GAMIFICATION

PRESS START

BC PATIENT SAFETY & QUALITY COUNCIL

Working Together. Accelerating Improvement.

84

= Gamify Your Improvement Initiative

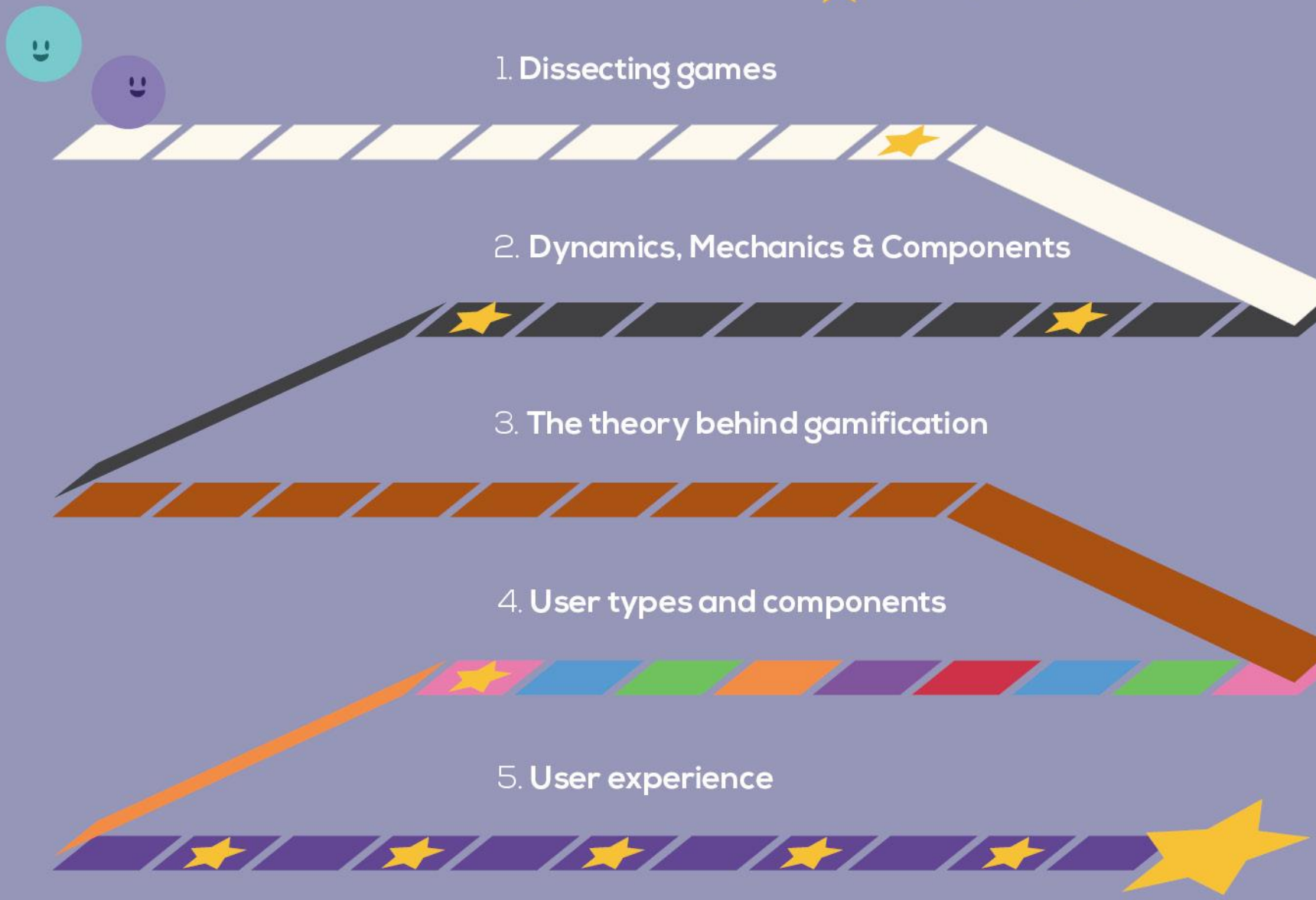
1. **Dissecting games**

2. **Dynamics, Mechanics & Components**

3. **The theory behind gamification**

4. **User types and components**

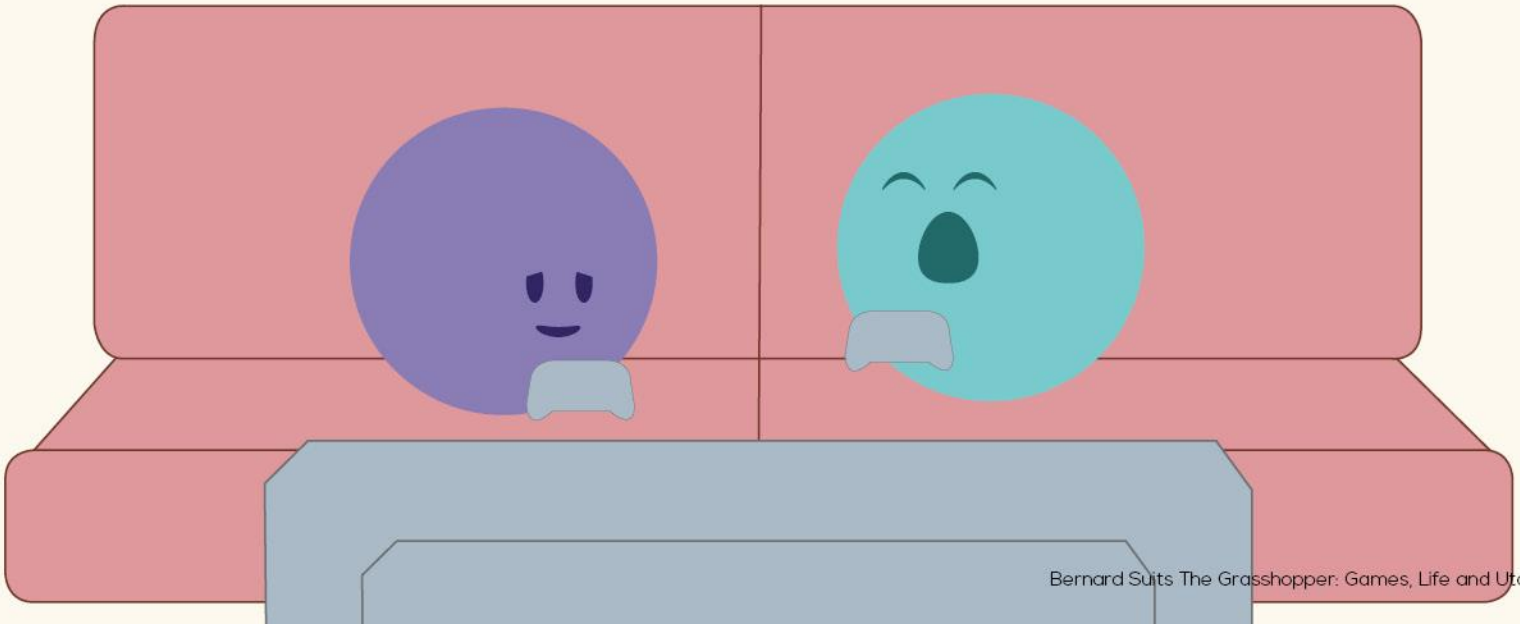
5. **User experience**



Dissecting Games

What is a game?

- The voluntary attempt to overcome unnecessary obstacles
- Games include three things:
    1. A goal
    2. A "lusory attitude"
    3. Rules



Bernard Suits The Grasshopper: Games, Life and Utopia 1978

of American households include one video gamer

of gamers are female

151.5 million
people watched televised NFL/NBA/NHL

213.8 million
people watch competitive gaming

73% are ≥ age 18

Average age of a gamer is **35**

Entertainment Software Association. 2016 Essential Facts about the Computer and Video Game Industry. [online report] Retrieved Aug 17, 2016 from http://www.theesa.com/wp-content/uploads/2016/04/Essential-Facts-2016.pdf

Superdata. 2016 eSports Market Report. Executive Summary retrieved Aug 17, 2016 from http://superdata-research.myshopify.com/products/spring-2016-esports-market-report

Statista. Number of TV viewers of major sporting events in the United States as of June 2014. Retrieved Aug 17, 2016 from http://www.statista.com/statistics/311949/number-tv-viewers-sporting-events-usa/

The BIGGEST game in the US

Surpassed Twitter for daily users

2 million active users within the first 2 weeks

More time spent on it **than Facebook**

Cafes, bars, restaurants purchasing 'lure modules' to attract monsters, driving customer traffic

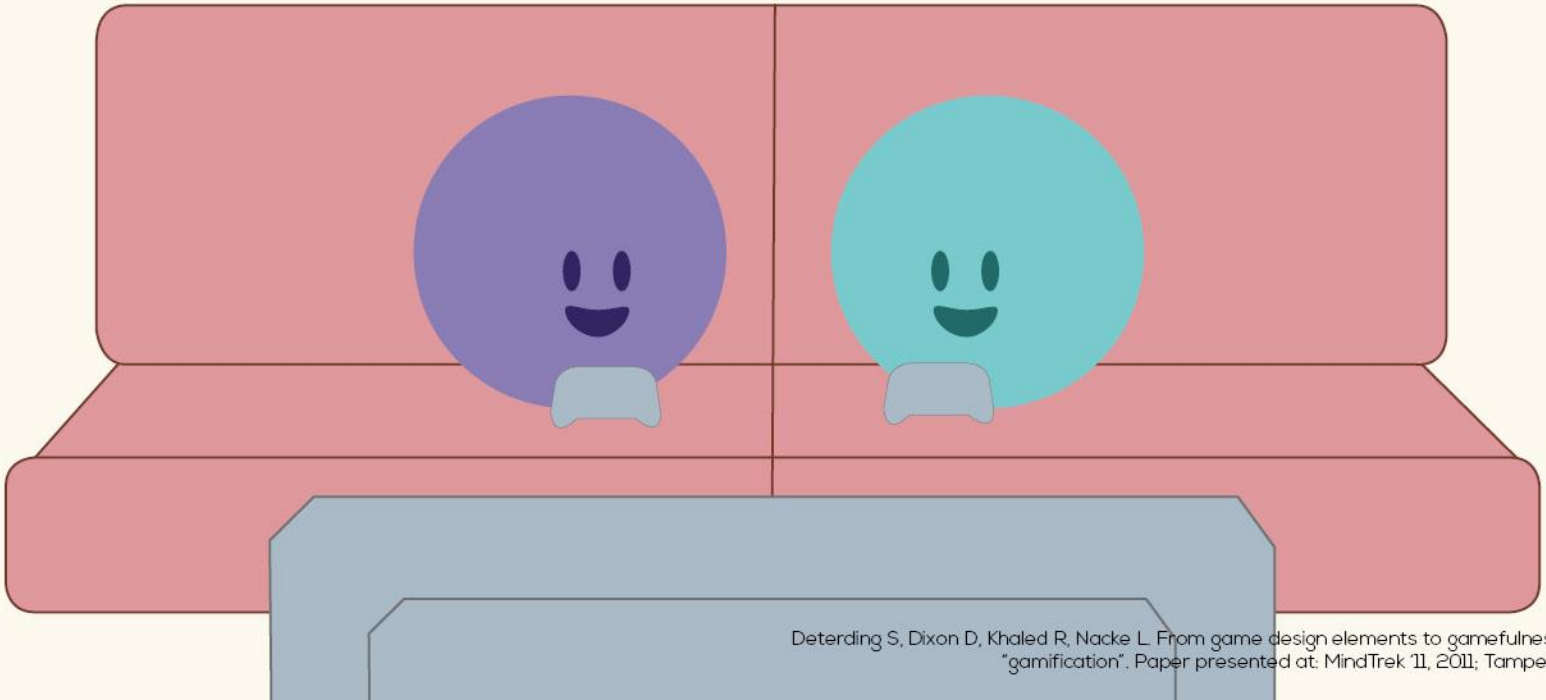
Added $7.5 billion to Nintendo's market value

Image courtesy of CBC

Yu, H. What Pokemon Go's Success Means for the Future of Augemented Reality. Fortune. Jul 23, 2016
Vincent, J. Pokemon Go's success adds 7.5 billion to Nintendo's market value . The Verge. Jul 11, 2016

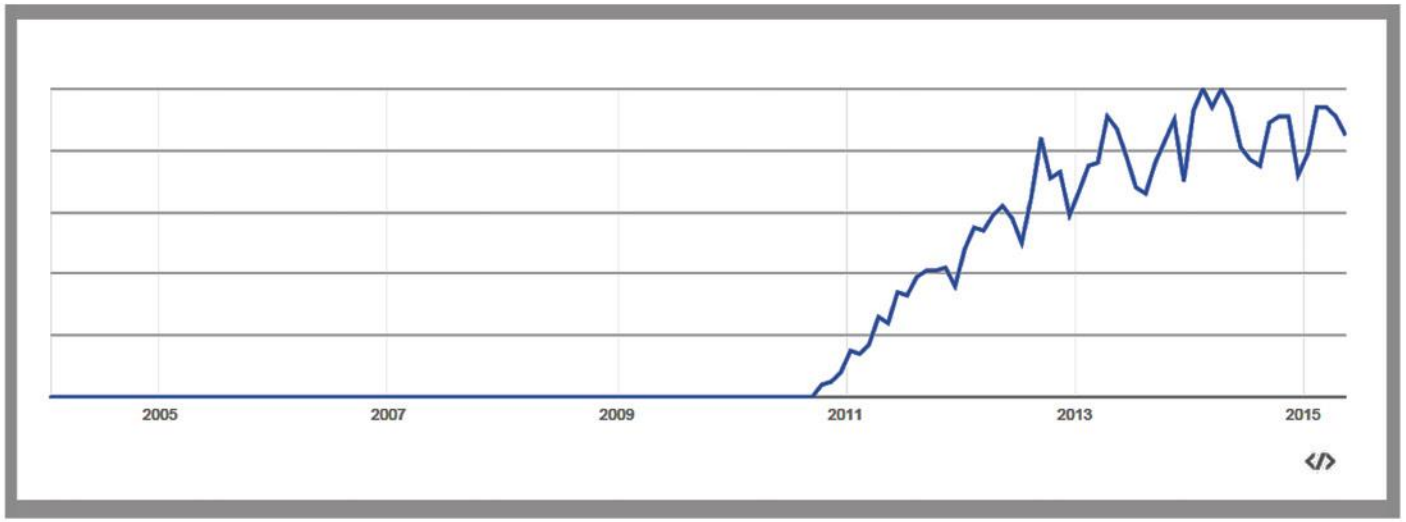
Gamification:

The use of game design and elements in non-gaming contexts



Deterding S, Dixon D, Khaled R, Nacke L. From game design elements to gamefulness: defining "gamification". Paper presented at: MindTrek '11, 2011; Tampere, Finland.

Google gamification



verizon

KAISER PERMANENTE®

Ford

yelp®

ebay

NIKE

Microsoft

SAMSUNG

SIEMENS

NBC

KHAN
ACADEMY

DELL

dodgeball.com

FOURSQUARE

FOURSQUARE

By 2011, the company was valued at **$600 million**

By 2013, the company had achieved:

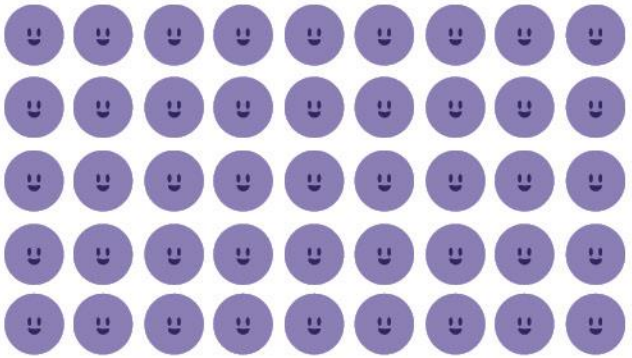
over 2 BILLION check-ins

3 million per day

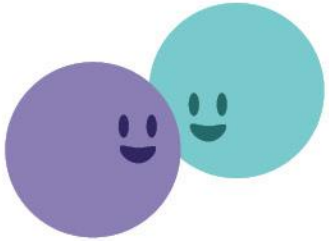
support in 11 countries

...with 12 languages

45 million registered users

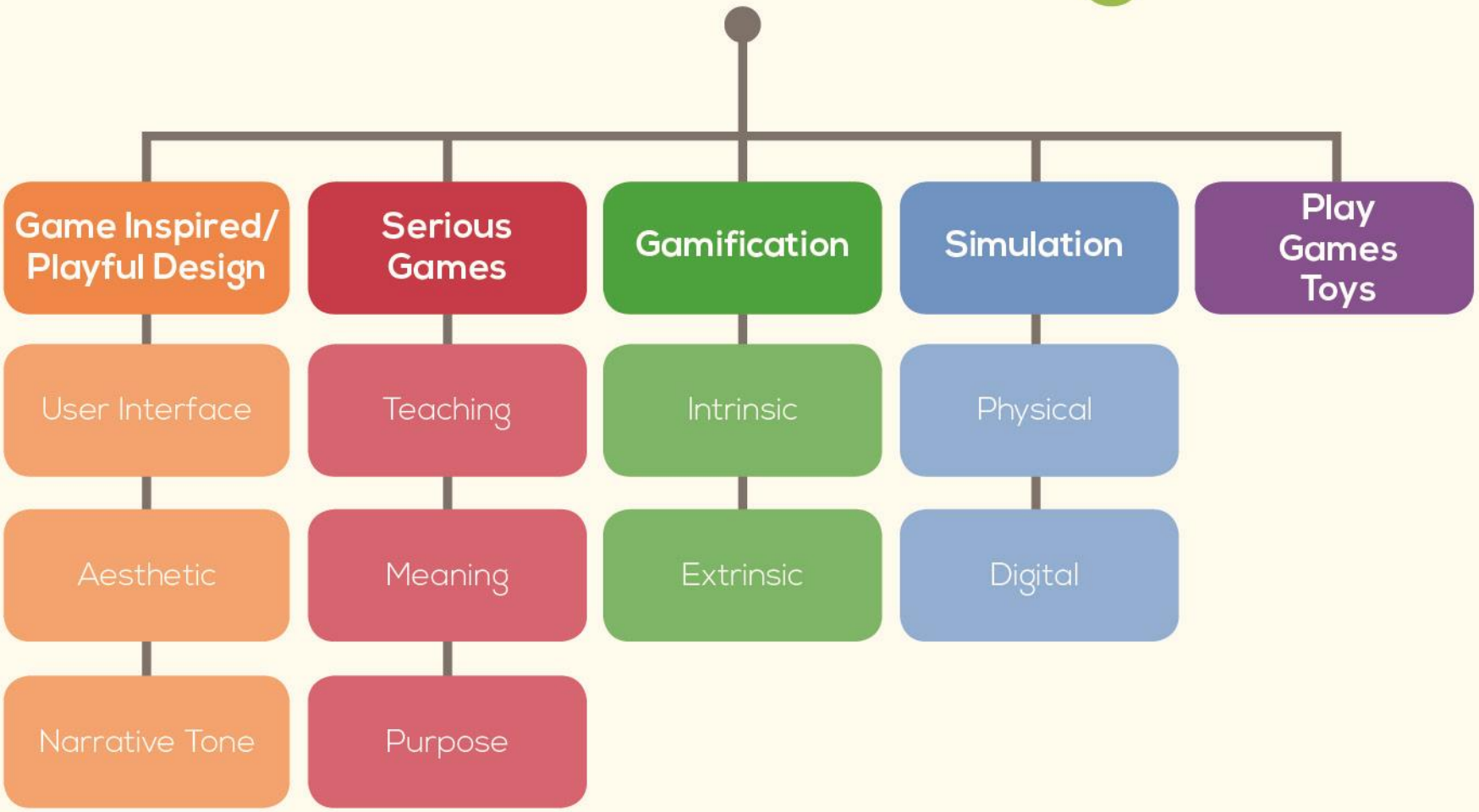


X2 "Foursquare revenue is at least doubling every year" – CRO Steven Rosenblatt



partnerships including American Express, Zagat, Bravo, and Condé Nast

Game Thinking



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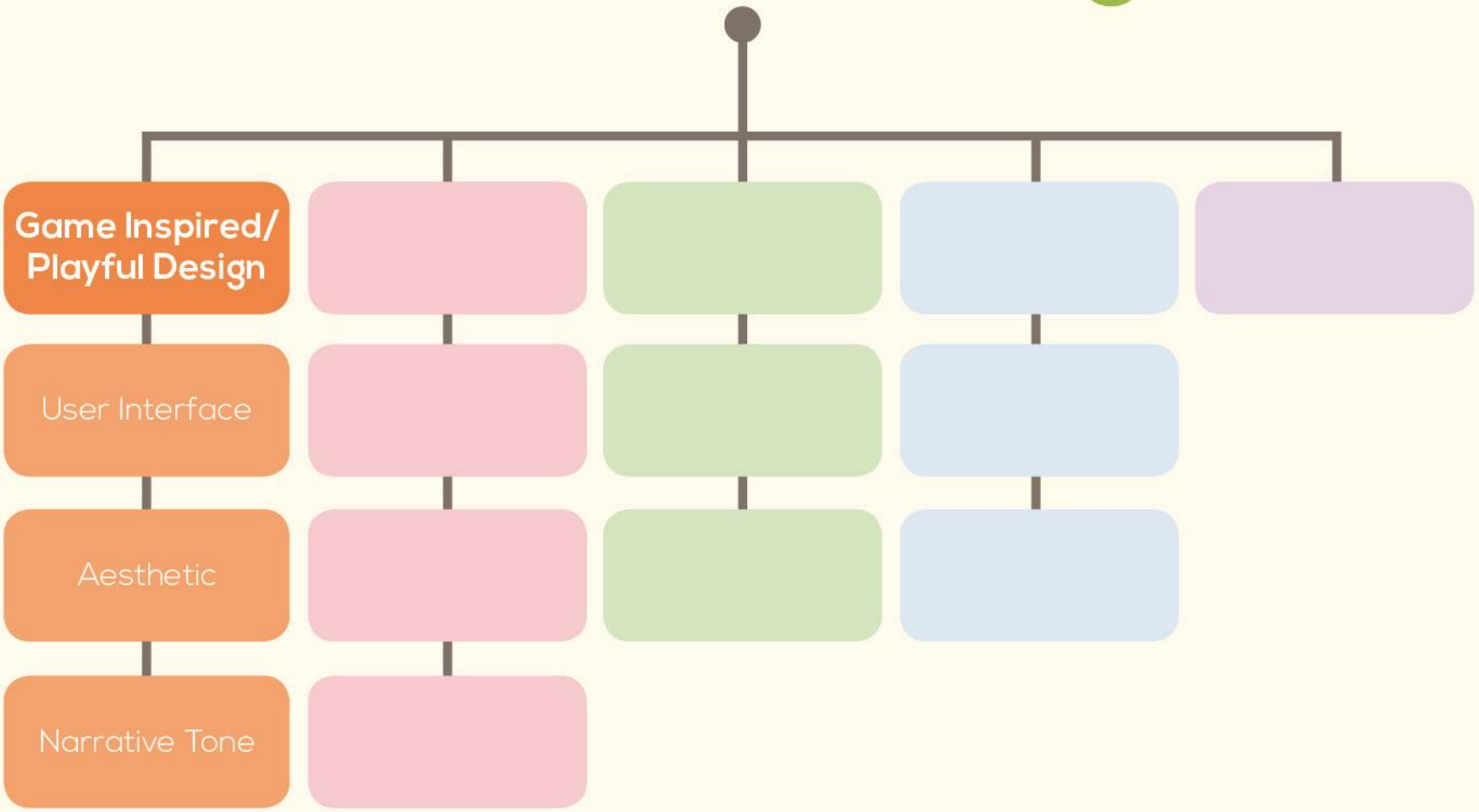
Game Thinking



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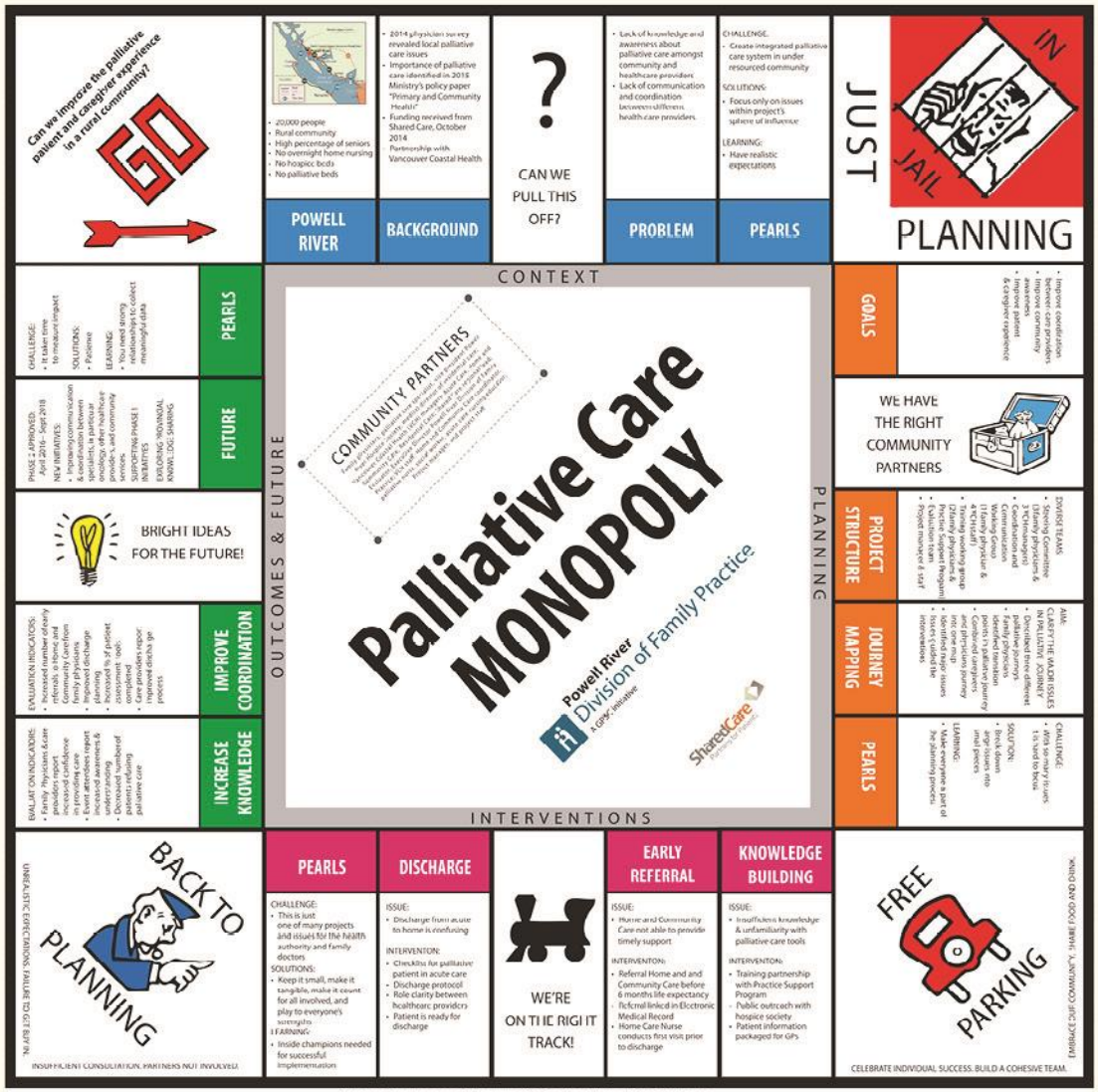
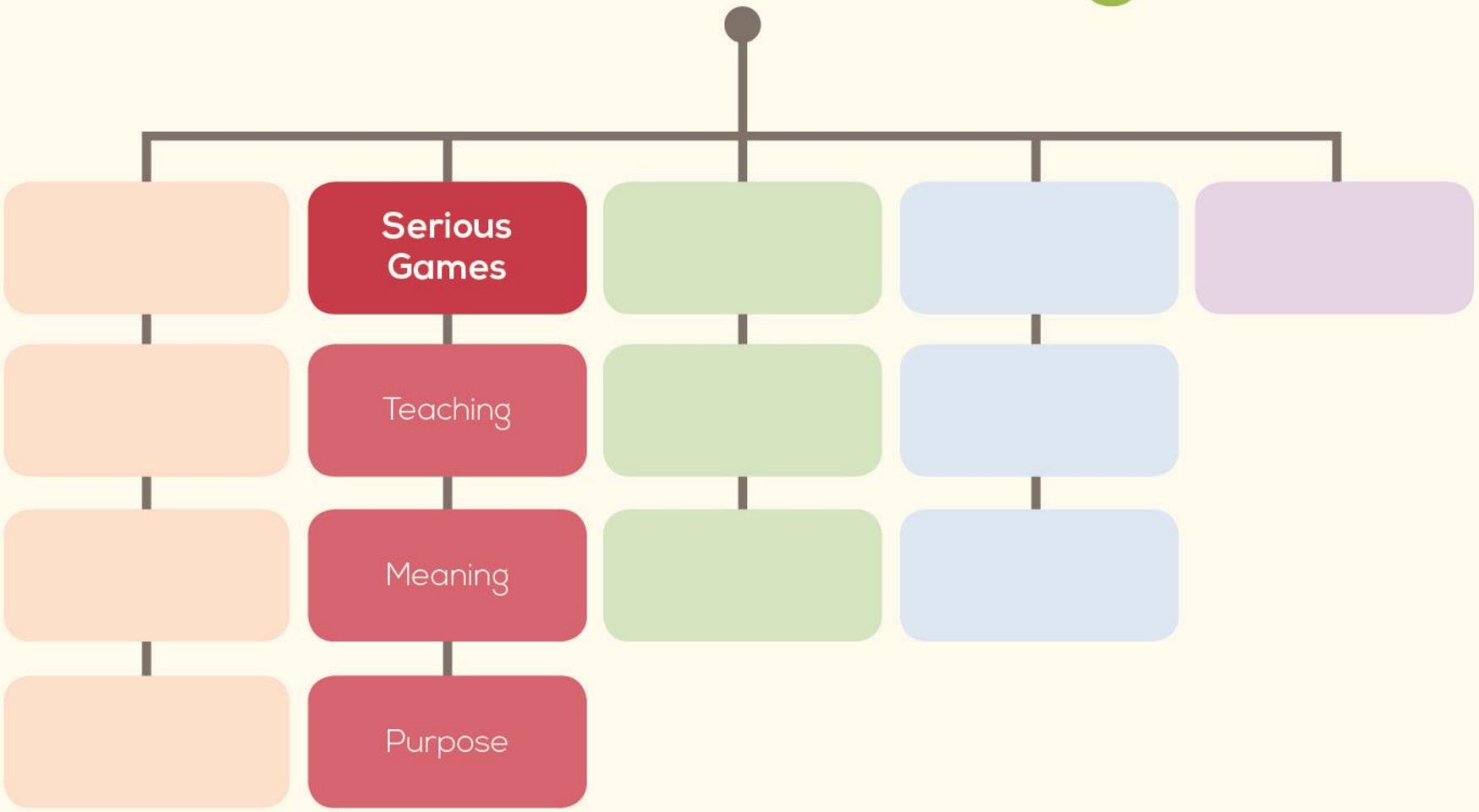
Game Inspired/ Playful Design



For project resources visit: www.divisionsbc.ca/powellriver/resources

Game Thinking



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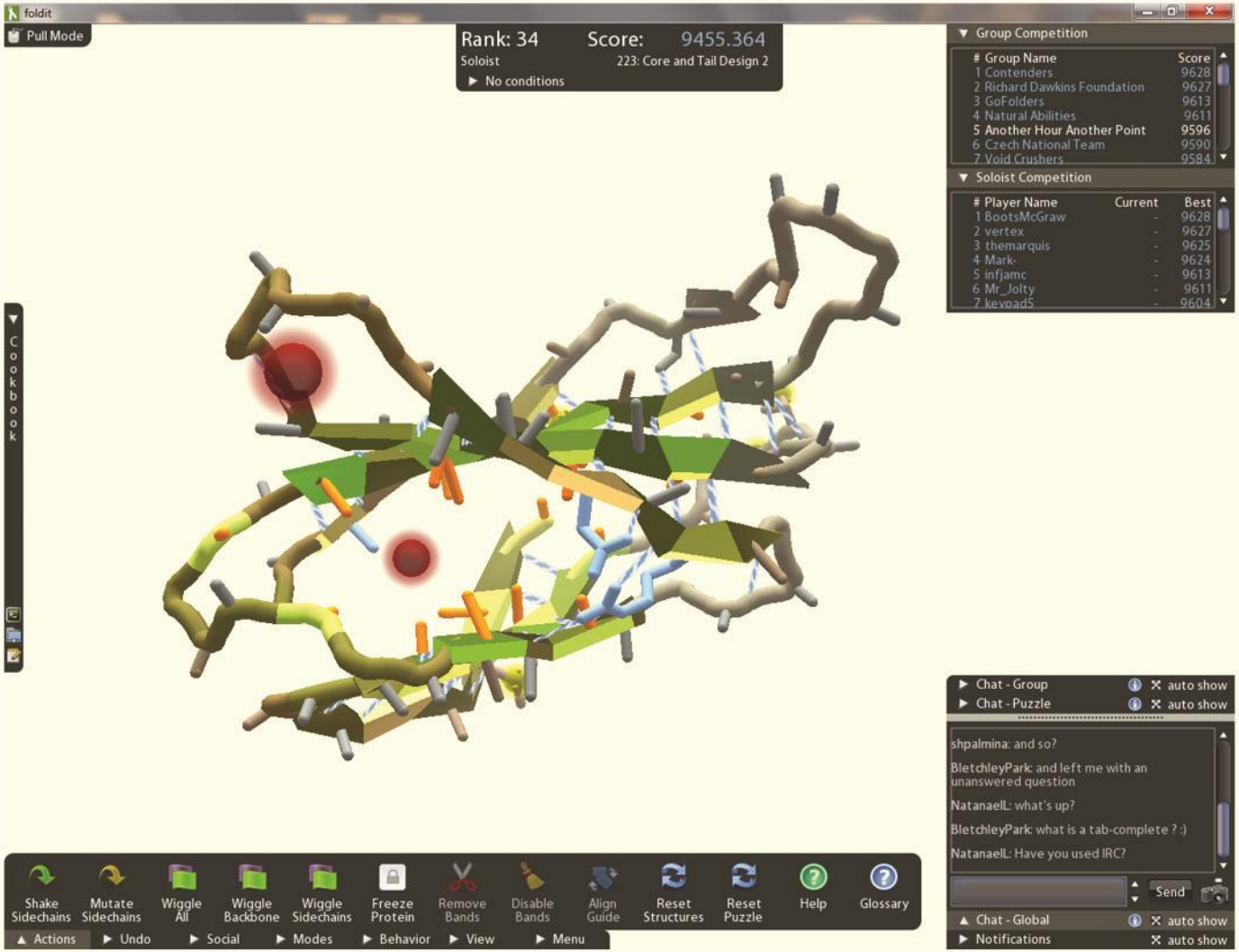
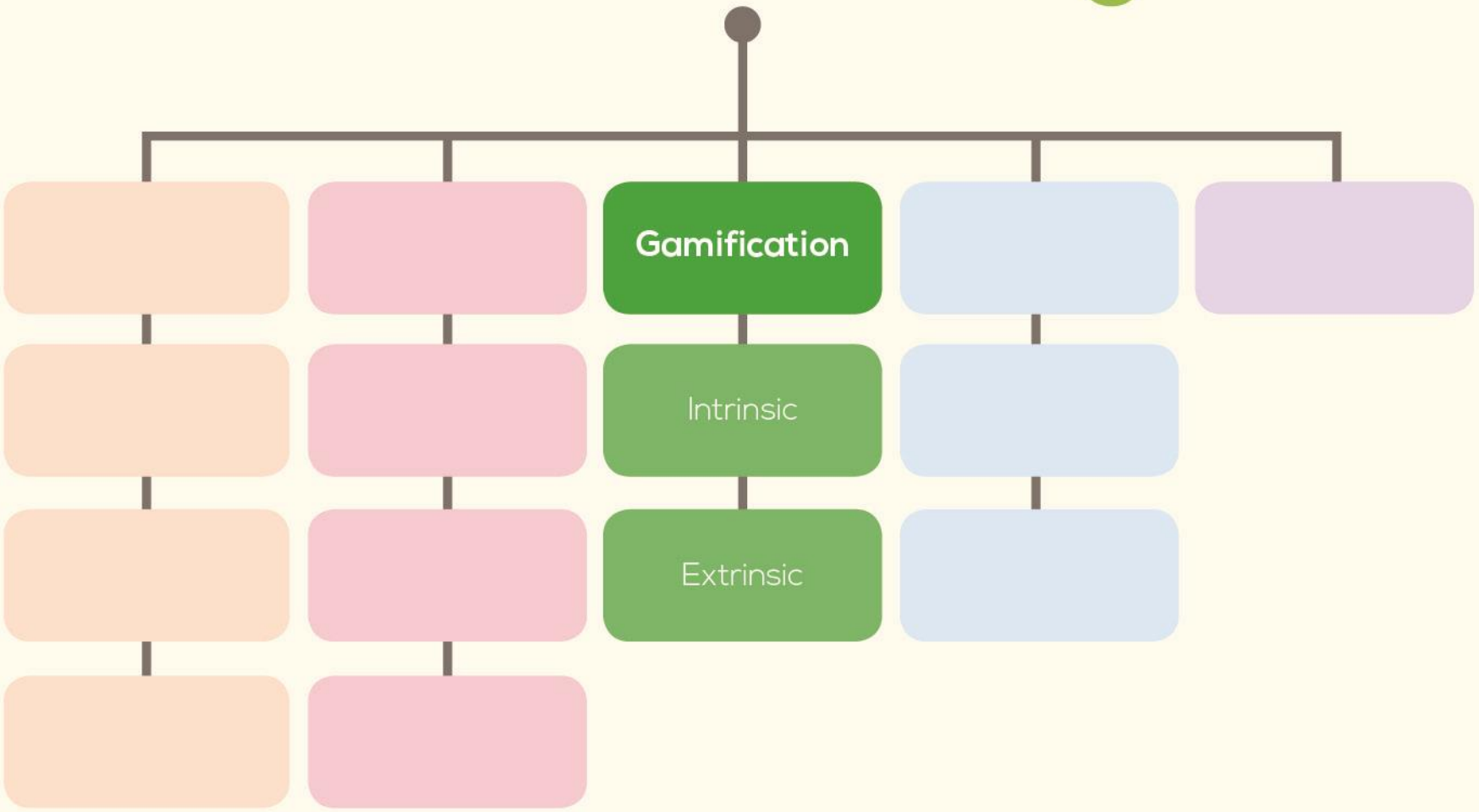
Serious Games

Serious Games



Game Thinking



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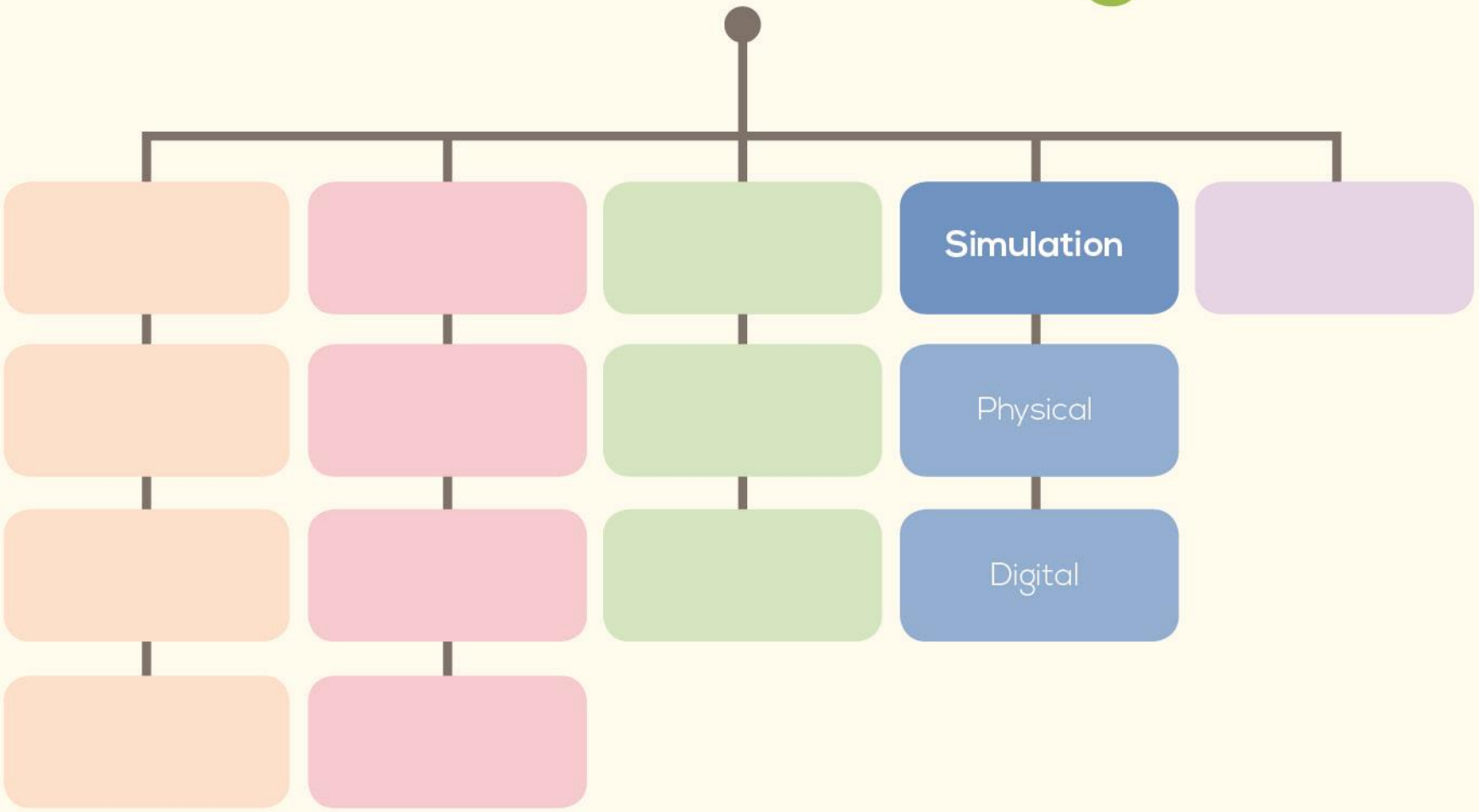
fitbit®

www.fitbit.com

Today SEPT 10
Last sync: 12 min ago
Step Activity
Today
Goal met! 8:24 PM
3,000
2,000
1,000
12AM 2 4 6 8 10 12PM 2 4 6 8 10 12AM
2,238 calories
Friends
Chris 1
49,428
Jessie 2
47,298
You 3
45,298
Nick 4
39,875
Molly 5
39,187
Ash 6
34,080
7.6 miles
12
3
6
9
7 hrs 23 mins
in the
zone
1230 vs 725
Fitbit
Wellness
You've completed
the program!
To see how you did against
the program's daily goal, select
previous days on the dashboard.
Trainer
Set a plan to be more active
Increase your activity each day with
a 12-week trainer plan designed just
for you.
No, Thanks
Learn More
15 floors
8,793 steps

Game Thinking



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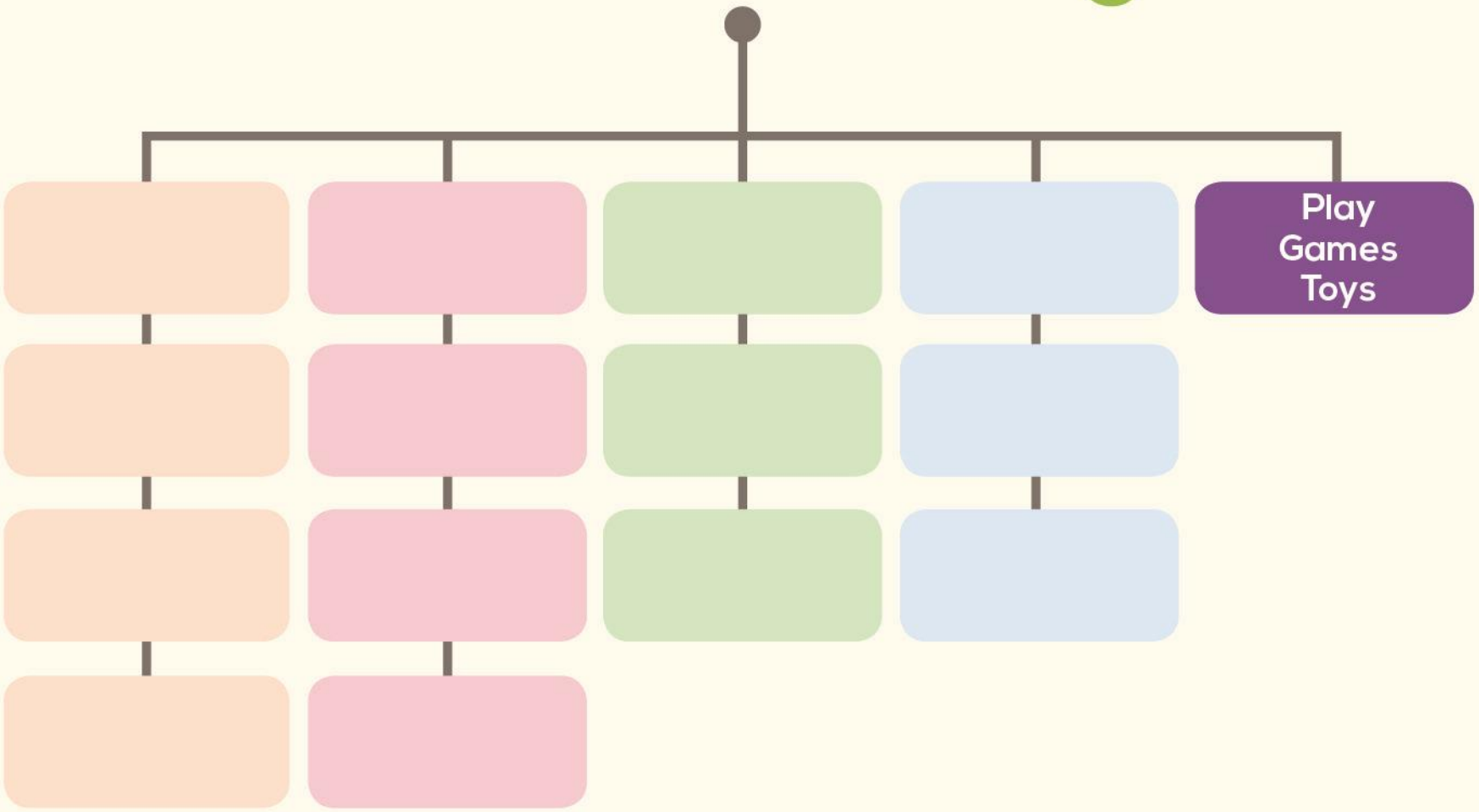
Simulation

Simulation

Game Thinking



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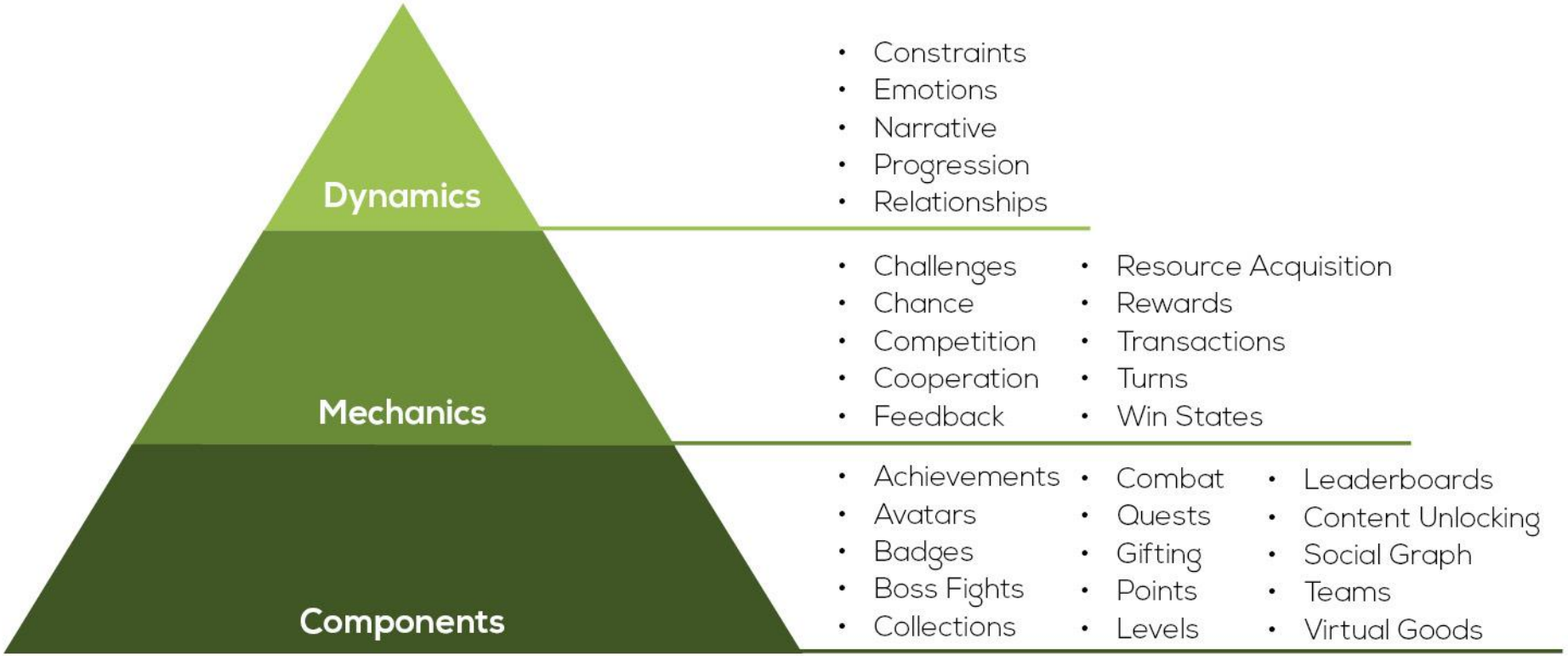
Play

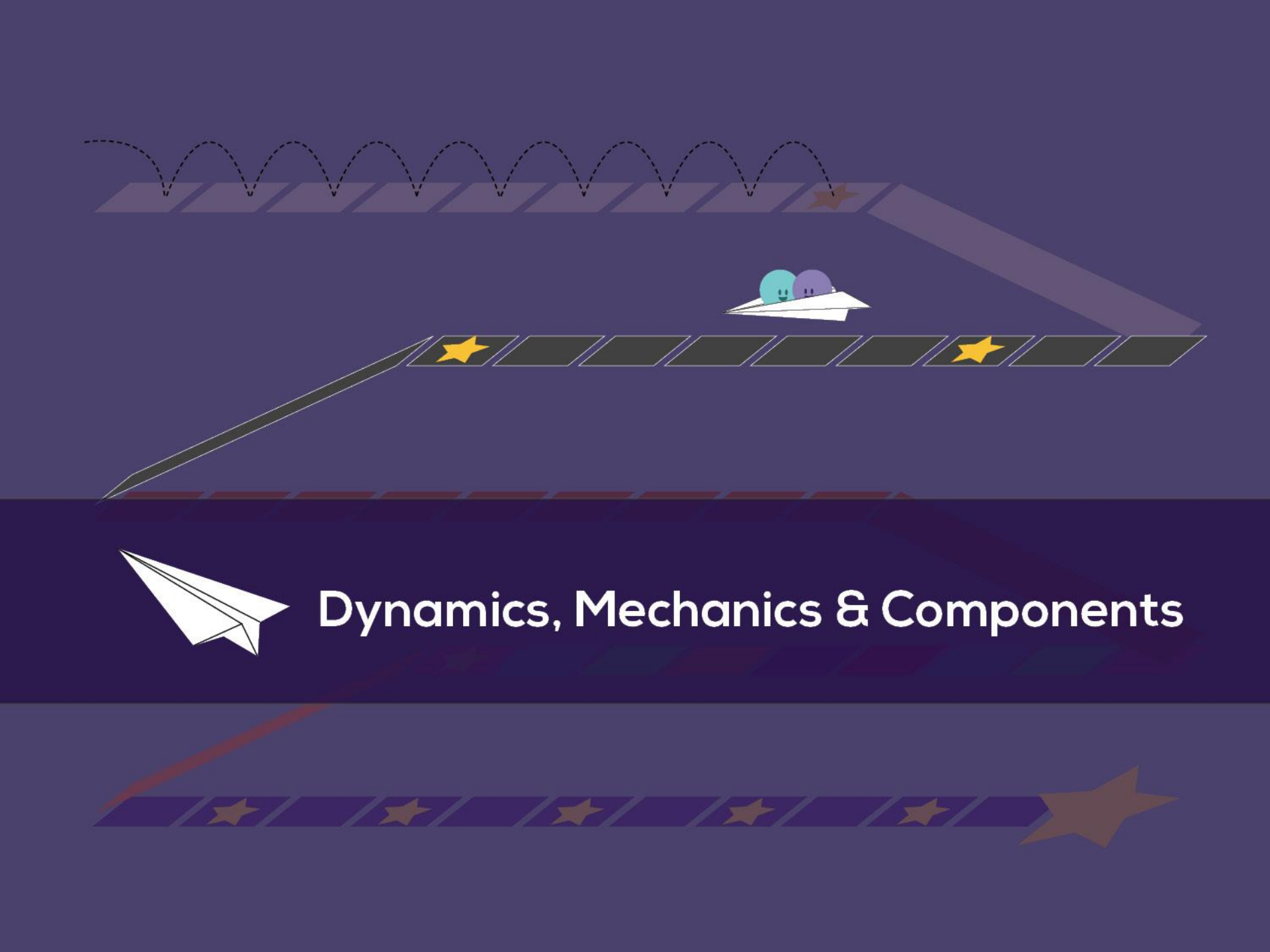
Games

Toys

The gamification pyramid

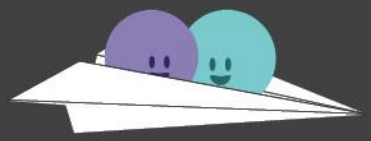


The Pyramid of Gamification Elements. Kevin Werbach @kwerb


Dynamics, Mechanics & Components

150 LIVES
150 DAYS. 150 LIVES.
ENTER YOUR SEPSIS CASES & TRACK YOUR SUCCESS AT BCSEPSIS.CA/150LIVES

EVERY 5 SEPSIS PROTOCOLS = 1 LIFE SAVED.



IN 150 DAYS...

𝍸 𝍸 𝍸 𝍸 𝍸 𝍸 𝍸 𝍸 𝍸 𝍸 𝍸
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SAVE 150 LIVES.

150 LIVES

150 LIVES IN 150 DAYS

YOU'RE DOING GREAT

WE'RE ALMOST THERE!

MAR 11

KEEP UP THE GOOD WORK ✓

WE'D ***LOVE*** TO HEAR FROM YOU

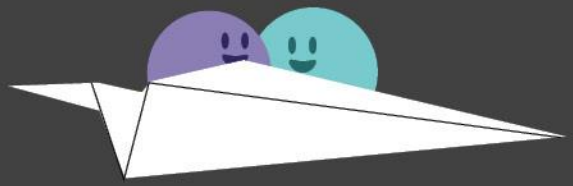
SEND US SOME QUOTES PHOTOS

020

DAYS LEFT

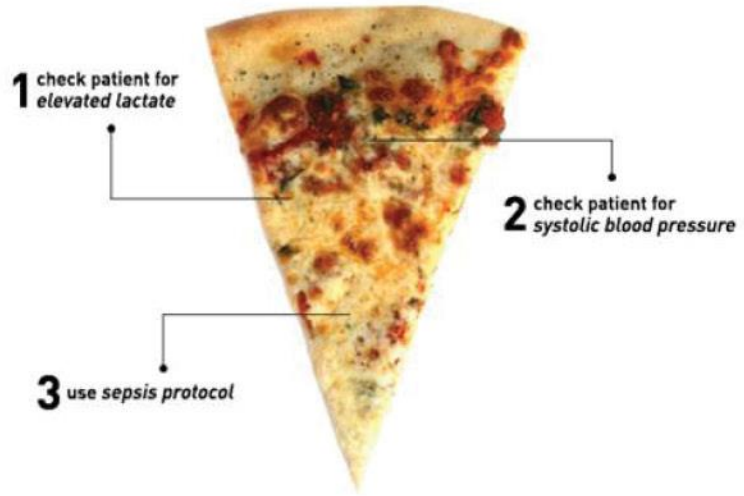
125

LIVES SAVED



i
help
save
lives.
BCSepsis.ca/150Lives

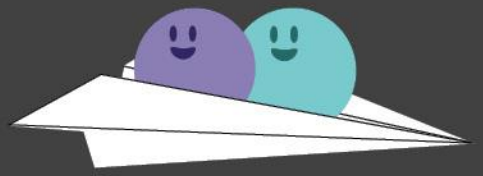
3 EASY STEPS to MAKING PIZZA



WIN YOUR TEAM a PIZZA PARTY!

150 LIVES

150 LIVES
BC SepsisNetwork
150 LIVES



BC Sepsis*Network*

WE SAVED OVER 150 LIVES IN 150 DAYS

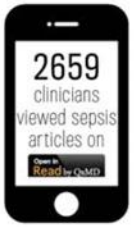
OCT 2013 – MAR 2014

1000+ patients screened for severe sepsis & septic shock

750+ patients treated with sepsis protocol

WE DID IT TOGETHER!

32 BC Emergency Departments participated



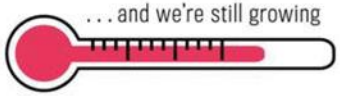
495 BC clinicians completed

807 BC clinicians viewed

SEPSIS E-LEARNING MODULES

52% growth in the BC Sepsis Network

. . . and we're still growing



+ education & resources
+ increasing awareness
+ best practice guidelines

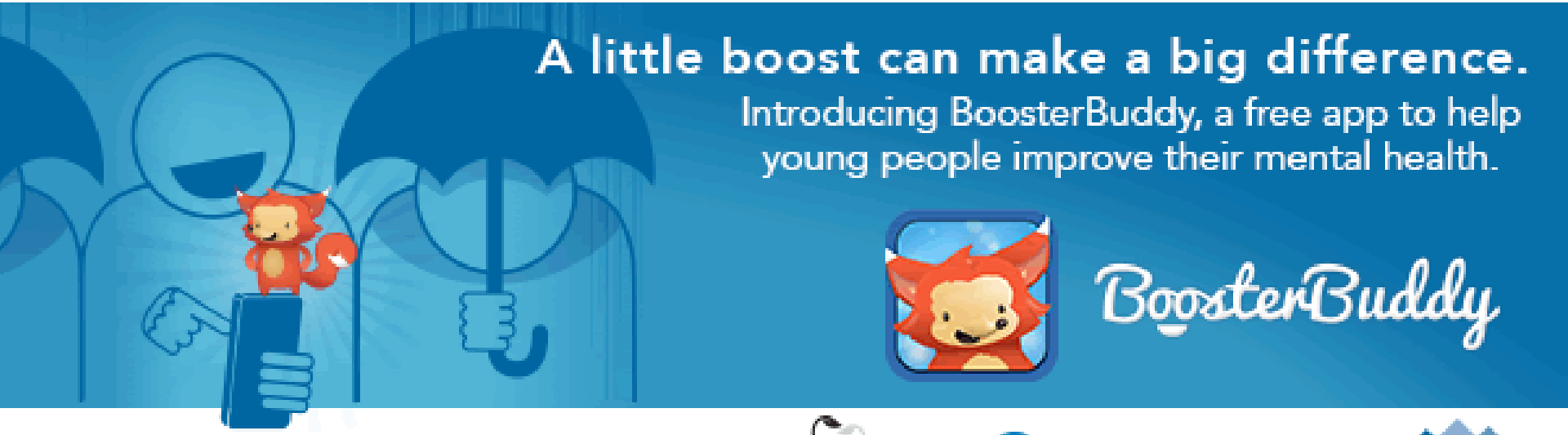
join the sepsis network:

visit BCSepsis.ca

BC PATIENT SAFETY & QUALITY COUNCIL

BC Sepsis*Network*

THE BEST CARE, NO MATTER WHERE.



viha.ca/boosterbuddy

Victoria Hospitals Foundation

coastcapital savings

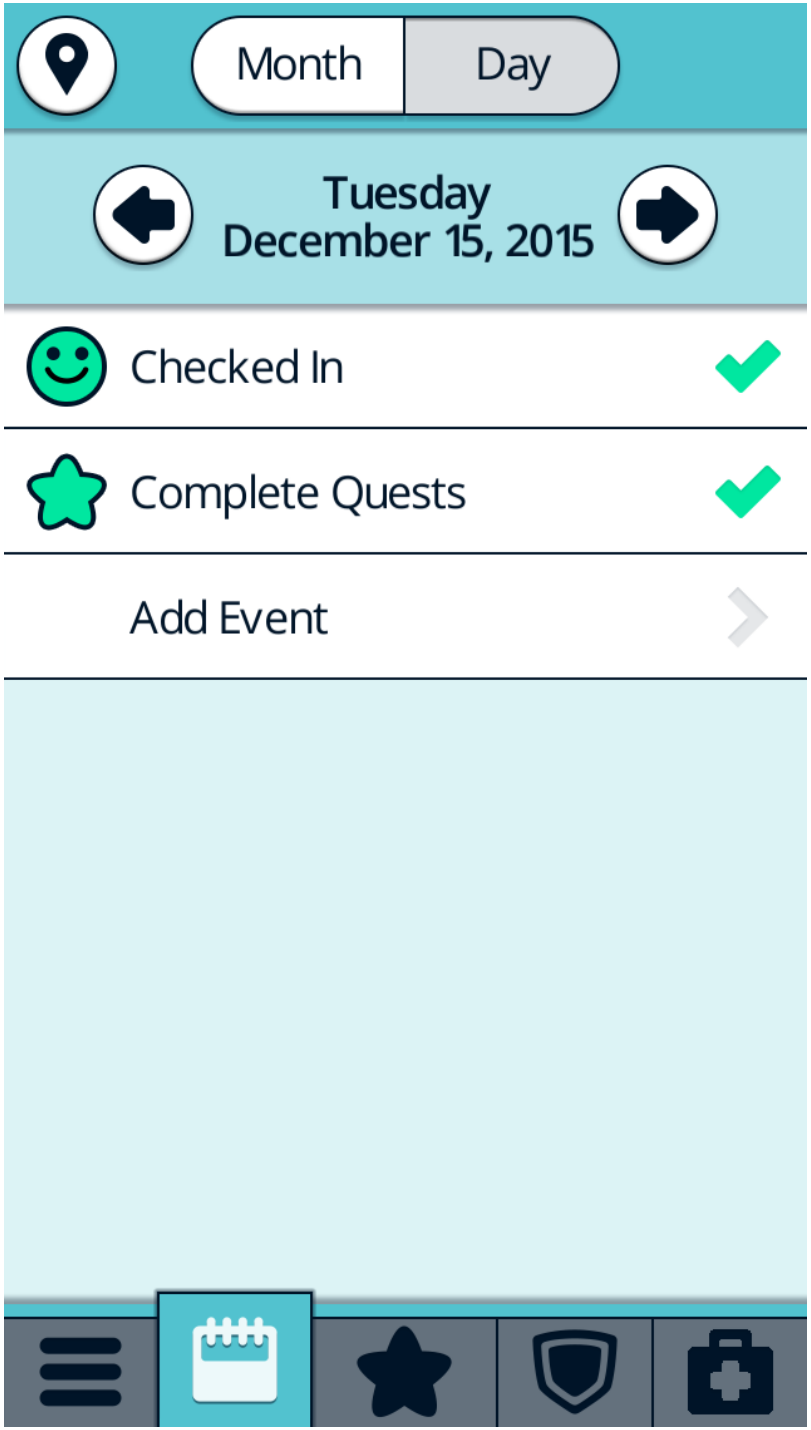
island health

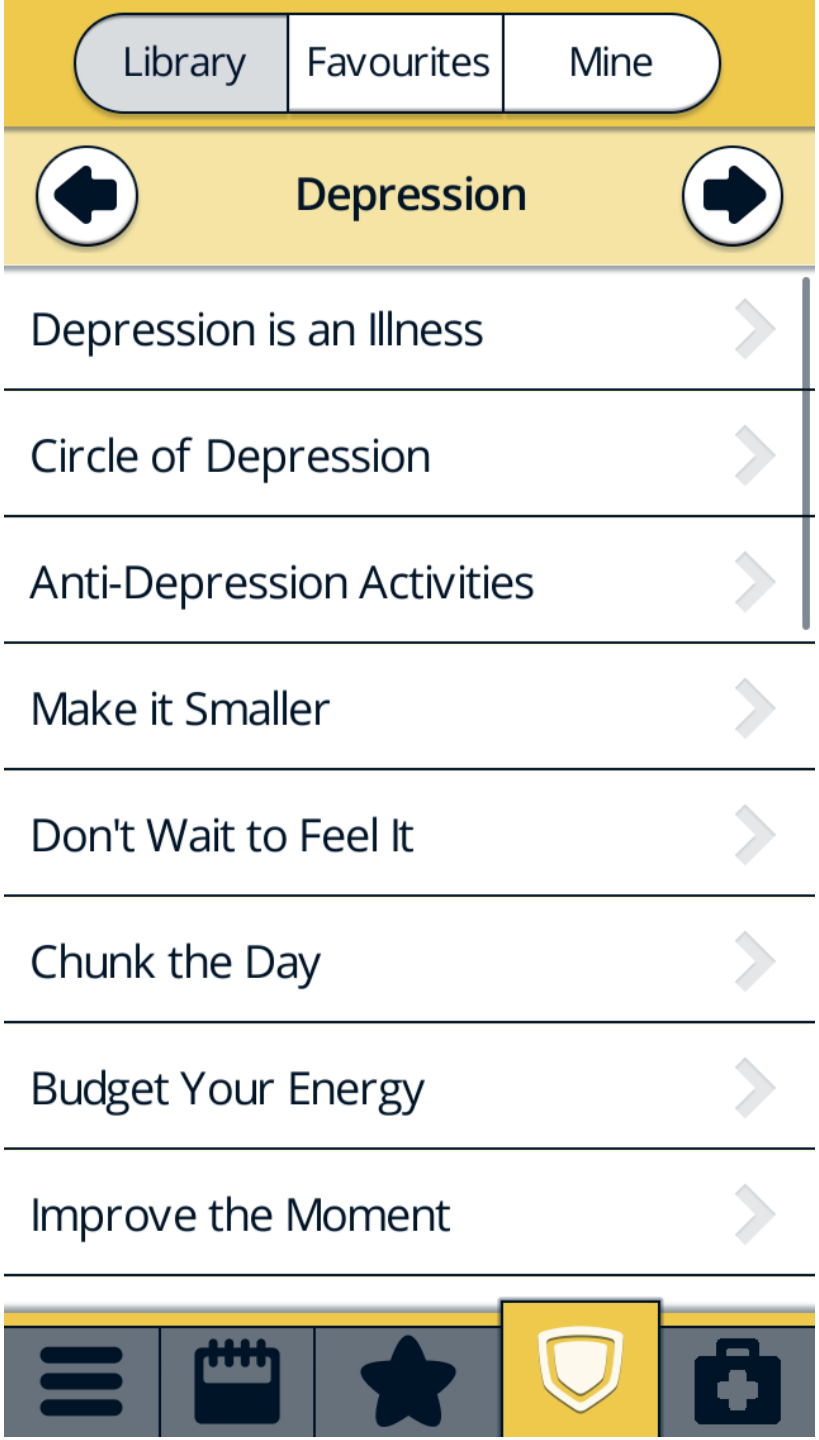
Welcome!

The awesome thing is, when you help me, you will also be helping yourself!

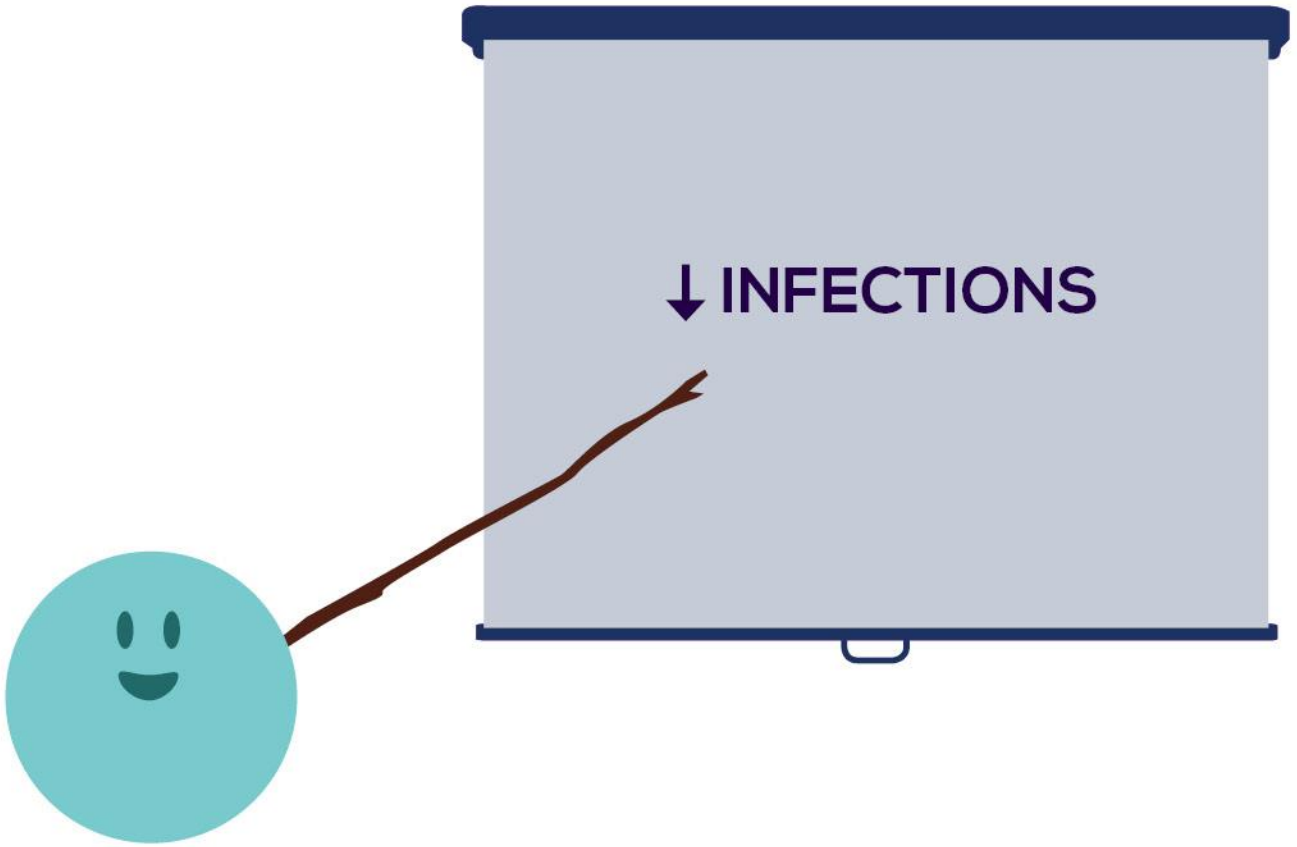
This app will help you pay attention to your mental health and do daily tasks to stay well.

Continue

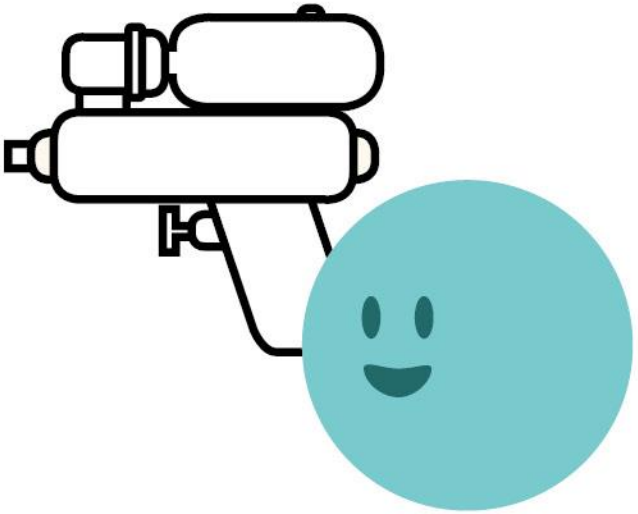

Month
Day
Tuesday
December 15, 2015
Checked In
Complete Quests
Add Event


Library
Favourites
Mine
Depression
Depression is an Illness
Circle of Depression
Anti-Depression Activities
Make it Smaller
Don't Wait to Feel It
Chunk the Day
Budget Your Energy
Improve the Moment

Step 1: Define Your Objectives



Step 2: Define Your Behaviour Change

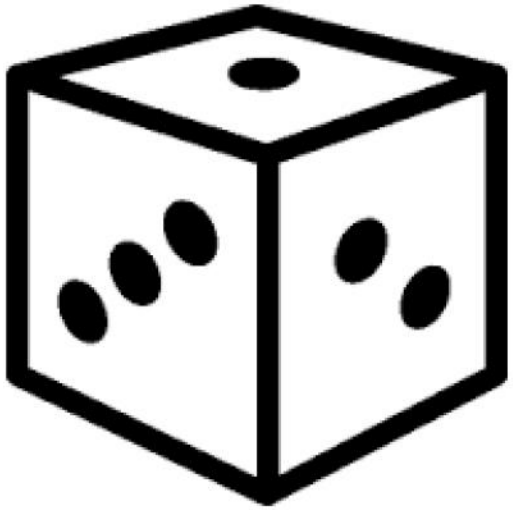


Step 3: Create a meaningful narrative

Roll the Dice Twice: 1st ROLL!

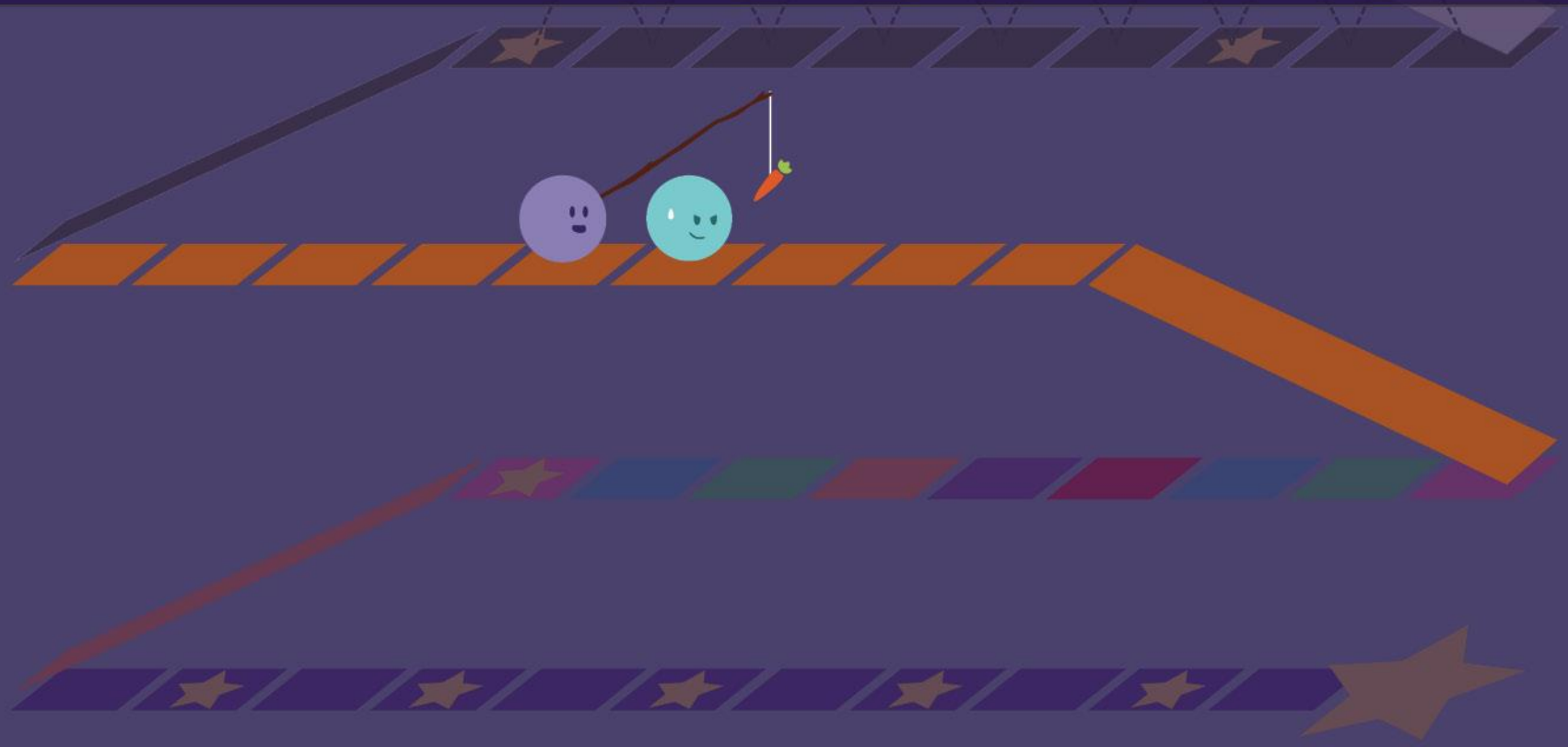
1. Operating Room
2. Primary Care Clinic
3. Emergency Department
4. Residential Care Home
5. Long Term Care Facility
6. Surgical Ward

Roll the Dice Twice: 2nd ROLL!



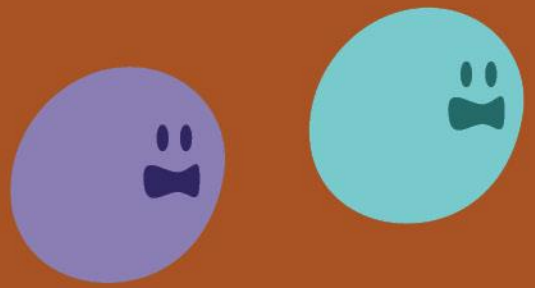
1. Improve Communication
2. Decrease Infections
3. Improve Patient Experiences
4. Improve Teamwork
5. Improve Patient Safety
6. Improve Access

The Theory Behind Gamification



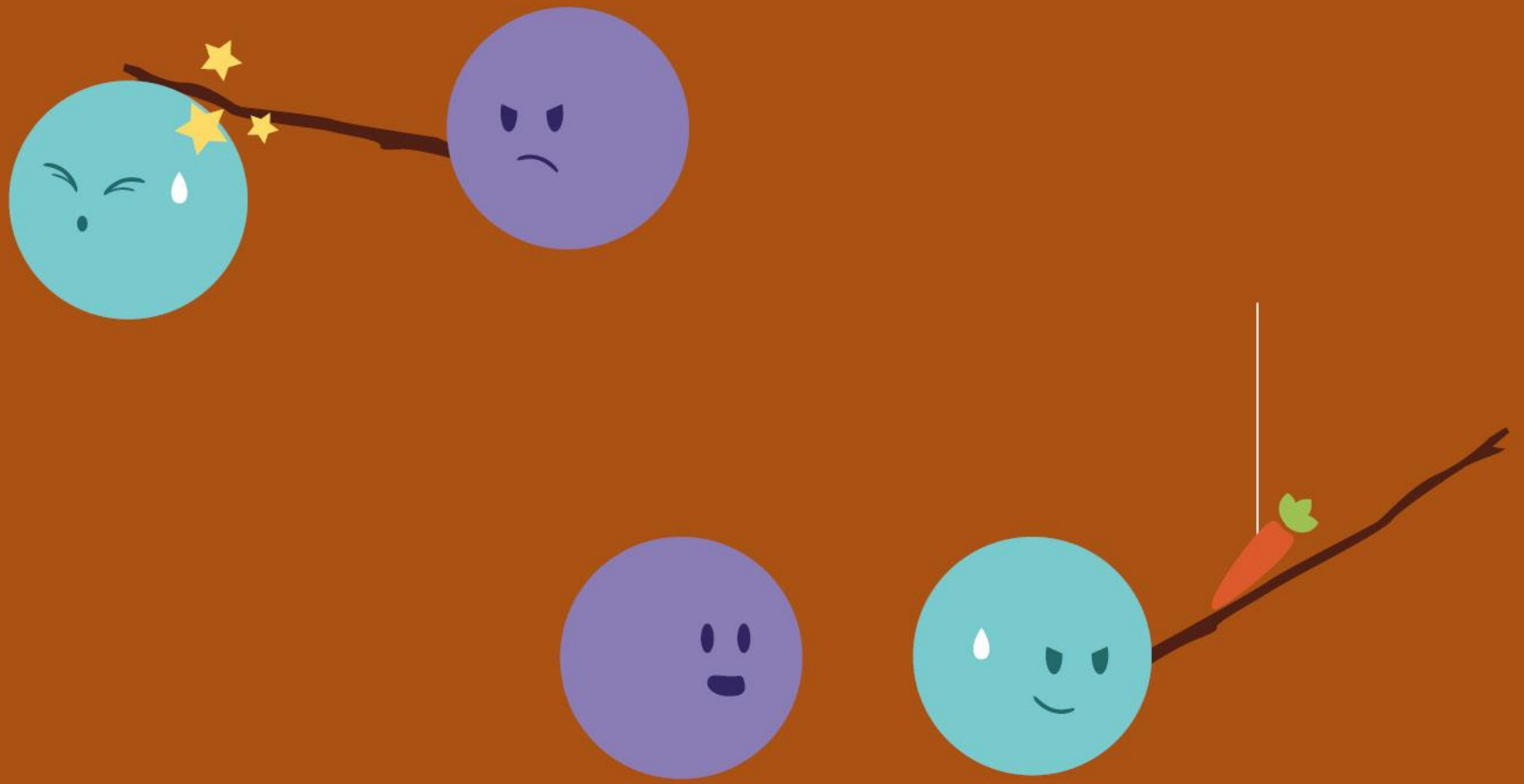
The Motivational Spectrum

Amotivation	Extrinsic Motivation				Intrinsic Motivation
	External Regulation	Introjection	Identification	Integration	

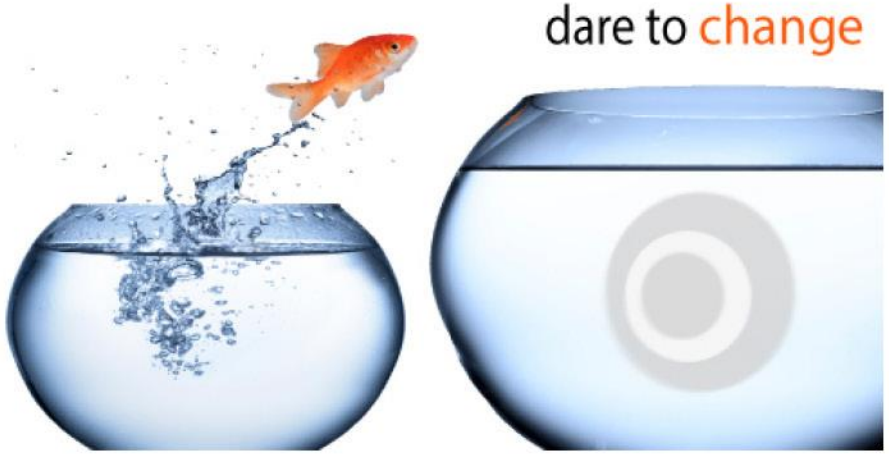


Ryan R, Deci E. Intrinsic and Extrinsic Motivations: Classic Definitions and New Directions. Contemporary Educational Psychology 2000. 25(54-67).

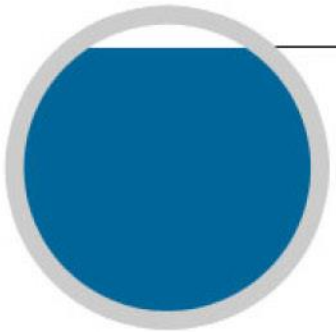
Behaviourism



stickK



LinkedIn PROFILE STRENGTH



All-Star

Types of Rewards

Tangible/Intangible	Expected/Unexpected	Contingent
		Task
		Engagement
		Completion
		Performance

Werbach, K. University of Pennsylvania. Gamification Jan 2015. www.coursera.org.

Reward Schedules

Continuous	Fixed Ratio/Interval	Variable
		Competitive/Non competitive
		Certain/Uncertain

Werbach, K. University of Pennsylvania. Gamification Jan 2015. www.coursera.org.

Cautions with Rewards

- Potential for abuse/manipulation
- Over-justification effect
- Overemphasis

Shifting Behaviours

Intrinsic motivation and self-determination in human behaviour*	Drive: The surprising truth about what motivates us**
Competence	Mastery
Autonomy	Autonomy
Relatedness	Purpose

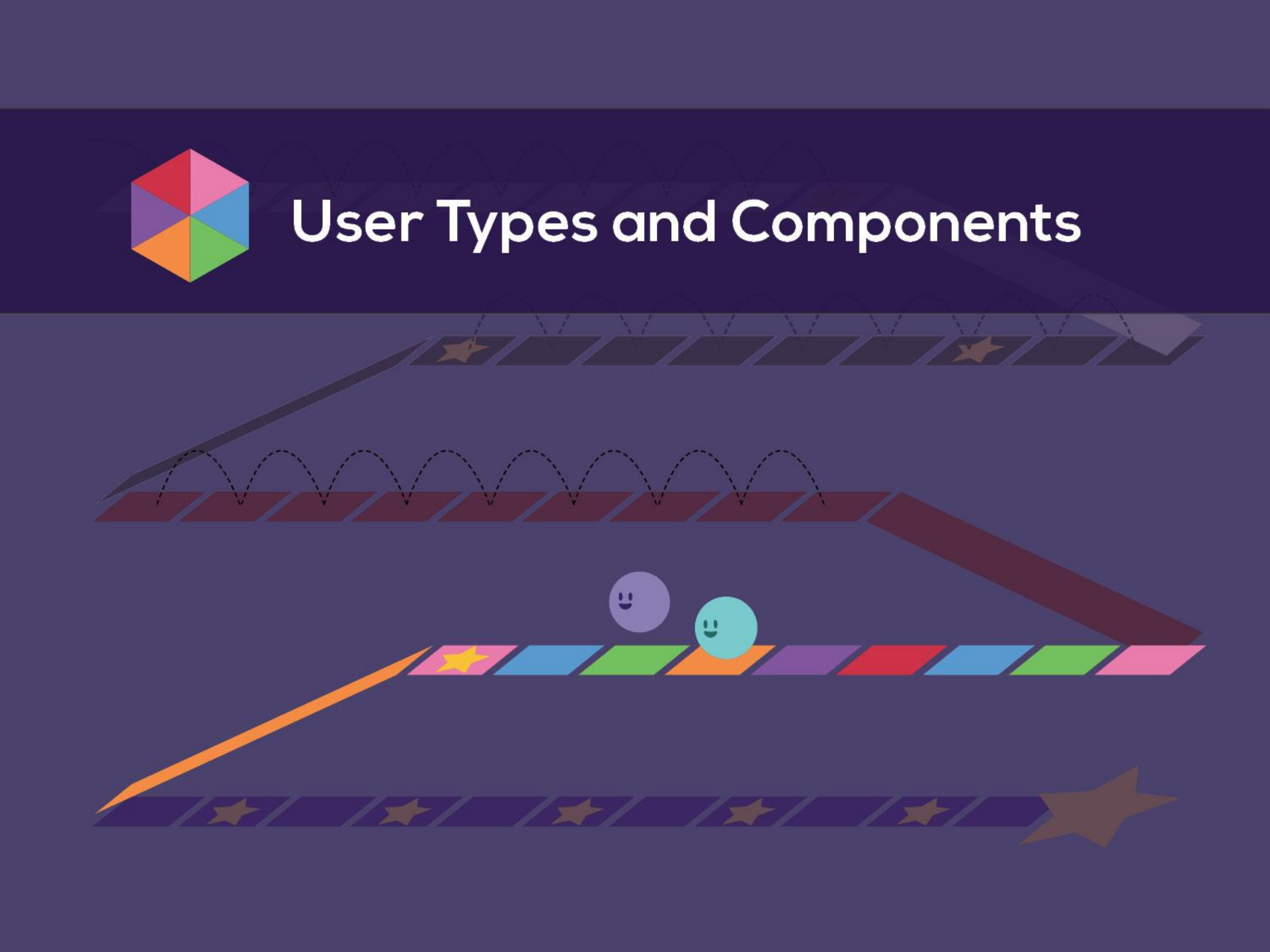
*Deci E, Ryan R. Intrinsic Motivation and self-determination in human behaviour. In: Aronson E, ed. Perspectives in Social Psychology. New York, NY; 1985.

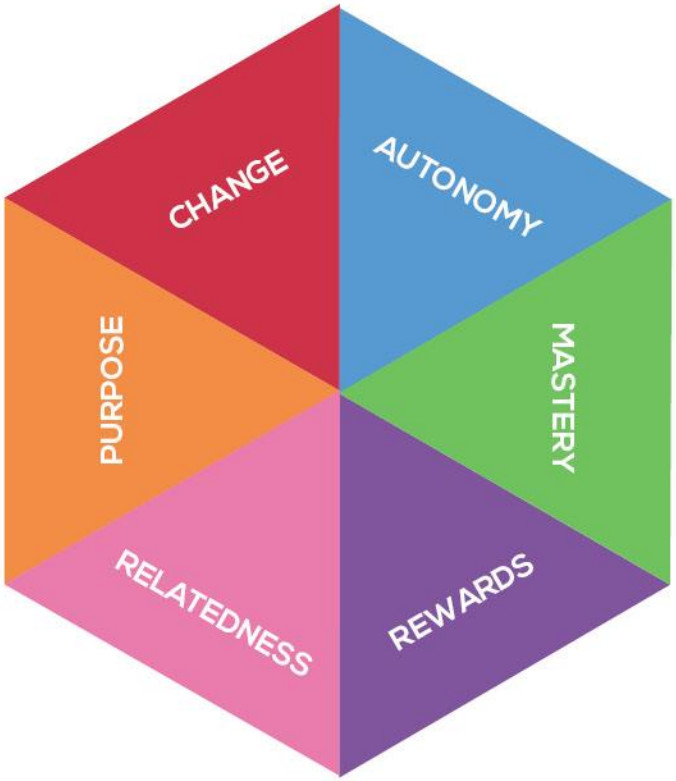
** Pink D. Drive: The surprising truth about what motivates us. Riverhead Hardcover; New York, NY; 2009.

The Intrinsic Motivation

Relatedness
Autonomy
Mastery
Purpose

© Andrzej Marczewski 2013 www.gamified.uk


User Types and Components

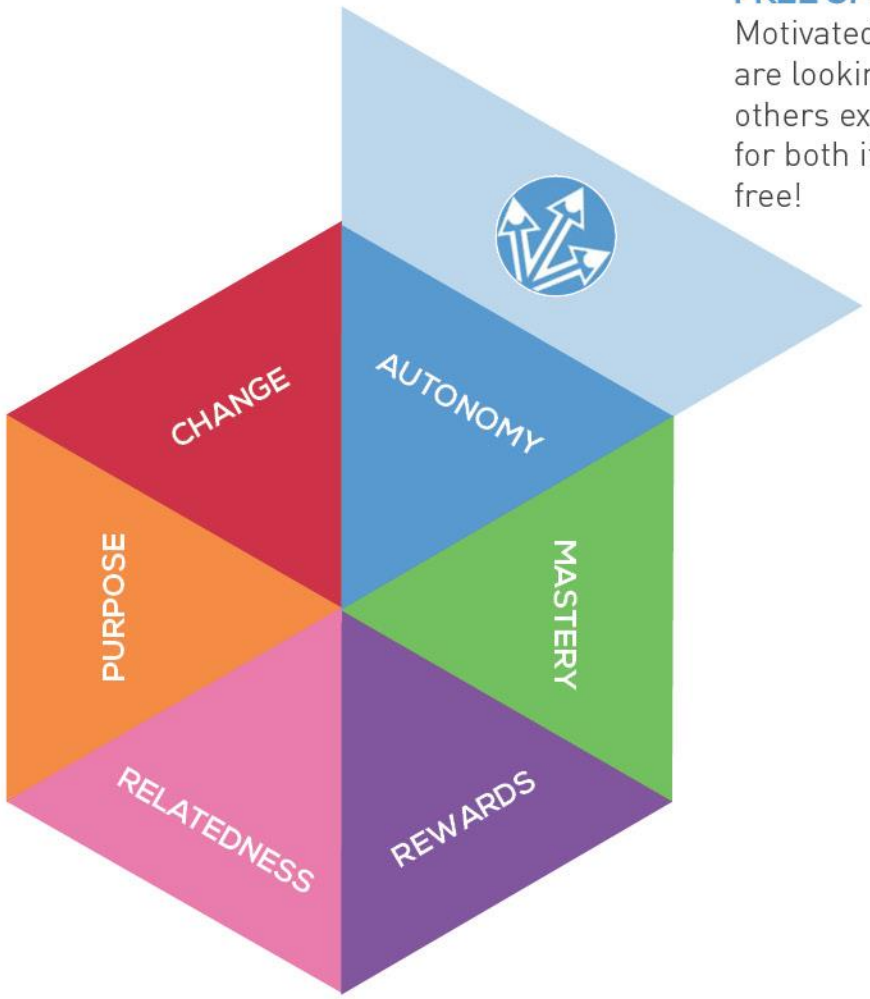

CHANGE
AUTONOMY
PURPOSE
MASTERY
RELATEDNESS
REWARDS

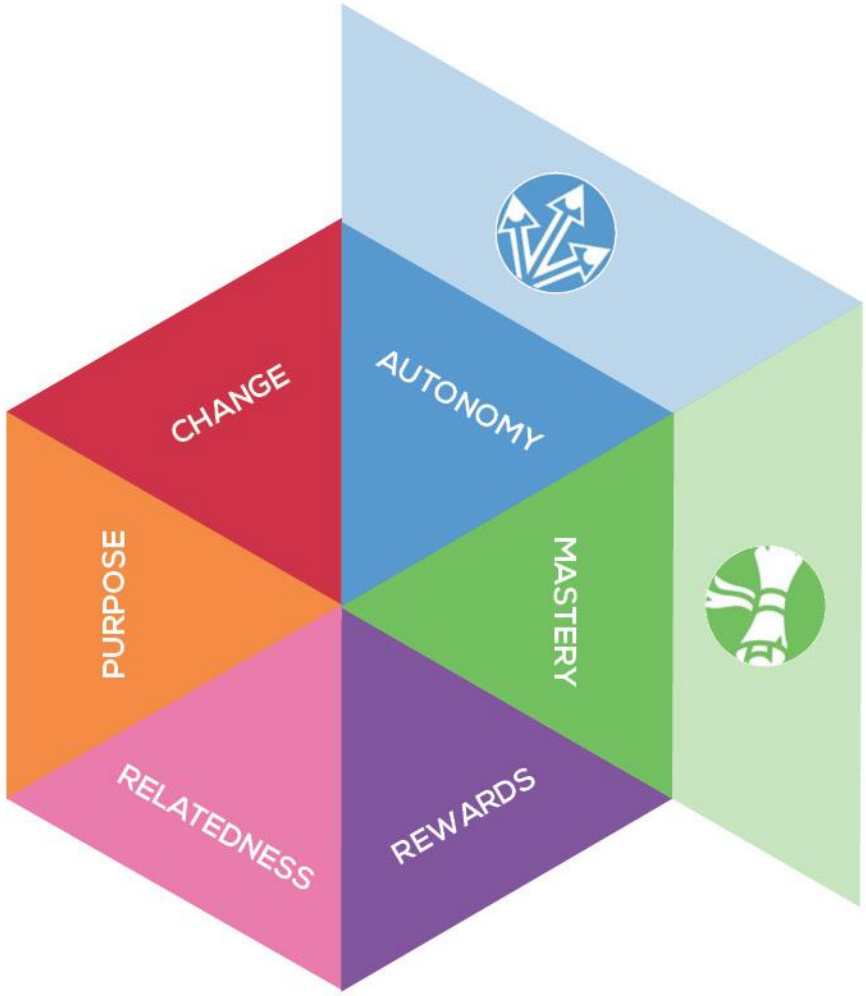
Marczewski's User Type Test

http://bit.do/user-type-test

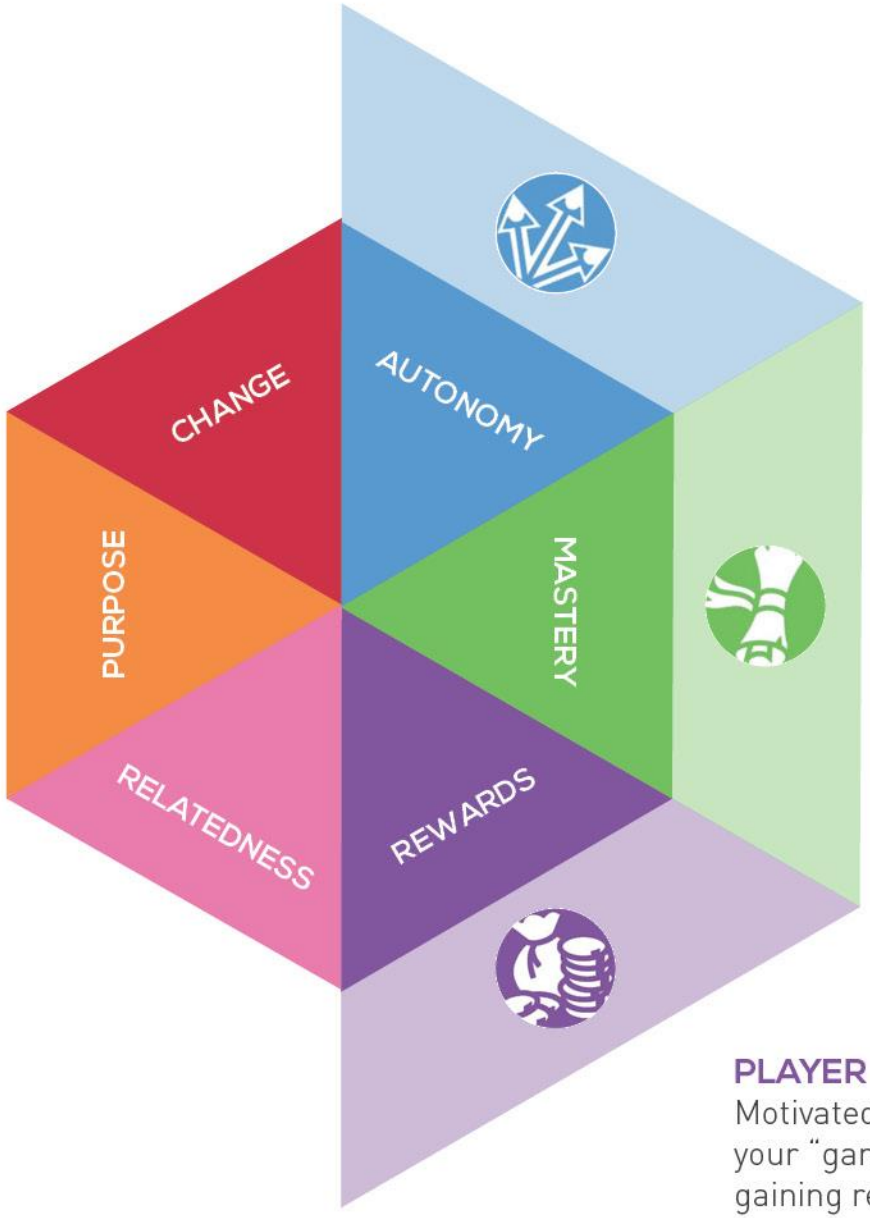
FREE SPIRIT

Motivated by Autonomy. Some are looking to be creators, others explorers. Try to cater for both if you can. All like to be free!

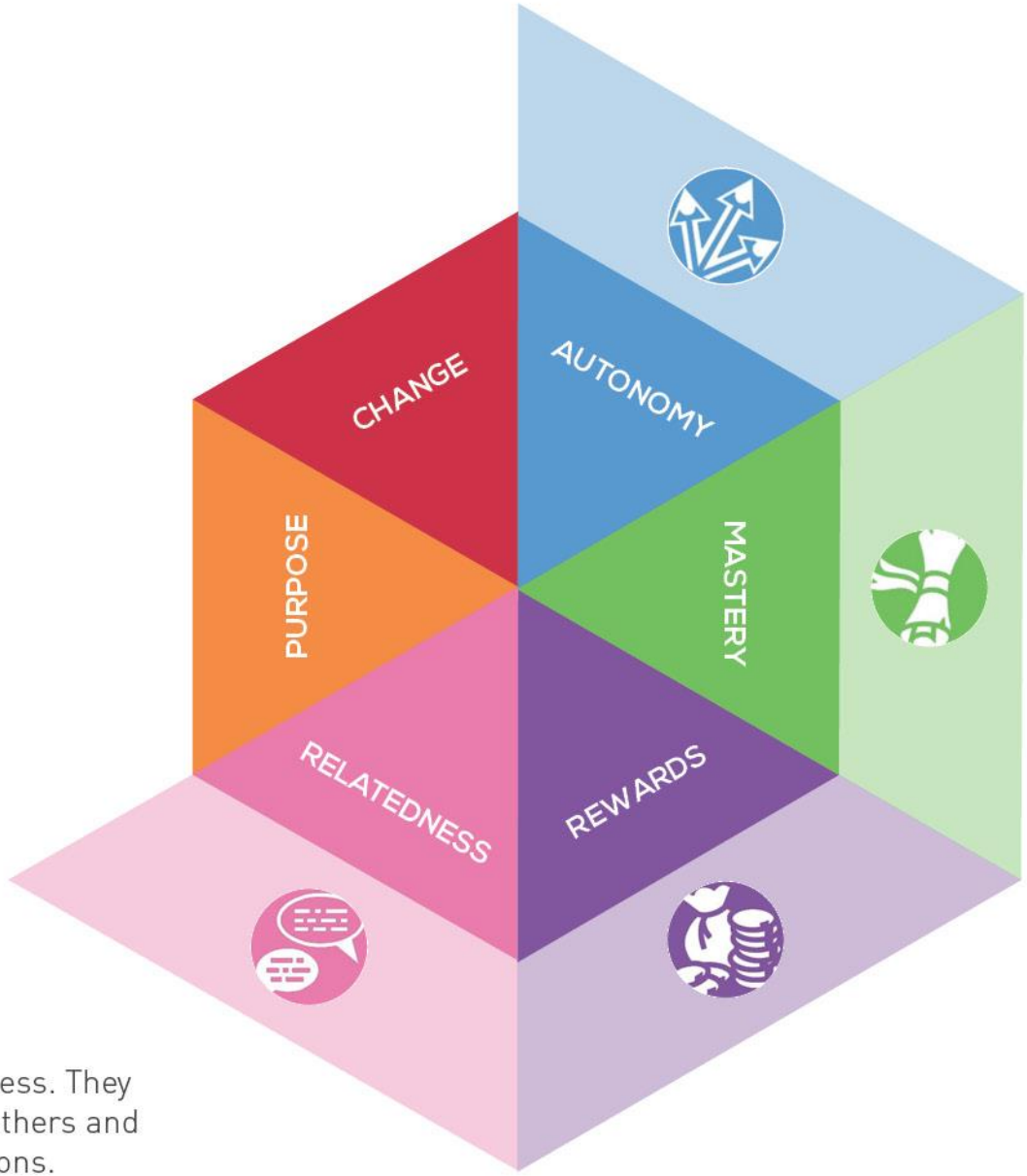




ACHIEVER
Motivated by Mastery. They are looking to learn new things and improve themselves. They want challenges to overcome.



PLAYER
Motivated by Rewards. Will play your "game" for the purpose of gaining rewards.



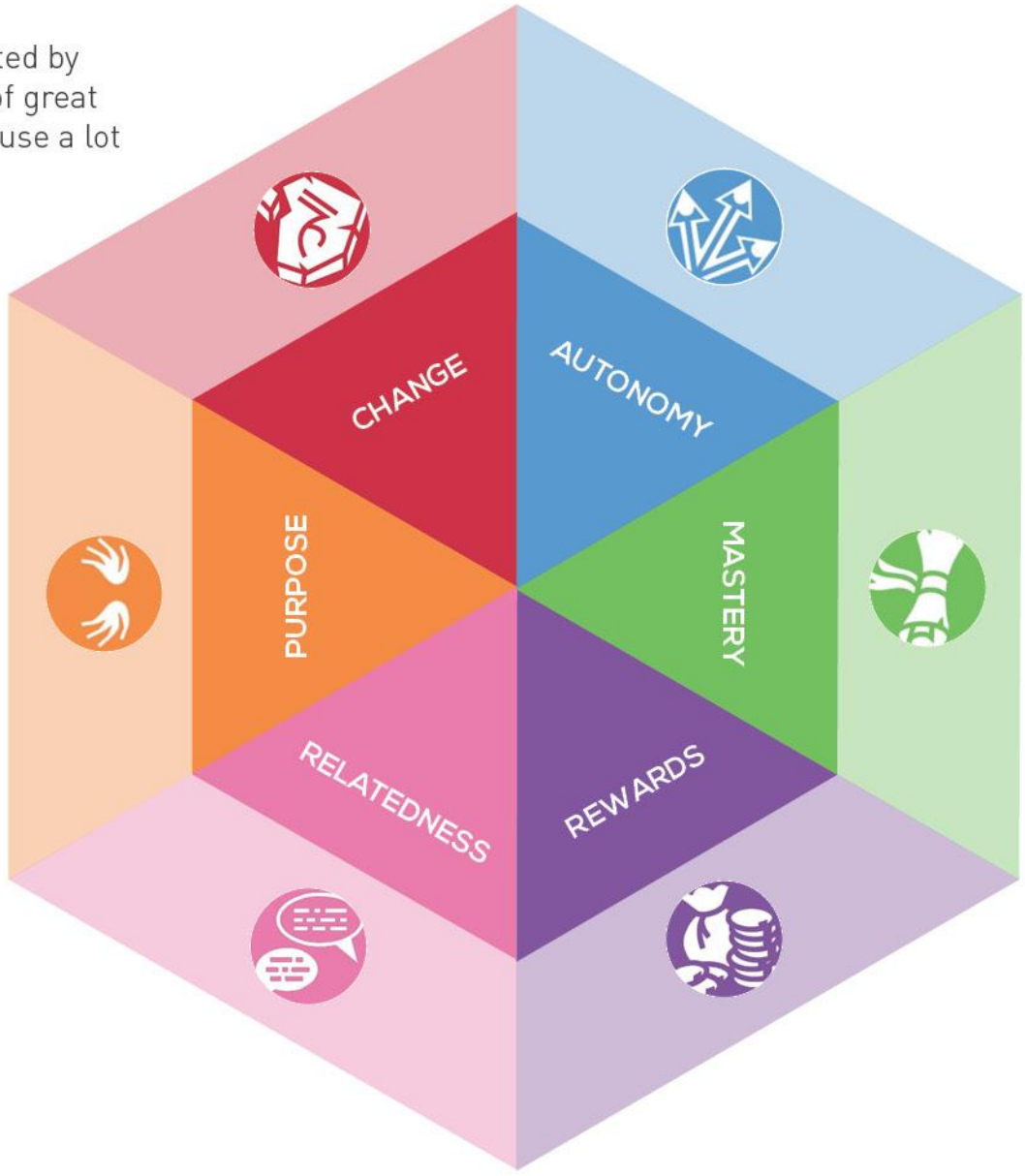
SOCIALIZER

Motivated by Relatedness. They want to interact with others and create social connections.

PHILANTHROPIST
Motivated by Purpose. This group are altruistic, wanting to give back to other people and enrich the lives of others in some way.

DISRUPTOR

Disruptors are motivated by Change. They can be of great assistance, but can cause a lot of trouble as well.

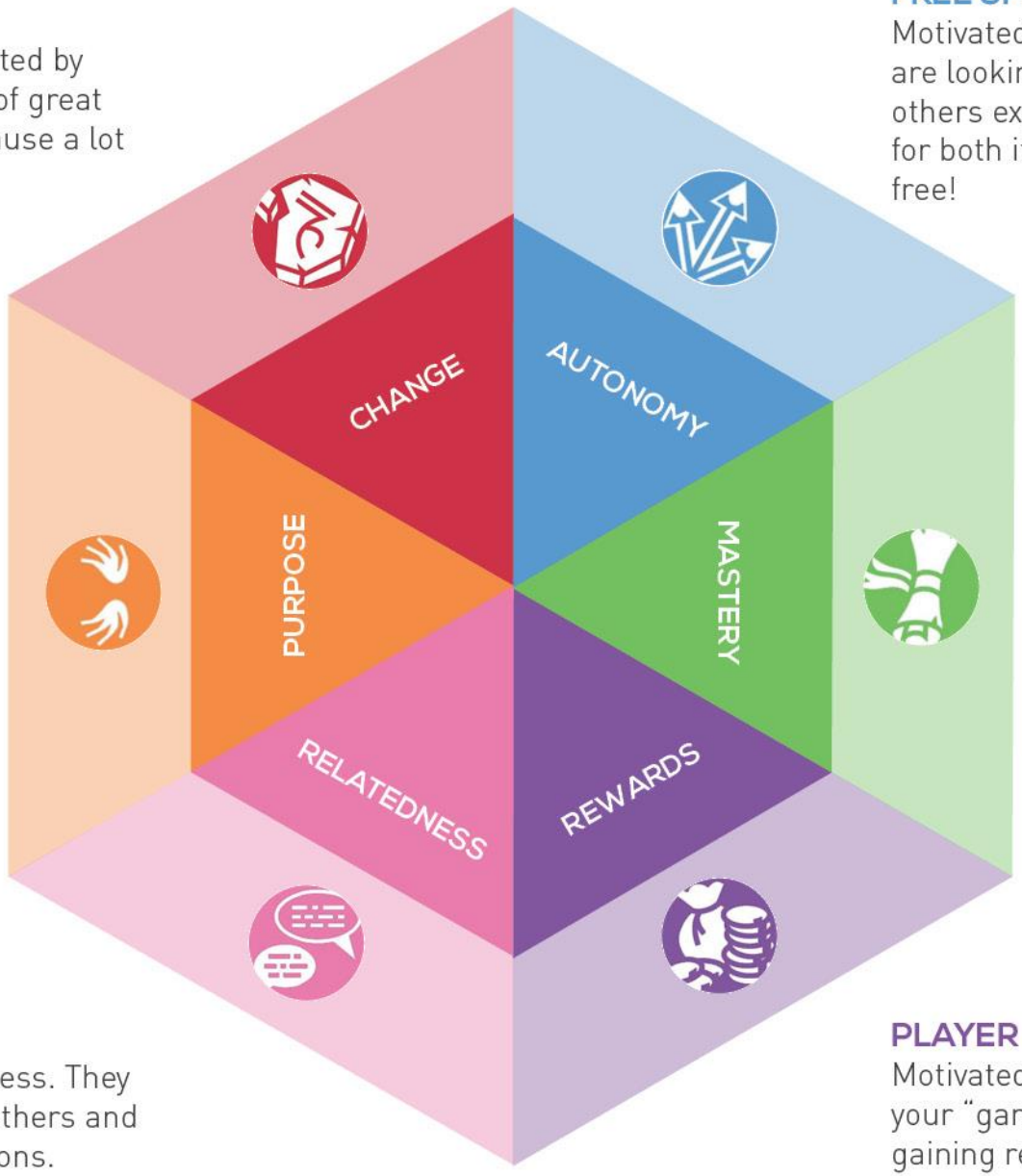


DISRUPTOR

Disruptors are motivated by Change. They can be of great assistance, but can cause a lot of trouble as well.

FREE SPIRIT

Motivated by Autonomy. Some are looking to be creators, others explorers. Try to cater for both if you can. All like to be free!



PHILANTHROPIST

Motivated by Purpose. This group are altruistic, wanting to give back to other people and enrich the lives of others in some way.

ACHIEVER

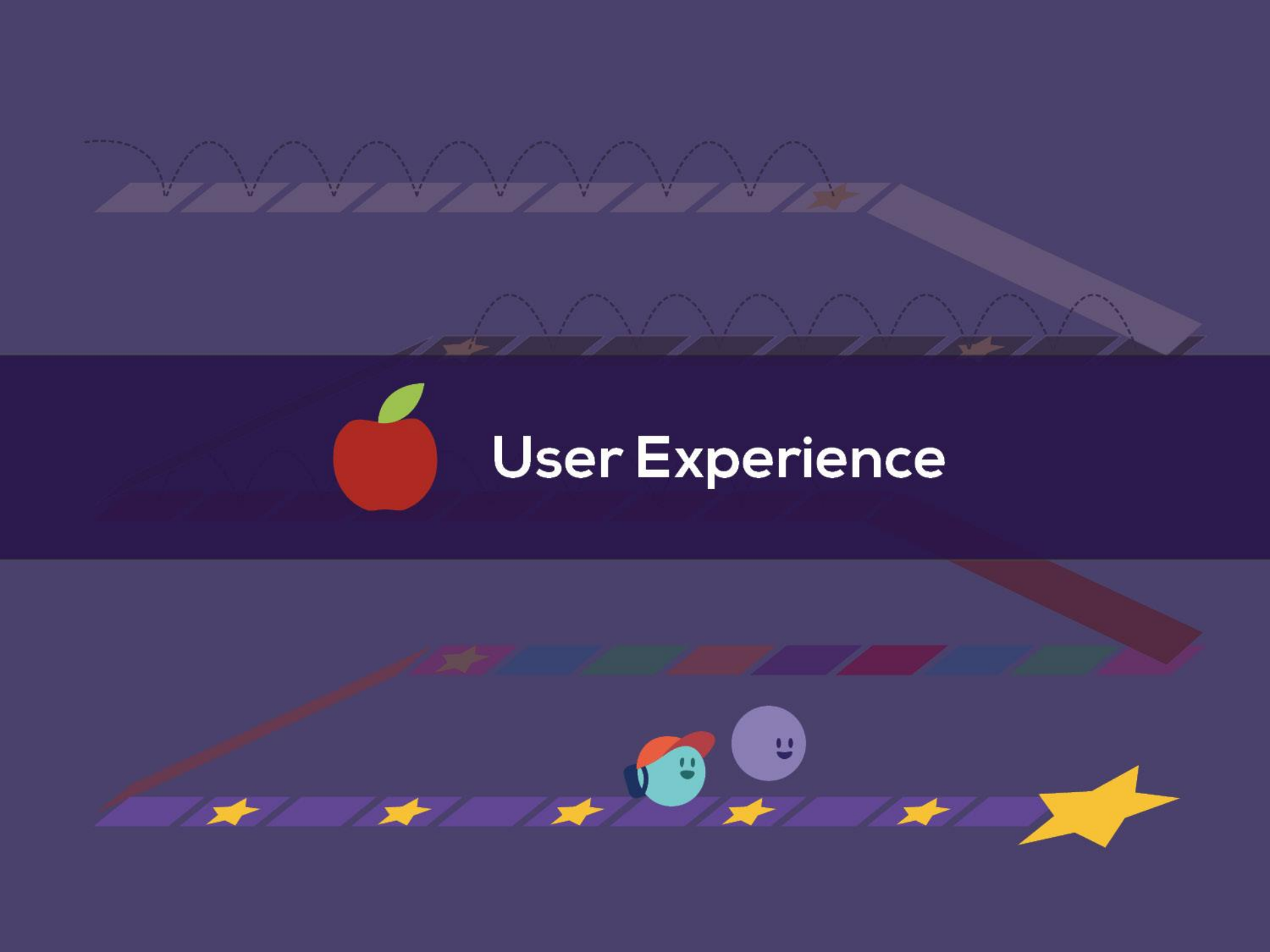
Motivated by Mastery. They are looking to learn new things and improve themselves. They want challenges to overcome.

SOCIALIZER

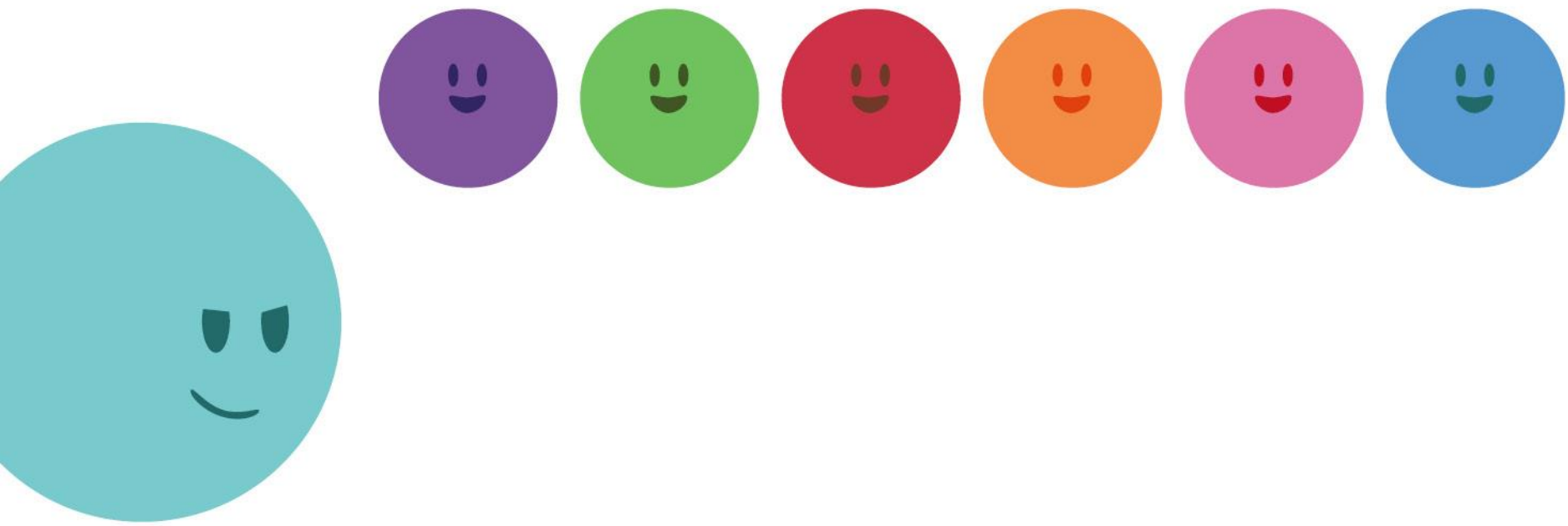
Motivated by Relatedness. They want to interact with others and create social connections.

PLAYER

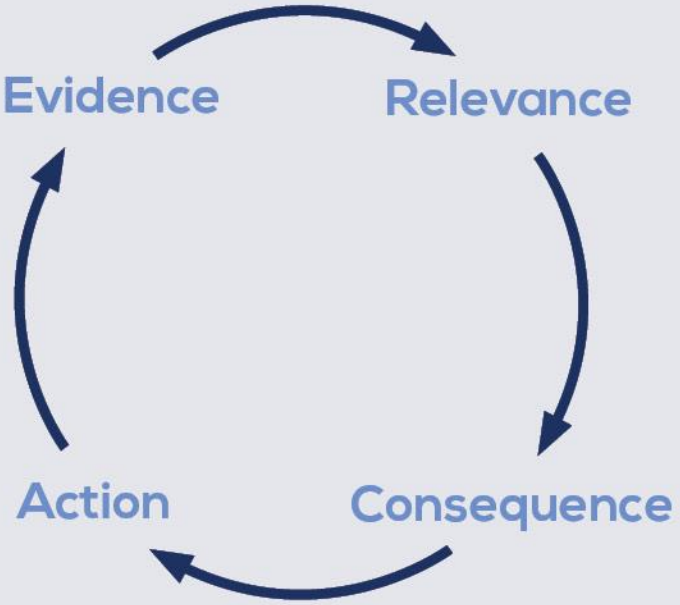
Motivated by Rewards. Will play your "game" for the purpose of gaining rewards.


User Experience

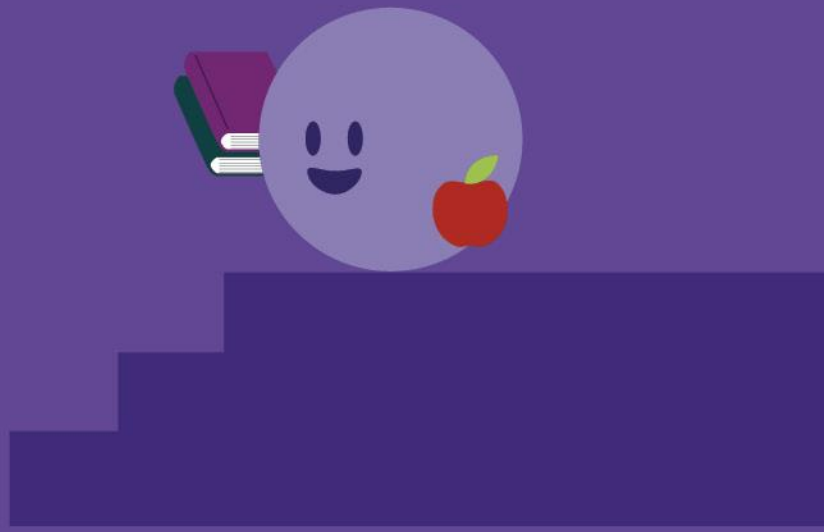
Step 4: Identify Your Users



Feedback Loops



Onboarding

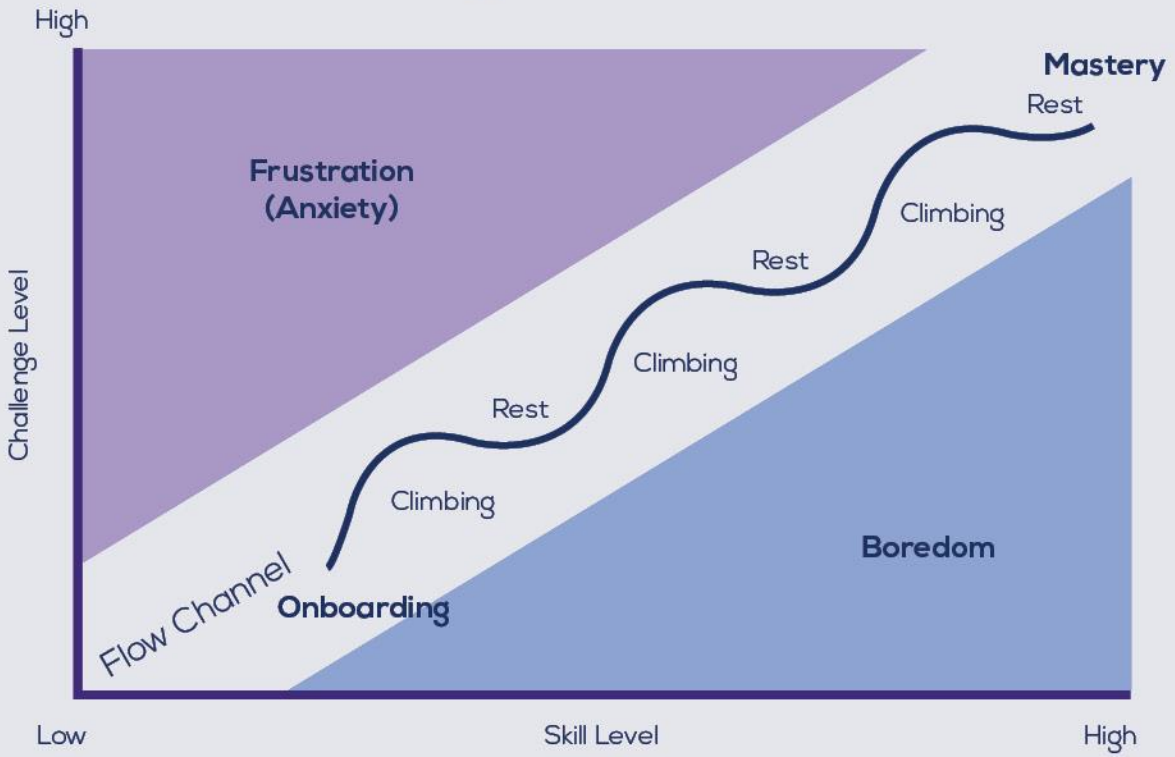


© PopCap games

© PopCap games

Pathways to Mastery

Progression



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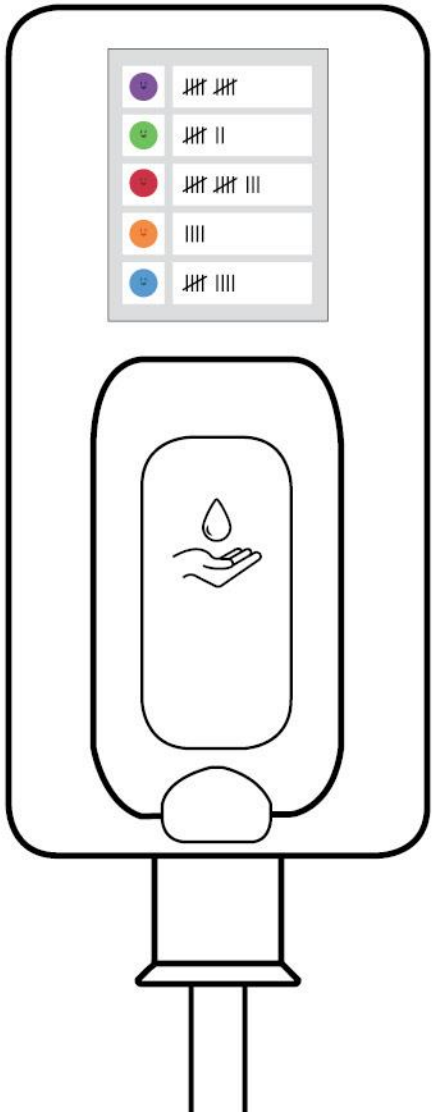
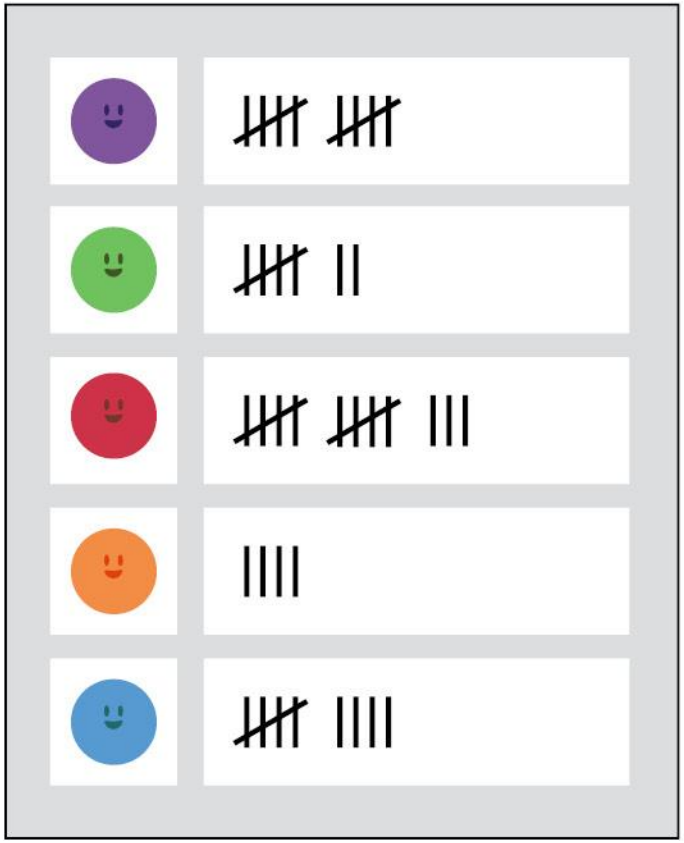
Creating a balance

Parker Brothers

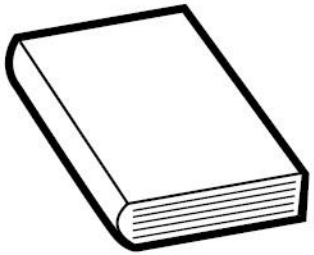
Step 5: Incorporate Feedback Loops





Step 6: Steps For Onboarding

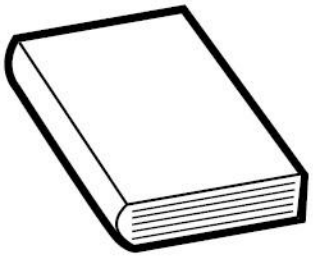
+ 1 point



+ 2 points

+ 3 points

Step 7: Design Pathways to Mastery

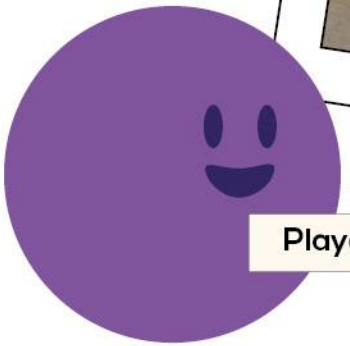


+ 3 points

+ 5 points

+ 7 points

Step 8: Add Your Gaming Components



Player

Step 8: Add Your Gaming Components

Achiever

Step 8: Add Your Gaming Components

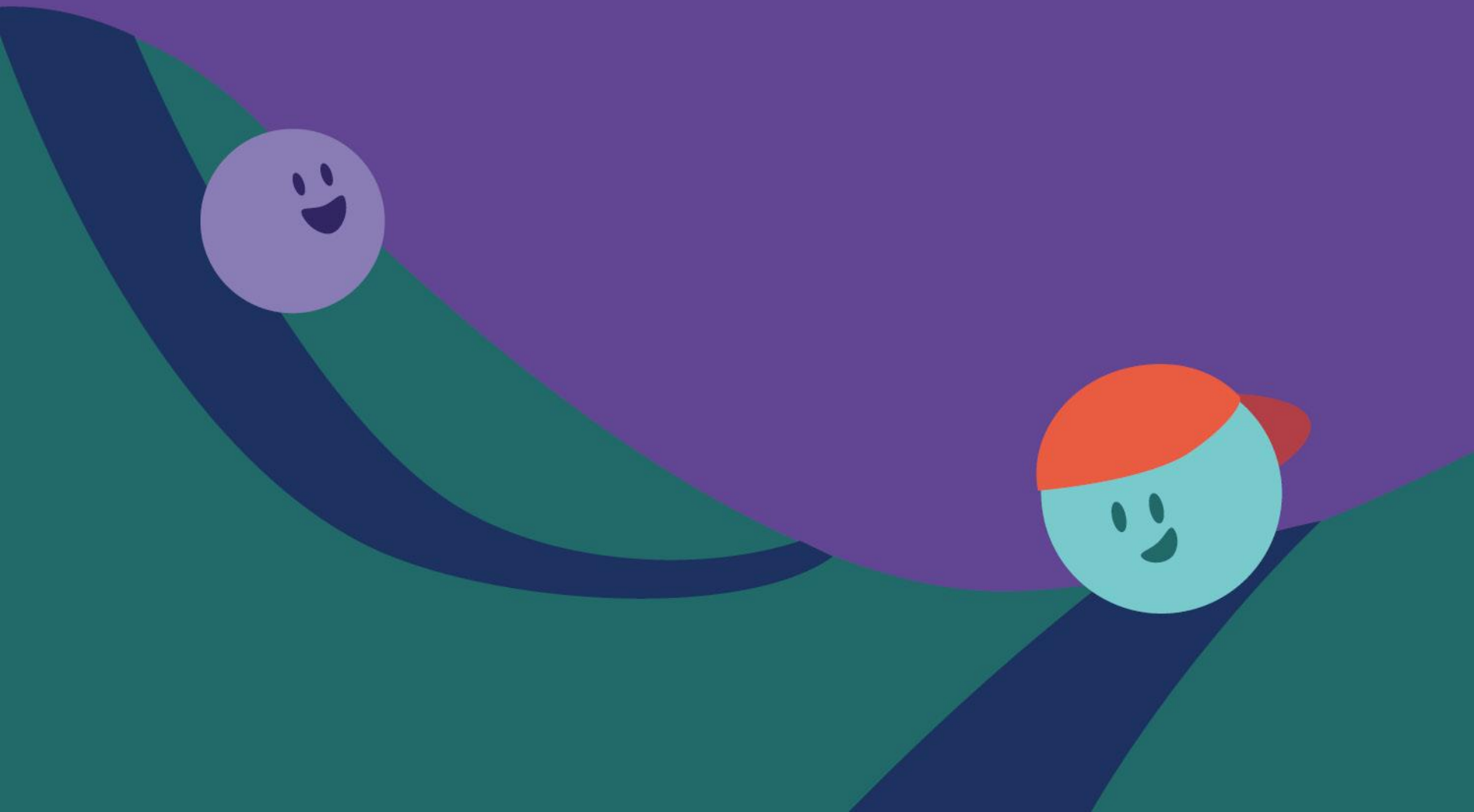
Philanthropist

Step 8: Add Your Gaming Components

Step 8: Add Your Gaming Components

Step 8: Add Your Gaming Components

Finding the Fun

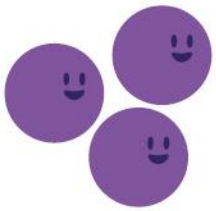
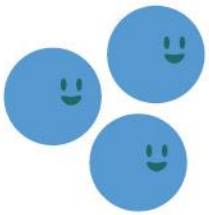


Winning
Problem Solving
Collecting
Teamwork
Triumphing
Role Playing
Sharing
Imagination
Chilling
Surprise
Goofing Off
Exploring
Customization
Recognition

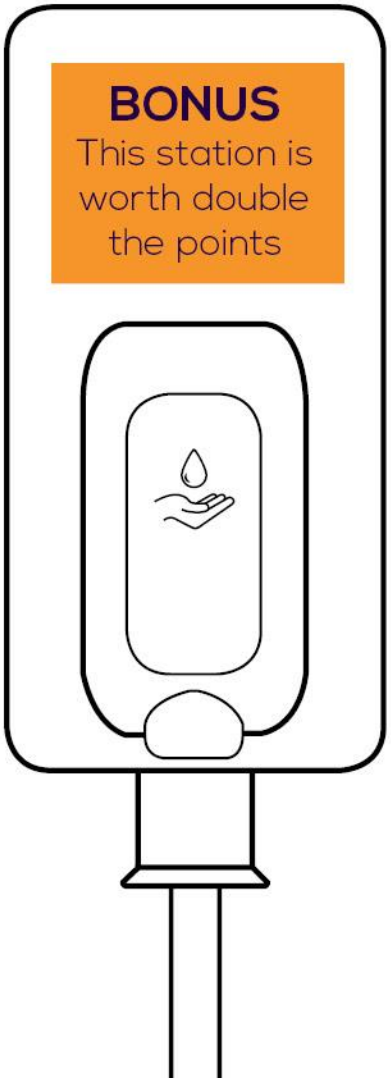
Step 9: Finding The Fun

	Player	Score	Unit
1		300 pts	Unit 1
2		200 pts	Unit 2
3		100 pts	Unit 3

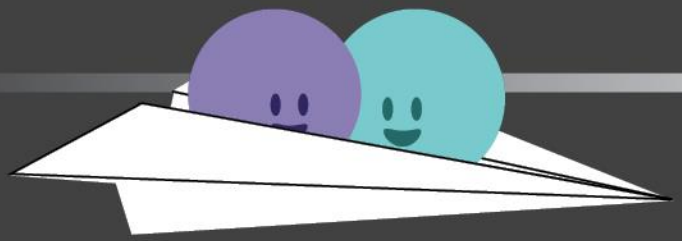
Step 9: Finding The Fun

	Team		Score	Unit
1	Crusaders		300 pts	Unit 1
2	Storm Troopers		200 pts	Unit 2
3	Avengers		100 pts	Unit 3

Step 9: Finding The Fun



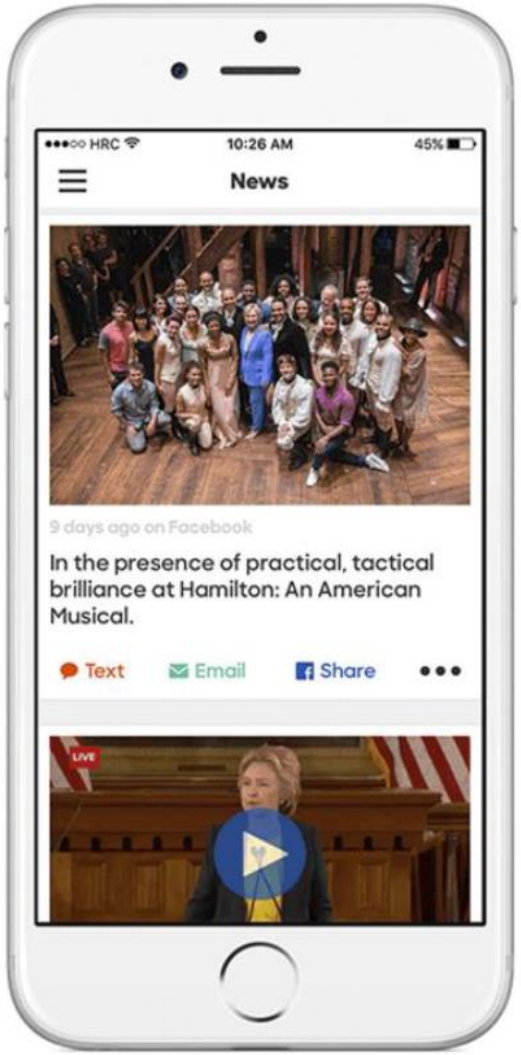
Step 10: Testing



LET'S REVIEW...

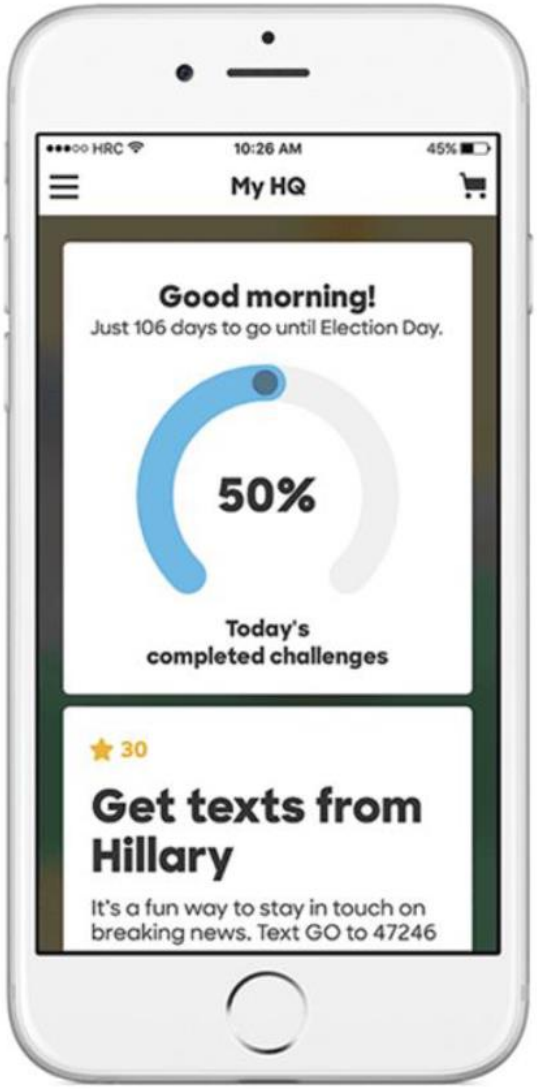
Compete against your friends and other supporters

Test your knowledge and become an expert on the issues



Share news and information (and even do some good old-fashioned organizing)

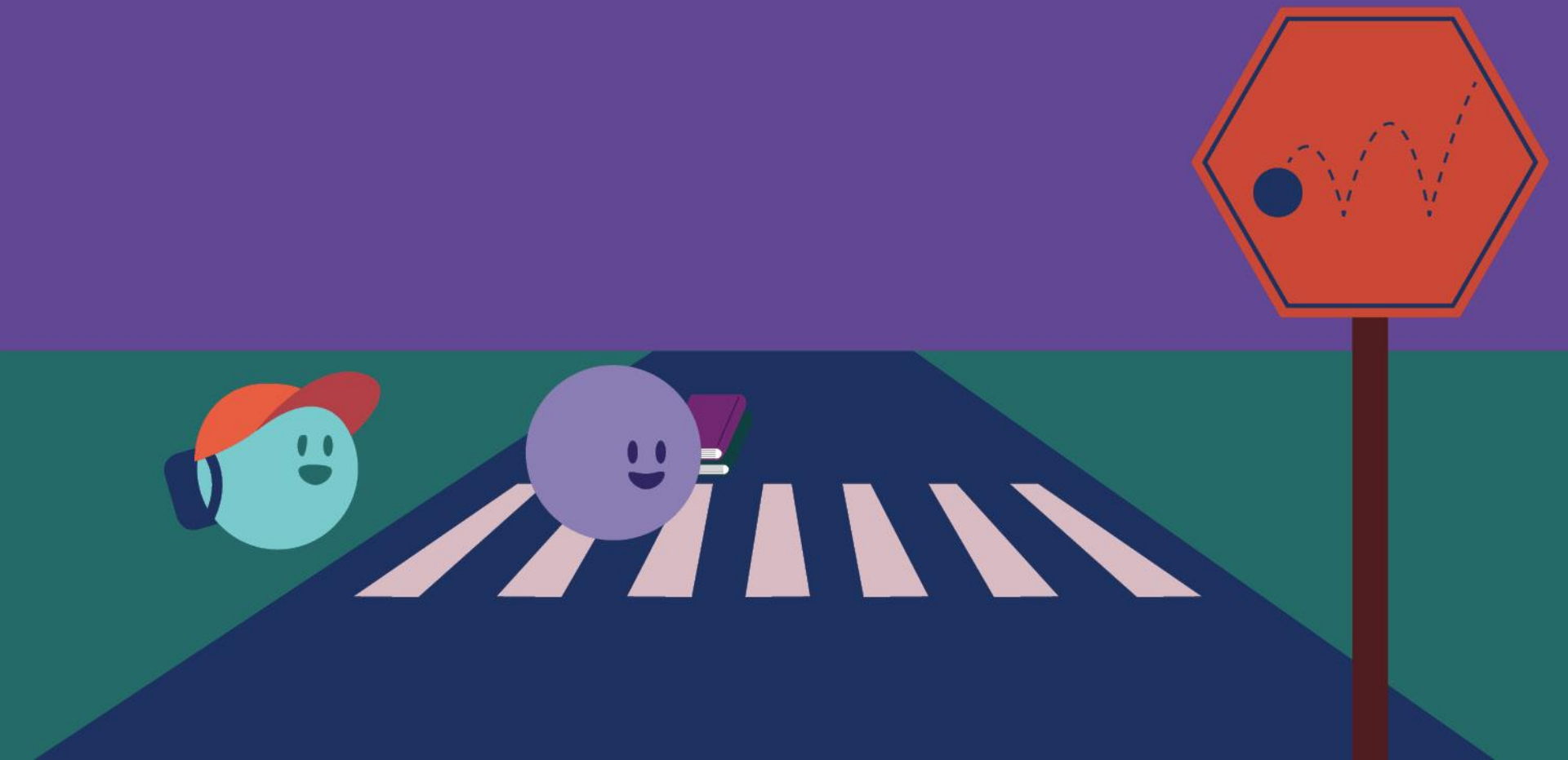
Design your own campaign HQ



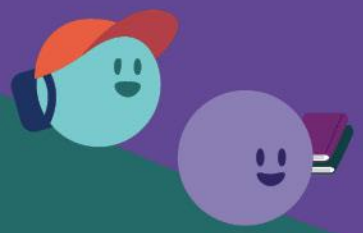
Complete daily challenges to help elect Hillary Clinton

Get rewards (digital and real-life ones!)

Cautions



- The elements are not the game



- The elements are not the game
- Avoid a cookie cutter approach

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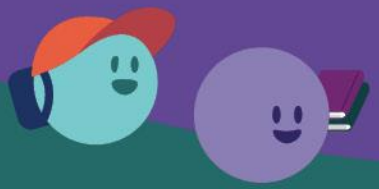
- Use the right element to fit your purpose



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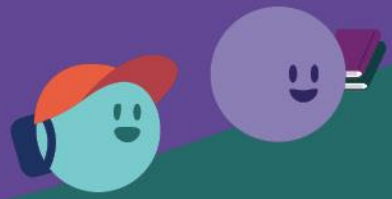
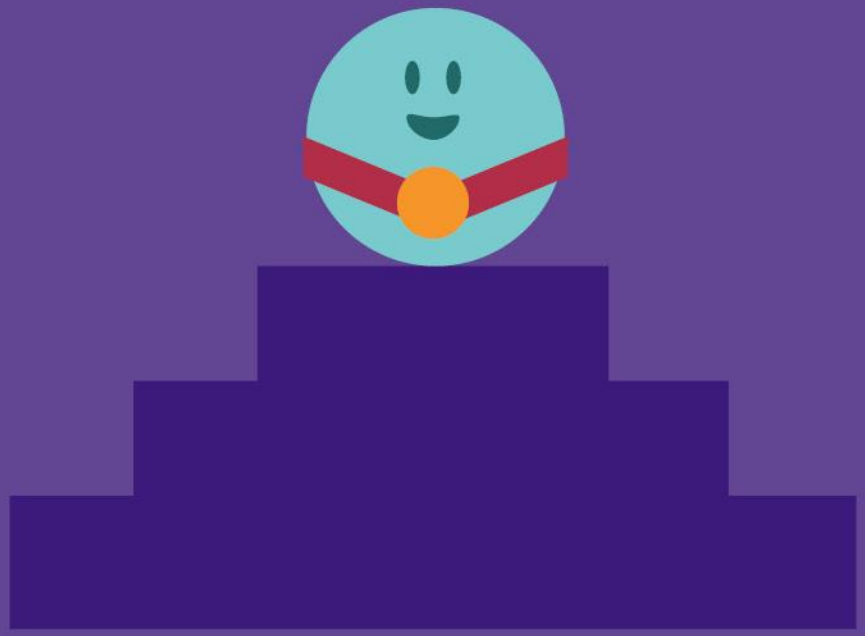
- When you have a new hammer, everything looks like a nail



- The elements are not the game
- Avoid a cookie cutter approach
- Use the right element to fit your purpose
- You don't have to use everything!
- When you have a new hammer, everything looks like a nail
- Is gamification right for your context?

"Successful design interventions require a deep understanding of and continued engagement with the actual people, sites, and systems they target."



Deterding S. Eudaimonic Design, or: Six Invitations to Rethink Gamification. In: Fuchs M, Fizek S, Ruffino P, Schrape N, ed. Rethinking Gamification. Germany; 2014:305-331.

PLAY AGAIN?

BC PATIENT SAFETY & QUALITY COUNCIL
Working Together. Accelerating Improvement.