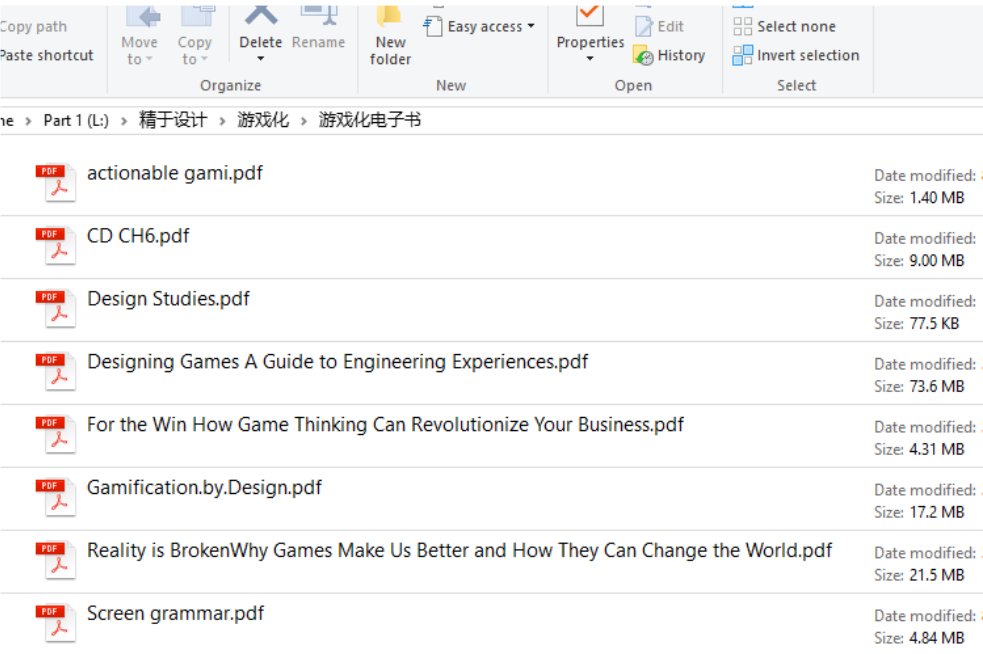
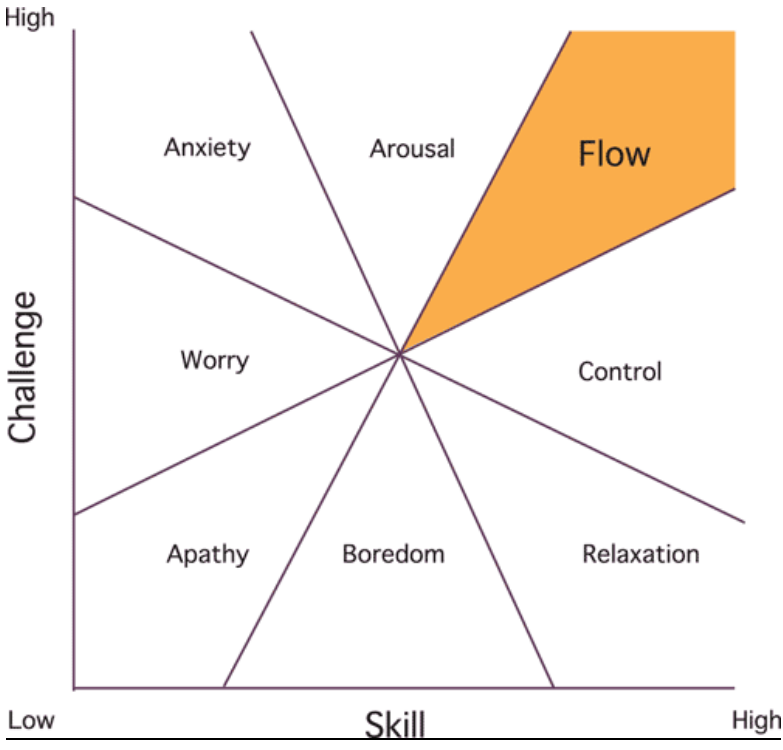


GAMIFICATION RESEARCH

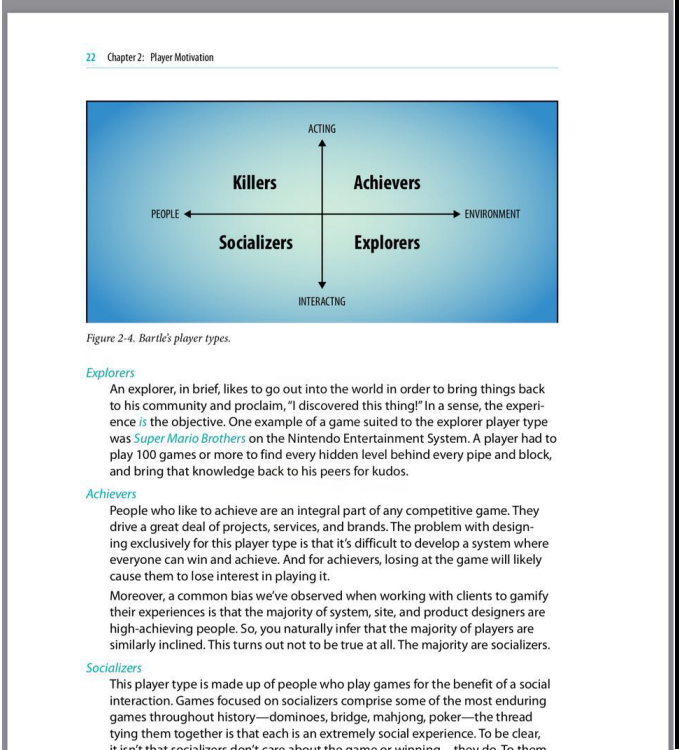
Literature Review



We started by reading books and papers about gamification



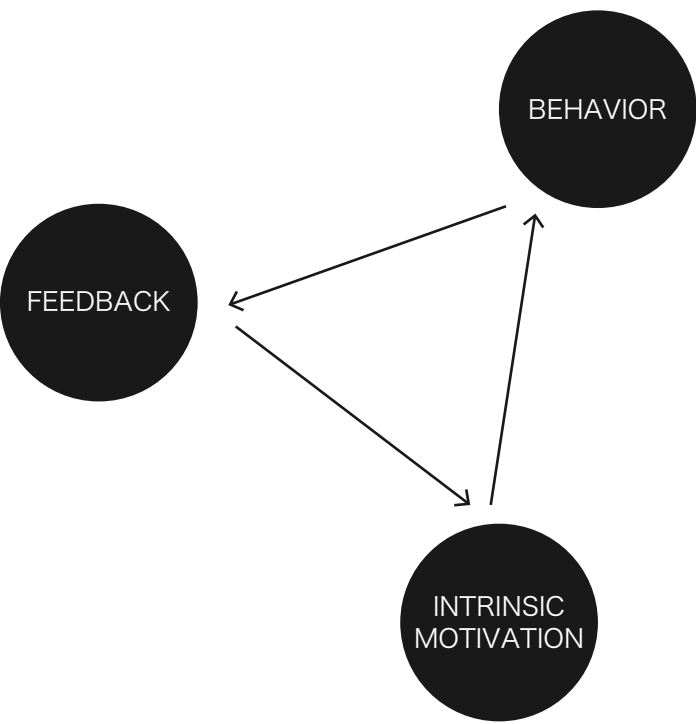
We learned the Flow Model theory by Mihaly Csikszent-mihalyi



The Bartle's player types help us create Persona.

Insights - Behavior, Feedback, Intrinsic Motivation

Our review of the literature showed that gamification theory is neither turning our product to a game, nor simply adding a PBL (Points, Badges and Leaderboard) system to our product. Rather, gamification is all about giving us a perspective of intrinsic motivation in order to understand user feedback and user behavior. From this point of view, gamification is founded on the universal concept of studying users’ needs and using this knowledge to customize our product design. This is because the core of gamification is to define the intrinsic motivations of users. From there we can learn how to create various new features that can stimulate user motivations. Finally, we end up with a product, which not only meets user needs, but also increases user passion and stickiness.



Behavior

User Behaviors reflect product functions.

Feedback

Instant feedback can have a tremendous influence on the interaction between users and products, and user experience greatly depends on such feedback. Positive and instant feedback can generate intrinsic motivations.

Intrinsic Motivation

There are intrinsic and extrinsic kinds of motivation. When right and instant feedback arouses users’ motivation correctly, drives users’ behaviors constantly and, finally, generates a “flow” of experience, that’s when gamification can succeed.

Product Analysis: Octalysis

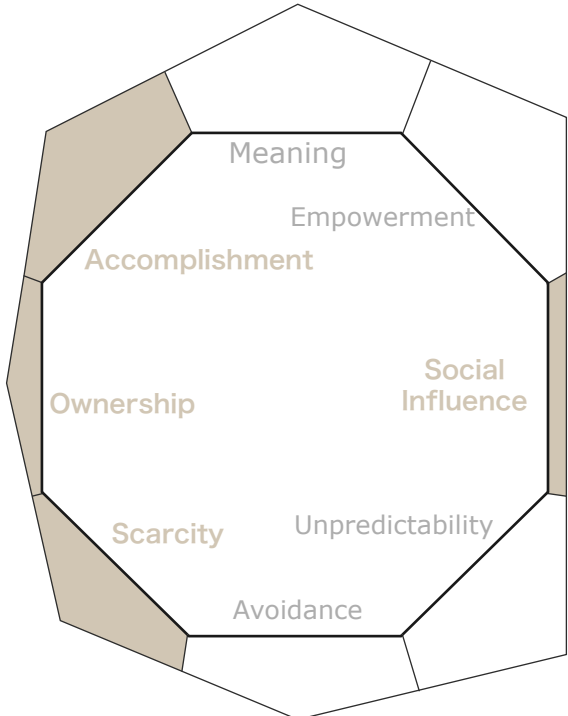
In order to work out what kind of influence the original product functions bring to our users, a gamification analysis known as Octalysis, designed by Chou Yu-kai, was used to analyze our product. Octalysis can determine the user’s product experience from the perspective of his motivations. First, a list was made of all the product functions corresponding to the eight core drives (Meaning, Accomplishment, Empowerment, Social Influence, Unpredictability, Avoidance, Scarcity, Ownership) of Octalysis. Second, the functions of each drive in terms of their influence on user experience were rated. And finally, the system generated an octagonal diagram, which directly reflects the positive and negative aspects of our product.

The analysis result showed that our products are deficient in many respects. In general, our products can be classified as MVP (Minimum Viable Products). But the analysis also shows that the product experiences are balanced - which is a promising start for a product in its early stage.



Whale Design analysis by Octalysis

FINDLINGS: 4 WEAKNESSES:



4 Weaknesses

- **Accomplishment**  
Although our original product can provide users with a sense of accomplishment through contest prizes, we believe this only stimulates users’ extrinsic motivations. Our goal is to create functions that can stimulate users’ intrinsic motivations, such as passion for design or desire to improve their design capabilities.
- **Ownership**  
We should create a kind of “explore - find out - possess” experience process for our users. A sense of ownership will contribute to enhancing our users’ involvement in the competition. This is especially true for low level users, that is, users who only have a casual interest in our site.
- **Scarcity**  
Only a few users can hope be contest winners. Moreover, the competition process always takes too long to sustain interest. In other words, users need continuous feedback to encourage them to submit their designs.
- **Social Influence**  
A congenial social atmosphere will encourage users to study and deepen their knowledge. Hence we should add more social functions to our contest.