

The possibilities of play & gamification

Uncharted Territory | Play Symposium

Acknowledgement of Country



In the spirit of reconciliation, ThinkPlace acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community.

We pay our respect to their Elders past, present and future, and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

Hello!

Dr Kerstin Oberprieler



- Behavioural design lead & Senior Executive Designer **ThinkPlace**
- Former Chief Executive Officer + Founder of **PentaQuest** (SaaS company, successful exit)
- PhD in organisational behaviour change, design, & gamification **University of Canberra**
- **Award-winning** designer
- International and **TEDx speaker**
- Multiple **publications**

Play is ancient



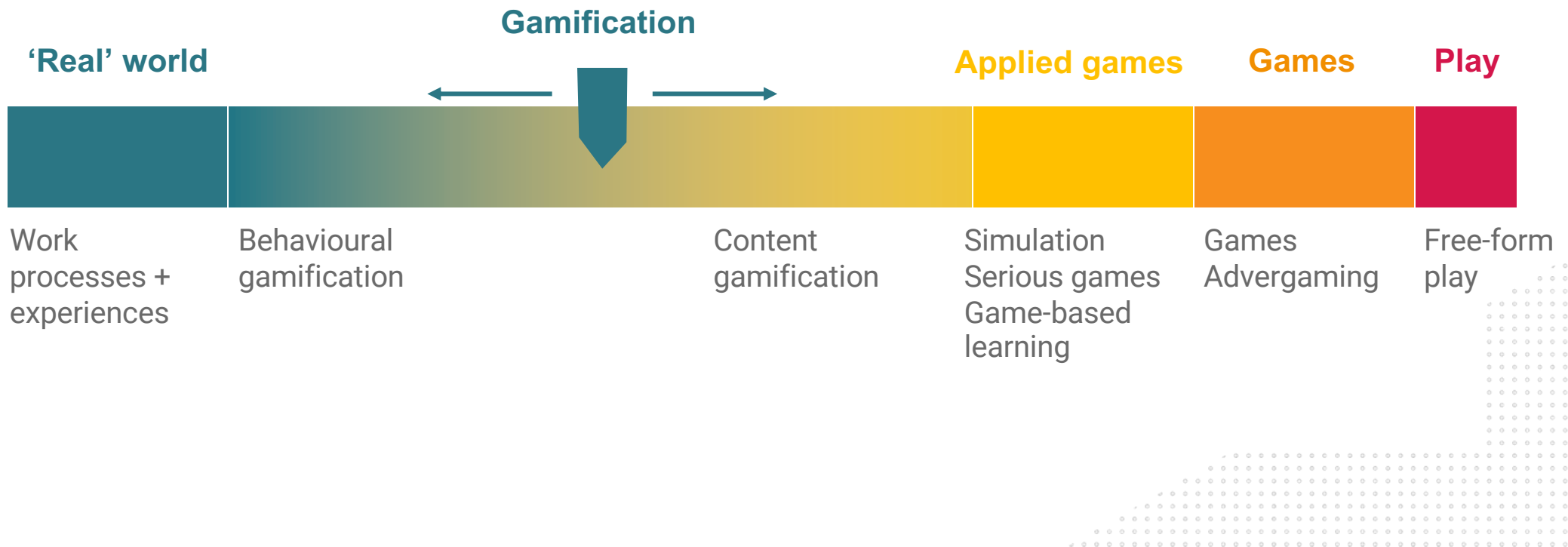
Play is not only human, it's mammalian

- **Many other species show play** behaviour (primates, canids, felines, cetaceans, rodents, elephants etc)
- **Play is higher in younger** mammals and serves important developmental functions (but not always)
- Mammals that live in **complex social groups play more** often , due to social and cognitive demands of their social structures
- Play helps us
 - Bond
 - Learn about social interactions
 - Learn about our environment
 - Practice skills
 - Reducing stress



Continuum of playfulness

Gamification is the use of game mechanics and experience design to engage users to solve real world problems.



GAMIFICATION IS THE
USE OF GAME MECHANICS AND
EXPERIENCE DESIGN TO ENGAGE
USERS AND
SOLVE REAL WORLD PROBLEMS

Benefits of gamification



Engages and retains attention

Engaged learners have better retention of the content being taught



Simulation

Games allow for our brains to experience and learn in virtual environment. These learning stick with us in real world



Cost-benefit

Gamification is scalable so it can reach a large audience without additional cost



Better learning environment

A fun and informal environment that games create helps learners learn about challenging things in a safe way



Flexible and tailorable

Gamification can be tailored a plethora of challenges, outcomes, and users



Supports well-being

It creates positive psychological states, emotions, relationships, accomplishment and more



Instant feedback

This is core to the reason why we like games. We have a clear goal and know exactly where we are in relation tot hat goal.



In-built rewards

Games are pleasurable because they give frequent feedback and signal ongoing achievement



Behavioural changes

Gamification provides a powerful way to create behavioural changes through incentives

Why gamification:

It's based in behavioural psychology

Gamification taps into multiple theories of motivation and behavioural change.

Self-determination theory

The most commonly used theory is SDT, which focusses on maximises 3 core needs through gameplay.

Autonomy – the need for independence and agency

Competence – a sense of progression and mastery of oneself or skills

Relatedness – feeling connected socially and having status

Autotelic flow

Csikszentmihalyi's famous theory of a 'flow' state can be seen in games, whereby players achieve a fully immersive psychological state.

In a flow state, individuals have a perfect **balance of competence and challenge**, and can lose sense of time and need for eating, drinking, and going to the bathroom. This state is highly desired by athletes, artists, and thinkers.

Positive psychology

Founded by Martin Seligman, Positive Psychology focuses how individuals and society can achieve well-being. Rather than focussing on punishment and self-denial, it focusses on individuals experiencing 5 positive states:

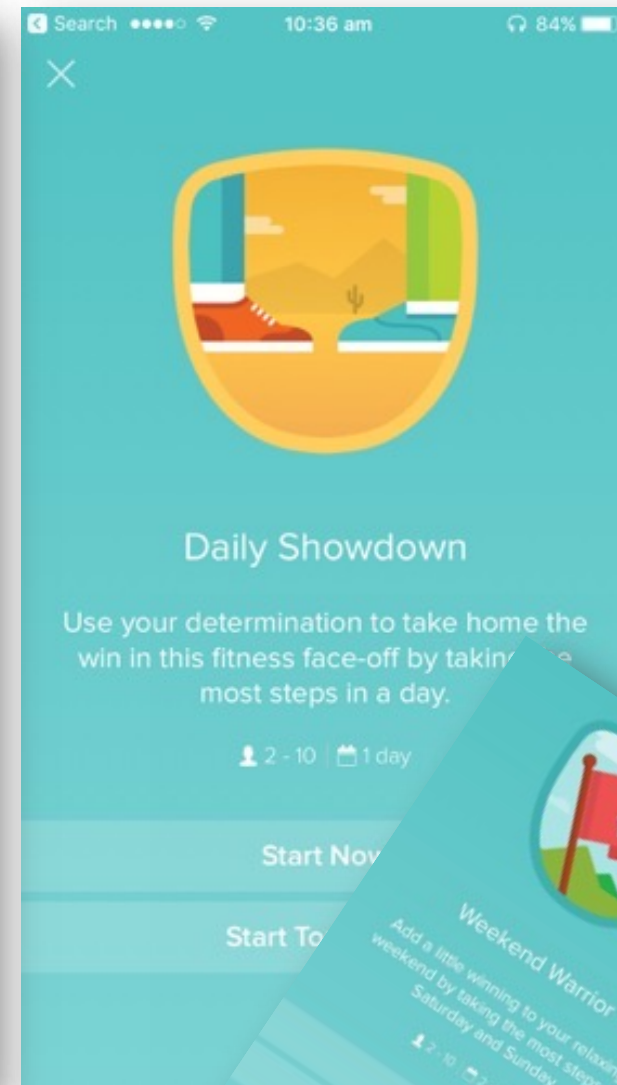
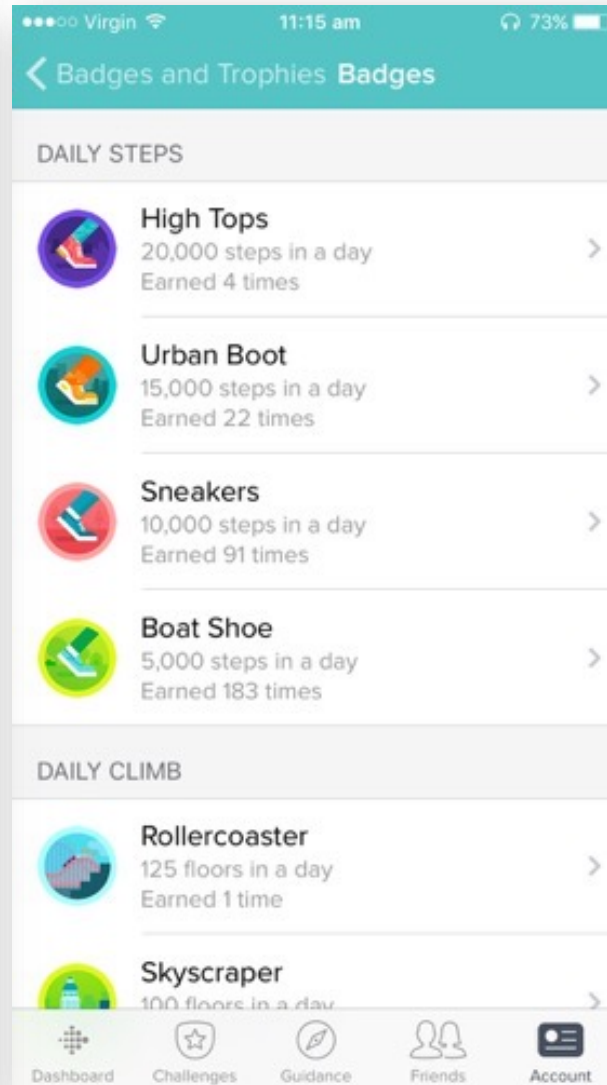
Positive emotion
Engagement
Relationships
Meaning
Achievement

Behavioural economics

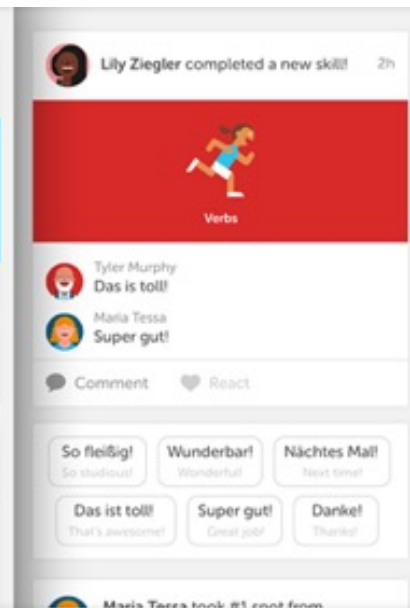
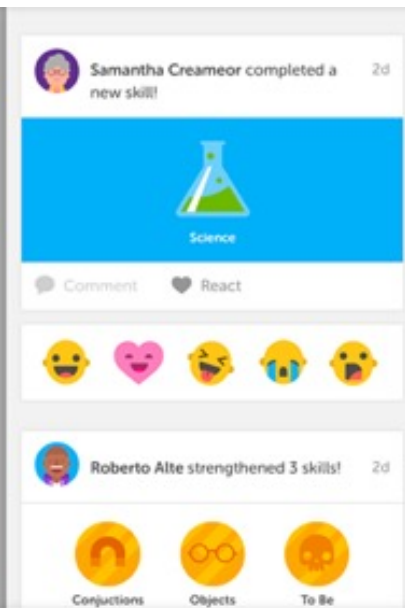
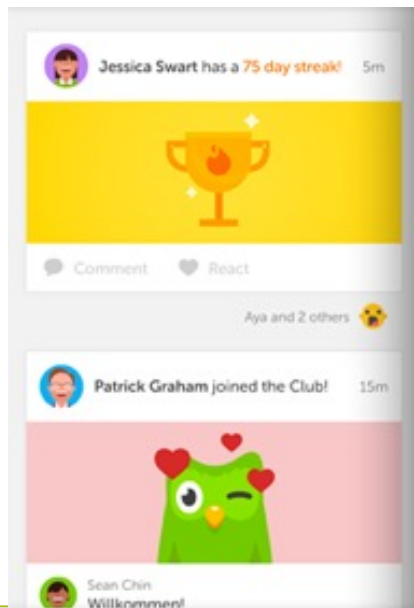
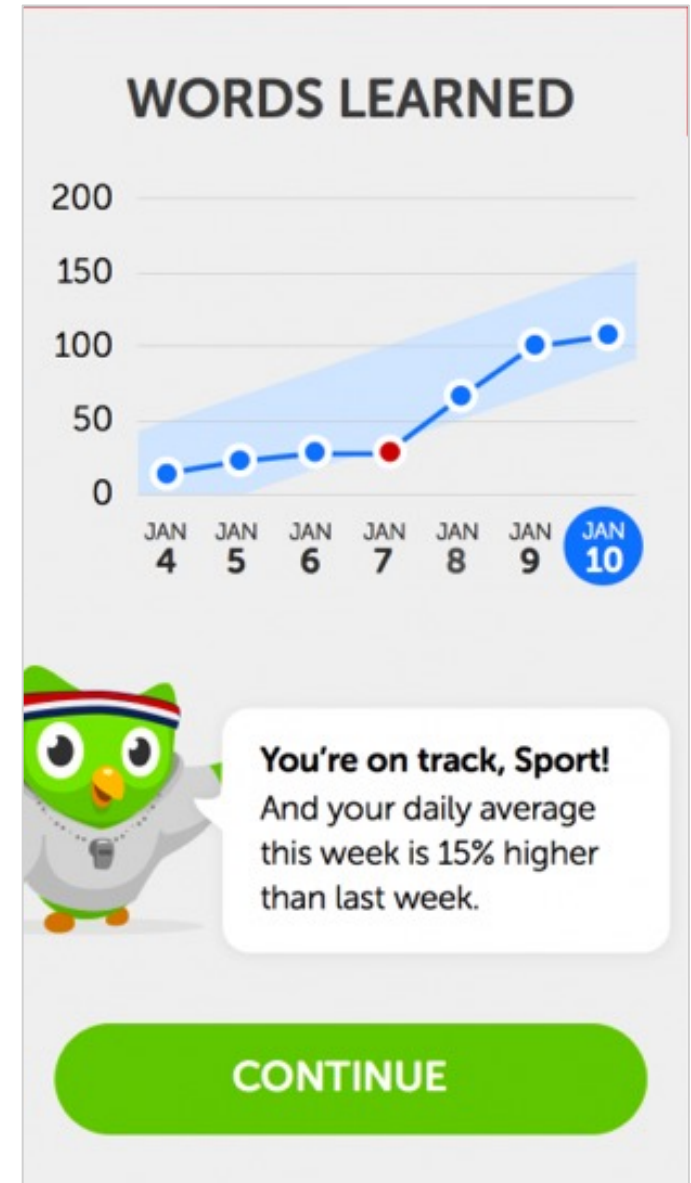
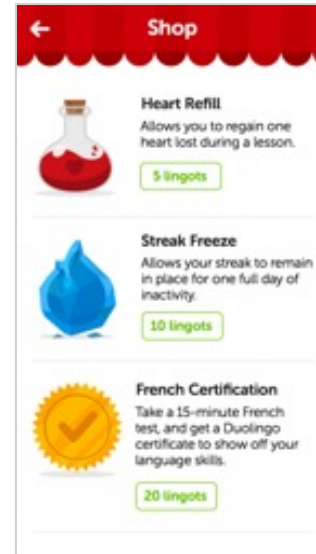
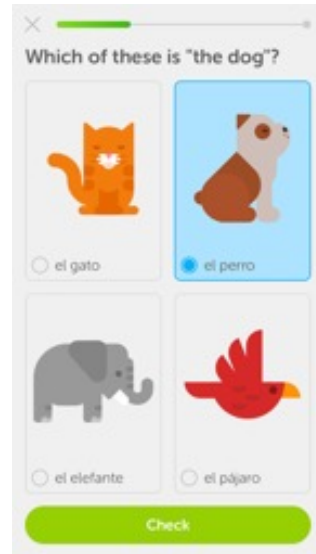
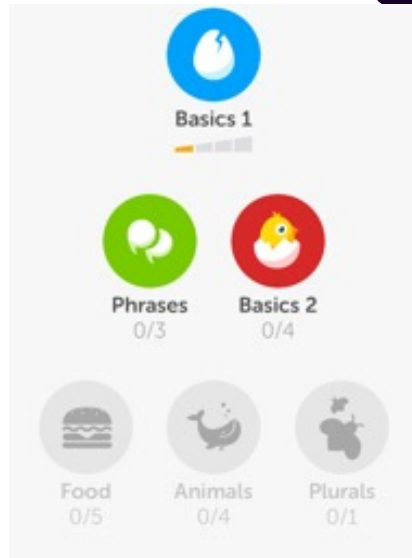
Behavioural economics is about designing behavioural interventions ("nudges") that alter people's behaviour in a predictable way without forbidding any options or significantly changing their economic consequences. This includes using cognitive bias such as choosing the **default option**, choosing the **middle option**, and relying on **social consensus** as surrogates for good decisions making.

J. Allbeck et al. (Eds.): IVA 2010, LNAI 6356, pp. 482–488, 2010. © Springer-Verlag Berlin Heidelberg 2010

FitBit



Duolingo



Zombies, Run!



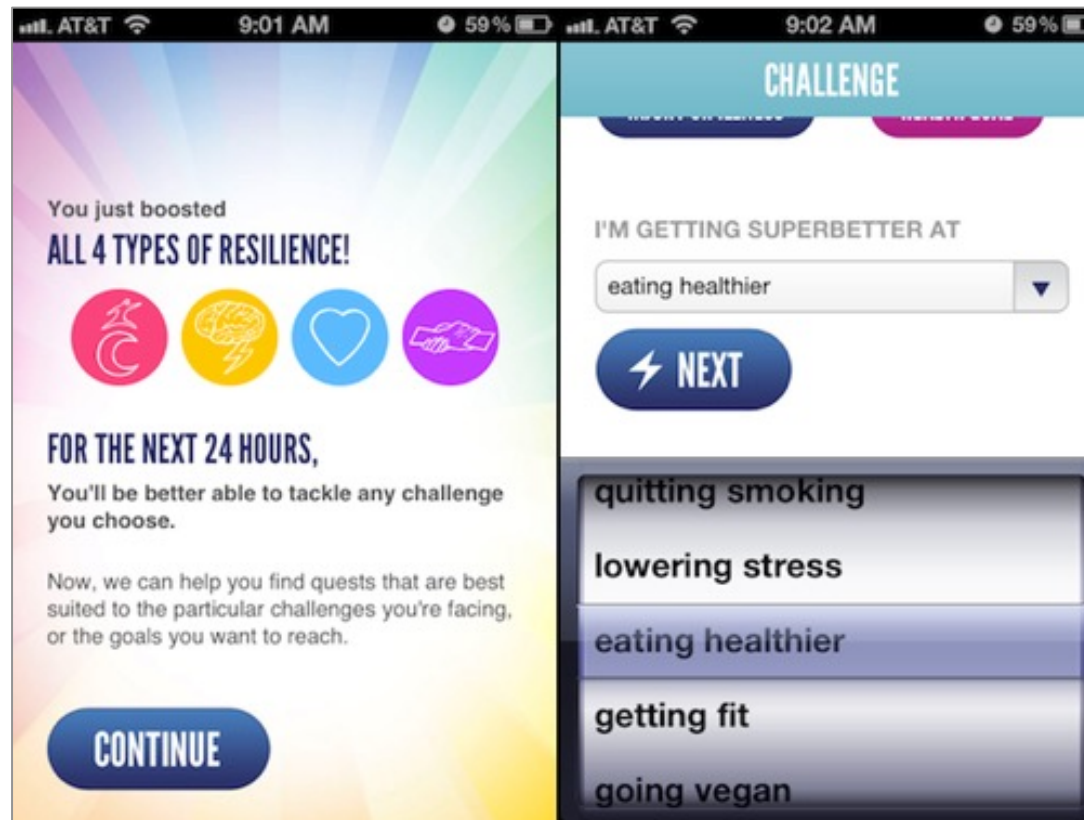
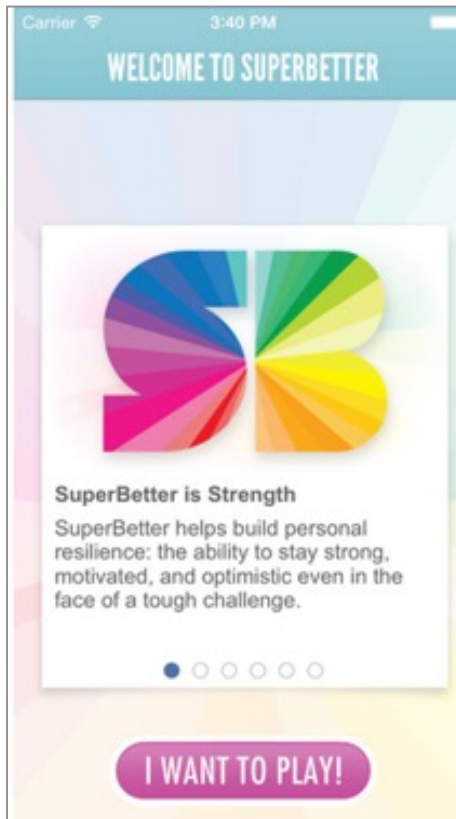
Speed Camera Lottery



Before 32km/h
After 25km/h

22% ↓

SuperBetter



The 4 'happy' chemicals

Dopamine

- The joy of finding what you seek
- The 'reward' chemical
- Released during pleasurable situations



Endorphin

- The oblivion that masks pain
- Rewards you for action that protects injuries
- Released after exercise



Serotonin

- The security of social dominance
- When you get respect, recognition, status



Oxytocin

- The safety of social bonds
- The 'love' hormone
- Released during sex, childbirth, with kids



Self-determination theory

3 needs of game play that are intrinsic.

1

Autonomy

the player's level of choice and free will

2

Competence

the skills required and gained.

3

Relatedness

the feeling of connectedness to others.

Reactance is the feeling of threat to autonomy. Players need to be free not to play. Sometimes just reminding players they have a choice, makes them engage more.

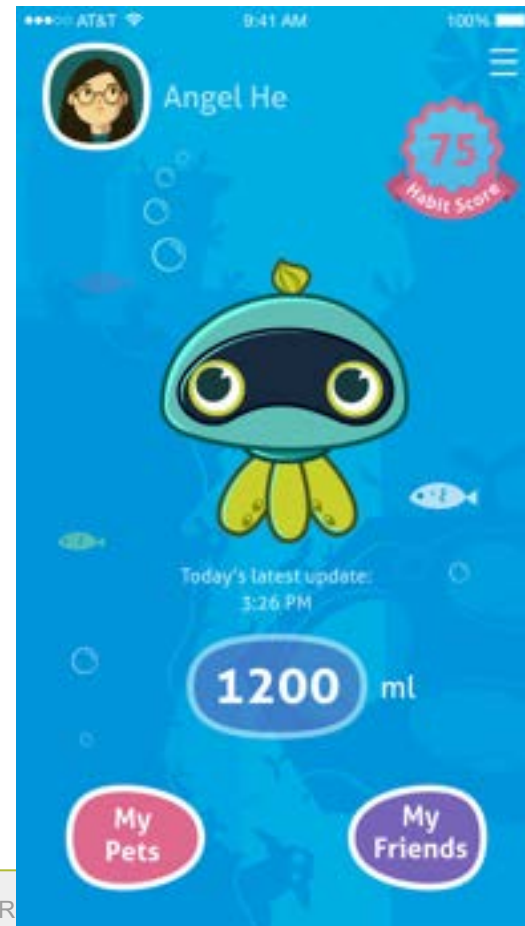
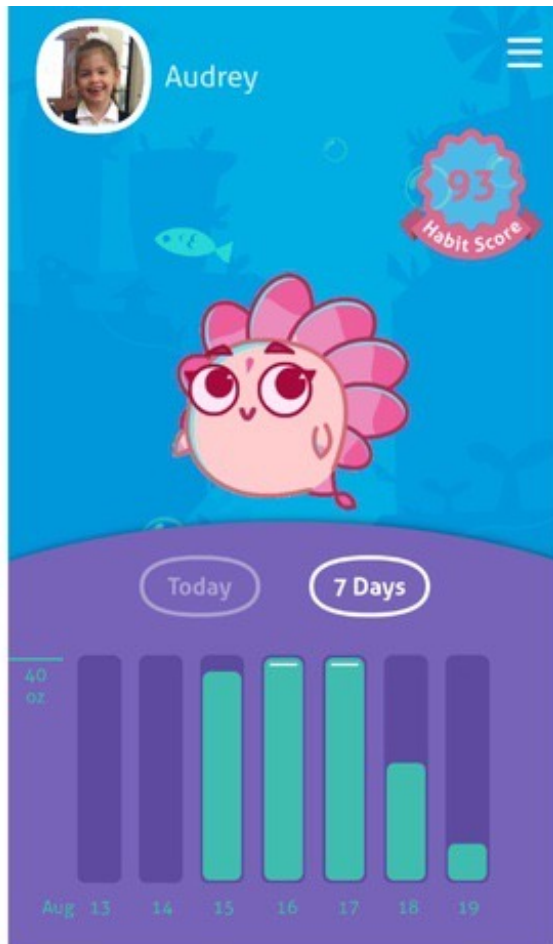
7 needs



Deci and Ryan – Self Determination Theory
Mazlow’s Hierarchy of needs
Reiss drivers

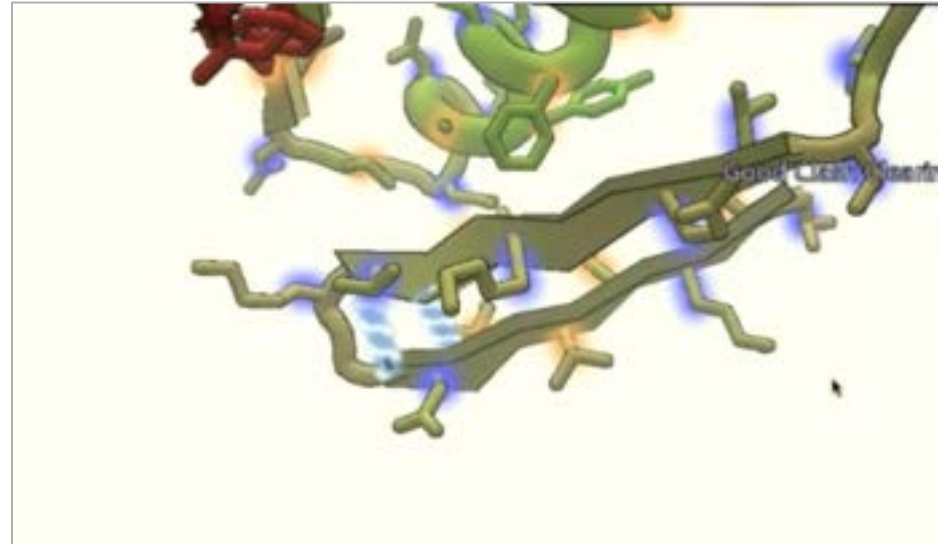
Gululu

- Playful design to motivate hydration
- Virtual pets grow and evolve as kids drink water
- Parents receive updates



FoldIt

A 15 year challenge to decipher the crystal structure of the AIDS-causing virus, solved in 10 days by gamers



Player Name	Current	Best
1. shinnaw	9594	9594
2. aquil8trv	9442	9442
3. Rusty	9395	9395
4. versal82	9368	9368
5. Vellan	9366	9366
6. Jazm4boyf	9366	9366
7. zeet1st	9162	9228

Rank: 84 Score: 0

30. Strap Binding

- Group Competition
- Player Competition
- Chat

Actions | Undo | View | File | Pull Tool

30. Strap binding

- Group Competition
- Player Competition
- Chat

Wiggle Backbone

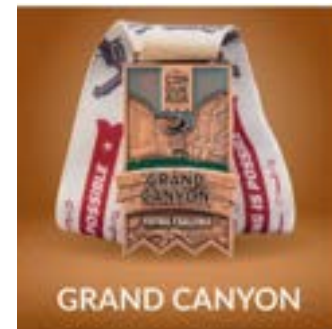
Wiggle backbone to improve the protein. Hotkey: W

Stop | Clear Locks and Bands | Reset Puzzle | Mouse Help

Undo | View | File

Conqueror Challenge

- Choose a challenge to run, ride, swim, etc
- Run virtual challenges
- See your progress on the map
- Unlock postcards and history of the place
- Every 20% of your goal, trees are planted and bottles recycled
- Shiny medal!



Protect Our Winters

GAME ON, CLIMATE CHANGE.

**CLIMATE CHANGE IS NOW AN
OFFICIAL ACTION SPORT.**

HOW TO PLAY



HERE'S HOW TO PLAY

Not a member? [Become a POW member.](#)

Already a member? [Create a profile](#) and [sign in.](#)

Each month there will be a unique challenge that we will complete as a team. The more actions you take during each challenge, the more points you collect. Gain more points in order to unlock the next skill level. Every quarter we will draw prizes for members in each skill tier. Keep scrolling to get a preview of the prizes. Good luck!

SKILL LEVELS:

NOVICE: [0-8,000pts]

SEMI-PRO: [8,000-20,000pts]

PRO: Advocate [20,000pts+]

POW POINT ACTIONS:

Becoming a member 2500 pts

Sign a petition 1500 pts

Events and Activations

Participation 1000 pts

Recruiting new members 500 pts

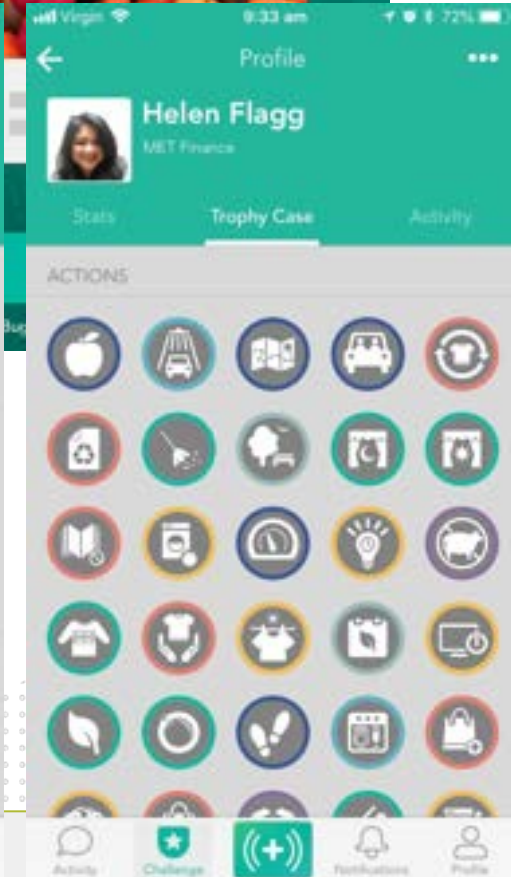
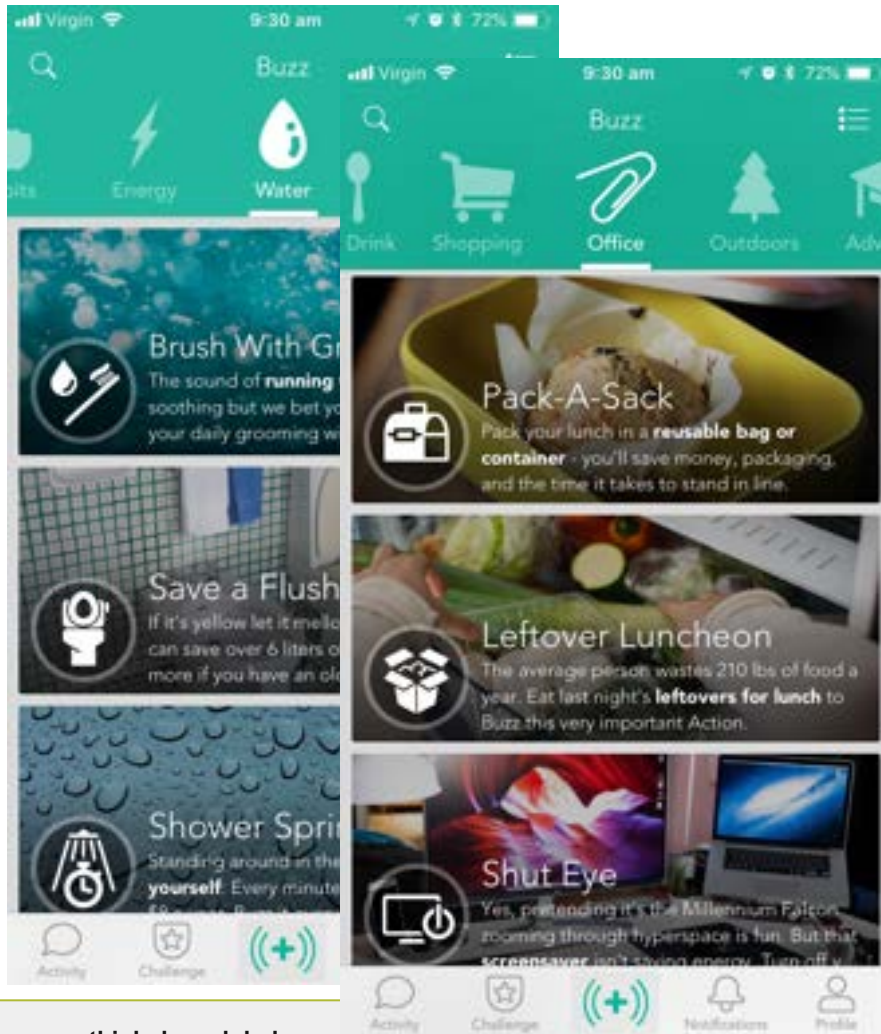
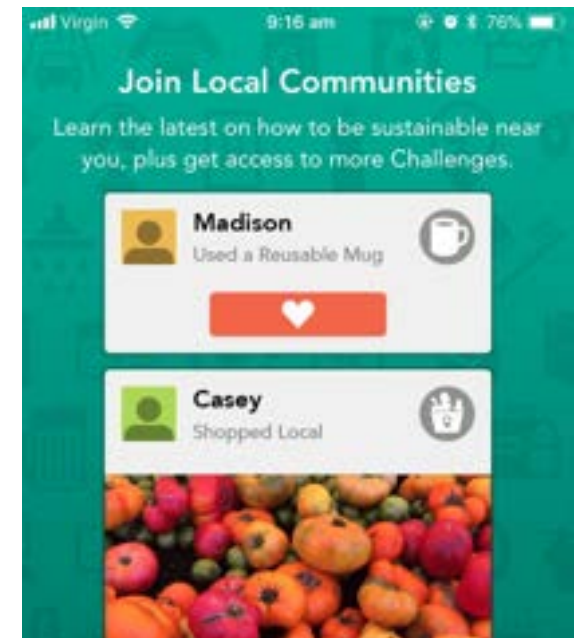
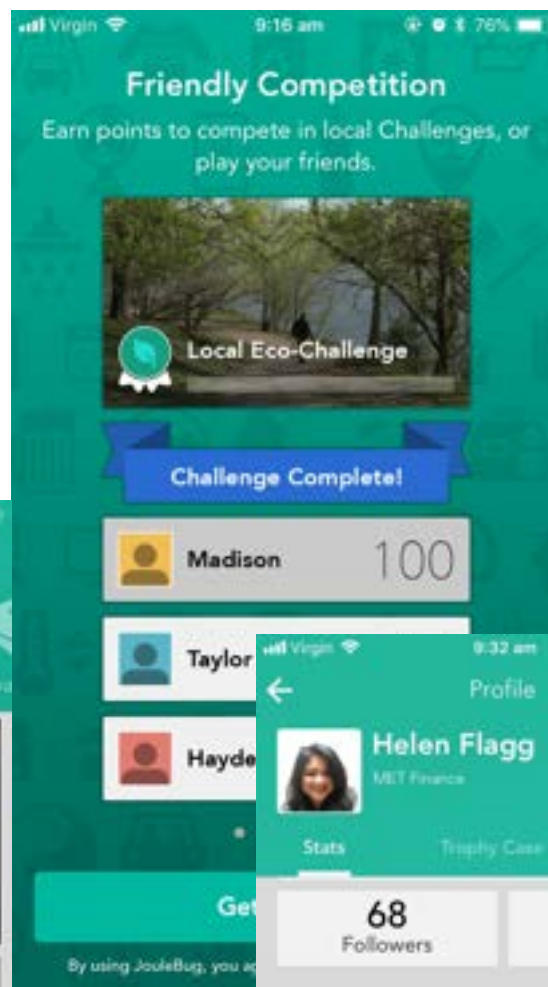
Taking a pledge 1200 pts

Email Opt-out -2500

(Your points take 1-2 days to update on your profile)

Joule Bug

Educating and rewarding environmental sustainability



Teacher innovation

Learning Frontiers

Inspiring teachers to have creative courage through technology and innovation

Welcome to our Learning Frontiers board! We're working together to connect, share, collaborate and celebrate innovative teaching practices.

Facebook

Sharing Learning Frontiers updates and insights with parents and the community



9
8
7
6
5
4
3
2
1

Times

Sharing Learning Frontiers updates and insights with other Avonlea teachers



9
8
7
6
5
4
3
2
1

Meetings

Placing faces to face meetings with Avonlea teachers and training lessons across the school



19	20
17	18
15	16
13	14
11	12
9	10
7	8
5	6
3	4
1	2

Our Jedi

Our Learning Frontiers teachers are multi-disciplinary and from across the school. Check out our profiles on Google Communities.



Ian Thomson
A more active role and communication plan

Ainsley Sims
A person who can make a great deal of learning fun by challenging the way it is being delivered

Tom Thomas
The most important thing when making plans of your lessons is to be clear

Peter Frankcom
When it comes to making a lesson plan, I think about the children first

Selina Hardwick
An important skill is to be able to work with others in a team

Nat Otten
Having a good idea is one thing, but it's the execution that counts

Tobias Hughes-Brown
It's all in the execution of the plan

You?
What is the most important thing you've learned from this?

Wall of Awesome

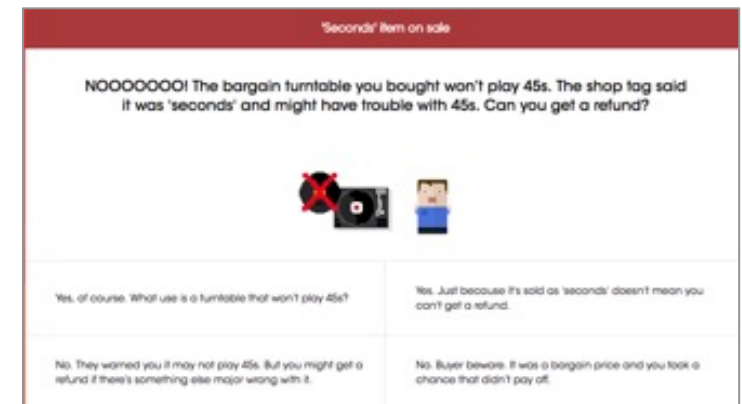
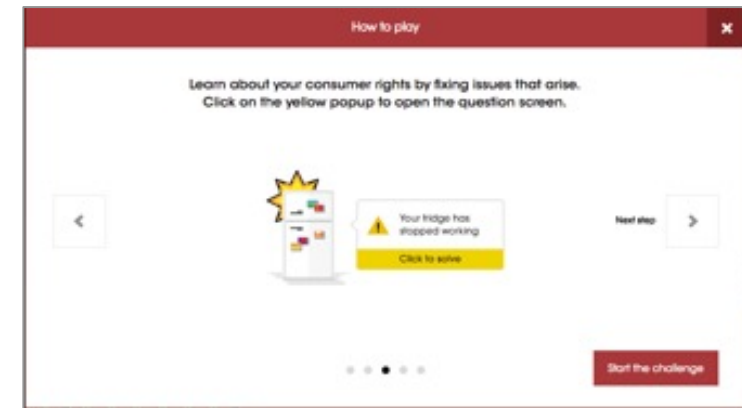
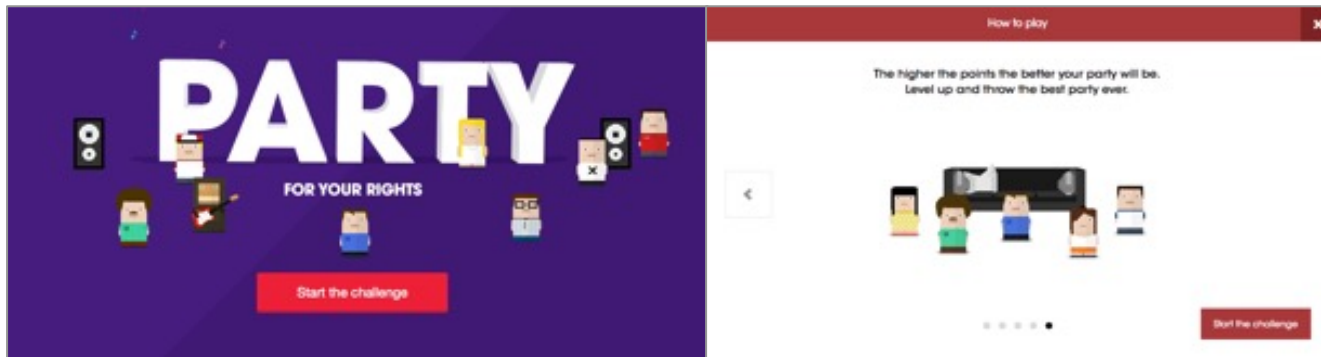
Building a picture of our creative courage and impact, through quotes, feedback, and appreciation.





Brought to you by
Kathryn Cooper, Farnborough
M07 90J, Centre, University of Cambridge

Party for your Rights



... : <http://partyforyourrights.vic.gov.au> ...

COP26 gamified sustainability

Client: Australian Centre for International Agricultural Research
Location: Global

Client challenge

ACIAR was seeking a way to host an engaging and memorable event at COP26. Instead of the standard webinars and expert panels, the client was seeking to stand out from the crowd through a more immersive experience. The second challenge was how to effectively communicate scientific concepts about climate change and agricultural transformation in a simple to understand, engaging and memorable format. Given the global and high-profile nature of COP26, the event needed to allow for both virtual and in-person attendance and participation and have a maximum gameplay of 30 minutes.

The Approach

ThinkPlace worked closely with ACIAR over several weeks to develop a gamified event experience. This included reading scientific journal papers on key concepts and conducting interviews with scientists. Using the ThinkPlace gamification design methodology and our world-leading gamification capability, we designed and refined the win state, game mechanics and dynamics, rewards, and theme of the game. We conducted multiple rounds of playtesting to refine the game. We also produced accompanying slides and facilitator training.

The Value Delivered

With over 185 registered participants, the ACIAR COP26 event was successfully delivered with positive feedback from participants all over the world, including Australia, Scotland, Bangladesh, Cambodia, Phillipines, India, Vietnam, Egypt, Myanmar, and Laos.

Some quotes from the post-event survey:

- "I have never played such an engaging game, it was really good and informative!"
- "New concept and refreshing!"
- "(There were) deeper concepts emerging as you are playing."
- "The event got me thinking critically about how can agricultural transform can be made in order to mitigate the impact, also the transformation may take time and resources."

How to Play

1 OBJECTIVES
 Pick one objective to start the game and place on the board. This objective is to frame your discussion and consider options with the lens of your chosen objective.

2 PROJECTS
 Projects have Levels (1, 2, 3) and need to be played in order of the levels. For example, you cannot select a Level 3 Society card before a Level 1 Society card.

3 HARVEST CYCLES
 The game progresses through 5 Harvest Cycles. A progress bar shows the current cycle.

4 EVENT CARDS
 Event cards are drawn from a deck and placed on the board. Some cards have a 'Hidden event' icon.

Tips on Game Roles

- Screencher:** Mix board screenchers, so all players in your group can see the board.
- Actor and Project:** Master of Actor and Project cards (can be the same as screencher).
- Events and die:** someone to uncover and read the Event cards and roll the die.
- Score calculator:** someone to update and keep track of the scores.
- Thinker:** someone to keep track of timing and keep the game moving along.

All players should be involved in discussion and decision making.



Gamified education on biodiversity and Australia

Client: Department of Foreign Affairs and Trade (via our partner PentaQuest and Chaos Theory Games)

Location: Australia

The Client Challenge

DFAT approached us originally to develop a gamified website for their "Australia In Brief" information document, which showcases Australia to potential visitors, volunteers, students and immigrants. The Department of Foreign Affairs and Trade (DFAT) wanted to showcase Australia's unique biodiversity to young people from all over the world. DFAT wanted to do this in an engaging way that would encourage and excite young people to one day visit Australia. The game needed to appropriately showcase Australia's democratic values, the diversity of its people, and the beauty and diversity of our fauna and flora.

The Approach

We managed this project from concept through to implementation, including multiple stakeholders from across the country including DFAT, Australian National Museum, ANU, Australian Trade and Investment Commission, and more. We worked closely with DFAT through the gamification design process and quickly discovered that the more effective format would be a mobile serious game. Over several weeks and months, we worked with DFAT to develop the gameplay concept, design the detailed game mechanics and visuals, and develop a live app. We also maintained the app for 12 months after launch, including releases of new features and bug fixes.

Our design approach add three stages, Stage 1 – MVP, Stage 2 – First Playable, Stage 3 – Release and maintenance.

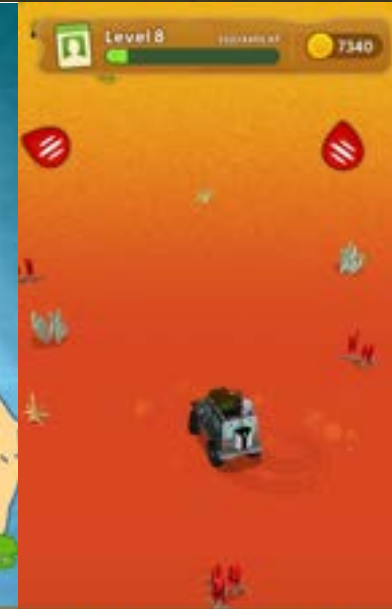
The Value Delivered

KangaZoo teaches users about Australian wildlife through exploration, teaching players about real-life actions that lead to positive environmental and social change. Not only do users learn about Australian animals and plants, they will also learn about the Australian heritage and diversity as KangaZoo includes vibrant and relatable characters ranging in ability, racial background, age, and gender. This game has been awarded Best Serious Game by Australian Game Developer Awards 2020 as well as Gold Winner Best Educational Game New York NYX Awards 2021.

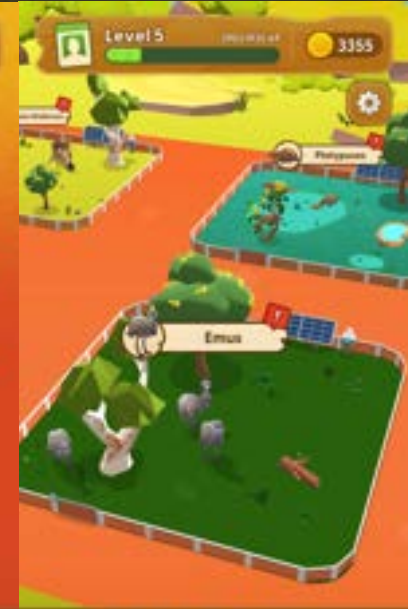
The game is available for download in Apple and Google Play stores, and on the DFAT website here: <https://www.dfat.gov.au/news/news/kangazoo-australian-wildlife-rescue>



Explore every inch of Australia!



Navigate the outback!



Build Animal Homes!



ASPC game design and production

Client: Air and Space Power Centre

Location: Australia

The Client Challenge

The Australian Defence Force have typically operated under strict hierarchy and rank. The Air and Space Power Centre (ASPC) identified the need to diversify this approach to encourage the voice of their junior staff and cross collaboration across various ranks and qualifications. They had recently released a staff manual that was receiving low engagement and uptake and wanting an innovative to engage staff in the content. ASPC approached us seeking to create a game to facilitate conversation on the future of air and space power. Their Initial concepts were basic and did not incorporate any strategic game design for their target audience. APSC were seeking specialist support to refine their original concept and produce the game for the Australian Air Force.

The Approach

Taking their existing basic concept and prototype, we supported the ASPC to conduct user research and testing, game design, and game production. We took a user-centred design approach to understand user context and how the game would be used in training and field travel. We facilitated 3 workshops with Air Force personnel to iterate designs before delivering a finalised concept and blueprint report. On successful completion of this phase we were contracted to deliver the production of the game.

The Value Delivered

The game delivered an engaging, innovative, accessible and effective way to engage staff in strategic discussions. The game is used in corporate training as well as on staff breaks and during long flights. ASP in a Box was launched in September 2021 by the Chief of Air Force Air Marshal Mel Hupfeld. Air Marshal Hupfeld demonstrated game play with Flying Officer Alexandria Clarke one of the 2021 Leader Enrichment Program participants and Corporal Daniel Loane the 2021 Airman of the Year on a live Zoom conference through the ASPC, the live gameplay can be seen here (31min) <https://airpower.airforce.gov.au/videos/fireside-chat-hour-chief-air-force>. 3000 of the card game (lite) and 1000 full game were printed, 3000 game units in total.



UNFPA - Org Culture Change Toolkit and Webinar Series

Client: UNFPA

Location: Australia (UNFPA is a global company, with headquarters in New York.)

The Client Challenge

As a part of UNFPA's Strategic Plan 2022-2025, UNFPA introduced a Culture Initiative to transform their culture. UNFPA was seeking the provision of a Toolkit on Organizational Culture - a virtual compendium of norms, references, and materials on organizational culture and conflict resolution to equip managers and staff to actualise the aspirational culture of diversity and inclusion. UNFPA was seeking to build an integrated, results-focused, agile and innovative organizational culture where staff stand up for the organization's values and deliver on its mandate. Staff needed a go-to resource that inspires and equips them to practically 'live out' this organizational culture.

The Approach

Working with the Culture Management Team at UNFPA HQ, ThinkPlace co-designed and developed a suite of tailored resources (including a Toolkit on Organizational Culture, an interactive web portal and training videos) to support sustained behaviour change across the global organization. Working iteratively through a co-design process, we first identified the unique needs and gaps in knowledge that the Toolkit needed to fill. This process involved distilling insights through a series of engagement activities with diverse team members from across the organisation, each of whom has a unique operating context that was important to consider. We then worked closely with the Culture Management Team to develop five Modules for Learning and Development that represent areas in which the UNFPA is seeking to transform its culture which were used as the backbone for the Toolkit.

The Value delivered

The Toolkit is a virtual compendium of norms, references, materials and case studies on organizational culture and conflict resolution to empower managers and staff to 'live out' the aspirational culture of diversity and inclusion. Recognising that the toolkit alone will not stimulate sustainable behaviour change, our team included a number of interactive elements on the online Launch Pad, downloadable elements, and activities that encourage staff to engage with others and bring the aspirational culture to life. To support ongoing development of the Toolkit and Launch Pad, ThinkPlace developed a measurement and learning framework. The framework, which is powered by Google Analytics, has been designed to support ongoing improvements to the Toolkit and the Launch Pad.

Be individually aligned and accountable... Through...

- using wise words
- holding others accountable
- creating safe spaces to share concerns
- adaptive management
- creating our manifesto
- defining our why

MODULE 1 TRUST AND RESPECT

CULTURAL OUTCOME IN FOCUS: EMPATHY DRIVEN LEADERSHIP

Identifying signs of burnout cont.

Not all of these actions will be appropriate for the colleague or their particular stage of burnout, so find the most suitable action based on what you observe.

- 1. Discuss and find a tailored solution.** Empathetic leaders should consider having a conversation in a quiet and psychologically safe space for the colleague, you suspect is experiencing burnout. A conversation is always a great first step to acknowledge that you see signs of burnout and to look for tailored ways of supporting the colleague to address the problem early.
- 2. Well-being at UNFPA.** The Division for Human Resources (DHR) has developed a dedicated webpage on [UNFPA well-being](#). The page gives you easy access to various resources and tools to bring helpful changes to your daily rhythms to ensure that you can maintain a healthy work/life balance. You can find material on topics such as stress management, self-care, habit change, and much more, and the page includes material for both personnel and managers.
- 3. Use the services of the UNFPA/Mental Health and Wellbeing Specialist.** On [UNFPA's well-being page](#), you can find information related to [well support](#), which provides several resources to contact depending on the situation, including UNFPA's Care Specialists, psychosocial services and stress management services. UNFPA's Staff Care Specialists can also guide you to the different services available to you according to your location and type of contract (e.g., Employee Assistance Programme, Rome Institute, UNOSS local counselors, etc.).

MODULE 2
I belong

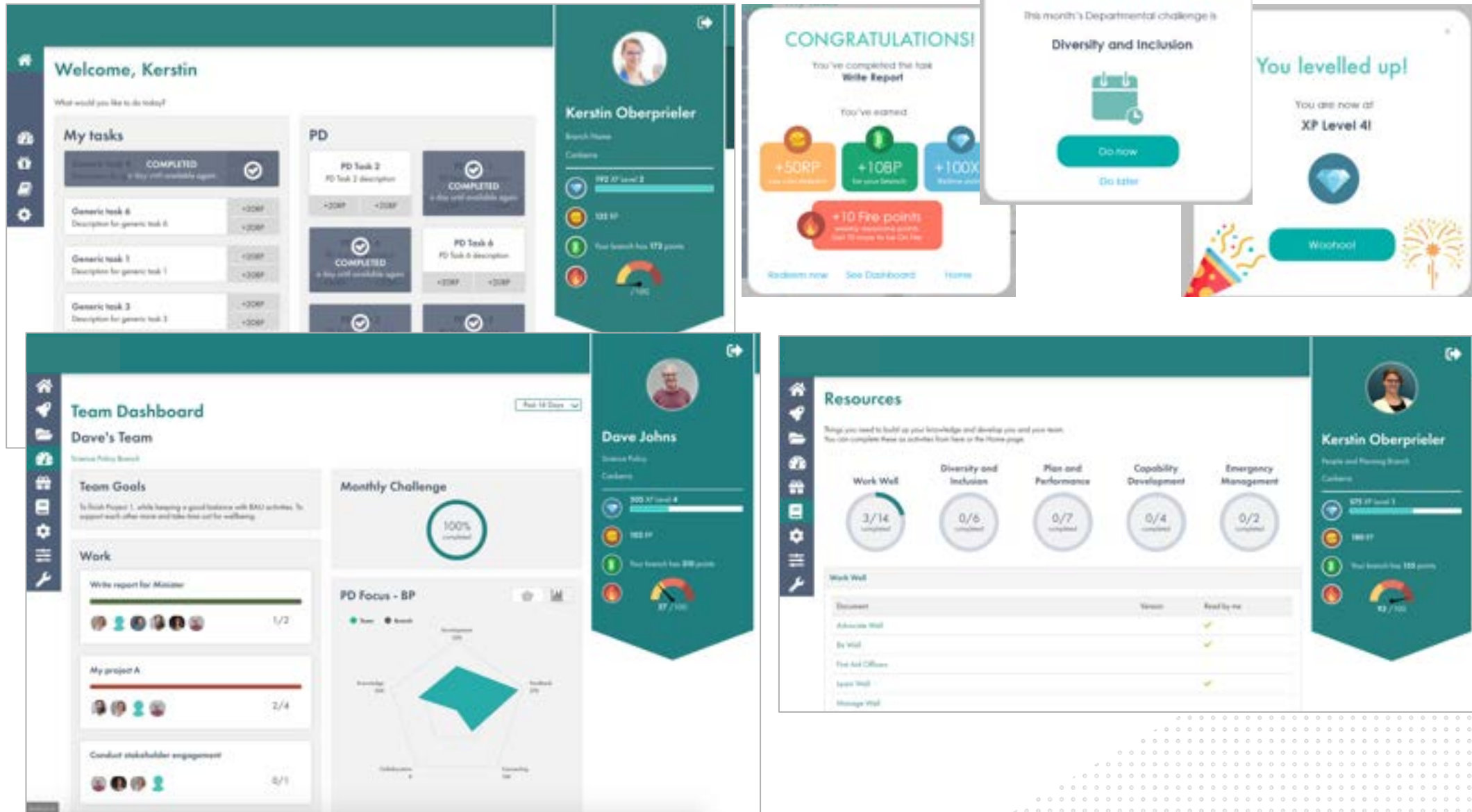
MODULE 3
I am committed and accountable

MODULE 4
I have learnt skills

MODULE 5
I succeed

14

Employee engagement



641% increase in engagement in 6 months

Before

Poor engagement with professional development and performance discussions

- L&D activities limited to mandatory activities
- Poor engagement with PD
- Formal performance conversations every 6 months, stressful, not meaningful
- Manual performance process



After

641% increase in learning and development completed in 6 months

- Massive increase L&D engagement
- Staff more skilled and productive
- More frequent performance conversations
- Managers more active in staff development from 63% to 80%
- 31% more meaningful performance discussions
- Staff have 5 goals on average
- Staff engagement with goals from every 6 months to monthly

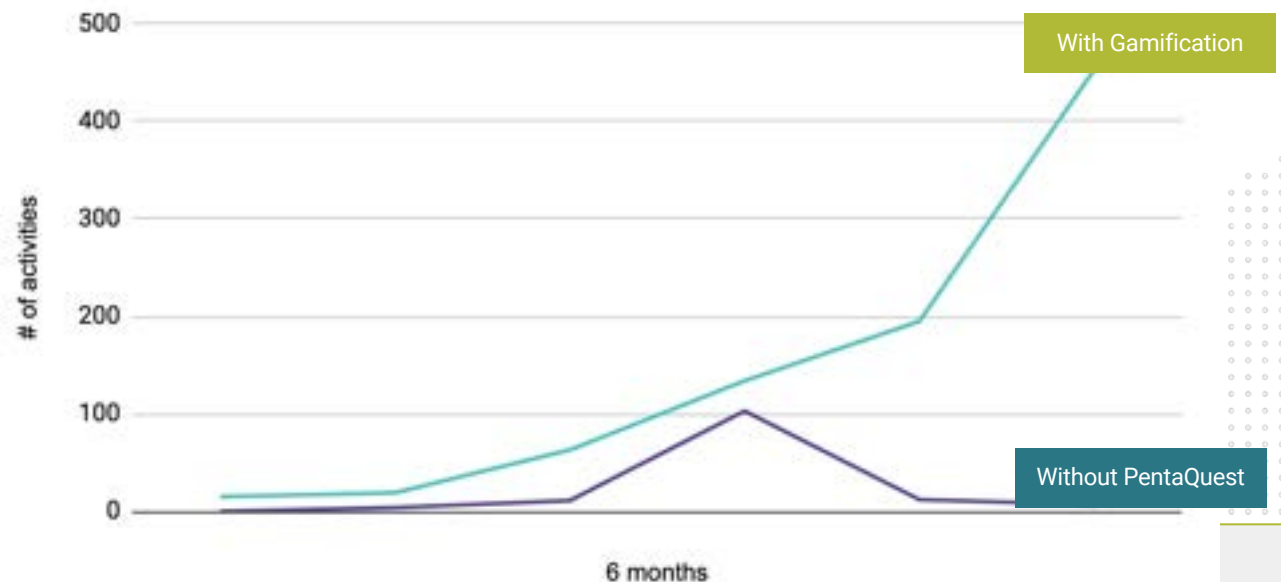


Australian Government

"It is definitely **more engaging** to fill in than the old performance plan document. It makes staff think about what they are doing to develop and what they can do to progress activities."

Assistant Director Human Resources,
Australian Government Department

641% increase in L&D activities completed in 6 months



“Cultivate
engagement, don’t
command
compliance”

Dan Pink

EMBRACE PLAY – IT IS
PART OF HUMAN NATURE

Gamification workshop

Using play to solve complex challenges

Uncharted Territory | Play Symposium

GAMIFICATION IS THE
USE OF GAME MECHANICS AND
EXPERIENCE DESIGN TO ENGAGE
USERS AND
SOLVE REAL WORLD PROBLEMS

Gamification is designed.

Gamification is **designing someone's real life experience** to be more like a game.

Quests and missions are a fun way to frame an everyday activity

Points, leaderboards and badges to track progress and status

Individual and team activities, including collaboration

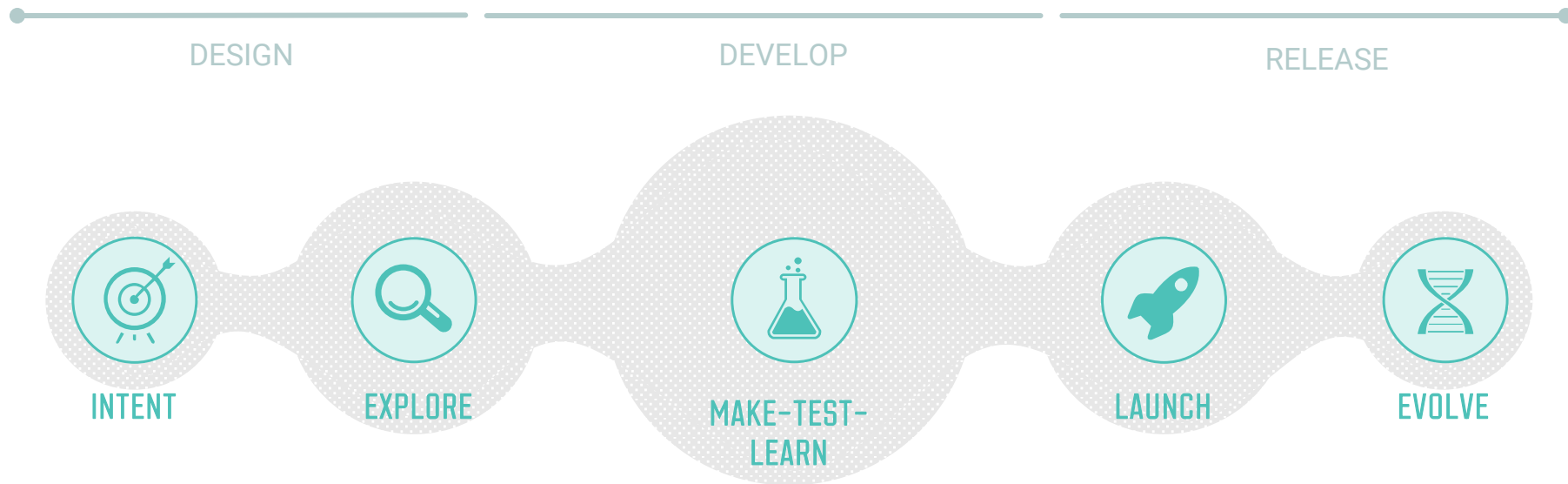
Epic Wins are a big goal the individual or team is striving for. This should be big, but achievable and measureable.

Friendly **challenges, competitions and battles** can add energy and fun

Rewards such as trading in points or game tokens for **real world prizes or privileges**

Themes can make the activity more fun. e.g. medieval, spy, detective, jungle

5 design steps



Detailed design

Gamification Concept Map – Intent why?

Gamification Concept Map – Explore who?

Gamification Concept Map – Launch how?

Gamification Concept Map – Make-test-learn what?

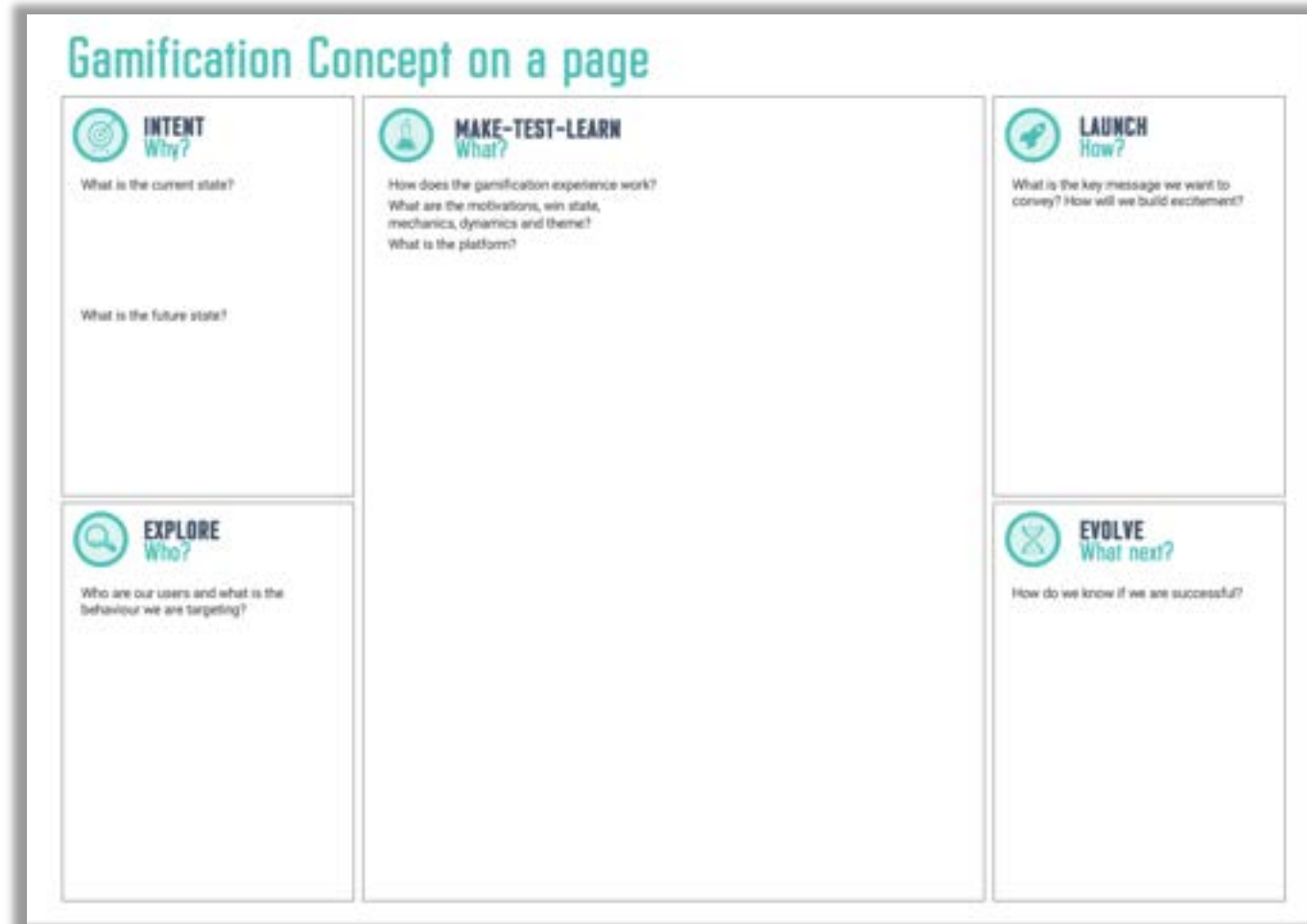
Gamification Concept Map – Evolve what next?



Gamification concept on a page

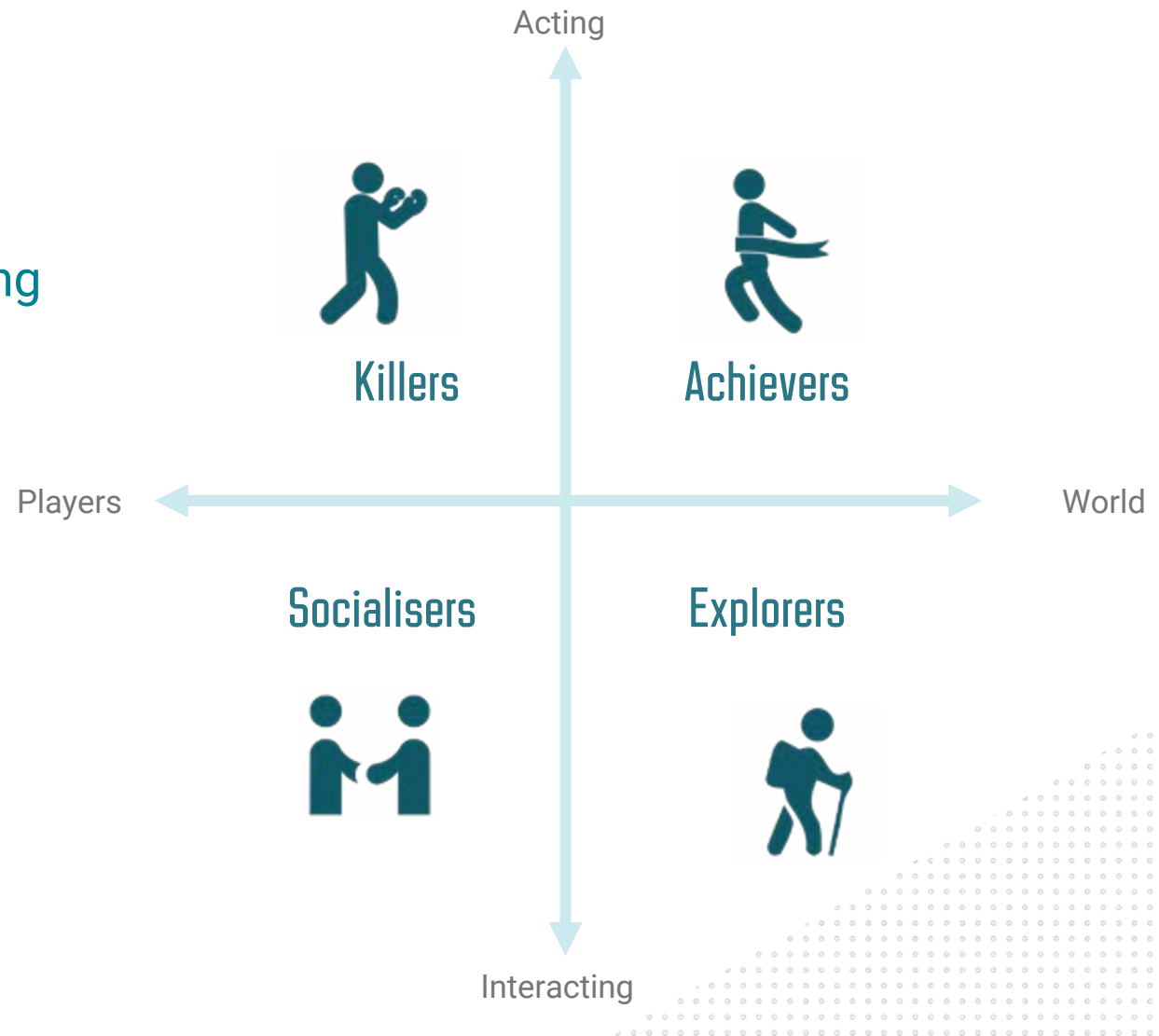
The Gamification Concept Map captures the design on a page.

Complete your own Gamification Concept Map!



Bartle's 4 player types

Players can be classified into four types, based on their character and behaviours during gameplay.



Your turn!



INTENT

What is the problem you are trying to solve?



EXPLORE

Who are our users?
What's the behaviour we're targeting?

Two overlapping worksheet templates. The top one is titled 'Intent why?' and is divided into three columns: 'CURRENT STATE', 'THE CHANGE', and 'FUTURE STATE'. The bottom one is titled 'Explore who?' and is divided into two columns: 'USERS' and 'DESIGN CRITERIA'. Both templates include specific questions to guide the user's thinking.

Intent why?

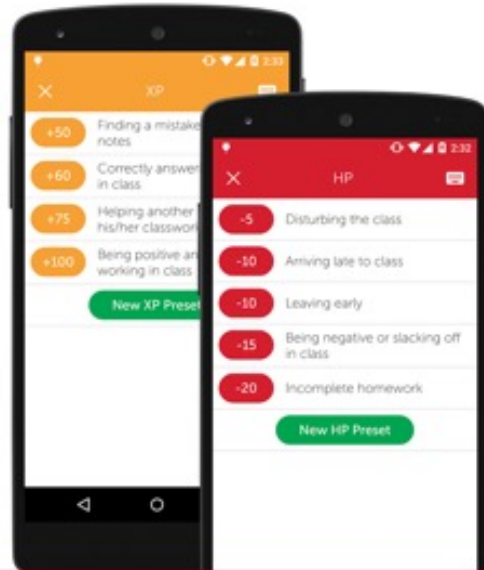
CURRENT STATE	THE CHANGE	FUTURE STATE
What is the strategic vision for the organisation and team? Who are the people we are gamifying for? What is the current state? What are the drivers for change? What are the problems and opportunities?	What are the strategic shifts? What does the changed experience look like? What type of gamification experience might we create and on which platform?	What does the future look like? What does success look like from different perspectives? How will we know we are successful?

Explore who?

USERS	DESIGN CRITERIA
Who are our users? In this context, what are they trying to achieve? What is challenging or blocking them from achieving this? What behaviour do we want to target?	How and when do they want to engage? What are the in-real-life benefits? What else do we need to consider? e.g. demographics, culture, location

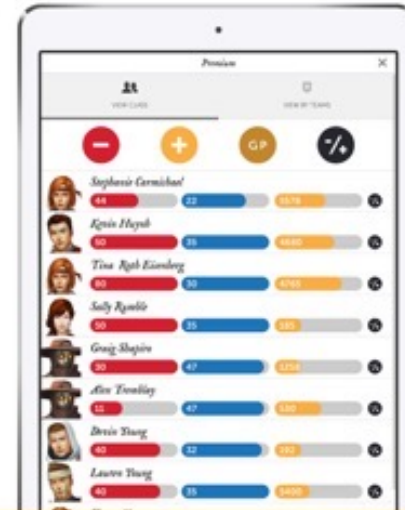
ClassCraft

See Students Improve Behaviorally & Academically!



Award students for good behavior, or dock points when they act inappropriately.

Teach Meaningful Collaboration!

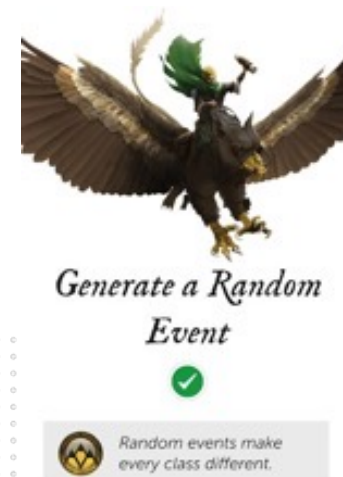
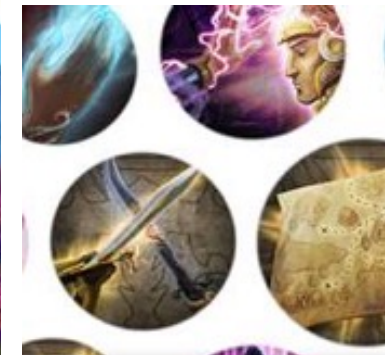
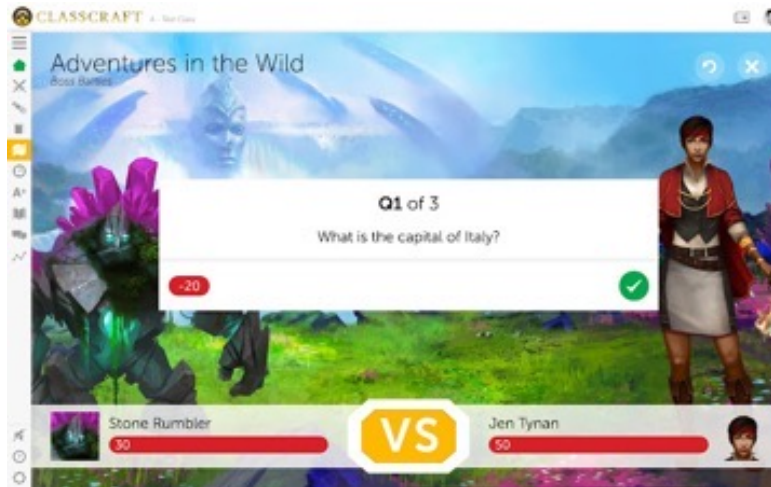


Students play in teams and must help each other succeed.

Get Your Students SUPER Motivated!

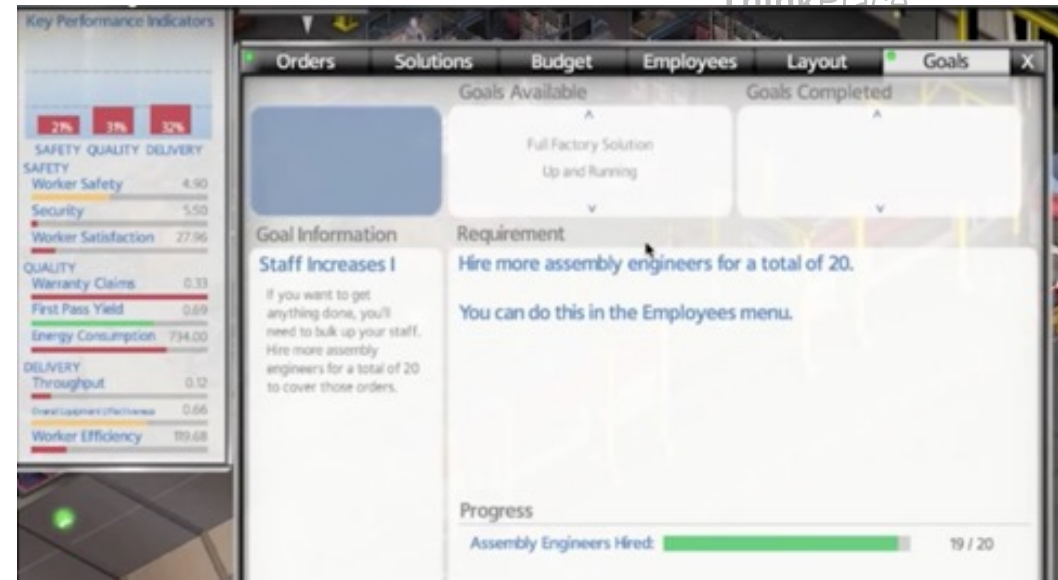


Reward students with customizable privileges for being good learners.



Plantville

- Simulate how to be a plant manager
- Maintain, operate, improve the health and efficiency of the facility



<https://www.siemens.ca/web/portal/en/Press-Archive/2011/Pages/Siemens-Launches-Plantville.aspx>

Perisher MyRide dashboard

The dashboard includes a navigation bar with links for Weather & Cams, Tickets, Passes & Accommodation, Lessons & Hire, Resort Information, and Resort Activities. Below this, the 'myride' section displays a clock and buttons for Dashboard, Leaderboards, Map, Account, and Help. A summary bar shows: Total vertical meters: 9,968; Total lift rides: 57; Total lifts: 17; Total days: 14.

Your Perisher Trailmap - Which Areas Have You Visited?

Area	Lift	Rides
Mt Perisher	Eye T Bar	6
Mt Perisher	International T Bar	0
Mt Perisher	Mt Perisher Double	1
Mt Perisher	Mt Perisher Triple	1
Mt Perisher	Happy Valley T Bar	0
Centre Valley	Happy Valley T Bar	0
Centre Valley	Happy Valley T Bar	0

Gary's Perisher Dashboard 2014

69,524 Vertical Meters | 344 Lift Rides | 18 Lifts Ridden | 15 Days

Dashboard Leaderboard

Welcome to Perisher's Dashboard Leaderboard, updated several times during the day. Will you be number one today?

Season 2014 | Today | Last 7 Days | June | July | August | Season 2013

Family | Friends | All

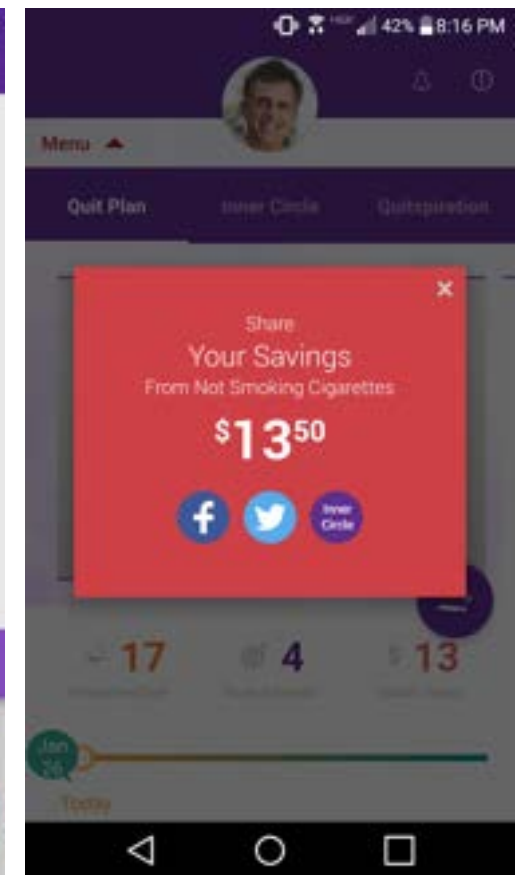
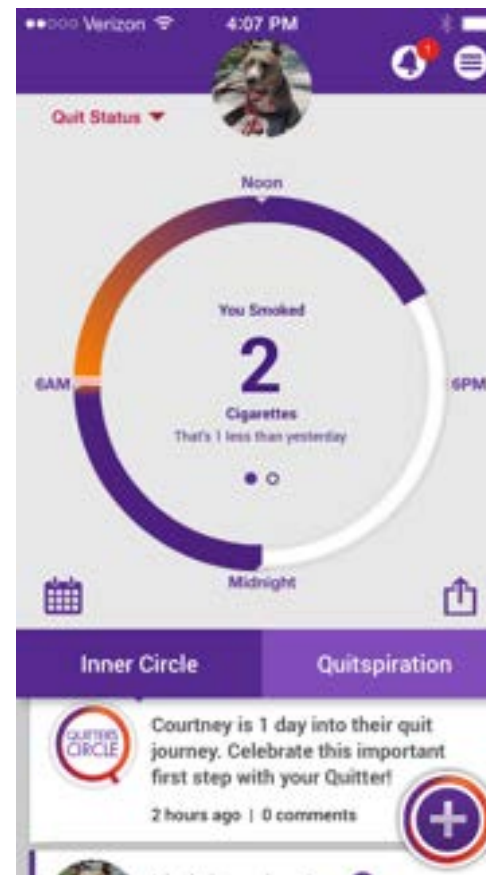
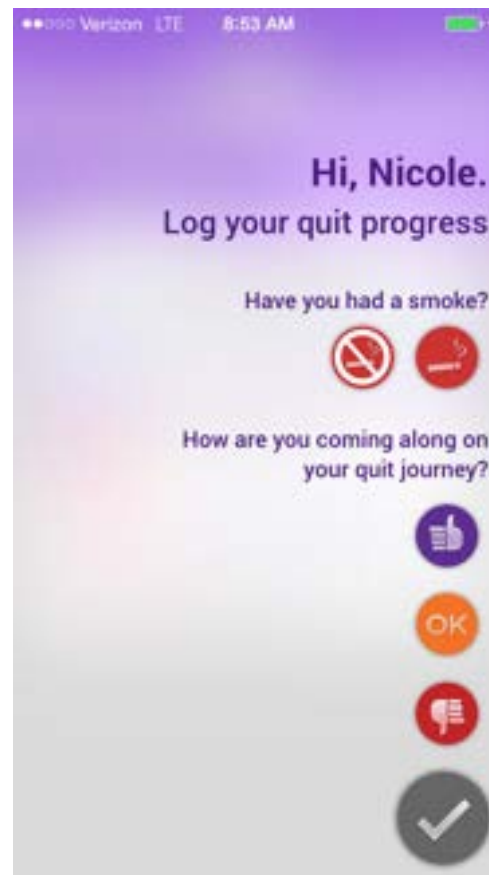
Rank	Name	Vertical
1	tom	13,422
2	Peter D	10,396
3	Gary	9,156
4	stevski	8,644
5	cookie	7,632

Lifts Ridden

- Edge of the World
- Far Out
- Perisher Sight Seer
- 1st Lift Ride
- Freedom Quad Chair
- Off and Away
- Olympic
- Touch the Sky
- Like Heart 1st Ride
- Ridgy Didge
- BC summit
- Perisher Express

Quitter's Circle

- American Lung Association and Pfizer



“Gamification means to
enrich the journey of a person
instead of waiting at the finish
line to reward them.”

Roman Rackwitz

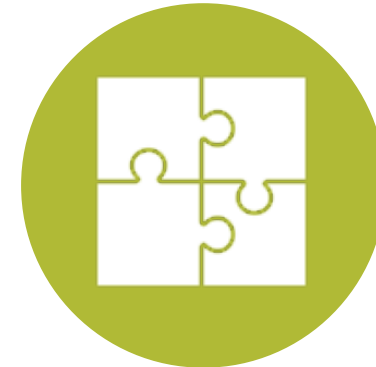
5 design decisions



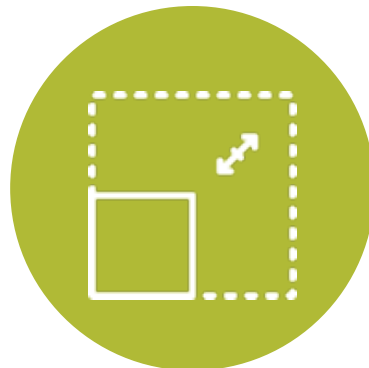
Who and what



Playfulness



Gameplay pattern



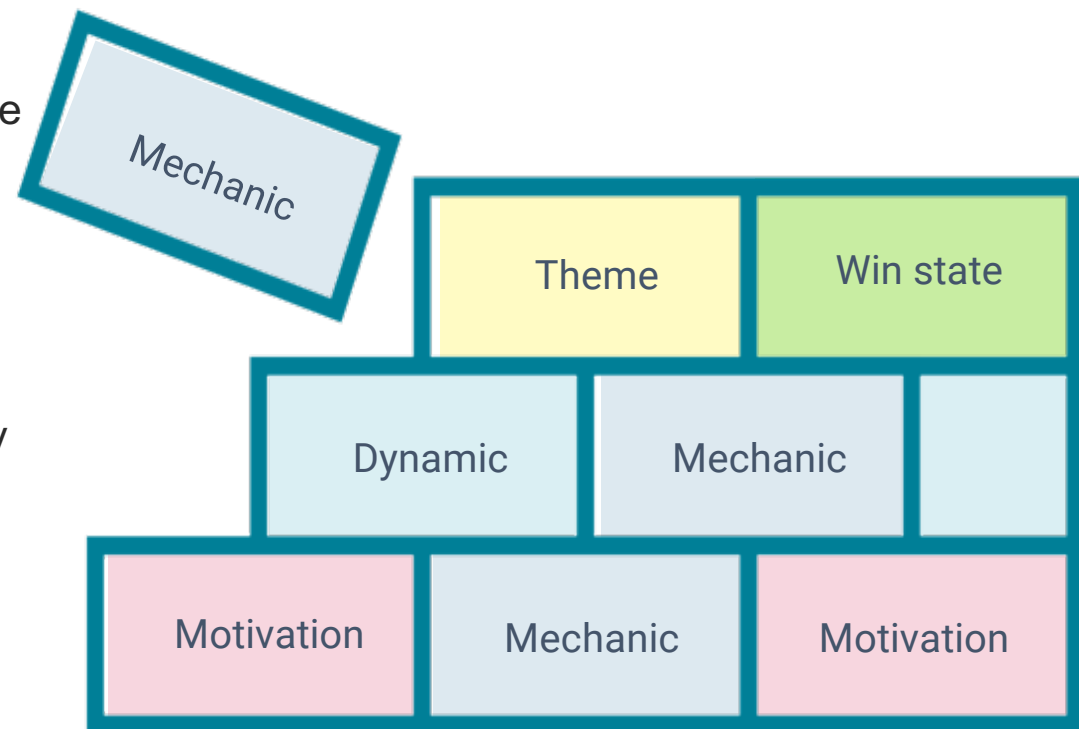
Scale



Platform

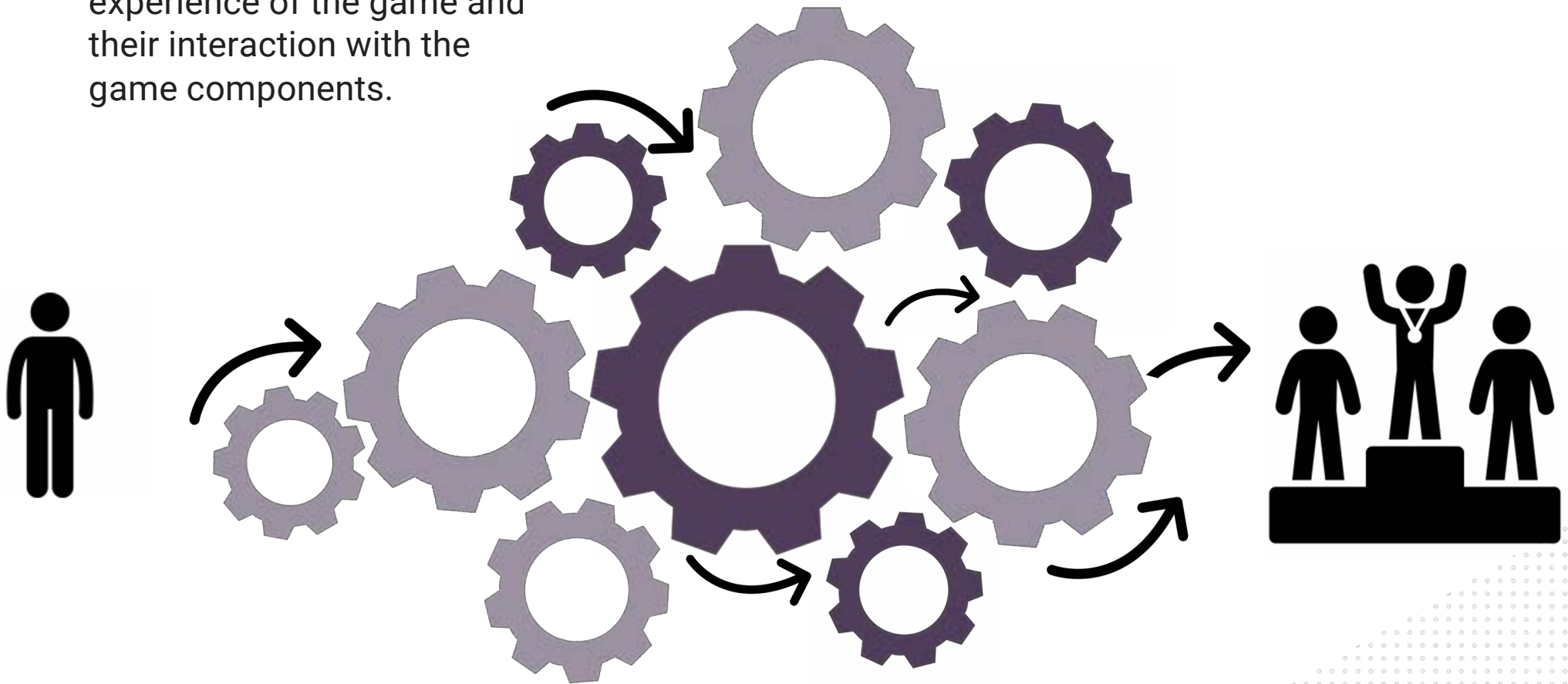
The building blocks of gameplay

- **Motivations**
Desires that drive behaviour
- **Win states**
The end goal for the gamification experience
- **Mechanics**
Elements that make the gamification work
- **Dynamics**
How mechanics interact to create gameplay
- **Narrative/theme**
An overarching connection for the experience



The gameplay experience

Gameplay is a player's experience of the game and their interaction with the game components.



The gameplay experience

Dynamics

How mechanics interact to create gameplay

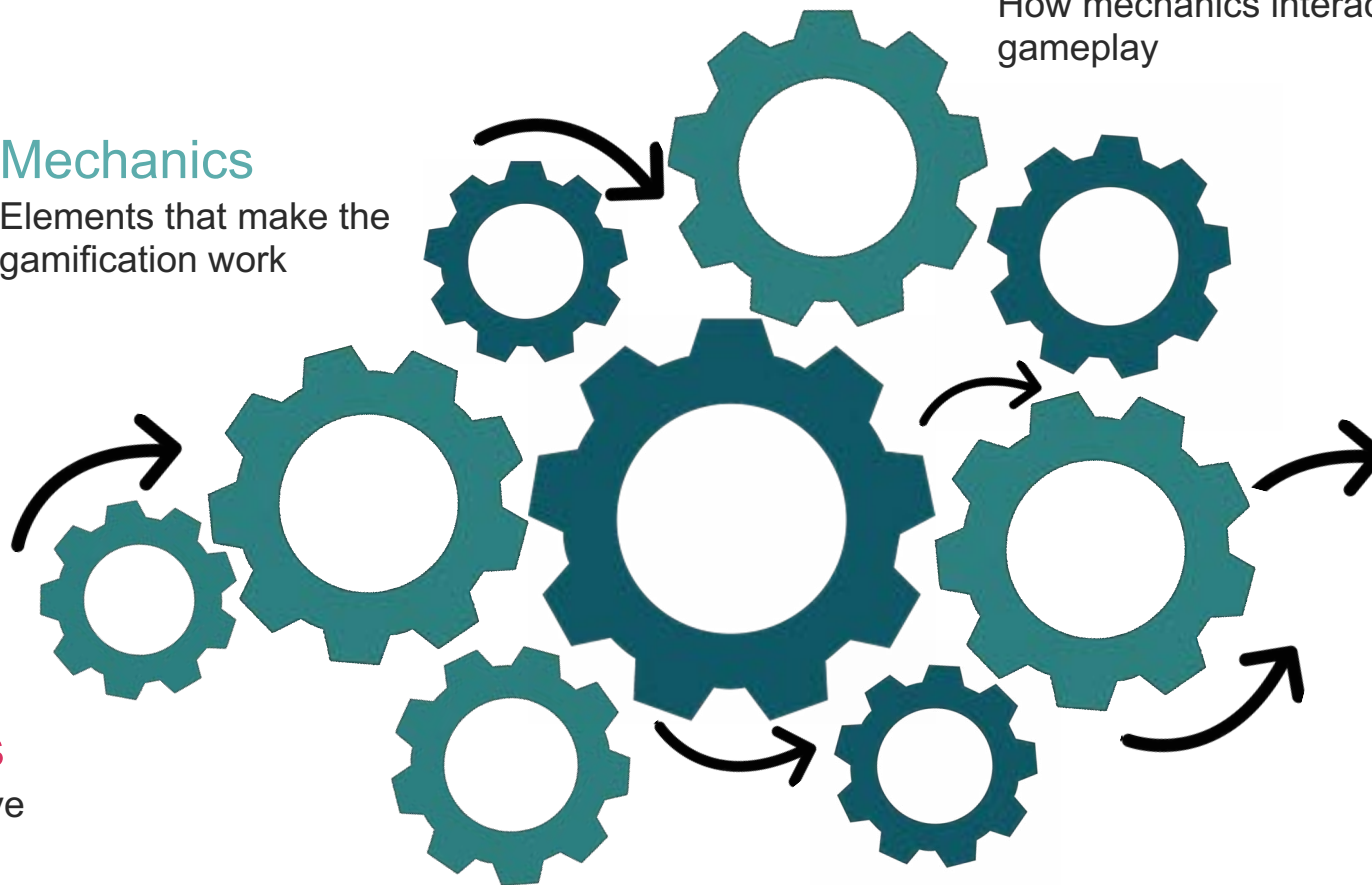
Mechanics

Elements that make the gamification work



Motivations

Desires that drive behaviour



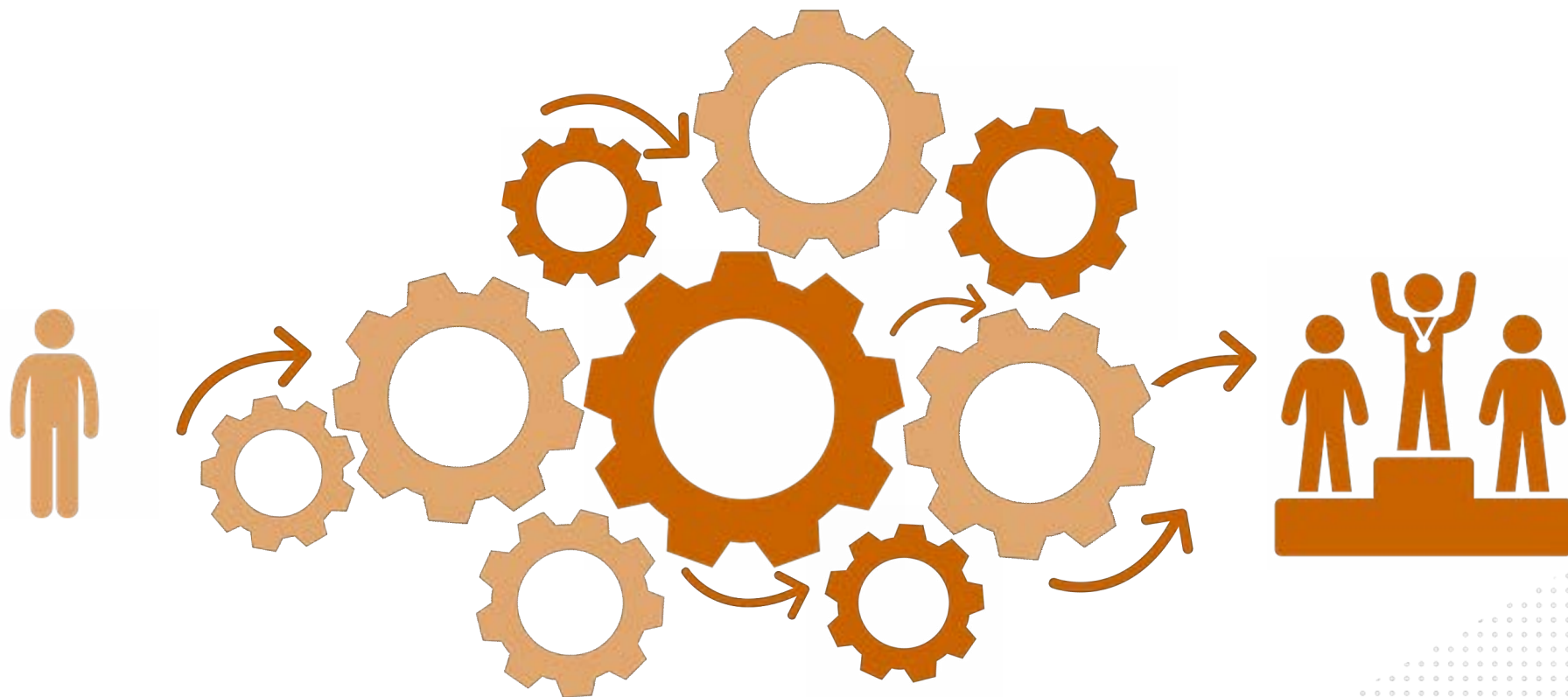
Win states

The end goal for the gamification experience

The gameplay experience

Narrative/theme

An overarching connection for the experience



The gameplay experience

Narrative/theme

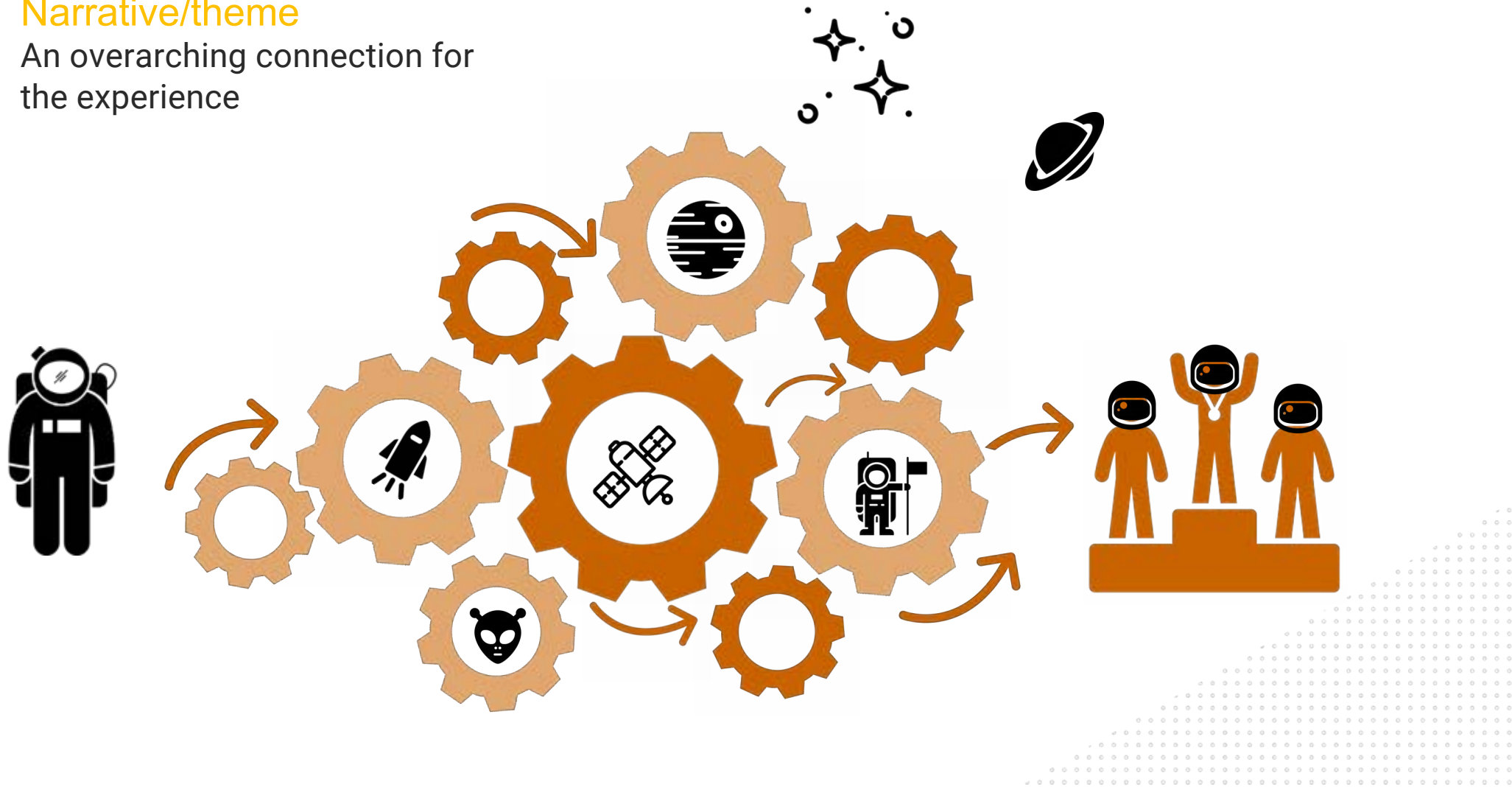
An overarching connection for the experience



The gameplay experience

Narrative/theme

An overarching connection for the experience



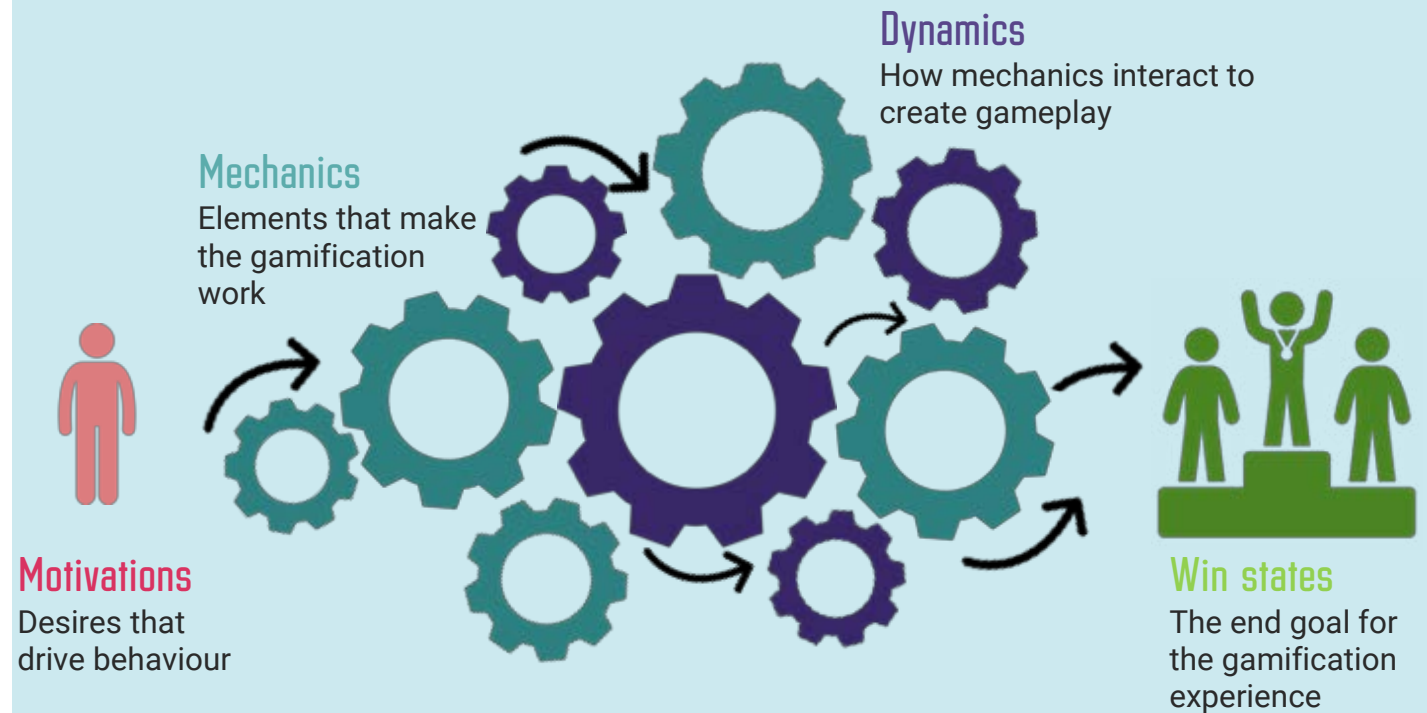
Anything that can
be **measured** can
be made into a
game.

Jesse Schell

Your turn!

Choose :

- 3 x motivations
- 1 x win state
- 5 x mechanics
- 3 x dynamics
- 1 x theme
(optional)




Your turn!



MAKE-TEST- LEARN

What is
gamification
experience?

Make-test-learn what?

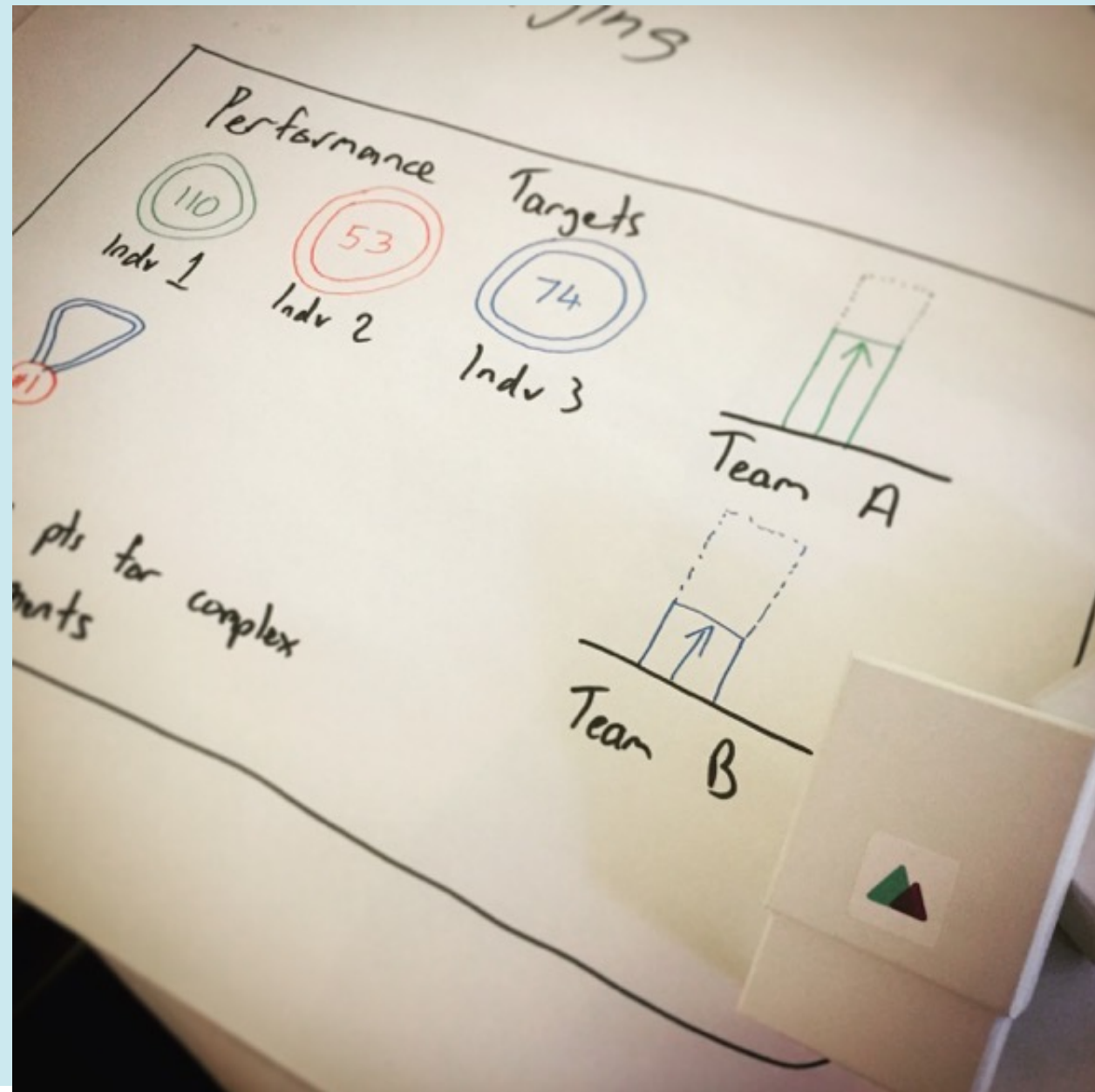


<p>GAMEPLAY</p> <p>Draw the game play – how does it work?</p>	<p>EXPERIENCE</p> <p>What are 3 – 5 core principles your gamification design must use? Which parts are critical for the MVP, and which can come later?</p>
--	---

Your turn!

Present your initial idea

- What's the problem you're solving?
- What behaviour or experience are you targeting?
- What are your initial ideas for how to use gamification?



Your turn!



LAUNCH

What are the key messages?
How will we build excitement?



EVOLVE

How will we measure success?
What next?

The image shows two overlapping worksheet templates. The top template is titled "Launch how?" and is divided into two main sections: "KEY MESSAGES" and "LAUNCH ACTIVITIES". The "KEY MESSAGES" section contains three bullet points: "What's the key message we want to convey?", "What are the in-real-life benefits?", and "What is the value proposition to the different users?". The "LAUNCH ACTIVITIES" section contains two bullet points: "Who is the project team?" and "How can we build excitement?". Below these sections, there is a box labeled "The 10 second pitch" and a section titled "TIMELINE" with the question "What is the timeline and milestones?". The bottom template is titled "Evolve what next?" and is divided into two main sections: "MEASURING AND EVALUATING SUCCESS" and "VERSION 2.0". The "MEASURING AND EVALUATING SUCCESS" section contains the question "How will we know if we are successful?". The "VERSION 2.0" section contains the question "How can the gamification design be improved and expanded?". Both templates have a small circular icon in the top right corner.

Take aways

- 1** Gamification is an effective and innovative way to **engage people and nudge behaviour**
- 2** Gamification comes in **many shapes, sizes and scales** and needs to be tailored to each context
- 3** Effective gamification requires **a design process**

Words of wisdom



**Embrace
experimentation**



Get a great team



**Take it into the
wild**



Ask for help



Have fun!



Share it

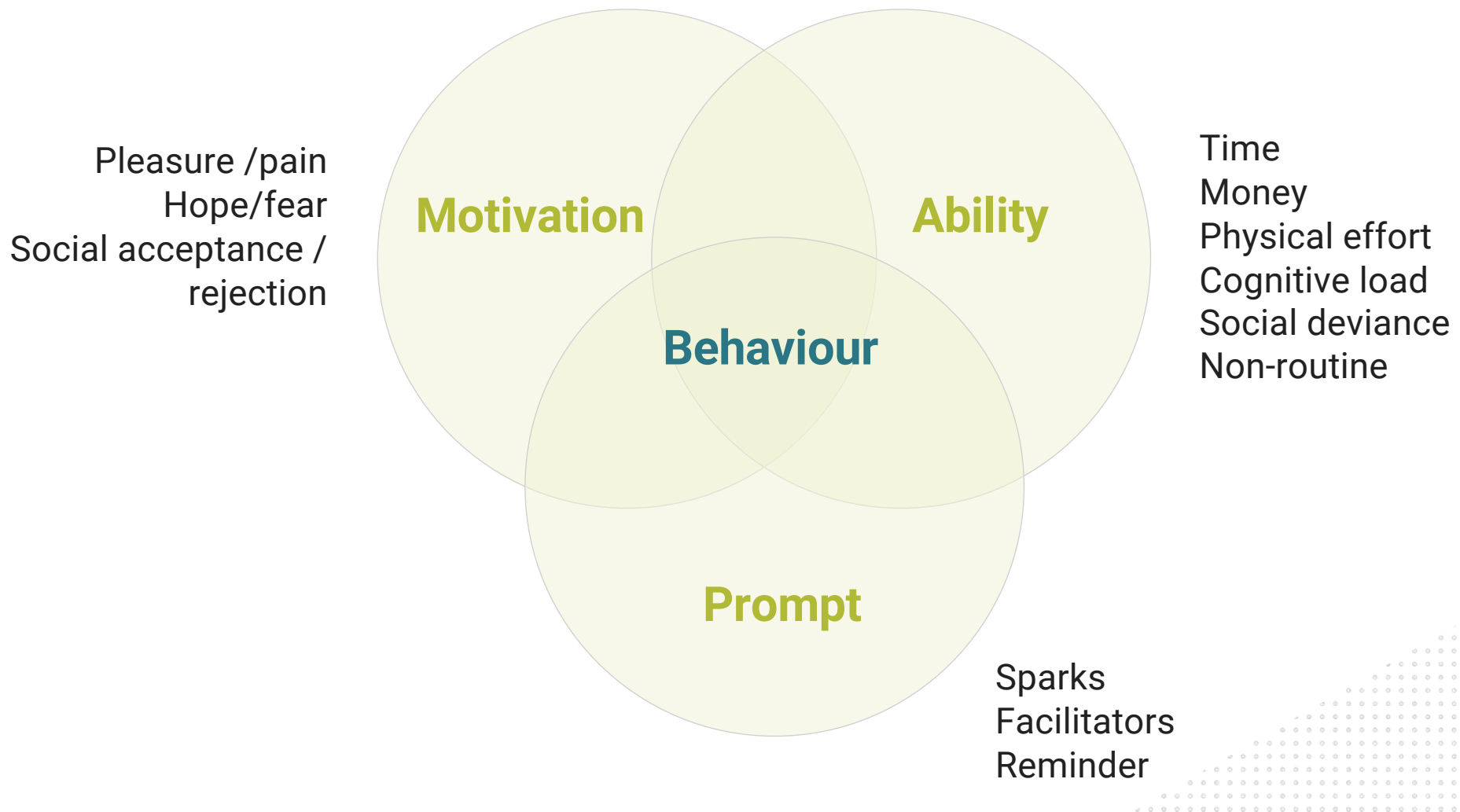


ThinkPlace

thinkplaceglobal.com

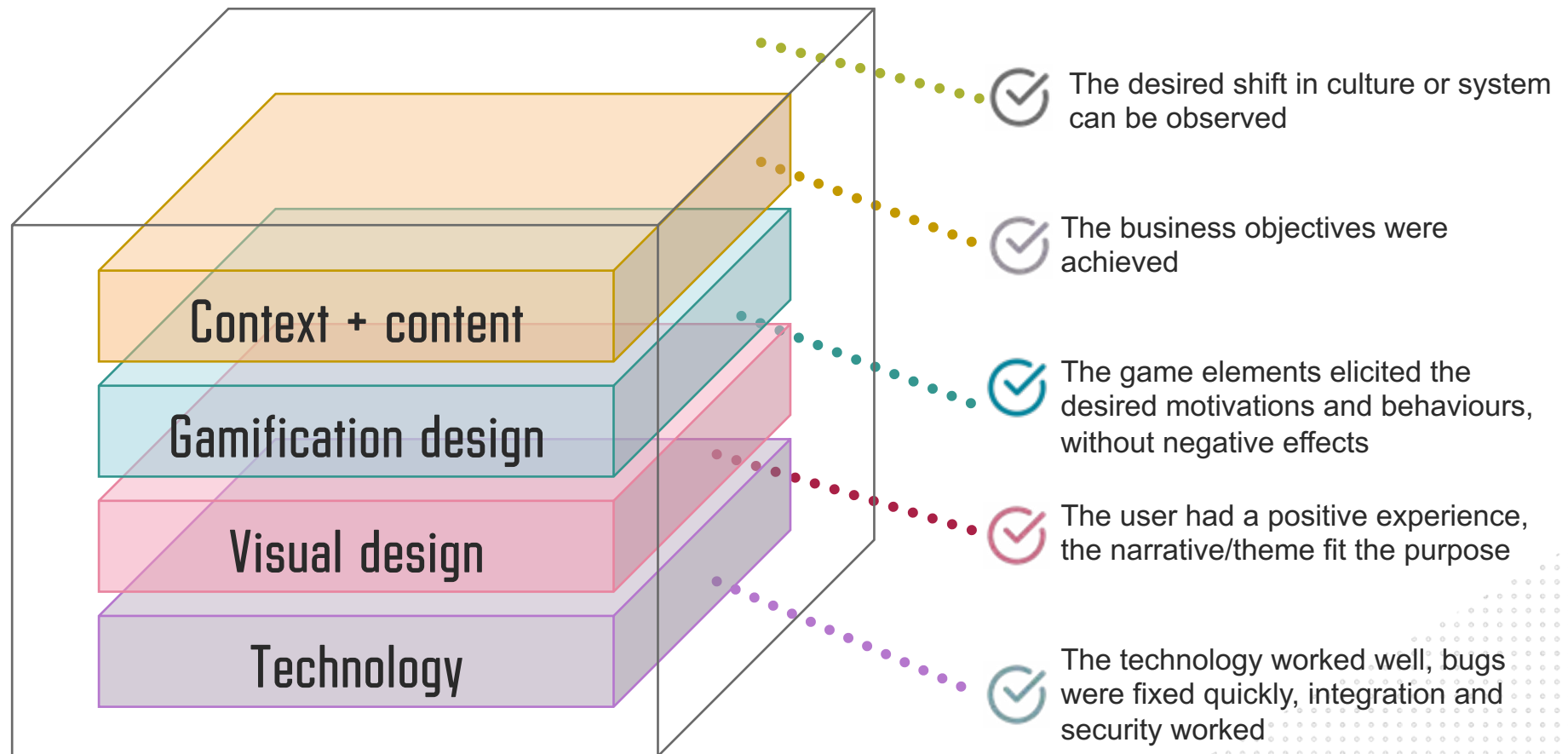
Fogg's behavioural model

B=MAP



Measuring success

Success metrics should be clarified early, measured throughout, as well as being open to evolving measurement.



The ethics of gamification

Black Mirror

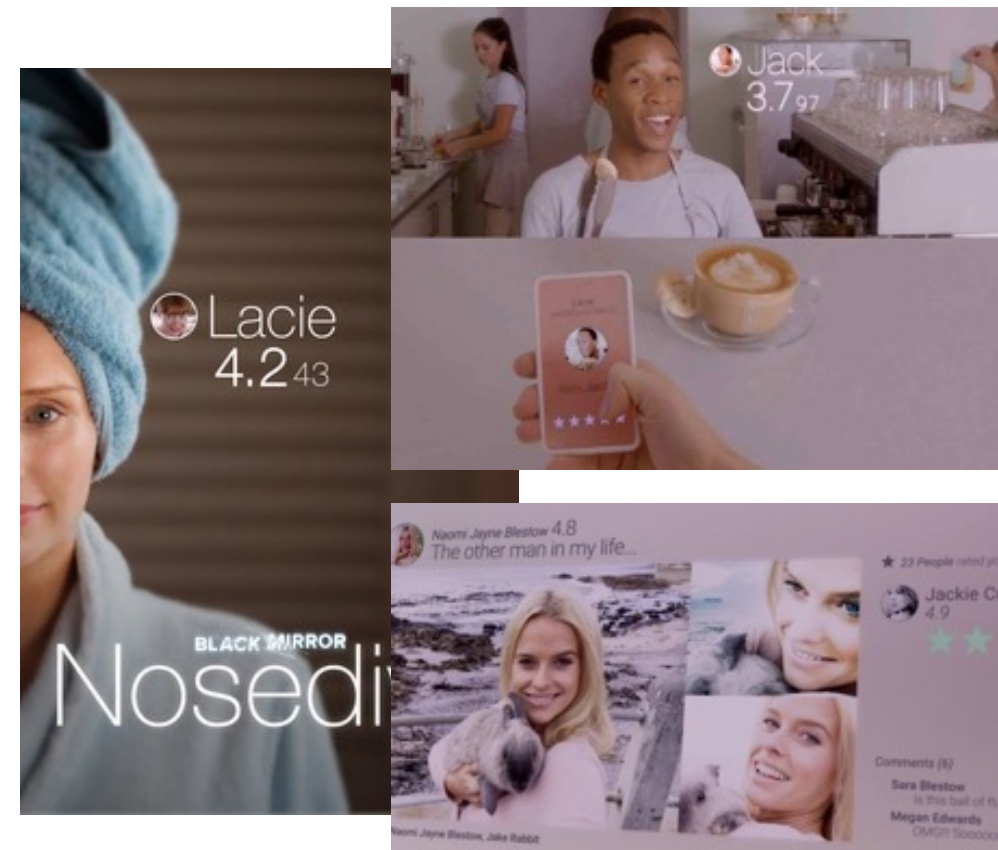
"Fifteen Million Merits"

Season 1, Episode 2 (2011)



"Nosedive"

Season 3, Episode 1 (2016)



The ethics of gamification

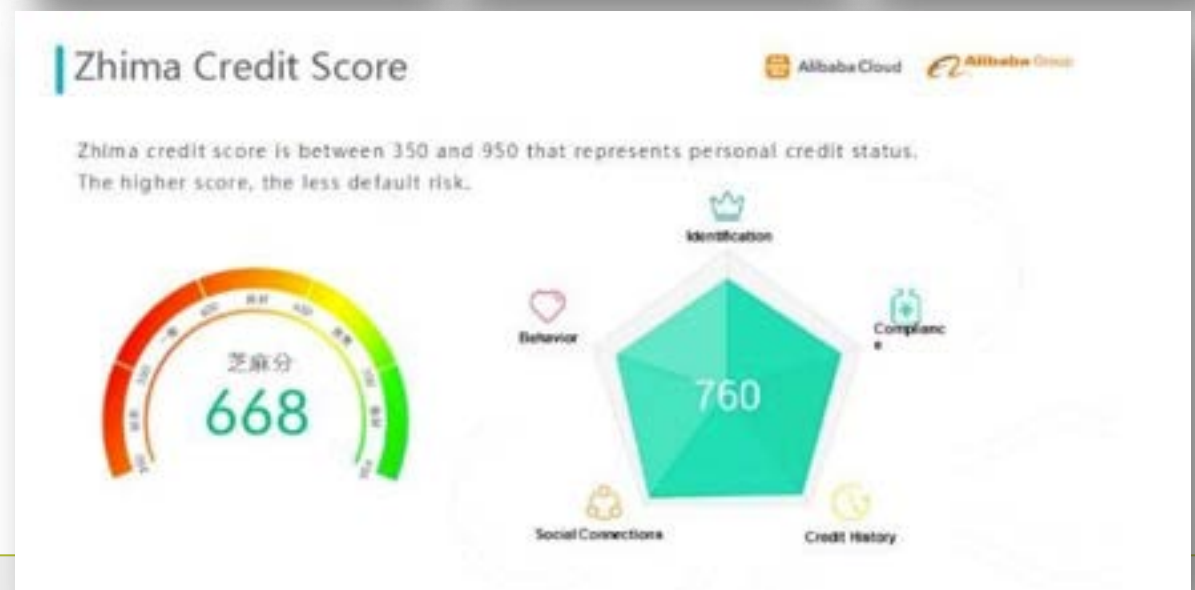
Sesame (Zhima) Credit

Scoring citizen behaviour

- 'Good' behaviour such as specific purchases and shopping habits, insurance and loan payments, social media postings.
- Rated on a score that also affects the scores of your network
- A high ranking brings rewards such as easier to get bank loans, book hotels without deposits, and boost your dating profile

Concerns

- Owned by Alibaba Group
- Data taken from many records, including identity and financial records
- Low score results in real world ramifications like travel bans
- Government's close monitoring of citizens
- Public shaming at cinema screenings



Nudging behaviour, ethically

Cass Sunstein's, behavioural economist

Nudges must be consistent with **people's values** and incentives

Nudges must be done for **legitimate ends** (nudge for good!)

Nudges must be **transparent**

Nudges must not violate **individual rights**

Nudges must not take things from people without their **consent**

Guiding principles

Gamification concept



Fair and genuine

Open, inclusive, no feeling of manipulation, public shaming or trivialisation.



Transparency

Of intent, rules, win state, features available to other players.



Put in checks and balances

Consider the effect on those that engage intensely and those who don't. Put a caps and limits for fairness.

Gameplay experience



Balance the game design

Cater for different users and preferences, balance fun with business and technical needs.



Playtest the gamification experience

Test the mechanics, visual design, and platform with a range of users to ensure fit with a range of users.



Accessibility and appropriateness

Be accessible to different needs, contextually and culturally appropriate.