

HOW TO CREATE AN IMPACTFUL GAMIFICATION EXPERIENCE

WITH SUCCESS STORIES



INTRODUCTION

WHEN TO USE GAMIFICATION

Gamification has been increasing in popularity for a number of years and is helping improve employee's retention of material by making the learning experience engaging, memorable, and fun.

While gamification continues to change the learning landscape, many still do not see the benefits of game-based learning.

With the implementation of carefully crafted gamification solutions, many who were unfamiliar with or uncertain of the benefits of gamification can become champions of the modality.

This eBook will explain how to create impactful and effective gamification solutions for those looking to increase retention of and engagement with their learning material.

LEARNING EXPERIENCE DESIGN FOR DESIGNING GAMIFICATION

Learning Experience Design (LXD) aims to improve learning through designs that are intuitive, creative and memorable. When designing gamification experiences, Instructional and Visual Designers aim to create designs that help learners immerse themselves deeply into the game experience and not be distracted by elements that are unnecessary or frivolous. Every button or element of the game is there for a reason, which is to ensure learners engage themselves meaningfully with the content and thereby improve the learning process.

WHAT MAKES GOOD GAMIFICATION TICK?

Gamification is successful when it has the following important success factors:



It motivates the users to achieve the objectives of the game, win it, perform actions that help them gain recognition.



It ensures that learners perform tasks and learn at the same time.



It ensures that learners get triggers to proceed forward in the game and not be clueless.

Gamification has the capacity to help improve behavior and motivate employees to make better decisions. Next we will look at the important elements of an impactful gamification solution.



Guidelines for creating *Gamification*

There are several important elements of gamification which need to be incorporated into the solution when designing it. Here are the guidelines for various elements:

Mission/storyline

When learners are motivated by a compelling story, it helps them connect with the game in a meaningful way. When working on gamification projects, our team and our clients have noted that beginning with a story-driven mission and objectives builds the right level of interest and tension for learners to engage with games.

Mission objectives

A gamification solution should have objectives just like a course. To keep learners engaged, keep the content from feeling like “work” these objectives should be focused on receiving rewards or unlocking levels. These objectives are not like the traditional learning objectives of a course. They are about taking the game forward through various levels and keeping the learners motivated. Even games that are not learning focused are often moved forward by mission objectives to lend a story to their gameplay mechanics.

Characters, Avatars and Narratives

Just like a fun game, even a serious learning game can have avatars and narratives. While avatars help learners get a personalized feel of the game, the narratives through cut-scenes aided by blurbs or voice over helps learners connect to the game emotionally. Narrative helps build the sequence in a smooth fashion. At the end of the game, the narrative should help learners get a sense of completion.

Player control

The idea of any good gamification is to help learners play the game with full control. Whether they are mouse actions or keyboard controls, learners should have control over the movement of the game. In other words, the interaction and engagement level should be high and the experience should not feel like a course.

Guidelines for creating *Gamification*



Continue



Guidelines for creating *Gamification*

Progression

The gamification should have tracking elements such as points, badges and leaderboards. Leaderboards are the most effective way to get learners interacting with one another, but if the client / project does not want leaderboards, points and badges are a must.

Immediate feedback

Providing learners immediate feedback helps distance the learner from the idea of taking a course. Games that your learners play for fun on their own time provide immediate feedback, whereas courses are graded. We want to create fun, engaging experiences so delivering immediate feedback is important.

Mastery

The objective of any gamification solution is to help learners master the content. Levels are good ways to ensure this. As the learners progress through the various levels, they get a sense of mastery upon solving progressively difficult challenges thrown at them.

Guidelines for creating *Gamification*

Fun

Any gamification solution should be fun otherwise they are not really games. Fun elements like music, background narration, background colors, competition help add the punch to the game.

Timer

A timer can be used to create a sense of urgency in the learner.



Continue

Guidelines for creating *Gamification*

Other elements



BENEFITS OF GAMIFICATION

There are several benefits of gamification which are including but not limited to the following:



Achieving training and learning goals

Organizations that are looking to achieve their training goals can implement solid gamification solutions. Learners benefit too as they are able to achieve the learning goals that are set at the beginning of the game.



Increased retention

Gamification solutions are engaging and interactive. There are greater chances of learners immersing themselves in the game and remembering the concepts that they come across. Learning happens through subliminal perception and not through rote memorization. As learners go through the various concepts, they perceive them through stories, backdrop scenes, backstories, achievements and much more.



Better application on the job

Gamification helps learners learn the concepts in a better way and leading to retention and better application of the concepts learnt on the job. The purpose of the gamification solution is to help learners make better decisions while working on the job.

NUMBERS DON'T LIE

Let's look at some numbers to understand how gamification as a solution is working across the learning landscape.

Gamification Industry Statistics:

- “By **2018**, the Global Gamification Market will reach **\$5.5Bn**”
– Markets & Markets
Source: engagementalliance.org
- **53%** of technology stakeholders said that by **2020**, the use of gamification will be widespread.
Source: business.com
- Almost **80%** of the learners say that they would be more productive if their university/institution or work was more game-like.
Source: [Talent LMS](#)
- Over **60%** of learners would be motivated by leaderboards and increased competition among students. **89%** say that a point system would increase their engagement with an eLearning application.
Source: [Talent LMS](#)

Keeping the Learners Hooked: Case Studies

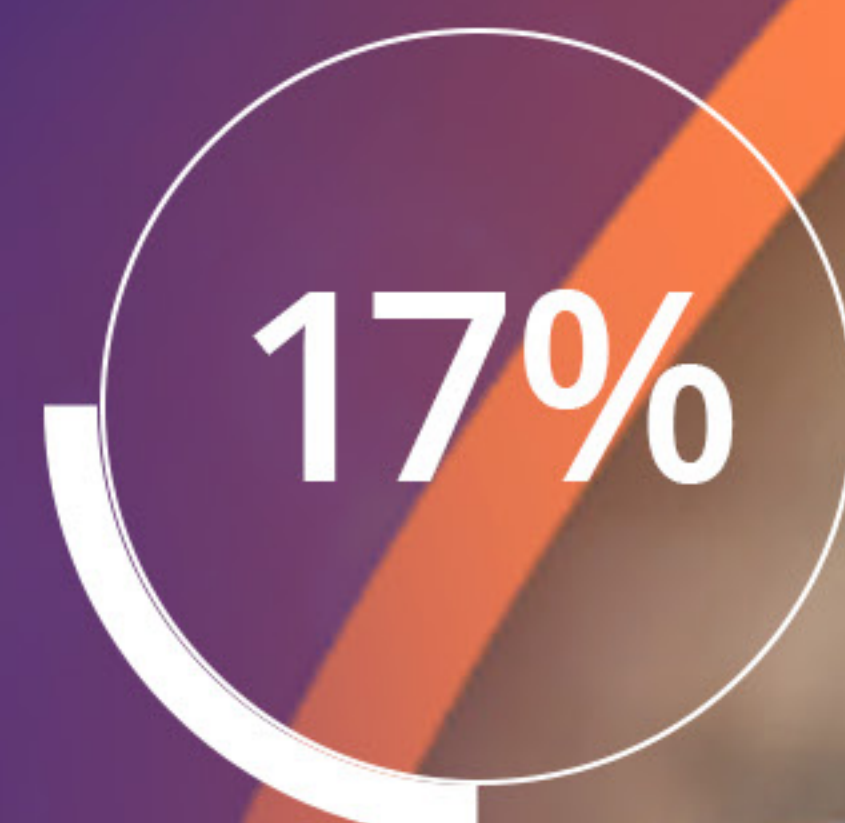
Using these guidelines and with a bit of creativity we have delivered numerous gamification solutions to customers. Here are a few of them.

Industry: IT
Trained: 16,500 employees

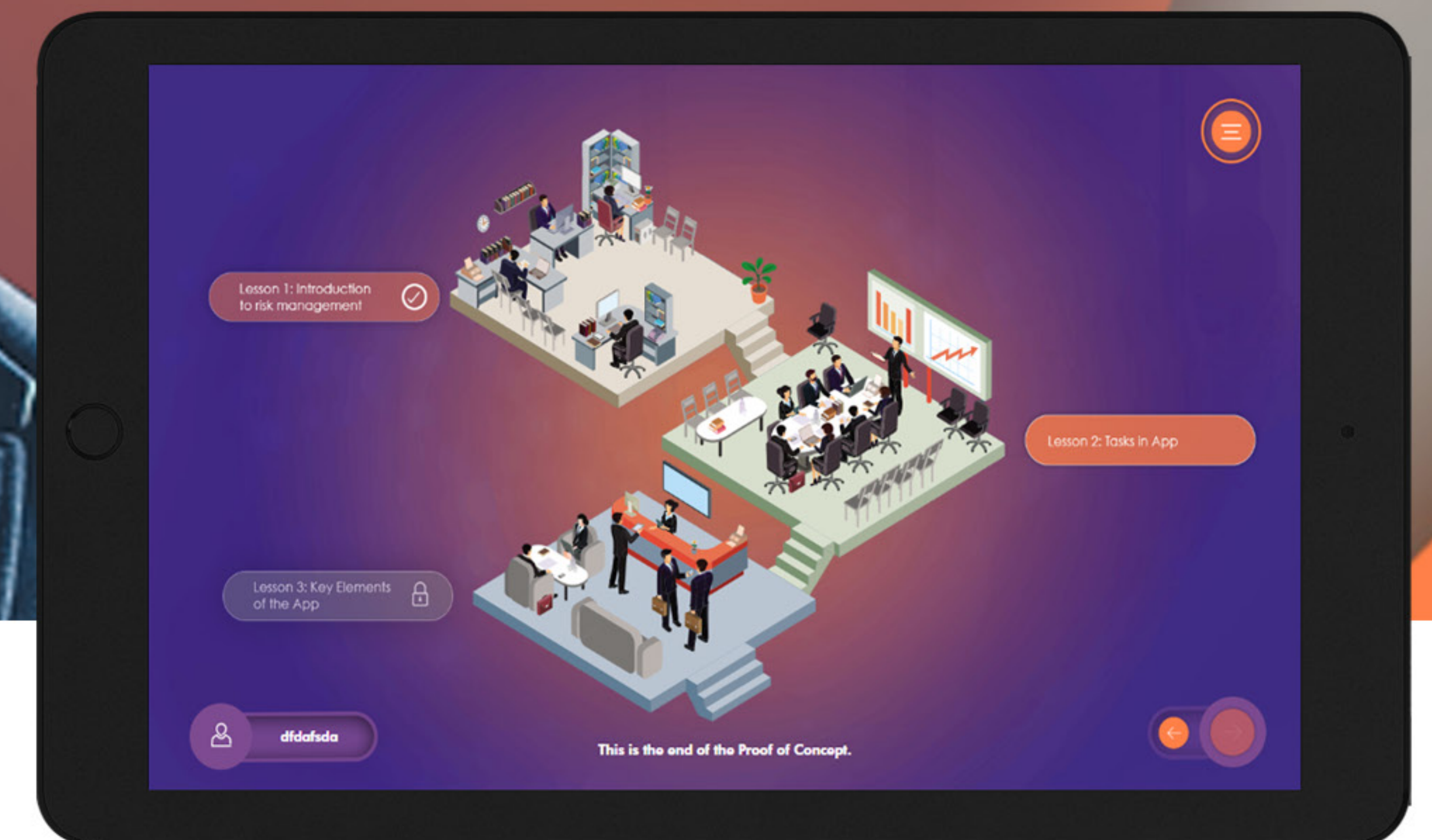
Impact



Course completion
rate



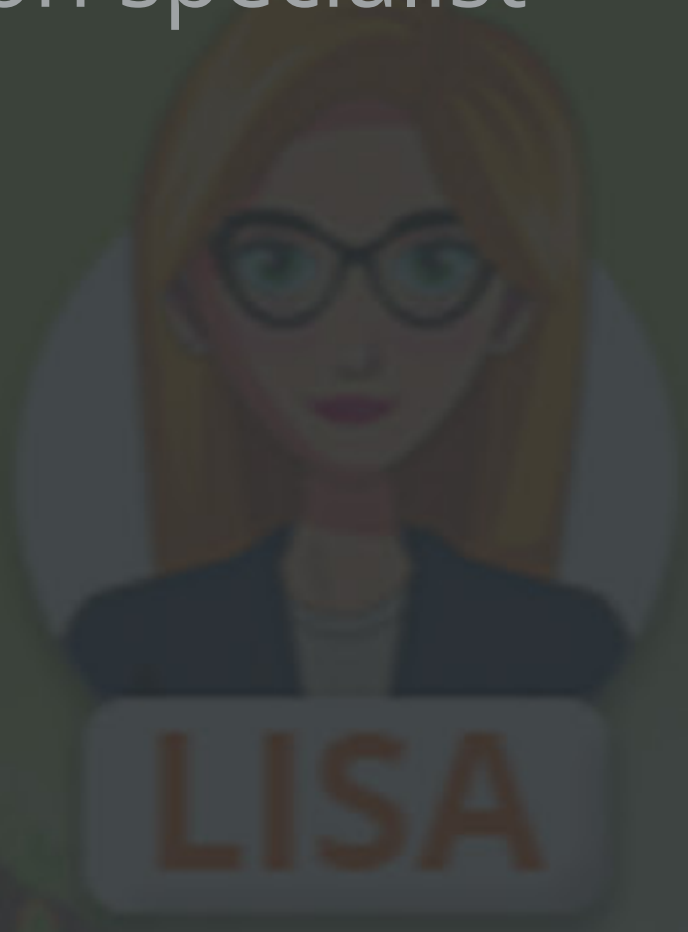
Improved retention



Risk Management

The customer wanted an exciting gamification solution that would help improve retention rates of learners while learning about risk management solution that they provide to their customers.

Risk management can be a dry subject with all its technicalities and complexities. We took the subject of risk management and assessment and presented it using a gamified approach. The game had scenarios, activities, levels, scoring, rewards and a clear mission objective. The gamification solution helped learners connect well with the concepts and retain them. We were pleased to hear that retention jumped by 17% when compared with the retention testing scores that followed their existing courseware.



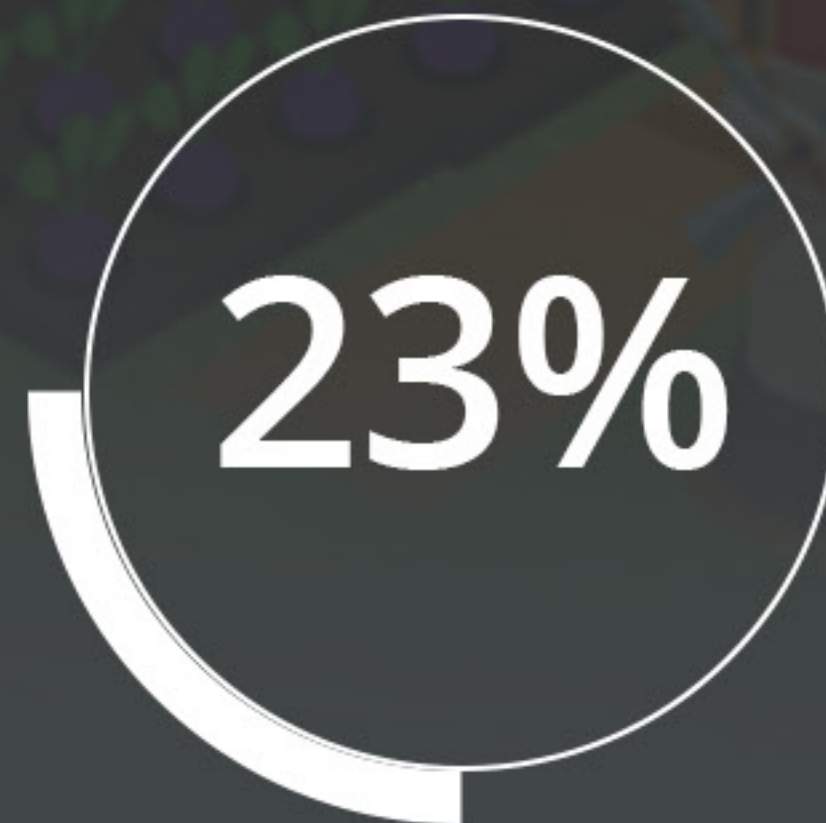
Industry: Fast Moving Consumer Goods (FMCG)

Trained: 39,000 employees

Impact



Course completion
rate



Improved retention



Mission game with story

The customer wanted an exciting and fun game-based solution to teach their employees about the food processing industry and the associated activities like procuring, processing and certifying the food for safe consumption by the general public.

We developed a mission-based game with 3 stages. The game starts by explaining the mission and handing over the mission file to the avatar (one chosen by the learner at the start of the game). The learner undertakes the mission by traveling on a fictitious landscape that is presented as the visual menu for the game. The learner goes to various places such as market, home, factory, and so on along his/her journey. Learner collects points by overcoming various challenges and answering some questions. The learner is constantly on toes as we created a fictitious competitor who forges ahead if the learner fails to answer the challenges.

The competitive aspect of the gamification solution helped spur the employees to an 84% course completion rate, outstanding considering the sheer number of learners, and 23% of the learners improved their retention from these exercises.

Industry: Banking and finance

Trained: 58,000 employees

Impact



Course completion
rate



Improved retention



Racing challenge Game

The customer wanted to increase engagement and retention rates of their learners on the history and operations of their organization. We suggested a racing challenge that was laced with questions.

We developed a game with 5 levels. The levels had increasingly difficult questions. The idea was to help them refresh their understanding in a fun and engaging manner.

The gamification solution had levels, points, rewards, badges and congratulatory message to conclude it well.

The competitive aspect of the gamification solution helped spur the employees to 89% course completion rate (considering the huge population involved a very good completion rate) and 15% of the learners improved their retention by performing these exercises and applying the concepts learnt to the work.

Final Thoughts

We opine that gamification is continuing to be an excellent way to engage your learners and help them retain the concepts learnt. It is not the only solution that can increase engagement, but it does work well when you have time and a well laid out plan to execute the strategy. It can act as an excellent tool for achieving business objectives and even implement change management across the organization.

At [Tesseract Learning](#), we have created gamification solutions that are fun, engaging, immersive and unique. The games are device agnostic, so learners will get the same experience on a PC, tablet, or right on their phone.

The right strategy and implementation will help your company succeed in its learning initiatives. If you are ready to learn more, please [contact us](#) - we are ready to help you build the perfect gamification solution.





Tesseract Learning helps organizations implement world class learning products that empower their employees and foster their business.

Step up your digital learning

- | Custom eLearning
- | Mobile Learning
- | Microlearning
- | Gamification
- | Adaptive Learning
- | AR/VR

Contact one of our learning experts today to learn more:
suresh@tesseractlearning.com | www.tesseractlearning.com

 Tesseract Learning Pvt Ltd

 @TesseractLearn

 tesseractlearning