Gamification Summary and Resources


**What Might be in a Gamified Solution?**

- Badges
- Levels
- Progress bars
- Leaderboards
- Recognition
- “Social currencies”
- Rewards

**What CAN Gamification Do?**

- A gamification initiative can combine both extrinsic and intrinsic motivators
  - Rewards like badges, stuff
  - Meet people’s basic needs for achievement, recognition and satisfaction
- Create “Currencies” for motivating people
  - Self-esteem
  - Fun
  - Stuff
  - Social Capital

*Although many gamification solutions fail, several factors can set it up for success*

- Tie gamification efforts to strategic business goals
- Tie gamification to user goals

**Gamification Solutions – IT based**

- Number of different products that offer gamification elements
  - Badges
  - Leaderboards
  - Progress bars
  - Interface with social tools in the enterprise

*There are also gamification ideas that are not necessarily IT solution-based*

- Crowdsourcing
- Veiled learning
Gamification Techniques: Increasing User Adoption and Creating Loyalty

Application for RIM & IG

★ What are your goals for the program?
★ Do we need a gamified solution if we’re the only game in town? (true loyalty vs. forced)
★ See if there are gamification tools already implemented or planned in the organization
★ If not and there’s no budget, look to non-gamified solutions
★ Track outside of a tool (e.g. spreadsheet)

Possible Use Cases in RIM and IG

★ New software implementations
★ Coordinator engagement
★ Business process improvements
★ Develop true program loyalty through veiled learning
★ Gamification-light: Incorporate game elements into regular training sessions

Resources and References

Gamification and game theory is a complicated topic. Below are a few resources and references. Note: some links might be vendor websites, but this session doesn’t promote a specific vendor. Facilitator’s info: Laurie Carpenter, IGP, CRM  Lcarpenter0@gmail.com

Gabe Zichermann – free online videos, author
http://www.gamification.co/gabe-zichermann/

On-demand Gamification webinars

Online articles – Gamification
Brian Burke – Gartner (multiple articles, different publishers)
http://www.forbes.com/sites/gartnergroup/2013/01/21/the-gamification-of-business/

CIO Magazine (multiple articles)

Game Theory and Motivation


Types of Gamers
http://en.wikipedia.org/wiki/Bartle_Test

http://badgeville.com/wiki/Personality_Types

Instructional Design
http://outreach.alleninteractions.com/poster-taxonomy-alignment-for-gaming-tag/

App Development Platform (See Sunny Side Grill App for sample user gamified training)
https://zebrazapps.com/#/list?visitor&zapp