Your Users Just Want to Play: Learning the Basics of Gamification

Molly Kittle
Director, Creative Strategy & Insights, Bunchball

Game Developers Conference® Online 2011
October 10-13, 2011 | Austin, TX
www.GDCOnline.com

Weight Watchers

Hasbro

HopeLab

NBC UNIVERSAL

abc

hp

ga·mi·fi·ca·tion [gay-m*uh*-fi-kay-sh*uh*n]
integrating game dynamics into your site, service, community, content or campaign, in order to drive participation.
(see Bunchball)

MTV

RIGHT GUARD

Adobe

salesforce.com
Success On Demand.™

Chiquita

intel

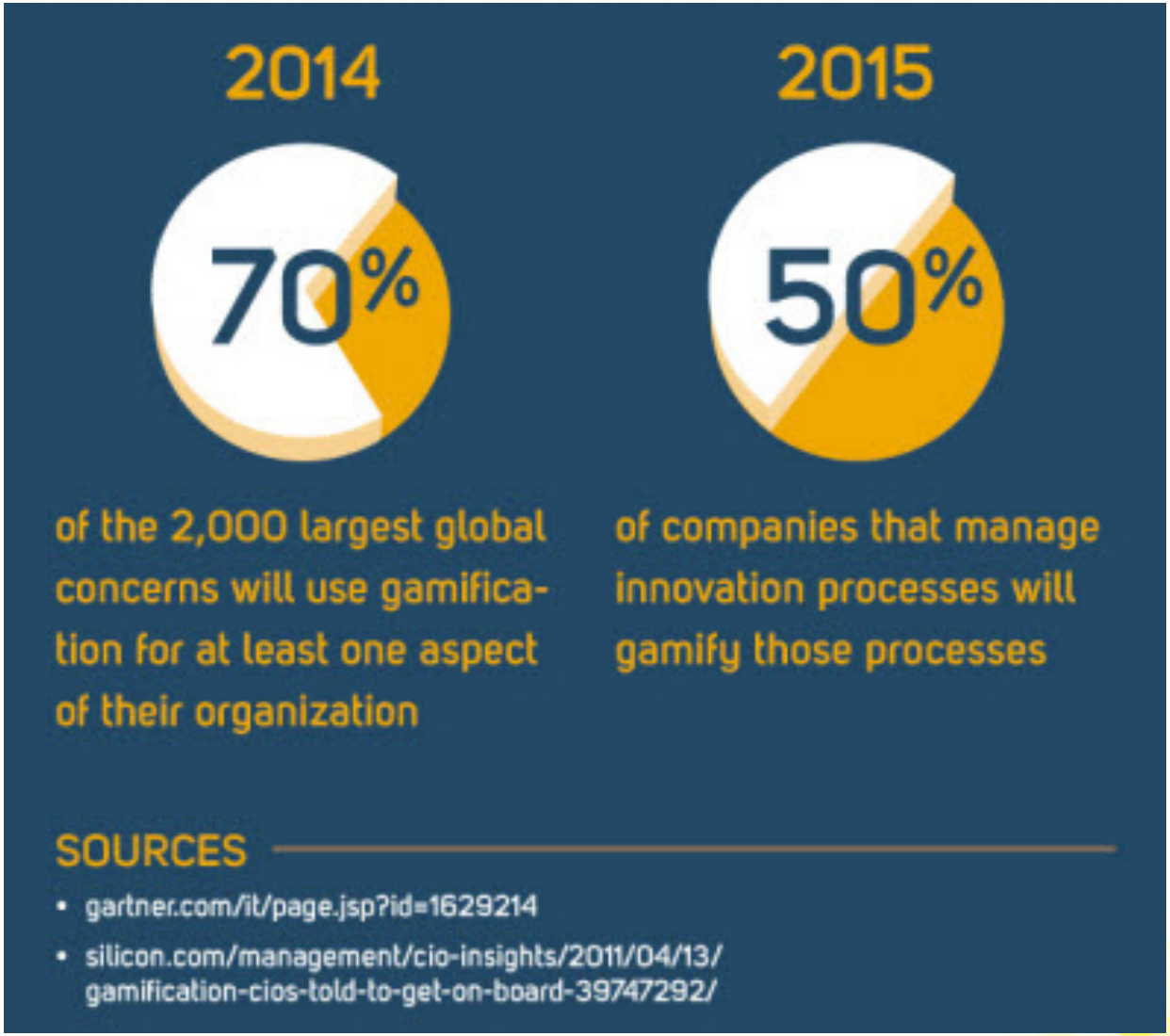
liveops

GDC 11 Online

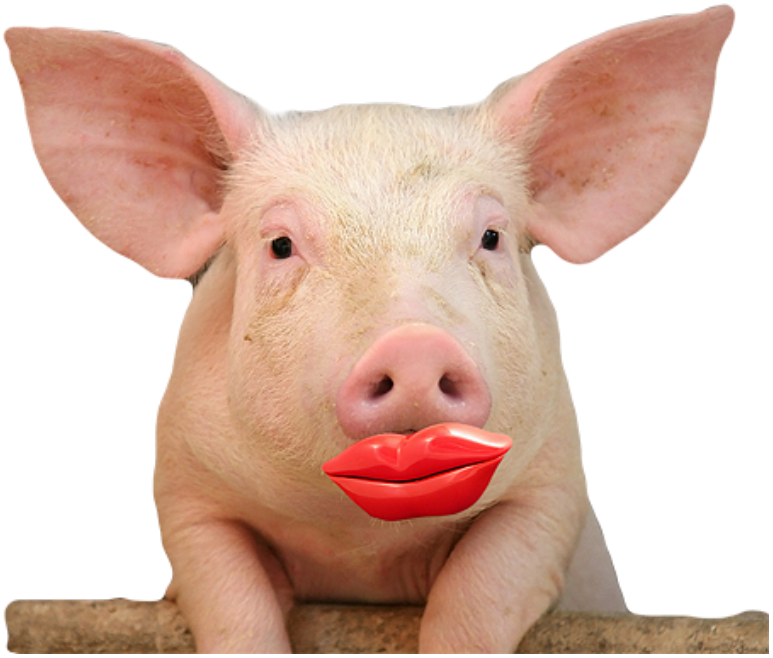
Gamification Can

Attract Users	- 40% increase in unique users - 30% of visitors registered
Engage Users	- 100% increase in page views - 85% increase in time on site
Grow Base	- 10X increase in Facebook participation - 5X increase in Facebook participation
Monetize Traffic	- 42% increase in ad revenue - 47% increase in associated product sales

GDC 11 Online


2014
70%
of the 2,000 largest global concerns will use gamification for at least one aspect of their organization
2015
50%
of companies that manage innovation processes will gamify those processes
SOURCES
• gartner.com/it/page.jsp?id=1629214
• silicon.com/management/cio-insights/2011/04/13/gamification-cios-told-to-get-on-board-39747292/

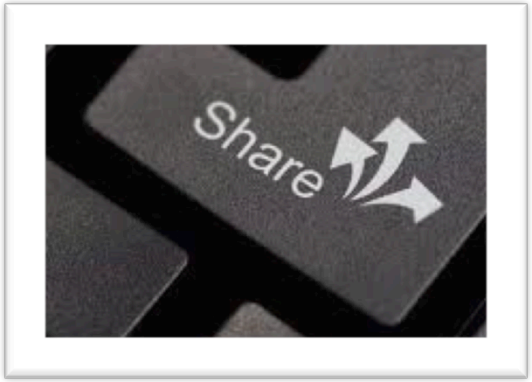
Content



Community

Understand your Business Goals

Auto-play Interactive Video Ad Unit for Wolfman movie opening on app load in Angry Birds



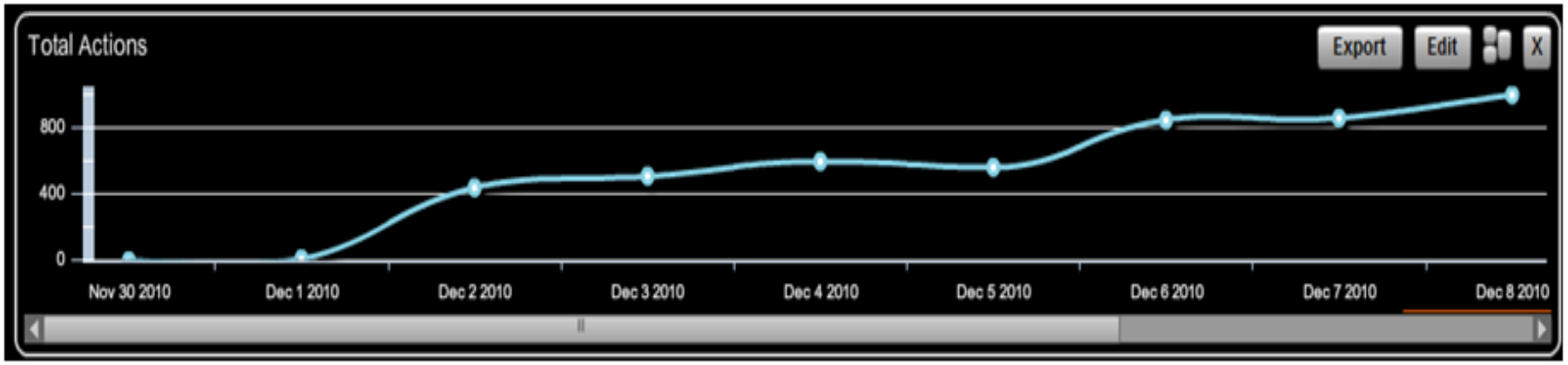
Understand your audience

- Who they are.
- What they do.
- Why & how they do it.

Rank Actions

Actions	Relative Value
Register	10x
Connect	9x
Watch Video	8x
Share	8x
Watch Slideshow	5x
Complete Profile	4x
Upload Video	3x
Comment	1x

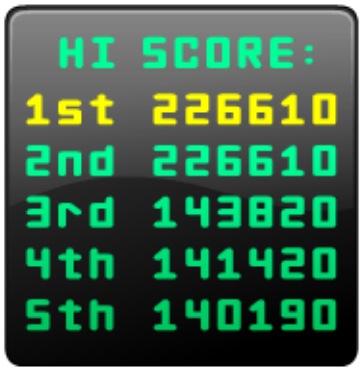
Determine Success Metrics



- Gamification can begin as invisible to users.
- Create an Engagement Score when you track actions & award points behind the scenes.
- Establish baseline metrics to compare against.

Rewards

- Points, Badges & Trophies, Virtual Items.
- Access to content.
- Digital or physical goods.
- Coupons…



Surprise & Delight

- Create an information gap.
- Don't tell users how to earn.
- Users don't even know they exist until…

Prevent cheating.

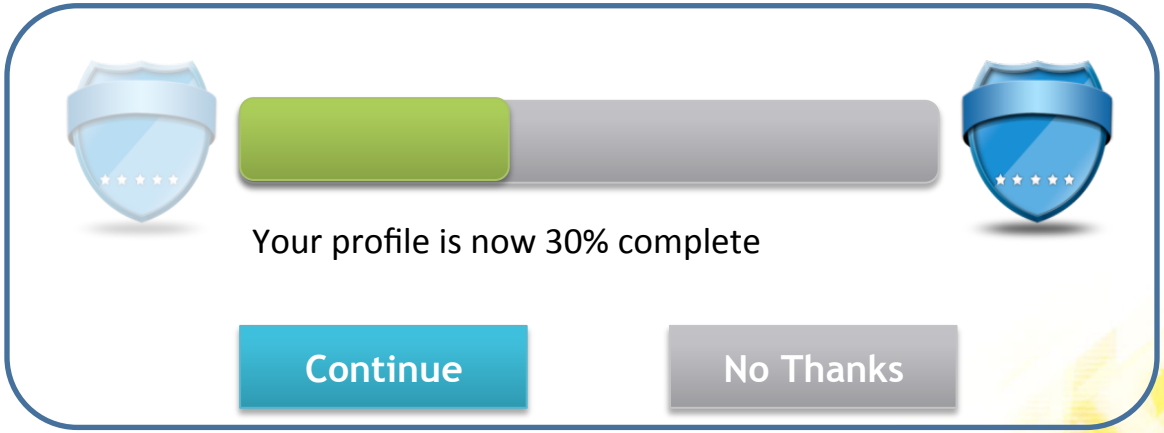
- Consider the natural Action frequency.
- Extend that by X% for edge cases.
- Communicate these reward limits (rules).
- Enforce them!

Real-time Feedback

- Surface Gamification in a non-obtrusive way on all pages and create actionable feedback loops.
- Notifications are effective because they :
  - Recognize & Respond
  - Reinforce
  - Recommend

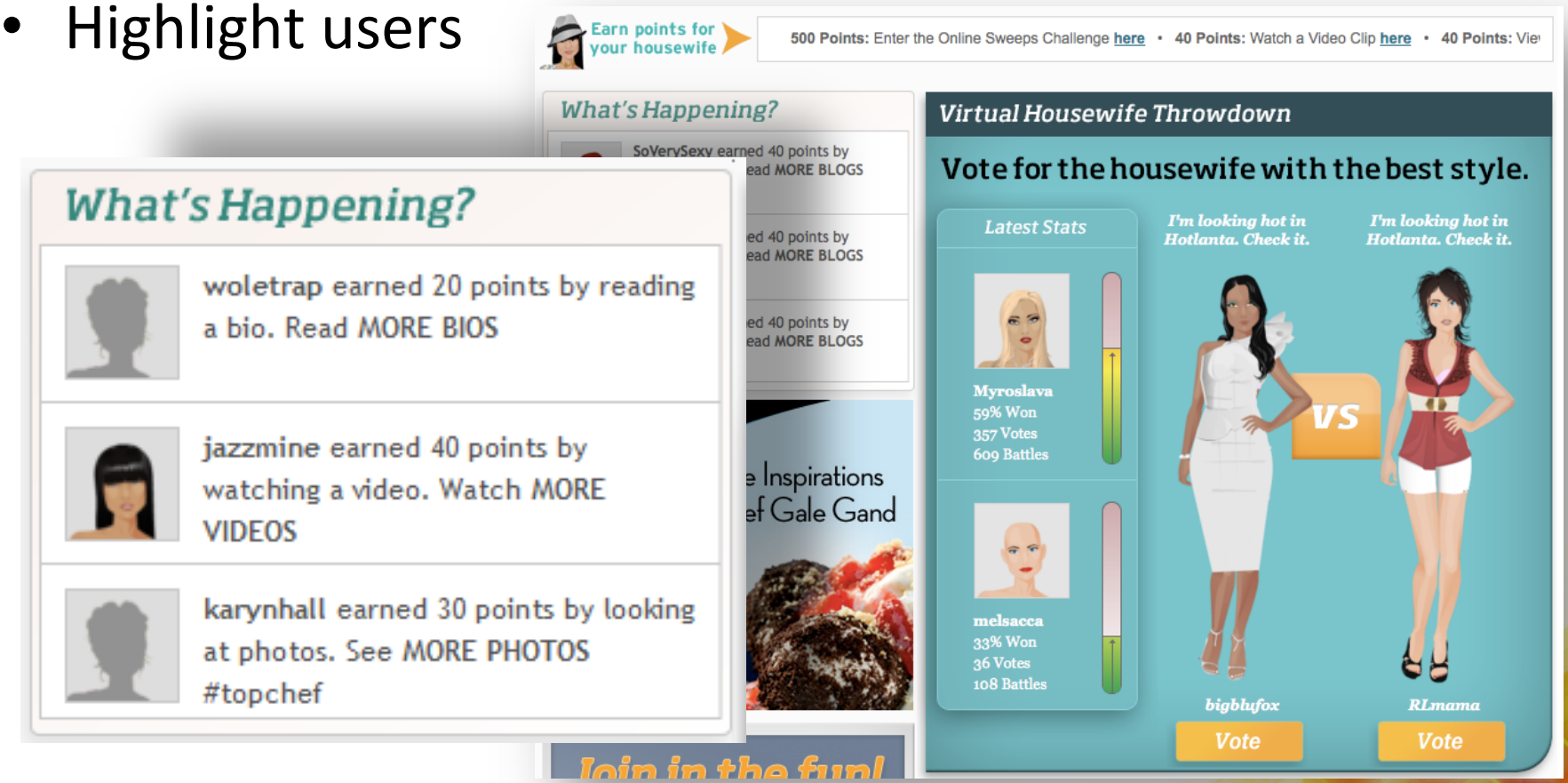
Progress Bars

- Give users a clear path to achievement with visual indicators of their progress toward the next milestone
- Show them that they have a history and a forward looking goal to work toward



Newsfeeds, Leaderboards, Tickers

- Surface and cross-promote content
- Expose activity
- Highlight users

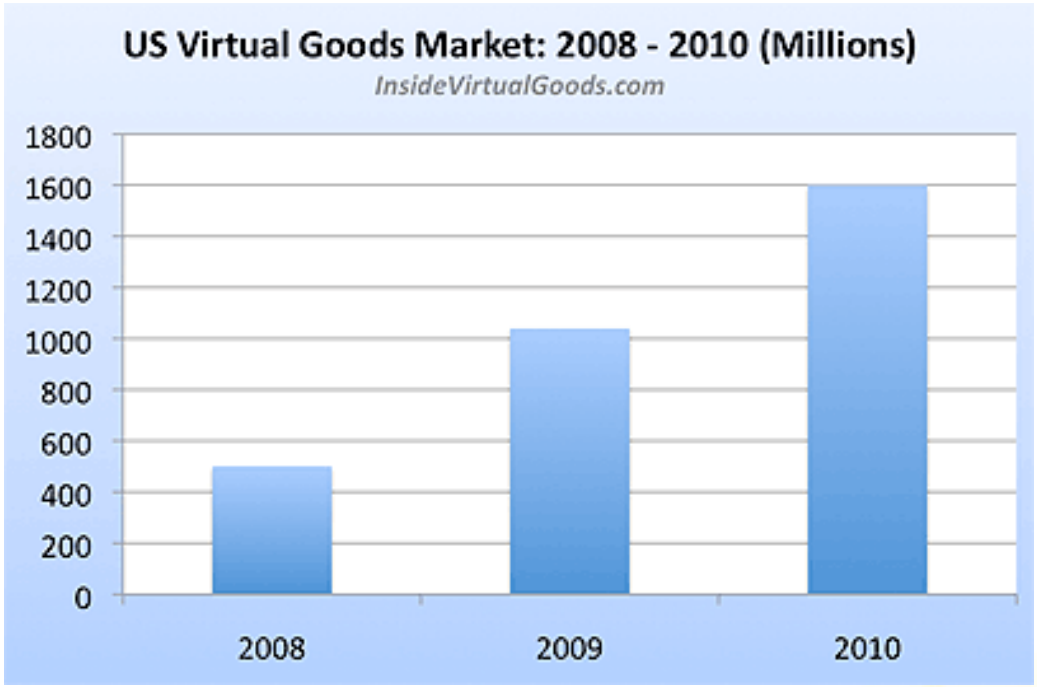


Groups & Teams

- Encourage additional engagement by providing:
  - Higher Stakes
  - Accountability
  - Shared Success

Virtual Goods?

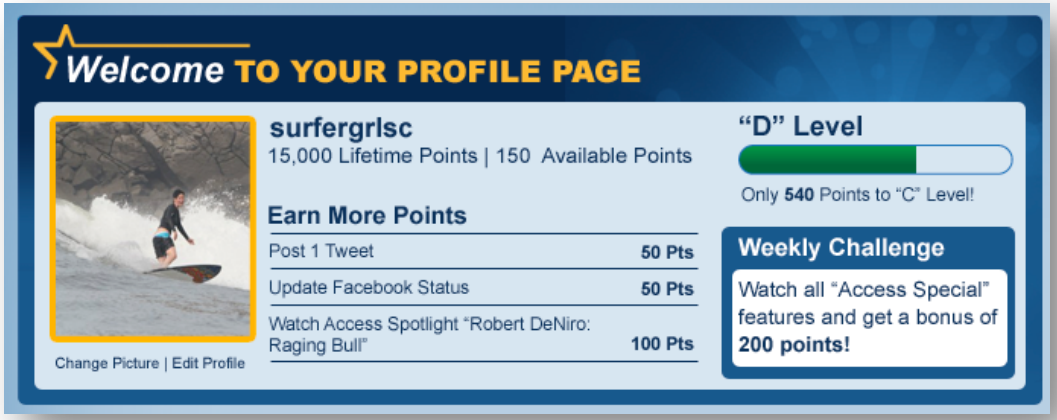
baaa



Gifting

- Community
- Reciprocity
- Obligation
- Altruism
- Exploration

Integrated Components



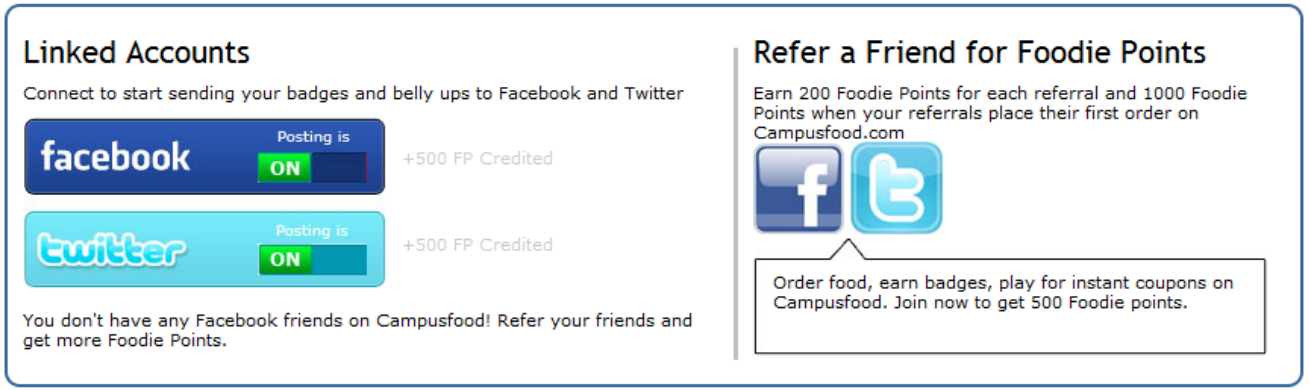
- Public Profile Page
- Persistent Mini-Profile
- Community Page
- Reward existing activities

Integrate XPlatform

- Mobile
- Standalone App
- Set Top Box
- In-store
- On-site

Social Media

- Broadcast achievements
- Give explicit missions
- Reward for sharing
- Reward for conversion



Analyze & Use the Data!

- Track all important user Actions.
- Identify patterns.
- Merge with other optimization datasets.
- User Segmentation.
- Email marketing.
- 360 degree consumer profile.
- Optimize: iterate & refine.

Do this.

- Goals
- Audience
- Measure
- Optimize

Get that.

- Increase in key metrics.
- A more engaged customer base.
- Actionable insights.
- A leg-up on the competition.

Molly Kittle
Director, Creative Strategy & Insights
BUNCHBALL
THE LEADER IN GAMIFICATION

Molly.Kittle@bunchball.com