



HOW TO TAKE ADVANTAGE OF GAMIFICATION IN THE COLLABORATIVE ENVIRONMENT

Suggestions on how to use the functionalities available in the INTERLINK Collaborative Environment to incentivize participation in your co-production processes.

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This document provides information and guidance on functionalities integrated in the INTERLINK Collaborative Environment to support recognition and transparency of participants' contribution and to incentivize active participation.

Activities performed during the co-production process by participants can be counted and assigned a virtual value (points) that can potentially be converted into rewards. Points can also be used to create a visual rendering of the joint efforts that have contributed to co-production. Both activities performed inside the INTERLINK digital platform and activities performed offline during physical meetings can be registered.

Do you want to deepen your know-how on incentives and rewards?

TIP: Guidelines for Public Administrations on how to use incentives and rewards for the co-production of public services are available in a dedicated knowledge INTERLINKER ([read here](#)).

TIP: More details on how gamification works are collected in dedicated knowledge INTERLINKER ([read here](#)).

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How can I use gamification in INTERLINK to keep the co-producers aware of their contributions and motivate them?

The Collaborative Environment has built-in functionalities that allow participants to claim on which tasks they have contributed, with the possibility for administrators to review and integrate the claims. This information, together with data automatically collected by the system, is used to assign points to participants. Participants will be able to visualise personal profiles with a summary of their contributions. A leaderboard functionality can also be activated with a group view to enforce collaborative-competitive dynamics. Co-production coordinators may decide to use the computed points to assign rewards to participants.

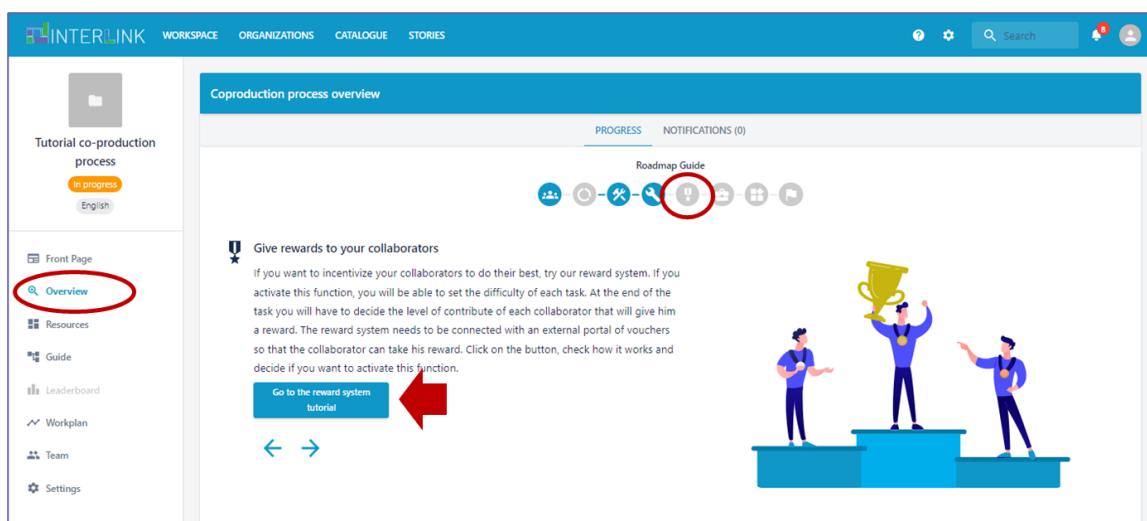
This is an optional feature of the system, but you might consider activating it to experiment with innovative engagement strategies. Administrators of a co-production process can activate this functionality from the Overview section or from the Settings section.

TIP: Make sure you communicate to your participants that the activities they perform in the Collaborative Environment will help them collect points and the (individual or collective) benefit which is connected to points.

Activation and configuration of gamification in the Collaborative Environment

The gamification functionalities can be activated in two ways.

1. During the initial guided procedure for the creation of a new co-production process, in the Overview section, in the fifth step of configuration, the administrator is proposed to activate the gamification functionalities useful for the management of incentives and rewards.



2. The option for activating / deactivating the gamification functionalities is also always available in the "Settings" section of the co-production process.

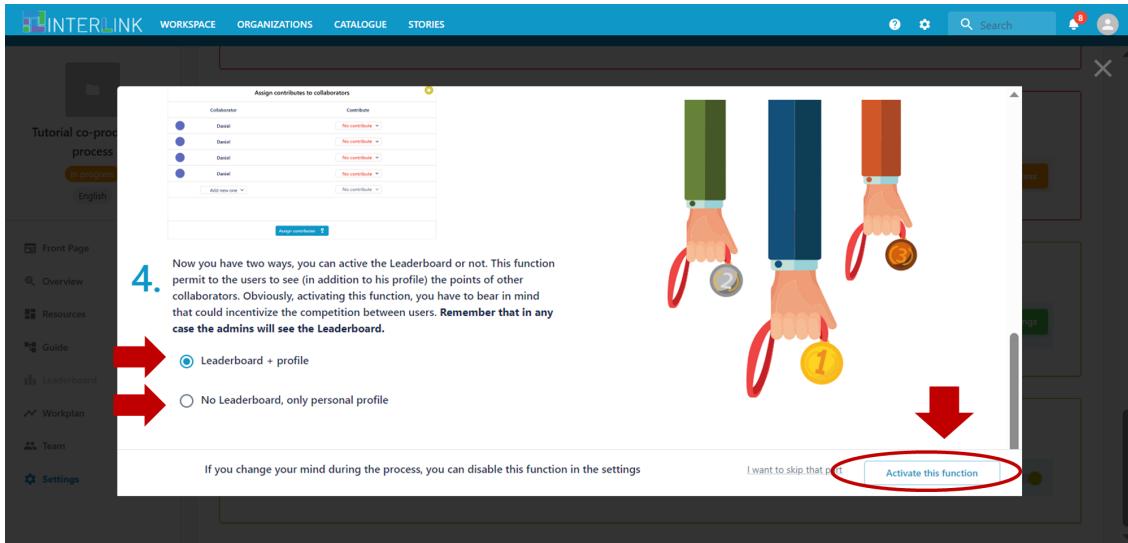
The screenshot shows the INTERLINK platform's interface. On the left, there's a sidebar with various project management options like Front Page, Overview, Resources, Guide, Leaderboard, Workplan, Team, and Settings. The 'Settings' option is highlighted with a red oval. The main content area is titled 'Publish coproduction process' with a warning message about visibility. Below it is a 'Reward system' section containing a note about deleting data if disabled, followed by a green 'Settings' button. Another section below is 'Show process startup guide' with a toggle switch.

After requesting the activation of the gamification functionalities (using the methods 1. or 2. explained here above), a pop-up window appears with further information and instructions for customising the functioning of the system.

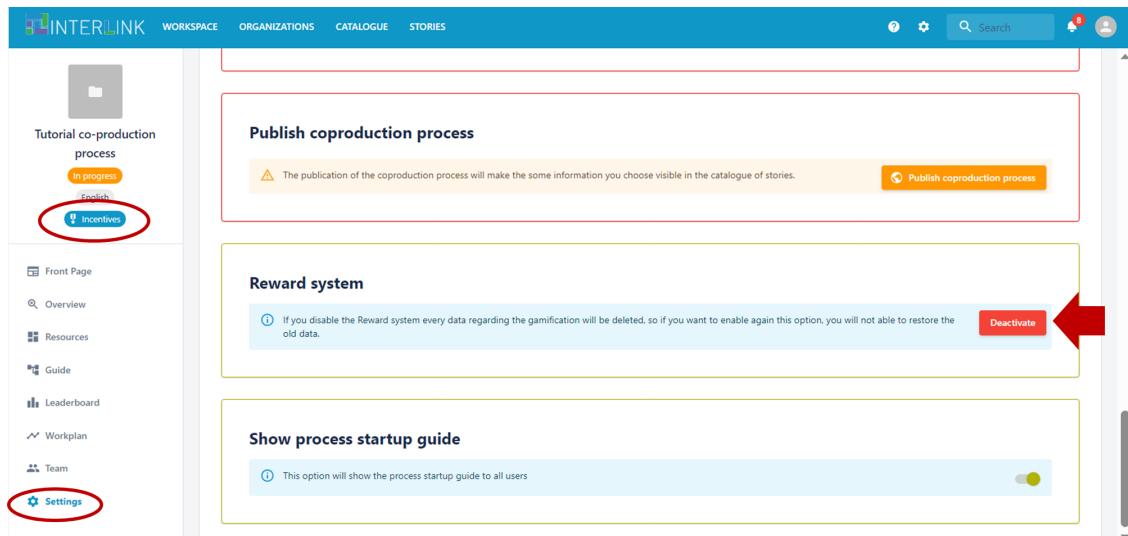
The pop-up window has a title 'Reward System'. It contains two numbered sections: 1. 'You will be able to set the difficulty of every task on three levels:' with options 'Easy', 'Medium', and 'Hard'. Below this is a screenshot of a task configuration interface with fields for Name, Task difficulty, Description, and Time specifications. 2. 'Every time someone adds a resource to the task, she will be able to claim her contribution.' There's a note at the bottom stating, 'If you change your mind during the process, you can disable this function in the settings.' At the very bottom right is a button 'Activate this function'.

When scrolling down the instructions, you can find configuration options that allow you to choose whether a Leaderboard should be shown or not. You may wish to activate the Leaderboard if you feel a bit of competition may be beneficial to keep participants engaged.

After you have selected your preferences, you can proceed to activate the functionality.



When the gamification functionality is on, this is notified by a dedicated icon underneath the name of the co-production process. If you change your mind and want to disable the gamification functionality, you can always do so from the Settings section.



Automatic monitoring of resource creation

Whenever a participant creates a new resource using the in-platform functionalities (for example by instantiating a knowledge INTERLINKER or by creating a new Google Drive document), the system automatically records this contribution for the user within the corresponding task. The list of actions that have been automatically recorded is visible by clicking the "Actions" button associated with each resource stored in the platform.

The screenshot shows the INTERLINK platform interface. On the left, there's a sidebar with a 'Tutorial co-production process' section and a 'Guide' button highlighted with a red circle. The main area displays a 'Phase Engage' section with an 'Objective Identify stakeholders' and a 'Task Map stakeholders, analyse motivation, skills, expectations'. A modal window is open, showing a message: 'An resource was created. E.Not created the resource Copy of Stakeholders-Mapping-Canvas.pptx to coproduction process Tutorial co-production process in task 'Map stakeholders, analyse motivation skills, expectations''. The 'RESOURCES (1)' tab in the top right of the main area is also circled in red.

Explicit claim of contribution by participants

Participants who have contributed to a resource, for example to edit a shared document, can declare that they have participated in the collaborative activity by explicitly claiming their contribution. This can be done by opening the Actions menu associated with a resource (identified by three vertical dots) and selecting the option "Claim".

This screenshot shows the same platform interface as above, but with a different focus. The 'Guide' button in the sidebar is circled in red. In the main area, a resource named 'Copy of Stakeholders-Mapping-Canvas.pptx' is selected, and its details are shown in a table. The 'Actions' menu (three vertical dots) is open next to the resource name, and the 'Claim' option is highlighted with a red circle and a red arrow pointing to it. Other options in the menu include 'Open', 'Share', 'Clone', and 'Delete'.

A pop-up will open where participants can briefly explain what type of contribution they provided on the resource.

The screenshot shows the INTERLINK platform's interface. On the left, there's a sidebar with various navigation options like Front Page, Overview, Resources, Guide (which is highlighted), Leaderboard, Workplan, Team, and Settings. The main area displays a 'Tutorial co-production process' in progress, with tabs for ENGAGE, DESIGN, BUILD, SUSTAIN, and others. Under the ENGAGE tab, there's a section for 'Phase Engage' with objectives like 'Identify stakeholders' and 'Engage stakeholders'. A modal window is open, prompting the user to introduce details of a contribution. The title is 'Editing of stakeholders map' and the description is 'Added details on citizen associations'. A blue 'Claim' button is at the bottom of the modal.

Revision and explicit input of contributions by administrators

Administrators of a co-production process have the possibility of reviewing the claims made by participants from the "Contributions" tab available for each task.

This screenshot shows the same INTERLINK interface as above, but with a focus on the 'Contributions' tab. The 'Contributions' tab is highlighted with a red circle. Below it, a specific task 'Map stakeholders, analyse motivation, skills, expectations' is also circled in red. To the right, a table lists contributions. One entry shows 'Name' as 'Elena Not', 'Activity' as 'Activities', and 'Contribution' as 'High'. A blue 'Add contributor' button is located at the top right of the contributions section. The sidebar on the left shows the 'Guide' option is selected.

Name	Activity	Contribution
Elena Not	Activities	High

Administrators can integrate the information already populated in the system to record contributions that participants have not claimed for activities inside the Collaborative Environment, but also for other offline activities (for example, participation in meetings). This manual operation is accessible from the "Add contributor" blue button on the left. To add new

contributors, the administrator can add single email addresses of registered users, entire teams or can upload a csv file containing a list of email addresses.

Administrators can also manually revise the level of contribution assigned to task participants. A double click on the contribution level opens a menu where different levels can be selected.

Name	Activity	Contribution
Chiara Leonardi	Activities	Average
Elena Not	Activities	Average
Alex Cappelletti	Activities	Low
Alessandro Cappelletti	Activities	Low
chiara leonardi	Activities	Average High

Setting the task difficulty level

The gamification functionality is based on the recognition of participants' contribution to co-production tasks. Given that co-production tasks may be associated with very different types

of problems to solve and different activities, co-production administrators might wish to identify the tasks that are more difficult to perform, and prize contributors with additional points. In the INTERLINK Collaborative Environment this is possible by adjusting the level of task difficulty in their descriptions.

When the gamification system is activated, all the tasks in the co-production schema are initially assigned an empty difficulty level. Administrators can review this value by editing the description of a task. Tasks with higher difficulty level will grant contributors more points.

The screenshot shows the INTERLINK platform's workspace interface. On the left, there's a sidebar with various navigation options like Front Page, Overview, Resources, Guide, Leaderboard, Workplan, Team, and Settings (which is circled in red). The main area displays the 'Engage' phase of a 'Tutorial co-production process' (status: 'in progress'). The process has one objective: 'Identify stakeholders'. Under this objective, there are several tasks, with the first one, 'Task: Visually map the network of stakeholders', highlighted with a red circle. To the right of the task list is a detailed view of the task, including its name ('Visually map the network of stakeholders'), description ('Is your network balanced and inclusive? Create a Stakeholder Map, where the ecosystem of stakeholders involved in a customer experience is visualized.'), complexity level ('None'), current status ('Awaiting'), and time planning ('Not set'). An 'Edit' icon is located at the top right of this detailed view, with a red arrow pointing towards it.

This screenshot continues from the previous one, showing the task 'Task: Visually map the network of stakeholders' selected for editing. A red circle highlights this task again. A large red arrow points to the 'Complexity Level' dropdown menu, which is currently set to 'None' and has other options like 'Very low', 'Low', 'Medium', 'High', and 'Very high' available. Another red arrow points to the 'Save' button at the bottom right of the edit screen, which is highlighted with a red circle. The rest of the interface remains consistent with the first screenshot, showing the workspace sidebar and the 'Engage' phase details.

Closing a task and computing points

When all the contributions for a certain task have been recorded, the administrator can decide to close the task and compute the points that will be assigned to all contributors for their participation in the task. From the "Contributions" section of each task, an orange button "Award points" can be used for this aim. As an effect, the graphic layout of the "Contributions" section will be updated with a new view of contributors and a badge icon will appear close to the name of the task to signal the fact that points have been awarded.

Contributions

Name	Activity	Contribution
Elena Not	Activities	High

Award points

List of contributors

Level of contribution
High

Visualisation of personal summary of points

From the "Leaderboard" section of the interface, all participants can inspect the details of the activities that allowed them to earn points from the "My profile" tab.

Mario Rossi

rossi@gmail.com 340 points

Place:
1st place

Your contribution in each task	
Engage - 340 points	Average contribution - 160 points
Understand the different types of stakeholders High	
Map stakeholders, analyse motivation, skills, expectations None	High contribution - 0 points
Visually map the network of stakeholders Medium	High contribution - 180 points
Create a contact list of potential network participants None	No contribution
Prepare an engagement plan ...	No contribution

Visualisation of group leaderboard

Should administrators have configured the gamification engine to also display a rank of all personal contributions, a Leaderboard tab is available in the "Leaderboard" section to display the overall list of points gained by all participants.

Leaderboard

Here you can see the overall standings. The amount of points is based on your contribute in each finished task, decided by the admins.

At the end of the project the admin will decide who can be rewarded, the podium is only to show who is giving more contribute into the project. The reward is external from this platform and a responsibility of the admins.

Rank	Collaborator name	Team	Location	Points
1	Lucas Verde	Public servants of the University of Deusto	BIZKAIA	38 points
2	Daniel Messina	Ux Design	TN	42 points
3	Mario Rossi	User Research	BG	37 points
4	Emma Giallo	Ux Design, Public servants of the Un...	TN	20
5	Francesco Blu	User Research	BG	8

Are there INTERLINKERs that facilitate the integration of gamification functionalities in the development of public services?

The INTERLINKER catalogue includes reusable software components that may allow you to set up functionalities for extending your public services with user activity tracking, points assignment, and conversion into configured rewards.

Gamification Engine INTERLINKER

<description in progress>

Loyalty Module INTERLINKER

<description in progress>

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