

Gamification

How experiences draw us in

Club Meeting - 9/22

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This will be shown again at the end of the meeting too!

While you wait, enjoy this chrome dino :)



Gamification

gam·i·fi·ca·tion .gā-mə-fə-'kā-shən

: the process of adding games or gamelike elements to something (such as a task) so as to encourage participation

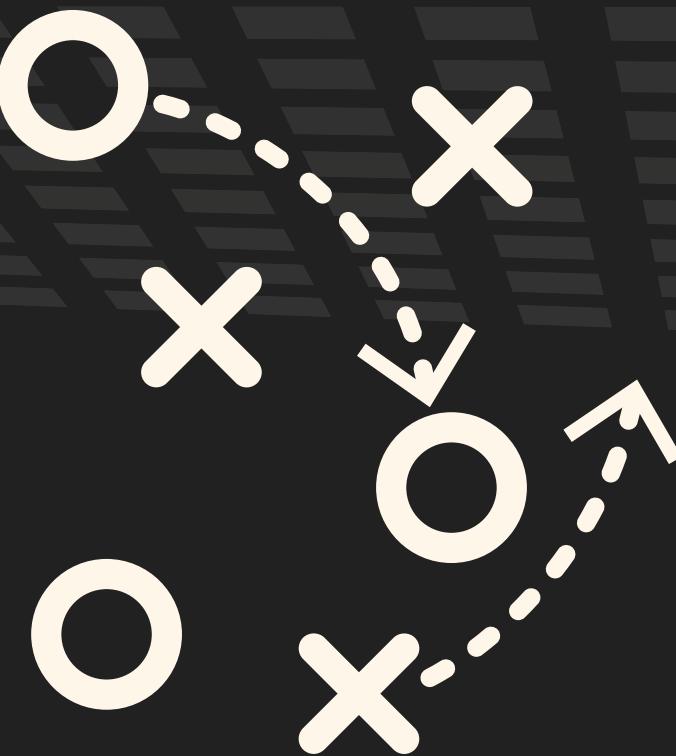
Source: <https://www.merriam-webster.com/dictionary/gamification>

In other words...

Making someone interested in doing something by
making it *feel* like a **game**.

Why do this?

- Some tasks are just inherently boring
 - Think filing taxes, memorizing vocab, brushing your teeth
 - We know we *need* to do them to be responsible adults, but they aren't enticing on their own
- Gamifying tasks artificially increases the user's sense of **reward**
 - The task remains as hard as it was, but the user feels they can *justify* its worth
 - Reframes the task into a fun **challenge**, rather than just feeling like homework
 - **Example:** Using a *streak* to get a user to study a bit of Spanish every day

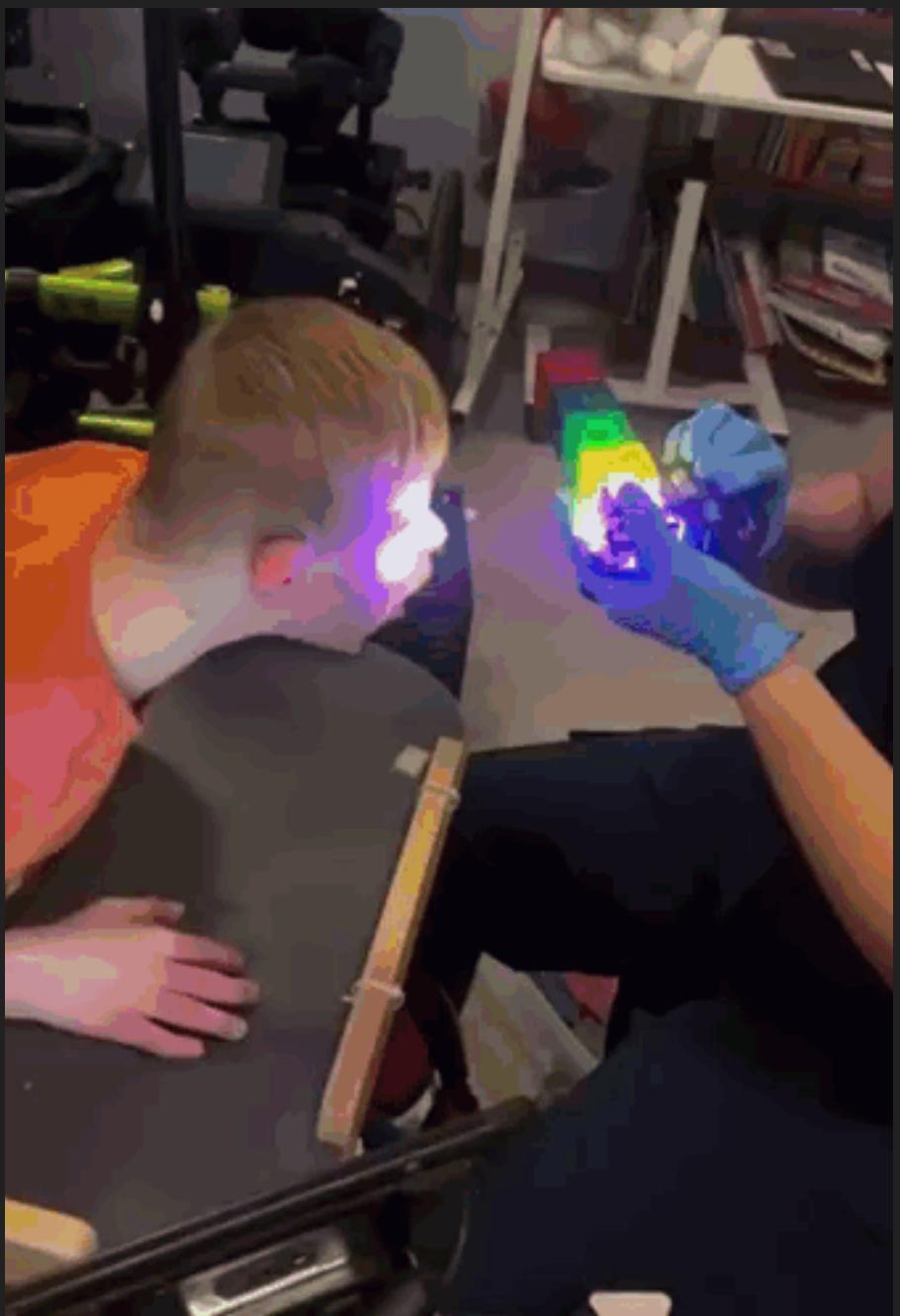


What makes a task gamifiable?



- Gamifying tasks tends to be most effective when the given task fits within these categories:
 - **Consistent Repetition:**
 - Tasks that repeat can feel dull if they result in the same outcome every time
 - Gamifying these tasks by adding **XP**, **levels**, or **streaks** can make each repetition feel like *progress*
 - **Clear Goals:**
 - In order for a user to be rewarded, a task needs to be *quantifiable*
 - There needs to be a clear completion point, so the system can provide instant feedback (success or failure)

What makes a task gamifiable?



- Gamifying tasks tends to be most effective when the given task fits within these categories:
 - **Opportunity for Mastery:**
 - If a user can see an end in sight, they are far more likely to stay motivated
 - They can see their own growth, whether through progress bars or by counting the number of steps completed
 - **Variable Levels of Difficulty:**
 - Scaling difficulty can keep a user in a *flow state*, where they don't feel the task is too easy or too hard
 - This will keep them **engaged** without feeling **frustrated**

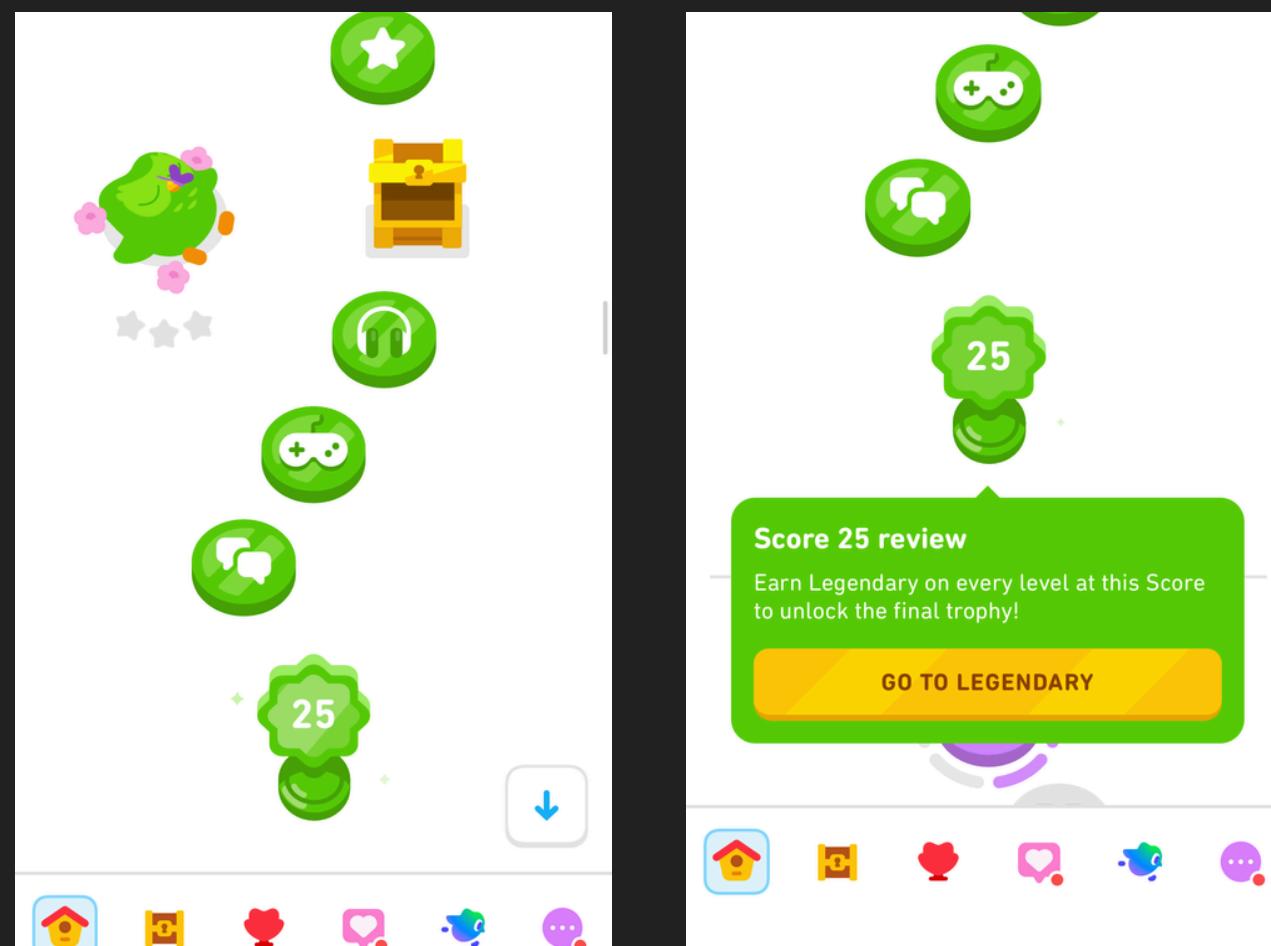
The Gold Standard



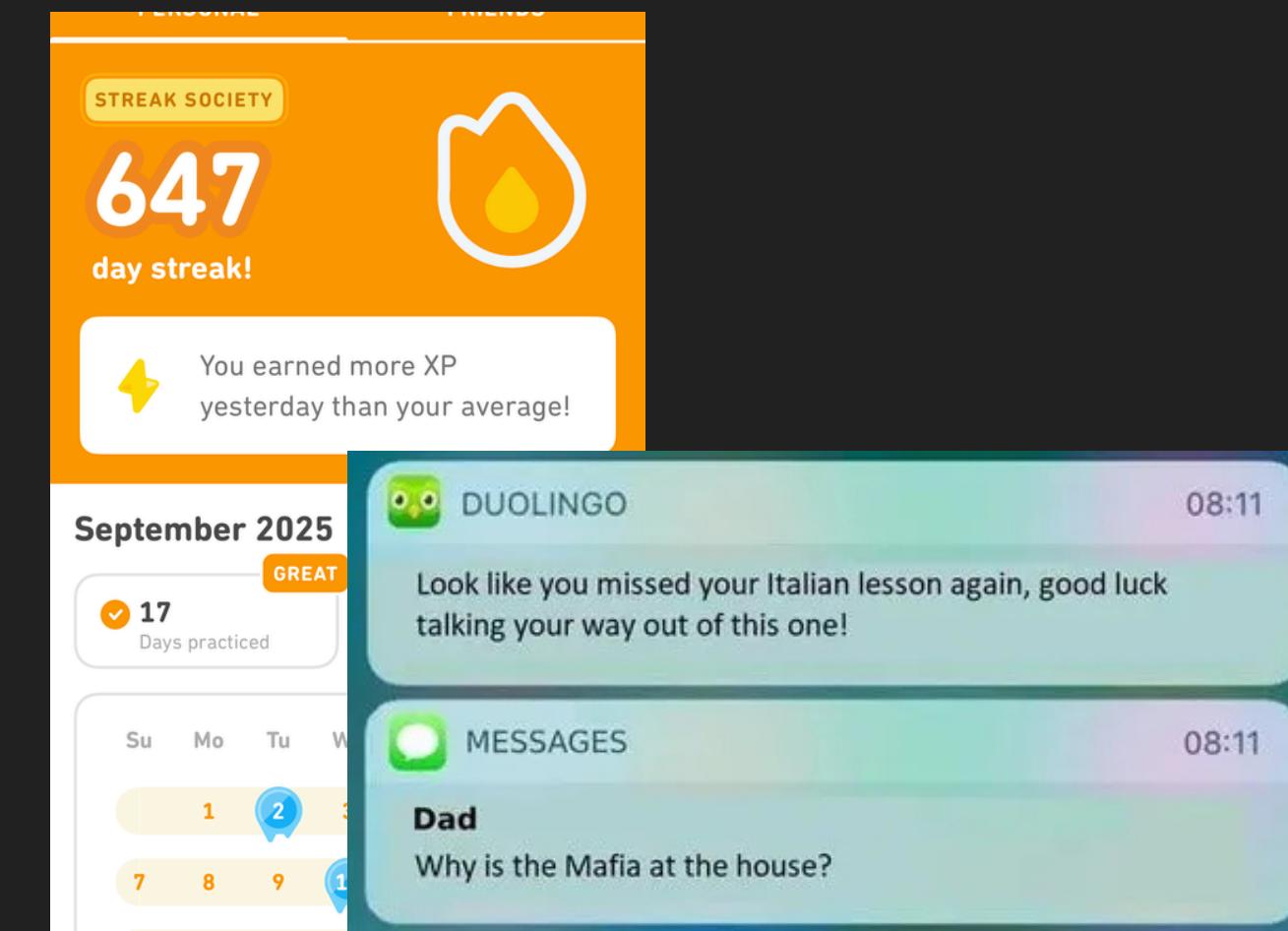
Duolingo!
(A Pittsburgh Icon)

Duolingo has it all

It's really the only example you need. It's *seriously* impressive how many game mechanics they crammed into this app.



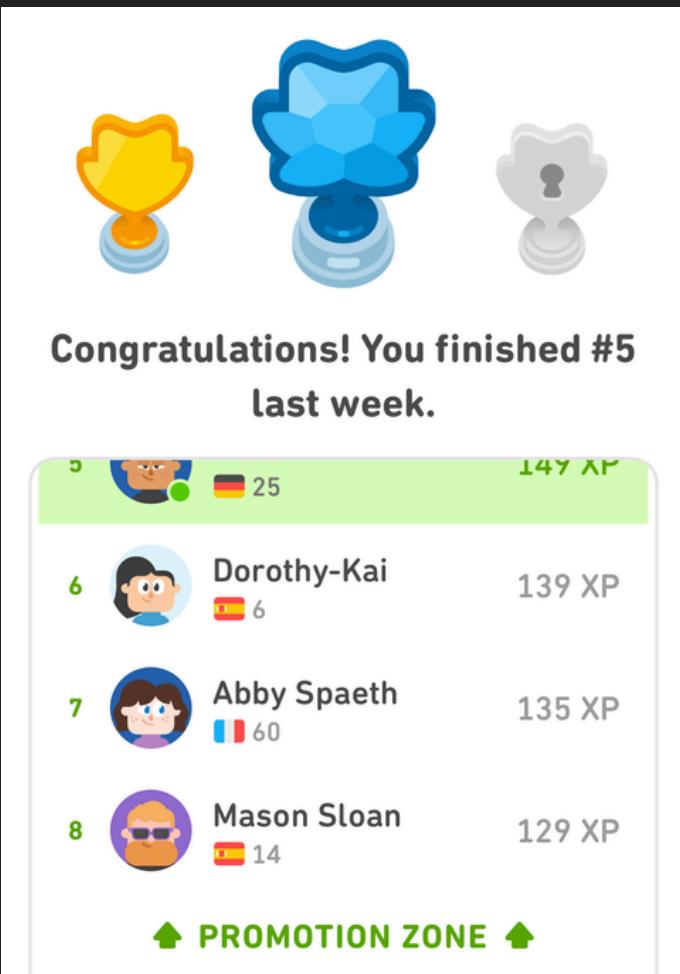
Progress & Mastery



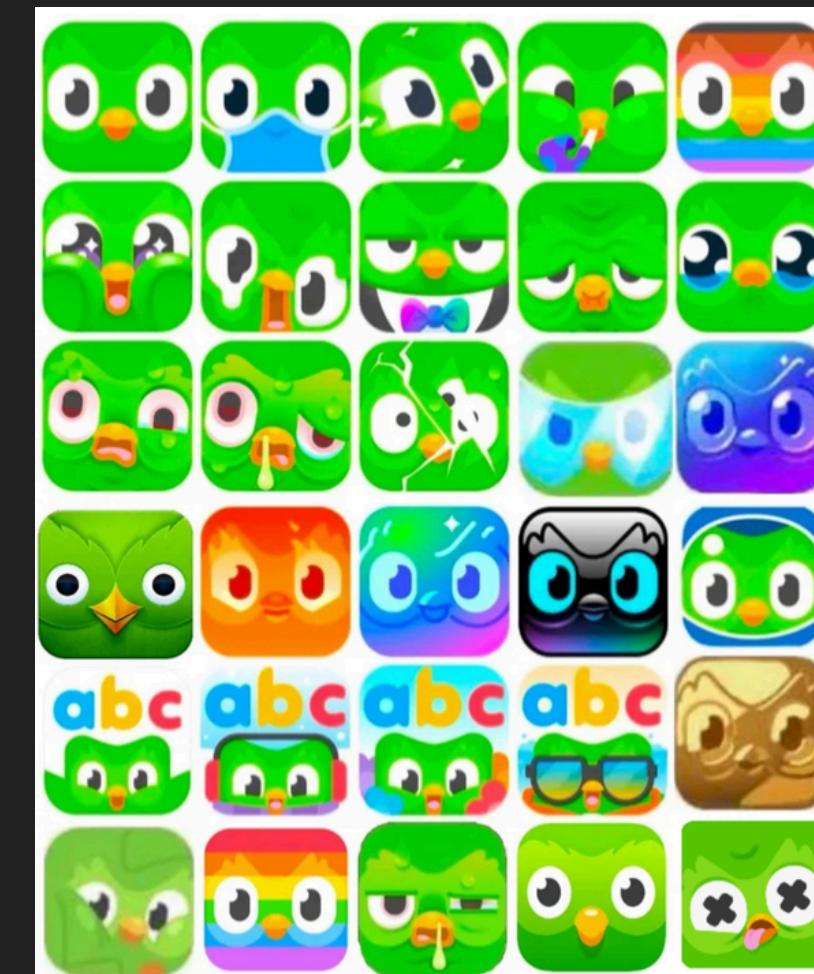
Habit Formation

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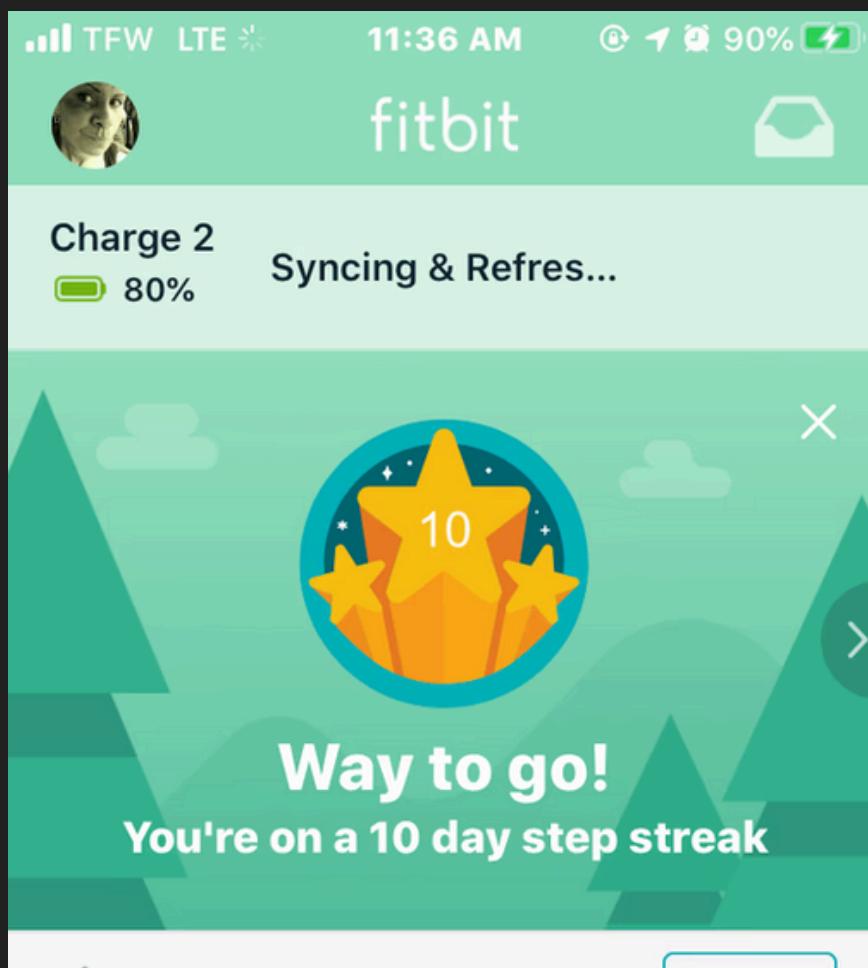


Social Motivation



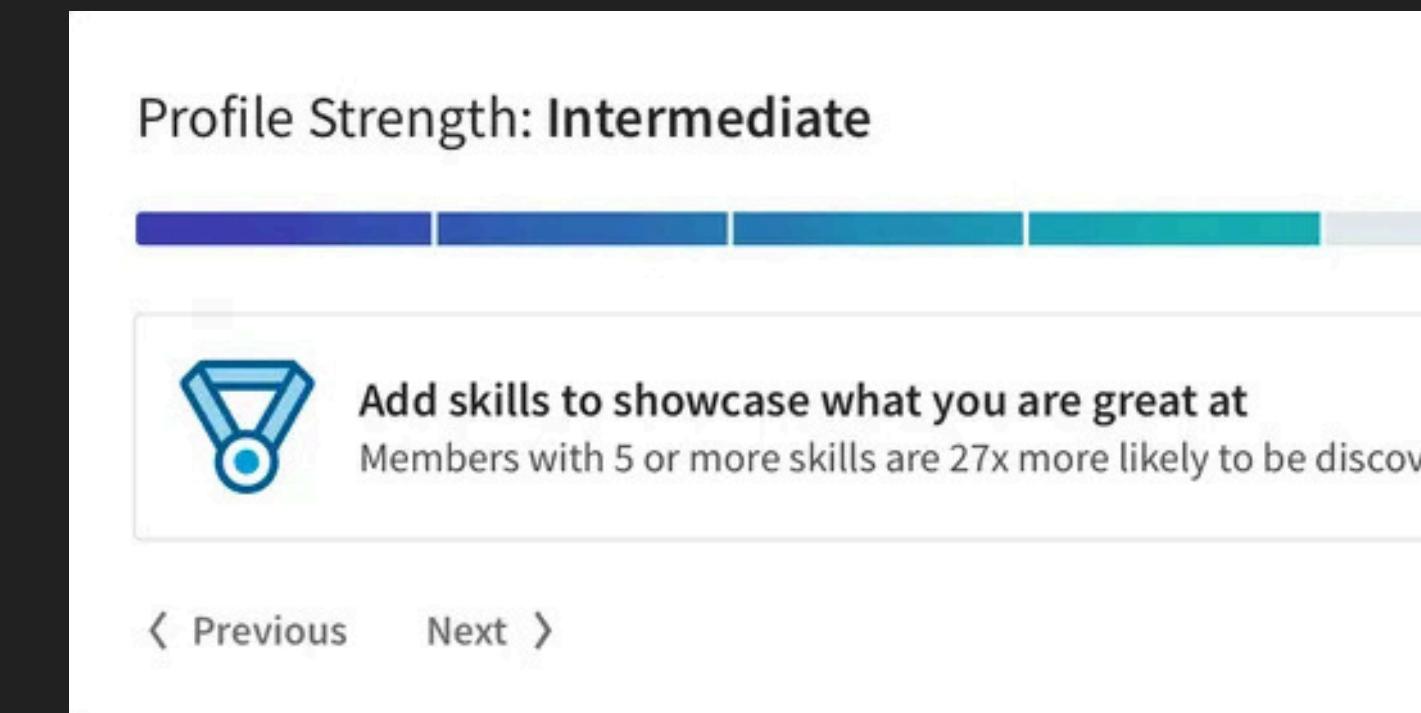
Emotional Engagement

Some other examples



Fitbit

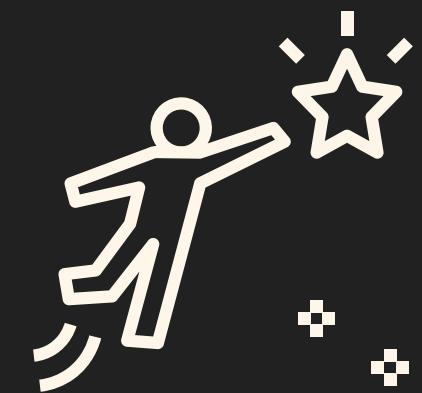
Badges and challenges ***motivate*** users to build towards healthy habits



LinkedIn

Profile strength meter ***motivates*** users to complete their profile

Keep an eye on the action verb.



“motivation”

Whenever you’re wondering whether to gamify an experience, think: “Is the user lacking intrinsic ***motivation***?”



Now, it's your turn!

Time to build an app.

Workshop Time!

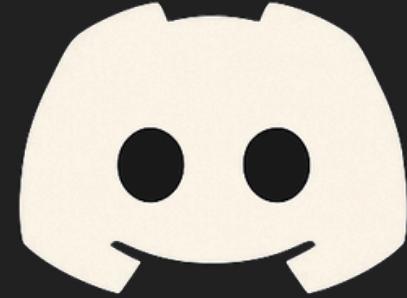
Activity: Redesign a boring/unengaging experience using gamification.

- Break into small groups (2-3 people per group)
- Pick a *mundane* task (brushing teeth, filing taxes, reading for class, recycling)
- Build an app around this task, incorporating **at least 3** gamification mechanics
- Here are a few examples...
 - **Progression systems** (levels, visual progress)
 - **Social competition/collaborations** (leaderboards, team goals)
 - **Rewards/badges** (milestones)
 - **Streaks/habit tracking**
 - **A central character/narrative** (mascot, guide, avatar)
- Afterwards, each group will present their *gamified concept*
- Did the idea end up cohesive? What are some potential pitfalls that could come from implementing this idea?

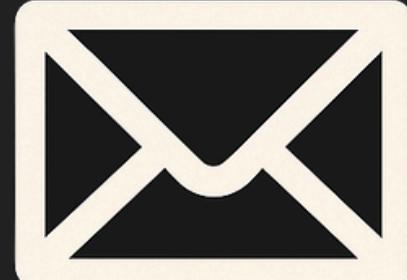
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