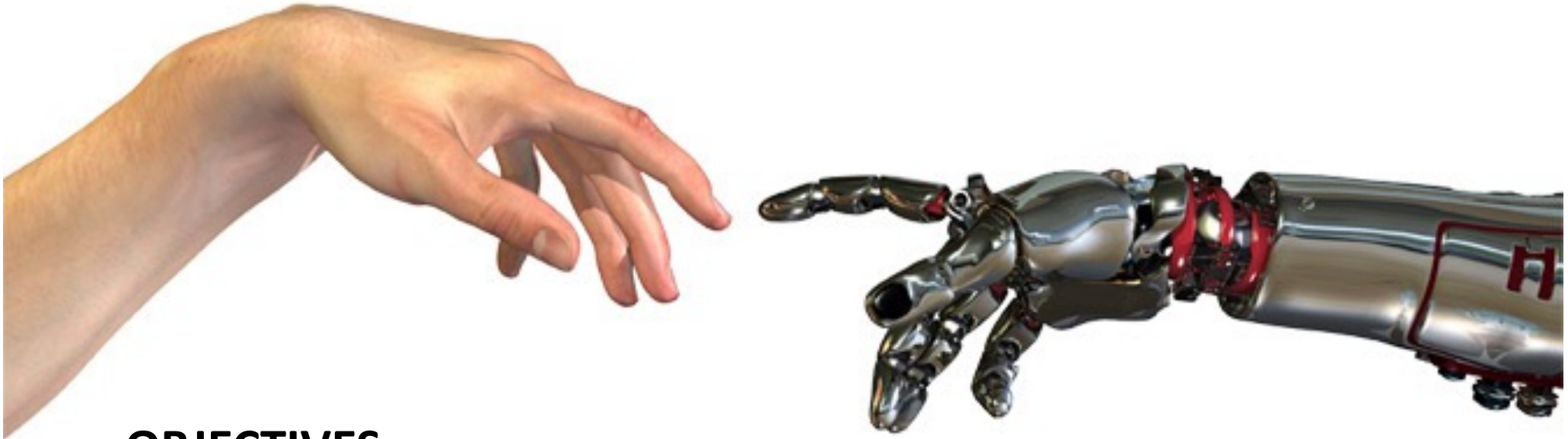
HUMAN-COMPUTER INTERACTION

UNIVERSAL PRINCIPLES OF HUMAN-COMPUTER INTERACTION DESIGN

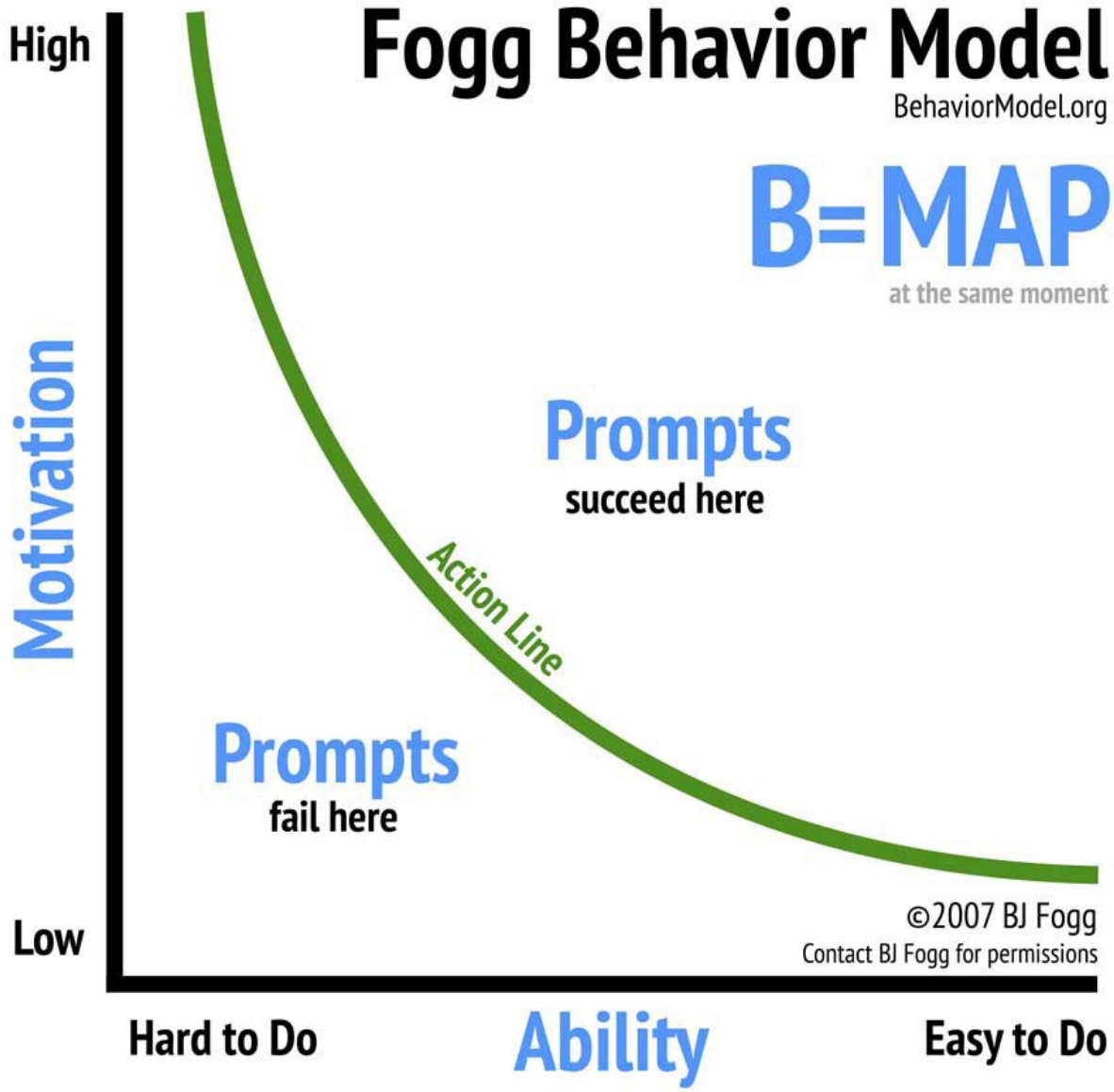


OBJECTIVES

Persuasive Technology – Gamification Part III
1.) Designing Gamification continued
2.) Fogg Behavior Model

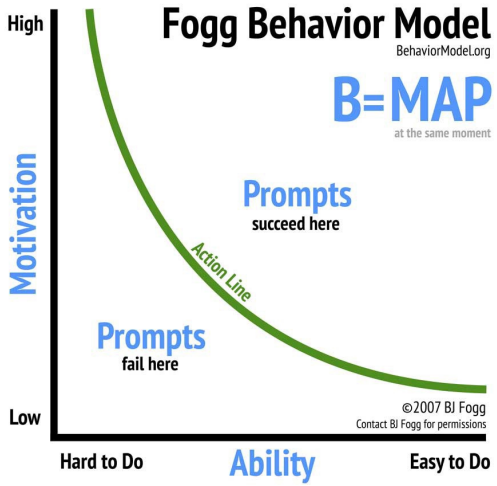
Designing gamification

Consider the psychology behind what causes user behavior changes ….

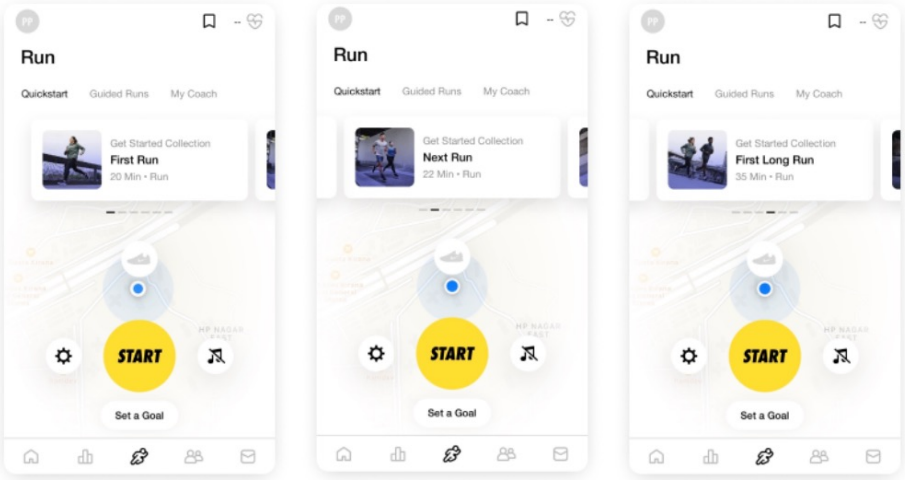


https://behaviormodel.org/#

Fogg's Behavior Model

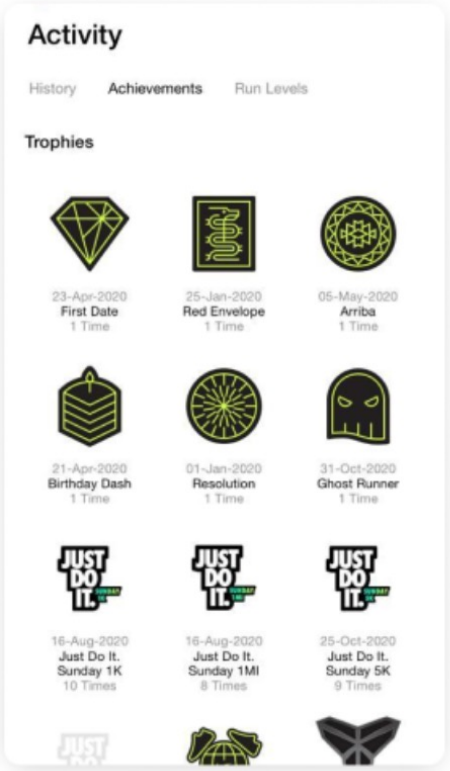


Nike Run Club



Nike lets its users start small, and steadily ratchets up the "baby steps" by increasing the run time by 5 minutes each time.

Nike Run Club Achievements



Fogg's Behavior Model

1. Motivation

Requires extensive UX research (the UX course at MSU walks you through how to do this) to map their motivations. User journeys, personas, customer experience maps, etc.

2. Ability

To perform a target behavior, a person must have the ability to do so. Product designers sometimes overestimate people's ability to perform a task, which can be a problem and contextual inquiry (field studies, naturalistic, (the UX course at MSU walks you through how to do this) is the best way to assess this untapped ability.

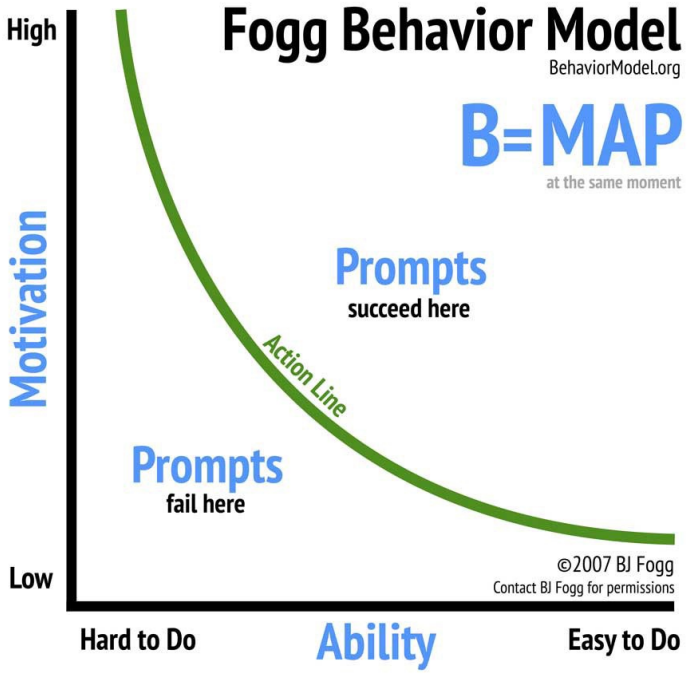
3. Nudge

Sometimes you need to give the users a nudge/prompt to convert that motivation and ability into tangible results and trigger them to do a certain behavior (Check out Nudge Theory coming in future lectures).

Timing is critical. Sending contextually meaningful visual and textual cues (subtle nudges) at just the right moment can be a great tool to direct the user's attention in a particular direction. For instance, these prompts could be notifications, email, or onboarding tips. However, bombarding users with notifications would eventually lead them to turn it off/unsubscribe.

Weakest link determines how difficult the new habit will be. Even if one link is weak, the other links in the chain do not matter.

Confusing?



Key Takeaways:

1. Let users start with baby steps and work their way up.
2. Understand your users' motivations through UX extensive research.
3. Assess users' ability via contextual inquiry, make tasks easy, and accessible.
4. Recognize meaningful prompts and use them at the right time, and not be intrusive.
5. Celebrate users' progress to motivate them to go further.


Start with an activity

Ask, do you really need gamification?

- 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.

Ask why is this activity boring?
What's missing?

- Clear and interesting goals?
- Feedback?
- Interesting and playful mechanics?
- Challenge?
- Progression and Mastery?

Determine the goals

The goals of the activity you're trying to encourage (e.g., getting fit)

Derive goal metrics

Work out how you can measure these goals

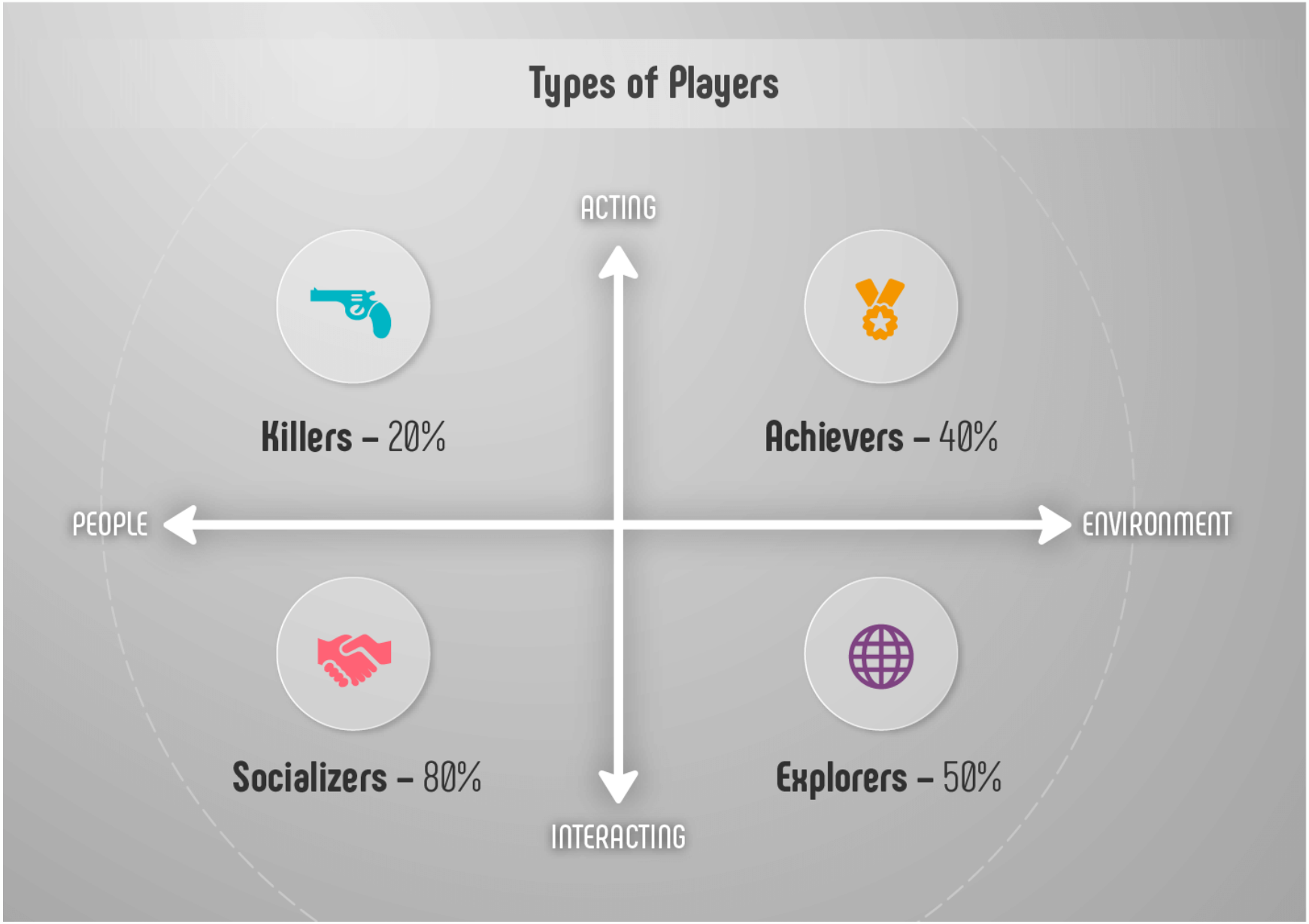
Sensors?

Design the gamification


Design like a game
http://www.flickr.com/people/8473570@N02

What are their demographics? What do they like playing?

http://www.flickr.com/photos/allisonjohnstonn/6332963681/



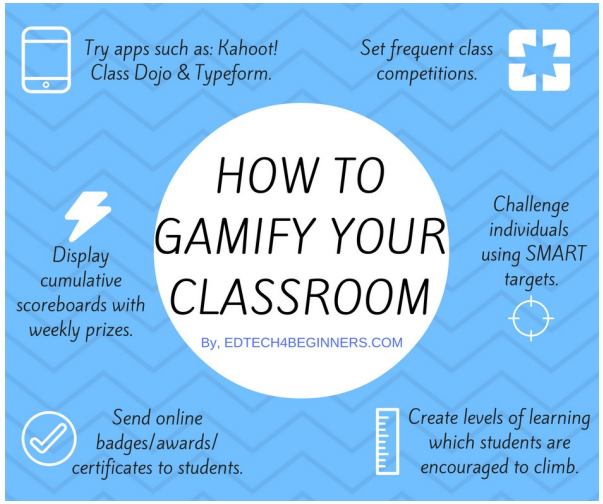
https://raccoongang.com/blog/designing-efficient-elearning-gamification/

Wrapping it all up

Gamification is more than just badges

Design it like a good game

Should I gamify this class next year? Just Kidding! Or am =)



Format

This class is designed as a multiplayer game.

Class time will be divided between fighting monsters (Quizzes, Exams etc.), completing quests (Presentations of Games, Research etc.) and crafting (Personal Game Premises, Game Analysis Papers, Video Game Concept Document etc.).

At the beginning of the semester everyone in the class will choose and name their avatars. The first task is to craft the premise of a multiplayer game you would like to design. Guilds to craft these games will be chosen, balanced as closely as possible by l33t skillz and interests. Guilds will choose their names. There will be six guilds of six-seven members each depending upon final class size.

Grading Procedure

You will begin on the first day of class as a Level One avatar. Level Twelve is the highest level you can achieve:

Level	XP*	Letter Grade
Level Twelve	1860	A
Level Eleven	1800	A-
Level Ten	1740	B+
Level Nine	1660	B
Level Eight	1600	B-
Level Seven	1540	C+
Level Six	1460	C
Level Five	1400	C-
Level Four	1340	D+
Level Three	1260	D
Level Two	1200	D-
Level One	0	F

*Your level will be determined by experience points (XP) on a 2000 XP scale. You gain XP by defeating mobs, completing quests and crafting.

http://gamingtheclassroom.wordpress.com/syllabus/