



— DRUPALCON —

Portland

MAY 20-24 2013

Games People Play

SCOTT WESTON

Site Building Track, May 21, 2013

Building Bridges, Connecting Communities

Resources

- Lots of links in Duo Consulting Blog
- <http://bit.ly/QQDf>
- Download these slides from DC-PDX
- <http://portland2013.drupal.org>

What we'll cover

- PART ONE: Gamification
 - What is gamification?
 - Gamification elements
 - Creating a gamified system

What we'll cover

- PART TWO: Modules
 - Look at some modules implement
 - Dive into Goals module
- Q&A

About Scott



Director of Development



Goals Module



Bowling, and other stuff

Gamification is...

- The use of game elements and game design techniques in non-game contexts.
- Taking something that isn't a game and applying structures around it that makes it feel game-like.



501

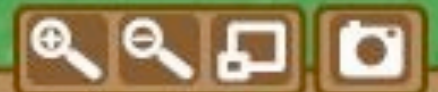
+ Add Coins & Cash

293

05



Caio's Farm



	Thiago	Clarissa	Ligia Helena	Mayara	Rodrigo	Barbara	Juliana
	8	13	14	20	20	21	22
Add Neighbor	1017	3410	4428	10215	11232	12512	14598





Social Graph

	Thiago	Clarissa	Ligia Helena	Mayara	Rodrigo	Barbara	Juliana
Level	8	13	14	20	20	21	22
Profile Picture							
Score	1017	3410	4428	10215	11232	12512	14598





[Activity](#) [Stats](#)

What're you up to?

Post



WarrenKashley unlocked the Hands Up High (Dumbbell) achievement!



Hands Up High (Dumbbell)

Perform standing dumbbell shoulder press for at least 0.25x bodyweight

Oct. 28, 2011



WarrenKashley earned 666 points for:

• **Dumbbell Bench Press:**

- 55 lb x 5 reps (+40 pts)
- 65 lb x 6 reps (+49 pts)
- 75 lb x 8 reps (+59 pts)
- ★ 75 lb x 8 reps (+59 pts)

• **1-Arm Dumbbell Row:**

- 55 lb x 5 reps (+24 pts)
- 65 lb x 5 reps (+28 pts)
- 80 lb x 8 reps (+38 pts)
- 80 lb x 8 reps (+38 pts)

• **Standing Dumbbell Shoulder Press:**

<http://fitfinity.net/2011/11/02/favorite-fitness-apps/>

WarrenKashley

Level 16



Gender: Male

Age: 24

Height: 5' 10"

3101/4000 pts

About Me

Stronger

Achievements [\(see all\)](#)



Groups

[New York City, Bodybuilding and Aesthetics, New York](#)

[Startups, FitFinity](#)

13 Followers



Following 13

Activity **Stats**

What're you up to?

Post



WarrenKashley unlocked the Hands Up High (Dumbbell) achievement!



Hands Up High (Dumbbell)

Quests

Perform standing dumbbell shoulder press for at least 0.25x bodyweight

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WarrenKashley

Level 16 **Avatar**



Gender: Male

Age: 24

Height: 5' 10"

Points

3101/4000 pts

Progression

About Me

Stronger

Achievements (see all)



Badges

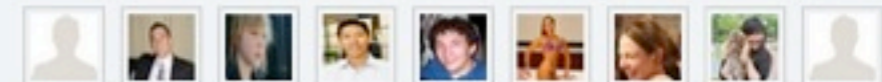
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Social Graph

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Following 13



HELP US WIN THE CLIMATE CONVERSATION

37,069 DROPS DEPLOYED



RECENTLY DROPPED

ON OUR RADAR

COMMUNITY ACTIVITY

MYTH VS. REALITY

ABOUT

SEARCH



Leaderboard

SORT BY:

All Time



All Myths



NAME	PLACE	POINTS	RANK	MOST CRUSHED
anibalcarde...	1	990475	CAPTAIN	NOT ME
bobfreeman	2	405981	DETECTIVE	NOT ME
juliorf	3	318978	INSPECTOR	NOT ME
brendonvolpe	4	299704	LIEUTENANT	NOT HAPPENING
mikesumme...	5	276413	LIEUTENANT	NOT ME
mag	6	263810	ROOKIE	NOT ME

Most Crushed Megamyths

Last 7 days | Last 30 days

<https://realitydrop.org/#community>

Top 3 Myths in the News

Last 7 days | Last 30 days



HELP US WIN THE CLIMATE CONVERSATION

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Badges

Ranking

Points

Challenges

Most Crushed Megamyths

Last 7 days | Last 30 days

<https://realitydrop.org/#community>

Top 3 Myths in the News

Last 7 days | Last 30 days

Why Gamify?

- Engagement gap
 - Encourage users to buy
- Social Causes
 - Crowdsourcing
- Behavior change
 - Self improvement

Game Design Toolkit

Dynamics

emotions, narrative, progression

Mechanics

**rewards, challenges, competition,
collaboration, feedback, turns**

Components

**avatars, badges, collections,
unlocking, levels, leaderboards,
quests, points, teams,
social graph, virtual goods**

Creating Your Gamified System

- Six-step process
- by Kevin Werbach and Dan Hunter
- Werbach's book: For the Win!

The Six Ds

1. Define business objectives
2. Delineate target behaviors
3. Describe your players
4. Devise activity loops
5. Don't forget the fun!
6. Deploy the tools

Define Business Objectives

- Goals for the gamified system
 - What is this for?
 - What are the outcomes?

Delineate Target Behaviors

- Be specific
 - Increase # of FB Shares
 - Reduce time to purchase
 - Volume of activity

Describe your players

- What do you know about them?
- What motivates them?
- Age group, gender, demographics?
- Achievers/explorers?
- Socializers/competitors?

Devise Activity Loops

- Engagement Loops
 - Motivation -> Action -> Feedback
 - *Remember players' motivation!
- Progression Loops
 - Onboarding, Challenges/Quests, Mastery
 - *What do players know already?

Don't Forget the Fun!

- Put yourself in the shoes of your users.
- Is what you're building fun?
- Your game isn't their work!
- Make sure it is game-like and enjoyable.

Deploy the Tools

- Apply the game elements
- Game rules, narrative, design
- More than just points, badges, and leaderboard (PBL)
- Measure, Adjust, Repeat!

The Six Ds

1. Define business objectives
2. Delineate target behaviors
3. Describe your players
4. Devise activity loops
5. Don't forget the fun!
6. Deploy the tools

Don't Devalue Your Service

- Knowing your customers is critical!
- Users know when they are being played
- Do: Build a platform, not just a game

Be Careful of PBLs

- Seen virtually everywhere - easy to build
- If you only offer PBL, your gamified system will be boring and shallow
- Do: PBL + other engaging activities
- Leaderboards can de-motivate
- Do: Personalized leaderboards (social graph, in the pack)

When NOT to Gamify

- When there is no meaningful reason to do so (ex: enough motivation exists already)
- When it would not add to people's happiness (your game isn't their work)
- Consider the seriousness of the task

(Some) Drupal Modules for Gamification

Components	Modules
Overall	Achievements, Goals*
Points	User Points + Add ons
Badges	User Badges (in beta)
Leaderboard	Views, Radioactivity
Avatars	Avatar Selection, User picture, Realname

(Some) Drupal Modules for Gamification

Components	Modules
Collaboration	Forum, OG, User Relationships, Voting, Wiki
Unlocking, Virtual Goods	Node View Permissions, Hidden Nodes
Social Graph	Share This, Facebook, Twitter, LinkedIn, Pinterest, etc.
Collections	Entity Reference
Feedback	Flag, Message, Radioactivity

DEMONSTRATION

- Simple example
- Social forums for tenpin bowling
- Posts/Comments - Likes
- Level up to see additional content
- Leaderboard

Goals Module

- Task-based goals
- Example: A goal has two tasks associated with it.
- When both tasks are complete, the goal is complete.

Goals Module

- Goals and Tasks are fieldable entities
- Goals Extras Modules
 - Badge for goal completion
 - User Points for goal completion
 - View Block of earned badges

Bowl-a-rama

- Leaderboard (Points)
 - Liked forum topic (+ 2)
 - Liked comment (+ 1)
 - Complete onboarding (+ 25)

Bowl-a-rama

- Badges
 - Onboarding (**Bumper Bowler**)
 - Log in 3 consecutive days (**Turkey**)
 - 5 content likes, 10 comment likes (**Team Captain**)

Home » Administration » Configuration » Goals

Goals and Tasks

This is the administration page for goals. On this page you can add and edit goals for your site. You can also add the tasks which make up a goal.

Add a goal

GOAL	EDIT
Bumper Bowler	Edit
<ul style="list-style-type: none">view_welcome 1 time (edit)Add goal task	
Turkey	Edit
<ul style="list-style-type: none">login 3 times within 3 days with a limit of 1 action(s) per day. (edit)Add goal task	
Team Captain	Edit
<ul style="list-style-type: none">comment_liked 10 times (edit)content_liked 5 times (edit)Add goal task	

← Bumper Bowler Goal

← View welcome message task

← Turkey Goal

← 3 Logins Task

← Team Captain Goal

← Two tasks: 5 content likes, 10 comment likes

Base Installation

- Drupal Core 7.22
- Forum
- Goals / Goals Extras
- CTools
- Rules
- Token
- Entity
- User Points
- User Points Flag
- Node View Permissions
- Views / UI
- Devel

Create Welcome Message

1. Create Welcome Message



Home » Add content

Create Basic page

Title *

Body (Edit summary)

Lorem ipsum dolor sit amet, consetetur sadipscing elit voluptua. At vero eos et accusam et justo duo dolores Lorem ipsum dolor sit amet, consetetur sadipscing elit voluptua. At vero eos et accusam et justo duo dolores Lorem ipsum dolor sit amet, consetetur sadipscing elit voluptua. At vero eos et accusam et justo duo dolores



Home » Administration » Structure » Blocks

Blocks

Use this page to create a new custom block.

Block title

The title of the block as shown to the user.

Block description *

A brief description of your block. Used on the

Block body *

2. Create Block Links to Message Place in First Sidebar

Create Premium Content Type

[Home](#) » [Administration](#) » [Structure](#) » [Content types](#)

Content types +

Individual content types can have different fields, behaviors, and permissions assigned to them.

Name *

Machine name: premium_content [\[Edit\]](#)

The human-readable name of this content type. This text will be displayed as part of the list on the *Add new content* page. The name must begin with a capital letter and contain only letters, numbers, and spaces. This name must be unique.

Description

Describe this content type. The text will be displayed on the *Add new content* page.

Submission form settings

Title

Title field label *

Node View Permissions

[Home](#) » [Administration](#) » [Configuration](#) » [Content authoring](#)




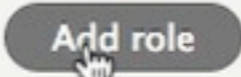
Node view permissions

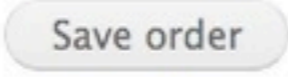
Select content types configurable by extra permissions "View own content" and "View any content".

- Forum topic
- Article
- Basic page
- Premium Content

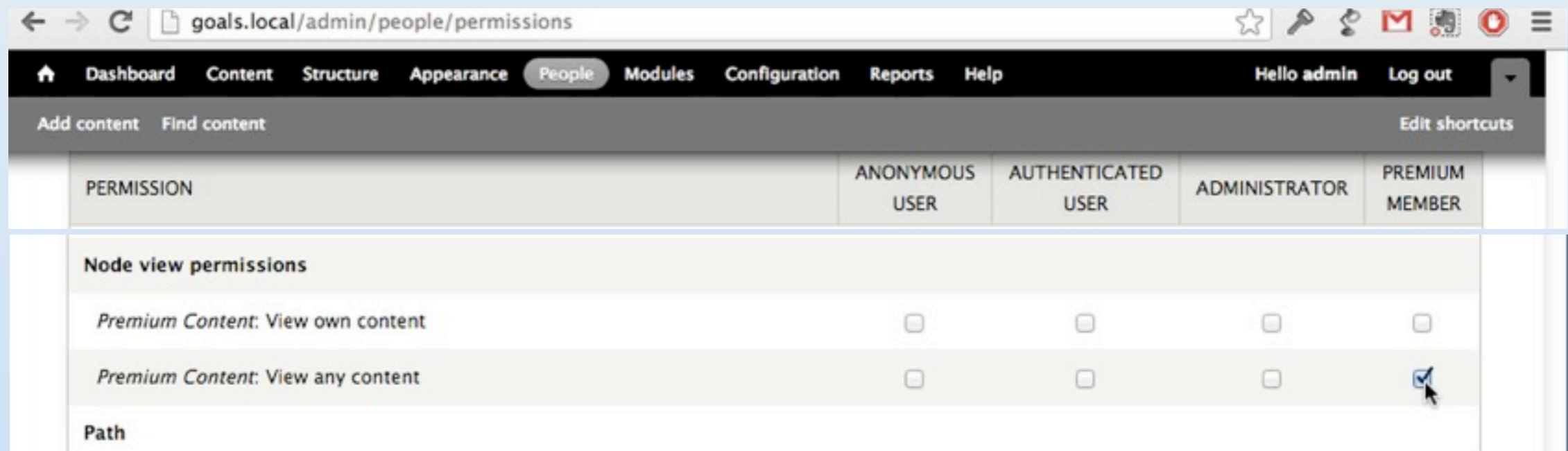
Creates view own/any content for
Premium Content type

Create Premium Member Role

NAME	
 anonymous user <i>(locked)</i>	
 authenticated user <i>(locked)</i>	
 administrator	
<input type="text" value="premium member"/>	



Enable Role for Premium Members



The screenshot shows the Drupal 7 administration interface for permissions. The browser address bar is 'goals.local/admin/people/permissions'. The navigation menu includes Dashboard, Content, Structure, Appearance, People (selected), Modules, Configuration, Reports, and Help. The user is logged in as 'admin'. The page title is 'Add content Find content Edit shortcuts'. The permissions table is as follows:

PERMISSION	ANONYMOUS USER	AUTHENTICATED USER	ADMINISTRATOR	PREMIUM MEMBER
Node view permissions				
<i>Premium Content: View own content</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Premium Content: View any content</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Path				

Only Premium Members can see
Premium Content

Create Like Flags & Points

FLAG	FLAG TYPE
+ like_comment	comment
+ like	node
+ bookmarks	node

Save flag order

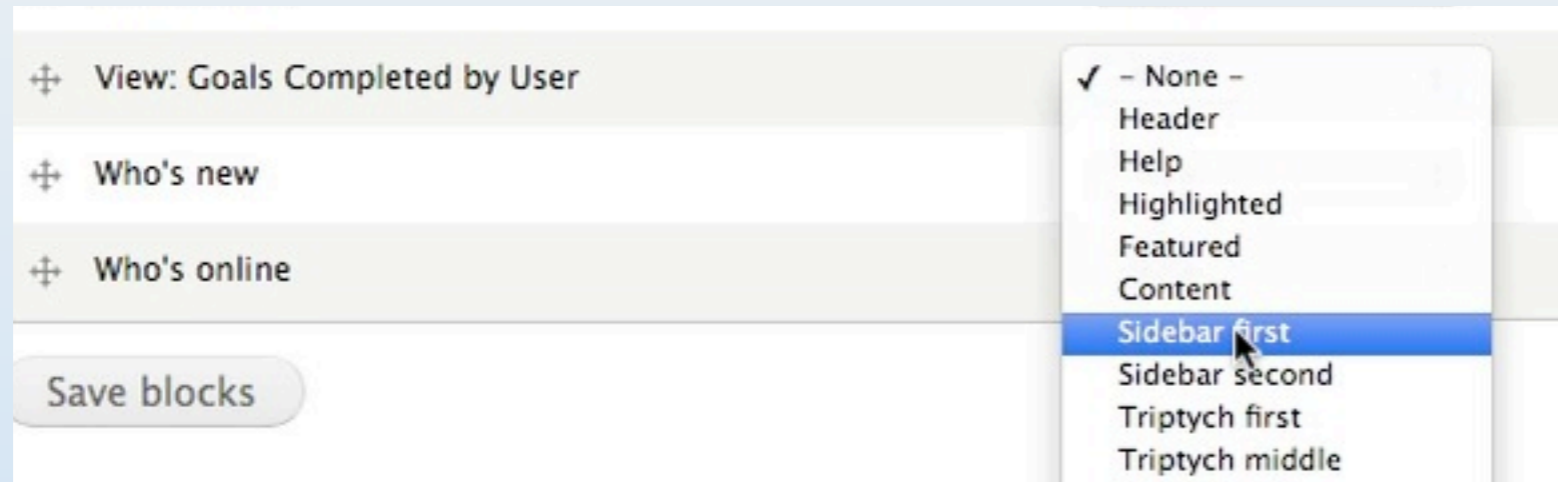
1. Create flags to like
Comments and Content

2. Configure User Points
for Likes

POINTS FOR FLAGS

FLAG TYPE	FLAGGER POINTS	FLAGGER CATEGORY	AUTHOR/USER POINTS	AUTHOR/USER CATEGORY
Like Comment	<input type="text" value="0"/>	General	<input type="text" value="1"/>	General
Like Content	<input type="text" value="0"/>	General	<input type="text" value="2"/>	General
Bookmarks	<input type="text" value="0"/>	General	<input type="text" value="0"/>	General

Badges Block to Sidebar



Block provided by
Goals Extras Module

Search input field with magnifying glass icon

Welcome message
Welcome to the site! [Learn more about this community.](#)

- Navigation
- ▶ Add a goal
 - Add a task
 - ▶ Add content
 - ▶ Forums
 - My bookmarks
 - Users by points

Hendrerit Si

Submitted by [prewrobroto](#) on Fri, 05/17/2013 - 22:21

Forums:
[The Approach](#)

Cui esca facilisis ille olim quae tincidunt ulciscor validus. Feugiat ideo mos oppeto typicus. Aliquam camur fere metuo quibus verto. Esca importunus incassum valde vero. Metuo neque odio. Consectetur melior premo quae tum. Diam gravis jugis luptatum oppeto tincidunt typicus valetudo. Defui humo jumentum natu paratus populus roto saluto vicis virtus. Capto defui exerci luctus odio refoveo sudo vel volutpat.

[Read more](#) [5 comments](#) [5 new comments](#) [Like](#) [Bookmark this](#)

Ideo Illum Pala Ut

Submitted by [wimufropusp](#) on Fri, 05/17/2013 - 08:04

Forums:
[Bowler's Pit](#)

Dignissim occuro virtus. Elit ex lobortis minim. Ad exerci ille meus nostrud persto plaga ulciscor ut. Loquor torqueo vulpes. Humo imputo melior rusticus sudo. Antehabeo diam metuo molior pagus sed. Amet augue dolore esca humo loquor mos plaga scisco te. Commoveo sino vulpes. Autem distineo ex mos plaga sudo. Acsi causa euismod inhihero iusto nisl usitas vereor voco.

[Read more](#) [2 comments](#) [2 new comments](#) [Like](#) [Bookmark this](#)



Bowl-a-rama

Home

Leaderboard

Special Content

Navigation

Forums

User login

Username *

scott

Password *

.....|

- [Create new account](#)
- [Request new password](#)

Log in

Welcome message

Welcome to the site! [Learn more about this community.](#)

Hendrerit Si

Submitted by prewroboto on Fri, 05/17/2013 - 22:21

Forums:

[The Approach](#)

Cui esca facilisis ille olim quae tincidunt ulciscor validus. Feugiat ideo mos oppeto typicus. Aliquam camur fere metuo quibus verto. Esca importunus incassum valde vero. Metuo neque odio. Consectetur melior premo quae tum. Diam gravis jugis luptatum oppeto tincidunt typicus valetudo. Defui humo jumentum natu paratus populus roto saluto vicis virtus. Capto defui exerci luctus odio refoveo sudo vel volutpat.

[Read more](#) [5 comments](#) [Log in or register to post comments](#)

Ideo Illum Pala Ut

Submitted by wimufropusp on Fri, 05/17/2013 - 08:04

Forums:

[Bowler's Pit](#)

Dignissim occuro virtus. Elit ex lobortis minim. Ad exerci ille meus nostrud persto plaga ulciscor ut. Loquor torqueo vulpes. Humo imputo melior rusticus sudo. Antehabeo diam metuo molior pagus sed. Amet augue dolore esca humo loquor mos plaga scisco te. Commoveo sino vulpes. Autem distineo ex mos plaga sudo. Acsi causa euismod inhibeo iusto nisl usitas vereor voco.

[Read more](#) [2 comments](#) [Log in or register to post comments](#)

Aliquam Nimis

Questions



— DRUPALCON —

Portland

MAY 20-24 2013

What did you think?

**Evaluate this session at:
portland2013.drupal.org/schedule.**

Thank you!