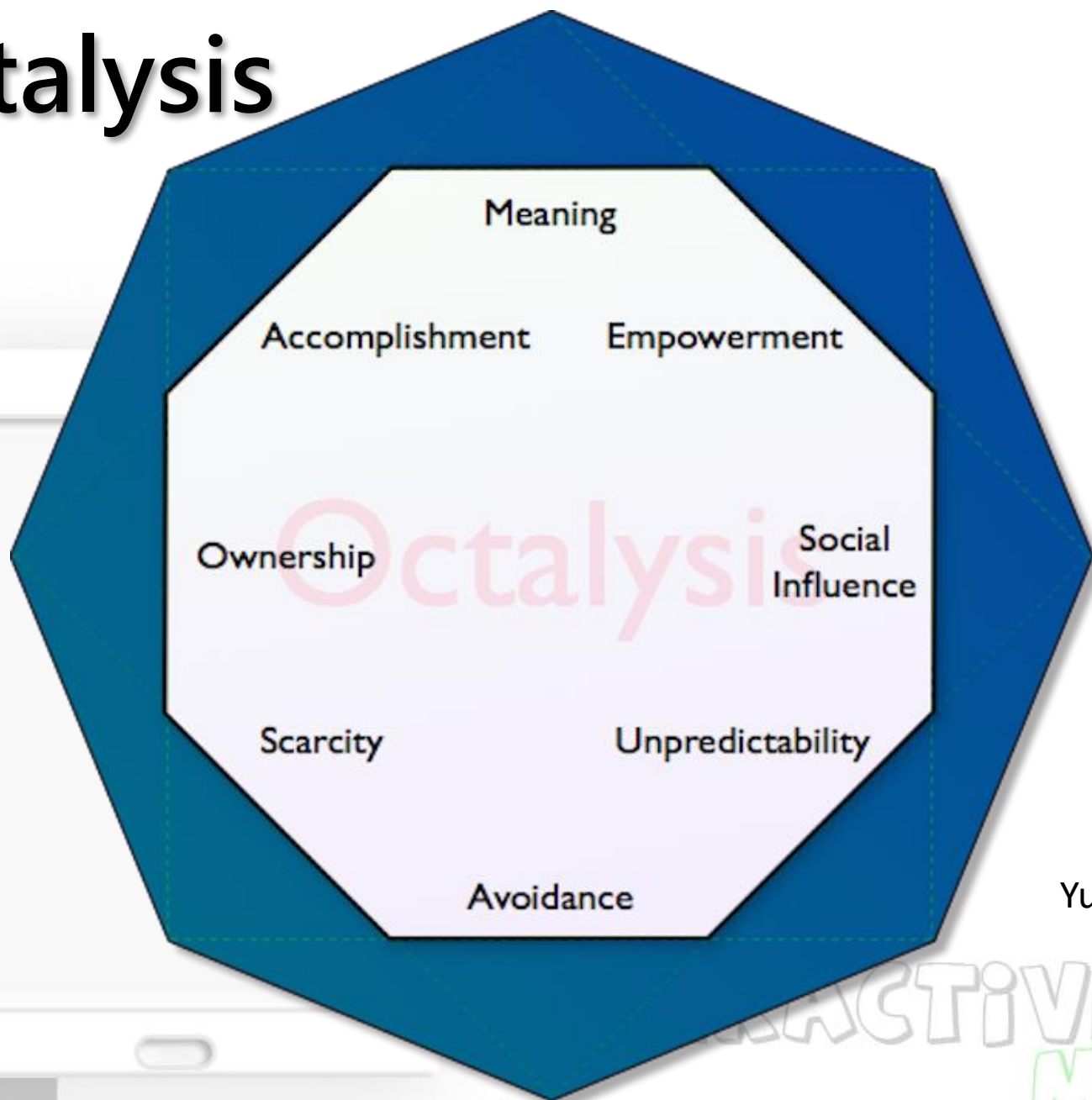
Charles Coonradt



相對於可領薪水的工作，為何人們願意付錢去運動或娛樂？

- 📎 明確的目標
- 📎 更佳的得分記錄與記分表
- 📎 更常得到回饋
- 📎 更多個人選擇執行方法的自由
- 📎 教練持續教導

Octalysis



Yu-Kai Chou

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1. 重大使命與呼召



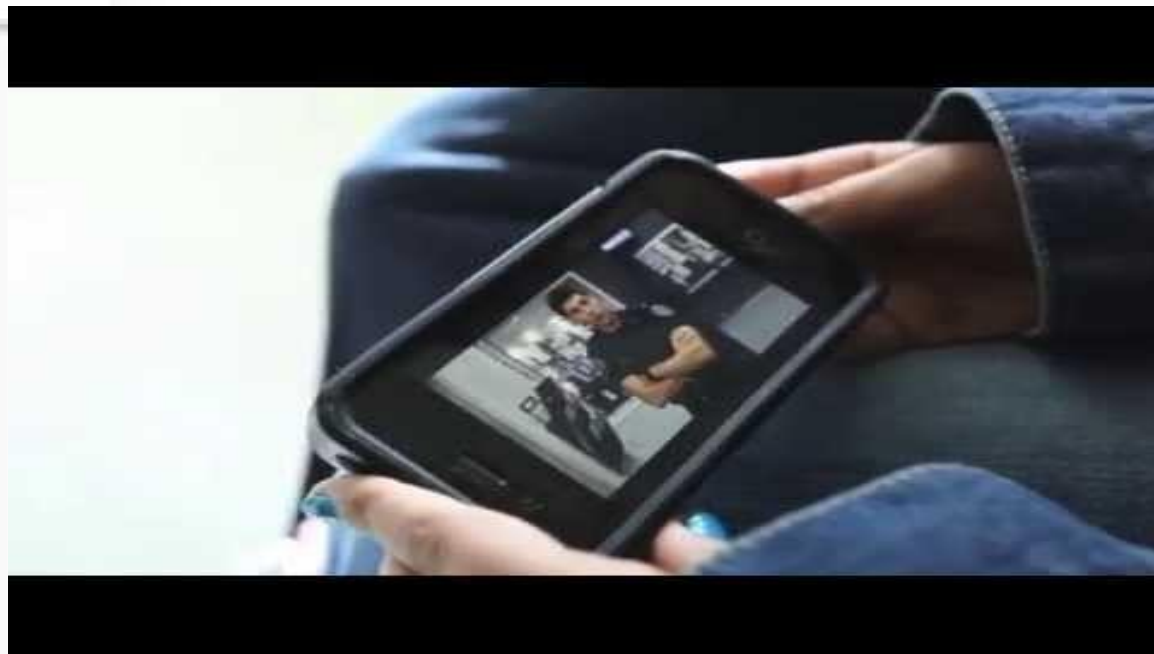
Wikipedia



Narrative






Hero



SickKids presents: The Pain Squad app

2. 發展與成就



-  Status Points
-  Badges
-  Leaderboard

3. 賦與創造力與回饋



Lego



Real-time control



Instant feedback



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foldit



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4. 所有權與占有欲





- Exchangeable Points
- Avatar
- Collection Sets

Dragonbox



5. 社會影響力與同理心



-  Friending
-  Social treasure

OP@WER

UtilityCo

John Doe

Last Month Neighbor Comparison | You used 34% less than your efficient neighbors.



How You're Doing:

► GREAT 😊😊
Good
More Than Average

WHO ARE YOUR "NEIGHBORS"?

■ ALL NEIGHBORS

Approximately 60 occupied, nearby homes that are similar in size to yours (avg 5,379 sq ft)

■ EFFICIENT NEIGHBORS

The most efficient 20 percent from the "All Neighbors" group

Spotlight on Cooling

Your cooling usage compared to your neighbors:



You used 36% LESS energy on cooling than your neighbors.



Summer Reminder

Adjust your thermostat every time you leave the house. Even one degree can make a difference in savings.

Your estimated cooling usage is based on last summer's energy use and temperature.

Last 12 Months Neighbor Comparison

⚡ ELECTRICITY



Energy Saving Tips for the Hot Summer



78°



Overall, move your thermostat up 2°.

You won't feel the temperature difference, and you could save up to 16% on your electricity bill.

When you're away, set it higher.

When you leave home or go to bed, turn your thermostat up 10°.

Consider a programmable thermostat.

You can automatically increase and decrease the temperature of your home according to the time of day. Programmable thermostats cost less than \$50 and are easy to install.

Find more ways to save online



www.acmepower.com/reports

UtilityCo

RUNS ON OP@WER

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6. 稀缺性與迫切



- 📎 Appointment Dynamics
- 📎 Torture breaks

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出資專案



已完成案場

252

[全區](#)[北部](#)[中部](#)[南部](#)[東部](#)[離島](#)

新竹風城6號

新竹縣竹北市

即將
開案**6.05%**

預估內部報酬率

⌚ 倒數 01 天 12:42:28 開賣

預估平均年收益 **2,356** 元/片購買人數 **0** 人售價 **27,000** 元/片

剩餘 24 片

0 %

雲林笨港24號

雲林縣斗六市

即將
開案**6.01%**

預估內部報酬率

⌚ 倒數 01 天 12:42:28 開賣

預估平均年收益 **1,836** 元/片購買人數 **0** 人售價 **21,105** 元/片

剩餘 28 片

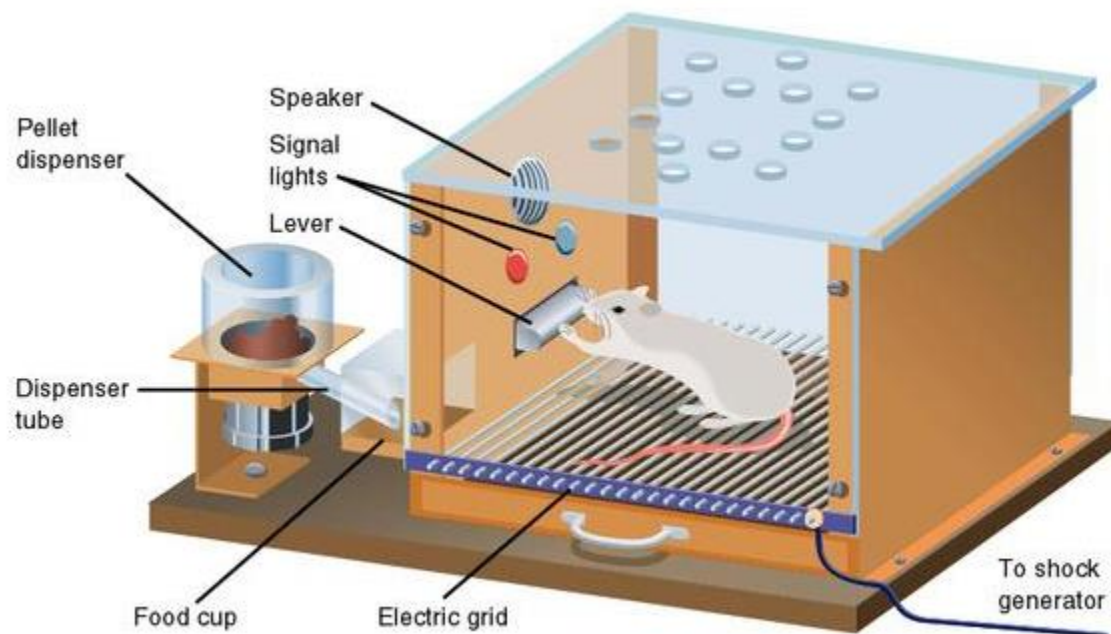
0 %

7. 不確定性與好奇心



Random rewards

Skinner Box



The Speed Camera Lottery

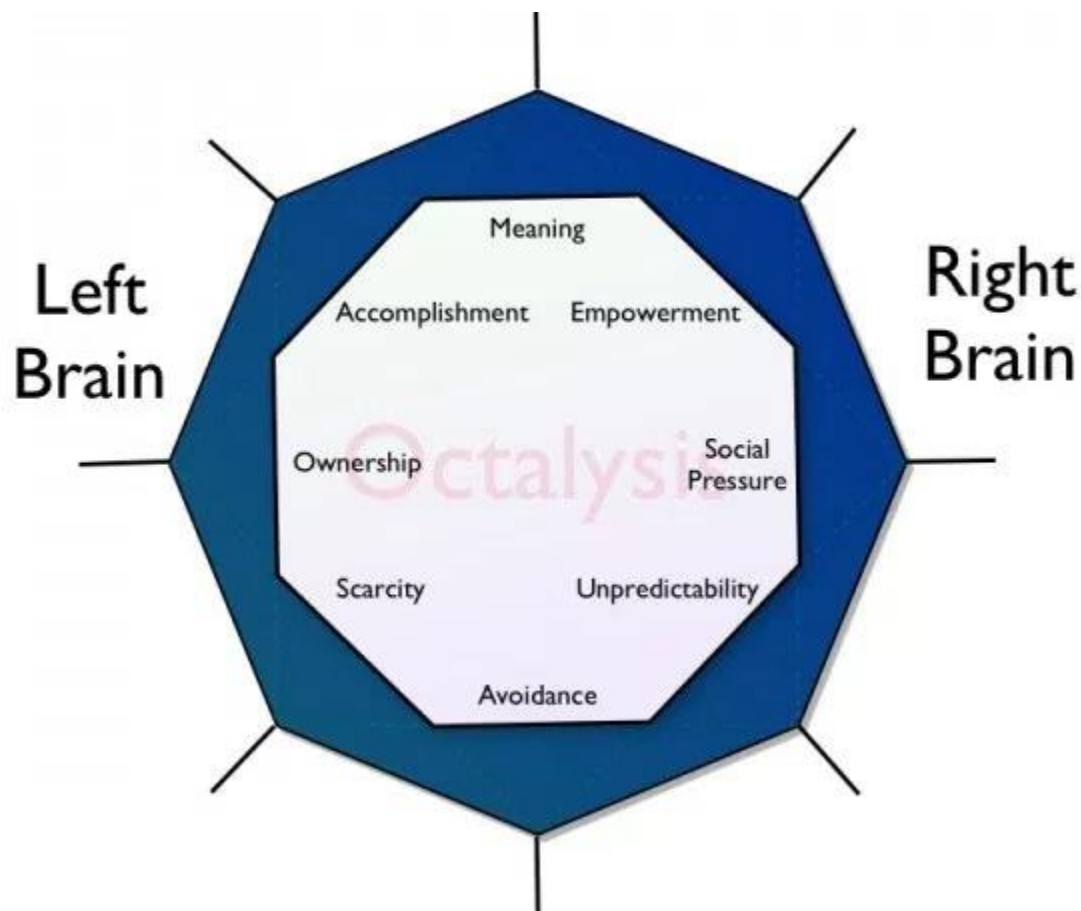


8. 損失與避免

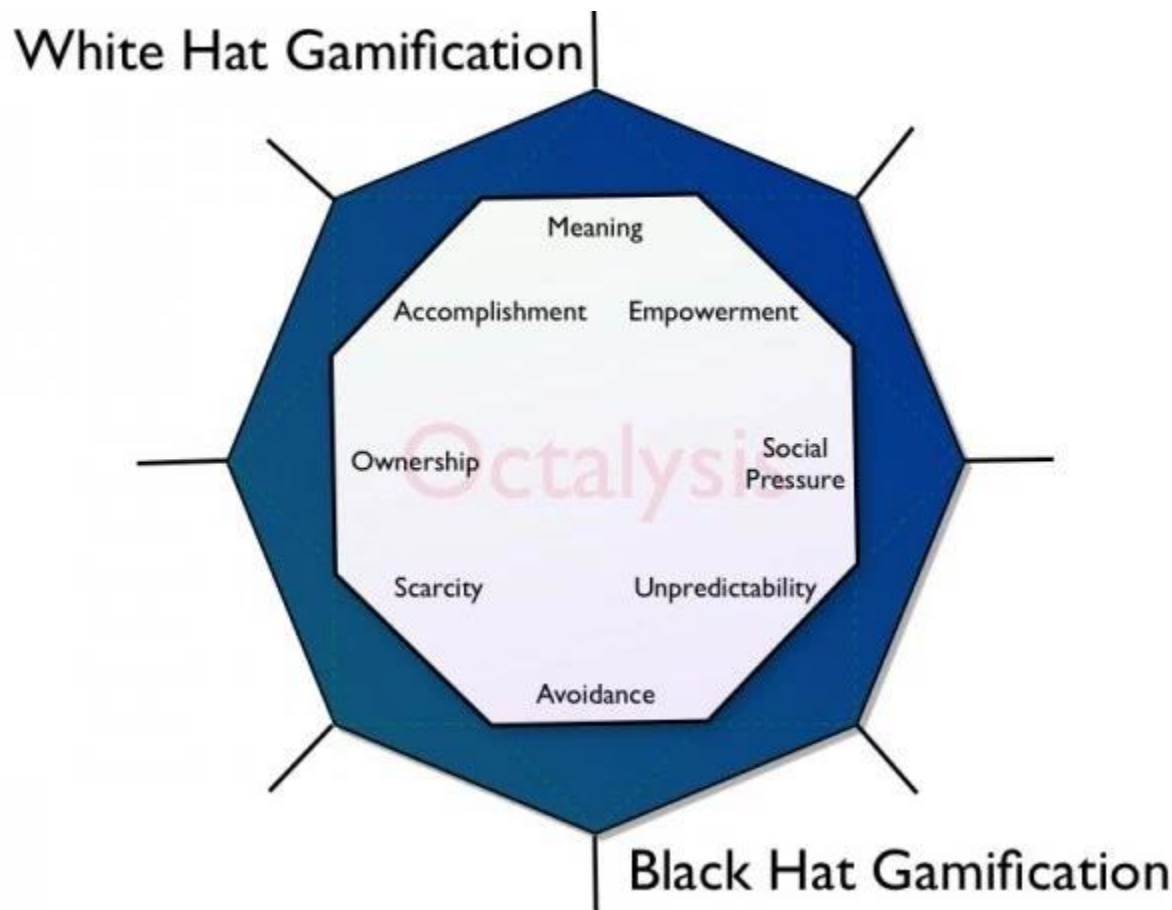


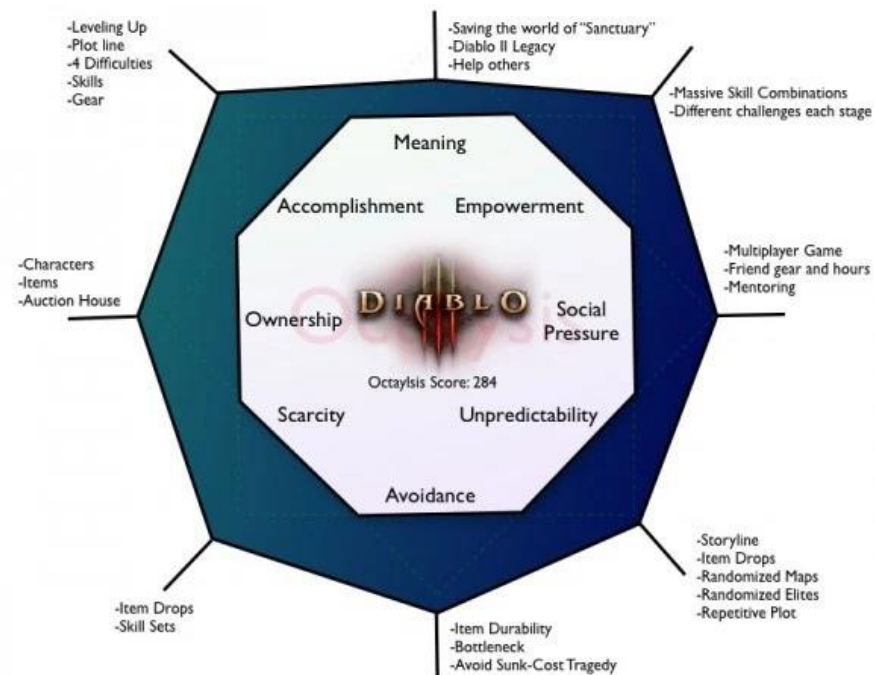
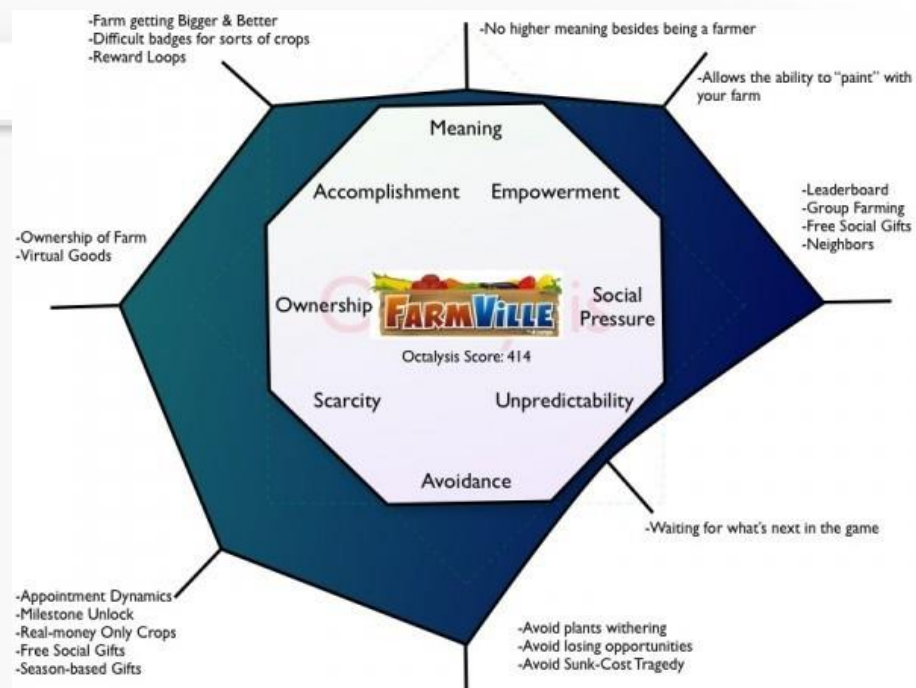
Sunk cost Prison

外部傾向 vs. 內部傾向

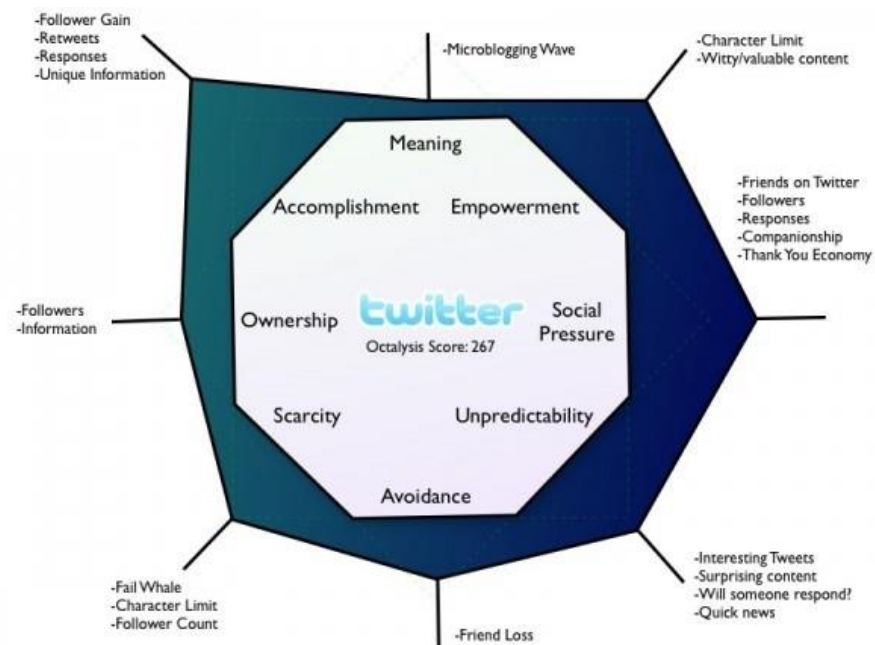
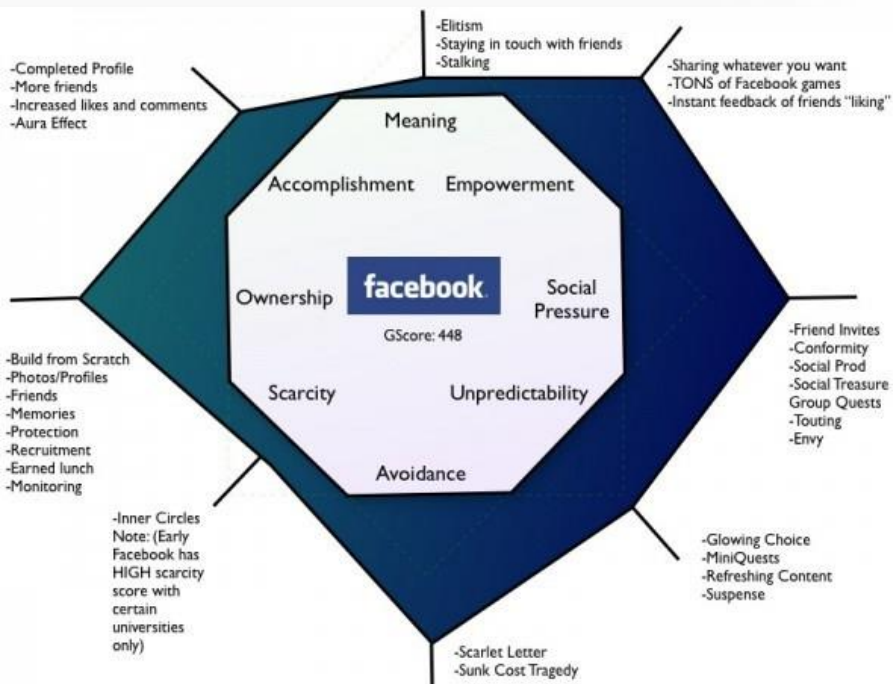


白帽遊戲化 vs. 黑帽遊戲化





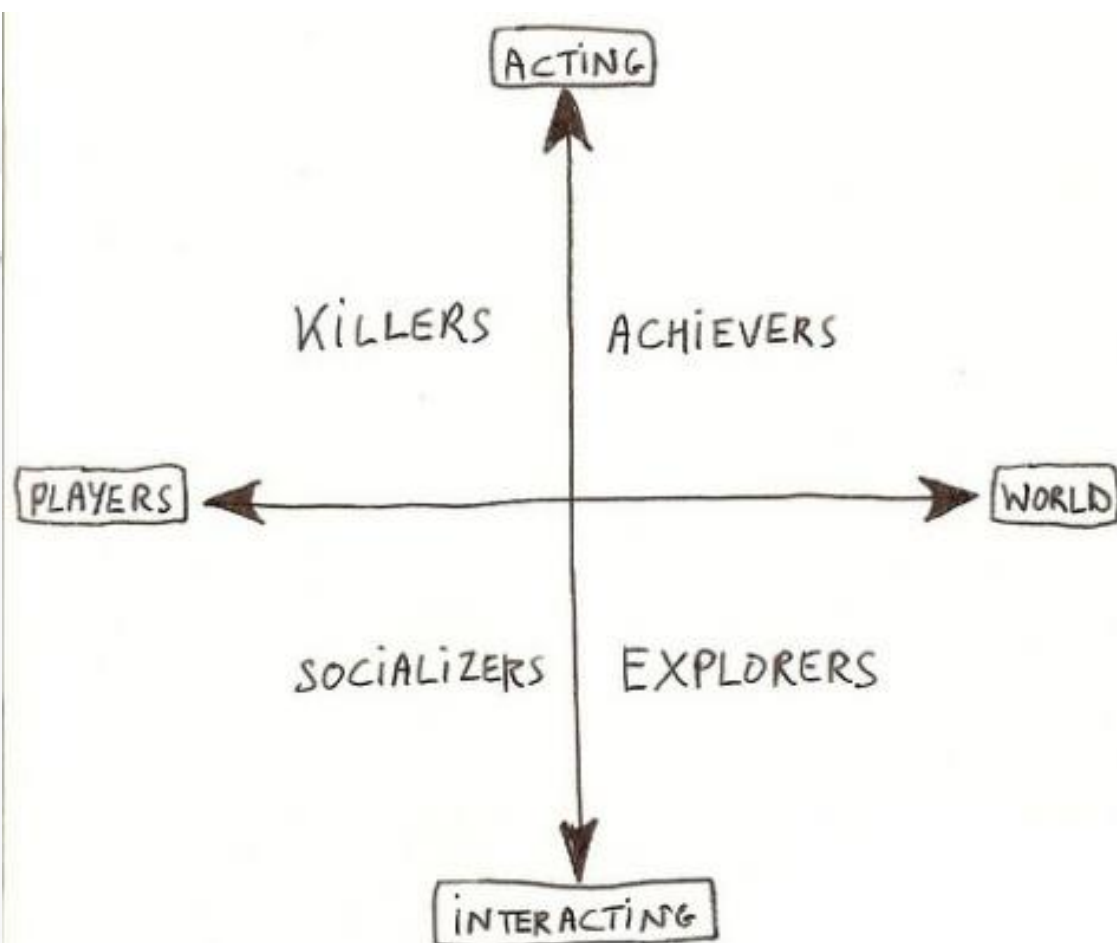
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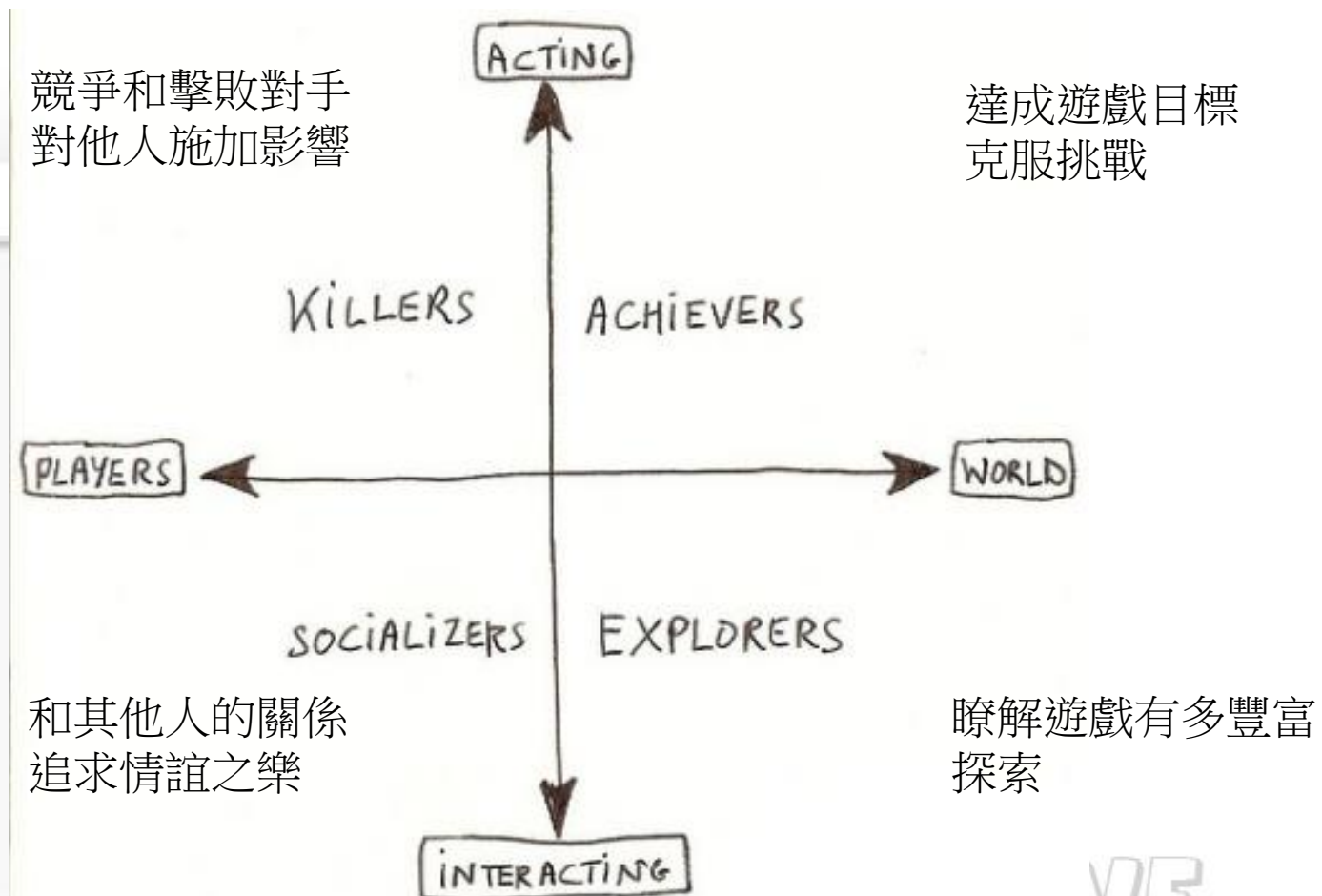
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Bartle taxonomy of player types(1996)

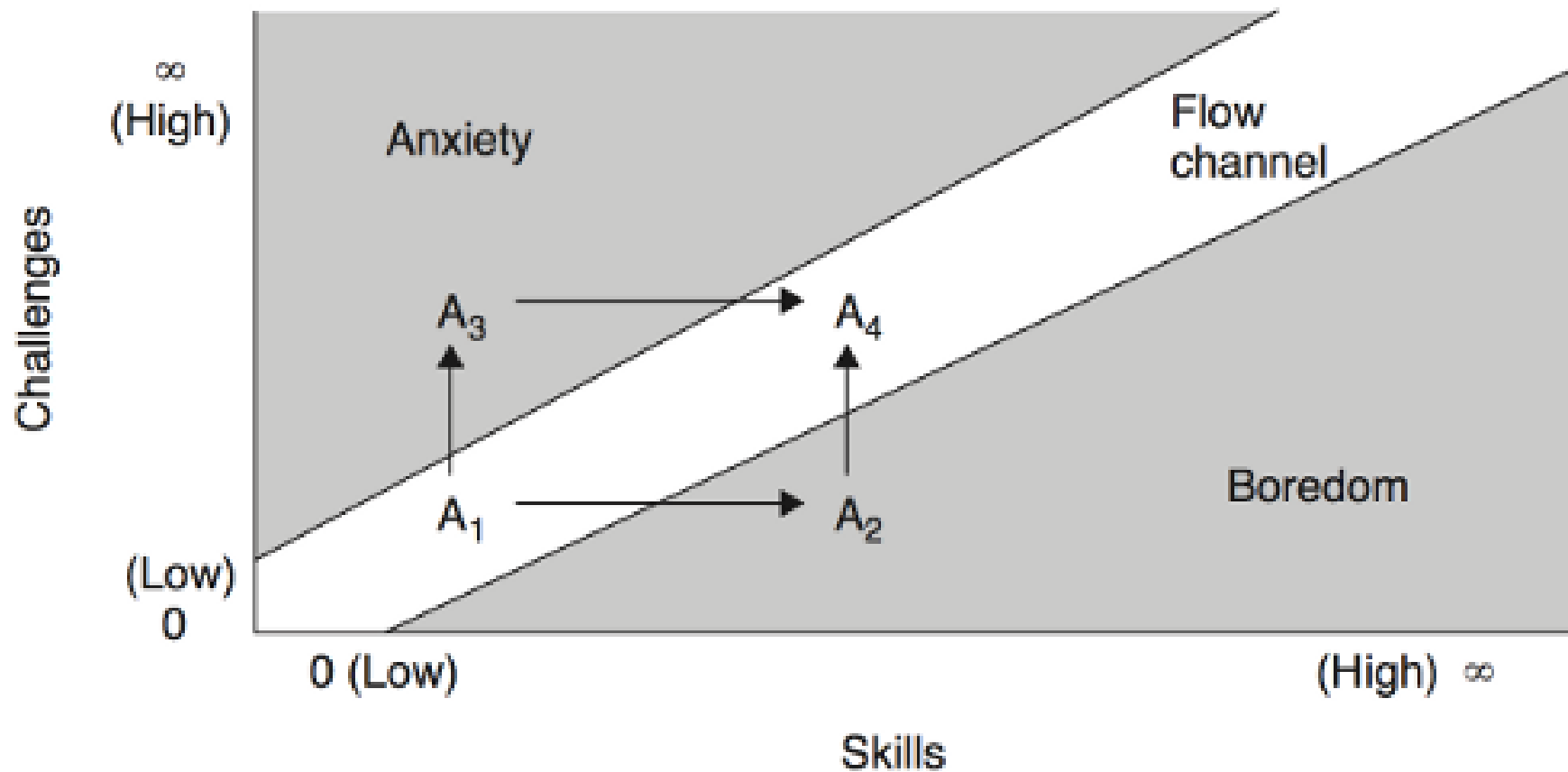
The Bartle Test



Bartle taxonomy of player types(1996)

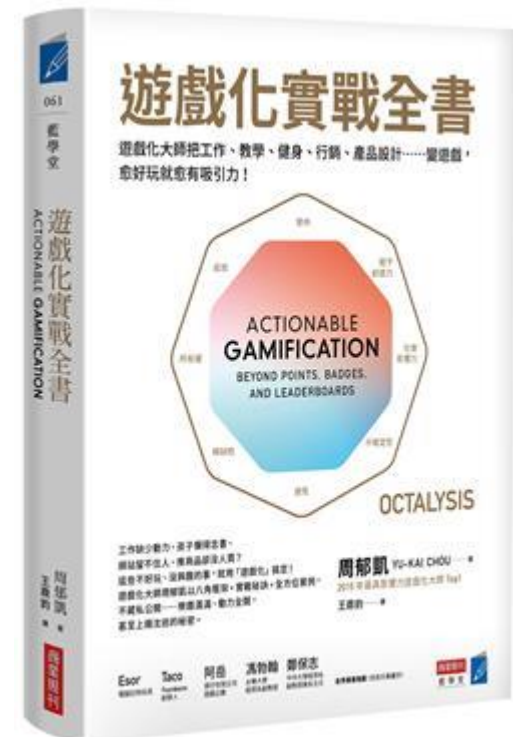
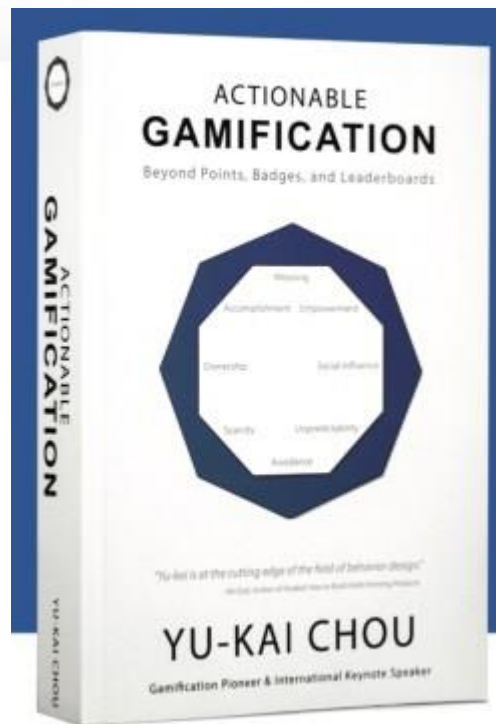


Flow (1990)



Reference

Actionable Gamification: Beyond Points, Badges, and Leaderboards 2015



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Reference



- The Art of Game Design
 - Chapter 9: The Game is Made for Player

