


# GAMIFICATION

CART 416

RILLA KHALED

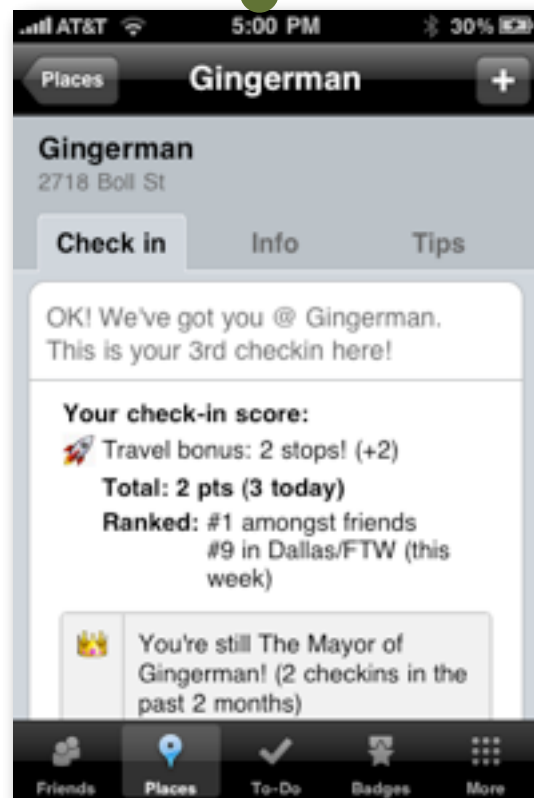


Gamification is marketing bullshit, invented by consultants as a means to capture the wild, coveted beast that is videogames and to domesticate it for use in the grey, hopeless wasteland of big business, where bullshit already reigns anyway.

# GAMIFICATION ACCORDING TO INDUSTRY

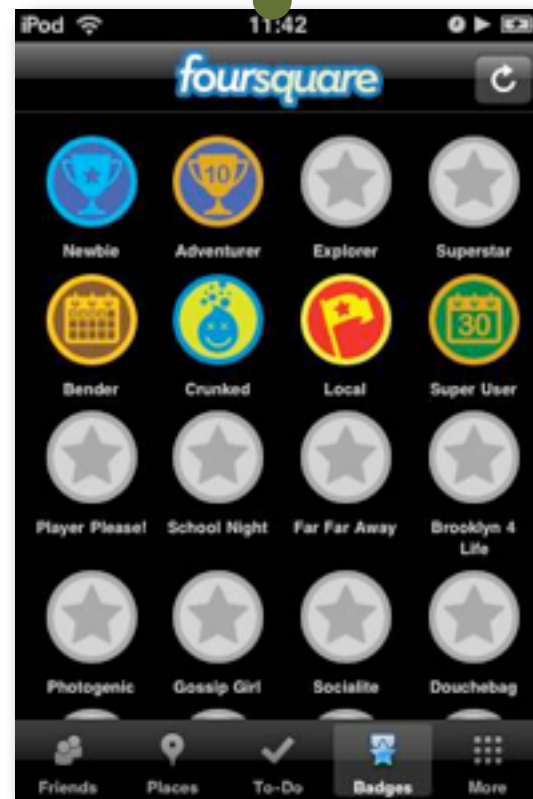
## Points

Tracking, Feedback



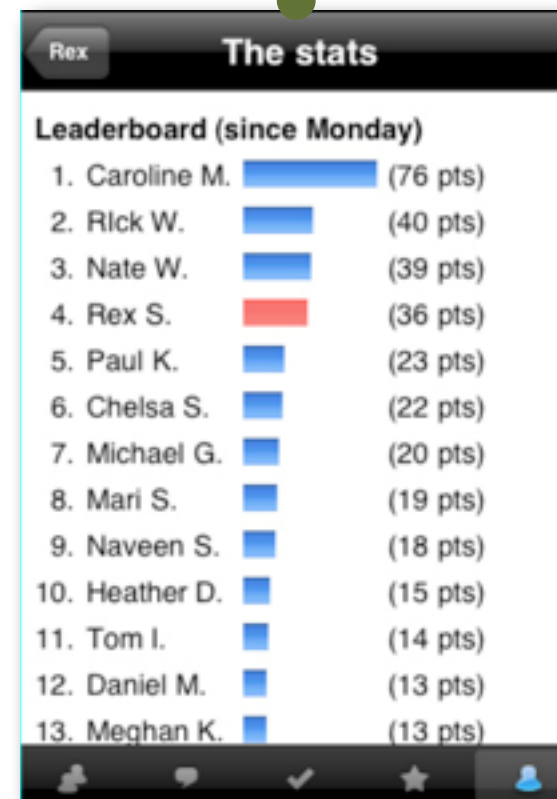
## Badges

Goal-setting



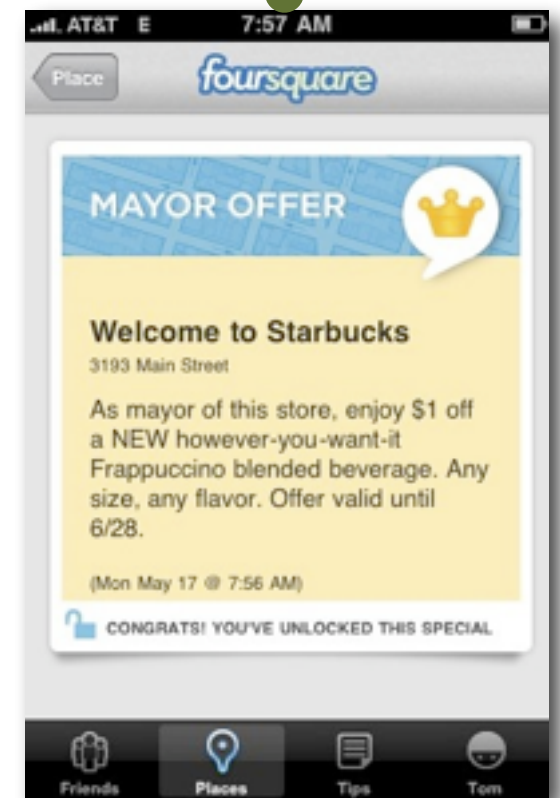
## Leaderboards

Competition



## Incentives

Rewards

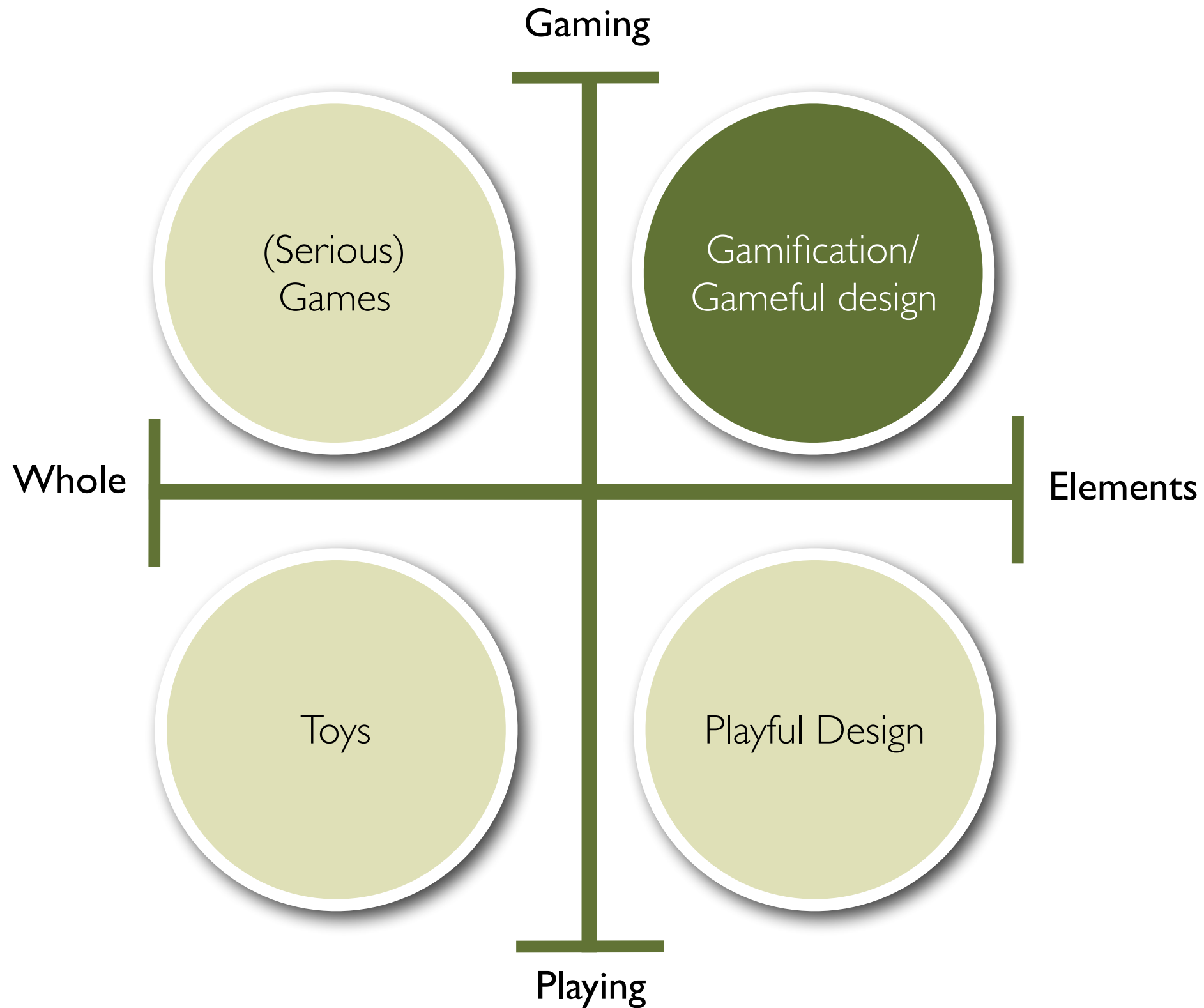


(And behavioral analytics in the backend)

# GAMIFICATION

“The use of game elements  
in non-game contexts”

# GAMIFICATION





# GAMIFICATION



## SALES LEADERBOARD

YTD QUOTA ATTAINMENT

1	BRIAN REGAN	171.4%
2	JESSICA JONES	164.2%
3	STEVE MARTZ	157.0%
4	STACY YOON	149.8%
5	RON NACHEV	142.6%
6	RUTH MARTIN	135.4%
7	BRIAN ROBINSON	128.2%
8	KIM CLARK	121.0%
9	ED MARTINEZ	113.8%
10	PAUL MOORE	106.6%



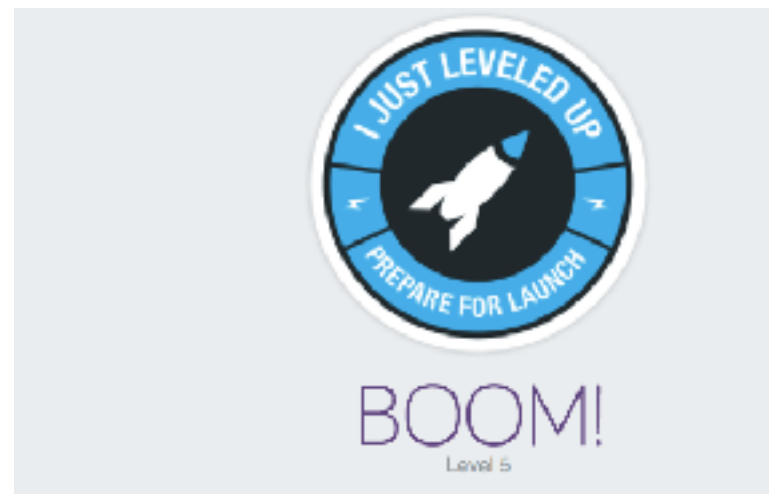
**\$70,930**  
AVERAGE OPP SIZE

**57.8%**  
WIN RATE

**51 DAYS**  
AVERAGE SALES CYCLE

**\$1,923,444**  
IN SALES

HOOPLA



Comment Share



rilla\_khaled tracked a workout for 711 pts

### Lat Pulldown

21 kg x 12 reps

21 kg x 12 reps

21 kg x 12 reps

### Elliptical Trainer

00:15:00 | Intense

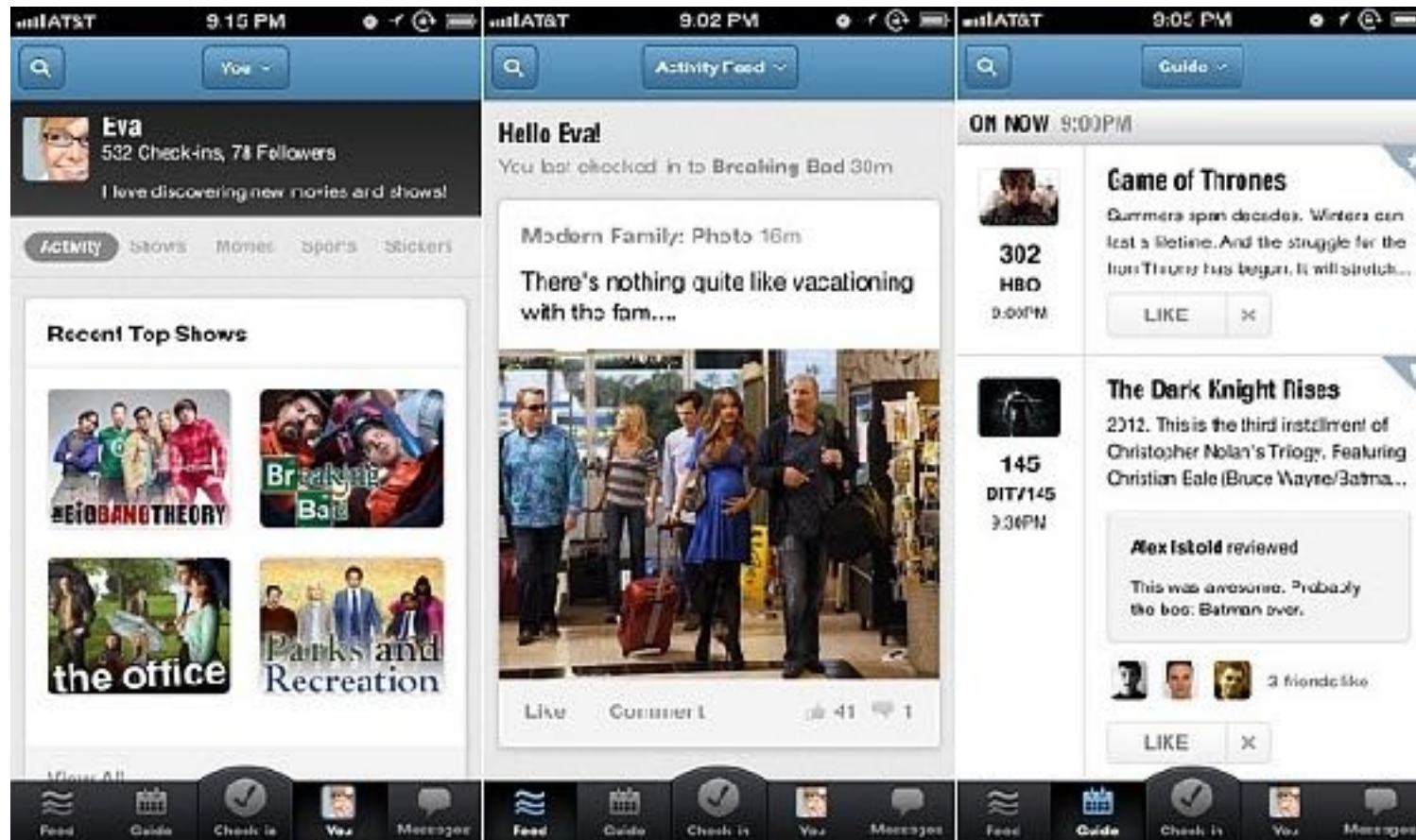
## Achievements

Close X

Achievement	Detail	Date
	<b>Monster Squat</b> Perform barbell squat for at least 1.6x bodyweight	
	<b>I Seem to be Lost</b> Run 20 miles (32.2 km) in your lifetime	
	<b>Hallowed Harrier</b> Run 200 miles (322 km) in your lifetime	

# FITOCRACY





connie donoho

January 11th, 2015

I want my stickers that i won. How can i get them? It's not fair.



misty

March 1st, 2015

Me too!! I've kept up with shows for years Just for the stickers now where can I get them or did I just waste 3 years! !!

# GETGLUE / TVTAG


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[My Missions](#)
[Mission HQ](#)
[Community](#)
[Map](#)

[Abuse?](#)
[Help](#)
[patrickagi](#)
[logout](#)

Community Challenge: 5,187/25,000 missions confirmed

## My Missions

Show missions: **Unplayed Missions (2)**

Sort by: **Title**

Show in [list view](#)



**Give Someone a Surprise Gift**

Mission ID: 6b5-fog  
 Launched by: patrickagi  
 Hops: 0  
 Players involved: 1

[Prepare for this mission](#)

[I'VE PLAYED THIS MISSION](#)

150 KARMA POINTS




**Thank Someone**

Mission ID: vth-6ya  
 Launched by: patrickagi  
 Hops: 0  
 Players involved: 1

[Prepare for this mission](#)

[I'VE PLAYED THIS MISSION](#)

125 KARMA POINTS



*I am a moody person. I most of the time feel like sharing what appeals to me. I write only when I feel doing so. I love red roses. I get extra pleasure when I gift some one a red rose. I think I am only 25% honest for I do not have guts to disclose those things inside me which are negatives. I only write which appeals me and I love Nature to a great extent and what ever is natural in what ever shape catches me immediately.*

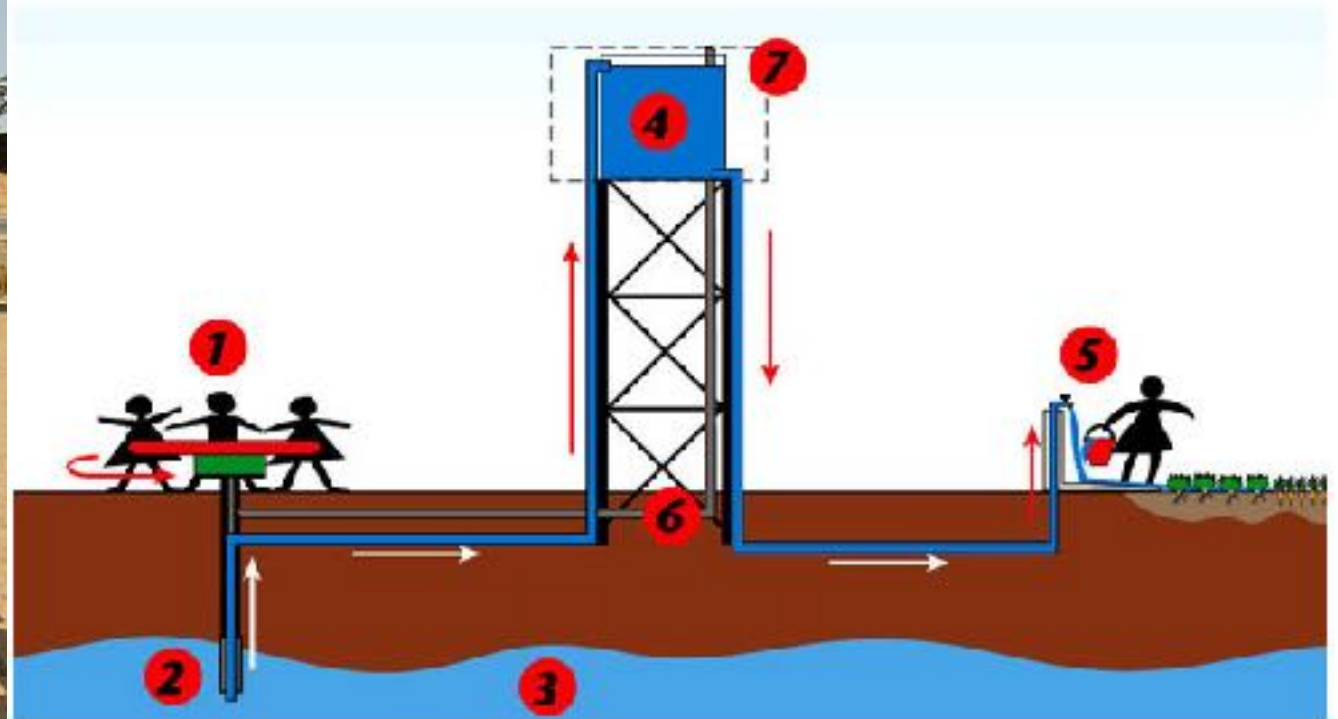
Member since Aug. 16, 2010

Player Level: **Guru**

617 Missions	11 Awards	114 Gifts	1565 Tokens
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AKOHA  
ALEX EBERTS





PLAY PUMP



Sesame Credit app

# SESAME CREDIT



“...there are legitimate reasons why people feel they're achieving less. These include the boring literal truths of jobs shipped overseas, stagnant wages, and a taxation system that benefits the rich and hurts the middle class and poor. You want to transform peoples' lives into games so they feel as if they're doing something worthwhile? Why not just shoot them up with drugs so they don't notice how miserable they are?”

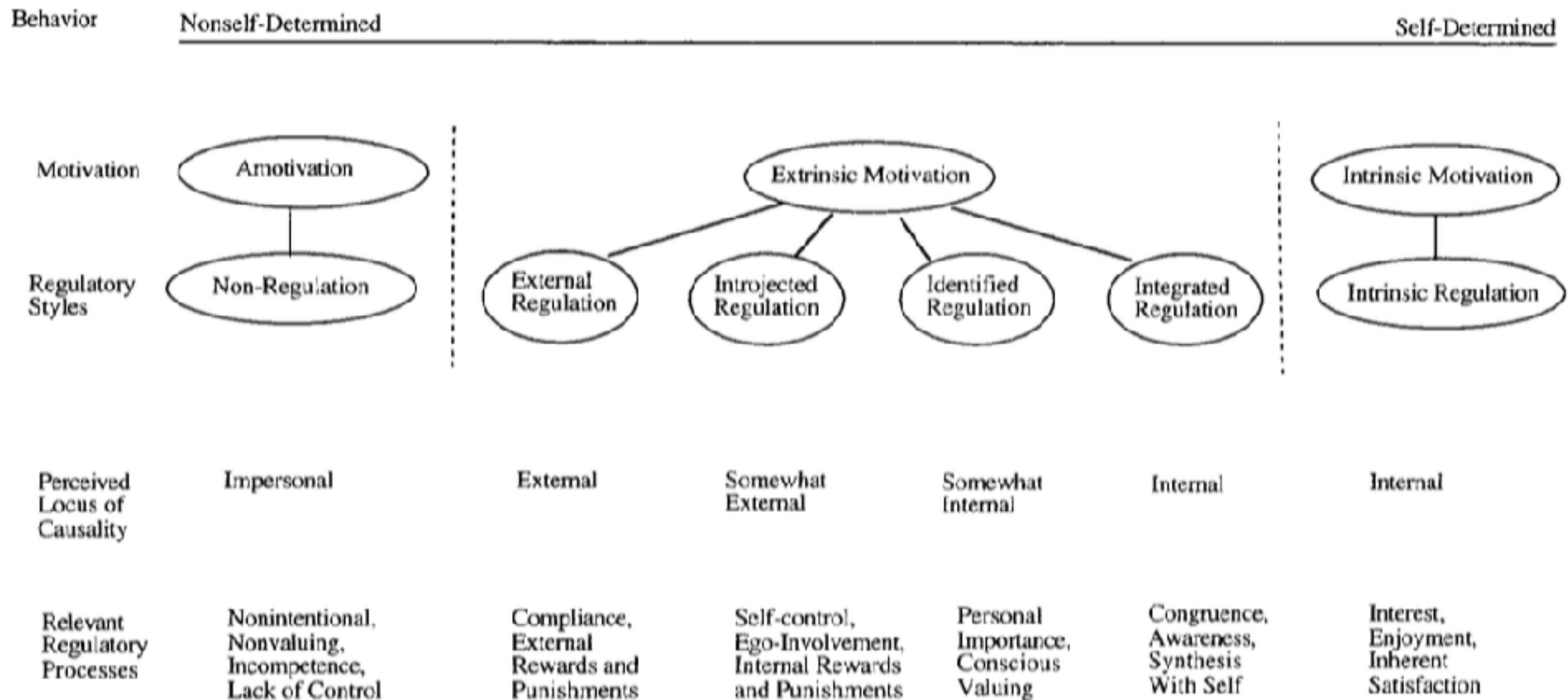
- HEATHER CHAPLIN, “I DON’T WANT TO BE A SUPERHERO”, SLATE.COM

CAN WE / SHOULD WE  
GAMIFY EVERYTHING?

# SELF-DETERMINATION THEORY

- Motivation is what drives us to do *anything*
- SDT: theory of motivation that proposes that people are driven to satisfy three needs: **competence, relatedness, autonomy**
- people who are driven by intrinsic motivation (self-originated) vs. extrinsic motivation (externally controlled) have been found to have more interest, excitement, confidence, enhanced performance, persistence, creativity, self-esteem and general well-being
- people will be intrinsically motivated only for activities that hold intrinsic interest for them

# DIFFERENT KINDS OF MOTIVATION





# GAMIFICATION AND SDT?

