

Gamification and Usability

Things UX Designers can learn from a
Game Designers

About Me

Founder of Jivy & Playful Shark

Advisor & Mentor for startups

Teacher : Biet Berl, HIT

PhD student: STS @ Bar Ilan

Blog: www.dudipeles.com

Mail: dudipeles@gmail.com



The next 30 minutes

**Games, Fun,
Gamification &
Usability**

The Conflicts



**Theory of game
design for UX
Designers**

Questions

During the presentation when you see a game you recognize, write it down.

At the end of the presentation a valuable reward will be given to the one who recognized the most games

Games, Fun, Gamification & Usability



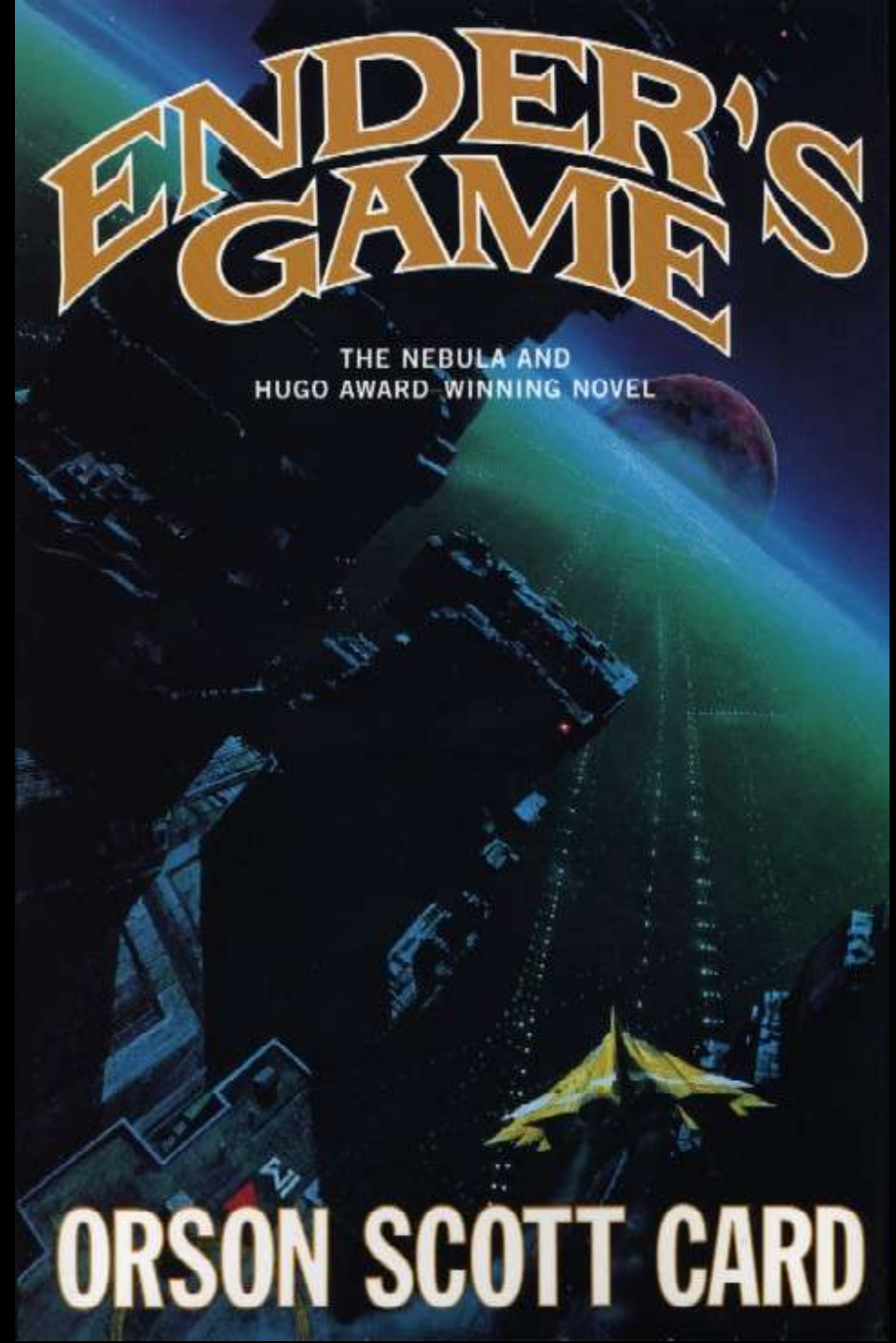
Meet Johan Huizinga...

The Founding Father of Cultural History
and the inventor of the **magic circle**



The Magic
circle
=
A Game
has no
effect on
real life

A Game can change
the course of the
whole universe

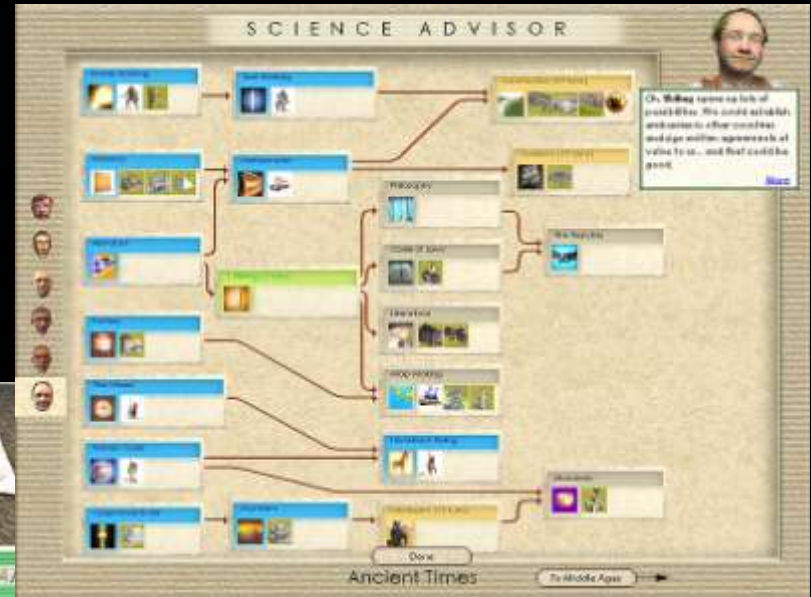




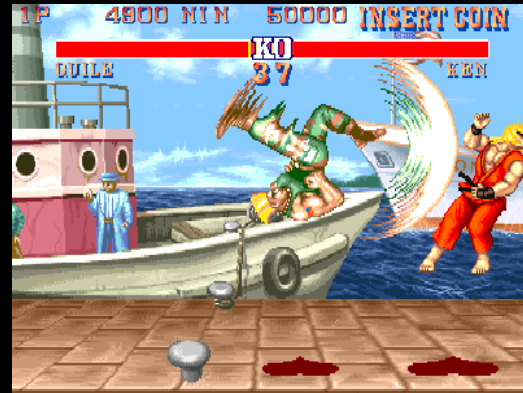
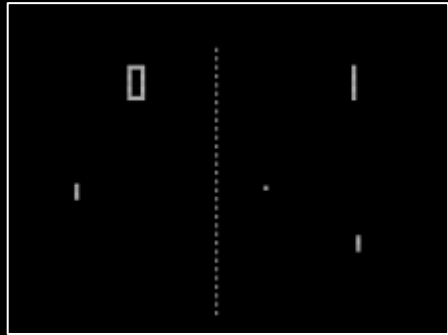
A Game can cover up almost anything

Huizinga was wrong

Games change lives by turning things to **fun**



Games are designed to maximize fun



For the past 40 years
game designers
turned **fun** making
into **science**

So we know...

Games affect life

Games are fun

People have mastered the art of making fun

What now?

Gamification

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

Examples



Usability

- More efficient to use
- Easier to learn / Learnability
- Intuitive
- Memorability
- Consistency
- User-centered design
- Keep it simple, Stupid

Usability

No one is talking about

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



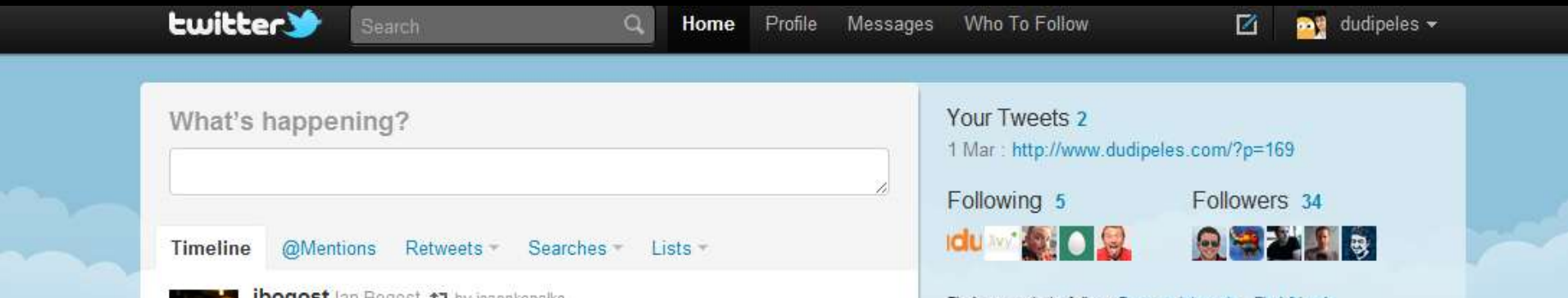
Fun and theme are not correlated
(Game based marketing - Gabe Zichermann)

Theory of game design for UX Designers

How to design user experience like a
game

Clarification

Cosmetic Game Elements



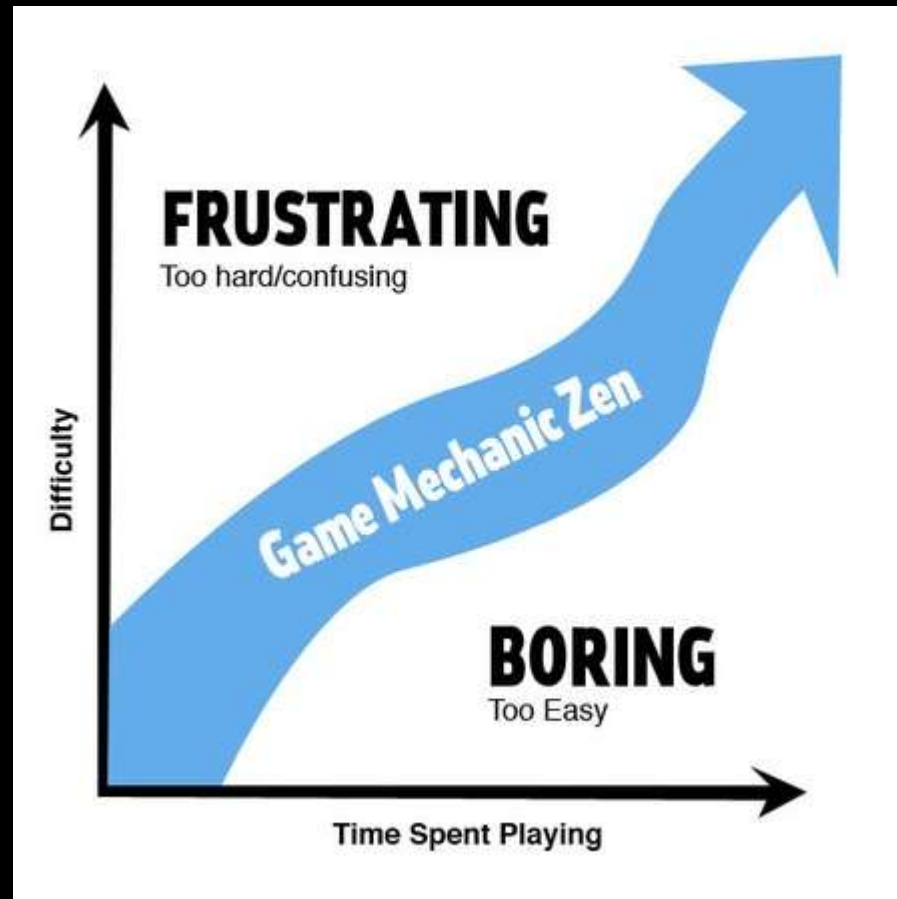
Adding Games

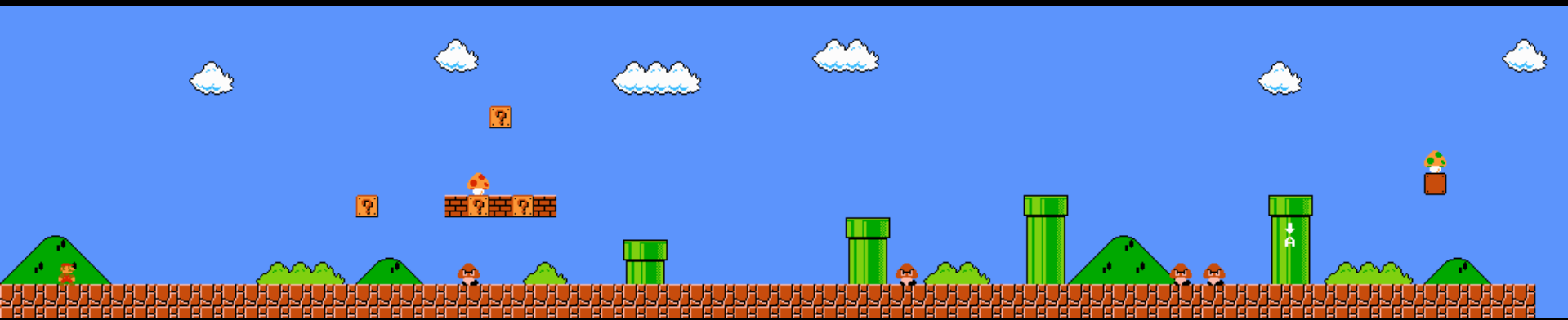
A screenshot of a Hebrew website. On the left, there is a sidebar with a profile picture and text: 'נמל אשדוד בחדשות' (Ashdod Port in News), 'RSS של חדשות נמל אשדוד' (RSS of Ashdod Port News), and 'נמל - הערך נמל בויקיפדיה בעברית' (Port - the value of the port in Hebrew Wikipedia). The main content area features a large article with a blue and white header image. The text discusses a port project, mentioning '1,150 מטרים למזח הראשי ו-1,700 מטרים של רציפים חדשים בעומק של 15.5 מטרים' (1,150 meters of the main pier and 1,700 meters of new piers with a depth of 15.5 meters). Below the article, there is a section titled 'דגש על שירות ללקוח' (Focus on customer service) and another section titled 'משחק המכולות - להיות מנופאי בנמל' (Container game - being a port master).

Integration Game Knowledge & Mechanics...

Its all about Player
centered design

Lesson No 1: FLOW





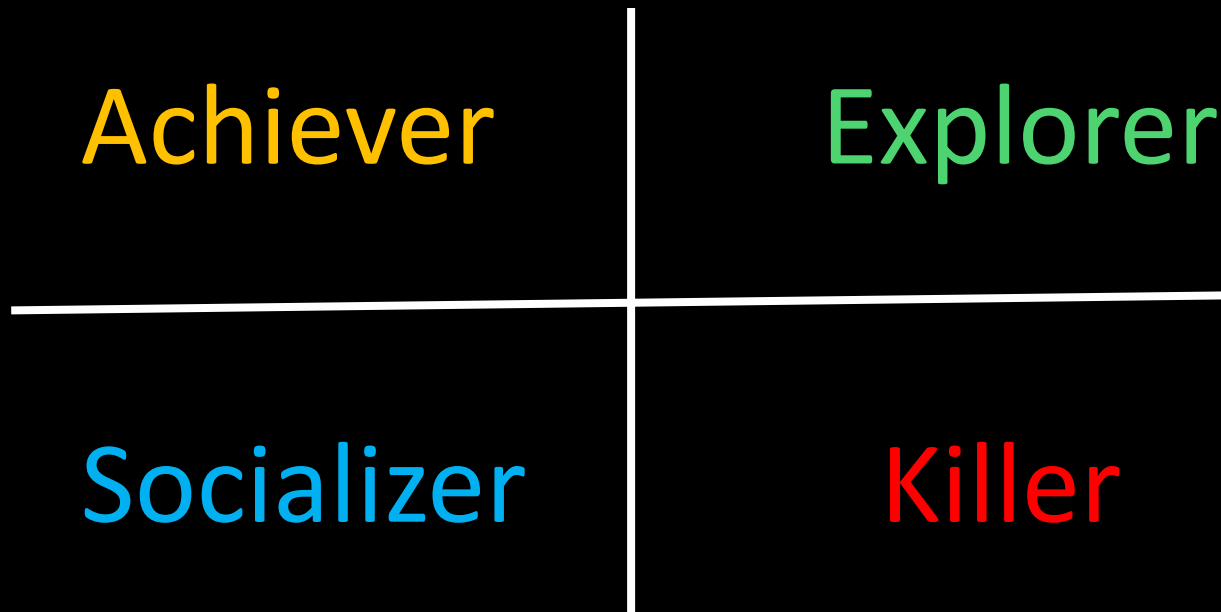
A site or app can feel like working in McDonalds or working in Apple



PHOTO: JASON ALDEN/BLOOMBERG VIA GETTY



Lesson No 2: Players motivation



Dudi: EAKS: E 73%, A 60%, K 40%, S 27%

Why do people enjoy games ?

Bartle's Test

Lesson No 3: Game Mechanics



Status is the most important thing
people **play** or **live** for.

Status is more important more
valuable than cash. Spending cash is
just a way to show off your status.



Status

SCORE<1> HI-SCORE SCORE<2>
0000 0000 0000

THE SPACE INVADERS
PRESENTS
PART FOUR

SCORE ADVANCE TABLE

=? MYSTERY

=30 POINTS

=20 POINTS

=10 POINTS

Points

The image shows a match-3 game interface. On the left, there is a score display showing '0' and a multiplier 'x1'. Below the score is a 'HIGH SCORE' section also showing '0'. There are buttons for 'HINT' and 'MENU'. The main area is a 10x10 grid of colorful gems (triangles, squares, diamonds, circles) in various colors (red, blue, green, yellow, purple, orange, white). At the bottom of the grid is a timer showing '0:58'. On the right side, there is a leaderboard with the following entries:

Rank	Player Name	Score
16	Jessica Lee	24,050
17	Harry McCrac...	15,150
18	Eric Eldon	No Score
19	Mary Min	No Score
20	Jeremiah Sud...	No Score

At the bottom of the leaderboard, there is a 'CHALLENGE FRIENDS' button.

Leader board



Achievements



Goals

The Conflicts

But that's not useable at all?

Efficiency \Leftrightarrow Skills Improvement

“FLOW and Skills Improvement are not efficient or simple”

“I don't want my user to need skills to use my site, it should be completely intuitive”

Building a skill is fun



Most application can benefit from building a skill

Consistency \Leftrightarrow Uncertainty

“For a game to be fun there has to be some level of Uncertainty”

Uncertainty doesn't have to influence the main process



Serious Business \Leftrightarrow Fun

“This is serious business, not a game...”



Games are Serious Business

You convinced me, now what?

- Learn more about game design and Gamification (links at the end of the presentation)
- Use professional **game designers** to help you design user experience
 - Each year 30 game designers finish training In Israel alone
 - There are tens of private game design studios in Israel designing fun as we speak

Who have more than 15 games ?



ACHIEVEMENT UNLOCKED

Video Game Master

More about Gamification



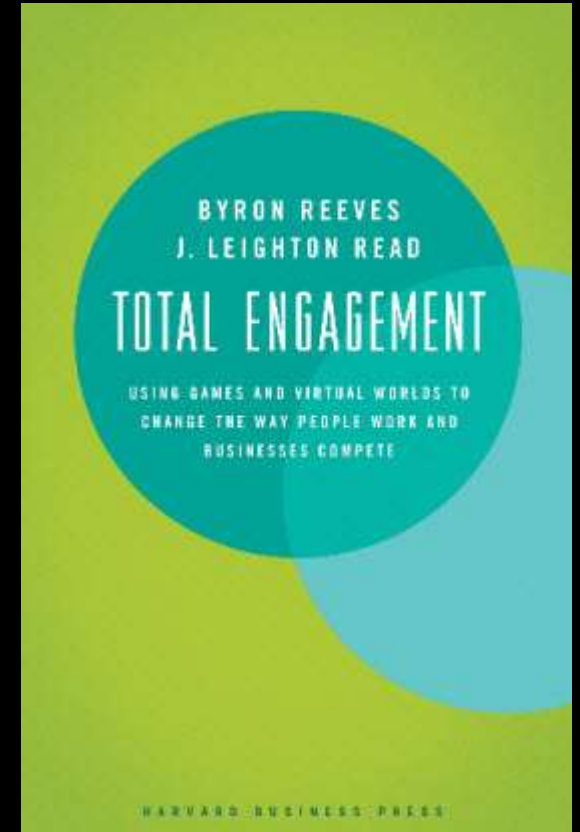
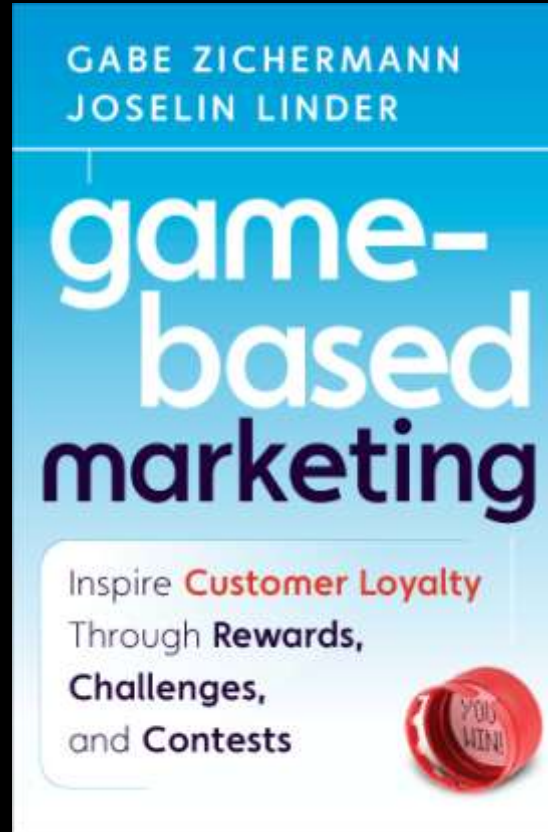
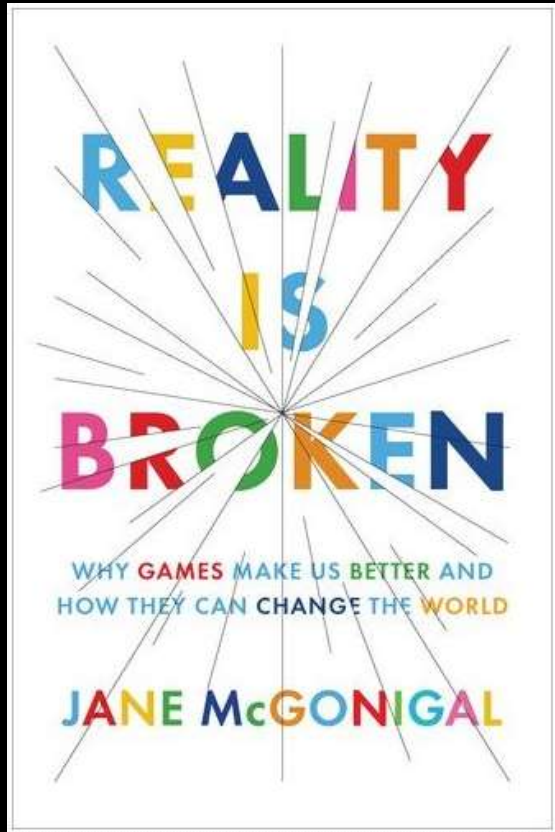
The screenshot shows the homepage of gamification.co. The main article is titled "Life Lessons from the King of Kong" and is dated March 1st, 2011. The article discusses the challenges of the classic game King of Kong and the player Billy Mitchell. A featured video titled "Fun is the Future: Mastering Go" is visible. A Twitter feed is also present at the bottom of the article.

<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 navigation menu. The main content area includes a welcome message, a definition of gamification, and a list of resources. A sidebar on the right contains social media links for Facebook and Twitter.

<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

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