

Gamification Application

Group: #3

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1. Introduction

Name: GamerMEet

Purpose: Incentivise social interactions amongst gamers

Context: When gamers want to socialize with people sharing their interests

Platform: Phone app, connected to your gaming platform (steam, epic games etc)

Short description: GamerMEet is a social app designed to incentivise users to step out of their comfort zone and socialize with others in real life, by performing challenges and attending events.

Technology: NFC, GPS, Microphone

2. Theory

We mainly used the Octalysis Framework for Gamification & Behavioral Design as the basis for our concept. Having started out with the initial idea of making an application where gamers, through challenges and hosted events, are incentivised to socialize we went on to explore how our concept fit with the Octalysis Framework.

All people are unique, gamers are of course no exception, so to make sure we manage to engage as many people as possible we implemented concepts from all eight drives, both white hat and black hat gamification. Some people need positive motivators while others respond better to negative ones.

We used **Loss & Avoidance** by implementing a streak, where each day you complete a challenge your streak is prolonged. This will help in making sure the user wants to continue coming back to use the app, as the streak can be a source of bragging rights for the user. Furthermore we used *unpredictability* and *sensory curiosity* by giving the users a loot box when leveling up. The loot boxes serve as an element of surprise and unpredictability for the user, motivating them to socialize in order to level up.



Scarcity & Impatience serves somewhat the same purpose as the streak in our app, as a way to prolong the users interest in the app. To ensure that a player cannot complete all challenges within a day we decided that special weekly rewards should be part of the app. In addition there should be a weekly xp cap ensuring that you won't be incentivised to hyperfixate on the app and burn out too quickly. The format of the app itself is inherently in line with the scarcity principle, as you won't be able to attend several events at once.



Ownership & Possession is implemented as a variety of **glory rewards**. Each player can curate a collection of badges for completing challenges. In addition to this there will also be an in-game currency allowing the user to purchase in-game rewards, like skins or emotes, for their favorite game (given that the game is one of our partners). We believe these types of achievements will motivate players of various types, because the reward items would be a suitable reward for both competitive people, wanting to collect more than their friends, and other collector-types alike. All of

these rewards primarily have **social value** and do not necessarily affect gameplay, we deemed this suitable for our application as helping people with socializing is our main goal.

Social Influence & Relatedness is at the core of GamerMEet. We allow the user to add friends, serving as both a way to feel reassurance about your new connections, but also to bring an element of competitiveness to the user experience as an additional social value. Seeing your friends scores and badges will most likely serve as motivation for the user to get on the same level as their friends.



When first joining the GamerMEet community, the user is naturally socially tense and may feel uncomfortable with the challenges. Veterans can heavily relate to this situation since they were in the same shoes when *they* were new to the app. We intend to use this to our advantage, specifically by using **Epic meaning & calling**. Veterans will get custom challenges that tell them to interact with and help new users in various ways (e.g. invite a level 1

to your party and help them complete their challenge). This not only helps the new users take their first steps, but also brings out a feeling of higher purpose in veterans.

GamerMEet utilizes ***Empowerment of Creativity & Feedback*** automatically by giving users an easy-to-understand challenge but not providing all the steps necessary to overcome it. Being cast into unfamiliar social situations, the users are required to be creative with what they say and do, while learning what does or does not work (feedback which not only feels good/bad but also develops their skills). Event hosts also need to be creative in order to get good feedback (many attendees).

We also took inspiration from Level 2 Octalysis and made sure we are keeping the attention of the user throughout all phases of their journey. The user is starting this journey to be more social, whether that is because they fell behind due to covid or that they're a social person that wants to meet new people, and wants to meet other people with common interests. For onboarding, the app is fairly intuitive in our opinion, however there will be a tutorial when the user first opens the app. Scaffolding and endgame are both covered by the same gamification mechanics, having repeatable quests and no "end" to the game. There will always be new events to attend or challenges to complete. Veterans epic calling to help new users will also be a motivator for them to stick around.

3. Game Design Document (GDD)

What is gamified?

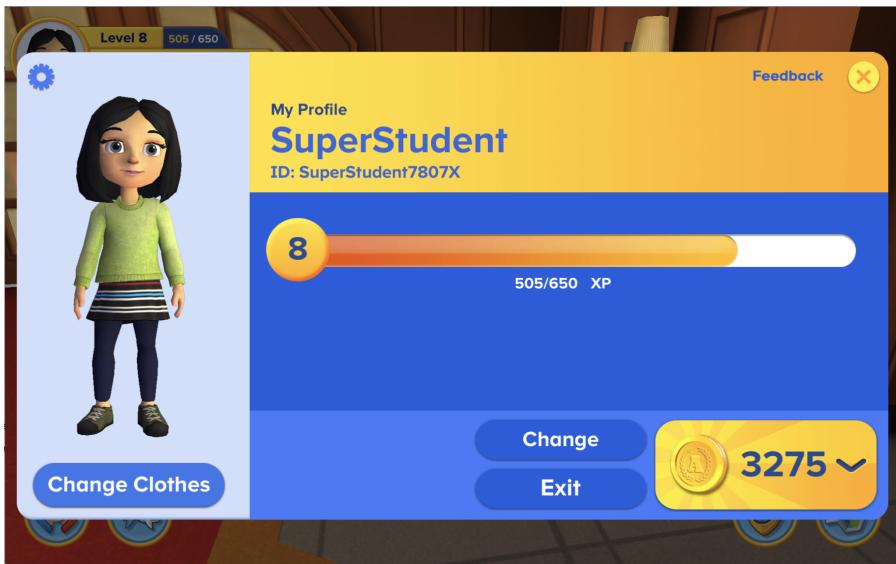
Social interaction.

Many people, particularly younger people, feel lonely or find it difficult to socialize with others. To help people meet up we want to use gamification to incentivise social interactions through meetups and similar.

Gameplay

Affordances/Rewards:

- The game has a mixed reward system that primarily uses points and levels.
- Users are rewarded XP for all actions, and level up when they gain enough XP.
- Users can accumulate a streak by completing a simpler challenge
- Some tasks, such as attending events, also provide points, which can be used as a currency to unlock rewards in the app, or in partner platforms, such as unlocking skins/digital goods in popular games (Fortnite, CS:GO, Apex Legends, etc.)



Challenges:

- Players get weekly challenges that involve social interactions in unfamiliar situations.
- Completing challenges rewards the user with XP and coins.
- Challenges vary, such as complimenting others, greeting others, chatting with friends, etc. The app will use a proprietary ML algorithm to verify that the user carried out the activities by listening through the microphone on the phone

Progression:

- When users level up they receive a lootbox that they can open to receive randomized rewards
- These rewards can be points, or specific rewards

Streak:

- The player needs to complete a daily challenge each day to maintain a streak
- The streak does not provide any reward in of itself other than being a source of bragging rights for the players

Badges:

- Users are rewarded with badges when they complete larger challenges or attend certain events
- Badges are displayed on the user's profile, and can also be seen by the user's friends

Achievements

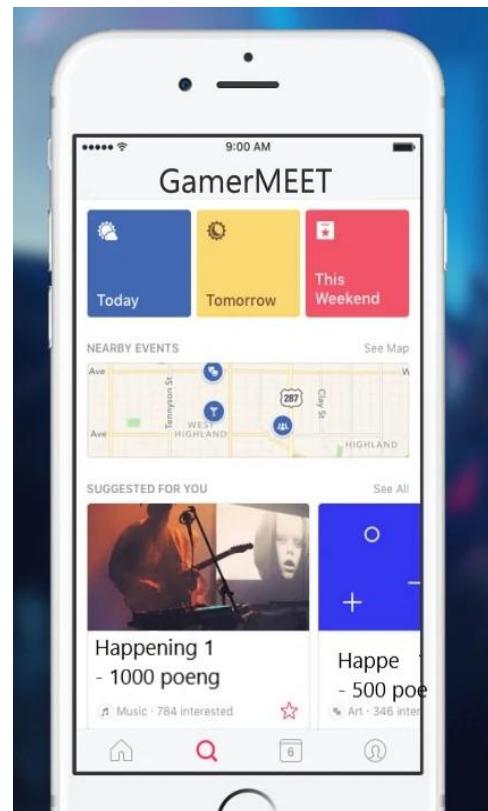


Events:

- Users can find and attend events of various sizes using the app.
- Relevant events are recommended to the user based on various criteria such as proximity, event type, or organizer.
- Events can be organized by individuals and be smaller in scope, e.g. meet up at a cafe, book clubs, hikes, etc. User-organized events give additional rewards such as additional points and XP to the organizer to incentivise users to take the initiative to contribute.
- Organizations that are partnered with the app can organize larger events such as LAN parties, promotional events, and such.
- By attending events, users receive points and XP. To attend an event a user has to show up to the event location (determined using GPS) and register their attendance with the event organizer (using NFC scanning). Once registered, the user's position (GPS) is used to determine how long the user attends the event, and more points are awarded the longer the user participates. If they stay for the entire duration of the event they get a bonus in the form of points or XP.
- The app supports navigating to events by incorporating third-party tools such as google maps, equivalent.

Store:

- Users can buy digital goods from associated partners in the store
- Users can also buy in-app goods, such as items that allow you to maintain a streak even if you forget to check-in once, or additional lootboxes



Friends:

- Users can register friends either by searching for them directly, or by using NFC registration
- Users can view a list of their friends, and can see what upcoming events each of their friends are attending
- Users can see their friend's badges and levels
- Users can also remove friends if they want to

The screenshot shows a user profile for "My friend" at level 103. It displays two sections: "My friend is attending" and "My friend has attended". Under "My friend is attending", there are two event cards: "Quiz in park" on "21. des 2037" and "Quiz in park Reunion" on "21. des 3037", both featuring South Park characters. Under "My friend has attended", there are two event cards: "Dinner with jesus Reunion" on "14.nov 1448" and "Dinner with jesus" on "14.nov 1445", both featuring Jesus and his apostles.

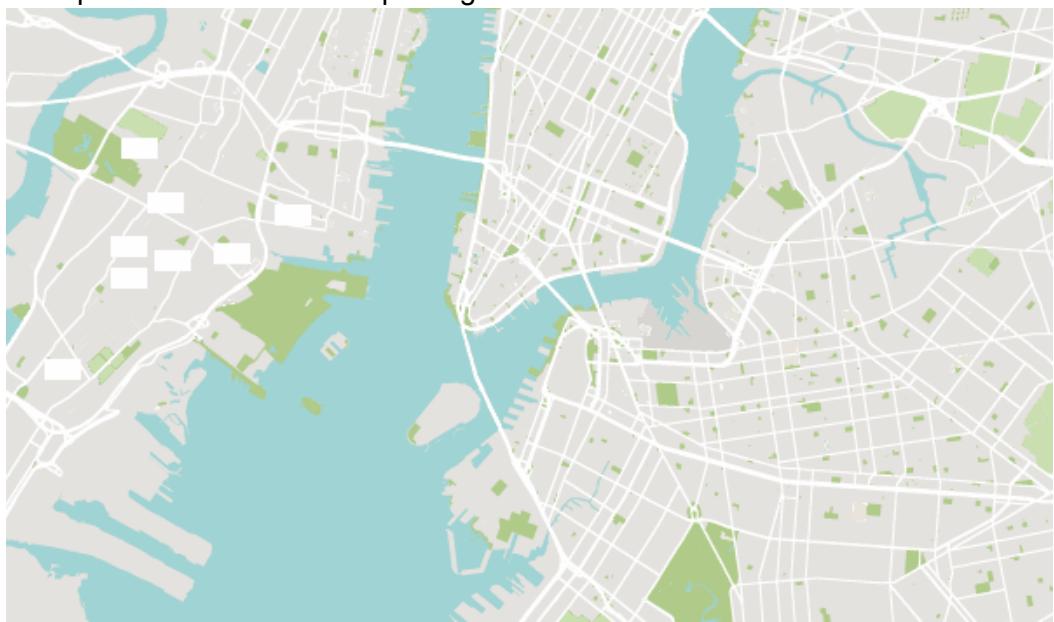
Art

The logo of the app is designed to appeal to gamers, and the application itself will be designed to use a color-theme matching the logo.

A simple, clean design will be used for navigational elements and such in the app.

Level/environment design:

- The event navigation system will use a custom design powered by a proprietary algorithm to transform the map data from the third-party provider to appealing visuals, such as what you find in Pokemon Go and similar apps.
- Examples of environment/map design references:





Sound and Music

The app will not have a specific soundtrack, but it will use sound cues to make navigating the app more satisfying, and when the player levels up or unlocks rewards a short musical jingle will play to enhance the experience.

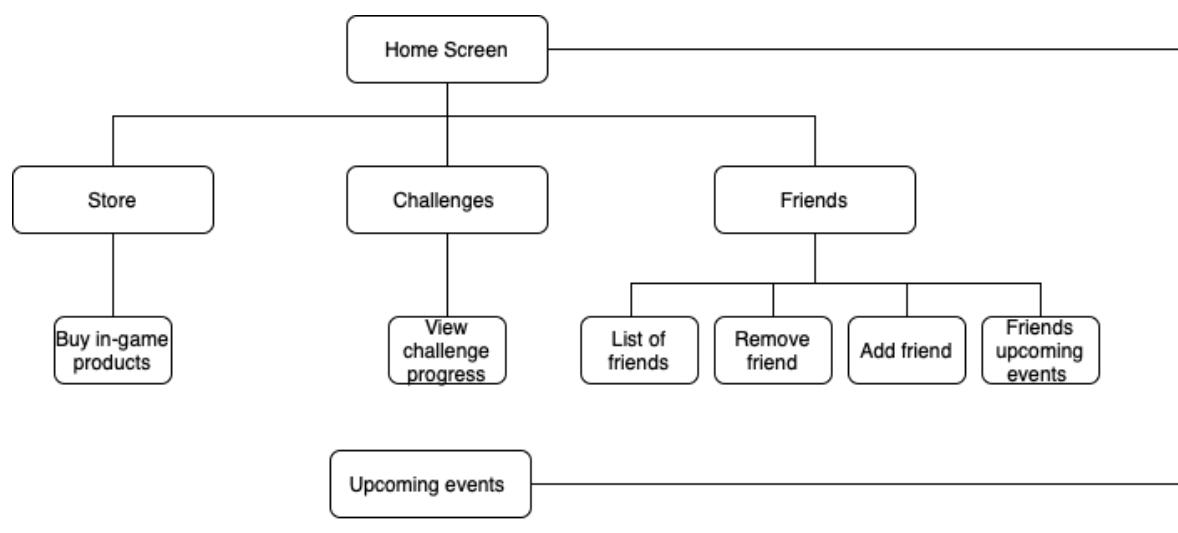
A good example of inspiration for us would be DuoLingo.

User Interface, Game Controls

Game controls:

- Smartphone used to launch the application to display and interact with game

Game Navigation Overview



Monetization

Game companies can pay to become partnered, connecting challenges to in-game rewards for their games. Their incentive to participate is to better their own public image, plus attract people who have earned rewards for their game

Other non-game companies can also pay to organize promotional events, where users can receive exclusive rewards, badges, or points.

4. Concept

URL: <https://www.youtube.com/watch?v=x0e2AxPa-KE>

Stable diffusion (AI) was used to generate images for the video (for no particular reason).

5. Reflection

To decide on a concept we started out by letting each member brainstorm on their own and bring a «pitch» of their concept to the next meeting. After each member had presented their idea we discussed which concepts we liked and what made them good. We ended up with a combination of different projects, using our favorite aspects of each person's contribution. This turned out to be a very beneficial way for us to start the project as it made sure each member was motivated to work with this specific concept, and everyone felt like that had contributed even before we got started on the paper. Based on the good outcome we would do a similar approach again in the future.

The process of developing our concept further was both interesting and a nice way to get more familiar with the curriculum. When developing the initial concept further we used the Octalysis Framework and tried to see how our concept could fulfill each point. This pushed us to further develop our initial concept. I.e. having to find a way to fulfill each drive started a creative process that led to helpful additions that made the concept more whole.