



GAMIFICATION, INC.

Recreating companies
through games

Gamification cards

Use these cards as a guide to develop
your gamification project.



VERSION FOR PRINTING

Print the following pages (11 -14)
in A4 size and cut at the location indicated.



Step 1 Understand the problem and the context

The gamification project begins with an understanding of the problem to be resolved and its context. Three fundamental aspects should be considered: **company culture, business objectives and user understanding.**

Techniques used in Design Thinking

- interviews, questionnaires
- 5 'whys'
- observation
- diary studies / cultural probes
- mental map
- user's working day
- empathy maps
- stakeholder maps

CHECKPOINT

[] OBJECTIVES OF THE GAME

- What is the main issue to be considered?
- Is it relevant to the company?

[] BEHAVIORS

- What is the current undesirable form of behavior? And what is the reason behind it?
- How should it be modified?
- Why is it necessary to modify this behavior?
- Who will benefit from this change?
- How can the player benefit from this change?
- Is the desired behavior compatible with the requirements? And what about the business objectives?

[] ENVIRONMENT / CONTEXT

- What is the context of the game to be developed?
- What is the physical constitution of this context or game?
- Is it a noisy or busy environment?
- What are the rules and limitations imposed by the environment?
- Will the player participate from home or in a specific environment?

[] PLATFORM

- What is the most suitable platform for your game?
- Board game, computer game or physical activity?
- What is the interface between player and game?



Step 2 Understanding the players

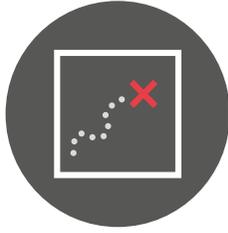
Having defined the problem, it is important to obtain a more in-depth understanding of the players involved. To achieve this understanding, **personas** are created based on observed behaviors: **genre, age, profession, type of player, behavioral patterns and generation.**

Photo	Description of persona: attitudes, habits and behaviors
Name, age	Main attributes describe and include degree of agreement
Occupation	_____ - _____ +
A typical quote of the persona	_____ +
	_____ +
	_____ +

CHECKPOINT

[] WHO IS THE PLAYER?

- What are his/her demographic and behavioral characteristics?
- What activities does the player take part in?
- What type of player is he/she?
- Will other players be engaged in the game (supervisors, for example)?



Step 3

Guiding criteria and game mission

Establish the guiding criteria for your game, consisting of directives to guide the project and ensure that crucial aspects are not overlooked.

Examples of criteria

- encourage cooperation between players
- encourage the exchange of information between players
- Players should learn by doing

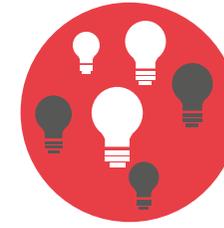
Define the mission

The **mission** is the '*raison d'être*' of the game, the principal objective of your gamification initiative. It consolidates the requirements encountered in the earlier development stages in **clearly delineated** and, therefore, achievable **actions**.

CHECKPOINT

[] MISSION

- Are the guiding criteria compatible with the project's initial challenge?
- Are the guiding criteria compatible with the business objectives?
- Is the mission clear, specific, achievable and measurable?



Step 4

Develop ideas for the game

The next step is to develop ideas to determine the game's format. Use idea-generating techniques such as **analogies** and **brainstorming**.

Tips

- make a note of all ideas that come to mind.
- look at the problem from different angles.
- develop ideas as if you were someone else.
- if you reach a mental block take a rest and think about it later.
- define the game's theme and aesthetics.

History

The history is the sequence of events that unfold in a game and should be reinforced by its mechanics. All the events must come together to achieve the objective of providing a coherent experience for the player

CHECKPOINT

[] THEME

- What theme best represents the game's objective?
- Does the metaphor make sense to the players and is it compatible with the game's objective?

[] HISTORY

- Is the history capable of engaging the players?

[] AESTHETICS

- What aesthetics do you wish to prioritize in the game?
- Do the aesthetics reinforce and consolidate the history?



Step 5 Definition of the game and its mechanics

At this point, work can begin on designing the mechanics of the activity, which forms the nucleus of the game. Its function is to ensure that each player understands the objectives and what to expect once each action is completed.

Important aspects of the game

- duration
- dramatic arc
- frequency of interaction
- objectives
- actions
- rules

Examples of mechanics

- restrictions
- scoring
- achievements
- comments
- dynamic commitment
- countdown
- disincentives

CHECKPOINT

[] DURATION OF GAME

- What are the rules regarding the game's duration? • What is the player's experience curve?

[] FREQUENCY OF INTERACTION

- How frequently will the player interact with the platform?

[] SCORING

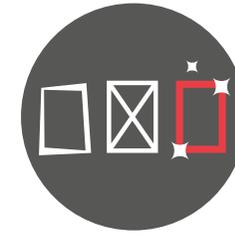
- Will scoring be balanced and fair? • What do the players feel when they lose?

[] MECHANICS OF THE GAME

- What are the mechanics governing the game? • Are the mechanics engaging for the players? • Do the mechanics help achieve the game's initial objectives?

[] REWARD

- Are there rewards in the game? • Is there any risk of rewards destroying intrinsic interests?



Step 6 Low, medium and /or high fidelity tests

The purpose of **prototyping** is to validate the idea developed and obtain data to perfect it. These tests may take place at any stage of the project. Low fidelity and contextuality prototypes are usually adopted initially, and, as the game is repeated and improved, the level of fidelity can be increased. There is no predetermined or recommended timeframe for the prototyping stage, the duration being relative to the aspect under scrutiny

Means of prototyping

- story board
- paper prototyping
- volumetric model

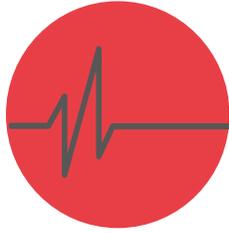
Prototyping tips

- Carry out tests rapidly and as soon as possible.
- Do not focus on improving the quality of the prototype initially.
- Do not be close-minded; better solutions may come to light during prototyping.

CHECKPOINT

[] ASSESSMENT

- Assess the mechanics of the game: did they work well with the participants? • Assess the scoring: is the system for allocating scores fair? • Assess the concept of the game: do the mechanics make sense to the players? • Did the players enjoy participating in the game?



Step 7 Implementation and monitoring

Once the game has been implemented it should be monitored constantly and the possibility of implementing modifications assessed at all times. It is consequently important to have well-established metrics to validate the actions, motivation and engagement of the players.



Step 8 Measurement and assessment

Certain suggestions relating to the assessment of metrics are compatible with the aims commonly associated with corporate games

Engagement achieved

- Average number of actions implemented
- Total users implementing actions
- Repeat rate for the game
- Progress achieved throughout the activity
- Level of player satisfaction

Time given over to activity

- Time spent by participants playing the game
- Frequency of visits to platform
- Response time to proposed challenges

E61 achieved

- Number of active participants
- Increased productivity rates
- Cost reductions achieved
- Increased sales