

Let the Games Begin! How Gamification Accelerates Engagement for Mobile Workers



Inter-Agency Mobile Learning
Webinar Series
July 13, 2013

Robert Gadd
OnPoint Digital, Inc.
www.mlearning.com



Session Resources

www.mlearning.com/imlws

- Contact info
- Final session slides
- Helpful resources & articles
- Gamification white paper
- Use case videos & game examples



My Universe is...

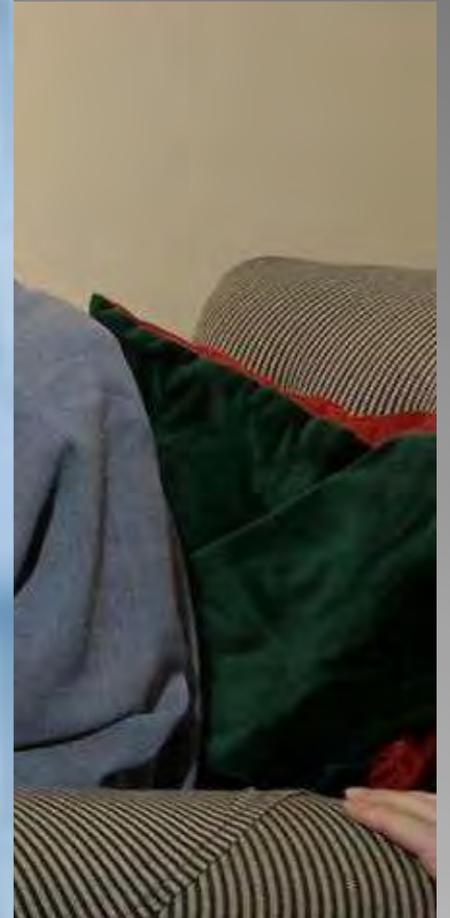


I Live @ the Corner of...



...in
Learningtown

Understanding the Trends



Everybody is Mobile



Understanding the Trends

Games are Everywhere!



PLAY IT TO WIN IT!
There are loads* of new Prizes this year, with 1 in 6 chances** to win! Stop like any game, you get to play it to win it!

HERE'S HOW TO PLAY.

WIN "INSTANTLY!"
Win instant prizes like a McDonald's gift certificate!

WIN ONLINE
Win online prizes like a McDonald's gift certificate!

COLLECT & WIN
Collect 6 game stamps to win a McDonald's gift certificate!

MILLIONS+ OF PRIZES TO WIN!
You could WIN* Cash, Sports Trips, Spa Days and Beach Vacations**!

MONOPOLY

FREE with a Coca-Cola beverage or McDonald's purchase.
In participating McDonald's restaurants. Offer valid while supplies last. See participating McDonald's for details. ©2011 McDonald's. All rights reserved.

Collect GAME STAMPS on this Game Board or download a Game Board at PlayatMcd.ca



Understanding the Trends

Driver vs. Shotgun Trend



© 2011 Ford Motor Company

Understanding the Trends

Interest in Gamification is High!



Congratulations!

Wharton Professor Kevin Werbach, author of *For the Win*, describes gamification as “approaching problems from the perspective of a game designer to tap into the psychology of motivation”.



FACT:

More than 145K people have registered for this course over the past year from 165 different countries. Produced with a \$70 webcam & a laptop.

<https://www.coursera.org/signature/course/gamification/970314>

Understanding the Trends

Games are Everywhere

So, are we ready?

Let the Games Begin!

Presentation Agenda

- **Company Snapshot & Recognition**
- What is Gamification? - Market History & Analysis
- Gamification Tools, Vendors & Solutions
- Case Studies for Game-Enabled Learning
- Lessons Learned (Worth Sharing)
- Demonstrations & Attained Results
- Questions & Answers



Company Snapshot



- Formed in 2002 by software development & media experts; 100s projects (POC/Pilot/Prod)
- End-to-end mobile content & training delivery technologies under the **CellCast[®] Solution** brand feature phones, smartphones, tablets & more
- Complement core offerings with consulting, support, content production and custom development services
- Headquartered in **USA** with teams in New Zealand & partners in US, Canada, APAC, EMEA
- Two Dozen+ **Industry Awards** received to date
- 120+ enterprise installations, **1M+ licensed users worldwide** (LMS & mobile)
- ISO 9000 & 27001 Certifications in Process



Company Snapshot – Customers/Partners



Company Snapshot – 28 Awards!



Best mLearning Innovation
Gold Award – Dec 2012



Best mLearning Tool
Gold Award – January 2012



Best mLearning Authoring Tool
Gold Award – May 2011



Brandon Hall Research
Best mLearning Tool
Gold Award - April 2010



“Best Mobile Learning”
DevLearn Nov 2007



“Best Sales Training” DevLearn
Nov 2010 with Verizon (VZW)



“Best in Show” DevLearn
Nov 2010 with Verizon (VZW)



“Tests Go Mobile”
September 2008



“FreePad Solution”
September 2003



1st Place “Mobile Learning Shootout”
4 of 4 Categories – Feb 2009



MobileVillage
Mobile Star Awards

CellCast Solution: **13 Wins**
2007 through 2012



1st Place Solution for Corporate
Mobile Learning Excellence Awards



GLOBAL MOBILE AWARDS 2012
NOMINEE

Winner: Best mLearning
February 2012



GLOBAL MOBILE AWARDS 2011
NOMINEE

Finalist: Best mLearning
February 2011



1st Place Winner
Mobile Widget Contest
April 2008



Learning Industry's Most Diverse Mobile Feature Set

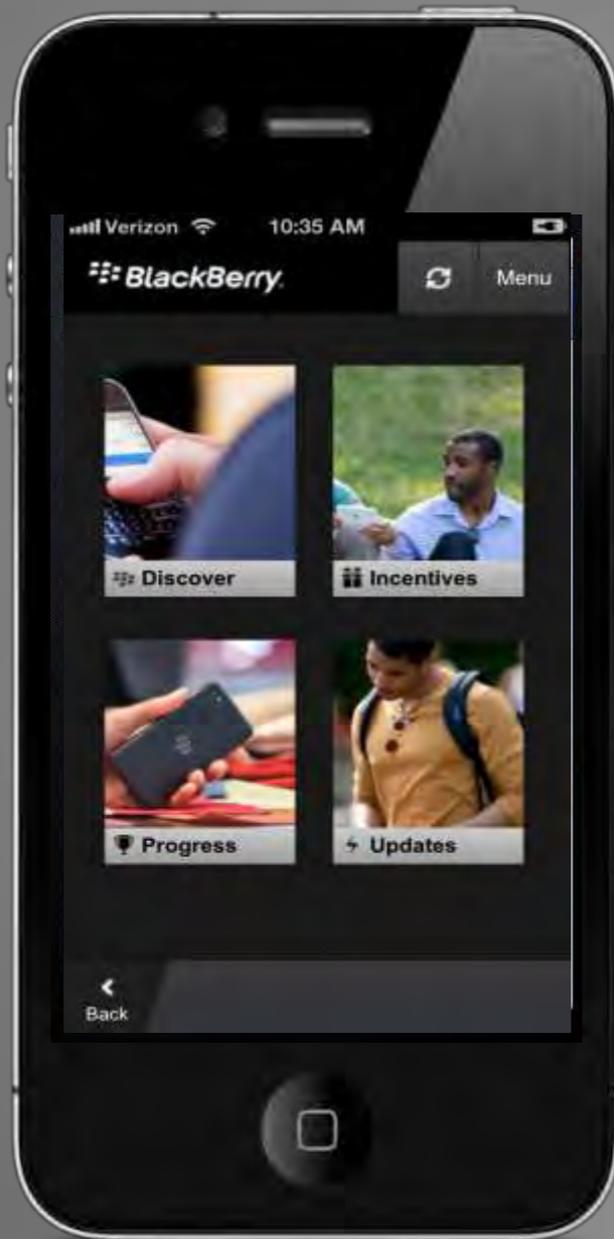


*Formal Learning
+ Informal Social
Interactions +
Engagement*



What Does it Take to Build an mTraining App?

Our App Framework *Enables/Supports...*



...Standard Features

- User Interface/Experience
- Manage Content/Tests
- Full Tracking Capabilities
- Online/Offline Channels
- Versioning/Auto Updates
- Security, Encryption, SSO
- Reporting & Analytics
- Localization of UI
- Integration with LMS/TM
- Game Mechs/Engagement

Time & Effort

10-25%

Configuration Only



Incentive/Loyalty Programs

Let's take a look at some popular & historical examples:



My Past

Incentive/Loyalty Programs

Let's take a look at some popular examples:

CHALLENGE:

*While all of these programs contained elements of Gamification (rewards, levels, badges & challenges), they generally lack engagement mechanics that can leverage technologies like **real-time data analytics, mobility, cloud services & social media platforms** that can accelerate and improve outcomes.*



My Past

My Present

Presentation Agenda

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- Questions & Answers



What is Gamification?



Gamification is the use of game thinking and [game mechanics](#) in a non-game context in order to engage users and solve problems.^{[1][2][3]} Gamification is used in applications and processes to improve [user engagement](#), [Return on Investment data quality](#), [timeliness](#), and learning.^[4] The word was coined by [Nick Pelling](#).^[5]

Wikipedia

What is Gamification?

"Gamification sits at the center of Loyalty Programs, Behavior Economics and Game Design. It takes advantage of game mechanics to deliver engaging applications, and make non-game applications more entertaining and appealing. The market for gamification has broadened rapidly, as the process has spread from consumer and media brands to the enterprise, healthcare and educational markets."



Market Awareness – Top Spin!

“By 2015, 70% of Global 2000 organizations will have at least one gamified application in place and these organizations will have transformed the way they motivate, educate and drive innovation from their workforces.”

Gartner also predicted the overall market for gamification will grow to US\$1.6 billion by 2015 (from \$100M in 2011).

Gartner Group Report (Jan 2012)



Market Awareness – *Back Spin!*

“Gamification is near the peak of Gartner Hype Cycles and like most new trends and technologies, the initial hype surrounding the trend creates unrealistic expectations for success and many poor implementations follow...We predict that by 2014, 80% of current gamified applications will fail to meet business objectives, primarily due to poor design. This design includes defining business objectives as well as application definition, deployment and adoption.

Brian Burke, Gartner (Jan 2013)



Market Awareness – Back Spin!

digital moves

Walmart Hopes 'Gamification' Can Engage Employees and Turn Things Around

Posted by Dale Buss on May 17, 2013 06:40 PM



There can be a lot of stress associated with working at Walmart these days: Financial results [aren't improving](#), and there are a lot of haters, such as critics of the [chain's strategy](#) for improving working conditions at factories in Bangladesh that supply Walmart garments.

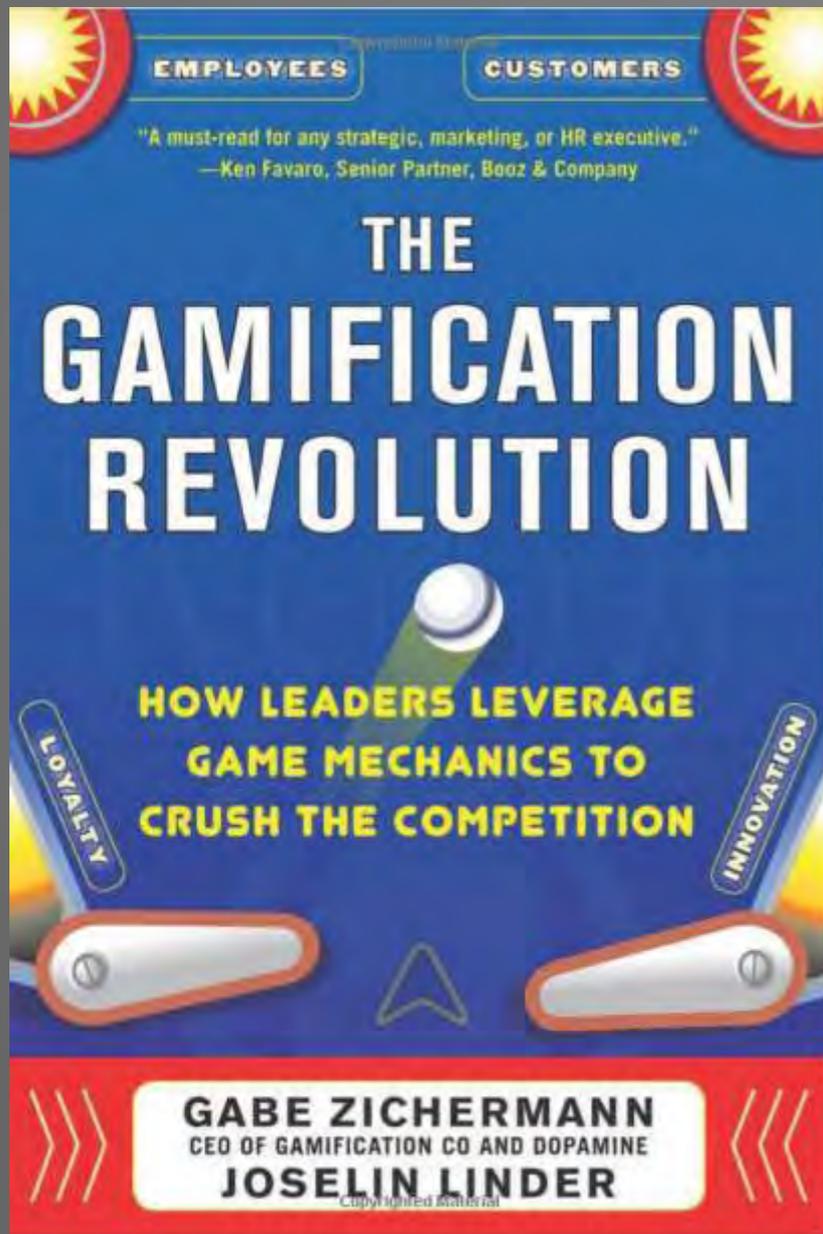
Good thing that Walmart employees have a [new way](#) to engage themselves more productively in their work: "gamification." In a move that echoes what other major employers are doing, the nation's largest retailer is working with a Boston-based marketing and consulting organization to improve more of its internal processes by lending them a digital-gaming aspect. In turn, greater "employee engagement" is supposed to lead to improving the experiences of Walmart customers.

brandchannel
always branding. always on.

May 17, 2013

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Definition of Business Gamification



“As a result in a series of changes in demographics, technology, and the competitive landscape, smart companies...are increasingly turning to play and games as a way of radically reinventing their organizations...They’ve realized that their strength is in marshaling the intelligence, motivation and – most critically -- engagement of their communities to drive their business objectives.”

Gabe Zichermann
The Gamification Revolution



Game Mechanics & Dynamics

Game Mechanics are the basic elements that make up games including:

1. **Points**
2. **Badges/Achievements**
3. **Levels**
4. **Leaderboards**
5. **Rewards**



**Gabe
Zichermann**

Game Mechanics & Dynamics

Game Mechanics are the basic elements that make up games including:

1. **Points.** Points are used to track behavior, keep score and provide feedback. They vary widely in approach and serve a variety of functions. The five different types include **Experience, Redeemable, Reputation, Skill and Karma points.**
2. **Badges/Achievements.** Tokens that represent the achievement of a particular goal. Badges play on our desire to collect; they need to be **well designed and authentic** to maximize adoption and interest.



**Gabe
Zichermann**

Game Mechanics & Dynamics

Game Mechanics (cont.)

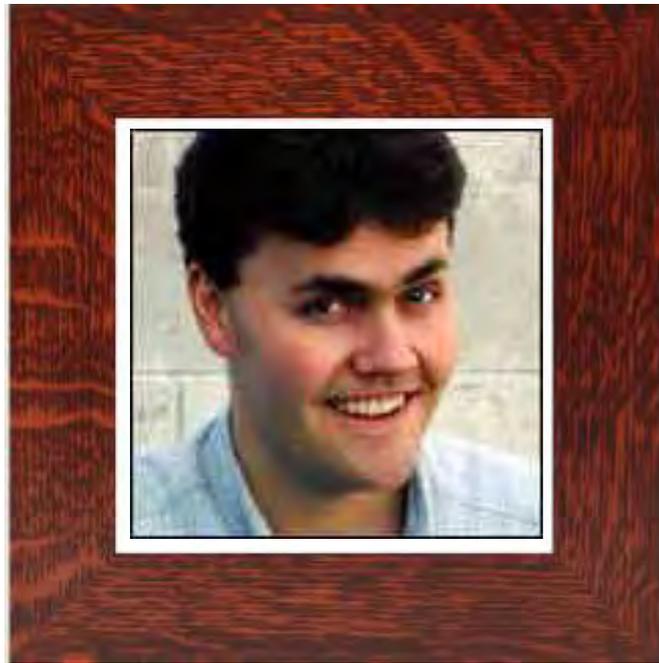
3. **Levels.** Structured hierarchies of progress usually represented by ascending numbers or values (e.g., Bronze, Silver, Gold or Associates, Bachelors, Masters, doctorate).
4. **Leaderboards.** Show clear, ranked progress of a defined community in a game (highest to lowest). LBs can be both a powerful incentive & disincentive to engagement
5. **Rewards.** Defining the end game and can be categorized into **intrinsic** vs. **extrinsic** (read: self-generated vs. externally delivered) rewards. The four popular reward systems are **Status, Access, Power and Stuff.**



**Gabe
Zichermann**

Understanding the Trends

Let's Do Badges (Gamification)!



CMU Professor Jesse Schell is a researcher, game designer & businessman as well as one of the early thinkers in the gamification space.



Boy Scout Badges



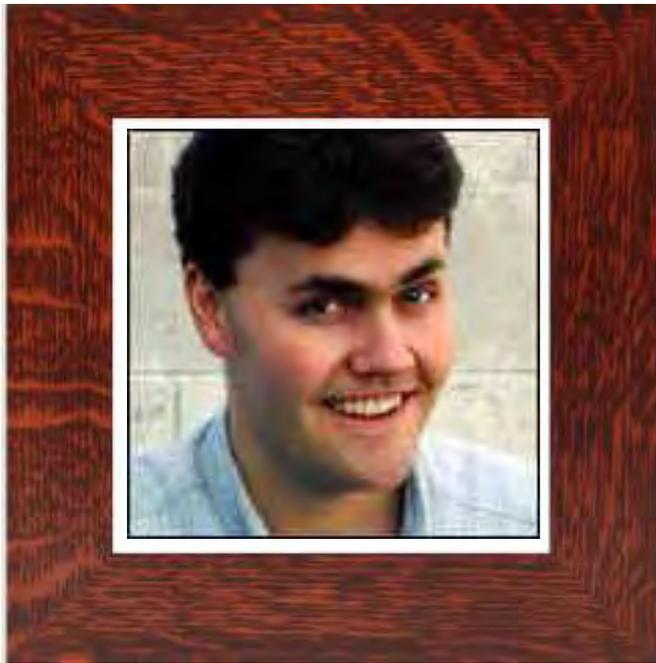
“Badges, yeah! That’s what I want. Let’s just slap some badges on there and we’re done!”

“Have you heard about this thing called chocolate? It’s really good! I’m going to put it on everything!”

CHORUS: **YEAH!**

Understanding the Trends

Let's Do Chocolatification, eh?



Cake



Ice Cream



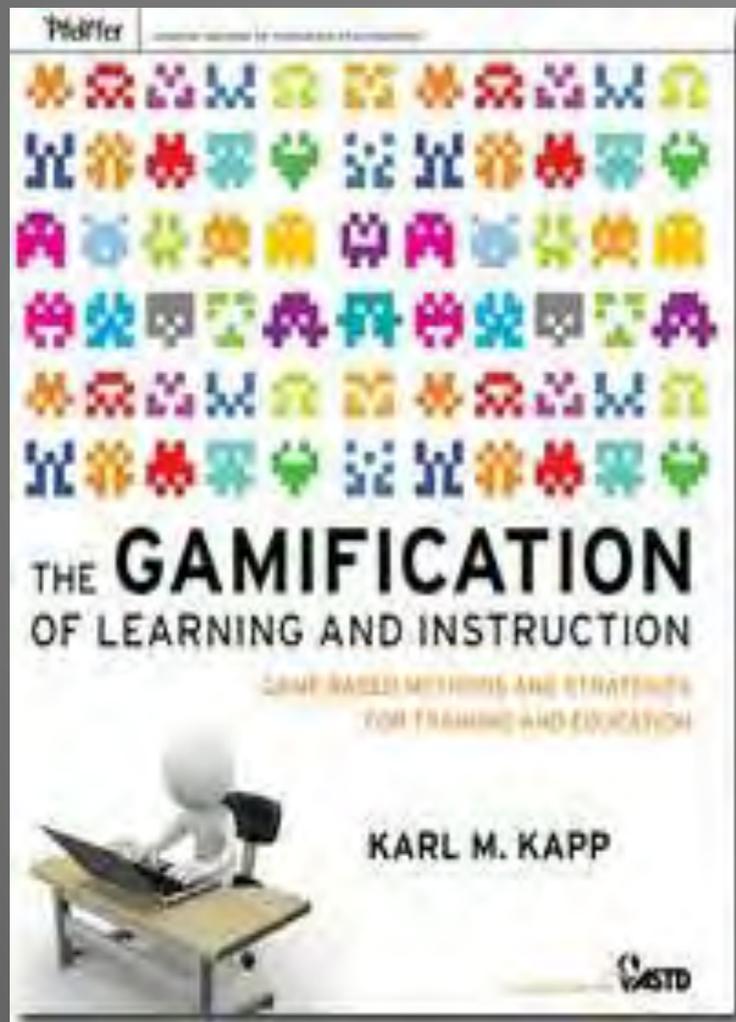
Green Beans



Cottage Cheese



Gamification in Learning



“On the surface, gamification is simply the use of game mechanics to make learning fun. It seems ‘fake’, artificial or like a shortcut. It’s not. Underneath the surface is the idea of engagement, story, autonomy, and meaning.”

Dr. Karl Kapp
Author & Researcher



The Gamification of Learning & Instruction

Field Book: Ideas into Practice

“Games, gamification and simulations are becoming a critical part of the learning toolkit for every organization. The problem is that developing effective games, gamification experiences and simulations is tough work. It requires the right balance of instructional elements with game elements...knowing which interactive learning experience is right for which type of learning outcome. It requires careful analysis of learning needs combined with just the right level of engagement, fun and motivational elements.”



**Karl
Kapp**

Dr. Karl Kapp
Author & Researcher



Elements of Game-enabled Learning

1. Define/Deliver around a Story or Theme
2. Organize the Players & Groups Competing
3. Define Levels & Achievements to Attain
4. Set Goals & Rewards to Earn
5. Select Appropriate Tools, Methods & Devices
6. Map Learning Tasks to Learning Objectives
7. Develop Communications Plan (before/during/after)
8. Administer the Game & Monitor the Outcomes
9. Measure Engagement & Impact (business results)



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Tools, Vendors & Solutions

Popular Online & Mobile-Centric Applications



Tools, Vendors & Solutions

Innovative Gamification Companies, Enablers & Startups



Tools, Vendors & Solutions

Innovative Gamification Companies, Enablers & Startups

The screenshot displays the Nitro gamification dashboard. The top navigation bar includes the Nitro logo, a search bar, and user options like 'Joe Inside', 'Help & Training', and 'Nitro'. The main navigation menu features 'Home', 'Nitro Admin', 'Nitro Settings', 'Nitro Teams', 'Nitro Featured Items', 'Nitro Manager's Blog', 'Nitro Rewards', and 'Nitro'. The dashboard is divided into several sections:

- Joe Inside:** Shows a score of 0 points and a progress bar for 'Add 100 Leads' (0% complete).
- Featured Reward:** Displays an iPad 3 as a reward.
- Your Teams:** Lists roles and team standings: 1 Sales Management, 2 Field Sales, 3 Inside Sales.
- Featured Items:** Lists roles such as Account Manager, Ad Ops, Client Services Engineer, etc.
- Individual Leaders:** Shows a list of top performers for 'Team Missouri', including Liz Lemon (10,001), Annie Edison (9,001), Walter White (8,001), Stan Smith (7,001), Dale Cooper (6,001), Jay Pritchett (5,001), Gob Bluth (4,001), John Zoidberg (3,001), Homer Simpson (2,001), and Raylan Givens (1).
- Team Leaders:** Shows overall team standings: 1st Team California (61,333), 2nd Team Oregon (45,050), 3rd Team Iowa (4,049), 4th Team Missouri (101), 5th Team Montana (101), 6th Team Texas (100), 7th Team Arkansas (100), 8th Team Arizona (50), 9th Team Minnesota (50), and 10th Team Florida (50).

The Jive logo is visible in the bottom right corner of the dashboard.

Tools, Vendors & Solutions

Innovative Gamification Companies, Enablers & Startups



The screenshot shows a gamification interface with a blue header bar containing the word "LEADERBOARD" and three medal icons (gold, silver, bronze). Below the header is a table with five rows, each representing a different office or region. Each row includes a hot air balloon icon, the name of the office, and three columns of numbers representing scores for gold, silver, and bronze medals. Below the table is a blue header bar for "UPDATES", followed by a yellow highlight for "Jim WON Gold Medal" and a grey highlight for "Anita (India) has moved up to".

| LEADERBOARD | | | | |
|-------------|-------------------|----|----|-----|
| | Beijing Office | 40 | 50 | 100 |
| | US HQ | 30 | 60 | 100 |
| | Indian Dev Center | 40 | 50 | 100 |
| | Australia Sales | 28 | 55 | 120 |
| | Mexico Operations | 30 | 60 | 100 |

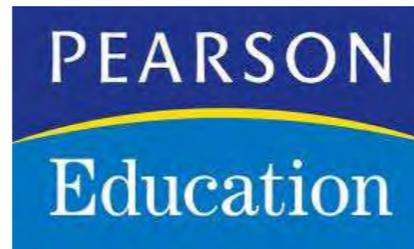
UPDATES

Jim WON Gold Medal

Anita (India) has moved up to

Tools, Vendors & Solutions

Serious Gaming, Game-based Learning & L/R Vendors



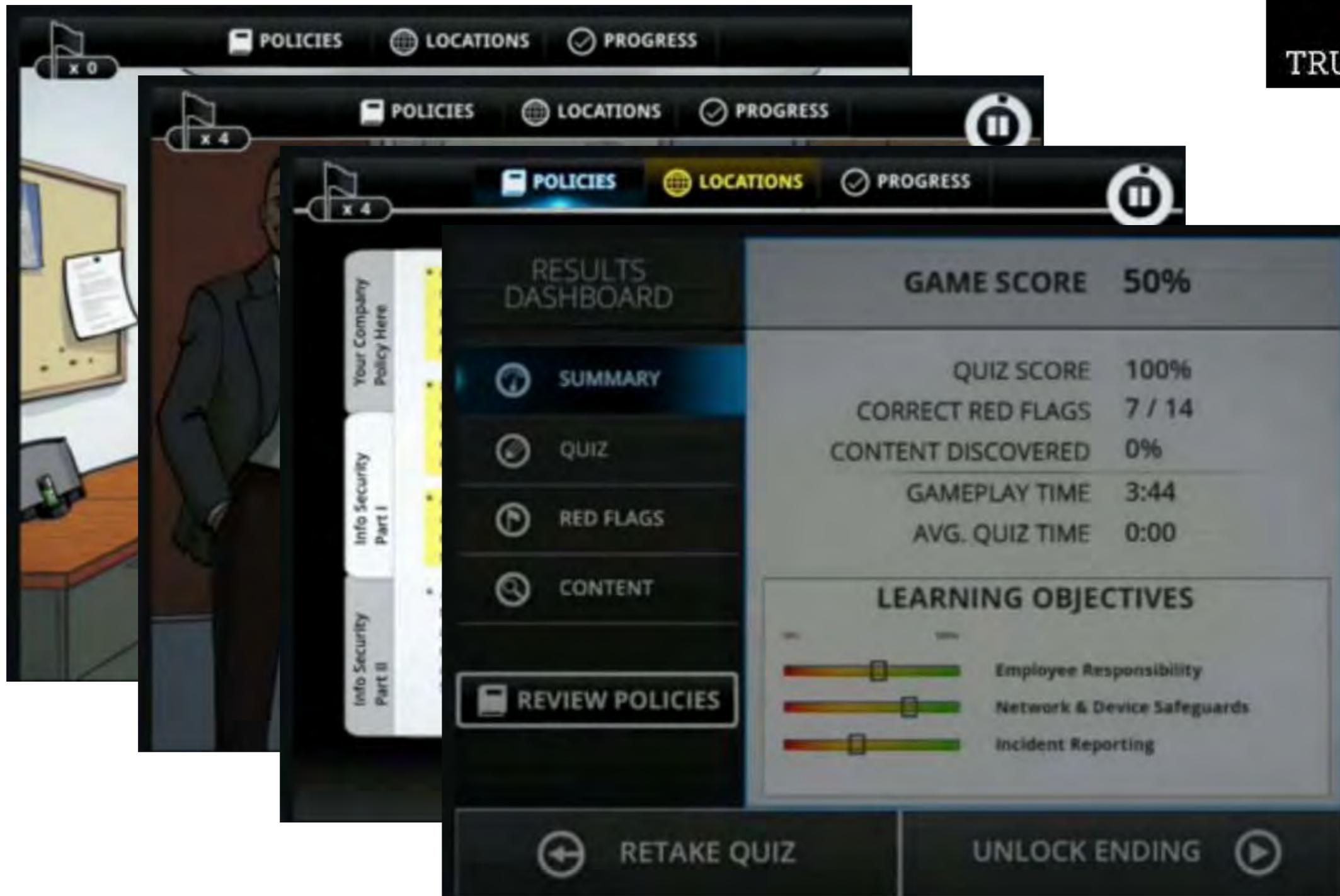
Tools, Vendors & Solutions

Innovative Serious Gaming Companies



Tools, Vendors & Solutions

Innovative Serious Gaming Companies



The screenshot displays a multi-layered interface for a serious game. The background shows a 3D-rendered office environment with a desk, a chair, and a bulletin board. Overlaid on this is a dark-themed UI with a top navigation bar containing 'POLICIES', 'LOCATIONS', and 'PROGRESS' icons. A central 'RESULTS DASHBOARD' is visible, featuring a sidebar menu with 'Your Company Policy Here', 'Info Security Part I', and 'Info Security Part II'. The dashboard includes a 'REVIEW POLICIES' button and a list of metrics:

| RESULTS DASHBOARD | |
|--------------------|------------|
| GAME SCORE | 50% |
| QUIZ SCORE | 100% |
| CORRECT RED FLAGS | 7 / 14 |
| CONTENT DISCOVERED | 0% |
| GAMEPLAY TIME | 3:44 |
| AVG. QUIZ TIME | 0:00 |

Below the metrics is a 'LEARNING OBJECTIVES' section with three progress bars:

- Employee Responsibility
- Network & Device Safeguards
- Incident Reporting

At the bottom, there are two large buttons: 'RETAKE QUIZ' and 'UNLOCK ENDING'.

Learning Tools, Vendors & Solutions

Game-enabled Solutions are Few & Far Between...so far!

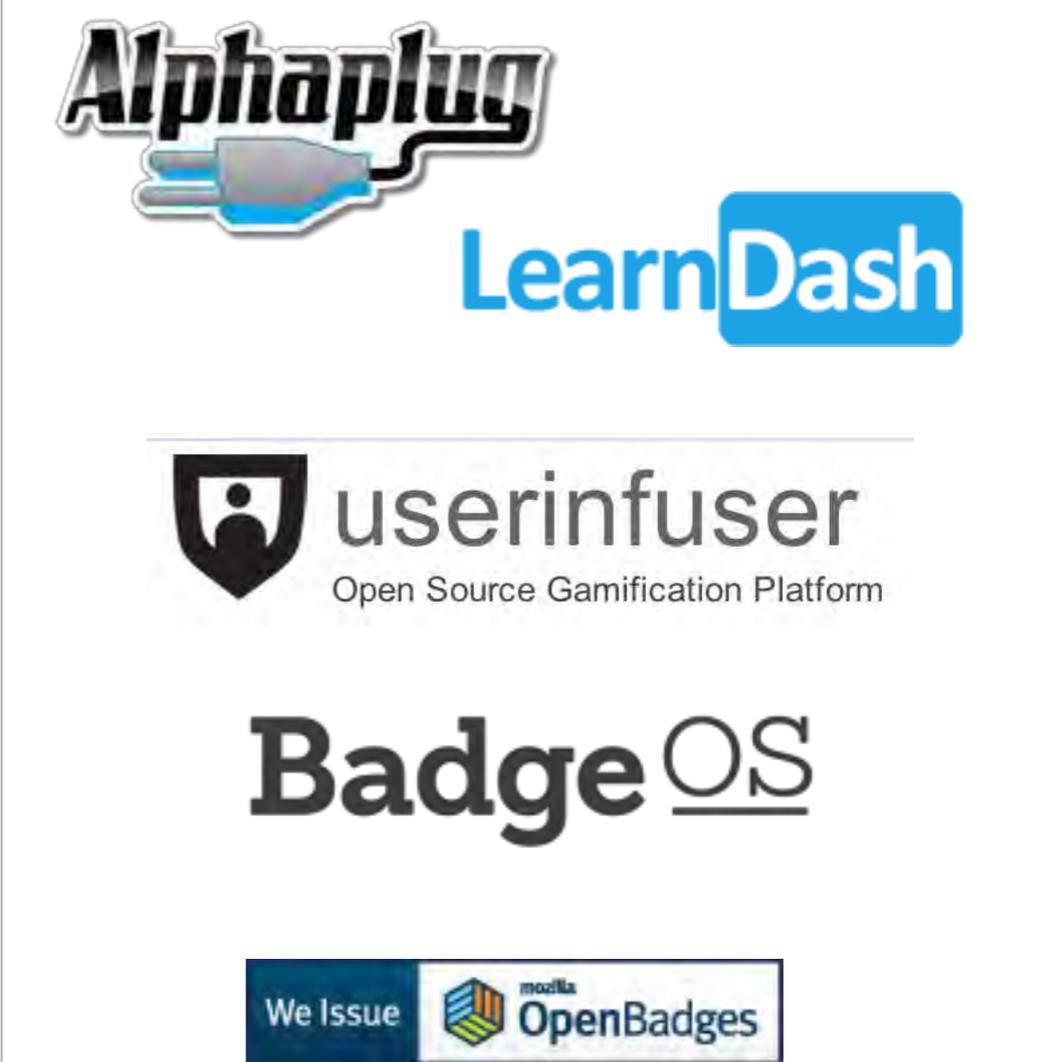


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ON DEMAND *Empowering People*

 **ONPOINT**
DIGITAL
LMS/LCMS and Mobile Learning Solutions

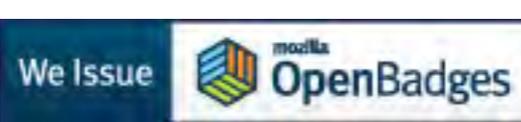
LMS Platforms



Alphaplug  **LearnDash**

 **userinfuser**
Open Source Gamification Platform

Badge OS

 **We Issue**  **OpenBadges**

Open Source Tools

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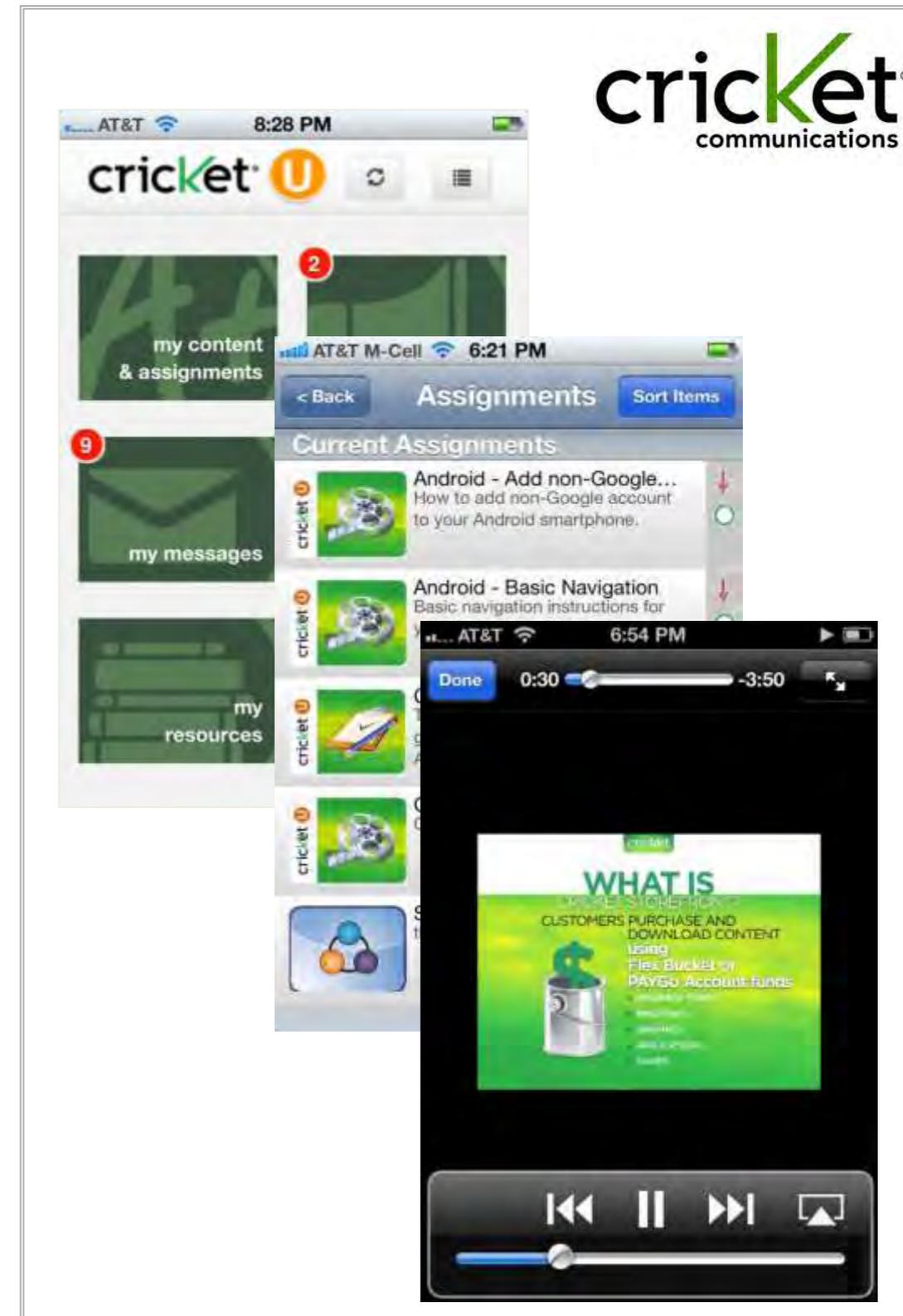
Case Study #1 – Mobile Cricket U

CO: Cricket Communications

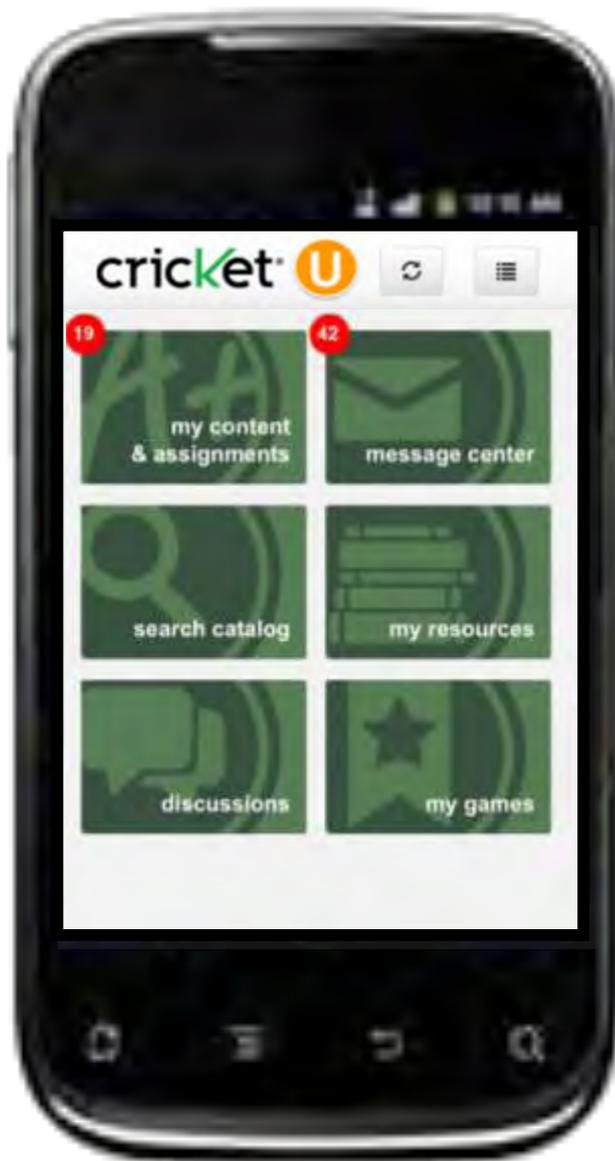
Market: Launched pilot Spring 2012 for internal staff. Deployed to sales channel July 2012.

Overview: Sought to expand the learning environment beyond their online LMS/portal to the extended ecosystem of 5K+ retailers across North America on Android, Apple & Windows Phone devices. All mobile results are captured & recorded in Oracle/Taleo Learn LMS platform. Also desired the ability to make the learning experience more enjoyable, engaging and addictive. Cricket was an early adopter of OnPoint's gamification feature set and is now applying game mechanics to several of their current go-to-market sales readiness programs.

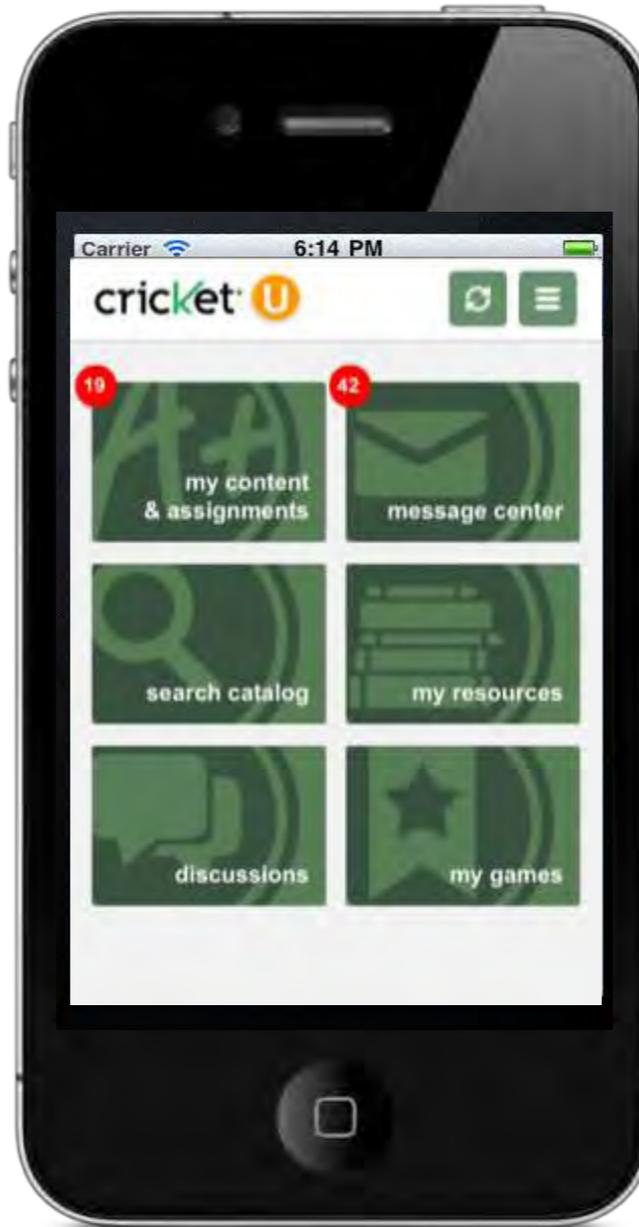
Results: Launched Fall '12 to support new product/device rollouts (e.g., LTE). 90.2% of participants had positive experience/would recommend; Cricket is now expanding game-enabled learning delivery to online portal & broader audience totally 12K associates.



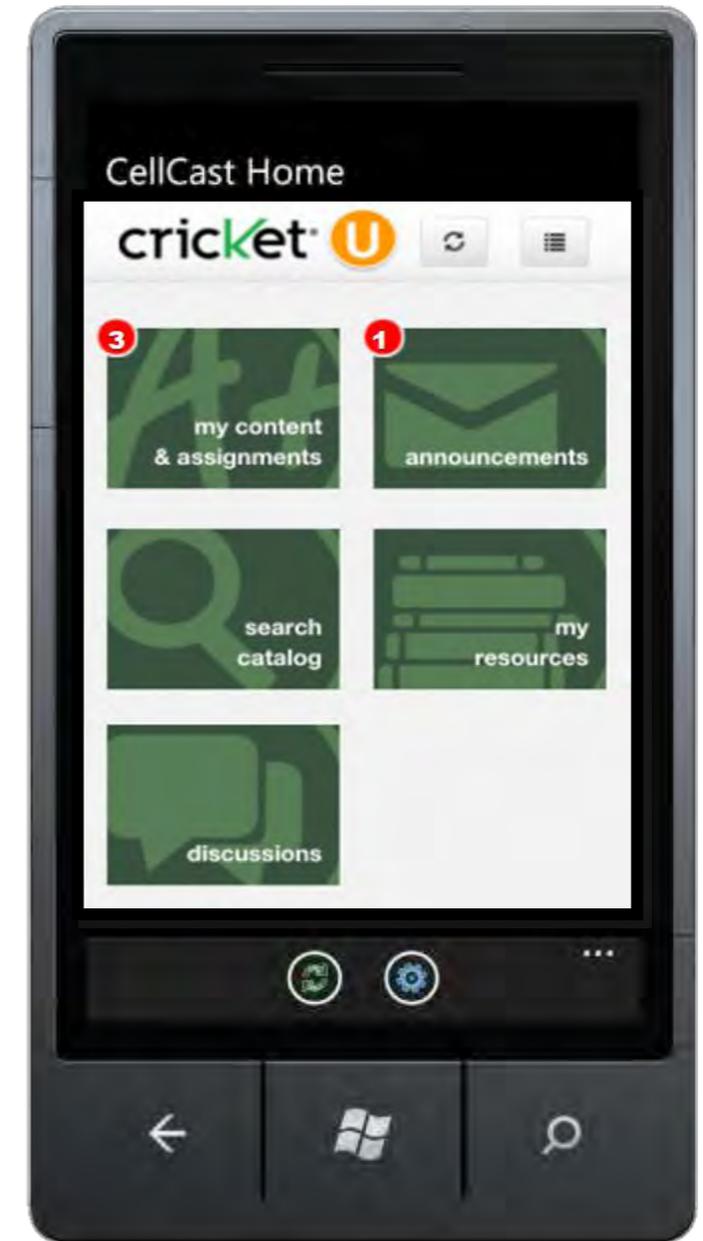
Case Study #1 – Cricket Communications



Android Handsets

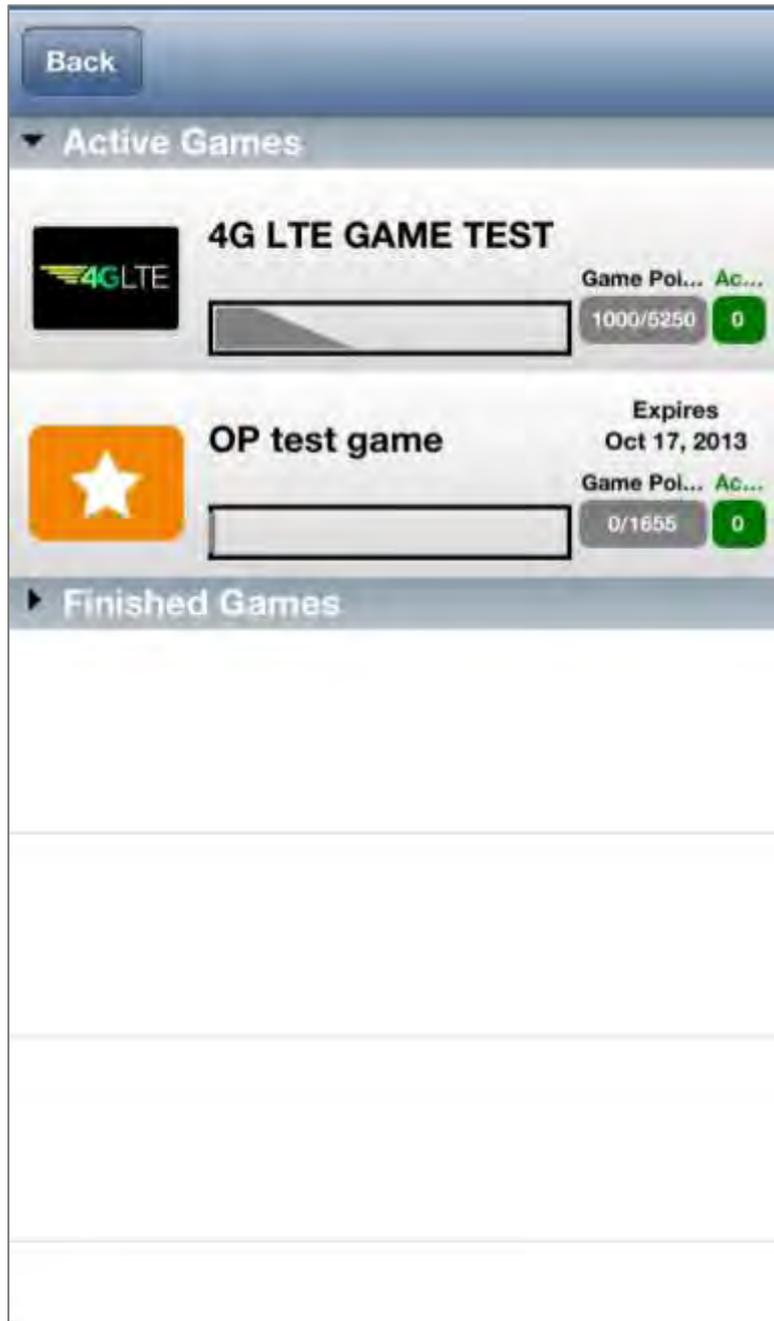


Apple iPhones

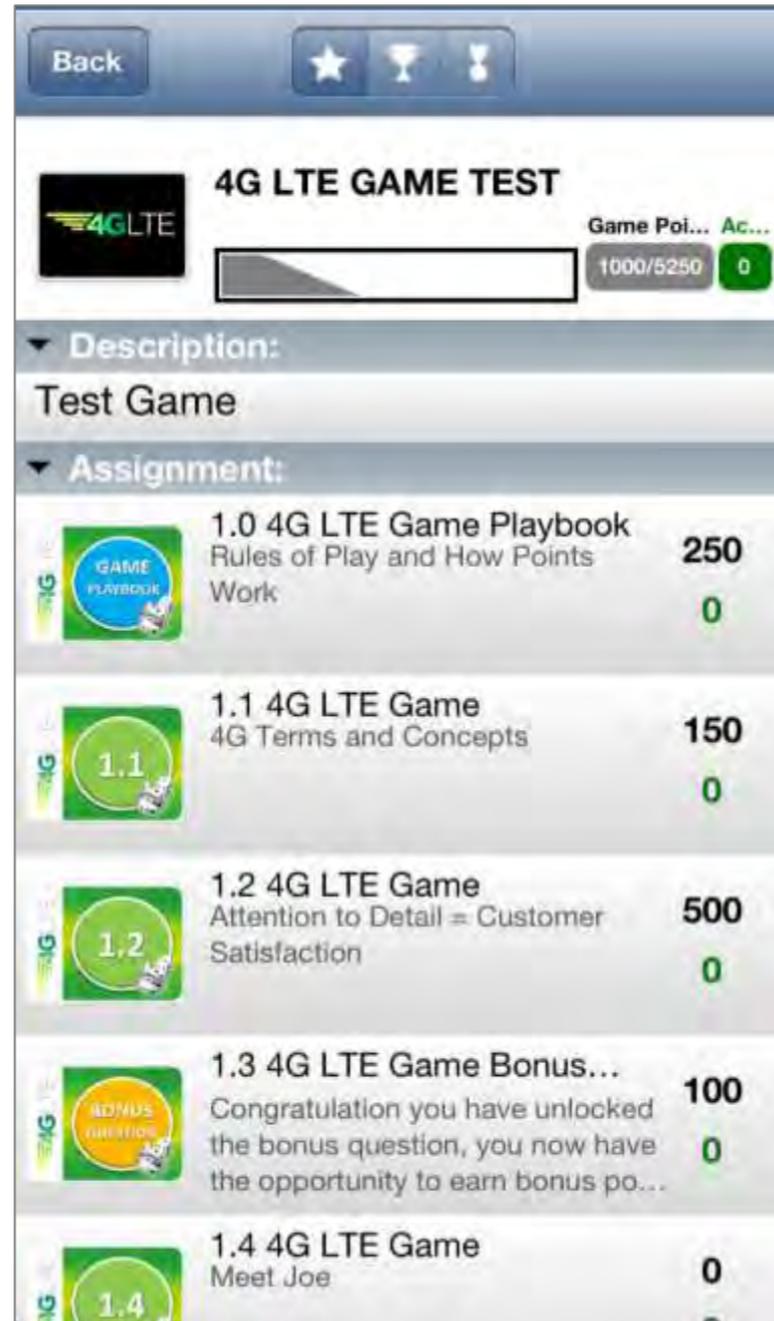


Windows Phone 8

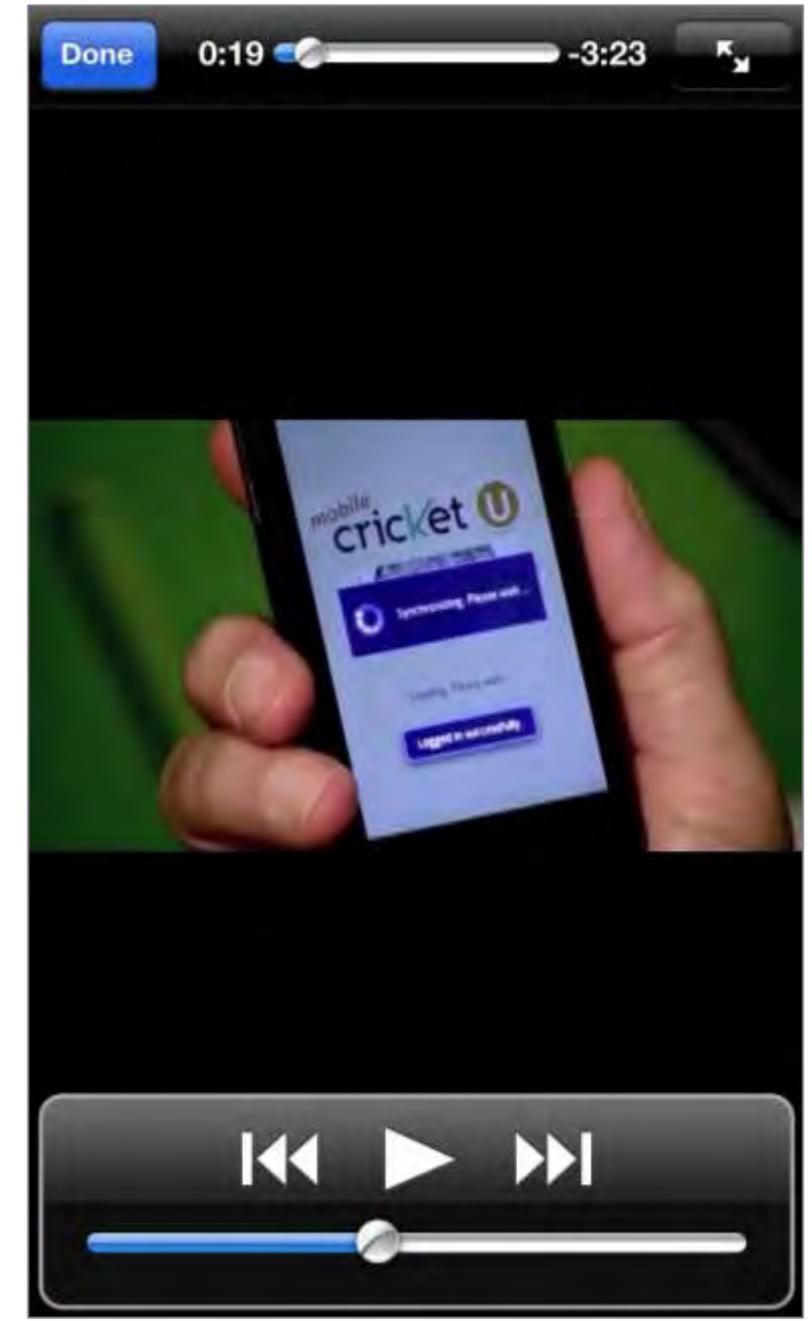
Case Study #1 – Cricket Communications



List of Active Games



Learning Assignments



Points Earned via Completions

Case Study #1 – Cricket Communications

Back [Star] [Cup] [Hourglass]

4G LTE 4G LTE GAME TEST

Game Poi... Ac... 1000/5250 0

By Individual By Group Challenge

09:54AM, Mar 04

| | | |
|----|----------------|--------|
| 1 | Gadd, Robert | 1... 0 |
| 2 | Ebel, Chad | 500 0 |
| 3 | Wyckoff, James | 250 0 |
| 4 | Simpson, Cody | 250 0 |
| 5 | Moxley, John | 250 0 |
| me | Gadd, Robert | 1... 0 |

Master Leader Board

Back [Star] [Cup] [Hourglass]

4G LTE 4G LTE GAME TEST

Game Poi... Ac... 1000/5250 0

By Individual By Group Challenge

11:45AM, Mar 04

| | |
|--------------------|------|
| 1. OP Game Testers | 1750 |
| 2. Game Players | 1593 |

Group Leader Board

Back [Star] [Cup] [Hourglass] Challenge Peer

4G LTE 4G LTE GAME TEST

Game Poi... Ac... 1000/5250 0

By Individual By Group Challenge

09:55AM, Mar 04

| | | |
|--|----------------|--|
| | Zittnan, Lori | |
| | Lowe, Courtney | |
| | Moxley, John | |

Challenge Leader Board

Case Study #2 – BlackBerry

Name (Market): BlackBerry (RIM)

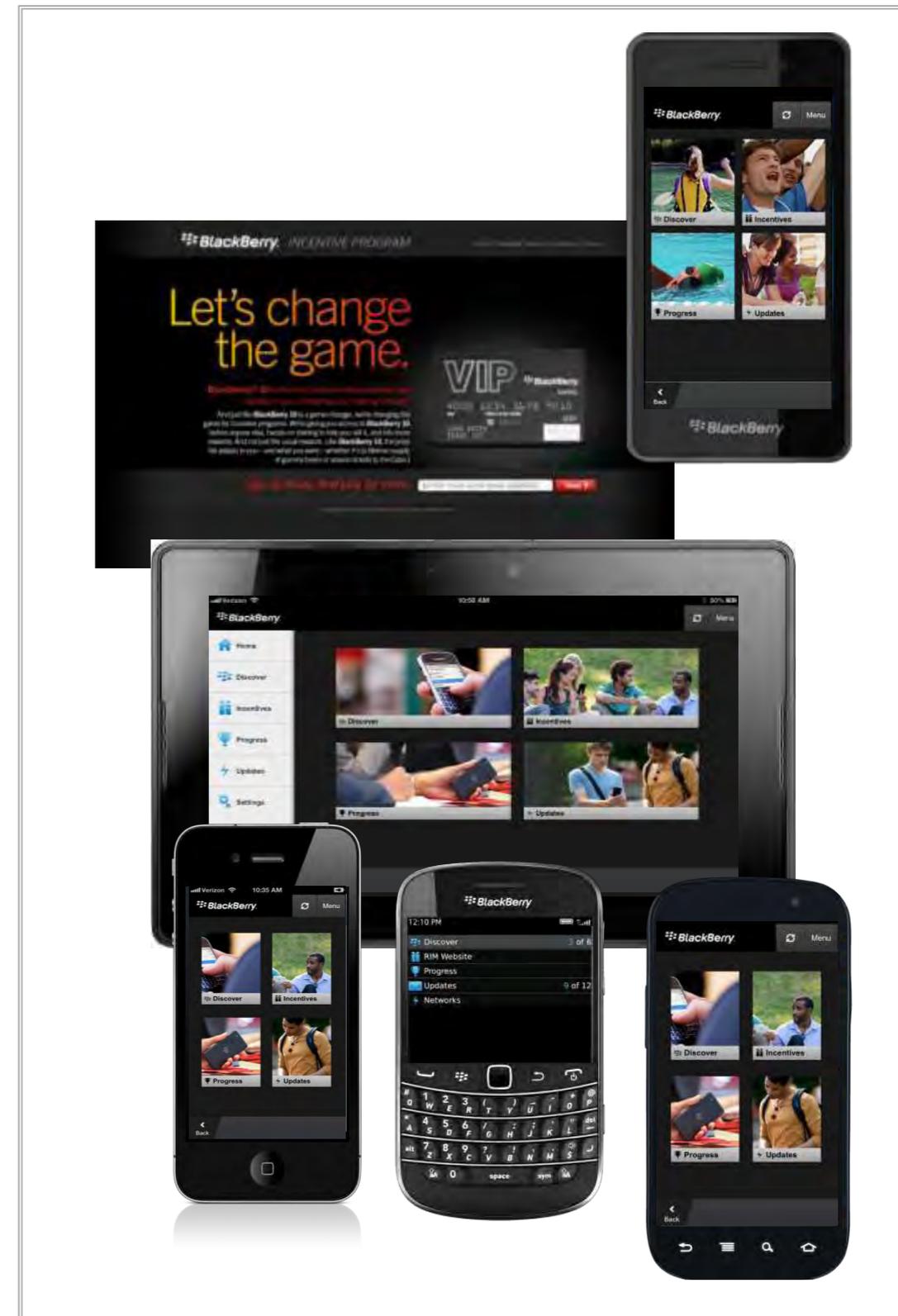
Use Case: Channel & Partner Education

Tech Set: CellCast Solution v5

Audience: Sales teams at major carriers & “big box” retailers in BB’s channel (100K+ planned).

Overview: Expand the learning delivery channel beyond online training courses and ILT by making product training on new BlackBerry 10 devices available via mLearning. Content will be available via a combination of mobile web browser & native apps across the array of popular mobile handsets & tablets (*not just BBs*). Weekly content scheduled & pushed to learners to prepare/help them sell BB10 devices. Functionality includes integrated messaging, collaboration features & full incentive program with integrated game mechanics.

Results: *Launched January 2013, 90% of eligible carriers/retailers have opted in, 60% using full feature set including game mechanics*



Case Study #2 – BlackBerry (RIM)

UX uses *Responsive Web Design* for newer devices & a *customized UI* for legacy BlackBerry 5-7 handsets



Apple iOS



Android



Windows Phone 8



BlackBerry 7



BlackBerry 10



Case Study #2 – BlackBerry (RIM)

UX uses *Responsive Web Design* methods that port across all supported tablets & eBook readers as well



Apple iPads



Android Tablets

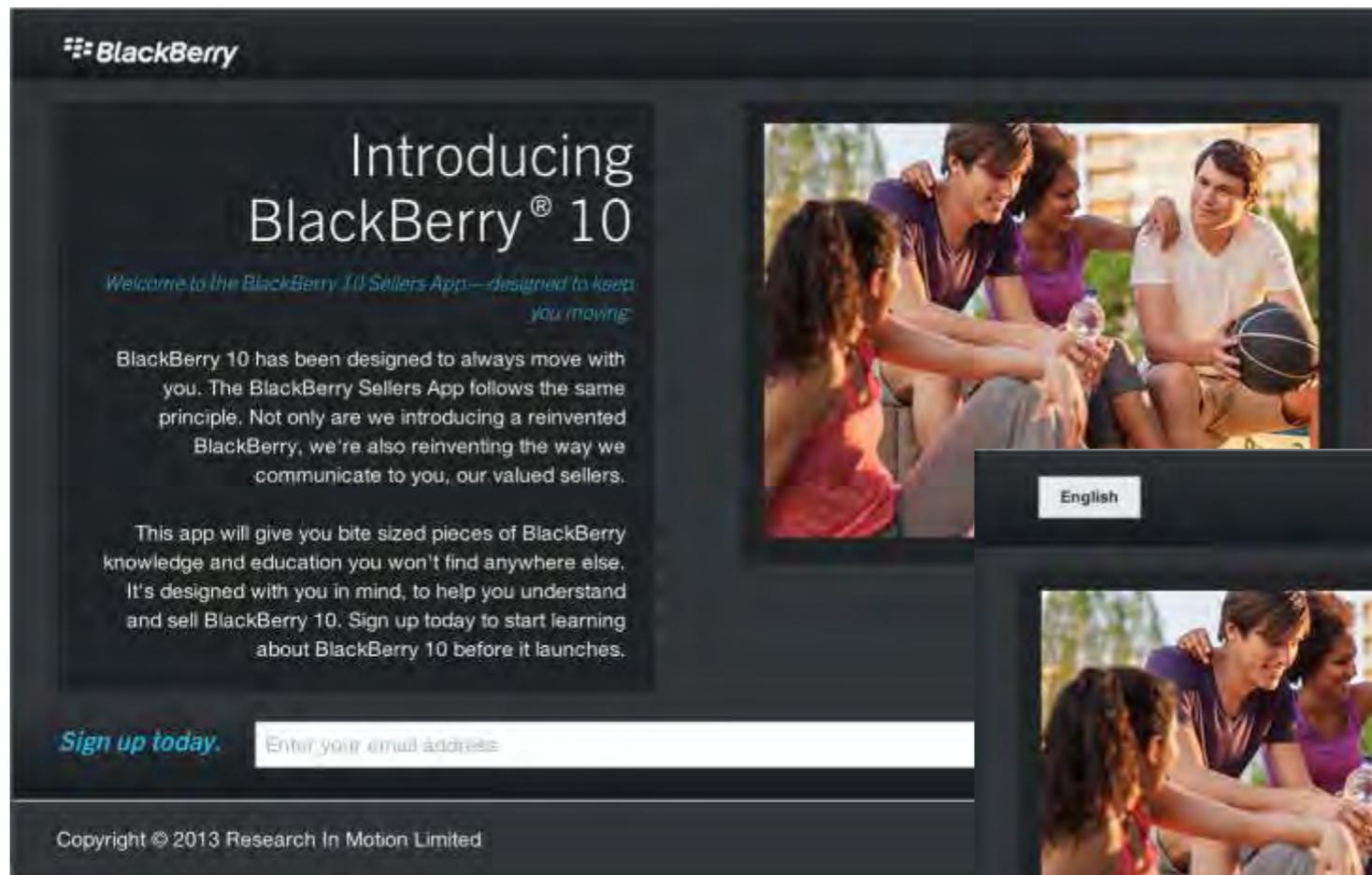


BlackBerry PlayBook



Case Study #2 – BlackBerry (RIM)

Carrier-Specific Registration Pages



BlackBerry

Introducing BlackBerry® 10

Welcome to the BlackBerry 10 Sellers App—designed to keep you moving.

BlackBerry 10 has been designed to always move with you. The BlackBerry Sellers App follows the same principle. Not only are we introducing a reinvented BlackBerry, we're also reinventing the way we communicate to you, our valued sellers.

This app will give you bite sized pieces of BlackBerry knowledge and education you won't find anywhere else. It's designed with you in mind, to help you understand and sell BlackBerry 10. Sign up today to start learning about BlackBerry 10 before it launches.

Sign up today. Enter your email address

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English



BlackBerry

برناج خبير

تعريف BlackBerry® 10

مرحبا بكم في تطبيق BlackBerry® 10 للبايعين المصمم لجعلك في حركة مستمرة

تم تصميم BlackBerry 10 للبتعين ليتحرك معك دائما. يتبع تطبيق BlackBerry نفس المبدأ. حيث ان تقدم لكم فقط BlackBerry الذي تمت اعادة اختراعه و انما قمنا أيضا باختراع طريقة اتصالاتنا بكم ، انتم بالتعاون القويون

سوف يمنحك ذلك التطبيق أجزاء صغيرة من معرفة و علم BlackBerry و التي لن تجدها في أي مكان آخر. تم تصميمه و أنت في ذهننا لمساعدتك على فهم و بيع BlackBerry 10. قم بالتسجيل اليوم للبدء في التعلم حول BlackBerry 10 قبل نزوله في الأسواق.

قم بالتسجيل اليوم

أدخل عنوان بريدك الإلكتروني

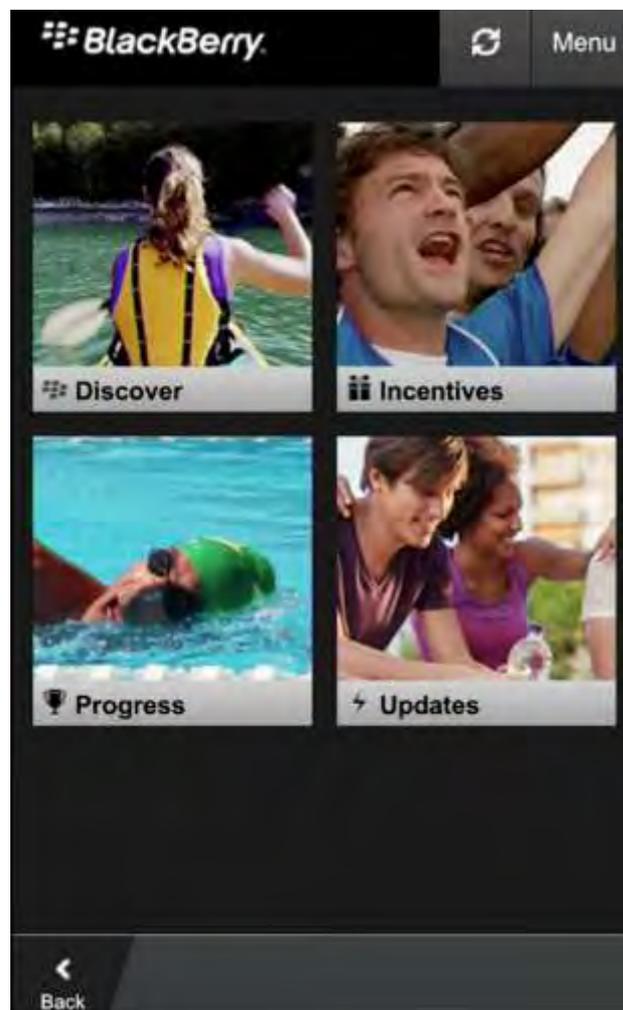
ارسل

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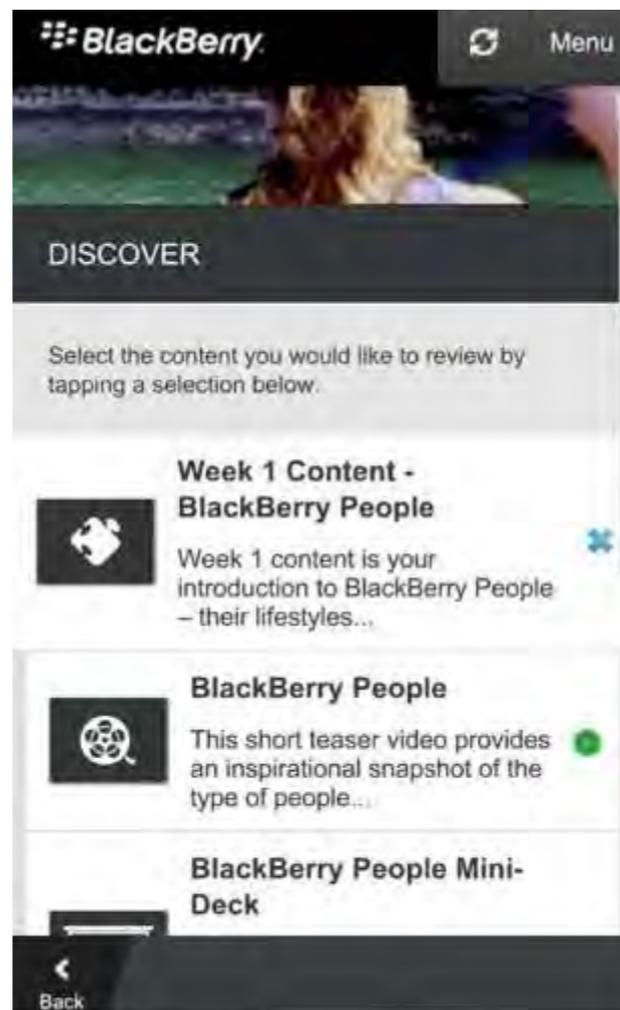
Arabic

Case Study #2 – BlackBerry (RIM)

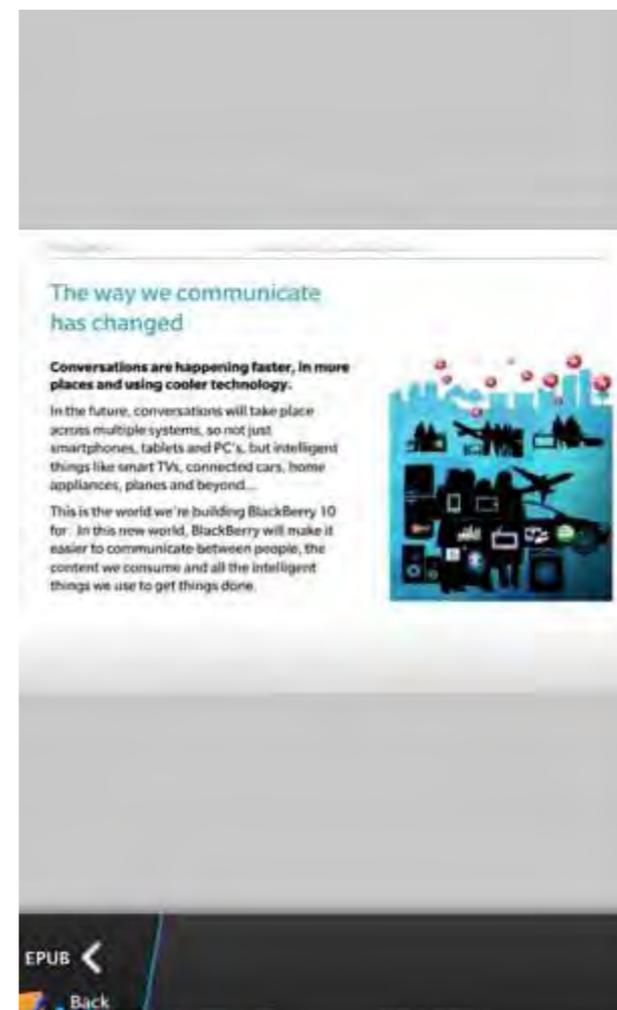
Content Samples



Customizable Menu & User Experience



Dynamic List of Assignments



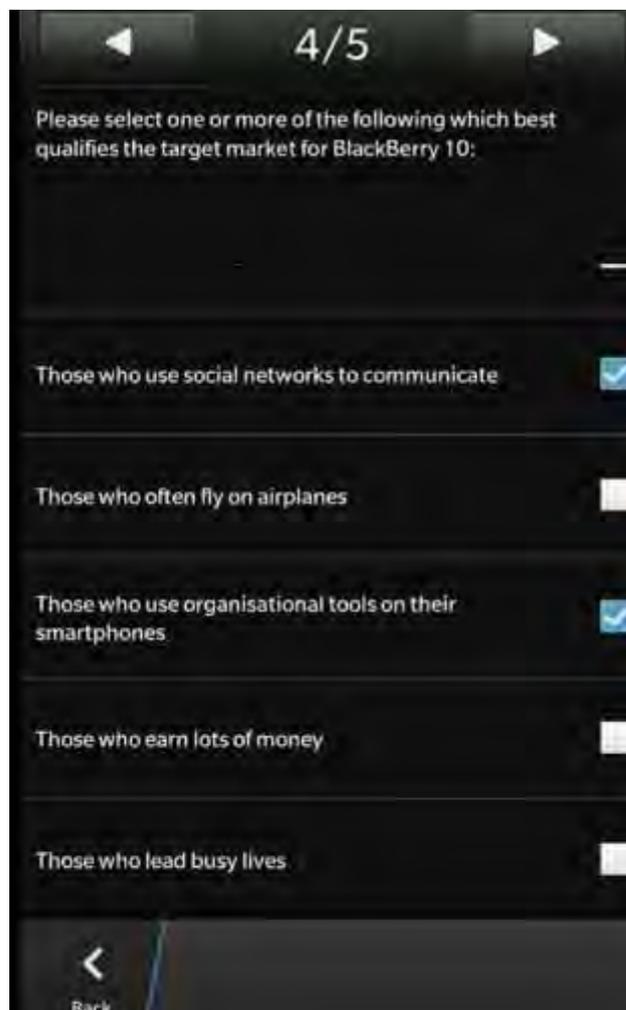
Animated Presentations, PDFs & ePUBs



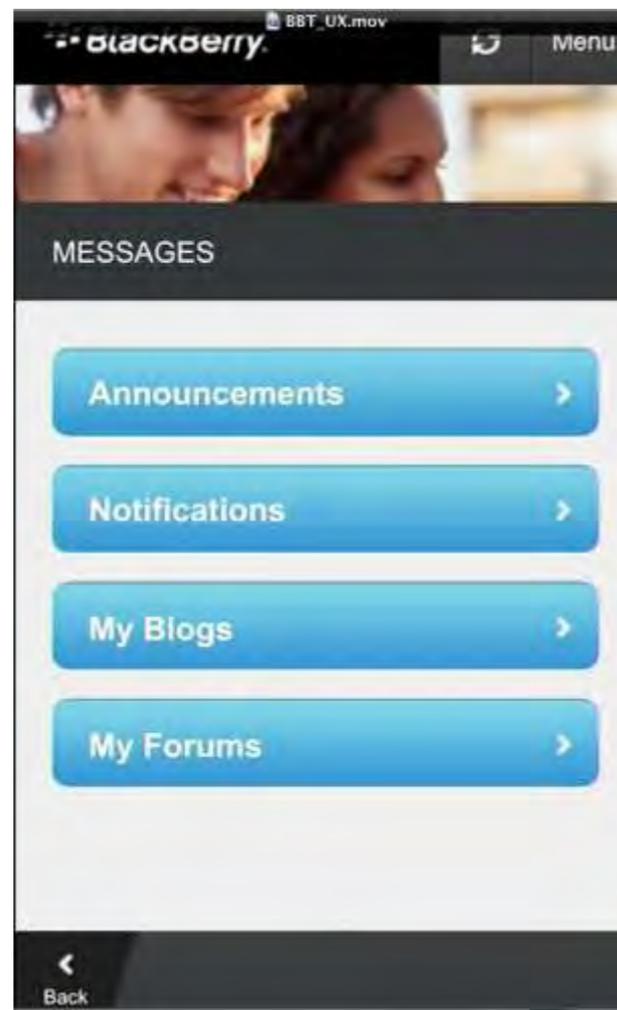
High-Definition Videos

Case Study #2 – BlackBerry (RIM)

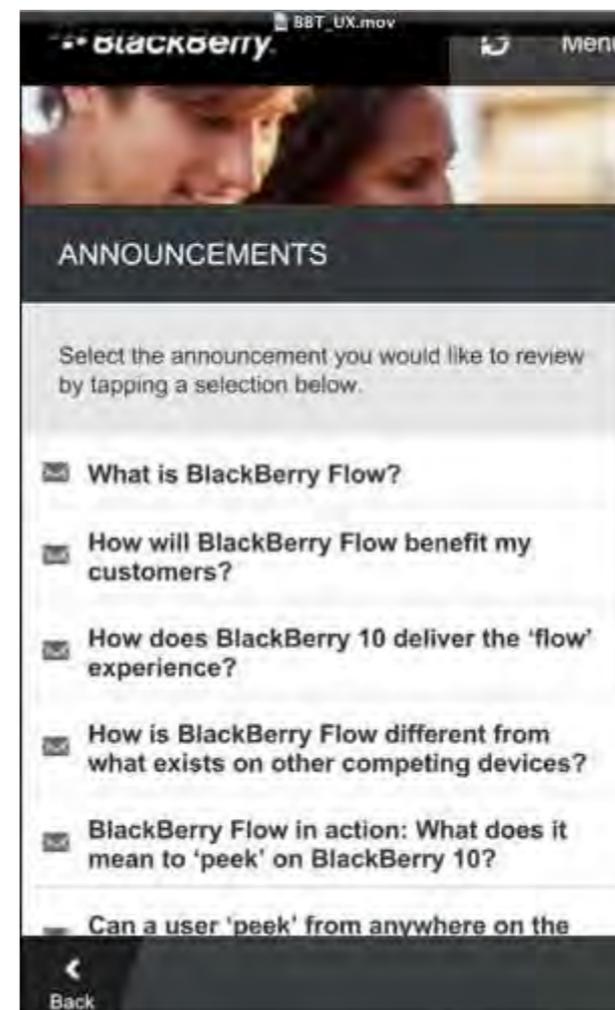
Assessments & Messaging Features



Assessments,
Quizzes & Surveys



Variety of Messaging
Options & Social Feeds



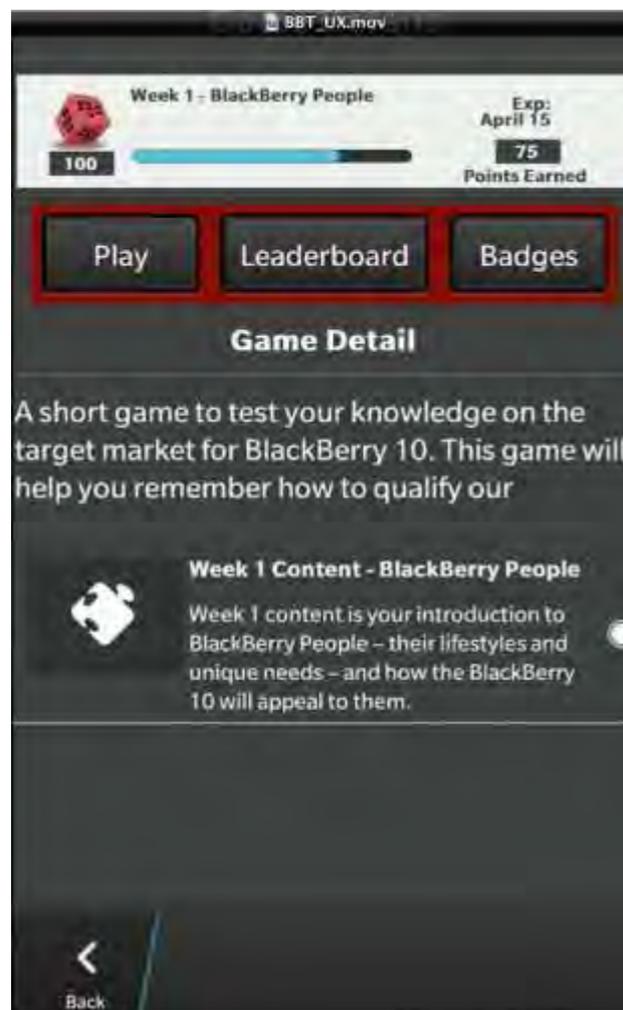
Internal/External
Market Updates



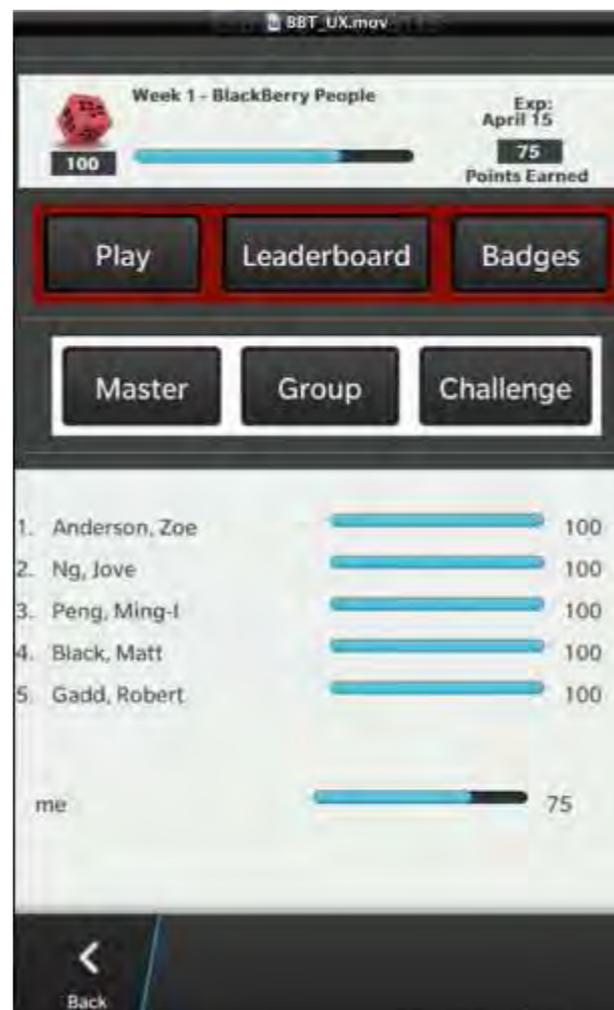
RSS & Atom
New Feeds

Case Study #2 – BlackBerry (RIM)

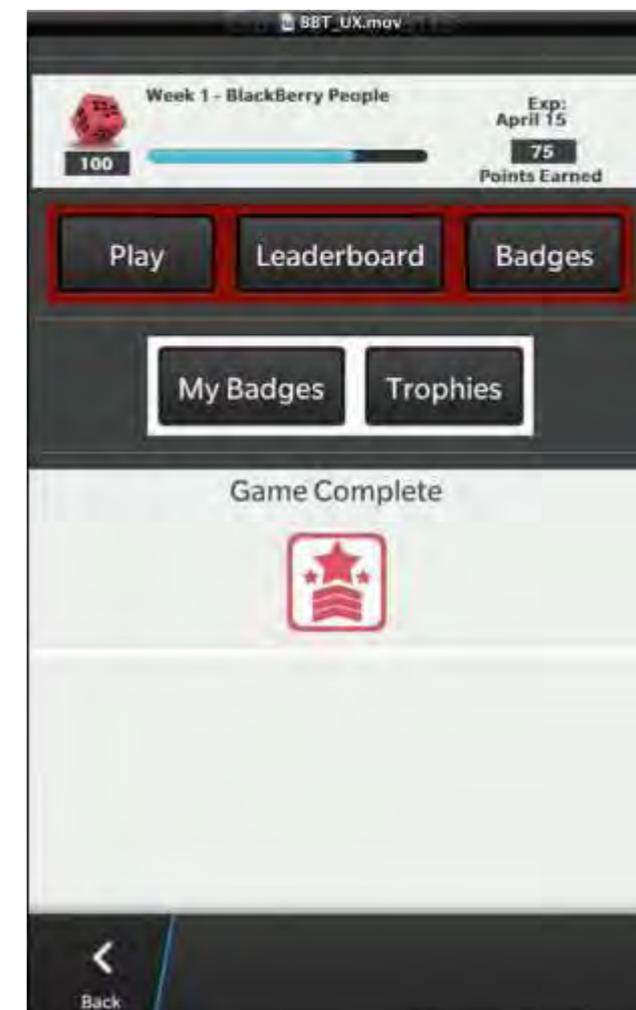
Gamification Engine



Game Details,
Progress & Options



Learner Status via 3
Different Leader Boards



Earned Badges,
Trophies & Rewards

Case Study #3 – Great Clips University

Org: Great Clips for Hair

Reqs: Franchise Personal Services

Training

Market: Launched Dec 2011 for 500 Franchise Operators; Expanded to 1.5K salon operators & store associates (summer 2012) & into mobile delivery in 2013

Overview: Great Clips operates 2K+ salons through franchisees across US, Canada & international markets. Looked to upgrade five year old online learning portal to update the learning experience with modern look & feel plus advanced learning functionality.

Introduced in Q4 2012, the new Portal was an instant success with salon managers who began taking online courses and assessments at an increased rate of **more than 900%** over the previous traditional Learning Portal. Phase 2 expands reach & adds mobile access options including access via new in-store Apple iPads.



Case Study #3 – Great Clips University

The screenshot shows the desktop version of the Great Clips University portal. At the top left is the logo for Great Clips University. A search bar is located at the top right with the placeholder text "Please enter your search term." and a "Search" button. Below the search bar, a navigation bar displays "Welcome Brandyn Bold. Last Login: Jul-15-2013 4:17 PM" and links for "My Profile", "Help", and "Logout". A secondary navigation bar includes "My To Dos", "Catalogs", "Badges", and "Manager's Toolbox". The main content area is divided into several sections: "MY SCORECARD" showing a rank of 2 and 240 total points, with a progress bar for "MY RANK: Level 1" and "760 points until Level 2!"; "MESSAGES" with sections for "Announcements:" and "Notifications:"; "MANAGER OPTIONS" with "Course Manager" and "Performance Manager"; and a footer with "Training Calendars", "Stylist Community", "Salon Innovations", and "Ideal Printers". A copyright notice at the bottom reads "Copyright © 2013 OnPoint Digital. All rights reserved."

Online Portal Experience

Great Clips®
Relax. You're at Great Clips.™

iPad Experience

The screenshot shows the Great Clips University app interface on an iPad. The top status bar displays "AT&T", "9:35 AM", and "60%". The app header features the Great Clips University logo and a refresh icon. A navigation bar at the top includes "Back", "Home", "My To Do's", "Catalogs", "Games", and "Utilities". The main content area displays a "GAME PROFILE" with a rank of 225 and "MY RANK: 1", along with a progress bar and "2775 points until you reach 2". Below this is an "EARNED BADGES" section with icons for "Matrix Men's", "HELP WANTED", "Seryhair Cinematic", and "AND WATCH WIN". The footer includes "Training Calendars", "Stylist Community", "Salon Innovations", and "Ideal Printers", with a copyright notice "Copyright © 2013 Great Clips, Inc. All rights reserved." and "powered by OnPoint". A large, stylized graphic of a person's face with colorful hair is visible on the right side of the screen.

Presentation Agenda

- Company Snapshot & Recognition
- What is Gamification? - Market History & Analysis
- Gamification Tools, Vendors & Solutions
- Case Studies for Game-Enabled Learning
- **Demonstrations & Attained Results**
- Lessons Learned & Shared
- Questions & Answers



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A Dozen Lessons Learned

Siddhesh Bhole, CEO for eMee

12 Ways to Make Your Gamification Project Fail

1. **All Points but No Value.** Points earned must lead to career growth, tangible reward or serious social recognition.
2. **Must be Customizable.** The “game” must be aligned to your org’s policies, vision & culture via flexible delivery models.
3. **Can’t Exist in a Silo.** The system must connect to 3rd party IT systems, applications & security infrastructure.
4. **Access Controls & Authentication.** Enterprise games must comply with centralized authoritative sources.
5. **Getting Stale.** Don’t let the experience get repetitive; plan regular refreshes
6. **Instill Appointment Dynamics.** Give learners a reason to revisit often to re-energize their interest levels.
7. **Prevent Gaming the Game.** Find ways to prevent users from gaining undue advantage by rewarding ++ behaviors.
8. **No Internal Champion.** Identify a passionate leader; also, and senior mgmt. buy-in & action are essential
9. **No Action to Avert Fatigue.** Continued leadership & active communication can offset waning levels of interest/wait-&-see attitudes.
10. **Badly Designed Leaderboards.** Bad LBs reduce motivation levels; leverage varied view points & approaches.
11. **Attempting Too Much.** Start small, celebrate success, address failure & iterate often.
12. **Need to Duplicate.** Efforts must be tied to existing work process/expectations

My Shared Wisdom: Games + Mobile

2 Years, 2 Dozen+ Engagements

1. Strong Curb Appeal
2. Simple Elegance
3. Have Defined Missions
4. Target Your Audience
5. Mix Formal with Informal
6. Favor “Peninsulas over Islands”
7. Value Experience over Hype
8. Launch, Measure & Iterate

My Shared Wisdom

2 Years, 2 Dozen Engagements

The Gretzky Plan (What's on the Dev Docket)



1. More UI/UX flexibility via configuration elements
2. Deeper/richer contexts for activity streams
3. Better plumbing (APIs) for cross-platform support
4. Practical advice/counsel for customers & partners

“I don't go where the puck is. I go where it is going.”

Summary & Conclusions

2 Years, 2 Dozen Engagements

1. **Mobile is Everywhere.** 2013-2014 will mark the transition from desktop content delivery to mobile content delivery.
2. **Gamification is Happening.** The world will not return to the calm, focused ways of the past. Employee and customer multitasking are real and here to stay.
3. **Engagement is Key Resource.** Engagement is the most valuable resource your employees and customers have to give. Your success or failure will be based on how much of it you get.
4. **Compete to Win.** The best way to beat the competition is to make your employee and customer experiences as interesting and engaging as possible.

Conclusion & Class Resources

Thanks for Attending!

www.mlearning.com/imlws

- Contact info
- Final session slides
- Helpful resources & articles
- Gamification white paper
- Use case videos & game examples