



GAMIFICATION IN A DIGITAL WORLD

#WORKSHOP | 31. JAN 2017 | GOETHE UNI FRANKFURT

Strategy | Consulting | Digital | Technology | Operations

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WELCOME

Strategy | Consulting | Digital | Technology | Operations

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Jasmin Deniz Karatas

UX/UI Design Specialist,
Strategic Designer & Gamifier

I am from
Frankfurt, Germany

I am within
Accenture Interactive

Jasmin Deniz Karatas



BACKGROUND

I am an UX/UI Consultant in Accenture Interactive. My main area of experience is Process Design with a focus on Interaction, Gamification and Design Thinking. I joined Accenture in March 2015. Prior I worked in the field of innovation design, digital marketing for international brands.

Previous projects in Accenture:

- UX/CX Consultant to built up a CX team/ Digital Unit for an international insurance company
- E-Learning/ Gamification concept and development for a new laboratory system of an international consumer products company
- Functional Designer for a Finance Application for a German bank
- UX Designer for business software of a payment provider



HOBBIES or SKILL

- Gamification
- Sketching
- Read various books
- Write my blog



INTERESTING FACTS

I grew up in one of the smallest villages (Ortschaft) in Germany – with now 8 inhabitants.

- **GAMI...WHAT?!**
- **GAMIFICATION**
- **MOTIVATION**



Gami...What?!



Gami...What?!

TIME SPENT IN A GAME

Case WORLD OF WARCRAFT



13 hours a week



10.000 – 15.000 hours
a year

=

Expert in something



Full time job in
5 years

WORLD WARCRAFT



- GAMI...WHAT?!
- **GAMIFICATION**
- MOTIVATION

A person is captured mid-air, jumping over a hurdle on a track. The scene is set at sunset, with the sky transitioning from blue to orange. Several other people are visible in the background, some standing and some sitting on the ground. The ground is wet, reflecting the sky and the person jumping. The overall mood is energetic and celebratory.

GAMIFICATION

ARE YOU READY TO PLAY?





MOTIVATION & JOY

The practice of making activities more like games in order to make them more interesting and enjoyable.

- *Cambridge Advanced Learner's Dictionary & Thesaurus*

This is called **GAMIFICATION!**



Games trigger emotions so well...



...the hormonal outcome is so big, that it has the power...



...to change our behavior and thinking. This is the motivational boost.

GAMIFICATION

Long story short



Games, especially digital games were reviewed and researched...

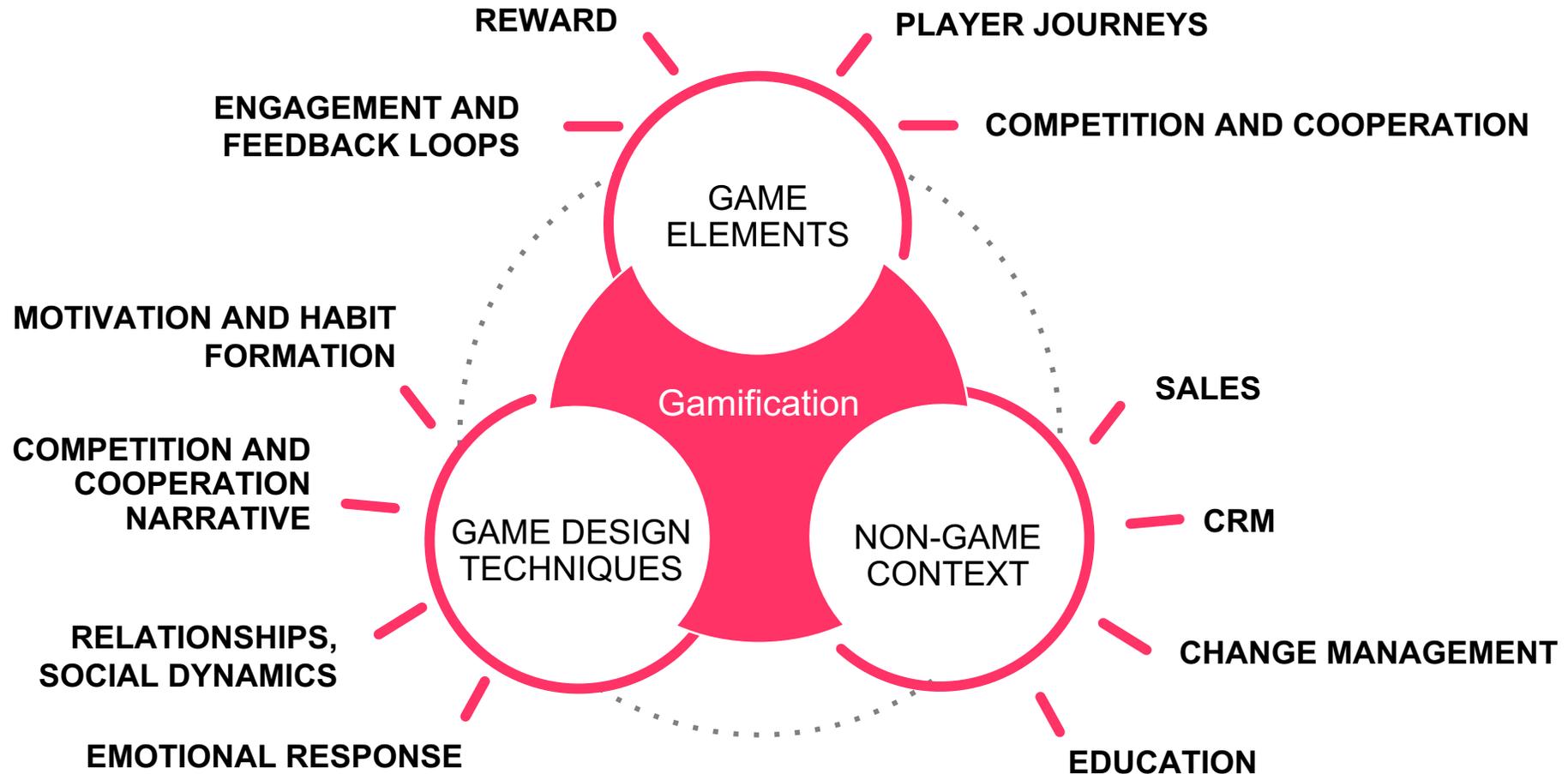
...and as nucleus, the essence was compiled into a player centric process and design.

Game mechanics and game rules are transferred into a non-game context.

This results in behavioral change and practical outcome.

COMPONENTS OF GAMIFICATION

for practical outcome



GAMIFICATION SPECTRUM

The different forms



Nike+ Fuel Band

GAMIFICATION
Overt use of game mechanics



Zombies, Run!

GAME-LIKE
Feels like game.



Loyalty Programs

PRE-GAMIFICATION
Use of motivational science common to games/gamification



SERIOUS GAME
Learning through decision-making.



Cold Stone Creamery
"Scoop It Up"



LinkedIn

BEHAVIORAL MECHANICS
Subtle, almost imperceptible

SIMULATIONS
Virtual Reality



Full Spectrum Warrior

GAMIFICATION

BUSINESS GAMIFICATION



PRODUCT GAMIFICATION

Usage through
enjoyment

Making products more
engaging and fun.

e.g. ebay (bet & win)



WORK [PLACE] GAMIFICATION

Innovation through
collaboration

Inspire and motivate
employees towards work

e.g. 20% rule of Google



MARKETING GAMIFICATION

Loyalty through
communication

Unique experience
designed for a product

e.g. apple



LIFE [STYLE] GAMIFICATION

Development through
motivation

Customizable and
measurable experience

e.g. Freelatics

A3 By the Numbers

Year one

266%



increase in hashtags used in Stream posts

87%



increase in comments made in the Stream

750%



increase in sharing of KX contributions

20%



increase in new blog posts

500%



increase in rating of KX contributions

2300%



increase in completion of training via the Secret Mission

20%

increase in engagement around collaboration



74%

26%

increase in understanding impact of collaboration



77%



67%

33%

increase in awareness of collaboration behaviors and capabilities

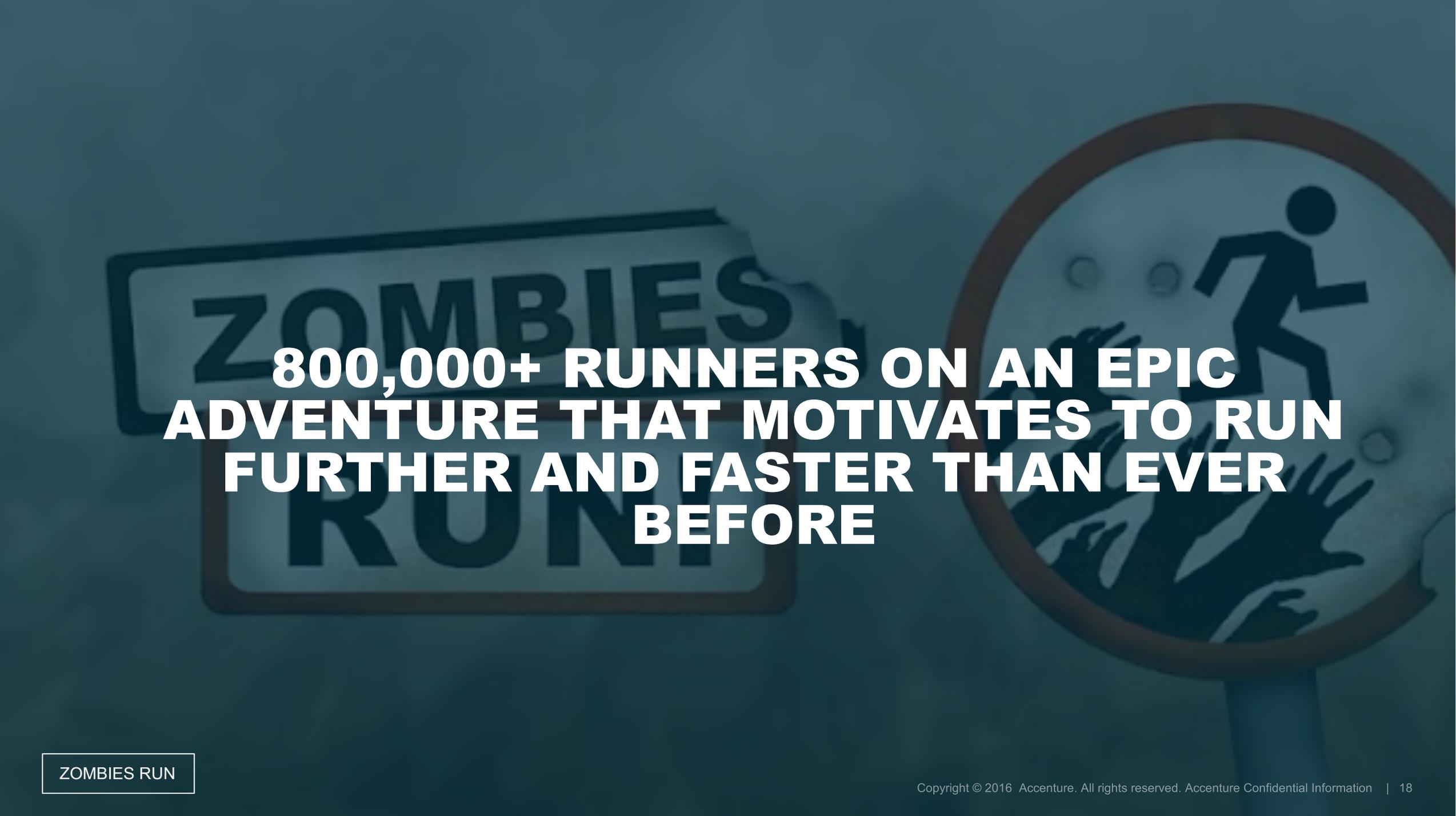
13%

increase in motivation to collaborate



77%



The background features a dark blue gradient with faint, stylized icons. On the left, a rectangular sign with a dark border contains the words 'ZOMBIES' and 'RUN' in large, bold, white letters. On the right, a circular sign with a dark border depicts a silhouette of a person running, with several hands reaching up from below, suggesting a crowd or support. The overall theme is a zombie-themed running event.

**800,000+ RUNNERS ON AN EPIC
ADVENTURE THAT MOTIVATES TO RUN
FURTHER AND FASTER THAN EVER
BEFORE**

19 Million registered users

9,5 Million active users

579 employees

\$1,86 Billion revenue 2015

 fitbit
chargeHR™



- GAMI...WHAT?!
- GAMIFICATION
- MOTIVATION

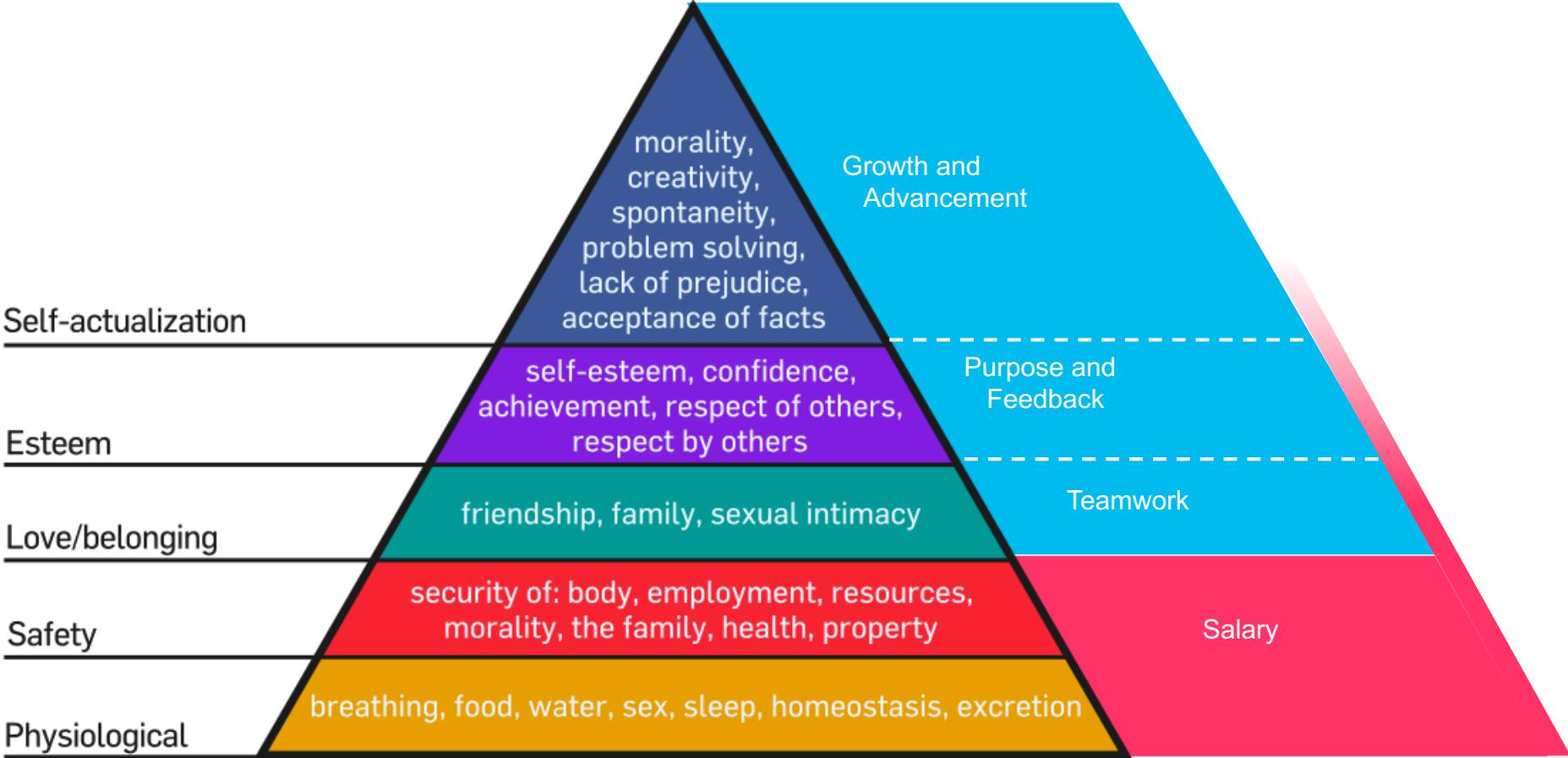
“THE MAN WHOSE WHOLE LIFE IS SPENT IN PERFORMING A FEW SIMPLE OPERATIONS, OF WHICH THE EFFECTS ARE PERHAPS ALWAYS THE SAME, OR VERY NEARLY THE SAME, HAS NO OCCASION TO EXERT HIS UNDERSTANDING OR TO EXERCISE HIS INVENTION IN FINDING OUT EXPEDIENTS FOR REMOVING DIFFICULTIES WHICH NEVER OCCUR. HE NATURALLY LOSES, THEREFORE, THE HABIT OF SUCH EXERTION, AND GENERALLY BECOMES AS STUPID AND IGNORANT AS IT IS POSSIBLE FOR A HUMAN CREATURE TO BECOME.”

Adam Smith - The Wealth of Nation



THE MASLOW'S PYRAMID

The desire to develop.



NEEDS

WISHES

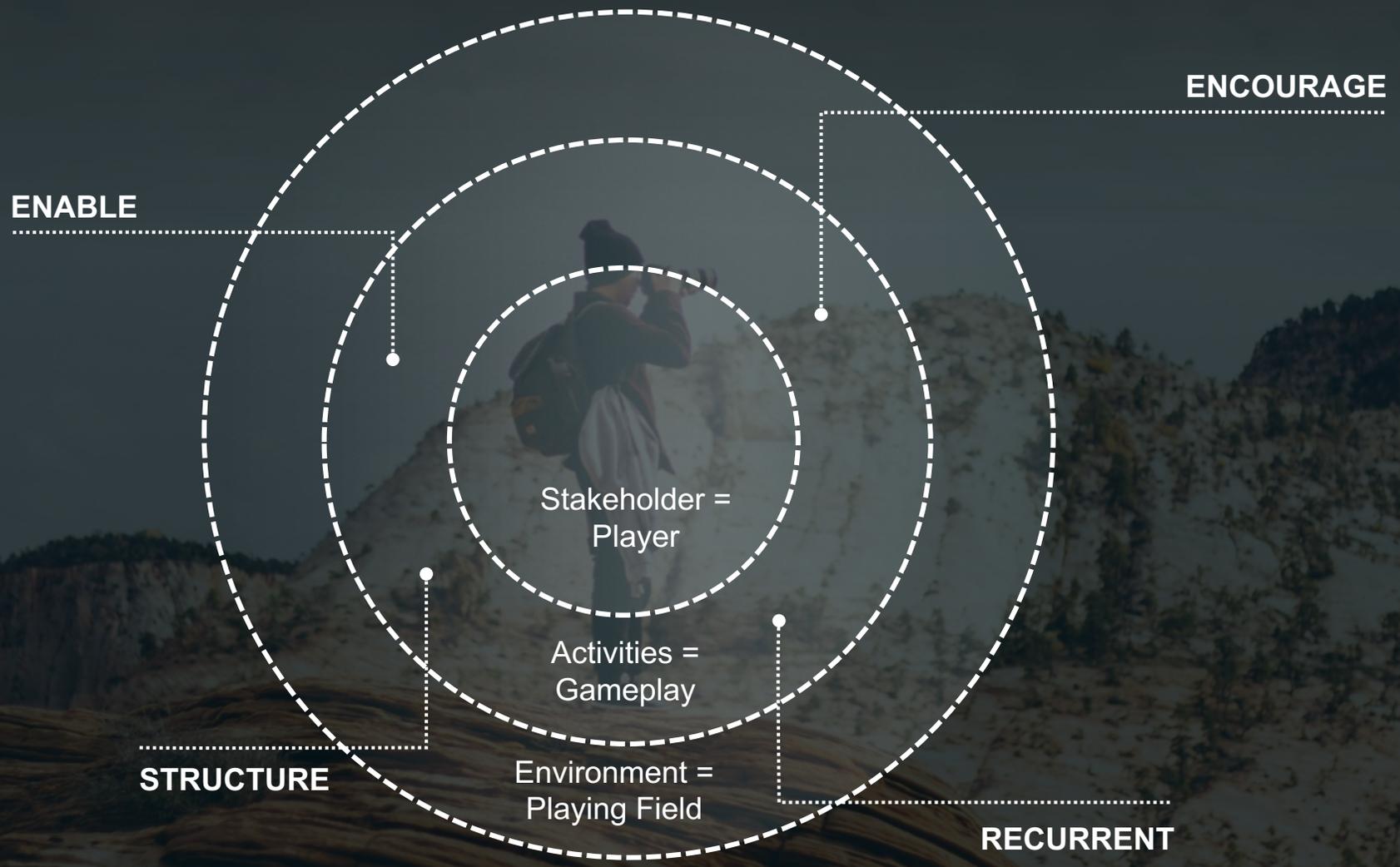
ANALOGIES

EMOTIONS

Stakeholder =
Player

Activities =
Gameplay

Environment =
Playing Field



STRUCTURE / RULES

APPLICATION (DIGITAL / ANALOG)

Stakeholder =
Player

Activities =
Gameplay

Environment =
Playing Field

REQUIREMENTS

FRAMEWORK

Motivation

A photograph of a person jumping over a wooden fence at sunset. The person is in mid-air with arms outstretched. Several other people are standing on the other side of the fence, watching. The scene is reflected in a pool of water in the foreground. The sky is a mix of blue and orange.

LET'S PLAY

IDEA WORK

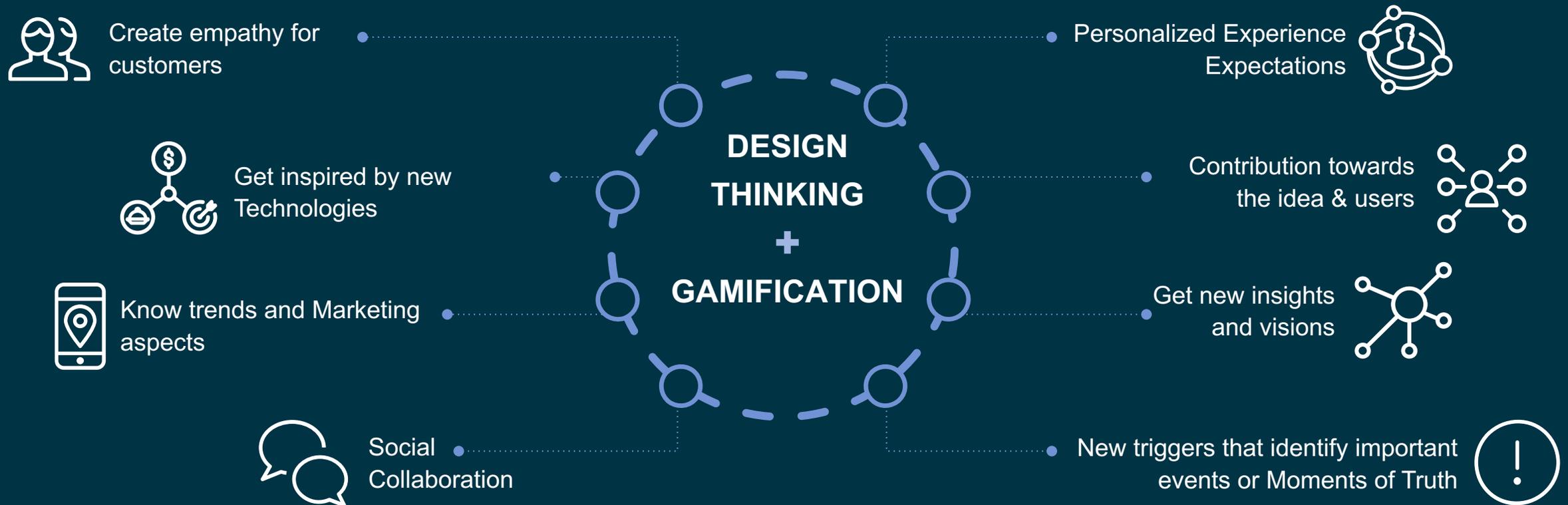
A CARD GAME WITH A DESIGN THINKING ASPECT

Card Game



GAME MECHANICS IN DESIGN THINKING

New digital technologies & evolving customer expectations



Insert Key Point if Needed

IDEA WORK

A Card Game with Design Thinking and Gamification



Draw cards



Share them with
the Team



Start Ideation



Show Ideas and
share them in a
funny way



Create an
Experience and
concepts

ing, from glas-
n organs. The
ogy provides us
individualize al-
and gives us the
ever we



LIQUID EXPECTATIONS



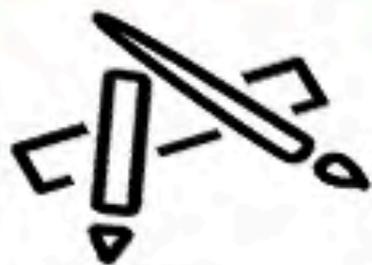
With increasingly disruptive innovation like Uber, Facebook, Netflix, Amazon and various others, customer expectations are exploding. Customers now expect to have an E2E experience.

Individual, E2E, Experience

STON



THE DESIGN WAY



Everybody of us is creative. Humans solve problems, so we need to enable them to solve them in a creative way.

- set restrictions and rules
- enable choices
- freedom of solve tasks

EMOTIONS



VISION / GOAL

The vision cards guideline what the target of the ideation round will be, e.g. "Be e-commerce sales hero" or "Be a living organization". The headline is described on the cards, to give the players an understanding of the target, so they know towards they will create towards.



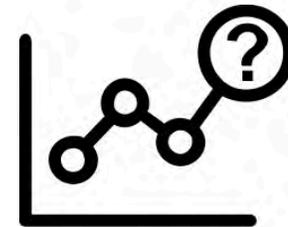
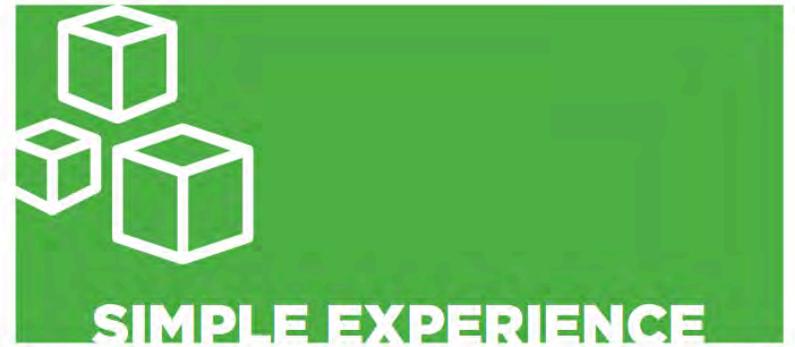
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TECHNOLOGY / ENABLEMENT

These cards are showing the newest technologies or trends on the market. For example 3D printing, wearables, touchless devices (mind control).



80% of consumers are more likely to recommend a brand that offers a simple experience. In a fast changing world, companies need to stand out by offering ensure lean, simple and easy experience.

Lean, Simple, Easy



PLAYERTYPES / MINDSET

The player type cards are standing for personas or player types, for whom the concept should be developed for. As gamification is a player-centric, this card is one of the most important in the games.



LIFESTYLES OF HEALTH AND SUSTAINABILITY

- live sustainable
- “green” ecological initiatives
- active in social groups
- well-educated

MINDSET



GAMIFICATION / EMOTIONS

These cards show various gamification aspects. They give an overview of the emotions which gamification evokes and a little insight of the methods, which could be used to trigger these emotions.



We as humans gain to be part of something bigger. We want to live for a purpose.

- storytelling
- being part of a "BIG" Mission
- "YOU" count
- belief and courage



OUR MISSION

The background of the slide features a dark, blue-toned image of a large group of people walking on a beach at sunset. The silhouettes of the individuals are clearly visible against the lighter sky, and their reflections are cast on the wet sand in the foreground. The overall mood is one of community and shared purpose.

We can impact the digital world. Others already did it, we just need start doing it.

You understand what is necessary to reach this goal, so let's play.

YOUR TASK

- Background:** A global family owned retailer hired you to guide through a massive change within this company – they want to implement a new way of working together.
- Your Task:** You need to come up with a innovative process, idea or strategy.
- Time:** 20 min
- Presentation:** Each group gets 3 minutes to present their ideas and to explain how they propose to deliver it.

SOME HELP

Control lever:

- Information
- Qualification
- Motivation
- Organization

How to change:

- (1) Strategy of Power and Force
→ Who is the boss?
- (2) Strategy of information
→ That is how we change the company
- (3) Strategy of participation
→ Early involvement of people
- (4) Strategy of education and cultural development
→ to win allies

THE CARDS



CX @ IoT



A big factor that will separate the winners from the losers will be whether companies learn to channel IoT data in order to build exceptional customer experiences.

IoT, Future, Experience

VISION 



INTER-SOCIAL MEDIA



Use social media monitoring to better understand share of voice, run more effective campaigns, and proactively resolve emerging issues.

Social, People, Information

Technology 



THE YUPPIE



YOUNG URBAN PROFESSIONAL

- very business oriented
- young & urban
- loves fashion & style
- propensity to consume

MINDSET 



I AM SCARED



By thinking, we can not reach or get something, we try harder to get it.

- exclusivity
- countdown
- intervals of change/ restriction
- options pacing

EMOTIONS 



CURIOSITY



As we are humans, curiosity drives us. If something is unpredictable, we want to know how it's developing further.

- easter eggs/ explorative
- obvious wonder
- win by chance

EMOTIONS 



ACCOMPLISH IT



Everybody knows the feeling of finishing something and how this motivates us, to continue our way.

- points, badges, leaderboard
- step-by-step, levels, phases
- flow principle
- being great in something

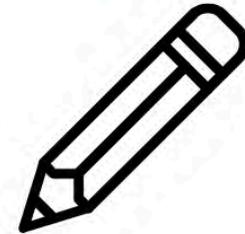
EMOTIONS 

A photograph of a person jumping over a wooden fence at sunset. The person is in mid-air with arms outstretched. Several other people are standing on the other side of the fence, watching. The scene is reflected in a pool of water in the foreground. The sky is a mix of blue and orange.

LET'S PLAY

HOW TO PRESENT

These cards bring the fun in the ideation. Every group can decide if they want to take a card and then need to present like described on the card and get points for it or get no points and present their way. At the end, the team will have 30 seconds to explain their idea to the audience.



Show us your idea by sketching it. As more you sketch, the better. Show us your Storyboard. You are allowed to draw and to speak.



The background is an underwater scene with a dark blue, slightly murky water. Sunlight filters from the top right, creating a bright, hazy area. A hand is visible in the lower left corner, reaching towards the center. The overall mood is serene and contemplative.

FEEDBACK & EVALUATION

An aerial, high-angle photograph of Times Square in New York City at night. The scene is filled with illuminated buildings, streets, and numerous billboards. In the foreground, the feet of a person standing on a high ledge are visible, wearing dark pants and bright blue and black sneakers. The overall atmosphere is vibrant and urban.

THANKS

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