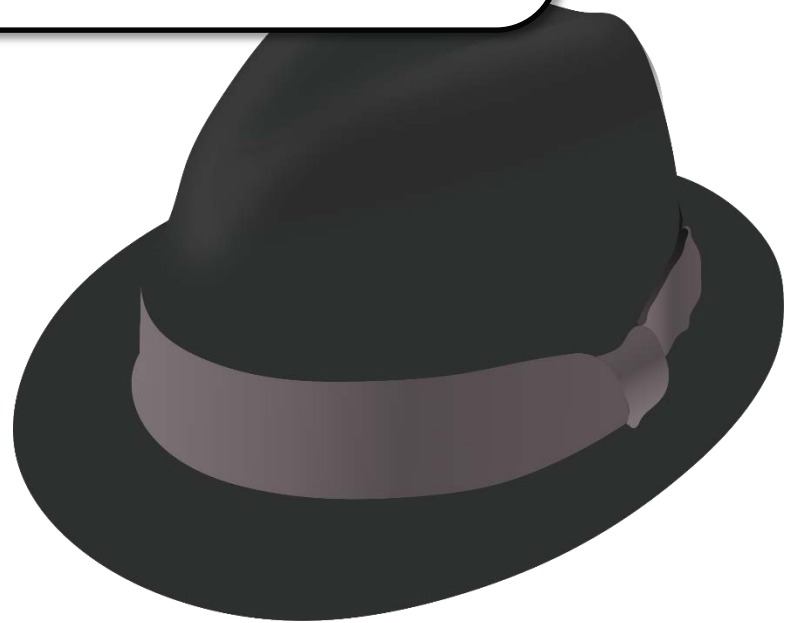
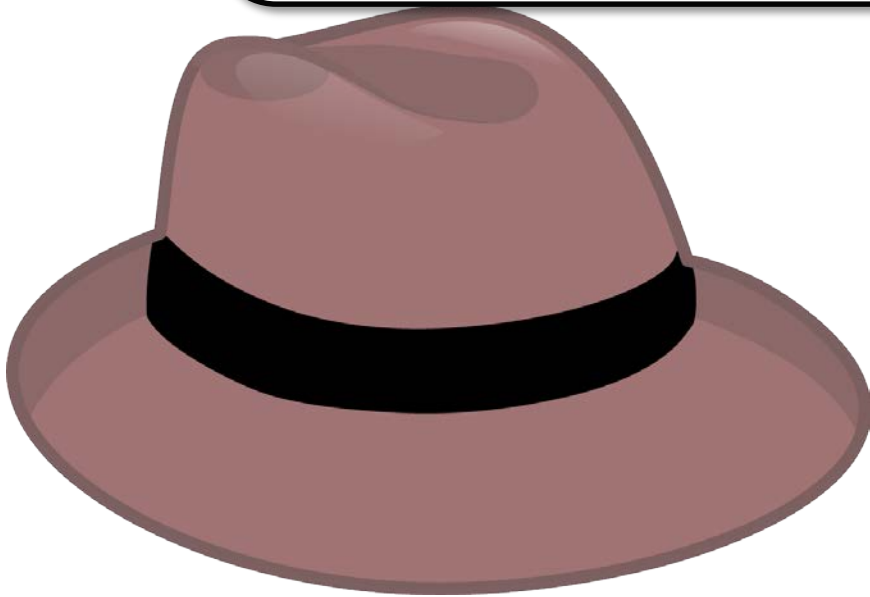




How Using Gamification In Your Business Drives Better Outcomes

Presented by: Karl M. Kapp
Twitter @kkapp

Design takeaway
challenge.



Case:


A former game designer
university professor
have solved the myste
using
better

She disa
could re

All she
with some strange

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

If it's not too
late already.



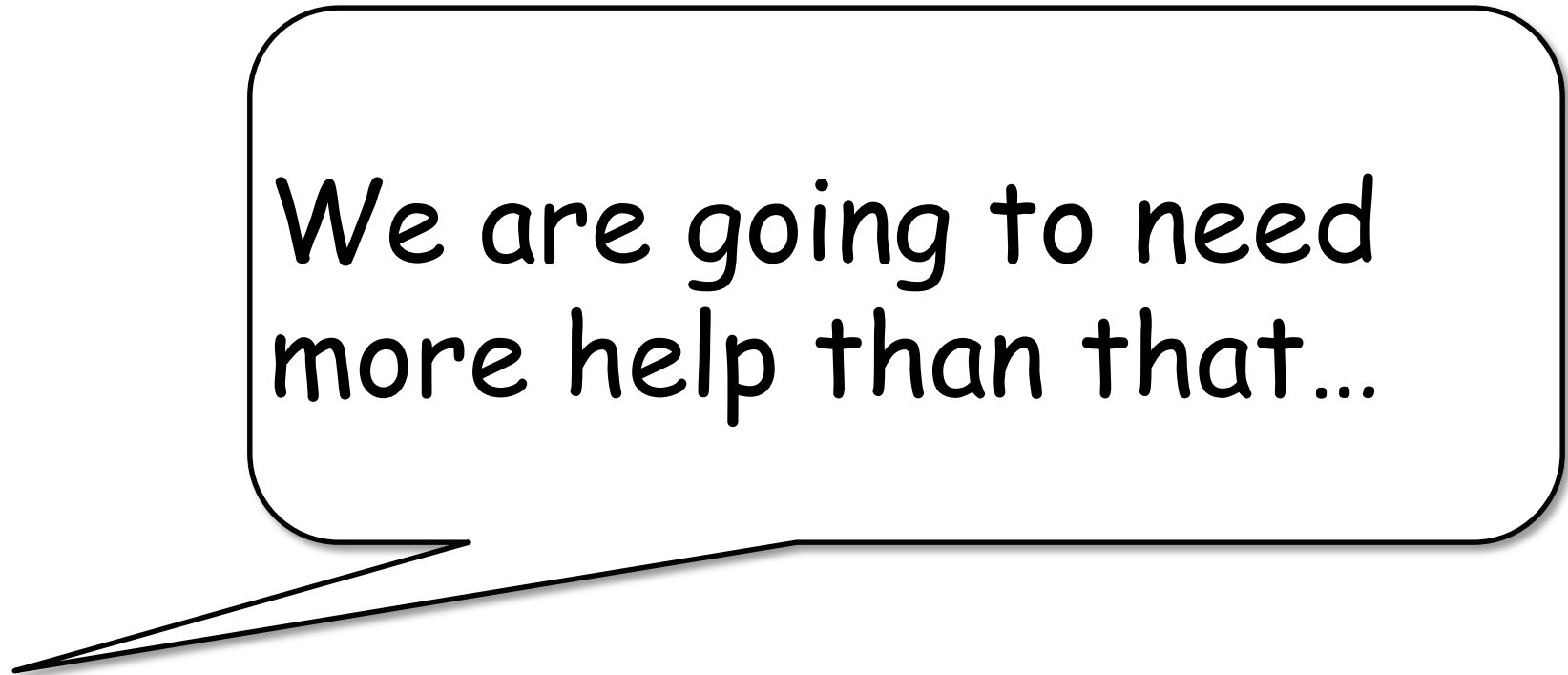
We need some
helpers...

Yes?

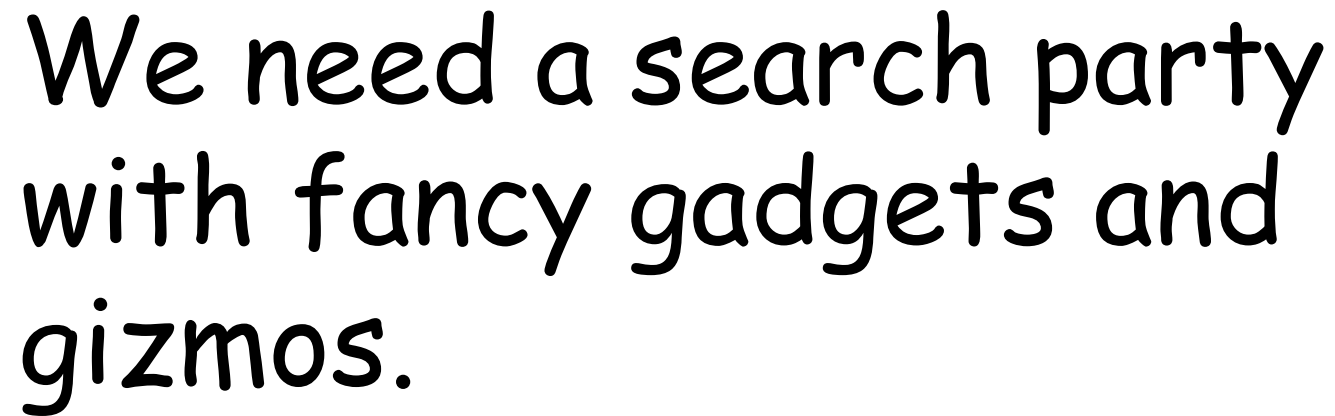


Yes?



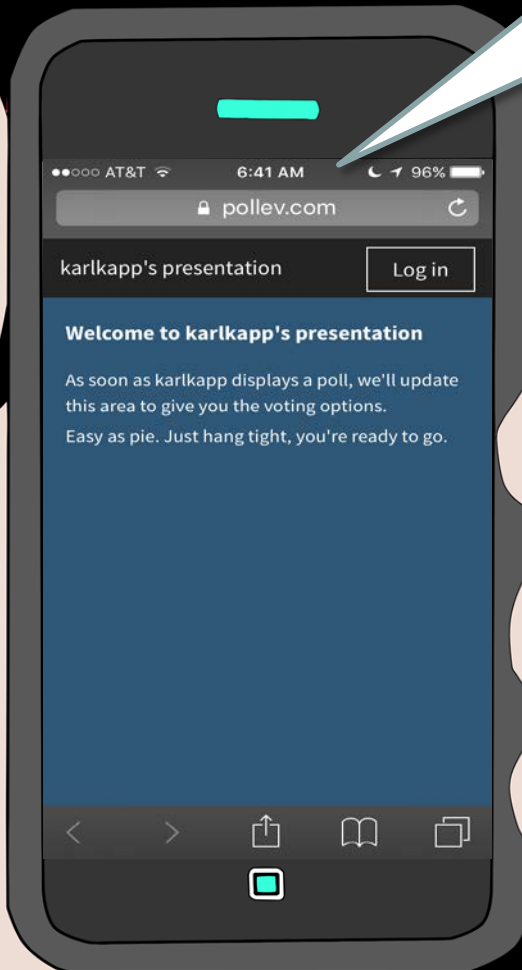


We are going to need
more help than that...



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
Memorable
Experience

X
Action

X
What is
Gamification

X
Fantasy

X
Curve of
Interest

X
Story

X
Mystery



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

How unexpected.



Found a Clue.

Great! What
does it say?

The background of the slide features a photograph of a large, circular building with a prominent green copper dome. The building is constructed of brick and has several arched windows and doorways. In the foreground, a wide set of stone steps leads up to the entrance. To the left of the steps, a black lamppost stands. In the bottom left corner, a cartoon illustration of a young girl with long, flowing blonde hair in a high ponytail is shown. She has large, expressive green eyes and a surprised or excited expression. She is wearing a light green short-sleeved shirt and a bright orange skirt with a floral pattern at the hem. Her arms are outstretched, and she appears to be running or jumping towards the right. A large, white speech bubble with a blue border originates from her, containing the text of the slide.

Is says:

“Is gamification about playing games?”

Or

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



Is gamification about...

Playing games

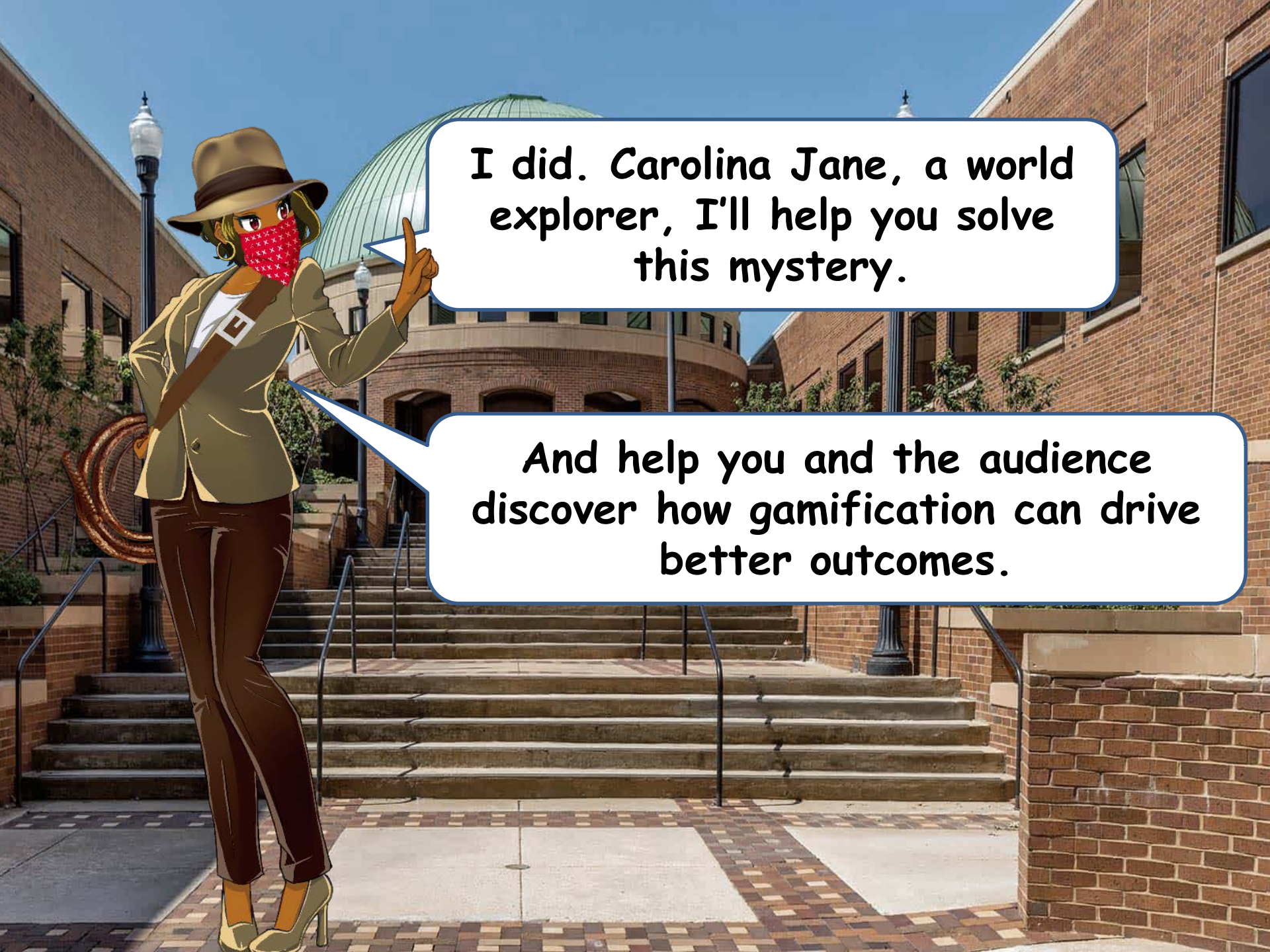
Using game elements
to drive engagement
and motivation



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

Who said that?



A woman dressed as a detective, wearing a tan fedora, a red bandana with white stars covering her mouth, a tan blazer with a white 'E' on the pocket, brown trousers, and tan high-heeled shoes. She is standing on a brick-paved sidewalk in front of a large brick building with a prominent green dome. She is pointing her right index finger upwards. A speech bubble originates from her finger.

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.

A woman in a detective costume, including a tan fedora, a red bandana with white stars covering her mouth, a tan blazer with a white 'E' on the pocket, brown trousers, and tan high-heeled shoes, stands on a brick-paved sidewalk. She is pointing her right index finger towards a speech bubble. In the background is a large brick building with a prominent green dome and a wide set of stone steps leading to the entrance. The scene is set on a clear, sunny day.

Now, on to the next clue.



X
Memorable
Experience

X
Action

X
What is
Gamification

X
Fantasy

X
Curve of
Interest

X
Story

X
Mystery

It's cold! Quick, inside.

Brr...



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 bandana covering her mouth, a tan blazer, and dark brown pants, stands in a snowy, icy landscape. She has a coiled lasso slung over her shoulder and her hands are on her hips. In the background, there are two igloos made of ice blocks. The sky is blue with white snowflakes falling. Two speech bubbles are present: one from the woman and one from the larger igloo.

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

And get one step closer to
finding the lost professor.



*Memorable
Experience*

*What is
Gamification*

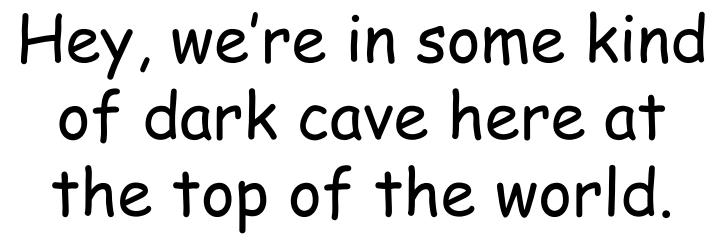
Action

Fantasy

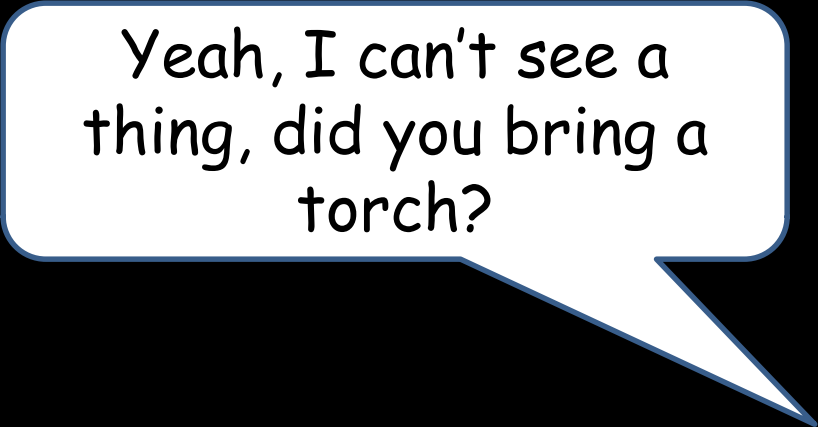
*Curve of
Interest*

Mystery

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?

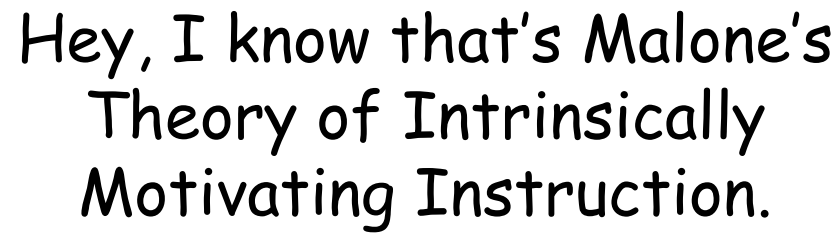
Yes

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.

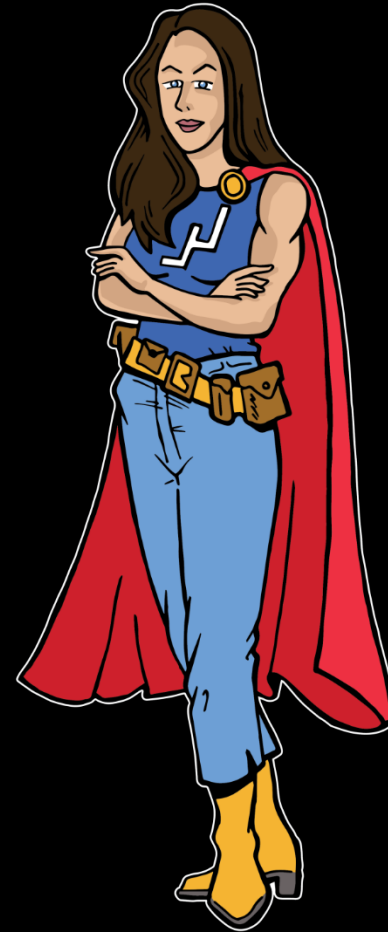
Let me give you an example of the power of fantasy.



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

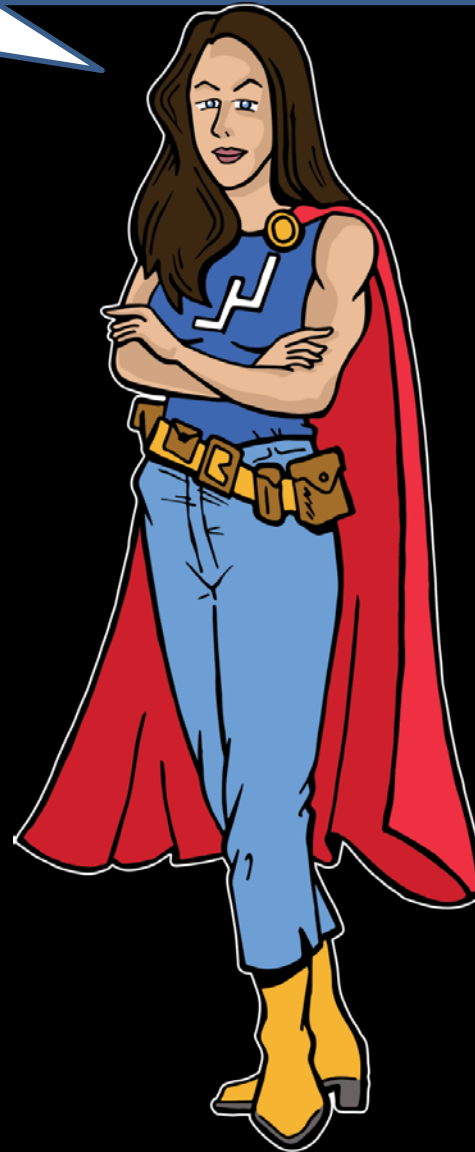


Group One: Helicopter



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

A yellow sticky note with a blue border and a folded bottom-right corner, containing the text "Call your mother, send a text message, tweet to your tribe." in black font.

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.

A cartoon illustration featuring a blonde girl with a ponytail, wearing a green top and an orange skirt, standing on the left. On the right is a boy with red hair, wearing a blue shirt and white pants, with his arms outstretched. In the background is a large white building with a dome, resembling the US Capitol, with green bushes and American flags. A speech bubble from the boy contains the text.

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.



A cartoon illustration featuring a blonde girl with a ponytail, wearing a green top and an orange skirt, standing on the left. She has her hand to her chin in a thinking pose. On the right, a red-haired boy in a blue shirt and white pants is scratching his head. In the background is a stylized drawing of the United States Capitol building with its iconic dome and American flags. A large speech bubble originates from the boy, containing the text.

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 and white pants, stands in the center of a jungle temple. He has his arms outstretched and a surprised expression. The temple is made of dark grey stone with intricate carvings, including large masks on the walls. The scene is set in a lush jungle with large trees, hanging vines, and a bright sky. 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?)

~~VAJRACHILAYA?~~



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

Clue
(12) Arm
arrangement
(indian?)

~~VASRAKULANA?~~

The following enhance mystery:

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

central orb a
representation of the
cintamani stone



A dagger!




DOLITE


TRIDENT



Destroys obstacles
hostile to
compassion

A young man with spiky red hair, wearing a blue short-sleeved shirt with red trim and white pants, stands in a jungle temple. He is looking towards the viewer with a slight smile, his right hand near his head. The temple is made of dark grey stone with intricate carvings and green glowing symbols. Large trees with thick roots and vines hang from the ceiling. In the background, there are more temple structures and a doorway. A speech bubble points from the man to the text on the right.

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

A young man with spiky red hair, wearing a blue short-sleeved shirt with red trim and white pants, stands in a jungle temple. He is looking thoughtful, with his hand to his chin. The temple is made of dark grey stone with intricate carvings, including large masks and gears. Large trees with thick roots and hanging vines surround the temple. A speech bubble points to him from the right.

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.



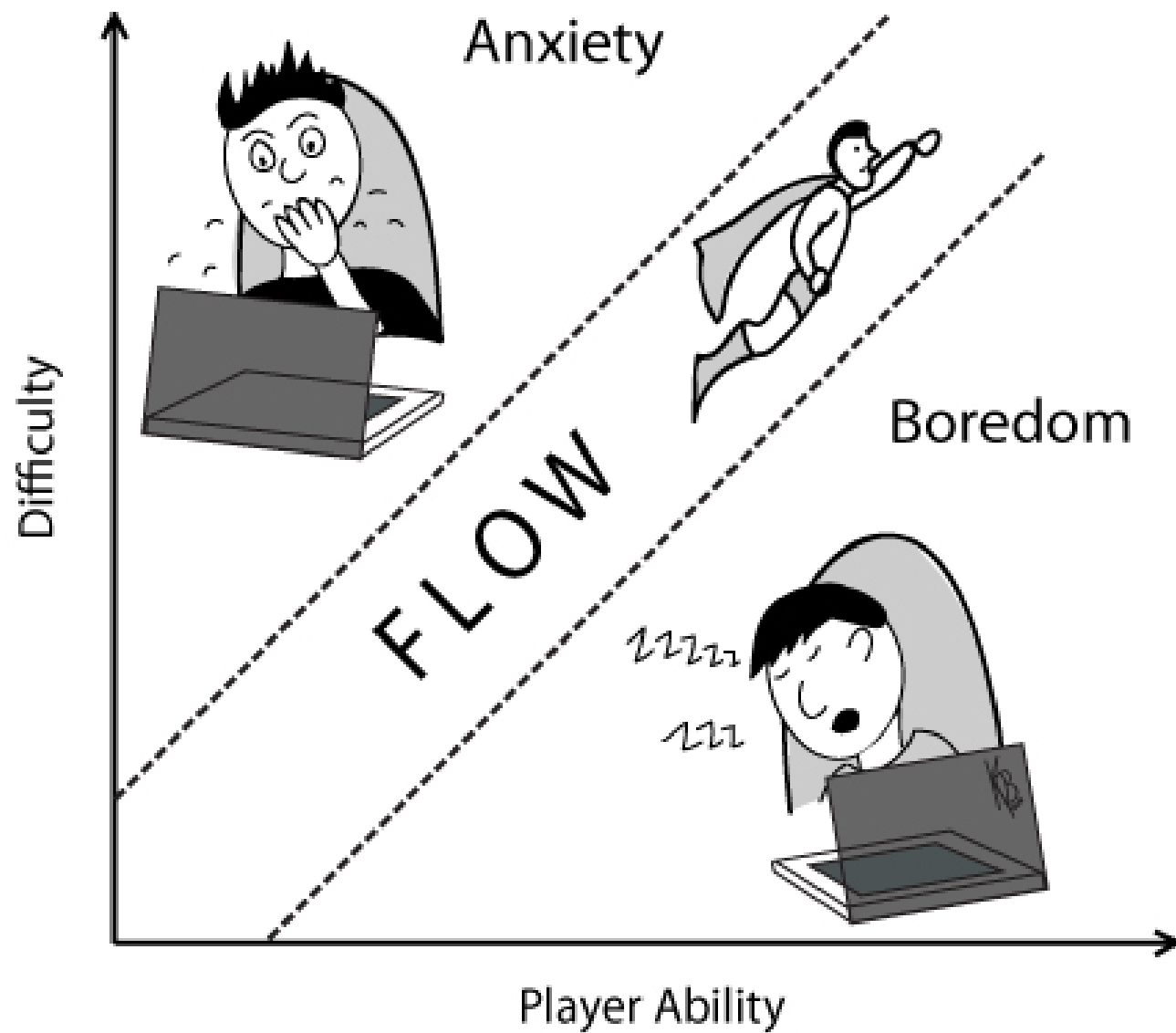
Let me tell you about my
favorite show and why it
works.

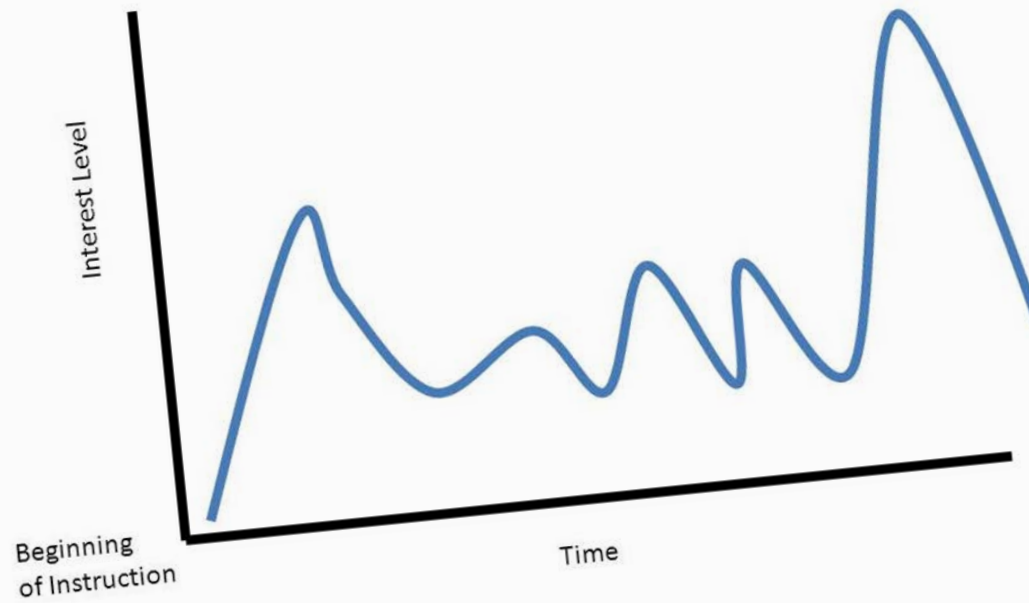
Law & Order


Create Open Loops



775







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?

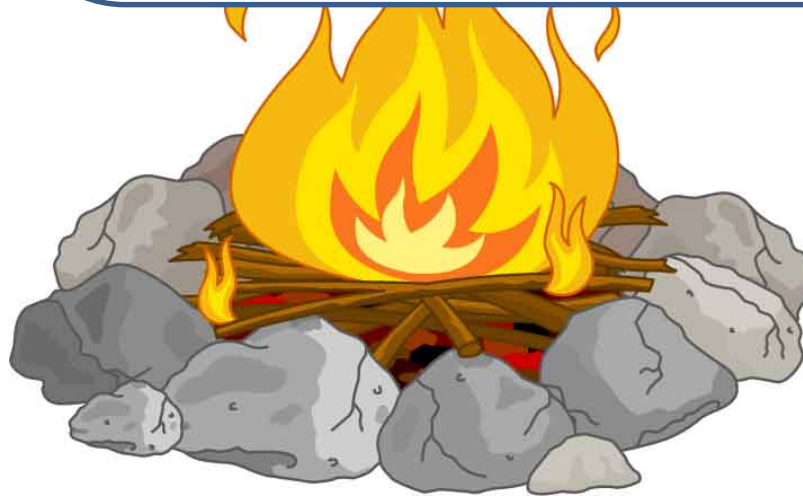


Do people remember facts
better when...

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.





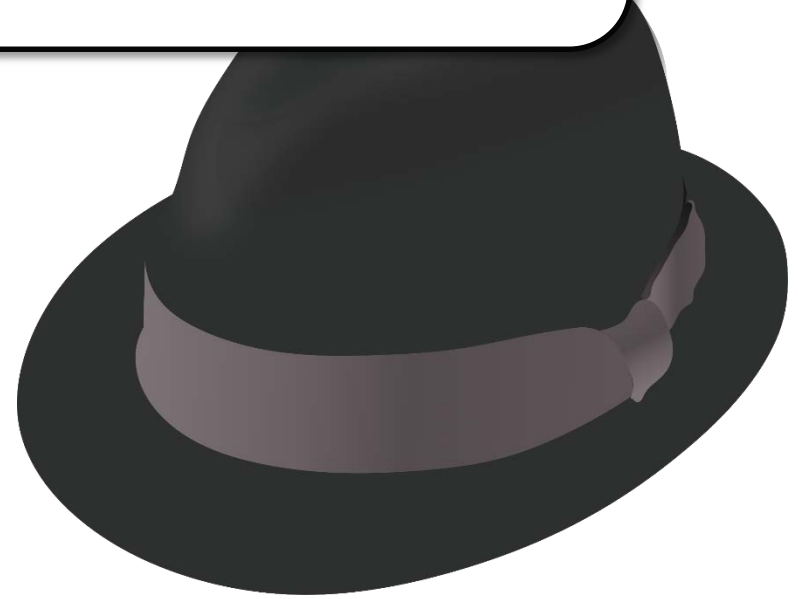
But why?

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?



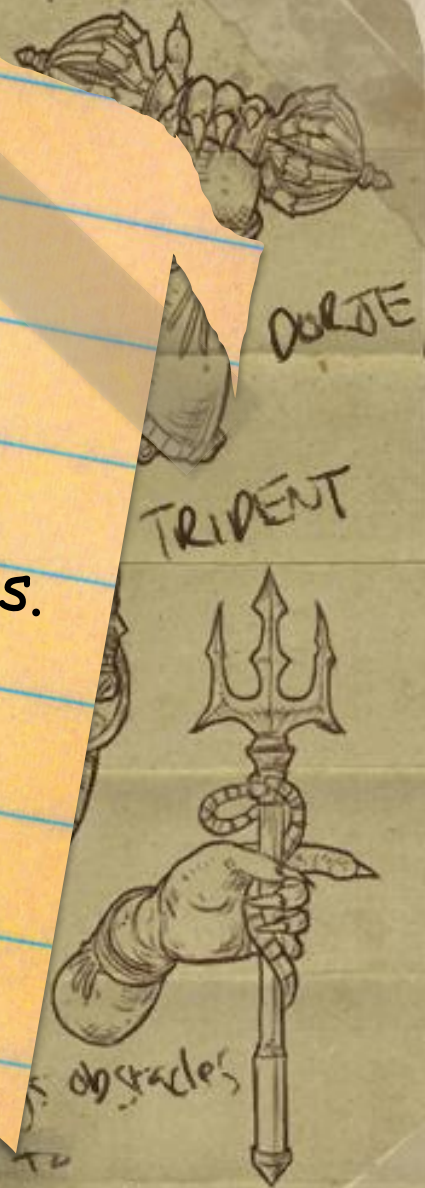
mm

- 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





Questions?