

GAMIFICATION IN USER CENTERED DESIGN

by Sanskriti Bokde

AGENDA


- Introduction
- Importance in Human Centered Design
- The Conquests of Gamification
- The Components of Gamification
- Different types of Gamifications
- Unlocking User Retention and Growth
- Gamification Examples
- Gamifications Problems
- Use Case 1
- Use Case 2
- Conclusion

INTRODUCTION

70% of the world's top 2000 companies use gamification.



Gamification is estimated to have generated \$15.3 billion in revenue in 2023.

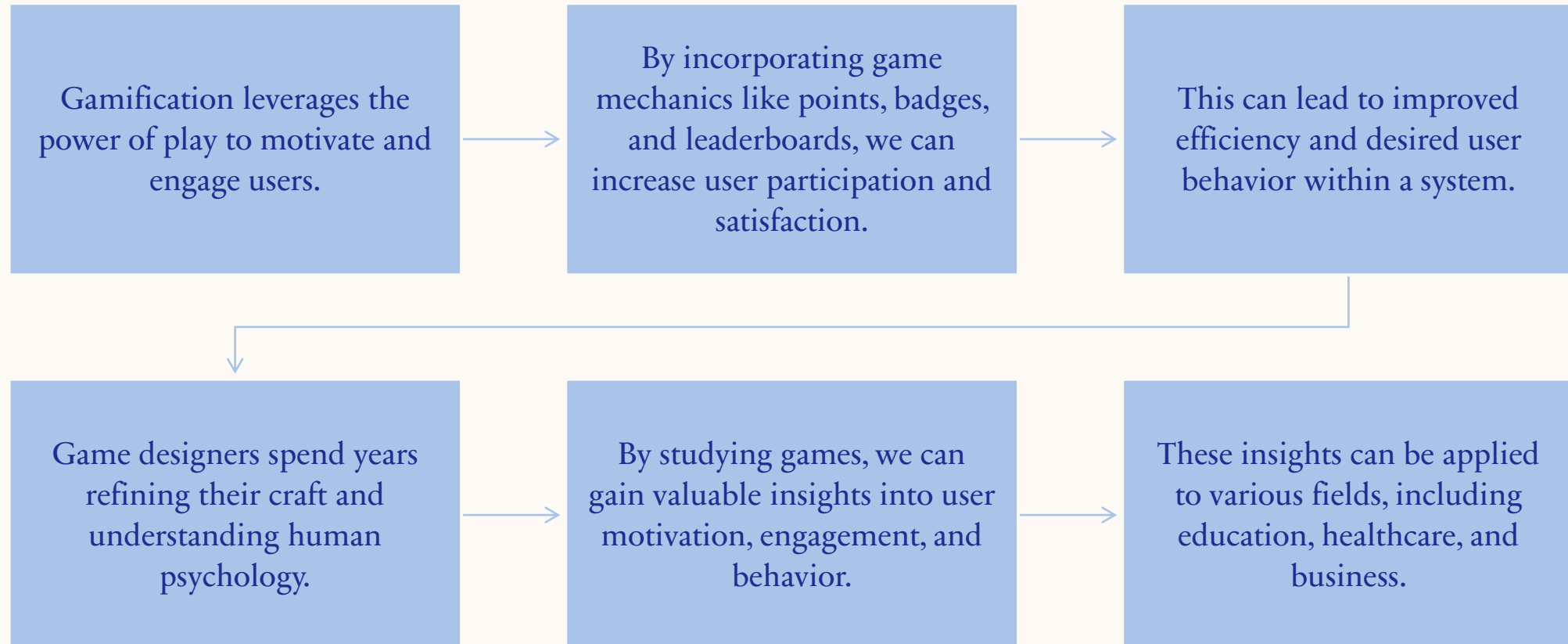


This value is projected to increase to \$51.2 billion by 2026.



Shopping apps are a prime example of marketing gamification in action.

IMPORTANCE IN HUMAN CENTERED DESIGN



THE CONQUESTS OF GAMIFICATION

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The Issue with Traditional Games

- Traditional games can be fun and engaging, but often lack real-world applications.
- They can be time-consuming, leading to a feeling of wasted time and potential.
- The benefits primarily accrue to game developers, not necessarily the players.

THE COMPONENTS OF GAMIFICATION

MECHANICS



DYNAMICS

AESTHETICS

- Mechanics are the building blocks of gamification, providing the basic rules and structure.
- They create a game-like environment with elements like points, badges, levels, and even avatars.
- These elements keep users engaged and motivated to participate in the platform.



THE COMPONENTS OF GAMIFICATION

MECHANICS

DYNAMICS

AESTHETICS



- Dynamics are the layer that adds meaning to the mechanics.
- They involve stories, challenges, and rewards that create an immersive user journey.
- By connecting with users on an emotional level, dynamics encourage deeper engagement and motivation.

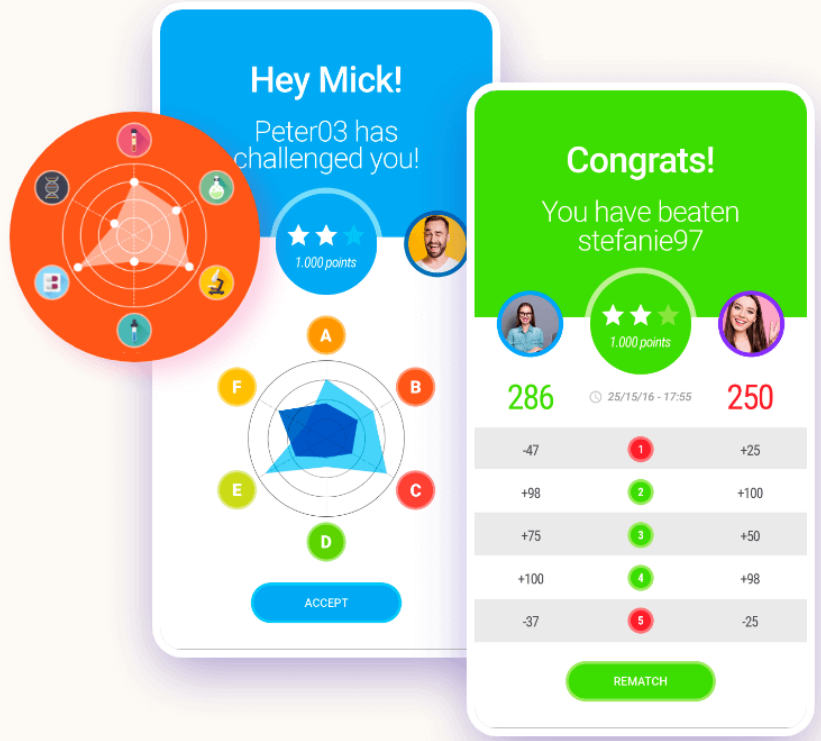


THE COMPONENTS OF GAMIFICATION

MECHANICS
DYNAMICS
AESTHETICS



- Aesthetics are the visual appeal and user experience of the platform.
- An attractive and user-friendly interface is crucial for keeping users engaged.
- Engaging graphics and interactive elements further enhance the user experience.



DIFFERENT TYPES OF GAMIFICATIONS

ACHIEVEMENT AND REWARD-BASED GAMIFICATION



- Focuses on individual goals and challenges
- Users set personal learning goals
- Earn rewards upon reaching milestones
- Ideal for promoting self-development


SOCIAL AND COLLABORATIVE GAMIFICATION

LEVEL-BASED GAMIFICATION

ACHIEVEMENT



Badges and prizes



Unlocking levels

A light blue rounded rectangle containing the word "ACHIEVEMENT" at the top. Below it are two white rounded rectangles. The left one contains a blue diamond icon and the text "Badges and prizes". The right one contains a yellow padlock icon and the text "Unlocking levels".

DIFFERENT TYPES OF GAMIFICATIONS

ACHIEVEMENT AND REWARD-BASED
GAMIFICATION

SOCIAL AND COLLABORATIVE
GAMIFICATION



- Also known as cooperative gamification
- Revolves around teamwork and collaboration
- Users work together towards shared objectives
- Suitable for skill development like teamwork

LEVEL-BASED GAMIFICATION



DIFFERENT TYPES OF GAMIFICATIONS

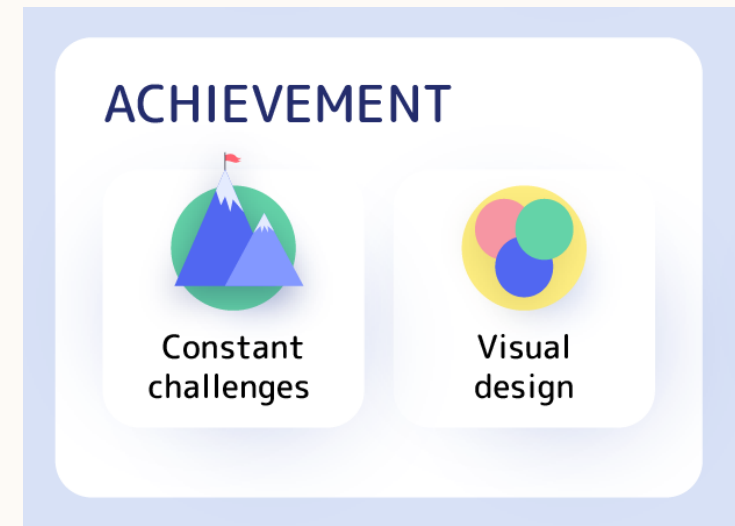
ACHIEVEMENT AND REWARD-BASED
GAMIFICATION

SOCIAL AND COLLABORATIVE
GAMIFICATION

LEVEL-BASED GAMIFICATION



- Learning progress divided into stages
- Users advance through levels with increasing complexity
- Rewards and challenges incentivize progression



UNLOCKING USER RETENTION AND GROWTH

What is Customer Retention?

- Customer retention refers to a business's ability to keep existing customers and prevent them from churning.
- It is measured as a percentage of customers who remain after a specific period.
- It considers factors like cancellations, non-returning customers, and expired contracts.

Why is Customer Retention Important?

- Lower Cost
- Higher ROI
- Brand Loyalty
- Increased Referrals

UNLOCKING USER RETENTION AND GROWTH

Strategies for Effective Customer Retention

Personalized Experiences - Tailor communications and recommendations based on individual customer preferences and needs.

Exceptional Customer Service - Build strong relationships with customers by providing prompt, helpful, and friendly service.

Loyalty Programs - Implement reward programs that incentivize repeat purchases and engagement.

Feedback Mechanisms - Actively collect and analyze customer feedback to identify areas for improvement and address concerns promptly.

Community Building - Foster a sense of community and belonging among your customers through social media engagement, exclusive events, or online forums.

GAMIFICATION EXAMPLES

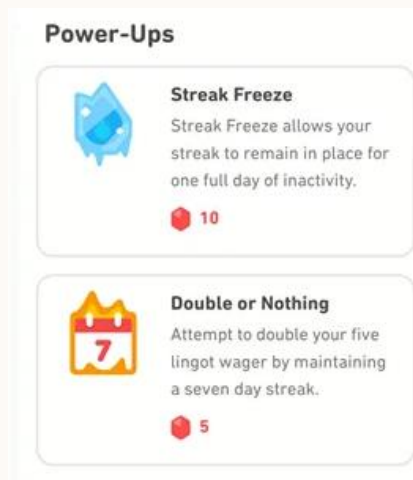
Duolingo



Strava

Forest

- XP (experience points) - Earn points for completing lessons and level up to stay motivated.
- The Streak - Maintain a daily learning streak to avoid losing progress and feel a sense of accomplishment.
- Lingots - Use in-game currency earned through various activities to unlock new features and customize your experience.
- Achievements - Earn badges for reaching milestones and track your progress over time.



GAMIFICATION EXAMPLES

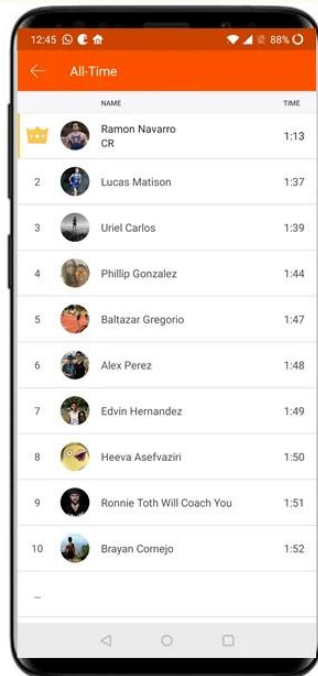
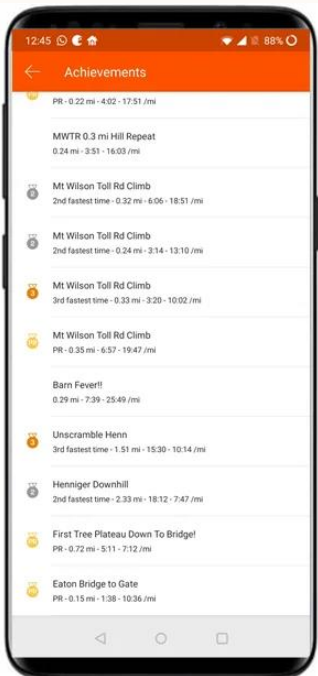
Duolingo

Strava

Forest



- Strava Segments & Leaderboards - Compete against others on virtual courses and strive for top positions on leaderboards.
- Challenges - Participate in themed challenges and earn badges for reaching specific goals.
- Automatic PR Tracking - Receive recognition for achieving personal bests at various distances.
- Progress Bars - Track your progress towards weekly and annual mileage goals and stay accountable.
- Community Interaction - Connect with other users, share your achievements, and find motivation through social interaction.



GAMIFICATION EXAMPLES

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Duolingo

Strava

Forest



- Plant a tree - Start a timer and watch a virtual tree grow as you stay focused and avoid using distracting apps.
- Build a forest - Each successfully grown tree adds to your personal virtual forest, creating a visual representation of your focus achievements.
- Coins (In-game currency) - Earn coins for focused work and use them to unlock new tree species, soundtracks, or even plant real trees.
- Achievements - Unlock badges and earn rewards for reaching milestones in your focus journey.

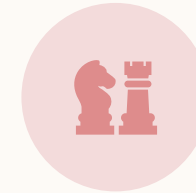
GAMIFICATIONS PROBLEMS



Gamification often relies on extrinsic motivators like points, badges, and leaderboards.



These can attract users initially, but they often fail to foster intrinsic motivation, the desire to engage for personal enjoyment.



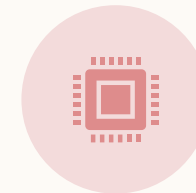
Some apps implement superficial mechanics like points and progress bars without considering the underlying game loop or meaningful challenges.



Gamification should align with the app's core purpose and user goals.



Gamified apps need consistency between game mechanics and the overall design aesthetic.



Over-reliance on gamification can overwhelm users and detract from the core functionality of the app.

USE CASE 1

Duolingo uses gamification elements like points, streaks, and leaderboards to incentivize users and make learning feel more fun and engaging. This initially leads to increased user engagement, as shown in the graph.

Use Case

- Sarah starts using Duolingo to learn Spanish.
- Initially enjoys gamified elements but struggles with increasing difficulty.
- Pressure to maintain streak leads to anxiety and frustration.
- Eventually abandons the app due to negative association with learning.

Alternative Approaches

- Focus on mastery, not competition.
- Encourage exploration and discovery.
- Personalize the learning journey.
- Build community and collaboration.
- Emphasize the "Why" behind learning the language.

USE CASE 2

Gamification has become a popular tool in fitness trackers, aiming to motivate users and foster healthy habits. Elements like step challenges, badges, and leaderboards can be engaging and drive initial motivation.

Use Case

- Sarah, a busy professional, initially finds Fitbit's gamification elements exciting.
- Over time, the pressure to maintain her ranking becomes overwhelming.
- She prioritizes closing activity rings and winning challenges, even resorting to unhealthy habits.

USE CASE 2

Problems

- Overemphasis on points, badges, and leaderboards can lead to:
- Neglecting other aspects of health (e.g., nutrition, sleep)
- Unhealthy behaviors to achieve step goals
- Social comparison can be demotivating for users who struggle to keep up.

Alternative Approaches

- Adapt challenges and goals based on individual needs and preferences.
- Celebrate small wins and personal achievements.
- Integrate elements like educational quizzes or virtual rewards related to healthy habits.
- Foster supportive communities for shared experiences and encouragement.
- Provide clear information and allow users to adjust settings and opt-out of features.

CONCLUSION

- Gamification as a powerful tool for positive change.
- Motivating individuals, fostering communities, and driving progress.
- A future that is not just gamified, but playfully designed for a better tomorrow.

**THANK
YOU**

