

Case Study #4 – Human Computer Interaction

Gamify Your Life

Due on D2L APRIL 1st by 11:59 p.m (not foolin' ya 😊)

14% of Total Grade

This assignment is all about applying the Gamification principles you have learned thus far to your own life.

Length requirements, no more than 5 pages single spaced 12-font.

Directions:

You are a *serious game*¹ mobile app developer and are wanting to use gamification elements to help yourself or your users reach their personal or career goals. I leave the idea open to you, so you can use your creative juices on ways to help you or your users be the best you can be in whatever that may be (e.g., being a better skier/boarder/cyclist/fisherperson/motoX, eating healthier, developing better study habits, better managing finances, getting that dream job, living your best life, whatever...).

Question #1 (70 pts):

Explain in detail how you would design a mobile app using gamification elements to help yourself or your users achieve their goals. In the lecture we discussed the following slides, in your explanation please share at a minimum how you plan to incorporate these game elements in your application.

- **Autonomy** - choice to play and choice over actions
 - **Competence** - ability to optimally challenge players
 - **Relatedness** - connection with others
 - Clear and interesting goals?
 - Feedback?
 - Interesting and playful mechanics?
 - Challenge?
 - Progression and Mastery?
- Have you got an **engagement** or **motivation** problem, or is it something else? E.g., Usability
 - Ask yourself is this a problem that can't be improved in any other way?
 - If motivation is lacking... looking towards game elements and theory might be worthwhile.

Think of the player

What are their demographics? What do they like playing?



¹ https://en.wikipedia.org/wiki/Serious_game

Question #2 (10 pts):

- What strategies will you deploy to strive for “Flow” in your application? Some of the key elements we discussed in the lectures include:
 - A clear goal
 - What metrics will you use to measure progress towards the goal?
 - Clear progress
 - Clear and immediate feedback
 - Balance of challenge and skill

Question #3 (10 pts):

- Explain how you have applied The Fogg Behavior Model in your application?

Question #4 (10 pts):

- Explain the intrinsic motivational factors in your app design?
- Explain the extrinsic motivational factors in your app design?

Have Fun 🤖!

Assignment #4: Human-Computer Interaction CSCI 494/594

Gamification Rubric

Category	40 Points	50 Points	60 Points	70 Points
Question #1: Gamified Mobile App Proposal	You can present an app that helps user achieve a goal using gamification elements, including a description of the goal and user demographics.	Your description of the app includes a few gamification elements, but they are not described in detail.	Your description of the app includes a few gamification elements described in detail, or several gamification elements not described in detail.	Your description of the app includes several gamification elements, all describe in detail.

Category	3 Points	7 Points	10 Points
Question #2: Flow	You briefly mention how you strive for flow in your app.	You describe how you strive for flow in your app, citing some of the aspects discussed in lecture.	You describe in detail all the aspects of how you strive for flow in your app.
Question #3: The Fogg Behavior Model	You briefly mention how the Fogg Behavioral Model.	You describe how the Fogg Behavioral Model applies to your app.	You describe in detail all aspects of the Fogg Behavioral Model as it applies to your app.
Question #4: Motivational Factors	You briefly mention intrinsic and extrinsic motivational factors.	You describe intrinsic and extrinsic motivational factors.	You describe in detail and connect the intrinsic and extrinsic motivational factors directly to features of your app.