

Contents at a Glance

<i>Introduction</i>	<i>1</i>
<i>Part I: Basic Training: Grasping the Basics.....</i>	<i>7</i>
Chapter 1: Gamifi-wha? Introducing Gamification	9
Chapter 2: Head Case: Understanding What Makes Users Tick.....	23
Chapter 3: Object Lesson: Establishing Business Objectives	37
Chapter 4: Target Practice: Targeting Desired Behaviors	51
Chapter 5: You Win! The Rewards of Rewarding	65
Chapter 6: Game On: Understanding Game Mechanics	93
<i>Part II: Decisions, Decisions: Choosing a Gamification Framework</i>	<i>113</i>
Chapter 7: Freeze Frame: Understanding Gamification Frameworks.....	115
Chapter 8: Customer-Facing Frameworks.....	131
Chapter 9: Employee-Facing Frameworks	155
<i>Part III: Getting Your Gamification Program Off the Ground</i>	<i>173</i>
Chapter 10: Choosing a Gamification Provider	175
Chapter 11: Key Expertise for Your Gamification Team	187
Chapter 12: Ready, Set, Go! Configuring and Deploying Gamification Elements	193
Chapter 13: Analyze This: Understanding Analytics	211
Chapter 14: What's Next: The Future of Gamification.....	235
<i>Part IV: The Part of Tens</i>	<i>243</i>
Chapter 15: Ten Additional Gamification Resources	245
Chapter 16: Ten Great Gamified Sites and Apps.....	251
<i>Appendix: Supercharge Your Sales Team with Gamification</i>	<i>257</i>
<i>Index</i>	<i>265</i>

Table of Contents

Introduction 1

About This Book	2
Conventions Used in This Book.....	2
Foolish Assumptions.....	2
How This Book Is Organized.....	3
Part I: Basic Training: Grasping the Basics.....	3
Part II: Decisions, Decisions: Choosing a Gamification Framework	3
Part III: Getting Your Gamification Program Off the Ground.....	3
Part IV: The Part of Tens.....	4
Icons Used in This Book	4
Where to Go from Here.....	5

Part 1: Basic Training: Grasping the Basics 7

Chapter 1: Gamifi-wha? Introducing Gamification. 9

Paging Mr. Webster: Defining Gamification.....	10
Best behavior	10
Real-world gamification examples.....	11
What Gamification Does	11
Proof Positive: Does Gamification Work?	14
Who's on First: Who's Using Gamification?.....	15
Gamification in politics	15
Gamification in healthcare.....	16
Gamification in nonprofit.....	17
Gamification in HR.....	17
Developing a Gamification Program.....	18
Pinpointing your business objectives	18
Identifying desired behaviors	19
Choosing rewards	19
Selecting game mechanics	19
Choosing a framework	20
Deciding to build or buy, and choosing a provider.....	21
Assembling your gamification team	21
Configuring and deploying your gamification program	21
Using analytics to track your progress	22

Chapter 2: Head Case: Understanding What Makes Users Tick23

Just Your Type: Identifying Player Types	23
Outie or Innie? Understanding Extrinsic Versus Intrinsic Motivators.....	25

The Fogg Behavior Model.....	27
Competition Versus Cooperation.....	28
Key Club: Motivating Key Behaviors.....	29
Recognizing users	30
Conferring status	31
Establishing identity.....	32
Identifying specialization.....	32
Giving positive reinforcement.....	33
Giving rewards	34
Maintaining relevance	34
Harnessing competition.....	34
Responding to challenges.....	35
Visualizing progress	35
Breaking things down into baby steps.....	35

Chapter 3: Object Lesson: Establishing Business Objectives 37

Public Consumption: Considering Consumer-Related Objectives	38
Increasing engagement	38
The loyal we: Inspiring loyalty	41
Increasing customer conversion	43
Building a community	43
Employee Relations: Exploring Employee-Related Objectives	45
Speeding up business processes	46
Sell! Sell! Sell! Enabling sales.....	47
Knowledge is power: Encouraging knowledge sharing and collaboration.....	48
Adoption of new technology	49
Aiding with onboarding.....	49
Improving training and education	49

Chapter 4: Target Practice: Targeting Desired Behaviors 51

Turning Valued Behaviors into Valuable Behaviors	52
Simple Minds: Comparing Simple and Advanced Behaviors	53
Matching Behaviors with Customer-Related Business Objectives	54
Behaviors that foster engagement.....	54
Behaviors that inspire loyalty.....	56
Behaviors that increase conversions.....	57
Behaviors that build community	58
Aligning Behaviors with Employee-Related Business Objectives	59
Behaviors that speed up business processes.....	59
Behaviors that enable sales.....	60

Behaviors that encourage knowledge sharing and collaboration ...	61
Behaviors that help with onboarding	62
Behaviors that improve education and training.....	63
Bad Dog! Identifying Behaviors You Want to Discourage	64

Chapter 5: You Win! The Rewards of Rewarding 65

Types of Rewards	65
Conferring recognition	66
Giving privileges.....	71
Giving monetary rewards	72
Badges? We don't need no stinking badges! Actually, maybe you do	74
Naming badges.....	76
Designing badges	77
Choosing rewards.....	82
Addressing cost	83
Social versus solo	83
Exploring context and value.....	84
Considering the CRM life cycle	85
Rewarding on the valued/valuable behavior spectrum.....	86
Identifying When to Reward.....	88
Rewarding during the onboarding phase	88
Rewarding during the mid-game phase	89
Rewarding during the elder-game phase	91

Chapter 6: Game On: Understanding Game Mechanics 93

Here's the Skinny: A Brief Intro to Game Mechanics	94
Get to the Point: Understanding Points	94
Weighting points	96
Keeping context in mind	98
Identifying point types	98
Exploring multiple point systems	101
Follow the Leader: Working with Leaderboards	101
Level Up: Exploring Levels	103
Mission Control: Using Missions, Challenges, and Quests.....	104
Mission basics	105
Exploring Activity Feeds and Notifications	107
Defining the Context.....	109
Exploring Anti-Gaming Mechanics	109
Implementing cool downs.....	110
Rate-limiting players.....	111
Count-limiting players	111

***Part 11: Decisions, Decisions: Choosing a Gamification Framework* 113**

Chapter 7: Freeze Frame: Understanding Gamification Frameworks 115

Introducing the Six Gamification Frameworks.....	116
Matching a Framework to Your Business Objective.....	117
Comprehending the Social Loyalty Framework.....	118
Experts Only: Exploring the Community Expert Framework.....	119
Pyramid Power: Pondering the Competitive Pyramid Framework	121
Break It to Me Gently: Identifying the Gentle Guide Framework	123
In Good Company: Understanding the Company Collaborator Framework	124
I Challenge Thee: Exploring the Company Challenge Framework	126
Take Your Pick: Pinpointing Which Framework Meets Your Needs	128

Chapter 8: Customer-Facing Frameworks 131

Exploring the Social Loyalty Framework.....	131
Understanding the social loyalty framework's mechanics.....	132
Identifying popular use cases.....	134
Social loyalty framework case studies	135
Expert Witness: Understanding the Community Expert Framework.....	140
Identifying community expert mechanics	141
Exploring popular use cases	143
Community expert framework case studies.....	144
The Great Pyramid: Exploring the Competitive Pyramid Framework...	148
Identifying competitive pyramid mechanics.....	151
Exploring popular use cases	151
Competitive pyramid example.....	152

Chapter 9: Employee-Facing Frameworks 155

Gentle Giant: Exploring the Gentle Guide Framework.....	155
Identifying gentle guide mechanics	157
Exploring popular use cases	157
Gentle guide example: Safety and efficiency	160
In Good Company: Understanding the Company Collaborator Framework	161
Identifying company collaborator mechanics	162
Exploring popular use cases	164
Company collaborator example: Improving retention, productivity, and knowledge sharing.....	165
Deloitte: Company collaborator framework case study	166

Challenge Response: Exploring the Company Challenge Framework.....	167
Identifying company challenge mechanics	168
Exploring popular use cases	168
Company challenge example: Reducing injuries	170

Part III: Getting Your Gamification Program Off the Ground..... 173

Chapter 10: Choosing a Gamification Provider175

Decisions, Decisions: Deciding Whether to Build or Buy.....	175
Buying: Identifying Gamification Providers.....	179
500Friends.....	179
Badgeville.....	180
Big Door	181
Bunchball	182
CrowdTwist	182
Gigya	183
IActionable.....	183
Seriosity	184
Building: Finding Open-Source Resources	184

Chapter 11: Key Expertise for Your Gamification Team187

Recognizing Key Stakeholders.....	187
Bringing Together Business Champions	188
Assembling Your Nerds	189
Gathering Creative Types.....	190
Identifying Nice-to-Have Team Members	191

Chapter 12: Ready, Set, Go! Configuring and Deploying Gamification Elements.....193

Design of the Times: The Design Stage.....	194
Identifying business objectives.....	194
Designing a gamification program	194
Developing Nation: The Development Stage.....	197
Creating a site.....	198
Defining behaviors	199
Creating rewards and levels	200
Adding widgets.....	201
Adding missions and tracks	207
Testing 1, 2, 3: The Testing Stage	207

Live It Up: Going Live	208
Stay Safe Out There: A Word on Security	208
Network-related security features	209
Platform-related security features	210

Chapter 13: Analyze This: Understanding Analytics 211

Understanding Analytics-Related Activities.....	212
Tracking behaviors	213
Measuring behaviors	214
Aggregating data	215
Data analysis.....	215
Reporting your findings	216
Identifying Key Metrics	217
Working with user metrics	218
Exploring engagement metrics.....	221
Viewing retention metrics	224
Viewing metrics on a dashboard	226
52 Pickup: Picking Your Metrics	226
Q&A: Answering Critical Questions with Analytics	228
Healthy, Wealthy, and Wise: Using the Behavior Health Index (BHI)	231

Chapter 14: What's Next: The Future of Gamification 235

Digging into the Pew Report on Gamification	235
Tracking the Trends in Gamification	236
Big data	237
Segmenting Data	237
Portable reputation	238
Social listening	239
The merging of online and offline worlds	239
The subtleization of gamification	240
From game to narrative.....	241

Part IV: The Part of Tens..... 243

Chapter 15: Ten Additional Gamification Resources 245

“Building Web Reputation Systems” by Randy Farmer and Bryce Glass	245
“Persuasive Technology” by B. J. Fogg.....	246
“Reality Is Broken” by Jane McGonical.....	246
“Total Engagement” by Byron Reeves and J. Leighton Read	246
“Gamification by Design” by Gabe Zichermann and Christopher Cunningham	247
“Predictably Irrational” by Dan Ariely	247

“Influence: The Psychology of Persuasion” by Robert B. Cialdini	247
“The Power of Habit” by Charles Duhigg.....	248
“Switch” by Chip Heath and Dan Heath.....	248
“Thinking, Fast and Slow” by Daniel Kahneman.....	248
“Drive” by Daniel Pink.....	249

Chapter 16: Ten Great Gamified Sites and Apps.....251

eBay (www.ebay.com).....	251
Foursquare (www.foursquare.com).....	251
GetGlue (www.getglue.com)	253
Mint (www.mint.com)	253
MuchMusic.com (www.muchmusic.com).....	253
Nike+ (www.nikeplus.nike.com)	253
Recyclebank (www.recyclebank.com).....	254
Samsung (www.samsung.com).....	254
sneakpeek (www.sneakpeek.com).....	254
Xbox Live (www.xbox.com)	255

Appendix: Supercharge Your Sales Team with Gamification..... 257

The Drastic Cost of a Disengaged Sales Force.....	258
Engagement Makes a Difference	258
You Don’t Need Another App for That	259
Gamification Embodies the Collaborative Nature of Sales 2.0.....	259
People Work for More Than Just Money	260
Proactive, Positive Reinforcement Builds a Culture of Success.....	261
Writing a Consistent Story of Success	262
Gamification Provides Real Benefits	262
Designing Gamification Programs for Success: Some Tips	262
Drive Behavior Across Sales, CRM, and Your Larger Business	263
Conclusion.....	264

Index..... 265

