Maximize Engagement with Gamification

Using DNN Social

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Gamification

gāmifəˈkāSHən

The use of game thinking and game mechanics in a non-game context in order to engage users and solve problems

Gamification

Why it Matters

- Analysts say by 2015, more than 50 percent of organizations that manage innovation processes will game-ify those processes

- In 2014, a game-ified services for consumer goods marketing and customer retention will become as important as Facebook, eBay or Amazon

    - More than 70 percent of Global 2000 organizations will have at least one game-ified application

Gamification

The Driving Force

Game mechanics leverage people's natural desires for competition, achievement, status, self-expression, altruism, and closure.
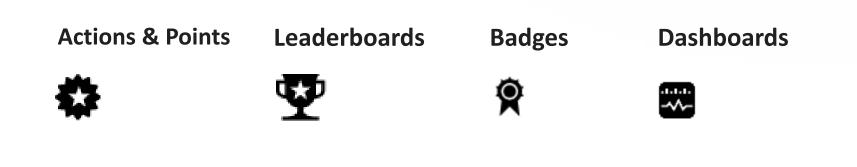
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Gamification

Fundamental Elements

- Achievement's (Badges)
- Appointment Dynamics (Events)
- Infinite Gameplay (New Content)
- Leveling (Privileges)
- Points (Experience, Reputation)
- Virality (Multiplayer)

Key "Game" Pieces in DNN Social

Actions & Points

Leaderboards

Badges

Dashboards

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DNN Social

Demo User Facing Pieces

- Mechanics Administration
- User Badges

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Implementing in Communities…

Perceived Achievable Progress
Low barrier of entry to 'compete'

Implementing in Communities...

"Hello Loser!"

No Disincentive

Focus on the good, not the bad

Implementing in Communities…

Collaboration over Competition

Recognize/Reward activities that benefit the community

Implementing in Communities…

Keep it Fun

Incorporate games and contests

Gaming & Reputation Mechanics

Q&A

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