

» Gamification

-**game mechanics** in enterprise software

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- compiled from experience and reliable web resources
- this is a live deck with ongoing research

“

Our point of view on gamification is it all comes down to this idea of motivating people through data. Smart companies can take that data and use that to motivate better performance.

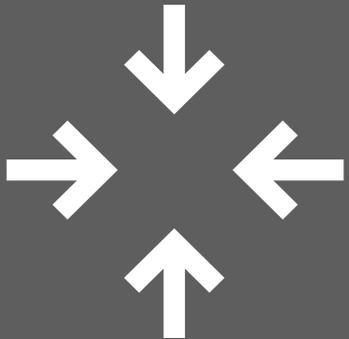
– Rajat Paharia, CPO & Co-founder, Bunchball



IBM ECM
Design Studio

games/competitions, with ourselves
(personal best), or against others,
stimulate our **innate competitive instinct.**

‘cognitive flow’ contains 4 underlying principles of successful gaming.



**concrete goals with
manageable rules**



**goals that fit user
capabilities**

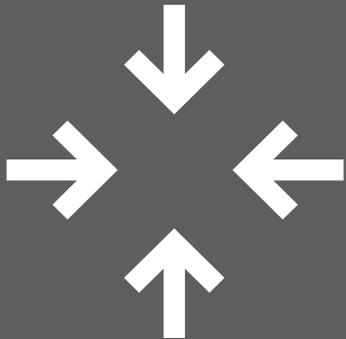


**clear and timely
feedback**



**eliminate
distractions**

gamification, in enterprise software, will focus on the **first 3 principles**, with a **change in the last principle**.



concrete goals with
manageable rules



goals that fit user
capabilities



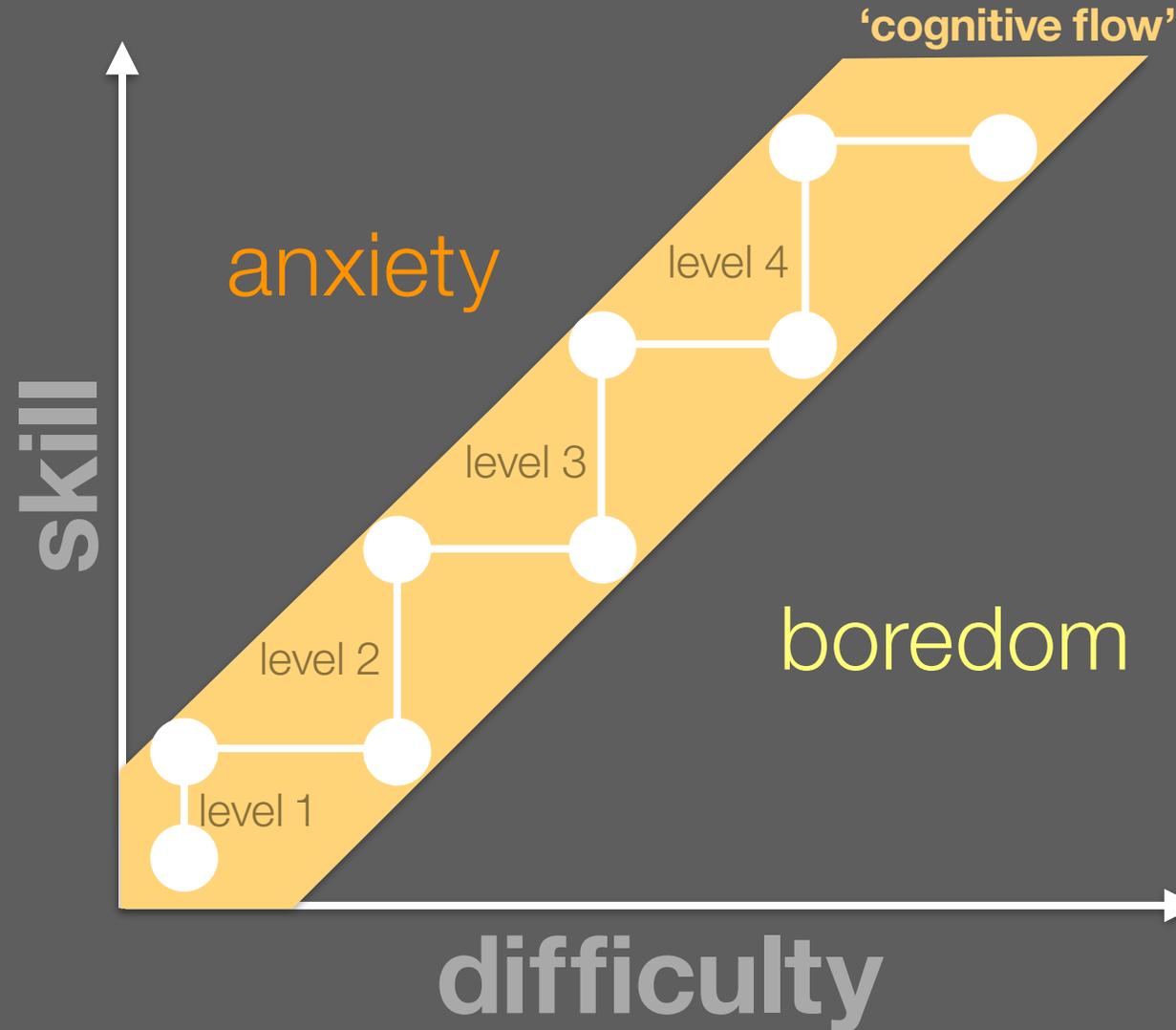
clear and timely
feedback



without being
distracting

solution: challenge needs to escalate as users evolve skills.

rationale: staying within the 'cognitive flow' sweet spot will allow engaged users without introducing the distraction of anxiety.



**adapted from Csikszentmihalyi, 1990*

let's look at common
gamification patterns.

gamification patterns:

gameplay design

- intentional gaps
- appropriate challenge
- storytelling
- levels

rewards (fixed & variable)

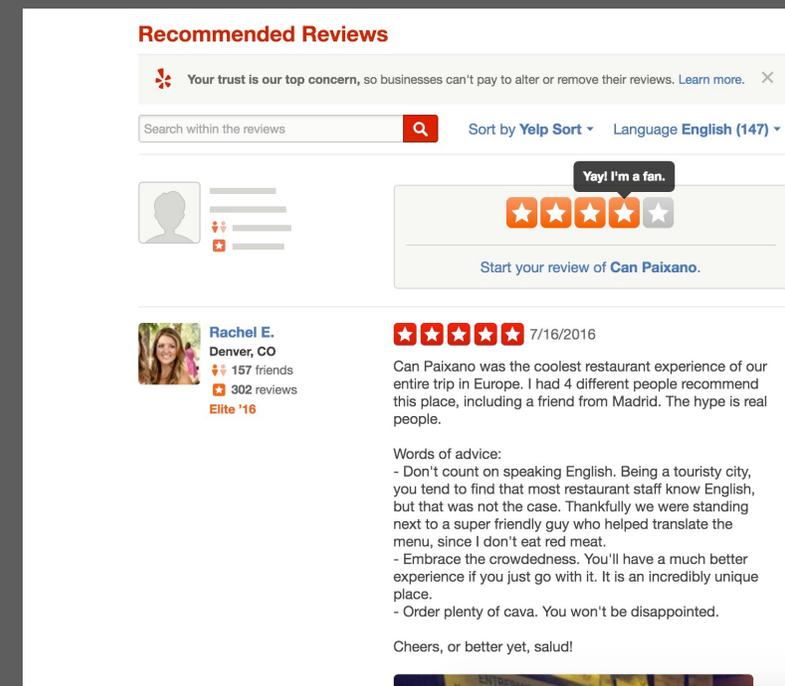
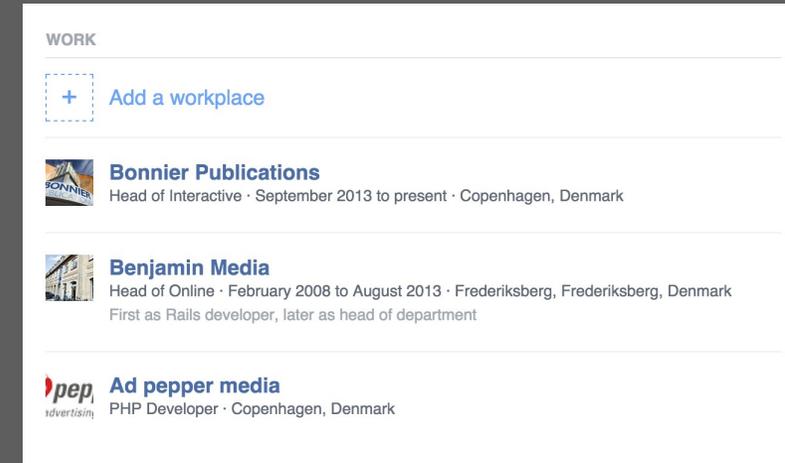
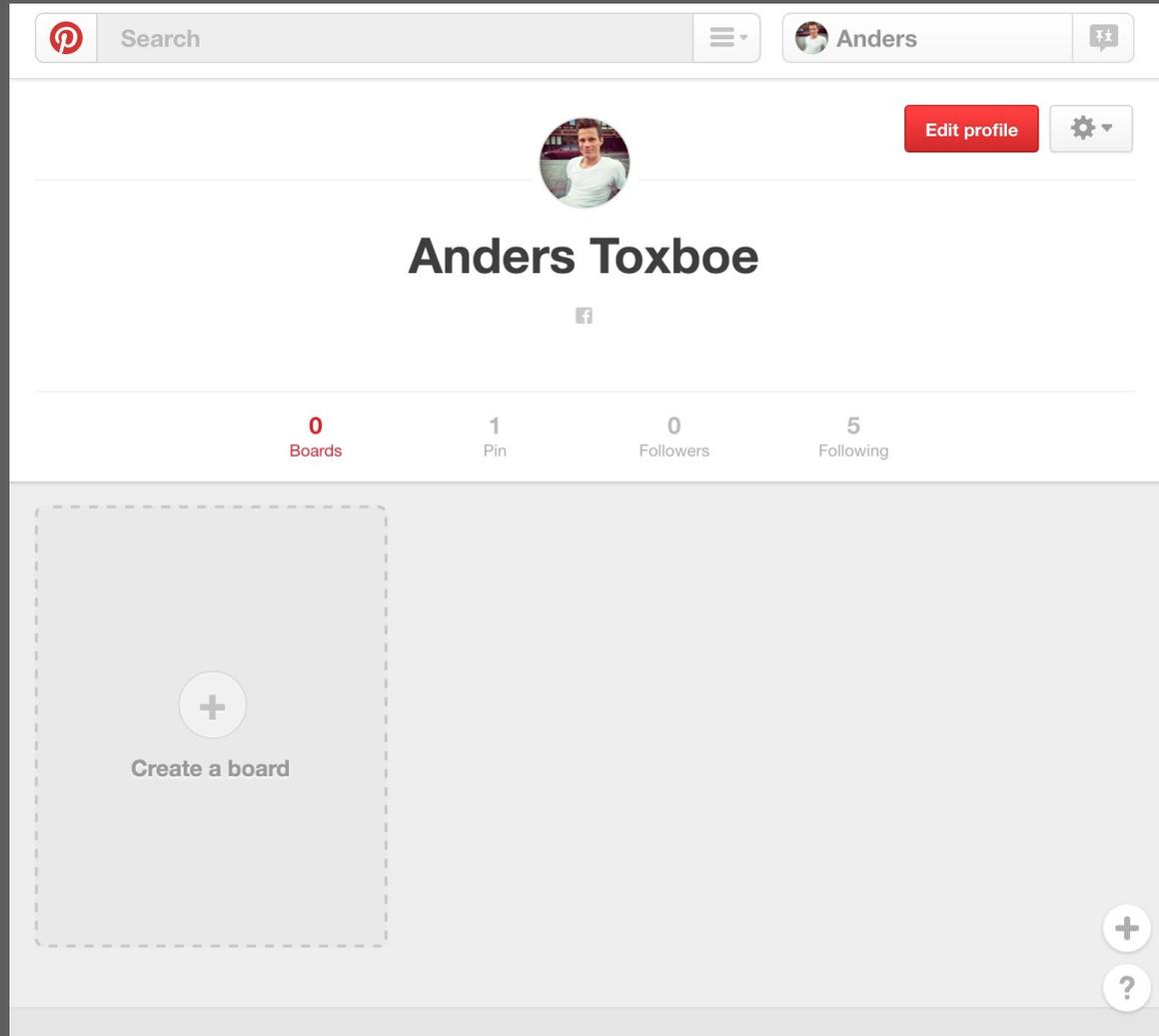
- competition
- prolonged play
- powers
- praise
- unlock features
- achievements
- delighters

let's look at each facet.

intentional gaps: create gaps that users need to fill

solution: Leave deliberate gaps that users will want to fill.

rationale: We are motivated to complete the incomplete. The closer to completion users perceive a task to be, the more motivated they are to finish it. While one wouldn't normally consider these examples as true gasification, they do represent a type of personal best mentality, especially for those personalities that are uncomfortable with incompleteness as well as those who are competitive.



appropriate challenge: challenges to remain engaged

10

solution: Use levels to communicate progress and gauge users' personal development.

rationale: As users progress, so does their skill level, requiring increasingly more difficult challenges.

The image shows a screenshot of a Facebook page for the band "Cloudbreak". The page header includes the Facebook logo, the name "Cloudbreak", a search bar, and user profile information for "Anders" with a "Home" button. Below the header are navigation tabs for "Page", "Messages", "Notifications", and "Publishing Tools". The main content area features a cover photo of a modern building with palm trees, the band's profile picture (a blue square with "CLOUDBREAK" text), and the name "Cloudbreak" with the category "Musician/Band". Action buttons include "Create Call to Action", "Liked", and "Message". Below this are tabs for "Timeline", "About", "Photos", "Likes", and "More".

On the left side, there is a section titled "Invite friends to like this Page" and a "Reach a new milestone 100 Likes" badge with a "Promote Page" button. Below that is the "ABOUT" section, which lists band members and their roles: "Members: Vocal/guitar : Jakob 'I'm going on vacation' L Sørensen Sax : Anders 'What is hip' Toxboe Drums / Cajun : Søren 'We're not talking food' Schmidt Thorsen Bass: Marcelo 'I need another pedal' Zagal". It also lists the genre as "Genre: pop / funk - some rock" and has an "Add your website" button with a "Promote Website" button.

On the right side, there is a "Status" section with a "Write something..." prompt. Below that is a post titled "Cloudbreak at DROP INN" written by Jakob Lindehammer Sørensen, dated 9 hours ago. The post text reads: "Tak for i aften - det var fedt, I kiggede forbi 😊 her er åbningsnummeret 'Aisle'". Below the text is a video player showing a band performing on stage with blue lighting.

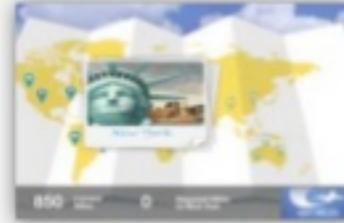
solution: hint at the broader picture of a progression to an ultimate goal.

rationale: All our decisions are filtered through a story, whether it is real or imagined. Stories can be explicit and simple narratives or implied in the words you use. Suggest narrative elements like conflict, heroes, and villains.

USING NARRATIVES TO DRIVE PERFORMANCE



CITY
Learning &
onboarding



SCAVENGER
Knowledge & train



**GLOBAL
EXPLORER**
Learning



RACE
Performance

solution: Consider how you can partition your system into levels of increasing difficulty, powers, and features in order to keep users engaged, away from boredom, and provided with a sense of accomplishment.

rationale: As users progress, so does their skill level, requiring increasingly more difficult challenges.



solution: Use fixed rewards when users are to receive a reward when a specific goal has been reached as opposed to when a random event occurs.

rationale: Use when there is little chance that users will get acclimated to receiving a fixed reward.

Get up to 32 GB of free space by inviting your friends to Dropbox!

For every friend who joins and installs Dropbox on their computer, we'll give you 1 GB and your friend 500 MB of bonus space (up to a limit of 32 GB)! If you need even more space, [upgrade your account](#).



Invite your friends by email

Add names or emails

Send

More ways to invite your friends

[Copy link](#) <https://db.tt/LC98tX5> [Share on Facebook](#)

Gift a free month of unlimited Sidekick to a friend.

You're going to look pretty cool, too

Suggestions (8) Pending Invites

Earn \$10 worth of Sidekick for each accepted invite. **Invite today!**



Invite friends to Sidekick via email

friend@email.com, colleague@email.com, etc.

You've been invited to Sidekick by anders.toxboe@bc

I've been using this new tool called Sidekick, I thought you'd like it. It tells me when and where my emails are opened - I no longer have to call or email and ask "Did you get my email?"

Send invite

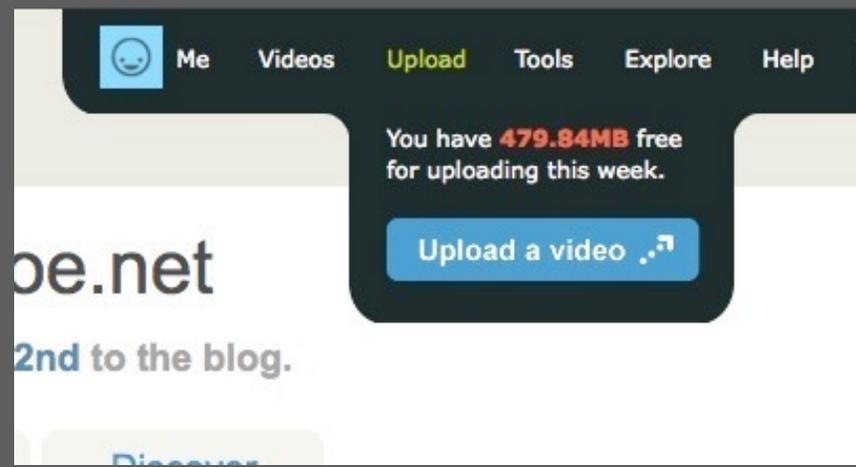
Personalized referral link

Share on social media and get a month for every friend that signs up!

https://app.getsidekick.com/invite/accept?utm_camp

Accepted invites

Your wolfpack is looking a little slim... invite someone above.



Me Videos Upload Tools Explore Help

You have **479.84MB** free for uploading this week.

Upload a video

oe.net

2nd to the blog.

solution: Use random rewards to convey a sense of scarcity and unpredictability to entice users curiosity in discovering the pattern.

rationale: Use variable rewards rather than fixed rewards when there is a chance that users will get acclimated to rewards the more they receive them.

**Lomography awards points to your online activity*

The screenshot shows the Lomography website interface. At the top left is the 'lomography' logo. Below it is a navigation bar with the text: 'You are currently on the account server for the Lomography [Community](#) & [Shop](#) sites. Once logged in you will be redirected to...'. On the right side of the navigation bar are links for 'Hello recurring', 'Account Settings', and 'See Piggies'. The main content area is titled 'Piggies History' and contains a table with the following data:

Reason	Expire Date	Amount
Facebook 180k likes	March 21st, 2011	5
LomoLocations article published: Christmas Market	April 4th, 2011	10
LomoLocations article published: The Queen and the Castle	April 8th, 2011	5
Million Piggy Giveaway - Stage 2	April 20th, 2011	5
Million Piggy Giveaway - Stage 4	April 22nd, 2011	5
Million Piggy Giveaway - Stage 5	April 23rd, 2011	5
Shoot Your Prophecy Entry	May 20th, 2011	5
Order #123456789	May 20th, 2011	-35
	May 20th, 2011 (20 days)	5

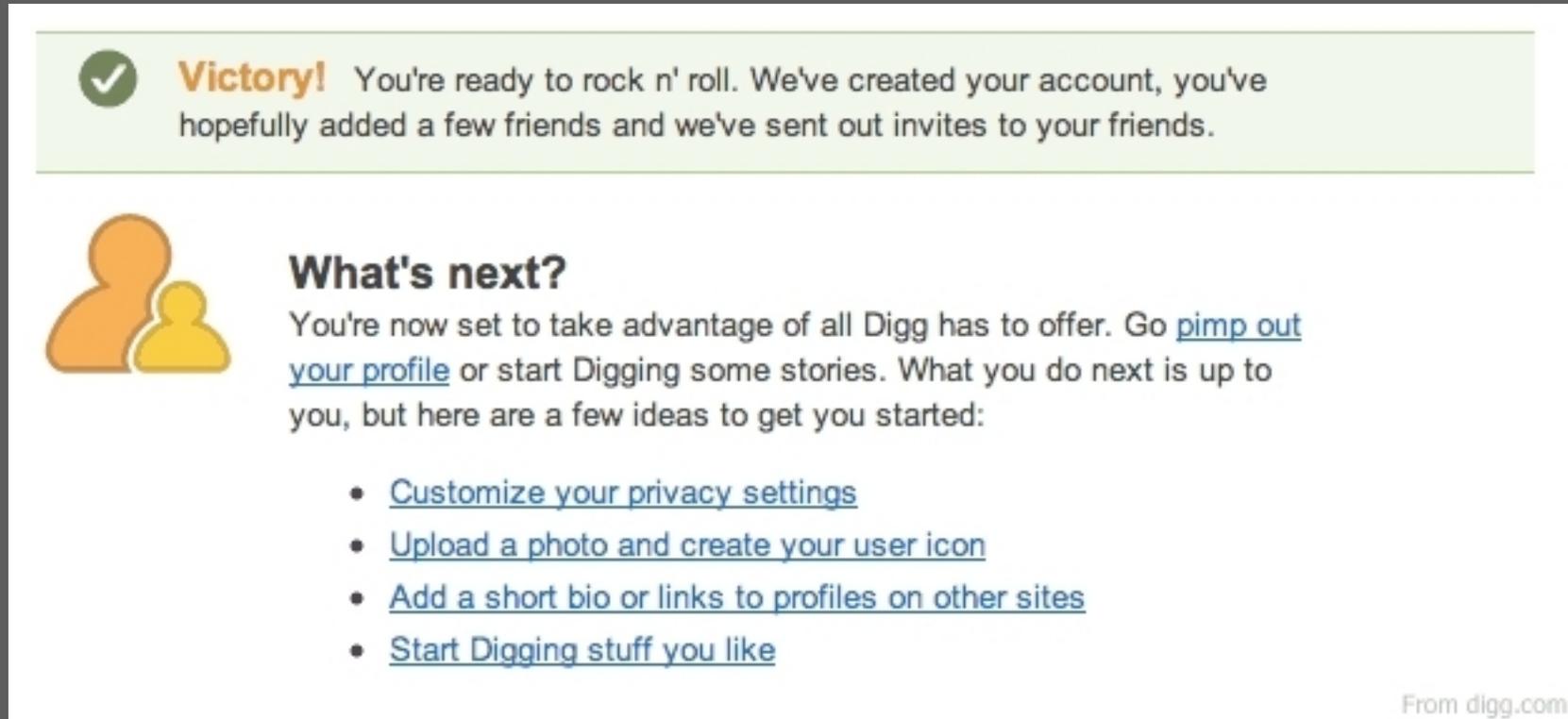
rewards: victory: **provide closure and success**

solution: Provide a feeling of closure by rewarding users at the completion of a goal.

rationale: Use when you want to direct users' action toward a specific end-goal.

Use when you want to provide users with a tangible end-goal that they can strive toward achieving.

Use when you want to communicate the end of one part of a process and present what's next.



The screenshot shows a notification bar at the top with a green checkmark icon and the text: **Victory!** You're ready to rock n' roll. We've created your account, you've hopefully added a few friends and we've sent out invites to your friends.

Below the notification is an icon of two stylized human figures (one orange, one yellow). To the right of the icon is the heading **What's next?** followed by the text: You're now set to take advantage of all Digg has to offer. Go [pimp out your profile](#) or start Digging some stories. What you do next is up to you, but here are a few ideas to get you started:

- [Customize your privacy settings](#)
- [Upload a photo and create your user icon](#)
- [Add a short bio or links to profiles on other sites](#)
- [Start Digging stuff you like](#)

From digg.com

solution: Reward users by prolonging their game time to allow for higher scores and measures of success.

rationale: Use promise of Prolonged play as a motivational factor for specific behavior.

Invite your friends to Dropbox!

For every friend who joins Dropbox, we'll give you both 250 MB of bonus space (up to a limit of 8 GB)!

Option A: Send them this link

[Share on Facebook](#) [Share on Twitter](#)

Option B: Invite contacts from your email account

(Gmail, AOL, Hotmail, Yahoo, etc.)

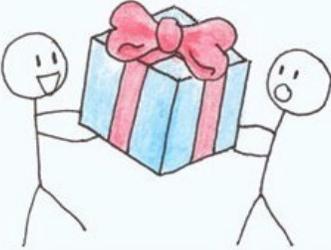
Your Email

Email Password

[Retrieve your contacts](#)

Option C: Invite friends by entering their e-mail addresses

[Send invites](#)



Once your friend registers and installs Dropbox, you'll both get extra space. Hooray!
Afterwards you can [view the status of your referrals](#) or visit our [Help Center](#) if you have any questions.

solution: Give users a way to reach their goal more quickly than they could before.

rationale: Use to distinguish between rookie, normal, and power users.

Use to promote users that contribute quality content.

Use when your users are naturally divided into specific roles, where some powers are a natural given fact.

**flag weight is much lower for new users.*

Bozho



Registered User

name	Bozho
member for	1 year, 5 months
seen	6 mins ago
website	techblog.bozho.net
location	Sofia, Bulgaria
age	23

100054

reputation

top **0.04%** this month

7108 views

flag weight 145

 [network profile](#)

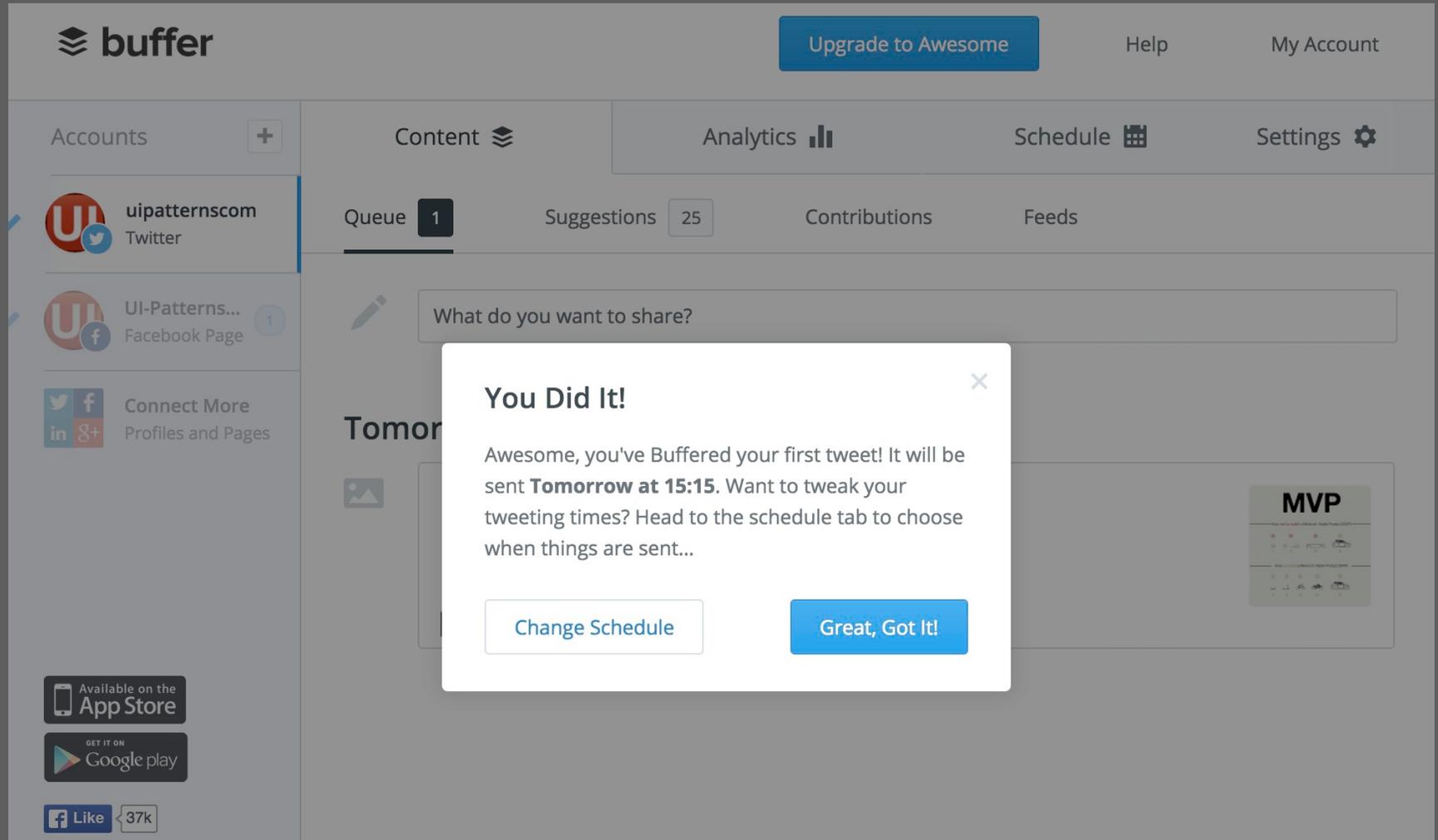
solution: Use explicit statements, graphics, a sound effect, or similar indicator to reward a job well done.

rationale: Use when your users need guidance in what is right behavior.

Use when you want to enforce certain user behavior over other kinds of behavior.

Use to let users know they are on the right path.

Use to keep up the momentum of your users.



solution: Utilize a user's desire to explore by unlocking new features as a reward for specific behaviors

rationale: Use when you wish to distinguish new rookie users from experienced all stars.

Use when you want to retain users and keep them active.

Use when you want to keep users' behavior in a forward motion toward your goals.

Use when you want to convey a sense of unfolding a website as users explore it.

The screenshot shows the 'concept feedback' website. At the top, there is a navigation bar with links for HOME, GET FEEDBACK, COMMUNITY, FAQ, BLOG, and CONTACT. On the right, there are buttons for Register and Sign In. Below the navigation, there is a 'Premium Concepts?' section with a 'View All' link. A callout box states: 'Premium concepts are reserved for Elite and Titan members'. Below this, there is a grid of five concept thumbnails:

- Local Custom Aquarium Servi... by Curtis Scott
- Landing page for new training ... by Richard Miles
- Amr Mohsen Real Estate by Amr Mohsen
- The Lennon Website - Mass Pr... by Jami Gibbs
- IPARW 2 Digital

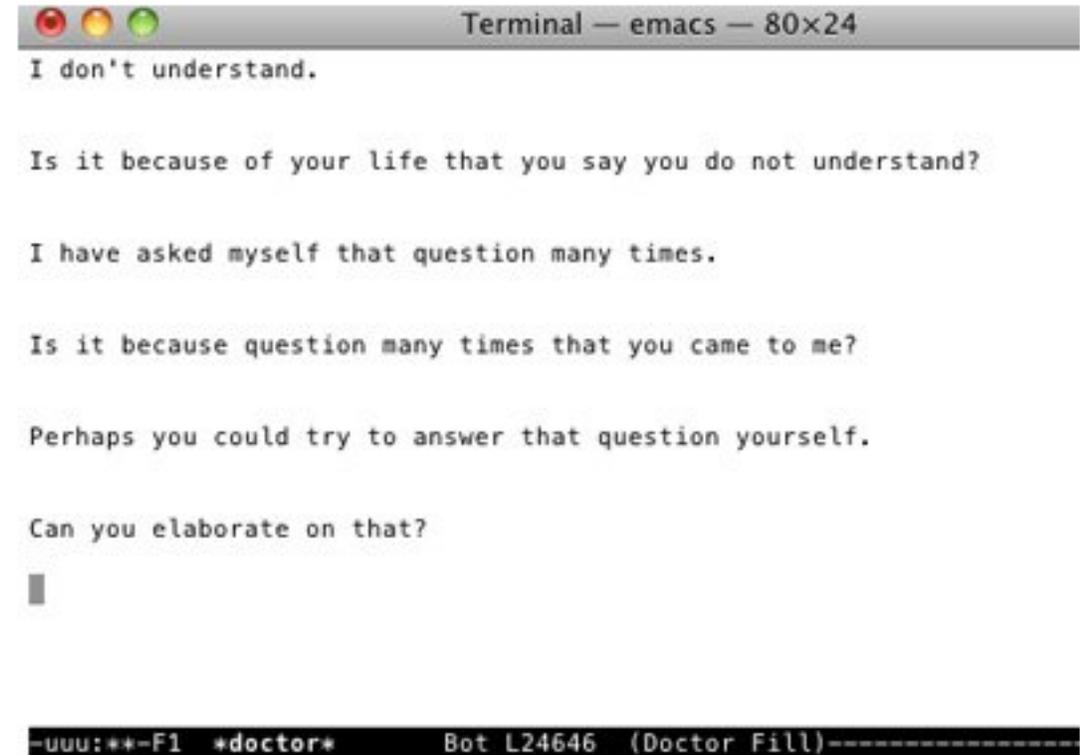
Below the thumbnails, there is a '2 Answers' section. The first answer is from user 'jazZRo', who has 2,193 reputation, 5 votes, and 15 answers. The answer text is: 'They are called User Interface Design Patterns (or simply UI Patterns) Searching for this on the web will give enough resources. One of the first you will come across is ui-patterns.com where this page shows a list of patterns with an explanation and examples.'

At the bottom, a blue notification box says: 'Thanks for the feedback! Once you earn a total of 15 reputation, your votes will change the publicly-displayed post score.'

solution: We remember and respond favorably to new, unexpected, and playful pleasures

rationale: Small details of surprise can add delight to any interface. Consider playful microcopy, a link to a fun video, or the gift of a compliment to a user. The mere discovery of “Easter eggs” such as coupons, virtual gifts, or a humorous image will form a favorable and memorable impression.

Start up Terminal on your Mac. Type "emacs" and hit enter. Quickly press esc + x. Then type "psychoanalyze-pinhead" to see your Mac have a conversation with itself. To stop the scrolling conversation, press ctl + g.



Screenshot

users want **relevant and challenging engagement**, with **achievable goals** resulting in **meaningful rewards** for **delighted and engaged users**.