

Usable Gamification

Do and Don't Do in Gamification

December 2011

About Me

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The next 40 minutes

**What makes
Things Good or
Bad**

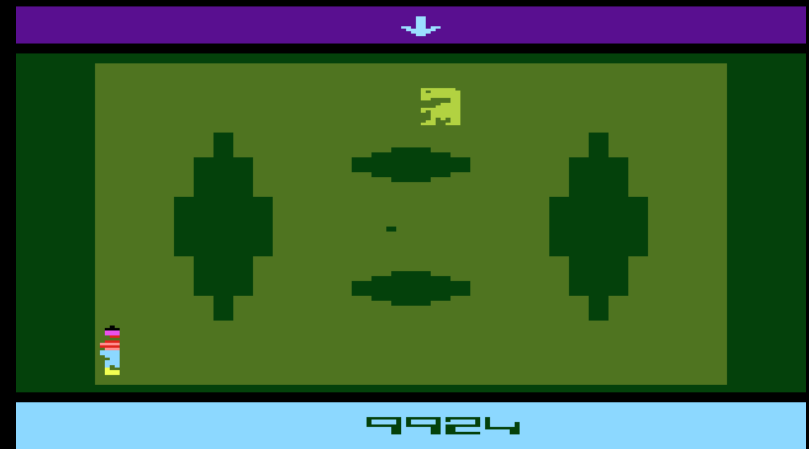
**Good and Bad
Gamification**



Gamification

Questions

What makes a game good or bad?



What makes a game good or bad?

A good game is **Fun**

In good games Just from the look of it
You know what to do



A **Fun** game is usually **Usable**

What makes an OS good or bad?

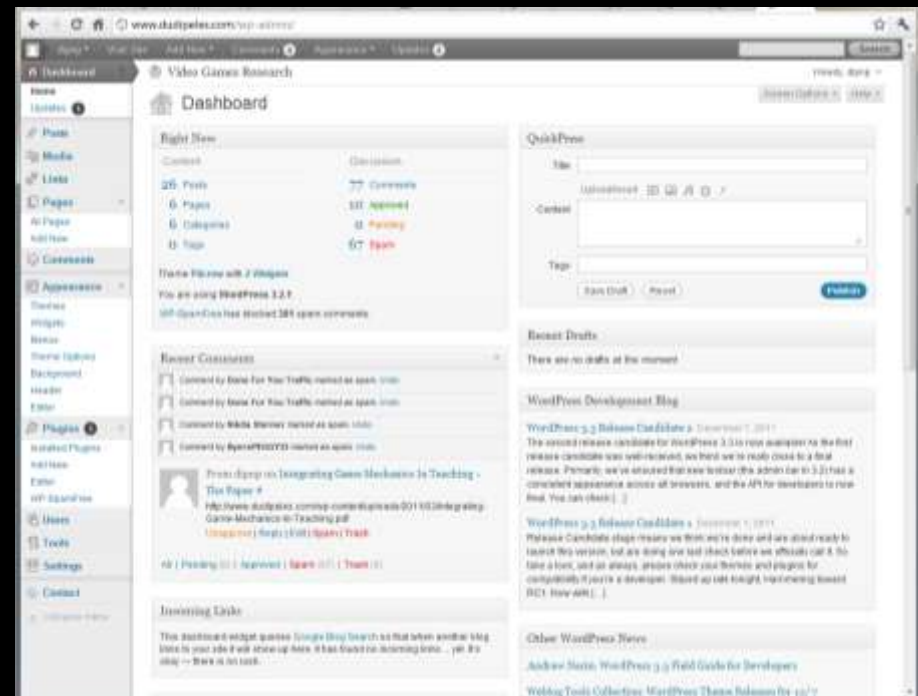


A good OS works

Some would say it must be **Usable**

I would argue it must be **Fun** as well

What makes apps good or bad?



Same goes for web sites and apps

First make it work
Then make it **Usable**
Only then make it **Fun**

Gamification

The concept that you can apply the basic elements that **make games fun and engaging** to **things that typically aren't considered fun**

Why do we need to make things fun?

- Emotional connection with site / product
- Fun allows learning
- Fun creates a positive attitude
- Just because its fun



If you know how, you can turn anything in to fun



Fun and theme are not correlated
(Game based marketing - Gabe Zichermann)

Good and Bad Gamification

Important: the analysis presented here is only my opinion, feel free to agree or disagree



The Good and The Bad



- Super relevant problem to gamify – Added motivation to check-in.
- Mayor concept
- Great Badges System
- Great Point System

- Very easy to cheat

Waze





The Good and The Bad



- Super relevant problem to gamify – Added motivation to use, and report
- Baby concept
- Progression

- Gamification feels like “nice to have”
- Point System unclear
- No “social game” (groups isn't fun)
- No clear goals



Quests of BOPt4 MOSSPIN

Overdue!

Take out recycling 150

+ Mon 20 September Today!

25 press ups 200

50 situps 200

+ Someday...

Arrange cycling trip 300

Quests Beaten Profile Loot Options

The Profile of BOPt4 MOSSPIN

Strength: 2

Stamina: 1

Intellect: 0

Social: 0

Spirit: 0

Level: 3 Stocky Dwarven Roister-Doister

Quests Beaten Profile Loot Options

The Progress of SKELL4TORRE

Gold Collected: **1140** Miles Travelled: **1350**

Quests Beaten Profile **Loot** (7) Options

Quests of BOPE4 MOSSPIN

Mon 20 September Today!

25 pres 200

50 s

Describe **FOUND LOOT!**

300

300

ing trip

Quests Beaten Profile **Loot** (5) Options

The Progress of ZENA: MANAGER PRIESTESS

Loot Collected: **150**

Map View

Quests Profile **Loot** Options



The Good and The Bad



- Great Graphics
- Full RPG Progression
- Collection
- Goals management

- Over Gamified
- Relevant mainly for gamers
- Even easier to cheat
- No “social game”

Google News Badges





Daily Deal
37% off Dakota Alert 250 Driveway Sensor **\$92.99**
List: \$149 · You Save: \$56.01
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Featuring the 2nd Gen Intel® Core™ i5 processor
6 Days of Dell Days left
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Home | Product Guides | Software | Internet | Google News Badges? Really?

Google News Badges? Really?

Google, stop giving badges to users for reading Google News. It's just weird.

By **John C. Dvorak** | July 20, 2011 | 9 Comments | Email | Print

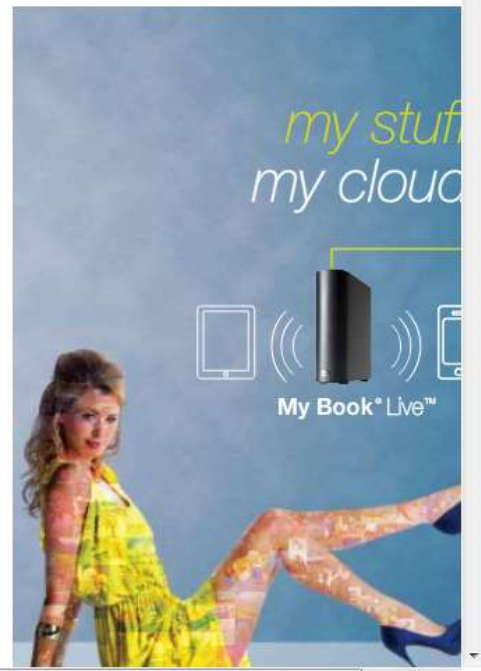
Share 8 | Tweet 12 | Digg 0 | StumbleUpon 6



Okay, I was first briefed about the psychological importance of online "badges" a few years back by one of the location-based website operators. I was told that users like to get rewarded for their online activity and everything would eventually become a game. I was then briefed on gaming theory and how you can get people to do more things and become more loyal if you reward them for their efforts in some way or another and badges were one of the mechanisms.

I rolled my eyes and accepted the apparent research that went into it. Since then, I have been blocking anyone on my Twitter feed who reposts Foursquare or other sites that employ these mechanisms (including the reposting mechanism).

As an aside (and I've [said it before](#)), if I'm following someone on Twitter or Google+ or whatever, I do not



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Tweet 330

Google News Badges? We Don't Need No Stinking Google News Badges

ROBIN WAUTERS

Friday, July 15th, 2011

Comments



Whether you think **gamification** is the road that leads to a brighter future – or instead straight to the irreparable infantilization – of the Web, even the harshest of critics have to admit that there's more to the concept than simply slapping some badges on a website, game or application, Foursquare-style. The more I **read up** on this new **Google News Badges** stuff, the more I think some people over at Mountain View didn't quite get that particular message.

Starting today, in the U.S. edition of Google News, users can earn more than 500 types of badges as they read articles about their favorite topics. As Google explains in its blog post:

The more you read, the higher level badge you'll receive, starting with Bronze, then moving up the ladder to Silver, Gold, Platinum and finally, Ultimate.

Seriously, Google? That was the best you could come up with in terms of personalizing the user experience for Google News (and feeding the Google+ beast with more data about those users)?

Or is this a half-baked attempt to get more people to turn on Web history, share their personal browsing behavior and generate more traffic and clicks for online publishing 'partners'?

Not that there's anything wrong with that, but come on, *badges*?



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Gamification

Libe Goad

- Mobile
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Home / News & Blogs / Gamification

Google News badges: Yawn, what's next?

By Libe Goad | July 18, 2011, 4:19pm PDT

Summary: This past week, Google jumped onto the gamification bandwagon, adding badges to its Google News service. It works something like this: If you go to Google News and start reading articles, you'll be rewarded a badge (there are roughly 500 badges you can earn right now). As you keep reading about a [...]

This past week, Google jumped onto the gamification bandwagon, adding badges to its Google News service. It works something like this: If you go to Google News and start reading articles, you'll be rewarded a badge (there are roughly 500 badges you can earn right now). As you keep reading about a particular topic, your badges will level up, going from bronze to silver, gold, platinum and ultimate. Let's say, hypothetically, you're a major Google fanboy/girl. Once you read



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14 Comments

40

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8



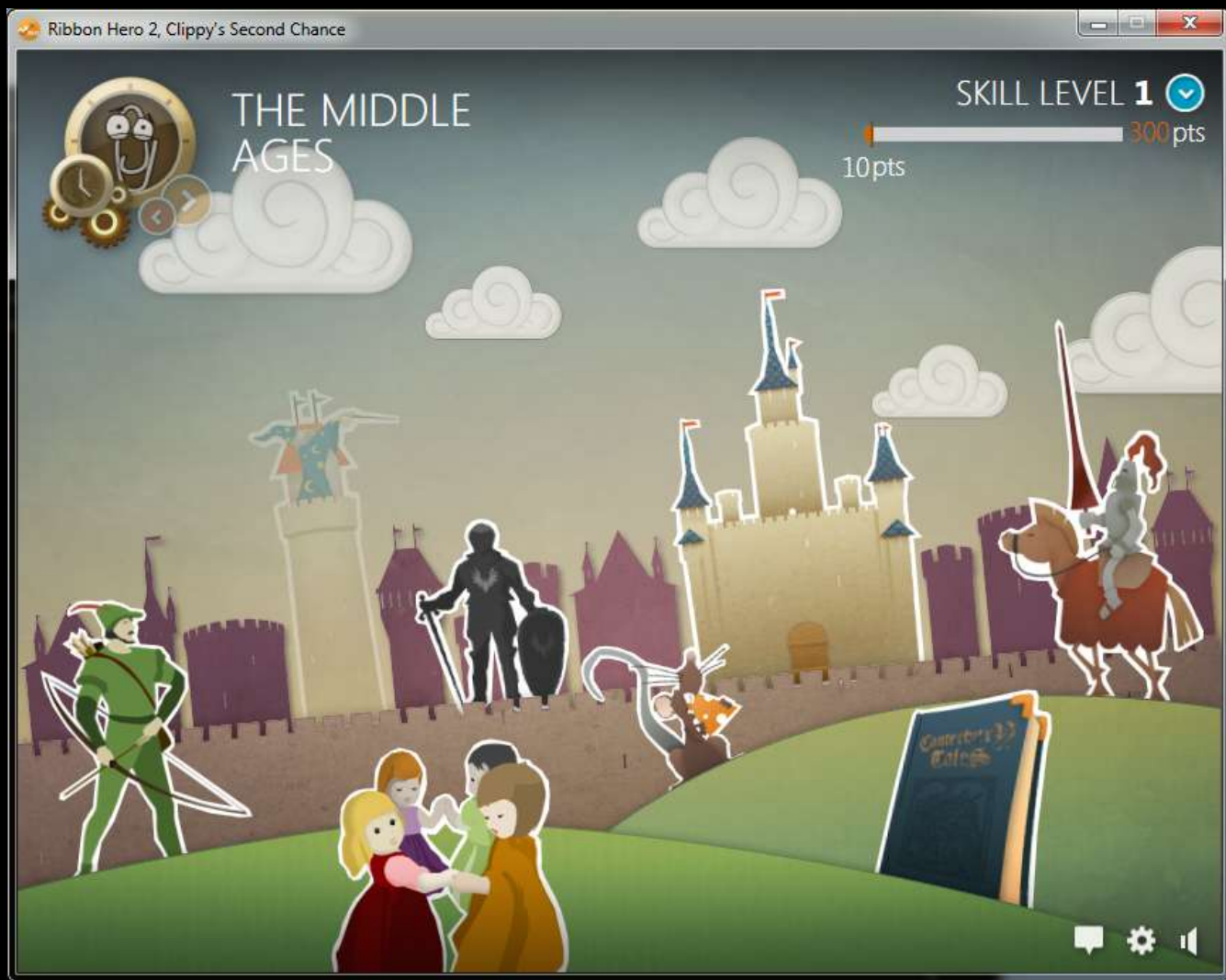
The Good and The Bad



- Great badges system
- Nice Video

- No relevant problem to gamify

Ribbon Hero 2





The Good and The Bad




- Facing one of the biggest problem of all: Teaching users to use a program
- great approach
- great integration with product
- Nice Video

- Can be perceived as a educational game, and not a gamification application

Israel Unconf 2011

Let it be known that

Gave an awesome lecture at the  Israel GameUnconf 2011

About

The lecture was so awesome he even got stickers:



הראות הפעולה: ראש את שפך את טשא ההרצאה במקום המיועד. ותן הרצאה טפש לכניבה, אסוף מדבקות סמייל צהובות מהקהל והדבקן במקום המתאים. אם ההרצאה הייתה טובה צלם את המסמך ופרסם אותו בבלוג שלך. בפיסבוק ובטוויטר בפיסבוק של GameUnconf. הפתק לזל עצמם של מיילים וטלפונים מתנאים שימלא גם המטות להעביר את ההרצאה במקומות נוספים.



The Good and The Bad



- I am pleased with the certificate design but that's it

- Gamified problem not interesting
- Rule system not clear
- If it was interesting, I would have to wait a year to see if it works

Conclusion

- Sometimes Microsoft does it good and Google doesn't
- Gamification is good for certain types of problems
- Creativity and new concepts makes good games and good gamification experiences
- Fun is not only game mechanics it's the whole approach
- Too gamified can be bad

Interesting... What now?

- Learn more about game design and Gamification (links at the end of the presentation)
- Use professional **game designers** to help you design user experience
 - There are tens of private game design studios in Israel
 - Each year 30 game designers finish training, hire one

More about Gamification



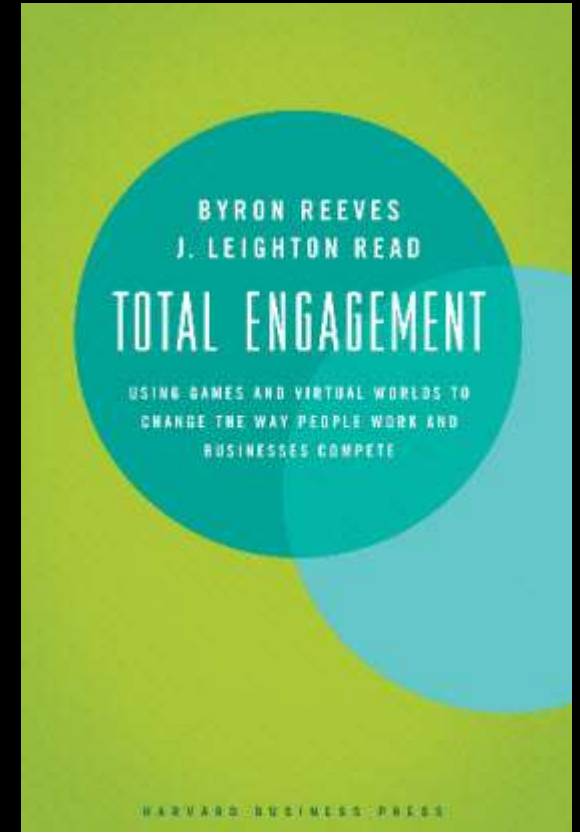
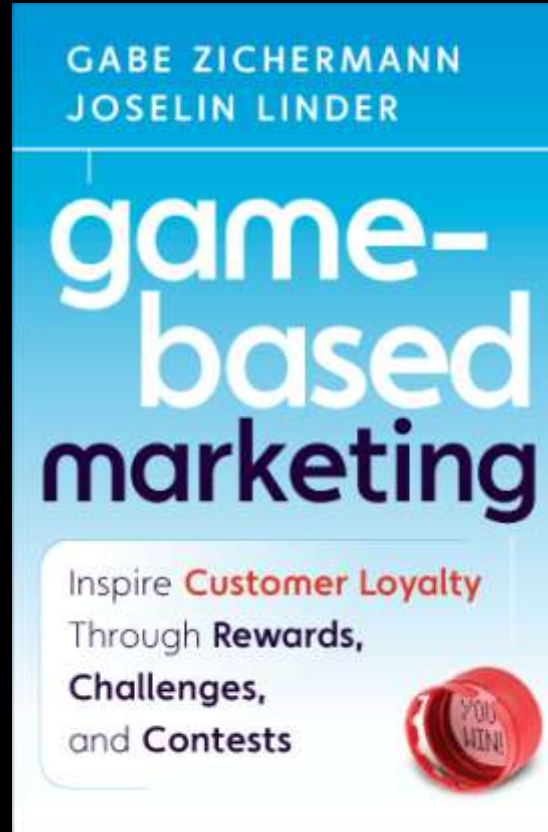
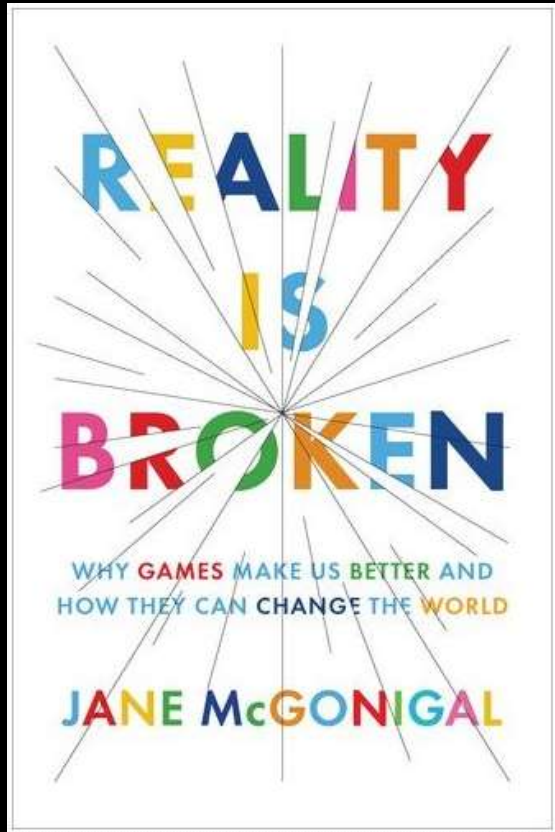
The screenshot shows the homepage of gamification.co. The main article is titled "Life Lessons from the King of Kong" and features a video player with the title "Fun is the Future: Mastering Go". The article discusses the history of video games and the challenges of mastering classic games like Super Mario Bros. and Tetris. The author is Sara Zimmerman. The page includes a search bar, a featured video section, and a Twitter feed.

<http://gamification.co/>



The screenshot shows the homepage of the Gamification Encyclopedia. The page features a large blue header with the title "The Gamification Encyclopedia" and a subtitle "The Gamification Skills and Game Mechanics Resource". Below the header, there is a "Welcome to Gamification.org" section. The main content area includes a definition of gamification: "Gamification is the concept that you can apply the basic elements that make games fun and engaging to things that typically aren't considered a game." The page also includes a sidebar with navigation links and a footer with social media links.

<http://gamification.org/wiki/Encyclopedia>



Books

Jane McGonigal: Gaming can make a better world



Jesse Schell @ DICE2010 (Part 1)



Fun is the Future: Mastering Gamification



Videos

Thank you

For more detail see:
www.dudipeles.com
www.playfulshark.com
www.jivygroup.com

Or just send a mail to:
dudipeles@gmail.com