

5 Tips

For
turning

Gamification
Theory

Into
Practice

By:

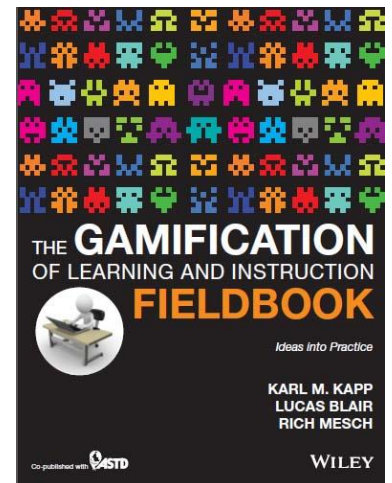
Karl M. Kapp, Ed.D.

Author, Professor-Instructional Technology

Bloomsburg University

Twitter: @kkapp

December 3, 2013



Agenda

1

Determine if
Gamification
is the right solution?

2

Workout the Details
First

3

Paper Prototype

5

Pilot/Monitor
Adjust

4

Look at Various Vendor/
Platforms

1. Is Gamification Right for Your Organization?

Reasons Not to Do Gamification

It's cool

Easy to Design

All Employees loves games

Everyone is doing it!

Effortless Learning

Reasons to Do Gamification

Engagement

Retention

Results

**Learning
Goals**

**Corporate
Goals**

Questions to Ponder

- 1. What are the top 3 reasons driving this gamification effort?**
- 2. Does an alternative exist?
Why was the alternative not chosen?**
- 3. Is emphasis too much on fun?**
- 4. Can design overcome disengagement?**
- 5. Are you tied to learning objective/
business objective.**

Fit Gamification into a larger Curriculum



Classroom
instruction



E-learning



Training Manuals

Example

Management Challenge Program

1 Real-world leadership case studies



2 Simulation, scenarios, and role-plays



3 Reflection and application



What can you do?

Clearly articulate why the gamification effort is being undertaken.

Identify its role in the curriculum

2. Workout the Details First



When are you going to tell
legal about this?



What if someone cheats?



What if someone wants to
opt out?

Need Identification

Need	Skills/Knowledge/ Attitude Gap	What Needs to be Learned to Overcome the Gap?	What Evidence will Indicate Gap is Overcome?
Reduce time on calls with customers.	Product knowledge	Features of the new Smartphone.	Correctly identify and describe the features of the new Smartphone.

Player Identification

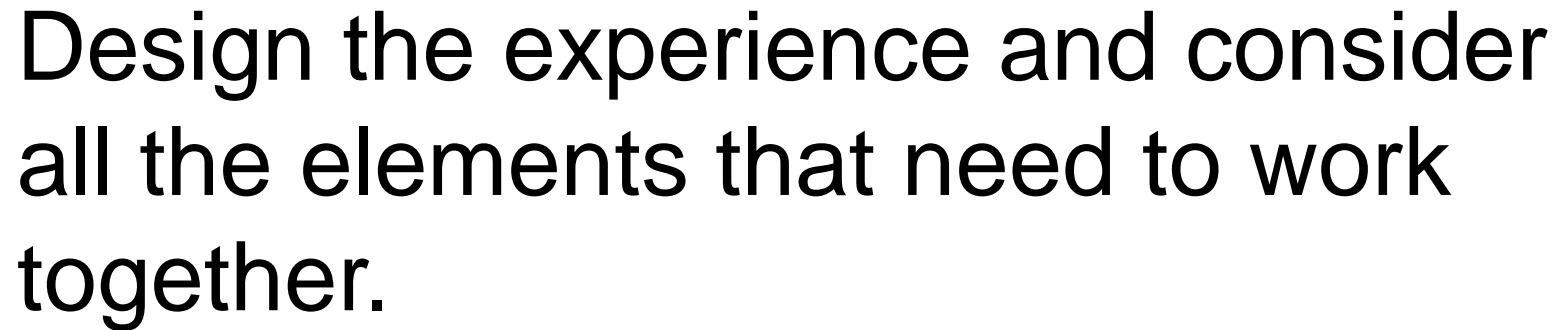
Who are the Learners? What are Their Characteristics?	Where are they Going to Learn?	On What Devices are they Going to Learn?	What Technology is Needed for Them to Learn?
Pharmaceutical sales representatives. Approximately 10% play games on a regular basis. Busy, motivated.	In between sales calls, while waiting to meet with physicians.	iPads just issued to the field 3 months ago.	Need WiFi connection, ability to upload content overnight.

Winning/Losing/Learning

What is the Winning Condition?	How Many Chances Does the Learning Receive?	What is the Losing Condition?	Does Learning Occur if the Learner Loses?
Collecting all ten badges.	The learners will have three months to complete all the learning to collect the badges.	Collecting less than 3 badges requires supervisor remediation.	If learner does not complete the necessary badges, the learning will be incomplete and they will be required to receive alternative instruction.



What can you do?



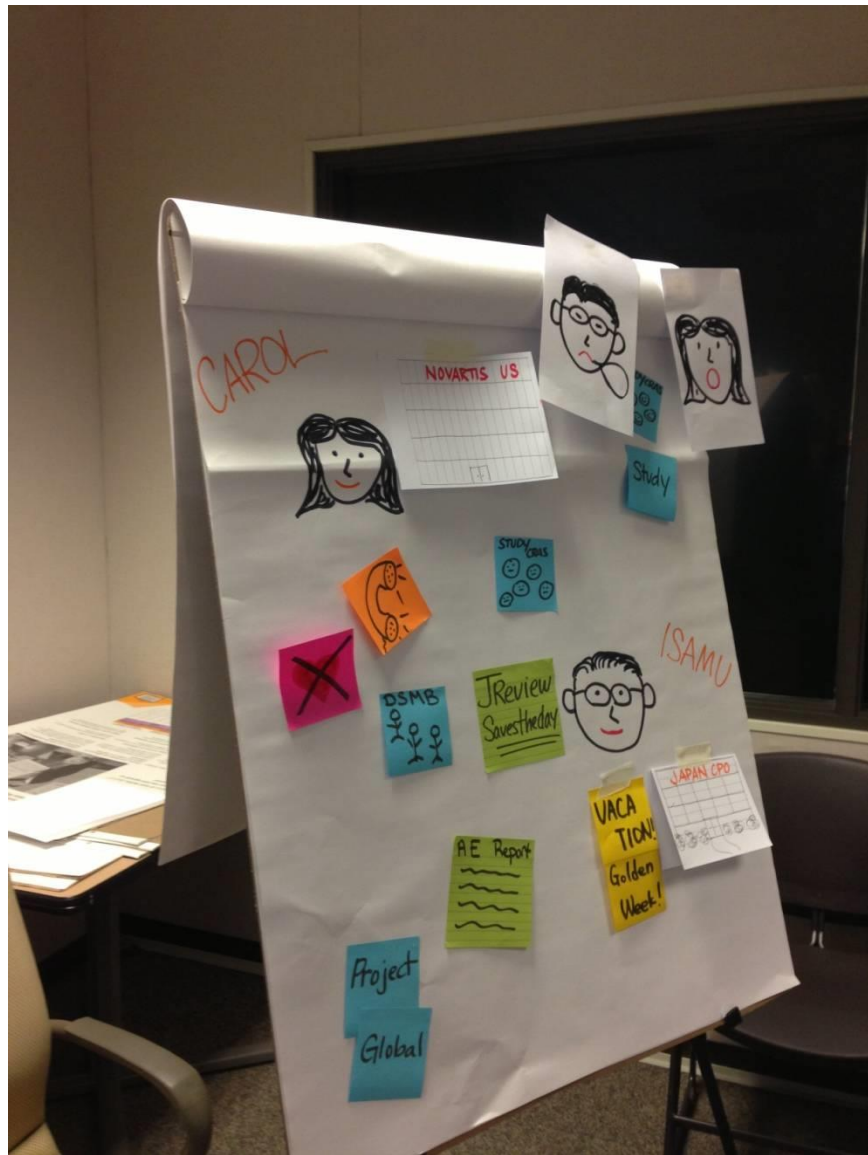
Design the experience and consider all the elements that need to work together.

3. Paper Prototype



Perspective
P





Paper Prototype Your Gamification Effort first:

- Business Objective
- Learning Objective
- Challenge
- Feedback
- Characters
- Activities
- Leaderboards
- Rewards



- What path do the learners take through gamification?
- How do learners make progress?
- How do you know the learners have learned?



What can you do?



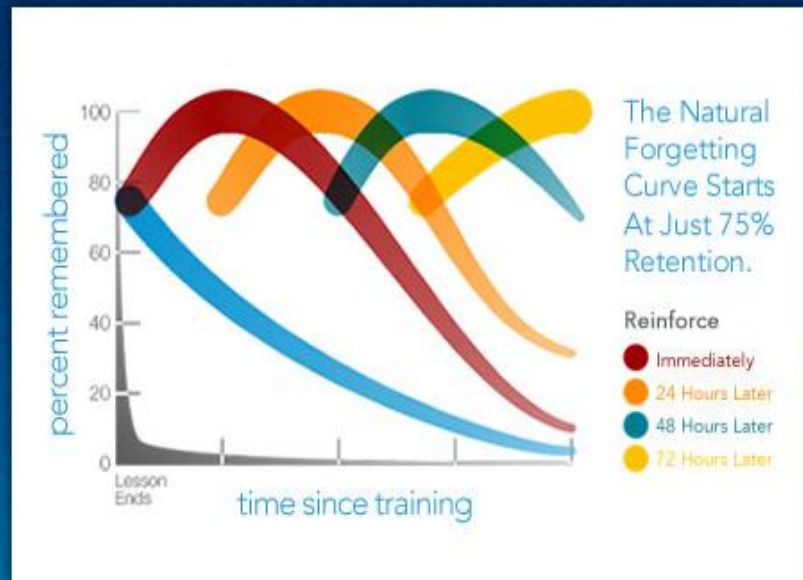
Work it out on paper first.

4. Look at Various Vendors/ Platforms

Ensure learning gets applied.

Maximize your employees' knowledge retention and operationalization with proven brain science. Read our whitepaper on Interval Reinforcement.

GET THE WHITEPAPER



VENDOR
<http://www.axonify.com/>

LEADING THE WAY:



 **Brain Science**

Backed by the latest brain science, Axonify's use of spacing, repeated retrieval and bite-sized learning dramatically improves

 **Engaging**

Axonify uses elements of gamification to make the platform fun and social for employees. There is also an entire rewards

 **Personalized**

Axonify delivers truly personalized training, adapting and reducing knowledge gaps as the employee progresses through the

x 0

PLAY  LEARN



Which game do you want to play today?



Sushi



Bubble Shooter



Monkey Game

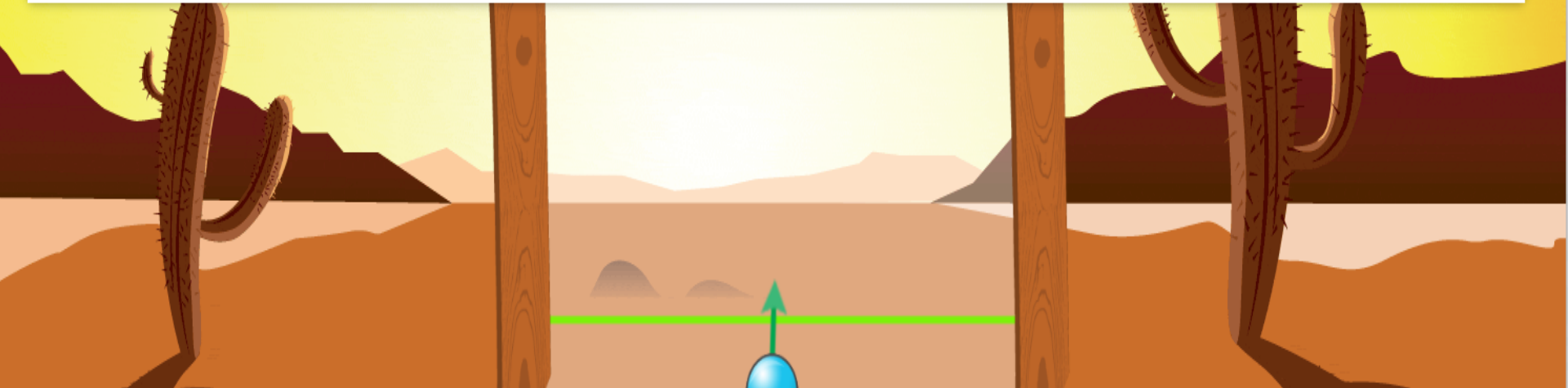
Powered by Assembly

2,

Setting goals for both minimum standards and exceptional achievement is important for which of the following reasons?

Select your answer

- A** Associates aren't motivated to achieve minimum standards.
- B** Associates only work to minimum standards.
- C** Minimums are expected but don't always create a competitive advantage.



GOOD2GO Balance: 61 Gianni Casagrande

News Feed

News Feed My News


- Gianni Casagrande is now ranked Gold in Sushi with a score of 21156. [Like](#) [You like this](#) less than a minute ago
- Gianni Casagrande is now ranked Silver in Field Goal with a score of 3. [Like](#) 4 days ago
- Brendan Reekie is now ranked Gold in Field Goal with a score of 9. [Like](#) [You like this](#) 4 days ago
- Brendan Reekie is now ranked Gold in Color Fill with a score of 53620. [Like](#) [You like this](#) 4 days ago
- Yangang Lian has completed 20 training sessions! [Like](#) 14 days ago
- Yangang Lian has completed 10 training sessions! [Like](#) 25 days ago
- Jay Robert is now ranked Gold in Simon Says with a score of 8100. [Like](#) [You like this](#) about a month ago
- Gianni Casagrande has completed 10 training sessions! [Like](#) about a month ago
- JiPin Swartz is now ranked Gold in Memory Cards with a score of 1192. [Like](#)
- Phil Memory is now ranked Gold in Sushi with a score of 21000. [Like](#)
- Gianni Casagrande won the Rainboots auction with a winning bid of 10 coins. Congratulations! [Like](#)
- Gianni Casagrande won the Fishing Trip auction with a winning bid of 5 coins. Congratulations! [Like](#)

[Back](#)


GOOD2GO Balance: 61 Gianni Casagrande

Daily Activities Completed


37% OVERALL AVERAGE | 14 REWARD POINTS EARNED TODAY | 7 of 7 QUESTIONS ANSWERED TODAY | 0 of 12 TOPICS GRADUATED




Rewards




Top Performers




News Feed




Report Card



Extra Training



Game Scores



Suggest a Question

Best Topics

- 100% Mod. 02 Twitter Account
- 100% Mod. 03 Tweeting

Worst Topics


- 20% Mod. 06 Twittiquette
- 17% Mod. 08 Advice


[Finish](#)


GOOD2GO Balance: 61 Gianni Casagrande

Top Performers - Last 30 Days

Top People



14
Gianni Casagrande



12
Brendan Reekie



12
Yangang Lian

NAME	RANK	REWARD POINTS
Gianni Casagrande (You)	1	14
Brendan Reekie	2	12
Yangang Lian	3	12

Top Teams


1
Store 6


2
Store 5


3
Store 7

NAME	RANK
Store 6	1
Waterloo (Four Team)	2
East	3

[Back](#)

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level**eleven**
crank it up

Compete Our Company Resources Blog

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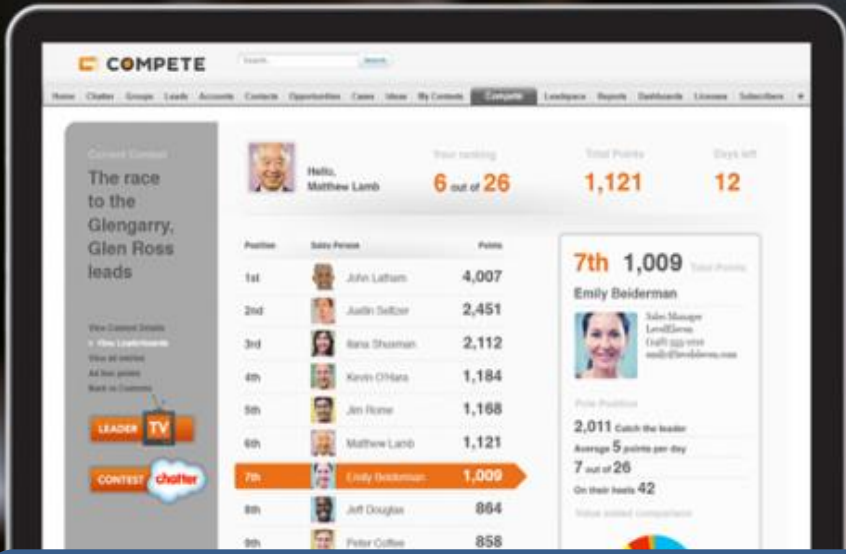
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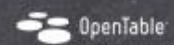


VENDOR
<http://leveleven.com/>

WHAT PEOPLE ARE SAYING...

"Raising the Bar with Contests. In every case we have seen significant positive movement with everyone on the Team."

Dan Oleson, Comcast



Step 1

Step 2

Step 3

Step 4

Step 5

Done

Select up to 2,500 contest participants and up to 50 contest observers. Participants are the users who will be tracked on the leaderboard. Observe

General Information

NAME: Create and Close

GOAL: Pipeline Behaviors

RANK: Total number of points

START: 4/17/2013 1:12 PM

END: 4/17/2013 1:12 PM

Behaviors to Motivate

2 Behaviors Motivated

Prizes

Top performers can win the following:

2 Prizes Worth a Total of \$749

Eligible Participants

This is your current step.

Notifications

Contest Participants and Observers

[Back](#) [Cancel](#) [Next](#)

Team Based Contest

If this is a team based contest, check the box below. After selecting the contest participants, you will press Next which will allow you to create tea

Team Based Contest

Select Participants and Observers

Search

All Columns ▾

Search

--View All-- ▾

Show only Users with

<input checked="" type="checkbox"/> Participant	<input type="checkbox"/> Observer	Name	Role	Profile
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Albert Mandelsteiner		Chatter Free User
<input type="checkbox"/>	<input type="checkbox"/>	Bobby Joemama		Chatter Free User
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Charles Franken		Chatter Free User
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Chatter Expert		Chatter Free User
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Dareth Higgins		Chatter Free User
<input type="checkbox"/>	<input type="checkbox"/>	Darnell Bagh		Chatter Free User
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Dill Dillon		Chatter Free User
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Donna Albertson		Chatter Free User
<input type="checkbox"/>	<input type="checkbox"/>	Dustin Leiber		Chatter Free User
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Horace Voyce		Chatter Free User
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Julia Trulia		Chatter Free User
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Kevin O'Hara		System Administrator
<input type="checkbox"/>	<input type="checkbox"/>	Larp Vonogabber		Chatter Free User
<input type="checkbox"/>	<input type="checkbox"/>	Lon Darkensen		Chatter Free User
<input type="checkbox"/>	<input type="checkbox"/>	Mark Johnson	CEO	System Administrator

Step 1

Step 2

Step 3

Step 4

Step 5

Done

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Notifications

Contest Participants and Observers

Back Cancel Next

Desired Behaviors (2 Week Pilot)

- 1) Move the stage of Opportunities to anything but "Nurture" (even Closed Lost—50 points)
- 2) Update the close date to 9/1/2012 or greater—50 points
- 3) Log Prospect phone calls —25 points
- 4) Log Prospect meetings—75 points

<input type="checkbox"/>	<input type="checkbox"/>	Chatter Expert	Chatter Free User
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Dareth Higgins	Chatter Free User
<input type="checkbox"/>	<input type="checkbox"/>	Darnell Bagh	Chatter Free User
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Dill Dillon	Chatter Free User
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<input type="checkbox"/>	<input type="checkbox"/>	Lon Darkensen	Chatter Free User
<input type="checkbox"/>	<input type="checkbox"/>	Mark Johnson	CEO System Administrator

knowledge
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Talk Mobile:

To master this topic you must complete each of the paths!

2 of 3 paths completed

Back to Menu



Seeds of Knowledge
19 of 27 earned



Pearls of Wisdom
0 of 1 earned

Delivered

Delivered

Play Path

Score: 0

You Answered Incorrectly

About your misstep:

In a Free to End User (FTEU) program, subscribers opt in and receive MT (Mobile Terminated) text messages for which they do not incur any premium or standard texting fees from their wireless carrier.

550 points have been deducted from your score.

Continue

Return to Menu

Topic Progress:



Seeds of Knowledge
19 of 27 earned



Pearls of Wisdom
0 of 1 earned

Talk Mobile: 0 correct since your last misstep!

QUESTION OVERVIEW REPORT

QID	QUESTION STEM	OBJECTIVE	CORRECT ANSWERS	WRONG ANSWERS	CORRECT RESPONSE %
1	SMS = short message service. MTA = mail transfer agent. Which one is associated with text messaging?	T1	497	0	100.00
2	You just received a text message from a friend. How was the message transmitted?	T1	433	24	94.75
3	You are a mobile customer who has opted in to receive updates to your local bus route via text. Will these be delivered via SMS or MTA?	T1	436	12	97.32
4	FTEU means free to end user. Customers who opt in to FTEU programs don't incur fees from their wireless carrier when they send or receive messages. Does ExactTarget offer FTEUs?	T1	457	199	69.66
5	You opted into a FTEU program offered by a retailer so you can receive notifications via text free of charge. This program was generated by ExactTarget's MobileConnect application.	T1	413	45	90.17
6	ExactTarget does not offer FTEU programs.	T1	428	22	95.11
7	If you go mobile with your marketing efforts, two kinds of text messages will probably be part of your plans: MOs and MTs. Which statement is correct?	T1	444	219	66.97
8	If you are the marketer, will you send MOs or MTs to your customers?	T1	431	24	94.73
9	You are a local grocer who has a mobile marketing program in place. Your customers are submitting their email addresses to opt in to a newsletter via text messaging. What type of message are your customers sending?	T1	422	57	88.10
10	Short (5 or 6 digits) and long (8- to 10-digits) codes are numbers used to send text messages. Outside of the U.S., which type must be used if the marketer wants to run a global campaign through one code?	T1	432	20	95.58
11	Which set of numbers is an example of a long code, the type of code typically used to run global messaging campaigns?	T1	424	34	92.58
12	Which statement is true?	T1	421	65	86.63

VENDOR
<http://www.bunchball.com/>

Canada shifted sales, teams into high gear gamification

Motivate Sales Teams

Nitro: The world's most advanced gamification engine

Customers, employees, and partners do more, learn more, and share more in ways that matter to your business. Now, you can harness the power of gamification to engage your audience.

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Learn about Nitro

Bunchball motivates millions of people to take action every day. We've tracked over 20 billion actions that lead to customer loyalty and employee engagement for our clients.

Participants earn RPMs (points) and Gear Up (level up), work toward individual goals, earn badges that are visible in a trophy case, compete with their peers on leaderboards, work together to accomplish team goals, compete against other dealerships, and receive real-time feedback as they engage in desired behavior.



Activity

Challenges

Items

API

Settings

Quick Links

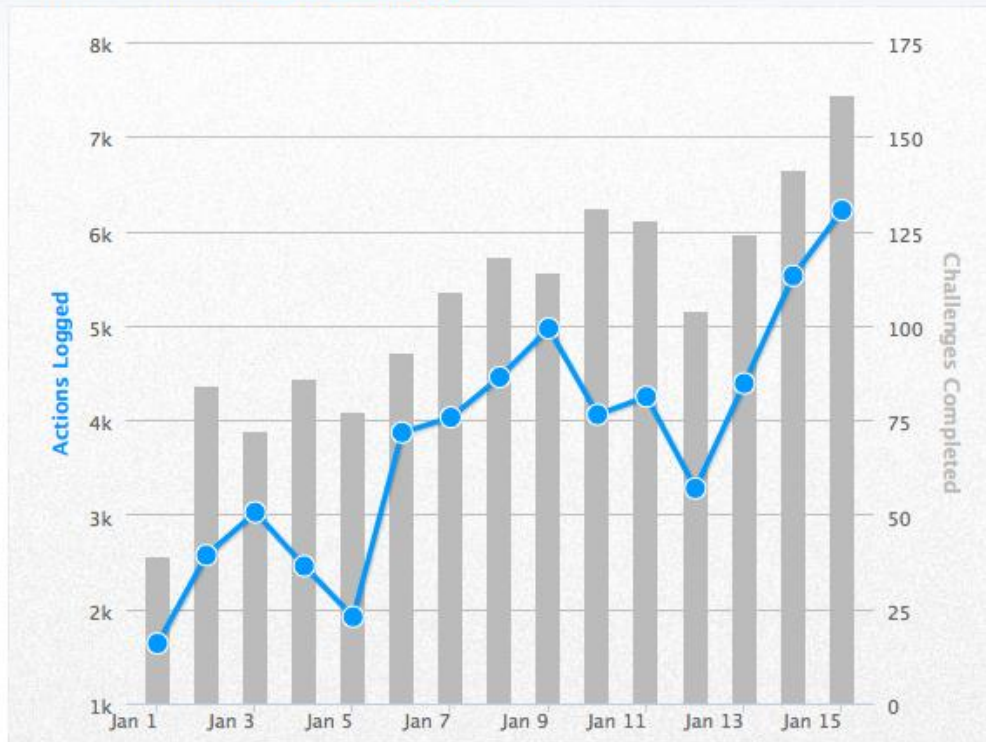
• Welcome

Nitro Studio Dashboard

There's been a ton of great activity since you last left. Check it out!

Showing Activity From **Jan 01 to Jan 15**

Activity Overview: Actions & Challenges



Totals

New Users	505		-11%
Actions	56,637		-12%
Actions/ User	1.49		-11%

Top Challenges

Sales Challenge	956
Training Etiquette Course	519
Fast learner	106

[▶ Create A New Challenge](#)

Top Actions

VISIT_PAGE	49,709
------------	--------



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Our Customers

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VENDOR
<http://www.badgeville.com>

LEARNING SOLUTIONS >

KAPLAN CASE STUDY >



Microsoft



Deloitte.



EMC²



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Marketo

What is Badgeville? →

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- Weblography
- Help

- Course Home
- Syllabus
- Learning Outcomes
- Faculty and Staff
- Virtual Office
- Technology Center
- Certification Practice Exam
- Atomic Learning
- Career Portfolio
- Unit 1
- Unit 2
- Unit 3
- Unit 4
- Unit 5
- Unit 6
- Unit 7
- Unit 8
- Unit 9
- Unit 10
- My Badges

Unit 11: My Badges

Community

All Time

1		Robin Patel 104 pts
2		Yvonne Jones 89 pts
3		Rachel Smith 80 pts
4		Robert Sproon 64 pts

Activities

- Christian Gondry unlocked the Level 1 Rock-Star badge. 5 days ago
- Jillian Hartford unlocked the World Record badge. 4 days ago
- Phillip Breans unlocked the Early Bird badge. 4 days ago
- Arianna Ortega unlocked the Level 1 Whiz badge. 4 days ago
- Jackson Curtain unlocked the Lift-Off badge. 4 days ago

Stephanie Jones

104 pts
7 Rewards

Recent Achievements

- Conversationsli 4 days ago
- Chatter-Box 4 days ago
- Class 5 days ago

[View Profile!](#)

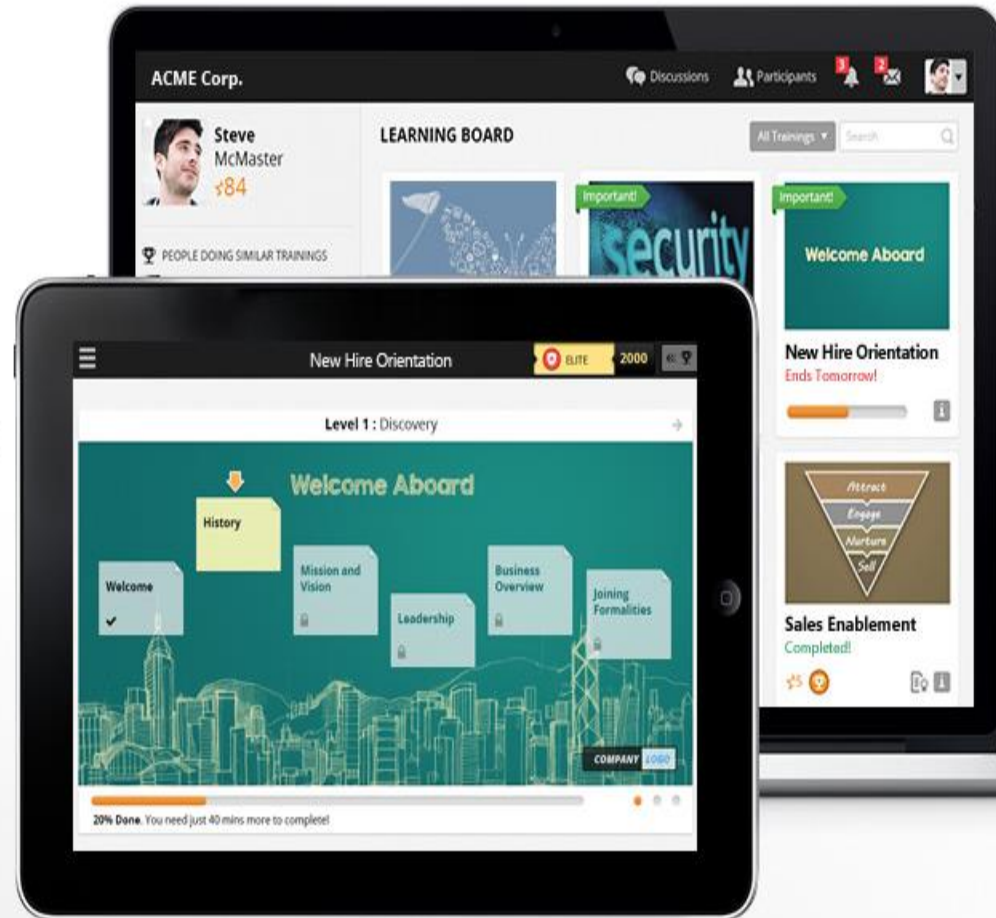
Kaplan University leveraged The Behavior Platform by Badgeville to power a gamification program to influence key learning behaviors. Game Mechanics kept students coming back, Reputation Mechanics motivated individuals to choose to complete more challenging content, while Social Mechanics promoted peer and faculty interaction

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<http://www.mindtickle>

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Deepak Diwakar	3340	🥇
Hridayesh Gupta	3200	🥇
Ravi Handa	1850	🥈
Nishant Mungali	1200	🥇
Prakash Prabha...	1100	🥈
Krishna Depura	700	🥈
Rajesh Naik		Invite
Nagesh Tathode		Invite

Updates

Deepak just found a treasure chest at Founders!

Ravi has scored 5 in a row and...

The screenshot shows a game interface with a map and a progress overlay. The map has a path of white circles connecting various business topics: Leadership Team, Our Business, Culture & Vision, Financial Overview, HR Contacts, Business Development, and Office Locations. A 'START' sign is at the beginning of the path, and a 'Welcome' sign is at the first node. The progress overlay shows the player's current status: rank 39 (of 80), 9 XP (experience pts), and 1000 pts. It also displays the player's current medal (bronze, 500 pts) and the next medal (silver, 1500 pts). Badges shown include 'explorer 3 XP', 'expert 9 XP', and 'expert 15 XP'.

SAP regularly hires new employees from colleges - as a key part of its talent acquisition strategy. SAP was looking for an online solution to engage these pre-joiners between the day of offer and joining, and to excite them about SAP as a prospective employer. 75% increase in awareness about company and products. 70% savings in senior management coaching time. 60% reduction in administration and logistics cost

Get Started in 3 quick steps

Complete your profile

Step 1

Choose your team

Step 2

Greet your team

Step 3



Step 2: Choose your team (balloon)



Team Aggressive



Team Prime



Team Yahoo



Team Yahoo



Team Bull



Team Aggressive



Team Aggressive



Team Yahoo

[Complete your profile](#)

[Continue >](#)

Get Started in 3 quick steps

Complete your profile

Step 1

Choose your team

Step 2

Greet your team

Step 3



Step 1: Complete your profile



[Edit photo](#)

*Name

*Designation

*Department

*Area of Interests

*Hobbies

Last college attended

[Facebook Profile URL](#)

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[Continue >](#)



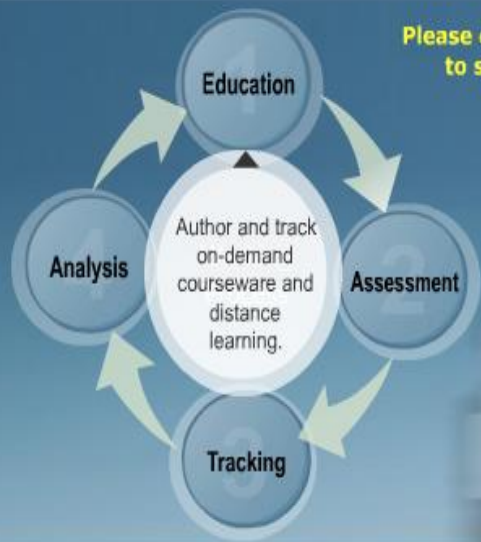
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Please click each step to see the details.



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<http://onpointdigital.com>

Intro

Upcoming Conferences



ASTD TechKnowledge 2014
Jan 22-24 | Las Vegas
www.tkconference.org

Mobile Learning Offerings

MobilePlatform

Visit us at mLearning.com to see how your organization can create and deliver learning content and communications to any cellphone.






SKILLS & GAMES: GAME PROFILE

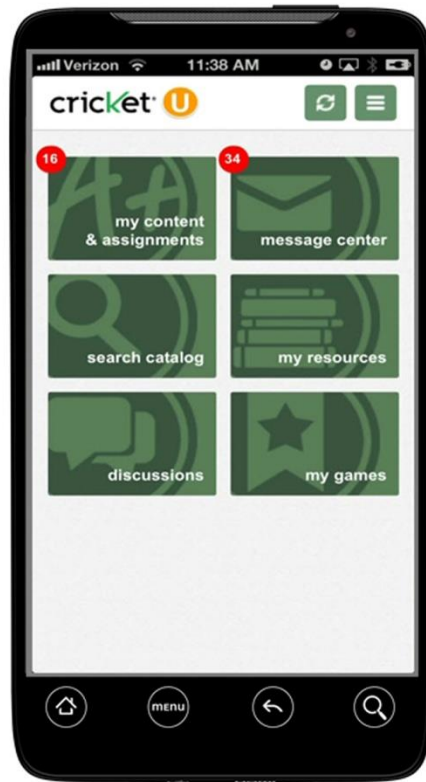
- Game Information
- Associated Objects
- Assignments
- Triggers
- Achievements
- Trophies
- Leader Board

Game: 4G LTE Game Central Texas

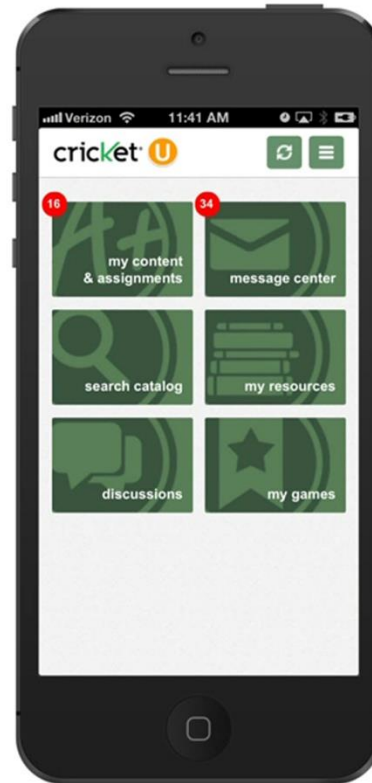
Game Trophies [Add Trophy](#)

Ranking	Trophy Title	Badge
1	First Place	
2	Second Place	
3	Third Place	

Mobile gamification solution.



Android Handsets



Apple iPhones

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We have learning engagement issues >

Where do I start with gamification? >

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Teaches Negotiation Skills in an 8 hour online game. Immersive, engaging. Game On! Learning is partnered with KnowledgeAdvisors® and clients to research the learning impact of serious learning games versus traditional classroom and elearning counterparts. The preliminary results indicate that well-designed learning games are more effective in anchoring knowledge, building skills, and applying the learning outcomes to produce improved performance on the job.

Trust

Interest

See case

Choose strategy

- You must leave it clear that the error has been committed by both parties so as to continue negotiating the shared responsibility.
- Negotiate from a position of power; leave it clear that Teo is to blame for not having kept his promise to provide all the documentation.
- Focus the conversation on the fact that it is important that the goods arrive on time.
- Demonstrate your power by indicating that it is up to you that the shipment leaves on time.

ACCEPT STRATEGY

GO TO PROPOSAL

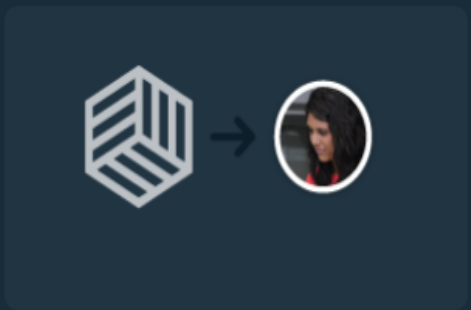
See again



proudly participating in 2MBETTERFUT

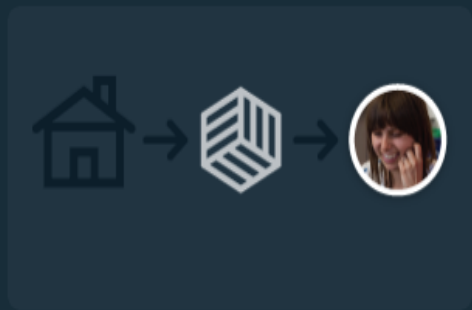
VENDOR
http://openbadges.org

on for skills you learn
anywhere.



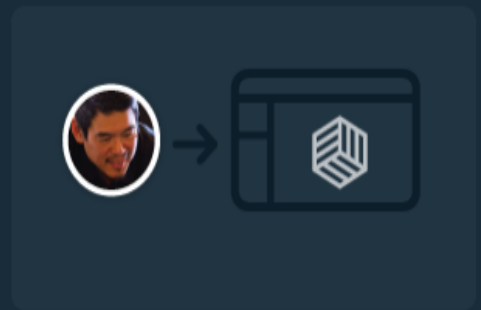
Earn

Earn badges for skills you learn online & off



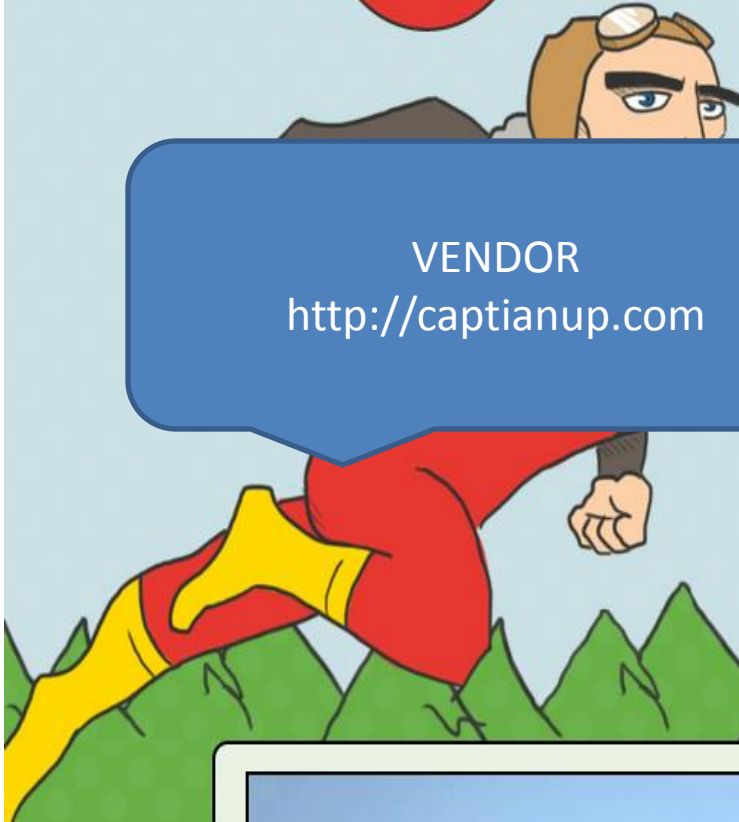
Issue

Give recognition for things you teach



Display

Show your badges on the places that matter



ACTIVATE YOUR USERS

CAPTAIN UP HELPS YOU REWARD YOUR USERS WITH POINTS, BADGES AND LEVELS FOR EXPLORING YOUR SITE AND SHARING IT WITH THEIR FRIENDS

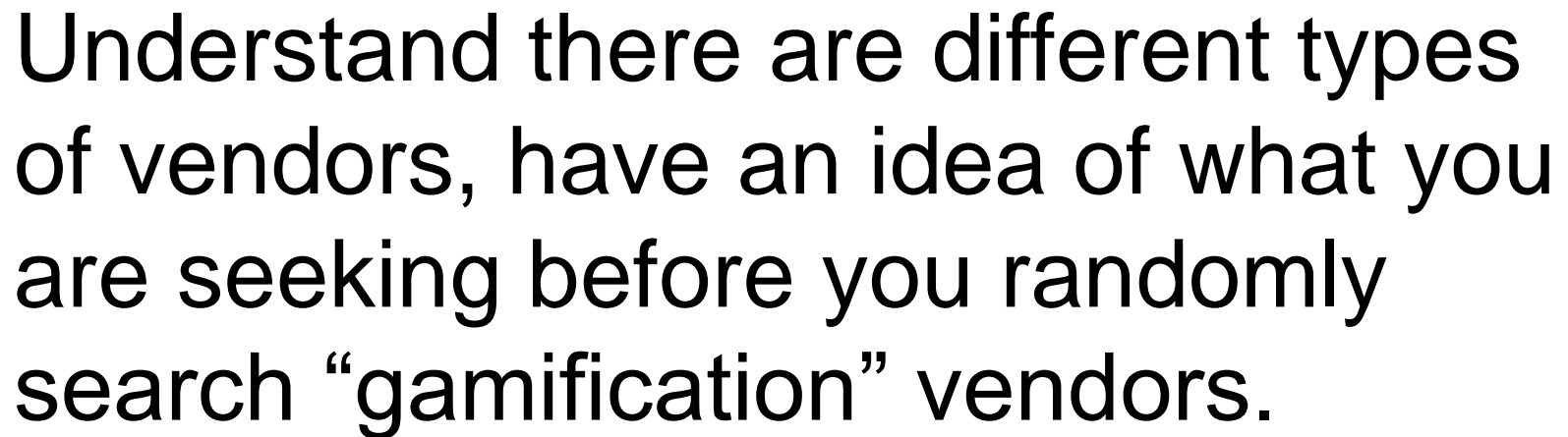
VENDOR
<http://captianup.com>

SIGN UP FREE






What can you do?



Understand there are different types of vendors, have an idea of what you are seeking before you randomly search “gamification” vendors.

5. Pilot/Monitor/Adjust



This isn't
working?

Start small and then grow,
unanticipated issues are guaranteed.



QUESTION OVERVIEW REPORT

QID	QUESTION STEM	OBJECTIVE	CORRECT ANSWERS	WRONG ANSWERS	CORRECT RESPONSE %
1	SMS = short message service. MTA = mail transfer agent. Which one is associated with text messaging?	T1	497	0	100.00
2	You just received a text message from a friend. How was the message transmitted?	T1	433	24	94.75
3	You are a mobile customer who has opted in to receive updates to your local bus route via text. Will these be delivered via SMS or MTA?	T1	436	12	97.32
4	FTEU means free to end user. Customers who opt in to FTEU programs don't incur fees from their wireless carrier when they send or receive messages. Does ExactTarget offer FTEUs?	T1	457	199	69.66
5	You opted into a FTEU program offered by a retailer so you can receive notifications via text free of charge. This program was generated by ExactTarget's MobileConnect application.	T1	413	45	90.17
6	ExactTarget does not offer FTEU programs.	T1	428	22	95.11
7	If you go mobile with your marketing efforts, two kinds of text messages will probably be part of your plans: MOs and MTs. Which statement is correct?	T1	444	219	66.97
8	If you are the marketer, will you send MOs or MTs to your customers?	T1	431	24	94.73
9	You are a local grocer who has a mobile marketing program in place. Your customers are submitting their email addresses to opt in to a newsletter via text messaging. What type of message are your customers sending?	T1	422	57	88.10
10	Short (5 or 6 digits) and long (8- to 10-digits) codes are numbers used to send text messages. Outside of the U.S., which type must be used if the marketer wants to run a global campaign through one code?	T1	432	20	95.58
11	Which set of numbers is used to run global messaging?				92.58
12	Which statement is true?				86.63

Monitor progress and adjust as needed.

Summary

1

Determine if
Gamification
is the right solution?

2

Workout the Details
First

3

Paper Prototype

5

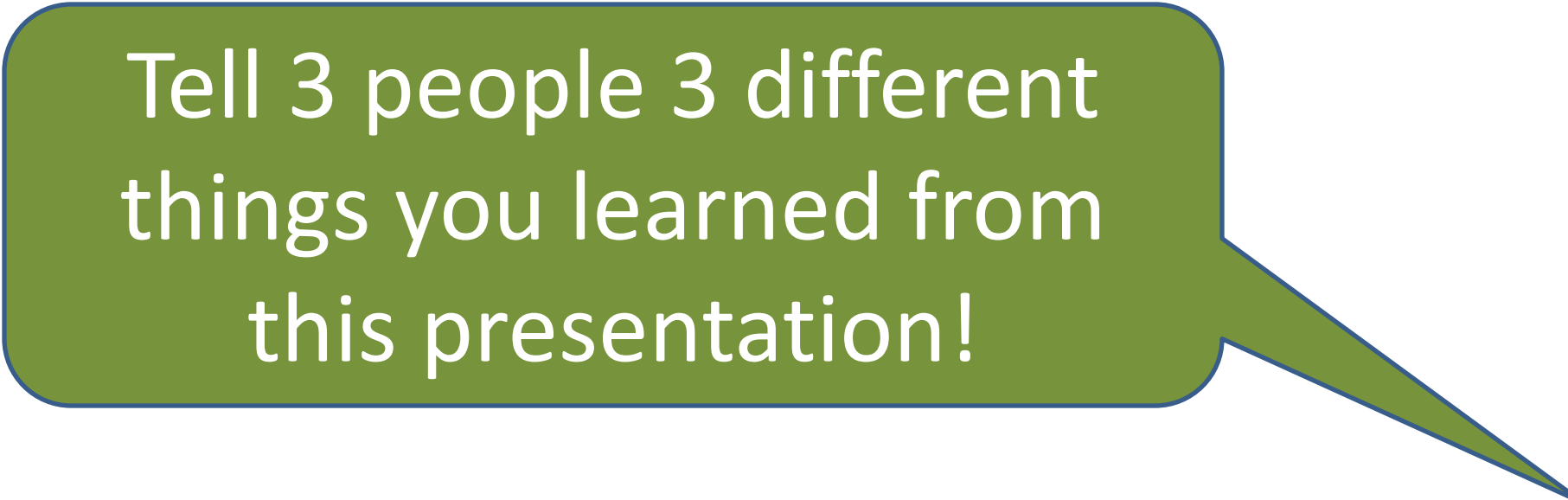
Pilot/Monitor
Adjust

4

Look at Various Vendor/
Platforms



Go ahead...jump in!



Tell 3 people 3 different things you learned from this presentation!

Google "Kapp Notes"
http://karlkapp.com/kapp-notes/

2012 New Book:
"The Gamification of Learning and Instruction"

July 2011 T&D Article
Matching the Right Instruction to the Right Content

September 2011 Training Quarterly Article
Improving Training: Thinking Like a Game Developer

Design	Key Questions To Consider
Centered	<ul style="list-style-type: none"> What role(s) do the participants play in the experience? What actions and interactions can the participants take to encounter teachable moments within the experience?
Contextually Situated	<ul style="list-style-type: none"> What situational contexts best accommodate the learning objectives of the intervention? What is the role of the facilitator, other participants and the environment itself in creating an authentic situational context for learning?
Discovery Driven	<ul style="list-style-type: none"> What is the minimum set of guidelines that need to be established to catalyze action within the learning experience?

SHARE [social icons]

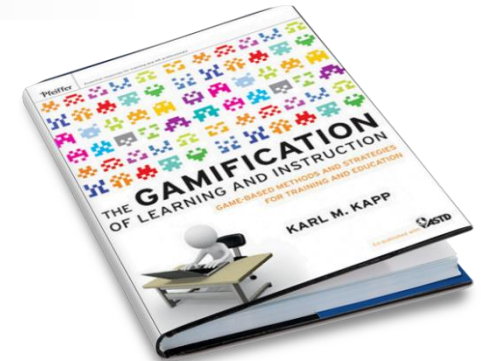
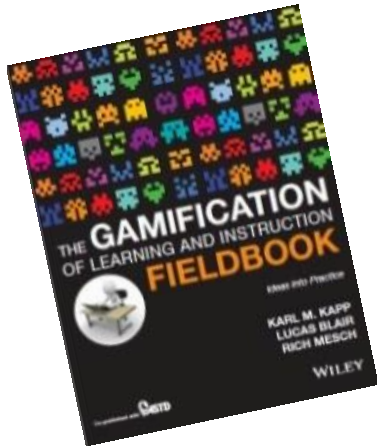
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Resources



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