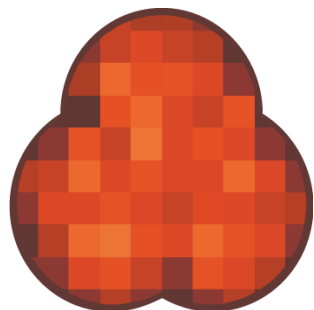


KulenDayz

IT Innovation Conference

Osijek 01.-03.09.2017.



ORGANIZED BY



Microsoft Community

OSIJEK
SOFTWARE
{ITY_



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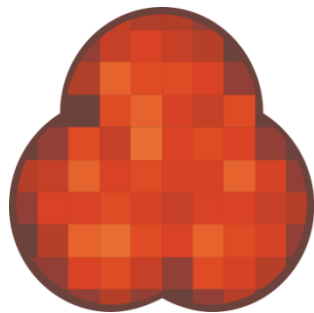


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KulenDayz

IT Innovation Conference

GAMIFICATION - LICENSE TO GAME



Microsoft Community

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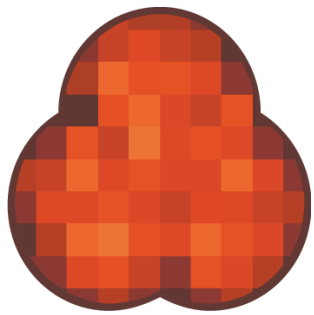
PMI Udruga Hrvatska



Poduzetnički Inkubator

GEEK FACTOR DETECTION SYSTEM





FROM GAMING TO WORKING



Samsung Nation [What's this?](#)

Leaderboard **My Rewards**

Daily

1			kenneth brown 142,025 pts
2			sanket bajaj 83,125 pts
3			sravan kaki 18,700 pts
4			robert smith 10,600 pts
5			daniel corbin 5,625 pts
6			jonathan duran 4,525 pts
7			robert kirkland 1,000 pts

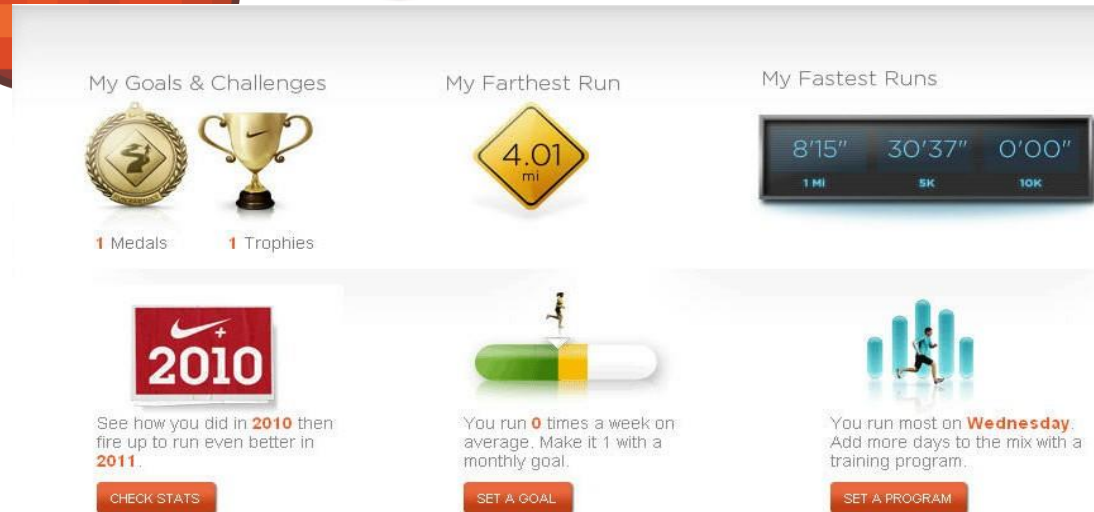
[How do I earn points?](#)

Activities [What's this?](#)

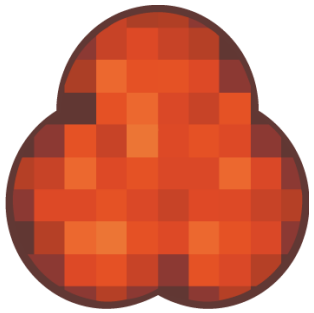
	anita khut unlocked the Cruise badge 51 minutes ago	
	brandon nguyen unlocked the Letter G badge 51 minutes ago	
	brandon nguyen unlocked the Merit 2.0 badge 52 minutes ago	
	mohammed rafeeq leveled up to Novice 52 minutes ago	
	jack white unlocked the Cruise badge 52 minutes ago	
	mervin evans unlocked the Techie badge 52 minutes ago	
	roddan durand unlocked the Cruise badge 49 minutes ago	
	karta atehortua leveled up to Novice 45 minutes ago	
	karta atehortua unlocked the Player badge 48 minutes ago	

[Pause](#) [How do I earn points?](#)

Gamification is the use of game elements and game design techniques in non-game contexts.



GAME ELEMENTS



Points



Resource Collection

Progression

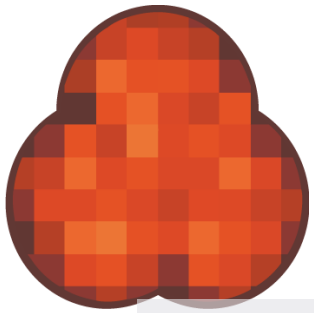
Levels

Quests

Avatars

Social Graph

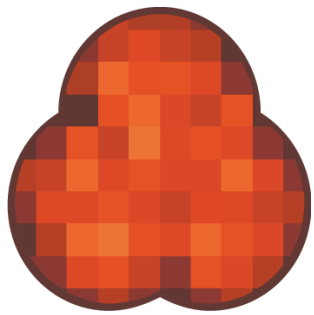
GAME ELEMENTS



The screenshot shows the 'keas' app interface with various game elements labeled by orange callouts:

- Progression**: Points to the top right area showing a lightning bolt icon, a progress bar with the number 8, and a star icon with the number 7.
- Points**: Points to the 'Earn More Points' section on the right, which lists activities like 'Do 5 minutes of cardio' (+4 Points) and 'Quiz: What's your Blood Pressure IQ?' (+2 Points).
- Levels**: Points to the star icon with the number 7, indicating the user's current level.
- Rewards**: Points to the 'Invite a Colleague' activity, which offers '+5 per colleague who registers'.
- Quests**: Points to the 'Weekly Goals' section, which lists tasks like 'Eat 5 fruits and veggies a day, 5x this week' and 'Write a story or poetry 15 min, 3x this week'.
- Social Graph**: Points to the 'Challenges' section, which shows a 'Summer Smackdown: Week 7' challenge with a 'Healthy Heart' badge and a '13th place' ranking.
- Badges**: Points to the 'Badges' section at the bottom right, which displays a row of five star-shaped badges.
- Avatars**: Points to the profile picture of Rick K. in the News Feed.

The interface also includes a 'Home' tab, a 'Profile' tab, a 'Team' tab, and a 'Challenges' tab. The 'News Feed' on the left shows posts from users like Tobias Y., Samantha W., Elaine P., Rick K., and Jessie W.



WHO IS GAMIFYING AND WHY?

- Microsoft
- Nike
- SAP
- American Express
- Major League Baseball
- Salesforce.com
- AXA Equitable
- CodeAcademy
- Deloitte
- Samsung
- EMC
- Foursquare
- Stack Overflow
- USA Networks
- LiveOps
- Dell
- Kaiser Permanente
- Foot Locker
- Opower
- eBay
- Cisco
- Recyclebank
- Universal Music
- Siemens
- Yelp
- Verizon

An emerging business practice

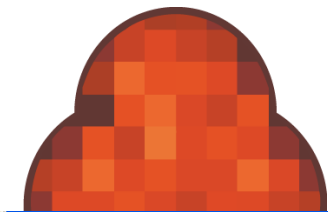
Games are powerful things

**Lessons from psychology,
design, strategy, technology**

Harder Than it Appears!

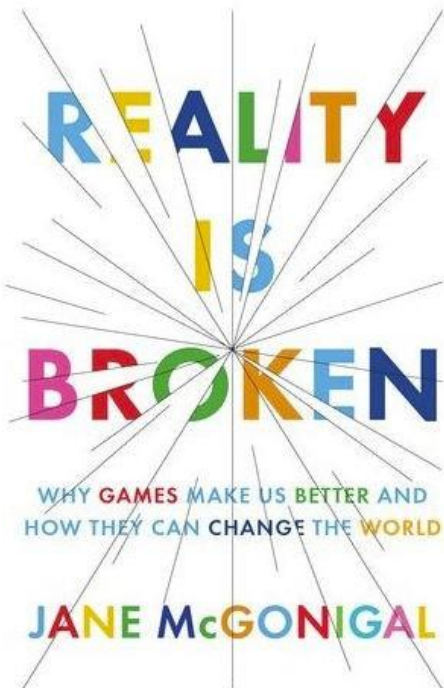
DOWN THE ROAD...

1980



Telnet british-legends.com

*n
Path.
You are standing on a path which leads off a road to the north, to a cottage south of you. To the west and east are separate gardens.
*w
Flower garden.
You are in a well-kept garden. There is an unexpectedly sweet smell here, and you notice lots of flowers. To the east across a path there is more garden.
*w
Cliff.
You are standing on the edge of a cliff south of a river to the south. A chill wind blows off the heights. At the base of the cliff you can see some rocks.
*w
As you approach the edge of the cliff the ground begins to retreat as you feel the ground begin to shake.
*leap
You are splattered over a very large area.



2011 GAMIFICATION GOES MAINSTREAM

Ga • mi • fi • ca • tion (n.):
the application of concepts and techniques
from games to other areas of activity.



Oxford Dictionary adds 'Gamification' to its Word of the Year short list

BRANDS
ADOPTING
GAMIFICATION

AOL
COKE
DELL
MLB
NIKE
NISSAN
PEPSI
VIACOM

\$25M

in venture funding investments to gamification

1€

BigDoor acquires OneTrueFan for industry's first roll-up

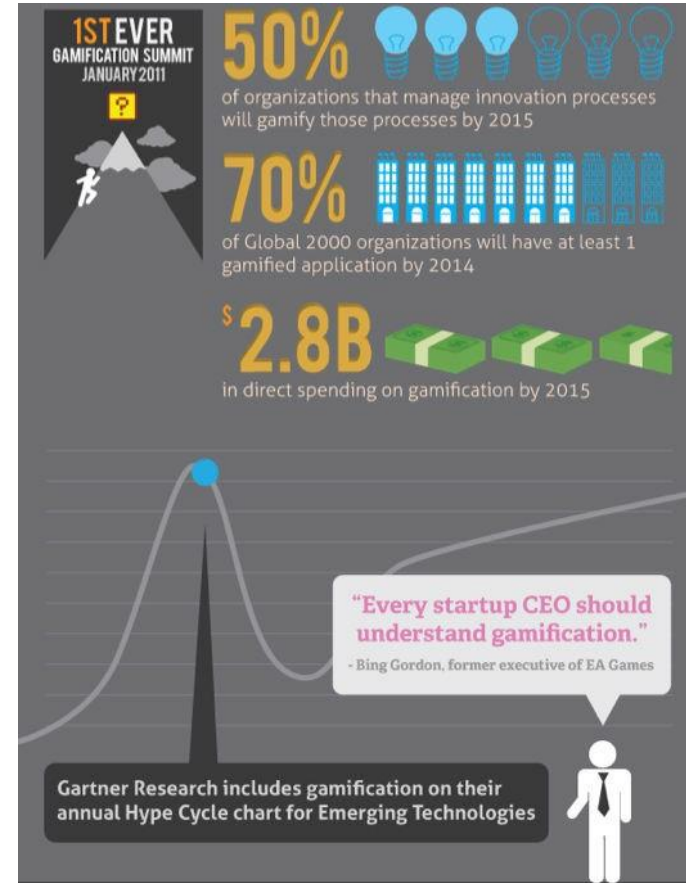
8

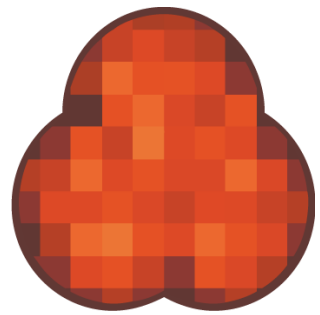
books published on gamification



PREDICTIONS
(YOU CAN COUNT ON)

TODAY





HIDDEN MESSAGES

- **External**

- Marketing
- Sales
- Customer engagement

- **Internal**

- HR
- Productivity enhancement
- Crowdsourcing

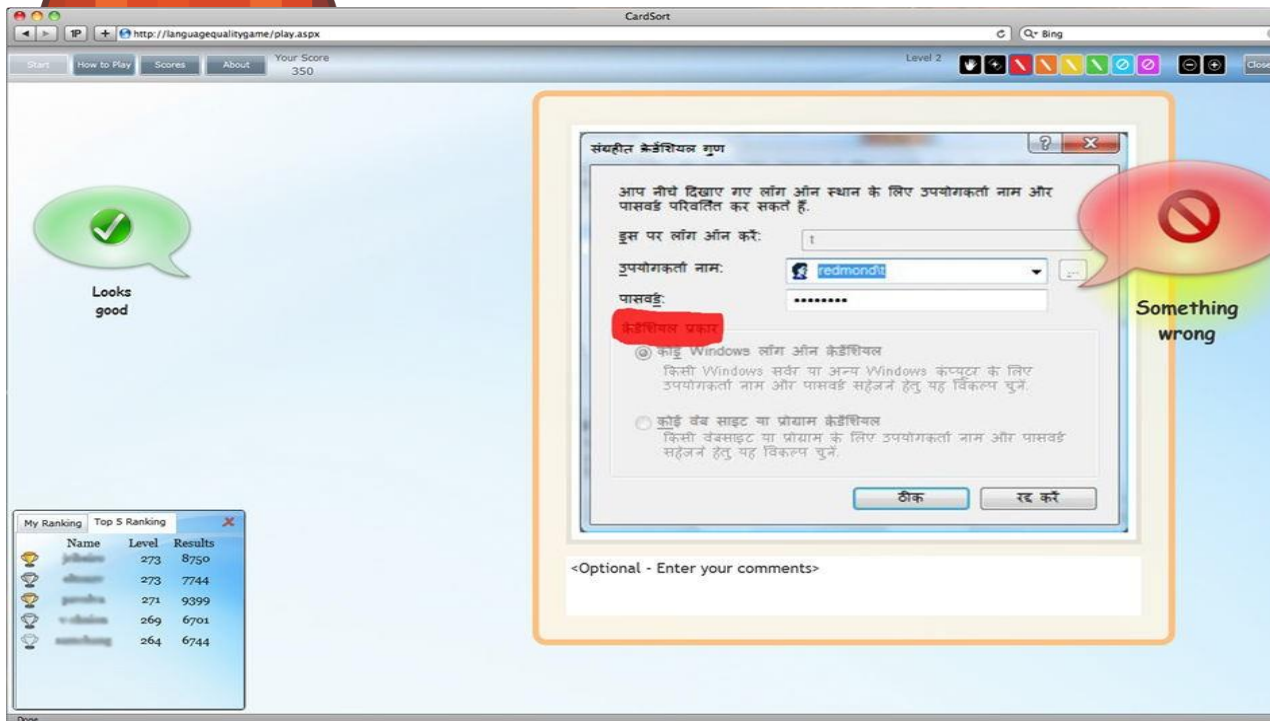
- **Behavior change**

- Health and wellness
- Sustainability
- Personal finance

The screenshot shows the Club Psych website interface. At the top, there's a header with the 'club psych' logo and navigation links: LOGIN, REGISTER, CHALLENGES, and LEADERBOARD. Below the header, a central banner reads 'CALLING ALL PSYCH-OS! JOIN CLUB PSYCH TODAY & START EARNING POINTS AND REWARDS FOR INTERACTING ON THE PSYCH OFFICIAL WEBSITE. HERE'S THE SKINNY, SILLYPANTS JACKSON...'. To the right of the banner, there's a 'Points' annotation pointing to the text 'START EARNING POINTS'. Further right, there's a 'Badges' annotation pointing to a pineapple badge icon. Below the banner, there are several sections: 'this week's featured challenge' (PLAY THE NEWEST PSYCH INTERACTIVE OFFICE GAMES: PRETZEL SLINGSHOT AND PRETZEL FOOTBALL! with a '200 POINTS' badge), 'badges to collect...' (showing the pineapple badge), 'game challenges' (listing tasks like 'Find Gus' Postcard from Area 51' with point rewards), 'leaderboard' (showing a list of users and their scores), and 'social challenges' (promoting Twitter integration). On the right side of the page, there's a 'DOUBLE MILES ON EVERY PURCHASE' promotion for Capital One Venture Visa, with a 'See how' button. At the top right, there's a user profile for 'Whatevs2010' with an 'Avatars' annotation pointing to the profile picture. A 'Leaderboard' annotation points to the leaderboard section.

Overall traffic on the USA Network site increased 30%
Online merchandise sales increased 50%
Pageviews increased 130%
Psych content shared 300,000 times on Facebook, reaching 40 million users.

WINDOWS 7 LANGUAGE QUALITY GAME



- 4,500 participants
- Reviewed over 500,000 dialog boxes
- 6,700 bugs reported
- Hundreds of significant fixes

SPEED LIMIT ENFORCEMENT



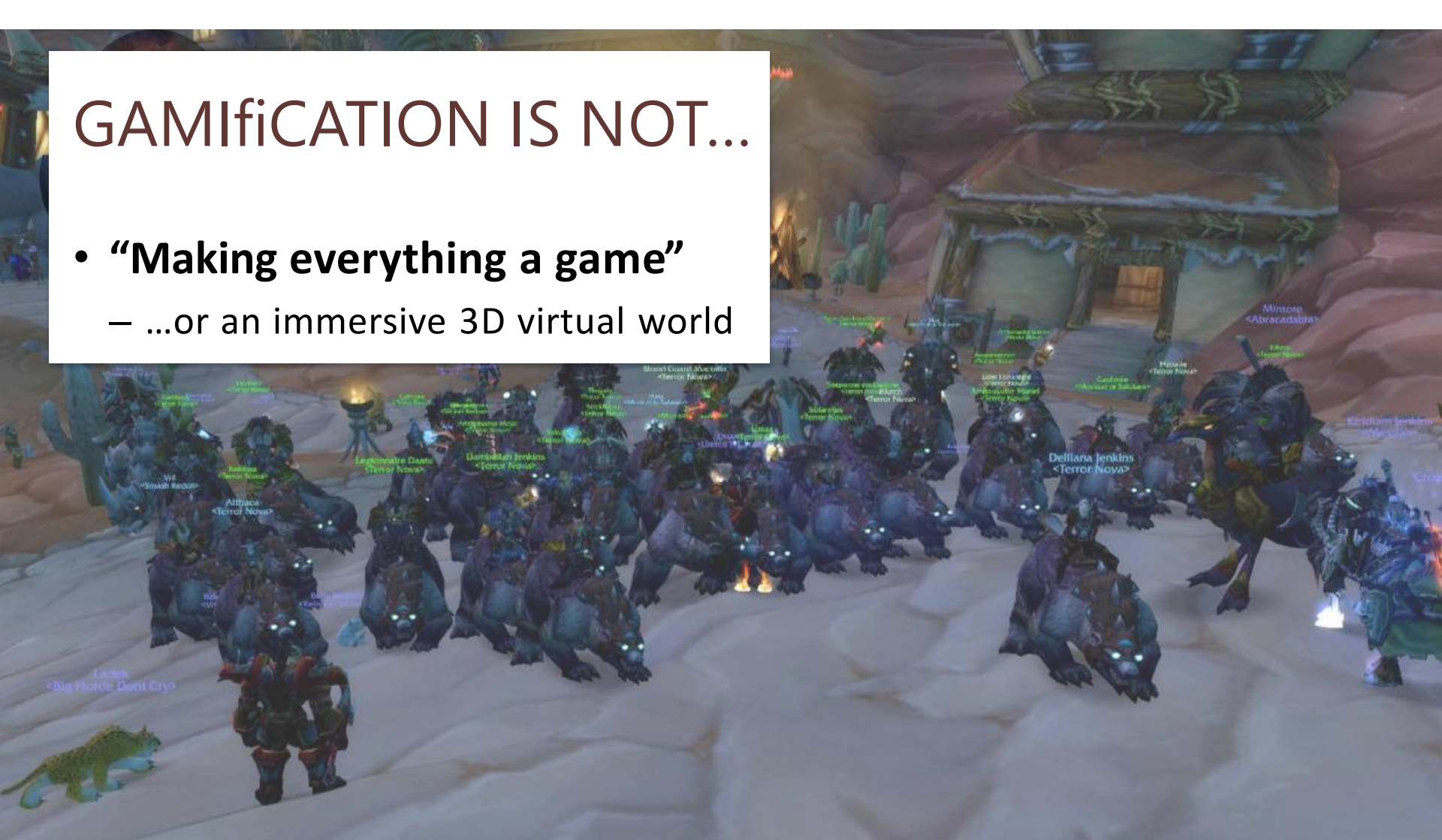
- **Gamification can motivate**
- **Applications in many domains**
 - External, internal, behavior change
- **Encompasses many techniques**

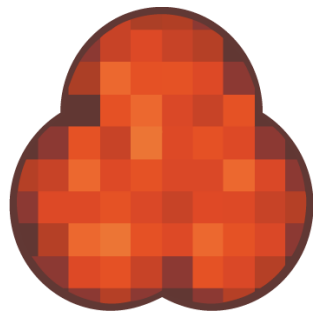
- **Average speed in Stockholm trial decreased from 32 to 25 kmph.**
- <http://www.youtube.com/watch?v=iynzHWwJXaA>



GAMIFICATION IS NOT...

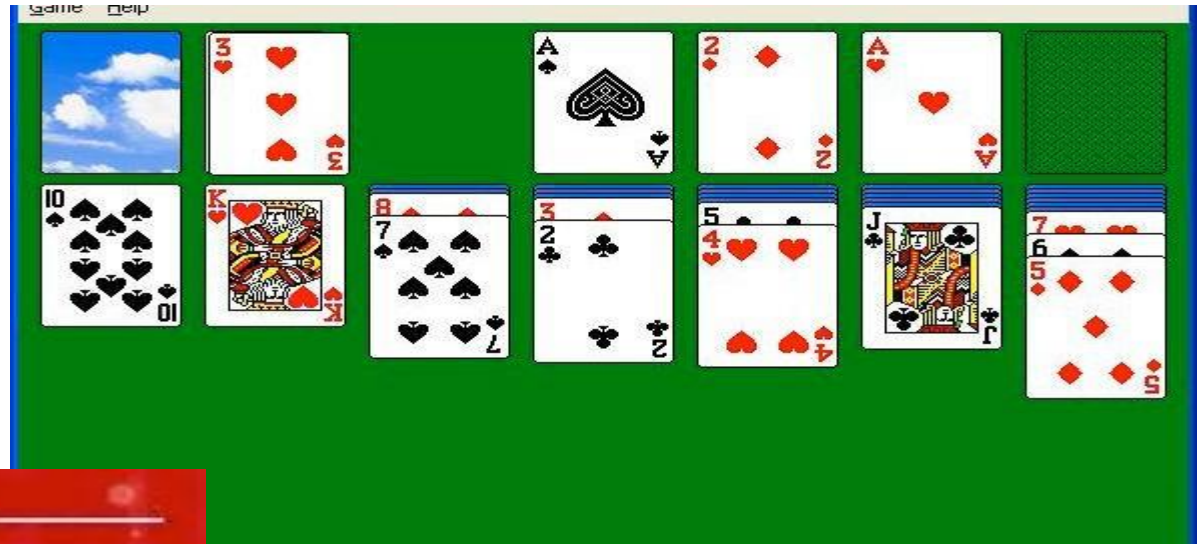
- “Making everything a game”
 - ...or an immersive 3D virtual world



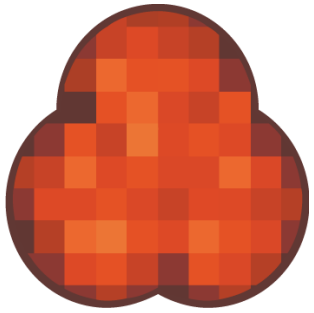


Gamification is Not...

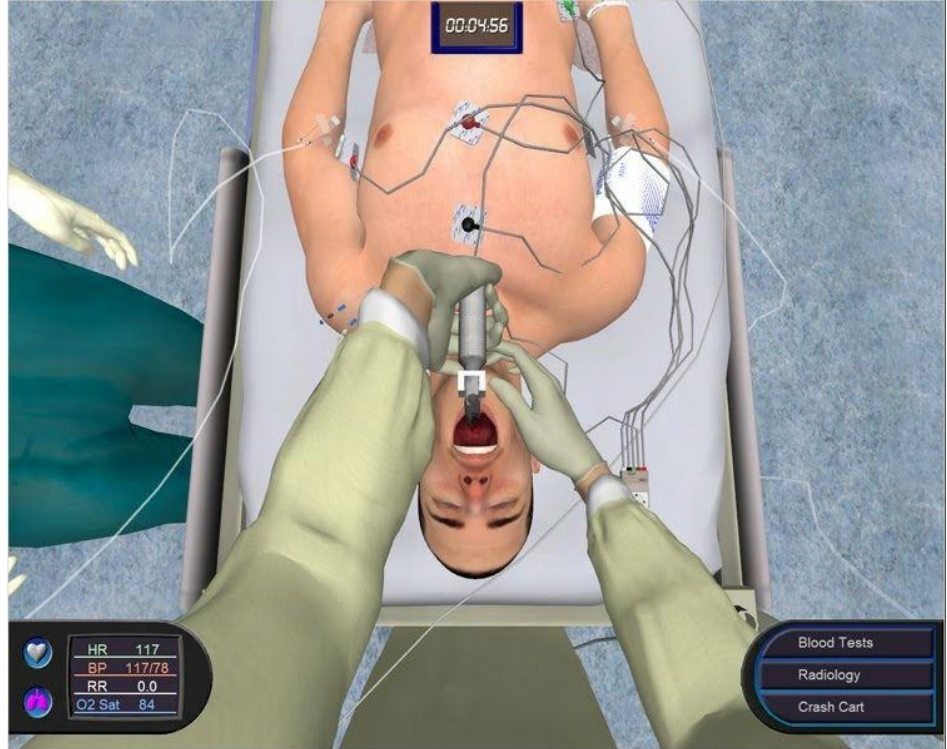
- Any games in the workplace



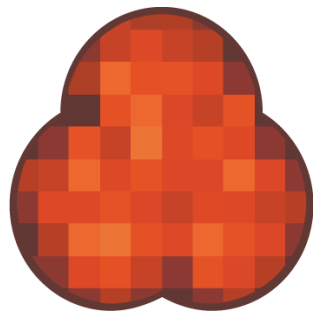
Gamification is Not...



- **Simulations**
(although they may constitute serious games)

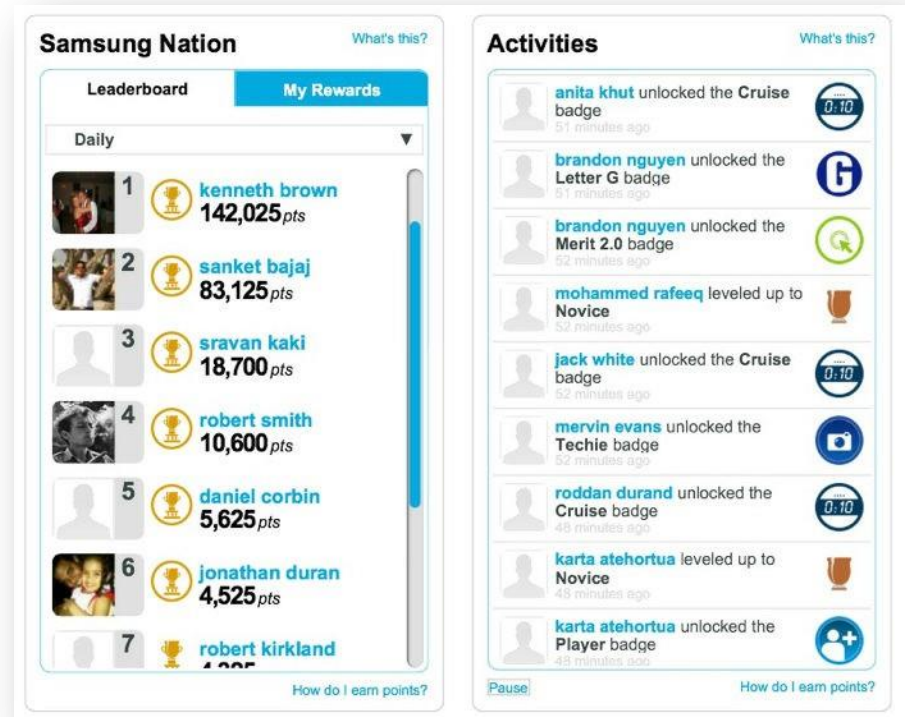


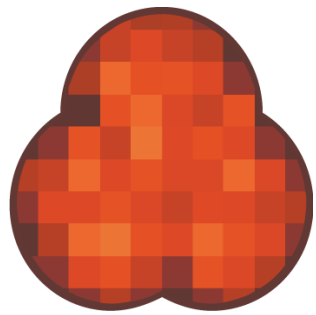
Pulse!! (developed at Texas A&M-Corpus Christi)



Gamification is Not...

- Just for marketing or customer engagement
- Just PBLs (points, badges, leaderboards)



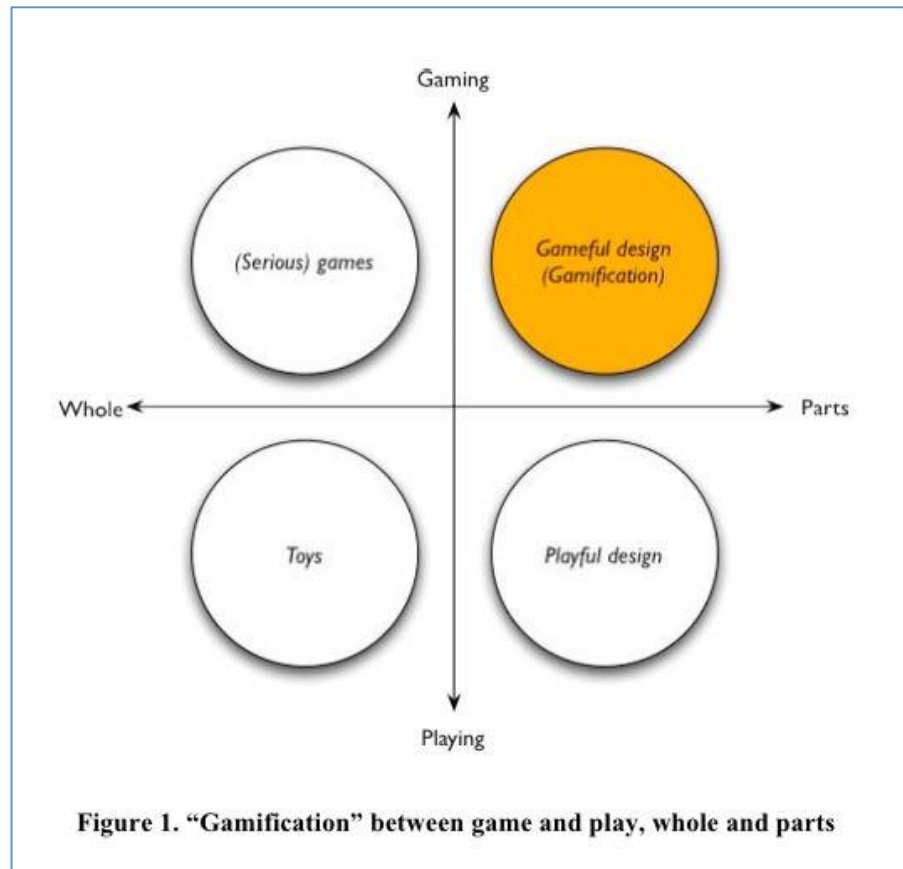


Gamification IS...

Listening to what games can teach us

Learning from game design (and psychology, management, marketing, economics).

Appreciating fun.



Sebastian Deterding, et al, *From Game Design Elements to Gamefulness: Defining “Gamification”*, Mindtrek 2011 Proceedings, at bit.ly/o6aX1U



Be a part of this story...



Game on!

Business transformation
through Gamification





...but how?

The gamification of your business

Gamification is the fitbit for work.

- Proven to deliver long-term and sustainable performance improvement
- Engages top, middle and bottom performers
- Creates alignment and a connected system from the Board room to front line



...and who is doing it?

GAME CHANGE

"An estimated one billion people spend at least one hour every day playing computer and video games, but how is it that people put more effort in to these games than their day jobs and personal relationships?"

There is mounting evidence and a number of commentators who argue that gaming can actually be a force for good and if businesses can harness even a fraction of the sort of engagement witnessed in gaming, then the rewards will be incalculable.*

UNENGAGED WORKERS
costs economy
\$3.1 TRILLION

In lost productivity annually
(Gallup 2013)

81%
of global workers
are not engaged
(Gallup 2013)



BY 2014
70%
of blue chip companies will
have at least one
"GAMIFIED"
application.

WORKPLACE STATISTICS

BY 2015
50%
of organisations will manage
innovation processes on
"GAMIFICATION"



A YEAR PER PLAYER ON
CALL OF DUTY...
OR A MONTH OF FULL-TIME WORK.

3 out of 4
gaming hours today
are spent co-operative,
rather than competitive.



GAMING STATISTICS



of two years olds are
"GAMING"
on their parents phones and tablets.

1 in 4
players called in sick
to play home and play
Call of Duty Black Ops II
on launch day.

300 MILLION MINUTES
a day are spent playing
Angry Birds
(The equivalent of 400,000 years)



PEOPLE

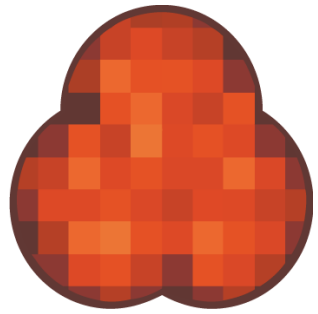
SPEND ON AVERAGE AT LEAST
AN HOUR A DAY PLAYING
COMPUTER AND VIDEO GAMES.

97%
OF YOUNG ADULTS
IN THE US & UK PLAY
VIDEO GAMES
ON AVERAGE MORE THAN
1 HOUR PER DAY.

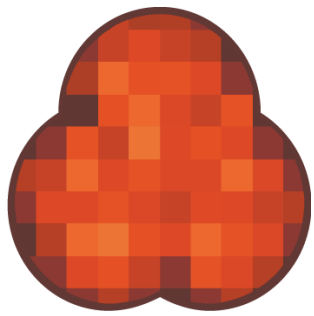
Statistics as quoted in Game Change, 2013.
Visit iTunes now to download the book.

phd

...and who is REALLY doing it?



I WANT YOU



Where to start?

“

If you don't start somewhere, you're gonna go nowhere.

BOB MARLEY

#gamification

www.gamificationnation.com

Our Game Plan

- Importance of Best Practices
- Gamification Design Framework
- Your Gamification Project
- Resources



Tip! Details are in my slides posted on SlideShare:

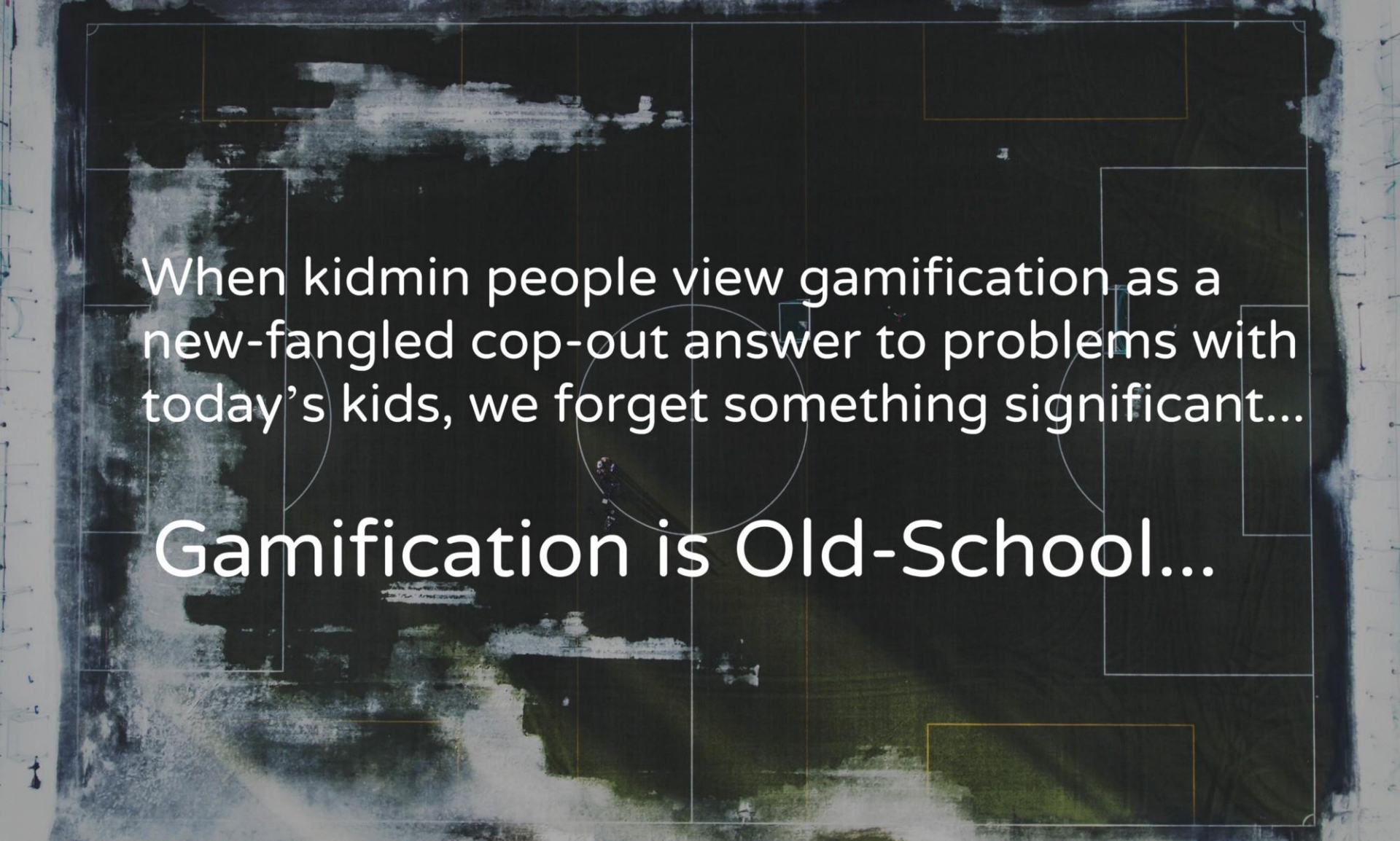
<http://www.slideshare.net/MartaRauch>

Key Takeaway:

Use a gamification framework to ensure the success of your gamification project!

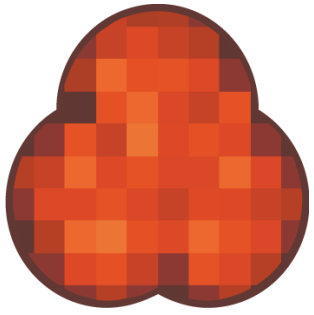


Where to end?



When kidmin people view gamification as a new-fangled cop-out answer to problems with today's kids, we forget something significant...

Gamification is Old-School...



*Thank
you*

