

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

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[www.GDCOnline.com](http://www.GDCOnline.com)

**GDC<sup>11</sup>**  
**Online**



ga•mi•fi•ca•tion [gay-muh-fi-kay-shuhn]  
 integrating game dynamics into your site,  
 service, community, content or campaign,  
 in order to drive participation.  
 (see Bunchball)



# 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



2014



of the 2,000 largest global concerns will use gamification for at least one aspect of their organization

2015



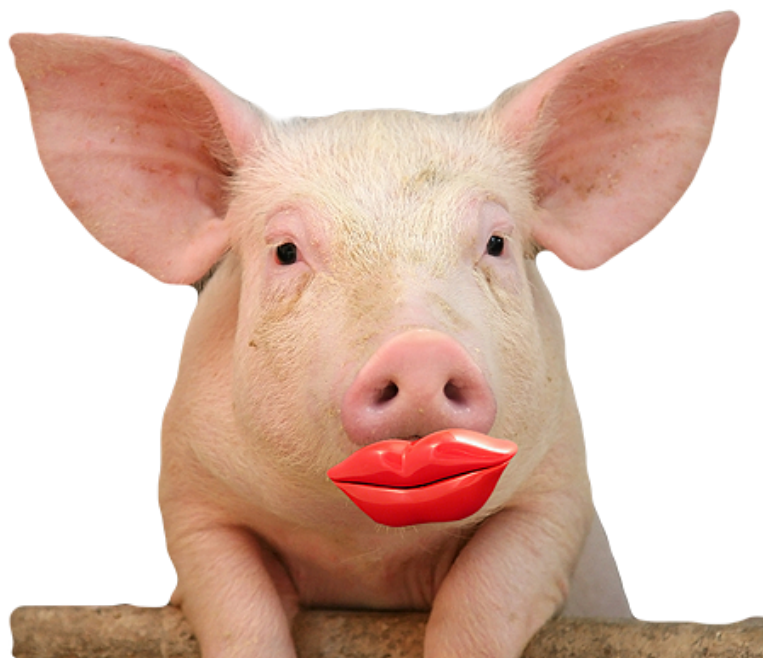
of companies that manage innovation processes will gamify those processes

### SOURCES

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- [gartner.com/it/page.jsp?id=1629214](http://gartner.com/it/page.jsp?id=1629214)
- [silicon.com/management/cio-insights/2011/04/13/gamification-cios-told-to-get-on-board-39747292/](http://silicon.com/management/cio-insights/2011/04/13/gamification-cios-told-to-get-on-board-39747292/)

# Content



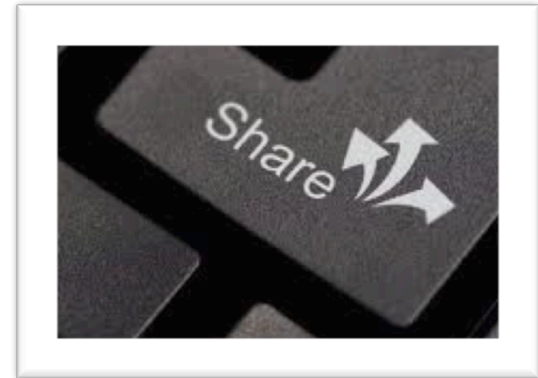
# Community



# 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.

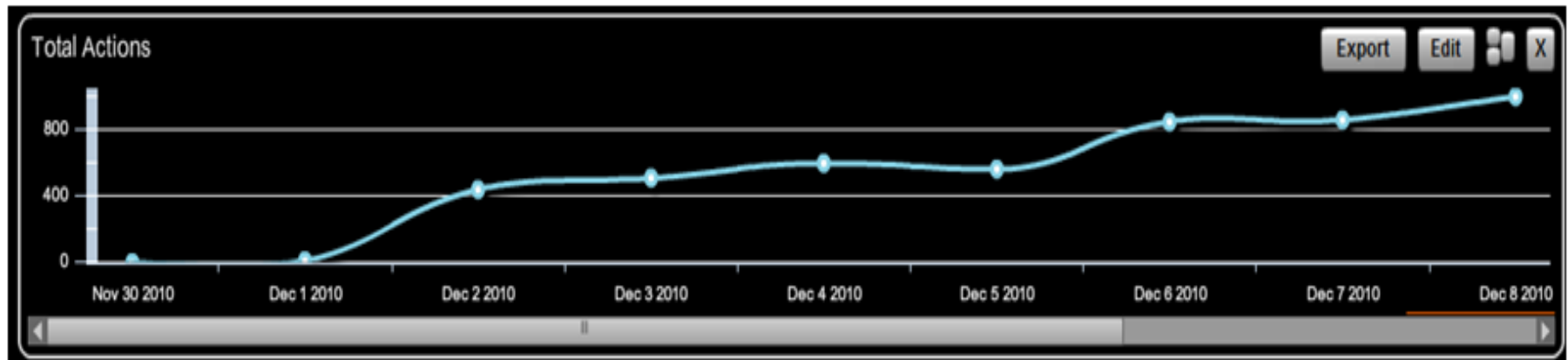




# Rank Actions

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

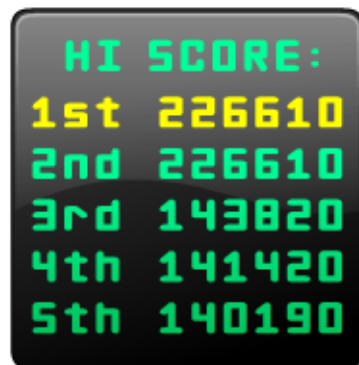
# Determine Success Metrics



- 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

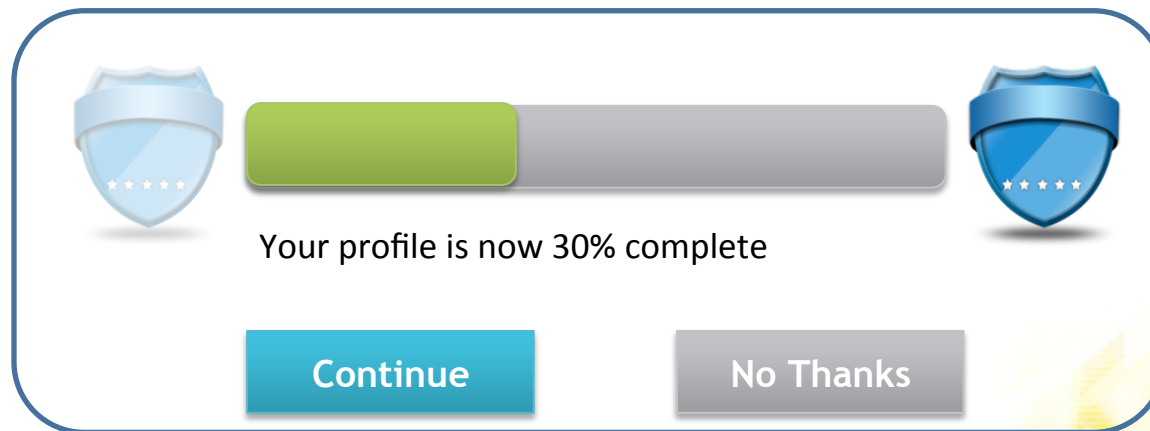
- Surface Gamification in a non-obtrusive way on all pages and create actionable feedback loops.
- Notifications are effective because they :
  - Recognize & Respond
  - Reinforce
  - Recommend





# 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


**What's Happening?**


SoVerySexy earned 40 points by reading MORE BLOGS


ed 40 points by reading MORE BLOGS

ed 40 points by reading MORE BLOGS

**What's Happening?**

 woletrap earned 20 points by reading a bio. Read [MORE BIOS](#)

 jazzmine earned 40 points by watching a video. Watch [MORE VIDEOS](#)

 karynhall earned 30 points by looking at photos. See [MORE PHOTOS](#) #topchef



**Virtual Housewife Throwdown**

Vote for the housewife with the best style.

**Latest Stats**

User	Won	Votes	Battles
Myroslava	59%	357	609
melsacca	33%	36	108

**I'm looking hot in Hotlanta. Check it.**

 **VS** 

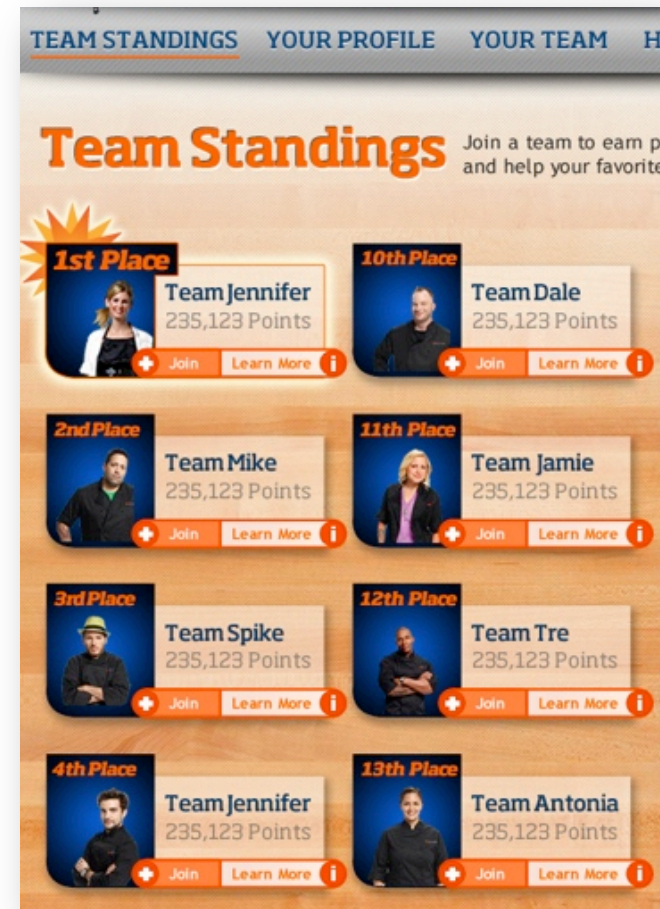
**bigblufox** **Vote**

**RLmama** **Vote**

**Join in the fun!**

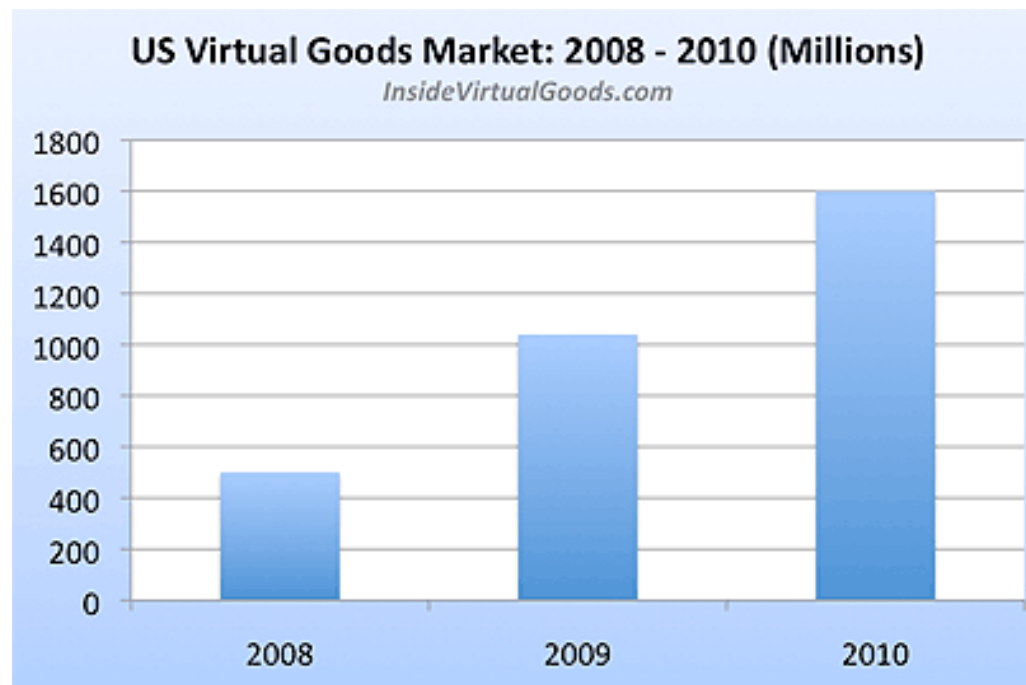
# Groups & Teams

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





# Virtual Goods?

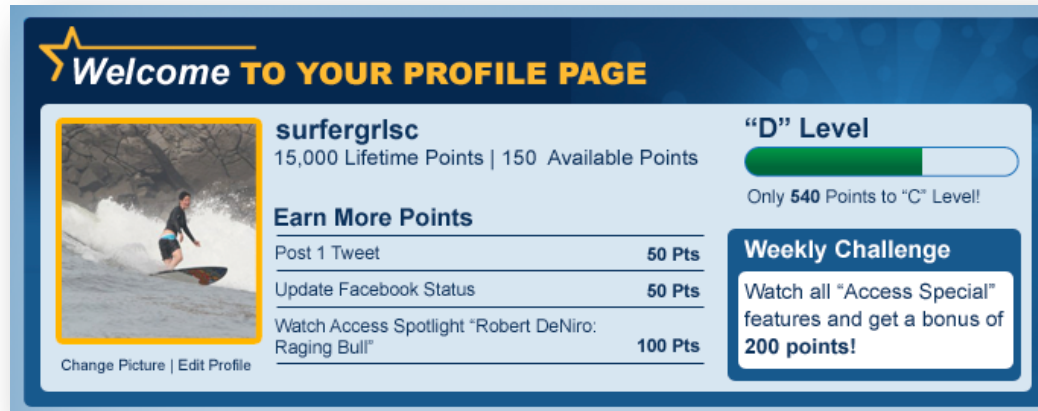


# Gifting

- Community
- Reciprocity
- Obligation
- Altruism
- Exploration



# Integrated Components



**Welcome TO YOUR PROFILE PAGE**

**surfergrlsc**  
15,000 Lifetime Points | 150 Available Points

**Earn More Points**

Post 1 Tweet	50 Pts
Update Facebook Status	50 Pts
Watch Access Spotlight "Robert DeNiro: Raging Bull"	100 Pts

**"D" Level**  
Only 540 Points to "C" Level!

**Weekly Challenge**  
Watch all "Access Special" features and get a bonus of 200 points!

Change Picture | Edit Profile

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



# Integrate XPlatform

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



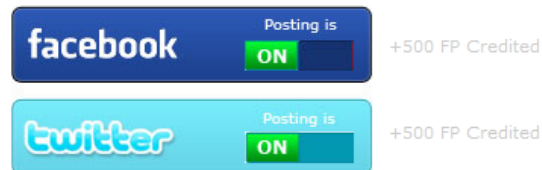
# Social Media

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



## Linked Accounts

Connect to start sending your badges and belly ups to Facebook and Twitter



You don't have any Facebook friends on Campusfood! Refer your friends and get more Foodie Points.

## Refer a Friend for Foodie Points

Earn 200 Foodie Points for each referral and 1000 Foodie Points when your referrals place their first order on Campusfood.com



Order food, earn badges, play for instant coupons on Campusfood. Join now to get 500 Foodie points.

# 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.



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