

Gamification: Practical Application

Presented by UX
Fall 2022

WebMD
health services



What is gamification to most people?*

Turning
something into
a game.

Something
where you
can win,
achieve levels,
earn points
and compete.

Something
where you
make a task or
learning easy
and fun.
Good for
children.

Making
something
engaging.

Gamification

Gamification is the process of deriving the fun and engaging elements found in games and applying them to real-world activities.

This process is also sometimes called “Human-Focused Design,” as opposed to “Function-Focused Design.” It’s a design process that optimizes for human motivation, as opposed to pure efficiency.

So much more than points ...

How Gamification Works

A quick example: Duolingo

What is Duolingo's goal?

*We're here to develop the best education in the world and make it universally available.
Our global team works together to make language learning fun, free, and effective for anyone
who wants to learn, wherever they are.*

How do they do that? Using standard language teaching techniques.

- Teaching vocabulary through “flash cards” and fill in the blank.
- Teaching sentence structure through simple sentence formation, gradually increasing difficulty.
- Teaching pronunciation by having students repeat words and sentences.
- Teaching how to hear by translating words spoken to them, a slow speech option is provided.

Duolingo Not Gamified

Traditional Language Class

Teacher (calls on student):
repeat after me ... J'aime aller à la campagne.

Student (feeling anxious):
J'aime aller à la campagne.

Other Students:
<yawn>

Duolingo Gamified

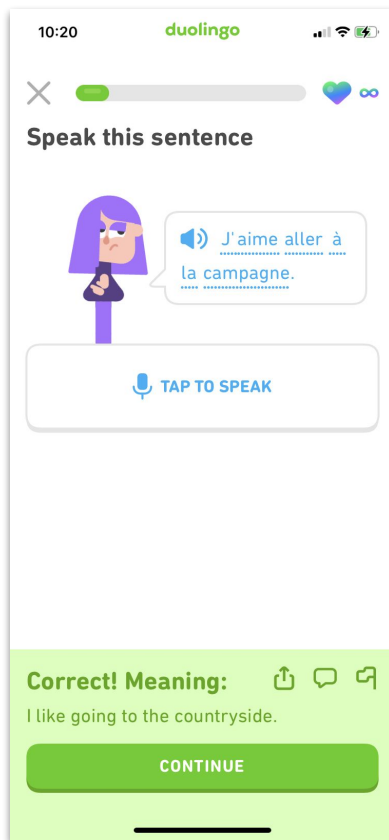
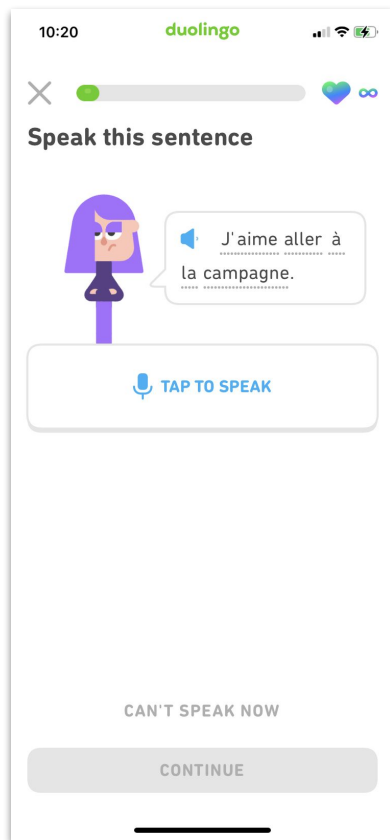
**Game techniques are shown in blue*

Progress bar

Animated character

Also note:

- Lack of anxiety
- Multiple positive reinforcement
- Short, easy-to-fit-in-anytime lessons



Words turn blue when spoken correctly

Animated character claps when lesson is done correctly

Bar turns green when lesson is done correctly

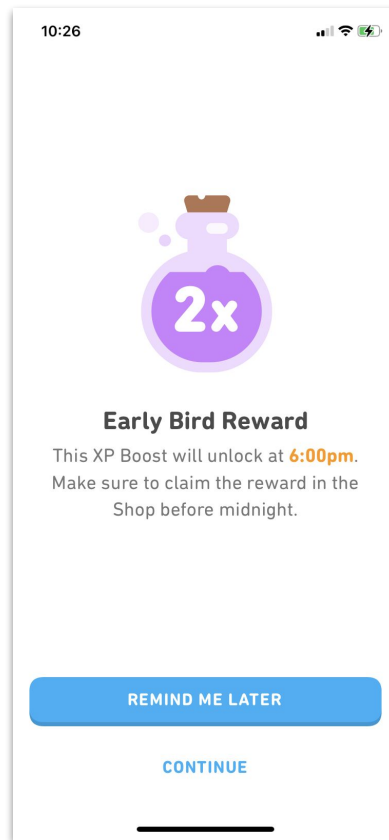
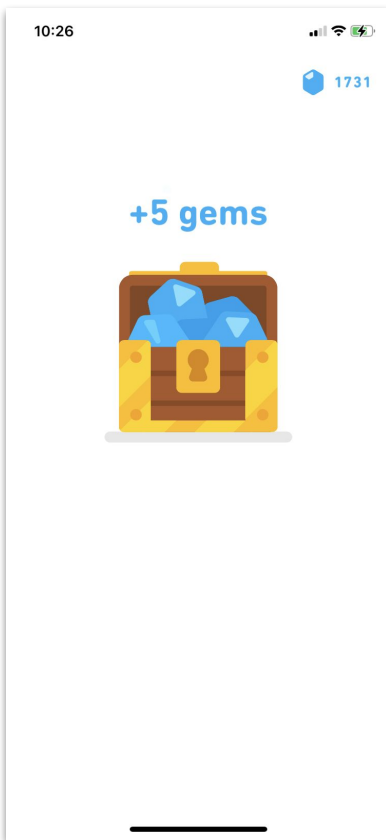
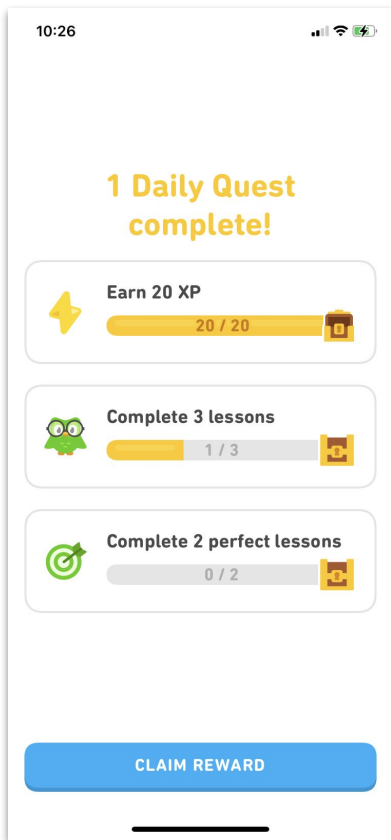
Duolingo - more gamification

**Game techniques are shown in blue*

XP earned for completing a lesson

More XP earned for engaging in more lessons

More XP earned for completing more lessons perfectly



Gems earned for completing a lesson

Double XP can be earned for coming back later and engaging more

Cue is offered

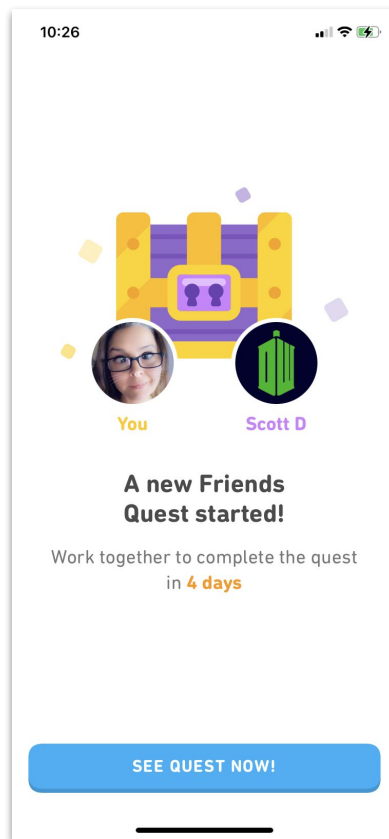
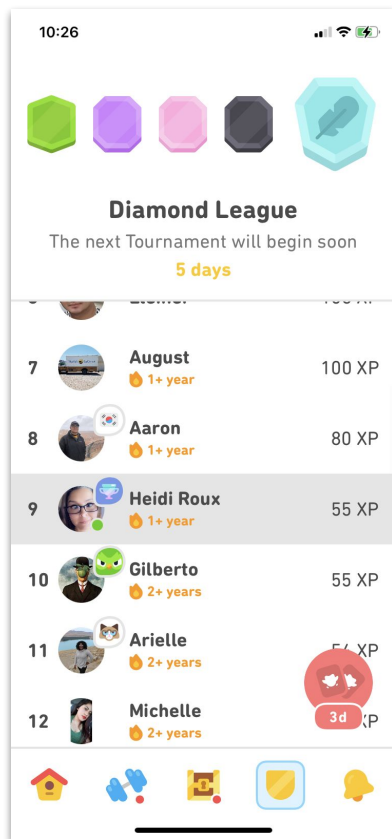
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**Game techniques are shown in blue*

League
(XP helps maintain status;
loss aversion)

Leaderboard
(XP helps maintain status)

Tout flag
(brag about an achievement
with a flag on your avatar)



Friend Quest
(social norms but
also earns more XP)

Gamification has limits

It can't ...

- Tell you what your goals should be
- Tell you what behaviors to gamify to reach your goals
- Tell you who your players are or how to best engage them
- Fix a broken product or service



The devil is in the (gamified) details

A deep understanding of the behaviors you are trying to drive is **CRITICAL**

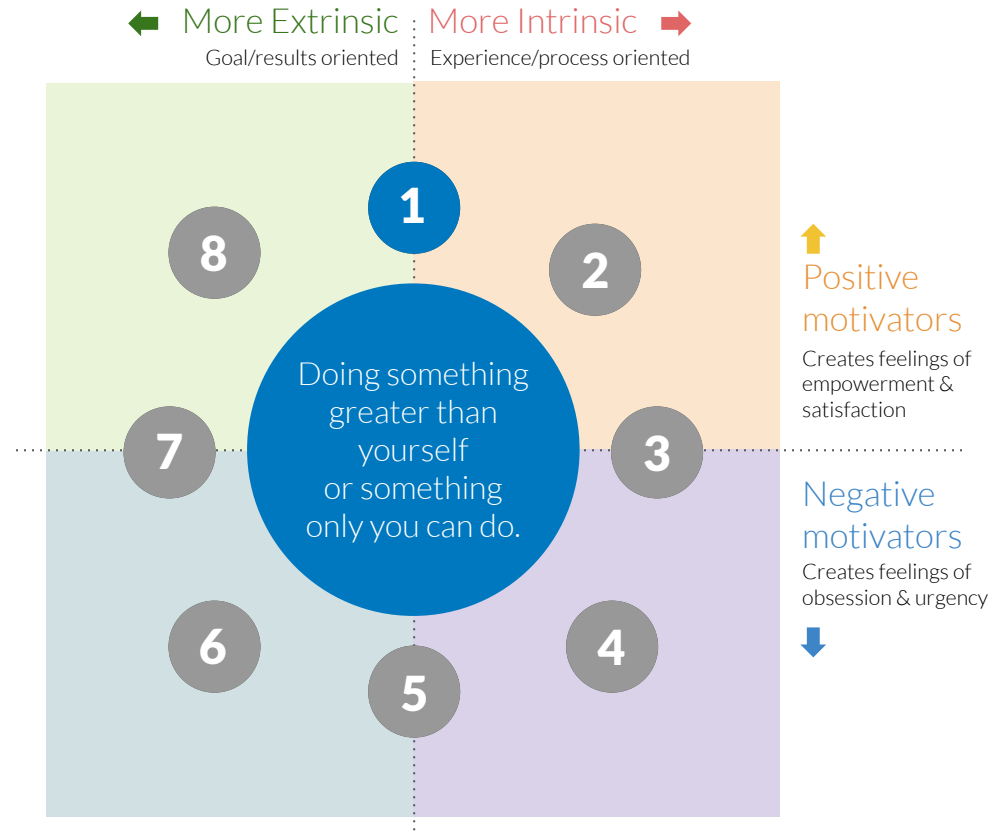
In order to guide users towards specific goals, the focus must be on the behaviors that will get them there. For example, we are interested in gamifying behavior change, to design a successful, gamified program, we must know all the steps/behaviors/paths of behavior change well enough to list them in detail so that we know the best game mechanics to apply to each scenario.

It is through these detailed behaviors that gamification is able to drive effective engagement.



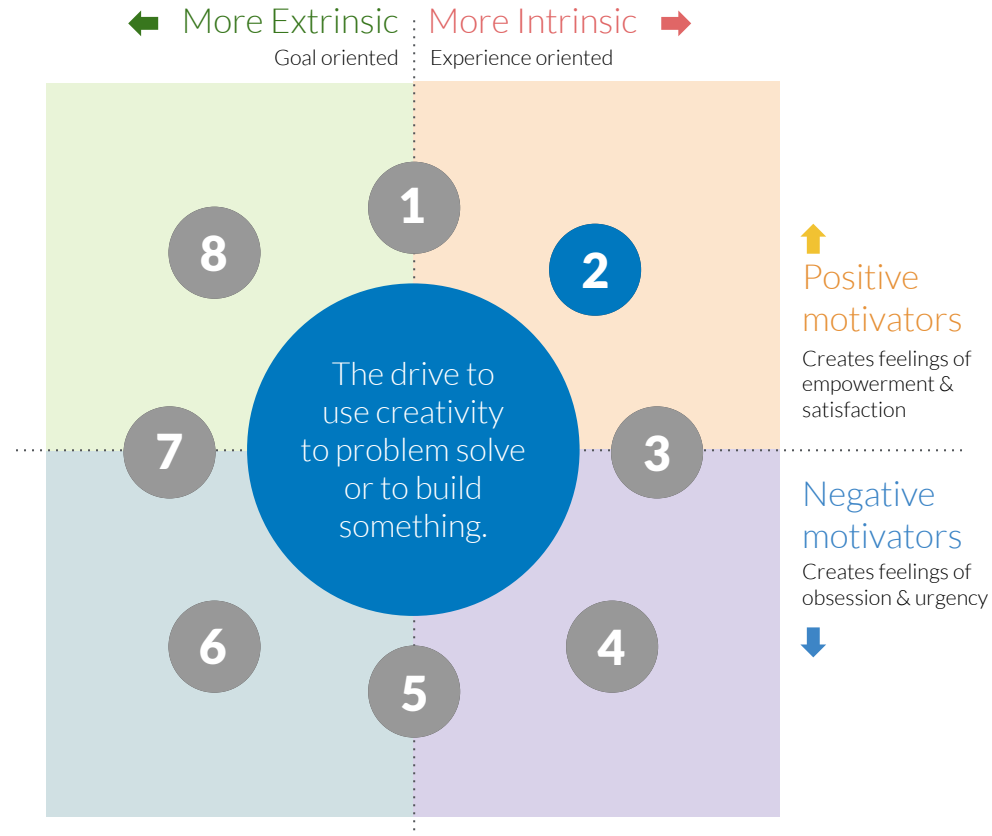
The 8 Drives of Gamification

- 1 Epic meaning & calling
- 2 Empowerment of Creativity & Feedback
- 3 Social Influence & Relatedness
- 4 Unpredictability & Curiosity
- 5 Loss & Avoidance
- 6 Scarcity & Impatience
- 7 Ownership & Possession
- 8 Development & Accomplishment



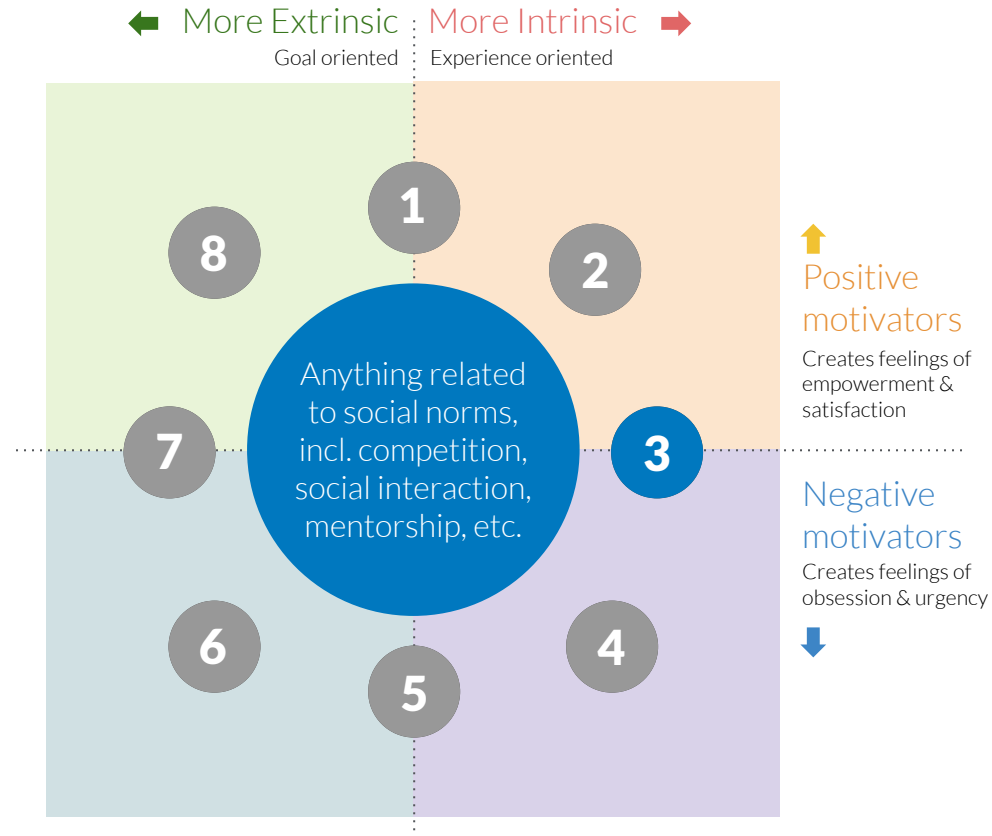
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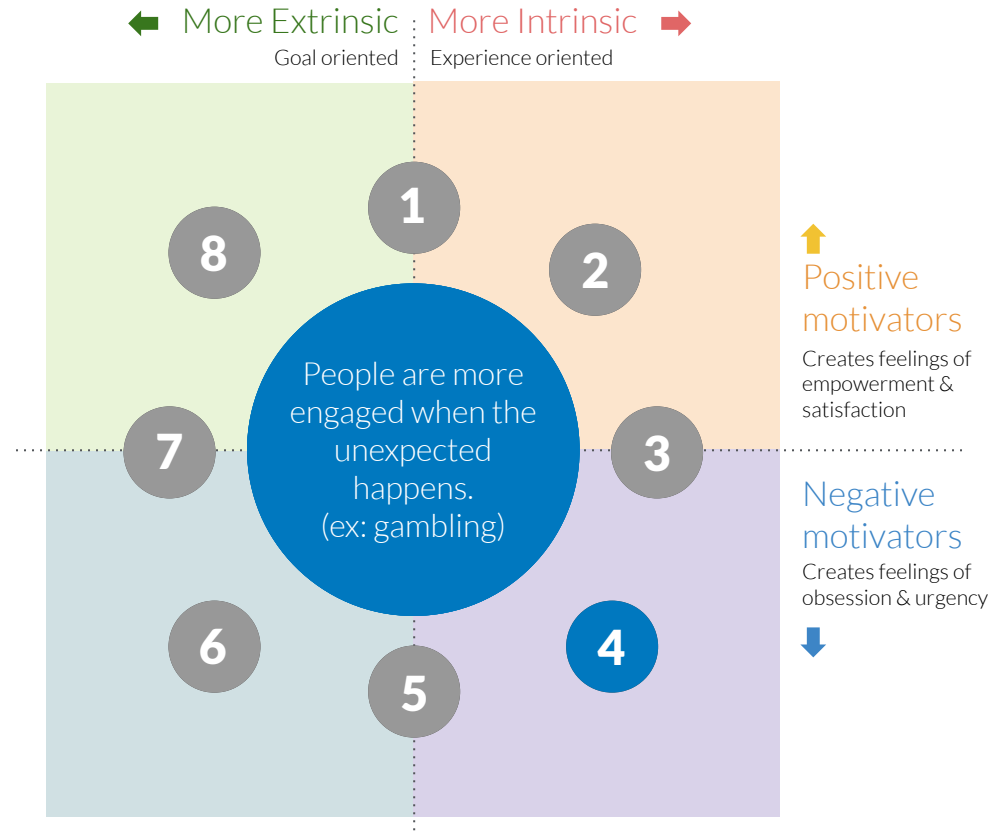
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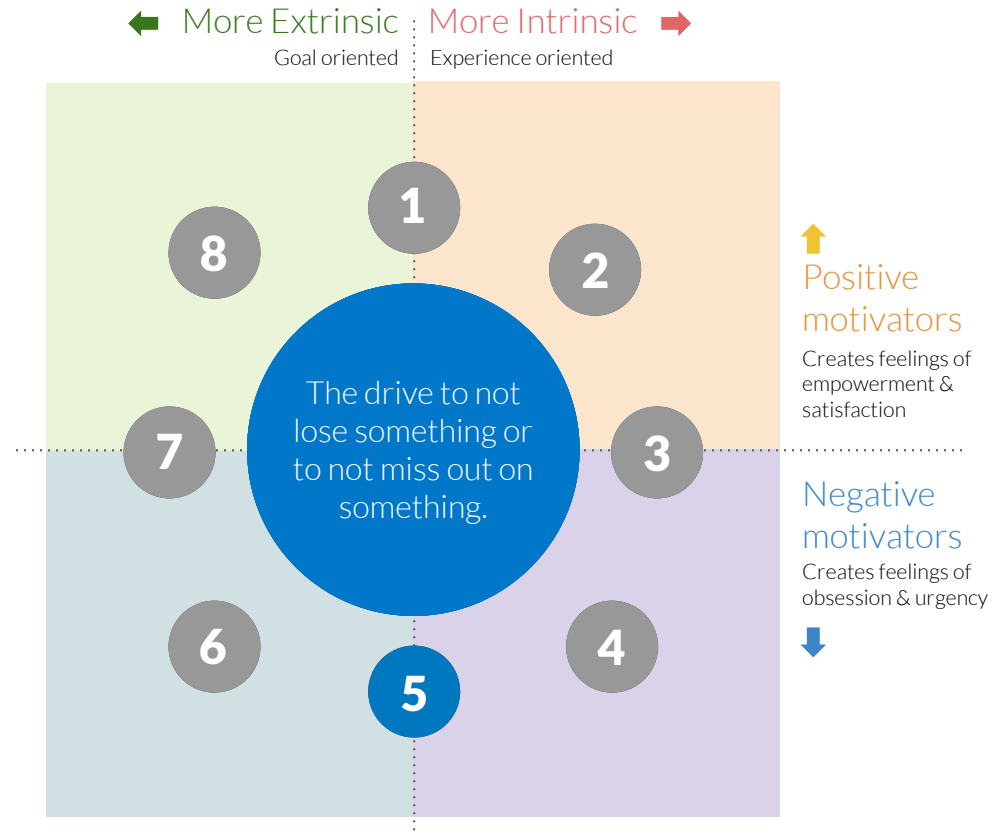
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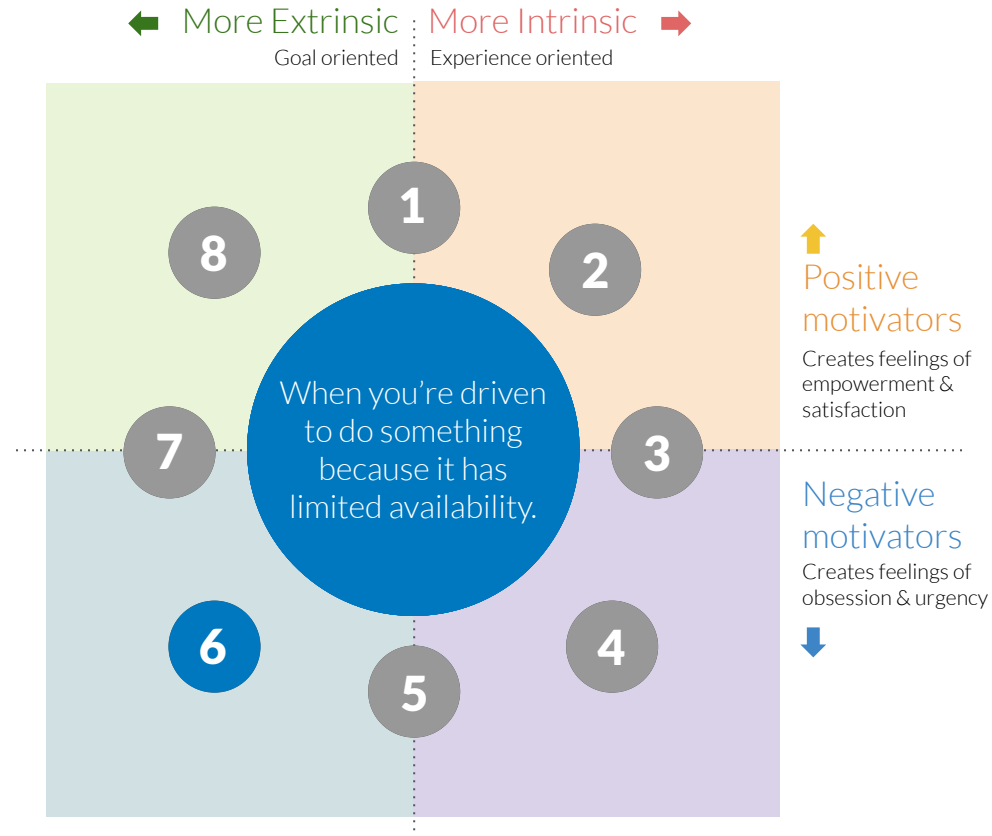
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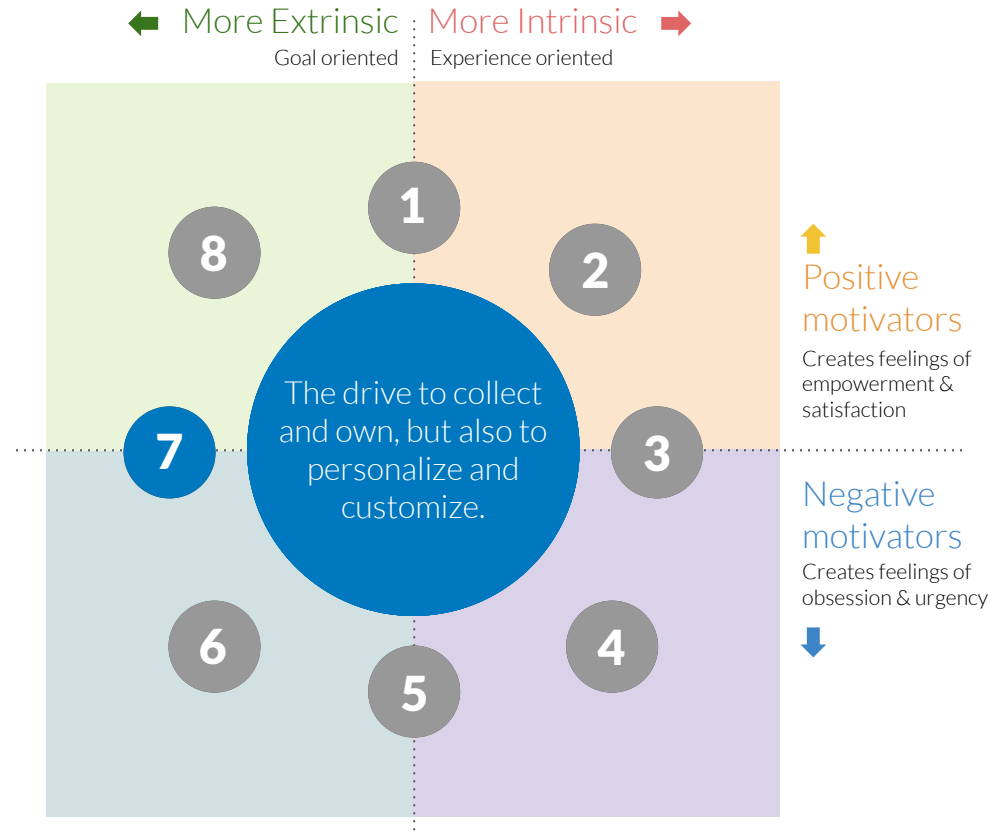
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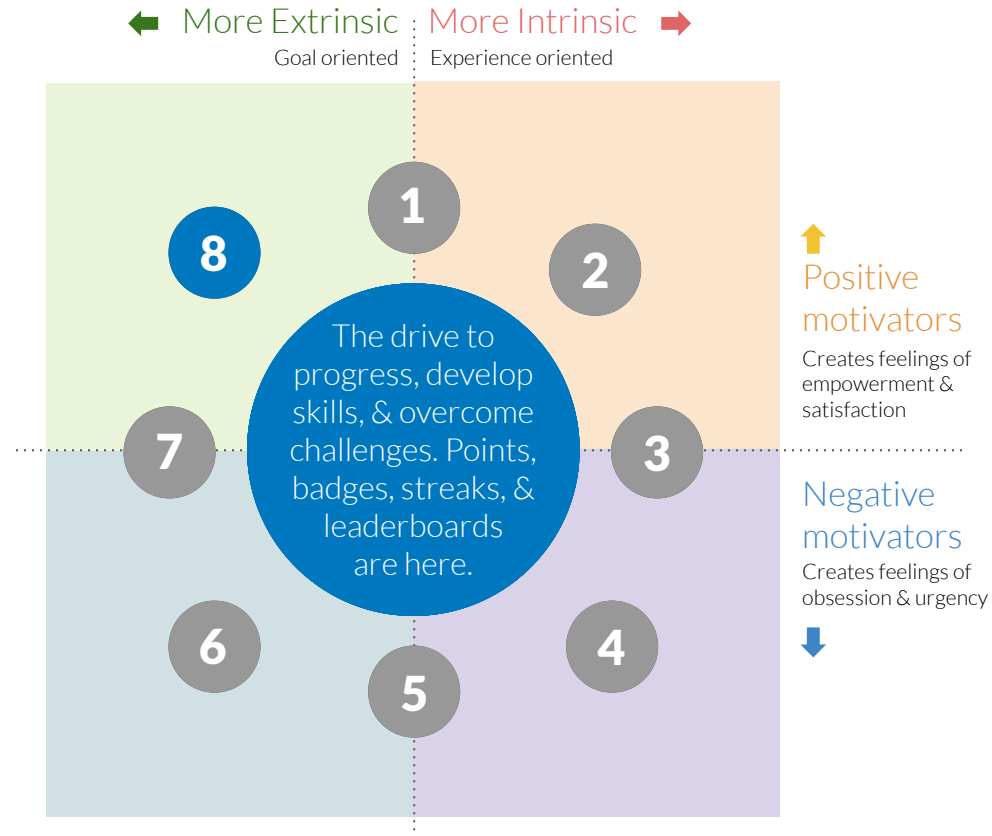
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Drives are fulfilled by game techniques

Gamification has been well studied and each Drive has many documented game techniques assigned to it already.

Epic Meaning & Calling

- Narrative
- Beginner's Luck
- Free Lunch
- Destiny
- Elitism
- Humanity Hero
- Co-creator

Empowerment of Creativity & Feedback

- Meaningful Choices
- Dynamic Feedback
- Milestone Unlock
- Boosters
- Chain Combos
- Choice Perception
- Creative Counters

Social Influence & Relatedness

- Group Quests
- Thank You Economy
- Water Coolers
- Brag Buttons
- Conformity Anchor
- Friendship Loop
- Mentorship
- Social Prods
- Gifting
- Tout Flags

Drives are fulfilled by game techniques

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Unpredictability & Curiosity

- Glowing Choice
- Easter Eggs
- Sudden Tips
- Mini Quests
- Pure Mischief
- Oracle Effect
- Random Rewards
- Suspense

Loss & Avoidance

- Protector Quest
- Rightful Heritage
- Visual Grave
- Weep Tune
- Sunk Cost Prison
- Progress Loss
- Scarlet Letter
- FOMO Punch
- Evanescent Opportunities
- Status Quo Sloth

Scarcity & Impatience

- Appointment Dynamics
- Evolved UI
- Last Mile Drive
- Countdown Timers
- Throttles
- Moats
- Magnetic Caps
- Anchored Juxtaposition
- Interest Feint

Drives are fulfilled by game techniques

Gamification has been well studied and each Drive has many documented game techniques assigned to it already.

Ownership & Possession

- Avatar
- Collection Sets
- Monitor Attachment
- Build-From-Scratch
- Virtual Goods/
Currencies
- Monitoring
- Protection
- Recruitment

Development & Accomplishment

- Status Points
- Achievement Symbols
- Leaderboards
- Progress Bars
- Step-by-step Tutorials
- Fixed Action Rewards

Experience Phases

Different experience phases call for different gamification drives:

Discovery - draw people in

1. Possible combinations of [Unpredictability & Curiosity](#), [Epic Meaning & Calling](#), [Social Influence & Relatedness](#)

Onboarding - teach the rules and tools

2. [Empowerment of Creativity & Feedback](#): Make the user feel smart/competent
3. Usually includes a mild form of [Unpredictability & Curiosity](#)

Scaffolding - the main journey

4. [Development & Accomplishment](#): Goal to achieve as many “win states” as possible
5. This is the “habit building” phase where your product’s main drives are defined

End Game - retain your veterans

6. [Social Influence & Relatedness](#): Mentors
7. [Ownership & Possession](#): Give the user ways to be invested

Know your players

Whether it's a video game, poker or golf, not all games appeal to everyone. Similarly, different gamification techniques will not appeal to everyone equally.

Example:

We ran a small study asking what users wanted to see on their WebMD ONE dashboard:

- Almost *half* of test subjects were *not* interested in challenges/leaderboards
- Almost $\frac{1}{3}$ of test subjects were *not* interested in rewards
- Almost $\frac{2}{3}$ wanted wellness videos
- Almost $\frac{2}{3}$ wanted a calorie calculator for food

Know your players

Dr. Richard Bartle created the *Bartle Test of Psychology*, which breaks up the way people play games into four simple categories:

Wants to win, gain
points and see
others lose

Enjoys interactions
with other players



Recap

- Gamification can enhance an existing product or service but can't fix a broken one
- Gamification lives in the details of behaviors
- Gamification can be broken down into 8 types of engagement drives and 100+ game techniques
- Different experience phases call for different game techniques
- To engage the most players, use a variety of engagement drives and layer game techniques within drives to make the most interesting experiences.

Use Cases

Virgin Pulse & WebMD ONE

Use Case: current Virgin Pulse

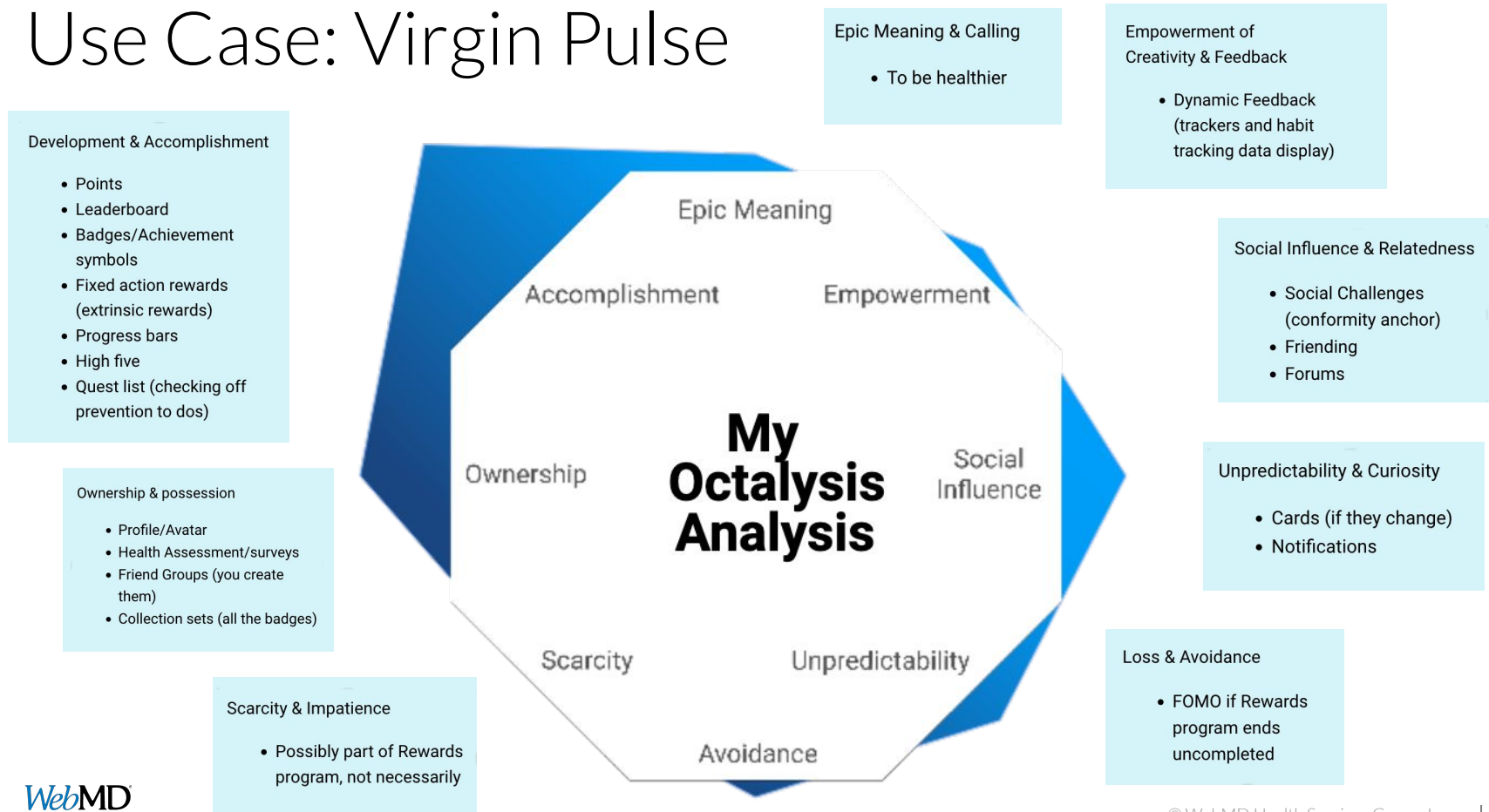
Goal

Improve Health Habits

Methods

- Health Stats
- Cards
- Habit Tracking
- Rewards Programs
 - Gifts
- Social Challenges
- Leaderboards
- Topic Support groups
- Friend groups
- Health Assessment/
Other Surveys
- Prevention Checklist
- Event reminders
- Profile
- In-App/Push Notifications
- Trophy Case/Badges

Use Case: Virgin Pulse



Use Case: current WebMD ONE

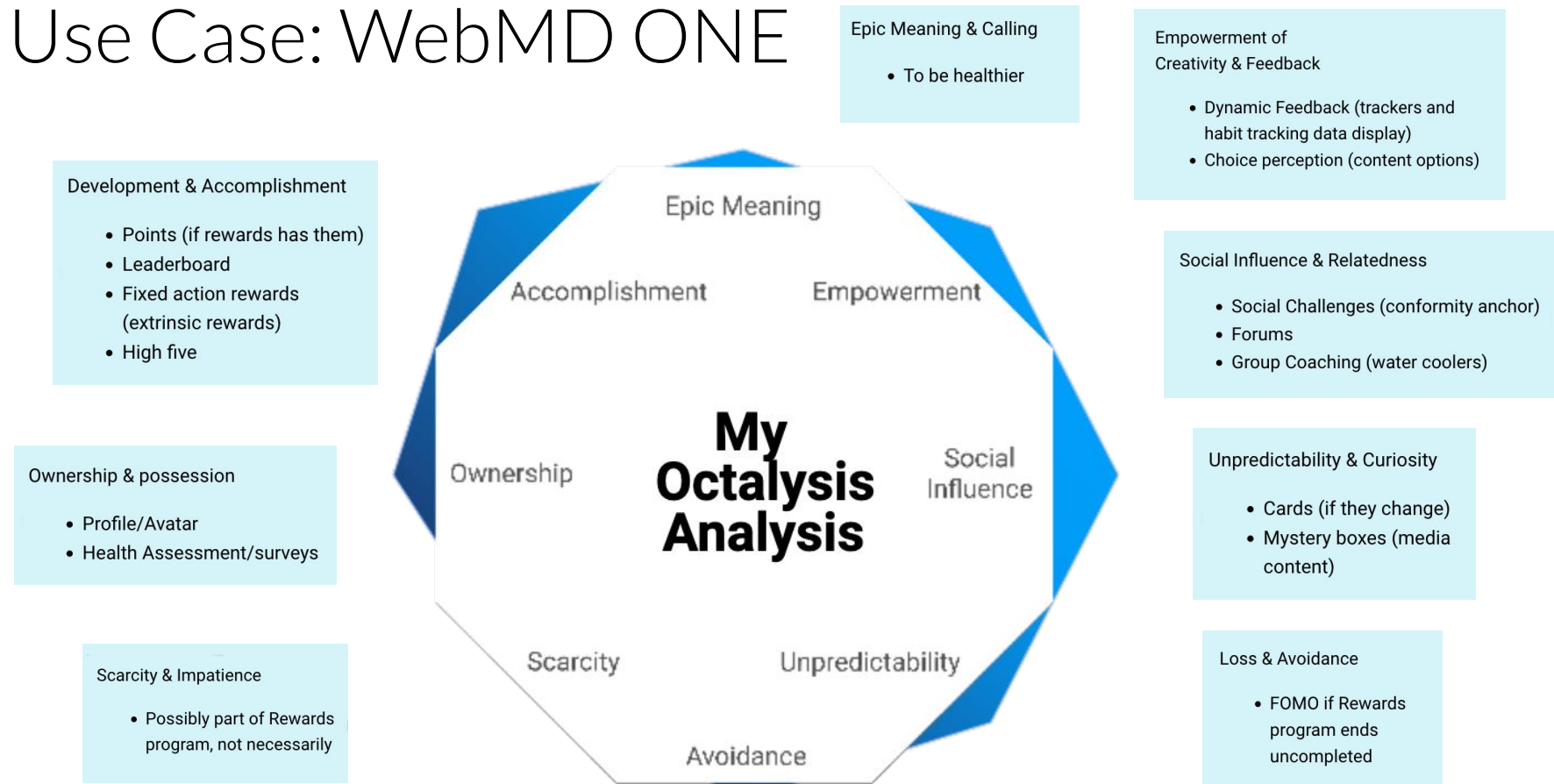
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Improve Health Habits

Methods

- Spotlight
- Daily Habits
- Rewards Programs
- 1-on-1 Coaching
- The Invitational
- Classic Challenges
- Communities
- Health Assessment/
Pulse Surveys
- Group Coaching
- Coaching Videos
- Mental Health Podcasts
- Profile
- Articles
- In-App/Push Notifications

Use Case: WebMD ONE



WebMD + Challenges & friending

Goal

Improve Health Habits

Methods

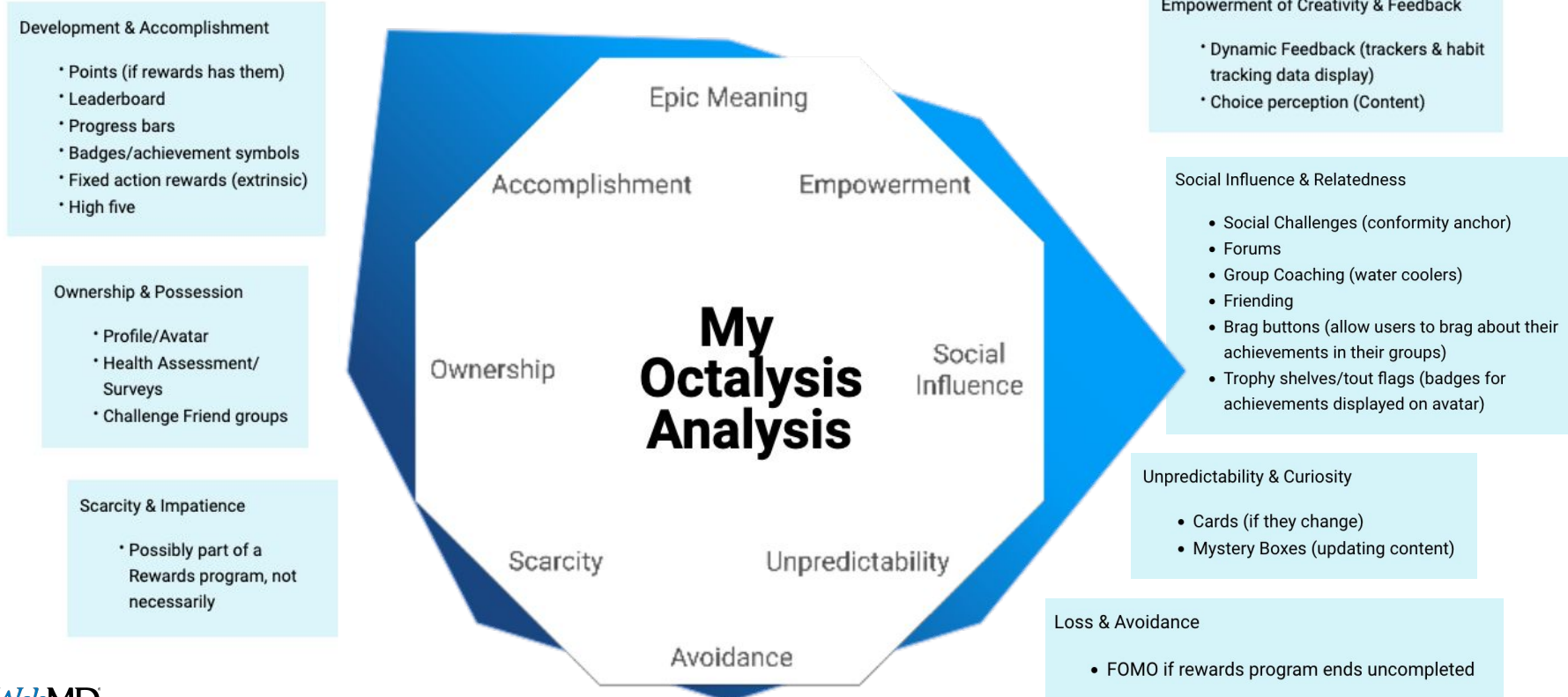
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- Articles
- In-App/Push Notifications

What if we added ...?

- User friend groups in communities/challenges
- Friends challenges
- User driven daily/weekly challenges
- Ability to share achievements
- Expanded content

Behavior Change Score: 75%

WebMD + Challenges & friending



WebMD + Health Goals & Friending

Goal

Improve Health Habits

Methods

- Spotlight
- Daily Habits
- Rewards Programs
- 1-on-1 Coaching
- Group Coaching
- The Invitational
- Classic Challenges
- Communities
- Health Assessment/
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What if we added ...?

- User friend groups in communities
- Configurable health goals
- Health goal friend quests
- Health goal streaks, etc
- Ability to share achievements
- Expanded content, with health goal targeted content

Behavior Change Score: 95%

WebMD + Health Goals & Friending

Development & Accomplishment

- Points
- Leaderboard
- Progress bars
- Badges/achievement symbols
- Fixed action rewards (extrinsic)
- High five
- Streaks
- Avatar badge earned for meeting habit consistency in health goal

Ownership & Possession

- Health Goals (build from scratch)
- Profile/Avatar
- Health Assessment/Surveys
- Friend groups

Scarcity & Impatience

- Possibly part of a Rewards program, not necessarily
- Needing to finish HA to gain access to Coaching
- Countdown timers for mini-quests
- Dangling (offer certain quests once user achieves certain habit goals)

Loss & Avoidance

- FOMO if rewards program ends uncompleted
- Loss of streaks
- Failure to meet habit consistency (Visual grave; health goals)
- Scarlet letter (not having an avatar badge)



Epic Meaning & Calling

- To be healthier (narrative)
- Configurable Health Goals (Co-creator/Cognitive dissonance)

Empowerment of Creativity & Feedback

- Dynamic Feedback (trackers & habit tracking data display)
- Choice perception (Content)
- Plant picker (Configurable health goals)

Social Influence & Relatedness

- Social Challenges (conformity anchor)
- Forums
- Group Coaching (water coolers)
- Friending
- Group-quests (use friends and health goals to complete weekly goals)
- Brag buttons (allow users to brag about their achievements in their groups)
- Trophy shelves/tout flags (badges for achievements displayed on avatar)

Unpredictability & Curiosity

- Cards (if they change)
- Mystery Boxes (updating content)
- Sudden tips (new content that helps the user in their health goal area)
- Mini-quests (daily/weekly goals)

Gamification: Practical Application

Q&A