

GAMIFICATION

ITS NOT A GOAL

1 October 2015

TRIFORK.
...think software

> Speaker Introduction

> Gamification Defined

— — BREAK — —

> Refinement

> Pitfalls

> Reflection

> Q&A

WHO ARE WE

> Søren Fruergaard

- 34 years old
- IKT Engineer

> Allan Kirkeby

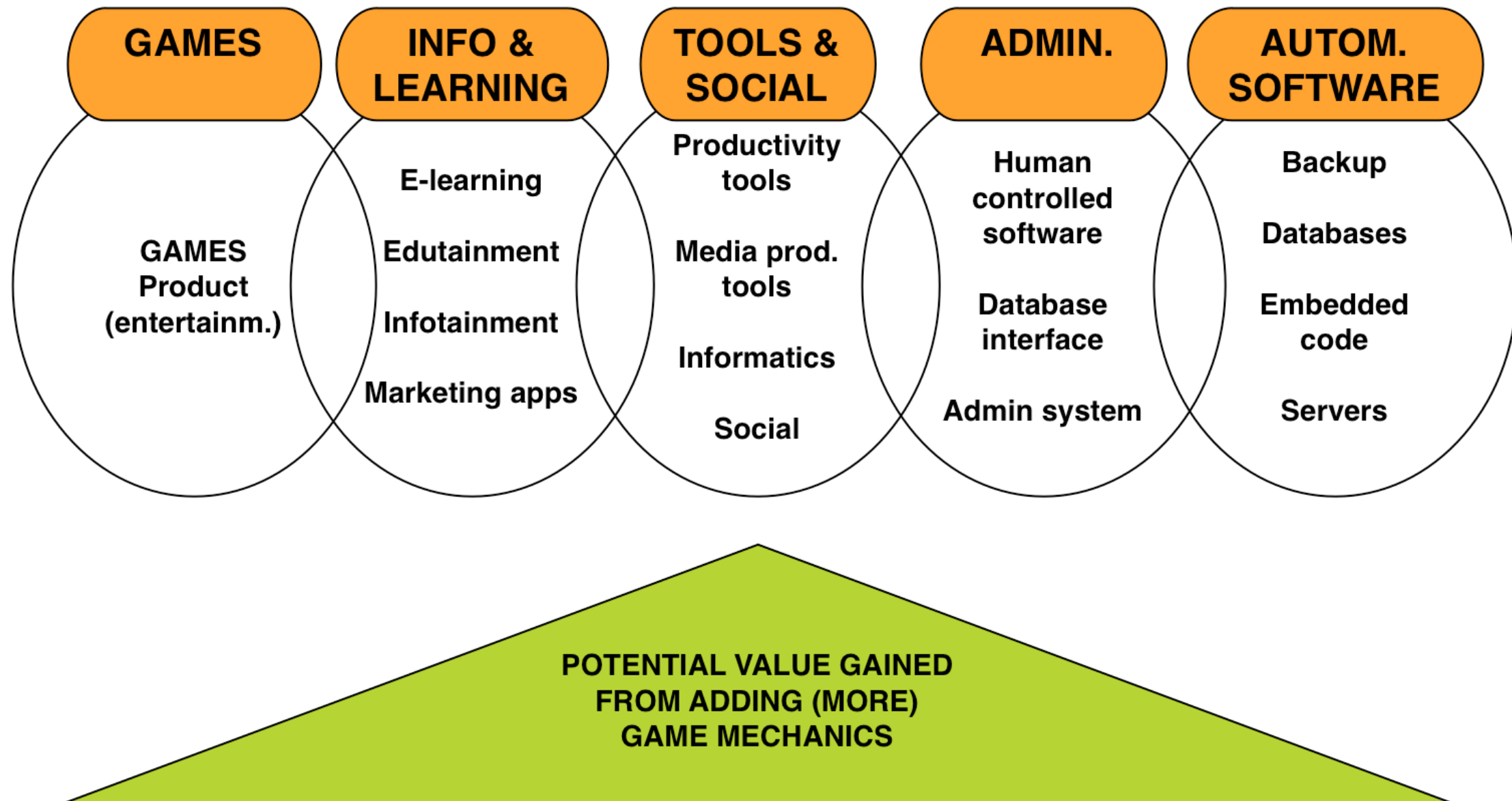
- 40 years old
- Managing Director at Unity Studios



THE ONE LINER

**Apply game-thinking and
game-mechanics in non-game
contexts to engage users
towards goals**

APPLIED AREAS



TYPICAL DEFINITION

Gartner is redefining gamification as

“the use of game mechanics and experience design to digitally engage and motivate people to achieve their goals”

http://blogs.gartner.com/brian_burke/2014/04/04/gartner-redefines-gamification/

KEY ELEMENTS

- **Game mechanics** describes the use of elements such as points, badges and leaderboards that are **common to many games.**
- **Experience** design describes the **journey** players take with elements such as game play, play space and story line.
- The goal of gamification is to **motivate** people to **change behaviors** or **develop skills**, or to **drive innovation.**

KEY ELEMENTS

- Gamification is a method to **digitally engage**, rather than personally engage, meaning that players **interact with computers, smartphones, wearable monitors** or other digital devices, rather than engaging with a person.
- • Gamification focuses on enabling players to **achieve their goals**. When organizational goals are aligned with player goals, the organization achieves its goals as a consequence of players achieving their goals.

THE END

DEBUNK

Today's buzzword?

Gamification

#MktAlumni

THE BUZZ

- **Principles used for 30 years**
- **“Gamification” was Coined in 2002 by Nick Pelling**
- **Hyped Buzzword from 2010**
- **No one definition - No holy grail.**

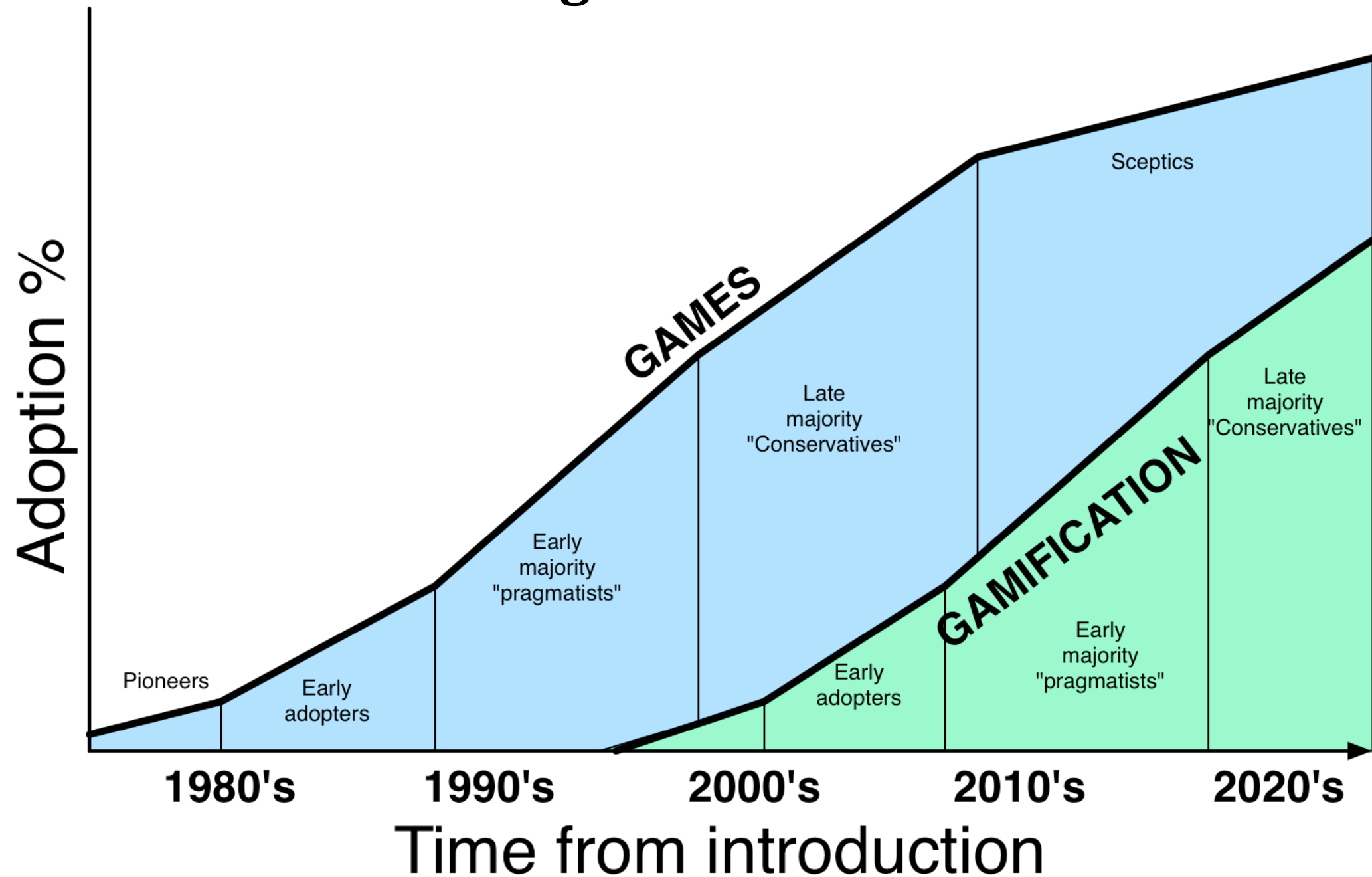
“71% of companies expect big data to have a significant impact on sales”

PEELING THE ONION

IT'S
GREAT

TIMELINE

Evolution Lag and Modern Games



GET UP AND WALK AROUND

BREAK TIME

SHOW AND TELL



MECHANICS

Coming up!

- Reward & Reward Cycles
- Curiosity
- Social
- Competition

MECHANICS

- **Reward (Meta game)(Egoism)
(Motivation)**
 - **Meaningful!**
 - **Badges**
 - **Points/Score**
 - **Status & Progression & Levels**
 - **Avatar accessories**
 - **Cycles**



MECHANICS

- **Curiosity /Exploration/Discovery**
 - **New technology**
 - **Virtual world**
 - **Guided Learning Curve**
 - **Visualise Progress**
 - **Visualise Opportunities**
 - **Inspire Direction**



MECHANICS

> Social

- Humans are pack animals
- Share
- Bragging
- Status
- Relation Strengthening
- Inspiration (yourself & others)



MECHANICS

> Competition (Status, Progression)

- Leaderboards
- Diminish Others (WIN!)
- Promote Self
- Dominans
- Different target audience
- Humans are pack animals
 - All packs have an ALPHA



PITFALLS



PITFALLS

- **Following the Hype**
- **Your Measure can become the goal**
- **Game Mechanics Overdose**

SUMMARY

- **Gamification is a tool to be used correctly**
- **Bottom up pragmatism**
- **Know your audience**
- **Meaningful choice is subjective**
- **Its not a goal**
- **Its not a platform**
- **In itself not a value**



Thank you!
Questions?

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