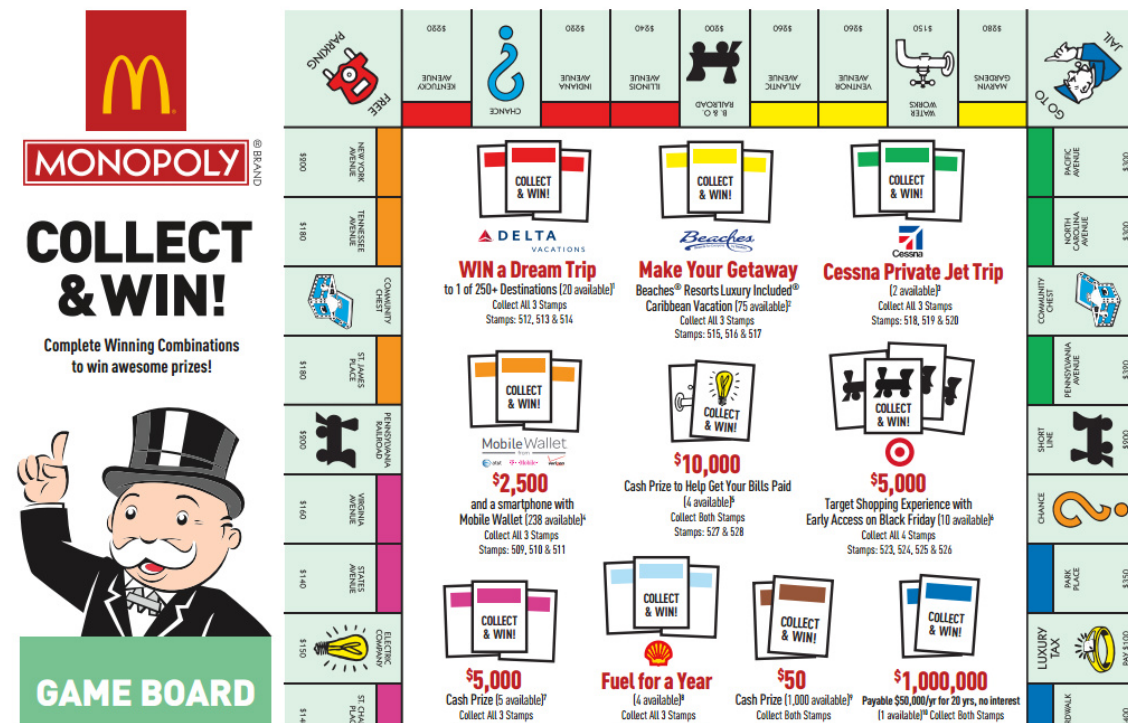


Make your brand addictive!

Gamification in Product Design and Marketing

Katharyne Shelton



The First Game I Designed

I realized the game I was looking for was simply *life* itself.

If I were my own role-playing game character, I would never just stay in town, be idle and do nothing – the real life equivalent of watching TV, “hanging out” and leaving dreams unfulfilled. Of course not! I would go out into the wilderness, defeat monsters, gain experience, learn new skills, accumulate resources, ally myself with those who have complementary skills, learn from those who were of a higher level than I, and seek to conquer exciting quests.

The only problem is, unlike most games with a computer interface, life does not have clear objectives, visual cues to tell me what to do, or feedback mechanics to show me how I have advanced in it. I had to design my own game, along with clear goals, meaningful quests, and creative feedback systems. Effectively, I had to transform life into an entire adventure where I, the player, could advance and grow in.

Yu-Kai Chou
‘Actionable Gamification’



**Human focused design
versus
Function focused design**

People play games because they want to,
not because they have to.

Why?

Why gamification matters

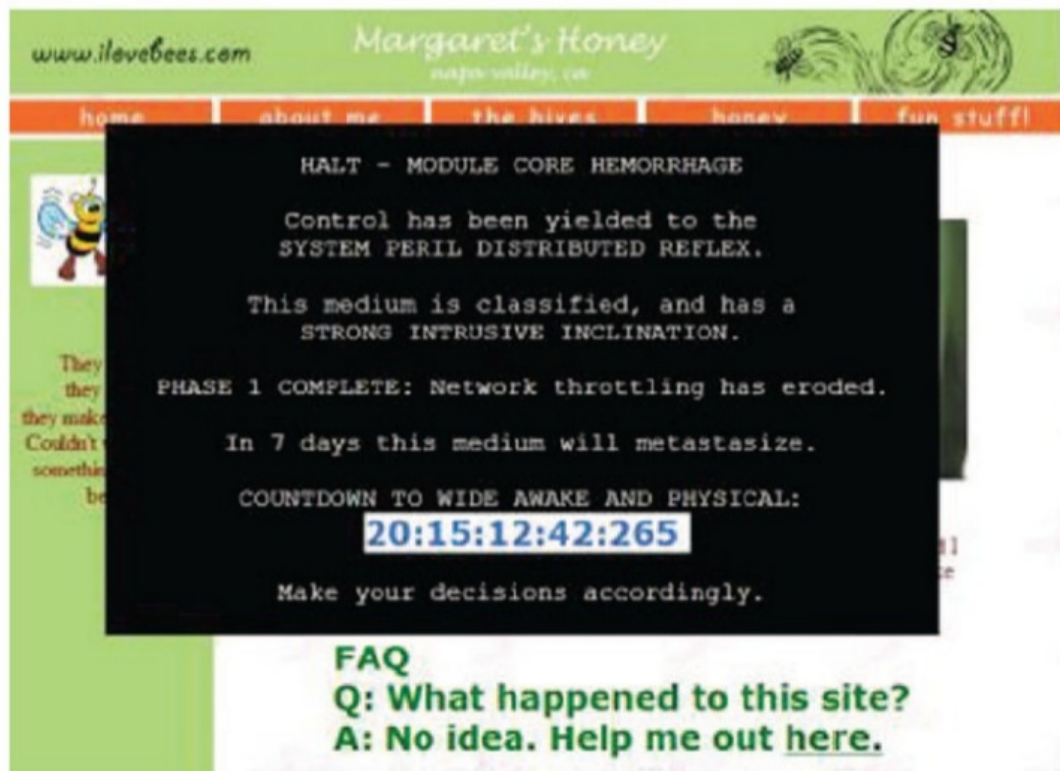
Pokemon Go gamified getting out of the house and going for a walk!

US Army have used gamification to improve their image with 30% of 16-24 year olds. Through games, they have also recruited more people than through all the other methods combined, at a fraction of the cost.

eBay is full of game mechanics! Treasure hunting, bidding, winning, sniping, feedback, stars...

Halo's 'ILoveBees' alternate reality game led to 500,000 million people visiting a 'beekeeper's hacked website' each time the site was updated.

Delta Airline's 'Find the Red Coat' challenge reached 70 million people on Twitter and 180,000 direct interactions



“Gamification is the process of taking something that already exists – a website, an enterprise application, an online community – and integrating game mechanics into it to motivate participation, engagement, and loyalty.

Gamification takes the data-driven techniques that game designers use to engage players, and applies them to non-game experiences to motivate actions that add value to your business.”

www.bunchball.com/gamification/game-mechanics

Goals

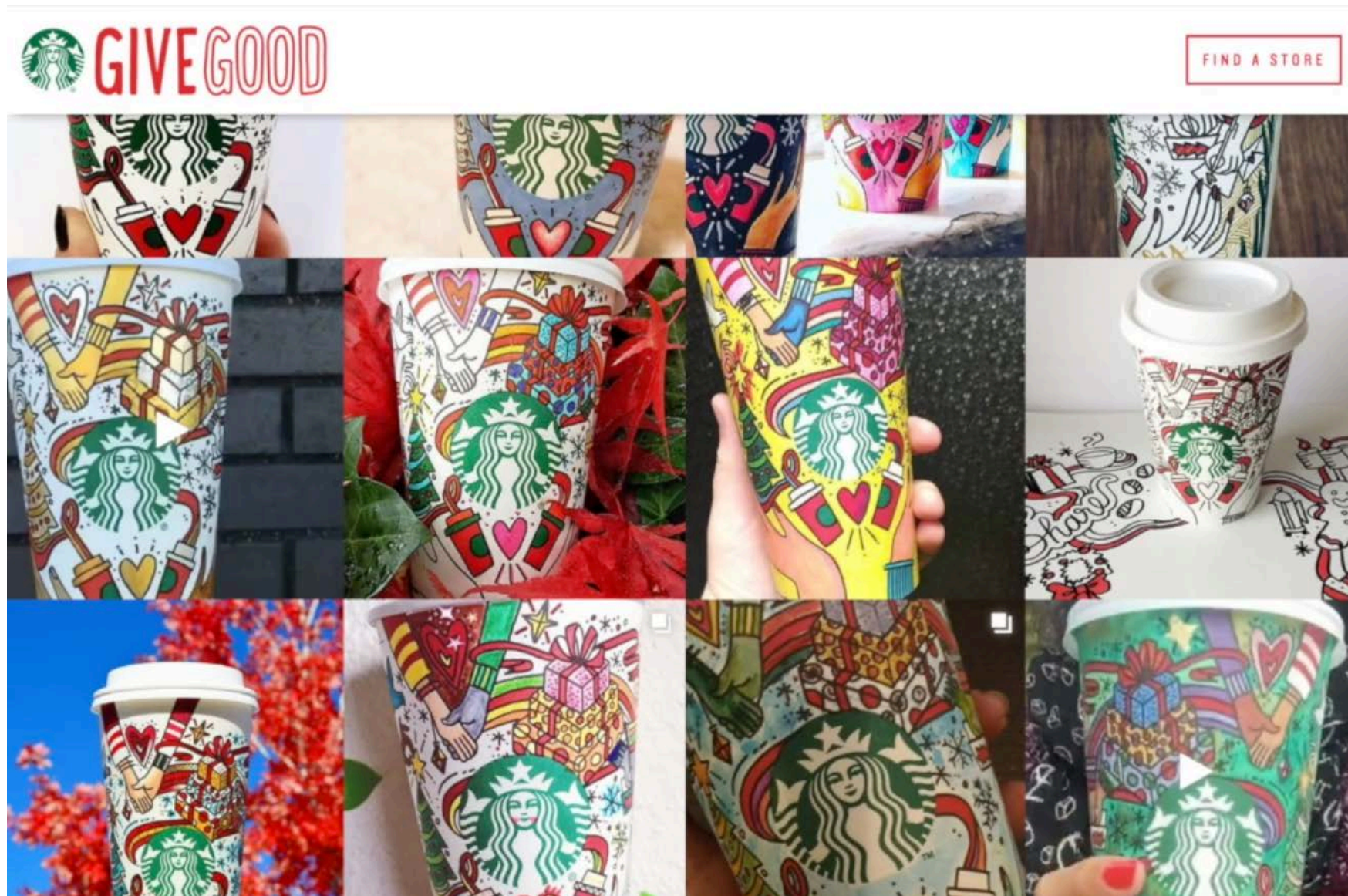
- Increase time customers spend thinking about and interacting with your brand.
- Improve ‘Customer Lifetime Value (CLV)’ - how much each customer spends on your products and services.
- Encourage customers to share with their friends and social networks.
- Maintain a positive sentiment towards your brand.
- Have fun! Make your brand connect with people on a human level.

Interaction



BarkBox Destroyer's Club

Hashtags let your followers join in



#GiveGood
givegood.starbucks.com

The Hook Model

from 'Hooked' by Nir Eyal



Triggers

External Triggers you can control

- Paid Triggers
(Advertising)
- Earned Triggers
(Reviews, awards)
- Relationship Triggers
(Word of mouth)
- Owned Triggers
(Icons, Newsletters, Chatbot, reminders)

Other Triggers

- Emotions (Boredom, Nostalgia, Stress, Anger)
- Physiological (Hunger, Tired)
- Time of day, season, weather.
(Use Correlate to find ways to connect your product to these)

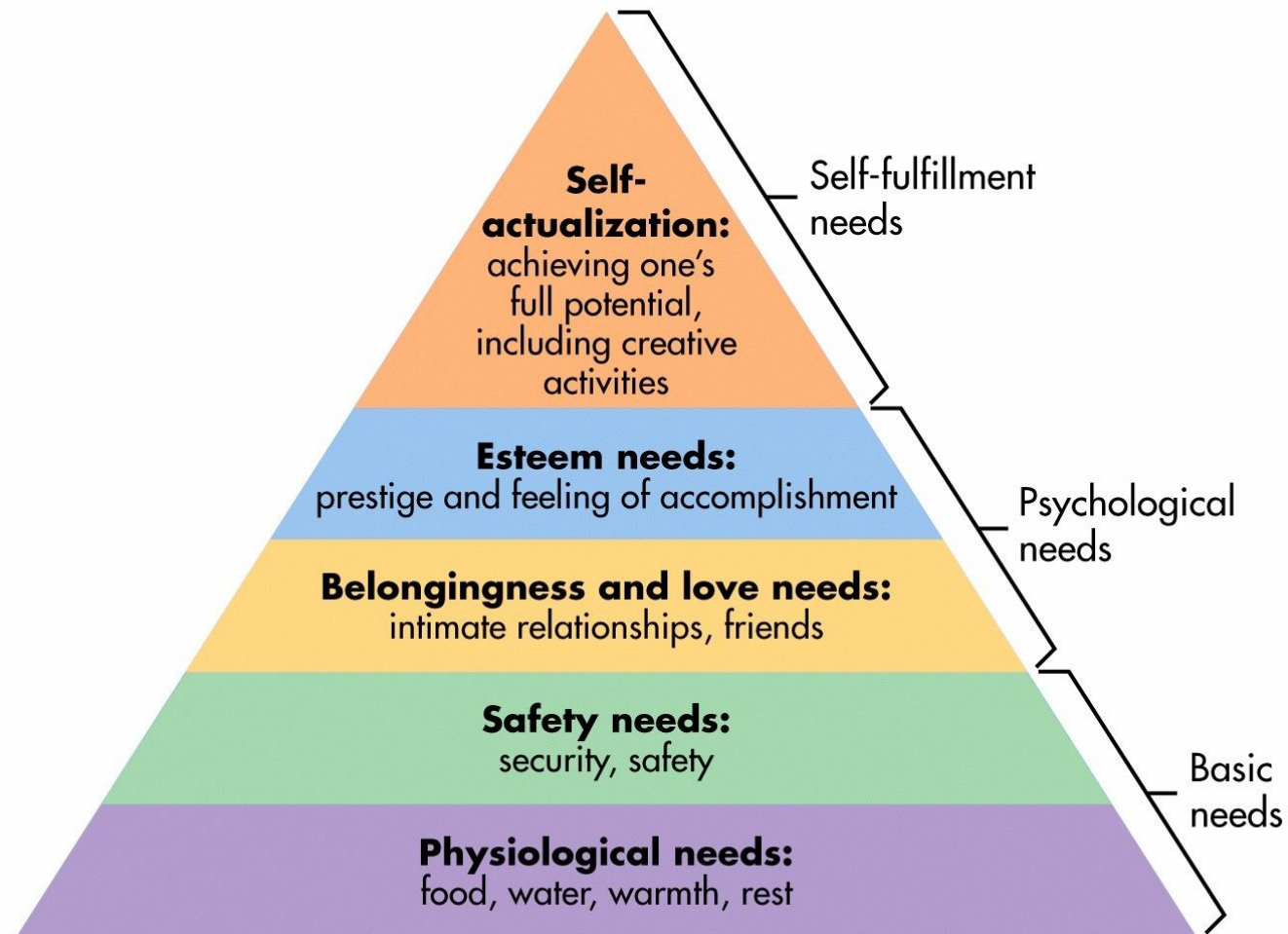
Variable Rewards?



In Skinner's Box, Lab Mice responded best to random rewards

**Theory: Humans crave predictability and seek to spot and solve problems.
This creates an engrossed trance state.**

Rewards



Abraham Maslow

Rewards of the Self

Rewards of the Tribe

Rewards of the Hunt

Nir Eyal

Viral effect and sharing



Rewards of the Tribe
Likes, Shares, Comments, Reactions

Products with rewards

- Musical toothbrushes
- Mystery Prizes in Cereal Boxes
- Color change mood rings, hoodies, mugs
- Mystery Flavors
- King Cake, Advent Calendars, Christmas Crackers
- Choose your own adventure
- Tell a story around an activity

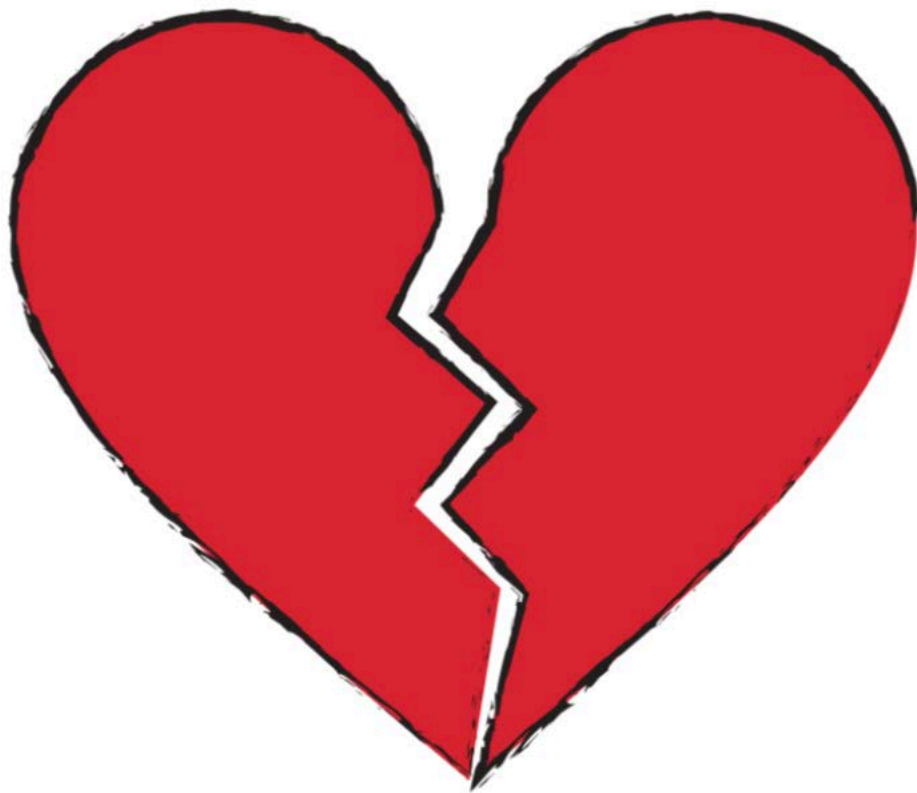


Simple Ways to Create Gamified Products

- Set challenges and issue rewards.
- Gamify everyday tasks
Walking, eating, cooking, drinking, knitting, fishing, cleaning, praying, pet care
- Gamify your house!
Conserve electricity, strategize yard work, reward car washing...
- Gamify relationships!
Set date challenges, plan quality time with kids
- Gamify workplaces, church, school, community commitments, scout troops.
Set group challenges.
- Gamify processes like rehabilitation, physical therapy, addiction treatment, pregnancy and childbirth
Think about progress, rewards, methods for keeping people committed.
- Gamify time
Clocks, calendars, schedules.

Example: Heartbreak Hampers

How do you gamify the process of dealing with a heartbreak?



- Create a Heartbreak Hero Quest and help heartbroken characters
- Turn it into a challenge - Points for each 'getting over it' action
- Have a community 'Over It' leaderboard
- Roleplay room - Practice what you say if he calls
- Reward points count to discounts on subscription product
- Visualize the breakup as a boss battle and create a game to fight the breakup boss.
- Team up with stores or brands to make real life rewards
- Create a card game or party game people can play at home with friends.

Games can be simple or complex.

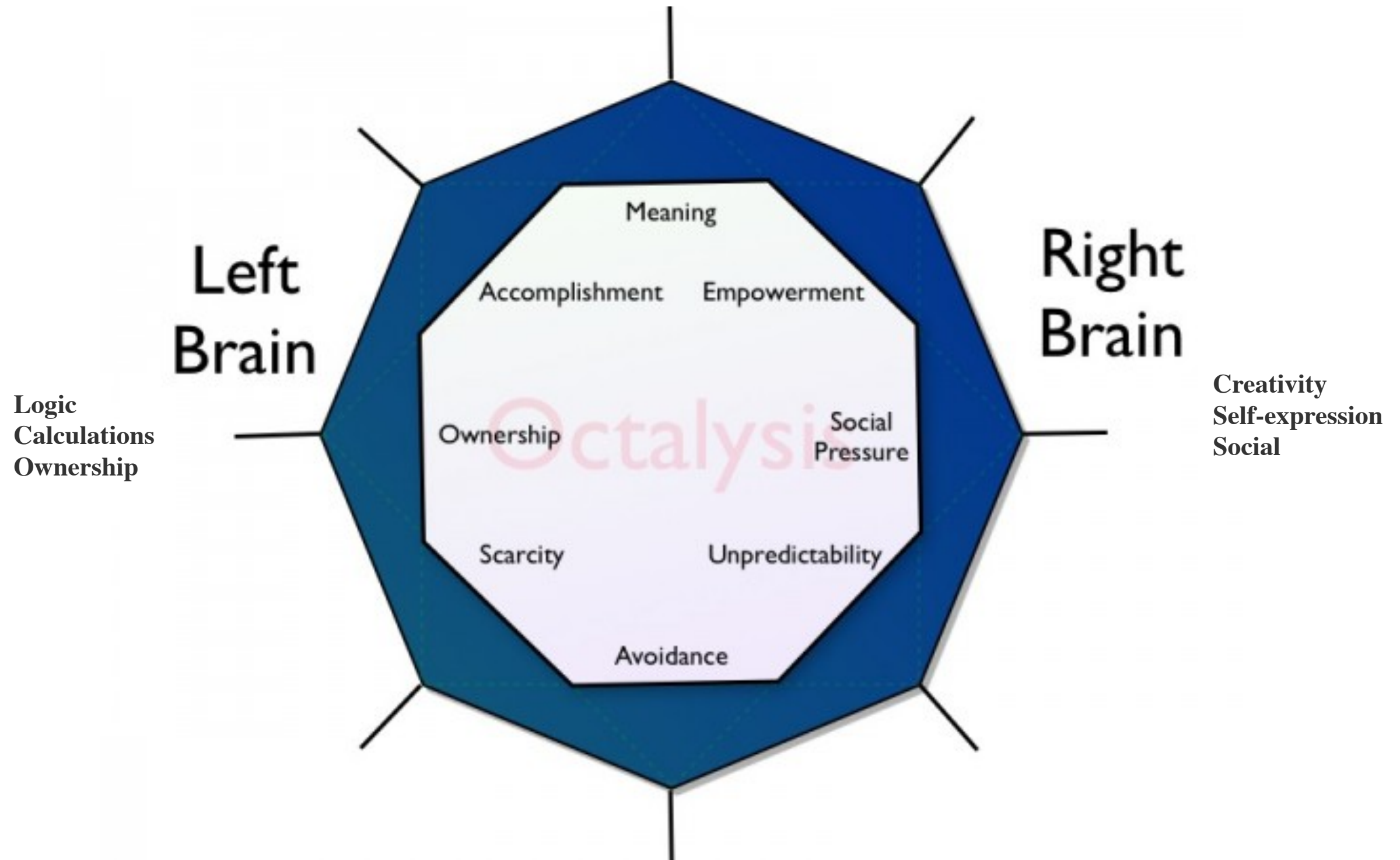
The rules can be delivered in Facebook posts, via email or via Messenger. They can be in a book. They could even be a complete app or video game. They can also be how people navigate your website.

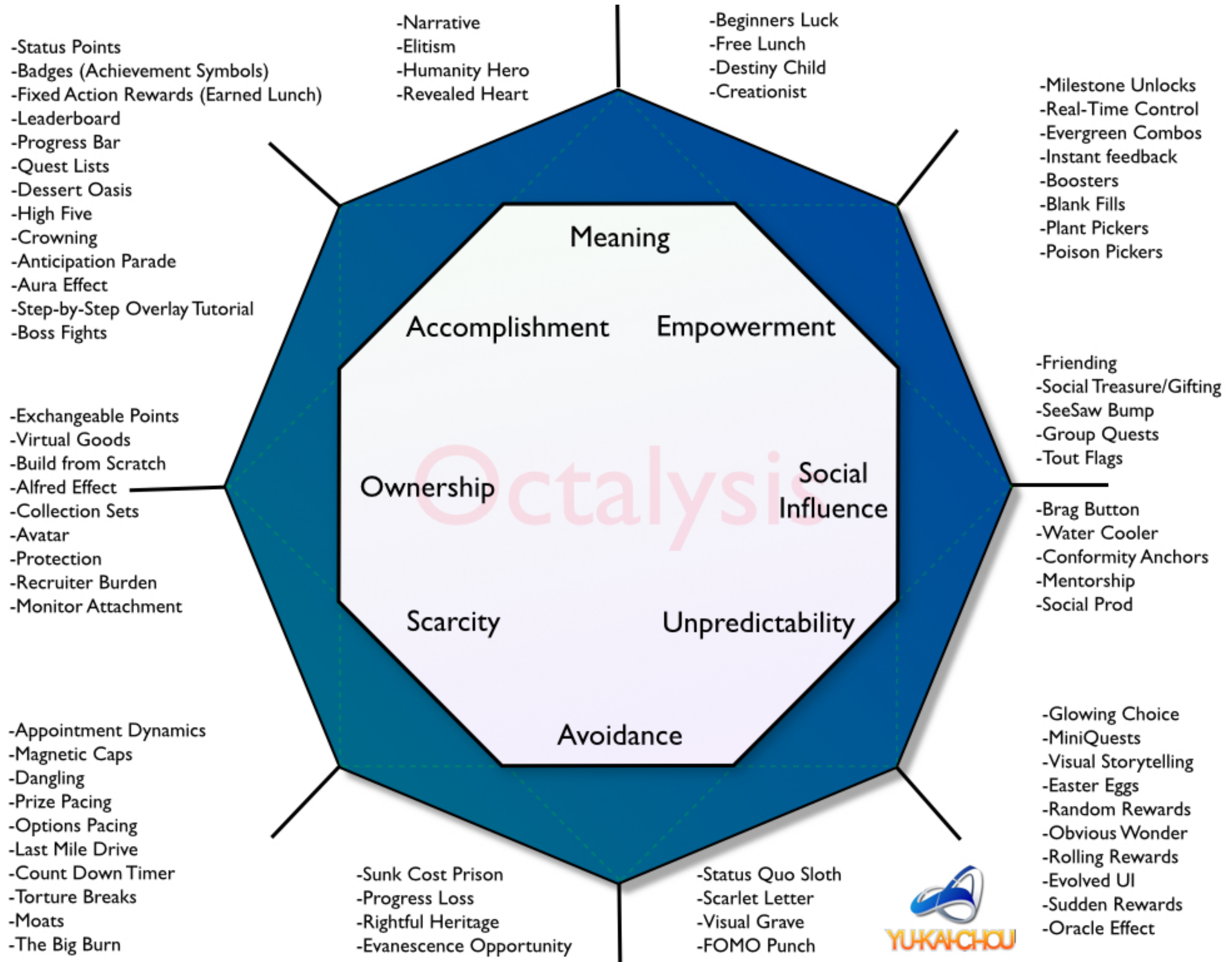
8 Core Drives

Yu-Kai Chou's Octalysis Model

1. **Epic meaning and calling**
e.g. Donating laptops or shoes to third world countries
Zamzee shoes encourage kids to exercise to become a sorcerer's apprentice
2. **Development and accomplishment**
Leaderboards, leveling up, badges, points - BUT there has to be some challenge.
3. **Empowerment of creativity and feedback**
Change the game up with boosters and power-ups
See results of your work quickly - for example, with Lego
4. **Ownership and possession**
Create a character or avatar
Collect tokens, wealth, puzzle pieces etc.
5. **Social influence and relatedness**
e.g. 'Bundle buddies'
Sharing and collaborating
6. **Scarcity and impatience**
Creating elite societies and VIPs
Imposing time restrictions to boost anticipation. "Movie premiers on June 14th!"
7. **Unpredictability and curiosity**
Variable rewards, slot machines, Skinner's Box
8. **Loss and Avoidance**
"Act now!"
Fear of Missing Out

8 Core Drives





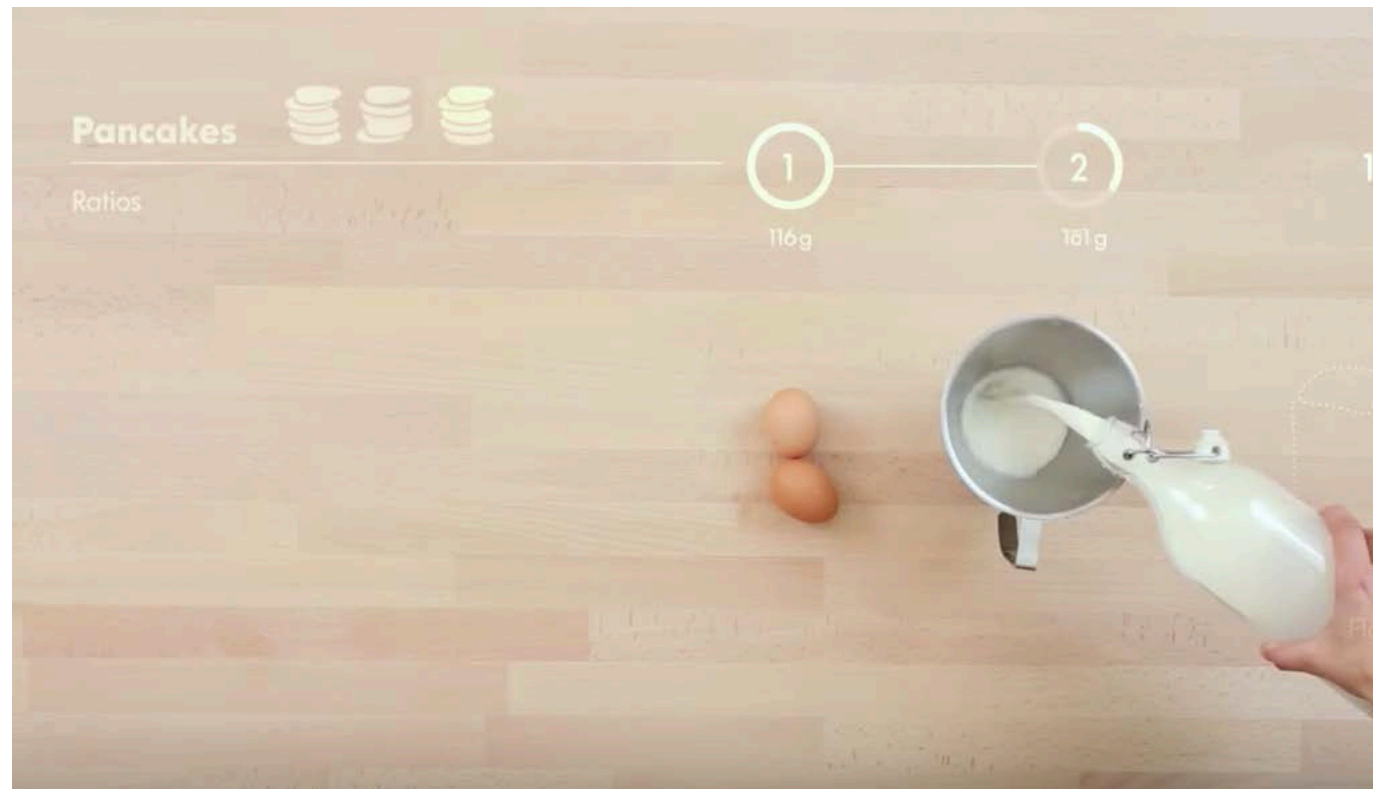
World and Culture Building

- Social media allows us to collaboratively build powerful worlds and cultures that wrap around our brand. You can set the values, mythologies, characters, tone and voice of your brand.



Technologies to watch

- Virtual Reality and 360 photographs are becoming more accessible and are super powerful for leisure, real estate and visual industries.
- Augmented Reality hit a peak with Google Glass but there is still a world of potential, from map views to clothing mirrors and home decor.



More avenues to gamify your marketing

- Can you create Simple Games for promotion based on board games, trivia or other well known gameplay mechanics - Examples: McDonalds or Vons Monopoly, Starbucks for Life
- How will you encourage your audience to share their progress? - Examples: GiveGood Starbucks colorable mugs, Barkbox Destroyer's Club
- Contests and Giveaways - RaffleCopter, Gleam, Amazon Giveaways
- Do something fun and unexpected. Dominos App gives random pizza toppings when you shake the phone.
- Think about brand likability. Will people feel good about the journey you take them on.
- Explore Story and World, Mythology and Characters,
- How can you use games to promote use of your products regularly? What behaviors do you want to encourage in your audience?