

Introducción

Objeto

Este documento recoge los trabajos por escrito (*written assignments*) realizados por **Fernando Manero** para edición de abril de 2013 del **Gamification MOOC de Coursera** (<https://www.coursera.org/course/gamification>).

Los enunciados se han reducido a su mínima expresión, pero **las respuestas se ofrecen tal cual fueron presentadas** (en inglés y sin correcciones adicionales).

Los tres casos presentados fueron evaluados con 10/10.

Pretende ser útil para todos aquellos que...

- Busquen conocer mejor dicho curso en particular o el funcionamiento de las tareas de los MOOC de Coursera en general.
- Estén realizando el curso y necesiten una referencia para realizar sus propios trabajos (ver cómo se organizan, conocer qué se espera, coger alguna idea, etc.).
- Deseen saber más sobre gamification y quieran ver tres ejemplos sencillos de planteamientos basados en escenarios reales.

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Para saber más

Este contenido forma parte oferta informativa de <http://alkeno.com>. Si quieres saber más sobre **gamification** no dudes en visitar su sección específica en el portal <http://alkeno.com/temas/gamification>.

First assignment

You are an employee of Cereals Incorporated, your supervisor is interested in your gamification skills (...). Provide reasons to justify why gamification could be useful in the scenario provided. Maximum 300 words.

Adding a gamified experience would raise customer engagement and drive sales. The objective would be to increase the market share of ready-to-eat pastries closer to the expected 35% for breakfast products. As a secondary objective, a behavioral change would be triggered (young people not skipping breakfast).

The player profile fits nicely with easygoing social relations and maybe light competitions. A relatively simple and free to download mobile app would allow many ways to “get in the game” (there should be more than one to allow variety and different player types):

- **Words-with-cereals.** An intellectual approach, every box of pastries has a “keyword” that players must use to decipher a brainteaser in the app. Group of friends work together, sending messages and clues found in their boxes, to succeed together and go up the leaderboards!
- **Wacky breakfaster!** Aiming for the not easily embarrassed, challenge your friends to get the funniest photo related to eating breakfast pastries. Groups share, comment and rate their friend’s photos. The groups’ weekly winner goes nationwide against other groups. Badges are given to the weekly winners and their friends. Consecutive winners also receive awards, and after a period an all-time winner could be chosen.
- **Lightning-fast breakfaster!** Take a video of you having breakfast real fast, and upload to Cereals Inc. site for a pure nationwide competition! The prize: your picture on the box as the superhero you are and bragging rights.

The first game is expected to go on indefinitely (keywords on each box and new messages to unlock every few days). The latter two are shorter term, aimed at luring men into buying and eating cereals, and maybe after they are used to eating pastries moving them into the Words-with-cereals game for future engagement.

Second assignment

You are a gamification consultant tasked with reducing obesity among the employees of a small city government in the USA. Describe a gamified system that could motivate a behavior change. Maximum 500 words.

The objective of this gamified effort will be to improve the average physical fitness of city employees, so as to reduce health related costs. The focus will be on **achieving intrinsic motivation for doing physical exercise**, for it's the strongest and has the largest staying power (we want employees to keep on exercising and stay fit, not to go back to old habits after the experience is over).

The SAPS model tells us that status, access, power and stuff are useful behavioral changers. However, **power and stuff are out of the question**: the city cannot allow its employees to gain "power", nor can afford to expend money with the limited resources available.

The first bunch of measures should be based on **tangible rewards that give employees valuable access**. They should be **expected and certain** (the gamer should be familiar with the rules that trigger the rewards, and knows for certain what reward that will be). They are "easy rewards", meant for getting people into the game, although they won't engage them in the long term.

- As an **engagement-contingent** reward for merely joining the "game" employees could get free access to city resources (public sport facilities!).
- As a **performance-contingent** and competence-based reward for actually losing weight they could have access to better parking spaces, free museums tickets and so on.
- Also, certain **smaller rewards** could be given at fixed-ratios (such as "for each full month you get access to a new reward").

The second bunch of measures should be **status based with a variable-ratio to avoid being predictable and focus on intrinsic motivations such as competence** (getting better at sports, becoming fitter) **and relatedness** (the social aspect of sports, with a focus on both competitive and non-competitive

tasks). These will make sure that the employees that decide to play the game are engaged in the long run, and end up running on their own without rewards.

- The city hall will build a small “hall of fitness” for better performing employees. This would be a real-life mixture of a badge and a leaderboard: the name and photo of the people who are doing better. This **competence and competitive based reward** will certainly motivate the fittest of employees, but it won’t engage the “not so good at sports”.
- For those that will never be “the best” a second approach based on social relationships would be a better match. The “hall of fitness” should also **honor effort and teamwork**, so it should feature those that get together the most to engage in fitness-related activities. Playing a match of soccer every Wednesday after work, running together every morning... It should be enough for people to say “hei, I can join and just have a good time and be recognized too”.

Third assignment

The CEO of a collaborative consumption business asks you to design a gamified system than drives business transactions without forgetting social benefits and sustainability. You must provide a detailed description following the Design Framework provided in the course. Maximum 1.500 words.

Business objectives

According to the info provided, ShareAll should be approached with two criteria in mind:

- A **business-related goal**: finding a way for ShareAll to make more money and be more profitable, thus making investors and partners happier.
- A **client-specific constraint**: the CEO has asked us to mind the social benefits of sustainability.

Gamification aligns with this scenario in several ways:

1. As a **driver for engagement**. An online platform based around the idea of sharing resources should instantly attract the attention income-aware and environmentally aware people: gamification should be used to turn those users into players of the ShareAll platform, thus making then returning clients who generate more activity and more profit. The engagement factor is critical because those kinds of users are involved in the causes themselves and not in the intermediary (platforms are interchangeable, barriers to exit are small and users will look at competition to find the most profitable or greenest alternative).
2. As a **trigger for viral marketing**. A successful gamification effort that is able to drive gamers to the social networks would be a huge step in gaining new users at a cost close to zero. This is critical to achieving higher activity and profits.

Target behaviors

ShareAll should strive to **get gamers to check-in often**, ideally many times a day and although deeper and longer engagement will be welcomed, it won't be

encouraged in order to avoid overexposure. Having players return often is useful because:

- Those who engage frequently will default to ShareAll as soon as they realize the need a new product or service. It will be the go-to provider.
- People who visit the platform often will stumble upon new products or services to consume within their reach, even if they came in without a specific need.
- In many cases players will need to engage frequently in order to get a continued service (for example, someone who doesn't use his car from time to time and often is on the look for someone to make use of it).

The main activity for them to return often is checking what's going on in the community (friends and neighbors) and interacting with them. The objective is to **encourage frequent social feedback** so that gamers know what others are doing and get acquainted with the idea of other people making good use of the services available. Feedback is hugely important because gamers will feel like they are doing better if others give their "thumbs up" to whatever they are up to, or even better recommending certain services for being high quality or better value.

In a nutshell: the gamified approach should get gamers to visit the platform more often (but not necessarily for longer), on each visit the gamer should get to do just three things: know what others are doing, receive feedback from the community and give feedback to others.

Players

There will be two main categories of gamers within the platform, according to their expectations:

- **Optimizers:** those who are looking to earn or save money by collaborating. They are likely to be both male and female in the age range of 18-30. According to the Bartle player types, they will mostly adhere to the "achiever" kind of gamer, likely combined with either an "explorer" or "social" component. The *Shares* virtual currency will likely be their main interest, but should be powered by the use of badges, points and levels, as

well as a presentation that evokes a puzzle they must solve, either on their own or with help of others.

- **Eco-friendlies:** those who are looking for sustainable alternatives to the traditional way of consuming products and services (i.e. reducing the CO2 footprint). The idea will attract more women than men (around 60/40) and will definitely appeal to more mature public around 25-45. There is going to be a clear majority of “social” players willing to cooperate, so the engagement effort should focus clearly on socializing, sharing information, giving feedback for good information and incentivizing enhancing other people’s answers.

In both cases we are looking at tech-savvy people who are used to social networks, have experience in e-commerce and may even play videogames. It is doubtful that “killer” player types will be attracted to this kind of experience, as there is not such thing as "defeating anyone" on the platform.

Activity loops

The purest motivator to engage is the need to get a product or service through the advantages of collaborative consumption. Following that need the user will enter the ShareAll platform (maybe because of a Google search, or watching an ad or following a friend’s recommendation...). In any case this kind of motivator cannot be relied upon exclusively and should be reinforced with gamification.

Once a player has joined ShareAll, he/she will be subject to **notifications** much in the same way that most current engagement platforms do (if the player has downloaded a standalone app those notifications will be integrated into the OS for a better experience; if not, email should be used). Those notifications should be triggered in any of the following cases:

- A **relevant event** the player registered for has occurred (there is a neighbor who is renting his car, his favorite provider is currently free...).
- A **social event** regarding the player’s community has happened (a friend has just booked a new service, a coworker has recommended one service...).

- A **timed event** has occurred (the player has not logged in a number of hours, the player is running out of time to book a service he registered for...).

The way the player receives rewards feedback falls in two different mechanisms:

1. The **Share** currency will certainly be the largest motivator of the Optimizers as they are looking for ways to monetize their effort in the game. Shares will be awarded for making real life transactions (item sharing, volunteering and so on). However, many Eco-Friendlies will certainly like the idea of playing nice with Mother Nature and earning virtual currency that is worth real cash.
2. **Points** should also be present as a way to further incentivize gamers. They will be awarded for both being environmentally friendly (which further ties into the CEO constraint) and for engaging in virtual actions such as giving feedback, showing up frequently, giving tips, geotagging useful resources, etc. **Badges** will be linked to points and events (“reach 10k points”, “write 10 reviews”, “average over 3 people on each car trip”) and will be designed to give players “bragging rights” and status.

The platform also will take into account the **endgame**: what happens when a user becomes a master due to heavy use. Mastery will be mostly linked to points and status and will introduce the concept of combos (chaining high-scoring events for added multipliers) and in some cases could lead to the exchange of point to *Shares* in the case of users that have become ambassadors of the platform (it could be like the “mayor” status in Foursquare: if you guide many people to the platform, you can reap real money).

Fun, fun, fun!

As said before, one key to ShareAll gamification relies on a deep social focus. Also, the rewards have been **designed to drive the gamer's intrinsic motivators** towards further socializing and the satisfaction the person feels when earning/saving money and/or fighting for the environment (depending on the type of player). If accomplished, most "achievers" and "social" kind of gamers would be naturally inclined to enjoy the interaction with the platform.

Also, the tasks will be shaped in the form of puzzles that are difficult and challenging, that together with a compelling path to mastery, should keep gamers in general (and "explorers" in particular) eager to return and try harder. Last, but not least, the overall design should be expertly layered out, making sure that the interface and experience is awesome and begs for continued use.

Deploy the appropriate tools

The platform should be deployed following the usual pattern seen on most social networks:

- A powerful, well designed and intuitive **website that acts as a central hub**. It allows full control of the experience, includes all the possible interactions and actions.
- A set of **apps for each major mobile platform** that pack a subset of the most useful and context-sensitive interaction.

For example, the website should allow full control of the sharing assets each user is allowing the community to use, tracking who is using them most, analyzing statistics and so on, whereas the mobile app would be mostly oriented towards consumption of other people's shared assets.

Also, in order to give the ShareAll brand more visibility, the website should allow the users to download or order banners and decals to be included in the shared items. So as to control the results that are being obtained, the platform should allow ShareAll to have user reports that allow tweaking and refining the gamified system.