



HelloWorld eBook

GETTING STARTED WITH GAMIFICATION

Gamification:

using game concepts
and mechanics to engage
users and change behavior

**But really it's about making
ordinary tasks fun!**

The marketing challenge:

How to make programs more
like games. Not turn them into games,
but use compelling game elements to
drive engagement and capture consumer
attention.



SHOULD YOUR BRAND DO IT?





63%

of American adults agree that
making everyday activities
more like a game would make
them more
fun and rewarding
- JW Intelligence

4 REASONS GAMIFICATION DRIVES ENGAGEMENT

1

Accelerated feedback cycles

Increases the velocity of feedback loops to maintain engagement

2

A compelling narrative

Engages players to participate and achieve the goals of the activity

3

Clear goals and rules of play

Ensures players feel empowered to achieve goals

4

Challenging and achievable tasks

Short-term, achievable goals to maintain engagement



75M

Americans play games on
mobile devices and social
networks, 115M play on
websites

- Gartner

Users spend

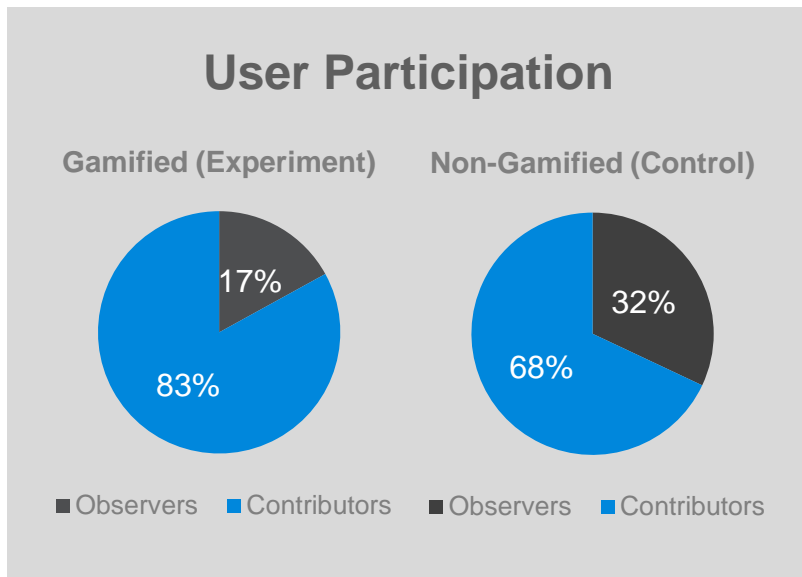
30%

more time on sites
with social login
games

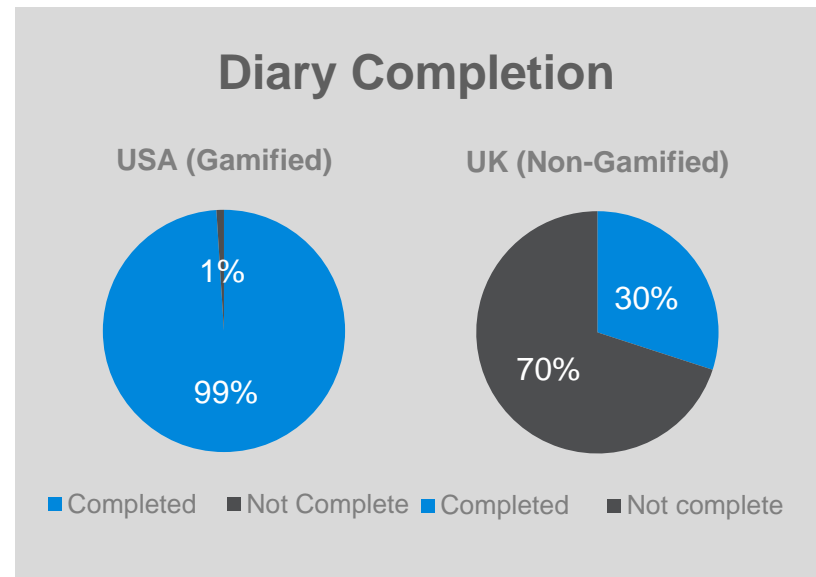
- Demand Metric

Research: Experiences with game mechanics increase participation and engagement

Including gaming elements
keep members coming back



Adding gaming elements to a consumption
diary dramatically increased completion rates



Source: Albert and Findlay, "Gamification: What It Is and What It's Not"

CRAFTING A STRATEGY



Gamification Basics

If the **emotional drivers** are the blueprints to designing a house, the **mechanics** are the doors, windows and walls.

Drivers

The Emotion You
Want to Spark

Self-Expression	Altruism
Status	Collaboration
Achievement	Exploration
Community	Building
Mastery	Competition



Mechanics

Building Blocks of
Engaging and Fun Experiences

Challenges	Feedback
Leaderboard or Rank	Progress Bars
Levels/Tiers	Scavenger Hunt
Points or Currency	Badges
Goals	Countdown
	Newsfeed

Craft Your Gamification Strategy

Identify the Driver

- Understand what motivates your target audience
- Pick the emotion you want to spark

Select Your Game Mechanics

- Look at past actions to see what worked
- Choose a small set of mechanics that align with your driver
- Prioritize

Design the Program Structure

- Set rules and goals
- Establish rewards
- Build an engaging experience

Emotional Drivers

Complex systems with badges, tiers, and elaborate virtual worlds aren't needed to engage your consumers and motivate behavior.

Classic games illustrate just how straightforward and simple gamification can be.

Look to classic games to help illustrate just how to spark emotions that capture our attention, motivate behavior, and make your consumers want to play them again and again.



Games engage because they're fun!

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- A group of four young people (three men and one woman) are sitting on a white couch with colorful cushions (red, green, and brown). They are gathered around a wooden board game. The game board is yellow with a red border and features various colored dots (blue, green, red, yellow) and shapes (heart, star, triangle, circle). The players are smiling and engaged in the game. One player is pointing at a piece on the board. In the foreground, a black tray containing colorful game pieces is visible.

6 Strategies to Borrow from Old School Games

- 1 TRIVIAL PURSUIT:** Activate consumers in the learning process with a fun intellectual challenge
- 2 Pictionary:** Give consumers a stage for self-expression and feedback
- 3 BINGO:** Use achievable and repeatable tasks to drive frequency
- 4 MAGIC 8 BALL:** Tap into your consumers' desire for self-discovery
- 5 CHARADES:** Get others involved using collaborative tasks and team play
- 6 OPERATION:** Challenge your consumers to develop a skill and master a task

Mechanics

Super-charged emotions are generated through game mechanics. Drivers and mechanics work together (not in silos) to make up a holistic experience.

Emotions alone aren't enough to hold a consumer's attention.

You can look to the uber popular social game Candy Crush to show us how to create engaging experiences – ones that capture consumer attention and drive loyalty – using motivating simple game mechanics.



6 Game Mechanics to Borrow From Candy Crush

- 1 LEVELS:** Create a sense of exclusivity and achievement to motivate participation
- 2 REWARDS:** Tangible and intangible rewards keep members engaged while managing costs
- 3 LEADERBOARD:** Build competition among members to encourage social interaction and participation
- 4 CONTENT UNLOCKING:** Use as a reward, challenge, or symbol of status and achievement
- 5 COUNTDOWN:** Create a sense of urgency to motivate behavior during a defined period
- 6 BEGINNERS LUCK:** Root members in the program with positive experiences early on

As you think about how to apply gamification strategies, avoid the urge to slap a game mechanic or two on your program and call it gamified. This approach rarely leads to a successful program and often fails to differentiate.

What makes a program successful is how the elements are tied together.

Mechanics have to work in context with the greater program and should help tap into the core emotion you want to elicit. It's important to select mechanics that are natural extensions of your brand and work toward achieving your program's overall goal.

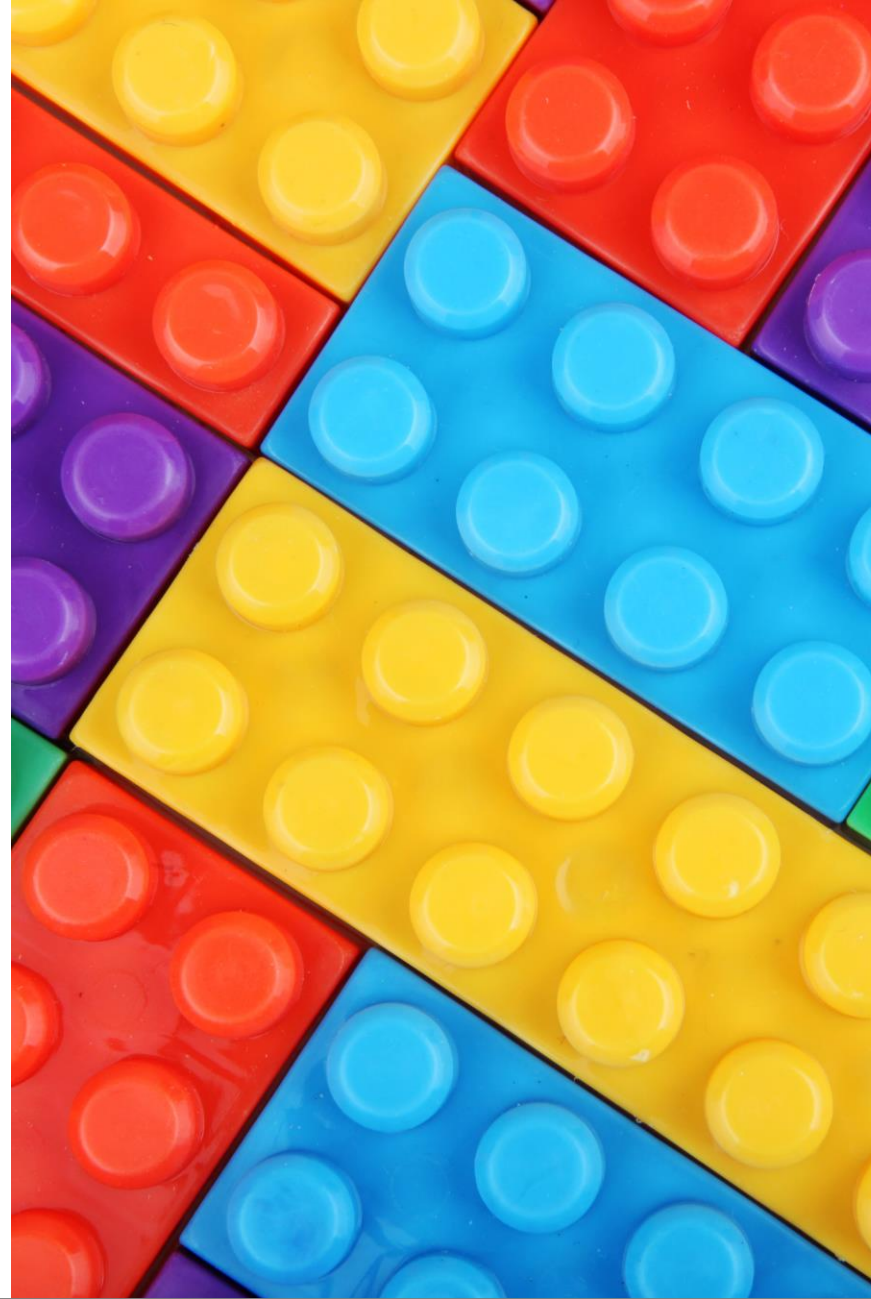
////////////////////////Feedback
ck | Ownership | Leaderboard
| Social Influence | Scarcity
Unpredictability | Loss
Avoidance | Points | Countdown
| Free Lunch | Status | Levels
Avatar | Badges
Achievements | Boss Fights
Beginners Luck | Collections
Points Bonuses | Combos
Rewards | Quests | Social
Graph | Virtual Goods
Feedback | Progress | Content
Unlocking ///////////////
////////////////////////
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Program Structure

Game design is highly technical, but you don't have to be a game designer to create engaging programs. When you start thinking like a game designer, you'll have the building blocks for implementing well designed and motivating games.

Designing the program structure is more art than science.

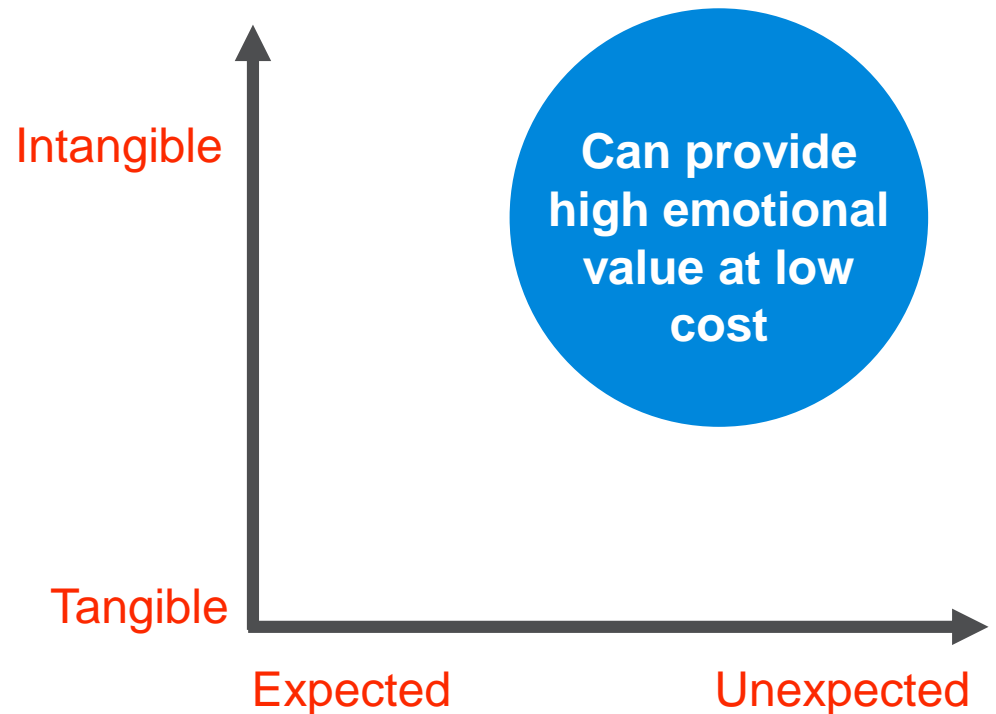
While there isn't a 4-step process to designing a gamified program, you can start by setting program goals, defining rules and constraints, establishing rewards, and creating the user flow and visual experience.



Design a Balanced Reward Structure

Rewards are powerful mechanics that help guide consumers towards “desired actions.” They’re also the reasons why consumers participate in your programs.

When creating your reward structure think about adding variety and balance through the type of rewards and how frequently consumers can get them. Use “free” feedback and emotional rewards to motivate behavior and keep consumers engaged.



Level Up Your Strategy

Early Wins

Reward users and provide feedback early in their experience to drive repeat engagement

Build Habits

Focus on simple, frequent, and repeatable behaviors that can become second-nature

Invite Friends

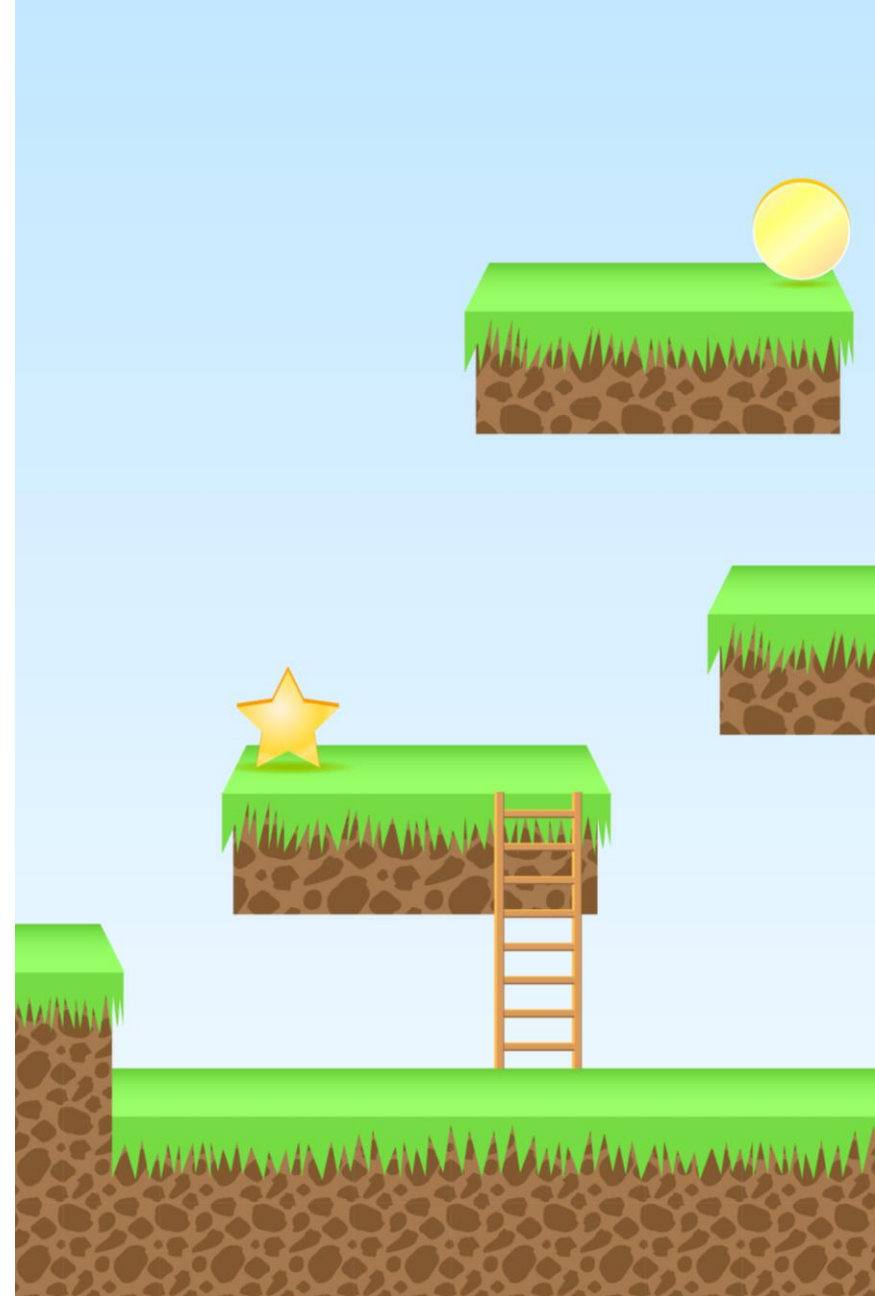
Because games are more fun with others, build in social and community play mechanics

Personalize

Allow users to choose elements of their experience to make it more personal

Adapt

Gamification allows for flexibility, so evaluate results and adjust the program over time



Gamification Best Practices

1 IDENTIFY YOUR OBJECTIVE:

Pinpoint what you want gamification to do, then apply the game mechanics that will help achieve it, and are natural extensions of your brand.

2 CREATE EXPERIENCES:

Identify the drivers you want to spark and develop a user experience that motivates those drivers and delights from start to finish.

3 MAKE THE MUNDANE FUN:

Take cues from the social space and transform a flat user experience into one that is interactive, entertaining, immersive and fun.

4 KEEP IT SIMPLE:

Don't overcomplicate it - the best experiences are those that can be described in one or two sentences, or come intuitively.

5 TURN THE EXPERIENCE INTO THE REWARD:

Use intrinsic rewards to deliver an immediate reward with high emotional value and take the pressure off points and redemptions.



TESTING & OPTIMIZATION



Are You Thinking Like a Game Designer?

- ☐ Are the rules clear?
- ☐ Are you onboarding your consumer?
- ☐ Is the program fun?
- ☐ Is the user flow intuitive?
- ☐ What feedback mechanisms are you using?
- ☐ Are rewards attainable?
- ☐ Do your mechanics align with your objectives?

Testing Gamification



If you're still figuring this gamification thing out, you don't have to revamp your entire loyalty program or make a large investment. A great place to start is a program overlay, short term program, or adding a piece or 2 of gamification functionality.

But even when you're building a test, don't scrimp on the fundamentals of gamification. Craft a strategic approach and measure consumer behaviors to understand what resonates.

So, is it working?

To understand if your gamification strategy works, see how often consumers are using the site, the volume of activity, and referrals or sharing.

KPIs like time spent, monthly average users, and actions completed are important to measure, but equally important (and if you want to sustain success) is watching what your users do.

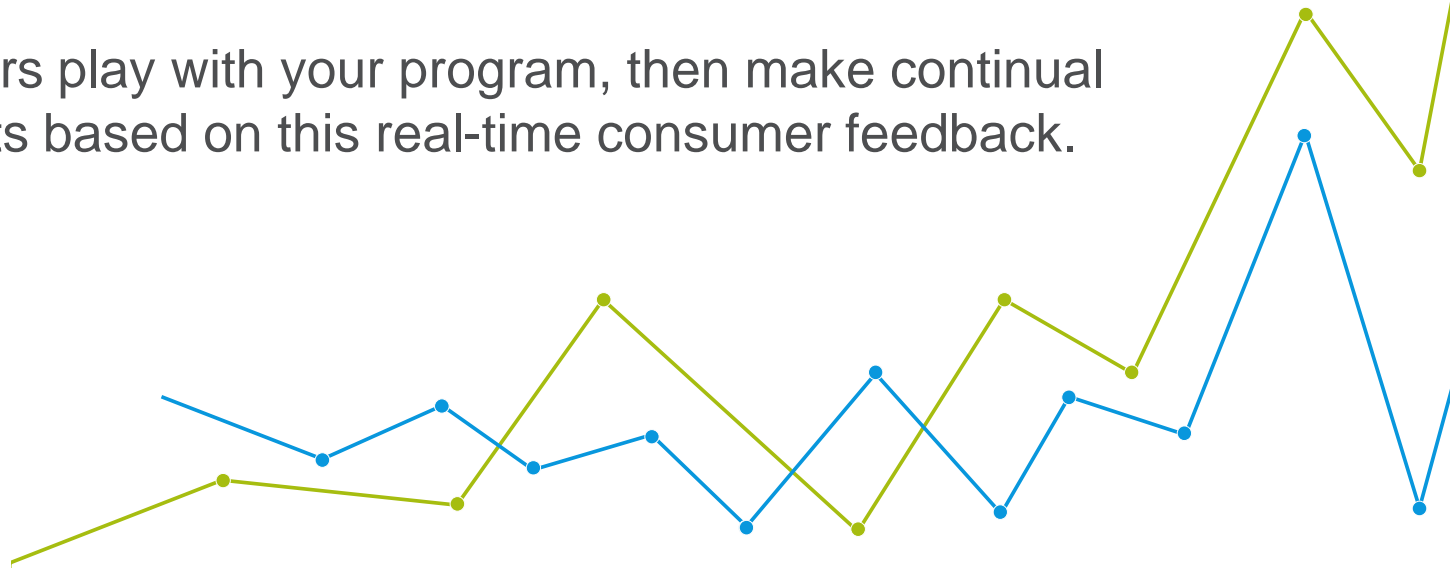
Game designers look beyond these KPIs in to what the player does to unearth the real nuggets of insight to optimize engagement.

Key Metrics

- Monthly average users
- Visits per user
- Average time spent
- Actions completed
- Social shares
- Referral rate

Always Optimize

- While it's important to have a clear goal and establish KPIs, it's also important to make adjustments to those results in real time.
- Game designers create their games to be iterative and make design adjustments based on what users show them they like through their actions.
- Let consumers play with your program, then make continual improvements based on this real-time consumer feedback.





Ready to chat?
Schedule a brainstorm session.

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