MOVING BEYOND POINTS AND BADGES TOWARDS USING GAMES AS A LENS FOR UX DESIGN

Dr Paul Coulton

GAMIFICATION

THE RHETORIC WARS

A GAMIFIED COLLECTIBLE OF RHETORICAL WHIMSY,
brought to you by:

ROYAL MELBOURNE INSTITUTE OF TECHNOLOGY'S
GAMES & EXPERIMENTAL ENTERTAINMENT LAB
&
LANCASTER UNIVERSITY'S
MOBILE EXPERIENCE DESIGN RESEARCH GROUP

Concept & Design:
Steffen P Walz (@playbe) & Paul Coulton (@MysticMobile)

GEE LAB

radicals

GAMFICATION CONTINUUM

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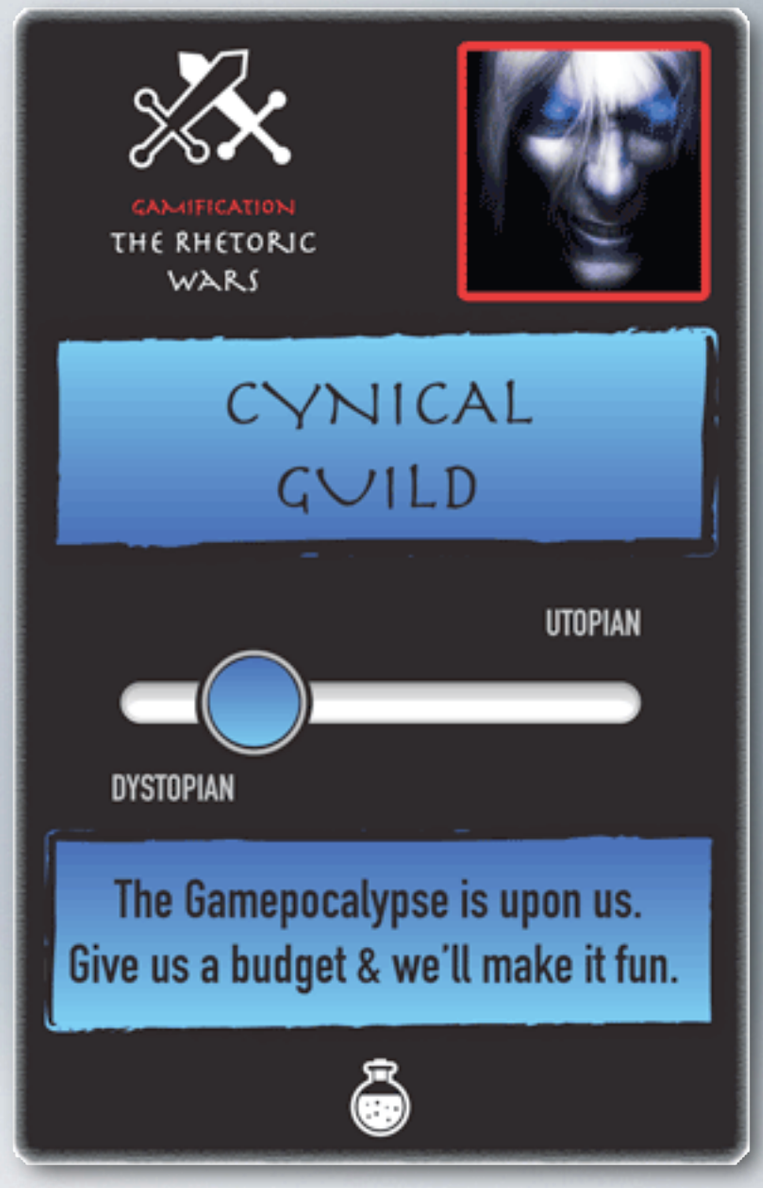

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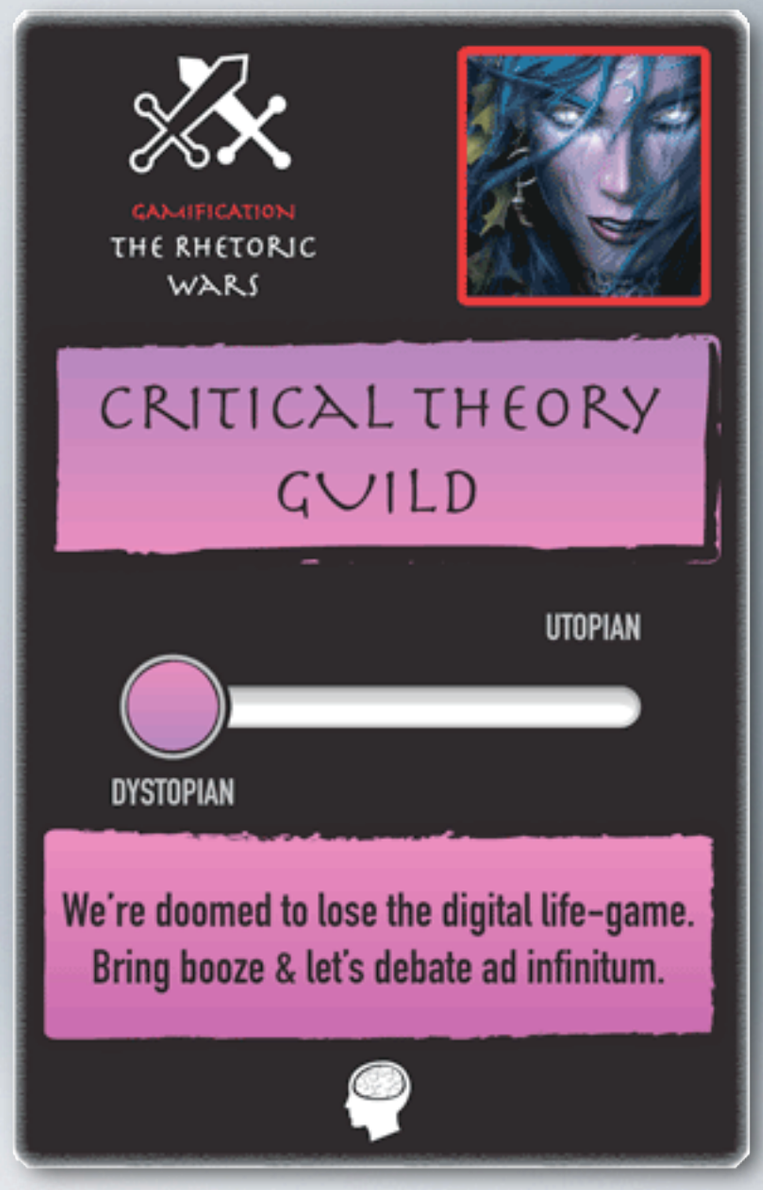


GAMFICATION CONTINUUM

USED
FURNITURE
ANTIQUES
MINOR EXIT
GAMIFICATION ?
Nike Game World

Use of game mechanics to encourage engagement in an activity that otherwise might be considered a chore or boring

GAMIFICATION ?

Nike Game World

OR GAMIFICATION ?

Nike Game World

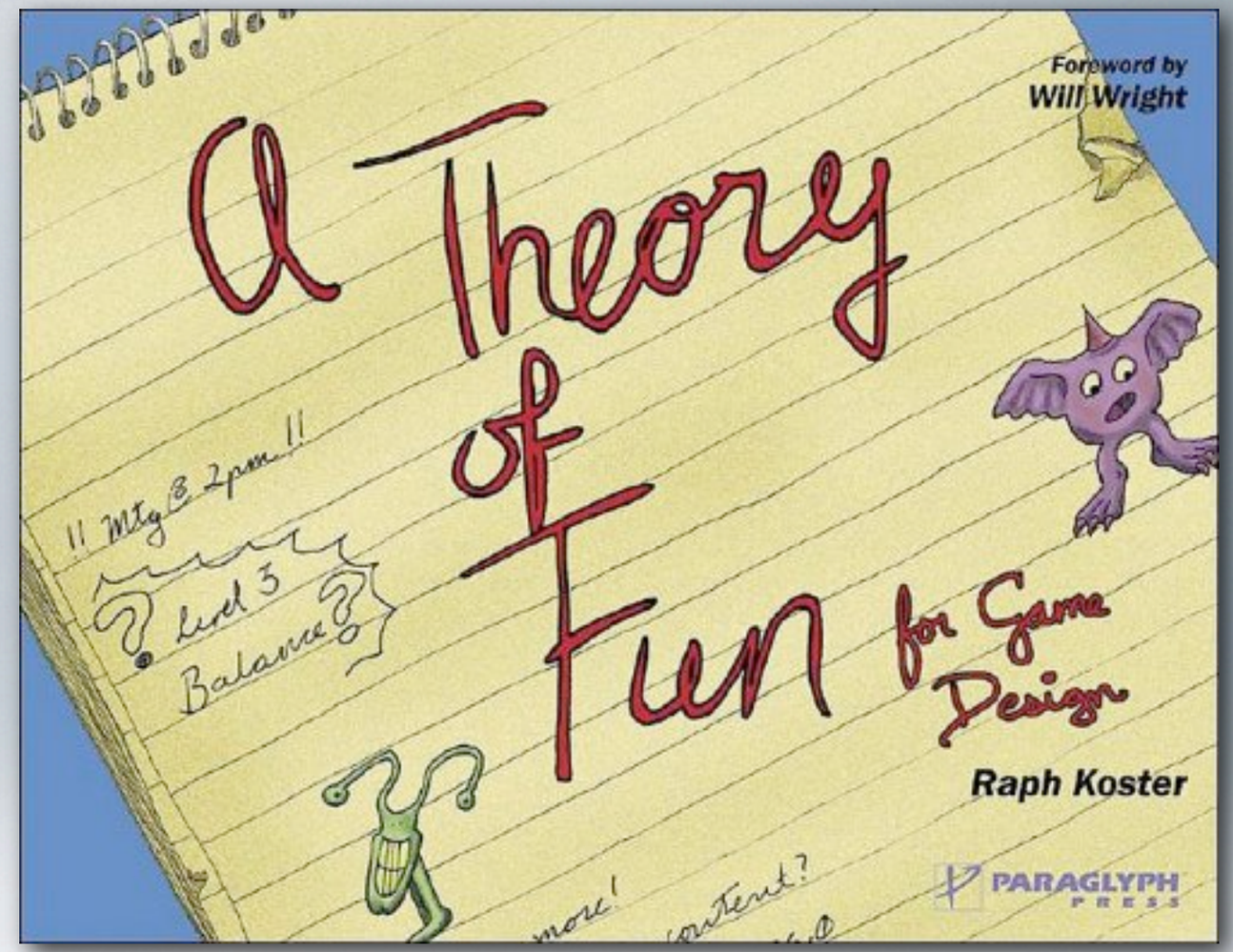
Encouraging certain user behaviour using Games as a Lens

OR GAMIFICATION ?

Nike Game World

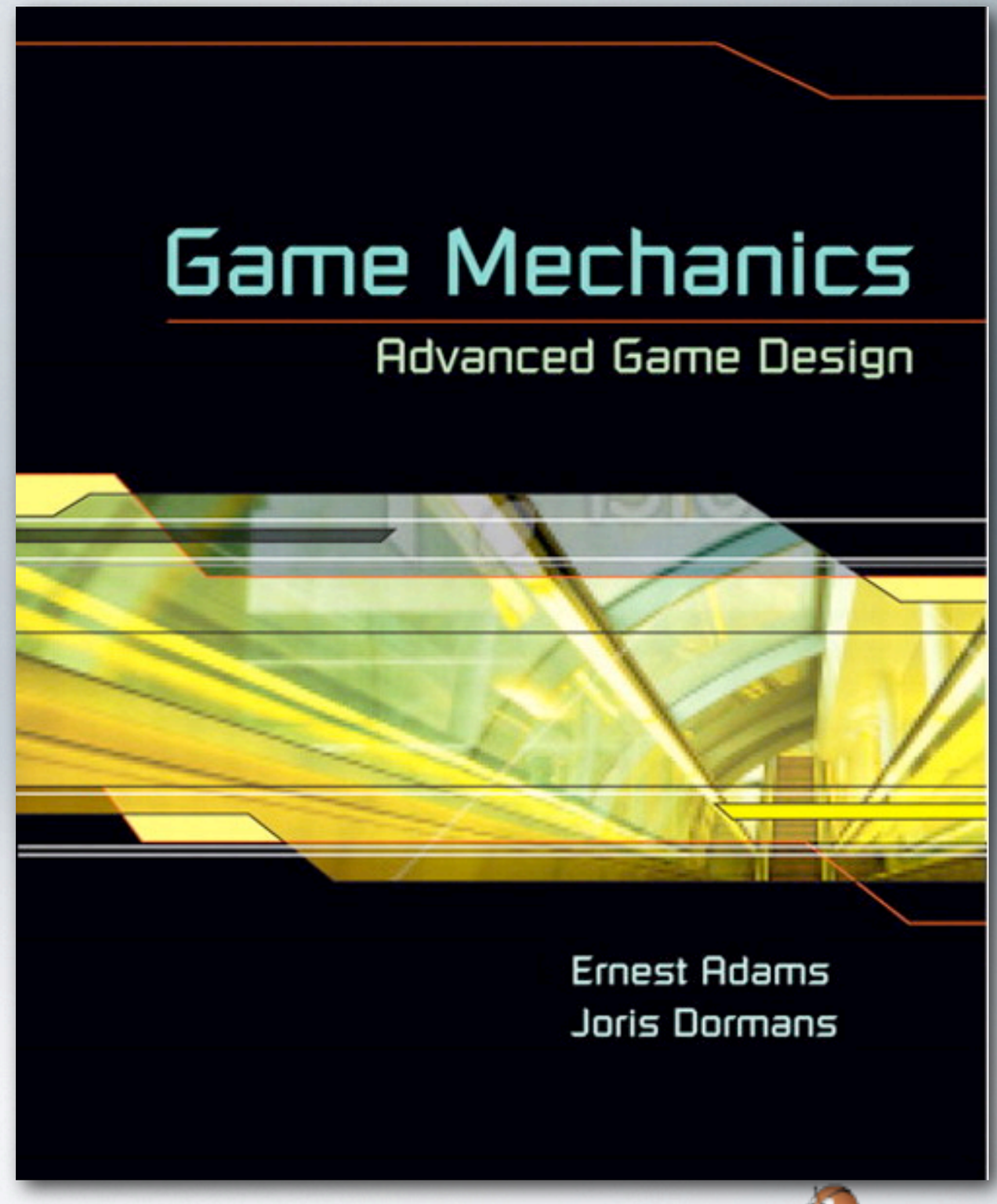
WHATS IS A GAME MECHANIC?

"Game mechanics are rule based systems / simulations that facilitate and encourage a user to explore and learn the properties of their possibility space through the use of feedback mechanisms"



WHATS IS A GAME MECHANIC?

"Game mechanics are the rules, processes, and data at the heart of a game, They define how play progresses, what happens when, and what conditions determine victory of defeat"



	Reward	Status	Achievements	Self Expression	Competition	Altruism
Points	EPIC WIN	WIN	WIN		WIN	
Levels		EPIC WIN	WIN		WIN	
Challenges	WIN	WIN	EPIC WIN		WIN	
Virtual Goods	WIN	WIN		EPIC WIN	WIN	
Leader Boards		WIN	WIN		EPIC WIN	
Gifting		WIN	WIN		WIN	EPIC WIN

BUNCHBALL
The science of engagement.

GAMIFIERS MECHANICS!

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Gifting		WIN	WIN		WIN	EPIC WIN

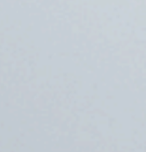
10 XP

BUNCHBALL
The science of engagement.

GAMIFIERS MECHANICS!

ROLE OF FEEDBACK

Feedback in games is for providing players control **NOT** for controlling them.

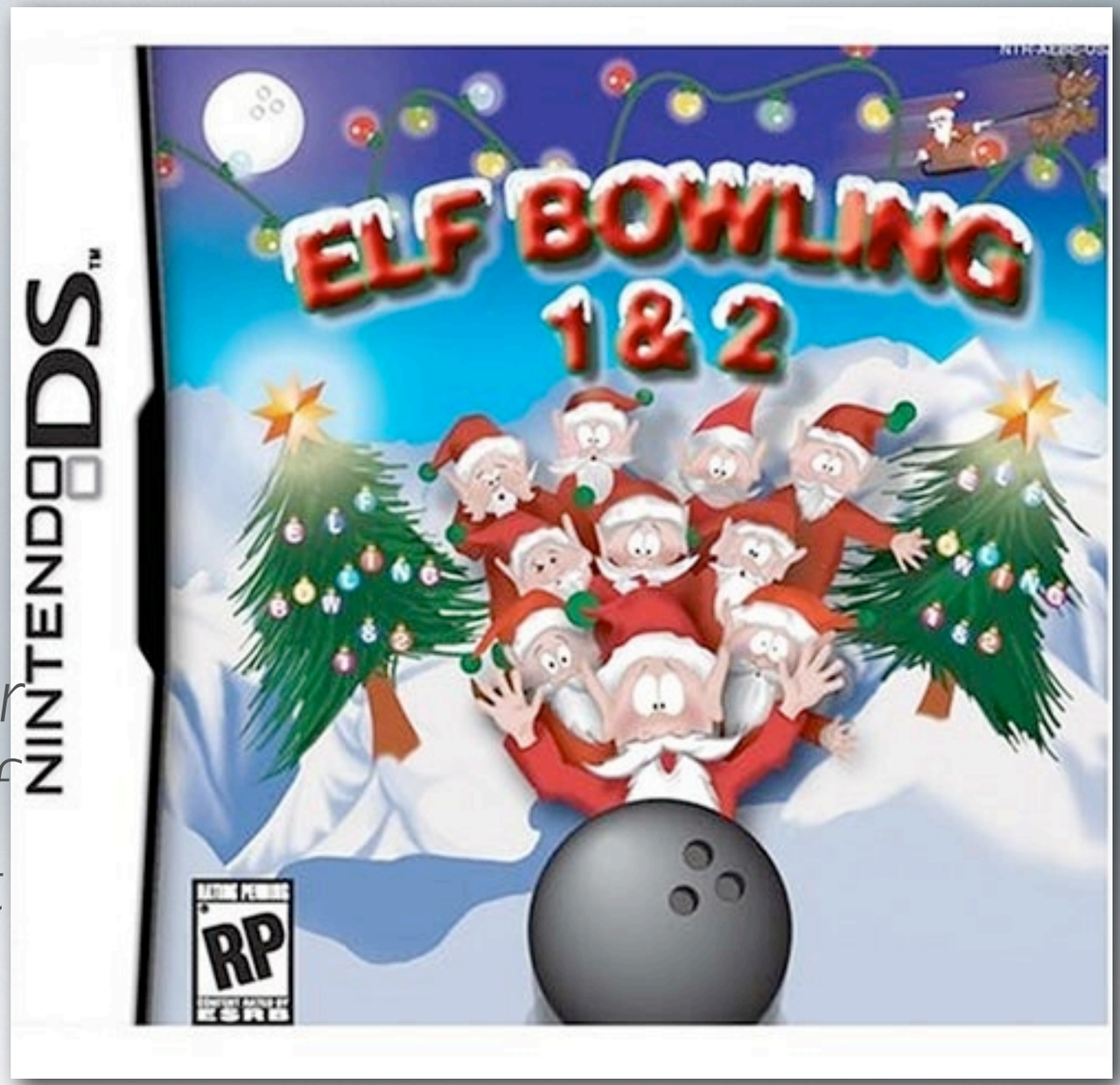


CAN WE SIMPLY ADD FUN?

"Game elements aren't the monosodium glutamate of fun that you can simply add to an activity to make motivating and engaging" - Will Wright

ALL GAMES AREN'T FUN

"Asking me which Elf Bowling 1 or 2 is better is like me asking you if you'd rather eat a spoonful of rat turds or hamster turds" IGN Review 2005



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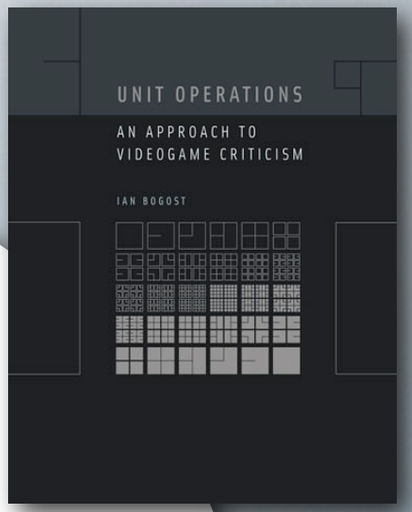
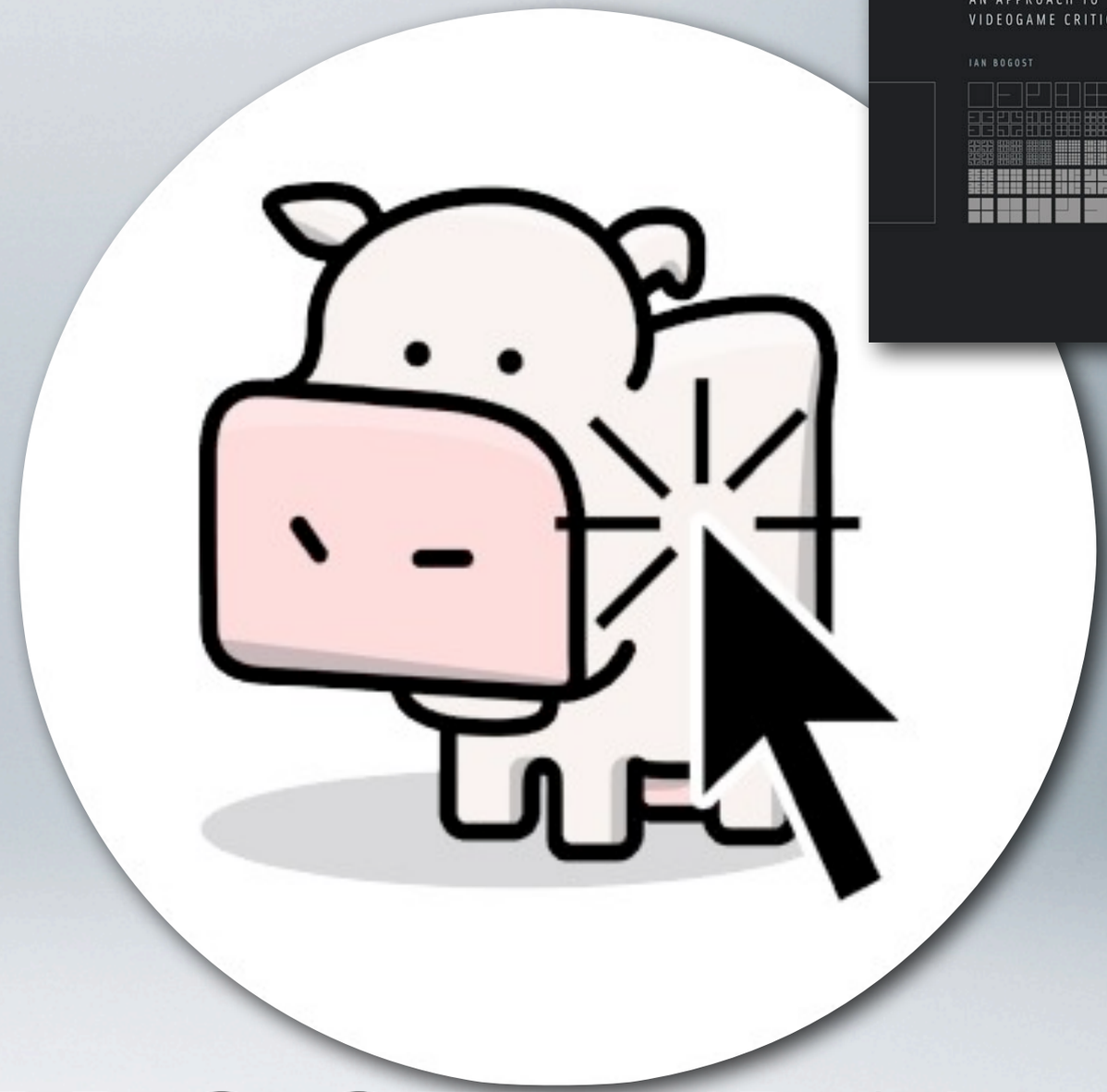
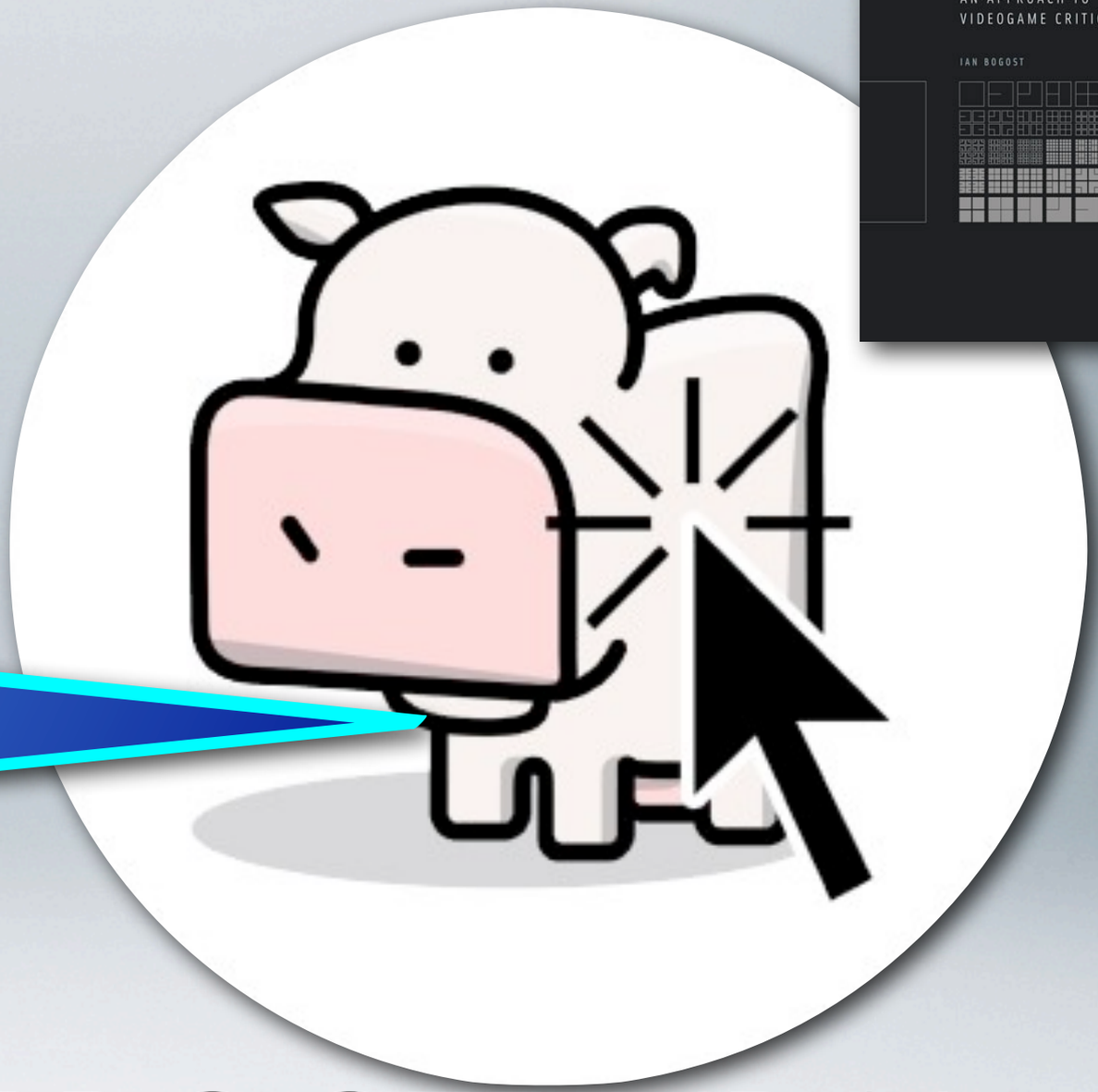
"Games are not fun because they're games, but when they are well-designed"- Sebastian Deterding

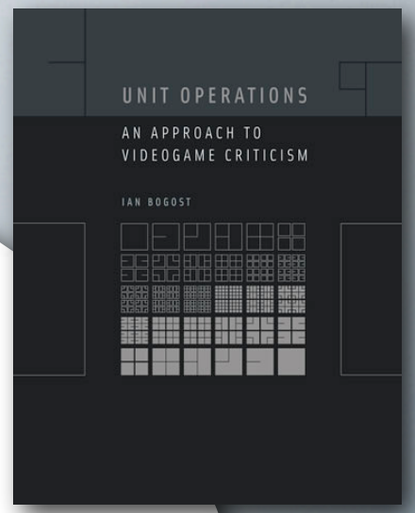




GAMES AS PROCEDURAL RHETORIC

In a procedural medium, meaning is communicated through participation. It is through the process of interacting with a computer program that people activate and perceive the procedural rhetoric.





GAMES AS PROCEDURAL RHETORIC

IS IT REALLY NEW?

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Good Service Contest

The Good Service Contest is held daily for all Cocktail Bunnies. The daily winners receive merits for having achieved the highest drink average through excellent service. The Monthly Good Service Contest is won by the Bunny who has won the most daily contests that month. Awards are as follows:

First place....25 merits plus 1 merit for each daily contest won that month; choice of schedule* for one week.

Second place...15 merits plus 1 merit for each daily contest won that month.

Third place....10 merits plus 1 merit for each daily contest won that month.

Ties:

Tie for first place reaps duplicate awards and omits second place while third place remains the same.

Ties for second place delete a third place winner.

Ties for third place pay each girl duplicate awards.

IS IT REALLY NEW?

5 XP

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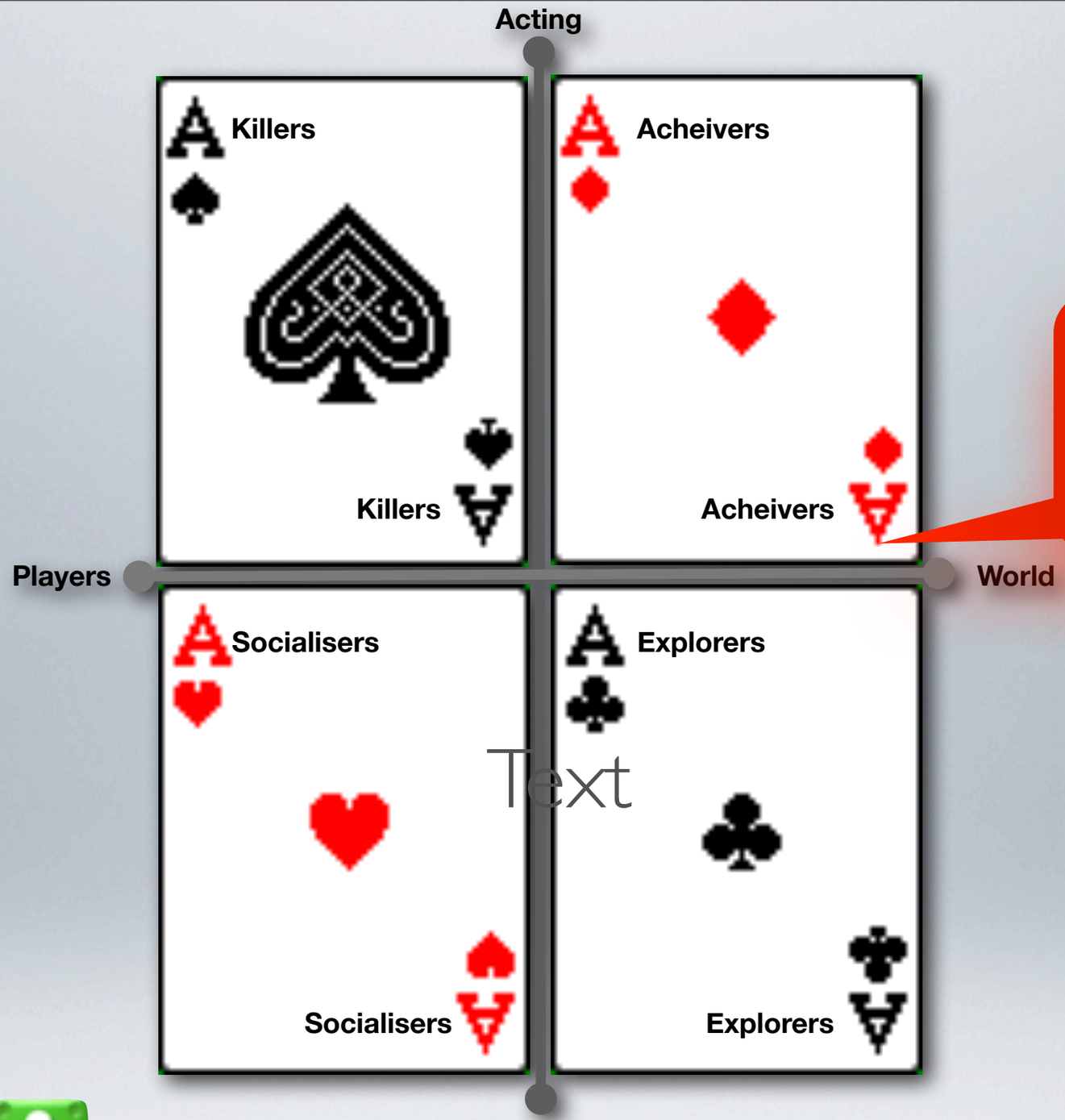
PLAYER TYPES

From Richard Bartle's Classification of MUD Players (1996)



Text

main goals points gathering and raising levels

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The game is essentially and backdrop to socilasing with other players

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PLAYER TYPES

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Acting

Killers

Acheivers

Like to impose themselves on others

main goals points gathering and raising levels

Players

World

The game is essentially and backdrop to socilasing with other players

Socialisers

Explorers

like to fully explore game world and its limits

Text

Interacting

PLAYER TYPES

From Richard Bartle's Classification of MUD Players (1996)

Acting

```
Cliff.
You are standing on the edge of a
cliff surrounded by forest to the
north and a river to the south. A
chill wind blows up the
unclimbable and unscaled heights.
At the base of the cliff you can
just make out the shapes of jagged
rocks.
*w
As you approach the edge of the
cliff the rock starts to crumble.
Hurriedly, you retreat as you feel
the ground begin to give way under
your feet!
*leap
You are splattered over a very
large area, or at least most of
you is. The rest of your remains
are, even now, being eaten by the
seagulls (especially your eyes).
If you had looked properly before
you leaped you might have decided
not to jump!
Would you like to play again?
```

Like to impose themselves on others

Players

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Interacting

PLAYER TYPES

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20 XP

Mark LeBlanc

Jesse Schell

MISSING MOTIVATIONS

Mark LeBlanc

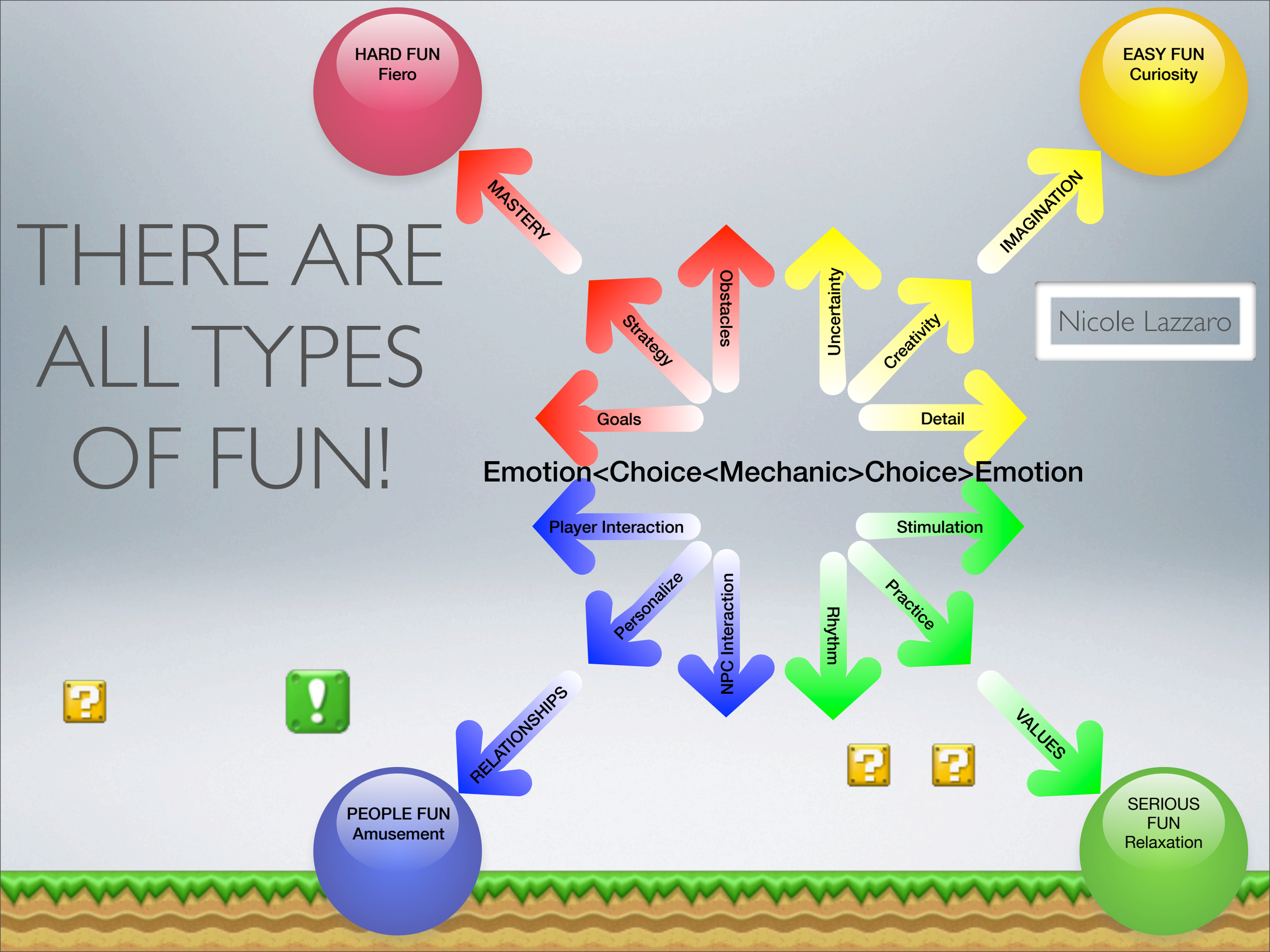
Expression
Discovery
Masochism
Sensation
Fellowship
Challenge
Narrative
Fantasy

Possibilty
Naches
Humour
Purification
Gifting
Surprise
Schadenfreude
20 XP
Thrill
Anticipation
Wonder
Nuturing
Fiero
Destruction

Jesse Schell

MISSING MOTIVATIONS

THERE ARE ALL TYPES OF FUN!



Long Term

Intrinsic

Autonomy

Fun

Power

Mastery

Group Identity

Love

Meaning

>

Short Term

Extrinsic

Points

Rewards

Levels

Badges

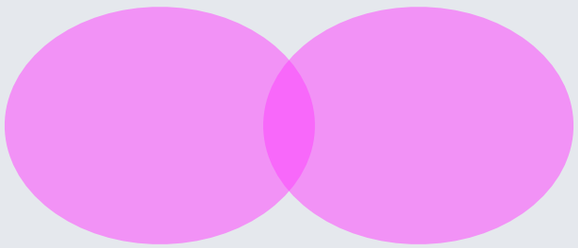
Leader Boards

Punishments

MOTIVATIONS

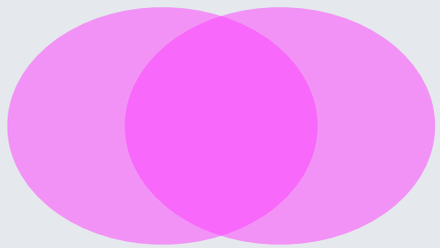
John Ferrara Practioners devloped their respective fields largely in isolation of one another.

The Past · Like · 1 person



John Ferrara Practioners discover learning opportunities in one anothers fields, and have mixed sucess putting them into practice.

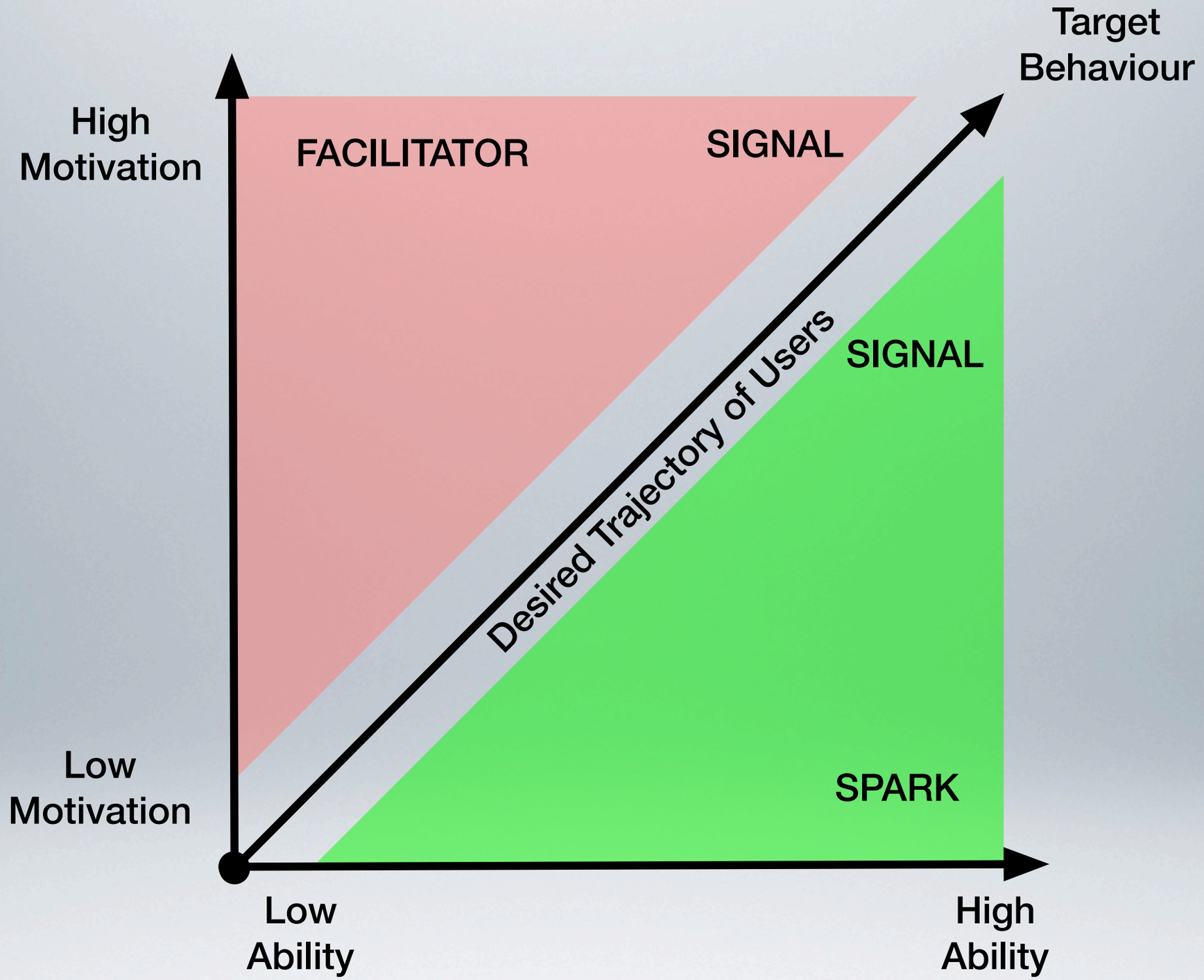
The Present · Like · A few people



John Ferrara Practioners will come to see boths fields as fundamentally related as best practices afford sucessfull approaches to design.

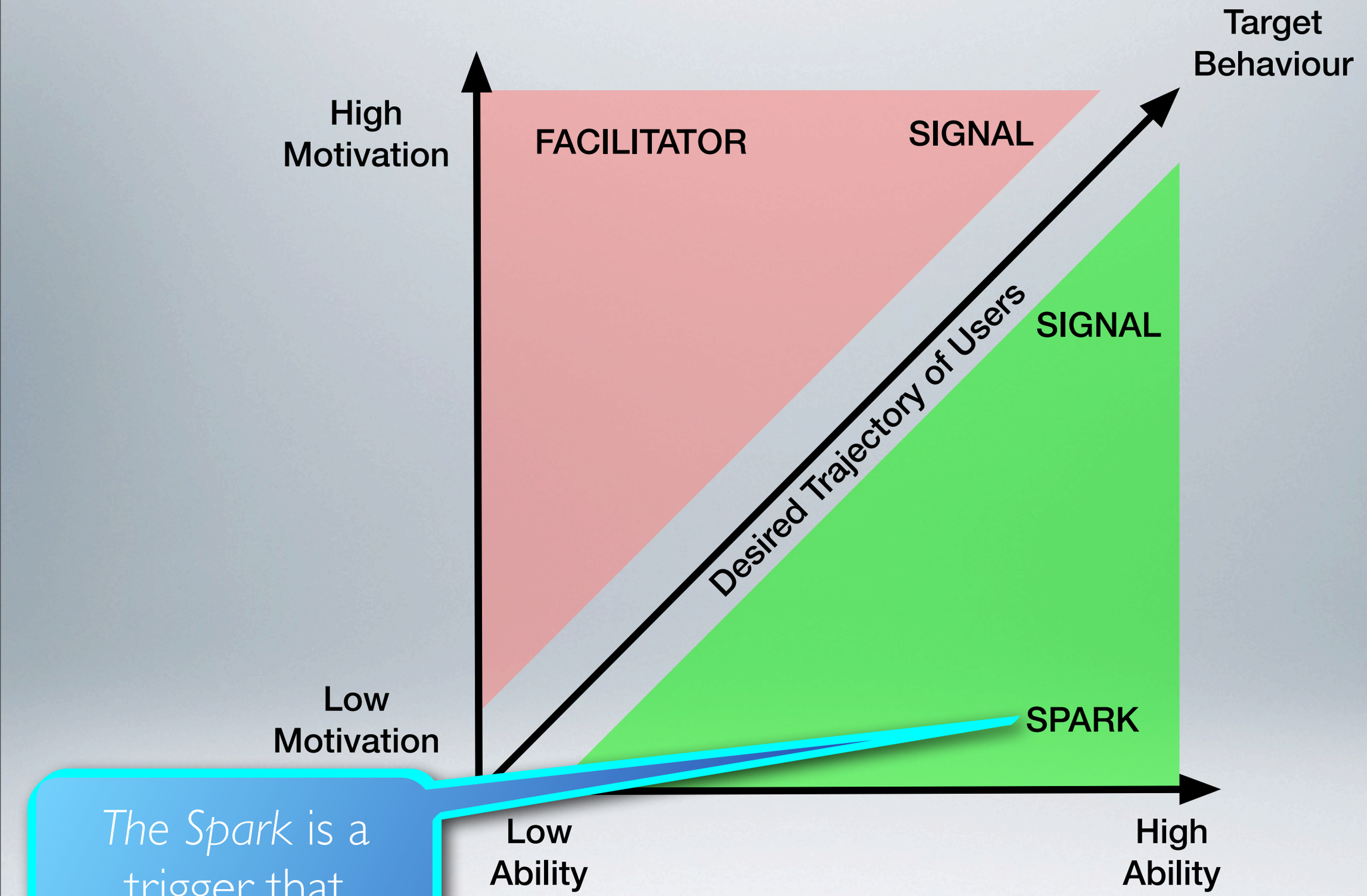
The Future · Like · Lots of people

GAMES AND UX DESIGN



PERSUASION

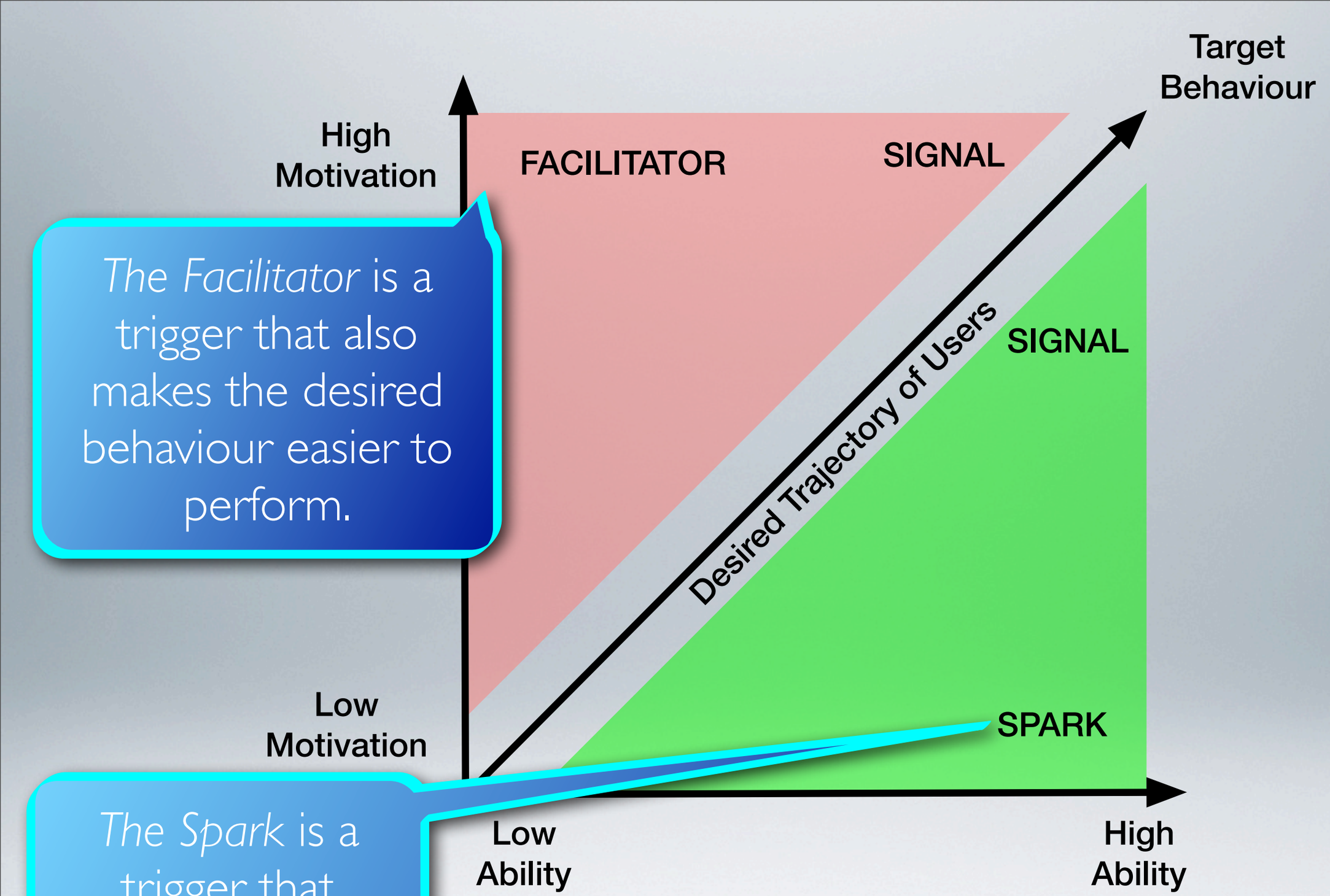
Fogg's Behavioral Model



The Spark is a trigger that provides the initial inspiration to change behaviour.

PERSUASION

Fogg's Behavioral Model

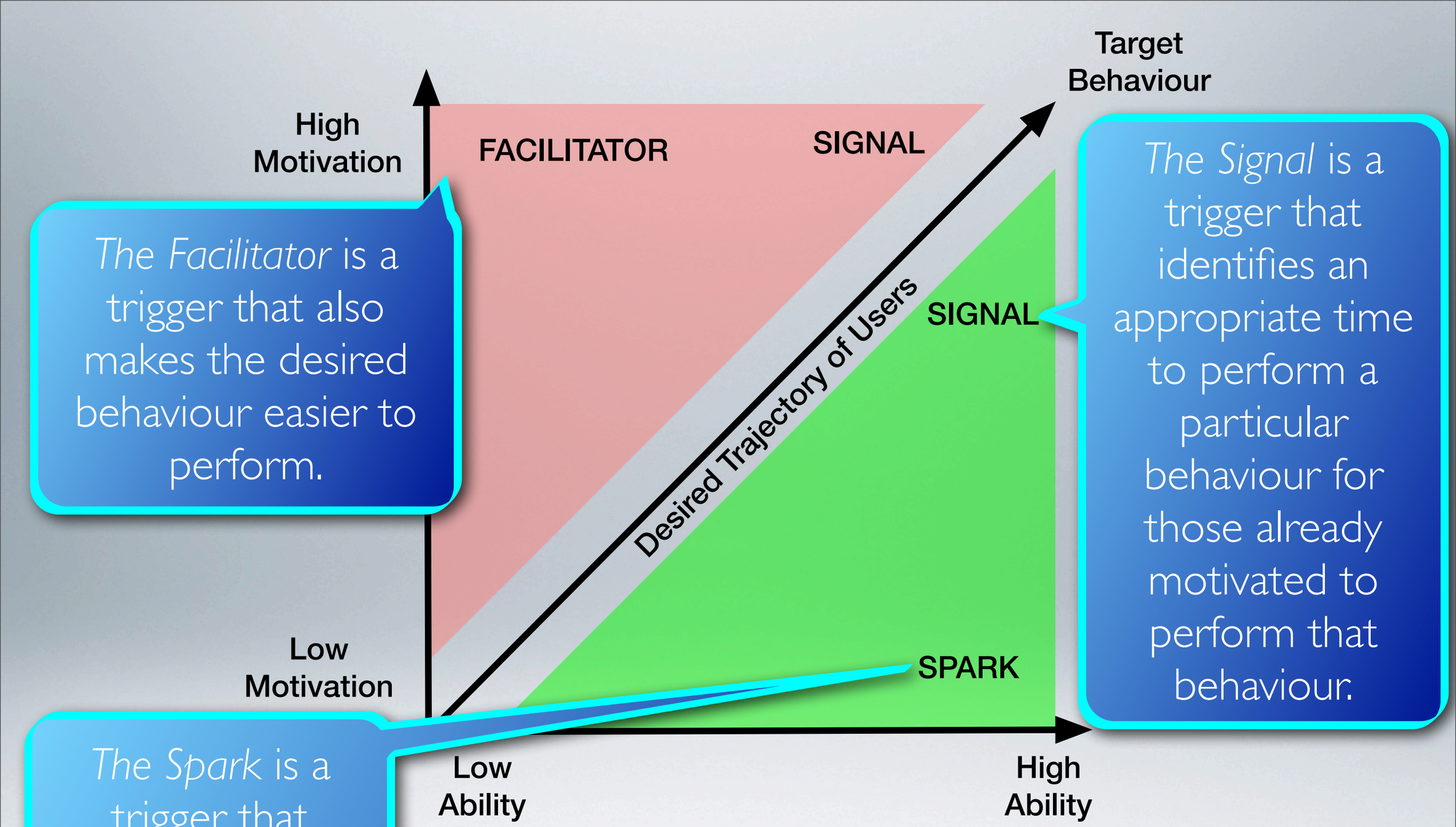


The Facilitator is a trigger that also makes the desired behaviour easier to perform.

The Spark is a trigger that provides the initial inspiration to change behaviour.

PERSUASION

Fogg's Behavioral Model

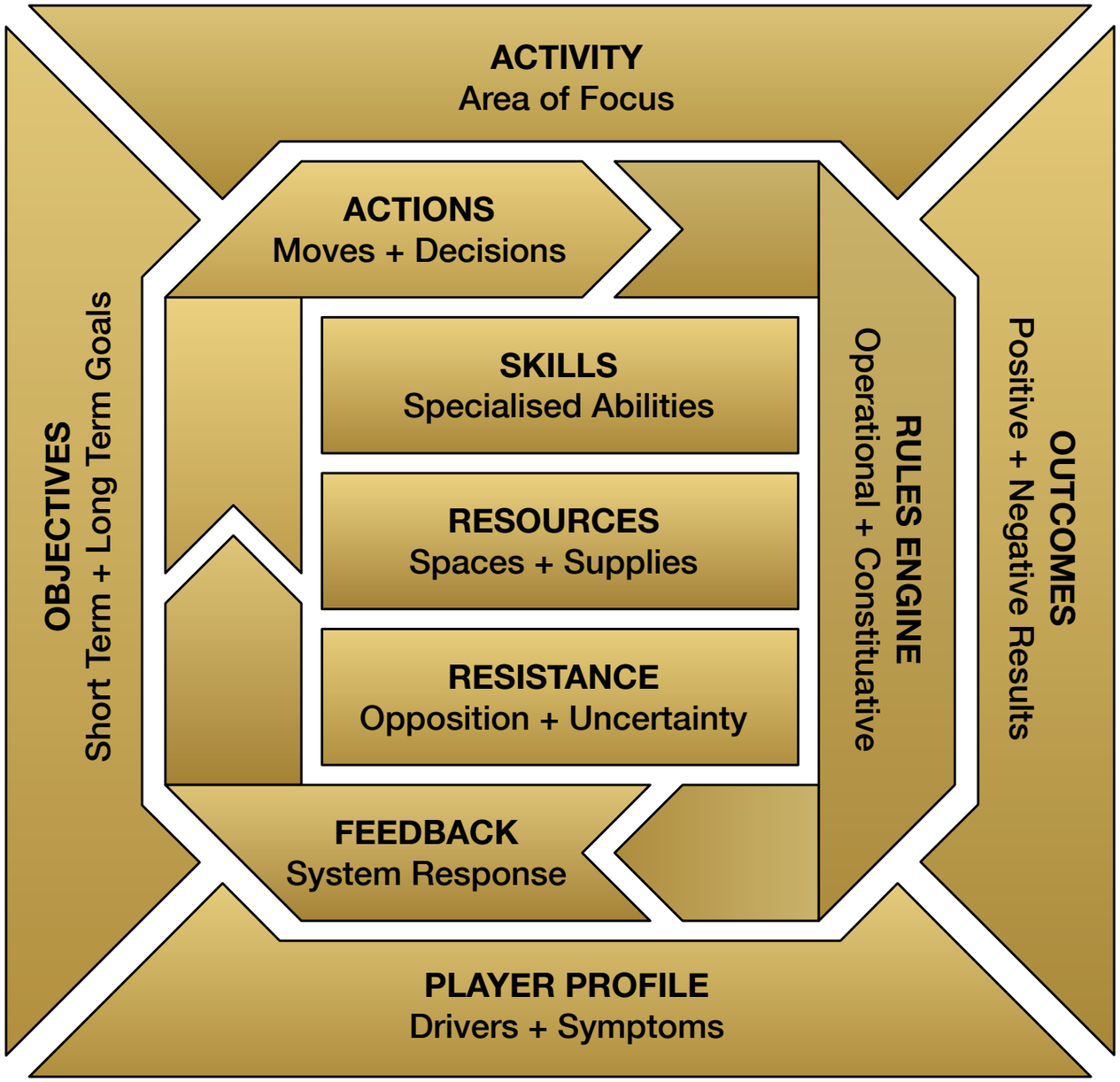


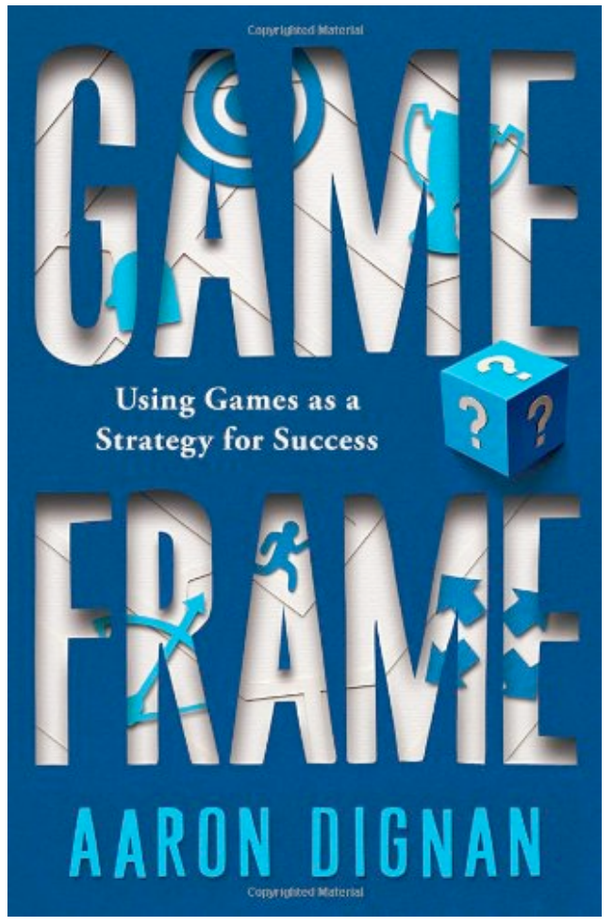
PERSUASION

Fogg's Behavioral Model

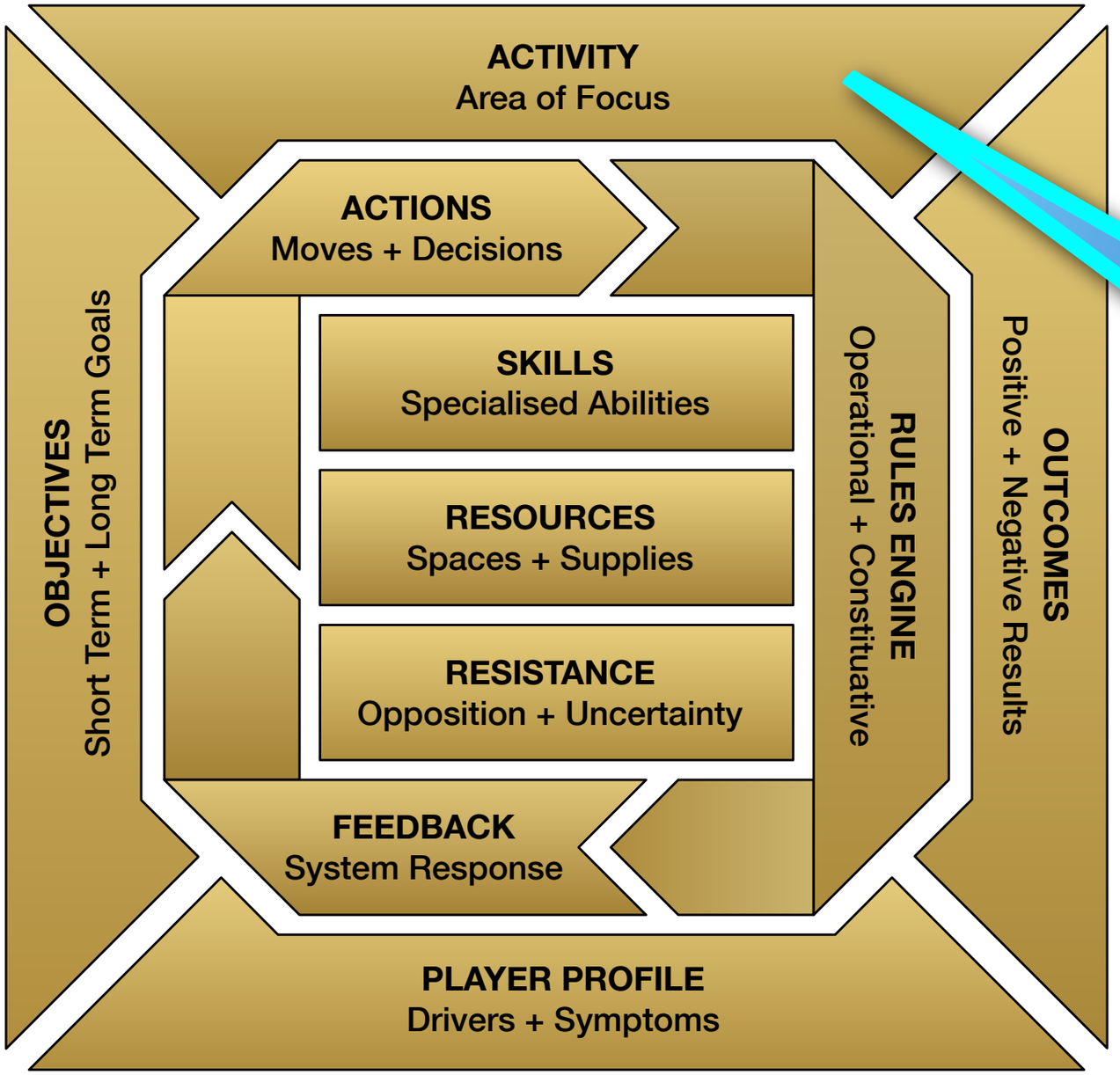
ACCURACY 83% 50 POINTS

3RD TIME TONIGHT BONUS 10 POINTS



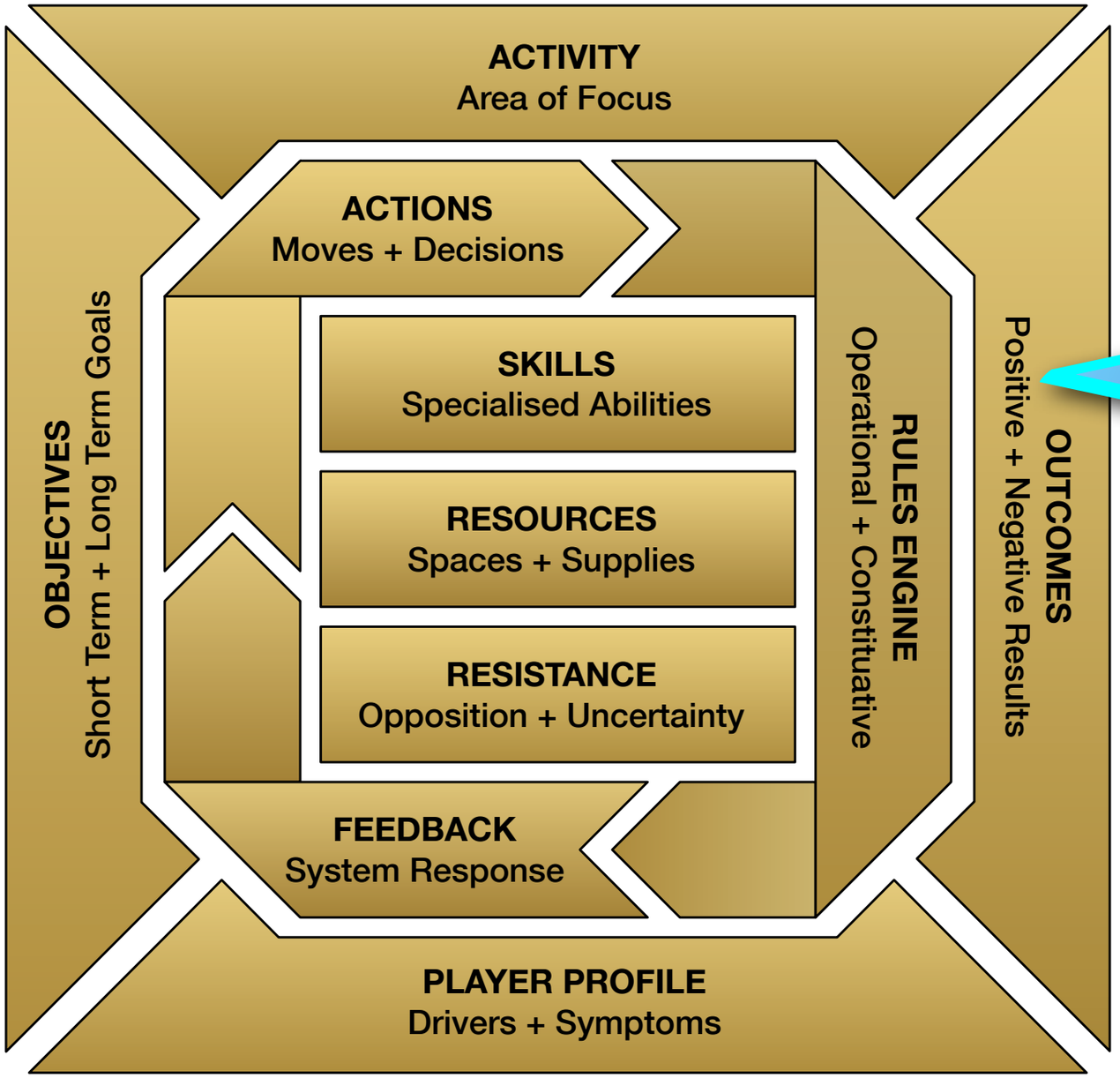


A UX APPROACH



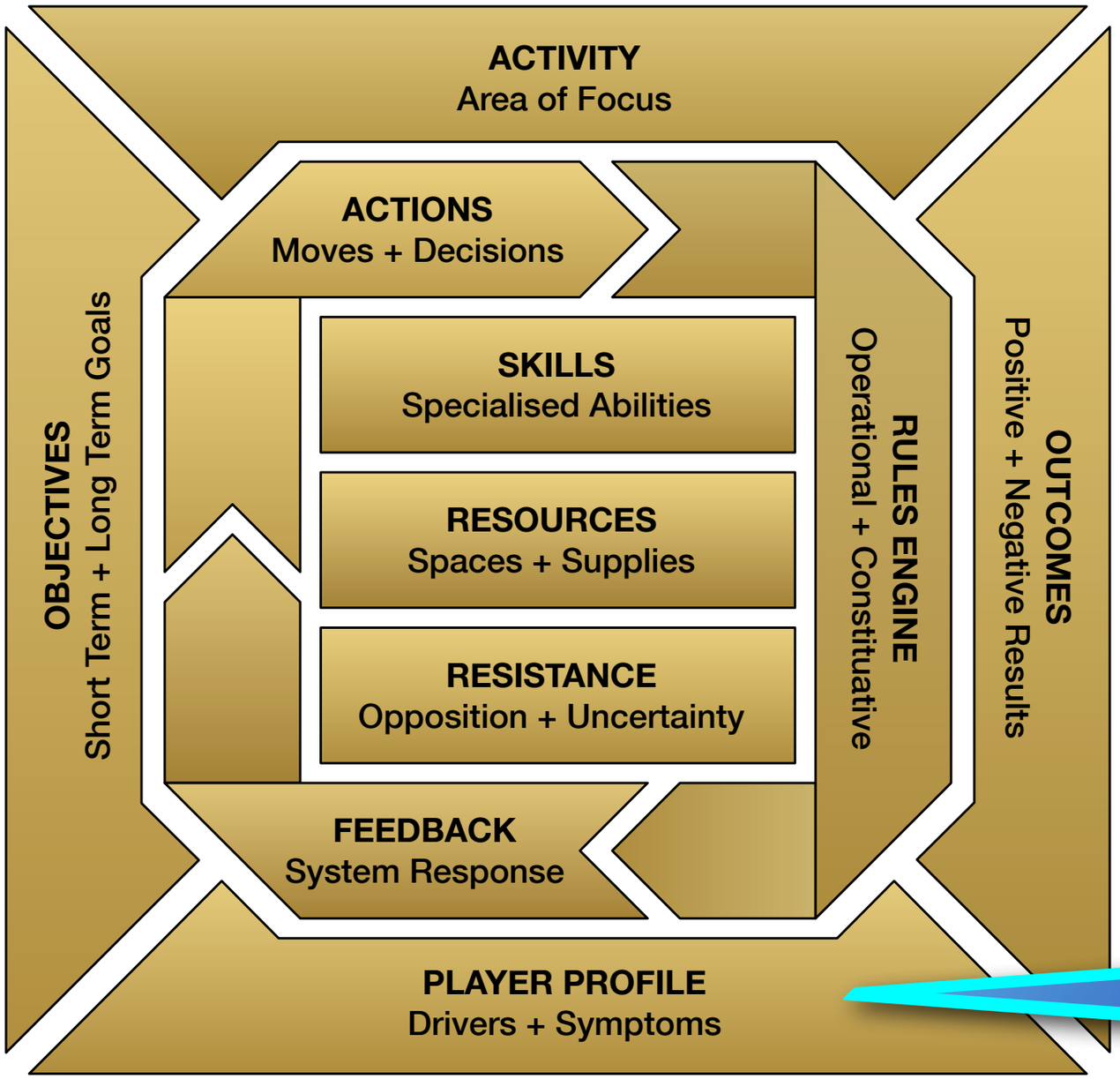
The activity in is the real-world endeavour we want the player to do more, better or differently.

ACTIVITY



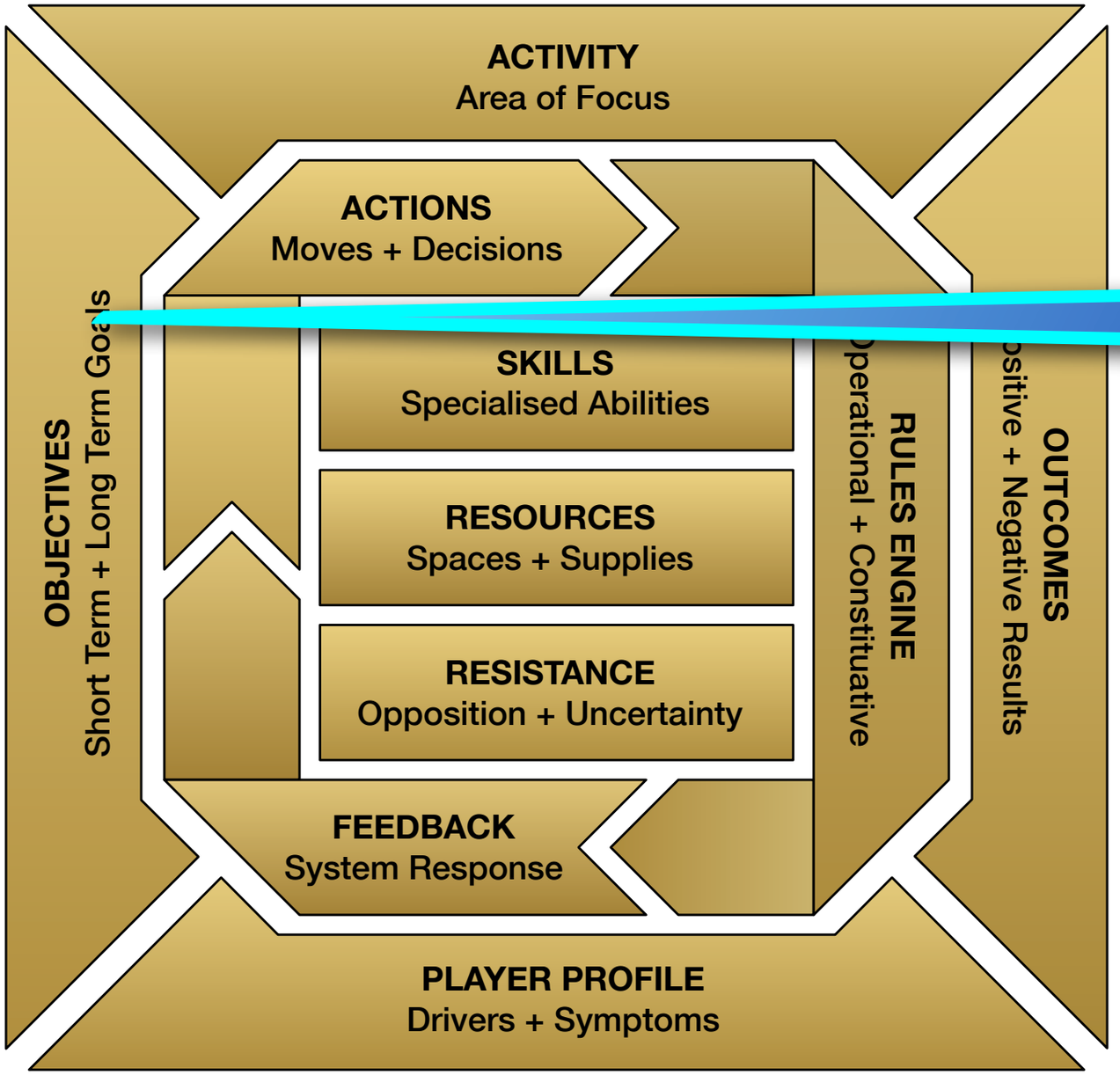
What are the positive and negative outcomes that occur whilst trying to meet the objective of game

OUTCOMES



The expected traits of player in the game. What wold drive them to play and their volition and faculty to play

PLAYER PROFILE



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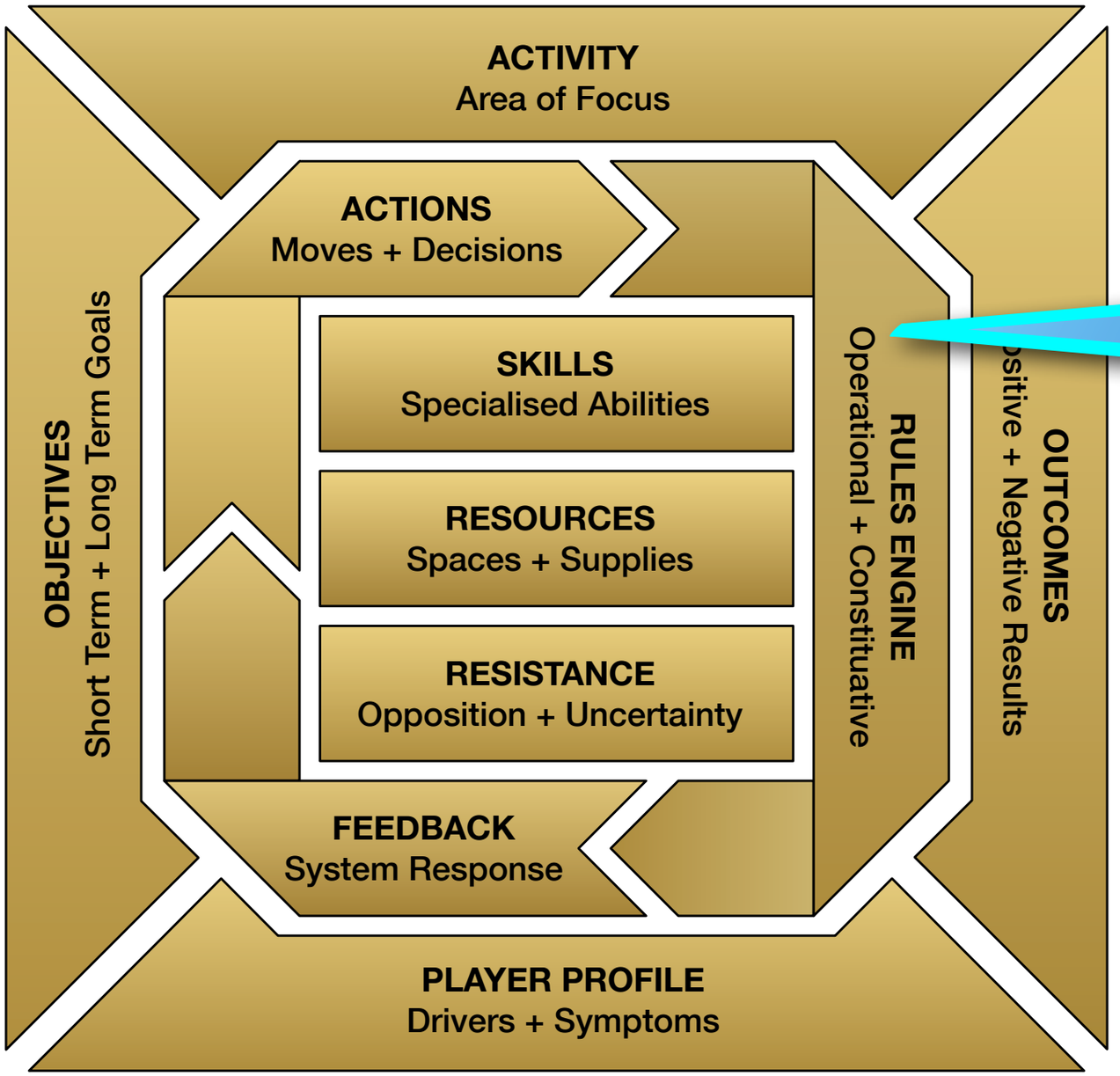
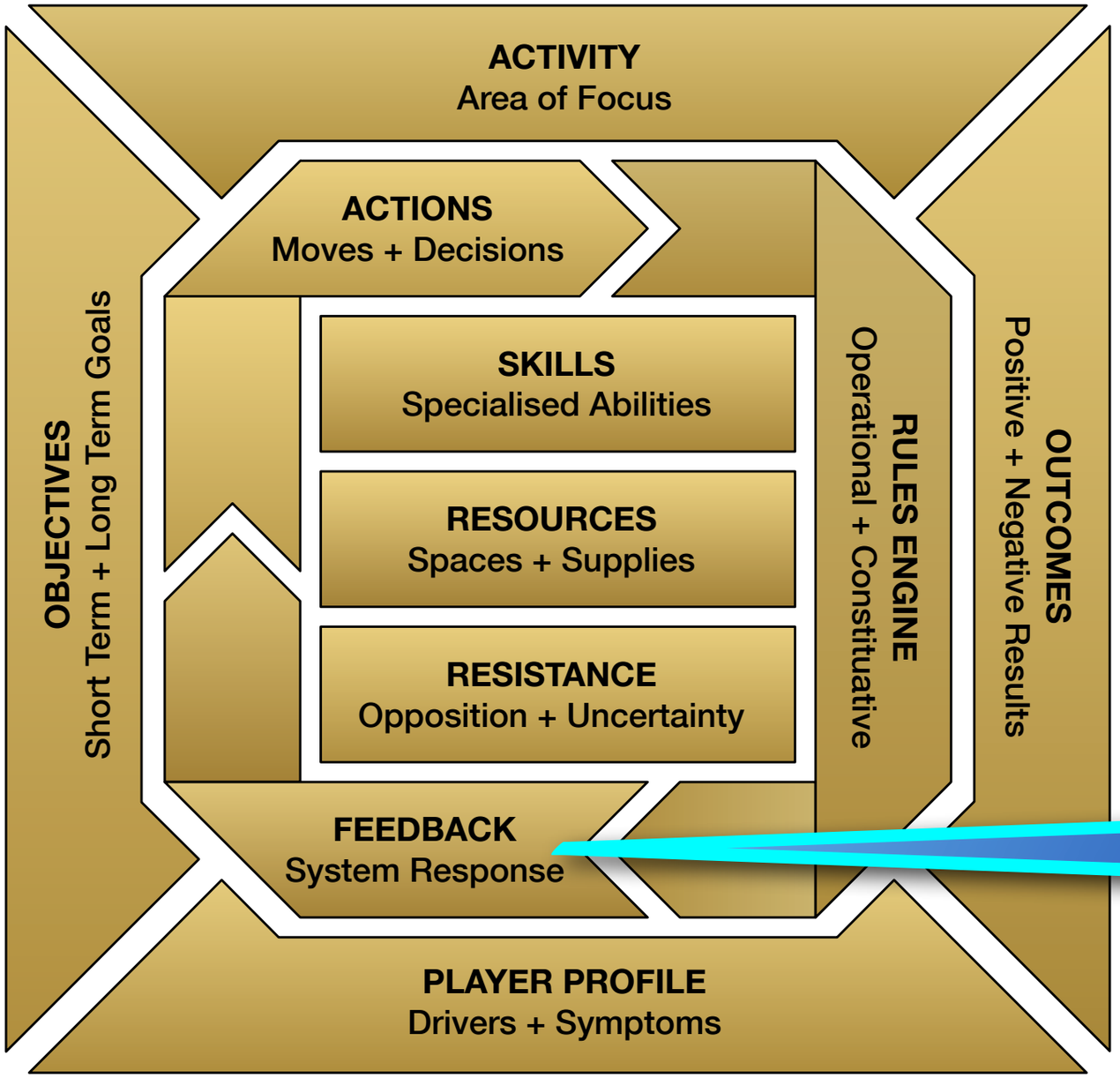
OBJECTIVES



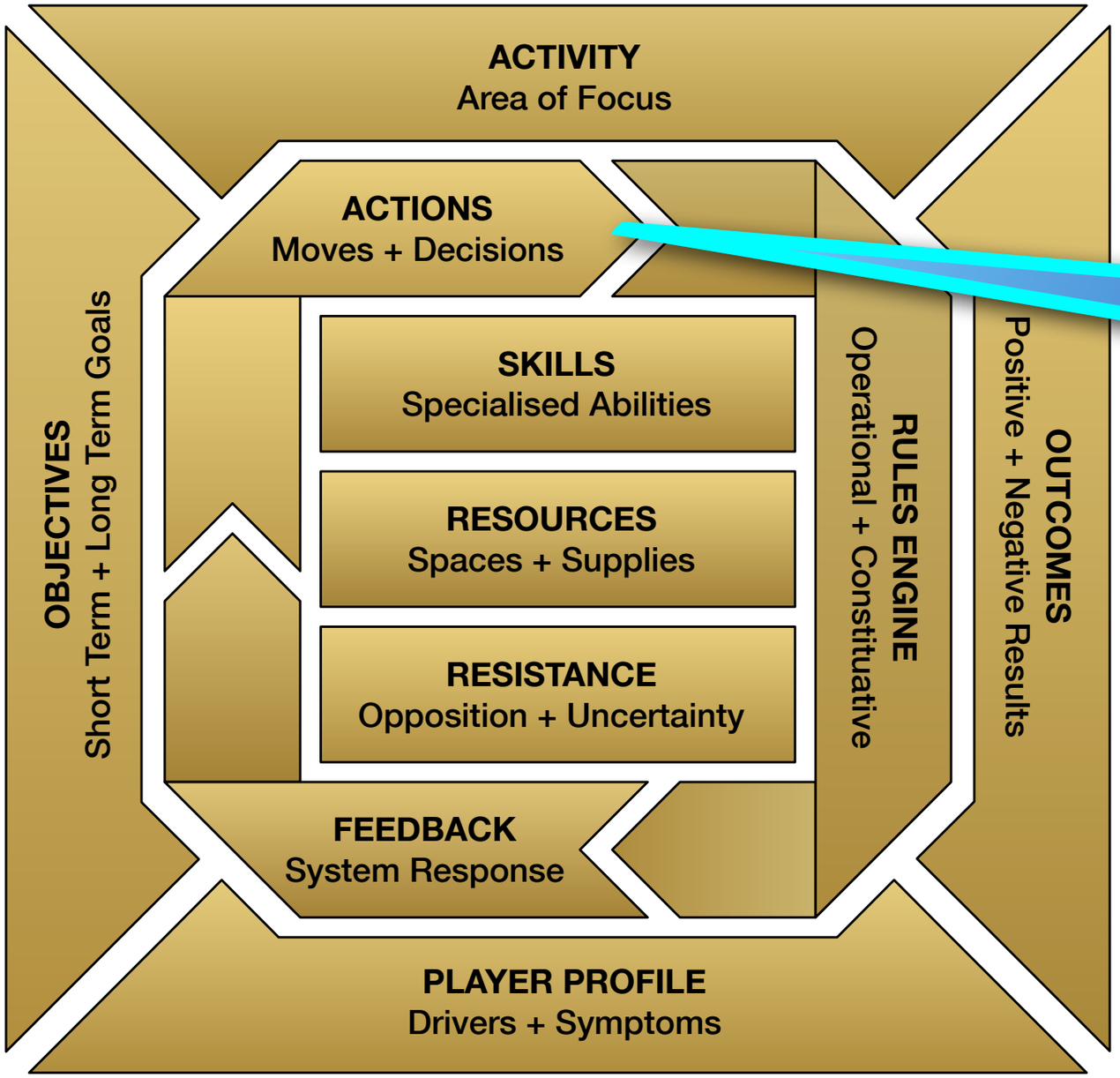
The rules engine controls the operation of the game and implements the operational and constitutive rules

RULES ENGINE



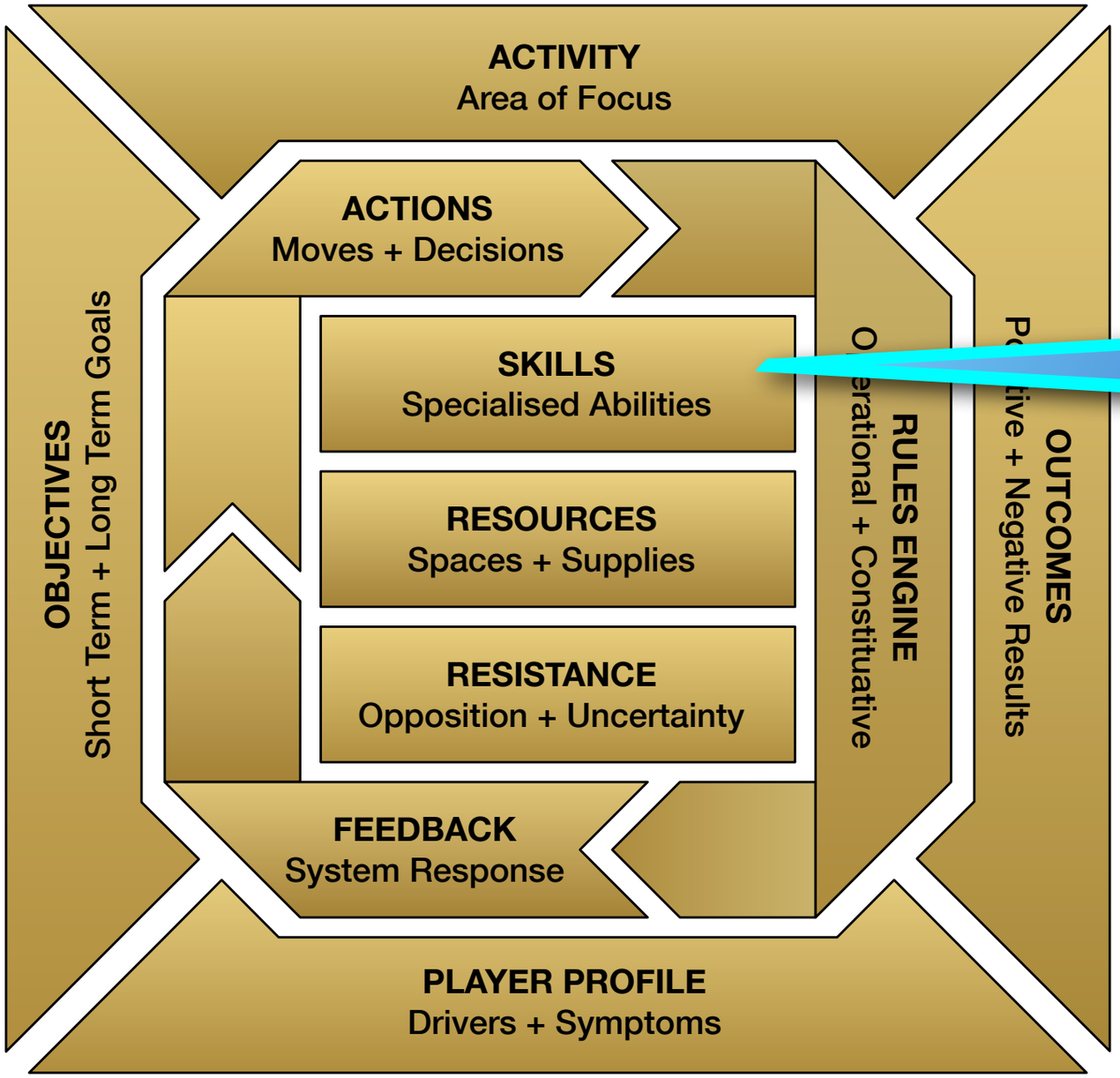
This is the systems response to the player actions. The feedback is the fundamental element in learning.

FEEDBACK



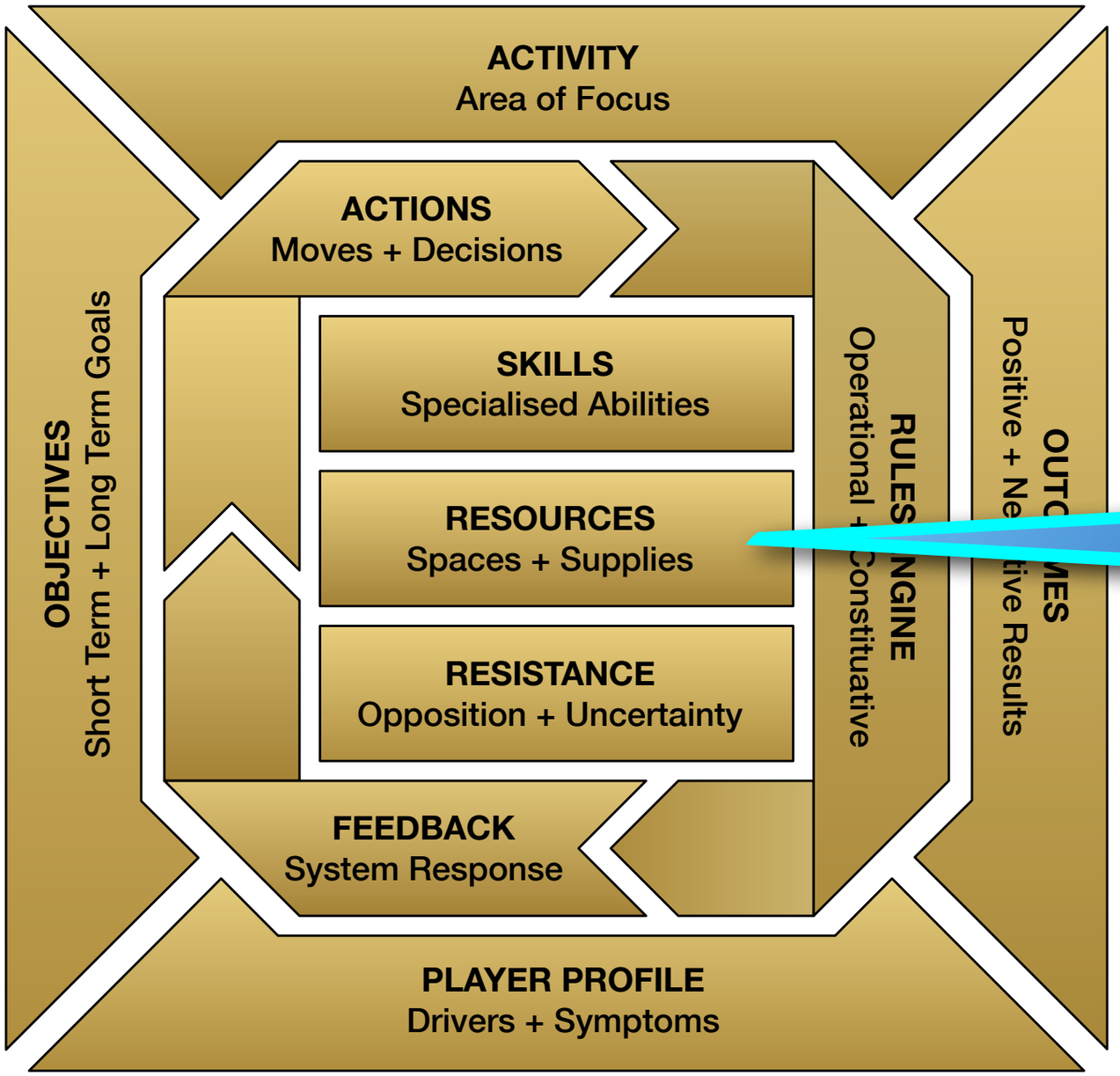
The actions are the moves available to the player while playing the game

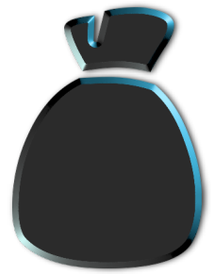
ACTIONS



What are the skills they player will develop through the game i.e physical, mental, or social

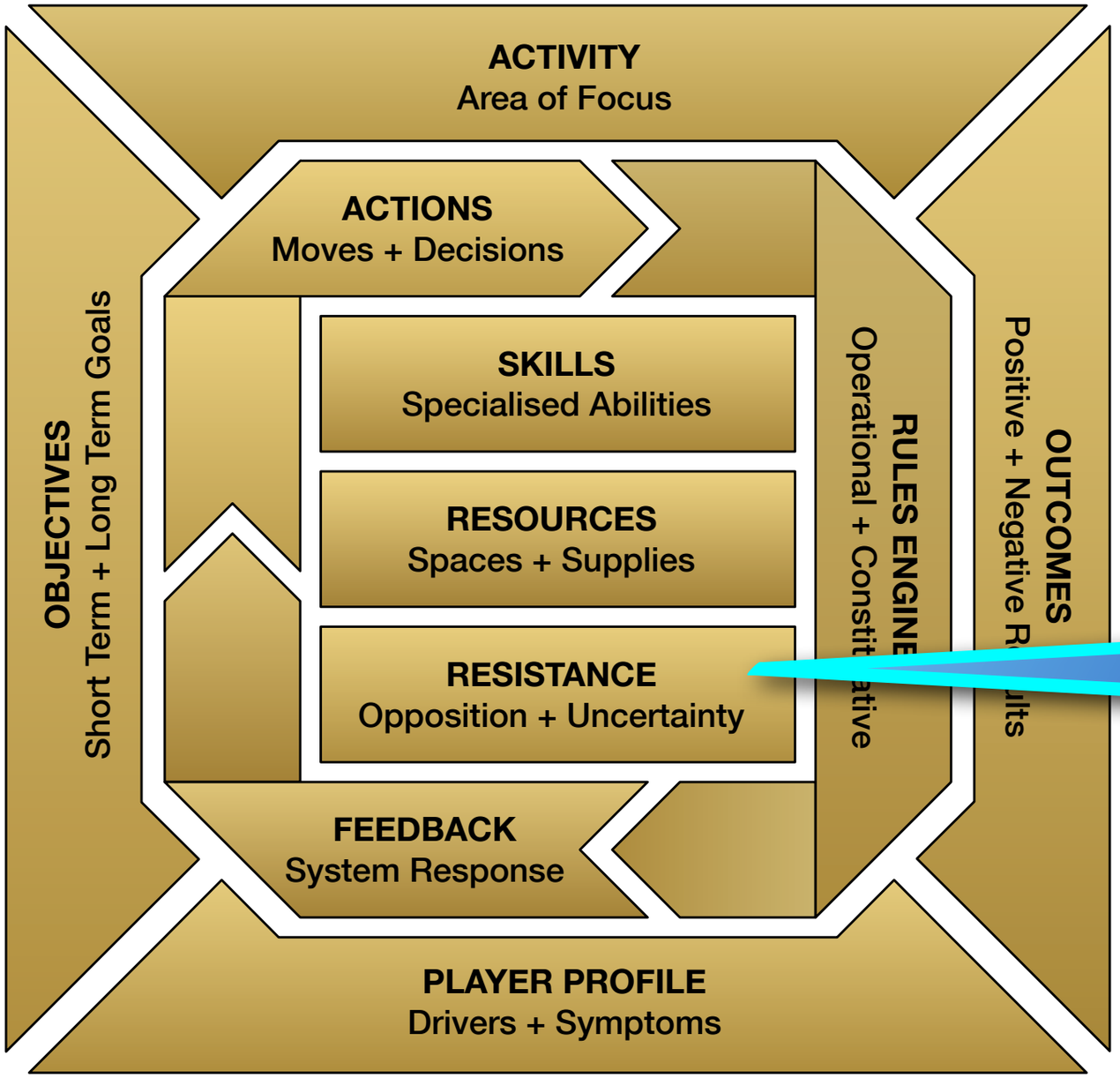
SKILL





What are the spaces and supplies the players use or have potential to acquire. What are these and what can be done with them?

RESOURCES



Having some form of opposition to the player being able to complete the task is an essential component of a game.

RESISTANCE

NISSAN ECO PEDAL

When the system is on, "each time the driver steps on the accelerator, a counter push-back control mechanism is activated if the system detects excess pressure, helping to inform the driver that they could be using more fuel than required."

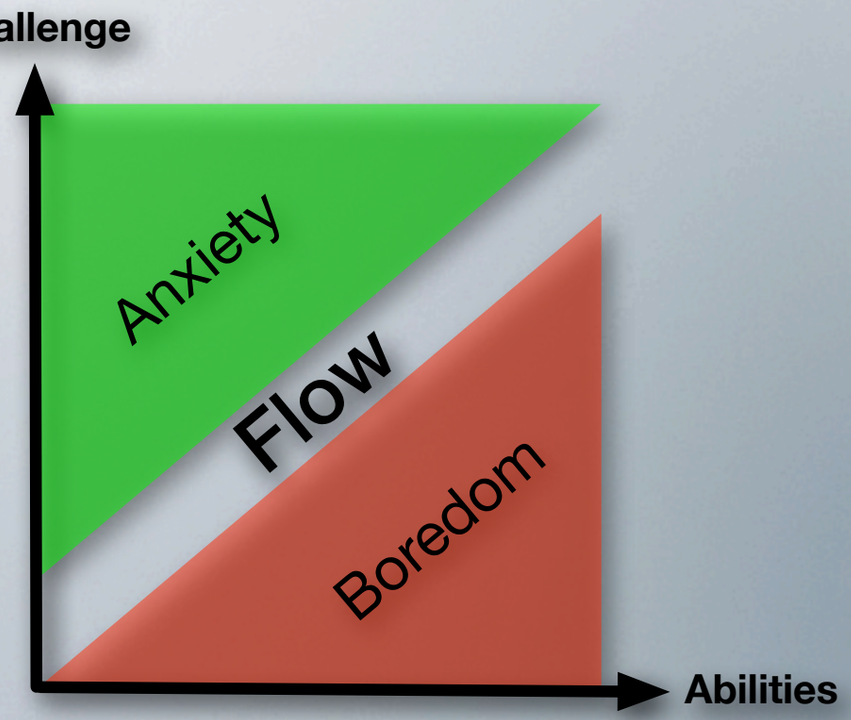
Studies by Nissan have found that the ECO Pedal system can provide fuel savings of 5-10%, depending on driving conditions.

FM·AM
XM
CD·AUX
VOL
MENU ▸ Energy Info.
BACK
Driving Range
90 miles
Turn on Climate Control for
-26 miles
Electric Motor
Climate Control
Other Systems
kW
Energy Economy
History
Energy Usage
OPEN/TILT
MAP
VOICE
MENU
STATUS
TUNE
SEEK
CH

ABRA

KADABRA

ALAKAZAM



Csikszentmihalyi

New Mechanic

Player Learns

Design Grokked

PROGRESSIVE GROKKING

"Playing video games is fun because it provides experiences of competence, self-efficacy, mastery" - Ralph Koster

CONCLUSIONS

- Games design and user experience design have emerged from different worlds but are converging to create new approaches to design.
- Simply adding points or badges does not in itself makes things fun.
- Feedback is for providing not taking control.
- The meaning of an activity is communicated through participation and people will participate for all sorts of reasons.
- Whilst Gamification is often touted as not creating games it should prevent you using game design techniques when designing such systems.

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- Whilst Gamification is often touted as not creating games it should prevent you using game design techniques when designing such systems.

GAME OVER

CONGRATULATIONS YOU JUST UNLOCKED

@MYSTICMOBILE'S GAMIFICATION BADGE

GAME OVER

CONGRATULATIONS! YOU JUST UNLOCKED

@MYSTICAL... ...IFICATION BADGE