Building Startup's Guide to

Gamification

BuildingStartups.net

Who is this guide for?

Gamification is a great way to boost your user's engagement, to motivate users to complete tasks and to reduce churn.

Every product person should know the basics of gamification so to know when to integrate these concepts.

We made this guide to give every entrepreneur just that, the basics of gamification to give you the required understanding of what you need to know.

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What is Gamification?

Gamification is defined as the use of **game elements** in a **non-game** environment.
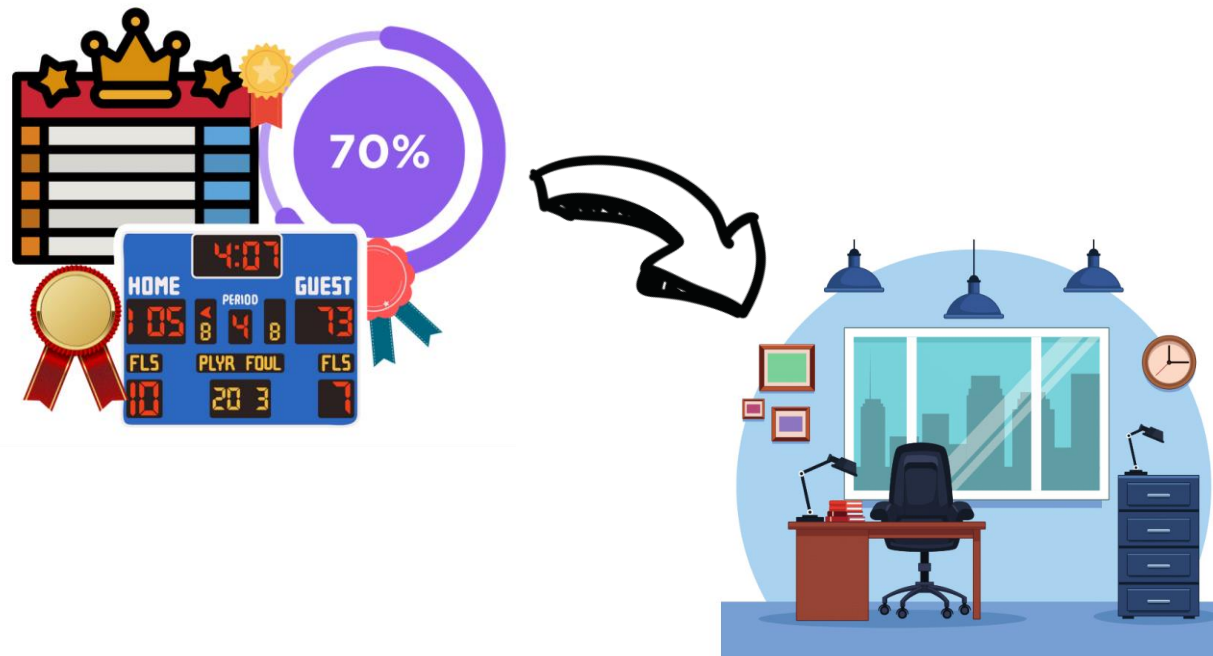
What is a
Game?
The **engineering** of human behavior

Fun

Winners

Social

Autonomy

Exploration

Avatars
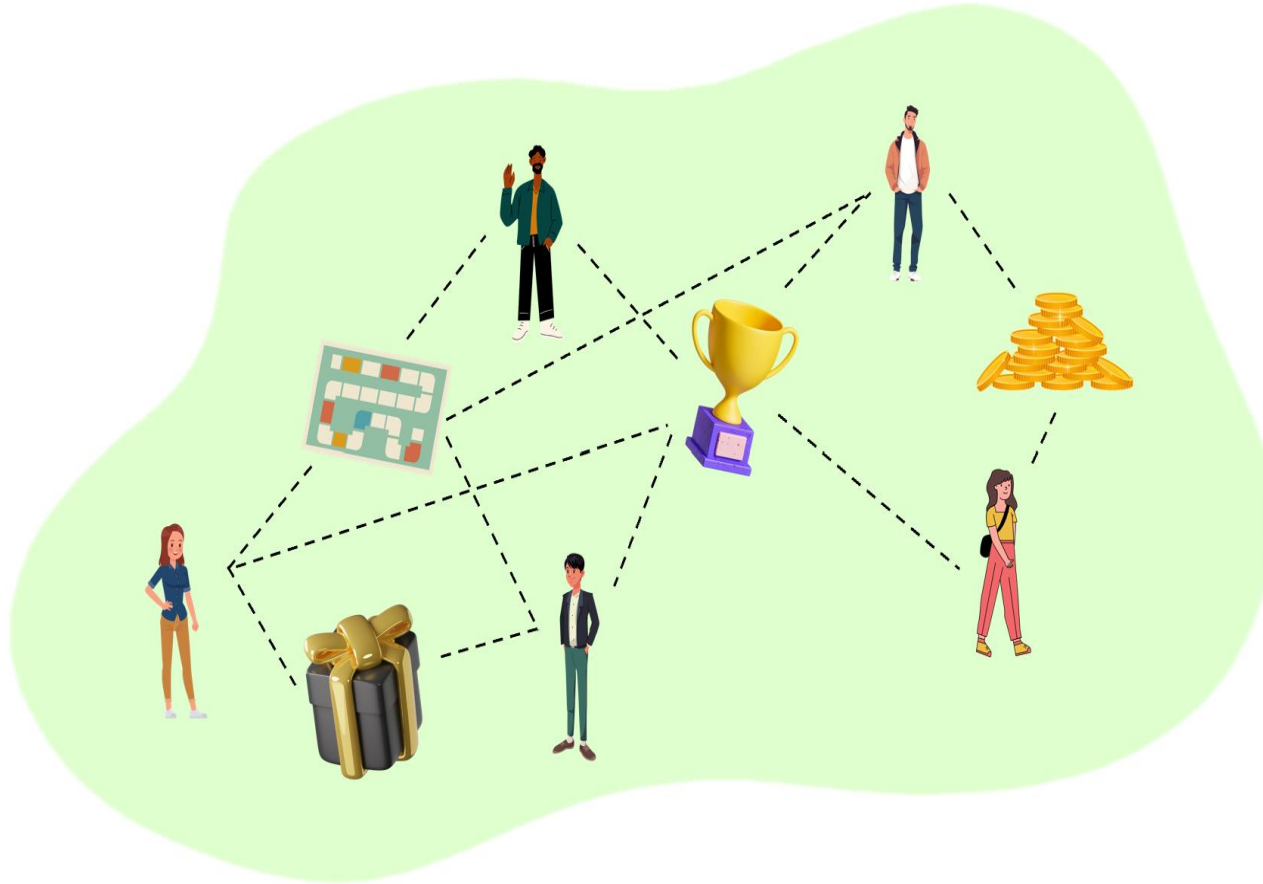
Cooperation

Leaderboard

Skill

Score

Competency

Prizes

Voluntary

Competition

Losers

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The Building Blocks of Games

Elements
These are the different components that the game is built from (players, board, prizes, points, etc.)

Mechanics
This is the structure of the game that pushes it forward (competition, quest, cooperation, luck, collection etc.)

Dynamics
These are the rules and constraints that control how the different elements interact

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Why Use Gamification?

Gamification harness human psychology to increase users' engagement with your product and get them to do more with it

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When to Use Gamification?

Use gamification when you want to push a specific business metric that require users' effort and participation. Use these 4 questions as a guide:

1

Can I define an algorithm for the actions I want a user to take?

⬇

If yes, I can design a user journey/set of behaviors to encourage using gamification

2

Will my goals interest the user?

⬇

If there is nothing interesting users will not be motivated, and gamification might not work

3

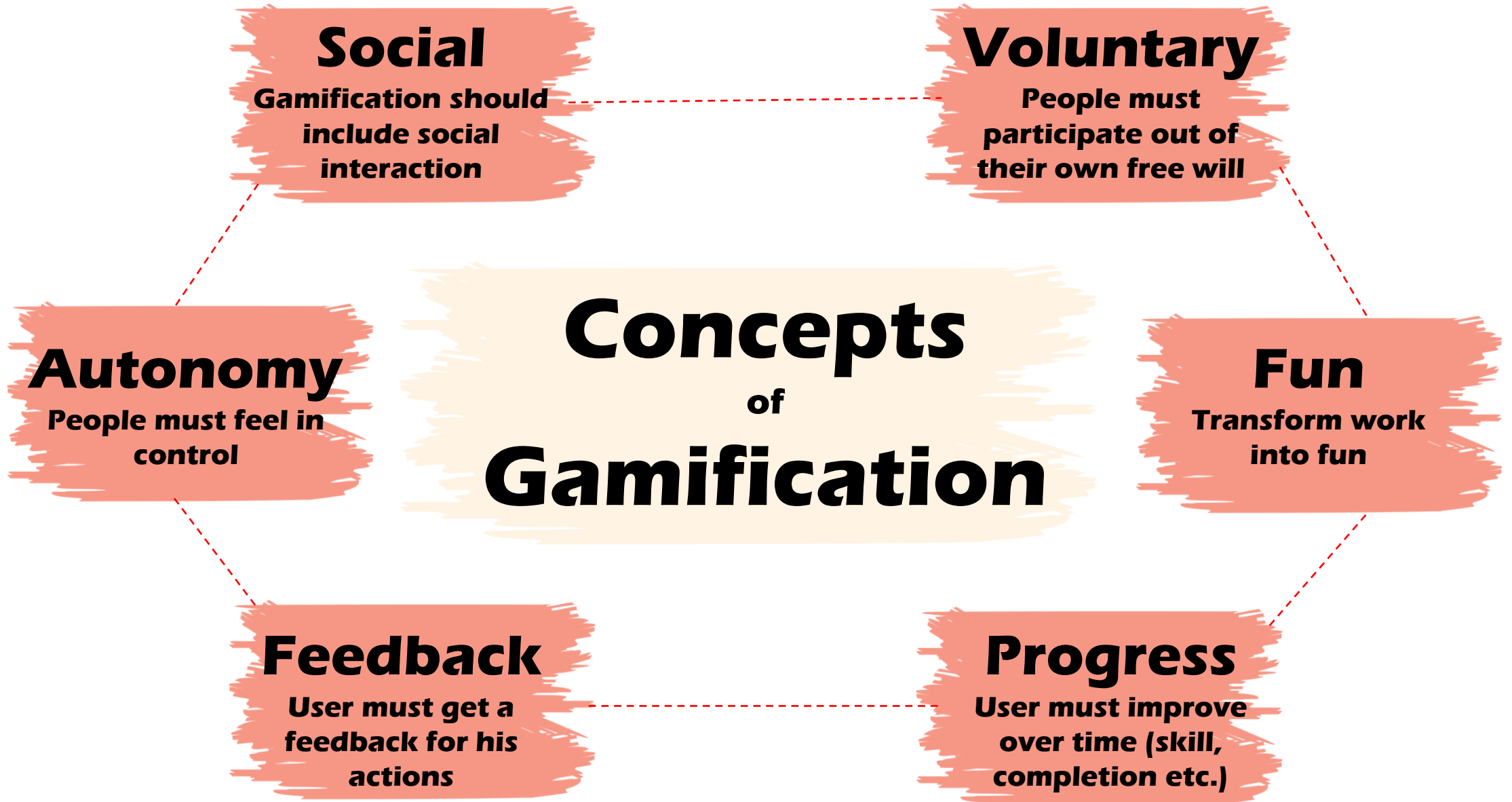**Do I get value from encouraging a behavior?**

⬇

There is no point of encouraging any behavior if it does not benefit you.

4

Can I avoid conflict between the actions I want my users to take and other motivations in their lives?

⬇

Outside conflict will decrease the efficiency and user engagement

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Concepts of Gamification

Social
Gamification should include social interaction

Voluntary
People must participate out of their own free will

Autonomy
People must feel in control

Fun
Transform work into fun

Feedback
User must get a feedback for his actions

Progress
User must improve over time (skill, completion etc.)

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Game Elements for Gamification

Feedback

Progress

Points/Coins

Stages
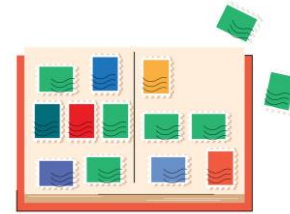
Collectables

Quests

Badges

Rewards

Avatars
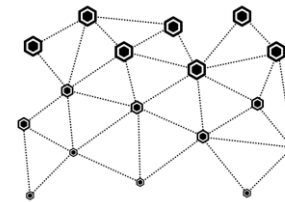
Social Graphs

Leaderboard

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Gamer vs. Designer

The Gamer

Takes an active role at the center of the game. Look at the experience and his enjoyment

The Game Designer

Look at the mechanics of the elements and how they engineer the gamer behavior

When building a product, you must think like a game designer

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Designing a Gamer/User Journey

First Use
The first struggle for any game designer or product creator is to get a user to try the game/product

Onboarding
Every beginning is hard, this is why every gamer needs some assistance to help him take his first steps in the game enjoyable (not necessarily easy)

Building Mastery
Once the user tried the game/product, the next challenge is to get him to come back, use the game/product again and build mastery (add value, status and skill)

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How to Onboard

The purpose of the onboarding stage is to familiarize the user with the product and explain how to use it. Here are some ways onboard new users
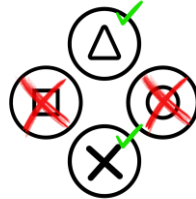
Guided Tour
Run an on-screen demonstration of the system's functionality

Hints
Expose small hints to help the user understand what to do

Restrict Options
Restrict what's allowed for the user to point him to the right actions

Helper
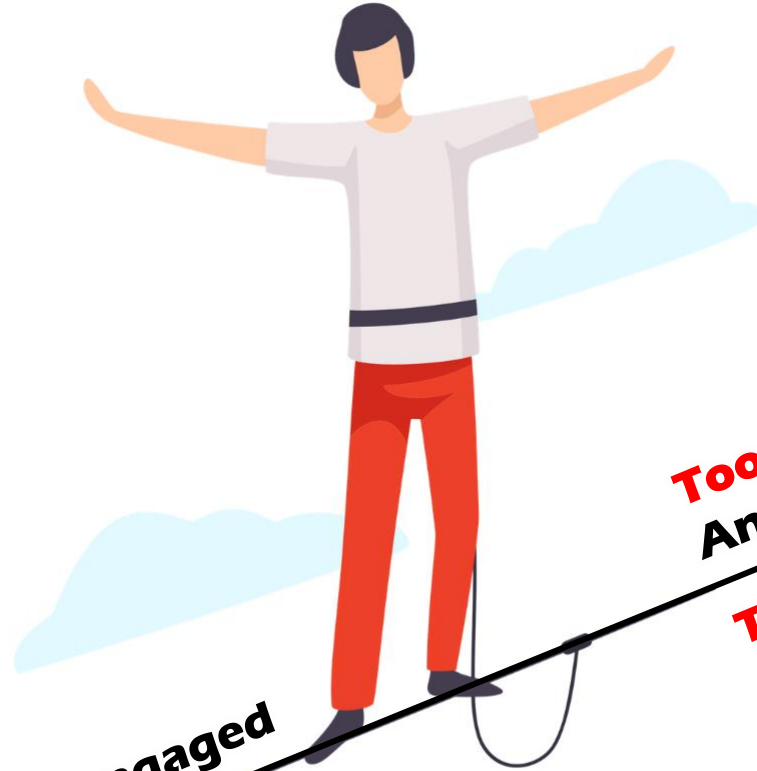Give the user a helper that monitor his actions and give suggestions

Easy
Make it easy to understand

There are many more options
The key is to help the user get quick and enjoyable start...

The Road to
Mastery

The product must adapt to the user's level to keep his motivation and engagement.

In a business environment this means adding additional value to the user with mastery and usage.

Too Easy / Not Enough Value
And the user will lose interest

Too Hard
And the user will get frustrated and disengage

There is a thin line to keep a users engaged

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Designing a Gamification System

STEP 1

Start with the end in mind and define the result you want to achieve

STEP 3

Define success and metrics for each action

STEP 2

Define the actions the user must follow to achieve such result

STEP 4

**Design the action loops and gamification elements to encourage the user to perform the desired action.
(Motivation -> Action -> Feedback)**

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Motivation

Why we do the things we do

Theories of Motivation

Behaviorism
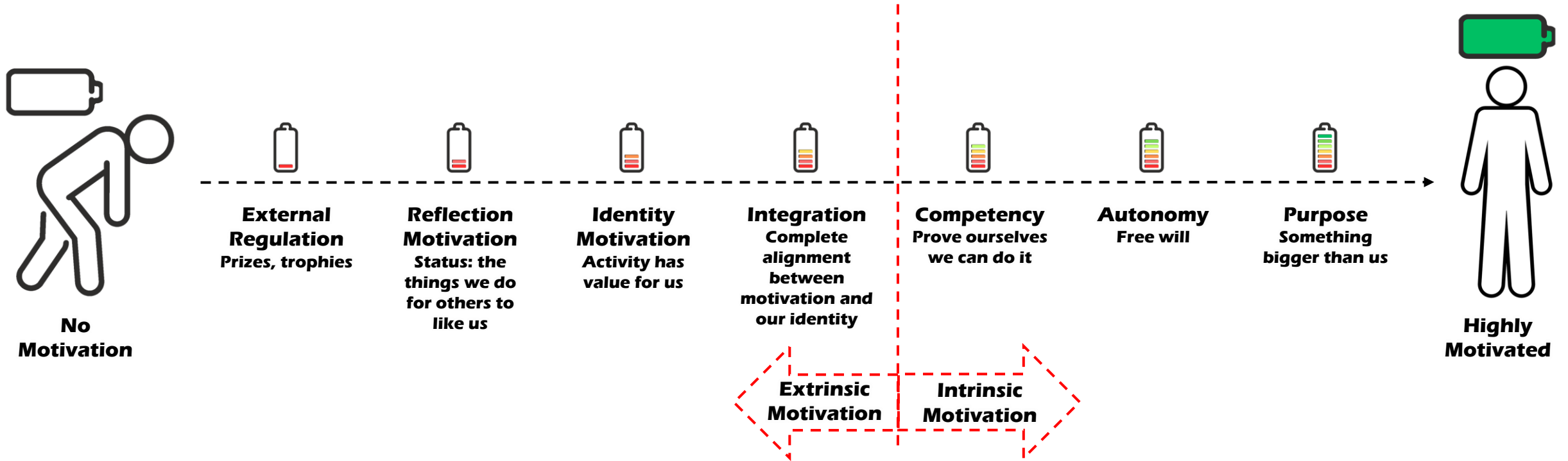Behavior is learned by a set of rewards (or punishments)

Cognitivism
Our behavior is a result of the way a person thinks.

Gamification
is using both

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The Motivation Scale

The key to user participation is motivation

No
Motivation

External Regulation
Prizes, trophies

Reflection Motivation
Status: the things we do for others to like us

Identity Motivation
Activity has value for us

Integration
Complete alignment between motivation and our identity

Competency
Prove ourselves we can do it

Autonomy
Free will

Purpose
Something bigger than us

Highly
Motivated

Extrinsic Motivation

Intrinsic Motivation

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The Bartle Model
4 Types of "Players"

The Achiever
Motivated by the will
to achieve their goal

The Discoverer
Motivated by
exploration. This
player wants to learn
what's possible

The Socializer
Motivated by
interactions with
other players

The Killer
Motivated by his
ambition to dominate
and control

These are mental models. Every person has a score
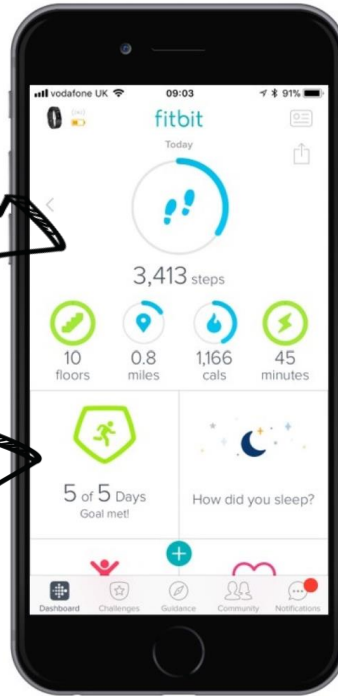for each type making 1-2 of them dominant

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Examples

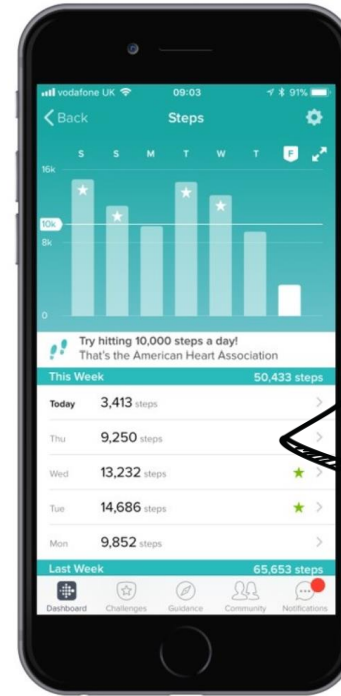## gamification in action

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Fitbit

Using gamification to help us exercise more

Points (steps)

Badges

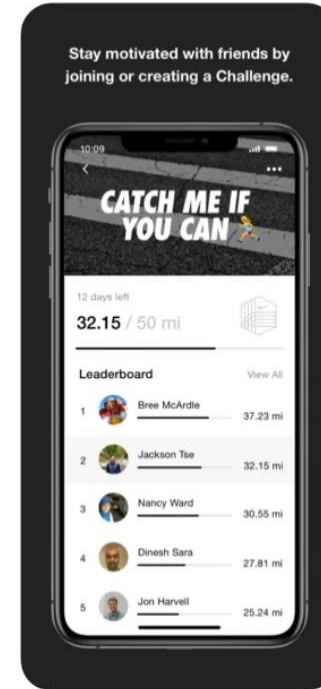Leaderboard

Nike Running Club

Similar to Fitbit, using gamification to help us exercise more

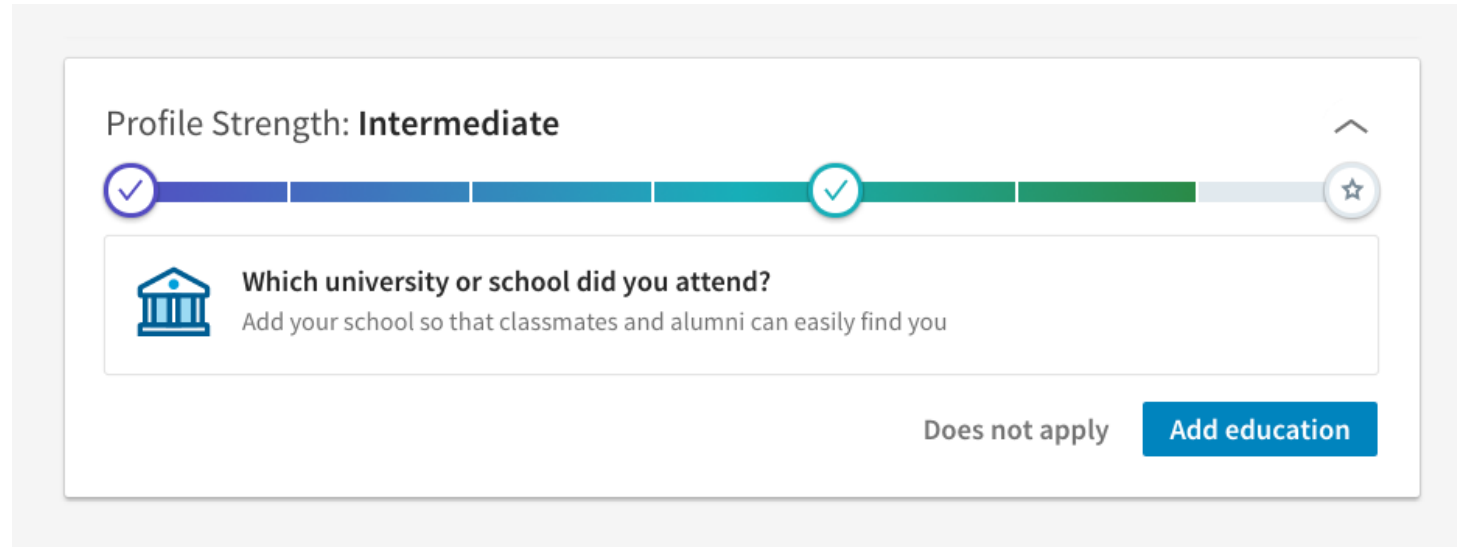**Points (steps)**   **Badges**   **Leaderboard**

KFC Japan
Using game to boost sales

KFC Japan took it a step further and created a whole game. Playing the game allowed users to win real awards to redeem at KFC stores.

The game spikes sales by 106%

LinkedIn Progress Bar

LinkedIn used a progress bar get more people to fill their profile
This proved successful with 55% increase in profile completion

LinkedIn also used the Endowed Progress effect to motivate people even further
The progress bar would never start at 0 to give you a sense of "almost there"

Reward and loyalty Programs

Many companies use badges and reward systems to encourage users to shop more
Airlines even created classes to indicate status based on usage

Do you want to

Implement gamification in your Products?

Let's talk, I am here to help...

You can schedule **a virtual coffee**
You can also **send me an email**
and a **WhatsApp message**
and learn more **on our website**

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