GETTING STARTED WITH GAMIFICATION
Agenda

- How I’m defining gamification
- What resources are out there?
- Why I’m interested in gamification
- Why are you interested in gamification?
- Next steps
Gamification defined

**Gamification** is the concept that you can apply the basic **elements** that make games **fun** and **engaging** to **things** that typically aren’t considered a game.

Gamification at its core is about fun, rewards, and social connections. It has the opportunity to connect people in ways never seen before.

http://gamification.org/wiki/Gamification
Gamification is not about making video games.

But I’m going to talk a bit about video games in a minute.
What resources are out there?
Big picture
Reality is Broken

- The 4 traits of all games
- 14 fixes for reality
- Big problems addressed with games
The 4 traits of games

• A goal
• Rules
• A feedback system
• Voluntary participation

McGonigal, 2011

Fixes for reality

1. Tackle unnecessary obstacles
2. Activate extreme positive emotion
3. Do more satisfying work
4. Find better hope of success
5. Strengthen your social connectivity
6. Immerse yourself in epic scale
7. Participate wholeheartedly wherever, whenever we can
8. Seek meaningful rewards for making a better effort
9. Have more fun with strangers
10. Invent and adopt new happiness hacks
11. Contribute to a sustainable engagement economy
12. Seek out more epic wins
13. Spend ten thousand hours collaborating
14. Develop massively multiplayer foresight

McGonigal, 2011
Real examples
Jetset
Finally, you can claim experience points for housework.

Recruit a party of adventurers from your household or office, and whenever one of you completes a chore, you can log it and claim XP.

Find out more.

Username: 
Password: 
Login
Investigate your MP’s expenses

Join us in digging through the documents of MPs’ expenses to identify individual claims, or documents that you think merit further investigation. You can work through your own MP’s expenses, or just hit the button below to start reviewing. (Update, Fri pm: we now have a virtually complete set of expenses documents so you should be able to find your MP’s) Already created an account? Log in here.

We have 458,832 pages of documents. 28,480 of you have reviewed 224,098 of them. Only 234,734 to go...

Start reviewing

Please read our privacy policy to find out how we use your data. You must also read our terms of service. By reviewing pages, you are agreeing that you have read the terms of service, and that you agree to them.

Thanks everyone for your valiant efforts so far.

You’re amply justifying our hope that many hands can make light work of the thousands of documents released by Parliament in relation to MPs’ expenses. We, and others - perhaps you - are still using these tools to review each document, decide whether it contains interesting information, and extract the key facts.

Some pages will be covering letters, or claim forms for office stationery. But somewhere in here is the receipt for a duck island. And who knows what else may turn up. If you find something which you think needs further attention, simply hit the button marked “investigate this!” and we’ll take a closer look.

How to get involved:
The earth moves at different speeds depending on who you are. – Nigerian proverb

Tokyo. February 13, 2020

You’re certain they exist?

Because we need real help, not fairy tales. Even with the rationing, we’re only a month away from a famine.

Mr. Governor, it’s not just us. Osaka, Kyoto, too. Everyone is down to their final month of rice reserves.
CHECK IN
FIND YOUR FRIENDS
UNLOCK YOUR CITY

Foursquare gives you & your friends new ways to explore your city.
Earn points & unlock badges for discovering new things. LEARN MORE

RECENT ACTIVITY

Marco in Mexico, D.F.:
became the mayor of Starbucks torre inverlat.

Trevor TQ H. in Plettenberg Bay, Western Cape:
wrote a tip @ Starling Village: Biggest hot Chocolate I have ever seen....)

LeVar B. in Denver, CO:
wrote a tip @ Gabor's: The place to be for late night fun, dranks, and pool. Food served 'til 12am.

Guillermo S. in Cuauhtémoc, D.f.:
wrote a tip @ La Selva Cafe: Prueben Los chilaquiles verdes con huevos estrellados. Una revelación!

Daisuke S. in 我孫子市, 日本:
wrote a tip @ 日高屋: 深夜1:30ラストオーダー。絶対で帰っても腹ごしらえ可能。
Together, Nike+ ran 419,812,618 mi

How to Get Started

Follow these simple steps to participate in Nike+ activities.

1. Get the Gear

Check out our product options and find the right gear that fits your running style.

PRODUCTS>
Already a Member?
Username
Password
forgot your password? remember me
SIGN IN

Have an access code?
Enter Code
SUBMIT

Want to get SuperBetter?
Request access to our sneak preview
REQUEST ACCESS

UNLEASH YOUR HEROIC POTENTIAL
SuperBetter helps you achieve your health goals — or recover from an illness or injury — by increasing your personal resilience. Resilience means staying curious, optimistic and motivated even in the face of the toughest challenges.

TEAM UP WITH YOUR CLOSEST FRIENDS & FAMILY
SuperBetter creates a private online space where friends and family become allies in your adventure toward better health. Join forces and combine your strengths — so that you're not just getting better, you're getting SuperBetter!

WANT TO KNOW MORE?
THE SUPERBETTER STORY
Putting gamification to practice
Gamification Master Class

- Motivation and loyalty
- Player types
- “Be the sherpa”
- Points and progress
- Onboarding
Build loyalty with SAPS

- Status
- Access
- Power
- Stuff

Zichermann, 2011

http://www.flickr.com/photos/34014216@N02/4712853749/
Bartle’s Gamer Types

Acting

Killers

People

Socializers

Environment

Explorers

Interacting
Test yourself!

bit.ly/bartlettype
Progression to Mastery

Novice

Problem Solver

Expert

Master

Visionary
Points Systems

- Experience points
- Redeemable points
- Skill-based
- Karma
- Reputation

Zichermann, 2011
“Level up” examples

• American Express
• University system
• Military, Boy Scouts

Zichermann, 2011

Onboarding

• The first minute is the most important
• Reveal complexity slowly
• Minimize choice
• Don’t explain—experience
• Offer benefits first, then ask for registration

Zichermann, 2011
Further Reading
Reading list

bit.ly/gamification-sidlit
Why I’m interested

• New ways to motivate
• New ways to monitor progress
• New ways to collaborate
Why are you interested?
Next steps?
Contact information

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