

# GAMIFICATION



Applying game principles to recruit, engage  
and reward your members

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## What is Gamification?

Gamification is all about taking the best ideas of games and marrying it with behavioural economics to improve engagement.

It takes all the fun and excitement of games and puts it into things you have to do.

### **Why people play games?**

There is an enormous amount of psychology around the principles of gameplay such as; rewarding behaviour through badges or creating competition via leaderboards all whilst analysing people's behaviours. Once key motivators have been established, meaningful games can be created to influence behaviours to meet an objective.

The first master of human focused design was **the video gaming industry, which is worth more than \$100b globally and is one of the world's most lucrative**. Games are designed to please people through having objectives such as saving the princesses or slaying the dragon, these are all simply targets to keep the user entertained. For the last decade games have been learning how to master motivation and engagement, and now we are learning from games which is gamification.

### **What makes a game fun?**

It challenges you, uses creativity, enables you to hang out with friends, and not because it has points.

#### **Games have the amazing ability to;**

- build relationships
- trust between people
- challenge you
- develop creative potentials
- engage people for long periods of time

#### **Goal**

Imagine playing a truly addictive game, where the more time you spent on it the more productive you would become. As a result, your career would be growing, making income, creating better relationships with family, adding value to the community and solving the toughest questions in the world. This is what we all hope gamification could fulfil.

## Human Focused Design vs Function Focused Design

Yu-kai Chou is a gamification Pioneer since 2003 and an international keynote speaker and lecturer at Stanford University, as well as being rated a Top 3 Gamification Guru. He has established Octalysis: The Complete Gamification Framework which will be looked at, as well as the human focused design;

The “human-focused-design” is optimised for the human in the system while “function-focused design” is purely the efficiency of a system. Most systems are designed to get the job done being ‘function focused’ while human focused design incorporates insecurities, feelings and reason as to why they do and don’t want to perform tasks, optimising motivations feelings and engagement.

## Putting Fun Back into your Business

### How Businesses are Adapting and Saving the World Literally via Game Apps

There are many businesses, charities, associations and not for profits out there who have been using gamification techniques for years, developing new and exciting ways to engage with the public. Innovative ideas using gamification are being implemented across charities to spread awareness and even fundraise. Technology has aided these developments with the growing popularity of smartphones and apps.

Here are a couple examples of how gamification has taken the world by surprise via an app;

#### 1. Breakthrough in AIDS Research - Puzzle Game Foldit - Research that Scientist couldn't Solve



The online puzzle game interface allowed users from all over the world to play and compete in solving various protein structures that fit a researches criteria. What's more for over 15 years top pHd scientists were trying to decipher a crystal structure for one of the AIDs causing viruses.

**The game attracted over 240,000 players and a solution to the structure was found in 10 days.**

## 2. Pain Squad Diary Game Helps patients Combat cancer through providing both purpose and data

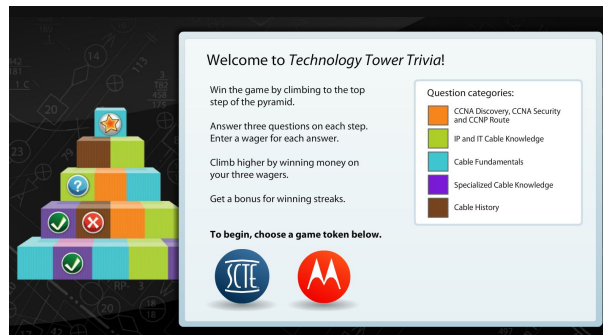
The app creates a fun environment for children who have cancer so they can record their pain on a daily basis. The app lets them feel involved and they receive encouraging real videos from members of the police force each time they finish a level. The game gave doctors the data they needed for better research and care, as well as giving children to fight their pains with purpose.



## How Other Associations are using Gamification

### Trivia Game used by The Society of Cable Telecommunications Engineers

SCTC is based in the US where they are using a clever trivia game technique to help members choose which continuing education classes to enrol. The questions are based around skills along with a varying difficulty and a user's score. The trivia game suggests course to help improve the member's skills. The game allows members to find out the appropriate course to take based on their individual skill levels as well as promoting continuing education courses. Play the game [here](#).



### Conference App used by The Competitive Carriers Association



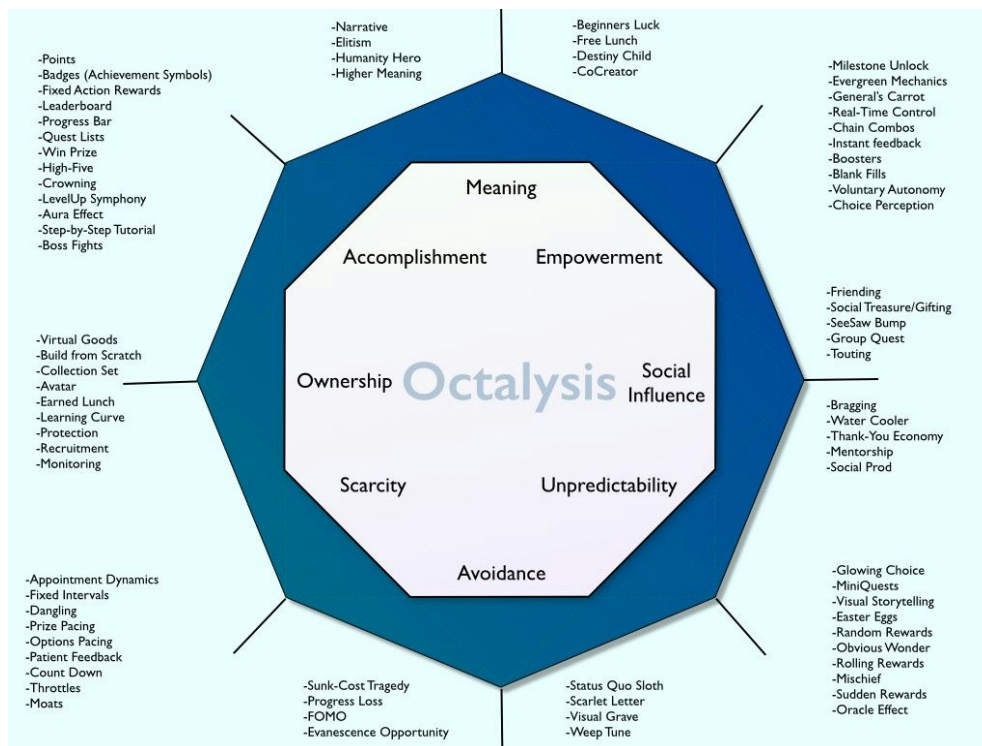
CCA based in Washington DC is another association using a gamified conference app to encourage users to participate and become involved within a conference. The app features a hunt like design badge section where attendees can unlock badges through performing certain tasks throughout the conference reflected through the app. This would work if an attendee visits a certain booth and watches a demonstration they would unlock a badge. App users earn

badges for each action they perform posting photos, social media updates ect. The game encourages users to visit booths and receive prizes for most involved.

These associations have seen the results of gamification and value it has added to increase engagement as well as aiding their learning experiences.

## Understanding Core Drivers

Yu-kai Chou has determined the 8 core drivers of gamification called the: Octalysis. His theory explains how good gamification does not start with game elements rather from core drivers.



### Core Drives that Motivates us:

#### 1. Meaning and Calling

The first core driver is meaning and calling which is all about a player believing they are achieving something greater than themselves or they were 'chosen' to achieve something. An example of this would be when someone devotes their time to maintaining a forum or helping a community such as open source projects. The same concept appears when a player believes they have beginner's luck, as they have been given a type of gift that others don't have or they were simply lucky to get.

## **2. Development and Accomplishment**

Development and accomplishment is the second driver that represents the internal drive of making progress, overcoming challenges and developing skills. It's important to add that a trophy or badge without a challenge is not meaningful. This core driver is also the easiest to design with leaderboards, badges and points.

## **3. Empowerment of Creativity and Feedback**

The third driver allows the person to feel engaged via a creative process where they need to figure things out as well as using a variety of combinations. People like to express their creativity along with receiving positive reinforcement along the way by feedback and other forms of expression.

## **4. Ownership and Possession**

The ownership and possession driver relates to keeping the user motivated through allowing them to own something. This also relates to the need to improve, protect and to gain more such as learning math or accumulating wealth. It also leads to virtual goods within systems, for example; if a person takes time to design and choose a profile or avatar they automatically feel ownership towards it. It is the driver that makes collecting points, stamps or even puzzle pieces fun.

## **5. Social Influence and Relatedness**

The fifth driver is all about social influence and relatedness focusing on elements such as; social responses, mentorship, acceptance, companionship as well as competition and envy. When you see a friend or family member that is good at something it makes you want to improve your own skills. The driver also draws people, places or related events closer to you. If a product or ad you see reminds you of childhood or another memory it increases the odds of you purchasing the item. This is a well studied subject and companies are now focusing their advertising and social media strategies on.

## **6. Scarcity and Impatience**

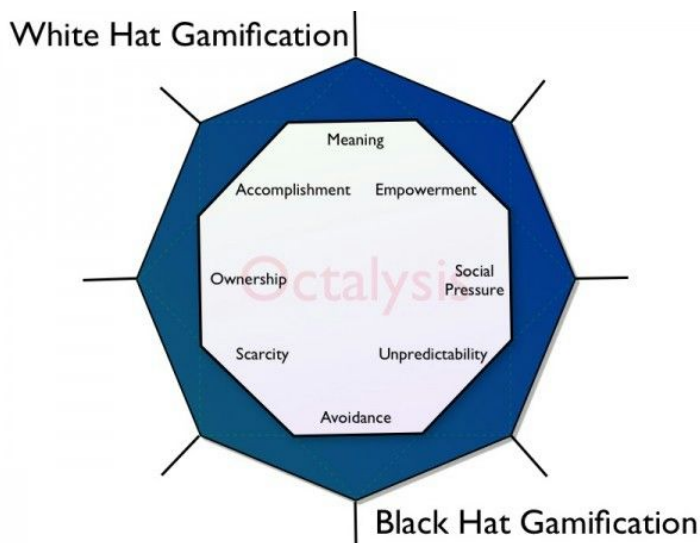
The driver creating something that you want but you can't have it. Games have this when you unlock something to get to the next level you have to wait a certain amount of time before you can resume playing, this is a great way to motivate people and keep them wanting to come back. Facebook used this theory when they first released it only allowing Harvard students to play then opening up to other colleges and finally to everyone, encouraging more people to sign up where they couldn't have previously.

## 7. Unpredictability and Curiosity

This next driver harnesses the need to find out what will happen next. If you don't know what will happen next your brain has been engaged and you tend to think about it more often. This is the core reason why people watch movies, tv series and even read books. The driver is also behind the gambling addiction. Other sweepstakes or lottery programs use this core driver to engage people as it is the unpredictability and curiosity of winning or gaining something.

## 8. Loss and Avoidance

The loss and avoidance driver is based on avoiding something negative occurring. This could be to avoid losing previous work or everything you did up to a point was useless because you are now quitting. An opportunity that may be fading away has a strong sense of utilisation as people feel like if they don't act immediately they will lose the opportunity to act on it forever.



### White Hat & Black Hat

Another theory with the Octalysis is that it is divided into two sections; the top section being white hat and the bottom classed as black hat, meaning the white section has a more positive effect while the black uses more negative drivers or motivations.

The white section makes a person feel creative, successful and powerful, while the black hat motivates you through the fear of losing something or something you don't have leaving a bad taste in your mouth.

## How Gamification works for an Organisation Website

We have compiled a few **common questions** that have come up during a previous member engagement webinar introducing gamification and these include;

- Does it require extra resources?
- What are the costs involved?
- Does it require a lot of internal resources to manage successfully?

## **What sort of internal resourcing is needed to manage gamification?**

There is a few decisions that need to be made to in order to effectively manage gamification.

- 1. Goals need to be set- what journey do you want to take people on, what do you want to achieve**
- 2. Construct a point scoring and reward methodology**
- 3. Use as much automation as possible**
- 4. determine what reports are needed to measure goal achievement**
- 5. Do you want to use software as a service (SaaS) which is entirely cloud based without the need for custom software or hardware, access from internet connected device.**

No extra internal resources are needed if your gamification processes are mostly automated, as well as minimal management requirements when your processes are in place such as rewards systems. The software is designed to track users and depending on when they reach a new level the system will automatically boost them up to the next level. Leaderboards and rewards should all be automated and the management would only need to oversee the system is correct and 'Joe' is in fact the true leader, as well as some other minor approvals that would need human approval. All tracking can be done from within the CRM and staff members can view reports at any stage, which will appear in real time with the most up to date and accurate data.

However, a lot of planning and testing of the system would be needed at the initial stages to ensure it is all working correctly and as expected before the system is available to your members.

## **Costs Involved**

Having a gamified website is not free, as the software needs to be designed and configured and this depends on any additional customisation requirements needed. There are initial costs to configure and set-up depending on the software but there should be no ongoing costs.

## **What is Important to know with Gamification?**

### **User Journey**

The user journey is an important step in the gamification process and this is essentially how both members, non-members, sponsors, board members and staff navigate around the website. A user friendly website navigation allows the user to easily find what they are after and directs them on a logical direction. This is an important basis to have before layering the game

techniques on top. If users are having trouble finding events, news stories or other critical information on your site chances are they will also have trouble with gamification elements.

## **How to Measure Engagement?**

There are a number of different ways to measure engagement and interactions and these should be aligned with your goals and what you want to achieve. A few ways to measure engagement are;

- page views per website visit
- time spent on site
- depth of website visit
- social media sharing
- type of user (member, sponsor, web visitor)
- event & educational attendance both online and in person
- participation on the site (commenting on news, asking/answering Q&A, input in collaboration hubs ect)
- conversions (spend/ other outcome)

## **Engagement versus Loyalty**

Loyal customers or members are those who are repeat clients of an association, those who refer others to the organisation, and give good reviews and testimonials on surveys and other customer satisfaction tools. Businesses understand that customers value quality products and services and customer satisfaction generates customer loyalty, repeat business and profitability. It's no surprise that it costs an organisation more to gain new members rather than retaining existing ones..

*How loyal are your members to the organisation?*

## **How to Measure Loyalty?**

Loyal members generate content on your organisation's website whether that be via submitting a news story, article or award. Members can be encouraged to perform these action for points in return. These actions need to be encouraged via points. Loyal members need to be considered in your gamification measurement strategy.

## **How to Reward**

There are a number of ways you can reward members who are contributing to your website regularly and being engaged, and reaching your goals. A few of the more obvious ideas would include leaderboards, awards, point system, prizes, leveling system, and badges. However you can do more with these you could assign badges to a business or persons listing in a directory or present the award at a real event or networking function. This way you can recognise and

reward those in a more public event giving another reason for others to become involved so others can look up to them as an industry expert and website contributor.

**Other ideas could include;**

- early access to program registration
- VIP seating at events
- invitation to special events
- life member badges
- accreditation or honorary recognition

## **Benefits of Gamification**

### **Why Gamification is important from a member and staff point of view:**

<b>Benefit</b>	<b>Staff</b>	<b>Member</b>
Attracts Gen Y	✓	
Rewards participation		✓
Improved management and segmentation of users	✓	
User wants to feel important/ loved/ loyal		✓
Build value - <i>cheaper than other alternatives eg. giving discounts or freebies</i>	✓	✓
Improved collaboration		✓
Interactive education programs		✓
Increased website traffic	✓	

Research and findings demonstrate the huge number of benefits associated with using gamification.

### **Attracting Millennials (Gen Y)**

One of those findings is the challenge of keeping Gen Y involved, learning and engaged. Gamification could be the answer to attracting Gen Y as well as getting them engaged as younger people use their mobiles and play games all the time, making them accessible but less

loyal as they are used to searching and checking online for better offers. ***After all, millennials are the future of associations and are you prepared for them?***

## Social Interaction

Social interaction and connection is a big part of people's lives and playing games provided reasons for family and friends to get together. Social networks have now become today's gathering places, and it is important to make sure there are places on your website that allow for social interaction and connection such as collaboration hubs. Creating a place that uses gamification and social connection is critical to enhance conversation where top point earners would create a little competition between members providing a place where members can share ideas, blogs, stories and talk.

### Other Social Features:

- user profiles
- friends lists
- system alerts
- badge compatibility matching
- community created challenges

## Higher and more long term Engagement

A US research report shared by [Gallup](#) found organisations who deploy elements of gamification to their website saw a higher number of engaged employees. If members want to appear in a leaderboard chances are they will continue to participate which becomes a habit as they begin to visit the site on a daily basis and chances are they will stick around for the long-term and become engaged and vested in discussions.

## Rise in Website Traffic

[M2 Research](#) found that gamification lead to a 100% - 150% increase in engagement metrics including page views, community activities and the time spent on the site. This is definitely a great benefit as the longer people stay on your site the more they are becoming engaged and interacting on the site leading to more happy members.



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