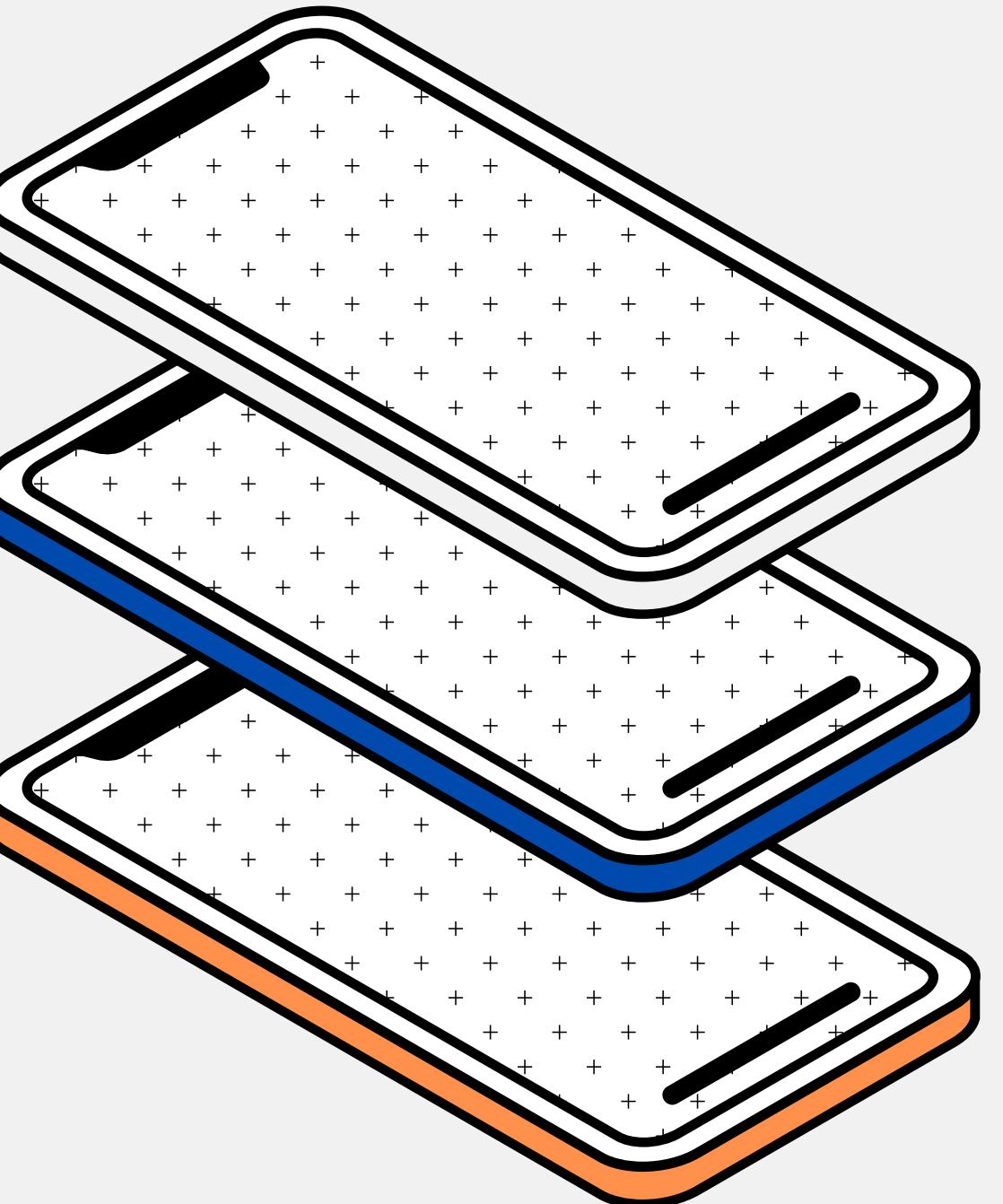


ILLINOIS DESIGN CONSULTING SPRING 22

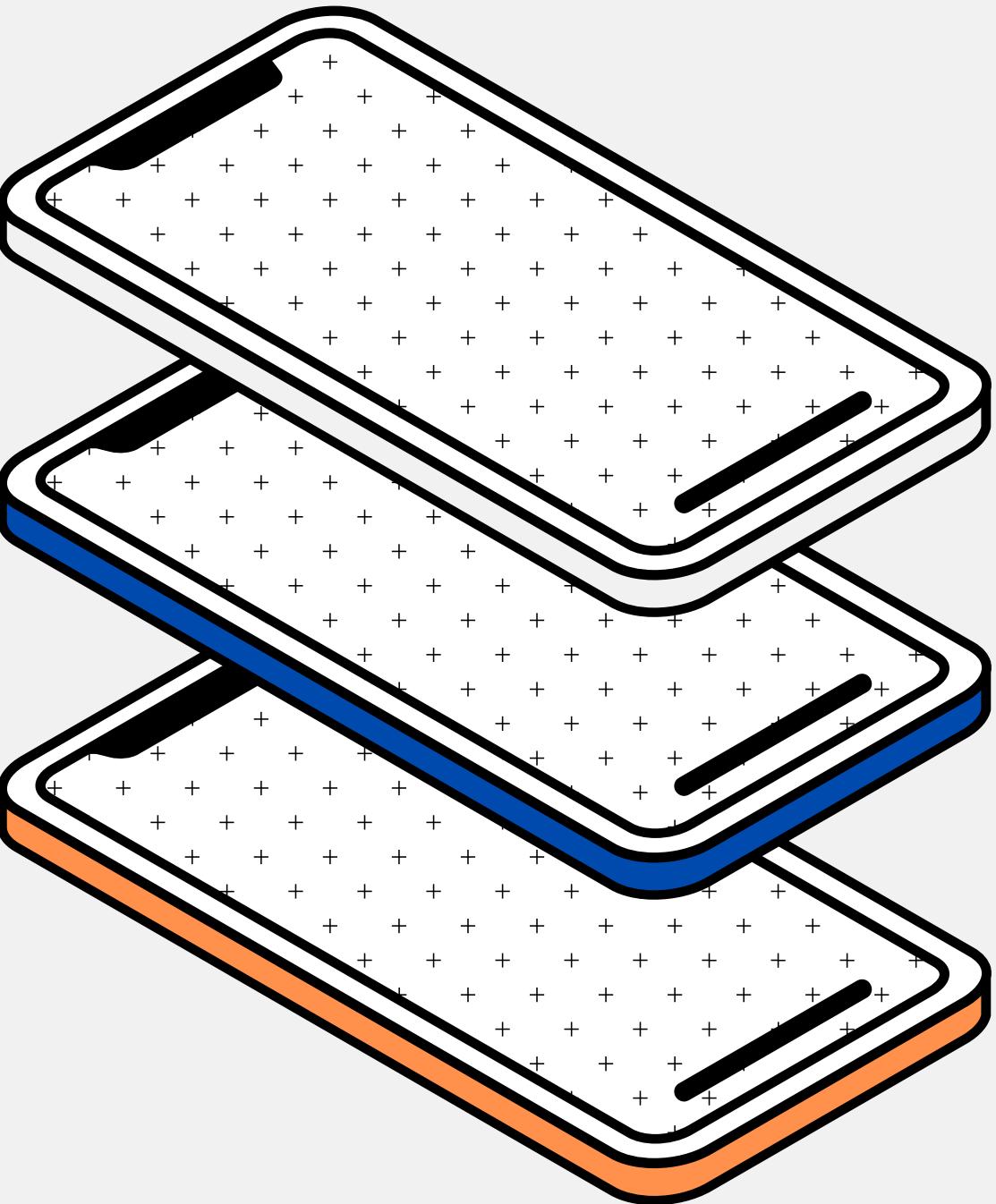
# Gamification Illinois App

Smart Healthy Community Initiative  
Project Scope and Secondary Research



# AGENDA

- MEET THE TEAM
- OVERVIEW OF PHASES
- SECONDARY RESEARCH
  - Examples
- INTERVIEWS
  - Interview questions
  - Notable quotes
  - Working session
  - Themes
  - Frameworks: Personas, Two-by-twos, Journey Mapping, How Might We Statements
- IDEATION
  - Gamification next steps



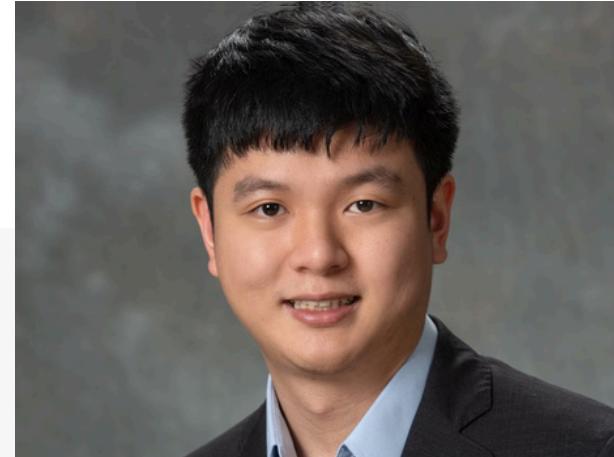
# Meet the team

IDC Gamification S22



**Bridget Glass**

Project Lead  
Senior  
Marketing and IS



**Samuel Lee**

Consultant  
Grad Student  
Technology Mngt



**Heline Kim**

Consultant  
Junior  
Marketing and  
International Business



**Claire Sherick**

Consultant  
Junior  
Finance (Art minor)

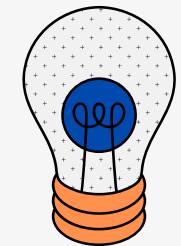


**Luis**

Consultant  
Grad Student

# Three Phases

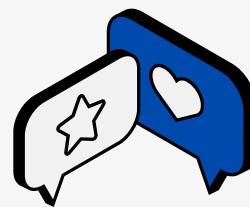
Following the HCD design process  
Understand - Synthesize - Ideate - Prototype - Implement



## Secondary Research

Analogous examples of gamification in educational/personalized apps

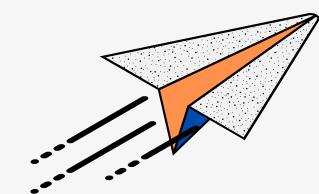
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## Interviews

Stakeholders include users across campus (students, faculty, staff) and experts in the wellness/technology spaces

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## Low Fidelity Mockups

Sketches and basic designs of ideas implemented into app



# Phase One: *Secondary* Research

## PHASE ONE

# Secondary Research Example: Duolingo

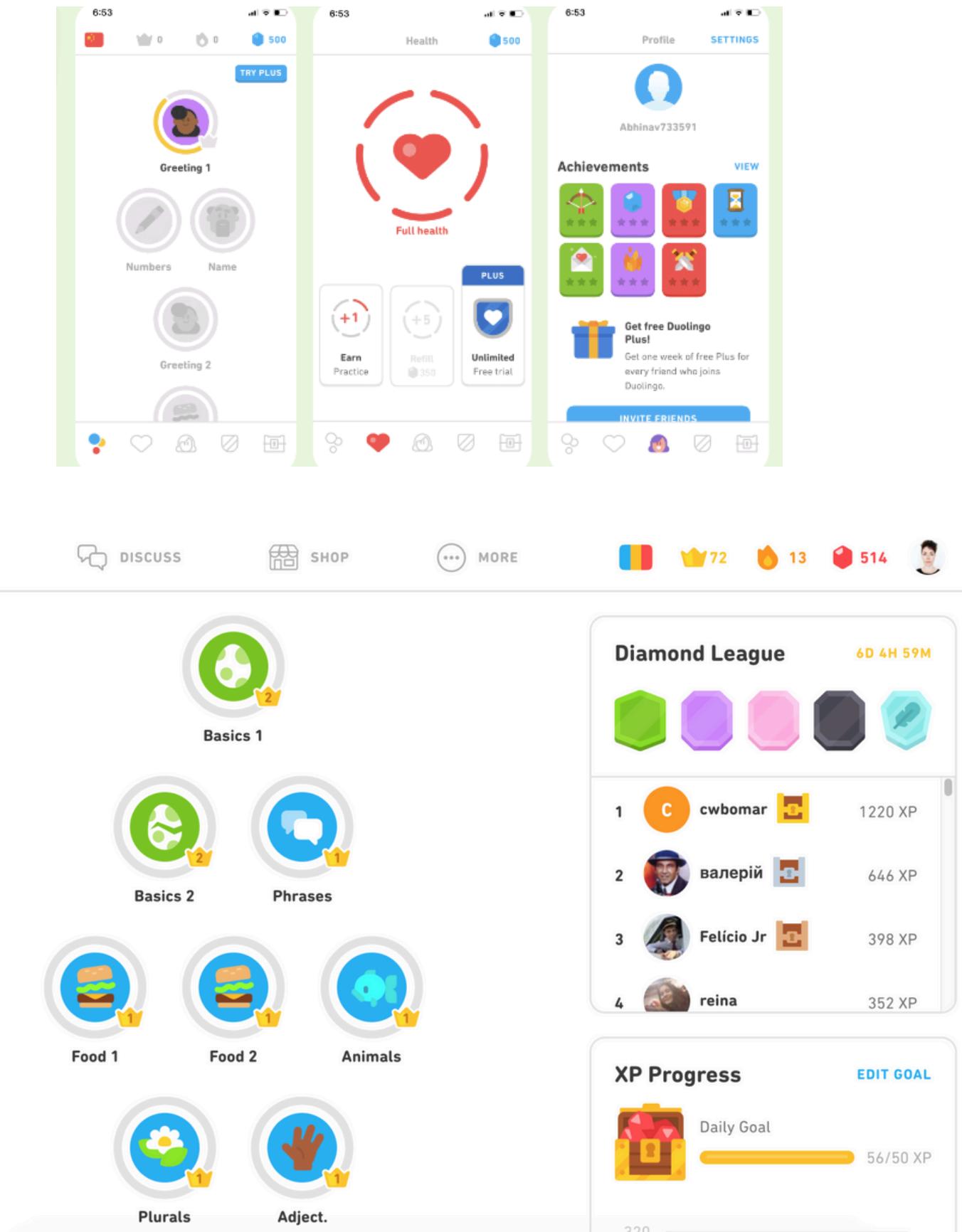
Free learning language app/tool

Badges; Reach this next award by doing X

Levels; Receive X badges to go to next level

Push notifications to encourage learning

Leagues and leadership board



## PHASE ONE

# Secondary Research Example: Starbucks

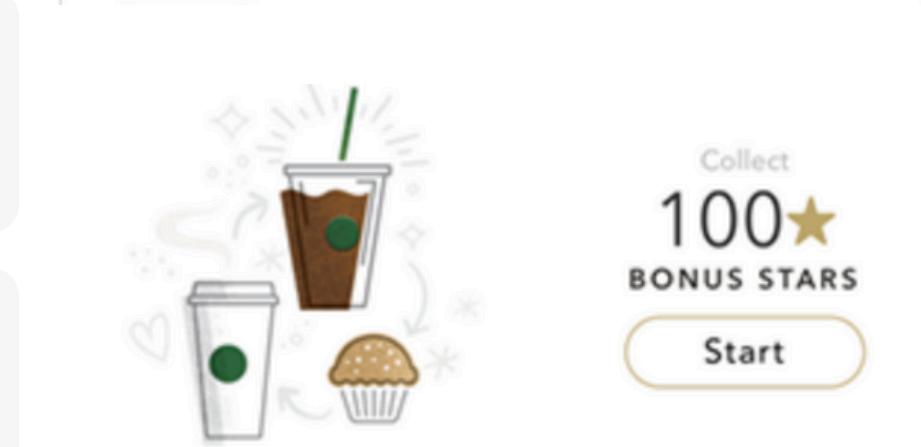
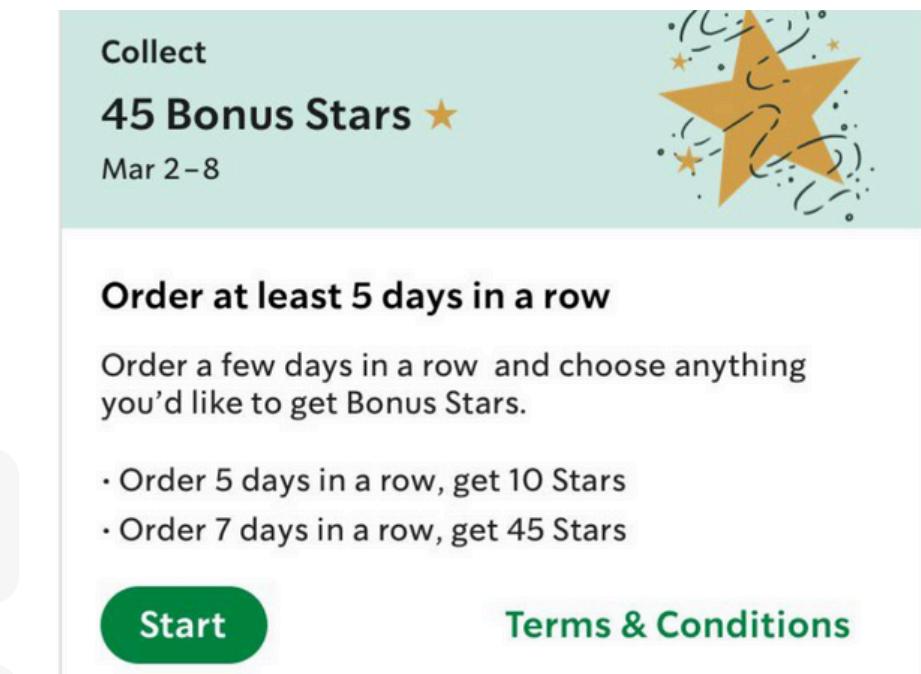
Reward system to encourage behavior

Personalized challenges based off previous behaviors

To continue previous habits or encourage trying something new

Earn points for completing challenges

Use points for tangible rewards

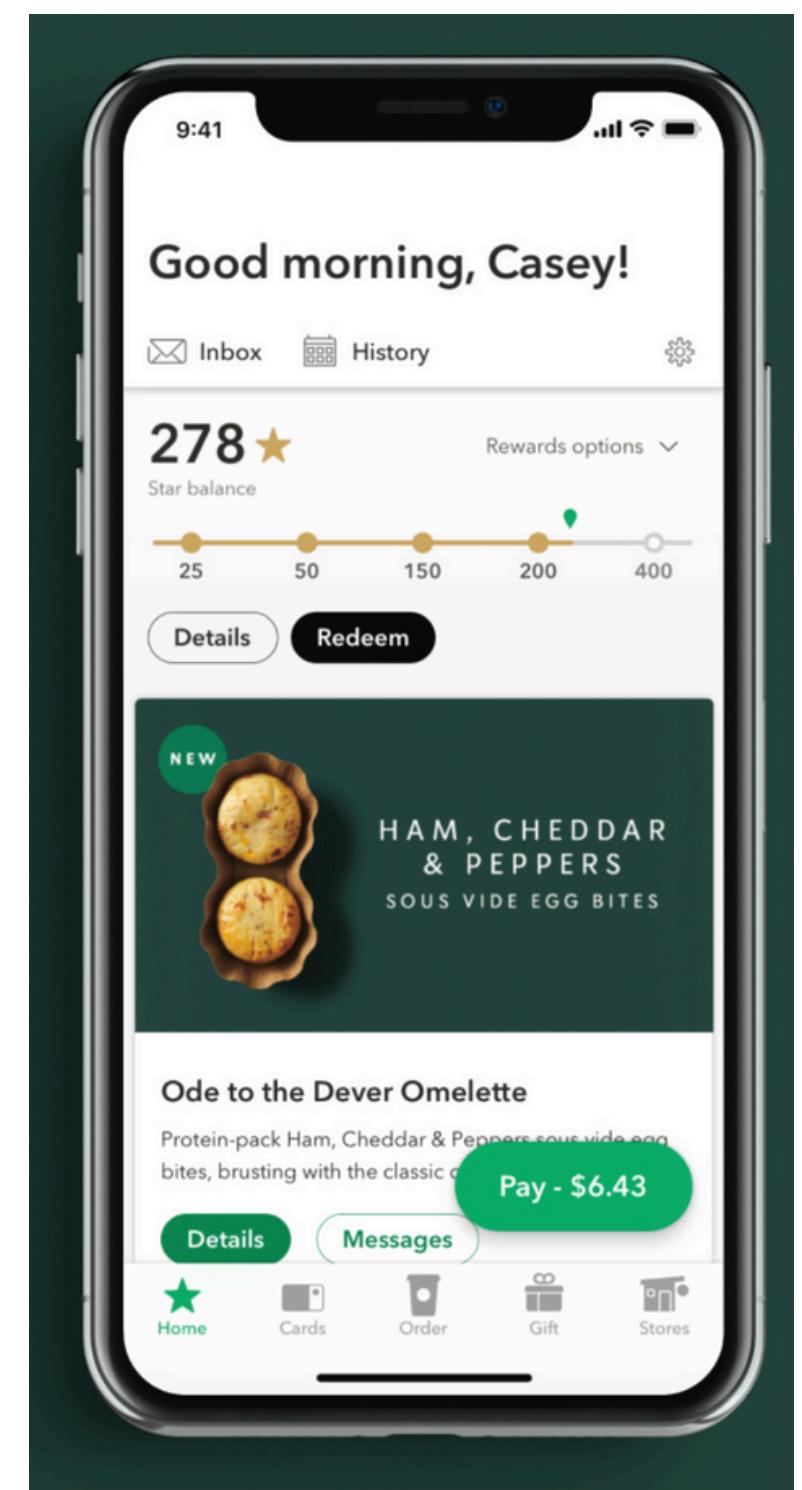


Menu Challenge  
How to Play  
Collect 100 Bonus Stars for giving these a try between May 11 and May 13.

- Buy any Macchiato
- Buy any Frappuccino® Blended Beverage
- Buy a Classic Chai Tea Latte

You can track your Menu Challenge progress right here in the [Show More](#)

From 05/11/18 to 05/13/18



## PHASE ONE

# Secondary Research Example: Packback

Educational discussion tool

AI used to evaluate performance (points)

Leaderboard ranked off points

Earn points for different reasons

Provides motivation + Encourage community

## Learner Leaderboard

Filter Members

#1  (Student Name)  
at University of Illinois at Urbana-Champaign

4663 Curiosity Points  
1 Spark Received  
7 Asked  
54 Responded

#2  (Student Name)  
at University of Illinois at Urbana-Champaign

3753 Curiosity Points  
0 Sparks Received  
6 Asked  
37 Responded

Learner Profile for Packback Internal Culture - Multiple Instructors



A Curious Mind

Admin at Illinois State University

#2 Rank  
22 Sparks Received  
4 Featured Posts  
1 Professor post answered

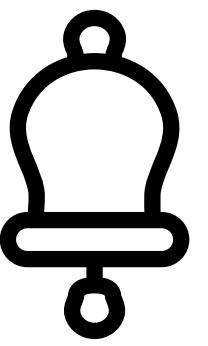
576 Curiosity Points  
72 Avg. Points / post

4 Questions Asked  
4 Responses Shared  
4 Main Responses  
0 Counter Points  
0 Supporting Points



# Phase Two: *Interviews*

# Important Interview Questions



***What kind of recognition do you find the most valuable? Can you rank the following and explain why?***

1. Verbal/written congratulations
2. Gifts/Rewards/Points
3. Awards/Certificates/Badges
4. Visualization of your place/rank

***What kind of apps do you find the most best/useful/helpful?***

***What is the level of personalization you look for in the apps you like best/find the most useful?***

***What do you think would incentivize you to use the app more?***

***Can you tell us about a time when you enjoyed a gamified experience on an app? Which parts did you like the most?***

***Do you have any reservations about integrating gamification mechanisms into the Illinois App? How could we address those concerns?***

***In what health areas do you need more support from your applications?***

# Notable Quotes

**14 Interviews**

**Across 7+ disciplines**

**Across ages:  
freshman - seniors- grad students- professors - deans**



Professor, Male

"I like the apps that  
make life easier"



Professor, Female

"Something to let  
me know how to  
engage"



Sophomore, Male

"I'd be worried Too  
much emphasis on  
rewards and not  
genuine support could  
take away from the  
main supporting reason"



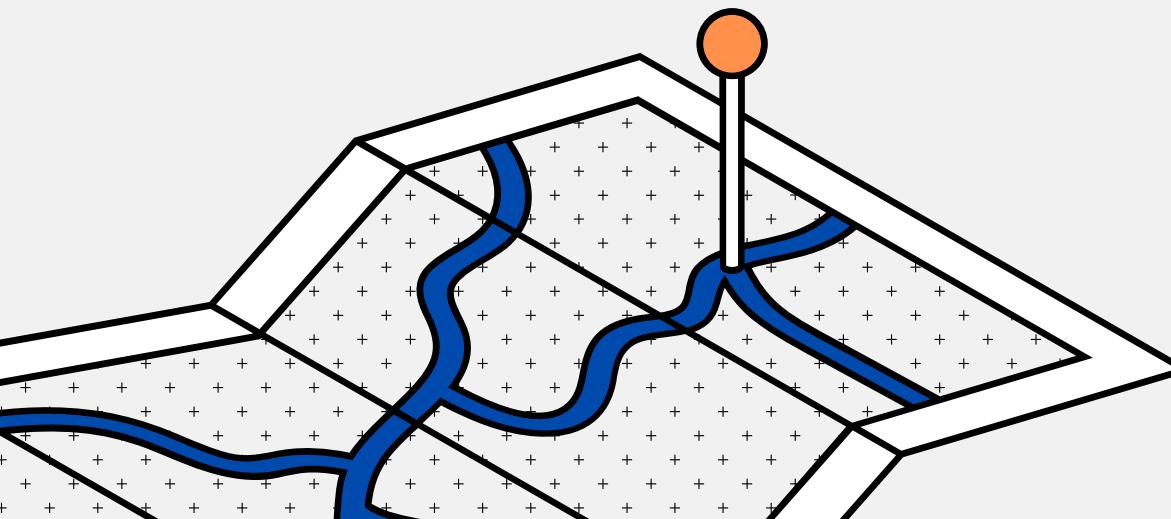
Dean, Male

"Being able to pick  
up the important  
things (uses)  
quickly"



Senior, Female

"I will alter my driving  
pattern or walking path to  
pass a Starbucks  
or a Target, if I'm close to  
my next reward I'll stop so  
I can redeem points"



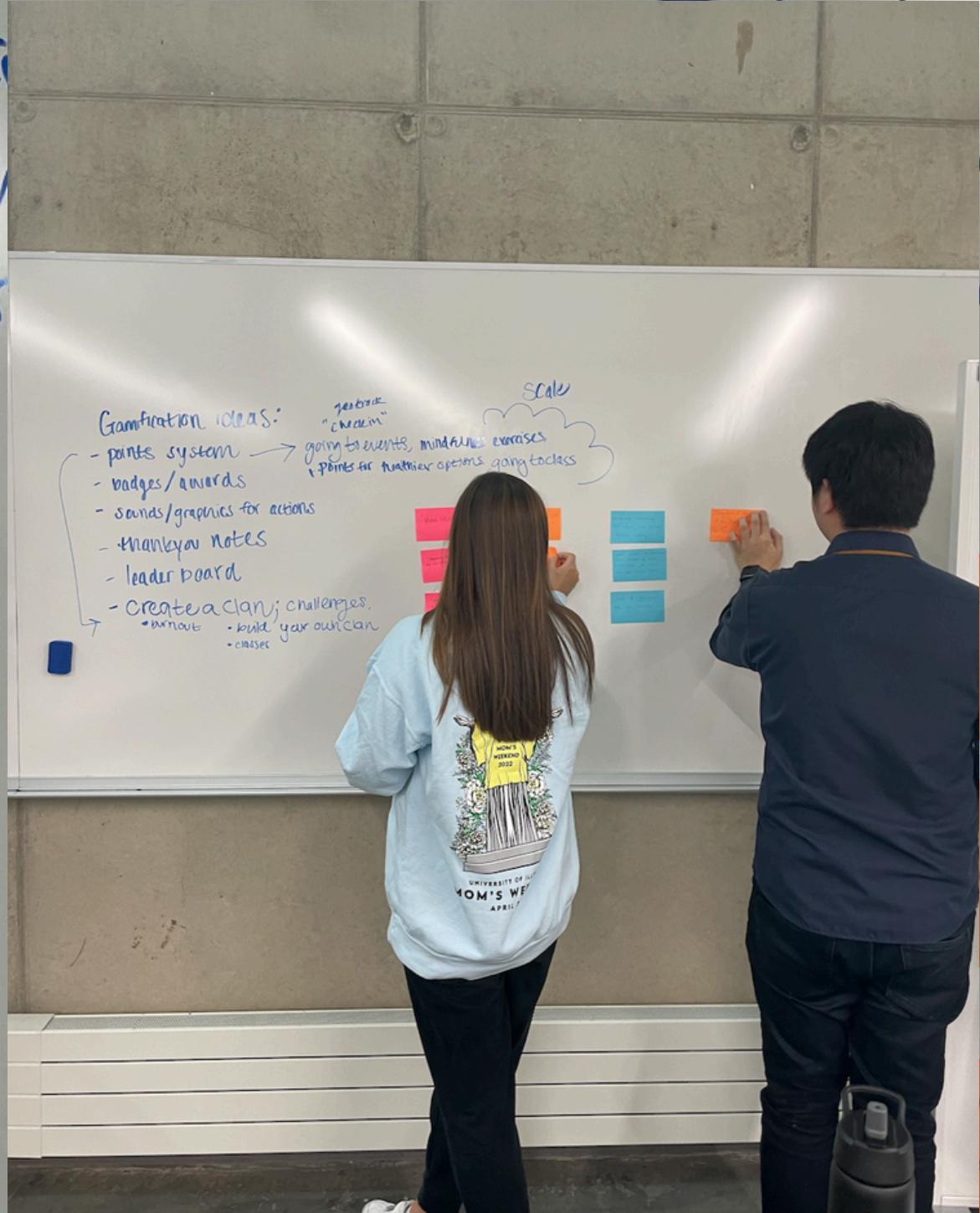
# Working Session



• classes

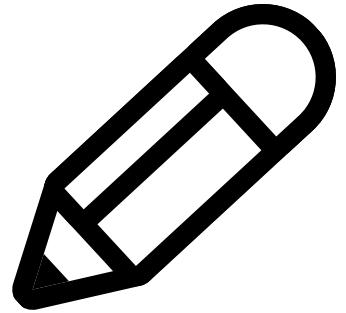
→ "check in"  
+ points for  
going to events  
+ challenges

challenges,  
or own clan



"Being able to

# Themes we identified



## STAKEHOLDERS SEEK COMMUNITY

After the pandemic various groups of student feel disconnected

## STAKEHOLDERS WANT TO USE APP MORE

Throughout all interviews everyone was excited about having an Illinios app and all realize it is a tool they could be benefiting from more

## USERS HAVEN'T EXPLORER THE APP ENTIRELY

While the above theme is true, all admitted they hadn't taken the time to explore the entirety of the features the app provides.

## USERS CREATE HABITS WITH REWARD SYSTEMS

All users expressed other applications they use/like that helped enable them to create certain habits due to the various points systems, badges, rewards, ect..



# Phase Two: *UX FRAMEWORKS*

# Personas Created



**SARAH SMITH**



**"As a graduate student, it would be nice to if the Illinois app provided some guidance for new students to help them find a community they are interested in"**

Sarah transferred to the University during the Covid-19 pandemic to be a grad student studying Human Resources. As a reserved student with strong academic goals she has a more difficult time assimilating to a new environment. She wants to learn the ropes of how campus operates by getting involved and meeting new people. She is very familiar with technology and adept at using her phone but doesn't use it beyond causal means.

**JEFF WILSON**



**"I use my phone for apps like shopping, food, and games, so it would be nice to see how our app can become an all in one place for anything school-related."**

Jeff is super excited to experience college life as a new freshman studying computer science on campus. He is ambitious about learning new technologies and loves gaming. Already, Jeff is involved on campus and loving his classes. He is heavily on social media, so loves having apps that are more personalized. He also doesn't mind opening his privacy settings and always accepting all the cookies.

**SUSAN KIM**



**"If there was something that let me know how to engage - events at Krannert museum - I would be more likely to go.**

Professor Kim has been a professor for over 5 years teaching journalism. She loves interacting with her students because she cares a great deal about their well being and their success. She loves the campus community. Professor Kims uses her phone for daily news, keeping in touch with others, and knowing whats happening on campus. She prefers that respect her privacy and are not very personalized.

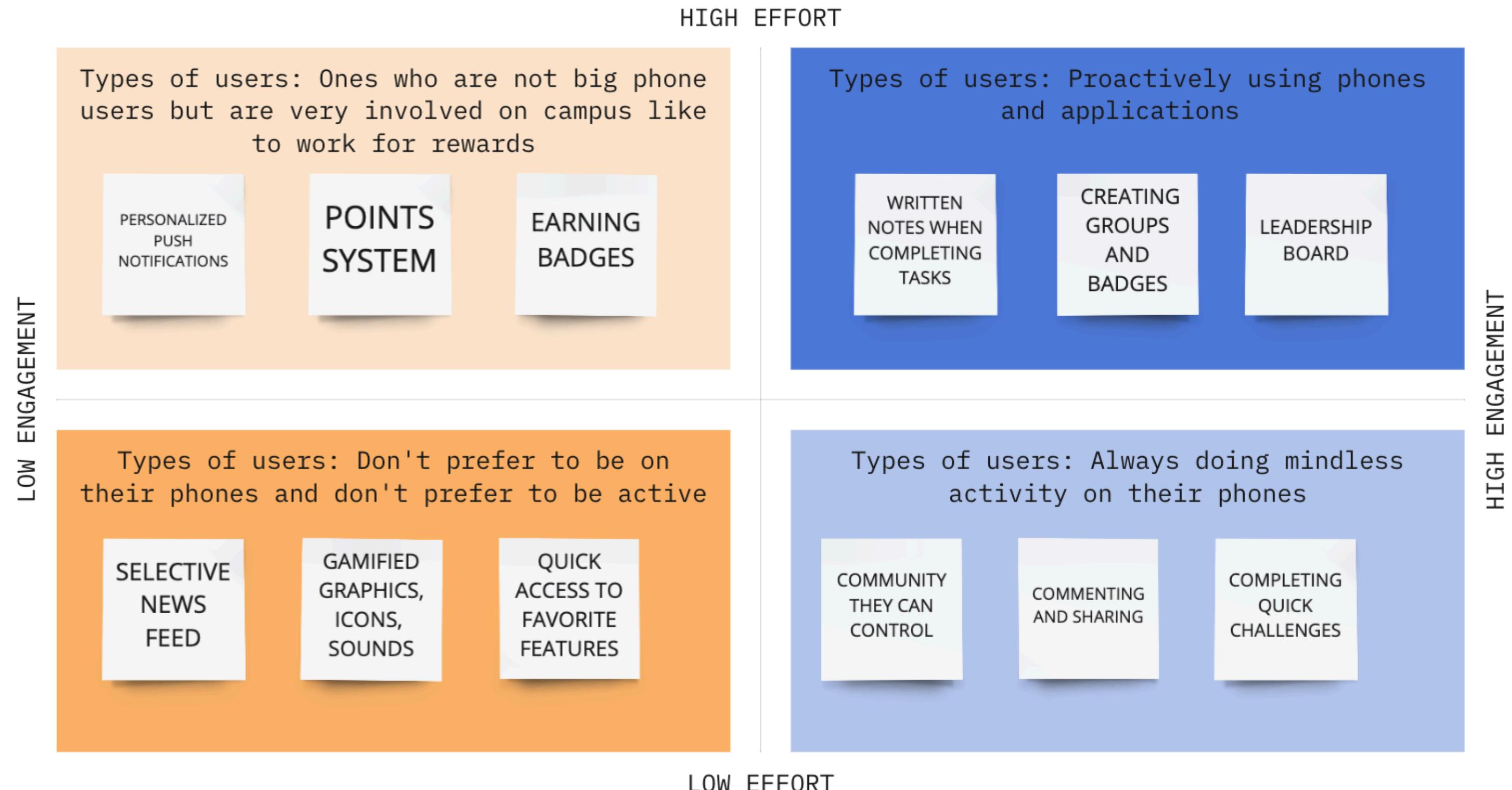
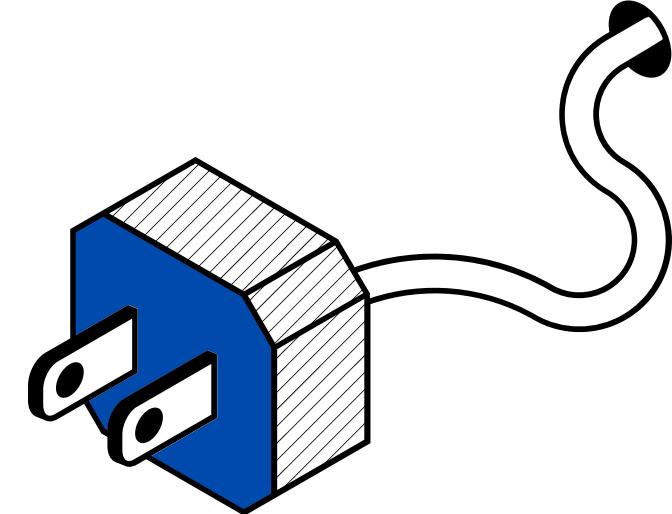
**MIGUEL FRANCE**



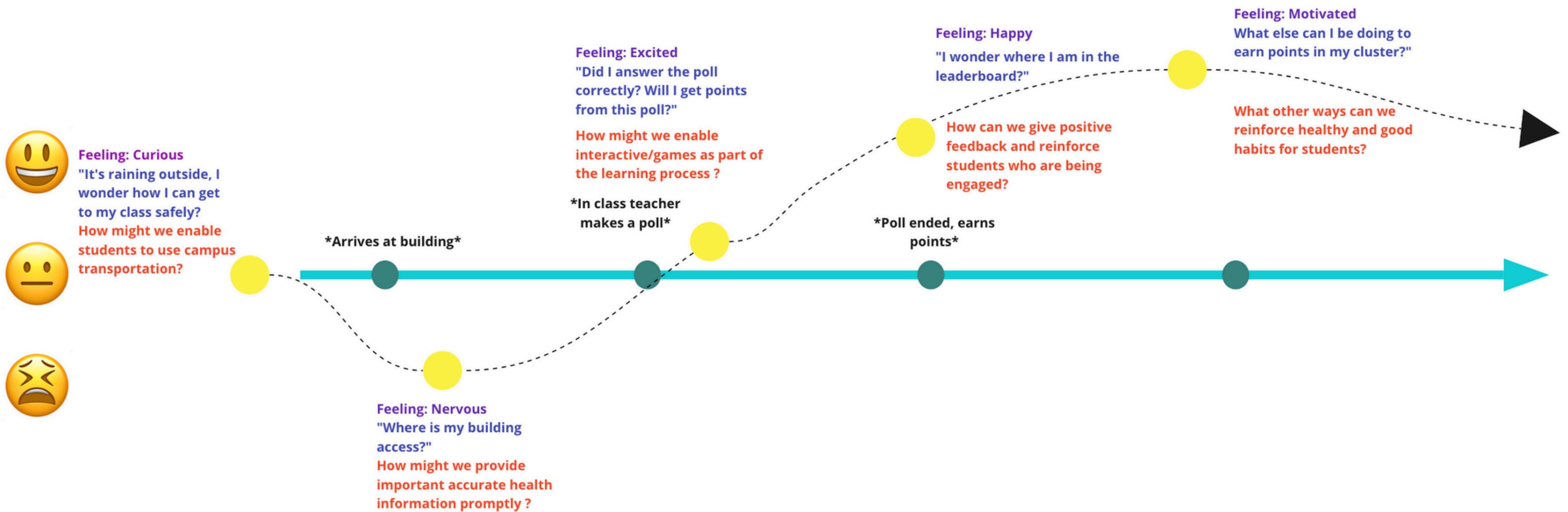
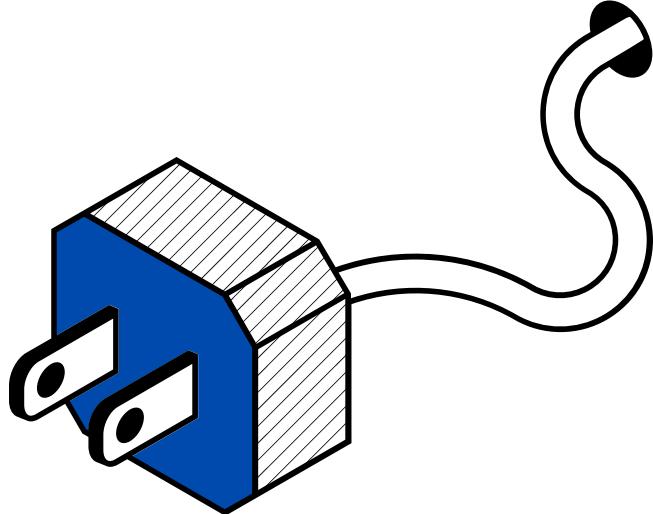
**"I know there is more computing power in smaller items as technology grows. The integration of tech and learning the better!"**

Miguel is the Dean of Biology on campus. He attends a lot of research events. He loves networking and interacting with various groups on campus therefore he has a lot of management experience. He doesn't really use a lot of technology but he is open to learning more. Miguel is also fine with open privacy settings because he knows it helps enhance his phone experience. Due to covid he is excited about brining people back together and making campus an interactive healthy place.

# Two-By-Two

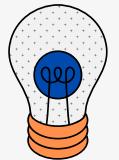


# Journey Map

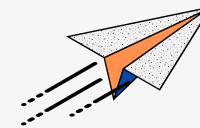


# How Might We

*FOOD FOR THOUGHT IN THE DESIGN PROCESS*



**How might we encourage students to make healthy choices?**



**How might we build an app that supports disabled or students with health conditions?**



**How might we provide the tools to build a stronger community for disconnected students?**



**How might we get all users to utilize all the tools the Illinois App provides?**



**How might we make the connections and contributions on campus as genuine as possible?**



# Phase Three: *IDEATION*

# Next Steps of ideation with Gamification



## Creating "clusters"

Let users create and join small groups of friends or classmates. Users can be apart of multiple clusters.  
(Ex: A teacher can make a class an cluster or and RSO)

**COMMUNITY NEED**



## Points system

Users can earn points for utilizing the various features of the app. (Ex: Checking in at events, do a mental health exercise, answering/creating polls, buying healthier dorm food.)

**ENCOURAGEMENT TO EXPLORE THE APP  
& BUILD HEALTHY HABITS**



## Leader boards (within clusters)

Users can earn points for utilizing the various features

**MOTIVATION TO STAY ENGAGED**

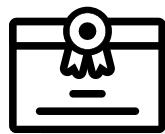
# Next Steps of ideation with Gamification



## Badges to earn

Create healthy habit challenges or challenges that encourage students to be engaged on campus. (Ex: Do a mindful excersie 3 days this week for X badge)

**COMMUNITY NEED**



## Integrate written congratulatory notes

When users complete a task within their community and when they ultimately earn a badge, have the community leader have standard personal messages to thank them and encourage them to keep going!

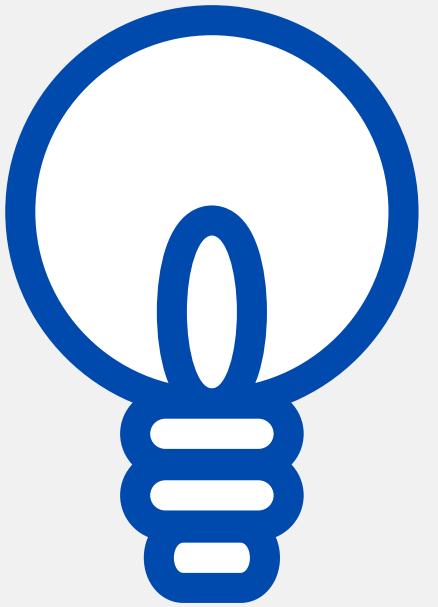
**ENCOURAGEMENT TO EXPLORE THE APP  
& BUILD HEALTHY HABITS**



## Integrate positive sounds

When completing challenges or selecting options on a poll, etc.. have a positive "ding" or confetti like sounds

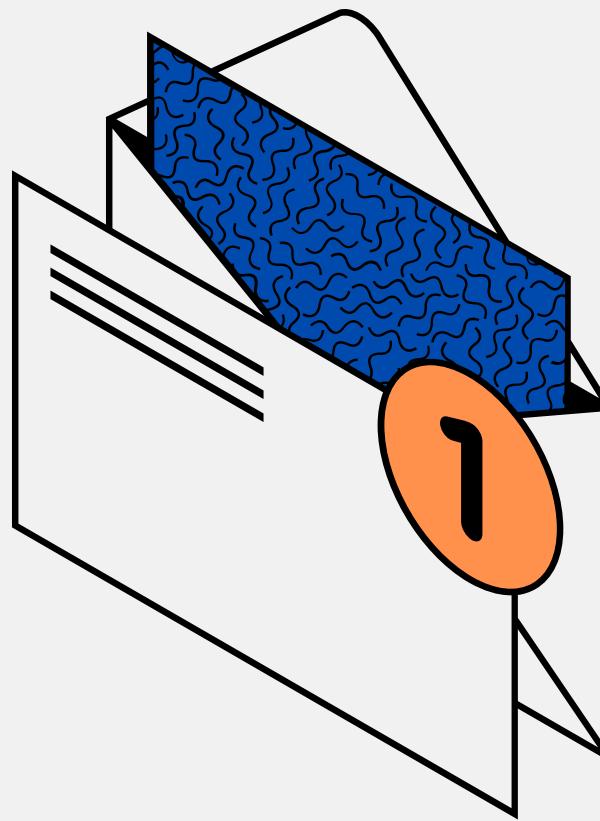
**MOTIVATION TO STAY ENGAGED**



## **Next step: Low Fidelity Mock-Ups**

Developing sketches and  
using tools on Whysmical  
to develop designs from  
our insights

# Questions or ideas?



Please share with us! Contact: [blglass2@illinois.edu](mailto:blglass2@illinois.edu)