Gamification

Multimedia & Game

Overview

1. What is gamification?
2. Why gamification?
3. Principles of gamification
4. Game mechanics
5. Common gamification techniques
6. The Psychology of gamification
7. Player types and motivations
8. Why gamification fails
9. Gamification examples
10. Case Study – Autodesk trial conversion
11. InsideView-specific challenges
12. Gamification concepts

14 points up for grabs!

Why Gamification?

Gamification taps into our needs and desires:

- We like to play

- We like to be good at things *(and have others see how good)*

- We like to see how we measure up against others *(and have others see)*

- We like to win *(and have others see)*

ness Goals ⟶ Behaviora
(which shou

Psychology

What is Gamification?

Gamification is the use of game-thinking and game mechanics in a non-game context in order to improve user engagement, ROI, data quality, timeliness, and learning.

… In particular for web sites and apps, means to encourage users to engage with the site or platform in specific desired behaviors.

Some interesting statistics

- By 2015, 40% of Global 1000 organizations will use gamification as the primary mechanism to transform business operations
- By 2014, 80% of current gamified applications will fail to meet business objectives, primarily due to poor design

Source: http://www.gartner.com/technology/research/gamification/

User Motivations

Name three player motivations.

3 points

Game Mechanics

Achievements

Appointments

Behavioral Momentum

Blissful Productivity

Bonuses

Cascading Information Theory

Combos

Community Collaboration

Countdown

Discovery

Epic Meaning

Free Lunch

Infinite Gameplay

Levels

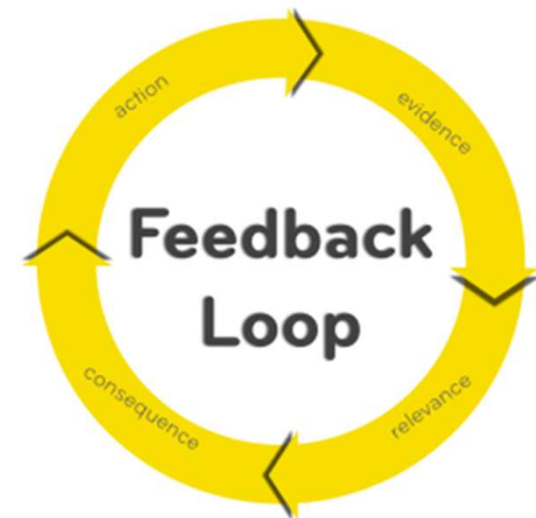Loss Aversion

Lottery

Ownership

Points

Progression
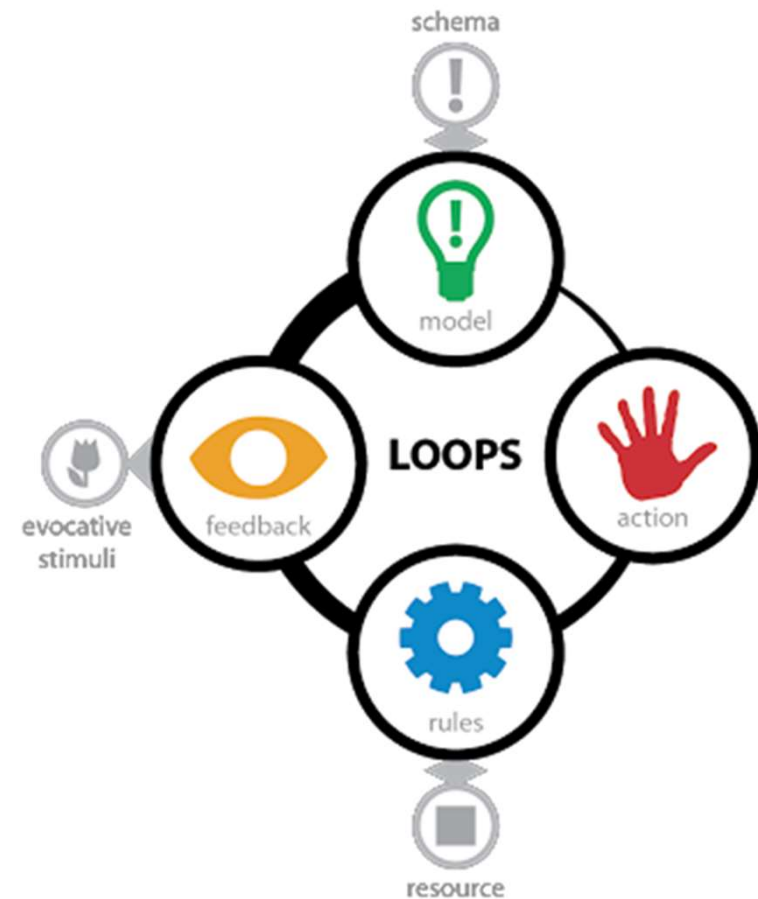
Quests

Reward Schedules

Status

Urgent Optimism

Virality

Feedback Loops

Game Mechanics

Behavioral Game Mechanics

- Solely focused on human behavior and the human psyche.
- Uses the following to structure and stretch the accumulation of meaningful skills:

    Feedback Loops

    Progression

Game Mechanics

Engagement Loops – maximize engagement and reengagement

Engagement Loop Examples

The best way to design the intrinsic virality in your gamified system is to think about the social engagement loop at various points along the progress to mastery we described earlier. Below, we've used the example of Twitter and unpacked how the viral loops work for this popular communications platform.

Novice Players of Twitter

For novice players of Twitter, the view of the engagement loop is as follows:

- Motivating emotion = Connecting and expressing

- Player reengagement = @Mentions

- Social call to action = Tweets

- Visible progress/reward = Followers

3 points

List 3 common game mechanics.

Common Gamification Techniques

achievements / badges
levels
leaderboards
progress bars
activity feeds
avatars
real-time feedback
virtual currency
gifting
challenges and quests
trophy case
mini games within other activities

The Psychology of Gamification

How game mechanics relate to different psychology principles

	Reward	Status	Achievement	Self Expression	Competition	Altruism
Points	🟢	🔵	🔵		🔵	
Levels		🟢	🔵		🔵	
Challenges	🔵	🔵	🟢		🔵	
Virtual Goods	🔵	🔵		🟢	🔵	
Leaderboards		🔵	🔵		🟢	
Gifting & Charity		🔵	🔵		🔵	🟢

The Psychology of Gamification
Gamification v/s usability

What are two
common gamification
techniques? 2 points
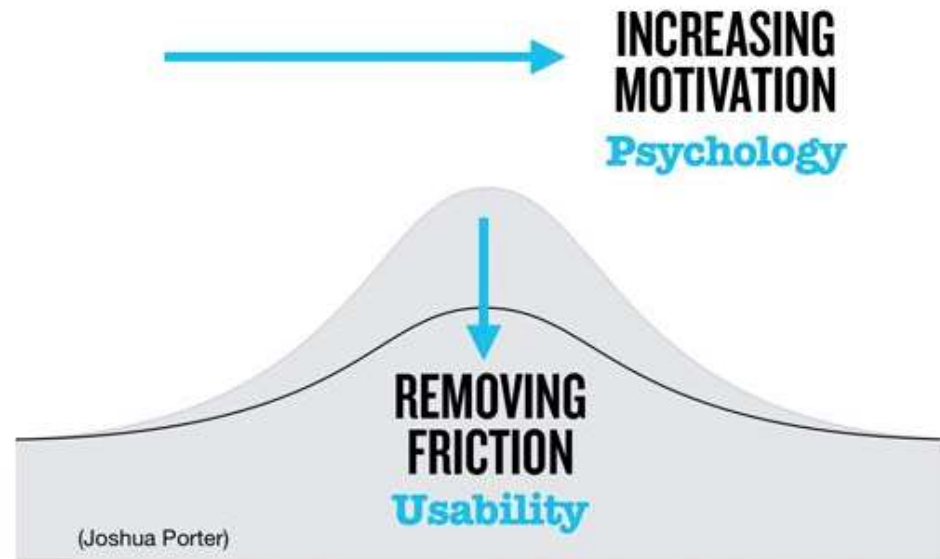
INCREASING
MOTIVATION
Psychology

REMOVING
FRICTION
Usability

(Joshua Porter)

Source: Anderson, S. P. (2011). *Seductive interaction design: creating playful, fun, and effective user experiences*. Pearson Education.

The Psychology of Gamification

Source: Anderson, S. P. (2011). *Seductive interaction design: creating playful, fun, and effective user experiences*. Pearson Education.

SUBJECTIVE / QUALITATIVE

focused on
EXPERIENCES
(People, Activities, Context)

MEANINGFUL
Has personal significance

PLEASURABLE
Memorable experience worth sharing

CONVENIENT
Super easy to use, works like I think

THIS IS THE "CHASM" THAT IS DIFFICULT FOR ORGANIZATIONS TO CROSS

USABLE
Can be used without difficulty

RELIABLE
Is available and accurate

FUNCTIONAL (USEFUL)
Works as programmed

focused on
TASKS
(Products, Features)

OBJECTIVE / QUANTIFIABLE

Player Centered Design

| Efficiency | Effectiveness | Satisfaction | ➕ Engagement |

User-centred design

Player Centered Design involves the following steps:

- Know your player
- Identify the mission
- Understand human motivation
- Apply mechanics
- Manage, monitor and measure

Mobile Social Gamers vs. Traditional Gamers by Gender

% of Gamers by Gender

Male 60%
Female 40%
Male 47%
Female 53%

Traditional Gamer*   Mobile Social Gamer

■ Male ■ Female   ⊚ FLURRY
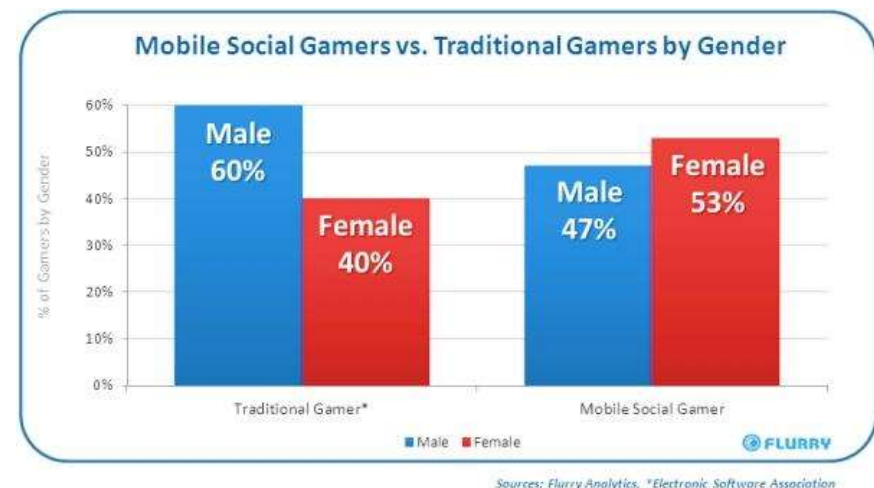
Sources: Flurry Analytics, *Electronic Software Association

Manage, monitor and measure

Player Centered Design

enterprise context

Measure · Mechanics · Mission · Manage · Player · Motivation · Monitor

legal considerations

ethical considerations

keep it fun!

Source: Kumar, J. M. & Herger, M. (2013). Gamification at Work: Designing Engaging Business Software.
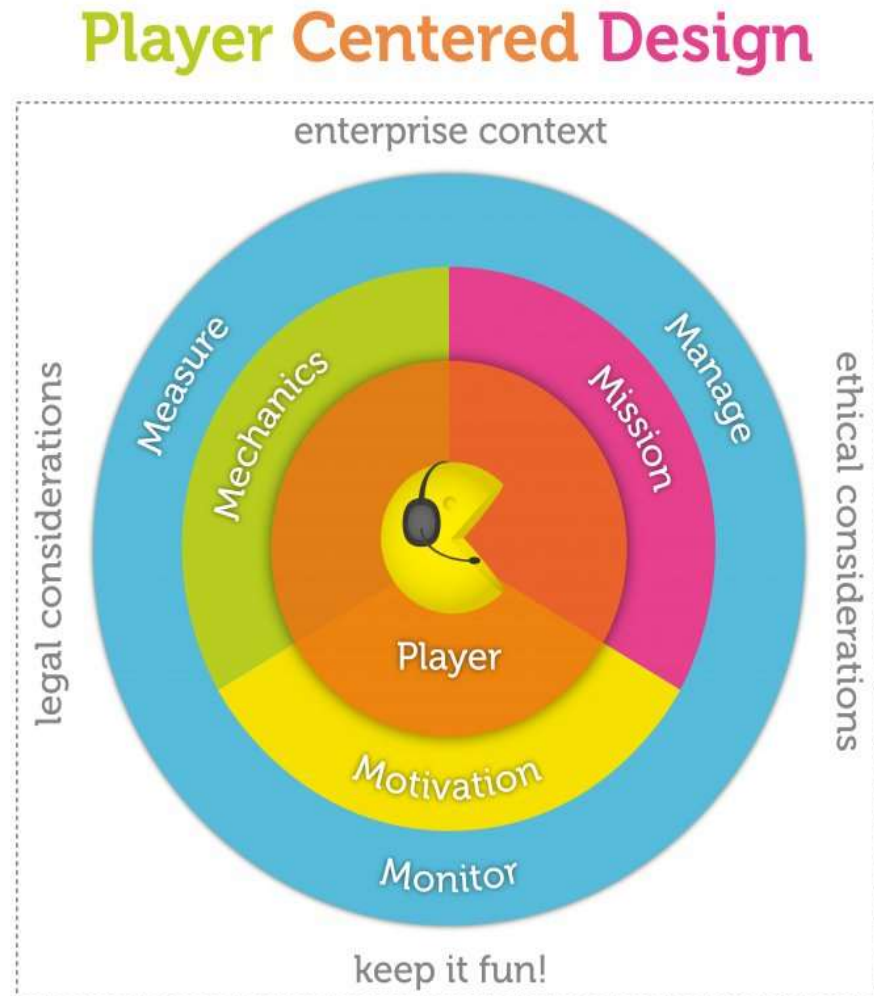
Player Types & Motivations

What are four types of players? 4 points

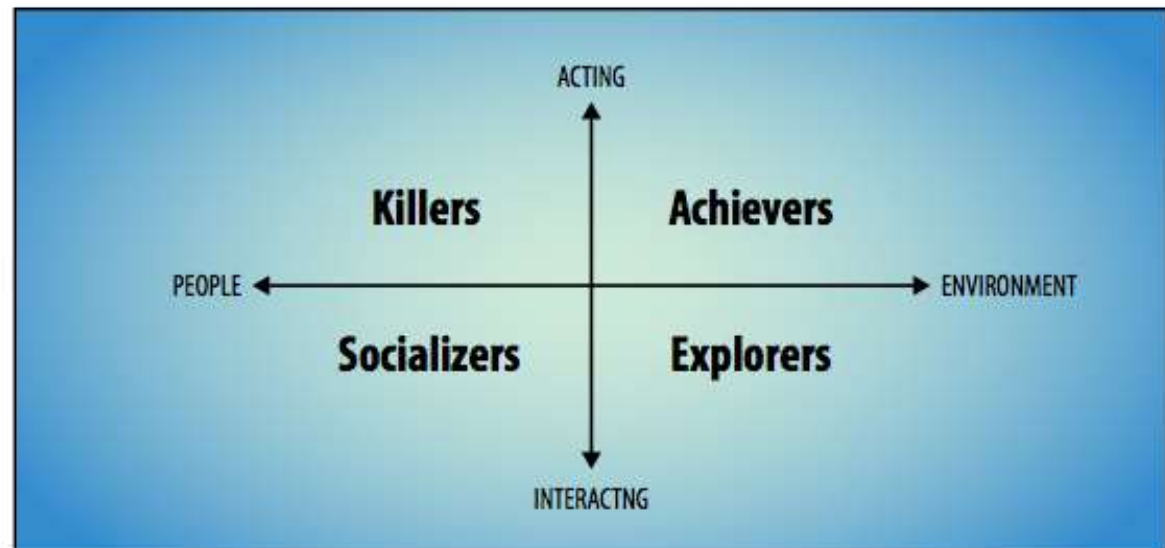Figure 2-4. Bartle's player types.

Player Types & Motivations

**Determining Game-based Motivation Mechanics**
(an example)

|	Motivations (N.Yee)	Personality Types	Drive (action to fulfill need) / Behavior	Game Mechanics Incentive/Reward
Designer's Goals (Need): Get to 100,000 Users				
ACHIEVEMENT	Advancement Mechanics Competition	Status-Seeker (Chan) Officiator (Chan) Achiever (Bartle)	Evangelizing site to new users	- Achievements and Badges for referrals - Points, Levels, Status for inviting others to play
SOCIAL	Socializing Relationship Teamwork	Socializer (Bartle and Chan) Harmonizer (Chan)	- Sharing recommendations to new users - Inviting others	- Cooperative/Team competition to share most posts - Gifting items to new users for use on site (ex. FarmVille)
IMMERSION	Discovery Role-Playing Customization Escapism	Explorer (Bartle) Lurker (Chan)	Sharing experiences and discoveries to interest new users.	- Areas unlock only by inviting more people to play - Gifting items of discovery for use on web site

www.stratsynergy.com

Gamification Examples

- LinkedIn Progress Bar

- Two major flaws:

- It reaches 100%: the best progress bars continue to be viable well beyond 100

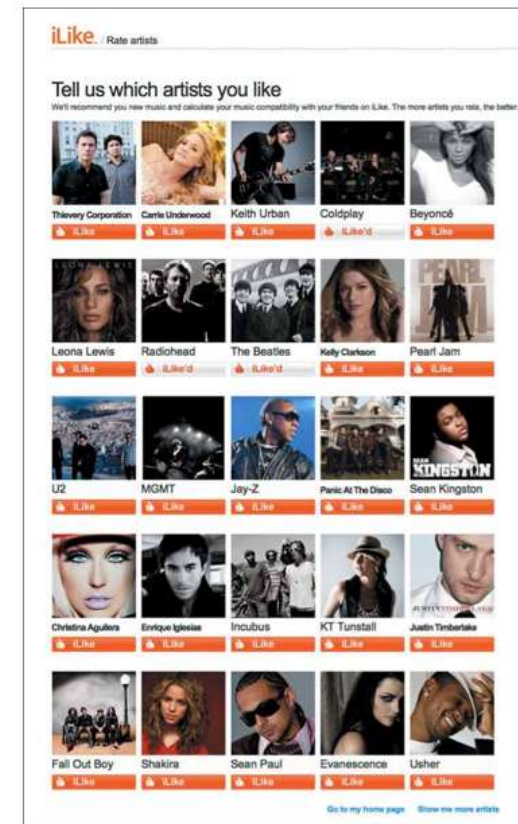- You have to complete the steps in order to progress
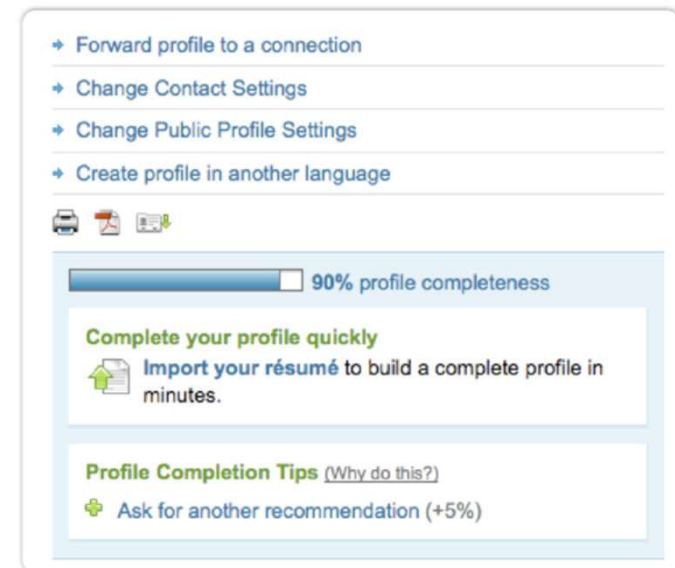
Gamification Examples

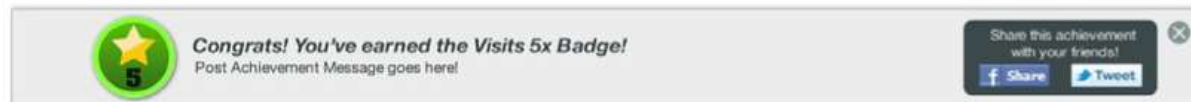**Progress Bar & Achievements**
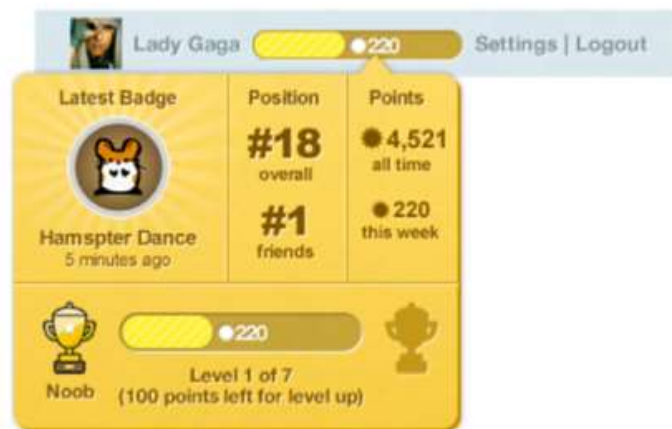
Personalized setup

Using:

- Pattern recognition
- Visual imagery
- Recognition over recall

Gamification Examples

Leaderboard & Real-time notification

Identify the mission

Current scenario: The majority of people take the escalator instead of the stairs

Target scenario: We want people to take the stairs

Mission: Encourage majority of subway passengers to take the stairs instead of the escalator in a fun and engaging way.

Gamification Examples

Challenge

Completion

When the set in a collection is nearly complete, the desire to complete it is strongest.

Challenges

- Few examples and success stories of gamification of enterprise apps

- Most users experience product in mash--up, in context of doing other tasks

- Focus on positive reinforcement vs. negative reinforcement

BUT

- Sales people are competitive by nature :D

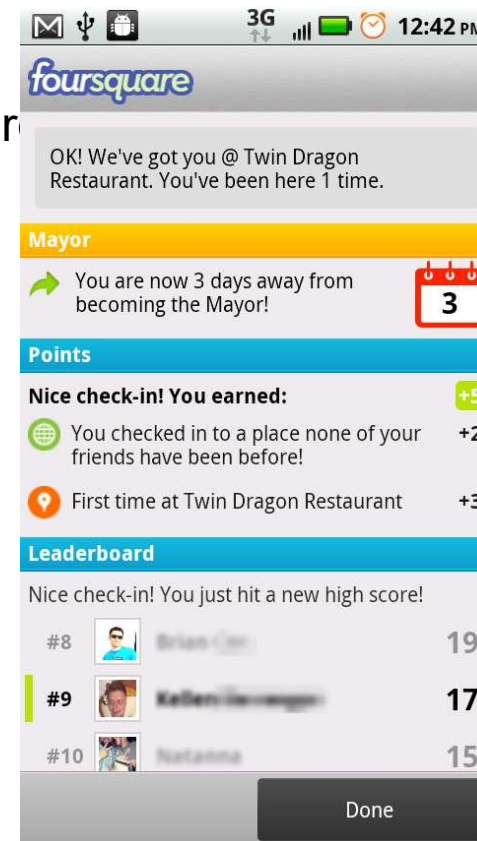# Case Study – AutoDesk Trial

Quests / Missions

Case study 1: Foursquare

Game mechanics: points, badges,

leadership board

Motivation drivers: collecting,

achievement

Image: © Foursquare

Case study 2: LinkedIn

Game mechanics: network indicator

Motivation driver: Connecting, feedback

Your LinkedIn Network

197 Connections link you to 5,185,178+ professionals

1,037,246 New people in your Network since November 15

Game mechanics: endorsement buttons (communal discovery)

Motivation driver: Achievement, feedback

Most endorsed for...

66	Start-ups
64	Enterprise Software
49	Business Intelligence
48	Gamification
33	Entrepreneurship
18	Analytics

5 Keys to Smart Gamification
from [Amy Yo Kim](Amy Yo Kim)

UNDERSTANDING
GAMIFICATION

Bohyun Kim

Library Technology Reports
Expert Guides to Library Systems and Services
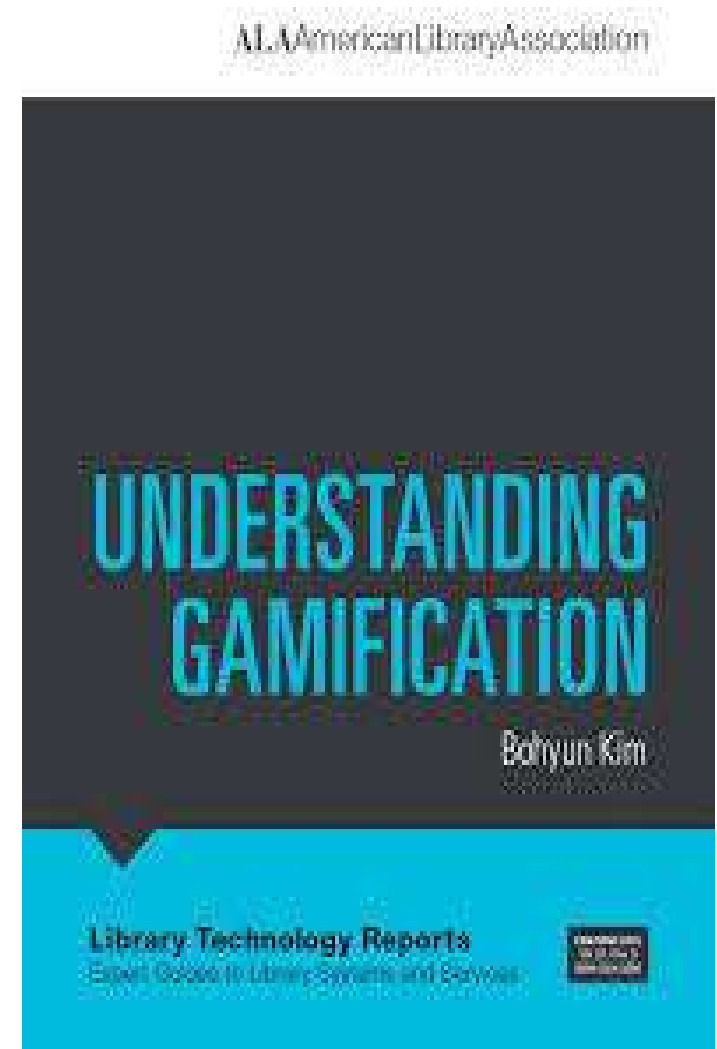
1. Know your users social style

- There are 4 types basic social style that you can divide the users in: **Competitive, Cooperation, Explorer, Expression**.

- Your users is just not one style but a combination of more than one.

- Find out what type they are and how to design for them.

- *Think about the difference in games like Minecraft, Battlefield, Civilization, and World of Warcraft. What styles do they attract?*

Social Gaming: 4 Key Engagement Styles

Acting

Express | Compete

Content — Players

Explore | Collaborate

Interacting
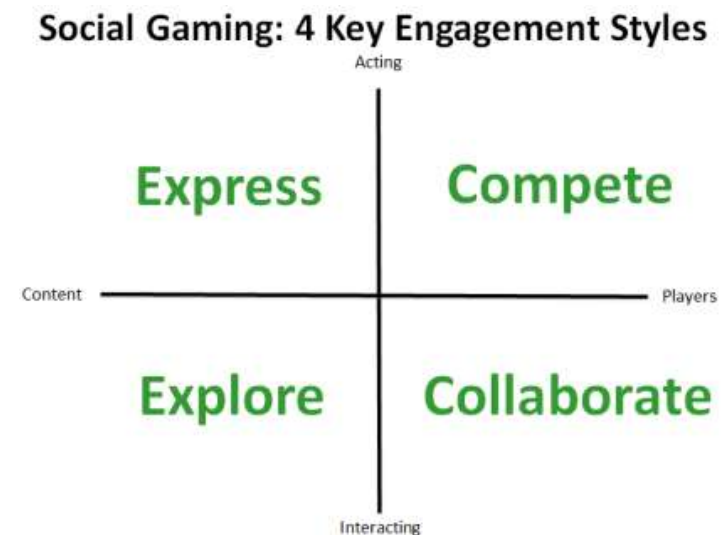
2. Design for their life-cycle stages

- Design for users who are in different levels in their experience of the system.

- Don't just offer one size fits all users.

- The beginner must get an immediate onboarding experience that feel engaging without being overwhelming.

3 Key Stages in the players' Lifecycle

Enthusiast

Mastery

Regular

Habit-Building

Newbie

Onboarding
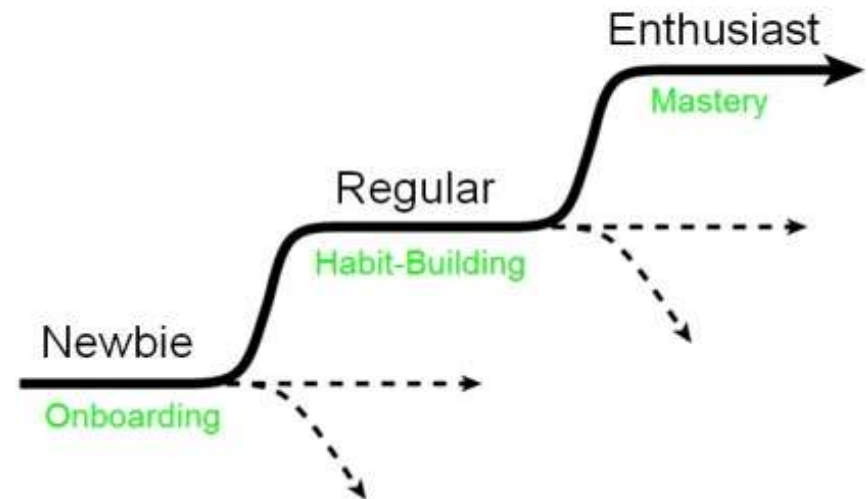
3. Put PERMA in activity loops

- **P – Positive Emotions**

- **E – Engagement (or flow)**

- **R – Relationships**

- **M – Meaning**

- **A – Accomplishments**

- You want to integrate thees into activity loop of the current user stages.

Deconstructing Engagement Loops

Visible Progress
Stats / Challenges / Awards / Messages

Positive Emotion
Fun / Delight / Trust / Pride / Curious

Player (re)Engagement
Task / Mission / Game / Quiz / Gift

(social) Call to Action
Customize / Share / Help / Compete

Newbie Onboarding

4. Light the way to mastery with progress mechanics

- It is very important the users feel productive and that they are making progress in their activities.
- Make the users feel like they are Kicking-Ass.
    - *Kick-Ass (*Passionate User Kathy Sierra)
- When you create some system or some content the biggest focus should be to make it's user better and better at it.
- The system or the publication must always be:
  Useful
  Usable
  User-friendly
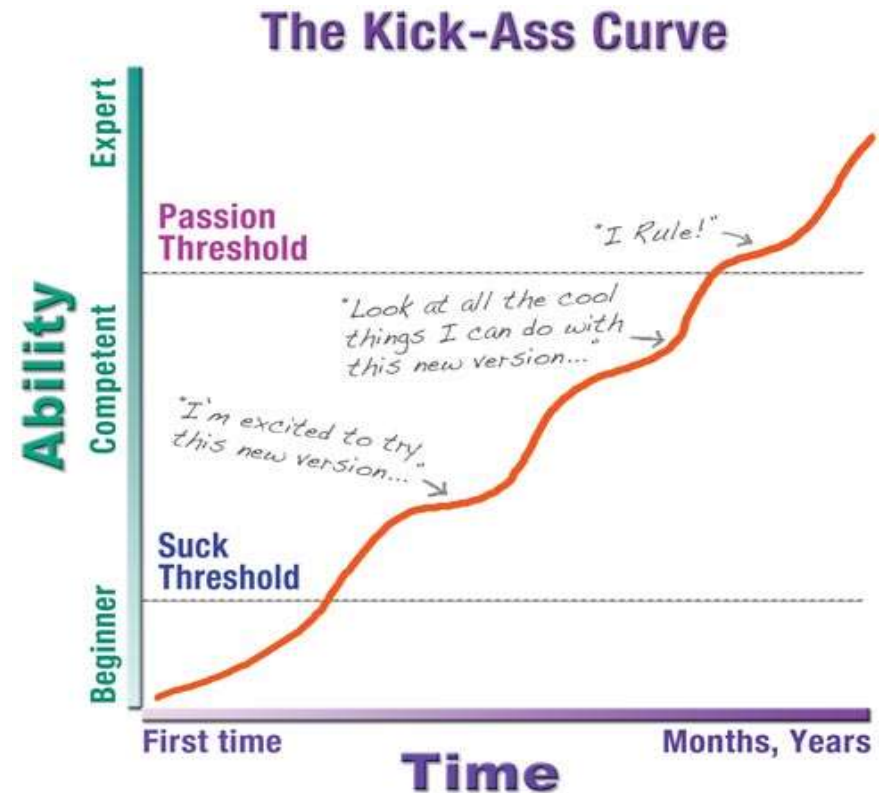
5. Motivate users with intrinsic rewards

- As soon as the basic motivations are taken care of most user will be more motivated by intrinsic rewards than by extrinsic.

- The 3 major intrinsic motivators are:
  - **Autonomy** -> Make the users feel like they are making meaningful and interesting choices.
  - **Mastery** -> If it feels like they are getting better they will stay engaged with the system.
  - **Purpose** -> If it feels like the time using the system is well spent, it usually is.

Why Gamification Fails

It replicates UI elements to manipulate instead of utilizing game design elements to motivate a user.

- Points and trophies are not the elements that make games fun. Do you remember your high score in Call of Duty or Grand Theft Auto or Final Fantasy?

- Focus on extrinsic rewards and manipulating customer behavior undermine primary tenants of motivation.

Don't of gamification

- Treating Gamification to be same as game design
- Using Gamification to fix a bad business model/ poor design
- Forcing users to play
- Do no evil (ethical issues)
- Don't overdo e.g. Digg

Questions?

Comments?

Ideas?