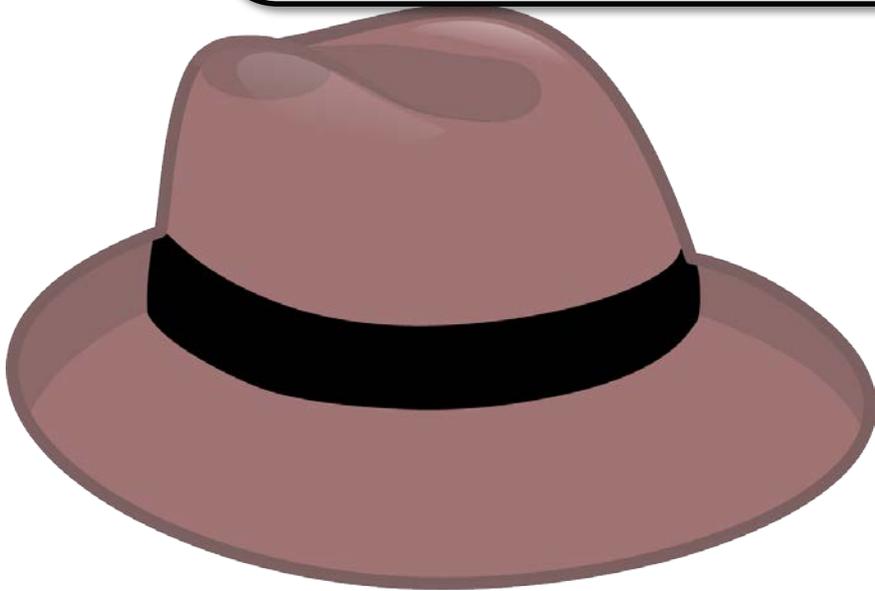




How Using Gamification In Your Business Drives Better Outcomes

Presented by: Karl M. Kapp
Twitter @kkapp

Design takeaway
challenge.



Case:

A former game designer
university professor
has solved the mystery
using
better

She discovered
could re

All she
with some strange

Our mission is to find
before it's too late...

If it's not too
late already.



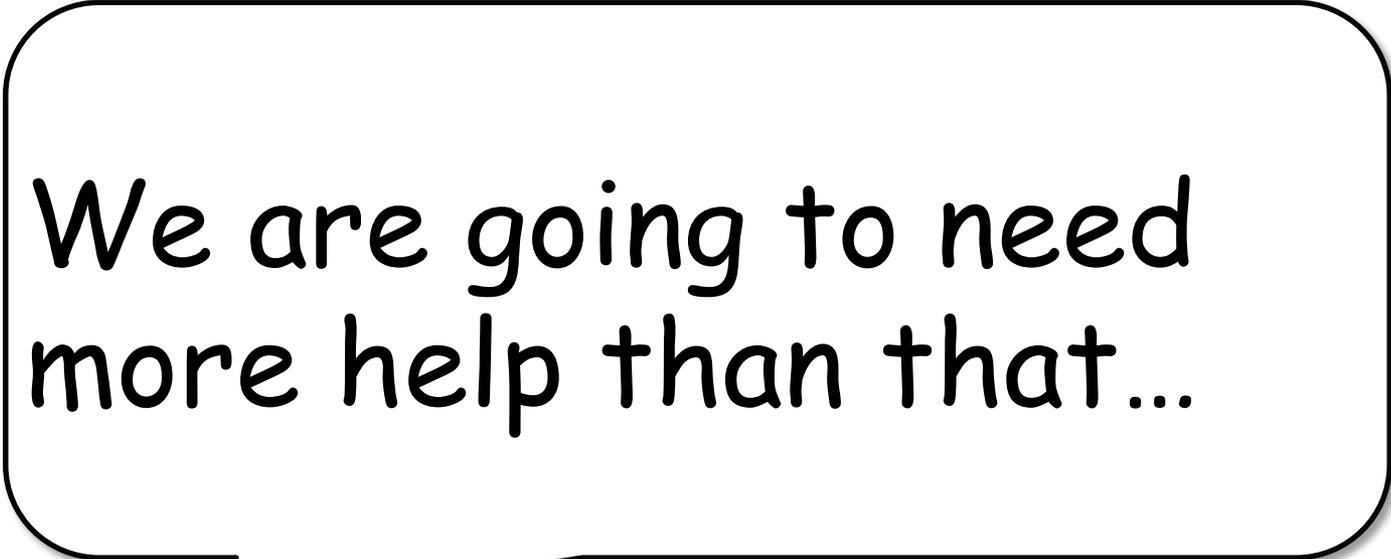
We need some
helpers...

Yes?

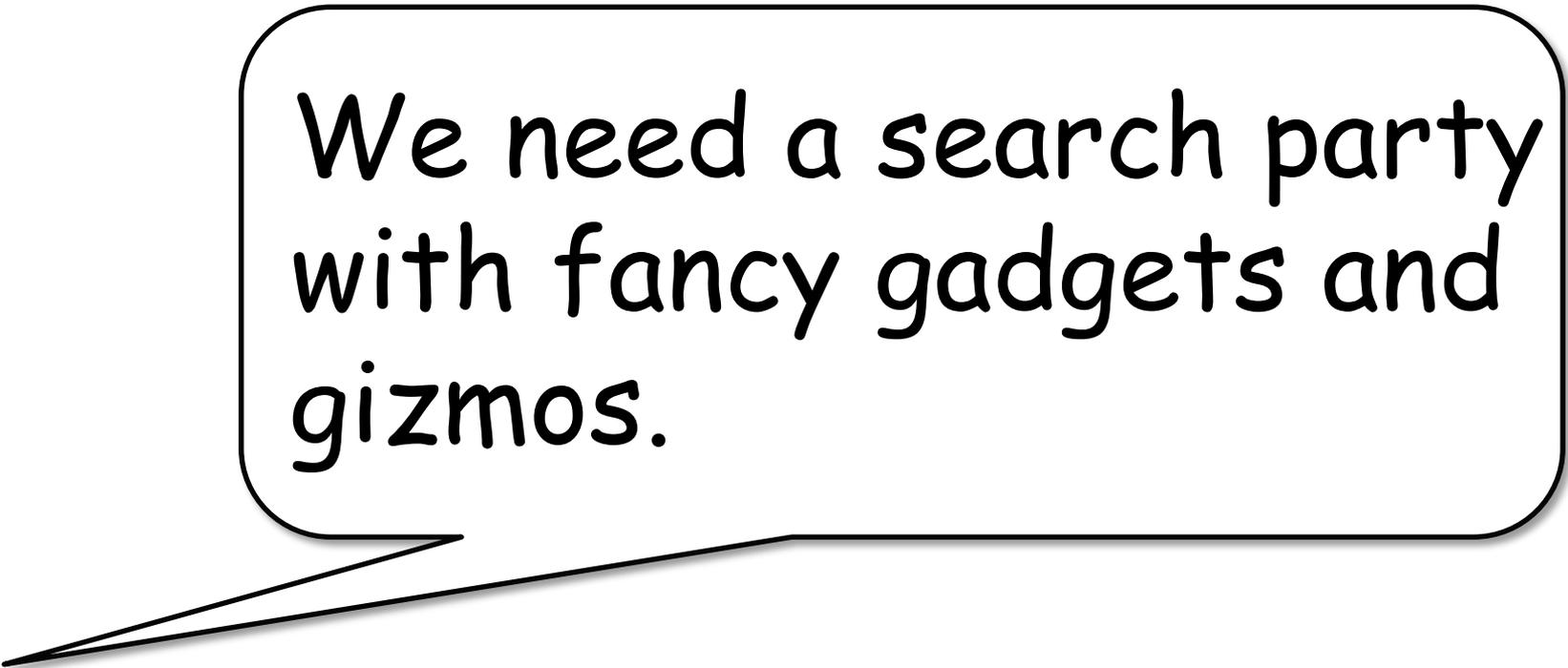


Yes?



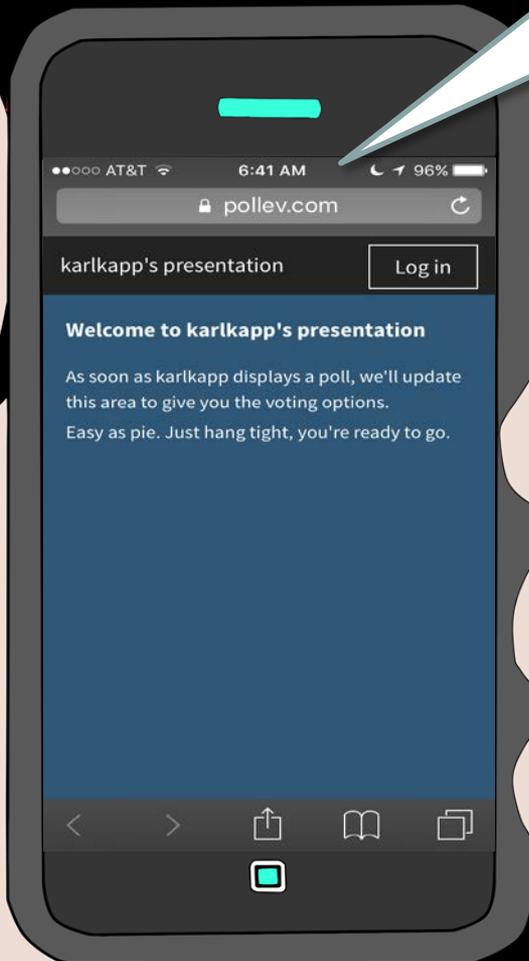


We are going to need
more help than that...



We need a search party
with fancy gadgets and
gizmos.

Internet Option in browser
window type:
Pollev.com/karlkapp



Blue

Green

We need two search parties. The team that answers the most questions correctly finds the professor and wins.

What search party do you want to join?

Blue

Green

X

Fantasy

X

*Memorable
Experience*

X

Action

X

*What is
Gamification*

X

*Curve of
Interest*

X

Mystery

X

Story







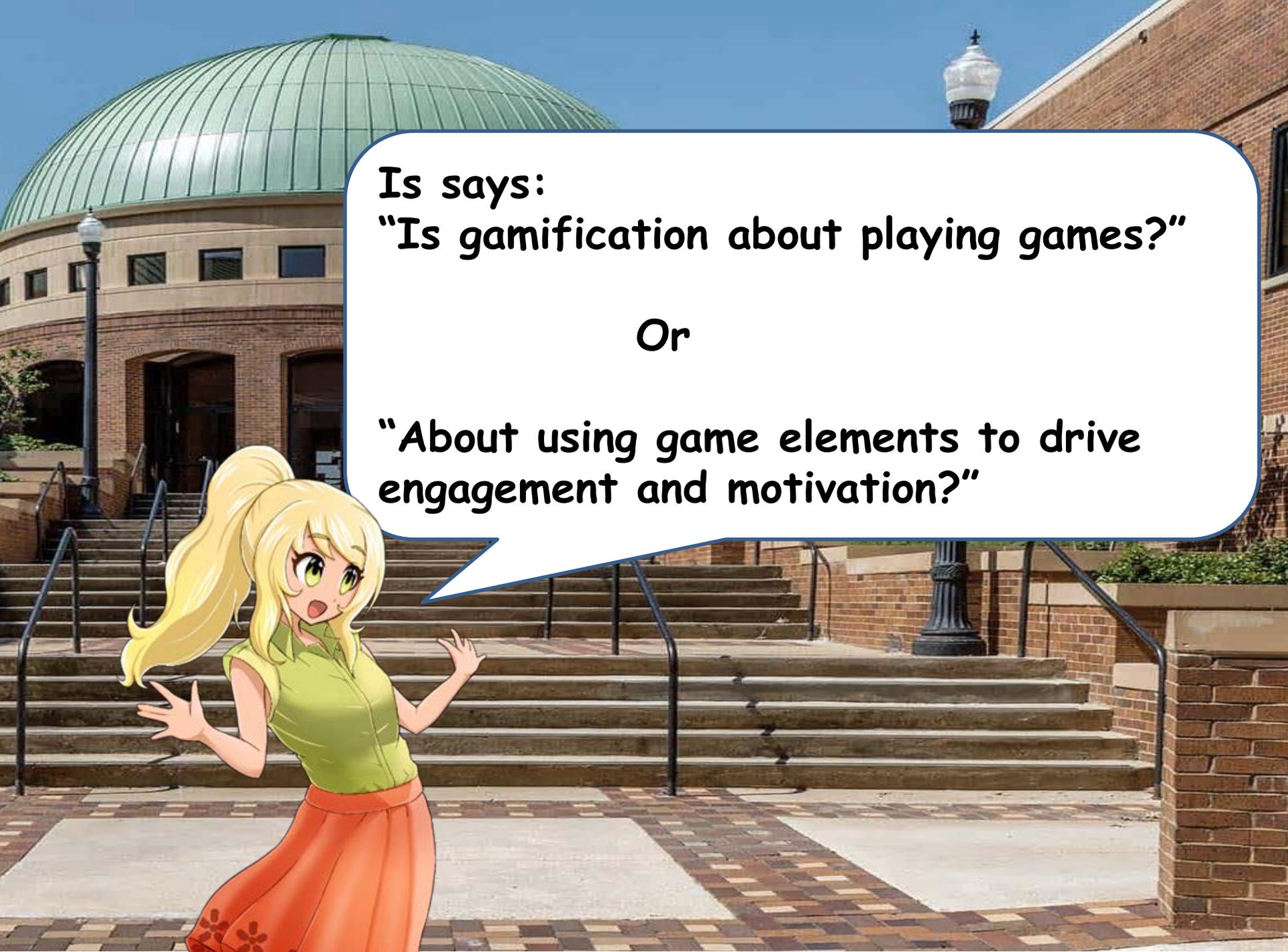
Hey, the map took us to the
Birmingham Civil Rights Institute.

How unexpected.



Found a Clue.

Great! What does it say?



It says:

“Is gamification about playing games?”

Or

“About using game elements to drive engagement and motivation?”

Is gamification about...

Playing games

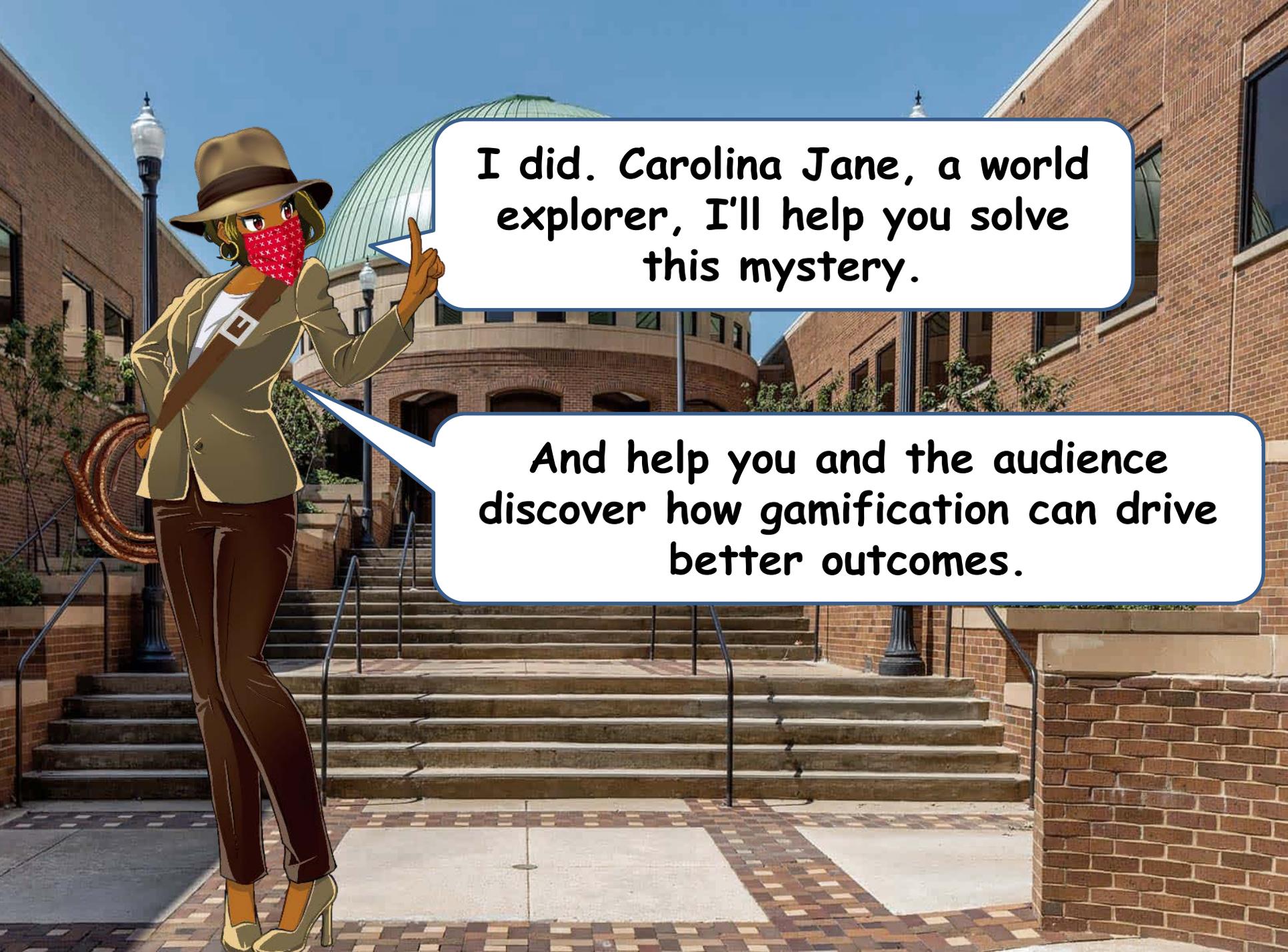
Using game elements
to drive engagement
and motivation



Gamification is not about “playing games” it’s about using game elements to drive engagement and motivation.

Who said that?





I did. Carolina Jane, a world explorer, I'll help you solve this mystery.

And help you and the audience discover how gamification can drive better outcomes.



Now, on to the next clue.

X

Fantasy

X

Memorable
Experience

X

Action

X

What is
Gamification

X

Curve of
Interest

X

Mystery

X

Story



It's cold! Quick, inside.

Brrr...

Look, there is a clue written on the wall. Let me see what it says.

Wow, it's a lot bigger in inside than it looks from outside.



Hmm, it says: Is gamification all about...

Loyalty points, badges and leaderboards?

or

Staging and designing memorable experiences?





Is gamification about

Loyalty points,
badges, and
leaderboards?

Staging and designing
memorable
experiences?

Some folks confuse gamification with the developing contests or competitions, awarding badges or creating loyalty programs.



Also many think it requires technology, it doesn't.



What does it require?

Ok then...



A woman with short green hair, wearing a brown fedora, a red patterned scarf, a tan trench coat, and dark pants, stands in a snowy, blue-toned landscape. She has a satchel slung over her shoulder and is holding a coiled rope. In the background, there are several igloos. Two speech bubbles are present: one pointing to her and another pointing to the igloos.

**Follow me to the next
stop, if you want to
find out more.**

**And get one step closer to
finding the lost professor.**



X

Fantasy

X

*Memorable
Experience*

X

Action

X

*What is
Gamification*

X

*Curve of
Interest*

X

Mystery

X

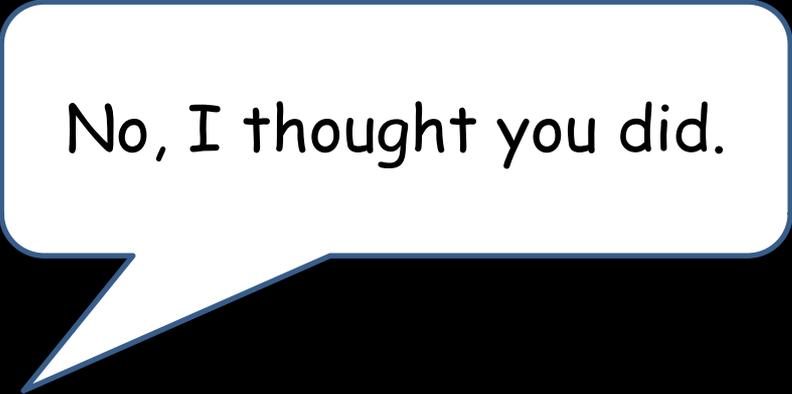
Story



Hey, we're in some kind
of dark cave here at
the top of the world.



Yeah, I can't see a
thing, did you bring a
torch?



No, I thought you did.



Wait, do you hear
something?

Suddenly, this face appeared out of nowhere,
it was the mysterious "Carolina Jane"



Riddle me this:



Can the use of fantasy be used as a motivational tool?



Can fantasy be used as a motivational tool?

Yes

No

Let's look at what motivates people?



Challenge, Curiosity, Control, Fantasy, Cooperation,
Competition and Recognition.

Hey, I know that's Malone's
Theory of Intrinsically
Motivating Instruction.

Fantasy provides two big benefits...



Cognitively a fantasy can help apply old knowledge to understand new things and help with memory.

Emotionally, a person can connect with the experience. We are drawn to fantasy.

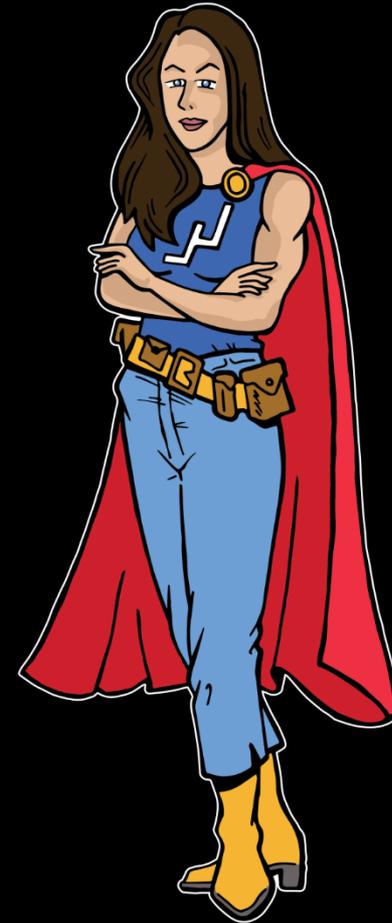
Let me give you an example of the power of fantasy.



In a study two groups of people looking for a boy who needed insulin.

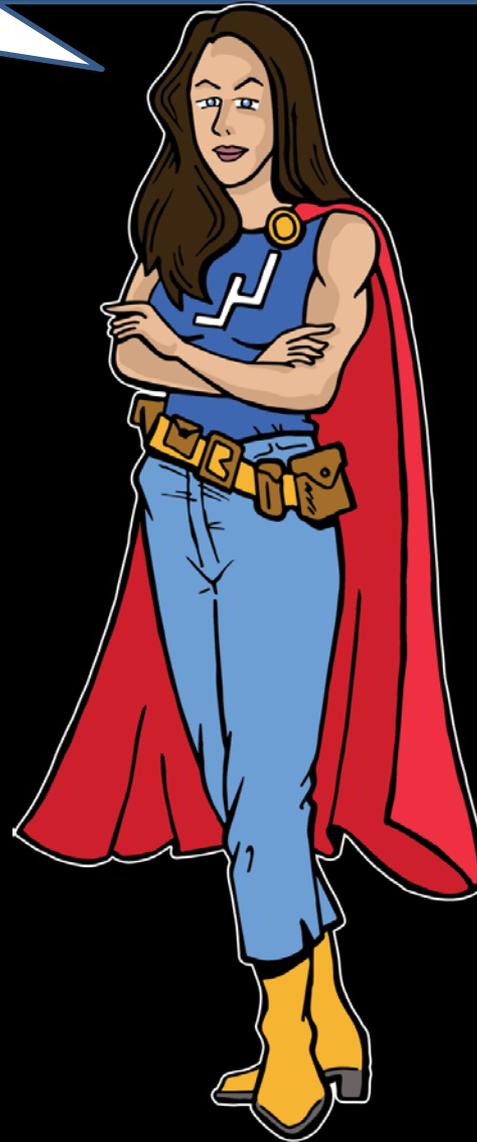


Group One: Helicopter



Group Two: Super Hero

Super Hero group more helpful!



Of course!



You are now closer to finding your professor and solving the case of using gamification to drive outcomes.

Twittermission



Call your mother,
send a text message,
tweet to your tribe.

X

Fantasy

X

Memorable
Experience

X

Action

X

What is
Signification

X

Curve of
Interest

X

Mystery



Ok, back on track.

X

Fantasy

X

*Memorable
Experience*

X

Action

X

*What is
Gamification*

X

*Curve of
Interest*

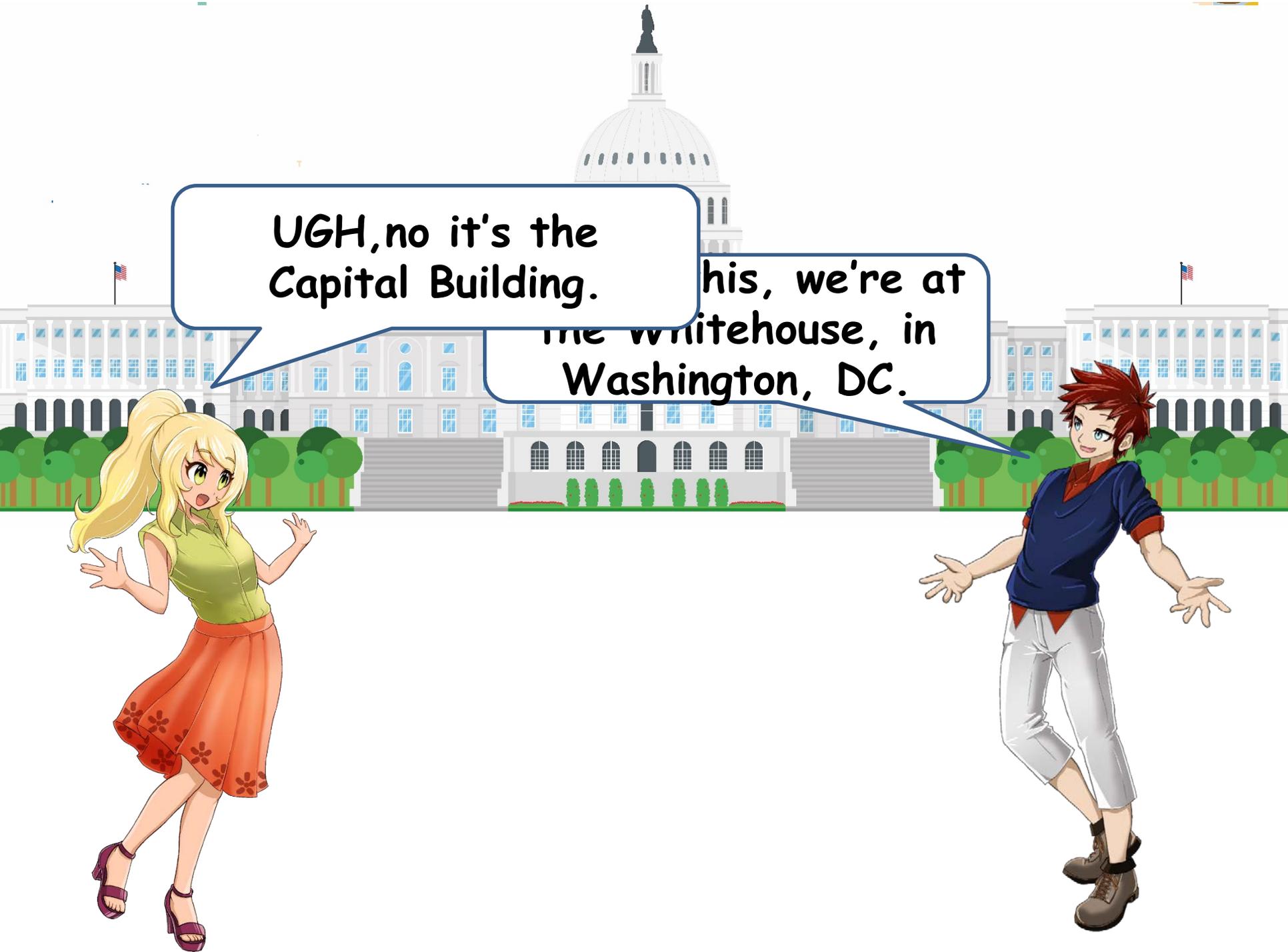
X

Mystery

X

Story





UGH, no it's the
Capital Building.

This, we're at
the Whitehouse, in
Washington, DC.





Whatever, let's go inside
and look for a clue. We'll
take the tour.



Found a clue, when creating engagement, should you start with

Written instructions and explanations, then action.

or

Action right away before explanations.



When creating engagement, should you start with

Written instructions and explanations, then action.

Action right away before explanations.



Why does this answer make sense?

Not Sure? And, you're our tour guide?



Good game designers know that games are engaging because they require action right away.

Action draws in the player and encourages further engagement. Can you design in the same to your events?





Too often instruction or educational experiences focus too much on content and not about the actions or activity.

Make the traveler do something

Hands on.

Identify an artifact.

Answer a question

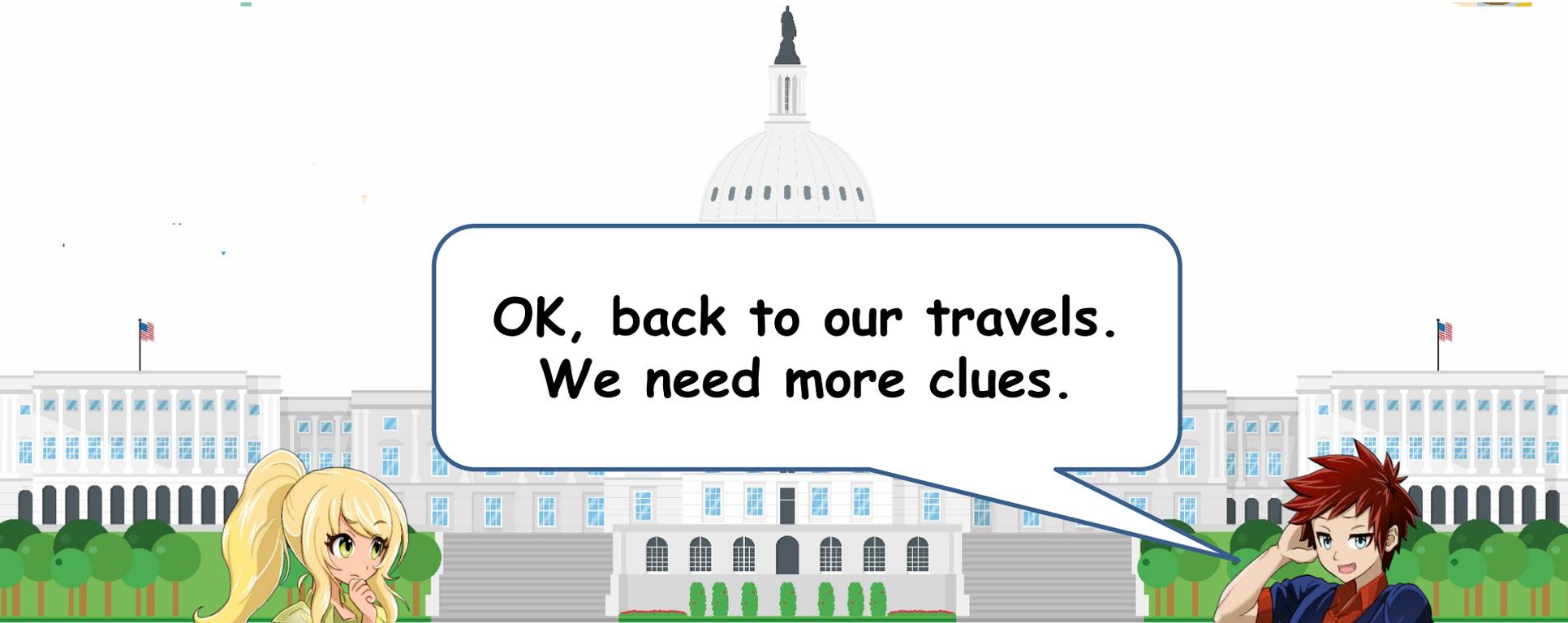
Pick a team.

Solve a mystery.

Confront a challenge.

Make a decision.





OK, back to our travels.
We need more clues.



X

Fantasy

X

*Memorable
Experience*

X

Action

X

*What is
Gamification*

X

*Curve of
Interest*

X

Mystery

X

Story



A young man with spiky red hair, wearing a blue t-shirt with red trim, white pants, and brown boots, stands in the center of a jungle temple. He has his arms outstretched and a surprised expression. The temple is built into a lush jungle with large trees and hanging vines. The architecture features stone carvings, including a large skull on the wall behind him. Two speech bubbles are positioned above him, one on the left and one on the right.

Come in here, I found a clue.

Wow look at this place.

Clearly describe all events and activities.

or

Create a sense of mystery and curiosity.

Look a clue written on the wall.





Should we...

Clearly describe
all events and
activities?

Create a sense
of mystery and
curiosity?

It is always a good idea to build curiosity and mystery into events. It draws people in and provides motivation.



Check out my notebook on the topic.

Wait, where did you come from?



Clue
12 Arm
arrangement
(Indian?)

~~VAJRAKILAYA?~~



Cognitive curiosity is evoked by making people believe their knowledge structures are inconsistent or incomplete.

Curiosity- Game environments evoke curiosity by providing an optimal level of informational complexity and a novel and exciting game space.

Mystery-Occurs when there is a gap between known and unknown.

Destroys obstacles
hostile to
compassion

12 Clue
Arm
arrangement
(indian?)

~~VASRAKILANA?~~

The following enhance mystery:

1. Novelty
2. Complexity
3. Inconsistency
4. Surprise
5. Incomplete Information
6. Inability to Predict the future

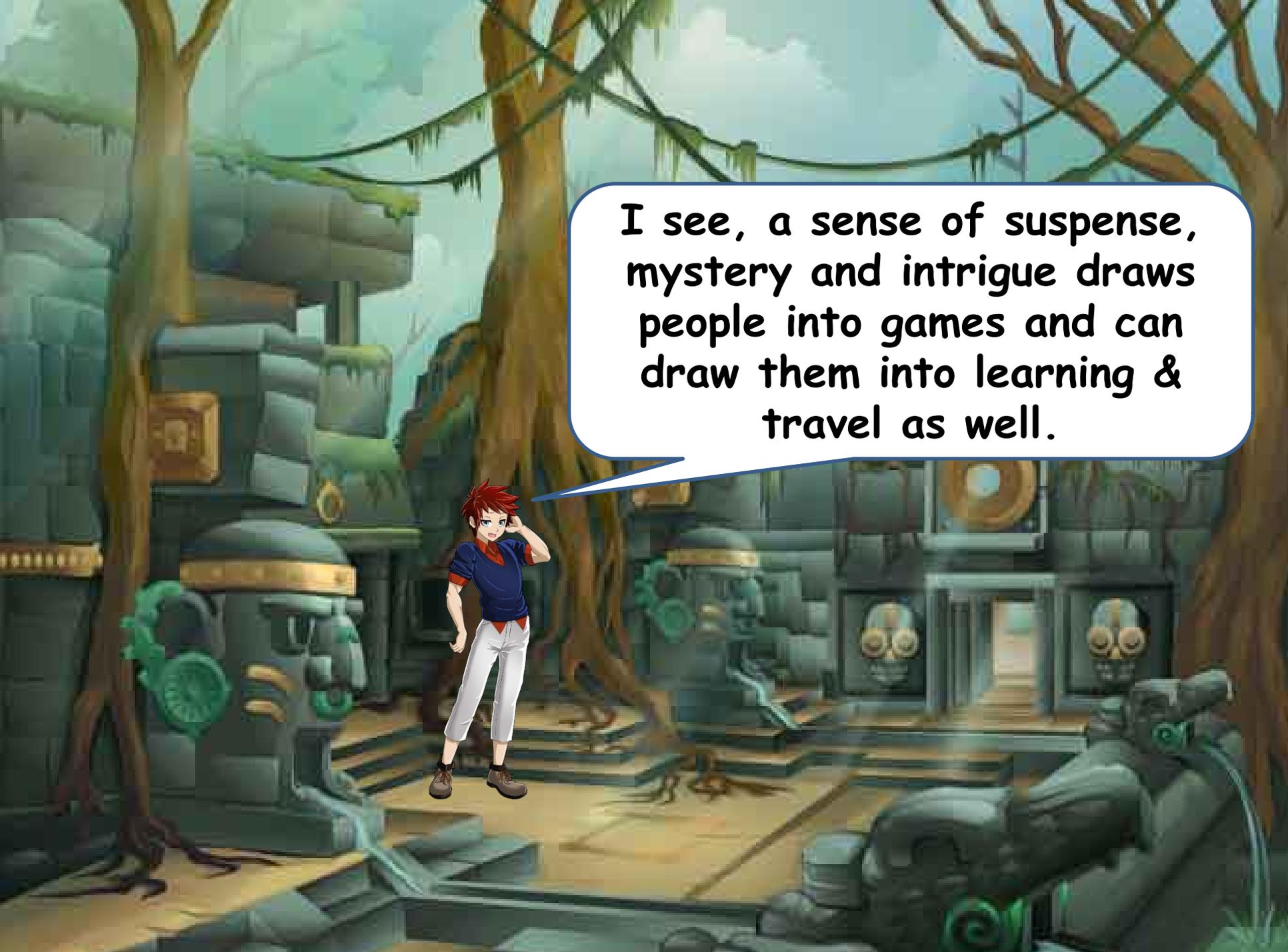


TRIDENT



Destroys obstacles
hostile to
compassion

central orb a
representation of the
cintamani stone

A young man with spiky red hair, wearing a blue short-sleeved shirt with red trim and white pants, stands in a lush, ancient jungle temple. He is looking towards the viewer with a thoughtful expression, his hand near his chin. The temple is filled with intricate stone carvings, including large statues with circular motifs and a central doorway. The scene is set within a dense forest of tall, moss-covered trees. A large white speech bubble with a blue border and a tail pointing to the man contains the following text:

I see, a sense of suspense, mystery and intrigue draws people into games and can draw them into learning & travel as well.



I think we are closer to finding the professor, let's search for more clues.

X

Fantasy

X

*Memorable
Experience*

X

Action

X

*What is
Gamification*

X

*Curve of
Interest*

X

Mystery

X

Story



We are in some type
of ancient Pyramid.



Yes and there are some interesting hieroglyphics on the wall.



Aah, I don't see any.



They are over here, genius.



It says, when creating an experience should you...

Try to be high energy all the time.

or

Create a curve of interest.



In games and in television, a curve of interest is used to hold and then continue to hold the person's interest.





When creating an experience, should you...

Try to be high energy
all the time.

Create a curve of
interest.



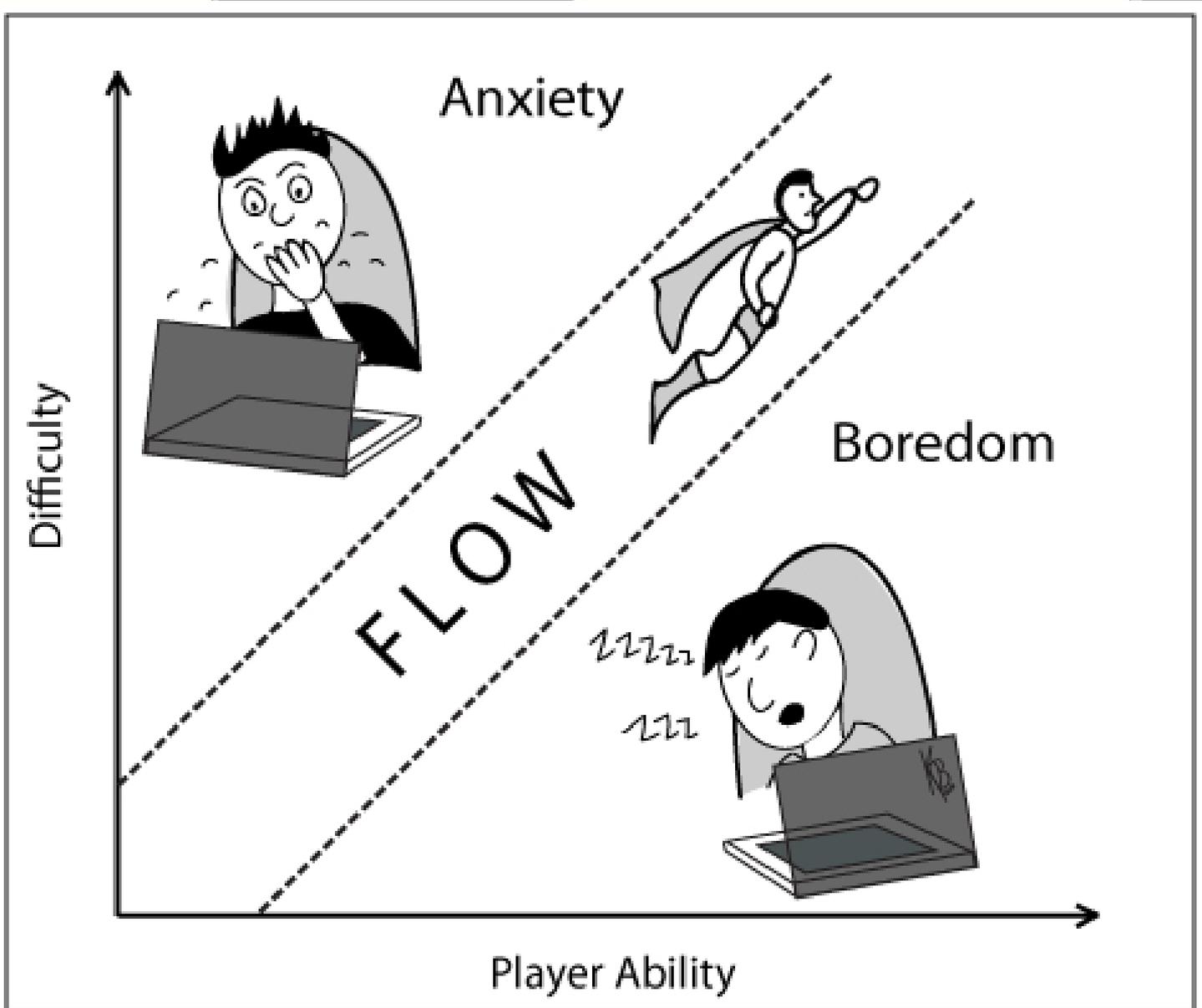
Let me tell you about my favorite show and why it works.

Law & Order

Create Open Loops



7/5



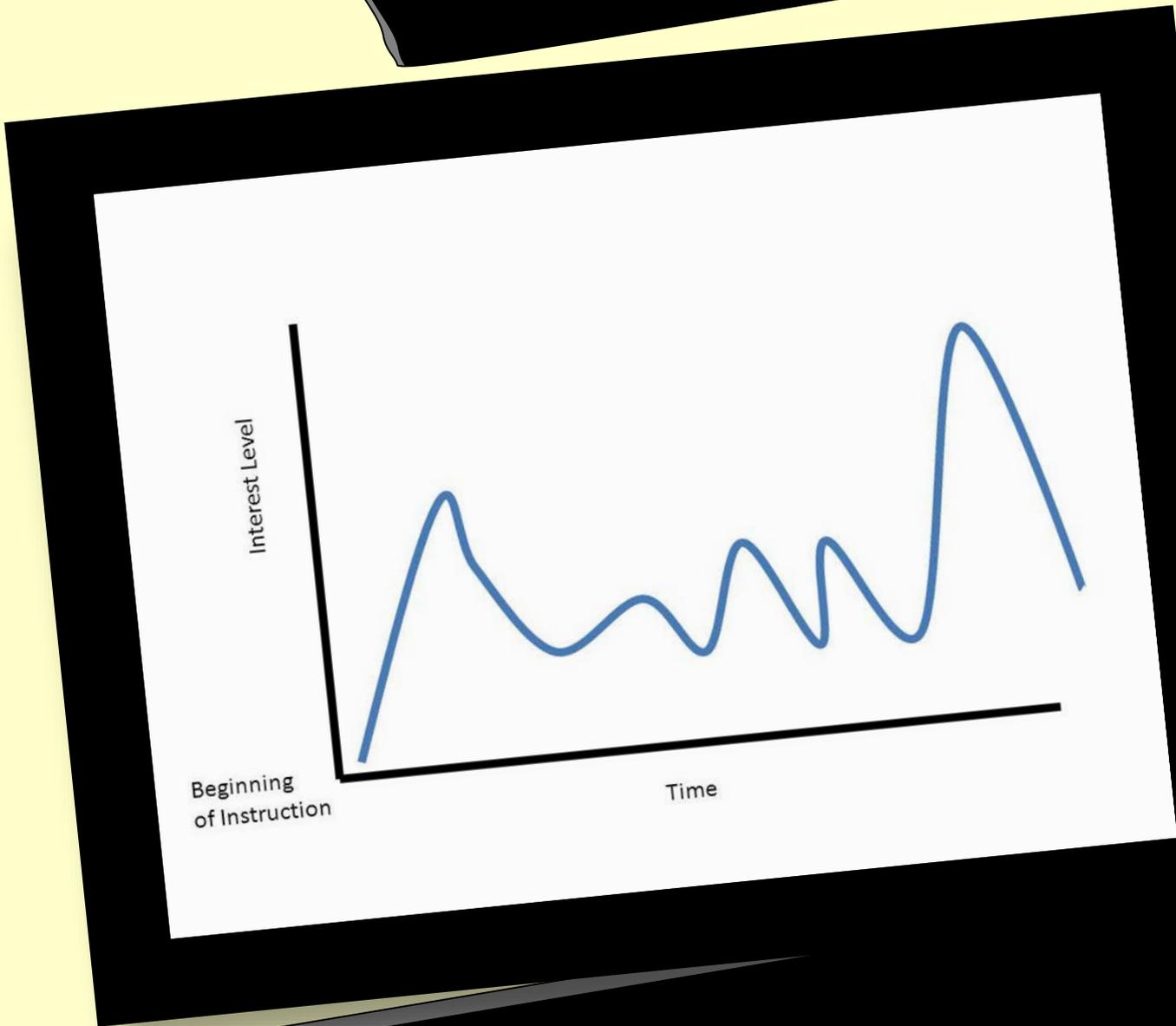
Anxiety

Boredom

FLOW

Player Ability

Difficulty





Don't close all your loops, keep them open to create a curve of interest and try to balance action and calm.



X

Fantasy

X

*Memorable
Experience*

X

Action

X

*What is
Gamification*

X

*Curve of
Interest*

X

Mystery

X

Story

Oh, what a nice campfire.



Yes, and I think there is a clue in the smoke signals coming from the fire.



So what does it say,
what's the question?



Do people remember facts
better when...

Presented in a bulleted list

or

Presented as part of a story?



Facts are remembered better when presented in a ...

Bulleted list.

Part of a story.

Researchers have found that the human brain has a natural affinity for narrative construction.

People tend to remember facts more accurately if they encounter them in a story rather than in a list.

And they rate legal arguments as more convincing when built into narrative tales rather than on legal precedent.



When a person reads about certain activities in a story, the areas of the brain associated with those activities are activated.



Speer, N. K., Reynolds, J. R., Swallow, K. M., & Zacks, J. M. (2009). Reading Stories Activates Neural Representations of Visual and Motor Experiences. *Psychological Science*, 20(8), 989–999. doi:10.1111/j.1467-9280.2009.02397.x



The research found that different brain regions track different aspects of a story. If the character moved, the corresponding region of the brain for physical movement became active.

Speer, N. K., Reynolds, J. R., Swallow, K. M., & Zacks, J. M. (2009). Reading Stories Activates Neural Representations of Visual and Motor Experiences. *Psychological Science*, 20(8), 989–999. doi:10.1111/j.1467-9280.2009.02397.x



How does she keep showing up like that?



Hmm, yes, I wonder?





That's the last clue.

So what did you learn today about gamification to drive outcomes?

mm



Oh
o

The professor has
been here all along,
guiding us toward
engaging instruction.

ry
t

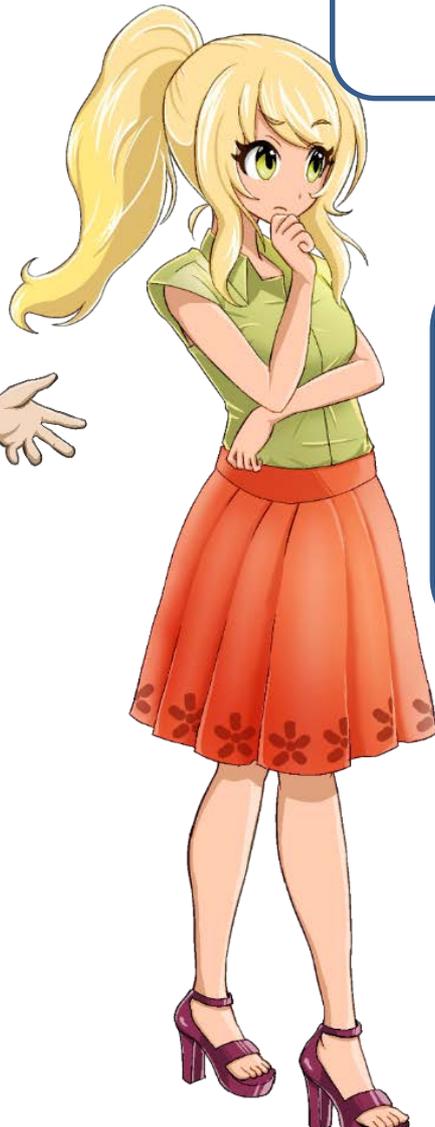




Isn't that right
Carolina Jane...

Professor





Yes, you two
caught me?

And I would have
gotten away with it,
if it wasn't for you
meddling kids.



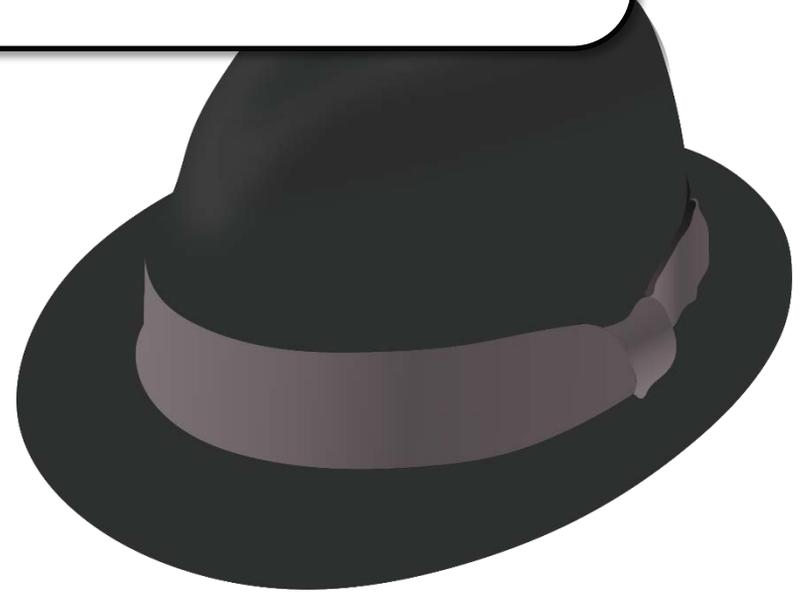
But why?

Because I wanted
to help you
understand
gamification,
that's why.

Let's see if my little scheme worked. Let's review what you learned.



Design takeaway
challenge.



What game elements and tools of engagement are used in this presentation?



mmm

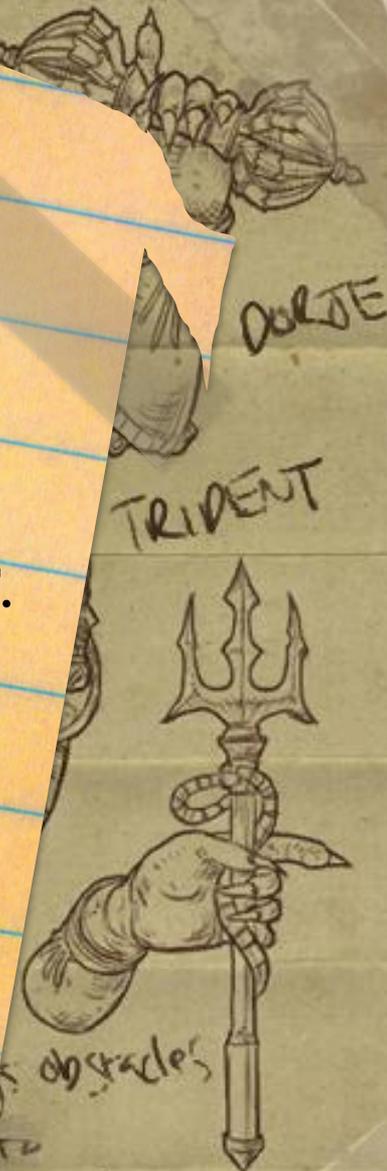
- 1) Story
- 2) Audience Input
- 3) Questions
- 4) Mystery/Curiosity
- 5) Characters
- 6) Action
- 7) Feedback
- 8) Fantasy



- Summary: Gamification
1. Is about creating memorable experiences.
 2. Doesn't require technology.
 3. Can include fantasy.
 4. Means thinking "action" first.
 5. Should include a sense of mystery.
 6. Create a curve of interest.

Cintamani Stone

hostile to
compassion



TRIDENT

DURITE

obstacles



Questions?