

"Gamification is the craft of deriving all the fun and addicting elements found in games and applying them to real-world or productive activities" -Yu Kai Chou

# GAMIFICATION



**GRAVITY**  
INNOVATION LABS

## WHY DO WE PLAY?

A game is an activity engaged in for diversion and amusement. Games entertain players by keeping them motivated and engaged. They do this by setting a goal, establishing rules to achieve the goal and providing constant feedback on progress. Players willingly accept the challenge, the rules and the feedback. What this creates is a community of people with a shared goal. Now, imagine this, in the context of an organisation.

## WHAT IS GAMIFICATION?

*"Why could ten people with a volleyball and a net, achieve teamwork, goal directed activity, and become a well managed work team in a matter of minutes at the company picnic, but those same ten people could totally fail to achieve that kind of harmony on the job, and worse, spend all day protecting their turf?"*

- The Game of Work

Gamification is the application of game mechanics to non-game environments. Simply put, it is the application of gaming design principles to engage with audiences and influence their behaviour.

Well designed games help build collaborative communities with high levels of participation. It is this potential of gamification that has led to its widespread adoption to help solve business problems.

## NOT A GAME ANYMORE

The term gamification was coined by the computer programmer Nick Pelling in 2002. The use of game mechanics in the workplace however, was pioneered by Charles Coonradt who founded the consultancy The Game of Work in 1973. Today, gamification is a multi-billion dollar industry.

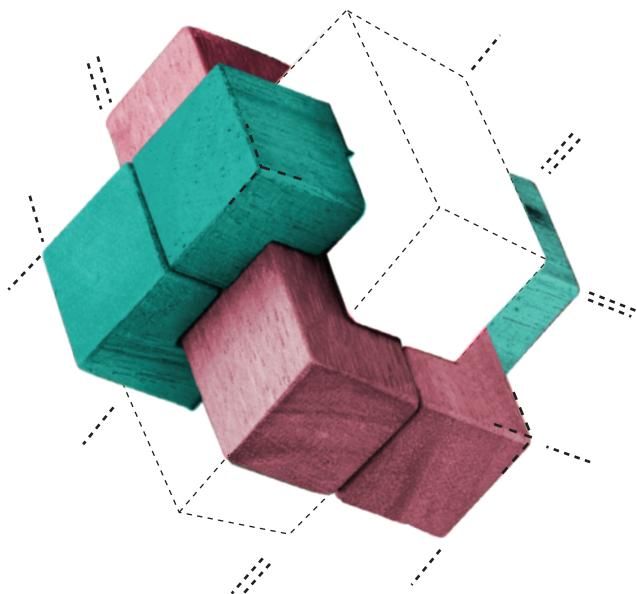
IT research and advisory firm, Gartner predicts that by 2015 more than 50% of organisations that manage innovation processes will gamify those processes. More than 70% of Global 2000 organisations will have at least one gamified application.

## WHAT IT ACHIEVES (BENEFITS AND OBJECTIVES)

*"The practice of enterprise gamification isn't really about games; it's about psychology"*

- Kris Duggan, founder of Badgeville

When combined with behavioural economics, gamification can help organisations engage with employees and customers. As a teaching tool that acknowledges and rewards desired behaviour it can be used to align people to organisational goals. Gamification is also a powerful tool to galvanise innovation and creativity.



## APPLYING GAME MECHANICS

*"Work and play can co-exist and combining those things can make better results"- Mario Herger, Senior Innovations Strategist, SAP Labs*

Organisations are applying game mechanics in areas such as Employee Engagement, Consumer Loyalty and Innovation.

## GAMIFICATION FOR INNOVATION

In an example of gamification being used for crowdsourced innovation, Volkswagen invited consumers in its largest market, China, to help develop new versions of the 'people's car'. Participants were given tools to design a new vehicle and a platform to post their designs where others could view and vote for favourites. In 10 weeks the initiative had generated 50,000 ideas and in one year 33 million people had visited the site. 3 models were chosen by public voting and one of them featured in an online video that went viral on YouTube.



## GAMIFICATION FOR TRANSFORMATION

NextJump, a New York based startup has gotten international attention for its gamified approach to encouraging employee fitness. Recognising health and wellness as a key factor in performance, they developed a peer supported team based approach to fitness that led to over 80% of the employees hitting the gym more than two times a week without a mandate.

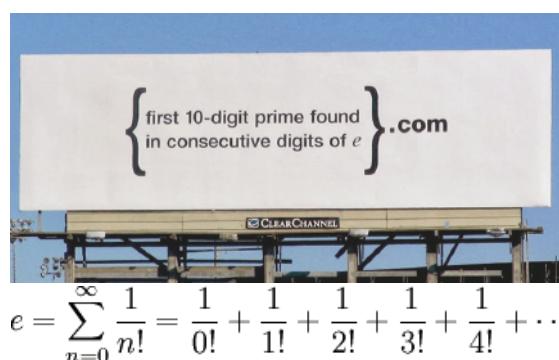
## GAMIFICATION IN TRAINING

The Marriot group of hotels hires and trains upwards of 50,000 people every year. Gamification of this led to the development of the game, My Marriot Hotel. Users of the game get to play various roles at the hotel, develop a basic understanding of how they work and apply for a job. The simplicity of the game's design saw 25,000 people joining in the first week.



## GAMIFICATION IN RECRUITMENT

In a rather famous instance of gamification being applied to recruitment, Google posted a billboard in Silicon Valley with a tough math question that led users through a series of game-like challenges and eventually to a special job application queue where those who could solve the puzzle were 'prescreened' in a fun way.



## GAMIFICATION AT GRAVITY

Applying game techniques to business contexts requires a deep understanding of both domains. This makes gamification design a critical factor. It is important to build games that appeal to players while still fulfilling business goals. According to Gartner, 80% of the current gamification products will fail to meet business objectives in 2014 because of poor design.

We at Gravity understand how gamification can impact businesses. Using a comprehensive 8 step process, we help organisations define desired outcomes and map them against game mechanics before even starting to design the game. Our user centric process is geared to build games that appeal to at least 2 or more of the 4 types of gamers.



## GAMIFICATION AND YOUR ENTERPRISE

As an early early adopter of gamification IBM developed a game based Business Process Management (BPM) simulator called Inno8. Today the Inno8 platform is used by over 1,000 institutions to teach BPM and has evolved into the company's number-one lead generator. Irrespective of the nature of your business, gamification can help galvanise a range of processes.

To find out more, log on to [www.gravityconsulting.com.au](http://www.gravityconsulting.com.au)

**Gravity Consulting**  
29 Jardin Street, Kingston, ACT 2604, Canberra, Australia.  
[info@gravityconsulting.com.au](mailto:info@gravityconsulting.com.au)

☎ +61 2 61007785