

BEYOND GAMIFICATION: ARCHITECTING ENGAGEMENT THROUGH GAME DESIGN THINKING



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TODAY'S WEBINAR

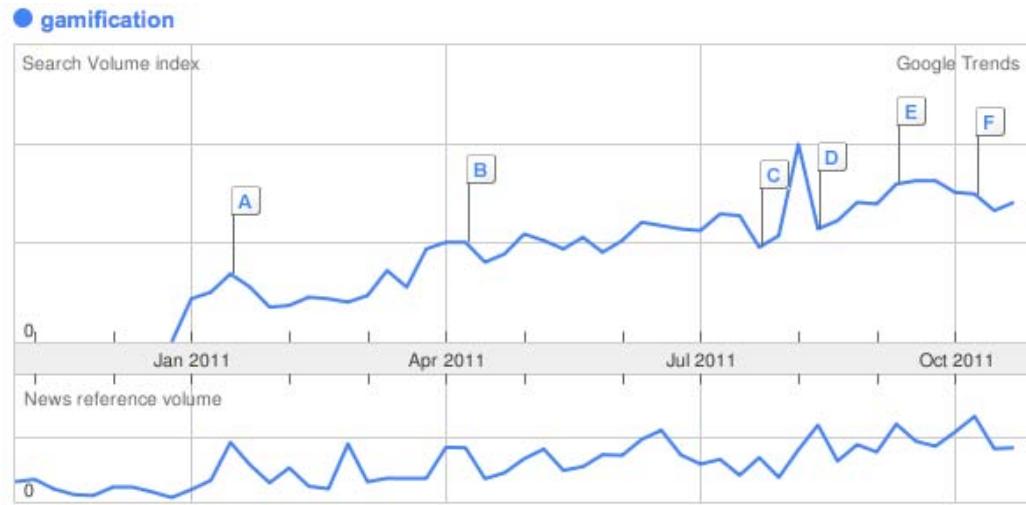


TODAY'S WEBINAR

1. INTRODUCTION
2. STATE OF GAMIFICATION
3. DEFINITIONS
4. MOTIVATION, ENGAGEMENT & MEANING
5. A FRAMEWORK FOR DESIGN
6. IN CONCLUSION

PLAY OR BE PLAYED: THE STATE OF GAMIFICATION

HYPE CYCLE: NOV 2010 - PRESENT



HYPE!
FRENZY!
PROFITEERING!
HYPERBOLE!



PLAY OR BE PLAYED: THE STATE OF GAMIFICATION

DEBATE!

“POINTSTIFICATION”

“BADGIFICATION”

“EXPLOITATIONWARE”

Designers / Researchers / Academics

vs. Marketers & Vendors



Gamification

- The Use of Game Design Elements
in Non-Game Contexts.

THE USUAL SUSPECTS

Points



Badges



Leaderboards

Top Check-Ins		
This Week	Friends	Royalty
1. Ron W.	13 >	
	Checked in 3 hours ago	
2. Wayne S.	10 >	
	Checked in 1 minute ago	
3. Richard A.	10 >	
	Checked in 23 minutes ago	
4. Tripp W.	9 >	
	Checked in 23 hours ago	
5. Justin F.	6 >	
	Checked in 1 day ago	
6. Bill R.		

Incentives



NON GAME CONTEXTS : FITNESS



PRE-ORDER AT OUR [ONLINE STORE](#)



THE GAME



You tie your shoes, put on your headphones, take your first steps outside. You've barely covered 100

THE STORY



You're Runner 5. Hundreds of lives are counting on you. You've got to help your base rebuild from

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NON GAME CONTEXTS : FINANCE

 **ReadyForZero**

[» How It Works](#) [Sign Up](#) [Log In](#)

Get out of debt faster, on your own.

ReadyForZero is a gimmick-free, online financial program that helps you manage and reduce debt. This is not a debt settlement or similar service.

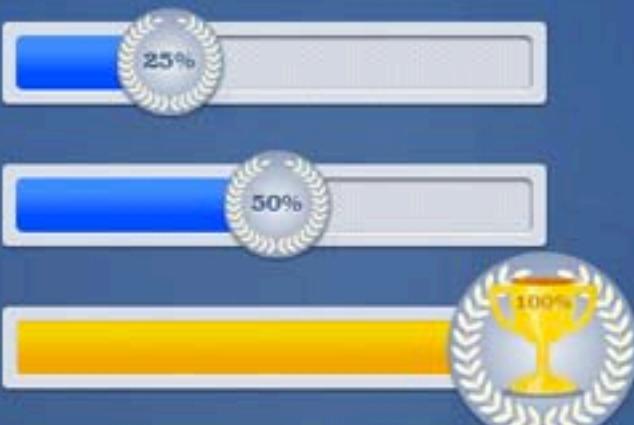
[Learn More](#)

Email Address

Create Password Verify Password

Sign Up

or Log In



Track your progress
across all your accounts.

... • • • •

CNNMoney.com



THE WALL STREET JOURNAL

TNW

The
Economist

Mashable

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NON GAME CONTEXTS : COMMERCE

The image displays the Stickybits mobile application interface. At the top, the 'stickybits' logo is shown in white on a pink background, with the tagline 'explore & score™' next to it. To the right are buttons for 'Download the App' (with icons for iPhone and Android), 'Log In / Sign Up', and a search bar. Below the header, there are three main sections: 1) A large blue cartoon character holding a smartphone, with the text 'Scan.' and a subtext about downloading the app and scanning barcodes. 2) A smartphone screen showing a user profile for 'Fizzy Pop' with 20 items and 11 locations, along with a news feed ('The Wall') featuring posts from users like 'heather_megan'. 3) A 'YOU WON!' screen featuring a large yellow star, a blue cartoon character, and various rewards like a basketball, a CD, and a gift box.

Scan. Download the stickybits app and scan the barcodes of your favorite stuff.

Explore Check out the wall for reviews, videos, tweets and pix. Have something to add? Post anything you'd like.

Score. instantly grab big discounts and free things you actually want.

A few examples of what you might score when you scan

NON GAME CONTEXTS : FUNDRAISING

?! What is Kickstarter? We're the world's largest funding platform for creative projects. [Learn more!](#)

KICKSTARTER Discover great projects Start your project BLOG HELP SIGN UP LOG IN

A NEW WAY TO Fund & Follow Creativity

FEATURED IN CNN WIRED GOOD Pitchfork npr The New York Times


[Willard Asylum Suitcase Documentation](#)
by Jon Crispin
I am photographing a collection of suitcases left behind by residents of the Willard Psychiatric Center in Willard, NY
📍 Albany, NY

PROJECT OF THE DAY

Until the 1960s, patients checking in to Willard Psychiatric Center brought along a suitcase full of personal items, ready for when they left. 50 years later many of the suitcases are still intact and Jon Crispin has the unique opportunity to photograph their incredible contents.


[Group Dynamics and Improper Light: new work by Gina Osterloh](#)
by LACE
LACE has commissioned Gina Osterloh to create a new major installation project entitled "Group Dynamics & Improper Light."
📍 Los Angeles, CA

MIXED MEDIA

In collaboration with [LACE](#), Gina Osterloh will move her studio into their main gallery space to create new work, not only in front of viewers but also with them, through a series of hands-on workshops. Installation art at its most innovative, interactive, and collaborative!

164% \$13,175 16

101% \$8,097 8

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NON GAME CONTEXTS : EDUCATION



84,226,961 lessons delivered

KHAN ACADEMY

Search for a video or playlist

WATCH PRACTICE COACH VOLUNTEER AB

Badges



Meteorite badges are common and easy to earn when just getting started.



Moon badges are uncommon and represent an investment in learning.



Earth badges are rare. They require a significant amount of learning.



Sun badges are epic. Earning them is a true challenge, and they require impressive dedication.



Black Hole badges are legendary and unknown. They are the most unique Khan Academy awards.



Challenge Patches are special awards for completing challenge exercises.

All badges

Meteorite



Just Getting Started

100

Achieve proficiency in any 3 exercises



Picking Up Steam

100

Quickly & correctly answer 5 exercise problems in a row (time limit depends on exercise difficulty)



Making Progress

1000

Achieve proficiency in any 7 exercises



Ten to the Fourth

Earn 10,000 energy points



Nice Streak

Correctly answer 20 problems in a row in a single exercise



Great Streak

Correctly answer 40 problems in a row in a single exercise



Awesome Streak

Correctly answer 60 problems in a row in a single exercise



Nice Listener

Watch 15 minutes of video in a single playlist



Great Listener

Watch 30 minutes of video in a single playlist

NON GAME CONTEXTS : SALES

Salesforce.com interface showing a sales competition dashboard.

The dashboard includes:

- Current Leaders - Cities:**
 - 1 San Jose 495,404 Points: We ARE the Silicon Valley, and we take NO prisoners!
 - 2 Cedar Rapids 492,764 Points: More fun than the movie. Which is about insurance agents. Have you seen it? Really?
 - 3 Boston 483,829 Points: What's that sound? It's Boston, leaving you all in the dust.
 - 4 London 424,729 Points: Princess Kate demands that we win!
 - 5 Bangalore 414,373 Points: We're mean, we're green, and we're a selling machine.
 - 6 New York 397,877 Points: I <3 New York. And you should too, because we're going to dominate.
- What's Happening Now?**
 - Max Flosse earned the Quota Killer badge and 5000 points, for Hitting 100% of his Quota in 8 weeks.
 - Shawn Broden earned 20 points for Making a Chatter Status Update.
 - Caryn Jackson earned 200 points for Advancing an Opportunity.
 - Henry Ford earned 100 points for Making a "Best Reply".
 - Kevin Mace earned the Rockstar badge and 500 points by Upgrading 5 Opportunities in 24 Hours.
 - Neha Tewari earned 30 points for inserting a new Lead.
 - Miles Blakely earned the Created 10 New Fashion Accounts badge, and 350 points.

Left Sidebar:

- Rajat Paharia (9,682 Points)
- Featured Challenge: Hey Rockstar! Earn 500 points by Upgrading 5 Opportunities in 24 hours. (20% Complete)
- Recently completed by: See All Challenges
- Your Teams: Cities (New York, Omaha, San Jose, Kansas City, Los Altos)
- See All Team Standings

Header: Opportunity: Grand Hotels | Salesforce.Profile | Salesforce.Standings | Page Editor - NitroAdmin
https://na12.salesforce.com/006U00000025Klv
PB Bunchball Develop... Web Services API De... bunchball Trac

Top Navigation: Home, Chatter, Campaigns, Leads, Accounts, Contacts, Opportunities, Contracts, Solutions, Products, Reports, Nitro, +

Search Bar: Search All... Options, Search

User Profile: Rajat Paharia, Help, Sales

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NON GAME CONTEXTS : PRODUCTIVITY

The screenshot shows the 'Badges' section of the attent WITH SERIOS™ website. At the top, there is a navigation bar with links for Home, Profile, Financial, People, Download, and Help. Below the navigation bar, there is a secondary navigation bar with links for Dashboard, Leaderboard, Badges (which is currently selected), Account History, and Transaction. On the far right of this secondary bar is a Logout link. The main content area has a light blue header with the word 'Badges' in orange. Below this, there is a section titled 'Badge Placard' with a placeholder text 'Drag a badge to the left to add it to your Badge Placard'. Below this placeholder are two rows of badge icons. The first row contains five icons: a red shield, a red trophy, a green shield, a blue trophy, and a gold trophy. The second row contains five icons: a yellow folder, a blue folder, a purple folder, a pink folder, and a blue folder. Below the badge placard, there is a section titled 'Badge Explanation' with a descriptive paragraph. There is also a 'Badge Notification' section at the bottom with two entries.

attent™
WITH SERIOS™

Home Profile Financial People Download Help

Dashboard Leaderboard **Badges** Account History Transaction Logout

Badges

Drag a badge to the left to add it to your Badge Placard

Badge Placard

Badges available to drag:

Badges earned:

Badge Explanation

This is your Badge collection page. As a Carbon user, you can earn Badges for using Serios in specific ways. For example, you can earn the Level 1 Activity Badge just by sending 10 Serios! As you become more adept at using Serios, you will earn higher ranks of Badges. You can show these off by placing them on your Badge Placard, which is visible to everyone else in the Carbon system.

Some Badges are much harder to earn than others. Over time, you may also gain access to especially rare or undiscovered Badge sets!

Badge Notification

9/24/06 - Congratulations! You have earned the Level 2 Income Badge!

9/20/06 - Congratulations! You have earned the Level 8 Activity Badge!

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NON GAME CONTEXTS : SUSTAINABILITY

The screenshot shows a user interface for a sustainability game. At the top, there are five navigation links: Driving History, Route Planner, All Info. Feeds, Rankings, and Eco Tree. Below these are two tabs: Regional Rankings (selected) and World Rankings. A large blue header bar displays the title "Regional Rankings".

Below the header, a message says "Your regional rank for Dec/2010 (as of December 16, 2010)". A back arrow and the date "Dec/2010" are shown.

The main area compares "Your Score" (Ranked 3) and "Champion's Score" (4.8 miles/kWh). It shows an average energy economy of 4 miles/kWh and a gold medal icon.

A progress bar at the bottom indicates energy levels: Bronze (blue bar), Silver (blue bar), Gold (blue bar with a car icon), and Platinum (blue bar with a trophy icon).

At the bottom right, the text "mad•row" is visible.

Your Score	Champion's Score
Ranked 3	Average Energy Economy 4.8 miles/kWh

Legend: Bronze, Silver, Gold, Platinum

BEYOND GAMIFICATION

GAME



WHOLE

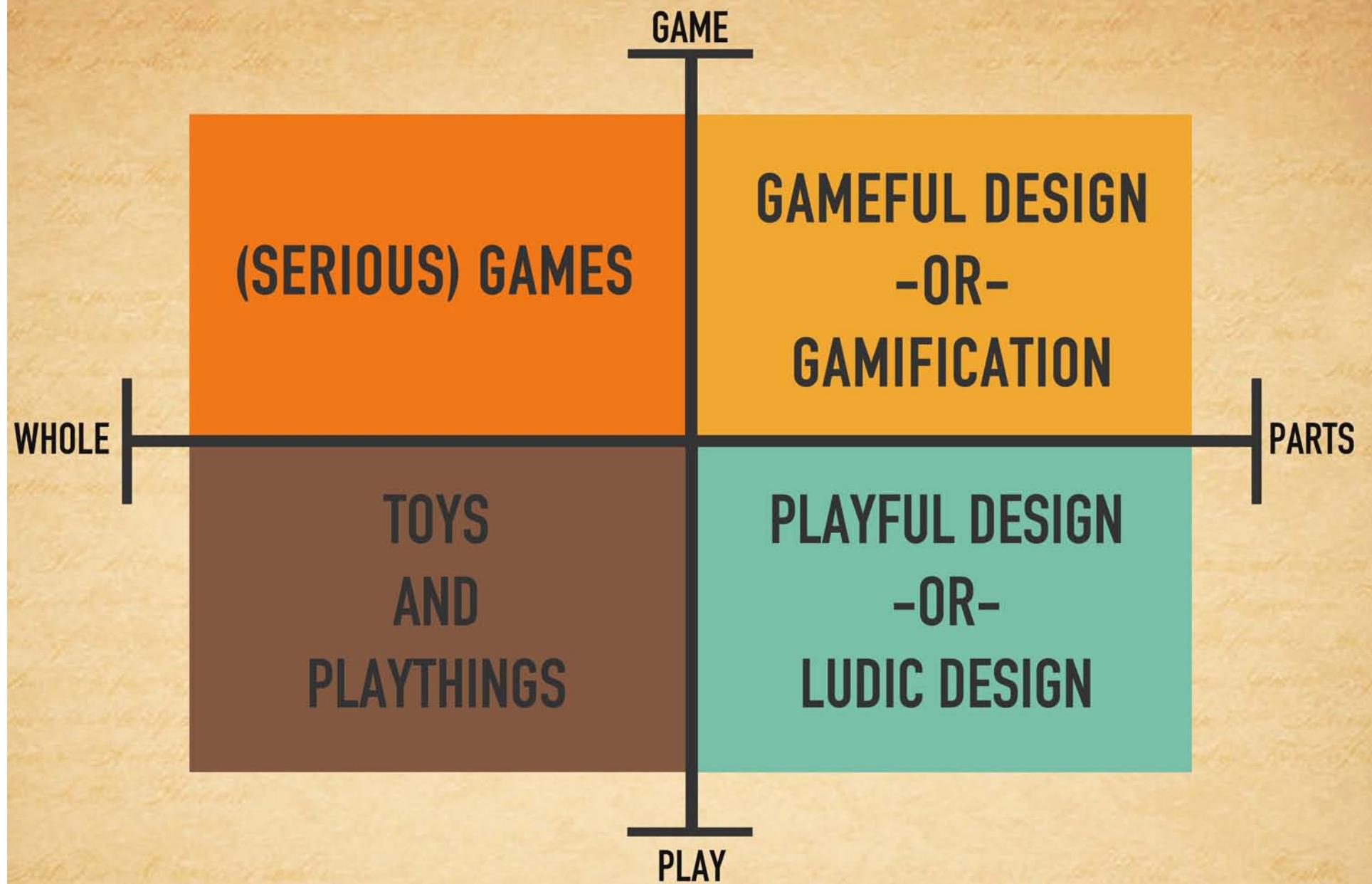
PARTS



PLAY



BEYOND GAMIFICATION



BEYOND GAMIFICATION

GAME



WHOLE

PARTS

PLAY

A screenshot of the Foodspotting website. At the top, there's a navigation bar with links like EXPLORE, GUIDES, PEOPLE, BLOG, ABOUT, and IPHONE. Below that, a section titled "Guides are the easiest way to share a list of foods & drinks you recommend." features a "Create a Guide" button and a preview of a guide for "No Reservations". To the right, there are mobile device screenshots showing the app interface.

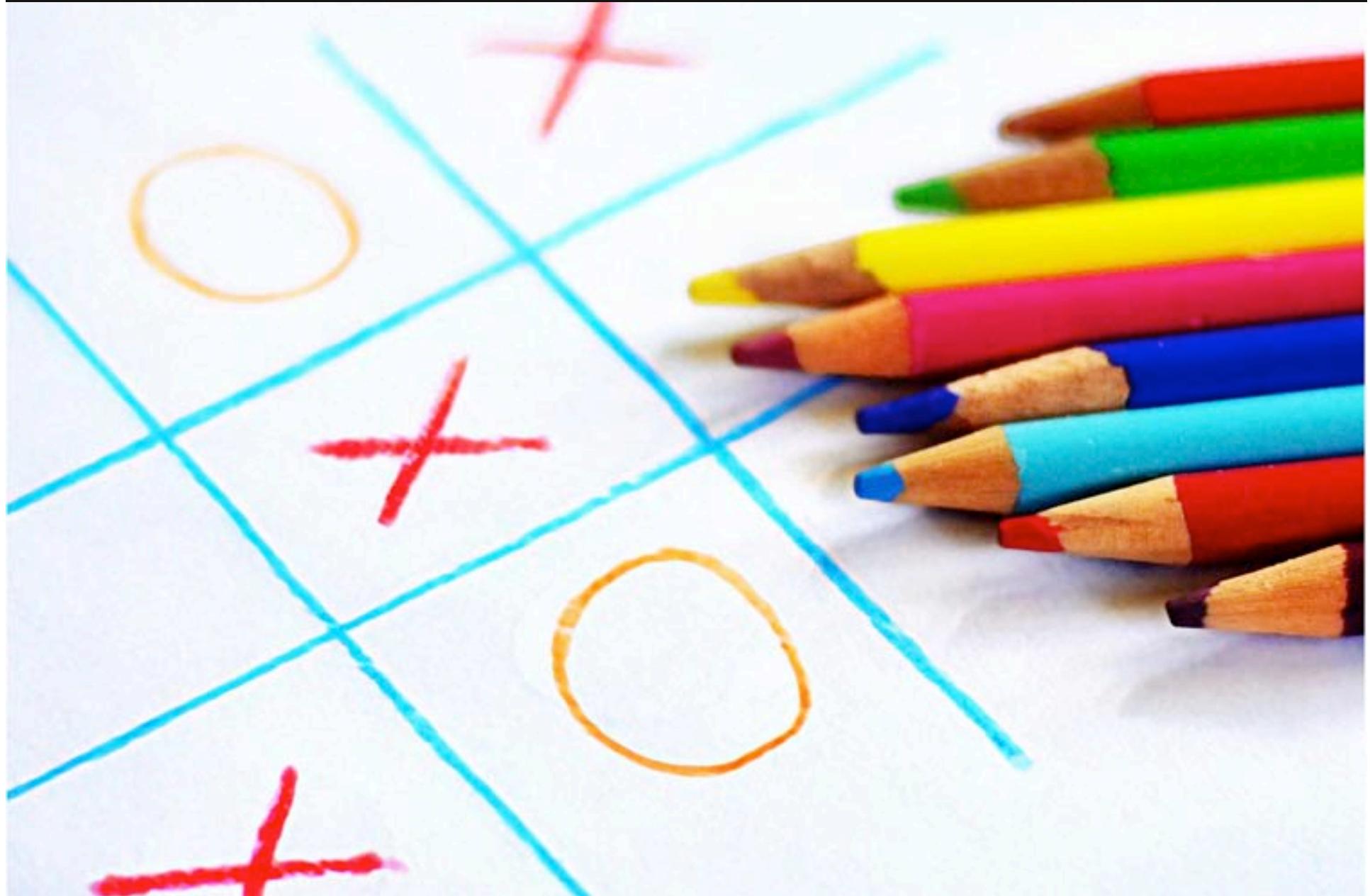
Featured Publishers



All Guides



WHAT IS A GAME?



WHAT IS A GAME?



A voluntary, rules-bound experience of competitive strife towards discrete goals or outcomes.

BUT WHERE'S THE FUN?



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FARMVILLE



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THE PROBLEM WITH FUN

IT'S TOO DILUTED OF A CONCEPT

It doesn't distinguish the unique psychological experience of gameplay that leads to SUSTAINED ENGAGEMENT.

See:

Raph Koster – *A Theory of Fun in Games*

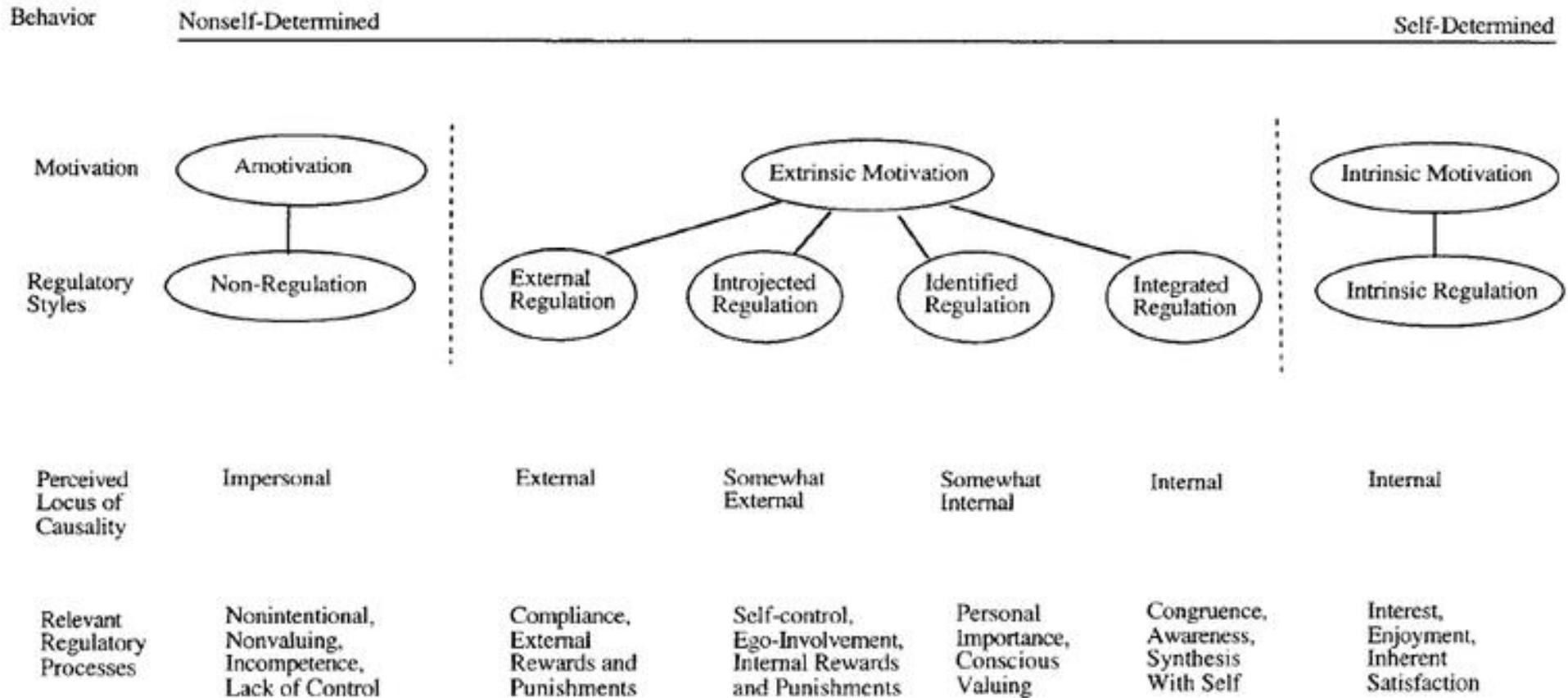
Nicole Lazzaro – *Four Keys to Fun*

Marc Leblanc – *Eight Kinds of Fun*

MOTIVATION, ENGAGEMENT & MEANINGFUL INTERACTIONS



SELF-DETERMINATION THEORY



SELF-DETERMINATION THEORY

SDT argues that human beings seek out (and continue to engage in) activities if they promise (and succeed) to satisfy 3 intrinsic motivational needs:

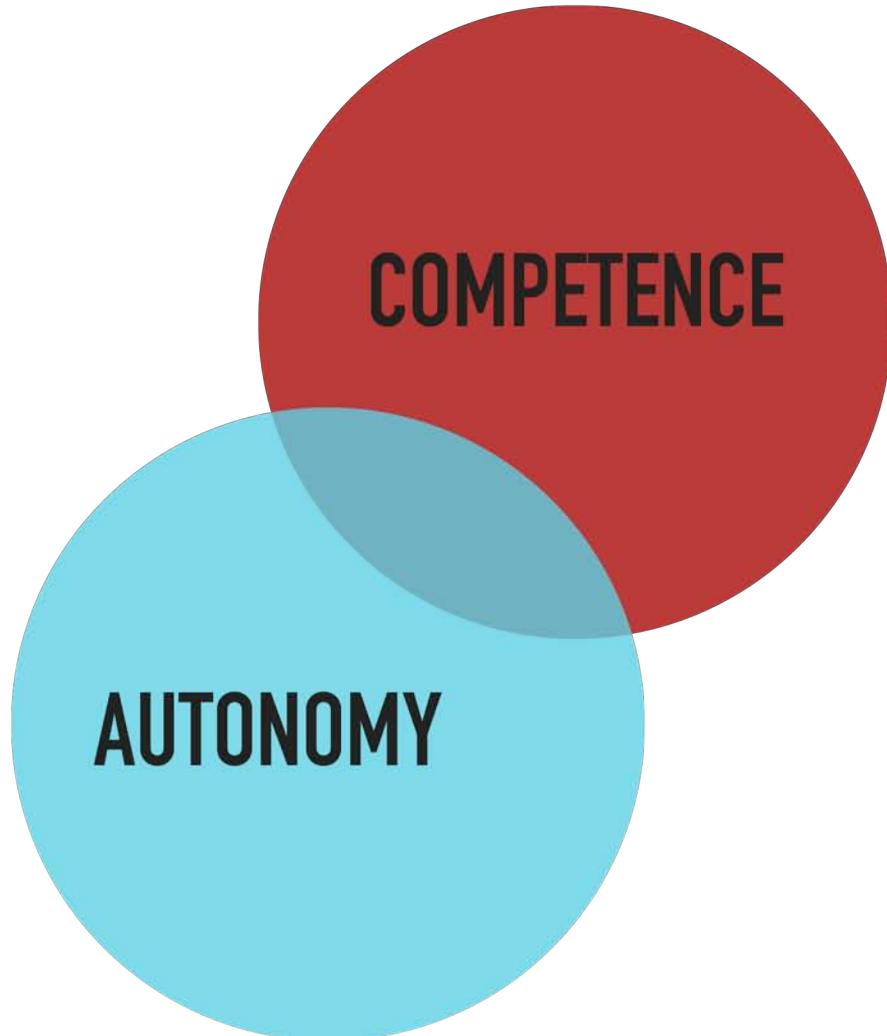


SELF-DETERMINATION THEORY

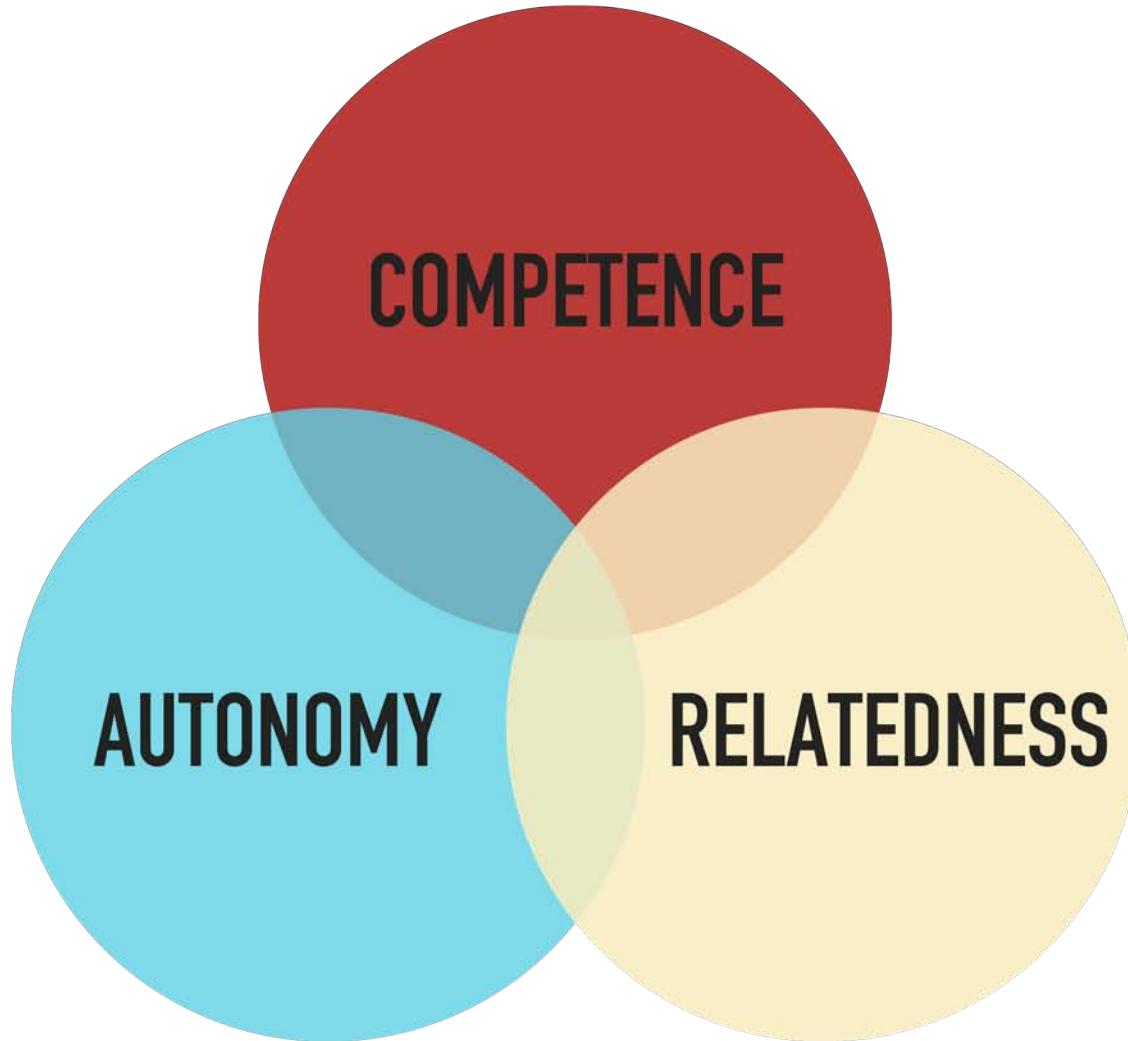


COMPETENCE

SELF-DETERMINATION THEORY



SELF-DETERMINATION THEORY



COMPETENCE: (MEANINGFUL GROWTH)

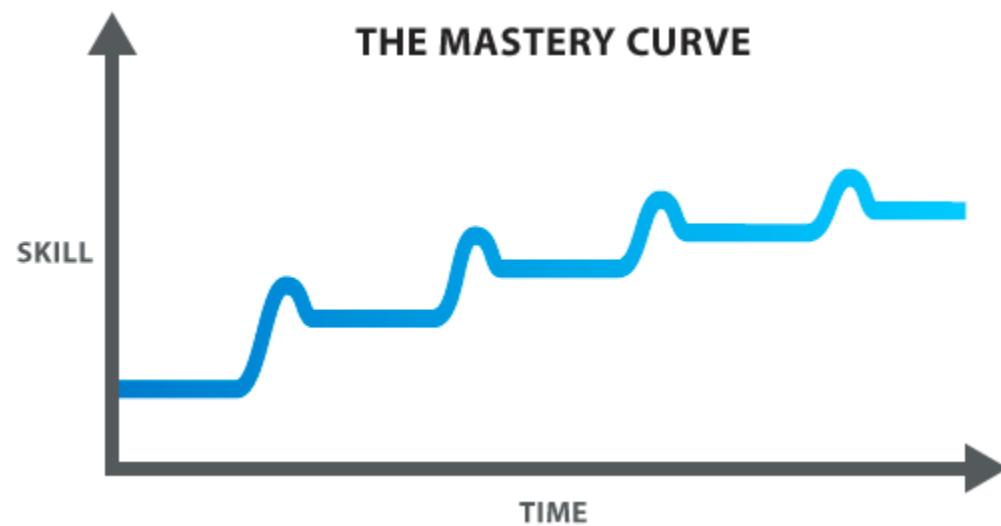


COMPETENCE

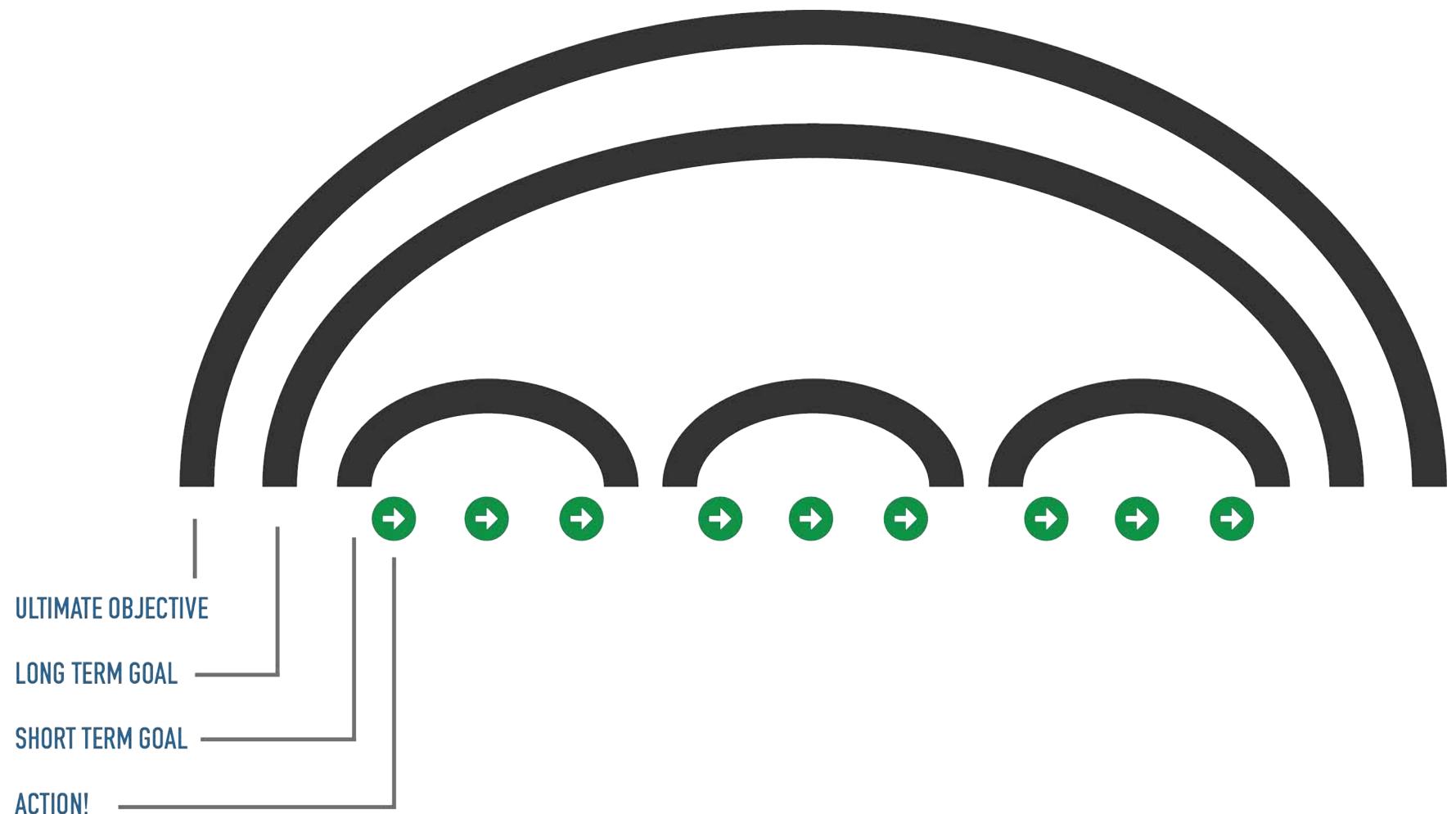
THE PATH TO MASTERY:

- + The “Path To Mastery” is an experience over time
- + Nested, short-term achievable goals that lead to success of the overarching long-term goal.
- + Wherever a player is on their quest there should be a next goal just around the corner.
- + Design appropriate challenges and rewards for all players along Player Experience Lifecycle.

N00B → Enthusiast → Master



COMPETENCE: OBJECTIVE, GOALS, ACTIONS!

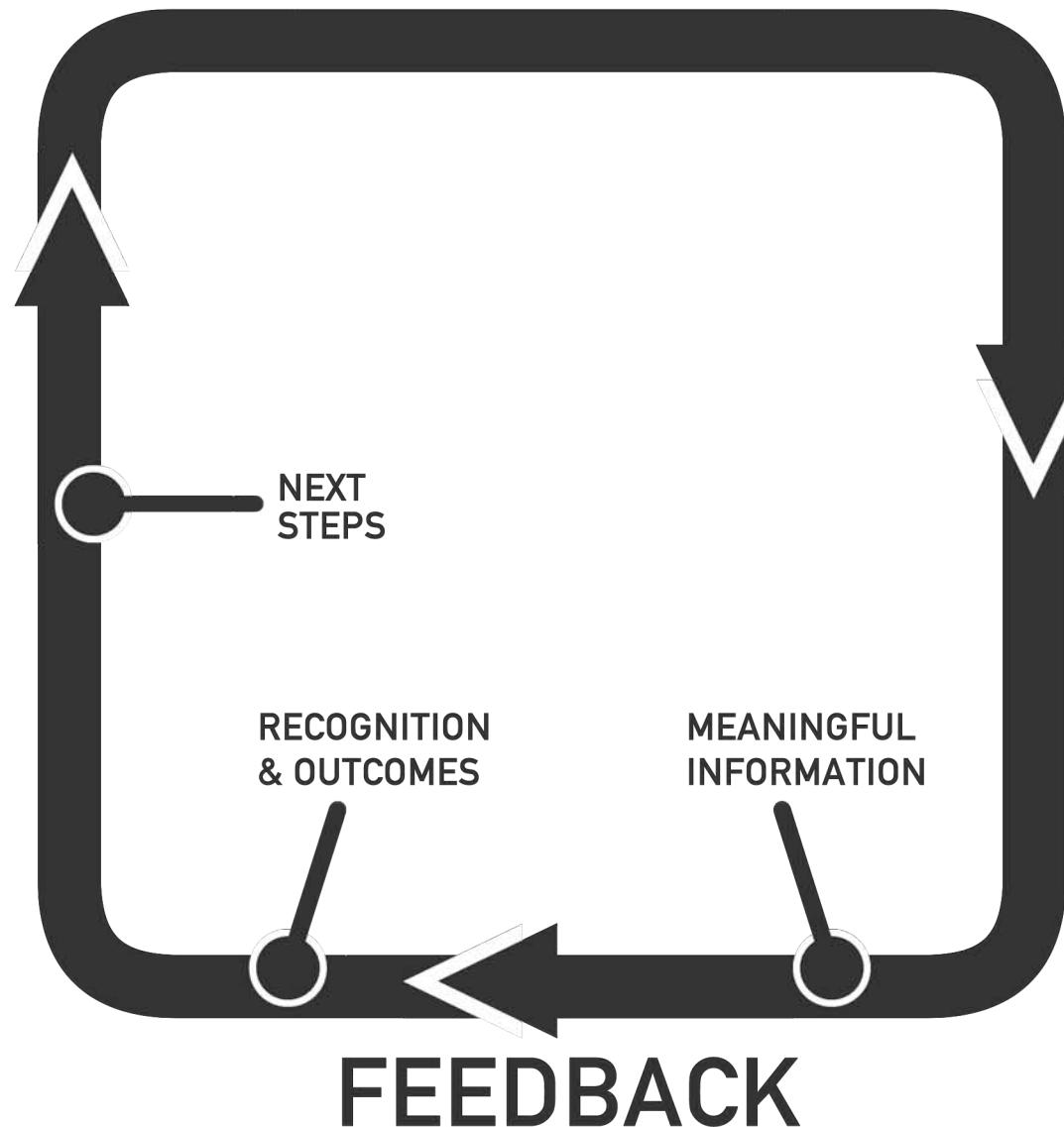


Dustin DiTommaso

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COMPETENCE: ARF!

ACTION!



COMPETENCE

EXPERIENCE OF CHALLENGE

- + Build player skill through challenges that cause them to reach just a bit out of their current level
- + Optimal challenges stretch player ability but don't overwhelm
- + Allow players to fail gracefully if it can provide an opportunity to learn and grow.

MAKE PROGRESS VISIBLE:

- + Provide real-time granular, sustained and cumulative feedback on overall performance
- + Ensure that progress data is actionable and meaningful to player competence, during immediate play and long-term engagement.
- + Utilize reward mechanics to light a blazed path of accomplishment.
- + NOT about shiny digital trophies, or badges

COMPETENCE

EXPRESSION OF MASTERY

- + After hard-earned rewards, allow players to enjoy and express their dominance
- + Sustained engagement is more a function of continued success than feeling continually stretched
- + Ease-off difficulty for a short term – Let them Coast.
- + Provide social outlets for bragging & peacocking
- + Big “**Juicy Feedback**” for a job well done



COMPETENCE: JUICY FEEDBACK



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COMPETENCE: JUICY FEEDBACK

Ch0.docx (Read-Only) - Microsoft Word

Table Tools

Home Insert Page Layout References Mailings Review View Design Layout

Font: Comic Sans MS, Size: 10, Bold, Italic, Underline, Strike, Font Color: Yellow, Paragraph: Alignment, Spacing, Line and Paragraph Spacing, Styles: AAB, AABC, T Normal, T No Spac..., Heading 1, Heading 2, Change Styles, Find, Replace, Select, Editing, Points: 0, Ribbon Hero...

INSTRUCTIONS

CLIPPY'S RÉSUMÉ

1 Change the font of the entire document from Comic Sans to Calibri.

Objective: To obtain a job that allows me to work with people writing software. I am a dedicated professional who enjoys working with others.

Work experience:

- 1996 - 2001 Office Assistant
 - Responsible for fastening as many as 18 pieces of paper at a time, including color copies, letterhead and grocery receipts.
 - Demoted to paper clip.
 - Wrote a memo to the CEO.
- 1995-1996 Chief Technical Officer
 - Assisted in the development of software applications.
- 1994- 1995 Paper clip
 - Held paper together. Responsible for fastening as many as 18 pieces of paper at a time, including color copies, letterhead and grocery receipts.
- 1992- 1994 Box of Large Spring
 - Second shelf on right

AWESOME! NOW I'LL APPLY FOR THAT JOB

COMPLETED +10

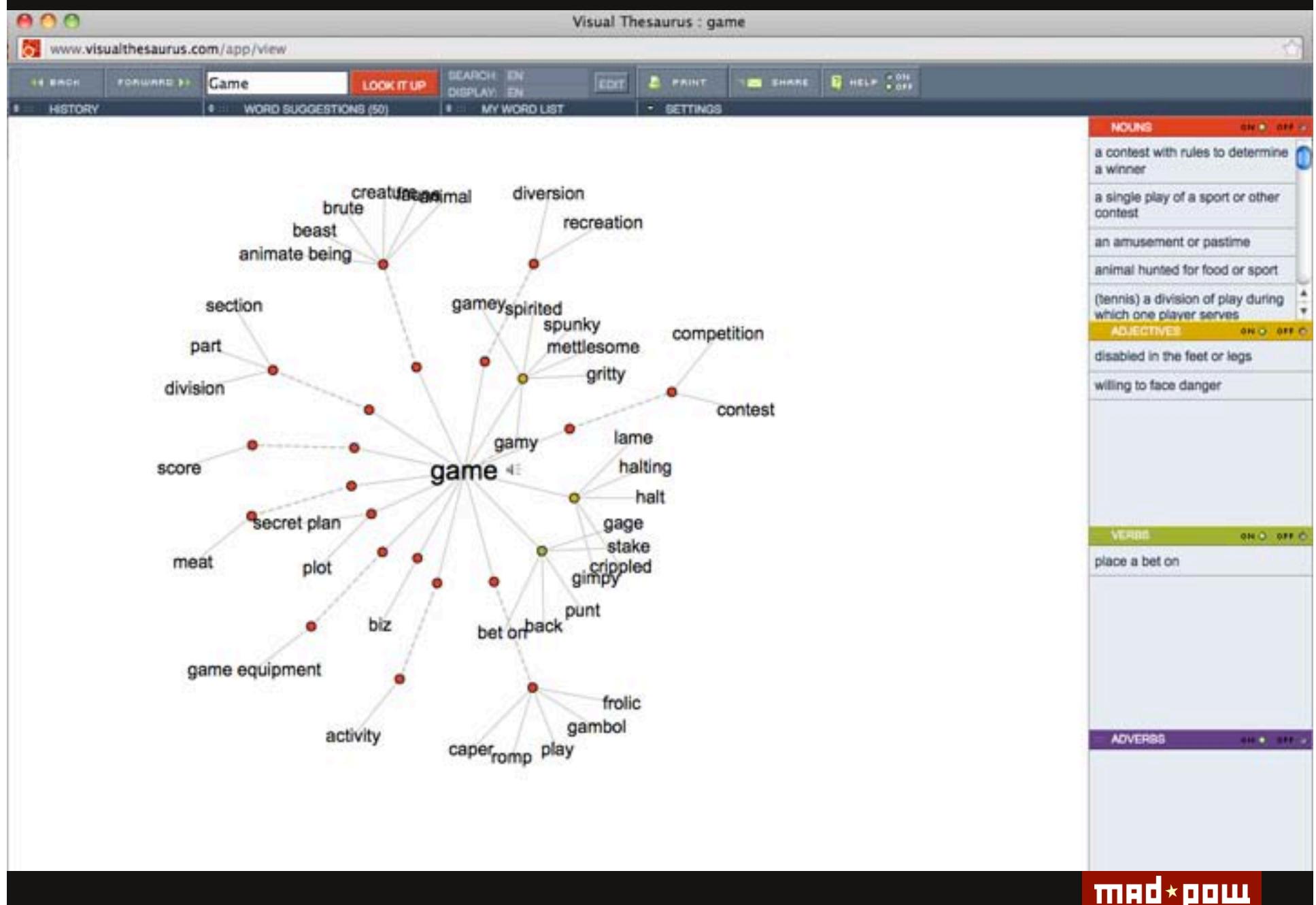
The home office Cleveland, OH

RETRY QUIT

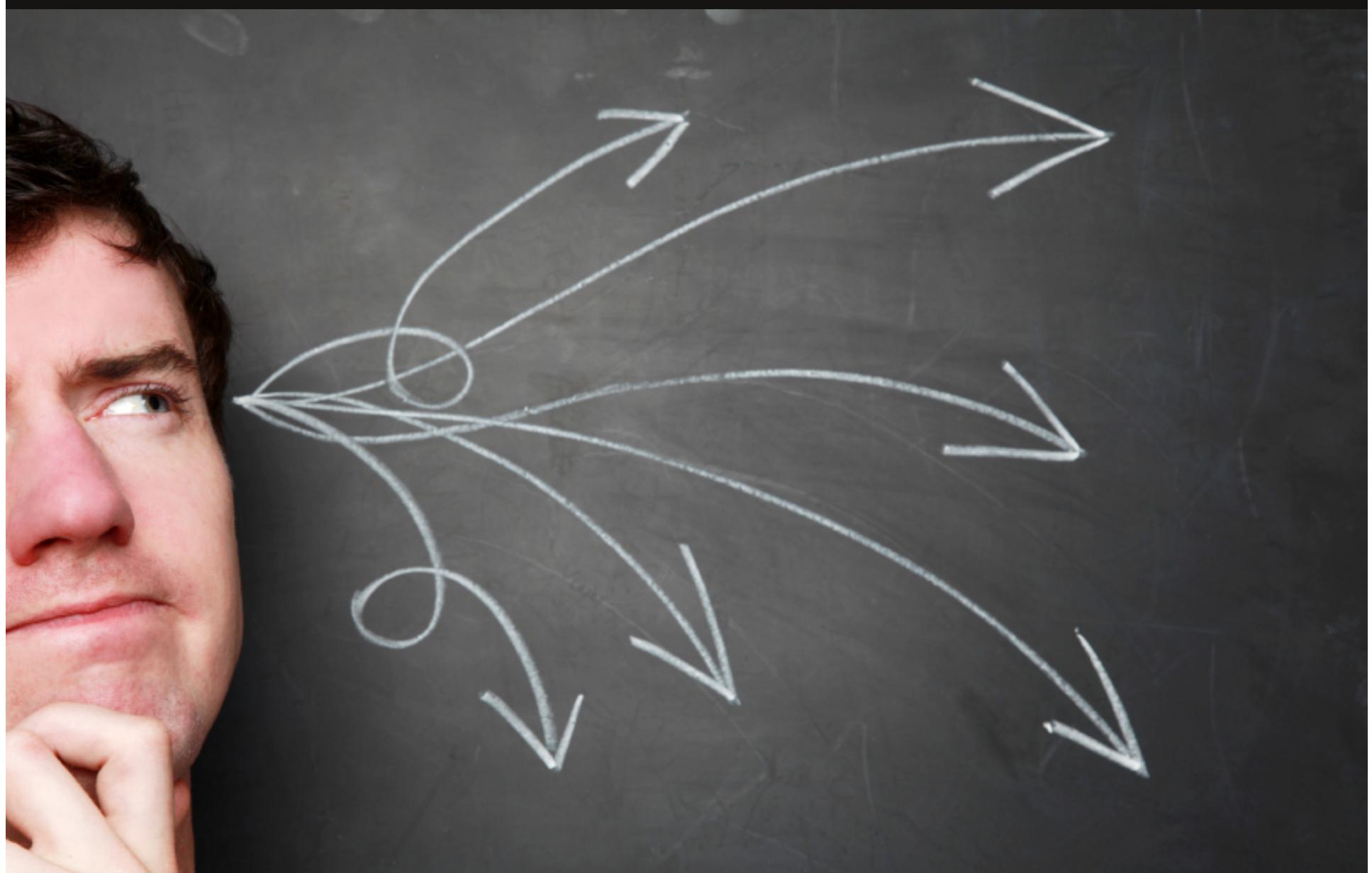
Instructions: Change the font of the entire document from Comic Sans to Calibri.

NEED A HINT?

COMPETENCE: JUICY FEEDBACK



AUTONOMY: (MEANINGFUL CHOICE)



AUTONOMY

THE GAME BELONGS TO THE USER

- + Choice, control and personal preference lead players to deep engagement and loyalty
- + Provide the right feedback (data, info, choices) for players to best make use of their autonomy
- + Experience pathways can be designed “on rails” to limit or give the illusion of freedom

OPPORTUNITIES FOR ACTION!

- + Goal is to maximize Opportunities for Action
- + Provide a variety of ways to play (Competitive, Cooperative, Solo)
- + Provide a sense of increasing opportunities of action that motivate sustained interest:
(Challenges, Social Interactions, Secrets, Unlocks, etc.)
- + Design multiple pathways leading to the desired end-state

AUTONOMY: MULTIPLE PATHWAYS



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RELATEDNESS: (MUTUAL DEPENDENCE)



RELATEDNESS

THE SPARK OF CONNECTION

- + We are intrinsically motivated to seek meaningful connections with others
- + Data shows that allowing players to connect with others and build relationships energizes, motivates and sustains ongoing engagement
- + Focus on mechanics that allow players to both give and receive support of their goals
- + Provide meaningful communities of interest beyond one-on-one connections

BEYOND OTHER PLAYERS

- + Provide value to your audience beyond the mechanics that run your system.
- + Tap into content that people are passionate about (Health, Wealth, Career, Arts, Pro-Social)
- + Provide recognition for actions that matter to your players not just to the business
- + Allow users to inject their own long & short term goals into the system

RELATEDNESS: MINT.COM CASE STUDY

The screenshot shows the Mint.com dashboard with a central modal window titled "Choose a Goal: (or Create a Custom Goal)". The modal is divided into three horizontal rows of goal icons:

- Row 1:** Pay off Credit Card Debt (NEW), Pay off Loans (NEW), Save for an Emergency, Save for Retirement
- Row 2:** Buy a Home, Buy a Car, Save for College, Take a Trip
- Row 3:** Improve my Home, Create a Custom Goal

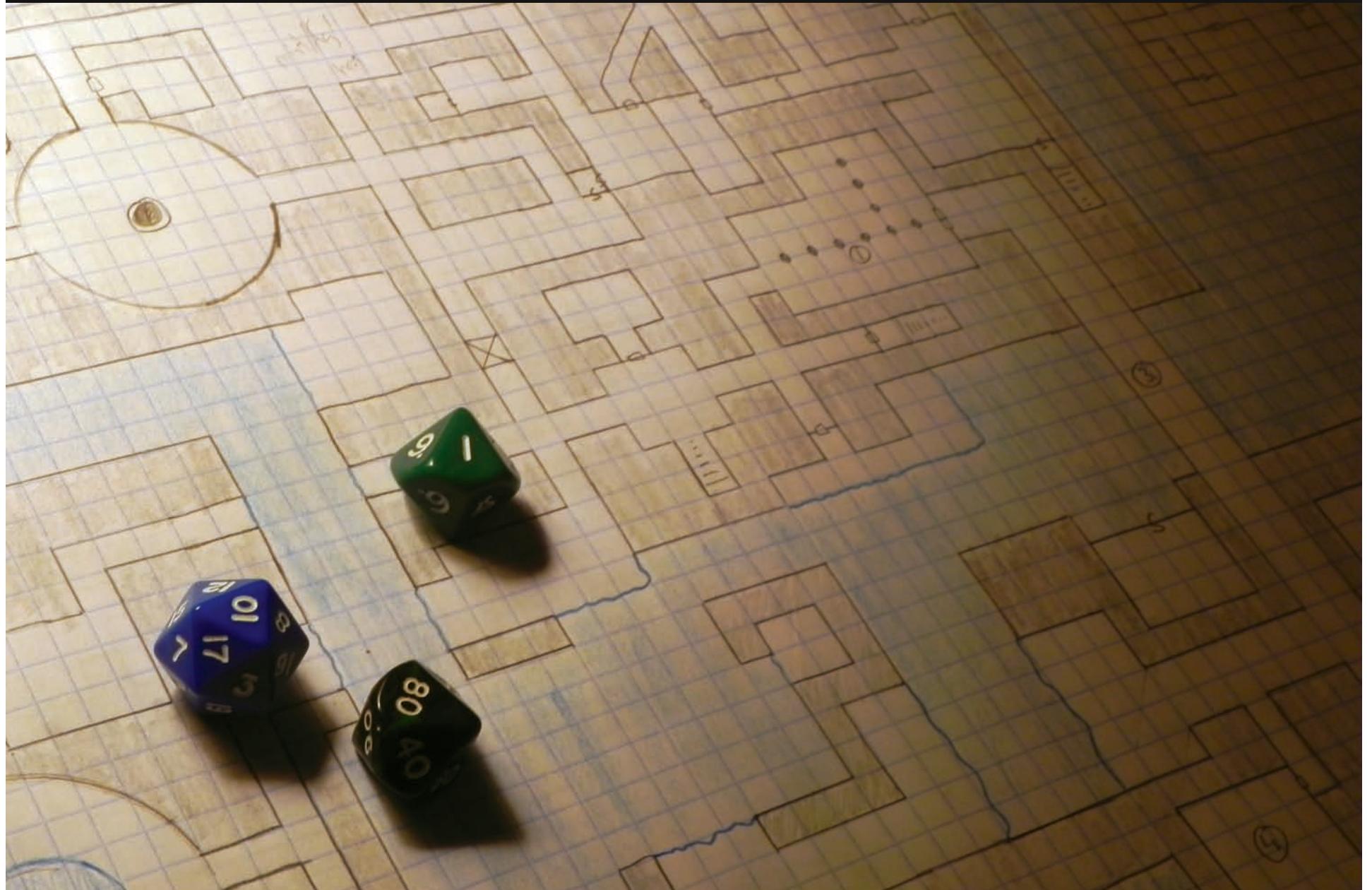
On the left side of the dashboard, there's a sidebar with a "PROJECTED MAY 28 2012" section and a "Saving \$400 per month" section. At the top of the page, there are navigation links: Overview, Transactions, Budgets, Goals, Trends, Investments, and Ways to Save. On the right, there are links for "Your Accounts", "Your Profile", "Get Help", and "Log Out".

RELATEDNESS: BEYOND HUMAN

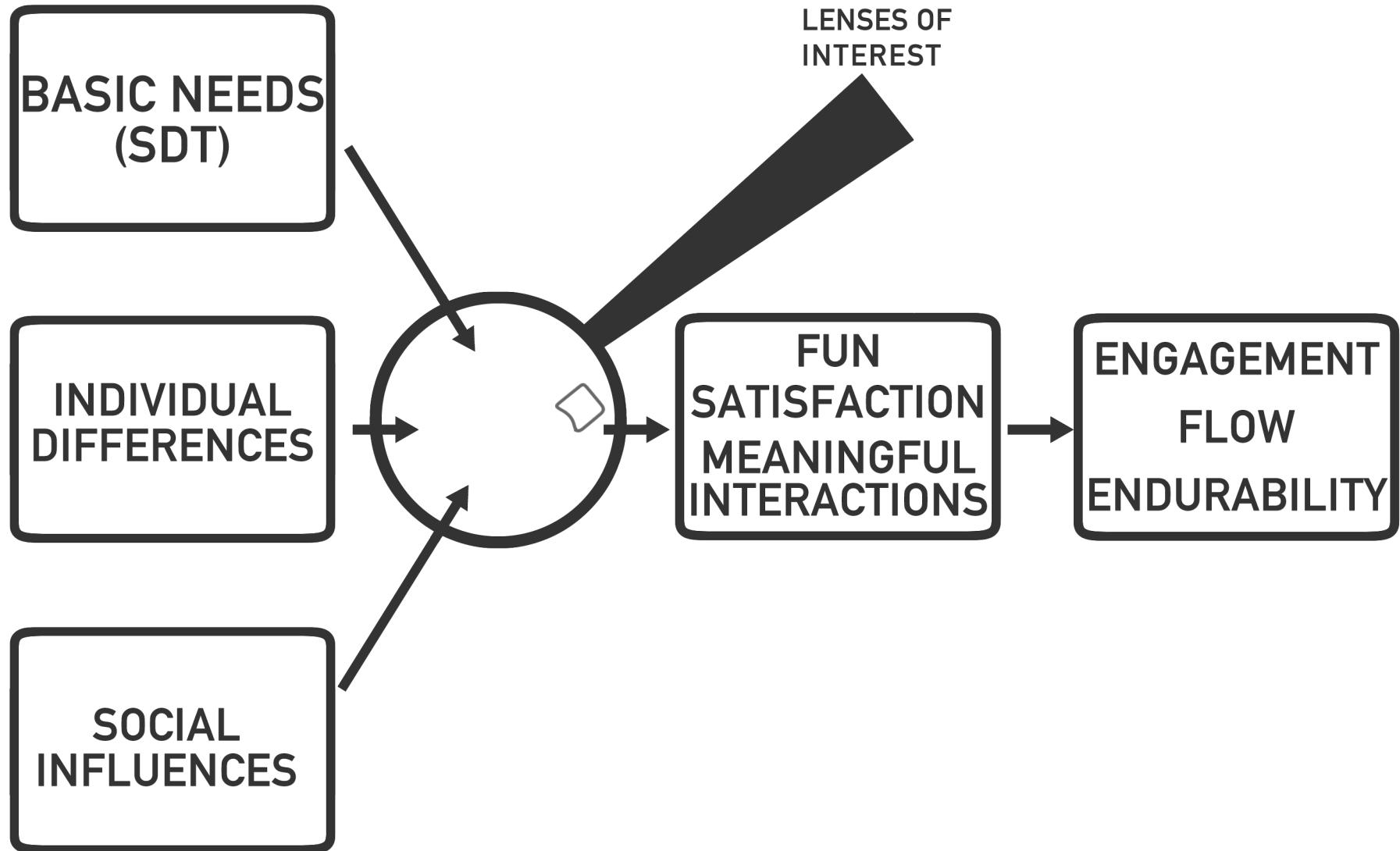


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A FRAMEWORK FOR SUCCESS



A FRAMEWORK FOR SUCCESS



STEP 1: WHY GAMIFY?



CRITICAL STAKEHOLDER QUESTIONS:

1. What is the main reason for Gamifying your product / service?
2. How does it benefit the user?
3. Will they enjoy it?



BUSINESS QUESTIONS:

What are the goals of the business?

How do you get the users to fulfill those goals?

What actions do you want your players to take?



STEP 2: PLAYER PROFILE



RESEARCH INSPIRES DESIGN

Who are your players?

What are their needs and goals? Why are they Playing?

What's holding them back from achieving their potential?

Is it lack of volition or lack of faculty?

What is their Primary Play Style? (Solo, Competitive, Cooperative)

Who are they Playing With?

What Social Actions do they find enjoyable – and why?

What Metrics do they care about?



STEP 2: PLAYER PROFILE



MOTIVATIONAL DRIVERS

ACHIEVEMENT of goals <-OR-> ENJOYMENT of experience

STRUCTURE and guidance <-OR-> FREEDOM to explore

CONTROL of others <-OR-> CONNECT with others

SELF-INTEREST in actions <-OR-> SOCIAL INTEREST in actions



STEP 3: GOALS AND OBJECTIVES



STEP 3: GOALS AND OBJECTIVES

THE HERO'S QUEST...

The Long Term Goal must be compelling & fairly difficult to achieve.

Can be Mastery of New Skill, A New Habit, An Achievement, A Title or any other pinnacle of personal growth.

ONE STEP AT A TIME

What must players accomplish in order to reach the ultimate objective?

How can you break the journey up into discrete and satisfying challenges that push your players and help them improve?

DESIRE TO INSPIRE

Figure out a way to make long-term and short-term goals as exciting and aspirational as possible. Go for the Glory.

STEP 4: SKILLS & ACTIONS

MAKING LISTS IS A SKILL

Consider what abilities are necessary to succeed in the endeavor.

Make a skills list, of ALL the things you can think of that are relevant to your game across the following categories:

PHYSICAL SKILLS (walking, running, typing, using a chef's knife)

MENTAL SKILLS (pattern recognition, memory, spatial logic, organization)

SOCIAL SKILLS (presentation, conversation, meeting new people)

TRACK AND MEASURE

Choose skills that have long learning curves and can be developed over time.

Break longer mastery arcs into smaller nested skill-chains

Are the skills you are considering measurable? How might you make them measurable?
(monitoring/technology dependent?)

STEP 5: A LOOK THROUGH LENSES OF INTEREST

VIVA LA RESISTANCE!

COMPETITION TYPES: Player v Player, Player v System, Self-Directed

TIME PRESSURE: Relaxed explorative play or brash tactics get things done play.

SCARCITY: Scarcity can add a level of challenge and strategic gameplay.

PUZZLES: Problems that promise the existence of a solution.

NOVELTY: Change presents a new set of challenges and patterns to Master

LEVELS: Telegraph progress, ability and access & Provide Roadmap of Progress

SOCIAL PRESSURE/PROOF: The herd must be right

TEAMWORK: Can also be resistance when we need to work with others

CURRENCY: Anything that can be exchanged for something of value will be sought

RENEWALS & POWER-UPS: 'Unstick' player & redirect from dead-ends.

STEP 6: DESIRED OUTCOMES

FEEDBACK, REWARDS & RESULTS

Positives include both tangible and intangible rewards such as moving up a level

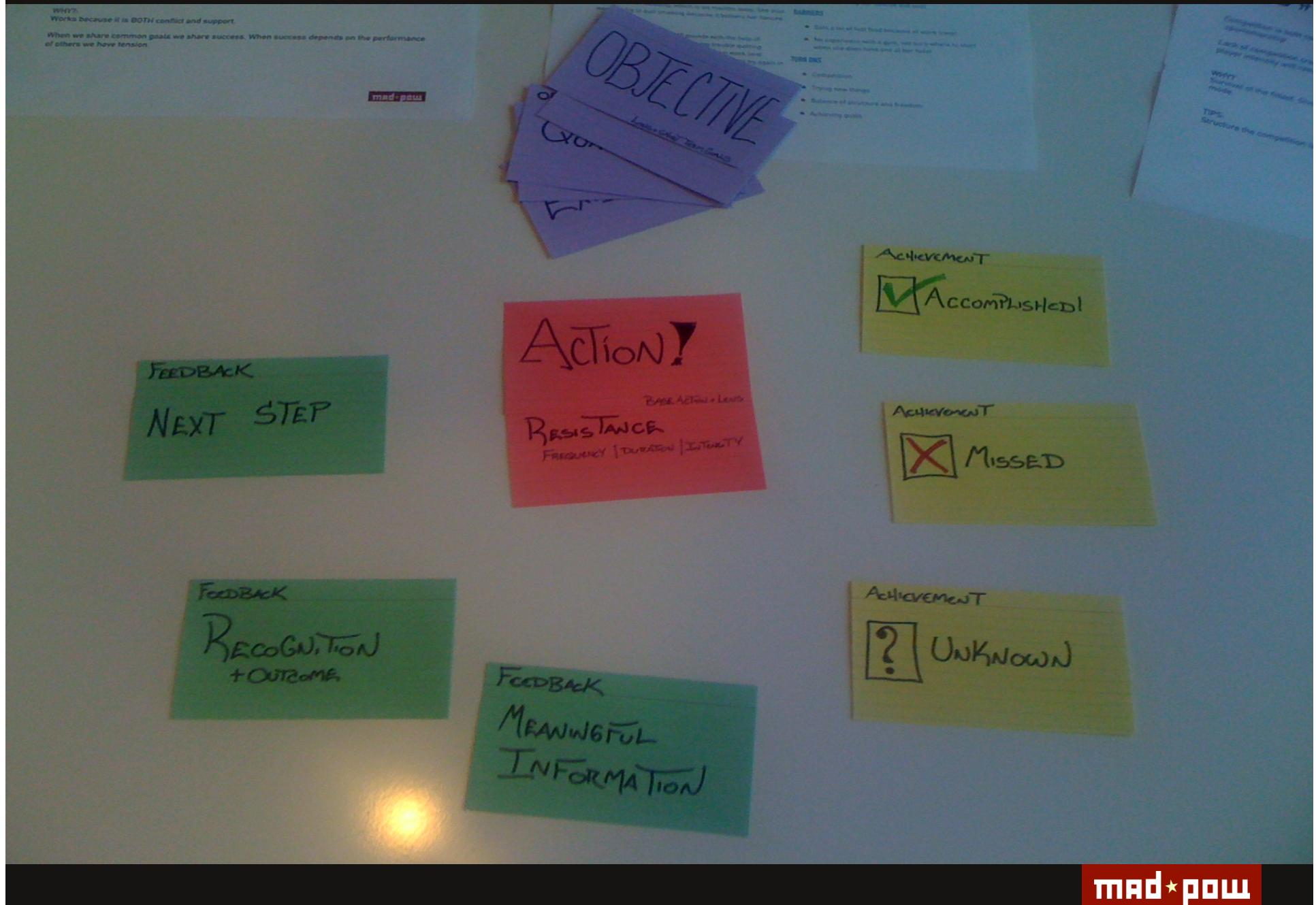
Negative might be starting a challenge over.

Outcomes can be contingent or scheduled. Players can trigger an outcome based on specific action they take or based on a time frame within the game.

EPIC WIN!

The Ultimate Objective (Epic Win!) may take weeks, months, years to achieve but along the way players need to see and feel incremental successes and failures.

STEP 7: PLAY-TEST & POLISH!



STEP 7: PLAY-TEST & POLISH!

Why?
Works because it is BOTH conflict and support.

When we share common goals we share success. When success depends on the performance of others we have tension.

PLATFORMS ARE NEVER DONE

What's working / What isn't?

What have you not considered?

Is the game personal enough for your players?

Do they feel that it's tailored to their own unique personality and desires?

Are you tapping into Player Experience needs of Competence, Autonomy, & Mastery?

What is going to keep it interesting in 10 weeks time? In 8 months time?

When player reach the Epic Win! it's time to go back to the drawing board.

IN SUMMARY

EVOLUTION

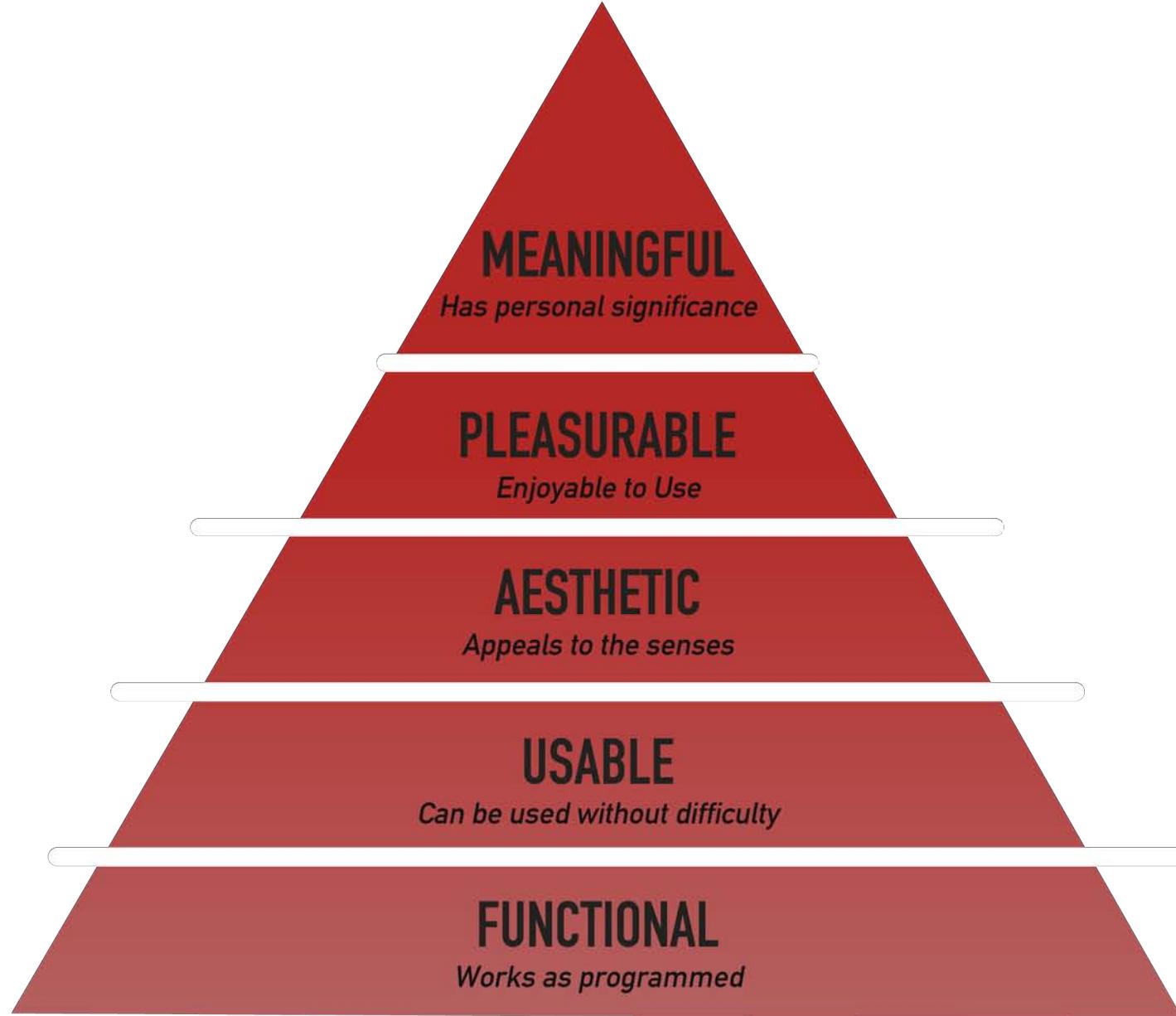
Games are motivation engines.

Opportunities are ripe to evolve “gamification” past shallow extrinsic motivational tactics and towards a more balanced “gameful design”.

Since video games are designed with the primary purpose of entertainment, shouldn’t they be able to make other non-game products more enjoyable as well?



EVOLUTION



GAME OVER



Portsmouth | Boston | Louisville

We deliver research-inspired design
aimed at improving the experiences
people have with technology,
organizations, and each other.

Dustin DiTommaso
Experience Design Director
dustin@madpow.net | @DU5TB1N

REFERENCES: A PATH TO MASTERY



GAME THINKER

Nic Kelman, "Yes, but is it a game?" from *Games : Required essay from a not so required book.*

Raph Koster, *A Theory of Fun for Game Design : Fun arises from Learning & Mastery*

James Paul Gee, *What Video Games Have to Teach Us about Learning & Literacy : Pairs nicely with Koster's book*

Mihály Csikszentmihályi, *Flow – The Psychology of Optimal Experience : Many implications for creating engagement architectures*

Johan Huizinga, *Homo Ludens, A Study of the Play Element in Culture : "All play means something."*

Jane McGonigal, *Reality is Broken : Serious Games will Save the World*

REFERENCES: A PATH TO MASTERY



GAME MAKER

- Jesse Schell, *The Art of Game Design – A Book of Lenses : Tactical and practical*
Fullerton, *Game Design Workshop : Techniques for Offline Prototyping and Testing*
Hunicke, Leblanc, Zubek, *MDA a Formal Process of Game Design : Origin of the Mechanics, Dynamics, Aesthetics framework*
Bateman, Boon, *21st Century Game Design : Pragmatic approach to Game Design*



BONUS PLAY

- Ryan, Deci, *The Handbook of Self-Determination Research : Perhaps the most well researched psychological theory of intrinsic motivation*
James Paul Gee, *On Video Games & Situated Learning [VIDEO]* : <http://bit.ly/jpgee>