



GAMIFICATION ACADEMY DAY 4

GERMANA DI FALCO

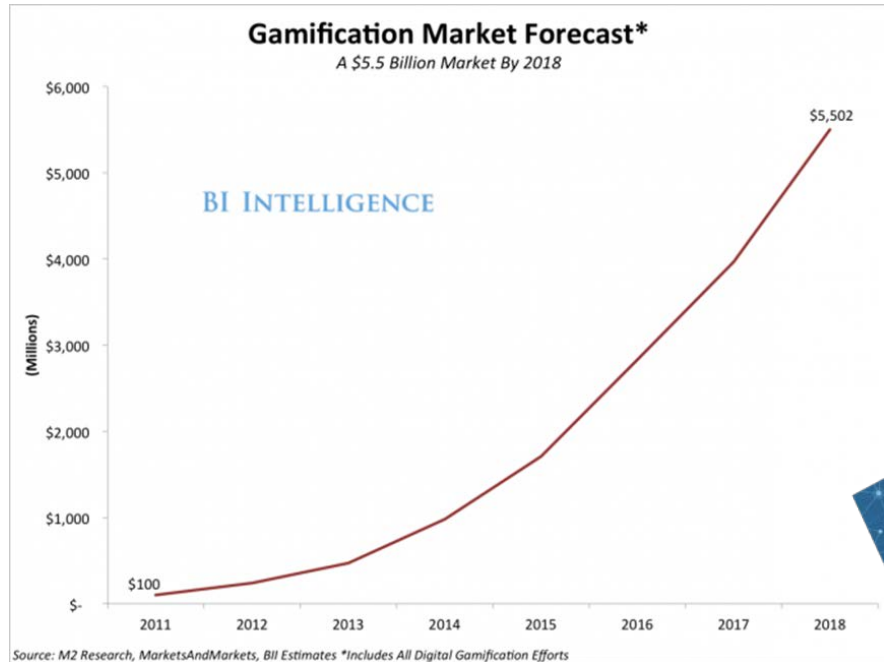


Erasmus+

BUSINESS INCUBATORS AND
ACCELERATORS IN THE
GAMIFICATION—FOR—
GROWTH—HACKING—WORLD

KEY FINDINGS/STARTING POINTS

|
*GAMIFICATION IS A
SERIOUS GAME BUT
IS NOT A SERIOUS
GAME*



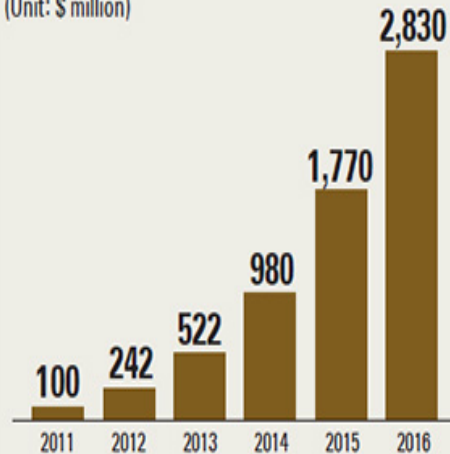
KEY FINDINGS/STARTING POINTS

2

*THE FUTURE OF
GAMIFICATION IS
NOT A FUTURE*

Exploding global market for businesses linked to games

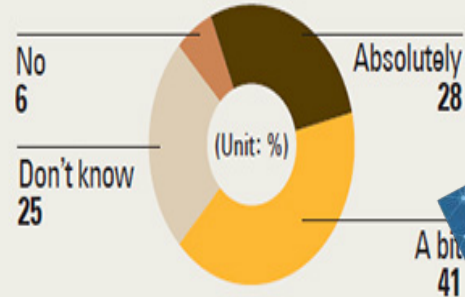
(Unit: \$ million)



Source: Korea Creative Contents Agency

Have you used online banking more often since your account became linked to a game?

Survey result from U.S. financial consulting company IND Group



Source: Hana Institute of Finance

KEY FINDINGS/STARTING POINTS

3
GAMIFICATION
IS/CAN BE
EVERYWHERE

The screenshot displays the Khan Academy interface. At the top, the logo and navigation menu are visible. The main content area is divided into two sections: 'Suggested Exercises' on the left and a 'Knowledge Map' on the right. The 'Suggested Exercises' list includes 'Linear equations 3' (15 minutes, streak 10), 'Addition 1' (225 minutes, streak 5), 'Graphing points' (225 minutes), 'Percentage word problems 1' (225 minutes), and 'Writing expressions 1' (225 minutes). The 'Knowledge Map' is a complex network of interconnected nodes representing various mathematical topics, with 'Linear equations 3' highlighted as the current focus.



KEY FINDINGS/STARTING POINTS

4

*MARKET RETURNS ARE
BASED ON LOYALTY.
BEHIND ENGAGEMENT,
REVENUES FOLLOW.*



KEY FINDINGS/STARTING POINTS

5

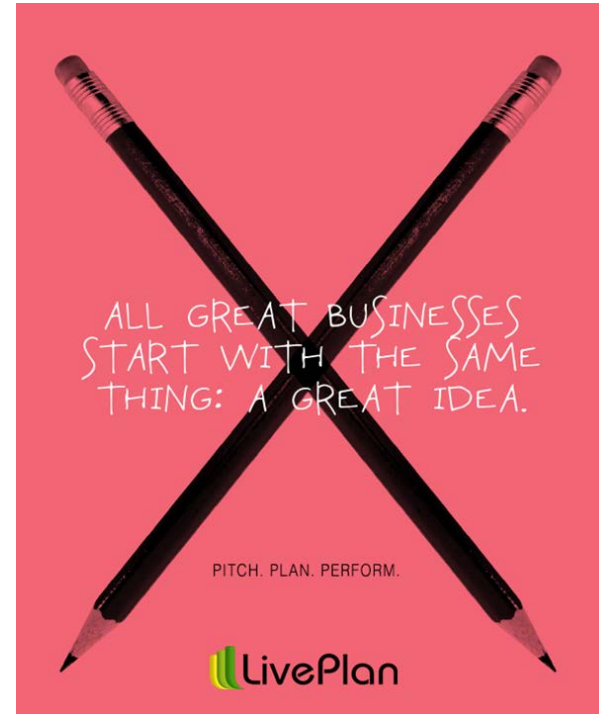
LOYALTY IS ANYMORE A PRIVATE GOOD AND IT CAN BE BUILT, BOUGHT, STOLEN

The screenshot displays the Club Psych website interface. At the top, there's a navigation bar with 'LOGIN', 'REGISTER', 'CHALLENGES', 'LEADERBOARD', and 'HELP'. Below this is a central banner with the text 'CALLING ALL PSYCH-OS!' and 'JOIN CLUB PSYCH TODAY & START EARNING POINTS AND REWARDS FOR INTERACTING ON THE PSYCH OFFICIAL WEBSITE. HERE'S THE SKINNY, SILLYPANTS JACKSON...'. To the right, there's a promotional banner for 'DOUBLE MILES ON EVERY PURCHASE' featuring a Capital One Venture Visa card. Below the main banner, there are several sections: 'this week's featured challenge' (Pretzel Slingshot and Pretzel Football), 'badges to collect...' (a pineapple badge), 'game challenges' (Find the Famous Pineapple!, Find Goo's Postcard from Area 51, Watch Steve, Kelly and Chris answer Fan Questions), 'leaderboard' (listing users MockTurtle, jezzebeth, and Khaos), and 'social challenges' (Twitter integration). A user profile for 'Whatevs2010' is visible in the top right corner.

KEY FINDINGS/STARTING POINTS

6

*BUSINESS INCUBATORS AND
BUSINESS ACCELERATORS ARE
NOT EXACTLY THE SAME (BUT
THE COMPETITIVE ARENA COULD BE
NOT SO DIFFERENT)*



KEY FINDINGS/STARTING POINTS

7

*GROWTH HACKING
IS/SHOULD BE THE
CHALLENGE IN
BOTH OF THEM*



KEY FINDINGS/STARTING POINTS

8

*DON'T
UNDERESTIMATE
THE FULL
POTENTIAL OF
GAMES*



KEY FINDINGS/STARTING POINTS

9

CONSIDER THE FULL LIST OF POTENTIAL USES FOR GAMIFICATION (IS THAT COMPLETE?)

AND REMEMBER THE TRUE POWER OF GAMES (GAMES ARE ABLE TO GET PEOPLE TO TAKE ACTIONS THAT THEY DON'T ALWAYS KNOW THEY WANT TO TAKE, WITHOUT THE USE OF FORCE, IN A PREDICTABLE WAY.

CENTRAL COMPONENTS; PLEASURE, REWARDS, TIME)

EXTERNAL

- MARKETING
- SALES
- CUSTOMER ENGAGEMENT

INTERNAL

- HR
- PRODUCTIVITY ENHANCEMENT
- CROWD SOURCING

BEHAVIOR CHANGE

KEY FINDINGS/STARTING POINTS

10

*AND NOW PUT
YOURSELF IN THE
SHOES OF A BI V/S A
BA
(AND CONNECT THE DOTS)*

- Real World → Games
 - ▣ Creating unnecessary obstacles
 - ▣ Video games when used best provide experiences to people.
- Games → Real World
 - ▣ Helping with situations at hand
 - ▣ Gamification when used best provides motivation to participate in a behavior.

OUR CHALLENGES FOR TODAY



MASHCREAM

A

[HTTP://WWW.MASHCREAM.COM/](http://www.mashcream.com/)



SYNBIOFOOD

B

[HTTP://WWW.SYNBIOFOOD.COM/EN/HOME](http://www.synbiofood.com/en/home)



ARMOTIA

C

[HTTP://WWW.ARMOTIA.COM/](http://www.armotia.com/)



The image shows a dark rectangular graphic with the ARMOTIA logo and tagline. The logo consists of a stylized orange and grey 'A' inside a grey circle, followed by the word 'ARMOTIA' in a grey, sans-serif font. Below the logo is the tagline 'we are riders, we are 2WD' in a cursive, orange font. At the bottom, there are four white-bordered icons, each featuring a stylized rider on a motorcycle. The first icon has two orange arrows pointing outwards from the wheels and is labeled '2 WHEELS DRIVE'. The second icon has a gear symbol on the front wheel and is labeled 'SMART & SOCIAL'. The third icon has a '3D' label on the motorcycle and is labeled '3D CUSTOMIZING'. The fourth icon has two lightning bolt symbols on the wheels and is labeled '2 POWER MOTORS'.



BIOPIC

D

[HTTP://BIOPIC.IT/](http://biopic.it/)



<https://youtu.be/sn6jucEbT8Y>



QUINOAITALIA



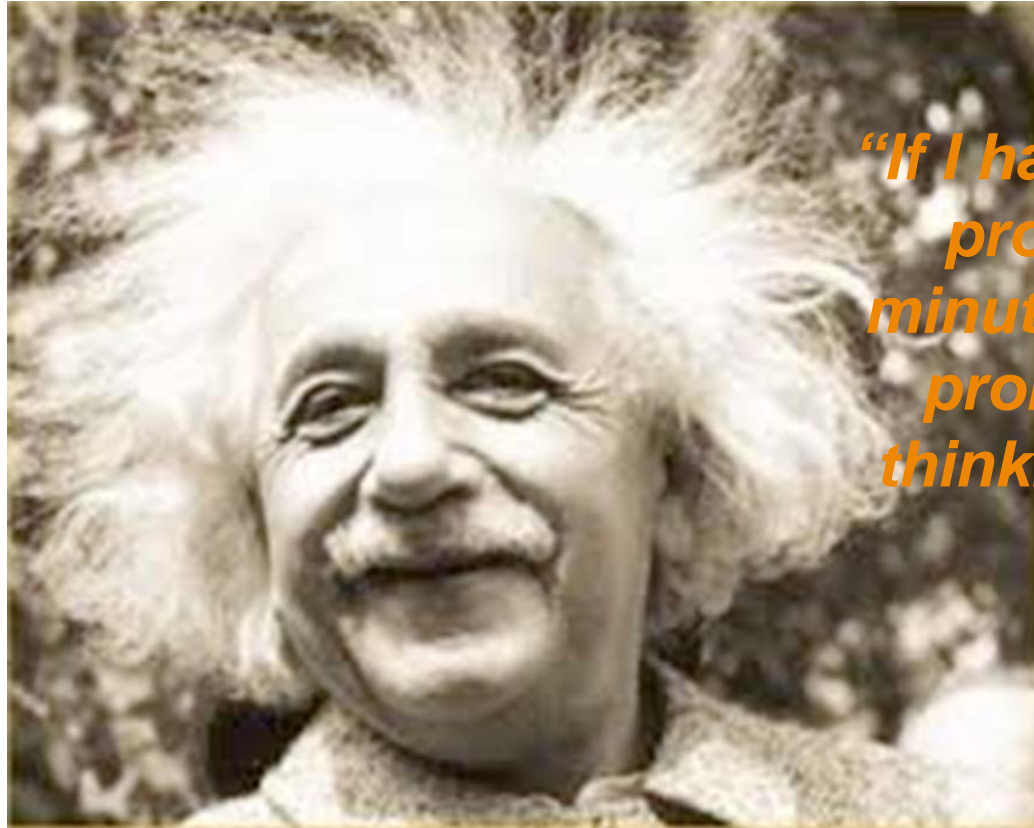
E

[HTTP://QUINOAITALIA.COM/EN/](http://quinoaitalia.com/en/)



UNDERSTAND AND
FOCUS THE PROBLEM





“If I had one hour to solve a problem, I’d spend 55 minutes thinking about the problem and 5 minutes thinking about solutions.”

Albert Einstein





WHY DOES IT MATTER?

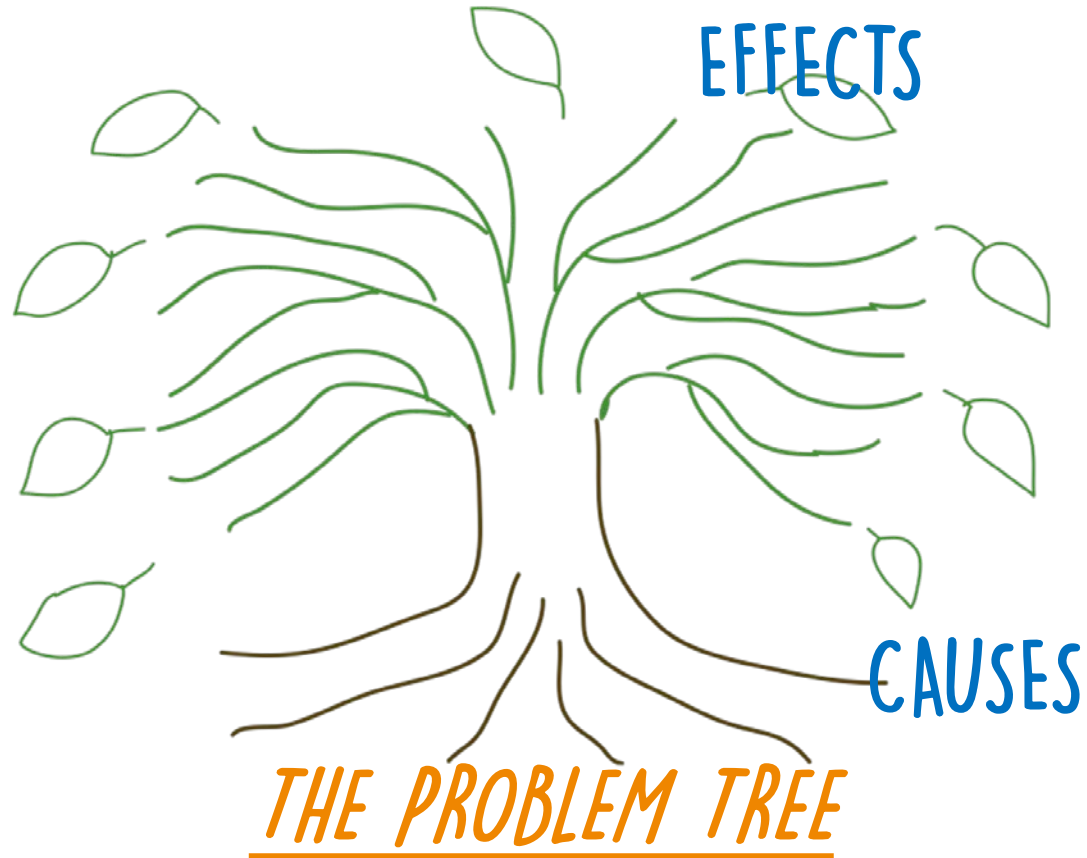
- SOMETIMES GROWTH PATTERNS ARE READ AS THE PERFECT RESPONSE TO A PROBLEM ALREADY DEFINED...
- OFTEN, THIS IS A BROADLY STATED PROBLEM...DEFINED BY A PARTICULAR STAKEHOLDER/S
- AS NATURAL 'FIXERS' WE OFTEN JUMP TO SOLUTIONS TOO QUICKLY
- UNDER SCRUTINY, THE PROBLEM IS OFTEN REDEFINED – SOMETIMES MORE SPECIFIC, OTHER TIMES TRANSFORMED
- THE PROCESS OF DEFINING AND AGREEING THE PROBLEM FOSTERS OPENNESS, TRANSPARENCY AND A SHARED APPROACH... BUT BOOST CREATIVITY AND EXPAND THE VISION ABOUT SCALABILITY



TOOLS FOR PROBLEM DEFINITION


- RANKING
- DATA VISUALISATION
- MATURITY OF RELATIONS: RELATION LIFE CYCLE (START > DEVELOPMENT > MATURITY > DECLINE > CONSOLIDATION)
- MAPPING PROBLEMS
- SWOT ANALYSIS
- DO IT (ALTERNATIVE TO THE PROBLEM TREE): DEFINE THE PROBLEM, OPEN MIND AND APPLY CREATIVE TOOLS (DOTS, MINDMAPS); IDENTIFY THE BEST SOLUTION, TRANSFORM (HOW TO APPLY WHOM TO INVOLVE)
- MIND—MAPPING
- "BUT WHY?" FIND THE ROOT OF A PROBLEM
- FIELD ANALYSIS (SIMPLIFY NETWORKS)







STAKEHOLDERS – WHO ARE THEY ?



*"ANY INDIVIDUAL, GROUPS OF PEOPLE, INSTITUTIONS
OR FIRMS THAT MAY HAVE A SIGNIFICANT INTEREST
IN THE SUCCESS OR FAILURE OF A PROJECT / PLAN
(EITHER AS IMPLEMENTERS, FACILITATORS,
BENEFICIARIES OR ADVERSARIES) ARE DEFINED AS
'STAKEHOLDERS!' "*





CRITICAL FOR SUCCESS AND SUSTAINABILITY



STAKEHOLDERS ARE CRITICAL FOR SUCCESS AND SUSTAINABILITY

- IMPROVE CONTENT AND PLANNED RESULTS
- MOTIVATE ENGAGEMENT OF THOSE THAT WILL BE IMPACTED BY THE ACTIONS (AND CAN SUPPORT AND FUND ACTIONS)
- CROSS CHECK RELEVANCE AND NEED FOR THE ACTIONS
- CREATE CONSENSUS, SUPPORT AND BUILD RELATIONSHIPS AROUND PLANNED ACTIONS
- HIGHER CHANCE OF SUCCESSFUL RESULTS
- REDUCE RISKS



MAP AND KNOW YOUR STAKEHOLDERS



1. IDENTIFY

- *WHO ARE THEY ?*

2. ANALYSE

- *WHO IS IMPORTANT, WHO IS INTERESTED, WHO IS NOT ?*
- *WHO HAS POWER AND INFLUENCE ?*

3. ENGAGEMENT

- *WHAT DO DIFFERENT STAKEHOLDERS WANT ?*
- *HOW CAN YOU WORK TOWARDS DELIVERY OF RESULTS TOGETHER ?*



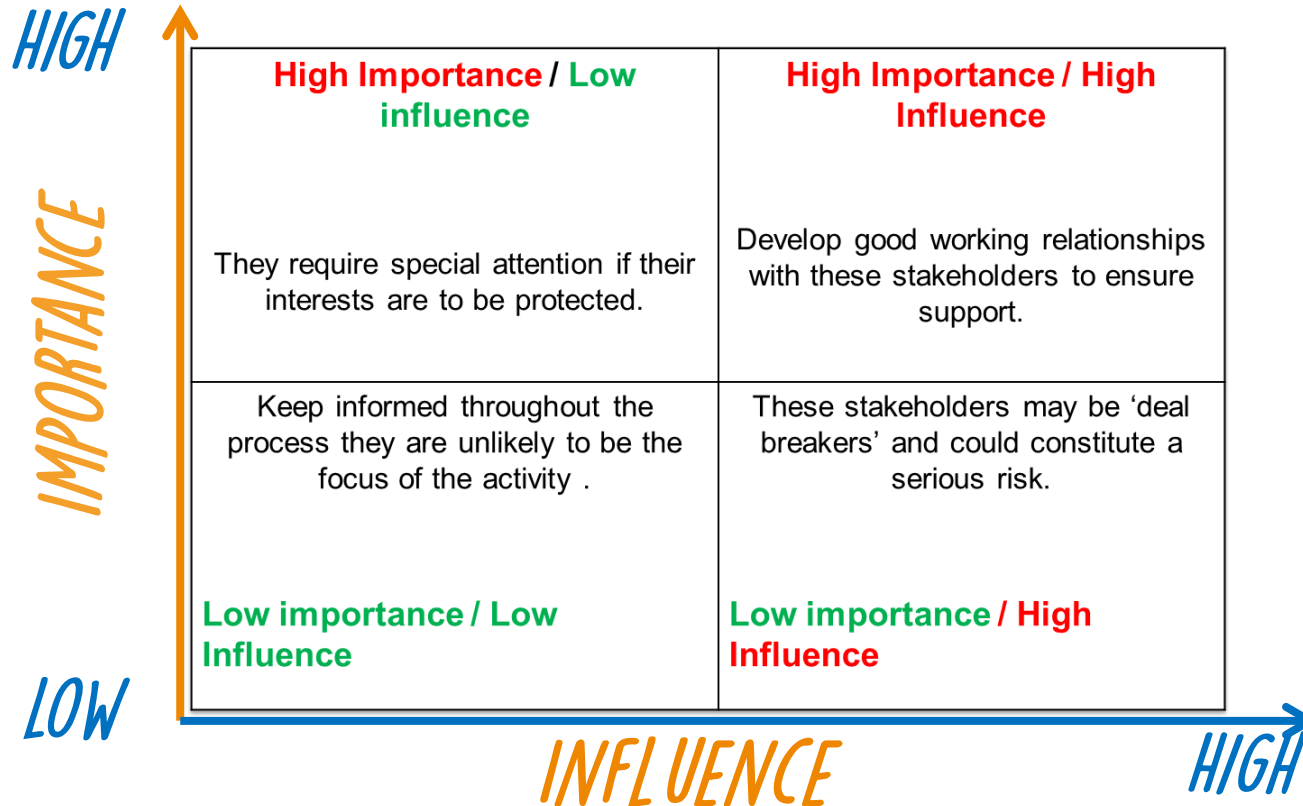


TOOLS FOR STAKEHOLDER MAPPING AND ANALYSIS

- Stakeholder analysis
- Stakeholder role play
- Importance/influence, stakeholder carpet
- Participation models (Arnstein ladder of participation):
<http://www.vcn.bc.ca/citizens-handbook/arnsteinsladder.html>
- Customer journey



ANALYSING AND PRIORITISING STAKEHOLDERS



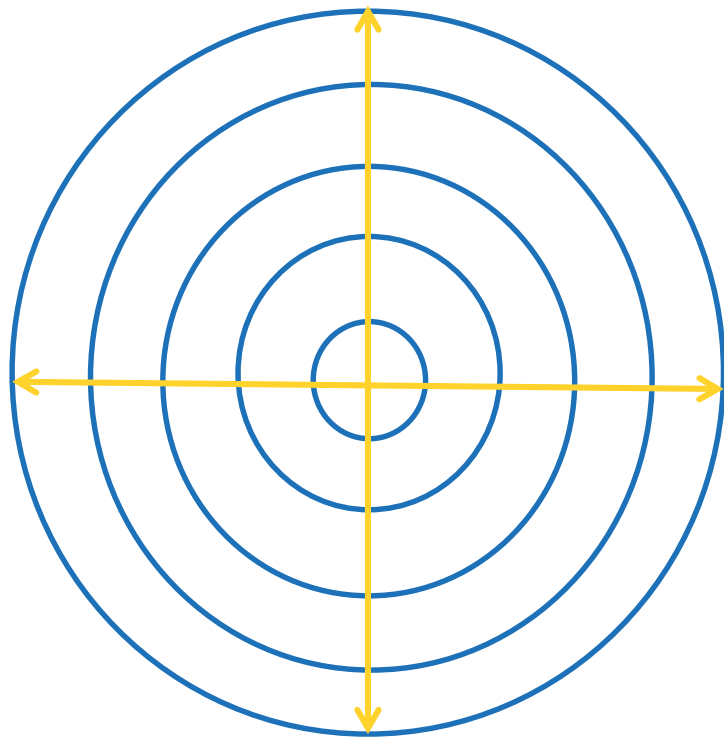


WORKING WITH STAKEHOLDERS

- BE CLEAR ABOUT WHAT YOU ARE SEEKING TO ACHIEVE
- FIND OUT WHAT MAKES KEY STAKEHOLDERS TICK
- UNDERSTAND YOUR IMPACT ON OTHERS
- LOOK FOR COMMON GROUND
- BE FLEXIBLE AND ADAPT YOUR APPROACH FOR DIFFERENT AUDIENCES



STAKEHOLDER ECOSYSTEM MAP



GENERATE ACTIONS



BRAINSTORMING



WHAT TOOLS AND PROCESSES HAVE YOU USED TO GENERATE ACTIONS?

SOME METHODS TO GENERATE ACTIONS

- NEGATIVE BRAINSTORMING
- EXPLORING WALKS
- LEGO
- STOP—START—CONTINUE
- BRAINSTORMING
- QUIETSTORMING
- DE BONO / SIX THINKING HATS
- IMPLEMENTATION LABS
- FUTURE/BACK—CASTING
- FORECASTING
- HACKATHON, HACKDAYS
- IDEA FACTORY > BOXES
- OPERA



DE BONO THINKING HATS

Facts



Feelings



Control



Creativity



Positive









Negative

Dr. de Bono's Six Thinking Hats

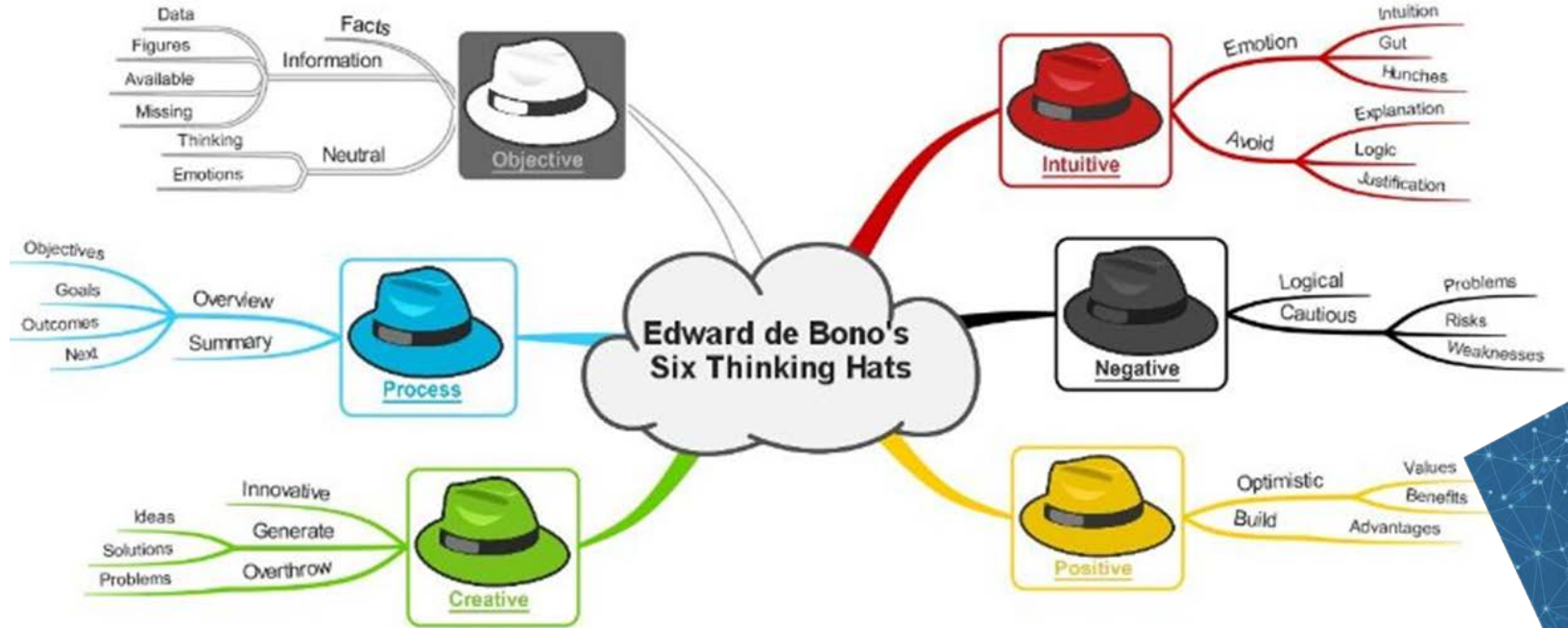


DE BONO THINKING HATS

COLOURED HAT	THINK OF	DETAILED DESCRIPTION
	<i>White paper</i>	The white hat is about data and information. It is used to record information that is currently available and to identify further information that may be needed.
	<i>Fire and warmth</i>	The red hat is associated with feelings, intuition, and emotion. The red hat allows people to put forward feelings without justification or prejudice.
	<i>Sunshine</i>	The yellow hat is for a positive view of things. It looks for benefits in a situation. This hat encourages a positive view even in people who are always critical.
	<i>A stern judge</i>	The black hat relates to caution. It is used for critical judgement. Sometimes it is easy to overuse the black hat.
	<i>Vegetation and rich growth</i>	The green hat is for creative thinking and generating new ideas. This is your creative thinking cap.
	<i>The sky and overview</i>	The blue hat is about process control. It is used for thinking about thinking. The blue hat asks for summaries, conclusions and decisions.



DE BONO THINKING HATS



DE BONO THINKING HATS

WHITE HAT:

WITH THIS THINKING HAT, YOU GATHER ALL OF THE INFORMATION THAT YOU POSSIBLY CAN ABOUT YOUR SUBJECT MATTER.

LOOK AT THE INFORMATION YOU HAVE, AND SEE WHAT YOU CAN LEARN FROM IT.

LOOK FOR GAPS IN YOUR KNOWLEDGE, AND EITHER TRY TO FILL THEM OR TAKE ACCOUNT OF THEM.

WHITE HAT THINKING— FACTS

- INFORMATION AND DATA
- NEUTRAL AND OBJECTIVE
- WHAT DO I KNOW?
- WHAT DO I NEED TO FIND OUT?
- HOW WILL I GET THE INFORMATION I NEED?

TO BEGIN THE EXERCISE, GATHER ALL OF THE INFORMATION SURROUNDING YOUR PROBLEM AND FOCUS ON THE FACTS. STUDY THE DATA THAT IS AVAILABLE AND SEE WHAT YOU CAN LEARN FROM IT. DO YOU NEED ANY ADDITIONAL INFORMATION? IF SO, ATTEMPT TO FIND IT OR TAKE ACCOUNT OF IT. IT'S IMPORTANT TO REMAIN NEUTRAL AND OBJECTIVE DURING THIS STAGE.

DE BONO THINKING HATS

RED HAT:

WEARING THE RED HAT, YOU LOOK AT THE DECISION USING INTUITION, GUT REACTION, AND EMOTION.

ASK: "WHAT DO I FEEL I SHOULD DO?"; "WHAT ARE MY EMOTIONS TELLING ME TO DO?"; AND "WHAT DOES MY INTUITION SAY ABOUT THIS?" YOU CAN ALSO ASK YOURSELF WHAT THE EMOTIONAL REACTION OF OTHERS WILL BE IF YOU MAKE THE CHOICE THAT YOU'RE CONTEMPLATING.

RED HAT THINKING — FEELINGS

INTUITION, HUNCHES, GUT INSTINCT
MY FEELINGS RIGHT NOW.
FEELINGS CAN CHANGE.
NO REASONS ARE GIVEN.

GOOD IDEAS CAN STEM FROM GUT INSTINCTS, SO FOR THE NEXT STAGE LOOK AT YOUR PROBLEM USING FEELINGS AND INTUITION. DON'T WORRY ABOUT JUSTIFYING THE WAY YOU FEEL TOWARDS THE PROBLEM, JUST BE AWARE OF YOUR IMMEDIATE PERSONAL HUNCHES, AS WELL AS HOW OTHERS WILL REACT TO THEM.

DE BONO THINKING HATS

BLACK HAT:

LOOK AT THINGS PESSIMISTICALLY, THINKING OF EVERYTHING THAT COULD GO WRONG.

TRY TO SEE WHY IDEAS AND APPROACHES MIGHT NOT WORK. THIS HIGHLIGHTS WEAKNESSES IN POSSIBLE COURSES OF ACTION THAT NEED TO BE ADDRESSED. IT ALLOWS YOU TO ELIMINATE THEM, ALTER YOUR APPROACH, OR PREPARE CONTINGENCY PLANS IN CASE PROBLEMS SHOULD ARISE.

BLACK HAT THINKING – CAUTIONS

DIFFICULTIES, WEAKNESSES, DANGERS
LOGICAL REASONS ARE GIVEN.

SPOTTING THE RISKS

FOR THIS STAGE, LOOK AT THE NEGATIVE ASPECTS OF A POTENTIAL SOLUTION. THINK ABOUT WHY IT MIGHT NOT WORK, AND POINT OUT ANY POSSIBLE PROBLEMS. HIGHLIGHTING THE RISKS AND WEAKNESSES OF THE SOLUTION WILL HELP YOU DECIDE WHETHER TO SIMPLY AMEND IT OR DISREGARD IT, WHICH WILL LEAD TO A STRONGER SOLUTION FOR YOUR PROBLEM IN THE LONG RUN.



DE BONO THINKING HATS

YELLOW HAT:

WHEN WEARING THE YELLOW HAT YOU SHOULD THINK POSITIVELY.

IT IS THE OPTIMISTIC VIEWPOINT THAT HELPS YOU TO SEE ALL THE BENEFITS OF THE DECISION AND THE VALUE IN IT, AND SPOT THE OPPORTUNITIES THAT ARISE FROM IT.

YELLOW HAT THINKING— BENEFITS

POSITIVES, PLUS POINTS

LOGICAL REASONS ARE GIVEN.

WHY AN IDEA IS USEFUL

DURING THIS STAGE, THINK POSITIVELY AND FOCUS ON THE VALUES AND BENEFITS OF THE POSSIBLE SOLUTION. THINK ABOUT HOW YOU CAN BUILD ON ITS ADVANTAGES AND EXPLORE WHY IT WOULD WORK. ADDING A LITTLE OPTIMISM IS ESPECIALLY HELPFUL WHEN THINGS ARE LOOKING A BIT DISAPPOINTING.



DE BONO THINKING HATS

GREEN HAT:

THE GREEN HAT STANDS FOR CREATIVITY.

THIS IS WHERE YOU CAN DEVELOP CREATIVE SOLUTIONS TO THE PROBLEM YOU'RE FACING.

THERE'S A WHOLE RANGE OF CREATIVITY TOOLS YOU CAN USE WHILE YOU'RE WEARING THIS HAT.

GREEN HAT THINKING – CREATIVITY

IDEAS, ALTERNATIVE, POSSIBILITIES

PROVOCATION – "PO"

SOLUTIONS TO BLACK HAT PROBLEMS

THIS IS THE STAGE WHERE YOU SEEK FRESH, CREATIVE SOLUTIONS TO THE PROBLEM (AND MIND MAPPING REALLY COMES INTO ITS OWN). TAKE THE OUTPUT OF THE OTHER STAGES AND USE IT TO TRIGGER NEW POSSIBILITIES AND IDEAS; OVERTHROW BLACK HAT PROBLEMS AND BUILD ON THE BENEFICIAL ASPECTS RECOGNISED IN THE YELLOW HAT STAGE.



DE BONO THINKING HATS

BLUE HAT:

THE BLUE HAT STANDS FOR PROCESS CONTROL.

WHEN YOU'RE WEARING THIS HAT YOU MAKE SURE THAT YOU GAVE ADEQUATE TIME AND ATTENTION TO EACH OF THE THINKING STYLES REPRESENTED BY THE OTHER FIVE HATS. IN ADDITION, YOU SHOULD SUM UP EVERYTHING THAT YOU LEARNED WHILE WEARING THE OTHER HATS, AND COME TO A DECISION..

BLUE HAT THINKING— PROCESS

THINKING ABOUT THINKING
WHAT THINKING IS NEEDED?
ORGANIZING THE THINKING
PLANNING FOR ACTION

FOCUS ON THE THINKING PROCESS ITSELF DURING THIS STAGE. DETERMINE WHAT THINKING IS NEEDED TO PROGRESS; IF YOU'RE STRUGGLING TO GENERATE IDEAS, AIM YOUR ATTENTION TOWARDS GREEN HAT THINKING. IF A CONTINGENCY PLAN IS NEEDED, TARGET BLACK HAT THINKING. CREATE A SUMMARY TO ROUND THINGS OFF.



DE BONO THINKING HATS

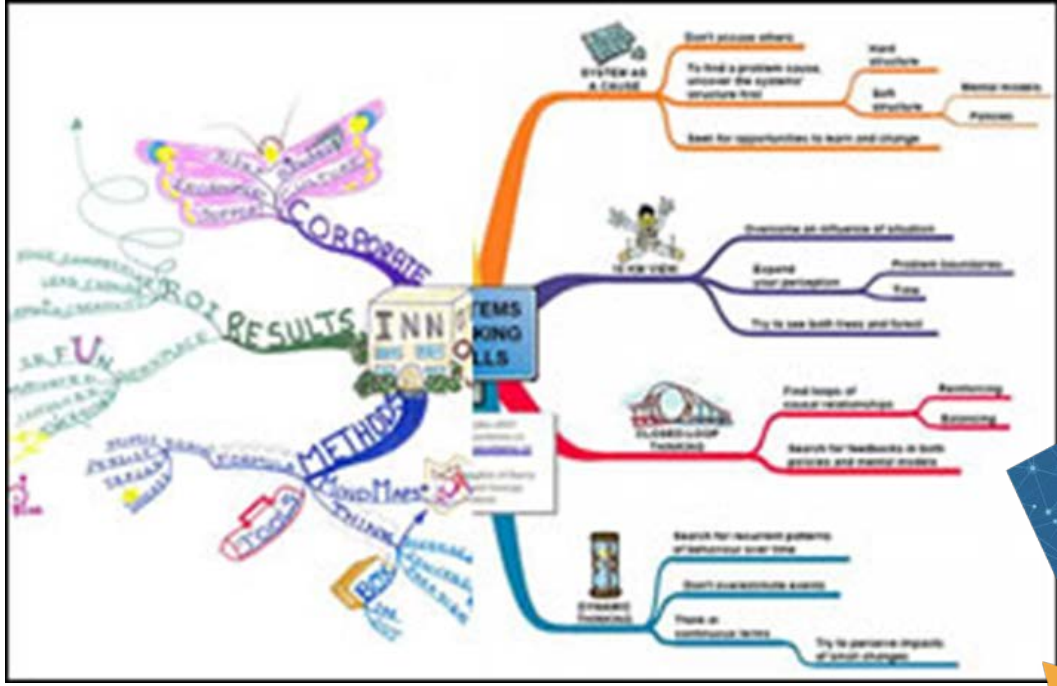
HINT: FOR BIGGER PROBLEMS, YOU MIGHT WANT TO CREATE A MIND MAP FOR EACH THINKING HAT

THE GREAT THING ABOUT THE SIX THINKING HATS TECHNIQUE IS THAT IT TRIGGERS YOUR MIND INTO ACTION, FORCING IT TO THINK DIFFERENTLY AND CONSIDER IDEAS OUTSIDE OF YOUR NORM. COMBINED WITH THE ASSOCIATIVE NATURE OF MIND MAPPING, YOU'LL HAVE AN ABUNDANCE OF INFORMATION TO BUILD ON FOR THE BEST POSSIBLE SOLUTION FOR YOUR PROBLEM.



MINDMAPPING FREE SOFTWARE

- FREEMIND
- BUBBLE.US
- MIND42
- WISEMAPPING
- XMIND



START – STOP – CONTINUE

START	STOP	CONTINUE
<ul style="list-style-type: none">•••••	<ul style="list-style-type: none">•••••	<ul style="list-style-type: none">•••••



START – STOP – CONTINUE

Start

“What should we start doing?”

List ideas/items that:

- *The group is not doing, but think they should be*
- *New ideas that have come up or not been considered before*
- *Ideas to address new situations or factors that may not have existed at the beginning of a project or task*

Stop

What should we stop doing?”

List ideas/items that:

- *Are not working for the team*
- *Are not having the desired outcome*
- *May have proved to be impractical*
- *The team just plain dislikes*

Continue

What should we continue doing?

List ideas/items that:

- *Are working well and the team wants to keep*
- *The team likes and thinks are successful*
- *May be pieces of processes that the team wants to “stop” – keeps team from “throwing the baby out with the bath water”*

IDEA GENERATION



USEFUL RESOURCES



- COMMUNITY TOOLBOX [HTTP://CTB.KU.EDU/EN](http://ctb.ku.edu/en)
- DAVE GRAY – SUNNI BROWN – JAMES MACAFUNO: GAMESTORMING – A PLAYBOOK FOR INNOVATORS, RULEBREAKERS, AND CHANGEMAKERS
- SYSTEMIC TOOLBOOK–
- MINDTOOLS– [WWW.MINDTOOLS.COM](http://www.mindtools.com)
- NESTA TOOLKIT [HTTP://DIYTOOLKIT.ORG/](http://diytoolkit.org/)



OPERA





OPERA



SETTING UP THE TOPIC TO DISCUSS



BEFORE THE PROCESS STARTS, THE FACILITATOR WILL SET UP THE TOPIC FOR THE MEETING. FACILITATOR GIVES A SHORT TITLE THE MEETING IN FORM OF AN OPEN QUESTION

I.E. **WHAT ACTIONS WILL ENABLE YOUR ULG TO ACHIEVE YOUR SPECIFIC OBJECTIVE?**

A MORE DETAILED DESCRIPTION OF THE QUESTION CAN ALSO BE WRITTEN BEFORE STARTING OF THE PROCESS.

THERE MAY ALSO BE HERE FOR A DESIRED RESULT (E.G. INCREASED RATE OF PEOPLE ATTENDING COMMUNITY EVENTS",...).

THE TOPIC WILL BE VISIBLE TO ALL PARTICIPANTS AT ALL TIMES..



OWN THINKING



5 MINUTES

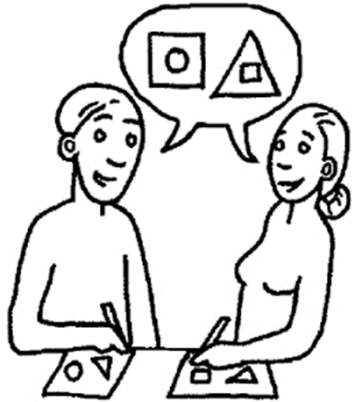
(EVERYONE
THINKS OF 2
OR 3 ACTIONS)

THE OPERA PROCESS STARTS WITH AN **INDIVIDUAL THINKING PHASE**, "0". WHEN A GROUP IS GIVEN A QUESTION TO ANSWER, ROUGHLY HALF OF US FEEL MORE COMFORTABLE TO THINK THROUGH OUR THOUGHTS SILENTLY IN OUR MINDS, WHILE THE REST FEEL THE IMMEDIATE URGE TO DISCUSS OUR OWN SUGGESTIONS WITH OTHERS.

IN A TRADITIONAL MEETING (FACE TO FACE OR VIRTUAL), THE "GENERAL" DISCUSSION IS OFTEN DOMINATED BY THE 2–3 MOST EXTRAVERTED, EASILY LEAVING THE REST OUTSIDE OF THE DISCUSSION.

HERE, **EVERYBODY IS ALLOWED TO PRODUCE AND WRITE DOWN THEIR SUGGESTIONS FOR FURTHER DISCUSSIONS. THIS WILL PARTICIPATE THE INTROVERTED AS WELL, AND "FORCE" THE EXTRAVERTED TO CRYSTALLIZE THEIR (SOMETIMES RAMBLING) THOUGHTS.**

PAIR DISCUSSION



10 MINUTES

(EVERYONE SHARES THEIR REFLECTIONS WITH 1 OR 2 OTHER PEOPLE AND AGREES TO 2 ACTIONS AND WRITES THEM ON LARGE POST-ITS)

IN PAIR DISCUSSION, "P" PHASE, PAIRS (3 PEOPLE) DISCUSS AND SELECT THEIR FAVORITE SUGGESTIONS TO GO FORWARD IN THE MEETING AS THEIR COMMON SUGGESTIONS.

WHEN INDIVIDUAL THOUGHTS ARE SHARED WITH AND EXPLAINED TO A PAIR, MANY POSITIVE THINGS HAPPEN: PEOPLE TEND TO BE MORE COMFORTABLE TO SHARE THEIR THOUGHTS WITH ONE PERSON RATHER THAN IN FRONT OF A GROUP; WHEN SUGGESTIONS ARE SHARED AND DISCUSSED, MANY VIEWPOINTS ARE DISCUSSED; PEOPLE START TO PRIORITIZE THEIR IDEAS FRUITFULLY; "MY IDEAS" START TO BECOME "OUR IDEAS"; MANY PEOPLE PROCESS THE TOPIC SIMULTANEOUSLY INSTEAD OF TRADITIONAL MEETING'S "ONE TALKS, 10 LISTENS" ROUTINE.

EXPLAINING AND RANKING



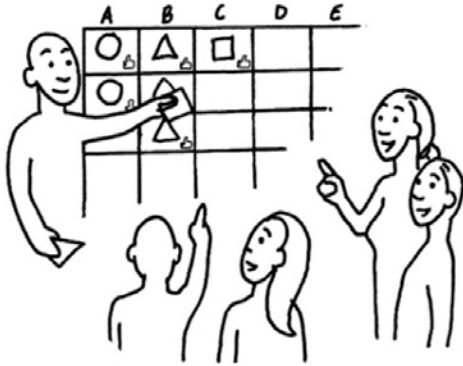
15 MINUTES

(EACH PAIR EXPLAINS THEIR ACTIONS TO THE REST OF THE GROUP AND STICKS THEIR POST IT ON THE OPERA BOARD)

IN EXPLAINING AND RANKING ("E/R") PHASE, ALL SUGGESTIONS PREPARED BY THE PAIRS ARE NOW VISIBLE TO ALL, AND ARE BEING EXPLAINED TO AND STUDIED BY THE REST OF THE GROUP. THEN, THE GROUP WILL TAKE A VOTE OF MAINLY THE SUGGESTIONS OF OTHERS, WHICH THEY FEEL ARE THE BEST.

IN THIS PHASE, THERE ARE SOME KEY BENEFITS: POSITIVE SELECTION INSTEAD OF CRITIQUE AND PIN-POINTING THE FAULTS OF "BAD" IDEAS WILL BUILD THE FOUNDATION OF COMMONLY ACCEPTED SOLUTION INSTEAD OF CREATING A (OFTEN PERSONALLY POLARIZED) ARGUMENT; PEOPLE WILL SEE MANY SIMILARITIES IN THE SUGGESTIONS OF OTHERS ENHANCING THE COMMON COMMITMENT.

ARRANGING AND ACTIONS



5 MINUTES

REMINDER: THINK ABOUT INTEGRATION WITH OTHER POLICY THEMES: WIN-WINS, UNINTENDED CONSEQUENCES, HOW TO LINK UP ALL THE CHALLENGES

IN ARRANGING AND ACTIONS ("A") PHASE, ALL SUGGESTIONS ARE RANKED ACCORDING THEIR TOTAL VOTES.

ZERO-VOTES ARE REMOVED FROM THE FURTHER DISCUSSION, AND THE FOCUS OF THE FOLLOWING DISCUSSION WILL BE THE ON THE COMMONLY SUPPORTED SUGGESTIONS.

HERE, SUGGESTIONS SIMILAR TO EACH OTHER ARE COLLECTED AS SEPARATE GROUPS. THESE GROUPS NATURALLY FORM TOPICS FOR CLEAR ACTION POINTS.

THE PARTICIPANTS FIND EASY TO TAKE RESPONSIBILITY OF THESE ACTION POINTS .

GAMIFY





WHAT IS A GAME

- HAS GOAL(S) = OBJECTIVE(S)
- HAS RULE(S) = LIMITATION(S)
- HAS BALANCE OF STRUCTURE AND EXPLORATION
- NEEDS ATTITUDE = FOLLOWING RULE(S)

- VOLUNTARILY OVERCOMING UNNECESSARY OBSTACLES














HOW TO GAMIFY ... SIMPLE INTRO

- THINKING LIKE A GAME DESIGNER
 - YOU'RE NOT A GAME DESIGNER
 - YOU'RE NOT A GAMER
- KNOW THE PLAYERS, GET THE PLAYERS PLAYING AND KEEP THEM PLAYING
 - YOUR PARTICIPANTS ARE YOUR PLAYERS
 - ENGAGE YOUR PLAYERS



USE A GAMIFICATION CANVAS

GAMIFICATION MODEL CANVAS					Design for:	On:
Project name:					Design by:	Iteration:
PLATFORMS 	MECHANICS 	DYNAMICS 	AESTHETICS 	PLAYERS 		
	COMPONENTS 		BEHAVIORS 			
COSTS 			REVENUES 			



USE A GAMIFICATION FRAMEWORK

Andrzej's Gamification Framework

- ☞ I know **WHAT** I am going to Gamify
- ☞ I know **WHY** I am gamifying it
- ☞ I know **WHO** will be involved
- ☞ I know **HOW** I am gamifying it
- ☞ I have **ANALYTICS** set up
- ☞ I have **TESTED** with users
- ☞ I have **ACTED** on feedback
- ☞ I have **RELEASED** the solution

Remember

- ☞ Think like a games designer
- ☞ Try to make it voluntary
- ☞ Plan for **CHEATERS**
- ☞ **INTRINSIC** > extrinsic
- ☞ Don't be **EVIL**
- ☞ Remember the **FUN**
- ☞ Be **SOCIAL**

"Lots of things have the bells and whistles, but not the heart of a game"

Jane McGonigal

© Andrzej Marczewski 2012



ENGAGE WITH FUN

"IN EVERY JOB THAT MUST BE DONE, THERE IS AN ELEMENT OF FUN. YOU FIND THE FUN AND SNAP! THE JOB'S A GAME."

MARY POPPINS





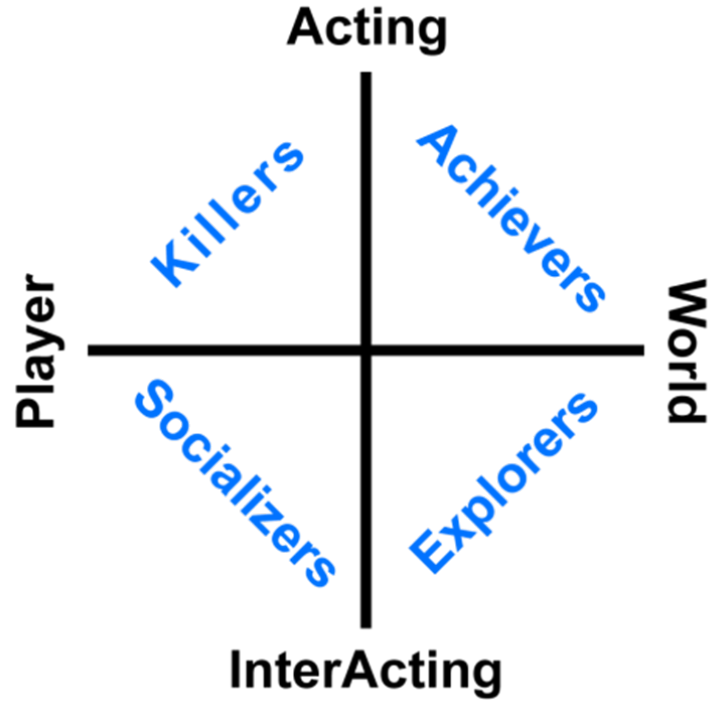
PROF. KEVIN WERBACH : A DESIGN FRAMEWORK

- 1. DEFINE BUSINESS OBJECTIVES
- 2. DELINEATE TARGET BEHAVIORS

- 3. DESCRIBE YOUR PLAYERS
- 4. DEVISE ACTIVITY LOOPS
- 5. DON'T FORGET THE FUN!
- 6. DEPLOY THE APPROPRIATE TOOLS



PLAYER/USER TYPES



TYPE : EXPLORER

Explorers

Love to “figure out” games

Fun comes from discovery

Collectors of knowledge
and little-known facts

Enjoy teaching others



<http://www.flickr.com/photos/43132185@N00/>



TYPE : ACHEIVERS



Achievers

Seek to improve power and status

Fun comes from points and leveling up.

Point of playing is to master the game

Enjoy recognition of their achievements

TYPE : SOCIALIZERS

Socializers

Enjoy meaningful social interaction with other players

Point of playing is to make friends

Game is simply a backdrop

Enjoy recognition of their followers, contacts, influence



TYPE : KILLERS

Killers

Also known as “griefers”

Achievement comes from another person’s loss

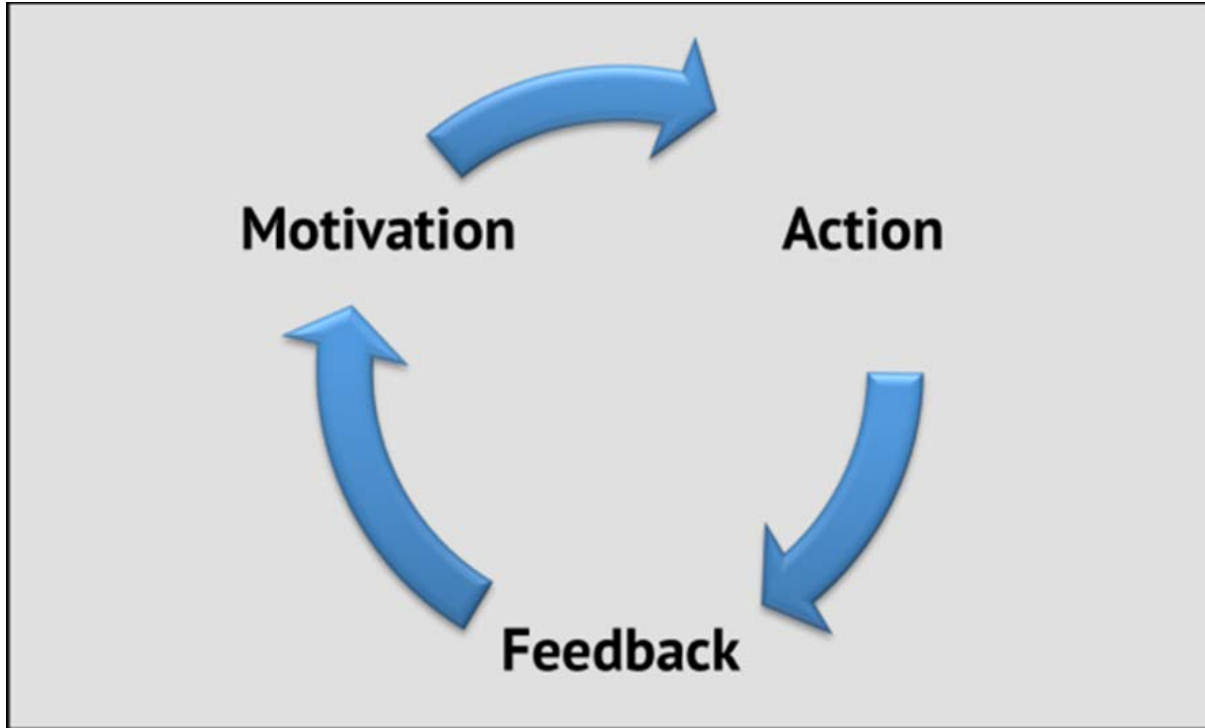
Value knowledge for its applications

Prize reputation and recognition

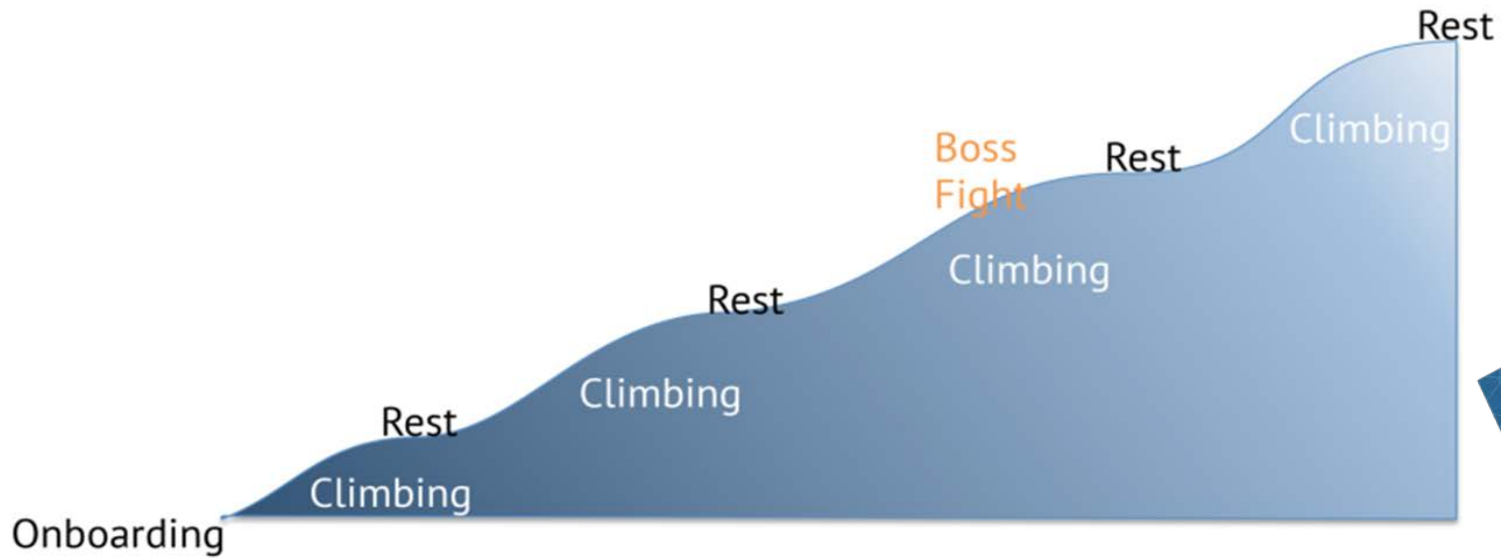


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ACTIVITY LOOP : ENGAGEMENT LOOP



ACTIVITY LOOP : PROGRESSION LOOP



FUN

- WINNING
 - PROBLEM-SOLVING
 - EXPLORING
 - CHILLING
 - TEAMWORK
 - RECOGNITION
 - TRIUMPHING
 - COLLECTING
 - SURPRISE
 - IMAGINATION
 - SHARING
- ROLE PLAYING
 - CUSTOMIZATION
 - GOOFING OFF

GAMIFICATION:



SHOULD YOU GAMIFY?



WIN THE GAMIFICATION IN 4 LEVELS

- KNOW YOUR USER
- IDENTIFY YOUR MISSION
- APPLY GAME MECHANICS
- 3M
 - MANAGE
 - MONITOR
 - MEASURE
- REMEMBER : GAMIFICATION IS DATA DRIVEN





WIN THE GAMIFICATION MAKE NO MISTAKE

- MISTAKE 1: FOCUS ON COMPETITION
- MISTAKE 2: NO CLEAR GAMIFICATION GOALS
- MISTAKE 3: TOO MANY REWARDS
- MISTAKE 4: NO MOTIVATION
- MISTAKE 5: MISUSING POINTS AND BADGES
- MISTAKE 6: SHORT-TERM THINKING
 - DO : CHOOSE A BEHAVIOR BUILT FOR LONG TERM
 - DO : USE VARIABLE INTERVAL REWARDS (OPERANT CONDITIONING)
 - DO : ADD NEW ELEMENTS OVER TIME





GAMIFICATION ACADEMY
DAY 4

GERMANA DI FALCO