

# The untapped Power of social Games

St.Gallen, 15. February 2022

Edu Hub Days

# Who is Who?



Samuel Heer  
Teaching Innovation Lab



University of St.Gallen



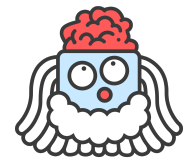
Yves Erne  
Partner of Zense

ZENSE

Reframing Complexity



Ralph Forsbach  
Co-Founder of Brian



**Brian**



# Agenda

- |   |                      |
|---|----------------------|
| <b>1. Welcome .....</b>                                   | <b>13:30 – 13:35</b> |
| <b>2. Brief Introduction to Gamification .....</b>        | <b>13:35 – 13:50</b> |
| <b>3. Hands on! Design Sprint .....</b>                   | <b>13:50 – 14:40</b> |
| Setting the Scene   | (10 min)             |
| Get hooked!   | (5 min)              |
| Design your Game  | (20 min)             |
| Present & Challenge the Game                              | (15 min)             |
| <b>4. Brian as an Example of a Game in Teaching .....</b> | <b>14:40 – 14:55</b> |
| <b>5. Q&amp;A .....</b>                                   | <b>14:55 – 15:00</b> |

# 2. Brief Introduction to Gamification

Yves Erne – Zense

13:35 – 13:50



# 3. Hands on! Design Sprint

Ralph Forsbach – Brian

**13:50 – 14:40**

Setting the Scene

Get hooked!

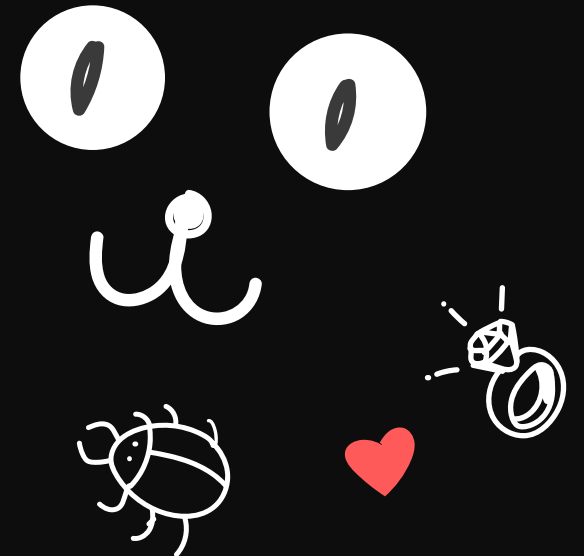
Design your Game

Challenge & Redesign the Game



# Setting the Scene

Find the purpose of your game.



**13:50 – 14:00**

**10 Minutes**



Brian

# Setting the Scene

Narrowing down **the purpose of the game** helps you create a meaningful game.

Every game fulfills one or multiple specific purposes.

Playing itself is most of the time not the underlying objective.

For example:

- coping for life stressors
- increasing self-esteem by personal growth
- learning something you couldn't do before
- interacting socially
- ...





# Setting the Scene

Find the purpose of your game!

## Task

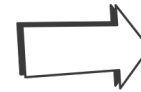
Find **THE purpose** = **THE learning goal** for your game.

And **WHO** is the **target user group**?

For example:

- University students should study more together.
- Kids should have more fun reading.

**8 Minutes to go!**



Please use the Miro Board

## Group 1

Setting the Scene

### Task

Find **THE purpose** = **THE learning goal** for your game.  
And **WHO** is the **target user group**?

For example:  
• University students should study more together.  
• Kids should have more fun reading.

**8 Minutes to go!**

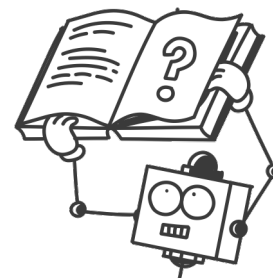
**The Purpose of the Game**  
*What should be learned?*



**Target User Group**  
*Who should learn?*



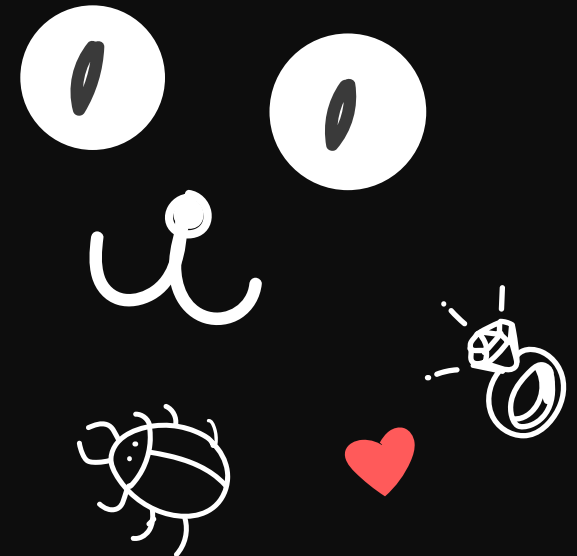
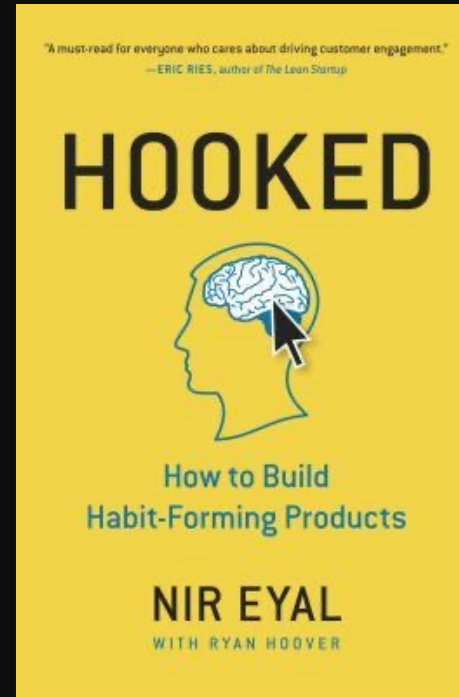
*please write it down here*





# Get hooked!

How to build habit-forming products



14:00 – 14:05

5 Minutes





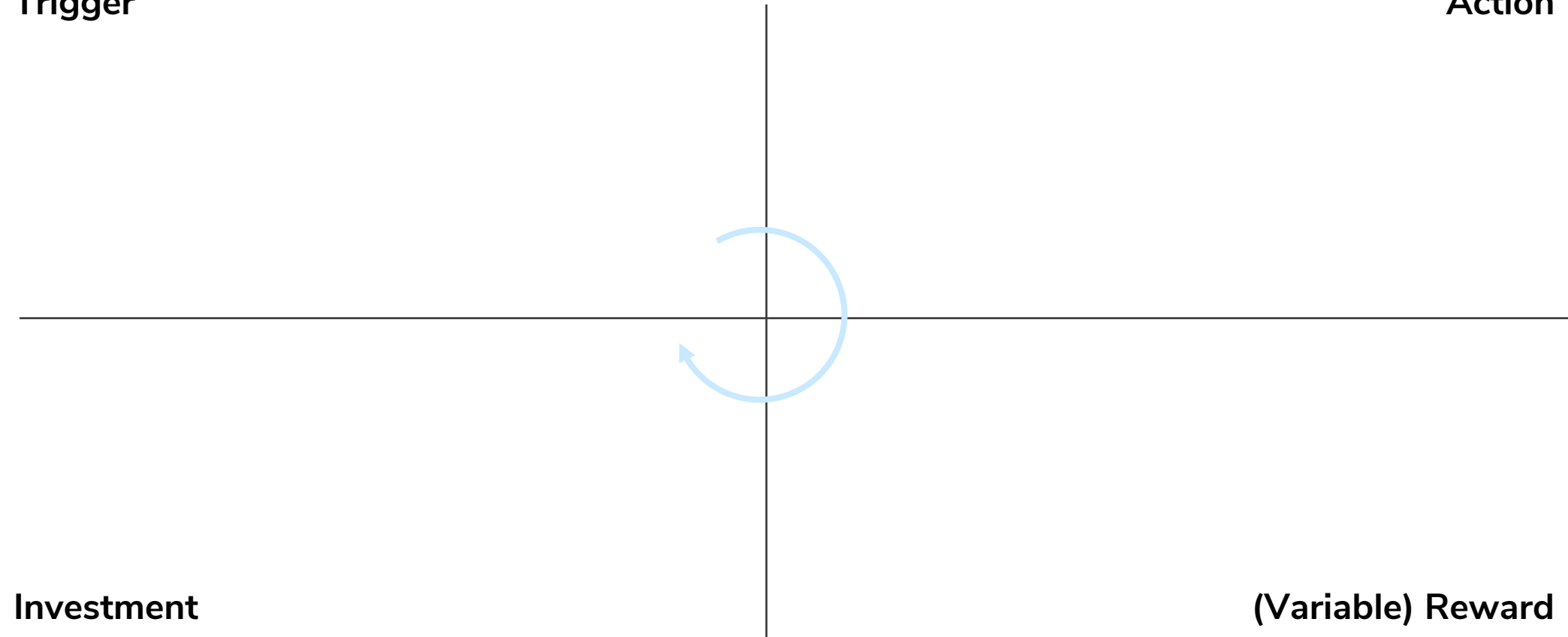
**Brian**

# Get hooked!

How to build habit-forming products?

**Trigger**

**Action**



**Investment**

**(Variable) Reward**





Brian

# Get hooked!

How to build habit-forming products?

## Trigger

External – *prompting the user to action*



Internal – *manifest automatically in the mind.*

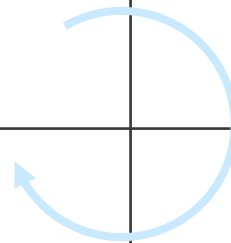
– *often emotions such as*

- *boredom*
- *fear*
- *loneliness*
- *...*

Action

Investment

(Variable) Reward





Brian



Action

# Get hooked!

How to build habit-forming products?

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- *loneliness*
- ...

“The Behavior Done in Anticipation of a Reward”

**B**ehavior

=

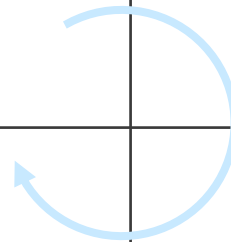
**M**otivation

**A**bility

**T**rigger

Investment

(Variable) Reward





Brian

# Get hooked!

How to build habit-forming products?

Trigger

External – *prompting the user to action*

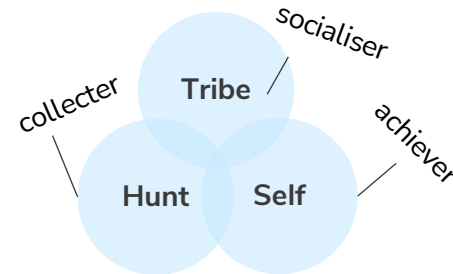
- Internal – *manifest automatically in the mind.*  
 – *often emotions such as*
- *boredom*
  - *fear*
  - *loneliness*
  - ...

Action

“The Behavior Done in Anticipation of a Reward”

**B**ehavior  
=  
**M**otivation  
**A**bility  
**T**rigger

Leverage pleasure with ongoing novelty.



(Variable) Reward



Investment





Brian

# Get hooked!

How to build habit-forming products?

## Trigger

External – *prompting the user to action*

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## Action

“The Behavior Done in Anticipation of a Reward”

**B**ehavior  
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**T**rigger

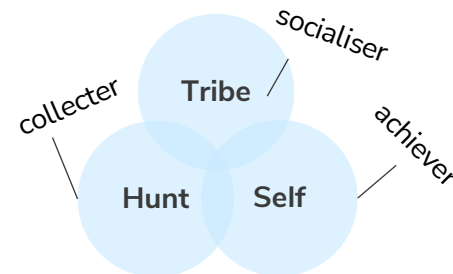


The user adds value and invests in anticipation of longer-term rewards.

Even small investments of time and energy forge strong bonds. E.g. Profile LinkedIn.

## Investment

Leverage pleasure with ongoing novelty.



(Variable) Reward

# Tik Tok!

The design of the social media app Tik Tok.



## Trigger

- External – Friends are sharing experiences
- Internal – Fame: People want show their skills and feel recognized for them.
- Boredom: People want to be entertained.

## Action

What some of them compulsively do to become Famous?

To create Videos.  
And engage with other Users through the platform.

## How do TikTok Users Invest their Time?

- They become better at editing Videos.
- They develop New Challenges.
- They Explore New Trends.

## Investment

## What awards does TikTok give to its users?

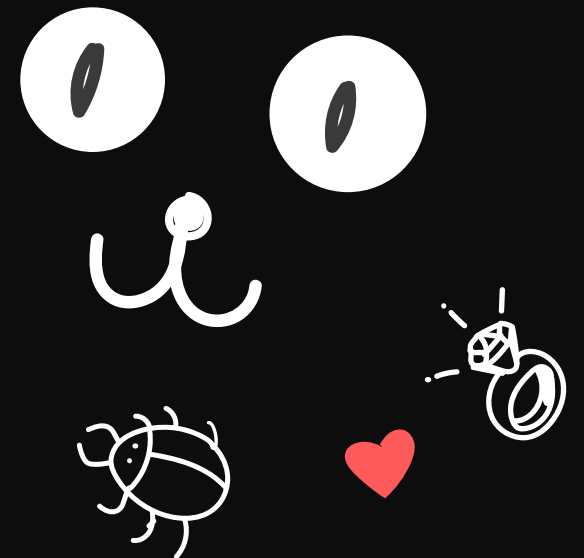
- Likes.
- Followers.
- Interactions.
- Recognition (a combination of these factors).
- etc.

## (Variable) Reward



# Design your Game

Use the hook model to bring the goal of your game to life.



**14:05 – 14:25**

**20 Minutes**

# Design your Game

Use the hook model to bring the goal of your game to life.

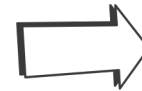
## Task

It is time to design your game. Please refer to your use case and the purpose of your game from the last exercise. Try to design the mechanism of the game by completing the entire hook circle.

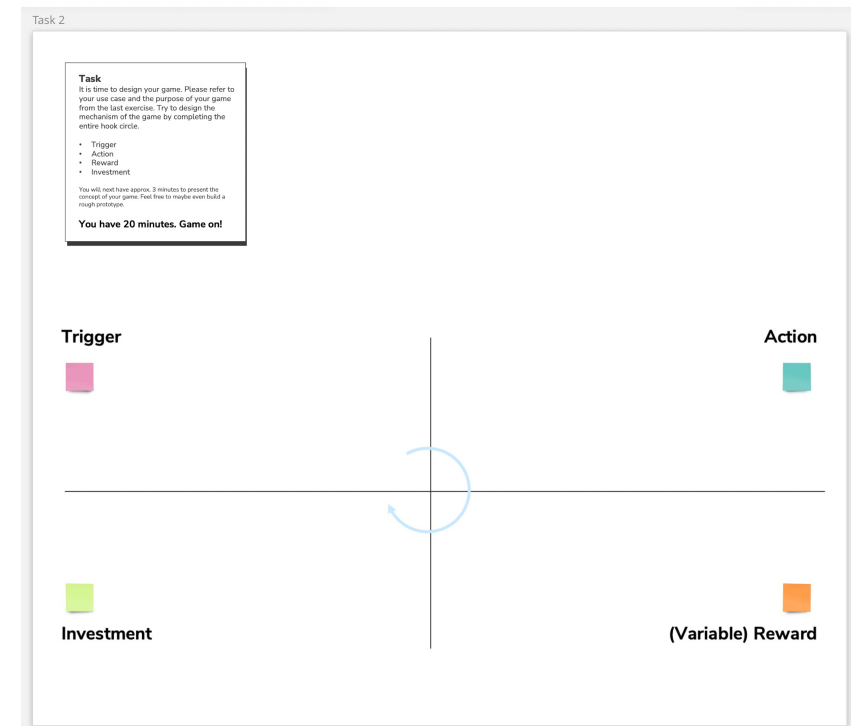
- Trigger
- Action
- Reward
- Investment

You will next have approx. 3 minutes to present the concept of your game. Feel free to maybe even build a rough prototype.

**You have 20 minutes. Game on!**



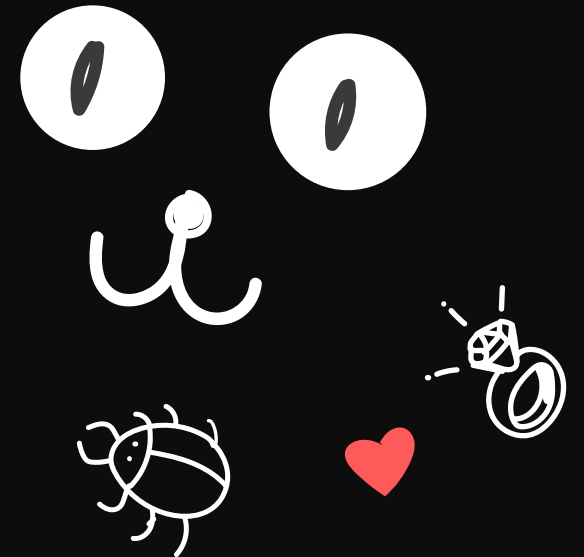
## Please use the Miro Board





# Present & Challenge the Game

Learning from each other is key when building games.



**14:25 – 14:40**

**15 Minutes**





Brian

# Present & Challenge the Game

Present the game and learn from the feedback of your peers!

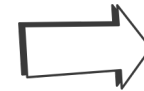
## Task

It's time to unveil your games and encourage all participants to immerse themselves in your emerging world.

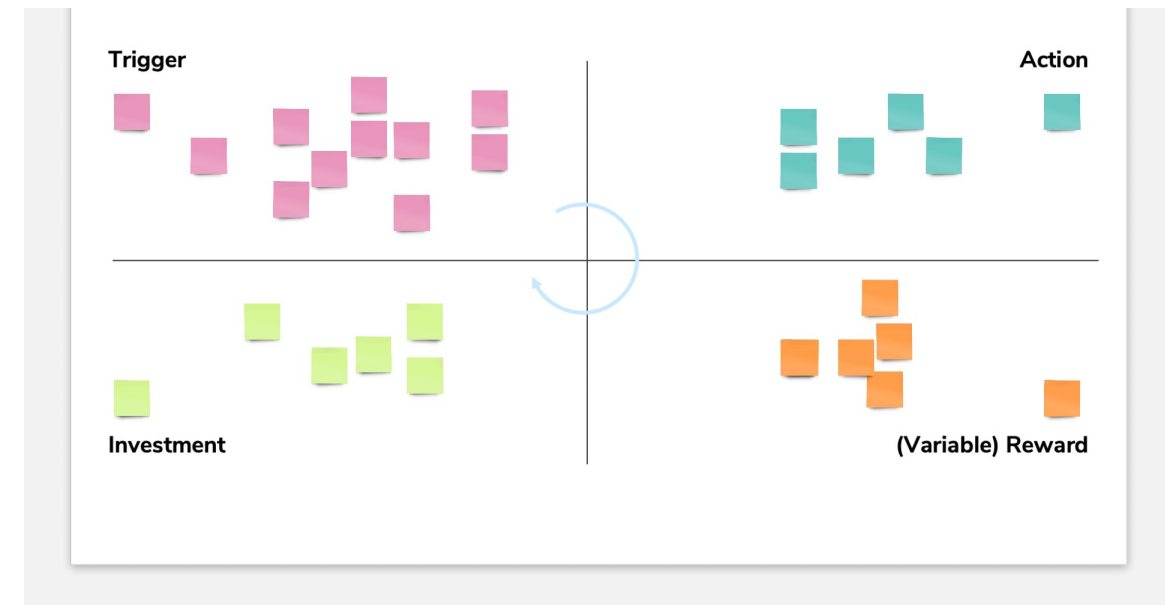
- How are users invited to play?
- Is the game easy enough, but not too boring?
- Are the rewards appealing for the target group?
- Is the investment worth it?

**3 minutes of presenting**  
**4 minutes of feedback**  
**= 7 minutes each group**

**Have fun!**



**Please refer to the Miro board of the other groups**



# 4. Brian as an Example of a Game in Teaching

Samuel & Ralph – Brian

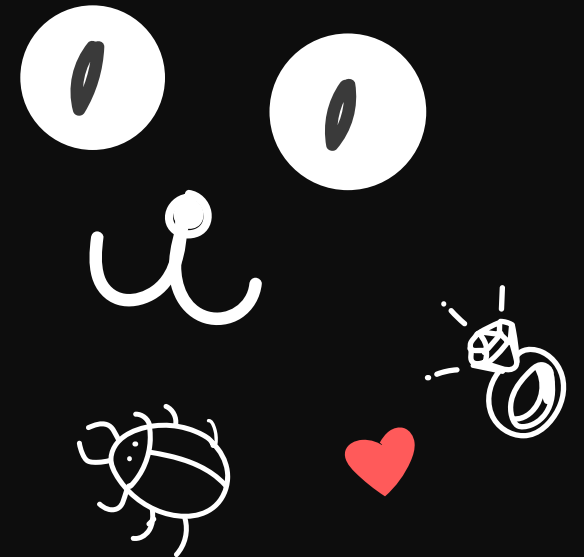
14:40 – 14:55





# Brian

The social learning platform for students and teachers.





Brian

# What is Brian?

It's a learning application allowing its professors and students to study with the ease of a social, competitive, digital game.

A software that allows its students to ...

- ... leverage **social learning benefits**
- ... optimize everyone's **learning outcome and teaching performance**
- ... stay **engaged**

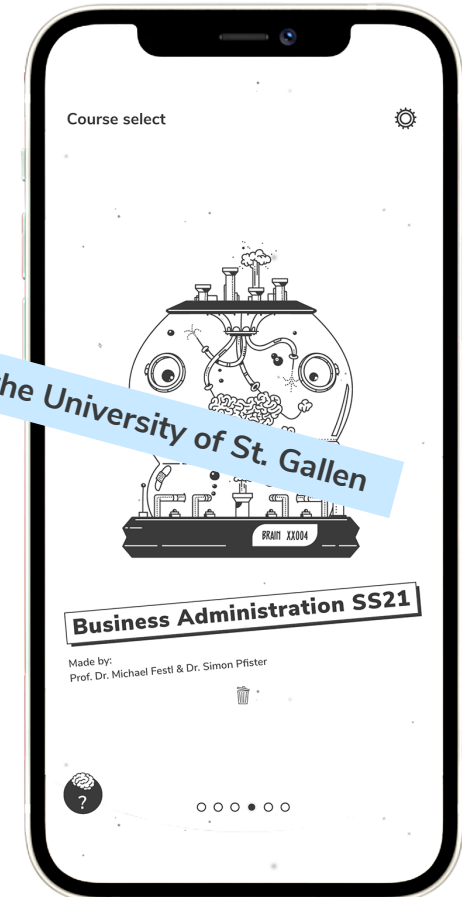


**Brian is a social, data-driven, and engaging learning environment to perfect studying.**



University of St. Gallen

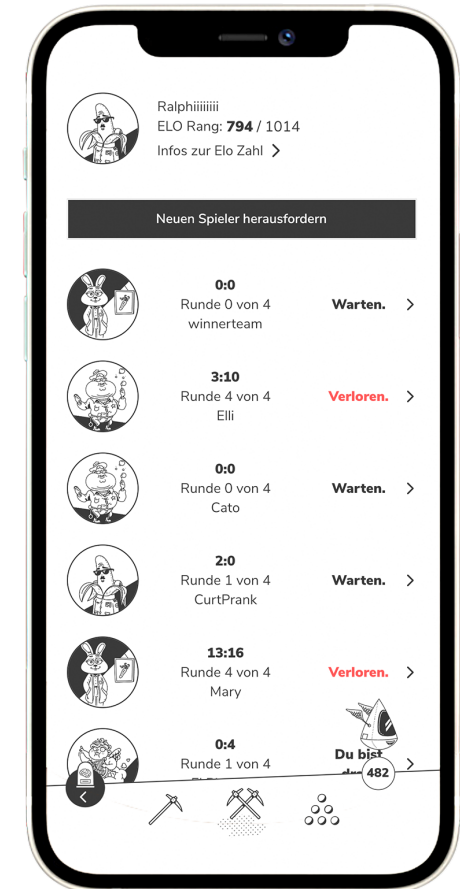
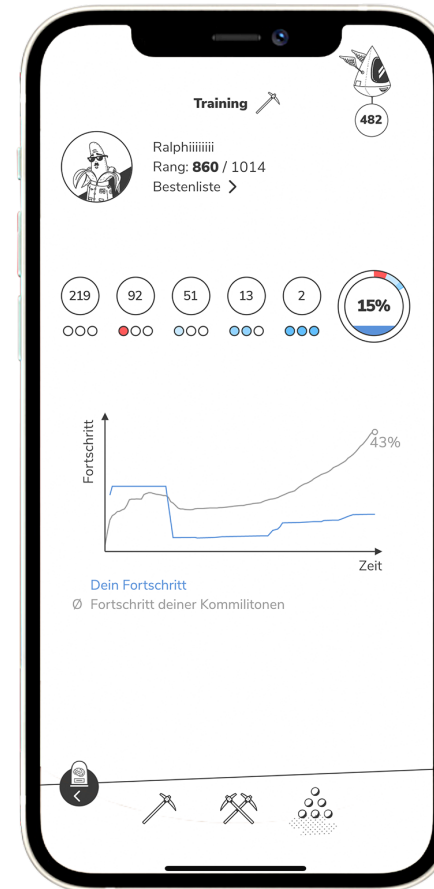
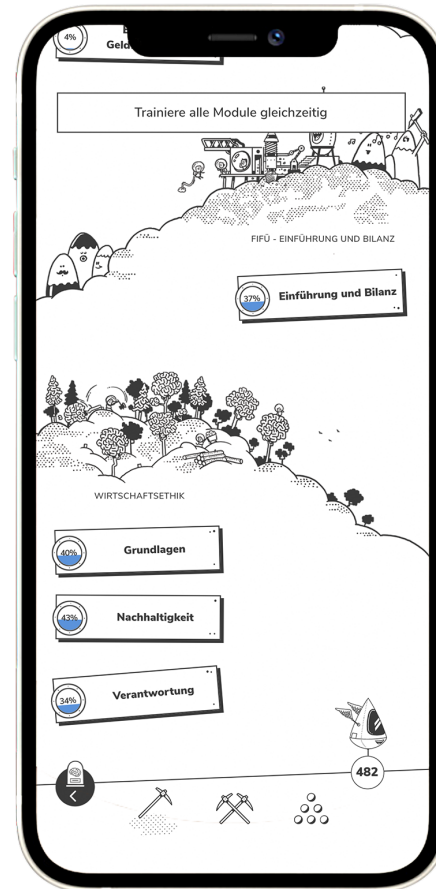
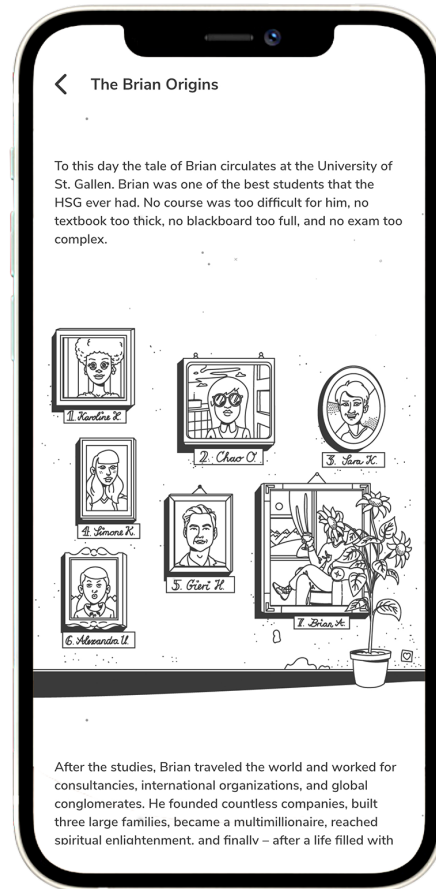
Developed with the Teaching Innovation Lab of the University of St. Gallen





# Can learning be fun?

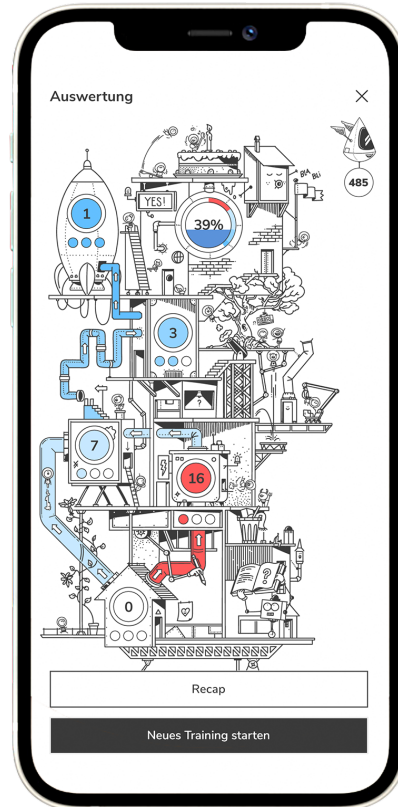
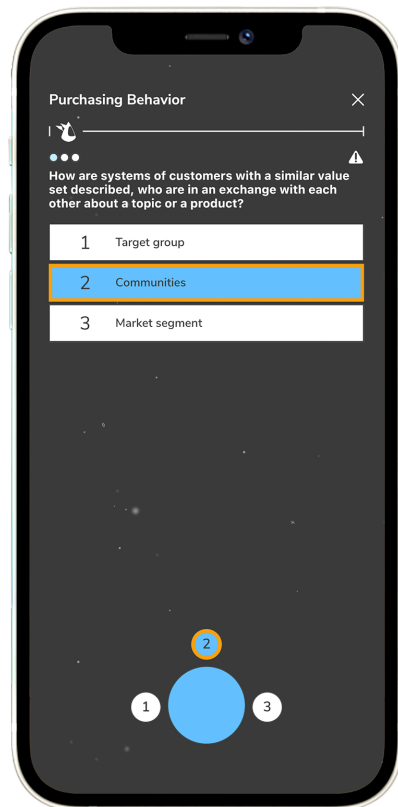
Storytelling, points, leaderboards, multiplayer & mini games – a gamified user experience.





# What is the learning approach?

Flash cards with spaced repetition for efficient and sustainable learning.



1.

## Success levels

- It's a hat-trick
- Two in a row
- Once correct
- Wrong answer
- New question.






2.

## The logic

- It's a hat-trick
- ↑ ●●○ Two in a row
- ↑ ●○○ Once correct
- ↑ ●○○ Wrong answer
- ↑ ○○○ New question.

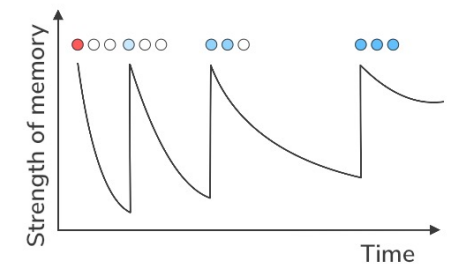
3.

## Freeze period

- It's a hat-trick  5 T
- Two in a row  1 T
- Once correct  7 h
- Wrong answer  25 min
- New question.  0 s

4.

## Really?? But why?



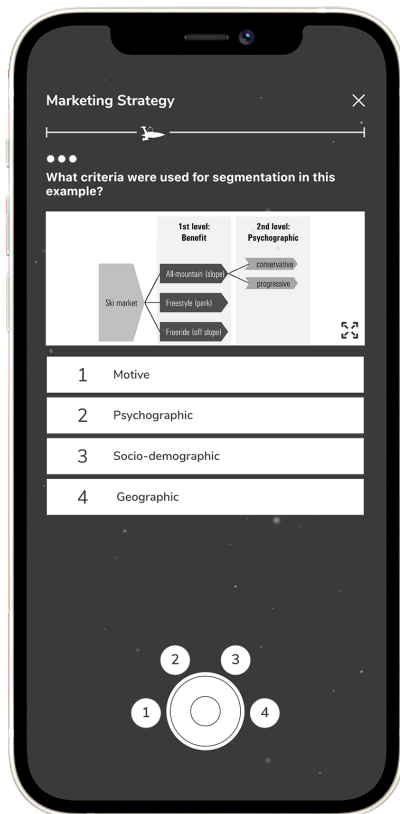


Brian

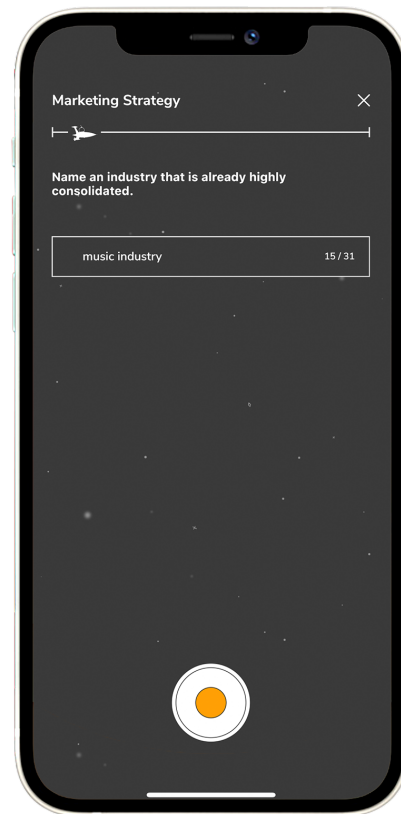
# How do the question types look like?

They allow to fill all kinds of content - with or without images. Even polls and open answers are possible.

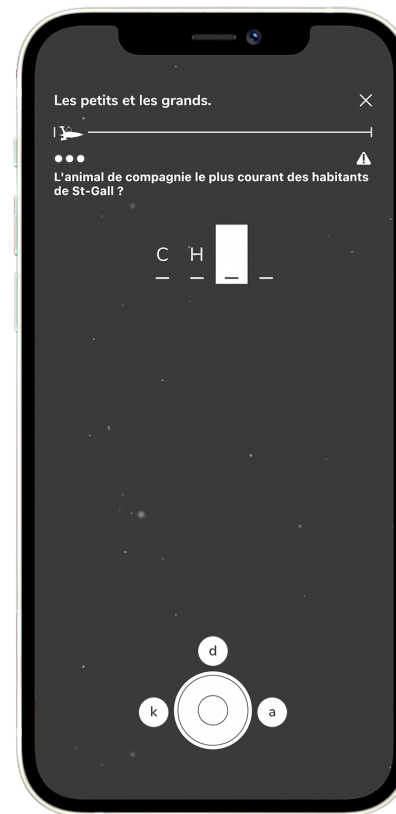
Multiple Choice



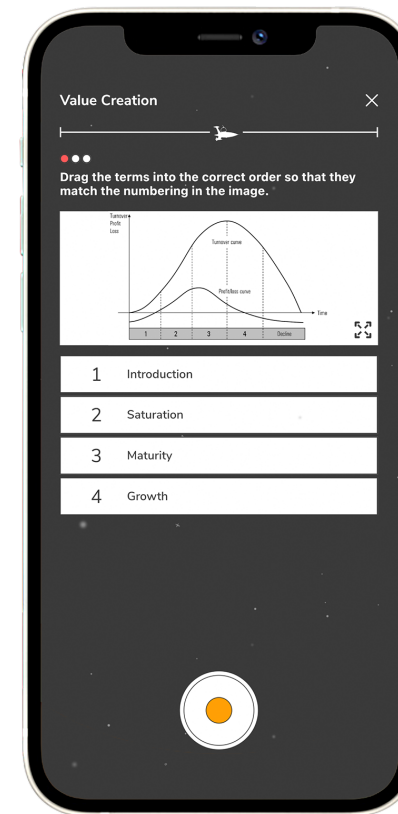
Open Poll



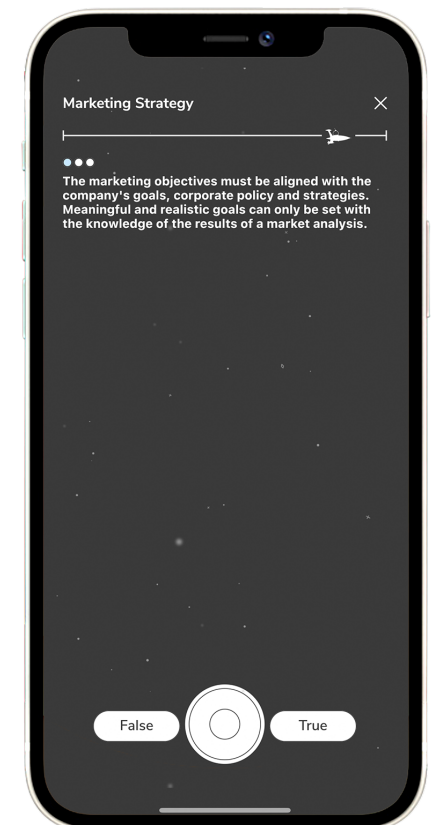
Crosswords



Drag & Order

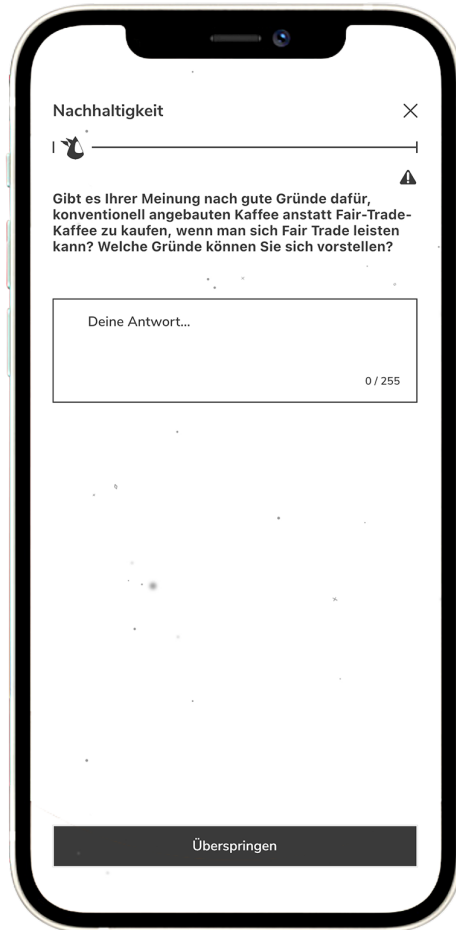


True / False

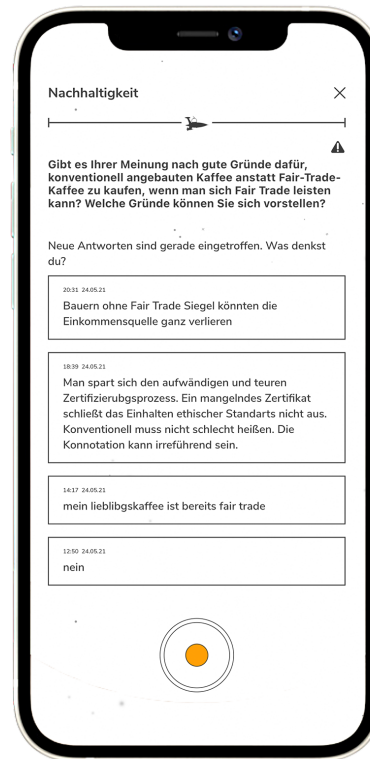


# How social can it be?

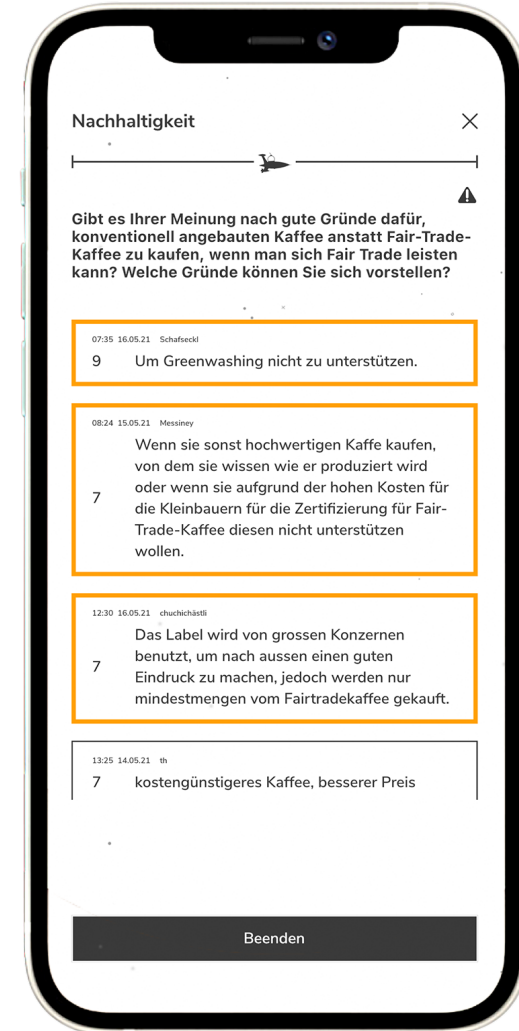
Open-ended questions allow for an exchange of views between students.



1. Answering



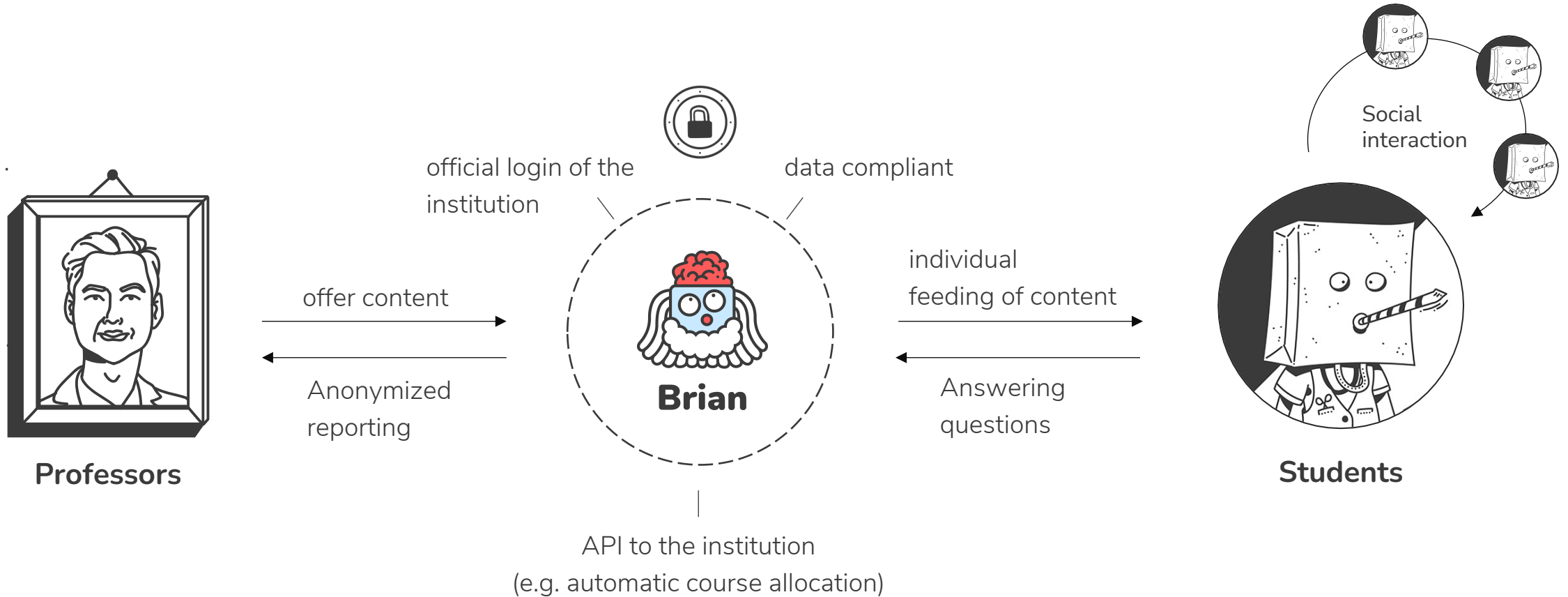
2. Voting Process



3. Results

# How does it work?

The teachers feed the app and remain always in control of the content.



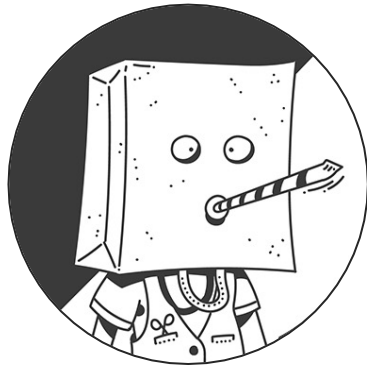




Brian

# And where is the benefit?

With distinct profiles, Brian serves administration, professors and students simultaneously.



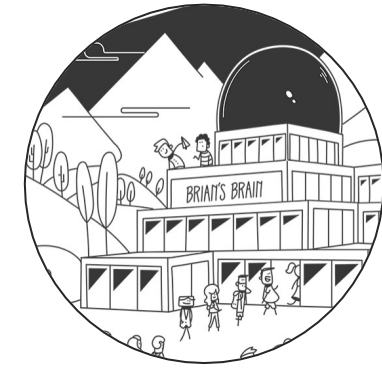
## For students

- **A collaborative and social learning experience.**
- An **individual learning experience** based on student's needs.
- A gamified and user-friendly environment for **high learning engagement.**



## For Teachers

- **Actionable insights** to enhance the learning process.
- **Outperforming 3<sup>rd</sup> party provider** of external content.
- **Happy students.**



## For Administration

- **Quality Assurance.**
- **Assurance of Learning.**



Brian

# What have we achieved so far? The numbers.

Brian classes at the HSG are exciting. The statistics tell their own tale.



University of St. Gallen

## Our statistics at the University of St. Gallen

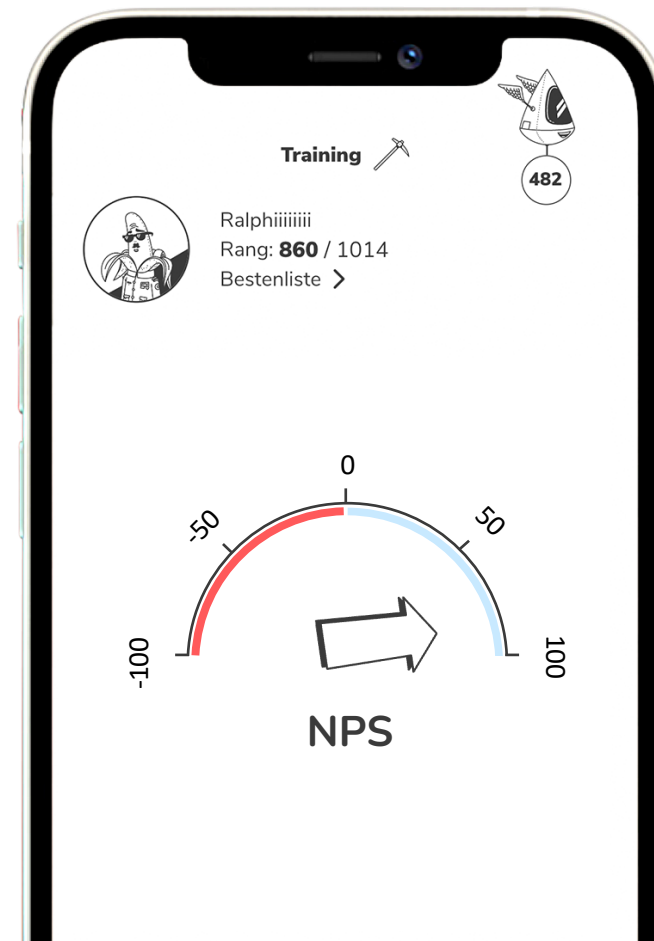
E.g., Class Business Administration: Fall 2021 – One Semester.

### App Usage

- >95% of all students in the class were using Brian.
- 4'400'000 questions answered by 1600 students.
- On average, every student has been answering >2000 questions.
- On average, students went through the entire quiz 3 times.

### Outcome

- The progress in the app significantly influenced the score in the exam ( $p < .001$ ).
- Net Promoter Score (NPS) = 77 (n=1118).





# What have we heard so far? The rumors.

Top of Mind (TOM) feedback has been overwhelming.



## Official course evaluation

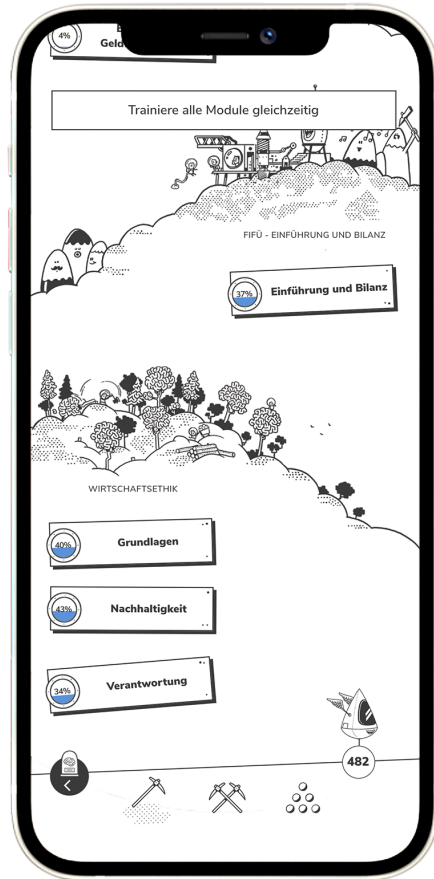
„Welche Elemente des Kurses haben besonders zu Ihrem Lernerfolg beigetragen?“

- „Brian“
- „v.a. die Lernapp Brian“
- „Lernapp Brian, genial und macht Spass!“
- „Brian ist sehr Hilfreich um Sachen zu repetieren.“
- „Brian (App) ist wirklich hilfreich, um zu üben.“
- ...



# Stop telling! Please show me the app.

Allow yourself to dive into the world of Brian using an HSG test account.



[www.brian.study](http://www.brian.study)



1. Download the app.
2. Login with HSG email address using the following:

Username: `testuser01.brian@unisg.ch`

Password: `Lj)3dnU4.6`

3. And tell us what you think: `info@brian.study`





# And where do you think Brian wants to go?

Brian has vacancies for new pilot projects at universities and colleges. Reach out to us.

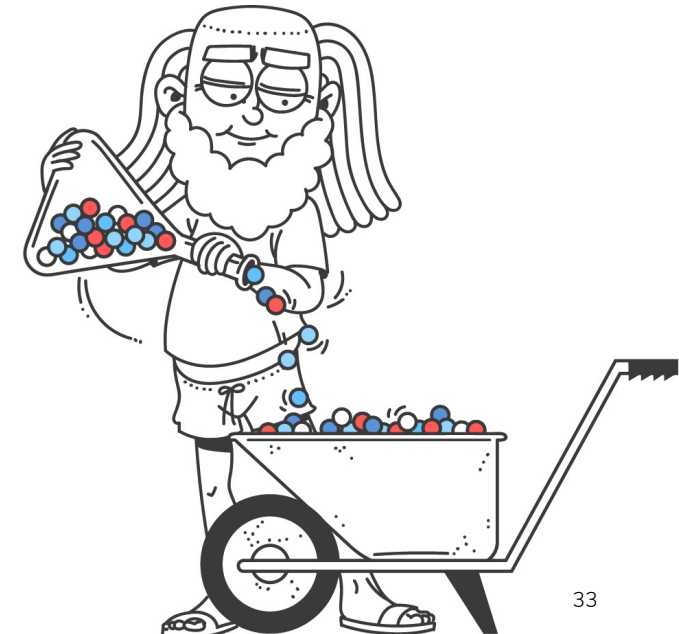
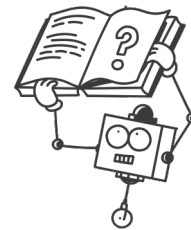
**For the Fall 2022 semester, we are still looking for educational partners.**

Our current goal is to create meaningful partnerships and mutual value.

We would like to get to know you, your thoughts, and your educational ambitions.

Please reach out if you want enhance your students' learning experience.

**We are interested in a cooperation for a pilot project.**





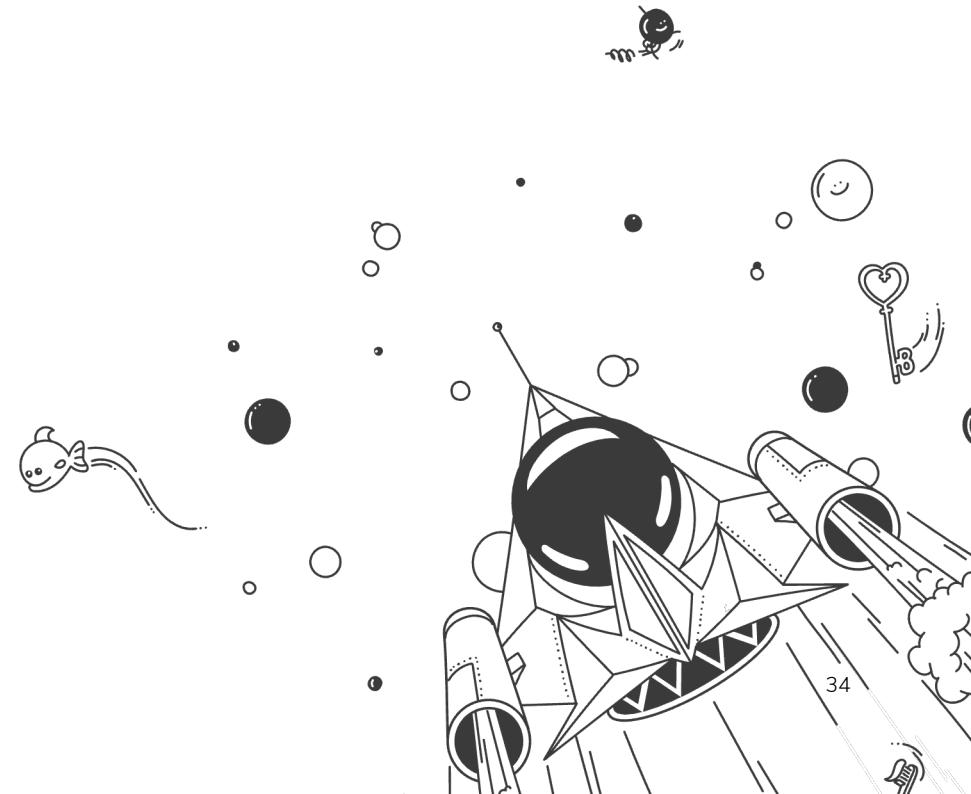
Brian



# Contact us.



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Co-Founder  
+41 76 394 71 14  
ralph@brian.study



Now it's your turn to bring the power of games into the classroom.



Q&A

Any questions?



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