



Wolfgang Rathert

lic.oec. HSG

Chief Engagement Officer

wr@wolfgangrathert.com

stay "in touch":



Game Based Design

Gamification beyond Simulations and
"Serious" Games

September 23rd, 2021 | eduhub.ch | online



Charles M. Schwab
1904 – 1916 CEO von
Bethlehem Steel



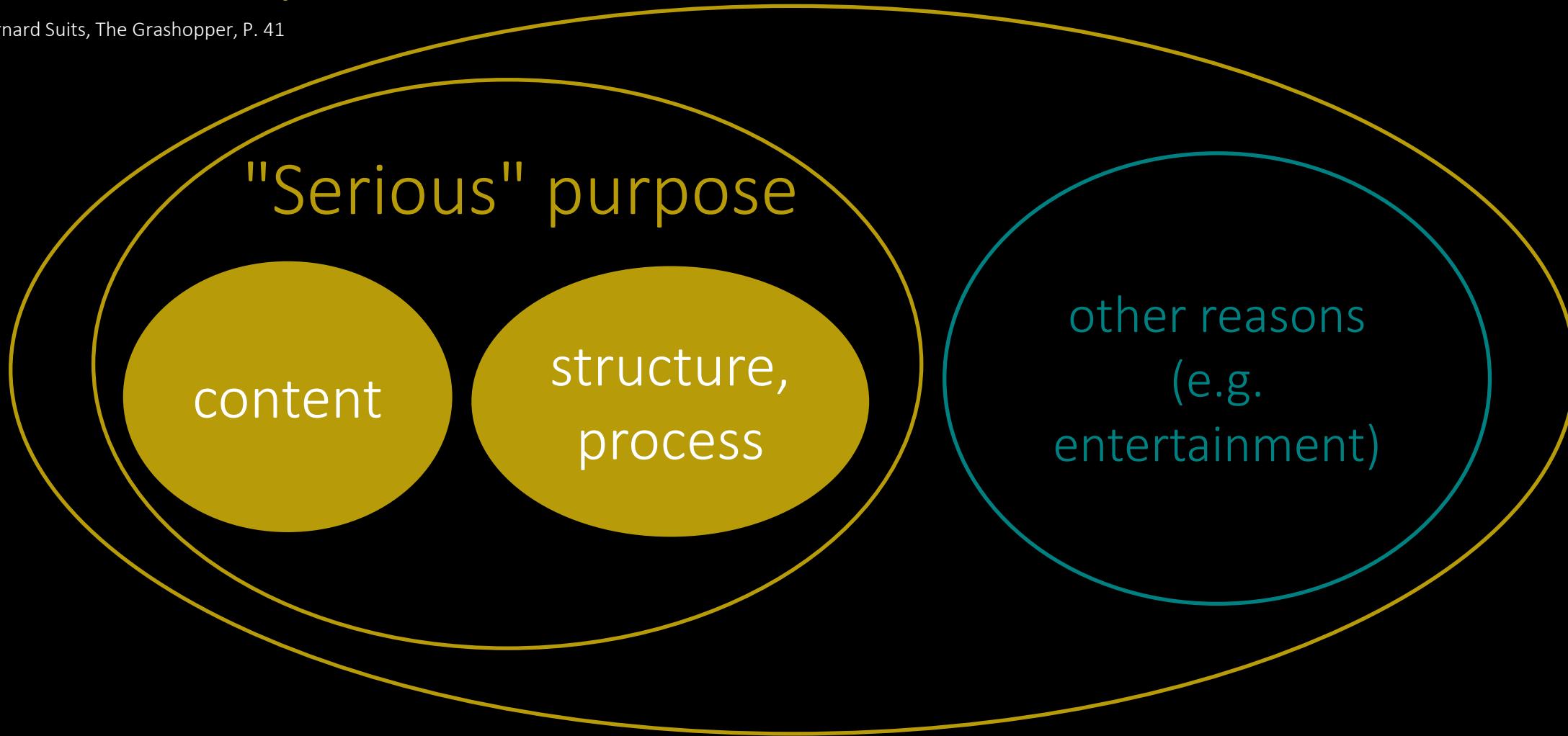
What did Charles
Schwab do?

What did Charles Schwab do?

What did he
not do?

Playing a game is the
voluntary attempt to overcome
unnecessary obstacles

Bernard Suits, The Grashopper, P. 41



The task / world is

complicated

plan & optimize

conventional

efficiency

about the task

not at all

Compliance

complex

"unknown unknowns"

agile / self organization

alignment

about context of collaboration

Engagement

Situation

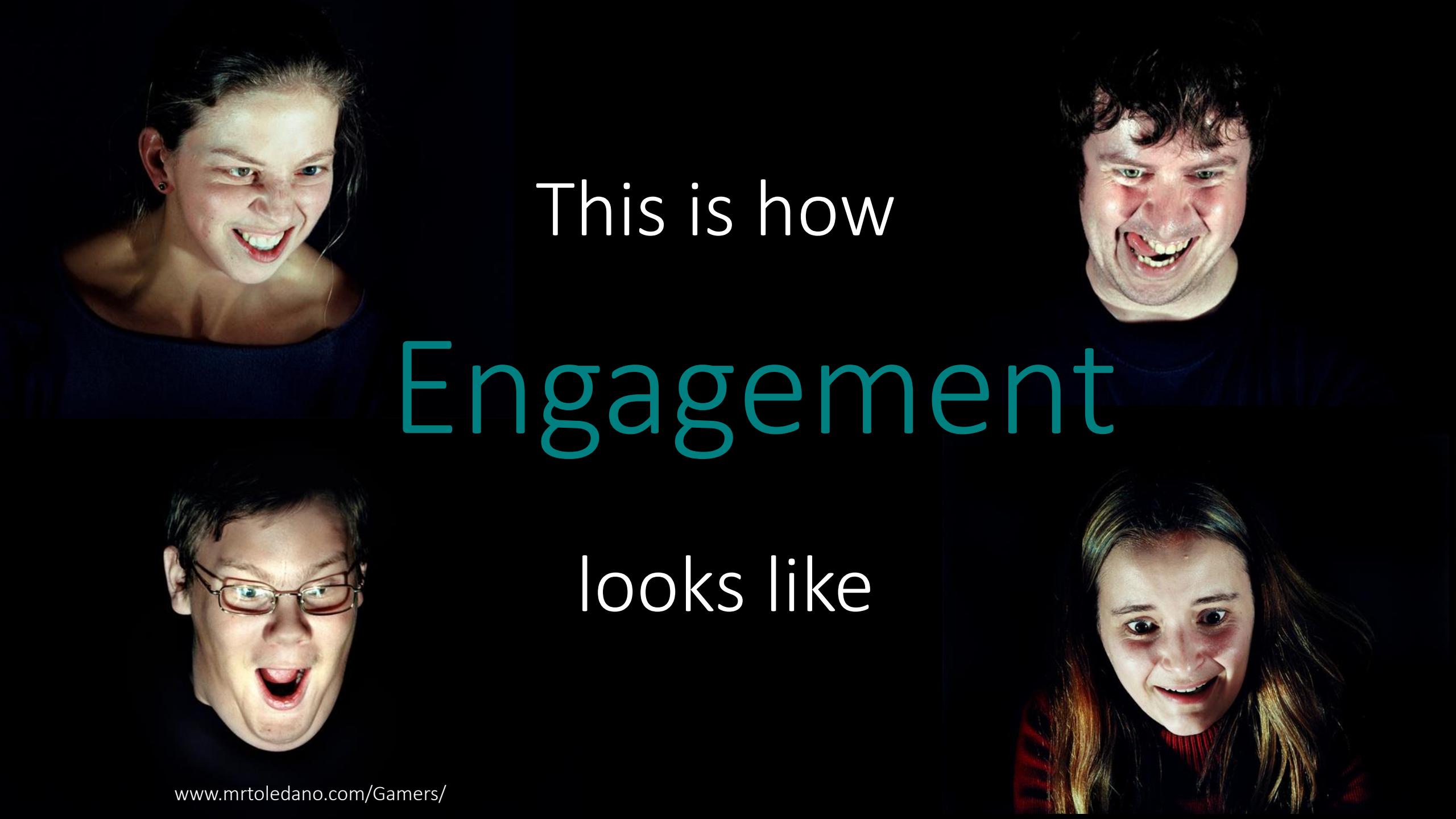
Leadership paradigm

Success criteria

Leadership decides

Employees decide

Required behavior



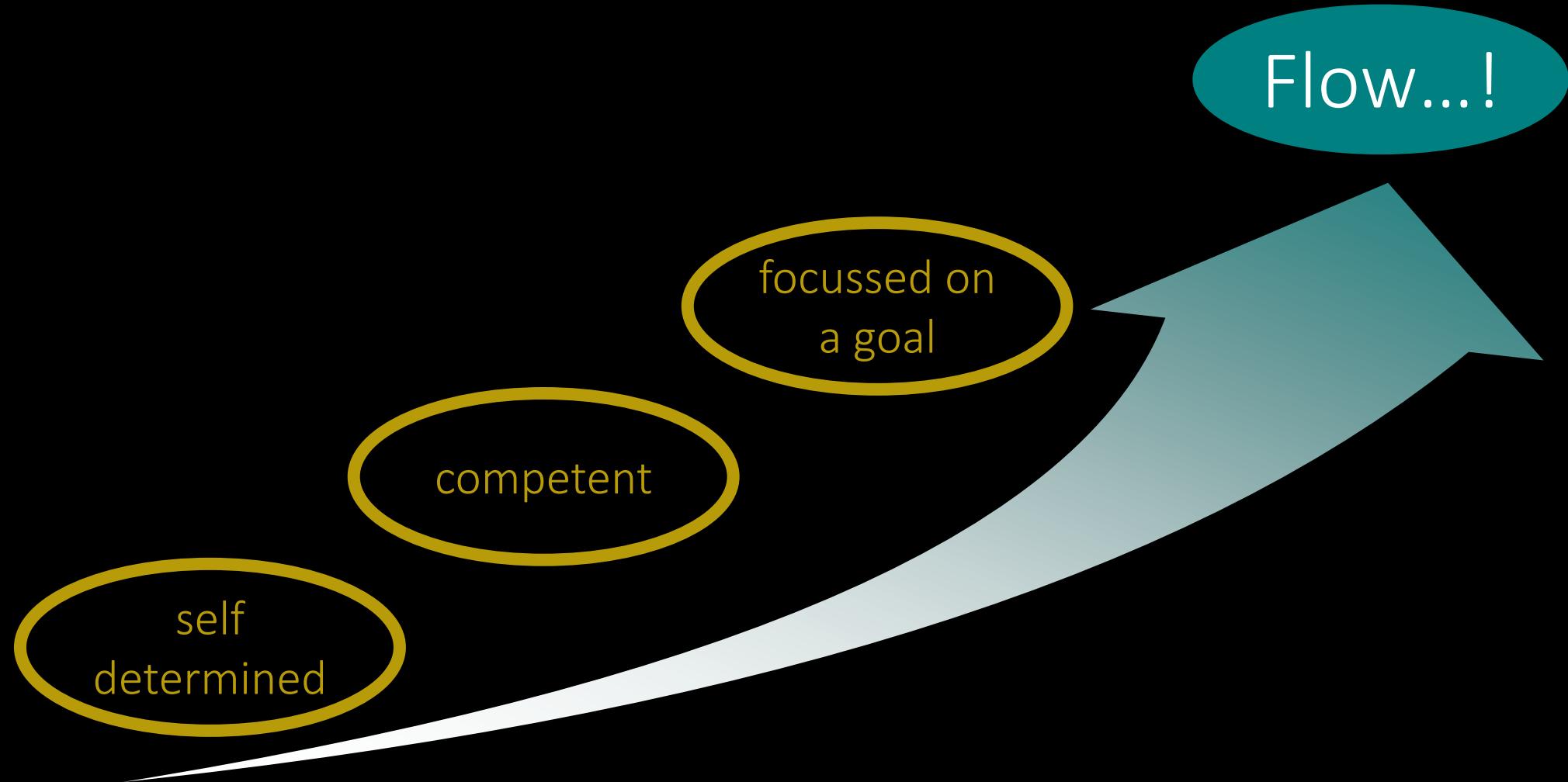
This is how Engagement

looks like



\$ 5.4 Mrd. revenue 2018
(free to play...)

What drives people in games?





Relatedness

Status

Autonomy

Access

Mastery

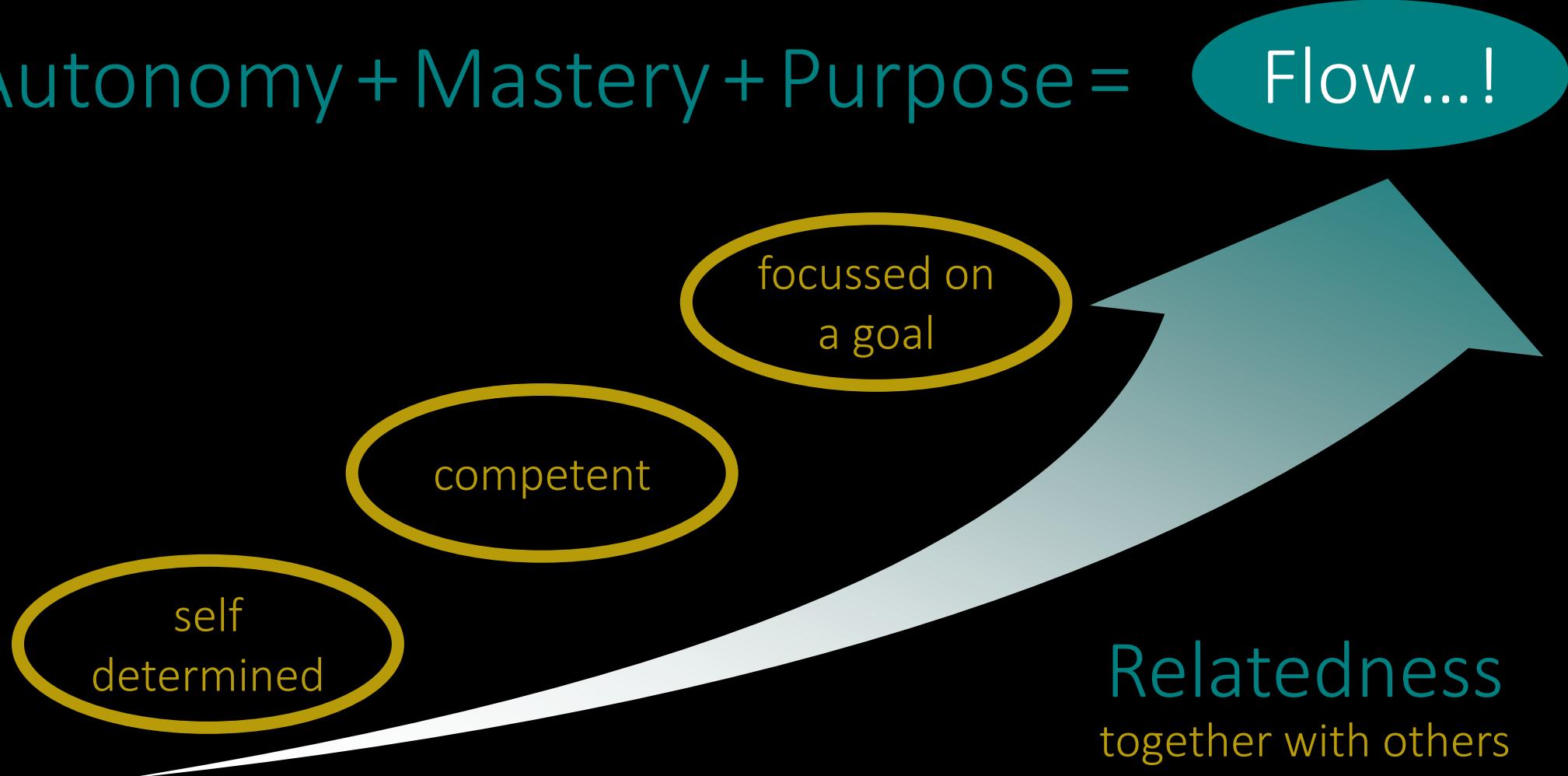
Power

Purpose

Stuff

Flow is intrinsic motivation in action

Autonomy + Mastery + Purpose = Flow...!



So I should turn

work / learning

(replace by your target activity of choice)

into a Game?

Game Designers are influencing behavior by designing contexts



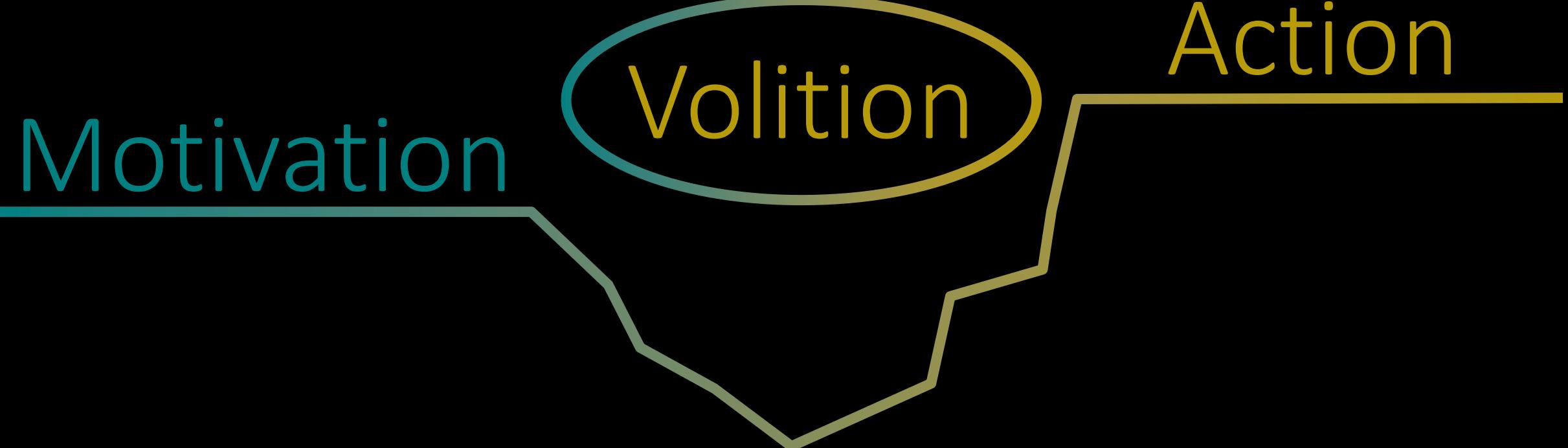
Context design in action



Game Based Design
is not (primarily)
about Motivation

Where to focus

Impact

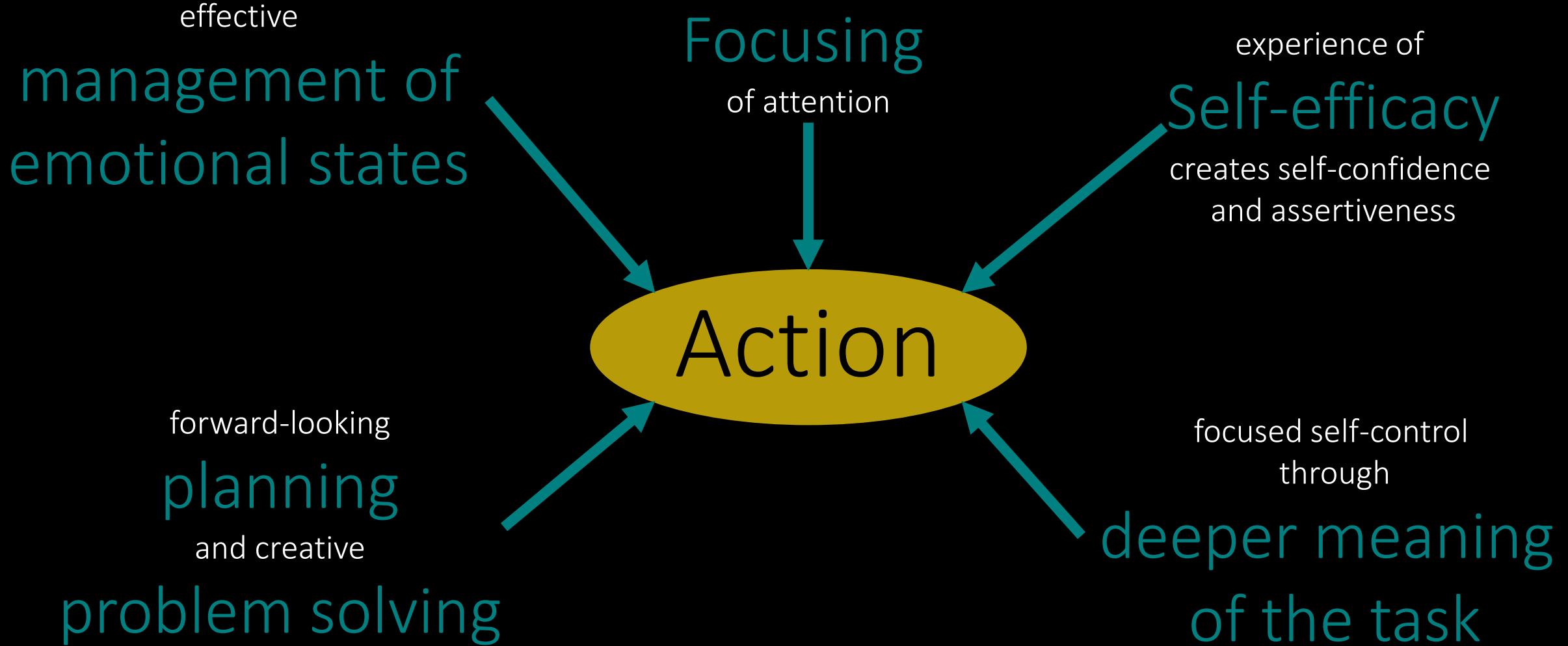


The Gap between Motivation and Action

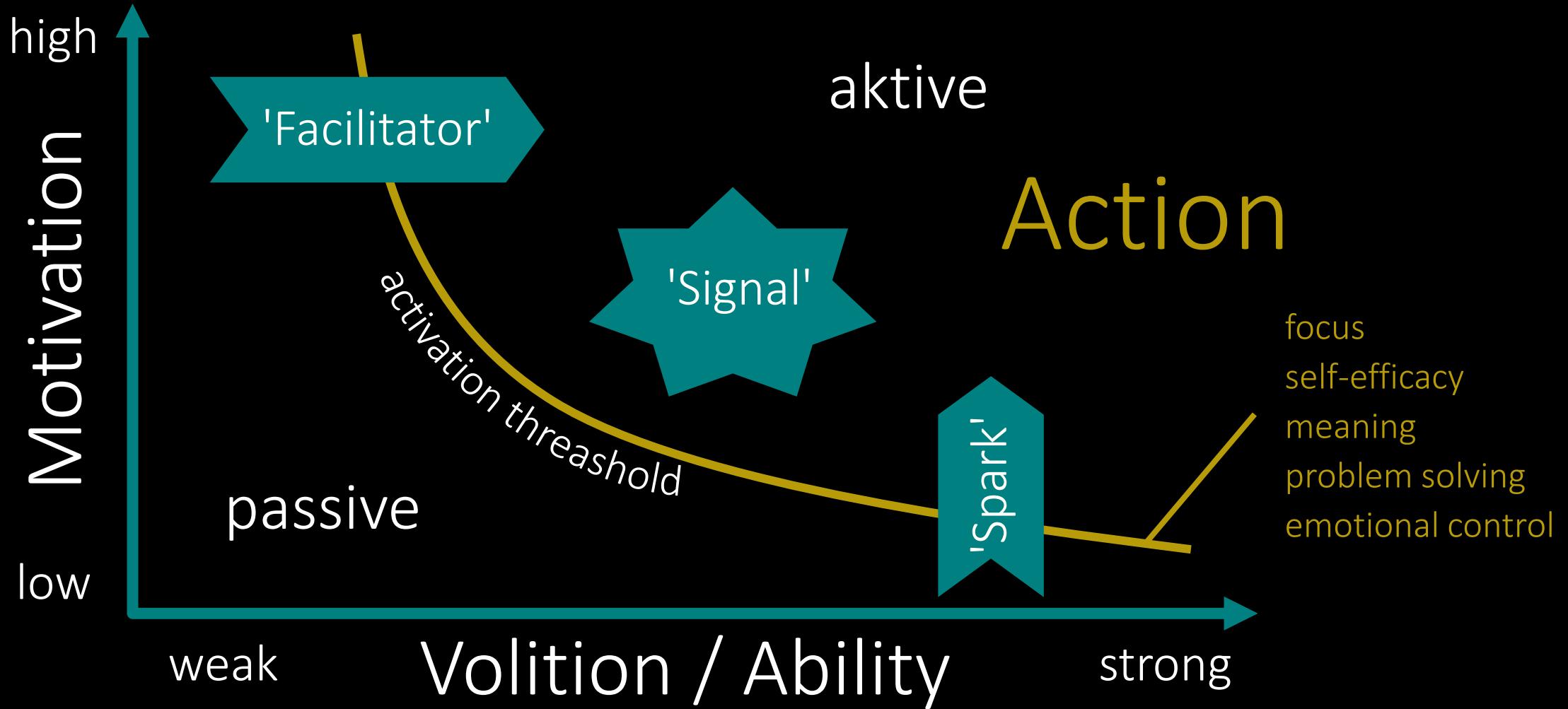
Volition

Volition is the cognitive process by which an individual decides on and commits to a particular course of action. Volitional processes can be applied consciously or they can be automatized as habits over time.

Five competencies of Volition



Smart Feedback as Trigger to activate action





Sustainable Motivation-Design

Relatedness
Autonomy
Mastery
Purpose

as
MOTIVE
for Action

as
MEDIUM
for
Feedback

Status
Access
Power
Stuff

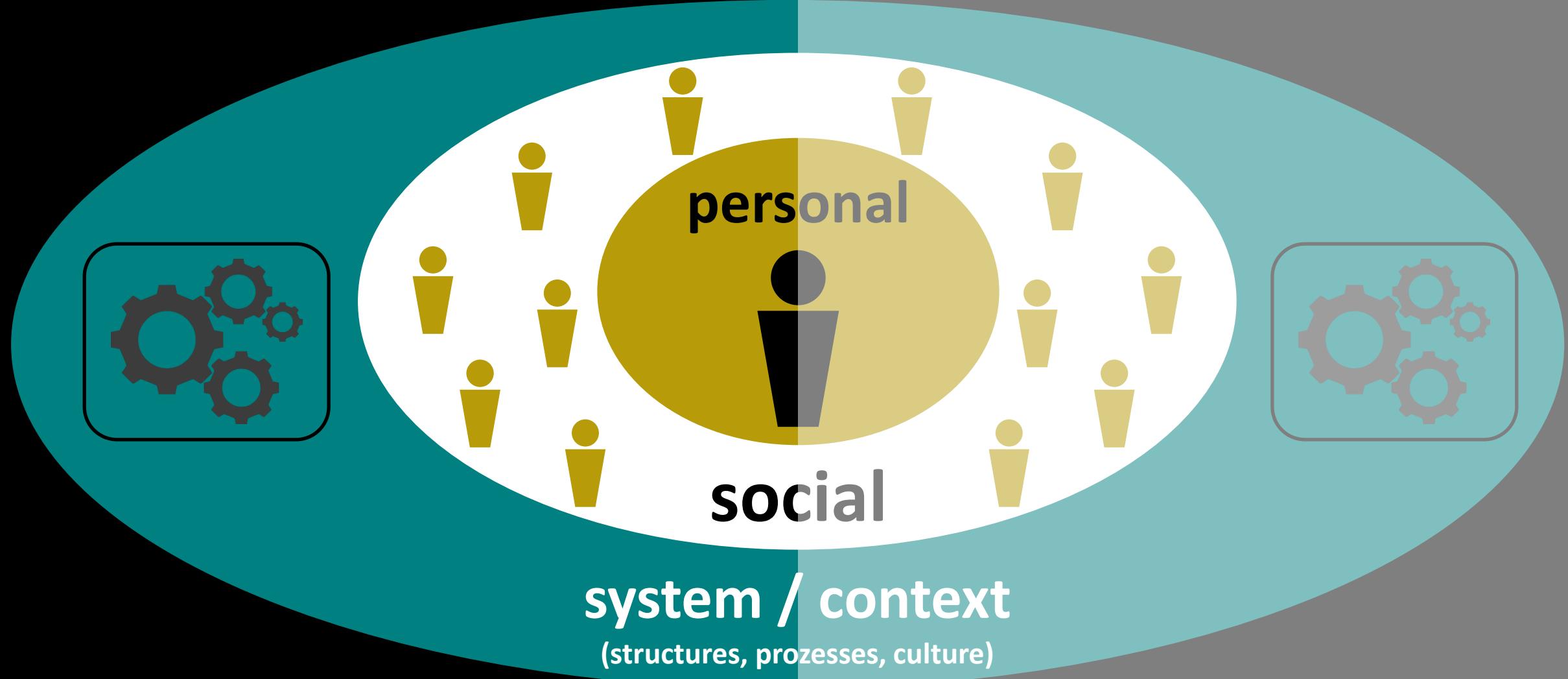


Motivation

(is it worth it?)

Volition / Ability

(can I do it?)



Three Building Blocks of Gamification



Spass / Fun

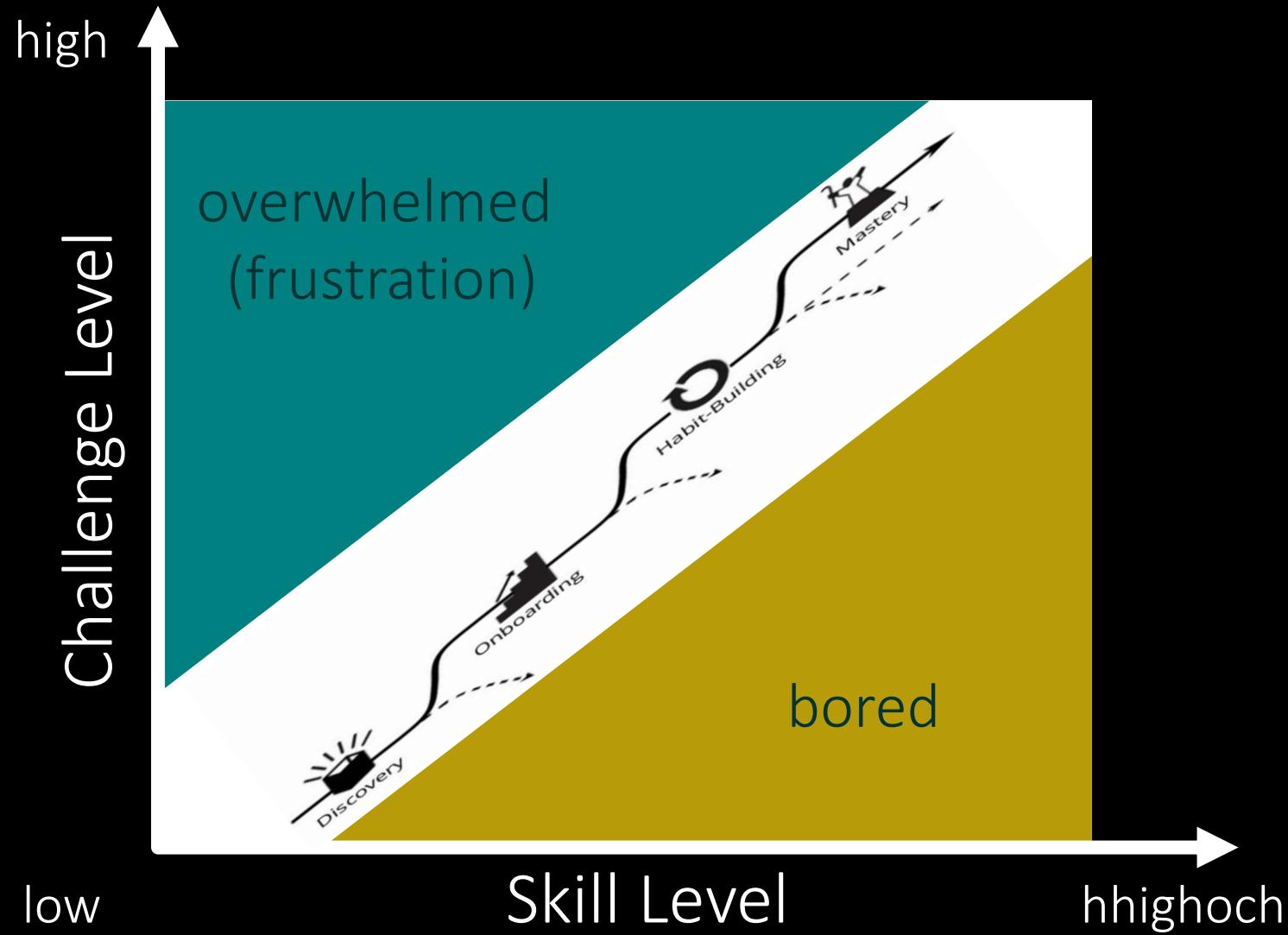


User Types

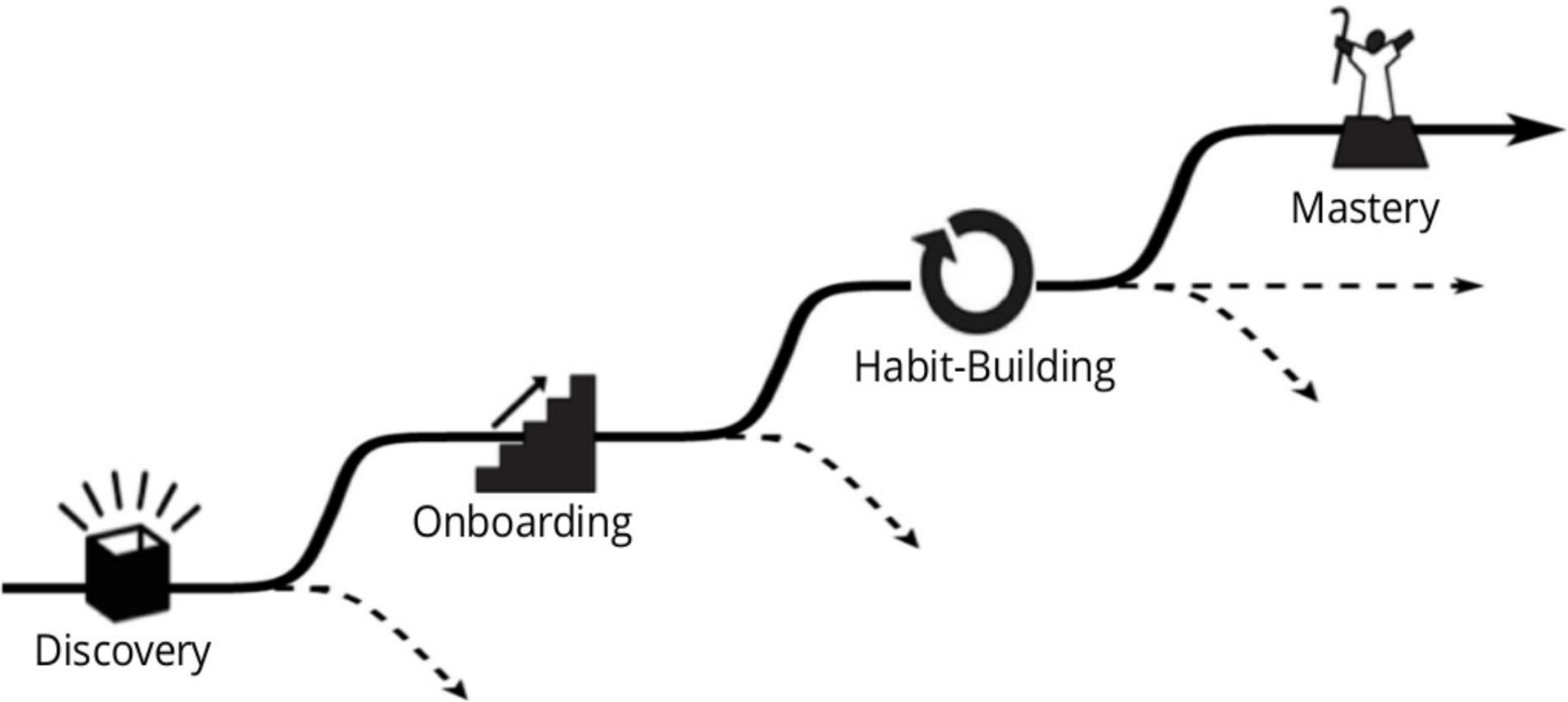


Story / User Journey

Goal: Stay in the Flow Channel



Goal: Stay in the Flow Channel



Welcome
to your role as

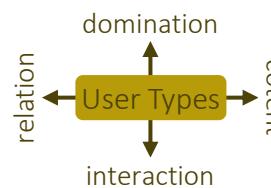
CEO*

*Chief Engagement Officer

additional
resources

Which game mechanics do we use?

rules & restrictions,, activities, challenges, resources, sequences, progression & levels, visualization, chance, etc.



Which dynamics do we want to generate?

Cooperation, competition, responsibility, pressure, drama, humor, etc.

Story and Dramaturgy

What is the 'plot', what the goal? What is the challenge?

Narrative, dramaturgy & course of events, progress & level, identity offers, 'win states'

Needs and Emotions

Which needs and emotions do we target?

Relatedness, autonomy, mastery, purpose ('RAMP'); curiosity, pride, (Eu-) Stress, creativity, power, learning, relaxing, Core Drives, etc.

Resources

Which resources do we provide?

Tools, platforms, media, space and time, hints, knowledge, communication channels, training, etc.

Measurement

How do we measure impact?

Performance indicators, user behavior

Business goals / value flow, customer journey, context.

Target group(s) and their target behavior(s) as well as impact on business goals.

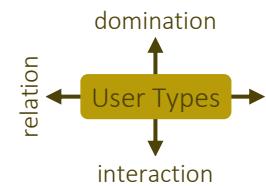
Feedback

Which feedbacks will 'trigger' the target behavior?

Points, badges, leaderboards, status, access, power & stuff (SAPS)

Which game mechanics do we use?

rules & restrictions, activities, challenges, resources, sequences, progression & levels, visualization, chance, etc.



Which dynamics do we want to generate?

Cooperation, competition, responsibility, pressure, drama, humor, etc.

Story and Dramaturgy

What is the 'plot', what the goal?

What is the challenge?

Narrative, dramaturgy & course of events, progress & level, identity offers, 'win states'

Needs and Emotions

Which needs and emotions do we target?

Relatedness, autonomy, mastery, purpose ('RAMP'); curiosity, pride, (Eu-)Stress, creativity, power, learning, relaxing, Core Drives, etc.

Resources

Which resources do we provide?

Tools, platforms, media, space and time, hints, knowledge, communication channels, training, etc.

How do we measure impact?

Performance indicators, user behavior

Measurement

Business goals / value flow, customer journey, context. Target group(s) and their target behavior(s) as well as impact on business goals.

Feedback

Which feedbacks will 'trigger' the target behavior?

Points, badges, leaderboards, status, access, power & stuff (SAPS),

Which game mechanics do we use?

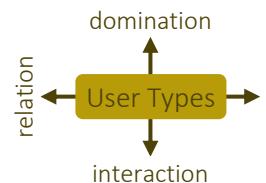
rules & restrictions, activities, challenges, resources, sequences, progression & levels, visualization, chance, etc.

Visualization of the "playground";
Interactions (step --> sound)

Story and Dramaturgy

What is the 'plot', what the goal?
What is the challenge?
Narrative, dramaturgy & course of events, progress & level, identity offers, 'win states'

musical "scales" as analogy for the stairs; invitation to play a melody



Which dynamics do we want to generate?

Cooperation, competition, responsibility, pressure, drama, humor, etc.

Humor, collective experience, social sharing, melody

Needs and Emotions

Needs and Emotions

Which needs and emotions do we target?
Relatedness, autonomy, mastery, purpose ('RAMP'); curiosity, pride, (Eu-)Stress, creativity, power, learning, relaxing, Core Drives, etc.

curiosity; social interaction (with other passers-by); humor, entertainment; creativity

Resources

Which resources do we provide?
Tools, platforms, media, space and time, hints, knowledge, communication channels, training, etc.

modification to the stairs to provide visual and auditory feedback; speakers, to attract passers-by from the environment

How do we measure impact? Performance indicators, user behavior

Measurement

percentage of passers-by switching to the stairs

Business goals / value flow, customer journey, context. Target group(s) and their target behavior(s) as well as impact on business goals.

Passers-by take the stairs instead of the escalator

Feedback

Which feedbacks will 'trigger' the target behavior?
Points, badges, leaderboards, status, access, power & stuff (SAPS),

visual design (piano keys), auditory feedback (sound on step on key); other passers-by using the stairs

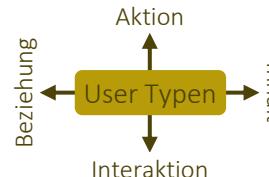
Welche Mechaniken setzen wir ein?

Regeln & Einschränkungen, Aktivitäten, Challenges, Ressourcen, Reihenfolge, Fortschritt/Level, Visualisierungen, Zufall, etc.

3

Welche Dynamik wollen wir erzeugen?

Kooperation, Wettbewerb, Verantwortung, Druck, Dramatik, Humor, etc.



2

Story und Dramaturgie

Wie ist der 'Plot', was das Ziel?

Was ist die Herausforderung?

Aus der Perspektive der Zielgruppe: Narrativ, Dramaturgie & Ablauf, Fortschritt & Level, Identifikationsangebote, 'Win States', etc.

2

2

Bedürfnisse und Emotionen

Welche Bedürfnisse und Emotionen adressieren wir?

Relatedness, Autonomie, Mastery, Purpose ('RAMP'); Neugier, Stolz, (Eu-)Stress, Kreativität, Macht, Lernen, Entspannung, Core Drives, etc.

1

Wie messen wir die Wirkung?

Performance Indikatoren, Userverhalten

1

Business Ziel / Value Flow, Customer Journey, Kontext:

Zielgruppe und Zielverhalten

sowie dessen gewünschte Wirkung auf und Nutzen für unser Business Ziel

(WER soll WAS tun? Was bringt UNS das?)

4

Ressourcen

Welche Ressourcen stellen wir zur Verfügung?

Werkzeuge, Plattformen, Medien, Raum und Zeit, Wissen, Kommunikationskanäle, Content, Hinweise, Training, etc.

3

Feedback

Welche Rückmeldungen 'triggern' das Zielverhalten?

'Trigger' wie Punkte, Badges, Ranglisten, Status, Access, Power & Stuff (SAPS)

Welche Mechaniken setzen wir ein?

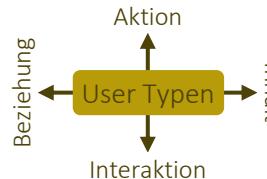
Regeln & Einschränkungen, Aktivitäten, Challenges, Ressourcen, Reihenfolge, Fortschritt/Level, Visualisierungen, Zufall, etc.

Visualisierung des "Spielfelds";
Interaktion (Schritt --> Ton)

Story und Dramaturgie

Wie ist der 'Plot', was das Ziel?
Was ist die Herausforderung?
Aus der Perspektive der Zielgruppe: Narrativ, Dramaturgie & Ablauf, Fortschritt & Level, Identifikationsangebote, 'Win States', etc.

auf- und absteigende "Tonleiter" als Analogie zur Treppe; ggf. Melodie spielen



Welche Dynamik wollen wir erzeugen?

Kooperation, Wettbewerb, Verantwortung, Druck, Dramatik, Humor, etc.

Humor, gemeinsames Erlebnis, Social Sharing, ggf. Melodie

Messung

Wie messen wir die Wirkung?
Performance Indikatoren, Userverhalten

Messung

Prozentzahl der Passanten, die neu die Treppe nehmen

Passanten nehmen beim Aufgang aus der U-Bahn Station die Treppe statt der Rolltreppe

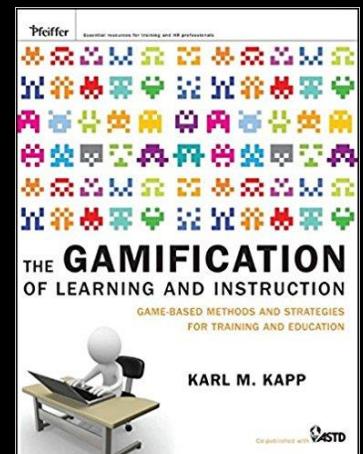
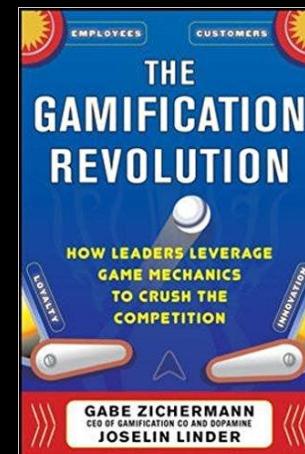
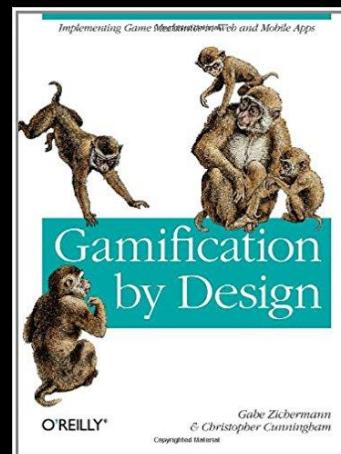
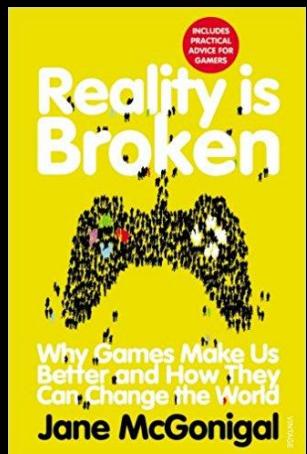
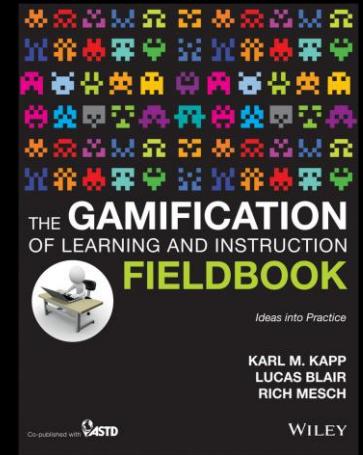
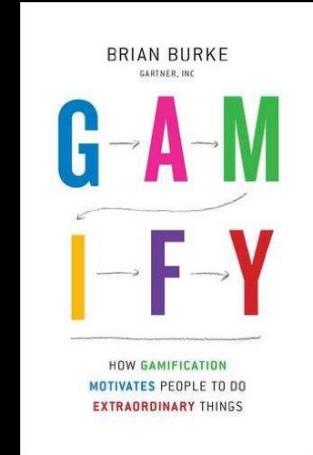
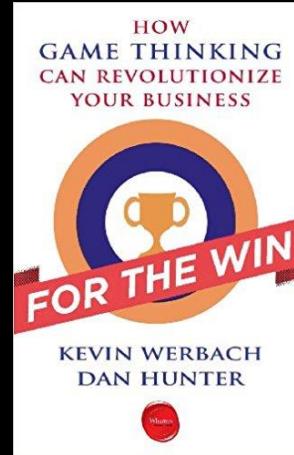
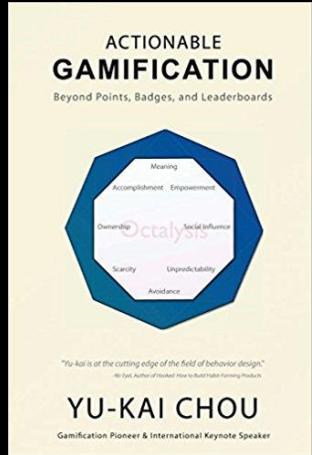
Feedback

Welche Rückmeldungen 'triggern' das Zielverhalten?
'Trigger' wie Punkte, Badges, Ranglisten, Status, Access, Power & Stuff (SAPS)

Visuelle Gestaltung (Klaviertastatur), akustisches Feedback (Ton bei Tritt auf Taste); andere Passanten, welche die Treppe benutzen

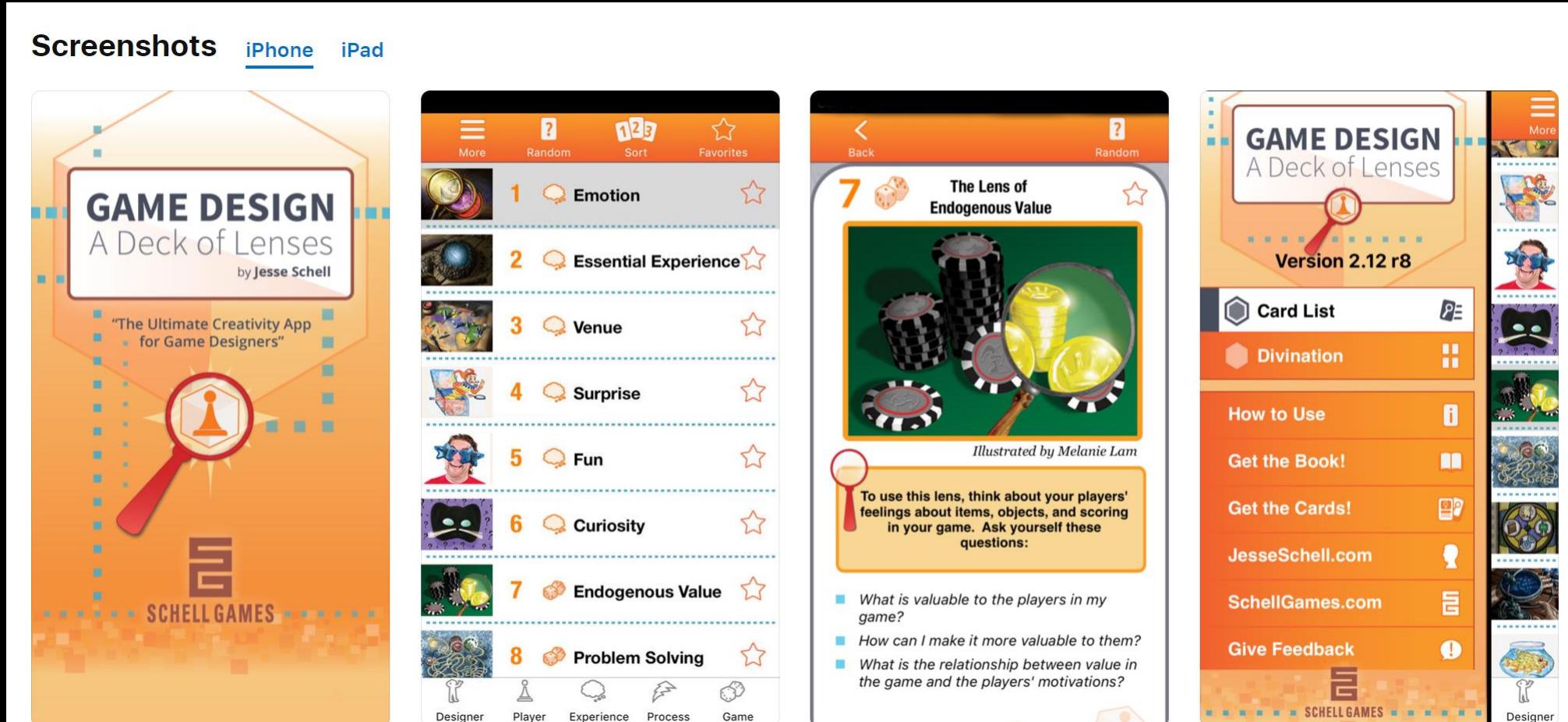
Literatur zu Gamification

(Click auf das Cover springt zur Webseite des Buches)



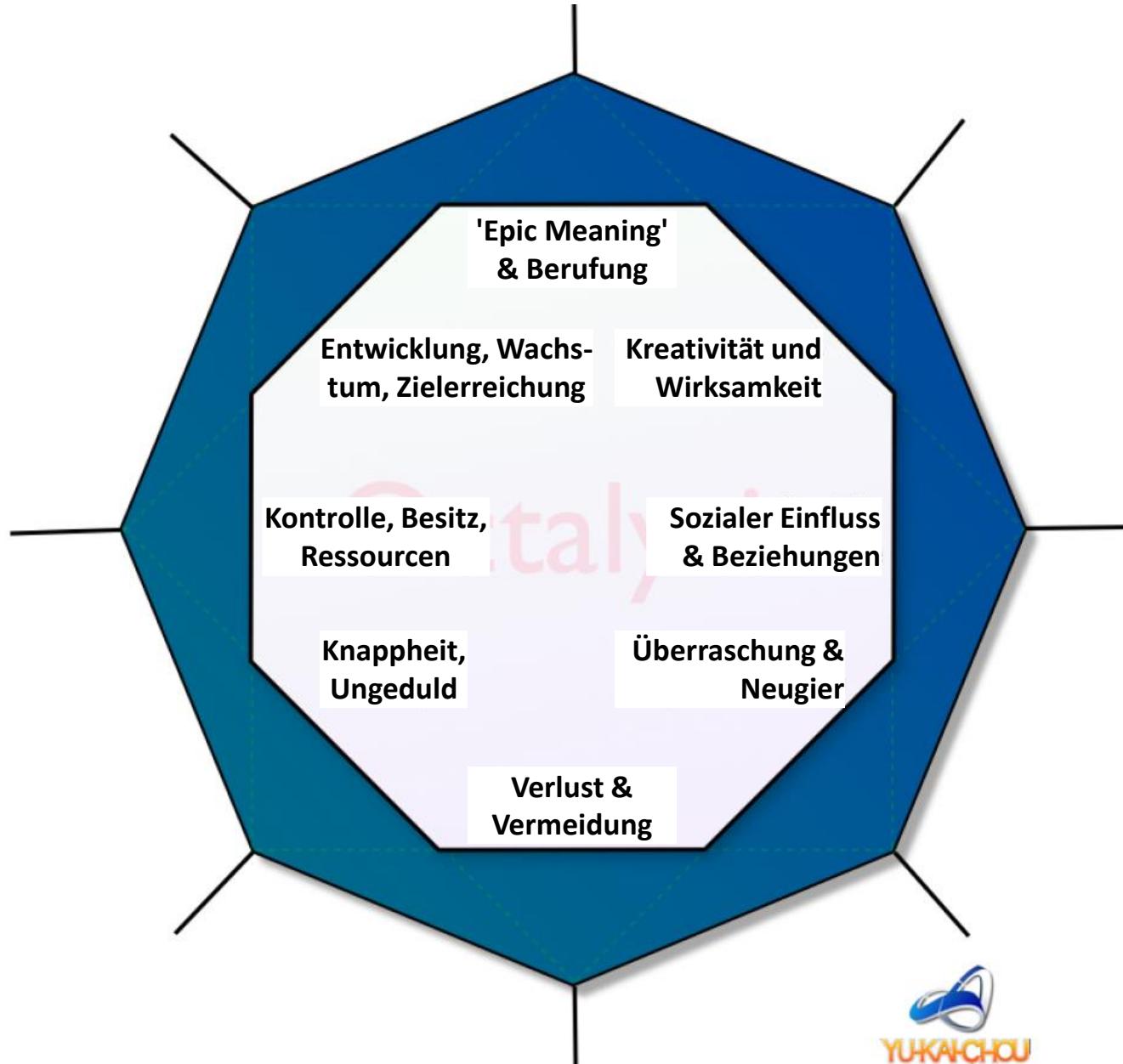
The Art of Game Design: a Deck of Lenses (App)

<https://itunes.apple.com/us/app/the-art-of-game-design-a-deck-of-lenses/id385531319>

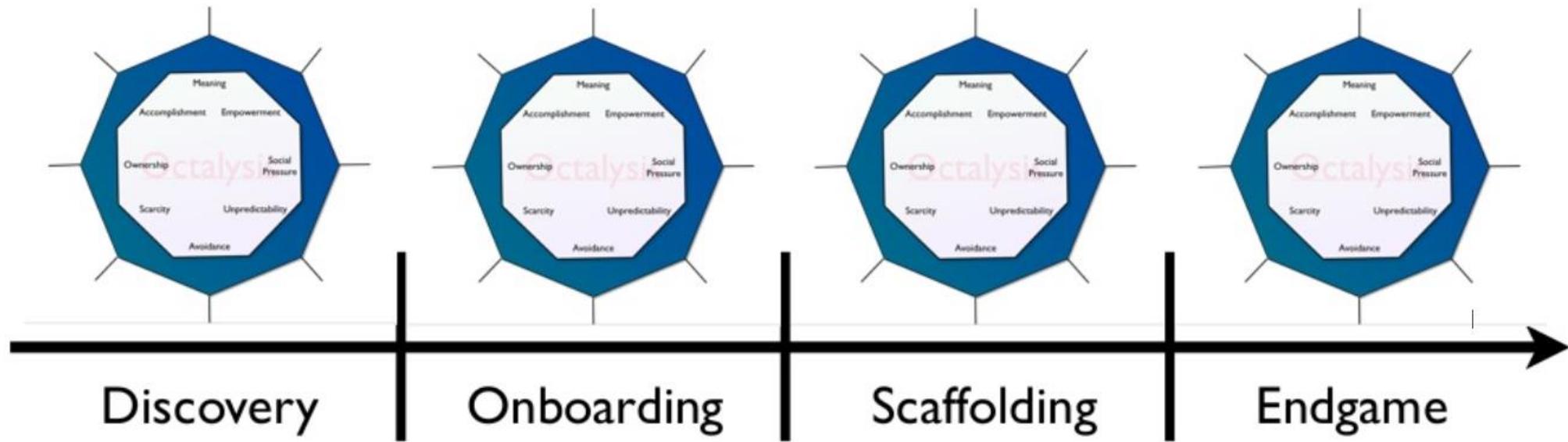


Octalysis Framework

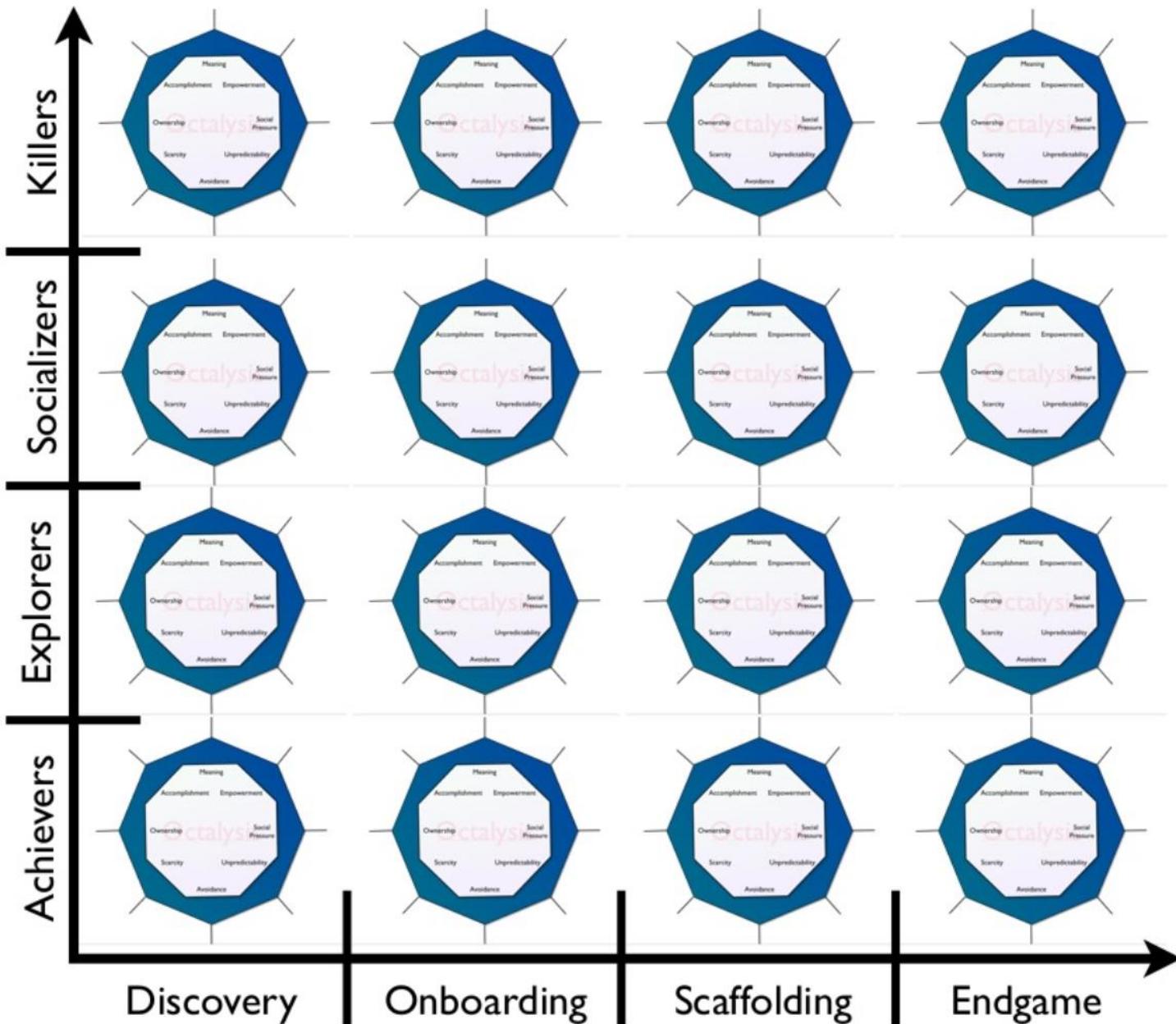
Das Octalysis Framework: Core Drives (Level 1)



Level 2: Berücksichtigung der User Journey



Level 3: Berücksichtigung der User Typen



Das Octalysis Framework

