Basics of Gamification

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My Background - Gamification Journey

http://youtu.be/cJ7TtS4pIxg

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Some Definitions

"the use of game mechanics and experience design to digitally engage and motivate people to achieve their goals"
- Gartner 2014

*"**Gamification** is the application of game-design elements and game principles in non-game contexts"*
-Wikipedia

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Gamification Market

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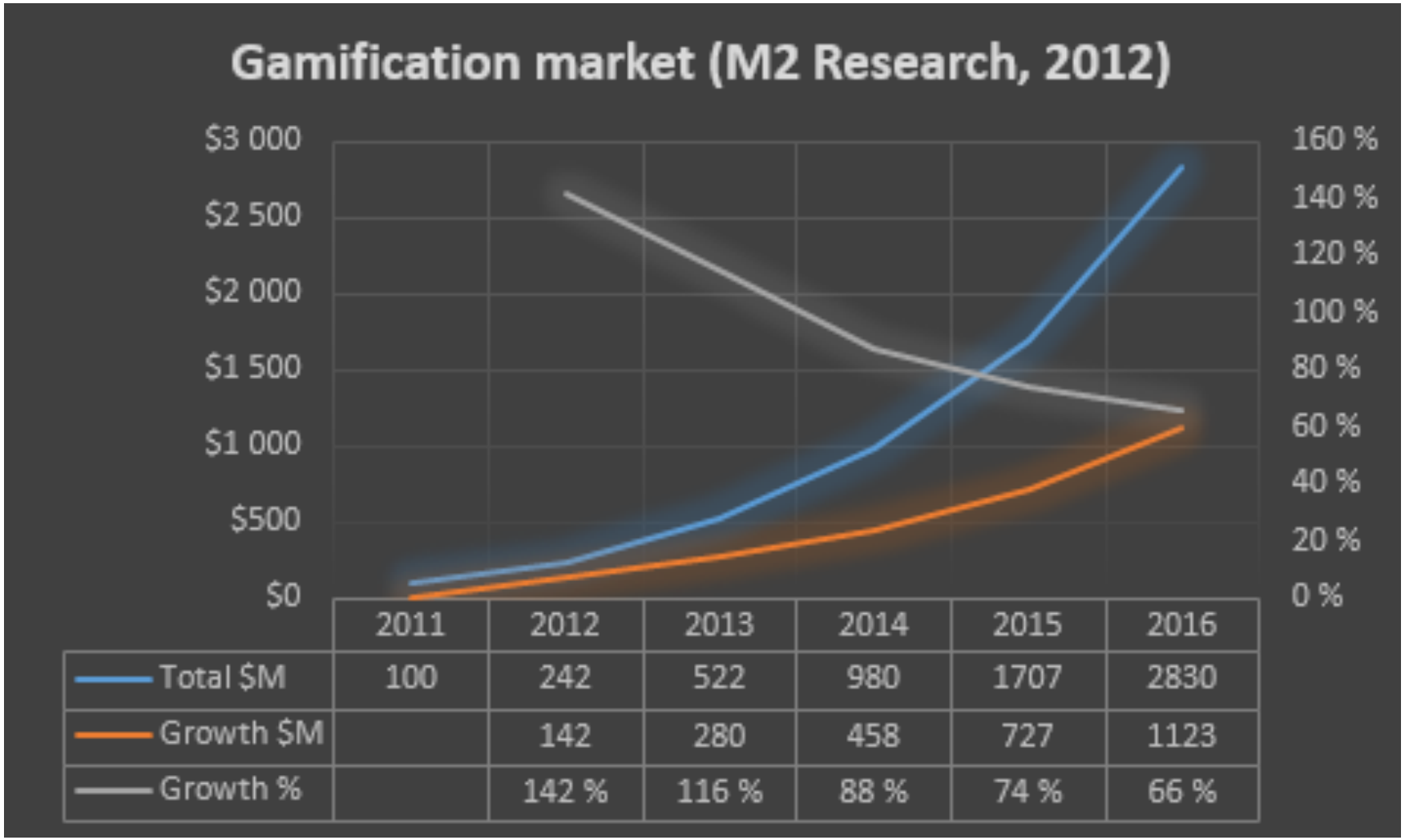

	2011	2012	2013	2014	2015	2016
Total $M	100	242	522	980	1707	2830
Growth $M		142	280	458	727	1123
Growth %		142 %	116 %	88 %	74 %	66 %

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www.prweb.com/releases/gamification-market//prweb10893419.htm

Gamification Market is Estimated to Grow from $ 421.3 Million in 2013 to $5.502 Billion in 2018 – New Report by MarketsandMarkets

Gamification Market has the potential to be huge and that it has the potential to be the face of almost all future applications.

(PRWEB) July 02, 2013

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Gamification, despite the great deal of hype and glory, is amongst the most misunderstood catchphrases in the industry. Gamification Market has significant potential that can change the dynamics of employee engagement, rewards and recognition and customer loyalty, globally. The mechanics of gamification, that is, rewarding people with points and other incentives, have been around since ages; it is the explosion of the digital world which has made marketers and product managers think of it as a packaged motivational tool.

Browse:

- 150 Market Data Tables
- 44 Figures
- 317 Pages and In-Depth Table of Content on "Gamification Market"

http://www.marketsandmarkets.com/Market-Reports/gamification-market-991.html

Early buyers will receive 10% customization on reports.

MarketsandMarkets

"North America is expected to be the biggest market, followed by Europe and Asia-Pacific."

While just plain points, badges and other virtual goods may not have long lasting user engagement effects in gamification; they serve as an appropriate reward system, equipped with user attention grabbing techniques and immersive graphics technology, which can enable user engagement, over a period of time. Immersive digital technology implies the use of creative gaming dashboards, which imitate real life games such as golf, baseball or Farmville to be designed within and in sync with enterprise applications or the consumer brand which it is to be engaged with.

Contact

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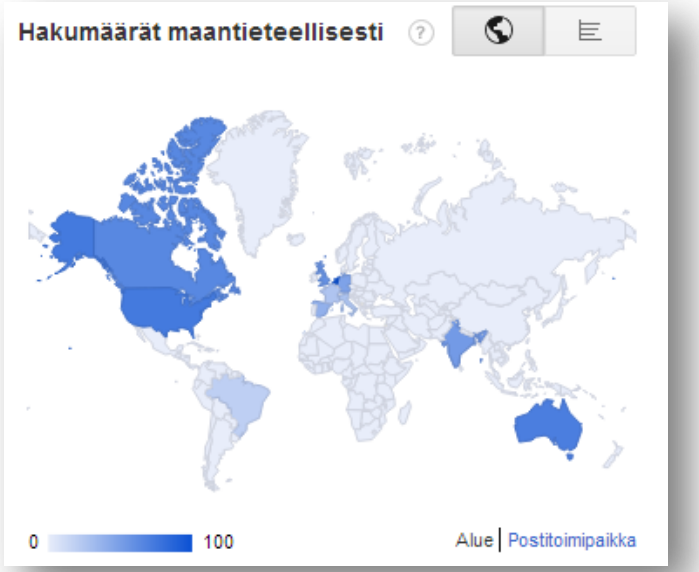
Technology trends

Global markets - Google Trends

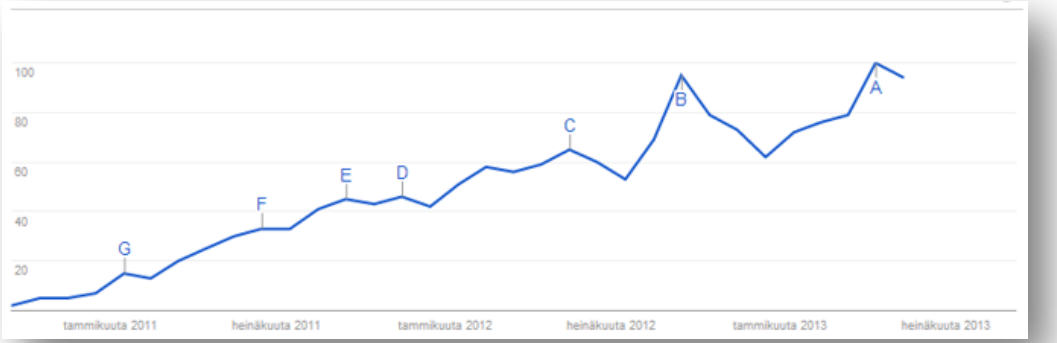


- Deloitte: Tech Trends 2012 raportti - Gamification trendi # 2
- Forrester: SaaS and data-driven smart apps as the major growth engines for the worldwide software market 2013.

Gartner:

- 70% of Global 2000 companies will have at least one “gamified” application by 2014.
- By 2015, 40% of the global 1,000 will use gamification as a primary key to transform business operations
- 80 % of gamified apps will fail due to poor design
- More than 50% of all social business initiatives will include a gamification component by 2013. Source: Constellation Research.

Market development vs. Google Trends



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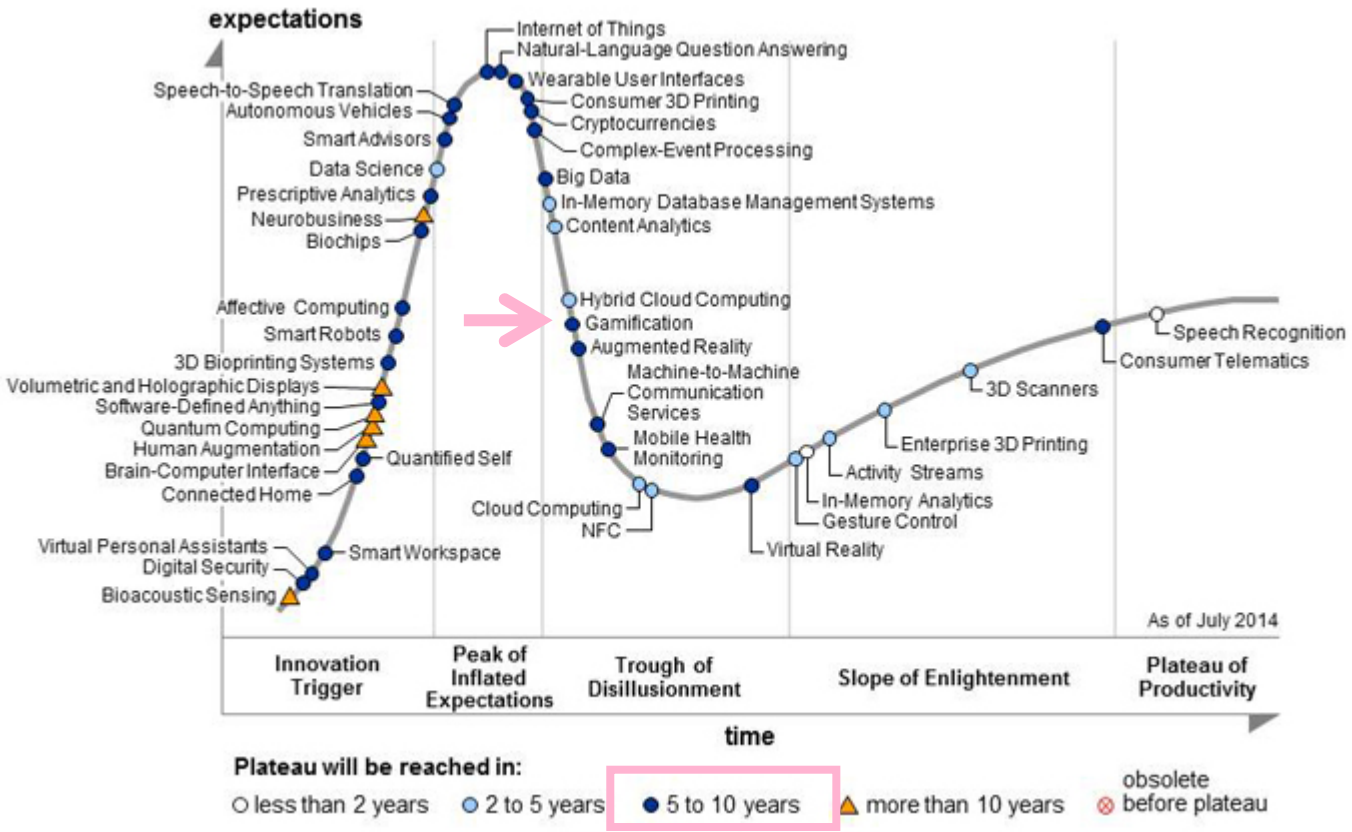
Hype?



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Why Gamification?

”Perhaps the greatest challenge business leaders face today is how to stay competitive amid constant turbulence and disruption.”

- John P. Kotter, Harvard Business review, November 2012

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Strategy Research Evolution

Budgetary planning (1950-1960)	• Centralization • Goal setting
Corporate planning (1960-1968)	• Corporate structure supports strategy implementation
Corporate strategy (1968-1975)	• Relative market growth vs. relative market share growth • Quality compared to the competitors
Industry and competetive analysis (1975-1985)	• Porter's fove forces (Competitive strategy) • Position compared to the five forces
Internal Sourcing of Competitive Advantage (1985-1995)	• Hamel, Prahalad: core competencies and processes • Resources
Strategic innovation and implementation (1995-2001)	• Implementing innovations • Balanced scorecard (Kaplan & Norton)
Strategic thinking and simplification (2003-)	• Strategy in everyday work

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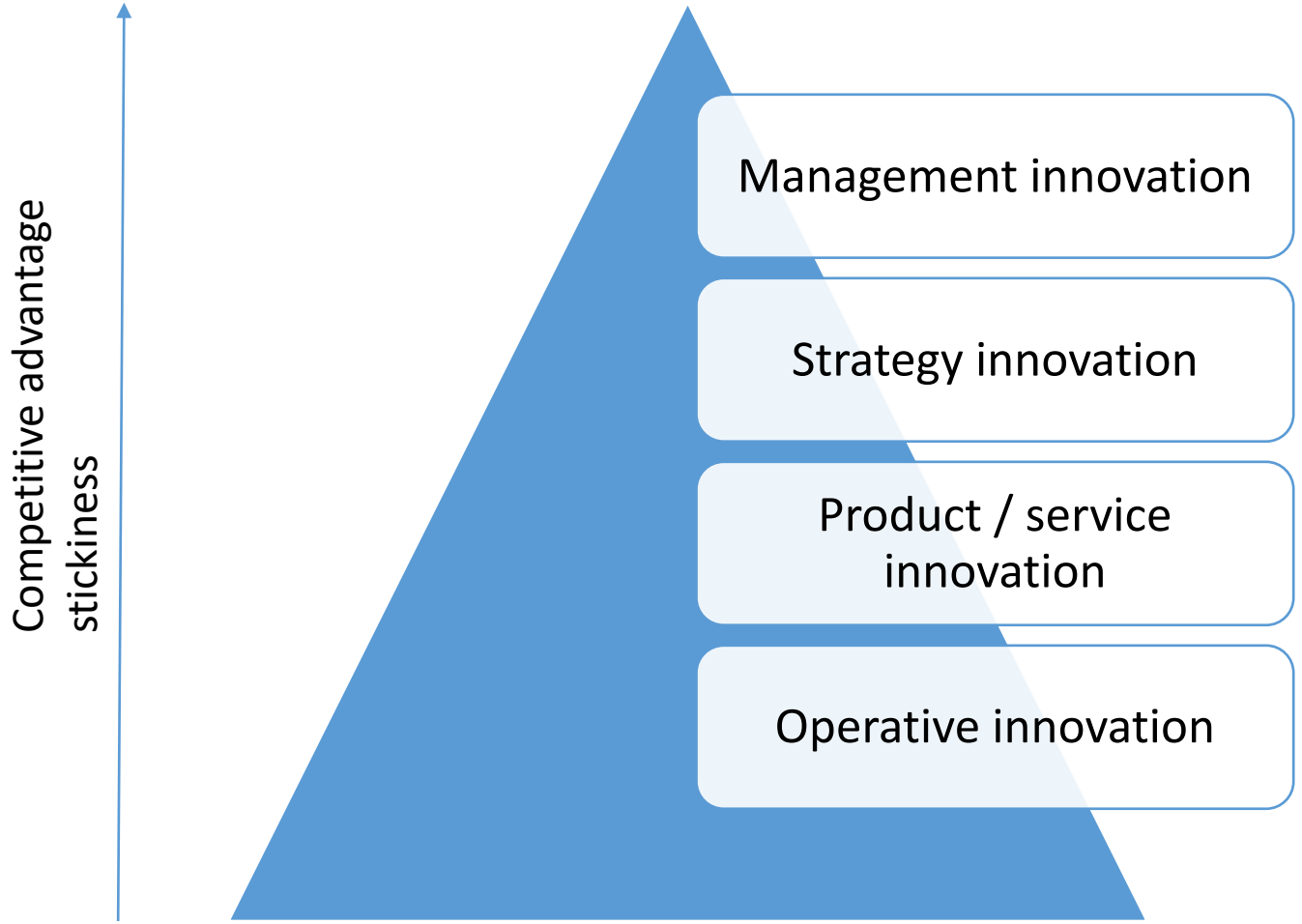
Lähde: Strategic thinking institute

Innovations & Competitive Advantage



Lähde: The future of management, Gary Hamel

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Recommendation: The significance of ... , Hans Rosling in Youtube. eg.
http://www.youtube.com/watch?v=KVhWqwnZ1eM

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” Organizations do not die for doing wrong things but for continuing too long to do things which once used to be right ones...”

- Mikko Kosonen (Sitra), 29.4.2011
in his presentation at Metropolia

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How to Gamify?

Case: Michael Jordan

"I have missed more than 9000 shots in my career. I have lost almost 300 games. On 26 occasions I have been entrusted to take the game winning shot .. and missed. And I have failed over and over and over again in my life. And that is why... I succeed."

- Michael Jordan

Kuva: fansshare.com / Sigmund35

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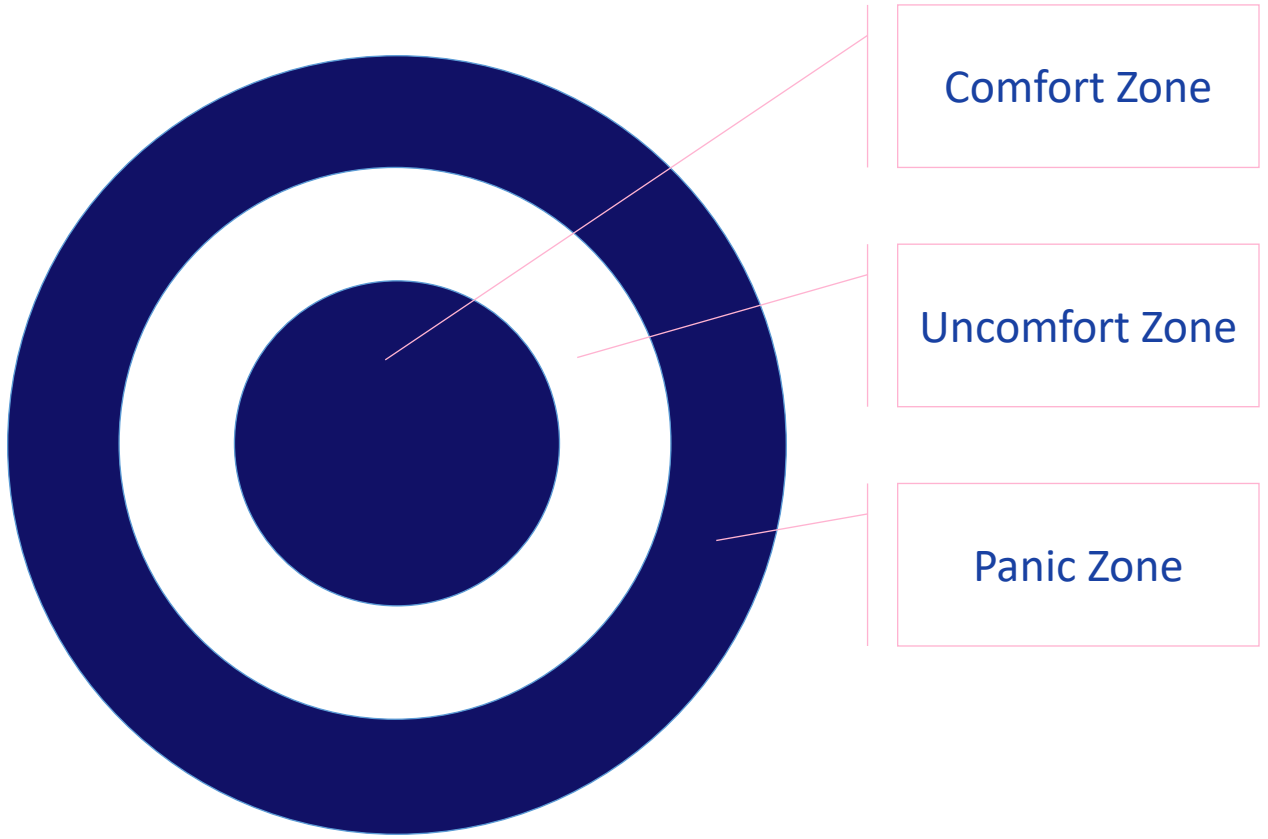
Change Challenge



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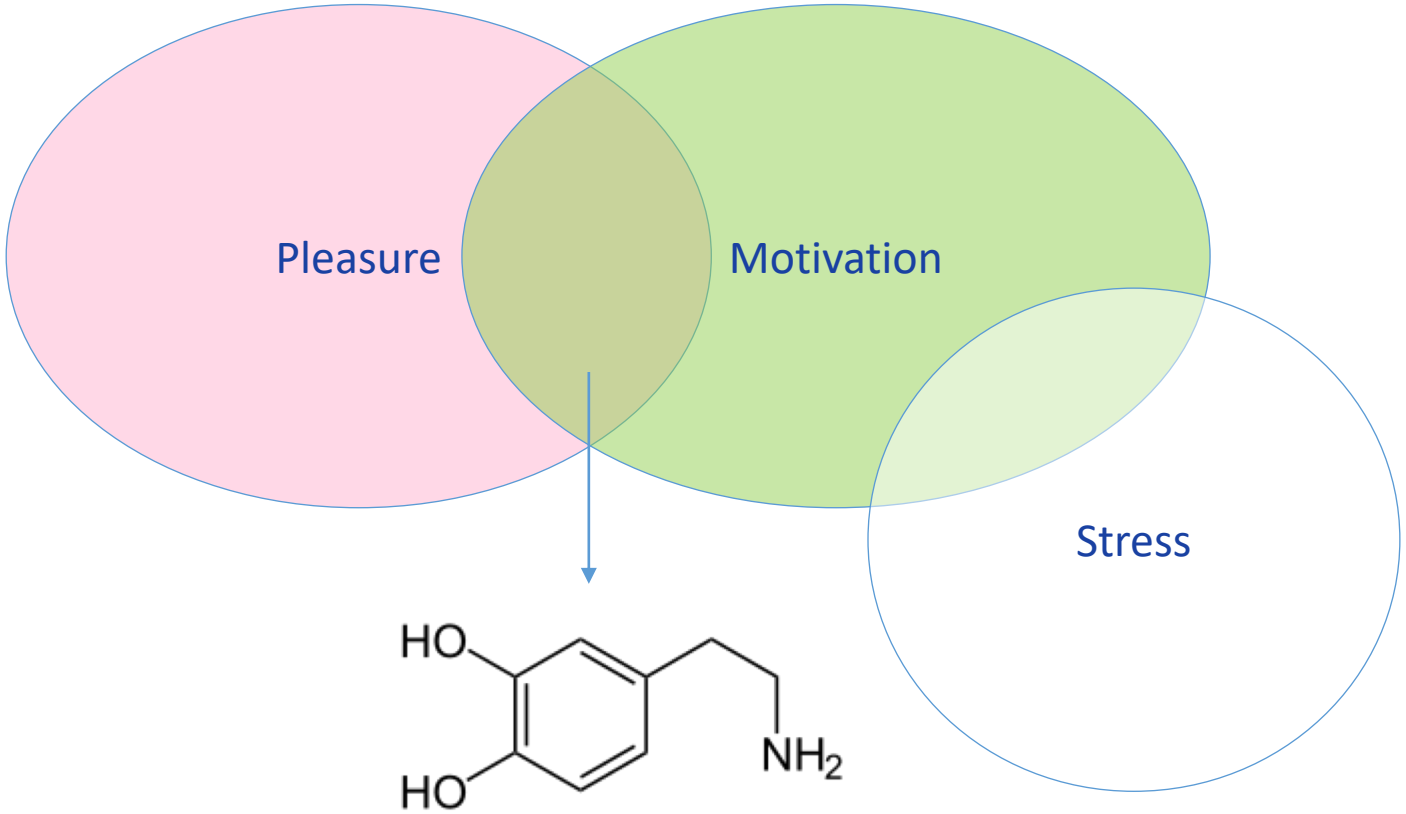
Instant Feedback



Dopamine

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Motivation in Short

- Motivatin is a process that initiates, guides and maintains goal-driven behaviour
- Motivation theories:
  - Content theories
    - Need= internal state of unbalance
    - The relative strength of needs guide behaviour
    - Eg. Maslow's Hierarchy of needs, Herzberg's two factors theory, McClelland'stheory of needs, Alderfer's ERG theory
  - Process theories
    - Individual interpretation of situations creates dirrering expectations
    - Process theories describe differences in reactions towards internal and external factors
    - Eg. Skinner's reinforcement theory, Vroom's expectancy theory, Adam's equity theory, Locke's goal setting theory
- Internal and external motivators (doing things vs. achieving results)
- Gamification and motivation
  - Internal or external motivators?

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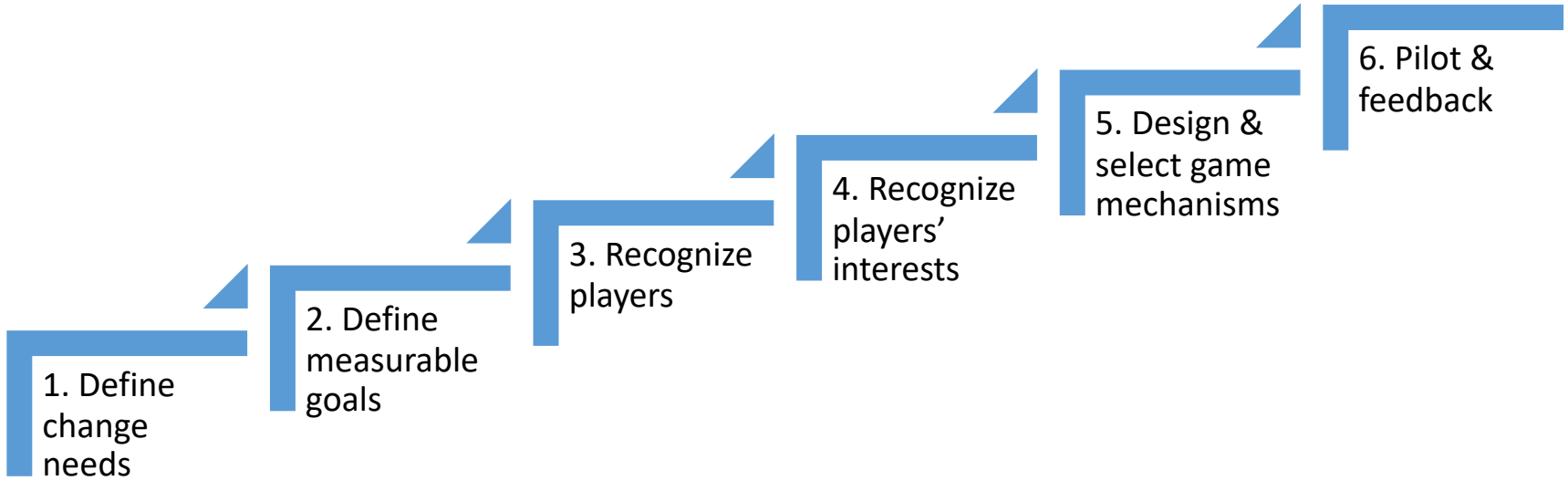
Gamification process



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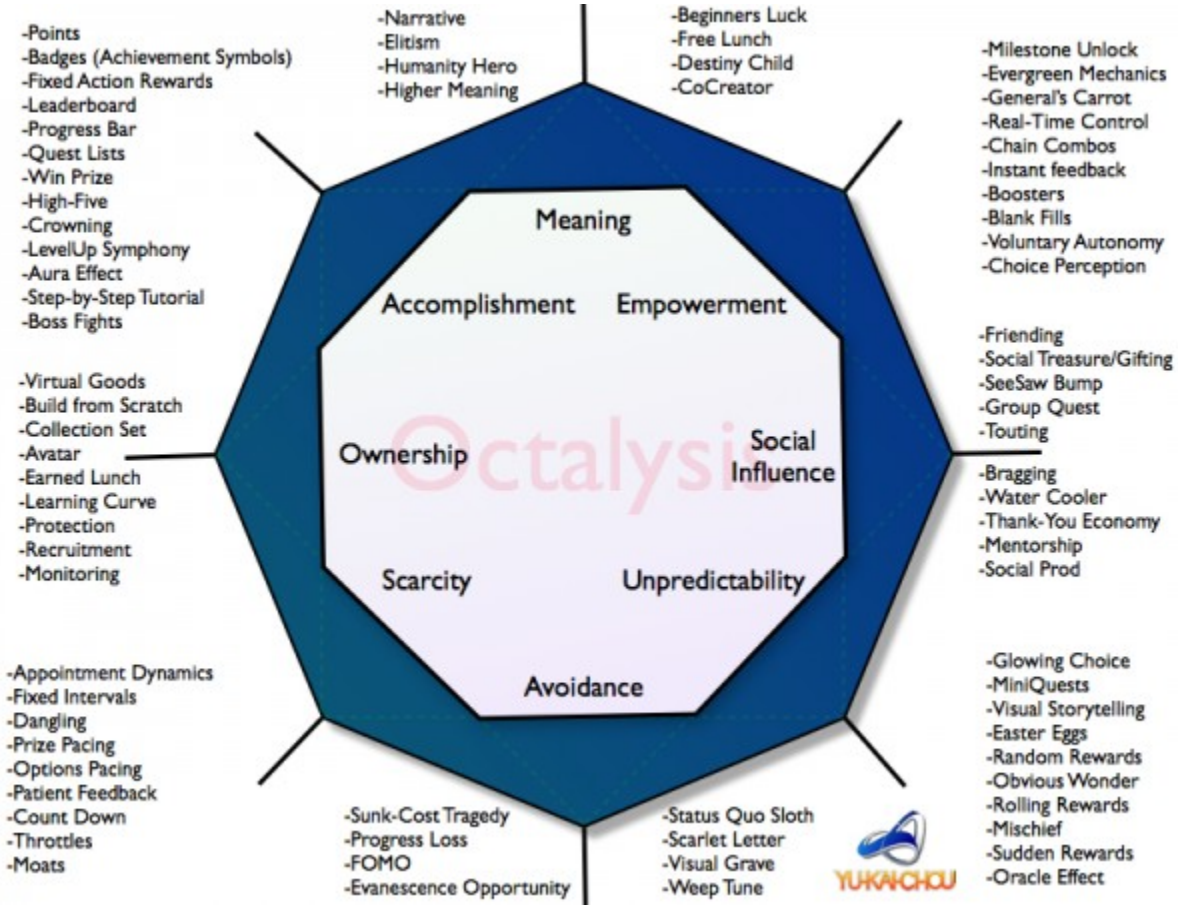
Octalysis Framework



Lähde:
http://www.yukaichou.com/gamification-examples/octalysis-complete-gamification-framework/

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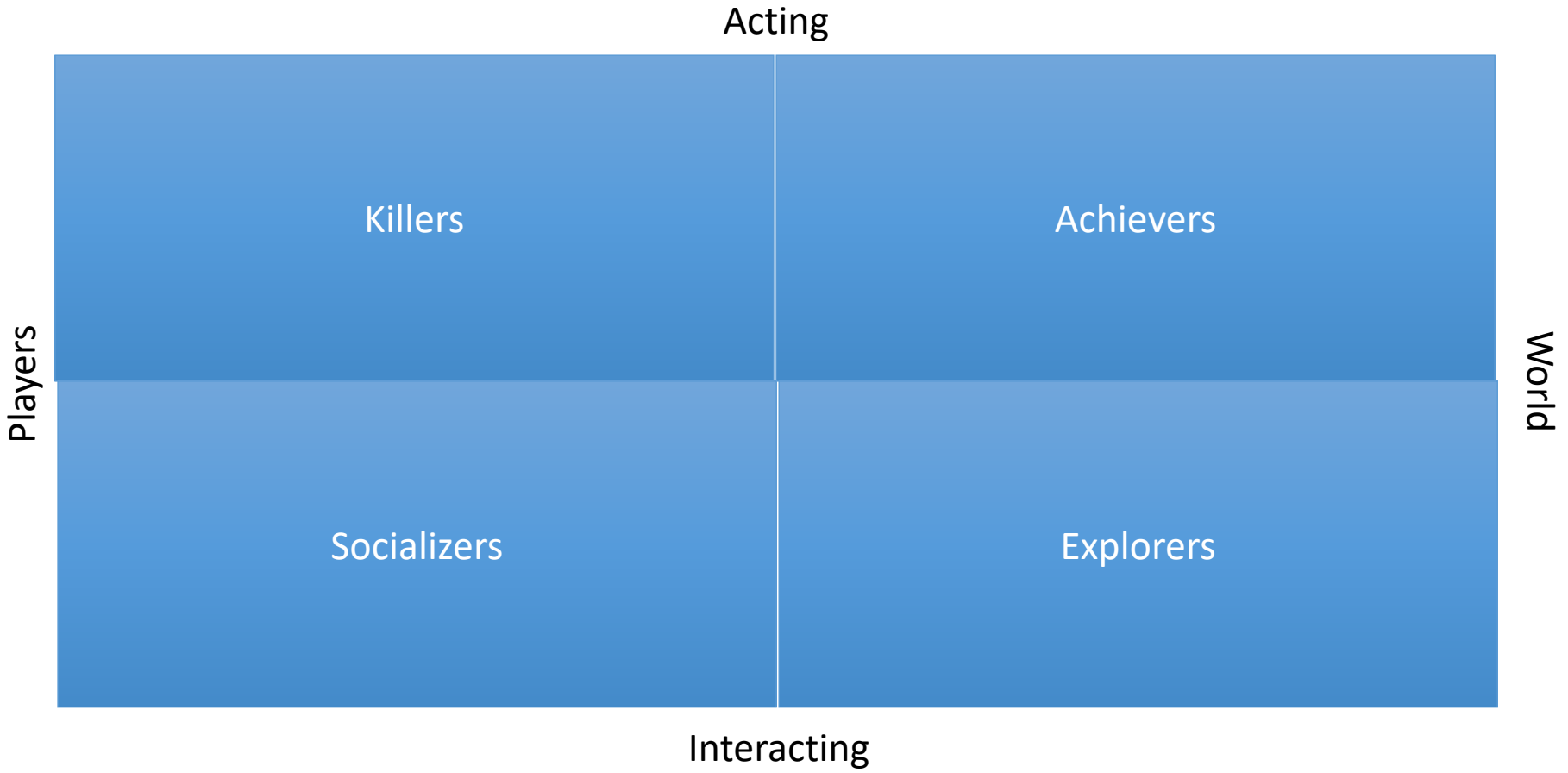
Player Types



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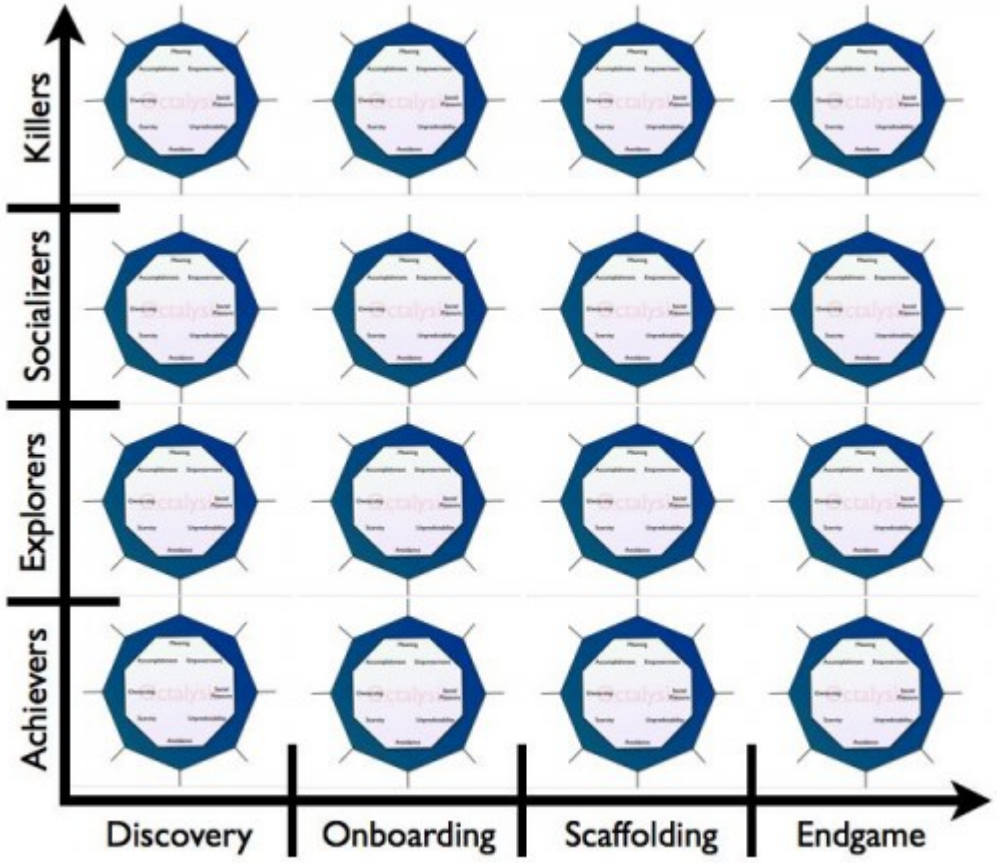
Octalysis – Player Types - Phases



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Limitations of Gamification

- One cannot really be motivated
- Imagination
- Regulation – GDPR
- Ethics

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Exercise

Gamifcation in Practice

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Instagram

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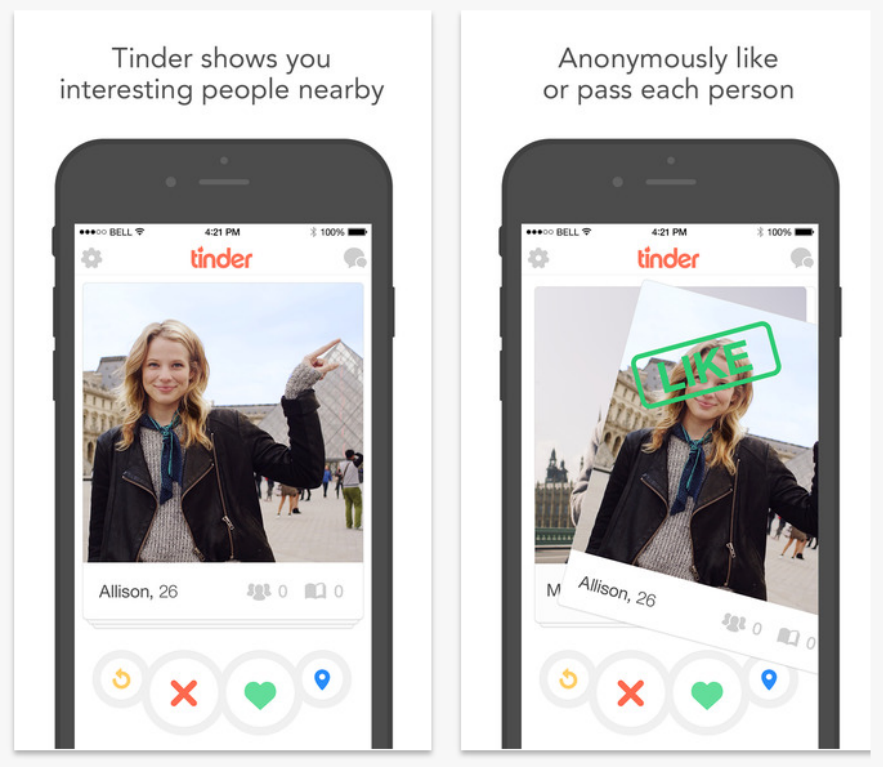
Tinder



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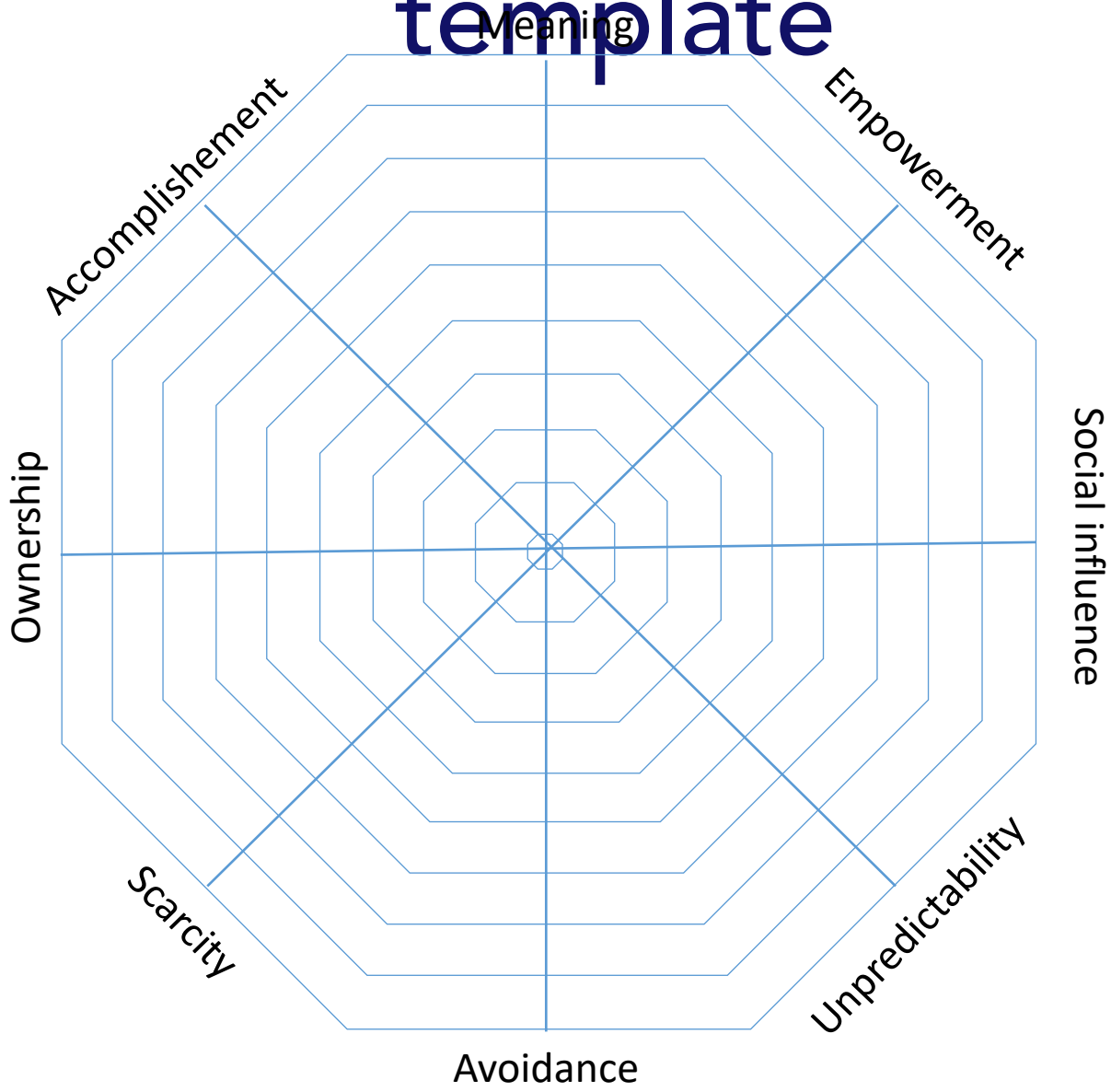
Octalysis Framework – Drawing template



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Thanks!

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