



GAMIFY YOUR PROGRAM: UNITE YOUR TEAM, MOTIVATE (THE RIGHT) PERFORMANCE

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NORTHROP GRUMMAN INNOVATION SYSTEMS

MARCH 2019 SOCAL ICEAA WORKSHOP

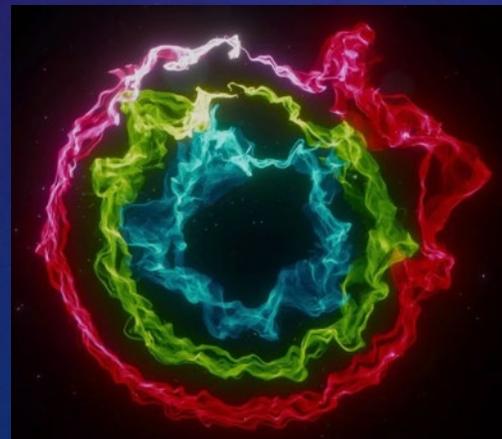
FIRST, AN CASE STUDY IN GAMIFICATION...



Anyone want to guess
why this is happening?
Anyone?!



THIS IS WHY



Limited Edition	Workouts	Close Your Rings
<ul style="list-style-type: none"> Ring in the New Year Challenge 08/01/2017 Earth Day Challenge 22/04/2017 National Parks Challenge 15/07/2017 	<ul style="list-style-type: none"> 7-Workout Week First Cycling Workout 28/08/2015 First Elliptical Workout 25/11/2015 First Rowing Workout 09/12/2018 First Running Workout 26/07/2018 First Stair-Stepper Workout 04/08/2016 First Swimming Workout 27/04/2017 First Walking Workout 09/12/2015 Cycling Workout Record 504 Calories 	<ul style="list-style-type: none"> New Move Record 2,919 Calories New Exercise Record 199 minutes Move Goal 200% Move Goal 300% Move Goal 400% New Move Goal 610 Calories Longest Move Streak 356 days Perfect Week (Move) Perfect Week (Exercise)
<ul style="list-style-type: none"> Ring in the New Year Challenge 07/01/2018 Heart Month Challenge 14/02/2018 International Women's Day Challenge 08/03/2018 Earth Day Challenge 22/04/2018 	<ul style="list-style-type: none"> Monthly Challenges 	<ul style="list-style-type: none"> Perfect Week Perfect Week 100 Move Goals

WHAT IS GAMIFICATION?

gam·i·fi·ca·tion

/ˌgɑːmɪfəˈkɑːʃən/ 

noun

the application of typical elements of game playing (e.g. point scoring, competition with others, rules of play) to other areas of activity, typically as an online marketing technique to encourage engagement with a product or service.

"gamification is exciting because it promises to make the hard stuff in life fun"

*Not as creepy as
it sounds*

Align player
motivation/activity to fulfill
gamemaster's goal

Set up uncertainty and
(mostly) non-monetary
rewards

Monitor and game test to
ensure balance

GOOD EXAMPLE: AUTODESK 3DS MAX

UNDISCOVERED TERRITORY
WITH Autodesk

WELCOME TO YOUR TRIAL
Begin your quest. Crack the code. Discover a hidden city. Win big. Explore Autodesk® 3ds Max® 2013 software during your trial while competing to discover a hidden city.

GET STARTED >

15 DAYS LEFT

BUY NOW > Price: US\$3,495* Full Commercial License

LEAD THE MISSION, WIN AN AUTODESK® 3DS MAX® ENTERTAINMENT CREATION SUITE.

LEADERBOARD	POINTS
1. Greg Knoll	126
2. Luiz Del Castillo	120
3. Franco Giardino	116
4. Maria Giardino	110
5. Dave Johnson	106

CONTINUE TRIAL >

Missions
COMPLETE A QUEST AROUND THE WORLD IN SEVEN MISSIONS TO FIND THE HIDDEN CITY.

MISSION 1
THE JEANINA LIBRARY,
COIMBRA, PORTUGAL

MISSION 2

MISSION 3
SOMEBODY OVER THE
ATLANTIC OCEAN

MISSION 4

PASSPORT PROFILE

Mike Daniels
POINTS RANK 6

MY CURRENT MISSION
ISTANBUL, TURKEY
RESUME MISSION >

MY STAMPS & ACHIEVEMENTS

MY ACHIEVEMENTS	POINTS
Ego Maniac	1
Quick Draw	10
Ego Maniac	1
Show Off	5
Triple Threat	10
Racing Ahead	1

54% increase in trial usage

15% increase in buy clicks

29% increase in channel revenue per trial start

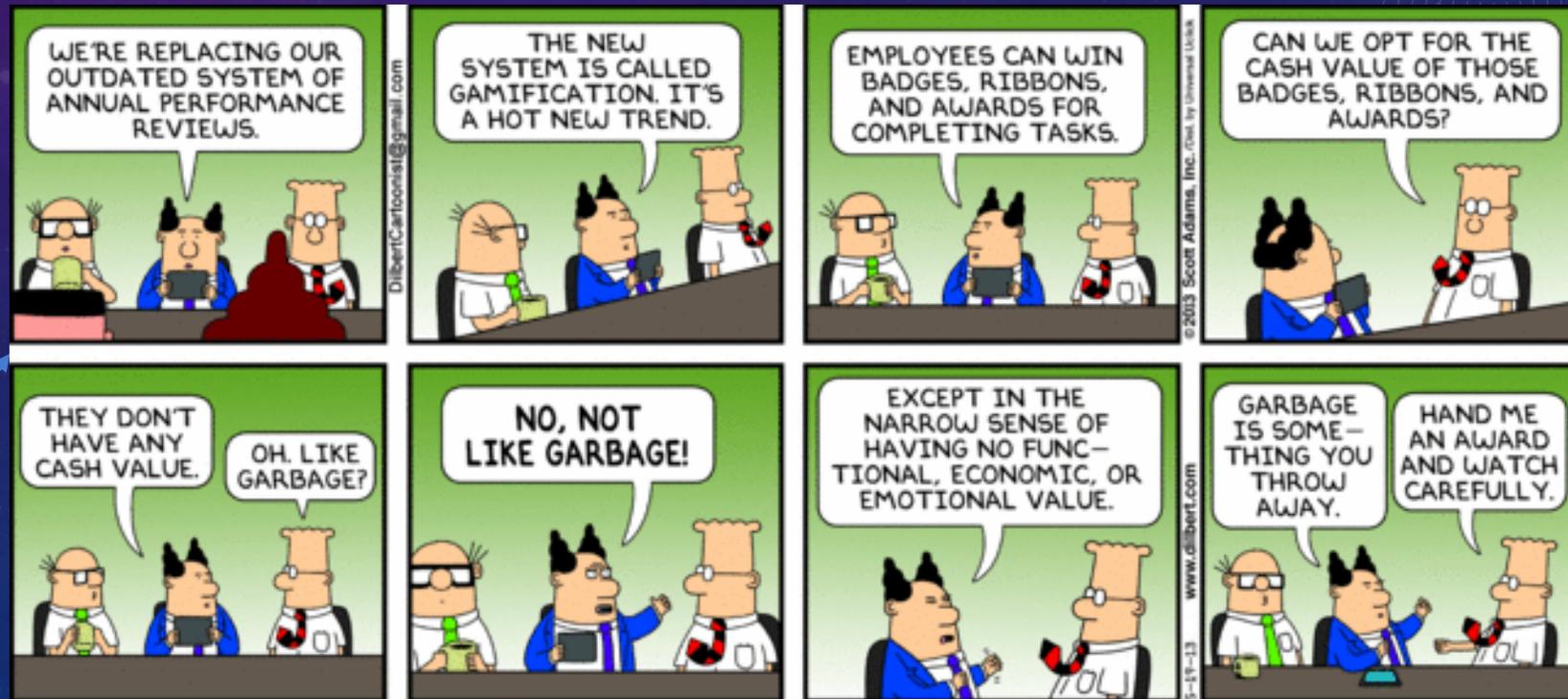
BAD EXAMPLE: GOOGLE NEWS BADGES



Got badges?

Start a conversation or personalize your news

Google news



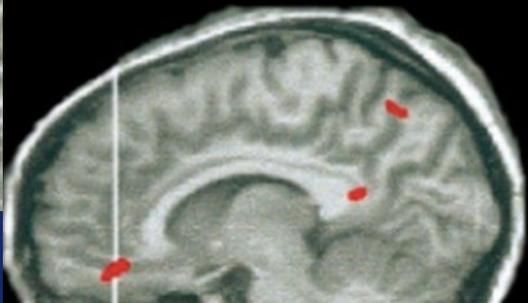
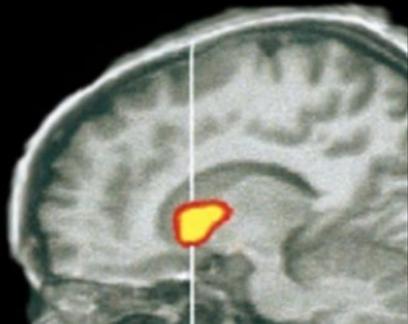
SO WHEN IT WORKS, WHY DOES IT WORK?

THE UNKNOWN IS FASCINATING.

Variability causes us to focus and engagement

Our reward system activates with anticipation

... and calms when we get what we want.



People are motivated to play "games" for a few key reasons

HOOKED



How to Build Habit-Forming Products

NIR EYAL

3 types of VARIABLE REWARDS



TRIBE



HUNT



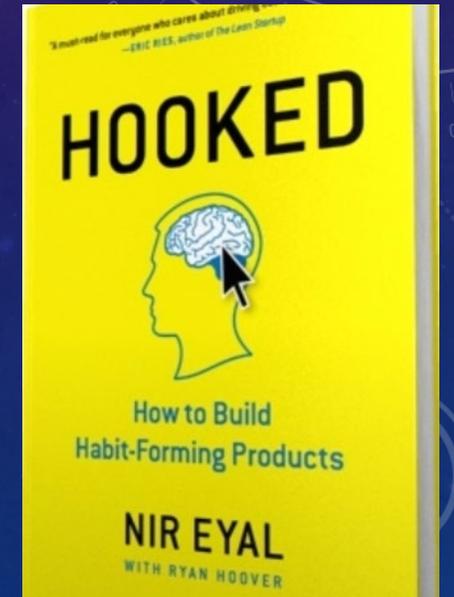
SELF

Gamification isn't about fun or entertainment. It's about hacking human psychology to link goals that would not naturally line up

Habit-forming tech uses 1 OR MORE

WHY DOES IT GO RIGHT OR WRONG? WHY DO LEVELS, POINTS, AND BADGES SOMETIMES WORK AND SOMETIMES FAIL?

Gamification isn't about fun or entertainment. It's about hacking human psychology to link goals that would not naturally align.



HOW TO GAMIFY YOUR COMPANY IN JUST 3 EASY (TO EXPLAIN) STEPS!

1

- How does the company “win”?
- What needs to happen?
- What is the goal?

HOW TO GAMIFY YOUR COMPANY IN JUST 3 EASY (TO EXPLAIN) STEPS!

2 • How do you know that you've won?

- Measure what matters. Set targets that prove success.
- Results metrics are key to seeing progress to big goals.
- But how do you actually steer in the right direction?
- For every result metric, there is at least one process metric
- What actions affect the result up or down (efficiency and effectiveness)?
- Turn it around: What are all the ways you could sabotage a result?
- Link it: people own processes; process metrics determine result metrics; people won't feel connected to results unless you show that connection



Quick exercise

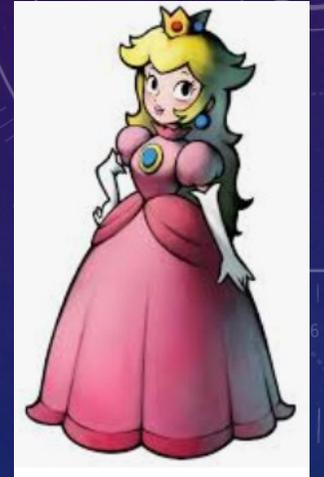
HOW TO GAMIFY YOUR COMPANY IN JUST 3 EASY (TO EXPLAIN) STEPS!

- 3
- Align the company's goal to the employee (player) rewards
 - What rewards motivate employees in each situation?
 - Salary? Money? Sure, but then why does Wikipedia exist?
 - Remember the TRIBE, the HUNT, and the SELF
 - Different people are motivated by different rewards
 - A successful system caters to all motivations



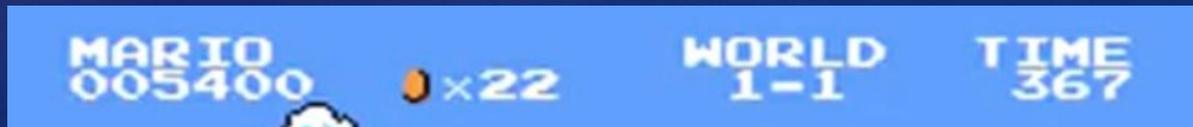
PUT IT TOGETHER: A REVERSE EXAMPLE

- You own a kidnapping insurance business
- One of your clients (a princess) is kidnapped by the Bowser Cartel
- \$10,000,000 policy; \$10,000,000 ransom
- Goal: Get client back (at minimum cost)



PUT IT TOGETHER: A REVERSE EXAMPLE

- Result metric: Lands Searched. Process metric: DNA traces. Motivation-to-goal reward: Coins collected, time remaining (skill-building reward: fireworks with certain end times, 3-coin)
- Link: faster is better, coins proxy for DNA and converted to extra lives to aid progress, points show skill, fireworks/3-coin ensure retention



PUT IT TOGETHER: A REVERSE EXAMPLE

- Result metric: Cartel members neutralized. Process metric: Castles cleared. Motivation-to-goal reward: Cut scenes, uncovered maps, progress bar
- Link: Taken by cartel, limited locations, so each one eliminated means greater odds of rescue



PUT IT TOGETHER: A REVERSE EXAMPLE

- Options

- Pay policy: \$10,000,000
- Hire pros: \$2-3M
- Contract (with plausible deniability) two out of work, Italian plumbers living with parents in Brooklyn: \$0



PUT IT TOGETHER: REAL WORLD EXAMPLE

- Goal: Save the rainforest



PUT IT TOGETHER: REAL WORLD EXAMPLE

- Result Metrics:
 - Acres conserved
 - Preventable harm
 - Eco-friendly trends
- Working capital: \$0
- Employees: 0



PUT IT TOGETHER: REAL WORLD EXAMPLE



- Process Metrics:

- Acres conserved: \$'s buy acres, govt's convert land to parks, so \$ earned
- Preventable harm: local accidents from cars/electrocution primary cause, and bridge program / insulated lines are best solutions, so # bridges, % lines insulated
- Eco-friendly trends: Letters or public support from decision makers indicate success, so # answered letters and # public pledges from congress





PUT IT TOGETHER: REAL WORLD EXAMPLE

- Linking KSTR goal to individual motivation



INDIVIDUALS



BUSINESSES



SCHOOLS

PUT IT TOGETHER: REAL WORLD EXAMPLE

- Points
 - Through referrals if friends complete KSTR virtual training and sign up
 - Converted to \$'s for acre/animal sponsorship
 - Passes for VIP KSTR tour
 - Point thresholds earn real KSTR merch





PUT IT TOGETHER: REAL WORLD EXAMPLE

- Badges
 - "Find the rope bridges"
 - Sponsor an animal/acre (access to webcam, limited spots available)
 - Badges for streak checks, limited edition challenges, local projects, responses from letters
 - Leaderboard with points/badges
 - Map of property showing recent check ins, gold sponsors, recent point earnings, occasional drives with grand prize reward (trip to KSTR)



CONCLUSION

Gamification isn't about fun or entertainment. It's about hacking human psychology to link goals that would not naturally align.

Follow the three steps and your business/players will be aligned and motivated to accomplish big goals.

CONCLUSION

REMEMBER THE
POWER OF
GAMIFICATION!



SOURCES, FURTHER READING

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- <https://www.slideshare.net/nireyal/hooked-model/>
- <https://support.apple.com/en-us/HT207014>
- <https://www.mycustomer.com/community/blogs/monicawells/top-10-best-examples-of-gamification-in-business>
- <http://www.hookmodel.com/>
- Gamify Book: <https://g.co/kgs/brXmcc>