

Gameful Design

IGME-590: Games & Tourism
Spring 2018
Elizabeth Lawley

We're making Facebook for Hamsters!

We're not investing in social networks anymore.

It's gamified augmented reality mobile.

Here's ten million.



Dr. Sebastian Deterding
University of York

Gamification:

The use of
game design elements
in non-game contexts

Gaming



Playing



Gaming, not playing

Systems



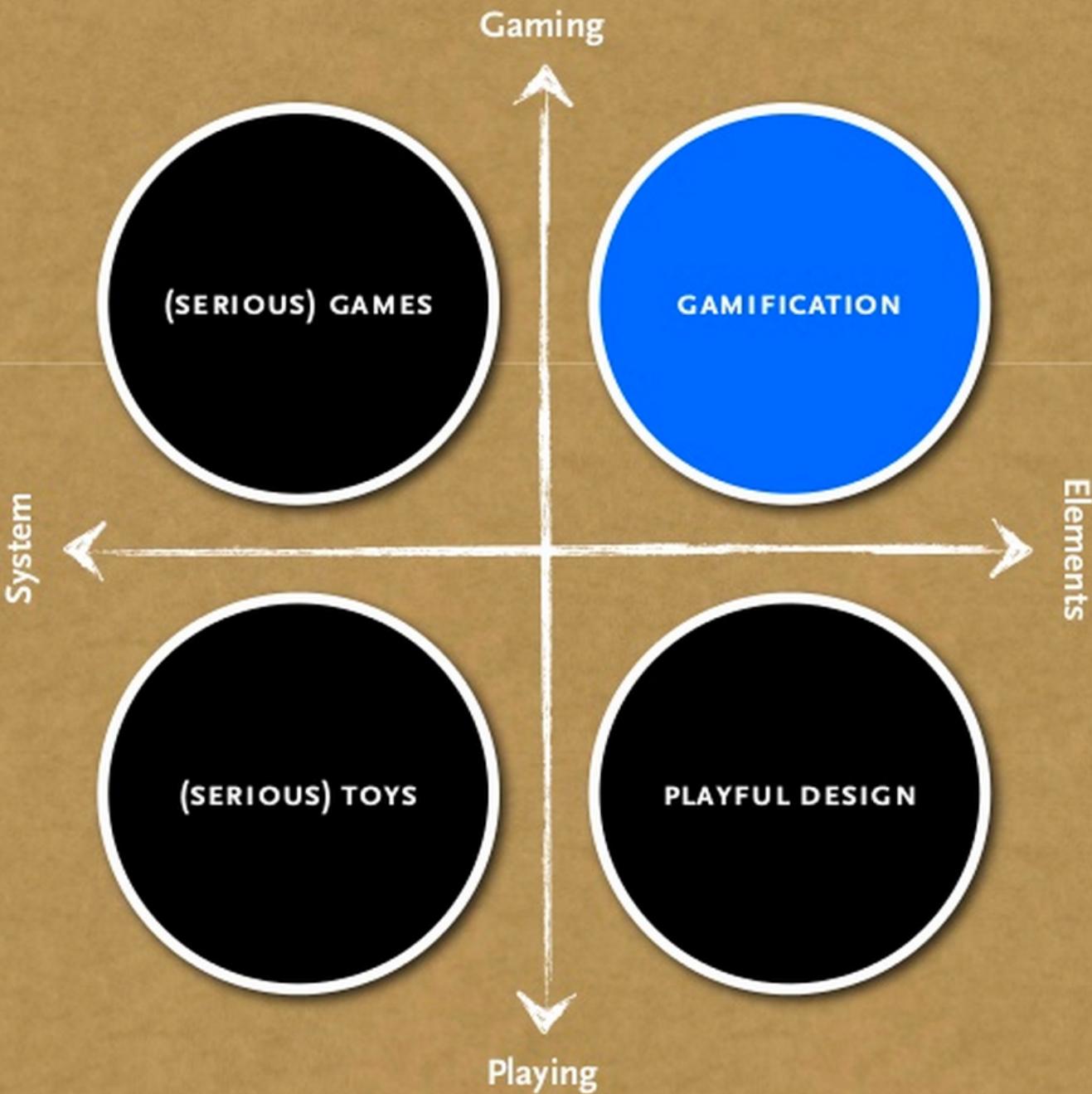
Elements



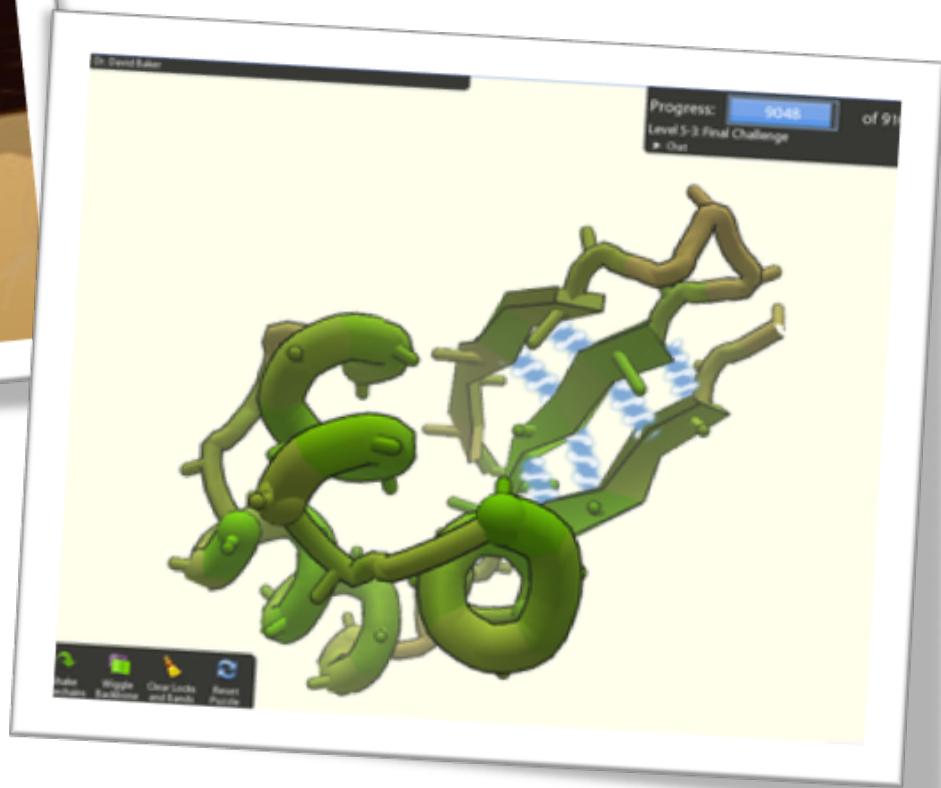
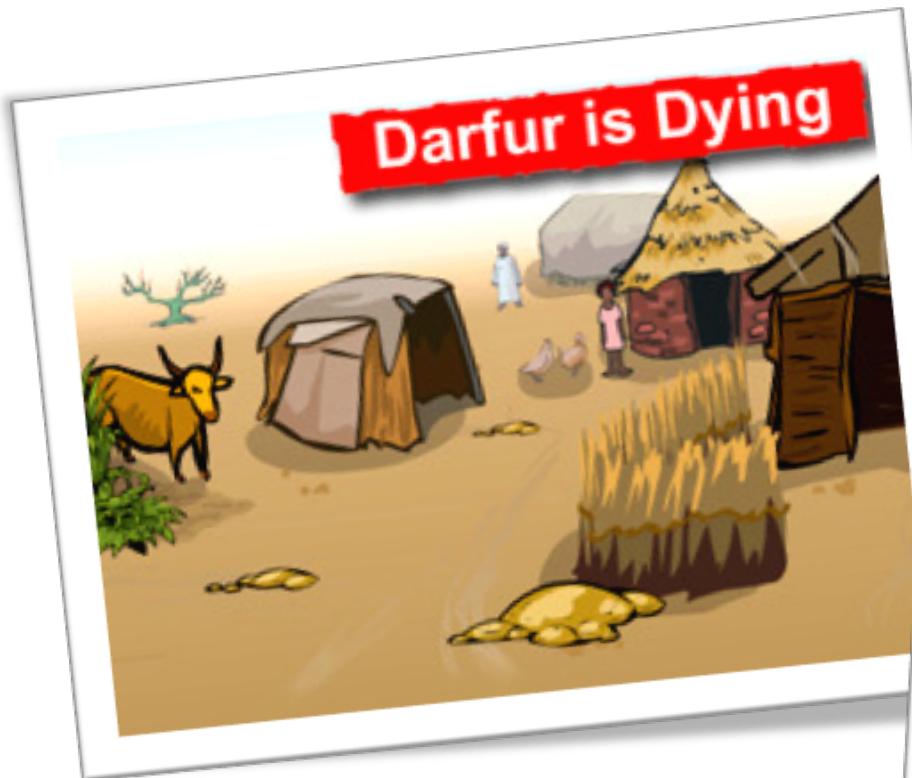
Elements, not whole systems



Share



Serious Games



Serious toys



LeapFrog Learn & Groove Counting Maracas

by [LeapFrog](#)

4.5 out of 5 stars - [157 customer reviews](#)

Price: **\$18.85**

Note: \$4.99 shipping when purchased from netStocker. Offers with free Prime shipping available in [more buying choices](#).

Only 14 left in stock.

Ships from and sold by [netStocker](#).

- Shake and move to a learning groove!
- Maracas provide lights, sounds and learning activities.
- Features three ways to play: Counting, Colors and Music Play learning modes.
- Music Play allows baby to explore creativity and open-ended play.
- Introduces colors, vocabulary and counting 1-10 in English and Spanish.

12 new from **\$17.99** 10 collectible from **\$11.98**

Playful design









gamification

The image displays three examples of gamification:

- Lift app:** A mobile application interface with a blue header featuring the Lift logo and the slogan "Unlock your potential. Change". Below the header, there's a section for "Lift helps you re..." followed by an "iPhone" icon.
- Foursquare profile:** A screenshot of a user's Foursquare profile page. The profile belongs to "Liz Lawley" from "Rochester, NY". It shows "3,844 Check-ins" and a recent visit to "Delta Sky Club". The page includes a search bar, a badge section titled "Badges (8)", and a "History (Last 5)" section showing locations like "Delta Sky Club" and "Greater Rochester International Airport (ROC)".
- RedCard mobile app:** A screenshot of the RedCard mobile application. The screen has a red header with the text "USE YOUR REDCARD HELP YOUR SCHOOL". Below the header, it says "Scan Something" and shows a large letter "G". It displays "Your Last 10 Scores" with a barcode pattern "GRGGGGRGGG". Below that, it shows "Total Score 88% (G)" and "# of Sales 44". On the right side, there are eight yellow buttons labeled K1 through K8, each with a function: "Enter ID", "Get Change", "No Barcode", "Functions", "Reprint receipt", and "Extras".

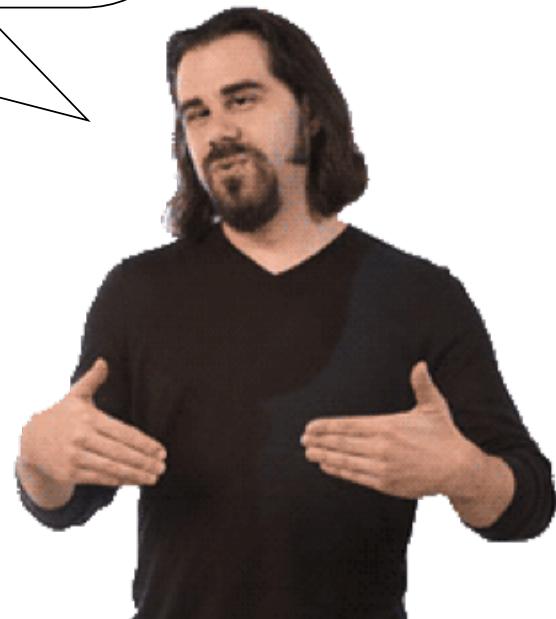
Gamification ... tricks people into believing that there's a simple way to imbue their ... thing with the psychological, emotional and social power of a great game.



Margaret Robertson:
Can't Play, Won't Play (2010)

“ -ification involves simple, repeatable, proven techniques.

[It] is always easy and repeatable, and it's usually bullshit.”



Ian Bogost:
Gamification is Bullshit (2011)

Using game elements in non-game contexts

This is not a new idea....



"Mowing the lawn or waiting in a dentist's office can become enjoyable provided one restructures the activity by providing goals, rules, and the other elements of enjoyment."

Mihaly Csikszentmihalyi
Flow (1960)







Their task is not a grind

TERRA NOVA

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Some Virtual Worlds

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In Praise of the Grind

Liz Lawley

During my first few years a faculty member, when I was balancing impossibly heavy teaching loads with an impossibly demanding family (hey, I love my kids, but having two under five is challenging!), I didn't use summers to do research and course development. Instead, I used them to clear my mind, to get much-needed downtime. I developed a habit that to everyone else seemed extremely odd...I'd sit on our lawn, literally for hours at a time, tracing the stems of [creeping, flowering weeds](#) to their tap roots and then pulling them out.

It was indescribably satisfying, this mindless task. When I found a particularly wide ranging cluster and yanked it out by the roots, I felt triumphant. Everybody who saw me do this thought I was nuts. By the end of the summer, I would only have cleared a few visible patches of lawn, mostly in places where I could sit in the shade of a tree while I worked. But the point wasn't really to eradicate every weed...it was to engage in an activity that felt at once mindless and productive, something that gave me bite-sized victories and could be stopped and restarted easily when toddlers demanded my attention. I could talk on the phone while I did this, or chat with neighbors. I could be social, but I was safe from emails on my computer and laundry in my basement.

Now we have a lawn service, so there are no creeping weeds in our lawn. That's okay, though, because I've got World of Warcraft. And unlike many of my "serious" gamer friends, I *love* the leveling grind of WoW. It's why I prefer a PvE server to a PvP server, in fact, since it's hard to get into the zen-like grind-mind I enjoy when I'm constantly being ganked. And it's why I so resent

Early gamification

The poster features a large title "Get a Clue" in yellow, with "at YOUR LIBRARY" in orange. It includes sections for "Get Started", "Programs", "Fun & Games", "Book Lists", "Web Links", and "Sponsors". A white box highlights a challenge: "5. Earn cool prizes beginning July 1st! When you have read 500 minutes, visit your library to collect your halfway prize! When you have read a total of 1000 minutes, visit your library to collect your finisher prize! If you read a total of 1000 minutes, by August 31, you can enter a drawing to be eligible to win one of three brand new laptop computers! Prize Chart." Below the challenge is a cartoon illustration of a white dog wearing a fedora and magnifying glass, holding a book titled "THE TRUTH ABOUT CATS". A brown cat is peeking from behind a book. A treasure chest filled with books is visible. The King County Library System logo is in the top left corner.

5. Earn cool prizes beginning July 1st! When you have read 500 minutes, visit your library to collect your halfway prize! When you have read a total of 1000 minutes, visit your library to collect your finisher prize! If you read a total of 1000 minutes, by August 31, you can enter a drawing to be eligible to win one of three brand new laptop computers! Prize Chart.

KING COUNTY LIBRARY SYSTEM

Get a Clue
@ YOUR LIBRARY

Get Started
Programs
Fun & Games
Book Lists
Web Links
Sponsors

View an SRP Video Message from Nancy Drew

Sound Safari Theater Presents:
The Mysterious Adventures of Sherlock Hounds - [See the Video](#)

More early gamification



MEDALLION QUALIFICATION LEVELS

HERE'S HOW TO REACH MEDALLION STATUS WITH THE NEW QUALIFICATION THRESHOLD.

FLY THE MINIMUM MQMs OR MQSs AND \$ SPEND THE MINIMUM MQDs

TO REACH	YOU WILL NEED	25,000 MQMs — OR — 30 MQSs	AND	\$2,500 MQDs
SILVER				
TO REACH	YOU WILL NEED	50,000 MQMs — OR — 60 MQSs	AND	\$5,000 MQDs
GOLD				
TO REACH	YOU WILL NEED	75,000 MQMs — OR — 100 MQSs	AND	\$7,500 MQDs
PLATINUM				
TO REACH	YOU WILL NEED	125,000 MQMs — OR — 140 MQSs	AND	\$12,500 MQDs
DIAMOND				

MQD WAIVER: THE MQDs REQUIREMENT FOR THE QUALIFICATION YEAR WILL BE WAIVED IF YOU MAKE AT LEAST \$25,000 IN ELIGIBLE PURCHASES IN THAT YEAR WITH YOUR DELTA SKYMILES CREDIT CARD FROM AMERICAN EXPRESS.*

From gamification
to gameful design

1. Hard Fun: Fiero – in the moment personal triumph over adversity
2. Easy Fun: Curiosity
3. Serious Fun: Relaxation and excitement
4. People Fun: Amusement”



Nicole Lazzaro:
The 4 Keys 2 Fun

The 4 Fun Keys Paint Engagement w/ Verbs



“An understanding of human motivation requires a consideration of innate psychological needs for *competence*, *autonomy*, and *relatedness*.”



Richard Ryan & Edward Deci:
The What & Why
of Goal Pursuit (2000)

Daniel H. Pink

author of the *New York Times* bestseller

A Whole New Mind

DRIVE

The Surprising Truth
About What Motivates Us



INTRINSIC
MOTIVATION

EXTRINSIC
MOTIVATION

“Intrinsic and extrinsic motivation is not a dichotomy, it’s a continuum.”



Scott Rigby:
Intrinsic & Extrinsic
Player Motivation (2012)

Fun → voluntary?

VOLUNTARY → FUN!



It's a good
thing I'm
getting paid
for this.

I need to lose
weight. Maybe this
will help.

I love
hiking!

"My point is that the 'fun', the pleasure of these elements does not come from some extrinsic reward value of those elements, but chiefly from the experience of competence they give rise to."



Sebastian Deterding:
Gamification by Design –
A Response to O'Reilly

It's the autonomy, stupid.



(and the competence, and the relatedness)

Useful resources

Sebastian Deterding

codingconduct.cc

coding conduct
Persuasive Design for digital media

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Welcome

to the online portfolio of researcher and designer [Sebastian Deterding](#), working on [persuasive](#), [playful](#) and [gameful design](#) (or »gamification«) for [human flourishing](#). Please, feel at home and do have a look around. Got a question? Want to work with me? I'd love to hear from you, so [get in touch](#). Cheers.

Recent News

- Just out with Games and Culture: [Alibis of Adult Play](#), or, me channeling Goffman on how adults manage embarrassment in play
- Just out with Computers in Human Behavior: A [Special Section on Gamification Research](#). Read my and Lennart Nacke's introduction, [The maturing of gamification research](#)
- Our [CHI'17 workshop on Mixed-Initiative Creative Interfaces](#) was a

Design Against Productivity presentation, mit media lab

Auto-Levelling Science Games project

The Gameful World Book, MIT Press

Designing the Good Life presentation, uxlondon

[Impressum](#)

Amy Jo Kim

amyjokim.com



AMY JO KIM

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Get FREE tips to create a product your customers will love!

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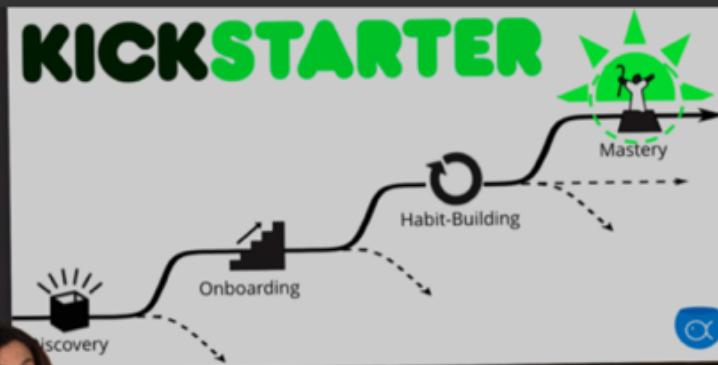
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Cooperative Design the Kickstarter way

Amy Jo Kim

February 12, 2017

0



Game Thinking
TEARDOWN



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Blair Ethington
GM, Covet Fashion, [Crowdstar](#)

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Game Thinking Masterclass by Amy Jo Kim @ NUMA_blr
NUMA Bengaluru • 703 views • 1 year ago



"How to Drive Deep User Engagement" by Amy Jo Kim at Lean Product Meetup

Dan Olsen • 245 views • 10 months ago

Amy Jo Kim gave this talk at the Lean Product & Lean UX Silicon Valley Meetup on March 14, 2017.
<http://meetup.com/lean-product>.



Creating Compelling Experiences | Amy Jo KIM

CasualConnect • 54K views • 6 years ago

Games are infiltrating every aspect of daily life - and everyone's now a gamer, in one form or another.
Early-on "gamification"



Amy Jo Kim





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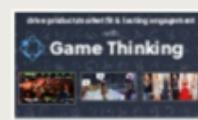
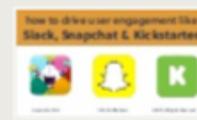


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Selected Articles and Preprints by Scott Nicholson

Note - These are not always the final articles as published, but are my last preprint. For the definitive version with page numbers, check the journal or book. (Your local library can help!)

You can follow Scott on [Facebook](#) or [Twitter](#)

Games and Gamification

Nicholson, S. (2018). [Creating engaging escape rooms for the classroom](#). *Childhood Education* 94(1), 44-49.

Monaghan, S., and Nicholson, S. (2017). [Bringing escape room concepts to pathophysiology case studies](#). *HAPS Educator* 21(2), 49-62.

Nicholson, S. (2016). [Ask Why: Creating a Better Player Experience Through Environmental Storytelling and Consistency in Escape Room Design](#). Paper presented at Meaningful Play 2016, Lansing, Michigan.

Nicholson, S. (2016). [The State of Escape: Escape Room Design and Facilities](#). Paper presented at Meaningful Play 2016. Lansing, Michigan.

Nicholson, S. (2015). [Peeking behind the locked door: A survey of escape room facilities](#). White Paper available at <http://scottnicholson.com/pubs/erfacwhite.pdf>

Nicholson, S. (2015). [A RECIPE for Meaningful Gamification](#). In Wood, L. & Reiners, T., eds. *Gamification in Education and Business*, New York: Springer. 1-20. Preprint available online at <http://scottnicholson.com/pubs/recipepreprint.pdf> Final version available at http://dx.doi.org/10.1007/978-3-319-10208-5_1

Nicholson, S. (2014). [Exploring the Endgame of Gamification](#). In Fuchs, M., Fizek, S., Ruffino, P. and Schrape, N. (Eds.) *Rethinking Gamification*. Meson Press: Lüneburg, Germany. 289-303.

Nicholson, S. and Begy, J. (2014, May). [A Framework for Exploring Tablet-based Tabletop Games](#) (extended abstract). Presentation at the 2014 Canadian Games Studies Association, St. Catherines, Ontario.

Nicholson, S. (2013). [Playing in the Past: A History of Games, Toys and Puzzles in North American Libraries](#). *Library Quarterly* 83(4), 341-361.

Nicholson, S. (2013, June). [Exploring Gamification Techniques for Classroom Management](#). Paper Presented at Games+Learning+Society 9.0, Madison, WI

Nicholson, S. (2012, October). [Strategies for Meaningful Gamification: Concepts behind Transformative Play and Participatory Museums](#). Presented at Meaningful Play 2012. Lansing, Michigan.

Nicholson, S. (2012, June). [A User-Centered Theoretical Framework for Meaningful Gamification](#). Paper Presented at Games+Learning+Society 8.0, Madison, WI.

Scott Rigby & Rich Ryan

immersyve.com



Research & Resources

 Search*Gaming, Intrinsic Motivation, PENS /*

Scott Rigby Delivers Keynote at GiGse 2015 Conference

Scott Rigby, gaming psychology expert, delivers keynote at 2015 GiGse Conference on Why Mobile Games are Winning Mindshare. "To improve player retention" Rigby notes that "developers must understand player motivation and engagement at a higher resolution, both conceptually and in the data they collect to

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What Makes a Game Successful? Gamasutra article highlights Immersyve's model and metrics in "Middle-earth: Shadow of Mordor"



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The Freedom Fallacy: Understanding "Player Autonomy" in G...

by Scott Rigby (Immersyve)

Design



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Meaningful Pay: Monetizing F2P Without "The Pinch"

by Scott Rigby (Immersyve)

Free to Play Summit



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