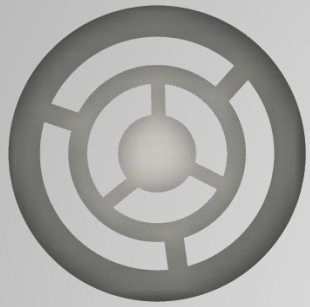
Ludificación (gamification)

Captura de imagen Runawaystars



Julieta Lombardelli

Lic. Diseño Multimedia

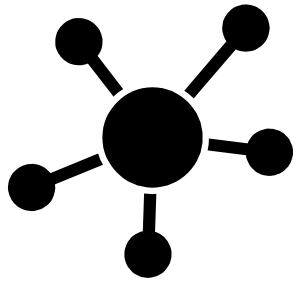
Doctoranda en Artes (FBA-UNLP)

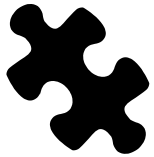
Artista, Docente

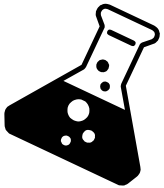
Investiga en LIFIA Laboratorio de Investigación y Formación en Informática Avanzada – Facultad de informática UNLP

https://www.cientopolis.org/ludiciencia/

LUDIFICAR (gamification)





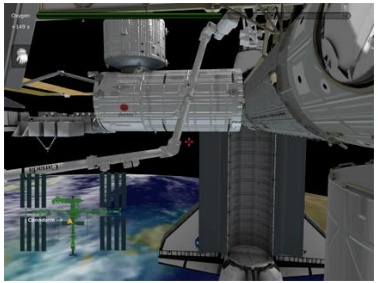


- la Ludificación hace uso de **recursos que son propios del juego como disciplina** y se implementa como una **estrategia para motivar** acercar o convocar a usuarios ejecutar determinada **acción** o incorporar conocimiento sobre un área, con el claro objetivo de estimular y facilitar al usuario la incorporación de saberes específicos y de **incrementar el compromiso** con aquello que se busca estimular.

Algunas definiciones –
(Kapp, Blair, Mesch)

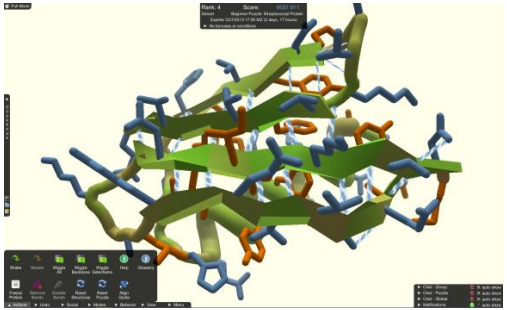
SIMULACIÓN

https://www.nasa.gov/multimedia/3d_resources/station_spacewalk_game.html



La simulación es un ambiente realista, controlado, donde quienes participan pueden practicar comportamientos y experimentar el impacto de sus decisiones.

JUEGO/VIDEOJUEGO



Sistema en donde los jugadores se abstraen en desafios definidos por reglas, interactividad y resultados cuantificables.

LUDIFICACIÓN

http://www.app-ear.com.ar/

Ludificación es utilizar elementos basados en los juegos como mecánicas, estética y acciones de juego para convocar a la gente, motivarlos, promover el aprendizaje y resolver problemas.

Videojuegos / juego completo

Videojuegos tipo “puzzles”
Ciencia Ciudadana

FOLD IT

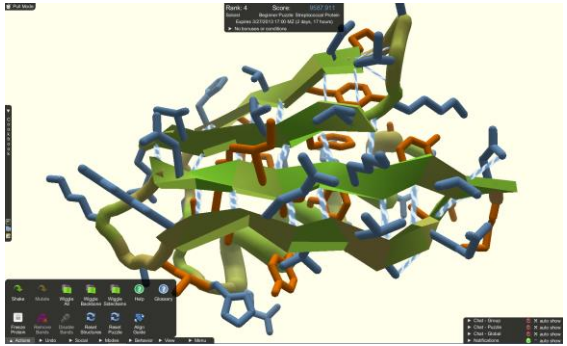
https://fold.it/portal/

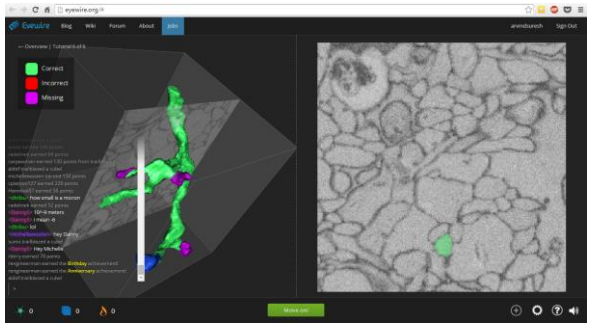
EYEWIRE

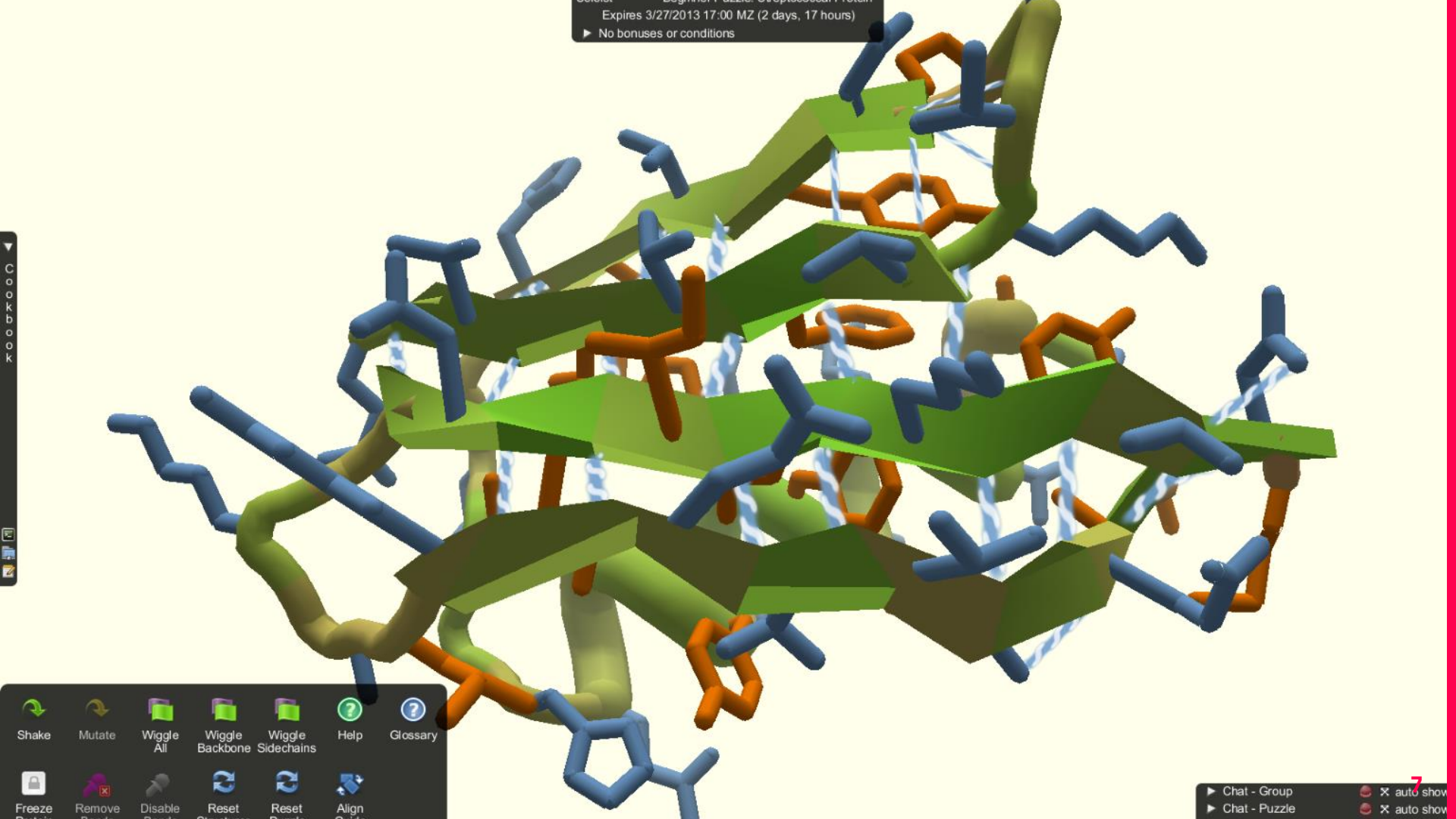
https://eyewire.org/explore

eterna

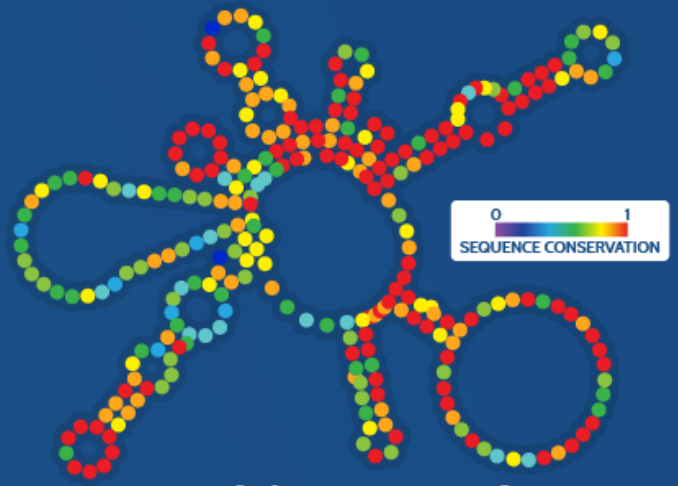
https://eternagame.org/web/






Expires 3/27/2013 17:00 MZ (2 days, 17 hours)
No bonuses or conditions
Cookbook
Shake
Mutate
Wiggle All
Wiggle Backbone
Wiggle Sidechains
Help
Glossary
Freeze
Remove
Disable
Reset
Reset
Align
Chat - Group
Chat - Puzzle
auto show
auto show
7

Foldit: The Gamification Of Scientific Discovery



RNA of the Mason–Pfizer monkey virus (M-PMV)

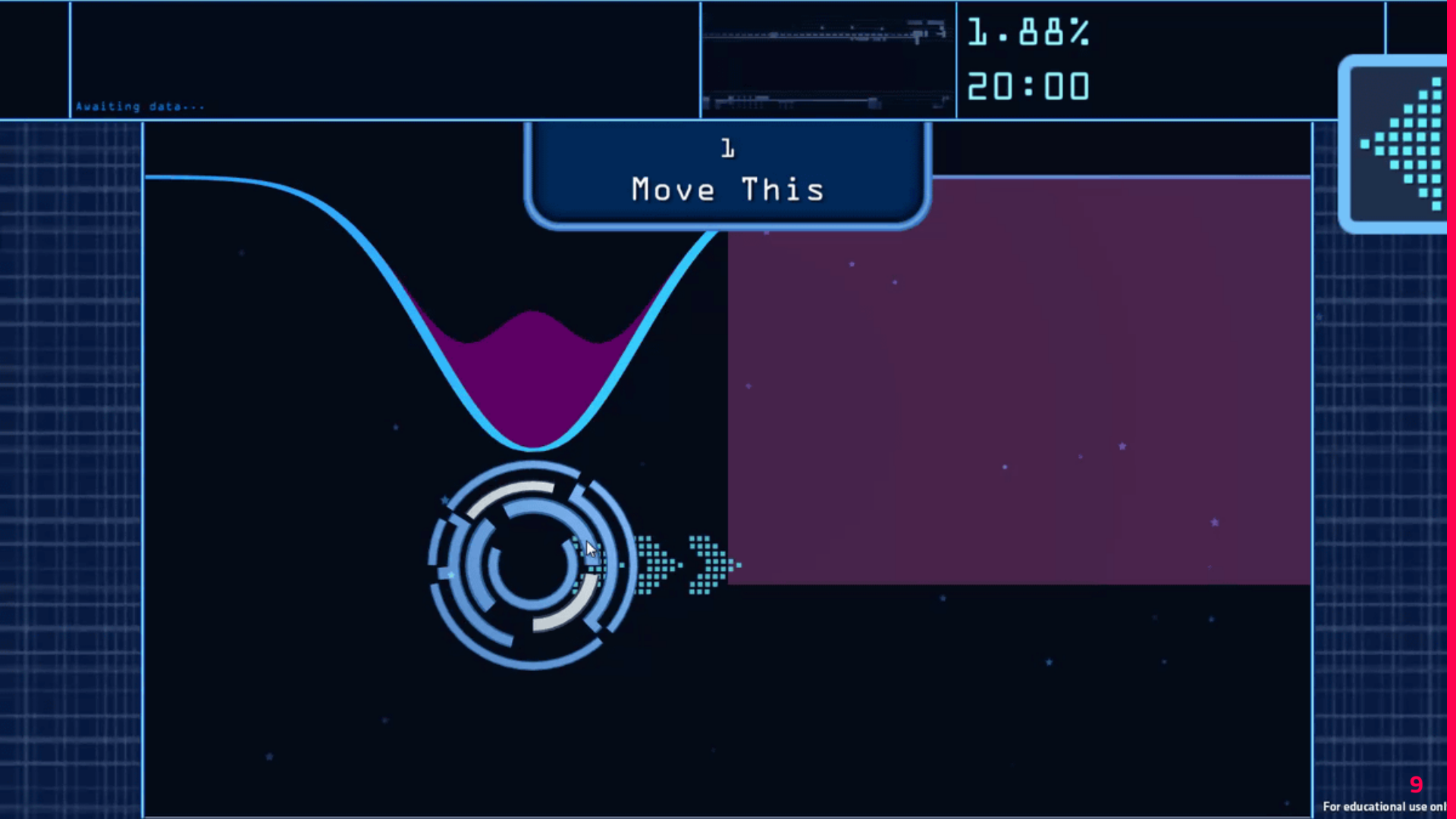
Scientists had been studying the M-PMV crystal structure for **15 YEARS.**

In 2008, University of Washington researchers released an online puzzle video game about protein folding.

It took **57,000+ PLAYERS** **10 DAYS** to solve the problem those scientists were studying.

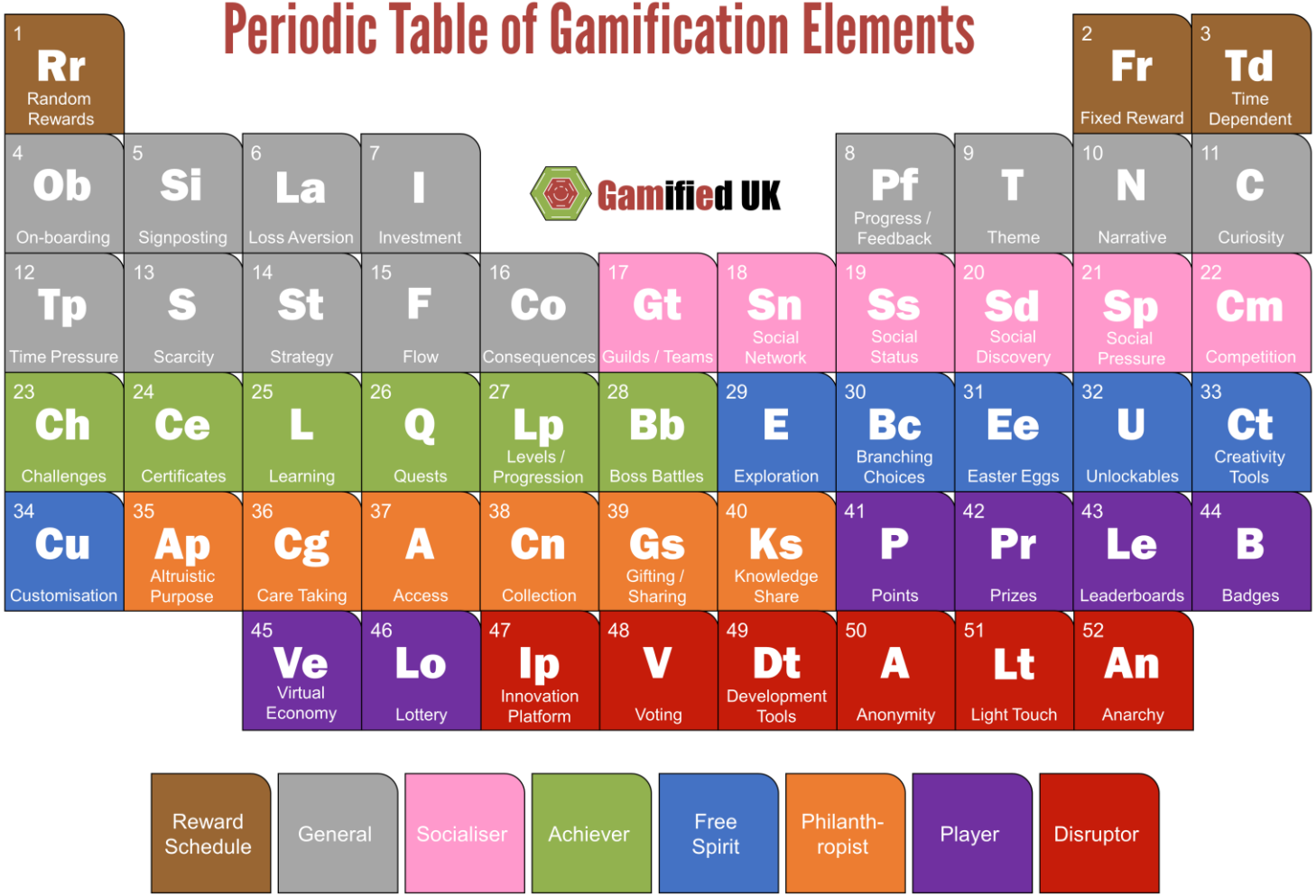
Find more statistics on video games at bigfishgames.com/blog/stats/

Sources: Pew Research: http://goo.gl/RXeK5w | Foldit: http://fold.it/portal/


Awaiting data...
1.88%
20:00
1
Move This

Ludificación

Periodic Table of Gamification Elements



https://www.gamified.uk/user-types/gamification-mechanics-elements/

You should sign in!

TASK | TUTORIAL

Is the galaxy simply smooth and rounded, with no sign of a disk?

- Smooth
- Features or Disk
- Star or Artifact

NEED SOME HELP WITH THIS TASK?

Done & Talk | Done

https://www.zooniverse.org/projects/zookeeper/galaxy-zoo/classify

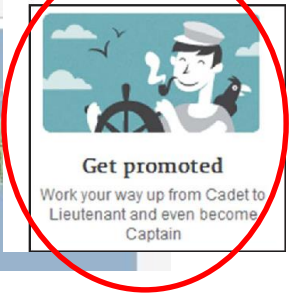
1. DATE ✓ 2. LOCATION ✓ 3. WEATHER 4. OTHER 5. FINISH

HMS Scarab

Active: Hong Kong

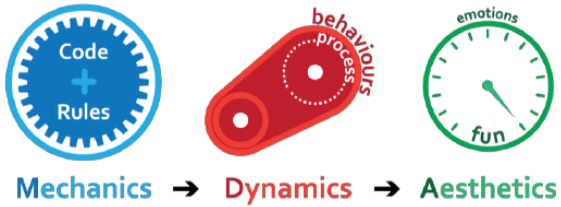
Gunboat - Learn more

Map and timeline



Frameworks de Ludificación

- MDA



https://www.researchgate.net/figure/MDA-framework-by-Hunicke-et-al-2004_fig1_269808863

- **Octaltsis**
- **Yu-kai Chou**
- ***8 CORES***

- **Simple Gamification Framework**
- Andrzej Marczewski
- **WHAT**
- **WHY**
- **WHO**
- **HOW** .
- **ANALYTICS**
- **TESTED**
- **ACTED / ITERATED**
- **RELEASED**

GAMIFICATION MODEL CANVAS

Project name:

Design for: On:

Design by: Iteration:

PLATFORMS

Describe the platforms on which to implement game mechanics

What platforms do we have available for incorporating mechanics?
What platforms can we use to bring mechanics to the player?
What platforms will the game run on?

MECHANICS

Describe the rules of the game with components for creating game dynamics

How will we use the selected components to develop behaviors?
How can we explain the mechanics to our players?
How can we increase the difficulty of mechanics over time?

Examples of mechanics:

Watch this video and get 10 points
Answer this survey and get expert level
Complete this form and unlock this badge
Buy something to complete this mission
Read content before 15 minutes
Recommend something and get this prize

DYNAMICS

Describe the run-time behavior of the mechanics acting on the player over time

What dynamics will we use to create the aesthetics of our game?
What dynamics work best for our players?
How will these dynamics work in our game?

Some dynamics:

Appointment
Status
Progression
Reward
Scarcity
Identity
Productivity
Creativity
Altruism

AESTHETICS

Describe the desirable emotional responses evoked in the player, when they interact with the game

What elements will grab the attention of our players?
Why should they play?
How can our players have fun?

Some aesthetics:

Narrative
Challenge
Fellowship
Discovery
Expression
Fantasy
Sensation
Submission

PLAYERS

Describe who and what the people are like in whom we want to develop behaviors.

Who are our players?
What are your players like?
What do our players want?

COMPONENTS

Describe the elements or characteristics of the game to create mechanics or to give feedback to the players

What components will we use to create our dynamics?
What components will create game mechanics?
What components will be used to provide feedback?

Some components:

Points
Badges
Achievements
Leaderboards
Levels
Countdown
Dice
Progress Bar
Missions
Avatars
Virtual Goods
Real Prizes
Inventory
Virtual Currency

BEHAVIORS

Describe the behaviors or actions necessary to develop in our players in order to get returns from the project

What behaviors do we need to improve the challenges of the game?
What behaviors would our players like to improve?
What behaviors can be improved?

Examples of behaviors:

Watch video
Answer survey
Complete form
Buy something
Read content
Recommend something
Go to a website
Read email

COSTS

Describe the main costs or investment for the development of the game

What are the main costs of the game?
What budget is available for achieving the challenges set?
Can we phase costs over time, based on the achievement of objectives?

REVENUES

Describe the economic or social return of the solution with the introduction of gamification

What economic or social challenges set out the game?
How will we measure the success of the game?
What results do we hope to achieve from the game?

WWW.GAMEONLAB.COM

Please send us your valuable feedback! canvas@gameonlab.com

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Andrzej's Gamification Framework

- I know **WHAT** I am going to Gamify
- I know **WHY** I am gamifying it
- I know **WHO** will be involved
- I know **HOW** I am gamifying it
- I have **ANALYTICS** set up
- I have **TESTED** with users
- I have **ACTED** on feedback
- I have **RELEASED** the solution

Remember

- Think like a games designer
- Try to make it voluntary
- Plan for **CHEATERS**
- **INTRINSIC** > extrinsic
- Don't be **EVIL**
- Remember the **FUN**
- Be **SOCIAL**

Intrinsic Motivation RAMP
Relatedness – Autonomy – Mastery – Purpose

"Lots of things have the bells and whistles, but not the heart of a game"
Jane McGonigal

© Andrzej Marczewski 2013

Mora, Alberto & Riera, Daniel & González González, Carina & Arnedo-Moreno, Joan. (2015). A Literature Review of Gamification Design Frameworks. 10.1109/VS-GAMES.2015.7295760.

MOTIVACIONES (Self-Determination Theory)

Extrínseca

?

Premios - interfaz

Ciencia
COMUNIDAD

Intrínseca

?

El juego – diversión – ayudar a la comunidad

CREATING PART 1

PERSONAS

UX Knowledge Base Sketch #13

PREREQUISITES

- ✓ DOMAIN KNOWLEDGE
- ✓ OPTIONAL: PROVISIONAL PERSONAS
- ✓ LIKELY ROLES ARE IDENTIFIED
- ✓ RESEARCH PLAN

↓

PERSONA CREATION IS BASED ON RESEARCH

USER INTERVIEWS START WITH 5/ROLE (THEN ADD MORE LATER – DOMAIN COMPLEXITY IS THE KEY FACTOR HERE)

ADDITIONAL RESOURCES

CONTEXTUAL INQUIRY

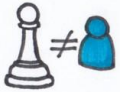
SURVEY

DIARY STUDIES

PERSONA: REPRESENTATION OF A GROUP OF USERS, AN ARCHETYPE, THAT REFLECTS PATTERNS BASED ON BEHAVIOR, GOALS, ATTITUDE AND OTHER VARIABLES.

BENEFITS

- ↗ USER-CENTERED MINDSET
- ↗ HELPS DESIGN DECISIONS: „IS THIS SOLUTION GOOD FOR THIS PERSONA?"



ROLE ≠ PERSONA

↓ DEFINED BY ↓

TASKS — BEHAVIOR, GOALS, NEEDS, CHALLENGES ETC.

GO THROUGH YOUR NOTES

SEARCH FOR:

- GOALS & NEEDS
- PAIN POINTS / CHALLENGES
- TASK FREQUENCY
- PRIORITIES
- MENTAL MODELS
- SKILLS
- WHAT/WHO PLAYS AN IMPORTANT ROLE IN THE PROCESS (E.G. LIGHT CONDITIONS OR ANOTHER PERSON)
- DEMOGRAPHICS – ONLY IF IT IS CLOSELY RELATED TO BEHAVIOR

»» TO BE CONTINUED IN PART 2! ««

WHO ARE YOU DESIGNING FOR?

HOW MANY PERSONAS SHOULD BE CREATED?

DEPENDS ON THE COMPLEXITY, 2-6 BY ROLE IS GOOD IF IT IS NOT THAT COMPLEX.

BRAINSTORMING SESSION WITH THE DESIGN TEAM

GOAL: FINDING PATTERNS

WRITE ~20 VARIABLES ON A WHITEBOARD

DO 1 ROLE AT A TIME

VARIABLES CAN HAVE 3 FORMS

SPECTRUM

SOMETHING IS IMPORTANT — SOMETHING IS NOT IMPORTANT

PAIR ⊙ YES ○ NO

MULTIPLE CHOICE — REASON FOR...

☐ REASON 1 ☐ REASON 2 ☐ REASON 3 ☐ REASON 4

Imag.: https://uxknowledgebase.com/creating-personas-part-1-cf1bef5b7eba

¡Gracias!

yelomba@gmail.com

julieta.lombardelli@lifia.info.unlp.edu.ar