GAME ON:
everything you needed to know about games are saving changing the world
ACHIEVEMENT UNLOCKED!
100G - Attended Big Design Game Track
(a) JEREMY JOHNSON
I can’t wait for the next great gaming experience!

How can I use gaming to make my product more engaging?
I can’t wait for the next great gaming experience!
ARE YOU...
ARE YOU...?
How can I use gaming to make my product more engaging?

(or anyone improving a product)
“There’s a lot to learn from games. There are 30 years of design lessons and thousands of products on the market. Games have more concrete lessons to teach application designers about learning, feedback, user motivation and social systems than almost other field of study.”

- Danc
<table>
<thead>
<tr>
<th>Year</th>
<th>Pet Rats Sold</th>
<th>Plague Related Illnesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1320</td>
<td>100</td>
<td>0</td>
</tr>
<tr>
<td>1323</td>
<td>200</td>
<td>320</td>
</tr>
<tr>
<td>1330</td>
<td>400</td>
<td>0</td>
</tr>
<tr>
<td>1335</td>
<td>800</td>
<td>1280</td>
</tr>
<tr>
<td>1345</td>
<td>1000</td>
<td>2500</td>
</tr>
<tr>
<td>1350</td>
<td>3200</td>
<td>5120</td>
</tr>
<tr>
<td>1355</td>
<td>200</td>
<td>10240</td>
</tr>
<tr>
<td>1360</td>
<td>100</td>
<td>640</td>
</tr>
<tr>
<td>1365</td>
<td>50</td>
<td>320</td>
</tr>
<tr>
<td>1370</td>
<td>25</td>
<td>100</td>
</tr>
<tr>
<td>1375</td>
<td>12</td>
<td>80</td>
</tr>
<tr>
<td>1380</td>
<td>6</td>
<td>38</td>
</tr>
<tr>
<td>1385</td>
<td>3</td>
<td>19</td>
</tr>
<tr>
<td>1390</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>1395</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>1400</td>
<td>0</td>
<td>3</td>
</tr>
</tbody>
</table>

**RAT-A-PHOOEY**

1. Sort the table in ascending order by year.

---

**CONGRATULATIONS!**

- **COMPLETED** +50
- **CONTINUE**
- **TRY AGAIN** +0/10
- **PLAY AGAIN WITHOUT HINTS**

---

Seth Priebatsch said at the start of his keynote “Building a Game Layer on Top of the World.”
Achievement Unlocked: Gaming, Living, and Learning
By David Sherwin - March 12, 2011
TERMS? TOOLS? FOR UX

gamification

game mechanics

gameful

game layer

game theory

gamestorming

gameplay

gamify
### Totals

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>gamification</td>
<td>32</td>
</tr>
<tr>
<td>&quot;game layer&quot;</td>
<td>4</td>
</tr>
<tr>
<td>gameful</td>
<td>3</td>
</tr>
</tbody>
</table>

*The last value on the graph is based on partial data and may change.* [Learn more](#)
How do I make boring stuff fun?
gamification
“the use of game play mechanics for non-game applications, particularly consumer-oriented web and mobile sites, in order to encourage people to adopt the applications.”

- Wikipedia

“... [a] focus on:
1) more positive emotions,
2) stronger social relationships,
3) a bigger sense of purpose and
4) meaningful mastery

- Jane McGonigal
**extrinsic motivators**

“extrinsic motivators may lead to merely short-range activity while actually reducing long-range interest in a topic”

---

**intrinsic motivators**

“People are best motivated when they are working toward personally meaningful goals whose attainment requires activity at a continuously optimal (intermediate) level of difficulty.”

---

http://education.calumet.purdue.edu/vockell/edPsybook/Edpsy5/edpsy5_intrinsic.htm
ELEMENTS OF GAME DESIGN MODEL

@jeremyjohnson exactly! Problems come about when you add a "sugar coating" to... nothing! #sixdbook

https://twitter.com/#!/stephenanderson/status/908611107983356608
A GAMIFICATION FRAMEWORK FOR INTERACTION DESIGNERS

BY AUDREY CRANE / MAY 24TH 2011

Gamification is a hot topic. Missed it? On Google Trends it first appeared as a blip in late October 2010 and then took off in January so quickly that it appeared on NPR's Weekend Edition in March. Investors seem interested, and it already has a sold-out conference and a fast-growing list of agencies that will help you “do gamification.” You can even join a quest to become a gamification expert.

As I dove into some reading, a framework emerged that helped me understand gamification generally, and also specifically how (or whether!) to think about it in relationship to projects I’m working on at the moment. This framework also helped to put all the examples and criticisms into a context I could get my head around.

Defining Gamification

Gamification, according to Wikipedia, is:

[T]he use of game play mechanics for non-game applications... particularly consumer-oriented web and mobile sites, in order to encourage people to adopt the applications. It also strives to encourage users to engage in desired behaviors in connection with the applications. Gamification works by making technology more engaging, and by encouraging desired behaviors, taking advantage of humans' psychological predisposition to engage in gaming.
1. **Cosmetic:** adding game-like visual elements or copy (usually visual design or copy driven)
2. **Accessory:** wedging in easy-to-add-on game elements, such as badges or adjacent products (usually marketing driven)
3. **Integrated:** more subtle, deeply integrated elements like % complete (usually interaction design driven)
4. **Basis:** making the entire offering a game (usually product driven)

- AUDREY CRANE

http://www.uxmag.com/design/a-gamification-framework-for-interaction-designers
A GAMIFICATION FRAMEWORK FOR INTERACTION DESIGNERS

BY AUDREY CRANE / MAY 24TH 2011

Gamification is a hot topic. Missed it? On Google Trends it first appeared as a blip in late October 2010 and then took off in January so quickly that it appeared on NPR’s Weekend Edition in March. Investors seem interested, and it already has a sold-out conference and a fast-growing list of agencies that will help you “do gamification.” You can even join a quest to become a gamification expert.

As I dove into some reading, a framework emerged that helped me understand gamification generally, and also specifically how (or whether!) to think about it in relationship to projects I’m working on at the moment. This framework also helped to put all the examples and criticisms into a context I could get my head around.

Defining Gamification

Gamification, according to Wikipedia, is:

[T]he use of game play mechanics for non-game applications... particularly consumer-oriented web and mobile sites, in order to encourage people to adopt the applications. It also strives to encourage users to engage in desired behaviors in connection with the applications. Gamification works by making technology more engaging, and by encouraging desired behaviors, taking advantage of humans’ psychological predisposition to engage in gaming.
WHY PERSUASIVE DESIGN SHOULD BE YOUR NEXT SKILL SET

BY LOREN BAXTER / JUNE 7TH 2011

The UX discipline has been busy. In the last two decades, it has formalized the practices of information architecture, experience design, content strategy, and interaction design. Thanks to the insatiable drive of UX practitioners to improve and define the field, it will continue to grow, and persuasive design is the next practice it will supercharge and embrace, folding its techniques into interaction design.

A Framework for Changing Behavior

Persuasive design is the process of creating persuasive technology, or "technology that is designed to change attitudes or behaviors of the users through persuasion and social influence, but not through coercion." - Wikipedia / BJ Fogg

In other words, it is the use of psychology in design to influence behavior.

There are a few main tenets of the discipline:

- **Behaviors can be classified** based on whether they are positive or negative, and how long they will be sustained. (See the behavior grid)
- A person's **motivation and ability** determine whether they will perform a behavior or not. (See this illustration)
“Foursquare, Gowalla, and other services popularized the use of game mechanics to drive user engagement. Unfortunately, many companies have strictly copied the obvious game elements, such as badges and leveling-up, without understanding the deeper psychology at work. These services have seen the power of persuasive design, but lack a true understanding of how to properly apply psychology in UX design.”

- LOREN BAXTER
Feedback loops

Flow

Motion
What do we know about people?

we're curious
we're also afraid of change
we seek out patterns
we like to order and organize things
we're intensely self-centered
we're lazy
we're highly visual thinkers and learners
we like to be the hero of the story
we respond to our name and other first person cues
we don't like to make choices, but we like choice
we like to be in control (and we like to be guided)
we find novelty and surprise interesting
...and so on
Tie the tool/method back to the human need.

“I like leader boards!”  ➔  “I enjoy status”

“I like points!”  ➔  “I respond to feedback loops”

“I like badges!”  ➔  “I like to feel I’m achieving something”
GAMER + DESIGNER = #WIN
GAMING

ENTERTAINMENT

COMMERCE

IMPROVEMENT

Indie Game: The Movie - The Final Push

SUPERBETTER
TRENDS IN ENTERTAINMENT GAMING
“Grand Theft Auto IV is both a waste of time and the most colossal creative achievement of the last 25 years”

- Tom Bissell
The commercial gaming industry is our innovation lab. By making games purely for entertainment, we learn more about how to make people happy and how to develop these superpowers. But if you don’t do something real with these powers, it’s a waste.

- Jane McGonigal

http://www.worldchanging.com/archives/010949.html
DESIGNER

GAMING = BIG
Various reasons have been cited for the slowdown, including the fact that consumers have far more entertainment options, such as video games, the Internet and the ability to watch movies on large screen televisions in the comfort of their own living rooms.
I think video games and movies are merging, but I think that the same creative talents are starting to flow more evenly back and forth between the mediums. For example, I have a lot of story ideas—a lot more than I could ever do in a lifetime as a filmmaker.

I think it’s perfectly valid for a filmmaker to incubate some of their story ideas directly into the game world. If, by the way, at some point you decide you want to license it back to a movie studio to turn it into a movie later, fine. That’s just an alternate life cycle for the creation of vision of the world, or a set of characters, or a story.

Video Games are people too
The court struck down the law 7-2 using the First Amendment as the reasoning. Justice Scalia wrote the majority opinion, with Justices Thomas and Breyer in dissent.

"The act does not comport with the First Amendment," opens the opinion's syllabus. "Video games qualify for First Amendment protection. Like protected books, plays, and movies, they communicate ideas through familiar literary devices and features distinctive to the medium. And 'the basic principles of freedom of speech . . . do not vary' with a new and different communication medium."
You know what's cool...
EA Paying Up To $1.3 Billion for PopCap Games

The press release notes that PopCap games have been downloaded more than 1.5 billion times and *Bejeweled*, the flagship franchise, has sold more than 50 million units.
How to Justify a $15-20 Billion Valuation for zynga (in 4.5 years)

FarmVille For Dummies

Learn to:
- Set up the game and start your farm
- Customize your farmer avatar and interact with your neighbors
- Shop at the FarmVille Market and use Farm Cash and Coins

IN FULL COLOR!

Angela Morales
Creator of FarmVilleFreak.com

Kyle Orland
Author of Wii For Dummies
It’s what the kids are downloading
“...and “Games” was once again the most popular app category. In the second quarter, 64% of app downloaders — smartphone users surveyed who had downloaded an app within the past 30 days — reported having downloaded at least one game over the past 30 days”

http://www.bgr.com/2011/07/06/games-were-most-downloaded-and-most-purchased-mobile-apps-in-q2-nielsen-finds/
The next version of Electronic Arts’ mobile Scrabble game will let players compete against each other across multiple devices and platforms — at the same time.
Move over NBA, no lockout for pixels
At the very forefront of the esports world is an American company called, fittingly, Major League Gaming, or MLG. MLG runs massive events, often called, somewhat anachronistically, LANs, all around the United States. These are no small affairs: The most recent MLG attracted 15,000 live spectators, 1,300 competitors, and around half a million people from 164 countries who tuned into the live streams of the event.

Last year, Branson announced his parent company, Virgin Group, made an investment in the online game tournament site Worldgaming.com and was rebranding it as Virgin Games. Branson promised the company would give away more than $1 million in prizes in its first year. At the time, Virgin Gaming had more than 80,000 users. Now it has more than 400,000 registered users.

“In South Korea, leagues for the original Starcraft game are shown on television, and the top players are treated celebrities, with salaries to match their status. Live matches rival Metallica concerts in terms of sheer attendance.”


http://venturebeat.com/2011/06/07/virgin-gaming-teams-up-with-gamestop-for-online-video-game-tournaments/
“So should you let your kid stay up that extra hour to play that damn game he, or she, loves so much? We can’t answer that, but games can no longer be called refuges from ‘normal’ life; they are as a part of its fabric for many as are the NFL or the Arsenal and Manchester United rivalry.”

Video games ruined my life.
Good thing I have two extra lives.

http://www.flickr.com/photos/davidfarrant/2491881374/sizes/o/in/photostream/

Up and Coming
OnLive

OnLive Game Service

1. Play
   OnLive takes input from controller and returns low-latency HD video.

2. Connect
   Home broadband connects OnLive MicroConsole, PC or Mac to OnLive Service.

3. Games
   Games hosted in OnLive data centers on custom high-performance game servers.

Copyright 2009, OnLive, Inc. All Rights Reserved. Patents. Patents Pending. All trademarks are the property of their respective owners. Specifications subject to change without notice.

http://www.onlive.com/
PS VITA

http://us.playstation.com/psvita/features/
Wii U

http://www.youtube.com/watch?v=4e3qaPg_kcg
Ready for the Wii U?! Get console details here!

http://www.youtube.com/watch?v=4e3paPgLxeg
According to Insideris, Microsoft is working on plans to bring Xbox 360 gaming to its next PC operating system: Windows 8. Apparently, users who want to play Xbox 360 games on their PC will have to pay for a subscription (Xbox Live style) and there will be no Xbox 360 to PC cross-platform multiplayer because of the advantage that a mouse has over a 360 gamepad.

What's Next?

http://www.boingboing.net/2011/07/12/watch-these-kids-pla.html
http://www.boingboing.net/2011/07/12/watch-these-kids-pla.html
Inside the head of a game developer

TRENDS IN IMPROVEMENT GAMING
"It's almost like if you were a paper-airplane maker and somebody came up to you and said, 'You know, paper airplanes, it seems like all the kids are into them at school these days. So we really want to make paper airplanes about Darfur.'"

- Raph Koster
Games For Change

http://kotaku.com/5818096/maybe-al-gore-should-play-a-video-game
Can a game on climate change really produce the real life results we need to see to turn things around?

Changing the world

“make it as easy to save the world in real-life as it is in online games”

http://www.slideshare.net/chrismcclelland/engagement-through-gamification
Reality Is Broken: Why Games Make Us Better and How They Can Change the World

Games inspire hard work, the setting of ambitious goals, learning from and even enjoying failure, and coming together with others for a common goal. McGonigal points out many real-world applications, including encouraging students to seek out secret assignments, setting up household chores as a challenge, even a 2009 game created by The Guardian to help uncover the excessive expenses of members of Parliament. With so many people playing games, this comprehensive, engaging study is an essential read.

The challenge for all these teams is integrating the United Nations Millennial Development goals into their games while keeping them fun. The easiest path is to educate about world problems. But that's not the only path represented here.

“... Hilomi rescues oil-covered animals and delivers them to a creature that can clean and restore them.”
“...their game Brainergy, requires the user to select and use various equipment to convert renewal energy sources to perform work.”
“If you’ve ever known a child with asthma, you know the chore it can be for that child to record assessment data using a spirometer to measure lung capacity.

Players control Asmo’s fire by exhaling into the spirometer. This gathers the data on the child’s lung capacity and maps that to how well their dragon performs.”
A big shoutout goes to FarmVille players, who raised over $190,000 through the latest Sweet Seeds for Haiti campaign! **More than 80,000 FarmVille farmers bought virtual sweet yams, in which 50% of the proceeds will go towards building a K-12 school in Mirebalais, Haiti.**

http://www.zynga.org/about/blog.php
Tinkatolli May Be the First Video Game that Gives Your Kids Points for Leaving the Game to Go Outside

The title is a social media site/game hybrid for children, but one that actively encourages children to go outside and make things as an extension of the gameplay.

Install a hole punch in the rings of a binder. You insert a sheet and punch holes in it simultaneously.
Equipped with an iPhone + the Commons app, players are challenged to identify problems in urban space and suggest ways to improve them. Players can vote for each other's ideas and the most popular one wins the game.

I'm a 57 yr old multi-discipline geek. I'm a Physicist, Mathematician, Inventor, Grandpa. I love music, computer science, and software... more

badges

See more badges

people

ZiggyStrange posted The Kennymotown Show - Episode 1 - Show Premiere / The Main Street Journal to USA NEWS 4 days ago

Hopefully you'll all appreciate the hard work so far on the Kennymotown Show by my Producer ZiggyStrange. This Show is brought to you by The Main Street Journal http://msjnews.net...

ZiggyStrange posted The Kennymotown Show - Episode 1 - Show Premiere / The Main Street Journal to Elections 2012 4 days ago

Hopefully you'll all appreciate the hard work so far on the Kennymotown Show by my Producer ZiggyStrange. This Show is brought to you by The Main Street Journal http://msjnews.net...

ZiggyStrange posted The Kennymotown Show - Episode 1 - Show Premiere / The Main Street Journal to Educating America 4 days ago

Hopefully you'll all appreciate the hard work so far on the Kennymotown Show by my Producer ZiggyStrange. This Show is brought to you by The Main Street Journal http://msjnews.net...

ZiggyStrange posted The Kennymotown Show - Episode 1 - Show Premiere / The Main Street Journal to Culture 4 days ago

Hopefully you'll all appreciate the hard work so far on the Kennymotown Show by my Producer ZiggyStrange. This Show is brought to you by The Main Street Journal http://msjnews.net...
What's New

New Update: Electron Density Puzzles

Hey everyone,

We've just released a new update which gives you access to electron density puzzles.

You can check out the details of this update at http://fold.it/portal/node/989898

We should be releasing some electron density puzzles soon, so stay tuned!

(Wed, 07/06/2011 - 22:17 | 0 comments) Facebook Share

Developer Preview: Electron Density Puzzles

We've just released an exciting new feature in the developer preview: Electron Density Puzzles!

The idea with these puzzles is that we often have some experimental data for a protein, but that data isn't adequate enough for structural determination. By solving these puzzles, we can contribute to the understanding and discovery of new proteins!
Play Fold.it, the “Tetris-On-Steroids” game that solves protein folding
A modified traffic sign can have a profound effect on drivers’ behavior. Here’s what happens.

1 Evidence
The radar-equipped sign flashes a car’s current speed. First comes the data—quantifying a behavior and presenting that data back to the individual so they know where they stand. After all, you can’t change what you don’t measure.

2 Relevance
The sign also displays the legal speed limit—most people don’t want to be seen as bad drivers. Data is just digits unless it hits home. Through information design, social context, or some other proxy for meaning, the right incentive will transform rational information into an emotional imperative.

3 Consequences
People are reminded of the downside of speeding, including traffic tickets and the risk of accidents. Even compelling information is useless unless it ties into some larger goal or purpose. People must have a sense of what to do with the information and any opportunities they will have to act on it.

4 Action
Drivers slow an average of 10 percent—usually for several miles. The individual has to engage with all of the above and act—thus closing the loop and allowing that new action to be measured.

http://www.wired.com/magazine/2011/06/ff_feedbackloop/
You're in control, not the credit cards.

Get payment recommendations, track your progress, and find options. Automatically, for free.

We collect all your debt info in one place, automatically and securely.

We customize a program that works for you and crunch the numbers.

We give you legitimate options that work for your situation.

Every month, you get a detailed plan of action pushed to your mailbox.

How much to pay on each card

Extra steps to get you debt free faster

Rewards and options you may not have qualified for before
Living Healthy
Are you ready for the challenge? Expand your palate by exploring a range of delicious, nutrient-dense foods. Learn more about healthy eating and start a conversation with your social networks about your mission to better health.

- Complete steps of varying difficulty and earn badges through fun and educational Missions.
- Get simple, practical advice on cooking, nutrition, green living, food storage and more. Save your favorites for easy reference.
- Keep track of your accomplishments and brag about them via email, Facebook, and Twitter.

http://www.wholefoodsmarket.com/iphone/missions/
The game allows players to complete specific “missions” that encourage exercise and healthy activities. Successful completion of the missions earns players points and “kudos” from fellow players and Facebook friends.

fitbit automatically tracks your fitness & sleep

Did I get enough exercise today?
How many calories did I burn?
Am I getting good rest?

LEARN MORE »

BUY NOW | $99.95 FREE SHIPPING!

Sleep Pattern
You went to bed at
12:05am
Time to fall asleep
23min
Times awakened
12
You were in bed for
8hrs 2min
Actual sleep time
7hrs 42min

The Fitbit syncs with our fitness & nutrition tracking website.

Wear Fitbit all day long...
You can wear the Fitbit Tracker loosely in your pocket, clipped to your pants, shirt, bra or to your wrist when you are sleeping. You can wear it all day!

Sync Fitbit with your PC
Walk within 15ft of the provided basestation and your data will be automatically uploaded to the Fitbit website.

View online
Login to the Fitbit website to see detailed data and also participate in collaborative fitness goals with friends, family and co-workers.
Going Green

http://www.flickr.com/photos/matthewfch/536763437/sizes/z/in/photostream/
Last Month Neighborhood Comparison

<table>
<thead>
<tr>
<th>EFFICIENT NEIGHBORS</th>
<th>352 kWh*</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL NEIGHBORS</td>
<td>744</td>
</tr>
<tr>
<td>YOU</td>
<td>2,304</td>
</tr>
</tbody>
</table>

* A 100-Watt bulb burning for 10 hours uses 1 kilowatt-hour (kWh).

12 Month Neighborhood Comparison

In the last 12 months, at today...
“Recyclebank’s Green Your Home Challenge was successful in employing Gamification techniques online to have an impact on offline behavior, specifically the level of eco-friendly activity of participants...”
2008  Total so far: 660 kg CO₂

- August, 3 trips = 127 kg CO₂
  June, no trips, we envy you.
- July, 3 trips = 99 kg CO₂
- May, 3 trips = 228 kg CO₂
  April, no trips, we envy you.
- March, 1 trip = 80 kg CO₂
  February, no trips, we envy you.
- January, 3 trips = 124 kg CO₂

2007  Total: 3,100 kg CO₂

- December, 7 trips = 1,020 kg CO₂
- November, 7 trips = 361 kg CO₂
- October, 3 trips = 1,718 kg CO₂

Total carbon for all your trips to date: 3,100 kg CO₂

All of Dopplr's carbon calculations are provided by AMEE.
“Welectricity is based on principles of behavioural economics – it incorporates behavioural nudges to motivate people to reduce their consumption.”
Your carbon logbook

Keep track of your energy usage as you work to reduce your carbon footprint.

Basically, Edenbee will help you reduce your carbon footprint by keeping track of your energy consumption and setting goals to help you reduce it.

(from 2008)
Learning the unfun

http://www.flickr.com/photos/latitudes/542716309/sizes/o/in/photostream/
“Playing a game is a voluntary attempt to overcome unnecessary obstacles”

- Bernard Suits
“Playing a game is a good attempt to overcome boring obstacles”
PrivacyVille goes through items such as how Zynga handles email, the company’s mobile policies and the security measures it takes to protect user payments. Reading each section increases a user’s progress through PrivacyVille until he or she completes the tutorial. Once completed, the user is asked five (very easy) questions to confirm that he or she went through the tutorial.

http://mashable.com/2011/07/07/privacyville-zynga
"What are the laws of physics in the Angry Birds world?" John Burk, a ninth-grade physics teacher at the private Westminster Schools in Atlanta, put that question to his students and gave them the chance to "be among the first to find the answer."

http://www.good.is/post/atlanta-teacher-uses-angry-birds-for-physics-lessons
Susan Lyne, CEO of Gilt Groupe, identifies #gamification and game dynamics as one of the three key trends in the online retail industry.
If people are good only because they fear punishment, and hope for reward, then we are a sorry lot indeed.

-Albert Einstein
Get a $10 VIP Reward instantly, when you purchase the LEGO® Diagon Alley™ at a LEGO Store, via the online shop or by telephone.

Diagon Alley™
#10217
$149.99

LEGO® Diagon Alley™ $10 VIP Reward offer, July 1-31!*

What's New this month...

DISCOVER MORE

LEGO® Harry Potter

The Forbidden Forest
#4855
VIP 11 POINTS
NEW
The Knight Bus™
#4866
VIP 34 POINTS
NEW
Hogwarts™
#487
VIP 49 POINTS
NEW
Google To Buy Mobile Loyalty Card Startup Punchd

Punchd, which is basically the digital equivalent of the “Buy 10 get 1 Free Card” offered by coffee shops and supermarkets,
Foursquare checks in with over half a million businesses

Once they do so, they can offer specials, update venue information and gain useful insights on check-in data, such as popular days and times. Best of all, it’s free.

http://venturebeat.com/2011/07/06/foursquare-checks-in-with-over-half-a-million-businesses
July 14-16, 2011 at Crowne Plaza Addison. Experts from across the country will gather to present theories, research, experiences, and best practices to students, professionals, and executives looking to stay on the bleeding...

Add a Photo  Highlight
Jeremy Johnson
Grapevine, TX
EXPLORER
User Experience Junkie
Influencer of (336)
Influential about
data visualization
user experience design
dallas mavericks
see all...
Score Analysis
Woohoo! Your Klout Score is up and continues to grow! Keep doing what you're doing, it's great!
Your Score:
49
You are effectively using social media to influence your network across a variety of topics
<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
<th>Role</th>
<th>Score</th>
<th>Interests</th>
</tr>
</thead>
<tbody>
<tr>
<td>61</td>
<td>Stephen Anderson</td>
<td>Broadcaster</td>
<td>+3</td>
<td>user experience design - sxsw interactive - e-learning</td>
</tr>
<tr>
<td>55</td>
<td>BigDesign</td>
<td>Specialist</td>
<td>+5</td>
<td>marketing - conferences - speakers</td>
</tr>
<tr>
<td>42</td>
<td>Marcelo Somers</td>
<td>Networker</td>
<td>-1</td>
<td>generation y - dallas - user experience design</td>
</tr>
<tr>
<td>41</td>
<td>BrianK Sullivan</td>
<td>Explorer</td>
<td>+3</td>
<td>conferences - dallas - hotels</td>
</tr>
<tr>
<td>40</td>
<td>Travis Isaacs</td>
<td>Specialist</td>
<td></td>
<td>iphone - vitamins - craigslist</td>
</tr>
<tr>
<td>39</td>
<td>Kathleen Thompson</td>
<td>Explorer</td>
<td>+13</td>
<td></td>
</tr>
<tr>
<td>36</td>
<td>Luis Garcia</td>
<td>Explorer</td>
<td></td>
<td>pizza</td>
</tr>
<tr>
<td>31</td>
<td>Brian Behrend</td>
<td>Conversationalist</td>
<td>+3</td>
<td>instapaper - technology - macs</td>
</tr>
<tr>
<td>24</td>
<td>ryan durso</td>
<td>Explorer</td>
<td>-8</td>
<td>developers - crossfit</td>
</tr>
</tbody>
</table>
Compare Klout!

See how you and Marcelo Somers stack up.

<table>
<thead>
<tr>
<th>Twitter &amp; Facebook</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter Followers</td>
<td>714</td>
<td>340</td>
</tr>
<tr>
<td>Total Retweets</td>
<td>62</td>
<td>43</td>
</tr>
<tr>
<td>Unique Retweeters</td>
<td>29</td>
<td>34</td>
</tr>
<tr>
<td>Unique Mentioners</td>
<td>50</td>
<td>77</td>
</tr>
<tr>
<td>Likes</td>
<td>59</td>
<td>92</td>
</tr>
<tr>
<td>Unique Likers</td>
<td>30</td>
<td>48</td>
</tr>
<tr>
<td>Likes Per Post</td>
<td>0.25</td>
<td>2.19</td>
</tr>
<tr>
<td>Comments</td>
<td>52</td>
<td>41</td>
</tr>
<tr>
<td>Unique Commenters</td>
<td>18</td>
<td>23</td>
</tr>
<tr>
<td>Comments Per Post</td>
<td>0.22</td>
<td>0.97</td>
</tr>
</tbody>
</table>

Klout Style Comparison
SCVNGR Rewards Rundown

Glad to see you’re having fun playing SCVNGR! We’re working harder than ever to bring you exciting new challenges & partnering with great brands to give you awesome rewards!* Check out a few things you’ll love on SCVNGR right now:

FREE T-SHIRT
from Coca-Cola

Rocking out this summer? Play SCVNGR at select Taking Back Sunday shows for rewards like a free Coke Tee!

FREE WINGS
@Buffalo Wild Wings

Are you a flavor fanatic? Prove it at Buffalo Wild Wings and snag 6 free Traditional Wings, a free Coke and more!

FREE MOVIE TICKETS
@SUBWAY® (LA Only)

SUBWAY® Los Angeles locations are serving up tickets to go see Green Lantern in theaters!

WIN A MACBOOK AIR
from This Is Teen

Play Scholastic’s This Is Teen challenges at Borders and other bookstore partners for a chance to win a Macbook Air!
36. Reinforcer

**Definition:** The reward given if the expected action is carried out in the three part paradigm of reward schedules.

**Example:** receiving a level up after killing 10 orcs.

17. Epic Meaning

**Definition:** players will be highly motivated if they believe they are working to achieve something great, something awe-inspiring, something bigger than themselves.

**Example:** From Jane McConical’s Ted Talk where she discusses Warcraft’s ongoing story line and “epic meaning” that involves each individual has motivated players to participate outside the game and create the second largest wiki in the world to help them achieve their individual quests and collectively their epic meanings.

Register & Get Bids
Buy bids for just 75c and start bidding on auctions.

Bid on Hot Items
Choose from the hottest items like HDTV's, iPads & more!

Win Great Products
Bid on an auction! If you're the last bidder, YOU WIN!

Filter By Category: All Auctions

Netgear RangeMax N150
Wi-Fi Router

Kingston DataTraveler 101
8GB

Xbox Live Gold Membership
12 Months

SwissTech Transformer 11-in-1 w/LED

00:13:04
$0.04
YourMotherIsHere
Bid

01:13:04
$0.01
WillOutbid
Bid

02:13:04
$0.05
tese68
Bid

03:13:04
$0.01
Anh Tran (atran_014)
Bid

Kodak Easyshare C143
Camera

Kingston 8GB Class 6 SDHC

SwissTech Micro-Pro 9-in-1
USB Keychain

Kingston DataTraveler 101
8GB
CONGRATS!
You've earned the “Silver Super Connector” badge.

Through your 13 friends on BranchOut, your professional network is over 10,000 people at 199 companies. If only 6 more of your friends join BranchOut, you could reach 20,000 people and earn the “Gold Super Connector” badge.

Post to Wall!
WHO IS MORE LIKELY TO WORK INDEPENDENTLY?

Lara Becker
dominionparenting

OR

Debbie Johnson

Get 30 pts to reveal who wants to work with you

Vote for your professional dream team!

Pts: 1/30

Share with winner!
People who want to work with you
Reveal who voted for you by voting for your friends and colleagues

You need 30 more points to find out which of your connections said they would rather work with you.
(Earn points by voting for your friends)

Vote for Friends
At My Marriott Hotel on Facebook, gamers begin by managing a virtual hotel restaurant kitchen, including buying equipment and ingredients on a budget, hiring and training employees, and serving guests. Much like in the wildly popular Farmville game, players earn points for happy customers but lose points for poor service; they’re also rewarded when their operation turns a profit.
Get The Most Out Of Traxo

26% complete.

1. Sign Up
2. Add Travel
3. Find Friend
4. Like Traxo

To complete your profile: Add 3 more travel account(s) to earn 40% , Find or invite 7 more friend(s) to earn 14% , and Like Traxo on Facebook to earn 20%

Search Destinations

enter city name
Who's Been Here
Search

Upcoming Trips

You have no upcoming trips. Add a trip or Link a travel account

refresh travel accounts past trips add trip

Traxo Trophies

Summary Regional Accounts Achievements

Traxo Travel Score™

the official measure of your travel experience

get a travel card for your site

Alerts

1. Automatically share your trips on Facebook
2. 1 New Buddy Invite
3. 2 Incomplete Travel Accounts

Loyalty Tracker

Use Traxo to manage your travel points and miles from one convenient place. Click here to Activate.

You May Also Know

Blake Burris Add Ignore
Blake Clark Add Ignore
Ajay Waghray Add Ignore

see more
Traxo Trophies

Traxo Travel Score™

Summary | Regional | Accounts | Achievements

--- | --- | --- | ---

**Buddies** | **Travel Accounts** | **Elite Status** | **Reviews** | **Trophies**

397 | 21 | 1 | 6 | 68

**Trips** | **States** | **Countries** | **Continents** | **Miles Traveled**

97 | 19 | 14 | 5 | 315K

the official measure of your travel experience
Traxo, a Dallas-based company that enables you to organize and share your trip-itinerary details, has done just that with the recent introduction of its Traxo Travel Score and accompanying Traxo Travel Perks program.

http://www.traxo.com/travelscore
On Google News, the average reader of political news has read 20 articles about politics in the last six months. Where do you stand?

Starting today, in the U.S. edition of Google News, you can see how voracious a news reader you are by earning Google News badges as you read articles about your favorite topics. The more you read, the higher level badge you’ll receive, starting with Bronze, then moving up the ladder to Silver, Gold, Platinum and finally, Ultimate.

http://googlenewsblog.blogspot.com/2011/07/shareable-google-news-badges-for-your.html
At this year’s Gamification Summit in January, Wanda Meloni, analyst at M2 Research, estimated that the production of gamification projects will generate $1.6 billion in revenues by 2015. That means it will grow from just 3 percent of social media marketing budgets in 2010 to more than 23 percent by 2015. The average growth rate for the next two years is 150 percent, in terms of revenues. Gartner also predicts that gamification will be a huge wave as big brands embrace it.
We’ll do that for you...
“Game mechanics is designed to reward users for performing actions that benefit your business.”
Gamification: Use game mechanics to increase user engagement, loyalty and monetization.

Users stay longer.

Come back more often.

Generate more revenue.

Our tools make it easy to add to your site!

LEARN MORE

FEATURED CASE STUDY

DevHub added BigDoor as part of a major service redesign – essentially turning the process of making a website into a game. Users performed more actions, and virtual goods became a key revenue stream.

Read Now

View all case studies

FROM THE BLOG

Frictionless Virtual Currency

Unless you’ve been living under a rock, you probably saw the news that Zynga filed their IPO late last week. After everyone has combed through their S-1 filing, virtual currency emerges over and over, “Zynga’s filing revealed its revenue comes almost entirely from the sale of virtual goods within its otherwise free games.” At BigDoor we’re...

Read Now

READY TO TRY IT OUT?

Access our gamification tools today. Our widgets and developer API are free to use.

FREE - Get Started

Looking for enterprise level support? Contact us today!
Game mechanics encourage users to engage with your content on a much deeper level. Users will stay longer, come back more often, and generate more revenue for you.

Here are some tips, links, and definitions to get you started!

### GAMIFICATION TIPS

Here's a handful of useful posts from our blog to help you keep your gamification project on the right track.

- **Follow the Leader**
- **Fast gamification with the MiniBar**
- **Five tips on gamifying your website, before you even begin**

### USEFUL LINKS

Our blog is a great resource, but here are some other recommended resources to help you learn more about gamification.

- **Applying Game Mechanics to Non-Gaming Sites**
  - Check out Amy Jo Kim’s talk on “Putting the Fun in Functional: Applying Game Mechanics to Functional Software”
  - Engagement Through Gamification by Chris McClelland
  - Mashable delves into How to Use Game Mechanics to Power Your Business

### GAMIFICATION GLOSSARY

Game mechanics introduces some language that may be new to you. Here’s a list of terms you’ll soon grow to love. Click to see their definitions.

- **Awards**
- **Badges**
- **Game Mechanics**
- **Gamification**
- **Leaderboards**
- **Levels**
- **Points**
- **Virtual Currency**
GAMIFICATION WORKS.

- Page Views Double
- User Registrations Increase 20%
- Pages Per Visit Increase 60%
- Repeat Monthly Visits Doubled
- Time On Site Doubled
- Unique Visitors Increase 30%

The results are in. After adding gamification solutions from Bunchball, our customers are seeing nearly universal improvements in the performance of their sites. With a payback in as little as 3 months.

Learn More

You've optimized your site for search engines and analytics, but have you optimized for users? With Nitro you can directly influence behavior and optimize how users interact with your site.

Learn more about Nitro
Gamification Heats Up With $12M Round for Badgeville

http://gamification.co/2011/07/13/gamification-heats-up-with-12m-round-for-badgeville/
IT'S DANGEROUS TO GO ALONE! TAKE THIS.

http://shirtoid.com/41227/its-dangerous-to-go-alone/
http://www.threadless.com/submission/343106/Keep_Calm_and_RAGE_QUIT?streetteam=JustinRampage
Not enough?
Extra Lives: Why Video Games Matter

Total Engagement: Using Games and Virtual Worlds to Change the Way People Work and Businesses Compete

Reality Is Broken: Why Games Make Us Better and How They Can Change the World

Fun Inc.: Why Gaming Will Dominate the Twenty-First Century

Changing the Game: How Video Games Are Transforming the Future of Business

Gamestorming: A Playbook for Innovators, Rulebreakers, and Changemakers

The Grasshopper: Games, Life and Utopia

Masters of Doom: How Two Guys Created an Empire and Transformed Pop Culture

1001 Video Games You Must Play Before You Die

Seductive Interaction Design: Creating Playful, Fun, and Effective User Experiences

Game Usability: Advancing the Player Experience

Ethnographies of the Videogame
Other Presentations to check out:

http://www.slideshare.net/FunChange/fun-for-a-change

http://www.slideshare.net/dings/persuasive-web-design-how-to-separate-users-from-their-bad-behaviours

http://www.slideshare.net/dings/dont-play-games-with-me-promises-and-pitfalls-of-gameful-design?from=ss_embed

http://www.slideshare.net/chrismcclelland/engagement-through-gamification

http://www.slideshare.net/stephenpa/seductive-interactions-idea-09-version

http://www.slideshare.net/dansaffer/gaming-the-web-using-the-structure-of-games-to-design-better-web-apps
Beyond the Badge: Engaging With Game Design Thinking

“Gamification” is the process of applying game design maxims to non-game systems in order to drive user engagement, influence behavior and improve the user experience of digital products and services. The buzz surrounding gamification is currently reaching critical mass in our industry with the bulk of attention directed to points & badges but there’s more to unlock. Much more. By examining the tools game designers use to incentivize and motivate players and mapping these tools to their psychological underpinnings we can arm ourselves with a model for architecting user engagement, directing behavior and satisfying business goals.

This timely lecture is appropriate for anyone looking to level up their understanding of gamification and game design thinking. Attendees will learn about game design fundamentals, engagement models, metrics and measurements, feedback loops, player personas, flow states, motivation drivers, high level mechanics/dynamics and techniques for incorporating game design thinking into your design processes.
GAME ROOM

[x]cube LABS

BIG DESIGN CONFERENCE
How can I use gaming to make my product more engaging?

(or anyone improving a product)
THANKS

@jeremyjohnson
http://www.jeremyjohnsononline.com
http://www.slideshare.net/jeremy