

» Gamification

-game mechanics in enterprise software

Tina Adams: UX/Visual Design Lead

- 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.

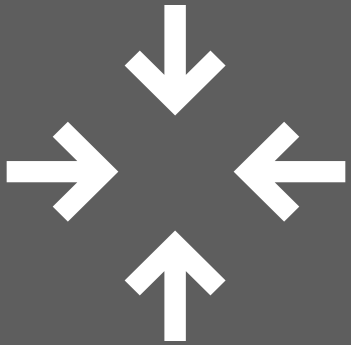
– Rajat Paharia, CPO & Co-founder, Bunchball



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**

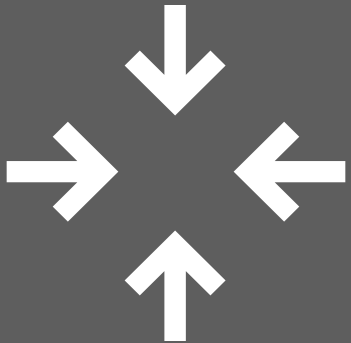


**clear and timely
feedback**



**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



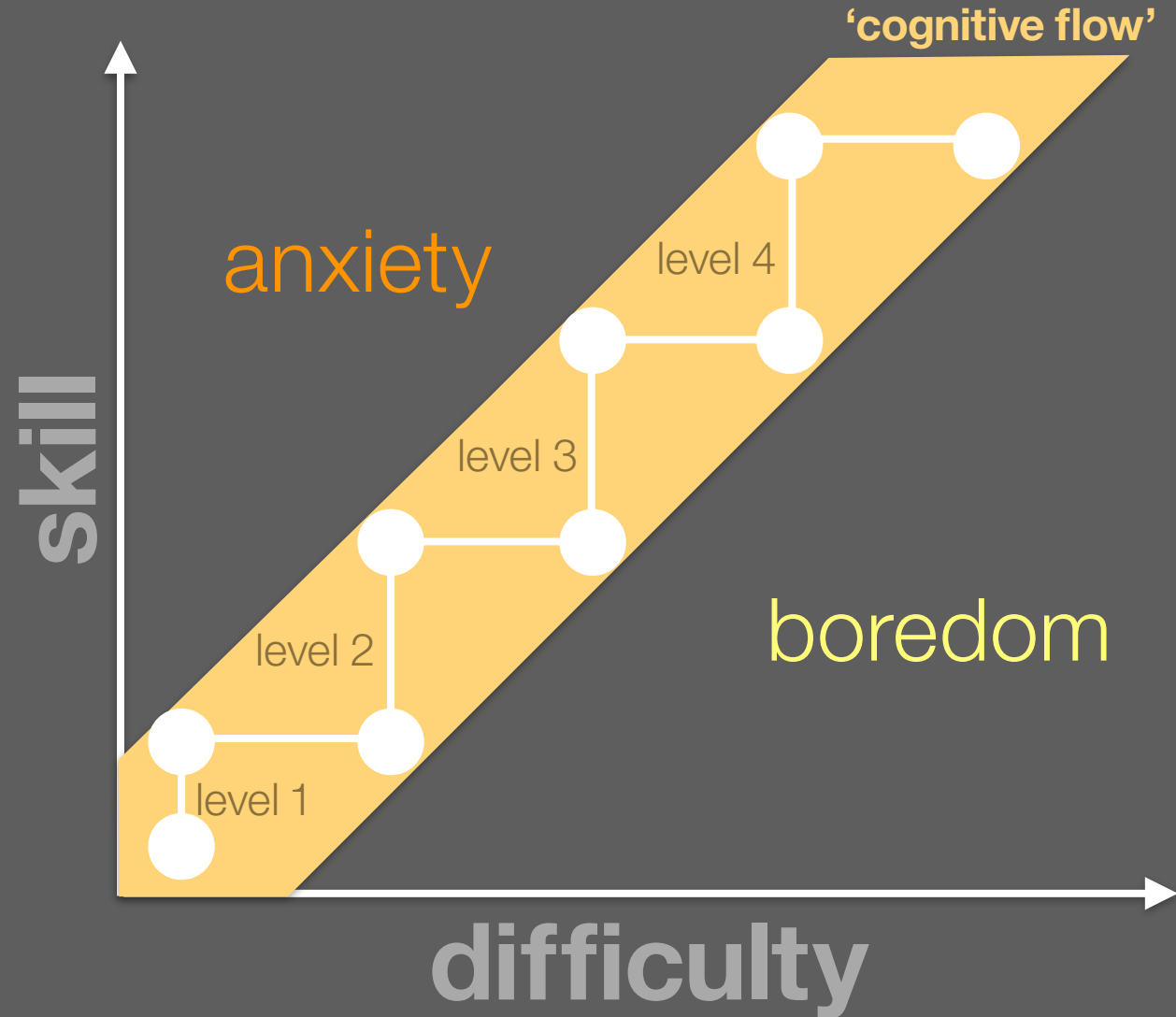
clear and timely
feedback



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)

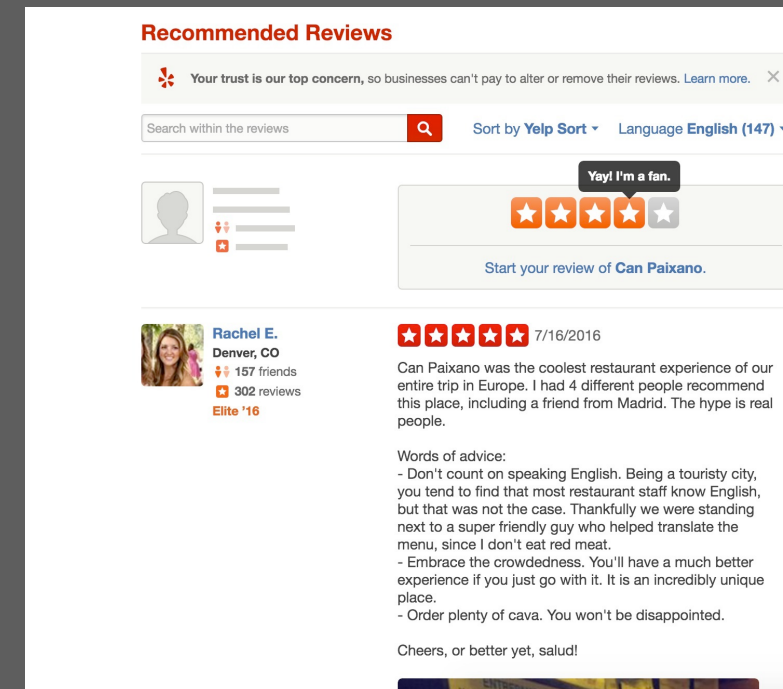
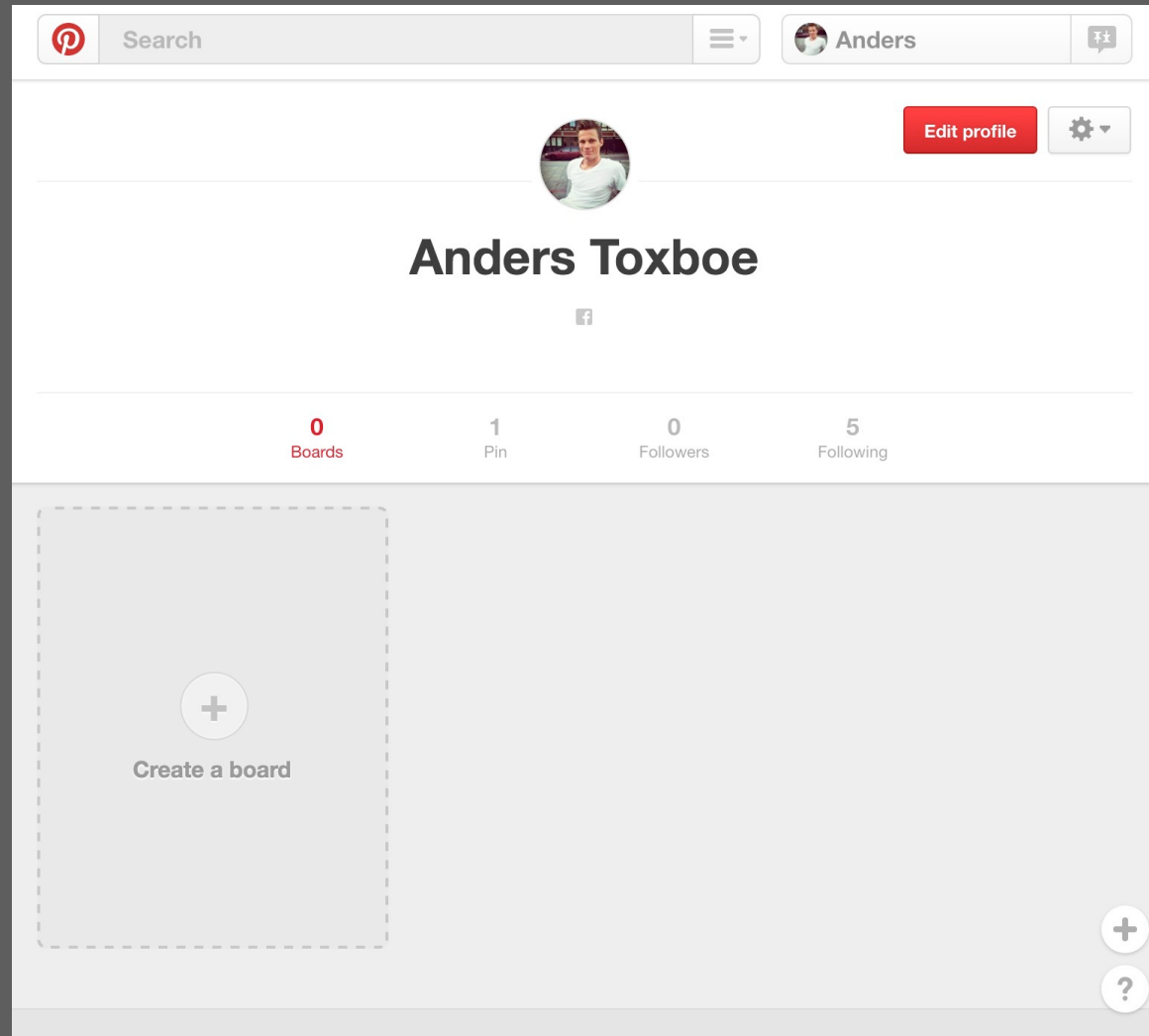
- competition
- prolonged play
- powers
- praise
- unlock features
- achievements
- delighters

let's look at each facet.

intentional gaps: create gaps that users need to fill

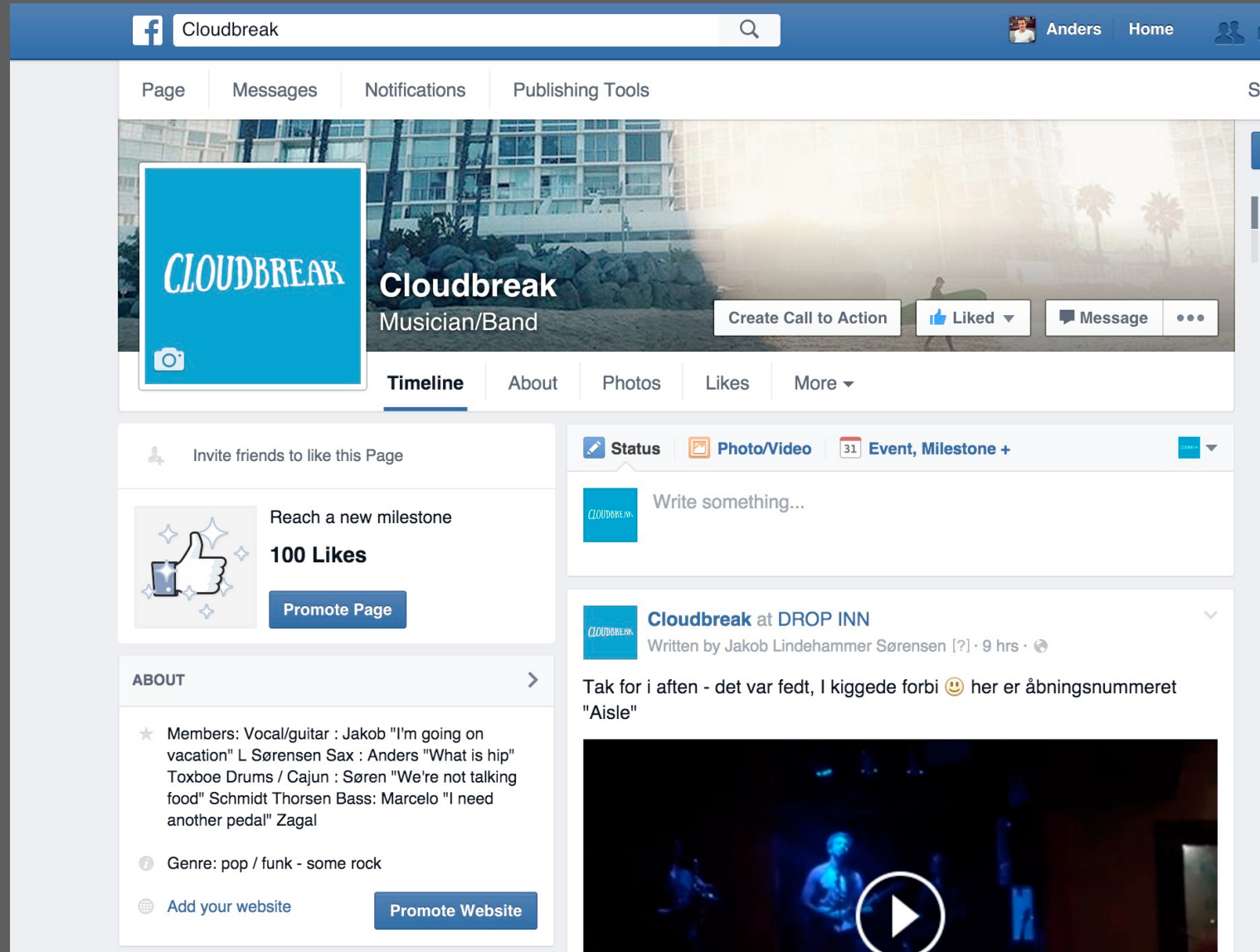
solution: Leave deliberate gaps that users will want to fill.

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.



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.



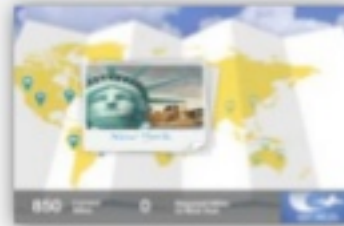
solution: hint at the broader picture of a progression to an ultimate goal.

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

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!**

+

+

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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.

Discover

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*



You are currently on the account server for the Lomography [Community](#) & [Shop](#) sites. Once logged in you will be redirected to

Hello recurving | [Account Settings](#) | [See Piggies](#)

Piggies History


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


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.

 **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.



What's next?

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

Type a list of invitee email 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](#)

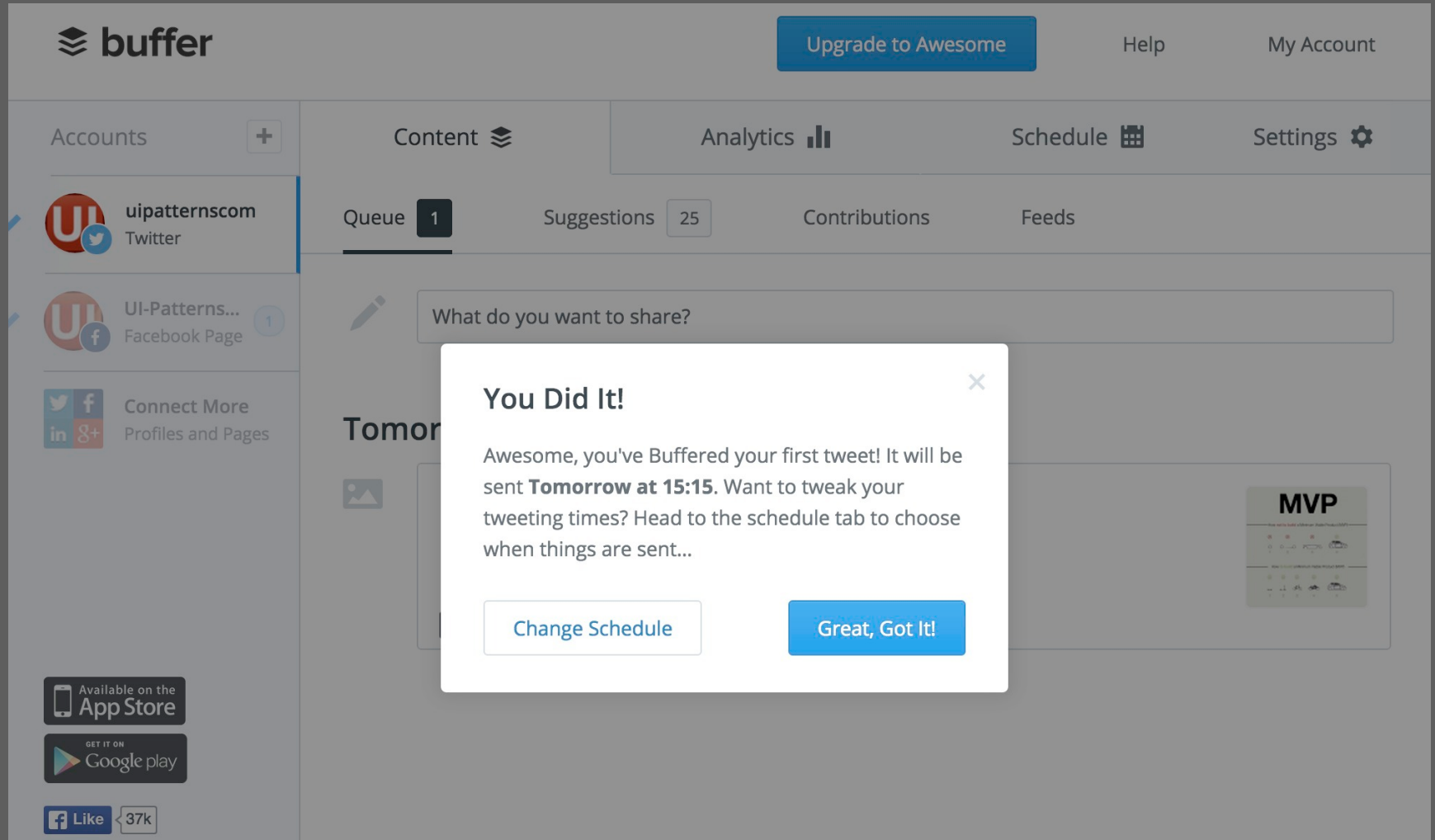
solution: Use explicit statements, graphics, a sound effect, or similar indicator to reward a job well done.

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.

concept
feedback


HOMEGET FEEDBACKCOMMUNITYFAQBLOGCONTACT

RegisterSign In


Premium Concepts?View All

Post Concept


Premium concepts are reserved for Elite and Titan members




Local Custom Aquarium Servi...
Curtis Scott




Landing page for new training ...
Richard Miles



Amr Mohsen Real Estate
Amr Mohsen



The Lennon Website - Mass Pr...
Jami Gibbs



IPARW 2
Digital

add a comment

2 Answers

activeoldestvotes


1

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.

share edit

answered 14 hours ago

jazzRo
2,193 5 15

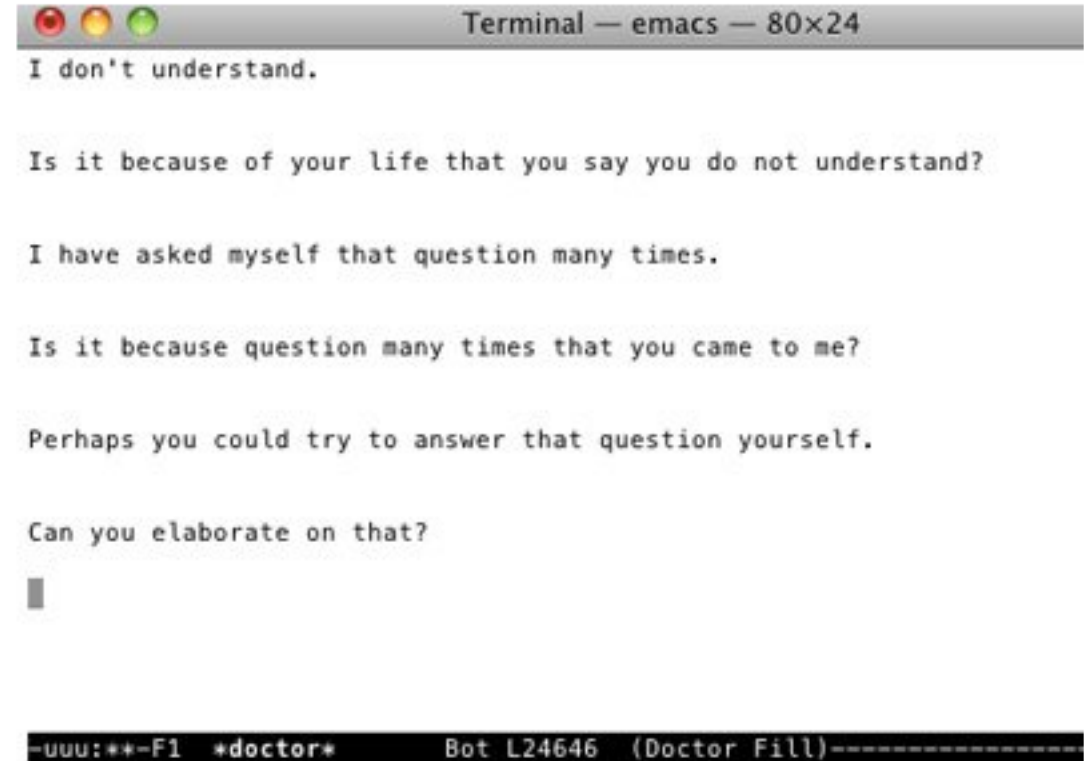
Thanks for the feedback! Once you earn a total of 15 reputation, your votes will change the publicly-displayed post score.

add a comment

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 ctrl + g.



Screenshot

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